

NORTHSTAR NEWS

My Pride and Joy

Our feature Lincoln this month is the pride and joy of Jim French, our Director.

Lincolns in my life, by Jim French.

I was born and raised in the Detroit area, so I have had motor oil in my veins since I was born. My father was an engineer and worked at GM, Packard, and Ford. He worked at Ford from 1954 to 1960. During most of that time he was in chassis design at the Mercury, Edsel and Lincoln Division. We drove Mercury, Edsel, and Lincoln Company vehicles around as a matter of course. We also drove the competition cars to see how they stacked up. We generally owned Fords and there being four kids, they were station wagons for the most



JIM FRENCH'S' 1974 MARK IV

own, I have wanted to own a Lincoln. For many years, I could not afford to buy a new one, but finally, I managed to buy my first used one. It was a 1973 Mark IV. My older sister and her husband live in the Palm Springs, California area, and in 1983, I told them to start looking for a good used Lincoln for me. I wanted a rust free car. One day a man came into their home furnishings store to look around and somehow the subject of him having a 1973 Mark IV for sale came up. A price was soon agreed upon, and I owned my first Lincoln. It was an ugly lime green color with a white vinyl top and

white interior. The car sat out in the sun most of its' life, and the vinyl top was badly cracked. The paint was OK, but who would stand the color. The fellow I car pooled to work with called it slime green. I ripped off the vinyl top and had the entire car repainted a deep red. What an improvement! I sold that car in 1990 to someone who lives not far from my home, and I still see the car around once in a while. It still looks good.

Just before I sold the Mark VI, I bought a used 1986 Mark VII LSC. This was gold with a tan interior. A small car in comparison with the Mark IV. My wife and I took both cars on several long trips out west, and enjoyed both in their own ways. However, the Mark VII got so much better gas mileage, it won the vote as the long distance car.

The first picture I saw of the Mark VII
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*“Ever since I have been
On my own, I have
Always wanted
To own a
Lincoln”*

part. We could never really afford to win a Lincoln at the time, but it sure was nice to have a different one every night in the driveway. We did take some of the Lincoln Company cars on vacation, and they were always a pleasure to drive. Always enough room for the six of us plus luggage in the cavernous trunks of these large cars. Ever since I since I have been on my

Welcome to the new 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.

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Board Of Directors - 2001-2002

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Members and guests are welcome to attend the Board Meetings which are held the second Wednesday of every month except December at 7:00 PM at Whitaker Lincoln-Mercury on South Robert Street just north of Highways 110 and 1494 in Inver Grove Heights, Minnesota.

Our Pride and Joy, Continued.

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was at the national meet we had in 1992. It was love at first sight. I had to have one. In October of 1993, Ford had a great lease deal on the Mark VIII, and I took the plunge. I got the deep jewel green with the tan interior, and it is the one you still see me driving. Hard to believe it is 8 years old already. Another tow years, and I will be able to put it in the LCOC meets.

In 1998, I got to regretting I had sold the Mark IV. I was looking in the car ads in the Minneapolis paper one day, and someone had a 1974 Mark IV. For sale. I called and got the name and address of the owner, and sight unseen, I went to the bank and got a cashiers check for about 80% of the asking price. I also had cash to make up the difference, if the owner insisted on the asking price. Jay White and I went to the owners house after work that night, and once again, I was the proud owner of a Mark IV. The man took the cashiers check, and none of the cash. This is the triple black Mark IV you see me driving to club functions. This is the car I have been writing about in my monthly newsletter articles. My body repairs and painting are just about complete, so I can move on to something else.

The Mark IV and the Mark VIII are as different as night and day. Some of that is due to the 20 year age design philosophy and technology differences. A large part is due to the loss of almost a ton of weight between the Mark IV and the VIII. The handling of the VIII is nimble and precise. Every time you turn the steering wheel of the IV it is like having a committee meeting to decide which direction to go. There is little sway in the VIII, while the IV swings and sways all over the road. Of course, the VIII will blow the doors off the IV in acceleration. The IV will get about 13 MPG on the road without the A/C, while the VIII will turn out 26 with the air on. The one great thing about the IV is the size, no one messes with you on the road. It is bigger and a lot heavier than almost everything else on the road and most realize they will come off second best in a confrontation. Despite the differences (or maybe because of) in the two Marks, I like them both and drive them both as much as possible.

<i>FACTS AND FIGURES</i>		<i>1974 Mark IV</i>
Price	\$10,194	Production total 57,316
Weight	5,362 lbs.	Engine V8, 460 CID
Wheelbase	120.4 in	Bore 4.36, Stroke 3.85
Length	232.6 in	220 SAE net hp

The Year - 1974

"I shall resign the Presidency effective at noon tomorrow. Vice president Ford will be sworn in as President at that hour in this office." Richard M. Nixon in a televised speech Thursday, August 8, 1974.

