



# The Lincoln Log



LINCOLN MERCURY



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Hoosier Region**

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by Allan Tharp

**Front cover:** "The Continental Mark III" (1970 ad).

**Back cover:** 1970 Lincoln Continental Mark III from  
the showroom catalogue. *Photos by Ford Motor Company.*



Every Lincoln body is a custom creation of some master body builder. It is designed as a fit companion piece for the Lincoln chassis. Its distinctive lines unmistakably suggest Lincoln quality. The Four Passenger Coupe is the work

of Le Baron. The matchless performance of the Lincoln, its ease of control, its velvety smooth motor, its instantly responsive brakes and superb riding qualities are best of all appreciated in the owner-driven personal car.

L I N C O L N M O T O R C O M P A N Y  
Division of Ford Motor Company

## Notes from the director

Dear Hoosier Region Members:

Indiana is starting to come back to life. For the rest of the year, we will be scheduling events for us to meet and have a chance to drive our Lincolns. For those going to the Mecum Auction, and to ease into our first event, we will meet at 9:00 a.m. on Saturday, May 15, at the Lincoln Square Pancake House, located at 5024 East 54th Street in Indianapolis. This is not too far away from the Mecum Spring Auction, held at the Indiana State Fair Grounds, 1202 East 38th Street, from May 14 to May 22.

We will not be able to have a room or sit in a big group, but we will at least have a chance to visit. For those of you that will be going to Mecum, Lincoln Square will be an excellent location for breakfast.

Thanks to all Hoosier Region Members for your understanding this past year and a half of interrupting the fun and camaraderie that LCOC is all about.

Continentially yours,  
Joe S. & Eleanor Columbe



## Come to the 34th Spring Classic at the State Fairgrounds May 14-22

Following record-setting sales at collector-car auctions in Kissimmee and Glendale in January and March, respectively, Dana Mecum's 34th Original Spring Classic returns to the historical Indiana State Fairgrounds this **May 14-22** with an estimated 2,500 American muscle cars, classics, Corvettes, trucks, exotics, Hot Rods, Resto Mods, and more to cross the auction block before a live audience on NBC Sports Network.

The Spring Classic auction is open to buyers, sellers and spectators. As a member of the Hoosier Region, LCOC, you receive a **50% discount** off the Standard Bidder registration fee, regularly \$200, that includes admission for two to each of the nine auction days. This discount is available only online in advance, and the cost on-site is \$200. A promotional code is required to receive the discounted bidder registration. The code is to be available in the "members-only" section of the club website.

Below is the link to the auction's landing page that provides details about consigning a vehicle to the Spring Classic, bidder registrations, spectator tickets, and general information.

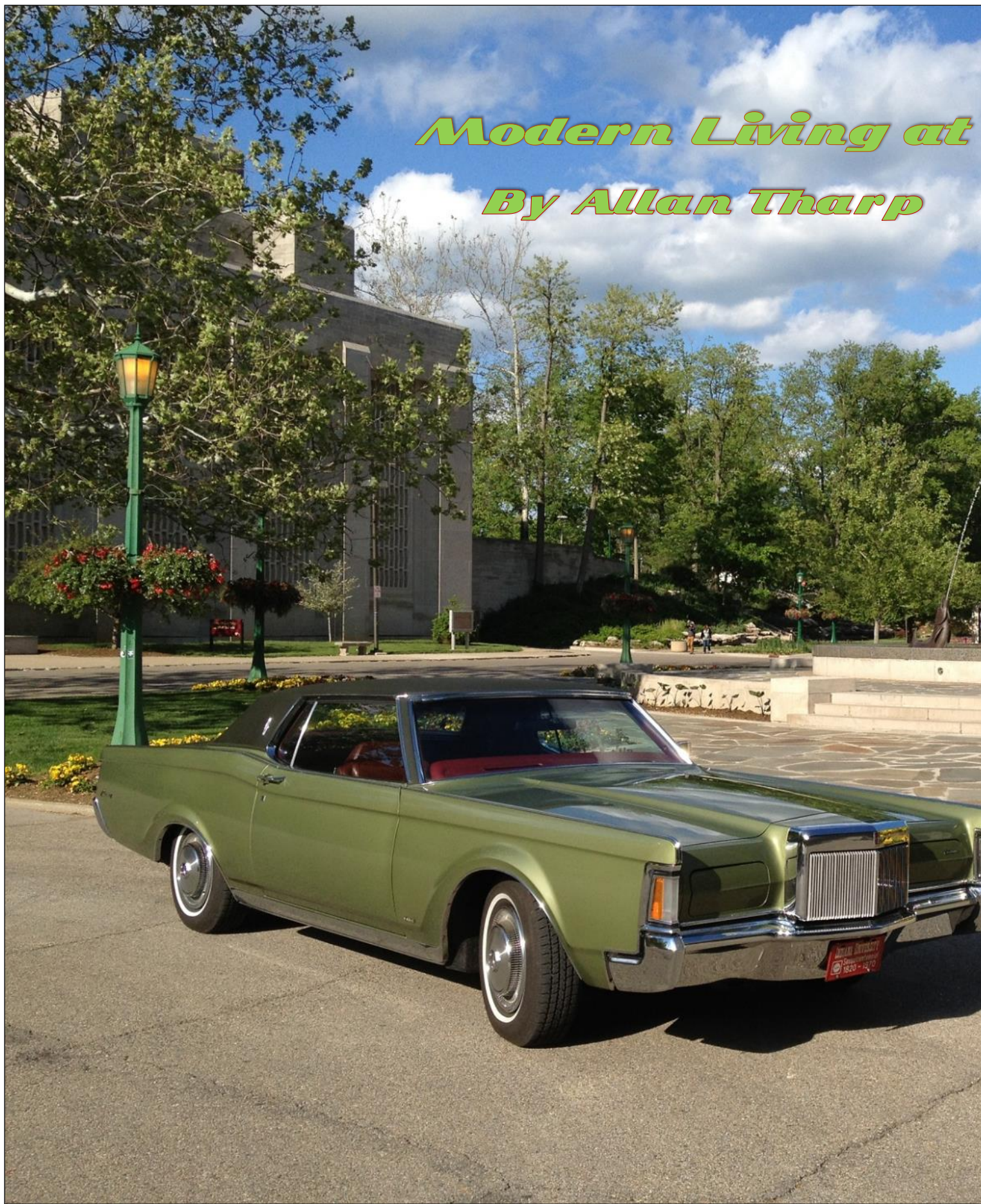
<https://drive.mecum.com/indianapolis-2021>

