

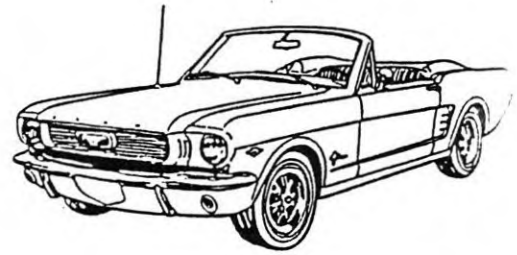


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ENJOYMENT



MUSTANGERS

" A Few to Preserve the Best "

From the Prez :

August 1, 1994

Greatings fellow Mustangers ! Welcome to August ? That just doesn't sound quite right. I trust that everyone is enjoying the summer, as well as all the car events that have been going on. I know Tammy and I have.

As I said last time, Tammy and I as well as a few other members, made a trip down to Indianapolis for SAAC 19. What a trip ! With the slight exception of the drive down, we blew out the transmission on the '84 Anniv. Conv., we had a great time. We arrived, barely, on Wednesday around 7:00 pm and checked into the hotel. The hotel we stayed at was one of two headquarter hotels that the Shelby Club was at. After finding a Lincoln / Mercury dealership to repair the transmission on Thursday morning, we were off to Indianapolis Raceway Park. This is where the road course and dragstrip was, along with the swap meet. You can't imagine the number of cars that turn out for a national convention until you attend one. There were a handfull of original GT-40s there as well as more 289 and 427 Cobras than you could shake a stick at. Not to mention all the Shelby Mustangs, including a couple of R model Shelbys. Then there were the Late Model Mustangs. Everything from SVOs to '94 Cobras and everything inbetween. The swap was something else too. If you ever want to see rare parts for sale, just attend a SAAC meet. You could literally build a Shelby from all the parts for sale. The racing and swap meet went through Saturday afternoon. On Sunday the main event took place, the car show at " The Brickyard". With the exception of a little rain on Saturday, the weather cooperated with us. The show on Sunday was great. There must have been a good 750 cars in attendance. We even got to take the Conv., yes it was running by now, out for a couple of laps on the track. That was a blast. Just being able to say you drove on the track made the trip worthwhile. We even managed to get a private tour of the basement in the Indy Museum. Guess what was the first thing that we saw ? The original '79 Pace-Car just sitting there waiting to go with less than 700 miles on the odometer. That along with the '64 and '94 Pacecar Replicas were about another 15 pacecars and 25 other vehicles. 99 % were in running condition. What a great trip ! Maybe we'll do it again next year. Ya never know ? Well that's all for now. Hope to see you all soon at the coming car shows ! Till then, keep on stangin.

MINUTES FROM MEETING HELD JULY 25

- The meeting was called to order by president Moen at 7:30 PM.
- New members Jim Fueling and Dan Nordan were introduced to the club.
- Mary Jo read the minutes from the June meeting.
- Sharon Doria gave the club financial report.
- Scott and Tammy Moen reported on the Shelby Convention held in Indianapolis.
- Iola was a wet affair this year. Rain every day. The Mustang was this years featured classic car. The Mustangs placed on the sale block were a bit over priced with very little room for negotiations.
- A report was given on this years Road America. Many GT 40's and repla cars were at this event.
- Scott Moen is planning a trip to Wisconsin Dells Car Show on August 27 & 28. He's has not had any responses to date. If interested in joining Scott on this overnighiter contact him.
- Beautiful weather was on hand for the annual Sorens Ford All Ford show. A few of our members walked away with trophies.
- A question about the delivery of the second order of club jackets was raised. Seems the vendor needs one more jacket to fill the order lot of 12. Scott will contact vendor to expedite this order as some of our members have been waiting two months.
- It was mentioned that Ford Motor Company is planning a Mustang Club Center in Detroit.. We will pass more information to our members as the developments occur.
- The Mid West Ford club will hold their annual show on August 21st. We plan to have a big participation from the W.E.M. We will leave from Wauwatosa Savings and Loan at 8:00 AM Sunday morning. Anyone wishing to caravan please be prompt.
- A copy of the club roster was passed out to all in attendance at the meeting. Anyone wishing a roster can pick one up at the next meeting or can send a self addressed stamped business envelope to Bob Zimmermann.
- Dick Doria reported on the upcoming trip to Door County. A sign-up sheet was circulated at the meeting. 20 rooms have been booked and 7 have already been spoken for. This is a sellout trip every year so get a jump on things and contact Dick if you are not already signed up.
- Recommendations for our next day trip were reviewed. Areas of interest were House on the Rock, The Air Museum in Oshkosh, and Stoeffers Auto museum.
- There will be a tech seminar this fall. Dick Doria and Lisa Housey will decide on a topic. A tentative date has been set for Sept. 24th.
- The meeting was adjourned at 8:25.

