

The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE

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LINCOLN

MOTOR CAR FOUNDATION

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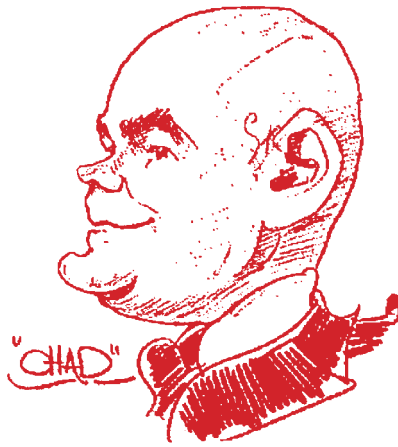
PUBLISHED SEMI-YEARLY

FROM THE EDITOR

■ WELCOME to the eighth year of publication of *The Lincoln Link*.

■ This issue begins with an article by Englishman Colin Spong who tells us about Lincoln cars used by Royalty. Possibly this is the first time this subject has appeared in print. Colin is well qualified to author this article; he has been around Lincolns for most of his life and has completed several heroic Lincoln restorations. He has amassed a large collection of Lincoln ephemera and supported a major literature dealer at European auto shows, making friends along the way. He participates in countless old car events in the US and Europe. He serves as Foreign Correspondent for the Lincoln Motor Car Foundation and has been active in Lincoln clubs for 35 years, a consummate Lincoln enthusiast indeed.

■ Marylander Larry Butcher heeded my call in the previous *Link* issue for stories of old Lincolns and submitted an account of his introduction to an old car and the vicissitudes of owning and restoring it. Many of us can relate to the events that engulfed Larry back then. Today, Larry owns a mint 1938 Lincoln-Zephyr Convertible Coupe, the early three-passenger version



with the short soft top, which he himself has totally restored. Who will be next to submit a story of their involvement with Lincoln automobiles?

The last time I saw him was in his newly added room at his Alexandria home, dedicated to his collection. In it, he was able to consolidate the collection, organizing it in the process. During that visit we talked about the acquisition and history of a very special presentation book for 1938 Lincoln model K cars, and he agreed to describe this for us in this issue. Sadly, Taylor passed away from leukemia in October of 2009, a few days before our next scheduled visit together. Taylor donated his



■ Taylor Vinson's big Lincoln presentation book was printed to sell works of art like this Lincoln LeBaron Roadster.

■ Bachelor Virginian Zachary Taylor Vinson was a serious lifetime collector of automobile sales literature, traveling extensively throughout Europe and the US to auto shows and unafraid to accumulate and invest in rare and desirable items. He was a lawyer for the US Department of Transportation and contributed to the development of items for passenger safety. Taylor was a friend of some forty years.

massive literature collection to the Hagley (Du Pont) Museum in Delaware.

■ The Foundation is enriched by three new Trustees, and you can learn about these worthy people on pages 14 and 15.

■ Until we meet again in the next *Link* issue, go do great things for the Lincoln Motor Car Foundation!

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■ Larry Butcher's '38 Lincoln-Zephyr Convertible has this swoopy profile.



Royalty on the Lincoln Road



BY COLIN SPONG
Ilford, Essex, England

THE LINCOLN was never an inexpensive car. It was designed to appeal to the discerning buyer who would probably be in one of the professions, possibly a senior company manager, one of the affluent self-employed, “old money” families, or even one of the newly wealthy movie stars. However, on the export markets the car not only found favour with similar clientele but also attracted what was left of the old European and Middle Eastern aristocracy and nobility. Their ranks had, of course, been drastically reduced over the years, and the First World War eliminated many that had previously survived. Nevertheless, as the 1920’s dawned, there were still a few of them with the resources and income to indulge in their accustomed lifestyle of luxury until the next war would claim most of those remaining. The old crowned heads and aristocracy of Europe were still able to indulge in the luxuries of life, and during this period the automobile was fairly high on the list of priorities. For those who could afford the very best, Rolls-Royce, Hispano-Suiza and Maybach were able to



■ *Queen Marie of Romania and her sister, Princess Alexandra of Hohenloe-Langenburg, prepare to embark for a jaunt in their c. 1927 Lincoln. This is the earliest extant example of a Lincoln being owned by European royalty.*

supply exactly what they wanted. However, for those who could not quite afford these extravagant cars, or who did not want to upset their subjects with such a public display of wealth, American cars were often seen as a good alternative. They were well built, would survive on poor roads where some of their European counterparts would fail, and they offered very good value for money—even after paying some of the punitive taxes demanded by protectionist governments that would double the price paid for the same car in the USA.

The earliest photograph I can find of a Lincoln owned by European royalty is that of a c. 1927 Lincoln being used by Queen Marie of Romania. The Romanian standard is on the flagstaff as Queen Marie and her rather stern-looking sister, Princess Alexandra of Hohenloe-Langenburg, pose next to the car while two servants await their orders. Queen Marie’s grandparents were Queen Victoria and Prince Albert of Britain, whose blood line we find permeating the entire European



■ *July 1941: Romania’s King Michael and General Antonescu review the troops in a 1939 Lincoln-Zephyr Convertible Sedan decked out for royal wartime use.*

monarchy of the 19th and 20th centuries. At the time of this photograph she would have been about 50 years old. After the death of her husband in 1927, she remained in Romania, writing several books, and died in 1938.

A second Lincoln owned by the Romanian royal family was a 1939 Lincoln-Zephyr Convertible Sedan. Readers of the LZOC magazine, *The Way of the Zephyr*, may remember this photograph being used in an article I wrote entitled “The Royal Lincoln-Zephyrs of Romania.” The photograph, found in Paris, bears this

inscription on the back: "King Michael of Romania and General Antonescu pass in revue of the troops before they leave for the front, 9 July 1941." The car has the very rare accessory windwings for the convertible body styles, big Bosch driving lamps, wheel trim rings, and blacked-out headlamps. At the time I wrote that article, I was in contact with King Michael, who confirmed that this was his personal car, which he kept until 1944. When he settled in Switzerland after the war, he had another 1939 Zephyr, this time a four-door sedan. Today, at age 87, he still lives in Switzerland and remains a car enthusiast, with a collection of several jeeps, mostly rare early ones.

