

# The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE



PHOTO BY JOHN WALCEK

# 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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■ **ON OUR COVER:** Three Lincolns were recently donated to the Foundation: 1931 Lincoln sport phaeton by David Rehor; 1941 Lincoln-Zephyr convertible coupe by Ed and Pam Avedisian; and 1942 Lincoln Custom limousine by Tom Brunner.

■ **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](http://www.lincolncarmuseum.org)

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+ *Chief Executive Officer, Ford Motor Company*  
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# A Message from the Chairman

Most of you will know by the time you read this issue that we have lost one of the pillars of our Foundation, **Earle Brown**. We knew that Earle had been in declining health for several months. We maintained contact with him through his loyal son, **Jim**, who had the sad duty to tell me that Earle died with his family at his side. Earle was a very special individual within the Lincoln Motor Car Foundation as well as the Lincoln and Continental Owners Club and Lincoln-Zephyr Owners Club.



Most of us are still reflecting on the wonderful 2022 Lincoln Homecoming, which recognized the centennial of Ford Motor Company's acquisition of the Lincoln Motor Company in 1922. The main celebration was held at the Lincoln Motor Car Heritage Museum, but there were optional events in Dearborn prior to weekend events at the museum. Attendees came from as far away as Finland and Norway to enjoy this special week of activities.

During the Dearborn portion of the Homecoming, a dinner was held at The Henry Ford Museum. Underscoring the fine working relationship that exists between the LMCF and the Lincoln Motor Company, **Joy Falotico**, Lincoln President, presented a check for \$100,000 for the LMCF Endowment Fund. When the Foundation began, such a relationship was envisioned, and that relationship has grown closer in recent years. We have truly become a resource for one another.

I was very impressed with the donation of three Lincolns during this year's Homecoming. You'll read more about them elsewhere in this issue, but I must again thank the donors: **Ed and Pam Avedisian, Tom Brunner** and **David Rehor**. How kind and thoughtful of them!

I'm taking the last drives in my Lincolns for this driving season. For those of us in the northern parts of the United States, winter weather will all too soon be upon us. This year, I took my 1931 Lincoln sport phaeton on two trips, both to Michigan—for the 2022 Lincoln Homecoming and the annual Old Car Festival at Greenfield Village. I'll spend the upcoming winter months doing necessary maintenance and making the cars ready for 2023.

Year end is approaching—an excellent time to make your gift or bequest to the LMCF Endowment Fund, which ensures the continued operations of our museum. Our museum is the only one that celebrates the heritage of the Lincoln motorcar. Contact LMCF Treasurer **Bruce Kopf** or an LMCF trustee for details.

*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 2023 Lincoln Homecoming will be held on August 11-13. Mark your calendar!

# Lincoln Enthusiasts Celebrate 100th Anniversary of Ford Motor Company Acquisition of Lincoln

Lincoln enthusiasts came from as far away as Norway and Finland—and from throughout the United States and Canada—to celebrate the centennial of Ford Motor Company’s purchase of the Lincoln Motor Company. Although most auto historians know that the Lincoln Motor Company was founded in 1920 to build automobiles, Ford Motor Company chose 2022 to celebrate the brand’s centennial because Ford had acquired Lincoln in February 1922.

The primary celebration took place on August 10–14 at the Lincoln Motor Car Heritage Museum in Hickory Corners, Michigan, but was preceded by optional pre-Homecoming events in Dearborn, Michigan, on August 7–10.

In Dearborn, the celebration began on Sunday evening, August 7, with a house tour and light supper at Fair Lane, the home of Clara and Henry Ford, which was built in the Prairie



■ *Lincolns of all ages were displayed in the parking lot of the Ford World Headquarters building on Wednesday morning before the pilgrimage to Hickory Corners.*

School, Scottish baronial style. **Edsel B. Ford II**, great-grandson of Henry and Clara, was on hand to tell attendees about the history of the house and to answer questions. By all accounts he was gracious and enthusiastic.

On Monday and Tuesday, attendees visited the home of Edsel and Eleanor Ford, which included lunch at the estate’s new visitor center. The center is actually larger than the home and contains many artifacts and photos not previously on display. The Ford House was designed by Albert Kahn and built in the Tudor Revival style.

Attendees also toured The Henry Ford Museum & Greenfield Village and the Ford Motor Company’s Rouge Plant. On Tuesday evening a dinner was held at The Henry Ford Museum. Attendees heard from **Joy Falotico**, President of

the Lincoln Motor Company, who spoke about Lincoln Motor Company’s past, present and future. Ms. Falotico dazzled attendees when she announced that the Lincoln Motor Company was making a \$100,000 donation to the LMCF Endowment Fund. Following dinner, attendees were free to tour the museum.

On Wednesday morning, all Lincolns gathered in front of Ford World Headquarters for a display before departing that afternoon for the main celebration at the Lincoln Museum in Hickory Corners. Employees of Ford Motor Company, including the Lincoln Division, left their offices to view the nearly 125 cars on display. Among the visitors were Ford and Lincoln Motor Company executives **Jim Farley**, **Joy Falotico**, **Michael Sprague**, **Kemal Curic**, and many others.



■ *LINCOLN CHECK—Joy Falotico, President of Lincoln, presents a check for \$100,000 for the LMCF Endowment Fund to David Schultz, LMCF Chairman.*

Lincoln concept vehicles were on display inside the headquarters.

On Wednesday evening, attendees arrived in Kalamazoo in time for the weekly cruise-in on the Gilmore Car Museum campus. More than 950 vehicles of all types were in attendance.

On Thursday and Friday, participants enjoyed driving tours to historic Marshall, Michigan, the Kellogg Bird Sanctuary, the W.K. Kellogg Manor House, and the private automobile collection of **Bill Parfet**, grandson of Donald Gilmore.

Attendees were well-fed throughout the weekend. A barbecue dinner was held on Thursday evening, while Friday night's buffet dinner included an auction of Lincoln-related items (parts, literature, memorabilia) with the proceeds going to the LMCF Endowment Fund. All dinners were held in a large tent adjacent to the museum.

Saturday brought the car show—and, unfortunately, rain. Despite a steady downpour all day, the show featured automobiles representing all four major Lincoln clubs: the Lincoln Owners Club, the Lincoln-Zephyr Owners Club, the Road Race Lincoln Register and the Lincoln and Continental Owners Club, the latter serving as the host for the 2022 Lincoln Homecoming.

Among the many Lincolns on display was the oldest Lincoln extant, number 44—a Leland-built touring car owned by the Crawford Auto-Aviation Museum in Cleveland, Ohio.

