

NORTHSTAR NEWS

My Pride and Joy....

by John and Dorothy Palmer

How does one begin a hobby, an activity or know what they want to collect? We got involved in all three at one time about 2 years ago. In August, 2004 we saw a 1970 Yellow Lincoln in Hermantown at an auction we were attending. It wasn't an item on the auction but was on a car trailer with a "FOR SALE" sign and the owner's information. We didn't give it much thought, but on the way home made comments about how nice that Lincoln was for an older classic. We decided to follow up on it. We couldn't remember the owner's name and we didn't know the people who had the auction. A few days later we located the auction advertisement, called and got the information about the Lincoln. On the 5th of September, 2004 we called the owner, located his house and after

viewing his collection of classic cars (several different makes and models), we made an offer and we drove the 1970 yellow Mark III home. The autumn was perfect and we enjoyed Sunday drives in our Mark, it came from San Diego and everything is original, what an automobile!

April of 2005 we were driving on Highway 53 thru Cotton, MN and there on a used car lot, right in the front, was a aqua blue Lincoln. We thought, let's check out the story on this. Turned out the lot owner was selling it for a friend. We discussed price, made an offer, gave him our phone numbers and left. We were gone about 20 minutes when the cell phone rang, the owner had accepted our offer. A few days later when we picked up the automobile, we found out the original owners were the

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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.



John and Dorothy Palmer's 1976 Mark IV

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Members and guests are welcome to attend the Board Meetings which are held the *first* Thursday of every month except December at 7:00 PM at Culvers Restaurant, (dine with friends at 6:00PM) I-94 AND RUTH STREET, St. Paul.

Articles and other information for the newsletter should be sent to David Gustafson, Editor, at 308 Brandywine Drive, Burnsville, MN 55337.

My Pride and Joy Continued...

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founders of Amsoil and we drove our 1976 aqua blue Mark IV home. Now we've started a collection. Unlike the 1970, this Mark needed "some tender loving care". Many calls were made to friends and parts dealers to get what this treasurer needed. After a year of taking apart and putting together and a beautiful paint job (the original color), she was ready (April, 2006).

We were not idle during the time the Mark IV was being restored. Now we are into the auction season of 2005. We noticed a Lincoln advertised on an auction in near by McGregor. We decided to go and take a look. We thought it looked a little ruff, but after speaking with another person who had Lincolns we thought it wasn't so bad. After a little bidding war the 1970 red and white Mark III was ours.

A couple of months later, August, 2005, for lack of something better to do we drove to an auction sale in Isle. There right in the middle of the automobiles to be sold was a Lincoln. Didn't know if we really needed another automobile, but it was reasonable, now we will

drive a 1990 Mark VII LSC home.



John and Dorothy's 1970 Mark III

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Trivia from the Internet



North Central Airlines was one of the largest and most profitable of the local service air carriers operating in the United States during the late 1940's through the 1970's. Though its route system was primarily focused on the upper midwest, North Central would eventually extend its reach to the east coast, south to Florida and as far west as Arizona.

The story of this great airline began out of a need for efficient transportation in the small Wisconsin community of Clintonville. The Four Wheel Drive Company (FWD), a major manufacturer of four wheel transmissions and heavy duty trucks, desired a better way to transport their staff than the diminishing rail service or primitive road system could provide. A flight department was formed in late 1939 to fill this need with the purchase of a used Waco biplane. Another airplane was added to fill an ever increasing demand with many local businessmen riding along on a space
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Editors Message

December 2006

My how quickly the year has gone by. Soon the holidays will come and go and we will be starting a new year once more. We always seem to rush through December, perhaps it is because of the holidays and the many social activities associated with them. After December we have about three months of winter to make it through before we can start the "driving season" once again.



Faithie is ready to celebrate the December holidays, looking very festive wearing a teddy bear wreath.

I recently visited the Twin Cities newest Lincoln dealer, Apple Valley Ford, which has been fortunate to acquire the Lincoln and Mercury brands to add to their fine dealership. They have a very nice store, quality all of the way, and should be doing well selling Lincolns and Mercurys. Later in December, expect to see the all new Lincoln MKX, a crossover vehicle which should have wide spread appeal. Also, the improved Zephyr, with the larger engine, now known as the MKZ is another great car and value priced. All wheel Drive available on both of these cars, makes for great driving in our Minnesota winters. Please stop

by your favorite Lincoln dealer and check out both the MKZ and the MKX, also available is the MK-LT the Lincoln "Truck" and the tried and true Town Car. All models are fairly priced and may be purchased for less than you think.

I would like to thank our Board of Directors for the time that they have invested in the club this past year. The Board has tried hard to plan those activities that seem to interest our membership each and every month and attendance at our events is increasing. I would also like Bob Johnson, our own version of Reddy Kilowatt, the Energizer Bunny, Speedy Gonzales.... you get the idea, all rolled up into one person. Where he gets the patience and energy to deal with both our local club and the LCOG is beyond me, but he does get the job done, and we all thank him for it. My final thanks go out to our loyal membership, without you folks, we would have no Northstar LCOG. You deserve only the very best that we can give you.

I do appreciate the time that you have taken to write about your "Pride and Joy". I along with the other members have enjoyed reading about what motivated your purchase of your Lincoln and the experiences that you have had with your Lincoln over the years. These stories, based upon fond memories, bring all closer together. And that is what our club is about.

