



THE GALLOPING

GAZETTE

SEP 1987

CENTRAL VIRGINIA MUSTANG CLUB

ISSUE 18

PRESIDENT'S MESSAGE SEPTEMBER '87

The excitement and anticipation is rising to a fever pitch with Sept 12th drawing close. Everyone is working to get their car ready and still find time to work on the show preparation. Last month it seemed as if no one cared about the show, but now the activity is almost frenzied. The gates will open around 7 A.M. Sat. morning, but we'll do most of the preparation Friday after 4PM and evening. If you want to help, come on down!

We are still looking for someone to take over the editing and publishing of the newsletter. I know that everyone is thinking how they could attempt to do a job like Tina has been doing. Well, the newsletter is the life blood of the Club; it is the glue that holds everything together. It is imperative that we locate someone with an interest in the Club and would devote a day or two a month to its editing. Tina has agreed to assist whomever. Anyone interested should contact me at 379-0379 or at home at 276-3129.

The Fall Southside 200 Lap Enduro race is Sunday September

27th with Michael Walker (#54) and Tina Fritz (#50) racing toward that \$1250 first place prize. If anyone is interested in working on either race car or offering support, call Tina at 370-0379. Good Luck Mike & Tina.

Check the Events Calander for all the Autumn events starting with our own Classic Car Cavalcade Sept. 12th, the Enduro Sept 27th, the Virginia Pilot's Assn. Air Show Oct 4th, and the White Post Celebrates '87 weekend Oct 16th & 17. Once you get your car cleaned up the our show, plan to show it off all over Virginia.

TERRY WAGNER, PRESIDENT

NOTES--NOTES--NOTES--NOTES:

--->Have you forwarded your UKROP's receipts to Secretary, Donna Seay?

Remember, you have until September 19th to collect them. Our proceeds will be donated to the Butch Lindley Driver's Fund.

--->In addition to our regular raffle tickets that we sell at the car show (\$1 a piece or 6/\$5), a beautiful quilt or professional timing light will be offered in a special raffle. The ticket drawn first will get their choice. Pink tickets for this special drawing are \$1 each available from Club members or at the car show.

--->Only a few more races left in this season at Southside Speedway. Come out and cheer for your favorite Mustang, the run in all three classes. (Continued on Page 4)

THE MUSTANG STORY... CHANGES

By March 1966, the millionth Mustang had been sold. By November of that year, sales had passed the one-and-a-quarter million mark. Mustang was the third best-selling car in the industry at that time.

However, the introduction of a successful car leaves the manufacturer little room for complacency. Even the establishment of a new market carries no guarantee that the pioneer will continue to enjoy a hold on the market he created. Buying attitudes change. The needs and desires of car fanciers change. Competitors are studying these trends, & their designers are constantly at work to produce a model that will attract the eye & orders buyers.

So, in the years after public introduction, Mustang underwent a series of changes in size, appearance and basic appeal, with a wider ranges of models. The first fastback was offered in September on the introduction year. In 1969, the luxury Grande and the Mach I, highlighting the sporty, performance aspect, were introduced.

BOSS 302 and BOSS 351, performance cars, appeared in 1970 and 1971, respectively; the BOSS 429 became the "ultimate" car for many drag strip drivers and fans. The Mustang actually inspired an entirely new kind of car competition called "Trans Am," where the car line rather than the driver is awarded the championship. Mustang won Trans Am competitions in 1966 and 1967.

Between 1965 and 1973, the car gained over 600 pounds and more than a foot in length. And, beginning in 1967, sales of Mustang began to decline.

Also, the letters Ford was receiving from consumers about Mustang had a decisive change of tone -- they were still "love letters," as they had been from the start, but the writers began to express growing disenchantment with the increases in the size of the car.

In May, 1968, Anna Muccioli, a Ford stockholder, got the floor at the Company's annual stockholder meeting and made a similar complaint:

"I have a '65 Mustang and I don't like what's happening. They're blowing them up. Why can't you just leave a sports car small? I mean you keep blowing them up and starting another little one, blow that one up and start another one. I mean why don't you just leave them?"

Comments such as these, the decline in Mustang's popularity, and the growing sales of luxury small cars being imported from Europe and Japan were straws in the wind. These factors were noted carefully by Ford management, and in particular, by Lee A. Iacocca, then Executive Vice President of Ford North Am. Automotive Operations. Credited with being "father" of the original Mustang, Iacocca was named Company President in 1970.

After careful study and much discussion, the decision was made in 1969 to make an entire new car line out of the Mustang. As Iacocca put it,

"Trying to please one segment of the Mustang market that wanted the car bigger, we were losing the much larger majority of original Mustang lovers who didn't want it changed . . . the market never left us. The original Mustang buyer is still there, still wanting a good little car. We walked away from the market."

