

Concept, Design, and Building the Continental Mark III Continuing the Tradition



Ernest & Judith Herrmann, Jr., Peoria, Illinois won the William Clay Ford Trophy with their 1969 Continental Mark III at the 1996 Eastern National Meet in Asheville, North Carolina

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.

Once again, we have dipped back into the archives and pulled out a very interesting article about the Mark III. Written by Buzz DeClerck and carefully edited by Tim Howley, it originally appeared in the March/April 1998 issue of Continental Comments. It is noted that the Mark III was honored at the Eastern National Meet and covered extensively in this particular issue of Comments. The Mark III is such a fine car in many respects and filled an important position in the market place. Subsequent models, the IV, V, VI, VII and finally the Mark VIII were all appreciated by their first owners and as great collector cars in the following years since their introduction. The last of the Mark series rolled off the assembly line in 1998. Sales of luxury sport coupes had fallen to the point where it was no longer possible to sustain production. Perhaps, someday, we will see another Mark as a Lincoln halo car. One can only hope.

The Lincoln Continental Mark III was introduced in mid-year 1968 as a 1969 model year car. The automotive press panned it. The buying public loved it. Soon after its introduction, dealers were reporting backorders in some parts of the country of up to a year. This is one case where the buying public was smarter than the press. The problem with the press was one of perception. The benchmark set by the Mark II of some 15 years earlier led some to expect something different from the Mark III was ever intended to be.

The Mark II and the Mark III were different cars designed to appeal to different markets. The Mark II was a \$10,000 car in 1956 that was intended to be a rolling public relations piece

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Trivia from the Internet



Eddie Albert
American Actor
1906 - 2005

Edward Albert Heimberger (April 22, 1906 - May 26, 2005) was an American actor and activist. He was twice nominated for the Academy Award for Best Supporting Actor; the first nomination came in 1954 for his performance in *Roman Holiday*, and the second in 1973 for *The Heartbreak Kid*. Other well-known screen roles of his include Bing Edwards in the *Brother Rat* films, traveling salesman Ali Hakim in the musical *Oklahoma!*, and the sadistic prison warden in 1974's *The Longest Yard*. He starred as Oliver Wendell Douglas in the 1960s television sitcom *Green Acres* and as Frank MacBride in the 1970s crime drama *Switch*. He also had a recurring role as Carlton Travis on *Falcon Crest*, opposite Jane Wyman.

Edward Albert Heimberger was born in Rock
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Editors Message

March 2021

Dear friends and Gentle Readers:

We are in the downhill stretch of winter. While we have had some cold days, it could have been a lot worse. The Northwest part of the country has seen lots of snow in the Seattle area and rain almost every day in Portland and the surrounding territory. Of late, Texas has come up short all the way around. Snow, ice, and record cold have played havoc on the infrastructure, supplying most of the state with power, clean water, and natural gas. And the East Coast has not escaped untouched either. They, too, have been clipped by heavy snows, rain, and sleet. Maybe, living in Minnesota is not so bad after all. At least we have the machinery in place to deal with what Mother Nature passes down to us. In a couple of weeks, we will once again transition to "Daylight saving time." This once-a-

year event will take place on March 14. Daylight will be with us till 7:18 p.m., at least for those of us who live in the Minneapolis, Minnesota, area. We should see some nice weather toward the end of March, probably not quite nice enough to take one of the older cars out, but at least it will help put us in the right frame of mind for what surely will take place in April, no fooling, for sure.

We took a trip down memory alley for this month's feature article. This is what will happen when no one sends me interesting articles for our newsletter. You will have to put up with what Olga thinks is interesting and what her dad can scan, reformat, and stuff into the newsletter. I really wish that I could have a nice article about an all-new Lincoln sedan or a new Mark (something or other) sport coupe. While the Lincoln Sport Utilities and nice vehicles, and I can personally attest to that, they just are not as exciting to most of us who grew up with Continentals, Town Cars, and Marks. Perhaps Lincoln will take one of the Mustang Mach E coupes and re-body it as a new Mark. They might not sell a lot of them, but I am sure most Lincoln dealers would welcome one elegantly reposing

on their show floor. As Lincoln did 50 years ago with turning a Tbird into a Mark III, it might just have a good seller on their hands. God forbid that happening.

The vaccination gods were smiling down on me this past March. Early one Monday morning, I hit the Allina health care site. I was able to score an appointment for the first shot at



Olga is out in my back yard sampling some of the fresh snow that came overnight. Her forebears came from northernmost Russia, so she is genetically imprinted with natural liking of snow and cold.

1:40 p.m. on a Wednesday afternoon at the Sister Kenney Rehab facility in Golden Valley, about 20 miles North of Burnsville. I got there a little early and was put in line to register; they had five registration spots open. I got the paperwork and waited another five minutes or so, and got the shot. They had about 10 RNs giving shots. No-fuss, no pain, another 15 minutes of waiting, and I received a shot card with the appointment day and time (21 days later). Now, I have that done with

and hopefully have some degree of immunity from this terrible disease that has taken so many of us. I hope that many of you will be able to get your shots soon and will also have some degree of protection from the Covid Virus.

If you have a moment, stop by and visit with our good friends at Lincoln of Bloomington. See the Lincoln Corsair and the Nautilus, both outstanding SUVs, and I think you would be happy with either one of them. Both have the latest features available, and they ride and drive just like their big brothers, the Aviator and the Navigator, but for much less money. And as a Lincoln club member, you are eligible for the "X-Plan" discount. While it is not like winning the lottery, it does knock some money off the final price. The seating is good in both of these vehicles, and you can easily cover many miles in a single day, in absolute comfort and style. See the folks at Lincoln of Bloomington and tell them you are a member of the Lincoln Club. You will be treated with kindness.

Till next month...

David and Sweet Olga, the Samoyed...

Directors Message by Bob Johnson March 2021

(Continued from page 2)

Island, Illinois, on April 22, 1906, the oldest of the five children of Frank Daniel Heimberger, a real estate agent, and his wife, Julia Jones. His year of birth is often given as 1908, but this is incorrect. His parents were not married when Albert was born, and his mother altered his birth certificate after her marriage.

When he was one year old, his family moved to Minneapolis, Minnesota. Young Edward secured his first job as a newspaper boy when he was only six. During World War I, his German name led to taunts as "the enemy" by his classmates. He studied at Central High School in Minneapolis and joined the drama club. His schoolmate Harriet Lake (later known as actress Ann Sothorn) graduated in the same class. Finishing high school in 1926, he entered the University of Minnesota, where he majored in business.

When he graduated, Albert embarked on a business career. However, the stock market crash in 1929 left him essentially unemployed. He then took odd jobs, working as a trapeze performer, an insurance salesman, and a nightclub singer. Albert stopped using his last name professionally, since it invariably was mispronounced as "Hamburger". He moved to New York City in 1933, where he co-hosted a radio show, *The Honeymooners - Grace and Eddie Show*, which ran for three years. At the show's end, he was

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Nelson's, Bob Roth, David Gustafson, Videen's, Wothe's, Syrdal's, and Wylie's, who have gotten first shot.

With all the information available on what you now can do after receiving the vaccine, it still looks like wearing a mask and social distancing and staying away from large inside groups is still needed.

We are getting closer to spring, but don't tell anyone in Texas that. My friends living in Texas say it is a living hell with no power and now no water. We are a spoiled generation of people; we don't want to pay for the extremes that Mother Nature can do to us. Winterization of utilities looks like to be the leading cause of power and water grid failures in Texas. Here in Minnesota, the land of the tundra, our utilities have withstood the test of Mother Nature. We have had one power outage for 20 minutes, but we did have a furnace failure that required a service call to fix. We do not leave our house unattended anymore to go south; it just is not worth it. If we do in the future, we will shut off the power and drain all the water systems. This is really a tough year; hunkering down and being a hermit does have its advantages if you can live with the boredom. It is tolerable if you have a wife like Mary; she has to be a saint for putting up with me. See, it is a brutal winter here in Shafer. I'm rambling again. Staying in Minnesota this winter does have advantages? Only 40 days till April 1 for a Dave Gustafson spoof.

