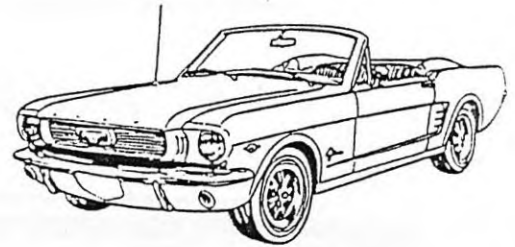




PRESERVATION

RESTORATION

ENJOYMENT



MUSTANGERS

" A Few to Preserve the Best "

From the Prez :

September 30, 1994

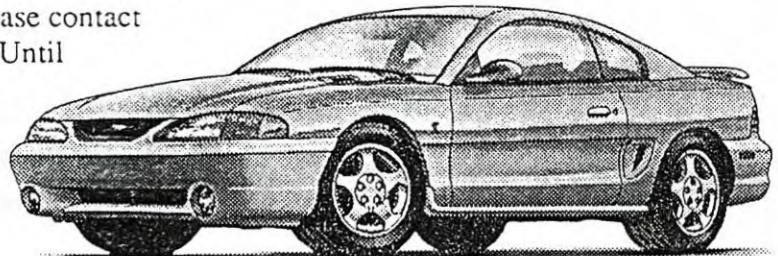
You know it's quite interesting what you read in magazines every now and then. A couple of weeks ago, one of the weekly car magazines had a short blurb in it about how, for the first time in a number of years, the GM F-Bodies were going to surpass Ford's favorite ponycar in sales for the year. Well a quick check in " Automotive News ", which publishes production figures weekly, shows that from Jan. 1, 1994 - September 24, 1994 that Ford produced 146,387 Mustangs to GM's 139,842 Firebirds and Camaros combined. Just goes to show you that the only way for GM to come close to Ford, is to put two vehicles up against one. And we're still kicking their tails in production !

What a great couple of weeks we have been having for Ford lately. First Ford won the manufacturers title in TRANS-AM racing with the Mustang , and last weekend Rusty Wallace won the manufacturers title in NASCAR racing with the T-Bird. It just doesn't get any better than this. Then again. I recently talked with one of the guys out at Ford SVT, and found out it looks as if Ford is going to produce the '95 R-Model Cobra with the 351. I guess you can have your cake and eat it too !

I'd like to remind everyone that before the normal meeting in November, at 7:00 pm, we will be holding our 1995 planning meeting. This meeting is open to all WEM club members and guests. We will be laying the groundwork for next years events. We would like to have anyone that is interested, come on down, and tell us what you want to see happen for '95. If you have any information on other '95 Car Show dates, please bring them along so we can include them in our schedule.

Lastly, I still am looking for club members who are current MCA members. Please contact me with you MCA #. Thanks. Until next time . . . Keep on Stangin !

Scott



FROM YOUR EDITOR



Mustang Videos

Our club has various videos that you may be interested in borrowing. If you would like to do so you can by attending a club meeting. To borrow one see Bob Zimmermann at the meeting and sign one out. You are asked to return it by the next meeting. Some of the videos we have in our library are:

The Mustang
The Story of the Mustang
Ford Flashback
Ford Legends
Hot Cars
Classic Car Shop
Charlotte 30th Anniversary

Classified Anyone? ?

Just another reminder that our club members are entitled to advertise in our monthly newsletter. There is no cost for this service and advertising is not restricted to automobiles or car parts. The only request is that you send

your ad to Bob Zimmermann prior to the monthly club meeting which is held on the last Monday of each month. This is a quick and inexpensive way to peddle your wares.

1995 Planning Session

Soon we will be planning the activities for our 1995 season. We have included a coupon for you to fill out and return. By returning this we will find out what events most interest our members. We can then proceed with our planning from there. The planning meeting is open to all members and will take place one half hour before our November meeting. Please either attend this session or mail in the survey.

