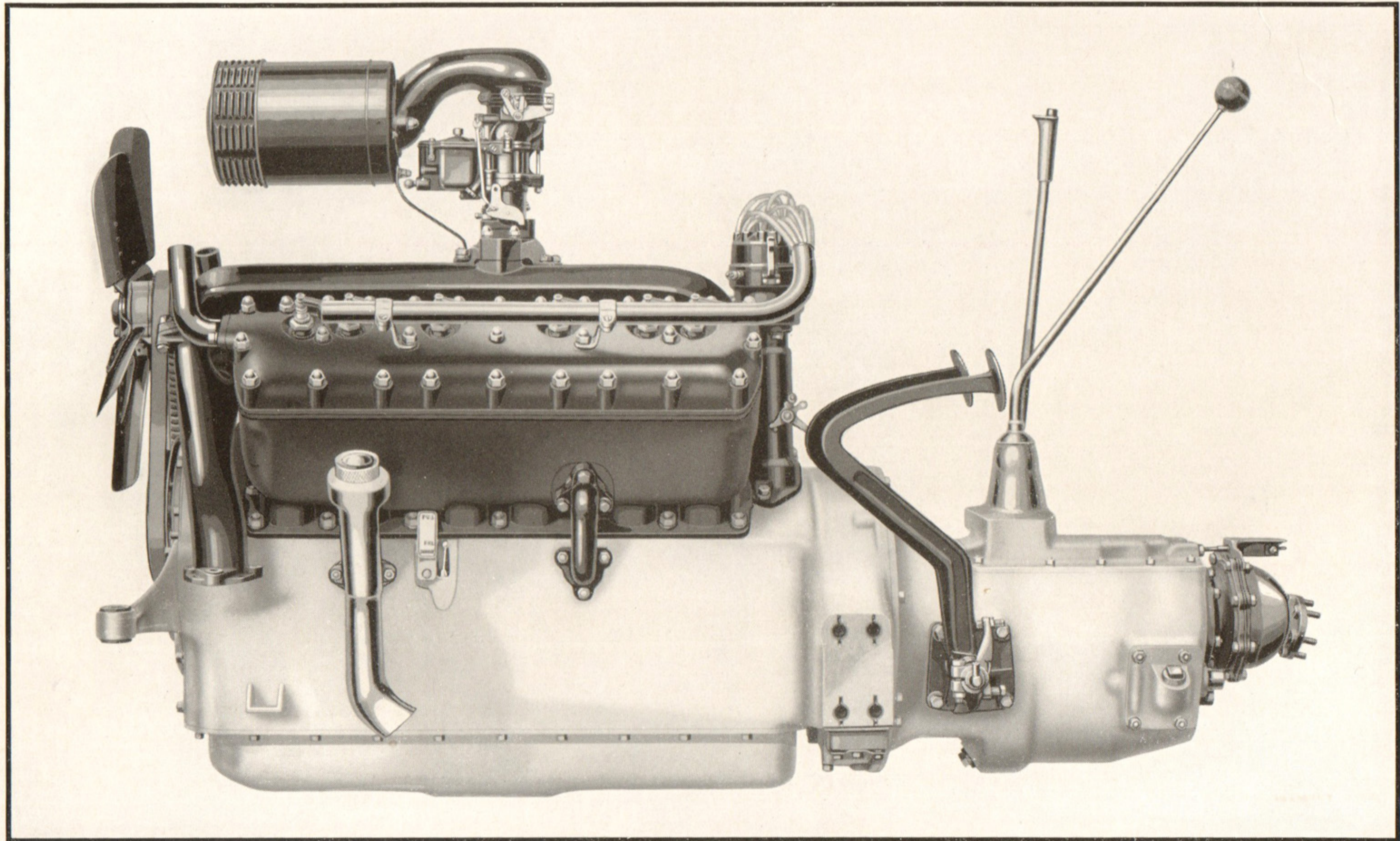


LINCOLN PRESENTS A NEW TWELVE CYLINDER MOTOR CAR



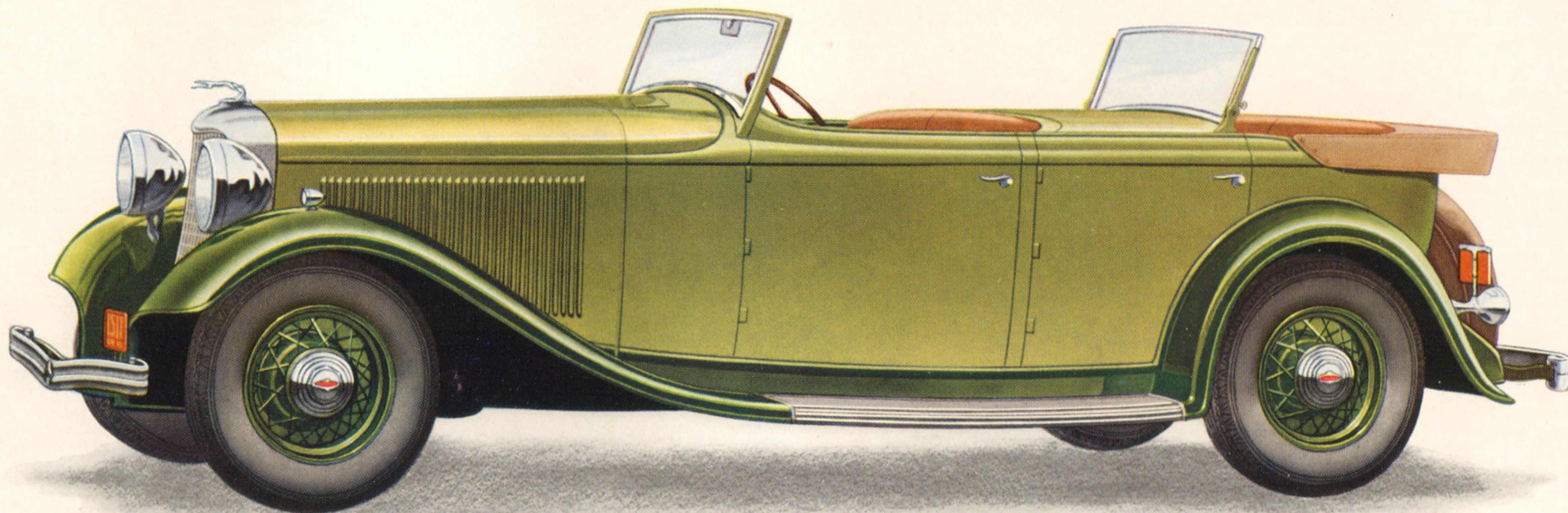
THE LINCOLN V-12 CYLINDER 125 HORSEPOWER ENGINE

