



# WISCONSIN EARLY MUSTANGERS

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## THE FEEDBAG

From the Prez ,

April 28, 2000

Good Day Everyone ! You can definately tell that Spring is here. The Muscle and Collect-or cars are starting to be seen driving around on nice days. Last weekend I fired up both of the Mustangs. I plan on getting them on the road this weekend. I can't wait !!! I hope that everyone is enjoying the nice weather and is getting all set for a fantastic Summer !

There was not a whole lot going on in April. In fact I can't think of anything that happened in April that needs to be reported on. If I missed something, please forgive me.

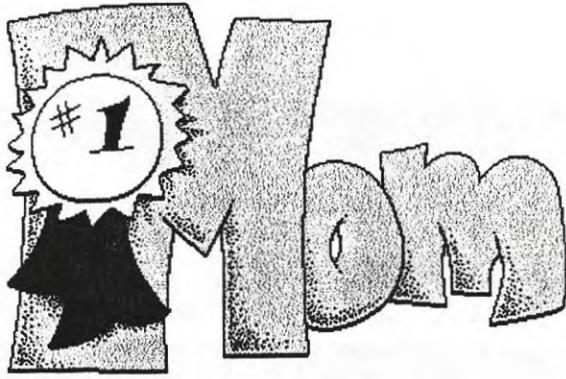
We are looking forward to the annual Ice Breaker Brunch Run coming up next weekend ! We are trying out a new location this year and from what has been said, the food promises to be fantastic. It's always fun to get the cars out for their first outing of the year ! We will look forward to seeing all who signed up at the brunch next Sunday.

We did finalize all the details on our upcoming 18th Annual All Ford Show and Swap Meet at Venus Ford on May 21st. We are still looking for show help. We have changed a few things this year. The food will be handled by and outside company. We may go back to the club handling it next year, since we have a volunteer to run it. But we'll see how this new setup works. Also, we will be collecting the money, for non-pre-registered, vehicles at the main entrance when we class your car. Other than that, it is business as usual and we hope to have a FANTASTIC turnout and show ! So come on down, enjoy yourself. And if you have some spare time at the show and can help out for a bit , stop by the club table or see me and we'll find you something to do !

On another note, we have cancelled the OTR trip that was planned for June 3-4 . Unfortunately no one volunteered to set up the trip, so we had to change gears. What we will be doing instead of the OTR trip, is doing a day trip on Sunday instead. We'll be heading down to the Volo Auto Museum for the day. Jack Winters has graciously said he would head up the trip. Details can be found inside the newsletter. For those that have not been to Volo, it is a very unique place. They have a huge collection of collector cars on display as well as four antique malls for people to go through. It's definately a full fun day. So if you have that day open on your calendar, pencil us in and come on down. There will be a sign up sheet at the club table at the show for a number of upcoming club activities.

Well I will let you all get back to things. We look forward to seeing everyone at the upcoming events. Take care all and remember . . . . . " Keep America Beautiful ... Drive a Mustang ! "

Scott



**HAPPY MOTHERS DAY  
FROM YOUR EDITOR**

#### NEW COPIER IN PLACE

As you may be able to tell, by the quality of this newsletter, we have finally received our new copier. We limped along over the past year with the old one and it just didn't cut it anymore. Thanks to the efforts of Dick Doria we can finally read the newsletter again. I might add that we have also received our new cover sheets for the newsletter. Please patronize our sponsors whose business cards appear on the cover sheet.

#### CAR SHOW UPDATE

If you haven't already registered your car for the show please preregister as it makes it so much easier on us. We are also needing people to help set up on May 20th. Be at Venus ready to help at 12:30 PM. Goodies are also still needed. Please try to provide something for our bag. Finally, we will have one table in the swap area that can be used by our members to sell a few items. There will be no cost for displaying your items for sale at this table. If you have many items to sell please purchase a swap spot.

#### NEW TECH TIPS ARTICLE

Just a reminder. Our Technical advisor Lisa Housey will answer your Mustang questions. Dick Doria has also volunteered as a backup source. This is how the article will work. If you have a question you can mail or e-mail it to Lisa. She in turn will answer your question and forward this information to me to print in the newsletter for the benefit of all members. If you have a question send to:

Lisa (vernmotz@aol.com) or W148 N8193 University Drive Menomonee Falls WI 53051

#### CAR OF THE MONTH

No one has sent me a car of the month picture yet. Please mail me a picture and a short article about your car and it will appear in the feedbag.

