

The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE



June 1, 2013:

Groundbreaking Launches Lincoln Motor Car Heritage Museum

WATCH MUSEUM CONSTRUCTION ONLINE! SEE PAGE 5



LINCOLN

MOTOR CAR FOUNDATION

SPECIAL GROUNDBREAKING ISSUE

THE LINCOLN LINK?

■ CERTAINLY YOU remember *The Lincoln Link*, published by the Lincoln Motor Car Heritage Museum and Research Foundation—LMCF for short. It's a periodical, "linking together all elements of the Lincoln Motor Car Heritage," as its subtitle describes it. As a serious adherent of the LMCF's vision to identify, collect, preserve and display the cars, parts, artifacts, literature and all else relating to these automobiles, you joined the foundation and became entitled to receive *The Lincoln Link*, which set out to be "published semi-yearly," as it said on the cover.

But alas, it hasn't quite kept that schedule. The initial issue, Volume I, Number 1, was dated 2002—eleven years ago now—but no *Links* at all were issued in '03. Beginning in '04, LMCF's volunteer newsletter editor, Chad Coombs of Nokesville, Virginia, kept the *Link's* publication mostly on track until 2009, but the most recent issue, Volume VIII, Number 2, dated Fall, 2010, is the last one Chad was able to produce before his death on June 18, 2011. Since then you have received no *Links* until this one.

But as you can see on the cover of this issue, the foundation now has wonderful news to impart to its members: con-

struction of the LMCF's *raison d'être*, the long-awaited Lincoln Motor Car Heritage Museum on the campus of the Gilmore Car Museum near Hickory Corners, Michigan, got started on June 1 with a ceremonial groundbreaking, and it is expected to be finished late this year! As editor of the Lincoln-Zephyr Owners Club magazine, *The Way of the Zephyr*, I compiled a story about this historic event, with input from a couple of our members who were able to visit the site, and published it as the #1 feature article in the current issue.



Then it occurred to me that, with the publication of *The Lincoln Link* on hiatus since Chad's death, the foundation members would get no official notification about this momentous event without an issue of the *Link* to give them the news. With the main story about it already in hand, I volunteered to embellish it a bit, add some other pertinent material of interest to a general audience of Lincoln enthusiasts, and forge another *Link* in the chain. LMCF Chairman Jack Eby welcomed the idea of a guest editor handling the task, so here is the result.

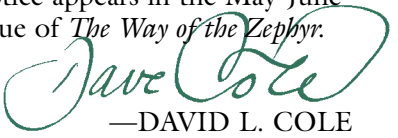
CALVIN S. BEAUREGARD 1926-2013

■ "Cal Beauregard," wrote chairman Jack Eby in the very first issue of *The Lincoln Link*, "took the initial steps to create and incorporate the Lincoln Motor Car Heritage Museum and Research Foundation." Cal, a retired Ford Motor Company public affairs executive and a member of three of the four Lincoln car clubs, "suggested that many of the opportunities to preserve and share the Lincoln motor car heritage could be realized if a non-profit foundation were created." Cal quickly brought the idea of the Foundation to the attention to his friend, Bill Ford, Sr., and together they decided that Bill would allow his name to be associated with the founding of the organization. It was difficult to resist the combination of a good idea and Cal's charm.

Jerry Capizzi put Cal in touch with Richard Sills, president of the Cadillac-La Salle Club, who had just created a foundation for Cadillac and La Salle collectors. Following Sills' advice, Cal set in motion the LMCF as a 501(c)(3) nonprofit organization.

Doug Mattix, then president of the LCOC, was also a key mover in the formation of the Foundation. It was he who mothered the idea through the LCOC and marshaled the LOC and LZOC to the cause.

Sadly, Cal Beauregard is no longer with us to enjoy this momentous milestone in the Foundation's history. He passed away on April 14 this year at the age of 86, and a full obituary notice appears in the May-June issue of *The Way of the Zephyr*.


—DAVID L. COLE
Guest Editor

■ **THE LINCOLN LINK** is the official newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., 7419 East Arlington Road, Scottsdale, Arizona 85250. Opinions expressed herein do not necessarily represent or reflect Foundation policy. Newsletter contributions should be sent to the address above.

■ Earlier issues of The LINCOLN LINK are available as back issues. Price is \$5 each, postpaid.

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Groundbreaking Launches Museum Construction



■ Lincoln Museum groundbreakers, each wielding his ceremonial shovel included, left to right, Gordon Groves, president of Cornerstone, the contractor for the Lincoln Museum; Steve Bosch, our architect; Jerry Capizzi, donor of the lead gift that got the project underway and a member of the LMCF board; Dan Szwarc, member of LCOC's Michigan Region and an LMCF board member; Michael Spezia, executive director of the Gilmore Car Museum; Jack Eby, chair of the LMCF board of trustees; Earle Brown, executive vice-president of LMCF; Vaughn Koshkarian, chair of the Lincoln Motor Car Heritage Museum Committee and a vice-president of LMCF; and finally, Bill Parfet, president of the Gilmore Foundation. Behind the diggers, you can see the new Model A Ford Museum that just opened to visitors on May 18th. The Lincoln Museum will fill the grassy area between the groundbreakers and the Model A Museum, with construction expected to be done by Thanksgiving this year. The \$1.3 million on hand is sufficient to build the museum; now we have to raise more funds to fill and maintain it.

THE LONG-AWAITED groundbreaking for the construction of the Lincoln Motor Car Heritage Museum on the Gilmore Car Museum campus near Hickory Corners, Michigan, took place on Saturday afternoon, June 1, 2013. Vintage Lincoln owners who braved the possibility of stormy weather and drove their cars to participate in the event included **Jim Blanchard**, with his 1940 Lincoln Continental Cabriolet, and **Jeff Booth**, with his '40 Lincoln-Zephyr Convertible. Both live near Toledo, Ohio, so they had a drive of about 130 miles to attend the event. Jim submitted this report of their adventure:

■ Jeff and I started out from Toledo after a night of heavy rains, despite a threat of more storms to come, but it had partially cleared by Saturday

morning, so we decided to brave it in our Zephyr V-12's and drive them on our trip to Hickory Corners. We chose old-time roads, as my '40 has only the standard 4.44:1 rear axle—no overdrive—so it does not keep up with interstate highway speeds. It turned out to be a splendid drive through the countryside in the sunshine, and we passed numerous Amish buggies along the way. Apparently they don't have overdrive either.

