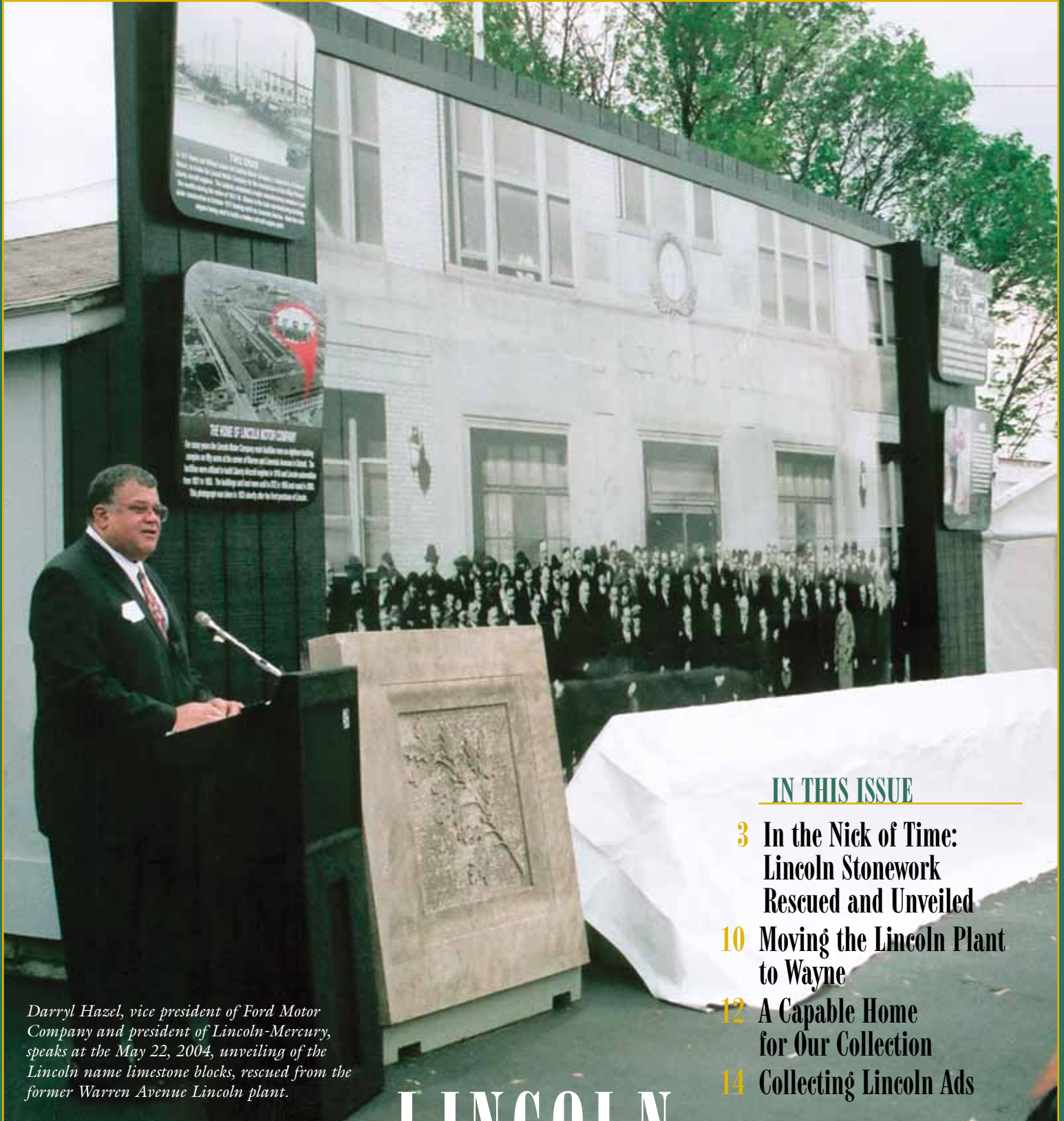


The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE



Darryl Hazel, vice president of Ford Motor Company and president of Lincoln-Mercury, speaks at the May 22, 2004, unveiling of the Lincoln name limestone blocks, rescued from the former Warren Avenue Lincoln plant.

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LINCOLN

MOTOR CAR FOUNDATION

Serving Fraser, Roseville, St. Clair Shores

Sunday
June 13, 2004

the ADVISOR

SUNDAY
June 13, 2004

the SOURCE

Store/News

www.sourcenewspapers.com

Utica, Shelby

The land of Lincoln

■ Section of Lincoln Motor factory preserved at Jerome-Duncan museum.

... "We had originally offered to store it but it later turned out that the Foundation expressed interest in storing them so people could see them," [Duncan] said. "Out of that grew the concept for what I call the 'Lincoln Courtyard,' that people can visit on Thursdays and enjoy a big piece of history of the Lincoln Motor Car Co. ..."

Automotive News

ONE COMES DOWN, ONE'S ON THE WAY—
... The [Detroit Edison] company did help history buffs salvage huge blocks from the façade that spell L-I-N-C-O-L-N



Phone call saves historic sign

BY PHIL SKINNER

... Mike Skinner was met with the news that the building was set for demolition within the next few days. . . .

The Press Was Interested...

The Detroit News AND Free Press

Metro final •

Saturday, Aug. 7, 2004

50 cents

PRESERVATION CONNECTION

LINCOLN LORE RESET IN STONE

Car dealer's display recalls the beginning

... "Things like this are a manifestation of our past, and it's difficult to explain our story to young people without this type of thing to show them," [Jack Eby] said.

Eby estimated that it took more than \$50,000 worth of donated labor to remove the stones and assemble the new exhibit—and a little bit of luck. . . .