#### GOODIE BAG UPDATE

Still time to get those Goodies to us for the club show "Goodie Bag" If you have collected something give either Tom Miller or Bob Zimmermann a call.

FRATERNALLY YOURS  
BOB ZIMMERMANN

## MINUTES FROM MEETING 4/24/00

- The meeting was called to order at 7:00 PM by Scott Moen.
- Bob Zimmermann read the minutes from the March meeting.
- Dick Doria gave the treasurer report.
- The idea for club business cards is being checked out. Scott will provide the artwork. The cards will be generic and cover all year Mustangs. .
- Dick Doria reported that there were 18-20 sign ups to date for the Brunch Run to Silver Springs Country Club. Cost is \$18.00 per person. There will be a group of south siders leaving from Wauwatosa Savings Bank that Sunday morning. The people from the West end of town are welcome to join in or meet at the Silver Spring CC.
- A car show update was given. The award plaques were ordered. It was stated that no BOS was ordered. It was recommended we order one. A 50/50/ raffle will be held. The club table and registration table will sell tickets. We will need a person to canvas the crowd to sell tickets. The club will have a table in the swap area to be used by club members who have a few parts to sell. The criteria for the use of this table will be printed in the newsletter
- Scott circulated a sign up sheets for jobs at our car show. Every member should sign up for at least on area. Help is needed in all areas.
- Tom Miller reported on the progress of the Day trip scheduled for July 29th. We will be going to Manitowoc via the "back roads" and visit the Maritime museum . A stop at Cruisers restaurant is planned for the return trip. It was pointed out that the wrong date for this trip was printed in our annual calendar. Bob Z. said he will correct.
- Dick Kadlec asked about the status of the order for club jackets. Scott will order them in May.
- It was announced that Vicki Troyer will take over the responsibilities of updating our web site. We hope to be back on line by June.
- A new Xerox copy machine was purchased for the club.
- John Lerner reported that Zion IL will hold their Nostalgia Days on June 24th.
- The June 3 - 4 Over the Road trip has been changed to a day trip for June 4th. Jack Winters will map out a trip to t Volo auto museum. Antique stops will also be in the planning.
- Scott was going to talk to the people at Venus Ford to see if they would promote our show with their radio commercials and newspaper ads.
- The meeting was adjourned at 7:45

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### LAST MINUTE SIGN-UP THE FOR MAY 7TH BRUNCH RUN

**THERE IS STILL ROOM FOR YOU IF YOU PLAN TO ATTEND THE MAY 7TH BRUNCH RUN TO THE SILVER SPRING COUNTRY CLUB. PLEASE CALL SHARON DORIA AT 414-761-2267 IF YOU PLAN TO ATTEND AND HAVE NOT AS YET SIGNED UP.**

**A GROUP WILL BE LEAVING FROM WAUWATOSA SAVINGS BANK AT 9:30 AM IF YOU PLAN TO CARAVAN TO THE BRUNCH. THE FAR WEST SIDERS CAN MEET AT THE SILVER SPRINGS CC . BRVNCH WILL BEGIN AT 11:00 SHARP**

## THE MUSTANG STORY

The following is the first in a series of articles which will cover the history of the Ford Mustang from its design to its 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

# CLASIFIED



**\*\*FOR SALE:** 1965 Ford Mustang Coupe, V8, 4 Barrel Automatic, 95,000 original miles, white pony interior, positraction 355 ratio, front disc brakes, global west chassis, Bridgestone 225/50 VR 16 Tires (like new), American racing wheels, twilight turquoise color, lots of new parts. Appraised at \$13,000, Asking \$10,500.

CALL Bob Wendland - (414) 350-8650 or E-Mail sjwendland@aol.com.

**FOR SALE:** Shorty headers, fits 289 or 302 Asking \$70. New chrome 8.8 differential cover \$25. Flywheel 10" clutch 1985 HO Mustang \$25. Rear bumper '71 Mustang \$20.

CALL JIM 262-521-1014

**FOR SALE:** 1993 Mustang feature car. Canary yellow convertible with black top and interior. One of only 500 feature cars that came with a 5 speed. One owner in Mint condition. 7,200 miles. Asking \$12,500

CALL TOM 414-628-9581

**WANTED:** Rust free 1966 Mustang Convertible. prefer A code GT with pony interior but would be open to others as well. Will consider driver to restored car depending on quality and price.

