



the Shelby AMERICAN



SHELBY-FORD PICK UP MARBLES AT SEBRING

Shelby prepared Ford cars dominated both ends of a racing double-header at Sebring, Fla., as March bowed to April and automobile racing emerged from the winter doldrums.

Driving Shelby American cars, Mario Andretti and Bruce McLaren won the Sebring 12 hours enduro and Jerry Titus the Trans-American Sedan 4 hour race over the 5.2-mile airport course in the heart of Florida's orange country.

Making its first competitive start, Andretti and McLaren shared the wheel of the Shelby-developed Mark IV GT. They averaged 102.923 miles an hour and covered 1,237.6 miles (238 laps).

The day before, magazine editor Titus drove to victory in his team Terlingua Mustang. First race car ever fielded which advertises a school for boys—an institution to be built by racing enthusiasts in Terlingua, Texas. He averaged 94.824 m.p.h. in covering the 379.6 miles (73 laps).

In the international manufacturer's enduro, Andretti and McLaren were challenged only briefly by Jim Hall's amazing Chaparrals. At the finish, the Mark II Ford, driven by A. J. Foyt and Lloyd Ruby, finished second, and a Porsche

Prototype driven by Scooter Patrick and Gerhard Mitter was third overall.

Ford's other worry, besides the Chaparrals, was a rebuilt Ferrari P2, driven by David Piper and Dick Attwood which expired after 65 laps.

The day before, Titus upset an outstanding field but won like he should have been the favorite all the time.

After a first-lap dice with Parnelli Jones which ended with the former Indianapolis champ exploring the weeds, Titus was all alone and never in trouble. He did strike a tire marker on the third lap, and said later this affected steering in the yellow and black Mustang.

He lost the lead only once, on lap 28, while making the first of 2-scheduled fuel stops, but regained it only a few hundred yards past the starting line from Mark Donohue in a Camaro. Donohue, running a steady pace, finished second on the same lap with Titus, 70 seconds behind, while pitting for fuel only once.

Third behind Titus and Donohue was Dr. Dick Thompson, in the Shelby American prepared Grady Davis Mustang.

HICKEY FORD SALES, INC.
342 FIFTH AVE. PHONE 235-0410
TROY, N. Y. 12180

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SALES AND MARKETING NEWS

HAL BRACKEN

SPRING SALE FORECAST — GREAT!

As our 1967 production here at Shelby American in Los Angeles increases, it appears your retail salesmen are selling these vehicles at an equally rapid rate. I thought you might be interested in a historical comparison of Shelby American sales with a brief resume of 1965, 1966 and 1967, covering those months since the introduction of our 1967 vehicle.

	1965	1966	1967
December	25	93	68
January	12	71	128
February	10	102	227
March	8	100	266
April	5	63	405

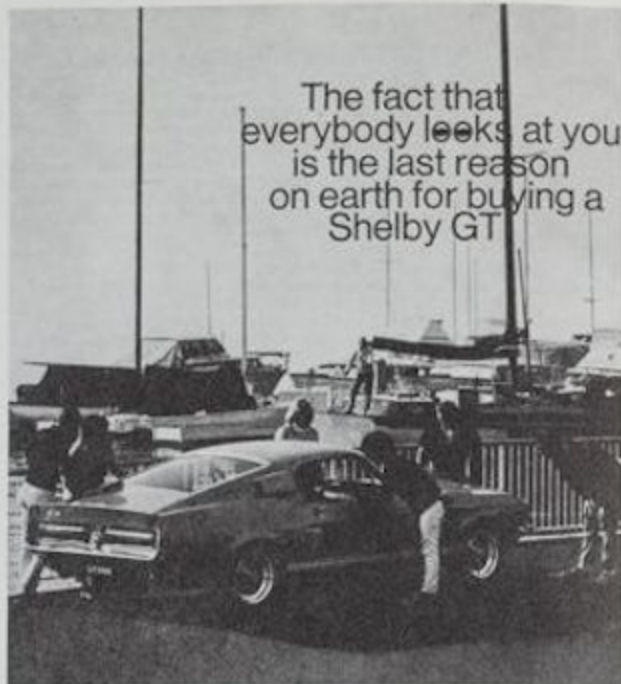
I think you will notice a substantial increase in our sales rate which is a sure fire indication of the product acceptance of the 1967 GT-350 and GT-500.

To meet your individual dealer requirements, and at the same time launch our Ford Division Exposure Program, our production facilities will very shortly go to a six-day week with added overtime as necessary to meet the acceptance of the 1967 vehicles. We look forward to an exceptionally strong spring selling season and we are confident that you working with your fellow Ford Dealers, can gain much through this combined Shelby American-Ford Division promotion.



