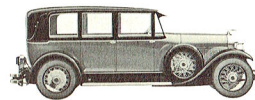


A BRIEF MESSAGE ABOUT
YOUR MOTORING COMFORT . . .

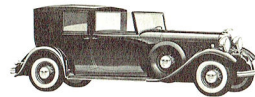


*From time immemorial,
the owner's comfort
has been zealously guarded
by the conscientious builder
of fine motorcars.*

*As far back
as the famous "Coolidge Era,"
Lincoln cars were renowned
for their attention to the ease
and well-being of their passengers.*



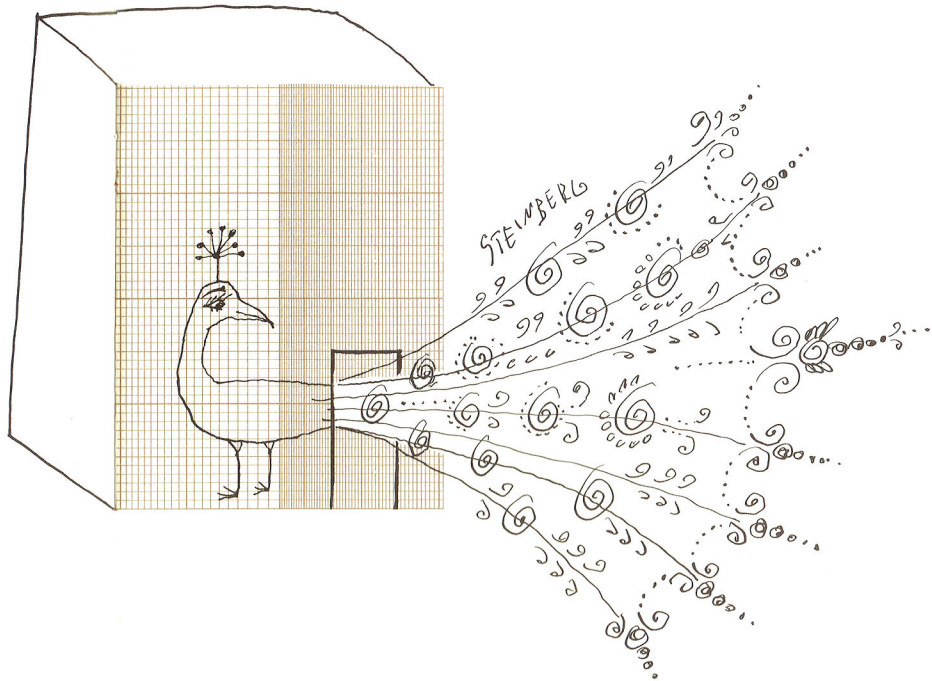
Great spaciousness characterized this 1926 Lincoln Limousine, which was actually "furnished" in Georgian — with seats of specially-woven tapestry, and handsome bronze fittings from Gorham's. Custom body by Locke.



Dove-gray doeskin upholstery, rich wood paneling inlaid with silver, and built-in vanity cases were part of the luxury of this 1932 Lincoln Brougham. Custom body by Willoughby.



This handsome convertible sedan was custom crafted by Lincoln in 1939 as official automobile for the use of America's royal visitors King George VI and Queen Elizabeth of England.



While others may have faltered,

*Lincoln has never strayed from its
original traditions of fine car comfort.*

Lincoln knows that . . .