DETROIT AUTO SCENE

The Oldest Free Newspaper In The United States

VOL. 71 NO. 20 • ORIGINALLY PUBLISHED AS NEW CENTER NEWS • DETROIT, MICHIGAN • MAY 31, 2004

Factory Facade Key Element of Ford Marque s History Duncan Museum Adds Lincoln Piece

... But before the wrecking ball could strike, a group of Lincoln enthusiasts and local business leaders saved the piece of the facade that spells "Lincoln." . . .



LINCOLN'S HERITAGE OF ELEGANCE IS CARVED IN STONE

J. SMYTHE

... In 2002, the Foundation found unexpected and willing partners in preservation when members of the Detroit business community—many of whom donated their time and expertise—came together to save the Lincoln stonework, a defining symbol of America s industrial heritage. . . .



Ford Motor Company Vice President Darryl Hazel (left) and Lincoln Motor Car Foundation Chairman John T. Eby unveil the rescued LINCOLN limestone blocks in a special ceremony on May 22, 2004, at Jerome-Duncan Ford, Sterling Heights, Michigan.

In the Nick of Time!

The “lintel” stonework of the Leland-built Lincoln Warren Avenue plant, positioned over the front entrance, was saved just before the whole facility was razed, as described by John T. Eby in the previous issue of *The Lincoln Link*. Nicely cleaned and mounted on purpose built heavy wooden frames, these historic limestone blocks were introduced to the public during a presentation on May 22, 2004.

The honored name of LINCOLN was carved into these blocks and appeared in the hundreds of photographs taken of

Lincoln automobiles that were carefully posed for a portrait in front of this famous doorway to the administration building of the Lincoln plant. Five of these blocks carried the Lincoln name and two flanking blocks were carved with decorative oak leaf clusters. This is a durable and exquisite memento of an era of achievements and of purposeful men who built precision Liberty aircraft engines and high quality automobiles over a 35-year period.

The limestone blocks are now positioned in front of a very large photograph of

the entire Lincoln administration building, taken of the assembly of people gathered on that grey February morning in 1922 to witness the sale of the Lincoln Motor Company to Ford. This weatherproof photo montage and the limestone blocks are placed out-



A celebratory handshake

Dick Duncan (far right) with Darryl Hazel and Jack Eby at the unveiling of the LINCOLN name blocks at his Ford dealership, May, 2004.

Dick Duncan, Serving People

Richard J. Duncan is a custodial member of the preservation team who saved the Lincoln name blocks from the old Lincoln factory front door. He created a suitable interim home for the public display of these historic blocks and helped in countless ways during the rescue operation. The blocks are positioned next to Dick's own private museum and restoration workshop at his Jerome-Duncan Ford dealership in Sterling Heights, Michigan.

Dick appreciates Ford Motor Company lore, having been born in the Ford Hospital and growing up near Oakwood Avenue in Dearborn, in the shadow of the Ford airport and the mighty Rouge plant, and riding in the family Lincoln Zephyrs. After a stint in the Navy, Dick studied Mechanical Engineering at the University of Detroit and started with a Ford dealer in 1947 under a co-op program. In 1956, he teamed with veteran Ford dealer Larry Jerome to start the Jerome-Ford dealership in Utica, Michigan. Twelve years later, Dick built a new facility two miles down the road on a 20-acre plot in Sterling Heights Township. This was the right location, and, with time and



hard work, the dealership prospered to a degree beyond Dick's wildest dreams. This dealership is the top Ford dealer in Michigan and has been the second largest Ford dealership in the nation. Larry Jerome passed away in 1971, but Dick retains the Jerome name in memory of the man he admired so much.

Dick retired in 1995 and turned over the dealership operation to daughter Gail. He then spent more time with his hobby cars, developing a storage and restoration shop at the dealership. This grew into a small museum of 25 cars and much Ford memorabilia called *Memories, Ford History Collection*. A yearly swap meet and several monthly car club meetings are held there, and the museum is open to the public every Thursday. In 2001, Dick won the "Friend of Ford" award from the Henry Ford Heritage Association, to honor his work with Ford old car clubs and in preserving Ford history. He is a member of the Lincoln Zephyr Owners Club and the Lincoln Continental Owners Club and is restoring a 1940 Lincoln Zephyr Continental.

Always concerned with community well-being, Dick has long been active in the St. Lawrence Catholic Church. He

has served as president of his Lions club, is a partner in the New Utica organization, was cofounder of the local Chamber of Commerce and president of the Detroit Auto Dealers Association. He is also a retired trustee of the National Automotive History Collection and board member and past president of the Utica Schools Foundation for Educational Excellence. Dick helped this foundation raise \$250,000 for classroom programs and scholarships. He is so admired and respected by the Utica District School Board and teaching staff that in 2002 a large new elementary school was named after him. He regularly visits "his" school.

Dick and Barbara have two sons and two daughters and five grandchildren, all girls. They live in the quiet country near Rochester, Michigan, 30 minutes from the dealership. The family all live nearby. Dick's exemplary life has been one of service to family, church, community, customers and friends. The Lincoln Motor Car Foundation is enriched and honored by Dick Duncan's continuing friendship and his efforts to help preserve the rich heritage of Ford Motor Company products and traditions.

doors at the Jerome-Duncan Ford dealership in Sterling Heights, Michigan. They are at the rear of the dealership, adjacent to the Old Garage, a delightful small museum and restoration shop that serves the old-car hobby needs of Richard J. (“Dick”) Duncan. Popular as a meeting place with local old-car enthusiasts, the museum is open to the public on Thursdays. You can drive to the Jerome-Duncan dealership, ask for directions to the museum and view these famous Lincoln name blocks, and even photograph your own car with the photo mural as a backdrop.

