



FROM THE CORRAL

The Monthly Newsletter of the Northern Mustang Corral

MONTHLY NEWSLETTER FEBRUARY, 2006

“Rent-A-Racer” - the Shelby/Hertz Rental Experiment of 1966



In an effort to tap into the “youth” market during the mid-1960's, Hertz Rental Cars executives were sold on an idea to spice up their rental fleet by inaugurating something called the Sports Car Club. The thought was to purchase a group of Corvettes, offer them to educated, responsible and respectable customers at a nominal cost of \$17.00 a day and .17 a mile to drive during the weekend or substitute for their normal (read boring) rental car. Hertz was going to partner themselves with General Motors on an extensive advertising campaign and after the rental agreement was over, GM would take the Corvettes back at a reduced rate.


Shelby American General Manager Payton Cramer knew someone at Hertz and proposed that the Shelby GT-350 would be a better fit with Hertz's Sports Car plan and proposed that Shelby build a prototype to present to Hertz executives. Payton told Shelby that he thought he could interest Hertz into leasing (none of the GT-350H cars were ever purchased by Hertz) about a hundred cars. While a hundred cars doesn't sound like a lot in the mass production world of Ford, Shelby's anticipated production for the entire year of 1966 was estimated to be around 500 units – 100 would be a significant amount. Hertz seemed more than interested about having an exciting vehicle such as the Shelby to rent to their responsible customers so they asked for an example they could look over.

The “normal” Mustang HiPo 2+2 Fastback delivered to Shelby-American was painted Wimbledon White but the Shelby group painted the demonstration car (Shelby S/N 6S048) black adding gold (or to be more accurate, Bronze Powder) accent stripes and an “H” (for Hertz) added to the side fender markings. The suggested cost of the car was \$3,547 f.o.b. St. Louis (chosen for its central geographic location) plus \$45.45 for an installed AM radio. More meetings were held that covered a \$300,000 advertising campaign that Hertz would co-op with Shelby in major print media. At the end of the meetings, Hertz was so enthusiastic about the entire program, they upped their order to 200 units and said that if the advertising campaign was approved, the order would be increased to a total of 1,000 units! While Shelby-American was overjoyed at the prospect of the added sales, manufacturing would need to ramp up quickly to meet the demand.



www.northernmustangcorral.com





NORTHERN MUSTANG

CORRAL

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The prototype car was inspected by Hertz executives on November 2 and the order for the first 100 was placed with scheduled delivery on December of 1965. The Hertz people wanted the black/gold paint because this was the Hertz color scheme for many years but were a little leery (a condition that they would experience more and more during this campaign) of the ability of the typical customer to master the four-speed transmission so they opted for automatics to be supplied on most of the cars. Of all 1,000 GT-350H's supplied to Hertz about 800 were black with the remaining 200 being a combination of green, white, blue and red.

The Shelby plant was up to its eyeballs in orders for Hertz GT-350's – in 1965 orders trickled in and final production for the entire year was only 562 - now they were expected to crank out almost twice that amount in only a few months. Not only assembly problems, but parts problems cropped up. The fiberglass hoods were a problem – they bent when used with spring-loaded hinges so it was decided to dump the springs and use a prop. But an engineering change allowed for a steel frame that eliminated the prop but these hoods were difficult to paint and many were damaged in shipment. Also the Le Mans stripe had quality control problems at 3M (the stripes were a decal) so many of the non-black 350-H's went out with no stripe at all. This would be corrected and added at restoration shops in the future as the vehicle became more valuable later on.

It was a real stretch to deliver the first 100 cars, but in January, 1966 100 black Shelby Mustang 350-H cars were delivered then transported to the New York offices of the Hertz company. They were immediately sent out to the individual airport locations on the East Coast where, legend has it, an ice storm hit the entire Eastern Seaboard and those “responsible and respectable” Hertz customers piled up 40 of them.

Customer complaints began immediately. Although these drivers were supposed to be members of the Sports Car Club and should have expected a harsher suspension, many customers whined about the buckboard ride. The rear end made too much noise, the car was too loud. High on the complaint list were the brakes. Shelby used the non-boosted front disk brakes and substituted metallic brake pads for the normal asbestos ones. The brakes worked great as long as they were warmed up in racing conditions but required a heavy foot when cold. Many Hertz Shelbys were retro-fitted with a booster to correct the braking problem but not much could be done about the other issues.

