

The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE



LINCOLN

MOTOR CAR FOUNDATION



The LINCOLN LINK

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■ **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).

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■ **ON OUR COVERS:** Front: a Lincoln in action at the PanAmericana Road Races. Back cover: a 1928 Lincoln advertisement from the Spanish magazine *La Espera*.

■ **LINCOLN LINK AVAILABLE TO FOUNDATION MEMBERS ONLY.**
Information on how to become a member appears above or visit the LMCF web site: www.lincolncarmuseum.org

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* Vice President, Ford Motor Company and President, The Lincoln Motor Company

A Message from the Chairman

As the year comes to an end, I am pleased to report that 2018 was another year of achievement for the Lincoln Motor Car Foundation.

The Lincoln Motor Car Heritage Museum & Research Center is “world class.” Since its opening in August 2014, thousands of people have visited. What they see is an attractive, professionally designed and outfitted museum that “tells the Lincoln story.”

Our current focus is the museum’s endowment program. The board continues to work at raising \$1.5 million that will ensure the continued operation of the museum. To date, we have achieved just over \$1 million—or 68% or our goal. To assist those efforts, a Legacy Society was created in 2018, by which individuals and businesses can make provision in their estate plan or establish life-income gifts to benefit the Foundation. An article on the Lincoln Legacy Society appears in this issue.

A special donor pin was created for those individuals who have become members of the LMCF Fabulous Fifty group—individuals who’ve donated \$5,000 or more. Pins were personally presented to those donors who attended the 2018 Lincoln Homecoming.

Within the museum we added a very unique Lincoln in August—a custom-built camp car built on a Lincoln chassis that was used by Henry Ford and his friends, the Vagabonds, on their trips throughout the United States. It is on loan from The Henry Ford. Our Lincoln Museum also received a significant donation in 2018—an original, unrestored 1954 Lincoln Capri from Peter Bailey of Marshall, Mich., that had been in his family since new! The Capri fills a void in our Road Race Lincoln display.

Information on both of these vehicles appears in this issue. During 2018, the museum also received an original Lincoln-Zephyr showroom display.

We also received two very significant items from the Lincoln Design Studios—the prototype of the new Lincoln Continental and a 1/10 clay model of the Lincoln Continental. The prototype and model were delivered to the museum in June. They have been very well received by Museum attendees. The LMCF is pleased and honored by this support. The Lincoln Motor Company has also provided its support of the annual Lincoln Homecoming in 2017 and 2018.

Our fifteen-thousand-square-foot Museum contains a variety of elegant Lincolns as well as significant Lincoln memorabilia—thanks to many truly generous donors. Memorabilia can take the form of literature, showroom materials or historic photographs. We are always interested in donations and loans; please contact LMCF trustee Jim Blanchard.

Dates of the 2019 Lincoln Homecoming are August 9-11. Our host club is the Road Race Lincoln Register. Our guest speakers will be Chuck Stevenson Jr., son of PanAmericana Road Race driver Chuck Stevenson Sr., and Gale Haldeman, Ford Motor Company retired designer, who designed the Lincoln Continental Mark VI, VII and VIII. Watch for updated information on the LMCF web site.

Thank you for all you do for our Foundation and Museum.