The rescued Lincoln blocks were unveiled by Lincoln Mercury Division General Manager and Ford Motor Company Vice President Darryl Hazel, and John T. (“Jack”) Eby, Chair of the Lincoln Motor Car Foundation. During the brief ceremony, Jack first introduced Dick Duncan, who warmly welcomed the group. Duncan told us that he and his dealership were proud for the

opportunity to be a part of this fine effort to preserve a significant piece of Lincoln history, and invited everyone to enjoy the moment and the museum.

Jack Eby then introduced Darryl Hazel, President of Lincoln Mercury. “The major support for the Foundation comes from Lincoln Mercury,” Eby noted. “It is the history and heritage of the Lincoln motor car that the Foundation labors to preserve, celebrate and disseminate. Our most important and consistent cheerleader is Darryl Hazel, President of Lincoln Mercury.”

Mr. Hazel took the rostrum. “On behalf of the Ford family, Ford Motor Company and Lincoln Mercury, I offer special thanks to the Lincoln Motor Car Foundation,” he said. “We appreciate the tireless work your volunteers do to keep the lore and legend of Lincoln alive.

“I think the preservation of this stonework tells us as much about the present as the past. It

reminds us that people from many walks of life find common value and resonance in saving a piece of the past for posterity. Many volunteered time and resources to rescue part of a building that changed the way the world viewed cars in the early 20th century. Lincoln cars signaled a shift from utilitarian transportation to a reflection of personal style and self-expression. Luxury and elegance were the Lincoln’s hallmarks.

“Today’s and tomorrow’s Lincolns will be the collectibles of the future. The Foundation, along with collectors and historians everywhere, illustrates the passion Lincoln has inspired over the years, and each one of you contributes to that. We are grateful for the efforts you put forth.

Continued on page 7

Below, major players in the stone drama: from left, Joe Michael, Tom Wickersham*, David Roncelli*, Steve Messina of Messina Trucking, Paul Day*, Wendy Day, Ray Rajpore*, Gary Roncelli*, Don Measle*, Thomas Moore of Denmco Construction, and Mark Phillips, Sr., of Banner Sign Specialties. (*Roncelli, Inc.)*



Darryl Hazel: Lincoln-Mercury Leader

Darryl B. Hazel was just one credit hour shy of a doctorate degree in Economics from Northwestern University when he decided the insular life of academia and theory was not for him. He wanted to find out what made people tick in the real world instead. Hazel found Ford Motor Company to be the perfect proving ground for testing his newly learned assumptions about the marketplace.

That was 1972. Now, 32 years later, Hazel's practical education at Ford has included experiences in almost every facet of the automotive business—and he's had an opportunity to study human behavior on a daily basis.

A quick learner, he was first assigned to Lincoln Mercury as an analyst in the New York District Sales Office and rapidly moved through the ranks of sales, marketing and product development. Hazel joined Ford Customer Service Division in 1999 and was promoted to vice president in 2001. In 2002, he returned home to Lincoln Mercury as president.

As an African American, Hazel often broke new ground as he ascended the corporate ladder. He believes success stems directly from cultivating perseverance and a keen ability to acknowledge obstacles and transform them into opportunities. When Hazel invites colleagues to “get out of their comfort zone,” the advice comes from a lifetime of constantly challenging the status quo.

As a young man, Hazel stretched his own boundaries through cultural explorations around the world. The souvenirs he's treasured over the years have become an impressive collection of both primitive and classical art. Not surprisingly, he's also nurtured a passion for automotive design, and his office is brimming with colorful models—mostly Fords, of course. At home, the small-scale cars and

trucks occupy a specially built room of their own.

For Hazel, the miniatures also serve as inspiration. They're a constant reminder of the vision, teamwork and tenacity required to accomplish greatness. His deepest satisfaction now comes from recognizing the achievements of dedicated Lincoln Mercury teams who take vehicles from possibilities on paper to gleaming realities in showrooms.

That incredible process affords Hazel an ongoing education—especially as the auto industry confronts its most accelerated period of change. He encourages every employee to be a “continually improving student of the business.”

At home, Hazel has imbued his children with a healthy respect for education, too. He and his wife Sheila are busy monitoring the progress of a son at the University of Michigan Law School and a daughter at Yale. Chalk it up to genetics: Hazel's mother taught in the New York City school system for 35 years, and, as he says, “That's real work.”



“Lincoln has a revitalization plan for today’s products, and it is time that we at Lincoln reached out for more involvement with enthusiast clubs and organizations. I do appreciate your time, energy and enthusiasm for Lincolns and I can assure you that it is shared by the people that work on the Lincoln brand today, whether they be in manufacturing, product development, or sales and marketing.

“With that, Jack, let’s see what is under this tarp!”

At that point, Darryl Hazel and Jack Eby pulled back the tarpaulin and exposed the neatly arranged blocks of limestone, their first public appearance since removal from the former Lincoln plant administration building. Amid applause and cheers, it was obvious the audience appreciated the moment, the significance of the rescue of these limestone blocks, and the efforts that brought them to this setting.

Jack Eby returned to the lectern to add some historical perspective. “[Eighty years ago,] Southeastern Michigan . . . was a yeasty mix of the Wild West, the Gold Rush, and the Silicon Valley of the 1990s,” said Eby. “New industries were being born: thousands of companies were being formed, going bankrupt and being reformed. Fortunes were made and lost. . . . Two important men in the history of the global automobile industry

were attracted to Detroit: Henry Leland from Connecticut and Henry Ford from Greenfield Township, just outside Detroit. Henry Leland commercialized precision machining and created the masterful Lincoln automobile. Henry Ford revolutionized personal transportation, agricultural and air travel. Fate decreed that Leland’s cherished car and factory would go to Ford.