The splendid and rare 1938 Lincoln-Zephyr Convertible Coupe type 760B that is pictured below is being used by Queen Wilhelmina of the Netherlands

as she inspects the 1st Division of the Dutch Army at Assen on 29 August 1946. The car does not belong to the Royal fleet; it was registered to a Mr. P. van Dusseldorp, with an address in the province of Utrecht, so we can assume that it was pressed into service for the occasion as the most suitable open car available at that time. It has modified headlamps with French Marchal conversions; these were commonly fitted to Lincoln-Zephyrs sold new in France. The "pop out" direction indicators on the cowl show that the car was an original European delivery, while the hubcaps are clearly not Lincoln. Perhaps the car has had a hydraulic brake conversion utilising 1939 style wheels with an unknown hubcap. However, it had obviously survived the war in Europe, probably by being hidden away from the marauding German army, but in all

probability it would be scrapped in the early 1950's as new cars became available.

Queen Wilhelmina was a popular monarch, but she had a stern dislike of the British, who had annexed the South African republics of Transvaal and the Orange Free State in the Boer War. The Boers were descendants of the early Dutch colonists, to whom Wilhelmina felt closely linked. Nevertheless, in 1940 Wilhelmina and her family were rescued by the British Navy after the German invasion and she set up a government in London. Wilhelmina may not have owned this Zephyr convertible, but she did own a 1946 Lincoln that she kept at her home in England. The car had British licence plate number DJB 470, was chassis number H140675, and is assumed to have been a right-hand drive car. It passed through a succession of later owners, finally being scrapped in 1962.

Still staying with the Dutch Royal Family, the next photograph, taken sometime between 1938 and 1940, shows Wilhelmina's son-in-law, Prince Bernhard, as an army officer inspecting the troops. The 1938 Lincoln-Zephyr Sedan has the same Marchal headlamp conversion and the cowl-mounted direction indicators. It also has a flagstaff mounted on the front bumper with a flag,



■ August 1946: Queen Wilhelmina of the Netherlands stands regally in a 1938 Lincoln-Zephyr Convertible Coupe apparently borrowed especially for this troop inspection at Assen. The eight-year-old Zephyr shows a number of modifications typical of American cars built for European delivery (see text above). Wouldn't it be nice if this car still existed?





■ *The 1938 Lincoln-Zephyr Sedan photographed with Prince Bernhard of the Netherlands (oval) appears to have a royal flag mounted on the front bumper, as well as the usual lighting enhancements wrought on European Zephyrs.*



but the flag itself is indistinct. We can assume that it is Prince Bernhard's standard. The paint on the car appears to be light in colour, so it is unlikely that it is an Army car, which we can assume would be olive drab.

Prince Bernhard was also evacuated to Britain and went on to log over 1,000 flight hours with the Royal Air Force, flying missions over occupied Europe in B-24 bombers. He also flew Spitfire fighter planes, wrecking two of them during landings. Meanwhile, he built a reputation as a reckless driver; he was severely injured in a 100 mph car crash in 1938 and was nearly killed in a boating accident.

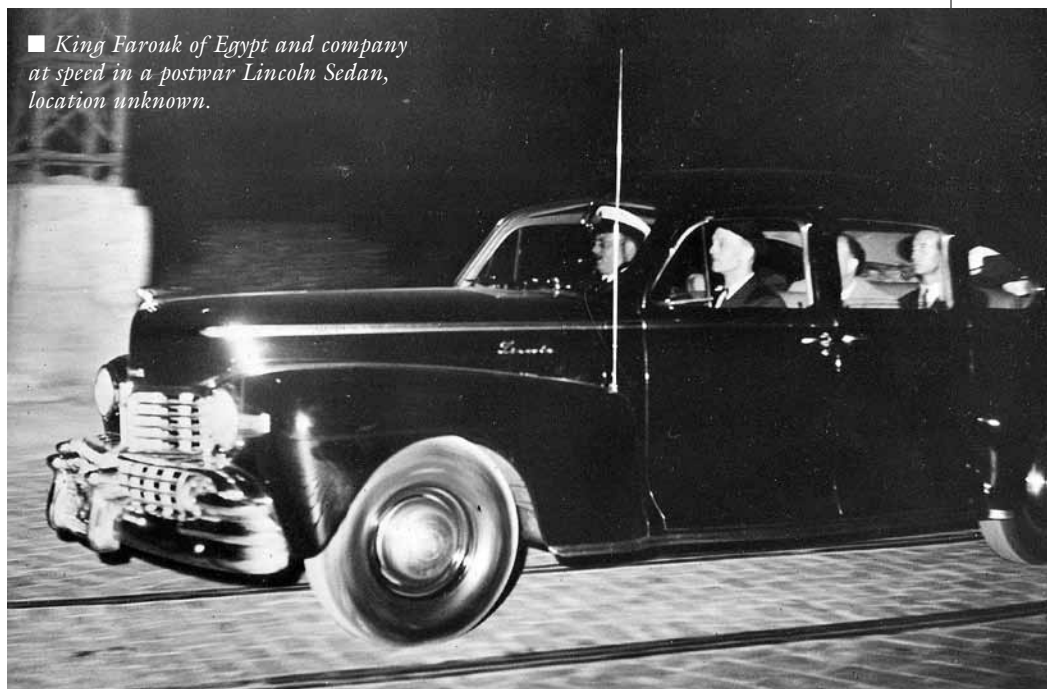
For his 16th birthday, King Peter of Yugoslavia received a 1939 Lincoln-Zephyr Convertible Sedan. No expense was spared on the gift, as the car was equipped with whitewall tyres, wheel trim rings and ultra-rare wind wings. Alas, King Peter did not have much time to enjoy his car; Yugoslavia was attacked by the German forces in April 1941 and he was forced to leave the country, moving first to Greece, then to Jerusalem, and finally to England, where he completed his education at Cambridge University and joined the Royal Air Force. While still in exile,

