

Mike Bradley's Mark III



My Fifty-Year Love Affair with the Mark III

Editor's Note: Mike Bradley from Delmar, Delaware; who is also a fellow LCOC director, recently sent me this fine, interesting article about his long term "love affair" with the Mark III. We all have our favorite stories about seeing a particular make and model of car that just seem to stay with us throughout our lives. We thank Mike very much for sharing this story with us. We hope that his efforts might inspire our readers, sitting home by their warm fires to pick up their laptops and write a story about one of their much-loved Lincolns. Here is his story...

My love for automobiles began at an early age — my mom tells me I could name makes of cars at four years old. My Dad was a big Ford guy and in the 60's traded every couple of years. I have teasingly said, he traded when the ashtray got full. After having some nice Fords, two Galaxie convertibles and two Thunderbirds, my father finally bought his passion — a 66 Continental Coupe. In a small town, we were the only people with a new Lincoln, so it was a big deal. I was 11 at the time.

Back then, September was something to look forward to because the new cars came out for the next year and in 1966 I really wanted to see the 1967 models. I begged my older brother to take me to the local Ford dealership and there was a contest to enter with the grand prize being the redesigned Thunderbird in a four-door model with suicide doors. I, of course, filled out the entry and kept the handout with a letter from the Public Relations Director of Ford, Mr. Walter T. Murphy. I still have the packet today and when I got home I wrote Mr. Murphy and asked him why the '66 and '67 Continentals didn't have sequential turn signals

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Welcome to the Northstar News, the monthly publication of the Northstar Region of the Lincoln and Continental Owners Club. We value your opinions and appreciate your input concerning this newsletter and the operation of the club. This is your club.

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Trivia from the Internet



**Harry Peter
"Bud" Grant
One Great Coach**

Harry Peter "Bud" Grant Jr. (born May 20, 1927) is a former coach and player of American football and Canadian football. Grant served as the head coach of the Minnesota Vikings of the National Football League (NFL) for eighteen seasons. He was the team's second (1967-83) and fourth (1985) head coach. Before coaching the Vikings, he was the head coach of the Winnipeg Blue Bombers of the Canadian Football League (CFL) for ten seasons, winning the Grey Cup four times. Grant is the most successful coach in Vikings history and the third most successful professional football coach overall (behind Don Shula and George Halas), with a combined 290 wins in the NFL and CFL. Grant was elected to the Canadian Football Hall

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Editors Message

March 2018

Gentle readers. We are about to turn the corner to spring. We have successfully made it through January and February, and now it is March. The days are getting noticeably longer and daylight saving time kicks in March 11. With the sun higher in the sky, we should expect more days in the 40s, instead of the 20s. Sure, we can get some snow, but we all know that it is short-lived on the ground.

Those who came had a very nice time at the CCCA potluck, Saturday, February 17. The Fireman's museum, in North-east Minneapolis, is a great venue for this sort of thing. It has a friendly feeling, and that helps promote an evening of fun visiting with the members of both the CCCA and the Lincoln clubs. If you arrived a little early, you might have had the opportunity to go through the museum. There are some well-restored fire engines and related pieces of equipment on display along with good descriptions of how they were used. One of the take-aways that I had was just how terribly hard it must have been to fight fires in the early days of Minneapolis, especially in the winter. It is truly amazing that there were not more firemen lost over the years. It is a hard, and unforgiving profession and simple mistakes can cost lives.

I wondered about Olga looking wistfully at the fire engine, if she was picturing herself riding atop one of these huge machines, with her hair blowing in the breeze, on the way to a fire somewhere. Olga had a nice time visiting with the

many people who came over to greet her and say hello. She loved people, and all the attention and nice words that her new found friends bestowed on her. A little kindness toward people and animals goes a long way.

Our next North Star event will be a Sunday brunch at Jax café, in North-east Minneapolis. We were there a number of years ago, and it is one of the finest places for food in the Twin Cities. Jax has a long, rich history and has been consistently rated the best over the years since it first opened 75 years ago by the Kozlak family.

Come join us March 11 for some great food and good times with friends. Be sure to

RSVP Jay White. More information is on the back page.

Beginning on the front page is an article written by LCOC member Mike Bradley, who is from Delaware. Mike is also a national director, he and I have become acquainted through our attending LCOC national board meetings. He has had a long time interest in the Mark III, and he recently sent me an article regarding his long time love affair this particular model. Mike also has a number of other equally fine Lincolns, also with their own interesting stories. We welcome your stories, don't be afraid to write. It is really much easier than you think it is. Send us your story, along with some digital images, and we will feature it in one of the forthcoming issues.

Until next month...

David and Sweet Olga, the Samoyed..



Olga is checking out a fire hydrant on display at the Fireman's Museum where we had the March potluck. She has a hunch that it has more than one purpose, but as a girl dog, she is not sure just what that is. She just can't figure out why anyone would want to pee on it when you can just go outside in the snow.

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of Fame in 1983 and to the Pro Football Hall of Fame in 1994. He was the first coach in the history of professional football to guide teams to the Grey Cup and the Super Bowl.

Grant attended the University of Minnesota and was a three-sport athlete, in football, basketball, and baseball. After college, he played for the Minneapolis Lakers of the National Basketball Association (NBA), the Philadelphia Eagles of the NFL, and the Winnipeg Blue Bombers of the CFL.

On October 23, 2014, a statue of Grant was unveiled in front of the Winnipeg Blue Bombers' new stadium, Investors Group Field.