With the holidays and the new year fast approaching, please take some time and spend it with your family and your friends. Perhaps you have lost touch with someone you were once close too. Give that person a call and re-establish that connection. Send a card, write a letter, make that call, don't let another year go by. You will be glad you did.

Till next year....

David, Marion and Faithie, the Samoyed.

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 available basis. This continued to the point where FWD executives decided that charging for this service was possible.



Thus was born Wisconsin Central Airlines on May 15, 1944. Former FWD advertising manager and now Wisconsin Central president Francis Higgins began an intrastate operation to six Wisconsin cities in 1946 with two Cessna UC-78 Bobcats. The purpose of this operation was to enhance the airline's chances of obtaining a new local service certification being offered through the Civil Aeronautics Board (CAB). The airline won approval for the 1400 mile, 43 city Air Mail Route #86 on the last day of 1946. The CAB would not allow FWD to own any stock in the new airline, so Higgins and newly hired 25 year old Vice President Hal Carr traveled to all corners of the system, including restaurants and taverns, trying to raise the nearly 1 million

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November Board Meeting....

BOARD OF DIRECTORS MEETING

November 9, 2006

Regional Director Bob Johnson called the meeting to order at 7:00 PM at Culver's Restaurant in Maplewood. Board members present were Bob Gavrilesco, Dave Gustafson, Bob Roth, Bob Johnson and Roger Wothe. Member Faye Oberg was also present. The minutes of the previous meeting and the agenda of this meeting were approved.

DIRECTORS REPORTS

Regional Director Bob Johnson opened election of officers for the next year. There was only one nomination which was declined. All present officers agreed to fulfill their respective duties for the following year. A motion was made to move the Board Meeting day to the first Thursday of the month so that all Board members would be able to attend the meeting. The motion carried. Director Bob Johnson brought forth a list of suggested activities for next year. The activities were discussed and the results will be posted in the newsletter. A proposal was made and passed to invite the two other Lincoln Clubs to participate in our Mid America Meet in 2008. The L.C.O.C. is looking for a home for a Lincoln Foundation Building project. They hope to raise one million dollars through fund raisers and donations from the members.

Treasurer Harvey Oberg reported the treasury balance to be \$1,731.31 with all bills paid.

Membership and Publications Director Dave Gustafson reported that the current membership is about one hundred thirty-

five. The dues notices will be sent out in January. He has a "Pride and Joy" article for the next newsletter, but needs more.

Projects Director Bob Gavrilesco reported no new sales this past month. He asked for and was granted permission to wholesale the remaining weather strips.

Activities: The year end brunch will be at Al Baker's Restaurant in Eagan on Sunday 19 November at 11:30 AM.

There being no further business, the meeting was adjourned at 8:00 PM. The next meeting will be on 4 January 4, 2007 at Culver's Restaurant in Maplewood.

Respectfully submitted by Secretary Roger Wothe.

Don't Miss Out!

Over the past months, you have been subjected to our constant pleadings in the newsletter soliciting articles about your cars for our feature column. For those of you who take the time to write an article about your car and send it to the editor, **you will receive a 2007 Northstar Region calendar, FREE OF CHARGE.**

This offer is good until January 31, 2007, or until we receive 100 articles.

Get out your clay tablets and scribing tools and send the completed missive, with pictures, to David Gustafson, 308 Brandywine Drive, Burnsville, Mn 55337. email: davidwgustafson@att.net.

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dollars required to start the operation.

On February 24, 1948, one of the coldest and most miserable days of the year, Wisconsin Central inaugurated scheduled service with 3 Lockheed 10A nine passenger airplanes. Only one of the flights over the 19 city, 15 airport route could be flown that day due to the extreme conditions. From this humble beginning, the airline grew on a "shoestring" to become a safe and reliable carrier.

Three more 10A's were added in the spring of '48 along with ground based navigational equipment purchased and operated by the airline so that routes could be flown safely at night and during inclement weather.

Only 11,000 passengers flew on the new carrier the first year, but that figure jumped to 32,000 for 1949 and kept on climbing dramatically as the years went by.

Karl Brocken, an industrial design consultant from Milwaukee, Wisconsin, was given the task of designing a logo for the new airline. After rendering many different designs, the final brand image featured a duck in front of a circle. The mallard symbolized

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Directors Message

by Bob Johnson

December 2006

Where did this year go! The last week of November is forecasted to be really nice for Thanksgiving. Maybe now we will get some warmer weather. Our members in the Southeastern part of the Region already have a taste of winter with all that snow last week. Hope we can still drive our Lincolns a little more this fall.

The last event for 2006 was our Year End Brunch at Al Bakers, Eagan, on Sunday, November 19th. The crisp sunny morning was just right for Harvey and Faye Oberg, who drove their beautiful 1941 Lincoln Cabriolet Convertible for us to enjoy. We had 40 people attend our final activity of 2006. Several members drove a great distance for a tasty brunch, John and Dorothy Palmer from Barnum, Roald and Rosalie Storvick from Austin and Francis Kalvoda from Willmar. Our door prizes were won by Dave Gustafson, a CD of pictures from our annual picnic, Jay White and Tom Brace won 2007 Lincoln calendars. Activities for 2007 were discussed and Francis Kalvoda invited everyone to attend the 27th Annual Willmar Car Club Show on Sunday, May 20th.