CALL KERRY 608-836-6871

**WANTED:** Old woodworking Magazines. If you are cluttering up your closet with old woodworking magazines I would be glad to get them off your hands. Looking for any publication related to wood crafts (Popular Woodworking, Wood, Shopnotes, Woodsmith, Fine Woodworking) to name a few.

CALL BOB 414-761-2007 OR EMAIL RZIMME0525@AOL.COM

**WANTED:** Any size trains or parts, electric or wind up. CALL WAYNE 920-206-0464.

**\*\* Indicates new ad this month**

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## **FREE WANT ADS TO MEMBERS**

There is no charge to place an ad in our club paper, The Feedbag. If you have an item you want or an item to sell Mail or E-mail to:

ROBERT ZIMMERMANN  
2307 W. CARRINGTON AVE  
OAK CREEK, WISCONSIN 53154  
(E-MAIL RZIMME0525@AOL.COM)

## **TECH TIPS**

Do You have a Mustang related question. Send it in and either one of our technical advisors, Lisa Housey or Dick Doria, will get back to you with an answer. I will print their responses in the Feedback for every ones benefit.

**Question:** Well, the speed bug as struck once again. I've decided to ditch the stock heads and get some real muscle in my stang. Airflow Research has come out with a set of aluminum heads for the 5.0. They are offering a fully CNC ported emission legal head for \$1200 bucks. You can either get 58cc or 64cc combustion chambers. My question is which is better for a naturally aspirated engine? What are the pro and cons for each size? I need help please!!

**Answer:** Just a quick thought. Go with the heads that give you around 9.5 to 1 compression. Much more and they are not streetable. (Dick D)

.....

**Question:** A question for everyone now regarding high volume oil pumps. Will those actually starve the bearings and can they damage the oil pump/distributor shaft or gear? I heard they are prone to damaging engines.

**Answer:** Before one makes a modification to an engine that person should first realize a need for the mod. Some failure of an engine part might be due to insufficient lubrication and require a mod for increased oiling through increased volume/pressure, enlargening existing oiling holes, adding additional ones, or some other means of accomplishing this. Usually adding a "super" oil pumps cause more harm than good. ie "sand blasting" of the bearing surfaces and accelerated wear, popping out oil galley plugs, spinning cam bearings to cause total loss of oil pressure etc. (Lisa H)

**Answer:** We have used high volume oil pumps for the last 40 years in our rebuilds. If anything, they prevent bearing starvation. There should not be an issue with the oil pump drive shaft, as you should us a new one. The minor additional loading on the distributor drive gear is negligible. In addition, they will extend most engines lives.

There are also high pressure replacement pumps available. Those should be avoided, except for proper applications. (Dick D)

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**Question:** I have owned three 66 for models for many years. mustang convert -no power brakes, Fairlane 500 coupe no-power brakes, and a 7-liter Galaxie. my problem is the pedal pressure on the mustang-- almost a 2 footer! My Fairlane has never been a problem. I've rebuilt master and wheel cyls. many times over the years. I would like to copy the sizes on the Fairlane. I don't really want to put a booster on it if i don't have to. I'm sure the Fairlane is a heavier car with much the same parts. If someone could tell me the proper sizes for the mustang I would be very grateful. Or possibly a smaller bore master than original.

**Answer:** That is unusual. My '65 convert was non-power brakes before the Granada conversion and still is. The only time I had extreme pedal pressure with the single (original) master was when the back wheel cylinders were frozen up.

Have you ever replace the master cylinder? If so was it a new one, or a rebuilt? Did you check the bore size against a shop or spec manual? If the rest of the system is like new, you might have the wrong master in there.(Dick D)

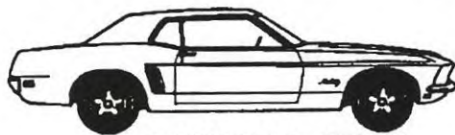
# **WISCONSIN EARLY MUSTANGERS 2000 CALENDAR**