Bud Grant was born May 20, 1927, in Superior, Wisconsin, to Harry Peter Sr. and Bernice Grant. His mother called him "Buddy Boy," which later became "Bud." As a child, Grant was diagnosed with poliomyelitis, and a doctor suggested he become active in sports to strengthen his weakened leg muscles over time. He started with baseball, adding basketball and football as he got older. Due to a lack of organized school teams, he arranged football games between

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Directors Message by Bob Johnson March 2018



We sure are glad that February is a short month, I just can't wait until it is over and spring is here. With that said, I hope you have been able to work on your Lincoln projects — be it your car or a Pride and Joy article about your Lincoln for our North Star Newsletter. Supposedly only 45 days until spring! which is my guesstimate. We have a busy schedule of activities being planned for you in 2018 and we just hope that you will come and participate and enjoy the fellowship with our membership. The goal we would again like to promote is for each of you to find and get the LCOC one new member during 2018.

Jay White has reserved March 11, 2018, for a Sunday Brunch at one of the finest restaurants in Minneapolis for us to enjoy. Please come to **Jax Café, Minneapolis**, at 11:30 a.m., 1928 University Avenue NE, Minneapolis. Please RSVP to Jay White by Thursday, March 8, 2018, at 612-599-6219 or email jay@jwhiteandassoc.com if you plan on attending.

In April, we will feature a car detailing seminar at Mike Fiterman's facility located at 5600 Highway 169 North, New Hope, MN 55428, conducted by Ken Sampson, on Saturday, April 14, 2018 — 9:30 a.m. to Noon with lunch at an area restaurant.

On Saturday, May 19, we will have a Mini Lincoln Car show at Jeff Eisenberg's Facility on Central Avenue to enjoy ART A WHIRL, featuring Multiple Locations in Northeast Minneapolis more information to come

The CCCA and the North Star LCOC members had 43 members attend the annual potluck dinner and auction Saturday, February 17, 2018, at the Firefighter's Museum. There is always a fine representation of nice people attending from both clubs. There is overlap in the membership of clubs and the Classic Car Club of America recognizes the first generation of Continentals, the Lincoln L and K models as "True Classics" and thus eligible for CCCA recognition. And, of course, we Lincoln folks learn a lot about many of the non-Lincolns that the CCCA folk own and treasure. We tend to forget that there a lot of very beautiful Cadillacs, Packards, Pierce-Arrows out there that are much loved by their owners. Most of these cars have very interesting stories, too. The event is always a signal that spring is just around the corner and it is time to get ready for warmer weather. Tom Brace did a lot of the coordinating on this event and everyone had a good time and enjoyed the facility and fellowship with the CCCA.

The North Star Region big event for 2018 is to host the 2018 Mid-America National Meet in the Twin Cities area, July 11-15. Our host hotel is the Marriott Minneapolis West located at 9950 Wayzata Blvd. St. Louis Park, Minnesota. Please make your hotel reservations now so we know if you are planning on attending. The meet information and registration PDF form is posted on our **NEW** LCOC website, www.lcoc.org. At the bottom of the page, "Click to download the Event Registration Form." Matt Foley will be our Meet Registration Chairman and he can be reached at 612-280-4930. Please register early.

This January, Dave sent out our North Star membership renewals and, so far, Matt has processed 110 renewals. Please send yours in now if you have not renewed yet.

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

Bob and Mary Johnson...

Board Of Directors - 2018

Title	Name	Phone Numbers	email	Term Ends
Regional Director	Bob Johnson	H(651)257-1715	arborbob41@aol.com	2041
Secretary	Roger Wothe	H(952)473-3038 O(952)583-5339	rwothe@comcast.net	2020
Treasurer	Matt Foley	C(612)280-4930	mcfoley@earthlink.net	2019
Activities Director	Jay White	H(612)559-3219	jay@jwhiteandassoc.com	2018
Director	Bob Roth	H(763)475-1429		2018
Publications/ Membership	Dave Gustafson	H(952)435-1919	davidwgustafson@att.net	2019
Director	Tom Brace	H(651)644-1716	trbrace@comcast.net	2019
Director	Bill Holaday	H(763)402-1171	bill.holaday59@gmail.com	2020
Director	Larry Sasse	H(952)440-5024	fordpeople@msn.com	2020

Members and guests are welcome to attend the Board Meetings. Our meeting location, unless otherwise specified, will be held at Bloomington Lincoln in their conference room. Meeting time will be 6:30 pm on the first Thursday of each month, except December.

Articles and other information for the newsletter should be sent to David Gustafson, Editor, at 308 Brandywine Drive, Burnsville, MN 55337. email: davidwgustafson@att.net

More Mark III

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when the Thunderbirds did.

I received a nice letter addressed January 10, 1968, explaining that and asked me to keep a secret. But in February, a Lincoln Mark III was being introduced, and enclosed was a confidential brochure with actual photos of the car. You can imagine at 12 how excited I was. I showed it to my father and he showed indifference. I couldn't understand why it was one of the most beautiful cars I had ever seen. I immediately wrote back to Mr. Murphy about pricing. Of course, I received a return letter with the requested information. I also received another brochure.

The base price of the Mark III was \$6,585; which in today's dollars translates to \$46,897 with no A/C. As my pricing from Mr. Murphy stated, the way most people wanted them was a list of \$7,867; which translates to \$56,035; which was pretty expensive back then.

Memorial Day came and my parents being heavily involved with the Veterans of Foreign Wars marched in the parade; which ended at our local hospital. To my surprise, parked in plain view was the first Mark III I had seen other than in print. It was black with a black top and red leather belonging to one of the doctors. I borrowed my mom's camera (which was reserved for pictures of the parade) to take snapshots of the car.