North Star membership renewals are 83 renewed out of 138 sent out; Matt Foley reported February 15. Harald Julesrud wrote that he sold his only Lincoln. Instead of renewing his membership, he has gifted a membership to Ben Velten, Sioux Falls, South Dakota, the man who purchased his 1989 Town Car. That is an excellent way of keeping your Lincoln in the club when you sell it. Welcome aboard, Ben Velten.

IT IS YOUR CHOICE virtual, live, or both car shows *** The 2021 eight annual Lincoln Homecoming at Hickory Corners, Michigan, will celebrate and feature two Lincoln Car Shows. The first will be a virtual Lincoln car show, vlmcmhomecomingmeet.cornerstonereg.com/, which will extend from April 1 to July 28.

For the virtual show, your car can be displayed for five months if you enter now. It will have its own People's Choice awards by decade, voted on by all persons registered for the virtual car show. The virtual car show will not be canceled because of COVID, and you can enter this show if that is all you want to do. If you are going to do both the Virtual and Live car shows, only pay a \$25 fee when you register your Lincoln for the Virtual Car show: then when you register for all the Live car show activities, leave the \$25 car fee blank. (only pay the car fee if you did not do the virtual car show and want to enter the live car show only).

The second event will be the live one---the annual Homecoming at the Lincoln Motor Car Heritage Museum in Hickory Corners, Michigan. August on 12-15. The live show will also have People's Choice awards by decade. All Lincolns registered for the virtual car show will also be registered for the live car show for the one price of \$25; one registration for two car shows. The 2021 Homecoming theme is "Marks Through the Ages," which will recognize all Lincoln Continental Marks, from the first in 1940 to the Mark VIII. Although Continental Marks will be the feature in 2021, Lincolns from all eras are welcome. You do not have to be a member of any Lincoln car club to enter; you may enter your own much-loved Lincoln in either the 2021 virtual or on-site show.

Our Facebook presence continues to grow, with likes up to 348 persons. Please check our Facebook page and contact Jay White if you have any suggestions about more Facebook items.

Have you thought about writing a Pride and Joy article about your Lincoln? Dave needs your article about your Lincoln; please help him out.

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

Bob and Mary Johnson

Board Of Directors - 2021

Title	Name	Phone Numbers	email	Term Ends
Regional Director	Bob Johnson	H(651)257-1715	arborbob41@aol.com	2021
Secretary	Roger Wothe	H(952)473-3038 O(952)583-5339	rwothe@gmail.com	2022
Treasurer	Matt Foley	C(612)280-4930	mcfoley@earthlink.net	2022
Activities Director	Jay White	H(612)559-3219	jay@jwhiteandassoc.com	2021
Director	Bob Roth	H(763)475-1429		2021
Publications/ Membership	Dave Gustafson	H(952)435-1919	davidwgustafson@att.net	2022
Director	Tom Brace	H(651)644-1716	trbrace@comcast.net	2022
Director	Bill Holaday	H(763)402-1171	bill.holaday59@gmail.com	2020
Director	Jeff Eisenberg	(612)521-3537	Jeff.eisenberg@libsontruck.com	2020
Director	Dave Heeren	(952)469-3647	dheeren41@hotmail.com	2022

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

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

Mark III continued...

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for the Ford Motor Company. Initially, it was purchased by movie stars, political figures, and corporate heads.

The Mark III appealed to an upwardly mobile middle class. The Mark III made money for Ford Motor Co. — something the Mark II never did.

The Mark III deserves credit, more than any other car, for Lincoln's current success in the marketplace. There are less than 25 years separating the Mark III and the Mark VIII. Even in that short span of time, however, it's become generally accepted that, but for the success of the Mark III, the Mark Series would now be a memory.

It should also be pointed out that the Mark II was never built by the Lincoln Division, which at that time was separated from the Mercury Division and the short-lived Edsel Division. The Mark II was built by the separate Continental Division, and nowhere does the name Lincoln appear on this car except on the wind-shield washer bottle.

The first Lincoln with the name Continental Mark III was built as a 1958 model. For many years Lincoln tried to forget that Mark III. The story of the "second generation" Continental Mark III also begins in 1958, not with the Lincoln, but with the four-passenger Thunderbird. Robert McNamara's decision to discontinue the two-passenger Thunderbird (1957 production: 21,380), and in 1958, to build a four-passenger personal luxury Thunderbird, was very successful. Almost 38,000 Thunderbirds were built in 1958, and by 1960, annual sales were over 92,000. The success of the four-passenger T-Bird personal luxury car was not lost on Ford Motor Co. — or the competition.



George & Shirley Richards won the William Clay Ford Trophy with their 1971 Continental Mark III at the 1997 Western National Meet.

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Northstar Monthly Board Meeting Minutes

February 4, 2021

BOARD OF DIRECTOR'S MEETING

The meeting was called to order via a conference call by Regional Director Bob Johnson at 6:30 p.m. Board members attending the conference call were Bob Johnson, Dave Gustafson, Tom Brace, Bob Roth, Jay White (Colorado), Matt Foley, Bill Holaday, Jeff Eisenberg, and Roger Wothe which included all of the Board members. There were no visitors. The minutes of the previous meeting and the agenda of this meeting were approved.

DIRECTOR'S REPORTS

Regional Director Bob Johnson reported on the status of the Coronavirus COVID-19. A few people are reportedly not wearing face masks and do not follow the rules which have been established. So far, 63 members of the North Star Chapter have renewed their membership by paying their dues. Bob reinforced the idea that the newsletter should remain to help keep up interest in the club. The 2021 Lincoln Homecoming is still planned for August 12-15, 2021. The Homecoming planning is now in process, and the registration information will be available near the end of March 2021. A Virtual Car Show is also being planned, and the login will be: vlmcmhomecomingmeet.cornerstonereg.com. The 2021 Western National Meet scheduled for Palm Springs, California, has been canceled until May 2022. The 2021 Eastern National Meet scheduled for Morgantown, Pennsylvania, for June 9-12 has been moved to October 20-24, 2021. The 2021 Mid-America National Meet in Springfield, Illinois, is still scheduled for September 15-19, 2021.

Activities Director Jay White reported that Facebook "likes" are now at 348.

Treasurer Matt Foley reported that the treasury balance is \$3,146.98 with all bills paid.

Membership and Publications Director Dave Gustafson announced that paid membership renewal is 63. He desperately needs more "My Pride and Joy" articles.

The meeting was adjourned at 7:10 p.m. The next meeting will be via a conference call Thursday, March 4, at 6:25 p.m.

Respectfully submitted by Secretary Roger Wothe.

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offered a film contract by Warner Bros.

In the 1930s, Albert performed in Broadway stage productions, including Brother Rat, which opened in 1936. He had lead roles in Room Service (1937-1938) and The Boys from Syracuse (1938-1939). In 1936, Albert had also become one of the earliest television actors, performing live in one of RCA's first television broadcasts in association with NBC, a promotion for their New York City radio stations.

Performing regularly on early television, Albert wrote and performed in the first teleplay, The Love Nest, written for television. Done live (not recorded on film), this production took place November 6, 1936, and originated in Studio 3H (now 3K) in the GE Building at Rockefeller Center (then called the RCA Building) in New York City and was broadcast over NBC's experimental television station W2XBS (now WNBC-TV). Hosted by Betty Goodwin, The Love Nest starred Albert, Hildergarde, The Ink Spots, Ed Wynn, and actress Grace Bradt. Before this time, television productions were adaptations of stage plays.

Albert landed the starring role in the 1938 Broadway musical The Boys from Syracuse, and met Burl Ives, who had a small role in the play. The two later briefly shared an apartment in

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More Mark III

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 the Beachwood Canyon community of Hollywood after Ives moved west the following year. Also in 1938, Albert made his feature-film debut in the Hollywood version of *Brother Rat* with Ronald Reagan and Jane Wyman, reprising his Broadway role as cadet "Bing" Edwards. The next year, he starred in *On Your Toes*, adapted for the screen from the Broadway smash by Rodgers and Hart.

