

## Lincoln's Mark IV



The second of a series of luxury coupes, the Mark IV sold very well.

This article, written by Jim and Cheryl Ferrell, first appeared in the Lincoln Museum publication, Lincoln Links.

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

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

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

Initial sales of the Mark III gave Lincoln-Mercury Division good reason to believe it would soon outsell the Cadillac Eldorado, or if the Mark III wasn't the car that knocked off the Eldorado, the next-generation Mark almost certainly would be. As the father of the Mark

*(Continued on page 4)*

*Welcome to the Northstar News, the monthly publication of the Northstar Region of the Lincoln and Continental Owners Club. We value your opinions and appreciate your input concerning this newsletter and the operation of the club. This is your club.*

### ***This Issue Contains***

Feature Story	1	Directors Message	3
Club Information Page	4	Northstar Monthly Board Meeting Minutes	5
Editors Message	2	North Star Events	15
Trivia	2		

*Trivia from the Internet*



*Lee Iacocca  
Automobile  
Marketing Genius*

*Lee Iacocca, the automobile industry executive who helped launch the Mustang at Ford and save Chrysler from bankruptcy, and whose cunning, ingenuity and swagger made him one of the most successful salesmen of his generation, died July 2 at his home in the Bel-Air area of Los Angeles. He was 94.*

*The cause was complications from Parkinson's disease, said his daughter Lia Iacocca Assad.*

*Lido Anthony Iacocca was born in Allentown, Pennsylvania, on Oct. 15, 1924. His parents, Nicola and Antoinette, had immigrated to the United States from Italy.*

*His father was an entrepreneur; who ran a variety of businesses, including a car rental agency and movie theaters.*

*"My father was such*

*(Continued on page 3)*

*Editors Message*

Gentle Readers..... Our summer is rapidly slipping through our fingers. We see daily reminders that the end is approaching. Back to school sales, news about the upcoming Minnesota State Fair; which by some standards is truly the end of summer. But a few of us, who may not attend the fair, or worry about getting the little ones off to school, do know that some of our best "summer days" are really found in September and October.

The temperatures are in such a range that you can take one of the old Lincolns out for a drive without worrying about overheating or that you do not have A/C to make for comfortable driving. Open windows and vents will easily provide relief.

The Lincoln Aviator will be in your local dealer's showroom very soon. You can go in now and price one out and sign an order for future delivery. Prices will start in the mid-50s and go up from there, depending on how you want it optioned. I am guessing that most of them that are dealer ordered will come fairly well equipped. With that in mind, expect to see window stickers with numbers in the mid-to- high 60s, and a few in the \$70K range. By all reports, this will be a very popular car for Lincoln and one that our beloved car company really needs.

I recently had both the MKT and the Continental in for service at Bloomington Lincoln. It was nothing much, just my annual oil change and chassis lubrication, along with tire rotation. Yes, I did say annual... as I only put on just a few thousand miles on each car per year. The prices are fair and reasonable and are in line with what most other providers might charge. The difference, however, is having a complete service shop that is very familiar with your Lincoln automobile. Un-

like a lot of shops, there is little turnover in personnel at Bloomington Lincoln. And their folks are very efficient and will get you in and out in the shortest possible time. Bloomington Lincoln stands up and supports our Northstar Lincoln Club, let us, in turn, give them some of our business.

We have picked up a few new members, and that is a good thing for both our national club and our local club. Hopefully, Francis



Olga is giving a big kiss to her good friend, Suzanne (David's niece) who stopped by for a short visit. Suzanne is a dog person and, somehow, Olga instinctively knows that. Oftentimes, dogs are much better judges of character than we mere humans are.

Kalvoda will call on them in short order with his Welcome Wagon, and we can introduce these fine folks to our other members in a future article. If any of you feel like writing an article about one of your Lincolns, either new or old, please do so. We like to see original material in our newsletter, and we would really like to hear from you. We would also like to tell us about your adventures with your first

car. We do not care if it was a Plymouth, Ford or a Kaiser, just write about that first great car, you know, the one that set you free for the very first time in your life. This is a milestone event in everyone's life, and we would like to hear your story about this momentous event.

I know that in today's world, we are all very busy. But, I ask you to take some time out and attend your Lincoln club events. For many of us, our monthly events are a good excuse to escape the four walls of our home, go out and visit with some very fine people for a few hours. For those we haven't seen for a while, we really miss you, and we hope to see you soon.

Till next month... David and Sweet Olga, the Samoyed.

*Directors Message by Bob Johnson August 2019*

*(Continued from page 2)*

a great promoter that kids who came down to the Saturday matinees used to get more excited about his special offers than about the movies," Mr. Iacocca later wrote in his memoir. "People still talk about the day he announced that the 10 kids with the dirtiest faces would be admitted free."

The family was wealthy for a few years before the Great Depression, but Nicola Iacocca lost all his money in the stock market crash of 1929. The family's economic suffering was a driving force in Lee Iacocca's ambitions for financial success.

In his sophomore year of high school, a bout of rheumatic fever led to paralysis in his legs for a time. This kept him out of competitive sports and later out of military service during World War II. He channeled his vigor into academics and the debating society. He became class president and a member of the National Honor Society.

He completed a bachelor's degree at Lehigh University in Bethlehem, Pennsylvania, in three years and, after graduating in 1945, won a fellowship for graduate study in engineering at Princeton University. "I wasn't interested in a snob degree," he wrote in his memoir, speaking of the Ivy League degree. "I was after the bucks."