MUSTANG II - WHAT ARE BUYERS LOOKING FOR?

Deciding that the Mustang did indeed need to be changed was considerably easier than determining what kind of

new car should be offered. Several factors in the new car market of the late 60's and early 70's shaped the design and appeal of what would eventually be called Mustang II: --the small car segment of the market grew from 23% in 1964 to 40% in the early 70's.

--sales of subcompacts doubled between 1967 and 1972.

--1972 marked the first sales decline for economy imports, but luxury imports were enjoying record-breaking popularity.

--sporty compacts (Mustang and the competitors it drew, Firebird, Charger, Camaro and Javelin, for example) were becoming less popular, while sporty subcompacts were enjoying growing sales; this was true especially with the under-35 age group, a group that was increasing its percentage of the total number of buyers.

--Ford executives saw signs that the car buyer of the 70's was more concerned about quality construction than were buyers of the 50's and 60's.

The new Mustang, then, would have to combine the luxury and high quality look and feel of a big car with the convenience of the new, popular small cars, specifically the subcompact.

To achieve a totally new look for the car, Iacocca turned to the Ghia design studio and carrozzeria in Turin, Italy, a house that has produced car bodies and prototypes for Rolls Royce, Alfa Romeo, Maserati and others, and is now owned by Ford Motor Company. Within a few months, Ghia designers produced two prototypes, a fastback and a notchback (the traditional squared-off roof).

Having two actual cars to examine in such a short time gave the design program a good head start, and the Ghia models were very influential on the final car design. In fact, the top-of-the-line Mustang II for 1974 was called Ghia. The Company's design studios in Dearborn already had been working at design possibilities, and some of their later models were inspired by the Ghia entries.

After several consumer reaction clinics, a fastback design by one of the Ford studios was identified as the most promising. However, favorable response to a notchback model at such a clinic in San Francisco indicated that the notchback did indeed have an "audience," and plans were made to market the car in both body types. Interior design and detailed engineering began.

"FITS AND FINISHES"

As the development of the car progressed, efforts were made to ensure that it would have minimum NVH, automotive shorthand for noise, vibration and harshness. The car's isolated sub-frame, front suspension and engine mounting system that reduced the vibration common to 4-cylinder engines became particular points of pride among Mustang II engineers.

It was decided early that the car should offer the level of sound-deadening common on higher-priced cars, along with rack-and-pinion steering for positive and quick steering action. A power option with rack-and-pinion steering, never before offered on an American-made car, was approved. In addition, Mustang II would feature the first engine built to metric specifications in the U.S.

A special "fits and finishes" task force was assigned to ensure that the production cars would be built with precision. The watch word for Mustang II: "jewel-like."

PRESENTING A NEW IMAGE

As with the original Mustang, consumer groups who reviewed Mustang II guessed its price as much higher than the basic price the Company actually planned. Potential

SPOTLIGHT ON SPONSORS

Pay for your membership when you present your Club card to these businesses and receive from 10 to 45% off your purchases:

DICK STRAUSS FORD
Midlothian Turnpike
794-0500

THE FORD STORE INC.
Ford Performance Parts 50-70's
Ashland, VA - 798-9300

HERALD SALES COMPANY
Kar Kraft & Mirror Glaze Products
Near the Diamond 358-4995

MUSTANG BILL'S
3 Miles W of Short Pump on Rt 250
270-6555 or 270-4485

NAPA/GENUINE AUTO PARTS
All Richmond locations
(Reference Cash Acct #1918)

RAY BROYHILL FORD
Hopewell, Virginia
1-748-4405

RICHMOND MOTOR COMPANY
4600 West Broad Street
254-9254

NEWEST SPONSOR:

RICK'S RESTORATIONS
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222-8481

SEREDNI TIRE & AUTO CENTERS
Northside/266-4955
Southside/232-4515
Mechanicsville/730-1440

VILLAGE CLASSIC
DeWitt, Virginia
1-469-3034

NOTES-NOTES-NOTES--CONTINUED

--->When is the last time you attended a Club meeting? Did you know it's a great place to pickup information on where to get parts, references on local restoration companies, paint shops, engine and transmission rebuilders and just about any aspect of cars. Last meeting it seemed that just about everyone went home with a nice door prize...race cushions, oil, etc.

