

The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE

LINCOLN ADVERTISEMENT FROM THE OCTOBER 6, 1930 ISSUE OF L'ILLUSTRATION (FRENCH)

L'ILLUSTRATION

LINCOLN

LA
VOITURE
DE
VRAI
LUXE



AU SALON: **Saint-Didier** MAGASINS D'EXPOSITION
STAND XIII. G^{re} NEF. DISTRIBUTEUR GÉNÉRAL 79 CHAMPS-ÉLYSÉES
12, Rue des Sablons, PARIS P. A. M.

- 2 Lincoln Motor Car Foundation: A Vision
- 3 The Digital Archive Project
- 4 Lincoln on the World Wide Web
- 5 When Henry Ford Gave Away Lincolns
- 6 The Nascent Lincoln Motor Car Foundation
- 7 Standout Lincoln
- 7 The Ford Motor Company Centennial Celebration
- 8 The Weizmann Lincoln Limousine

LINCOLN

Lincoln Motor Car Foundation: A Vision

by John T. Eby

The Lincoln Motor Car Heritage Museum and Research Foundation is dedicated to carrying forward and sharing the heritage of the Lincoln Motor Car. This effort will involve identifying, collecting, preserving and disseminating information on anything pertaining to Lincolns and the associated people and events. This heritage is embodied and preserved primarily in artifacts and records. The artifacts include, of course, the cars themselves, plus buildings, tools, models, components, anything deemed to relate to the cars. Records are the recorded word along with all manner of images and recordings. Artifacts can be displayed and examined and even experienced, by operating the cars. Records, however, will be the area of greatest Foundation activity and can be replicated and shared and enjoyed by scholars and the public for generations to come. The anticipated amount of records will be enormous and will be ever increasing. Organizing and managing the records will be an ongoing challenge.

To accomplish its vision, the Foundation will create and administer an organized system of cataloging and preservation to present and widely disseminate this living history of the Lincoln automobile to the public.

But first, the Foundation had to create a legal entity and

obtain a tax free status. This has been done. The foundation is incorporated in the State of Michigan, and the United States Internal Revenue Service has granted 501 (c)(3) tax free status. Moreover, the organization has collected a dedicated group of experienced, senior people to serve as directors and trustees. Next, the following steps are believed appropriate in order to progress towards fulfillment of the vision:

- Obtaining the required licenses to allow the replication of copyrighted material and images, both physically and digitally. This is an issue with Ford Motor Company.
- Creation of a system and repository to acquire, catalog and maintain information and material as it becomes available. Acquisition of this material requires the cooperation of private collectors, other museums and libraries, Ford Motor Company and its advertising



■ John T. Eby is the Lincoln Motor Car Foundation Chairman. He is retired from the Ford Motor Company and was formerly Executive Director, Corporate Strategy. John lives in Michigan and Arizona and owns a Lincoln K and three V-12 Lincoln Continentals, among other cars.

agencies.

- Creation of a web site and a system to create, maintain and operate a digital archive and linkages with other related Internet sites.

• Creation of an ongoing process with Ford Motor Company and its advertising agencies to obtain current material as it is generated and published. **Ideally, Lincoln would view the Foundation as its permanent archive.**

- Building facilities and hiring a staff to store, maintain and allow public access to the collections of Lincoln historic material and vehicles.

- Create ongoing financial support to facilitate accomplishing the vision.

Every person who reads this newsletter is interested in Lincoln automobiles in some manner and is therefore a candidate for involvement in the Lincoln Motor Car Foundation. Recording and preserving the rich Lincoln Heritage is vital for the inspiration and education of future generations of enthusiasts and scholars. Come help us make this vision happen.

LINCOLN
MOTOR CAR FOUNDATION

by Dick Hopeman

From the beginning, the Trustees of the Lincoln Motor Car Foundation were concerned about efficiently handling the enormous anticipated quantity of printed matter and graphic images that will be collected by the Foundation, and getting this information into the hands of users. To their credit, they embraced my suggestions to utilize the Internet and compact discs to provide world-wide access to this precious Lincoln information. They understand the Internet would make selected information available throughout the world at any time of day or night without the need to physically travel to a museum or library.