The groundbreaking ceremony began at 3:30 that afternoon. Mike Spezia, executive director of the Gilmore Museum, had us line up our Zephyrs right next to the tent that Foundation board member Jack Juratovic had erected to protect us from the rain (which didn't come) and to showcase some of his Lincoln artwork, and a large photo of movie star Randolph Scott with the #1 1940 Lincoln Continental

prototype. There was also a model of the Lincoln Futura, a concept car whose design dates from 1953, and refreshments for the guests, including sandwiches, ice cream bars and water.

Before the festivities began, the "Up the Creek" Jazz Band from Kalamazoo played Dixieland music for our delight. As Jack Eby, the master of ceremonies, prepared to speak, the band played "When the Saints Go Marching In," said to be the favorite song of Henry Ford II. It was a simple and dignified event as Jack spoke about the museum and its future for Lincoln heritage. A great deal of effort has gone into respecting the history of the old Lincoln dealership in Detroit upon which the design for the museum was based. Steve Bosch, the architect, spoke about this effort. Finally, Bill Parfet, president of the Gilmore



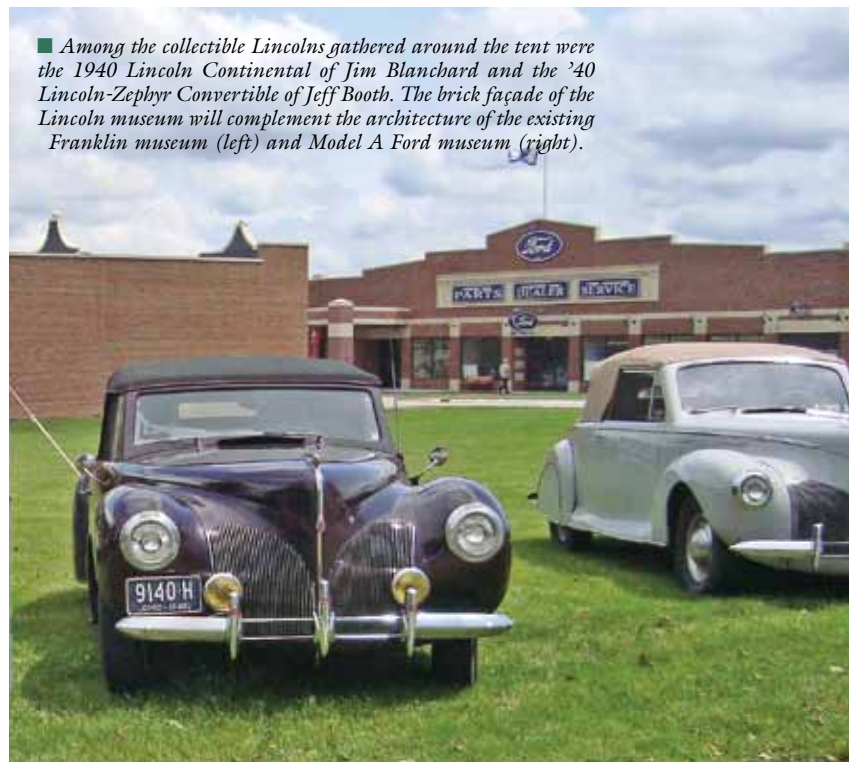
■ When it is completed later this year, the Lincoln Motor Car Heritage Museum, in a building designed by Steven R. Bosch, will take its place among several new marque-oriented museum and research facilities in the architectural image and likeness of historic auto dealership buildings on the campus of the Gilmore Car Museum north of Kalamazoo, Michigan—a mecca for Lincoln lovers from all eras. Architectural rendering by Randy Mytar.

Foundation, paid respect to the bright future of the Lincoln Museum on the Gilmore campus and the prospects of its making this an important destination for many generations to come. Jerry Capizzi was recognized as the lead patron of the museum, and all the others were thanked, too.

Then the various members

of the Lincoln Motor Car Foundation and other VIP's stood in a row and prepared to spade the earth with special chrome shovels branded with the new museum logo. There were about a hundred people in attendance, including LMCF trustee David Schultz, who is also president of the CCCA, a

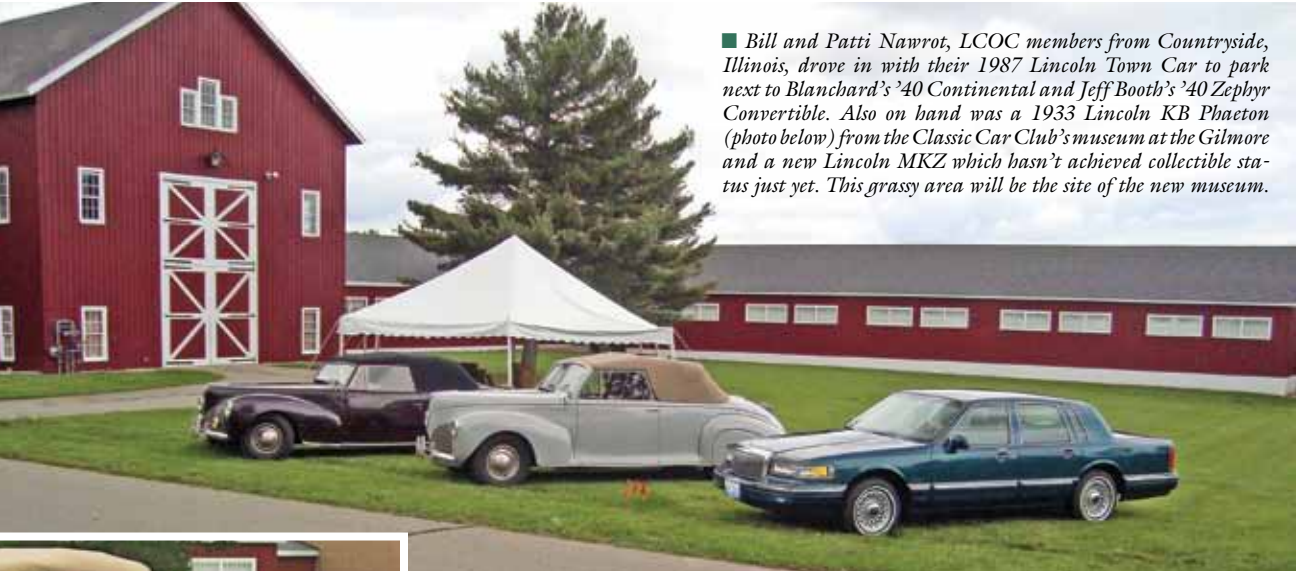
trustee of the CCCA Museum, and a member of the Lincoln Owners Club; Del and Margaret Beyer, major contributors and Lincoln collectors from Hartford, Wisconsin; and LMCF board member Dick Thams and wife Joyce. It was a memorable occasion and a fine way to start in on a very worthy endeavor.