At our November 9th Region Board meeting we developed a calendar of activities for 2007. We have several new Restaurants to try for our Sunday Brunches and we hope that you will find them interesting places to enjoy fun and fellowship with other Lincoln enthusiasts. We are still planning what to do for our Annual Fall Picnic. Do you have a place or park that would be a good gathering spot; we would need a covered shelter so that we still can hold our auction. Francis Kaldova has invited us several times to attend the Willmar's Car

Show held in May. This year we will try and make it a fun filled weekend with our 5th Annual Out State Lincoln Car show on Saturday May 19th and then attend the Willmar Car Clubs 27th Annual Car Show on Sunday May 20th.

With Christmas coming faster than we want, it is time to think of gifts for those friends and family that are interested in the old car hobby or are ready for a new hobby. A great gift would be a membership in the Lincoln and Continental Owners Club. Starting with the next issue of Lincoln and Continental Comments magazine, we will recognize by name the people who give a LCOC membership as a gift with the new members name in the new members column. This is a great way to recruit new members, and will create more interest in the LCOC which is what the car hobby should be about. Our Lincolns are just a piece of the fellowship that you can enjoy when you get new people involved in the Club.

Brian Carlson is making up a CD of Lincoln pictures he took at our annual picnic. He is also including pictures that were taken by other members. We will have CD for sale for \$5.00. You will be able to order it with your Region membership renewal in January.

Mary and I wish everyone a Merry Christmas and a Happy New Year, and we hope to see you in 2007.

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

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 the frequent and quick flights Wisconsin Central's aircraft would perform silhouetted against the sun by day and the moon at night. Pilot Bill Engelking soon began drawing cartoons featuring this bird for use on the company newsletters - with the name Her-man.

Increased demand soon outweighed the abilities of the small Lockheeds, resulting in the purchase of 6 DC-3's from TWA with inauguration of service in early 1951. By 1952, with the help of 10 DC-3's, Wisconsin Central had grown to become the third largest of the 18 local service carriers behind Frontier and Ozark. 1952 also saw the headquarters moved from Madison, Wisconsin to Minneapolis/St. Paul as the lease expired on the old Air Force hanger. As a result of the move, the board of directors decided to change the airline's name to North Central in order to more accurately reflect the increased route structure of the carrier.

By 1958, North Central had grown to become the largest local service airline carrying 780,000 passengers with its 32 Douglas DC-3's. The company would continue to add to its route miles, including a large award from the CAB's "Seven States Investigation", which added another 2000 miles and 18 cities.

At the end of the 50's,
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Pride and Joy Continued..

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Our collection presently includes a 1970 Yellow Mark III, 1976 Aqua Blue Mark IV, 1970 Red and White Mark III and 1990 Burgundy Mark VII. Our activities have expanded to include a lot of washing and cleaning, oil changes and general maintenance. This past year we showed our 1976 Mark IV at several car shows and even got a few trophies. Not a bad start for a hobby that began just two years ago.



The Red 1970 Mark III

But wait! The fleet just keeps growing. After purchasing our first Mark III, in 2004, we spoke with friends, Arlen and Ronnie of Krantz Ford, in Sandstone, they told us they knew of a very nice, Mark IV possibly for sale. Arlen had arranged for the purchase of this Lincoln back in 1976 for the owners. It had been the owners pride and joy, always cleaning and washing it after it had been driven and was stored in a garage and not driven in the winter. The owner had died, so perhaps his wife would be interested in selling it.

We hadn't forgot about the Mark just hadn't had time to follow the lead until this fall. We were on our way to yet another auction and stopped at the Ford Garage in Sandstone and asked the phone number for the owner of the

1976 Mark. During the following week we called a couple of times, NO answer, but left a message. A week after our first call the owner returned our call and YES, she still had the Mark IV but a friend had posted at CarSoup on the internet. She described it to us and we knew what it was, and that it was a car that we would like to own. She gave us her address and said we were welcome to come and look. We looked on CarSoup, but no picture, just the price and a phone number (I looked every day). Another week to ten days past, and we decided to drive to Bloomington and take look at this Lincoln. The directions to the house were excellent, but we still made a wrong turn. Upon arriving at the address we went to the garage and THERE it was, a very nice, Lipstick edition, 1976 Mark IV.



The latest addition, the 1976 Mark IV Lipstick Edition.

After a little pumping and adjusting the Lincoln started. We made an offer and drove this new addition home. We are honored to own our fifth Lincoln and to have made another friend through the appreciation of this fine automobile.

It truly is a great pleasure and honor to own these great Lincolns as they are built like no other automobile. Thanks to our collection choice we have met wonderful people through the shows and most of all through the Northstar Region Lincoln Club.

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North Central was in need of more and larger equipment which culminated in the purchase of 5 Convair 340's from Continental Airlines. While other local service carriers were upgrading to turbine powered aircraft, Mr. Carr chose the Convair because it could carry more passengers and cargo than its turboprop counterpart at less than half the purchase price. This decision would make the Convair the backbone of the fleet for years to come.

By 1960, North Central was the #1 local service carrier, serving 90 cities and reaching the 1 million passenger mark. The airline had grown outward to more cities in Michigan, Ohio, north to Canada and west into the Dakotas.