L I N C O L N P R E S E N T S

A N E W

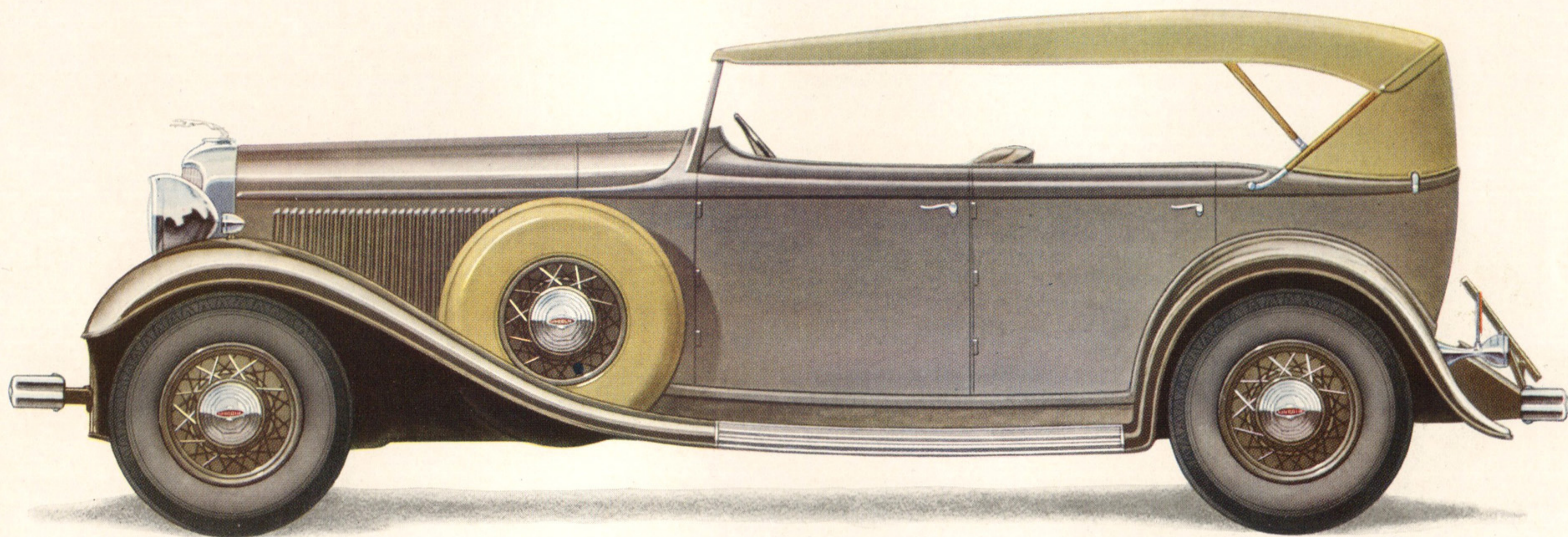
T W E L V E - C Y L I N D E R M O T O R C A R

*P*ERFORMANCE that is possible only with the 12-cylinder engine as built by Lincoln is now made available in this new 125 horsepower motor car at the lowest prices in Lincoln history. Here are established ideals in a new expression. The highest mechanical standards for which all Lincolns are known. The same precision workmanship that has always been typical of Lincoln. A beauty of line and finish, new and advanced, yet true Lincoln in its character. With the superiority of the 12-cylinder engine now definitely proved to the satisfaction of both owner and engineer, this new 12-cylinder car is only a natural step in Lincoln development. To characteristic beauty and quality is now added, on the 136-inch wheelbase chassis, the highest type of motor car performance. The variety of body styles is shown on the following pages. The new low prices, including full equipment, range from \$2700 at Detroit. This new motor car, offering the complete satisfaction that comes only from ownership of a 12-cylinder Lincoln, represents at these low prices, the greatest values ever presented by the Lincoln Motor Company.



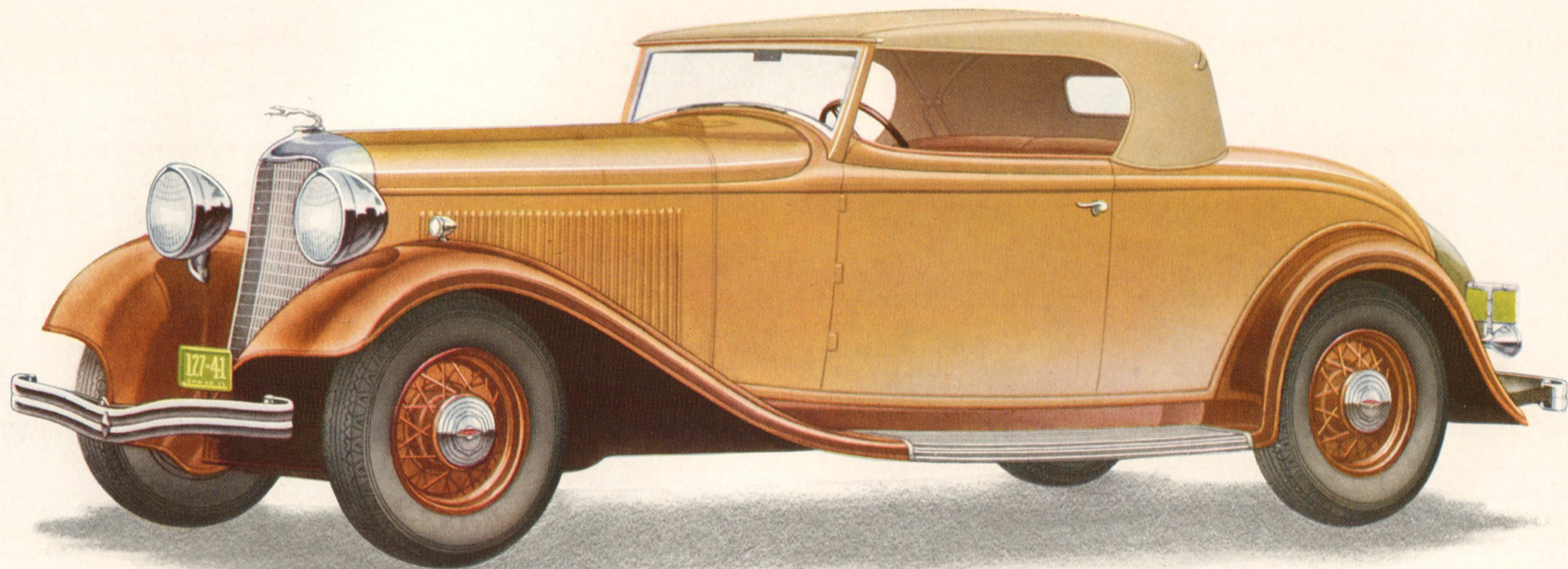
**THE
LINCOLN
PHAETON**
Four-Passenger

*A*n ultra-smart, close-coupled open-air car. Supplied with a tonneau cowl, remotely controlled, and rear windshield which folds flat when desired. Seats roomy, upholstered in hand-buffed leather and deeply-cushioned. Spare wheel carried at rear, but at slight additional cost the wheel may be mounted in front fender well and baggage provided for in a trunk placed on rack at rear. This Phaeton is available at lower cost without tonneau cowl and windshield.