The population of the U.S. is now 213,853,928. Women's life expectancy has risen to 76 years while men can expect to live to an average of 68 years. The median salary is now \$7,800, and a loaf of bread costs 39 cents. Butter now costs \$1.00 a pound while a dozen eggs will now set you back \$1.29. A quart of milk goes for 38 cents.

In 1974 the way it was is 'The Way We Were' with Barbara Streisand. Other top hits include 'Angie Baby' with Helen Reddy, 'Band on the Run' by Paul McCartney and his new group, Wings.

The Academy Award winning movie of 1974 is the ongoing story of the Corleone family 'The Godfather Part II'. In addition to Al Pacino and Robert De

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Another month of our beloved driving season has gone by. Over the long winter, we spend our time thinking about getting our prized possessions out and going down the road, with the windows down, and the radio turned up. Unfortunately, with all the rain and potential for bad weather, most of us have not been able to get our cars out as much as we would like. Let us hope that the weather will turn in our favor, and we will have a late fall, to make up for the poor spring. Maybe if we got to drive them everyday, it would not be as much fun.

A week or two ago, I was reading on of the many magazines that we receive about the immanent demise of the Cadillac Eldorado and the Lincoln Continental. Cadillac first produced their Eldorado in 1953, as a limited edition show car, along with the Buick Skylark, and the Oldsmobile Starfire to serve as image builders for the GM product line. Of the three, the Cadillac Eldorado probably has had the most years in production. On and off from 1953 to the present. These cars competed with the Packard Caribbean, 1953-19566, and the Lincoln Mark II. Lincoln eventually split the Continental and the Mark into separate series, the Continental, a r door model, and the Mark, a luxury sport coupe. Both the Mark and the Continental evolved into really great cars. I have been fortunate to own a 1986 Mark VII LSC, a 1994 VIII, and the 1996 Continental that I am presently driving. All three are great driving automobiles, with plenty of power and

Continuing on from last month, we want to extend thanks to a number of other people who have been members of this club over the years, and have contributed greatly to the success of this club.

Tom and Richard Koop...Father and Son, both have served the club in various positions over the years, and helped make our past meets great events. Their advice and judgment in past club issues has proved invaluable.

Harvey and Faythe Oberg...Harvey is our club treasurer, although he has held other offices over the years. Fir the size of our club, the amount of yearly dues (\$15), we have one

excellent gas mileage. Unfortunately, this type of vehicle does not appeal to a large enough market segment to make it profitable for the car companies to keep producing. They are finding that they can make more profit from their luxury SUVs and expensive pickups. The loss of the Continental nameplate, leaves Lincoln with the Towncar, the Navigator SUV, the LS, a European flavored sport sedan, and the new Blackwood, a luxury SUV/Pickup, soon to be at a Lincoln dealership near you.

There are rumors abounding that the Mark series may return in another year or two. Several of the automobile magazines have had pictures of a design exercise for a Mark IX. From the pictures, it appears to be a very large vehicle, and the associated text says that *if* put into production, it will be smaller and based upon the LS chassis. Somewhat good news for us long time Mark fanciers.

On another note, those in attendance for the tour to Elmer's at Fountain City, Wisconsin reported that it was both fun and interesting. It was a shame that more members couldn't have made the tour. Let us all try to make more of the events. By the way, if you have any suggestions for events or tours, please let us know. This is your club, for your enjoyment.

Whatever model Lincoln you have, get it out of the garage and enjoy it this weekend.

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Niro, the cast also includes Robert Duvall and Diane Keaton. Other movies include 'Chinatown' starring Jack Nicholson and Faye Dunaway. Another memorable film was "Blazing Saddles" featuring Cleavon Little and Gene Wilder.

We are also busy reading best sellers like 'Centennial' by James A. Michener, 'Watership Down' by Richard Adams, 'Tinker, Tailor, Soldier, Spy' from John Le Carre and the 'The Dogs of War' by Frederick Forsyth. Some non-fiction included 'All the President's Men' by Carl Bernstein and Bob Woodward, 'Alistair Cooke's America' and 'The Total Woman' by Marabel Morgan.

