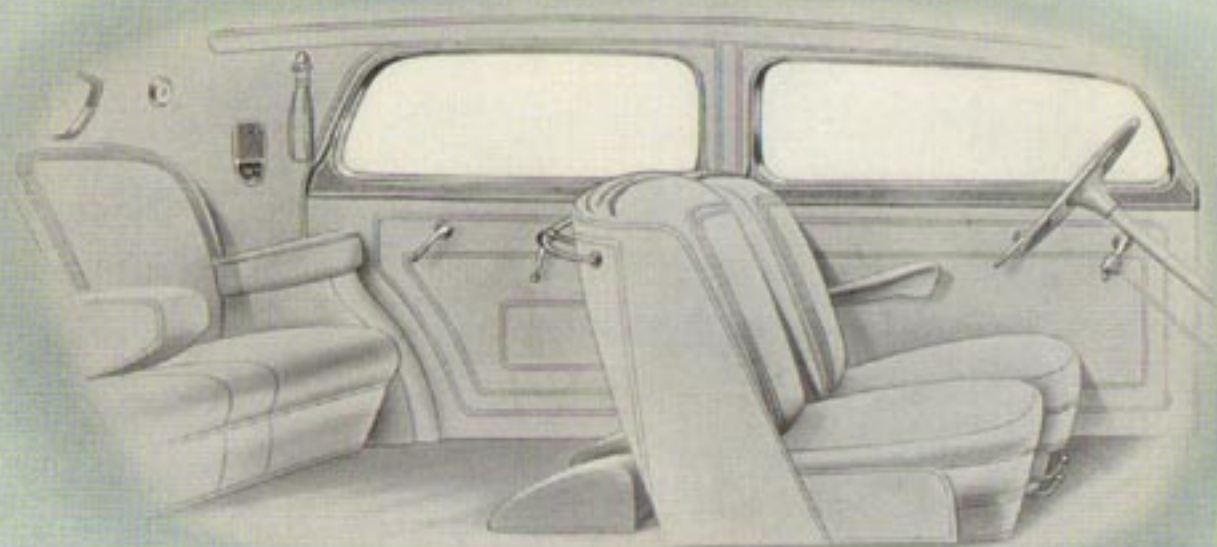




THE LINCOLN V-12
DESIGNS FOR 1937

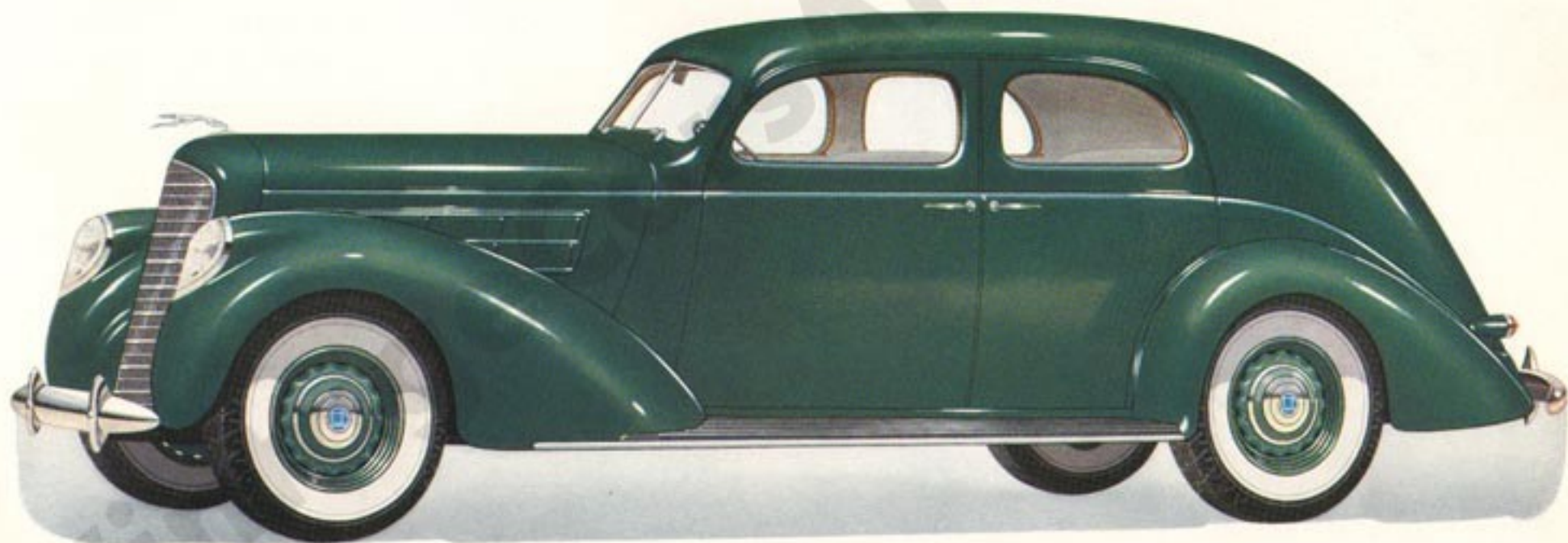
THE LINCOLN V-12 FOR 1937

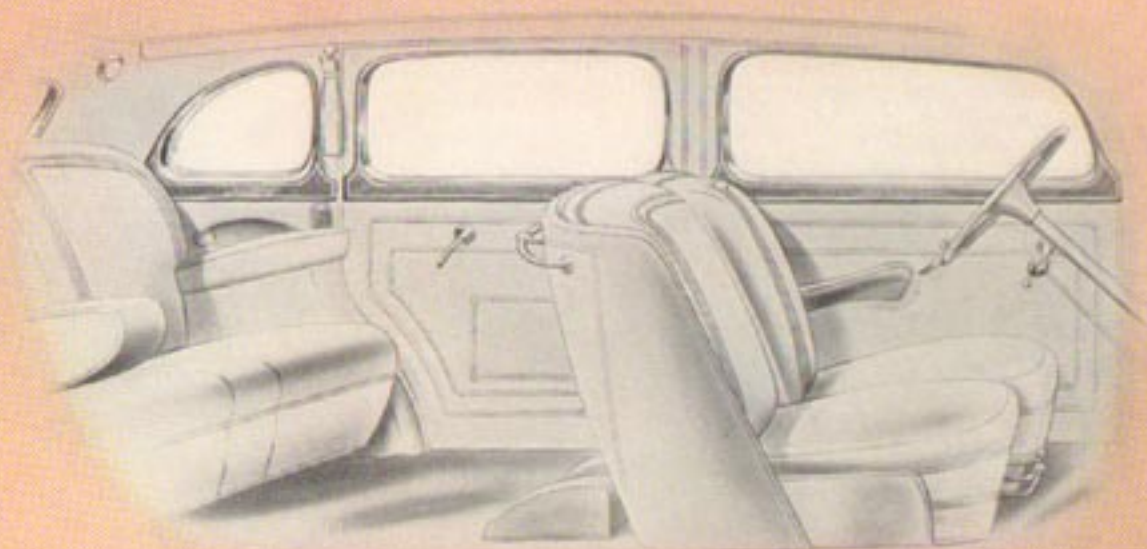
Imagine, for the moment, that you could sit down in your own library . . . draw a chair to the desk . . . and there, painstakingly and at length, plan the kind of motor car you would most like to own. ★ You would specify the engine . . . the construction of the body . . . the braking system . . . the upholstery . . . all the particulars of engineering and design. This would be your car, fashioned after your ideas, embodying your best judgment. It would be, primarily, individual transportation. ★ The critical and experienced motorist looks upon the Lincoln V-12 much in that manner. Here, in patrician dignity, is a car at heart his car. It is engineered as he considers an automobile should be engineered. Its outward appearance reflects his mode and position of life (and he has twenty-one body types among which to choose!). Interior furnishings are as luxurious as those he might select for his home. ★ The Lincoln V-12 for 1937 deepens that impression of owning a car designed-to-order. This new car, even more than its forerunners, belongs to the world of excellent things. It stands apart as those who own it stand apart. And considered solely as an investment, it is a wise and thoughtful choice. For the Lincoln's enduring design and progressive engineering keep the car young. Here is safe, swift, distinctive travel for many years. ★ Power to spare is supplied by the famous V-12 cylinder engine . . . built to Lincoln standards of precision. This remarkable expression of the V-type principle has earned, justly, the esteem of all who know the meaning of fine engineering. ★ On the pages within are illustrated the Lincoln V-12 types for 1937. There are models for the owner-driver, sport and touring models, and others exclusively for town and formal use. Included are custom designs by Brunn, Willoughby, LeBaron and Judkins.



THE more streamlined contours of the new Lincoln are particularly impressive in this type. The metal rear quarter makes the interior intimate and smart. Rear seat cushions and backs are individually adjustable. In addition to the rear luggage compartment, there is a broad recessed shelf behind the rear seat, convenient for wraps and parcels. There is also a large package compartment built into the back of the front seat.

