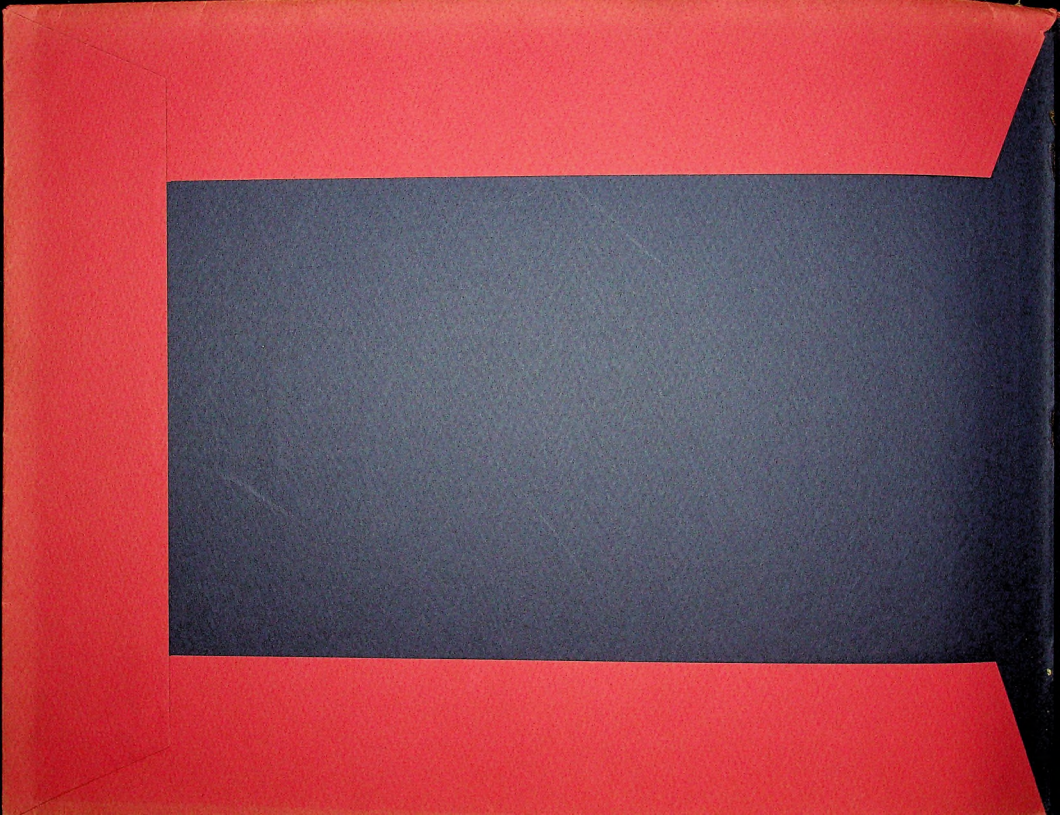
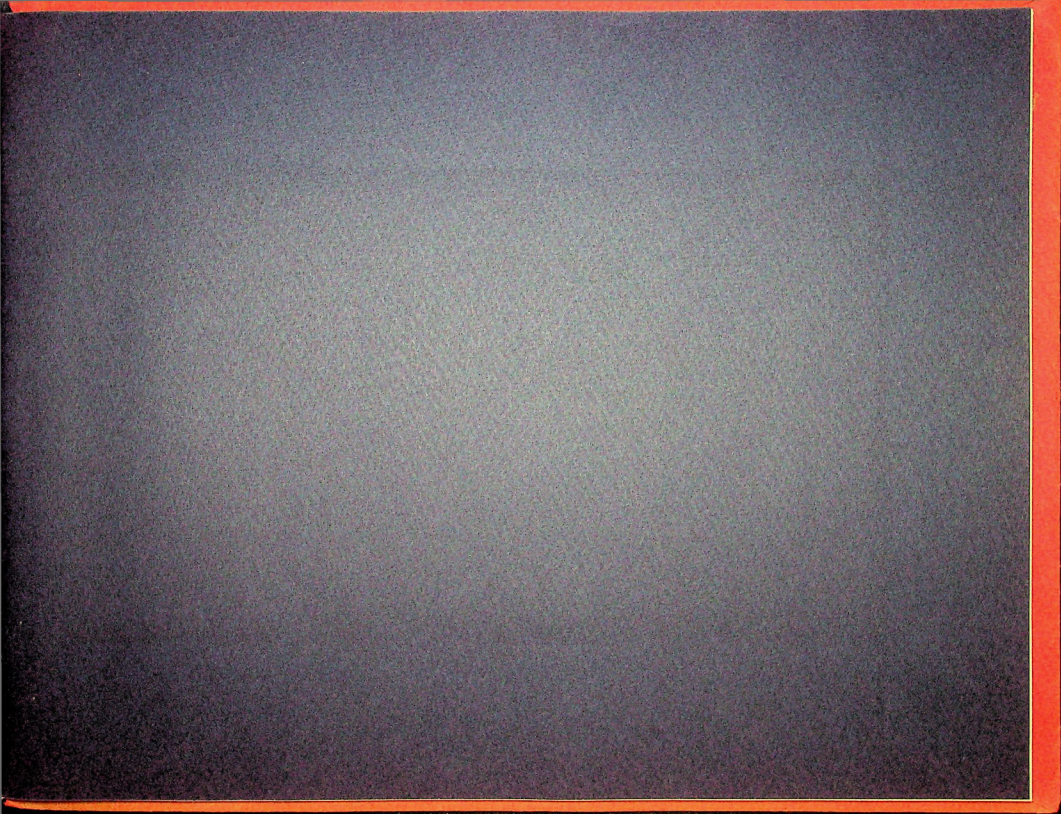


