

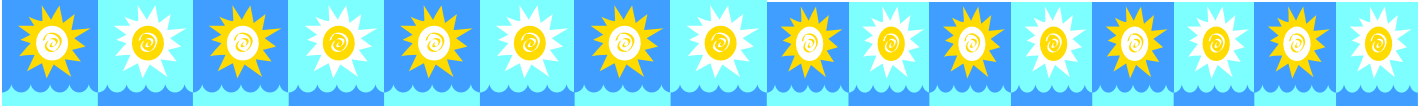


THE PIT STOP



MOSES LAKE CLASSIC CAR CLUB

June 2011



Car Show at Columbia Crest Care & Rehab Center



On May 11th, several members of Moses Lake Classic Car Club and others attended a Car Show at the Columbia Crest Care & Rehab Center in Moses Lake. Columbia Care hosted the event as part of National Nursing Home Week. It was a beautiful day and a good time was had by all. Lunch was provided by Columbia Crest. Who says there's no free lunch? Hope you can attend next year. Editor

May Car of the Month



Joe Johnson's 1974 Plymouth Duster

Minutes of MLCCC General Meeting

May 12, 2011

Meeting was held at Chico's Pizza. Meeting was called to order at 7:00 PM by President Aaron Gimmeson.

Minutes – approved as corrected. Sandy Harris won 50/50 drawing.

Treasurer's Report – checking \$7039.33. Bob has checked with several banks/credit unions and feels Sterling Savings will be our best choice when we change banks.
Moved and seconded that outstanding bills be paid. Motion passed.

Webmaster – Have new advertising for which we will collect \$300 per year.

Newsletter – All information to Diana no later than 25th of month. No exceptions

Old Business – none

New Business – none

Next Meeting – Juanita and Harley will find place for next meeting, club to pay for food and drinks

MLCCC 30th Annual Spring Festival Car Show – Joe Johnson, Chair

Next meeting Tuesday 5/17/2011, Public Library, 6:30 PM. Please attend.

HELP NEEDED FROM ALL MEMBERS

Trophies have been ordered

Dash plaques are in and will be picked up

Shirts – how many, who?

Breakfast and lunch – Amy Record and volunteers

Raffle items – Joe went over list, please let Joe know at meeting any other items

Picture at Dairy Queen for Tom and Nancy Whittle (owners), taken and will be ready to present at Poker Run

Car of Month – Joe Johnson

50/50 Drawing – \$22.00, Harley Ottmar

Respectfully submitted,

Mary Mayo, Secretary

ADDENDUM TO MEETING: QUARUM OF MEMBERS AT CAR SHOW MEETING ON MAY 17TH. ROBERT KENT EXPLAINED THE NEED FOR A MOTION TO CLOSE ACCOUNT AT CHASE AND MOVE TO STERLING SAVINGS. MOTION MADE BY KAREN CROOK AND SECONDED BY JOAN DUFFIN THAT ACCOUNT AT CHASE BE CLOSED AND NEW ACCOUNT OPENED AT STERLING SAVINGS. MOTION PASSED WITH NO DISSENTS.

CLAY AND KAREN CROOK OFFERED THEIR HOME AGAIN THIS YEAR FOR OUR JUNE MEETING. CONTACT WILL BE MADE WITH JUANITA OTTMAR TO LET HER KNOW.

Free Pizza and soft drinks (including root beer floats) for Club Members at Clay and Karen Crook's place at 431 Northshore Dr., June 9th at 6:00 pm to celebrate the annual successful Memorial Day Car Show. See below for directions to Crook's place. If you would like to bring a dessert or salad, it would be appreciated. This will be the last meeting until Thursday, October 13th. See you this summer beginning May 20th (barring inclement weather) Friday nites at the McDonald's on Stratford Road. Come join us for a good time.

Take the 1st LEFT onto N ALDER ST/STRATFORD DR. Continue to follow STRATFORD DR.

Take the 1st LEFT onto W KNOLLS VISTA DR.

Take the 1st LEFT onto W NORTHSHORE DR.

- o *If you reach W RIDGE RD you've gone a little too far*
 - o 431 W NORTHSHORE DR is on the LEFT.
 - o *Your destination is 0.2 miles past N MATTSON DR*
-

Half a Century of Mustangs

By Woody Jacobson, from *Wednesday Magazine*, August 9, 1989, with addition May 2011.

With nearly a half century of Mustang history to consider there are a number of models that can be considered as classics. That definition is subject to debate as some believe only cars at least 20 years old fall into that category, while others may consider a model of any age to be a classic. With 5 generations of Mustangs to choose from almost anyone can find that "classic" of choice. Mustang production can be broken down into the following categories:

5th generation (2005-Present)

4th generation (1994-2005)

3rd generation (1979-2003)

2nd generation (1974-1978) and

1st generation (1964-1973) which is the subject of this article.

Forty-seven years ago, Ford Motor Company brought forth a new car to the automatic market – a car that was "designed to be designed by you" – a fun car that would have the capability of seating four persons and still cost less than one dollar per pound.

The ultimate success of the Mustang package is well-documented, and America's love affair with the Mustang over the past 47 years has made it the most recognizable automobile of the entire post-war era. It was the trendsetter of the 60's, and it spawned a whole group of domestic pony car competitors.

But back in 1960, it was just a hunch – an idea in the mind of Lee Iacocca, the son of an Italian immigrant. Lee Iacocca became Ford Division general manager in November of 1960, and he was determined to change Ford's reputation as the marketer of stodgy, non-youthful-looking cars.

The new general manager was confident that a market existed for a small inexpensive personal car: one with flashy good looks that would appeal to the youthful market.

Under Iacocca's leadership, there were several attempts to find a styling design that make sense – with one failure after another.

Finally in mid-summer of 1962, Iacocca was now impatient with the lack of progress in finding a viable exterior design. As a result, he called for a competition between three design studios, Corporate Projects (Advanced), Ford, and Lincoln-Mercury.

Each studio was given the package dimensions and asked engage in competition. Normally, these design studios worked together and shared information. Now there was a locked door policy as they all wanted to do was win the competition.

The winner of the competition was the Ford design studios with their entry called *Cougar*. This entry had the greatest distinction and was the one that Ford went on to produce with very little changes from the original design.

Before production, the name was changed from Cougar to *Mustang* – apparently at Iacocca's request – and the name Cougar was later used in 1967 for Lincoln-Mercury's new sporty car.

Friday, April 17, 1964, was sales day one, and as this date approached, America was bombarded by an advertising blitz that proclaimed Mustang's arrival in over 29 million households.

This was accomplished with ads in 24 national magazines and 2600 major newspapers, plus an unprecedented television saturation of the 9:30 p.m. to 10 p.m. time slot on all three networks on the evening of Thursday, April 16, 1964. As viewers sat in their chairs watching "Hazel," "Jimmy Dean," or "Perry Mason," America's new pony car came galloping into their lives.

When Ford dealers opened their doors on the morning of Friday, April 17, their showrooms were literally swamped with people anxious to see – and buy – the new little car and started a new all-time record of 418, 812 units sold in the first year.

The unprecedented sales record of the Mustang and the significant impact it had on the automotive market is now history.

It has been said that history repeats itself, and today people are rediscovering the Mustang for much the same reasons that brought those initial buyers into the showrooms almost half a century ago.

As a testimonial to the ever-present popularity of this pony car, Mustang clubs have been formed to insure that owners get the most out of "Mustanging."

Hope you have enjoyed this piece of automotive trivia.

Woody