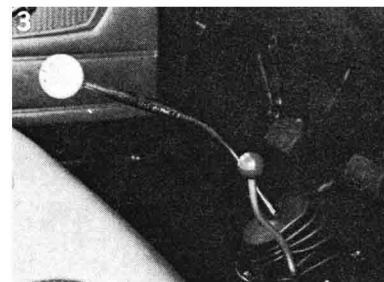




CARS ROAD TEST



If you haven't already heard, guys, Plymouth is out to win you over. The Mayflower boys have taken an attitude. They've tuned in and they're ready to turn on. And the beat goes on!

It's taken the Pilgrims a long time to catch on to what's happening, but they've finally made the scene. Their scene machine is the Road Runner, better known in drive-ins across the country as the "Beep-Beep." And the beat goes on.

The Plymouth Division is in the process of undergoing a radical change. Image-wise, that is. Not only has the product lineup been youthfully upgraded, but so has the Division's attitude and advertising image. No longer are they resting on their race Hemi's laurels or other impressive (on paper, that is) engine specifications. They're right there, showing performance-oriented (artistic renderings) GTX and Road Runner supercars with slicks, mag wheels,

headers and the usual array of "street rat" equipment. That's what the youth market wants to see. Plymouth's performance ads are unquestionably the best in the Field.

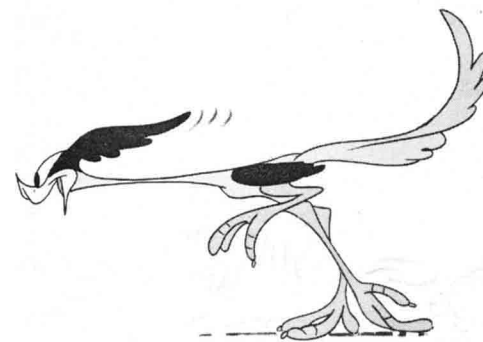
And the product is not really exaggerated in the commercial offerings. The 68's do run a hell of a lot better than their predecessors (when smog controls are removed) and the 383 Road Runner is *the* sensible street machine for '68. Like most of the press who first viewed the Road Runner's specifications early in June '67, we were impressed. On paper it looked like the answer to a street rodder's prayers: Low price, minimal amount of options, spartan, but good, looks, and last but not least, a low enough factory horsepower rating to keep it out of insurance problems. What more could any under-25-year old performance nut ask for?