. . . dignified ease of entry and exit are required

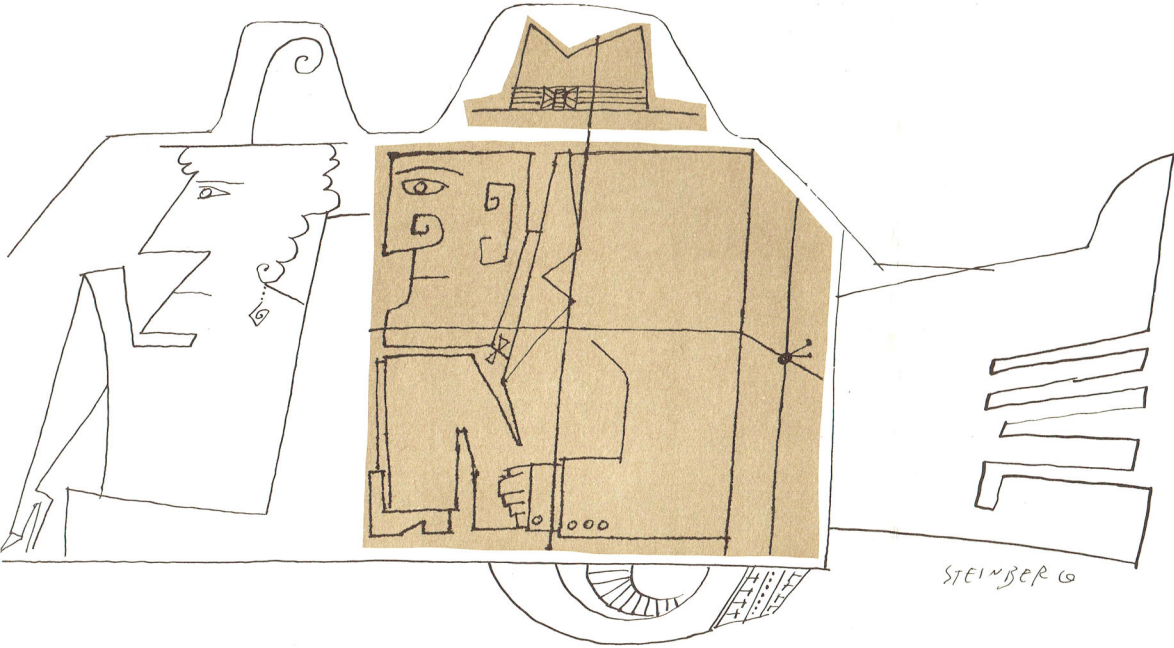
No special skills are needed

to enter or leave a Lincoln

Lincoln is—as it always has been—a car you can step into or out of with complete ease and dignity. Its door frames have been purposefully designed wider and higher than those of any other fine car.



... ample headroom is highly desirable



... relaxing legroom is also important



Lincoln recognizes many people like to wear hats while driving

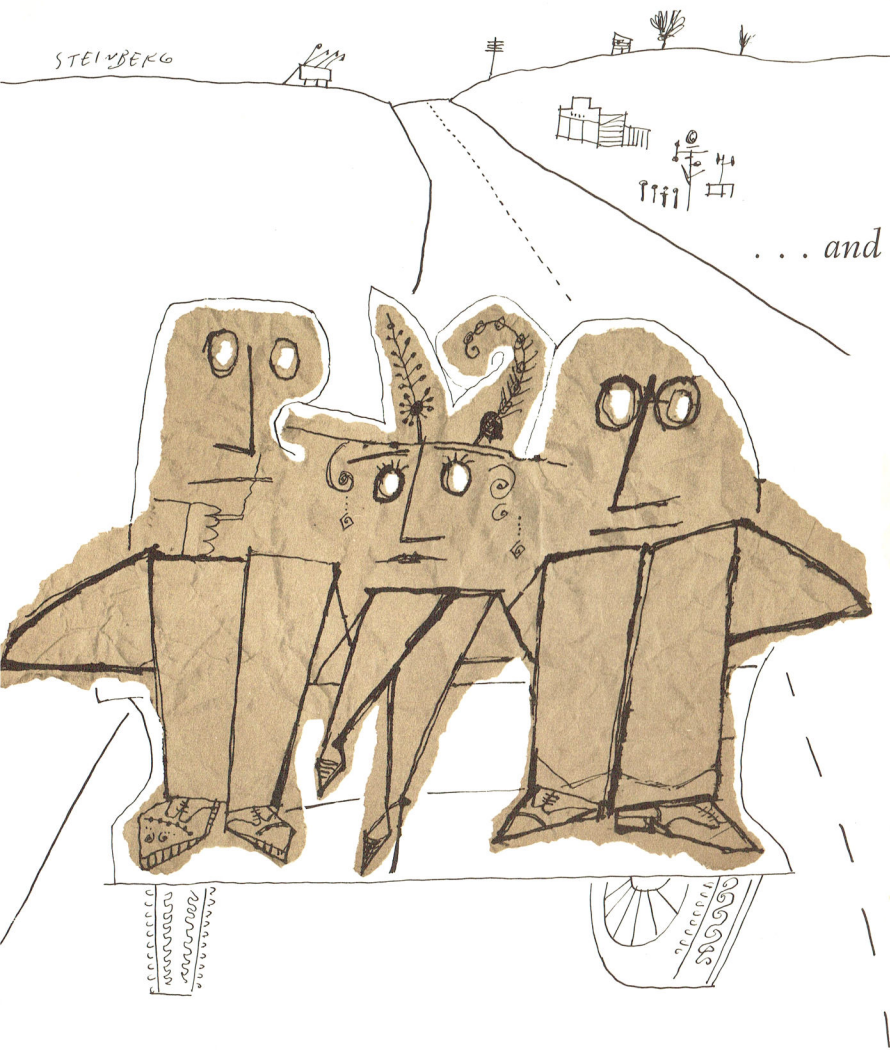
Though chair-height, Lincoln seats are actually farther below the roof than those of other cars. This is because Lincoln's stronger Uniframe construction eliminates cumbersome under-floor rails. The fact that the Lincoln roof doesn't curve down in back also adds to the headroom of rear-seat passengers.



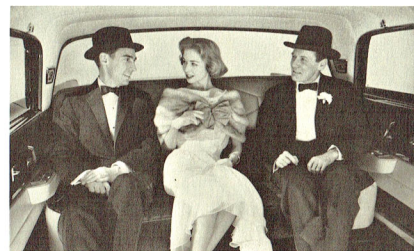
You can stretch your legs in a Lincoln

Both forward and to the sides, Lincoln gives your passengers the exceptional amount of the relaxing legroom a large car should provide. And Lincoln's intelligently-designed chair-height seating adds to your guests' ease and well-being.

