

NORTHSTAR NEWS

My Pride and Joy



WHICH ONE SHOULD I PICK?

By Gilles Bage, Lockport, MB, CA

My first joy was 1960 Lincoln Premiere 4Dr Hardtop, but that was before the Mark III's were manufactured. My first 1969 Mark III was black with a white leather interior, and with all the Mark III optional equipment. It was purchased in 1972 or 1973, and it was driven both summer and winter for two or three years. It was not a very good winter car, so I obtained a 1967 Town Coupe for winter use.

The Mark III was fun to drive in summer after radial tires were installed, and would out perform most of the small block muscle cars. In the early 1980s I was in the market for a triple white 70 or 71 Mark III. After searching for about two years with no luck in finding a nice one, I stopped looking and chose to wait until 1994, when the car would be 25 years old and I would be able to import one from the USA. In the spring of 1987 a friend Grant Golightly, invited me to his mothers place to see the 69 Mark III that his father had purchase new and drove for only 5,000 miles before passing away. His mother drove the car, but stopped using it after being ripped off at the service station every time she would go in for a oil change and getting unneeded work done. The first time I saw the car, it was parked under evergreen trees by the house, and covered with pine needles. The dark gray paint was very faded, but the interior was in new condition. It has six

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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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Board Of Directors - 2014

Title	Name	Phone Numbers	email
Regional Director	Bob Johnson	H(651)257-1715	arborbob41@aol.com
Director at Large	Tom Brace	H(651)644-1716	trbrace@comcast.net
Technical Consultant	Ron Fenelon	H(320)763-4197	r1f8536@gctel.net
Projects Director	Bob Gavrilescu	H(651)488-3878	
Activities Director	Jay White	H(952)432-5939	jay@jwhiteandassoc.com
Publications/ Membership	Dave Gustafson	H(952)435-1919	davidwgustafson@att.net
Treasurer	Harvey Oberg	H(651)739-9754	
Secretary	Roger Wothe	H(952)473-3038 O(952)583-5339	rwothe@mchsi.com
Director	Bob Roth	H(763)475-1429	
Sunshine Secretary	Faythe Oberg	H(651)739-9754	
Director at Large	Dennis Owens	H(612)269-6482	

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

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

My Pride and Joy

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way power seats an AM radio and no speed control.

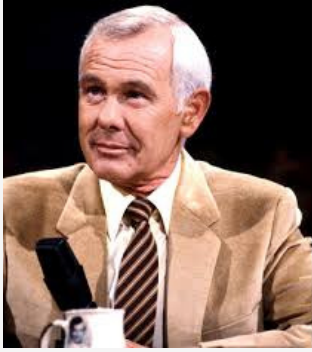
I still wanted a triple white car. I did not have to much interest in that car at that time. We went inside for some tea and I started talking to Mrs. Golightly, who was a real nice lady. She wanted me to restore the car and not part it out . I told her it was too good of a car to part out and before the day was over, I was the owner of a faded dark gray Mark III for less money then a good parts car. I did not work on the car right away. I had to undo the work that the so called professional mechanics had done. The car needed a new exhaust system and with no parts to be had from Ford, I had to settle for a Midas system. Next it was a set of new radial tires.

The next year was spent stripping the car for new paint, as the old paint was to far gone to polish. There were small amounts of rust under the wheel opening moldings that some sand blasting fixed. The body shop did a good job on matching the paint color. Unfortunately, Mrs. Golightly passed before I had a chance to take her for a ride in the restored car. The Mark III has been working good in all of the past years, the only repairs were brakes, a water pump and to rebuild the carburetor a few years ago. I also installed a service kit in the master brake cylinder, just to be on the safe side. As belts and hoses do not last 45 years, they were replaced with Motorcraft parts. The rest is still factory original.

I just finished tuning the automatic temperature control with the help of my friend Bill Gray before putting the car in winter storage. After getting tired of replacing the exhaust on both Mark III's every three or so years, I replaced the systems with stainless steel mufflers taken from 90s Continentals and resonators from 90s Town Car from a self serve used auto parts recycler for \$10 per part. Much cheaper than the war-

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Trivia from the Internet



John William Carson
1925 - 2005
The king of
Late Night TV

John William Carson was born in Corning, Iowa, in 1925, to Homer Lloyd "Kit" Carson, a power company manager, and Ruth (Hook) Carson, who was of Irish descent. He grew up in the nearby towns of Avoca, Clarinda, and Red Oak in southwest Iowa before moving to Norfolk, Nebraska, at the age of eight. At the age of twelve, Carson found a book on magic at a friend's house and immediately purchased a mail-order magician's kit. He debuted as "The Great Carsoni" at age 14 and he was paid \$3; many other performances at local picnics and country fairs fol-

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Editors Message

April 2014

April is now upon us. All we need now are the showers and spring flowers. Of course, as I write this, it is still March, with a weather forecast of some more cold days ahead to finish out the month. Eventually, we will turn the corner and all the dreariness of those long winter days will be behind us. I really believe that we can now think in terms of days, rather than months before we see those really nice April days.

