

Our Pride and Joy



Bruce and Helen Hutchinson's 1946 Continental Coupe.
A very classy couple own this very classic car.

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.

As told by Bruce Hutchinson. Reprinted from the November/December 1997 issue of Continental Comments.

Passion and or practicality? It's some-times hard to get the two running in the same direction.

We had made the decision to buy a 1940's Continental late in 1995. The next step was to see what was on the market in our general part of the country. (We live in the Los Angeles area of California.) I knew I was going to look for a car mostly "done" and priced well. After going through recent *Confabs* (Western Region Newsletter) and *Continental Comments*, I found very few choices at that time. My first choice, of course, was a Cabriolet. I enlisted the help of Den Fenske who owns two beautiful Cabriolets. We began going through the LCOC Directory to see who owned these cars in the western part of the country and wrote a standard letter with the intention of seeing who might be interested in selling their Cabriolet.

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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 from page 1)

While doing this research, I called on an ad in *Continental Comments* for a 1946 Lincoln Continental Coupe that was located in Napa, California. It had belonged to club members Al and Honey Burgess. Al had passed away and Honey was going to sell the car. We had a nice phone conversation and she sent photos, copies of judging sheets of the 1995 Silverado Meet and all the info of the mechanics restoration in 1991. The car won an LCOC Ford Motor Company Trophy in 1984 and is a Senior car in the Classic Car Club Of America. I also called two other parties and was becoming painfully aware of the axiom, "when the top goes down, the price goes up!" All of this led me to become more interested in a coupe and to more seriously rethink the Burgess car.

In mid February of 1996, I had four cars to look at. All being in central and northern California. Den Fenske and George Richards agreed to accompany me on a three day trip to see these cars. My wife, Helen, with head shaking and eyes rolling, I know was thinking "We shouldn't let these three guys out on their own!"

The first two cars we saw were nice but tired and beyond my price range. The third was a 1941 Cabriolet. We saw it at dusk in a beautiful rural area of Sacramento and we all three got caught up in the whole thing and thought this car was it! (Still not in my price range ...) Fortunately we went back the next morning, examined the car very closely and found it very, very nice but incorrect in many areas. Thank you, Den! George Richards has a way of cutting to the bone of things and I realized this was not the right car for Helen and me.

Moving on to Napa, California! Upon arriving at Honey Burgess' home, she showed us to the garage. At first sight of this '46 Coupe, I was in "passion" mode. We studied the car, drove it and considered it from top to bottom.

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Trivia from the Internet



Everyone's favorite toy.
The Teddy Bear

The Teddy Bear is now so much part of the teddy bear artists lives that it's hard to believe he was only invented in 1902, and is named after Theodore 'Teddy' Roosevelt, the famous hunting President of the USA. For years, the claim to have made the first Teddy Bear has been disputed between America and Germany - and in some ways, both countries made the first Teddy!

The story begins in Germany, in late October 1902, where Richard Steiff, a toy designer working for the family firm in Giengen, went to a touring American

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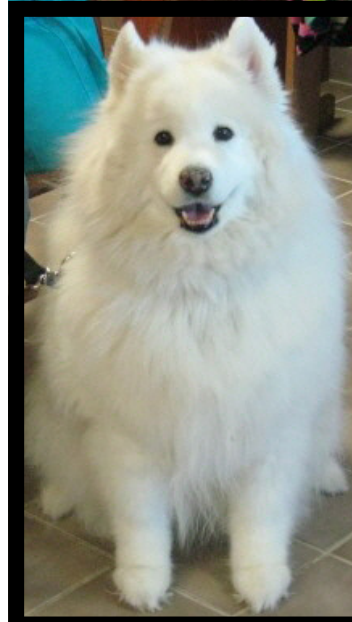
Editors Message

We are spending most of our Christmas holiday working on the newsletter and reminiscing about the many Lincoln club events that we have attended over the years. This last year has been one of the busiest. And 2014 looks to also be very good too. The Lincoln Museum in Hickory Corners will be opening in August. We hope this one event will bring members from all the Lincoln clubs together to celebrate this grand affair. And in September, the LCOC MidAmerica meet will be held in Rockford, IL. Only about 400 miles from the Twin Cities, we hope for a very good turnout from our region.

We are making the plea for more of you to take pen in hand and send in a article about your favorite Lincoln for our Pride and Joy feature. We would especially like to hear about your experiences with newer models, even if it is a new one or a few years old. A lot of you have forgotten that Lincoln is in the new car business and produces a very fine product. And, without selling a few new ones now, what will there be for the first graders of today to collect and drive in fifty years.

