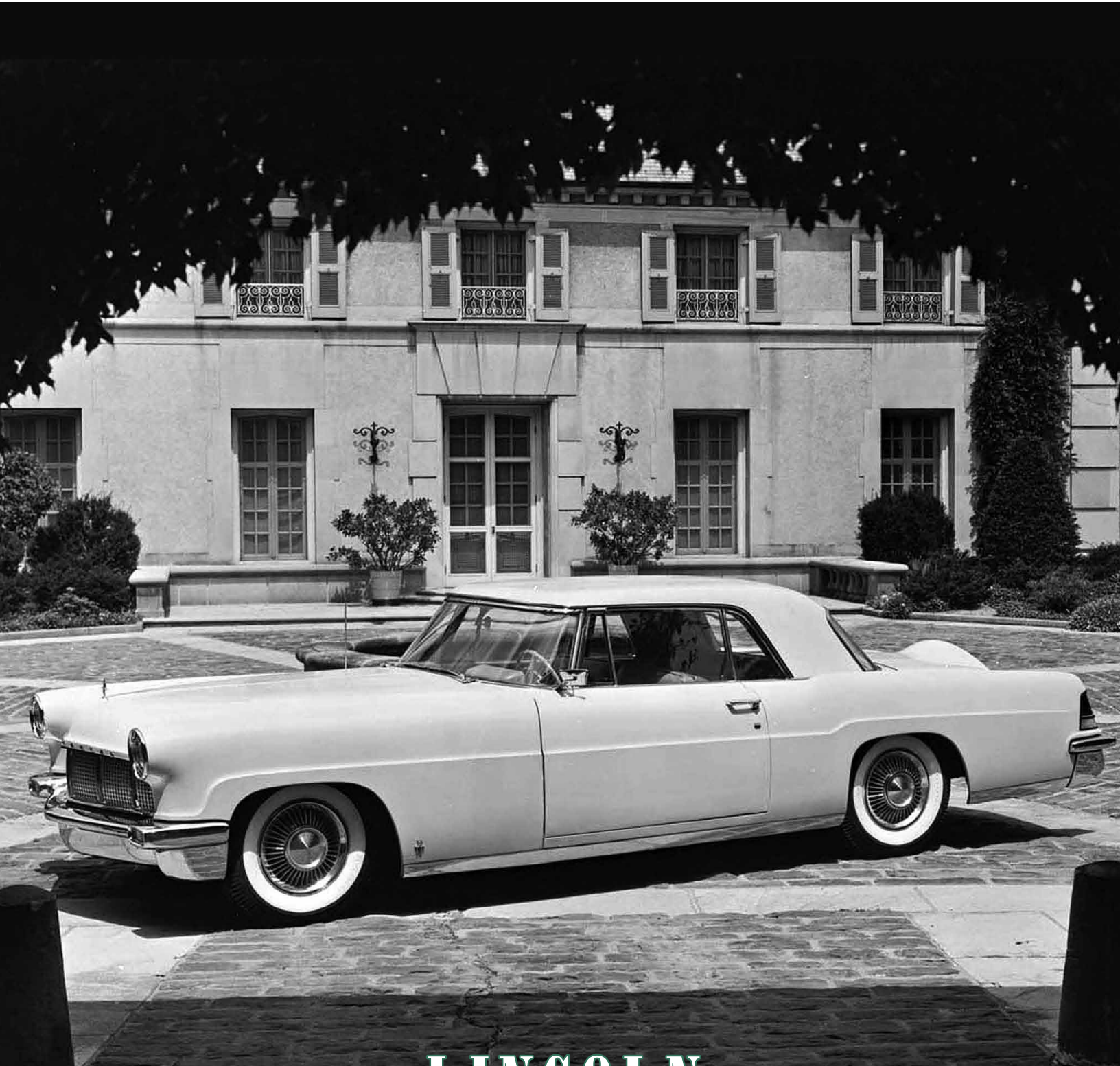


# The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE



## LINCOLN

MOTOR CAR FOUNDATION

FALL 2017 **The LINCOLN LINK**

**CONTENTS**

- 3** Chairman’s Message: *notes from David Schultz*
- 4** Lincoln Success in China: How It Happened
- 7** The 2017 Lincoln Homecoming
- 13** Museum Momentum: *a report from Jim Blanchard*
- 15** Support Companies Who’ve Supported Lincoln Motor Car Heritage Museum
- 16** The LMCF Library—Preserving Lincoln Heritage

