

In Search of Mustangs

We Continue to Look to Our Greatest Asset - the Mustang Enthusiast

by Jim Smart and Jim Haskell

In Search of Mustangs is the registry and census dedicated to all 1964 1/2 through current Mustangs. Since our founding in 1979, we have constructed a database that encompasses more than 70,000 Mustangs worldwide. We owe our continuing growth to the Mustang Club of America and its many regional groups around the world. Without you, the enthusiast, this undertaking would not have been successful. If you've been following In Search of Mustangs since the beginning, you understand that this project has been an emotional roller coaster. It took us many years to get our data collection effort into published form, the Mustang Production Guide Series. Volumes 1 and 2, that were published in 1994-95. Both books have been successful and generated rave reviews from enthusiasts who have found them to be the most informative Mustang books in their personal libraries.

In Search of Mustangs' purpose is to document all known statistical information on surviving and non-surviving Mustangs and incorporate it into our vast database. With this information, we can determine frequency of options, build date codes, when certain events happened in production (such as the projected 1964 1/2 - 65 changeover date), where the survivors are, where the deceased are, and we make your Mustang official because its existence becomes documented for the hobby. With the data that you provide, you can read and see first hand, where your Mustang falls into the seven million strong production picture spanning 32 years. This in itself is awesome to behold when you start thumbing through the pages of the Mustang Production Guide.

Participation is doing your part to help us continue building the largest database ever compiled for a special interest automobile marque. Please help us out by sending your serial number (VIN) and the warranty plate/sticker codes located on the left-hand door jamb. Then we need your

name, address, and telephone number. Tell us as much as you can about your Mustang. Please include underhood body buck tag information where possible. As you will see in our books, only your name and state are published. If requested, we will delete your name for reasons of privacy.

The data that you send us becomes a valuable segment of a vast database that tells us all something important about Mustang production. For example, the database tells all of us something about the Mustang's most popular color. Were you thinking Rangoon Red or Wimbledon White? Well, if you were, you were only half right. Wimbledon White was the most popular 1964 1/2 - 65 Mustang color. Candyapple Red was the most popular 1966 color. Seems logical that it would have been the most popular 1967 color - right? Not exactly. The least favored vintage Mustang color today was the most popular in 1967 - Lime Gold. More people ordered Lime Gold in 1967 than Wimbledon White or Candyapple Red. According to our database, 15.7 percent of 1967 production was painted Lime Gold - followed by Candyapple Red (11.7 percent) and Dark Moss Green (11.6 percent). Wimbledon White trailed way behind in 1967 at just 8.8 percent of production. The least ordered 1967 color was Beige Mist at less than 0.5 percent.

Wimbledon White passed Lime Gold in the ratings for 1968 at 12.4 percent. Still, Lime Gold remained a popular color at 10.5 percent, closely trailing Wimbledon White. Like 1964 1/2-67, red continued to be a popular Mustang color. Candyapple Red for 1968 accounts for 11.0 percent, beating Lime Gold. Beiges were just not popular during the late 1960s - with Pebble Beige coming in at 0.8 percent for 1968. Vintage Mustang production paints a picture of emotions during the 1960s and early Seventies. Despite ever changing interests across the land, Mustangs have been ordered most in red and white, with very little exception to that rule.

Did you know that Ford scheduled the 1964 1/2 - 65 changeover date as August 1, 1964? According to Volume 1 of our book, the last 1964 1/2 Mustangs were produced on July 31, 1964. The first 1965 models witnessed production on August 1. And did you also know that the Metuchen, New Jersey, (plant code T) never produced a 1965 Mustang convertible? In-depth information published in the Mustang Production Guide proves these facts and many others. Both volumes of the book are a wealth of valuable production information. The statistical information just related to you is only one reason why your participation in the project is so important.

We have limited quantities of the first printing of the Mustang Production Guide Series, Volumes 1 and 2. Volume 1 covers 1964 1/2 - 66 and Volume 2 addresses 1967-73. We're offering special price incentives for MCA members and regional groups who order. We've discounted these books to just \$12.95 each for MCA members, plus \$5 shipping each via Priority Mail or UPS. Order Volumes 1 and 2 for just \$18.95, plus \$5 shipping and save \$15.95 when ordering both!

We're offering even greater incentives for MCA regional groups. Order at least 10 copies and we will ship them to you for just \$10.95 each, plus the appropriate shipping. Your regional group will, of course, keep any profits for its treasury. We will include In Search of Mustangs applications with your shipment.

For more information on In Search of Mustangs or how you can order your copy of the Mustang Production Guide, please contact us at In Search of Mustangs, Dept. MT, P.O. Box 883, Annandale, VA 22003. Or call us at (805) 582-1033.

For book orders, please make checks or money orders payable to the Mustang Production Guide.