

# The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE

In This Issue:  
A Stark Davis  
Retrospective



## LINCOLN

MOTOR CAR FOUNDATION

VOLUME V, NUMBER 2 • AUTUMN, 2007

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## THE EDITOR'S MUSINGS AND RAMBLINGS

■ THIS EDITION of *The Lincoln Link* is a temporary departure from the usual practice of having a permanent editor. Instead, we will invite "guest editors" to manage the publishing of selected *Links*. I have the privilege of serving as the first guest editor . . . an opportunity for which I am most grateful, and I've enjoyed doing it.

You too can have an opportunity to share your knowledge and demonstrate your creative skills, for we need a volunteer to edit the Spring 2008 issue of the *Link*. If you have an interest, contact Earle Brown at (724) 941-4567 or Chad Coombs at (703) 754-9648. With the expert help and advice available and the sound foundation that has been created, editing the *Link* is a pleasant experience.

■ CHAD COOMBS expertly and creatively served as the editor for the first seven issues of *The Lincoln Link*. With the capable involvement of Jack Shea and Richard Cole, Chad conceived the publication, established the format and appearance of the newsletter, created the editorial tone and provided much of the material and photographs. In the process, he and his team garnered two Golden Quill awards from *Old Cars Weekly*. Thank you, Chad, for yet another outstanding service to

the old-car hobby and to the Lincoln collectors in particular. This man is truly amazing!

■ AUGUST 29, 2007, was the ninetieth anniversary of the incorporation of the Lincoln Motor Company. The company was incorporated in Michigan in 1917 to manufacture Liberty aircraft engines for the Allied effort in World War I. After the war, the company was reorganized and retooled to manufacture the Lincoln motor car.

■ FORD'S ST. THOMAS ASSEMBLY PLANT in St. Thomas, Ontario, is busy installing the tools and fixtures necessary to produce the Lincoln Town Car. Job #1 is expected to be produced in the early months of 2008, with the vehicle reintroduced as a 2008 model.

Production of the Town Car was moved from the Wixom Assembly Plant at the close of the 2007 model year. After fifty years of Lincoln production, the Wixom assembly plant has been closed.

■ THE LINCOLN MKS concept vehicle introduced at the 2007 North American Auto show will serve as the basis for a new Lincoln to be put into production in the early summer of 2008, introduced as a 2009 model. The vehicle reportedly will be produced at the Chicago

assembly plant, the site of Taurus and Sable assembly.

■ THREE MAJOR public collections of Lincoln literature exist in the United States: The National Automotive History Collection (NAHC) at the Detroit Public Library; The Benson Ford Research Center collection at The Henry Ford in Dearborn, Michigan; and the combined Lincoln Motor Car Foundation (LMCF) and Antique Automobile Club of

America (AACA) collections at the AACA Library in Hershey, Pennsylvania. Viewed collectively, these accumulations represent an outstanding and important resource for anyone interested in Lincoln automobiles. The NAHC may be contacted at [www.detroit.lib.mi.us/nahc/](http://www.detroit.lib.mi.us/nahc/), or (313)

628-2851; The Benson Ford Center may be contacted at [www.thehenryford.org](http://www.thehenryford.org) or (313) 982-6020; and the LMCF/AACA may be contacted at [www.aacalibrary.org](http://www.aacalibrary.org) or (717) 534-2082. You will find the staffs at all three collections very knowledgeable and eager to assist you.

■ *THE LINCOLNIAN* was the internal employee news magazine published by the Lincoln Motor Company during the Leland years. The first issue was published in November



Jack Eby

1918, and we are not sure when the last issue was published, although the NAHC reports that they possess a January 1923 edition. Reading copies of the magazine provides a unique understanding of the early years of Lincoln.

Recently, Foundation member Rocky Romeo initiated a Foundation collection of *The Lincolnian* by donating three issues to the archive, including Volume 1, Number 1. Rocky is a consistent donor of interesting Lincoln material to the archive. Thank you again, Rocky.

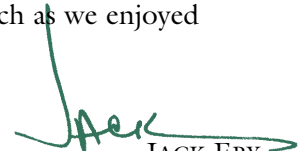
■ **MEMBERSHIP** in the Foundation is an effective way for you to assist in building a legacy for the old-car hobby, promote the Lincoln brand, to educate the public and to sponsor research. If you're not a member, please join us. If you are a member, thank you. Perhaps you know of somebody else who would enjoy collaborating with us. A membership blank for your convenience is at the bottom of the page. Please join.

■ **THIS LINK** contains an overview of Stark Davis's famous

Lincoln advertisements of 1927-1929. Fifteen of the Lincoln "Bird Ads" are here reproduced in a format that will allow framing. This issue can also serve as a reference for scholars and collectors.

If this type of retrospective elicits interest, perhaps future issues of the *Link* may include other notable Lincoln artists.

We hope that you enjoy this issue as much as we enjoyed creating it.

  
—JACK EBY

## Membership in the Lincoln Motor Car Foundation

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

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TELEPHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

Annual \$25     Annual Sustaining \$100     Lifetime \$1000

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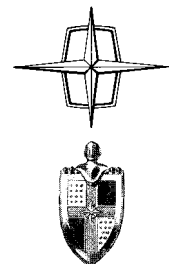
Contributions to The Lincoln Motor Car Foundation are fully tax deductible.

Please make checks payable to **The Lincoln Motor Car Foundation.**

Mail to: Cornerstone Registration, Ltd., P.O. Box 1715, Maple Grove, MN 55311-6715.



*The Lincoln Motor Car Foundation was created and is fostered by the Lincoln Owners Club, the Lincoln-Zephyr Owners Club, the Lincoln and Continental Owners Club and Ford Motor Company. The objectives of the Foundation are to collect, preserve, perpetuate, display and disseminate to the public information, hardware, memorabilia and vehicles related to the history of the Lincoln motor car. The foundation is organized as a not-for-profit Michigan corporation and is recognized by the IRS as a public, tax-exempt foundation under Section 501 (c) (3) of the Internal Revenue Code.*



# Stark Davis and the “Lincoln Bird Ads”

**T**HE 1920’s are considered the Golden Decade of classic automobiles. It is also arguably the Golden Decade of automotive graphic art.

Following the depression of 1920/21 and extending to the autumn of 1929, the world enjoyed a period of unparalleled prosperity. This economic boom created “The Roaring ’Twenties” or “The Jazz Age.” It was during this time and into the early

1930’s that  
the  
auto-



1930’s that the auto- motive custom coach builders in both the United States and Europe flourished. They created a plethora of breathtaking passenger car bodies that were mounted on ever increasingly sophisticated automotive chassis and drive trains.

The European and American luxury automobile manufacturers spared no expense in presenting their stunning products to an eager public through exclusive salon showings, catalogs and print advertisements. As part of those efforts, magazine and catalog illustrations reached new heights of elegance and artistry. Highly skilled fine and graphic artists of the period were hired to render the vehicles and backgrounds for the luxury vehicle advertisements. Each manufacturer had a favorite group of artists that it utilized.

