

THE LINCOLN

TWELVE

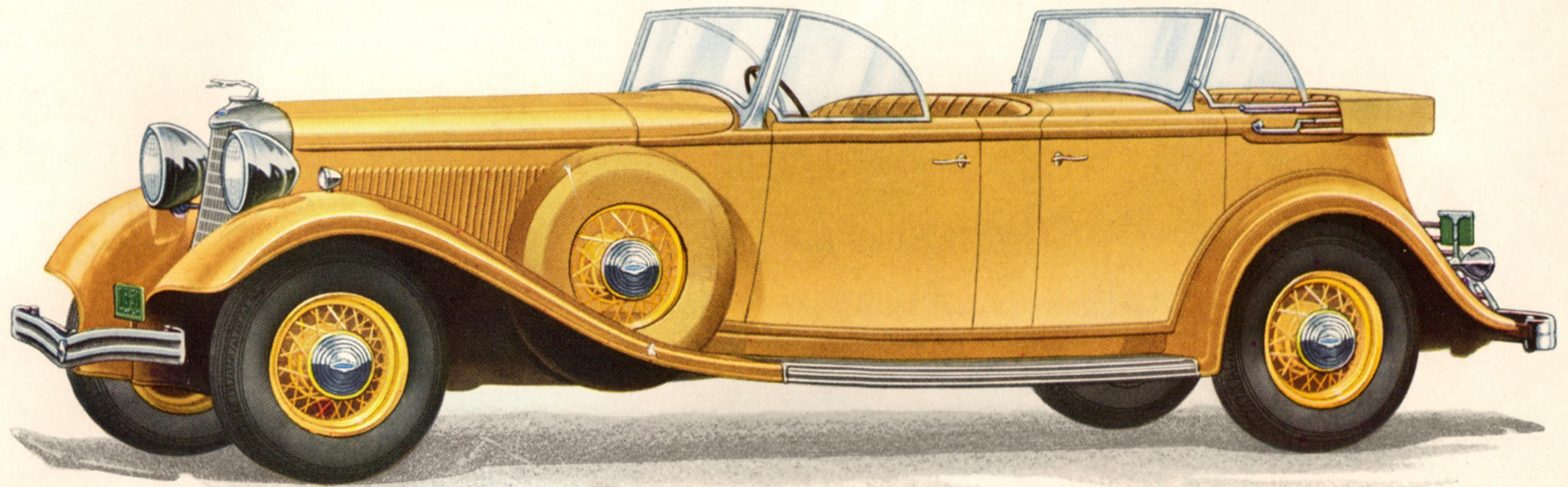
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THE LINCOLN TWELVE

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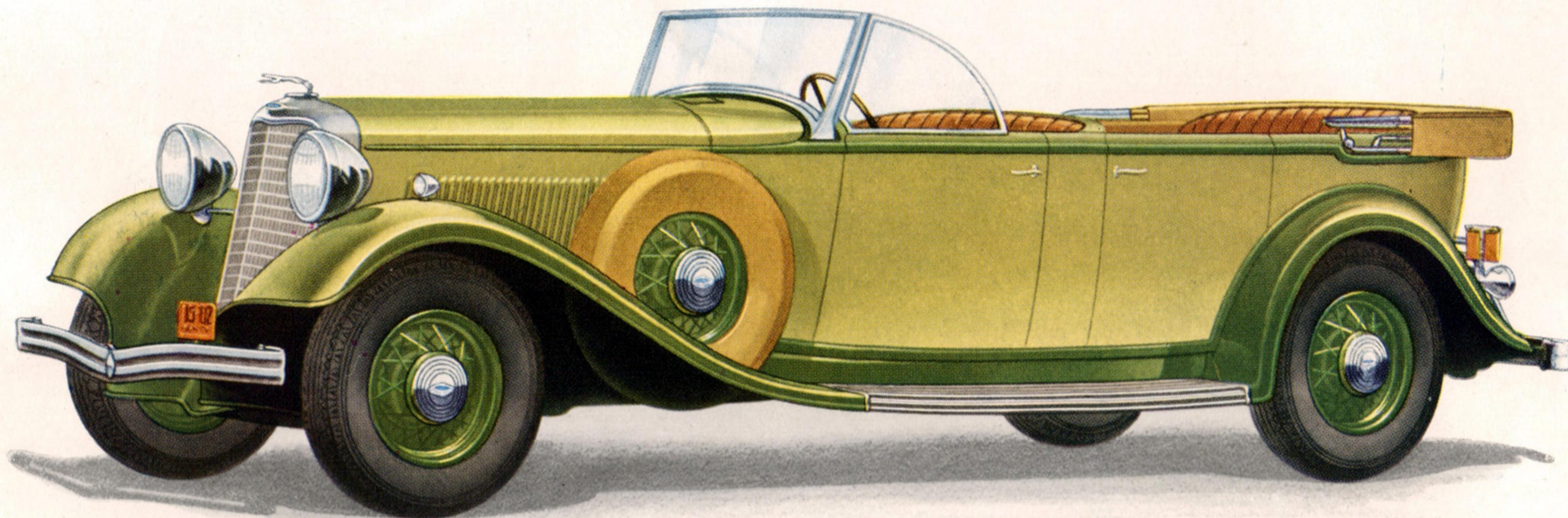
W H E E L B A S E