After my Dad saw the black one in person, it peaked his interest and he stopped at our Lincoln dealer to get the scoop. To my disappointment, there was a six-month wait and a \$1,000 deposit was required. I immediately wrote to Mr. Murphy and informed him of our dilemma and I received a nice letter from the Mark III marketing manager, Mr. Myers. He stated our contact informa-

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neighborhoods and contacted children from other schools to participate. During weekends, he would spend time outdoors alone hunting rabbits. In his late teens and college years, he played organized baseball in Minnesota and Wisconsin.



A good football coach needs a patient wife, a loyal dog and a great quarterback – but not necessarily in that order

Bud Grant

Bud married Pat (formerly Patricia Bellew; born March 28, 1927) in 1950, and they had six children. Their son Mike Grant has been the football head coach at Eden Prairie High School in Eden Prairie, Minnesota since 1992. Mike Grant has coached Eden Prairie to ten state championships since 1996. Bud Grant's grandson

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Northstar Monthly Board Meeting Minutes

BOARD OF DIRECTORS MEETING

February 1, 2018

Regional Director Bob Johnson called the meeting to order at 6:30 pm at Bloomington Lincoln. Board Members present were Bob Johnson, Dave Gustafson, Tom Brace, Bob Roth, Jay White Matt Foley, Larry Sasse and Bill Holaday. Roger Wothe arrived at 7:00. Other members present were Mary Johnson, Jeff Eisenberg, Barb Wothe and Katie Foley. The minutes of the previous meeting and the agenda of this meeting were approved.

DIRECTOR'S REPORTS

Regional Director Bob Johnson presented a snapshot of a forecast of revenues, expenses and who might attend the July Mid America Meet.

Treasurer Matt Foley presented the 2017 club expense review and suggested a budget for 2018. He also reported that he had received 60 membership renewals by February 1, 2018. The current treasury balance is \$4,200.92 with all bills paid.

Activities Director Jay White is looking at several mid-week cruise-ins in which the club could attend. He is waiting for the schedule to be published before presenting to the club. A reminder was made of the joint potluck and auction with the Upper Midwest Region Classic Car Club at the Minneapolis Fire Museum Saturday, February 17. In an attempt to gain new members, regional member, Jeff Eisenberg suggested doing a Lincoln car show at his facility on Central Avenue in Northeast Minneapolis Saturday, May 19, 2018, during the Minneapolis Art-A-Whirl Festival. Regional participation in the event will be planned with details to follow. He would also like to participate in a tech seminar in the upcoming Mid America Meet in July 2018. He has some ideas for goody bags and tour plaques.

There followed a general discussion of what changes we could make to maintain the present level of membership and how it might be increased. No decisions were made as to what changes could be made.

Membership and Publications Director Dave Gustafson estimated the membership to be in the neighborhood of one hundred fifty. He issued his monthly appeal for more "My Pride and Joy" articles.

There being no further business, the meeting was adjourned at 8:00 pm. The next Board meeting will be held at Bloomington Lincoln Thursday, March 1, at 6:30 pm.

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

Mike's Mark III continued

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Ryan Grant was a quarterback and linebacker at Eden Prairie and played at the University of Minnesota (2008-2012) as a linebacker. Bud's granddaughter Jenny is married to former NFL quarterback Gibran Hamdan. Pat Grant died in 2009, of Parkinson's disease. Grant played football, basketball, and baseball at Superior Central High School (Wisconsin). He graduated from high school in 1945 and enlisted in the Navy during World War II. He was assigned to the Great Lakes Naval Training Station in Illinois and played on the football team coached by Paul Brown. Using an acceptance letter from the University of Wisconsin-Madison to be discharged from the service, Grant decided to attend the University of Minnesota instead. He was a three-sport, nine-letterman athlete in football, basketball, and baseball for the Minnesota Golden Gophers, earning All-Big Ten honors in football twice.

After leaving the University of Minnesota, Grant was selected in both the NFL

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tion was being forwarded to the Washington District Office and someone would be contacting us. The Marks were so popular they were selling like hotcakes! We never received a phone call, but I'll give them the benefit of the doubt today. The technology was so different 50 years ago...no voicemail, etc. My father had a construction company and traveled a lot and my mom was his bookkeeper/secretary and a full-time mom.

In the late summer, my Dad got the itch for a new Lincoln and asked about the Mark III, but there were none to be found locally and most dealerships wouldn't do a dealer exchange because of the popularity and profit potential. We ended up with a '68 coupe, and I couldn't get my father enthused about the 1970 model because the coupe was a total redesign.

I have owned several Mark III's over the years, but the earliest models always intrigued me the most — maybe because of their uniqueness, maybe sentimentality, maybe both. I had no thoughts on writing an article on the car until one day last September I was on Craig's list and I couldn't believe what I saw — an early '69 with 12,000 original miles and in Wilmington, Delaware, less than 100 miles from my home! You can imagine how quickly I called the owner and scheduled an appointment to see the car.

When Marie and I got there, I knew as soon as he backed it out of the garage it was mine. He had bought the car from the original owner some years ago and as he described it to me, it was the fourth one sold in the state, and the third one was black and sold to a doctor downstate. He was describing the one I saw in 1968 at our local hospital! Needless to say, after we made the personal connection, he felt very comfortable where the car was going.

Many sellers including myself are as interested in the buyer's ambitions with a classic as much as the money. I went on this tangent to explain my motivation for writing.

According to what documentation I

have, the Mark III was introduced February 13, 1968, as a 1969 (it had a 1969 serial #), but it has a few features unique to just that model. Some of the notable differences are subtle, but identify the early models from the ones built after Jan. 1, 1969. For instance, the wood grain in the steering wheel center has only a continental emblem instead of the round clear plastic center with the emblem. Also, the instruments have white pointers, and there is no Cartier clock. There is a sewn scroll in the center back of the leather rear seat; which appears in the same place on the cloth interior on the later model. The seat belt retractor was also housed with a length of vinyl inside the seat side where the later model retracted in a plastic housing; which if not careful scratches the aluminum armrest appliqué. The other changes involve the federal government.

