



PONY EXPRESS



Celebrating Mustang Hobbyist and Their Cars Since 1977

JUNE CAR OF THE MONTH

Andrew Newton

18 April 2024



April 17 marks sixty years since the Ford Mustang's public debut at the 1964 New York World's Fair. The original pony car immediately became a pop-culture and automotive phenom, and it remains one of the most impactful cars in history. We're celebrating with stories of the events surrounding the Mustang's launch, the history of the early cars, and tales from owners. [Click here](#) to follow along with our multi-week 60 Years of Mustang coverage. -Ed.

When the very first Mustang galloped onto the car scene at the 1964 World's Fair, there was nothing quite like the pioneering pony car. It was youthful, sexy, and sporty, but also practical, and surprisingly affordable. It was *new*. In reality, though, what made this new car affordable was that it wasn't new at all, at least not under the skin. The bits that made the Mustang go were from Ford's compact Falcon. The Falcon was already a very successful car, but because of the Mustang's outsized impact—both automotive and cultural—the new and exciting model immediately stole sales from the old and conventional one, and the bird has lived in the shadow of the horse ever since. Sixty years on and now that they're both well-established classic cars, how do they stack up in the market?



1963 Falcon Convertible [Ronnie Schreiber](#)

As the 1950s turned into the 1960s, fins and chrome were proving unsustainable, and American buyers were increasingly choosing smaller, cheaper automobiles. Most of the choices in said smaller, cheaper segment were imported Volkswagens, Fiats, and Renaults. The Big Three responded with their own compacts—Chrysler with the Valiant, Chevrolet with the Corvair, and Ford with the Falcon—for the 1960 model year.

While the Falcon's main competition, the rear-engined and air-cooled Corvair, was radically new and different for Chevrolet, the Falcon was a safe and conservative choice for Ford. Its unibody construction was somewhat advanced, but otherwise, its layout and styling were conventional. In their two approaches to the same customer, Ford's strategy won out, with the Falcon easily outselling the Corvair and inspiring Chevrolet to play catch-up with its own conventional compact, the Chevy II. Ford built the Falcon until 1970, and in typical '60s fashion offered the model range with a huge array of options like the dolled up Falcon Futura, body styles including two- and four-door sedans, two-door hardtops, convertibles, two- and four-door station wagons, and a sedan delivery. From 1960-65, the Ranchero pickup also moved to the Falcon platform.



G



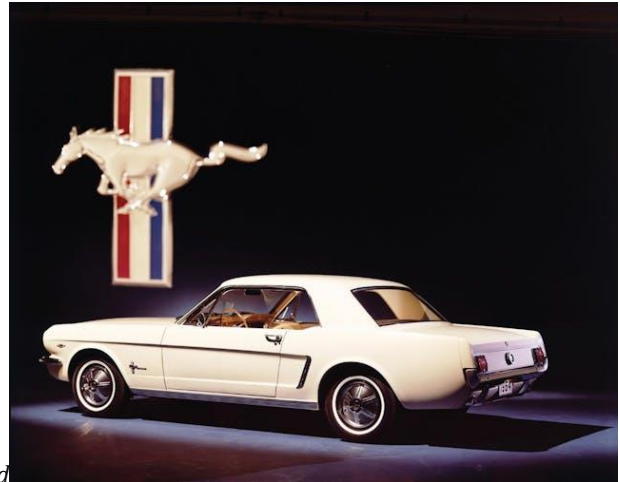
Dan Flores

Despite the wide range of Falcons available and sales well into the millions, there is one narrow slice of Falcon history that gets most of the attention, and that's because it spawned the Mustang. Partway through the 1963 model year, the Falcon got a V-8 engine for the first time as a welcome upgrade from the humble Mileage Maker straight-six. Available in the two-door hardtop and convertible body styles, these 1963.5 260-cubic inch V-8-powered Falcon Sprints sold in relatively small numbers (about 15,000), but this is the car that provided the basis for the Mustang a year later, and is mechanically almost identical.