Rick's Tips

Volume 8

The following list of points deals with whether a car falls into modified verses radical according to MCA. An owner can place his car in stock or modified, depending on where his interests fall and where he feels he has the best chance of winning a trophy:

A. WHEELS (Other than Stock)	5
B. PAINT (Color Change)	5
C. CUSTOM PAINT	15
D. FENDER FLARES	10
E. BOLT-ON HOOD SCOOP	5
F. MOLDED HOOD SCOOP	10
G. BOLT-ON SPOILERS	5
H. MOLDED SPOILERS	10
I. STRUCTURE CHANGE	40
J. INTERIOR CHANGE (Color Chg)	5
K. CUSTOM INTERIOR	15
L. MINOR ENGINE CHANGES (Ford Engine-Chrome, etc.)	10
M. MAJOR ENGINE CHANGES (Large Block Ford in 65-66, or blown, turbo-charged, injected, etc.)	20

MODIFIED1 - 55 Points
RADICAL56 or more Points

If you have any questions, please feel free to call. HAPPY CRUS'IN
RICK NOCHTA 222-8481

--->Jim Gladson has decided to run the 1988 CANNONBALL Rally as a tribute to his father that passed away recently. Jim needs two teammates to share expenses. The rally vehicle will be a 1988 Dodge Caravan provided by Jim. More next issue

--->BE CAREFUL ON THE DOWNTOWN EXPRESSWAY! Butch Williamson and Donna Seay had a close call one evening recently when someone tossed a heavy object from an overpass that ripped a hole near the passengers mirror on the riders side of his newly completed modified Mustang. A few more inches and serious personal injuries could have occurred! --->OUR NEXT MEETING WILL BE October 7th at Richmond Ford. We are continuing to check out new locations. If you have a suggestion, please let an officer know.

--->ELECTIONS will be coming up in the next few months. Will consider being an officer or on the Board of Directors? Be ready to volunteer and offer your time and ideas freely!

EVENTS

SEP 2 - CENTRAL VIRGINIA
MUSTANG CLUB Regular Club
Meeting at 7:30 PM, Richmond Ford,
4600 W. Broad St.

SEP 5 - OFFICIAL CLUB CRUISE
NIGHT at Bill's BBQ across from the
Ashe Ctr on Boulevard at I-95.

SEP 12 - CENTRAL VIRGINIA
MUSTANG CLUB's Classic Car
Cavalcade at AJD Parking Lot.

SEP 27 - SOUTHSIDE 200 LAP
ENDURO RACE 4:00 PM Southside
Speedway.

OCT 4 - VIRGINIA PILOT'S ASSN. AIR
SHOW at Chesterfield Co. Airport.

OCT 16 & 17 - WHITE POST
CELEBRATES '87 Weekend

buyer studies conducted by the Company and its advertising agencies identified the probable Mustang II buyer as a middle-income, suburban American, a young person who would be concerned with quality -- handling, workmanship, economy, value for the money -- but one also interested in the level of luxury that is traditional in expensive American cars, attractive design and the pleasure of driving a fine car.

Based on the profile of expected buyers, marketing strategy was developed to associate Mustang II with style and quality. It was learned that the demographics of customers at the major shopping malls throughout the country closely paralleled the profile -- for its formal introductions, the car was displayed at a number of these enclosed malls, with the display hosts and hostesses wearing the latest in clothing fashion.

The car also displayed at 13 major U.S. airports, and a Mustang II was awarded as a prize in the U.S. Tennis Open. It was featured in ski magazines and at ski eqpt shows, to capitalize on the popularity and image of that sport.

Mustang II's were provided to 100 U.S. colleges and universities that offer marketing studies programs, and prizes were awarded to the student groups preparing the best advertising and marketing recommendations for the car. This exposed Mustang II to large numbers of youths.

Commercials on top-rated television shows heralded the car's introduction, and ads in large circulation magazines and newspapers added to the marketing momentum. Automotive writers were given Mustang II's to test-drive and review in their publications. Prior to introduction, special training films on handling Mustang II sales had been prepared and distributed to dealership salesmen, and advertising kits to promote "Hometown Ford" had been made available to dealers.

The initial advertising for the car appealed directly to the luxury tastes for the projected buyer -- emphasizing that the car was completely new and different Mustang, that it was small, and that it offered the most advanced engineering features as well as comfort and convenience touches -- all to suit the "target" market established by the Company during the car's development.

However, sales of the car during its first few weeks at the dealerships were discouragingly low. Quick studies of the situation were launched, and the major cause of the lagging sales was discovered. Assuming that Mustang II's many luxury optional features and the higher-priced Ghia model would be popular with the target market, the Company had distributed to its dealers too many Ghias and other models heavily equipped with options.

Small cars generally are associated with lower prices; to position the new car properly in the marketplace, more of the basic, lower-priced models would have to be made available at the dealerships. As it was, customers arriving at their dealerships frequently had difficulty finding a base model to examine or test-drive, and the prices of the heavily-equipped models often were beyond their expectations.

