

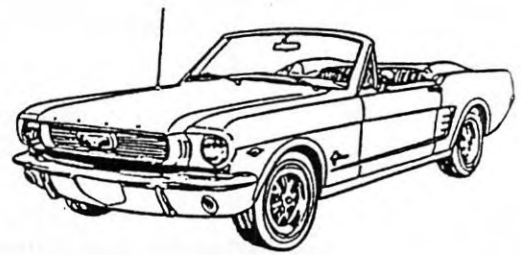
WISCONSIN  
EARLY



PRESERVATION

RESTORATION

ENJOYMENT



MUSTANGERS

" A Few to Preserve the Best "

From the Prez :

August 31, 1994

Well it's almost that time of year again. Almost time to start thinking about storing our ponies for the winter. It doesn't seem possible that the show season is coming to an end, but it is.

For those who missed the Midwest Ford Club Show, you missed a terrific day. The weather was beautiful as well as the cars that turned out for the show. As usual, the MFC put on another great show. For those of you who have yet to attend it, try to make time next year to have some fun and help support their club because they sure support ours !

Also on the agenda for August was the Annual Dells Auto Museum Show. Tam & I, along with two other couples, went up for that weekend. Old Mother Nature tried to give us a little scare. Just north of us they got hit with tennis ball size hail, that and a small Tornado warning. What a fun Saturday night. Not ! Well the weather started out COLD on Sunday morning, but by late morning it was Sunny and fairly warm. All in all a great day. They had approx. 130 cars in attendance. Everything from Model A's to a '94 Indy Pace Car. It's definately a show that is worth going to.

As for September, it was unfortunate, but we had to cancel the day trip scheduled for the 10th due to scheduling problems. But we will be running a group up to the Annual Northwoods Shelby Club outing at Road America, September 18. Anyone that is interested in going, please give me a call at 414-567-2622. Once that is over we are onto our Annual Door County Trip October 7-9. There's a flyer inside this newsletter. Remember, first come first serve. So get your registrations in now !

Lastly, I have been asking for the past several months, for people who are current MCA members. We are looking into becoming a MCA Regional Group again, but I need your names. Please take a moment to give me a call and let me know your name and MCA number. Thank you.

Until Next Time. Keep on Stangin !

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## FROM YOUR EDITOR



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### WELCOME TO THE W. E. M. FAMILY

Our club has seen a record high 15 new members enroll over the past 12 months. To date 394 enthusiasts have been a part of our organization 102 of them are still active. We would like to welcome into our club the following new members who have joined our organization over the past 6 months. We hope you will have a long and enjoyable stay with our club.

|      |               |                |
|------|---------------|----------------|
| #388 | Lou Albers    | Elm Grove, WI  |
| #389 | Bill Newkirk  | Greenfield, WI |
| #390 | Ron Schottler | Cedarburg WI   |
| #391 | Jim Lucas     | Greenfield WI  |
| #392 | Bill Button   | Milwaukee, WI  |
| #393 | Mort Lovy     | Bayside. WI    |
| #394 | Garrett Hall  | Oconomowoc, WI |

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# Technical Seminar

A Technical seminar is being set up for Saturday October 15th. The location for this will be at Dick Dorias house located at 2511 W. Carrington Ave Oak Creek. Dick and Lisa Housey will review the basic maintenance and upkeep of the Ford Mustang. Both individuals are highly versed on inner workings of Ford products. There be no charge for this seminar. Just show up. Please contact Dick Doria at 414-761-2267 if you plan to attend.



## MINUTES FROM MEETING HELD AUGUST 29

- The meeting was called to order by president Moen at 7:30 PM.
- Dick Doria gave the club financial report.
- John Lerner gave a report on Nostalgia Days. There were 381 cars participating. Plenty of vendors. Those who participated enjoyed beautiful weather and a good time.
- The annual Midwest Ford car show held in Antioch IL was another huge success. Once again the weatherman shined down with a great day. There were 151 cars on display. Again, great job Midwest Ford Club.
- Scott Moen reported on the Wisconsin Dells Auto show, held on August 28th. The weather started out cold but the day ended up fine. They had 130 cars on display.
- Those in attendance were told that the Day Trip originally scheduled for September 10th was canceled due to scheduling problems.
- Members were reminded that the Northwoods Shelby Club will be hosting their annual outing at Road America on September 16, 17, 18. Scott will be taking a group up there. If interested in going along with the group contact Scott.
- Dick Doria and Lisa Housey will be putting on a Technical Seminar on Saturday October 15th. Check the newsletter for more information.
- A reminder was issued about the annual Door County trip being held October 7, 8, 9. This trip fills up fast. A flier will be placed in the newsletter.
- The meeting was adjourned at 8:01.





