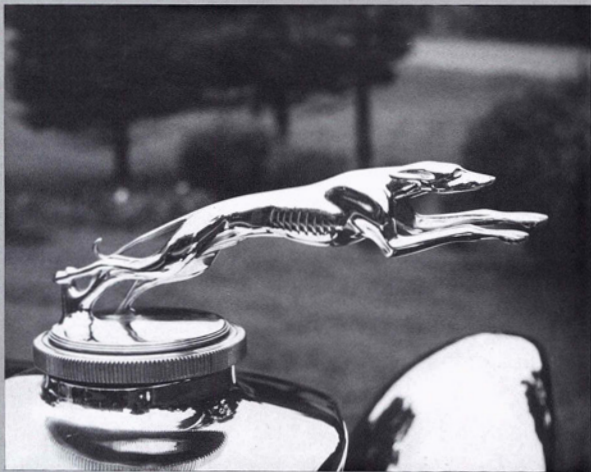
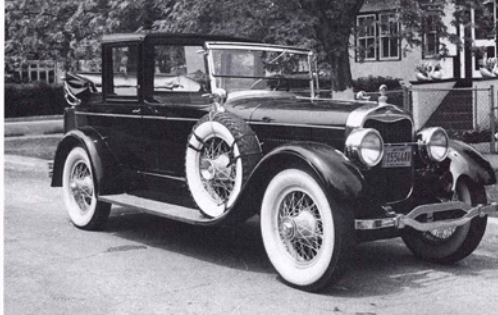


L I N C O L N

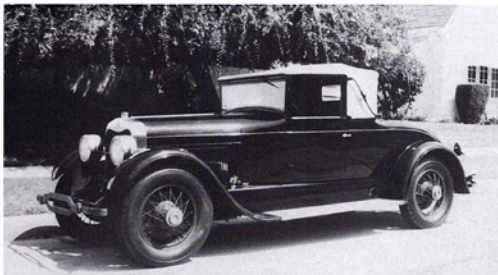


Greyhound mascot on Frank Mulderry's '31 Model K Convertible Coupe, photo by Daniel B. Lyons

The Lincoln Motor Company was named for the first U.S. president for whom its founder had voted. The year was 1917; Henry Martyn Leland was seventy-four years old. He had just left Cadillac, which he had led since its birth, because General Motors wasn't moving into wartime production fast enough to suit him. Leland was a super patriot, and something of a stubborn old man. The Armistice, unfortunately, came too early for the aero-engine-building Lincoln company to realize financial stability. Faced with a mountain of debts, a big factory and 6,000 employees with nothing to do, Leland (by now seventy-seven) decided to build an automobile again. Three hours after being placed on sale in 1920, \$6.5 million in stock in the new Lincoln Motor Company was subscribed. Public confidence in the man was high. Leland justified that confidence by half. The Lincoln's 60° V-8 engine with radically new fork-and-blade connecting rods was an engineering triumph. The styling of the new Lincoln was an aesthetic disaster. Many orders placed before the new car was shown were cancelled immediately after. By 1922, much to Leland's chagrin, his board of directors put the Lincoln Motor Company up for sale. The purchaser was Henry Ford. Not surprisingly, Leland soon departed. Moving into Lincoln's presidency was Henry Ford's son, Edsel. Henry Leland had long been known as the master of precision. Edsel Ford would soon demonstrate that he was a master of style. . . .



1925 Lincoln Model L Five-Passenger Cabriolet, Brunn
Owner: Frank Cassello of Chicago, Illinois



1926 Lincoln Model L Club Roadster, Dietrich
Owner: Anthony Pacione of Los Angeles, California

1926 Lincoln Model L Four-Passenger Berline, Judkins
Owner: P. H. Cooper of Casper, Wyoming



With its 357.8 cubic-inch engine delivering close to 90 hp in a chassis of consummate durability, the Leland Lincoln was a favorite of the Detroit Police Department, amongst other progressive law enforcement agencies in the United States. The Ford Lincoln underneath, and wisely, remained pretty much as Leland had built it. What Edsel did immediately was lengthen the wheelbase six inches (to 136) and then he contacted the finest custom body houses in the land. Lincoln catalogues became virtually a Who's Who of the coachbuilding craft. If a particular body style appealed to Edsel, he ordered it in lots of 100 or more. This meant a Lincoln custom could be priced between \$5,000 and \$6,500, a great deal of money at the time, but far less than a coachbuilder charged for producing a single car specifically to order. All this would not, of course, pass unnoticed by other manufacturers of luxury cars.

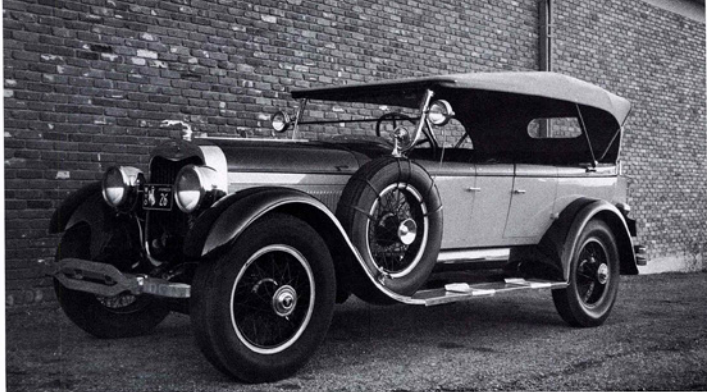
Leading the stylish new Lincoln down the road was Edsel's next good idea: the lithe greyhound hood ornament produced for him by Gorham, one of America's most honored silversmiths. Symbolic of fleetness and grace, the greyhound was also part of the family crest of Abraham Lincoln's English ancestors and that association may also have led Edsel to its selection. The mascot was introduced as an option early in 1925 but soon became the finishing touch applied to all Lincolns.

Frank Cassello's Brunn Five-Passenger Cabriolet, believed to be the only one extant, is also thought to have been a special order for show use. Much of its subsequent life was spent on an estate in Pittsburgh. Frank has owned the car since 1985.

That the Lincoln was a "showgoer" during this era is exemplified by Anthony Pacione's 1926 Dietrich Club Roadster. This design won concours d'elegance in Paris, Milano and Monte Carlo—and Ray Dietrich returned to the States with three gold medals plus, as he remembered, "a loving cup big enough to swim in."

Phil Cooper's 1926 Judkins Four-Passenger Berline was acquired a year ago. Delivered new, the car had been priced at \$5,400. Phil doesn't know the first owner, but he does the second: Felix Braun of Philadelphia. The bill of sale from 1929 remains extant. "The car was three years old when Braun purchased it for \$1,495," says Phil. "I had to pay more for it."

The Yellowstone Park Transportation Company was the first owner of



1926 Lincoln Model L Seven-Passenger Sport Touring, Brunn

Owner: P. H. Cooper of Casper, Wyoming

Phil Cooper's 1926 Brunn sport Touring: "It was one of fifteen 1926 Yellowstone Lincolns. There was also one each from model years 1923, 1927 and 1928. The cars remained in service until World War II closed the park, then they were sold off. It is believed that six or eight of the Yellowstone Lincolns remain in existence. My car had been sold to a Montana rancher, from whom I bought it thirty-six years ago."

Bullet-shaped headlamps was the styling change that immediately identified Lincolns for 1927. Readily apparent to new owners on the road were the four-wheel brakes which had earlier been fitted to Lincoln police cars and now were made standard equipment.

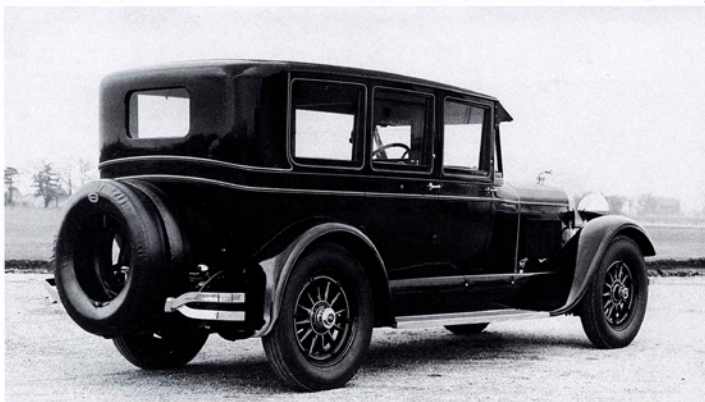
Robert H. McElroy, a director and vice president of the Standard Oil Company, was the original owner of Ken Pearson's 1927 Lincoln-built

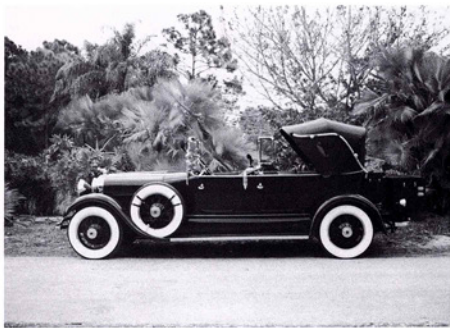
limousine. Following McElroy's death in 1938, the car was stored on his estate for many years. Ken has owned it since 1961: "The Lincoln is a fine machine. It has a distinguished body style, is steady on the road and very comfortable to travel in. The car had a trifle over 20,000 miles on the odometer when I acquired it. The odometer now reads 35,890 miles. My wife Louise has driven this car frequently too."