The following pages present for your consideration the body types of the Lincoln V12-145. Here are illustrated and briefly described both custom-built and standard styles . . . open, closed and convertible models covering in their variety the requirements and tastes of all who are interested in the superlative motor car. As the pages of this booklet are turned, one is impressed primarily with this motor car's perfect proportioning. With graceful, flowing lines, with a richness of appointment and equipment, it is a unity of beauty. And it is as a perfected mechanical unity that its performance reveals it. The Lincoln is designed and built with unhurried care to express without qualification the ideals of its makers. Every element of engineering, every fine material selected, every step of workmanship, every test and check of operations . . . in fact, all activities which contribute toward delivering a Lincoln to you have but a single aim . . . to supply you with a motor car as nearly perfect as skill and virtually unlimited resources can make it. Such is the background which has established the Lincoln as the motor car of balanced excellence. Such is the foundation upon which is now being built an even higher Lincoln prestige.



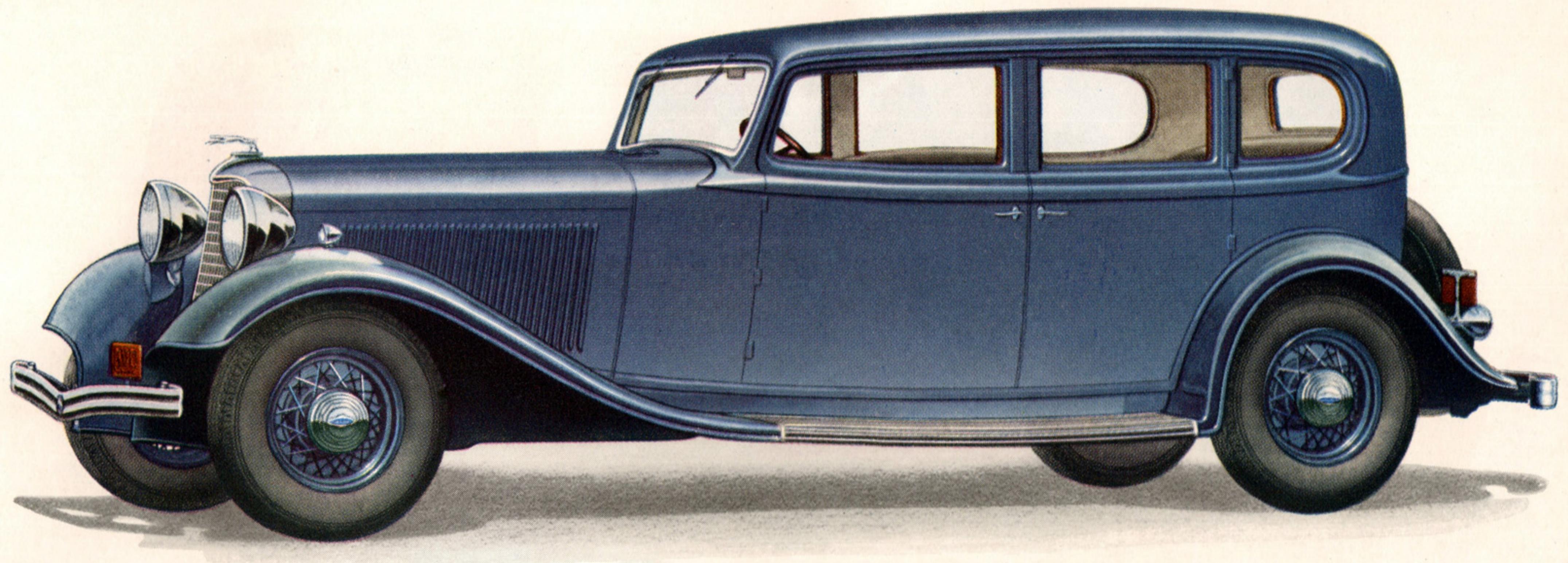
Low and rakish in appearance, this open car reflects the atmosphere of the country club. Available with or without tonneau cowl and folding windshield. Front windshield is stationary. Wind deflectors, operated with revolving regulators, disappear in front door when not in use. Both compartments are especially roomy. Upholstery of genuine hand-buffed leather. Wide rear seat has center folding and side arm rests. Tonneau light and switch and cigar lighter are contained in a mahogany panel with glove cabinets at each side. Two spare wheels in front fender wells.