Our March brunch was a fun time. We had a good turnout, considering many of our members have bailed on us for the winter in search of sunny, warmer weather that only the southern climes can offer. The Machine Shed proved to be a good venue for our brunch. The price was reasonable and the food good. Plus, we had our own room which did enhance our ability to visit before and after our meal. It also was a first for the club, in that we had our monthly board meeting before the brunch, thus affording more participation in the club governing process. Suggested by Roger Wothe, we will continue conducting our monthly meetings this way, as long as we can find suitable facilities for doing so.

Our next brunch will be at Jake O'Connors Public House in Excelsior on Sunday, April 13. We have been there before and have experienced good food at reasonable prices. Again, if you

want to attend the monthly board meeting, come at 10:30AM and join in. We appreciate your input and you can help make our good club even better. Also, the Classic Club is having their annual garage tour the last Saturday in April.



Faithie's daughter Samara is a West Coast girl, living the West Coast lifestyle. She was invited to the Oscar awards and had her picture taken with a few of her closest friends. Picture courtesy of People magazine and her human mom, Andrea.

This is a really great way to kick off the driving season, see all your old friends in the hobby, meet some new ones and visit a few outstanding car collections, all in one day. All the details are on the back page.

See you there.

We want to thank Gil Bage for his article about his Mark III's. Gil lives in Lockport, Manitoba and is a member of LCOC and was down to visit us last September at our Lincoln show at North Country Lincoln in Coon Rapids. Lockport is near Winnipeg and it is a very long distance for him to come for a car show. Gil is a delightful person who bleeds Lincoln and has a lot of very interesting stories about our favorite brand. We hope that he can make the long journey down here more often, and we do enjoy visiting with him. While our club is dedicated to the collecting, preservation and enjoying classic Lincoln automobiles, the best part is the friendships that we establish with our members. It is what makes a good club really great.

Till next month, David and Marion.

*(Continued from page 3)**lowed.*

Carson joined the U.S. Navy on June 8, 1943, received V-12 officer training at Columbia University and Millsaps College, and continued to perform magic. Commissioned an ensign late in the war, Carson was assigned to the USS Pennsylvania in the Pacific. While in the Navy, Carson posted a 10-0 amateur boxing record, with most of his bouts fought on board the USS Pennsylvania. He was en route to the combat zone aboard a troop ship when the bombing of Hiroshima and Nagasaki ended the war. Carson served as a communications officer in charge of decoding encrypted messages and he said that the high point of his military career was performing a magic trick for United States Secretary of the Navy James V. Forrestal.

Carson attended the University of Nebraska in Lincoln, where he joined The Fraternity of Phi Gamma Delta, continued performing magic (now paid \$25 per appearance), wrote a thesis on the struc-

*(Continued on page 5)**Directors Message by Bob Johnson**April 2014*

nice sunny day?

Our new place for Sunday Brunch, on March 16, the Machine Shed, turned out to be very good. We had 27 members attend. The food was good and reasonably priced. At 10:30 AM, we held our first Sunday morning North Star board meeting, changing from the 2nd Thursday night of each month. Fifteen region members attended and all liked having the meeting before our scheduled brunch, so we will continue doing it this way when it is feasible. After brunch, we drew for door prizes, with everyone a winner. With a comfortable room, many members stayed and visited long after we finished eating.

On Sunday, April 13, we will have a Sunday brunch at Jake O'Conner's Public House in Excelsior at 200 Water Street. Be there at 11:30 AM. This is a very nice Irish restaurant, and we have been there several times. Call Jay White to RSVP by April 10, at 952-432-5939 or email jay@jwhiteandassoc.com. We will again hold our monthly North Star board meeting at 10:30 AM before our Sunday Brunch. You are invited to come 10:30 AM and attend our Board Meeting

More on the Lincoln Motor Car Foundation Museum dedication. This event will be held August 6 – 10, 2014. There are three ways to get to Gilmore, the shortest is take the boat crossing Lake Michigan out of Milwaukee area, go thru Chicago, or take the northern route over the Mackinac Bridge. No one has expressed any interest in taking the ferry across Lake Michigan. Caravanning through Chicago at any time of day presents problems. Mary and I will lead a caravan that will take us through Northern Michigan, across the Mackinac Bridge and down to Hickory Corners. We will start from St Croix Falls, WI on Tuesday, August 5, 8:30 AM, meeting at McDonald's (Top of the hill on Highway 8, 2 miles East of St Croix Falls). Taking this route we will stay overnight in Manistique, MI, covering about 365 miles. We plan to stay at the **Budget Host Inn** (906.341.2552). We have rooms reserved for Tuesday, August 5, under Bob Johnson. The rate is about \$60/70 for two double or one queen. You must call and reserve before June 15. Wednesday morning, we continue on to our destination, about 385 miles, Kalamazoo, MI, in plenty of time for the welcoming reception that evening. If you are interested in going this route, please contact me

The North Star Region car/grille badge project, committee of Tom Brace, Bob Gavrilesco and Harvey Oberg reported on the final design. It was approved to order 40 car badges and the member cost will \$40.00 each. We do not have a delivery date at this time. More information will be available at the next brunch.

Membership and Publications Director David Gustafson reported that 26 members have not paid their 2014 dues. Please send your dues in now, or you may miss our great newsletter. He needs more "My Pride and Joy" articles.

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

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ture of Jack Benny's comedy routines, and graduated with a bachelor of arts degree in radio and speech with a minor in physics in 1949.

