



THE WILLOUGHBY LIMOUSINE IN CENTRAL PARK

THE **LINCOLN**

The man or woman who has owned three, five, or ten Lincolns knows best how this car grows progressively finer. Looking back upon Lincolns of the past, these owners recall a superb motor car, far-reaching in its conception of engineering, patrician in appearance. Yet between that earlier car and the present Lincoln are notable distinctions. They have not come abruptly; they result from the will to improve the Lincoln steadily, quietly, year after year. They reflect the steadfast purpose of the maker to build the most nearly perfect motor car possible. . . . Thus, this year's Lincoln is a more beautiful car even than its predecessors. In its swift, elegant contours mingle the simplicity of modern design and the beauty which belongs to Lincoln alone. The V-12 cylinder engine, advanced in design, provides an equable flow of power always. In comfort, and in all the niceties of appointment, this car proudly carries on the Lincoln tradition. Eighteen body types, including custom coach models by Brunn, Ludkins, LeBaron and Willoughby. The Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr motor cars.