

THE GALLOPING GAZETTE

FEBRUARY 1993

CENTRAL VIRGINIA MUSTANG CLUB

ISSUE 76

President's Message

Hello Members,

Welcome to another edition of our newsletter. I would like to start out with a couple of reminders:

1.) If you haven't done so already, Please Renew Your Dues. We don't want to lose you.

2.) Don't forget about our Scavenger Hunt on the February cruise night at Bill's Barbecue. With Nellie and Brenda putting this together, it promises to be interesting.

I would like for you to think and let me know some of the activities and events you would like the Club to participate in this year. Also, let me know where you might like to go on some road trips this year.

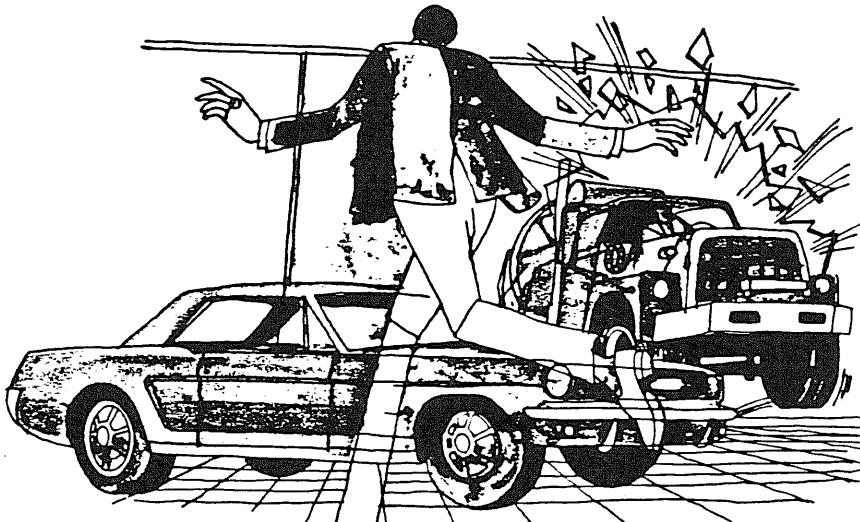
Al is checking into the M.C.A. situation to see what we have to do to get back in their good graces. He will let us know at the next meeting where we stand.

That's all for now.

Until the meeting... Kevin

Mustang Magic:

People Wrote This Car Love Letters



THE MODEL A stirred up a storm because it was the first completely changed standard Ford in 20 years. The Mustang was entirely something else again, a new car with a new name and no past history creating an immediate sensation all over the country, apparently, as *Newsweek* pointed out, because it was so different from every other automobile.

On the day when the Mustang

went on display, April 17, 1964, the dealers quickly sold their few available models and then were swamped with money-down orders that could not be filled for more than 60 days. "I've never seen anything like it," a Ford dealer told *Automotive News*. "People are in a trance when they come in. All they do is mutter, 'I gotta have that car.'"

The dealers had promised the Ford management to keep at least

THE NEWS that had been a rumor for a year became official last Spring when Ford Motor Company announced that the first of a new generation of little Mustangs—Mustang II—would be introduced this Fall. The following article by Joe McCarthy recalls some of the public reaction to the original Mustang when it appeared in 1964. Mr. McCarthy is the writer of the recent best seller, "Johnny, We Hardly Knew Ye," the Kenneth P. O'Donnell-David F. Powers memories of John F. Kennedy.

one Mustang on display in their window until April 25 to take advantage of the introductory advertising campaigns, but they had trouble hanging on to it until that date. The dealer in Garland, Texas, had 15 local residents bidding anxiously on the Mustang in his window, so he decided to hold an auction. The winner insisted on sleeping in the car overnight so that nobody could buy it out from under him before his check cleared at the bank

in the morning.

At a stock car race in Huntsville, Alabama, a Mustang appeared as the pace car. Most of the 9,000 spectators climbed the fences, and crowded around it for a close look, delaying the start of the race for more than an hour. A school teacher in California complained to the company that his new Mustang was so stained with the fingerprints of fondling admirers that he hesitated to park it unguarded on a street. "If I had known it would get all this much attention," he wrote, "I might not have bought it." A driver of a cement truck in Seattle was so busy looking at a Mustang on display at a Ford dealership that he drove his truck through the showroom window.

Ford was flooded with letters praising the Mustang. "I never thought I would be writing a love letter to a car," many of the letters began. A mother in Philadelphia went on to say, "I'm madly in love with my new Mustang. For the sake of my brood, I've been dragging a nine-passenger station wagon around for the past 15 years. For about 14 years, I've been tired of this whole deal. The Mustang was my key to liberation. My sons refer to it as, 'Ma's mill with four on the floor and eight up front.' I've no idea what they're talking about but it sounds as good as the car looks."

