

## My Pride and Joy



Robert (The Other Bob) Johnson from Tyler, Minnesota with his Mark IV

*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.*

I am the other OLD Bob Johnson from Tyler Minnesota. I met the Younger Bob Johnson and the gal he lives with, in Red Wing MN at the LCOC meet in 2002. I have heard that they are married now.

I have been a motor head and Lincoln car fan my whole life. In 1949, I bought a 41 V/12 convertible. I sold it and bought a 1949 Cosmopolitan when I was drafted into the army and pulled a thirty-two-foot house trailer with it. When I was discharged in 1956, I purchased a 1953 Capri and traded for a 1956 Premiere Amethyst coupe in 1957. I drove Cadillacs for a few years but purchased a new 1979 Lincoln Town Car. I temporarily lost my sanity and went back to Cadillac again in 1983. After securing professional help, I bought my next Town Car in 1995. I currently have a 64 Continental, 2003 Cartier L Town Car and a 1976 MK IV. It is the MK IV that this article is about.

This was truly a once in a lifetime project. At least, it seemed that it was taking most of my lifetime to finish. People always talk about the light at the end of the tunnel. In the case of this Mark IV, there was no tunnel and no light. Hour upon hour was spent searching for part after part. The parts needed for a quality restoration proved exceeding elusive to source. Over a 12 year period, I am guessing that I invested many hundreds

*(Continued on page 2)*

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

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

## *Board Of Directors - 2015*

Title	Name	Phone Numbers	email	Term Ends
Regional Director	Bob Johnson	H(651)257-1715	arborbob41@aol.com	2017
Secretary	Roger Wothe	H(952)473-3038 O(952)583-5339	rwothe@mchsi.com	2016
Treasurer	Matt Foley	C(612)280-4930	mcfoley@earthlink.net	2018
Activities Director	Jay White	H(952)432-5939	jay@jwhiteandassoc.com	2017
Director	Bob Roth	H(763)475-1429		2017
Publications/ Membership	Dave Gustafson	H(952)435-1919	davidwgustafson@att.net	2018
Director at Large	Tom Brace	H(651)644-1716	trbrace@comcast.net	2018
Director at Large	Eric Chinquist	H(612)781-7622	echinquist@yahoo.com	2018
Director at Large	Richard Eilers	H(218)393-5747	dickido@aol.com	2016

Members and guests are welcome to attend the Board Meetings. Our meeting location will be printed elsewhere in the newsletter, as it often will be held in conjunction with other club events.

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

### *Pride and Joy Continued...*

*(Continued from page 1)*

of hours and even more dollars in my quest for that perfect part, that great looking piece of chrome and the perfectly working complicated accessory that the Mark IV was originally equipped with. Eventually, it finally came together, all re-chromed, all re-leathered and all the metal welded into the body holes and fenders. Some before and after pictures are included in this article. I drove this car on a test trip, though not yet completed, to Duluth MN in 2008. Tim Howley did an article with pictures of this car in the Jan-Feb issue #286 of 2009.

There is a picture of me with the car taken at that time with the Duluth Lift Bridge in the background. All the mouse nests and smells are gone at this time with the last one the worst. It was in the evaporator of the A/C system. After taking it out and pressure washing for one hour, I finally got it all out.

I have found all the parts needed such as, new rocker panel SS strips found in California with help of Gordy Jensen. Cruise control parts and turn signal switch in steering wheel.

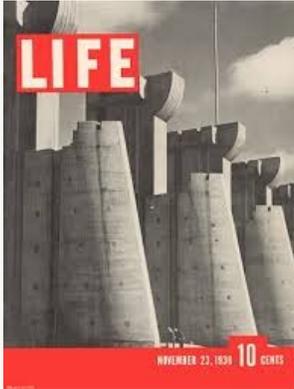
All is working well now and it is a dream to drive. I love the wrap around long hood which was shortened the next model year. It is truly a Land Yacht. I would never tackle a big job like this again, but it was fun and a good learning experience.

Thank you David for allowing me to tell my story. The Old Bob Johnson.



Luggage compartment shows that extensive repair is needed.

Trivia from the Internet



Life Magazine  
1936 - 2000

*In 1936 publisher Henry Luce paid \$92,000 to the owners of Life magazine because he sought the name for his company, Time Inc. Convinced that pictures could tell a story instead of just illustrating text, Luce launched Life on November 23, 1936. The third magazine published by Luce, after Time in 1923 and Fortune in 1930, Life developed as the photo magazine in the U.S., giving as much space and importance to images as to words.*

*The Luce Life was the first all-photographic American news magazine, and it dominated the market for more than 40 years. The magazine sold more than 13.5 million copies a week at one point; it was so popular that President Harry S. Truman, Sir Winston Churchill, and General Douglas MacArthur all had*

*(Continued on page 4)*

Editors Message

March 2016

Winter is rapidly drawing to a close. Fifty degree days are in the forecast for March and we should be seeing spring flowers in April for sure.

Marion, Sweet Olga and I are really getting tired of the heavy coats and we are looking forward to going outdoors without having to deal with the snow, ice and cold temperatures that we experienced in January and parts of February. It is time to get the Cosmopolitan out of the garage and drive it around the block. Things will be better after a short drive in a fine old car.

The February potluck with the Classic Car Club was a very nice event. There were about 60 folks from both the Lincoln and the Classic Car Club in attendance at the Minneapolis Fire Museum on Saturday, the 20th. Lots of good food and fine people to visit with. A Saturday night in February just doesn't

get any better. If you weren't there, you missed a very nice evening. Once again, we want to thank all the folks in the CCCA for inviting the Lincoln club to share their evening with them.

We have a lot of great activities coming up. Try to attend if possible. Our next one is a Sunday brunch over at the Machine Shed in Lake Elmo. We will have our own room and as usual some great food at very reasonable prices. Come join us and spend some time visiting with your friends. Check out the activities on page 15 to make sure that you don't miss a favorite event.

