

## *My Pride and Joy....*

The Hulk With Hope.

### **A 1940 Lincoln Continental With All Lincoln Mark VII Running Gear.**

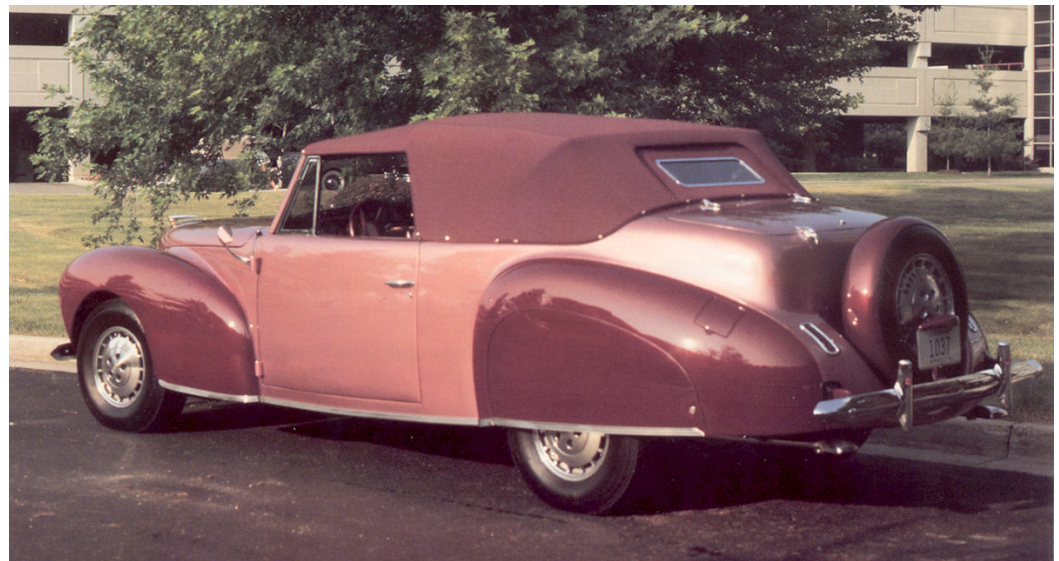
Originally written by Tim Purvis for Continental Comments in 1990, we are reprinting it once again. This is a beautiful car, retaining the classic look of the 1940 Continental, with the drivability of a new Mark.

My 1940 Lincoln Continental Cabriolet is a Mark VII at heart. All of the running gear is Mark VII, including the air suspension. Even the wheels and tires are Mark VII LSC. It performs and handles just like a Mark VII. In fact, the weights are very similar. The specifications underneath are extremely close to a Mark VII al-

though the outside dimensions are all 1940. The driveshaft is out of a new Lincoln Town Car. I never even had to cut it. It just bolted right into the car. That's how dead on they are. The car was finished this spring and its first show-ing was at the 1990 Mid-America National Meet in Indianapolis, June 14-17 where it won a First in the Open Custom Class. The car attracted a lot of attention, although I am sure that some members will feel that I destroyed a perfectly good Pre World War II Cabriolet to build it.

Actually, the car (Body #340) was beyond the possibility of restoration the way I found it in Christine, North Dakota in October, 1988. There was nothing left but the hulk. It had a

*(Continued on page 2)*



*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.*

**What was old and forlorn, now new once again**

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

Feature Car of the Month	1	Directors Message	4
Club Information Page	2	Board Meeting	7
Editors Message	3	Northstar Region Event Calendar	14
Trivia...	3		

# Board Of Directors - 2007-2008

Title	Name	Phone Numbers	email & FAX
Regional Director	Bob Johnson	H(651)257-1715	arborbob41@aol.com
Director at Large	Tom Brace	H(651)644-1716	
Technical Consultant	Ron Fenelon	H(320)763-4197	rlf8536@gctel.net
Projects Director	Bob Gavrilesco	H(651)488-3878	
Membership	Dave Gustafson	H(952)435-1919	davidwgustafson@att.net
Publications	Dave Gustafson TOLL FREE	H(952)435-1919 866-482-0897	Fax(952)898-5230 (home) davidwgustafson@att.net
Treasurer	Harvey Oberg	H(651)739-9754	
Secretary	Roger Wothe	H(952)473-3038 O(952-933-9981	rwothe@environmentsinc.com Fax(952)473-0244(home)
Director	Bob Roth	H(763)475-1429	
Sunshine Secretary	Faythe Oberg	H(651)739-9754	

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...*

*(Continued from page 1)*

Cadillac engine, transmission, differential, instrument panel, steering sector and wheel - and nothing else. The wiring was all gone. The window winders were all gone. All of the stainless steel had been stripped from the car. The rust was so extensive that all of the lower front panels were missing. Someone had replaced the rusted floor panels with tin. The rocker panels were gone, the rear quarter panels were gone. There was really very little left of the car. Somebody had just taken the hood and torn it right off by hand, studs and all. The firewall was very bad. There were just so many parts missing that I ended up buying another 1940 Cabriolet (Body #280) that came out of a junk yard in Michigan. This was another car beyond hope, but it had many of the parts I needed, including the door latches, window regulators, stainless steel, and a dashboard. This car belonged to one of our members in Elmhurst, Illi-

nois. I went down there to buy a few extra pieces and saw the car sitting there. We decided that I needed it more than he did, because there was just no way of me building my car without it. I did not take the whole car. I just took everything off of it that I could possibly use and brought it all home.



