

THE CONTINENTAL GAZETTE



Newsletter of the North Texas Lincoln & Continental Owners Club

WINTER 2010

FORD PROFIT COMES AS TOYOTA HITS A BUMP

By Nick Bunkley, *New York Times*

DETROIT — For roughly two decades, [Alan R. Mulally](#), [Ford Motor](#)'s chief executive, has been an unabashed fan of the [Toyota Motor](#) Company.

As a [Boeing](#) executive in the early 1990s, he made a pilgrimage to Japan to study Toyota's manufacturing methods, which he used to speed up assembly of Boeing's 777 jets.

When he joined [Ford](#) in late 2006, Mr. Mulally liberally borrowed from Toyota's playbook — focusing on [fuel efficiency](#), quality and so-called global cars to sell in markets around the world. He even hired away a top Toyota executive, James Farley.

"The finest production system in the world," Mr. Mulally called Toyota during a dinner with journalists in December 2006.

This week, at least, the student is doing better than the teacher. Ford, which managed to skirt the problems that forced crosstown rivals [General Motors](#) and [Chrysler](#) to seek government bailouts, reported [a surprising profit](#) on Thursday of \$2.7 billion for 2009, its first in four years.

The sharp swing to profit for Ford, from a record loss of more than [\\$14 billion](#) in 2008, stands in sharp contrast to current problems at Toyota, which is struggling to contain the fallout of a global recall over concerns about accelerator pedals.

The fact that Ford is surging while Toyota — the same company whose success has caused the Detroit automakers to lay off thousands of workers — is stumbling is not lost on Bill Jackson, president of [United Automobile Workers](#) Local 588 in Chicago Heights, Ill.

"There's some sympathy and some irony there," he said. "A lot more irony than sympathy, though."

Because of its profits, Ford plans to issue profit-sharing checks of roughly \$450 each to its 43,000 hourly workers.

"A year ago, we did not know where our fate was; the Big Three were getting hammered in Congress and we were on a downward spiral," said Mr. Jackson, who represents 700 workers at a

Ford stamping plant that is going to be adding jobs. “In a year, it’s turned around.”

Ford’s profit for 2009 — which Mr. Mulally called a “historic and pivotal” year — partly results from deep cost cuts and layoffs. Ford’s hourly work force is now less than half what it was five years ago. But Ford also took the risky step of borrowing more than \$23 billion in 2006, giving it enough cash to weather the sharp downturn in the industry.

In addition, Ford continued introducing new vehicles, and marketing their fuel efficiency. Consumers showed they were willing to buy them even without the heavy incentives that undercut the Detroit automakers’ business in the past.

“They looked like a company in its death throes,” said Louis E. Lataif, a former Ford executive who is dean of the [Boston University](#) School of Management. “To their credit, they kept their focus on what really mattered, which is product, and at the end of the day that’s going to carry the company.”

Stock in Ford reflects its improvement. The shares slipped 14 cents, to \$11.41, on Thursday but are up from less than \$2 as recently as last February.

Ford executives were also managing expectations on Thursday, saying they still faced many challenges. The company has \$25.5 billion in cash on hand, nearly twice the amount from a year ago.

But it still owes more than it has in its reserves and it is carrying more debt than its competitors. It paid \$1.5 billion in interest last year.

“We know we have some work to do to improve our balance sheet,” Ford’s chief financial officer, Lewis W. K. Booth, said in an interview. “I don’t feel anything other than a sense of great urgency when it comes to improving the business. We know that nobody is guaranteed a future.”

Mr. Booth said Ford expected to have an operating profit and positive cash flow in 2010. Previously, executives had set 2011 as a target for consistent profitability.

As of Jan. 1, Ford — as well as G.M. and Chrysler — eliminated responsibility for health care coverage for hourly retirees, which now is handled by a U.A.W. trust fund. In addition, Ford said it cut its annual structural costs by \$5.1 billion in 2009, \$1 billion more than it had planned.

The profit was a cause for celebration for Ford workers who in recent years elected to turn down lucrative buyouts in the hope that the company still had a future.

The profit-sharing checks that plant workers will receive in March are the first that any Detroit automaker will have given out since 2006. Still, they are a pittance compared with the \$8,000 payments Ford made a decade ago, when it even had enough money to fly banner-toting planes over some Michigan factories to thank employees.