Amazingly, of the 17 prewar Lincolns on display, three were KB LeBaron convertible roadsters—and a fourth was on display in the museum!

Saturday's finale gala dinner was moved from the outdoor tent, which had been the site



■ *Classic Lincolns in front of the W.K. Kellogg Manor House in Gull Lake, Mich.*



■ *WET SHOW—Lincolns and their owners braved the rain for Saturday's car show.*

of all previous events, to the Gilmore Car Museum conference center. The speaker was **Michael Sprague**, North America Director, Lincoln. Awards were presented by the LCOC to individuals who had their cars judged by LCOC.

One of the very unique Lincolns on display was a one-off 1929 Lincoln Aero Phaeton built for the 1929 Automobile Salon owned by **Stan Lucas** of Long Beach, California. It was announced during the weekend that the car would be placed on display in the Lincoln Museum.

The 2023 Lincoln Homecoming will be held in early August on the grounds of the Lincoln Museum.



■ *1978 Lincoln Continental Mark V Diamond Jubilee Edition at the Kellogg Manor House.*

LINCOLN LIBRARY UPDATE

# Telling the Lincoln Story...



BY JOEL DICKSON

A number of great donations have come to the LMCF library during recent months:

- **Charlie Berry** continues to donate items that are new to the library, including 1949 and 1950 data books; 1952-1954 seat cover catalog; 1983 Mark VI color and roof combinations, and advance edition product facts book; and a 2001 product portfolio.

- **Steve Brauer** donated 20 volumes of black-and-white factory photographs from 1921 through 1925, and 1929 through 1939.

- **Bill Combs** did extensive research on trim and color changes and donated a six-volume set of binders supported by Lincoln color and trim charts, pictures, and text copies from originals. This is a difficult subject to follow, with manufacturer color changes coming throughout the year on stock models, midyear models, and special editions. Years covered are 1936-2015.

- **Mike and Joan Denney**, on behalf of the Road Race Lincoln

Register, donated original and digital copies of the club's publication, *Viva Carrera!*, that they had on hand. It is a great beginning to acquire all that RRLR has published.

- **Dave Gunther** presented to the LMCF at the August Lincoln Centennial Homecoming a binder of written documentation beautifully illustrated with photos on the provenance of his 1933 Lincoln KB once owned by W.C. Fields. The car should now be home after being loaned to the Lincoln Motor Car Heritage Museum.

- **Brad and Kirsten Miners**, special Model A friends, donated Lincoln brochures from 1993 and 1994, two of which we did not have. They also donated a 2021 Pebble Beach Concours d'Elegance Program book, which has an article on the 1950-54 "La Carrera Panamericana" Mexican road race as well as two Lincoln ads—one for the Aviator and one for the Aviator Shinola Concept.

- **Jim Muller**, a trustee and Ford employee, continues to support the library with FoMoCo's generosity, including trim and color books, product portfo-

lios, and Lincoln memorabilia. Donated FoMoCo framed prints were instrumental in generating auction income at the August Centennial Homecoming, and some were saved for a possible future museum display. FoMoCo also generously donated Jim and Cheryl Farrell's new book *Ford Design Heritage, Zephyr to LS, 1936-2000* to the library.

- **Dave Rehor** donated a number of Lincoln items from the 1920s and 1930s, including salon catalogs, sales catalogs, production manual, photographs, salesman's manual and ads.

- **Michael Sprague**, trustee and Lincoln executive, donated on behalf of Lincoln the 2022 Pebble Beach Concours d'Elegance Program book, which features Lincoln and shows Edsel Ford on the front cover with his 1941 Lincoln Continental and a 1932 KB Murphy Roadster. It also contains an article, "Edsel Ford and the Design DNA of Lincoln," by Ted Ryan, Archives and Heritage Brand Manager, Ford Motor Company.

**Digital Library:** Currently, design and flow work is being tested on the pages needed to enter the digital library, and

good progress is being made as we continue to work toward moving the project forward.

**Library Project:** Back in 2018, the LMCF library was asked to furnish historical photos to support a Motor Cities Wayside Exhibit Program sign that was being planned for the Lincoln Motor Company office building and plant that was located at the intersection of Warren and Livernois in Detroit. The site is now owned by DTE Energy, who sponsored the exhibit. Being in Dearborn, not too far away, I drove to the location and took some photos of the sign, which includes three items furnished from the library

with credit given to the Lincoln Motor Car Foundation. To learn more about this unique program, go to MotorCities.org.

**Registrar:** Interesting Lincoln artifacts recently donated include:

- **Greg and Sandra Bilpuch** donated a Lincoln greyhound that is a replica of the mascot used on Lincoln vehicles in the 1920s and 1930s. Standing 34" high and 62" long, it was commissioned by FoMoCo for the top of a huge birthday cake at the 75th anniversary of the Lincoln Motor Company in 1995.

- **Joe Serra**, as well as donating his 1977/78 Lincoln Mark V, donated three of six pen-and-

ink sketches from the 1980 VIP folder that includes a Continental Mark II, Mark IV, and Mark V.

The LMCF continues to be grateful for all donations and support to help make the library unique and special in its focus on Lincoln history and the Lincoln brand. It is only through the generous and thoughtful donations of others that we can succeed.

If you are interested in possibly donating Lincoln literature and want to know more details, please contact me, Joel Dickson, Chair, Archive/Library Committee, at s.s.cejay@hotmail.com. I would enjoy answering your questions.



■ This informative historical marker now stands on the former site of the Lincoln Motor Company administration building and factory at the corner of Warren and Livernois Avenues in Detroit. The sign was placed by DTE Energy, formerly Detroit Edison, which has owned the property since 1952. The sign is part of the Motor Cities Wayside Exhibit Program.



■ The maroon 1941 Lincoln-Zephyr Convertible Coupe donated by Ed Avedisian (center) takes its place on the museum floor opposite the Jack Eby 1940 Continental (left) and next to the 1938 Zephyr Convertible Sedan, 1936 Zephyr Coupe-Sedan, and 1937 Zephyr Coupe.

## Lincoln Motor Car Heritage Museum Report

BY JIM BLANCHARD

Year 2022 has proved to be an exciting year for your museum—the 100th anniversary of the Ford Motor Company purchase of Lincoln proved to be an energizing factor that spurred tremendous interest and support.