During the 1920’s, the Lincoln Motor Company, under the direction of Edsel Ford, not only engaged the finest coach builders in America to build Lincoln bodies, but also commissioned the best graphic artists in the United States and Europe to illustrate Lincoln’s print advertising. Among the artists contributing works for Lincoln were Haddon Sundblom, Fred Smith, Frederick Cole, Rene Vincent and Stark Davis.

The most colorful and

dramatically composed automotive advertisements of the ’twenties are what have become known as the “Lincoln Bird Ads,” with backgrounds by Stark Davis. The fifteen advertisement series that comprise that set are reproduced in this issue of *The Lincoln Link* with the kind permission of Ford Motor Company.

**S**tark Davis was a well known but only modestly successful artist, living and painting in Chicago during the ’twenties. He created primarily aviary and small animal compositions in oil, watercolor and gouache. He is best known for his colorful oil paintings of parrots and macaws, and his easily recognized paintings are still sold frequently in contemporary art auctions for \$15,000-\$20,000.

A frequent practice at the time was to have one artist create the background or theme illustration for an advertisement, a different artist render the vehicle, and yet a third do the associated text and graphics. In many of the Lincoln Bird Advertisements the initial “R” can be detected adjacent to the vehicle rendering, representing the artist that painted the vehicle image, and the signature of Stark Davis appears on the theme painting. These pairs of closely coordinated paintings

allowed artists with little vehicle rendering experience to produce the ornate backgrounds, and also allowed the composition to be modified, resized or mixed for use in other publications. Lincoln did this frequently, and Stark Davis paintings can be found in various formats in a variety of Lincoln catalogs and theater and opera programs. An example of a resized Stark Davis composition and the associated 1928 Lincoln four-passenger sedan created for a French Lincoln catalog with French text is shown on page 21.

The first of the series of Bird Ads was published in October 1927, featuring a distinctive red and black Semi Collapsible Cabriolet by Brunn and a rather fanciful red bird by Stark Davis. The advertisement appeared in *Asia*, *Time*, *Harper's Bazaar*, *Theatre*, *House Beautiful* and *Sunset*. The next fourteen ads were published between November 1927 and January 1929 in the United States and well into 1929 in foreign publications. The Stark Davis illustrations have been identified in periodicals or catalogs published for or in Russia, Cuba, Argentina, Yugoslavia, Germany, France, Belgium, Sweden, Switzerland and Spain, and no doubt more will be discovered. A list of the U.S. publications that carried the Stark Davis ads that have been identified to date is on pages 22 and 23. It is interesting to note from this table the type of magazines that Lincoln marketing and advertising management believed were read by their prospects.

Inspired by the success of the

Lincoln ads, Ethyl Corporation hired Stark Davis for a colorful 1930/31 series very similar to the Lincoln ads, which appeared in many of the same magazines in which Lincoln advertised. By that time, Lincoln, presumably due to the economic slowdown, had dramatically reduced its advertising and was using primarily black-and-white drawings and photographs for their U.S. ads, temporarily suspending the use of "name artists."

In the mid-'thirties, Stark Davis moved from Chicago to Morro Bay, California, and was employed by the Walt Disney Company as an illustrator at the Disney Los Angeles and Burbank Animation Studios. One wonders if Stark Davis wasn't another victim of the Great Depression who sought opportunity in California. Stark Davis died in 1950 aged 65, but will always be remembered for the highly distinctive and, many say, the quintessential automotive ads of the 1920's.

■ *This article was made possible by the generous cooperation, efforts and research of Karl Zahm, Zeb Conley, Richard Hopeman, Jack Juratovic and David Clement. The republication of the advertisements by the Lincoln Motor Car Foundation is through the courtesy and with the permission of Ford Motor Company and Ethyl Corporation, copyright owners of their respective advertisements.*

## LINCOLN FOUNDATION DONATIONS

### *In memory of Al Bonlie*

Steve & Beckey D'Ambrosia  
Ed & Christine Gray  
Jerry & Evelyn Horn  
Joe & Carol Sherlock  
Kris J. Sundberg  
Frances & Maurice Willyard

### *In memory of*

#### *Earl & Margaret Carpenter*

T. Jack & Betty Carpenter

### *In memory of Buzz DeClerk*

LCOC

### *In memory of Thomas R. Groden, Sr.*

John J. Groden

### *In memory of Barney B.*

#### *Hightower*

LCOC Midwest Region

### *In memory of*

#### *James G. (Grant) Milne III*

Jack & Ginny Shea

### *In memory of*

#### *Sylvester ("Hank") G. Pittman*

Vesta B. Pittman

### *In memory of Walter P. Rhea*

LCOC

### *In memory of Elmer J. Rohn*

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Marilyn Rohn

### *In memory of L. Dale Shaeffer*

LCOC

### *In memory of Michael Simcoe*

LCOC

### *In memory of Bernie Wolfson*

David M. & Norma F. Blum  
Hubert & Dorothy Vaughn

### *In memory of Carl H. Yoho*

Marsha Y. Turner

### *In memory of Eldon Yung*

LCOC Midwest Region

### *Building Fund*

Stanley Grant

LCOC

LCOC 2006 ENM

LCOC Hoosier Region

LCOC Midwest Region

LCOC Southern Region

John & Joanne Lower

Larry Pittman

David & Diana Stevens



*Semi-Collapsible Cabriolet*

The Lincoln plan to create a new and higher standard in the automobile industry has succeeded beyond the hopes of its sponsors, the Ford Motor Company. It was expected that the public would appreciate what could be done when such vast resources were behind the work, but results have exceeded expectations. The process of refinement goes steadily forward but it will never be expressed in terms of yearly or periodic models. Only changes of unquestioned value will ever prevail; only progress along sound and proven lines may be expected.