He began his broadcasting career in 1950 at WOW radio and television in Omaha, Nebraska. Carson soon hosted a morning television program called The Squirrel's Nest. One of his routines involved interviewing pigeons on the roof of the local courthouse that would allegedly report on the political corruption they had seen. Carson supplemented his income by serving as master of ceremonies at local church dinners, attended by some of the same politicians and civic leaders that he had lampooned on the radio.

In 1951 Carson visited California and unsuccessfully sought work. The wife of one of the Omaha political figures he spoofed, owned stock in a radio station in Los Angeles and referred Carson to her brother, who was influential in the

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March Northstar Board Meeting

BOARD OF DIRECTORS MEETING

March 16, 2014

Regional Director Bob Johnson called the meeting to order at 10:30 AM at the Machine Shed in Lake Elmo. Board members present were Bob Johnson, Bob Gavrilesco, Tom Brace, Bob Roth, Harvey Oberg, Dave Gustafson and Jay White. Other members present were Mary Johnson, Marion Gustafson, Fay Oberg, Nan Roth, Carol White, Dave Sandels, Dick Eilers, Gaye Purvis, Bruce Freiberg and Dave Bodziak. The minutes of the previous meeting and the agenda of this meeting were approved.

DIRECTORS' REPORTS

Regional Director Bob Johnson welcomed everyone to our first Sunday morning North Star Board Meeting. Bob Johnson and Jay White reviewed the upcoming activities schedule. A list of other activities will be published in the next newsletter.

Projects: North Star Region Car/Grille Badge Project, Committee of Tom Brace, Bob Gavrilesco and Harvey Oberg reported on final design and passed the sample around to be viewed. After a discussion about colors and cost it was approved to order 40 car badges and the member cost will be \$40.00 each, delivery date was not known.

Bob Johnson has mapped out a driving tour route for the Lincoln Museum Dedication this August 6-10. It is proposed that we go through northern Wisconsin and cross into Michigan via the Mackinac Bridge. This route will be two days and about 750 miles. We will begin our journey at St Croix Falls, WI on Tuesday, August 5th, with a overnight stay in Manistique, MI, 365 miles. We have rooms reserved for Tuesday, August 5th at the Budget Host Inn, under Bob Johnson, call 906-341-2552. The rate is about \$60/70 for two double or one queen. You must call and reserve before June 15. On Wednesday morning, we will continue on (about 385 miles) to the host hotels in Kalamazoo, MI for the welcoming reception that night. No one has expressed any interest in taking the ferry across Lake Michigan and caravanning through Chicago does not appear to be practical.

Treasurer Harvey Oberg reported the treasury balance to be \$3,680.17, with all bills paid.

Membership and Publications Director Dave Gustafson reported that 26 members have not paid their 2014 dues. He needs more "My Pride and Joy" articles. Dave passed out results of a North Star 2014 member survey of interest in various present and proposed club activities. Over 50 out of over 100 members completed our survey. While the sample was somewhat small, it still provided a indication for what our members seem to like or not like as the case may be. Jay White will form a group for organizing attendance at Saturday morning car shows as a group of Lincoln enthusiasts. If you are interested, please contact Jay White.

Everyone who attended the Board Meeting, 15 region members liked having the meeting before our scheduled Brunch, so we will continue doing it when feasible.

There being no further business, the meeting was adjourned at 11:05 AM. Our next monthly board meeting will be at Jake O'Connors Public House, Excelsior, Sunday, April 13, 2014, at 10:30 AM.

Respectfully submitted by Bob Johnson for Secretary Roger Wothe.

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emerging television market in southern California. Later that year Carson went to work at CBS-owned Los Angeles television station KNXT. He would later joke that he owed his success to the birds of Omaha. In 1953 comic Red Skelton—a fan of Carson's "cult success" low-budget sketch comedy show, *Carson's Cellar* (1951 to 1953) on KNXT—asked Carson to join his show as a writer. In 1954 Skelton during rehearsal accidentally knocked himself unconscious an hour before his live show began, and Carson successfully filled in for him. In 1955, Jack Benny invited Carson to appear on one of his programs during the opening and closing segments. Carson imitated Benny and claimed that Benny had copied his gestures. Benny, however, predicted that Carson would have a successful career as a comedian.

Carson hosted several shows besides *Carson's Cellar*, including the game

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Pride and Joy

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ranty cost from Midas, the parts fit with very little modification. The mufflers are the same size, but the resonators are different. Not original, but they are Ford parts and will last a long time. I'm not trying for a 100 point car. Living in the country on a gravel road that turns to pea soup when it rains, it is hard to keep a car in mint condition. I am always cleaning and doing paint repairs.

The two Mark III's have not been treated like babies. They are driven in all kinds of weather and even on the drag strip. The gray Mark III, a very late production car, ran 16.17 seconds and crossing the finish line at 93 MPH in second gear. Not a race car, but respectable times for the top of the line luxury car. The black Mark III was faster being a early production car having a bit more power, it ran 15.87 seconds at 98 MPH.

In the summer time, Diane Phelan and I along with friends attend some of the local car shows. The first Lincoln show I attended was in Lincoln Nebraska in 2010. I wanted to enter it in the touring class, but Diane said to enter the primary class instead. This turned out to be a good decision as I won the Lincoln Trophy. When deciding what car to take for a drive, Diane would say take the Golightly Mark III instead of the gray Mark III, so the car got be called the Golightly. So to pick a favorite for sentimental reasons, my pride and joy will be the Golightly, the left Mark III in the picture. For anybody that is curious I did get my triple white in 1991, a 1979 Mark V. It is a nice riding car. but does not have the performance of a Mark III.