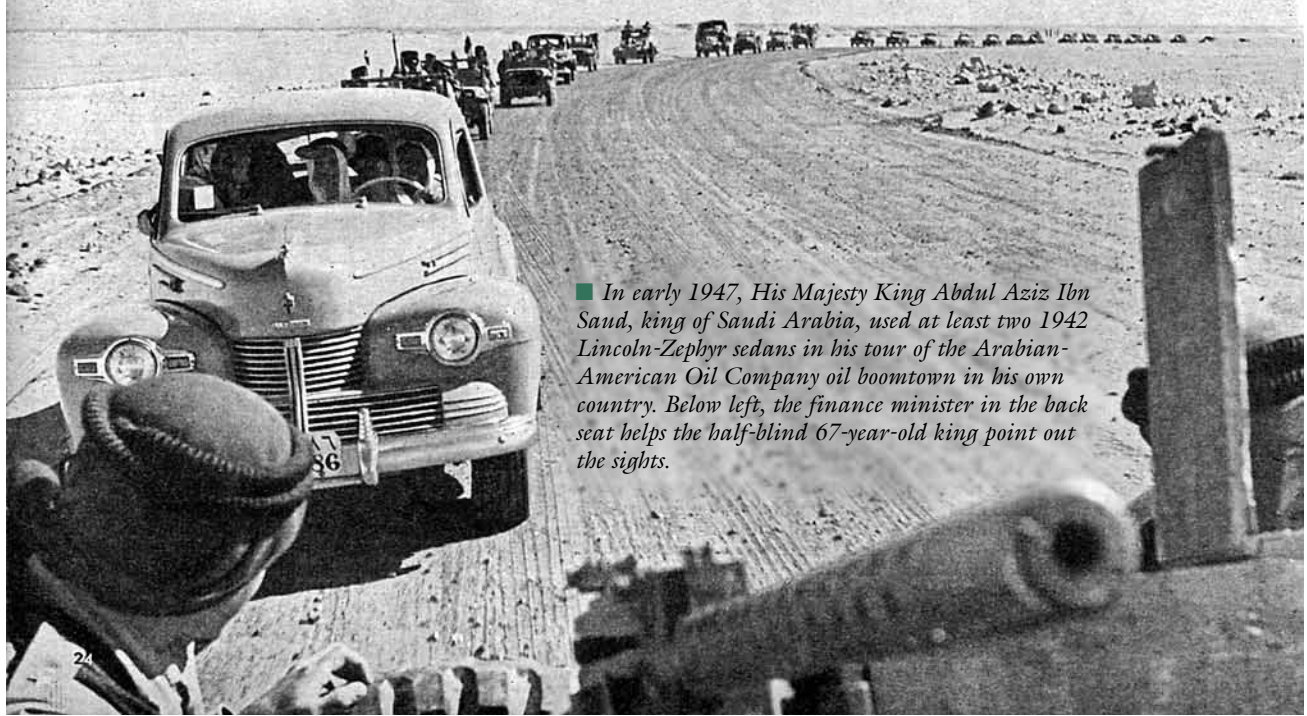
Peter was deposed in November 1945 and settled in the USA. He died in Denver in 1970, the only European monarch to be buried in America. Doubtless his Lincoln fell into the hands of the occupying forces and served some high-ranking officer until an unobtainable mechanical part failed or it was destroyed in action.

For our next monarch we

move away from Europe to the Middle East, and we find King Farouk of Egypt, who was well known for his love of the glamorous royal lifestyle. He had thousands of acres of land, dozens of palaces and hundreds of cars, and would today be styled a playboy. Among his stable of cars we find at least two postwar Lincolns. The night photograph of the 1947/8 Lincoln sedan is a press photo found at a Paris flea market, showing the car at a possible railway location with a steel tower in the background and railway lines under the car. Farouk was deposed in 1952 and

■ *King Farouk of Egypt and company at speed in a postwar Lincoln Sedan, location unknown.*





■ In early 1947, His Majesty King Abdul Aziz Ibn Saud, king of Saudi Arabia, used at least two 1942 Lincoln-Zephyr sedans in his tour of the Arabian-American Oil Company oil boomtown in his own country. Below left, the finance minister in the back seat helps the half-blind 67-year-old king point out the sights.



spent the rest of his life in exile, first in Monaco and later in Italy. He weighed some 300 pounds when he died at a restaurant in 1965 while indulging his taste for fine cuisine.

While considering the Middle East, I wanted to include the photographs on this page of King Abdul Aziz Ibn Saud of Saudi Arabia being shown around the Arabian-American Oil Company facilities at Dhahran in 1947. For this tour the company is seen using at least two 1942 Lincoln-Zephyr Sedans. King Saud was said to have a daily income of \$44,000 at that time, and was the most powerful absolute ruler in the world.

The royal families of the Nordic countries also liked American cars, and several of

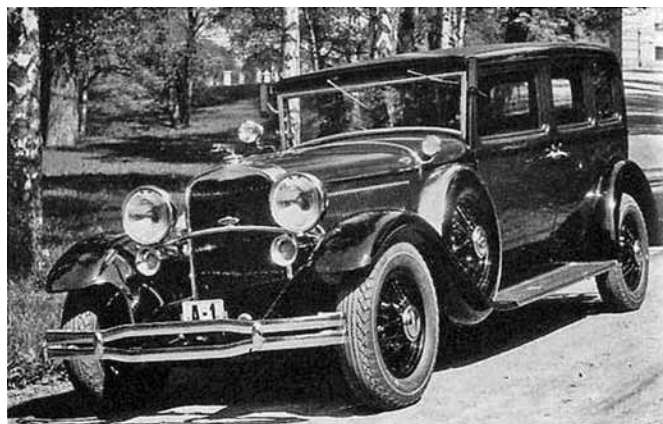


U.S. Naval Historical Center

them were Lincoln owners. King Haakon was the first king of Norway after the 1905 dissolution of the union with Sweden. He won great respect and affection of his people and played a pivotal role in uniting the Norwegian nation in its resistance to the attack and five-year-long Nazi occupation during World War II. Haakon's Lincoln is a 1931 K that he used for many years until his death in 1957. It is still in the hands of the Norwegian royal family

today and has at times been sent to England for maintenance and restoration work. It is rumoured that King Haakon was also the original owner of a 1937/8 Lincoln K with a semi-collapsible cabriolet body by Brunn that was in later years displayed in a Dutch museum, later to be sold at auction. This would be a very rare car—there can't have been more than one shipped to Norway.

Swedish royals also liked Lincolns, and here we see Prince Carl Johan with his 1936 Zephyr. It is interesting to note

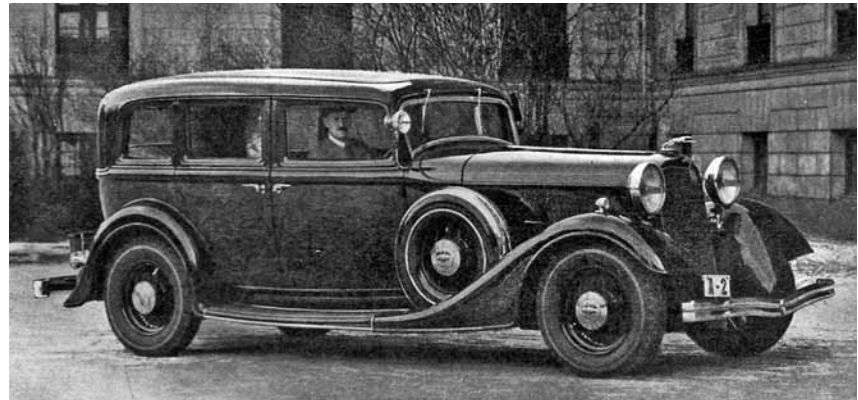


■ Above, Sweden's Prince Carl Johan with his '36 Lincoln-Zephyr Sedan; at left, the 1931 Lincoln K sedan of Norway's King Haakon, still owned by the royal family.

that the car is left-hand drive, just like an American domestic model, although the Swedes drove on the left side of the road until 1967. How do we know that it is left hand drive? Ah, by the door lock cylinder, which on a 1936 Zephyr is always on the kerb side. Today, at age 93, Prince Carl Johan is the only surviving great-grandchild of Queen Victoria of England.