We didn't have a chance to actu-

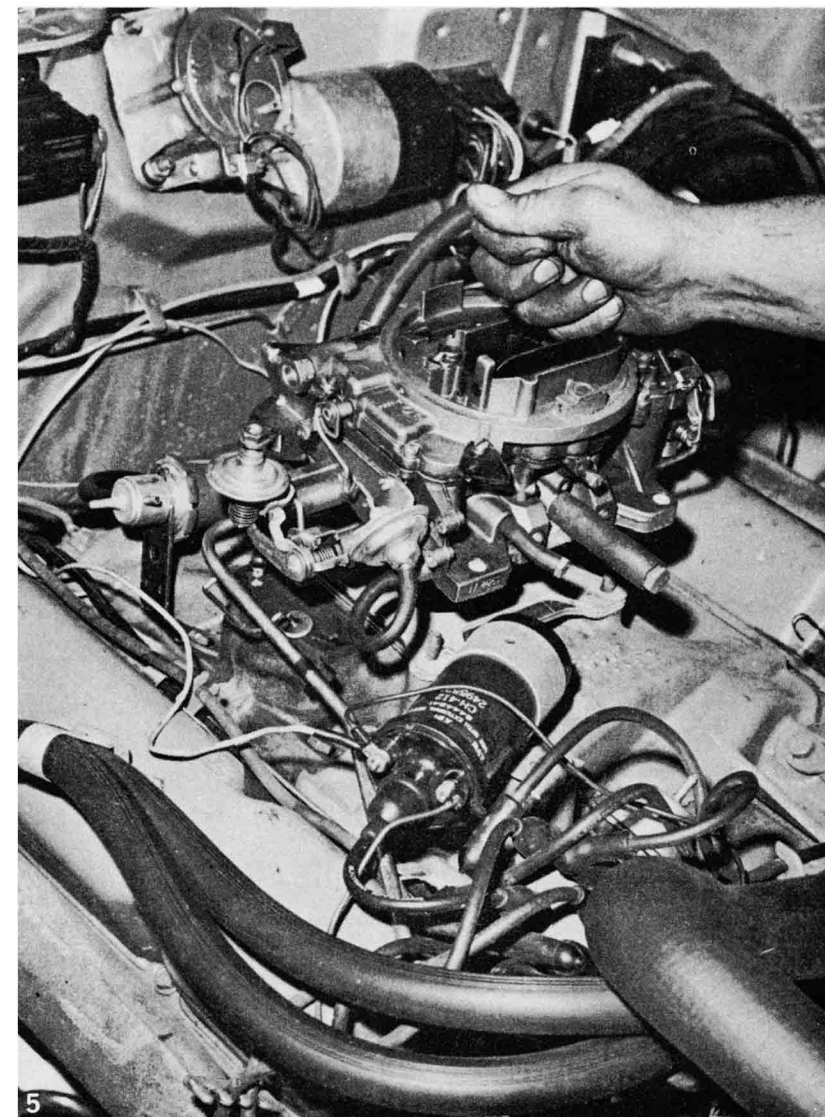
ally wring one out prior to introduction, so we reserved our opinions until after we had the pleasure of cutting a few quick ones. We never were really turned on with 440 versions in '67 even though they looked great on paper, so we had some doubts about the "answer to a street racer's dreams." Our time finally came and we took delivery of a black-vinyl-topped silver gray Road Runner with optional mag-type steel road wheels, disc brakes and over 3000 miles of hard driving on the odometer. The car had been used for cross country road testing by some press types, and was well broken-in. The car came on pretty strong considering it was only packing a 383 load, but we felt as though it was being held back. The suspension felt tight and the car handles like a supercar should. However, it was impossible to control axle windup and wheel hop under full throttle acceleration conditions. In stock shape,

1. Stiff Street Hemi suspension, bolstered by traction bars and a pinion snubber on 383-cube test car really does the job.
2. It doesn't take much to make the shoes light. Stock gears are not for the strip.
3. Prototype Hurst installation with lock-out really boosted car's performance.
4. Hot Road Runner was run in on the dyno's rollers before making strip debut.
5. Smog control jazz and vacuum advance were disconnected. Note new AVS Carter.

BY THE STAFF



With ultra-efficient
440 camming, carburetion
and headwork,
Plymouth's spartan
screamer has become

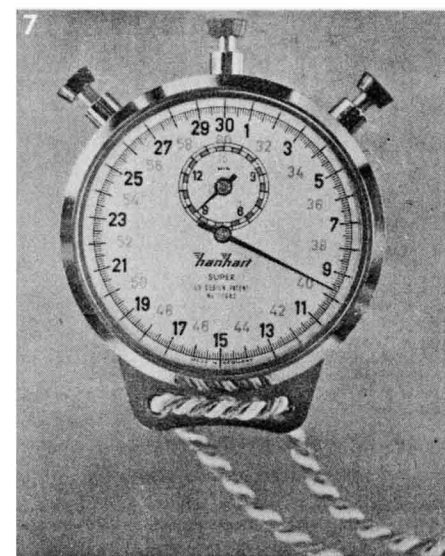


THE BIRD TO BEAT



our Road Runner negotiated the quarter mile in the 14.80's with trap speeds running between 94 and 96 mph. Respectable performance, but nothing to write home about when you consider the type of machinery being used on the street these days.