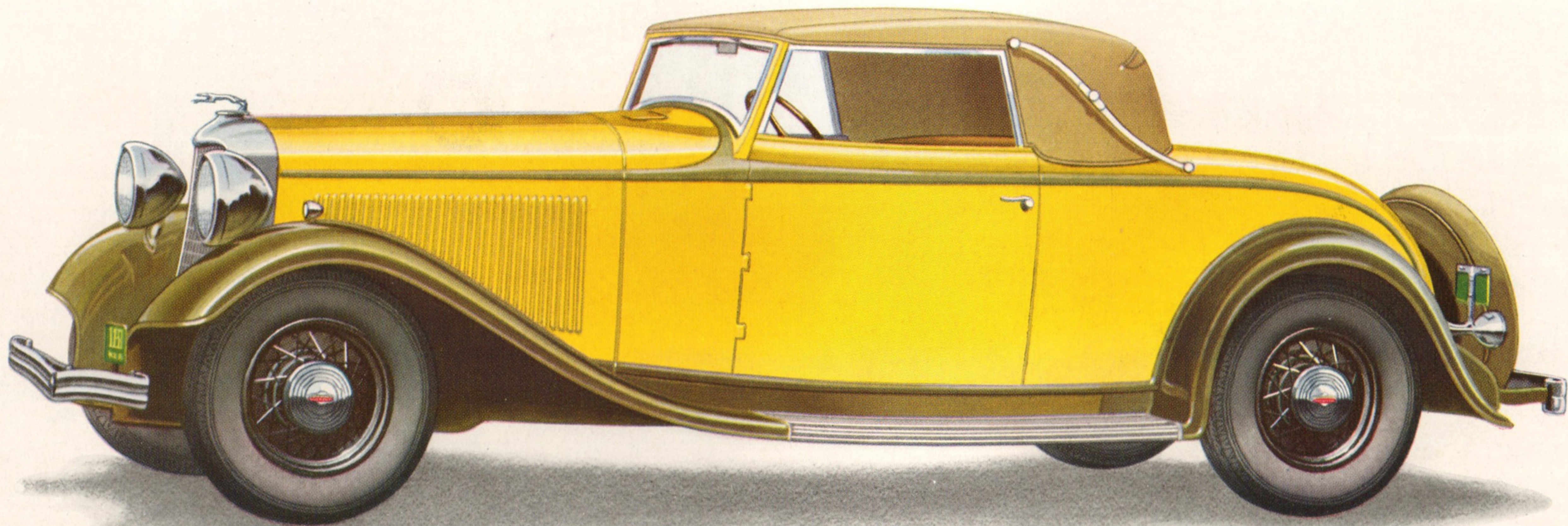
**THE
LINCOLN
TOURING**
Seven - Passenger

A roomy open car for seven, especially suited for long-distance travel. Front and rear seats wide, well cushioned, restful even on long tours. Two folding auxiliary seats. Upholstery of hand-buffed leather. Windshield stationary. Wiper units concealed under cowl. Large pockets on doors. Cigar lighter, light and switch on cabinet on front tonneau wall. Top may be folded and covered with boot. Spare wheel may be mounted in front fender well at slight additional cost.



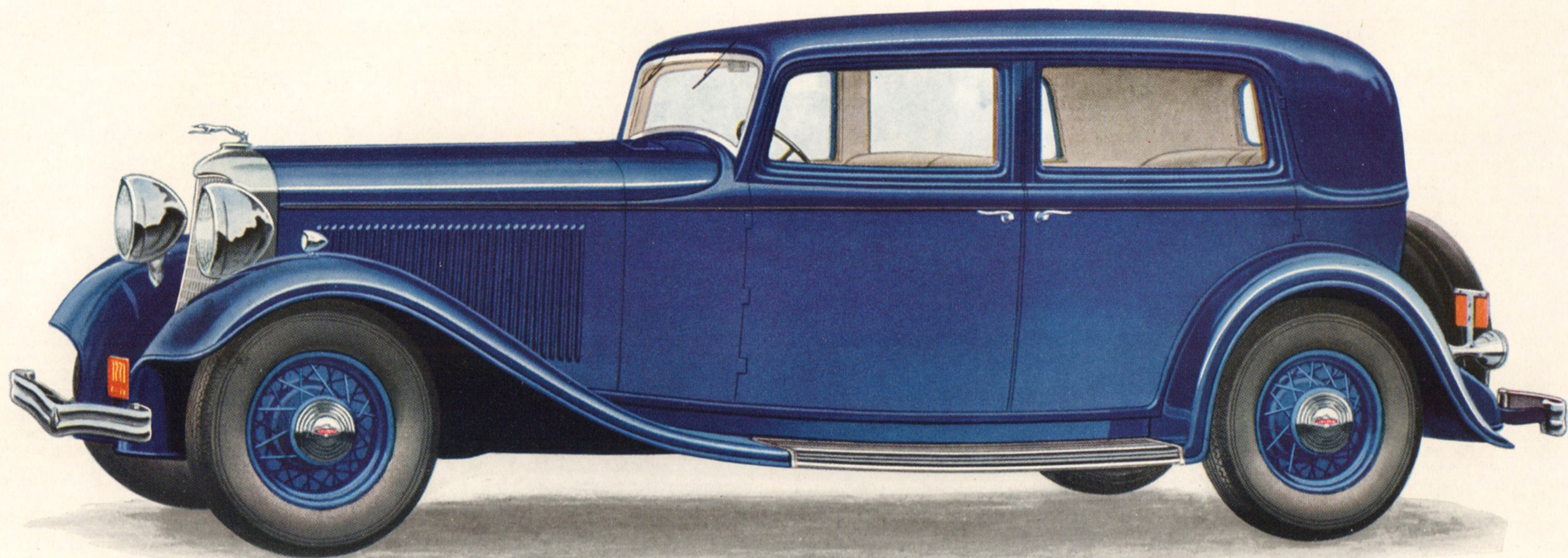
**THE
LINCOLN
ROADSTER**
Two-Passenger

A sleek two-passenger open air car which is a familiar sight about the country or hunt clubs, the polo field and beaches. Its smartly-lined top can be folded flush into a well back of the seat and covered with a flap. The slanting windshield is stationary. Windshield wiper units are concealed beneath the cowl. Upholstery of hand-buffed leather. Seat adjustable. Curbside door opens into stowage space for golf clubs. Rumble seat available at small extra cost.