# DOOR COUNTY GETAWAY

DATE: OCT.7th THRU OCT. 9th

If you have not as yet sent in your reservation there is still time. A \$50 deposit is needed to hold a room. The plan is to leave Wauwatosa S&L at 9:00 AM on Friday . We will pick up the North Siders at McDonalds in the shopping center on Brown Deer road and I-43. We will proceed on to Door County from there. We plan to have supper as a group at The Nightengale restaurant in Sturgeon Bay on Saturday evening. We will stay at thr Maritime Inn. Room rates are \$61 for 2 people \$68 for 3 people and \$75 for 4 people. The inn has a nice meeting area and an indoor pool.

Send to:

Wisconsin Early Mustangers  
2511 W. Carrington Ave.  
Oak Creek, WI 53154



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CLASSIFIED



**FORSALE**: 1967 Mustang Convertible, 6 cyl, Automatic, P/S, P/B, P/T, new tires, & brakes, wire wheel covers, center console, tonneau cover, push button radio. Two speed wipers and washers. 4000 miles on rebuilt engine. \$10,000. CALL MILARD 246-3427

**FORSALE**: 3 Speed manual transmission from a '67 6 cyl fastback. Stored for the past 15 years. Have compatible bell housing, drive shaft, shifter and linkage for a complete set up. \$60 for complete set up or \$40 for the transmission alone. Autolite 1100 Carburetor. Rebuilt and cleaned. Looks and runs like new. Asking \$35. Black dash pad from '67 Mustang. In good shape \$15. CALL BOB 414-761-2007.

**FORSALE**: 1964.5 Mustang Coupe. Third owner. White vinyl roof over blue body. Chrome in excellent condition. All original parts. 260CID engine runs good. Body in good shape but needs restoration. Frame in excellent condition. Power steering, 3 speed manual trans. New carpet, headliner, and trunk mat, Stored most of it's life in a garage. Asking \$1,900.

CALL BOB 524-0532

**FORSALE**: Cobra CB model 70LTD, 40 channel. Under seat mount. All controls in the handset. \$140 new, Asking \$80. Mustang Cards Series 2, 100 cards per set, 3 set available. Asking \$14/set. Racing Champions-Bill Elliot. Die cast 1:24, 1:43, 1:43, limited edition. \$25 for all 3. CALL SCOTT 414-567-2622

**FORSALE**: 5 Spoke aluminum wheel for '91-'93 5.0 GT. was \$388 new, asking \$200. Deluxe door panels for '69 Mustang, needs carpeting replaced, \$75. Driver side repro quarter panel for '76 or '77 Cutlass Salon Supreme, \$75. All prices firm. CALL TOM OR DAWN 672-4340.

**WANTED** Anything pertaining to the '79 Indy Pace Car. Literature, parts, Collectibles.. Also parts for '76 Cobra CALL FRITZ 414-268-0147

**WANTED** Anything pertaining to the '84 20th anniversary Mustang. Parts, literature or collectibles

CALL SCOTT 414-567-2622

SEND CLASSIFIED AD TO  
BOB ZIMMERMANN  
2307 W. CARRINGTON AVE  
OAK CREEK, WI 53154  
414-761-2007

# 1965 MUSTANG PRICES

| MUSTANG MODELS  | SUGGESTED RETAIL      |
|---|-----------------------|
| 2-Door Hardtop .....  | 65A <b>\$2,320.96</b> |
| Convertible .....   | 76A <b>2,557.64</b>   |
| 2 + 2 Fastback .....  | 63A <b>2,533.19</b>   |
| 8-Cylinder 289 CID 2V Engine 200 HP -<br>Extra Charge Over 200 CID 1V 120 HP 6-Cylinder ..... | <b>105.63</b>         |

## REGULAR PRODUCTION OPTIONS

### ENGINES

|  |               |
|--|---------------|
| Extra Charge Over 200 HP 289 CID 2V:<br>225 HP 289 CID 4V .....  | <b>52.85</b>  |
| 271 HP Hi-Performance 289 CID 4V<br>(includes Special Handling Package and 6.95 x 14 Dual<br>Red Band Nylon Tires - N/A with GT Equipment<br>Group ..... | <b>327.92</b> |
| With GT Equipment Group .....  | <b>276.34</b> |