Ford was profitable in every region of the world in the fourth quarter, including North America for the second consecutive quarter. North America has been the greatest source of difficulty for all automakers, but it was Ford’s most profitable region in the quarter, with pretax earnings of \$707 million, excluding one-time items.

On the year, Ford increased market share in the United States for the first time since 1995. For all of 2009, Ford’s market share rose to 16.1 percent, from 15 percent in 2008.

Ford earned \$868 million in the fourth quarter over all, in contrast with a loss of \$6 billion a year earlier. Its overall operating profit for 2009, excluding one-time items like charges for retiree health care and a windfall from a debt-restructuring effort, was \$454 million. Its financing arm, Ford Motor Credit, posted a 2009 profit of \$1.9 billion, after losing \$495 million in 2008. Sales in the fourth quarter rose to \$35.4 billion, from \$29 billion a year earlier.

“During the worst economic recession in 30 or 40 years,” Mr. Mulally said in a conference call with analysts and reporters, “because of the strength of the plan we put in place a few years ago, we were not only able to survive but also to create a foundation that is delivering now profitable growth during that year.”



THE STORY OF "ATHENA"

by Nikos Bel-Jon

One of the companies Nikos Bel-Jon produced murals for was Kaiser Steel. His close relationship with them and their involvement in the Kaiser-Fraser car may have influenced him to create his mosaic car. During a radio interview Bel-Jon talked about someday wanting to do a car for Kaiser-Fraser "that would shine in the reflected colors of neon and traffic lights".

It took Bel-Jon 2500 hours and \$3,000 to create "Athena" (named after his daughter). He started on it in 1956 and completed it a year and a half later. He was assisted in the body work by his father-in-law Frederick Brokoetter and his brother Achilleas. The mechanical work was done by an outside mechanic.

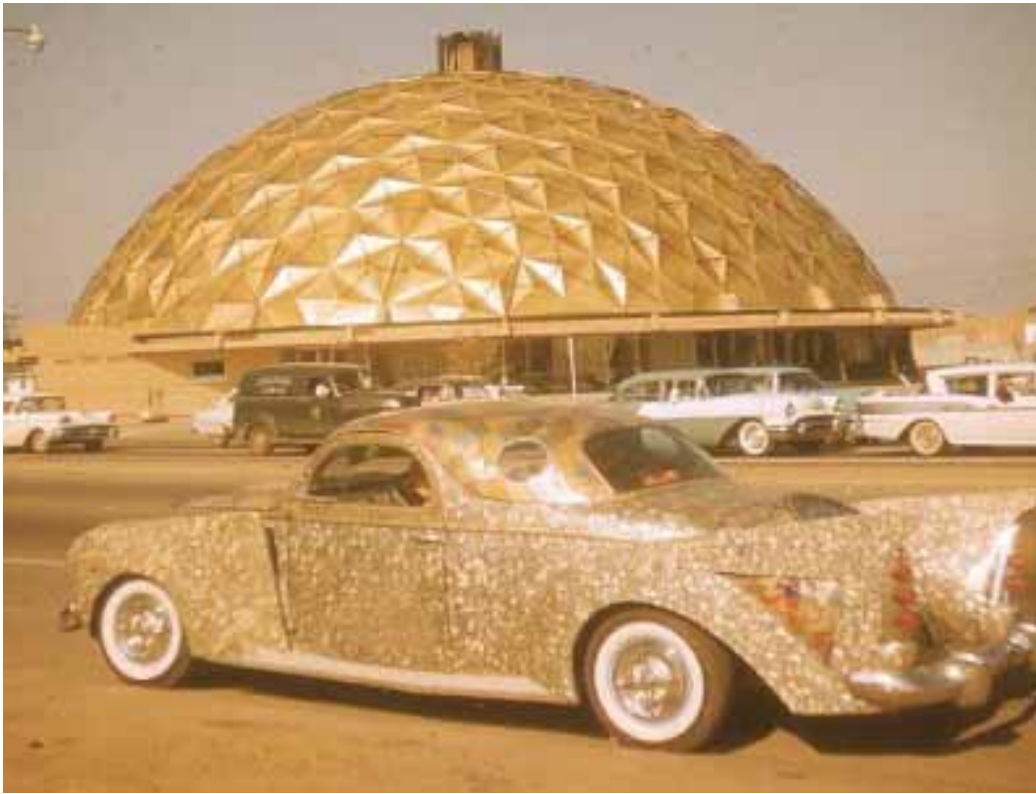
"Athena" was originally a 1938 Zephyr (not running) purchased for \$35. The hood, part of the trunk and top were cut off and the entire body was rebuilt with clay and fiberglass.

