

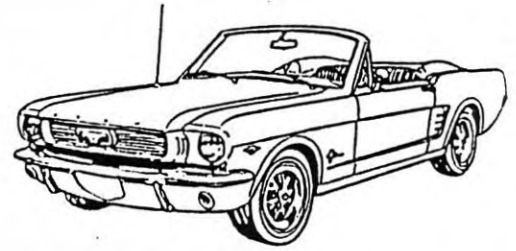
WISCONSIN  
EARLY



PRESERVATION

RESTORATION

ENJOYMENT



## MUSTANGERS

### " A Few to Preserve the Best "

From the Prez :

May 31, 1994

Well another May has come and gone and so has our Annual Car Show. When you think about it, we plan all year for the show and it's over before you know it. I don't think that we could have asked for better weather or a better showing of cars. Final count for the day was 253 registered cars. That's not including the 30 - 40 that were out along the side of the road. We just plain ran out of room. In talking with some of the participants, it sounds as if most everyone had a good time. I'd like to thank everyone who pitched in and gave us a hand for set up and the day of the show. I'd also like to offer the club's thankyou to Schwister Ford and to all of the people who helped sponser the show trophies. With out their support, it would be difficult to make the show a success.

Which brings me to another point. As much as I do not like to bring up bad points, I think some things must be said. It's really sad to say that there are approx. 15 - 20 people who every year give their all to make our show a success. That's out of 100 or so active members. These people, for the most part, do not even get a chance to spend some time enjoying the show they work so hard to put on, including myself. We all put our hearts and souls into making our show enjoyable for everyone who comes and I think we do a good job of it too. We have the show pretty much down to a science at this point. About the only thing that can give us any trouble is the weather. Even so, we desperately need every one to help out with the show. Even if it is only for an hour or so. I think that the people who have worked so hard for all these years, deserve to enjoy the fruits of their labor, just as everyone else does. By everyone pitching in and lending a hand, we can ensure that our show remains one of the best around. Hopefully next year we will have more volunteers than we need. Enough on that.

Everyone keep in mind that we are running a day trip on June 25th. See inside for more details. Again, if you are able to attend, it should be a blast. Well that's all for now. I hope to see you all soon. Keep on Stangin !

*Scott*

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**FROM YOUR EDITOR**



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**1994 CAR SHOW**

Our 1994 car show is now history. This year proved to be our biggest and best show to date. The weather was just great and this helped to produce 253 cars on Schwisters lot. There were even cars parked on the street as we ran out of room on the lot. We had four States represented. Wisconsin, Michigan, Illinois, and Iowa cars rolled into the lot starting at 7:00 AM. A special thanks to all club members who pitched in and helped from set up to tear down. It was your efforts that pulled this off. I heard nothing but favorable comments about our show. Many stated that this is the best annual show in the state. The swap area was loaded to capacity with vendors. Most of the vendors claimed they would return as they faired quite well in their sales. Let's start thinking of '95 and repeat or better this years show

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**THANKS A MILLION**

A special thank you goes out to all contributors who donated towards trophies, goodie bags and door prizes. Please remember these businesses when in need of supplies or services. They helped make our show a success so let's show our appreciation.

SCHWISTER FORD 13" color TV donated as main door prize  
CARINI LINCOLN MERCURY oil changes donated as door prizes

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**TROPHY DONATIONS**

DORIA PERFORMANCE ENGINEERING  
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MARKS AUTO BODY  
SCHAN TAX SERVICE

M&I BANK MENOMONEE FALLS  
JAX UPHOLSTERY  
SCHULDT ENTERPRISES  
FBADGERLAND CLASSICS

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CHANNELLOCK

PANEF  
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LOCTITE  
WD-40  
SCHAEFER OPTOMETRIST

SUNSHINE MAKERS  
WYNN'S

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**CLASSIFIED**

**FOR SALE:** 1970 Mach 1. 351C Automatic. 100,000 miles. Body totally restored. Stereo, new brakes, alarm system, \$9500 OBO. CALL JOHN 785-9722 AFTER 6:00PM. APPOINTMENT ONLY