Watch for the March – April issue of Continental Comments. Our progress with changing the look of the magazine is moving ahead. As we continue with full color in every issue, we are making a few changes to the graphics and the way the material is presented on the printed page. It is a slowly, constantly evolving process and hopefully, our readers will find it



Sweet Olga, outside enjoying a little snow time. Have fun while you can, only a few more weeks left of winter.

a much better publication.

The printed LCOC directory has been relegated to history. The cost to produce, was greater than the value to the club. It will be replaced by a “virtual” on line directory, which will incorporate even more features than the old printed copy. And, us older club members will be able to read it. The March – April Comments will contain detailed instructions on just how to access the new directory.

We have seen some pictures online of the next MKZ and it will be as stunning as the new Continental due out this fall. The wing type grill is gone, in favor of one looking much like the new Continental. While the MKZ was a popular, good selling car, the new one should be even better with its much refined looks. Check out some of the on-line pictures, I think that you will agree that Lincoln is making a lot of progress toward becoming one of America's great cars once again.

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

(Continued from page 3)

their memoirs serialized in its pages

In planning the weekly news magazine, Luce circulated a confidential prospectus, within Time Inc. in 1936, which described his vision for the new *Life* magazine, and what he viewed as its unique purpose. *Life* magazine was to be the first publication, with a focus on photographs, that enabled the American public, "To see life; to see the world; to eyewitness great events; to watch the faces of the poor and the gestures of the proud; to see strange things — machines, armies, multitudes, shadows in the jungle and on the moon; to see man's work — his paintings, towers and discoveries; to see things thousands of miles away, things hidden behind walls and within rooms, things dangerous to come to; the women that men love and many children; to see and take pleasure in seeing; to see and be amazed; to see and be instructed..."

The first issue of *Life*, which sold for ten cents, (worth \$1.71 today) featured five pages of Alfred Eisenstaedt's photographs. Perhaps one of the best-known pictures printed in the magazine was Alfred Eisenstaedt's photograph of a nurse in a sailor's arms, snapped on August 14, 1945, as they celebrated Victory over Japan Day in New York City. The magazine's role in the history of photojournalism is considered its most impor-

(Continued on page 5)

## Directors Message by Bob Johnson

March 2016



Does a February thaw mean we will have an early spring? These 40 degree temperatures are certainly a lot better than the 20 below we had on Saturday, February 13th. Dick Koop, one of our founding region members, has invited us to visit his Classic Koops Car collection in Moscow, Missouri, and to hold our 14th Annual Out State Lincoln car show at his collection on Saturday, July 23rd. Dick has also set up visits to a group of outstanding locations and restaurants. Please join us for this fun four-day road trip, July 21-24. We hope to see you on this road trip. I'm ready to take the car cover off our convertible, can't wait to put the top down and go for a drive, summer is just around the corner.

Our North Star membership 2016 renewals received as of February 20 totals over 110. Again thank you if you have already renewed your 2016 Region membership, if not, and you are one of the 25 members who have not yet renewed, please send your renewal form and check today.

The LCOC is still working out the final details for the Raffle of a 2017 Continental Sedan, with the drawing to be at the Second Annual Lincoln Homecoming Meet, this August at Hickory Corners, Michigan. Watch for more information in our next issue.

At our 2016 LCOC Annual Board meeting in January, four major changes were made; one - LCOC will not publish a printed 2016 Directory as it will now be on line at [www.lcoc.org](http://www.lcoc.org), with how to use instructions in the March/April Comments magazine; Second - the Comments magazine will now be printed entirely in color; Three - the Web site will have a major update and Four - update vehicle classifications for newer Lincolns now becoming eligible for Judging. These changes were made after many years of trying to figure out the best way to keep up with technology and use it to the benefit of the club.

A thank you in advance to you, our members who have answered my plea to write a Pride and Joy Lincoln car article for our North Star Newsletter. I have had several members reply that they are now working on a Pride and Joy Article for Dave, again thank you

Warm spring like weather greeted us for the CCCA's 22nd annual potluck and auction on Saturday evening, February 20th. There were about 60 members from both clubs in attendance. Ray Kroll did the auctioneering and had so many pictures of one specific car that he was giving one away to each bid winner. There were many items at the auction that were donated by the estate of David Kotz, who was a member of the CCCA and the LCOC. These all went on to find new homes and helped to contribute substantially to the auction proceeds.

In March, our Sunday Brunch will be at the Machine Shed, Lake Elmo, on March 13th, at 11:30 AM (There will be a North Star Board meeting at 10:30 AM).

For April, our Sunday brunch will be at the Minnesota Horse and Hunt Club, 2920 E 220th St, Prior Lake, 55372, on April 10th, at 11:30 AM (There will be a North Star Board meeting at 10:30 AM). We were there several years ago and it is a very nice place with good food.

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

*Bob and Mary Johnson.....*

*Northstar Monthly Board Meeting Minutes*

**BOARD OF DIRECTORS MEETING**

February 20, 2016

Regional Director Bob Johnson called the meeting to order at the Firefighters Museum, Minneapolis, at 4:30 PM. Board members present were Bob Johnson, Dave Gustafson, Bob Roth, and Matt Foley, and regional member Steve Young. The minutes of the previous meeting and the agenda were approved.

**DIRECTOR’S REPORTS**

Regional Director Bob Johnson went over the 2016 activities and highlighted our 14<sup>th</sup> Annual Outstate Car Show, that will be hosted by Dick Koop in Moscow Mills, Missouri and will be a four-day road trip covering July 21-24. Bob also discussed the Second Annual Homecoming Meet at the new Lincoln Car Motor Museum in Hickory Corners MI on August 10-14, 2016. The 2016 LCOC Mid America National Meet will be June 16-20, in Dayton, Ohio. The 2016 Western National Meet will be September 14-18, in Westminster, Colorado and the 2016 Eastern National Meet will be October 12-16, in Bartlett, New Hampshire.