—DAVID W. SCHULTZ
LMCF Chairman and CEO

LINCOLN MOTOR CAR FOUNDATION The LINCOLN LINK

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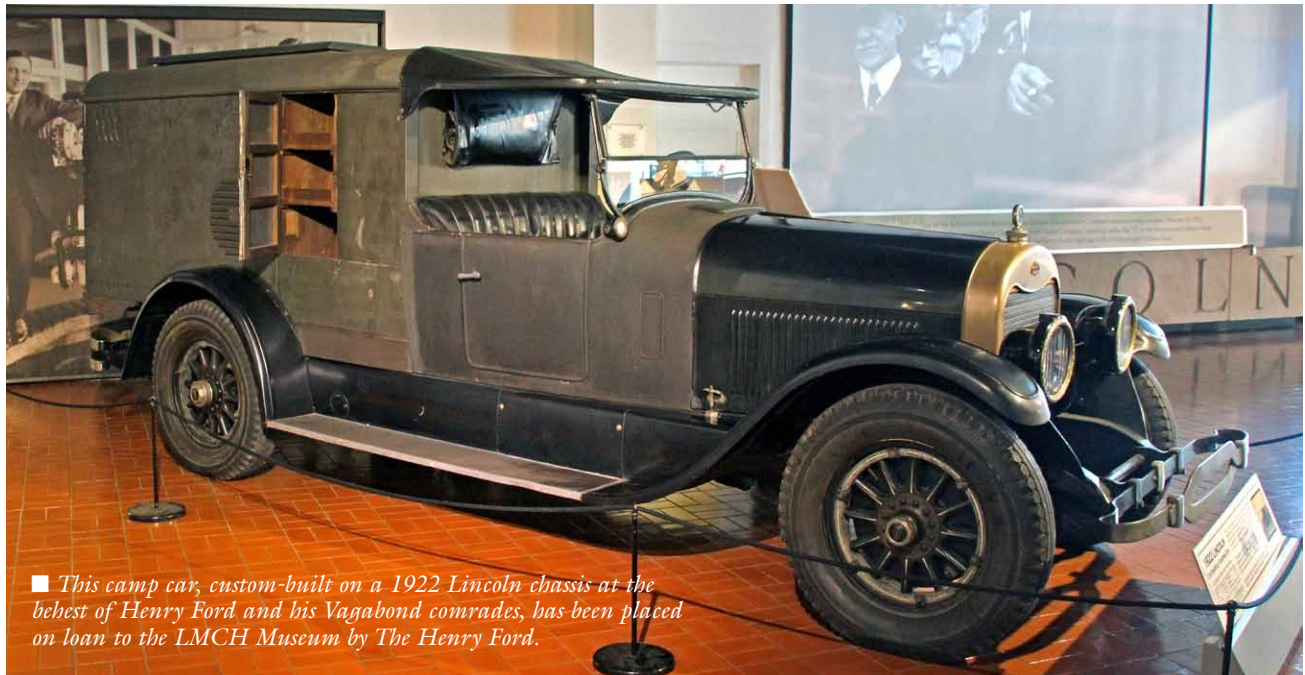
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■ **The Lincoln Motor Car Heritage Museum is for you!** America’s passionate love affair with the Lincoln automobile continues to inspire new generations. This is demonstrated in a variety of ways, including the formation of affinity clubs in which 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 6th Annual Lincoln Homecoming, the annual gathering of the four Lincoln clubs at the museum, will take place at the museum August 9-11, 2019. Join in the fun!



■ This camp car, custom-built on a 1922 Lincoln chassis at the behest of Henry Ford and his Vagabond comrades, has been placed on loan to the LMCH Museum by The Henry Ford.

Henry Ford's 1922 Lincoln Camp Car Comes to Lincoln Motor Car Heritage Museum from Dearborn

A 1922 Lincoln camp car originally used by Henry Ford Sr. and his friends is now on display at the Lincoln Motor Car Heritage Museum in Hickory Corners, Michigan.

Ford converted two Lincolns into camp cars for the use of himself and his friends, known as “the Four Vagabonds,” between 1915 and 1924.

The Four Vagabonds included Ford, Thomas Edison, Harvey Firestone Sr. and naturalist John Burroughs. Over the years the group also welcomed President Warren Harding, Luther Burbank, and E.C. Kingsford.

The 1922 Lincoln camp car is part of the collection of The Henry Ford in Dearborn, Michigan. It has not been on display for many years.

The camp car was constructed on a 136-inch-wheelbase Model L chassis. Fitted out with all

equipment, the total weight was approximately 7,500 pounds.

Two other camp cars were used on the trips, another Lincoln and a White. Only this Lincoln has survived.

“We are quite pleased that The Henry Ford agreed to loan the Lincoln to our museum so it can once again be seen by vintage automobile enthusiasts as well as historians,” said David Schultz, chairman of the Lincoln Motor Car Foundation, which oversaw construction of the Lincoln museum.

The Four Vagabonds’ trips included visits to California, the New England Adirondacks and Green Mountains, the mountains of West Virginia, Tennessee, North Carolina and Virginia and northern Michigan. The group also visited Burroughs’ home and took a cabin retreat into the Catskill Mountains. In 1924 the

group visited President Calvin Coolidge at his Vermont home. After 1924, the growing fame of the campers brought too much public attention and the trips were discontinued.

The trips were well-organized and equipped. Several Lincolns and other passenger cars and the camp cars were used to carry the travelers, household staff and equipment. Ford Motor Company photographers documented the outings.

In 1919, for example, the trip included fifty vehicles, including two designed by Ford: a kitchen camping car with a gasoline stove and built-in ice box presided over by a cook, and another car with compartments for tents, cots, chairs, and electric lights. On later trips, there was a huge folding round table with a Lazy Susan that seated twenty.

Lincoln Continental Concept Car and Clay Model Now on Display at Lincoln Motor Car Heritage Museum

BY VAUGHN KOSHKARIAN

Since the dedication of our Lincoln Motor Car Heritage Museum in 2014, several groups from Ford's Lincoln Motor Car Company have visited and toured the Museum. These groups have included Lincoln Design, Engineering, Program Management and Sales and Marketing, with David Schultz, Chairman of the Lincoln Motor Car Foundation, and Jim Blanchard, LMCF President and Museum Director, providing each group with a historical tour of Lincoln's heritage through the Museum. They all enjoyed their visits and appreciated the opportunity to actually see many of the vehicles that represented the Lincoln's rich heritage.