■ **THE LINCOLN LINK** is the official newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., Gilmore Car Museum, 6865 Hickory Road, Hickory Corners, Michigan 49060. Opinions expressed herein do not necessarily represent or reflect Foundation policy. Newsletter contributions should be sent to the address above.

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 Membership categories: \$25 Annual; \$100 Annual Sustaining; \$1000 Annual Corporate; \$1000 Lifetime (or four payments of \$250); Memorial (\$500 minimum, please provide name of honoree).

Send your name and a check to: Cornerstone Registration Ltd., P.O. Box 1715, Maple Grove, Minnesota 55311-6715, or call 866 427 7583 and pay by credit card. Contact them by e-mail at LCOC@cornerstonereg.com.

■ **ON OUR COVERS:** Front, an original press photograph of the 1956 Continental Mark II; back, an original magazine advertisement for the 1963 Lincoln Continental four-door convertible.

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\* Group Vice President of Lincoln and Ford Chief Marketing Officer

# Chairman's Message

I'm pleased to report that the 2017 Annual Lincoln Homecoming was a success. Attendance was the largest since the museum opened in 2014. It's hard to believe we'll be celebrating the museum's fourth anniversary in 2018!

Much has happened since you read the last issue of the *Lincoln Link*. In addition to the success of the 2017 Homecoming, this year marked the first time the Lincoln Motor Company had a major presence at the event—and made a financial contribution as well.

Kumar Galhotra, president of the Lincoln Motor Company, and Robert Parker, Lincoln's chief marketing officer, spent an evening with us during the annual Homecoming. Both emphasized Lincoln's heritage in the marque's future marketing plans. Good to hear! I enjoyed meeting and visiting with both them. I believe Lincoln is in good hands.

We continue to receive donations to the museum's permanent collection, ranging from a beautifully restored 1949 Lincoln Cosmopolitan convertible from Randy and Jane Fehr to a "fork and blade" piston and rod set from the grandson of the late Dr. Miles O'Brien, who founded the Lincoln Owners Club in 1959.

The Lincoln Motor Car Foundation (LMCF) board leadership continues its efforts to develop and maintain a world-class automotive museum.



Since the museum opened its doors more than three years ago, thousands of people have visited. What they've seen is an attractive, professionally designed museum that tells "the Lincoln story." It took a great deal of work by a number of very committed people to achieve that. It also took a significant amount of money—nearly all of it coming from private individuals.

Although the museum has been built, much work remains—specifically, raising funds for an endowment fund that will ensure the operation of the museum for years to come. As year-end approaches, consider the LMCF in your giving. And, if you're doing your estate planning, please consider a gift to the LMCF.

Happy Holidays!

*David Schultz*

—DAVID W. SCHULTZ  
LMCF Chairman and CEO

## LINCOLN

MOTOR CAR FOUNDATION

### The LINCOLN LINK

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#### ■ The Lincoln Motor Car Heritage

**Museum is for you!** America's passionate love affair with the Lincoln automobile continues to inspire new generations. This is demonstrated in a variety of ways, including the formation of affinity clubs in which enthusiasts can share their interest in a particular brand or segment of the automotive market, past and present. The Lincoln automobile has inspired the creation of four major affinity clubs. These have inspired the Lincoln Motor Car Foundation, its Museum and its work of Sharing the Living Legacy of the Lincoln Motor Cars.