L I N C O L N M O T O R C O M P A N Y  
*Division of Ford Motor Company*

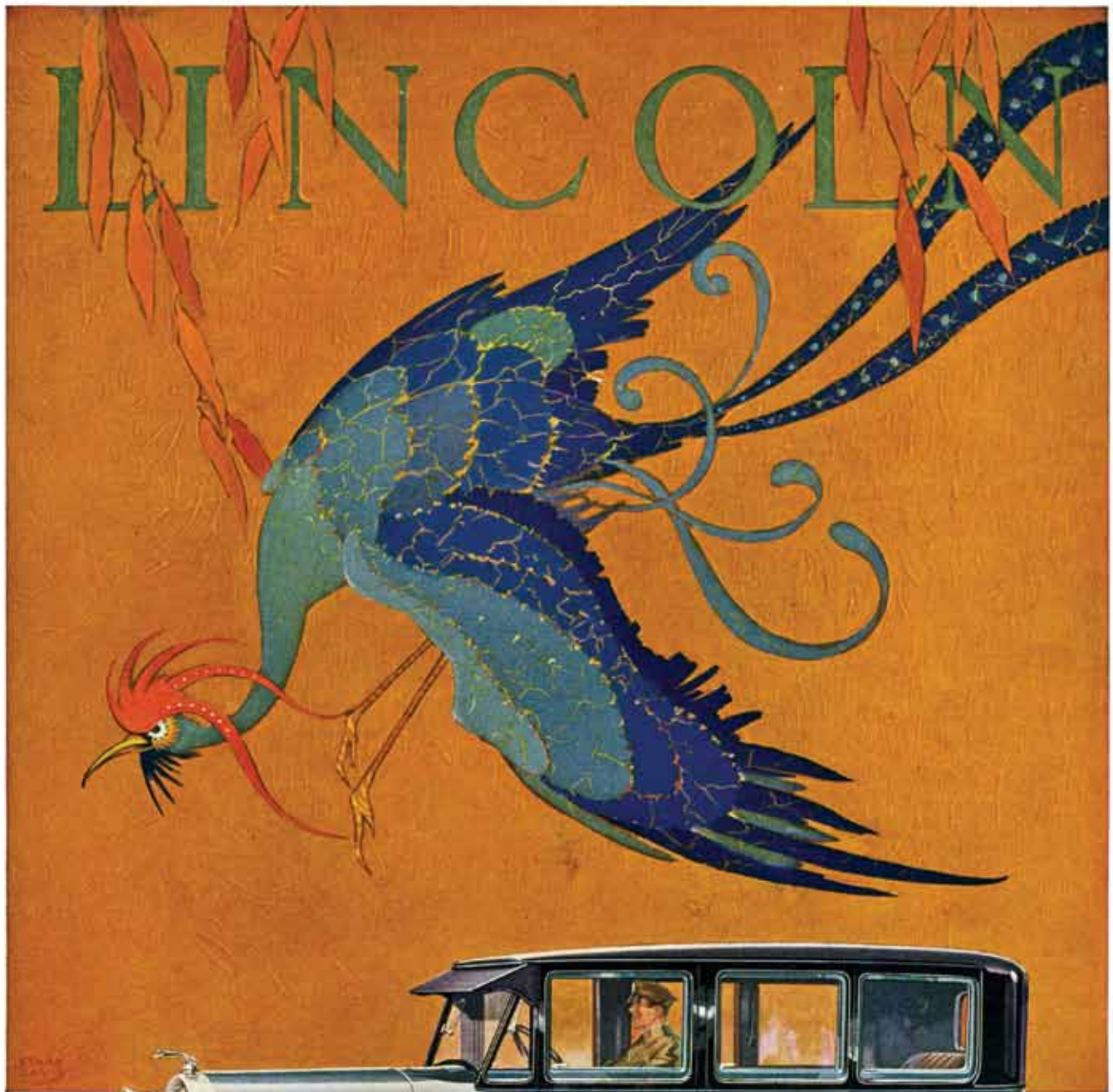


*The Berline Landaulet*

The goal of Lincoln builders is to build a motor car which shall reach today's peak of performance. Their next purpose is to beautify the car to the point where

nothing is left undone to suit the most fastidious. How well they succeed is demonstrated by the action and beauty of this Berline Landaulet by Willoughby.

LINCOLN MOTOR COMPANY  
*Division of Ford Motor Company*



In this Lincoln Limousine by Dietrich one finds the careful elegance of an earlier and more courtly day combined with modern-day speed, power and comfort. Lincoln devotion to detailed excellence is revealed in every line of this beautifully finished Limousine. A glass partition is easily lowered out of sight for Sedan use. There are two wide and deeply cushioned auxiliary seats for extra passengers.

L I N C O L N M O T O R C O M P A N Y  
*Division of Ford Motor Company*





*All-Weather Cabriolet*

It has been so wisely said that minute attention to detail makes perfection. This truth is admirably illustrated in the Lincoln All-Weather Cabriolet. Even to the smallest detail this richly appointed car offers the very utmost in motoring satisfaction.

Its interior fittings and appointments achieve a standard of comfort and convenience worthy of the satin-smooth performance of the precision-built Lincoln. The driver's compartment permits either Enclosed Drive or Town Car effect.