*As North Central flew into the mid-sixties, it was time for the carrier to join in on the jet age. The airline ordered its first five Douglas DC-9-31's in July of 1965 with an option for five more. These 100 passenger turbojets would be the first new aircraft the airline would acquire with deliveries starting in 1967, the same year North Central would make another major decision about its fleet.....
...the Convairs would be converted from piston power to turboprop power. The speed and reliability of the 580 version of the Convair would increase revenue and lower the cost to operate these aircraft and make them attractive for*

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FORD LOVER BIDS FOND FAREWELL

Article courtesy of Dan Shine, Detroit Free Press.



"It has stunning, gorgeous lines," Jerry Capizzi says of the 1956 Lincoln Premiere Convertible that was in his "Cappy Collection" that was auctioned off on November 11th.

Henry Ford may have ruined Jerry Capizzi's appetite for soybeans, but his car company did inspire in Capizzi a life-long passion for Fords. Capizzi, 70, of Chicago attended school at Greenfield Village with other children of Ford executives while his father, I.A. (Cappy) Capizzi, served as the automaker's general counsel and occasional personal attorney for Henry Ford. This was during the time that Ford was growing soybeans to test potential industrial uses.

The students at Greenfield Village were the food guinea pigs.

"We were the recipients of the food products," Capizzi said. "Soy milk, soy bread, soy ice cream. Not surprisingly, to this day I can't stand the sight of soybeans." But Capizzi does love the sight of Fords and Lincolns. For more than 30 years he has collected and restored dozens of Ford Motor Co. cars. Saturday, November 11th outside of Chicago, Capizzi auctioned off his entire collection of more than 60 cars.

The "Cappy Collection" -- named in honor of his father -- includes 16 Thunderbirds from 1955-66, several Lincoln Continentals and Edsels, Mercurys and various other Fords. Almost all the cars have won multiple awards at shows around the country.

Also on the block, hundreds of auto parts -- from shop parts and hubcaps to a 10-piece set of matching luggage for the 1966-67 Lincoln Continental -- and memorabilia such as Ford Motor Co. cigarette lighters, a bust of Henry Ford and assorted badges including one for a custodian at the Edison Institute where Capizzi attended school.

Born in Detroit, Capizzi moved to Superior Township in Washtenaw County when he was 4 or 5 years old. Soon after, he was enrolled at the Edison Institute (where the three R's weren't roadsters, r.p.m.s and rack-and-pinion). Attending school at Greenfield Village "was like going on a field trip every day," Capizzi said.

His father would drop him off on his way downtown, and at the end of the school day a Ford driver would chauffeur him home. The historic schoolhouses on the grounds, such as the McGuffey School, were the classrooms. There was breakfast every morning at a village inn as well as a daily non-denominational service in the chapel. Henry Ford would sit in the last pew and listen as students recited poems or read from the Scriptures.

As if the soybeans weren't bad enough, the students also had to take ballroom and square dancing lessons. Henry Ford loved to dance and, by golly, so would his students.

"Your palms started sweating the moment you woke up knowing you would have to dance with a girl that day," Capizzi said with a laugh.

Soybeans and the do-si-do aside, Capizzi has nothing but fond memories of his time at the Edison Institute. There were Christmas parties at Fair Lane with reindeer-pulled sleighs and

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North Central's thinner routes. This would allow the DC-9 to enhance and expand the network to longer distance destinations.

As North Central took delivery of more new DC-9's and converted it's Convair 440's to turbine powered 580's, the airline also was phasing out the workhorse of the 50's, the DC-3.

For a brief period in the late 60's, North Central would be flying four of the five different types of aircraft the carrier would own during its history; the DC-3, CV-340/440, CV-580, and the DC-9.

The final scheduled flight for the old reliable "three" took place on February 7, 1969 as flight #774 flew the 30 minute leg from Mankato, Minnesota to Minneapolis/St. Paul, ending 19 years of dedicated service for the #1 regional airline. One DC-3 would remain for many years to come as N21728, or "728" as it was known, was converted to an executive transport for company use. When this airplane was finally retired and donated to the Henry Ford Museum in Dearborn, Michigan, it was the highest time aircraft in the world with over 85,000 hours in its logbook.

North Central also continued to grow as the DC-9 fleet rose to 20 by the end of 1974. New routes to Denver, New York, Boston and Atlanta were inaugurated and in 1976, a new model DC-9 was introduced. The

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Capizzi Auction Continued....

(Continued from page 7)

sledding down the hills at Greenfield Village. Capizzi remembers one winter day sledding down a hill and not being able to stop, ending up on the thin ice of one of the village's ponds. He crashed through and spent the rest of the day nearly naked and completely humiliated next to a wood-burning stove.

On a student's birthday, Ford would show up in a chauffeur-driven car to deliver a gift for the celebrant. Capizzi still has a telegram Ford sent him on his 7th birthday and an inscribed pocket watch given to him by Ford on his 10th birthday. The watch still works.

Capizzi said he and his fellow students knew Ford was an influential man but didn't really know he was a titan of industry.

"I certainly knew he was important and that my father held him in high esteem," he said.

Capizzi got his driver's license at 14, and his first car was a 1941 Ford he drove to Roosevelt High School in Ypsilanti.

"From that point on I had a strong love for cars," he said.

That was 1950 and the post-World War II boom was on. Cars were affordable, and there was a flurry to buy them. Capizzi graduated from the University of Michigan and headed to Florida to supply the aerospace industry with special fasteners. In the early 1960s, he moved to Chicago and switched to auto parts and components.

"For the last 40 years I've essentially been in the auto parts business," he said. "Coming from Detroit, Motown, I was always having cars. I had a passion for cars."

