

MUSTANG NEWS

Mustang Owners Club of Australia (Queensland) Inc.



The Mission Statement of MOCA Qld

"To share Ford Mustang experiences, whilst enjoying the fellowship of like-minded people"

JACK BEEDHAM'S

PERFORMANCE EXHAUST BRAKE & MECHANICAL

— NOW AVAILABLE —

**2016 MUSTANG EXTRACTORS
AND SYSTEM IN MILD AND S/S**

MUSTANG  SPECIALIST



BRAKES

TOP BRAND EXTRACTORS

COIL SPRINGS & SWAY BARS FITTED

SHOCK ABSORBERS & TOW BARS FITTED

HEAVY DUTY OR STAINLESS SYSTEMS


SUSPENSION AND BRAKE OVERHAULS

**CLUB
DISCOUNTS**

MUSTANG
ORIGINAL REPLACEMENT
EXHAUST SYSTEMS

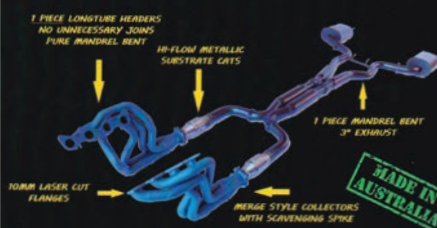
**ALL MAJOR CREDIT CARDS ACCEPTED
JACK WILL GAURANTEE THE BEST PRICES**

2015 FORD MUSTANG

AVAILABLE IN AUSTRALIA FOR
THE FIRST TIME 



**Australian Model
Mustang**



- 1 7/8" 4 into 1 Longtube Headers
- 200 Cell Hi-Flow 3" Cats
- Dual 3" 409 Grade Stainless Steel Performance Exhaust System
- To suit GT & Convertible models
- 64-73 302 Windsor extractors Fits Auto and Power steering. Left and Right Hand. Made in house

BETTER PRICE... BETTER QUALITY

Phone **(07) 3283 1000** | **www.jackbeedham.com.au**

208 Anzac Ave, Redcliffe 4020 | Email jackbeedham@bigpond.com

QUEENSLAND MUSTANG NEWS

Mustang Owners Club of Australia (Queensland) Inc.

PO Box 8390, Woolloongabba. QLD. 4102

Executive Committee

President – Ed Callander

Phone – 0477 690 070

Email - mocaqld.president@gmail.com

Vice President – Marg Moran

Phone – 3208 1562 Mobile – 0414 965 370

Email - mocaqld.vicepresident@gmail.com

Secretary – Vacant

Email - mocaqld.secretary@gmail.com

Treasurer - Robyn Messenger

Mobile - 0419 919 044

Email - mocaqld.treasurer@gmail.com

RUN CO-ORDINATOR –

Neil De San Miguel (Stand-In)

moca.runcoordinator@gmail.com

SOCIAL DIRECTOR – Monique Callander

Phone: 0438 353 856

mocaqld.socialdirector@gmail.com

MERCHANDISE CO-ORDINATOR –

Ed Callander

Phone: 0477 690 070

callandere@aapt.net.au

COMBINED CAR CLUB REP.- John Greene

Phone: 0420 547 247

probece@gmail.com

NATIONAL DELEGATES

Martin Schmidt

Phone: 0418 896 171

samm58@bigpond.com

Alan Messenger

Phone: 0418 938 001

alanm@slipstone.com.au

MEMBERSHIP SECRETARY –

Robyn Messenger

Phone: 0419 919 044

mocaqld.membership@gmail.com

MAGAZINE & WEB PAGE EDITOR

Robyn Messenger

Phone: 0419 919 044

mocaqld.magazine@gmail.com

VEHICLE DATING OFFICER –

Gordon Bartils

Phone: 0438 728 972

gordonbartils@gmail.com

EVENTS CO-ORDINATOR –Monique Callander

Phone: 0438 353 856

mocaqld.socialdirector@gmail.com

QLD.REP FOR AUSTRALIAN SHELBY REGISTRY

Stan Gallo

Phone: 0414 507 742

shelbyqld@inet.net.au

MACKAY REP. - Kenny Carroll

Phone: 07 4942 2379 or 0409 422 379

LIFE MEMBERS OF MUSTANG OWNERS CLUB OF AUSTRALIA (QLD) INC:

Robin & Linda Bath
John & Valerie Greene

John & Pauline Binge
Margaret Moran
Aileen Nixon John & Lynette Quinlan

Robin & Heather Bone
Neil & Kay Morris

The club does not offer car hire, so to avoid disappointment please do not contact us if you are looking for a Mustang for a wedding or formal. You should also be aware that MOCA Queensland does not give valuations or endorse the quality of vehicles being offered for sale. MOCA Queensland accepts no liability whatsoever for a purchase decision made by individuals acquiring motor vehicles.

Official Magazine of The Mustang Owners Club of Australia (Queensland) Inc.

MEMBERSHIP

Application forms may be downloaded from our website www.qld.mustang.org.au and sent to the Club Secretary with the relevant payment. Membership Fees are as follows:-

\$85 for New Membership between 1st July and 31st December (\$25 joining fee + \$60 annual fee)
\$55 for New Membership between 1st January and 30th June (\$25 joining fee + \$30 - 6 months fee)
Any application for membership received for a 6 month option before January will be held until January 1st for processing unless the new member wishes to pay the full year membership fee
\$60 for Annual Membership Renewal

Membership renewals are due and payable on the 1st July each year.

Should payment not be received by 31st August, those Members will be deemed "un-financial" and removed from the Club database. Full application procedure and costs will be required to rejoin the Club.

20 & 30 year Membership Recognition Awards for Members reaching these milestone will be awarded as near as possible to the Member's Anniversary Date
Regional members will be contacted and have their award posted to them.