A 44-year-old bachelor wrote from Texas, "I traded my '62 Galaxy hardtop in on this pony, V-8, Rangoon Red with accent paint stripes, panel molding and air conditioning, and, man, this is the greatest! A widow with 7,000 acres came 60 miles so I could take her riding in it. I thought the jig was up for me. Thank you, thank you, thank you!"

The company received a letter from a man in Brooklyn, New York:

"New York is no place to have a car. Pet owners urge their dogs on the wheels. Slum kids steal the radio aerials. Cops give parking tickets and who knows someone who can fix them? Pigeons roost on the car, and worse. Streets are always torn up. Buses crush you, taxis bump you and inside parking requires a second mortgage on the house. Gas costs 30 percent more than anyplace else. The insurance rates are incredible. The garment district is impassable, the Wall Street area impenetrable, going to New Jersey impossible. So as soon as I can raise the nut, I'm buying a Mustang."

So many of the 4,000 letters received from pleased customers during Mustang's first summer stressed the same point—how the sporty little car had brightened up their lives—



that Iacocca decided to allow Ford's advertising agency to change the tone of the Mustang advertising. Taking a cue from the warm and witty Mustang love letters, the creative staff at the ad agency produced a series of amusing television commercials picturing the rollicking pony car as a magic chariot that carried the shy and repressed wallflower up and away from this hum-drum existence and transformed him into a carefree Romeo. One of the more memorable Mustang film fables, which became almost as famous as the car itself, concerned the secret life of Henry Foster, a Walter Mitty-type antique dealer.

Character conversion

Henry is seen leaving his shop, wearing a conservative dark suit and a derby hat, squinting behind his rimless pince-nez glasses, grasping his bag of lunch. He carefully locks the door and turns around the "open" sign so that it will show "out to lunch." In the background, the gossipy voice of the little old lady who runs the nearby tea room: "Have you heard about Henry Foster?" Around the corner, Henry approaches his new red Mustang. Out of the lunch bag he pulls a sporty plaid tweed cap and throws away the derby. Off comes the coat of his dark suit and the pince-nez glasses are tossed aside. He slips behind the wheel, smiling, in a red vest and racy black sport goggles. The old lady's voice quavers, "Something's happened to Henry."

The next voice is sweet and seductive — "A Mustang's happened to Henry." A lovely young lady is waiting on the green meadow with a picnic lunch and a bottle of wine when Henry pulls up smiling in his Mustang. He throws himself down on the grass beside her, laughs happily and flings aside his cap and all his cares and inhibitions. "Something's Happened to Henry" was hailed by *Advertising Age* and millions of TV watchers as one of the

nicest automobile commercials ever seen on television. Then there was Sarah, the drab housewife whose life was washing one diaper after another. Her husband brings her romance in a Mustang. The next scene shows Sarah back at the sink washing a new lot of diapers.

"Mustang Generation"

The sporty little car became such a favorite with young people, and youthful-minded older ones, that its name became a symbol of carefree youth. *The Wall Street Journal* began the use of the phrase "Mustang Generation" in a front-page headline above a report on advertising and services aimed at the 20- to 34-year-old age group. One of the *Journal* reporters picked it up from Howard Ruby, a California builder of garden apartments for young single people. Ruby called his tenants "the Mustang Generation" because so many Mustangs were parked around his buildings and used it in his promotional brochures. ("A country club atmosphere catering to the champagne tastes of the Mustang Generation.") Soon the stores catering to young people were selling Mustang slacks and shirts, Mustang sunglasses (at \$20 a pair), and Mustang boots and earrings, and a chain of men's clothing stores called their youth departments Mustang Shops with an enlargement of the Ford horse emblem dashing across the wall above the racks of leather jackets. □

A SPECIAL THANKS
To
Bill & William Jarvis
for THIS ARTICLE
from FORD TIMES
Sept. 1973

Sale & Tags

For Sale
 1993 Road Clipper Car Trailer 16' long,
 8'6" wide, diamond plate runners open
 in middle, electric brakes dovetail,
 15" T/A radials on Ford wheels, black
 with painted pinstripes.
 \$1650.00 790-9853

 1.6 Crane Rollers Rockers
 Ratio 3/8 in. screw in studs with
 polylocks \$175.00 790-9853

 Wheels 14" Aluminium spoke wheels,
 with center cap Ford Factory wheels
 came on Ranger and small
 Bronco. New set of four
 \$200.00 790-9853