Headrests were optional for the early models, but were required after Jan. 1. The early models had backup lenses that were flat. Later, they had a raised center so a person could see the backup lamps on when approaching from the side. I also heard the first Mark III engines and transmissions were blueprinted, but I have no documentation to support that. I will also discuss a hood ornament at a later date that according to Motor Trend was slated for the car, but ended up on the Mark IV.

It has been said Lee Iacocca and the wizard kids, the post-World War II design and engineering team were responsible for the Ford Falcon, Mustang and the Mark III. They were vehicles for every budget and the designs were timeless.

Of all the Lincoln designs, the Mark III has consistently been my favorite. I am glad to have lived in an era where people worked hard, played hard, and rewarded themselves with an extension of their personality and a new car that fit just them. I am sorry we have drifted away from that mindset; which will never be seen again. Thank goodness we have a club that shares the same thoughts and passions for future generations to come.

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and NBA Draft. He was selected in the first round (fourteenth overall) of the 1950 NFL Draft by the Philadelphia Eagles and fourth round (forty-second overall) selection of the Minneapolis Lakers in the 1950 NBA draft. He played thirty-five games during the 1949-50 NBA season and signed with the Lakers for the 1950-51 NBA season. He chose to continue his basketball career with the Lakers because they were local and because he was offered a raise to stay for the season. Grant's close personal friend, Sid Hartman, was the Lakers' general manager; which may have influenced his decision to remain with the team. He averaged 2.6 points per game in his two seasons as a reserve with the Lakers and was a member of the 1950 championship team.

After two seasons in the NBA, Grant decided to end his professional basketball career. He contacted the Philadelphia Eagles of the NFL and agreed to play for the team during the 1951 NFL season. In his first season with the Eagles, Grant played as a defensive end and led the team in sacks (an unofficial statistic at the time).

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The Mark III, a great car for Ford...



The sales brochure for 1971 said: *"In this world, there will always be room for something beyond conventional standards of prestige and luxury. That's why there are the Continentals."*

The 1969 Mark III was created when Lee Iacocca, Ford's vice-president, car, and truck group, at the time, directed design vice president, Gene Bordinat, to "put a Rolls Royce grille on a Thunderbird" in September 1965. The Mark III was based on the fourth generation Lincoln Continental (1961-1969) and the four-door fifth generation Thunderbird introduced for 1967. With the Thunderbird "dying in the marketplace," Iacocca wanted to put the company's development investment to better use by expanding its platform over several models.

The Mark III was intended to compete head-to-head with the top of the domestic personal luxury car market, Cadillac's heavily redesigned front wheel drive Eldorado. This placed it above the second tier premium personal luxury cars such as the Ford Thunderbird, Buick Riviera, and Oldsmobile Toronado. As the Eldorado was built upon the Toronado frame, the Mark III's was based on the Thunderbird's. While the side-rail frame was identical to the Thunderbird's, the Mark III bore almost 300 pounds more bodywork. Power was adequate from Lincoln's Ford 385 engine-based 460 cubic inches, 365 horsepower V8.

Introduced in April 1968 as an early 1969 model, the model was a remarkable commercial success because it combined the high unit revenue of a luxury model with the low development costs and fixed cost-amortizing utility of platform-sharing, in a car that was appealing

enough to buyers that many units were sold. Iacocca said, "We brought out the Mark III in April 1968 and in its very first year it outsold the Cadillac Eldorado; which had been our long-range goal. For the next five years [Marks III and IV] we had a field day, in part because the car had been developed on the cheap. We did the whole thing for \$30 million, a bargain-basement price because we were able to use existing parts and designs." Iacocca explained that this transformed the Lincoln-Mercury Division from losing money on every luxury car (via low unit sales on high fixed costs) to a profit center, making the new Mark series as big a success as any he ever had in his career—a remarkable statement from an executive who led the programs for the original Ford Mustang and the Chrysler, minivan family. Iacocca explained of the Mark series, "The Mark is [in 1984] Ford's biggest moneymaker, just as Cadillac is for General Motors. It's the Alfred Sloan theory: you have to have something for everybody [...] you always need a poor man's car [...], but then you need upscale cars, too, because you never know when the blue-collar guy is going to be laid off. It seems that in the United States the one thing you can count on is that even during a depression, the rich get richer. So you always have to have some goodies for them."

The 1969 Continental Mark III was a spiritual successor of the limited-production, ultra-luxurious Continental Mark II produced by a short-lived Continental division of Ford Motor Company between in 1956 and 1957. The new Mark III was actually not the first model to use the designation; which had been used on a 1958-1960 *Continental Mark III*. Large and extremely extravagant even for its time, it did not sell as well as the iconic "tail-fin" Cadillacs it competed against. The new Mark III was built at the enlarged facility at the Wixom, Michigan assembly plant home to subsequent generations of the model.

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He switched to offense as a wide receiver for his second season with the club and ranked second in the NFL for receiving yardage, with 997 yards on fifty-six catches, including seven touchdowns.

Grant's contract expired at the end of the 1952 NFL season, and the Eagles refused to pay him what he thought he was worth.^[5] The Winnipeg Blue Bombers of the CFL had been interested in Grant while in college. Grant left for Winnipeg, Manitoba, Canada in 1953 and became the first professional player to "play out his option" and leave for another team. He played for the Blue Bombers until 1956 as an offensive end and was named a Western Conference all-star three times. He led the Western Conference in pass receptions for the 1953, 1954, and 1956 seasons and receiving yards for the 1953 and 1956 seasons. He also holds the distinction of having five interceptions in a playoff game, played October 28, 1953; which is a CFL record. The Blue Bombers played for the Grey Cup in 1953, but lost to the Hamilton Tiger-Cats in the 41st Grey Cup game.