CLUB MEETINGS

Monthly Meetings are held on the 4th Wednesday of each month (unless notified) at the Clubrooms in Jean- Howie Drive, Morningside (off Bennetts Road). A sausage sizzle is available from 6.30pm and meetings shall commence at 7.30pm.

CLUB MERCHANDISE

We have a selection of men's and ladies shirts in various sizes and many other types of Mustang related Merchandise. To purchase or enquire about such items, contact the Merchandising Officer.

ADVERTISING

PRIVATE CLASSIFIEDS: Private Classifieds are advertisements placed by those selling their own goods, no longer needed goods, not goods purchased for resale either privately or as part of a business activity.

Club Members are invited to place advertisements in the "Pony Classifieds" section free of Charge. Each advertisements will appear in the magazine for two (2) consecutive issues, whereupon it will be removed and may be re-submitted if required after one month.

Non-Members may also advertise for a fee of \$25.00 for a basic advertisement, or \$35.00 if a photograph is included. Each advertisement will appear in the magazine for two (2) consecutive issues, whereupon it will be removed and may be re-submitted if required after one month, with a further payment of \$25.00 or \$35.00 as the case may be.

TRADE ADVERTISEMENTS: Display advertising in the Queensland Mustang News is open to members and non-members alike for low rates. Display and prices are as follows.

BLACK & WHITE	Full Page	\$240 per year
	Half Page	\$120 per year

COLOUR	Full Page	\$480 per year
	Half Page	\$240 per year.

CASUAL TRADE ADVERTISEMENTS: Monthly Casual Rates are as follows

BLACK & WHITE	Full Page	\$102.50
	Half Page	\$ 60.50

To place your advertisement please contact the Magazine Editor directly. Payment must be received by the Secretary before advertisements can be placed [.www.qld.mustang.org.au](http://www.qld.mustang.org.au)



From the club President - March 2022

Not a lot to report this month, as we have not been able to hold meetings nor get out on runs mostly due to crappy weather.

That being said, I am looking forward to the next club meeting catching up with other club members - yes we will be holding one this month.

It will be good to catchup and all chat about the run calender as it is getting populated pretty quickly now. We can always squeeze in more if anyone wants to stick their hand up to host a run. No doubt there will be a few other things to discuss as well.

The Stanthorpe run is now being arranged and so far we have the local ford dealership onboard to host a small show and shine. Hopefully we can squeeze in a bus wine tour if we have enough interest to do so.

At the risk of repeating myself we do still have a few club management committee related issues that do need to be addressed, at this next meeting .

Bottom Line: Due to some changes in people's circumstances , the following positions will be thrown open and will need to be filled, otherwise you will not have a functional club management team.

1. Secretary
2. Vice President

We will also be announcing who the official club person of the year was for 2021 at the next club meeting.

During this quite time, I have managed to do a little bit of work to our Mach 1, changing the standard pump to a quick hi flow cooler pump and modifying the radiator fan set up which is great to finally get my hands covered in grime and with a little luck it should bring about a significant change ...but man due to lack of use the car sure has a heck of a lot of dust on it LOL

Cheers

Ed Callander - President MOCA QLD

SERVING THE **MUSTANG & FALCON** COMMUNITY SINCE 1982

Mustang
AutoParts



MUSTANG
auto parts

12 Devlan St, Mansfield Qld 4122

07 3349-5351

sales@mustangautoparts.com.au

R.I.P
SANDRA WHITNEY

**IT IS WITH GREAT SADNESS THAT I INFORM THE MEMBERS OF MOCA QLD. AND THE
GREATER MUSTANG COMMUNITY OF THE PASSING OF A GOOD FRIEND TO US ALL.
SANDRA PASSED AWAY MONDAY 14TH MARCH 2022 WITH HER FAMILY CLOSE BY**



**LIFE IS NOT MEASURED BY THE YEARS YOU LIVE,
BUT BY THE LOVE YOU GAVE AND THE THINGS YOU DID,
YOU HAD A SMILE FOR EVERYONE,
YOU HAD A HEART OF GOLD**

Happy Birthday to those Members Celebrating their Birthday this Month.....

Albert Price
Antun Bek
Colleen Parr
Eric Logar
Helmut Rauch
Jean Vincent
Karrin Halliday
Linda Duggan
Marice Saunders
Paul Filippini

Alison Young
Avril Grant
Craig Donnelly
Fran Wolff
Ian Brownlie
Johan Vorster
Kent Johnston
Linda Watson
Michael O'Reilly
Peter Easton
Robert Hudson
Russ Beavis
Tony Bailey
Vincent Granahan

Amanda Chapman
Barbara Kempnich
David Purcell
Gary Heslop
Jase Pearson
John Linden
Lara Mengel
Lynn Ashman
Neil Martin
Ray Mitcherson
Robyn Hardwick
Russell Hare
Tony Ruhle
Trevor Apted

Andrew Stephenson
Bob Baker
Debbie McBryde
Gillian Self
Jean Dillon
John Trask
Lee Hellyer
Mandy Brunell
Neil Tomlin
Rene Hider
Ronnie Visser
Sunny Hudson
Scott Tovell-Soundy
Trevor Mann

Warren Gaske

Wendi Hoobin



MOCA Queensland Welcomes the Following New Members.....

Craig Ormerod & Lenelle Collett - 2017 Silver GT Sedan
Gary Heslop & Linda Watson - 2018 Highland Green Bullitt Fastback
Nicholas Trimble - 1967 Gold Coupe
Joy & Paul Filippini - 1971 Red Convertible

Carina Workshop

Ampol Carina
849 Old Cleveland Road, Carina. Q 4152

Ph: 07 33983343

Email: calcarworkshop@hotmail.com



- Full Mechanical Repairs
- Safety Certificates
- One Stop Shop

Classics through to your daily driver!

CLUB CALENDAR

The Club calendar is designed to assist members planning ahead for designated runs and Club related activities. Club Person of the Year points are assigned for these events. Points towards Club Person of the Year are only awarded for attendance at the official 1st Sunday month Run (or Saturday where appropriate).