■ Among the collectible Lincolns gathered around the tent were the 1940 Lincoln Continental of Jim Blanchard and the '40 Lincoln-Zephyr Convertible of Jeff Booth. The brick façade of the Lincoln museum will complement the architecture of the existing Franklin museum (left) and Model A Ford museum (right).



■ Master of Ceremonies Jack Eby welcomed the assembled Lincoln enthusiasts and described how the museum will preserve the Lincoln heritage.



■ Bill and Patti Nawrot, LCOC members from Countryside, Illinois, drove in with their 1987 Lincoln Town Car to park next to Blanchard's '40 Continental and Jeff Booth's '40 Zephyr Convertible. Also on hand was a 1933 Lincoln KB Phaeton (photo below) from the Classic Car Club's museum at the Gilmore and a new Lincoln MKZ which hasn't achieved collectible status just yet. This grassy area will be the site of the new museum.

Photos by Bill Nawrot, Jim Blanchard, Ann Swarc, Bruce Kopf et al



■ When Jack Eby (center) tried to shovel vigorously with his official ceremonial shovel, it proved unequal to the challenge.



WATCH MUSEUM CONSTRUCTION ONLINE!

■ A webcam has been set up at the building site of the Lincoln Motor Car Heritage Museum so you can monitor the progress from home as construction proceeds. Just go to michiganlcoc.org and click on "Museum," then select "Museum Cam" in the drop-down menu.

Lincoln's Neighbors at the Gilmore



BEHIND THE LINE of distinguished ground-breakers on page 3, you can see the new Model A Ford Museum, which had its official grand opening on May 18 and 19, two weeks earlier. The Model A Ford Foundation, Inc., raised over a million dollars to fund the construction of the 12,000-square-foot building; they broke ground in April, 2012, and in just over a year it was ready to open to the public. Nearly four hundred Model A enthusiasts drove their 1928 to 1931 Fords to the Gilmore Car Museum campus for the grand opening, and well over two thousand people got their first views of the building and its contents.

Among more than two dozen cars and trucks inside is Model A Ford #1, completed on October 21, 1927, and presented by Henry Ford to his close friend, Thomas Alva Edison. Some years after Edison's death, his widow gave the car to the Henry Ford Museum, and they in turn gave it to the Model A Foundation.

The guidelines at the Gilmore specify that buildings added to the campus either be historic structures, like the classic old barns that museum founder Donald Gilmore relocated to the museum property, or new buildings in historic style. To satisfy this requirement, the Model A Ford Foundation's building is designed after a dealership that was pictured in *Ford Dealer*



& *Service Field* magazine for May, 1929. The plans had been worked up by the Ford Motor Company of Canada as suitable for a Ford dealership of average size, with a 75-foot frontage and a depth of 140 feet. The Model A Foundation increased the square footage by adding wings to the basic design, but the architecture hews closely to what was specified in 1929. As pictured in the magazine 84 years ago, the building had no identifying signage, but the foundation's new museum has signs on its façade patterned after those used by the Hendrick Motor Company, a Ford dealer near Washington, D.C., during the

Model A years.

Among the enthusiasts who toured the new Model A Museum on its opening weekend was Al Audette, of Cincinnati, Ohio. Al joined the Lincoln Continental Owners Club in 1970, the Lincoln-Zephyr Owners Club in January, 1973, and he still belongs to both, with plenty of such cars to validate his membership. He took these photos to show the neighborhood in which the Lincoln Motor Car Heritage Museum is going up. It'll be right across the street from the new Model A Ford Museum.

(Photo 1) On Sunday, May 19, Al Audette stood by the sign



showing where the Lincoln museum is to be built, although the plot was still covered with Model A's. Behind him is what they call the "Steam Barn" at the Gilmore, a classic barn replica built in 1966 to house a steam locomotive that Donald Gilmore owned at the time. Although the engine was sold later, the barn still carries the name. A corridor will connect the Steam Barn with the Lincoln museum.

(2) On Sunday, May 19, Al Audette took another picture of the future home of the Lincoln museum from the walkway into the Model A Museum. Just above the radiator cap on the closest Model A Sedan, you can just make out the replica Shell gas station, one of the most popular buildings at the Gilmore. On the right, the Steam Barn; on the far left, the huge barn moved in from Campania, Michigan, with a ramp up to the second floor.

(3) Right across the street from the Lincoln museum site, the new Model A Museum was still

thronged with Ford enthusiasts on Sunday, May 19, the day after the grand opening.

(4) Standing at left near the entrance in his straw hat, Audette posed with a friend as Model A folks roamed about their new museum and grounds. In the windows, you can see reflections of the Franklin museum across the street. It will be connected to the Lincoln museum next door to it.

(5) The museum of the H.H. Franklin Club, Inc., is the first museum built at the Gilmore as a replica of an old-time dealer's building. It's designed after the Ralph Hamlin dealership at 1040 Flower Street, Los Angeles, California, built in the early 20th Century. Hamlin, one of the best known and most popular Franklin dealers, also sold Selden trucks and Scripps-Booth automobiles. (Franklins, built from 1902 to 1934, were always air-cooled, Selden trucks were built only in 1913, and Scripps-Booth cars only from 1914 to '22, so even among old-car enthusiasts, few remember



any of them.) When the Lincoln museum is built, an enclosed corridor will link it to the Franklin museum next door.

(6) Every Ford dealer had a Parts Department, right? So, of course, a museum patterned after a Ford dealership should have a parts department, too, even if you can't really *buy* any of those super-rare NOS parts, accessories and car-care products, still in their original packaging, that stock the place, all neatly arrayed in wood-framed glass cases. Al photographed his wife Jan standing at the parts counter, waiting in vain for somebody to turn around and wait on her. Check that classic cash register at right.

The Lincoln museum, now beginning construction, will also be built to look like a 1920's dealership. Do you suppose we Lincoln enthusiasts can put together a Lincoln parts department to match this one?

A fourth museum will be built at this "T" intersection on the Gilmore Car Museum campus. It will be the Cadillac-La Salle museum, modeled after a dealership design proposed by General Motors Corporation in 1948. These four, together with the barns holding the Gilmore's own cars and those of the Pierce-Arrow Society and the Classic Car Club of America, will certainly constitute a magnificent representation of all that is significant in American automobile history!—DC

The LMCF's Ceremonial Groundbreaking Shovels

BY DAVE COLE

IN STARTING the construction phase of any major building project, it hardly seems appropriate that the very first spade of earth should be turned by some anonymous, disinterested workman. The principals behind the project have spent months, sometimes years, in planning, designing, securing the property and the financing, selecting architects and contractors, and now all this work has come to fruition as physical construction begins. This is the time for the luminaries in the organization to congratulate one another on getting the thing underway at last, and rejoice together with the architects and contractors on the successful completion of the planning phase of the project. Surely this level of enthusiasm should flow right on into the construction phase; it should not be entrusted to a hired cat-skinner to drop the blade on his D-8 into the dirt at the edge of the site and start shoving it around. The very first physical effort at the building site should be the privilege of the management team of the organization whose building project is beginning.