1927 Lincoln Model L Berline

Owner: Ken Pearson of Crystal Lake, Illinois

Photo: Langdon Studio





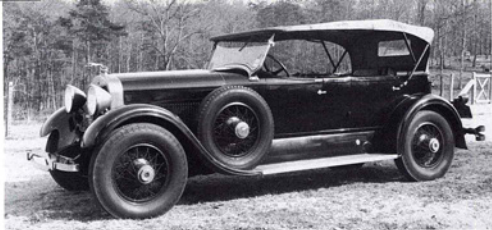
1927 Lincoln Model L Imperial Victoria, Fleetwood
Owners: Jack & Nancy Dunning of Cambridge, Ohio



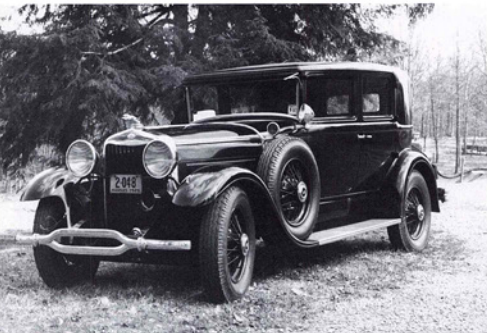
Obviously one-of-a-kind is the 1927 Fleetwood Imperial Victoria owned by Jack & Nancy Dunning: "Although soon to be brought wholly into the General Motors fold, Fleetwood was still building on outside chassis at this time. In this case, the chassis was the 150-inch professional car frame, and the car cost its original owner \$15,000. Ten inches longer, six inches higher and two inches wider than the average formal Lincoln, the body is a four-door victoria-top touring not dissimilar to the 'park phaetons' fashionable on Locomobile or Peerless chassis of the 1906-1910 period, although the driver is at least protected by full-size doors (all with carriage-type handles) and a two-panel opening windshield on which is mounted a single wiper. A small storage compartment separates the front seats. The folding black leather top is internally lined and incorporates plated external landau irons, dual courtesy lights and an oval rear window. The rear compartment is protected by two separate folding windshields, the first protecting occupants of the two armchair-type jumpseats, the second protecting the rear seat beneath which is housed the hidden microphone of a 'Motor Dictograph' by Dictograph Products of New York. The driver's loudspeaker is mounted over the front seat at the back of which is a robe rail. The rear-mounted trunk rack accommodates two trunks, one behind the other. Bumper and horn equipment is stock Lincoln, though the hood ornament is an unusual French one entitled 'Le Hurlleur,' purportedly contemplated (though never adopted) by Lincoln as an alternative to the greyhound. Lamp equipment is very special: head and dual spot lamps by Marchal of France and a pair of German silver electric carriage lamps. It is understood that this car was commissioned by a wealthy Frenchman who enjoyed going to the Paris Opera and had this car built to take him and his friends in grandeur. It appears to have been designed to be operated by a chauffeur and a valet—and could be equipped with an inclement weather top. Carried in the forward trunk, this top does seal the car pretty well, but it is a time-consuming two-man job to install. The jumpseats don't fold up but are removed with wing nuts, with the center windshield then folded and stored behind the front seat. All this tends one to believe that the crew prepared the car for the evening before leaving the garage."

Boring out the Leland V-8 an eighth of an inch boosted displacement to 384.8 cubic inches and provided the Lincoln about ten more horses in 1928. Total Lincoln production that year was 6,363 cars of which 226 were the four-passenger Sport Phaeton by Locke.

James Sullivan has owned his car since 1982: "The original owner was from northeast Connecticut, and the car remains completely original. The Locke Sport Phaeton body is a fine design, close-coupled with an attractive rear quarter and a rakishly slanted windshield. In 1928, this body style was ahead of its time."



1928 Lincoln Model L Sport Phaeton, Locke
Owner: James C. Sullivan of Hudson, North Carolina

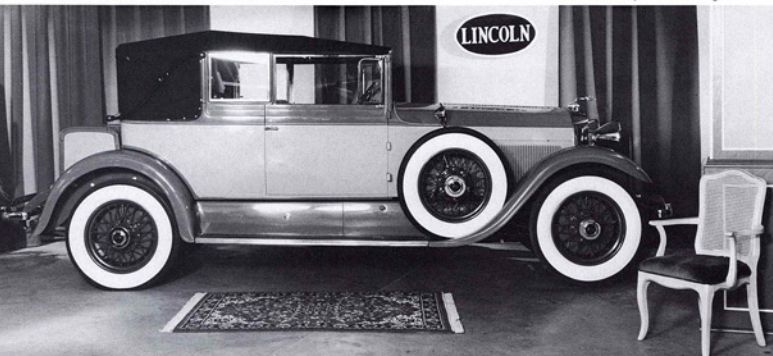


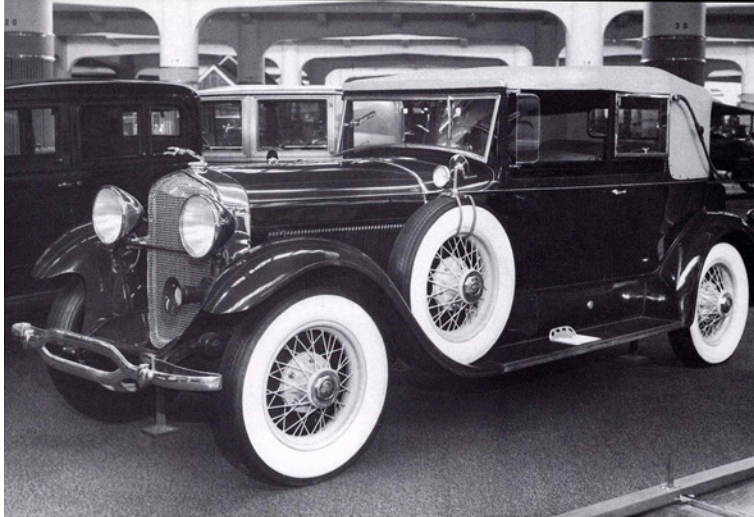
1929 Lincoln Model L Town Sedan
Owner: James C. Sullivan of Hudson, North Carolina

Nineteen twenty-nine was the Model L's penultimate year, the cars distinguished by a higher and slimmer radiator shell. The array of coach-built styles in the Lincoln catalogue continued undiminished, although some models were brought in-house. The Town Sedan in James Sullivan's collection is a Willoughby design that had been built by Willoughby in 1928 but in '29 the same car was produced in the Lincoln plant: "My car was bought new by Ben Minturn of Chicago. I have the original invoice. The base price was \$4,949 but Minturn also ordered fender wells, sidemounts, trunk rack, six tires, folding armrests front and rear, special paint and upholstery, which added another \$690—in a day when you could buy a Ford or Chevy for about \$500. Then after he took delivery of the car Minturn added the police-type Lorraine spotlight, the large leather trunk—and had Zenith in Chicago

1929 Lincoln Model L Convertible Victoria, Dietrich

Owner: Ken Kenetwelf of Fenton, Michigan





1929 Lincoln Model L Convertible Victoria, Dietrich

Owner: Henry Ford Museum & Greenfield Village, Dearborn, Michigan

install a radio later in 1929. I've owned the car since 1972. The radio still operates."

The Dietrich Convertible Victoria continued to be Dietrich built and is an early example of a two-door

convertible with rear quarter windows. The Henry Ford Museum car was originally owned by Harvey Firestone.

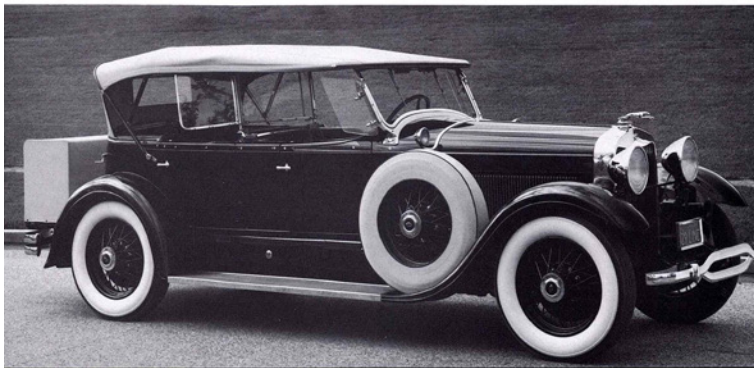
Ken Kenewell's Dietrich Convertible Victoria, which he has

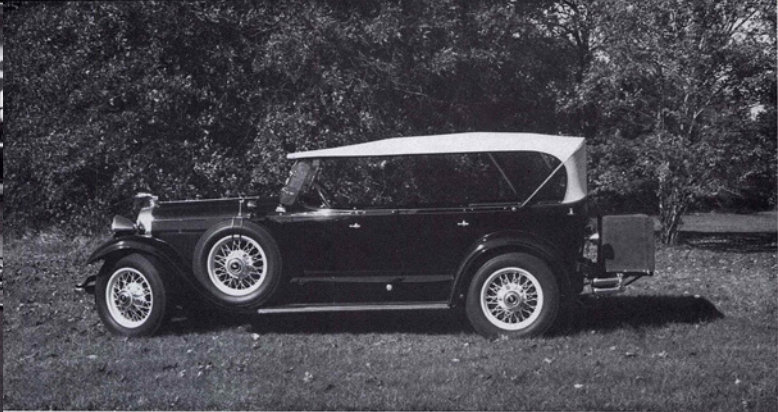
owned since 1970, was discovered in a New York City parking garage in the late fifties.

William Lyon's Locke-bodied Sport Phaeton was one of fifty-eight built and is a four-passenger car.

1929 Lincoln Model L Sport Phaeton, Locke

Owner: William Lyon of Trabuco Canyon, California

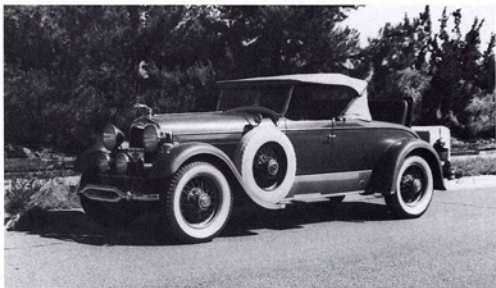




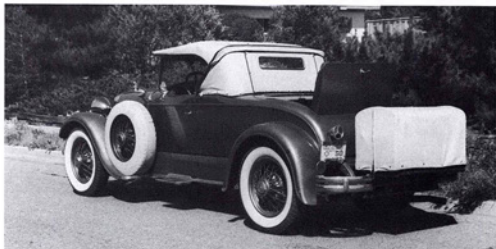
1929 Lincoln Model L Seven-Passenger Sport Touring, Locke
Owner: Classic Car Club of America Museum, Hickory Corners, Michigan

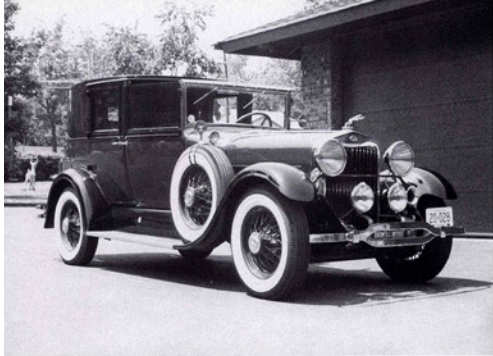
The Seven-Passenger Sport Touring by Locke in the CCCA Museum was one of eighty-eight built and was formerly owned for nearly three decades by the late Harold Emmons. His father had been Detroit's police commissioner during the Prohibition Era and on weekend visits from college Hal would accompany him on liquor raids. Hal's appreciation for Classic Lincolns was lifelong.