Mr. Iacocca began his

*(Continued on page 5)*



The month of July has finally turned into summer, hot and sticky. Mary and I are preparing for our venture to the sixth Annual Lincoln Homecoming in Hickory Corners, Michigan. This year's turn out will be less than expected, but we will still enjoy seeing old Lincoln friends and meeting several new ones. On Friday afternoon at 5:15 p.m., July 19 at the Taylors Falls car show part of the local Wannigan days celebration, we were warned that a tremendous thunderstorm was about to hit. We decided to try and make it home without putting the top up on the Mark VII. We then took off on the back roads home. We drove in some rain but made it home without getting wet. The Mark VII can still get up and go when it has to. We had 1 ½ inches of rain, and 20 miles east, Balsam Lake took the full brunt of the storm with a lot of damage. It was really a very close call. I was going to do an email inviting all our region members to come up to this show and enjoy the afternoon in Taylors Falls, but with the heat and possible bad weather I did not send out an email. Looking back at that night, I'm sure glad we did not have some of our members out in this storm, as it was bad.

Our July event was a Car Show in Maple Grove, during Maple Grove Days Saturday, July 13, 2019; we had a small turnout with Jay White, Bob Roth, Matt, Katie, and Margaret Foley, Mike Fiterman, Andy Strange, Karl Flick Bob Johnson and Bruce Freiberg attending with or without a car. Sadly there were no other Lincolns shown at this show. Jay has posted pictures on Facebook.

For August, we will do a Sunday Brunch at Dangerfield's restaurant in Shakopee on Sunday, August 25 at 11:30 a.m.. This way we can enjoy this fine establishment's tremendous buffet selection during the summer when all of our members are here at home. Please RSVP to Jay White by Wednesday, August 21. If you drive a Lincoln to brunch, please park in a group in the northeast part of the lot by street to let everyone know we are having a Lincoln event there.

We have several North Star Region members attending the Sixth Annual Lincoln Homecoming meet in Hickory Corners, Michigan, on August 7-12, 2019. Persons from North Star region attending are Dave Gustafson, Paul Burski, Harvey and Judy Burski, Brad and Joanie Videen, Dan Staehle, Matt Katie, and Margaret Foley, John and Dorothy Palmer and Bob and Mary Johnson.

I put the wrong date in the July Newsletter, for the Second annual Lincoln Car Show at Morries West End Lincoln. **Date is Saturday, September 14**, not August 31. The Morries Automotive Group has a new CEO, Lance Iserman and that Mark Wright is the new General Manager, at West End Lincoln. Please stop by and welcome Mark Wright into our Lincoln car hobby.

Our Annual North Star Potluck, Sunday, October 6, 2019 at Morries Car Collection in Long Lake, Minnesota, will have several changes for this year. First, there will be NO AUCTION and second it will be a fully catered meal. Third, it will be free to Members, spouse, and children. Fourth a member can pre-pay for up to two guests at \$25 per person. More information to be in September newsletter

It is time to think about our October election for managers to the North Star board of directors for 2020. The North Star Board at the July meeting voted to approve adding two more new Members to board for future experience, **so our 2020 election will have five openings on the ballot.** Each year in the fall, our Region is required to elect by blanket ballot, one-third of our board of directors, for 2020 North Star Board Managers up for re-election are, Dave Gustafson, Tom Brace, and Matt Foley. Again the term of a Region Manager is three years. These positions will be filled by nominations in September and election using mail ballot in October. The new board of directors will elect Region Officers for the term of one year in November for 2020. All active members of the region are eligible to nominate and vote in the election. We currently have nine Directors and will increase to 11 beginning in 2020. If you want to be a candidate, you must contact by letter or email, Roger Wothe by September 2, 2019, with the election in October.

It is with much sadness that I report the passing of Byron Olson, a 30-year-member of LCOC and our region. Byron was one of the first region members I met at our fall event back in 1997. He was a true gentleman and an old car hobbyist.

Membership and publications Director Dave Gustafson has completed the printing of our 2019 Region Directory and gave two boxes of printed matter to Matt Foley to assemble. We still need "Our Pride and Joy" articles about your Lincoln. Please share your story about your car with all of our members; we would like to know how you got it, what you enjoy about it, what you have done to it or have left to do. Please send your article to Dave Gustafson; he can only do the newsletter with material that you send him, so get busy.

Facebook progress we are now up to 242 likes. Please post your Lincoln pictures and stories on our Facebook page. North Star Lincoln Continental Car Club.

As always, keeps the journey continuing in our marvelous Lincolns.

*Bob and Mary Johnson...*

# Board Of Directors - 2019

Title	Name	Phone Numbers	email	Term Ends
Regional Director	Bob Johnson	H(651)257-1715	arborbob41@aol.com	2041
Secretary	Roger Wothe	H(952)473-3038 O(952)583-5339	rwothe@gmail.com	2020
Treasurer	Matt Foley	C(612)280-4930	mcfoley@earthlink.net	2021
Activities Director	Jay White	H(612)559-3219	jay@jwhiteandassoc.com	2021
Director	Bob Roth	H(763)475-1429		2021
Publications/ Membership	Dave Gustafson	H(952)435-1919	davidwgustafson@att.net	2021
Director	Tom Brace	H(651)644-1716	trbrace@comcast.net	2021
Director	Bill Holaday	H(763)402-1171	bill.holaday59@gmail.com	2020
Director	Larry Sasse	H(952)440-5024	fordpeople@msn.com	2020

Members and guests are welcome to attend the Board Meetings. Our meeting location, unless otherwise specified, will be held at Bloomington Lincoln in their conference room. Meeting time will be 6:30 pm on the first Thursday of each month, except December.

Articles and other information for the newsletter should be sent to David Gustafson, Editor, at 308 Brandywine Drive, Burnsville, MN 55337. email: davidwgustafson@att.net

## Mark IV story continued

(Continued from page 1)

III, Iacocca felt he was entitled to take credit for Lincoln's new-found success, and that he had earned the right to control the development of the next model of the reborn Mark series when it came time to develop it. The plan was that the Mark IV would be designed in Don DeLaRossa's Corporate Advanced Studio.

