

The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE

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MOTOR CAR FOUNDATION



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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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■ **ON OUR COVER:** A 1972 Continental Mark IV, a 1940 Brunn-bodied Zephyr Town Limousine, and a 1952 Capri represent the articles in this issue.

■ **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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A Message from the Chairman

As we approach the sixth annual Lincoln Homecoming, I'm pleased to report that 2019 will be another year of achievement for the Lincoln Motor Car Foundation—albeit with one challenge. More on that shortly.

The Lincoln Motor Car Heritage Museum & Research Center is “world class.” Since 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% of 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, and that will take place in 2019 as well.

We recently received another very significant vehicle from the Lincoln Design Studios—the new Lincoln Aviator, which arrived a few weeks ago. It joins the prototype of the new Lincoln Continental and the Lincoln Continental clay styling model. All have been very well-received by Museum attendees. The LMCF

is pleased and honored by this support. The Lincoln Motor Company has also announced its support of the annual Lincoln Homecoming.

Our 15,000-square-foot museum contains a variety of elegant Lincolns as well as significant Lincoln memorabilia—thanks to many generous donors. Memorabilia can take the form of literature, showroom materials, historic photographs or dealership display items. We are always interested in donations and loans; please contact LMCF trustees Jim Blanchard or Joel Dickson.

Dates of the 2019 Lincoln Homecoming are August 9-11. Our host club is the Road Race Lincoln Register. Our guest speakers will be Andrew Layton, author of a biography on Lincoln Panamericana driver Ray Crawford, and Gale Haldeman, Ford Motor Company retired designer. There's more Homecoming information on the foundation web site: www.LincolnCarMuseum.org.

Everyone I know is looking forward to celebrating the Lincoln Motor Company's centennial in 2020. The seventh annual Homecoming, held in August, should be our most special Homecoming yet. I expect a large attendance and dozens of Lincolns from all eras, representing the 100 years of the Lincoln Motor Company.

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



—DAVID W. SCHULTZ
LMCF Chairman and CEO

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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!

Contest of Wills: Lincoln's Mark IV



■ Fritz Mayhew's original sketch used for the design of the alternate Mark IV.

BY JIM AND CHERYL FARRELL

In spring 1968, at almost the same time the Mark III went on sale, Henry Ford II hired Bunkie Knudsen away from GM to become president of Ford Motor Co. When Knudsen got to Ford, it didn't matter to him how successful Lee Iacocca, a Ford vice-president for all cars and trucks, had been at picking winning car designs, or the past relationships Iacocca had forged, especially with Gene Bordinat and his designers. Knudsen was now president of Ford, and he thought that as president he got to choose the designs he liked.

Within weeks after he started, Knudsen was prowling Ford's Styling Center picking car designs he favored and encouraging changes in ones he didn't. Since Knudsen got the job Iacocca coveted, and approving designs had previously been Iacocca's forte, friction developed almost immediately between them. It didn't take Iacocca long to make getting rid of Knudsen a priority.

The Mark III was Iacocca's car. He dictated its Rolls-Royce-style grille and approved the spare tire hump. Even after the

Mark III's final design was selected, reviews recommended the original design without the Rolls-Royce grille or spare tire hump. But Iacocca ignored the reviews, followed his instincts, and sales of the Mark III finally moved Lincoln into the big leagues.

Initial sales of the Mark III gave Lincoln-Mercury Division good reason to believe it would soon outsell the Cadillac Eldorado, or if the Mark III wasn't the car that knocked off the Eldorado, the next-generation Mark almost certainly would be. As the father of the Mark III, Iacocca felt he was entitled to take credit for Lincoln's newfound success, and that he had earned the right to control development of the next model of the reborn Mark series when it came time to develop it. The plan was that the Mark IV would be designed in Don DeLaRossa's Corporate Advanced Studio.

The Mark IV was one of the first cars Wes Dahlberg was assigned to work on when he rotated back to Dearborn after heading Ford's design studio in Germany from 1958 to 1967, but he and the designers assigned to work with him concluded ear-

ly on that they had been assigned the Mark IV, which was not due to be designed for another year, as busy work.

Slab-sided cars with front and rear ends pulled out to the maximum were *de rigueur* for Lincolns of the day. Dahlberg, however, designed his cars differently, and some, if not all, the designers in his studio silently admired his European-style designs with full sides and plan views that pulled inward.

In prior interviews, Dahlberg has indicated that six different proposals were considered for the Mark IV. He also acknowledges, however, that he never saw more than two Mark IV proposals. The other designers in his studio only recall two, and although there may have been many more Mark IV renderings, in fact there were only two designs built as full-sized clay models.

The designers who worked with Dahlberg on his Mark IV proposal were Jim Arnold, Dean Beck, Dick Blair and Bob Hackett, a clay modeler who did double duty as a designer. The clay modelers assigned to Dahlberg's studio were supervised by master modeler John Cecil.

Arnold designed one side of Dahlberg's Mark IV proposal and Beck did the other. Although the designs were similar, Arnold and Beck agree that Arnold's side was the one selected for production. Arnold and Beck credit Dahlberg with designing the rockers on both ends of the car that wrapped up and into the body. Blair and Arnold designed the rear end of their studio's Mark

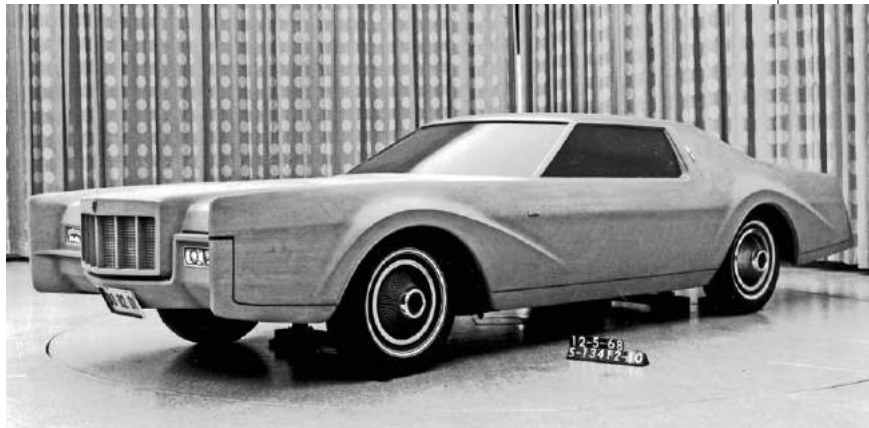
IV, while Beck and Hackett did the front.