A very sad looking 1940 Continental

*(Continued on page 5)*

## Trivia from the Internet



Earl "Curly" Lambeau  
1898 - 1965

*The Green Bay Packers were founded on August 11, 1919 by Curly Lambeau and George Whitney Calhoun. Lambeau solicited funds for uniforms from his employer, the Indian Packing Company. He was given \$500 for uniforms and equipment, on the condition that the team is named for its sponsor. Today, "Green Bay Packers" is the oldest team name still in use in the NFL.*

*The Packers became a professional franchise when they joined the newly formed American Professional Football Association on August 27, 1921. However, financial troubles plagued the team and the franchise had to be forfeited at the end of the season. Curly Lambeau found new backers the next year and regained the franchise for \$250. Further troubles threatened to*

*(Continued on page 4)*

## Editors Message

The Northstar Region is off and running for 2008. Our first event, a Sunday brunch at Tinucci's in Newport was well attended. The food was good, the conversation was even better. At the table where Marion and I were at, there was a discussion about the future of the Lincoln Town Car, a vehicle that many of us have owned at one time or another. The consensus was that most folks that have driven them, like them. It

does present a terrific value for the money, a full size car, with loads of features, good mileage and at a reasonable price. It is not a car that catches your attention, and maybe that is part of the problem. It has been around since the '70's, and the most recent model has been fairly unchanged since 1998. Dealers will be stocking few of them as Ford is encouraging buyers who want one to actually place an order. Articles elsewhere in the newsletter indicate that it will be produced through 2011. After that, who knows.

On February 9<sup>th</sup>, we will join with the CCCA for a potluck dinner over at Dick Pellow's over in St. Paul. From 5:00PM to about 9:30PM. Bring a dish to share and some car related item to auction off after dinner. The auction is usually spirited and there are usually some interesting things to bid on. Come join in the fun.

In March, we will be having brunch at Khoury's over in Inver Grove Heights.

## February 2008

New for the Northstar club, Khoury's has a reputation for very good food. Now if we can just get through March (it's only another 60 days) spring will be here and we can get the Lincoln's out once again.

Dues invoices for 2008 went into the mail around the middle of January. There are a few members that did not receive an invoice because as new LCOC members, the

Northstar Region extends Region membership to them for the first year. Those folks will receive an information form which should be returned so that we will have correct contact information for our 2008 membership directory. Please send in your dues payment as soon as possible. With postage costs as high as they are, the club saves money by not having to invoice a 2<sup>nd</sup> time.

More things are coming together for the Mid-America meet up in Duluth. As the host hotel, the Inn on Lake Superior, will

fill up rapidly, you should get your reservations in early to secure your room. You can walk to the ship canal from your room and watch the freighters go through to their harbor dockings. It is a view that you will not tire of. Bring your camera and take some notable pictures to bring home with you. Between the Lincolns and the lakefront scenery you will have some great memories to last a very long time.

Till next month...

David, Marion and Faithie, the Samoyed.



Faithie, wearing her new collar, is getting ready to start making her plans for St. Valentine's Day. It's a girl thing.



(Continued from page 3)

add more debt to the team, but local businessmen, known as the "Hungry Five," got behind the team and formed the Green Bay Football Corporation. The Packers are now the only publicly owned company with a board of directors in American professional sports (although other teams, such as the Atlanta Braves [Time Warner], the Chicago Cubs [Tribune Company], New York Rangers [Cablevision], the Seattle Mariners [Nintendo of America], and the Toronto Blue Jays [Rogers Communications] are directly owned by publicly traded companies). Typically, a team is owned by one person, partnership, or corporate entity; thus, a "team owner." It has been speculated that this is one of the reasons the Green Bay Packers have never been moved from the city of Green Bay, a city of only 102,313 people in the 2000 census. By comparison, the typical NFL football city's population is in the millions. The Packers, however, have long had a large following throughout Wisconsin and the Midwest; in fact, for decades, the Packers played four (one pre-season, three regular-season) home games each year in Milwaukee.

(Continued on page 5)

## Directors Message by Bob Johnson February 2008



We had 32 members brave the -15 degree temperature to attend our first activity for 2008 at Tinucci's on January 20<sup>th</sup>.

We had a nice private room and great selection of fine food. Frank Warner and Nannette Roth won our door prizes, 2008 Lincoln Calendars.

Our February event is a Pot Luck with the CCCA at Dick Pellow's in St Paul, on Saturday, February 9<sup>th</sup>. All information is in back of newsletter with map. Please bring your favorite dish to pass and a Car item for the annual auction.

Dave Gustafson sent out Region Membership renewals on the 18<sup>th</sup> of January; please help him with this task by promptly returning your Region dues of \$20.00, for 2008.

**It is time for our annual appeal**, not for money, but for your time to write a "My Pride and Joy Article" about your favorite Lincoln. Please take the time to tell everyone about your Lincoln/s and what you enjoy about them. Your articles are so special that many of them have been reprinted in our national club magazine, Lincoln and Continental Comments. We had no article lined up for February, but fate must have stepped in, at Tinucci's, Jim French gave me a stack of 1990 "Comments" magazines that featured Tim and Gaye Purvis 1940 Cabriolet/Mark VII "resurrection", so we have another "Pride and Joy" Article for this month. This month we will reprint from "Comments" magazine.

It sure was nice to see Gaye Purvis and visit with her at Tinucci's. Gaye presented the North Star Region with a contribution to start a memorial fund for her late husband Tim. On behalf of the North Star Region, I want to thank Gaye for her gift to us in Tim's memory. We all hope the Gaye will be able to attend more of our events and enjoy our friendships.

The "Destination Duluth", Mid America National Meet Registration forms are ready. The North Star Region member interest is very good in participating in this grand event. When talking to members a potential problem was discussed. The Meet is scheduled for 5 days, and some people were not able to attend because they thought they had to attend the whole 5 days. You can attend any part of the 5 days of the Meet; of course the two main days are the Driving Tour on Thursday and the Concours/Banquet on Saturday. So you could attend for just one day if that is all your time schedule would permit. Even if you don't want to register for this event you still can attend as a visitor and just come for the day. Please consider that Duluth is just two hours North of Minneapolis/St Paul via Interstate I35 so you could drive up for the Concours that will start Saturday at 10:00 AM, if you want to see many classic Lincolns (our goal is 125). If you are going to drive up for the day, bring a Lincoln enthusiast to enjoy these marvelous Lincolns. You can download our Duluth information and Registration packet from our web site [www.northstarlcoc.org](http://www.northstarlcoc.org)

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

*(Continued from page 4)*

kee, first at the State Fair Park fairgrounds, then at Milwaukee County Stadium. The Packers did not move their entire home schedule to Green Bay until 1995.