The Club Run is generally held on the 1st Sunday of each month with a “rain date” set for the following Sunday.

If for any reason there is a change to an advertised run, details can be found on a Events page on the Club website at www.qld.mustang.org.au

The Club Calendar lists designated events / activities and those with a MOCA sanction number are therefore recognised as sanctioned Club Runs.



CALENDAR OF EVENTS 2022

Please also see the event flyers and Facebook pages for details and Sanction numbers for events



MARCH

~~6th Club Run – Gold Coast Motor Museum - POSTPONED~~
 12th Night Cruise Sessions Willowbank Raceway
 23rd MOCA Club Meeting

APRIL

3rd Club Run – Memorial Run
 27th MOCA Club Meeting

MAY

3rd Club Run – Old Petrie Town
 3rd Queensland Auto Spectacular – Willowbank Car Show
 25th MOCA Club Meeting

JUNE

4th Club Run – Stanthorpe Weekend away – see flyer
 8th - 12th Cooly Rocks Festival - Coolangatta
 Beachfest - Caloundra
 25th - 26th Two Days of Thunder – Shannon's Display at Willowbank
 29th MOCA Club Meeting

JULY

3rd Club Run – Lakeside
 17th All Ford Day
 27th MOCA Club Meeting

AUGUST

5th – 7th Club Run - Trans Am Series (Shannons)
 28th Peak Crossing
 13th Gold Coast Car Show (Mudgeeraba)
 31st MOCA Club Meeting

SEPTEMBER

4th Club Run – Weekend Bundy Run
 11th All American Day – Rocklea
 12th Swap Meet - Beaudesert
 28th MOCA Club Meeting

OCTOBER

2nd Club Run – Navigation / Observation Run
 6th - 9th V8 Supercars Bathurst
 26th MOCA Club Meeting
 28th - 29th V8 Supercars – Gold Coast
 29th Night Cruise Sessions Willowbank

NOVEMBER

6th Club Run – Summerland Camels
 30th MOCA Club Meeting

DECEMBER - NO CLUB MEETING

4th Club Run – XMAS PARTY RUN / NIGHT EVENT



PRECISION PERFECTION PERFORMANCE



There's cars, and then there's Mustangs. As Queensland's premier Mustang specialists, we partner with our clients to bring their vision to life.

From performance to autostyling and everything in between, arrange an appointment with East Coast Customs today.

ECCUSTOMS.COM

EAST COAST CUSTOMS
PERFORMANCE ENGINEERING



“NO ONE KNOWS YOUR
PASSION LIKE SHANNONS.”



Shannons insurance is for motoring enthusiasts just like you, with features like:

- Choice of repairer ■ Agreed value ■ Multi-Vehicle & Multi-Policy discounts
- Limited Use & Club Plate cover ■ Laid up cover ■ One excess free
- windscreen claim per year ■ Total Loss Salvage options ■ Home Contents
- Insurance including \$10,000 enthusiast cover for your collectables & tools
- Towing & storage costs as a result of loss or damage ■ Pay by the month
- premiums at no extra cost

Call Shannons on **13 46 46** for a quote on your **special car, daily drive, bike or your home**, and speak with a genuine enthusiast.



SHARE THE PASSION

INSURANCE FOR MOTORING ENTHUSIASTS | CALL 13 46 46 FOR A QUOTE | SHANNONS.COM.AU

Shannons Pty Limited ABN 91 099 692 636 is an authorised representative of AAI Limited ABN 48 005 297 807, the product issuer. Some benefits only apply to comprehensive vehicle cover. Shannons has not taken account of your objectives, financial situation or needs. Read the Product Disclosure Statement before buying this insurance. Contact us for a copy.

Delegates Report QHMC Meeting 27th January

The vice president is to meet with Redlands Council on 1st February for discussion about the use of the Show grounds for a vehicle display for the National Motoring Heritage Day 20th and 21st May.

QHMC will present the 100-year vehicle badge. Ending with a tour of the area.

The Monster raffle with all profit going to Prostrate cancer foundation of Australia is to be drawn at the March 24th meeting.

QHMC has 92 affiliated clubs 13279 members with 18376 vehicles, the member number may be higher as larger member number changes the price of affiliation.

UPCOMING EVENTS

27 TH March	Ormiston swap	Bayside Vehicle Restorers
15 th to 17 th April	NQ. Easter Hub meet	Mackay Vintage Motor Club
8 th May	LAMA Swap	Laidley Showgrounds
14 th May	Bundaberg Heritage Day	Car, Bike and Machinery Show and Swap
22 nd May	Mac's Bridge Sports and Classic Car Festival	at Brisbane Belmont Rifle Range

Next meeting 24th February

TMR have advised that the next meeting with RMVS is to be held via SKYPE on March 18th and are calling for member clubs to send in agenda items. If you have any possible items, please let me know! The range can be larger than just SIVS Rego. Vehicles.

Delegates Report QHMC Meeting February 24th

I did not attend the meeting as it was the same day my little brother had his funeral. This was taken from the minutes of the meeting.

Funds raised from the Monster Raffle so fare \$503.00 with the total to be donated to Prostate Cancer Foundation when the raffle is drawn.

National Motoring Heritage Day 20th and 21st May. QHMC are waiting to hear from Redlands City Council re the availability of the Showgrounds and the Redlands Museum.

The meeting was advised that anyone attending events at the Showgrounds must show proof of double vaccination.

Guest Speaker to attend the next meeting is hoped to be from the Fire and Rescue Department.

Upcoming Events.