At the 2016 LCOC Annual Meeting in January, the North Star Region was approved to hold the 2018 Mid America National Meet, in July, possibly in Rochester or La Crosse, we will start the planning this summer.

Bob Johnson discussed that LCOC will not publish a 2016 Directory as it will now be on line, how to use instructions will be in March/April Comments magazine. The Comments magazine will now have each issue in full color.

Treasurer Matt Foley reported that the treasury balance is \$2020.00 with all bills paid and has received \$2120 in checks for deposit for 2016 region renewals.

Membership and Publications Director Dave Gustafson reported that about 25 Region members have not paid 2015 dues. He stated that he still needs a “My Pride and Joy” article for March. The renewed membership will be approximately one hundred thirty-five.

Activities: The March activity is a Sunday brunch; we will venture to Machine Shed, Lake Elmo at 11:30 AM. The April activity is a Sunday Brunch at the Minnesota Horse and Hunt Club, Prior Lake at 11:30 AM.

The meeting was adjourned at 4:40 PM. The next Board Meeting will be at Machine Shed, Lake Elmo, at 10:30 AM

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

*(Continued from page 4)*  
tant contribution to publishing. *Life* was wildly successful for two generations before its prestige was diminished by economics and changing tastes. The first issue cover depicted the Fort Peck Dam in Montana, a Works Progress Administration project, photographed by Margaret Bourke-White.

The format of *Life* in 1936 was an instant classic: the text was condensed into captions for 50 pages of photographs. The magazine was printed on heavily coated paper and cost readers only a dime. The magazine’s circulation sky-rocketed beyond the company’s predictions, going from 380,000 copies of the first issue to more than one million a week four months later. Luce moved *Life* into its own building at 19 West 31st Street, a Beaux-Arts architecture jewel built in 1894. It is considered a building of "outstanding significance" by the New York Landmarks Preservation Commission. Later *Life* moved its editorial offices to 9 Rockefeller Plaza.

*Life* was pro-American and backed the war effort each week. In July 1942, *Life* launched its first art contest for soldiers and drew more than 1,500 entries, submitted by all ranks. Judges sorted out

*(Continued on page 6)*

## Bob Johnson's Mark IV, Take 2

(Continued from page 5)

the best and awarded \$1,000 in prizes. *Life* picked 16 for reproduction in the magazine. The National Gallery in Washington, D.C. agreed to put 117 entries on exhibition that summer. *Life*, in its patriotism, also supported the military's efforts to use artists to document the war. When Congress forbade the armed forces from using government money to fund artists in the field, *Life* privatized the programs, hiring many of the artists being let go by the Department of Defense (DOD). On December 7, 1960, *Life* managers later donated many of the works by such artists to the DOD and its art programs, such as the United States Army Art Program.

On May 10, 1950 the council of ministers in Cairo banned *Life* from Egypt forever. All issues on sale were confiscated. No reason was given, but Egyptian officials expressed indignation over the April 10, 1950 story about King Farouk of Egypt, entitled the "Problem King of Egypt". The government considered it insulting to the country.

*Life* in the 1950s earned a measure of respect by commissioning work from top authors. After *Life's* publication in 1952 of Ernest Hemingway's *The Old Man*

(Continued on page 7)

This article is reprinted from Continental Comments issue 286, January-February 2009.



Bob Johnson's Mark IV

Few members outside of the North Star Region know that there are *two* Bob Johnsons in the region. One is the famous Bob Johnson from Shafer, Minnesota, near Stillwater, who has been Region Director for several years and has now been elected to the position of Director of Regions. The "Other" Bob Johnson lives in Tyler, Minnesota, way down in the southwestern part of the state, not too far from Sioux Falls, South Dakota. This Bob Johnson owns nine collector cars and 30 some motorcycles, his first love. He was at the 2008 Mid-America National Meet in Duluth with his 1976 Mark IV *Givenchy* and he was on the tour with the car to Bayfield, Wisconsin. But he was so inconspicuous that he did not show the car at the concours in the convention center, not even for exhibition only. We had heard rumors that there was another Bob Johnson but we practically had to hire a private investigator to find him. By golly, he was there, and he has quite an interesting story to tell.

The year 1976 was the first year of the Continental Mark IV Designer Series, the *Cartier*, *Pucci*, *Givenchy* and *Bill Blass*. Bob Johnson has a *Givenchy* with a factory glass sunroof moon roof.

It is a very unusual and attractive color, light metallic turquoise inside and out. Bob is not certain it is a correct color but it is, although it was seldom opted for. We have only seen one other in all the years since 1976. That one was in Oakland, California, years ago.

Bob has a build sheet on the car. There is a guy out of Phoenix who bought copies of all the records from Ford Motor Company and can sell you a build sheet for your car. His company is called MartiAutoWorks - on the web at: [martiautoworks.com](http://martiautoworks.com). If you give him the VIN number of your car he will furnish you with a copy of the build sheet.

This car was one of the first *Givenchys* and it has some rare options. It has the Sure-Track brake system. The car has four-wheel disc brakes. Sure-Track improves braking stability by helping to prevent sustained rear wheel lockup during massive braking effort, even on ice and snow. It also has an automatic headlight dimmer with the sensor mounted under one of the headlight covers. You can set the distance for the dimmer's actuation. It has an automatic headlight sensor for turning the headlights on and a delay set for turning the headlights off. This has been standard on Lincolns for quite some years but it was not a common item in 1976. The car also has Quadrasonic Sound stereo, although you can't buy the tapes new anymore, everything has gone to cds and dvds.

