



L I N C O L N

N I N E T E E N T W E N T Y S E V E N

N I N E T E E N T W E N T Y E I G H T

Salon Cars



L I N C O L N M O T O R C O M P A N Y

Division of Ford Motor Company



E N D U R I N G B E A U T Y




Each year the enthusiastic comments of those who visit the Automobile Salons emphasize anew the fact that the Lincoln body policy is heartily endorsed by fine car purchasers the world over.

Men who are devoting their lives to the art of coach building contribute their genius to the creation of custom designs for the Lincoln Motor Car—Brunn, Dietrich, Judkins, Le Baron, Locke, Derham, Holbrook, Willoughby.

All Lincoln body types, from the fleet lines of the sport car to the stately for-

mality of the town car, originate from the designs of these master craftsmen. *The practice of bringing out yearly or periodic models is avoided.*

Many sound reasons may be given for the adoption of this policy. The basically fine construction of the Lincoln chassis assures excellent performance for many thousands of miles and many years of dependable service. It would be unjust in the extreme, then, to subject Lincoln owners to that artificial and wasteful depreciation which is the





I N B O D Y D E S I G N



result of yearly changes in motor car design. Moreover, the Lincoln Motor Company recognizes that fundamental truth of all art—that those things which embody intrinsic refinement of line and proportion are not influenced by “style,” but are instead *enduringly beautiful*.

Lincoln body construction is, of course, in keeping with those high ideals which guide the building of the Lincoln chassis—every detail is developed to that balanced excellence so characteristic of this supremely fine car. The upholstery

work, in broadcloth, mohair or cord, rivals that of the choicest furniture. Furthermore, Lincoln owners are offered the widest latitude in their choice of color and upholstery combinations.

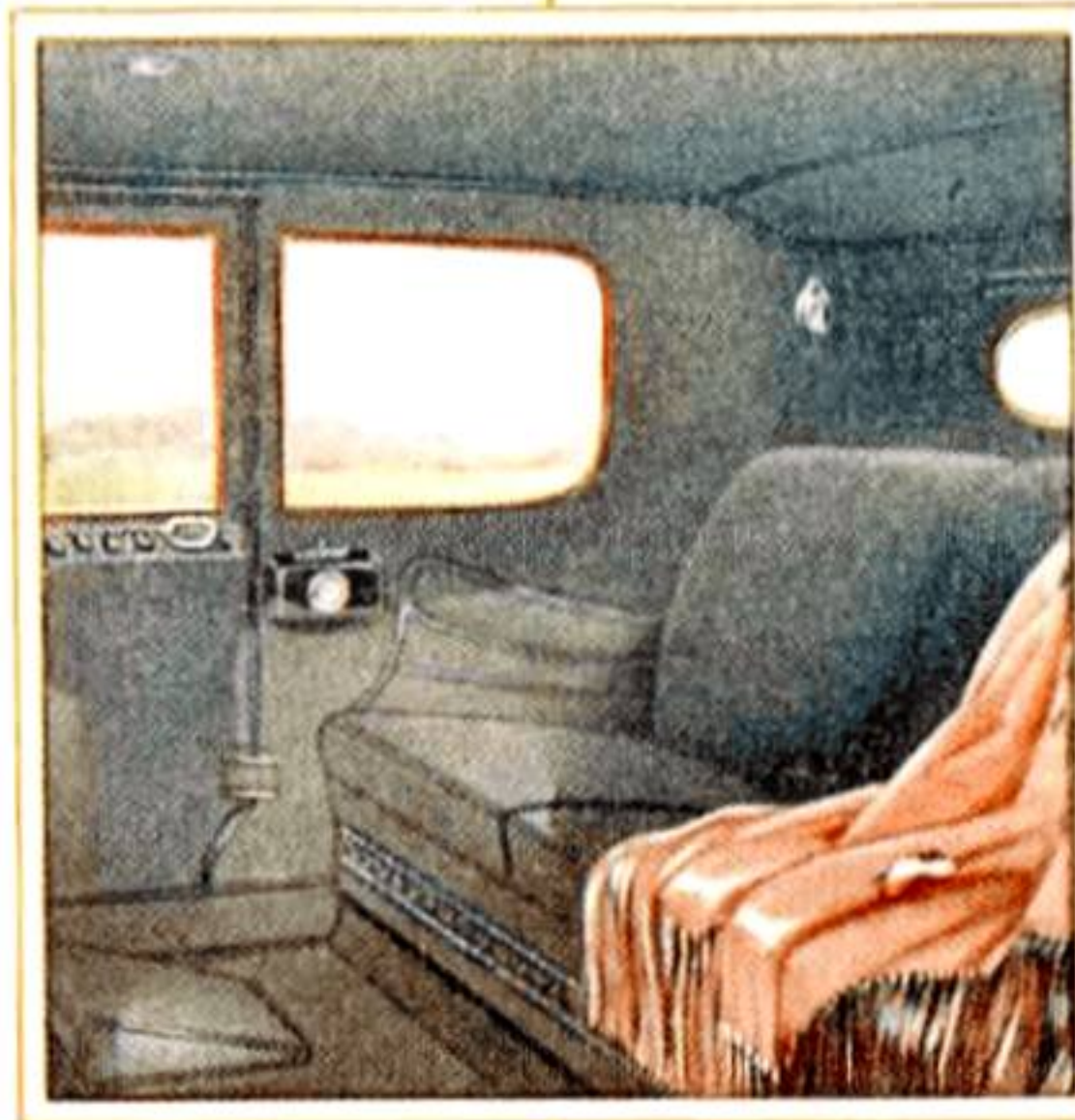
The net result of such quality—in beauty and performance—is to make the Lincoln the criterion of fine car value wherever the experienced and the critical foregather.

LINCOLN MOTOR COMPANY
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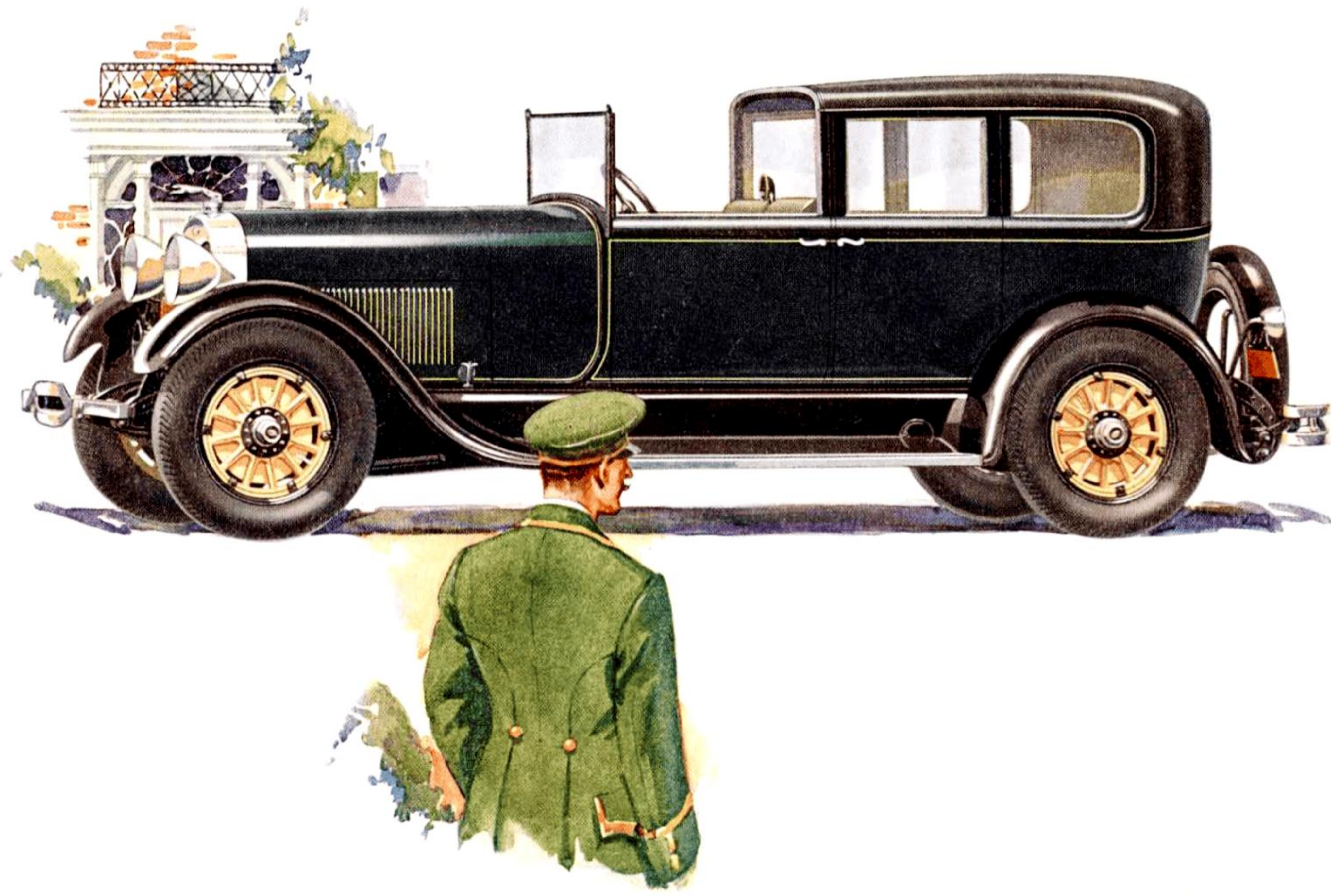


ALL-WEATHER BROUGHAM — BY LE BARON

Exclusiveness and consummate refinement in a chauffeur-driven car are evident in every detail of this Lincoln Brougham by LeBaron. The design, although European in theory, is American in execution. A French broad rolled belt and an English collar moulding over the cowl have been relieved of every unnecessary embellishment to that point of almost extreme simplicity which is typically American. A relatively high belt line with low