T H E
L I N C O L N
P H A E T O N
Four-Passenger



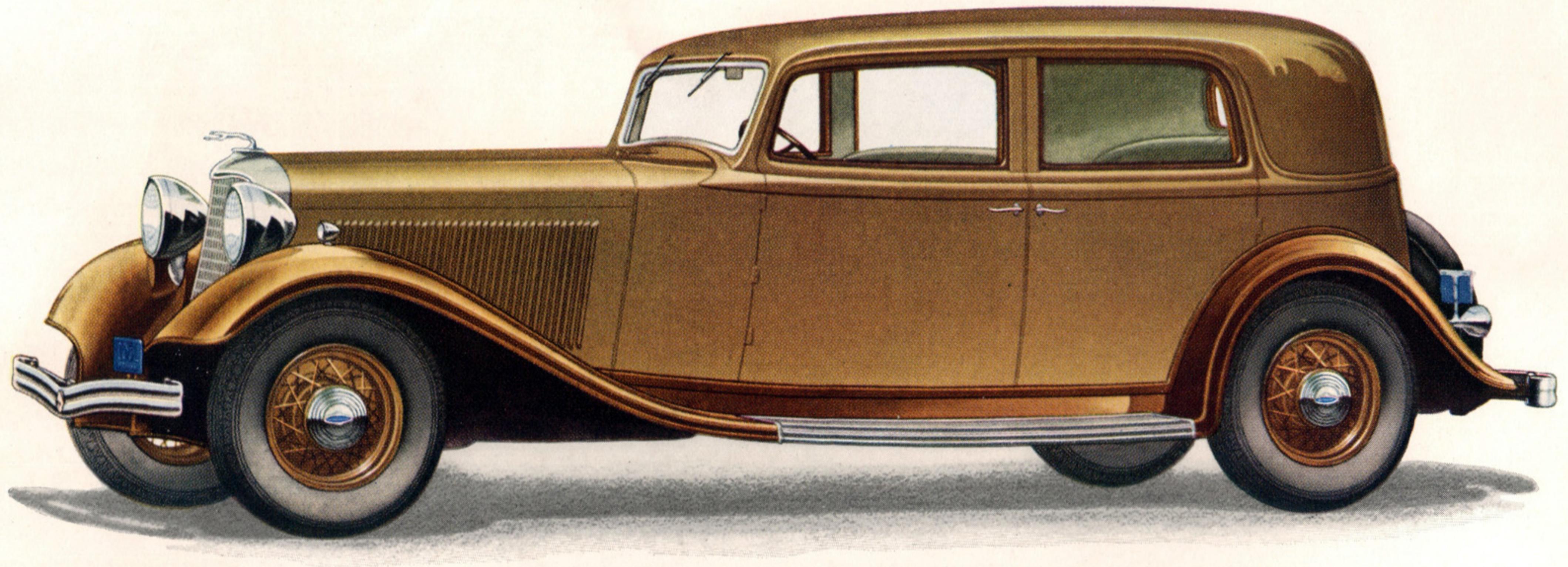
T H E
L I N C O L N
T O U R I N G
Seven-Passenger

Favorite car for long distance touring. Accommodates seven in comfort. Windshield is stationary. Wind deflectors lower into front doors when not in use. Wide doors allow easy access. Front seat is adjustable. Plenty of room in rear seat for three without crowding. Two comfortable auxiliary seats can be folded into front wall of tonneau. Upholstery genuine hand-buffed leather. Trim top, with mahogany finish bows, may be folded with ease and enclosed compactly in a boot. Two spare wheels carried in front fender wells. Folding trunk rack at rear.