Prince Bertil of Sweden was a car enthusiast, too, and either owned or used a 1939 Zephyr sedan with diplomatic licence plates. American cars were very popular in Sweden, and over a five-year period between 1936 and 1940, some 540 were imported.

Doubtless there were other monarchs who either owned or used Lincoln cars. It would be interesting to hear of any documented sightings, but for now, this concludes a brief look at some of the royal figures in world history who enjoyed the Lincoln.



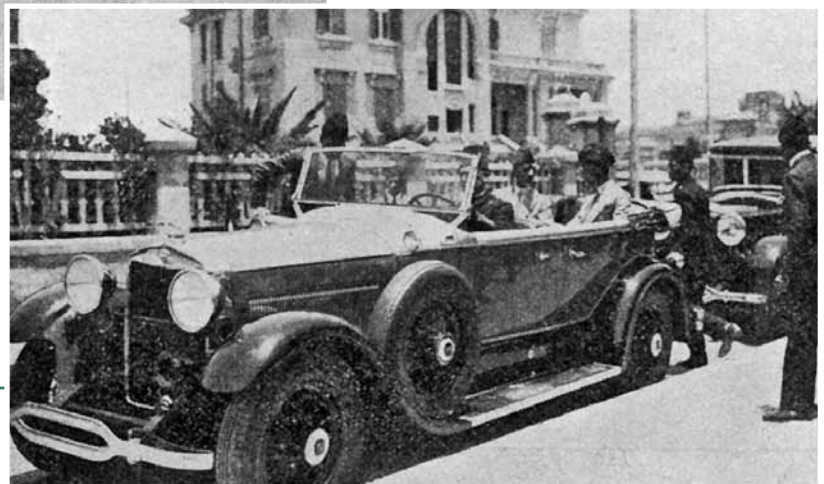
■ King Haakon of Norway also had this right-hand drive 1934 Lincoln sedan in his stable for a time. Is that His Majesty at the wheel?



■ Britain's royal family may not have had their own Lincolns at home, but King George VI and Queen Elizabeth famously used this custom-bodied Lincoln K on their May-June 1939 visit to Canada and the United States.



■ King George VI had ridden in Lincolns before. As reported in Ford News for June, 1931, the Prince of Wales (later Edward VIII) and then Prince George used this fleet of Lincolns (above) during a state visit to Rio de Janeiro, Brazil. Not to be outdone, King Feisul of Iraq rode in another Lincoln touring car (right) while visiting Alexandria, Egypt.—Ford News, Nov. 15, 1930.



My First Collector Car

BY LARRY BUTCHER
Taneytown, Maryland

My Lincoln story begins in a Navy Seabees barrack at Guantanamo, Cuba, in the spring of 1965. It was there that I found a small magazine called *Hemmings Motor News*, and inside, an ad for the Lincoln Continental Owners Club. Well, I had loved these cars since I was a little kid, so I immediately joined the club. No car yet, but I was hooked!

Now, fast forward to the fall of 1966. A classified ad appeared in the *Baltimore Sun*: “For Sale: 1947 Lincoln Continental Convertible with a (separate) V-12 engine, \$650.” I followed up on the ad right away, and it turned out to be a smoking, sorry-looking car. But it *was* a Lincoln Continental—even if it *did* have a Ford V-8 engine! LCOC member Verly Fox looked it over and advised me that it was a decent deal. For a total of \$440, I owned a genuine 1947 Lincoln Continental—or so I thought. From the vehicle number and equipment, it soon became apparent that the car was actually a 1942 model, originally delivered to Chester, Pennsylvania.

Now to get it home. I found a garage in Baltimore that I could rent for \$7.00 a month! Luckily, my uncle’s garage was nearby. I decided that my first order of business would be to install the V-12 in the car. Working outside, I began to disassemble the V-12. It was the first engine



I had ever rebuilt; my guide was a “LINCOLN V-12 ENGINES H-SERIES 1936-1947” reprint. I stripped the engine down to a bare block, depositing all the small parts in tin cans with explanatory notes. At the time, my day job was next door to the George Williams Automotive Machine Shop. The shop foreman there agreed to come out to my garage and pick up the block and crank, check for cracks, cook it out and do the machine work. The block was found to be good, and so was the crank. The machinist told me what size of pistons and bearings I would need to buy, and I was able to order them from Continental Services of Ambler, Pennsylvania (Jesse Haines and Hunt Barrington). George Williams finished the block and delivered it. They also honed the cylinders and installed my new pistons. I had the rear of the crank cut to take a Ford seal. The crank was

turned .020 under, the block was $2\frac{7}{8}$ and bored to .030 over, with a final cross-hatch honed surface. Before assembling the engine, I scrubbed out the engine and crank with hot soapy water, then cleaned all the threads with a tap. The engine was slowly taking shape! As I was cleaning the intake manifold with kerosene and steel wool, I noticed some white spots underneath. *Whoa!* The whole underside had turned to aluminum salt! This was no problem in 1966; I just ordered a NOS manifold from Continental Services, for \$25 plus shipping!

Now things were coming together. Everything was new or rebuilt, painted the correct color, and freshly reassembled, so I thought, “Before installing it in the car, let’s start this thing and check it out!” My uncle made an adapter to bolt to the crankshaft to connect to a two-man electric drill. The idea was to turn over the engine with the plugs removed, while squirting oil in the cylinders for at least 30-40 minutes. This seemed to work well; then we changed the oil and added a new filter, and it was time to fire it up! I cut down a shopping cart to hold the engine; it worked like a charm. Now to cool it. I made up a pipe array to run water from a garden hose. The exhaust system consisted solely of a new crossover pipe, without any exhaust pipes or muffler. The HV-12 runs quietly with open exhaust. With everything hooked up, including a freshly charged battery, we gave



■ *Larry Butcher's first Continental project was this Chetwyn Beige 1942 Cabriolet with a postwar grille, no fender skirts, and a smoky Ford V-8 engine. At right, Larry's uncle squats on the cowl to help Larry pull out the old V-8 with a "come-along."*

it a squirt of gas and *pop*, she was running! It sounded real good. I stopped and started it several times. It never did get warm; all I cared about was, it *ran!* It seemed strange: here was an old engine, which not too many months ago had been lying next to a shed, now roaring to life.

