

LINCOLN

newsletter



- 1 Cecil B. De Mille, for many years one of the industry's leading backers.
- 2 Pete Smith, of the "Voice of Pete Smith" shorts.
- 3 Grace Moore, whose fame is almost legendary.
- 4 Florence Lawrence, in a scene from a recent production.
- 5 Edward Everett Horton, famous comedian of stage and screen.

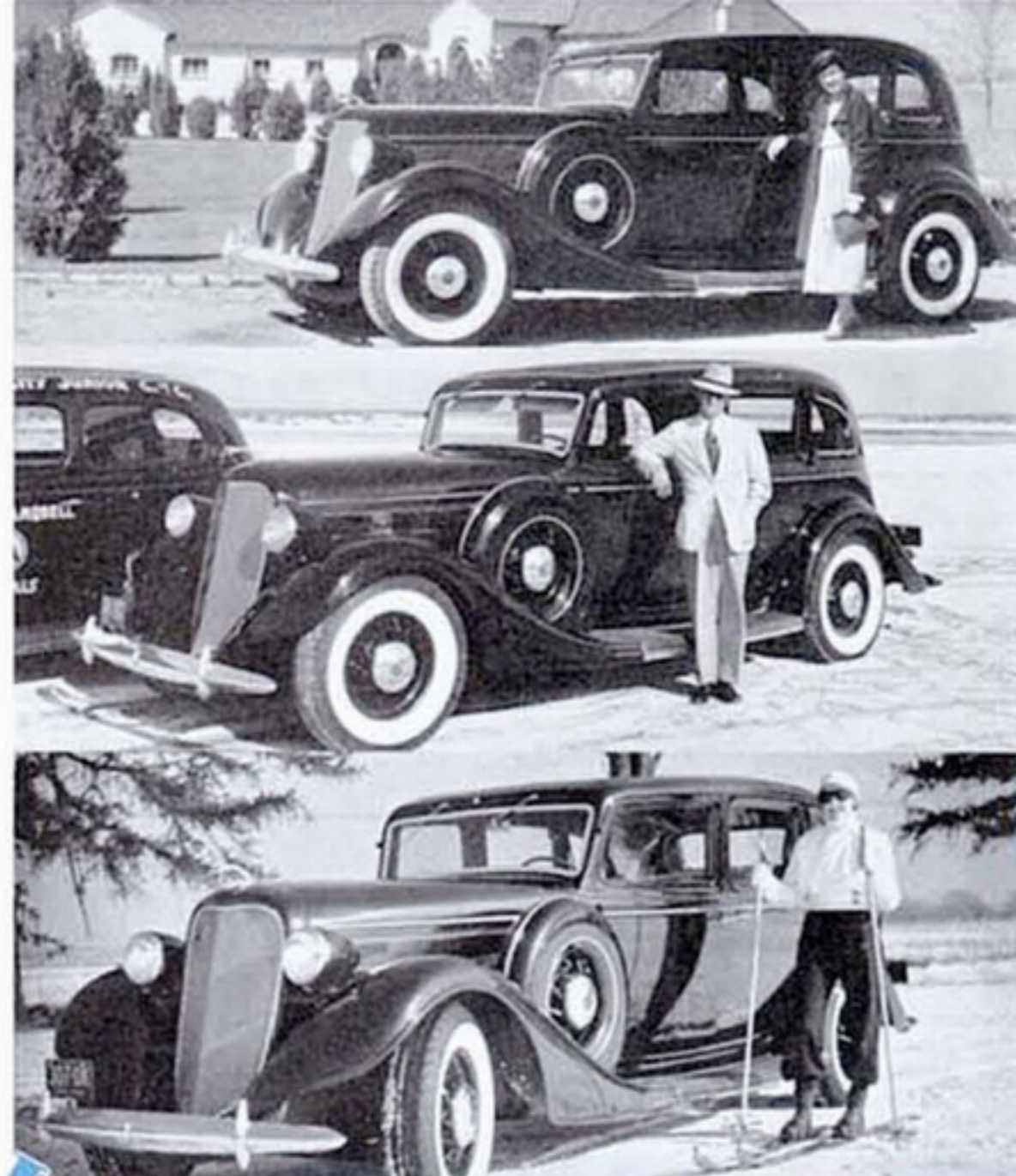
BEHIND THE SILVER SCREEN

The handsome hero, the languishing lover, the suave, sibilant villain who flashes across the silver screen may be, and very often is, also a Lincoln owner. No one has computed exactly how many Lincolns are in use in the moving picture metropolis, or preferred by the country's seasoned actors, but the number is very high. On this page are representative Lincoln owners—or Lincoln users—of Hollywood and thereabouts. These are people you know.