Beck and Arnold worked well together. On the side of the car he was doing, Beck wanted the main horizontal character line to be soft and midway up the bodyside. Consistent with Dahlberg's suggestions, Arnold and Beck agreed that the bodysides were to be somewhat full and not slabsided. Beck wanted the front fender peak line to drop purposely as it moved forward in contrast to the one on the Mark III, which he felt was so straight it seemed to shoot upward as it moved towards the front of the car. Beck's idea for the beltline on the Mark IV looked great on the front part of the car, but he ran into trouble transitioning the beltline through to the C-pillar. Beck credits Arnold with curving the beltline up into the forward edge of the C-pillar and then through to the back of the car.

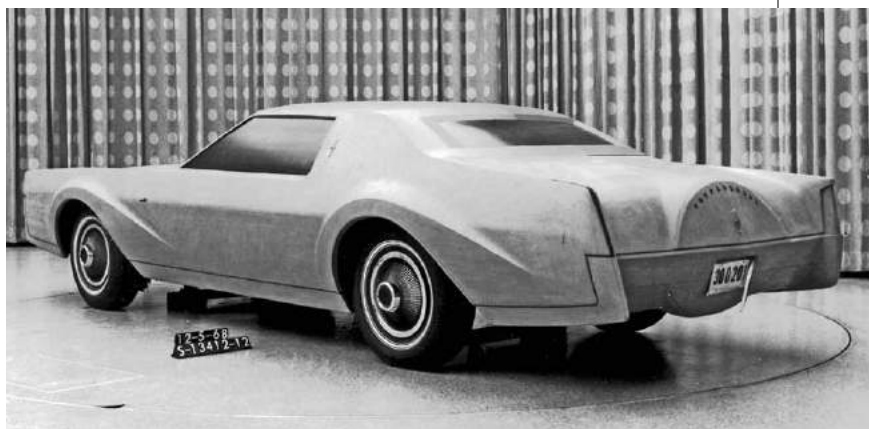
Beck also felt that the hood and grille needed a well-defined centerline that would give it a classic "roof top" header. He also wanted a grille that was a little deeper. Although the design started out that way, Beck's original grille and hood designs were toned down as the Mark IV moved towards production.

When Dahlberg's Mark IV was ready for its initial design reviews, it soon became apparent that Gene Bordinat, Ford's vice president of design, and Don DeLaRossa, head of the studio, were ignoring it, as Dahlberg thought they did with all of his designs. In fairness, the designers in Dahlberg's studio point out that the hard feelings were a two-way street. Every time Bordinat came into their studio, Dahlberg would leave. Thus, during the design reviews, which were infrequent for any of Dahlberg's cars, no one was there who could champion their proposals—assuming anyone was interested.

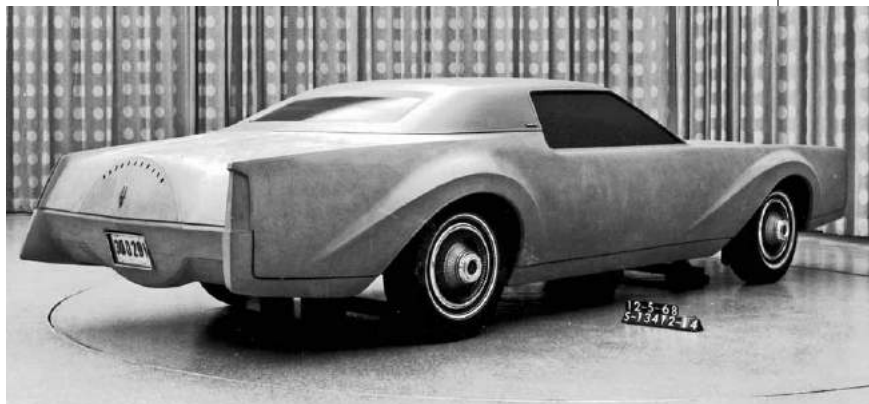
Jim Arnold, the senior designer in Dahlberg's part of the studio, was frustrated, because the cars he was working on were getting nowhere. He asked Gale Halderman, head of the Lincoln-Mercury Studio, what he could do to change it. Halderman recommended that he take advantage of the situation and, when Dahlberg stepped out, he should step up and offer to show Bordinat, or whoever, the designs under way in the studio. Arnold never got the chance to do that with their Mark IV proposal, because even after it was ready, Bordinat and DeLaRossa never got around to scheduling a review for it. In the meantime, the Dahlberg's



■ The highly accented wheel arches on the Sherer/Perry alternate Mark IV proposal were later modified, and the exposed headlamps were deleted. Note the two different headlamp variations here.



■ Taillamps that wrapped up and over the top of the rear fenders, as shown on one side of this early rendition of the Sherer/Perry alternate Mark IV proposal, almost made it into production on the Mark V.



■ It was common to incorporate different designs on each side of a clay model. On this proposal of the Sherer/Perry alternate Mark IV proposal, the taillamps were incorporated into the bumper as they were on the production Mark IV.



■ Dahlberg's original Mark IV proposal had taillamps incorporated into the fenders much like the original Cadillac Eldorado.



■ Arches are incorporated above the wheelwells on this version of Dahlberg's Mark IV proposal. Knudsen quickly ordered them removed.



■ As a cost-saving measure, an attempt was made to design the Mark IV using a modified Torino/Montego platform. This proposal had a slower windshield and involved too many compromises.

Mark IV proposal became the subject of an unexpected review in a way Bordinat and DeLe-Rossa never expected, with far-reaching but unintended consequences.

Modeling supervisor John Cecil was usually the first one in the Corporate Projects Studio each morning. He felt he could get more done before anyone else came in. It was summer, and although the studios were locked as usual, the outside doors to the enclosed courtyard were opened. One morning, just after Cecil got to work, he was making coffee in a kitchenette off to one side of the studio, when someone came in from the courtyard and asked if anyone was there. Cecil yelled out that he was "in the back" making coffee. The voice asked if he could have a cup. Cecil said, "Sure—come on back." He got some sugar for the unidentified guest, and then turned around and introduced himself. Knudsen hadn't been at Ford all that long, but he shook Cecil's hand and said he was Bunkie Knudsen. After Cecil got over the initial shock, they shared a cup of coffee, while Knudsen quizzed him on what studio he was in and what they were working on. After Cecil told him where he was and what they were doing in that studio, Knudsen asked Cecil to show him the cars they were working on. Cecil realized that definitely wasn't a part of his job description, but when the new president the company you work for makes such a request, and you're the only one there, Cecil figured his job description just got bigger!