 9" 3rd member 3.50 Traction Lock
 28 spline - All New parts \$400.00
 9" 3rd member 3.50 Open rear
 28 spline \$165.00
 9" 3rd member 3.70 ratio - open
 28 spline \$175.00
 9" 3rd member 3.70 Traction Lock
 28 spline \$325.00
 9" Rear end housing 67 - 70
 mustang \$125.00
 Sonny Coble 282-4932

Happy Birthday
 to our February Baby
 John P. Isaksen 19

NEW SPONSOR

PREMIER FORD / MERCURY INC.
 3490 Anderson Hwy
 Powhatan Va. 23139
 (804) 794-5455



Cupid's Scavenger Hunt will begin at Bill's Barbecue on Midlothian at 7:00 pm. The hunt should take about 45 minutes to hour and a half depending on the crew. This is a family event, friends are welcome. Please come out and join the fun. I would ask that you bring a small flashlight just in case your car does not have enough light to read by. You will not need it to find your items on the list.

Hope to see you there!



Minutes of Meeting January 6, 1993

The meeting was called to order by President Kevin Kean. Kevin greeted everyone and asked if we had any visitors or new members. Chip Bukoski, who joined at the car show in September, said this is his first meeting. John Cliborne is a new member who has an '85 Mustang LX. All January babies were wished a happy birthday. An update on Richard Jones who has had surgery was reported to be recovering and at home.

Kenny was asked about any car shows. Asphalt Angels Auto Club, Inc. will present the 31st Annual Festival of Rods and Customs on February 19 - 21, 1993. If you would like to go in as a Club, let Kenny know. He has applications. It will be held at the Showplace.

Kenny also reported that The Salvation Army sent the Mustang Club a thank you letter for our donation in December, 1992, of \$65.00 for the 1992 Shoe Fund.

Kevin reported on the National Mustang Club. We need to respond to let them know that all of our officers have joined. Hopefully this will enable us to be back on their list and in their "good graces".

Nellie reported that the "Scavenger hunt" will take place on cruise night, February 6, 1993.

Carroll reported on the St. Patrick's Day Parade. It will be on March 14, 1993. He needs to send in all applications by February 1st. Also, April 24 is the Azalea Festival. There is no charge for this. Let Carroll know if you are interested in being in the parade.

Monte shared trivia questions with everyone.

Steve Smith reported the cruise at Bill's Barbecue. He also said that we should check out a new drive-in in Colonial Hgts. called Sonic. They have waitresses that come out to your car on roller skates.

Bill Thomas said there are no new sponsors, except the ones added on last month.

Gene reported that the treasure balance is \$1432.36. It is moving as more people keep paying their 1993 dues tonight. He also received a letter from the IRS stating that we are not responsible for any taxes for 1991.

Donnie and Manuel Nichols handled the refreshments and door prizes, since Brenda could not be present. We hope that she will be back with us next month.

Bill Jarvis explained about the purchase of new pins. It was moved, seconded, voted on and passed to purchase new pins since we have enough money in the treasury.

Kevin asked about decals. Kenny said we have plenty. So it was decided that we do not need to order any new decals.

A letter was read from Barbara Evans to Kevin.

Door prize drawings were held.

Kevin reported anyone interested in picking up an extra copy of the bylaws or a newsletter to come up and get one. Nellie checked with members who said they did not receive a newsletter.

Kevin set Sunday, January 24, 6:30 pm as the next board of Directors meeting. It was also decided at the last Board of Directors meeting to have each person introduce themselves and tell what kind of car they have at the end of the meeting. We hope that this will help us all get to know each other a little better! Kevin adjourned the meeting at 8:45 pm.

Rick's Tips

1966 Repro Oil Filter

There is a new oil filter which has just come on the market. I enjoy this new one especially when original oil filters have hit \$350 each.

The first oil filter is the gold Rotunda filter. This is the one that is gold in color with a gold decal. The repro filter has the double rib at the end like the original however there are some differences.

The repro oil filter are one quarter inch shorter in height than the originals. Also the diameter of the repro filter is slightly smaller but does not affect correct installation of the filter. The color used to paint the filter is the most noticeable difference. The gloss gold used on the repro filter is incorrect. The original gold color used on the original filter was the same as the valve cover paint that was used on the 1965 V8 cars. The repro filter's gold paint is way too glossy. If a person purchases one of the gold filters I would suggest painting it with the correct gold color. Another noticeable difference is the decal used. The repro decal is not printed quite as sharp as the original, but the differences are slight.

If you have any questions please feel free to call me during the day at 222-8481.