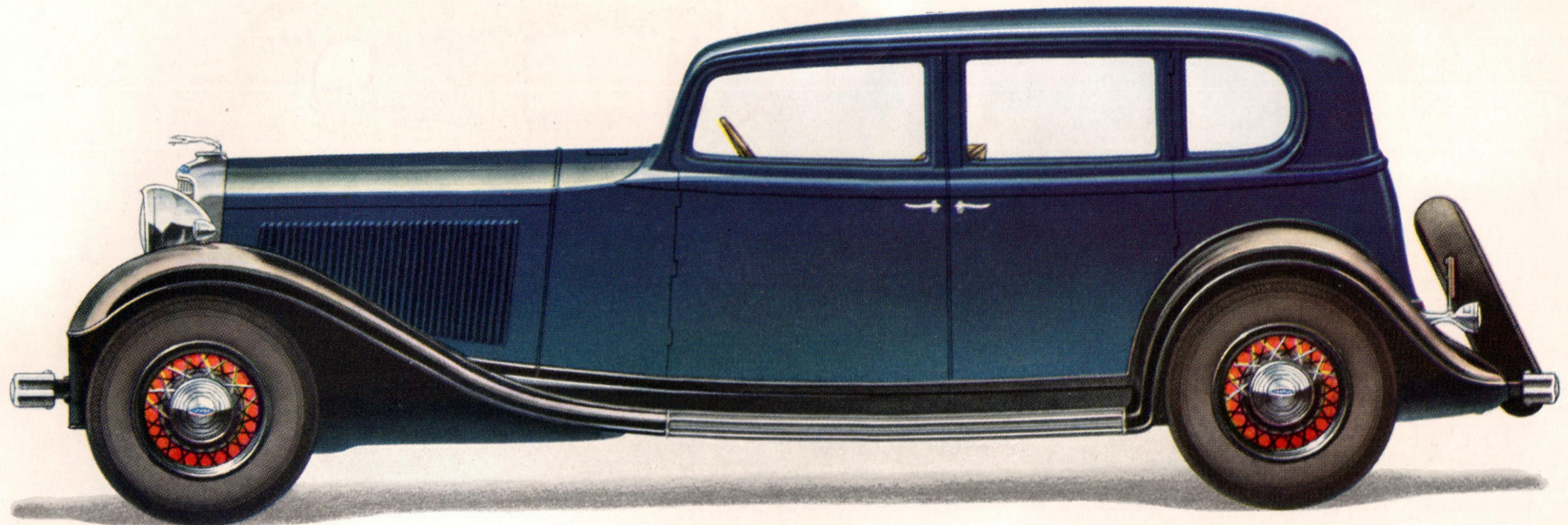
Most popular Lincoln for average-family use. Carries five in luxurious comfort. Front seat adjustable. Seat backs shaped to permit complete relaxation. Wide deeply cushioned rear seat is fitted with chair-type side arm rests and folding center arm rest. Two auxiliary opera seats for extra passengers fold flush into the wall of the front seat back. Every convenience is provided for the comfort of the passengers, including smoking and vanity sets, assist loops, foot rest, flexible robe cord, roomy pockets. Inside visors covered with the upholstery material.