Financial donations are up and continue apace. Donations of Lincoln automobiles were particularly strong in both quality and quantity. **David Rehor** was recognized at the Homecoming with his 1931 Lincoln sport phaeton—it is nearing completion and it was wonderful to have it at the event to get a glimpse of this generous donation. **Ed Avedisian's** beautiful maroon 1941 Lincoln-Zephyr Convertible Coupe arrived in time to be placed near the **Jack Eby** 1940 Lincoln-Zephyr Continental, providing a thought-provoking contrast of these early Zephyr and Continental models. Thank you, Ed Avedisian! **Tom Brunner** donated his 1942 Lincoln Custom Limousine and it, too, was on display. This model is exceedingly

rare, and we are grateful to Tom for his continued support of our museum. We also received a 1990 Lincoln Town Car from **Dennis Oliver**, an important addition since it was the 1990 *Motor Trend* Car of the Year.

Trustees at the Homecoming in Dearborn were approached by **Joe Serra** of Brownstown, Michigan, who had possession of a family-owned 1977 Lincoln Continental Diamond Jubilee Edition that was used in the original brochure! We were all stunned by this pristine, low-mileage survivor, and quickly accepted his offer to donate it to the Foundation. As of this report, it is resting safely on the museum floor. We are grateful to the Serra and Walling families for this fine donation.

We have also benefited greatly from some fantastic vehicle loans, most notably **David Gunther's** 1933 Lincoln LeBaron convertible roadster (owned new by W.C. Fields) and **Stan Lucas's** one-off 1929 Lincoln LeBaron Aero Phaeton. These loans greatly

enhance our overall cachet. The Lincoln Camp Car continues on display, courtesy of the Henry Ford Museum.

The museum's collections committee met recently to discuss donation strategy to make certain we take advantage of quality donations in a manner that is consistent with National Association of Automobile Museums (NAAM) guidelines. This ensures and directs us to operate and accept donations in the most professional way possible. This is especially important as the pace of donations will only increase in the coming years. These are exciting times for the museum as it matures into something stronger and greater with each passing year—we are all blessed to be a part its enduring nature. Thank you for your ongoing support of the Lincoln Motor Car Foundation!

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



# Centennial Timepieces from Lincoln and Shinola

**D**ETROIT, MICH., August 5, 2022—Two Detroit-based brands, both with a passion for design, are once again teaming up to create two timepieces—a testament to both brands’ craftsmanship and attention to detail, marking Lincoln’s centennial celebration.

This collaboration builds off the success of last year’s Aviator Shinola® Concept. The Shinola Runwell® styles—Shinola Runwell Sport Chronograph and Shinola Runwell Automatic—will have a limited run of 500 each.

“As we celebrate 100 years with another iconic brand who is equally committed to craftsmanship, design and artistry, we are proud to showcase our combined approach to luxury with these Shinola watches—a memento to mark Lincoln’s anniversary,” said Michael Sprague, North America director, Lincoln.

Both timepieces feature the Lincoln logo engraved on the case back at 6:00 and come with a custom Lincoln 100 Years wooden Shinola watch box. The Shinola Runwell Sport Chronograph features a custom Lincoln branded second sub-eye, beautifully crafted on a 48-millimeter men’s timepiece. With rose gold detail on the bezel as well as black and rose gold dial and hands, the look mirrors the copper accents used in the Aviator Shinola Concept. An available leather strap also sports the Lincoln logo stamped on the tip.

“Shinola and Lincoln both have a reputation for design excellence and a pursuit of



craftsmanship and quality. Our Runwell Chronograph and Runwell Automatic celebrate the Born in Detroit heritage both brands share, and the commitment to build products that last and are loved over a lifetime,” said Ruthie Underwood, vice president of creative design, Shinola. “We’re honored to partner with Lincoln on this project.”

The Shinola Runwell Automatic timepiece features a custom Lincoln branded seconds

sub-eye with a polished stainless-steel case and black leather strap with the Lincoln logo stamped into the tip. The 39.5-millimeter unisex watch features a matte black vellum-textured dial and rose gold numbers.

Browse the collection of collaborative timepieces and special 100 Years merchandise collection at <https://merchandise.lincoln.com/lincolnretail/shop/lincoln-100-years>, and for redemption through Lincoln Access Rewards.

# The Model L100 Concept: Lincoln's Future Vision



**P**EBBLE BEACH, CALIF., August 18, 2022—With a nod to the past while looking toward the future, Lincoln reveals its vision for mobility with the debut of the Lincoln Model L100 Concept.

Debuting at Pebble Beach Concours d'Elegance, where Lincoln was the featured marque as part of the brand's 100th anniversary, the Model L100 Concept pushes the boundaries of Lincoln's Quiet Flight design to create connected experiences that reimagine the ultimate vehicle sanctuary of tomorrow.

"Lincoln has been one of the most enduring and stylish automotive brands in the world and in many ways, it is perfectly positioned for a second century defined by great design, zero-emissions and technology-led experiences," said Bill Ford, executive chair, Ford Motor Company. "Lincoln has always been special to me and my family, especially my father and my grandfather. If there is one secret to Lincoln's longevity, it is the brand's ability to balance its core

values with a desire to innovate and create the future."

With alluring beauty that captivates upon approach, the L100 concept embraces the tension between exuberant elegance and subtle restraint. The sleek design is aerodynamic, and the transformable space allows the Model L100 to create human connection in a sanctuary that is truly Lincoln.

"We are at a special moment in our history. Over the last 100 years, Lincoln has pioneered multiple innovations and pushed the boundaries of design that have come to define our brand as we know and love it today," says Joy Falotico, president, Lincoln. "With the Model L100 Concept, we reimagine what the Lincoln sanctuary might look like for our clients of tomorrow moving us forward to define the next chapter of the Lincoln story."

## ADVANCING THE TECHNOLOGY OF THE FUTURE

Imagined as an autonomous vehicle with an intelligent driv-

ing experience, connectivity and software-driven innovations, the Model L100 Concept advances Lincoln's vision and paves the way for the brand to rethink mobility in the future.

The Model L100 Concept uses next-generation battery cell and pack technologies, which will deliver game-changing energy density and enable efficient, structural integration by treating the entire vehicle as a system. The advanced approach will not only help deliver elegant design, but also maximize the interior cabin space, giving designers new flexibility to create the signature Lincoln experience of the future.

"Concept vehicles allow us to reimagine and illustrate how new experiences can come to life with the help of advanced technologies and allow our designers more creative freedom than ever before," said Anthony Lo, chief design officer, Ford Motor Company. "With the Model L100, we were able to push the boundaries in ways that evolve our Quiet Flight brand DNA and change the way we think

about Lincoln designs of tomorrow.”