Capizzi didn't start collecting cars until

1975, when he bought a 1956 Thunderbird.

"I always wanted to have some special car, some fun car," Capizzi said. Soon his collection swelled.

"It was just one of those things that happened," he said. "It snuck up on me. At one point I had almost 100 cars, and that's way too many to maintain." And they had one thing in common -- they were all Ford Motor Co. cars. "I'm a Ford guy in the sense that those were the cars I loved," Capizzi said. "They weren't always the ones I drove. I have driven other cars. But I always loved Ford."

Did his time at the Edison Institute, seeing Henry Ford and getting gifts from him influence his love of Fords?

"Maybe subconsciously there is some of that," Capizzi said. "But it's driven not so much by loyalty to Ford, but by the history of Ford. I knew more about Ford as I began to collect cars."

When you're restoring cars to the highest levels of authenticity, it's better to focus on just one brand -- preferably one you know a lot about.

It takes 3,000-4,000 hours to restore a car, Capizzi said. He did some "wrench turning" in the early years but later had a small, trusted staff who did the restoration work while he provided oversight.

"I'm a perfectionist and extremely picky," Capizzi said. "As I looked at cars that were restored, they weren't quite good enough by my standards. If I do something, I do it as close to perfect as possible. That became the driver as to why the hobby has gone from a hobby to work."

Deciding which cars to collect wasn't too hard.

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DC-9-50 series stretched the capacity of the "nine" to 125. By 1976, the two DC-9 models along with 27 Convair 580's would serve 92 cities in 17 states and 2 Canadian provinces over a 12,800 mile route system.

The late 70's brought about a significant change in the way airlines were allowed to operate. The Airline Deregulation Act of 1978 would allow carriers to more freely seek routes. North Central responded to this new environment in a big way by acquiring another fellow regional carrier known as Southern Airways on July 1, 1979. The new combined company was named Republic Airlines and would turn both local service airlines into a major airline force overnight. The rapid growth for the carrier would continue as Republic acquired Hughes Airwest in the fall of 1980. The airline's route system now reached from coast to coast and would fly on its own for six years before it was purchased by Northwest Airlines in 1986.

North Central Airlines, born in the small Wisconsin community of Clintonville, had survived against many obstacles to become a major player in the U.S. airline industry and made a significant contribution to the history of air transportation.

From the Internet.....

Capizzi Continued...

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"Styling was a factor," Capizzi said. "You can't own all of them, so you have to have parameters."

His first was: "If the top doesn't go down, we don't collect it." But then he took a liking to cars such as the 1956-57 Lincoln Mark II, which wasn't a convertible. Then he considered limited models if they made sense. Hardtop convertibles were kind of rare so he snapped up some of those. Then he pursued the rear-engine 1957-58 Mercurys when the brand was trying to get into stock car racing.

There weren't too many that got away. "The 1946-47 Ford Sportsman is one I always wanted but never did," he said. "And I was late getting into the classic Lincolns. I focused on the 1950s and '60s when I grew up."

The desire to retire drove Capizzi to sell his collection. "It has become a lot of work," he said. "I'd like to stay active in the hobby and not have the pressure to feel I have to win best of show. I'd like to go to the shows and spend more time with people. I have made a lot of good friends." To Capizzi, buying one of his cars is like someone buying a Van Gogh to hang in his or her bathroom.

Capizzi believes that the cars in his collection really need to be shown. "They're meant to be trailered. Once you start driving them they quickly deteriorate. But I understand that more people like driving them."

Steve Moskowitz, executive director of the Antique Automobile Club of America, said Capizzi has taken popular and not-so-popular Ford products "and made them perfect." "His restorations are so well done," Moskowitz said. "Our standard is to get the car to how it looked when it came out of the factory. Jerry's cars come as close to perfect as one can get. He shows us how to do it."

Brunch at Bakers...

And what a fine fall day it was. Lots of sunlight, along with mild temperatures to boot. There were a few fine older Lincolns out in the parking lot at Al Bakers in Eagan, along with their owners to mark the end of the year for the NorthStar LCOC. The weather was so nice, that Harvey and Faythe Oberg came over with their 1941 Continental Cabriolet. Inside Bakers, about forty of our finest members were in attendance to help celebrate this event. Long distance attendees included John and Dorothy Palmer from Barnum; Roald and Rosalie Storvick from Austin and Francis Kalvoda from Willmar.



Harvey and Faythe Oberg's 41 Continental



Ed and Linda Haedtke with Mary Johnson

A short meeting was held and plans for next year were unveiled. An overnight trip to Willmar in May, was presented by Francis Kalvoda. It will include a Lincoln show at Mills in Willmar on Saturday along with the club attending the Willmar car club show on Sunday. Lots of activities and lots of fun planned for next year. We can hardly wait for January.

Lincoln rolls out plan to shift out of reverse

Lincoln will introduce four vehicles to challenge Cadillac and foreign competitors like BMW and Lexus.

When Ford Motor Co. was redesigning the Lincoln Navigator for 2007, the automaker knew the sport utility vehicle had to offer unparalleled comfort. But Chief Vehicle Engineer John Viera had a problem. His team just could not capture the balance between comfort and support he was looking for in the seats. Viera called his colleagues at Volvo and asked them to send some of their best seat specialists from Sweden to Dearborn. They did and Viera says he got the best seats in any full-size SUV on the market. Such are the lengths Ford is willing to go to give Lincoln an edge in the hotly contested luxury market, where it once battled almost exclusively with General Motors Corp.'s Cadillac. The two American brands have been fighting for footing since upscale foreign marques, including Lexus and BMW, burst onto the scene in the 1980s. After languishing for years, Cadillac started roaring back in 2003 with aggressively-styled vehicles that exude American attitude. Now, Ford wants to do the same with Lincoln.