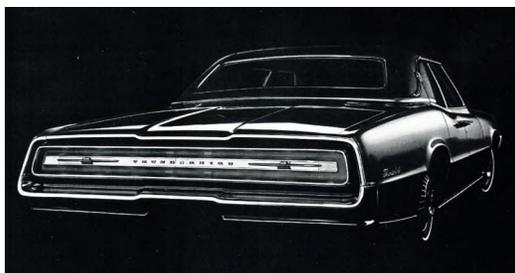
Prior to World War II, and before his film career, Albert had toured Mexico as a clown and high-wire artist with the Escalante Brothers Circus, but secretly worked for U.S. Army intelligence, photographing German U-boats in Mexican harbors. On September 9, 1942, Albert enlisted in the United States Coast Guard and was discharged in 1943 to accept an appointment as a lieutenant in the U.S. Naval Reserve. He was awarded the Bronze Star with Combat "V" for his actions during the invasion of Tarawa in November 1943, when, as the coxswain of a Coast Guard landing craft, he rescued 47 Marines who were stranded offshore (and supervised the rescue of 30 others), while under heavy enemy machine-gun fire.

During the war years, Albert returned to films, starring in ones such as *The Great Mr. Nobody*, *Lady Bodyguard*, and *Ladies' Day*,

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Thunderbird's four-passenger success was followed by other personal luxury cars — the '63 Buick Riviera, the '66 Oldsmobile Toronado, the '67 Cadillac Eldorado, and eventually the '69 Lincoln Continental Mark III. To varying degrees, each of these personal luxury cars borrowed their platforms, running gear, and some sheet metal from other cars in their manufacturer's inventories to become attractive upper-end cars built on the cheap with a huge profit margin in each sale. That's the secret of the Mark III. It was made from a contemporary Thunderbird in the same mold as the original Zephyr inspired Continental and, in the case of the Mark III, made lots of money for Ford Motor Co. In fact, Ford Motor Co. made over \$2000 a car on each 1969-71 Mark III it sold.



Above, the 1967 Thunderbird four door from which the Mark III was derived. Below, the competition, the 1967 Cadillac Eldorado.



The development of the personal luxury car was also a part of a larger phenomenon that took root in the 1960s when there was an explosion in the number of different cars built under the same brand name. By way of comparison, in 1950, there was one Ford passenger car/two series; by the mid-1960s, the Ford name was on a full-size car, the Falcon, the Fairlane, and the Thunderbird — all Fords. The same thing happened at General Motors. Although it had been done on a smaller scale in the past. By the 1960s, De-

troit accepted it as gospel that "niche" markets, if big enough, could dramatically increase corporate pride and profits. Today it is almost impossible to name all the separate passenger cars built in the last ten years with the Ford or Chevrolet name on them. These niche cars were, many times, cleverly disguised clones of some other car in their manufacturer's current inventory.

For Ford Motor Company, there was also a downside to the success of the four-passenger Thunderbird. Thunderbird cut into Lincoln's traditional market. The Lincolns of the 60s, although well-respected, weren't profitable in all years. Lincolns were slow sellers compared to other Ford products, including the Thunderbird. The four-passenger Thunderbird's success just made matters worse for Lincoln. Something had to change.

Lee Iacocca was the father of the 1969 Mark III. He pushed it; he shoved it, etc. Iacocca had his sights set on the Presidency of the Ford Motor Company. He was the one who gave the Mark III its identity and market niche. He saw a need for such a car, and at the same time, he saw a way to utilize unused production capacity at the Wixom plant when the Thunderbird would go back to separate body and frame construction in 1967.

Back in those days, the upper echelon, president, vice president, etc., all made a lot of money, if the company made a lot of money because bonuses went with the bottom line. There were bonuses paid into the millions. Iacocca made sure that the dust in every corner was there for a reason. It had to produce a lot of money.

With this background, it should come as no surprise that by the mid-1960s, the push was on for another Lincoln, in this case, a Lincoln personal luxury car. From the beginning, the proposed Lincoln personal luxury car was never meant to be a complete reincarnation of the Mark II. The Lincoln personal luxury car was meant to appeal to the same market that the Thunderbird had uncovered a decade earlier. Because of this, there was a built-in rivalry between the Lincoln-Mercury people and the Thunderbird people.

The Thunderbird people wanted to build a "Superbird," and they did not want a Lin-

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Mark III continued...

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as well as reuniting with Reagan and Wyman for *An Angel from Texas* and co-starring with Humphrey Bogart in *The Wagons Roll at Night*. After the war, he resumed appearing in leading roles, including 1947's *Smash-Up, the Story of a Woman*, opposite Susan Hayward.

From 1948 on, Albert guest-starred in nearly 90 television series. He made his guest-starring debut on an episode of *The Ford Theatre Hour*. This part led to other roles such as *Chevrolet Tele-Theatre*, *Suspense*, *Lights Out*, *Schlitz Playhouse of Stars*, *Studio One*, *Philco Television Playhouse*, *Your Show of Shows*, *Front Row Center*, *The Alcoa Hour*, and in dramatic series *The Eleventh Hour*, *The Reporter*, and *General Electric Theater*.

In 1959, Albert was cast as businessman Dan Simpson in the episode "The Unwilling" of the NBC Western series *Riverboat*. In the story line, Dan Simpson attempts to open a general store in the American West despite a raid from pirates on the Mississippi River who stole from him \$20,000 in merchandise. Debra Paget is cast in this episode as Lela Russell; Russell Johnson is Darius, and John M. Picard is uncredited as a river pirate.

The 1950s also had a return to Broadway for Albert, including roles in *Miss Liberty* (1949-1950) and *The Seven Year Itch* (1952-1955).

In 1960, Albert replaced Robert Preston in the lead role of Professor Harold Hill, in the Broadway pro-

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coln built on the same chassis and essentially the same body competing with it. The Mark III was at heart a Thunderbird clone, and that did not sit well with Ford management.

The design of the Lincoln personal luxury car was set by late 1965 when Henry Ford II approved its basic design. It did not have the classic grille or the spare tire hump on the trunk at that time, but it did by the time the final design was locked up in March 1966. When he saw the final clay, Henry Ford II told the designers he liked it so much he wanted to drive it home that night.

When the Wixom assembly plant was first opened in late 1957, it was not long before it was producing at capacity, largely because the Thunderbird was selling so well. That led to expansion of the Wixom facilities. By late 1966, when unibodies were being phased out, there was an excess in car building capacity at Wixom, and thus there was room to build a new car there, but it had to be a profitable new car. Thunderbirds and Lincolns were built at Wixom, and Thunderbird had a proven record of healthy profits. Lincoln did not.

Enter Lee Iacocca, fresh from the success of the Mustang and Maverick. In January 1965, Iacocca was made Ford Motor Company Executive Vice President for Cars and Trucks. He immediately went to work on the Pinto and just about anything else he thought would help in his quest for Ford Motor Co. Lee Iacocca's Presidency was ambitious. He didn't care how hard he had to push and whose toes he stepped on to get to the top. At about the same time, the all-new body style for the 1967 Thunderbird was being finalized. Although all prior Thunderbirds had been two doors, it seemed a profitable idea to extend the Ford passenger line once again — this time to include a four-door Thunderbird. If it sold well, the problem of excess capacity at Wixom might also be remedied. It did not sell well after the first year, 1967, but that fact was not known in 1965.

In 1965, Iacocca was concerned primarily with the potential with a market opening up for a Mark III type of car and unused assembly capacity in Wixom when Thunderbird would go back to separate body and

frame construction a year plus down the road. During the mid-1960s, Iacocca also felt that it was about time Lincoln-Mercury Division made a better profit. Iacocca sensed that too many upwardly mobile Ford owners were moving up to G. M. products. Although it should be pointed out that Mercury produced nearly 347,000 cars for 1965; Lincoln produced only 40,180. The Cougar and the Marquis represented Iacocca's initial effort to further increase the bottom line at Lincoln-Mercury. Iacocca was at the same time looking for something to bolster the bottom line for Lincoln. The Lincoln personal luxury car that became the 1969 Mark III was the answer Iacocca came up with.