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

FOR SALE : 5 Spoke Aluminum wheel for '91-93 Mustang 5.0 and GT was \$338 new asking \$200. Deluxe door panels for '69 Mustang. Needs new carpet pcs. \$75. Driver side repro quarter panel for '76 or '77 Cutlass Salen/Supreme \$75. All prices firm. CALL TOM OR DAWN 672-4340

WANTED : Phone numbers of dealers, swappers, brokers, or anyone who has engine parts, body parts, or interior parts for a Mustang 2 Fastback 2.3 Litre.

I also have obsolete or hard to find parts for Mustangs '65 thru 70's. CALL CHUCK 442-8896



1994 CLUB CALENDAR



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.



Our 1984 20th Anniversary Mustang Convertible

For as long as I can remember I have been in Love with the Ford Mustang. Tammy on the other hand was introduced to the hobby almost three years ago. I give her a lot of credit, because not only did she marry me, but she married me knowing my obsession with the Mustang. Back in 1984 when the 20th Anniversary Edition Mustang came out, I was driving a well used '67 coupe. It was my year round transportation and that suited me fine. I can remember the first time I saw the Anniversary Edition at my local Ford dealer. I fell in love instantly. There was however a slight problem, Money. I couldn't afford one and that was all there was to it. I did not however, give up the dream of owning one someday. Fast forward to 1993. Earlier in the year I had joined the 20th Anniv. Mustang Registry, even though I didn't have a car. Over the past years I had kept an eye out for any cars that came up for sale. It was still in the back of my mind that if the right car came along I would buy it. The end of August '93, I received a phone call from the president of the registry, Randy Church. He said he knew of a couple of convertibles that had come up for sale. The first turned out to be more work than I wanted. I called on the second car owned by Diana Herschberger in California. Interestingly enough, I was already familiar with her car. It had been featured on the first set of Mustang Trading Cards I had bought. (I had saved every spare card on that car I could find.) It turned out that she was the original owner of the car and it had only 34,000 original miles on it. We discussed the possibility of her parting with the car and she wasn't sure she could give it up. She had only mentioned the possibility of selling it to Randy and she wasn't sure what to do. I told her to think it over and if she decided to keep the car, I would understand. She called me back a few days later saying that she had decided to sell the car but only to me. I was thrilled. The only problem was that the car, which had been sitting in Illinois for the past three years, was now on its way out to California. It was shipped a couple days before she called me back. Well what to do. The car arrived safely in California, only to have it reshipped two weeks later back to us. The car arrived back in Wisconsin without a hitch. We took delivery the end of September. Just in time to take the car on its first club outing. The OTR to Door County. Since then we have had detailed the car out and pampered the heck out of it. The car currently has just over 36,000 miles on it. It has basically every option available on it, including a dealer installed luggage rack. It's equipped with the 5.0 E.F.I. V-8 coupled to an automatic transmission. Only 669 Anniv. Convertibles were made like this. The car was the 133rd Anniversary model made and was built on the second day of Anniversary production. The car is completely documented from Ford and Diana. Diana is a true enthusiast who didn't want to part with something that meant so much to her. But because of her, my dream came true and I thank her with all my heart. The car will be cared for many years to come. Last but not least is the P-51 Mustang pictured with the car. The P-51 is owned by a local dentist in Oconomowoc. He was gracious enough to let me photograph the two Mustangs together.

