



LE BARON CONVERTIBLE SEDAN

THE **LINCOLN**

An owner's demands upon the Lincoln are often varied and unique. In his motor car, a rancher travels daily to a sheepcamp miles across the sagebrush. An adventurer from Virginia drives steadily through mud and sand in deepest China. A Lincoln limousine speeds resolutely through a northern storm in search of a physician. A traveling executive, maintaining a schedule of hundreds of miles each day, sleeps serenely in a bed built into his Lincoln! . . . Yet this motor car, which performs so notably under hardship, is superbly at home on the boulevards of the world. . . . The present Lincoln is a more comfortable car than ever before. Springs are softer. A new stabilizer holds the rear end closer to the road. The powerful V-12 cylinder engine is placed further forward in the frame; because of this new designing, rear-seat passengers ride poised ahead of the axle, rather than directly over it. In engineering and design, the Lincoln is a rich interpretation of the ideal "to build the nearly perfect motor car." . . . There are eighteen body designs, formal and informal, including custom models by Brunn, Ludkins, Willoughby, and LeBaron. All are distinguished examples of the coachmaker's art—in modern elegance of line, in thoughtful attention to appointments.