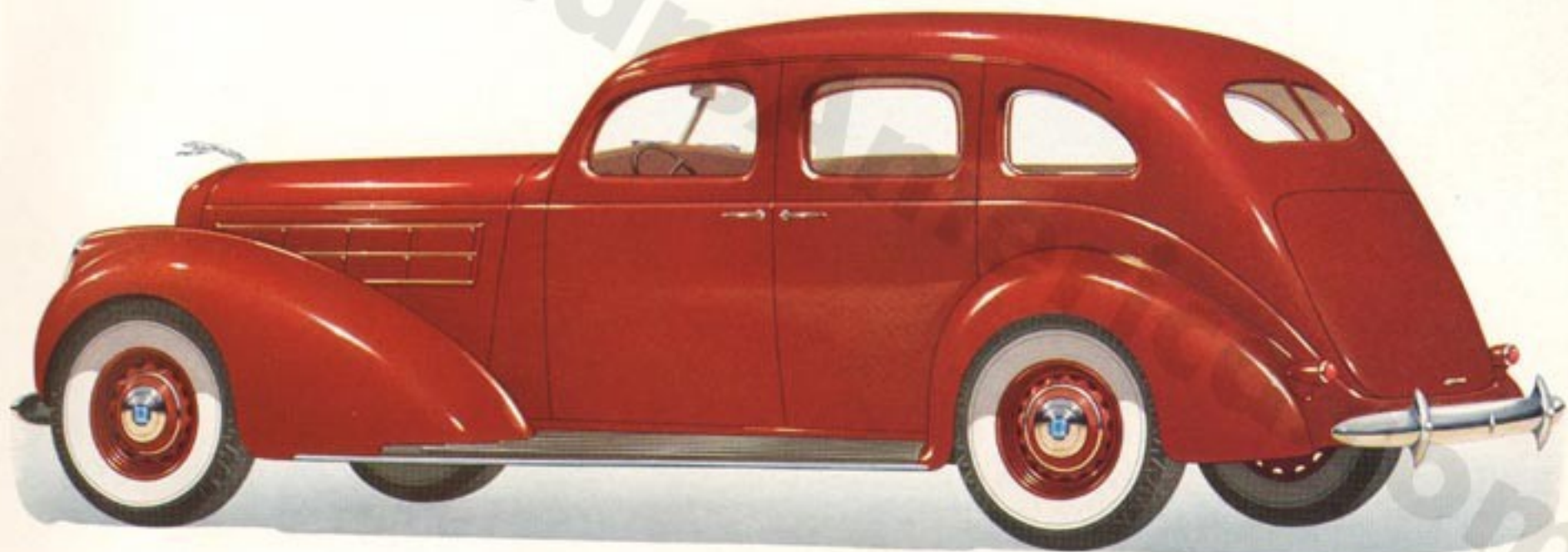
THE COLN FI FIVE PASSENGER TWO WINDOW SEDAN

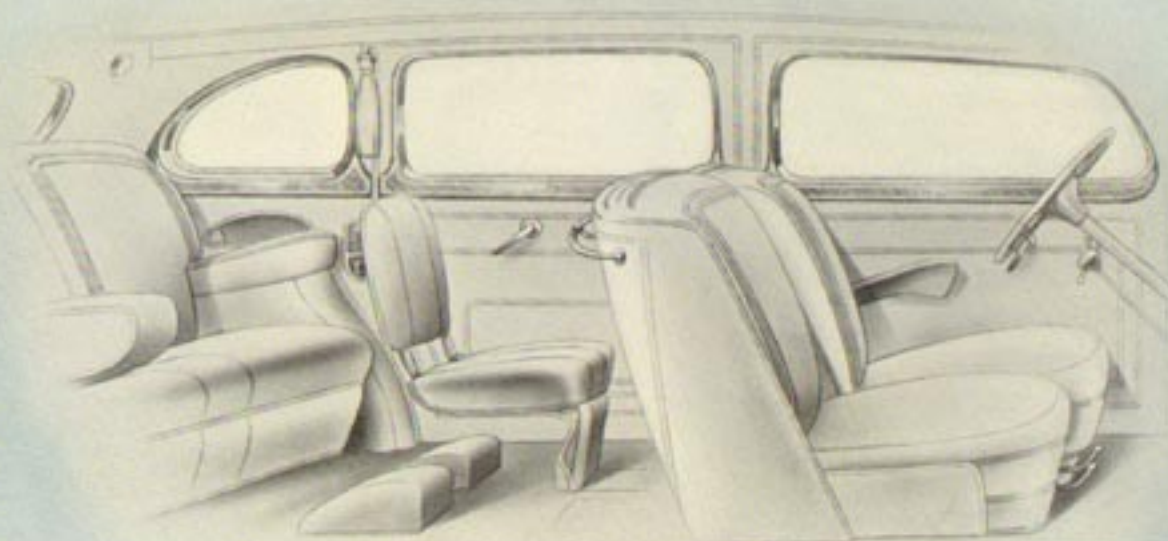




THIS car stands high in favor both as a car for business and for the family's enjoyment. The refined rear contours offer a pleasing harmony with the sweep of the rear fenders. Unusual comfort is assured. Rear cushions and backs are individually adjustable to practically any desired position. The middle arm rest may be lowered to transform the rear seat into two easy chairs. Spare wheel and tire are out of sight, carried in the rear deck luggage compartment.

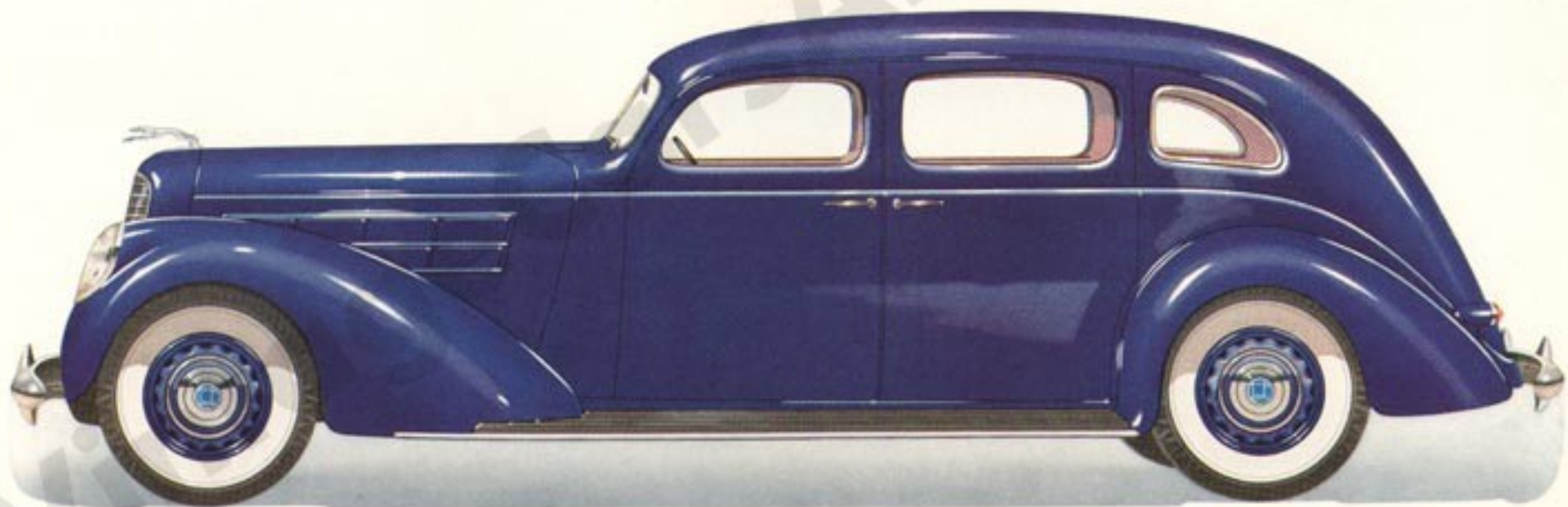
THE LINCOLN FIVE PASSENGER THREE WINDOW SEDAN

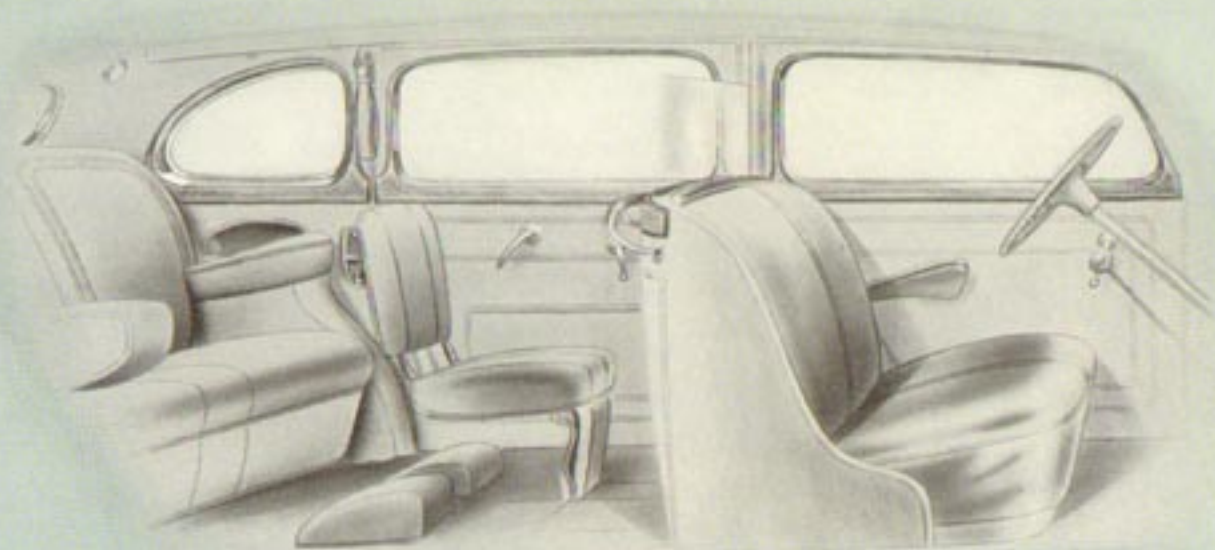




A GLANCE at the luxurious interior shows that comfort and roominess were uppermost in the minds of the designers. Two large auxiliary seats fold out of sight when not in use. Both front and rear seats are adjustable. The luggage compartment in the rear deck also carries the spare wheel and tire. It is automatically lighted when opened. This is a most distinguished automobile for family use in town and on the road.