Bel-Jon's signature technique of individually cut and directionally burnished tiles of aluminum applied in mosaic fashion and covered with epoxy resin plastic were used on the car. A rainbow of colors of anodized aluminum abstract sections formed the semi-translucent top and hood. By the time he finished it had, among



other things, a 1957 Mercury dash, Chevrolet bumpers, DeSoto lights, Ford V8 motor, Studebaker windows, Buick interior accessories, Olds hub caps, Naugahyde seats and black wool carpeting. The rear bench seat was replaced with two seats with a table in between.

The car went through several reincarnations (note the front grills in the photos) as some of his designs and changes detrimentally influenced the performance of the engine forcing it to continually overheat. Despite the changes, the car continued to have overheating problems to the point that when the Bel-Jon family went cross country to NY Bel-Jon's wife took their two daughters



ahead by bus to Vegas while Bel-Jon crossed the desert alone. He could only drive at night and had to stop constantly, which took days.

They spent weeks visiting sights across the country like the Grand Canyon and the Petrified Forest. It was hard to tell what people gawked at more – "Athena" or the famous spot they came to see. The car was mentioned in "Popular Mechanics", "Popular Science", sports car magazines and numerous papers as they passed through.

"Athena" was awarded "Most Unusual Car" in 1959 at the Albuquerque, NM Custom Automobile Show and was featured in the

program for the 1960 Greek Independence Day Parade in New York.

The NYPD pressured the Bel-Jon's to get the car off the streets as it attracted too much attention. Garages in Manhattan were not an option and they eventually sold the car through Ray Garson at Flag Motors at 82-05 51st Avenue in Elmhurst, NY in the spring of 1960 – which is where the trail ends. It is reported that someone might have seen a glimpse of "Athena" in Oklahoma City in recent years.

If you have seen "Athena" please contact us at Info@Bel-JonStudios.com

CAR HENGE

If that bit of oddity wasn't enough for you, check out this photo of 'CAR HENGE' in western Nebraska. Built to the same shape and scale of Britain's famous Stone Henge, this monument to roadside schtick draws visitors from all over the world who marvel at its wonder. Close inspection did not reveal any Lincolns in this piece of 'art'. However, a few Pontiacs, Plymouths and even a Vega wagon all gave up the ghost to be forever memorialized in this manor.



MUSINGS FROM A FORMER DIRECTOR

By Kurt Wetterling

Well, the tempest in a teapot that was the **2010 Salado** controversy is over almost as quickly as it began. And after a flurry of mass emails and replies, flared tempers, drama, staking of territory and even unsolicited jabs by a former club member, we're right back where we started with everyone in the North Texas region looking forward to heading down to Salado in April for a great Lincoln show in the bluebonnets and oak trees of the Stage Coach Inn. To those who got caught up in the emotion of the moment, a reminder: this is a car club. It's not politics. It's not life and death. It's where we come together and enjoy each other's company and cars. Let's continue to enjoy the great traditions of both Salado and the Fall Meet and appreciate the fact that the process is now more streamlined.

Enough said. If you haven't made your reservations, call the **Stage Coach Inn** at **1-800-732-8994** and reserve Friday & Saturday night, **April 23 & 24**. Be sure and ask for the LCOC room rates.

Many of you remember the **1995 Lincoln concept vehicle**, the **Sentinel**. It was popular on the show circuit, written up in magazines as well as many Lincoln publications. This was supposed to be an indication of the future direction of Lincoln products. Well, I don't know if that was necessarily true or not. But it was an interesting styling exercise that gave those of us that follow



and love the brand something to think and talk about. Well, somehow it wound up in the hands of a Lincoln Mercury dealer who attempted to sell it at a recent classic car auction. Bidding went up to **\$80,000**, but that was not enough to take it from the dealer who felt it was worth more. I'm not sure

why he felt that, as the car had no engine or transmission, and in fact even the doors did not function. But in a time when concept cars built by GM for the Motorama shows in the fifties sometimes bring in the millions, perhaps the Ford dealer who owns this one will hit a home run with it in the future.