At this point, Internet access to this kind of information is commonplace, but limited Lincoln

data is available. The Trustees charged me with the task of developing a website prototype and sample collections of information on compact discs for evaluation. By the end of 2000, a data structure was developed which indicated the types of documents which would be included in the database. In addition, an access structure was created which provides the logic required for users to access needed information. Both of these documents were necessary before we began the process of computer programming to create the prototype.

Our ultimate goal is to scan all published material pertaining to the Lincoln motor car from 1920 to the present. Achieving this goal represents a huge amount of work and will take several years. Rare Lincoln photographs, promotional brochures, technical literature and much other material will be

scanned and converted into digital archive. This can be Foundation owned or borrowed material. The Ford Motor Company has indicated its support and has offered to provide more recent documents. A significant benefit of the digital archive is that the images and information in the documents can be retained without deterioration over time, once scanned and stored on CDs or DVDs.

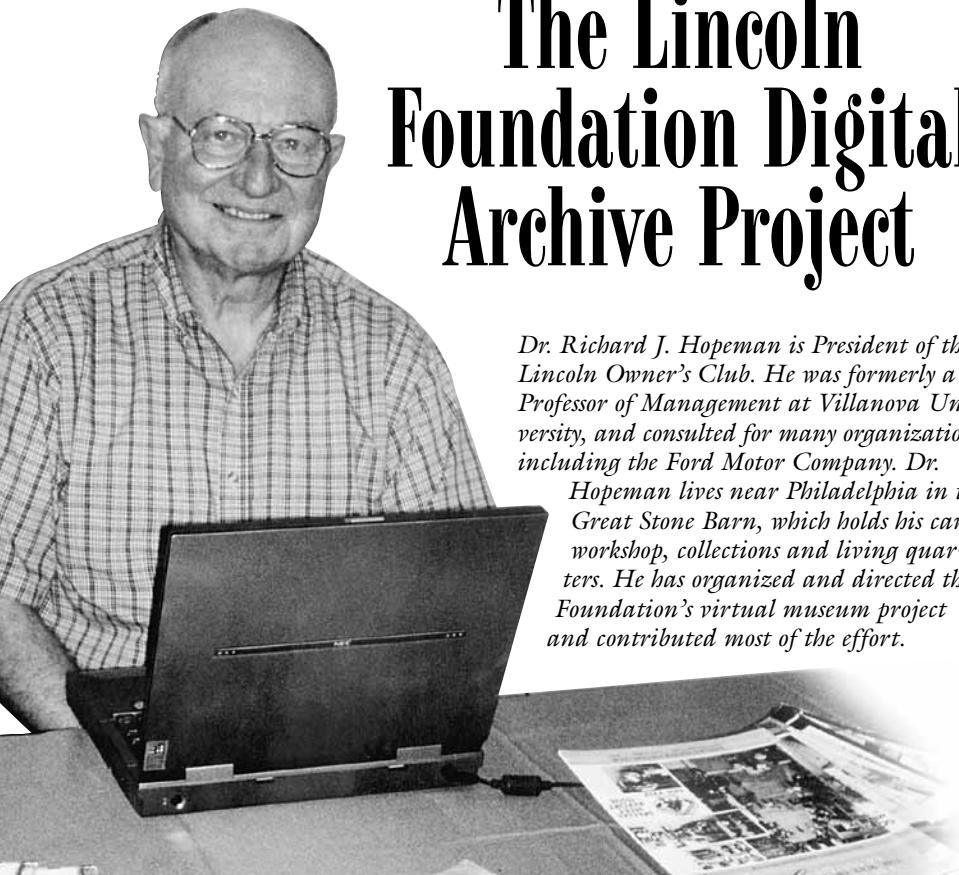
Considering the vast potential scope of this project, we needed to start somewhere and decided to begin with the scanning of documents for early Lincolns, 1920-1939. Following that, documents of the Lincoln-Zephyrs and Continentals of 1936-1948 are now being scanned. When this is finished, scanning will begin on information for later model Lincolns from 1949. In each case, interim CDs are created. When additional documents become available, they will be scanned and CDs updated.