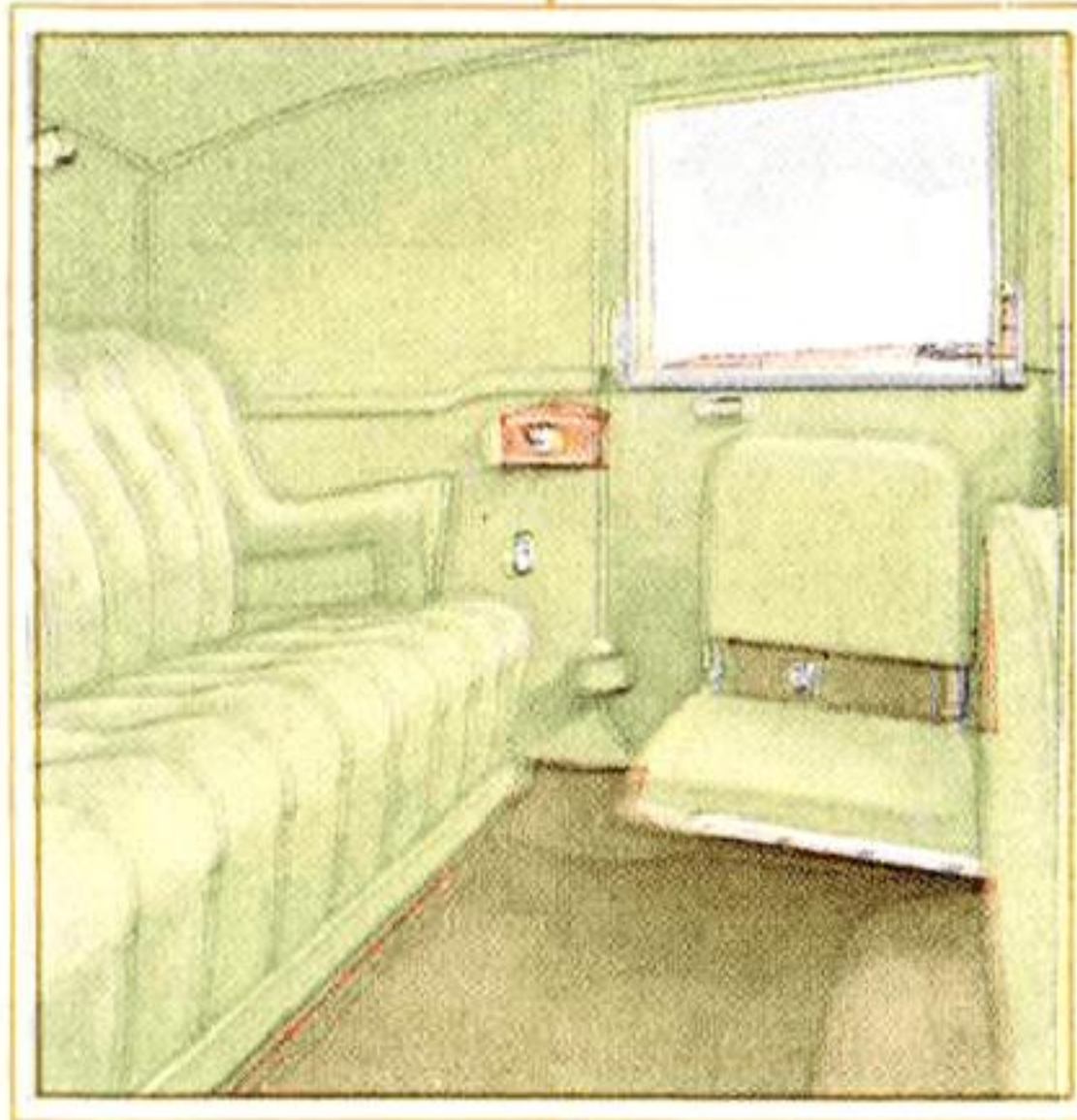


windows and recessed quarter panels gives the car a low and compact appearance, yet actually the interior dimensions are very generous. The All-Weather feature of the chauffeur's compartment does away entirely with old-style curtains and sagging canopy, replacing them with a practical enclosure ready for instant use. Framed windows in each front door and a rigid canopy which forms an extension of the roof complete a weather-tight compartment.

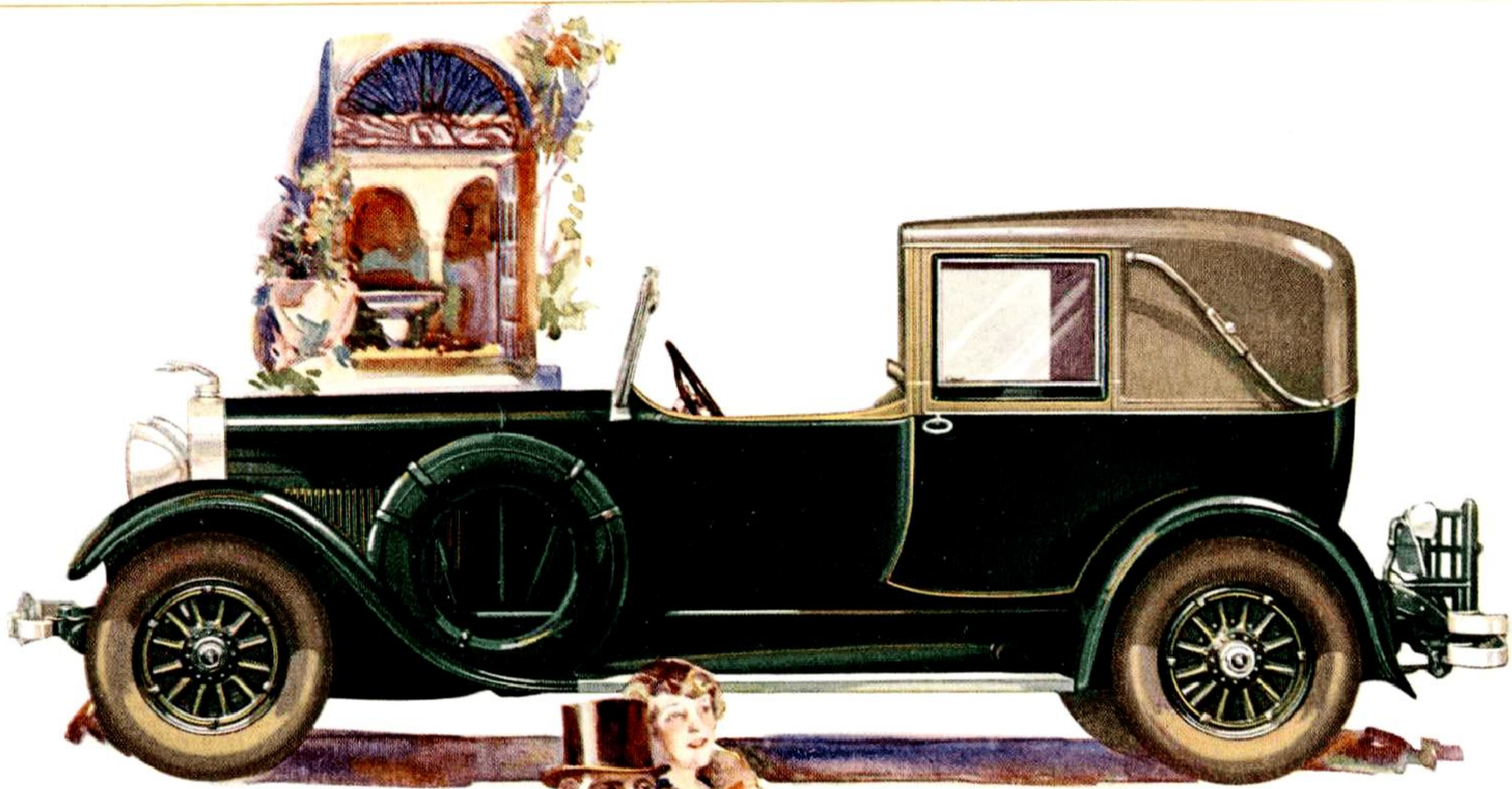


FULLY COLLAPSIBLE CABRIOLET — BY HOLBROOK

Dignity and imposing beauty are characteristic of the Lincoln Cabriolet by Holbrook. In this aristocratic, chauffeur-driven motor one finds combined the pleasures of an open car with the dignity of a cabriolet. When driving along the open highway the collapsible feature of the rear compartment offers the passengers an opportunity to enjoy an uninterrupted view of the surrounding country. On the other hand, the personal privacy and seclusion of

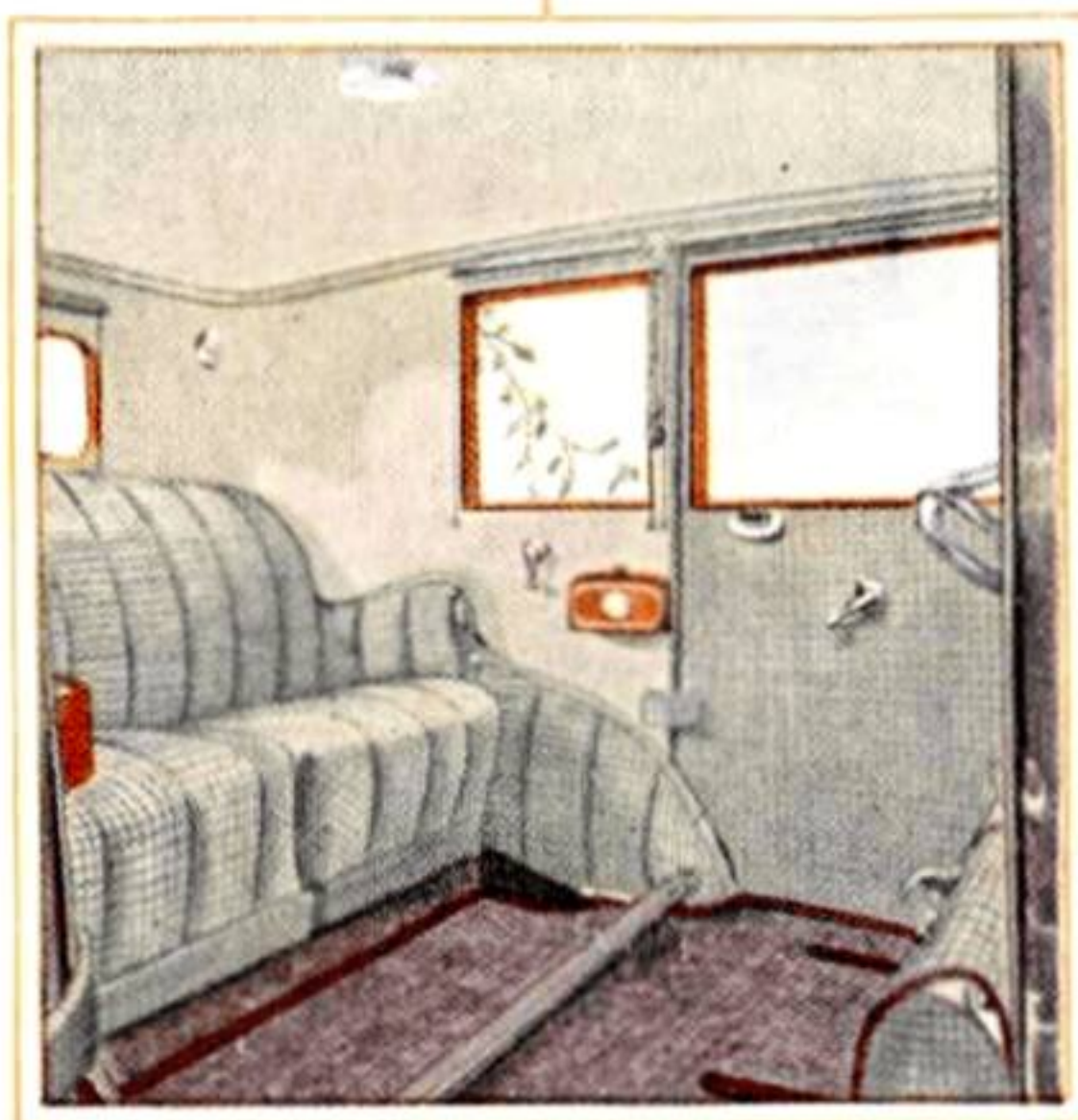


a cabriolet are available for town driving. A special moulding treatment emphasizes the cabriolet effect of this Lincoln design and lends an air of exclusiveness to the rear compartment. Two auxiliary seats are provided for those occasions when the owner desires to accommodate extra guests. One of these seats faces toward the front and the other sideways. A trunk rack is placed on the rear, as this body type is also frequently used for touring.

