



# The Wisconsin Early Mustangs

"A FEW TO PRESERVE THE BEST"

"THE FEEDBAG"

From the Pres.

July 8th, 1987

Hello again from the Windy City. The temperature down here is in the ninetys. I almost get to the point where I'm looking forward to Fall for relief. Then I remember that it would be close to the time for putting the old 'stang out to pasture again. So I guess we'll just grin and bear it. This does seem to be one of the hottest Summers that I can remember for a long spell.

We have been presented with an unusual opportunity if we choose to accept it. The Regency Mall in Racine, Wisconsin would like us to do a mini-show. I believe that it would be to help commomerate their 25th anniversary. There are of course a few contingencies. One of them is that the show would be Saturday and Sunday October 3rd and 4th. That means that we would have to set up on Friday night after the shopping center closed. Our gas tanks will not have to be drained but they must be run down to a low level. The cars must be left in the show till mall closing on Sunday at 5 P.M. We must agree to supply at least 25 cars.

On the other side of the coin, we would be getting a chance to show our vehicles in a totally secured atmosphere. They will provide the equipment to isolate the vehicles from the viewing public. We would not have to worry about the weather as all vehicles will be in the enclosed mall. It will give us the excuse for a close OTR trip and fun weekend as a group. Plus, the publicity and goodwill it would generate are beyond belief. I feel it would be a good chance to do a Mustang only show without any of the work that we normally have to go through.

If you are interested in this type of endeavor you will find a sign up form further on in this newsletter. Please fill it out and either mail it in to the club address or bring it to the July 27th meeting. It is at that meeting that we will give the Regency people a answer. This would be a contractual affair. Those that sign up would have to be sure that they will participate. If we do not come up with the 25 vehicle (minimum) by the meeting date we will respectfully decline the offer.

See you all soon, lots of stuff going on. Keep in touch and always, "keep on 'stangin'".

Dick Doria

# From Your Editor



Well Mustangers, believe it or not our 1987 car season is about half over. We have had a relatively successful season to date. It Started with our Ice Breaker Brunch Run on May 3rd, went through our annual car show on May 17th to our first OTR trip to Oshkosh in June. Coming up you can look forward to our second OTR trip to southwestern Wisc. Our second annual Brewer Game and tailgate party, the club picnic, a possible second showing of our Stangs at a shopping mall in Racine, and Finally our final OTR trip for the year. Check the calendar of events in the newsletter for the dates of the upcoming events. I must admit we are a bit disappointed as to the participation of the past events of this season. Take note of the article I retrieved from my archives which is printed on the next page. This was the coverage our club received from our local newspaper on our very first OTR trip to Praire du Chien. At that time we had about 30 members of which 35% took part in this event. Our last trip saw 7 of our members take part. If you compare that to todays total of 140 active members you can see why we are concerned. Once again your club officers would like to solicit your help, not only in participation but suggesting some ideas for club activities. We have added about 25 new members over this past year who should be able to come forth with some fresh ideas for club ventures. Let's hear from you. In closing I would like to remind all the members that the club is only as successful as it's members want it to be. Help us keep our club growing and interesting.

Until next month  
Fraternally Yours,  
Bob Zimmermann

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CALENDAR OF EVENTS  
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- \* July 25-26 The W.E.M. 2nd OTR Trip of the season.
- \* July 27 Monthly Club Meeting. Wauwatosa S&L 7:30 PM
- \* August 2 Brewer game and tailgate party.
- \* August 9 Super 60's car show and swap. Interested parties to contact Russ Owens 414-425-9243
- \* August 24 Monthly Club Meeting.
- \* August 30 Midwest Ford Car show. Interested parties contact John Lerner 312-746-9149

## A TRIP DOWN MEMORY LANE. OUR FIRST OTR TRIP

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The following article was retrieved from my files. It was reported by our local newspaper of our first OTR trip held at Prairie du Chien. The dates of this trip was July 19-20, 1980. How many of the members do you recognize?

# *These Mustangs are family oriented*



**"PONY CAR" OWNERS** gathered for a last minute consultation before leaving on a trip in their 1965-73 Mustangs last Saturday. Richard Doria (left), 2511 W. Carrington Ave., Oak Creek, is president of the Wisconsin Early Mustangers, a regional group of the Mustang Club of America. (Staff photo)

The Mustangs are running, not the horseflesh type but the horsepower variety of vintage Mustangs referred to as "pony cars" from the years 1965 to 1973.

Prairie du Chien was the destination last Saturday morning when nine of the old cars left from the Wauwatosa Savings and Loan in the Tri-City Shopping Center on 27th Street, picking up a few more of the cars along the way.

The drivers and passengers were members of the Wisconsin Early Mustangers, an Oak Creek based club whose sole purpose is to preserve, restore and enjoy the true Mustang made by the Ford Motor Co. from 1965 to 1973.

According to club founder, Richard Doria, the early Mustang was a sporty, compact car which offered a tremendous range of options. It was fairly economical but some had fairly high performance, he said.

Ford came out with a larger Mustang II version in 1974 which lasted until 1978 when the company switched in 1979 to its current model Mustang.