"We need to disrupt perceptions of our brand," Mike Richards, general marketing manager for Lincoln said in a recent interview. And Lincoln has the products and the marketing strategy to do it, he said.

The need for change was clear after Lincoln sales started tumbling from their 1990 peak of 231,000 vehicles, coming in at just over 123,000 last year. The brand's makeover began with last fall's launch of the Zephyr, a midsize sedan designed to attract a new Lincoln customer with understated luxury. Ford says Zephyr sales have exceeded expectations, validating the new direction. Encouraged by Zephyr's success, Lincoln is embarking on its biggest product rollout in decades, with four new vehicles due out by the end of this year.

But Lincoln's critics remain unconvinced. They say Ford's plan lacks the breadth of GM's Cadillac strategy and wonder if Lincoln's new products will make consumers take another look. "They've got new product, but it remains to be seen how good it is,"

said auto industry analyst Erich Merkle of IRN Inc. in Grand Rapids. "I see them making a lot of the same mistakes they were making three or four years ago."

Lincoln is replacing the Zephyr with the MKZ, which boasts a bigger engine, more agile handling and optional all-wheel drive. It also is launching a longer version of the Navigator, dubbed the Navigator L, and entering the crossover market with the MKX -- a refined version of the Ford Edge.



The MKX, a new "crossover" vehicle, soon to be at your favorite Lincoln dealer.

Analyst Jim Hall of AutoPacific Inc. in Troy said the MKZ is an impressive improvement over the Zephyr. And the Navigator remains a worthy rival to Cadillac's Escalade, although he acknowledged that Lincoln had fallen so far behind, it still has a long way to go to catch up. "What they've really got with these vehicles is the first phase of what they need to turn Lincoln around," Hall said. "It's not too late."

There were no such positive comments from analysts when Peter Horbury was tapped to lead the redesign of Lincoln in 2004. "People were all but writing the obituary of Lincoln when I got here," recalled the British designer who was called to Dearborn after leading the successful transformation of Volvo, one of Ford's premium European brands. "All it needed was great product."

(Continued on page 11)

Lincoln rolls out plan continued...

(Continued from page 10)

Al Giombetti, president of the Ford, Mercury and Lincoln brands, said Horbury's designers and engineers like Viera have delivered the right vehicles. Now, it's up to Lincoln's sales and marketing team. "The great product that we've been talking about for the past couple of years has finally arrived," Giombetti said. "Now, we've got to perform. The biggest challenge is launching (it). It's probably the greatest opportunity we've had in a long time."

To make sure that opportunity is not wasted, Ford will spend more on Lincoln marketing in the next 12 months than ever before in the history of the brand. The focus is less on the vehicles themselves and more on how they are uniquely suited to fit potential customers' lifestyles, which are more about self-made success than in-your-face affluence. IRN's Merkle says the emphasis on understated luxury misses the point. "That's what luxury cars are all about," he said. But Giombetti says the Zephyr's success shows that Ford has found the right niche for Lincoln. When the midsize sedan was launched last year, Ford hoped to sell about 30,000 units a year. Through October, actual sales are just over 26,000 vehicles.

More importantly, Giombetti said 45 percent of Zephyr buyers are conquests from other automakers. Most are moving up from non-luxury products -- and not just from domestic brands but also from Toyota and Honda. They also are younger than traditional Lincoln customers and 36 percent more likely to be women.

But Merkle says the Zephyr is far from a breakout success. According to IRN, Ford probably makes a little more on each Zephyr sold than GM does with its comparable CTS, but Cadillac is moving about 57,000 of the sedans a year. Merkle has not driven the new Lincolns, but says he still sees too many compromises. The interiors feature expensive wood trim, but too much plastic for his taste. And Cadillac offers bigger engines. Ford insiders say there are still battles between finance executives and designers over Lincoln. The rich

wood Horbury chose to accent the interior of the MKX, for instance, was approved only after cheaper materials were selected for the center console.

AutoPacific's Hall, who has driven the new Lincolns, says Ford is learning from its mistakes -- and its customers. Consumers who bought the Zephyr wanted nimbler handling, so Ford retuned the suspension of the MKZ for the second generation of the vehicle.

Still, he also thinks Ford lacks a comprehensive plan for the brand. GM revived Cadillac with better vehicles and better power trains that became an essential part of the brand's marketing message.

Ford is trying to do the same thing with Lincoln. Though the MKZ is built on the same platform as the Ford Fusion and Mercury Milan, neither of those vehicles will get the new 3.5-liter Duratech V-6 engine that powers the MKZ -- at least until a new, Lincoln-specific 3.7-liter V-6 replaces it a couple of years from now. In addition, the MKZ features thicker window glass and more sound insulation, as well as different shocks, springs, stabilizer bars and steering gear for a smoother ride.

Horbury said future Lincolns will feature even more distinctive styling. He said the brand's transformation will be complete when its new flagship, the MKS, goes into production in 2009.