You might ask, "When can I obtain these remarkable CDs with the Lincoln information?" Not quite yet. We are awaiting copyright permission from the Ford Motor Company. We also need to organize the production, handling and distribution of this material. The first two modules were demonstrated at the October Foundation meeting at Hershey last year. The first one showed representative documents, including an owner's manual, service manual, service bulletins, chassis parts list, body parts list and some rare sales manuals. The second showed 180 Lincoln advertisements. The assembled group was impressed. These prototype CDs demonstrate the feasibility of providing vast amounts of Lincoln information (Cont'd on page 7)

The Lincoln Foundation Digital Archive Project

Dr. Richard J. Hopeman is President of the Lincoln Owner's Club. He was formerly a Professor of Management at Villanova University, and consulted for many organizations, including the Ford Motor Company. Dr.

Hopeman lives near Philadelphia in the Great Stone Barn, which holds his cars, workshop, collections and living quarters. He has organized and directed the Foundation's virtual museum project and contributed most of the effort.



Lincoln on the World Wide Web

You will find Lincoln information and happenings in two fine club web sites, the Lincoln & Continental Owner's Club site, www.lcoc.org, and the Lincoln-Zephyr Owner's Club site, www.lzoc.org, plus two comprehensive web sites offered by the Ford Motor Company. The two club sites talk about events, publications, ads, and the cars themselves. The Ford sites are www.ford.com and www.media.ford.com, and they provide a breadth of information on the eight Ford product brands plus Services, the Company, News, Environment, Investor Info, Policy, Facilities, and Personalities—even a bit of history.

- Under **NEWS**, Ford Motor Company announced that Darryl B. Hazel will succeed Brian Kelley as President, Lincoln Mercury, effective August 1, 2002. Kelley becomes President and CEO of SIRVA, a relocation, moving and logistics company.

- Ford announced a reorganization of its luxury lineup, moving the Lincoln and Mercury brands into the company's North American Consumer Business Group. Volvo, Aston Martin, Jaguar and Land Rover will continue to operate under the company's Premier Automotive Group.

- The departure was announced of the Premier

Automotive Group President, Dr. Wolfgang Reitzle, to Linde AG, a leading German engineering company, and his replacement by Mark Fields, formerly President and CEO of Mazda Motor Corporation, effective July 1, 2002.

- Under the **PEOPLE** category



were profiles of major Ford personalities:

- **William Clay Ford, Junior**, Chairman of the Board and Chief Executive Officer. He is 47, joined the Company 23 years ago, and has successfully served in a variety of management tasks. He has an impressive record in labor relations and environmental improvements within the Company.

- **Nick Scheele**, 58, President and Chief Operating Officer, Ford Motor Company, is responsible for Ford's global automo-

tive business starting October, 2001. He previously served as Chairman, Ford of Europe, CEO of Jaguar, President of Ford of Mexico, and in positions in Ford purchasing from 1966. He was knighted by the Queen.

- **Darryl B. Hazel**, President, Lincoln Mercury, earned his Bachelor's degree in Economics at Wesleyan University and a Master's from Northwestern University. He was general sales manager for Lincoln Mercury starting in July 1995 and general marketing manager for the Ford Division starting in 1997. His

service for Lincoln Mercury totals 15 of his 30 years with Ford Motor Company.

- There are three separate summaries of Lincoln history in the Ford web sites. The best is found under **LINCOLN/HISTORY**, entitled "Lincoln: 80 Years of Luxury and Performance." Another, at media.ford.com, is a succinct listing of major Lincoln milestones, entitled "A History of

Lincoln." A third, at **LINCOLN/NEWS**, is entitled "Lincoln Celebrates 80 Years of Luxury."