### TRANSMISSIONS

|   |               |
|---|---------------|
| Cruise-O-Matic - 6-Cylinder .....             | <b>175.80</b> |
| Cruise-O-Matic -- 200 HP and 225 HP V8s ..... | <b>185.39</b> |
| Four-Speed Manual -- 6-Cylinder .....         | <b>113.45</b> |
| Four-Speed Manual -- V-8 Engines .....        | <b>184.02</b> |

### PERFORMANCE EQUIPMENT

|  |               |
|--|---------------|
| Disc Brakes -- Front -- 8-Cyl. (N/A with Power Brakes) .....   | <b>56.77</b>  |
| Limited Slip Differential .....  | <b>41.60</b>  |
| Rally-Pac -- Clock/Tachometer .....  | <b>69.30</b>  |
| Special Handling Package -- 200 and 225 HP V-8 Engines<br>includes increased Rate Front and Rear Springs, Larger Front<br>and Rear Shock Absorbers, 22 to 1 Steering Ratio, and Larger<br>Diameter Front Stabilizer Bar .....  | <b>30.64</b>  |
| GT Equipment Group - Available with 225 and 271 HP V-8<br>engines only. Includes Dual Exhaust System with Bright<br>Extensions through Valance Panel, Special Handling Package<br>Components, Front Disc Brakes, Fog Lamps and Grille Bar,<br>GT Stripe 5 Dial Instrument Cluster, and GT<br>Ornamentation ..... | <b>165.03</b> |
| Wheels -- Styled Steel - 14" (8-Cyl. only) .....   | <b>119.71</b> |

### POWER ASSISTS

|                              |              |
|------------------------------|--------------|
| Power Brakes .....           | <b>42.29</b> |
| Power Steering .....         | <b>84.47</b> |
| Power Top, Convertible ..... | <b>52.95</b> |

## DEALER ADDED ACCESSORIES

|                        |  |              |
|------------------------|--|--------------|
| C5Z26520910-A          | Door edge guards .....                     | <b>2.70</b>  |
| C5Z26510176-A<br>177-A | Rocker Panel Molding (set) .....           | <b>19.10</b> |
| C5Z21130-B             | Deluxe With Spinner 13" wheel covers ..... | <b>28.95</b> |
| C5Z21130-D             | Deluxe With Spinner 14" wheel covers ..... | <b>28.95</b> |
| C40Z1130-T             | Simulated Wire 13" wheel covers .....      | <b>58.35</b> |
| C4AZ1130-F             | Simulated Wire 14" wheel covers .....      | <b>58.35</b> |
| C5Z26555100-F          | Luggage Rack .....                         | <b>35.00</b> |
| C5Z27601A42-A          | (White) Tonneau Cover .....                | <b>52.70</b> |
| C5Z27601A42-B          | (Black) Tonneau Cover .....                | <b>52.70</b> |
| C5Z215313-A            | (L.H.) Spotlight .....                     | <b>29.95</b> |
| B9AB17A679-A           | Vanity Mirror .....                        | <b>1.95</b>  |
| C4AZ17A387-A           | License Plate Frame .....                  | <b>4.50</b>  |
| C3RZ19B540-B           | Fire Extinguisher .....                    | <b>33.70</b> |
| C4RZ19A548-A           | Compass .....                              | <b>7.95</b>  |
| C5Z218805-BA           | AM Radio .....                             | <b>53.50</b> |
| C3AZ18875-A            | Rear Seat Speaker .....                    | <b>11.95</b> |
| C5AZ18875-E            | "Studio Sonic Sound System" (reverb) ..... | <b>22.95</b> |
| B5AZ17696-A            | Round (cone-shaped) Outside Mirror .....   | <b>3.95</b>  |
| C3RZ17696-A            | Left Hand Remote Mirror .....              | <b>2.25</b>  |
| C5Z217696-A            | Universal (flat) Outside Mirror .....      | <b>12.75</b> |
| C5Z217696-B            | Matching Right Hand .....                  | <b>6.75</b>  |
| C5Z217700-B            | Inside Day-Night Mirror .....              | <b>4.95</b>  |
| C5Z215499-A            | Back Up Lights .....                       | <b>10.40</b> |
| C5Z22A091-B            | Power Brakes .....                         | <b>47.00</b> |
| C4DZ6206081-A          | Glove Box Lock .....                       | <b>2.49</b>  |
| C4AA62432A00-A         | Remote Control Trunk Release .....         | <b>6.95</b>  |
| C5AA17A603-A           | Windshield Washers .....                   | <b>14.50</b> |
| C5Z210B960-B (6-cyl.)  | Rally-pac .....                            | <b>75.95</b> |
| C5Z210B960-C (8-cyl.)  | Rally-pac .....                            | <b>75.95</b> |