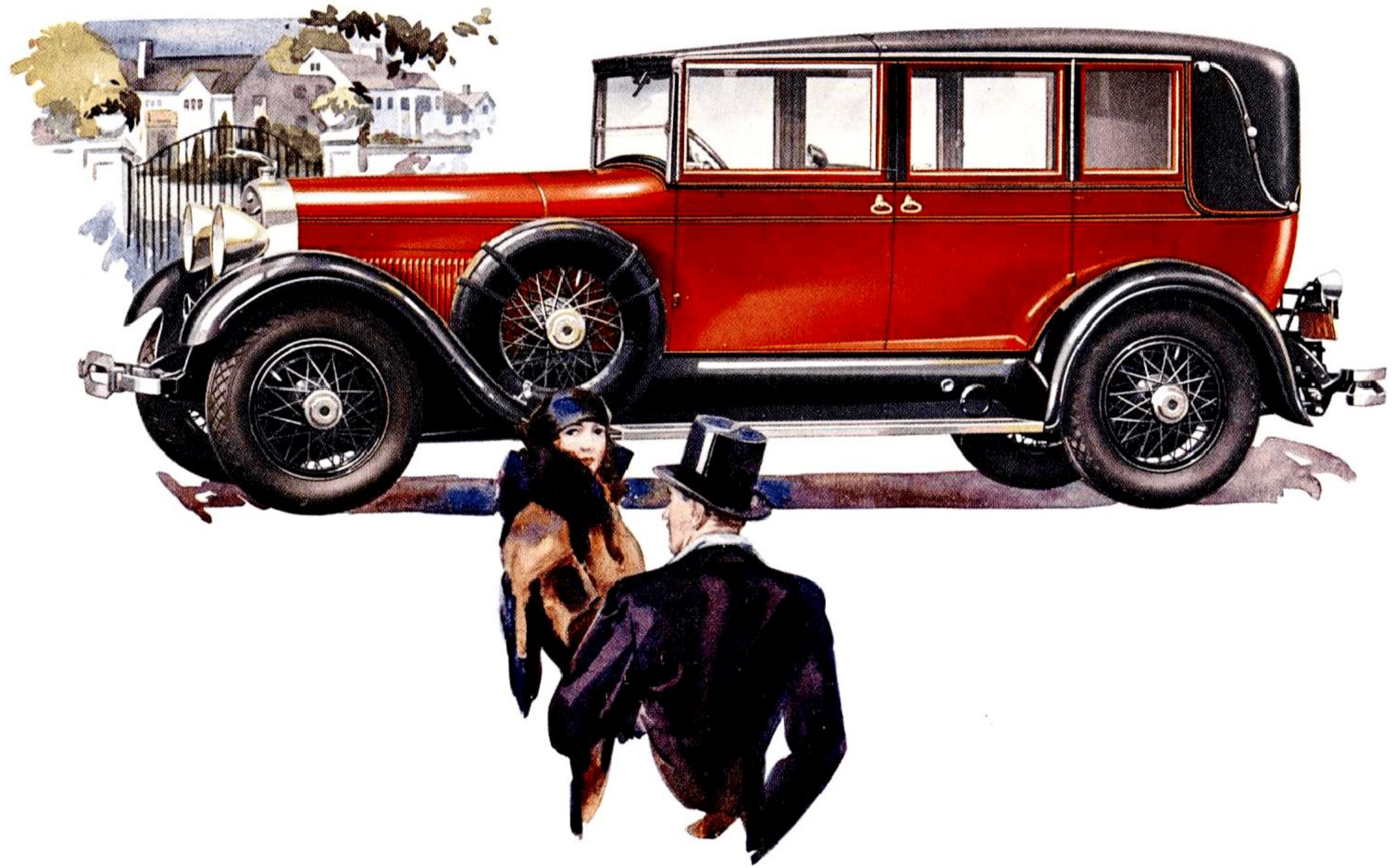


ALL-WEATHER BROUGHAM — BY BRUNN

The combining of true aristocracy and rich simplicity in the designing of Lincoln body types is evident at once in the All-Weather Brougham by Brunn. The rear compartment, besides affording that refinement of appointments typical of Lincoln excellence, is unusually roomy and comfortable. Passengers occupying the two auxiliary seats need never feel crowded, for both these seats, facing forward, are wide, deeply cushioned and so arranged that



ample foot room is available. The All-Weather feature of this car is particularly noteworthy. When the firm canopy over the chauffeur's compartment is in place, a graceful stream line effect is achieved from the windshield to the rear of the car which presents an altogether pleasing appearance. A compartment under the chauffeur's seat, but opening from the side, is provided for the canopy and canopy supports—making them readily accessible.