And thus is born the concept of the ceremonial groundbreaking. The people in charge gather at the site in suits and ties; a lot of interested people are invited to attend the ceremony and listen to the speeches, hear the band, consume the refreshments, and finally watch as the assembled luminaries take up their shovels, stand in a row, and ceremoniously jab their spades into the virgin earth. However much or little they actually achieve, the ground has been broken, and whatever is left to be done will be taken care of next week when the grading contractor moves in.

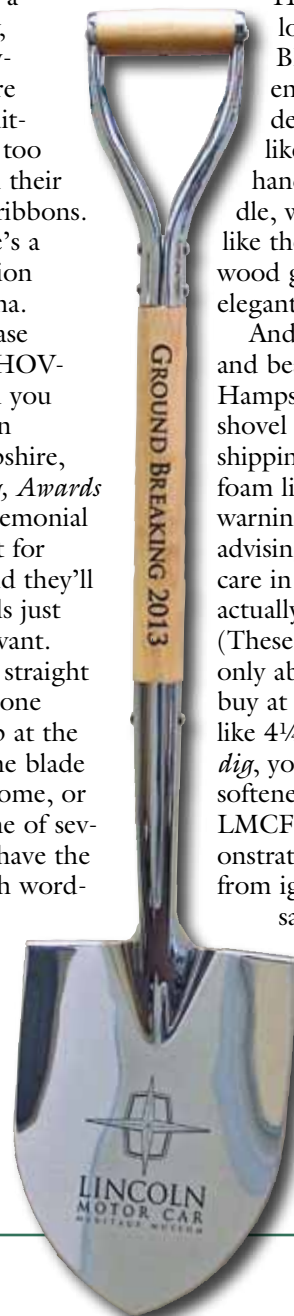
But where do the shovels come from? In the interests of expediency, they could probably be borrowed from the local street department, but how would *that* look? Well-used shovels may be just fine in the hands of ditch diggers and common laborers, but they just won't do for a groundbreaking ceremony. What you need is ceremonial shovels appropriate to the status of the worthies who are to wield them. Even a supply of brand-new, evenly matched shovels from the hardware store wouldn't be suitable—they just look too utilitarian, even with their handles wrapped in ribbons.

Fortunately, there's a quick and easy solution to the shovel dilemma. Just Google the phrase "CEREMONIAL SHOVELS," and forthwith you learn that an outfit in Laconia, New Hampshire, known as *Engraving, Awards & Gifts*, supplies ceremonial shovels designed just for groundbreakings, and they'll make up your shovels just about any way you want. You can have a long straight handle, or a shorter one with a "D"-type grip at the end; you can have the blade finished in gold, chrome, or powder-coated in one of several colors; you can have the handle engraved with wording, and the blade with your own design engraved either by the rotary method, or by laser, in a variety of colors. Of course, such fancy ceremonial shovels instantly become

historical artifacts to be treasured by the groundbreakers, so you can get a nice hardwood display plaque or a case made of walnut, with a glass cover and a felt lining. With so many options, it's hard to know when to stop!

The LMCF chose a middle path through this welter of choices. Our blades are chrome-plated, laser-etched in black with the LINCOLN MOTOR CAR HERITAGE MUSEUM logo, they have GROUND BREAKING 2013 laser-engraved on the shaft (evidently made of white ash, like any self-respecting shovel handle) and the "D"-type handle, with the steel yoke chromed like the blade, and a polished ash wood grip at the top. They are elegant and beautiful!

And to preserve their elegance and beauty on their way from New Hampshire to Michigan, each shovel came in a specially-made shipping box with a sturdy styrofoam liner. There was also a little warning notice packed in with it, advising groundbreakers to have a care in using the tool, as it's not actually intended for hard work. (These ceremonial shovels weigh only about 3½ pounds; one you'd buy at a hardware store is more like 4¼.) If you're really going to *dig*, you'd better have the ground softened up beforehand. Alas, LMCF chairman Jack Eby demonstrated what one could expect from ignoring the warning, as you saw on page 5, but what the heck. Everybody had a good time, the ground got broken, the refreshments got devoured, and the construction of the Lincoln Motor Car Heritage Museum got underway. What more could we ask?



Grinnin'

THE EPISODE OF FORD MOTOR COMPANY'S INITIAL INTRODUCTION INTO PROMOTING LINCOLN MOTOR CARS

LINCOLN promotional literature issued upon the introduction of this new luxury make of motor car was every bit as conservatively designed, expensively produced and utterly dignified as were the cars themselves. Henry Leland, president of Lincoln Motor Company, and his son, Wilfred, the vice-president and general manager, saw to that when their automobile was presented to the public in 1921, and Henry Ford and his son, Edsel, president of Ford Motor Company, generally continued with conservatively designed, expensively printed and thoroughly dignified sales literature to promote the Lincoln after they bought the bankrupt Lincoln Motor Company from the Lelands in February, 1922.

But the first brochure issued by Ford after the Lincoln purchase did not quite fit the accepted standards set by the Lelands. It was just a little 8-page booklet a bit over 3½ inches wide by about 6¼, with the rather casual, off-hand title, "GRINNIN'," at the top of the front page, followed by "The Episode of a Ford Owner's Initial Introduction Into Fast Company," which is what had caused the writer of the text within to do all that grinnin'. The illustration between the title and the subtitle was no more conservative nor dignified than the title itself, showing five guys hunkered



down on the seat or clinging to the sides of a speeding Lincoln as it tops a hill at 75 miles an hour in a cloud of dust. And the car has been stripped of its body and rear fenders, so the guys are just hanging on for dear life, clinging to their hats while their neckties fly in the wind. They're obviously having the time of their lives, thrilled with what they're doing: acting out the very antithesis of conservative dignity.

The second page reveals who the grinner was, and hints at the nature and locale of his employment. It says, "Reprinted from the *Cle Elum Echo* (Washington), by Walt Williams." Cle Elum, Washington, is pretty close to the center of the state, about as far from the Pacific Coast as it is

from Idaho, and about halfway between Canada and Oregon. Not surprisingly, it's located near where the Cle Elum River runs into the Yakima, and not far from Cle Elum Lake. (You can see a pattern developing here.) In 1922, Cle Elum was on the Sunset Highway, which rattled around over whatever old trails were available between Spokane and Seattle via Snoqualmie Pass, but in later years, it was on U.S. 10 until bypassed by I-90.

