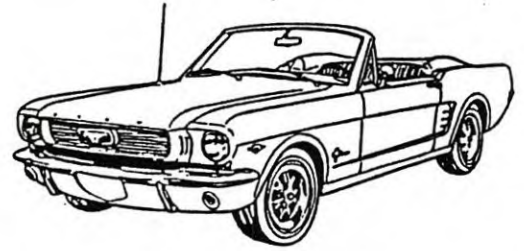




PRESERVATION

RESTORATION

ENJOYMENT



MUSTANGERS

" A Few to Preserve the Best "

From the Prez :

June 26, 1994

Question : Does anyone know where 302 Boss Dr. is located ? Well if you don't, you certainly missed a trip into another world. 302 Boss Dr. leads you into the fun and fantastic world of Bob Perkins. Bob was gracious enough to let our club into his private fantasy world. A world where you could have seen a '69 Boss 429 with 900 miles on it. Or a '73 Mustang Convertible with 3 miles. Or a '79 Mustang Indy Pace car with 10 miles on it. These are just a few of the cars that Bob showed us on our June 25th Day Trip. We started off the day with a scenic drive up to Hartford, WI to the Heritage Auto Museum. We had around twenty vehicles in our caravan, quite an impressive sight. There we were treated to a beautiful collection of vintage automobiles and memorialabilia. The fun part about the museum is that there is such a variety of vehicles to look at. Most are on loan from private individuals, but some have been donated to the museum and alot are in original condition. After we left the museum it was out to Bob's place. Imagine the look on his face when he saw the line of vehicles turning into his driveway. Good thing he has a long driveway. Bob's collection is by far one of the best when it comes to low, and I mean LOW, milage Mustang Muscle Cars ! His collection of Mustang and Ford memorialabilia is also top notch. The walls are covered with Ford Showroom Banners as well as pictures and posters of all years. He even has a display of rare high performance parts in his showroom. We darn near had to drag John Lerner away from the parts. He had that look in his eye and his checkbook in his hands. After our tour of Bob's place, we headed back to Oconomowoc and to the Kiltie Drive In for a bite to eat. The food was great as was the whole day. I hope we can repeat this trip next year for those who didn't make it. Thanks to everyone who made the trip fun.

Well, that's about all the time I have for now. Tammy and I will be heading down to Indianapolis for SAAC 19 this next week. Hopefully we will be able to meet the man himself and get his autograph. You never know ?! I'll give you all a report in the next newsletter. Take care and until next time . . . Keep on Stangin !

FROM YOUR EDITOR



AAA RATES THE STANG

(A reprint from the May edition of AAA magazine)

This year marks the 30th anniversary of Ford's legendary "Pony Car" and its first major redesign since the '79 model year. Keeping its traditional rear wheel driver, the new edition Mustang comes as either coupe or convertible, in either a base version or Performance oriented GT. The Mustang borrows its base engine (a 145 HP, 3.8 liter V-6) from the Taurus; GT's have a 215 HP 5.0 liter V-8. Both are paired with either a 5 spd manual or electronic four speed automatic transmission.

Ford completely restyled the Mustang's cabin, updating the '64 model original dual pod theme. The interiors two tone color scheme stands out. The door panels flow into the instrument panel, and the passenger side airbag blends into the

dash design rather than looking like an afterthought. In practical terms, the design gives tall drivers marginally more head room and adequate leg room. However, access to the rear seat is awkward, and passengers back there feel a bit cramped.

Trunk room is limited (10.8 cubic feet), but the split-folding rear seat expands the cargo capacity.

Over the road, the new Mustang is every bit as spirited as the previous model. A full throttle run to 60 mph takes only 7.6 seconds. Gears shift with a sporty snap.

You pay the price for all this power, according to EPA, the Mustang gets 17 mpg in the city and 25 mpg on the highway.

High performance Mustangs have always been nimble, and the latest is no exception. The revised power steering is quick and responsive, and you barely notice body roll in hard

cornering. A stiffer suspension and low profile tires make for a harsh ride, even though Ford lengthened the wheelbase and widened the track for better control and comfort. Nevertheless, the Mustang's ride is much more complaint than previous years models'.

The standard four wheel disc brakes and optional anti-lock system deliver outstanding short straight stops.

In short, the new Mustang looks like a hit. Its styling captures the sporty excitement of the original, and its upgraded steering, handling, and braking rank with the best. On our 200 point scale, where 160 is "excellent" and 140 is "high average", the Mustang earned a 153.