7 th - 8 th May	Dalby Invitational Event	contact 0429622225
14 th May	Bundaberg Heritage Day Car, Bike & Machinery Show and Swap Meet.	
19 th June	RACQ Motor Fest	RNA Showground

Next meeting 24th March

Your Delegate

JOHN GREENE



THE LAUNCH DESIGN CONTEST

KEY PERSON

When Ford designer Gale Halderman learned about Iacocca's styling contest, he went home and, on his kitchen table, sketched the long hood, short rear deck styling that would become the clay model favored by Lee Iacocca and approved by Henry Ford II.

FUN FACT

Due to dealers and customers clamoring for a two-seater sports car, Ford considered a four-seat car based on the original Thunderbird design from 1955-57.

BY THE NUMBERS

\$45 million: Budget provided by Henry Ford II to develop, design, and engineer a new sporty car, much less than the \$75 million requested by Iacocca

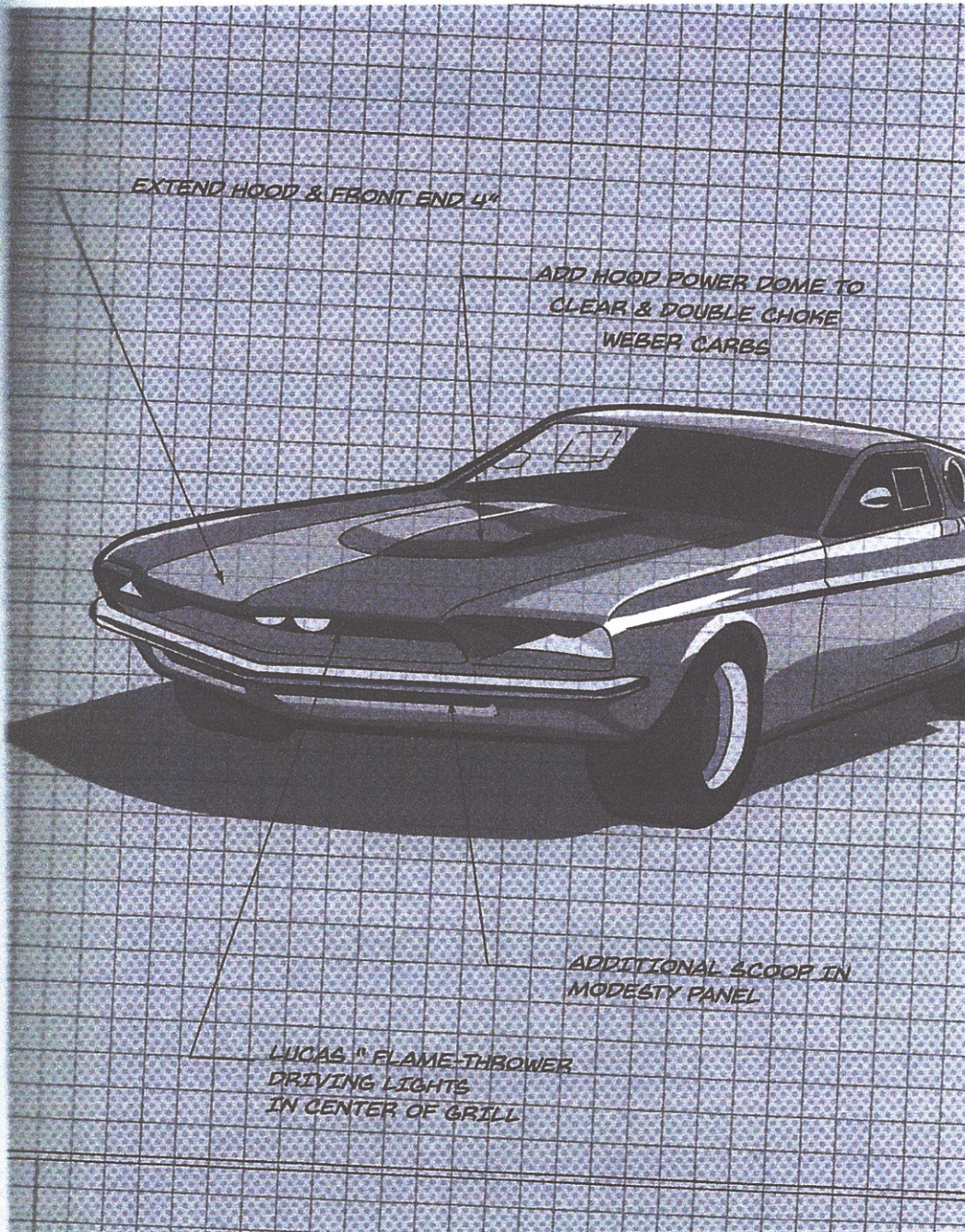
Bolstered by the Fairlane Committee's findings, Iacocca pushed forward with the idea of a sporty compact. He realized that developing a totally new car was an expensive proposition, at the time costing upwards of \$400 million, a scenario that would be surely rejected by Henry Ford II. Special Projects Assistant Hal Sperlich came up with the solution—build the new car on the Falcon's already existing chassis, drivetrain, and suspension to save both time and money. It was a brilliant no-brainer.

But before Iacocca could approach Henry Ford II with an official proposal, he needed a design, something in clay, to plead his case to make the investment into a new sporty compact. But time was running out. Less than twenty-eight months remained before the target introduction date of April 1964.

During the first half of 1962, Iacocca viewed no less than eighteen clay models. None impressed. So he initiated a design competition between the three Ford Motor Company styling studios—Ford, Lincoln-Mercury, and Advance Projects. On August 16, 1962, Iacocca reviewed six clay models and was immediately drawn to a design from Joe Oros' Ford Studio that included a Ferrari-like grille opening, tri-lens taillights, and side sculpturing that implied rear brake cooling scoops. "One thing hit me instantly," Iacocca said later. "Although it was just sitting there, the brown clay model looked like it was moving."

When Iacocca gambled by inviting Henry Ford II to the styling courtyard for a look, the boss was enthused but not overly excited. "I'll approve the damn thing," HFI reportedly said. "But once I approve it, you've got to sell it, and it's your ass if you don't!"