By the time this issue is on the newsstands, there will be some additional options available—mostly in the line of dress-ups. From all views the Road Runner is an impressive-looking machine. It's clean and sensibly void of geegaws and chrome trim. Most of the ones we've seen are the latest "got to have" goodies of the Midnight Auto Parts crowd. According to the dealers we've been talking with, Road Runners are being delivered off the haulers sans em-



blems and horns, which means that the delivery guys must be branching out into new business ventures. However, once you open the door of a standard interior Road Runner, you really have to restrain yourself from "coughing your cookies." The standard interior decor is a combination of *early taxicab* and *modern schlock*, with touches of *Army truck* thrown in for good measure. There will be an optional vinyl interior package, for those who want *some* of the comforts of home. The dash is plain jane and the tach, which occupies the right end of the instrument cluster, is unobtrusive, but better than most Mopar factory installations.

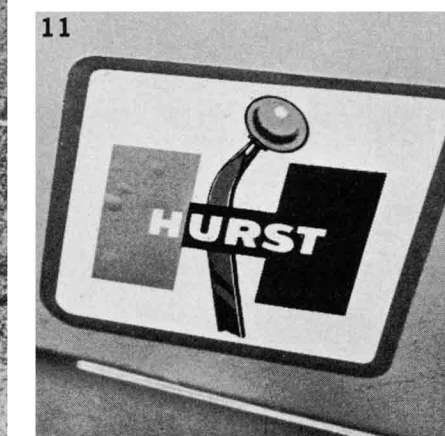
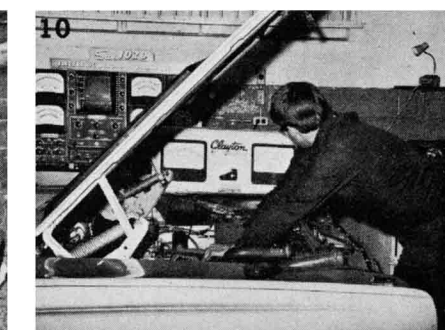
But the Road Runner's real story is a mechanical one. The engine is a

classic example of hot rod ingenuity. The factory merely went the swap route on its tried and true 383 incher, fitting it with all the goodies that '68 440 Hi-Per engines are made of. And they backed it up with a Street Hemi powertrain, making it an ultra reliable machine that will live under drag strip abuse. The new 383 utilizes a .450 .465-inch lift, 276 292-degree duration hydraulic lifter camshaft, improved '68 440 heads (there is a difference), a (new) well-designed intake manifold with an Air Valve Secondary Carter quad, 440 Ram-charger-style headers with oversize pipes and a windage tray in the oil sump. Standard equipment is the old four-speed "garbage disposal" unit with an Inland Steel Toilet

Flusher. However, all stick cars built after Dec. 15th will come through with Hurst shifters.

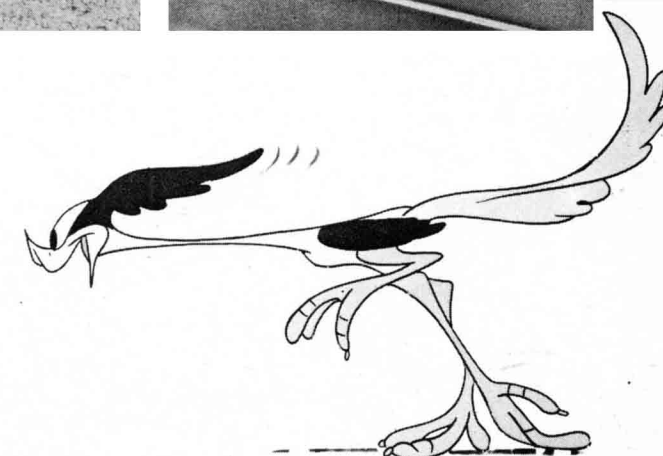
Since the Road Runner is the kind of machine that was built to perform, we threw Detroit compromise to the wind, and along with it, the factory smog device. We had the crew at the Motion Supercar Club go over the car figuring that they would come up with some good stuff. First they removed the smog jazz which added an immediate 15 rear wheel hp after the stock retarded distributor was recalibrated. We eventually swapped to a complete Mallory-Motion Super-Spark kit.