It was general practice in all the studios to cover the full-sized clay models when they were not being worked on or at the end of the day. As Cecil recalls it, everything in the studio was still covered from the night before. It wasn't long, however, before Cecil was uncovering the individual clay models for Knudsen to look at, and answering his questions about the models as best he could. Pretty soon, they came to the Dahlberg Mark IV. The model wasn't dinned yet, but both sides were of the same design, and the car was pretty much detailed. After the cover over the Dahlberg Mark IV was removed, Knudsen walked around it, and the more he saw of it, the more it became obvious that he loved it!

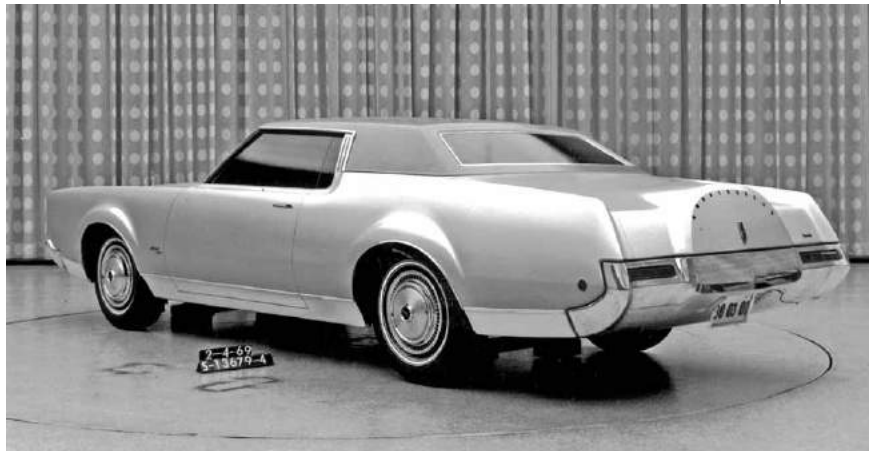
By this time, Arnold had arrived. He got there just in time to see Bordinat come running into the studio. When Bordinat had arrived at the Styling Center that morning, he was told by a secretary that Knudsen was already in the building. Bordinat immediately took off run-

ning. When he found the studio Knudsen was in, Cecil and Arnold both say Bordinat was out of breath. Everyone exchanged greetings, but before Bordinat could catch his breath or get a word in edgewise, Knudsen began telling him how much he liked the Mark IV proposal he had been looking at. Bordinat, obviously taken aback, started out by telling Knudsen that Dahlberg's design "wasn't much," and he thought Knudsen should look at another far better Mark IV proposal in the same studio, but Knudsen cut him off and again began singing the praises of Dahlberg's Mark IV proposal. Right about that time, Cecil thought the prudent thing for him to do was go back to work, so he didn't hear the rest of the conversation. By the time he went back to work, Cecil says it was apparent to him that Knudsen wanted Dahlberg's proposal as the Mark IV, no matter how much Bordinat was trying to run it down or change his mind. By the time Knudsen and Bordinat left the studio, Knudsen had decided that Dahlberg's proposal, as is, was going to be the next Mark IV, and Bordinat was following him out the door trying to convince him he was making a big mistake and that the other proposal was far better.

When Dahlberg, Beck and the others got to work that morning, Cecil told them, with a chuckle, that their car had been selected as the Mark IV, and it had been approved for production as is. It took a while for what happened to sink in, but the story was soon all over the building.

As Arnold and Beck remember it, after Knudsen left, Bordinat was visibly upset, and went around for the rest of the morning mumbling that Dahlberg's car was so bad it was the "panacea of all panaceas." Arnold stayed out of Bordinat's way, and never did figure out what he meant, but he assumed it wasn't a compliment. Later that day, Bordinat recovered his composure, returned to Dahlberg's studio and instructed the modelers to start making changes to the wheelwell lips on the Dahlberg Mark IV proposal.

The next morning, Knudsen was back again. After he saw what had been done to Dahlberg's Mark IV, he sought out Cecil and asked him who authorized the changes. When Knudsen found out Bordinat had ordered them, he went looking for Bordinat. When he found him, he told him he had "better not screw it up!" Knudsen also bluntly reminded Bordinat that he was president of the company, that he had



■ Although there is a dispute about the origin of the design of the small oval windows on the C-pillar, they were not added to the Mark IV until late in the design process.



■ Designer Dean Beck originally wanted a well-defined centerline on the top of the grille shell of the Mark IV, as shown in this photo.



■ Designer Howard Payne's original sketch of the Mark IV instrument panel. The Mark IV instrument panel was patterned after that of the 1972 Thunderbird, which Payne had previously designed.



■ *The final rendition of the Sherer/Perry alternate Mark IV proposal had wheel arches that flowed in a continuous line along the entire bodyside of the car.*



■ *The highly accented wheel arches were later incorporated on an early proposal for the Lincoln Town Car. They were removed when an aftermarket contractor pointed out that they would make it more difficult to stretch the car when making it into a limousine.*



■ *The alternate Mark IV proposal is parked next to a production Mark III. Note that the greenhouses of the two cars are almost identical.*

already said there were to be no changes to Dahlberg’s Mark IV, and that he had already approved it “as is” for production. A little while later, Bordinat returned to the studio and reluctantly told Arnold to change the car back to the way it had been.

Over the next several days, however, Bordinat couldn’t resist ordering several additional but subtle changes to Dahlberg’s Mark IV proposal. When he tried to sell those changes to Knudsen as “improvements,” he was told even more forcefully by Knudsen that the car as originally designed was going to be the Mark IV, and if Bordinat didn’t like it, he could start his own clay model, but to leave Dahlberg’s Mark IV alone!

At that point, Bordinat took Knudsen at his word and went to DeLaRossa. They asked two other designers in the Corporate Projects Studio, Steve Sherer and Ron Perry, to finish up their clay model of an alternate full-sized Mark IV proposal that was being clay modeled at the other end of the same long, narrow studio—and they had to do it quickly. This was the same car Bordinat had tried unsuccessfully to get Knudsen to consider when he picked Dahlberg’s car as the production Mark IV.

Sherer and Perry based their Mark IV design on a concept car Sherer had designed and built earlier, and on a recent rendering prepared by designer Fritz Mayhew. It’s obvious from Mayhew’s rendering that it had a huge influence on Sherer and Perry’s Mark IV proposal. The focal point of the Sherer/Perry Mark IV were the highly accented arches flowing over the front to back wheels which created classic fender-like bulges.

From all the attention being paid to the Sherer/Perry Mark IV proposal, it was soon apparent to Dahlberg, Arnold and Beck that the Sherer/Perry design was favored by Bordinat and DeLaRossa over theirs, even though Knudsen had already approved theirs for production. It was also obvious to all the designers that they were caught up in a contest of wills that none of them felt very comfortable being in the middle of. In fairness, Knudsen didn’t dislike the Sherer/Perry Mark IV proposal, but the more Bordinat tried to persuade him to change his mind, the more Knudsen dug his heels in.