The newspaper in Cle Elum was called the *Echo*, published from 1902 to 1922, when it merged with the *Cascade Miner* of Roslyn, three or four miles northwest. Walt Williams must have been the *Echo's* ace reporter, but he lived in Roslyn, so to get to work and back home again, he drove a Model T Ford—like most other American motorists. By 1922, there were almost eleven million cars on the road in the United States, and Ford Model T production climbed right on past six million that year. Over half the cars on the road were Model T Fords. The 4-cylinder engine in the Model T turned out only 20 horsepower (or 22, by some reckonings), good enough to let it run along at 35 miles an hour or so, which was about as fast as one would want to go anyway, given the sketchy condition of most roads in 1922. In Washington, the Pacific Highway was paved from the Canadian

border through Seattle and on down to Portland, and so were a few other connecting roads, but east of the Cascades pavement was rare, extending only a few miles out of good-sized towns, which did not include Cle Elum. Population there was only about 2,600, with an equal number of souls in nearby Roslyn. A road map issued in 1922 by the Forest Service admits of no paving between the two towns, but the locals must have thought there was something better than a dirt road there, as Williams tells of hitting the "Roslyn-Cle Elum pavement" in his newspaper story.

But enough preliminaries. Let's cut to the chase and read Walt Williams' story that the Lincoln people liked so much they reprinted it as a sales brochure:

GRINNIN'

I'VE been busy the last couple of days—grinnin'.

Funny birds, these fellows with the six-cylinder cars who delight in running me off the pavement while they whiz past at about 45 miles, cut-out wide open, and making enough noise for a machine-gun corps in full action.

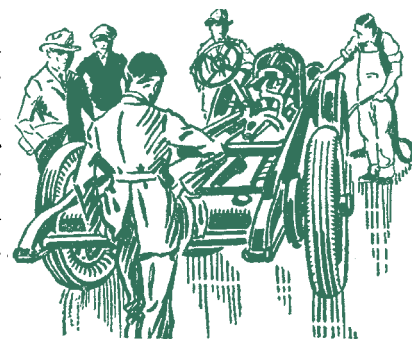
For a long time they had me bluffed, too. Not any longer, however. For just the other day I had an experience which showed me what a real car IS. I saw it, rode in it, and DROVE it.

I was pecking away at my typewriter and trying to let on to the rest of the bunch that the stuff I was writing was the most important news of the season. It wasn't. A good bluff has its value. The thing about a bluff, however, is to know when it has been called.

The telephone rang and out of force of habit I answered it. One of the boys at the Ford garage was on the wire and told me to come down there. "We have a Lincoln on the floor," he said, "and we would like to have you look her over."

Sure thing! Looking over things is a specialty of mine, especially since the Volstead act went into effect. I can look over more things and see less than anybody about these parts. So I went down to the garage.

Quite a bunch of fellows were down there and they were all cluttered around a big stripped car which was taking a bath over in the corner. I didn't ask them, but I suppose they stripped it so it



"Quite a bunch of fellows were down there"

wouldn't get its clothes wet. Maybe it was so you could see the torque drive or the fact that the big springs were put there for riding comfort exclusively and not for any other purpose.

As soon as I showed up I was introduced to H. P. Chase, whose main excuse for living just now seems to be to chase this car around the map and show her off. He was an enthusiastic, high-power little engine all on his own account, and took the keenest delight in running over the fine points of his machine and explaining them to an audience which understood possibly a sixteenth of what he said. So much for the rapid advance of automobile mechanics.

Not for the world would I attempt to describe the Lincoln as Chase did it. I know I'm good at peddling the stuff, but I also know when I'm hog-tied and laid over a barrel.

The party got to going good before Jack Cadwell joined the throng. Jack is a little walking encyclopaedia on mechanics himself, and knowing this and also knowing Jack, I took my cue and listened in. It was good the way Jack baited Chase and the way Chase stole the bait without getting hooked.

Then we went for a ride. L. H. Parker, E. R. Gillett and H. R. Freeman were in the bunch, and together with Chase and myself the party was complete. Freeman and Gillett stood on the running-board, one on each side of the two seats in front. Parker selected the gas tank at the far end. Chase drove and my humble self sat alongside him and offered suggestions.

After we hit the Roslyn-Cle Elum pave-

ment I commenced to watch the speedometer. Before we went over the crest of the Roslyn hill we were purring along at about 50, and a few feet beyond we were doing 65. Chase told us afterward that he was just taking our temper. I think he was a little worried about Parker on the gas tank. Anyhow, Parker or no Parker, he gave us a thrill on the curve, when he took it slightly above 65 and stopped within a few feet beyond. Here he turned the car.

I wiped the tears from my eyes and said a few words in congratulation, intending to convey the idea that I am a game bird. However, I hoped we were through with the speed test.

We started back. I had a cigarette in my mouth and the wind broke it off short where I held it. From 65 the speedometer climbed to 75 and almost touched 80 as we came to the top of the Roslyn hill.

Oh, baby! I saw that downward gap in the pavement and my thoughts flew back to the days when I twisted broncs over at the X Larrabee ranch on the Ruby in Montana. The same old void. Head down, the saddle horn disappeared and there was nothing there but the beautiful mountain air. Pull leather? Not me, I didn't have time.

Over the top we went at 75. "Good night, nurse," I mumbled, and composed myself for an introduction to St. Peter.

I was astonished, flabbergasted and what-not the next 30 seconds. Instead of sitting on the steps at the pearly gates I found myself gliding smoothly over the dirt road at not more than 15 miles. I don't know yet how it happened. It's brakes, or compression or something. Let Chase tell you about it.

Then the most wonderful experience of

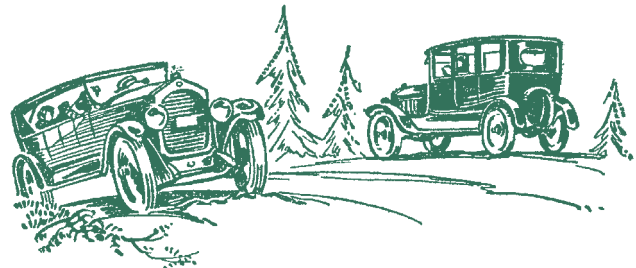
all came to me. I was invited to drive the car myself. I have a lot of respect for the nerve of the other buddies of the party—they elected to ride with me. It was a proud moment of my life when I slid over into the seat which Chase vacated in my honor and eased my toe on that wonderful throttle. From 4 to 30 in double her length. The drive of it—the feel of it! Words fail me—let Chase tell you.