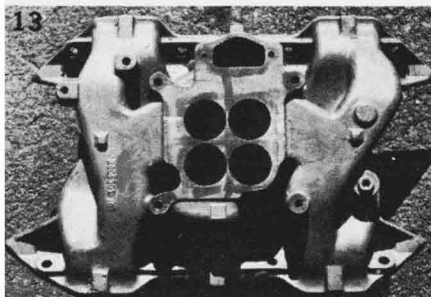
We were all pretty much amazed when the Road Runner took an impressive 38 degrees total timing. The



THE BIRD TO BEAT

6. Wild Road Runner is at home on a back country road or on the tarmac. Wide tires and Hemi suspension are stock.
7. A brace of Hanhart timers were used with a corrected speedometer to check RR's performance off the track.
8. Rear quarter windows are cheapie swingout affairs which help keep the price sticker way down on this bomb.
9. It was hard to keep the tires from burning when the stops were pulled out. Note full tire footprint.
10. Because of the design of the new 440 heads, RR 383 mill was able to handle 38 degrees total timing.
11. Hurst's Jim Kerr handled the prototype Competition-Plus installation. Reverse lockout was also added.





12. Super-neat emblems separate the men from the boys. Spartan body looks good.

13. New manifold for AVS Carter quad is more efficient than last year's 440 model.

THE BIRD TO BEAT

most that a pre-'68 440 would take before severe detonation and power curve breakdown took place was 33 to 34 degrees. This is proof-positive that the '68 440 heads have received some combustion chamber work. As part of the dyno shakedown we double-checked the carb choke lockout and operation of the air valve secondary plate to insure that there would be no hangups on the track.

By removing the smog control we automatically richened up the jetting. However, we pulled out the .089-inch needles and went a couple of thousandths richer. This is not really recommended for around the town use as economy does suffer greatly. Once jetted we ended up running sans air cleaner (with base plate on the carb for a smoother air flow) to lean out the mixture ever so slightly.

With those mods the Road Runner came to life. The car felt good and was responsive throughout the rpm range. The cam felt good around mid range and pulled clean right to redline revs, 5500 rpm, without the slightest hesitation. But, without proper rear gearing (3.55 was the hottest setup we could get) and the clumsy Inland shifter, it was impossible to really do the job. Fortunately, in '69, the Corporation will be releasing factory-installed hot setup rear gear ratios.

For once we lucked out. Before
(Continued on Page 74)

1968 PLYMOUTH ROAD RUNNER SPECIFICATIONS

ENGINE

Type.....	OHV V-8
Displacement.....	383 cubic inches
Compression Ratio	10.5-to-1
Carburetion	Single Carter AVS Quad
Camshaft.....	Hydraulic, 450-465-inch lift
Horsepower	335 @ 5200 rpm
Torque	425 foot/pounds @ 3400 rpm
Exhaust.....	Headers, dual pipes
Ignition.....	Recalibrated, mechanical advance

TRANSMISSION

Make.....	Four-speed manual
Control.....	Hurst Floor shift

REAR END

Type.....	Sure-grip (8¾-inch ring gear)
Ratio.....	3.55-to-1

BRAKES

Front.....	11.00-inch power-assisted discs
Rear.....	10.00-inch power-assisted drums

SUSPENSION

Front.....	Independent, HD torsion bars, HD shocks, sway bar
Rear	HD Multi-leaf springs, shocks
Steering	Power-assisted
Overall Ratio.....	18.8-to-1

GENERAL

List Price	\$2913
Price As Tested.....	\$3400
Weight.....	3700 pounds
Wheelbase	116 inches
Overall Length.....	203 inches
Tire Size.....	F-70x14 Goodyear

PERFORMANCE

0 to 30 mph	N/A
0 to 60 mph	6.6 seconds
Standing ¼ mile.....	100.50 mph
Elapsed Time	14.65 seconds
Top Speed	125 mph (EST)
Fuel Consumption.....	10-12 mpg

town and during normal highway operation. And since the engine is good for over 6500 rpm operation, it really isn't working hard at those revs.