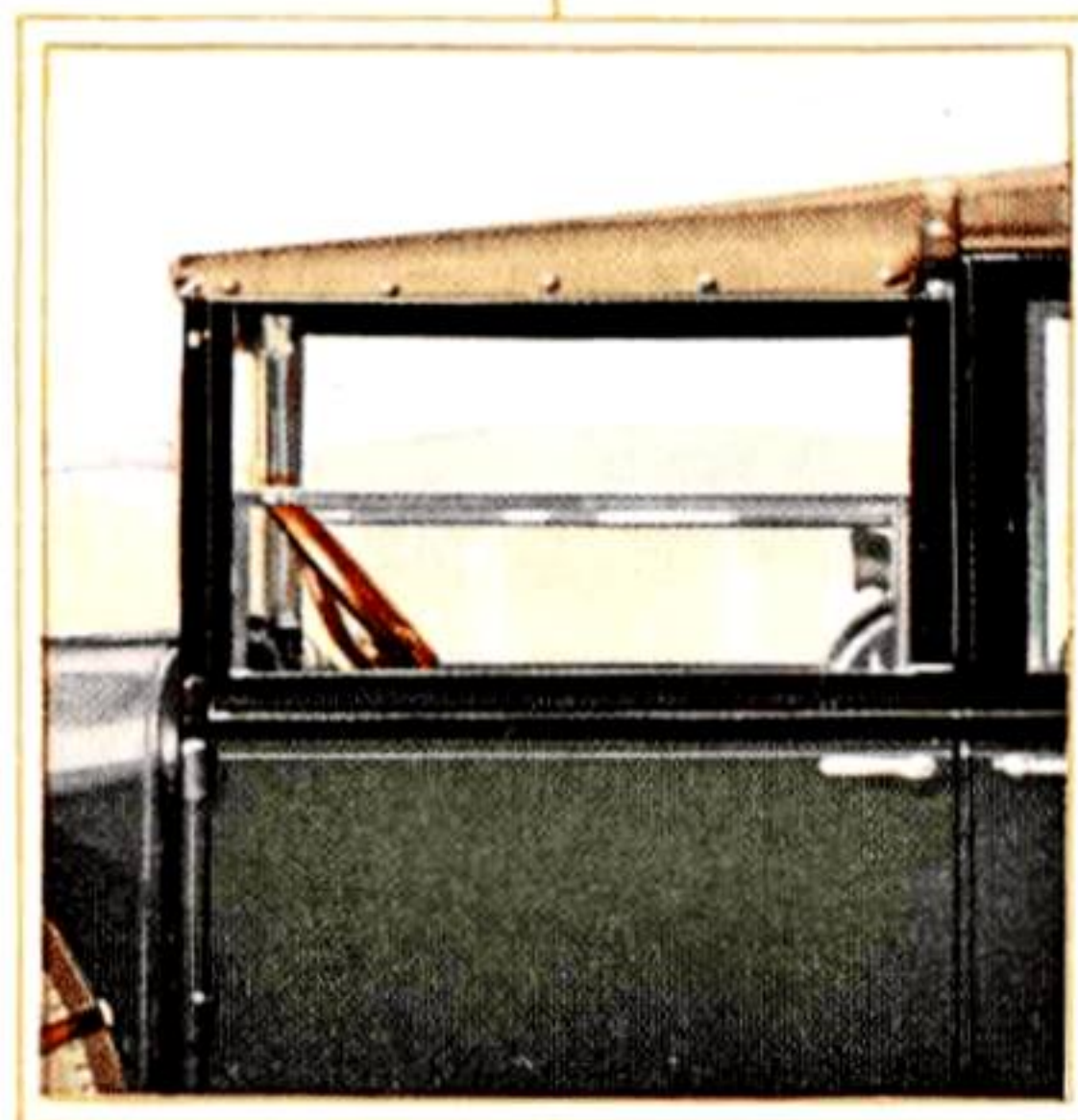
ALL - WEATHER CABRIOLET — BY LE BARON

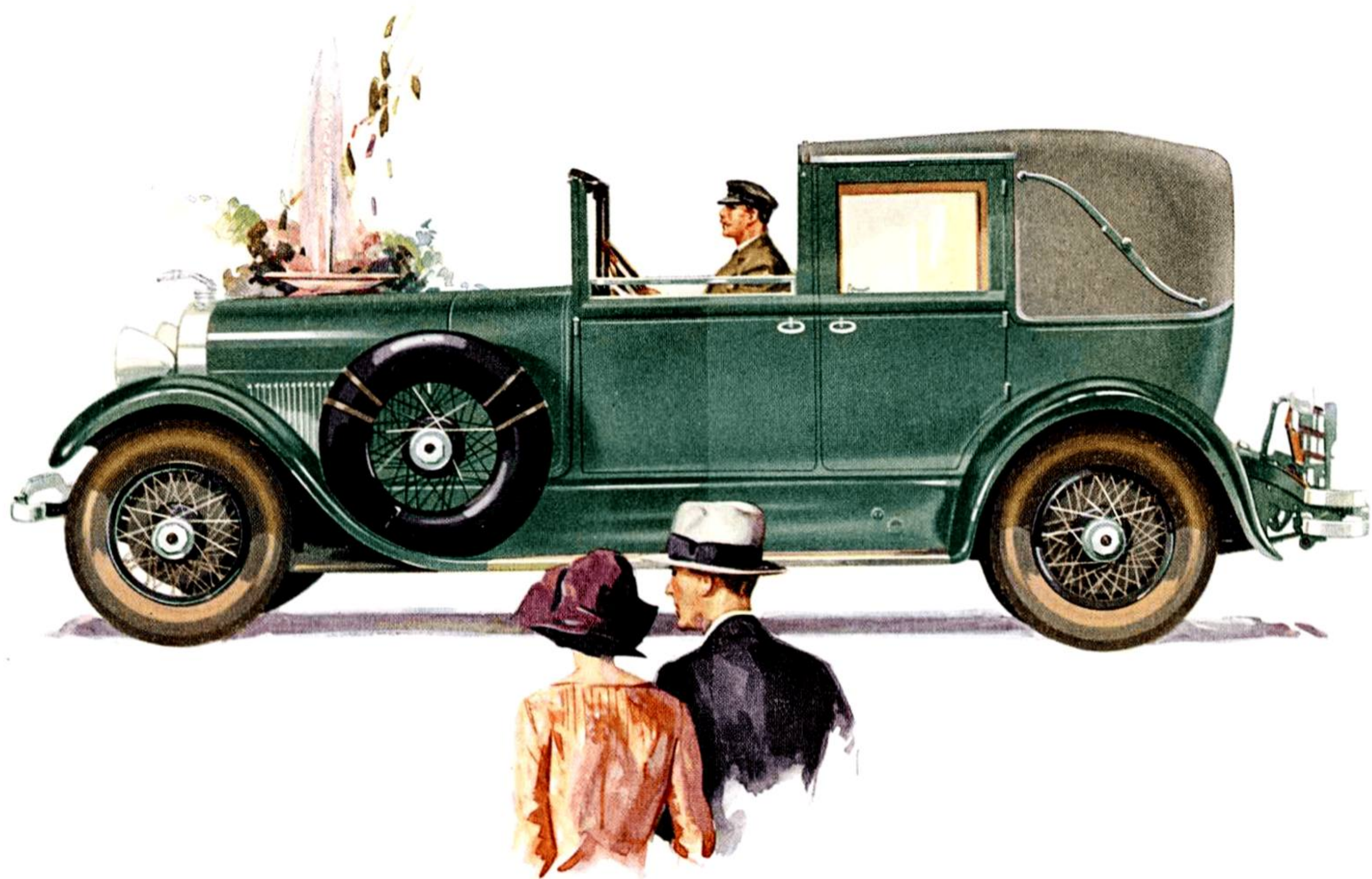
The hand of the master craftsman may be seen in the conservative yet distinctly smart lines of this Lincoln Cabriolet by Le Baron.

The non-collapsible rear compartment is roomy and comfortable, with appointments of typical Lincoln luxury and good taste. This compartment permits full visibility of the road, yet a desirable degree of privacy from public view. No finer car can be found to meet the exacting formal demands of business or social usage. How-

ever, as many prefer this body type for touring purposes also, a folding trunk rack is provided as standard equipment. The All-

Weather front compartment of this cabriolet deserves special mention, as it permits the raising of windows in the forward doors to meet a canopy covering from roof to windshield, thus giving the advantages of an enclosed Limousine in inclement weather. With windows lowered and canopy removed, a town car effect is achieved.

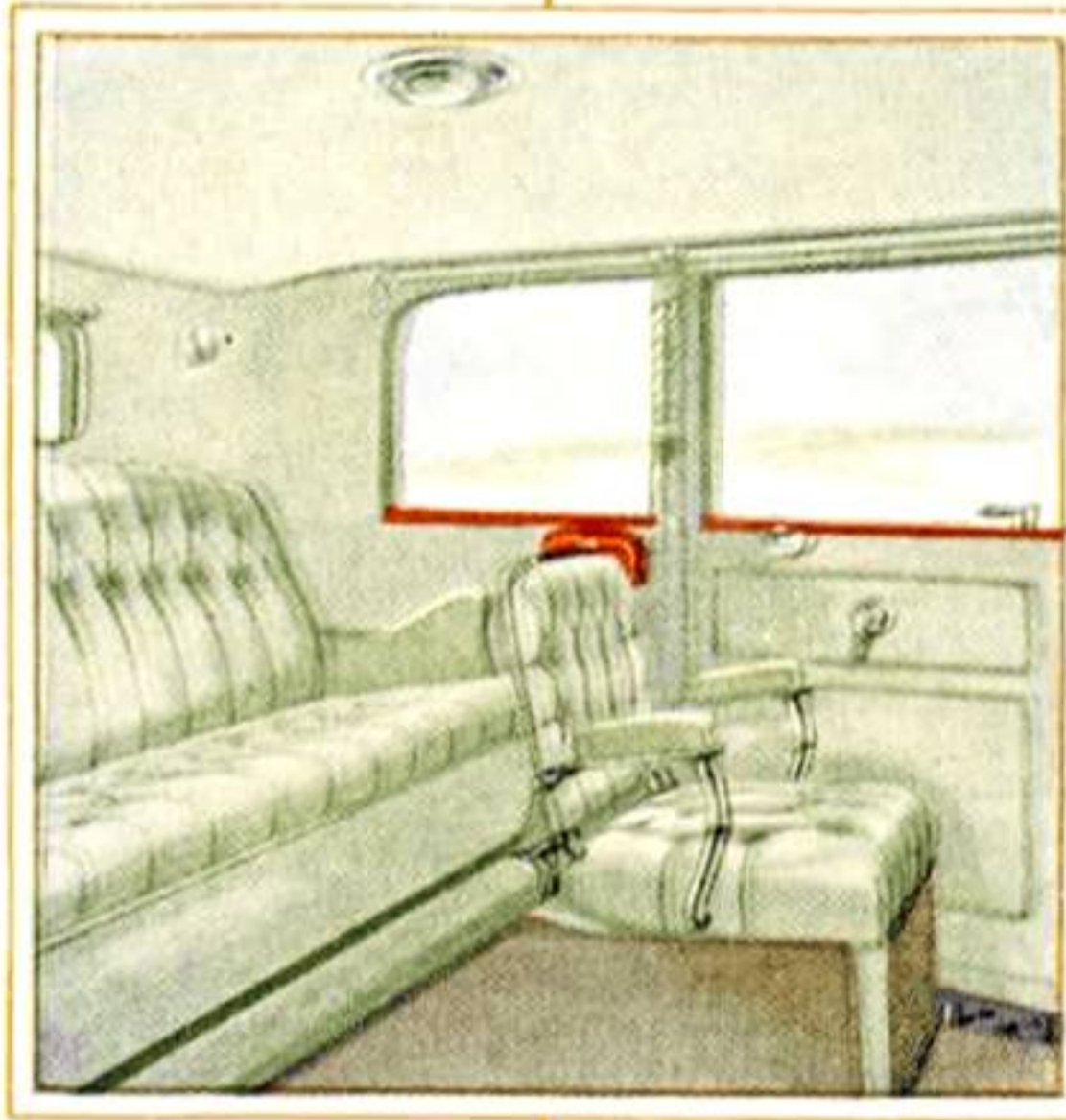




SEVEN-PASSENGER LIMOUSINE—BY WILLOUGHBY

In the Limousine by Willoughby the Lincoln Motor Company achieves a combination of custom-built exclusiveness and luxurious comfort which makes it a highly desirable car for those who prefer this body type. The rear compartment is unusually spacious, and affords a greater degree of headroom than is usually found in this type of car. The two auxiliary seats, both of which face forward, are wide, comfortably upholstered, and provided with easy arm

rests. When not in use, these seats fold neatly out of the way and are concealed by flaps. An obtuse angle windshield with integral visor—permitting improved air circulation and eliminating reflections from the rear and road glares from the front—lends itself to the conservative, dignified lines of this Lincoln Limousine and emphasizes the car's length and beauty. A sliding glass partition between front and rear compartments is a feature of this body.