On December 11th, we had to say good by to our beloved Sweet Faithie. She has lived with us since December 26th, 2004, coming to us from Jim Cheskawich in Woodland, Washington. She was born on St. Patrick's Day, March 17, 2000 to Ch. Trilogy's

Blame It On El Nino "Amigo" and Ch. D'Keta's Purple Reign CGC "Seattle" and lived to 13 years and nine months. She made her champi-



Ch. D'Keta's Teal
Faith Reigns
"Faithie"
March 17, 2000
December 11, 2013

onship early in life and went on to be a very good mother to 13 puppies. In the past 5 months or so, she was experiencing more difficulty with getting up from a resting position. Then on Wednesday, the 11th, it finally came to the point where she just couldn't get up anymore. Our Vet said there was an issue with muscle wasting and there was not a viable treatment option for her. It was best for her not to continue further discomfort and pain and let her cross over the Rainbow Bridge to rejoin her mother Seattle and her siblings

once again. She will be missed terribly by us and the many people that she met along her life's journey. She lived a full life, and her excellent bloodlines will continue into the future. We want to thank Jim Cheskawich for allowing us to adopt Sweet Faithie (Ch. D'Keta's Teal Faith Reigns) and providing us with nine years of joy and companionship. Rest well, Sweet Faithie, you have done your best each and every day.

Our time on this good earth of ours is very short, let us make the best use of it as we can. Be kind to all and our very best wishes for the New Year.

Till next month....

David and Marion....

(Continued from page 3)

circus in search of an idea for a popular new toy. Among the animals he saw there was a troupe of performing bears, and they sparked off the original idea. The following day, he put his thoughts down on paper for Margarete Steiff, his aunt, who had founded the firm in 1880.

Richard saw an opportunity to make a bear toy, standing up-right, and jointed in a similar way to dolls. There had been bear toys before, of course - often made from real fur! - but these had all been copies of real bears on all fours. Richard's bear would be able to walk up-right. Margarete Steiff liked the idea, and Richard set to work on visiting zoos to sketch the bears and come up with some proper designs.

Meanwhile, several thousand miles away, the other half of the Teddy Bear story was about to begin. President Roosevelt, visiting Mississippi to settle a border dispute, decided to go out hunt-

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Directors Message by Bob Johnson

January 2014

We had a white Christmas, and a very nice holiday season. Now all we have to do is wait ninety days for spring. The mild winters of past few years are but distant memories. The way November ended it was a wakeup call for what was in store. Can January be worse?

As this is the first newsletter for 2014, speaking for your North Star Board of Directors, we want to thank all those who hosted, planned, and worked on all of our activities in 2013. Being your Region Director really gives me the chance to meet all our members and it has been very rewarding. To see the fun and fellowship our members have when participating with their Lincolns. The effort and work we put in these activities is well worth the time spent. We sure have many fond memories about what we did in 2013. Mary and I really enjoyed the many miles we traveled in our Mark VII Convertible, going to events all over the country.

Plans for 2014 include a onetime special event, August 9-10, 2014. This will be the dedication of the Lincoln Motor Car Foundation Museum at Hickory Corners, Michigan. You should have received a mailing about the event a couple of weeks ago. Exact details are now being finalized by the Michigan Region Director, Dennis Garrett, who is heading up this memorable event. Do we want to make attending this grand event our August activity? If so how do we want to do it? There are several ways of getting to Kalamazoo/Hickory Corners, Ferry across Lake Michigan, go thru Chicago, go up thru northern Michigan and take Mackinac Bridge or just drive on your own. The drive from here is 600 to 800 miles depending upon route taken; in most cases two days would be best especially if you are driving your classic Lincoln. Please let me know if you plan on going to the museum dedication, and what your route preferences would be. I would like to hear from you in January, so we can plan the best route to maximize the experience.

Our first activity for 2014, is a Sunday Brunch on January 12th at 11:30AM, at Running Aces Harness Track, 15201 Zurich St NE, Columbus, MN (35E Just South of Forest Lake). This beautiful venue features a semi-private room with very good food. Brunch price is \$18.95, but you can get a free membership worth \$4.00 off the price of the brunch. Come early and fill out a membership card, if you don't have a card from last year. Please RSVP to Jay White by Thursday January 9, 2014, 952-432-5939 or email jay@jwhiteandaccoc.com. Please remember, we must give the restaurant a correct head count for them to set up our private area, call Jay early to help out our planning process.

February 15th, we have been invited by the CCCA to a Potluck/Auction on Saturday evening at 5:00 PM, at the Firefighters Museum, 664 22nd Avenue NE in Minneapolis. This museum is full of firefighting equipment and pictures depicting the history for over the past 100 years. Please bring a good potluck item to pass for everyone to eat. We share 50/50 in the auction that will also be held, please bring quality auction items and your check book. This is a chance to meet more great people in the old car hobby. RSVP information will be in the next newsletter.

Also in January we will be sending out our North Star membership renewals for 2014. Dues will remain at \$20 again for this coming year. Dave Gustafson would appreciate your updating the information on the renewal form so we can update our membership directory which will be published later this spring.

We still have open dates on our activities calendar, please contact any of our

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ing for the day. After several hours, he still hadn't bagged anything, when one of his aides discovered a lost bear cub wandering through the woods. Catching it, he tied it to a tree, and brought the President to it - here was his trophy for the day! To Roosevelt's eternal credit, he couldn't bring himself to shoot the defenseless cub, and ordered it to be set free. The press pack following Roosevelt's visit heard about the story, and it inspired cartoonist Clifford Berryman to draw a cartoon of the incident, entitled 'Drawing the Line in Mississippi'. This cartoon was printed in all the papers, and triggered a moment of inspiration for Brooklyn candy store owner Morris Michtom. Using Berryman's cartoon as a guide, he quickly worked out a pattern, and, his wife had soon put together a little jointed toy bear cub,

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More Pride and Joy

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Honey Burgess is a lovely lady whose humility and honesty about her and her husband, Al's car made a major impression. I was not prepared to purchase the car on the spot and decided to give myself the time it took to return home to rethink it all. Besides, the "War Department" would be very upset if she were not consulted.