During the Lincoln Design group's visit, David Woodhouse, Lincoln Design Director as well as Director of Ford Global Strategic Design, and Moray Callum, Vice President of Ford Motor Company Design, said that they would be happy to rotate recent Lincoln concept vehicles through the Museum to further enhance visitor interest.

In April 2016, these discussions led to Lincoln providing the Lincoln Continental concept car introduced at the 2015 New York International Auto Show, signaling an all-new full-sized sedan coming in 2016 and representing the future of "quiet luxury."

"Elegant, effortlessly powerful and serene, the Continental Concept blends meticulous craftsmanship and new technolo-

gies, a hallmark of the vehicle, designed to create better drivers and provide passengers with a more relaxing and entertaining environment inspired by first class travel.

"With a sleek new silhouette and new, centered chrome grille, the Continental Concept signals arrival of a new face for Lincoln. Rhapsody Blue metallic paint calls back Lincoln's signature color."

The car has received much attention by those visiting our Museum and provided the second bookend demonstrating the Lincoln heritage from the beginning to present.

Greg Stoner, of the Global Logistics Coordinator-Ford Motor Company Design, and LMCF Trustee Vaughn Koshkarian later discussed with David Woodhouse opportunities to enhance the educational experience tied to the concept car exhibit. The result was construction of a display by the Lincoln Design Studio showing the clay modeling process from sketches through to completion. This display, along with a replacement concept car with full interior, was delivered to the Museum earlier this year.

We will continue to examine other opportunities to expand the educational value of this display.

■ *Vaughn Koshkarian is a retired Ford Motor Company executive and trustee of the Lincoln Motor Car Foundation.*



■ *Greg Stoner of Ford Motor Company Design moves the Lincoln Continental clay model into the museum.*



■ *The Lincoln Continental prototype on the floor of the Lincoln Motor Car Heritage Museum. The clay model is directly in back of it.*



■ *The clay model is positioned behind the Lincoln Continental prototype. Next to it is a display explaining the steps in creating the model.*



■ Lincoln-Zephyrs and Continentals of 1940-42 vintage (and a '39 down at the end) line up in front of the museum during the Lincoln Homecoming in August 2018.

Lincoln-Zephyrs Celebrated at Fifth Annual Homecoming

The 50th anniversary of the Lincoln-Zephyr Owners Club was celebrated during the fifth annual Lincoln Homecoming on August 10-12, 2018, held at the Lincoln Motor Car Heritage Museum. Although attendance was a bit lower than in previous years, it was an enthusiastic group of Lincoln lovers.

The Lincoln Motor Company was once again a sponsor and had a significant presence at the Homecoming. The company displayed modern Lincoln vehicles adjacent to the museum and discussed vehicle features with attendees.

At the Friday evening dinner, long-time LZOC member Merv Adkins served as auctioneer and did a superb job auctioning off items donated by members of the four Lincoln clubs. Bidding was spirited, thanks to Mr. Adkins.

Saturday's big event was the all-Lincoln car show. Judging during this year's Homecoming was, by design, less formal. Attendees voted for the best car of each decade of Lincoln production. Following are the results:

1920-29: 1929 Lincoln Locke sport phaeton, *Vaughn Lewis*

1930-39: 1939 Lincoln-Zephyr convertible coupe,

Connie Moore

1940-49: 1942 Lincoln-Zephyr convertible coupe, *Jack Sweet*

1950-59: 1958 Lincoln Continental convertible, *John Herren*

1960-69: 1967 Lincoln Continental sedan, *Nick Cripe*

1970-79: 1979 Lincoln Town Car, *Frank Zentkovich*

1980-89: 1980 Lincoln Mark VI coupe, *Mike Denney*

1990-99: none

2000-18: 2010 Lincoln MKX SUV, *Ron Cornelius*

Best in Show: 1935 Lincoln LeBaron coupe, *Peter Heydon*

That afternoon, two vehicles were welcomed into the Lincoln museum. An all-original, one-family-ownership 1953 Lincoln Capri was donated to the museum by the Peter Bailey family of Marshall, Michigan. Additionally, a 1922 Lincoln camp car used by Henry Ford and his fellow "Vagabonds" is on loan from The Henry Ford.

On Saturday evening, dinner was held in the Gilmore Conference Center for the first time, and it was a wonderful evening, including the presentation of the above awards. Following dinner there was a spontaneous fund-raising for the Lincoln Motor Car Foundation endow-

ment fund, and within a few minutes, more than \$41,000 was raised. Quite an evening!