Our next step was to roll the Continental back into the garage so we could pull the old flathead V-8 out and put the rebuilt V-12 in. Using several sections of scaffolding, we set up a lifting structure over the car. The V-8 engine was removed, the car was rolled back, and the V-8 was lowered to the floor. The under hood area was a mess: bad wiring, oil, grease, dirt. The V-8 cross member was still in place, but with a few whacks with a cold chisel, it came right out. I did not have sand blasting equipment available, so I used sandpaper, kerosene, steel wool, and wire brushes over and over again to clean this area until I thought it looked pretty good. Then I purchased some spray cans of primer from Pep Boys and primed several coats. I liked the car's original color, which was Chetwyn Beige, so I purchased all the spray cans of

Dupli-color that Pep Boys had in 1963 Ford Falcon fawn beige—a real close match.

While the engine was out, I rodded and reinstalled the radiator—no easy task for a small guy working alone!

After about a week, it was time to put the rebuilt V-12 back in the car. It went right in. The transmission and overdrive had been removed and checked when the V-8 was removed. The gear oil had been changed, the gears turned over by hand and felt for roughness or clicks. None were found, so we figured it must be okay. So we installed the transmission through the driver's area, hooked it up to the drive shaft bell, and called it good. The engine had new wiring, which I connected to the old wiring under the dash, doing some repairs here and there; now all that was left was to drop in the battery and add gas. This baby was *ready!* I made sure a chock was in place, pushed the clutch in, pushed the starter button, ground out a few slow turns, and suddenly "Connie the Continental" was running! I let it warm up a bit, checked the gauges, shifted the transmission to neutral, hopped out and adjusted the idle and mixture.

Then I had to turn it off to do a final free play adjustment to the clutch.

"All right, let's take a chance," I thought, so I put it in gear and drove up the driveway and back—no problem! I did notice that the brakes were terrible. I had added fluid to the master cylinder and bled the system, so it would be okay. The car was already street-legal, because as soon as I bought it I had had the title work done and placed antique tags on it. The adrenalin was pumping!

Another move brought the car to where I lived, and I finished the restoration by cleaning and overhauling the underside of the car and the drive train and brakes. I also added new tires and repaired and painted the body and improved the interior.

However, I was spending far too much time out in the garage on this car, and meanwhile, the world was going right by. It was time to settle down—perhaps even to get married. So, after enjoying the car for a time, I sold it. This was my introduction to the old car arena, and that mania has stayed with me throughout my working life and into retirement.

An Eight-Year-Old's Greatest Treasure

BY TAYLOR VINSON
Alexandria, Virginia

JIM BRADLEY, curator of the National Automotive History Collection, Detroit Public Library until his death in 1980, once remarked that if a fire were to occur, the first thing he would try to save would be the Library's immense leather-bound Lincoln executive book that showed the Lincoln models available in 1938-39.

I have a big Lincoln book just like the one Bradley prized so highly. This is the story of how I came to acquire it.

The saga begins with a fateful journey taken by eight-year-old John J. Schaler III and his dad. Almost 50 years after the fact, Schaler still remembered the adventure in precise detail:

"In 1939, my father took me with him to Detroit to collect a new Lincoln-Zephyr two-door saloon for my mother's use. While we were there, the Ford factory men seemed to like my car enthusiasm and arranged for me to meet all of the top Fords: Henry, Edsel, Henry II,

and young Bill. It was at Mr. Ford's table that I spotted that big Lincoln brochure. The elder Henry Ford told me the story of where that book had been and who had thumbed through it, about the special Lincoln built for King George VI and Queen Elizabeth's official visit to North America that year—wonderful stories that I would treasure in my memory for years to come.

"After we returned home, I began to collect automotive literature—the garden-variety brochures and folders available from local dealers.

In the back of my mind, though, lurked the memory of that big green leather-bound Lincoln brochure I had seen on Mr. Ford's table. Finally I sat down and wrote a letter to Mr. Ford to ask if he still had it.

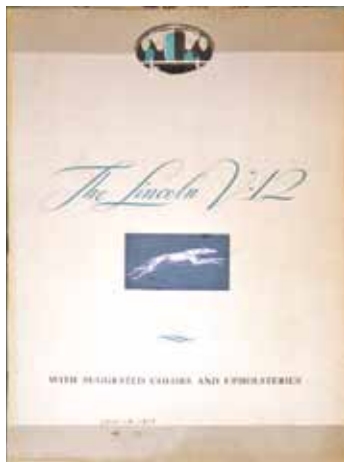
"Time went by, and one day in 1943 I received a phone call from Mr. Loldell, the factory district manager for Ford, Mercury and Lincoln for the Indianapolis area. He told me where he lived, some miles from our house, and said he had something for me.

"I had to ride the bus and then walk quite a distance to find his house. Once I arrived, he greeted me and brought me inside to behold the wondrous world of the green leather Lincoln brochure.

"Inside the book were Henry Ford II's card and a penned note: *'To John Schaler III, a regular fellow. Good luck, Henry Ford II.'* Sadly, that note is long gone, but the many hours of fantasy the book provided me are among my happiest motor memories."

To refer to the book as a "brochure" is something of an understatement. The volume is 17¼" by 22¾", bound in green leather, with a 5" x 3" silver oval inset on the front cover framing a Lincoln greyhound. Schaler remarked that "polishing the silver cameo . . . was a labor of love." Today, the covers are protected by a clear plastic "dust jacket" added somewhere along the way.

The first page bears the title "The Lincoln V-12 with suggested colors and



upholsteries.” Next come 18 one-sided pages printed on heavy stock, each with a heavily retouched black-and-white photograph of one of the various Lincoln models and its interior. The use of photographs is interesting, as the showroom sales folders and catalogues all featured drawings, not photographs; for that reason alone the book would be of special interest to students of these late model K’s. Each page is enhanced by pasted-on paint and upholstery samples. Page 20 contains photographs of accessories. The delivered price of each car has been added in ink. (The appendix to this article discusses all of this in detail.) There were a few empty end pages at the back of the book, and young Schaler used them as a scrapbook, pasting in Lincoln, Lincoln-Zephyr, and Ford ads cut from *The National Geographic* and other publications of the 1939-42 era.

The book came to Schaler in a zippered black fabric carrying case. It appears to have been a favorite possession of the boy. “If I could tell you how many miles I carried that book on my bicycle,” he recalled years later. “Note the worn spot in the

leatherette cover, from my bike’s basket.”