We got home, and after relaying all info to Helen, (I was still in passion mode but she began to pull a bit of practicality mode into it,) I called Honey and we made a deal.

My problem: When and how to get the '46 from Napa, some 500 miles away, back to my home in Northridge, California. In March, I had begun a project for my work that required 14 to 16 hours a day lasting until mid June. I could have had it shipped but financial practicality had really set in by now! Honey had graciously agreed to keep the car in her garage until I could find a way to pick it up. I found a time in mid April and again George Richards and Den Fenske drove with me to pick up the '46 in Napa and drive it home.

Driving North, the weather was glorious. When we arrived in Napa, it started to rain. After finalizing the deal, loading up the extra parts, (a small storage shed, full) books, literature etc. Honey had included in the purchase, Bless you, Honey, we started out in the pouring rain, me driving my brand new old car, Den copiloting and George fol-

lowing in my Tahoe. As we pulled away, we saw her standing in the rain, crying and we were so saddened to realize that the chapter of the '46 coupe in her life had just been closed.

We had battery problems even before we got out of Napa. Sitting on the side of the road, raining buckets, a truck pulled up behind us. The man asked what the problem was and said he owned a 1946 Lincoln V-12 sedan and his place of work was about a half mile away and he had a tow rope! He towed us to his garage, made one phone call and within a half hour, we had a new six volt battery installed and we were on our way, (Who was that masked Lincoln Man?!) I wanted to call and thank him again for all his help but I misplaced his card in all the confusion.

The next morning brought clear weather and we continued the trip home. The '46 ran better the more I drove it and we made it back to Northridge without any more trouble. The best welcome home was when Helen said, "This is a gorgeous Continental and I feel sure that we bought the right car!" I have no regrets that our '46 is not a Cabriolet.

More Bob Johnson

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North Star Region Directors if you have a place or event that you feel the Region would enjoy.

Winter is a time to work on our Lincolns and write "My Pride and Joy" Lincoln articles about your car, for Dave Gustafson. We want to feature your Lincoln, but first you have to write the article, if you need help, Dave will help you in any way possible.

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

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which Morris put into his shop window with a copy of the cartoon, and a handwritten notice saying 'Teddy's Bear'. The Bears sold like wildfire, and within a year, Mich-tom closed his candy store, and founded the Ideal Novelty and Toy Co. - still one of the biggest toy firms in the world over ninety years later. In Germany, unaware of what was going on in New York, Richard Steiff completed the designs for his toy bear, and Margarete quickly ran up a prototype from scraps of mohair cloth. The bear, christened 'Friend Petz' first appeared in public at the 1903 Spring Toy Fair at Leipzig, but - to Richard's disappointment, nobody seemed interested. Legend has it that it was only as Richard was packing away the stand at the end of the fair, that an American toy buyer came up to him,

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Hollywood and the 1946 Continental

By Dr John Mansell, reprinted from the third quarter Continental Comments, 1985.

In 1946, Hollywood's major studios owned Lincoln Continentals which were used in many movies of the period. Several of Hollywood's biggest stars also owned Lincoln Continentals. Even legendary cheap-skate Jack Benny had one. Of course, Ford's top executives of the period, chose Lincoln Continentals for their personal transportation. Here's the story of who owned the Continentals, and where they are now. Special thanks to the staff of the Ford Archives in researching this very special



Ronald Regan behind the wheel of a 1946 Continental.

Lincoln Continental story.

Some years ago, while doing research at the Ford Archives on the 1946 Lincoln Continentals, I was impressed with the number of Continentals which were ordered by movie studios, movie celebrities, and well known Ford executives. In comparing the 1946 data with similar information available for the other years of early Continental production, the number of Continentals ordered by the major movie studios and the movie stars was very high in the 1946 Lincoln model run. This is

particularly impressive, considering the relatively low '46 production of only 251 cabriolets and 344 coupes. (Note that the figures published in the 1960s for 1946 as well as 1947 and 1948 production were not accurate for model year production because they were based on calendar month and calendar year production.)

The 1946 Lincoln Continental and the Movie Studios

The earliest cabriolet to be Hollywood bound was Body No. 8 (H139428). This car was the only production 1946 Continental painted cream. It had tan leather and tan whipcord upholstery with a tan top. It had no radio or heater, but did have wheel bands, overdrive, and black wall Firestone tires. This car was assembled April 7, 1946, (the seventh Postwar Continental built) and shipped July 3, 1946, via the Long Beach branch to 20th Century Fox Studios. They sold the car in November, 1947. Has anyone seen this car in movies produced by 20th Century Fox during the 1 1/2 years they had the car? Fortunately, the car has survived and has belonged to member William Polin of Westfield, Massachusetts, since 1973. In correspondence with him several years ago, he verified the original cream paint which was covered over by a later gray paint job. The original V-12 had been replaced by a 1951 Mercury V-8. He planned to restore it with the original cream color.