Chuck Cantwell (l.) head of engineering and development of Group II Mustang Sedans, and Jim Beltinck, Competition Sales and Special Events manager, inspect Titus' car during its preparation at Shelby for Sebring.

The fact that
everybody looks at you
is the last reason
on earth for buying a
Shelby GT



(unless you love to be looked at!)

Among the reasons you'll want to buy a GT 350 or GT 500 is peak performance. Crisp, responsive handling. Ultimate stopping power. Reassuring safety. Tasteful comfort. There are extra margins of each, as built a road car designed by the World Manufacturers' Championship sports car builder. The best looking looks are a Drive Concept.

See your Shelby dealer. You'll look best at the price—just \$3995* for the GT 350, only \$200* more for the GT 500.



SHELBY G.T. SEBRING ROAD RACING The Road Cars Powered by

Shelby American, Inc., 8502 W. Imperial Pl./Hawthorne, Los Angeles 90033

This ad, "The Fact That Everybody Looks At You," will be running in the following issues and should help stimulate your Spring selling season:

- May — Playboy — (Color)
- May — Sports Illustrated — (Color)
- May — Esquire — (Color)
- April — Road & Track
- April — Motor Trend

SHELBY-FORD SEBRING (Continued from Page 1)

Thompson had stalled at the starting line, losing 15 seconds to the field. Near the end, as he was challenging Donohue, the driving dentist had to make two unscheduled stops in the pits.

Another Shelby American prepared Mustang driven by Milt Minter, finished fourth despite having no clutch for the entire race.

The Mark IV and Titus' Terlingua Team Mustang earned the pole positions in their respective races and both finished first—quite an achievement.

Ford and Chevrolet are now tied in the Championship point standings with 12 points each. Dodge has 9 and Cougar 5.

DEALER NEWS

Carey Paul Ford, Decatur, Georgia, recently franchised Shelby American Dealer, has decided, after two months in the Hi Performance Sales and Service business, to go all the way.

Mr. Carey Paul has appointed Mr. Wayne Blackwood as his Hi Performance Manager. He is also installing in his dealership a Hi Performance Parts Department with a section of his service department devoted solely to Hi Performance maintenance and service. This new service department will staff specially trained and experienced hi performance mechanics. Their first assignment will be to build Carey Paul Ford a winning drag car.

On April 17th Tasca Ford of East Providence, Rhode Island, gave a Third Birthday Party for the Ford Mustang. The celebration was advertised via local radio and newspapers. Mario Andretti, current USAC Champion and Ford Team Driver made a personal appearance. Theme of the party was typical Tasca, hi performance.

Shelby American products were featured along with standard hi performance Ford models.

In spite of the inclement weather Tasca enjoyed guests upward of 6,000 people.



Fogg Motors of New Westminster, Vancouver, B.C., a franchised Shelby American Dealer, recently exhibited at the Rod & Custom Show in Vancouver.

Their booth featured a 427 drag Fairlane, a GT 350 and a Cobra Daytona Coupe, Cobra Accessories and hi performance equipment.

John Hall, Hi Performance Manager, stated "This type of show has always been very good for us in exposing our company to the public, and quite profitable in the long run."

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Notice to Dealers:

If you have any local promotions running that would be newsworthy for Shelby American, we would like to hear about it. Enclose photos, if possible.

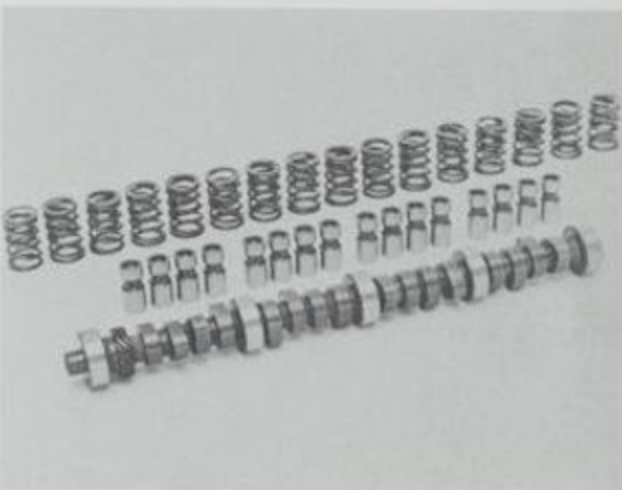
PARTS AND ACCESSORIES

LLOYD ROSIER

NEW COBRA HYDRAULIC CAMSHAFT KIT INTRODUCED TO HIGH PERFORMANCE MARKET

In keeping with the Shelby American policy of continuing improvement and development of new high performance equipment, we have recently introduced our new Cobra street hydraulic camshaft kits.