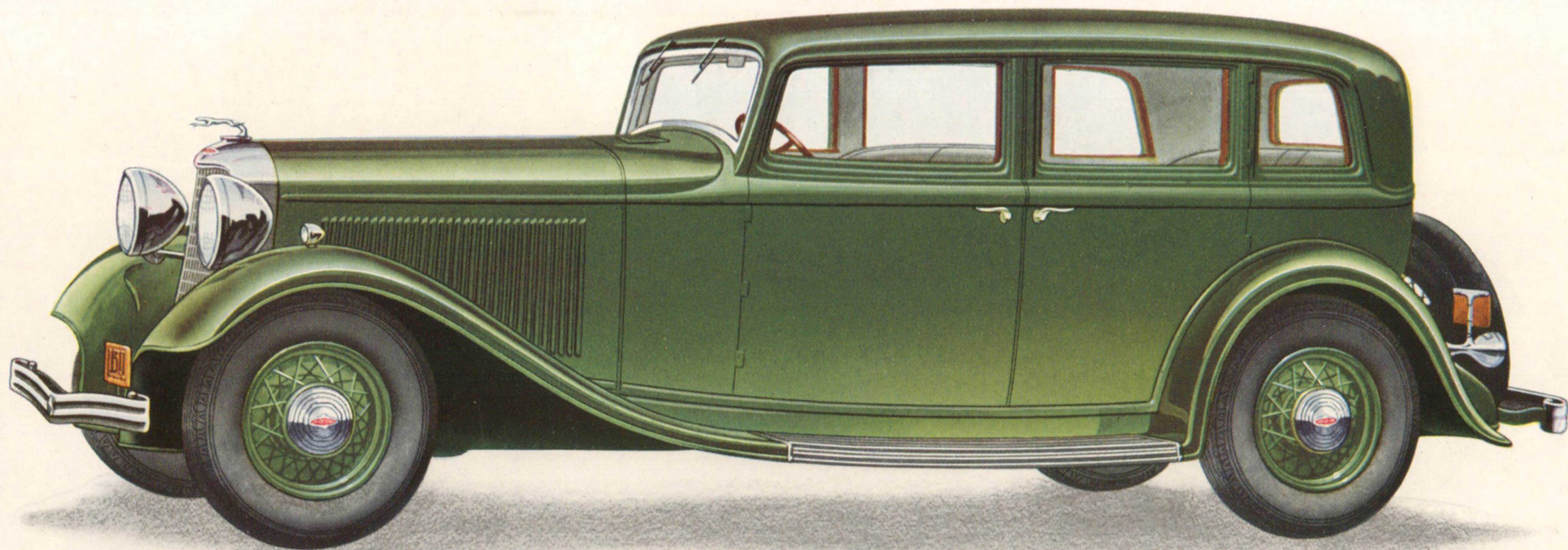
**THE
LINCOLN
CONVERTIBLE
ROADSTER**

A car of double utility which can be driven as a smart open roadster or snug closed coupe. Rumble seat for extra passengers. Trim one-man top may be lowered into a recess back of seat and covered with a flap. Seat is adjustable. Upholstered in genuine hand-buffed leather. Door glasses fitted in chrome-plated roller sashes operating in metal channels. This construction holds window glass rigidly in any position. This is a body type of many uses, for any kind of weather.



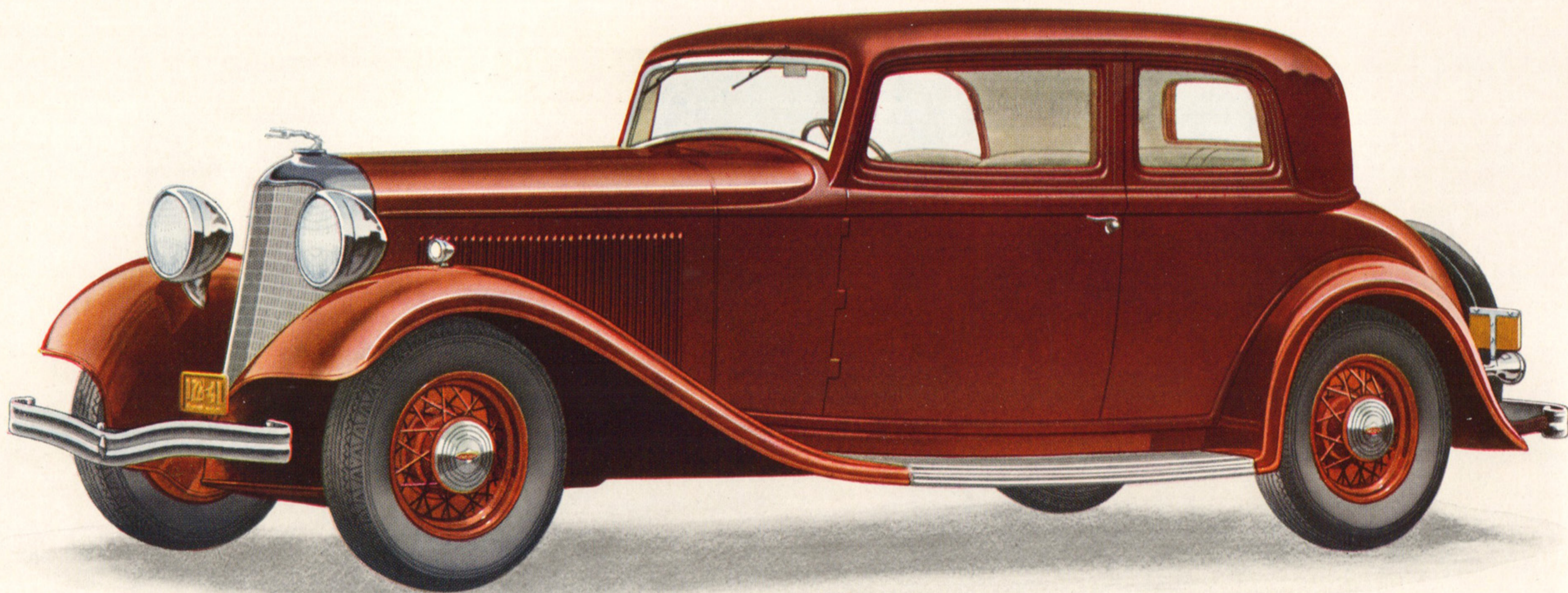
**T H E
L I N C O L N
T O W N S E D A N**

A decidedly smart, individualized car lending itself particularly to town use. A wide comfortable rear seat and adjustable front seat offer restful, deep-cushioned riding. Rear seat has side and center folding arm rests and affords a degree of privacy because of closed rear quarters. Every appointment luxurious, in good taste. Fittings include smoking set, two hassocks and assist loops, pockets covered with flaps, recessed in rear doors.