After Knudsen approved the Dahlberg Mark IV for production, but still early on in the car’s development, another full-sized clay model of the Dahlberg Mark IV was developed at the request of the Engineering department to

test whether the Mark IV could be built on a modified 1969 Torino/Montego platform. The proposal was put forward as a cost-saving measure, but it required too many compromises, including a slower windshield angle, and it was quickly discontinued.

Gale Halderman was asked to do the feasibility study on Dahlberg's Mark IV to make sure that what had been designed could be produced. As it turned out, Dahlberg's Mark IV went into production with only two design changes. The beltline had to be lowered 5/8-inch so the windows would retract into the doors, and the grille was smoothed out on top, elongated and recessed into the bumper area. Engineering also questioned whether sufficient air could enter through the grille because of the "bent" vertical grille bars Beck designed. Testing confirmed the grille as designed didn't affect cooling. All other proposed changes were vetoed by Knudsen and, once the car was ready, it was sent to the Lincoln studio for ornamentation and final trim.

Bill Boyer had just been transferred to the Lincoln studio after many years in the Thunderbird studio. He was in charge of trim and ornamentation for the Mark IV. Boyer claims to have put the oval opera windows on the Mark IV in lieu of carriage lights. Boyer recalled that his oval opera window idea was taken from a proposal initially rejected for the 1966 Thunderbird. Federal regulators were starting to play an increasing role in automobile design, and one of their concerns was visibility, so the opera windows not only looked better; Ford was able to say they were safer. Boyer and the designers working with him also recommended a T-top or a stainless steel half-roof, but neither made it into the production Mark IV. There is a conflict about where the oval window proposal came from. Halderman claims the idea originated with him in response to Iacocca's request for increased visibility in the Mark IV.

In February 1969, Dahlberg and Arnold were transferred to the Lincoln-Mercury interior studio, where they were also charged with designing the interior for the Mark IV. Because the Mark IV had to share its interior with the Thunderbird, the seat pattern and the instrument panel designed in the Thunderbird studio by designer Howard Payne were adapted for the Mark IV.

According to DeLaRossa, Bordinat had a sixth sense that Knudsen's days at Ford were



■ *The highly accented wheel arches make it look like the alternate Mark IV proposal is climbing uphill even when it is standing still.*



■ *This photo shows the alternate Mark IV proposal as it would have appeared had it been produced. But for Bunkie Knudsen, this car would have become the Mark IV.*



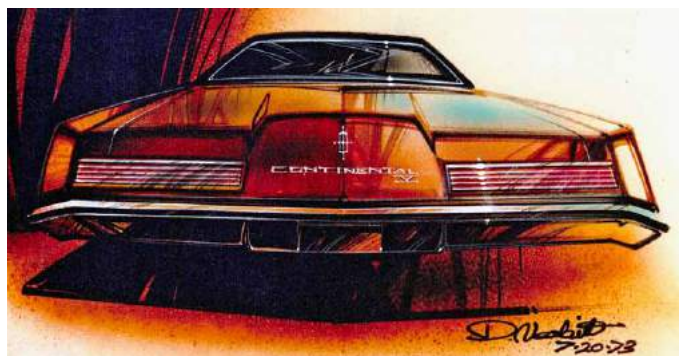
■ *The original Mark IV proposal designed by Dahlberg's group included rectangular headlamps, as shown in this photo.*



■ Lincoln designers were not happy with the impact front bumpers they were required to design for the Mark IV beginning in 1974.



■ Impact bumpers were required on the rear of the Mark IV beginning in 1973. Designers thought they ruined the looks of the cars they designed.



■ Dick Nesbitt's sketch of a smaller Mark IV the designers in his studio were asked to design. Little did they know that a downsized Mark V was initially planned. After it was designed on a 114" platform, the same platform as the '77 Thunderbird, it was determined that only the smaller Thunderbird could be produced. Thus the Mark V would be the same size as the Mark IV.

numbered, so he insisted that work continue on the alternate Mark IV. Iacocca was also actively looking for ways to encourage Knudsen's departure from Ford. Not long after Knudsen selected the Dahlberg Mark IV for production, and as soon as the Sherer/Perry model was far enough along to make comparisons, Iacocca threw his support behind the Sherer/Perry alternate Mark IV proposal, but it made no dent in Knudsen's support for Dahlberg's Mark IV. Although it signaled open warfare, Bordinat and Iacocca ordered development work on the Sherer/Perry Mark IV proposal to continue with the idea that if Knudsen's eventual departure left sufficient time, they could then substitute their Mark IV for the Dahlberg Mark IV. That opportunity did not come in time, but as a result of the guerrilla warfare orchestrated by Iacocca, Henry Ford II fired Knudsen in the fall of 1969. The only explanation Mr. Ford gave was that "it just didn't work out." The Mark IV was not the only disagreement between Knudsen and Iacocca, but it was certainly one of the bigger ones.

When the Dahlberg Mark IV went into production, that wasn't the end of the Sherer/Perry proposal. Their car became the starting point for the Mark V, which was designed by a select crew of designers handpicked by Bordinat and placed directly under the supervision of DeLa-Rossa. Bordinat was bound and determined to make sure the next Mark didn't get away from him as had the last one!

When the 1980 Town Car was designed several years later, Gale Halderman, head of the Lincoln design studio, tried to incorporate the highly accented wheel arches from the sides of the Sherer/Perry Mark IV on that car. Because aftermarket manufacturers of limousines protested that those lines on the new Town Car would make it very difficult to stretch, they were deleted.

The production run of the Mark IV also saw the implementation of the 5 mph federal bumper standards. That meant that what the designers referred to as "those big logs" had to be attached to the front and rear of the Mark IV during 1973-74. Needless to say, designers thought the bumpers severely compromised the looks of the Mark IV. The only saving grace was they affected all car manufacturers the same.

At least three other relatively small design changes were made to the Mark IV during the

■ *The production 1972 Lincoln Continental Mark IV (Ford Media photo).*



5 years it was in production, and many more were contemplated. The 5-mph bumpers required refinement of the radiator opening and reworking of the grille. Changes were also made to the sheetmetal around the radiator, because Engineering feared overheating due to the massive bumpers. Those design changes, made in 1972, weren't really visible. They were designed in the Advanced Lincoln studio by John Van Tilberg, Jim Sherburne, Bill Moraniec, George Barbaz, Rolph Kneefel, Dick Nesbitt and Ron Swick.