- If you have not browsed these sites, you will enjoy doing so. Work your way through the menus and you will find a cornucopia of information and Lincoln images. Certainly, many other references to Lincoln automobiles may be found on the web, including museum sites, parts vendor sites and many private sites by Lincoln enthusiasts. Have fun!

Bradford Minners, of Pebble Beach, California, submitted and translated the following paragraph, which appeared in the August 20, 1932, issue of *Le Fordiste*. This was a French publication dedicated to Ford issues of the day, but independent of the Ford Motor Company, S.A.F.

“A MORE THAN PRINCE-LIKE GIFT”

“One remembers that Henry Ford has just gone on a voyage to Europe. For his two trans-Atlantic crossings, he used ships from a German company, the *Bremen* and the *Europa*.

“Upon his return to America, he offered to each of the captains of these ships a gift to thank them for their caring watchfulness and excellent voyage conditions. Do you know what he sent to each of these men? A LINCOLN AUTOMOBILE, quite simply.

“This must give to the two mariners an impatient desire to become terrestrial beings on firm land.”

In comment, Henry Ford gave away many cars,

but he rarely gave Lincolns. His gift of a Lincoln to each of the ship captains was magnanimous, especially for a German citizen at that time. Germany was recovering from a post-World War I depression. Although the Lincoln selected is not known, it could have been the “low price” KA Lincoln V-8 for 1932 (\$3000), introduced as a companion model to the superb Lincoln KB V-12.

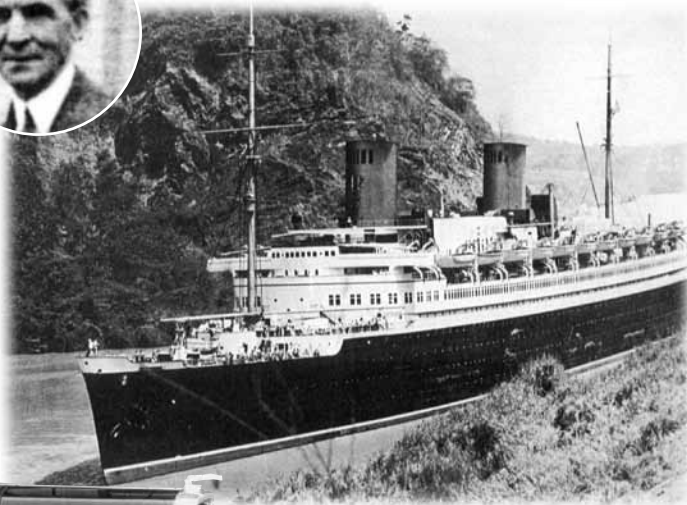
Henry Ford admired German efficiency, which may have influenced his decision to travel in these two North German Lloyd ships. The *Bremen* and *Europa* twins were large, fast and luxurious. Both were launched in August, 1928, each at 50,000 tons, carrying over 2000 passengers, and with a speed of 28

knots. They each held the ‘Blue Riband’ for a time and matched Cunard’s popular *Mauritania* in prestige as well as speed. During the early 1930s, each ship also briefly hastened trans-Atlantic mail service by launching a Lufthansa mail floatplane 500 miles from New York or Bremerhaven destinations, thus saving a full delivery day.