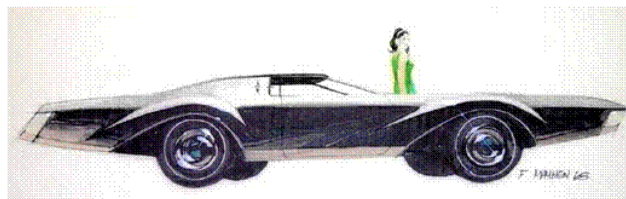
The Mark IV was one of the first cars Wes Dahlberg was assigned to work on when he rotated back to Dearborn after heading Ford's design studio in Germany from 1958 to 1967, but he and the designers assigned to work with him concluded early on that they had been assigned the Mark IV; which was not due to be designed for another year, as busy work.

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

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

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

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



Fritz Meyhew's sketch for one of the early alternative designs for the Mark IV.

(Continued on page 6)

# Northstar Monthly Board Meeting Minutes

July 11, 2019

## BOARD OF DIRECTORS' MEETING

Regional Director Bob Johnson called the meeting to order at 6:30 p.m. at Bloomington Lincoln in Bloomington, Minnesota. Board members present were Bob Johnson, Dave Gustafson, Tom Brace, Matt Foley, Jay White. Bob Roth and Bill Holaday. Regional members Mary Johnson and Olga were also present at the board meeting. The minutes of the previous meeting and the agenda of this meeting were approved.

## DIRECTORS' REPORTS

Jay White began the discussion about the Maple Grove Days Car Show, Saturday, July 13. The plan is to have breakfast at Perkins at 8 a.m. and at 9 a.m. caravan to the car show. Jay talked about the calling committees results and the extra effort being made to contact our members about our events. Jay said we are making progress on Facebook with 242 persons now liking our Facebook page, and he remarked final results would be a slow process.

Bob Johnson reported his error in the newsletter on the wrong date for the Second annual Lincoln Car Show at Morries West End Lincoln. **The date is Saturday, September 14**, not August 31. He also said that Morries Automotive Group has a new CEO, Lance Iserman and that Mark Wright is the new General Manager, at West End Lincoln.

Our Annual North Star Potluck, Sunday, October 6, 2019, at Morries Car Collection in Long Lake, Minnesota, will have several changes for this year. First, there will be NO AUCTION; second, it will be a fully catered meal. Third, it will be free to Members, spouse, and children. Fourth a member can prepay for up to two guests at \$25 per person. More information to be in the next newsletter.

2020 North Star Board Managers up for election, Dave Gustafson, Tom Brace, and Matt Foley. this fall. The North Star Board voted to approve adding two more new Members to the board for future experience, so our 2020 election will have five openings on the ballot. If you want to be a candidate, you must contact Roger Wothe by email or mail, by September 2, 2019, with the election conducted in October.

Treasurer Matt Foley announced that the treasury balance was \$4648.59, and all bills are paid.

Membership and Publications David Gustafson said that he is currently out of "My Pride and Joy" articles. David has completed the printing of our 2019-2020 Region Directory and gave two boxes of printed matter to Matt Foley to assemble.

The meeting was adjourned at 8 p.m. The next Board Meeting will be at 6:30 p.m. Thursday, August 1 at Lincoln of Bloomington. All members are invited to attend our board meetings.

Respectfully submitted by Bob Johnson for Secretary Roger Wothe

*(Continued from page 3)*

ascent of the corporate ladder at a propitious time. World War II had just ended. After a war-time hiatus to concentrate on military production, Detroit was retooling its factories to turn out civilian vehicles again. The American car was ready to transform the way Americans lived.

Millions of war veterans were back from overseas, marrying, and having children. Millions more Americans were moving from the cities to suburbs, and they all needed automobiles to support their new lifestyles.

Onto this stage strode Mr. Iacocca. In August 1946, he arrived in Dearborn, Michigan, as an engineering trainee at Ford. He quickly became bored and restless with the solitary and tedious work.

"I was eager to be where the real action was — marketing or sales," he said. "I liked working with people more than machines." Ford approved his request for a transfer, on the condition that he find a new job himself, which he did — a low-level fleet sales job in Chester, Pennsylvania

In 1956, Mr. Iacocca married Mary McCleary, a receptionist at the Ford sales office in Chester. Around that time, Mr. Iacocca

*(Continued on page 6)*

## More Mark IV

*(Continued from page 5)*

worked his way up to assistant sales manager of the Philadelphia district. He tried a sales gimmick that caught the attention of Robert S. McNamara, the future defense secretary; who was then the company's vice president in charge of all car and truck divisions.

"I decided that any customer who bought a new 1956 Ford should be able to do so for a modest down payment of 20 percent followed by three years of monthly payments of \$56," Mr. Iacocca wrote in his memoir. "I called my idea '56 for '56.'"

The plan was so successful that in three months, sales of Fords in the Philadelphia district shot to first place from last. McNamara so liked the idea that he made it part of Ford's national marketing strategy. The company later estimated that the idea was responsible for selling 75,000 additional cars.

In 1960, McNamara became president of Ford. Mr. Iacocca replaced him as vice president and general manager of the Ford car and truck divisions. He was 36, one year beyond the goal he had set for himself for achieving a vice presidency.

To his job, Mr. Iacocca brought a new concept in sales and

*(Continued on page 7)*

*(Continued from page 4)*

studio's Mark IV, while Beck and Hackett did the front.

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

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



Note the highly accented wheel arches on this alternate design proposal by Sherer/Perry.

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

posals—assuming anyone was interested.

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

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

It was the general practice in all the studios to cover the full-sized clay models when they were not being worked on or at the end

*(Continued on page 7)*

## More on the Mark IV

*(Continued from page 6)*

styling that was fundamentally different from McNamara's. McNamara, he said, had a "deep conviction that a car was a means of transportation, not a toy."

McNamara was primarily concerned with basics, such as fuel efficiency. Mr. Iacocca, not so much. Based on market research, Mr. Iacocca saw that younger buyers were beginning to dominate the market. The design and appearance of a new model was critical. Cars coming off the Ford assembly lines had to be more than reliable, efficient, and functional. They had to look good, what Mr. Iacocca described as "a car you could drive to the country club Friday night, to the drag strip Saturday, and to church Sunday."

The result was the Mustang.

