

# Back In Time



## May, 1965

Ford Motor Company announces "New Sales Opportunities" for their dealers with an accessories parts program focusing on the Mustang market. The plan actually revolved around GT related equipment. The idea was to give owners of standard Mustangs the chance to upgrade their cars to GT status, or thereabouts. A 16 page dealer brochure dated May of '65 and titled Parts and Service "Merchandising News" covered these "sales opportunities". In fact the first 2 pages of this publication were dedicated to those GT options.

It covered chromed and slotted tailpipe tips; fog lamp assemblies; radiator grille bars; GT fender badges; tachs, rally pac gauge clusters; wheels; racing stripe kits; "Cobra" finned, aluminum valve covers; and even complete dual quad induction systems. By the way, the fog lamp assembly had a retail price of \$11.50!

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by Roger Johnson

## February, 1966

As early as February of '66 a national dealer contest had already taken place to find the best Ford accessories display in the country. Portland Motor Sales of Portland, Maine took the honors. Their display was a corral sort of layout with a white Shelby Mustang in the middle of it. In the same month, Ford ran a full page ad in "Hot Rod" magazine promoting their dealer based "GT parts" program.

Under the heading of "coach joint sealer repair" this issue tells of a new joint sealer that was introduced in late '64. This new sealer is designed to flex when required thereby eliminating cracks that lead to leaking and rust. The part number for this new sealer is C5AZ19562-B (Class "CA").

## December, 1966

It was a sign of things to come. This month the "Merchandising News" ran two full pages on "big block" engine accessories. Big blocks were just about to hit the scene in Mustangs, so Ford wasted no time promoting the concept to their dealers. Two different induction systems were offered. A three 2-barrel version, and two 4-barrel set up. Each included an air cleaner with linkage. In 1966, you could buy either complete package for a mere \$202.55.

## January, 1967

A carb tech-trick for 289 4v and 390 4v equipped Mustangs surfaces in this issue of "Merchandising News". Customers complained of a "stall" or "hesitation" during cold or warm conditions. The cars in question were all produced prior to approximately December 1, 1966. The service modification kit is part number C7AZ-9D814-A. The kit allows changes to the accelerator pump linkage and choke calibration.

Special thanks to Jim Osborn (MCA# 376) and his extensive Ford/Mustang library.

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