Mrs. Harmon W. Peery, wife of the Mayor of Ogden, Utah, photographed with a new Lincoln at the Club House of the Ogden Country Club.

Sir Malcolm Campbell standing beside the Lincoln V-12 which he used during his entire stay at Salt Lake City and the Bonneville Salt Flats, 125 miles west. He first used this car to test the course on which the Bluebird was to run.

"Gets you there and gets you back, whether on summer vacations or winter skiing." So writes W. H. Hobart of Troy, Ohio, of his fourth Lincoln. "Marcia, my daughter, takes advantage of the cold snaps to get to good skiing grounds daily—to her great delight in getting to use the car."



VIEWS AND REVIEWS OF A NEW KIND OF CAR



ALONG THE LINCOLN TRAIL



"I am seventy-five years old and do all my own driving myself," writes Charles D. Norton, of Jacksonville, Florida. "This 1935 car, my tenth Lincoln, is a marvel. I have converted several of my friends to Lincolns, and they are all thoroughly satisfied."

Mr. Harvey S. Firestone, Sr., photographed upon his arrival in Denver, Colorado. During his stay, Mr. Firestone used the Lincoln daily, and expressed his appreciation of the car.

The five Rosenbaum brothers, prominent citizens of Louisville, Kentucky, descended from pioneer families of the state. They are enthusiastic Lincoln owners. The firm of Rosenbaum Brothers is nationally known in the hide and wool trade.



The first Lincoln-Zephyr sold in Medellin, Colombia, with its owner, Miss Norah Maynham.

"My Lincoln-Zephyr V-12 has averaged about 14½ miles to the gallon. It has plenty of surplus power, holds the road well on turns. I recommend it to those who desire ease and comfort on long trips." W. W. Dartnell, Wheeling, West Virginia.

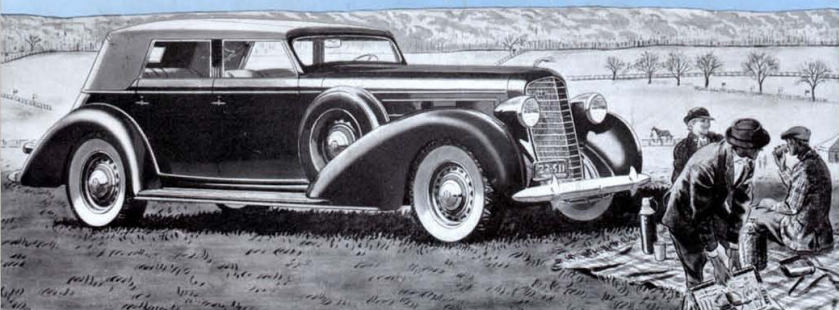
Governor James M. Curley of Massachusetts inspecting the Lincoln-Zephyr on display at Portsmouth, N. H.

Miss Colleen Moore photographed as she visited the Lincoln-Zephyr showrooms in Milwaukee, Wis.

Governor Eugene Talmadge of Georgia standing beside a new Lincoln-Zephyr.

LINCOLN

A day's run in a Lincoln is the final, conclusive witness to its powers. This is a car swift enough to dispatch an owner from Chicago to New York on the schedule of a fast train. The Lincoln can, and does, lengthen the day's travel by many miles. . . . Yet the supremacy of this motor car is not alone in distance covered in shortest time. So comfortable is the Lincoln that even at the end of a long and arduous journey, passengers and driver arrive refreshed and relaxed. Springs are long, soft. A road stabilizer keeps the car always on even keel. The famous V-12 cylinder engine, placed far forward in the frame, provides a silent, equable flow of power. . . . The beauty of the Lincoln, traditional for elegance, is now enhanced by sweeping, modern contours. In all its comings and goings, the car reflects, proudly, the position and judgment of those who own it. . . . Eighteen body types, formal and informal, including custom models by Judkins, LeBaron, Willoughby, Brunn.



H. E. STIMPSON MOTOR COMPANY

601-609 S. Helens Ave.

TACOMA, WASH