The weekend event at Hickory Corners was preceded by a four-day motor coach tour through northern Indiana hosted by the LZOC that included driving portions of the original Lincoln Highway. The tour began with a visit to the National Studebaker Museum in South Bend, Indiana. Next were visits to Shipshewana to see Amish cottage industries, the "Real Housewives of Amish Country," and an Amish livestock and home furnishing auction.

The tour also visited Auburn, Indiana, where participants visited the National Automotive and Truck Museum, the Early Ford V-8 Museum (which is recreating the Ford Rotunda), and the Dekalb County courthouse. The highlight of the Auburn trip was the Auburn-Cord-Duesenberg Automobile Museum, where the LZOC held its Golden Jubilee dinner.

The 2019 Lincoln Homecoming will be held August 9-11. Watch for complete details on the Lincoln Motor Car Foundation web site and in Lincoln club publications.

Featured Lincoln Enthusiast: Earle O. Brown, Jr.



Earle O. Brown is one of the most dedicated Lincoln Motor Car Foundation trustees. As the saying goes, Earle “walks the walk.” He has committed significant amounts of his time and money to the LMCF, resulting in the creation of our Lincoln Motor Car Heritage Museum & Research Center.

“Without question, Earle is one of the most dedicated Lincoln enthusiasts on our board,” said David Schultz, LMCF Chairman. “He has been—and continues to be—one of our ‘go to’ people.”

Earle Brown was born in the San Joaquin Valley near Lodi, California, 89 years ago. Growing up, he always had a fascination with Ford hot rods, and he liked cars so much that one of his first jobs was working in the parts department at the Hudson Motors Garage in Stockton, California. This experience would prepare him for his future as one of the most thorough and knowledgeable suppliers of engine parts for our beloved Lincoln-Zephyr V-12s.

“He always has the answer and best direction for anyone wish-

ing to rebuild an HV-12 in the proper way,” said Jim Blanchard, LZOC vice president and LMCF trustee and museum president.

Earle met his future wife, Jeanne, near his hometown, and although they attended different high schools, they were introduced after graduation, and their first date was at the Stockton 99 Speedway. Jeanne was not impressed with the dirt track action or Earle’s 1940 Ford hot rod, but after additional courtship she accepted a ring that he had hidden in the glove box of his 1948 Hudson. They drove to Carson City and were married in September 1950.

Shortly after their marriage, Earle received a draft notice for the Korean War, and was inducted in January 1951. His stateside-only experience would eventually take him to Baltimore, Maryland, as an NCO in the Operations Office at Ft Mead. Jeanne joined him there, working for the telephone company, and they enjoyed Baltimore. After the service they moved back to California, and Earle attended UC-Berkeley, graduating with honors in Engineering.

A 35-year career in technical sales with Alcoa would take them from California to Pittsburgh, where they raised their son, Jim.

Earle’s association with 1936-1948 Lincolns has been to the benefit of the hobby for the last 50 years. Earle served LZOC and LCOOC concurrently as president of the LZOC club and as executive vice-president of the LCOOC and as an Ohio Valley Region director.

His beloved wife, Jeanne, passed away in 2011. Today, Earle enjoys spending time with his grandson, James, who gives him quite a good match at chess.

In addition to his parts business, he enjoys his collection of Lincolns, most notably a 1940 Lincoln-Zephyr Continental Club Coupe (body 21 of 54 built). He also owns a Mark III, a Mark VIII, and a newer MKZ. In a salute to his youth, he also owns a 1948 Hudson.

“Earle is an important supporter of the Lincoln Foundation and the Lincoln clubs; we will forever owe him a debt of gratitude!” said Blanchard.



■ *Thanking Pete Bailey (left) for his donation is LMCF president Jim Blanchard.*

1954 Lincoln Capri Donated to Museum

A 1954 Lincoln Capri Special Custom Coupe that had been under the same family's ownership since new has been donated to the Lincoln Motor Car Foundation.

During the annual Lincoln Homecoming on August 10-12, the car was officially donated to the Lincoln Motor Car Heritage Museum by the Peter Bailey family of Marshall, Michigan. Fittingly, Mr. Bailey drove his Lincoln to the museum from Marshall with Jim Blanchard and

LMCF Chairman David Schultz as passengers.

The car was purchased new by Mr. Bailey's grandfather, Mark Mennell, at the Bauer Harrington Lincoln dealership in Toledo, Ohio. Mr. Mennell was an owner of the Mennell Milling Company, a large scale flour processing company still in operation today, supplying flour primarily for pasta and pizza dough. During World War I, they were important suppliers to the war effort.

In 1935, Mr. Mennell and his wife, Margaret, had not one but *two* 1935 Lincoln automobiles. A photo taken in front of his west end Toledo home's garage one winter shows these handsome cars parked side-by-side.