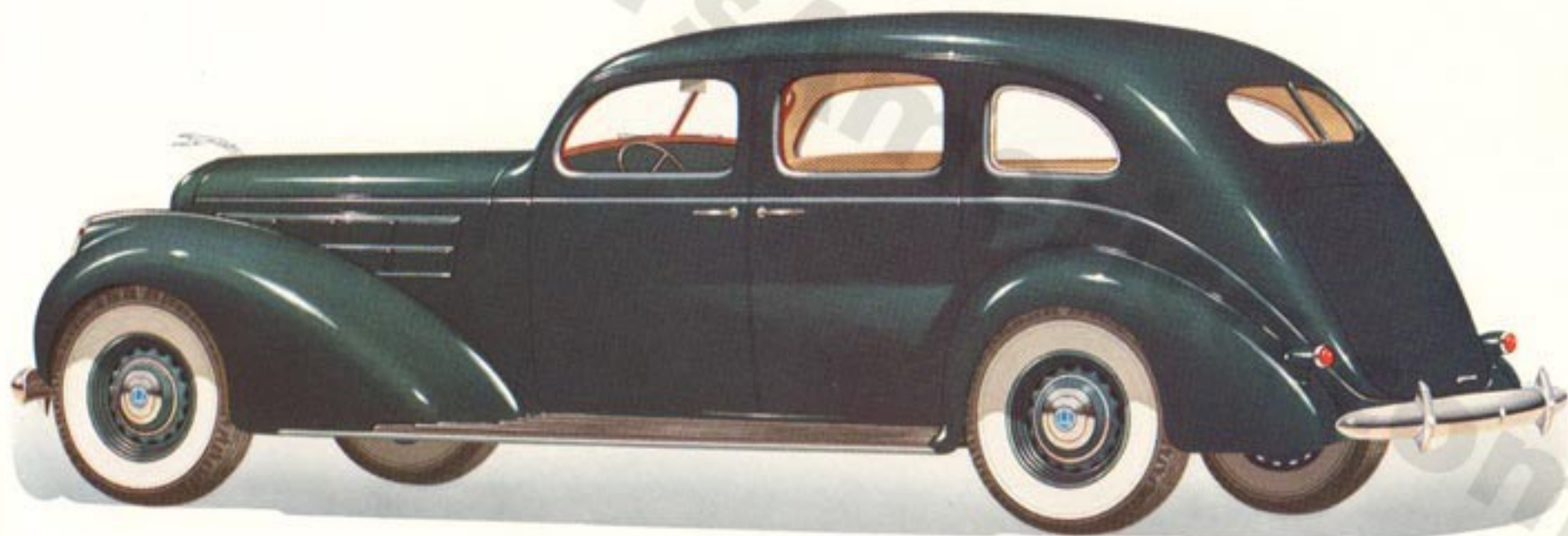
THE LINCOLN SEVEN PASSENGER SEDAN

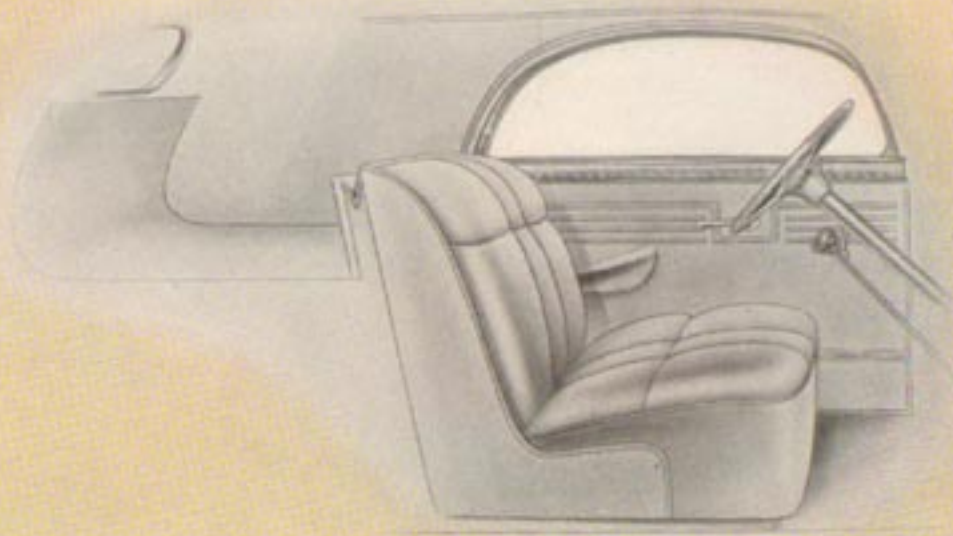




If privacy is desired, front and rear compartments are separated by a glass partition which may be lowered. Comfortable auxiliary seats accommodate two or three passengers. They fold entirely out of sight when not in use. Appointments include a concealed telephone, solid robe rail, a vanity set, a built-in smoking set, concealed curtains for rear windows and a clock in the partition of the rear compartment. New interiors are more luxurious than ever.