A restyled, squared-up Falcon with horizontal creases down the body sides debuted in 1964, still available as a Sprint model with an upgraded exhaust, a stiffer suspension, and the Fairlane's 260 V-8. Later in the model year, the 260 was swapped out for the 289, but the Sprint was discontinued after 1965 and so was the convertible model, abandoning the Falcon's brief but real (a Falcon Sprint won its class at the Monte Carlo Rally) sporting pretensions.



Ford



That's because the Mustang immediately and inevitably cannibalized sales from the Falcon. Even though most Mustang options were available on the technically cheaper Falcon, prices were close enough that most buyers could easily talk themselves into the more exciting pony car. This was true for both six- and eight-cylinder buyers, and convertible Mustangs outsold their Falcon counterparts by 11 to 1. As the Mustang spent the rest of the decade becoming a cultural icon, the Falcon spent its third and final generation from 1966-70 riding on a shortened Fairlane platform and seeing its sales decline. Six decades after they first started sharing showroom space, mid-'60s Mustangs and Falcons have long since been established as part of the classic car hobby. And the market still treats them differently, though not drastically so. If we measure the number of insured vehicles and go by year/make/model, the 1965 Ford Mustang is the most popular classic car in the United States. What's the second-most popular? The 1966 Mustang. The 1964 and 1965 Falcons, meanwhile, rank number 426 and 438, respectively. That said, their values aren't *drastically* different, if you compare similarly equipped Mustangs and Falcons. Convertibles command a premium in general, as do 289s, and Mustangs have mostly seen more appreciation over the past few years. See the graph below to see how they've stacked up.

[This article was reprinted from the Hagerty Insurance newsletter.](#)

OFFICERS

President - Joe Rondone
Vice President – Rob Lee
Secretary - Vacant
Treasurer Rick Rose

BOARD MEMBERS

David Geraci
Don Houk
Tina Goulart
Kathy Riccardi
Carol Rose
John Gehring
Steve Chapman – Past President

VOLUNTEERS

Membership – Charlie Wilson
Webmaster - Tom Hasenberg
MCA - Tom Hasenberg
Car Show -Tom Hasenberg
Events – Pauline Maciel
Newsletter – Rod Davison

President’s Letter June 2024

Hello all, I would like to apologize to all at the last general meeting that didn’t get a chance to ask their questions. I felt pressured to take a vote to hold our meetings at black bear diner and I didn’t think it was appropriate to do so at that time. At the last board meeting we discussed what happened as we saw it and will bring it to you at the next General meeting.

On May 18 several of us went on a nice ride to Pescadero we had lunch then went to half Moon Bay. Thank You Steve and Carolyn Beckwith for setting it up and leading us.

Respectfully summited Joe Rondone



John Thornton – 04
Larry Woody – 23

JUNE BIRTHDAYS

Steve Chapman – 13
Jessica Feltovich - 25



June Moreland- 17
Monica Casucci - 26



REOCCURRING AREA EVENTS

2 nd Saturday each Month	Ronnie’s Coffee & Cars	????????????????
1st Saturday each Month	Mt. View Coffee & Cars	Starbucks park lot, 2410 Charleston Rd, Mountain View, CA 7 to 10:30am
2 nd Sunday each Month	SJMCC Cars and Coffee	859Bloosom Hill RD, San Jose, CA
3 rd Sunday each Month	Morgan Hill Coffee & Cars	990 Cochrane Plaza, Morgan Hill, CA
1st Sunday each Month	408 Garage Coffee & Cars	Camden Donuts,1436 White Oaks Rd Campbell CA 9 to 12
1st Sunday each Month	The Gilroy Coffee & Cars	Gilroy Donut House 703 First St, Gilroy, CA 8 to 11am