Before this car was designated for shipment to the movie studio, Ford had other plans for the car. It was given an experimental serial number

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More Hollywood Lincolns

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seized the bear, and ordered 3000 on the spot. And so the Teddy Bear was born, and sent on his way to international success.

Within a few years of their invention, Teddy Bear-mania had swept the world. Roosevelt adopted the bear cub as his mascot for a successful re-election campaign, and Steiff redesigned their bears to create a more appealing face which was to influence all other Teddy Bears for the next fifty years. While American firms mainly supplied their home market, the German firms - at first Steiff, and later competitors such as Hermann and Bing, exported bears across Europe. Only with the First World War did the Teddy Bear industries of other countries start to make a mark.

Although some Teddies had been made in Britain from around 1910, large-scale bear manufacture only began around 1915. Among the first firms involved were J.K. Farnell, The Deans Rag Book Co, and H.G.

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6E-1 originally, and was shipped to the Dearborn Lab on the day of assembly. Note that the accompanying wholesale invoice with the car priced at \$2964.06, including tax and fifteen gallons of gas. It was theorized that this car may originally have been considered for the Pace Car (see Continental Comments No. 121). However, Ford changed its mind, possibly demoting it to a Pace Car backup temporarily, and later assigning the car serial number H139428. As noted by Sam P. Landers in Comments #123, a cabriolet assembled on April 22nd designated as serial No. H-6E-2 Exp. Body #9 became the Pace Car. This car was very similar to the 20th Century Fox car except for having green leather instead of tan leather and not being equipped with Overdrive.

The second '46 cabriolet to be ordered by a movie studio was body no. 27 (H140916). This cabriolet was assembled on July 24, 1946, and was shipped on August 7, 1946 to Warner Brothers, Inc. It was wing gray with tan leather upholstery and a tan top. The only accessories from the factory were wheel bands and fog lamps, standard on the Continentals in 1946. The tires were Goodrich blackwalls. This is undoubtedly the car on the cover of *Comments #115* showing Ronald Reagan driving a Swedish actress in front of a movie set. The only dealer added accessory noted in the picture was the left side rearview mirror. Ronald Reagan apparently played parts exclusively in Warner Brothers films from 1931 to 1951 except for the time in the U.S. Army during World

War II. After the war, he played roles in at least three movies filmed around the time the '46 Lincoln arrived at Warner Brothers. *Stallion Road*, *That Hagen Girl*, and *Voice of the Turtle* were released in 1947. I remember as a teenager, with my parents, visiting the Warner Brothers Studio in June of 1948. We watched some of the filming of indoor scenes of the movie *The Girl from Jones Beach* and were introduced to Virginia Mayo, Eddie Bracken and Ronald Reagan who played the leads in that picture. I remember also touring the outdoor movie sets with store fronts similar to those shown in the background of the picture of the Warner Brothers Lincoln, but unfortunately we didn't get to see the studio Lincoln. It would be interesting if any members have seen this car in Warner Brothers pictures of this era. So far we have no knowledge of the present whereabouts of this car.

The third movie studio Continental was body no. 30 (H141036). It was built July 29, 1946 and sent on August 6, 1946, to Loew's Inc. MGM. This car was identical to the Warner Brothers' cabriolet except for Firestone blackwalls instead of Goodrich. Fortunately, this car has survived. It is now owned by Eugene Huber of Jefferson, Ohio. He acquired the car rustfree, in primer, with a '49-'50 Mercury V-8 engine and 51,896 miles showing on the speedometer in 1979. The previous owner from Sharon, Massachusetts, had had the car for one year and had bought it from a man in East Pepperell, Massachusetts, who had the car for eight years. Since learning that

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Stone & Co (who sold their bears under the trade name 'Chiltern Toys'. English bears tended to be softer in look and feel than their German cousins, and were a major influence throughout the 1920s and 1930s. Farnell bears are generally acknowledged to be the English equivalent of Steiff, but many other companies, including Deans, Chiltern, Chad Valley Co. and Merrythought (founded in 1930), made beautiful Teddies.

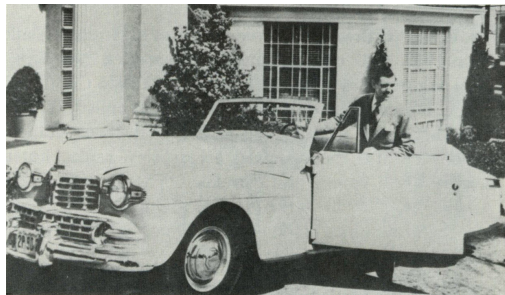
World War Two brought a halt to bear production across Europe. When things gradually returned to normal, many new Teddy designs appeared alongside the traditional jointed bears. One of the most influential of these new bears was designed by Wendy Boston. Seeing the rapid spread of washing machines, she created an unjointed, fully washable bear - a design which was soon copied by all the other manufacturers. The Wendy Boston design influ-

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Hollywood Lincolns continued..