L I N C O L N











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

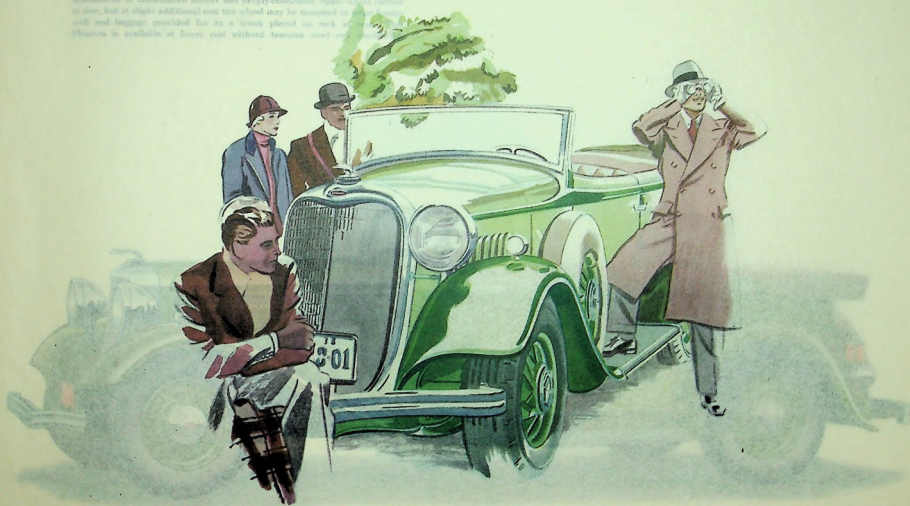


PERFORMANCE that is possible only with the 12-cylinder engine as built by Lincoln is now made available in this new 125 horsepower motor car at the lowest prices in Lincoln history. Here are established ideals in a new expression. The highest mechanical standards for which all Lincolns are known. The 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 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.

APPROPRIATENESS—No matter where you drive, the Lincoln fits its setting like a jewel on a tapering finger. It is a touch of beauty on a landscape. A complement of smartest living. A symbol that its owner is one who does things well.

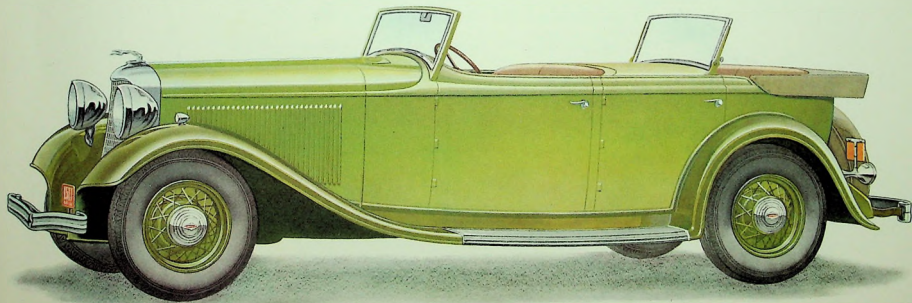
THE PHAETON — Four-Passenger

An ultramodern three-coupled open-air car. Supplied with a telescopic hood, remotely controlled, and rear windshield which folds flat when desired. Seats roomy, upholstered in handstuffed leather and deeply-cushioned. Spare wheel mounted in rear, but at slight additional cost the wheel may be mounted in front. Trunk, tool well and baggage provided for in a trunk placed on rock at rear of car. The Phaeton is available at luxury cost without telescopic hood and remote control.



THE PHAETON ~ Four-Passenger

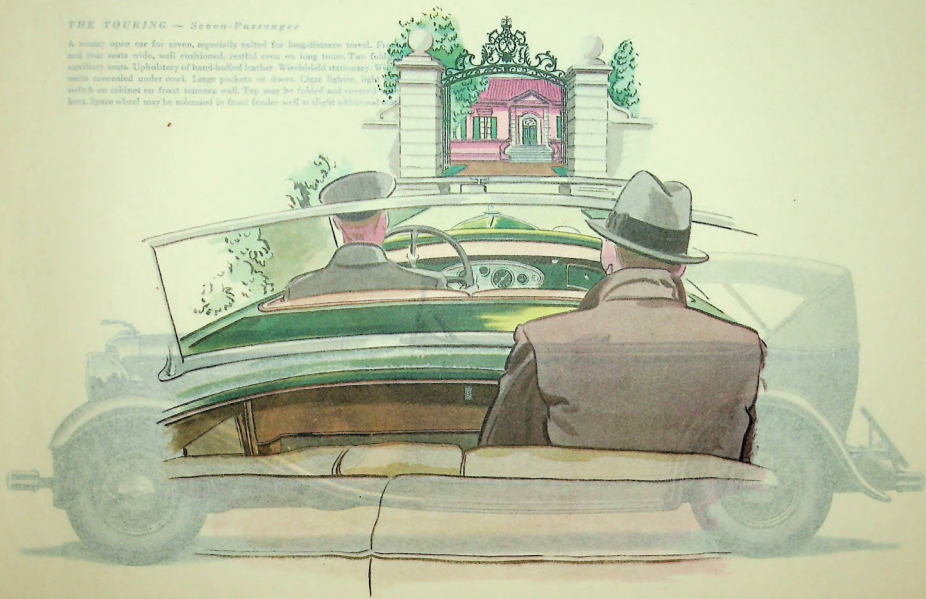
An ultra-smart close-coupled open-air car. Supplied with a tonneau cowl, remotely controlled, and rear windshield which folds flat when desired. Seats roomy, upholstered in hand-buffed leather and deeply-cushioned. Spare wheel carried at rear, but at slight additional cost the wheel may be mounted in 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.



GOOD TASTE—"We'll send the Lincoln to meet you" . . . and it is hard to conceal that little touch of pride in your voice. There is perhaps no more pleasant welcome to your home. This is a motor car that reflects your good taste. An excellent demonstration of sound judgment as well.

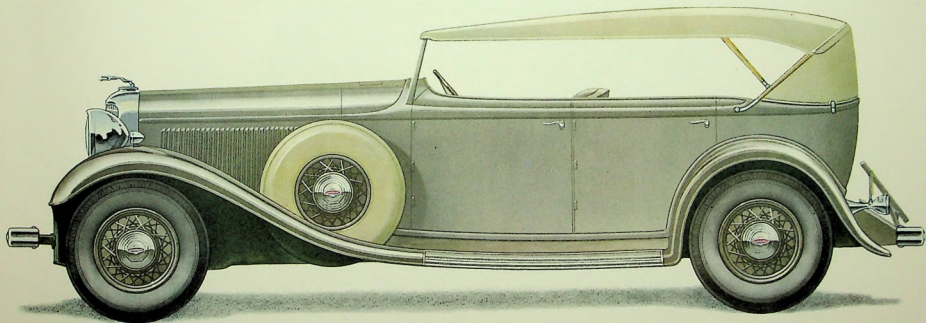
THE TOURING — Seven-Passenger

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 fold-down auxiliary seats. Upholstery of hand-tooled leather. Windshield stationary. Windshield mounted under cover. Large pockets on doors. Cigar lighter, light switch on cabinet on front business wall. Top may be folded and covered with a tonneau. Spare wheel may be stowed in front fender well in slight additional



THE 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.