An interactive, center console chessboard features a jewel-inspired chess piece controller that captures light and depth by redefining the vehicle controls inside the cabin. The controller replaces the traditional steering wheel in this autonomous concept vehicle, making the vehicle experience intuitive and effortless.

Driver-centric and social seating configurations allow for passenger engagement that can be tailored for the occasion. Shaping the space in ways that allow connection, the front row seats can be flipped forward to create a social setting, in which front passengers can sit across from rear passengers. The transformable environment creates a more accommodating setting, giving the feeling of a true third space.

### TRANSCENDING THROUGH SPACE AND TIME, INSIDE AND OUT

Tail-down, relaxed and sleek, the aero-shaped design is low to the ground, seamless and flush in its details with a K-tail execution efficient in guiding the air over the vehicle.

Arriving with elegance, the glass roof and reverse-hinged doors lift to give a true sense of ceremony and welcome, with the signature Lincoln Embrace. Smart wheel covers help to advance the Embrace even further, utilizing lighting and sensors to communicate motion, battery life and human presence.

The advanced, intuitive lighting creates an orchestrated symphony of lights both inside and out—augmented to the senses in ways that create a personalized experience for passengers.



Welcoming in a more human way, the Model L100 senses the client upon approach and enables the light symphony to follow the client around the vehicle by leveraging an advanced, artificial intelligence system and GPS sensors to curate the experience.

Imagined with accents of amethyst in a recycled sueded fabric, designers envisioned the Model L100 cabin with animal-free materials and luxury alternatives. On the exterior—designers used metallic paint and frosted acrylic in lieu of chrome with a satin digital ceramic tricoat—highlighting a warm, soft white that transitions into cool, open-air blue.

The entire interior has been designed to create an immersive environment. The digital floor, canopy and ambient lighting all harmonize to create a personalized experience that can enhance your mood. Orchestrated like a fine-tuned symphony along with interior lighting that harmonizes with sound, scent and touch, the digital floor transports passengers to the sanctuary of tomorrow.

### A NOD TO HISTORY

The Model L100 Concept celebrates the brand’s design heritage and harkens back to the 1922 Model L which was built after Ford Motor Company’s purchase of Lincoln. The 1922 Model L was highly regarded for its outstanding engineering, serving as the foundation for the design transformation and the beginning of Lincoln luxury.

A crystal-inspired greyhound hood ornament, originally selected by Edsel Ford in the 1920s, symbolizes grace, elegance and speed and is visible through the transparent hood, capturing depth and illumination.

“This concept allowed us to design a new experience that is unburdened by past limitations and represents an evolution of our Quiet Flight tenets,” said Kemal Curic, global design director, Lincoln. “The ultimate expression of our Model L100 design is one that moves effortlessly—a vehicle that appears to be sculpted by the wind, as if friction does not exist.”

## John and Isabell Fischer: Lincoln Enthusiasts, LMCF Supporters

“I just seem to be attracted to Lincolns,” said **John Fischer**, of Baltimore, Maryland, a long-time major supporter of the Lincoln Motor Car Foundation. With eighteen Lincolns in his garage, one would have to agree with him.

John and his wife, **Isabell**, became major contributors to the Lincoln Motor Car Foundation starting several years ago, stating, “We are very happy to support the establishment of a Lincoln museum. It’s the right thing to do.”

The Fischers’ collection includes Lincolns from nearly every era. The oldest is a 1928 Lincoln cabriolet, and the newest is a 1994 Lincoln Continental Mark VIII convertible.

“My first Lincoln was a 1967 Lehman Peterson limousine,” recalled John, “and from there things just grew.”

He especially enjoys Lincolns with a unique history, such as his 1946 Lincoln Continental convertible (a documented Indianapolis 500 pace car), a 1950 Lincoln Cosmopolitan limousine built for the Truman White House, and 1969 Lincoln limousine built for Jackie Gleason. John has also collected Lincoln and Lincoln-Mercury signage.

“I believe I have just about every sign that was created for use in Lincoln and Lincoln-Mercury dealerships,” he said, “and I still enjoy looking for Lincoln memorabilia.”

Other automobiles in the Fischer collection include these:

- 1935 Lincoln Brunn convertible victoria
- 1939 Lincoln-Zephyr convertible sedan



■ *John and Isabell Fischer*

- 1941 Lincoln-Zephyr convertible
- 1951 Lincoln Cosmopolitan convertible
- 1954 Lincoln Capri convertible
- 1957 Continental Mark II
- 1957 Lincoln Premiere convertible
- 1958 Lincoln Continental Mark III convertible
- 1959 Lincoln Hess & Eisenhardt limousine
- 1961 Lincoln Continental convertible
- 1967 Lincoln Continental convertible
- 1969 Lincoln hearse

When not enjoying his Lincolns, John remains active in his company, which he founded nearly 50 years ago. J.F. Fischer, Inc., is a family-owned mechanical/HVACR service contractor that has successfully completed a wide range of construction projects, both in the public and private sector, including commercial, industrial, governmental, institutional, hospitality, cor-

rectional, healthcare, laboratory and research, educational, water/wastewater treatment and entertainment.

John also owns a related complementary company, Power and Combustion, Inc., which provides quality mechanical construction and 24-hour HVAC/boiler burner service to general contractors, construction managers, government agencies and private owners.

Over the years he has also been active in his industry’s trade associations, serving in leadership positions. John also brought his children into the company and they are playing an active role today.

“I’m still working every day,” said John, “but their involvement frees me up to pursue my favorite hobby—Lincolns.”

Thank you, John and Isabell Fischer, for your support of the Lincoln Motor Car Foundation and the Lincoln Motor Car Heritage Museum.

# Remembering Chris Ritter, AACA Library Director

**C**hris Ritter, Library Director of the Antique Automobile Club of America, died on September 26 following an accident while playing golf with his father. He was struck by a tree branch.

For many years the AACA Library has been the repository of the LMCF's collection of Lincoln advertising materials and books. Chris worked closely with LMCF registrar Joel Dickson, and several LMCF trustees enjoyed a working relationship with him.

He was the husband of Tamara G. (Meyer) Ritter, with whom he had celebrated 15 years of marriage on June 8. Chris, a son of David A. Ritter and Stephanie A. (Williams), wife of Leon Jefferson, was born in Reading, Pennsylvania. In addition to his wife, he is survived by his two sons, Pierce D. Ritter and Case J. Ritter; a sister, Holli A. Artim; and a brother, Josh G. Kunsman.