Until Next month,
Fraternally Yours,
Bob Zimmermann

CLASSIFIED

Do you have something to sell or do you need an item. Take advantage of the free classified ad available to all members in our monthly newsletter. Any ad received by our monthly club meeting will be published in the next edition of the Feedbag. Your ad will run for two months unless directed otherwise. When sending in an ad please remember to list your address and phone number.

SEND AD TO:

**BOB ZIMMERMANN
2307 W. CARRINGTON AVE
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CLASSIFIED

FOR SALE : 1966 Mustang Convertible. Garaged California car. 289 2bbl, 4 speed. 104,000 original miles. Light blue with white top. Am radio, cassette added. Luggage rack, spinner hub caps. power top original floor mats. Asking \$11,400 CALL JOE 259-0388 (HOME) 276-6464 (WORK)

FOR SALE : 1965 Mustang. 84,000 actual miles. Needs floors and some underbody restoration. New gas tank. Body in good shape. ASKING \$2000 CALL ROLAND 679-2847

FOR SALE : 1965 Mustang. 6 cylinder automatic. Black with red interior. New dash, tires, rear quarter panels, bumper. CALL VIVIAN 673-2512

FOR SALE : 1970 Mach 1. 351C automatic. 100,000 miles. totally restored. Stero, new brakes, alarm system. \$9500 OBO. CALL JOHN 785-9722

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



LAONA WISCONSIN TRIP JUNE 4 & 5

The turn out was small, the distance was great and we had a pretty good time. We left on Friday, late in the afternoon and headed north. We went up I-43 to Green Bay and then to Oconto Falls where we ate supper. The weather was beautiful and the traffic was light. After supper we continued up the back way to Laona.

The town of Laona is located on the intersection of Hwy. 32 and US Hwy. 8. It is basically a lumber town and pretty quiet. We checked in the hotel pretty late and hit the sack to prepare for the next day.

Saturday morning we had a leisurely breakfast in town. Next, some of us went to the Casino in Carter to try our luck. Others went to the town of Goodman and then on to Armstrong Creek to shop. We met up for supper at the hotel/resturant that night. All in all it was a laid back relaxing day with a lot of top down driving on some really scenic roads.

Sunday we headed back to town with a little bit of rain. It really was a decent OTR for a minimal amount of change.

Due to the small turn out on the last few of these trips, we will cancel any other OTR's for the year. The exception will be DOOR COUNTY on October 7th, 8th and 9th. Sign ups will be started at the July meeting. Twenty rooms are available, first come first served



1994 CLUB CALENDAR



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.

WELCOME TO THE W. E. M. FAMILY

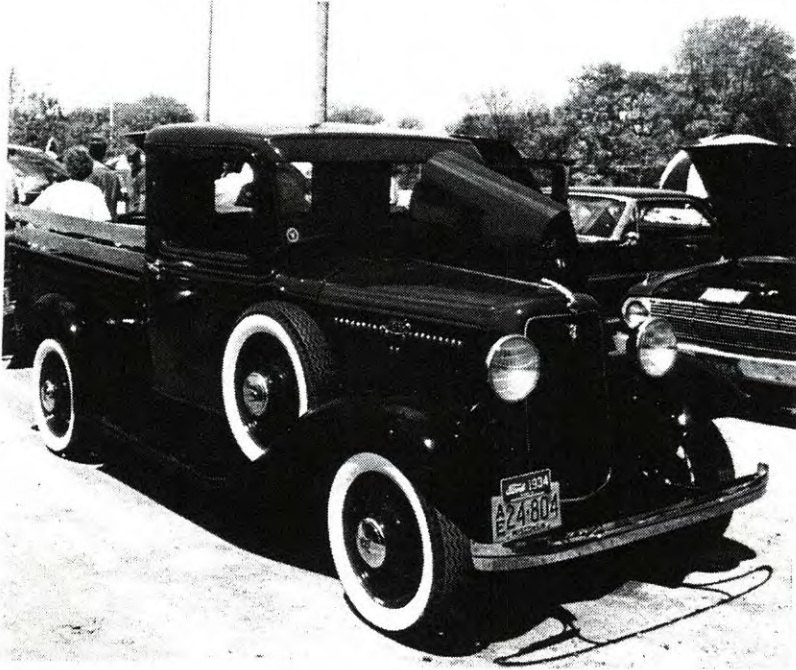
The Wisconsin Early Mustangers would like to welcome into our club the following new members who have joined our organization over the past 6 months. We hope you will have a long and enjoyable stay with our club.

