

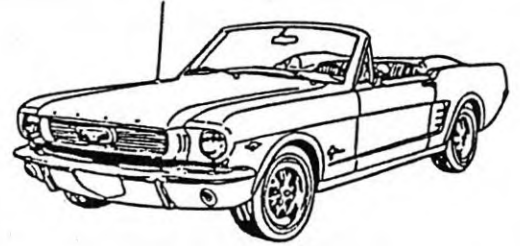
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MUSTANGERS

" A Few to Preserve the Best "

From the Prez :

May 4, 1994

Murphy's Law does hold true, " Anything that can go wrong will. ". I was finishing up the final paragraph of this newsletter and my computer crashed taking the entire cover letter with it. Oh well I just have to start over again.

As most of you know, Tammy and I got married on April 17th. The wedding went better than could have been expected. We had almost 100 people in attendance. To everyone's surprise, Pastor Ted even managed to work " Mustangs " into the sermon. Honest ! I had nothing to do with it. Tammy looked beautiful in her dress. We even had a Mustang parade through town. We had the top down on the '84 Anniv. Conv. along with our '91, and Sue & Fritz Dowe's '86 Conv. It looked great going through town. The reception went super. There was even a Mustang on the Wedding Cake. Yes that was my doing. I wanted it on top, but Tammy thought that the Bride and Groom should be up there. All in all it was a perfect day and I wouldn't have done it any other way.

The next weekend came up quickly. We attended Loyal Ford's 2nd annual show on the 24th of April. The weather was HOT, 86°, and the cars were beautiful. If it had not have been for the constant Dust Storm whipping up from the back parking lot, it would have been a perfect day.

We are a go on the June 25th day trip. We will be meeting at McDonald's on Hwy. 83 and I-94 at 10:00 am. We will then be heading up to the Harford Auto Museum to see their collection. After that, we will stop to grab a bite to eat and then head out to Bob Perkin's place to see his collection. This will be a short day trip but will be something you won't want to miss! We may even stop for desert at the Kiltie Drive-In on the way back. If you are interested in coming, give me a call at 567-2622 and let me know. There will be additional info in the May Feedbag. Remember, there is no meeting in May but we will see everyone at the show on the 22nd. Until Next Time . . . Keep on Stangin !

*Scott*

## FROM YOUR EDITOR



### The Mustang Story

Beginning with this edition of the Feedbag and running for the next 7 editions I will be running a story on the Development of the Mustang.. This paper was written by a co-worker of mine. I read the paper and found the contents to be very interesting. I requested permission to reprint the paper in our monthly newsletter. The main theme revolves around the marketing strategies used by Ford to sell the Mustang. I hope you enjoy it.

### VA Show

I received, through the mail, information about the annual classic car and cycle show sponsored by ABATE. This is the ninth year they will run a show at Veterans Hospital.

The event takes place on June 4th 1994. Motorcycles and cars from all over the State will participate. The patients at the hospital get involved by doing the judging. Last year 22 trophies were awarded and 200 dash plaques were given out. The patients enjoy riding around the grounds in a classic vehicle of one of the participants. Motorcycle sidecar and classic car rides are very popular with the patients. Live music is also in the offering. Sign in between 9AM and 10AM. Show time between 10:30-3:30. Trophies awarded at 2:30. If you are interested and wish more information contact Robert Thompson 5030 Hwy Q Colgate WI 53017. This invitation was sent to various clubs in the vicinity. It may be a worthwhile charitable event to consider.

### Car of the Month

A while back I requested pictures of your car to be used in the Car of the Month article for the Newsletter. I only received a few pictures that were used a few months ago. I am reissuing the request. If you have a picture of your car send it in to me along with a brief history of your Mustang and I will publish it in the newsletter. I am also looking for articles that may be of interest to our members. If you happen across one please forward to me.

Until Next month,  
Fraternally Yours,  
Bob Zimmermann

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## CLASSIFIED

**FOR SALE:** 1968 Mustang Coupe, 289, automatic, p/s, Sprint options, fog lamps, pop open gas cap, painted slotted style steel wheels with plain center caps and trim rings. Original owner.

CALL MARYLYN 784-2611

**FOR SALE:** 1967 Mustang convertible. Vintage Burgundy. 6 cylinder 200 CID. New tires, brakes, tonneau cover, wire wheel covers. 4,000 miles on rebuilt engine. Equipped with radio, console, two speed wipers, washers, power steering, brakes and top. \$11,500 OR BEST OFFER.