Facts on Antifreeze

I recently read an article in the AAA magazine that dealt with changing your antifreeze.

The two major manufacturers of anti freeze, Prestone and Zerex recently introduced new formulas that promise to protect a cars cooling system against corrosion for four years. Most people feel that if a car is not used the corrosive protection will not dissipate. The fact is that the protection against extreme weather will be maintained but the additives that protect against corrosion will not be effective after three years. Most old car buffs like ourselves feel that if we only put on a couple thousand miles a year engine fluid should last a lifetime. This assumption may be a costly one.

Until Next month,
Fraternally Yours,
Bob Zimmermann

BALANCE OF '95 CALENDAR

October 15th: Mustang Seminar, Dick Dorias House, 10AM. 2511 W. Carrington AV .O.C.
October 31st: Club meeting at Wauwatosa Savings Bank Oak Creek.
November 28th Annual planning meeting and Club meeting.
No meeting in December

MINUTES FROM MEETING HELD SEPTEMBER 26

- The meeting was called to order by president Moen at 7:30 PM.
- Dick Doria gave the club financial report.
- A report to the outing to Road America was given. Five cars toured along on this outing. The weather was great. We will possibly put this on next years calendar for a club outing for '95.
- The annual trip to Door County is rapidly approaching. To date 14 cars will be going. The south siders will meet at Wauwatosa Savings Bank at 9AM Oct. 7. They will pick up the north siders at I-43 and Brown Deer road at 9:30. A dinner outing is planned at he Nightengale in Sturgeon Bay.
- Members were reminded of the seminar to be held at Dick Dorias house on Saturday Oct. 17 at 10 AM . Dick and Lisa Housey have put together a session on care and maintenance of the Mustang.
- Ed Witts Venus Ford is hosting a Ford show on Saturday Oct. 1. Dash plaques will be issued to entrants.
- The members were reminded of the upcoming planning session for '95 club events. This will be held one half hour before the club meeting on November 28th. It was suggested that we reactivate a committee to plan our club trips. There will be an interest survey in this newsletter. Please fill it out and return prior to this meeting as it will aid in planning activities that most interest our members
- We may rejoin the M.C.A. as a regional group. We would be required to have 10 active members from our club holding membership in the M.C.A to qualify. If you currently are a dues paying member in the M.C.A and have not notified Scott Moen, please do so.
- The meeting was adjourned at 8:05.

SURVEY FOR 1995 CLUB EVENTS

On November 28th we will hold a session to plan for our 1995 club events. Please take a few minutes and fill out this survey and mail before November 15th. Thank you.

Yes No I plan to participate in one or more of our club outing in 1995

Yes No I would be willing to assist in the planning of a club event.

I would like to have the committee consider these destinations for an over the road trip.

I would like to have the committee consider adding the following to the '95 calendar.

NAME _____ PHONE _____

SEND SURVEY TO: Bob Zimmermann
2307 W. Carrington Ave
Oak Creek WI 53154

CLASSIFIED



FOR SALE :1965 Mustang 2+2, 289/4V, A Code, 4 Speed, Power Steering, Disc Brakes, Console, Rally Pac, Posi, Fog Lights, Remote Mirror, Perfect professional restoration. New Crager S/S wheels and tires. Spinner Hubcaps. CALL DAVE 414-392-2812

FOR SALE : 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

FOR SALE : Autolite 1100 Carburetor. Rebuilt and cleaned. Looks and runs like new. Asking \$35. Black dash pad from '67 Mustang. In good shape \$15. Complete heater assembly for '67 or '68 Mustang \$15 Door hinges from '67 and '68 \$10 each CALL BOB 414-761-2007.