As the year went on, Hertz reluctantly accepted the entire 1,000 “Rent-A-Racers” but had become disenchanted about extending the contract. So, as the year closed, all of the GT-350H's came back to Shelby for resale. What a deal you would think based on what a GT-350H demands at car auctions today but in the winter of 1966 and spring of 1967 there were few takers even at discounted prices. The overall (and correct) impression was that these cars were rentals and the people who rented them drove them hard and fast caring little of the well-being of the car. A contest was held called the Visibility 500 to get rid of the most GT-350's and the cars were finally disposed of.

As time went on enthusiasts became aware of what a unique car the Hertz Shelby was and the values rocketed to the stratosphere. Nowadays a completely restored GT-350H will sell in the \$200,000 range. If we had only known!

PRESIDENT'S REPORT

By President Terry Hebert

As a club we are making some real significant strides in our new year. There are many show dates coming up this year that we can travel to as a group. Check out the listing in the newsletter. We also

have affiliation with Perry Farm and the Bourbonnais Township Park District. This position secures our date of the first Sunday in August at Perry Farm.

Our Website will be taking on a new look as Lisa Piontkowski has asked to give us a new look and information. If you have any input for the website, e-mail Lisa at lisapiontkowski@comcast.net will have a new Website, so watch for the listing.

If you do not see your Birthday or Anniversary listed in the newsletter, please send those important dates to Bill Krieger so he may post them.

The club wishes to express condolences to Joe and Rene Beemsterboer. Joe's Father passed away in late December.

Don't forget that your yearly dues are due. Send them to Bill Cheffer or bring them to the February meeting.

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SECRETARY'S REPORT

By Secretary Belinda Moore

The January meeting of the Northern Mustang Corral was called to order at 7:10 p. m. by President Terry Hebert with nineteen members present. Treasurer Bill Cheffer read the Treasurer's Report that was accepted by John Garner and seconded by Porter Jack. The entire members present then voted in favor.

The Board of the Northern Mustang Corral wished everyone a Happy New Year.

Thank you notes were read from the Walsh family, Chlovena's family and the Kupcikevicius family. Our deepest sympathies go out to the family of Joe Beemsterboer and his family on the passing of his father.

Belinda had no Secretary's Report but did mention that the final car show flier meeting would be on January 9, 2006. After that meeting the flier would be sent to Terry for design.

The Northern Mustang Corral is now an affiliate of the Bourbonnais Park District.

Congratulations and Thank You to Bill Cheffer who was top bidder on the Mustang Pedal Car.

Terry & Belinda received information from the World Ford Challenge Elite Ford Club. Terry signed the NMC up so mark your calendar for May 18, 19, 20, and 21. This will be a four day event held at Gateway International Raceway in St. Louis, Missouri.

Belinda has reserved six hotel rooms at the Hampton Inn for these days and there are two rooms still available. To register, go on line at www.worldfordchallenge.com. The deadline is May 1st, 2006 to park together. In return, our club will be listed in Mustang & Ford, Mustang Monthly, Muscle Mustang & Fast Fords, Mustang Enthusiast, Mustang & Super Fords, ESPN2 & Speed Channel World Race Events. Entry fees will be returned to the club. For rooms in St. Louis, call Belinda Moore at 708/755-4522.

Wanted: Bowling team for NMC in fall. Call John Garner at 708/687-1220.

The meeting ended at 8:32 p. m.

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A REMINDER ABOUT DUES FROM BILL CHEFFER

We are doing better in paying for the yearly membership dues so anyone who hasn't paid yet, please bring the \$15.00 to the February meeting or if you aren't going to attend, send a check to me at home. My address is: Bill Cheffer, 750 Riverside Court, Kankakee, IL 60901. Your prompt payment is appreciated.

UPCOMING ROAD TRIP EVENTS IN 2006

In past years our club members have attended road trip events, and we all had a great time! For example, a number of club members attended the 40th Mustang Anniversary in 2004 at Nashville, TN, and later that year several members attended the MCA Grand National Show in Springfield, IL. Ask anyone who participated and they'll tell you it was fantastic!

In the spirit of continuing the great times for club members, we would like to coordinate road trip events in 2006. We have listed some suggestions in chronological order (see below). Hopefully this gives everyone sufficient lead time to plan to attend one of these events. Some events are close and others a distance. One event (June 3) is only one day. At

our next couple of meetings there will be a sign up sheet for these events. So please look it over and sign up. If you are not able to make the meetings, just contact Terry Hebert or Roger Sanzenbacher. They will enter your name accordingly.

