

## Nationals Next Year

At a recent MCA board meeting, the national shows for the coming year were awarded and you will find these in the calendar beginning this month. They are the 1982 Eastern National, which was given to the Georgia Region, the 1982 Mustang World Expo, awarded to the Scenic City Regional Group, and the 1982 Grand National, to be hosted by the First Pennsylvania Regional Group. Congratulations to the successful petitioners. You all will have many months of work ahead but it will all be worth it when the show gets underway and the field fills with hundreds of shiny Mustangs. Careful readers will note that these calendar entries do not carry the usual "For info . . ." line. Details are still being worked out for these meets and therefore we won't be listing just how to get the necessary information until it has been decided.

While we are on the subject of calendar entries, we need to point out that this calendar is free to any group or club that plans a Mustang-related event. All we ask is that you send us the information necessary to construct your listing as far in advance of the show as possible. If we don't get it at least two months prior to the show date, there will not be enough time to get it into print before the meet or show is held. We want to help promote any Mustang show anywhere, but we need your help in sending the information to us.

## Ad Rates Rise

Due to ever-increasing costs for paper, printing, postage, etc., we have been forced to raise the *Mustang Times* ad rates once more. These are increasing approximately twenty percent, from a \$100 per page basic rate to \$120 per page. We strongly feel that even these new higher rates represent exceptional value to advertisers of Mustang parts and services. Every reader of the *Mustang Times* is a Mustang enthusiast, so you don't pay a big rate

supported by a large circulation of subscribers largely interested in other cars. Compare our rate with any others and you'll see that an advertisement in the *Mustang Times* can still be bought for far less than any other similar publication. That's less money out of your profit and excellent results to boot. If you haven't been an advertiser, we urge you to contact the ad manager today to place your insertion order. We want to help you help the many Mustangers who make up the Mustang Club of America.

As of the October national board meeting, Teresa Vickery has been appointed as advertising manager for the *Mustang Times*. Teresa can be reached at the national club phone, (404) 482-4822, every weekday morning from 8 AM until 12 AM Eastern Standard Time and she will be happy to assist you in placing your ad. Give her a call today or drop her a line at Ad Manager, P.O. Box 447, Lithonia, Georgia 30058.

## MCA Gifts

With Christmas fast approaching, we need to start thinking about just what we are going to get all of our Mustang-maniac friends. We would suggest that a perfect place to begin looking is the "MCA Accessories" page which appears in every issue of the *Mustang Times*. Perhaps a friend beginning his first Mustang restoration would appreciate a copy of the club judging rules. Or an MCA cap to display his club's colors at the next local show. Or a T-shirt, jacket, or simply a windshield decal. Your club accessories can help you remember your friends at Christmastime with gifts that will mean the most. Check it out and see if you can't save a little money as well.

## Groups Missing

If you have formed a new regional group of the Mustang Club of America,

please forward to us the information necessary to construct your listing in the "Regional Groups" list which appears in the back of each month's *Mustang Times*. We are also approaching the time when most groups elect officers for the new year and we urge all regional groups to submit their updated information as soon as it is known. A simple postcard will do. Sometimes it takes so long for the info to filter in to us that we only have a particular listing correct for a couple of months before the next year's elections are held.

If your group is not listed, please advise us with the club's name, president and national director and we will promptly see that the listing is added.

## Business Card Ads

The December issue will be the last in which the business cards shall appear. If you have a business card ad currently running you will be contacted by the new *Mustang Times* advertising manager to see if you wish a *pro-rata* refund or credit toward other advertising. This step is being taken due to the consistently low level of interest in the business card ad section. We trust that our few business card advertisers will be understanding of this decision and will continue to support the *Mustang Times* through the display ads.

## R. G. Rerun

Our "In Search of Mustangs" project leader Jim Smart has now completed his move from Oklahoma to Maryland and asks us again to announce that he is attempting to form a new regional group of the Mustang Club of America on the Delmarva peninsula, which contains portions of Maryland, Delaware, and Virginia. If you live in this area, and wish to be in on the founding of an MCA regional group, please contact Jim Smart, P. O. Box 342, Salisbury, Maryland 21801-0342.