One of the ongoing stories in 1974 is the OPEC oil embargo imposed against the U.S. and the effect it is having. Supplies especially of gasoline are severely curtailed and the resulting inflation is having a dramatic impact on interest rates among other things. To deal with gasoline shortages, President Nixon signs

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Directors Message



Elmer's Toys and Museum in Fountain City, WI sure is an interesting place to visit. There are probably around 100 original or fully restored cars in three large buildings. In addition, there are more model cars and other toys than I have ever seen in one place. It would have been nice to share this with more LCOC members than were able to make it that weekend. There were only six of us so we took two cars from The Point near Hastings to Fountain City. Karl and Sharon Flick had their 1939 Zephyr Coupe and Floyd Homstad had his 1993 Mark VIII. A 54 year difference in the age of the cars, but they both cruised the back roads of Wisconsin without trouble. The Zephyr really drew a lot of attention.

Well, the painting project on the Mark IV is drawing to a close. I do have to say that it doesn't look bad at all. I will probably have to repaint one rear fender due to a bad place which started out as about one inch square. Every time I did something to that little place it got bigger and worse, so I figure I might as well do the fender all over.

This past week a guy dropped off his MG Midget for me to work on. In my shop, along side the Mark IV, it is a real contrast. The Midget name is appropriate, it is tiny. The

Midget is about as long as the front fender and the door of the Mark IV, and weighs about one-fourth of the Lincoln Mark IV. The Midget needs a lot of TLC. The brake master cylinder is to, the top is ripped to shreds, some of the lights don't work, and just a lot of little things need to be fixed. Fortunately, the engine runs all right and the clutch and transmission seem to be OK. The car sat in a barn for quite a while and is filthy, inside and out. This may be my summer project. But, if anyone needs work done, be sure to let me know.

Jim French



Top - Karl and Sharon Flick with their 1939 Zephyr.

Bottom - The Whitaker LCOC car show in May.

Board of Directors' Meeting

The meeting was called to order at Whitaker Lincoln-Mercury at 7:15 PM by Regional Director Jim French. Board members present were Dave Gustafson, Bob Gavrilesco, Tim Purvis, Jim French and Roger Wothe. Other member present was Gaye Purvis. The minutes of the previous meeting and the Agenda of this meeting were approved.

Directors' Reports

Regional Director Jim French reported that the Whitaker show was a success and Chuck Whitaker would like to do more. He also

noted that we have to do more to make new people feel welcome. We have heard nothing from Treasure Island for next year's meet, and we also need a director for the meet soon. Jim also thanked Dave Gustafson and Roger Wothe for their work on the 2001 Directory.

Assistant Director and Joint Club Events Coordinator Jay White emailed the notice for a joint event with the Minnibirds Club for Saturday July 14th at 9:00 AM for a tour around Lake Minnetonka and lunch at the Minnesota Landscape Arboretum.

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Lincoln and the Competition in 1974

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 legislation requiring States to limit highway speeds to 55 mph or lose Federal highway funds. It is soon dubbed the "double nickel".

Cost of a first-class stamp rose to 10 cents on March 2nd.

People Magazine debuts, with Mia Farrow gracing the cover.

A fad known as "Streaking," where people sprint naked through public events, thoroughfares and ceremonies, sweeps the country.

The Sears Tower in Chicago becomes the World's tallest building.

In the Super Bowl, it was Miami over Minnesota (24-7). World Series, Oakland over the LA Dodgers (4-1) Hank Aaron hits his 7155th home run to beat Babe Ruth's record.

Those who left us included: Bud Abbott, Jack Benny, Walter Brennan, Dizzy Dean, Duke Ellington, Chet Huntley, Charles Lindbergh, and Ed Sullivan. Information from the Internet.

In 1974 the marketplace for luxury cars was pretty much dominated by Cadillac, Lincoln, and to a lesser extent, Chrysler with their Imperial model. Lincoln offered two models in 1974, the Continental, with 2 door hardtops, and 4 door sedans, and the Mark IV, a 2 door luxury sport coupe. The Mark IV was the better seller of the two models, 57,216 went out the factory door, compared with 36,669 Continentals. These were really large cars, weighing in at about 5,360 pounds for each model. Power came from the 460 cubic inch engine, which was used in both models. The Mark IV had an extra 5 horsepower, coming in at 220 net SAE. The list of both standard and optional equipment for each model was very long. Most came very well equipped from the factory.

Cadillac was the big seller in 1974, with a total of 242,220 vehicles produced and sold. Their loss leader series, the Calais did very poorly, with about 6,800 sold. America was not ready for a de-contented Cadillac. The DeVille series was their best, with almost 174,000 sold. Price was \$8,100 for the 4 door, and \$7,867 for the 2 door model. The Fleetwood Series, was priced at \$9,537, and weighed in at 5,143 lbs. 8,250 Fleetwoods were sold. Cadillac continued to produce their 75 series, 6 and 8 passenger limousine style cars, and the 75 series chassis used for commercial vehicles, ambulances and funeral cars.

