



MUSTANG 65-73

EXCHANGE LETTER

A PUBLICATION OF MUSTANG SUPPLY COMPANY

BUY ——— SELL ——— TRADE

A NEW CONCEPT IN ADVERTISING IS COMING FEB. 1978...
THE ALL NEW MUSTANG EXCHANGE LETTER!

ACCESSORIES



MECHANICAL



STANDARD EQUIPMENT



DECALS & LETTERING



From 1964 through 1973, 2,978,278 Mustangs were produced! Why then, is it already becoming difficult to find parts? The answer is simple. Enthusiasts and collectors, like yourself, have seen the unbelievable popularity of this unique classic and are storing away every Mustang item they get their hands on, thus, creating shortages of many Mustang parts. Hence, one man's glory becomes another man's frustration. A wise collector knows, in most cases, the only way to locate that rare part is by offering another part in trade.

With this thought in mind, we at *Mustang Supply Company*, have devised a monthly publication for the literally thousands of Mustangers throughout the United States and Canada. This terrific new publication will be entitled the "**MUSTANG EXCHANGE LETTER**". Now you will be able to exchange un-needed parts for those you desperately need.

The "**MUSTANG EXCHANGE LETTER**" will consist of 100% classified advertising divided into four categories: (1) parts for sale or trade, (2) parts wanted, (3) cars for sale or trade, (4) cars wanted...and best of all, advertising is *FREE* to subscribers!

The "**MUSTANG EXCHANGE LETTER**" will be published the 15th of each month beginning February 1978. All subscribers will receive each issue via first class mail monthly.

Annual subscription rates are \$7.00. This entitles you to 12 consecutive issues of the "**MUSTANG EXCHANGE LETTER**", and up to 5 twenty-five word ads per month free. Dealers and collectors alike are encouraged to subscribe.

Rally-Pacs to Radios...styled steel wheels to G.T. grills, chances are someone out there has just the part you need. So go out to the garage and make a list today!...*what you need and what you have to trade or sell*, then send it along with your subscription and watch for the all new "**MUSTANG EXCHANGE LETTER**"!

HURRY! SUBSCRIBE NOW...AND PLACE YOUR AD!

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ALL 65/73
MUSTANGS

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