The Grand Opening of the Lincoln Motor Car Heritage Museum took place August 9, 2014. We invite you to explore what we have to offer and visit the Museum located on the Gilmore Car Museum Campus in Hickory Corners, Michigan. The Museum is open Monday through Friday from 9 a.m. to 5 p.m., Saturday and Sunday from 9 a.m. to 6 p.m. The 3rd Annual Lincoln Homecoming, the annual gathering of the four Lincoln clubs at the museum, will take place at the museum August 10-13, 2017. Join in the fun!



PHOTOS COURTESY OF LINCOLN MOTOR COMPANY

# Lincoln Success in China: How It Happened



■ Ambassador is not the typical Security Guard. He is warm, courteous and professional. His attire is refined and well fitted.



■ Master gives a brief vehicle introduction, leads test drive, highlights features based on customer's interests, and brings the most relevant features to customer's attention.

The second largest market for the Lincoln Motor Company is China. In 2016, Lincoln was the fastest-growing luxury brand in the Chinese market. Lincoln's rapid progress is credited to a passionate focus on personalized services delivered through "The Lincoln Way."

"The Lincoln Way was designed exclusively for China's premium customers and is a customer-centric philosophy that defines Lincoln's product and dealership experience," said Amy Marentic, president, Lincoln China. Each experience is designed to create a lasting impression through personally crafted experiences. These experiences shape the customer's in-store, product and post-sale experience. To date, 88 Lincoln retail stores are operating across China, and Lincoln is on track to hit 100 stores by the end of 2017.

All Lincoln dealer personnel are trained at the Lincoln Institute in Shanghai. Training consists of specialized skills to service each aspect of the automobile purchase and ownership experience.

  
**A HERITAGE OF LUXURY**  
 一个世纪，一代又一代的传奇



Personalized test drives tailored to each consumer's needs can be arranged at any dealership. Full transparency of automobile service is provided through a live video feed to the service bay, and hours of operation are extended to suit clients' schedules.

The Virtual Lincoln Way, the on-line extension of The Lincoln Way, is equipped to offer customers personalized access to Lincoln services on-line. It can be used to virtually tour showrooms, live video chat with a Lincoln host, and schedule at-home test drives in select cities.

Financial services are also available virtually, with credit applications, completing



■ Customers learn relevant information about vehicle via e-platform. They even have visibility to the service process via the eService Console in the Star Lounge.





payments, and reserving a new vehicle all available online. The Virtual Lincoln Way will continue to add features and experiences to benefit Lincoln clients in China and to set the brand apart from competitors.

Lincoln expects to sell over 55,000 units in China this year, once again making it one of the fastest-growing luxury brands in China. “We are encouraged by the progress we are making in China and look forward to applying the lessons learned from the Lincoln Way around the globe,” said Marentic. “We appreciate the support and loyalty of our Lincoln enthusiasts in the U.S. and here in China!”



■ *The Host leads customer back to Lincoln House to discuss his Test Drive and showroom tour experience, concerns, etc., over tea. There’s no pressure, it’s a comfortable environment, and Host’s manner encourages the customer to speak openly.*



■ *Before the customer leaves store, the General Manager arrives, introduces himself, and adds a sincere personal thank you and message of appreciation.*



by Eric van den Beemt  
Photos by John Walcek

■ 1926 Lincoln (with 1921 limousine body) and 1921 Lincoln Touring owned by Bill and Rita Wybenga and Bob Montague, respectively, in front of Shell gasoline station on the Gilmore Car Museum grounds.