Fast forward to 2010 and see the first photograph of the **latest concept**, the **Lincoln MKL**. In this case, 'L' must stand for 'Large'. A possible Town Car replacement, this thing is big and beautiful in a way the last Town Car never really was. The waterfall grille is homage to both the 40s split grille of the Continentals as well as Lincoln's current design signature. The suicide doors scream 60s Lincoln slab side. I can find little other information on this car, but will keep you updated once I check



with my Ford sources in more detail.

Obama came into office a year ago promising change, and we certainly have seen plenty of it since then. The government now owns the bankrupt

General Motors.

Fiat now owns the bankrupt Chrysler Corp.

Brands that we grew up with such as Pontiac and Saab are history, along with Saturn, whom GM said was going to be the one that beat Honda at building

small cars. How did that work out for them? Speaking of change. . . The biggest one comes from **Toyota** whom as I write this piece has lost 3 percentage points of market share, 20,000

sales a week and has done more damage to their reputation that John Edwards at a Home for Unwed Mothers. James Simmons must be rolling over in his Sequoia. The Obama Administration Transportation Secretary actually told people last week "If you own a Toyota, don't drive it!". Experts figure that just the cost of fixing the accelerator problems will be over 2 billion dollars. That is before a wrench is lifted to fix the brakes of a single Prius. When one owner was told to stop driving her Prius, she exclaimed, "I'm trying to." Almost over night, Toyota has become to the automotive world what Tiger Woods has become to the golf world. How did either situation ever happen?

It's complicated, but it's safe to say that it will be a long time before either regains their former position of dominance. The highly respected **Consumer Reports** has placed **Ford** above both Toyota and Honda in terms of quality. **Ford continues to surge ahead in every way imaginable.** Profitable for 2009. Highest quality of any cars being produced. A string of successful models in the



marketplace, with several more coming on line in the coming months. Why didn't I buy Ford stock a year ago when it was one dollar. (It's \$10 now.) Mustang continues to own its market segment. Taurus is selling at more than double the rate of the one it replaced. The Fusion has been named the Motor Trend Car of the Year. The Ford Transit is Motor Trend's Truck of the Year. In 2009 the Ford brands represented the top selling brands of crossovers. And the F150 remains the best selling vehicle in America. What is not to like?

A couple of pictures on the previous page, as well as this one were taken when the North

Texas LCOC was in attendance at the **National Lincoln Night Out** in October at Randall Reed's Ford Lincoln Mercury dealership in Garland. It was a great event that was well attended by the general public, and certainly the Lincoln club. We were well taken care of at the dealership, with plenty of food and spirits,



prizes and opportunity to view all kinds of Lincolns, both old and new. The event coincided with the introduction of the new Lincoln crossover, the **MKT**, and a bright cherry example was parked in the middle of the showroom for all to enjoy. Any time you have the opportunity to eat and drink at a dealer's expense, I highly recommend it.

And finally, just a few words about a few of the photos used in this issue of the newsletter. The third photo of the '**Athena**' (and the only one in color) was taken in 1959. Know where? None other than right



here in Fort Worth at the (then) new Casa Manana. The photos on the last page are publicity shots of famous **Hollywood Stars and their favorite Lincolns**, not Lana and Carol a few years ago. And the maroon **1952 Lincoln Capri convertible** on the previous page is owned by one of our newest members and combines all of the style of the period with all of the convenience of today via modern Lincoln running gear. It might not make national judges happy, but it certainly does make for some comfortable road trips. Good job.

AUTOMOTIVE TRIVIA QUIZ

1. In which country did the world's first organized motor race occur?
2. How many Ford Model T cars were produced between 1908 and 1927 was it 7, 11 or 15 million?
3. What is the device that allows a cars driving wheels to turn at different speeds when cornering?
4. How did car manufacturer Charles Stewart Rolls die?
5. Who designed the Volkswagen Beetle?
6. Which company created the first front wheel drive car in 1934?
7. Which company won the le Mans 24-Hour Race 5 times from 1951 to 1958?
8. Who produced the worlds first petrol driven car in 1885?
9. Which company brought out the Rover group in 1994?
10. Which company took over Bugatti following Ettore Bugatti's death in 1947?
11. Which car's badge consists of a circle, divided into 4 quadrants of alternate blue and white?
12. Which famous car did Professor Caractacus Potts drive?
13. Who won his third and Final Formula 1 World Driver's championship in a car of his own design?
14. Which Beatles album includes the song "Drive my Car"?
15. Who won an Oscar for her role in the 1989 film Driving Miss Daisy?
16. In which city did Henry Ford establish a car factory in 1899?
17. Which car maker received the first royal warrant as a supplier of motor cars to the Crown?
18. Until Henry Ford formed his own company in 1903, which great inventor-friend employed him?
19. In which 1985 film starred a delorean car?
20. What device produces the air/petrol mix used in internal combustion engines?