THE MUSTANG STORY

(PART 4)

BEAN COUNTER MARKETING

Ford's "sporty car" market surveys were on target but McNamara's Falcon was far from sporty, in fact it had little styling at all. The Falcon did provide good value, good fuel economy and pretty much of a trouble free car. Repairs were inexpensive when needed and many insurance companies gave discounts to Falcon owners. Although the Falcon was popular, it was not a money maker. It lacked the many options which would have increased revenues. It was apparent that Ford needed a "car guy" in the driver's seat as president, not a "bean counter." What they had was a great bean counter who put Ford where it should be, on solid financial ground. The company was making money but stagnant in innovation and design. "Given the intense competition in most markets today, companies that fail to develop new products are exposing themselves to great risk. Their existing products are vulnerable to changing consumer needs and tastes, new technologies, shortened product life cycles, and increased domestic and foreign competition."

"Robert McNamara was the quintessential bean counter, and he epitomized both the strengths and weaknesses of the breed. At their best, and McNamara was as good as they came, the bean counters had great financial minds and impressive analytical skills. By their very nature, financial analysts tend to be defensive, conservative and pessimistic. On the other side of the fence are the guys in sales and marketing—aggressive, speculative, and optimistic. They're always saying 'Let's do it,' while the bean counters are always cautioning you on why you shouldn't do it. In any company you need both sides of the equation. If the bean counters are too weak, the company will spend itself into bankruptcy. But if they're too strong, the company won't meet the market or stay competitive." So under the command of a bean counter, financially, Ford was in great shape, but its cars were styleless. As Time Magazine commented, they were ". . . like McNamara himself, [with] rimless glasses and hair parted in the middle." McNamara's era ended when John F. Kennedy appointed him Secretary of Defense and Lee Iacocca was named Vice President and General Manager of the Ford Division.

Iacocca had passed up a hundred older and more experienced people on the way to the top. He had been recommended to Henry Ford by McNamara and Charlie Beacham. Now it was his turn to bring into reality the car that had been in his little black book for some time. "Somehow between the mighty Thunderbird and the plain Falcon there was a car waiting to be built, a car that was powerful but not for the rich only, a car that was small but not for the timid family man, a sporty car, not necessarily a sports car, a neat package of easy-handleable power with a stylish image." This probably is the best description of the Mustang that led to its success, a car with the flair of the T-Bird and the sticker price of the Falcon. This would be "Lee's car," a car that would make him successful in his own eyes and those of Henry Ford.

I don't think Lee Iacocca was an egotist for wanting the Mustang to be his claim to fame. I believe it was his personal passion for excellence that drove him to be, at the young age of 36, the General Manager of the biggest division in the world's second largest company. That's quite an accomplishment for anyone and Lee got just what he wanted, his goal. "There's a world of difference between a strong ego, which is essential, and a large ego—which can be destructive. The guy with a strong ego knows his own strengths. He's confident. He has a realistic idea of what he can accomplish, and he moves purposefully toward his goal.

But the guy with the large ego is always looking for recognition. He constantly needs to be patted on the back. He thinks he's a cut above everybody else. And he talks down to the people who work for him." This was not Lee Iacocca. Driven leaders also don't give up. Somehow they find a way to accomplish their goal. Lee Iacocca was driven to bring to the youth and youthful of America, a car that would be as successful as himself, the Ford Mustang.

He was driven by the belief of his parents, "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."