We've driven a lot of wild machinery over the years, but the Phase III, or even the straight stock 425-hp, SS-427 Camaro, is the wildest and wooliest to date. It's a sure cure for tired blood. And, if you order the optional Competition handling package, you'll be able to run rings around any domestic number. Besides, where else can you get a

warranted 11-second street machine that can be financed?

After we returned the car it underwent a few major power changes because, in effect, it's a rolling test lab for the SS-427 program. Last time we peeked there was a stock 425-hp motor under the hood with a pair of gigonda Holley quads on an Edelbrock manifold. And, if this means anything, there were three or four cartons in the trunk just air freighted in from Crankshaft Co. Would you believe. . . a 480-inch demonstrator!

ion snubber. We were loaded for bear. The traction goodies had an almost nil effect on the ride (ever so slightly stiffer) and the lack of wheel hop made it possible to come off as hard as the tires would allow. Which, in the case of the Goodyear Wide Boots, wasn't very hard. They're great road tires, but they just won't cut it on the asphalt.

With this setup we were able to cut 0 to 60 street blasts in 6.5 to 6.7 seconds according to our corrected speedometer and Hanhart (The Vincent Company, P.O. Box, 4549, Whittier, California) super-accurate timers. On the quarter mile we were able to barely crack the century mark, 100.50 mph in 14.65 seconds, which is super impressive for a dyno-tuned crate stocker with the barest minimum of cheatin' equipment. With 4.10 gears (which were installed after we made our track runs) and a set of good headers, there's no doubt in our minds that the Road Runner is capable of running 103-105 mph in the 13.70's. And, in blueprint shape it's a mid-12-second machine.

Besides straightline performance, which the RR excels in, we can't speak too highly of its handling and road adhesion qualities. The car was designed and built as a performance vehicle and that's what it is. With 11-inch discs up front and 10-inch

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962; Section 4369, Title 39, United States Code)

1. Date of filing: October 1, 1967.
2. Title of publications: CARS.
3. Frequency of issue: Monthly.
4. Location of known office of publication (Street, city, county, state, zip code): 185 Madison Avenue, New York, New York 10016.
5. Location of the headquarters or general business offices of the publishers (not printers): 185 Madison Avenue, New York, New York 10016.
6. Names and addresses of publisher, editor, and managing editor: Publisher (Name and address) Irwin Stein, Walter Zacharius Magnum Royal Publications, 185 Madison Ave., New York, N.Y. 10016. Editor (Name and address) Martyn L. Schorr (Address above). Managing Editor (Name and address) Fred Mackerodt, (Address above).
7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and address of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given): Magnum Publications Inc., 185 Madison Ave., New York, N.Y. 10016. Mr. Irwin Stein, 185 Madison Ave., New York, N.Y. 10016. Mrs. Helen Stein, 185 Madison Ave., New York, N.Y. 10016. Mr. Walter Zacharius, 185 Madison Ave., New York, N.Y. 10016. Mrs. Alice Zacharius, 185 Madison Ave., New York, N.Y. 10016.
8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (if there are none, so state: None).
9. Paragraphs 7 and 8 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Names and address of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.
10. This item must be completed for all publications except those which do not carry advertising other than the publisher's own and which are named in sections 132.231, 132.232, and 132.233. Postal Manual (Sections 4355a, 4355b, and 4356 of Title 39, United States Code).