Walter Kahn's Locke Two-Passenger Roadster was one of just seven built in 1929: "The original owner was Ruth Hanna McCormick Simms, the only daughter of Mark Hanna, the power behind the Republican Party. Her first husband was Medill McCormick, brother of the *Chicago Tribune* publisher, and the two of them published a newspaper in Rockford, Illinois. Medill later represented Illinois in the U.S. Senate, and after his death in 1925 Ruth was appointed a U.S. Representative to Congress. Then she married a lawyer from Albuquerque, Albert Simms, who became a Representative from New Mexico. I remember seeing her driving this car when I was going to high school in Albuquerque in the early thirties. Later George Blodgett, a sculptor from Sante Fe, owned the car until his death in 1959. It went through several other hands before I acquired it in 1963. It is the car I had always wanted, and I waited thirty-two years to get it. The Locke Roadster will stay in my family; it is willed to my oldest daughter."



1929 Lincoln Model L Two-Passenger Roadster, Locke
Owner: Walter S. Kahn of Sante Fe, New Mexico





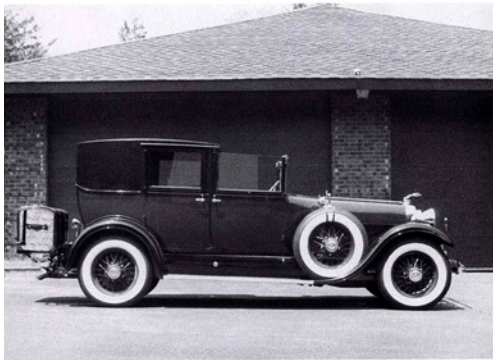
1930 Lincoln Model L Panel Brougham, Willoughby
Owner: Raymond N. Eberenz of St. Louis, Missouri



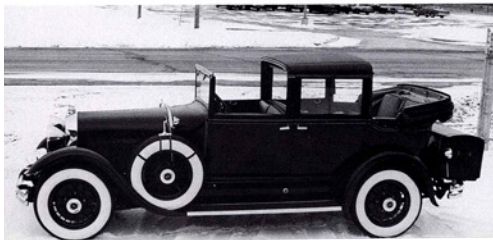
Because 1930 was the Model L's final year, changes were minimal. A few coach-built styles were deleted from the catalogue, but the array remained impressive.

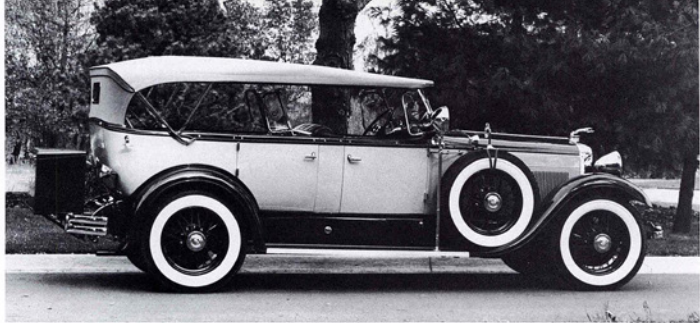
The Brunn All-Weather Landaulet owned by Ken Kenewell was one of thirty-six produced in '30.

Ray Eberenz's Willoughby razor-edged Panel Brougham was one of five: "A Ford Motor Company regional manager stated that he shipped three of them, one to New York, one to an Indian chief in Oklahoma and one to California. Mine is the New York car, purportedly destined for Mayor James 'Jimmy' Walker."



1930 Lincoln Model L All-Weather Landaulet, Brunn
Owner: Ken Kenewell of Fenton, Michigan





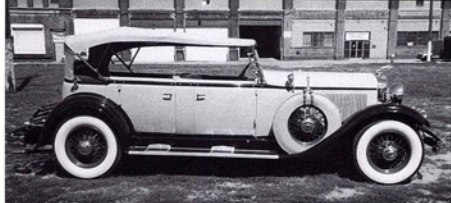
For years the Seven-Passenger Touring owned by Greg & Mary Bilpuch had been sorely neglected and abused: "The car's history is unknown until 1940 when it was sold to a junkyard in the mountains of Upstate New York. The engine was removed and stored in the back seat, and there it remained with the harsh New York winters taking their toll. In 1961 the car was bought to be restored but soon after the new owner died and it was resold in the same sad condition in 1963, was moved to Albany, stored for ten years and never touched. During the next decade the car was sold again two more times and taken to Massachusetts where the body was stripped from the chassis and shipped off to Kentucky. The chassis went to Indiana where it was totally torn down, every nut and bolt, and put in baskets, boxes and bags. In 1981 we found this challenge in a want ad. Being young, inexperienced and with a limited budget, we decided this Lincoln was the Classic for us. Actually what we purchased was a very large pile of parts. When we arrived home, we knew we had a lot of pieces for the Lincoln and some other cars, but had no idea how they went together. The first things we bought were parts and service manuals. Little by little, the parts were identified, restored and assembled. In 1983 the original body was located, purchased, stripped down, and a new wooden ash frame made as well as aluminum body panels where required. Virtually every part of the chassis had been in those bags and boxes. After eight long and determined years, the car was finished in 1989. It was the first time this Lincoln had been a complete running automobile since

before 1940. Never again shall it fall into the disarray and neglect so unworthy of such a stunning Classic.

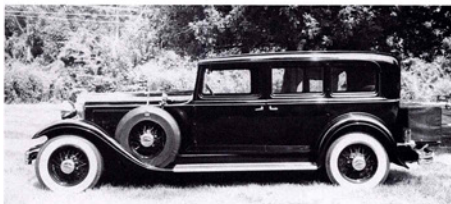
The Lincoln is home again in Michigan, a scant forty miles from where it was made sixty years before."

1930 Lincoln Model L Seven-Passenger Touring
Owners: Greg & Mary Bilpuch of Lake Orion, Michigan

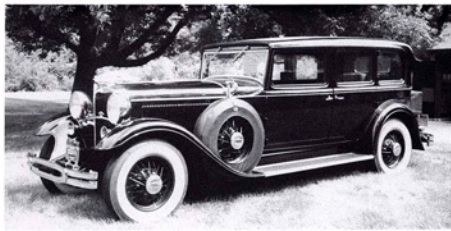




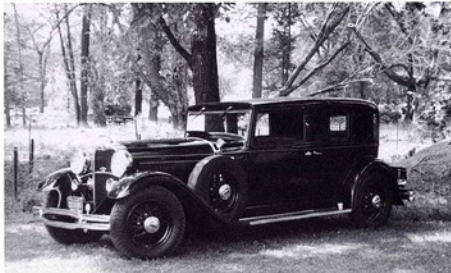
1931 Lincoln Model K Five-Passenger Sport Phaeton
Owners: Phil & Carol Bray of Grosse Ile, Michigan



1931 Lincoln Model K Seven-Passenger Limousine
Owner: Dick Chapman of Indianapolis, Indiana



1931 Lincoln Model K Town Sedan
Owner: Samuel L. Dibble of Wickenburg, Arizona



Why the Model K followed the L is anyone's guess, although that alphabetical letter had been used on a luxury Ford way back in 1906. The K's engine remained the same, which allowed Leland-like "precision-built" references in advertisements. Refinements included a Stromberg down-draft carburetor, more efficient manifold and a mechanical fuel pump replacing the former vacuum system. The K's styling was longer, lower and more lithe than its predecessors. The radiator was peaked; headlamps were bowl-shaped and beneath them were dual trumpet horns with separate sounds for town and country. The L's torque tube drive and floating rear axle were retained in the K's 145-inch-wheelbase chassis, but double-acting Houdaille shock absorbers front and rear, free wheeling and synchromesh on second and third gears were new.

One of seventy-seven built in 1931, the Brays' Five-Passenger Sport Phaeton was delivered new to a Nebraska town police department and in the 1940's was used as a drag racer: "The car is very fast from a standing start and at top end. It is an excellent driver. Factory features on this body style include roll-up three-quarter windings and twin rear wood glove boxes."

The original owner of Dick Chapman's Seven-Passenger Limousine was Hilda Moller of Leonia, New Jersey: "Because of a bad arthritic back, she found this Lincoln easier to get in and out of than modern cars. She had the same chauffeur for twenty-six years, and I have his maintenance log of the car's service, as well as its New Jersey registration from 1959, which was the year she died. I am the second owner and have driven this Lincoln over 65,000 miles including eighteen CARavans. This car has never been on a trailer."

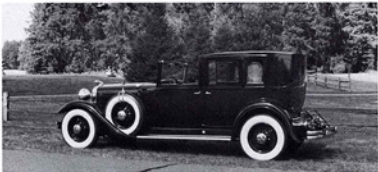
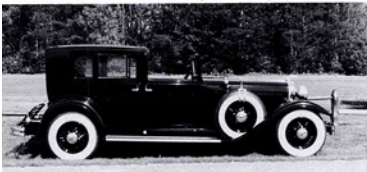
Sam Dibble has owned his Town Sedan (a Brunn design built by Lincoln) since 1958: "The car's original owner was Dr. L. F. Vieliard of Jamaica, New York. The trade-in on its purchase was a Winton Six, for \$700. This Lincoln was used most for vacations in the Catskill Mountains and picnics on Long Island. According to Dr. Vieliard's son, its longest trip was from New York to the Chicago World's Fair in 1933. The car was stored from 1943 to 1957; when I bought it I found the gas ration card from World War II in the glove compartment. The quality and reliability of the '31 Lincoln is remarkable. I've driven my car over 20,000 miles. Among its unique



1931 Lincoln Model K Panel Brougham, Willoughby



Owner: James G. Griffin of Minocqua, Wisconsin



1931 Lincoln Model K Convertible Coupe, LeBaron
Owner: James C. Sullivan of Hudson, North Carolina

engineering features is a built-in air compressor with a tube for blowing up its own tires. As for dependability, once by mistake, for example, the Lincoln was left idling on a very hot day for well over two hours. No problem. Cool as could be!"