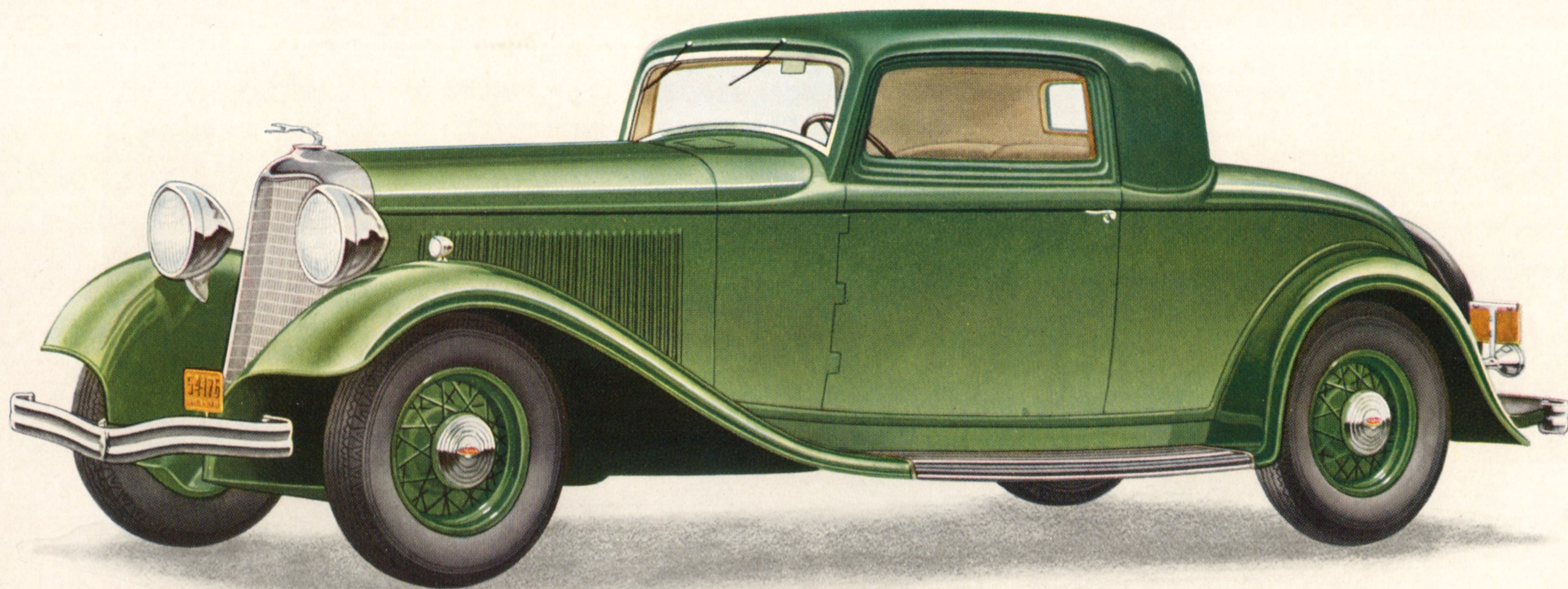
L I N C O L N
S E D A N
Five-Passenger

A beautiful, all-purpose, roomy, comfortable car for average family use. Seats are wide, deeply-cushioned, unusually restful. Front seat adjustable, allowing complete relaxation at wheel. Middle arm rest in back seat folds down forming two individual arm chairs. Soft arm rests at either side. Assist loops and hassocks add to riding comfort. Ash trays in cowl bar panel, smoking set in rear quarter window panel. Robe rail. Roomy pockets in rear doors for maps or small articles.



**THE
LINCOLN
VICTORIA
*Five-Passenger***

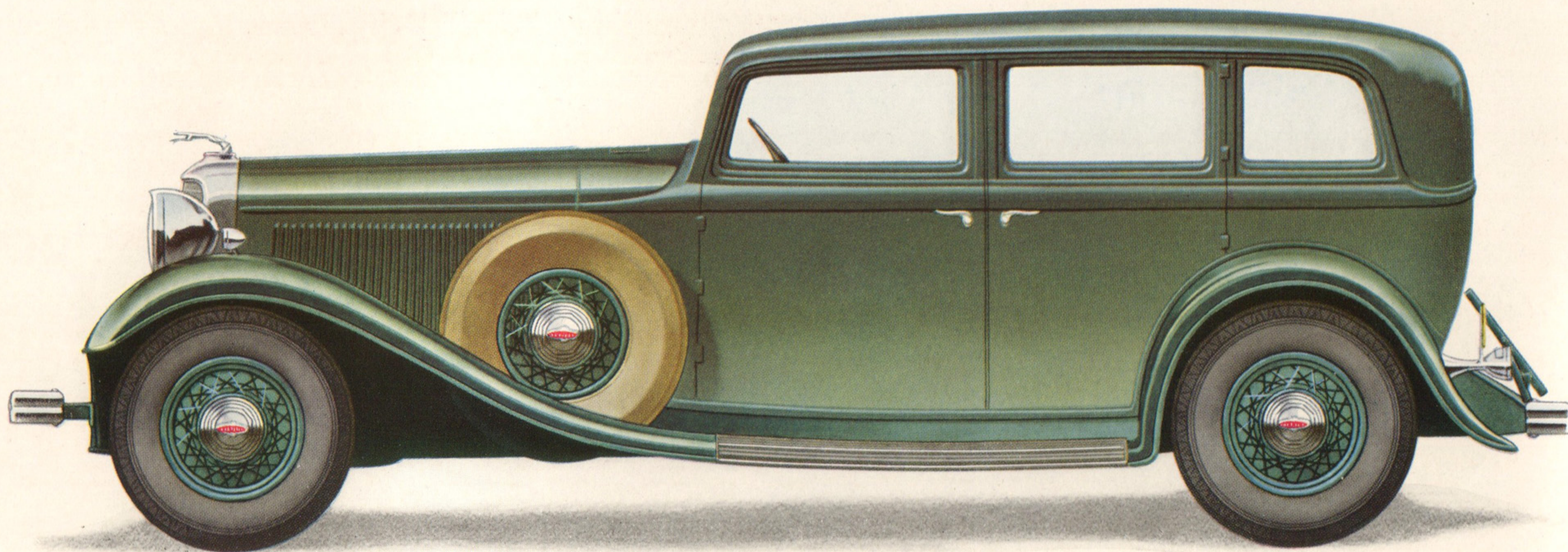
A roomy coupe offering wide utility to the owner-driver. Though of close-coupled type, five persons are seated comfortably. Front passenger seat slides forward when back is folded down. This and the unusually wide door allow easy access to the rear seat. Because often selected by families with small children, backs of front seats and facing of rear seat cushion are finished with leather. Smoking set and assist loops add to its general satisfaction.



**T H E
L I N C O L N
C O U P E**

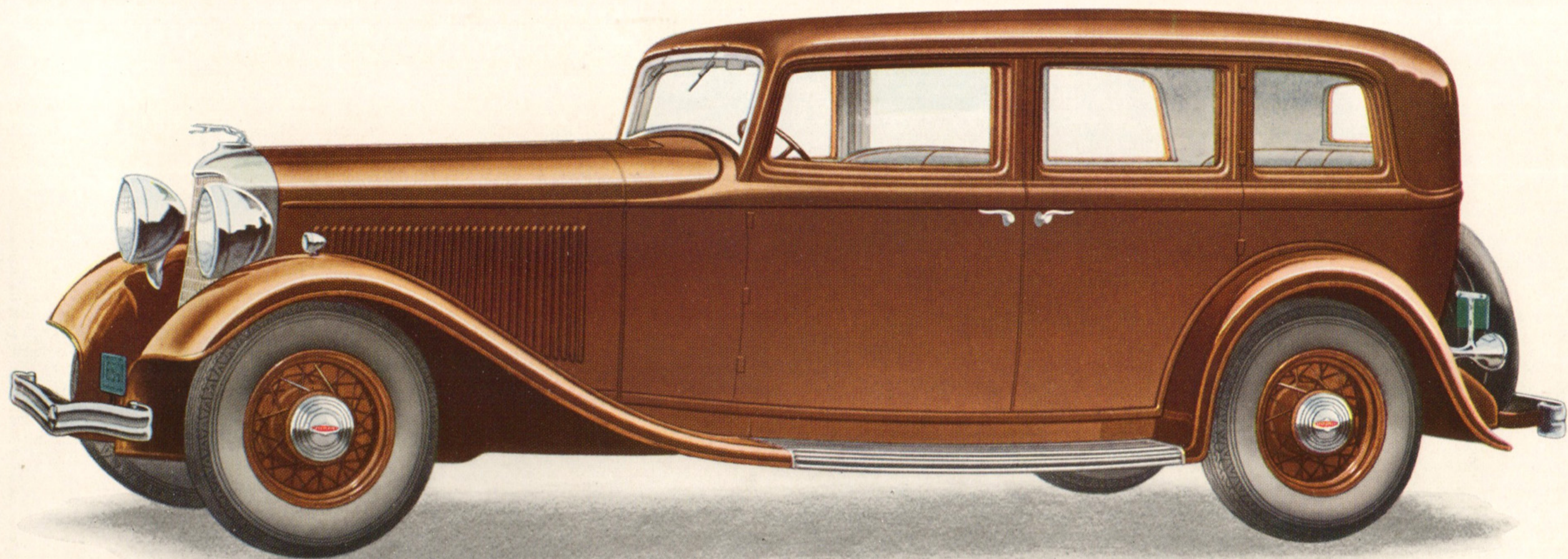
Two-Passenger

*O*ften chosen by owner drivers as the ideal car for business, professional or shopping use. Interior is commodious with plenty of leg room. Seat adjustable to allow driver complete comfort at wheel. Ash tray in cowl bar panel. Large package compartment back of seat. Rumble seat available, if desired. Rear window may be lowered. Door at curbside opens into a spacious compartment where golf clubs or other articles may be stored. Rear deck may be lighted.