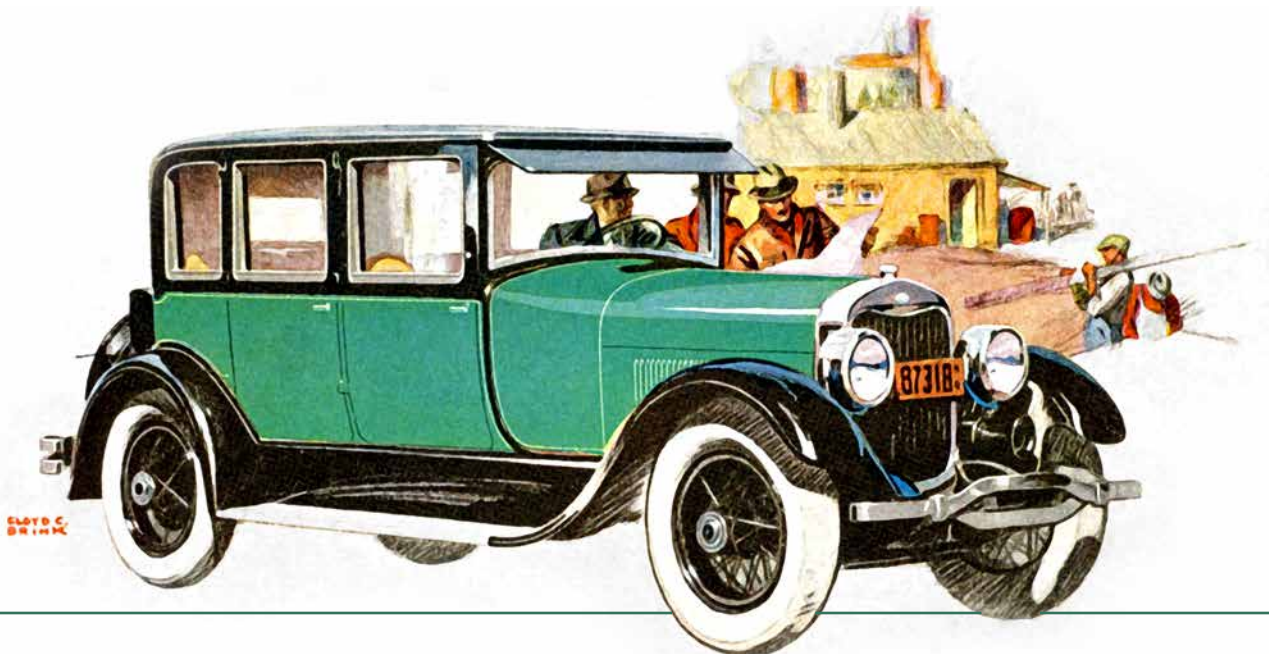
■ *Chris Ritter*

His sons were his world, and he loved nothing more than making them laugh and smile. Chris was a 1997 graduate of Wilson Senior High School; he received a Bachelor's degree from Bloomsburg University

and a Master's degree from the University of Pittsburgh.

Chris had a passion for old vehicles of many kinds, and he enjoyed helping those at his library find just the right information they were looking for. Chris never sat still, and was happiest when he was elbow-deep in a project. Chris had many hobbies that included, but are not limited to, restoring, fixing, and driving old cars and vehicles, caring for bonsai, roasting coffee, fishing, woodworking, airplanes, playing golf with his dad and son Case, and playing guitar with his son Pierce. Chris also appeared as the "Car Geek" on the television series *The Appraisers*. He was good at every hobby he tried his hand at, and strove to be the best at whatever he did. A celebration of life service was held on October 16 at Grimes Airport in Bethel, Pennsylvania.

Memorial contributions to an education fund established for his children may be sent to the Pierce and Case Ritter Scholarship Fund, 90 Frantz Road, Bethel, PA 19507. Online condolences may be made at the mortuary website, [www.lammandwitman.com](http://www.lammandwitman.com).



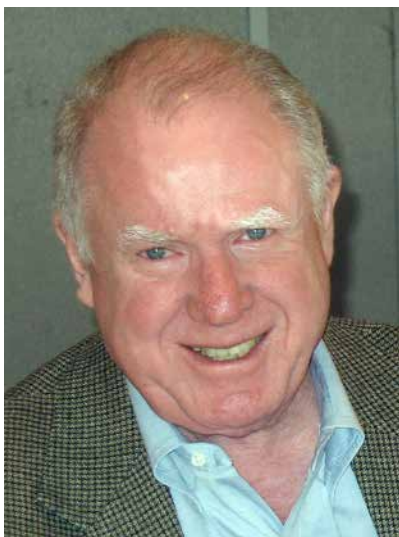
# Lincoln Lovers Mourn LMCF Stalwart Earle O. Brown, Jr.

**L**ong time LMCF trustee and officer **Earle Orvest Brown, Jr.**, passed away peacefully on October 27 following a long illness, with his family at his side. He was 93 years old and resided in McMurray, Pa. Earle was born on June 8, 1929, in Stockton, California, son of Earle and Edna Brown. Earle attended Lodi High School, graduating in 1947. During high school he met his wife-to-be, Jean Fleming, on a blind date.

Earle, who always had a love for cars and things mechanical, worked at various gas stations and car dealerships in the Stockton area after high school. In 1950 Earle and Jean were married in Carson City, Nevada. Beginning in 1951, Earle served in the U.S. Army for two years during the Korean conflict.

Soon after his discharge from the Army, Earle attended the University of California at Berkeley, graduating in 1957 with a degree in mechanical engineering. Immediately after graduation, he began a 35-year technical sales career with Alcoa Corporation. He worked in several sales offices, including San Francisco, Los Angeles, Charleston, W.V., and, finally, Pittsburgh, where he retired in 1993.

While in the Los Angeles office, his focus was on the aerospace industry, a major consumer of aluminum. He was involved in the sale of Alcoa aluminum used to cover the exterior of the vertical assembly building at Cape Kennedy, one of the largest buildings in the world by volume. In



■ Earle Brown

1969 he was branch manager of the Charleston, W.V., sales office. In 1977, Alcoa transferred him to the Pittsburgh office, where he worked until his retirement in 1993. He enjoyed music, theater, and traveling to Hilton Head, S.C., and California. Earle was active in Rotary International and prided himself in maintaining near-perfect attendance and becoming a Paul Harris fellow.

