

As this is written, spring is blossoming out all over the Atlanta area, and "blossoming" is definitely the correct word to use. As well as heralding the onset of pretty flowers and good weather, spring brings us into another show season. From now until approximately September, on any weekend you wish to choose there will be a car show of some kind within reasonable distance of any of us. It might not be an MCA show, but there's a good chance that there is one near you every weekend that will accept entries from Mustang or related car owners. This is a very good situation and illustrates how universally recognized is the collectibility of the Ford Mustang. We really are lucky to have this wonderful acceptance, but it was an easy thing to see coming. You see, the same factors that make a car popular when it is new also operate when it is old, provided that the group that is to collect the cars when they are "old" is not too far separated culturally from the group that purchased them new. This is to say that we wouldn't expect the Model T Ford to be as popular today as it was in the 'teens and twenties, not only because it has only 20 hp but also because people don't care to have their cars look that way now. It isn't just the fact that there are fifty or sixty years between the buying new and the buying old.

Getting back to the Mustang, it is easy to say that nothing has ever hit the old car hobby in quite the same way. It is a fascinating fact that only a few cars which were produced in high volume, let's say over two or three million units, have become collectible. It is even more fascinating to realize that virtually all of the cars that have done this have been Fords!

To be fair, there is one very obvious exception and that is the 1955-57 Chevrolets. But beyond that one (and my teacher always used to say that the exception proved the rule) a non-Ford volume collectible doesn't seem to be found under every rock. The first mass collectible was, of course, the Model T. After that, it was the Model A Ford. Then, in a rather diffuse group, there is what we'll term the early V-8 cars (1932-48). After that, what? If the Ts, As, and V-8s were the collectibles of their decades; that is, the 'teens, twenties, and thirties, respectively, and if we assume that the forties decade can be skipped, then the fifties collector car is the Chevy of 1955-57. Remember, we're saying that there seems to have been one high-volume production car from each decade that has become collected in large numbers and that has fathered (or mothered, depending on your viewpoint) a whole industry of parts reproducers and dealers.

But if we have conceded the fifties to Chevrolet, we have to gloat in the judgement that the sixties is the decade of the Mustang. There is nothing that sold in larger volume during the period, and based on the bewildering number of reproduction parts we have seen surface in the last two or three years it has to be an indisputable fact that the Mustang is it for the next generation of car collectors. This is why we are so bullish on the Mustang Club of America. The numbers, the "demographics" if fifty-cent words don't bother you, of the Mustang segment of the hobby are very, very favorable. We put it to another magazine editor this way: "It isn't impossible to consider that the Mustang Club of America can surpass your magazine's 50,000 circulation in

the next five or ten years." He scoffed politely, but we believe sincerely that it could happen, that it is within the realm of possibility and possibly also in the realm of probability, too. (Read that again!)

All it is going to take to achieve this is a positive attitude on the part of each and every member. Of course, thinking about it as a goal won't hurt any, either! We need to look at the clubs that sprung up to recognize some of those earlier groups, for we should be able to avoid some of the pitfalls that they experienced. We should be able to benefit from that same experience, as well.

So these are our thoughts on how the Mustang fits into the overall scheme of things car-collectible. For us, the answer is nothing but flat-out exciting. We hope the same could be said for its effect on you. If so, then our "prophecy" is well on its way to being fulfilled.

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We'd like to ask one favor of you who have submitted articles or news in the past and who will do so in the future. That is please to double-space any material that you send, whether we are talking about typewritten material or handwritten material. As you may have surmised, we edit your submissions and without an extra line in between each line of text, we don't have room to add anything. This causes us to have to write small or on the back and this can make our almost-always-nice typesetters to crumple the page up into a little ball and throw it at us! It seems like a small thing, but then so is a tack if you are sitting on it. Both can be highly irritating!!