L I N C O L N M O T O R C O M P A N Y  
Division of Ford Motor Company

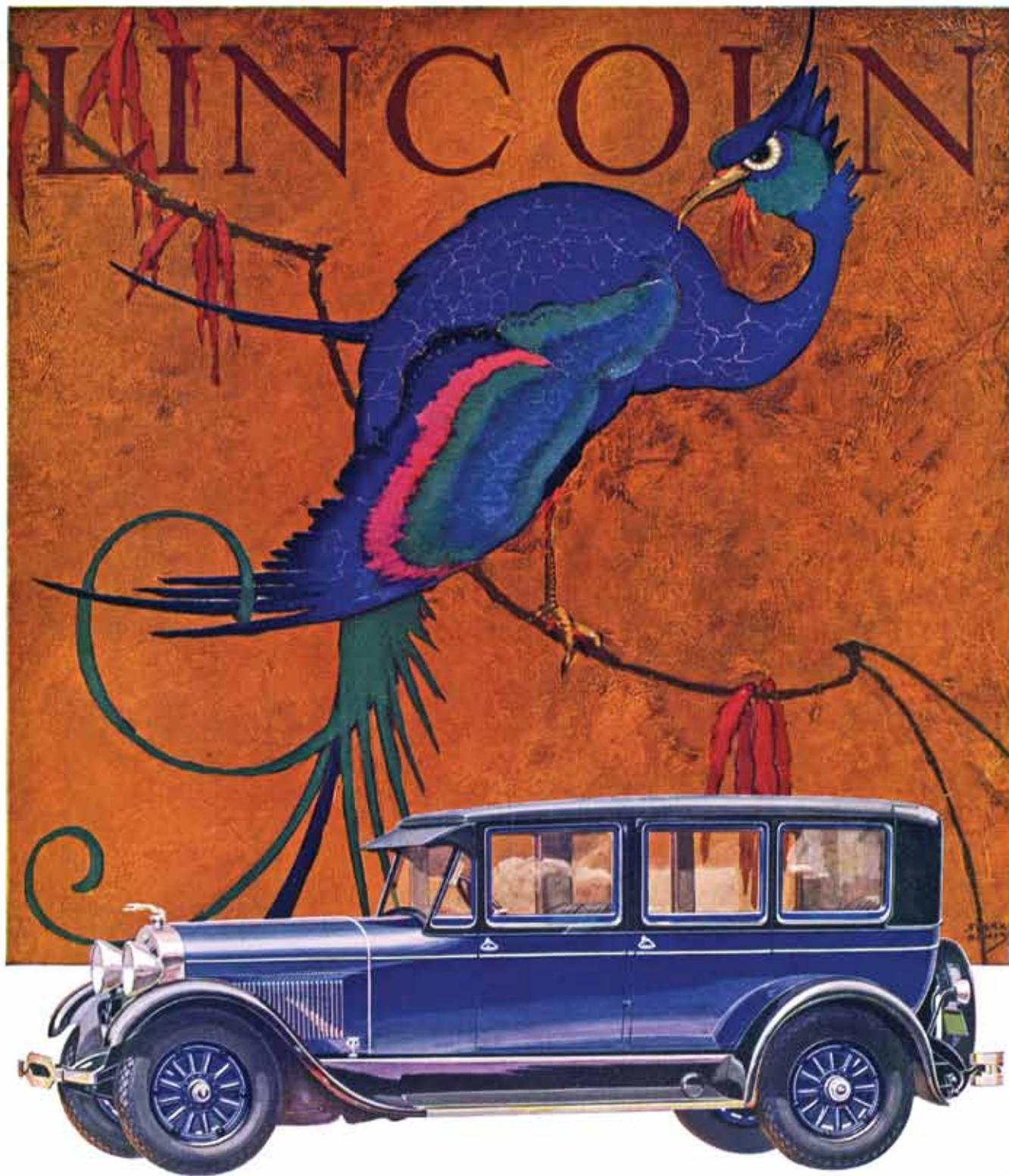


*Four Passenger Coupe*

Every Lincoln body is a custom creation of some master body builder. It is designed as a fit companion piece for the Lincoln chassis. Its distinctive lines unmistakably suggest Lincoln quality. The Four Passenger Coupe is the work

of Le Baron. The matchless performance of the Lincoln, its ease of control, its velvety smooth motor, its instantly responsive brakes and superb riding qualities are best of all appreciated in the owner-driven personal car.

L I N C O L N M O T O R C O M P A N Y  
Division of Ford Motor Company

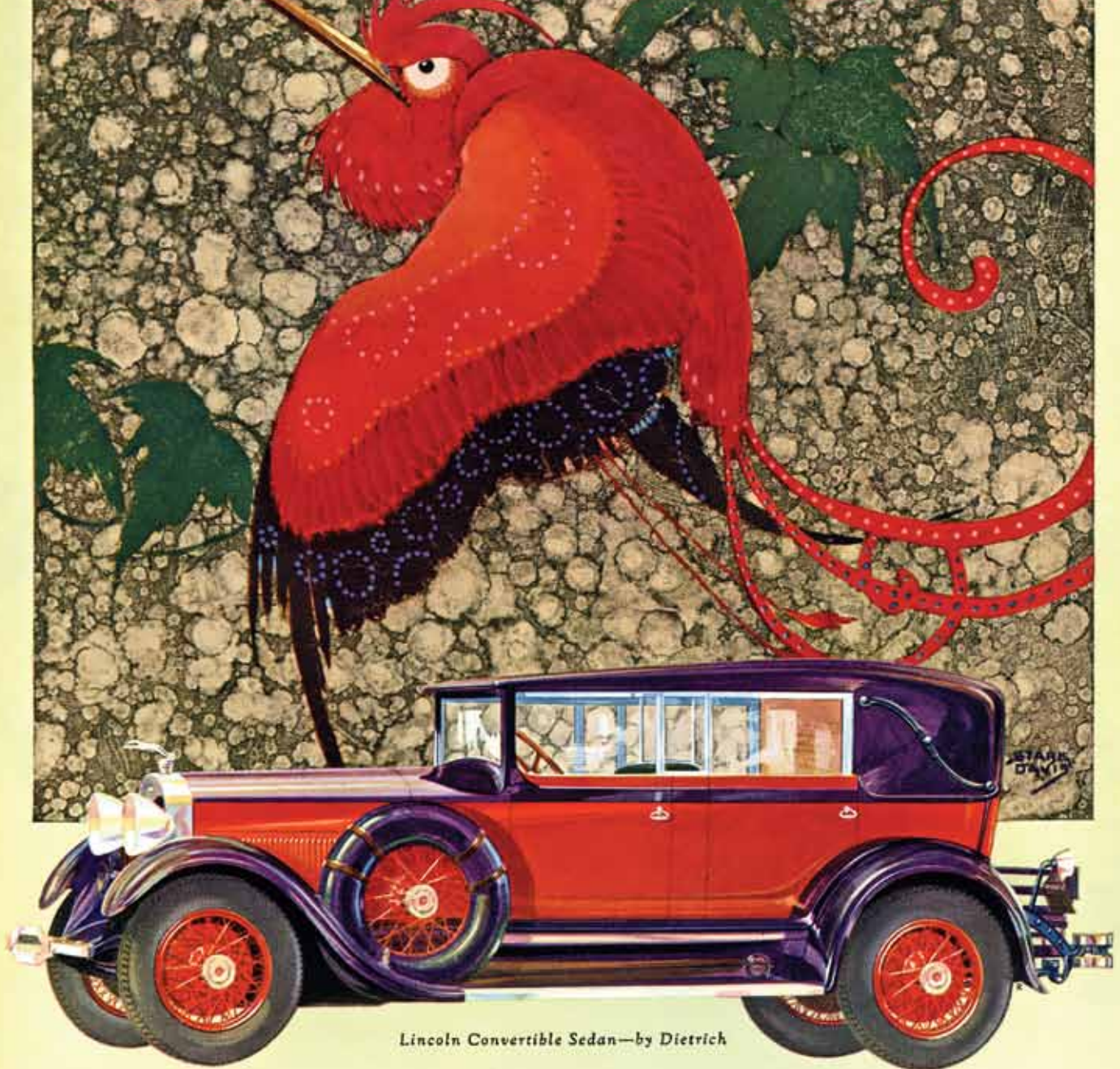


*Seven Passenger Sedan*

The distinguished Lincoln clientele includes many who prefer the popular Sedan body type so admirably adapted to family use. They are content with no less than Lincoln well-balanced excellence, luxurious appointments, body beauty and obedient, effortless performance. The magnificent Seven-Passenger Sedan is designed for these Lincoln patrons.