**THE
LINCOLN
SEDAN**
Seven - Passenger

*A*n unusually roomy, luxurious "big-family" car. Front and rear seats are wide, deeply-cushioned, restful. Extra passengers may ride comfortably in the generous auxiliary seats which face forward. Front seat is adjustable. Allows driver to relax at wheel. Back seat simulates two individual arm chairs when middle arm rest is lowered. Fittings include smoking set, assist loops, foot rest and robe rail. Ash tray in cowl bar panel. Roomy pockets for stowing away small packages.

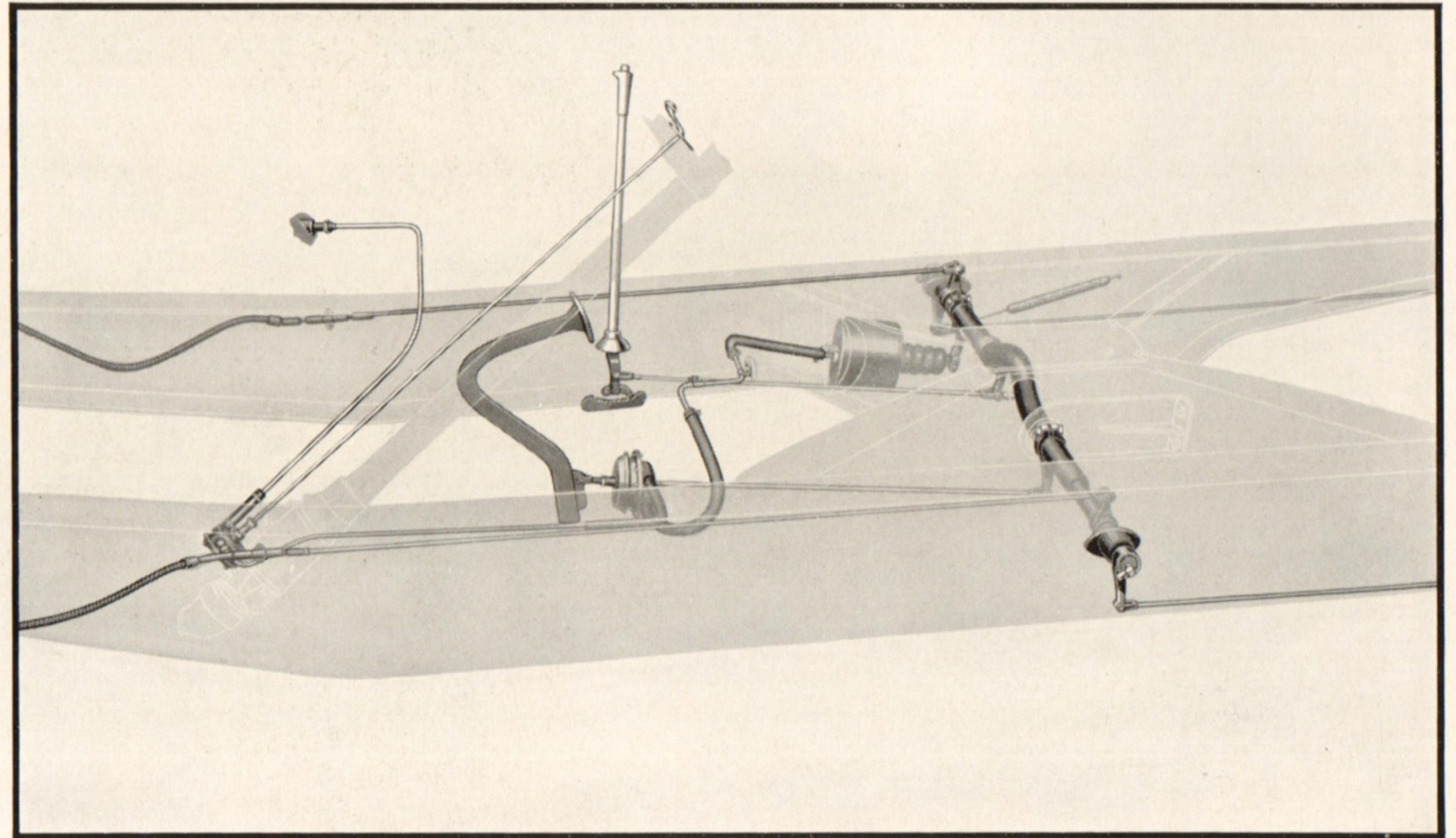
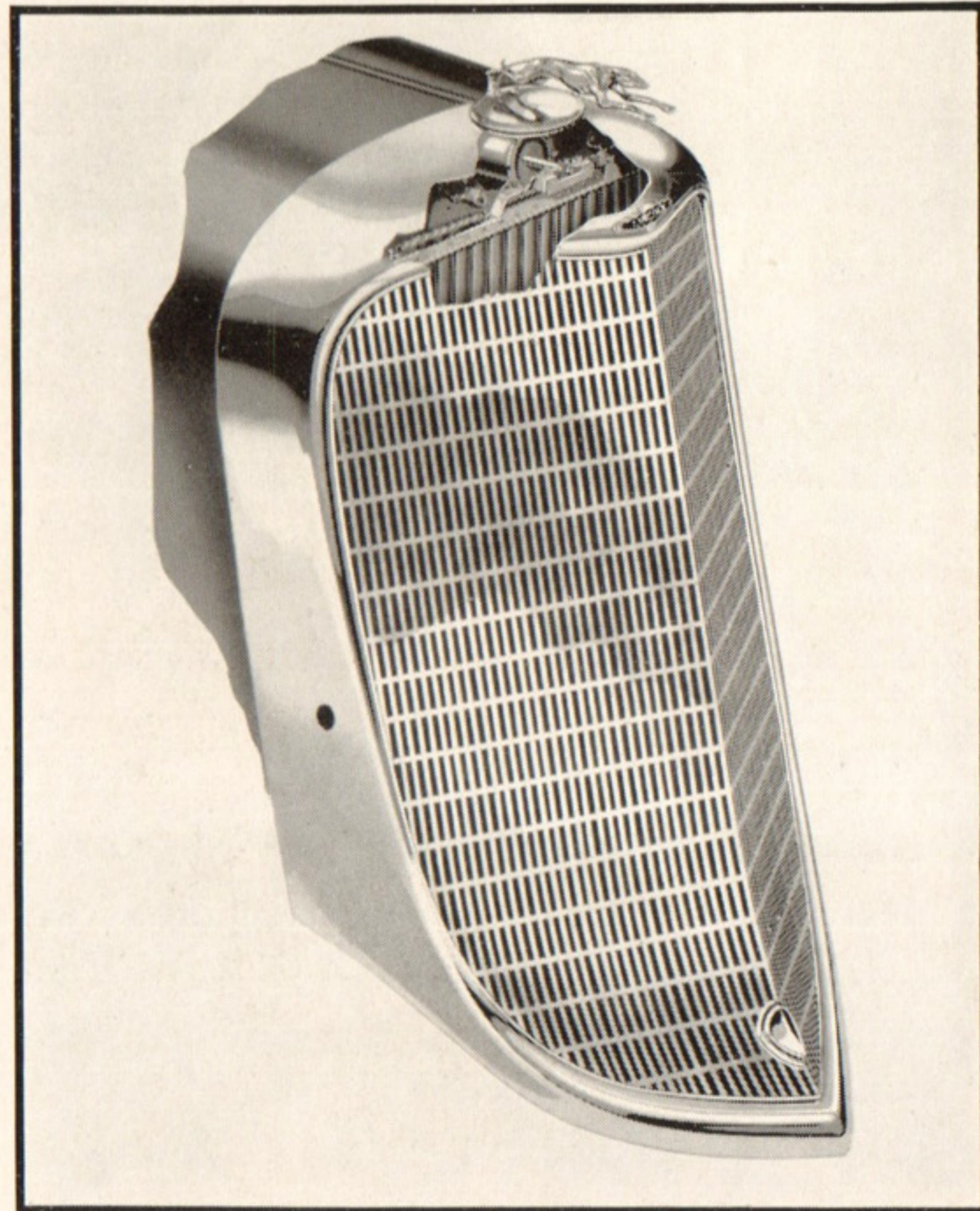