T H E
L I N C O L N
S E D A N
Five-Passenger



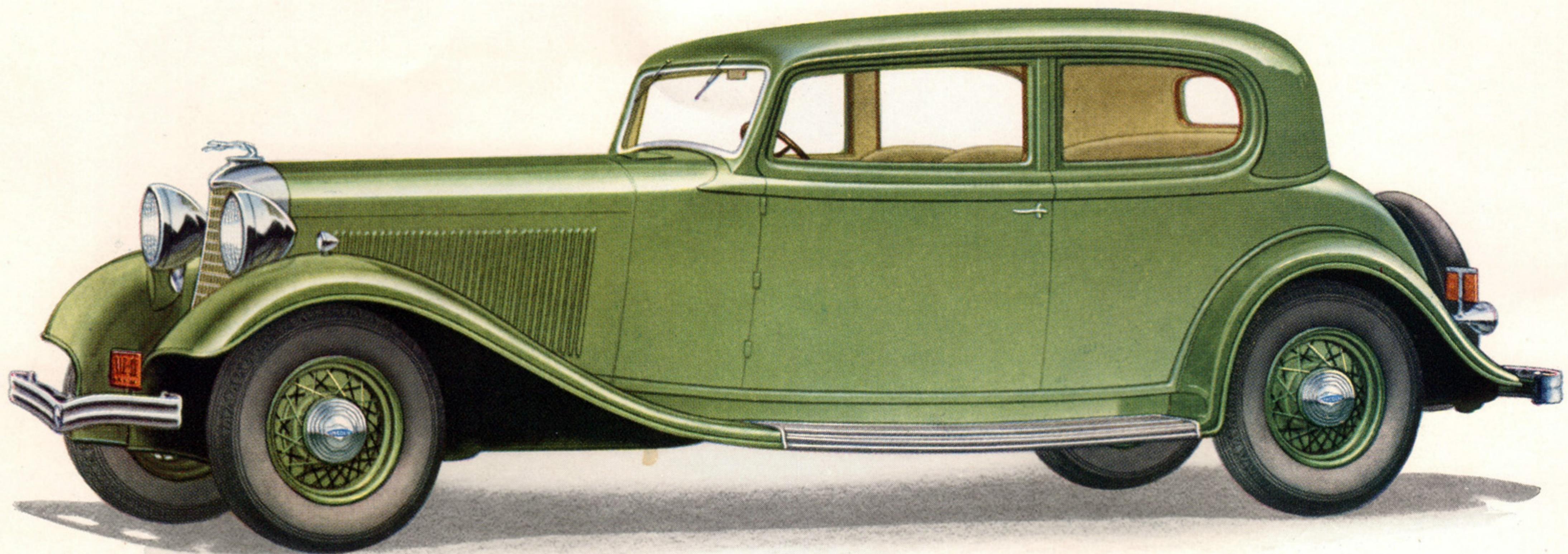
T H E
L I N C O L N
T O W N S E D A N
Two-Window

A distinguished individualized motor car. Especially preferred in metropolitan centers because of the snug privacy afforded rear-seat occupants. This smart-appearing town sedan is offered also in the three-window type. Front seat is adjustable. Plenty of shoulder room in seat backs. Wide, deeply-cushioned rear seat is unusually restful with chair-type side arm rests and center folding arm rest. Interior appointments are of distinctive design. Complete equipment, in excellent taste, includes smoking and vanity sets, assist loops, robe rail with hand grips, two hassocks.



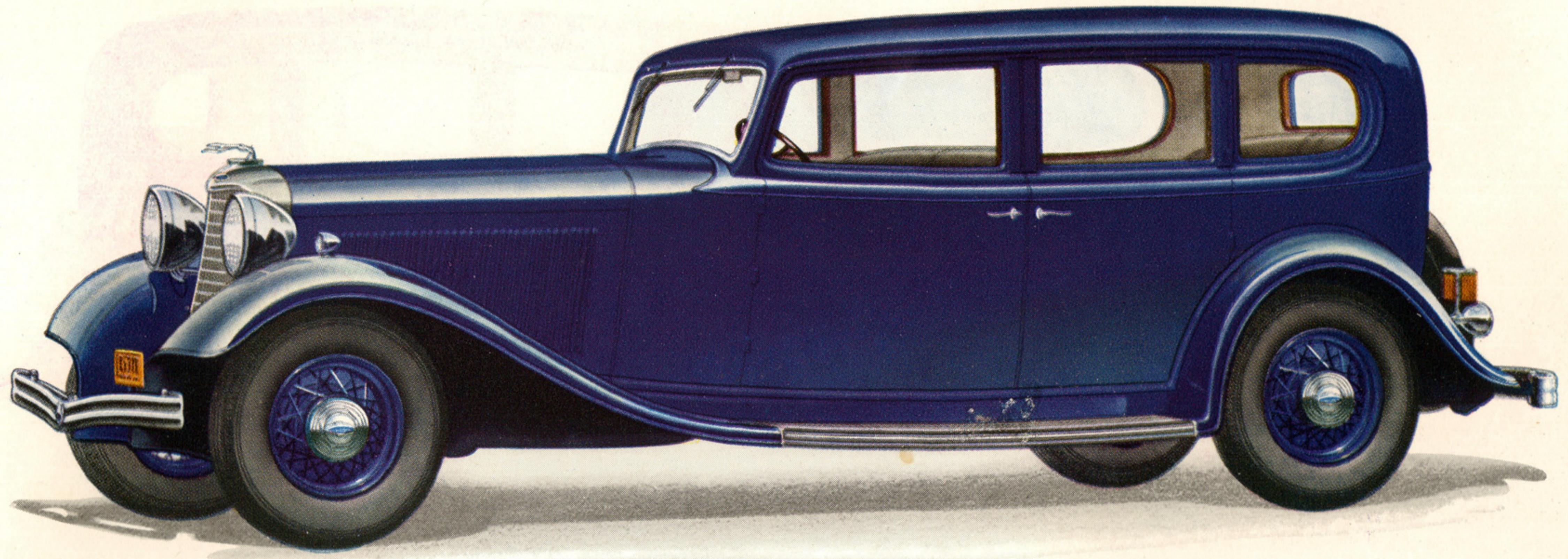
A luxurious individualized motor car, a usual choice of the ultra-discriminating. Available also in two-window type. Its distinguished air, commodious interior and comfortable seating arrangement fit it for either formal or informal uses. Richly upholstered and appointed. Soft arm rests at each side of the rear seat and center folding arm rest. Included in the smartly designed equipment are smoking set and vanity, assist loops, robe rail, two hassocks. Deep pockets are recessed in rear doors. Inside visors covered with the same material used for upholstery.