**FOR SALE:** 1967 Mustang GT V-8 Fastback. Red exterior, black interior. Fold down rear seat, stick shift, upper and lower console. Less than 300 miles since total restoration. \$12,000 OBO. CALL PAUL 354-9216

**FOR SALE:** Parts for 64.5-66 Mustang. Front and rear windshield, bumper & bumper guards, grille, steering wheel, air filter housing, wheel covers, carpeting, rear splash pan w/backup lights, interior & exterior trim parts, arm rests. CALL TONY 789-7754



# 1994 CLUB CALENDAR



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. If interested contact Scott Moen.
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.

## W.E.M DAY TRIP JUNE 25TH

**We are a go for the June 25th day trip. Meeting place will be McDonalds on Hwy 83 and I-94 at 10 AM. We will head for the Hartford Auto Museum to see their collection. After that grab a bite to eat and head out to Bob Perkins place to see his collection. We may even stop at the Kiltie Drive In on the return trip. If planning to attend Call Scott 567-2622.**

**DAY TRIP PLANNED FOR JUNE 25  
IF YOU PLAN TO ATTEND CONTACT SCOTT MOEN**

## 1994 CAR SHOW WINNERS

### CLASS A

#### '65-'66 MUSTANG CONV.

- 1st. Dave Strucznski
- 2nd Wayne Kabitzke
- 3rd. Dick Strack

### CLASS D

#### '67-'68 MUSTANG CONV.

- 1st. Jeff Kneipper
- 2nd R. J. Fischer
- 3rd. Jon Nilsen

### CLASS G

#### '69-'73 MUSTANG CONV.

- 1st. Duane Wegner
- 2nd Mary Jo Miller
- 3rd. Chuck Burton

### CLASS J

#### '69-'73 MUSTANG BOSS.

- 1st. Scott Fleming
- 2nd. Dave Brich
- 3rd. Tony & Judy Vielgut

### CLASS M

#### '83-'94 MUSTANG CONV.

- 1st. Greg Angeli
- 2nd. Scott Moen
- 3rd. Loyal Ford

### CLASS P

#### '03-'39 FORD LINC MERC.

- 1st. Darrell Cornell
- 2nd. Bud & Mary Armstrong
- 3rd. Marc Micale

### CLASS S

#### '64-'66 FORD LINC MERC.

- 1st. Bill Brodhagen
- 2nd. Debbie Krueger
- 3rd. Del Krueger

### CLASS V

#### '55-'57 T-BIRD

- 1st. Ed Choren
- 2nd. Jim Rugg
- 3rd. Bob Turznik

### CLASS Y

#### '60-'69 FORD FALCON

- 1st. John Lerner
- 2nd. Fred Pomierski
- 3rd. Brian Gatzow

### CLASS B

#### '65-'66 MUSTANG COUPE.

- 1st. Dave Strucznski
- 2nd Bruce Cameron
- 3rd. Ron Macfarlane

### CLASSE

#### '67-'68 MUSTANG COUPE.

- 1st. Bryan Popowski
- 2nd Mike Sardina
- 3rd. Dean Rosenberg

### CLASS H

#### '69-'73 MUSTANG COUPE/FSB.

- 1st. Marlene Witczak
- 2nd. Tom Jessen
- 3rd. Tom Reardon

### CLASS K

#### '69-'73 MUSTANG MACH 1.

- 1st. Keith Butze
- 2nd. Tom Bailey
- 3rd. Tom Droesler

### CLASS N

#### '65-'70 SHELBY

- 1st. Jack & Sandra Priebe
- 2nd. Bob Fields
- 3rd. Fred Bohamann

### CLASS Q

#### '40-'59 FORD LINC MERC.

- 1st. Brian Adam
- 2nd. Neil Paton
- 3rd. Leonard Jumisko

### CLASS T

#### '67-'70 FORD LINC MERC.

- 1st. Dave Moots
- 2nd. Mike Chucka
- 3rd. Mike Wende

### CLASS W

#### '58-'94 T-BIRD

- 1st. Ed Uhl
- 2nd. Jim Rugs
- 3rd. Tim Dearth

### CLASS Z

#### 'SPECIAL INTEREST

- 1st. John Constable
- 2nd. Pat Cleve
- 3rd. Charlie Barnett

### CLASS C

#### '65-'66 MUSTANG FSBK

- 1st. Jim Majerus
- 2nd Andy Gerrits
- 3rd. Mark Lein

### CLASS F

#### '67-'68 MUSTANG FSBK.

- 1st. Doug Rablin
- 2nd Ron Schottler
- 3rd.