**THE
LINCOLN
LIMOUSINE**
Seven-Passenger

A dignified car, conservatively designed particularly for formal use. Interior compartments spacious, every detail lending to comfort of both passengers and driver. Rear seat and back fashioned to form two individual arm chairs when folding arm rest is lowered into place. Auxiliary seats face forward. Division glass may be lowered if desired. Fittings include smoking set, foot rest and assist loops. Driver's compartment has ash tray and reading lamp.

M E C H A N I C A L F E A T U R E S

Thermostatic Shutter Control. Every feature of Lincoln design contributes toward that brilliant performance for which the Lincoln is known. Highest quality materials and precision craftsmanship safeguards this ideal. Lincoln superior engine performance is aided by controlling the temperature of the liquid in the cooling system by means of thermostatically operated radiator shutters. These begin to open when the temperature of the liquid reaches 145° F. and are fully open at 160° F.

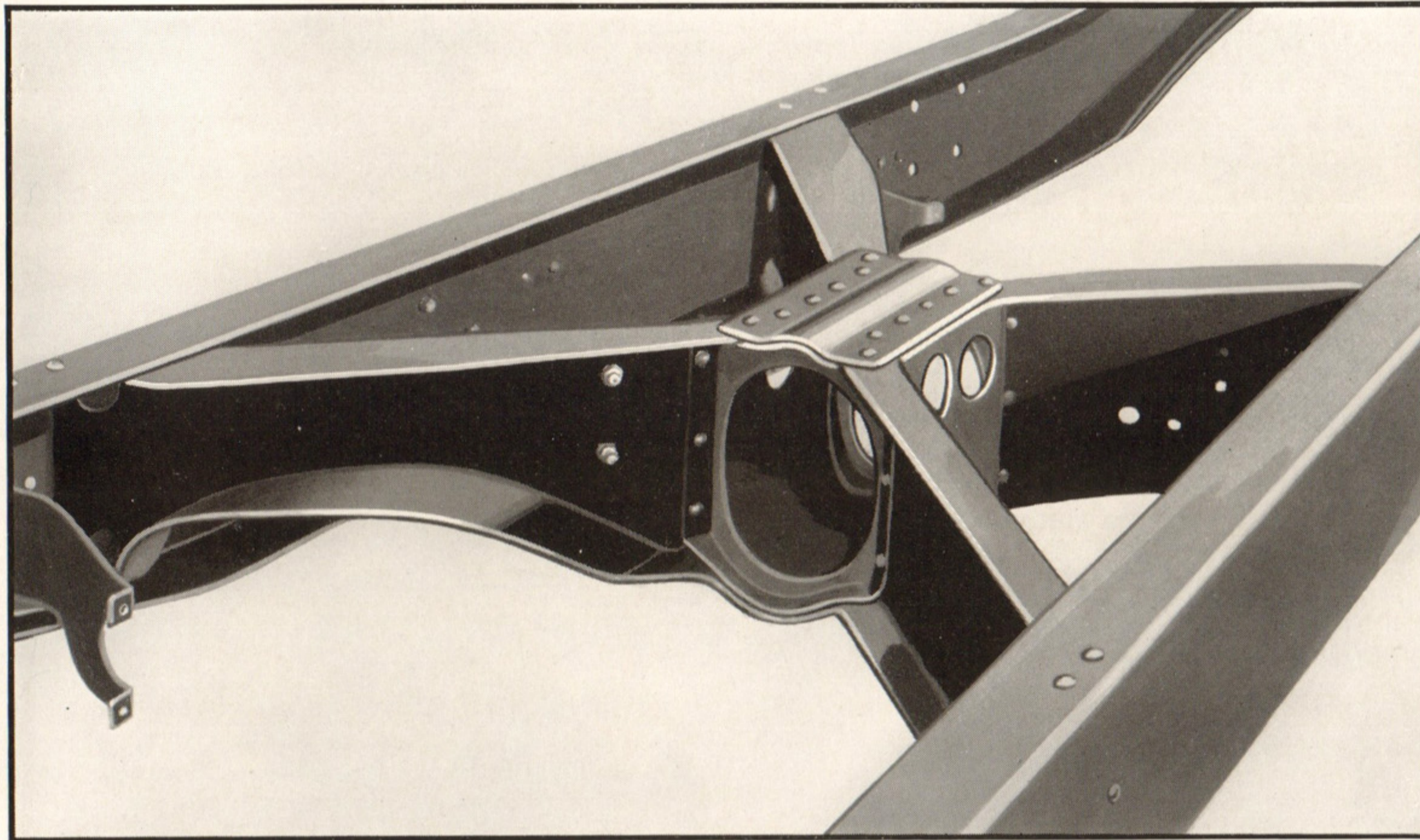


Booster Brake System. Lincoln cars provide maximum safety under all conditions. The knowledge that this is a motor car with low center of gravity, ease of control, safety glass throughout, oversize parts wherever strain or wear may come, and large braking surfaces contributes to your feeling of confidence.

To provide further for the comfort of the Lincoln driver, a vacuum booster is incorporated in the braking system which materially decreases the pressure needed on the foot pedal. This is a feature of particular interest to the woman driver. By means of a control lever, conveniently placed, the driver may immediately adjust the pressure of the brake booster to any condition of road or weather.