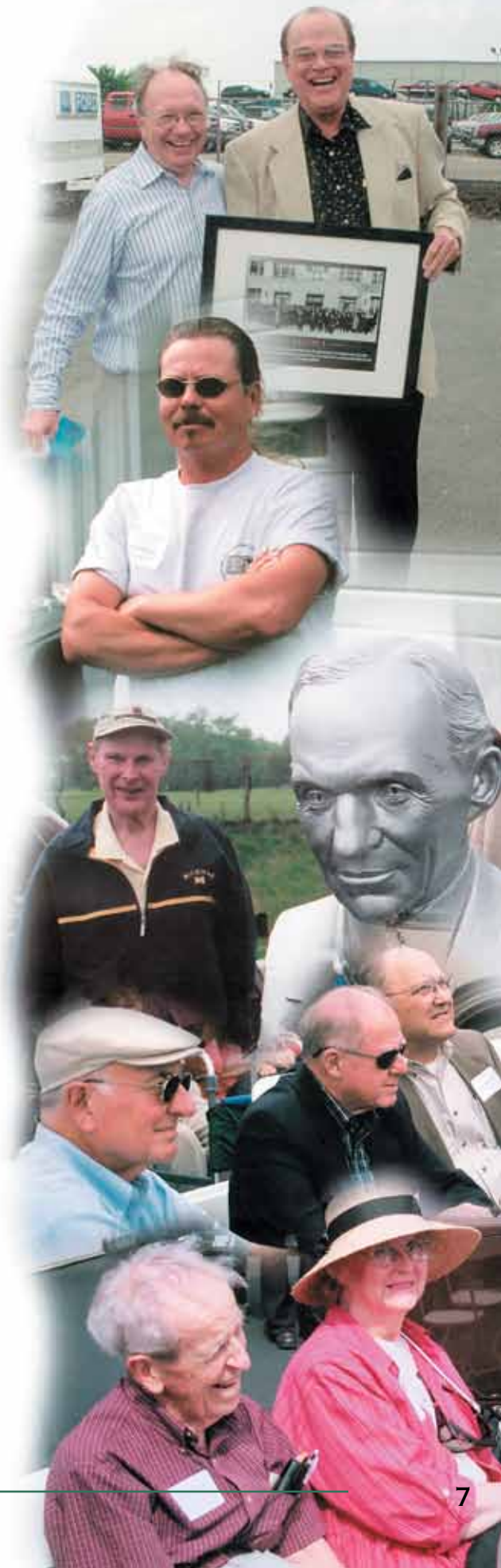
“The saving of the stonework was a labor of civic and historic duty willingly assumed by many in this audience today and it is those to whom we wish to express our gratitude. Something like \$50,000 worth of work has been donated to this project.

“Let me start with **Mike Skinner**, President of the Henry Ford Heritage Society. He discovered that the buildings were being razed, and contacted DTE to see if the stonework could be saved.

“To **DTE**, who endorsed donating the stonework; **Homrich**, the demolition contractor, who actually owned the buildings and who are the donors of the stonework; and **Rich Voytovich** of Ford Motor Company, who encouraged and promoted the effort, thank you!

“Ideas are great, but making ideas happen is even greater. To the doers, we are truly grateful.

“First, **Gary and David Roncelli** jumped right in and provided general contracting and all of the continuing glue that held the project together. Gary



At right, faces at the Lincoln stonework unveiling. From top: Jack Eby, Chairman, Lincoln Motor Car Foundation, with Jerry Capizzi, LMCF President; Mark Dietiker, the Western Waterproofing technician who cut the blocks from the Lincoln building; Dr. David L. Lewis, author and Ford historian, with friend Henry; LMCF officials Dr. Richard J. Hopeman, Earle O. Brown, Jr., and Dr. David W. Roycroft; and Dr. and Mrs. Dale Shaeffer.

volunteered, 'Whatever we have is yours to use.'

"**Dick Duncan**, who said, 'Whatever you need or can't get done, we'll do.'

"**Western Waterproofing** said, 'We'll carefully cut that stone down and transport it for you.' We may have immortalized **Mark Dietiker's** red plaid shirt. (See the cover of our last issue of *The Lincoln Link*.)

"**Mark Patrick** of the Detroit Public Library donated the photographs.

"**Steve Messina** volunteered to help with the remedial work for the display.

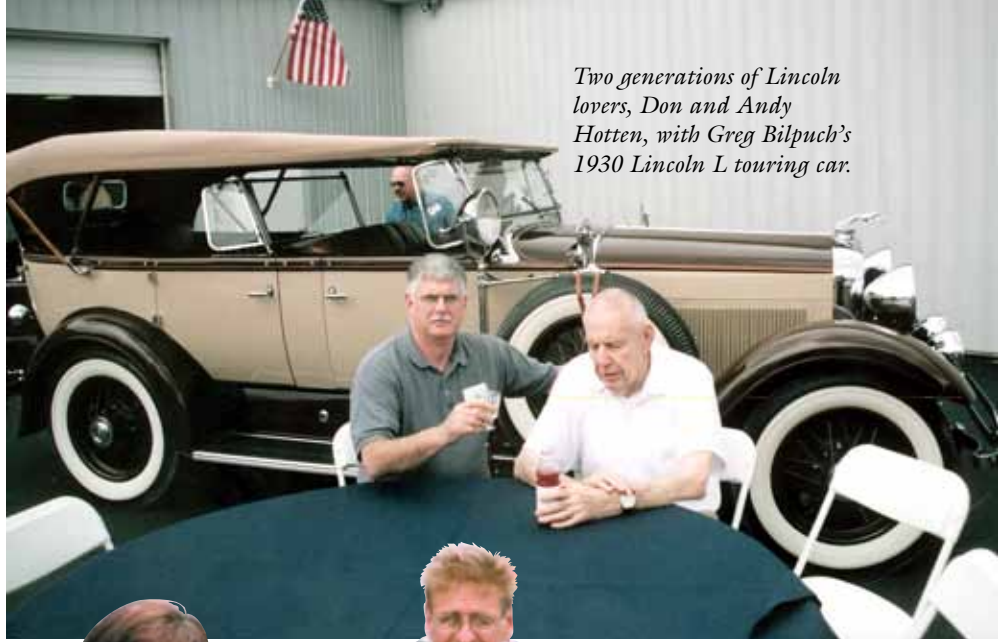
"**Mark Phillips** of Banner Sign: 'This is such an interesting project, we'll donate the display at cost just to show what we can do.'