Based on the original "Articles of Incorporation for the (then) Green Bay Football Corporation" put into place in 1923, if the Packers franchise was sold, after the payment of all expenses, any remaining monies would go to the Sullivan-Wallen Post of the American Legion in order to build "a proper soldier's memorial." This stipulation was enacted to ensure the club remained in Green Bay and that there could never be any financial enhancement for the shareholders. At the November 1997 annual meeting, shareholders voted to change the beneficiary from the Sullivan-Wallen Post to the Green Bay Packers Foundation.

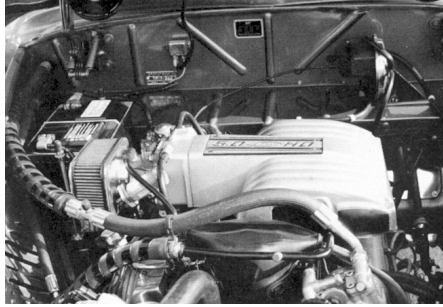
In 1950, the Packers held a stock sale to again raise money to support the team. In 1956, area voters approved the construction of a new stadium, owned by the city. As with its predecessor, the new field was named City Stadium, but after the death of founder Lambeau in 1965, on September 11, 1965, the stadium was renamed Lambeau Field.

*(Continued on page 6)*

## *The Hulk With Hope Continued...*

*(Continued from page 2)*

The metal work was quite extensive. I took the car to a metal shop. They replaced the bottom six inches. They had to stretch Lincoln-Zephyr rear fenders and skirts because that's all we had for rears. They also had to make new inner rear fender panels. They had to make completely new floor panels and rockers. New sections had to be added under the front cowl where they normally rust out. There are certain areas where these bodies always rust. This car had a lot more rust than in the usual areas.



A newer Lincoln V8 engine makes for a smooth running and good performing automobile.

The only major alteration that had to be done to the body was grafting shock towers to the front of the body. The rest of the whole unit is bolted to the bottom of the car. The air suspension system fits in quite well. The steering is 1985 Lincoln Town Car including the column. I mocked up everything in the car before it was painted. Then I completely disassembled the car to paint it.

When the car was completed and running we sent it out to Ed's Top Shop in Minneapolis.

They are well known for doing Lincoln Continental tops. The top material is for a 1989 Lincoln Town Car. But Ed's had to put an inner liner in it to make it a true convertible top. So it is Currant Red on the outside and beige on the inside. Ed's also made the convertible top well and upholstered the inner quarter panels in the passengers' compartment, where the convertible top mechanism goes. This is done in the same beige material as the inside liner of the convertible top. Ed's even installed the correct snaps and window felt. While the top was being put on, I was finishing the fenders. When the car came home the fenders were added on and all of the bright work was done.

It went out for upholstery in October of 1989, just a year after I found it. New Year's Eve Day the car came back home again. The fender color is Currant Red; it's a late model Lincoln color. The body color is Rose Quartz Metallic. I believe they used this color between 1978 and 1982 on both Lincolns and Thunderbirds. The interior upholstery is Currant Red hobnail cloth and leather done in original patterns. However, it is factory material for a modern Lincoln. The reason I chose these colors was I always liked red convertibles. I'm a mechanic by trade, and I used to work at a Lincoln-Mercury dealership. I saw two cars parked side by side at the dealership. One was a Currant Red Mark VI and the other was a Rose Quartz Metallic Town Car. That's where I got the idea for my color combination. I simply went to the Imron paint chart and cross referenced the paints. I also wanted to do a Lincoln Continental the way Edsel Ford might have done it if he were still alive. It has the styling of the original Lincoln Continental with 50 years of Lincoln-Mercury engineering progress under-

*(Continued on page 6)*

(Continued from page 5)

Another stock sale occurred late in 1997 and early in 1998. It added 105,989 new shareholders and raised over \$24 million, money used for the Lambeau Field redevelopment project. Priced at \$200 per share, fans bought 120,010 shares during the 17-week sale, which ended March 16, 1998. As of June 8, 2005, 111,921 people (representing 4,749,925 shares) can lay claim to a franchise ownership interest. Shares of stock include voting rights, but the redemption price is minimal, no dividends are ever paid, the stock cannot appreciate in value, and stock ownership brings no season ticket privileges.

No shareholder may own over 200,000 shares, a safeguard to ensure that no individual can assume control of the club. To run the corporation, a board of directors is elected by the stockholders. The board of directors in turn, elect a seven-member Executive Committee (officers) of the corporation, consisting of a president, vice president, treasurer, secretary and three members-at-large. The president is the only officer to draw compensation; the balance of the committee is sitting "gratis."

The team's elected president represents the Packers in NFL owners meetings unless someone else is designated. During his time as coach, Vince Lombardi generally represented the team at league meetings in his role

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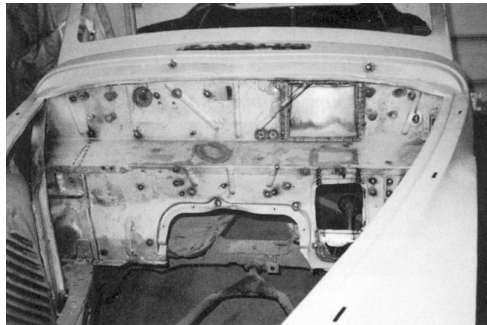
## Tim's 1940 Continental continued

(Continued from page 5)



Tim behind the wheel.

neath. I think that Edsel Ford would have liked it. Thanks to the vendors and members of LCOC and LZOC for the parts, tips, information and help that made this "resurrection" possible.



Firewall has had a complete restoration and is "as new".



The bottom six inches of the entire body was replaced with new metal due to the severe rust damage.

The process of reconstruction:

1. Remove all existing drive train and prior repairs.
2. Sandblast body shell and frame.

3. Fabricate and install new body panels to replace rusted or damaged ones.
4. Install new engine, transmission, steering, front and rear suspension.
5. Disassemble, perform all body work and paint body.
6. Clean, paint and/or polish chassis and engine parts and reinstall.
7. Paint and recondition dash and instruments and hand wire entire car.
8. Fabricate new fuel tank and lines for fuel injection engine.
9. Install power brake booster and cylinder. Fabricate new lines and install proportioning valve for wheel disc brakes and incorporate emergency brake from new differential to existing handle and cable.
10. Fabricate new radiator using original pattern but new tanks and straps made of mirror stainless.
11. Test start engine and check all mechanical and electrical operation.
12. Recondition top bows and install new top.
13. Recondition all fenders and skirts. Paint and install.
14. Install headlights, taillights, bumpers and grills.
15. Take for ride!
16. Send out for interior and trunk upholstery.
17. ENJOY!