CONVENIENCE — Everyone appreciates the Lincoln's spaciousness. Handy pockets and compartments. Plenty of space for luggage. Room for relaxation. No matter how long your journey may be, this is a motor car designed to provide you with every possible comfort and convenience.

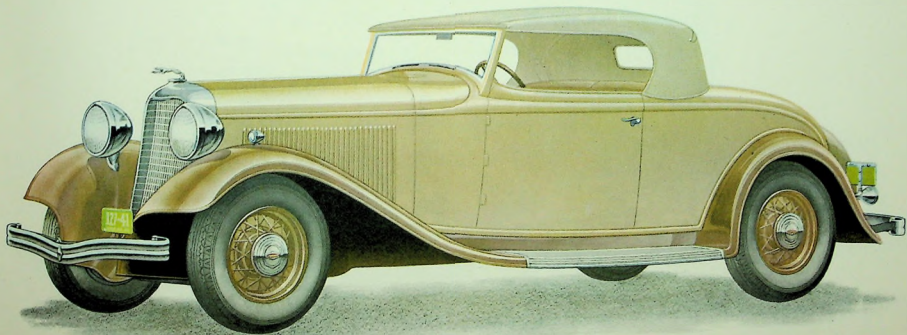
THE ROADSTER — Two-Passenger

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 steering wheel is stationary. Windshield wiper units are concealed beneath the top. Upholstery of hand-stuffed leather. Seat adjustable. Car side door opens to storage space for golf clubs. Runnable cost available at small extra cost.



THE ROADSTER ~ Two-Passenger

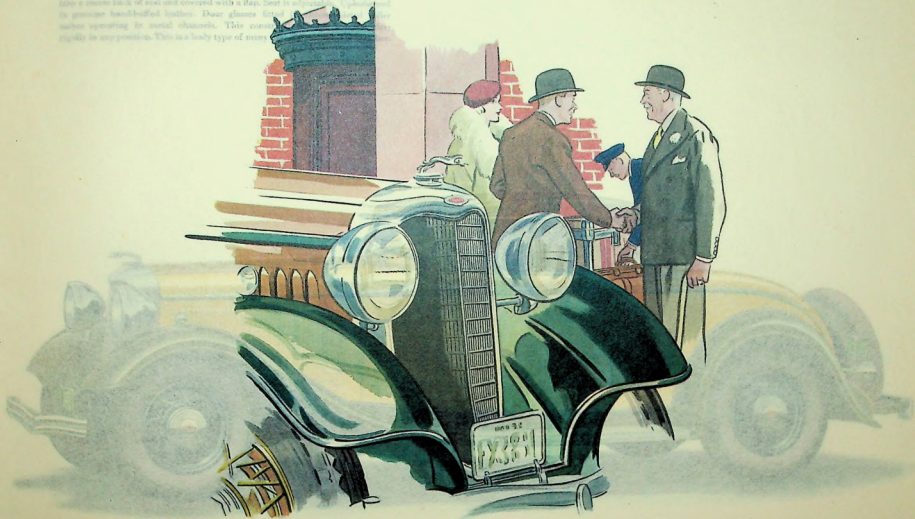
A sleek two-passenger open air car which is a familiar sight about the country or hunt clubs, the polo field and beaches. Its smartly-lined top can be folded flush into a well back of the seat and covered with a flap. The slanting windshield is stationary. Windshield wiper units are concealed beneath 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.



*PRESTIGE—A friend coming out to dinner—
guests for the week-end—there is no more gra-
cious greeting than that afforded by your Lincoln.
The roomy comfort, the relaxing luxury forecast
the charm and hospitality of your household.*

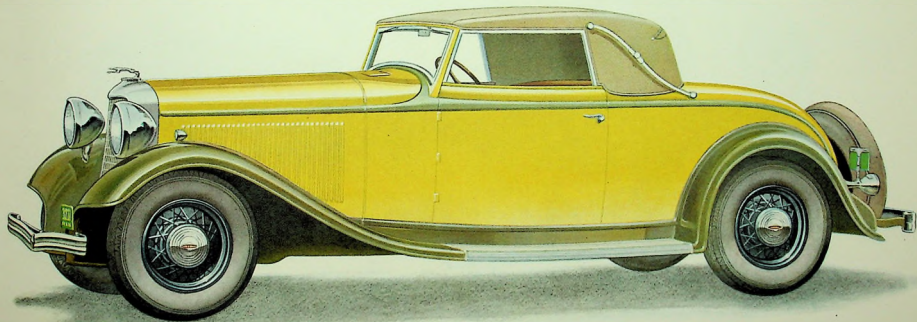
CONVERTIBLE ROADSTER — Two-Passenger

A car of double utility which can be driven as a smart open roadster or snug closed coupe. Runnable seat for extra passengers. Trim one-man top may be folded into a roomy back of seat and covered with a Rem. Best is upholstered in genuine hand-tooled leather. Door glass is of safety glass. The motor operates in usual channels. The car is in its position. This is a lovely type of motor.