Horbury hinted that other new designs may be unveiled soon. While it will be up to the engineers to deliver on these promises, Horbury says Lincoln is now further along than any of Ford's domestic brands in identifying and embracing a new identity. "If I walked out of the studio tomorrow," he said, "everybody would know what to do with Lincoln." Dealers like John Crissman of Crissman Lincoln Mercury in Rochester Hills are optimistic again about Lincoln's future. Crissman said the Zephyr is already a strong seller and new MKZs are flying off the lot, along with the few new Navigators he has been able to get. And he already has a long list of people waiting for the MKX. "The new models," Crissman said, "are going to make a huge difference."

Great Automotive Buys...

FOR SALE

1951 Lincoln 4 door Sedan
Restore or for Parts
\$250

Quite Complete, Lost Storage

Dick Lindahl, Spicer, Mn

320-796-5819

WANTED

Continental Wheel Hump
Style Trunk Lid for
1977 Lincoln.
(some limo's had these)

Call Francis Kalvoda, Willmar
320-235-5777

please help me find one

FOR SALE

1968 Thunderbird, California Car
429 Engine, Dark Green Exterior
48,000 miles.

Call Dean Carlson

651-645-6568 - 651-271-9022

2007 NorthStar LCOC

Club Calendars now available

\$15.00

Call or email David Gustafson
davidwgustafson@att.net
952-435-1919/866-482-0897

Price includes USPS Priority Mailing

For Sale

1979 Mark V, Bill Blass Edition. This Mark features a blue exterior, offset by a white carriage top and white leather interior with blue piping. Second owner since 1991. Originally purchased at North Hollywood Lincoln Mercury in the Los Angeles area. This is a very pristine California Mark, with only 58,000 miles. Preprimary trophy winner, with only 5,000 miles on tires and brakes. Realistically priced at \$10,000. Contact Richard Gray, 415-435-3539, email: grayr@sutterhealth.org.

For Sale

1947 Lincoln Continental Coupe

Needs restoring, no motor in car. Have complete V12 Engine. Front and rear bumpers have been rechromed. Gas tank has been cleaned and coated. Have all chrome grille parts. Body is good - No Accidents Fairly priced at \$4,500.

Also have a 1956 Lincoln engine \$300
1956 Lincoln fender skirts \$150

Call Ted Anderson at 763-561-8143

Parting Out

1952 Lincoln Capri
Four Door Sedan

Call Gary Ofstedahl at 507-433-7649
For your needs

Great Cars For Sale..... Other Stuff too....

Ron Fenelon, club member from Alexandria, MN reports that the downsizing of their Lincoln fleet is complete. Three Lincolns were sold to other Northstar Region members, and one was sold to an individual in Milwaukee, WI. The Fore Sale ads in our Newsletter really do work.

The following items are still For Sale:

1953 Lincoln V8 engine. Complete from water pump to flywheel, includes a carb., but no exhaust manifolds. On an engine whipping skid. \$275 or best offer.

1977/79 Mark V or T'Bird Class A Frame mounted trailer hitch \$50 or best offer.

1979 Collector Series Blue leather wrapped Tool Kit. Still in original box. \$450 or best offer.

Collector Series or Diamond Jubilee original wood insert key blanks, pair and uncut. \$100 or best offer.

Numerous Mark III and Mark V parts. Including a Mark III clock, the chromed dash gauge pods for the Mark III, and tail light assemblies for both a Mark III and a Mark V. A complete Mark V A/C Module, for both sides of the firewall. Complete Mark V Dash module and Dash and Glove compartment face plates for Collector Series or Diamond Jubilee Mark V's. They have the unique wood trim that is different from the Standard Mark V's.

Call Ron Fenelon at 320/763-4197 or email at rff8536@gctel.net.

For Sale

1972 Lincoln Mark IV

38,000 Miles, All Original, Trophy Winner Gold with Dark Brown Top and Leather As new condition. \$10K or fair offer.

Call Don Pennock 651-488-1596
Cell 651-253-5516

1969 Mark III

The feature car of our May issue is now for sale. Contact Bill Juring at

651-484-2799

150 - LINCOLNS - 150

I have over 150 1960's Lincolns now, mostly parts cars. More than I will ever use. I have now decided to sell my extra parts; sheet metal, trim, whatever...

If you are restoring a Lincoln of this era and need parts, please contact me now. I may have what you need.

Please call Gordy Jensen at 952-851-2721

**STORAGE
AVAILABLE**

Safe, Secure Storage for
your classic
now available

Southwest Metro Location

Contact
Gary Rosenwinkel

952-941-3700

Preview of Coming Attractions

The following include scheduled club events

- December No planned events. Stay home with your family.. Buy your wife some good car books and lots of Craftsman or Mac tools. A nice Lincoln K series from the late 30's would be great, perhaps with little minor restoration required, like replacing the bulb in the glove box... One can dream...
- January Sunday Brunch, January 7th, 11:30 AM, Green Haven, Anoka
LCOC Annual Board Meeting, Las Vegas, Nevada, January 11-13, 2007
- February Annual Pot Luck, with CCCA. Time and Date to be announced.
- March Sunday Brunch, March 18th, 11:30 AM, Tinnuci's Restaurant, Newport
- April Sunday Brunch, April 15th, 11:30 AM, Majestic Oaks, Anoka
- May Caravan Tour/ Over night to: 5th Annual Out State Lincoln Car Show, Mills Motors, Western Minnesota, Lincoln Car Show Saturday May 19th, 10 AM to 3 PM, Mills Motors, Willmar, MN. Saturday night cruise, 6:30 PM, sponsored by the Willmar Car Club, and then on Sunday, May 20th, Willmar Car Show, 10 AM to 3 PM

BACK ISSUES OF THE NORTHSTAR NEWS ARE AVAILABLE ON THE
NORTHSTAR LCOC WEB SITE.

www.northstarlcoc.org Click on publications.