Henry Ford II officially approved the project on September 10, 1962. Iacocca had only eighteen months to take his hunch from concept to showroom.



MUSTANG 15

THE LAUNCH PLANE OR HORSE?

BY THE NUMBERS

6: Final names in the running for Ford's new sporty car: Bronco, Cheetah, Colt, Puma, Cougar, and Mustang

TOP QUOTE

"The name is often the toughest part of a car to get right. It's easier to design doors and roofs." —Lee Iacocca

FUN FACT

Early on, "Torino" was considered as a name for Ford's new sporty car. As the Italian spelling for the city of Turin, it made a connection to European sports cars. However, the name was rejected when it was learned that Henry Ford II was having an affair with a jet-setting Italian divorcee.

Throughout its development, Ford's new sporty car was known by several names, including the in-house "T-5" code and the more informal "Special Falcon." By late 1963, just a few months before introduction, the need for a name became critical as marketing ramped up its efforts toward promotion and advertising.

There were many suggestions. Henry Ford II offered "Thunderbird II," a designation that was ignored. Dave Ash and Joe Oros pushed for "Cougar," the name for the Ford Studio's winning clay design. They even sent Iacocca a die-cast Cougar grille emblem with the note, "Don't name it anything but Cougar!"

Finally, John Conley from Ford advertising agency J Walter Thompson was dispatched to the Detroit Public Library to compile a list of animal names. From a list that included everything from Aardvark to Zebra, one stood out: Mustang. J Walter Thompson preferred it because it had "the excitement of the wide-open spaces and was American as all hell."

There was also a connection to a Ford two-seater sports car concept that was making the show-car rounds. It was called Mustang, initially suggested by stylist John Najjar to honor the P-51 Mustang fighter planes from World War II. As Najjar related to historian Bob Fria, "My boss, Bob McGuire, thought it was too 'airplaney' and rejected that idea. I again suggested the Mustang name but with a horse association because it sounded more romantic. He agreed and together we selected the name."

The horse name also provided the imagery for the car's grille and emblems, a running pony as penned by stylist Phil Clark for the Mustang two-seater concept, which became known as the Mustang I. Clark's design, which included red, white, and blue bars behind a galloping horse, would be adopted for the new Mustang production car.

Many proud Mustang owners are discovering The Bump Shop quite by accident...



- Major & minor accident damage rectification • Factory baked enamel finishes
- Full detailing division • Paintless dent removal • Full Vehicle restorations
- **All insurance companies welcome • Open Saturday Mornings**

38 Violet Street Eagle Farm

07 3268 4900

thebumpshop.com.au

the bump shop

Quality & Service Without Compromise



Quotes for new pools, fencing, landscaping, pool renovations & servicing

Allan Mobile - 0418 728 172

Mark Mobile - 0417 763 621

Email: pools4you@bigpond.com

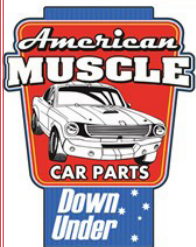
PO Box 5103, Alexandra Hills Qld 4161

ABN 52014575808

QBCC 047505

www.pools4you.net.au

www.americanmusclecarpartsdownunder.com.au



AVAILABLE BRANDS



OnlineShop

www.americanmusclecarpartsdownunder.com.au

Ed Callander T : 0477 690 070

E: amcpdu@aapt.net.au

In store Shopping - " is best to call first
Unit 19 / 8 Riverland Dr Loganholme Qld

Authorised distributor for Scott Drake & Holley



MUSTANG 17

THE LAUNCH

MARKETING AND ADVERTISING

TOP QUOTE

"Sid Olsen wrote all the advertising copy. He was the original three-martini guy. He couldn't do anything in the morning, but once he had those drinks [at lunch], he was fantastic!"
—Lee Iacocca

BY THE NUMBERS

\$2,368: Mustang price listed as "F.O.B. Detroit" in the first advertising, well under the Fairlane Committee's original goal of \$2,500

FUN FACT

The prestigious Tiffany and Co. jeweler and design house presented Ford with its "Excellence in American Design" award for the Mustang. In truth, Ford approached Tiffany about the award, which provided positive publicity for both companies.

With continuing market research indicating that the Fairlane Committee's hunch about a new sporty car was accurate, Ford ramped up one of the most expensive vehicle launches in American auto history. Approaching the Mustang's April 17, 1964, on-sale date, Ford invited magazine writers to Dearborn to emphasize the emerging Baby Boomer market and brought in two hundred of the nation's top radio disc jockeys for a preview drive in the new Mustang. On Thursday night, April 16, Ford bought simultaneous commercial slots for all prime-time TV programming between 9:30 and 10:00 p.m. Plans were also underway for a major press conference at the New York World's Fair and, the following month, to showcase the Mustang as the pace car for the Indianapolis 500.

On April 17, 2,600 major newspapers carried full-page Mustang advertisements. Twenty-four national magazines hit the newsstands with full-page or double-truck spreads showing what Iacocca called the "Mona Lisa look"—a profile of a white Mustang hardtop with minimal copy, just a simple "The Unexpected." Small-car owners around the country found Mustang advertising flyers in their mailboxes. Mustangs were also displayed in two hundred Holiday Inn lobbies and at fifteen of the nation's top airports.

In New York City, Ford went to great heights for a photo opportunity at the top of the Empire State Building. To make it happen, a Mustang convertible was disassembled so the pieces would fit into the elevators, then reassembled on the 102nd floor observation deck.

In a remarkable and unprecedented coup, Ford's public relations department scored simultaneous covers on *Newsweek* and *Time* magazines, both depicting Lee Iacocca with a red Mustang. "I'm convinced that alone led to the sale of an extra hundred thousand cars," said Iacocca.



2022

STANTHORPE

2022



JUNE 3rd-5th

-- HOLD THE DATE --

Come and enjoy a weekend away

Friday - Get there and mingle - Dinner.