#379	John Hendricks	Watertown, WI
#380	Jack Winter	New Berlin, WI
#381	Dennis Miecerek	Greenfield, WI
#382	Brian Adam	Greendale WI
#383	Warren Weiser	Plymouth, WI
#384	Jeff Otto	Menomonee Falls, WI
#385	Jay Carpenter	New Berlin, WI
#386	Anita & Amy Strucker	Franklin, WI
#387	Jim Feuling	West Allis, WI
#378	Lou Albers	Elm Grove, WI

MINUTES FROM MEETING HELD JUNE. 27

- The meeting was called to order by president Moen at 7:30 PM.
- A demonstration of Anti-Theft Etchguard was given to the club prior to the meeting
- New member Lou Albers was introduced to the club.
- Mary Jo read the minutes from the April meeting.
- Dick Doria gave the club financial report. The car show boosted our treasury. This was financially our best show to date.
- A report of the annual Brunch Run to the Interlaken in Lake Geneva was given. A very good turn out of 40 people. This will be a repeat for next year.
- There were 253 entries at our annual car show. Every group did a fine job. A few suggestions were aired. These will be addressed at our annual show meeting.
- A very light turn out for the Laona OTR was realized. Only 2 cars participated. Due to the light turnout for these outings Dick Doria recommended that we cancel the balance of this years trips, with the exception of the Door County trip. He stated we need to find out what interests the members before someone spends all the time and effort to plan an outing.
- Scott Moen is planning a trip to Wisconsin Dells Car Show on August 27 & 28. He will procure the lodging of anyone interested in joining him. If you plan on attending contact Scott by July 25th.
- John Lerner reported on the Route 66 trip. More cars than anticipated were involved. This created a certain amount of havoc with the promoters. John also claimed that their group was plagued with breakdowns. Of the 18 cars running in this group 9 experienced some form of mechanical problem.
- The Day trip to Hartland was excellent. 19 cars went along on this outing. A full report will be found on the cover sheet of this newsletter. It was recommended that we plan more day trips.
- The annual club picnic and reunion was somewhat of a bust. Only a few current members and one past member were in attendance. The weather was beautiful, but this outing lacked members.
- Iola Show and Swap is coming up fast. (7/8 thru 7/10) A few of our members will be showing their cars.
- Nostalgia Days in Zion IL on July 15 & 16. 50's - 60's music. Free Beach party on 6/15.
- it was recommended that the members be furnished with a copy of the club roster. Anyone wishing a roster can pick one up at the next meeting. If unable to attend send a self addressed stamped business envelope to Bob Zimmermann.
- The MidWest Ford club will hold their annual show on August 21st. Please register your car and plan to attend. They have been very supportive to our club. A flier can be found in this newsletter.
- Scott Moen asked that any active W.E.M. member, who is also an active member in the MCA, please contact him.
- The meeting was adjourned at 8:10.

1994 CAR SHOW



THE MUSTANG STORY

(PART 3)

THE COMPETITION

To ward off the growing foreign sports car market, GM introduced the Chevrolet Corvette in 1953. Named after the fast darting WWII Navy Frigates, this fibreglassed low power six cylinder car with a two speed automatic transmission was rushed into production and had a rocky start. "By early 1954, GM was ready to drop the Corvette but lobbying design director Harley Earl and Chevy chief engineer Ed Cole won the car a reprieve and further development. The result was a true sports car which enjoyed increasing sales and popularity."

Because Ford trailed General Motors in size and sales, its strategic objective was as it is with most trailing firms, to increase their market share. "This is a high risk but potentially high pay off strategy and makes good sense if the leader is a 'false leader' and not serving the market well. The 'terrain' to examine is consumer need or dissatisfaction. If a substantial segment is unserved or poorly served it provides an excellent strategic target". The first Corvette was not much of a sports car and Ford recognized it as a chance to gain market share by designing its own two seater sports car but not making the same mistakes GM did. "It was traditional for Ford to respond to any GM initiative with one of its own. According to former product planner Tom Case, 'there wasn't any question about it. Mr. Ford wanted a civilized sports car, if we were going to build a two seater at all. The Corvette was too spartan, too much like an MG. You just don't imagine Mr. Ford struggling to raise one of those side curtains.' Ford's reply duly appeared at the end of 1954: the Ford Thunderbird."

