

Jack Yeager

Happy Anniversary To The Mustang

As you no doubt guessed from our cover this month, this is the official MCA-Mustang Times 25th Anniversary Issue of our magazine. Can it really be 25 years since that first 1964½ Pony galloped onto the scene?

It's been fun putting this issue together. We all hope it brings back as many memories for you as it did for us.

I'd like to express my appreciation to Ford Motor Company for the cover of this special issue of the *Mustang Times*. The cover is an exact reproduction of Ford's introductory brochure for dealers across the country. It detailed the national media blitz that accompanied the appearance of the first Mustang in Ford showrooms — including facts and figures on magazine and newspaper advertising, television commercials, direct mail campaigns and dealer marketing support.

Some of the facts contained in this brochure are included in this month's issue and I am sure you will find them as fascinating and entertaining as we did.

I'd be remiss if I didn't also thank Jim and Sue Osborn, two of our MCA board members from Lilburn, GA, for the loan of this valuable material. The cover and a number of other photos and articles reproduced in this issue came from their private collection of Mustang memorabilia. They were kind to share these keepsakes with our readers.

Sit back, relax and take a walk through 25 years of Mustang history in this issue of *The Mustang Times*. I think you'll enjoy it.

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What a show season!

After a tremendous start in Pensacola, a bang-up encore in Port Arthur, the Memorial Day Weekend brought us a really outstanding event at the Gwinnett Place Marriott in Atlanta. And before we could get the bugs off the windshield, it was on to Amarillo, TX for the fourth MCA national competition of the year.

Bob Deale and his Georgia Regional Group outdid themselves in Atlanta back in May, registering nearly 200 cars and attracting one of the classiest fields of vintage Mustang iron you could ever hope to see.

One real highlight of the show was the presentation of a multi-media video put together by Mike Worthy, who seems to have more hats than Mrs. Marcos has shoes. Mike is one of the most active members of the Georgia Regional Group, a member of the MCA board of directors, and assistant editor of *The Mustang Times*.

In his spare time he's a professional nature photographer and a pretty fair shade-tree mechanic.

His photographic talents really shined through in the video presentation at the Sunday banquet during the Atlanta Show. The video show, tracing the history of the Mustang, kept the entire banquet room in awe and earned Mike a genuinely enthusiastic round of applause at its conclusion. It was a great piece of work and I only wish every MCA member could have been on hand to see it.

MCA officials who attend all our national shows are building up frequent flyer mileage at a record pace. They barely had time to get their clothes back from the laundry before they were winging out to Amarillo for the fourth show of the year.

Terry Hawthorne and the Texas Panhandle Regional Group sponsored the Amarillo meet, and had the first brush with bad weather we've experienced during this show season.

High winds, fog, gray skies and tornado watches teamed up to put a damper on Saturday's activities, but when the competition began Sunday all was blue skies.

As a result, the Amarillo show was well attended, with some strong support coming from MCA groups from Tulsa, OK, Lubbock, TX and Albuquerque, NM.

Our traveling entourage got a full week's rest before they hopped another plane bound for Hollywood, CA and MCA's first-ever national show on the west coast.

I've said it before, but I'm going to say it again. We're continuing to work hard to make *The Mustang Times* a publication you look forward to receiving each month. In fact, I won't be satisfied until we have you standing at your mail box waiting for the postman to put the latest copy in your outstretched hands.

We've added four full-color pages to this anniversary issue, stretched ourselves a little to include coverage of both the Atlanta and Amarillo shows (with the latter winding up only three days before our deadline), and made every effort to provide you with more stories and more photos of newsworthy events.

We want all our regional groups to make a habit of sending in news, features, tech tips, photos, calendar events and suggestions about how we can better serve our readers.

It's your club and your magazine. We're here to give you the sort of magazine you look forward to month after month. Tell us what you're looking for and that's what we'll put in your mailbox next issue.

I'm looking forward to hearing from you.



VINTAGE MUSTANGS

"Specializing in Small Block Fords"

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