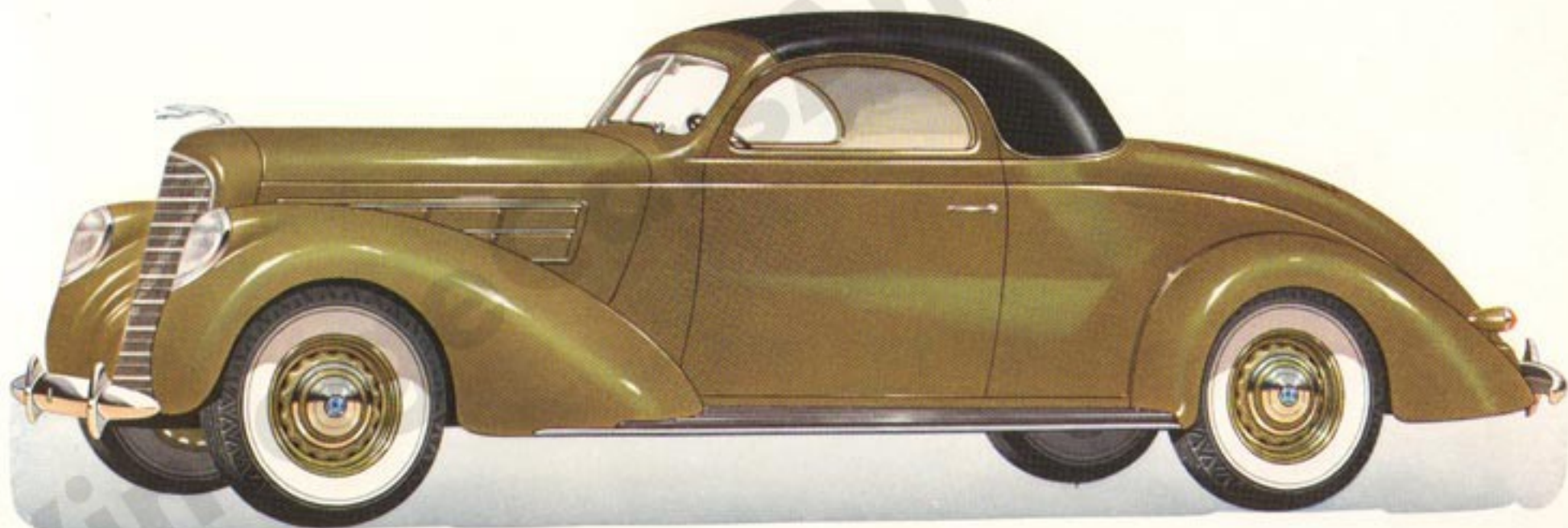
THE LINCOLN SEVEN PASSENGER LIMOUSINE

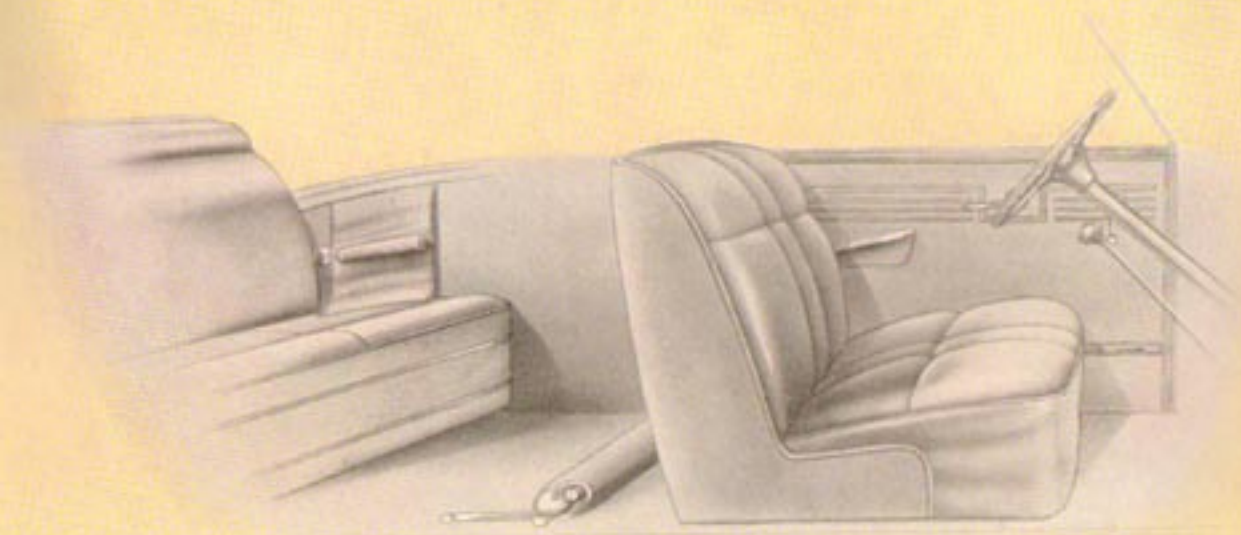




*T*HIS is an ideal car for the business man who is much on the road. The interior is spacious and attractively designed. The handsome new instrument panel includes a glove compartment which may be locked. A large amount of luggage may be carried in the rear compartment. There is a special curbside compartment for golf bag or parcels, or parcels may be carried on the deep shelf behind the seat. Rumble seat may be installed at extra cost.

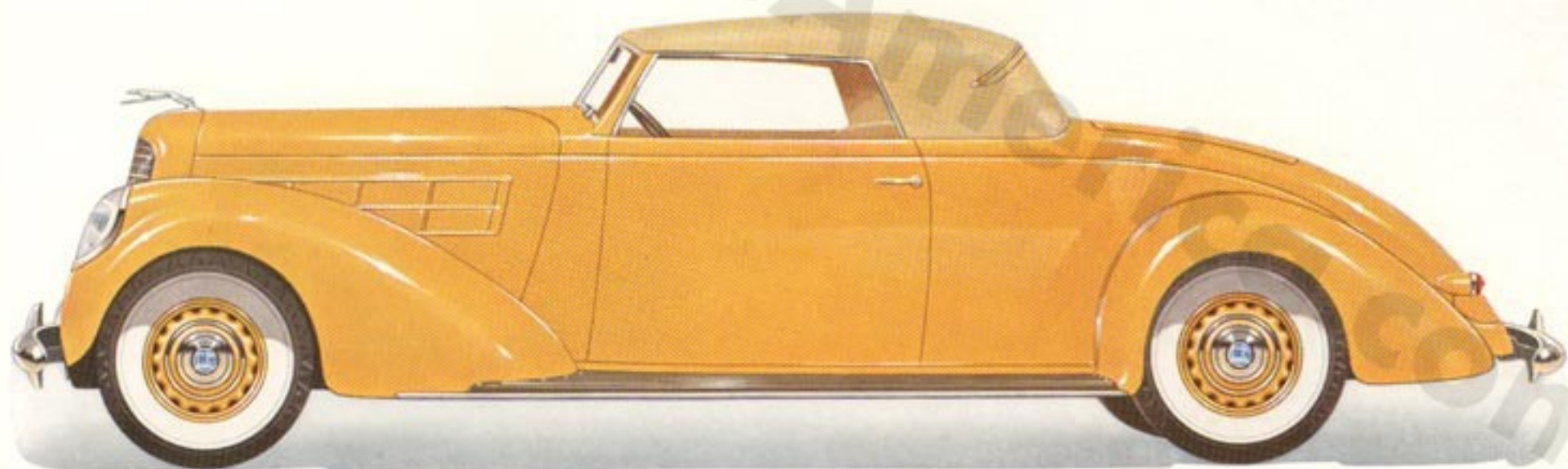
THE TWO PASSENGER COUPE BY LE BARON

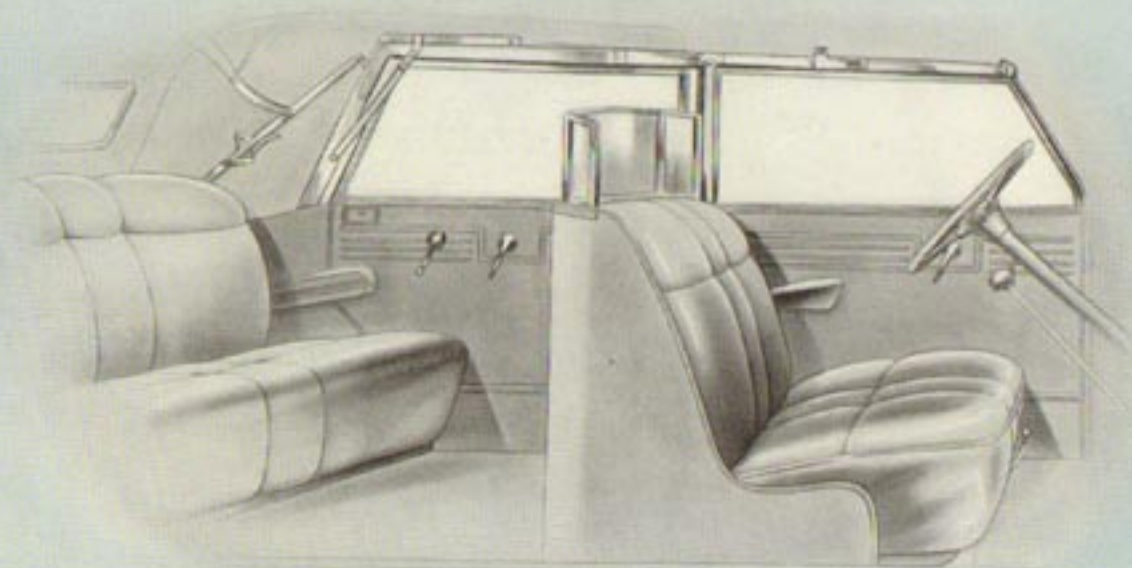




WHEN lowered the top fits compactly into a recess making this an open car for open roads. When skies cloud over, it is readily convertible into a closed coupe. The rear deck is long and sweeping. In it is housed a luxuriously upholstered rumble seat, thoroughly comfortable for two people. Golf clubs and luggage may be stowed in a spacious compartment which is available through a curbside door. There is also a wide shelf for parcels behind the front seat.