L I N C O L N M O T O R C O M P A N Y  
*Division of Ford Motor Company*

# LINCOLN



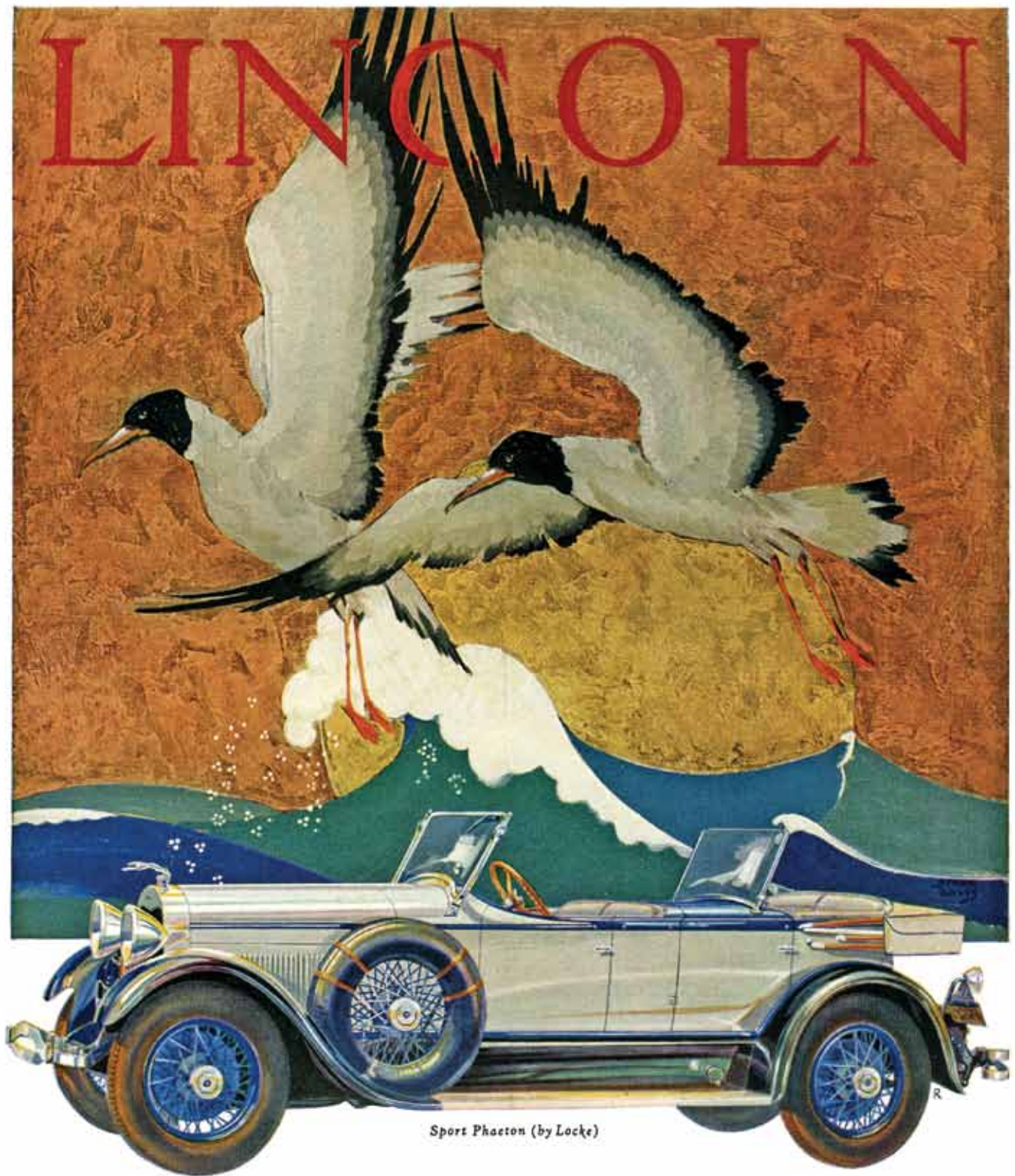
*Lincoln Convertible Sedan—by Dietrich*

Modern custom body designing has achieved a striking triumph in the originality of this double-purpose car. Its long, low lines are extremely modish as well as beautiful. No closed car could provide more freedom of vision for both driver and passengers, yet the enclosed rear quarter adds a touch of desirable exclusiveness. The top folds back compactly, changing

the sedan into an open phaeton. When used as an open car the windows serve as side windshields, while the glass partition between the two compartments becomes a tonneau windshield. The balanced excellence of Lincoln performance—effortless power and speed, silent smoothness and ease of control—is especially appreciated in a car of this type.

L I N C O L N M O T O R C O M P A N Y  
Division of Ford Motor Company

# LINCOLN

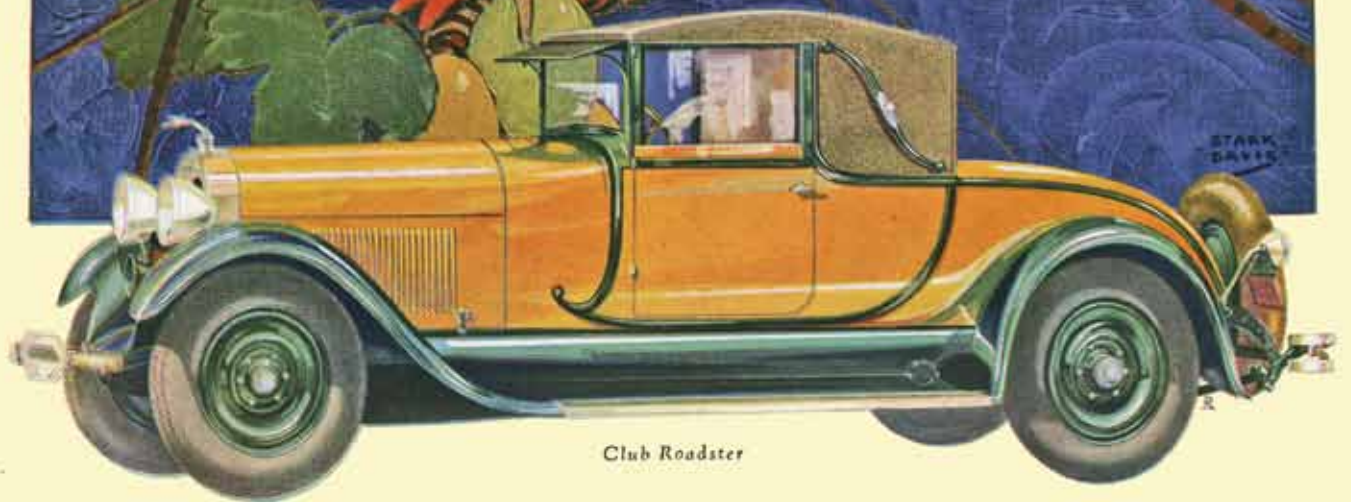
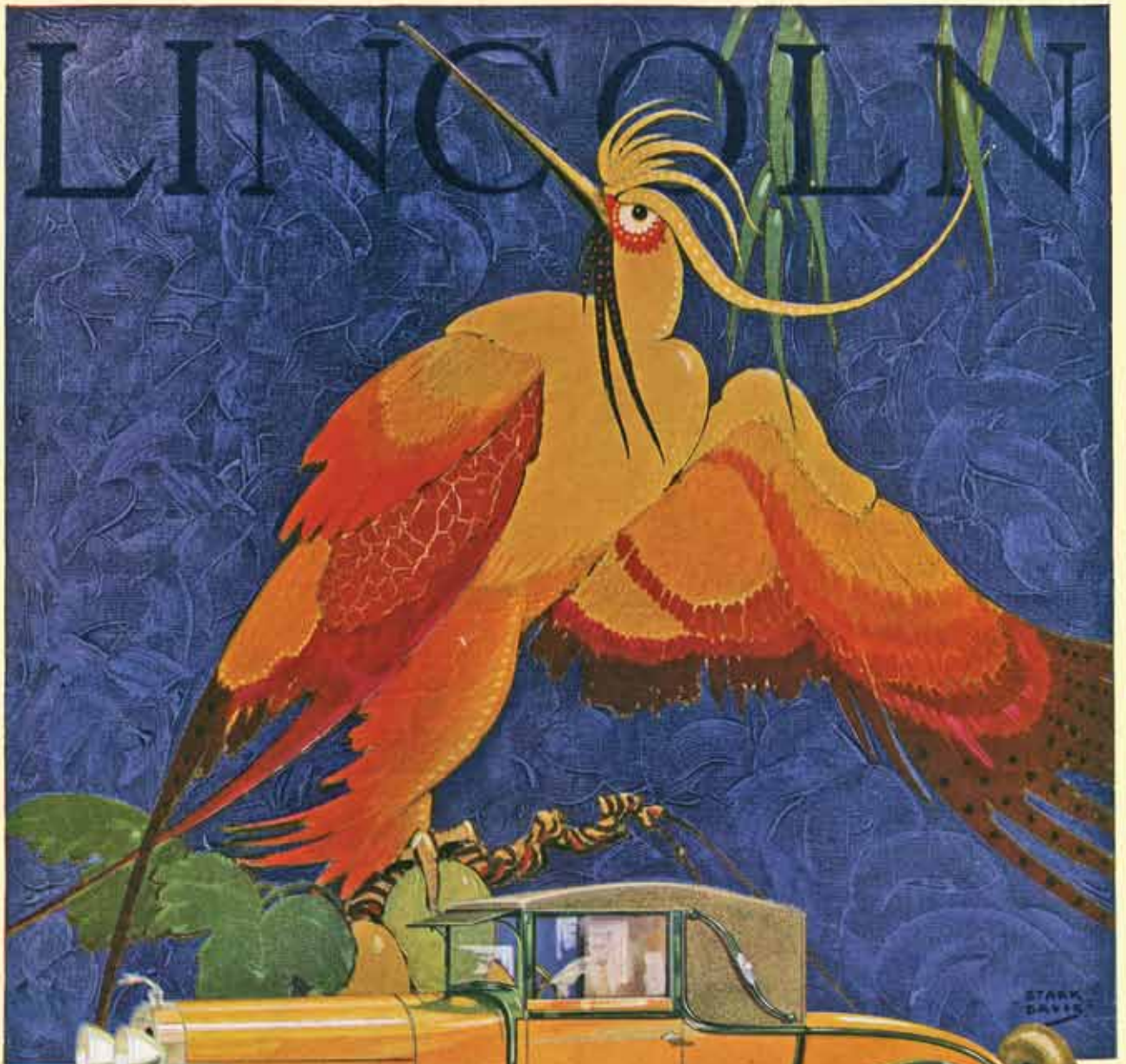