"**Dennis Pomante** of Denenco Construction: 'Let us provide some carriages to protect the stonework.'

"In addition to the in-kind generosity of so many friends of this project, some cash is always needed, and that was provided by **Bob Anderson, Earle Brown, Jerry Capizzi, Tom Gerrard, Doug Mattix, Allen McWade, David Roycroft** and the Foundation.

"To all of these good friends and all of the others who helped in large and small ways, thank you for being a major part on preserving a tangible part of our rich history. And thank you all for coming this afternoon to celebrate the preservation of these artifacts."—BY THE EDITOR

PHOTO CREDITS: FORD MOTOR COMPANY, JOHN T. EBY, VAUGHN KOSKARIAN, RICK LINDER, AACA LIBRARY AND THE EDITOR



Two generations of Lincoln lovers, Don and Andy Hotten, with Greg Bilpuch's 1930 Lincoln L touring car.



Left: Greg Bilpuch, editor of the Lincoln Owners Club's Fork & Blade, was in attendance with his wife Sandy.



Right: LMCF trustees Lee Miskowski and Vaughn Koskarian engage in animated discussion of Dick Duncan's museum of Ford cars and memorabilia.



Celebrating the Lincoln stonework unveiling are, from left, Chadwick A. Coombs, LMCF vice-president, secretary and editor; Earle O. Brown, Jr., LMCF executive vice-president; Richard J. Duncan, founder of Jerome-Duncan Ford; Robert J. Anderson, LMCF trustee; Rocky Romeo; and John T. Eby, LMCF chairman.



■ There were a number of milestone Lincolns on display at the unveiling of the Lincoln stonework. Pictured here are most of them.

- 1921 FORD MODEL T coupe, the five millionth Ford, owned by Richard Duncan
 - 1930 LINCOLN L Model 177 seven-passenger sport touring, 79 made, owned by Greg Bilpuch
 - 1932 LINCOLN KB Model 241 five-passenger Dietrich convertible sedan, 20 made, owned by Ford Motor Company
 - 1933 LINCOLN KB Model 267-B two-passenger LeBaron convertible roadster, 37 made, owned by Rocky Romeo
 - 1937 LINCOLN-ZEPHYR coupe, Model 720, 5,199 made, owned by Jerry Capizzi
 - 1940 LINCOLN ZEPHYR CONTINENTAL cabriolet, 350 made, owned by Jim McDonald
 - 1948 LINCOLN CONTINENTAL cabriolet, approximately 600 made, owned by Rocky Romeo
 - 1950 LINCOLN COSMOPOLITAN Sport Sedan, 8,341 made, owned by Vaughn Koshkarian
 - 1956 LINCOLN CONTINENTAL MARK II, 2,556 made, owned by Vaughn Koshkarian
 - 1971 LINCOLN CONTINENTAL MARK III, 27,091 made, owned by Jerry Capizzi
 - 1979 LINCOLN CONTINENTAL MARK VI, 75,939 made, owned by Richard Duncan
 - 1998 LINCOLN CONTINENTAL MARK VIII, 14,357 made, owned by Earle Brown
- Jerry Capizzi brought his Lincolns from Chicago in his 2001 Ford F650 Supercrewzer with Featherlite Custom '53 trailer, shown here, emblazoned with the logo of the Cappy Collection: A Family of Fine Cars.

Moving the Lincoln Plant to Wayne

■ *The old Lincoln plant at Warren and Livernois Avenues in Detroit—the original setting for the LINCOLN stonework recently saved from destruction—was the birthplace of Lincolns built from 1921 through 1952. Why did the Lincoln factory move to Wayne, Michigan, in 1952? Rick Linder offers this remembrance of the man whose vision brought about the momentous move.*

My father-in-law, Lawrence F. Hill (1911-2003), was employed at the Lincoln plant following World War II as assistant comptroller. Larry had been a civilian employee of the Army Air Force during the War with an office in the Ford Rotunda on Shaefer Road. His job had been in accounting, processing payments to Ford for the B-24 bomber contracts. At war's end, his hiring on with the Ford Motor Co. seemed a natural career step.

My wife, Susan, remembers visiting her dad at the Lincoln plant with her mom. This long-ago memory is a bit fuzzy: she was initially four, maybe five years old, and the time frame was the late 1940's. Some things are quite clear, however: walking up those formal entryway steps and through the huge, heavy front door. The family had only one car when she was in kindergarten, a Lincoln Cosmopolitan. Later they had a Lincoln Capri. She and her mom would drive



In this photo from the Detroit Free Press, Oct. 26, 1950, surveyors run lines for the new Lincoln-Mercury plant while volunteers work feverishly to bring in the 5,000 bushels of the last corn crop.

from their Dearborn home to the plant to pick up Dad on days when Mom needed the car.

With the appointment of the Whiz Kids to various leadership positions and the eventual trickle-down reorganizations (which included the firing and replacement of the comptroller above him), Larry concluded that it was time to leave.

He founded the Hill Bookkeeping Service on Michigan Avenue in downtown Wayne, Michigan. One of his first clients was the local Lincoln-Mercury dealer, Bob Hutcherson, whose showroom was two doors east.