Our thanks to Gil Bage for this article about his pair of Mark III's. We look forward to an article about his Mark V, also, we are guessing is a really nice car.

The X Plan saves

By Darren Klinger, LCOC Secretary, Indianapolis, IN.

There is nothing like the smell of a new car! A new 2014 Lincoln MKZ in this case. I finally traded in my 2001 VW, the one I have been driving since it was brand new. It was a great daily driver with about 96,000 miles on it, but it was time for a change.

As you know, all LCOC members are eligible to purchase a new Lincoln or Ford with the Ford X-Plan – employee pricing. I had been researching Fords and decided to do some research on the Lincoln MKZ after seeing a great television ad (www.youtube.com/watch?v=XQ0VGMmadk) with a direct comparison of the Lincoln MKZ and its Cadillac counterpart. After looking at various cars at the Indianapolis Auto Show, specifically at the Ford vehicles, especially the “Titanium” editions, I checked out the Lincolns too. I had narrowed my choices to the Fusion and Escape Titanium versions and then checked out the Lincoln MKZ. I really liked the Lincoln MKZ and did some research on it.

After the Indianapolis Auto Show and some research, I thought I would check out the Lincoln MKZ. The closest Lincoln Dealership to me is Roush Lincoln in Westfield, Indiana (just North of Indianapolis). I emailed the dealership and received a nice reply from Sales Consultant Ray Contee. After a couple emails and advising him I was eligible for the X-Plan, I went to Roush Lincoln and test drove a Lincoln MKZ. The auto show also had a promotion for show attendees to test drive a Ford or Lincoln. You would receive a \$50 gift card (MasterCard) after test drive. Plus, there was 0% financing program! So, all of the incentive planets (X-Plan, gift card, getting in one at auto show, new desire for Lincoln MKZ, 0%) were aligned and I met Ray and test drove a Lincoln

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Bob Johnson is off in a new direction

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show *Earn Your Vacation* (1954) and the variety show *The Johnny Carson Show* (1955-1956). He was a regular panelist on the original *To Tell the Truth* until 1962. After the prime time *The Johnny Carson Show* failed, he moved to New York City to host *Who Do You Trust?* (1957-1962), formerly known as *Do You Trust Your Wife?* In 1958 he appeared as a guest star in an episode entitled "Do You Trust Your Wife" on NBC's short-lived variety show, *The Polly Bergen Show*. It was on *Who Do You Trust?* that Carson met his future sidekick, Ed McMahon. Although he believed moving to daytime would hurt his career, *Who Do You Trust?* was a success. It was the first show where he could ad lib and interview guests,^[8] and because of Carson's on-camera wit, the show became "the hottest item on daytime television" during his five years there.

NBC's *Tonight* was the late-night counterpart to its early-morning show *Today*. Originating in 1953 with host Steve Allen,

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Shafer welcomes new business to it's historic downtown area. Picture courtesy of Matthew Brady of the Shafer Daily Bugle.

One fine morning, Bob Johnson was puttering around the house, busy fixing this and that, and making everything as new. He mentioned to Mary, his much better half, that he was going to have to make a trip down to Forest Lake to the hardware store to pick up some more washers, nuts and bolts, so he could finish his latest projects. Mary mentioned to Bob that "you are always going to the hardware store, you should just open one up here in Shafer". What with all the new activity in the area from the International Airport, the Lincoln dealership, the Llama farm, the senior living apartments and all the other stuff now going on in Shafer, a good old fashioned, full line hardware store would be a great addition to the ever growing business community.

After a couple of hours, the more Bob thought about it, the more he

thought it was a good idea. He remembered back to the '40's, when his dad would take him to town and go into the hardware store to pick up a few things. What fun a young boy could have in such a store. All the gadgets and widgets to look at and touch, and Dad knew about every one of these and what they were used for. Young Bob often thought that someday, he too would know all about such stuff and how to use it in an expert manner. Later that day, back after the trip to the hardware store, Bob was going through the St. Paul newspaper and an article caught his eye. Seven Corners hardware store in downtown St. Paul, on West Seventh street, announced they were closing their doors after decades in business. They were the go to store for just about anything you could ever want or need in the hardware line. Rows and rows, shelves and shelves of great stuff, what an opportunity for someone, Bob thought to himself.

The next thing Mary knew, Bob was out the door, behind the wheel of his Town Car, going somewhere on a real mission. Next thing we know, Bob is in the owners office at Seven Corners trying to strike a deal on the remaining stock of their store. The Shafer Bank and Trust, of which Bob shares a close relationship (he serves as a director) was quick to arrange for the necessary paperwork and the subsequent loan to finance the purchase of a very significant portion of the Seven Corners hardware store. In no time, semi's from Shafer trucking were picking up all the stock and delivering it to the new store right on Main street, just down the block from Bob's Shafer Lincoln dealership.

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Tonight was somewhat experimental at the time, as the only previous network late-night program was NBC's "Broadway Open House". *Tonight* was successful, and when Allen moved on to prime-time comedy-variety shows in 1956, Jack Paar replaced him as host of *Tonight*. Paar left the show in 1962.