Instead of making changes on a full-sized clay model, the Design Center went to a local dealer, Mulligan Lincoln, and bought a new light blue '72 Mark IV with medium blue interior—at a cost that included a premium, because Mark IVs couldn't be built fast enough to satisfy consumer demand. That car was driven into the Advanced Lincoln studio, where it stayed for about five years.

According to designers, Iacocca's dislike for Knudsen extended to the Mark IV Knudsen had championed. Even after Knudsen left, the Lincoln Advanced studio was subject to constant and unannounced visits from Iacocca. He knew he couldn't change the Mark IV's sheetmetal, but he wanted his stamp on future Mark IVs—he was obsessed with rebranding Knudsen's Mark IV as his own. Iacocca tried to revise the grille, the opera window/sail panel area, the body side moldings, bumpers and taillights on the Mark IV. Van Tilberg assigned Barbaz exclusively to come up with different proposals for Iacocca to consider using the Mark IV in the studio as a base line. It kept Barbaz constantly busy, and left him little time to do anything else. At times,

Barbaz prepared as many as seven or eight grille variations, and the same number of opera window/sail panel variations for Iacocca's review. In the long run, Iacocca could claim some of the changes made to the Mark IV as his own, but the Mark IV's success prevented substantial changes during its entire production run.

According to Nesbitt, several different grilles were considered for '73 and later Mark IVs. Some had offset grille bars, bigger bars every fifth bar, and probably others. Finally they settled on the same grille, only it was cut off at the bumper starting in '73. According to Nesbitt, many of the alternate grille proposals were stacked in the corner of the studio until they went into the dumpster.

In 1973, designers in the Lincoln Advanced studio redesigned the roof structure of the Mark IV by raising it a half-inch to accommodate the moonroof option offered beginning in '74. The increased height permitted the moonroof to slide back into the roof area without compromising headroom. To better disguise the added height, a halo type half vinyl top was offered in 1976 as an option. Nesbitt says the halo vinyl top disguised the increased thickness of the Mark IV's roof better than the full vinyl roof.

The side trim on the Mark IV was the last change to the Mark IV made by designers. Van Tilberg came to work one morning carrying a piece of flexible molding with a brocade pattern

on it. He purchased the molding the evening before at Duke's Hardware in Dearborn, and that's where the pattern in the body side molding came from that became an option beginning in 1975. The designers in the studio got a big chuckle because the Dukes' Hardware molding was referred to as "premium body side molding" in the Mark IV catalogue.

The Mark IV in the Lincoln Advanced studio could not be resold after the studio was done with it because of liability problems. So when the Mark V came out, everyone who wanted something off the Mark IV (seats, radio, etc.) took it. The stripped-but-still-new Mark IV, with literally no miles on it, was then hauled out to the Design Center's locked yard. Eventually it was hauled off to the crusher.

It's ironic that the Mark IV proposal from Dahlberg's studio, a car that Iacocca and Bordinat tried hard to kill or change, surpassed the Cadillac Eldorado in sales, vindicated Knudsen's judgment, and made the Lincoln Continental Mark IV one of the most popular personal luxury car of the 1970s.

■ *This article is an excerpt from a new book being written by Jim and Cheryl Farrell about Lincoln design through the year 2000. The Farrells' earlier book, Ford Design Department: Concept & Show Cars 1932-1961, was published in 1999.*

New Lincoln Aviator on Display at Lincoln Museum



The iridescent Flight Blue exterior color complements Aviator’s elegant, flowing lines, while the signature Lincoln grille is executed in high-gloss black and chrome accents. A wrap-around windshield helps complete the aviation-inspired theme.

“The Lincoln Navigator continues to turn heads and bring new clients to the brand,” says Joy Falotico, President, The Lincoln Motor Company. “We believe Aviator’s elegant design, state-of-the-art technology and refined plug-in hybrid option will draw even more clients to the Lincoln showroom, including families who are looking for three-row capability.”

The Aviator has been placed next to the museum’s Lincoln Liberty V-12 motor to celebrate the more than 100 years of aviation-inspired products from Lincoln Motor Company. The 1924 Lincoln camper vehicle used by Henry Ford and Thomas Edison for their “Vagabond” camping trips is on display as well, on loan from The Henry Ford.

Be sure to visit these exciting exhibits this summer!

BY JIM BLANCHARD

The Lincoln Design Center has graciously loaned us the Lincoln Aviator concept, the vehicle that was created to further the development of Lincoln’s newest exciting offering in the SUV market. This joins the Continental concept, another iconic contribution from the Design Center, on the museum display floor.

The synchronicity of Aviator’s name and form language is intentional: aeronautics has long inspired automotive design.

“In Aviator, the lines of the vehicle are streamlined,” says Lincoln Design Director David Woodhouse. “You have the stature and presence of the grille at the front, then the body and tail taper off—creating a distinct aerofoil analogy.”

The emphasis of graceful lines pulling downward toward the rear—a cue to Aviator’s rear-

wheel-drive platform—is what Woodhouse describes as an in-flight gesture.

“If you look at a bird or plane in flight, the wing is always at an angle to the air and falling downward toward the rear,” he says. “You see that in the main body line of Aviator. From the headlight to the taillight, there’s a beautiful undercut feature varying in depth that connotes poise and grace.”





■ Road Race-era Lincolns like this 1952 Capri will take center stage at this year's Lincoln Homecoming.

JOHN WALCEK

Lincoln Motor Car Foundation Invites All Ford-Built Automobiles to Sixth Annual Lincoln Homecoming

The Sixth Annual Lincoln Homecoming will offer a unique twist in 2019—not only will Lincolns of all eras be on display, but all Ford Motor Company-built vehicles are invited to join the festivities, which will be held at the Lincoln Motor Car Heritage Museum in Hickory Corners, Michigan, and the host hotel, Four Points Sheraton in Kalamazoo.

“We’re calling the 2019 Homecoming ‘See Ford Blue in Kalamazoo,’” said Mike Denney, president of the Road Race Lincoln Register, the Lincoln club hosting the 2019 Homecoming.

The RRLR is one of four major Lincoln clubs that comprise the Lincoln Motor Car Foundation. The others are the Lincoln Owners Club, Lincoln-Zephyr Owners Club and the Lincoln and Continental Owners Club. However, all Lincoln owners are invited to register and attend.

The 2019 Lincoln Homecoming committee has planned interesting and enjoyable activities that encompass several days.

Participants may participate in all or any of the scheduled events.

The events scheduled for the weekend include driving tours to the Gerald Ford Presidential Museum, the W. K. Kellogg Gull Lake mansion, Vicksburg Historical Village and Bell’s Brewery.

