



LE BARON CONVERTIBLE ROADSTER

THE **LINCOLN**

The Lincoln appeals first to the sophisticated motorist. Those who know the most about motor cars, who need not compromise with price, are its loyal adherents. They have owned four, six, or ten Lincolns. . . . Even more than its predecessors, the new Lincoln merits the allegiance of owners, old and new. This year, the powerful V-12 cylinder engine is placed forward several inches in the frame. As a result, the luxurious body becomes roomier, and rear-seat passengers ride poised ahead of the axle, rather than directly over it. Thus the new Lincoln is a more comfortable car than ever before. . . . And it is an easier car to handle. It surges lightly, swiftly ahead with a touch of the accelerator. Shifting is smoother. Springs are more flexible. . . . Modern beauty has been achieved without the sacrifice of the dignity traditional with Lincoln. Eighteen body types designed to meet every motoring requirement, formal or informal, are available.