Saturday - Show and Shine - Stanthorpe Ford.

Saturday Afternoon; Winery Exploration.

Sunday - Breakfast and homeward bound.

Sanction No. MQS226U30667

**Details to Come:
See the Facebook
group for updates**



CRUISE THE NIGHT

COMING TO QLD RACEWAY IN 2022

MARCH 12

MQS22NC5026

MAY 7

MQS225M505Z

JULY 30

MQS227S507N

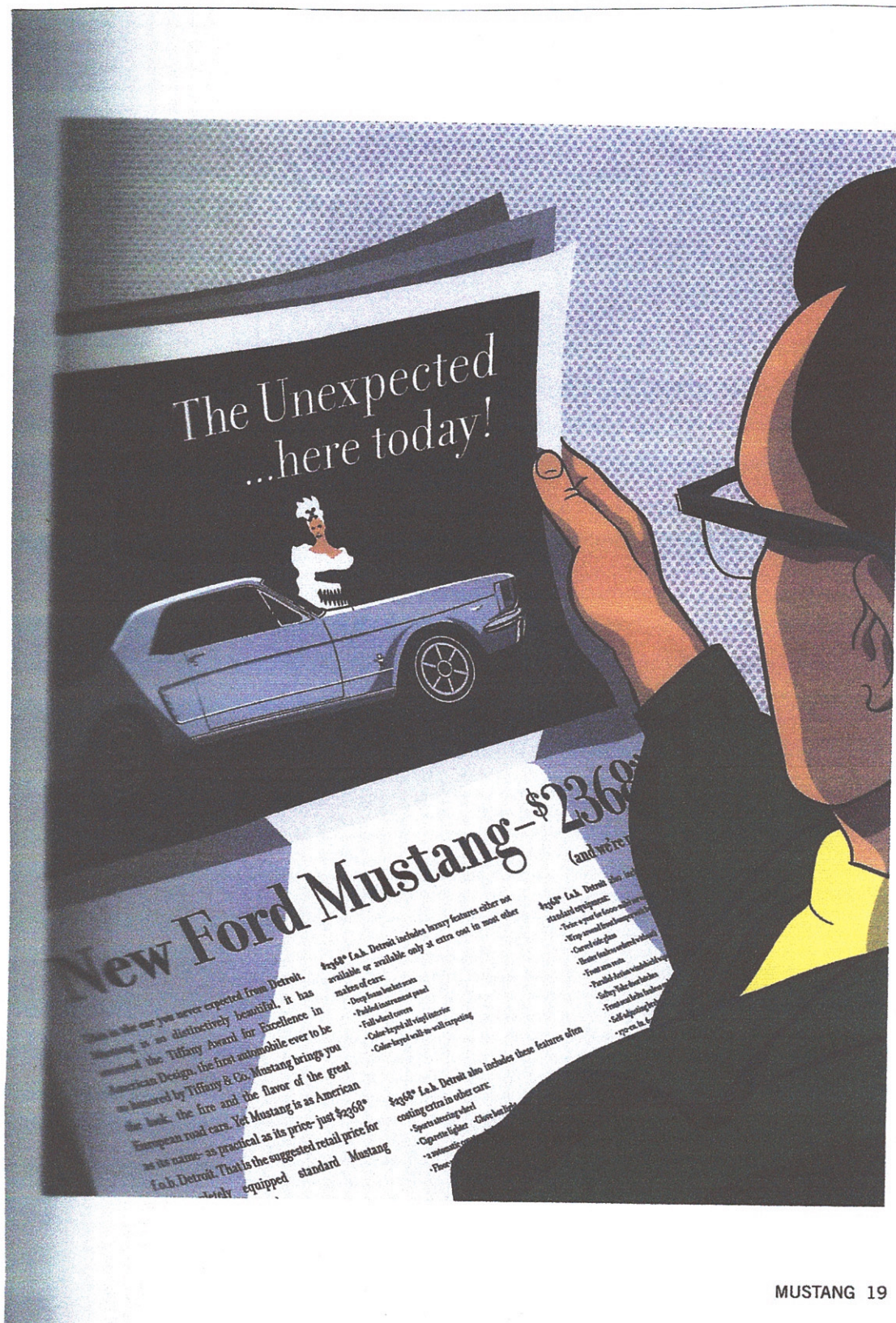
OCTOBER 29

NOVEMBER 19

Cruise Sessions - Show n Shine - Food Trucks
Trade Stalls - Kid's Entertainment
and more!

ALL UNDER LIGHTS!





MUSTANG 19

Thanks Ed for the continuation of last months article!

GT/CS REGISTRY

1968-1/2 · 2007 · 2008 · 2009 · 2011



Book Number

407 of 2000.

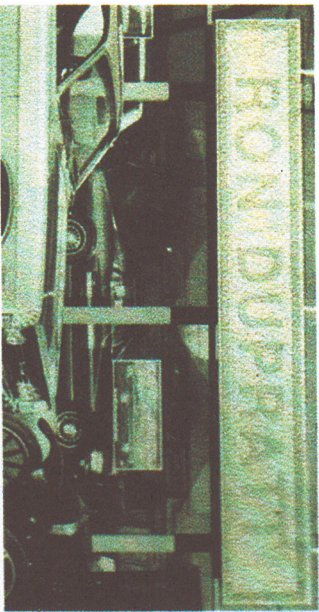
David M. Pink
Author's signature



INTRODUCTION

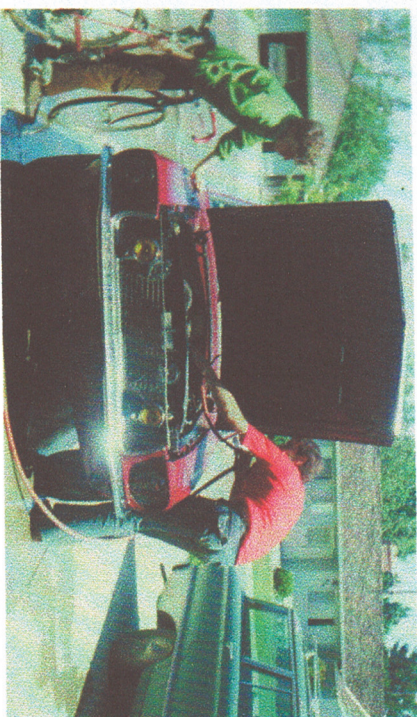
The first time I saw a 1968 Mustang GT/CS