# The 2017 Lincoln Homecoming

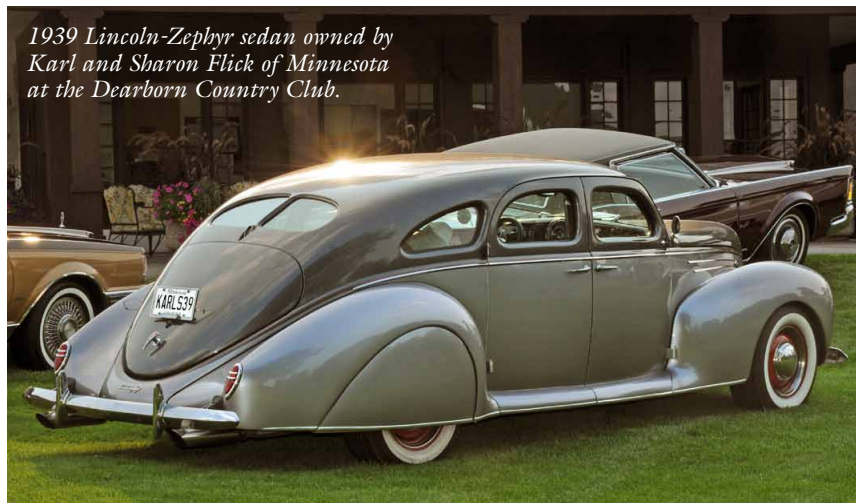
The Lincoln Owners Club (LOC), hosts for the 2017 Homecoming, which commemorated the 100-year anniversary of the founding of the Lincoln Motor Company, welcomed 350 members and their families from all four Lincoln clubs for a week-long event.

This was the first time the meet spanned an entire week, split between Dearborn, Michigan, and Hickory Corners, Michigan. Some questioned whether members would support events at both locations; they needn't have worried, as attendance was high at both venues, with a record number of classic and antique Lincolns being driven and shown. Weather was ideal the entire week.

The events started in Dearborn on Monday, August 7th, with a welcome buffet. On Tuesday, participants took a bus



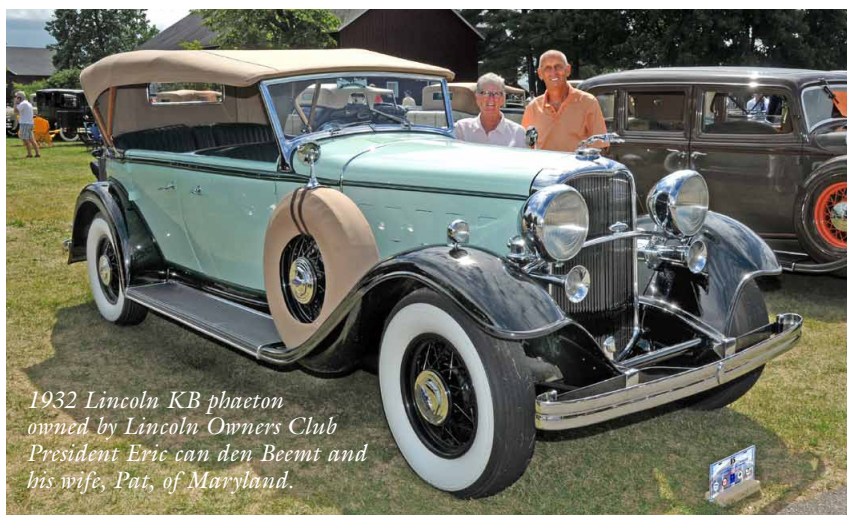
A row of beautiful 1950s Lincolns at the 2017 Lincoln Homecoming adjacent to the Lincoln Motor Car Heritage Museum.



1939 Lincoln-Zephyr sedan owned by Karl and Sharon Flick of Minnesota at the Dearborn Country Club.



■ Dennis Garrett's 1987 Lincoln Town Car parked in front of the historic Ford Piquette Plant in downtown Detroit, providing an interesting contrast to the line-up of brass-era Ford Model T's on display inside. Ford built cars here from 1904 to 1910.



1932 Lincoln KB phaeton owned by Lincoln Owners Club President Eric van den Beemt and his wife, Pat, of Maryland.



1940 Lincoln-Zephyr Brunn Town Car owned by Jim and Betty Blanchard of Ohio.

tour to Edsel and Eleanor Ford's home and the Piquette Model T plant. That evening, at a dinner held at the Dearborn Country Club, attendees were treated to an address by Kumar Galhotra, president of the Lincoln Motor Company. Galhotra oversees product development, marketing, sales and service, and is responsible for the recent line of new Lincolns, which are building sales and strengthening the brand.