CONVERTIBLE ROADSTER ~ Two-Passenger

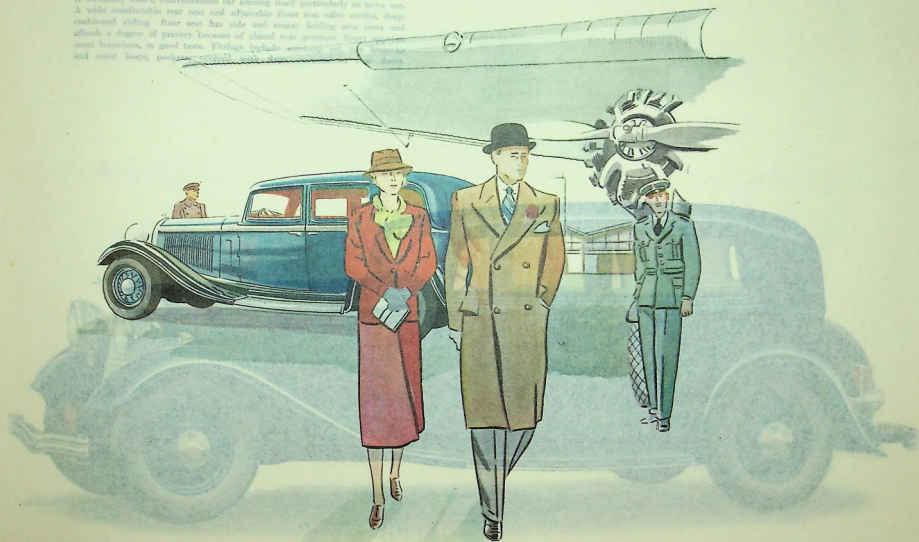
A car of double utility which can be driven as a smart open roadster or snug closed coupe. Rumble seat for extra passengers. Trim one-man top may be lowered into a recess back of seat and covered with a flap. Seat is adjustable. Upholstered in genuine hand-buffed leather. Door glasses fitted in chrome-plated 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.



*INSPIRATION — It is a car that makes you want to
be up and doing. Your Lincoln fits so beautifully
into every plan that it becomes an integral part of
each day's activities. And with this new smooth-
ness to your comings and goings, each day is
anticipated with new interest, new enthusiasm.*

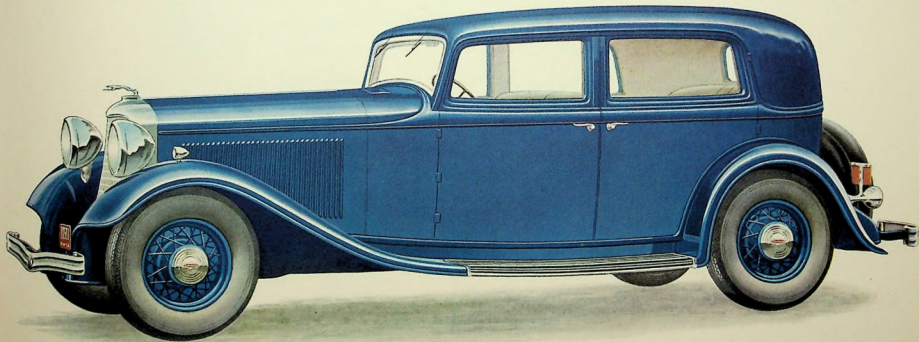
THE TOWN SEDAN

A decidedly smart, individualized car lending itself particularly to town use. A wide convertible rear seat and adjustable front seat offer comfort, deep-cushioned riding. Rear seat has side and center folding arm rests and affords a degree of privacy because of closed rear quarters. Rear quarters most luxurious, in good taste. Fittingly includes everything for interior and seat loops, pockets, etc., with door-closing device.



THE TOWN SEDAN

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.



COMFORT—Off to the office in your Lincoln and the miles only measure the restful enjoyment. But you most deeply appreciate this solid comfort as you head the greyhound for home after the rush of a busy day. So smooth is the Lincoln's gliding that even ruts in the roads seem but undisturbing ripples.

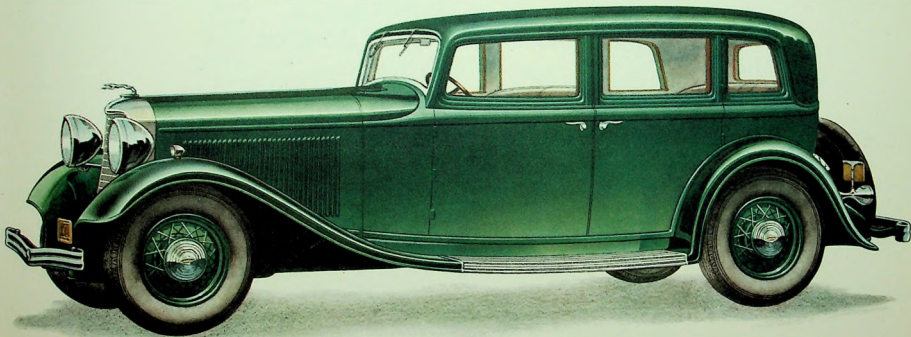
THE SEDAN — Five-Passenger

A beautiful, all-purpose, roomy, comfortable car for average family use. Seats are wide, deeply cushioned, unusually restful. Roomy and adaptable, allowing complete relaxation at wheel. Middle and rear seats fold down, leaving room for individual arm chairs. Soft arm rests at elbow. Side door, large and convenient, adds to riding comfort. Ash tray, cigarette holder, ashtray, and hand luggage window panel. Radio rail. Radio.



THE SEDAN ~ Five-Passenger

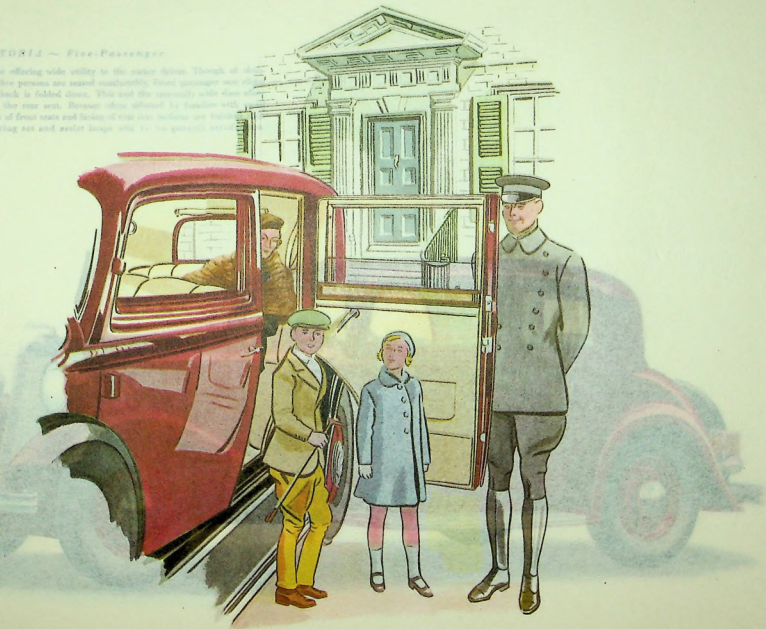
A beautiful, all-purpose, roomy, comfortable car for average family use. Seats are wide, deeply-cushioned, unusually restful. Front seat adjustable, allowing complete relaxation at wheel. Middle arm rest in back seat folds down forming two individual arm chairs. Soft arm rests at either side. Assist 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.