The car was in pretty bad shape when Bob bought it, bad enough that you have to wonder why he bought it. The original owner was a minister who bought the car new in Seattle. Then he was moved to a church in

(Continued on page 7)

*More Bob Johnson's Mark IV*

*(Continued from page 6)*

*and the Sea, the magazine contracted with the author for a 4,000-word piece on bullfighting. Hemingway sent the editors a 10,000-word article, following his last visit to Spain in 1959 to cover a series of contests between two top matadors. The article was republished in 1985 as the novella, *The Dangerous Summer*.*

*In February 1953, just a few weeks after leaving office, President Harry S. Truman announced that *Life* magazine would handle all rights to his memoirs. Truman said it was his belief that by 1954 he would be able to speak more fully on subjects pertaining to the role his administration played in world affairs. Truman observed that *Life* editors had presented other memoirs with great dignity; he added that *Life* also made the best offer.*

*In November 1954, the actress Dorothy Dandridge was the first African-American woman to be featured on the cover of the magazine.*

*Life's motto became "To see Life; to see the world." In the post-war years it published some of the most memorable images of events in the United States and the world. It also produced many popular science serials, such as *The World We Live In* and *The Epic of Man* in the early 1950s.*

*But, as the 1950s drew to a close and TV became more popular, the maga-*

*(Continued on page 8)*

*(Continued from page 6)*

Spokane. A couple who went to that church bought it from him. They came to Balaton, Minnesota, where Bob bought the car. (Bob's late father went to the guy's church.)

The car had been attacked by rust from the Seattle salt air and all the rain up there. The second owner planned to restore the car but he never did. His wife lost one of the doors in a windstorm. The door came around and smashed the front fender. When Bob got the car the trunk was all rusted out, the back window was all rusted out, and the mice had been living in the car for years. When Bob took the car apart there were mice nests everywhere. Bob bought the car because he liked it and he felt sorry for the current owner. Bob thinks the Mark IV had 185,000 miles when he bought it. He had the engine rebuilt, had a lot of bodywork done to the car, and had it painted.



Mark IV dash awaiting further repair.

He had the interior completely redone. He spent a lot of money on the car and probably more time than money. He spent a lot of his own time doing all the parts finding and detail work. He had a piece of trim strip inside that was not too bad. He

sent that piece to a place that read the color with a computer and made cans of spray paint that color, so he did all of the inside trim strips himself with that color, even the seat belt metal pieces. He found a guy in Florida who redid the door arm pieces to the original. He found a guy in Texas who rechromed the plastic.



The entire car was disassembled and taken down to bare metal.

He had some trouble finding parts. The most difficult parts to find were the rocker trim strips. He thought he found a pair in a junkyard in Maricopa, Arizona, that specializes in Lincolns. These were from a 1977 Lincoln Continental coupe and the junkyard guy said they were the same. When Bob got them home he found they were not the same. Bob did a lot of searching around the country and finally through Gordy Jensen found some NOS strips in California that were still in the original wrappers.

Bob has put a satellite radio in the car and a mirror with a compass. His intention is to drive the car, not show it. He loves driving such a big, comfortable car and even the price of gas at the time we interviewed him in June did not seem to bother him. He

*(Continued on page 8)*

*(Continued from page 7)*

zine was losing readers. In May 1959 it announced plans to reduce its regular news-stand price to 19 cents a copy from 25 cents. With the increase in television sales and viewership, interest in news magazines was waning. *Life* had to try to create a new form.

In the 1960s the magazine was filled with color photos of movie stars, President John F. Kennedy and his family, the war in Vietnam, and the Apollo program. Typical of the magazine's editorial focus was a long 1964 feature on actress Elizabeth Taylor and her relationship to actor Richard Burton. Journalist Richard Meryman traveled with Taylor to New York City, California, and Paris. *Life* ran a 6,000-word first-person article on the screen star.

"I'm not a 'sex queen' or a 'sex symbol,'" Taylor said. "I don't think I want to be one. Sex symbol kind of suggests bathrooms in hotels or something. I do know I'm a movie star and I like being a woman, and I think sex is absolutely gorgeous. But as far as a sex goddess, I don't worry myself that way... Richard is a very sexy man. He's got that sort of jungle essence that one can sense... When we look at each other, it's like our eyes have fingers and they grab ahold.... I think I ended up being the scarlet woman because of my rather puri-

*(Continued on page 9)*

## More Mark IV

*(Continued from page 7)*

said he got 14 mpg coming up to Duluth which is a distance from Tyler of about 300 miles. He burns nothing in his cars and motorcycles but aviation fuel, 103 octane. He says he can leave that in his cars and motorcycles and it does not evaporate and leave gunk.

Bob has been into cars all his life. When he was in high school he had a 1941 Lincoln Continental Cabriolet and he loved it. In 1953, Bob got married and was drafted into the Korean War. He and his wife bought a 35-foot house trailer. He sold the cabriolet to his wife's brother and bought a 1949 Lincoln Cosmopolitan with overdrive to pull the trailer. When Bob got out of the service from Germany he bought a 1953 Lincoln Capri coupe. He traded that for a Wisteria 1956 Lincoln Premiere coupe. Then he went to Cadillacs for years. Then he went back to Lincolns with a 1979 Town Car. Then he drove Cadillacs again until he had one with a front wheel drive and he did not like it in the mountains in Colorado where he lived at the time. So he went from a Cadillac to a 1995 Lincoln Town Car. He now has a 2003 Town Car Cartier L which he bought in Denver.

Bob also has a 1976 Mark IV Cartier. He has had trouble finding radios for both his Mark IVs. Essentially, once they go out they cannot be repaired. Bob had to buy quite a few of them before he found any that worked.

No wonder hardly anybody in the North Star Region knows about the other Bob Johnson. He is always off in the wilderness somewhere looking for parts from other cars.

## Sure-Track Brakes

While the Lincoln Continental Mark III would never have anything to rival the Cadillac Eldorado's then-novel front-wheel drive, the Mark III did introduce a significant mechanical innovation of its own: anti-lock brakes.

A vehicle's ability to stop quickly is limited by the traction of its tires. If the forces the brakes apply to the wheel exceed the tire's available traction, the brakes will continue to act on the wheel without slowing the rest of the vehicle. Eventually, the wheel will stop rotating entirely — or lock — while the vehicle continues to move. Wheel lockup can do considerable damage to the tire while doing little to address the more immediate problem of bringing the vehicle to a halt.