The first two owners of Jim Griffin's Willoughby Panel Brougham were Edward Connelly of Ridgefield, Connecticut and his chauffeur to whom the car was willed. It passed through two more owners before Jim acquired it two years ago: "This car is an exceptional original with 48,250 miles. One of only fifteen Panel Broughams built by Willoughby in 1931, its base price was \$7,400, making it one of the most expensive Lincolns in the catalogue. It's a real pleasure to drive."

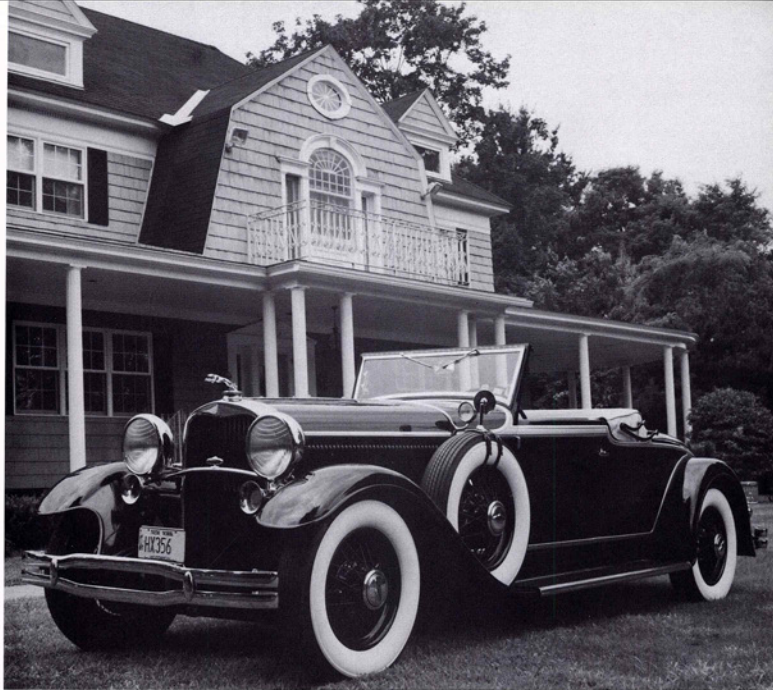
Among the sporty open cars in the Lincoln catalogue, the LeBaron Convertible Coupe was the most popular, with 275 built in '31. Both James Sullivan and Frank Mulderry have owned their cars since 1984. "The most noticeable feature is quality," says Frank, "no pot metal, everything brass; with the top down, the car is long, low—and gorgeous."

The original owner of Ken Kenewell's LeBaron Convertible Coupe was Erle Stanley Gardner: "He had just sold his first book and probably bought the car to celebrate. His hobby was horses, and he often used the Lincoln to pull his horse trailer. Because he liked the car, he kept it almost thirty years before trading it in. Jesse T. Jarrett, the foreman on the Gardner ranch, was the next owner. I acquired the car in 1977."

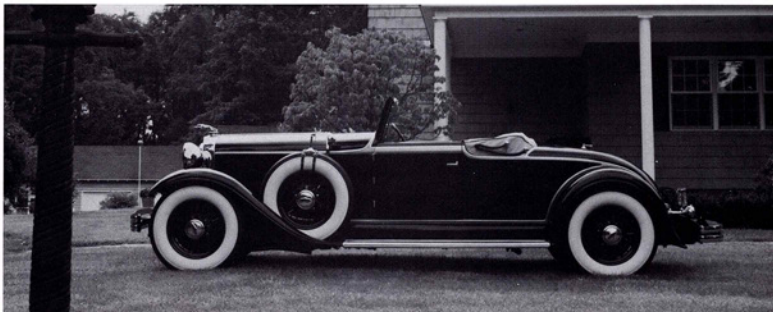


1931 Lincoln Model K Convertible Coupe, LeBaron
Owner: Ken Kenewell of Fenton, Michigan





1931 Lincoln Model K Convertible Coupe, LeBaron
Owner: Francis P. Mulderry of Albany, New York Photos: Daniel B. Lyons

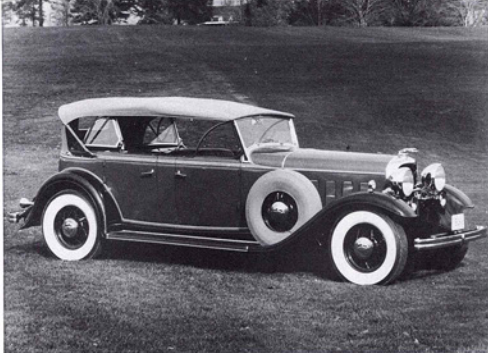


If automotive journalists wondered in 1931 why the K's chassis was an overkill construction nine inches deep with six cross members and cruciform bracing, they had their answer in 1932. The chassis had been planned for a new engine: the twelve-cylinder KB. Massive, rugged and weighing an installed half-ton-plus, Lincoln's 60" V-12 displaced 447.9 cubic inches and developed 150 hp at 3400 rpm.

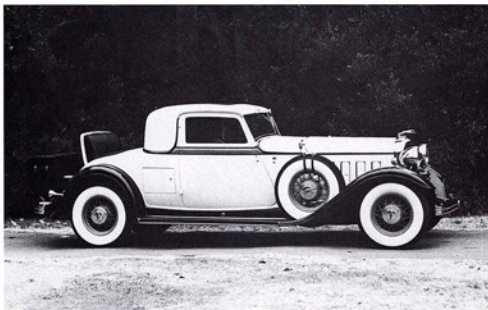
"This is a wow car," says Tom Lester of his Sport Touring. "I have owned most Classic marques and this KB, along with a 1937 Packard Twelve, are the best in my opinion. In 1932 the British *Autocar* tested over eighty automobiles including a KB Town Car which exceeded 95 mph. Only one other car was faster—a blown Alfa!"

Joe Folladori is amazed by the KB's performance too: "The fork-and-blade engine has a tremendous amount of torque, so much that you can start from a dead stop in high gear. This car is a driver, and a wonderful one. The chassis is equipped with an overload type of spring which activates when there are five very large people in the rear compartment. The original owner, G. S. Jephson, supposedly ordered the seven-foot Rollston body specially designed so that he wouldn't have to remove his hat while riding inside. Some years later Gerry Joynt acquired the car from Admiral Byrd's estate in Maine. I purchased the car from Gerry six years ago."

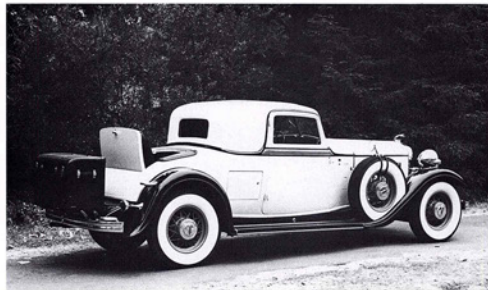
For Marie Graver, the "only clutch in the world that loves me" is among the enchanting features of her KB Dietrich Coupe: "Art and I bought this car in 1971 in Michigan. A '33 Lincoln Dietrich four-door convertible was also purchased on the same trip. When I asked Art how he was going to drive two cars home to California, he said we would worry about that when the time came. The time came as the '33 was being backed out of the driveway, and he casually asked me if I would like to drive the '32 around the block before heading for the West Coast. What an introduction to Classic cars! I did drive the '32 around the block and that's when I found the clutch didn't go 'glunk, glunk' like the other clutches I had met; it just squeezed away like soft butter, and it was love at first shift. I got to drive as far as Iowa, when his overheating '33 had to be shipped home and he took the keys away from me. But I stole them back the minute we got home, and the KB Dietrich Coupe was 'Marie's' car ever after."

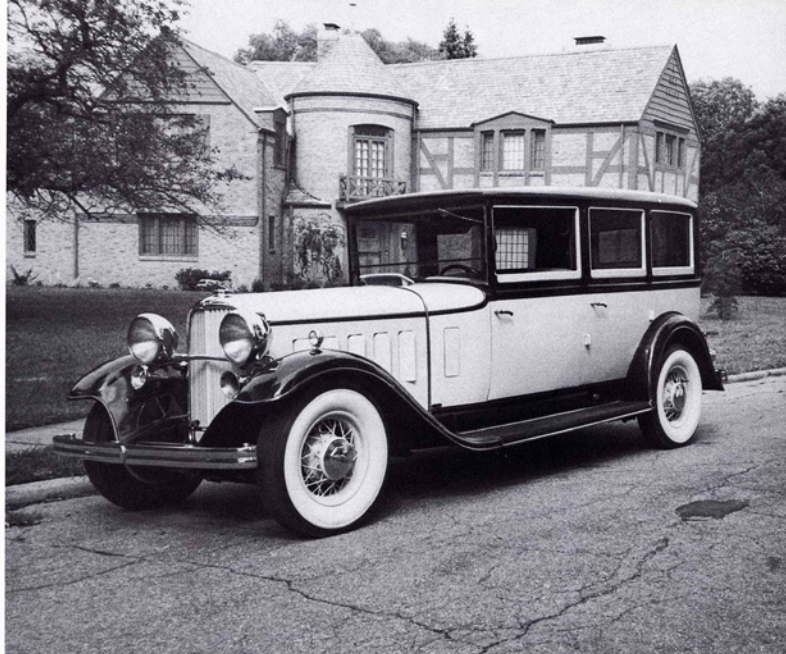


1932 Lincoln Model KB Seven-Passenger Sport Touring
Owner: Thomas J. Lester of Deerfield Beach, Florida



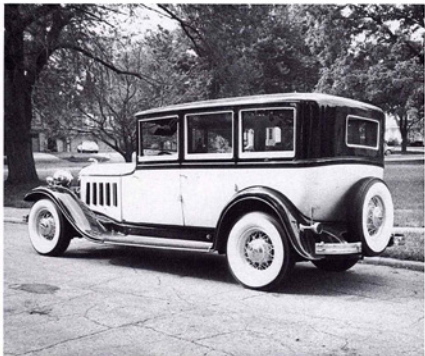
1932 Lincoln Model KB Two/Four-Passenger Coupe, Dietrich
Owner: Marie Graver of Los Altos Hills, California Photos: Bobbie'dine Rodda