The family-oriented club is also a regional group of the Mustang Club of America. The 30 members enjoy picnics, appearances in parades, swap meets and recently participated in the Formolo (Milwaukee Ford dealer) All-Ford show in June. Saturday's trip was the club's first all member, family style over-the-road social get-together.

The travelers, who numbered about 21, stayed overnight in Prairie du Chien and drove Sunday morning up along the Mississippi River to the home of a club member's parents in DeSoto. There the group toured some Army locks and dams, "a treat we never expected," Doria said. The trip continued north to La Crosse and then to the I-System and back to Milwaukee.

The year-old club welcomes new Mustangers and further information may be obtained by calling Doria at 761-2267.

# CRUISING IN A CLASSIC

By JOHN F. WASIK  
Creators Syndicate

At the sign of the first frost Nancy takes her "baby" into the garage, puts it on blocks and throws a blanket over it. Cruel and unusual punishment? No, tender loving care.

Nancy is among hundreds of thousands of car enthusiasts across the world who will sometimes go to fanatical extremes to preserve that special something that is contained in a body style, engine, four wheels and interior.

In an age when collectibility has become too often confused with investment, vintage car ownership appears to be growing in popularity as people grow older. Collectors don't buy cars for "total return," they buy them for the sheer love of it.

Some collectors see a car as the symbol of their first initiations of adolescence when Elvis was the king of rock 'n' roll and *Tutti Frutti* belonged to Little Richard and not Haagen-Dazs.

According to Duane Mackie, editor of *Collectible Automobile* magazine, the Machine Age ended roughly when the government began to mandate emission control devices on new cars in the early 1970s. Mackie calls that time of transition "the last gasp of an era before federal regulations killed the horsepower."

Not surprisingly, unshackled, high-horsepower cars of that era have become collectible. They were the last of the "muscle" cars.

Other than the sheer sentimentality of "owning an era," many collectors buy cars for what they represent. The '57 Chevy, which has since become an American icon, is known for its clean lines and crew cut-like personality. Today, in mint condition, the car could be worth up to \$40,000.

Collectors are attracted to cars for reasons as varied as the cars themselves. Mike Lowdon of the Chicago chapter of the Late, Great, Chevy Club adores the '58 Chevy because when he was 8 he was sitting at a street corner when a '58 convertible pulled up to the corner. Playing on the car's radio was *Standin' on the Corner (Watching All the Girls Go By)*. From that moment on, Lowdon recalls, he wanted that car.

The '57 Chevy, was, and still is, the quintessential '50s car, reflecting perhaps an age of innocence and insular-

ity. What further isolated the styling of the '57 was what its successors looked like. The '58 sported curved lines in the back, ushering in the "fin era." The '59 had even more pronounced birdlike styling.

## Finding the car for you

Collecting cars is perhaps one of the most individualistic of hobbies. Everyone sees something different in a car from the past they want to preserve. Chevy Club member Lowdon, for example, likes the way people look at his '58 Chevy as he cruises through the Forest Preserve (one of the more established rituals in the Chicago metropolitan area). The onlookers are probably staring for a good reason, since he goes full tilt in customizing his machine with wide whitewalls, cruiser skirts and the plastic cats that sit under the back window and blink when your turn signal goes on.

The archetypical collectors' cars (beside the '57 Chevy) include nearly all Corvettes, T-Birds, Corvairs, Mercurys and Dodges from the late '60s to early '70s.

Collectible cars can be found in newspaper classifieds and private garages, at auto shows and through the national network of car clubs. The clubs may specialize in one type of car — like the Corvair — or have members with a variety of models. Some members don't even own collectible cars, they join for the social aspect since the clubs themselves hold shows, outings and picnics.

Car show promoter Joe Beel claims that nearly 20 percent to 30 percent of the cars displayed at shows are for sale, although you could do better finding a "fix-me-up" in somebody's garage. Other good sources are *Hemming's* magazine, "shopper" advertisement newspapers, county fairs, flea markets and private estate auctions — where most car collectors don't usually go.

At present, Beel claims '57 Chevys, T-Birds and Corvettes are overpriced. Better bargains can be found on Chrysler-made cars from the early '70s such as Challengers and Barracudas.

One newcomer to the "most-wanted list," according to Kathy Finnegan of the Windy City Car Club, is the '50 and '51 Mercury. Other longstanding favorites include the "Pony" cars such

as the Mustang, although Lee Iacocca's offspring was produced in large numbers. Once you buy the car, keep in mind you could spend an infinite amount of money restoring the car, rebuilding it with original parts, and customizing it.

Finnegan estimates that a "finished" car in good condition will cost two to three times more than one in fair to poor shape. Naturally, that could increase the value of the car, but don't expect a return commensurate with what you invested into it.

## What makes it valuable?

Generally, collectibility is determined by:

■ **Rarity.** How many were produced? How many are available?

■ **Demand.** Does everyone want one? How many are in the mainstream of collectibility?

■ **Styling.** Some designs, such as the Mustang, '57 Chevy, Corvette and T-Bird, are considered classics. It's also a matter of your own taste.