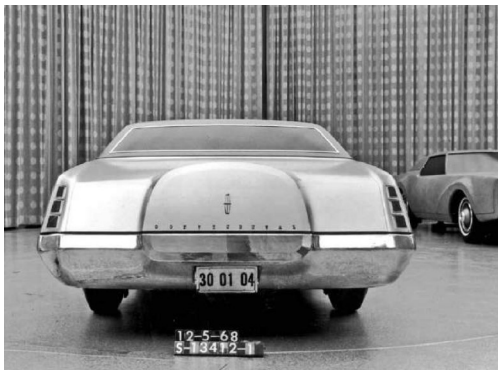
Months in advance of its debut, an aggressive promotional campaign was launched. Editors of college newspapers were loaned Mustangs to drive several weeks before the official introduction date. Television networks were blanketed with Mustang commercials.

In its first year, the Mustang sold 418,812 models, a record for Ford products, and it generated \$1.1 billion in profits for the company. The Mustang was a phenomenon — it made the cover of the major newsweeklies and had a pivotal cameo in the

*(Continued on page 8)*

*(Continued from page 6)*

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



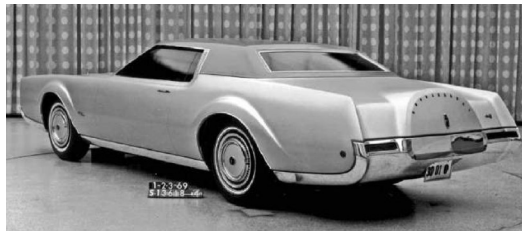
Dahlberg's initial Mark IV proposal featured taillights incorporated into the rear fenders much like the Cadillac Eldorado.

By this time, Arnold had arrived. He got there just in time to see Bordinat come running into the studio. When Bordinat had arrived at the Styling Center that morning, he was told by a secretary that Knudsen was already in the building. Bordinat immediately took off running. When he found the studio Knudsen was in, Cecil and Arnold both say Bordinat was out of breath. Everyone exchanged greetings, but before Bordinat could catch his breath or get a word in edgewise, Knudsen began telling him how much he liked the Mark IV proposal he had been looking at. Bordinat, obviously taken aback, started out by telling Knudsen that Dahlberg's design "wasn't much," and he thought Knudsen should look at another far better Mark IV proposal in the same studio, but Knudsen cut him off and again began to sing the praises of Dahlberg's Mark IV proposal. Right about that time, Cecil thought the prudent thing for him to do was go back to work, so he didn't hear the rest of the con-

versation. By the time he went back to work, Cecil says it was apparent to him that Knudsen wanted Dahlberg's proposal as the Mark IV, no matter how much Bordinat was trying to run it down or change his mind. By the time Knudsen and Bordinat left the studio, Knudsen had decided that Dahlberg's proposal, as is, was going to be the next Mark IV, and Bordinat was following him out the door trying to convince him he was making a big mistake and that the other proposal was far better.

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

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



This version of the Dahlberg Mark IV proposal features arches above the wheel openings. Knudsen quickly ordered them removed.

The next morning, Knudsen was back again. After he saw what had been done to Dahlberg's Mark IV, he sought out Cecil and asked him who authorized the changes. When Knudsen found out Bordinat had ordered them, he went looking for Bordinat. When he found him, he told him he had "better not screw it up!" Knudsen also bluntly reminded Bordinat that he was president of the company that he had already said there were to be no changes to Dahlberg's Mark IV, and that he had already approved it

*(Continued on page 8)*

## Mark IV continued

*(Continued from page 7)*

police drama

*“Bullitt” (1968), with ultra-cool movie star Steve McQueen behind the wheel.*

*Buoyed by the continuing success of the Mustang, Mr. Iacocca earned a series of promotions that culminated in his appointment as Ford’s president in 1970.*

*As president, one of his chief tasks was finding ways to cut inefficiencies companywide — giving heads of lagging divisions a limited time to turn things around or suffer the consequences. He had long been viewed as a hard-nosed manager. He had his department heads define their goals and objectives and then graded them on their performance in a black notebook.*

*A polarizing figure in the company, he had many who admired his instinctive business savvy and many who could not abide his hypercritical, micro-managing, and shoot-from-the-lip personal style.*

*Mr. Iacocca’s eight years as president were made difficult by his tense relationship with Henry Ford II.*

*As Mr. Iacocca told it in his autobiography, Ford repeatedly reduced the president’s authority and prestige through a series of executive reorganizations, directed the arbitrary and capricious firing of other executives,*

*(Continued on page 9)*

*(Continued from page 7)*

“as is” for production. A little while later, Bordinat returned to the studio and reluctantly told Arnold to change the car back to the way it had been.

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

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

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

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

After Knudsen approved the Dahlberg Mark IV for production, but still early on in the car’s development, another full-

sized clay model of the Dahlberg Mark IV was developed at the request of the Engineering department to test whether the Mark IV could be built on a modified 1969 Torino/Montego platform. The proposal was put forward as a cost-saving measure, but it required too many compromises, including a slower windshield angle, and it was quickly discontinued.

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

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

In February 1969, Dahlberg and Arnold were transferred to the Lincoln-Mercury interior studio, where they were also charged with designing the interior for the Mark IV. Because the Mark IV had to share its interior

*(Continued on page 9)*



*More Mark IV*

(Continued from page 8)

and had a close friend of Mr. Iacocca's investigated for Mafia connections; which were never found.

"If a guy is over 25 percent a jerk, he's in trouble," Mr. Iacocca later said. "And Henry was 95 percent."

He said Ford never gave a specific reason for his dismissal. "We had just completed the two best years in our history," he wrote in his autobiography. But he quoted Ford as telling him: "I think you should leave. It's personal. . . . It's just one of those things . . . sometimes you just don't like somebody."

The Ford-Iacocca showdown was widely perceived as a dust-up between the upstart son of Italian immigrants and the scion of the automotive aristocracy. That Mr. Iacocca would cast his lot with Chrysler, a Ford competitor, after being fired, was seen as a case of "Don't get mad. Get even," which only enhanced the Iacocca mystique.