Skilled drivers can avoid this problem by threshold braking: alternately releasing and applying pressure on the brake when they feel the wheels beginning to lock. However, threshold braking is not a skill commonly included in driver's education classes. Moreover, even if the driver knows and remembers to pump the brakes in a panic stop, subtle modulation is not easy with the over-boosted power brakes so common to large American cars of this vintage.

The aircraft industry faced this problem in the forties and fifties, when heavier aircraft and higher landing speeds made safe braking a problem. The solution was anti-lock (or "anti-skid") braking systems, which could detect imminent wheel lockup and automatically modulate the brakes. One of the first commercial systems was the Dunlop Maxaret system, which appeared in 1952 and later became part of Ferguson's "Formula Ferguson" four-wheel-drive system.

*(Continued on page 9)*

## Sure-Track Brakes continued...

(Continued from page 8)

*tanical upbringing and beliefs. I couldn't just have a romance. It had to be a marriage."*

*In the 1960s, the magazine's photographs featured those by Gordon Parks. "The camera is my weapon against the things I dislike about the universe and how I show the beautiful things about the universe," Parks recalled in 2000. "I didn't care about Life magazine. I cared about the people," he said.*

*In March 1967, Life won the 1967 National Magazine Award, chosen by the Columbia University Graduate School of Journalism. The prestigious award was made for the magazine's publication of stunning photos from the war in Southeast Asia, such as Henri Huet's riveting series of a wounded medic that were published in January 1966. Increasingly, the photos that Life published of the war in Vietnam were searing images of death and loss.*

*But, despite the industry's accolades and publishing America's mission to the moon in 1969, the magazine continued to lose circulation. It announced in January 1971 its decision to reduce circulation from 8.5 million to 7 million in an effort to offset shrinking advertising revenues. Exactly one year later, Life cut its circulation from 7 million to 5.5 million beginning with the January 14, 1972, issue. Life was reportedly not*

*(Continued on page 10)*

*(Continued from page 8)*

Maxaret's first use on a production automobile was the 1966 Jensen FF. Maxaret was a crude mechanical system and not

particularly reliable for automotive use, but it was reasonably effective when it was working.

In the late sixties, Ford Motor Company and brake manufacturer Kelsey-Hayes developed a more sophisticated system using magnetic wheel-speed sensors connected to an analog computer. If the sensors detected that the wheels were beginning to lock, the computer would automatically pump the brakes up to four times per second to prevent it. The system, called "Sure-Track," worked only on the rear wheels, which are the most vulnerable to lockup; as a vehicle decelerates, its weight shifts forward, which reduces the traction of the rear tires.

Sure-Track became optional on both the Thunderbird and Continental Mark III in 1969. On the Mark, it cost an extra \$195.80 and included a heavier ring gear for the rear differential (which might otherwise be damaged by the judder of the system's operation). It worked reasonably well, although it was not a dramatic improvement over Lincoln's standard brakes, which already incorporated a proportioning valve to limit pressure to the rear drums in hard stops. Front lockup could still be a problem in panic situations, however, and of course Sure-Track did nothing to reduce brake fade, which was a problem for these very heavy cars.

The Sure-Track system became standard equipment on the Mark III in 1970 and it was standard on the later Continental Mark IV through 1975. It

reverted to option status in 1976, but it remained available on the Mark series until the downsized Fox-platform Continental Mark VI of 1980. It was also offered for several years on the Continental.

Around the same time that Sure-Track was introduced, the Bendix Corporation developed an electronically controlled four-wheel system, which was offered on the Imperial from 1971 to 1973.

Although it was more effective than Sure-Track, the Bendix system was more expensive (priced at \$344) and was soon dropped due to lack of interest.

By the mid-seventies, however, Bosch and Teves developed similar electronic systems, which began to appear on high-end European cars in 1978. Lincoln was the first American manufacturer to reintroduce anti-lock brakes, introducing Teves ABS on the Continental Mark VII in 1984.

### Antilock Brake History

**Sure-Track** (Kelsey-Hayes; rear wheels only)

Introduced: 1969 (mid-year)

Continental Mark III (\$195.80)

Ford Thunderbird (\$194.31)

**Track Master** (AC Electronics Division)

Introduction: 1970 (late introduction)

Cadillac Eldorado (\$211)

**True Track** (AC Electronics Division)

Introduction: 1970 (late introduction)

Oldsmobile Toronado (\$205)

Oldsmobile Vista-Cruiser (\$205)

**Sure-Brake** (Bendix; 4-wheel system)

Introduction: 1971

Imperial (\$351.50)

## The Continental Mark IV

*(Continued from page 9)*

losing money, but its costs were rising faster than its profits. *Life* lost credibility with many readers when it supported author Clifford Irving, whose fraudulent autobiography of Howard Hughes was revealed as a hoax in January 1972. The magazine had purchased serialization rights to Irving's manuscript.

Industry figures showed that some 96 percent of *Life* circulation went to mail subscribers, with only 4 percent coming from the more profitable newsstand sales. Gary Valk was publisher when the magazine laid off hundreds of staff. The weekly *Life* magazine published its last issue on December 29, 1972.

From 1972 to 1978, Time Inc. published ten *Life* Special Reports on such themes as "The Spirit of Israel", "Remarkable American Women" and "The Year in Pictures". With a minimum of promotion, those issues sold between 500,000 and 1 million copies at cover prices of up to \$2.

Starting with the October 1978 issue, *Life* was published as a monthly, with a new, modified logo. Although still the familiar red rectangle with the white type, the new version was larger, and the lettering was closer together and the box surrounding it was smaller.

*Life* continued for the next 22 years as a moder-

*(Continued on page 11)*

The Continental Mark IV is a two-door personal luxury coupe that was sold and marketed by the Lincoln division of Ford Motor Company from the 1972 to 1976 model years. Following the success of the Continental Mark III, Lincoln renewed the model line to again compete against the Cadillac Eldorado.