*Sport Phaeton (by Locke)*

The spirited beauty of the Lincoln Sport Phaeton suggests the easy grace and speed of the sea-gull. Just as the swift passage of the bird is free of conscious effort, so the resources of Lincoln power are obedient to your every need with equal freedom from effort. Acceleration that masters every traffic problem,

speed that fears no challenge, ease of control that gives full confidence to meet emergency—these are prime qualities of Lincoln performance. They are admirably expressed in every carefully selected detail of appointment and rich finish and in every line and graceful curve of this Locke design.

L I N C O L N   M O T O R   C O M P A N Y  
Division of Ford Motor Company



Club Roadster

Nowhere is the balanced excellence of Lincoln performance more appreciated than it is in this intimately personal car. As an open car the Club Roadster has the swift fleetness of Lincoln speed and Lincoln easy riding luxury for the all day distant trip. *In performance—it is a Lincoln.* As a closed car it is a beautifully dis-

tinctive coupe—a masterly design by a famous custom body builder. There is not a flaw in its expression of true quality and fineness—no compromise in any detail. Made for the most discriminating users of personally driven cars, its fittings and appointments are as fine as art and skill can fashion. *In quality—it is a Lincoln!*

L I N C O L N M O T O R C O M P A N Y  
D i v i s i o n o f F o r d M o t o r C o m p a n y



Seven-Passenger Sport Touring—by Locké

*L*ONG, low and graceful in every line and curve, beautifully expressive of great power and inexhaustible speed . . . A motor as quiet and vibrationless as it is possible to make a superb piece of power machinery . . . Complete safety and effortless control even at the highest speeds . . . Equipment and

appointments as fine as the quality-markets of the world affords . . . Spacious room for seven—even for the two passengers in the auxiliary seats. Restful touring comfort even across a continent. These are definite Lincoln qualities that make this a master-car among all fine open cars!

Aluminum body custom-designed by Locké—upholstered in soft, hand crushed Morocco in color to blend with the finish—a sport top of finest Burbank cloth with mahogany finished boxes, nickel trimmed, compactly folding. Unlimited selection of color combinations. Six wire wheels—spares at the side or rear. Folding trunk rack.

L I N C O L N M O T O R C O M P A N Y  
 Division of Ford Motor Company



*Four-Passenger Sedan*

A spacious interior, yet cozy as a corner at the club—a design that permits rich and unusual upholstery combinations and one where the soft richness of choice fabrics is particularly appropriate. The ease and luxury of Lincoln riding qualities, the absence of vibration or noticeable mechanical effort—the

instant responsiveness of Lincoln performance—make this the car-ideal for the lady driver. Its unmistakable fineness and quality, freedom from display and over-embellishment, its sheer beauty and simple dignity make it so often the choice of those whose personal possessions are always in perfect taste.