After Mr. Iacocca, then 54, accepted an offer to run Chrysler, found a company badly mismanaged — "Nobody knew who was on first," he said — and hemorrhaging cash.

John Riccardo, Mr. Iacocca's predecessor as the Chrysler chairman, had already been traveling to Washington seeking help from Congress in the form of tax credits and the easing of federal regulations, but Riccardo had

(Continued on page 10)

(Continued from page 8)

with the Thunderbird, the seat pattern and the instrument panel designed in the Thunderbird studio by designer Howard Payne were adapted for the Mark IV.

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

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

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

The production run of the Mark IV also saw the implementation of the 5 mph federal bumper standards. That meant that what the designers referred to as "those big logs" had

to be attached to the front and rear of the Mark IV during 1973-74. Needless to say, designers thought the bumpers severely compromised the looks of the Mark IV. The only saving grace was they affected all car manufacturers the same.



Designer Howard Payne's original sketch of the Mark IV instrument panel. It was patterned after the 1972 Ford Thunderbird; which Payne had previously designed.

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

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

According to designers, Iacocca's dislike for Knudsen extended to the Mark IV Knudsen had championed. Even after Knudsen left, the Lincoln Advanced studio was subject to constant and unannounced visits from Iacocca. He knew he couldn't change the Mark IV's sheet metal, but he wanted his stamp on future Mark IVs—he was obsessed with rebranding Knudsen's Mark IV as his own. Iacocca tried to revise

(Continued on page 10)

## Mark IV continued

*(Continued from page 9)*

won little support.

Only as a last resort, Mr. Iacocca said, did the company ask for federal loan guarantees. As he later said, "There was no other choice except bankruptcy."

"Loan guarantees, I soon learned, were as American as apple pie," he wrote in his autobiography. "Among those who had received them were electric companies, farmers, railroads, chemical companies, ship builders, small-business men of every description, college students and airlines."

He was on national television newscasts asking Congress to approve federal loan guarantees for Chrysler; which the company eventually received. The exposure he received through these appearances and Chrysler commercials propelled Mr. Iacocca into a national celebrity.

The architect of this effort was Leo-Arthur Kelmenson, chief executive of what then was Kenyon & Eckhardt, the advertising agency that had at great risk quit its long-standing client, Ford, to work for Chrysler at Mr. Iacocca's behest.

Kelmenson devised an ad campaign that asked bluntly, "Would America be better off without Chrysler?" The answer clearly was no, the ad suggested.

Also from Kelmenson came the idea to feature

*(Continued on page 11)*

*(Continued from page 9)*

the grille, the opera window/sail panel area, the body side moldings, bumpers and tail-lights on the Mark IV. Van Tilberg assigned Barbaz exclusively to come up with different proposals for Iacocca to consider using the Mark IV in the studio as a base line. It kept Barbaz constantly busy and left him little time to do anything else. At times, Barbaz prepared as many as seven or eight grille variations and the same number of opera window/sail panel variations for Iacocca's review. In the long run, Iacocca could claim some of the changes made to the Mark IV as his own, but the Mark IV's success prevented substantial changes during its entire production run.

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

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

The side trim on the Mark IV was the last change to the Mark IV made by designers. Van Tilberg came to work one morning carrying a piece of flexible molding with a brocade pattern on it. He purchased the molding the evening before at Duke's Hardware in Dearborn, and that's where the pattern in the body side molding came from that became an option beginning in 1975. The designers in the studio got a big chuckle because the Dukes' Hardware molding was referred to as "premium body side molding" in the Mark IV catalogue.

The Mark IV in the Lincoln Advanced studio could not be resold after the studio was done with it because of liability problems. So when the Mark V came out, eve-

ryone who wanted something off the Mark IV (seats, radio, etc.) took it. The stripped-but-still new Mark IV, with literally no miles on it, was then hauled out to the Design Center's locked yard. Eventually, it was hauled off to the crusher.

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

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

### *Facts and Figures for the Mark IV*

Model Year	Base Price	Total Produced
1972	\$8,640	48,591
1973	\$8,984	69,437
1974	\$10,194	57,316
1975	\$11,060	47,145
1976	\$11,060	56,110

### *Facts and Figures for the Cadillac Eldorado Coupe.*

Model Year	Base Price	Total Produced
1972	\$7,360	32,099
1973	\$7,360	42,136
1974	\$9,110	32,812
1975	\$10,364	35,802
1976	\$10,586	35,184

The above table does not include production numbers for the Eldorado convertible. By wide margins, Lincoln produced more Mark IVs than Cadillac produced Eldorado's. These were some of the best years and the public just loved the Marks. If only Lincoln could create that magic today.

## The 1957 Lincoln, one long automobile

(Continued from page 10)

Mr. Iacocca in the television commercials for Chrysler cars. It was rare, if not unprecedented, for such advertisements to feature chief executives in person, but Kelmenson argued that television footage of Mr. Iacocca in the flesh would give the commercials credibility and heft they could gain in no other way.

There was an element of patriotism in the Iacocca message. By the 1980s, the American automobile industry was no longer the globally dominating colossus it had been. Foreign cars had established deep inroads. Mr. Iacocca liked to mention that the cars he was selling were made in America; which conveyed a less-than-subliminal thought that to buy a Chrysler product was to strike a blow on behalf of the U.S.A. against foreign intrusion.

In addition to aggressive cost-cutting measures, Mr. Iacocca boosted Chrysler finances with strong sales of the Dodge Caravan and Plymouth Voyager minivans. On those sales and the acquisition of American Motors in 1987 — the maker of the Jeep brand — lay the foundation on which Mr. Iacocca rebuilt Chrysler.

The firm had a long history teetering between sizable profits and losses, and Mr. Iacocca could never entirely keep it in the black. He retired in

(Continued on page 12)

This story was written by Tim Howley and first appeared in the March-April issue of *Continental Comments*.