Sharing the underpinnings and much of the roofline with the redesigned Ford Thunderbird for 1972, the Mark IV was given distinct body styling from the windows down. In addition, the Mark was distinguished by hidden headlights and the "Continental spare tire" trunklid.

All Continental Mark IVs were assembled at the Wixom Assembly Plant in Wixom, Michigan, alongside the standard Lincoln Continental and the Ford Thunderbird. For 1977, the Mark IV underwent a substantial exterior styling revision and was replaced by the Continental Mark V.

Following the successful redesign of the Lincoln Continental for the 1970 model year, Ford Motor Company chose an evolutionary design path for the successor of the Continental Mark III. With designers again using sharp-edged fenders, hidden headlamps, and a tall radiator-style grille, the Continental Mark IV retained the traditional "long-hood, short deck" coupe proportions of the Mark III along with its "Continental spare tire" decklid.

In a cost cutting move, however, Ford Motor Company forced the Mark IV to increase parts commonality with the Ford Thunderbird; while the roofline, doors, and inner body panels were shared, the Mark IV and Thunderbird still were given different outer body panels below the roofline and

different interiors. In a major break from American luxury car tradition, the rear wheel openings of the Mark IV were designed at the same height as the front wheels (similar to the 1966-1970 Oldsmobile Toronado); its large fender flares precluded the use of fender skirts.

In 1973, the front bodywork underwent a major redesign, necessitated by the addition of 5 mph bumpers; in various forms, the front body style would be seen on Continentals and Lincolns until 1989. For 1974, a 5 mph bumper was added to the rear body work, moving the taillights from the bumper into the rear bodywork.

Mark IV Production Numbers

Year	Production	Price
1972	48,591	\$8,640
1973	69,437	\$8,984
1974	57,316	\$10,194
1975	47,145	\$11,082
1976	56,110	\$11,060

All Mark IVs were equipped with a vinyl roof. The Mark IV introduced the opera window to the Mark series, a feature that would be featured in the Mark through the discontinuation of the Mark VI after 1983. For 1972, it was an almost universally specified option, becoming standard for 1973.

The Mark IV debuted a new tradition for the Mark Series, which later spread to other models in the Lincoln model range. Earlier, the Mark III had

*(Continued on page 11)*

*More on the Mark IV*

*(Continued from page 10)*

ately successful general-interest, news features magazine. In 1986, it decided to mark its 50th anniversary under the Time Inc. umbrella with a special issue showing every Life cover starting from 1936, which included the issues published during the six-year hiatus in the 1970s. The circulation in this era hovered around the 1.5 million-circulation mark. The cover price in 1986 was \$2.50 (equivalent to \$5.4 in 2016). The publisher at the time was Charles Whittingham; the editor was Philip Kunhardt. In 1991 Life sent correspondents to the first Gulf War and published special issues of coverage. Four issues of this weekly, Life in Time of War, were published during the first Gulf War.

The magazine struggled financially and, in February 1993, Life announced the magazine would be printed on smaller pages starting with its July issue. This issue also featured the return of the original Life logo.

The magazine was back in the national consciousness upon the death in August 1995 of Alfred Eisenstaedt, the Life photographer whose photographs constitute some of the most enduring images of the 20th century. Eisenstaedt's photographs of the famous and infamous — Adolf Hitler and Benito Mussolini, Marilyn Mon-

*(Continued on page 12)*

*(Continued from page 10)*

an Cartier-branded clock installed optionally. Each edition carried the designer's signature on the opera windows and were fitted with a 22 karat (92%) gold-plated plaque on the instrument panel which could be engraved with the original owner's name. The concept was successful and would continue on other Lincolns until the end of the 2003 model year.

All Mark IVs were equipped with the 460 in<sup>3</sup> (7.5 L) Ford 385 series V8 engine. 1972 Mark IV's were rated at 365 bhp Gross, the engine being a direct carry-over from the previous Mark III. In 1973 compression-ratio was lowered considerably due to new changing EPA requirements, and Ford adopted a new SAE method of measuring horsepower, resulting in 212 SAE net hp (158 kW). The performance-gap between the 1972 and its later-year brethren was significant. All model years drove through a C6 3-speed automatic transmission.

A feature retained from the Mark III was "Sure-track" brakes, making the Mark IV one of the first American cars to become equipped with anti-lock brakes. Both front seats were power adjustable.

Beginning with the 1976 model year, the Mark IV was available with four unique "designer editions". The names of three famous clothing designers and one jewelry designer, were available with four exclusive color combinations. Interior seat designs were basically carried over from the "luxury group" options but featured unique color combinations. The designer names were: Cartier, the French jewelry and fragrance designer, Bill Blass, the American designer, Givenchy, a French clothing

designer, and Emilio Pucci, an Italian clothing and accessories designer.

The name of the chosen package was embedded in the opera window of the car and also on the dashboard above or near the glovebox. The exterior and interior color combinations changed with each model year.

For 1976, in addition to certain ones that carried over from the previous model year, Lincoln offered a dizzying array of new Luxury Group packages: Jade/White, Light Jade/Dark Jade, Red/Rose, Gold/Cream, Black Diamond (March 1976 introduction), and Desert Sand (March 1976 introduction). Lincoln continued to offer similar color-coordinating Luxury Group packages on the Mark V and Mark VI.

The Bill Blass edition remained with the Mark series through 1992 while the others were not available after the 1983 model year (Emilio Pucci), 1982 model year (Givenchy), and 1979 model year (Cartier).

Lincoln used designer editions for other models, as well. The 1980 through 1989 Town Car and the 1982 through 1987 Continental sedan.

*2017 Lincoln MKZ*



Available engines include the new Lincoln GTDI V6 400 horsepower, 3 liter engine. Performance should be absolutely breathtaking. In showrooms later this summer.

## Dick Serwat Passes

*(Continued from page 11)*

roe, Ernest Hemingway, the Kennedys, Sophia Loren — won him worldwide renown and 86 *Life* covers.