### CLASS I

#### '64-'73 MUSTANG MOD.

- 1st. Tyler Baker
- 2nd. Larry Schmitt
- 3rd. Randy Kropusek

### CLASS L

#### '83-'94 MUSTANG COUPE.

- 1st. Greg Rirhl
- 2nd. Tom Wagner
- 3rd. Mike Columbo

### CLASS O

#### '67-'94 COUGAR

- 1st. Jerry & Kathy Rucinski
- 2nd. Kent Sharpe
- 3rd. Jim Severson

### CLASS R

#### '60-'63 FORD LINC MERC.

- 1st. George Knepel
- 2nd. Larry Van Marter
- 3rd. Mike Danihlik

### CLASS U

#### '71-'94 FORD LINC MERC.

- 1st. Ted & Carol Noor
- 2nd. Dave Czubakowski
- 3rd. Greg Steffek

### CLASS X

#### '64-'66 FORD TRUCK

- 1st. Suzanne Goerg
- 2nd. Tim Paisley
- 3rd. Gene Domski

## BEST OF SHOW

BOB MAHONEY '67 SHELBY GT500

## THE MUSTANG STORY (PART 2)

### THE FATHER OF THE MUSTANG, LEE A. IACOCCA

Lido Anthony Iacocca headed the Ford Division in the early sixties. He had risen through the company ranks through the sales department. Everyone in the world who knows anything about the American automobile market knows that Lee Iacocca has been credited with the most successful new-car introduction of all time, the Ford Mustang. Every major project needs a champion, someone who never gives up, a leader with guts and determination, someone with the support and respect of the CEO and upper management, someone who will get the job done. "The CEO's leadership and commitment is key. The CEO must convince the company's top managers that better marketing is needed. The CEO must personally exemplify strong customer commitment and reward those in the organization who do likewise." Lee Iacocca was the person Henry Ford II wanted. I'm quite sure there may have been others considered, but another may have taken another fork in the road and opted for a simpler, less risky solution. One thing we know for sure, Lee was the right man for the job. His business and marketing sense didn't come out of a Princeton textbook, it most likely came from his family long before he joined the ranks of Ford's Sales Division. His father Nicola and mother Antoinette held one common belief, "America was the land of freedom—the freedom to become anything you wanted to be, if you wanted it bad enough and were willing to work for it."

Lee was educated as a Mechanical Engineer from Lehigh, University in Bethlehem, Pennsylvania, kind of an annex of Bethlehem Steel Company. Lehigh was noted for its departments in metallurgy and chemical engineering. Here, Lee completed his undergraduate degree in only eight semesters. Upon graduation, the Ford Motor Company hired Lee, but before he started at Ford, Princeton University awarded him the Wallace Memorial Fellowship for graduate school. Ford agreed to hold a spot for him while he completed his advanced Mechanical Engineering degree. In 1946, he began working as a student engineer at the River Rouge plant, the largest manufacturing complex in the world. His assignments took him through the foundry, ore boats, tool and die shops, test track, forging plant, the assembly line purchasing department and even the plant hospital. "It was the best place in the world to learn how cars were really made and how the industrial process worked."

During the training program, Iacocca became discouraged and wanted to be where the action was, in marketing and sales. One of his friends, Frank Zimmerman was the first graduate of the training program and had also decided against staying in engineering. After several sales office refusals, Lee was hired at the Chester Pennsylvania truck fleet sales office. During the Second World War there were no cars produced, so after the war, demand was high. Every new car was sold at list price or more and used cars demanded premium prices. People would pay what the market would bear. A lot of shady dealing was going on, "district employees were allocating cars to their friends for gifts or financial favors." The dealers were getting rich fast. Iacocca, a freshly scrubbed kid out of college was shocked. Lessons were learned about cars and people, not only those who bought the cars but about those who sold them.