1957 Lincoln Premiere Landau

The 1956 model was like no Lincoln since before World War II. At 222.8 inches, it was the longest Lincoln since the Classic K of the '30s. And for the first time since the K, it was designed, engineered and priced to compete directly with Cadillac. The car was successful beyond the Lincoln Division's wildest imagination with 50,222 units produced, up from 27,000 for the 1955 model. In retrospect, Lincoln could have gone on building this same car for another two years, but hindsight is always 20/20. Management was determined to give the car fins, plus quad headlights, which many say ruined the 1956 design concept, but did make the car 2 inches longer. The styling changes certainly did nothing for sales with 1957 production down to 41,000. But the engineering improvements were necessary because as beautiful as the 1956 Lincoln was it lacked sufficient power and technical refinement.



1957 Premiere Coupe

The 1956 Lincoln was heavily influenced by the X-100 and X-500 show cars, but not the Lincoln Futura which was done after the 1956 Lincoln. The 1957 model was influenced by the Futura and even more by the quarter-size dual cowl phaeton. The X-500, 1956 Lincoln and the dual cowl phaeton were all done by Bill Schmidt who became head of the Lincoln-Mercury studio in 1947. Before the Futura was finished as a full-sized working show car, Bill Schmidt and Don

DeLaRossa designed the town car 3/8-sized model around 1956 Lincoln sheet metal. But the rear fins, or blades, were not exactly canted as with the Futura and later the 1957 Lincoln. They were subdued and perfectly flat at the top. The grille was a wide jet intake made out of the bumper, and the rear retained the 1956 Lincoln jet pods coming out of the rear bumper. In the original model, the car had an open chauffeur's compartment. From this point, Schmidt designed a 1957 Lincoln; which in the remaining sketches look very much like a 1957 Lincoln Landau with more subdued fins.

Schmidt left Ford in 1955 to take a design position with Studebaker-Packard. Reportedly, he left over an argument with management over the 1957 Lincoln's fins. For the remainder of his life, he disowned the 1957 Lincoln, although the car has many elements of his design touches. John Najjar took over the 1957 Lincoln design project. This was his first assignment upon succeeding Schmidt was head of Lincoln-Mercury styling.

Najjar told this author in 1993, "Schmidt may have been forced to design the 1957 Lincoln under the influence of management, probably influenced by Elwood Engel who was sort of a roving stylist for all divisions. Schmidt left me with fins that were much higher than the final product. (The Lincoln Division called them 'canted blades.') They were way too high, in my opinion. I tried getting them down. I got them down as far as management would let me. If they had allowed it, I would have taken them down, even more, to be closer to the 1956. Schmidt's rear bumpers wrapped all the way around to the wheel cutout; which made the car appear shorter. I moved these bumpers back further for a longer appearance. The 1956 had skirts which made the car appear longer than it was. The 1957 had large rear wheel cutouts which made this slightly longer car appear shorter than the 1956. I moved the rear bumpers back for a longer appearance. Another problem was the headlights. The front of that car was lit up like a Christmas tree, and it was very difficult to work with as a stylist."

This was a strange time at Ford's top level with the Edsel Division formed, and Lincoln and Mercury split into two separate

(Continued on page 12)

*(Continued from page 11)*

1992, but remained a consultant at \$500,000 a year.

Mr. Iacocca's first wife died in 1983. Mr. Iacocca's later marriages, to advertising executive Peggy Johnson and restaurateur Darrien Earle, ended in divorce. In addition to his daughter, of Laguna Beach, California, survivors include another daughter from his first marriage, Kathryn "Kate" Iacocca Hentz of Cohasset, Massachusetts; a sister; and eight grandchildren.

In retirement, Mr. Iacocca remained outspoken about the business he knew best.

He was dismissive of Chrysler's merger in 1998 with the German automaker Daimler-Benz, a union that fell apart less than a decade later amid a clash of corporate cultures. Chrysler was sold to the private equity firm Cerberus Capital Management; which in 2009 allowed Italian carmaker Fiat a large minority stake in Chrysler.

Even in later years, Mr. Iacocca maintained an aura of success. In recent years, he was often invited back to Chrysler give pep rallies as the company continued to cut jobs and suffer amid rising gas prices, economic turmoil, and plummeting sales.

*From the internet...*

## 1957 Lincoln continued...

*(Continued from page 11)*

The book, *The Fords, An American Epic, 1987*, tells of the design battle over the 1957 Lincoln. Ernie Breech, second in command to Henry Ford II, literally browbeat Louis D. Crusoe, head of finance and organizational planning over the 1957 Lincoln's final design, and neither of these men were designers. These two men were literally down on their hands and knees over 1957 Lincoln design details. What emerged was a 1956 Lincoln with Quadra-Lites and fins, improved considerably mechanically, but looking somewhat like an accident between a 1956 Lincoln and a 1957 Chrysler. According to the book, Crusoe walked out of the meeting muttering, "I don't have to take this #@\*&!" Not long after he had a heart attack, and later was given early retirement. So this is how the 1957 Lincoln came out, beginning as another award-winning design from Bill Schmidt who walked out, refined but not ruined by John Najjar, and finalized by top management men who had not contributed anything significant since the 1949 Ford.



1957 Premiere Convertible

This is not to say that the 1957 Lincoln was a bad design in this writer's opinion. Compared to the 1957 Cadillac and Chrysler, and especially the 1957 Imperial it comes off quite well. Remember, this was the era when fins ruled Detroit, even the 1957 Ford and Chevrolet had fins. It was also at a time when General Motors Corp.'s Harley Earl and his "golden gorp" ruled supreme. Retired Lincoln-Mercury stylist, Bob Thomas had described the era as "The days when designers stood across the design studio and threw on chrome with a trowel. The designs had no relationship to the wheels. It was a crazy era."

But enough of what went wrong with the

1957 Lincoln that makes it less than a favorite with many Lincoln collectors today. Let's talk about what went right. In this writer's opinion, the 1957 Lincoln was the best Lincoln of the decade from the standpoints of engineering and quality.