The book also “affected many of my orders for postwar Rolls-Royce and Bentley motor cars as my dealerships in the late ’50s in Indiana, Illinois, Florida, and Texas unfolded.”

My guess is that the book was intended for dealers in Lincoln’s “volume” markets, presumably such cities as New York, Palm Beach, Chicago, San Francisco, and Los Angeles. It would be interesting to know how many still exist.

If Henry’s young friend retained his love of autos into adulthood, his love lessened for the book. In May, 1973, responding to an ad in an old car publication for ’37 Lincoln literature, he sold it to Robert Morgan of Morgan Ford, Medford, N.J. By 1987, the book had found its way to Edward Swain III, who tracked down Schaler and wrote him about it. Schaler’s April 1988 response provides the quotations used in this article. He ended his letter with a heartfelt, “Thank you, Mr. Swain; thank you again, Mr. Ford. You have kept my dream in place.” Correspondence with Morgan and Swain was placed

inside the front cover of the book.

One spring day around 2000, I was visiting a private collection in St. Louis and saw a photocopy of the book on the front seat of a Lincoln K. The curator explained that the book had been sent on approval but that, after photocopying, it had been returned to its owner, Charlie Schalebaum, a well-known dealer in automobilia. Well, I’d visited Charlie’s tent numerous times at Hershey, so I immediately made a mental note to go by and see him in the fall to inquire about the book. But at the Carlisle flea market the week before Hershey, the first person I ran into was Charlie himself! I lost no time in asking about the book. He smiled and said that he happened to have it with him, the first time he’d taken it out in a long time. I had to have it. I gave him a down payment, with the balance due at Hershey, and in a matter of moments the book was again bringing delight to another 8-year-old boy (at heart, at least) who has never quit collecting auto sales catalogues.

APPENDIX

■ Nineteen Lincoln Model K body types for 1938 are illustrated in Vinson’s album. Laidlaw and Wiese were suppliers of wool upholstery



fabrics; Eagle-Ottawa and Blanchard Brothers & Lane supplied leathers. Suggested body colors are named. Prices, added by hand to each page, are far in excess of published prices, which show a range from \$4900 to \$7200.

- *The Lincoln Five Passenger Two Window Sedan:* Laidlaw 713-D; Kiltie Green; \$6,500, \$6,800 complete

- *The Lincoln Five Passenger Three Window Sedan:* Lincoln 1645 broadcloth; Old Chester Gray; \$5,740, \$5,760 complete

- *The Lincoln Seven Passenger Sedan:* Lincoln 1646 broadcloth; Thorne Brown; \$7,900; \$8,200 complete

- *The Two Passenger Coupe by LeBaron:* Wiese 1902; Biskra Beige with Turquoise striping; \$7,000, \$7,500 complete

- *The Two Window Berline by Judkins:* Wiese 955; Cannon Smoke with Tusk Ivory striping; \$6,800, \$6,820 complete

- *The Three Window Berline by Judkins:* Laidlaw 743-D on seats and seat backs and Laidlaw 771-D on headlining and sidewalls; Derby Brown with Golden Buff striping, \$7,000, \$7,250 complete

- *The Five Passenger Coupe by Willoughby:* Wiese 3036; Boat Blue with Trianon Blue striping; \$5,600, \$6,000 complete

- *The Convertible Roadster by LeBaron:* Eagle Ottawa K-4 Full Top Grain Leather; Nickel Gray with Vermilion striping; \$6,700, \$7,000 complete

- *The Convertible Sedan by LeBaron:* Eagle Ottawa K-5; Gunmetal with Silver Striping; \$7,700, \$7,900 complete

- *The Convertible Victoria by Brunn:* Blanchard Brothers and Lane Leather 3020-W; Tuscan Wine with Casino Red striping; \$7,300, \$7,500 complete

- *The Touring Cabriolet by Brunn:* Laidlaw 2600-732 on seats and seat backs and Laidlaw 720-D on headlining and sidewalls; Brunn Ruby with Casino Red striping \$8,700, \$8,950 complete

- *The Sport Sedan by Willoughby:* Laidlaw 744-D on seat cushions and seat backs and Laidlaw 723-D on headlining and sidewalls; Laurel Green with Silver striping \$7,900 complete, added charge for fender wells

- *The Seven Passenger Touring Car*



by Willoughby: Lincoln 1309 Full Top Grain Leather, Sea Gate Blue with Silver striping; \$7,000, \$7,500 complete

- *The Lincoln Seven Passenger Limousine:* Lincoln 1644 broadcloth; Royal Blue Dark. \$8,800, \$8,900 complete

- *The Cabriolet by Brunn:* Wiese 4826 on seats and seat backs and Wiese 4518 on headlining and sidewalk; Royal Blue Dark with Silver striping \$8,900 complete

- *The Brougham by Brunn:* Laidlaw 722-D Brewster Green Dark with Silver striping; \$8,750 complete

- *The Sedan Limousine by Judkins:* Wiese 3748 on seats and seat backs and Wiese 3036 on headlining and sidewalls; Royal Blue Dark with Silver striping; \$8,900, \$9,200 complete

- *The Limousine by Willoughby:* Laidlaw 243-D on seats and seat backs and Laidlaw 743-D on headlining and sidewalls. Frans Hal (*sic*) Brown with Vermilion striping \$6,950 complete

- *The Panel Brougham by Willoughby:* Wiese 4516; Black with Silver striping. \$9,900, \$10,000 including 2 radios 7 tires and wheels, all accessories

ACCESSORIES SHOWN:

- *Trunk* (includes two medium size cases, one long case, one hat box) for exterior trunk rack, \$240

- *Radio* (\$69 + \$5 installation in front compartment; \$195 installed in rear compartment)

- *Metal monogram*, \$12.50 each

- *Auto robe*, \$65

- *Heater*; \$85

SIDEBAR: LINCOLN DEALER ALBUMS

BY DAVE COLE

■ There is good reason to suppose that the magnificent album described by the late Z. Taylor Vinson in the accompanying article is actually the Lincoln dealer's presentation book for 1938, and that the padded green leather covers were first used in 1937, with different pages.

What is a dealer's presentation book? If an auto-maker issued such a book at all, it was the largest, most elegant and expensive piece of sales literature in the entire inventory, the book the salesman would show a new-car prospect to clinch the sale. Few were published, and only a very few were made available to any dealer. As a result, these presentation books, or dealer's albums, are exceedingly rare, but of keen interest to auto literature collectors.