Editors note: This is a car that you need to see to truly believe. The quality of work is breathtaking. Ninety-nine percent of restorers would have said the old body was beyond restoration. Tim said it could be done and he did it. Classic looks with modern drivability. What could be better.



## January 2008 Board Meeting

January 3, 2008

Regional Director Bob Johnson called the meeting to order at Culver's Restaurant in Maplewood at 6:50 PM. Board members present were Bob Johnson, Harvey Oberg, Dave Gustafson, Bob Gavrilescu, Tom Brace, and Bob Roth. Other members present were Faye Oberg and Brian Carlson. The minutes of the previous meeting and the agenda of this meeting were approved.

### DIRECTOR'S REPORTS

Regional Director Bob Johnson noted the necessity of re-establishing a Region calling list and asked for volunteers to call members to remind them of events. Faye Oberg and Bob Roth volunteered. We need four more people to help with the calling. Please contact Bob Johnson (651) 257-1715 to help. Bob reviewed the 2008 Activities schedule. The corrected fall picnic date is September 21, 2008. We will plan some mid-week cruises for 2008. The next event is brunch at Tinucci's in Newport on Sunday January 20<sup>th</sup> at 11:30 AM. He then reviewed information for the 2008 Mid America Meet.

Treasurer Harvey Oberg reported the treasury balance to be \$2,121.51 with all bills paid.

Publications and Membership Director Dave Gustafson reported the current paid membership to be one hundred forty-seven. Dave has also printed and assembled the Meet Packets for Bob and Roger to send to those who request them. He also needs more "My Pride and Joy" articles. He will assist anyone with their articles and also provide them with his excellent 2008 Lincoln calendar as an incentive.

There being no further business, the meeting was adjourned at 8:00 PM. The next meeting will be at Culver's in Maplewood at 7:00 PM on Thursday 7 February 2008.

Respectfully submitted by Secretary Roger Wothe from notes supplied by Bob Johnson.

### January Brunch Pic's



Above; Mary and Richard Magner



Above: Jay White, Jim French and Julia Vanatta.



Floyd Homstad, Jack Vanatta and Jeanne French with after brunch conversation.

(Continued from page 6)

as general manager, except at owners-only meetings. The Packers have won 12 league championships, more than any other American professional football team. They have also won 3 Super Bowls. (One of these games decided the NFL champion, and the first two date to the era when the AFL and NFL were still two separate leagues.)

Their arch-rivals the Chicago Bears are second, with nine NFL championships (including one Super Bowl). The historical rivalry with Chicago extends to the Hall of Fame - the Packers have the second most Hall of Famers (21, behind the Bears' 26). The Packers are also the only team to win three straight NFL titles, which they did twice (1929-1931 and 1965-67).

The Packers of the 1960s were one of the most dominant NFL teams of all time. Coach Vince Lombardi took over a last-place team in 1959 and built it into a juggernaut, winning five league championships over a seven-year span culminating with victories in the first two Super Bowls. During the Lombardi era, The Packers had a group of legendary stars: the offense was led by quarterback Bart Starr, Jim Taylor, Carroll Dale, Paul Hornung and Jerry Kramer; the defense was led by the likes of Willie Wood, Ray Nitschke, Dave Robinson, and Herb Adderley. The greatness of the Packers of the '60s really began one year earlier with the hiring of head coach Vince

(Continued on page 8)

(Continued from page 7)

*Lombardi. In their first game under Lombardi on September 27, 1959, the Packers shut out the Chicago Bears at Lambeau Field. The Packers got off to a 3-0 start but lost the next five and then won their last four games to achieve their first winning season since 1947.*

*The next year, the Packers, led by Paul Hornung's 176 points, won the NFL West Title and played in the NFL Championship against the Philadelphia Eagles at Philadelphia. In a see-saw game the Packers trailed the Eagles by four points late in the game. The Packers began their final drive, aiming for glory, but it was not to be as Chuck Bednarik tackled Jim Taylor just nine yards short of the goal line as time ran out. In the locker room after the game, Lombardi told his men that this would be the last time the Packers would lose the championship game with him at the helm. That prediction became fact, as the Packers would never again lose the NFL Championship game under Lombardi.*

*The Packers returned to the NFL Championship game the following season, as they faced the New York Giants. This time the game was no contest as the Packers exploded for 24 2nd quarter points as Paul Hornung, having recently returned from the Army, scored a NFL Championship record 19 points as the Packers beat the Giants to win their first NFL Championship since 1944.*

(Continued on page 9)

## Mulally must up ante at Ford

By Tom Walsh, the Detroit Free Press.

Like a good coach, Ford Motor Co. President and CEO Alan Mulally has succeeded during his first full year at getting his outfit focused on the basics -- blocking, tackling, teamwork. The result: much smaller losses, better morale. Ford reported a net loss Thursday of \$2.7 billion for 2007, including a pretax loss of \$1.1 billion on automotive operations -- not exactly peanuts, for sure, but nearly 80% less red ink than the year before.

Now Mulally must raise Ford's game a notch and put profit on the board if the 104-year-old automaker is to regain a place among the world's elite car companies. With its stock price of \$6.26 a share and market value of only \$13 billion, Ford is worth 33% less than one of its parts suppliers, Johnson Controls.

How does Mulally put points on the board? For starters, he needs superstar performances from his star players. In the auto business, the best companies make big profits on luxury cars and big trucks. For Ford, the F-150 and its big-truck brethren have been stud performers for decades, but higher gas prices are pinching sales in that segment -- and don't even mention what fuel costs have done to Explorer sales. So Ford needs profit production from more than the F-series.