**THE
LINCOLN
TOWN SEDAN**
Three-Window



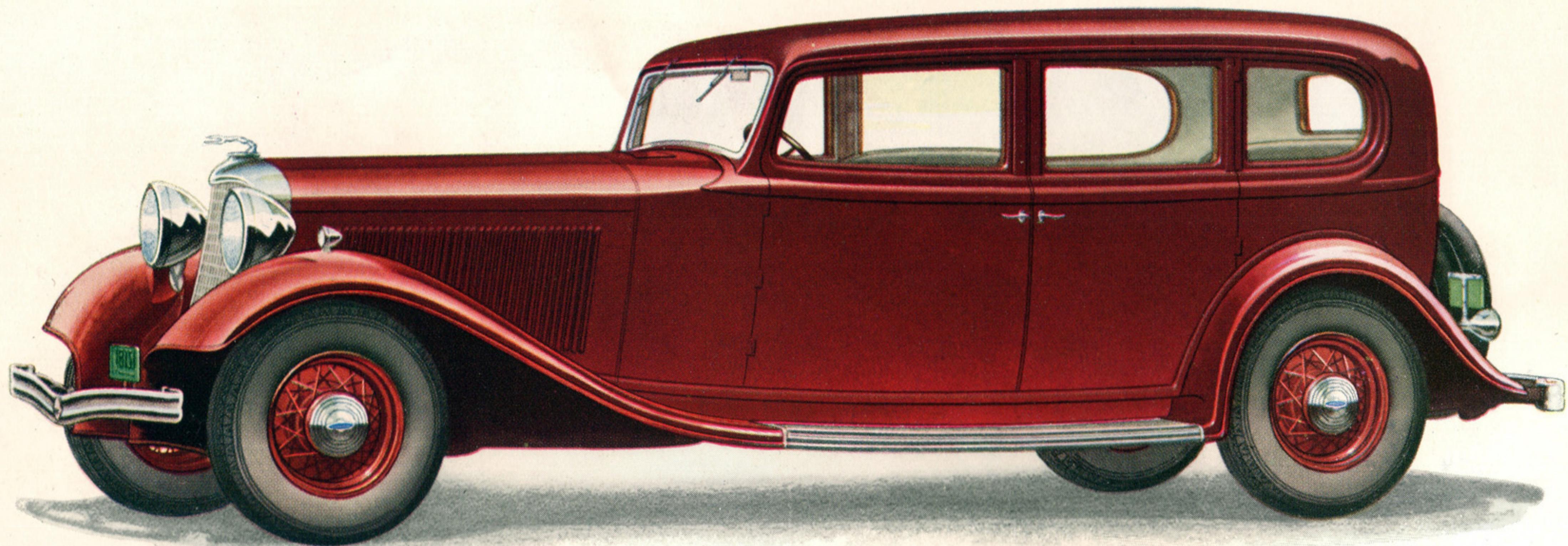
T H E
L I N C O L N
C O U P E
Five - Passenger

Close-coupled—but spacious—coupe for five, often the favorite of owner-drivers. It is especially popular with mothers of small children. Individual front seats are adjustable. Unusually wide doors, which allow passengers to enter and leave the rear compartment without disturbing front seat occupants. Full rear seat with chair-type arm rest on either side and folding arm rest in middle. Fittings include smoking set, vanity, assist loops. The rear deck compartment is roomy, providing ample space for carrying of luggage, golf clubs or other articles.