Average No. Copies Each Issue During Preceding 12 Months	Single Issue Nearest To Filing Date
--	-------------------------------------

A. TOTAL NO. COPIES PRINTED (Net Press Run).....	260,900	260,900
B. PAID CIRCULATION		
1. SALES THROUGH DEALERS AND CARRIERS, STREET VENDORS AND COUNTER SALES.....	259,125	259,125
2. MAIL SUBSCRIPTIONS.....	1,113	1,113
C. TOTAL PAID CIRCULATION.....	260,238	260,238
D. FREE DISTRIBUTION (including samples) BY MAIL, CARRIER OR OTHER MEANS.....	300	300
E. TOTAL DISTRIBUTION (Sum of C & D).....	260,538	260,538
F. OFFICE USE, LEFT-OVER, UN-ACCOUNTED, SPOILED AFTER PRINTING.....	362	362
G. TOTAL (Sum of E & F—should equal net press run shown in A).....	260,900	260,900

I certify that the statements made by me above are correct and complete.

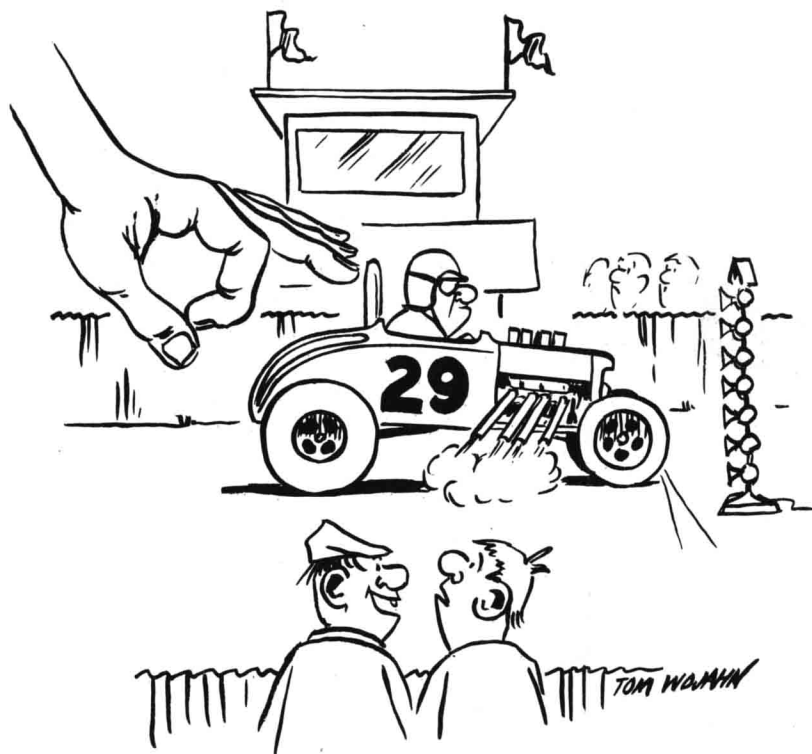
WALTER ZACHARIUS

(Signature of editor, publisher, business manager, or owner)

ROAD RUNNER continued

treking to Chrondeksville, we checked "Honest George from Valley Forge" regarding one of his super-slick Competition-Plus shifters. He wasn't able to ship a ready-to-install unit to us, but he went one better. He sent up a crack team of shifter sharpies led by personable Jim Kerr to make a prototype installation on our machine. The finished product, complete with reverse lockout, looked better than any factory installation and allowed us to find gears at our leisure, and even power shift a couple. Kudos for Kerr!

And, to really cheat a bit, we had a friend make up a set of prototype anti-wheel hop bars which simply clamp to the leaf springs, and a pin-



Somebody up there likes him.

drums at the rear, the RR stops "right now." With the light 383 up front it retains its composure when negotiating rough corners and will hang in there with any domestic sedan its size. Surprisingly, the power steering offered a decent feel of the road and was a welcome accessory. Most Mopar power steering units are so super light at high speeds that you have little or no idea of what's going on outside until it's too late. It's truly a Road Runner. This is the type of machine those alky runners could have really used down South!