CALL MILLARD 246-3427

**FOR SALE:** Two rust free Colorado doors to fit a '73-'79 F-Series or '78-79 Bronco. Asking \$150 for Both.

CALL LISA 255-1049

**FOR SALE:** Mag wheels, 4 bolt, fits 6 cylinder Mustang. Includes lug nuts and centers. Asking \$50.00.

CALL BOB

761-2007

**WANTED:** Complete Shaker hood scoop assembly.

CALL KELVIN

461-6405

## MINUTES FROM MEETING HELD APRIL. 25

- The meeting was called to order by president Moen at 7:30 PM.
- Scott read the minutes from the March meeting.
- Dick Doria gave the club financial report.
- Scott reported on his wedding to Tammy which took place on April 17th. He stated that the weather was just great. The day proceeded without a hitch. Three Mustang convertibles participated in the event and transported the wedding party. The date (coincidentally?) was the same as the 30th anniversary of the Ford Mustang. They should never forget their anniversary!
- Dick Doria is setting up this years brunch run. It will be held on May 1st. The location is the Interlaken at Lake Geneva. The cost of the brunch is \$17.00. Twenty -one people have signed up to attend. There will be approximately 13 cars caravanning to the Interlaken.
- The annual show is preceding on schedule. Schwister Ford will once again donate a color TV for the main door prize. All those purchasing a ticket to the swap area will receive a raffle ticket. The trophies have been ordered from Ruma trophy. Help is needed for the set up on Saturday May 21st. If you can help come to Schwister at 9AM prepared to work.
- The first OTR trip of the year will be to Laona, WI. It will be a two niter. We will leave after work on Friday 6/3 and return home on Sunday 6/5. Another sign up will be placed in the newsletter. To date the sign ups have been very sparse. If interested please respond soon.
- John Lerner is taking names of those interested in joining in on the Route 66 run to St. Louis. See club calendar for dates. Those going will meet at the Lake Forest Oasis on I-294 in Illinois.
- The possibility of a day trip to the old Excaliber plant where the Cobra replica is now being produced is being looked into. More details to follow.
- Tom Wagner reported on the Charlotte NC 30th anniversary Mustang Rally. He stated the highlight of the event was the appearance of President Clinton. Tom managed to shake the presidents hand and had him autograph his window plaque. Tom stated he would provide the club with a more detailed article which will be printed in the newsletter.
- The car show at New Holstein WI was attended by a few of our members. The weather was well into the 80's that day and most of the members, who went, got a taste of their first sunburn of the year. Although the lot at Loyal Ford was small they were able to facilitate all the cars that entered.. Next years show will be held on a revamped lot
- The first day trip will be to Bob Perkins. A showing of his newly remodeled collector car museum will be the highlight of the trip.
- The club picnic has been set for June 26th. We will try again for a reunion and a picture day. Dick Doria and Bob Zimmermann will review the list of past members and send invitations to those who were once active in our club.
- NO MEETING IN MAY.
- The meeting was adjourned at 8:15.



# 1994 CLUB CALENDAR



5/1/94		Annual Sunday Ice Breaker Brunch Run. Interlaken on Hwy 50. \$17.00 per plate.
5/21/94		Saturday Morning set up for Car Show. 9:00 AM at Old Schwister Ford.
5/22/94		Annual W.E.M. Car Show & Swap at Schwister Ford
5/29/94		Mid Century Mercury Car Show and swap. U. W Parkside Kenosha WI.
6/3/94	6/5/94	Mustang Over the Road Trip. Laona Wisconsin. Train ride to logging camp.
6/11/94	6/12/94	Over the Road Trip. Cruise along Route 66. If interested contact John Lerner.
6/25/94		Day Trip. Destination to be announced.
6/26/94		Club Picnic. Picture Day. Reunion of past members.
6/27/94		Monthly Club Meeting. 7:30PM Wauwatosa S&L Meeting room.
6/29/94	7/2/94	Late model Mustang owners gathering at Indianapolis
7/8/94	7/10/94	Iola Swap Meet. Featuring the Mustang.
7/15/94	7/16/94	Nostalgia Days. Zion Illinois
7/23/94	7/24/94	Milwaukee Super Cruise and swap. State Fair Park. \$20.00 entry fee before 7/1.
7/25/94		Monthly Club Meeting. 7:30PM Wauwatosa S&L Meeting room.
8/21/94		Mid West Ford Car Show. Lyons Ryan Ford Antioch Illinois.
8/27/94	8/28/94	Over the Road Trip. Destination to be announced.
8/29/94		Monthly Club Meeting. 7:30PM Wauwatosa S&L Meeting room.
9/10/94		Day Trip. Destination to be announced.
9/26/94		Monthly Club Meeting. 7:30PM Wauwatosa S&L Meeting room.
10/7/94	10/9/94	Annual Door County 2 nighter.
10/31/94		Monthly Club Meeting. 7:30PM Wauwatosa S&L Meeting room.
11/28/94		Monthly Club Meeting. 7:30PM Wauwatosa S&L Meeting room.