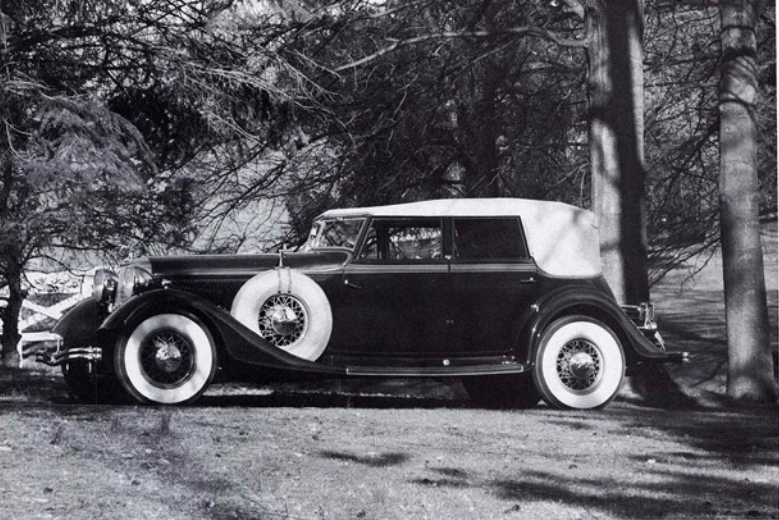




1932 Lincoln Model KB Seven-Passenger Limousine, Rollston

Owner: Joe Folladori of Indianapolis, Indiana





From the beginning, Lincoln financial figures were on the debit side of the ledger but, protected by the colossus of the mass-produced Ford, the marque had motored serenely on. KB sales of over 1,600 units for 1932 compared favorably with the somewhat smaller and less expensive Cadillac V-12 at 1,709 units and Packard's twelve at less than 600. But 1933 saw all luxury multi-cylinder cars dwindle in sales—to just 583 for the KB Lincoln, which scarcely pleased Henry Ford. A double-drop frame was new for the chassis, and Edsel Ford's fine aesthetic sense was seen in the elegant sloping chrome mesh grille that was the KB's new face.

"No expense was spared in the design and manufacture of these cars," comments Stephen Brauer. "They were the flagship of the Ford automotive empire. Of the fifteen Dietrich Convertible Sedans built in 1933, only a handful remain."

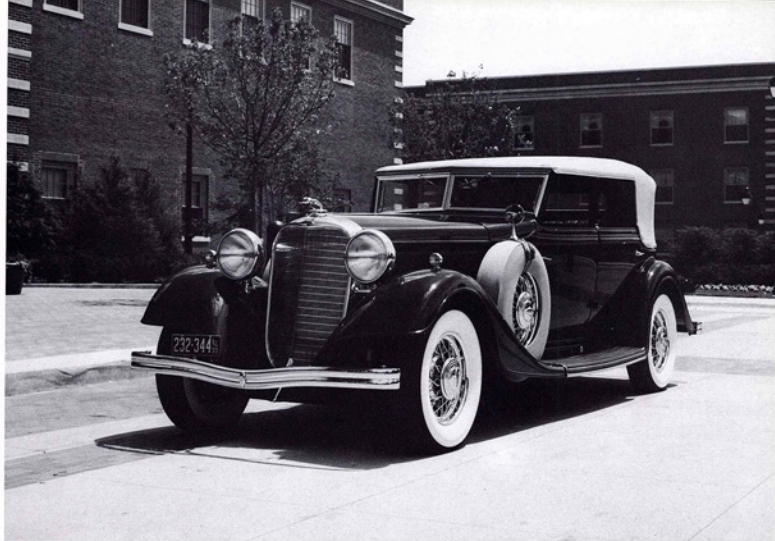
"The Dietrich Convertible Sedan was the most distinctive and luxurious open car Lincoln ever made," declare Charles Allen & Bill Sloan. "Flowing contours reflect the effortless smoothness of the Lincoln's motion. The car is a unity in graceful

appearance as it is a unity in mechanical perfection. The KB's of

1932-1933 represent Lincoln's finest hour in both engineering and style."

*1933 Lincoln Model KB Convertible Sedan, Dietrich
Owner: Stephen F. Brauer of Bridgeton, Missouri*

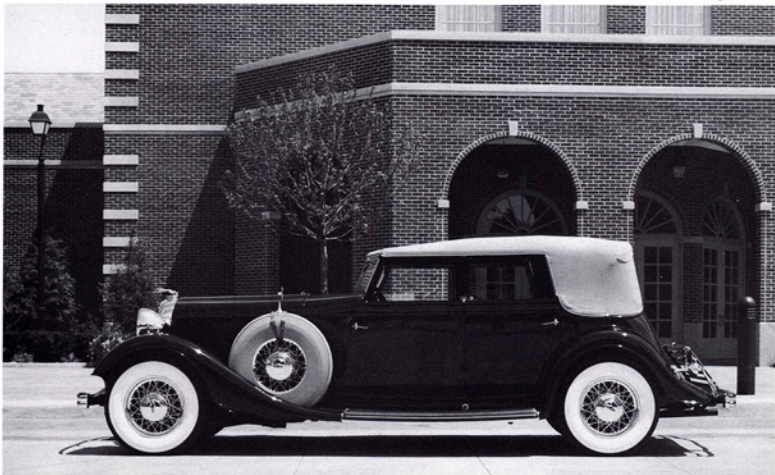




1933 Lincoln Model KB Convertible Sedan, Dietrich

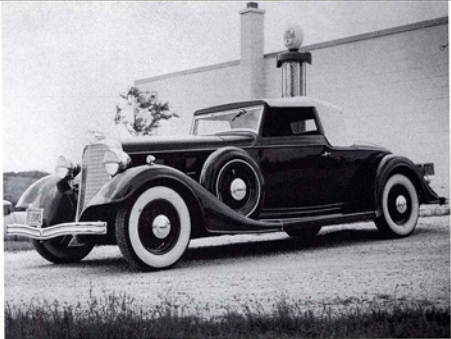
Owners: Charles Allen & Bill Sloan of Kenilworth, Illinois

Photos: Torque

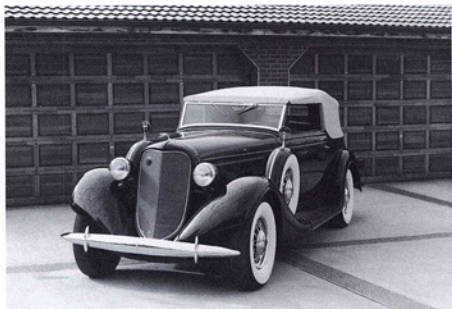


With Lincoln incurring Henry Ford's continuing displeasure, Edsel had to think fast. The solution was the discontinuation of the fork-and-blade V-12 and replacement by a 67° V-12 of 414.2 cubic inches engineered by Frank Johnson and staff. Its compression ratio of 6.3:1, virtually unheard of at the time, was made possible by the newly-available 70 octane Ethyl gasoline. With fewer cubic inches, the new V-12 developed the same 150 hp of its predecessor and made for an easy 95 mph car. Lincoln V-12 sales for 1934 topped 2,400 cars, easily outpointing both Cadillac and Packard models boasting the same number of cylinders. The KA on the 136-inch chassis garnered the lion's share; 740 of the pricier KB on the big 145-inch chassis were sold.

Del Beyer's LeBaron Convertible Roadster, one of forty-five built in '34, was base priced at \$4,400 and weighed in at 5,085 pounds. Del has driven the car about 40,000 miles since acquisition in 1964.

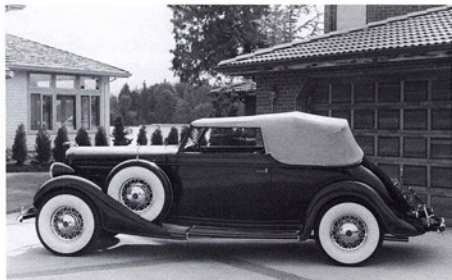


1934 Lincoln Model KB Convertible Roadster, LeBaron
Owner: Del Beyer of Hartford, Wisconsin



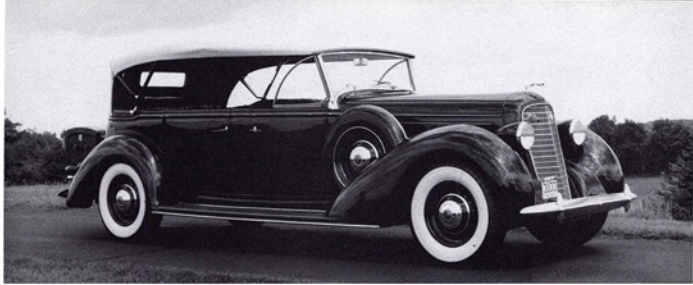
All Lincolns for '35 were designated simply K once again, offered on both the 136- and 145-inch chassis. A fully-automatic spark control was new, and helical cut gears for second and third were a transmission addition. But the big news was outside. The new models were voluptuous—softer, rounder, with the grille shell and headlamps painted body color, horizontal hood vents that stretched back toward the windshield and dramatic one-piece bumpers.

Gerald Greenfield's Brunn Convertible Victoria was fitted to the 136-inch chassis and, at \$5,500, was priced at about a dollar a pound: "Amazingly, despite the small production run of 1,411 Model K's in 1935, Lincoln's output of V-12's exceeded that of its combined competition—Cadillac, Packard and Pierce-Arrow. Fifteen Convertible Victorias like mine were manufactured; two are known to exist today. This was a new version of the Brunn Convertible Victoria. The updated body was combined with Lincoln's last usage of wire wheels and traditional classic style fenders and running boards."



1935 Lincoln Model K
Convertible Victoria, Brunn

Owner: Dr. Gerald Greenfield
of Federal Way, Washington



1936 Lincoln Model K Seven-Passenger Touring

Owner: Del Beyer of Hartford, Wisconsin



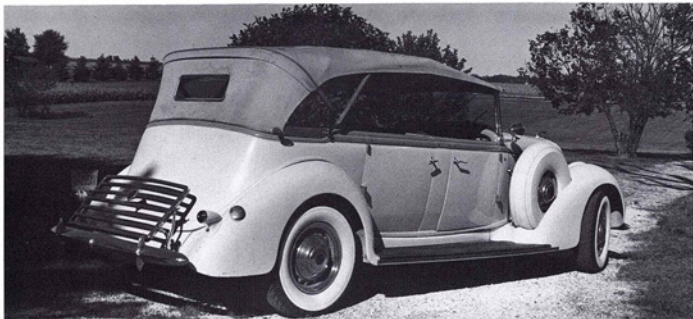
The Lincoln went all-helical in transmission in '36, and its headlights were dropped down for a racier look further enhanced by the more sharply-raked windshield. Again, overall K sales of 1,515 cars was impressive vis-à-vis the competition, and even more so when the figures for the new Lincoln Zephyr were included. Lincoln (like Cadillac and Packard) introducing a popular-priced non-Classic line during this period. Interestingly, all three owners of the top-of-the-line 1936 Lincolns shown here remark on the dependability of the cable-operated mechanical brakes with vacuum booster. Henry Ford abhorred hydraulics and wouldn't allow the Lincoln to have them until several years after they became standard on other luxury cars.