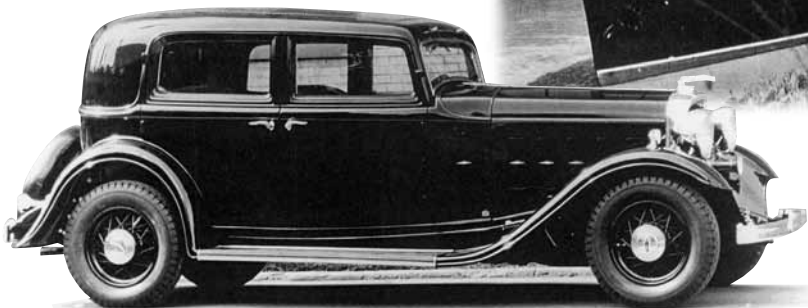
After successful service during the 1930s, the ships were caught up in World War II. When Poland was invaded, the *Bremen* sailed without passengers from New York and took four months to reach Bremerhaven, evading the English. It was destroyed by fire in March, 1941. The remaining *Europa* then became the world’s third largest liner. It was unused

by Germany during the war. At surrender, it was taken over by the U.S. for troop-ing, then given to the French to become the *Liberté*. She sank upright in December of 1946 at her Le Havre pier after being blown onto the sunken Paris liner wreck during a gale. She was then raised,

moved to St. Nazaire, thoroughly rebuilt, and resumed luxury service until dismantled in Italy in 1962.



Henry Ford so much enjoyed his voyage on the Bremen (above) that he presented its captain with a Lincoln, perhaps like this 1932 KA Sedan (left).



When Henry Ford Gave Away Lincolns

by John T. Eby

For many years, wherever Lincoln automobile collectors and enthusiasts have gathered, the conversation invariably turned to such topics as:

“Can’t we do a better job of organizing and sharing all of the Lincoln automobile material that exists?”

“Where can I find information on X, Y or Z?”

“I don’t know what’s going to happen to my collection and cars after I pass on.”

“My heart breaks when I think of all the Lincoln material that is being lost or destroyed every day.”

“Some of the Lincoln material is so expensive, rare or in private collections that the rest of us can never hope to have access to it.”

“If Lincoln information was more readily available, more people would become interested and more vehicles would be preserved or kept running.”

“Why isn’t there a collection of Lincoln vehicles that is regularly available to the public?”

“I wish that there was a convenient way for me to share my knowledge of Lincolns with other people.”

And so on.

A few years ago, Cal Beauregard, a retired Ford Motor Company Public Affairs executive and a Lincoln and Continental Owners Club Board

The Nascent Lincoln Motor Car Foundation

of Directors member, suggested that many of the opportunities to preserve and share the Lincoln motor car heritage could be realized if a non-profit foundation were created. Jerry Capizzi, a fellow LCOC Board member, agreed and put Cal in touch with Richard Sills,

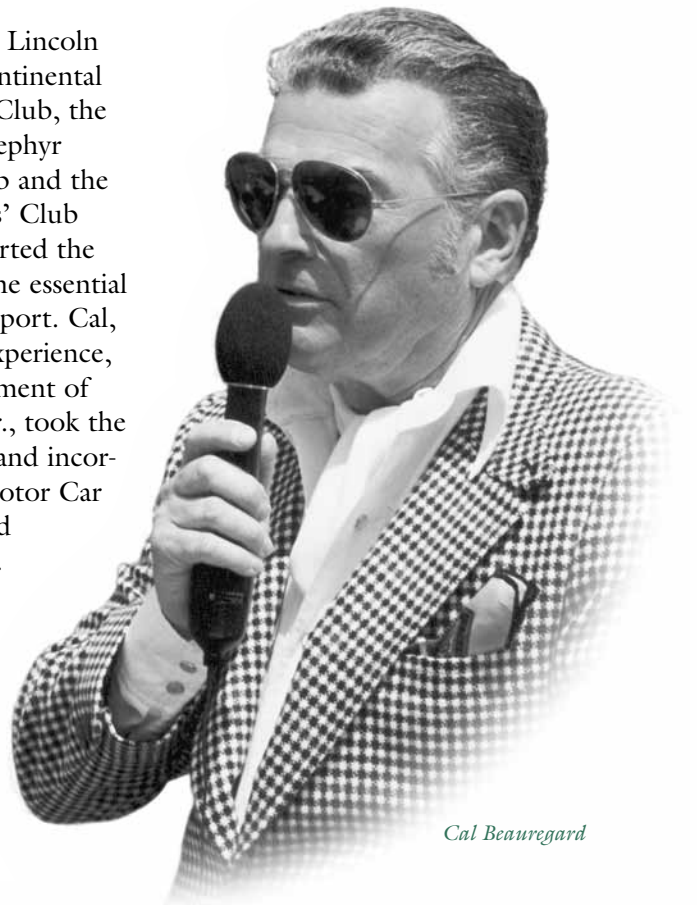
Cal Beauregard took the initial steps to create and incorporate the Lincoln Motor Car Heritage Museum and Research Foundation