Wednesday was an opportunity for club members to drive to Ford corporate headquarters, have a photo taken there, and visit with Ford executives, including Edsel Ford II, Henry Ford III, Joe Hinrichs and others. Everyone then traveled to Hickory Corners to register for the main part of the festivities, starting with a welcome dinner that night.

The Lincoln Owners Club tried something new for 2017 to generate more interest in touring. As explained by LOC President Eric van den Beemt, activities were structured for the next two days so that members





■ *Left: Edsel Ford II spends a moment with longtime classic automobile collector Richard Kughn. Right: Dennis Garrett (with sunglasses), 2017 Lincoln Homecoming organizer, visits with Henry Ford III at Ford World Headquarters.*

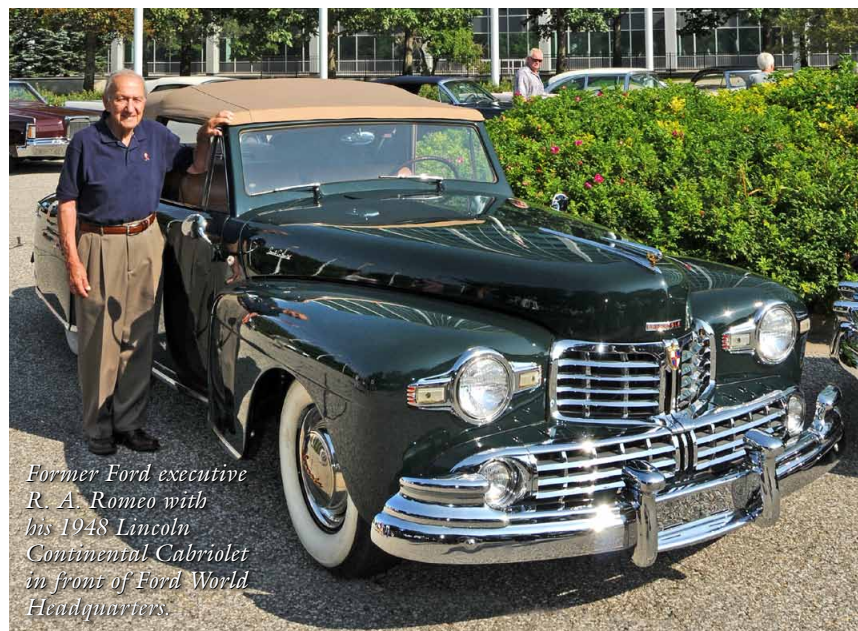
could pick and choose from among four driving tours each day. There were tours of the two outstanding automobile collections of Bill Parfet and the Off Brothers, tours of the Kellogg Bird Sanctuary and the Kellogg Manor House, a visit to Meijer Gardens in Grand Rapids, time to peruse the Charlton Park Historical Village, and a craft beer tasting and tour of Bell's Brewery. "There was something for everyone," said van den Beemt.

Saturday was show day on the grounds of the Gilmore Car Museum, with well over 100 cars being shown and judged by their respective clubs. That evening our guest speaker was Jack Telnack, retired Ford Motor Company design chief, who entertained attendees with a historical look back on highs and lows of Lincoln designs of past years.

While the Lincoln Owners Club and the Lincoln-Zephyr Owners Club presented awards after dinner Saturday night, the Lincoln and Continental Owners Club presented their awards



■ *Lincolns of all eras parked in front of Ford Headquarters in Dearborn, Michigan.*



*Former Ford executive R. A. Romeo with his 1948 Lincoln Continental Cabriolet in front of Ford World Headquarters.*



■ 1952 Lincoln Derham Town Car originally owned by Mrs. Eleanor Ford, now owned by the Edsel & Eleanor Ford House.

Sunday on the grounds of the Gilmore Car Museum prior to adjournment of the meet.

Special thanks to three individuals who worked tirelessly for the year preceding the event to make it such a success. David Schultz oversaw the entire process and made sure everything ran smoothly, Dennis Garrett organized and ran the Dearborn activities, and Bob Johnson handled the massive job of registration, record keeping, and funds collection.