Blue Bombers man-

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More Mark III

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In style, the Mark III was squarer and more upright than the Thunderbird, highlighted by an unashamedly rip-off Rolls-Royce style grill flanked by hidden headlights, with an ersatz Mark II spare tire bulge on the rear.

Standard equipment included power steering, brakes, windows, vacuum activated concealed headlamps, and split bench electrically adjustable front seats. The instrument panel and trim panels on the doors featured simulated wood appliques in either English Oak or East-Indian Rosewood. After a few months, a Cartier-branded clock became standard equipment. The upholstery was either the standard vinyl with cloth inserts or the optional leather.

The 1970 model was the first American-made vehicle with radial tires as standard equipment.

A vinyl roof in cavalry twill pattern was optional, but examples without the vinyl roof were rare. One reason for the rarity of the plain-roofed version is the fact that the roof was made in two pieces and required extra preparation at the factory to conceal the seam; consequently, its availability was not widely advertised. Other options included the aforementioned leather interior, air conditioning, further power adjustments for the front seats, a variety of radios and 8-track tape players, tinted glass and power locks. A limited slip differential could be ordered, as could anti-lock brakes, called "Sure Trak." Cruise control was also an option. Finally, an automatic headlamp dimmer that dimmed the headlights for oncoming cars without driver intervention was available. Full instrumentation could be ordered.

Despite some bad reviews by the automotive press, the public took to the car with some 7,000 built during the remainder of the 1968 model year and another 23,858 cars for the 1969 model year, a respectable showing. Lincoln had always trailed Cadillac in production numbers, but the Mark III almost equaled the Eldorado; which tallied 23,333 for

1969. This was the start of a long, successful run for the Continental Mark series.

Because of its early introduction and extended production year, the 1969 model had several running changes made. Cars produced before July 1968 had a steering wheel pad with a much larger wood applique and Continental star logo than later cars. Cars produced before July 1968 featured a decorative stitching pattern on the face of the rear seat above the center arm rest. After July 1968, the seat belt retractors were relocated and eight additional exterior color choices were added. Cars produced before the second week of December 1968 had white indicator needles for all instruments and controls, and an electric clock with Arabic numerals was used. Cars produced after the second week of December 1968, utilized orange indicator needles for all instruments and controls and a Cartier Chronometer with Roman numerals was installed. All cars produced after December 31, 1968, were equipped with driver, and front passenger head rests as required by Federal mandate.

There were only small changes for 1970 and 21,432 were sold. The vinyl roof was made standard, windshield wipers were now concealed and the wheel covers were redesigned. Michelin radial tires were standard equipment (a first for an American car), and a locking steering column/ignition switch replaced the dash-mounted switch per federal mandate. The metal horn ring used in '69 was deleted from the steering wheel, replaced by a Rim Blow unit. Increasingly stringent Federal safety requirements mandated the addition of red reflectors to the rear bumper and yellow reflectors to the sides of the front parking lamp assemblies. Although horsepower remained unchanged at 365, Federal emissions requirements were met by the installation of "Thermactor" air injection pumps on the 460 cubic inch displacement engine. The interior wood appliques were upgraded to genuine Walnut. The door panels were redesigned, and the power seat controls

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agement decided that they needed a new coach before the 1957 season. On January 30, 1957, Grant accepted the Blue Bombers head coaching position after impressing management with his ability to make adjustments on offense and defense as a player. Club president, J.T. Russell, thought that Grant could coach even though nobody else did. Grant would remain the head coach of the Blue Bombers until 1966. At age 29 (he would be 30 by the time he coached his first game), Grant became the youngest head coach in CFL history.

During his ten seasons as head coach in Winnipeg, he led the team to six Grey Cup appearances, winning the championship four times in 1958, 1959, 1961, and 1962. He finished his Blue Bombers coaching career with a regular season record of 105 wins, 53 losses, and two ties and an overall record of 122 wins, 66 losses, and three ties.

Grant was the CFL Coach of the Year in 1965. Grant took on additional responsibilities as a club manager between 1964 and 1966. Max Winter, the Minnesota Vikings founder, contacted Grant in 1961 and

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Mark III continued...

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were moved from the seat edge to the door arm rests. The pattern of the stitching on the seats was modified. A power sliding sun roof joined the options list.

Motor Trend's 1970 head-to-head review of the Eldorado versus the Mark III gave the nod, barely, to the Mark III, beginning an annual "King of the Hill" series that ran for years.

The sales brochure for 1971 said: *"In this world, there will always be room for something beyond conventional standards of prestige and luxury. That's why there are the Continentals."* In this, the final year of Mark III production, there was very little Lincoln could do to make the car better than it was. A few more essentials were added to the standard equipment roster. Automatic Temperature Control and tinted glass, as well as the Sure-Track Brake System were standardized.

Other than attending to details that were pretty much perfect to start with, the Mark III was the same car for 1971 as it was in 1969. These cars had a boldly aggressive appearance, were very well built and were excellent road cars. They were also a success in the marketplace, as Lincoln sold about as many Mark III's in its third year of this body style as Cadillac sold of its newly-styled Eldorado. And the Eldorado was available in two body styles for 1971—a coupe and a convertible.