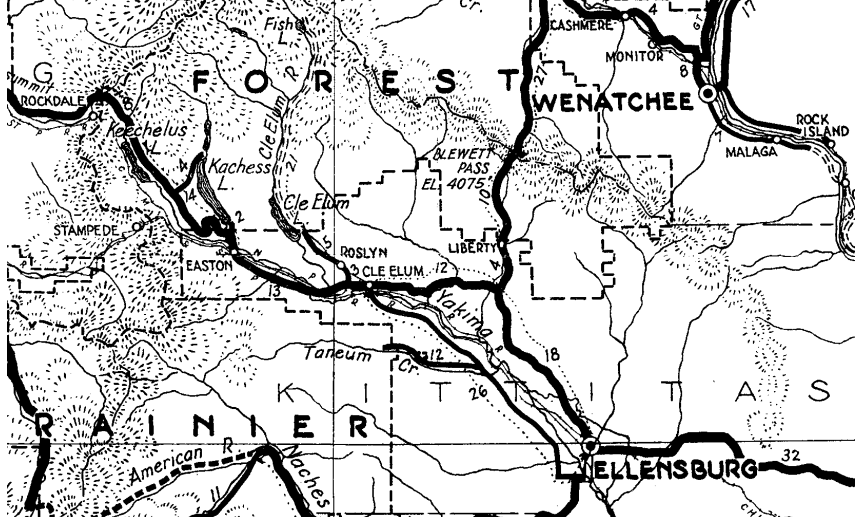
I brought her back to the garage and got out. Then I stood around. I stroked her; I patted her. I called her all the loving names of an extensive vocabulary I have been years in getting together. I'd start away and return to the shrine. Finally they drove her away and left me standing there.

All this time I was supposed to be in Roslyn. Supper was waiting for me. The leading lady would be waiting. She would have some choice remarks to work off concerning a guy who didn't have brains enough to come home to eat. So finally I got up courage enough to go back to my old love, Liz, patiently standing around the corner.

But I am a changed man. No longer do I envy the birds with the six-cylinders and the noisy cut-outs. Not me. I've driven a Lincoln and done 80 miles without making enough noise to frighten a sparrow.

And so when I hear these sixes coming and they whiz by me at their measly 45 I just draw off to the side and grin. I'm driving a car made by the same man that makes a Lincoln, and that's good enough for me.





■ Above: This portion of a U.S. Forest Service map drawn on May 8, 1922, shows the roads around Cle Elum, Washington, as they were then, when a rep from the Ford branch in Seattle brought a new Lincoln to town and set the locals all agog with its outstanding performance. At left, the back panel of the Forest Service map shows part of the Sunset Highway near Snoqualmie Pass. Surely the same road near Cle Elum couldn't have looked much better. Is this a road you'd want to drive on at 75 miles an hour? The five guys named in "Grinnin" did it in a stripped-down 1922 Lincoln!

Isn't that a great Lincoln story? Walt Williams should have gone on to write the copy for Lincoln magazine advertising, so unbridled was his enthusiasm for the marque and so deft his touch with the English language.

But a few bits of elaboration may be in order for readers today:

- The "Volstead act" Williams mentions in the fifth paragraph alludes to the Federal Prohibition Act, under which the sale and/or imbibing of intoxicating liquor became illegal from 1920 until 1933, when the 21st Amendment to the U.S. Constitution repealed the 18th one.

- In the sixth paragraph, Williams sees the new Lincoln *en deshabille*—stripped of its body and rear fenders, with only a box for the driver to sit on, if we are to believe the accuracy of the sketch accompanying the text. It seems likely that the car was taken to all the Ford garages in that condition so that dealers, salesmen, and especially mechanics could see how the car was built without crawling underneath it. They would be expected to sell and service these cars in the coming months; they needed all the familiarization with the Lincoln they could get.

- H.P. Chase, mentioned in paragraph 7, was undoubtedly a "road man," a representative from the Ford branch plant at Seattle, who was detailed to take the Lincoln to all the dealers in the territory and show it to the staff at every one of them. Parker, Gillett and Freeman, mentioned as passengers on the wild ride, were probably mechanics or salesmen at the Ford garage in Cle Elum.

- "The Ruby in Montana," where Williams once worked as a cowboy, must be the Ruby Range, the mountains just east of Dillon in the southwestern part of the state.

Only the last page, the eighth of eight in the pamphlet, bears any ordinary Lincoln advertising, and it is as bland and colorless as the text preceding it is inspired and enthusiastic. It just tells a reader that "Lincoln eight-cylinder motor cars comprise a wide and varied range of open and closed body types, ten in all," and then lists all ten, without ever noting the fact that the one pictured is a Four-passenger Sedan.

The bottom line of small print notes that this brochure is FORD FORM 3473, which is something of a mystery, as that number is inconsistent with those

found on other similar literature. Two small Lincoln sales folders, about the same size, dating from 1923, are numbered "36" and "45," while other Lincoln sales literature of this era seems to have no numbers at all. The date of the printing is unmistakable, though; it reads 10-18-22. The printery is named as the Joseph Mack Printing House, Inc., Detroit, a company known to have also printed some Ford Model T parts lists.

"Grinnin'" seems to be Lincoln's sole venture into this sort of advertising, using a newspaper columnist's purple prose as the advertising message. Also, it is unique in its style, with illustrations done with pen and ink; it's unusual in its informality and in its enthusiastic description of the Lincoln's wonderful speed and performance. Seldom does one find a piece of advertising that compares and contrasts the low-priced 20-horsepower 4-cylinder Ford with the upscale, expensive 90-horsepower 8-cylinder Lincoln, yet "Grinnin'" does just that, and even pictures, at the end of the story, a mighty Lincoln touring car coming toward you, as a lowly Ford sedan rumbles off the other way. It's a rare, delightful bit of advertising!



Henry Leland's Lincoln Room

■ February 4, 1922: Henry and Wilfred Leland sign over the Lincoln Motor Company to Henry and Edsel Ford. The setting is Henry Leland's Lincoln Room in the Lincoln administration building. The Lincoln Motor Car Foundation has had the "signing table" and the side chair on which Wilfred Leland is seated reproduced for display in the Lincoln Motor Car Heritage Museum.