Friday evening’s guest dinner speaker is Andrew Layton, author of a biography on Ray Crawford, a championship driver on Lincoln’s Panamericana Mexican Road Race team. On Saturday there will be an all-Ford Motor Company-built car show. That evening, a banquet will feature guest speaker Gale Halderman, designer of several Ford and Lincoln vehicles, including the original Mustang. On Sunday, there’ll be a car display and awards presentation.

Something new has been added for Monday—an all-day visit to the U.S. 131 Motorsports Park in Martin, Michigan, where individuals can run their cars or simply watch.

“You can just drive your car on the track or punch it for speed and time. Our cars have the horsepow-

er to move out at whatever pace you choose,” said Bob Johnson, LMCF trustee and meet coordinator. “At the U.S. 131 Motorsports Park you can do it in a supervised and lawful environment. You will be able to do as many timing runs as the day will allow during our six-hour time block.”

Festivities will begin on Wednesday, August 7, and conclude on Monday evening, August 12, but, as noted, you may register for all or individual events.

This meet will be non-judged for all cars; there will be People’s Choice awards for Best of Show, and Best of each Decade, as voted by participants. There will also be a Ladies’ Choice Best of Show Award. The meet is open to members of all Lincoln clubs as well as non-club Lincoln owners. In addition, owners of any Ford Motor Company-built product are invited to show their vehicle on both Saturday and Sunday—Lincoln, Ford, Edsel, Mercury, hot rod or custom car.

The host hotel is the Four Points Kalamazoo by Sheraton,

3600 East Cork Street, Kalamazoo, Michigan 49001. The Four Points offers excellent accommodations, excellent food and fine amenities. The hotel is just over 15 miles from Hickory Corners. A complimentary hot breakfast for two is included in the room rate of \$117 plus tax. A limited number of rooms is available at this rate, so register early. To make room reservations, call 269-385-3922 and use the code "Lincoln Club" to obtain this special room rate (which is good for three days prior to and after the meet). Room reservation cut-off is July 21, 2019.

On Saturday and Sunday there will be a Lincoln and Ford products swap meet and car corral area on the Gilmore Car Museum grounds with major vendors in attendance. More information will be included in registration packets.

Wednesday evening, attendees may drive to the Gilmore Car Museum to enjoy their free weekly cruise-in night. A second choice is free hors d'oeuvres and refreshments at Four Points Sheraton Hotel (for hotel guests only). Attendees will be able to relax and have the opportunity to visit with some of your longtime friends and meet new enthusiasts.

Thursday will offer a full day of activities, with two driving tours from which to choose. One will be a tour to Vicksburg Historical village. The other will be to the Kellogg Bird Sanctuary and Kellogg Manor House (which includes a plated lunch) and the Bell's Brewery in nearby Galesburg. Thursday evening will feature a special welcome buffet at the hotel.

Friday will also offer a choice of two different driving tours. The first will be a driving tour to the Gerald Ford Presidential Museum in Grand Rapids (includ-

ing lunch). The second driving tour will be to the Kellogg Bird Sanctuary, Kellogg Manor House (which includes a plated lunch) and the Bell's Brewery. At 5 p.m. an LMCF Donor Reception will be held at the Lincoln museum for all LMCF Lifetime members.

Friday evening will begin with a Happy Hour at the Gilmore Car Museum Conference Center, with a Texas-style BBQ to be followed by a lively Lincoln and Ford parts and memorabilia auction. Andrew Layton, author of a biography on Ray Crawford, a championship driver on Lincoln's Panamericana Mexican Road Race team, will be the after dinner speaker.

"We need merchandise for the auction; please check your garage for unused parts and literature that fellow enthusiasts will be interested in bidding on. Please bring plenty of cash or your checkbook and take home some great items for your Ford product. This auction helps maintain and support our beautiful Lincoln museum," said Mike Denney.

On Saturday morning it's show time, with Road Race Lincoln-era cars front and center. All cars must be on the show field by 10 a.m. and remain until 3 p.m., when there will be a car parade around the Gilmore grounds featuring all Ford Motor Company-built automobiles. Saturday night will begin with a happy hour and banquet at the Gilmore Car Museum Conference Center, where attendees will enjoy the company of fellow vintage car enthusiasts. The speaker will be retired Ford and Lincoln designer Gale Halderman.

On Sunday morning our Ford Motor Company Products Car Show will be held from 10 a.m. to 1 p.m. All vehicles must be on the show field by 10 a.m. All People's Choice Awards will be handed out at 12 noon. At 1 p.m.

we will have a car parade around the Gilmore grounds featuring all Ford products. Pictures will be taken after completing presentation of awards. Sunday evening will feature a Mexican buffet at the Four Points hotel.

Monday at 9 a.m. we drive to the U.S. 131 Motorsports Park for timing and drag racing. That evening will be our Farewell American Cook Out Buffet at the Four Points hotel.

On Tuesday we bid farewell to our old and newfound friends and have a safe trip home.

"While you are at the 90-acre historic Gilmore campus on Saturday and Sunday, explore the nooks and crannies of this great institution. See—and have your car photographed by—a 1930s Shell gas station. Enjoy strolling the campus that is filled with classic automobiles," said Mike Denney. "Other car museums are the Classic Car Club of America Museum, H.H. Franklin Museum, Pierce-Arrow Museum, Cadillac-LaSalle Museum and Ford Model A Museum. Eat lunch in the authentic Blue Moon Diner. Gilmore is America's Signature Collection for Classic Motor Cars. This is the ultimate experience for everyone in your family."

For more information, visit the Lincoln Motor Car Heritage Museum website: LincolnCarMuseum.org. If you're considering attending the Homecoming, contact Bob Johnson at 651-257-1715 or e-mail arborbob41@aol.com; or Mike Denney at 918-366-2034, e-mail cosmo1946@hotmail.com. By doing so you'll be placed on our list to contact you via e-mail or USPS mail with your meet packet as soon as it becomes available. You may download PDF forms at www.LincolnCarMuseum.org.

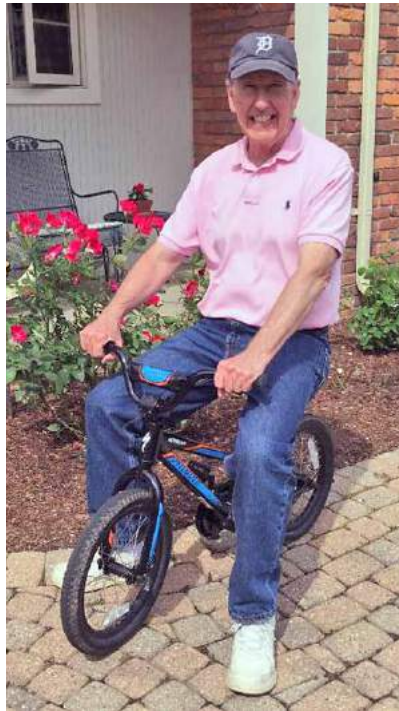
Featured LMCF Member: Bruce Kopf

The Lincoln Motor Car Foundation has attracted several retired Ford Motor Company executives to its ranks. Among them is Bruce Kopf, who has served as the foundation treasurer and accountant since 2015, succeeding Jack Shea.