The Ford Motor Company is known to have produced a presentation book as early as 1933, but only for Ford trucks. The earliest known album for Ford V-8 cars dates from 1935. When the Lincoln-Zephyr was introduced for the 1936 season, the array of sales literature included a salesman's presentation book.

Compared with the sales folders and catalogues prospects could pick up at the showroom, Ford's dealer presentation books were very elaborate. The one for the 1936 Ford, for example, is a wire-bound book measuring over 9½ by 12 inches, with heavy thick cardstock covers and 86 pages of illustrated text, ending with a color plate showing each Ford body type, followed by a sheet with paint color chips pasted on, and finally, a sheet with samples of upholstery fabrics.

Lincoln-Zephyr dealer's presentation books were similar, with much illustrated text, and color illustrations of each body type. The 1938 Lincoln presentation book seen here, if indeed that is what it is, differs considerably. The illustrations are photographs, not in color, and there is little text other than what is needed to describe each of the body types. This well may have to do with the nature of the product. Certainly there must have been a different

technique used to sell a \$7,000 Lincoln, compared to a \$700 Ford or a \$1200 Lincoln-Zephyr. In the former case, the salesman would answer all the prospect's questions personally, but he would need a well-illustrated catalogue, to show the client in detail each of the custom body types, with suggestions for paint colors and upholstery options. This big binder would have served that purpose very well.

Thirty-odd years ago, I knew little about these presentation books, so when I discovered what I now think were the 1937 pages from a Lincoln dealer's presentation book, I couldn't imagine what they were. I was at the auto swap meet at the Rose Bowl in Pasadena, California, poking through a dealer's sales literature offerings, when I came upon a large folder labeled "Oversize Lincoln Literature." Naturally curious, I opened the folder and drew out a big stack of what I thought were sales posters. They must have measured about 17 by 22 inches—a standard paper size, twice the usual 8½ by 11 in both directions. There were about twenty of them, each one picturing a 1937 Lincoln in a large ¾ front view, a smaller ¾ rear view, and one or two shots of the interior. All this was rendered in green tones, printed from photographs.

But what made the "posters" so unusual—and memorable—was that each one bore a swatch of upholstery fabric appropriate for the body type pictured, and a sample of the paint color, with a stripe across it, if the body pictured used a painted stripe. Obviously, these colors and fabrics were just suggestions; the buyer could have any exterior finish and upholstery on special order.

I asked the price on this set of "posters," and was told it was \$250. Well, I didn't have \$250 with me, and I had no 1937 Lincoln, either, so I put the big cards back in the folder and went on. Later, I got to reflecting on how rare those things must be, and decided I ought to buy them anyway, so at the next Rose Bowl swap meet, I inquired about the "oversize Lincoln literature." Alas, they couldn't find it—couldn't even remember having had any such thing. And I have never heard of that set of "posters" again.

But they were so very much like the pages in Taylor Vinson's 1938 Lincoln presentation book that I now believe that what I saw in the mid-'70's was the set of 1937 pages from a similar presentation book. The green-tinted photos on the 1937 pages would certainly be a good match to a padded green leather cover. And reusing an expensive cover with new contents was typical of dealer-oriented material. Sales manuals often made use of last year's six-ring binder for this year's contents. When the new pages were received, salesmen opened their binders, threw away the contents, and put the new material in. Color and upholstery sample binders were used year after year in the same fashion. Thus, it is quite likely that all those 1937 Lincoln "posters" I saw were actually the 1937 presentation book pages, displaced from their binder. No doubt some collector had discovered them in the attic or storeroom of a big Lincoln dealer, who was happy to find a home for obsolete sales material that seemed too nice to throw in the trash.

The collector who saved those 1937 Lincoln "posters" from certain incineration must have been Art Twohy, as the vendors who operated the booth where I saw them were Twohy's sons and/or grandsons. They had inherited the patriarch's incredible collection of auto sales literature and sold it off, a piece at a time, at the Rose Bowl swap meets. Later, when the Society of Auto Historians began their annual auto literature fairs, the Twohy boys took what remained of their stuff to those meets to sell.

Arthur E. Twohy owned a lumber company on Olympic Boulevard in Los Angeles in the 1930's, and he got interested in antique automobiles around 1931. There were no clubs for such enthusiasts back then; any man who was fascinated by old horseless carriages was considered a bit odd, and there were not many with this strange interest. But Twohy met a few others, and began collecting old cars dating from 1898 to 1914. By 1936, he had thirty such cars, and rented some to motion picture studios. Late in 1937, Twohy and a couple of his fellow antique car friends started the Horseless

Carriage Club. Twohy was its first president, and served the club in one capacity or another for many years. And that club flourishes today.

But Art Twohy was not just an old car guy and a club organizer; he was one of the most eclectic and passionate early auto literature collectors ever. In 1936, he wrote an article for *MoToR* magazine about his old-car collection and how he rented them out to movie studios. This had little to do with auto sales literature, but he ended his article with this note:

"Along with the old cars, I am building a library of automotive literature because I am called on frequently to do research for the studios . . . I am particularly interested in collecting car sales catalogs, photographs of old models, automobile magazines and posters."

He even noted that his collection of *MoToR* magazines went back to 1924 and was of great use to him.

All this squares with what his descendants told me years later at the Rose Bowl. He would go around and visit dealers when new models were introduced, just to acquire the last year's left-over literature. If any collector was going to turn up such a rarity as the pages out of the 1937 Lincoln dealer's presentation book anywhere around Los Angeles, it would have been Art Twohy.

And these Lincoln presentation books of 1937 and '38 are rarities, to be sure! I have read many advertisements offering old Lincoln sales literature over the last thirty-some years, and have never seen such a thing offered. The late B.L. White, of Louisville, Kentucky, was acclaimed the most advanced collector of Lincoln literature, but his last 45-page inventory did not include one of these 17 by 22 inch presentation books. Nor was any such book noted in the wonderful collection of Lincoln literature that Gerald A. Capizzi donated to the Lincoln Motor Car Foundation in 2007, although that list ran 20 pages.

Yet at least one 1938 presentation book still exists, and Taylor Vinson owned it. And I'm practically sure that I have seen the 1937 edition, without its covers, and I cannot help but wonder who has that set of presentation book pages for the 1937 Lincoln Model K now.

Meet Your Foundation Trustees

I have always been a car guy,” admits **John L. (“Jack”) Sweet III**. This fascination started with the three pre-war family Lincoln-Zephyrs that his father drove, and never went away.