Johnny Carson's success on *Who Do You Trust?* led NBC to invite him to take over *Tonight* a few months before Paar's departure. Carson declined the offer because he feared the difficulty of interviewing celebrities for 1 3/4 hours (105 minutes) daily, but NBC asked him again after Bob Newhart, Jackie Gleason, Groucho Marx, and Joey Bishop all declined. Carson accepted in March 1962, but had six months left on his ABC contract, during which NBC used multiple guest hosts, including Merv Griffin.

Although he continued to have doubts about his new job, Carson became host of *Tonight* (later becoming *The Tonight Show Starring Johnny Carson*) on

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More Bob Johnson

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The building, located in the historic district of Shafer, has been vacant for some time, but was easily converted to house a hardware store. Now another one of Bob's dreams has been realized.



The Shafer city band will perform at the grand opening.

Once again, Schafer city leaders were absolutely ecstatic over the opening of a new store in town, with some 30 to 40 good paying jobs with benefits. In fact, a grand celebration has been planned, complete with floats, marching bands, the city fathers driving down the block in convertibles. Look for the Llamas from Bob's Llama Land also marching in step down the block. After the parade, they will be just outside the store, attracting attention and humming as only Llamas do, many of your favorite tunes.

Don't miss out on all the fun. Hurry on down for the big grand opening of Bob Johnson's Old Tyme Hardware Store, in beautiful downtown Shafer. There will be refreshments, music and many, many door prizes. Bargains galore, on just about everything in the store. Mark your calendars now for **the big opening on April 1.**

The X Plan continued

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MKZ. There is so much to describe the experience, but I'll be short here and just say I (then) realized I wanted a Lincoln MKZ.

Ray, the Roush Lincoln Sales Manager Mark Gruber, and I agreed on trade-in value and I worked with the Business/Finance Manager AJ Roush (grandson of Tom Roush, owner of Roush Lincoln) to put a good down payment and finish the deal. But one thing, they did not have any more of the version I wanted. I had my heart set on a "Tuxedo Black" twin-turbo 2.0 Liter Lincoln MKZ. Ray said he would find one; and he did – in Louisville, Kentucky and had it brought to Indianapolis the next day. I drove it home and have enjoyed it every time I've been in it! Visit www.lincoln.com for details on Lincoln MKZ, other Lincolns, and the new 2015 Lincoln MKC.

Now I have a new Lincoln as my daily driver due to Ray, Mark, AJ, and the X-Plan, 0% financing, family owned atmosphere at Roush Lincoln dealership! I am now a proud owner of a 2014 Lincoln MKZ and 1974 Lincoln Continental; it's great seeing them in my garage! Now it's time to load up on authentic, original Lincoln accessories and brochures for my MKZ! Wow, the technologies, what a difference 40 years make between my two Lincolns. You'll see my '74 at the Rockford, Illinois meet this September, and you'll see my '14 at a meet in 2024 when it becomes eligible for judging at LCOC meets – where ever that meet will be!

The X-Plan is a great LCOC member benefit. Contact Immediate Past LCOC President Glenn Kramer for details!

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*October 1, 1962, and, after a difficult first year, overcame his fears. While *Tonight* under its previous hosts had been successful, especially under Paar, Carson's version eventually did very well in the ratings. Billy Wilder said of Carson: By the simple law of survival, Carson is the best. He enchants the invalids and the insomniacs as well as the people who have to get up at dawn. He is the Valium and the Nembutal of a nation. No matter what kind of dead asses are on the show, he has to make them funny and exciting. He has to be their nurse and their surgeon. He has no conceit. He does his work and he comes prepared. If he's talking to an author, he has read the book. Even his rehearsed routines sound improvised. He's the cream of middle-class elegance, yet he's not a mannequin. He has captivated the American bourgeoisie without ever offending the highbrows, and he has never said anything that wasn't liberal or progressive. Every*

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The Continental Mark III, a money maker

Lincoln's most intriguing development for 1968 was the \$6585 Continental Mark III. Not a revival of the leviathan '58 Mark III, this was the putative successor to the charismatic 1956-57 Mark II. It bore the personal stamp of company president Henry Ford II, just as his brother, William Clay, had influenced the Mark II and their father, Edsel, had hatched the original 1940 "Mark I" Continental. Why "Mark III" instead of the expected "Mark VI?" Because HF II didn't view the heavyweight 1958-60 Mark III/IV/V as true Continentals.

But this new one was true to its heritage, at least in spirit. The project had begun in late 1965 as a personal-luxury coupe with long-hood/short-deck proportions in the Continental tradition. Exterior styling was naturally supervised by corporate design chief Gene Bordinat. Hermann Brunn, scion of the great coachbuilding family and a member of Bordinat's staff, was chiefly responsible for the interior, endowing it with large, comfortable bucket seats and a dashboard with simulated woodgrain trim and easy-to-reach controls. Henry Ford II himself selected both the interior and exterior designs from numerous proposals submitted in early 1966.