Granted, Eldorado production was affected by a nationwide strike at General Motors that ranked as one of the longest in GM's history up to that time. The United Auto Workers Union strike began virtually on announcement day in late September 1970 and didn't end until mid-December. This resulted in substantially fewer Cadillacs, Buicks, Oldsmobiles, Pontiacs, Chevrolets, and GMC's at your local dealer. The point here is that a car in its third year of a body style normally doesn't compete as well with its newly restyled competitors. Cadillac still sold more Eldorados than it had in recent years, so how many could they have sold without the strike? We'll never know, but it proves the point that the

Mark III was a very popular car, even in its third year.

Motor Trend magazine's "King of the Hill" feature returned for 1971, pitting the Mark III and the Eldorado against one another. Written by John Lamm, the article favored the Eldorado in several areas, including interior arrangement and instrument layout. However, Lamm found the bright fabrics of the Eldorado to be less favorable than the leather in the Mark III. Regarding Eldorado styling, new for 1971, Lamm mentioned the "more cluttered design that involves extra bulges, a big chrome 'scoop' on the side and that rear quarter window." 1971 would be the first year of the Eldorado "coach window," a trend that the Continental offering would follow for 1972. Lamm also made note of the Mark III's "smooth, clean, though boxy" styling for 1971, and criticized Eldorado on its finish; which ranked much lower than the Mark III on items such as the padded top and in areas such as the visibly shoddy assembly.

The article went on to note the Eldorado's ability to use the new lead-free gasoline; while the Mark, with a higher compression ratio, still required premium. Cadillac received points for better braking performance and the difference in price was mentioned with the Eldo being around \$1,000 less than the Mark. However, equipped comparably, the price difference was minimal. Lamm said, "The Mark III still comes off like the family that has lived gracefully for years with its money; while the Eldorado feels like 'nouveau riche' trying so hard to tell the world it's wealthy." The folks at Cadillac must have been very unhappy when they read that!

The Mark III won the "King of the Hill" contest for 1971, a fact that Lincoln may have predicted when it stated: *"People want this car because it is something better. And so today, this car stands alone. First in luxury, prestige, and value."*

From the internet....

(Continued from page 9)

asked him to coach the new NFL expansion team. Grant declined the offer and remained in Winnipeg until 1967 when Winter and General Manager Jim Finks were successful in luring Grant to Minnesota.

Grant continued his coaching success in the NFL as he took over from the original coach, Norm Van Brocklin. Over his tenure as Vikings head coach, Grant was known for instilling discipline in his teams and displaying a lack of emotion during games. He believed that football is a game of controlled emotion and teams would not follow the coach's lead if he were to panic or lose his poise during the course of a game. He required his team to stand at attention in a straight line during the entire national anthem played before the game and even had national anthem practice. Grant required outdoor practice during the winter to get players used to the cold weather and would not allow heaters on the sidelines during games. Grant and Finks orchestrated a rare trade in between leagues; which brought Joe Kapp from the British Columbia Lions to the Vikings. In

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The Welcome Wagon

By: Francis J. Kalvoda, Willmar, MN
320-235-5777 fjk@charter.net



The Welcome Wagon

It's warming up in Willmar, but state tournaments are coming and that could bring a short snowy spell before April showers. Micki's hip surgery went well and she is recovering at home. She is chasing her walker better every day. She says my pampering may be needed for many months. I must report that Bob Johnson did NOT get the white 2000 Lincoln Wagon for my birthday. The wagon sold at auction in Florida for \$5000. I can only hope that Bob thinks I need a better welcome wagon.

Last month, I introduced you to **Doug and Nancy Pedersen** from Farmington, MN. I asked veteran members to contact me if they could identify Doug's current project. No one did. This means that you are ALL invited to write a Pride & Joy article about a Lincoln or two and submit it to David Gustafson ASAP.



Doug Pedersen's mystery car

What is Doug's mystery car? It is a **1940 Zephord** three passenger coupe, similar to one of my all time favorites, a Lincoln Zephyr three passenger coupe. The Zephord is a 1940 Ford coupe with a modified tudor door, slightly chopped top and repositioned roof. It will have a Zephyr grill, tail lights, and lots of class.

This project is truly a labor of love and Doug is doing all the labor. The '39 and '40 Fords, Lincolns and Mercurys were awesome, but Doug's version could have been another even better idea from Ford.

This month I am pleased to introduce **Mark and Mary Davis**, PO BOX 558, St. Peter, MN 56082, 507-931-4468, email mark.davis@cambriausa.com. Mark and Mary have an impressive collection of vehicles. TWO 1937 classic K Lincolns; a sedan and a convertible; FOUR Thunderbirds; 1955, 1956, 1957, and 1960. From Chrysler, a 1947 Convertible, and a long time family member, a 1948 Dodge sedan. Years ago, I visited with a gentleman with a remarkable collection. I told him he was lucky to have so many nice cars. He told me the harder he worked, the luckier he got. I thought of that when I visited with Mark. I will let Mark tell you about his life, work, and collection:

I'm a butter maker and cheese maker from St. Peter/Le Sueur. Our family has been in the dairy processing business since my Father bought the St. Peter Creamery in 1943. My brothers and I all had the privilege to work weekends at Dad's plant. I hauled milk in cans and later with a bulk truck as I attended Mankato State graduating in 1963. At graduation, my wife, Mary, and I had 2 children and she worked in an insurance agency. After graduation, I became a butter maker and continued that until 1969, when Dad and I partnered with the owner of the Le Sueur Cheese Company. I then learned the cheese making profession. Our Company grew over the years and we expanded production capacity and milk product processing. Eventually, we had cheese production plants in Minnesota, Idaho and South Dakota. All of that expansion was greatly aided by Mary and my four sons and several key employees and many loyal dairy farmers. Eventually, we expanded into other industrial manufacturing areas; quartz countertops, Cambria being one area.

