

Garage Sale Treasure

By Bob Reynolds

You never know what can be found at garage sales. Sometimes you buy stuff and don't even really know what you have. My wife and daughter were at a garage sale in Hico, Texas. They purchased a cigar box full of old pictures, postcards, and miscellaneous stuff—basically, junk—for 50 cents. Primarily they wanted the cigar box. That evening they went through the items in the cigar box and found a Genuine Mustang Treasure!

A postcard from 1964, announcing the introduction of the new Ford Mustang, was in the cigar box. It is postmarked April 15, 1964, and has a 4-cent postage stamp. It was sent from Hudson Landers at Shasta Ford Sales in Big Spring, Texas, and the phone number is only five digits. The postcard was mailed to Jess W. Trautham in Big Spring.

The back of the postcard has the following information.

"The Unexpected is here . . .

THE FORD MUSTANG

The Mustang is brand-new kind of total performance Ford! It's priced so unexpectedly low, you'll find it hard to believe. The new Mustang will be in our showroom starting April 17. Make it a point to stop in and see it. And at the same time register in the Win-A-Mustang Contest. You could win one of 1,000 prizes."

FORD MUSTANG—The car designed to be designed by you!



The Unexpected is here

THE FORD MUSTANG

The Mustang is a brand-new kind of total performance Ford! It's priced so unexpectedly low, you'll find it hard to believe. The new Mustang will be in our showroom starting April 17. Make it a point to stop in and see it. And at the same time register in the Win-A-Mustang Contest. You could win one of 1,000 prizes!

Hudson Landers
530 V. ... Ford Sales • 4-7424



Jess W. Trautham
1319 Stadium
Big Spring TX

Needless to say . . .

they (my wife and the 1964 1/2 Mustang Postcard) are two of my prized treasures!

Bob Reynolds, MCA #66876, is a member of the Big Country Mustang Association in Abilene, TX. He owns a 1966 GT Fastback.

Vol. 64X1L5A3