<u>Date</u>	<u>Location</u>	<u>Event</u>
March 24, 25, 26	MCA National Car Show	Pensacola, FL
April 1 & 2	Columbus, Ohio	Swap Meet
May 18-21	St. Louis, MO	World Ford Event Drag Racing & Car Show
May 26-28	Johnson City, TN	MCA National Car Show
June 3	Chicago, IL	Chi-Town Cruz Cruise Lake Shore Drive & enter classic car show afterwards
June 9-11	Springfield, IL	Route 66 Car Show
June 10	Show and Shine	Alsip, IL
June 30-July 2	Danville, VA	SAAC 31 st Annual Convention Vintage racing, car show, swap meet
July 14-16	Sturbridge, MA	MCA National Car Show
August 6	NMC Annual Show	Perry Farm
August 18-19	Detroit, MI	13 th Annual Woodward Cruise Over 40,000 cars cruising!
August 11-13	Erie, PA	MCA National Car Show
September 1-4	Birmingham, AL	30 th MCA Anniversary Celebration
Sept 15 – Oct 1	Las Vegas, NV	Pony Drive to MCA National Show Includes Shelby factory tour
Sept 29- Oct 1	Las Vegas, NV	MCA National Car Show

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A BELATED TIP OF THE EDITOR'S FEDORA

To Ray Raguse who has supplied pictures of several NMC events and I forgot to give him credit for the help. Sorry I forgot to credit you, Ray and keep sending the pictures!

WILSON PICKETT DIES OF HEART ATTACK AT 64 YEARS OLD

His Rendition of "Mustang Sally" reached No. 23 on 12/10/1966

Cartoon by Mike Keefe appearing in the Denver Post 1/21/2006



BOOK REVIEW OR "I GOTTA QUIT READING BOOKS"

"Crap Cars" By Richard Porter

Porter lists what he feels are the Worst (Crappiest) Cars ever. He has them listed in inverted order starting at No. 50. It is the usual assortment of woefully inadequate, horribly designed or completely underpowered vehicles so I already knew that the Yugo would win the coveted Number One Crappy Car Award but I was in for a surprise – guess what Mr. Porter chose as the #1 – the 1974 Ford Mustang II. Picking up the book after I threw it against the wall and promising Elaine to fix the dented drywall, I read and reread his "Crappiest Car." His acerbic comments were:

Number One – The 1974 Ford Mustang II
:If This Car Was Any More Crap, It'd Have Flies Buzzing (A)round It"



Sequels are always a risky idea. Sometimes, if the original is so brilliant and so popular, it's best just to leave it alone rather than tarnish the name. But Ford just couldn't do that. The first generation Mustang was already a full-fledged living legend, so how would the company keep that flame alive? By basing its replacement on the Pinto. As an unpromising start to a sequel, that would be up there with the pitch for Driving Miss Daisy – 2 Destination Spring Break. And sure enough, the invigorating smell of crap infused every inch of the Mustang II, from its lame-o looks to a range of engines that made Bambi look mighty and strong. This being a time of gas price panic, there wasn't even the option of a V-8 and, perhaps as a consequence, the 1974 Mustang II didn't come saddled with anything that might be confused with acceleration, instead it was a pitiful, unlovable, incompetent blot on the once great Mustang name. And also a really good lesson in how sequels usually turn out crap.

That was revolting, wasn't it? Not to mention that we think he is totally wrong. The Mustang II was built to meet the changing tastes of the American consumer and did that quite successfully during the gas-starved 1970's. Here are a few of Porter's choices and his comments:

No. 2 – **Yugo GV** "If this car was all you could afford, have you considered prostitution?"

No. 4 – **Dodge Rampage** – "If this car was any worse, you'd have puked on this page by now. "

No. 5 – **Volkswagen Beetle** "If this car was in your kitchen, you'd step on it."

No. 6 – **Chevrolet Vega** "If this car was only a little rusty, it was still on the production line. Four things that dissolve more quickly than a Chevy Vega: 1. Soil, 2. Orange Tang, 3. Alka-Seltzer, 4. Sugar in Coffee."