(ANSWERS TO THE QUIZ ARE LOCATED ON THE LAST PAGE OF THE NEWSLETTER)

MARK YOUR CALENDARS FOR THE UPCOMING EVENTS & MEETINGS:

February 27: Orphans Car Show in Weatherford. Meet at 11:30 for lunch at Skinny's.

March 13: 9-6. NTX Automotive Museum, Richardson 972-918-0084

April 21-24 Eastern National Meet, Ocala, FL

April 23-25: All Texas Meet in Salado, TX

May 22: Wood Waves & Wheels car show, Ft Worth Boat Club on Eagle Mountain Lake 817-236-8393 Jim Edenfield C 817-313-5975

May 19-22 Western National Meet, Ventura Harbor, CA

June 12: 12-4 p.m. Luxury Car Mixer, Joe's Crabshack, Grapevine, TX 817-251-1515

July 10: 2 p.m. arrival, eat around 4 or 5 p.m. Annual Summer Party/CookOut

August 25: 5:30 p.m. arrival, eat 6:30 – 8. 13th Annual Men's Steak-Out & Motor Show, No. West Hwy & Tollroad, Dallas 214-368-6436X136

September 4: 10-4 p.m. Warbirds and Auto's at Lancaster Airport 972-287-6228

September 15-19 Mid America National Meet, Lincoln, NE

October 8-10: 6th Fall Continental Classic, Hampton Inn, Palestine, TX

November 13: 11 a.m. Audie Murphy and Cotton Museum, 903-450-4502, I-30 near Sulphur Springs, Susan/Linda 1 hr. tour, then Lunch across hwy. at Mary Puddin Hill 903-455-6931

December 11: 2 p.m. arrival, eat 4 or 5 p.m. Annual Christmas Party

1961 LINCOLN CONTINENTAL CONVERTIBLE DIECAST NOW AVAILABLE

One of the most popular eras of Lincolns for collectors, and for the Lincoln Club is the slab sided Lincolns of the 60s. These cars are forever intertwined with John F. Kennedy because of his personal use of them and of course, his untimely death while riding in one. But beyond that, they represent a seismic shift in Detroit thinking at the time, a milestone of automotive design and remain one of the most attractive American automobiles of all time.

Here is your opportunity to own a 1:18 scale model of one being offered by the Franklin Mint. This version is offered in a medium blue color, with matching two tone interior. Made of over 145 individual parts, this model offers a highly detailed 430 cubic inch engine, opening doors, hood and trunk. And an interior that captures the beauty of the original Elwood Engel designed masterpiece, right down to the wood grain accents on the dash, steering wheel and door panels. This outstanding example is authentic in every detail, right down to the stainless steel moldings sitting atop the fender peaks running the full length of the car. There is also a removable convertible top, enabling the car to be shown either top up, or top down depending on your preference.

The price for this diecast is \$69.99 plus shipping and can be had by ordering over the internet at www.fairfieldcollectibles.com or by calling **1-800-964-8908**.

As always, we will try to keep you updated with the latest Lincoln and Continental diecasts as they become available. Great for your office. Great gifts for the Lincoln enthusiast.



Lincoln & Continental Owners Club

Membership Application

(Membership is January 1 through December 31)

Name _____

Spouse _____

Address _____

City _____

State _____ ZIP _____

e-mail address _____

Home Phone (____) _____

Work Phone (____) _____

____ Renewal ____ New Member

Your National LCOC number _____

Automobile Registry:

#1) Year _____
Model _____

Body Style _____

#2) Year _____
Model _____

Body Style _____

#3) Year _____
Model _____

Body Style _____

#4) Year _____
Model _____

Body Style _____

Please Note: According to the Bylaws of our National Club, you must be a member of the National LCOC in order to belong to the North Texas Region, or any other region. Please mail this completed application and your check for **\$25.00** to:

Lana Hill
North Texas LCOC
529 Dunn Court
Grapevine, TX 76051



Little things count big...