<b>DATE</b>	<b>EVENT</b>
5/7/00	Ice Breaker Brunch Silver Spring Country Club
5/7/00	Loyal Ford Car Show
5/20/00	Car Show Set Up 12:30 PM Venus Ford
5/21/00	Annual Car Show at Venus Ford
6/4/00	Day Trip to Volo Auto Museum
6/24/00	Day Trip. Coordinator needed to set it up
6/25/00	Car Show Heg Memorial Park in Wind Lake 262-895-2830
7/7/00 7/9/00	Iola
7/23/00	Sorens Ford Car Show
7/29/00	Day trip. Manitowoc WI Tour Maritime Museum
7/31/00	Monthly club meeting. Wauwatosa Savings Bank 7:00
8/6/00	Elkhorn Car Show
8/20/00	Midwest Ford Show Antioch Ill
8/27/00	Wisconsin Dells Auto Show
8/28/00	Monthly club meeting. Wauwatosa Savings Bank 7:00
9/15/00 9/16/00	Northwoods Shelby Meet
9/24/00	W.E.M. Club Car Rally
9/25/00	Monthly club meeting. Wauwatosa Savings Bank 7:00
10/6/00 10/8/00	Door County Over the Road Trip
10/30/00	Monthly club meeting. Wauwatosa Savings Bank 7:00
11/27/00	Monthly club meeting. Wauwatosa Savings Bank 7:00

## **Members only: Sell your Mustang items at our car show**

Take advantage of the free swap table for club members at our show. A table will be set up to facilitate a few parts for members. If you have a few parts you want to sell bring them along to the show. Attach an envelope to your part with your name and the amount you are asking for the part. Someone will be stationed at the table to accept the money from any sale and you will receive your envelopes back at the end of the show. If you have many parts to sell we ask that you purchase your own swap space.

# THE 1969 FORD MUSTANG



1969 MUSTANG COUPE



1969 MUSTANG SPORTROOF



1969 MUSTANG CONVERTIBLE

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1969 was the second major restyling for the Ford Mustang. The GT Equipment Group consists of the GT handling suspension, dual exhausts, GT racing stripes, pop open gas cap, E70-14 wide oval belted tires, argent Styled Steel wheels with chrome hubcaps and chrome trim rings, with GT hubcaps, pin type hook lock latches, nonfunctional air scoop with integral turn signal indicators. The "GT Handling Suspension" consists of stiffer front and rear springs, larger shocks, and a larger stabilizer bar. The "Competition Suspension" was standard on the Mach 1, but the same as the GT Handling Suspension, different in name only.

The 428's with 4-speed came with staggered rear shocks as part of their mandatory combustion suspension. The 351-2V and larger engines have optional Trac-Loc rather than Limited Slip.

Deluxe cars are those with the Interior Decor Group, which consists of the following, remote mirror, deluxe seat trim with Comfortweave knitted vinyl inserts, molded front door trim panels with door courtesy lights and deluxe 3-spoke steering wheel.

GT cars are extremely rare, since the Mach 1 became such a popular alternative. The 428 Cobra Jet came with or without Ram Air. Either the R or Q code 428CJ is made into a "SCJ" with the drag pack, which consists of either the 3.91 or 4.30 rear axle, plus these engine modifications: engine oil cooler, capscrew connecting rods, modified crankshaft, modified flywheel, and modified vibration damper.

With Ram Air, the Cobra Jet uses the Shaker hood. This was optional on the 351-2V and then 428-4V, but not offered on the 69 1/2 Boss 302.

The 69 Shelby had a special plate pop riveted beneath the Vehicle Certification Label on the inside edge of the drivers door which reads Shelby Automotive. Scoops duct fresh air to both the front and rear brakes. The Shelby uses their own unique fiberglass front end clip this year, which is why they look so different from the Mustang fastback and convertible.

The Boss 302 is technically a 1969 1/2 model introduced in mid April of 1969. The Boss 429 was produced on a separate assembly line at Kar Kraft in Brighton, MI, with the first cars rolling off the lines in Dec. of '68. Both the Boss 302 & 429 have a consecutive unit number of the VIN stamped on the engine block, allowing matching of engine numbers vs VIN number to verify the factory original block vs the car.

The Boss 302 did not have a rear stabilizer bar in 1969 1/2. the Boss 429 had a special and unique rear stabilizer bar, especially made for this car.

The special NASCAR certification label on the Boss 429 is located on the inside edge of the drivers door, taking the form "KK NASCAR 1201". "KK" stands for Kar Kraft, and 1201 is the consecutive unit production number. In 1969 #1201 was the first Boss 429 built. and #2059 was the last, for a production run of 859 cars.

**NEXT MONTH PART 7 THE 1970 FORD MUSTANG**



# The Feedbag

The Monthly Newsletter of the Wisconsin Early Mustangers



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"1/2 Mile East of the Airport on Layton"

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Secretary	Bob Zimmermann	(414) 761-2007	<a href="mailto:rzimme0525@aol.com">rzimme0525@aol.com</a>
Treasurer	Sharon Doria	(414) 761-2267	<a href="mailto:rodknock@aol.com">rodknock@aol.com</a>

## Board Members

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