Two steps were taken immediately to rectify the situation. Mustang II advertising was modified to emphasize the low base price of the car -- under \$3,000 -- and production plans were revised to supply dealers with more of the base models. It was learned also that initial advertising for the car did not stress adequately the new size of Mustang, and that was corrected.

With these changes in effect, a gratifying upswing in

sales took place. Although Mustang II did not approach the initial success of its predecessor, more than 285,900 Mustangs were sold during the 1974 model year, representing a 135% increase over Mustang sales during the 1973 model year. The model breakout at the end of the first model year showed that 47.2% of the Mustang II's sold were the base two-door model, 19.5% the Mustang 2-plus-2 hatchback, 10.9% the sporty MACH I, and 22.5% the top-of-the-line Ghia.

Sales results indicated that the 1974 Mustang II had strong appeal among young, well-educated and well-paid consumers. Early buyer surveys showed that 28% of the 74 Mustang II owners had completed some college, 26% were in the 20-24 age bracket, 31% were in technical or professional fields and 11% earned \$20-25,000 per year.

Of the Mustang II buyers, 61% were married, 33% had no children, 58% had vacationed by car in the US or Canada in the 12 months prior to their car purchase, and 63% owned 2 or more cars after their Mustang purchase.

The median age of the 1974 Mustang II buyer was 28, median income was \$16,053, and average number of years of education was 14.

One factor affecting the sales of Mustang II was unforeseen by the Company, indeed, by the country--the oil embargo by producing nations of the Middle East and subsequent fuel shortages suffered in the US. For the initial target market of Mustang II, fuel economy was not a prime concern. However, as the fuel situation worsened, consumer studies showed that Mustang II was perceived by the public as a particularly good "buy" in terms of gas mileage.

The Company did advertise fuel economy test run results for its small cars, including Mustang II, during the "I Didn't Know That" television campaign, but advertising for the Mustang II alone did not capitalize on the fuel shortage as a selling point. Yet, the oil embargo did help to boost Mustang II sales through the model year.

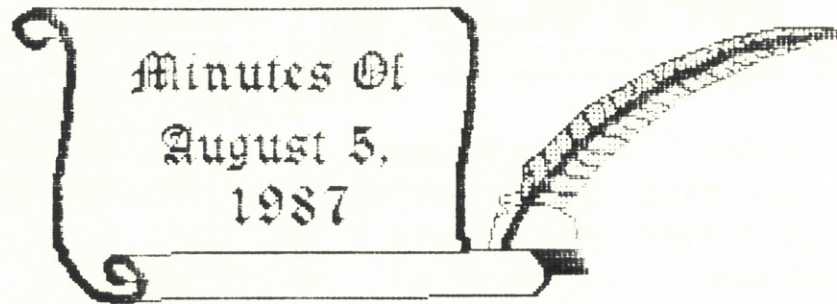
The development of Mustang II represented a reversal of the traditional price-size relationship--that is, bigger cars being more luxurious and expensive. It stepped away from the tradition of small cars being spartan in comfort and style, and with its wide option availability, offered the consumer individualized luxury in a convenient size. At the beginning of the 1975 model year, competitive vehicles already were appearing on the new car scene.

MUSTANG: A STUDY IN BUSINESS

Essentially, the story of the Mustang is the story of business investments carrying elements of substantial risk--the first car creating a specific market out of the general interests of consumers, the second responding to fairly well-defined buyer demands. While each car has its unique points, both represent the strenuous efforts of a business enterprise to satisfy the wants of the buying public. In the automotive industry, the customary 3-year development period of a new model car makes it imperative that the demands of the eventual customer be anticipated and identified accurately and well in advance.

In the end, the customers must be convinced or they cannot be sold. When they are satisfied with a product, it is because the total effort in design, engineering, production and promotion remained on target all the way. In the last analysis, the customer is the judge.

The Mustang met this test with outstanding success--the popularity of Mustang II indicates that the Company made a second good decision, this time in changing the car.



The regular monthly meeting of the Central Virginia Mustang Club was called to order by Terry Wagner, President, at 7:30 P.M., Wednesday, August 5th at Richmond Ford, 4600 West Broad Street.

Bob Leipertz gave the Treasurer's report stating the Treasury at \$881 and the membership at 136. It was also mentioned that the Club's annual premium of \$350 for the Club's liability insurance had just been paid.

Carroll Lipscombe, Parade Chairman, stated that there was a parade in Mineral, Virginia, Saturday, September 7th at 4:00. Any interested members should contact Carroll. As Judging Chairman, Carroll stated that he needed more judges for the car show.