MEETING & EVENT SCHEDULE FOR 2024

All,

Meetings 2024	Date	Time	Notes
Alice's Restaurant	June 1	TBD	John & Chris Gehring
General Meeting	June 7	7:30 p.m.	Denny's 1140 Hillsdale, San Jose, CA
VMOA Car Show	June 15	All Day	West Valley College Saratoga, ca
Board Meeting	June 18	7:00 p.m.	255 N Eighth St San Jose, CA
General Meeting	July 12	7:30 p.m.	Denny's 1140 Hillsdale, San Jose, CA
Board Meeting	July 16	7:00 p.m.	255 N Eighth St San Jose, CA
General Meeting	August 2	7:30 p.m.	Denny's 1140 Hillsdale, San Jose, CA
Vasona Picnic	August 18		TBD
Board Meeting	August 20	7:00 p.m.	255 N Eighth St San Jose, CA
General Meeting	September 6	7:30 p.m.	Denny's 1140 Hillsdale, San Jose, CA
Board Meeting	September 17	7:00 p.m.	255 N Eighth St San Jose, CA
General Meeting	October 4	7:30 p.m.	Denny's 1140 Hillsdale, San Jose, CA
Board Meeting	October 15	7:00 p.m.	255 N Eighth St San Jose, CA
General Meeting	November 1	7:30 p.m.	Denny's 1140 Hillsdale, San Jose, CA
Board Meeting	November 19	7:00 p.m.	255 N Eighth St San Jose, CA
General Meeting	December 6	6:30 p.m.	Holiday Party TBD
Board Meeting	December 17	7:00 p.m.	255 N Eighth St San Jose, CA

Pescadero Ralley

A good day for the group of nine mustangs and 16 people for the hour drive to Pescadero. The sun came out, but the wind was a bit strong. Larry and Leslie Woody join us from your reposting of the event. Thank you for your help. Steve/Carolyn.

From Al Thomas

I will have Club Logo and General Mustang Items for sale at the Car Show June 15th.

Many Items will be discounted up to 70% off. Some items as low as \$1.00

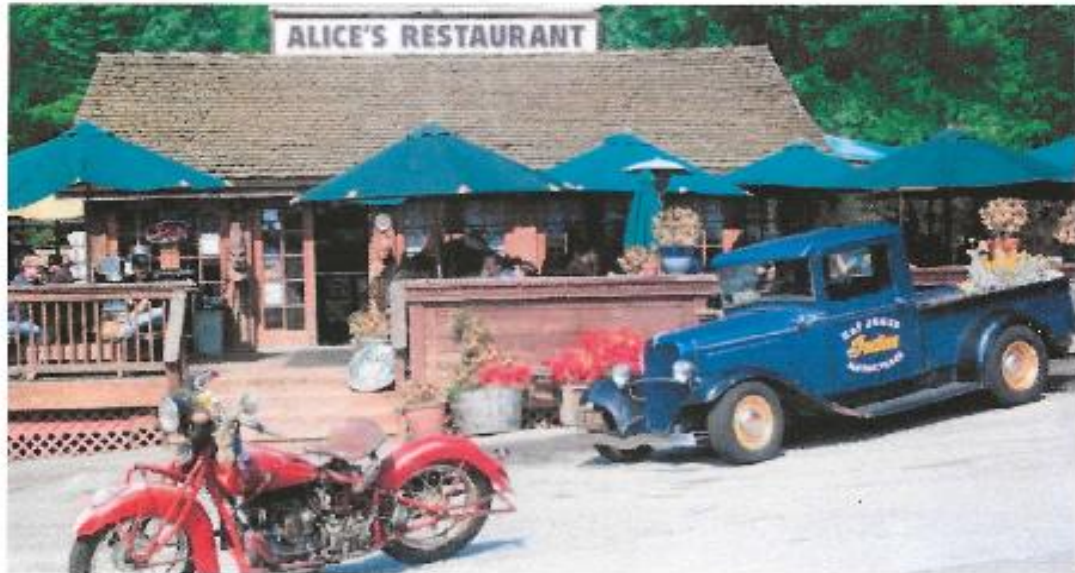
There will be Polo shirts, T-Shirts, Jackets, Silk Screened items and Embroidery items as well as some "Bling" for sale. Whatever Club items I don't sell will be disposed of. So, it is a very good chance to get Club wearing apparel at a super low price.

If you can't make the car show, you can always contact me at vmoahelp@gmail.com and arrange for a separate meeting.