No. 12 – **Renault Le Car** "If this car was the best they could do, no wonder Renault doesn't sell cars in America any more."

No. 13 – **Cadillac Cimarron** "If this car was a Cavalier, you'd have paid a lot less, dumba**"

No. 17 – **Dodge Dakota convertible** "If this car was any dumber, it'd have full-time nursing supervision."

No. 18 – **Hyundai Excel** "If this car was any more depressing, it'd have to come with free Prozac."

No. 25 – **Volkswagen Fox** "If this car was a real fox, it'd be flea-bitten, mangy and infected with rabies."

No. 27 – **Hummer H1** "If this car was any bigger, you could see it from space,"

No. 30 – **Subaru XT** "If this car was any weirder, they'd put it in the nuthouse."

No. 39 – **Sterling 825/827** "If this car was trying any harder to be British, it'd be Madonna."

No. 40 – **Ferrari 400** "If this car was an actual horse, you'd shoot it."

No. 42 – **Jaguar XJ6** "If this car was your favorite Jaguar, you don't know much about Jaguars?"

No. 43 – **GM EV1** electric car "If this car was blessed with any less range, they might as well have left it plugged in."

No. 45 – **Volvo 262C** "If this car was in your dreams, they'd change your medication."

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FROM "THIS IS TRUE" ON the INTERNET

AUTOPILOT: An unidentified man in Paw Paw, Mich., got his car stuck in the mud near Leroy Township. No need to wait for a tow truck: "After several attempts to free the car," said a spokesman for the Calhoun County sheriff, "the man placed his toolbox on the vehicle accelerator, exited the vehicle and attempted to push the vehicle free. The man was successful." Success, of course, is relative: he got his Mercury full-sized sedan clear from the mud, but then had to run behind it to try to catch it. No luck: the car reached an estimated 100 mph, sometimes going airborne after hitting bumps, until it smashed into a tree a half-mile from the mud pit. Deputies decided not to give any citations to the man, who was not injured. (Battle Creek Enquirer) ...Not counting his pride.

SEMA LEGISLATIVE ALERT FOR ILLINOIS FROM BILL CHEFFER
Emissions Inspection Exemption for Older Cars: Illinois

A bill (S.B. 2126) has been introduced in the Illinois State Senate by Senator Edward Petka to exempt all vehicles more than 25 years old from the state's mandatory emissions inspection and maintenance program.

We Urge You to Contact Your Illinois State Legislators Immediately in Support of S.B. 2126

- | Existing law in Illinois only exempts vehicles of model year 1967 or before from emissions inspection.
- | Existing law in Illinois already exempts antiques, custom vehicles and street rods only if they are limited-use cars.
- | S.B. 2126 provides for a rolling exemption that would exempt all vehicles more than 25-years old upon enactment and would pick up an additional model year for each year the law is in effect.
- | S.B. 2126 acknowledges the relatively minimal environmental impact of older vehicles, such as those targeted for this exemption.

- | Many states have recently enacted similar exemptions. The reason for this trend is clear; such vehicles constitute a small portion of the vehicle fleet and are generally well-maintained and infrequently operated.
- | The idea behind exempting a class of vehicles is to reduce costs while not losing appreciable emissions reductions.
- | This strategy not only builds public support for emissions-inspection programs, but also directs the program to where it will be most valuable in cleaning the air. A rolling exemption certainly achieves these ends

Please contact members of the Illinois State Legislature in Springfield to request their support of this bill.

If you need assistance in determining who your state legislators are, contact the Illinois State Legislature's General Information line at 217/782-2000. Please mail or e-mail to: SEMA Washington Office, 1317 F St., NW, Ste. 500, Washington, D.C. 20004, Attn: Steve McDonald stevem@sema.org

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"THE STORY OF THE HOT ROD LINCOLN"

From "World of Fords" newsgroup member Mark (Spooky) Karol-Chik

It's 1960. My Dad is a very young 17. He and his pals are heading back to the 'Springs from Denver. Riding along via the "old road," Dad is cruising along at a comfortable 60 mph. His ride? A dark green 1951 Ford convertible. White interior, it has the deck shaved and the hood has been nosed. The 'vert runs factory ribbed skirts and still retains its door handles and side trim. No spotlights or any other googaws to distract from the factory's clean lines. The car has wide whitewall tires, 4-bar overlap hubcaps and sat a pack of Camel's away from the pavement. Beneath the hood is where our story gets interesting.