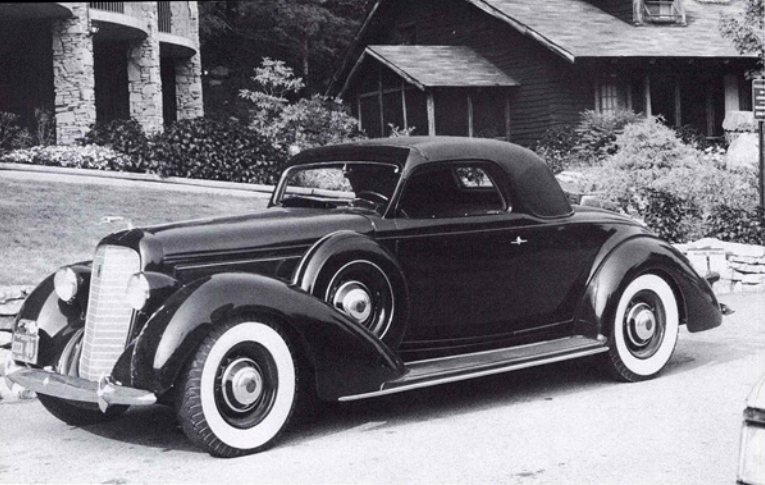
Touring cars were a rarity by '36. Just eight such Lincolns were built, the two shown here enjoying long ownership, since 1956 for William Abbott, since 1967 for Del Beyer.

1936 Lincoln Model K Seven-Passenger Touring

Owner: William S. Abbott of Jerseyville, Illinois

Photo: Jerry Manis





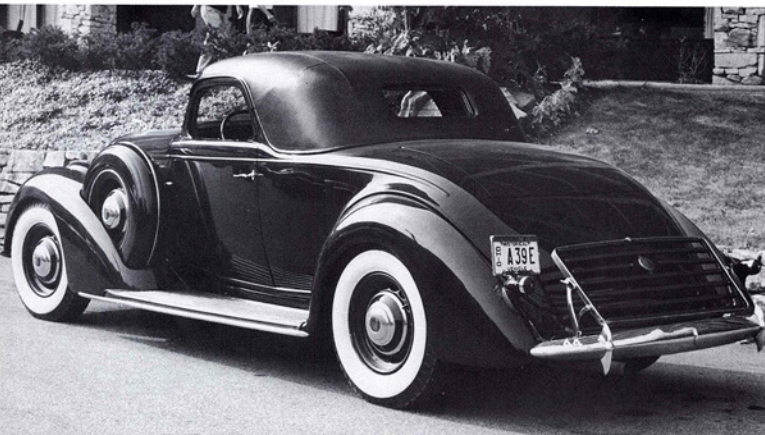
1936 Lincoln Model K Two/Four-Passenger Coupe, LeBaron

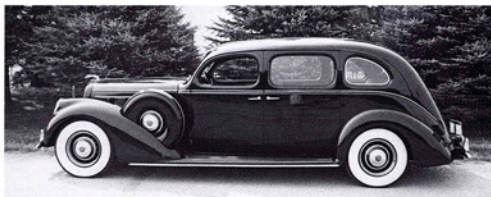
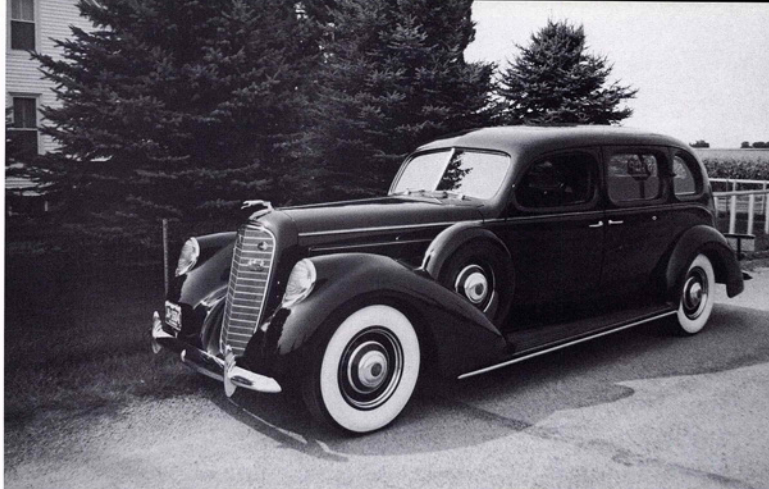
Owner: Robert A. Johnson of Burton, Ohio

The president of Lake Erie College in Painesville, Ohio was the first owner of Robert Johnson's LeBaron Coupe: "The distinctive body style and the few remaining examples,

along with the exceptionally high quality, make this car an enjoyable and attention-arresting vehicle to own. Just twenty-five of these Lincolns were produced. I don't

know of another one on the road. At 35,384 miles, the car is original except for paint. A great hill climber with power to spare, we would not hesitate to drive it anywhere."





1937 Lincoln Model K Seven-Passenger Limousine
Owner: James G. Milne III of Lucerne, Colorado



For the first time, in '37, Model K production dipped below 1,000 as the Zephyr cannibalized sales. Model K headlights blended into the front fender à la the revolutionary and popular John Tjaarda-designed car. And the K Lincoln was more zaftig than ever.

Most body styles in the Lincoln catalogue—seventeen in all—were coach-built, Lincoln choosing to concentrate on only sedans and limousines. Admiral Richard Byrd, whose fondness for the marque was well-known, is believed to be the original owner of James Milne's Seven-Passenger Limousine: "One of 248 manufactured, it's the only factory-bodied limousine I've ever seen. Hydraulic valve lifters were new this year. The streamlining given to the body would be the last major change in K styling until its demise. Other than cosmetic painting and some plating, the car is original. Full-leather upholstery is in the chauffeur's compartment. The woodwork trim is beautiful. The car has the privacy divider window between passenger and driver compartments with owner-to-chauffeur intercom as well as privacy shades on all passenger compartment windows."

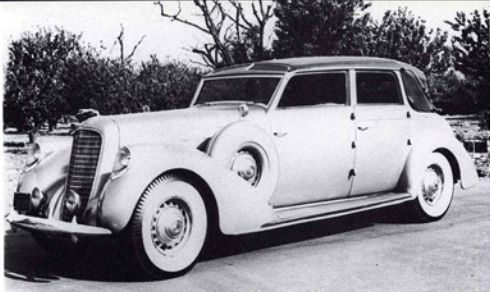
Amongst the five Brunn offerings in the 1937 Lincoln catalogue was the Touring Cabriolet in the Henry Ford Museum. Priced at a hefty \$6,950, just ten were sold.

Another milestone was reached for the 1938 K Lincoln. Sales were just 416 cars, lower than even the worst Depression year. Among the five Willoughby body styles, the Seven-Passenger Limousine was the most popular, with forty-six sold (as compared to the ninety-one of the factory-built version). Bob Doepeke has owned his Willoughby K Lincoln since 1969.

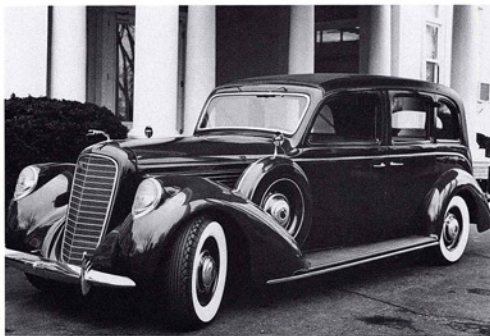
Precise production figures for the 1939 Model K are not known, but precious few were built. Dick Haeberle's LeBaron Convertible Roadster is one of two produced: "It may be the only one remaining. This LeBaron body styling had been introduced in 1937. This was its last year."

The Henry Ford Museum's Brunn Convertible Sedan is mounted on a special 160-inch wheelbase and, indeed, is special throughout. The first-line Presidential parade car at the White House from 1939-50, it was also the first car to be specifically built for this function and was known everywhere as the "Sunshine Special." Armoured and updated with a custom front-end in 1942, the Lincoln was used at all world peace conferences at the end of World War II. Its vital statistics: six feet high, twenty-one and one-half feet long, 9,300 pounds. "That car keeps rolling like Old Man River," a Secret Service agent said. The only reason for its retirement in 1950 was because it looked rather out-of-date for a progressive democracy.

The lofty look of the Kughns' LeBaron Formal Convertible Sedan was to make it fit for a king. Built in Dearborn for Ford of Canada, it was one of four parade cars built in 1939 for George VI's and Queen Elizabeth's Royal Tour of North America. The upward height allowed the couple both to see and to be seen. In 1959 their daughter Queen Elizabeth II and Prince Philip motored in the car during their tour of Canada. In 1989 the LeBaron Convertible Sedan was again pressed into parade service, for the Queen Mother when she toured Toronto to commemorate the 50th anniversary of her visit.