### SAFETY EQUIPMENT

|  | SUGGESTED RETAIL |
|--|------------------|
| Emergency Flashers .....   | <b>19.19</b>     |
| Padded Visors -- 65A and 76A .....   | <b>5.58</b>      |
| Seat Belts, Rear .....   | <b>14.78</b>     |
| Deluxe Seat Belts, Front - (Retractable) .....   | <b>7.39</b>      |
| Deluxe Seat Belts, Front & Rear (Front Retractors) .....   | <b>25.40</b>     |
| Visibility Group -- included Remote Control Mirror, Day/Nite<br>Mirror, 2-Speed Electric Wipers and Washer ..... | <b>35.83</b>     |

|  |                |
|--|----------------|
| Accent Group -- includes body side paint stripe, rocker<br>panel moulding -- less rear quarter ornamentation<br>65A and 76A .....                  | <b>27.11</b>   |
| 63A .....  | <b>13.90</b>   |
| Air Conditioner -- Ford .....  | <b>277.20</b>  |
| Back up Lamps .....  | <b>10.47</b>   |
| Battery, Heavy Duty .....  | <b>7.44</b>    |
| Closed Emission System (Calif. type) .....   | <b>5.19</b>    |
| Console, full length .....   | <b>50.41</b>   |
| Console (For use with Air Conditioner) .....   | <b>31.52</b>   |
| Interior Decor Group -- Includes Unique Luxury Trim,<br>Padded Visors, Woodgrain Applique Ornamentation, and<br>and R/W Door Courtesy Lights ..... | <b>107.08</b>  |
| Full Width Seat with Center Armrest -- 65A and 76A .....   | <b>24.42</b>   |
| Glass -- Tinted with Banded Windshield .....   | <b>30.25</b>   |
| Windshield Only, Tinted & Banded .....   | <b>21.09</b>   |
| Radio -- Push Button and Antenna .....   | <b>57.51</b>   |
| Rocker Panel Molding -- 65A and 76A .....  | <b>15.76</b>   |
| Steering Wheel, Deluxe .....   | <b>31.52</b>   |
| Vinyl Roof -- 65A .....  | <b>74.19</b>   |
| Wheel Covers -- Knock-Off Hubs .....   | <b>17.82</b>   |
| Wire Wheel Covers, 14" .....   | <b>44.83</b>   |
| Magic Aire Heater -- Delete (Credit) .....   | <b>(31.52)</b> |
| Seat Belts -- Delete (Credit) .....  | <b>(10.76)</b> |

### OPTIONAL TIRE PRICES

The following Models have (5) 6.50 x 13 4-p.r. BSW  
Rayon Tires as Standard Equipment:  
All 6-Cylinder models

Extra Charge for:

|                                |              |
|--------------------------------|--------------|
| (5) 6.50 x 13 4-p.r. WSW ..... | <b>33.30</b> |
| (5) 6.95 x 14 4-p.r. BSW ..... | <b>7.36</b>  |
| (5) 6.95 x 14 4-p.r. WSW ..... | <b>40.67</b> |

The following Models have (5) 6.95 x 14 4-p.r. BSW Tires  
as Standard Equipment:

All 8-Cylinder models except with the 271 HP  
Hi-Performance Engine

Extra Charge for:

|   |              |
|---|--------------|
| (5) 6.95 x 14 4-p.r. WSW .....                  | <b>33.31</b> |
| (5) 6.95 x 14 4-p.r. BSW, Nylon .....           | <b>15.67</b> |
| (5) 6.95 x 14 4-p.r. WSW, Nylon .....           | <b>48.89</b> |
| (5) 6.95 x 14 4-p.r. Dual Red Band, Nylon ..... | <b>48.97</b> |

All Models equipped with the 271 HP 289 CID 4 V High  
Performance Engine have (5) 6.95 x 14 4-p.r. Dual Red  
Band Nylon Tires as Standard Equipment.