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his car was the MGM Continental, Mr. Huber has seen a '46-'47 picture of Clark Gable posing apparently in front of this car in the 1980 edition of "Classic American Automobiles." Clark Gable was acting for MGM at the time, and starred in the movie *The Hucksters* released by MGM in 1947. Mr. Huber was able to rent the movie. The MGM Continental appeared in two scenes. One with Clark Gable driving and parking it with the top down. The other scene showed Gable driving the car (top down), with Deborah Kerr, up a mountain and stopping by a lake in the moonlight. Mr. Huber's wife also saw the car on a TV late movie a year ago. The movie was another MGM movie of the era: *Love Laughs at Andy Hardy* starring Mickey Rooney. The car still has some wing gray paint under layers of primer and tan paint. There is still no evidence of a radio being added by later owners with no hole ever being drilled in the fender for a radio aerial.



Clark Gable with another of the 1946 Hollywood Continentals.

The fourth studio Continental was cabriolet body no. 47 21 (H139514). The car was built on August 14, 1946, and shipped via the Long Beach branch to Universal Pic-

tures. They, like the previous studios, wanted a light color (wing gray) which was apparently better for black and white photography. This car had red leather upholstery with a tan top. In contrast to the previous movie Continentals, this one was loaded with accessories and was equipped with radio, vacuum antenna, hot air heater, wheel bands, two-speed overdrive, and fog lights. This car is not listed in our Continental Directory.

The fifth and last of the '46 movie studio Continentals was cabriolet body no. 100 (H143328). This car was built on September 24, 1946, and was shipped to Columbia Pictures on October 11, 1946. This car's paint (Sheldon gray) was darker than the previous movie Continentals. It had red leather upholstery and was loaded with the same accessories as the Universal Pictures' Continental. However, it was one of only twelve 1946 Continental cabriolets to have a hot water heater. This is another car not listed in our Directory. Thus, of the five movie studio Continentals, only two are known to have survived to this time.

Unlike the movie studios who preferred Continental cabriolets, most of the movie and radio celebrities preferred the Continental coupes. Only one of the stars, Jack Benny, ordered a Continental cabriolet. His car, body no. 161 (H147990) was built on November 21, 1946 and shipped December 5, 1946 to the Long Beach branch. The car was black with red leather and tan whipcord upholstery. The car was equipped with all the standard Lin-

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enced most of the bears made throughout the 1960s and '70s - and its shape even affected the look of jointed bears.

From the mid-1970s onwards, more and more adults began collecting Teddy Bears. At first, they were happy with the modern designs, but as the illustrious history of the Teddy Bear became clear, some people began to look for older bears with traditional designs. As manufacturers realized the interest in old bears, they began to aim some of their new products at collectors, rather than children. Steiff produced their first limited edition replica bears in the early 1980s, and in 1984, we opened the world's first bear Museum in England. Since then, a new craze of bear collecting has swept the globe - full circle to the Teddy-mania of the early 1900s!

Most of us probably had a Teddy Bear at one point or another in our lives, and on July 10 we celebrate

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Hollywood Lincolns continued

coln accessories and had a tan top. Jack Benny (1894-1974) was best known as both a radio and TV comedian. At the time he ordered his Continental, he had a regular weekly radio show and also was in several movies during the era (*The Horn Blows at Midnight*, and *Its in the Bag*, both released in 1945).

Jack's Continental, because of his thrifty image on radio, was not publicized like his Maxwell. Again, this car is not known to have survived at this time.

Bob Hope, who last year MCed a t.v. special honoring Jack Benny, ordered a Continental coupe. His car was body no. 54 (H143173), built August 30, 1946. It was wing gray with blue leather and blue whipcord upholstery and had all the standard accessories. Bob Hope, like Jack Benny, had a weekly comedy radio show during the early Continental era. He also had a parallel career in the movies starting in 1938. During the time he had the '46 Continental, he was in at least three movies. *Monsieur Beaucaire* was released in 1946. It was followed by *The Paleface* and *Road to Rio* in 1947. His car is another one that has faded from view.

Greer Garson also ordered a Continental coupe. Her car was body no. 168 (147286) built in November, 1946. It was painted black, like Jack Benny's car, and had full red leather interior. The accessories were radio, hot air heater, overdrive, wheel bands, fog lights, and right and left outside rear view mirrors. Miss Garson started her career on the London stage in 1932 and began making movies at MGM in 1938. Some of

her well known early movies were *Pride and Prejudice* in 1940, *Mrs. Minever* in 1942, and *Random Harvest* in 1942. She starred in several movies during the era of the Postwar Continental. *Desire Me* was made in 1947 and *Julie Misbehaves* in 1948. Her car is another one whose fate is unknown.

Harry Wismer, a famous sportscaster of the Golden Age of radio from 1920-1950, also bought a 1946 Continental body no. 235 (H148792). The car was maroon with red leather and tan whipcord upholstery with radio, heater, overdrive, and wheel bands. It was built in December, 1946, and shipped to Park Motor Sales in the Dearborn, Michigan branch. This car survived in the state where it was delivered, and now belongs to LCOC member R.C. Jacobs of Farmington, Michigan.

