



THE BRUNN CABRIOLET

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THE **LINCOLN**

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The new owner first looks upon the Lincoln with respect. He has a high regard for its distinguished beauty, the excellence of its engineering. Then, as the Lincoln reveals its character, respect deepens to loyalty. It is no coincidence that those who esteem the Lincoln most have tested it through years of ownership. . . . The new Lincoln V-12 is a finer car even than its predecessors. More than sixty changes have been made in engineering and design. Springs are softer. Shifting is easier. Acceleration is swifter. A new stabilizer holds the car closer to the road. The powerful V-12 engine is placed further forward in the frame. Rear-seat passengers now ride poised ahead of the axle, rather than directly over it. Thus interiors are roomier, and riding is more comfortable. . . . The Lincoln has never been more beautiful than now. Modern design adds its graceful sloping contours to traditional Lincoln elegance. There are eighteen body types, formal and informal, all luxuriously appointed. Included are designs by Brunn, Judkins, Le Baron and Willoughby.