L I N C O L N M O T O R C O M P A N Y  
Division of Ford Motor Company





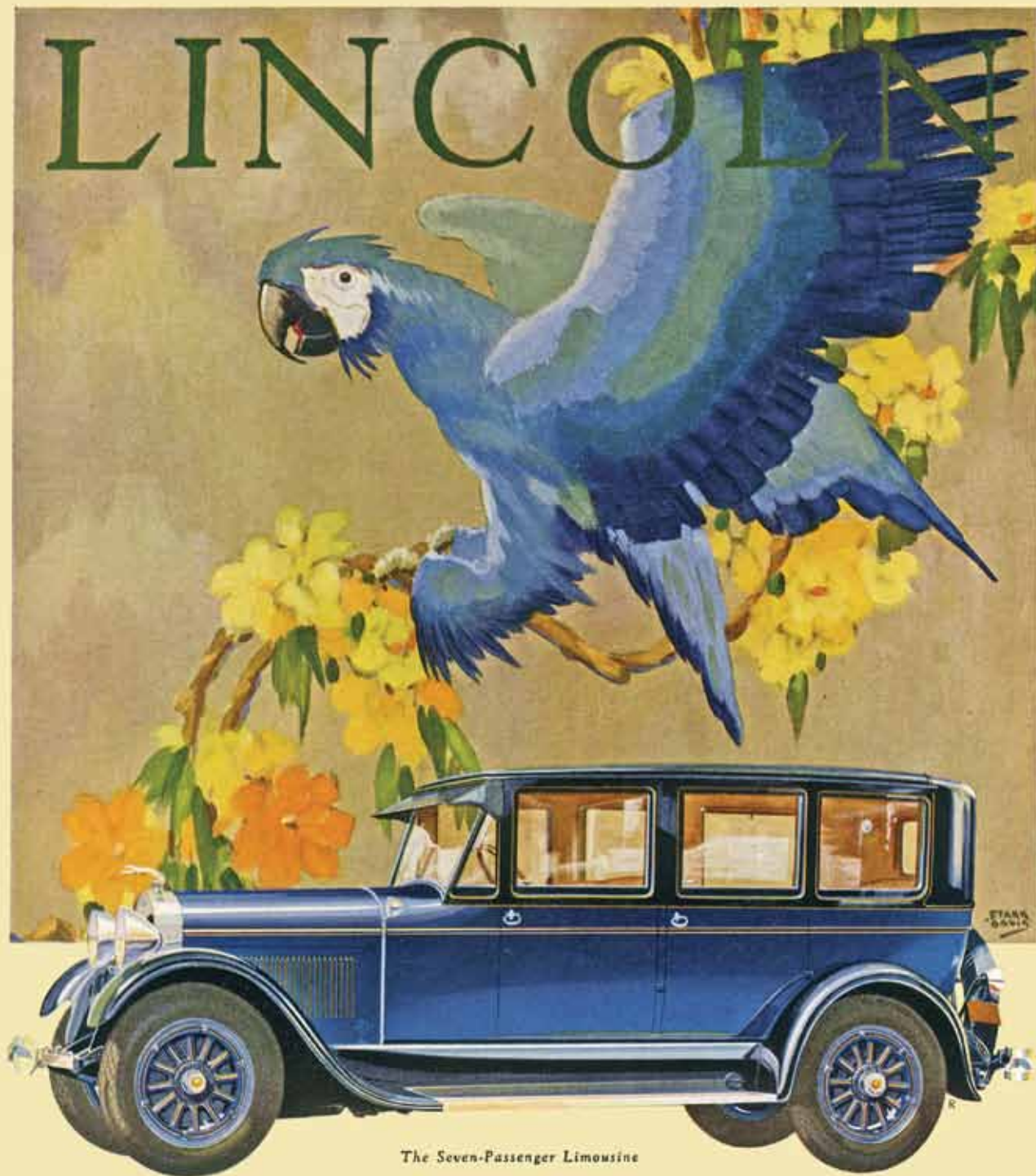
*The Five-Passenger Sedan*

The compact 60° "V" type motor and the long chassis provide luxurious room for five people in this most popular of all closed car body types—room for wide, deep seats and seat backs as comfortable as arm chairs. The doors and windows are exceptionally wide—there is full vision for every passenger. There is Lincoln

power for capacity loads, steepest grades and sustained high speed mile after mile—there is wonderfully easy riding comfort for trips across the continent, if need be. Lincoln craftsmanship, custom-designed beauty and the never-failing dependability of Lincoln service and performance make this, of all fine cars, the family car supreme!

L I N C O L N M O T O R C O M P A N Y  
Division of Ford Motor Company

# LINCOLN



*The Seven-Passenger Limousine*

Beneath the distinguished beauty of the Lincoln, there is mechanism as fine as any ever wrought by the hand of man—there is quality of material the best that science has so far developed—there is craftsmanship in modern manufacturing not surpassed in any factory in

the world. The Lincoln is built to the very highest ideals of quality manufacture—its standards of precision are as stringent as any ever imposed in the quest for perfection. To meet these exceedingly exacting requisites of quality there are all the resources of a great manufacturing organization.

*The Lincoln Limousine is a perfect attribute to the beautiful home—its conservative splendor, its rich but unobtrusive interior, its roomy and luxurious comfort, its poise and dignity—these are things which win for the Lincoln so warm a spot in the hearts of so many owners of fine American homes*

L I N C O L N M O T O R C O M P A N Y  
Division of Ford Motor Company

# LINCOLN



THE ALL-WEATHER BROUGHAM

Outstanding among all fine cars on famous avenues and boulevards, Lincoln appearance unmistakably suggests Lincoln quality and fineness. Lincoln character and reputation do not need the emphasis of showy embellishment—that which is genuinely fine wins universal recognition without display—those who design Lincoln bodies—famous custom body designers—seek

with beautiful body lines to express the innate fineness of Lincoln quality and performance.

A glance at this beautiful Brougham (by Brunn) reveals Lincoln distinction—it is as perfect in line and form as a sculptured masterpiece—its simplicity and genuine elegance appeal most invitingly to the educated tastes of people who invariably buy the finest things.

*The interior of the Brougham is like a corner in the perfect home—comfortable, restful, unobtrusively rich in fabrics and costly fittings. There are two folding armchairs for the extra guests. The driver's compartment—entirely separate—may be open or closed—an arrangement quite vogue in this season's fine closed cars*

L I N C O L N M O T O R C O M P A N Y  
Division of Ford Motor Company



FOUR-PASSENGER TOWN SEDAN—By Willoughby

*The fact that more Lincolns have been sold than any other car costing as much or more is convincing evidence that Lincoln value, quality and appearance are appreciated by those who buy fine cars.*

Lincoln quality is beyond the measurement of price—in its balanced excellence it can be obtained only in the Lincoln—and measured only by the Lincoln standard; and because it can be obtained only in the Lincoln, there are no comparisons possible—at any price. ☞ That the Lincoln price for Lincoln quality happens to be low is due entirely to the economies made possible by the genius and

resources of the Ford manufacturing organization which is known the world over for the great value it gives in all the products it makes. ☞ The exclusive distinction of Lincoln quality is expressed in Lincoln appearance—and everywhere admired by those who recognize unembellished fineness. For instance, the Four-Passenger Town Sedan above illustrated beautifully suggests the inherent fineness of Lincoln quality.

L I N C O L N M O T O R C O M P A N Y  
 Division of Ford Motor Company



Conduite Intérieure, quatre places, trois glaces

La ligne racée de la voiture Lincoln, la sûreté de goût dans le fini, les garnitures et les cuirs intérieurs rivalisent avec la merveilleuse mécanique de ce joyau de voiture. Sa performance hors pair et sa longévité sont les résultats d'une construction parfaite et des soins suprêmes donnés à tous les organes faisant partie de la Lincoln.

■ As shown above, the August 1928 Stark Davis advertisement for the U.S. market (seen on page 16) has been rescripted and resized for use in a French Lincoln catalog. Although Stark Davis was the artist for the bird painting in the background, the artist who painted the Four-Passenger Lincoln Sedan and signed the painting "R" (next to the left rear tire) is unknown. The artists who laid out the text and related graphics also were apparently doomed to labor in obscurity. ■ In addition to the advertisements produced for Lincoln, Stark Davis also did his wildlife theme paintings for other companies. The three ads at right were published in 1930 and 1931 for Ethyl Corporation.



SMOOTHNESS . . .

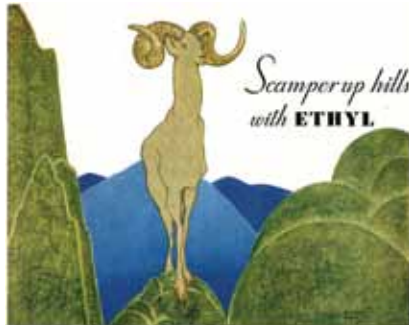
When you're in the car, you'll find the smoothness of Ethyl's gasoline is a real asset. It's the smoothness that makes Ethyl's gasoline so smooth. It's the smoothness that makes Ethyl's gasoline so smooth. It's the smoothness that makes Ethyl's gasoline so smooth.



