

One of the constituents of this column on an infrequent basis will be reviews of books pertaining to our favorite car. There aren't really that many, although the number is growing every day, so we won't try to do one every month without fail. We'll be going back and covering books that have been in print for a while, as well as new releases in the Mustang area.

This month we look at "The Ford Mustang, 1964-1973," by Jerry Heasley. This is a paperback of 176 pages published by Tab Books, although it is also available in a hardbound edition. It is part of Tab's "Popular Modern Automotive Series," which is distinguished if by nothing else its diversity, from "Modern Diesel Cars" to "Sports Clothes for Your Sports Car!" The price of the paperback edition is \$5.95.

The Tab books are definitely built to a price, as of course was the Mustang, and one has to consider whether the shortcomings are counterbalanced by the low cost. The principal problem is the photos, which are primarily, if not entirely, chosen from the Ford Public Relations department files. Even considering this, we have to believe that there are better and less-seen shots in those files somewhere. There are some illustrations of definite non-professional caliber which add very little. The photos are further harmed by the coarse half-tone screens and poor reproduction, this to some extent being caused by the low grade of paper employed. This is where the value judgement arises.

The high point is the text. Heasley's form is more that of a reference book (as befits the author of the very useful "Production Figure Book for U.S. Cars") than that of a novel. After a historically accurate, if somewhat simplified background history, Heasley gives the purpose of the book as "to

look at the first generation Mustangs with respect to the model year lineup, the standard features the engines and accompanying powertrain, distinguishing exterior and interior design features, options and accessories, etc., to enable one to differentiate the various Mustangs in relation to one another." This the author proceeds to do reasonably well, though as we said above it's no picture book. The captions, however, are very good. Heasley injects a good deal of information on the Mustang's competitors and industry conditions, so it isn't just a rehash of a lot of sales brochures. Very occasionally the writing gets a bit pedestrian, but overall we'd have to say that the author does as fine a job as could be expected under the circumstances, that is, more reference than novel.

The last four chapters are really appendices, being a value guide, engines, transmission, and rear axle listings, respectively. We still question the advisability of including a value guide as an appendix in something as permanent as a book. We'd have liked a production figure table in these last chapters, too. The production numbers are included in the book but are buried in each year's chapter text where they are difficult to extract quickly. Tables within each year's coverage would have been another improvement.

It should be clear by now that this is no Rolls-Royce of Mustang books. It isn't meant or priced to be. It could, however, be a pretty good Model T. If you have Witzenburg's Mustang book, then you won't need this one at all. But if you don't (and don't have the \$29.95 to get it) this is certainly a viable alternative and a handy reference for the non-expert.

This item is from a FoMoCo publication called *Dealer's World*. This magazine is distributed to Ford and

Lincoln-Mercury dealers and the following article appeared in the June, 1981, issue. It's titled "Reagan Rode Mustang to First Victory."

"It may be of interest that the original 'staff car' in which President Ronald Reagan got his start in political life during 1965-66 was a 1965 Mustang convertible. A photo of the car is enclosed.

Ronald and I, and sometimes Nancy, together traveled more than 16,000 miles in the car throughout California during his first campaign — the 1966 campaign for Governor. In the primary election I served as assistant campaign director.

The Mustang is still in my possession. It presently has more than 150,000



miles on it, is driven regularly, and is original in every respect. It was a special order car that I took delivery on at Chaffee Motors in Hawthorne, California, on August 14, 1965. President Reagan's personal and family car at that time was a Lincoln Continental, of which he was very proud.

David H. Tomshany
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Just another illustration of the Mustang's society-wide appeal and long service life. Even if you didn't vote for Reagan, you still have to admit he does have good taste in campaign cars! If someone can supply Mr. Tomshany's complete address, we'd like to send him an MCA application.