Jimmy Durante, "The Schnozzle", the well loved, long-nosed comedian of vaudeville, night clubs, musical comedy, radio, and the movies, bought a late 1946 Continental coupe body no. 237 (H149234). This car had skyline blue paint and blue leather with blue whipcord upholstery. It had a radio, overdrive, and wheel band, but no heater. It was equipped with special rear axle ratio 4.44 to 1. It was built in December, 1946 and shipped to the Long Beach branch. This car is another one unknown at this time. Jimmy began acting in movies in 1929 and was in three movies around the time he owned this '46 Continental; *This Time for Keeps* in 1946, *It Happened in Brooklyn* in 1946, and *On an Island with You* in 1947.

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those memories with
Teddy Bear Picnic
Day.



Our Teddy Bears keep us safe from things that go bump in the night, never tell our secrets and always have time for a hug or two. They don't care if we're having a bad hair day, a runny nose or if we drag them around by one foot, they're still our unconditional friends! They deserve a day of their own. Teddy Bear Picnic Day is a wonderful day for a stroll in the woods. Grab your favorite Teddy Bear, a picnic basket of goodies, and set off for a picnic. You could also arrange an outing with friends and family, to enjoy the summer sun, fun and games with your favorite Teddy Bears.

Tonight, as you are going to bed, hug your teddy bear!

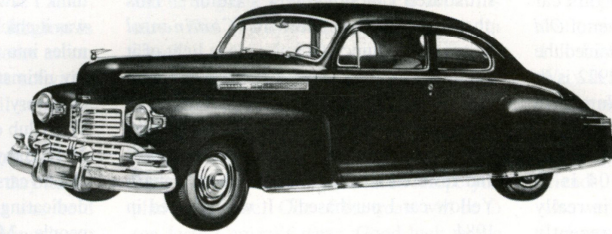
From the internet...

Lincoln Advertising in 1947

THE DISCERNING KNOW . . .

Wherever it goes, the Lincoln marks the judgment of its owners. Its graceful beauty is in part responsible. So, too, are richness . . . versatility . . . precision. But even more, the Lincoln motor car is a symbol . . . a confident statement of thorough excellence. To own the Lincoln is to invite esteem. Here, the discerning agree, is the truly fine car of the fine car field.

Nothing could be finer



DIVISION OF FORD MOTOR COMPANY

In 1943 J. Walter Thompson acquired the Ford advertising account which had formerly been handled by N.W. Ayer. In 1944 J. Walter Thompson still handles advertising for the Ford Division after 51 years which must be a record in the volatile advertising industry. The Lincoln-Mercury advertising account has been handled by a number of advertising agencies over the years. But in 1946-47, it was handled by J. Walter Thompson along with Ford. With the coming of the new 1949 Ford, J. Walter's advertising efforts were concentrated on the Ford, and Lincoln and Mercury advertising

was turned over to another agency or agencies.

An excerpt from the J. Walter Thompson newsletter of April, 1947 describes the "Nothing Could Be Finer" advertising campaign for the 1947 Lincoln and Lincoln Continental. It reads: "Since January, 1946, the Lincoln magazine advertising has typified the value of the prestige appeal in automotive advertising. The campaign itself follows a definite layout and copy pattern, and the advertisements are built to achieve a carefully studied simplicity with a minimum of copy and a maximum of visual appeal. Objectives for the Lincoln campaign are these: To re-establish Lincoln as the truly fine car of the fine car field. To build prestige into the Lincoln name and make that name a symbol of the superlative in motordom. And thus to pave the way for long term Lincoln leadership.

To carry out these objectives, copy stresses the pride that goes with Lincoln ownership, fully as much as the excellence of the car itself. There has been a minimum discussion of the features of the Lincoln in the campaign to date. Headlines of all advertisements are carefully integrated with the Lincoln theme, "Nothing could be finer." The car is always illustrated starkly with no background or people associated with it in order to invite the reader of the advertisement to "put himself in this picture." The picture frame rules and logo panel are basic elements of all Lincoln advertisements.

There is a campaign within a campaign in the Lincoln series consisting of

(Continued on page 11)

Lincoln advertising continued

(Continued from page 10)

the occasional advertisements on the Lincoln Continental. This definitely "custom car," it is felt, needs no description to point up its desirability. Lincoln Continental advertisements have appeared with four words of copy, "Nothing could be finer," a cutline under the car illustration and the standard Lincoln logo panel.



Classic understated advertising for a true luxury car.

If imitation means anything, it is gratifying to note that Lincoln advertising has produced some close imitators in the automotive field... among them Dodge and Oldsmobile, and coincidentally, the Cadillac magazine advertising underwent an abrupt change from a very mechanical "tank engine" theme to a similar emphasis on the desirability of Cadillac ownership, without "nuts and bolts." Lincoln advertisements appear in both mass and class magazines, generally in four color bleed pages." The theme "Nothing could be finer" probably came from the old standard song, "Nothing could be finer

than to be in Carolina in the morning" which had a brief revival in popularity at the close of World War II. The J. Walter Thompson newsletter comes to us from the Special Collections Library, Duke University, Durham, North Carolina. This library has an amazing collection of J. Walter Thompson advertising done for Ford from 1944 through 1987.