How about luxury cars? That's a segment in which Ford has been sucking wind for a long time. Jaguar is being sold off to India's Tata conglomerate. But the once-proud Lincoln brand, which has languished for years, is getting a serious makeover in hopes that sales growth and profit can start flowing again. Lincoln sales rose 9.1% last year, as the MKZ sedan and Mark LT won quality accolades from J.D. Power and Associates, and the Lincoln MKX gave the brand a solid entry in the crossover space. Ford is showing the MKT concept, a futuristic crossover with a private jet look about it, at this week's auto show in Detroit. Mulally pegs Lincoln as a growing luxury brand for North America, while Jim Farley, Ford's new chief marketing officer, sees global sales potential for the brand. Wherever they sell it,

Ford desperately needs a Lincoln revival to generate profits from the luxury segment. In part, that's because Volvo, Ford's upscale Swedish brand that everyone professes to love for its safe reputation and solid engineering, has been losing money and its sales in the United States fell 8.3% last year. Volvo is a victim of the weak U.S. dollar, along with high operating costs in Sweden. Ford said Thursday that it had written down the value of its Volvo unit by \$2.4 billion. Last year, Ford flirted with selling Volvo along with Jaguar and Land Rover, but took Volvo off the block at year-end, saying it still has strong potential as a global brand, once it tackles cost and productivity issues.

Just as the New England Patriots rely on superstars Tom Brady and Randy Moss, so too Ford Motor Co. needs luxury contributions from Lincoln, and hopefully Volvo, along with its reliable F-series trucks, to pass the also-rans and join the world's elite companies.

(Astute readers may realize that I haven't talked about the Mercury brand. That's because the Ford bosses don't talk about it either, and had no new Mercury product for the Detroit show this year. Conclude what you wish about Mercury's future.)



*(Continued from page 8)*

*The 1967 season was the last season for Vince Lombardi as the Packers' head coach. His team was aging quickly and they lost four games in the regular season. One of those losses was against the Minnesota Vikings and the other was against the Los Angeles Rams, but the Packers still won the Western Division Title.*

*After the death of Vince Lombardi in 1970, the Super Bowl trophy was renamed the Vince Lombardi Trophy in recognition of his and his team's accomplishments. The road that goes by Lambeau Field, which is also one of Green Bay's major thoroughfares, was named Lombardi Avenue in honor of the coach.*

*For about a quarter century after Lombardi left the Packers, they had little success. Poor drafting of players was a key reason. Ultimately, the Packers' poor performance through the 1970s, 1980s, and early 1990s led to a shakeup in which new General Manager Ron Wolf was hired, who in turn brought on Mike Holmgren as head coach; Brett Favre as the team's new starting quarterback; and later, Reggie White on the defense. Beginning with the 1992 season, the Packers had 13 non-losing seasons in a row (their worst record being 8-8 in 1999), two Super Bowl appearances, and one Super Bowl win (Super Bowl XXXI).*

*From the Internet...*

## *Lincoln - Up From The Livery Brand*

How Ford is planning to buff up the image of its troubled Lincoln luxury line

By David Kiley

Ford Motor may be unloading Jaguar Cars and Land Rover, but that doesn't mean the company has given up on the luxury car business. Now that its two most glamorous divisions are on the block, Ford is pinning its hopes on another upscale brand that's been a big disappointment: Lincoln.

After more than a decade of offering customers vehicles that were merely gussied-up versions of less expensive models from Ford's lineup, the company is planning to roll out designs unique to Lincoln. The initial offering will be the four-door MKS sedan, to be introduced this fall. In 2010, Ford hopes to launch the luxury MKT crossover sport utility vehicle first unveiled at the Detroit auto show on Jan 14. A potential sports car is also on the drawing board.

The new strategy represents a big change of heart for Detroit's second-biggest auto manufacturer. Executives had lost their faith in Lincoln. But new Chief Marketing Officer James D. Farley, whom CEO Alan R. Mulally lured from Toyota Motor to rethink Ford's product lineup and brand strategies, believes he can entice forty-somethings and foreigners. "Lincoln is not a damaged brand, it is one that has been neglected," says Farley, whose grandfather owned a Lincoln dealership in Grosse Pointe, Mich., before World War II.

This is a notion that, not so long ago, would have been dismissed at company headquarters. Just six months before Farley arrived in October, 2007, a proposal to export Lincolns overseas was shot down by Ford brass. "There wasn't a lot of confidence that Lincoln could go up against the Asians and Europeans" says Ford Americas President Mark Fields.

But Farley believes his predecessors underestimated the brand's potential. When he was helping Toyota introduce Lexus to developing markets such as China, India, and Russia, Farley envied the way Lincoln Town Car limos, imported from the U.S. by private companies, buzzed around airports, hotels, and other high-visibility locations. "Operating then as a Ford competitor, it always seemed like a lost opportunity not to sell Lincolns at retail in markets where the limousines are known," says the 45 year old Farley.

The difference in his assessment of Lincoln's prospects stems in part from the difference in his assessment of the Town Car itself. Depending on whom you ask, America's most popular executive livery vehicle is either the brand's greatest strength or curse. On the one hand, thousands of wealthy people ride in Town Cars every day. On the other, many of them perceive it as just a backseat ride. The soft, couch like driving experience is not what many luxury car buyers want when

*(Continued on page 10)*

## *Lincoln, Up from the Livery Brand continued....*

(Continued from page 9)

they are at the wheel. And the fact that Town Cars are the basis for most hearses built in America, adds, in some people's minds, to the brand's ponderous image. "I just can't see myself in the front seat of a Lincoln," says Peter Carney, 53, a corporate attorney in Manhattan.

Farley's plan is not to aim for Carney's generation of baby boomers, who already have largely rejected Lincoln. Rather, he is targeting their immediate successors, consumers in their early 40s. He believes this group is more open-minded about Lincoln and willing to accept it as a retro hip brand. He likens it to products such as Puma shoes and Old Style beer. "These brands were rediscovered without overt attempts by their owners to advertise," Farley says. "Why? Because they are authentic."