For collectors who like sports cars, the '70 Fiat X1/9, '74 Triumph Spitfire, '74 Datsun 260Z and '71 MGB GT are capturing the eye of enthusiasts, according to *Road & Track* magazine.

The Corvair, due to its popularity among collectors and originality, could be next in line to become the next "hot" vintage car. Mike McGowan, who edits a newsletter for a Chicago Corvair owners' club, asserts that the Corvair represents "the last time an American automaker did anything really radical [in car design]."

Vexed by Ralph Nader's pivotal crusade, the Corvair has become both a paradoxical symbol for corporate negligence and, ironically, innovation. While some Corvair owners will admit that the early Corvairs ('60 to '63) did have the problems Nader attributed to them, they also proudly boast of the car's superior and contemporary design.

Like many collectors, McGowan, a Corvair owner, doesn't believe you can get rich from owning a collectible car, because you should "buy it if you like it."

"The only people getting rich [from collectible cars] are those in the restoration business," he notes. "If you're real perceptive [about cars and trends] you can make a little money, though."

SIGN UP FOR THE REGENCY MALL SHOW OCTOBER 3RD & 4TH  
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NAME \_\_\_\_\_

PHONE \_\_\_\_\_

MUSTANG \_\_\_\_\_

YEAR \_\_\_\_\_

PLEASE SEND THIS TO OUR CLUB ADDRESS. PLEASE CONSIDER THIS COMMITMENT.

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OTR TRIP JULY 25TH & 26TH  
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OUR PLANS FOR THE SECOND OVER THE ROAD TRIP ARE SET. Please take note of our departure times and be prompt. If you have any questions or seek further information about the trip contact Dick Coyle 691-3821.

DEPARTURE TIME is 8:00 sharp for those meeting at Wauwatosa S & L. A SECOND MEETING POINT is at McDonalds on I-94 and Hwy 83. Time is set at 8:45 sharp for those meeting at this location.

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CLASSIFIED  
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FOR SALE: 1968 Mustang coupe. Expertly restored. Features include: new floors, new metal all around, center console, deluxe wheel covers, plus many more. Color Gulfstream Aqua. Seen at the W.E.M. car show the past two years.

Call Ron Luepke 549-1838  
After 5:00

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WANT ADD COUPON

Do you have an item you need or want to sell? If so clip this coupon and send to Bob Zimmermann 2307 W. Carrington Av. Oak Creek WI 53154. The ad will appear in the next newsletter if received by the 1st of the month

FOR SALE \_\_\_\_\_

WANTED \_\_\_\_\_

# Take a Break

## A FOURTH OF JULY PARADE

H I G H W C I F F A R T Y O B  
 T U S S Y W R N A L P W R I A  
 R I S R I T C S G A L F K J T  
 U W N A E U I Y L W R E I S O  
 O S W C O T S C I M S W R I N  
 F T O B L I U W R H O R S E S  
 G A L A O W M O R N I N G U E  
 V O C N V W F I R E D A R A P  
 Y L I D E R U E V I T S E F I  
 T F I S E U M G L P Y G N E A  
 R I U P W I E D O L R N J C H  
 E M E H T W R U U A I O O A C  
 B I R O I N U J D Y W L Y R R  
 I E A S K C U R T E R I F A A  
 L W R E E H C Y R A T I L I M

**BANDS**  
**BATONS**  
**BIKES**  
**BOY** (Scouts)  
**CARS**  
**CHEER**  
**CITY**  
**CLAP**  
**CLOWNS**  
**ENJOY**  
**FESTIVE**  
**FIRE TRUCKS**  
**FLAGS**

**FLOATS**  
**FOURTH**  
**GALA**  
**HIGH** (School)  
**HORSES**  
**JUDGE**  
**JULY**  
**LIBERTY**  
**LONG**  
**LOUD**  
**LOVE**  
**MARCH**  
**MAYOR**

**MILITARY**  
**MORNING**  
**MUSIC**  
**NOISY**  
**PARADE**  
**PERFORM**  
**PLAN**  
**PLAY**  
**RACE** (cars)  
**ROUTE**  
**THEME**  
**TIME**  
**TRAFFIC**

Four men at the office were discussing what they hoped to get out of their new cars.

"Economy," said one man.

"Dependability," said another.

"Styling," added the third.

They all turned to the fourth fellow, who was standing there with a grim expression on his face. "What I'd most like to get out of my new car," he said, "is my teenage son."

A local department store decided to have Santa Claus ride the store escalator to and from his post so the cost of his job could be entered as an "escalating claus" in their expense budget.



## SIGNS OF THE TIMES

In a hallway of a railroad division office above a row of hooks: "For supervisory personnel only." Underneath someone had added: "May also be used for coats and hats." *Capper's Weekly.*

On a T-shirt spotted at a national park: "For a midsummer night's gleam, watch fireflies." *Nelson Lumiquinga.*

In the window of a bowling alley: "Teach your children to bowl. Get them off the streets and into the alleys." *Mrs. Loretta Diveglia.*

At a tourist agency: "The Colorado Rockies—Take a peak!" *Tom P. McKievick.*

In the window of a locksmith: "Let me help you out . . . or in." *Ray Tillmann.*

