



**THE WILLOUGHBY LIMOUSINE**

## **The LINCOLN**

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THE LINCOLN, a versatile car, continually astonishes loyal owners who put it to supreme tests of one kind, and then, on another occasion, find that it can meet wholly new and different tests. Thus, a rancher in Wyoming, accustomed to mountain and desert driving, learns from his wife of the car's agility in city traffic. A business man, to whom the Lincoln is a triumph of engineering, suddenly realizes, as he emerges from the opera, how beautiful a car he drives. The Lincoln is all things to all people. . . . This is a luxurious car, a safe car, with a V-12 cylinder, 150-horsepower engine powerful enough to take steep hills in high and at an almost incredible pace. Lincoln engineers affirm it the finest they have yet designed, and experience on the road confirms that judgment. And it is a car which imparts to the owner, no less than to the maker, pride in its beauty and pleasure in its high achievements. Available in twenty-three standard and custom-built body types.