Mustang Club's Breakfast Run

Hosted by John & Chris Gehring



ALICE'S RESTAURANT

**Four Corners - Woodside Road @ Skyline
17288 Skyline Boulevard Woodside, CA 94062**

Saturday, June 1, 2024

**Meet @ Westmore Village Parking Lot
Fremont & Mary, Sunnyvale
We're leaving @ 8:30 a.m. sharp**

**After breakfast we will take a leisurely ride on Hwy 1 to
Santa Cruz to Marianne's Ice Cream for a sweet treat.**

CAR SHOW SIGN UPS FOR JUNE 15,2024		SIGN UP BY EMAIL (crdavison @comcast.net)	
Transport/Setup: 12 6am-8		Pictures 1 7:30am -3:30pm	
1	Neal Hasheider	1	Pat Mulcaire
2	Joe Rondone	Info Booth: 3 7am-12pm	
3	Les Dougan	1	Linda Worth
4	Robert Lee	2	Laura Zore
5	Amanda Lee	3	John Zore
6	John Gehrig	Vendor Walk Drawing 2 1:30-2:00PM	
7	Jim Clark	1	
8	Jeff Jio	2	
9	Dan Hendrix	3	
10		Public Address 1 10:00am-2:00pm	
11		1	Steve ?
12		T Shirts: 4 8am-12pm	
Parking: 20 7am-10:30am		1	Christine Gehring
1	Neal Hasheider	2	Deborah Mortenson
2	Joe Rondone	3	
3	Leroy Taylor	4	
4	Les dougan	Vote Tabulation: 5 10am-1:30pm	
5	Pat Kirby	1	Rick Rose
6	John Thorton	2	Carol Rose
7	Dale Worth	3	Kathy Riccardi
8	Patrick Kirby	4	Louise Gibino
9	Jim Clark	5	Elizabeth Jones
10	Jeff Jio	Trophies: 2 1:30pm-2:00pm	
11	Dan Hendrix		Jeff Mansur
12	Don Houk	1	
13		2	
14		3	
15		Awards Ceremony 3 2:00 pm-3:00pm	
16		1	Tom Hasenberg
17		2	Jeff Mansur
18		3	
19		Teardown: 12 3:00pm-4:00pm	
20	Possible 3 from The Ford Store	1	Robert Lee
21		2	Amanda Lee
Registration: 8 7:30am-10am		3	Jeff Mansur
1	Bill Cinnamond	4	
2	Kathy Riccardi	5	
3	Louise Gibino	6	
4	Tina Goulart	7	
5	Joe Goulart	8	
6	Pauline Maciel	9	
7		10	
8		11	
		12	

VINTAGE MUSTANG OWNERS' ASSOCIATION (VMOA)

General Meeting Minutes

Wednesday May 1, 2024

MINUTES

Call to order was at 7:05, and there were 27 members in attendance.

Car Show, there are 30 cars registered for the car show.

Club Picnic, Vasona Park has been reserved, for the VMOA picnic.

Treasury Report, Rick reported that we have \$6,910.00 in the account, was approved.

Past Events, National Mustang Day, VMOA won for club participation.

Future Events, Steve Beckworth talked about the trip to Pescadero, happening on May 18th, meeting at 10:15 and leaving at 10:30 from 3280 Alpine Road.

John Gehring spoke about his trip on June 1 to Alice's Restaurant, meeting at Fremont and Mary Rd in Sunnyvale, departing at 8 am.

Old Business, the Car Show needs more volunteers, Tom Hasenberg is out of the country. We are looking at changing our website, due to it being inefficient and expensive.

New Business, We are getting food trucks for the car show.

Buy sell swap, nothing to report.

Open forum, we talked about Black Bear Dinner for the meeting place, the meeting date and time.

Next meeting, next meeting to be held at Denny's, June 7, 2024, at 7:30.

Meeting adjourned 7:45.

Rob Lee

2024 CAR SHOW SPONSORS

GOLD SPONSORS

National Parts Depot

Frontier Ford

Big Daddy Motor Cars

SILVER SPONSORS

TPS Motorsports

Wardell auto Interiors

Mustang Fever

Custom Alignment

