

1930 LINCOLN SPORT PHAETON CONVERTIBLE

1930 Lincoln Dual Cowl Sport Phaeton Convertible, 4 door, Model 176B

Owner: Bernie and Janice Taulborg Collection

Original cost: \$4,400.00 (\$78,518.13 in 2022 dollars)

Previous owner(s): Owner in 2006 was from Ft. Calhoun, NE

Number made: 119

Engine, etc.: V-8, L-head; 384.8 cid; 90 hp; 136 in. wheelbase; 4,860 lbs.

The Lincoln Motor Company was founded in 1917 by Henry M. Leland to produce Liberty Aero engines during World War I. Leland, one of the founders of Cadillac, left Cadillac during the First World War to form the Lincoln Motor Company. He left Cadillac due to a disagreement with General Motors boss William C. Durant. Leland was 74 years old when he left. He chose the name Lincoln after the president he had voted for in 1864.

After the war, Leland was faced with the decision to close the aircraft engine plant, or try to find another business for the 6,000 employees and the factories. The factory was retooled to accommodate luxury automobile manufacturing. The first Lincoln cars were made in 1920. Leland's forte was not design and the car suffered from a stogy appearance and bad economic times. Leland sold out to Henry Ford in 1922. In 1927, the Lincoln marque adopted the greyhound as their emblem, which was later replaced with a diamond, which is still in use.

Edsel Ford, Henry Ford's son, was responsible for running Lincoln. The Lincoln was refined with his styling genius and designs that would make Lincoln one of the premier motor cars in the world. Lincoln was well established as a premier luxury car maker by 1930. It produced vehicles equal to the finest in the world.

“Dual cowl” refers to the two windshields on our 1930 model. When the back seat is in use, another windshield can be raised in front of it. “Phaeton” originally meant a horse-drawn carriage with a front and back seat and a folding top for the front seat. The name was adopted by auto makers for cars with similar seating and roof arrangements though our Lincoln’s roof covers both front and rear seats.

Model year production in 1930 was 3,212; calendar year production was 3,515. Twenty models were offered. A more refined V-8 and available 120 HP in the Model K eventually replaced the Model L in 1931. Top speed was 80 mph and fuel consumption was 12 miles/gallon.

Lincoln made a concession to modern tastes in 1931 and began offering fenders painted to match body colors for the first time. A spare wheel cover gave the car a modern appearance. More precise control was provided by adopting worm and roller steering. They had 4-wheel mechanical drum brakes.

Ironically, the most consistent competitor that Lincoln has faced for decades has remained Cadillac, a company that was also founded by Henry Leland.

Source: Standard Catalog of American Cars, 1805 -1942. Beverly Rae Kimes, et al. 3rd ed. Krause Publications, 1996.

<http://www.conceptcarz.com/vehicle/z12075/Lincoln-Model-L.aspx>

<http://classicrodatabase.com/specs.php?series=838&year=1930&model=12428>

<https://www.in2013dollars.com/us/inflation/1930?amount=4400>