THE BIRTH OF THE MUSTANG

Before Iacocca could begin his dream, he had to steer Ford away from one of McNamara's brainstorms. "Robert McNamara had authorized the development of another new car, a German built compact known as the Cardinal. It was scheduled to be introduced in the fall of 1962, and was to be the American response to the Volkswagen. Like the Falcon it was small, plain and inexpensive. Both models expressed McNamara's deep conviction that a car was a means of transportation and not a toy." Ford had already invested \$35 million in the Cardinal and Lee had to use all the salesmanship he could to convince Ford's Board of Directors to cut its losses and dump the car. After a Cardinal reconnaissance trip to Germany, Lee found the car to be just what he expected, small, no trunk, no power and most of all no styling. The car was a "loser" he told Henry Ford, "to bring another lemon so soon after the Edsel would bring this company to its knees." (Iacocca, 62) Henry got burned to the tune of \$350 million on the Edsel and learned the hard way that you can only sell what people are willing to buy. It's a sad story that no one at Ford wants to remember except from the lesson that was learned. Needless to say, Henry listened. "The famous Edsel automobile on which Ford lost \$350 million, met Ford's internal positioning needs but not market's needs. Ford noticed that Ford owners would trade up to General Motors cars like Oldsmobile or Buick rather than step up to Ford's Mercury or Lincoln. Ford decided to create a steppingstone car to fill its line. The Edsel was created, but it failed to meet a market need because many similar cars were available and many buyers were turning to smaller cars."

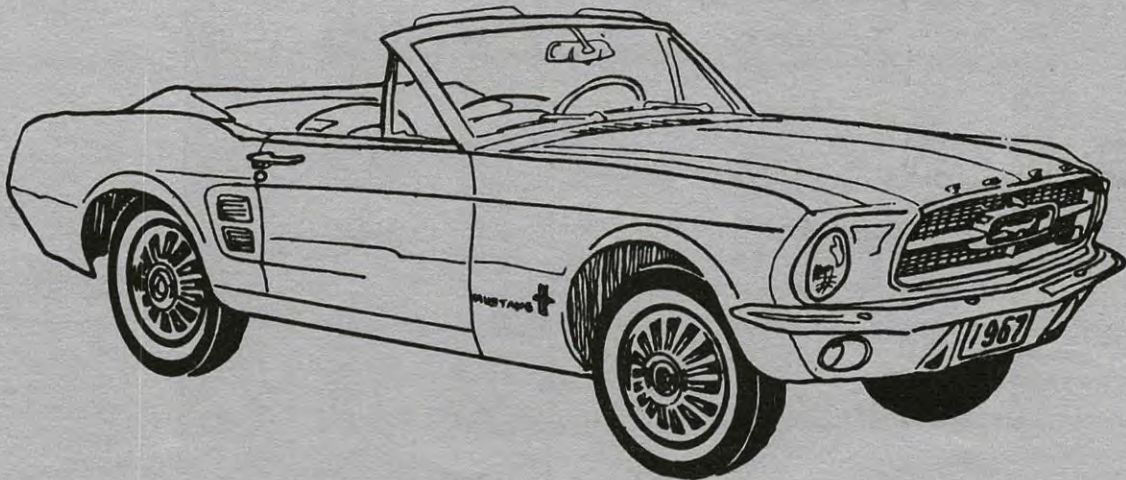
Only two members of the board opposed the Cardinal idea, the controller and the head of international operations. The bean counter viewed the \$35 million as a quarterly loss and the international guy probably lost some face overseas. The Cardinal was scrubbed and Lee was free to work on the new model. He put together a team of bright, young and creative men from the Ford division to do the planning on the new car.

"We started getting together once a week for dinner and conversation at the Fairlane Inn in Dearborn, about a mile from where we worked." This was the start of the famous "Fairlane Committee" of eight men. For 14 weeks they met after work to discuss the needs of the growing demand for a car that the youth market would accept. "This youth oriented car was to be the cornerstone of a whole new plan, a comprehensive marketing theme which later came to be termed "Total Performance." Along came the V8 Falcon, fastback roofs, floor mounted four speed transmissions and the high performance engines of the early sixties. Ford Motor Company had returned to serious NASCAR racing, which Iacocca felt was all part of the "youth image."

PART 5 NEXT MONTH

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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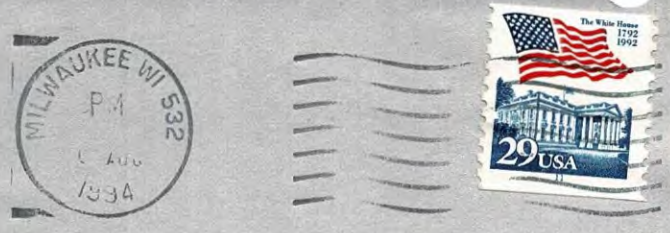
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