Monty Evans, NASCAR and Speaker Chairman, noted that Bill Elliott had won the Talladega 500 recently and that Tina Fritz would speak about her experience in the Coors 200 Enduro this evening.

Refreshment Chairman, Barbara Evans had the usual refreshments and a battery charger for the main door prize.

Bill Thompson, Trophy Chairman, advised that the plaques for the show were in and the trophies were on order.

Tina Fritz, Publications Chairman, advised she had car show flyers available and encouraged all members to distribute them.

Betty Wilson and Bonnie Fischer of the Scrapbook Committee requested donations of pictures concerning Club activities for the Scrapbook.

Leroy Lilly, Sponsors Chairman, stated he would be getting with his committee in the next week. He also stated he had sponsorship letters for anyone who wished to solicit businesses for Club & Show sponsorship.

Kenny Fischer, Car Show Chairman, advised that we would have a pre-show raffle. Tickets would be available at September's meeting and a quilt would be given away. All members are asked to help sell tickets for this raffle. Kenny also asked that members distribute flyers for the Car Show and to pre-register for the show to bring in funds to help finance the show and speed up processing entries the day of the show. Monte Evans added that he had a supply of registration forms available.

Donna Seay advised the Club regarding the IRS application for non-profit status. It was noted that according to the gentleman handling our application at the IRS that CVMC was not eligible. It was stated that we would reevaluate our application and submit additional information for review.

Donna also stated that Regency Square would not be available for a meeting place until October at the earliest and she would continue to followup.

At last month's meeting a motion was made and seconded to amend the Bylaws to include a Second Vice-President. This amendment would allow a First Vice-President whose primary duties would be Car Show Chairman and the Second Vice-President to handle membership. Open nominations were taken from the floor. Kenny Fischer nominated Mike Timms. Mike accepted the nomination. Brenda Jones was nominated by Barbara Evans.

Brenda was absent but the membership felt she would accept the nomination. Carl Evans was nominated but declined. Nominations were closed.

A secret vote was taken and tallied. Mike Timms was elected as the Club's new Second Vice-President. Since Mike serves on the Board of Directors, nominations were opened to select a replacement. Brenda Jones and Judy Evans were nominated. The vote was taken by secret ballot, tallied and Judy Evans was elected to serve out Mike Timms Board of Directors position.

An open discussion was held on a Club picnic. It was the general opinion of the membership present that the weekends in Aug and Sept and Oct were already booked with local car shows, races, and car events, etc. that it would be hard to pick a date where a majority of the members would be able to attend. A picnic is not being planned at this point.

Tina Fritz also noted she is still looking for someone to handle editing of the newsletter. Please contact her if you're interested.

BREAK! Donna Seay reminded everyone to save Ukrop's receipts for the Club's Butch Lindley Project. Please give them to Donna at a meeting or mail them to the Club's POBox.

One new member was welcomed at the meeting, Sonny Amick who owns a '71 MACH 1.

The drawing was held after which Tina Fritz spoke about her experience as a driver in the Coors 200 Enduro Race.

The meeting was adjourned.

Respectfully Submitted,
Donna Seay, Secretary

**BLUE C.V.M.C GREETING CARDS
WILL BE AVAILABLE AT THE OCT. 7
MEETING. PICK UP A FEW AND
PLACE ONE ON THE WINDSHIELD OF
THE NEXT MUSTANG YOU SEE!**

The Galloping Gazette is published monthly by the Central Virginia Mustang Club, Inc. a non-profit organization promoting the safe and enjoyable use of our vehicles and to preserve and authentically maintain Mustangs. Submit materials to:

Donna Seay, Club Sec.

or mail to:

Editor

The Galloping Gazette
Central Va. Mustang Club
P.O.Box 35474

Richmond, Virginia
23235-0474.

CLASSIFIED ADS: We invite CYMC members to contribute personal advertisements free of charge in our Club's newsletter. Classified rates for professional service, parts, dealers, etc. will be at a cost of \$5 per classified ad; rates subject to change. Submitted material will not be returned. All ads published as space permits and edited at the discretion of this publication. The Galloping Gazette will not answer inquiries about these ads and assumes no responsibility for their content. We regret any errors and will make corrections at your request. Ads must reach us 10 days prior to next meeting date, should be typed or printed on 8 1/2 X 11 paper, one ad category per sheet please!, include name and telephone number. Ads for Cars, Parts and Parts Wanted must be resubmitted each issue. Your help is greatly appreciated.

ADVERTISING: Commercial/Professional display advertising is also welcome. Rates are \$50/Full Page, \$30/Half Pg, \$17/Quarter Pg, \$10 for small display advertisement.