The dealers were the backbone. "To me, it's simple enough to understand: the dealers are the only customers a company has. So it's only common sense to listen very carefully to what they have to say, even if you don't like what you hear. If you want to succeed in this business, you have to operate as a team."

Listening to the leaders around him, Iacocca was learning the ropes and while in Chester Pennsylvania, he came across an individual that would have more impact on his life than any other person other than his father, Charlie Beacham. Charlie was the regional manager for the entire east coast. He too had switched from engineering to sales and marketing and had a gift for being tough and generous at the same time. During sales meetings, Charlie would sometimes take a few minutes to list all the excuses he had heard recently on why cars weren't selling, so nobody would be tempted to use any of them. He respected people who faced up to their own failings. He didn't like the guys who were always making alibis or were still fighting the last war instead of the next one. Charlie once told Iacocca that while he was selling cars in the southern states, the "good old boys" won't like his last name, "Iacocca". Charlie told Lee to tell the southern boys that your parents gave you a funny sounding first name "Iacocca" and that your last name was "Lee". The "good old boys" sure loved the name "Lee", nothing like a little civil war history to add credibility to a name. Later in this paper, I'll cover the importance of product names and how brand names affect the consumer.

Charlie Beacham was a street fighter who had street smarts and was a strategist, always thinking ahead about what he could do next. "Birds of a feather, flock together," the same values and truths are that of the "Father of the Mustang", Lee Iacocca. And from these values and lessons, Lee undertook the Mustang project with a background of almost 15 years in the company's various Sales Divisions. Iacocca had been adequately trained to study and detect the moods of the market, and noted an apparent need for a new, luxurious, small car, that provided endless luxury options to allow the buyer to essentially customize their new car, a car with which the company might meet and defeat the growing import car market from the economical Volkswagen Beetle and the Renault Dauphines.

Although Lee Iacocca had much to do with the success of the Mustang project, the Mustang began to evolve from the old 1942 body style that Detroit dressed up after the war. It was a time when the public, after four long war torn years of doing without, was starving for new cars. Auto makers could sell anything on four wheels. By 1949, the "big three" GM, Ford and Chrysler had totally redesigned their cars. The hard top and convertible craze had taken over the body styles. Big and flashy convertibles like the 1953 Cadillac Eldorado topped the line at \$7,750.00, quite a some of money for those days and maybe that's why only 432 units were sold, but it was the start of the personal car.

**Part 3 next month**

TO: Editor - Feedbag  
FROM: Tom Wagner, WEM #0123, MCA #31042  
SUBJECT: 30th Anniversary Celebration - Charlotte, NC

On April 14th, My wife and I, with Pat Evans and his girlfriend Bobby, left for Charlotte, North Carolina. As part of the small handful of Wisconsin Early Mustangers that attended the 30th Anniversary Celebration - April 15-17, 1994, we'd like to share our experience with the club membership via this article. In addition, we have donated our combined videos of the show and a 30th Anniversary program to the club library. Any members interested in borrowing the video and program should contact Bob Zimmerman.

After traveling in beautiful weather, we arrived at the MCA registration tent at the Hilton during a heavy rain. MCA made arrangements with the Hilton to furnish a hose, and during breaks in the rain, many washed their cars. Luckily, I found a touchless carwash close to our hotel, and during a break in the rain, washed and then covered my 1993 GT. A late evening thunderstorm made it necessary to chamois off the car in the morning, and drive slowly to avoid road dirt, arriving at the speedway with a virtually clean car. The weather for the remainder of the weekend was gorgeous - low 80s with intense sunshine.

The open track event on Saturday was not entirely as publicized. Cars reached speeds far in excess of the advertised limits. After witnessing this, I was disappointed to have passed up this opportunity. It was a thrill to see (and hear) Shelbys and Mustangs of various years on the track simultaneously with the sound of open headers echoing through the infield. The swap area had some bargains and rare finds, but we weren't prepared to haul back parts.