Their daughter, Margaret, and son-in-law, John Bailey, would move to Battle Creek, Michigan, in 1947, where John became the Lincoln dealer for that city—the John H. Bailey Company. He had previously worked for the Limon Arnold Lincoln dealership in Toledo.

Although their son, Pete, donated the 1954 Lincoln Capri to the museum, he still owns a vintage Lincoln—a 1969 Lincoln Continental sedan that he will be driving to future Lincoln Homecoming gatherings at the Lincoln museum.

Cars similar to this 1954 Lincoln Capri were driven to success in the PanAmericana Mexican Road Races in the 1950s, earning Lincoln a well-deserved reputation as not only a luxurious car but a fast and dependable one as well.

"A big thank you goes out to Pete for making an impact on our collection and our ability to tell the important Road Race Lincoln story," said Jim Blanchard, LMCF President, who heads up the Lincoln museum.

New Lincoln Legacy Society Will Honor Major Donors

The Lincoln Legacy Society was established in Summer 2018 to honor individuals who make provisions in their estate plan or who establish life-income gifts to benefit the Lincoln Motor Car Foundation. Planned gifts help support and sustain fulfillment of the objectives of the Foundation.

"The objectives of the Lincoln Motor Car Foundation are to collect, preserve and perpetuate, display and disseminate to the public information, memorabilia and vehicles related to the history of the Lincoln Motor Company," said LMCF Treasurer Bruce Kopf, who played a key role in the establishment of the

Lincoln Legacy Society.

Lifetime membership in the Society is extended to individuals who make one or more of the following commitments to the Foundation:

- ◆ Include the Lincoln Motor Car Foundation in their estate plan
- ◆ Create a charitable life-

income arrangement to benefit the Foundation

- ◆ Name the Foundation as a beneficiary of retirement assets or life insurance

- ◆ Donate a personal residence or a vacation home to the Foundation

There is no minimum gift amount requirement for membership in the Lincoln Legacy Society.

As a member of the Lincoln Legacy Society, you will receive:

- ◆ a special memento
- ◆ invitations to exclusive Foundation events
- ◆ life membership in the Lincoln Motor Car Foundation
- ◆ free admission to the Gilmore Car Museum complex during normal hours of operation
- ◆ eligibility for the Ford Motor Company X-Plan, a partner discount program for new Lincoln and Ford automobiles
- ◆ e-delivery of *The Lincoln Link*, the LMCF bi-annual magazine
- ◆ an opportunity to share your personal experiences and inspire others
- ◆ recognition on an LMCF Honor Roll (unless anonymity is requested)

A membership form is available on the LMCF web site, or it may be requested from LMCF Treasurer Bruce Kopf or any LMCF officer.



■ An exclusive lapel pin has been designed for major donors to the LMCF.



■ Jack Juratovic (inset) was an extraordinary artist with a penchant for depicting Lincoln motor cars in dramatic situations. In this Juratovic pastel rendering, the 1939 Lincoln Continental races a streamlined locomotive.

Obituary: Jack Juratovic

John S. “Jack” Juratovic, a long-time LMCF trustee, died on October 15 in Big Rapids, Michigan. He was 79.

A graduate of the Cleveland Institute of Art, Jack initially worked as a designer at Ford Motor Company before starting his own design business. His passion for automotive art led him to devote his talents to that field full time. Not only did he create countless pieces of automotive artwork, but he collected it as well. He was a founder of the Automotive Fine Arts Society (AFAS), the world’s official

group of automotive artists.

He also became a trustee of the Lincoln Motor Car Foundation, for which he contributed his talents and automotive art collection to the design of the interior of the Lincoln Motor Car Heritage Museum.

“Jack was a member of the team that developed the ‘story’ that we tell inside the museum,” said David Schultz, LMCF chairman. “He and fellow LMCF trustee Jim Blanchard provided much of the Lincoln advertising and artwork that is on display. He was wonderful resource.”



New Look Lincoln Store Opens in Minnesota

The look of Lincoln retail stores of the future was unveiled in St. Louis Park, Minnesota, with a July 25 Grand Opening of the new West End Lincoln Black Label showroom. The free-standing store is described by Lincoln as “the new Lincoln Vitrine Boutique.” The new showroom is part of the Morrie’s luxury auto family in the Greater Minneapolis-St. Paul metropolitan area.

Making an appearance at the opening was Joy Falotico, president of the Lincoln Motor Company and chief marketing officer of the Ford Motor Company. Ms. Falotico cut the ribbon, assisted by Lenny Checheris, general manager of West End Lincoln, and Karl Schmidt, CEO of Morrie’s Automotive Group.