In March 2000, *Time Inc.* announced it would cease regular publication of *Life* with the May issue, seven months before the century's end.

"It's a sad day for us here," Don Logan, chairman and chief executive of *Time Inc.*, told

*CNNfn.com*. "It was still in the black," he said, noting that *LIFE* was increasingly spending more to maintain its monthly circulation level of approximately 1.5 million. "*Life* was a general interest magazine and since its re-incarnation, it had always struggled to find its identity, to find its position in the marketplace," Logan said.

The magazine's last issue featured a human interest story. In 1936 its first issue under Henry Luce featured a baby named George Story, with the headline "*Life Begins*"; over the years the magazine had published updates about the course of Story's life as he married, had children, and pursued a career as a journalist. After *Time* announced its pending closure in March, George Story happened to die of heart failure on April 4, 2000.

From the internet...



Dick with Sweet Faithie, who has just finished giving him a big kiss. We would like to think that she was one of the first to welcome him to heaven.

Dick with Sweet Faithie, who has just finished giving him a big kiss. We would like to think that she was one of the first to welcome him to heaven.

on Monday, January 18, 2016 at his home in Rathdrum, Idaho of a heart attack. He was 72. Richard was born in 1943 and he was employed at a variety of occupations including the operation of a marina in Red Wing and employment with the Department of Homeland Security, from which he retired from in 2010 at the age of 67.

In correspondence received from his son Allen who reports that "my Dad was always into cars, he worked at a gas station when my Mother meet him at age 17." Allen was taught about pistons and cranks and cams and that they are not just motor parts, but parts that make windows go up or car tops come down. He loved his Lincolns and hated selling them when he moved west after he retired. He did buy one more, but that was just a short term fantasy, as there were no Lincoln clubs near him to socialize with, and the fellowship that he enjoyed in the North Star Region was no more.

His son Allen further relates that Dick fell in love with a 1950 Dodge

Wayfarer. Allen talked him into buying it and taking the drive train from a 1976 Plymouth and installing that into the Dodge. It turned out to be a fairly nice "resto-rod", now quite drivable, with the best of both worlds. Dick and his son Allen, drove it from Idaho to Illinois, Route 66 to California and back to Idaho. Allen and Dick did several more road trips together and they made one last trip in October. At the end of the trip, Dick sent Allen home to Alaska with the Dodge, telling him that he wanted Allen to have it and enjoy the memories. Allen further adds that his dad always talked about his friends that he had in the Lincoln club and that he always missed all of us after he moved to Idaho. In addition to his son Allen and his wife Cari, Dick is survived by his other son Richard Jr. and his wife Rita of Idaho and grandchildren.

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A very happy Dick Serwat is showing Bob Roth his latest buy, a Mark V (March 2007), which he bought for \$1,700.

Dick was the best of members, and would always be at all the events that our Region held over the years that he was a member. He truly loved the club and visiting with all the members over the years.

Dick, rest in peace, you will be missed by all who knew you.

## For Sale All Good Lincolns



FOR SALE: **1997 Lincoln Town Car** - Signature Series. Show Car - 1st Place 2012 LCOC Mid-America National Meet. Pearl White ext. Lt., Gray interior. Absolutely looks and drives like new. 76,000 miles. In heated storage, rust free. Serious offers only. Rolland Toenges, 952 938-6200 or [rptoenges@aol.com](mailto:rptoenges@aol.com)



For Sale: 1978 Mark V. White with blue, full padded top. Blue leather interior. Excellent condition, both inside and out. Smooth running 460 makes it a pleasure to drive. Air blows very cold. Truly would be a joy to own. 54K miles, they just don't get much better. Fairly offered at \$9,950.

Call Dennis Owens at 612.269.6482 to talk more about this Mark and the price.



For Sale.... 1937 Lincoln K 2 window sedan. This car is one of three known and has been a show winner and a very reliable tour car. It has a high speed rear end and has been completely restored to a very high standard. It has won the Edsel Ford trophy and has been a runner up to the Bell award. I am offering the car at \$59,500 and am looking for good home with someone who will enjoy it as much as I have. If you are interested, please call Tom Brace at (651) 644-1716 or email: [trbrace@comcast.net](mailto:trbrace@comcast.net)

### Ken Sampson is offering two cars for sale.

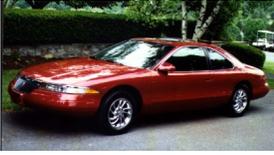
1948 Continental Cabriolet RestoMod. Needs to be finished. Steve Kastl was the former owner-builder, who passed away a few years ago. The car features a Cadillac 500 V8 with a TH400 transmission. Many more changes. This is a well-built car and runs out very well. \$9950/best offer.



1983 Mark VI. Dark Walnut color, saddle tan velour interior. Exceptionally clean, never out during the winter months, only driven during summer months. No rust ever. Maintenance records available. This is a nice running car that needs nothing but a new owner. \$4,450/best offer. Contact Ken at 612.418.4047

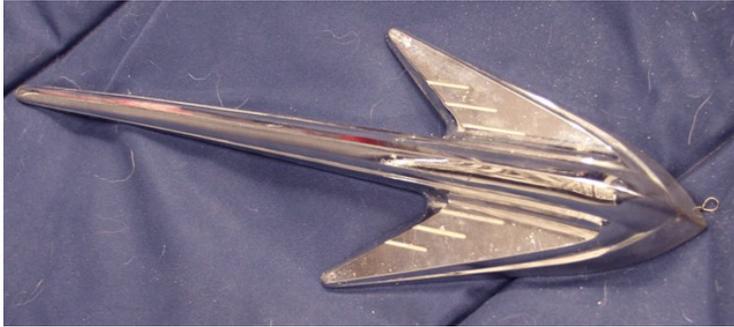


*You May Be Interested in these Items for Sale*



Mark VIII file photo

For Sale: 1998 Mark VIII, 65K miles, no winters, Bright Toreador Red Metallic, light tan leather, ready to enjoy and show, \$9500. Charles Hanson, 320-596-2210.