Because of our test car's impressive performance, we put a bid in to get the car back for some more serious dyno testing and racing. We also tried to get a line on the new cold air package that the Product Planning boys are playing with. We tried to open up the hood scoop setup by removing the "383" plates, but were discouraged when we learned that the passages went into a maze of structural braces and really couldn't be used to vent in fresh air. It's a hell of a machine as is, and as far as we're concerned, the Corporation can keep the Street Hemi option. The 383 is the real Road Runner. And the win-you-over beat goes on.

STREET HEMI continued

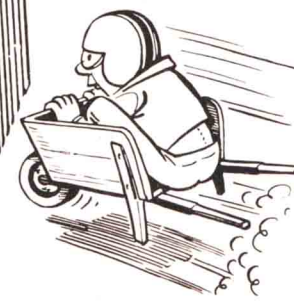
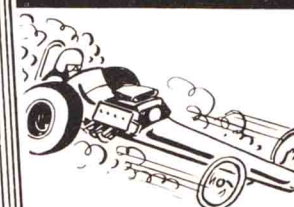
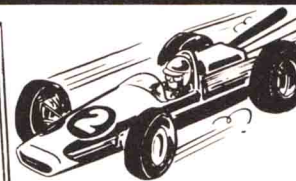
stall some form of velocity stacks, jetting is in order. When using velocity stacks you must rework the front quad via a pair of Carter 120-167 (.095-inch) primary jets and one 120-167 right side secondary jet. You can retain the throttle lever side secondary jet and the stock metering rods. On the rear quad you should install similar .095-inch primary jetting and a 120-159 (.089-inch) left secondary jet and a 120-165 (.086-inch) right secondary jet. The stock metering rods should be retained. Jetting these staggered quad setups can become quite complex and should only be attempted by someone who has mucho experience with Hemi engines. Guttled-out plenum chamber manifolds, as used by the top S/S pros should be used only for track use as they are not designed for street operation.

Like most high-output race-type engines, the Street Hemi comes stock with a solid-lifter camshaft. This means a noisier valvetrain, more maintenance and, last but not least, higher rpm potential. The price you have to pay is one of maintenance. Valve lash, spark plugs and timing must be checked frequently as the

AIRHEART • ALGON • ANSEN • BELL • CAE • CLYMER • CROWER • CRAGAR • CRANKSHAFT • CRANE • DOUGS • DOUGLAS • EILCO • ENGLE • GOTHA • GRANT • HALIBRAND • HEDMAN • HILBORN • HURST • ISKY • JAHNS



No Matter What You Run!



GET YOUR **NEW**

1968 DISCOUNT CATALOG

TOP BRAND NAMES AT LOWEST PRICES

Send 25¢
To cover
Mailing and
Handling

MIDWEST AUTO SPECIALTIES
13907 Miles Ave., Cleveland, Ohio 44105
I Enclose 25¢ For Handling & Postage
(REFUNDABLE ON FIRST \$5.00 PURCHASE)
Rush Me My Copy of Your Catalog

NAME.....
ADDRESS.....
CITY.....STATE.....ZIP.....

MAIL COUPON TODAY

NEW CATALOG 25¢
Refundable on First
\$5.00 Purchase

Midwest AUTO SPECIALTIES
From Factory to Midwest—From Midwest to You!
13907 Miles Ave., Cleveland, Ohio 44105
216/991-5977 216/991-4900

LODGE • MALLORY • MC GURK • MR. GASKET • MOON • PERFECTION GEAR • SCHIEFER • SHELBY AMERICAN • SIMPSON • MICKEY THOMPSON • TRACTION MASTER • TRANS-DAPT • VERTEX • WEBER • WEIAND • WILCAP • many more.