



THE SEVEN-PASSENGER SEDAN

THE **LINCOLN**

To create as nearly perfect a motor car as is humanly possible has been, and is, the Lincoln ideal. A restless search for the better way to design, to build, goes on continuously. The result, expressed in the new Lincoln for 1935, is a vehicle more beautiful, comfortable and luxurious even than its predecessors. Here is the famous V-12 cylinder engine, developing 150 horsepower, brought to its highest point by Lincoln engineers. But this year, the engine is placed forward in the frame, so that rear-seat passengers ride poised ahead of the rear axle, not directly over it. And the bodies, roomier because of this new designing, are cradled on the same long resilient springs with a lower center of gravity. Yet for all its length, weight and comfort, this year's Lincoln is more alert, more flexible, more responsive to gear shifting and braking than ever before. In refinement of detail and every luxurious appointment the new cars stand at the peak of the coach-builder's art. Eighteen custom-built and standard models.