Shock absorbers are automatically and thermostatically controlled, adjusting themselves to every change in road or temperature, thus insuring maximum riding comfort under all conditions.

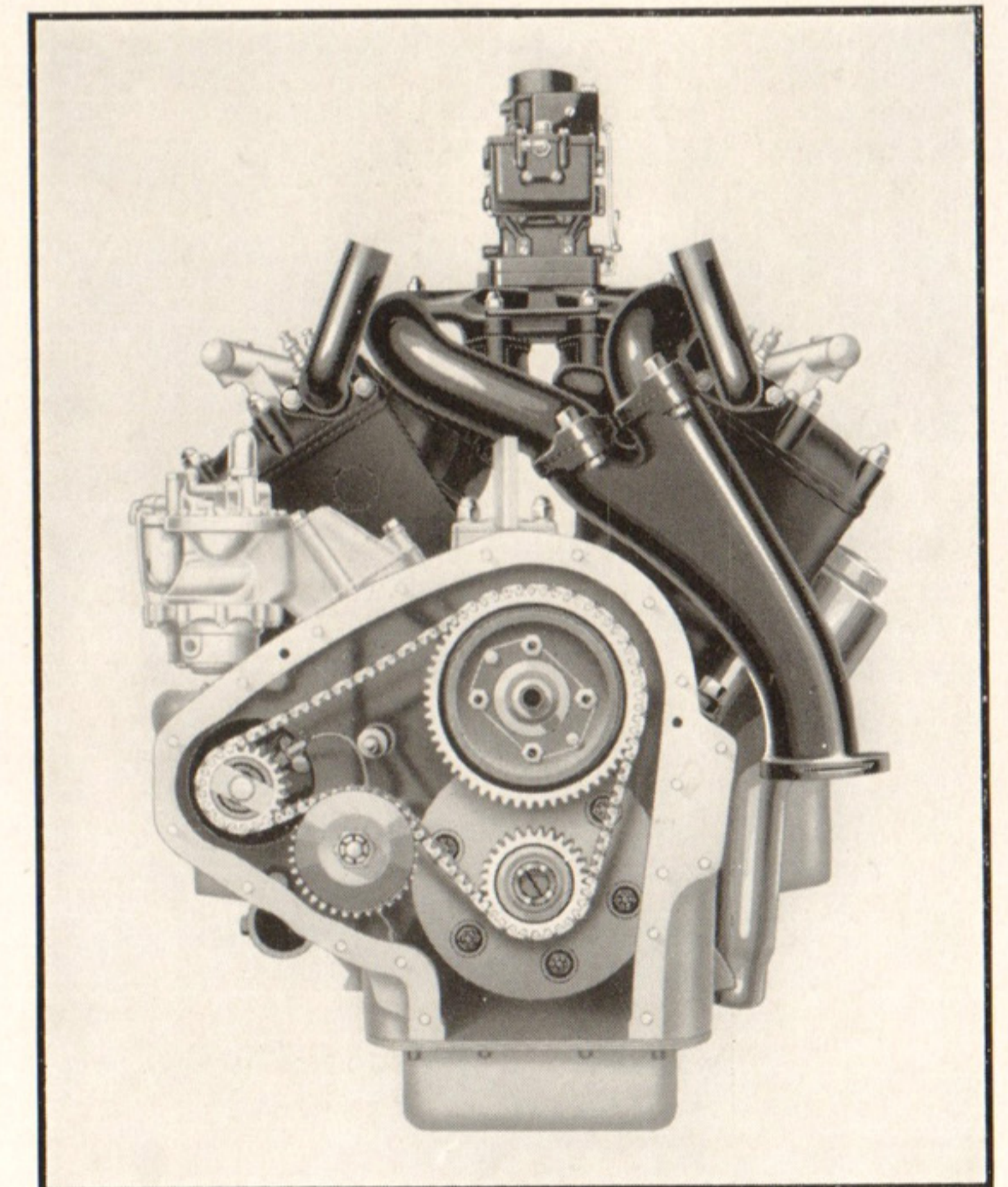
T H E L I N C O L N V 1 2 - 1 3 6



Engine Front End. This view shows the front of the Lincoln V-12—125 horsepower engine with front end cover removed to show the timing chain which automatically adjusts itself to compensate for wear. The 67° angle between the cylinder block contributes to quiet engine, by eliminating synchronous vibration. Exhaust pipes are carried forward of and below the engine to keep the heat away from the floor boards. Note the compact arrangement and accessibility of all parts.

Sturdy X Frame Construction. The frame of the Lincoln has been redesigned with an X-type cross member near the center to give it added strength and rigidity. Side members are of the double-drop type, of unusual depth. The X-member, with other tubular cross members at front and rear, insures accuracy of alignment between side members under severe driving stresses and further increases the ruggedness characteristic of Lincoln. The rigid construction of this frame provides an excellent foundation for the body, relieving it of undue stresses.

The powerful Lincoln twelve-cylinder engine is mounted at four points on rubber. These flexible mountings tend to absorb any tendency toward vibration and add to smoothness of operation. Driving forces are transmitted from rear axle to the frame through a heavy torque tube and radius rods.



CONDENSED SPECIFICATIONS LINCOLN V12-136

Engine

12-cylinder V-type with 67 degree V angle.

Bore and Stroke—3 x 4½ inches.

Piston Displacement—381.7 cubic inches.

S. A. E. Rated Horsepower—43.2.

Brake Horsepower—125.

Suspension—Four-point mounted on rubber.

Number of Main Bearings—4.

Pistons—Aluminum. Weight 11½ ozs. Sets held within limit of ¼ oz.

Number of Piston Rings—4.

Camshaft Drive—Silent chain with automatic adjustment for wear.

Camshaft—Roller-lifter type.

Number of Camshaft Bearings—5.

Valves—Diameter 1⅙ exhaust and inlet.

Carburetion System

Carburetor—Dual, down-draft type equipped with air-cleaner and silencer.

Fuel Pump—Diaphragm type driven from engine camshaft.

Clutch

Double-disc type, requiring only light pedal pressure. Fully enclosed.

Ignition System

Battery distributor type with unit mounted at rear of engine in vertical position.

Steering System

Steering Gear—Worm and roller type, fully reversible.

Turning Radius—Left and right, 24'.

Transmission

Number of Forward Speeds—3.

Second Speed Gear—Helical silent type.

Silent synchronizing unit between second and high speed gears which facilitates shifting.

Rear Axle

Type—Full-floating.

Brakes

Type—Two-shoe with vacuum booster.

Springs

Type—Semi-elliptic.

Front—Length 42 inches.

Rear—Length 58 inches.

Wheels and Tires

Wheels—Welded steel-spoke, one piece, demountable, diameter 18 inches.

Tires—Size 7 x 18 inches (7.00 x 18).

Equipment

Hydraulic Shock Absorbers—Double-acting type. Automatically adjusted for road and weather conditions.

Radiator Shutters—Thermostatically controlled.

Windshield Wiper—Operated at constant speed regardless of engine load due to vacuum booster in fuel pump.

We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligation

LINCOLN MOTOR COMPANY, DIVISION OF FORD MOTOR COMPANY