The distinctive look of the 1957 Lincoln tail lamps.

The engine remained basically the same as 1956. Horsepower was raised from 285 to 300 at 4,800, and torque was increased from 401 to 415 pounds-feet. This added horsepower was necessary because if you have ever driven a '56, you will find it does not have quite enough high speed passing power. The added horsepower was accomplished by better breathing, a new distributor, and a compression ratio increase from 9:1 to 10:1.

A new carburetor designed to withstand heat soak conditions without boiling dry reduces stalling and hard starting due to vapor lock. Fuel baffles or dams located in the primary jet area of the carburetor main body have reduced flashing, reduced flooding or starving of the engine in high speed turns, a universal complaint of four-barrel carburetors. A new type of "Paper Pack" air cleaner eliminates the spillage problem when removing the old fashioned oil-bath air cleaner and was said to be 99.5 percent efficient as opposed to 98 percent for the air bath type. Another improvement is a new full-flow throwaway oil filter is more accessible and easier to change than the 1956 oil filter.

Lincoln's Turbo-Drive transmission, introduced in 1955, was not improved for 1956. It was not up to General Motors Corp.'s Hydra-Matic which Lincoln employed from mid 1949. Turbo-Drive was greatly improved for 1957 with a 12-inch

*(Continued on page 13)*

## More 1957 Lincoln

steel torque converter replacing the rather delicate aluminum unit. Stronger gears were used throughout. The radiator was made larger than 1956 to improve transmission cooling. A new option was the Power-Directed limited-slip differential which prevents the car from being immobilized when one wheel is stuck in mud or snow. There were a number of subtle suspension improvements, and the frame was beefed up considerably in the Landau four-door hard top to increase body rigidity.

One of the most unusual and controversial features of the 1957 Lincoln is its Quadra-Light headlamp setup. True dual headlamps in all makes were not introduced until 1958 because a true dual head-lamp setup was not legal in many states until that year. Lincoln's Quadra-Lites circumvented the legal problems. The top Quadra-Lite is a true seven-inch headlight with high and low beams. The lower lamp is an auxiliary road lamp operated independently from a throttle switch when the headlamps or parking lamps are turned on. With Quadra-Lites, the driver has four lighting options: low beams, high beams, high or low beams with or without the auxiliary lights, and auxiliary lights and parking lights only. As strange as the 1957 Lincoln looks from the front with Quadra-lights, they gave the car a unique feature not offered by Cadillac, Chrysler or Imperial.

There was one change in the lineup of models. The new Landau four-door hardtop was offered. Four-door hardtops had been offered by General Motors Corp. and Chrysler in 1956, but not by Lincoln. Remember the unique tiny rear-quarter windows on '56 Lincoln. These were eliminated on the 1957 Landau and on the 1957 Lincoln four-door sedan that looked like a Landau, but wasn't. Both models had a large chrome blind spot that opened with the rear doors. Incidentally, the Landau was offered in the lower priced Capri as well as, the higher priced and more popular Premiere. Try to find a 1957 Lincoln Landau Capri today!

There is one respect in which 1957 Lincoln styling was superior to 1956--interiors. 1957s offered an even wider choice of interior colors and fabrics than 1956. Seats were also more durable. 1956 Lincoln front seats had a habit of stitching breaks on the driver's side. Not so for 1957. In the convertible, two leather seat choices were offered: button and biscuit or pleated. Seat surfaces were two-tone with buttons and biscuits, three tones when pleated. In the Premiere, hardtops and sedans the buttons and biscuits were high grade nylon inserts. As an option in the hardtops, the buyer could have buttons and biscuits in leather or pleats. Capri interiors had all fabric seat surfaces but offered in twice as many fabrics and colors as 1956.

The padded instrument panel, an option in 1956, and standard very late in the model year became standard for 1957. Lincoln added a number of options for 1957 including power vent windows, electric door locks, improved Multi-Luber with an automatic cycling device, and the Power-Directed differential mentioned earlier.

What's a 1957 Lincoln like to drive? Even better than the

fabulous '56. Roadability is improved with a number of suspension refinements. The ride remains soft but not mushy, and oscillation over bumps is even less than 1956. Plus you can whip a 1957 Lincoln into really tight turns at high speeds, and the only protest will come from the screeching tires. There is definite understeer, and a minimum of body lean, even less body lean than 1956. The car goes into a four-wheel drift rather than the rear end breaking loose as it did in 1956 under extreme conditions.

Braking was one of the 1956 Lincoln's best features. This was not improved for 1957. Try accelerating hard and then braking violently, do this several times. The 1957 Lincoln gives you the sensation of being really tied together with all of the components willing to go in the same direction at once.

Road feel has been preserved for those who think a Lincoln should be steered, not aimed, and road shock is very well dampened out. The power steering has enough strength to make the parking easy, but not at the cost of road feel at higher speeds. Directional control is not affected by cross-winds unless they are above 50 mph.

Lincoln engineers meticulously tuned the '57 by slight changes in spring rate and steering geometry, then tied it down with greatly improved Hydro-cushion shock absorbers. These are designed to give better control over rebound and can be adjusted for a hard or soft ride at the factory or in the service department. Unfortunately, this variable control was not put on the instrument panel.



Gone are Lincoln's infamous 1956 exhaust jets out of the rear bumpers. They not only made the bumpers corrode within a year, but they also required a bend upward at the rear of the tailpipes which encouraged the collection of moisture and early exhaust system rust out. 1957 Lincoln dual exhausts (standard) go straight out under the rear bumper lights which only look like exhaust pods.

So, there you have it, the sum and substance of 1957 Lincoln changes. The changes in styling are so controversial that collectors are still debating them 46 years after the car was built. But the changes in engineering are so superior that there can be few arguments.

So which is better, the 1956 or 1957 Lincoln? The answer is simple. Own one of each, a 1956 Lincoln for show, and a 1957 for go.