BY DAVE COLE

YOU HAVE undoubtedly seen the photograph reproduced above many times. You have a keen interest in old Lincoln automobiles, so you've read many articles and books about their history, and this photo appears frequently. It depicts a very important moment in Lincoln history: Henry and Edsel Ford signing the papers to take over the ownership of the Lincoln Motor Company from Henry and Wilfred Leland. The Lelands, father and son, had had a distinguished career at the helm of Cadillac until 1917, when they went into business for themselves building Liberty V-12 aircraft engines for the government. After the Great War ended and the need for such engines ceased, the Lelands went back to manufacturing expensive, high-priced

automobiles, introduced late in 1920 as the Lincoln V-8, but their re-entry into auto manufacturing coincided with a post-war economic slump, and their company soon failed and went into receivership. On February 4, 1922, Henry Ford bought the ailing Lincoln Motor Company for \$8,000,000, and this photo was taken on that day.

The "body English" evident here is very telling. A young Edsel Ford, just 28 years old, but president of the Ford Motor Company since his father appointed him in 1919, leans forward confidently, quill in hand, anxious to get on with the signing of the papers. He has the seat of honor here, an elegant high-backed chair with the Great Seal of the State of Michigan embroidered on the back. In less than twenty years, his father's auto manufacturing company has grown to be the industry's most prominent, with

Model T Fords comprising about half the cars on the road.

Facing Edsel across the table in a low-backed side chair is Wilfred Leland, who has served as his father's most trusted business assistant for over thirty years, most recently as vice president and general manager of the Lincoln Motor Company. But now, Wilfred slumps back in his chair, beaten and dejected. He and his father had done all they could to avoid this outcome but were unable to evade it. Wilfred Leland was 52 years old, almost twice as old as Edsel Ford.

Behind the signers stand their fathers, Henry Ford on the left and Henry Leland on the right. Ford is 58 years of age here, among the wealthiest of Americans; the eight million dollars he is paying for Leland's company is of little significance to him. He betrays little emotion other than a look of determina-

tion. Henry Leland is 78, twenty years older than Ford, bearded and bespectacled; it's hard to see much expression on his face.

But there is more in this photograph than the four famous auto makers. Behind them, on the wall, are three portraits in various sizes of Abraham Lincoln, sixteenth president of the United States, the Great Emancipator. Above the sconce on the wall is a small family portrait of Lincoln with his wife and son. There is ample reason for all this: the signing of the papers took place in Henry Leland's Lincoln Room.

We all know that when the Lelands left General Motors to found their own company, Henry Leland named it after Abraham Lincoln. It was not a random choice. Leland, born in 1843, turned 21 in 1864, and cast his first vote in the presidential election that year in favor of the man he considered the greatest American, Abraham Lincoln. He remained a faithful admirer of Lincoln for the rest of his life, and more importantly, became an ardent collector of Lincolniana, although he never spoke much about it. Even in his biography, *Master of Precision*, written by his daughter-in-law, little is mentioned about his collection. It occupied a place of honor in the Lincoln administration building, however: a large room devoted to it, just west of the main foyer.

One source of information about Leland's Lincoln Room is an article in the fourth

■ Leland's collection included this gold-headed cane which was given by Mr. and Mrs. Lincoln to Rev. Phineas D. Gurley.



issue of *The Lincolnian*, the employee magazine that Leland started in November, 1918. The February, 1919, issue describes "Some Treasures of the Lincoln Room." It tells of "...pictures that range from his birthplace in the Kentucky hills to a steel engraving of him as president," among many others on the walls. "There are a musket and a saber from the [Civil] war . . . There are cases of books owned by [Lincoln], written by him, or written of him by others who knew of his life. Articles which he used are in this room, and a bronze bust of him holds the place of honor in the center of the room." That bust, sculpted by George E. Bissel in 1893, was pictured on the cover of that issue of *The Lincolnian*. Today, a similar Bissel bust of Lincoln is in the possession of the Lincoln Motor Car Foundation, a donation from Dick Duncan.

The article tells of "two canes in the room, one [of them] made from wood taken from the east wing of the White House when it was remodeled during the [Theodore] Roosevelt administration; the other, a gold-headed cane of black [ebony] wood, was presented by Mr. and Mrs. Lincoln to Dr. P.D. Gurley, the pastor who preached the funeral sermon for their son who died in 1862."

Other significant artifacts in the Lincoln Room included an "old-fashioned ink-pot of wood into which are set two bottles for ink," which had been "used by Mr. Lincoln in his law office in Springfield, Illinois," a "dining room chair used by Mr. Lincoln while president," a musket of the type used



■ The cover of *The Lincolnian*, Volume 1, number 4, for February, 1919, featured a bust of Lincoln by sculptor George E. Bissel.

throughout most of the Civil War, with powder pouch, and a saber of "the sort used by the Union cavalry."

Apparently Henry Leland kept adding to his Lincoln collection: three years after the *Lincolnian* story appeared, another article ran in the *Detroit News* for February 12, 1922. (That was Lincoln's birthday, just eight days after the sale of the Lincoln Motor Company to Ford.) The *News* story recapitulated much of the company magazine's account, but added some new material: "Mr. Leland has canvassed the country for autographs of Lincoln, portraits of Lincoln made by his contemporaries, and books dealing with Lincoln's life." Further, "the collection contains a number of coins and postage stamps bearing the Lincoln likeness," and "an album containing tributes to the Liberator."

The *News* story describes the large portrait of Lincoln which we see in the photo on page 10, with the American flag furled below it, as the "centerpiece of the collection," and a "life-sized

colored enlargement of Lincoln, made from a daguerrotype originally possessed by Mrs. Lincoln." Mr. Leland had the tiny photo, just two inches tall, in his collection, and apparently had had the life-size portrait made from it. It was one of three photographs taken by Matthew Brady at his New York City studio on February 27, 1860, just before Lincoln gave his speech at the Cooper Union which was to gain him the Republican party's nomination for President, and ultimately the Presidency itself. Brady would go on to become the preëminent photographer of the Civil War, the first war to be so extensively recorded in that manner.

Leland was generous in showing his Lincoln collection to others. The *News* story says, "the room . . . is visited the year around by persons interested in President Lincoln, and some have contributed souvenirs to the collection. The exhibit is of special interest to school children, since many visit it and copy descriptions of the mementoes. Mr. Leland . . . recently removed a number of the objects to his home, but is returning them to the Lincoln Room so that visitors may have an opportunity to view them. Some of the priceless relics are to be exhibited in glass cases . . . to prevent injury."

After the sale of the Lincoln Motor Company, Henry Leland went into a well-deserved retirement, and lived to the age of 89. After his death on March 26, 1932, the executors of his estate allowed the bulk of his Lincoln collection of "rare autograph letters, documents, personal relics, prints, etc.," to be sold at public auction. The sale was conducted by Chicago Book & Art Auctions on Thursday,



■ Another view of the Lincoln Room, taken Feb. 19, 1922, shows more of the pictures and furniture. Here, Henry Leland sits at the desk signing papers with William T. Nash, treasurer of the Lincoln Motor Company, in attendance.