*Eric van den Beemt of Monkton, Maryland, is president of the Lincoln Owners Club. He and his wife, Pat, displayed their 1932 Lincoln KB Sport Phaeton at the 2017 Homecoming.*



■ Left, the 1932 Lincoln KB Seven-Passenger Touring owned by John and Jim Herren of Florida, and at right, the 1931 Lincoln Dietrich Convertible Coupe owned by Carl and Georgia Hummel, both at the historic Dearborn Inn.



■ Left, the 1927 Lincoln Judkins Coupe owned by Tom Russo at Dearborn Country Club. At right, the 1932 Lincoln KB Dietrich Coupe owned by Bill Parfet of Hickory Corners, Michigan, on display at the car show.



■ Lincoln Continentals from the 1960s were on display for all to see throughout the weekend.



■ Two classics: 1931 Lincoln Dietrich convertible sedan owned by David and Jane Schultz of Ohio and a 1957 Continental Mark II coupe owned by Ed and Pam Avedisan of Massachusetts.



■ Above: The new display of a restored Liberty V-12 aircraft engine, the first product of the Lincoln Motor Company, was unveiled during this year's Homecoming. Right: Jack Telnack (white shirt), retired design chief at Ford Motor Company, visits with fellow automobile designer Jim Powers following the Saturday banquet.



WALT HERIP



■ A restored Liberty V-12 aircraft motor was unveiled during the 2017 annual Lincoln Homecoming. Dr. David Roycroft (left) of Virginia, who spearheaded the project, was on hand for the dedication along with a local Honor Guard who removed and folded the 48-star flag that covered the motor prior to its presentation.

# Museum Momentum

BY JAMES BLANCHARD  
*Museum Director*

Your museum enjoys continued growth. The 2017 Lincoln Homecoming was a resounding success, with the unveiling of the Liberty Motor

for the 100th Anniversary of the incorporation of the Lincoln Motor Company. The motor is massive, with gleaming aluminum case and olive drab cylinders displacing 1,650 cubic inches. There is a beautiful blue kiosk

that tells the Liberty story. The motor was covered with a 48-star flag for the ceremony, and it was removed by Honor Guards before Dr. David Roycroft dedicated its donation and restoration to his father-in-law, Ed Weick, and the many men and women who contributed to the war efforts in and out of our factories. We are grateful to Dr. Roycroft, Robert and Amy Isom, and other donors for making the motor an important feature in the museum.

We dedicated the beautiful 1949 Cosmopolitan convertible—a donation made by Randy and Jane Fehr, with their family and friends in attendance. Three more important Lincolns are now on loan to the museum; one is a 1927 Lincoln Fleetwood-bodied Imperial Victoria built on a 150-inch wheelbase commercial chassis, with a special French hood ornament and headlamps, on loan from Jack Dunning of Cambridge, Ohio. A 1938 Lincoln-Zephyr convertible sedan owned by Jim Blanchard of Holland, Ohio, a light colored beauty in original condition, is now on display to strengthen our



■ Randall and Jane Fehr of Iowa are officially thanked by Jim Blanchard (left), Lincoln Motor Car Heritage Museum director, as they formally donate their 1949 Lincoln Cosmopolitan convertible to the museum during 2017 Lincoln Homecoming weekend. The Fehrs' entire family was on hand for the dedication.



■ Jack and Nancy Dunning of Cambridge, Ohio, are pictured in front of their one-off 1927 Lincoln Fleetwood-bodied Imperial Victoria as they place it on loan to the Lincoln museum. The car was built on Lincoln's 150-inch wheelbase commercial chassis.

Zephyr lineup. The 1938 Zephyr was an industry design breakthrough as the first horizontal front end, with excellent art deco styling. Ed Devries of Grand Rapids, Michigan, has loaned us his beautiful dark blue 1939 Lincoln LeBaron convertible sedan. This fills the important mid-late 1930s K Lincoln spot for our collection.