*SAFETY—Always an important consideration.
So many cars these days—moving so swiftly—
always the chance of a mishap. But your
Lincoln provides you with utmost protection. You
can tell from its very feel that it is sound, rug-
ged and sturdy, built for safety and endurance.*

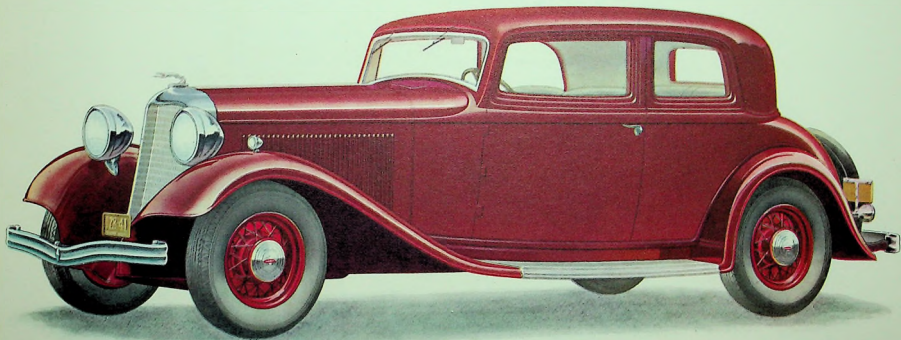
THE VICTORIA — Five-Passenger

A compact range offering wide utility to the motor driver. Though of compact size, five persons are seated comfortably. Front passenger seat folds down when back is folded down. This and the unusually wide door opening allow access to the rear seat. Passengers are afforded by handrails with padded backs of front seats and facing of rear seat cushions, new features in motor touring car and assist largely add to the general comfort.



THE VICTORIA ~ Five-Passenger

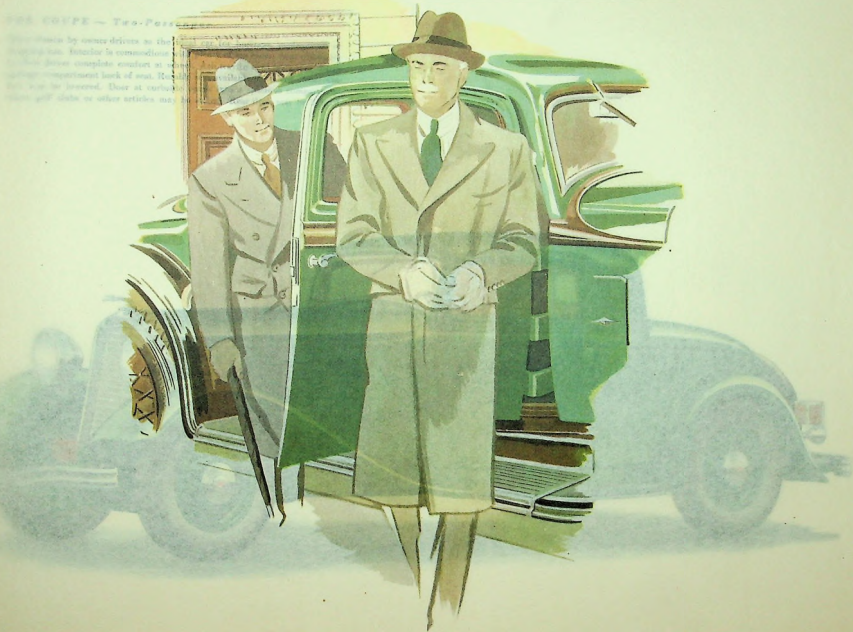
A roomy coupe offering wide utility to the owner driver. Though of close-coupled type, five persons are seated comfortably. Front passenger seat slides forward when back is folded down. This and the unusually wide door allow easy access to the rear seat. Because often selected by families with small 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.



DEPENDABILITY—The Lincoln is your most dependable servant. A quick run to an appointment. A date for golf fifty miles away. Out over the distant highways. This fine mechanism is ready in a moment. Its certainty adds welcome minutes to the rush of a busy day.

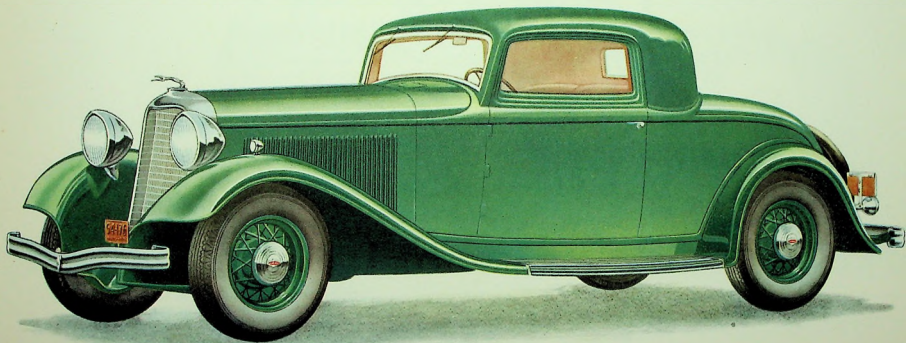
THE COUPE - Two-Passenger

...choice by owner drives to the
...ing has. Another is convenience
... door, complete comfort at
... compartment back of seat. Rear
... can be lowered. Door at curbside
... will slide in other articles may be



THE COUPE ~ Two-Passenger

Often 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.