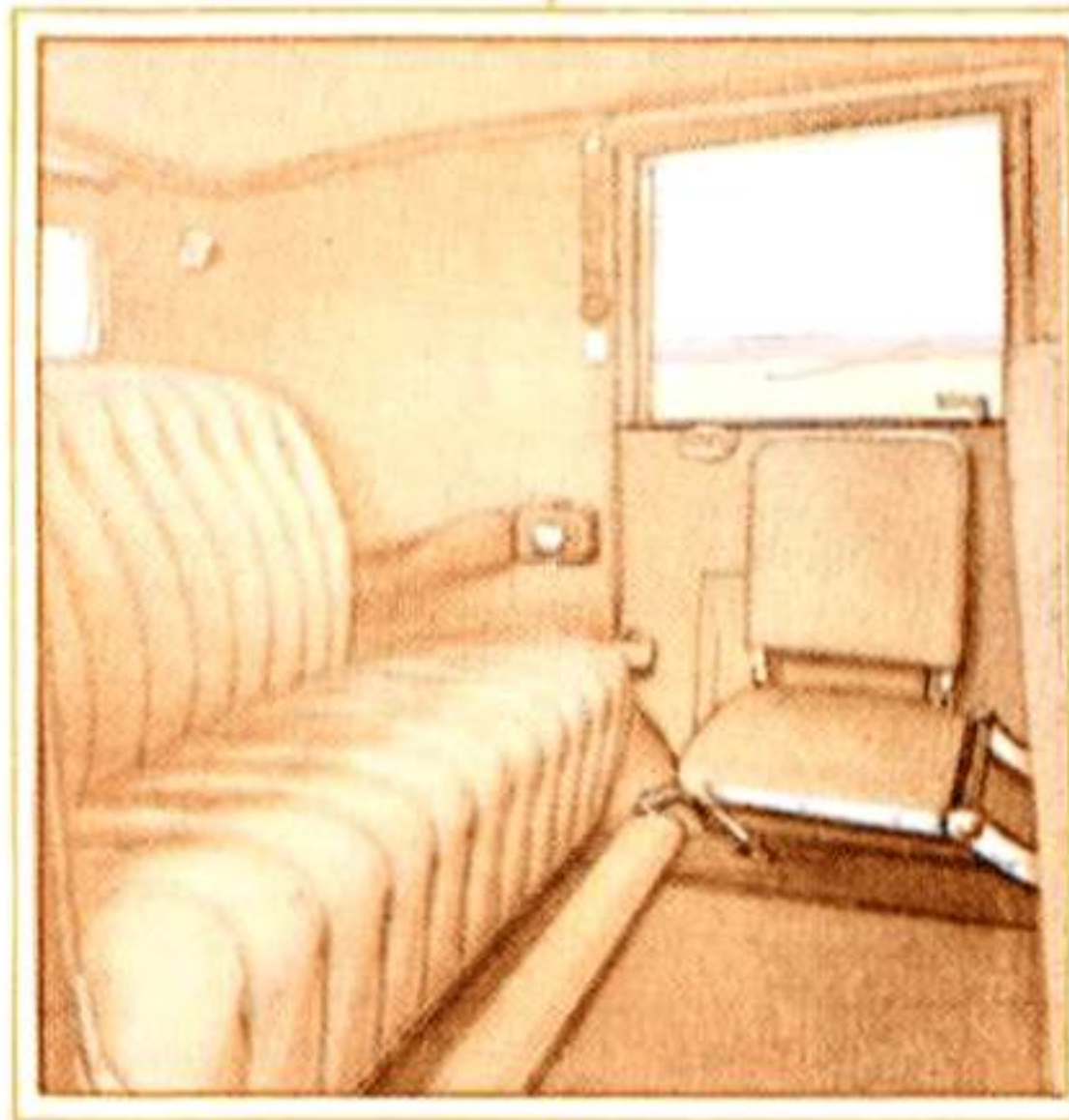


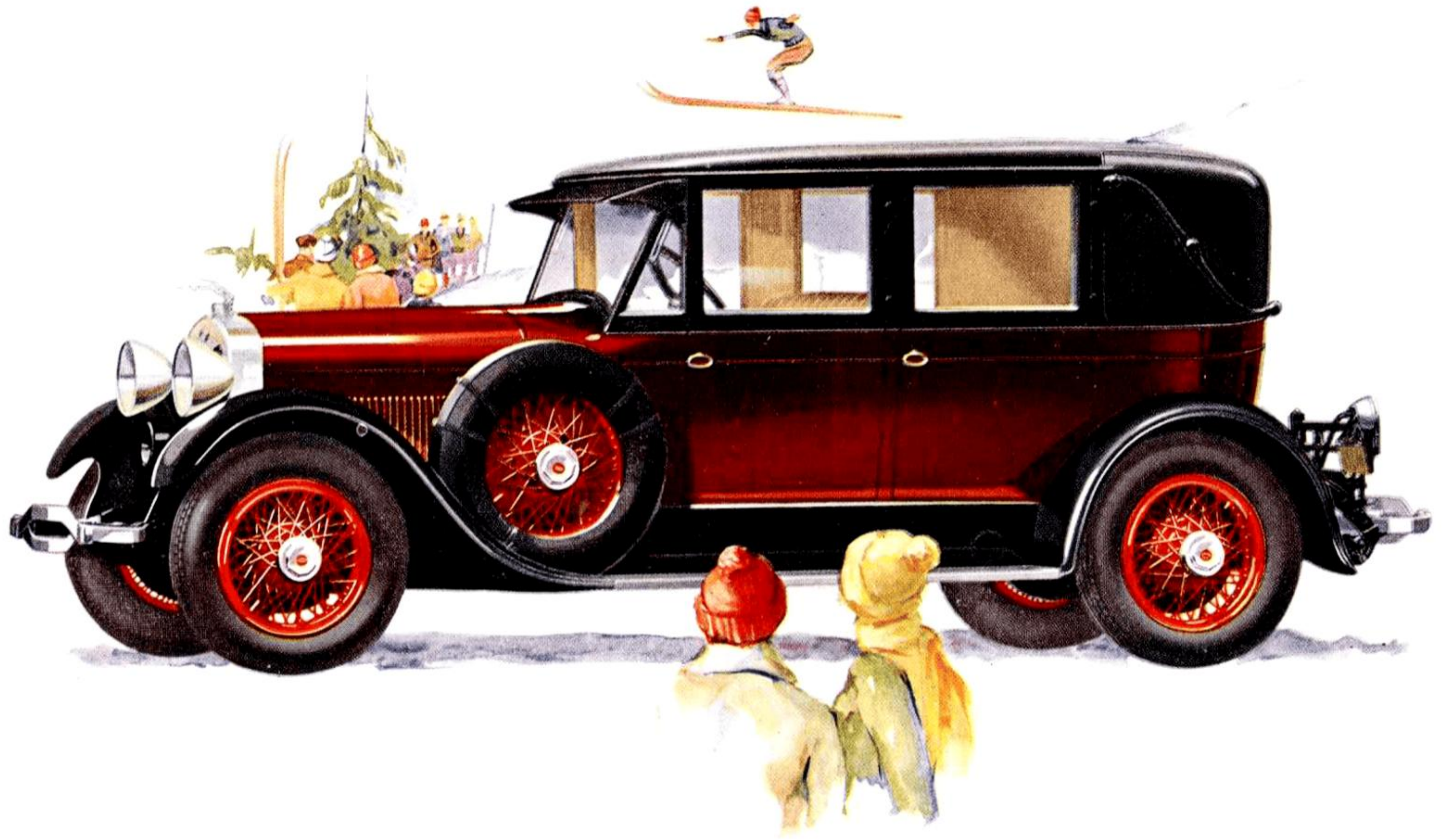
T W O · W I N D O W B E R L I N E — B Y J U D K I N S

Among Lincoln body types none is more popular as a combination chauffeur- and owner-driven car than this smart but dignified Two-Window Berline by Judkins. Although known as a four-passenger car, this design is really exceptionally roomy, with wide, deeply-cushioned seats. An occasional seat, facing sideways and folding compactly out of the way when not in use, is another factor in the extreme utility and convenience of this Berline. When

using this car as a chauffeur-driven vehicle, the front and rear compartments are completely separated by a glass partition. How-

ever, when the owner desires to take the wheel, the glass partition may be lowered out of sight, making this virtually a sedan body. The sedan effect is enhanced by the unique construction of the division between the compartments, by which permanent side frames for this glass partition have been reduced to the minimum.



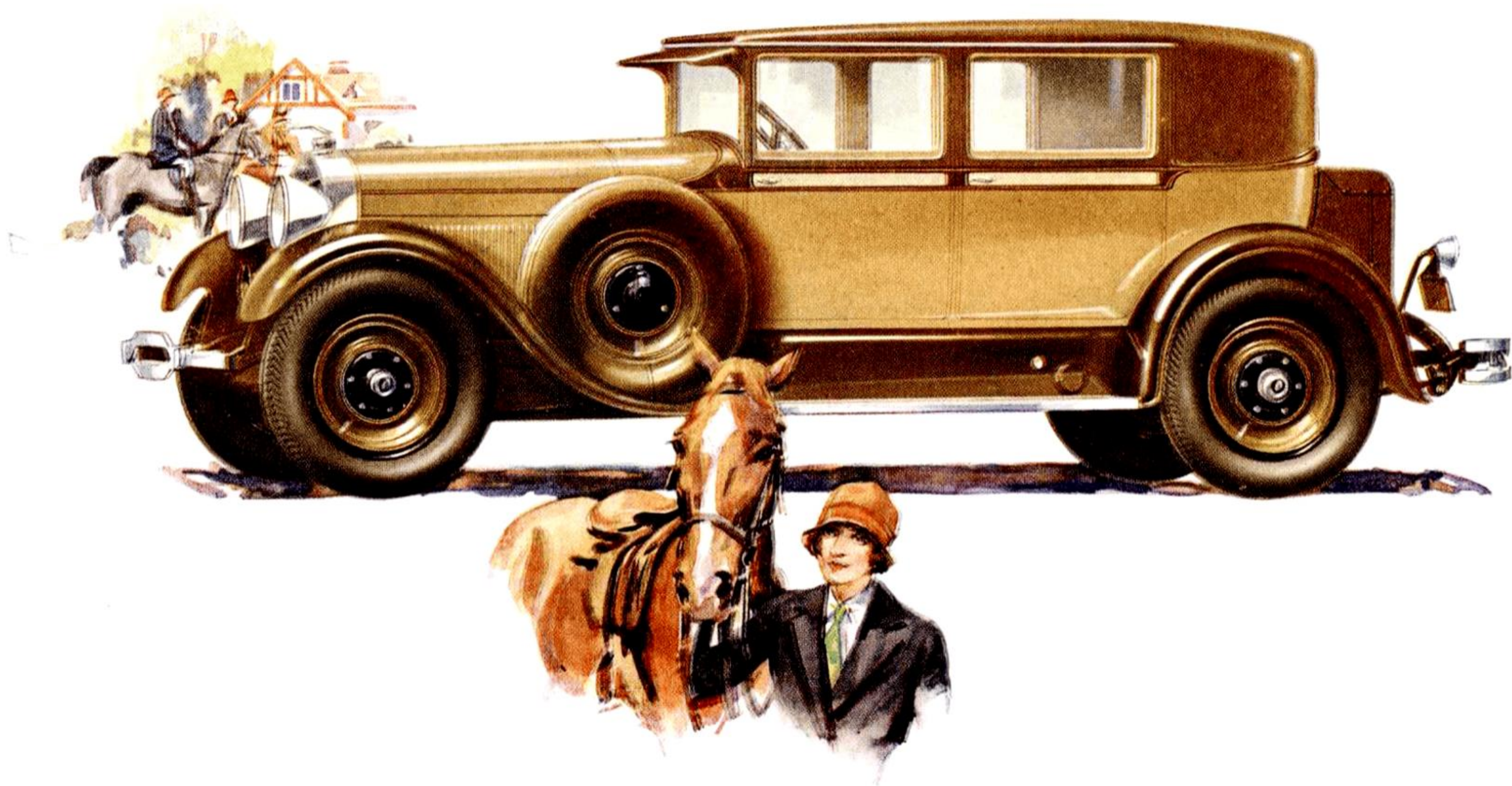


S P O R T S E D A N — B Y D E R H A M

A recent trend in motor car design has witnessed an ever-widening popularity for the enclosed sport car. As a result, America's master coach builders have turned their genius to this body type. The Lincoln Sedan by Derham combines many of those highly desirable features of the modern car of sport design. Its length and lowness are given greater emphasis by a special moulding treatment on the cowl and by a French Roll moulding around the rear quar-