According to Lincoln, “the Lincoln Black Label is designed to impress those with an impeccable taste for fine art and culture. Lincoln Black Label unifies design and service—featuring a curated collection of interior themes and a host of exclusive

membership privileges, inspired by attention to detail and love of automobiles.”

As stated by Lincoln Motor Company’s U.S. Retail Operations, the Vitrine architecture of the new showroom is described thusly:

Quiet Flight: Long, lean lines of the bezel, a signature of the Lincoln showroom, express a serenity and a sense of gliding, while artfully displaying the Lincoln automobiles.

Beauty and Elegant Proportion: The graceful lines and minimal structure combine to create an elegance and timeless expression.

Warm, Human & Personally Crafter Values: Natural materials of stone and wood combine with an abundance of natural light and use of flowing water to create a sense of serenity and sanctuary, evoking calmness while driving the Lincoln automobiles and the values of the Lincoln customer.

Three more such stores have been built to date: Lincoln South Coast in Santa Ana, California; Angela Krause in

Alpharetta, Georgia; and Lincoln of Memphis in Memphis, Tennessee. Two dozen more stores are in the works.

To help underscore Lincoln heritage, two classic Lincolns were on display—a 1937 Lincoln Town Sedan owned by Tom Brace and a 1948 Lincoln Continental Club Coupe owned by Ray and Jeanine Nelson. All are LMCF members. Also attending the event were LMCF trustee Bob Johnson and his wife, Mary.

The Minnesota celebration featured a red carpet, ice sculpture and live music. The dealership partnered with local Minnesota businesses to offer a menu that featured unique Minnesota foods, including walleye trout fritters, unique desserts, and drinks inspired by the Lincoln vehicle line-up. Each attendee received a personalized Lincoln key chain.

According to a dealership spokesman, several hundred people attended the opening to see the new—and, currently, one-of-a-kind—dealership.

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 Lincoln Parts
- 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 Lincoln Parts
- Crest Lincoln, *Sterling Heights, Michigan*
- Zeigler Lincoln, *Kalamazoo, Michigan*
- Sesi Lincoln, *Ann Arbor, Michigan*
- Pfeiffer Lincoln, *Grand Rapids, Michigan*

Election Results for the 2019 Board of Trustees

The general membership of the Lincoln Motor Car Foundation cast their votes for trustee candidates, with a September 29, 2018, voting deadline. All eight candidates were elected. Those who will be serving for an upcoming three-year term are: Steve D'Ambrosia, Al Giombetti, Bob Johnson, Vaughn Koshkarian, Lee Miskowski, John Sweet, and Jack Telnack. Jack Juratovic was also elected, but unfortunately passed away suddenly on October 15, 2018.

There were 585 ballots mailed domestically and internationally with 251 ballots returned; however, only 245 ballots were returned with eligible votes. With some of the 245 ballots not having votes for all candidates the lowest percentage of votes, received by an elected trustee was 91.4%. Thank you to all those that participated in the vote.

—Joel Dickson, LMCF Secretary

■ 1940 Lincoln-Zephyr Continental Club Coupe—
illustration by Jack Juratovic





Museum Momentum

BY JIM BLANCHARD

Your museum continues to gain in its impressive displays and the strength of its support.

The 1954 Lincoln Capri arrived at the museum this summer when donor Pete Bailey drove from his hometown of Marshall, Michigan, to the museum. The car is all original and looks fantastic in front of the Road Race display. We are pleased to have this donation to cover this important and exciting period in the Lincoln story.

David Schultz engineered the loan of a 1922 Lincoln camp car from the Henry Ford Museum. This is a highly interesting vehicle due to its history of being used by Henry Ford and Thomas Edison on their “Vagabond” treks during the 1920s. It is especially worthy in that it is different than the other L models—it’s more like a truck. It amplifies the massiveness of the Lincoln chassis when it is compared to the Ford Model T. The original condition of this vehicle and its rich history make this a must-see exhibit while it remains on loan.

The Ford Motor Design Department headed by David

Woodhouse has donated a scale model of the new Lincoln Continental in progressive “clay to finish” form that helps the museum visitor visualize the process of design to build. We hope that this inspires future automotive designers. The Design Department was also generous in updating the Continental concept car on display to a prototype version that is actually a running automobile.

Our relevance to the future of Ford and Lincoln strengthens as the importance of historical perspective in Marketing and Design continues to gain traction.

Our recent Lincoln Homecoming was a great success, in great part thanks to the Lincoln Motor Company vehicles on display; it was an impressive lineup of products that captured the imagination of loyal Lincoln people and anyone who spent the time looking. We are certain it will result in sales. We are thankful for the support provided by the company and we are confident that the museum and Lincoln presence work together for a combined prestige effect—it makes attending the homecoming an even greater pleasure.