These Cobra camshafts were carefully designed for a remarkable power increase along with exceptionally quiet operation. The lobe profile and the valve spring design of these camshaft kits were obtained only after extensive computer calculation. The design allows them to operate to 6000 R.P.M. with stock Ford Hydraulic valve lifters. An increase of 25 hp. is obtained over the entire R.P.M. range.



THE NEW COBRA HYDRAULIC CAMSHAFT KIT

S7ME — 6250-H Camshaft only	\$49.95
	Suggested List
S7MK — 6250-H Camshaft, Lifters, Springs	\$98.90
	Suggested List

These hydraulic camshaft kits fit all Ford 260 and 289 CID engines. As you in the dealerships know, this is a vast potential market.

Editor's Note: Lloyd Rosier has recently joined our company as Parts Sales Manager. He was previously with Keystone Rims, Inc., where he held a similar position for the past three years.

Mr. Rosier is a product of Southern California being raised within a few miles of our manufacturing plant. He graduated from U.C.L.A.'s School of Business Administration, earning a Bachelor of Science degree in Marketing.

Needless to say, we are very proud to have Mr. Rosier aboard.



YOUR PUBLIC IMAGE

LEW SPENCER

By now everyone knows what happened at Sebring and that Shelby-American cars won every race in which they were entered and also every class.

You may not have known that there was a Mustang Corral at the Sebring races, sponsored by the National Council of Mustang Clubs and Shelby American. Also cooperating in the event was Johnny Bolton Ford of Maitland, Florida. Shelby Field Sales Manager Jim Riddle spent a lot of time at the races working with the Corral and also provided a GT-500 for the use of Sebring's Chief Pit Marshal, Tex Asche. This was good exposure for our products.

The Public Relations department has been working diligently on magazine articles of our products as well as good press coverage. Keep your eyes open for two upcoming articles in HOT ROD magazine.

You can expect to see at least one good article on Shelby American and its products in top national magazines each month. These will be on our parts as well as on our GT350/500 series and the Cobra.

Have you seen the latest Chevron ad? It is 100% on the GT-500 and Shelby American. From photos to copy it's the type of ad that puts customers in your showrooms. Chevron also has another ad for fall, details not determined at this time. May I thank Hank Madieras of Hayward Ford for



Performance:
This is what it looks like
in a Shelby GT 500

From its high-beam headlights, mounted rally-fashion in the grille, to its aerodynamic rear spoiler, the new Shelby GT 500 sets performance.

And it gets it big under the hood, too. It modified Ford 428 cu. in. engine with two 4-bar carburetors and low restriction exhaust.

And special suspension for precise handling. All in all, the GT 500 is a unique combination of beauty and the beast.

This is where it comes from:



When you select General Shelby, Manufacturer of these high-performance Ford-powered sports cars, to recommend premium products to your car, be sure to use the 500 logo. "Chevron gasoline are in all of the GT 500's that go out of town."

their cooperation with Chevron in supplying the GT-500 and helping in every way.

More GT-500 exposure—The Gabriel Adjustomatic shock absorber booth at the Pacific Automotive Show in San Francisco, March 30-April 1, had a GT-500 on prominent display, through the courtesy of S & C Motors of San Francisco. Our thanks to Al Rivera, of S & C for helping make this display such a success.

Television viewers—did you see the GT-500 and GT-40 on the Mort Sahl show? They were there in all their glory, receiving the plaudits of Mort, a tremendously well versed man on automobiles, the sport and driving. If this show hasn't hit your area yet watch for it!

A wire from Shelby Field Manager Ken Miller:

"On April 7th Universal Motors, Akron, Ohio, delivered a white GT-350, 4 speed to Mr. Alva (Ted) Bonda, Chairman of the Board of Avis Corp., for the use of his son Joel. According to Mr. Ed Cahill father and son doing fine in new car."

Companies all over the country, such as Chevron, are taking advantage of the image created by the Shelby cars for their national ads. Other companies include Catalina Sportswear, RCA Color Television, Yamaha, B. F. Goodrich Footwear and Dep hairdressing for men.



Local promotions, such as the one illustrated above, can be initiated by you dealers. A GT 500 was won by Mrs. Paul Jeffrey, of Costa Mesa, California. The drawing was conducted on the playing field on the opening day of the Angeles baseball season.

The car was purchased by the Orange County Children's Hospital, who solicited donations for the drawing. Miss Anaheim, Caylene Walp, drew the lucky ticket. Others pictured are, Mrs. Richard Voelyke (in white dress), Hospital Chairman for Charities and Dr. S. J. Adler, Chief of Staff of the Hospital.