CYMC CLUB OFFICERS

		Home:	Work:
PRESIDENT:	Terry Wagner	276-3129	379-0379
1st VICE-PRES:	Kenny Fischer	743-1490	794-0500
2nd VICE-PRES:	Mike Timms	744-2501	-
SECRETARY:	Donna Seay	271-0788	-
TREASURER:	Bob Lelpertz	272-0267	-
NAT'L DIR:	Al Azzarone	355-6341	-

1985 Thru 1987 DIRECTORS:

Bill Broughton 270-4485	Rick Nohta 741-1209
Monte Evans 730-2864	Eric Selph 794-5217
Leroy Lilly 748-9259	Mike Walker 320-6152
Carroll Lipscombe 329-5901	

1986 Thru 1988 DIRECTORS:

Bill Thompson 346-0799	Carolyn Timms 744-2501
Barbara Evans 769-2653	Judy Evans 730-2864
Carl Evans 769-2653	Butch Williamson 271-0788
Tina Fritz 379-0379	

WHO TO SEE FOR WHAT:

ARCHIVES	Bill Hall 270-6718
AWARDS & TROPHIES	Bill Thompson 346-0799
CAR SHOWS	Kenny Fischer 743-1490
CLUB MERCHANDISE	Nellie Fischer 743-1490
CRUISES	Warren Wright 271-4096
MEMBERSHIP	Mike Timms 744-2501
NASCAR EVENTS	Monte Evans 730-2864
PARADES	Carroll Lipscombe 329-5901
PICNICS	Susan Epps 379-8044
PROGRAM SPEAKERS	Monte Evans 730-2864
PUBLICATIONS/PUBLICITY	Tina Fritz 379-0379
REFRESHMENTS/DOOR PRIZES	Barbara Evans 769-2653
SCRAPBOOK	Bonnie Fischer/Betty Wilson
SPONSORS	Leroy Lilly 748-9259

FOR COPIES of the By-Laws, Minutes,
Newsletters, Greeting Cards or any other
Club documentation - it's available from
Secretary, Donna Seay at any meeting or call
739-4800 Evenings

Bonnie L. Fischer
4335 Commander Rd.
Richmond VA 23224
P.Y. 01/10/87

RICHMOND, VA 23235-0474
P.O. Box 35474
MUSTANG CLUB



Enough about the Ford and GM rivalry and on with Mustang Day. Unfortunately, my wife, Sandy, driving our '87 GT lost in the second round to a '68 Coupe. She did have fun getting the car to the quickest times that she has every run in any car to a very respectable tune of 14.89 at 96.5 MPH. My hat is off to her, seeing how the best I have run in that car was a 15.4 at 93 MPH. She must know something that I don't.

Anyway, one by one the Mustangs were eliminated from the field until only the final four cars remained in the R/T class. Two of the four were Mustangs. Somehow I had managed to stay in with my '79 and the other Mustang was the same '68 that had taken my wife out in the second round. When the time came for us to run in the semi-final round, the '68's luck ran out as his starter locked up and he could not make the run and I managed to survive a hard charging Mopar with 383 running low 13's to my high 14's. I had made it to the

finals only to face the same big block Chevelle that had knocked me out in the semi-finals the week before. Our times were close with the Chevelle spotting me the lead.

I have such a tire slippage problem that I had dialed up to a 15.00 and the Chevelle was on a 14.44. Having lost to him on the starting line the week before, I was determined to give him a run in the finals, especially since it was Mustang Day. I am, however, sorry to report that I lost to the Chevelle for a second time by running under my dial in with a 14.80 to his 14.50. But one thing for sure, I will be back next year on Mustang Day to do my best to see that at least one Mustang is triumphant.

For all of you that came out to support Mustangs, we thank you and we hope you had a good time. I hope to see more Mustangs next year, all season long, not just Mustang Day, as we do battle against the GM's and the Mopars.

Charlie Culley, Jr.