Hill Bookkeeping was a success. Larry bought property west



The Lincoln Capri was produced at the Wayne plant. The Hill family drove one, too.

of town, on the south side of the Michigan Central railroad tracks. The land was part town dump, part second-growth forest and included four small rental homes.

Larry joined the Wayne Chamber of Commerce and was soon serving as secretary. He and Hutcherson recognized that their community would enjoy great prosperity if a Ford plant could be located there. Their contacts at Ford told them that the company needed to update their production capacity in order to build new Lincoln-Mercury designs already on the boards.

Wayne had all the prerequisites Ford would need:

- *A qualified workforce, trained technically either by military service or war materiel contracts executed at home in the "Arsenal of Democracy."*

- *Access to major transportation facilities. The War had built the east-west Detroit Industrial*

Highway, Detroit to Willow Run, and immediately available was U.S. 112 (now U.S. 12). Two mainline railroads criss-crossed in town. Further, there were two area airports, Wayne County (now Metro) and the then much-larger Willow Run Bomber Plant field.

- *Convenience to Ford's engineering labs* and related manufacturing locations. Dearborn was just nine miles east.

- *Availability of a large, contiguous "greenfield"* (actual cornfield) site.

So Hill and Hutcherson created a proposal for an assembly plant on the Stellwagon Farm across the tracks from Larry's dump. A new Wayne plant would allow transfer of existing Mercury capacity out of the Rouge complex as well as movement of all Lincoln assembly from the Detroit Lincoln Plant.

Hill and Hutcherson made an appointment with Benson Ford, general manager of Lincoln-Mercury, and went off to make their pitch. In quick order the deal was done, but a loose end required tying up—plant construction could not begin until the corn crop was in!

Wayne was about to acquire over 3000 non-farm employment opportunities and a huge addition to their manufacturing tax base. But that corn crop took a long, seemingly endless, summer to mature.

Larry took on the role of promoter, making personal solicitations and presentations to civic organizations. He offered a Chamber-sponsored harvest party to help move

plant construction along.

Finally harvest day arrived: October 25, 1950. A *Detroit Free Press* photographer captured (in the same shot) volunteers in mid-harvest and surveyors plotting the plant site. Participants included businessmen, the Wayne High School football squad, and even a doctor, who worked a couple of hours in the field, took time out to perform two operations, and returned to help with cutting and loading.

The first car off the Wayne Plant line was a 1953 Mercury four-door sedan, appropriately delivered to Hutcherson Lincoln-Mercury, as reported in the *Wayne Eagle*, October 30, 1952. (Today Wayne builds the Ford Focus.) The company added its Michigan truck plant on adjacent property to the west in 1964, initially building the F-Series trucks and today building the Lincoln Navigator and Ford Expedition.

Two supporting stamping and body building facilities have been erected by Ford on Larry's old dump site, first for cars, in 1987, and later for trucks. The truck facility is being expanded as this is being written. Bodies are transferred on two enclosed high lines over the tracks to the assembly plants for paint, power train, chassis and trim.

Larry Hill had great vision, and he lived to see it fulfilled.—RICK LINDER

■ LARRY HILL was a big man, a strong man. He stood six-foot-one and weighed 215 pounds,



with a barrel chest and a confidence about him that made him seem even larger. In his high school days, he had been a track star, nicknamed "Speed." In the early 1930's, he played football for the University of Michigan. When I knew him, he

was a hunter and fisherman. Well-organized and well-liked, he was a regular churchgoer, generous with his time, expertise and money.

To a young man about to marry his beautiful daughter, Larry was the answer machine. An accountant by trade, he was an authority on tax law, insurance and real estate, all things a bridegroom like myself needed to know.

Susan and I lived directly across the street from her parents for 36 years in Dearborn, from the time of our marriage in 1967 until his death in 2003. We still own their home and are not in any way motivated to dispose of it. We have made some changes to the property, but nothing meaningful. The home is fully functional. Larry's clothes and those of his wife, Jessie, who died in 2000, are still in the closets. The cleaning lady comes on a regular basis and Susan keeps the bills paid. It's as if they are on an extended vacation. Needless to say, we miss them.—RICK LINDER



A Capable Home for Our Collection

The Lincoln Motor Car Foundation is pleased to announce that the growth and development of the Foundation over the last five years has progressed to the point that donations can now be accepted by the Foundation. These donations, however, must be of a nature that can be received and stored and accessed in a library environment.

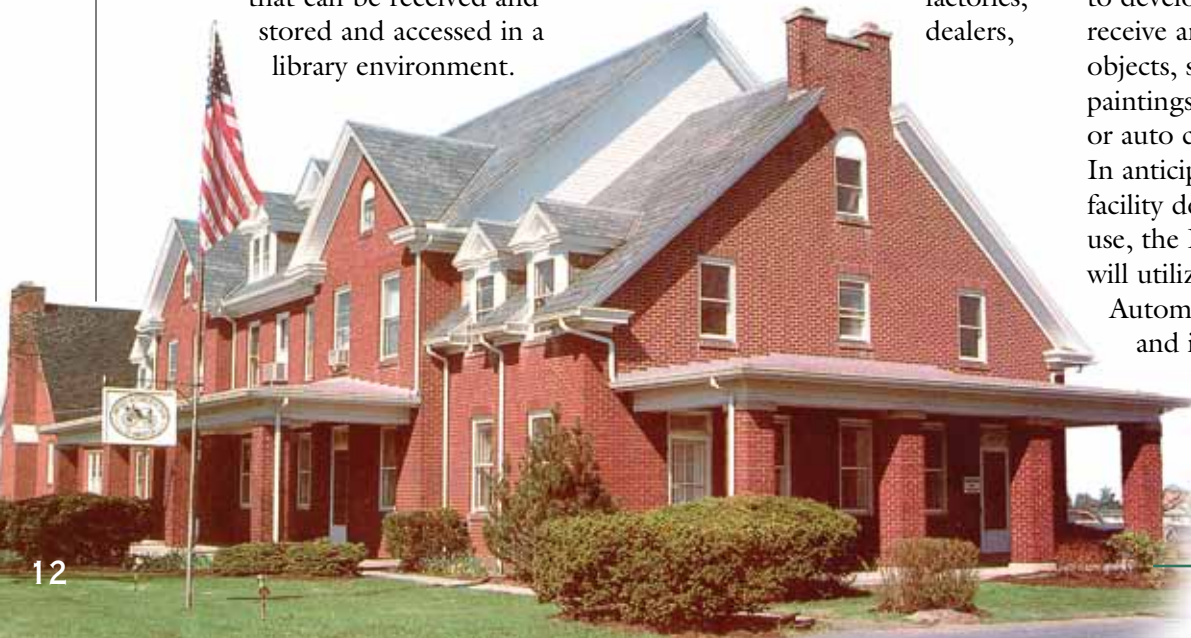
Thus, such donations as books, magazines, recordings, Lincoln sales literature, Lincoln advertisements, overhaul and maintenance manuals, Ford Motor Company information (particularly that pertaining to the Lincoln motor car), personal and company correspondence and records pertaining to Lincoln