The car was originally the property of a police officer. This officer attended police auctions religiously and was always tinkering with things. The officer had bought a totaled 1954 Lincoln 4-door sedan. It had been rear ended HARD and from the rear doors back it was a total loss. The engine was good, however and low in miles. With a good deal of leverage and swearing the Lincoln mill was dropped between the fender wells of the shoebox Ford. Oh, sure it was mated to the Ford three speed with the overdrive, but still, WOW(!), a Lincoln mill in a shoebox!

So, Dad is humming along and comes upon a new (tag still in the window)1961 Pontiac Bonneville 4-door hardtop. As Dad says, the man driving was probably a Father giving the family a ride in the new car. So, the older gentleman looks in his mirror and sees a '51 Ford approaching with four male teens inside. He is NOT going to let this 10 year old Ford pass his NEW Pontiac.

My Dad swings out to pass and the Pontiac eases ahead just a little. Dad eases the go pedal down a touch. The Pontiac paces the shoebox, but still Dad and his friends are still not by the big Pontiac. So, Dad hits the clutch, drops the Ford into second, hits Overdrive, then in perfect sync, nails the gas and drops the clutch. The Lincoln mill ROARS, the Allstate Specials go up in smoke(AT 60MPH!!) and the Ford launches past the big new Poncho. The family in the Bonnie watch as the old Ford screams into the distance. Dad to this day swears that he left twin stripes of bias ply rubber for a good 30 feet plus. Lincoln's are bad, man...

HOW TO GIVE A GUY A HEART ATTACK OR...

Next year I'll attend the NMC Christmas Party

The following are several e-mails between Bill Cheffer and my e-mail account (hipogt@aol.com).

Received on Dec. 5, 2005 from Bill Cheffer:

NEWS FLASH-----BILL KRIEGER ELECTED PRESIDENT OF NORTHERN MUSTANG CORRAL---TERRY HEBERT NEW EDITOR OF NEWSLETTER--ALL OTHER OFFICERS REMAIN THE SAME-----

Response the same day from hipogt:

Bill, this is Elaine Krieger. I hate to give you such bad news but after he read your e-mail, Bill had a heart attack and is in the ICU at St. Alexian's here in Elk Grove. As he clutched his chest he kept murmuring "They couldn't do this to me, They couldn't do this to me!" Then he collapsed. Do you have any idea what he was talking about or what in your e-mail could have put him into the hospital and on life support?

I know you and the whole club are praying, as I am, for Bill's swift recovery. Or at the very least he changed the will and took out that silly grant to the Mustang Club of America. Heck, I want to go to that plastic surgeon, move to Las Vegas and find some hunk! If the situation goes terribly, horribly bad, will you help me get rid of his stupid cars? Momma needs a new pair of high-heeled platform shoes!

Needing your support in this time of peril,

Elaine Krieger

Received from Bill Cheffer the next day:

Just kidding – Terry is still President and you are still the Editor. Just playing a little joke.

Bill

Response from hipogt later the same day:

Damn, Damn, Damn, Damn!

Oh, sorry for the language - Yes, after I told Bill (DAMN!) the good news (RATS!) his vitals returned to almost normal (NO, NO!) and he will be soon coming home (Grrrr!) fit as a fiddle (I ALWAYS hated violins!) and ready to work on those damn cars..... Ooops - ready to prepare those wonderful vehicles for another summer of fun and interesting car shows (stupid fat jerks waddling by saying "Nice car, honey" What a drag!).

I am so grateful for the blessings that I have and can't wait for my husband's return (wonder if I changed his pills- the pharmacist on Desperate Housewives got away with it!)

Thanking you all for your kind thoughts in my time of need.

Elaine (Hmmm -maybe I can sell the platform heels on eBay) Krieger.

CLUB CALENDAR FOR FEBRUARY

Feb. 1: Northern Mustang Corral Monthly Meeting at the Bourbonnais Public Library at 7:00 p.m.

Feb. 1: Elvis records his last song before entering Army (1958). On this date, Elvis records “Wear My Ring Around Your Neck” before joining the Army. His monthly salary dropped from \$100,000 monthly to \$78.00.

Feb. 3: “The Day The Music Died” Buddy Holly, Richie Valens and the Big Bopper (a. k. a. Jiles Perry Richardson) killed in an airplane crash soon after playing their gig at Clear Lake, Iowa (1959).

