

Mustang Pledge

We recently received a letter from Randall and Roberta Graf from Franksville, Wisconsin, concerning the Mustang Pledge. The letter stated in part, "After recently talking to a friend, he told me about his 1967 Mustang he bought brand new. After many years and many miles the car was basically swiss cheese and he had to get rid of it. He did keep the original owner's manual and the enclosed paper (copy) that came with the car. Apparently when you bought a 1967 Mustang, you were supposed to take the Mustang Pledge. The original was printed on parchment paper

that he said was to resemble the vinyl top material along with the cover of the owner's manual."

We did a little digging and came up with several Mustang Pledge ads reprinted in the book by Jerry Heasley, "25 Years of Mustang Advertising". One in particular shows an attractive young lady taking the pledge which states, "I will not ... I will not sell tickets to all the people who want to ride in my '67 Mustang. I will not keep the neighbors up all night by playing my Mustang's stereo tape player. I will not yawn when people talk about the performance of other cars. I will not show off my Mustang's overhead console by

turning on its map lights (at least, not in the daytime, anyway). I will ... I will tell the truth about my Mustang's low price and not let people think I paid extra for bucket seats, vinyl interior, plush carpeting, and all those other no-cost extras. I will spend the money I save with Mustang on a good cause - myself. I will love, honor, and obey the Convenience Control Panel when its lights tell me to fasten seat belts and release the parking brake. I will stick to my diet even though my Mustang's Tilt-Away steering wheel is so adjustable. I will keep the "helpless-female" look by shifting manually only when I'm driving alone. All other times I will let the SelectShift work automatically. I will catch up on my diary - one of these days."

the Mustang Pledge

I will not...

I will not act superior even though I took the Mustang Pledge.

I will not wear my driving gloves to formal parties.

I will not keep opening and closing the door just to see Mustang's optional Tilt-Away Steering Wheel move aside.

I will not be uppity with people who buy Mustang imitations.

I will not tell my neighbor, who bought a different car, that Mustang comes with sporty floor shift and plush wall-to-wall carpeting—at no extra cost.

I will not settle for an automatic transmission that can't be shifted manually—like Mustang's SelectShift Cruise-O-Matic.

I will not yawn when people talk about the performance of other cars.

I will...

I will admire every new Mustang owner for his obvious good taste.

I will accept graciously the many compliments I receive on my Mustang—even though I expect them.

I will wave as I pass the gas station—just to stay acquainted.

I will spend what I save on Mustang on a good cause.

I will tell everyone I bought a Mustang because it is practical and economical (which it is)—I will pretend that style and performance had nothing to do with it.



Pledgor

Value of a Member

While recently perusing the August edition of the Michiana Mustangs' newsletter, we ran across this little diddy that seemed rather appropriate as show season winds down and winter looms around the corner. The author is listed as unknown —

Ten little members standing in a line, one disliked the president, and then there were nine. Nine ambitious members offered to work late, one forgot his promise, and then there were eight. Eight creative members had ideas as good as heaven, one lost enthusiasm, and then there were seven. Seven loyal members got into a fix, they quarreled over programs, and then there were six. Six members remained with spirit and drive, one moved away, and then there were five. Five steadfast members wished there were more, one became indifferent, and

then there were four. Four cheerful members who never disagreed, 'til one complained of meetings, and then there were three. Three eager members. What do they do? One got discouraged and then there were two. Two lonely members, our rhyme is nearly done, one joined a bridge club, and there there was one.

One faithful member was feeling rather blue, met with a neighbor, and then there were two. Two earnest members, each enrolled one more, doubling their number and then there were four. Four determined members just could not wait 'til each won another, and then there were eight. Eight excited members signed up sixteen more, in another six verses, there will be a thousand and twenty four!

35th Tidbits

We are very pleased to announce that MCA Board of Directors Chairman Bill Dillard has volunteered to take over the helm of the 35th Mustang Anniversary Celebration after the untimely passing of Jim Osborn. As of this writing, committee heads are bringing Bill up to speed on their progress.

We have learned that the headquarters hotel, Charlotte Hilton at University Place, is completely booked. However, there are numerous other hotels and facilities accommodating most any price range available within the general area. (Please refer to the show flyer information in this issue.)

Tentative plans include bus service to outlying malls, shuttle service to hotels, a barbecue feast, and the Evening With Ford dinner (see form this issue). We are

also informed by Jean Penn, who is serving as registration chairperson for this event, that as of August 11, over 260 cars, including a 1999 Cobra convertible, have registered for the event!

As the end of the year draws near, registrations will increase dramatically. Don't wait until the last minute to reserve your spot. Make plans now to be a part of Mustang history.

Sneak Peek

The old adage says that curiosity killed the cat, but we thought you might be interested in some insider-type information on the 1999 Mustang. Watch for up close and personal coverage of the public unveiling of the revamped pony at the Music City Grand National in next month's issue.

Horsepower has been increased in both the V6 and V8 versions. The 3.8L OHC V6 will now have 190 horsepower at 5250 rpm and the 4.6L SOHC V8 now touts 260 horses at 5000 rpm.

The rear track dimension is now 1.4 inches wider. And the GT

will be equipped with three-inch diameter tailpipes.

A new exterior color, Electric Green Clearcoat Metallic is available. On the inside, Dark Charcoal replaces the previous Ebony, and Medium Parchment replaces the much-used Saddle.

Watch for more detailed information in our November issue.

Everybody Loves a Mustang

....or at least parts of it.

Joe Chambers of Conway, Arkansas, supplied us with the photo below showing us just how ingenious folks can be when it comes to making a unique statement.

This Mustang-cycle is emerald green in color with color-keyed wheels and trailer. The luggage rack is certainly a nice touch, too. No doubt the owner receives more than his share of stares and questions.

This just goes to show that a good thing appeals to people of all walks of life and interests.