factories,
dealers,

individual Lincoln cars or Lincoln clubs all are welcomed by the Foundation. The donation should relate to Lincoln motor cars in some manner and will become a part of the Lincoln heritage that will be preserved by the Foundation for future generations.

In time, the Foundation plans to develop facilities that can receive and preserve larger objects, such as automobiles or paintings or showroom displays or auto components and the like. In anticipation of acquiring a facility dedicated to Foundation use, the Foundation meanwhile will utilize the American

Automobile Club of America and its highly regarded library at Hershey, Pennsylvania. Four other automobile-related groups are successfully doing





this. This library is well equipped, staffed with experienced personnel, operates on a 50-year plan and is readily accessible. The library will house Foundation material and provide full library services to access the material. Foundation material will remain the property of the Foundation and may be deposited into and removed from the Library at any time.

All donations to the Lincoln Motor Car Foundation will be managed by the Acquisition Committee of the Foundation, chaired by Jerry Capizzi, President of the Foundation. The Foundation will receive donations under the following guidelines:

- All donations become the

property of the Foundation.

- The donor must advise the Acquisition Committee in writing of the details of the donation, such as a description of each item plus the details of the shipping container.
- The Committee will review the list and advise the donor which items will be accepted for preservation. The Committee will send the donor a DEED OF GIFT document listing each selected item. The donor completes the form and includes it with the shipment. The donor pays the shipping charges.



- The donor can take a tax benefit under the Foundation's 501(c)3 status with the IRS. The donor is fully responsible for establishing the value of all donations and must declare that value to the Committee on any item for which a tax deduction is taken. The

Foundation recommends getting a professional appraisal, with documentation.

- To submit a donation, contact

Jerry Capizzi, Chair of the Acquisitions Committee, c/o Cap Enterprises, 8600 West Bryn Mawr Avenue, Suite 770N, Chicago, Illinois 60631-3590. Telephone (773) 399-0998, fax (773) 399-1188, e-mail JC@CapEnt.com.

—BY THE EDITOR

Collecting Lincoln Ads

Old car ads are the last bastion of inexpensive genuine factory car literature.” So says historian David L. Cole, editor of *The Way of the Zephyr*, the bi-monthly magazine of the Lincoln Zephyr Owners Club. Car advertising has long been a part of our daily life. Car ads are everywhere, mixed in with workaday ads for food, mattresses and remedies for the common cold. We take ads for granted. They fold seamlessly into the panorama of our lives. Today many car advertisers use the electronic media. They vie with each other in showing dramatic spinouts and catchy situations and blazing discount offers, always presenting full frontal and profile views of the product to imprint that product image in our subconscious. Advertisers hope to develop an overpowering urge in

us to sell the farm and buy their product to enhance our driving joys or personal image or expand our travel capabilities, or even to impress our ex-girlfriend. Buy this car, they shout, and you will happily float through life with that cute lady in the ad at your side.

Car ads. I love ’em. I absolutely love ’em. Always have.

Before TV, most car advertising was in print form or movie newsreels or publicity stunts. There were also mailed circulars or showroom brochures, if you took the time to confront the dealer and parry his penetrating gaze as to your needs and buying intentions and worth. Car ads were disposable: we lined the bird cages with ’em. We brazenly cut into magazines to clip out those car images to pin ’em to the wall or paste ’em in a scrapbook. I did this. Mom saved my

childhood scrapbooks, and you can see evidence of my passion for car images—particularly Ford products and particularly Lincolns—in my scrapbook of 62 years past.

Back in the print ads of the ’thirties, Chrysler touted floating power and economy. General Motors pushed Fisher Bodies and flamboyant style. Many ads portrayed formal clothing to imply that buying this car would elevate the owner to a higher level of prosperity and elegance. But Ford ads projected snappy car performance and toughness and often appealed to women and families. And Lincoln ads . . . ah, Lincoln ads were in a class by themselves, especially the elegant ads for big Lincolns of the 1930s and the dramatic 1941 ads for Lincoln Zephyrs. They are the ads that fired my imagination as a car-crazed youth. In



these, the image of the car was what mattered, not connecting rods or trunk capacity or door latch operation. Ads emblazoned the image, yes, the image of the car, just like the real-life car you would see on the street or in the showroom or a neighbor's driveway. Our minds absorbed the distinguishing shapes of each brand of car and the presence projected by that car. Car ads pounded those critical images into our thinking and desires.