Peter Bailey of Marshall,

Michigan, is donating his original "been-in-the-family-since-new" 1954 Lincoln Capri. This is an important addition to our Road Race Era display, as it ties in with the wonderful graphics that depict that exciting time in Lincoln history when Lincolns dominated in the Carrera Pan-Americana Mexican Road Races.

We continue to enjoy participation and interest in the

museum and gatherings from Ford Motor Company and Lincoln Motor Company, as the importance of historical perspective to current marketing and future design inspiration gains greater traction. A major project on the horizon is an educational styling display that we hope will inspire all who see it, telling the story of clay modeling from a process standpoint as well as offering a glimpse of the great breakthroughs in Lincoln styling beginning with Edsel Ford and E.T. "Bob" Gregorie.

Our quest for financial independence continues to make important strides. Your gifts of automobiles or funds are extremely helpful to our goal of telling the Lincoln story for future generations. Please consider the museum in your estate planning—this is an excellent way to make a significant gift that will have a lasting impact on the continued success of your Lincoln Motor Car Heritage Museum.



■ A rare 1938 Lincoln-Zephyr Convertible Sedan was placed on loan to the Lincoln museum by Jim Blanchard (shown) and his wife, Betty.

## Support Companies Who've Supported Lincoln Motor Car Heritage Museum

A number of companies that supply parts and services to the Lincoln collector car market have stepped up and become sponsors of the Lincoln Motor Car Heritage Museum. The LMCF board of trustees encourages members of all Lincoln clubs to support these companies. And, when you do so, thank them for supporting our Lincoln Motor Car Heritage Museum!

- Mervin B. Adkins
- Automotive Restorations (J. Stephen Babinsky)
- Automotive Fine Arts Society
- Dennis Carpenter Ford Restoration Parts
- Earle Brown
- Ford Motor Company
- Grundy Insurance
- Imagination the Americas
- Lincoln Land (Chris Dunn)
- Lucas Classic Tires
- National Parts Depot
- Reliable Carriers, Inc.
- The Lincoln-Mercury Old Parts Store
- Ray Theriault
- Crest Lincoln, *Sterling Heights, Michigan*
- Zeigler Lincoln, *Kalamazoo, Michigan*
- Sesil Lincoln, *Ann Arbor, Michigan*
- Pfeiffer Lincoln, *Grand Rapids, Michigan*



■ The winner of the \$25,000 raffle held during the 2017 Lincoln Homecoming was **Bob Blevins** of Yuma, Arizona. Bob is a member of the Lincoln and Continental Owners Club and owns six Lincolns, from 1952 to 2010.

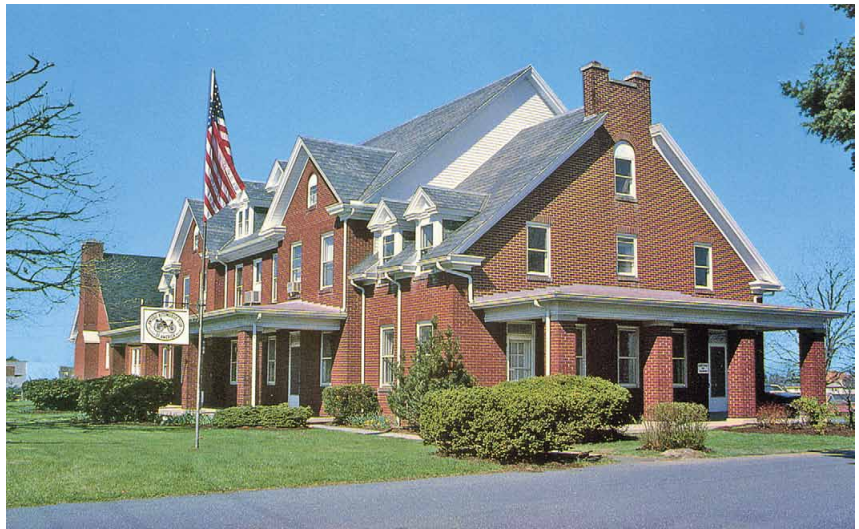
# The LMCF Library—Preserving Lincoln Heritage

BY JOEL DICKSON

The Antique Automobile Club of America (AACA) is getting a new library space, and the Lincoln Motor Car Foundation library will be part of the change. The AACA recently purchased a larger building to house their headquarters' administrative offices, library and library staff. The building is currently occupied by the Pennsylvania American Water Company with a move-out date sometime in 2018-2019. The 35,000 square foot, two-story brick building is located near the club's Eastern Division National Fall Meet show field and flea market in Hershey, Pennsylvania, on the corner of Hershey Park Drive and N. Hockersville Road. It is an exciting time for the AACA, and the LMCF looks forward to having its library housed in the new building.