Issues are in PDF format and may be printed on your color printer.

January 7th, 2007
Mark your calendars now!



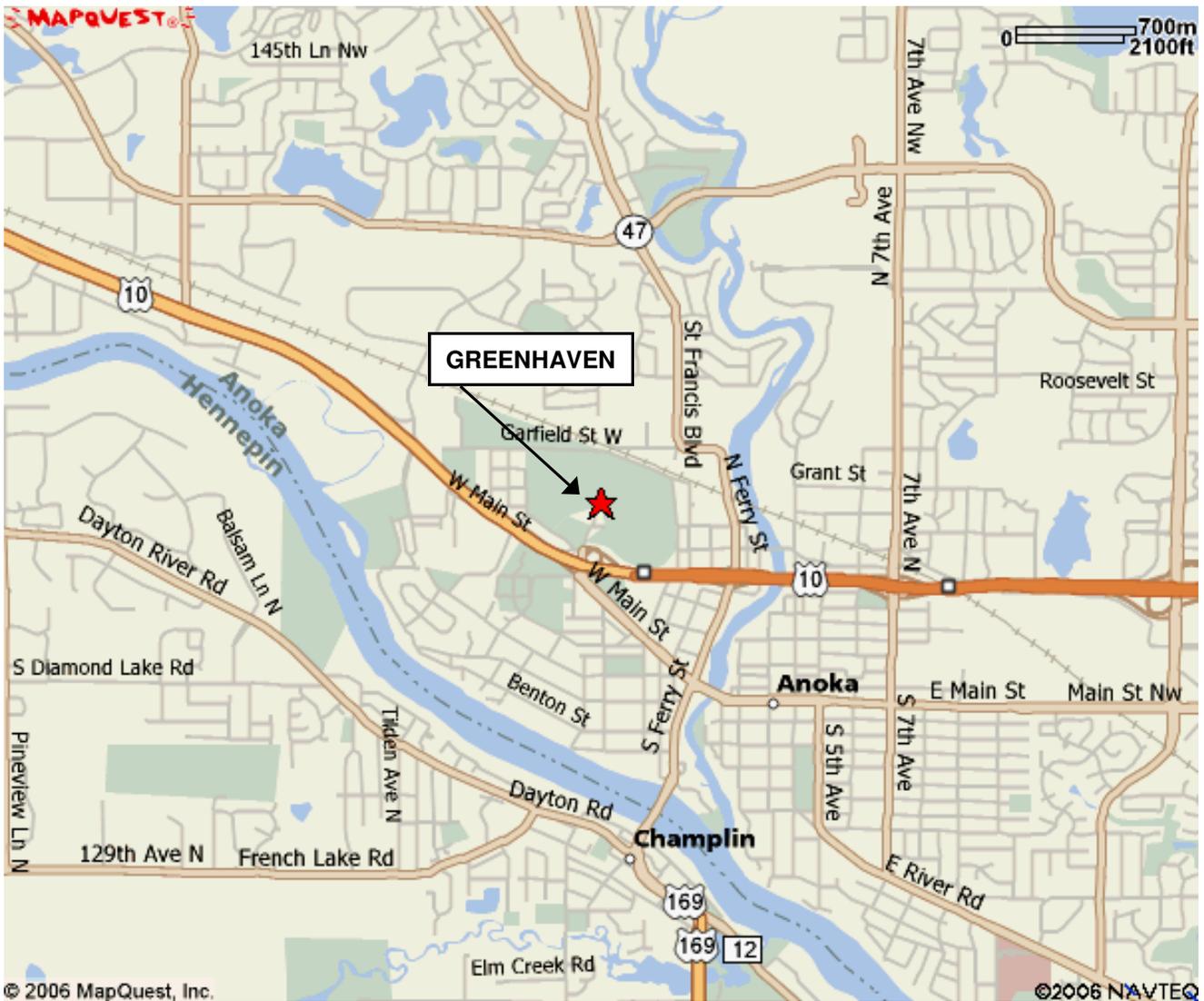
The first Northstar event of the New Year.
Brunch at the Greenhaven
Golf Course - Country Club in Anoka.

We will meet at 11:30 am.
January 7, 2007

The Greenhaven will be new for most of us. We are fortunate to find a good location in the Northwest part of the metro area, which hopefully, will encourage members in the Western and Northern areas to attend.

Mark your calendars now, RSVP Bob Johnson, 651-257-1715 by January 3rd if you plan to attend. email: arborbob41@aol.com.

How To Get To Greenhaven



Directions

~From the South:

Take Highway 169 north to Main Street and take a left. After you drive under Highway 10, Main Street will dead end in their parking lot.

~From the East:

Take Highway 10 West to Main Street / Greenhaven exit. Turn right. This will dead end in their parking lot.

~From the West:

Take Highway 10 East to Main Street / Greenhaven exit. Turn left. This will dead end in their parking lot.

2800 Greenhaven Road · Anoka, Minnesota · 55303 763-576-2970