*SERVICE— Rain or shine, wintry winds or summer's warmth, the Lincoln serves you faithfully.
Meets your every whim with faultless performance.
Earns that feeling of friendliness you soon come to hold for it. Just as you expect of the Lincoln.*

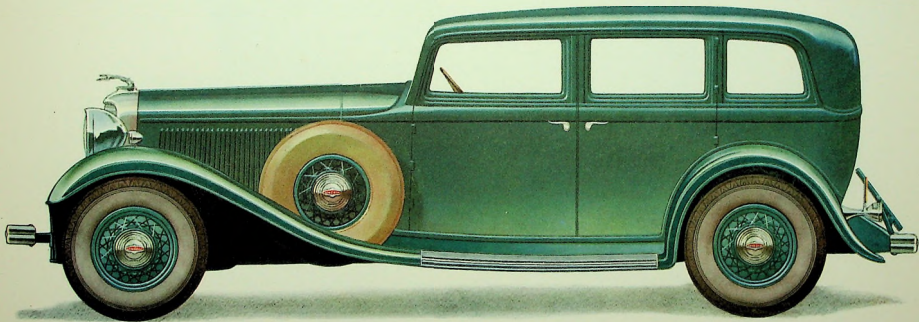
THE SEVEN — Seven-Passenger

Practically square, luxurious "big-family" car. Front and rear seats are wide, upholstered, reclined. Extra passengers may ride comfortably in the rear seat, which faces forward. Front seat is adjustable, reclining, and has a steering wheel. Back seat accommodates two individual seats that can be folded down or forward. Fittings include rackling set, assist lock, and a rear door that can be used in case of emergency. Roomy pockets for storage.



THE SEDAN ~ Seven-Passenger

An 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.



ELEGANCE—A thrilling performance . . . an excellent rendering . . . she made a marvelous Carmen. Such reminiscing flows calmly on as you are whisked away in your Lincoln. There is no more certain way to prolong an evening's pleasure.

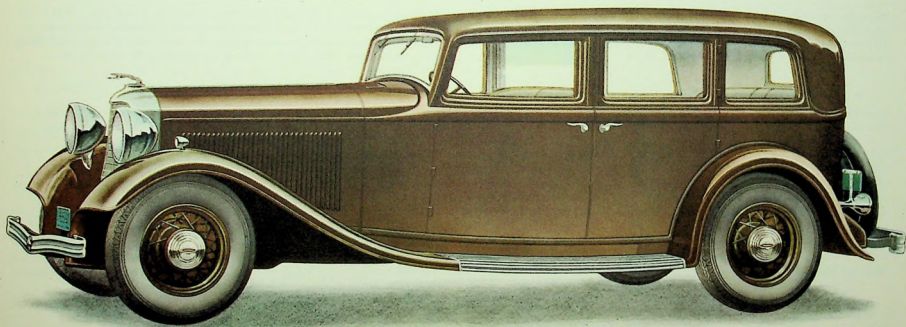
THE LIMOUSINE ~ Seven-Passenger

Designed for, conservatively designed, particularly for formal occasions, this limousine is spacious, every detail kind to the comfort of both passengers and driver. The front seat and back fashioned in plush, the rear seat is lowered into position by means of a lever. The rear glass may be lowered if desired. The car has a spare tire and a first aid kit. Drivers are not seated here.



THE LIMOUSINE ~ Seven-Passenger

A dignified car, conservatively designed particularly for formal use. Interior compartments spacious, every detail leading 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.



Your Lincoln comes to you fully equipped and ready for immediate enjoyment. All bodies have safety-glass throughout as well as adjustable front seats and inside adjustable visors. Also included as standard equipment are five steel-spoke wheels and tires, automatic shock absorbers, twin stop and backing lights, front and rear 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 bodies. Other special items illustrated such as side tire mounts, and colored wheels and fenders, may be procured at moderate additional cost.

All of the materials and resources needed by the world-wide Ford organization are available for Lincoln production. Only through the cooperation of great engineering laboratories, unlimited resources and a desire to give outstanding value is it possible to produce a motor car such as the Lincoln V 12-136.

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.

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

Although this Lincoln has 136" wheelbase, its turning radius is only 27 feet.

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

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 better motor performance especially in cold weather.

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.

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, thereby rendering the action of the brakes effective and long-lived. A vacuum booster brake is of particular interest to women drivers, as only a gentle pressure is needed on the foot pedal.

The 12-cylinder engine develops 125 horsepower with remarkable smoothness. This is partly due to the small cylinder bore and the 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 adjusted, thus contributing to quiet engine operation.

•

The dual down-draft carburetor is equipped with a special silencer combined with an air cleaner. The design of this carburetor permits the introduction of the maximum volume of correct fuel mixture into the firing chamber, providing an increased power output, a more economical utilization of fuel mixture and exceptional acceleration.

•

The unusually strong Lincoln chassis has been redesigned for greater strength by the use of an X-type frame member which contributes to its rigidity.

•

The Lincoln steering mechanism is composed of drop forged parts, larger than usually considered necessary in order to insure maximum safety. A shock dampener at the forward end of the left front spring contributes to steering stability at all speeds.

•

The Lincoln tread of 60 inches permits the use of wider bodies and a lower seating arrangement adding greatly to the sense of riding security.

•

A lever on top of the steering column within easy reach of either hand permits full-range adjustment of the brake booster mechanism. This allows quick variation of braking effectiveness in the event of sudden rain or other slippery pavement conditions.

•

Every Lincoln is road tested. During this test, all chassis parts are adjusted for best performance. Inspection is also made of the body and the functioning of accessories.

After assembly, but before being assembled into the chassis, all Lincoln units such as transmission, rear axle ball bearings, speedometer, generator, etc., are tested in the Lincoln quiet room. With the use of a "stethoscope" unwanted sounds may be detected while these parts are under power.

•

Lincoln bodies are designed in the advanced manner—definitely in the modern spirit—without any suggestion of radical or startling contours. For this reason their beauty is enduring and they remain always in the best of taste. These bodies are built in one of the largest and best equipped plants in the country. Their appearance is influenced by the craftsmanship of leading designers of custom coach work.

•

Safety is held uppermost in the design of all Lincoln bodies. As a measure of protection, all Lincoln cars are equipped with an inside lock on the right front door.