1969 Mark III instrument panel.

In a 1979 interview, Bertil Andren, the engineer in charge of the project, told why the Thunderbird body was employed. He said, "At that particular time, the T-Bird had a four-door which had a (3 inch) longer wheelbase that was the real clue to the whole thing. They had gone to very deep pocket footwells. You had to step down into it. If we could just use the four-door body, we could just shove the rear seatback. Then we could rearrange the front end a little bit and raise the floor so you could have more of a flat floor instead of the pockets. Well, after much debate and so on, it was concluded that this really made a good package."

"As might be expected, the T-Bird people didn't want to have anything to do with it. So we said we were going to go through with it on our own. John Nevin was the product planner for the T-Bird for Ford, and they finally concluded that the package was so good that they would go for it, and that's how we got back together again. Otherwise, we would have had to get new floors and a new underbody. The reason that we got such

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Even more Mark III

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duction of *The Music Man*. Albert also performed in regional theater. He created the title role of Marc Blitzstein's *Reuben, Reuben* in 1955 in Boston. He performed at *The Muny Theater* in St. Louis, reprising the Harold Hill role in *The Music Man* in 1966 and playing Alfred P. Doolittle in *My Fair Lady* in 1968.

In the 1950s, Albert appeared in film roles such as that of Lucille Ball's fiancé in *The Fuller Brush Girl* (1950), Bill Gorton in *The Sun Also Rises* (1957), and a traveling salesman in *Carrie* (1952). He was nominated for his first Oscar as Best Supporting Actor with *Roman Holiday* (1953). In *Okla-homa!* (1955), he played a womanizing Persian peddler, and in *Who's Got the Action?* (1962), he portrayed a lawyer helping his partner (Dean Martin) cope with a gambling addiction. **Television series** He guest-starred on various series, including ABC's *The Pat Boone Chevy Showroom*, as well as the *Westinghouse Studio One* series (CBS, 1953-54), playing Winston Smith in the first TV adaptation of 1984, by William Templeton.

Albert had his own daytime variety program, *The Eddie Albert Show*, on CBS television in 1953. Singer Ellen Hanley was a regular on the show. A review in *Broadcasting* magazine panned the program, saying, "Mr. Albert with the help of Miss Hanley, conducts an interview, talks a little, sings a little and looks all-thumbs a lot."

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a good package was that we had a longer wheelbase, which we picked up from the T-Bird four-door. The entire outer structure, with the exception of the roof, was all unique. The inner structure was pretty much the same."

Iacocca already had an excellent working relationship with L. David Ash, one of the stylists credited with the design of the incredibly successful 1964 1/2 Mustang that had made Iacocca a legend. As a result of Ash's success with the Mustang, Iacocca talked Design Center head Gene Bordinat into giving Ash his own styling studio, which Ash named the Special Development Studio. The Special Development Studio was set up in direct competition with the Ford and Lincoln-Mercury design studios and, at times, the Advanced Design Studio. Iacocca liked to have stylists competing with each other on various car designs and three competitors were thought to be better than two. Ash was now answerable only to Gene Bordinat and Lee Iacocca. One of the people Bill Ford, titular head of the Design Studio, and Bordinat wanted Ash to hire as a stylist in his new studio was John Reinhart, the designer of the Mark II, who had just lost his job at U.S. Steel. If Reinhart had not turned down the job because he did not want to get back into the "rat race," the designer of the Mark II, John Reinhart, would have been the executive stylist on the Mark III project. Instead, Don Kopka, the designer of the tall tail finned '57 DeSoto, departed Chrysler and became executive stylist in Ash's Special Development Studio.

Iacocca visited Ash's studio often. In fact, he practically lived there. Even though competition was the rule of the day and the very reason Ash had been set up in his own studio, Iacocca initiated the Lincoln personal luxury car exclusively in Ash's studio because he trusted Ash's abilities and because of the successful working relationship he had already built with Ash. In a nutshell, Iacocca liked working with Ash. Iacocca claims that the early HV-12 Continental, with its long hood/short deck, was his inspiration for the Mustang, so it's not surprising that the same general idea was followed on the Lincoln personal luxury car.

Originally, the Lincoln personal luxury car, which was Lincoln's answer to Ford's Thunderbird, was meant to fit between the Mercury Marquis and the Lincoln Continental in the Lincoln-Mercury line-up. The Lincoln personal luxury car was not initially intended to be a new top of the line product.

It was meant to be a lesser priced Lincoln ranking just below the top of the line Lincoln Continental. When it became apparent that Cadillac was going to introduce a top of the line personal luxury car called the Eldorado, the yet unnamed Lincoln personal luxury car was quickly changed to be in direct competition with it as the top of the line model Lincoln.

Even though the four-door Thunderbird platform provided for a more distinctive-looking Continental than the two-door, there were still problems of identity. The first big problem was the doors. It was very difficult to disguise the Thunderbird look without changing the doors. After much effort and frustration, it was decided to do new doors, not simply re-skin the Thunderbird. It was now sufficiently different looking than the Thunderbird, but it was otherwise blah — and both Iacocca and Ash recognized that fact.

It has long been contended that the classic grille and the hump on the trunk were Iacocca's ideas. I personally believe these ideas came from someone in styling working under Ash.* I think that Iacocca was stealing the thunder here. He may have seen these ideas on some styling sketches and then directed them to be incorporated on the clay model. When Iacocca saw the clay model with the Rolls-Royce type of grille and the spare tire hump on the trunk, he was wildly enthusiastic. After that, the upper back panel, behind the rear window, was raised by two inches to give the car a hunched look, disguising it even further from the Thunderbird.

However, in a 1979 interview, the late David Ash pointed out that the radiator was not a direct copy of the Rolls-Royce. He said, "It is certainly like the Rolls-Royce, but it is not a copy because if you look at the Rolls-Royce radiator shell, you will see that all of the planes are absolutely flat. The Mark III radiator shell is actually a welded up assembly; the front is set at an angle, and so forth. I've heard of it being talked about as a Rolls-Royce radiator shell, but actually, many classic cars had that general type, including some Lincolns. If you wanted to rationalize it, you could say it was an adaptation of earlier classic Lincoln radiator shells."

With the exception of the grilles on the Rolls-Royce and Bentley, the Mark III grille was the most costly used to that time on a modern production car. It was a complex zinc die-casting given extra care in buffing (and washing) in all stages: bare metal, copper

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Beginning June 12, 1954, Albert was host of *Saturday Night Revue*, which replaced *Your Show of Shows* on NBC. The 9:00-10:30 pm (Eastern Time) program also featured Ben Blue and Alan Young and the Sauter-Finegan Orchestra.

In 1962, Albert appeared as Cal Kroeger on the TV western *The Virginian* in the episode titled "Impasse." In 1964, Albert guest-starred in "Cry of Silence", an episode of the science fiction television series *The Outer Limits*. Albert played Andy Thorne, who along with his wife Karen (played by June Havoc), had decided to leave the city and buy a farm (a recurring theme in Albert's career). They find themselves lost and in the middle of a deserted valley where they come under attack by a series of tumbleweeds, frogs, and rocks.

Green Acres In 1965, Albert was approached by producer Paul Henning to star in a new sitcom for CBS called *Green Acres*. His character, Oliver Wendell Douglas, was a lawyer who left the city to enjoy a simple life as a gentleman farmer. Co-starring on the show was Eva Gabor as his urbanite, spoiled wife, Lisa. The show was an immediate hit, achieving fifth place in the ratings in its first season. The series lasted six seasons with 170 episodes.

Switch After a four-year-absence from the small screen, and upon reaching age 69 in 1975, Albert signed a new contract with Universal Television, and starred in the popular 1970s

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Mark III continued..