CONTROL

The smoothness of Ethyl's gasoline is a real asset. It's the smoothness that makes Ethyl's gasoline so smooth. It's the smoothness that makes Ethyl's gasoline so smooth. It's the smoothness that makes Ethyl's gasoline so smooth.

ETHYL GASOLINE



Scamper up hills with ETHYL








Sturdy mountains stand firm the world's most Ethyl give nature its hills. But Ethyl Gasoline doesn't make you see better or feel smoother. It does. But you might be in it as hills. Ethyl's extra controlled combustion gives a full chance to prove the value of Ethyl. The Ethyl Road to Ethyl Gasoline presents a new experience that even government, licensed "test" and engineering changes them in results, proving a member of power that bring out the best in any motor. Ethyl Gasoline Corporation, New York City.



ETHYL GASOLINE









# 1928 Lincoln Advertisements by Stark Davis: the "Bird Ads"

Identified U.S. Magazine Publications

	Arts & Decoration	Asia	Country Life	Harper's Bazaar	House Beautiful	House & Garden	International Studio	National Geographic	The Sportsman	The Spur	Sunset	Theatre	Town & Country	Time	Vanity Fair	Vogue
 <p><b>October, 1927</b>  <b>Semi-Collapsible Red Cabriolet by Brunn</b>                      Bird: <i>Orange</i>                      Background: <i>Tan-Green Bamboo</i>                      Text: <i>"The Lincoln plan to create a new..."</i></p>		C		C	C						C	C		B		
 <p><b>November, 1927</b>  <b>Brown Berline Landulet by Willoughby</b>                      Bird: <i>Brown-Black</i>                      Background: <i>Tan Bamboo on Red</i>                      Text: <i>"The goal of Lincoln builders..."</i></p>		C				C			C		C				C	C
 <p><b>December, 1927</b>  <b>Blue Limousine by Dietrich</b>                      Bird: <i>Blue-Red</i>                      Background: <i>Orange</i>                      Text: <i>"In this Lincoln Limousine by Dietrich..."</i></p>	C	C	C	C	C		C					C			C	
 <p><b>January, 1928</b>  <b>Green All-Weather Cabriolet by LeBaron</b>                      Bird: <i>Green-Blue</i>                      Background: <i>Yellow</i>                      Text: <i>"It has been so wisely said..."</i></p>	C	C	C		C	C	C	B			C	C	C		C	C
 <p><b>February, 1928</b>  <b>Yellow 4-Passenger Coupe</b>                      Bird: <i>Orange-Yellow</i>                      Background: <i>Blue</i>                      Text: <i>"Every Lincoln body is a custom..."</i></p>			C	C	C				C		C	C			C	C
 <p><b>March, 1928</b>  <b>Blue 7-Passenger Sedan</b>                      Bird: <i>Blue-Green</i>                      Background: <i>Orange</i>                      Text: <i>"The distinguished Lincoln clientele..."</i></p>	C		C	C		C	C			C		C			C	C
 <p><b>April, 1928</b>  <b>Red Conv. Sedan by Dietrich</b>                      Bird: <i>Red-Orange</i>                      Background: <i>Mottled Tan</i>                      Text: <i>"Modern custom body designing..."</i></p>		C	C	C		C			C	C		C			C	C

C Color B Black-&White

**C** Color **B** Black-&-White

	Arts & Decoration	Asia	Country Life	Harper's Bazaar	House Beautiful	House & Garden	International Studio	National Geographic	The Sportsman	The Spur	Sunset	Theatre	Town & Country	Time	Vanity Fair	Vogue
 <p><b>May, 1928</b>  <b>White Sport Phaeton by Locke</b>                      Bird: <i>White Sea Gulls</i>                      Background: <i>Ocean Waves</i>                      Text: <i>"The spirited beauty of..."</i></p>	C		C	C		C	C	B	C	C		C	C		C	C
 <p><b>June, 1928</b>  <b>Yellow Club Roadster</b>                      Bird: <i>Orange-Red</i>                      Background: <i>Purple</i>                      Text: <i>"Nowhere is the balanced excellence..."</i></p>		C	C	C		C						C			C	C
 <p><b>July, 1928</b>  <b>Black 7-Pass. Sport Touring by Locke</b>                      Bird: <i>Blue Butterfly</i>                      Background: <i>Green-Yellow</i>                      Text: <i>"Long, low graceful..."</i></p>	C		C	C	C		C		C		C	C			C	C
 <p><b>August, 1928</b>  <b>Brown 4-Passenger Sedan</b>                      Bird: <i>Brown-Orange</i>                      Background: <i>Greenish Blue</i>                      Text: <i>"A spacious interior..."</i></p>			C	C		C			C			C	C		C	C
 <p><b>September, 1928</b>  <b>Green 5-Passenger Sedan</b>                      Bird: <i>Green-Purple</i>                      Background: <i>Red</i>                      Text: <i>"The compact 60° V type motor..."</i></p>	C	C	C	C		C	C		C			C			C	C
 <p><b>October, 1928</b>  <b>Blue 7-Passenger Limousine</b>                      Bird: <i>Blue Parrot</i>                      Background: <i>Floral Branch</i>                      Text: <i>"Beneath the distinguished beauty..."</i></p>			C	C		C			C			C	C		C	C
 <p><b>November, 1928</b>  <b>Burg. All-Weather Brougham by Brunn</b>                      Bird: <i>Burgundy-Red</i>                      Background: <i>Orange</i>                      Text: <i>"Outstanding among all fine cars..."</i></p>		C	C	C		C	C		C	C		C			C	
 <p><b>December, 1928</b>  <b>Red 4-Pass. Town Sedan by Willoughby</b>                      Bird: <i>Red Parrot</i>                      Background: <i>Green</i>                      Text: <i>"Lincoln quality is beyond..."</i></p>	C		C	C		C			C			C		B	C	

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## Basketball at Lincoln—1920



■ From its earliest years, the Lincoln Motor Company under Henry M. Leland fostered a family spirit among its workers with gala parties, noon-hour athletics, company sports teams, and a 16-page in-house company magazine, *The Lincolnian*, which chronicled all the newsy goings-on within the company and in the lives of Lincoln employees. The 1920 addition of a company basketball team was met with riotous enthusiasm. Pictured above are team members Lama, Hasbrouck, Wittmack, Kirshner, and Bergman, fresh from crushing victories over Woodward Avenue Presbyterian Church (40-19) and Cadillac Motor Company (42-27). From *The Lincolnian*, Vol. II, No. 2, March, 1920. Three copies of this fascinating historical magazine were recently donated to the Lincoln Motor Car Foundation by Rocky Romeo (see page 2).

■ **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, 7482 Kennedy Road, Nokesville, Virginia 20181.

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