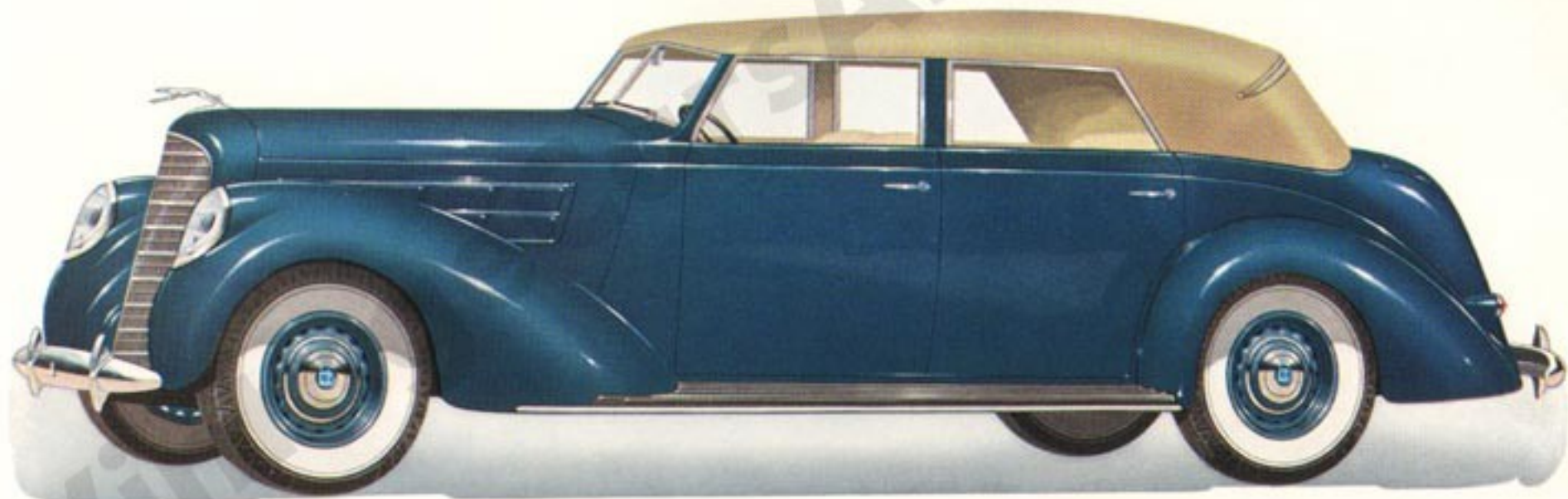
THE CONVERTIBLE ROADSTER BY LE BARON

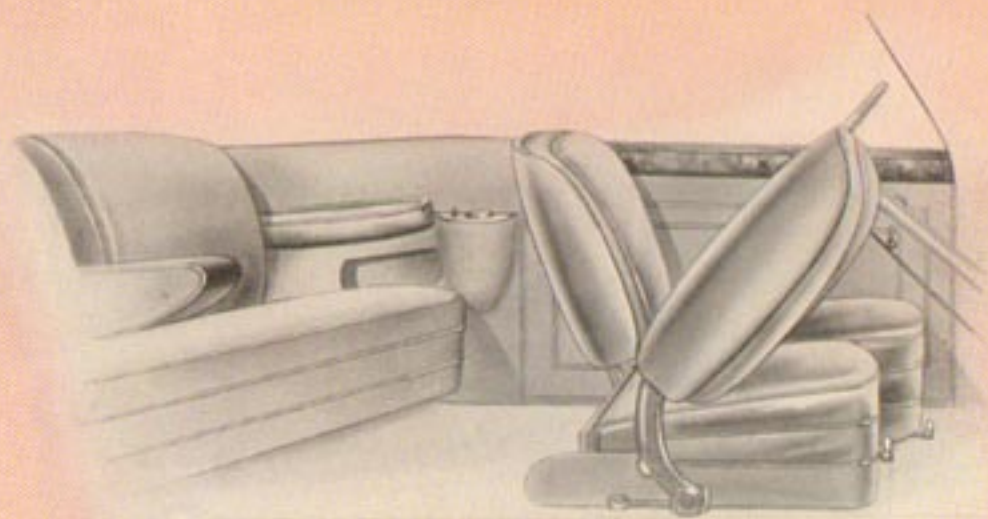




*I*N summer, this body type is a distinguished open phaeton. The top folds quickly out of sight and can be put up again with equal ease. Door windows disappear inside the doors. In colder weather, with the top up, this type offers the comfort and protection of a closed car. Upholstery is of the finest top-grain leather. The LeBaron Convertible Sedan is also available with a glass partition between front and rear seats which disappears completely.

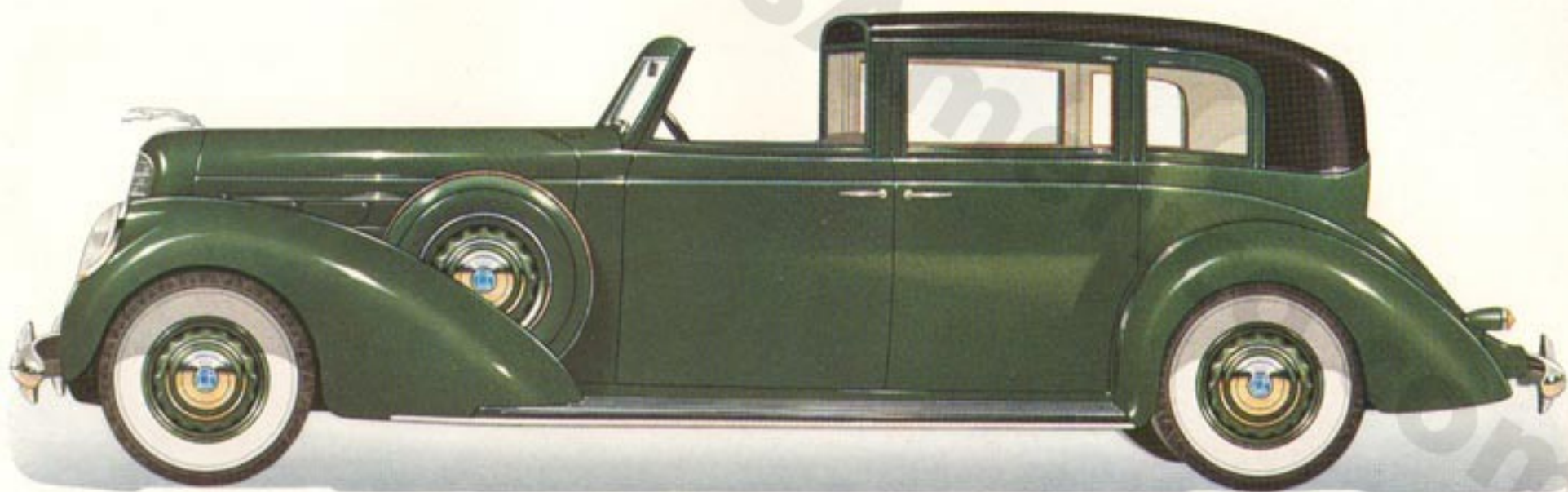
THE CONVERTIBLE SEDAN BY LE BARON

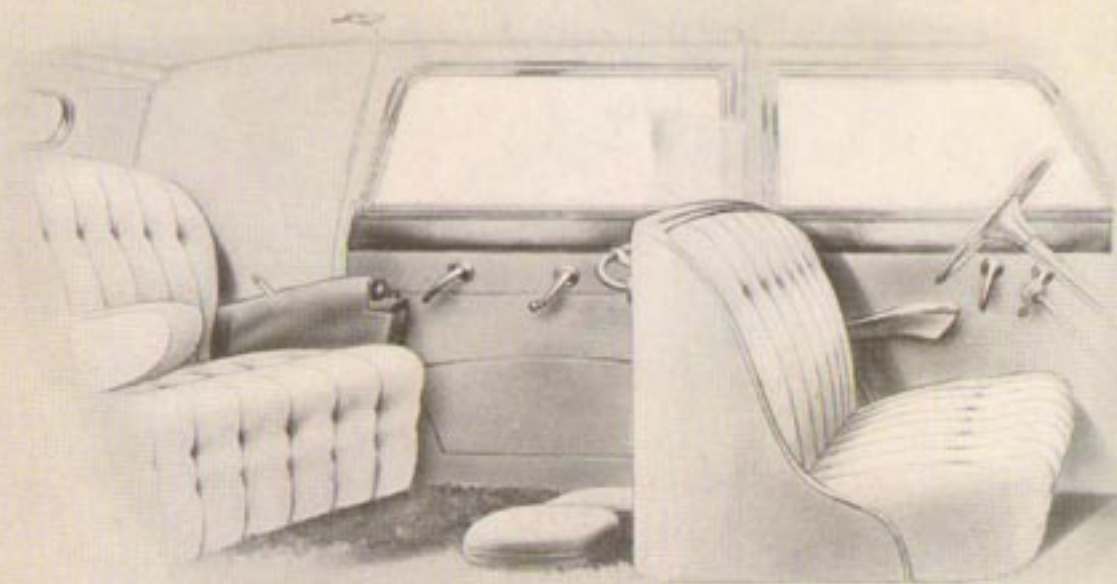




THE lines of this car possess a suave dignity. When the top is collapsed, it lies flat with the body. The backs of the front seats tilt forward to facilitate entry to the rear compartment. The rear seat has a center folding arm rest. In the rear is an unusually large luggage compartment. Something about the Convertible Victoria appeals unerringly to the sportsman though it is a car for all who esteem a smart personal vehicle.