“Bruce is, without question, one of our hardest-working foundation members,” said LMCF Chairman David Schultz. “In addition to those duties, he served on the museum building committee and is a member of our fund-raising and investment committees.”

Kopf became involved with the LMCF in 2008 when he bumped into another retired Ford executive (and LMCF trustee), Vaughn Koshkarian, at a Dearborn barber shop. Vaughn told Bruce about the foundation and the planned Lincoln museum, and he was hooked. Bruce notes that he has loved cars as long as he can remember. In fact, his mother said his first words were not “mommy” or “daddy” but, rather, “car car,” when seeing his father pulling into their driveway.

Bruce retired from Ford in 2002 after completing a 32-year career with the company, having held several senior positions in Product Planning and Program Management. These included the 1979 Ford Crown Victoria/Mercury Grand Marquis (which became the company’s longest-running platform), the 1989 Thunderbird/Cougar (*Motor Trend’s* Car of the Year), and several other programs, including the Lincoln Continental Mark VIII, which he led. Since joining the LMCF, Bruce donated his per-



■ Bruce Kopf enjoys other vehicles besides Lincolns.

sonally-owned Mark VIII, which is displayed in the museum.

During his career, he held several positions related to Battery Electric, Hybrid Electric and other alternative fuel production and research programs, in many cases working with industry and government groups. He was a senior member of the company’s electric vehicle development team and led the teams that developed the 1998 Ranger Battery Electric (EV) program. He shares a U.S. Patent for “Hybrid Power System for an Electric Vehicle.” Bruce donated his electric Ford Ranger pickup truck to the Gilmore Car Museum.

He was a member of Hal Sperlich’s team at Ford that invented the front wheel drive, low/flat load floor, high cube, garageable, MiniMax Concept

Vehicle—the precursor of the highly successful modern MiniVan. He also worked as assistant director for product development for AutoLatina, a joint venture between Ford and Volkswagen in Argentina and Brazil.

Before joining Ford, Bruce spent several years with Firestone Tire and Rubber as a tire development engineer, interrupted by military service, which was served in Germany. At Firestone, he helped develop NASCAR and Formula 1 racing tires.

When he’s not involved with his foundation responsibilities, he can most often be found working on his family’s genealogy—an interest he developed when he was 12 years old.

“My grandmother started telling me about family relatives, and I created a family tree. I have been interested ever since,” he remembers. “My father was German-Irish and my mother was French-Canadian.”

Amazingly, Bruce has traced his family’s history back to the 1500s. There are now more than 35,000 relatives in his family data base.

Bruce and his wife, Susan, have two children. The children live in Washington state and Washington, D.C. That helped spawn another interest—camping. Bruce and Susan have a fifth wheel RV pulled by a Ford F150 and have traveled throughout the United States and eastern Canada.

“Thanks to Bruce, we can all sleep well at night,” said Schultz. “He not only takes care of the foundation’s funds but looks for new ways to both save and raise money. He’s a special guy. I value his counsel.”

LMCF Library Is Moving in a New Direction



BY JOEL DICKSON

The Library and Research Center is moving into the digital world. Currently, the Library Committee is orchestrating a digital pilot program investigating how best key library items can be digitized to make them more readily accessible to all Lincoln enthusiasts and researchers worldwide. It is quite a task and definitely a learning curve. However, it brings an excitement knowing that we have the potential to broaden our reach and develop more into a research center.

We invite you to come along and donate to the Foundation's library and research center as the following Lincoln club members have done:

- Dennis Carpenter and son Daniel have given a variety of background material associated with the development of the Continental Mark II Prototype that is on display in the museum.

- Charlie Berry has donated a 2001 color and trim book (an

especially big help) plus a generous amount of Lincoln literature brochures from 1977 thru 2006.

- Harvey Berquist gave the Library a *Motor Sports World* magazine from January 2, 1953, that has a great article titled "How Lincoln Won the Mexico Race!"

- Jim Muller was able to add 2018-2019 Lincoln brochures, product portfolios and *Frontline* magazines with interesting Lincoln articles as well as a 2014 color and trim book. He is really helping us stay current with the history of tomorrow.

- Dennis Friel donated 13 pistons which are thought to be for a Leland-designed, Ford-produced Lincoln KB series automobile from the early to mid-'thirties.

- In his will, Chris Wantuck, recently deceased, donated posters, prints, car models, club publications, manuals, ads, personal photos, and pins mostly from 1929 and 1930.

We are so grateful for the generosity of our donors who

have reached out with gifts of library items and artifacts for the Foundation. These donations serve to help Lincoln enthusiasts increase their knowledge and understanding of the Lincoln brand through all generations.

This is an exciting time for the Foundation's library and its future as the Library Committee looks to bettering ways to meet the challenge of being a Lincoln library and research center.

It would be great if you could give us a helping hand. Please contact Joel Dickson at s.s.cejay@hotmail.com. He will be glad to answer questions or handle a donation.

Together we can work to preserve and protect all things Lincoln 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.*



The Lincoln Legacy Society was established in the summer of 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.

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
- Sesil Lincoln, Ann Arbor, Michigan
- Pfeiffer Lincoln, Grand Rapids, Michigan



■ Above, 1939 Lincoln "Royal" Convertible Sedan by LeBaron; left, 1940 Lincoln-Zephyr Brunn Town Limousine



■ Lincoln-Zephyrs: 1938 Convertible Sedan and 1936 Coupe-Sedan



■ Jim Blanchard

We are currently gearing up to digitize Lincoln Library items—literature and service manuals. This will prove to be highly interesting and useful to researchers, collectors and restorers. If you have any items you wish to donate or lend to the process, please contact us.

The 2019 Lincoln Homecoming is planned for August 7-12, providing an excellent opportunity to connect with the museum and the surrounding Michigan attractions. This year we have invited other vintage Ford vehicles, which should provide greater interest and energy for all involved.

Our decision to partner with the ever-growing and successful Gilmore Car Museum is paying dividends of greater security and exposure. We have something that reflects well on the Lincoln and Ford family of automobiles. Our endowment campaign continues to push past the million-dollar mark, ensuring that our efforts and mission to share the great Lincoln Motor Car story lives on for future generations.