That's the most important thing in the world. To the young boy, who's dreamed the magic of which, there's nothing more important than his shiny, new bicycle. And you can see his bright, particular who also it for him!

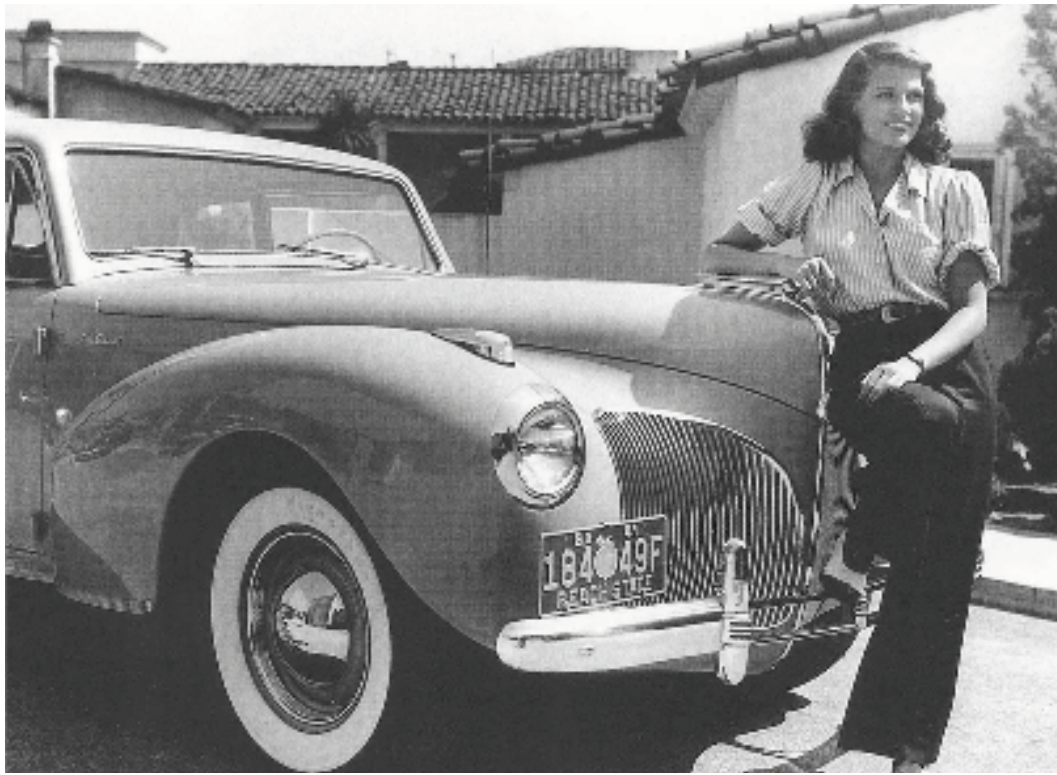
Such a simple thing as oiling or lubricating your car regularly is truly important, too. At Ford Dealers, lubrication is a Ford specialty. And with your car with the lubrication,

your Ford service man is trained to check a lot of little things that count big... such things as the condition of your engine and your shock absorbers and the ones as you drive to make sure they're running right.

Little things, it's true... but they make a big difference in protecting your car investment—and the investment of your Ford Dealer in the future of his business. And neither just means why...

You're in good hands at your Ford Dealer's

Ford Division of Ford Motor Company—Fifty Years Forward on the American Road



ANSWERS TO THE TRIVIA QUIZ

1. France
2. 15 Million
3. Differential
4. In a flying accident
5. Ferdinand Porsche
6. Citroen
7. Jaguar
8. Benz
9. BMW
10. Hispano Suiza
11. BMW
12. Chitty Chitty Bang Bang
13. Jack Brabham
14. Rubber Soul
15. Jessica Tandy
16. Detroit
17. Daimler
18. Thomas Edison
19. Back to the Futurre
20. Carburetor

NO TX LCOC OFFICERS:

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BOARD OF MANAGERS:

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Wayne Orr 2010

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CHECK OUT THE WEBSITE AT www.lcoc.org