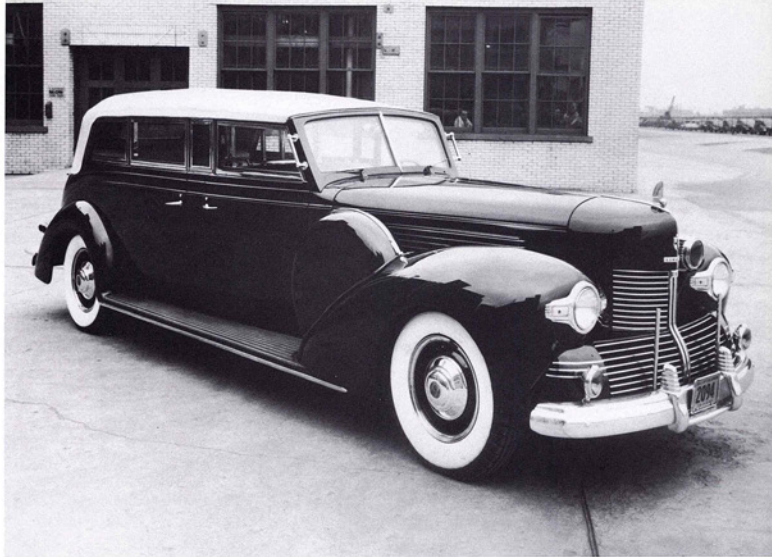
1937 Lincoln Model K Touring Cabriolet, Brunn
Owner: Henry Ford Museum & Greenfield Village, Dearborn, Michigan



1938 Lincoln Model K Seven-Passenger Limousine, Willoughby
Owner: Robert P. Doepeke of Cincinnati, Ohio

1939 Lincoln Model K Convertible Roadster, LeBaron
Owner: Dick Haeberle of Summit, New Jersey





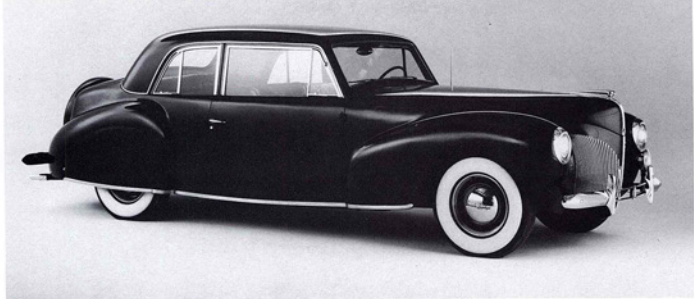
*1939 Lincoln Model K
Convertible Sedan, Brunon*

*Owner: Henry Ford Museum
& Greenfield Village,
Dearborn, Michigan*



*1939 Lincoln Model K
Formal Convertible Sedan, LeBaron*

*Owners: Richard & Linda Kughn
of Southfield, Michigan*



1940 Lincoln Continental Coupe

Owner: Thomas F. Lerch of North Canton, Ohio

Photo: Detroit Institute of Art

The demise of the big Model K in 1940 was accompanied by the arrival of a new Lincoln that arrived rather accidentally. In September of 1938, upon returning from Europe, Edsel Ford asked stylist Bob Gregorie to design a special car for him that would be "strictly Continental." As legend has it, while driving the result around Hobe Sound and Palm Beach in Florida, Edsel received about 200 blank check orders for one just like it. Production was virtually cried for.

The Lincoln Continental was, in essence, a custom-built Zephyr. It shared the latter's 125-inch-wheelbase chassis (with hydraulic brakes) and its 75° V-12 (292 cubic inches, 120 hp). But the Continental was three inches lower, had seven inches more hood, sported a "continental" tire at the back—and continental flair everywhere. A tad under \$3,000 (twice the Zephyr's price tag), the Continental was available only as a cabriolet (like

Edsel's original) and a coupe (which followed the open car to market in late May of 1940). Total production for 1940 was 350 cabriolets, 54 coupes.

Tom Lerch's car was the first production Lincoln Continental Coupe built: "After exhibit at the New York World's Fair, it was purchased by Governor Earle of Pennsylvania who was then serving as U.S. ambassador to Yugoslavia. An aide to Ambassador Earle had it next for nearly twenty years. When I acquired the car in 1965, it had been driven 240,000 miles. Except for upholstery, paint and chrome, I restored the car myself. The odometer now reads 384,000 miles. I've driven the car everywhere, on at least one trip a year of a thousand miles or more. My wife and I love this Lincoln Continental. To me, it's the most beautiful closed car ever built; the only flat surface on it is the

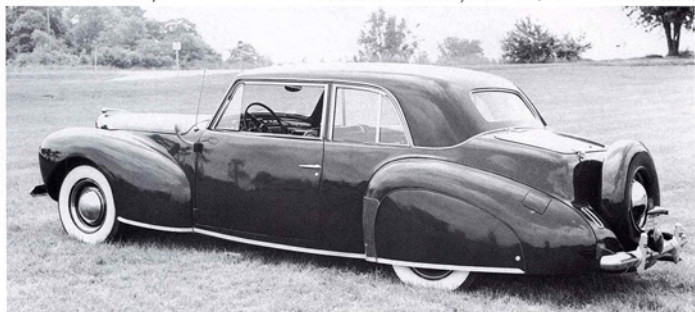
glass. It's silent, fast, very comfortable, reliable and smooth. For twenty-five years I had dreamed of owning a 1940 Lincoln Continental Coupe, and in the twenty-five years since, it's been everything I had ever hoped it would be—a dream come true."

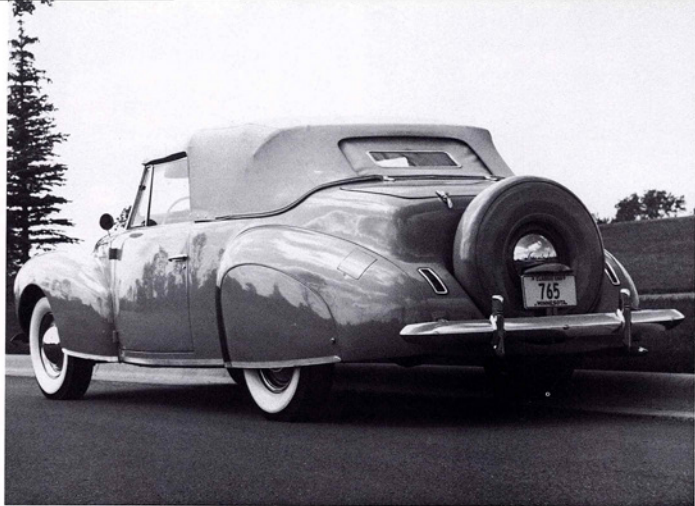
Russell & Marie Bjorklund have owned their 1940 Continental Cabriolet for thirteen years: "Edsel Ford's good taste established it as a milestone in automotive styling. Our car had been badly abused and was totally in rags when we got it. Since restoration, we've driven it about 3,000 miles a year. Factory records show this car to be the only 1940 Continental equipped with a vacuum-operated antenna and it was shipped from Dearborn on rims for the owner's tires to be mounted at destination. We don't know who the first owner was, but he lived in Newport Beach, California."

1940 Lincoln Continental Coupe

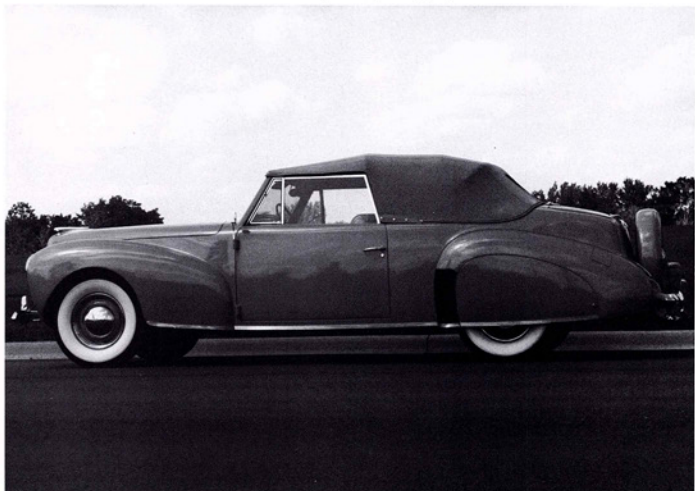
Owner: Thomas F. Lerch of North Canton, Ohio

Photo: Chad Coombs





1940 Lincoln Continental Cabriolet
Owners: Russell & Marie Bjorklund of New Brighton, Minnesota





1941 Lincoln Continental Cabriolet (engine view below)



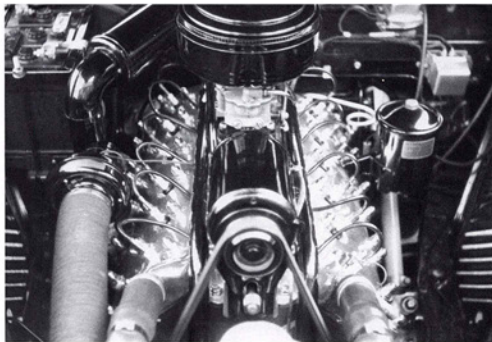
Owner: Steven W. Hastings of Springfield, Massachusetts

With a full model year for both body styles, the coupe (850 built) passed the cabriolet (400) in production in 1941.

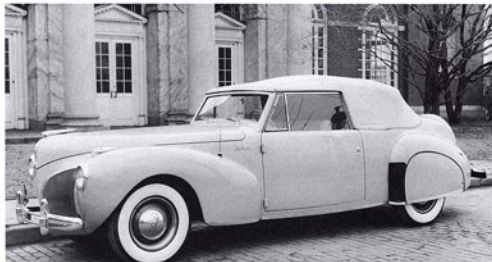
To the Henry Ford Museum, its cabriolet is an "important design-history object originally owned by the person who fathered it." And that, of course, was Edsel Ford.

Steven Hastings' cabriolet was the 41st car completed (on September 17th, 1940) and shipped thereafter to Edgewater, New Jersey: "As an early '41 it has the flat taillight lens, beige color on interior painted items (steering column, brake handle, cowl vent handle, etc.) and voltage regulator on the cowl shelf. The car was sold new in New York City but I don't know to whom. To the base \$2,700 price was added \$48.00 for radio and antenna, \$40.00 for heater-defroster, \$17.00 for four-ply whitewall tires, \$65.00 for overdrive, for a total \$2,870—a far cry from today's luxury cars perhaps, but an amount approximately equal to the cost of three new 1941 Ford convertibles."

Edgewater, site of a Ford assembly plant, was the first destination for Harvey Oberg's cabriolet too: "That a wealthy lady from Morristown was the first purchaser is all that I know to this point. I've owned the car since 1983. It's unusual in having the automatic choke carburetor that was installed on only 5% of the 1941 Lincoln Continentals. I like the push-button door releases and the foot control you use to select radio stations. But mostly I like the styling; the Lincoln Continental has the best looking rear end I've ever seen!"