This year’s gathering was slightly smaller, but the greater

attendance of prewar Lincolns and Lincoln-Zephyr era cars made for an outstanding gathering for all who attended. The dinner Saturday night was held in the Gilmore Museum Conference Center, and the generosity of those in attendance was a vote of great confidence in the future of your museum. The Legacy giving program was initiated more formally and the response has been great.

As we pause to reflect, we begin to realize the importance of an all-Lincoln museum—the importance of the Edsel B. Ford influence and direction in the early years of Lincoln and Ford is important as we realize that design is a critical aspect of automotive appeal. The Lincoln Motor Car Heritage Museum is the one destination where the refined taste of one man can be felt through the years as one takes in all of the story—the people and the product that made and continue to make Lincoln a revered brand. We hope that you will visit and continue to support your museum!

■ *Jim Blanchard is an LMCF board member and vice president who serves as director of the Lincoln Motor Car Heritage Museum.*



LINCOLNS REPEAT CLEAN SWEEP VICTORY IN MEXICAN ROAD RACE



**second straight 1-2-3-4 win
again proves Lincoln King of the Road!**

LMCF Library Is Growing

BY JOEL DICKSON

Your Library and Research Center is Growing . . . thanks to donations from Russ Rogers, Armand LaPotin and Don Samuelson, the Lincoln Motor Car Foundation library has added additional chassis and body parts catalogues from 1956 to 1958; Lincoln sales literature from 1952 to 1963, including Road Race Lincoln sales brochures as well as sales brochures from 1986 and 1988.

The 1A 1937 Lincoln-Zephyr showroom display book recently arrived. Jim Muller, a LMCF trustee, was able to locate a full line of 2018 Lincoln sales brochures, as well as product

portfolios on each 2018 vehicle. Jim has also located and donated several large historic Lincoln photographs.

The Foundation is grateful to be able to add to its collection both old and new items, because today's current vehicle information becomes tomorrow's history. A big thank you to those who have recently thought to donate or given items to the Lincoln library.

The Library needs Dealer Color and Upholstery books for the following years:

1950	1997	2012
1953	1998	2013
1954	2001	2014
1957 MkII	2007	2015
1973	2008	2016

1976	2009	2017
1983	2010	2018
1991	2011	

If you have any of these dealer books, please consider donating them to the Lincoln library. Contact Joel Dickson at s.s.cejay@hotmail.com or contact one of your Lincoln club officers.

Your help is needed to preserve Lincoln brand history for future generations.

■ *Joel Dickson is a Lincoln Motor Car Foundation trustee and chairman of the LMCF Library and Research Committee. He and his wife, Suzanne, who shares his passion for Lincoln history, reside in Ocean City, New Jersey.*



Jack's Last Discovery

Prior to his passing, LMCF trustee Jack Juratovic sent me seven Lincoln advertisements that he had purchased at a recent annual AACA Fall Meet in Hershey, Pa. They included two different Lincoln ad series that were published in the Spanish magazine *La Espera*.

Two of the ads, by the artist Caravello, were from 1928. The other five, from 1930, have a historical theme from 1500-1701 painted by J.L. Roy. Jack noted that the Lincoln automobile illustrations likely came from the Lincoln catalogue. He pointed out that Cadillac published a similar historical series in 1933.

One of the 1928 Lincoln advertisements appears on the back of this issue, while three of the five from 1930 appear herewith.

I will miss receiving Jack's notes and advertising "discoveries."

—David Schultz

1451 - 1500

Si el siglo xv se caracteriza por el lujo y el gusto por las cosas bellas que el Renacimiento trajo consigo y que halló su mayor esplendor en las famosas cortes italianas, de los tiempos actuales quedará como suprema expresión del refinamiento de nuestras costumbres el admirable Lincoln, máxima perfección de la técnica.

LINCOLN

AUTOMÓVILES LINCOLN
Division de la Ford Motor Company
BARCELONA

Ford
COCHES
CAMIONES
Fordson
TRACTORES

SEDAN DE CINCO PASAJEROS

1651 - 1700

Luis XIV, el Rey Sol, se imponía a Europa. Las elegancias y magnificencias de Versalles daban el tono a todas las cortes y las aristocracias europeas. El Lincoln, el coche sin par, se impone por encima de todos, y revela la opulencia, distinción y buen gusto de sus dueños.