No Extra Charge for:

|                                 |
|---------------------------------|
| (5) 6.95 x 14 4-p.r. BSW, Nylon |
| (5) 6.95 x 14 4-p.r. WSW, Nylon |

All regular Mustang Production Options are available with the High Performance Engine except the following: Air Conditioning, 3-Speed Manual Transmission, Cruise-O-Matic, Limited Slip Differential, Power Steering, and Rayon Tires. All regular Production Options are available with the GT Equipment Group except the following: Back-up Lamps, Rocker Panel Moulding, Power Brakes, Accent Group, and Options not available with the High Performance Engine. Rear Bumper Guards are not included on GT Equipment Group Vehicles, nor is the Rocker Panel Moulding on Model 63A. Full width Seat with Center Armrest is not available with Interior Decor, GT Equipment Group, or Console Options.

## THE MUSTANG STORY

### (PART 5)

#### MARKETING RECOMMENDATIONS

After the Fairlane Committee had concluded its meetings, two other groups became involved, a market research headed by Chase Morsey Jr. and a team of young designers headed by Donald N. Frey. Market research was to prove or disprove Iococca's belief about the growing youth market and the design team was to have a car ready for market if it proved to need one. "Morsey's data yielded some very encouraging conclusions. First, the vast postwar baby boom generation was just reaching car-buying age in 1960. Further, the 15-29 age group would swell by about 40 percent between 1960 & 1970, while the number of 30-39 year olds would actually decrease by nine percent in the same period. Second, buyers between 18 and 34 were expected to account for more than half the projected increase in new car sales in 1960-1970. Third, research showed that car styling in the sixties would need to reflect the preferences and tastes of younger buyers, not the older generations. And the study concluded that young people had clear ideas about styling and performance: '36 percent of all persons under 25 liked the four on the floor feature. Among those over 25, only nine percent wanted to shift gears. Bucket seats were a favorite feature among 35 percent of young people as against 13 percent in older groups . . .' Fourth, buyers were becoming more educated, sophisticated and willing to spend cash for what the study termed 'image extensions.' Finally, more families would have more money, the number with incomes above \$10,000 expected to rise by a whopping 156 percent between 1960 and 1975."

#### FALSE STARTS

So the market size was there and the market needed the right car at the right time. It was said that the Edsel was a car in search of a market it never found, here was a market in search of a car. At the time, the Corvair Monza was the closest thing to that car and that was the reason for its success. But the Monza was too radical, with its rear engine design and loud engine noise in the passenger compartment, sales had slowed. In the mean time, Ford was receiving a steady stream of consumer letters asking for another two seater T-Bird and if the car were still on the market, they would be selling more than 18,000 cars per year. The design team considered the mid engine Mustang I experimental two seat sports car which was built in May of 1962 and made its debut at the United States Grand Prix in Watkins Glenn, New York and driven by race car driver Dan Gurney. Car and Driver Magazine, perhaps the best of all the true automotive buff magazines, liked the car and its performance. It got 30 miles to the gallon and accelerated from 0 to 60 mph. in 10 seconds. The Mustang I, named after the famous Second World War fighter plane, the P51 Mustang, was truly innovative and a true sports car. It was what the true sports car buffs raved about. This was to them the greatest car Ford had ever built. Maybe for these guys, but not for Iacocca. Lee wanted a car that was less "far out." His decision ended the hopes for the two seater Mustang I.

At about the same time the Mustang I was being developed, another two seat proposal was being examined, the X-T Bird. This car was to use the old 1955-56 Thunderbird body modified to accept the drive train of the 61 Falcon. The Budd Body Company supplied the original two seater Thunderbird body to Ford and felt that those old T-Bird stamping dies could be used to produce the two seated X-T Bird. Budd estimated the finished production model would cost the public \$2,800.00 Once again the two seat body was its main limitation.

Two more two-seat designs were also passed up by the Fairlane Committee: the open racer called Median and a sports model called Mina. The cost to produce a totally new car was \$350 to \$400 million. With the bad taste in the mouths of Ford executives concerning the Edsel, very few of them wanted to stand up at the next shareholders meeting and explain why they were going to invest in another totally new car. Another Edsel fiasco could have put Ford out of business.

So Iacocca then began to think of ways to cut the costs of the so called four seat sporty new Ford. It had to be a sports car but more than a sports car. He felt that the market would buy a car with four seats and a fair sized trunk, A car that could be driven to the country club on Friday night, raced on the drag strip on Saturday and drove to church on Sunday. Ford had a small V8 engine, the Falcon suspension and power train components, all of which had been strengthened for the V8 and there were plenty of other pieces available from the new Fairlane Series. "We had some pretty good hunks of hardware,' he relates 'but we didn't have the wrappers to put them in.'" This car using the borrowed hardware of the others would cost \$75 million to get into production. Now all they needed was the body shell design to fit into the Falcon platform.