Other highlights of the show were: a 1994 pace car, a 1994 429 Boss, a natural gas powered 1994, Sonny & Cher's Mustang convertibles, technical seminars, 300 Concours cars and approximately 2700 "Judges Choice" Mustangs and Shelbys on the infield. On Sunday, a WWII P51 Mustang buzzed the speedway - the pilot was reported to be a Mustang (auto) owner as well. Also on Sunday, a skydiver dropped in at the speedway - he bore a slight resemblance to the Energizer Bunny!

On Saturday afternoon, the owners of cars parked in the Concours area were informed that President Clinton would be attending the show on Sunday. Any cars leaving the area on Saturday night would not be allowed back in on Sunday. (We were one of the 1993s that were parked around the perimeter of the Concours area when MCA ran out of room on the infield). The car owners from the area met with the Secret Service, a White House envoy, and were told they should report to the area by 7 am on Sunday for their cars to be inspected. The owner and 2 additional people per car (identified with paper wristbands) would be allowed in the area during the President's visit. We were assured that the press would be kept under control and allowed only in specified sections - to avoid damage to the cars.

Sunday at 7 am, the car owners from the area were searched and lead through metal detectors. We were then directed to go to our cars while the Secret Service agents searched them. Once the cars and owners were cleared, three wristbands per car were passed out to the owners. Those waiting outside the area went through metal detectors, and purses and packages were searched. Once inside, unless you obtained a wristband from an owner, you had to leave at approx. 12:00 when it was announced over the PA that the area was closed to the public.

The President arrived at approximately 3 pm. The MCA brought his 1967 Mustang convertible to the speedway as a surprise and he drove it in pit row. He was obviously delighted to be in his Mustang again. After a short speech, he made his way through the Concours area, looking at cars, posing for pictures and signing autographs. I was fortunate enough to have him look at my car, the model of my car that my wife made, and have him sign my dash card (my wife and Pat caught it all on video tape.)

On Sunday, there wasn't a traditional trophy presentation. Instead, MCA placed small cards indicating that winners of "awards of excellence" could pick up their plaques at the MCA information tent. No plaque for the GT from this show, but it was still an unforgettable experience.

## OFFICIAL CONVERSION CHART

### HOW TO INTERPRET

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### ANTIQUUE CAR ADS

#### IF IT SAYS:

#### IT REALLY MEANS:

Rare model.....	Nobody liked them when new either
Older restoration.....	Can't tell it's been restored
Needs engine work.....	It's been frozen for 30 years
Uses no oil.....	Just throws it out
No rust.....	Body and fenders missing
Rough.....	It's too bad to lie about
One owner.....	Never been able to sell
No time to complete.....	Can't find parts anywhere
Needs interior.....	Seats are gone
Rebuilt engine.....	Has new spark plugs
May run.....	But it never has
Low mileage.....	Third time around
Many new parts.....	Keeps breaking down
29 coats hand-rubbed paint....	Needed that much to cover rust
Clean.....	It sat out in the rain yesterday
Best offer.....	About what I expect to get
Always driven slowly.....	Won't go any faster
Prize winner.....	Hard luck trophy 3 times in a row
Stored 25 years.....	Under a tree
Real show stopper.....	Orange with purple fenders
Easy restoration.....	Parts will come off in your hand
Ready to show.....	Just washed it
Top good.....	Only leaks when it rains
Good investment.....	Can't depreciate any more

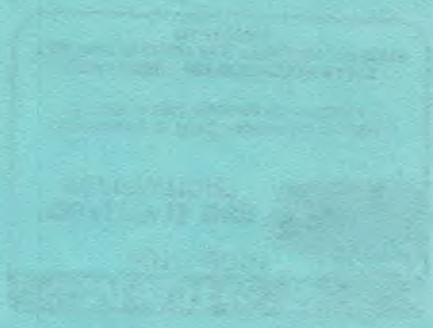


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