OLD DOMINION MUSTANG

PARTS & ACCESSORIES 798-3348

OPEN:
M-F 10-6
SAT. 10-3

509 S. WASHINGTON HWY.
ASHLAND

LOCATED ON ROUTE 1
FIVE MINUTES NORTH
OF I-295

MUSTANG DAY AT RICHMOND DRAGWAY

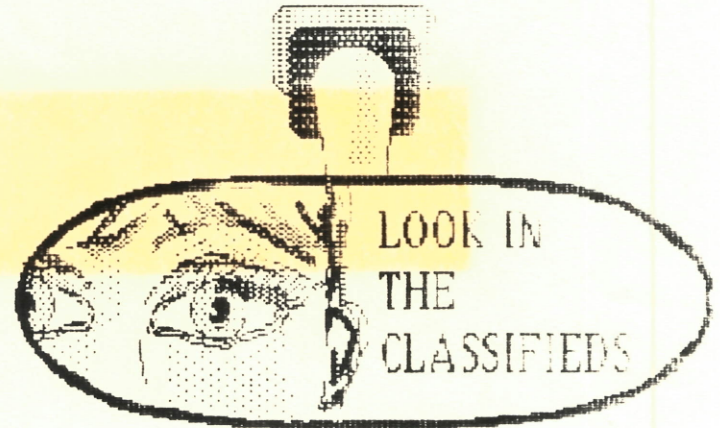
For all of you that missed Mustang Day at Richmond Dragway, you didn't miss much! Actually, August 22, 1987 proved to be a bad day to go drag racing. The bad came when the cloudy skies gave way to rain by 8:30 in the evening, driving the spectators to their cars awaiting the postponement or continuance announcement. Obviously drag racing becomes extremely dangerous when the track gets wet. The rains continued steadily and the race was finally moved to Sunday at 1:00 in the afternoon. As it turned out, Sunday was a beautiful day for doing anything outside--including racing. The temperature was perfect and many cars returned on Sunday running stronger than they had the night before. Unfortunately, anyone attending Saturday's race without returning on Sun. missed some fine drag racing action.

All summer there have been many Mustangs participating at Richmond Dragway, however, this weekend was special--it was officially MUSTANG DAY. There were trophies awarded for Mustangs that were the oldest ('65 Coupe), best looking ('68 Coupe) and fastest ('86, running 8.98 at 158 MPH). As you can see, the Mustangs are capable of putting on quite a good show.

Most of the Mustangs present, however, were running in the street class know as "Run Tuff" (R/T), which has a dial in index of 15.99 to 13.00 seconds. Our Club members ran in R/T with a few classics, late model GT's, and their counterpart LX's. All summer '87 GT's and LX's have been running strong with an average attendance of 4 or 5 per week. These cars in street trip on radial tires have run ET's range from 15.7 at 93 MPS in a GT with an automatic transmission to a 13.88 at 102 MPH in a GT with a 3.08 gear. A major problem encountered in drag racing a street Mustang is that the engines makes too much power requiring the car to be driven off the line at or near idle. If I sound a little bit bias toward late models, please forgive me, I have owned 3 different GT's from my '84 to my '87; plus my '79 coupe currently runs 14.5 at 99.7 MPH on radials.

Another Club member showing off his stuff was Warren Wright, who owns a dark green '69 MACH I with a 428 Cobra Jet located between the fenders. This car flat moves, spinning tires for 2 gears and running the 1320 in the low 13.4's at 107 MPH. This car has run well over most of the summer and it is severely traction limited. With the addition of a set of slicks, this MACH I could easily dip into the 12 second ET range.

Mike Walker's "Hi Power" '67 red Fastback with a big block 390 engine was formally introduced to drag racing on Mustang Day. Mike ran 14.14/92 MPH on his practice run but unfortunately was eliminated on his



WANTED: Reporters for the Galloping Gazette Newsletter. Ability to write complete articles not necessary, just a desire to collect information and submit material to Editor. See Tina Fritz if interested.

FOR SALE: '69 BOSS 302 Mustang. Original BOSS 302 Engine w/25,000 miles since rebuilding. Car has 104,000 miles. Blue w/black interior. New tires and inspection. Original Magnum 500 wheels and close ratio 4-Speed. Excellent Condition. Scott Akom 748-3629

FOR SALE: '65 Front Passenger Seat-White \$10
'65 Rear Seat-White \$15. Call David at 781-0105
Sunday Only 10 AM to 1 PM.

FOR SALE: '87 Mustang LX, 3600 Miles; 302 Engine, Black w/Grey Interior, 5-Speed, Air, \$11,750. Call Sandy at 730-0281.

first heat race running 14.81/100 MPH by Warren Wright due to a bad third shift according to Michael.

On a related subject, one of the best parts of drag racing late model Mustangs is the joy of beating the late model Camaro's costing thousands of dollars more than the Fords. The Camaro's only run times around the 15.7 to 16.7 bracket at speeds of 85 to 92 MPH. The only Camaro worth noting of the late models is the '87 IROC that has come to the track sporting the 5.7 liter tuned port injected motor. This car has actually been able to run down in the 14.8 range at 96 MPH. If you consider the difference in price, the performance per dollar is just not as good as the Mustang.