THE BROUGHAM BY BRUNN

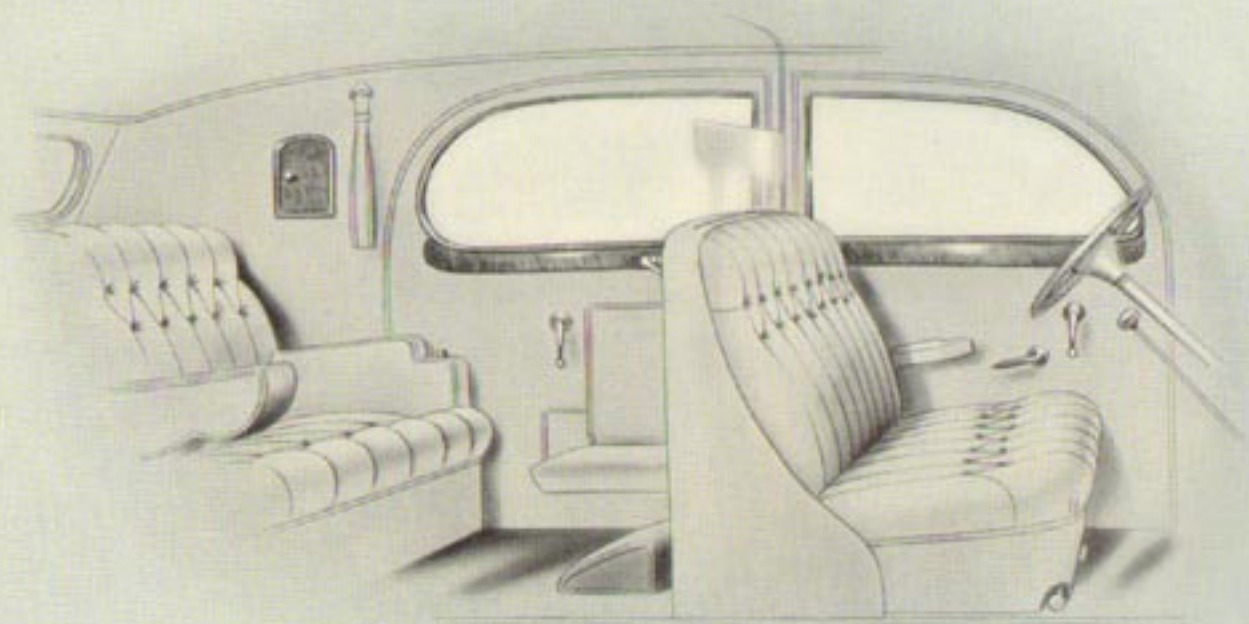




*T*HE features of this motor car make it truly unusual. Above the windshield, in the forward position of the roof, two glass windows have been inserted to permit an upward view for the driver and front seat passenger. The rear quarter of the top may be lowered to permit a perfect, uninterrupted view. The interior luxuriously accommodates five with a sliding opera seat for an occasional extra passenger. The sheepskin rug shown in the picture is available at an extra cost. A glass partition, which may be lowered, separates the front and rear compartments.

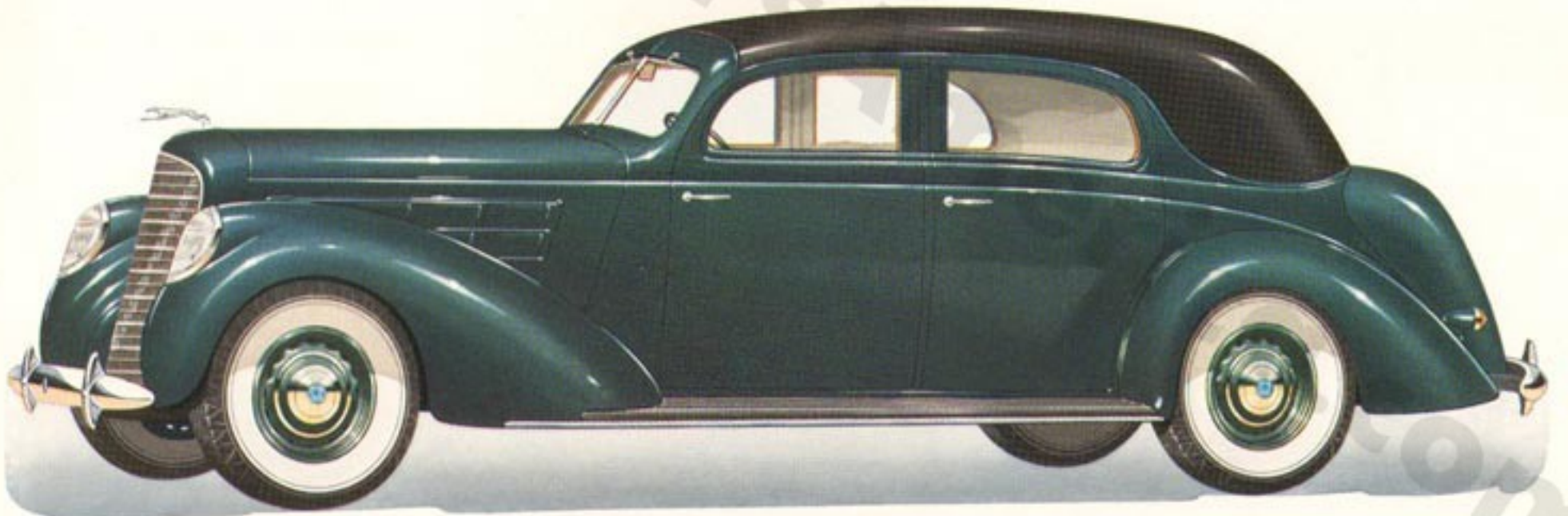
THE TOURING CABRIOLET BY BRUNN

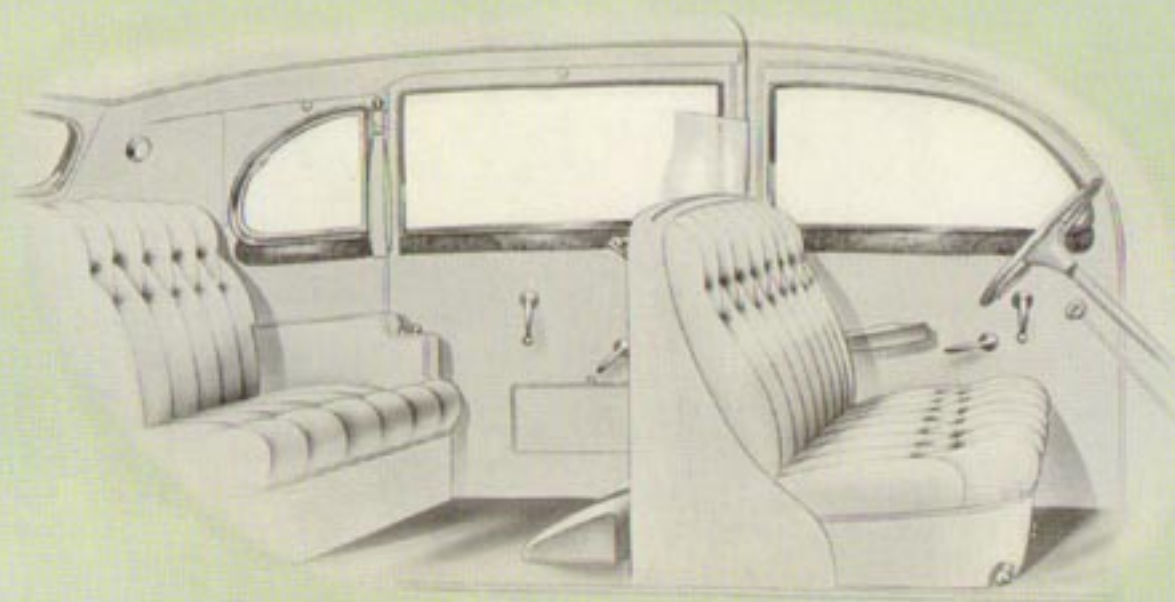




WITH the partition raised you have a formal, chauffeur-driven car. Lower it, and you have the intimacy of an owner-driven sedan. The package compartment door closes flush with the back of the front seat. From an adjoining recess, an opera seat slides out to accommodate the occasional extra passenger. Appointments include telephone, robe rail, hassocks and a convenient, full size hand mirror. The rear deck luggage compartment is exceptionally roomy.