Competing with the Mark IV was the Eldorado series, a 2 door model, offered as both a coupe, and a convertible. First introduced in 1967 as a 2 door hardtop model, it introduced a convertible model in 1971. The 1974 Eldorado priced out at \$9,110 for the coupe, and \$9,437 for the convertible. 40,412 Eldorados were sold in 1974. Cadillac featured a large 500 cubic inch engine, which produced 210 hp, badly restricted to emission control equipment.

From 1971 to its demise in 1975, Imperial was just a top-of-the-line Chrysler. Still to a lot of people, the Imperial name plate was something special. The LeBaron series had two models, a 4 door hardtop, and a 2 door hardtop. Production for each was 10,576 and 3,850. Factory price was \$7,230 and \$7,793. Overall length was 231.1 inches, wheelbase, 124 inches. Power was from a 440 cubic inch V8 engine, rated at 230 HP. There was a long list of factory optional equipment, like Cadillac and Lincoln. It was a good car, but not widely accepted by the public.

Market Share 1974

Cadillac	242,220
Imperial	14,426
Lincoln	
Continental	36,669
Mark IV	57,216

Prices

Cadillac	\$7,371 - \$13,254
Imperial	\$7,235 - \$7,793
Lincoln	
Continental	\$8,053 - \$8,238
Mark IV	\$10,914

Directors Reports Continued

Treasurer Harvey Oberg reported by phone that the treasury balance was \$4,402.96.

Projects Director Bob Gavrilescu reported the sale of one set of weatherstrips to someone in California.

Activities Director Tim Purvis received a call from Frank Warner who would like the club to visit his collection north of Taylors Falls of fifty to sixty cars, mostly Lincolns. Tim will set up a tour.

There being no further business, the meeting was adjourned at 8:00 PM.

Respectfully submitted by Secretary Roger Wothe.

Arboretum Tour

On Saturday July 14, 9:00 AM, the Lincoln Club and Minnesota Minni Birds will go on a tour of Lake Minnetonka's beautiful lake area and million dollar homes. We will take wonderful winding roads around the lake and end up eating lunch at the Minnesota Landscape Arboretum. We will eat at the cafeteria either inside or outside, your choice. Tickets to the Arboretum are \$5 per person. Directions: We will leave at 9:00 AM from the parking lot of the FAZENDIN Realtors in Wayzata. Take I394 (Hwy 12) west of I494 to 101 South. The 101 exit will be to the right and you will go under the freeway and stop at the light. Bear to the right and the FAZENDIN parking lot will be immediately on your right almost under the freeway. Call Jay at 952-432-5939 to register or for more information.

Preview of Coming Attractions

The following are the scheduled club events, please call Tim Purvis at (651) 459-6178 for information and directions.

- July 13-15 29th Annual Iola Old Car Show, Swap Meet & Car Corral, Iola Old Car Show Grounds, Iola, Wisconsin. “Midwest’s Largest & Greatest Old Car Show.”
- July 14 **Lake Minnetonka, Landscape Arboretum Tour (a Northstar LCOC event) With the Minni Birds, tour around Lake Minnetonka and end up for lunch at the Minnesota Landscape Arboretum. Depart Fazendin Realtors in in Wayzata at 9:00 AM. Further details on page 5. Call Jay White at 952-432-5939.**
- July 19-22 Gigantic Collector Car Tent Sale
Held at Ellingson Car Museum in Rogers, MN
- July 29 2nd Annual UMR CCCA Concours d’Elegance at Blake School
Starts at 8:00 AM. Held at the Blake School in Hopkins, MN Cars by invitation, public encouraged to come and see the finest show and original cars in the area.
- Aug 11 15th Annual New London to New Brighton Old Car Run
Cars leave New London, MN at 7:00AM, lunch stop from 11:00 AM –1:00AM at Buffalo High School, Buffalo, MN. Arrive at the finish line 3:00 PM—7:00PM, at the New Brighton’s Long Lake Park at the Stockyard Days Festival, New Brighton, MN.
- Aug 18-19 26th Annual Antique & Classic Car & Boat Show
9:00 AM—6:00 PM Treasure Island Resort & Casino, Red Wing, MN
- Aug 19 St. Cloud Pan-Towners 26th Annual Car Show & Swap Meet
7:00 AM - 3:00 PM Benton County Fairgrounds, St. Cloud, MN
- Aug 26 18th Annual Fall All Ford Show and Swap Meet
9:00 AM - 3:00 PM Twin City Ford Assembly Plant, St. Paul, MN