## PART 6 NEXT MONTH

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# 1994 CLUB CALENDAR

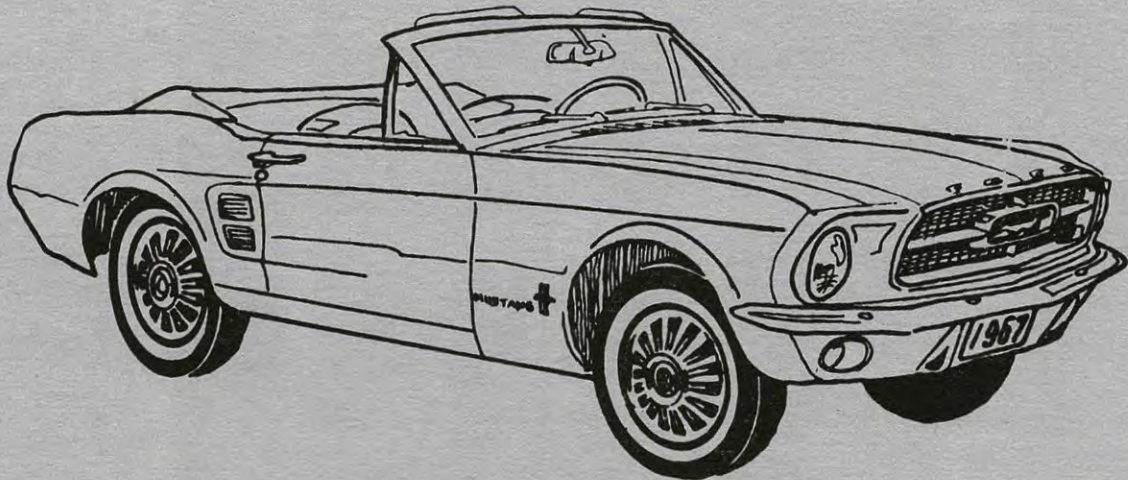


- |          |         |  |
|----------|---------|--|
| 9/26/94  |         | Monthly Club Meeting. 7:30PM Wauwatosa S&L Meeting room.       |
| 10/7/94  | 10/9/94 | Annual Door County 2 nighter.                                  |
| 10/15/94 |         | Technical Seminar on basic Mustang repair at Dick Dorias house |
| 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.       |



# The Feedbag

Publication of The Wisconsin Early Mustangers



## THE FEED BAG

Newsletter of the Wisconsin Early Mustangers  
"A Few To Preserve The Best"

### OFFICERS

|                      |                         |                |
|----------------------|-------------------------|----------------|
| President .....      | SCOTT MOEN .....        | (414) 567-2622 |
| Vice President ..... | JEANETTE ROYCRAFT ..... | 444-2240       |
| Secretary .....      | MARY JO MILLER .....    | 282-7049       |
| Treasurer .....      | SHARON DORIA .....      | 761-2267       |

### BOARD MEMBERS

|                                 |                                 |                |
|---------------------------------|---------------------------------|----------------|
| Chairman .....                  | DICK DORIA .....                | (414) 761-2267 |
| Show .....                      | SAL LORINO .....                | 769-8294       |
| Ways & Means .....              | DICK DORIA .....                | 761-2267       |
| Activities .....                | DICK COYLE .....                | 691-3821       |
| Picnic .....                    | LISA HOUSEY .....               | 255-1049       |
| Communications/Newsletter ..... | DICK DORIA/BOB ZIMMERMANN ..... | 761-2007       |
| Technical .....                 | PETE YOSS .....                 | 529-2299       |
| Technical .....                 | LISA HOUSEY (Hi-Tech) .....     | 255-1049       |

### CLUB ACCESSORIES:

|   |                          |
|---|--------------------------|
| Caps (Black, Blue, Red, Green and Yellow) .....   | \$ 5.00                  |
| Shirts — Golf Style with Logo (S, M, L, XL) ..... | \$12.00                  |
| *Window Decals .....                              | \$ 1.00                  |
| *Stickers .....                                   | 3 For \$ 1.00            |
| Jacket Patches — Swiss Embroidered .....          | \$ 2.00 or 3 For \$ 5.00 |
| Genuine Brass Buckles with W.E.M. Inlay .....     | \$18.00                  |

\* = Postpaid

Send Check or Money Order To: **THE WISCONSIN EARLY MUSTANGERS**  
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