

Car of the Month Quandry

I am a member of the Mustang Club of America and I see those beautiful cars that are selected for the "Car of the Month." I was wondering just how a car is chosen to be the "Car of the Month."

I own a 1968 coupe that is a beauty with some unique qualities of its own. I would appreciate any information you could give that would help me get my car selected as the "Car of the Month."

Dave Landis
Sandy Springs, Georgia

This has been such a common question that we've answered it in general in the Hoofbeats page this issue. Basically, what separates the "Use" from the "Don't Use" is the quality of the photos. In order to reproduce well in the magazine (in any magazine, for that matter) photos must be crystal clear, in sharp focus, and have sufficient range of black to white or light to dark. They must also be composed well, not chopping off one end of the car; everything centered or balanced, etc. If all of this is unclear, that is because these are very difficult concepts to put in words. Just go to the Hoofbeats page and read "Submission Standards." If you still have questions, write and we'll try again. Thanks for writing.

Participation Paucity

I belong to a New York regional group called the Mustangs of Buffalo. I noticed your editorial page this month and was moved greatly by it.

The problems you listed are not restricted only to MCA but are found in other clubs as well. Participation is a very hard thing to get these days. A

friend of mine and I attended a Shelby club meeting and much to my surprise they are experiencing the same sort of problems.

Jim Maringer
Lawtons, New York

We said the same thing somewhere last issue. All clubs go through this phase. Some conquer it easily, some don't. The reasons we have several national clubs devoted to the same marques are very closely related to the types of problems MCA is now having. The test will be whether MCA can overcome its problems and go forward. We're certainly betting that it can and your help in very much appreciated. Thanks for writing.

Tie a Knot

From me you get three cheers for your reply, in the January issue, to the former club member in Cincinnati. It is people like him who can cause more trouble that good and we certainly do not need them.

I will start soon on rebuilding a 1965 coupe from bumper to bumper and I thought I would take pictures as I went along. These could possibly help in one form or another. Please let me know!

Mr. Wells, when you think you are at the end of your rope, just tie a knot and hang on. *Mustang Times* is a fine magazine and will be even better once people start responding to the needs of Mustang owners. MCA will survive!

John W. Pace
Orange Park, Florida

Thank you for your vote of confidence and your offer of pictures. These kind of photos are the hardest

for an editor anywhere to obtain, so we'll look forward to receiving them. And don't worry about my spirits; I'm absolutely convinced that MCA will survive. We did, however, need to acknowledge that problems did and do exist and that we are working on them.

Club Member

Reference the letter-to-the-editor by Satolli Glassmeyer, January '81, in which he outlines his disgust for this magazine. As for myself, I joined the MCA to be a member of the club. The magazine subscription is only secondary. Being a member of the club entitles me to attend club functions, enter my '72 show-winning coupe in meets, etc. If he wants a thrilling magazine, he should subscribe to *Playboy* like I do. You ask for participation by us members. I am about to acquire a 1972 Mustang Sprint. It is in much need of restoration. This time I am going to take plenty of before and after photos and I think I can make an interesting article out of it when it's finished. I try to promote the club by placing copies of membership application blanks under windshield wipers of Mustangs that I see in parking lots, etc. If we all did this, the club could really grow.

Dick Smither
Danville, Illinois

Dick, you're the kind of member we need. We've always said that the ultimate purpose of every car club is to have fun with the cars we love. If it isn't fun for you in your particular club, then you should re-evaluate why you're in it! Thanks for writing and we'll look forward to your restoration photos.