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plate, zinc plate and,, finally chrome. Whereas most grilles at that time may have cost the factory \$15 to \$20, the Mark III grille came closer to \$200.

*** editor's note:** *The Continental Mark III grille was originally done by Buzz Grisinger, who was head of Lincoln-Mercury styling. It was done for the 1965 Mercury. According to Grisinger, Iacocca had him change the '65 Mercury grille, took the idea for the '69 Mark III, and never gave him, Grisinger credit.*

Lengthening out the hood, for the classic Continental long hood/short deck look almost didn't make it into production. Chief Engineer for Lincoln-Mercury Division, Bert Andren, wanted four inches chopped off the front overhang for better weight distribution. Ash refused to do this for aesthetic reasons, and he was backed up by Bordinat and Iacocca.

The frame was the same perimeter type of frame that Thunderbird had gone to in 1967. In the four-door version, it had a wheelbase of 117.2 inches. The engine was Ford's new 460 cid Continental V-8. This engine was developed primarily to cope with increasing pollution restrictions, especially in California, and Ford's improved combustion emission control system was an integral part of it. Better breathing and a new four-barrel carburetor were designed for emission control up to legal standards without the use of auxiliary air pumps.

To further set the car apart from the Thunderbird, Iacocca had the engine blocks, cylinder heads, crankshaft, camshaft, and, of all things, the water pump body, magnafluxed. The ones that showed the best stress lines were moved over to the side and were ticketed for the Mark engine line. Then they would take a piston, pin, connecting rod, insert and ring assembly and get eight of them weighing within a gram of each other, and that would go in one Mark III engine. The balanced, blueprinted engine for the 1969 Mark III developed 425 horsepower, not 365 which, was the rated horsepower for that car. By 1970, these Mark III engines were no longer balanced and blueprinted. The true horsepower was now cut down to 390. For 1971 the true horsepower was cut down to 365, where it had been rated all along. To this day, the '69 will outperform the '70 and '71 hands down.

Iacocca is the father of the 1969 Conti-

mental Mark III and deserves credit for conceiving it, determining what it would look like, and pushing it through to completion. Even though he was not a designer, he was personally involved, almost on a day-to-day basis, with the Mark III's conception, design, production, and marketing. Iacocca had a keen automobile sense. He knew what would sell and where the market was. Others may have jumped on the bandwagon after its success, but the success of the Mark III was due almost entirely to Lee Iacocca. Except for Lee Iacocca's attention and persistence, there would have been no 1969 Continental Mark III.

David Ash had a habit of naming the cars he designed with personal code names. Ash then named the new car "Lancelot" from the Arthurian legend. Ash also designed a hood ornament, which was a combination of the Continental star and a knight's sword. At about that time, Ralph Nader was complaining loudly about hood ornaments that could impale people in pedestrian-car accidents. The use of a sword in an upright hood ornament was considered too much of a provocation and the, Mark III was thus built without a hood ornament.

The Lincoln personal luxury car was approved for production with the name Lancelot but subject to the understanding that the name was only temporary. Iacocca later changed the name to the Lincoln Continental Mark III, a decision everyone agreed was the correct one, even though it rewrote history by ignoring the '58 Mark III. After approval was given to build the Mark III, \$30 million, a modest sum even in those days, was allocated for engineering and production costs.

As late as Spring 1967, it was reported in trade magazines that some thought was being given to building the new Lincoln personal luxury car (By that time being referred to as the Mark X.) with a type of drive train that would compete with the Eldorado's front-wheel drive. It was proposed to run the prop shaft along the frame structure on the passenger side as a cheap way to give the car a flat front floor to match Cadillac Eldorado's front-wheel drive. The use of constant velocity U-joints with a belt-driven transmission mounted next to the engine was proposed. A 1968 concept car, the Ford Techna, was built with a similar offset pow-

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Mark III continued...

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adventure/crime drama *Switch* for CBS, as a retired police officer, Frank McBride, who goes to work as a private detective with a former criminal he had once jailed. In its first season, *Switch* was a hit. By late 1976, the show had become a more serious and traditional crime drama. At the end of its third season in 1978, ratings began to drop, and the show was canceled after 70 episodes.

Television specials Eddie Albert appears in a number of television specials. His first was the 1956 made-for-television NBC documentary *Our Mr. Sun*, a Bell Telephone-produced color special. Directed by Frank Capra, it blends live action and animation. Albert appears with Dr. Frank Baxter, who appears in several other Bell Telephone science specials.

Later work In 1971, Albert guest-starred in a season-one *Columbo* episode called "Dead Weight", which also featured guest star Suzanne Pleshette, as a highly decorated retired US Marine Corps major general, and combat war hero from the Korean War, who murders his adjutant to cover up an illegal *quid pro quo* contracting conspiracy scheme.

In 1972, Albert resumed his film career and was nominated for an Oscar for Best Supporting Actor for his performance as an over-protective father in *The Heartbreak Kid* (1972), and delivered a memorable performance opposite Burt Reynolds as an evil prison

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er train layout, but it was decided not to try such a radical new system on the top of the line Continental Mark III.

It was always planned that any new Lincoln personal luxury car would be built at the Wixom Assembly Plant. As indicated above, the only way that it was economically feasible to produce such a car was to borrow heavily from the platform, running gear, and body structure of the current production Thunderbird already being produced at Wixom.

The Wixom Assembly Plant was specifically built to make unibody Lincolns and Thunderbirds, and between late 1957 and late 1966, only unibody cars were built at Wixom.

For many reasons, Ford Motor Company came to the conclusion that big unibody cars weren't easy or as profitable to build as body/frame cars. Lincoln, starting with the 1970 model, returned to separate body and frame construction, and by the end of the 1969 Lincoln Continental model year, there were no more unibodies built at Wixom, at least for a while. Presently, Mark VIII and Continentals, but not Town Cars — all built at Wixom — are unibody construction.

Lots of alterations were necessary at Wixom when the Thunderbird changed back to separate body and frame construction for the 1967 model year. The biggest change was the installation of an old fashioned, but updated frame assembly line and a floor-mounted chassis assembly line. With unibodies, because the "frame" of the car, so to speak, is built into the body, the only "frame" related subassembly lines necessary were for the front and rear suspensions.

The assembly line procedures used for construction of separate body and frame cars are basically all the same. On the Thunderbird and the Mark III, frames were assembled upside down, but once the suspension and rear axle assemblies were attached, the chassis was flipped over and then mounted on another conveyor for additional assembly. The completed chassis was then lowered to a chassis finish assembly line so the engine and the drive train could be installed. That procedure completed, the chassis was hoisted to an overhead track, and thereafter came the body drop. Once the body drop was completed, the Thunderbird and the Mark III were finished up on the trim line.

The chassis and body assembly lines at

Wixom accommodated both the Thunderbird and Mark III on the same lines. Thus, the same workers on the chassis and body assembly lines built Thunderbirds, Lincoln Continentals, and Mark IIIs as they came down the same line.

Although most sub-assemblies used on the Thunderbird and Mark III were fabricated on the same sub-assembly lines, some Mark III sub-assemblies including, the rear quarter panels and the uniflow ventilation system, were so different they had to be fabricated on separate subassembly lines in other parts of the Wixom plant.

Before the body drop, all the cars built at the Wixom plant (the Thunderbird, Lincoln Continental, and Mark III) were painted in the same general operation. They all got an electroplate process, two coats of primer and three-color coats, and they all went down the same line together.

After the painting procedures were completed, the Mark III received special polishing treatment not given the Lincoln Continental or the Thunderbird. The Mark III was built with more care and attention than the Thunderbird. Insulation in this car is much more extensive than in the Thunderbird. The engine was not shared with the Thunderbird. The transmission was Lincoln's Select-Shift Turbo-Drive, but shift points were tailored specifically to this car.