•

The Lincoln's streamlined body design eliminates an appreciable wind resistance and materially contributes to the quietness of the car's operation. This smoothness and quietness is enhanced by the rubber engine cushioning, the heavy insulation of the dash and floor boards, and the treatment given all body panels to prevent resonance.

•

Johansson Gages control the precision for which all Lincolns are famous. These remarkable measuring devices are recognized and accepted as standards of accuracy by the United States Bureau of Standards and other international standards authorities. Johansson Gages are so accurately made that any variation between two of the same size lies in the range of millionths of an inch.

•

The 110-mile dial-type speedometer is mounted on the dash in front of the steering wheel and directly within vision at all times. The dial is arranged for the first time like a clock, the "O" point being at the 12 o'clock position.

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. Three compression, one oil-control.

Camshaft Drive—Silent chain with automatic adjustment for wear.

Camshaft—Roller-lifter type.

Number of Camshaft Bearings—5.

Valves—Diameter 1¼ 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 feet.

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.

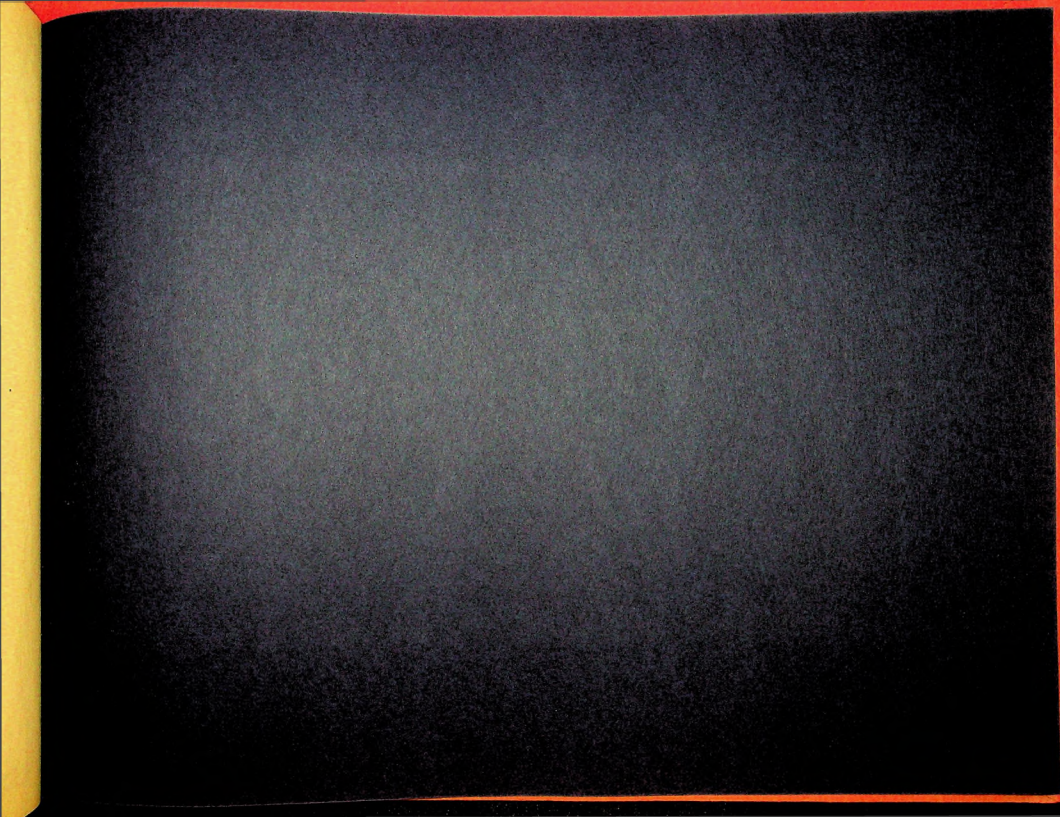
Windshield Wiper — Operated at constant speed regardless of engine load due to vacuum booster in fuel pump.

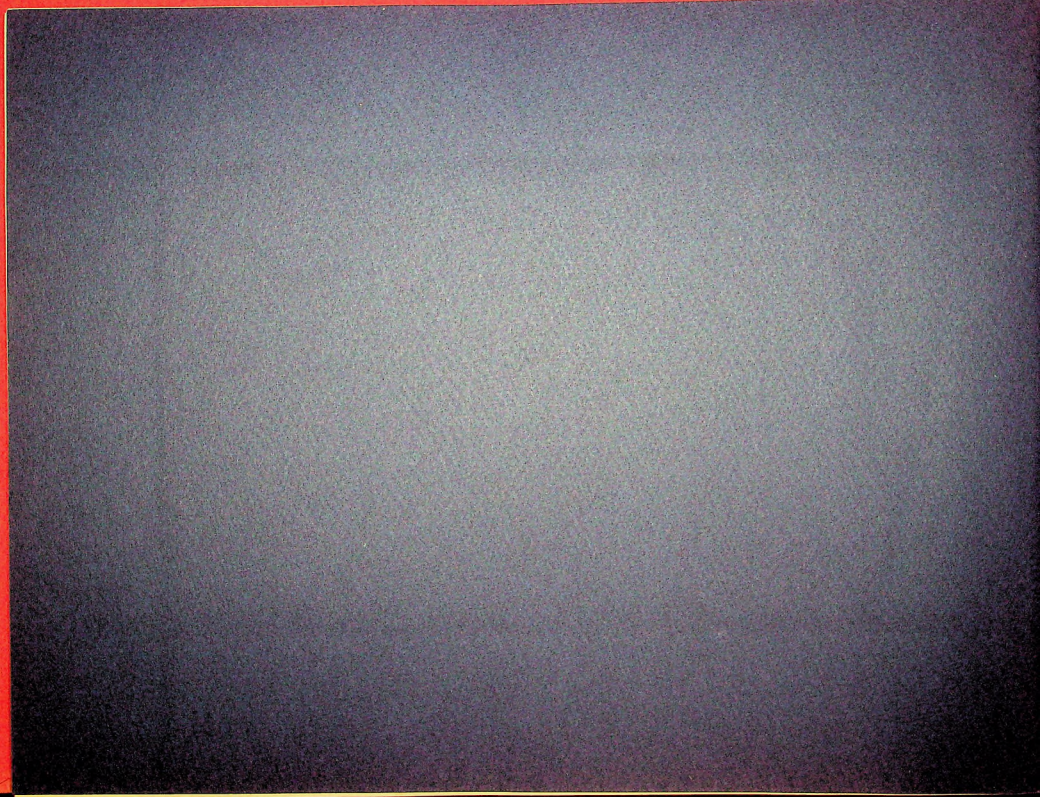
We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligation.