Farley's positioning of Lincoln is in marked contrast to General Motors' handling of Cadillac, a once floundering luxury line that has enjoyed a turnaround. Where GM created a flashy image of a vehicle promoted with Led Zeppelin songs and bought by celebrities, Ford is taking a down-to-earth approach with Lincoln. Farley labels the new MKS sedan a "responsible luxury" car. Its V-6 engine generates as much horsepower as a V8, he notes, but gets 20% better mileage.

Not everybody is convinced the sales pitch will work. It "is going to be pushing hard uphill with a new generation of buyers" says Dan Gorrell, president of consulting firm AutoStrategem.

But Farley is hoping that Lincoln's rising customer satisfaction and quality scores will win over attentive consumers. According to the most recent Initial Quality Study published by J.D. Power & Associates (like *Business Week*, part of The McGraw-Hill Companies), Lincoln ranked No. 4. The vehicles will appeal to "independent minded people who pay attention to the research they find on the Internet," he says. In 2007, Lincoln sold 131,000 vehicles, vs. 215,000 for Cadillac and 330,000 for Lexus.

At the moment, the Lincoln Town Car is scheduled to go out of production in 2011. But Fields says it could be replaced with something similar. "Mercedes-Benz is the taxicab of choice in Germany, which shows if you have the right products, being the airport car won't hurt you," he says.

### The New Ford Game Plan:

New CMO James Farley is repositioning the stodgy Lincoln brand to appeal to forty-something car buyers.

Offer unique products. For the past 10 years, Lincolns have simply been fancy Fords. Now the brand is about to offer more of its own exclusive designs.

Emphasize Practicality. Lincolns boast strong customer approval ratings and better mileage than most peers. Farley will promote them as a form of "responsible luxury."

Speak Softly. Unlike Cadillac, which used a glitzy rock'n' roll ad campaign to help spark a turnaround, Ford plans to rely more extensively on word-of-mouth marketing.

Article courtesy of Business Week.

## *For Sale....*



**1953 Capri**, brand new 1953 Lincoln Capri 50th Anniversary car with 133 miles since ground-up 2 year restoration, the car was rust-free & solid from AZ, it hadn't been licensed since 1964, powder coated frame, gas tank, inner fenders, etc, stainless steel gas and brake lines, new glass except rear window, new rubber gaskets, original color, basecoat, clear coat, 5 new Diamond Back tires, hubcaps restored, engine is overhauled 317 ohv 5-barrel 205 hp, 6-volt with power windows, seat, steering, brakes and antenna, AM-FM stereo, the car is beautiful, Offers in the \$40,000 range would be appreciated. Rodney White 507-438-3753, MN; or email: [rdwhite@smig.net](mailto:rdwhite@smig.net)

## **Wanted**

1956 or 1957 Mark II in number two condition.

Prefer an Air Conditioned car.

Silver with Red Interior, with White or Maroon a second choice. Mileage to 70,000 acceptable.

Will pay fair market price or better depending on condition and documented history.

Call John W. McDowall 320-251-8640  
email: [johnmc@mcdowallco.com](mailto:johnmc@mcdowallco.com)

## *I need a New Home....*



I am a 1969 Lincoln Mark III, black with black leather interior.

My present owner has worked very hard to try and fix me up, and there are only a few more things left to do. I have new front leather seats, rebuilt engine, newly rebuilt transmission and differential. I have also some new suspension parts, brakes and other things too. I run well, drive good, but just need a little more work to make me look really nice. I am thirty-eight years old, and I have a little rust in my lower quarters, but that can be fixed. My vinyl roof also needs to be replaced. I want to go to a good home to someone in the club, who will take care of me and make me like new. I also have a lot of good parts that go with me if you need them.

Mike Galle, my present owner is asking only \$1600. Please call Mike at 612-866-2350 or 612-269-6569. I really would like to come to your home to live.

## *For Sale - 1974 Continental Two Door*



Just what you have been waiting for. 73,000 miles from new, tan interior, white top, gold lower. 460 Engine, new wiring, looks and shows like new. Pampered all it's life, stored indoors. \$7,000/open to reasonable offers from Lincoln club members. Call Bob Buko at 651-454-0100 - Cell 612-867-9518



## *Great Automotive Buys...*

### **For Sale**

#### **1979 Mark V Cartier Edition**

Light Champagne, Matching Interior  
Equipped with 400 CID engine and all the  
usual equipment found on a Mark V.  
Low Mileage - 38,300 Miles  
Good Looking, Inside and Out  
\$10,500/Best Offer  
Call Ray at 612-722-9966

### **WANTED**

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

Nice seats for 1979 Lincoln Town Car. '75-  
'79 should work. Prefer tan color since the  
car is painted a gold tone.

For Sale: 1988 Beige Town Car, leather interior,  
109K, \$1900. 320-587-4415  
(Hutchinson)

Call Francis Kalvoda, Willmar 320-235-5777

### **For Sale**

1988 Town Car, with 45,000 miles. Has new tires  
and battery, and looks like new. Gray with gray soft  
half-top, rectangular opera windows and side lights.

Call Don Peterson at 507-454-3010, 507-429-0476  
or 507-454-5231, Winona, Mn Fairly priced.  
Email: donp@mwsco.com.

### **For Sale:**

4 – 1993 MK VIII wheels, painted, rare.  
Very good condition \$120.00

4 – 1993 MK VIII wheels, chrome, poor condition  
\$80.00

Call Bob Gavrilescu at 651-488-3878

### **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.

### **NORTHSTAR 2008 Mid-America Meet**

**June 25th - June 28th**

**Duluth, Minnesota**

**Registration Forms  
and other meet  
information  
is now available.**

Contact Roger Wothe, Meet Registrar  
133 Grove Lane, Wayzata, MN 55391-1618  
email: rwothe@mchsi.com

### **FOR SALE**

#### **1967 CONTINENTAL CONVERTIBLE**

Dark Green, very nice condition inside and out.  
In good condition mechanically

Priced right to sell now  
\$10,000

Please call Richard Serwat 651-554-0716

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

### **For Sale**

1959 Lincoln Continental Mark IV - Four door sedan. 1 of 933 manufactured. 430 CI, 350 HP engine. Loaded with options, 50,000 mile, all original car. Presidential Black. Primary First Place at the LCOC MidAmerica 2002 meet in Red Wing, 95 points. \$30,000/offer.