Additionally, the Mark III had heavier suspension and more suspension refinement than the Thunderbird. Moreover, wheels, axles, suspension arms, springs, and shocks were rubber isolated. No continuous path through steel was left open from the frame to the passenger compartment. While the cowl section and instrument panels of the Thunderbird and Mark III were identical, the outer instrument panel of the Mark III was entirely different and much better detailed than on the Thunderbird. Finally, there was much greater attention to detail in trim and upholstery. For example, Hermann Brunn was brought in for the upholstery. He was the son of the famous Brunn of classic body building fame in the '20s and '30s. He was so meticulous that if he found one little fault that could be corrected, he would go into a rage, and they would rebuild the whole seat, door panel, carpet, etc. I would say there was at least twice the amount of care on the Mark III interior soft material as

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More Mark III

(Continued from page 10)

warden in 1974's *The Longest Yard*. In a lighter vein, Albert portrayed the gruff though soft-hearted Jason O'Day in the successful Disney film *Escape to Witch Mountain* in 1975.

Albert appeared in such 1980s films as *How to Beat the High Cost of Living* (1980), *Yesterday* (1981), *Take This Job and Shove It* (1981), *Rooster* (1982 television film), and *Yes, Giorgio* (1982), and as the US President in *Dreamscape* (1984). His final feature film role was a cameo appearance in *The Big Picture* (1989). He also appeared in many all-star television miniseries, including *Evening in Byzantium* (1978), *The Word* (1978), *Peter and Paul* (1981), *Goliath Awaits* (1981) and *War and Remembrance* (1988). In the mid-1980s, Albert was reunited with longtime friend and co-star of the *Brother Rat* and *An Angel from Texas* films, Jane Wyman, in a recurring role as the villainous Carlton Travis in the popular 1980s soap opera *Falcon Crest*. He also guest-starred on an episode of the '80s television series *Highway to Heaven*, as well as *Murder, She Wrote*, and in 1990, he reunited with Eva Gabor for a *Return to Green Acres*.

Hollywood Blacklist

Eddie Albert's wife, Mexican actress Margo, was well known in Hollywood for her left-wing political leanings., but she was not a member of the Communist Party. In 1950, Margo and Albert's names were both published in "Red Chan-

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on the Lincoln Continental and Thunderbird. I also mentioned earlier the extra care that went into the engines. The same was true of nearly everything throughout the car. Several years later, problems developed with quality control, especially during the time the Mark V was built, but there do not appear to have been any unusual quality control problems with the assembly of the Mark III.

Published figures uniformly claim there were a total of 79,381 Mark IIIs produced over a very profitable three and one-half year production run. Figures from Jack Reynolds, plant manager of the Wixom plant at the time, are slightly different. He claims that total Mark III production was 79,648. It has also been reported that the first production Mark III rolled off the Wixom assembly line March 3, 1968. According to Mr. Reynolds, between February 20 and February 28, 1968, at least seven Mark IIIs were produced. At least three of those seven cars were built twice. Since all seven of those cars were sold, the correct day for the start of production is probably February 20, 1968. That first car, serial number 800001, may have been saved for a while and later delivered to Kar Kraft for conversion to the 1969 show car, the Mark III Dual Cowl Phaeton, which is now alive and well in the hands of a collector in Puerto Rico. (The builders of the Dual Cowl Phaeton claim they put the serial number on one of the early Mark IIIs.)

It is interesting to note that while sales of the Mark III went up every year, sales of the Thunderbird four-door went down. With the addition of the four-door, Thunderbird production was about the same for 1967 as for 1966-- nearly 25,000 four doors and nearly 43,000 two doors, or about 69,000 total. Production of the Thunderbird four-door was down to just under 22,000 for 1968, 15,650 for 1969, 8,401 for 1970, and finally 6,553 for 1971, after which it was discontinued. Compare this to the Mark III. 1968-69 production was 30,858; that was for one model year but two production years. 1970 production was 21,432, and 1971 production was 27,091. By any measure, the car was an unqualified success and remains so as a collector car today.

Events of 1969

What happened in 1969 Major News Stories include The Beatles' last public performance, on the roof of Apple Records, First Concorde test flight is conducted In France, Boeing 747 jumbo jet makes its debut, Pontiac Firebird Trans Am the epitome of the American muscle car is introduced, Woodstock attracts more than 350,000 rock-n-roll fans, Members of a cult led by Charles Manson murder five people, Chappaquiddick Affair Senator Edward Kennedy, PBS Established, The first man is landed on the moon on the Apollo 11 mission by the United States and Neil Armstrong and Edwin 'Buzz' Aldrin became the first humans to set foot on the Moon.

Cost of Living 1969

How Much things cost in 1969

Yearly Inflation Rate **USA** 5.46 %

Yearly Inflation Rate **UK** 5.6%

Year End Close Dow Jones Industrial Average 800

Average Cost of new house \$15,550.00

Average Income per year \$8,550.00

Average Monthly Rent \$135.00

Average Cost New Car \$3,270.00

Toyota Corona \$1,950.00

Gas per Gallon 35 cents

Alarm Clock from Westclox \$9.98

Apollo 10 Mission

NASA's Apollo 10 space mission launched and landed successfully during May. The 3-man crew consisted of Thomas P. Stafford (the Commander), John W. Young (the Command Module Pilot), and Eugene A. Cernan (the Lunar Module Pilot). The flight was a test run for the first Moon landing which took place 2 months later. The Apollo 10 mission successfully tested all aspects of a lunar landing except the actual landing. The crew conducted a lunar orbit and lunar descent to about 9 miles from the surface, a rendezvous and docking with the command module, tested various systems, and conducted transmissions back to Earth. The mission completed all objectives and returned to Earth after 8 days.

Moon Landing

The first man is landed on the moon on the Apollo 11 mission by the United States and Neil Armstrong and Edwin 'Buzz' Aldrin became the first humans to set foot on the Moon. and the famous words **"That's one small step for man, one**

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More events of 1969

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nels," an anti-Communist pamphlet that sought to expose purported Communist influence within the entertainment industry.

By 1951, those identified in "Red Channels" were blacklisted across much or all of the movie and broadcast industries unless they cleared their names, the customary requirement being that they testify before the House Un-American Activities Committee.

Additional hearings in 1951-52 generated the bulk of the blacklist, which was then used by the industry on both coasts to control who was hired. In addition, the 1950 publication "Red Channels" listed 151 suspects, and hearings on a smaller scale continued through the decade. Friendly witnesses included actors Lloyd Bridges, Lee J. Cobb, Gary Cooper, Robert Montgomery, Ronald Reagan, and Robert Taylor; studio heads Walt Disney, Louis B. Mayer, and Jack L. Warner; and director Elia Kazan (whose compliance generated controversy over honoring him in the 1990s).

Among the hundreds named were Eddie Albert, Richard Attenborough, Lucille Ball (who testified but satisfied the committee without naming others), Will Geer, Charlie Chaplin, Howard da Silva, Lee Grant, Lillian Hellman, Kim Hunter, Norman Lloyd, Arthur Miller, Zero Mostel, Dorothy Parker, Paul Robeson, and Lionel Stander.

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giant leap for mankind." will become part of our history.