At a young age, Jack joined the Navy, passing through the ranks until he retired as a Commander with 26 years of service. Early in that career, Jack married Monica. They borrowed



Sweet

\$350 to buy house furnishings, and that money was in Jack’s pocket when he encountered a used Lincoln with the spare tire outside on the back. The price was \$350—and you can guess what happened. (It was a 1948 Lincoln Continental Coupe with the V-12). Jack was happy; Monica was not.

Thereafter followed other Lincolns. Along the way, Jack connected with the beloved Dr. Erwin C. Ruth and joined the

Lincoln Continental Owners Club. Other clubs eventually followed; today, he belongs to the four Lincoln clubs plus the Antique Automobile Club of America, Early Ford V-8 Club, and local chapters. He has always had a Lincoln Continental through his service moves, making friends in the hobby wherever he lived. He served as Treasurer of the LZOC for 15 years and was instrumental in saving the LZOC during a difficult period. He restored a 1946 Continental (recently passed to son John L. IV) and a 1954 Lincoln Convertible, a wonderful driving car. A new Mustang convertible and a 1955 Ford Crown Victoria help fill out his car building.

Jack joined the Lincoln Foundation with the idea of helping wherever possible. He still has a day job selling very high-tech communications equipment, with continuing contacts in Congress as well as overseas governments. He is restricted to half-time work due to health considerations, which he actually follows on occasion. With his high level of people skills and situation analysis, Jack Sweet is a welcome addition as a trustee to the Foundation.

Jack Juratovic is an artistically gifted car nut. After doodling and sketching car styling ideas throughout his schooling years, Jack began his career by graduating from the Cleveland Institute of Art. He then joined Ford styling, working on the Lincoln Mark III. He worked



Juratovic

for a time under Jack Telnack, who is now a fellow trustee for the Foundation. This was an exciting time at Ford, when the talented Herman Brunn and Gordon Buehrig were also in Ford styling. Jack also worked in the styling department at Chrysler and for Bill Schmidt Associates (Lincoln Futura, the “Batmobile”). He has utilized his talents in his own successful art business since 1968. An example of his talent is the magnificent rendering of a 1937 Lincoln-Zephyr Coupe sitting beside its namesake Burlington Zephyr train locomotive that has appeared on the cover of this publication.

Jack is well connected in the old car infrastructure, belonging to LZOC, L&COC, CCCA, the Packard Club, the Society of Automobile Historians, and others. He presently owns a 1939 Mercury convertible and a Jaguar XK-120, the Lincoln Continental Coupe having sadly



■ You've seen Jack Juratovic's illustration of the 1937 Lincoln-Zephyr Coupe with the Burlington Zephyr several places, including on the cover of this magazine.

departed for lack of use.

A major activity in his life is the Automotive Fine Arts Society, of which he is a co-founder; he is also editor of the Society's *Automotive Fine Art* journal. This elegant twenty-five-year publication features artists and their work and news of this specialized segment of world art. He exhibits at the annual AFAS display at Pebble Beach, sponsored by Lincoln. Jack continues to contribute to the Lincoln Motor Car Foundation; note his recent elegant color promotional folder. He is involved in the planned Lincoln museum, particularly in the presentation of the displays. Jack brings talent, contacts and people skills to the Lincoln Motor Car Foundation.

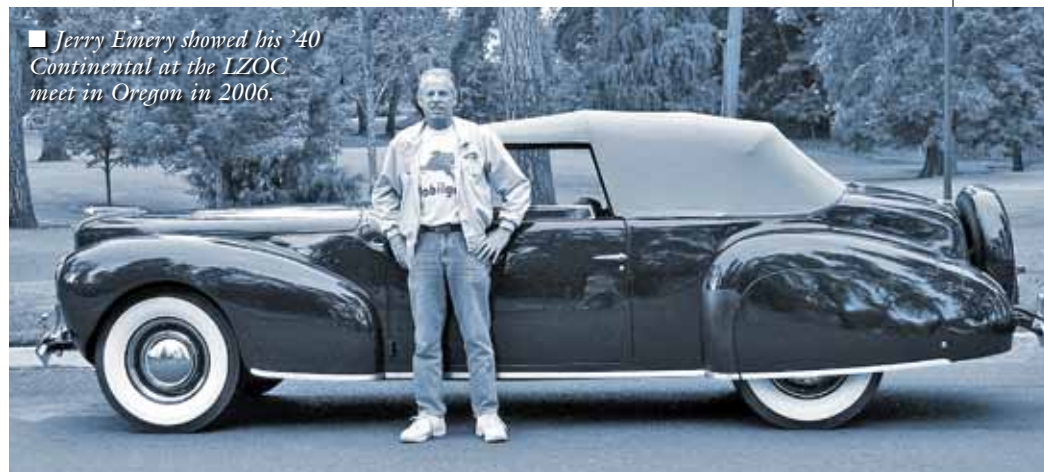
Jerry Emery has a lifetime of involvement with Ford Motor Company cars, starting with Fords and the Ford enthusiast scene. Jerry grew up in the great Midwest and received his college education at the University of Indianapolis. A stint in the U.S.

Marine Corps drilled into him discipline and team cooperation. His first car, acquired when he was 17, was a 1939 Ford Coupe, followed by a 1940 Ford Convertible and other cars that led to his goal of a Lincoln-Zephyr. He has owned his 1939 Lincoln-Zephyr Convertible Coupe for over 40 years, even totally rebuilding it after a disastrous garage fire. He also owns and regularly uses a 1940 Lincoln Continental Cabriolet, replaced after the fire.

Along the way, Jerry has been active in the Early Ford V-8 Club, serving as president

for two years and as editor of *The V-8 Times* for four issues. He has also been active in V-8 Club Regions, serving as region newsletter editor twice, once for eight years and later for four years. When the Lincoln-Zephyr Owners Club came along, Jerry found a home for his HV-12 Lincolns. He has organized three Western Region Meets for the club, in 1991, 1993, and 1995. He has served as a LZOC director for twelve years, president for seven years, and was recently appointed LZOC chief judge. Jerry's '39 Zephyr Convertible Coupe and '40 Continental Cabriolet have both been invited to be displayed at Pebble Beach.

Until recently, as LZOC president, Jerry has actively served as a trustee of the Lincoln Motor Car Foundation; he has asked to remain on the board after the end of his term as club president. He brings to the Foundation a wealth of experience in Ford Motor Company products and enthusiast club management, as well as actual hands-on automobile restoration and driving experience. He continues to be an asset to the Foundation.—EDITOR



■ Jerry Emery showed his '40 Continental at the LZOC meet in Oregon in 2006.

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■ This unauthorized German-built prototype of the Lincoln Mark LT is based on a postwar Lincoln sedan. From the Hans Thudt collection.

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