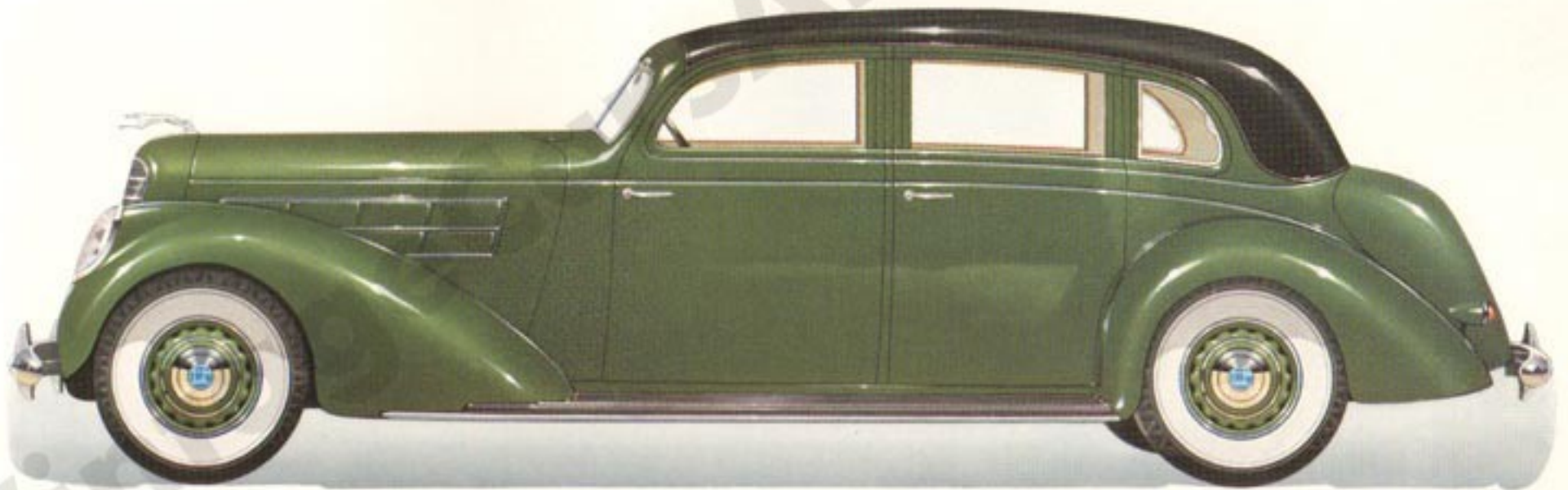
THE TWO WINDOW BERLINE BY JUDKINS

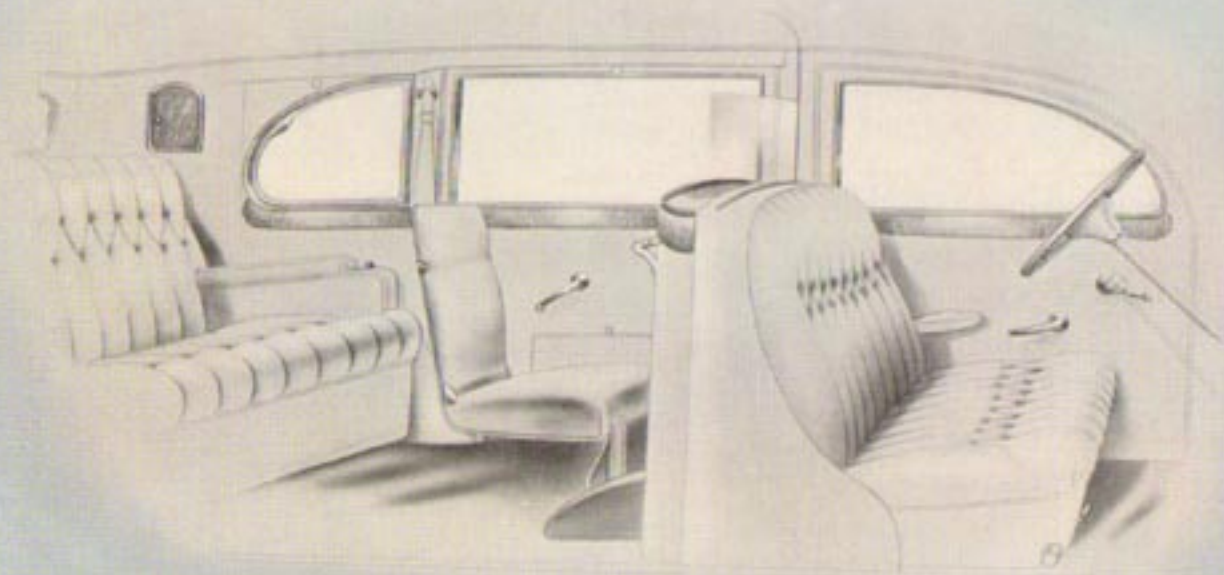




*T*HE three window Berline is another popular dual-purpose type—either owner or chauffeur-driven. The added windows afford a broader outlook for rear seat occupants. Both front and rear seats are easily adjustable. The opera seat on the left side of the rear compartment slides out of sight when not in use. Appointments include a concealed telephone, ash receivers set in the arm rests and a full-size hand mirror.

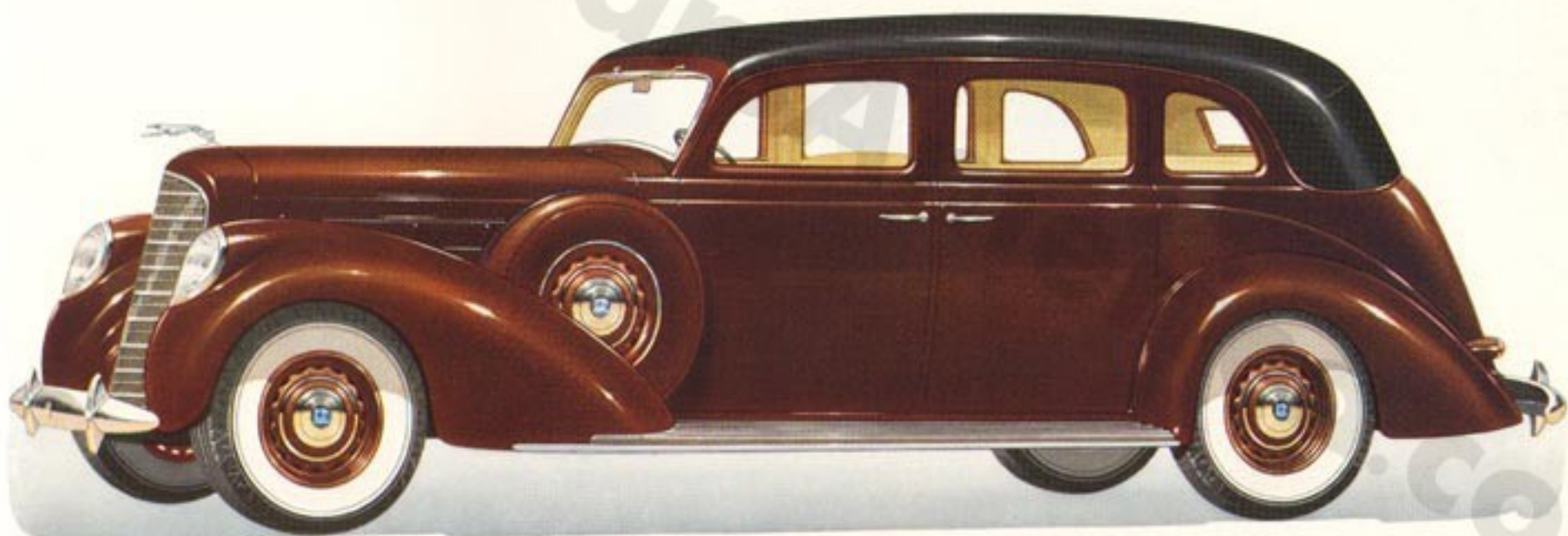
THE THREE WINDOW BERLINE BY JUDKINS

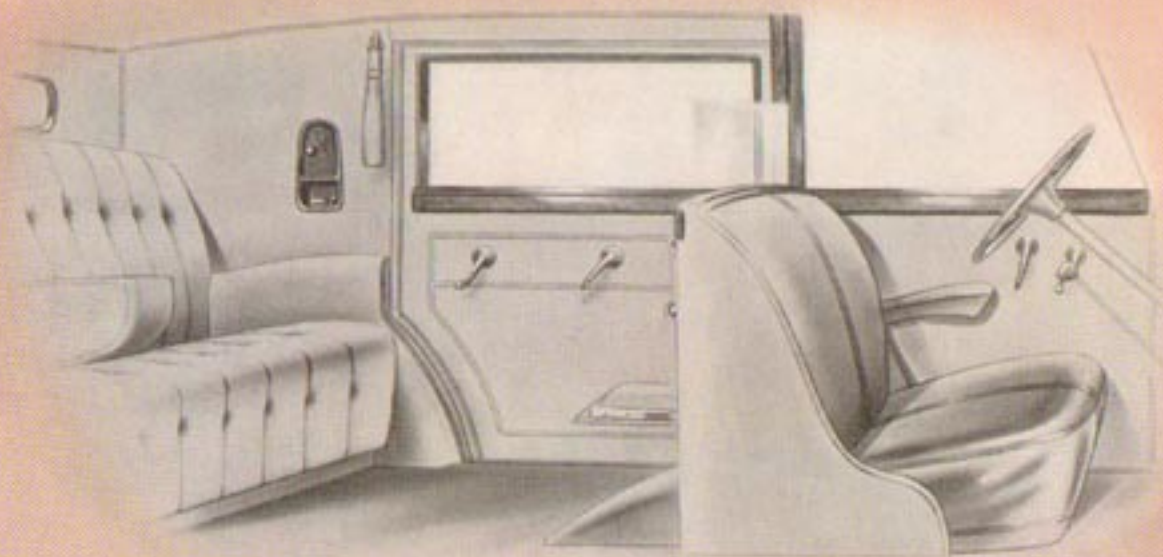




ABUNDANT room is provided for seven passengers. A chauffeur-driven limousine may be transformed in a moment to an owner-driven sedan by lowering the completely disappearing glass partition. The interior is luxurious and comfortable. Forward facing auxiliary seats may be folded flush into the back of the front seat. Fittings, which are in keeping with the dignity of the Sedan-Limousine, include a concealed telephone, and smoking and vanity sets.