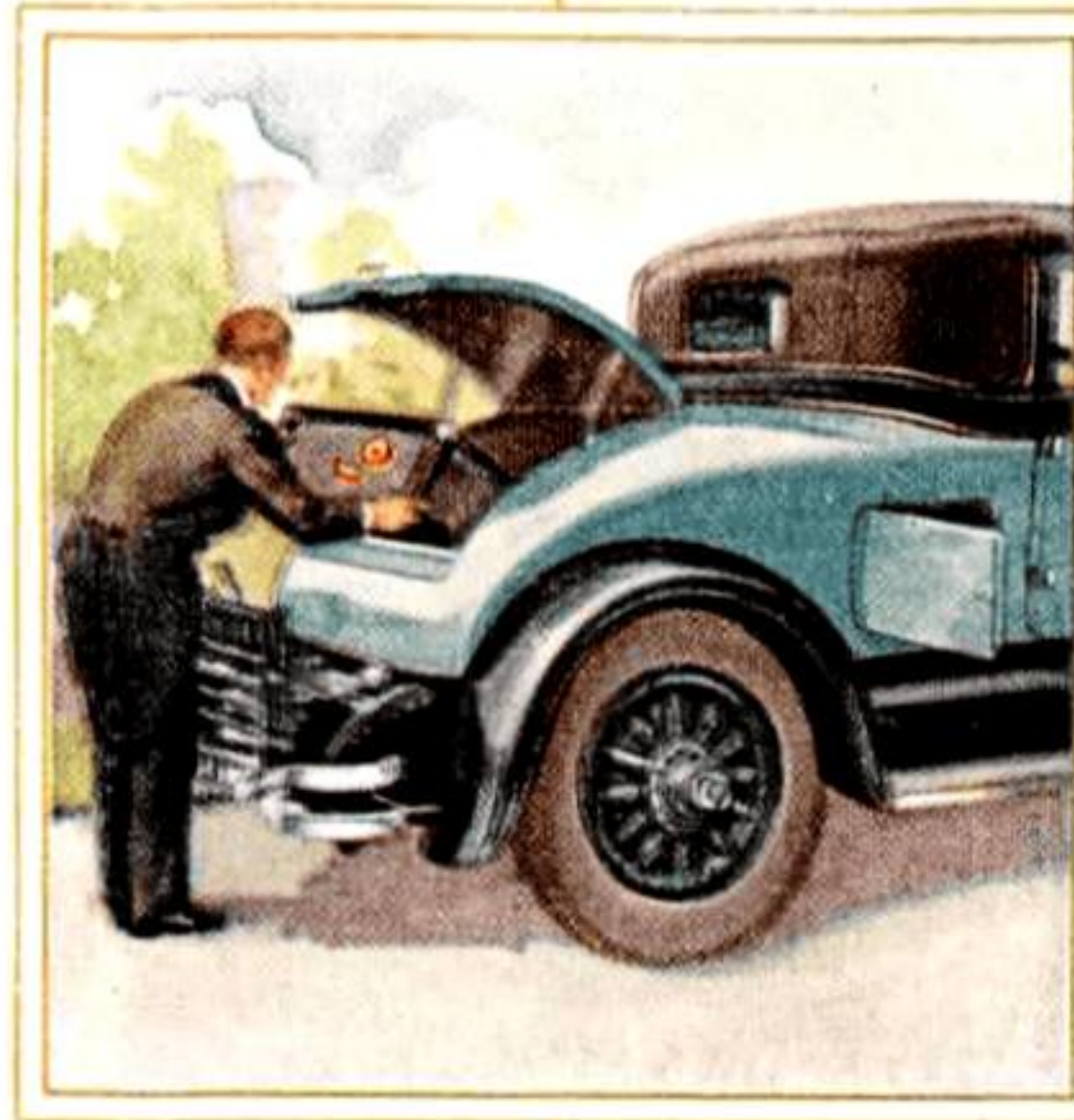


ter. Although maintaining the extremely compact appearance which is in keeping with this design, nevertheless the Derham Sedan is really very roomy, with a rear seat wide enough to accommodate three passengers without the slightest discomfort or crowding. Wide windows and the use of narrow window frames and slender windshield pillars allow almost uninterrupted vision and contribute greatly to driving convenience as well as to driving safety.

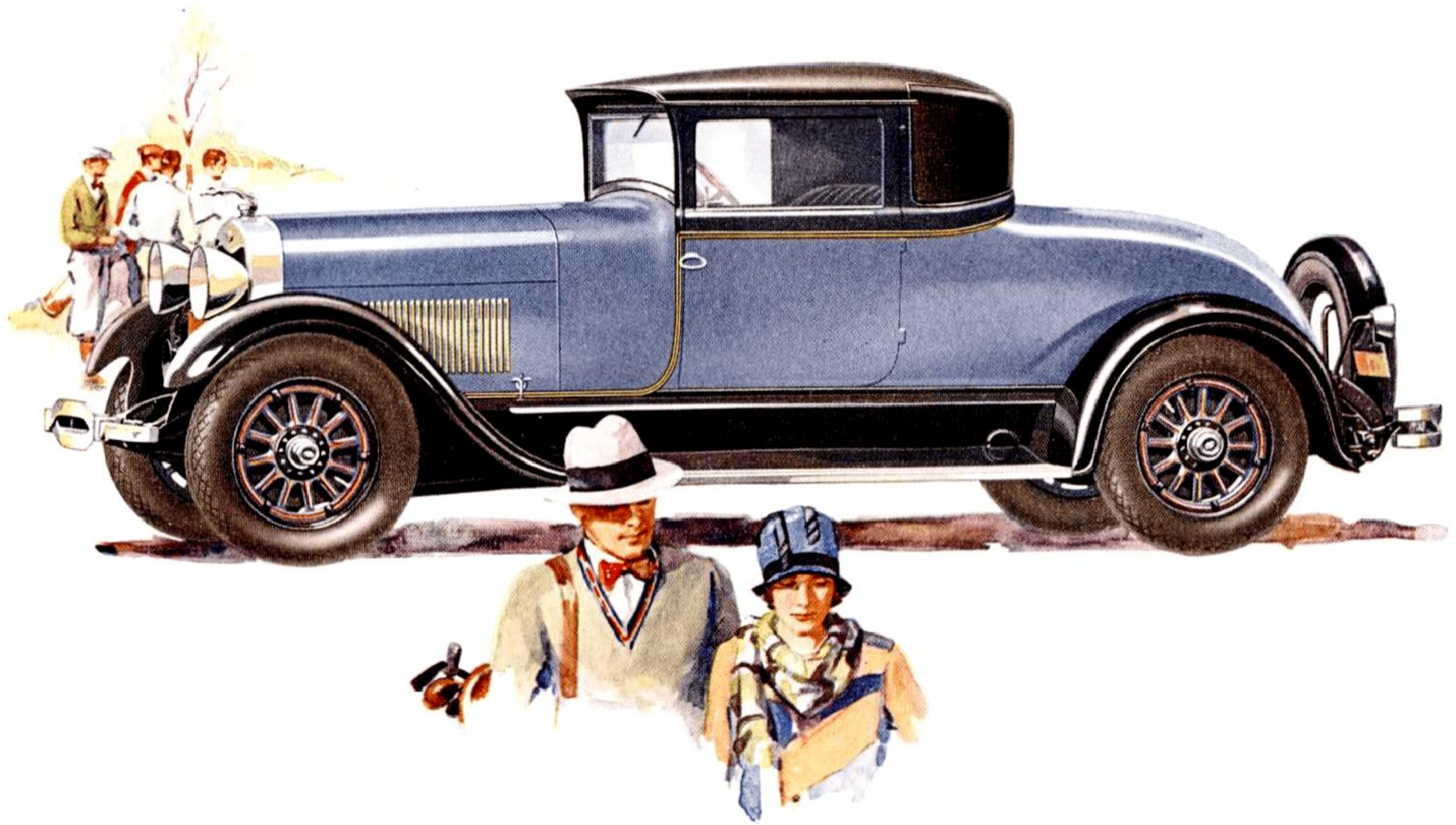


T W O P A S S E N G E R C O U P E — B Y J U D K I N S

Compact, spirited, as modern as tomorrow in every detail of line and appointment, the Lincoln Two Passenger Coupe by Judkins is a splendid design for those who seek a truly personal motor car. An attractive raised panel accentuates the trim beauty of this body design. Moreover, the car offers extreme practical utility. For example, the rear luggage compartment, water-proof and dust-proof, is unusually spacious, even providing room for



a fair-sized trunk. Although designed as a two passenger car, nevertheless the driver's seat is wide enough to accommodate three without discomfort or crowding. Back of the seat there is another large luggage or package compartment with lock. A convenience which attracts the favor of the golfer is a generous golf bag compartment—so arranged that golf clubs are carried in suspended straps—with an individual door which opens on curb side of the car.

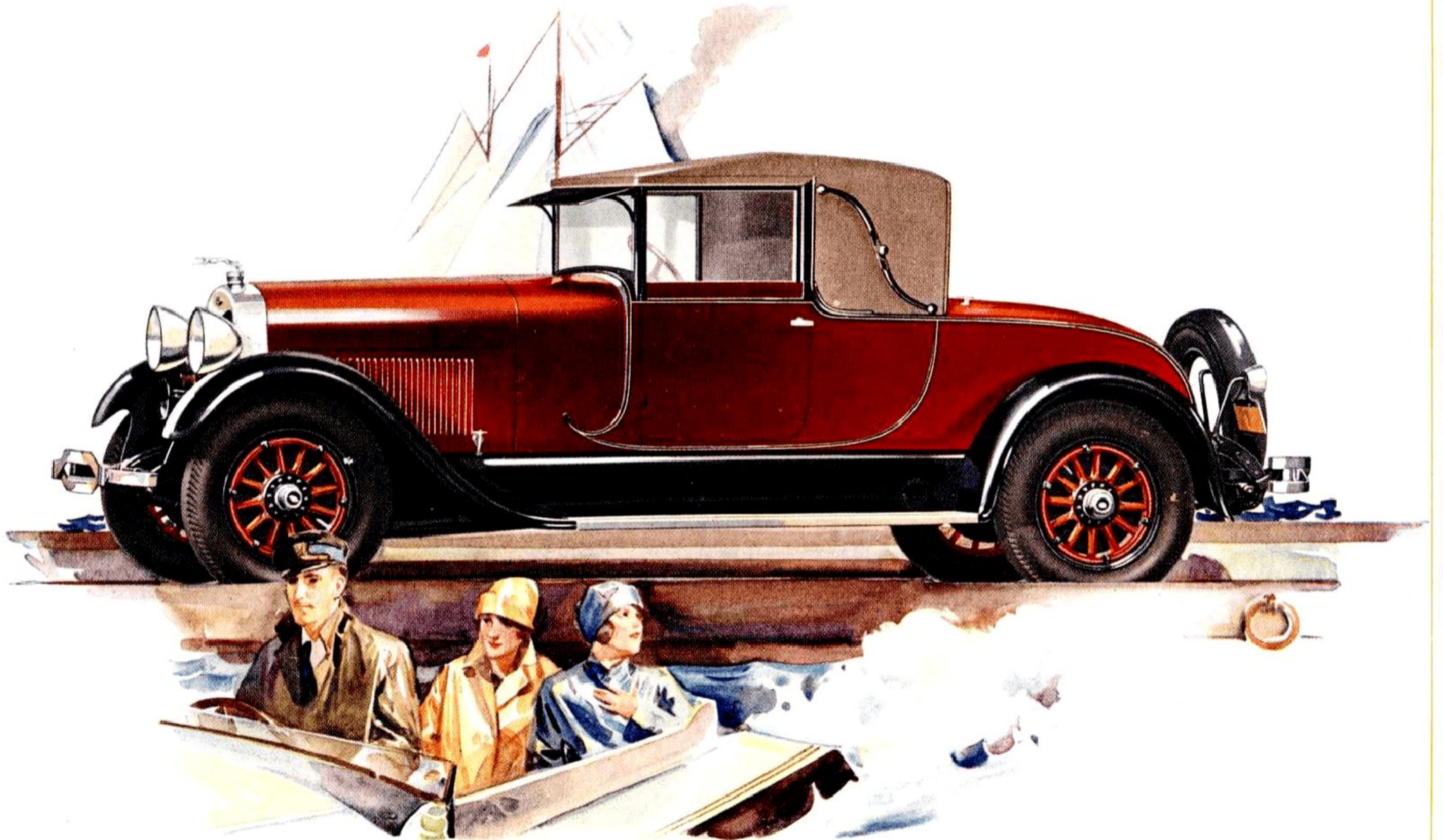


C L U B R O A D S T E R — B Y L O C K E

Smartness plus utility desired in a car selected for personal use are nowhere better achieved than in this Lincoln Club Roadster by Locke. A fully collapsible top makes this car easily and quickly convertible into an open roadster. At the same time a large and comfortably upholstered rear deck seat affords room for two extra passengers. If the owner wishes, the rear deck seat may be entirely removed, providing a water-proof and dust-proof