The result was actually a structural cousin to the new-for-'67 Thunderbird sedan, set on the same 117.2-inch wheelbase (some nine inches shorter than the Mark II's). Overall length was identical with that of Cadillac's new 1967 front-wheel-drive Eldorado. Though slightly baroque, the Mark III was handsome, helped by America's longest hood -- more than six feet. It also offered a wide choice of luxury interiors and 26 exterior colors, including four special "Moondust" metallic paints. The 1969-71 models cost

a fair bit more: ultimately over \$8800. Standard equipment ran to Select-Shift Turbo-Drive automatic, power brakes (discs in front, drums in back), concealed headlamps, ventless door windows, power seats and windows, flow-through ventilation, and 150 pounds of sound insulation. Beneath that long hood was a new 460 cid V-8 -- one of Detroit's largest -- with 10.5:1 compression and 365 bhp. Also adopted for standard '68 Continentals, it would remain Lincoln's mainstay powerplant for the next 10 years.

Because of a late introduction (in April), the Mark III saw only 7770 units for model-year '68. But there was no question that it was right for its market. As proof -- and despite no major change -- more than 23,000 were sold for '69, another 21,432 for 1970, and over 27,000 for '71. The front-drive Eldorado may have been more technically advanced, but the Mark III seemed to have more magic, for it nearly matched Eldorado sales each year through 1971 and never trailed by more than 2000. This was a great achievement considering Lincoln's annual volume had never come close to Cadillac's.

Aside from the larger engine, the '68 Continental sedan and hardtop updated their basic '66 look with a new horizontal grille texture and matching rear-panel applique, beefier bumpers, and large "star" ornaments on the nose and trunklid. A multifunction lamp at each corner imparted a cleaner look by combining turn signals, side-marker lamps (newly required by Washington), and parking lamps (front) or brake/tail lamps. Also new were a government-required dual hydraulic brake system with warning light, a four-way emergency flasher, and an energy-

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More on the Mark III

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night, in front of millions of people, he has to do the salto mortale [a circus parlance for an aerial somersault performed on the tight-rope]. What's more, he does it without a net. No rewrites. No re-takes. The jokes must work tonight.

*McMahon followed Carson from *Who Do You Trust?* as his announcer and sidekick. McMahon's opening line, "Heeere's Johnny" was followed by a brief monologue by Carson. This was often followed by comedy sketches, interviews, and music. Carson's trademark was a phantom golf swing at the end of his monologues, aimed stage left toward the studio orchestra.*

In May 1972, the show moved from New York to Burbank, California. Carson often joked about "beautiful downtown Burbank" and referred to "beautiful downtown Bakersfield," which prompted Bakersfield Mayor Mary K. Shell to chide Carson and invite him to her city to see improvements made during the early 1980s.

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absorbing steering column and instrument panel. Model-year volume for this line totaled more than 39,000.

Lee Iacocca of Ford, was fond of mid-year introductions, which, as the Mustang's launch demonstrated, were an effective way for new models to stand out from the herd. Therefore, the Lincoln Continental Mark III bowed on April 5, 1968 as an early 1969 model. It arrived about 18 months after the Eldorado, which had already found an eager market.

The Continental Mark III's starting price was \$6,585, \$20 less than the Eldorado. That price tag included many standard amenities, including power steering, power brakes, and automatic transmission, but not air conditioning or a radio. With a full load of options — as most Marks were equipped — the price rose to around \$9,500, enough to buy two well-equipped Mercury Cougars. The Mark III was still somewhat cheaper than the old Mark II and on an inflation-adjusted basis was about 30% less expensive.

With its extravagant styling and unexceptional engineering, the Continental Mark III was not the sort of car to appeal to enthusiasts. No one at Ford was concerned. In March 1968, Gene Bordinat told **Motor Trend's** Robert Irvin, "The buffs may not like it, but people with money will." Even before the car's release, Dave Ash and designer Art Querfeld noted that Ford assembly workers loved the Mark III and were very taken with its styling. The Mark had the same sort of appeal as the Eldorado: it was in no way subtle, but it looked like money.

Buyers responded enthusiastically, despite the high prices. The late introduction limited first-season sales to 7,770 (compared to 24,528 1968 Eldorados), but for the Mark's first full-

year, the tally rose to 23,088.

The Lincoln Continental Mark III is low, but with an overall height of 52.9 inches, it's not as low as it looks. Dave Ash's team raised the rear deck — the "upper back panel," in Ford parlance — by about 2 inches compared to the Thunderbird, giving the top the cut-down look of a fifties Carson padded top. The vinyl top was a \$136.85 option on 1969 models, but fewer than 100 cars were built without it, and it became standard in 1970.

While the Eldorado had done little to increase Cadillac's total sales, the Continental Mark III boosted Lincoln's business significantly. Lincoln sold only 39,134 Continentals in 1968 and 38,290 in 1969, so the Mark III accounted for more than half of Lincoln's total volume. More importantly, it was an exceedingly profitable car. The Mark III's 1968-69 sales grossed around \$275 million, which enabled Lincoln to recoup the modest tooling and development costs very quickly. The Mark III was also far less costly to build than the Eldorado; Lincoln's profit margin on each car was reportedly around \$2,000.

The 1969 Lincoln Continental Mark III used the same wheelcovers as the Continental sedan for cost reasons, but Bunkie Knudsen demanded that they be more distinctive. Later Marks got revised wheelcovers with a distinct hexagonal center, designed by Dave Ash and Art Querfeld. They derived the hexagon shape from the classic Packards of the twenties and thirties; red hexagon wheel centers were a Packard trademark for many years. This car's tires are authentic; in 1970, all Marks got standard Michelin X radial tires, still rare on American cars of this period.