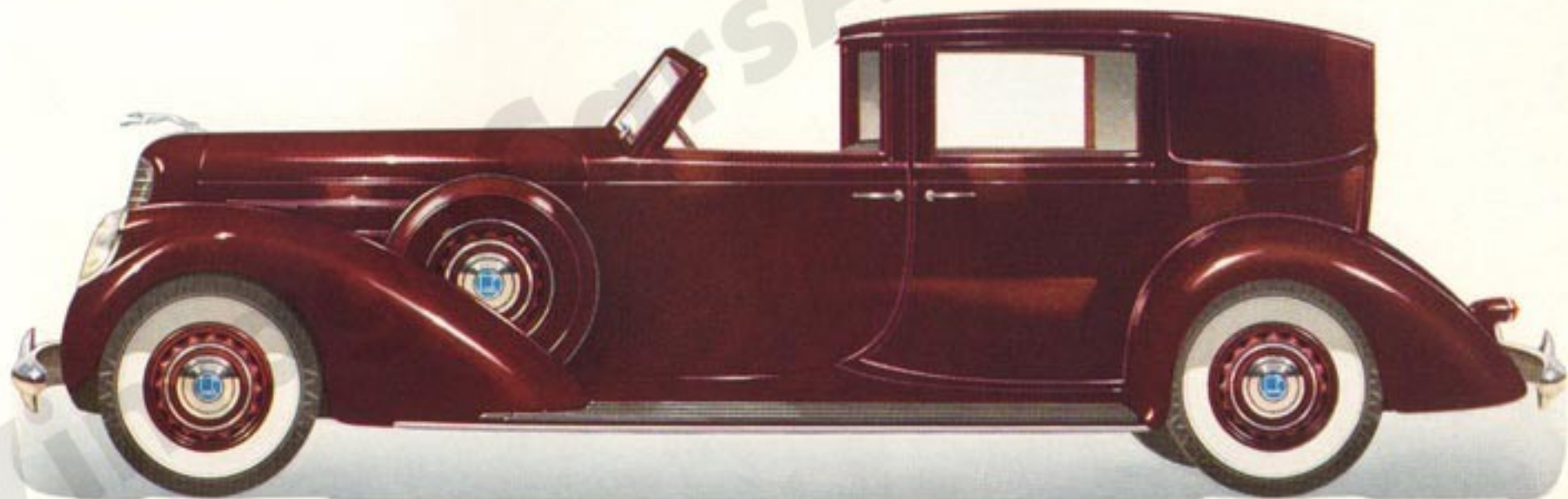
THE LIMOUSINE BY WILLOUGHBY

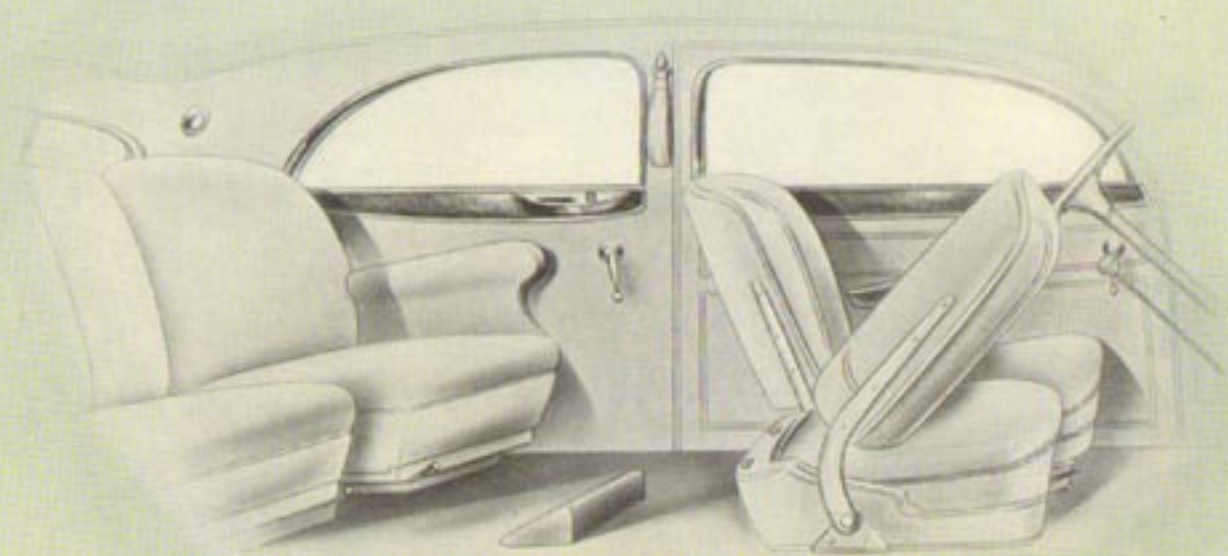




THIS aristocratic body type was created by Willoughby to satisfy the requirements of those who prefer a strictly formal motor car. The rear compartment is smart and intimate because of the solid rear quarter. An opera seat slides out of the forward wall to accommodate an extra passenger. Appointments and fittings are entirely in harmony with the dignity of the car. There are smoking and vanity sets and also a telephone.

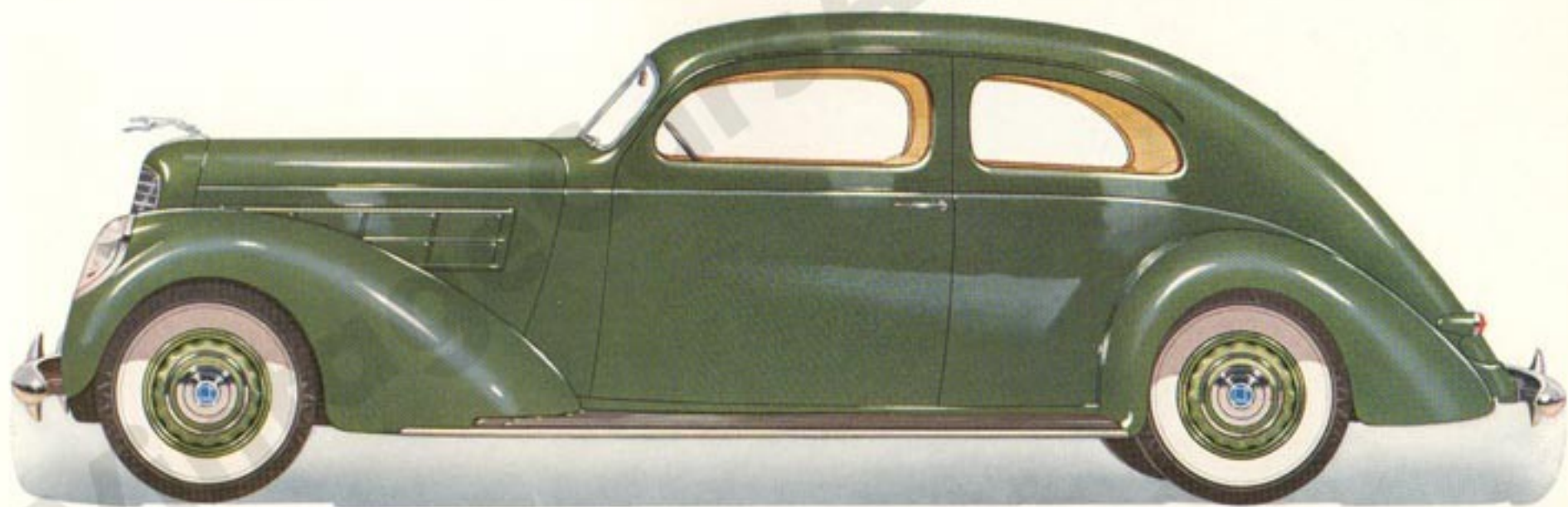
THE PANEL BROUGHAM BY WILLOUGHBY

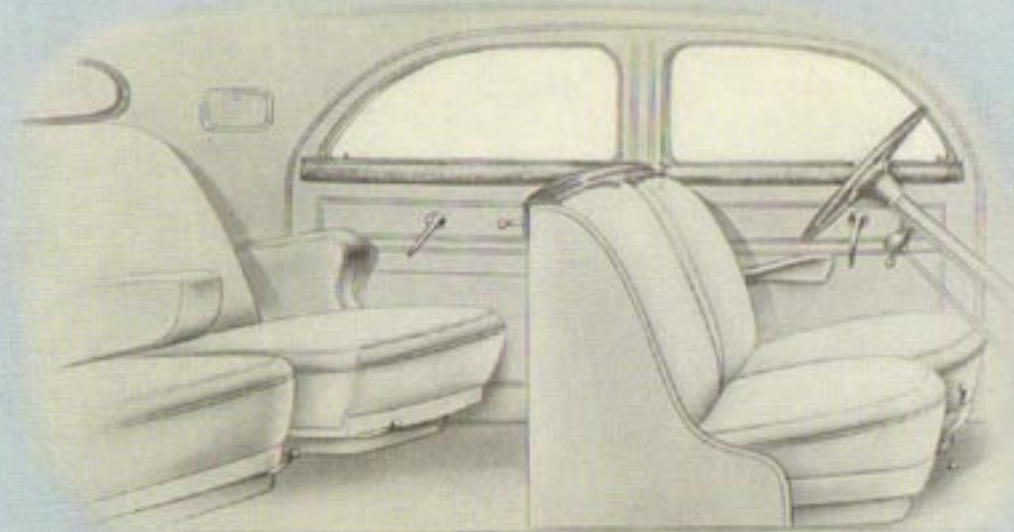




*I*N this body type the backs of the front seats tilt forward making it easy to enter and leave through the extra wide doors. Both front and rear seats are adjustable. Either side of the rear seat may be adjusted separately. Appointments include two hassocks, a convenient center arm rest in the rear, a built-in smoking set and arm rest on both doors. A rear deck compartment provides ample luggage space.

THE FIVE PASSENGER COUPE BY WILLOUGHBY





*H*ERE is the smartness of a close-coupled type with the roomy comfort of a sedan. All four of the deeply cushioned seats are individually adjustable. In front, as well as in the rear, there is a restful folding center arm rest. Built into the back of the front seat are three cabinets, useful and convenient. The door of the largest of these in the center, folds upward to form a table.