GT/CS was while playing baseball at the end of our cul-de-sac in Dixon, California. Our neighbors, the DuPratts, owned the local Ford dealership in town, and just as it was my turn to hit the ball, the game came to a grinding halt while we watched Mr. DuPratt drive one of his new Fords home. This was the occasional up-close treat when we got to check out one of the all-new Fords of the sixties. I was only eleven, and it was March of 1968. Only a year my junior, my best friend Val DuPratt was extolling the virtues of this new Mustang. I was immediately confused, since Mustangs were Mustangs, and Shelys were Shelys. But now a crossover coupe with stripes, wide taillights and a spoiler, no less? I was captivated by the obvious charisma of the Shelby pedigree on a Mustang coupe. It seemed surreal in its nature, but there it was. How and why could this happen? I had a subscription to *Hot Rod Magazine*, built AMT 1/24th "3 in 1" model kits, and won the local Cub Scout Pinewood Derby. I was a car kid, hooked on the pop-culture of the mid-sixties! This was something new that was going to take a while for me to get used to. That night under the street light I could see this all-new GT/CS in its Highland Green paint and white stripes from my bedroom window. This mystery kept me awake for a while...yet little did I know that this unusual Mustang would be taking me on a decades long journey...



THERE IT WAS: The first GT/CS I saw, found later on display in the DuPratt Ford dealership showroom in Dixon, California. I grabbed a brochure, and was hooked from that point on. Little did I know that hidden behind that '68 Torino and Model T was a destiny to discover this Mustang's heritage.

Fast forward six years to April 1974: my senior year in high school. My parents allowed me to find a car to drive to college—within a \$1,500 budget. I searched the newspaper classifieds. It HAD to be a Mustang, but what type and year? I'd love to own a Shelby, and a fastback would be just fine, too. Then I spotted a listing for a '68 Mustang GT/California Special. Hmm, I thought: "this would satisfy my need for a Shelby, and still fit within my budget". I'd have something a little unusual, but it would still be a Mustang! Surely I could have the best of both worlds to make my own. We jumped into our '69 LTD, and later proudly arrived home in two Fords. The next day meant cleaning, washing and waxing the newest member of our Ford family. What began as stylish daily transportation to everywhere became a historical vehicle over time. This was before the Mustang hobby as we know it had begun in 1978. In 1980 I graduated from college and moved to San Diego, and once again, the GT/CS was my daily transportation. One hot summer day as I was travelling north on Highway 5 to Anaheim, a '67 Shelby GT-500 cruised up along side, with a surfboard on top. With our win-



DAY ONE: Mom snapped this photo of us on April 18th 1974, in Dixon California. I'm hosing down the engine, with my younger brother Mark offering "sibling advice". Bought by my parents for \$1,500 with only 30,000 miles on the odometer, it had Dodge Magnum wheels, yellow fog lights and a '65 Mustang air conditioner. Little did I know that this Mustang would lead to the GT/CS Registry and a 430,000 mile, thirty six year adventure full of great experiences. At right is our '62 Falcon wagon, bought brand new as the reliable family workhorse for camping trips to Lake Tahoe and grocery-getting for more than 20 years.

dows down, we exchanged "thumbs up", as we roared together along the freeway. This was a true California driving experience as a GT/CS and Shelby travelled side-by-side in the heart of Southern California!

As a longtime GT/CS owner, I felt dissatisfied by the lack of production information on the GT/CS, so in 1985 while doing catalog work for Sacramento Mustang, I began the GT/CS SURVEY to discover this Mustang's unique history. Five cars found turned into ten, then to twenty, and then to fifty. A mention of my survey in *Mustang Monthly* yielded many more examples, and in 1987 I was able to secure the two other GT/CS Registries of Mike Dobbins and Craig Zelinski. Having 200 cars of my own, it grew into 500 by 1985. Overwhelming reaction to the GT/CS Survey, with continued interest and excitement after all these years, grew into over 1,300 cars within this edition! A wealth of useful Mustang production change information was provided to MCA for use in their Concours rules. The GT/CS REGISTRY has become one of the most comprehensive Mustang Registries ever, growing into eight large binders, full of registrations of original and late model GT/CS Mustangs. If not for the efforts of hundreds of owners, this would not have been possible, and this marque would have fallen into obscurity with a questionable and unfounded past. Hundreds of thousands of Mustangs are literally gone forever from attrition, which makes our marque a true survivor by its pedigree and curiosity. I've gained many lifetime friendships through the production of this book and registry, opening many doors that I greatly appreciate.

By 1985 I had accumulated quite a lot of data, and felt that a dedicated treatise should be written about the GT/CS, so as an enthusiast, I decided to become an expert and author as well as registrar. That summer, while on a trip to Canada, as I passed the California border sign into Oregon, it triggered a determination to do a book on the GT/CS history once and for all. I had many cars in the survey, and as a young graphic designer and upcoming writer, I felt con-

Thank you to David Irving for these pages on the California Special.
A lot of Members will be aware that David & Carolyn own a Deep Blue California Special GT
More to follow next month!



fidant that a self-published book project was something that I could do. I'd written a couple of articles for *Mustang Monthly*, and was a member of the Shelby American Automobile Club (SAAC), so the experience and resources were there to find and tell the authentic GT/CS story.