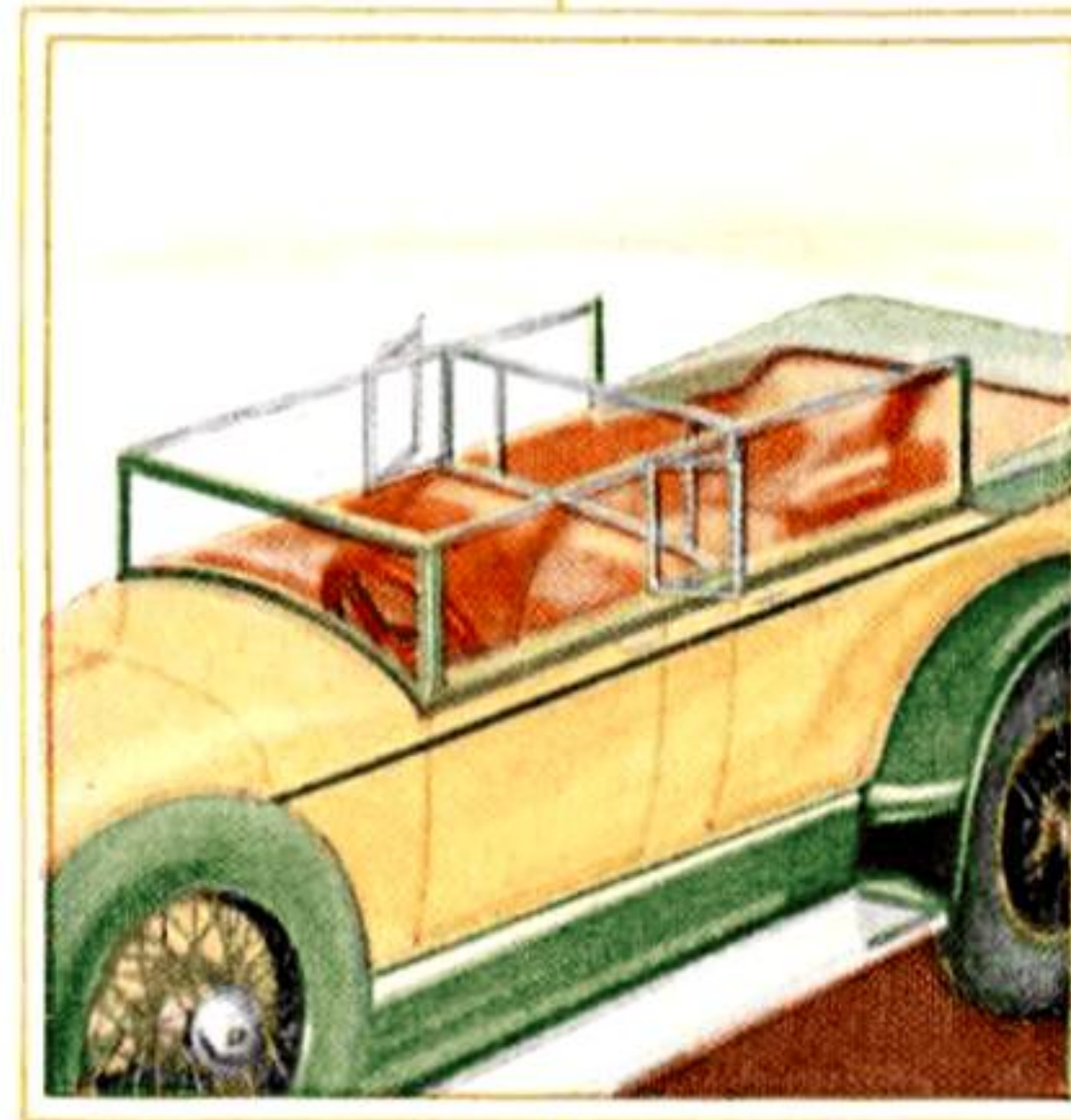
luggage compartment of unusual roominess. Among the many other factors in the extreme utility of this Club Roadster are a generous-sized luggage compartment—the top of which may be used as a package shelf—back of the driver's seat, and a golf bag compartment with individual door and lock opening on the curb side of the car. A special moulding treatment adds to the youthful dash, grace and charm of this attractive Lincoln Club Roadster.

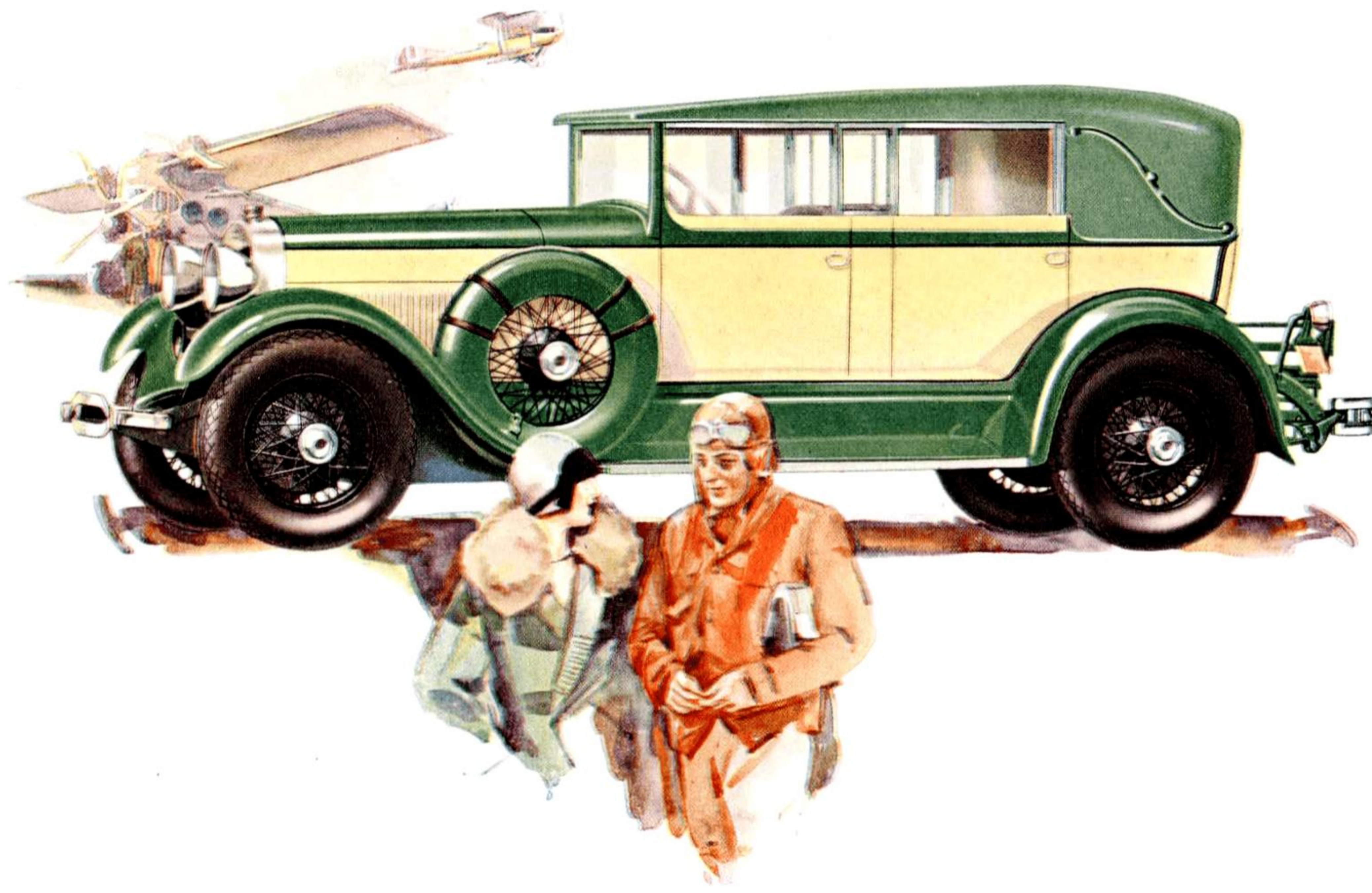


C O N V E R T I B L E S E D A N — B Y D I E T R I C H

Introducing an entirely new vogue in motor car design is this Lincoln Convertible Sedan by Dietrich. An interesting innovation is the Monel metal framed glass partition between the front and rear compartments. The glass itself may be lowered out of sight or utilized as a tonneau windshield when using this design as on open car. At the same time the small glass panels forming a right angle with this partition may be opened and used as wind deflectors. It

should also be noted that this partition is permanent, a rigid anchor for the top, thus eliminating all those disturbing rattles and noises found in many cars of the convertible type. The top folds back flatly, continuing the stream line effect of this smart Sedan. Although there is ample room for five, a "pull-to" arm rest is provided for the rear seat. The strong windshield pillars are of narrow manganese bronze affording, greater vision and driving safety.