FOR SALE : 1964.5 Mustang Coupe. Third owner. White vinyl roof over blur 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

FOR SALE : 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

FOR SALE : 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 Saleen 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

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THE MUSTANG STORY

(PART 6)

THE ORIGINAL BODY DESIGN

In August, 1962 another set of dimensions were laid down. Four styling teams were brought together to each design a car with a price tag of \$2,500, a 2,500 pound curb weight, which calculates to \$1.00 per pound. I don't think Ford priced their cars by the pound, it was more than this highly competitive market would bear. The car would be a 180 inch maximum length, four seats, floor shift and the use of mostly Falcon mechanicals. The only thing remaining was the body engineering job since its basic chassis, engine and drive train were off-the-shelf Falcon and Fairlane components.

The teams that would design the body were from Ford and Lincoln-Mercury Divisions, Corporate Projects and Advanced Design. Each group was given two weeks to come up with clay models. Full scale clay models were the start of any design and the teams worked around the clock to have them ready on time. On August 16, 1962 seven full scale clays were assembled at the Ford Design Center for management's selection and approval. "One leaped out from the rest. 'It was the only one in the courtyard that seemed to be moving,' Iacocca said later. Henry Ford II agreed. The clay model was the only one selected by management and the one they would produce in 1964. This body design was to be the outer shell of the new Mustang. The actual name "Mustang" came later after much debate, but for now, the name "Cougar" rested on a plaque along side the car.

The battle was far from over, Ford corporate management was not totally convinced to spend the money on the so-called "youth market." Gun shy from the Edsel's demise, the Edsel too had been market researched to be an instant success. The corporation had already ear-marked \$250 million for re-tooling the regular Ford line for 1965. So the President of Ford, Arjay Miller ordered a study to determine an incremental volume proposal for the new car. Arjay was concerned that this new entry would steal-the-show or "canablize," or cut into the Falcon sales and damage the Fairlane series as well. His study revealed that the new car would sell 86,000 units. That was a respectable figure but not quite good enough to warrant the expenditure. The one thing that saved the Mustang project was that Henry Ford liked the idea and since he had his name on the building, the project was approved. Henry also liked the fact that with a minimum investment of \$75 million, they would return to Ford a totally new model. "There was a lot of cost work done on it, Hal Sperlich relates, and a lot of hard selling, because we had to sell it to a management that didn't really understand it and didn't want to do it. The first planning volume for the car was 75,000 units, and that's where the program was finally sold."

NAMING THE "MUSTANG"

The clay model that Lee Iacocca was so impressed with was designed by Dave Ash an assistant to Ford Studio head Joe Oros. Both men thought of the car as being "feline" in nature and named it Cougar. In 1967, Lincoln-Mercury would use the name "Cougar" for its intermediate entry to compete against the Oldsmobile Cutlass. The name of a product can also be critical to its success. Choosing the wrong brand name for a product can seriously limit its success.

Ford had used bird names prior to this with Thunderbird and Falcon. But what did those names say about the product?

"The brand name should not be a casual afterthought but an integral reinforcer of the product concept.

Among the desirable qualities for a brand name are the following:

- 1) *It should Suggest Something About the Product's Benefits:* *Examples : Coldspot Beauty rest, Craftsman, Accutron.*
- 2) *It should Suggest the Product Qualities Such as Action or Color:* *Examples: Duz, Sunkist, Spick and Span, Firebird.*
- 3) *It Should Be Easy to Pronounce, Recognize, and Remember: Short Names Help:* *Examples: Tide , Crest and Puffs.*
- 4) *It should Be Distinctive: Examples: Mustang, Kodak, Exxon. "*

Lee Iacocca didn't have much to do with naming the Mustang but he realized it wasn't always easy.