Note: No meeting in May

## THE MUSTANG STORY

The following is the first in a series of articles which will cover the history of the Ford Mustang from it's design to it's 30th anniversary.

Lee Iacocca and the Ford Mustang are each a separate success story. each has as much to say about how to "do it right the first time" as the other. This paper combines both successes into one theme, "The Successful Marketing of The 1964 Ford Mustang."

We need to Go back to 1964 to understand why the Mustang was such a success. When just a few years before, Ford had lost 350 million on a major marketing blunder, the Ford Edsel. " To bring out another lemon so soon after the Edsel would bring this company to its knees"

The 1964-1/2 Ford Mustang, sticker priced at \$2,368.00 was introduced at the New York World's Fair on April 17,1964. It is an American success story that marketers across the globe have studied, relished and dreamed about for thirty years. Was it luck that Lee Iacocca stumbled across in the early sixties, or was it paying attention to the detail and demands of the consumer, as the post World War II Baby Boomers entered for the first time into the automobile market?

In 1964, The Ford Mustang sold 418,812 Mustangs, a new all time record for a first year entry. Buyer research confirmed, as expected, that the majority of Mustang purchasers were between twenty and thirty-four years old, although the cars appeal was definitely not limited to young people, sixteen percent of its buyers were between the ages of forty-five and fifty-four.

Not only was the car immensely successful in its first two years on the market. it was also immensely profitable for the Ford Motor Company. With the average Mustang going out with nearly \$400 in options, Mustang generated net profits of 1.1 billion in two years.

Over thirty years later, the 1994 Mustang will go on sale November 19, 1993 at a price range from \$13,000 for the base coupe, to \$24,000 for the GT convertible. Ford targets to sell 140,000 new Mustangs this year, not quite near as many sold in 1966 when it reached its peak sales of 607, 568 cars. A lot has happened to the Mustang over the years, but one thing is still true today as it was then. Young customers want three main features: great styling, strong performance and low price. The 1994 Mustang goes up against some strong competition, the Chevrolet Camaro, priced at \$13,399 and the Pontiac Firebird priced at \$13,995. Back in 1964, the Mustang had no direct competition, perhaps that why it sold as many cars as it did.

"Years ago, some of us believed that America was ready for a new kind of car. It would be a small, personal type of car that the average American could afford and would enjoy. It had to be classic in style, yet should immediately imply performance. We reached way out, and the success that Mustang has enjoyed is proof that Americans really like something which is entirely new and dramatically different."

CONTINUED NEXT MONTH

ANNOUNCING THE FIRST  
OTR (OVER THE ROAD)  
TRIP OF 1994

DESTINATION

LAONA, WISCONSIN

DATES

JUNE 3RD, 4TH AND 5TH

( WE'RE LEAVING FRIDAY NIGHT AFTER WORK)

MANY THINGS TO DO IN THAT AREA

VISIT NATIONAL PARKS AND CCC SITES

"LUMBERJACK SPECIAL" RAILROAD

NICOLET SCENIC RAILROAD

CASINO AT CARTER WISC.

GOLF ADJACENT TO HOTEL

GOOD EATING

DUST OFF THAT OLD 'STANG, PLUG IN THE C.B. AND JOIN US. THIS SHOULD BE A RETURN TO THE OLD STYLE OTR THAT MANY OF US ENJOYED IN THE PAST. LET'S MAKE THIS A YEAR TO REMEMBER WITH PARTICIPATION IN CLUB EVENTS.

ROOM RATES:	SINGLE = \$31.00 + TAX PER NIGHT (2 NIGHTS MIN.)	
	DOUBLE = \$36.00	"
	TRIPLE = \$41.00	"
	QUAD = \$46.00	"

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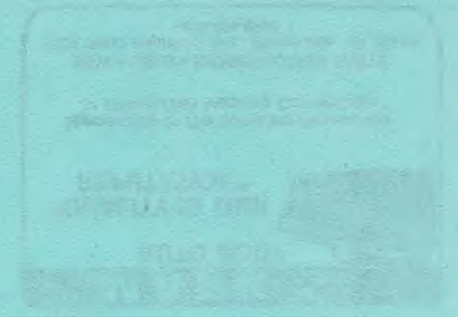
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