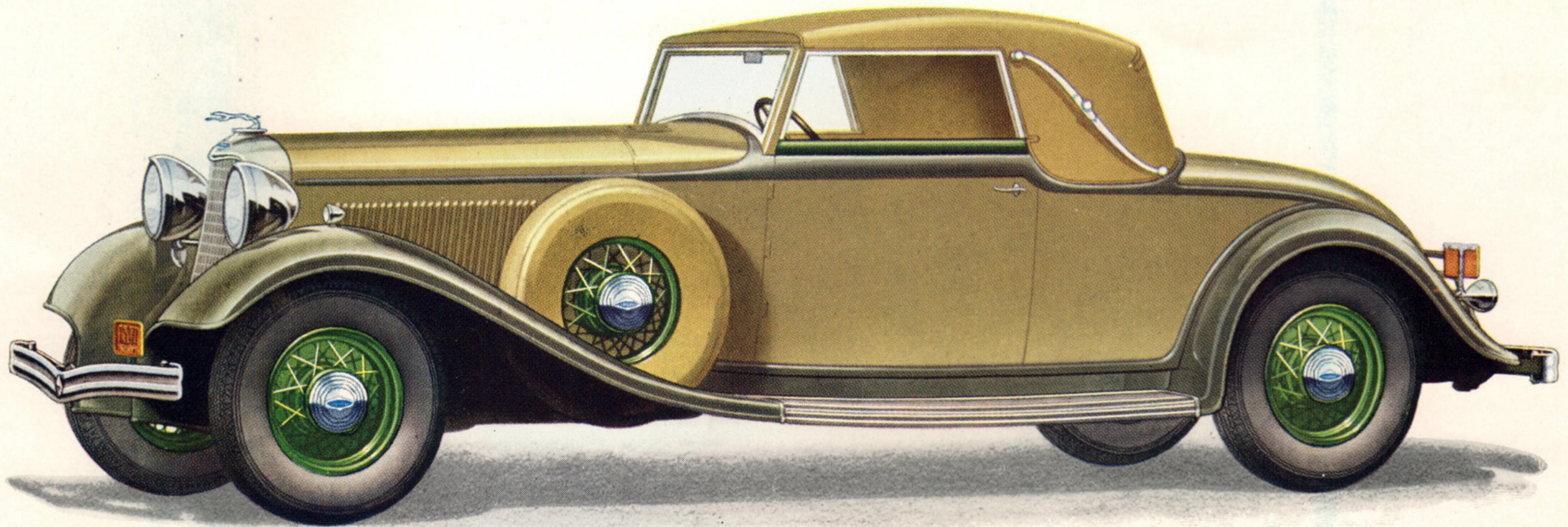
Luxurious comfort for seven. A very frequent choice for all-around service for the large sized family. Seats are wide, deeply cushioned, inviting restful riding. Arm rests are of the chair-type. Generous auxiliary seats face forward and accommodate extra passengers. Interior fittings are rich, in perfect taste. Smoking set, vanity case, robe rail with hand grips, assist loops and foot rest are included in the complete equipment. Roomy pockets are recessed in the rear doors. Two adjustable inside visors are covered with material matching the upholstery.

T H E
L I N C O L N
S E D A N
Seven-Passenger



**THE
LINCOLN
LIMOUSINE
Seven-Passenger**

The distinguished chauffeur-driven motor car. Preferred for formal use. Passenger compartment is luxuriously furnished in perfect taste. Every detail is designed to make this body type unusually commodious and comfortable. Rear seat equipped with arm rests. Forward-facing auxiliary seats may be folded into recess in division wall and partly concealed. Drop type division glass. Distinctive appointments including smoking set and vanity, concealed telephone, assist loops, foot rest. Chauffeur's compartment unusually comfortable. Reading light above driver's seat.