The "Nothing Finer" campaign is carried thru to newspaper advertising as shown in the ad above, which was placed by Martin J. Barry Lincoln. Clean, simple, but elegant was the recurring theme in all Lincoln advertising during this period. Every ad always mentioned the spacious interiors, the fine fabrics used for the interiors and the "even finer" Lincoln V-12 engine under the hood. Little was mentioned about the "nuts and bolts" features of the car. But in those years, were luxury car buyers really interested.....

Offered for Sale, Some Great Lincolns

As a courtesy to our members, we try to make space available in our newsletter for Lincolns for sale, along with parts, related information, and memorabilia. There is no charge for this service, but we do ask that you send us descriptive information along with a good digital image of the Lincoln that you wish to sell. We do have the ability to scan pictures, but considerable quality and detail are often lost in the scanning process. Also, we ask that you let us know when something has sold so we can make space available for someone else. Through the newsletter several cars have found new homes with new owners.



Here is a great opportunity to own a very limited production Lehmann-Peterson custom Lincoln limousine. This car is in extremely good condition and has been pampered all it's life.

Present owners have decided a 22 foot car is a challenge to store. Fairly priced. You may have the opportunity to own this fine car now. Please contact Jason Longerbone at 763.323.2970 or email: jlongerbone@gmail.com.



Beautiful 1997 Lincoln, Signature series, with only 77,000 miles. The car is Champagne color, as is the leather interior. This is a Florida car only driven in the winter, that has sparkling chrome on lower third of doors, and an almost perfect body. The only thing someone may wish to restore is the head-liner, which shows deterioration from the FL heat. Asking price \$4,900. Contact info: Jerry Thrall - 763-428-5044, or templethrall@gmail.com.



1979 Town Car, Collector's Series with Fixed Glass Roof, excellent cloth interior, some rust starting to show in the usual places but easily saved. Thousands recently spent on new parts, maintenance, including all new A/C, \$4,800. Located in Appleton, WI. Please call or email for more details, pictures. Perry Bush at pab1063@new.rr.com or 920-205-1295.

You May Be Interested in these Items for Sale

For Sale: **1948 Lincoln Continental Coupe.** Complete V-12 engine overhaul. New brakes and battery, New tires. Chrome has been replated. New dark green paint. Good working overdrive. Trunk just has been recarpeted. Reduced to \$14,000. also have V-12 radiator for sale and V-12 motor mounts. Call Ted Anderson 763.561.8143

For Sale: **Parts 1946 - 1948 Lincoln.** Hood ornament with base \$125 - \$150. Upper Grill Half \$100. Bumpers from \$75 - \$300. Steering Wheel with nice ring and center emblem \$300. Fog light and housing \$15. L/H Rear tire shield \$35. Continental door sills \$45 pair. Master cyls \$20. Wheel cyls \$1. Front brake drums \$5. **Also other parts too.** Call Dave Bodziak, 612.788.3758.

For Sale: **(parts) 1946-1948 2 door coupe shell and frame,** good front fenders, good trunk and hood, front and back bumpers, and boxes of misc small parts/odds and ends. Make offers Bruce Freiberg 763.682.3527.

WANTED: **1938 or 1939 Zephyr "donor" car.** Preferably a Sedan or Coupe Sedan. Price that I will pay will be determined by the condition of the car. I now have another '39 Zephyr donor car with the engine and drive train that I would use to make one complete car. I need inside window frames, dash, skirts, hood, right front fender and other misc. parts. If you have one or know of one ***please call Karl Flick at 612.961.9705.***

FOR SALE: **Automobile Quarterly Collection.** Super complete at 205 books - 52 volumes and 11 indexes, 2 executive planners, total 218 books, all in slipcases with gold script. Appraised at \$2,500.00. Price to sell at \$1,900.00. Harvey V. Oberg Phone 651-739-9754 (Minnesota)

FOR SALE: **1982 Mark VI 2dr** with Sun Roof. 132,000 miles \$1,000; **1983 Lincoln Continental 4dr,** no title and doesn't run \$500. **Parts cars: 1956 Lincoln Capri Sedan, 1955 Custom Sedan, 1954 Lincoln Front Clip, 1953 Lincoln Cosmopolitan Sedan.** Contact Elrod Kaufman, 27951 440 Avenue, Freeman, SD 57029 Call after 6PM for more details 605.925.4986

FOR SALE:

1989 Lincoln Town Car, Black exterior, Grey Leather interior, 60,100 miles. One owner, Excellent Condition, 5.0 V8 Engine, Automatic Overdrive Transmission. Michelin Tires, Power Glass Moon Roof, Dual Power Heater Mirrors. Keyless Entry, Power Everything, Listed new for \$32,938, Asking \$5,695.00 Del at 608.837.5990 **Great car with a Great price**

FOR SALE:

1981 Mark VI Signature Series. White, moon roof, padded trunk lid, lots of extras. All interior features work. Red cloth interior. Mileage on high side, 161,700. Started recently after long term storage. Call Karl Westenfield (C) 763-229-2183

FOR SALE:

1971 Continental Mark III, white, blue leather interior, clean car. \$2,500obo.

1975 Continental, four door, yellow with gold-white leather interior. \$2,500 obo Nice original condition. Call Rodney at 701-252-2222 or 252-4149.