LINCOLN

AUTOMÓVILES LINCOLN
Division de la Ford Motor Company
BARCELONA

Ford
COCHES
CAMIONES
Fordson
TRACTORES

Limousine de siete pasajeros

1701 - 1750

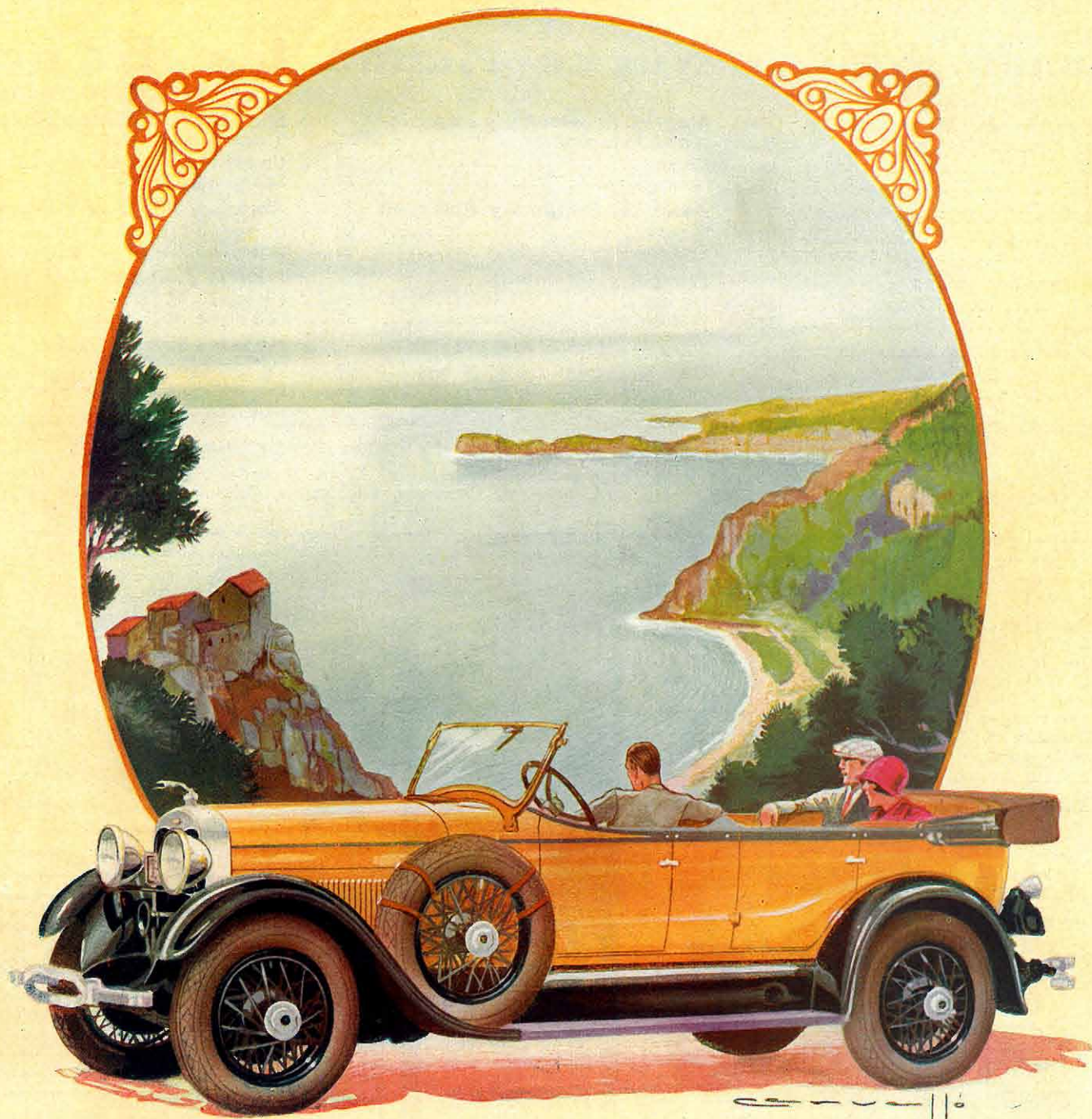
La riqueza en el vestir, la casaca de seda, las franjas de bordados de oro o plata, el elegante sombrero de tres picos, pones de relieve a la aristocracia de la época de Luis XV. La suprema calidad del Lincoln y su elegancia incomparable forman el marco más adecuado para realizar la opulencia, distinción y buen gusto de sus dueños.

LINCOLN

AUTOMÓVILES LINCOLN
Division de la Ford Motor Company
BARCELONA

Ford
COCHES
CAMIONES
Fordson
TRACTORES

Coupe de dos plazas Juifias



MODELO DEPORTIVO DE TURISMO

Este modelo representa el estilo favorito de automóvil de turismo de hoy día. Todos sus detalles de línea, de guarnecido, de moldeado, su capota plegada en línea recta y su longitud, acentúan su semejanza á un yate. El agradable contorno de la sección posterior de la carrocería armoniza admirablemente con la curva de los bombeados guardabarros.

FORD MOTOR COMPANY, S. A. E.
BARCELONA

LINCOLN