More Information and Timeline For The First Man On The Moon

1. 1961 May 25th President Kennedy asks Congress for \$531 million to put a man on the moon before the end of the decade
 2. 1963 June 16th Russians put the first woman in space on the Vostok 6
 3. 1965 March 18th First space walk by the Russian cosmonaut Alexey Leonov from the Voskhod 2
 4. 1966 March 16th first docking of two spacecraft Gemini 8 Commanded by Neil Armstrong docks with unmanned Agena Target Vehicle
 5. 1968 December 24th Apollo 8, was the first human space flight to leave Earth orbit and enter a different orbit around the moon.
 6. 1969 July 16th Apollo 11 Launched from the Kennedy Space Center Launch Complex 39 in Merritt Island, Florida carrying Neil A. Armstrong (Commander) Michael Collins (Command Module Pilot) and Edwin "Buzz" E. Aldrin, Jr. (Lunar Module Pilot)
 7. July 19th Apollo 11 passed behind the Moon and fired its service propulsion engine to enter lunar orbit.
 8. July 20th Lunar module (LM) Eagle (Neil A. Armstrong and Edwin "Buzz" E. Aldrin, Jr.) separated from the command module Columbia (Michael Collins) .
 9. July 20th Lunar module (LM) Eagle lands on the moons surface in the Sea of Tranquility
 10. July 21st Neil Armstrong stepped off Eagle's footpad and uttered his famous line "That's one small step for [a] man, one giant leap for mankind " Edwin 'Buzz' Aldrin joined him, describing the view as "Magnificent desolation."
 11. July 21st Lunar module (LM) Eagle leaves the moons surface to rendezvous with Columbia
 12. July 24th The command module Columbia carrying the 3 astronauts splashed down in the Pacific Ocean
- Estimates put the number who watched or listened to the Moon landing between 1/2 and 1 billion people around the world (From Webmaster I consider myself privileged to have watched and listened to Neil A. Armstrong's famous words "That's one small step for [a] man, one giant leap for mankind ").*

Significant Live Music Events in 1969

Woodstock attracts more than 350,000 rock-n-roll fans, Atlanta International Pop Festival on 4th July attracts 100,000 fans, Isle of Wight Festival attracted an audience of approximately 150,000

1. January 30th The Beatles, with Billy Preston, gave their final live performance on the roof of the Apple building in London, England, the live performance was an impromptu event that ran for 42 minutes featuring Get Back, I Want You (She's So Heavy), Don't Let Me Down, I've Got A Feeling, One After 909, Danny Boy, Dig A Pony, God Save The Queen and A Pretty Girl Is Like A Melody later featured as the climax of their Let It Be film
2. March 25th to March 31st Following The Marriage of John Lennon and Yoko Ono on March 20th in Gibraltar they hold a week-long Bed-In for Peace at the Amsterdam Hilton Hotel inviting the world's press into their hotel room every day between 9 a.m. and 9 p.m
3. July 4th Atlanta International Pop Festival attracted an audience of approximately 100,000 to watch 16 performers including Janis Joplin, Johnny Rivers, Blood, Sweat & Tears, Canned Heat, Joe Cocker, Creedence Clearwater Revival, Sweetwater and Led Zeppelin
4. August 15th to 18th The Woodstock Festival attracted an audience of approximately 500,000 to watch 35 performers including Ravi Shankar, Joan Baez, Santana, Grateful Dead, Creedence Clearwater Revival, Janis Joplin with The Kozmic Blues Band, Sly & the Family Stone, The Who, Jefferson Airplane, Joe Cocker, The Band, Blood, Sweat & Tears, Crosby, Stills, Nash & Young and Jimi Hendrix at White Lake, New York, U.S.A.
5. August 30th and 31st Isle of Wight Festival attracted an audience of approximately 150,000 to watch 26 performers including Bob Dylan, The Who, Blonde On Blonde, Joe Cocker, The Moody Blues and Free at Wootton, Isle Of Wight, England
6. September 13th Toronto Rock and Roll Revival attracted an audience of approximately 20,000 to watch 20 performers including Chicago, Alice Cooper, Chuck Berry, Jerry Lee Lewis, Gene Vincent, Little Richard, Doug Kershaw and The Doors, Screaming Lord Sutch and John Lennon, Yoko Ono

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Events of 1969 continued...

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The results were devastating for many on the list. Some changed careers, while others left the United States, or if screenwriters, worked under pseudonyms and used "fronts" to sell their scripts.

Albert later spoke of this period: Everyone was so full of fear. Many people couldn't support their families, or worse, their lives were ruined and they had to go out and do menial jobs. Some even killed themselves. ~ Eddie Albert, quoted in *Vincent Price: A Daughter's Biography*

Albert's son spoke of his parents' blacklisting in an interview published in December 1972, crediting Albert's service during World War II with ultimately saving his career:

My mom was blacklisted for appearing at an anti-Franco rally; she was branded a Communist, was spat upon in the streets, and had to have a bodyguard. And my dad found himself unemployable at several major studios, just when his career was gathering momentum. During the second World War, dad joined the Navy and saw action at Tarawa, and because he came back something of a hero, he was able to get work again. But he never got as far as he should have gotten.

While Albert's career survived the blacklist, his wife, Margo, had extreme difficulty finding work.

Albert married Mexican actress Margo (nee Maria Margarita Guadalupe Teresa Estela Bolado Cas-

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and The Plastic Ono Band at at Varsity Stadium, of the University of Toronto, Ontario, Canada

7. December 6th Altamont Speedway Free Festival attracted an audience of approximately 300,000 to watch 10 performers including The Rolling Stones, Santana, Jefferson Airplane, The Flying Burrito Brothers, and Crosby, Stills, Nash & Young at Altamont Speedway, California, U.S.A. The concert is best known for having been marred by considerable violence caused by alcohol and drugs including by the Hells Angels motorcycle club who were used for security round the stage.

1969 provided so many significant live music events that I thought they should be included in a Music Timeline for the year, I hope you enjoyed taking the trip in time and memories that the timeline provides

United Kingdom -- Beatles "Abbey Road"

The Beatles release *Abbey Road* on September 26th. *Abbey Road* was not the group's final album to be released to the public but it was their final album to be recorded together.

The classic album's cover art featured the iconic photograph of John Lennon, Ringo Starr, Paul McCartney, and George Harrison walking across a zebra crossing near the entrance to the famous Abbey Road recording studio.

This rock album featured such popular songs as "Here Comes the Sun," "Come Together," "Something," and "Oh! Darling."

The full track listing includes:

Come Together, Something, Maxwell's Silver Hammer, Oh! Darling, Octopus's Garden, I Want You, Here Comes the Sun, Because, You Never Give Me Your Money, Sun King, Mean Mr. Mustard, Polythene Pam, She Came In Through The Bathroom Window, Golden Slumbers, Carry That Weight, The End, Her Majesty

It also topped the charts around the world once released, staying in the UK and US charts for over 80 weeks. While there were initially mixed reviews about the album, many fans believe it to be the best the band had ever produced and it remains one of the top selling Beatles albums of all time.

ARPANET

1. ARPA (Advance Research Projects Agency) was created in 1958
2. In 1966 the creation of the ARPA computer network, or ARPANET, began.

3. The first point of the ARPANET was installed at a computer in UCLA in September
4. In October, the second point was installed at a computer in the Stanford Research Institute.

5. The first communication between the two is sent and received across the new network on October 29th,

6. After that, it is installed at several other universities across the United States.

7. ARPANET, the predecessor to the Internet, was not demonstrated to the public until 1972

8. By 1989 the ARPANET had become somewhat obsolete and was shut down.

Project Blue Book, the United States Air Force's investigation into unidentified flying objects (UFOs), officially comes to an end on December 17, 1969. The investigations began in 1952 when government officials started to collect information related to UFO sightings. Between 1952 and 1969, there were over 12,000 reports compiled by officials and of those reports all but 701 cases were identified as either an atmospheric, astronomical, or man-made event. The project concluded that UFOs did not threaten national security and did not present evidence of extraterrestrial life or technology and the US government decided that it would be far to costly to continue to investigate UFO sightings.

250,000 march on Washington in protest at the Vietnam War

Golda Meir of Milwaukee, Wisconsin, USA, becomes Prime Minister of Israel

Robin Knox-Johnston becomes the first person to sail around the world solo without stopping

The US institutes the draft lottery to determine draft into US Forces for Vietnam War
The very **first U.S. troop withdrawals** are made from Vietnam.

Public Broadcasting Service (PBS) Established

Police raid Stonewall Inn on June 28th a gay club located in New York City ending The Stonewall Riot.

Chappaquiddick Affair Senator Edward Kennedy driving a car plunges into a pond on July 25th and a body of a woman passenger is later found in the car

Members of a **cult led by Charles Manson** murder five people August 9th

Hurricane Camille hits the Mississippi coast killing 248 people

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A little more about 1969

(Continued from page 13)

tilla y O'Donnell) in 1945. Albert and Margo had a son, Edward Jr., also an actor, and adopted a daughter, Maria, who became her father's business manager. Margo Albert died from brain cancer on July 17, 1985.