Feb. 4: The Ford Motor Company acquired the assets of the Lincoln Corporation on this day in 1922. Edsel Ford was named President of the new luxury Division of Ford's empire.

Feb. 6: Car rental pioneer Walter Jacobs dies (1986). Although the company did not retain his name, his rental fleet of Model T Fords became the basis for the Hertz U-Drive-It corporation (1923). John Hertz was also the owner of the Yellow Cab and Yellow Truck and Coach Manufacturing Co. General Motors became interested in the corporation and bought it in 1926 where it eased out the Fords and substituted General Motors cars in the rental fleet. The “Yellow Truck and Coach” division became the GMC Truck Division of GM. GM kept control of Hertz (remember the “Hertz Puts You in the Driver's Seat commercials?) until 1953. Ford reached an agreement with Hertz to supply them with Ford-built automobiles in 1965 then Ford acquired the entire Hertz system in 1994. Ford sold the Hertz corporation for 5.6 Billion dollars in 2005.

Feb. 10: The Ford Motor Company set a record of \$ 5.8 Billion dollars in net income for 1988. This was a world record for any automotive corporation. Sigh! The “Good Old Days!”

[Feb. 14: Steve Etienne celebrates a Birthday.](#)

[Feb. 15 Kathy Henderson puts another candle on the Birthday cake.](#)

Feb. 19: Ford builds the first prototype Thunderbird (1954). In a move that “one-upped” General Motors, FoMoCo took a look at the struggling Corvette and figured out why the “sports car” was not selling. The GM hierarchy thought the American public needed a clone to the British sports car when they wanted a “sporty” car that had all of the power and convenience of the normal Detroit offering. The Thunderbird offered roll-up windows (the 'Vette were plastic snap-ins), a V-8 as opposed to the ancient “stove bolt” six, and a steel body as opposed to the then troublesome fiberglass. Thunderbird had a long list of options where the Corvette had almost a “take it or leave it” attitude. In its first model year (1955) Thunderbird outsold Corvette 16,155 to an anemic 700.

Feb. 22: The first Daytona 500 raced at the then-new Daytona International Speedway was won by Lee Petty who just edged out Jonney Beauchamp (1959). Now to put a “Happily Ever After” on this little fact it would've been great if he was driving a Ford but unfortunately he drove a 1957 Oldsmobile.

Feb. 25: The first auto auction sponsored by the well-respected Christie's Ltd. Was held on this day in 1979. A 1936 Mercedes-Benz 500K roadster was sold for \$400,000.00. At the latest Barrett-Jackson auction in Scottsdale, Az a GM “Futurliner” bus sold for an amazing \$4,000,000.00! On Saturdays during the Barrett-Jackson, they MUST spike the water around there – the bidding just goes nuts!

Feb. 28: Richard Petty won his first Grand National victory at the old Charlotte, NC fairgrounds (1959). Petty actually won his first race eight months earlier but that victory was set aside when another driver contested the win and was awarded First Place. The other driver that complained was none other than Richard's own Father, Lee! Man, talk about competitive! Oh, yes, Richard won in a Plymouth.

Feb. 28: The National Air & Space Museum installed an exhibit honoring the “Star Trek” Television show (1992). Although the original TV show only lasted three years, interest in the show has remained to this day. Has anyone ever noticed that the “flip-phone” is almost a duplicate of the communicator used in the series?

**Chosen as standard for the SHELBY GT 350 . . . make
MAGNUM 500 sports wheel your choice**

“My choice in wheels for the GT 350 is Magnum 500 by Motor Wheel.”—Gerald Shelby

Why did Shelby, America's greatest race and sports car designer, standardize on Magnum 500 wheels for the GT 350? DISTINCTIVE STYLING. . . MATCHLESS QUALITY. . . a standard prerequisite for every Shelby car. Magnum 500 wheels have the extra quality that only 61 years of wheel manufacturing experience can produce. Mag styling is enshrined in steel—proven the best metal for street wheels.

What about cost? Unbelievable. Magnum 500's low cost result from mass production know-how. Make Shelby's choice your choice. See them at your dealer's store!

Free Racing Decal
For every warranty card received by Manufacturer on wheels purchased before July 31, 1966.

MOTOR WHEEL CORPORATION
1900 N. Lamar Street, Lansing, Michigan, 48916

THE SHELBY COMPANY
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