The LMCF library has had a working relationship with the AACA Library and Research Center since 2004 and has its own shelf space rented from the AACA. While the LMCF library collection is a separate entity, it relies on the AACA library staff to help maintain, manage, and catalogue all LMCF library items. Information is available in-person six days a week and on line at the AACA website: [aacalibrary.org](http://aacalibrary.org). The new building affords the LMCF the opportunity to grow with the AACA library as they look towards the future to have worldwide influence and accessibility and work to become the finest automobile library in existence.

We are grateful for the donations that many Lincoln



■ The LMCF library is currently housed here, at the AACA Library and Research Center in Hershey, Pennsylvania. Plans are in place for a move to a larger building.

club members have made over the years to get us where we are today. However, the library needs your continued donations for the ordinary as well as both rare and obscure items to cover all generations of Lincoln motor cars. If you would like to donate items such as Lincoln club publications, dealer upholstery books, manuals, sales brochures, factory photographs, CD/DVD's, or anything mentioning or associated with the Lincoln motor car or brand, please e-mail Joel Dickson, Chair, Archive/Library Committee, at [s.s.cejay@hotmail.com](mailto:s.s.cejay@hotmail.com) or contact any of the LMCF trustees listed at the [lincolncarmuseum.org](http://lincolncarmuseum.org) website contact tab. Since the LMCF is a nonprofit 501(c)(3) corporation, your donation may be eligible as a federal income tax deduction, but it is important to consult a tax professional.

The vision of the Lincoln Motor Car Heritage Museum and Research Foundation, Inc., includes the establishment of

a repository to maintain and disseminate information to the public to allow greater understanding of the living history of the Lincoln motor car. Your library is doing just that with your donations of library material, old and new, that relate to the Lincoln motor car and the Lincoln brand. You are giving the general enthusiast, researcher, collector, and restorer an opportunity to access a concentration of purely Lincoln details to teach, inspire, and inform, ensuring the Lincoln heritage will live on for future generations.

If you are interested in donating to the LMCF library, let us hear from you.

■ Joel Dickson is an active member of the LMCF board and serves as board secretary as well as a chairman of the LMCF Archive/Library Committee.







## THE ADDED POWER IS MORE THAN A MATTER OF HORSES

It is a matter of performance. The most exciting performance of any automobile in America today.

In the Lincoln Continental for 1963, you will experience a significant increase in power for safe passing at turnpike speeds, and swifter, far smoother acceleration at every speed. This is the result of advanced engineering: a new high turbulence piston and new full range carburetion that make the 1963 engine superior even to the remarkable 1962.

As with every other modification we make in the Continental, these advances in performance are designed primarily to add to your pleasure and satisfaction. For the same reason, we have increased the leg room in both seating compartments for 1963,


and expanded the usable space in the trunk compartment.

All these things add to the quality, the comfort, and the luxurious ride of the finest car built in America. They also add to its resale value, making this car a prudent investment indeed: timeless in look, in defiance of passing fads, and precise in engineering to the most demanding standards.

The Lincoln Continental is a fine investment. The warranty is its final proof. It was the first American car to offer a total-car warranty of two full years or 24,000 miles.\*



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Product of  Motor Company Lincoln-Mercury Division

\* Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to their Lincoln Continental owners as follows: That for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers, of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services and routine replacement of parts such as filters, spark plugs, ignition points, wiper blades, and brake and clutch linings, and normal deterioration of soft trim and appearance items.