The Alberts lived in Pacific Palisades, California, in a Spanish-style house on an acre of land with a cornfield in front. Albert grew organic vegetables in a greenhouse and recalled how his parents had a "liberty garden" at home during World War I.

Albert was diagnosed with Alzheimer's disease in 1995.

His son put aside his acting career to care for his father. Despite his illness, Albert exercised regularly until shortly before his death. Eddie Albert died of pneumonia on May 26, 2005, at the age of 99 in his home in Pacific Palisades, California. He was interred at Westwood Village Memorial Park Cemetery, next to his late wife and near his *Green Acres* co-star Eva Gabor.

Albert's son, Edward, Jr. (1951-2006), was an actor, musician, singer, and linguist/dialectician. Edward Jr. died at age 55, one year after his father. He had been suffering from lung cancer for 18 months.

For contributions to the television industry, Eddie Albert was honored with a star on the Hollywood Walk of Fame at 6441 Hollywood Boulevard.

From the internet...

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Britain deploys troops in Northern Ireland following increasing violence
Australian light aircraft carrier HMAS Melbourne slices the destroyer USS Frank E. Evans in half killing 82 of her crew

Wal-Mart incorporates as Wal-Mart Stores, Inc

The trial begins of "Chicago Seven" accused of inciting riot at 1968 Democratic National Convention

Charles de Gaulle Resigns as French President

The Death Penalty is Abolished in the UK
Atlanta International Pop Festival on 4th July attracts 100,000 fans

Woodstock attracts more than 350,000 rock-n-roll fans. **Pay no attention** to the rumor that a picture exists of Arbob Johnson on Facebook attending the Woodstock festival with a Bud-light in his hand.

Popular Culture 1969

A free concert organized by the Rolling Stones is held at Altamont Speedway in Livermore, Calif with problems caused by the use of Hells Angels as Bouncers resulting in a number of deaths

The Groundbreaking TV programme Monty Python's Flying Circus is shown for the first time and the catch phrase "And now for something completely different," becomes their trade mark

Sesame Street known for its Muppet characters, makes it's debut on PBS

Bell Bottom Jeans and tie-dye shirts become part of the teenage fashion scene.

The John Lennon Album "Two Virgins" featuring John Lennon and Yoko Ono in the nude are confiscated at Newark Airport
The Beatles' last public performance, on the roof of Apple Records.

The Beatles release their album Abbey Road, bringing the 1960's to an end.

Sesame Street debuts on Public Television
Brian Jones Former Rolling Stones Guitarist drowns after drinking and drugs binge.

Popular Films

The Love Bug

Funny Girl

Butch Cassidy and the Sundance Kid

True Grit

Midnight Cowboy

Chitty Chitty Bang Bang

Easy Rider

Where Eagles Dare

Popular Musicians

The Rolling Stones -" Honky Tonk Woman "

James Brown

The Beatles with -- " Get Back and Come Together "

Johnny Cash -- " Daddy Sang Bass "

Bob Dylan

Crosby, Stills and Nash

Creedence Clearwater Revival

John Denver

Simon and Garfunkel

Fleetwood Mac

Marvin Gaye

The Jimi Hendrix Experience

Cream

Pink Floyd

-- " In The Year 2525 " by Zager and Evans

-- " Sugar Sugar " by The Archies

Elton John

David Bowie

Born This Year

Catherine Zeta-Jones September 25th

Brett Favre October 10th

Renee Zellweger April 25th

Jennifer Aniston February 11th

Technology

First **Concorde** test flight is conducted In France

First **transplant** of human eye

Seiko sells the first Quartz Watch

The **first automatic teller machine ATM or Cash Machine** is installed in the United States

Creation of ARPANET, the predecessor of the Internet

The **Boeing 747 jumbo jet** makes its debut. It carried 191 people, most of them reporters and photographers, from Seattle to New York City.

UNIX is developed by a group of AT&T employees at Bell Labs

The Pontiac Firebird Trans Am the epitome of the American muscle car is introduced.

The Microprocessor (a miniature set of integrated circuits) is invented opening the way for the computer revolution that followed

Inventions Invented by Inventors and Country (or attributed to First Use)

Internet USA US military

Manned Moon Landing USA Neil Armstrong and Edwin Aldrin walk on Moon

CCDs USA Charge Coupled Device - to capture image

Cash Dispenser Turkey by Luther Simjian

Battery Powered Smoke Detector USA

From the internet...

Preview of Coming Events

For 2021

Three major Lincoln Car shows being planned for 2021. Due to the pandemic and the various unknowns associated with the disease management, we cannot be absolutely certain that there will be Lincoln shows as presently scheduled for calendar year 2021. As of March 1, 2021, the following sanctioned Lincoln club meets are scheduled:

LCOC Eastern National Meet, Morgantown, Pennsylvania, Changed to October 20-24.

LCOC Mid-America National Meet, Springfield, Illinois, Sept 15-19, 2021

Please check the Lincoln Club website from time to time for the latest information concerning the above events.

The 2021 Lincoln Homecoming, is scheduled to be held August 13-15, at Hickory Corners, Michigan. The theme will be, "Marks Through the Ages" 1940 To 1998.

The Lincoln Motor Car Foundation website will display the most current information as soon as it becomes available. Speaking for the foundation, David Schultz, LMCF chairman. "We're looking forward to seeing Continental Marks from all eras," and "That includes original, restored and customized Continentals. Owners need not be members of a Lincoln club to join in on the fun.



For Sale

1967 Continental Convertible Two owner car with only 85,000 miles. Service records since 1977. Arctic White with newer correct leather interior and ivory top. Always pampered and maintained with original 462 V8. Stainless steel exhaust and top mechanism works fine. Award winner in Touring/Original at 2012 and 2018 Mid-America National Meet. **\$39,000 Call Jon Cumpton at 612-859-1483.**

**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

Lincoln of Bloomington, the place to go to for your next Lincoln

We invite you to stop by and visit with our good friends at Lincoln of Bloomington. If you need a new or late model car, they have a wide selection of really great Lincolns to select from. Do you want a "slightly used, but well cared for" vehicle for a tad less money, they might have the perfect car for you. Our good friends at Lincoln of Bloomington have done their best to support the North Star club over the past few years, and we would appreciate it if you would try and support this fine business. Either sales or service, they will do their best for you.

The Lincoln Motor Car Heritage Museum is for You! America's passionate love affair with the Lincoln automobile continues to inspire new generations. This is demonstrated in a variety of ways, including the formation of affinity clubs in which enthusiasts can share their interest in a particular brand or segment of the automotive market, past and present. The Lincoln automobile inspired the creation of four major affinity clubs, these motivated the creation of the Lincoln Motor Car Foundation, its Museum and its work of Sharing the Living Legacy of the Lincoln Motor Cars. The Grand Opening of the Lincoln Motor Car Heritage Museum took place August 9, 2014.

We invite you to explore what we have to offer and visit the Lincoln Motor Car Heritage Museum located on the Gilmore Car Museum Campus in Hickory Corners, Michigan. The Museum is open Monday through Friday from 9 a.m. to 5 p.m, Saturday and Sunday from 9 a.m. to 6 p.m.

We suggest that you visit the Museum's website to learn more about this remarkable facility. Open your computer browser and go to: lincolncarmuseum.org



For Sale 1979 Lincoln Mark V

Shows under 37,000 miles, two-owner car.

Diamond Blue metallic paint, rare color for 1979. Matching blue leather interior. Has moon roof and all other accessories Lincoln offered in 1979. Always garaged, never driven in winter. A

great car for either touring or showing.

No dings, dents or scrapes. Have all maintenance records and factory manuals. Fairly priced at \$14,500/best offer. Call Maxine at 320-269-7547 Minnesota.