1960 Lincoln Two door Hardtop. Low production model. Featuring 68,000 miles. 430 CI, 315 HP engine. New Presidential black paint, New chrome. Interior is black with white original. It has many, many new parts. \$15,000/offer.

Contact Tom Thill at 651-646-5378.

### ***DESTINATION DULUTH***

T-Shirts are now available, advertising the 2008 Mid-America Lincoln Meet in Duluth next June. Northstar Club Jacks are also available. Perfect for the fall days ahead.

Call Bob Johnson to get yours today.  
651-275-1715

### **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

### **For Sale**

46 - 48 Lincoln V12 overdrive transmission, 26 tooth cluster, very good condition, \$650 exchange.

1949-51 Mercury overdrive transmission, very good condition, will fit the V12 motor for open driveshaft changeover. \$500

Transmission mount for this changeover, \$140.

**Call Ted Anderson at 763-561-8143**

### **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.

Just Arrived! New windshields that fit 1961 through 1963 Continentals.  
"61-64" windshields coming soon.

***Please call Gordy Jensen at 952-851-2721***

### **STORAGE AVAILABLE**

Safe, Secure Storage for  
your classic  
now available

Southwest Metro Location

Contact Connie

**952-835-4148**

# *Preview of Coming Events*

The following include scheduled club events

- February Pot Luck with CCCA February 9th, 5:00PM, Dick Pellow's, St. Paul.
- March Sunday Brunch, Khoury's, 5660 Bishop Ave, Inver Grove Heights, Mn,  
March 9th. 11:30AM
- April Sunday Brunch, Paradise Landing, Balsam Lake, April 20<sup>th</sup>, 11:30AM
- May Saturday, May 3<sup>rd</sup>, 9<sup>th</sup> Annual Lincoln Car Show, Whitakers Lincoln Mercury, Inver Grove Heights, which will include Detailing and Judging seminars as an added attraction.
- June North Star Region, Mid America National Meet, "Destination Duluth"  
Wednesday June 25<sup>th</sup> to Sunday June 29<sup>th</sup>
- July Prior Lake, Summer Pot Luck picnic, Sunday July 20<sup>th</sup>, 11:30 AM.
- August 6th Annual Out State All Lincoln Car Show, more info to follow.  
Eastern National Meet, Columbus, Ohio, August 14-17th
- September Annual Region Picnic, September 21st.

If you have a special place that you would like the club to visit or that unique restaurant, please let us know. We are making plans for the rest of 2008, and we need your help to find new experiences for the club. We need your help to make the club even better and more fun.

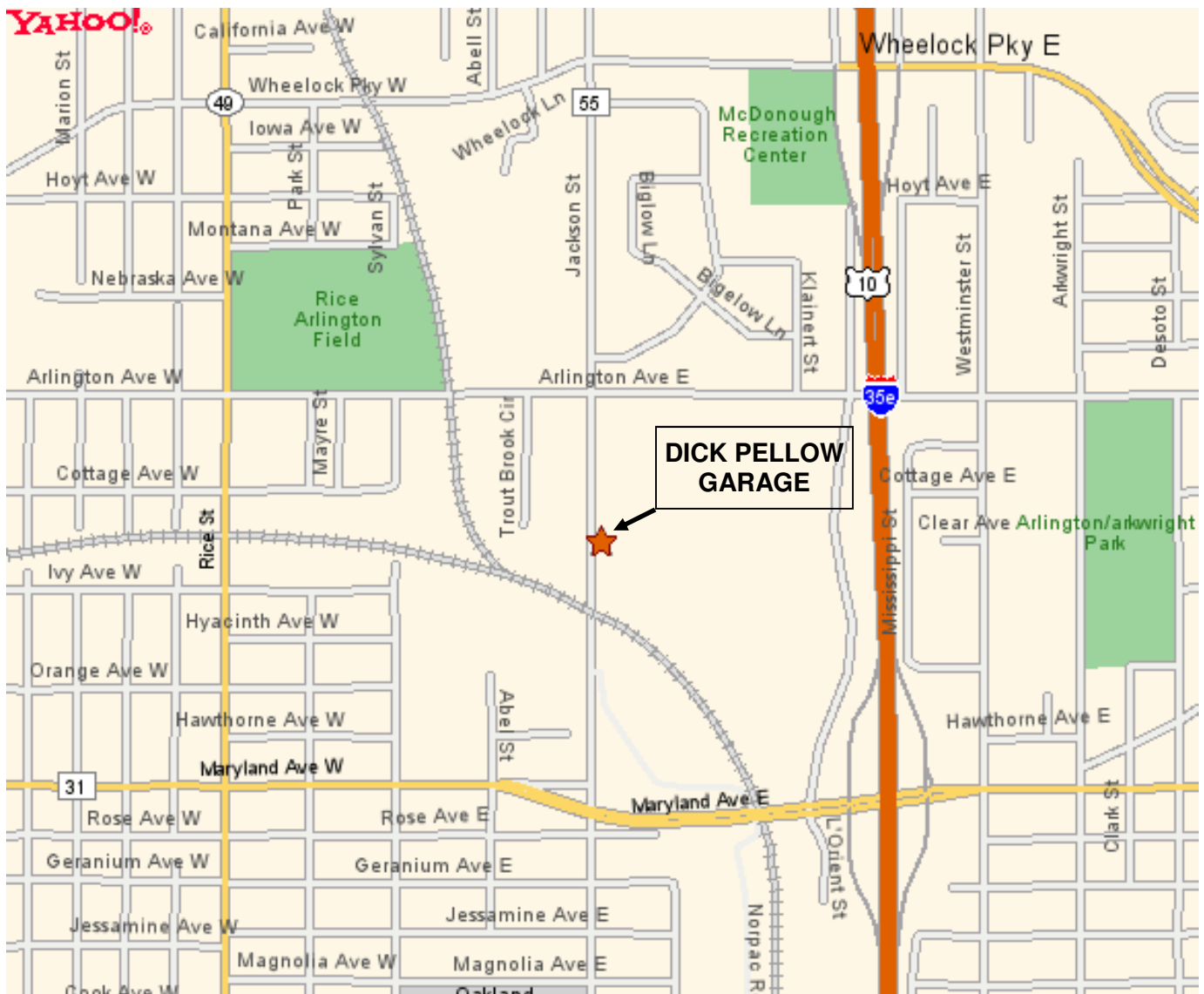
BACK ISSUES OF THE NORTHSTAR NEWS ARE AVAILABLE ON THE  
NORTHSTAR LCOC WEB SITE.