A dashing roadster which can be quickly converted into a snug collapsible coupe. The top folds low and fits compactly into a recess back of the front seat. Door glasses fit tightly to exclude inclement weather. The seat is comfortably wide, with its back designed in the form of individual bucket type seats. Rear deck lid in two sections, with rear part giving adequate back support, and forward part adequately covering the knees of rumble seat riders. Golf club compartment reached by curbside door. Two spares carried in fender wells. Folding trunk rack in rear.

**THE
CONVERTIBLE
ROADSTER**
By Le Baron

LE BARON

**PERSONALIZED MOTOR CARS WITH CUSTOM BODIES
BUILT BY WORLD-FAMOUS COACHMAKERS**

DIETRICH

In keeping with its policy of providing the finest motor cars that can be built, Lincoln offers a wide range of body types on the 145-inch chassis. The particular requirements of every owner have been considered and provided for in the twenty standard and custom-built types ranging in design from the smartest of open cars to the most formal broughams and cabriolets.

JUDKINS

The eight standard body types are illustrated in this booklet. In addition on this same 145-inch, 150 horsepower chassis, are offered twelve custom-built types. The names of these distinguished designers are known throughout the motoring world. Each one of these superlative motor cars represents the advanced designing of craftsmen who are masters of their art, materials the finest obtainable, the most skilled workmanship, and equipment and appointments that make a complete contribution to the luxury of modern motoring.

BRUNN**WILLOUGHBY****CUSTOM-BUILT MODELS**

THE CONVERTIBLE ROADSTER
Le Baron

THE CONVERTIBLE SEDAN
Dietrich

THE TWO-PASSENGER COUPE
Dietrich

THE TWO-PASSENGER COUPE
Judkins

THE TWO-WINDOW BERLINE
Judkins

THE THREE-WINDOW BERLINE
Judkins

THE SEDAN-LIMOUSINE
Judkins

THE CONVERTIBLE VICTORIA
Brunn

THE CABRIOLET
Brunn

THE BROUGHAM
Brunn

THE 7-PASSENGER LIMOUSINE
Willoughby

THE PANEL BROUGHAM
Willoughby

M E C H A N I C A L N O T E S

When you take the wheel of your Lincoln you have the satisfaction of knowing that it is ready for immediate use. All bodies have safety glass throughout, as well as adjustable front seats and two inside visors. Also included as standard equipment are five or six steel-spoke wheels and tires, according to body type; automatic shock absorbers, twin stop and backing lights; bumpers, rear-view mirror; two windshield wipers; electric clock; 110-mile speedometer; and electric cigar lighter on dash. Many additional appointments are included with certain body types. Extra equipment illustrated may be procured at moderate additional cost.

Your Lincoln is ready to meet any demand you place upon it the day it is delivered. The Lincoln is a precision-built motor car which needs no breaking in.

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Comfort, superb riding qualities and safety at all speeds under all road conditions are in part due to the torque tube drive as applied to the building of the Lincoln.

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The Lincoln radiator is equipped with shutters which open and close automatically. When the water reaches a temperature of 165 degrees, the shutters automatically open. When the temperature of the water falls to 145 degrees the shutters automatically close. This insures an even motor temperature at all times and results in better motor performance.

• • •

The shock absorbers used on Lincoln cars automatically adjust themselves according to road conditions and to meet day-to-day changes in temperature, thus providing maximum riding comfort under all conditions.

The Lincoln transmission is equipped with synchronizing mechanism to make gear shifting easy, quiet and precise. The helical type gears in the transmission make it unusually quiet in second speed. The double disc type clutch is soft and smooth in its action.

• • •

Long springs, a low center of gravity and balanced distribution of weight make the Lincoln riding qualities exceptional at all speeds over any roads.

• • •

Braking surfaces on the Lincoln are unusually large, assuring effective braking action and long life. A vacuum booster is of particular interest to women drivers as only a gentle pressure is needed.

• • •

The 12-cylinder Lincoln engine in the 145" wheelbase chassis develops 150 horse power with remarkable smoothness. This is partly due to a small cylinder bore and an overlapping of power impulses.

• • •

The Lincoln engine is cushioned at four points in rubber to further insure smoothness of operation. The camshaft drive chain, which also drives the generator and pump, is automatically adjustable contributing to quiet engine operation.