The Thunderbird was the marketing maneuver of Lewis D. Crusoe, General Manager of the Ford Division. He was a marketing man first and a car buff second. He used the 200 horsepower sporty "T-Bird" to outflank Chevrolet. In 1955, the first Thunderbird was rolled off the assembly lines at \$2,944.00 and priced competitive with the now V8 powered Corvette. "While Chevrolet moved a mere 674 Corvettes, Ford sold 16,155 Thunderbirds." For the first three years, Thunderbird quickly outsold its only US built rival, the Chevrolet Corvette. Competition from MG's, Triumphs, Austin Healeys, Alfa Romeros and Fiats brought home from the war by serviceman was also on the rise, but the name "Ford" had a strong brand recognition and brand loyalty among the older generation and this helped when the price was nearly the same. "In the late fifties, Fords and Chevrolets were promoted as having different personalities. Ford buyers were identified as 'independent, impulsive, masculine, alert to change and self-confident, while Chevrolet owners were conservative, thrifty, prestige conscious, less masculine and seeking to avoid extremes."

Just out-selling the Corvette wasn't enough for Robert McNamara, hired as Ford President by Henry Ford II. McNamara would go on to be John F. Kennedy's Secretary of Defense and was a no nonsense type. From then on every Ford product would be designed to make money and the sales of 15,000 to 20,000 two seater Thunderbirds was too low for McNamara, so the model was dropped.

Many of Ford's executives believed that the Thunderbird was lacking one thing, a back seat. A few weeks before the 1955 Thunderbird was presented to the public, as product planner Tom Case remembers, "Lou Crusoe then Ford Division General Manager, drove one home to see how it checked out on the road. Following the weekend with the new car, Crusoe called Case into his office on Monday morning. Tom, he said, 'there is one thing wrong with the Thunderbird, it's a beautiful car but we need a rear seat in it. Let's go to work and make a four passenger Bird'."

In 1958, Ford introduced the totally new four passenger Thunderbird. No longer a sports car, despite its 300 BHP (break horsepower) engine, it was more of a personal touring car labeled as a rich man's toy, but sold reasonably well at around 40,000 units. One thing was still missing from the Ford line, it was a sporty low priced compact. In the late fifties, the American automobile manufacturers saw a real threat from the economical Volkswagen Beetle and the Renault Dauphines, so the "big three," GM, Ford and Chrysler went to work solving this void in the US automobile market.

The first "big three" contender out of the chute was the rear engine Chevrolet Corvair. It was the most advanced, as GM almost always was, which meant Ford had to play catch-up once again. It seems like a ping pong game these two boys are constantly playing, kind of a "hide and seek" with the winner gaining market share. Well, the Corvair was a bit ahead of its time and lost out to McNamara's Ford Falcon. The Falcon sold extremely well at 400,000 the first year. "It provided buyers with a domestic alternative to the imported car, and it was certainly true that Ford's established network of Service Departments would far exceed that of the imports. One million new Falcons were built in its first 26 months, yet the Falcon was never aimed at what was shortly to be identified as a large market segment. This was the up coming 'youth' market, that large group of post war babies, who in the mid sixties would reach their age of automotive decision. What would their interests be, wondered Ford. Accordingly, market surveys were performed which indicated that a large percentage of the coming new buying group would want such sporty items as bucket seats, four speed transmission, high performance engines, in short, a more 'sporty' car."

GM's poor selling Corvair (12,000 in 1960) got a boost with the 150 BHP turbocharged "Spider" version that could give fits to an MG driver. Sales shot past 200,000 in 1962. "So the Corvair succeeded not as an economy car, but as a sporty, fun-to-drive compact. Hal Sperlich, Ford's special projects assistant commented about the Monza, "I remember seeing a red one before it was out, and the damn thing had beautiful red bucket seats and good-looking wheel covers. I remember seeing it sitting there and thinking, they have turned defeat into victory!"

PART 4 NEXT MONTH

Midwest Ford Club and Lyons-Ryan Ford
present their ninth annual

ALL



SHOW

and Swap Meet
All Fords, Lincolns, and Mercurys Welcome

Sunday, Aug. 21, 1994

(Rain or Shine)

9:00 a.m. to 4:00 p.m.