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return, the Vikings sent Jim Young, a Canadian born player, back to his native country.

In his second year, Grant led the team to a divisional championship and his first NFL play-offs appearance. In 1969, he led the team to its first NFL Championship and their first appearance in the Super Bowl. The Vikings lost in Super Bowl IV to the American Football League champion Kansas City Chiefs. Before the 1970 season, Minnesota released Joe Kapp. After starting Gary Cuozzo at quarterback in 1970 and 1971, the Vikings re-acquired Fran Tarkenton before the 1972 season. During the 1970s, the Vikings would appear in three more Super Bowls (VIII, IX, and XI) under Grant and lose each one, but he was the first coach to lead a team to four Super Bowls. He retired after the 1983 NFL season and was succeeded by Les Steckel, who led the team to a 3-13 record the following season. Steckel was fired as head coach after the 1984 season and Grant returned as coach for the Vikings in 1985. After one season where he returned the club to a 7-9 record, he stepped down again.

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Welcome Wagon continued...

(Continued from page 10)



Mark and Mary Davis own this beautiful 1937 Lincoln K convertible

But, this is about cars! Our family has always been interested in cars from the early days. As a youngster, my brother and I used to have contests to name the make and model of every car we passed or met. That was the late 40's and early 50's. Dad's uncle was always tinkering with cars from the '20's and '30's; hauling us around the countryside in a whole myriad of different ones. It didn't hurt that St. Peter had dealerships of every brand. We had Kaiser, Hudson, Packard, Nash, GM and Chrysler models in separate dealerships and a Ford dealership that was established in 1913.

Thunderbirds attracted my attention right away. I had 1960 T-bird hard top early in our marriage, but, that didn't last when the 3rd, 4th and 5th family members arrived. My first collector car was 1948 Dodge 4-dr, bought at a South Dakota farm auction around 1975. I still have it and it runs very well.

After a few more years, I became more serious and acquired a 1960 T-Bird convertible from Amos Minter in Texas. My brother and I flew down and drove it back. Eventually, a very skilled body man in Idaho completely re-did that car.

All of that over several years, then the collection grew, with an emphasis on Ford products, particularly T-Birds. A couple other brands have slipped in; the Dodge got a cousin with a '47 Chrysler Convertible.



The Davis garage is also home to a 37 K sedan, also a very fine automobile.

The Lincoln K cars came about quite by chance. The 1937 sedan sat for 40 years alongside a garage (covered) by a lean-to roof, at a neighbor next to the afore mentioned Uncle's residence.

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Grant retired as the eighth most successful coach in NFL history with an overall record of 161 wins, 99 losses, and five ties. As of 2014, he also remains the most successful coach in Vikings history. During his tenure with the Vikings, he led the Vikings to four Super Bowls, eleven division titles, one league championship and three NFC conference championships.

After retiring, Grant became a less prominent public figure and focused on hunting and fishing and supporting environmental reforms. He has been a representative of Native American hunting and fishing treaty rights in Minnesota. In 1993, Grant's efforts resulted in a death threat. In 2005, he spoke at a Capitol rally in Minnesota for the conservation of wetlands, wetland wildlife, and water. Grant addressed 5,000 supporters, saying, "In this legislative session, we want to see some action. It's more important than any stadium they could ever build in this state."

Grant is still listed as a consultant for the Vikings and maintains an office at the team's headquarters in Eden Prairie.

From the internet...

(Continued from page 11)



A 1960 Ford Thunderbird feels quite at home in Mark's garage, next to the Lincoln.

One day, that neighbor said he'd give me a commission to sell it. After a few weeks with no interest, he suggested I buy it less the commission. So I did! Had the engine expertly overhauled and it runs marvelously. Then had some body work done, but I should have done a more complete down to frame job than I did. The 1937 Lincoln K-convertible came about by chance. A friend was at the auction in Kissimmee, Florida trying to buy a car he wanted very badly. We were exchanging emails during his efforts. I requested that he send me a picture of what he was bidding on. He did that, and to the left on the picture, I recognized a familiar front fender. I asked for a picture of the neighboring car. The rest is history; it's a marvelous car!



So very pretty in pink, is this 1957 Ford Thunderbird, at home with three others, including a '55, a '56, and a 1960.

Mark and Mary will be welcome at any upcoming Northstar event no matter what they drive. I am convinced that the Davis family dairy business must be responsible for Mark's choices in vintage automobiles. They certainly seem to be the cream of the crop. Let's hope Mark and Mary will have a K Lincoln at our LCOC National Meet in July.



Perfect for cruising is this 1947 Chrysler New Yorker Convertible, with wire wheels, no less....

Last month, I said that in March the Chrysler vs. Lincoln K car dilemma would be resolved. In Konclusion, the only similarity of the Lincoln Model K of the 1930s and the Chrysler K cars of the 1980s is the use of the letter K. Next month, you will meet more new Northstar members. You will read about and see a collection of Lincolns and tow trucks! Share your enthusiasm for Lincolns. Give this copy of the Northstar News to a Lincoln enthusiast; who is not a member or ask David Gustafson to send them a copy or just enter **Northstar LCOC** on the internet. Let's keep the party going.

For Sale — All Good Lincolns



On your left, the all new Lincoln Nautilus, the replacement for the MKX. This very exciting mid-sized crossover will be available later this year at your nearby Lincoln dealer. One of several new models coming from Lincoln.



Travel in comfort — Arrive in style!

FOR SALE: 2011 45 ft Tiffin Zephyr, one owner, non-smoker, \$249,500 with 36,000 miles. All serviced ready to get out of MN for the winter.