president of the Cadillac LaSalle Club, who had just created a foundation for Cadillac and LaSalle collectors.

The Lincoln and Continental Owners Club, the Lincoln-Zephyr Owners Club and the Lincoln Owners’ Club enthusiastically supported the effort and provided the essential early funding and support. Cal, using Richard Sill’s experience, and with the endorsement of William Clay Ford, Sr., took the initial steps to create and incorporate the Lincoln Motor Car Heritage Museum and Research Foundation. Subsequently the Internal Revenue Service granted the Lincoln Motor Car Foundation a 501 (c) (3) status, which allows con-

tributors to take federal tax deductions for donations to the Foundation.

The corporate structure now exists that will allow all interested in the Lincoln motor car to meet a variety of objectives associated with preserving and disseminating the living history of the Lincoln automobiles and the people who have created them. It is up to us, as Lincoln enthusiasts, to shape the organization in a manner that will be of the greatest benefit to our various publics.



Cal Beauregard



Standout Lincoln

Even in a cursory glance, the eye is drawn to the svelte shape of the light-colored Lincoln in the upper center of this picture. A dip in the rear bumper tells us this Lincoln-Zephyr is a 1936 model, likely right-hand drive. It begs to be noticed among the staid vehicles in this Parliament Square setting in London during December of 1936. The event was the abdic-

tion of King Edward VIII. The throngs of British citizens are outside the House of Commons on the afternoon of the abdication, waiting for a speech by Prime Minister Stanley Baldwin. Police loudspeaker vans drive slowly among the people, requesting them to disperse. Clipped from the December 19 issue of *The Sphere* magazine and submitted by Derek Brown of London.

The Ford Motor Company Centennial Celebration

■ June 16, 2003, is the date Ford Motor Company will have completed its first full century of operation. The Company is planning a joyous four-day celebration at Dearborn to commemorate this century milestone. Lincolns will be represented in Ford's extensive activities by participation of the three Lincoln clubs, the Lincoln and Continental Owner's Club, The Lincoln-Zephyr Owner's Club and the Lincoln Owner's Club. They will be issuing details shortly.

Meanwhile, log on to the ford.com website, click *100 Year Centennial*, register your attendance and participating car, and enjoy the 100-year information.

HOPEMAN (cont'd from page 3) in an easily used and stored format.

Scanning is labor intensive, but we have been able to generate the following CDs by the end of 2001:

- Prototype demonstration disc
- Early Lincoln photographs
- Lincoln interior photos
- Advertisements for L & K

Lincolns 1920-1939

- Advertisements for Zephyrs/Continental 1936-1948
- Factory photos and "How the Lincoln is Made"

We have been helped in computer programming and some scanning by Villanova student Vik Pant.

FOUNDER

William Clay Ford, Sr.