Earle loved everything automotive and began his collector car hobby while in Charleston. Starting in the early 1970s, he began to frequent many of the larger car part swap meets and became an expert in 1936-1948 Lincoln V-12 engines. He was active in several car clubs, including the Lincoln-Zephyr Owners Club and the Lincoln Continental Owners Club, where he held leadership positions for many years. While vice-president of the LCOC, he was part of the group

that changed the club's name to Lincoln and Continental Owners Club in order to expand and attract more members. Eventually, he relinquished his leadership positions in the clubs and shifted his focus to the then fledgling Lincoln Motor Car Foundation, where he served as a trustee and officer for many years until his death.

He is survived by his son, Jim (Mary Lynn) of Mt. Lebanon, Pa., and a grandson, James, who brought him great joy in his later years. He was predeceased by his parents and beloved wife, Jean. There will be no visitation. Private services and interment will be next spring in California, where he will be laid to rest with his wife, Jean.

“Early in Earle’s adult life, he developed an interest in Ford vehicles that progressed into a passion for Lincoln-Zephyrs,” said **Jack Eby**, LMCF chairman emeritus. “He enjoyed talking about courting his lovely wife-to-be, Jean, in his early Ford. Earle’s Zephyr interest progressed to the point of being a spark plug as an officer, president. He organized many Lincoln collector car organizations and shows. Never one to rest, he became a parts vendor primarily for Zephyr chassis and engine components. He was the ‘go-to guy’ for rebuilding an HV-12 engine and an expert on the ‘greasy parts.’”

“When his fellow Lincoln fans discussed forming a foundation to perpetuate and promote the Lincoln brand and share its history with the public, he not only zealously promoted the concept, he served as the first president of the foundation and was an early and generous financial contributor,” recalled Eby. “The current Lincoln Motor Car Heritage Museum is tangible tribute to Earle’s foresight and efforts. A true gentleman, a friend to many,

generous to a fault, he is already missed.”

“Earle Brown was a long-time LCOC member, attending many meets mostly with his impeccably restored Mark III,” said **John Talbourdet**, LCOC president. “Earle was also the ‘go-to’ person for Lincoln-Zephyr mechanical parts, collecting NOS and used parts as well as developing a group of people to reproduce unique Lincoln parts. Earle was a true gentleman who freely offered help and suggestions to the struggling restorer.”

“Earle was an ardent and generous supporter of the building



■ Earle Brown (left) was well known for his displays of Lincoln parts at swap meets all over the country.

of our museum and the early efforts to establish the Lincoln Motor Car Foundation,” said **Jim Blanchard**, LZOC president

and LMCF trustee and museum president. “He was an LZOC past president and had a particular passion for rebuilding the HV-12 engine that he turned into a business supporting restorers worldwide. Thank you Earle Brown, for your time, talent and financial support—our Foundation is stronger today because of you!”

“Simply stated,” said LMCF Chairman **David Schultz**, “Earle was a special individual who truly made a difference. The Lincoln Foundation and Museum were among his favorite causes and he generously supported them. He cannot be replaced.”

## October 2022 Annual LMCF Trustees Meeting

The LMCF annual board meeting was held on October 12, 2022, via teleconference in place of an in-person meeting in Hershey, Pa. (Note: Bylaw changes were approved to allow the LMCF board and membership meetings to be held electronically.) In 2022 the LMCF general membership meeting will be held in the 4th quarter on December 21 by teleconference in accordance with the bylaws. Details are with the voting ballot located in this Fall/Winter issue of *The Lincoln Link*. A bylaw change was also made, changing the general membership meeting to the third quarter of the year so the meeting could be held at the August Homecoming, allowing more members the opportunity to attend in person. It has been a tradition that the required annual meeting of the board be held immediately after the general meeting so that members can stay and be part of the any discussion. This tradition will continue, and

greater participation is welcomed.

Board trustees discussed the success of the 2022 Lincoln Homecoming. This year’s event included events in Dearborn as well as Hickory Corners. The board underscored its appreciation of a \$100,000 donation made by Lincoln Motor Company to the LMCF Endowment Fund. Lincoln executives **Joy Falotico** and **Michael Sprague** were especially noted for their support.

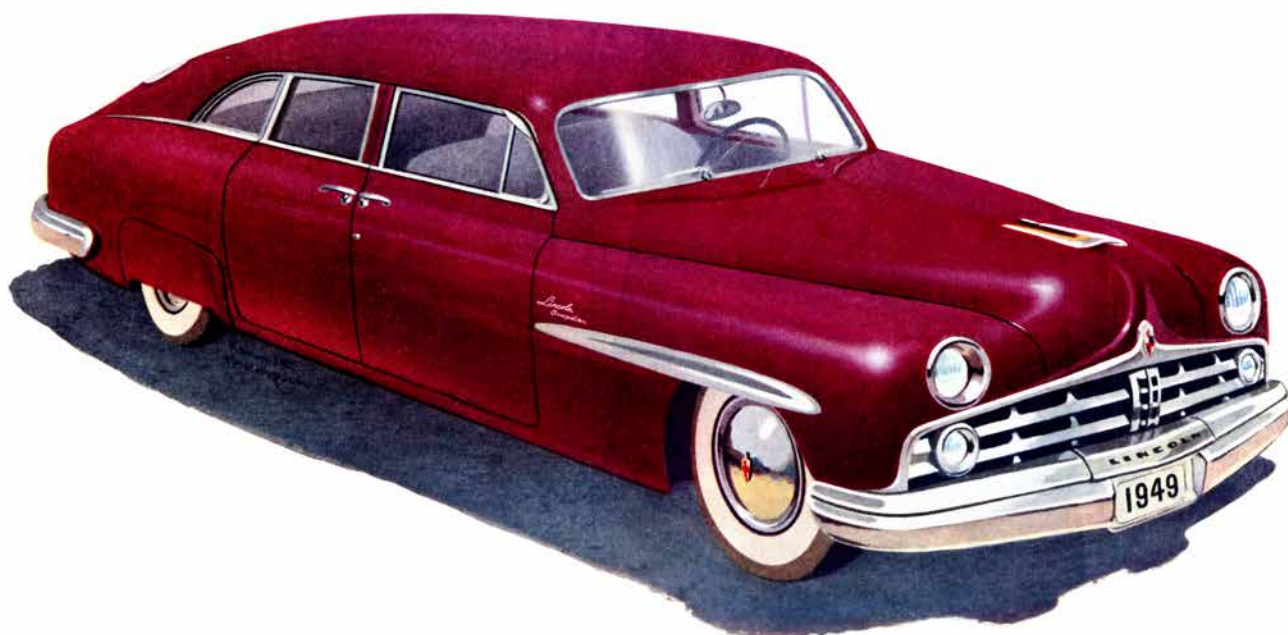
Despite challenges in the financial markets, the LMCF Endowment Fund has remained almost steady, at approximately \$1.6 million. The adjusted goal is now \$2 million. Donations continue to come in, and more are anticipated before the end of the year.