FOR SALE:

I need a new home. I am a **1969 MK III** with only 103,000 miles and I am green with a like new green interior. Front windows need some work. Call Rich at 715.321.1938 \$4,900/Best offer will own me.

For Sale

FOR SALE:

1980 Mark VI Givenchy Coupe, New FoMoCo 302 V8 has 40,000 miles; car needs a little TLC, \$2500/offer.
320-429-0139

For Sale:

1984 Mercury Colony Park wagon. White with "wood trim" and nice dark brown velour interior. Fully equipped with 41 options, no rust ever, turbine wheels and complete service history. 181,000 miles, but doesn't show it. Please give me a call for more information. Roald and Rosalee Storvick, Austin, MN **Call 507.433.3944 or cell, 507.438.1016.**

For Sale:

1961 through 1967 Lincoln Continentals, complete and mostly complete cars, Sedans and Convertibles. I need to thin out my collection and if you need one of these cars either to restore or to use in your existing restoration project, please give me a call. Gordy Jensen 612.819.2107

For Sale:

1966 Lincoln four door sedan. 121K miles, runs, but needs some carburetor work, green with black vinyl top. Nice interior. Call Craig Brenner, 320.262.1043, Bird Island, MN

For Sale:

1972 Mark IV \$2,000 - 60K Miles. Rebuild Carb, Pertronics Ignition system (old system goes with car), Crager spoke wheels, complete set of service manuals, Personalized "Lincoln" plates good through 2011. Some other new parts go with car. Needs some Tender Loving Care, but the car is basically sound and a good value at the price. Call Dave Breault at 612-722-2075 and leave a message. Come take a look at this Lincoln Mark IV soon.

For Sale:

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 1969 Continentals. Available Now.

Please call Gordy Jensen at 612.819.2107

Preview of Coming Events

January	Sunday Brunch, Running Aces, January 12, at 11:30 AM
February	CCCA has invited us to a Potluck/Auction, Firefighters Museum, 664 22 Avenue NE, in Minneapolis on Saturday, February 15th at 5:00 PM.
March	Sunday Brunch, Al Bakers, March 16, 11:30 AM
April	Eastern National Meet, April 23-27. Tampa-St Petersburg.FL Area
May	6 th Annual Memorial Day weekend car show , Morries Ford Lincoln, Minnetonka, MN Saturday, May 24, 10:00AM to 2:00PM
June	11th Annual Outstate Classic Lincoln Car Show, Saturday, June 14, Miller Auto Plaza, St Cloud, 10 AM to 2 PM.
July	
August	Dedication Lincoln Motor Car Heritage Museum, possible driving tour 2nd weekend August
September	8th Annual Luther North Country Lincoln Car Show, Saturday, September 13, 10 to 2 PM

BACK ISSUES OF THE NORTHSTAR NEWS ARE ALWAYS 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.

North Star Activities

We are off and Running to the *Running Aces Harness Park* for Brunch, Sunday, January 12, 11:30 AM

This little treasure, located just North of the Twin Cities, promises to be a great place for North Star Brunches. Running Aces Champagne Sunday Brunch features carved Prime Rib, made to order omelets and waffles, peel and eat shrimp, a fabulous dessert table featuring our hand-made sweets, and seven breakfast & lunch entrees! Priced at \$18.95 per person, it gets even lower if you register for a free "Aces Reward Card", bringing it down to only \$14.95. You may register for the card on line at: www.runningacesharness.com or just come a little early. At \$4 saving per person, it's worth the extra effort. Please RSVP to Jay White by January 10, by calling 952-432-5939 or email jay@whiteandassoc.com.

Getting there: Interstate 35W to highway 97/Lake Drive (exit 129). West on Lake Drive 1 mile to Zurich Street. Left on Zurich street for about 1/4 mile, follow signs into Running Aces Harness Park. This will be a good chance to meet your good Lincoln Club friends and say good by to all our winter woes. See you there. on January 12.

CCCA potluck, Saturday, February 15 at 5:00PM at the Firefighters Museum in Minneapolis. All the details in February newsletter.

March 16th, Sunday Brunch Al Bakers, Eagan, MN

Most of you have been there before, great food, good service and reasonable prices. You just can't beat Al Bakers, and that's why we go back year after year. We will have our private room as before so it will be easy to spend some time visiting with your friends at one of our more popular places for brunches. If you have any friends that like cars, invite them along, perhaps we can get them to join the club.

Directions

INTERSTATE 35E TO PILOT KNOB ROAD (FROM THE NORTH) GO RIGHT FOR 2 STOP LIGHTS, LEFT TO WASHINGTON DRIVE. (FROM THE SOUTH) TURN LEFT AT LIGHT AND THEN ANOTHER LEFT AT YANKEE DOODLE RD, LEFT ON WASHINGTON DRIVE. PHONE 651-454-9000.

Please RSVP to Jay White by March 13th, by calling 952-432-5939 or email jay@whiteandassoc.com.