Call or text Roger 218-966-7640 for more information and more photos.



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



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, it 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.

You May Be Interested in these Items for Sale

Wanted.... Car club badges and patches. New and Used. Call Harvey Oberg, 651-739-9754

Wanted... NOS exhaust resonator for a 1974 Lincoln Town Car. Part Number D4VA5E272AA
Call Vaughn Ebbighausen at 218-736-4049 or email vemsp294@gmail.com

For Sale - 1965 Lincoln Continental Convertible



This beautiful, fully-restored, 100-point car (Lincoln show standards) is now available. Equipped with the whisper-quiet, smooth 430 V8, rare silver blue bucket seats and steel belted radial tires. Stainless exhaust system and detailed engine bay and undercarriage. Drives perfectly. Call John Palmer at 218-389-6189 or 218-380-3239.



1994 Lincoln Town Car Executive loaded with options. The car has two air bags, key-less entry, air suspension, moon roof, four wheel disk brakes, cassette tape player and 1-1/8" white wall tires. Second owner since 1999. Car gone over by Lincoln dealer. Rare gold color with matching interior. Must see to appreciate. Asking \$9,500.

Call Richard at 651-351-2855.



Northstar Region grille badges are now available. To obtain yours, contact Bob Johnson at 651.257.1715.

Now Available - Lincoln Caps and Shirts

Mens shirts with pockets, Ladies without pockets.
All Sizes, one price \$25, Caps, \$10.



Call now, operators standing by: Bob Johnson
651-257-1715 or email: arborbob41@aol.com

Preview of Coming Events

- March **Sunday Brunch, March 11, Jax Café, Minneapolis, at 11:30 AM.**
- April **Car detailing seminar, Saturday, April 14, 9:30 am to Noon,** at Mike Fiterman's facility, 5600 Highway 169 North, New Hope, Minnesota, conducted by Ken Sampson. Lunch at a nearby restaurant.
- May **LCOC Eastern National Meet, May 2-6 2018, Bradenton, Florida.**
Saturday May 19, Lincoln Car Display at Jeff Eisenberg's Libson Twin City Auto on Central Ave to enjoy ART-A-WHIRL. Featuring Multiple Locations in Northeast Minneapolis. More information to come.
10th Annual Memorial Day weekend Lincoln car show, Bloomington Lincoln, Bloomington, MN, Saturday, May 26, 10:00 am to 2:00 pm
10th Annual Memorial Day weekend car show, Bloomington Lincoln, Bloomington, Minnesota, Saturday, May 26, 10:00 am to 2:00 pm.
- June **All Ford Show, Sunday, June 3, 2018, 10:00 am to 3:00 pm** at Dunwoody Technical Institute, 818 Dunwoody Boulevard, Minneapolis. \$5 per car — all Ford products including Lincolns welcome.
Back to the Fifties, June 22-24, 2018, Minnesota State Fairgrounds, St Paul
- July **LCOC Mid-America National Meet, July 11 – 15, 2018,** St Louis Park, MN
Sunday, July 22, 2018, 9:00 am - 4:00 pm. 10,000 Lakes Concours d'Elegance. Excelsior Commons, Excelsior, Minnesota.
- August **Lincoln Motor Car Museum, August 6 - 12. LZOC -Fifth Annual Lincoln Homecoming,** Hickory Corners, Michigan, and Elkhart, Indiana.
Saturday, August 11, 10:00 am – 2:00 pm. North Star Region, 16th Annual Classic Lincoln Out State Car Show at the Almelund 62nd Annual Threshing Show.
- September **Saturday, September 15, 10:00 am – 2:00 pm. 12th Annual Luther North Country Lincoln Car Show.** Coon Rapids, Minnesota

Know some other event that may be of interest to members of the North Star Region? Let us know and perhaps we can work it into our event schedule for this year. Do you have a special burger place that we can cruise to some evening? Tell us about it — maybe we can do it. Good friends and nice Lincolns make for some fun times.

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



Join us for brunch on March 11, 2018, 11:30 AM at Jax Café, 1928 University Avenue NE, Minneapolis, MN

Today, the rich history of Jax Cafe has served the families of North-east Minneapolis faithfully for 75 years. Bill Kozlak, Jr. follows in his father and grandfather's footsteps by preserving the rich tradition of Jax Cafe while continuing the promise of uncompromised service.

Known for a warm welcome and traditional atmosphere, Jax Cafe serves only the finest menu of premium cuts and fresh seafood flown in from all over the world. Recognizing that fine food doesn't require flash and trend — Jax Cafe impresses with the best ingredients, immaculate preparation and the heart of a dining experience crafted through three generations.

See you there on March 11, for the best brunch in town!

Please RSVP to Jay White by Thursday, March 8, 2018, at 612-599-6219 or email

Car detailing seminar, Saturday, April 14, 9:30 am to Noon.

See you at Mike Fiterman's garage/warehouse, 5600 Highway 169 North, New Hope, Minnesota, conducted by Ken Sampson. Lunch at a nearby restaurant. Learn from the expert on how to make your car look the very best.

April Event - CCCA Garage Tour

Saturday, April 28, 2018

Gather for coffee and donuts at 7:30 a.m. ***The tour will leave promptly at 9:00 a.m. The tour details are still being finalized, but it will include stops at collections in the West metro area. Complete information will be in our April issue.***

The weather will be great and it will be a super good day to see some great cars and tour the countryside with fine friends.

It is time for our All Lincoln Car Show, Saturday, May 26, 2018, 10 am - 2 pm

**Bloomington Lincoln, 1001 Clover Drive, Bloomington, Minnesota,
Just South of Hwy 494 and Just East of Hwy 35 South.**

More details in our April issue.