

In the summer of 1966, the Denver sales district concocted a limited edition Mustang known as the High Country Special. This was one of the first sales district promotions featuring Mustangs and must have been considered a success in Ford's opinion since less than six months later this same district was again granted a special promotion.

The 1967 Ski Country Special was notable in two ways. First, the timing of the promotion coincided with the traditionally strong sales period following the fall release of the new models. Second, the promotion involved multiple Ford car lines -- Mustang, Fairlane, and Galaxie. (During this same time Hertz was

advertising "skierized" Fords for rent in ski country which included ski rack, ice scraper, and snow tires/chains.)

Whereas spring and summer Mustang promotions for 1967 and 1968 piggybacked on the Sprint package, the Ski Country Special featured specialized wintertime equipment consisting of five special colors (named after popular Colorado ski areas), Ski Country Special badge, ski rack, limited-slip (Equa-lock) rear axle, two snow tires, and a coffee bar.

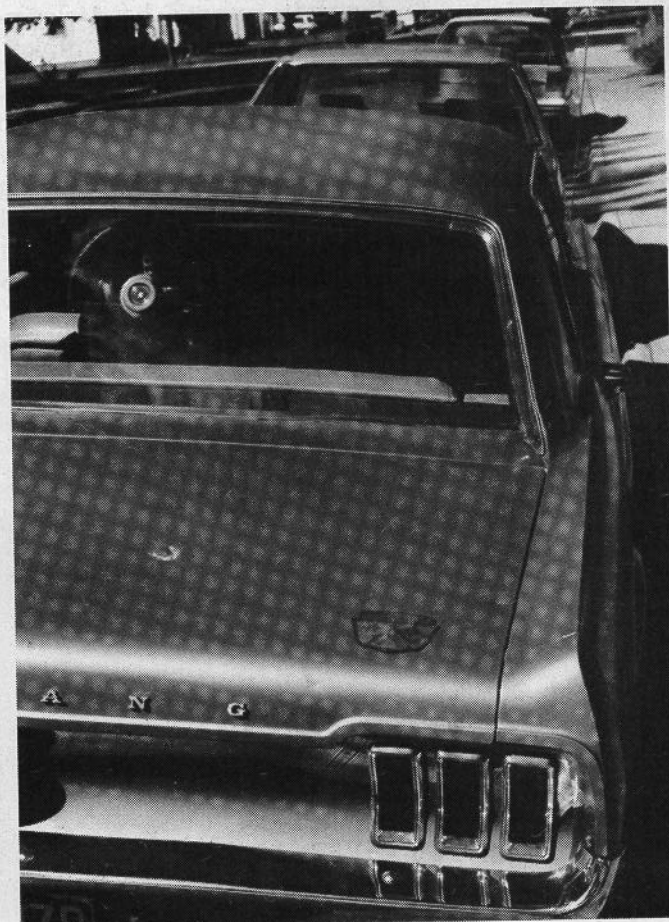
The five special order colors had previously been used by other manufacturers and were "borrowed" by the Denver District for application on the SCS. These colors are Aspen Red, Loveland Green,

body styles -- Mustang coupe and fastback, Fairlane, Galaxie, and Country Sedan. The Mustang coupe shown here sports a single badge mounted on the passenger-side deck lid.

A Ford Dealer Advertising Fund (FDAF) ad depicts two different styles of ski racks. One, shown on a Galaxie, is a portable type with straps which hooked over the drip rail moldings. The other type of rack shown is on a Mustang 2+2. It attaches to the deck-mounted luggage rack and was probably chosen for this body style due to the sloping roofline. It would, undoubtedly, hold the skis more securely than the portable type. The location of the SCS badge on the coupe shown here is approxi-

Head to the Slopes with a Ski Country Special

by Tony Popish



Vail Blue, Breckenridge Yellow, and Winter Park Turquoise.

Heavily influenced by the Ford crest of the 1950s in both shape and design, the SCS brass badge was devoid of a painted background. Much larger than its High Country counterpart, the SCS emblem was probably mounted in different locations (deck lid, front fenders, etc.) on each of the available

mately where one foot of the deck-mounted luggage rack would have attached. Since there were no holes evident for the installation of a luggage rack, it is possible that SCS Mustang coupes were furnished with portable roof-mounted racks.

An important feature from a practical standpoint was the limited slip differential (Equa-lock rear axle), which was standard equipment on these special models. No doubt this gave these Mustangs added traction on snowy roads as well as making for a nifty little road racer on dry roads.