**Jim Blanchard**, head of the museum, reported that three Lincolns had been donated during the recent Homecoming and two more are on the way. They are: 1931 Lincoln sport phaeton by **David Rehor**; 1941 Lincoln-

Zephyr convertible coupe by **Ed and Pam Avedisian**; 1942 Lincoln Custom limousine by **Tom Brunner**; a 1990 Lincoln Town Car by **Dennis A. Oliver** (the 1990 *Motor Trend* Car of the Year); and a 1977/78 Lincoln Mark V Diamond Jubilee by the **Joseph Serra** family.

During the 2022 Homecoming it was also announced that a rare, one-off 1929 Lincoln LeBaron Aero Phaeton would be placed on loan to the museum by its owner, **Stan Lucas** of Long Beach, California, a strong financial supporter of the museum and owner of several significant Lincolns.

Two new trustees were recommended for election to the LMCF board: **Andrea Irby** and **Jerry Seibert**. Recommended for re-election were **Jim Ayres**, **Joel Dickson**, **Christopher Dunn**, **Dennis Garrett**, **H. Gene Nau**, **Paul Temple**, **Ray Theriault** and **Eric van den Beemt**. The election results will be announced on December 21.



## Lincoln Motor Car Heritage Museum & Research Foundation, Inc., Treasurer's Report

**L**incoln Motor Car Foundation's 2022 performance vs. budget for the first nine months of the year was a net gain of \$19,424, which was \$13,474 better than budget. Annual and Annual Sustaining memberships were below budget, but paid Life Memberships were better than budget. August Homecoming was very successful, netting about \$25,000, on a preliminary basis, compared to this year's increased budget objective of \$20,000 for the 100th anniversary.

Endowment Fund paid donations now total \$1,599,055, or \$1,605,955 including \$6,900 of pledges due. This includes two very significant donations that were announced during Homecoming—\$100,000 from the Lincoln Motor Company and \$50,000 from **Joyce Thams**, wife of the late **Richard Thams**.

The prior 12 months Endowment Fund income has now reached almost \$45,000, which helps offset the increased

Gilmore fee for operation and maintenance of the Museum. The operating agreement specifies that each year this fee will be adjusted by the prior November CPI, which increased 7.3% last year and is expected to be about 7% again this year. The remainder of the revenue needed for the other Museum operating expenses (utilities, insurance, etc.) is provided by the August Homecoming, the sale of merchandise, and contributions to the Ongoing Maintenance Fund and the Fabulous Fifty Fund.

Starting this year, all members of the four sponsoring clubs—LCOC, LOC, LZOC and RRLR—who were not already LMCF members, have been granted membership in the LMCF. Those who have provided their club an e-mail address will receive e-mail notifications and a link to read online each issue of *The Lincoln Link* and will be sent a ballot to vote in the annual election of the LMCF trustee candidates. If you are one of these

people, and want to contribute to the ongoing success and sustainability of the LMCF, please consider becoming an Annual (\$35/yr.) or Annual Sustaining member (\$100/yr.). You can do this on the "Join Us" page of the LMCF website with payment via PayPal, credit card or debit card, or by mailing a check to:

Cornerstone Registration, Ltd.  
PO Box 1715  
Maple Grove, MN 55311-6715

Donations of any amount are always appreciated. Those who would like to make a contribution in support of the Museum, Library or Foundation can use the "Support" page on the website with payment via PayPal, credit card or debit card, or by mailing a check to:

Bruce M. Kopf, Treasurer  
Lincoln Motor Car Foundation  
PO. Box 805932  
Saint Clair Shores, MI 48080

—Bruce M. Kopf  
[brucekopf@gmail.com](mailto:brucekopf@gmail.com)





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
- 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

# Order Your Lincoln Museum Merchandise

■ Several items are now available displaying the Lincoln Motor Car Heritage Museum logo. The items are a golf shirt, golf cap, sweatshirt, lightweight jacket and tumbler. All items can be purchased through the website: [www.LincolnCarMuseum.org](http://www.LincolnCarMuseum.org). Just click on "Merchandise." All items are high quality and are provided by a licensed supplier of the Lincoln Motor Company.

■ The Lightweight Jacket's unique design allows you to pack it into the lower-left pocket, making it easy to stow away in a backpack or glove compartment when you don't need it. But you'll really appreciate it when the weather takes a turn for the worse, with its water and wind resistant construction and roll-away hood. Lincoln Motor Car Heritage Museum logo in the left chest area. **\$30**



■ Durable, double-wall stainless steel vacuum construction with copper insulation, which allows your beverage to stay cold for 24 hours and at least 8 hours for hot beverages. The construction also prevents condensation on the outside of the tumbler. On-trend, durable powder coating. Push-on two piece lid with Tritan™ swivel closure. Wide opening for comfortable filling and pouring. Design features the spinning geometric bottom. 20 oz. **\$18**

■ This versatile Polo is a cotton-poly blend. Along with UV protection, its both moisture wicking and snag resistant. The polo has a dropped back hem, hanger loop inside the neck and tagless heat-transfer label. **\$40**



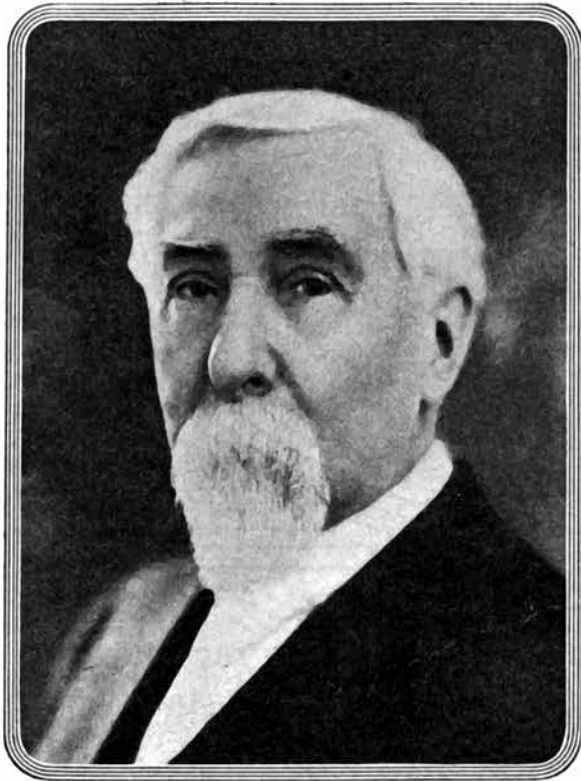
■ Low-profile six panel unstructured cap. Washed chino twill, fabric strap with antique brass sliding buckle, Lincoln Motor Car Heritage Museum Logo embroidered on front of cap. **\$15**