June 2, 1932, and consisted of 171 lots. In addition to the letters, documents, photos and prints, there was a piece of surgical bandage that had been used on Lincoln as he lay dying, a fragment of the black broadcloth coat he wore on the night he was assassinated, a leaf from young Abe's arithmetic book, the mahogany dining room chair from the White House, a small leather handbag that had been Mrs. Lincoln's, and several other smaller items. Henry Leland had envisioned his collection as being the nucleus of a national Lincoln memorial collection, but alas, it was not to be.

Automotive Industries magazine noted in its June 18, 1932, issue that the Leland collection of Lincolniana had realized about \$7,500 at auction, but "names of the purchasers were not made

public." The nation was suffering through the very worst of the Great Depression in mid-1932, so the total amount of the bidding was regarded as very good, but one wonders what such a collection would fetch today.

Nonetheless, for those of us who collect Lincoln automobiles and parts or sales and service literature, it is somehow comforting to realize that the man who established the company whose products we enjoy so much was an avid collector, too.

■ Much of the research for this article was done in 2002 at the National Automotive History Collection and the Burton Collection at the Detroit Public Library by the late **Melvin Kettelhut**, a Lincoln-Zephyr Owners Club member who lived in Grosse Point Farms, Michigan.

VEHICLES DONATED TO THE LINCOLN MOTOR CAR HERITAGE MUSEUM

1922 Lincoln *Donated by Joan Milne*
 1932 Lincoln KB Dietrich Convertible Sedan *Donated by Ford Motor Co.*
 1936 Lincoln-Zephyr Coupe-Sedan *Donated by Ford Motor Co.*
 1942 Lincoln-Zephyr Sedan *Donated by Tom & Joan Brunner*
 1956 Continental Mark II Prototype *Donated by Dennis Carpenter*
 1971 Continental Mark III *Donated by Ed & Hazel Lacey*
 1979 Lincoln Continental Town Car *Donated by Tom Minton*
 1979 Lincoln Town Car *Donated by Linda & Gerald Pearsall*

THE FABULOUS FIFTY

■ The "Fabulous Fifty" is a group of fifty individuals who have agreed to provide \$5000 each in seed money for the museum maintenance fund

Earle O. Brown, Jr.
 James Robert Brown
 Tom & Joan Brunner
 Carolyn Capizzi
 Jerry Capizzi
 Michael R. Capizzi
 Ron Cappizzi
 Susan A. Capizzi
 Mike Cunningham
 John T. & Jeanne L. Eby
 Stella Koshkarian
 Vaughn Koshkarian
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 Jack & Virginia Shea
 Jack & Monica Sweet
 Richard & Joyce Thams
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 Alex K. Bernhard
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 Jeffrey Booth
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 Michael N. Bradley
 Eric Brandt
 Maynard L. Brandt
 Angie & Jeff Brashares,
 Brashares Family Trust
 Stephen F. & Camilla T.
 Brauer
 Harold A. Breed
 Oscar Brock Jr.
 Dan E. Brown
 Earle O. Brown, Jr. &
 Jean E.
 David F. Bunch
 Jerald Burtman
 William De-K. Burton
 Canton Classic Car
 Muscum
 Dan Cantor
 Michael R. Capizzi
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 Capolongo
 Curtis D. Carey
 Brian M. Carlson
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 Carlson Family Foundation,
 Inc.
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 John C. Cashman
 Millie P. Cassan
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 Owen T. Clarke, Jr.
 Kathy M. Cleer
 Richard L. Cleer
 Kenneth J. Coates
 Stu Cohen (Harvey
 Schofield Memorial)
 Stuart M. Cohen
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 John J. Colbert
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 Roger F. Comire
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 Chadwick A. & Evelyn A.
 Coombs
 Fred H. Coon
 George Cornelius
 E. Ronald & Joan
 Cornelius
 Keven & Toni Cornish
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 Keith Coulter
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 Chris Dunn
 John W. Dunning
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(Edson P. Williams
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 John T. & Jeanne L.
 Eby/Jim Edson
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 Ronald Elenbaas
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 Gerrie B. Fielding
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 Fitzsimons Engineering
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 Gregg H. Hutchison
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 Ira Kirch
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 Erwin L. Koon
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 Vaughn Koskarian
 Gregory Kourouklis
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 Marshall & Nancy Kraus
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 Bill Lambert
 Thor Langli
 Robert B. Lantz
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 Lincoln & Continental
 Owners Club
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 LCOC Florida Gulf Coast
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 LCOC Florida Gulf Coast
 Region (Steward
 Memorial)
 LCOC Hoosier Region
 LCOC Lake Shore Region
 (Burke Memorial)
 LCOC Lake Shore Region
 LCOC Mid-Atlantic
 Region
 LCOC Michigan Region
 LCOC Midwest Region
 LCOC North Texas Region
 LCOC North Texas
 Region
 LCOC Philadelphia Region
 LCOC Rocky Mountain
 Region
 LCOC Southern Ohio
 Region
 LCOC Southern Region
 LCOC Texas Gulf Coast
 Region
 LCOC Western
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 Alf & Anne Marie Lincoln
 Carolina in the Morning
 Lincoln Meet
 Doug & Kathy Lindgren
 Thomas E. Lindsey
 J. William Love, Jr.
 John & Joanne Lower
 Mark Luaders
 Warren Lubich
 Stan Lucas
 Hakan Lundstedt
 LZOC Eastern Region
 LZOC West
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 MacAdams
 Bob & Joan MacDougal
 Vincent G. Mack
 John & Mary Magill
 James G. & Gail B. Manz
 Dick Marshall
 David Martin
 Doug & Carol Mattix
 Hal May
 John & Mary McCarthy

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 Ronald J. McIntosh
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 Schactner
 Theodore F. Schluter
 Jim Schmidt
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 Schneider
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 Mike & Ralph Stowe
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 Dale Urness
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 Joan Watjen
 Peter & Debbie Watson
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 Donald Wem
 Jon Wessel
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 Henry Ford II
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 Barney B. Hightower
 John Howard
 Henry M. Leland
 Richard Macintosh
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 Charlotte McWade
 Ferdinand V. Meiner
 James Grant Milne
 Fran Olweiler
 Miki Pease
 Hank Pittman
 Walter P. Rhea
 Elmer J. Rohn
 L. Dale Schaeffer
 Harvey W. Schofield
 Michael Simco
 Charles Steward
 Roy Thorson
 Arthur Whitmire
 Edson P. Williams
 Paul B. Willson, Jr.
 Carl Wolf
 Bernie Wolfson
 Carl H. Yoho
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