Registered bidders that are unable to attend and bid in-person are encouraged to register for telephone and internet bidding, which allows for convenient bidding from the comfort of home. Doors open each day at 8 a.m., with the vehicle auction beginning daily at 10 a.m.

Mecum Auctions' website is updated daily with the latest consignments, including detailed descriptions and photographs of the vehicles. To view the list, consign a vehicle, or register as a bidder for this and all Mecum auctions, visit Mecum.com or call 262-275-5050 for more information



*Modern Living at*  
*By Allan Tharp*







**I**t was late 1969, and a gentleman named Harold Bennett was out shopping for his wife, Jean, for the Christmas gift of a lifetime. Harold came from a family enamored with cars, and the only gift he could think about buying his wife this year was a brand-new car. He had tastes for nothing but the best, so he visited the local Martinsville, Indiana, Ford and Lincoln dealership. Upon stepping into the showroom, he knew exactly what he wanted- a 1970 Lincoln Continental Mark III. But he had something special in mind. The car he desired could not just be bought off the showroom floor because he longed for something unique, so he sat down with a salesman and ordered one. What was ordered was a color combination that defied all reasonable logic, a medium ivy green exterior with a dark red leather interior and a dark green vinyl top. The color combination on paper sounds shocking, but to Harold, the colors were chosen to remind them of Christmas.

The order was placed. The only thing left to do was to wait for delivery, set for Christmas Eve 1969. Harold went to pick up the Mark III and brought his nephew, Dick Bennett, along with him. Together they drove the car home, and then he presented it to his wife, Jean. She absolutely adored the car, and together she and Harold drove the Lincoln all around town and even to Florida on vacation. Tragically, Harold passed away about eight months after purchasing the car. From then on, Jean and the family used it sparingly. She could never bring herself to sell that Lincoln, so it remained in her garage until she moved into a nursing home. From then on, the family continued to store and care for the car.

Fast forward to 2012. My family was good friends with the Bennett family. Dick Bennett ultimately decided it was time to pass the car on to a new home. So, Dick



contacted my father and asked if he was interested in the car. Keep in mind that we had never seen it in person but had constantly heard stories. My dad already had a few other Lincolns in his collection at the time, so he asked if I would purchase it instead. How could I pass up such an opportunity? Unfortunately, I was not living in Bloomington at that time but was working at an internship in Washington, D.C. My dad said he and my brothers would go and inspect the car for me. After hearing what they had to say about the car and seeing some pictures, I knew it was something I wanted. Dick and I spoke over the phone and made the deal for me to purchase the car. However, there were more strings attached to this deal. I was to maintain it, never lower the suspension, or put large spinning rims on it. That was easy because I always look to preserve history, and I am not into the modified car scene. Upon coming home from Washington, I saw the car in person for the first time. The Lincoln was stunning and only had a little over 23,000 miles on the odometer while still riding on its original Michelin X tires. After I got past the very unique color combination, I knew I had acquired something special.

My dad and mom surprised me one Christmas by purchasing the Marti Report for the Lincoln. We just had to confirm this was the only one produced in this color combination. The Marti Report confirmed that it was one of one for the 1970 model year, and one might assume none existed in 1969 or 1971. Other interesting aspects of the car included no pin stripping, and the radio choice selected was only AM. I asked Dick why Harold did not opt for at least the AM/FM Stereo radio. Dick explained that Harold wanted the car to be radio delete, but that was not possible, so he went with the standard AM radio. Interestingly enough, Harold also did not believe that FM radio would last. It is hard to believe anyone might think FM radio was going to be a fad, but then again, you have to remember that AM radio was king at the time. As for listening to music today when riding around in the car, I could never change the original radio out, so I bring a wireless speaker along. Regardless of the options, it was always the story that made me fall in love with the car. As car collectors, we all know that we cannot pass up a great story, and this is one that never gets old. I plan to keep on telling the story of the Bennett's unique purchase and continue to preserve such a fine automobile.