Support your museum!

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

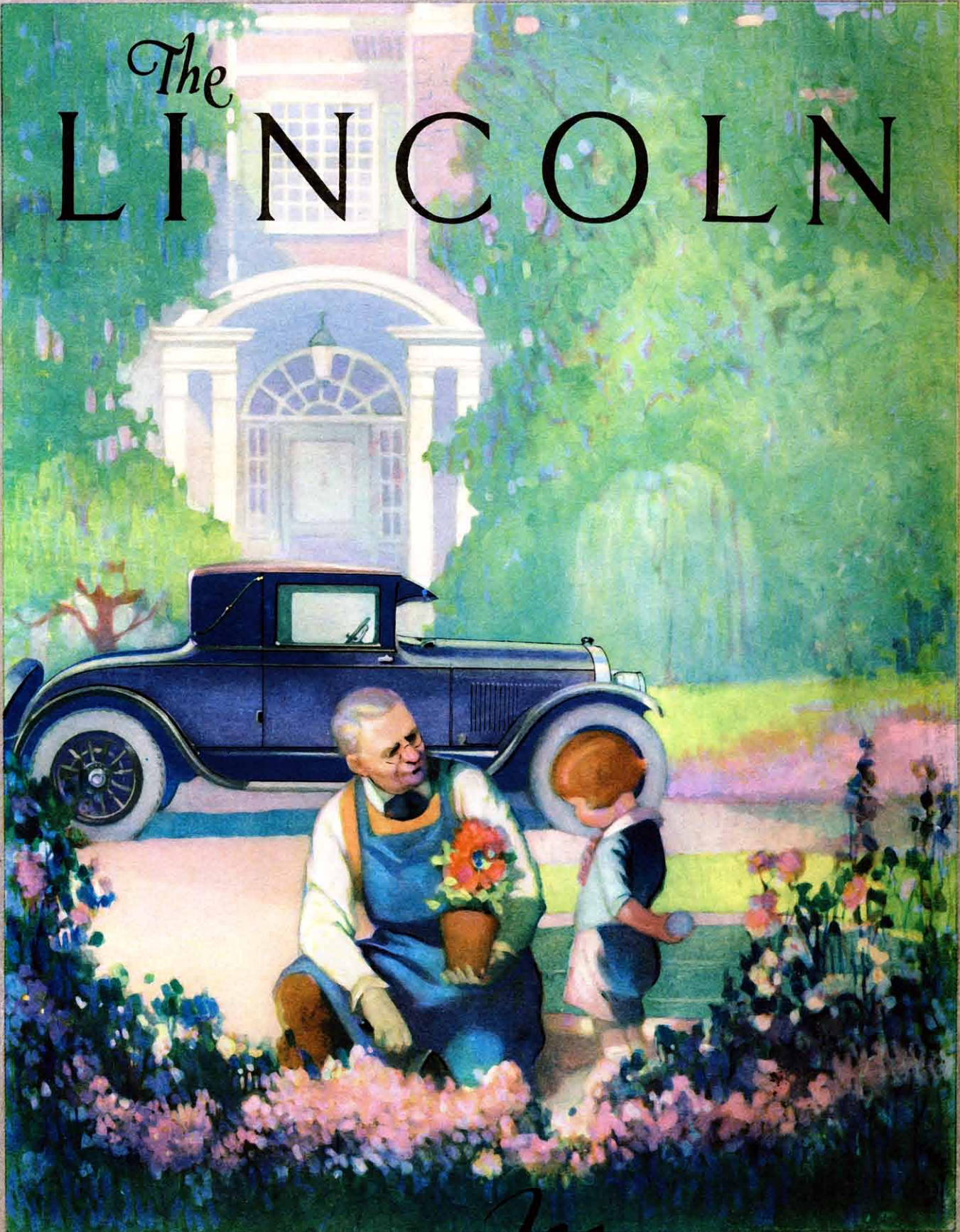
Museum Momentum

BY JIM BLANCHARD

Your museum continues to refine its collection and strengthen its financial position. We have accepted the Lincoln Aviator concept car from the Lincoln Design Center. Weighing in at nearly 8,000 pounds, this is the test vehicle of this newest Lincoln product. It is positioned in our museum with the earliest Lincoln product, the recently restored Liberty motor—making for an excellent

aviation retrospective.

We have on loan a 1964 Lincoln Continental four-door convertible that was purchased new by the loaning family in Monroe, Michigan. It is an all-original car that well represents the '60s era. We have also obtained a longer term option on the Ford/Edison Lincoln camp car from the Henry Ford Museum—to see the patina that this vehicle exudes is alone worth a visit to the museum!




The
LINCOLN

May 1924



Hooky... De Luxe!

 EVENINGS like these... when the tree-toad choruses start tuning up and the moon rises white and misty in the sky... somehow a fellow gets the urge to play hooky again. And when you feel this tug of wanderlust... this call to the woods and hills and fields... just get behind the wheel of a new 1941 Lincoln-Zephyr—and you're headed for hooky *de Luxe!*


HERE is a car designed for pleasure—built to give you *more fun per gallon* than any other automobile you've ever owned! Strikingly modern from the inside out, this Lincoln-Zephyr speaks to you of beauty and dynamic youth in every fleet and flowing line!

TWELVE powerful cylinders—packed with life and pluck and mettle—respond to your every command. In closed types you're protected by a strong, welded unit body-and-frame. Broad, sweeping windows and panorama windshield give you ship's-bridge visibility. Living-room comfort is yours, too—for luxurious, chair-high seats are cradled amidships on gentle, slow-motion Lincoln springs.



YOU'LL discover what Lincoln-Zephyr's radically *different* engine, basic construction and design mean in terms of performance. This car is triple-cushioned in rubber to give you travel so satin-smooth that folks call it the *glider-ride!*

It's the kind of automobile advancement only craftsmen in the Lincoln precision plant have achieved...

 WHY don't you ask your Lincoln-Zephyr dealer to loan you one of these sleek, trim beauties some spring evening? You'll get a brand new idea of what fun hooky really can be!

● For a new kind of motoring thrill ask your dealer to demonstrate *Lincoln Automatic Overdrive!* This amazing "fourth speed forward" reduces engine revolutions by 30%... cuts fuel and oil costs... prolongs engine life... makes driving smoother, easier, quieter! Factory-installed at moderate extra cost.

LINCOLN MOTOR CAR DIVISION, FORD MOTOR COMPANY
Builders also of the Lincoln Continental, Cabriolet and Coupe; the Lincoln Custom, Sedan and Limousine



LINCOLN
Zephyr V-12