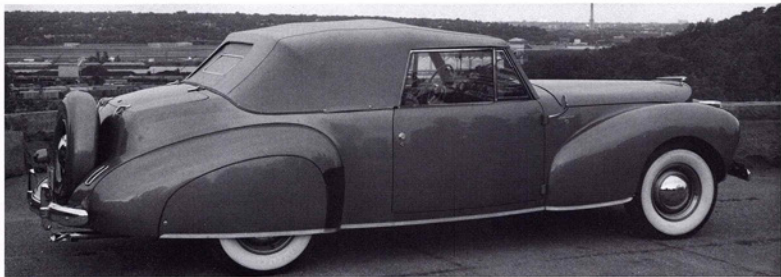
1941 Lincoln Continental Cabriolet
Owner: Henry Ford Museum & Greenfield Village, Dearborn, Michigan



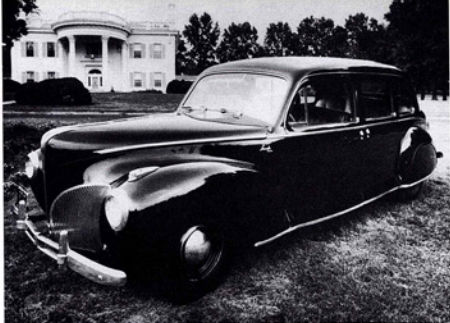


1941 Lincoln Continental Cabriolet

Owner: Harvey V. Oberg of Woodbury, Minnesota



The Lincoln Custom Limousine was designed and produced in-house as a replacement for the discontinued Model K. Randy Still has owned his car since 1984: "Edsel Ford loved custom-bodied luxury automobiles and instructed chief stylist Bob Gregorie to design a limousine of approximately the same size as the defunct K, using Zephyr components as much as possible. The wheelbase on this car is thirteen inches longer than the Zephyr. Gregorie oversaw the design development but subcontracted most of the work to Henry Crecelius, the master body craftsman Edsel had lured away from Brewster in the late twenties. According to factory records, my Custom was ordered by a Chicago resident who requested that the initials C.G.P. be painted on the rear doors. Continental-style push-button door openers were specified instead of the stock lever-type handles. Radio controls were mounted in the right rear armrest. Further customer requests included center bumper guards and 6-ply tires. Further, in addition to the center-mounted front heater, two under-seat heaters were installed to cope with Chicago winters. From 1964 until my acquisition in 1984, the car was on exhibit at Harrah's Automobile Collection. My fascination with V-12 engines coupled with my preference for limousines made this car irresistible to me. The light gold plating on the dash trim and interior hardware adds to the luxury aura. The car steers and maneuvers well in tight spaces. The lights, heater, wipers and gauges all work well, and I have been pleased with the driveability of my unrestored Custom."



1941 Lincoln Custom Model 168H Limousine
Owner: E. Randy Still of Kingsport, Tennessee



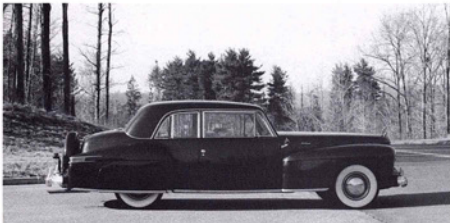
A larger 306-cubic-inch 130 hp V-12 powered Lincoln Continentals for 1942. Vacuum-operated power windows were new, and so was front-end styling. Overall, the cars were lower, longer and wider. A total of 136 cabriolets and 200 coupes were built before the Second World War called a halt to production. Purportedly, the Lincoln Continental commanded the highest prices on the black market during the war years.

Ed Spagnolo has owned his coupe for six years: "Frank Lloyd Wright said the first Lincoln Continental was the most beautiful automobile he had ever seen; he owned several, as did Raymond Loewy. Today a high percentage of architects and designers are Lincoln Continental owners. That says a lot. But in addition to its styling, I like the car's driveability. It's very 'long legged' on

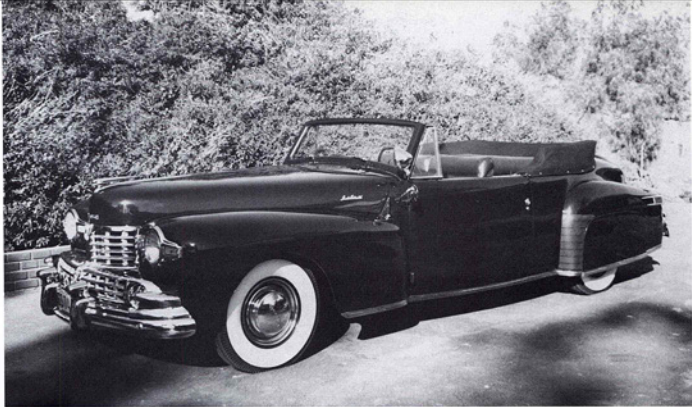


1942 Lincoln Continental Coupe

Owner: Ed Spagnolo of Waterbury, Connecticut



interstates; cruising at 65-75 mph for hours is not a problem. And the car is so quiet that it's almost impossible to detect if it's running without looking at the gauges. Since restoration, I've driven (never trailered) the Lincoln Continental Coupe 8,400 miles with no trouble or oil consumption. In either sub-zero or 90+ temperatures, the car has always started. It made me wonder a couple of times, but *never* failed. That says a lot too."



1947 Lincoln Continental Cabriolet

Owners: Den & Jan Fenske of Hidden Hills, California

With the coming of peace, America was ready to celebrate by buying new cars. Lincoln Continental sales for 1946 totalled 466 cars (as many as could be built) and 1,569 for 1947 (for the Classic Continental's best year ever).

"At the age of fourteen, this model was the first new car I saw when World War II was over," says Den Fenske. "I was so impressed that I

said to myself, 'someday I have to have one'—thirty-five years later I finally got one! Even today, the Lincoln Continental is never seen as 'just an old car.' Clean uncluttered lines and elegant styling never get old."

"I've owned this beautiful 'piece of art' for seventeen years," comments Jack Coleman. "However, I've known this 'piece of art' since new,

as it was owned by a friend of mine during college years. I really enjoy this car."

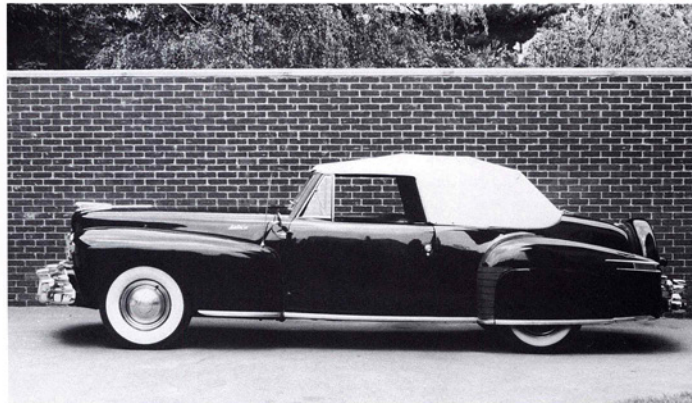
Paul Hem enjoys his '47 cabriolet equally, although that's been for only two years of ownership thus far:

"Nineteen forty-seven was the fifth year of the long-hood/short-high-rear-deck look. And that look still looks good!"

Of the total 1947 Lincoln Conti-

1947 Lincoln Continental Cabriolet

Owner: Jack Coleman of Berlin, Pennsylvania





1947 Lincoln Continental Cabriolet

Owner: Paul Hem of Toledo, Ohio

mental production, 738 were cabriolets, 831 coupes like that owned for nearly two decades by Wesley & Mary Ann Waters: "The most attractive engineering feature of the Lincoln Continental is also a purported weakness. Although seeming to always lack horsepower, the V-12 powerplant is one of the most attractive engines of the Classic Era. Included among the unique

design and functional features are the twin water pumps, front-engine-mounted twin-point distributor driven directly off the camshaft and the awesome oil bath air cleaner canister and duct assembly. Although ostensibly underpowered, the proper description of the Continental's driving performance is sedate. Looking at it from that perspective, the inner beauty of the automobile

encourages the driver to sit back, enjoy and finally savor the nuances of its comfort. These are highway machines. They are annoyed when driven stop-and-start. Preferring second and third gear, the Continental is begging to go! Few words can describe the exhilarating pleasure of cruising in overdrive at fifty miles an hour for a hundred miles or so."

1947 Lincoln Continental Coupe

Owners: Wesley A. & Mary Ann Waters of Sterling, Virginia





1948 Lincoln Continental Cabriolet

Owner: Dom Pacitti of Dearborn Heights, Michigan

Among the 452 Lincoln Continental Cabriolets produced for 1948 was Sylvia & Joseph Sher's car: "Twelve cylinders, leather interior, a limited production convertible with power windows and power top, drives like a dream—what more could one ask?"

Except for vapor lock problems (common to most Classics), Dom Pacitti has enjoyed the "very smooth and quiet ride" of his '48 Lincoln Continental Cabriolet for over twenty years.

Robert Messinger's Lincoln Continental Coupe was one of 847 built in 1948: "The lines of the Continental were exceptional when first introduced and to this day the LC is always included in lists of the top ten best-designed automobiles of all time. This particular Lincoln Continental is special to me because it was the first Classic I purchased. Although many CCCA members prefer convertibles, I enjoy closed automobiles because they rattle much less, are less drafty in cool weather and usually have fewer water leaks. Since restoration in 1971, I've driven this car over 14,000 miles. It rides and handles beautifully on the road. There is a lack of instant power compared to some other cars, but the Lincoln Continental cruises nicely at 55-60 mph. And I enjoy the overdrive."

Nineteen forty-eight was the end of the Classic Era and it was also, coincidentally, the end for the first-generation Lincoln Continental. By now the price had increased to over \$4,500 but still Lincoln continued to lose a reported \$600 on each



1948 Lincoln Continental Cabriolet

Owners: Sylvia & Joseph Sher of River Forest, Illinois

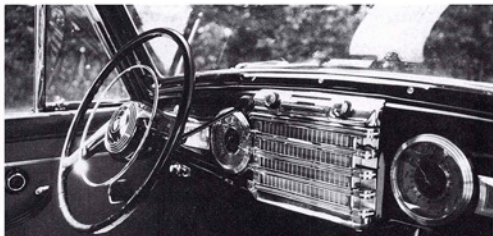




1948 Lincoln Continental Coupe

Owner: Robert Messinger of Grand Rapids, Michigan

Photos: Dorothy Olsson Messinger



automobile sold. A vast investment would have been necessary both to lower production costs and to make the Continental competitive in the post-war market, and the company was not willing to invest further in what seemed to be a losing proposition. Moreover, Edsel Ford had died in 1943 and, without him, the car lost its most vigorous champion. But, oh, what the man had started when he asked Bob Gregorie for a Lincoln that was "strictly Continental."