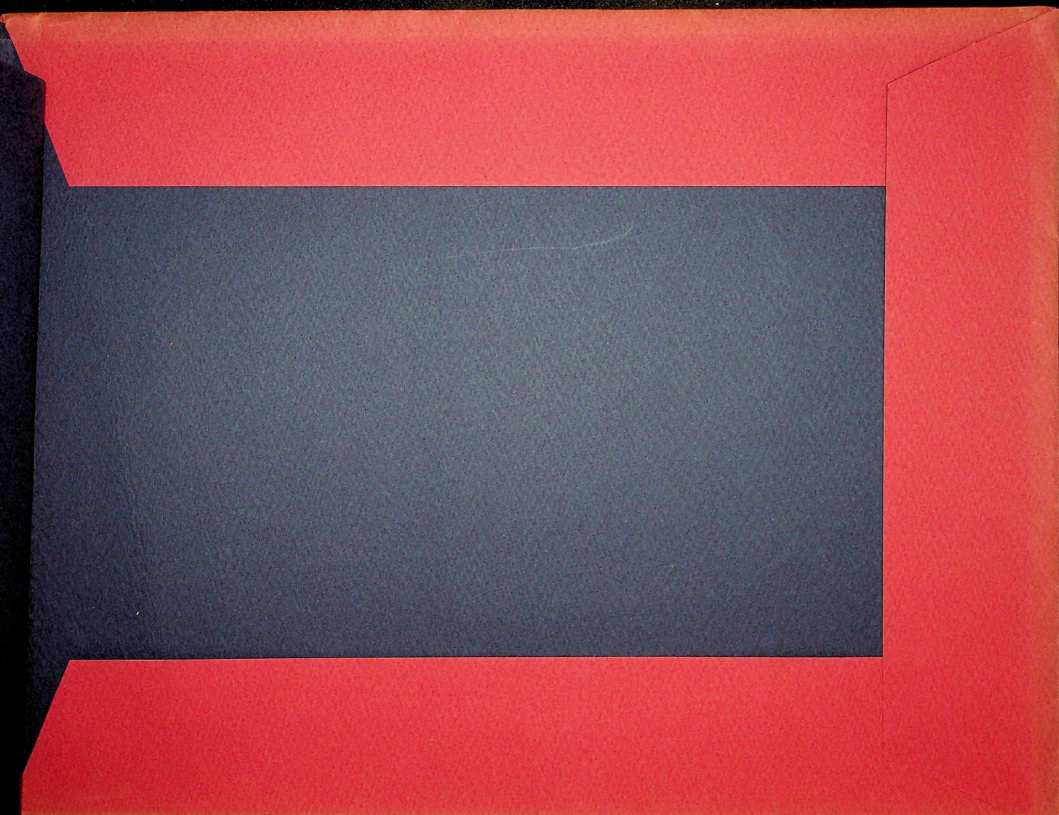
LINCOLN MOTOR COMPANY

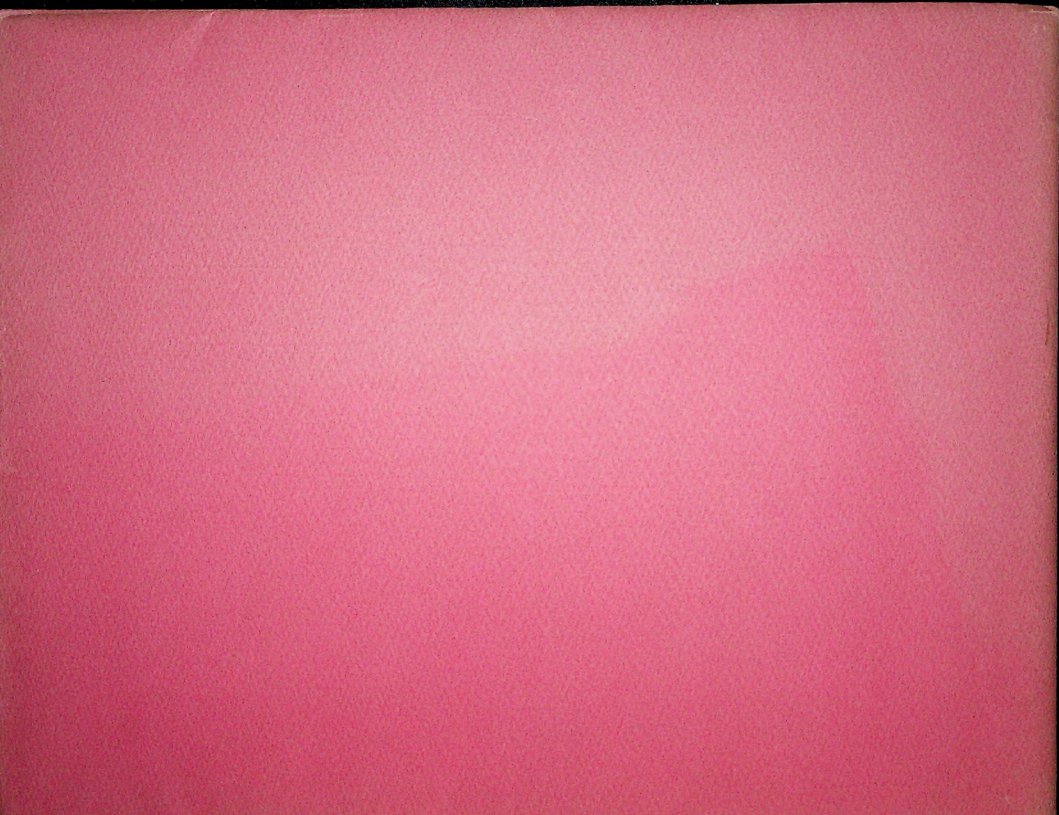
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THE **LINCOLN**

V12 · 136