STEINBERG



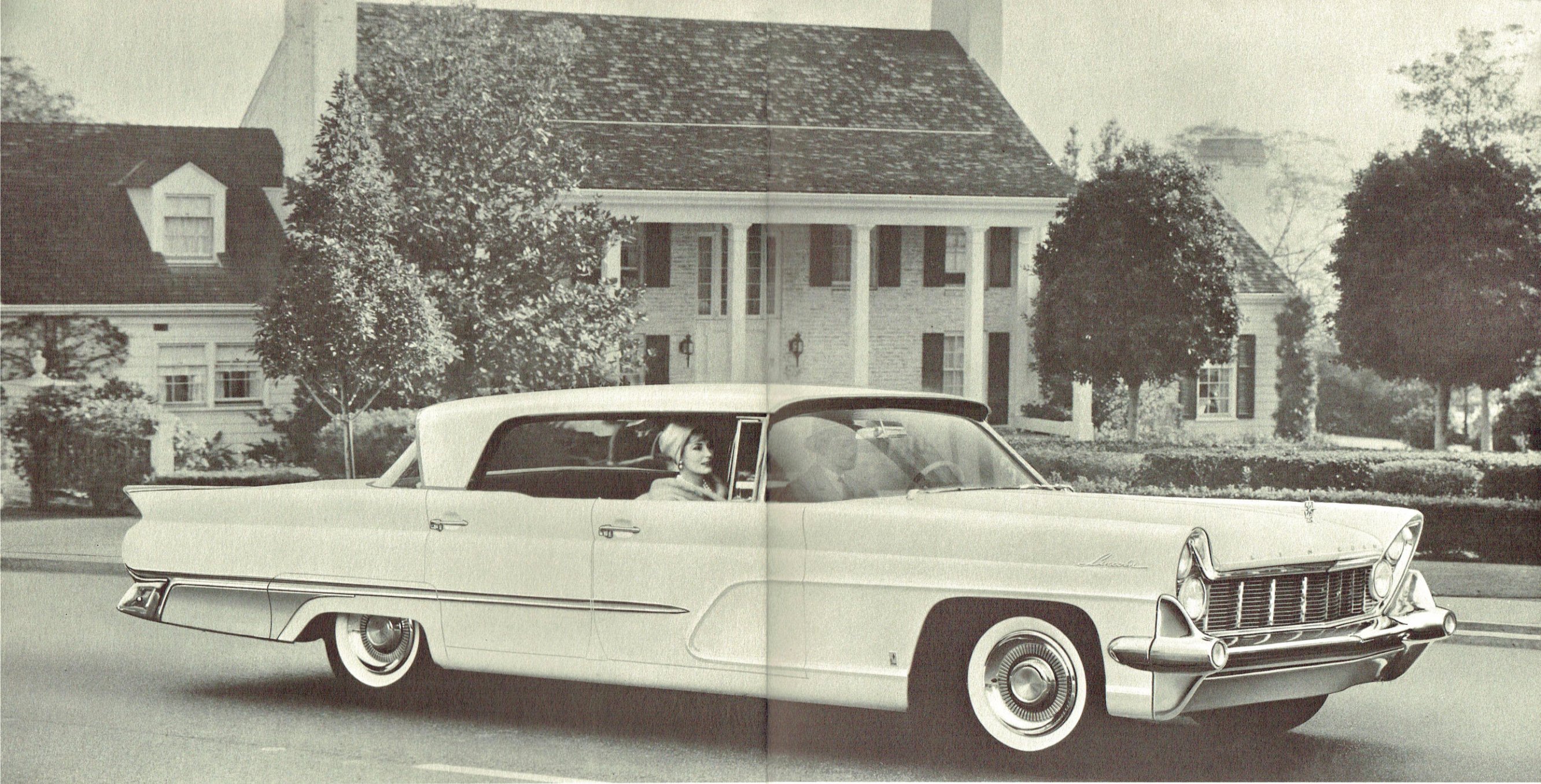
... and generous hiproom is an absolute necessity!



Over three adults wide—the roomy Lincoln seat

In their generous spaciousness, Lincoln seats are just what you would expect from the world's roomiest six-passenger automobile. There is more than enough space for three large people both on the front seat and on the rear seat.

We regret that words and photographs are inadequate to convey the tremendous sense of well-being produced by Lincoln's solicitousness of your personal comfort. But . . .



why not experience for yourself the pleasure of the only luxuriously spacious car on the American road—the distinctive and beautifully crafted Lincoln. Your Lincoln dealer will be happy to show you the new Lincoln at your earliest convenience.

Immediately on entering a Lincoln you know that spaciousness — though tremendously important — is only a part of the luxury of the Lincoln automobile. Using specially-loomed fabrics and glove-soft leathers, the Lincoln interior surrounds you with elegance. Even the smallest details of its appointments reflect the precision of Lincoln craftsmanship. And Lincoln

styling and performance have the absolute distinction and authority that could only stem from the famous Lincoln tradition of fine motorcars. You'll find that every modern motoring convenience awaits you in the magnificent Lincoln.

Why not get in touch with your Lincoln dealer soon? This may be your year to change to Lincoln.