Happy Cruisin Rick

CVMC CLUB OFFICERS

	Home	Work	
President ... Kevin Kean	275-0771		
1st V.P. Kenny Fischer	743-1490	794-0500	
2nd V.P. Don Smith	790-1211		
Secretary..... Linda Cosier	271-2139		
Treasurer.... Gene Lopreste	794- 5248	367-0902	
Nat'l Director.. Al Azzarone	359-3473	649-0566	

1993 Directors

	Sonny Coble	282-4932
Carroll Lipscombe	329-5901	
Cheryl Kean	275-0771	
David Lythgoe	781-0105	
Donnie Nichols		
Steve Smith	530-3795	
Mike Walker		

WHO TO SEE FOR WHAT

Awards & Trophies	Kenny Fischer 743-1490
Car Shows	" " " "
Charitable Organizations	Brenda Jones 740-2096
Club Merchandise	Nellie Fischer 743-1490
Cruises	Steve Smith 530-3795
Membership	Don Smith 790-1211
NASCAR/Motorsports	Donna Seay 739-4800
Newsletter	Nellie Fischer 743-1490
Parades	Carroll Lipscombe 329-5901
Judging	Monte~Evans 730-2864
Picnics/Partys	Cheryl Kean 275-0771
" " Co.	Susan Thomas 262-9045
Program Speakers	
Publicity	Al Azzarone 359-3473
Refreshments/Door Prizes	Brenda Jones 740-2096
Scrapbook	Bonnie Fischer 276-3384
Sponsors	Bill Thomas 262-9045
Trivia	Monte~Evans 730-2864

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.

CLASSIFIED ADS: We invite CVMC members to contribute personal ads free of charge in our Club's newsletter. Classified rates for professional service, parts, dealers, etc. will be at a cost of \$5 per 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. Ads must reach us 10 days prior to the next meeting date, should be typed or printed on 8.5x11 paper. Include name and phone number. Ads must be resubmitted each issue.

ADVERTISING: Commercial/Professional rates are \$50/Full page, \$30/Half page, \$17/Quarter page, \$10/Small Display ad.

Coming Events

February

- 3 - Club Meeting at Richmond Ford at 7:30 pm
- 6 - The Cupid's Scavenger Hunt at Bill's on Midlothian
- 19,20,21 - 31st Rods and Customs Car Show at the Show Place

March

- 3 - Club Meeting at Richmond Ford at 7:30 pm
- 6 - Club Cruise at Sonics Drive-in at Colonial Square Shopping Center in Colonial Heights.
- 14 - St. Patrick's Day Parade.
- 21 - Road trip down Rt. 5 to Jamestown Ferry meet at Fairfields Commons at 1:00 pm

Deadline for Next Issue : February 20

PROUD SPONSOR'S

Present your Club membership card to these businesses and receive 10 to 45% discounts.

DICK STRUSS FORD

Midlothian Trnpk, 794-0500

HERALD SALES CO.

**Kar Kraft & Mirror Glaze Products
near the Diamond, 358-4995**

FIRST CLASS TOWING

Lloyd Liggan, 746-1871

\$27.50 Fee for up to 12 miles

NAPA GENUINE AUTO PARTS

All Richmond location

(Reference Cash Acct. #1918)

RAY BROYHILL FORD

Hopewell, Va. 1- 743-4405

RICHMOND MOTOR COMPANY

4600 W Broad St. 254-9254

RICK'S RESTORATIONS

near the Airport, 222-8481

SEREDNI TIRE & AUTO PARTS

Northside 266-4955

Southside 232-4515

Mechanicsville 730-1440

ADVANCED MOBILE GLASS

226-1296

WEAVER TRANSMISSIONS

2406 Mechanicsville Pike, 643-2398

DAVE'S UPHOLSTERY & TOP SHOP

5702 Mechanicsville Pike, 746-7879

MIDAS MUFFLER & BRAKE SHOP

3700 Hull Street Road

C.P.'S MUFFLERS

3320 Mechanicsville Trnpk.

804-321-7397

DOCKSIDE MOBILE MARINE INC.

Hanover Ind. Air Park 752-2054

TCBY'S

Three Chopt Rd. Richmond 673-9020

INGE SPORTSWEAR & GRAPHIC DESIGN

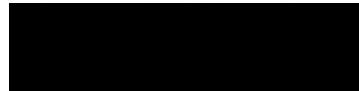
Hanover Ind. Air Park 752-2272

COMPETITION ENGINE SERVICE

Hanover Ind. Air Park 798-1675

CENTRAL VIRGINIA MUSTANG CLUB
P.O. BOX 35-474
RICHMOND, VA. 23235-0474
(804) 730-7756

RIC VA 232 01/28/93 PM



11111111111111111111

mm

11111111111111111111

11111111111111111111