My research began in 1987 with a cold-call to J. Walter Thompson, the prestigious advertising agency in San Francisco, which was met with an understanding voice in the Ford Account department. I was transferred to Robert Roat, the chief account executive with Ford on the West Coast for over thirty years. He remembered the GT/CS account, and provided new information that was invaluable to my quest. To my surprise, in less than two weeks later, I received a phone call from Lee S. Grey, who left a phone message stating: "I'm the guy you need to talk to." Upon returning his phone call, I discovered that he and Mr. Roat played golf together, and had discussed that someone wanted to do a book on the Mustang GT/CS. Lee explained to me that he was the District manager for the Southern California District in the late 1960s. To make a long story short, he was the father of the GT/CS. This was getting real interesting real fast!

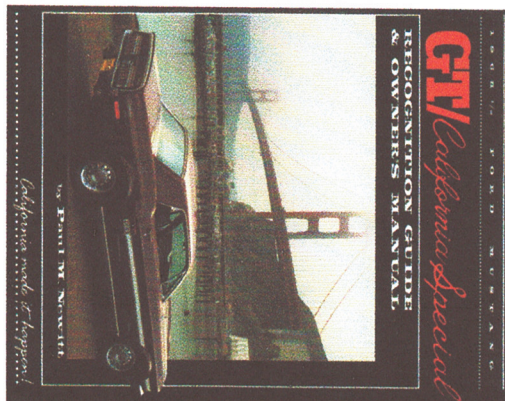


The GT/CS Registry:

Since 1985, up to 1400 Mustang GT/CS registrations have been recorded into the registry. Returned forms, Mort Reports, notes, stories and photos make up this impressive documentation. If it weren't for owners' support, this book would not have been possible.

Meeting and interviewing Lee became a grand experience, not only about the GT/CS, but what corporate life in Los Angeles was like in the 1960s. Through my contacts at SAAC, Rick Kopeck and Vincent Liska had just interviewed Fred L. Goodell, Carroll Shelby's Chief Engineer from 1966-1970. Fred was in charge of the GT/CS project at Shelby Automotive in Michigan. Interviewing Fred was also a special pleasure; to learn about how projects were accomplished and went into production: part hot-rod-ding excitement, part hard science and engineering, and part "just make it happen!". The third leg of the GT/CS story came from Tom McIntyre of ACSCO Products, an emblem company in Los Angeles known for making Shelby's Mustang and Cobra Roadster emblems. ACSCO made the "California Special" script, as well as the hood pins and their retainers. Tom had blueprints and production records that provided a closer production number for the first time. For this edition, I was able to interview Lee Grey again, and learn some new things I missed the first time, followed by other unrelated stories that were far too fascinating for print. Unfortunately, Fred Goodell passed away in 1999, but he left us quite an impressive lifetime of work. Tom was available for a second interview, and he provided some very interesting and new histories for some of the parts they still make today.

Since my search led me to Lee, Fred and Tom, among others along the way...not only did I appreciate the content of my interviews, but learned how marketing, development and promotion is such a large part of the Mustang process. The GT/CS story is only one facet of the Shelby-Mustang legacy; inspired by the Shelby GT-500 prototype "Little Red". It's a bridge between Mustang and Shelby, so strongly spiced up by the So Cal car culture that it influenced Dearborn to produce a Mustang, just for the California market. This became a factory-produced limited edition rooted in Shelby design. No other Mustang can say that.



Earlier Editions:

At top left is the cover of the 1989 GT/CS Recognition Guide, with book cover. At right is the 1996 GT/CS Registry Update. Both have commanded high internet values over the years.



In the spring of 1989, the first edition of the "GT/CS Recognition Guide and Owner's Manual" was published and well received by a popular audience, with great reviews in the Automotive press. It would later become the edition that inspired the designers in Dearborn to pursue this Mustang variant for the 2007-09 (and now 2011) model years.

There's a certain pride in owning an original Mustang GT/CS. You can feel the dual exhaust reverberating off the freeway wall as you climb up from second gear, as you look over the hood at those hood locks, and then seeing that flip of your spoiler in the mirror. Nighttime excitement includes those distinctive fog lights, and those big T-bird

TESTED ON ANIMALS



INTRODUCING OUR LATEST CAR CARE CREATIONS



THE WASH PILLOW

Our big wash pillow uses the latest three yarn microfibre for fast, safe and scratch free washing.



SHAGAMITTASTIC WASH MITT

For real enthusiasts who can appreciate the satisfaction in doing a good job by hand.



WIPE OUT

A windshield washer additive that vaporises away with no streaking or smearing, for perfectly clean windcreens.



WET DREAMS

Our easiest and most protective spray on and rinse off product, it's awesome and very addictive!

DEVELOPED AND PERFECTED ON ALL OUR BEASTS

Our 1965 rally spec GT350 is one of the many animals we test our car care formulations on. It can take months, even years of evaluating and reformulating before we approve any product. Each formulation is a handmade creation of the highest quality, to ensure you receive a product that you will love to use as it beautifies, nourishes and protects your car from Australia's harsh climate. We are an Australian family owned company, who live and breathe the car culture, so you can be assured you are getting nothing but the best when using anything with our name on it.

We tried everything. We now make our own.



PROUDLY FAMILY OWNED AND
RUN AUSTRALIAN COMPANY

WWW.BOWDENSOWN.COM.AU



AVAILABLE AT

**SUPERCHEAP
AUTO**

autObarn

Repco

**autoPRO
PLATE PROFESSIONALS**

AND OTHER INDEPENDENT AUTOMOTIVE RETAILERS



**AUSTRALIA'S NUMBER 1
MUSTANG SPECIALIST SINCE 1990**



MUSTANGMOTORSPORT.COM.AU



SHOP ONLINE NOW!

**LARGEST RANGE OF MUSTANG
PARTS IN STOCK IN AUSTRALIA!**