From the internet...

Passages

(Continued from page 10)

After July 1971, Carson stopped hosting shows five days a week. Instead, on Monday nights there was a guest host, leaving Carson to host the other four each week. On September 8, 1980, at Carson's request, the show cut its 90-minute format to 60 minutes.

Eventually, Monday night was for Jay Leno, Tuesday for The Best of Carson—rebroadcasts usually dating from a year earlier but occasionally from the 1970s.

Carson retired from show business on May 22, 1992, at age 66, when he stepped down as host of The Tonight Show. His farewell was a major media event, often emotional for Carson, his colleagues, and the audiences, and stretched over several nights.

NBC gave the role of host to the show's then-current permanent guest host, Jay Leno. Leno and David Letterman were soon competing on separate networks.

From the internet...



Jonathan Rubbo

We are saddened to note the passing of Jonathan Rubbo, member of the LCOC and one of founders of the New England Region. He passed away on February 23, 2014 after a long illness.

Marion and I first met Jonathan in June of 2008, when he came to Duluth to attend the Mid-America LCOC meet which the Northstar Region hosted in Duluth. We spent several days visiting with Jonathan and he was so very excited to come to Duluth to attend our meet. He asked a lot of questions about our region and how we managed to attract new members and retain our old ones. He was particularly interested in our newsletter and how we managed to publish one every month. I was so pleased to send him some of our Publisher templates, which he used for a few of the early New England Region newsletters. Unfortunately, his illness kept him from realizing some of his dreams and ambitions in organizing the new region and maintaining it over the next few years. We kept in contact over the years and regrettably, in January, he advised me by email that his time was perhaps measured in terms of weeks, rather than months. He was an extremely talented individual, who had much to offer and sadly left our world far too early.

Jonathan was a longtime resident of Hingham, graduating from Hingham High School class of 1977. He went on to attend Northeastern and Harvard Universities. Jon started his career as a programmer analyst at Liberty Mutual Ins Co, then

continued at State Street Bank, Polaroid, and most recently worked as a senior developer at John Hancock Insurance Company, only retiring when he became ill. He had a passion for cars and was instrumental in establishing the Lincoln Continental Owners Club – New England Region in 2008. He had a great passion for art and classical music as well.

Jonathan is the cherished son of Louis H. Rubbo of Hull and Marion (Carr) Rubbo of Hingham. He is survived by his siblings Patricia Rubbo of Abington, Louis N. Rubbo of Rockland, Peter Rubbo and his wife Loretta of South Weymouth, William Rubbo and his wife Jane of California, Marjie Asbury and her husband Beau of California, Thomas Rubbo of Hingham and Edward Rubbo of Hingham. He is the devoted uncle of 5 nieces and nephews and 3 great-nieces. He will also be remembered as a warm and caring friend, who was always willing to help others in need and for his unique sense of humor and infectious laugh.

Services were held at the McDonald Keohane Funeral Home in South Weymouth on March 1, 2014, with burial in the High Street Cemetery, Hingham, MA.



Within a few years, this young boy will be driving fast cars and chasing girls. Who is this future car guy? If you know or have

a good guess, email your editor and the first correct answer will receive a prize.

Offered for Sale, Some Great Lincolns

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



One Owner 1979 Lincoln Mark V Collector Edition

Completely equipped with sunroof, Lincoln CB radio, and the full complement of fine Lincoln accessories. Purchased new in 1979 by the present owner, it has traveled but 5,000 miles over its 35 year life. Properly maintained and sparingly driven, only enough to keep the car limber it is almost as perfect as the day it was first delivered. Dark blue with a blue velour interior it truly must be seen to be appreciated. This quality Lincoln is priced at \$15,000. Please call Phil Blake, 320.839.6163 or Cell 320.815.7918. Ortonville, MN



For Sale - Slot machine - 1938 10-cent Mills War Eagle, serial #422598. Largely original machine, including original metal back and original wood base. Excellent cosmetic and operating condition. Includes service manual, parts book, and gorgeous brass-footed oak cabinet/stand with lockable, leaded glass door. Magnificent, fun addition to your family/recreation room! \$2750. Call Dave Kotz, cell 612.384.0566. email: davekotch@msn.com.



Northstar Region grille badges will be available soon. Orders will be taken within the next 2 months.. Watch the newsletter for more information.

You May Be Interested in these Items for Sale

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

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

FOR SALE:

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

Del at 608.837.5990 **Great car with a Great price**

FOR SALE:

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

FOR SALE:

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

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

FOR SALE:

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

For Sale

FOR SALE:

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

For Sale:

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

For Sale:

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

For Sale:

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

For Sale:

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

For Sale:

I have over 150 1960's Lincolns now, mostly parts cars. More than I will ever use. I have now decided to sell my extra parts; sheet metal, trim, whatever. If you are restoring a Lincoln of this era and need parts, please contact me now. I may have what you need. Just Arrived! New windshields that fit 1961 through 1969 Continentals. Available Now. Please call Gordy Jensen at 612.819.2107