As for the numbers, the late model Fords have outnumbered the late model GM's by a 5 to 1 ratio at the strip this summer. For the car which some think is the true American muscle car, the Grand National, I have yet to see a '86 or '87 at the this this summer. In this entire summer of drag racing, I personally have not lost to a late model GM product and it is not because I'm that good; there are just very few people who bring there late model Camaro's to the track. (Continued on Back Pg)

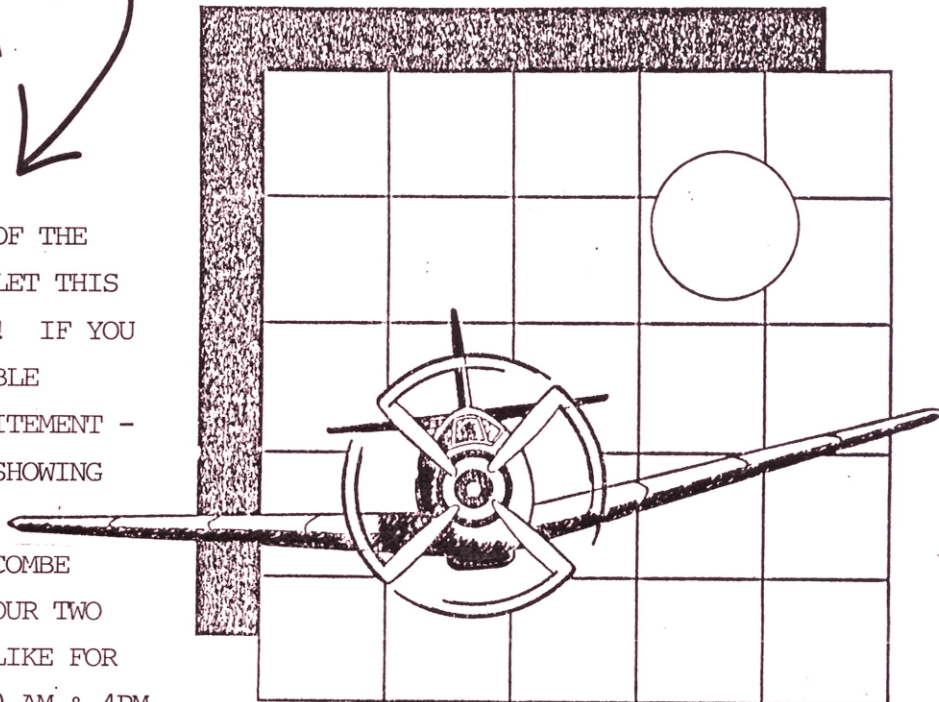
HELP-
HELP-
HELP-
CAN YOU SHOW
YOUR CAR THIS
SUNDAY?

WITH ALL THE EXCITEMENT OF THE
CAR SHOW LAST MONTH, WE LET THIS
OBLIGATION SLIP UP ON US! IF YOU
WOULD LIKE A VERY ENJOYABLE
AFTERNOON OF FUN AND EXCITEMENT -
AND GET THE PLEASURE OF SHOWING
OFF YOUR CLASSIC MUSTANG
PLEASE CALL CARROLL LIPSCOMBE
AT 329-5901 TO ARRANGE YOUR TWO
FREE TICKETS. WE WOULD LIKE FOR
YOU TO DISPLAY BETWEEN 10 AM & 4PM.

PLEASE -- WE NEED
YOUR CAR!

P.S. There are 10,000 people
expected for this show and it
would be great exposure for the
Club and possible new members.

CHESTERFIELD Pilots Association



Air Show '87

OCTOBER 4,
CHESTERFIELD COUNTY AIRPORT
GATES OPEN AT 0930 (9:30 A.M.)

AIR SHOW ACTS

- DUANE COLE - WORLD CLASS AEROBATICS
- B 17 WORLD WAR II BOMBER
- WORLD WAR II FIGHTER PLANES
- CHARLIE CULP - THE FLYING FARMER - J 3 CLUB
- DICK BLAIR - CHRISTEN EAGLE BIPLANE
- GEORGE OLMSTEAD - CAP 20 AEROBATIC AIRPLANE
- GEORGE ENHORNING - P 51 MUSTANG
- DICK KAVANAUGH - GLIDER DEMONSTRATION
- DARRELL MONTGOMERY - PILOT - JIMMY DORSEY
- WING WALKER - 450 STEARMAN BIPLANE

DISPLAYS

- CORPORATE AIRCRAFT - JETS
- RADIO CONTROLLED AIRPLANES
- CLASSIC CARS
- ARTS AND CRAFTS
- ASSORTED EXHIBITS AND FAIRS

- ADMISSION
- ADULT \$4.00
 - AGES 6 TO 16 \$1.00
 - UNDER 6 FREE

Air Show Acts Will Start At 1300 (1 P.M.)
Planned Events Are Subject To Change