Inquiring Minds Need To Know.

Upon the hood of one once great automobile did this hood ornament adorn? You give us the answer, and we will send you something of value, which you will be able to cherish forever. Email your answer to David Gustafson, Northstar News. First right answer wins. Feel free to guess. Email: davidwgustafson@att.net

For Sale: 1948 Lincoln Continental Coupe. Rebuilt and balanced V12 engine. New dark green paint. All chrome replated. New tires. New brakes and exhaust system Radiator and gas tank reconditioned. Trunk carpeted. The Lincoln has a good working overdrive unit and runs and drives as new. Lots of extra parts with car. \$14,000.

Call Ted Anderson at 763.561.8143



**Northstar Region grille badges** are now available. To obtain yours, contact Harvey Oberg at 651.739.9754

For Sale: 1968 Lincoln Continental 4 dr Sedan. Green with green cloth interior and nice green vinyl top. Needs engine work and TLC. Stored in my garage for years. Bring a trailer and \$1500. Bob Schmidt, Willmar, 320-235-4106

**For Sale - 1989 Lincoln Signature Series Town Car.** Well equipped with all available accessories including sunroof. Spotless leather interior, 70,000 miles. Never driven in winter. Asking \$7,500, but wants to sell and is open to offers. Contact Skip Nolan at 320.260.7547 This is a great car for shows and tours. Call Skip Today!



# Preview of Coming Events

- March      **Sunday Brunch, Machine Shed, Lake Elmo, March 13**, at 11:30 AM. *Board meeting at 10:30 AM.*
- April      **Sunday Brunch, April 10, Minnesota Horse and Hunt Club**, 2920 E 220th St, Prior Lake, April 10, at 11:30 AM, *Board meeting at 10:30 AM.*
- May        **8th Annual Memorial Day weekend car show, Saturday, May 28.**  
**Morries Ford Lincoln**, Minnetonka, MN 10:00AM to 2:00PM  
*Board meeting at 1:00 PM*
- June      **LCOC Mid America National Meet, June 16-20, 2016**, at Dayton Ohio  
**10,000 Lake Concours d'Elegance, Sunday June 5th**, in Excelsior MN.  
10am - pm. For details check [www.1000lakesconcours.com](http://www.1000lakesconcours.com) or Randy Guyer at [randyguyer@cloud.com](mailto:randyguyer@cloud.com) or 612-759-8790. Beside new entries, all vehicles that participated in the last two Concours are eligible to attend.  
**2016 All Ford Picnic, Sunday, June 5**, at Dunwoody Institute (College) Lyndale and Dunwoody Ave, Minneapolis. Sponsored by the Twin City Early Ford V8 Club and the Mini Birds of Minnesota. Contact Steve Seidl at 763.574.6954 or Dave Trucksess at 952.431.1738. More in future issues.  
**MSRA "Back to the 50's" June 17 – 19, 2016**
- July        **Maple Grove Days Car Show, Saturday, July 16, 2016**  
**14th Annual Out State Lincoln Car Show, July 21 – 24, 2016.** Featuring a driving Tour to Dick Koop's, Moscow Mills, Missouri. More to follow in next issue.
- August    **Lincoln Motor Car Museum, Second Annual Lincoln Homecoming, Hickory Corners, MI. August 10-14, 2016.** All Lincoln, Ford, Mercury and Edsel owners Are invited to participate. Hosted by the Road Race Lincoln Club.  
**Maple Grove Days Car Show, Saturday, August 20, 2016**  
**LZOZ-Central GOF Central Chapter Meet, Lincolns on the Mississippi. August 18, 19, 20, 2016**, Red Wing, MN. Contact Bruce Nichols 608.225.5600, or email: [brucenbanjo@yahoo.com](mailto:brucenbanjo@yahoo.com). On line registration forms available in April at [lzo.org](http://lzo.org)
- September    **9th Annual Luther North Country Lincoln Car Show, Saturday, September 10, 10 to 2 PM.**  
**LCOC Western National Meet, September 14-18, 2016**, Denver, Colorado, Hosted by the Rocky Mountain Region.

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

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

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

## North Star Activities



### March Sunday Brunch

Sunday, March 13

**Machine Shed, Highway 94, exit 250  
North on Inwood Drive 11:30AM**

Come early and attend the North Star Board meeting at 10:30AM.

We were there last January. It was such a nice experience that your board decided to return. We will have our own area, so we can have some room to socialize with our friends and enjoy some of the great home cooking that the Machine Shed is known for. The prices are reasonable and the service is great. Come help celebrate the eminent departure of winter. It will be a good day to get out of the house and find out about the exciting plans that the North Star Lincoln club has for 2015.

Please RSVP to Jay White no later than March 10, 2015, by calling 952-432-5939 or email [jay@jwhiteandassoc.com](mailto:jay@jwhiteandassoc.com).

April Event - CCCA Garage Tour.  
Last Saturday in April  
Details in next issue.

### SUNDAY BRUNCH AT THE CLUB



**A DELICIOUS BRUNCH IS SERVED EVERY  
SUNDAY FROM 10:00 AM TO 1:30 PM**

Great Food, Great Prices.



**TRIGGER'S**  
AT THE MINNESOTA HORSE AND HUNT CLUB

Call 952-447-2272 for information.  
Minnesota Horse and Hunt Club  
2920 East 220th Street, Prior Lake MN

Mark your calendars now for Sunday, April 10.

Brunch at the Minnesota Horse and Hunt Club  
2920 East 220th Street, Prior Lake, MN.

Be there promptly at 11:30 for Brunch.

Note to Board Members, there will be a North Star Board meeting prior to the Brunch at 10:30AM.

Please RSVP to Jay White no later than April 7, 2016, by calling 952-432-5939 or email [jay@jwhiteandassoc.com](mailto:jay@jwhiteandassoc.com).