Preview of Coming Events

- April **Eastern National Meet, April 23-27.** Tampa-St Petersburg,FL Call Bob Johnson (651.257.1715) for more information and to register for this great Lincoln show.
Sunday Brunch, April 13, at 11:30 AM, Jake O’Conner’s Public House in Excelsior at 200 Water Street North Star April Board meeting at 10:30 AM
Spring Garage Tour, Saturday, April 26. hosted by the Upper Midwest Region Classic Car Club of America. See back page for details.
- May **6th Annual Memorial Day weekend car show** , Morries Ford Lincoln, Minnetonka, MN Saturday, May 24, 10:00AM to 2:00PM
- June **11th Annual Outstate Classic Lincoln Car Show,** Saturday, June 14, Miller Auto Plaza, St Cloud, 10 AM to 2 PM.
- July **Western National Meet** July 23-26, 2014
Sunday Brunch, Lord Fletchers on Lake Minnetonka, July 13, at 11:30 AM, 3746 Sunset Drive, Spring Park, .
- August **Dedication Lincoln Motor Car Heritage Museum,** possible driving tour
August 7 - 10 Host hotel: Four Point by Sheraton Kalamazoo, 269-385-3922 and adjacent hotel, Holiday Inn Express, Kalamazoo, 269-373-0770. Room rate is \$99.00 plus tax includes two hot breakfasts. You must mention “**LINCOLN OWN**” for this **special rate.** Call now as rooms are limited.
- September **8th Annual Luther North Country Lincoln Car Show,** Saturday, September 13, 10 to 2 PM
Mid America National Meet, September 17 -21 in Rockford, Il. Make reservations now. at the Radisson Hotel now. This room Rate is \$90.00, a saving of at least \$35 per night, which includes taxes, a real deal. Call the hotel at 815-226-2100 and mention the Lincoln Club for this rate. Mark your calendars now for September and reserve your room now before all the rooms are gone.
- October Annual North Star potluck and auction at Morries in Long Lake, Sunday October, 12 10 AM to 2 PM

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

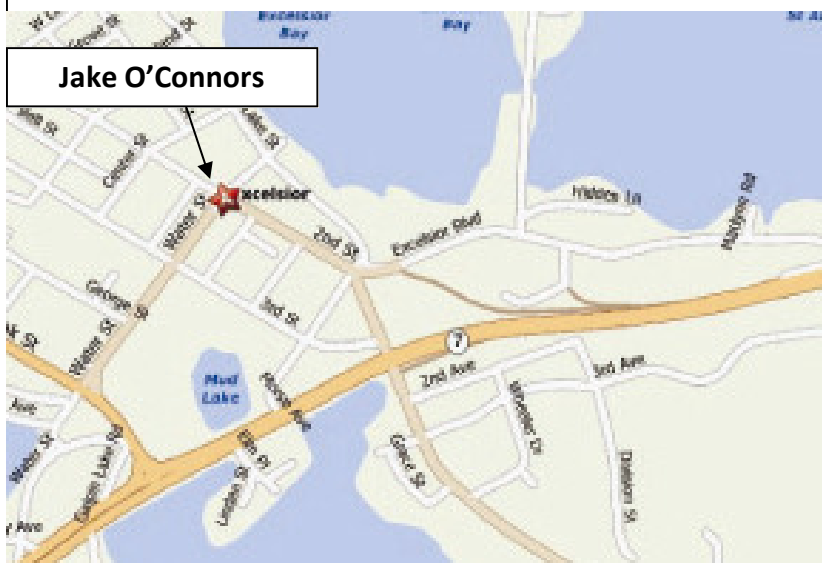
www.northstarlcoc.org Click on publications.

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

North Star Activities



Sunday, April 13th, Brunch at ***Jake O'Connor's Public House*** in Excelsior. Meet at 11:30am at Jake O'Connor's, located at **200 Water Street**. The food is exceptional, and the service even better. As a special treat, you can order off the extensive menu. RSVP to Jay White at 952-432-5939 or email: jay@jwhiteandassoc.com by Thursday, April 10th if you plan to attend.



To get there: Highway 7 West to Excelsior and OAK Street. Right on Oak Street to Water Street, Right again on Water till you get to Jake O'Connor's Public House. Telephone 952.908.9650 or jakeoconnors.com on the web.

Weather will be good, see you there!

Come Join the CCCA Spring Garage Tour, Saturday, April 27. Meet at 8:00AM tour begins at 9:00AM. Our tour begins at the **Pioneer Museum, 1953 W. Wayzata Boulevard, Long Lake, MN** Coffee and Doughnuts will be served. Don't miss out on an opportunity to see some great collections. This event usually takes most of the day. And we will stop for lunch along the way.



Morrie's Minnetonka Ford Lincoln Spring 2013 All Lincoln Show Saturday, May 24, 2013 10:00AM to 2:00PM

Join us for our Northstar Spring car show. Bring your favorite Lincoln, old or new and plan to spend a nice spring day visiting with many of your old friends and making some new ones too.

Again, All Lincolns are welcome, regardless of age or condition. We will even be glad to see a Mercury or two. We are an equal opportunity Lincoln Club. Lunch is planned and the Northstar club will be furnishing dash plaques and door prizes.

See you at Morrie's Minnetonka Ford Lincoln Mercury on May 24, 13400 Wayzata Boulevard. Just before Hwy 494. Invite anyone you know who owns a Lincoln to join us at this show.