Car enthusiasts have long since become serious about collecting and preserving car ads, especially the older ads. They are actively bought and traded and appreciated and are often carefully mounted and framed. These thin ads are fragile, however, and must be handled with care and protected. Individual ads are best preserved in a plastic sleeve with a stiffening panel.

Snap ring binders can hold plastic page protectors, each holding back-to-back ads for quick access and worry-free handling.

The Lincoln Motor Car Foundation has undertaken a program to identify and catalog Lincoln ads. This effort is being promoted and coordinated by Dr. Richard J. Hopeman, Vice President of the Foundation for Technical Affairs, with the help of ad enthusiasts. These first ad compilations are based on the pioneering work of Karl Zahm and Zeb B. Conley. These lists of ads will contain a brief description of the car illustrated in the ad, the name of the publication and its date, the page number containing the ad and what appeared on the reverse side of the ad page. At present, Dick and his team are working on Lincoln ads from the beginning through Lincoln-Zephyrs

of 1948. Next will be ads for Lincolns of the 1950s and 1960s. For this, Dick needs the help of ad collectors who are familiar with the Lincoln ads of this era. Contact Dick if you want to help: 316 Highland Farm Rd., West Chester, PA 19382, (610) 692-9306. The Foundation plans to release these ad compilations, probably in the form of a CD, to Members and the public when these lists become reasonably complete.

Car ads. Go ahead, get an ad showing your favorite Lincoln, savor the image, go bananas. Car advertisements are a well regarded collectible within the arena of cherished cars.—BY THE EDITOR

Below: A childhood scrapbook of Chad Coombs, saved for him by his mother, shows an early preference for Lincoln ads.



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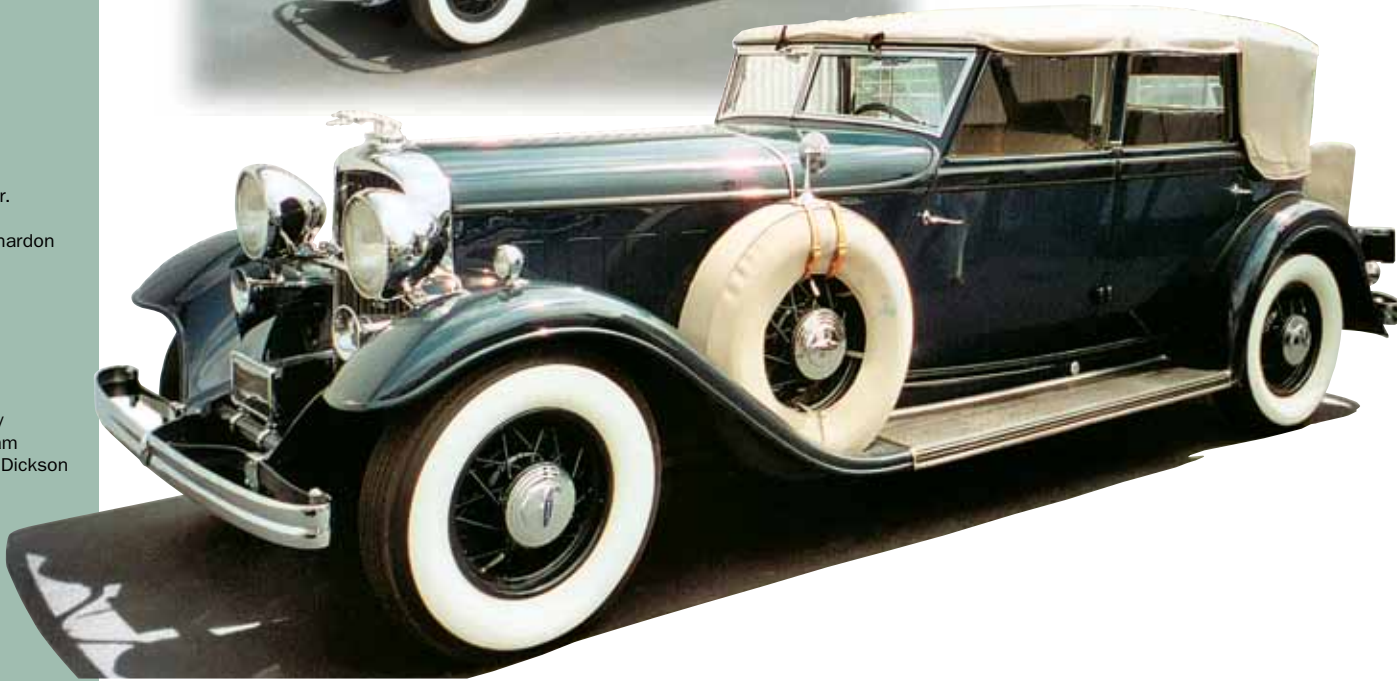
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1932 Lincoln KB model 241 convertible sedan. Designed by Ray Dietrich, 20 of this style were built in 1932. Total Lincolns built in 1932 were 3388 cars, of which 1,623 were the new KB model with a 145-inch wheelbase and 150-horsepower V-12 engine. The car weighed 5,560 pounds and cost \$6,400. Note the split windshield and rear-hinged front doors, common to all Dietrich designs this year. Owned by the Ford Motor Company, this car was present at the festivities marking the unveiling of the LINCOLN stone blocks on May 22, 2004.



THE LINCOLN LINK is the official Newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., 565 Haverhill Road, Bloomfield Hills, Michigan 48304. Opinions expressed herein do not necessarily represent or reflect Foundation policy. Newsletter contributions should be sent to: Chadwick Arthur Coombs, Editor, 7482 Kennedy Road, Nokesville, Virginia 20181.

■ The first two issues of *The LINCOLN LINK* are available as back issues. Price is \$4 each, postpaid. Contact the editor.

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