## In Passing, Byron D. "Barney" Olsen



It is with much sadness that we must report the passing of Byron D. Olsen, 84 of St. Paul, Minnesota. Byron, who was known as Barney to most of his friends, died this past July 9, after battling a brain tumor. Barney was an avid and very knowledgeable car collector and deeply interested in all things related to transportation.

During his lifetime, he served as an attorney for the Great Northern and subsequently the Burlington Northern railroads. He left Burlington Northern to become Vice President and general counsel of the Soo Line railroad, where he was deeply involved in their landmark acquisition of the Milwaukee Road, winning out over a much higher bid and saving numerous jobs in the process. It was said that "he had set a tone of honesty and integrity" that many of his associates tried to follow. Over the years, he was often called upon by others for advice with complex or controversial railroad issues. Barney was known as first being a gentleman, then a lawyer's lawyer and a person with incredible knowledge about the railroad industry.

At one point in time, there was some concern that "someone" in Minnesota had filed corporation papers for a company with the same name as the former Great Northern Railway Company. Of course, that "someone" was Barney, who when asked about this "new" Great Northern Railway Company, Barney simply said, "that he had always wanted to be President of Great Northern, and now he was."

Barney went on to work at the Felhaber-Larson Law Firm from which he eventually retired.

He was very passionate about automobiles, streetcars, and trains. He collected many cars over the years and proudly belonged to the Classic Car Club of America, the Lincoln and Continental Owners Club, and several others.



Barney Olsen's 1935 Lincoln Model K three window sedan. An original Lincoln, it had but 20,000 miles when Barney purchased it.

At one time, Barney owned a 1935 Lincoln model K sedan, an all original car, with very low miles. He was invited to bring this very fine Lincoln to the 2013 Pebble Beach Tour d'Elegance and was his crowning achievement as a car collector. Barney also owned a 1949 Oldsmobile Futuramic 98 convertible, a breathtaking car in both appearance and performance, it is now owned by LCOC club member Bob Gavrilescu.

Over the years, Barney amassed a large collection of automotive literature. He also authored several books on cars and trains, his unique style of writing made reading his books a real joy. At one time, he had a regular column in "Old Cars Weekly" magazine, enjoyed by many car collectors. He was an avid cyclist into his 80s, and he also enjoyed traveling, especially to Tuscany and to the family cabin in Colorado.

Barney was always known as a terrific host to many, many friends; who always had a well-made martini for his guests. Barney was much loved, and he will be greatly missed by his family and friends.

Barney is survived by his wife of 63 years, Alis, daughter, Carla Larsen, son Peter, granddaughters, Sieren Borchert, and Kira Petersen and brother, Glen Olsen. Services have been

### For Sale - 1995 Town Car



1994 Lincoln Town Car Executive with rare "Light Santa Fe Metallic Clear-coat" and matching leather interior, 4.6L V8, 114,XXX Miles, full power, moon roof, chrome-trimmed lower doors and fenders, and 1 1/8" whitewalls. Second owner for the past 19 years, always garaged. Asking \$5,000.00. Call Mary Magner at (651) 351-2855 or email Mary at [mmagner@usfamily.net](mailto:mmagner@usfamily.net)

This car is like a "time capsule" check it out today, it has many, many good miles left in it. It is a good touring car, and will also show well.

# Preview of Coming Events

- August            Sixth Annual **Lincoln Homecoming**, August 7-12, 2019 Hickory Corners, Michigan  
**Sunday, August 25, Brunch**, Dangerfield, Restaurant, Shakopee, at 11:30 AM  
**Second Annual Lincoln Car Show, West End Lincoln, Saturday, August 31, 2019**, 10 AM to 2 PM
- September        **LCOC Eastern National Meet, September 19-22, 2019** Dutchess County, New York.  
**Second Annual Lincoln Car Show, Saturday, September 14, 2019**, 10 AM to 2 PM,  
Morries West End Lincoln
- October            **Annual North Star Potluck** (no Auction), **Sunday, October, 6, 2019** at Morries in Long Lake, Minnesota



## For Sale - 1969 Mark III

Complete, runs and drives. I bought this Lincoln from an older Lodge brother three years ago. The block has been cleaned out, rusted out frost plugs replaced. New Edelbrock carb, new radiator, gas tank has been cleaned and relined. Still needs some minor body work, electrical and power windows. Drivers side seat needs some upholstery. This is a great starter Lincoln and it is available for \$2,000. Call me and come take a look at this car with great potential. David Carlson 612.859.3600.



## For Sale

**1967 Continental Convertible** Two owner car with only 85,000 miles. Service records since 1977. Arctic White with newer correct leather interior and ivory top. Always pampered and maintained with original 462 V8. Stainless steel exhaust and top mechanism works fine. Award winner in Touring/Original at 2012 and 2018 Mid-America National Meet. **\$39,000** Call Jon Cumpton at **612-859-1483**.

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# North Star Activities

**SEE “*FORD BLUE IN KALAMAZOO!*”**

**With LINCOLN, MERCURY and EDSSEL TOO!**

**August 7-12, 2019**

**Hosted by The Road Race Lincoln Register**

**There will be lots of fun and activities for you to enjoy**

**For more information and help with registration, call**



## **Dangerfields Restaurant,**

1583 First Avenue East, Shakopee, MN

Sunday Brunch, August 25, 2019

Be there at 11: 30 a.m. for one  
of the best brunches in the Twin Cities.



## **Morries West End Lincoln Car Show at their new location**

6475 Wayzata Blvd, St Louis Park, Minnesota

Saturday, September 14, 2018, 10:00 AM to 2:090 PM

It will be a great day to spend some time with your good friends. We should have a nice day, with the hot weather in the rear view mirror. There will be door prizes, some good food and lots of fun. We will see you there on September 14. Bring your classic Lincoln and invite your friends to join you.



## **For Sale - 1941 Continental Coupe**

Call Carin Moore at 612-481-6946 or  
email: [CarinMoore04@msn.com](mailto:CarinMoore04@msn.com)

Reasonable offers will buy this good solid  
Lincoln Continental Coupe.

Please call me today....