What ski-mobile would be complete without a coffee bar? Although never personally inspected, a very reliable source shared his observations of a very original 1963 Ford Country Squire wagon. On the front passenger side of the interior, extending from the dash beneath the glove box area was a platform with two or three cup-sized indentations. The

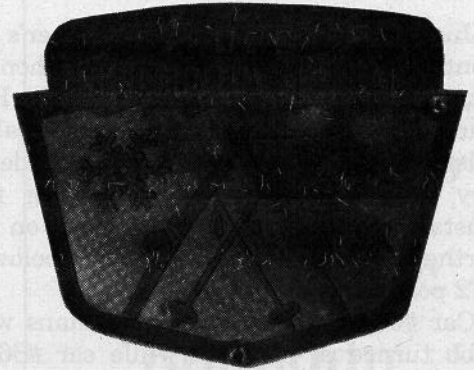
platform was made of steel with chrome trim and was hinged so it could be folded away underneath the dash. A hole in one end of the platform held a heating element which was plugged into the lighter jack. The element, about the size of a lighter, would keep hot drinks warm on a cold day. Because of the originality of the station wagon, we believe these to be actual Ford pieces. Can anyone provide confirmation?

Unlike the High Country Special advertisements which gave a number for planned production, the Ski Country ads did not relate such information. A complicating factor is that the promotion involved several car lines, making it very difficult to hazard an estimate. This writer is aware of two, possibly three, Ski Country Specials. One is a plain-Jane coupe originally painted Aspen Red with parchment interior. The second is an S-code GT fastback,

which is also Aspen Red, but lacks badges. The third example has yet to be confirmed.

Because of the relatively small number of Ski Country Specials discovered thus far, it is likely that there were fewer produced than of the High Country Special, estimated at 400 for 1967. If you or a friend suspects you have one of these rare beasts, we would like to hear from you.

This article is based on information collected by and published in the quarterly newsletter "Horse of a Different Color" by Tony Popish. For further information, contact DSO Paint Registry, c/o Tony Popish, 7425 S. Clarkson Circle, Littleton, CO 80122.



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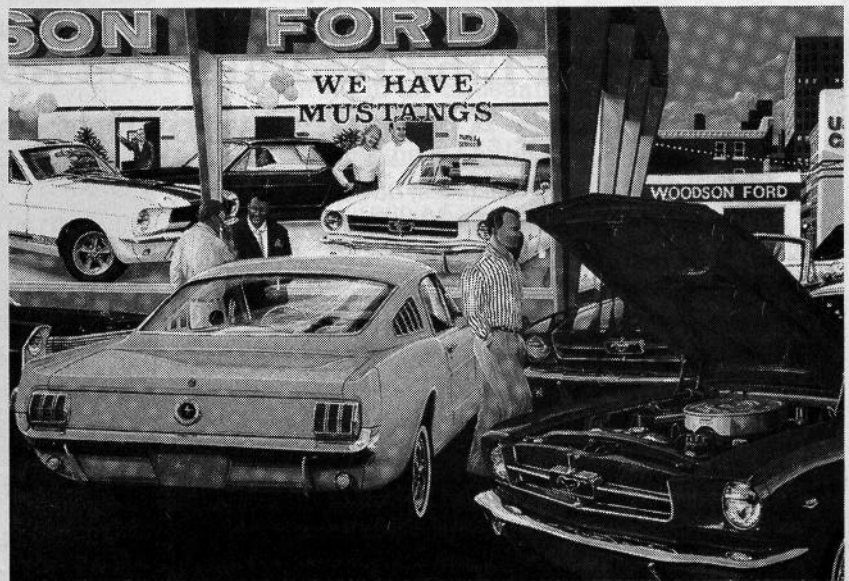
"We Have Mustangs"

Introduced in April 1964, the Ford Mustang was a phenomenal success. Six hundred eighty-one thousand cars were sold in the first year. Dealers could not keep them in stock. When allotments were delivered dealers bragged with banners or painted on their windows, "**We Have Mustangs**" like this scene for 1965.

This newest print by award winning artist David Snyder recalls the excitement of the introductory year of the Ford Mustang. "**We Have Mustangs**" is produced in a limited edition of 500 plus 50 artist proofs. Each print is inspected, signed, and numbered by the artist. The image measures 17 1/2" x 26" on 22" x 28" acid free stock.

This print would make a great addition to any den or rec-room and would make a valued gift. David Snyder is known for his historic accuracy and fidelity of detail and this print is no exception.

To order this colorful highly detailed print send a check or money order* for \$65.00 plus \$5.00



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