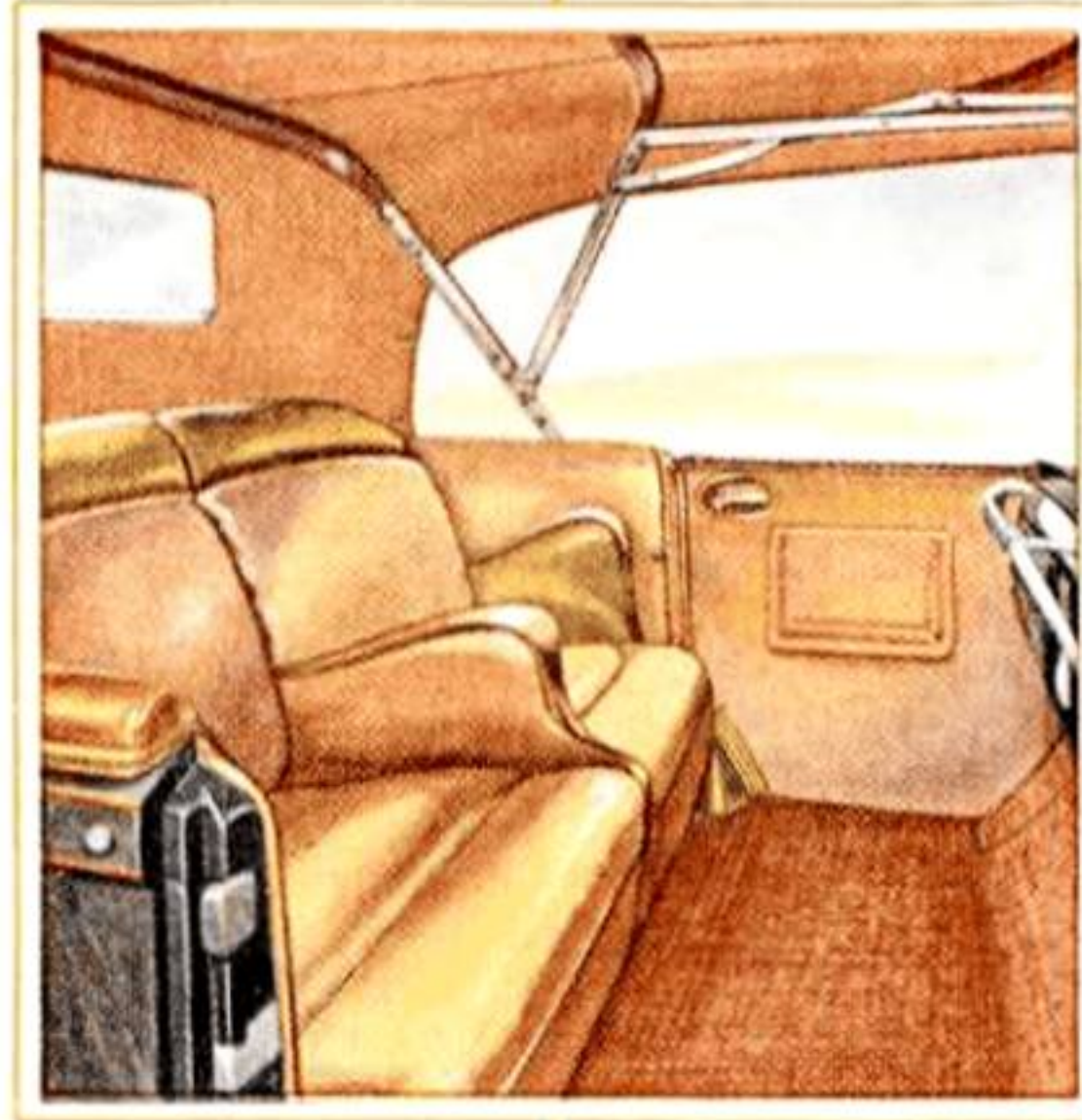


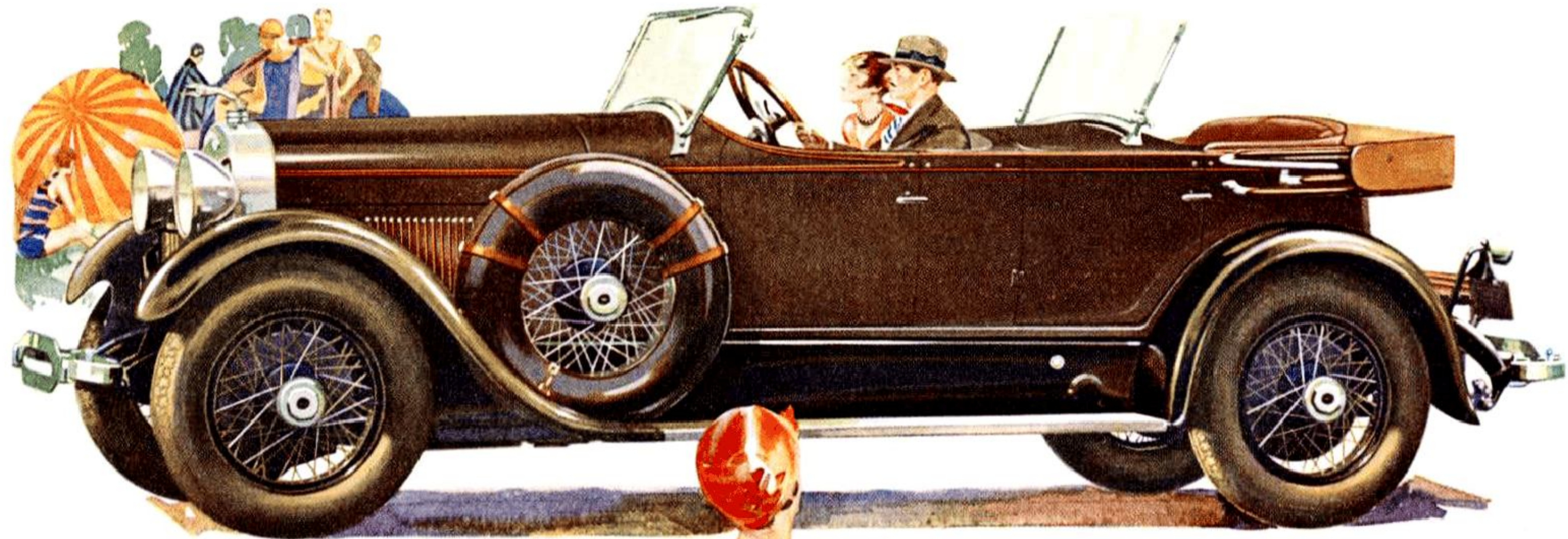


S P O R T P H A E T O N — B Y L O C K E

Spirited speed and commanding power—these are the qualities one finds expressed in the Lincoln Sport Phaeton by Locke. A special moulding of sport design accentuates the trim length and beauty of this car. Although there is ample room to accommodate three passengers in the rear compartment, a removable arm rest is provided for those occasions when only two occupants are present. The seat backs are high and set at an angle which al-

lows deep cushioning and, consequently, exceptional comfort. The doors are unusually wide, have full clearance and can be swung completely open, permitting additional convenience of entrance and exit. Furthermore, all doors open toward the front. A sport top with mahogany finished bows and nickel trimmings folds back flatly and compactly, giving a pleasing appearance to the rear seat back, and contributing to the stream line effect carried out in this design.



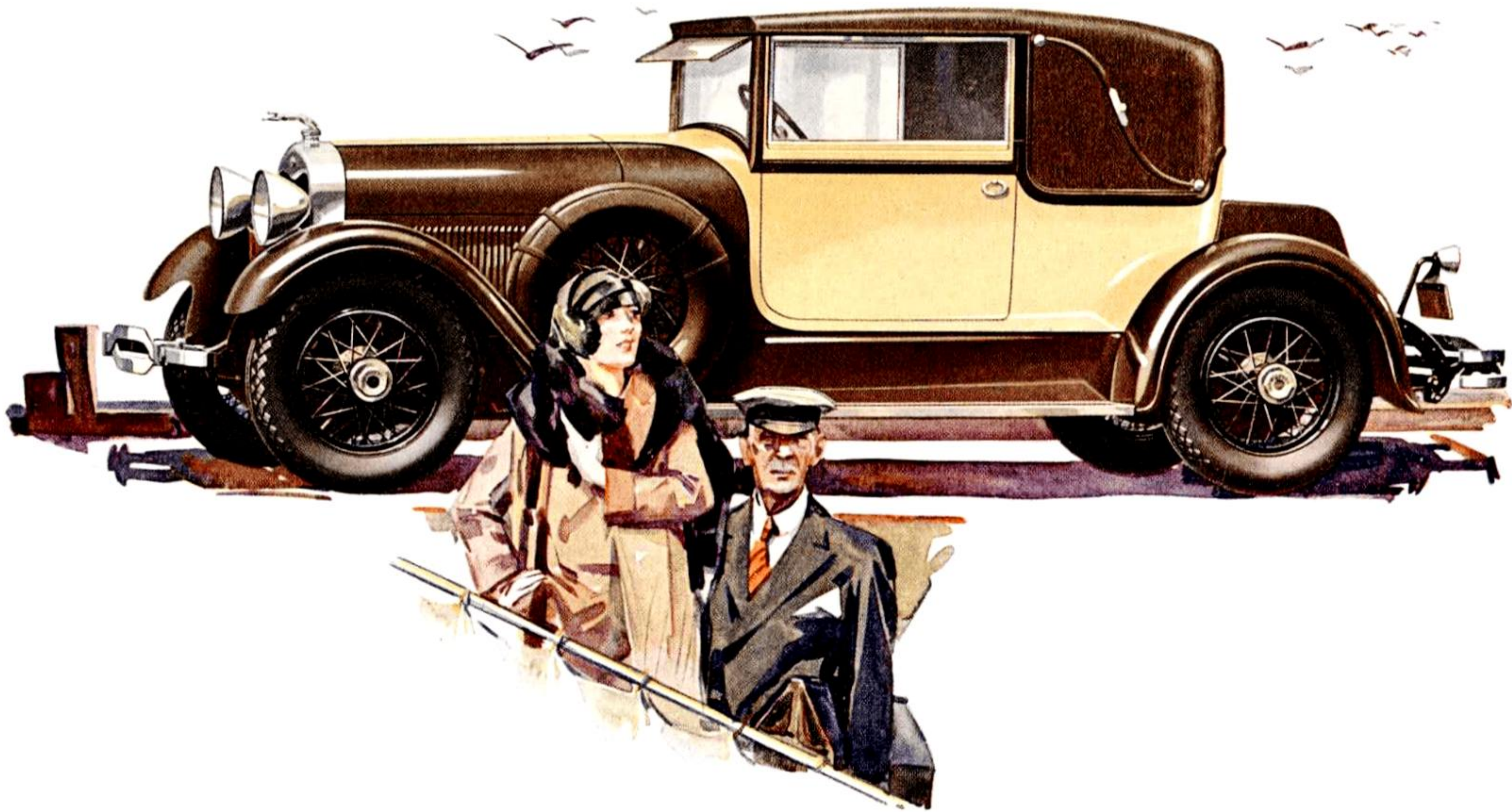



S P O R T C O N V E R T I B L E — B Y B R U N N

Those who follow today's vogue in sport cars will be delighted with this Lincoln Sport Convertible by Brunn. Ample room is provided for two extra passengers without recourse to the usual exposed rear deck seat. When not in use the auxiliary seats fold against the rear cushion, making a generous luggage compartment. Exceptionally wide windows and narrow bronze windshield pillars contribute materially to driving convenience. Moreover, wide


doors plus cleverly devised front seats, which move forward or backward by the releasing of a finger catch and a motion of the body, enable those occupying the auxiliary seats to enter or leave the car without disturbing other passengers. This adjustment also permits the driver to arrange the seat at whatever position he or she finds most convenient for driving ease. The Coupe is fully collapsible, its top folding compactly on a line with the doors.







LINCOLN CARS, HEREIN ILLUSTRATED,
WILL BE EXHIBITED AT THE SALONS
OF THE 1927-1928 SEASON



NEW YORK

Hotel Commodore, November 27th to December 3rd, 1927

CHICAGO

Hotel Drake, January 28th to February 4th, 1928

LOS ANGELES

Hotel Biltmore, February 11th to February 18th, 1928

SAN FRANCISCO

Palace Hotel, February 25th to March 3rd, 1928