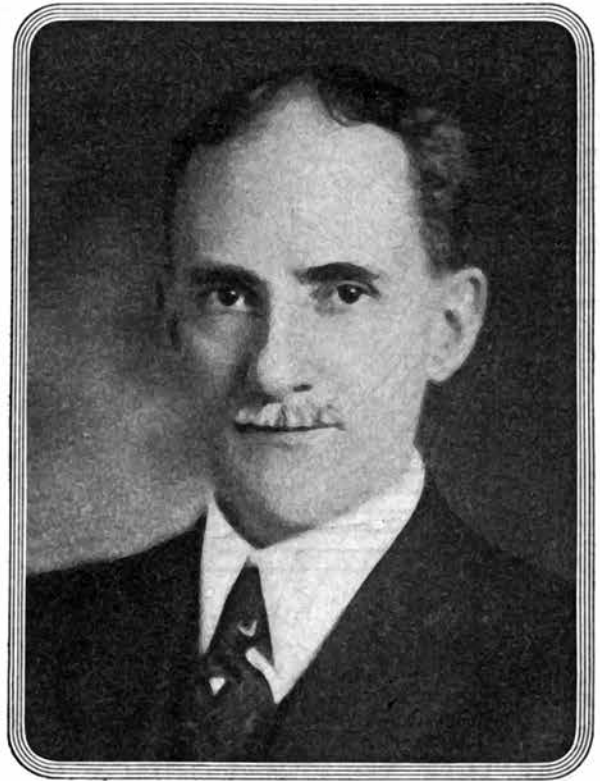
■ Stay warm in this full zip hooded sweatshirt featuring the LMCHM logo. 8 oz., 50% cotton, 50% polyester. Virtually pill-free with a high-stitch density for a smooth printing canvas. Double-needle coverseaming on neck, armholes and waistband; single-ply hood. Concealed seam on cuffs. Seamless body with set-in sleeves. Split pouch pockets; grommets and matching drawcord; aluminum zipper. LMCHM logo embroidered on left chest. **\$37.50**

# In Anticipation of a Motor Car

*Almost 2,000 Distributors and Dealers apply for Sales Franchise, and more than 1,000 individuals place orders for Lincoln Motor Company's new Leland-built car*



**Henry M. Leland**  
*President Lincoln Motor Company*



**Wilfred C. Leland**  
*Vice-Pres. and Gen. Mgr. Lincoln Motor Company*

It is doubtful whether any event in motor-dom has ever created such profound interest as the mere anticipation that a new motor car would be built by the Lelands and their splendid organization.

When, after the armistice was signed, and the Lincoln Motor Company—of which Henry M. Leland and Wilfred C. Leland were the chief executives—was completing its contracts with the government for the production of Liberty Aircraft Motors, it was only natural for the world to assume that these men would re-enter the field as makers of motor cars of the finer sort.

Notwithstanding the Lelands had made no announcement—in fact themselves had not determined upon their future activities—the offices of the Lincoln Motor Company became the Mecca of motor car distributors from all over the world.

These Distributors, most of whom were already handling cars of the better class, insisted upon filing applications for sales franchises and binding them with deposits.

Incidentally, one Distributor tendered a certified check for one million dollars (\$1,000,000.00) as a deposit, to evidence his good faith.

From one city there were 61 applications; from another 38; from another 37.

There is scarcely a city of size in America from which there have not been from one to a dozen or more Distributor's applications. From cities in the United States and Canada up to June 1, 1920, the applications totaled 1252.

And from across the seas, from nearly every country in the civilized world, the applications aggregated 123.

Of these, 13 were from England—where the esteem in which Leland standards and Leland ideals are held, is second only to the admiration in which those qualities are held in America. 8 were from Cuba; 9 from Argentina; 6 from Australia; 5 each from France and Spain; 4 each from New Zealand, Sweden, Norway and Hawaii. And they came from Russia, China, Japan, Straits Settlements, Union of South Africa, and from the uttermost corners of the earth.

To June 1, 1920, the Distributors' applications had reached the impressive total of 1375, not taking into account hundreds received since that date, nor the hundreds of applications made direct to Distributors by dealers in the smaller cities.

It will be seen therefore that we have been in position to select as our Distributors, the very cream of the trade, and to embark with a field sales organization in every way in keeping with the car itself, with the organization which produces it and with the class of citizenship to whom a car of the Leland-built type must naturally appeal.

And in not one single instance did the Lincoln Motor Company solicit a Distributor.

Nor was this all.

In addition to the Distributors' applications, more than 1000 individuals have placed orders with deposits, despite the fact that the Lincoln Motor Company had made no announcement concerning the details of its car, and, too, de-

spite the fact that the Company had not encouraged advance orders. There are also, in the hands of Distributors, hundreds of orders of which the factory has not been advised in detail.

Imagine, if you can, the attitude of these Distributors, who, solely through their faith in the Lelands, deliberately obligate themselves to merchandise millions of dollars' worth of motor cars.

Imagine the attitude of these clear-headed business men, representing the best citizenship of the land, who, with confidence in Leland ideals and standards as their sole incentive, coolly affix their signatures and place deposits, in order that they may be among the early ones to possess the new Leland-built cars—cars of whose price and details their knowledge was nil.

No matter whether it was to have one cylinder or ten; no matter whether its price was to be six hundred or six thousand dollars, these seemed to be of secondary importance.

But they knew the history of the men; they knew their records. They knew the Leland traits; they knew the Leland traditions—never to retrograde, never even to pause; they knew that the Leland vision was always forward.

So of one thing they were supremely satisfied. They were sure that if the Lelands built a car, it would be a car such as the Lelands know how to build; plus Leland progressiveness; plus what might logically be expected of Leland determination and Leland ability to achieve—and to surpass.

**LINCOLN MOTOR CO., DETROIT, MICH.**

# LINCOLN

In the two-passenger Coupe, Judkins has admirably interpreted the fleetness and power of the Lincoln in the sweep and symmetry of body lines.

LINCOLN MOTOR  
COMPANY  
*Division of*  
Ford Motor Company