Goodie Bags to First 160 Entries
Over 70 Trophies Awarded in 26 Classes

(Classes on Reverse)

Show Cars Must Register by 12:00 Noon

Participant Voting

Balloting Ends at 2:00 pm

Registration — \$7.00

(Preregistration before Aug. 6 — \$5.00)

Music by "39 & Holding"

Model Car Show

2 Classes — \$1.00 per Entry

Held at



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Swap Meet Spaces — \$10.00

Indoor/Outdoor 10' x 15'

Refreshments Available

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2721 Gilboa Avenue
Zion, IL 60099-2421

For Information Call:
John L. — 708/746-9149
Jeff K. — 414/654-1303

Car Show — \$7.00 (Before Aug. 6 — \$5.00) _____
Swap Meet Space — \$10.00 Indoor _____ Outdoor _____

I accept and assume full liability for any injury to me or my property, agents or employees at any time and from any cause on the premises of the show. I expressly release the management from any liability for such loss or injury, and agree to provide and pay for my own insurance.

Model _____ Year _____

Signature _____

1994 Classes

A	Ford, Mercury, Lincoln Stock 1903-1948	N	Mustang Stock 1974 - Present
B	Ford Only Stock 1949-1959	O	Shelby & Boss Mustang Stock All Years
C	Mercury & Lincoln Stock 1949-1959	P	Falcon Stock All Years
D	Ford, Mercury, Lincoln Stock 1960 - 1964	Q	Thunderbird Stock 1955-1960
E	Ford, Mercury, Lincoln Stock 1965 - 1970	R	Thunderbird Stock 1961 - Present
F	Ford, Mercury, Lincoln Stock 1971 - Present	S	Truck & Van Stock All Years, All Models
G	Midsize Ford, Mercury, Stock 1960-1965	T	Cougar Stock All Years
H	Midsize Ford, Mercury Stock 1966 - 1971	U	Modified (all except Mustang) All Years, All Models
I	Mustang Stock - Open 1964 1/2 - 1966	V	Modified Mustang All Years
J	Mustang Stock - Closed 1964 1/2 - 1966	W	Custom All Years, All Models
K	Mustang Stock 1967-1968	X	Street Rod All Years
L	Mustang Stock 1969 - 1970	Y	Special Interest All Years
M	Mustang Stock 1971 - 1973	Z	Custom/Modified Truck All Years

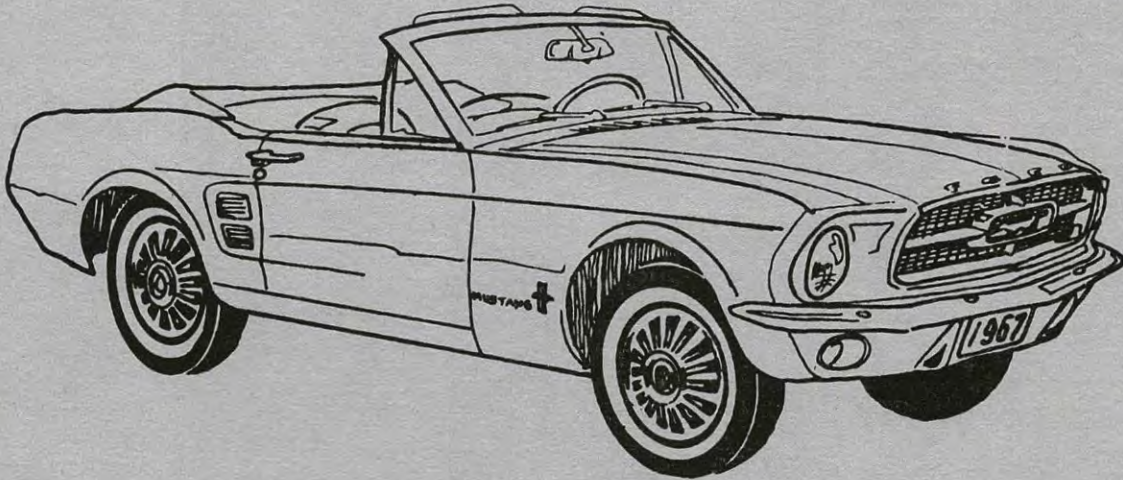
All Ford-bodied or Ford-powered vehicles welcome.

Three or more modifications puts car
in Modified Class.

Any body modification puts car in
Custom, Special Interest, or Street Rod Class.

The Feedbag

Publication of The Wisconsin Early Mustangers



THE FEED BAG

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

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Genuine Brass Buckles with W.E.M. Inlay	\$18.00

* = Postpaid

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