TRUSTEES

- Robert J. Anderson
- Earle O. Brown, Jr.
- Jerry Capizzi
- Norman C. Collingwood
- Chadwick A. Coombs
- Robert H. Davis
- John T. Eby
- Darryl B. Hazel
- Richard Hopeman
- John Magill
- Douglas W. Mattix
- Allen R. McWade
- Jack Shea
- Jack Telnack
- Roy N. Thorson

LIFETIME FOUNDING MEMBERS

- Robert J. Anderson
 - Harry Bernardon
 - Bob Boos
 - Earle O. Brown, Jr.
 - Jerry Capizzi
 - David L. Cole
 - Doug Courtney
 - C. Joel Dickson
 - Michael D. Dingman
 - Betsy T. Dingman
 - Patrick M. Dingman
 - David R. Dingman
 - Chris W. Dunn
 - James I. Dunne
 - John T. Eby
 - Leon B. Flagg
 - W. Jake Fleming
 - William T. Gerrard
 - Keith H. Gornick
 - Gordon D. Harbuck
 - Judith A. Herrmann
 - C. Manley
 - Wendell Mathis
 - John R. McNabb
 - James G. Milne III
 - Lloyd E. Pearson
 - David Petit
 - David Roycroft
 - Stephen F. Sauer
 - Jim Schmidt
 - Jack E. Shea
 - Charles A. Steward
 - Charles E. Taylor
 - Roy Thorson
 - Russell Upton
 - Craig M. Watjen
 - Bernie Wolfson
 - Tim Yeomans
 - Robert W. Young
- LIFETIME MEMBER**
- Alan S. Berg
 - Allan Kammerer

The Weizmann Lincoln Limousine

Two Presidents received Lincoln limousines in 1950: President Harry S. Truman of the United States, and Dr. Chaim Weizmann, the first President of Israel. Eighteen of these special, lengthened seven-passenger limousines were produced by the Henny Motor Company, of Freeport, Illinois, in 1950 for the Ford Motor Company. Nine were leased directly to the White House; eight were scattered throughout the United States in cities likely to be used by the President, and the eighteenth went to Israel, where Dr. Weizmann used it until his death in 1952. It was subsequently used by his wife, Vera, and in later years it was put on display at the Weizmann house in Rehovet, near Tel Aviv, which had been turned into a museum to memorialize Dr. Weizmann's life and work.

Over the intervening years souvenir-hunters and harsh weather took a toll on the Weizmann limousine; it was eventually removed from the museum, but not from the minds of the people. The Weizmann house was restored in the mid 1990s, and the Weizmann

Institute sought help in restoring the car to its former elegance. In April, 2000, a three-way partnership of the Weizmann Institute, Delag Motors (the Ford & Lincoln importer-distributor in Israel since 1999) and the Ford Motor Company took the responsibility of restoration. They selected the well regarded company of RM Classic Cars, Inc., Ontario, Canada, to undertake the task.

The restoration required considerable research. The car was completely disassembled and mechanically rebuilt with new parts, some having to be manufactured as needed. Chrome and gold plating were renewed. All the accessories and systems were overhauled and made operable again. It received new paint and a complete new interior, all correct. The high quality of the restoration brought acclaim when it was presented at the 2001 Pebble Beach Concours d'Elegance during a Lincoln-sponsored reception of the

Automotive Fine Arts Society.

After other showings in this country, it has returned to Israel to assume pride of place with the Weizmann house exhibit.



THE LINCOLN LINK is the official Newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., 565 Haverhill Road, Bloomfield Hills, Michigan 48304. Opinions expressed herein do not necessarily represent or reflect Foundation policy. Newsletter contributions should be sent to: Chadwick Arthur Coombs, Editor, 7482 Kennedy Road, Nokesville, Virginia 20181.

MEMBERSHIP IN THE LINCOLN MOTOR CAR FOUNDATION

Name _____ Address _____

City/State/Zip _____

Telephone _____ E-mail _____

- Annual \$25 Annual Sustaining \$100 Lifetime \$1000
- Annual Corporate \$1000 Memorial (\$500 minimum, please provide name)

Certificates suitable for framing will be provided for each membership category. Contributions to The Lincoln Motor Car Foundation are fully tax deductible. Please make checks payable to The Lincoln Motor Car Foundation. Mail to: Jack Shea, Treasurer, 5022 Harbortown Lane, Fort Myers, FL 33919-4651.