"When it comes to naming a car there's always a battle. And for good reason: The name of the car is often the toughest part to get right. It easier to design doors and roofs than to come up with a name, because the process is inevitably subjective. Sometimes the process can get pretty emotional." Early in the project the car was called a number of names. First, it was called Special Falcon, then Cougar by the Oros-Ash team. Henry Ford II liked the name Thunderbird II but he was the only one, and even having your name on the building didn't help. Maybe that's why the Edsel was such a flop. Come to think about it, what the hell is an Edsel anyway? At a product meeting in May of 1963 four names were selected, Monte Carlo, Monaco, Torino and Cougar. Monte Carlo and Monaco had already been registered with the American Automobile Manufacturers Association so it left Torino and Cougar. For some unknown reason those two were not selected but later were used by Ford and Lincoln-Mercury. The Cougar is still around today.

John Conley of the Ford ad agency had named the Thunderbird and Falcon and was now sent to the Detroit library to investigate animal names from aardvark to zebra. How would you like to be driving a new "Aardvark" four door sedan or maybe a Grisly convertible? News flash, 1997: Sales of the all new 'Rhino' luxury sedan featuring the "Rhino Ride" have been extremely slow, while its competitor, the sleek new Leopard sports sedan is setting record sales equivalent to the Mustang. What's in a name anyway?

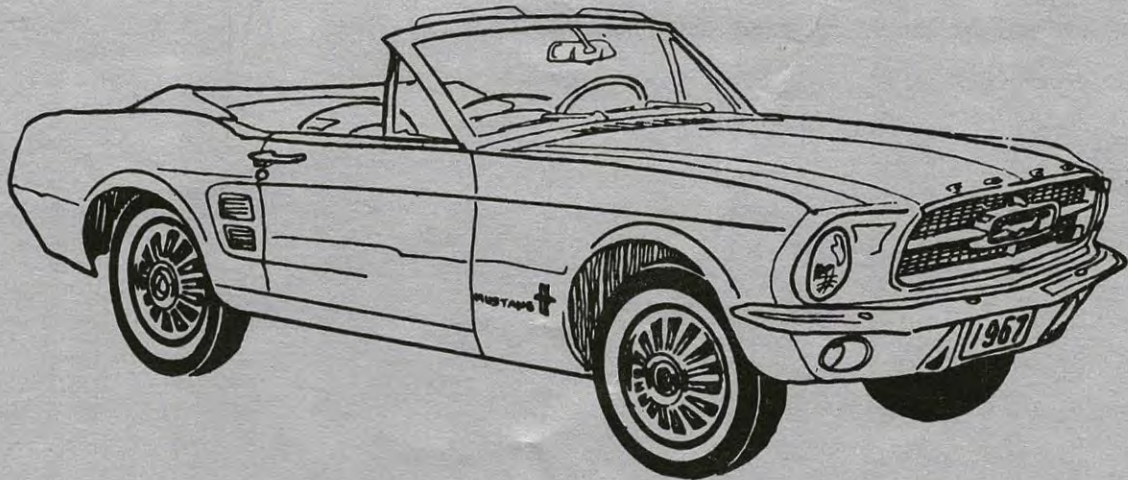
On the more serious side, how about the American Motors, Nash "Rambler" commonly known in those days as a Kenosha "vibrator," named after the city of Kenosha, Wisconsin where it was made. Not only did American Motors build bath tubs, like the Pacer, the names chosen were as bad, if not worse than their designs. A lot goes into the name, and the success or failure of a company is at stake. American Motors went out of business and was taken over by Chrysler in 1987; the Japanese automobile, I believe, sent them to their grave, along with their AMC "Gremlin". I guess I got off the track a little but I think the point was well taken.

John Conley came back from the library with 6,000 names and narrowed the choices down to six: Bronco, Puma, Cheetah, Mustang and Cougar. Mustang had been the name of one of the car's prototypes. The Mustang I, curiously, was not named after the horse but for the legendary World War II fighter plane, the P51 Mustang. "We all liked Mustang, and as the ad agency said: it 'had the excitement of wide-open spaces and was as American as hell." Thus the name "Mustang" came into being. The Mustang emblem still gallops today on the newly styled 1994 Mustang grill, just as it did in on the side of the two seater experimental, dubbed Mustang I.

PART 7 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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