[www.northstarlcoc.org](http://www.northstarlcoc.org) Click on publications.

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



**MAKE YOUR PLANS TO ATTEND NOW!  
FEBRUARY 9th, POTLUCK WITH THE CCCA**



**UPPER MIDWEST REGION, CCCA POTLUCK DINNER AND AUCTION**

***FEBRUARY 9TH, 2008. 5:00 PM TO 9:30 PM.***

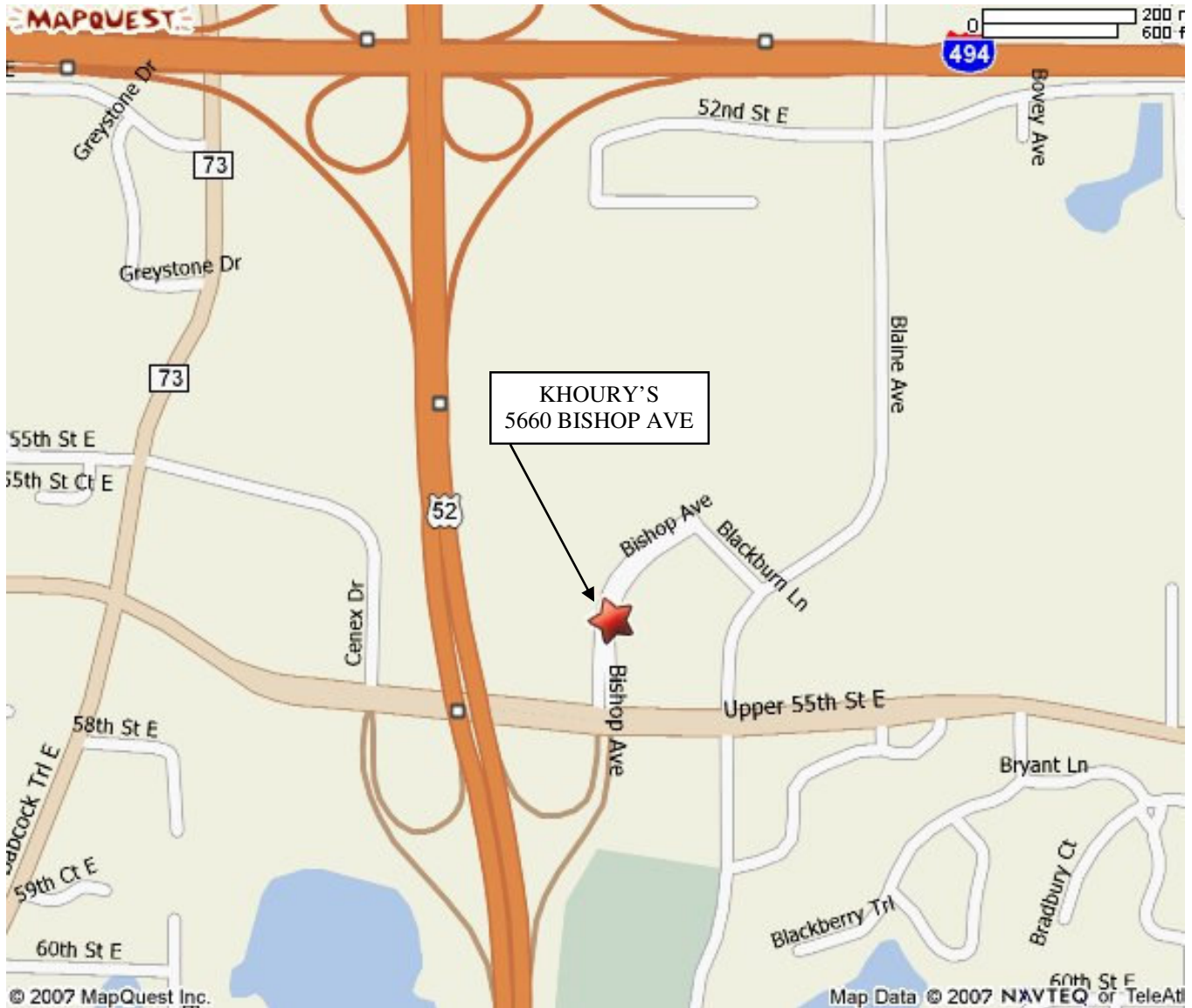
Dick Pellow's Car Garage, **1354 Jackson Street, St. Paul, Minnesota.** Highway I35E to Maryland, West to Jackson, North to 1354. (651-489-1212)

All Northstar LCOC members are cordially invited to attend this event. Bring something for the potluck to share with others.

Please bring auto related items (parts, literature, toy cars, auto-related collectibles, etc) to donate for the auction. This has always been a fun event, and your chance to spend a Saturday night away from the TV, having a great evening with your friends.

Call Bob Johnson at 651-257-1715 or Tom Brace at 651-644-1716 for more information.

Mark Your March Calendar Now  
March 9th, Sunday Brunch at Khoury's Restaurant  
A well kept secret, 5660 Bishop Avenue East  
Inver Grove Heights, MN



Our Sunday Brunches continue. March 9th, we will meet at Khoury's, 5660 Bishop Avenue, Inver Grove Heights, MN (651-451-3880) at 11:30. It is a new location for our club, but many members report that it is a great place to eat. Highway 494 to Highway 52, South to Upper 55th Street. Just a short distance North on Bishop. With over thirty items on their Sunday brunch, no one should go home hungry.

Please call Bob Johnson at 651-257-1715 (or email: arborbob41@aol.com) by March 6th if you plan to attend. See you there.