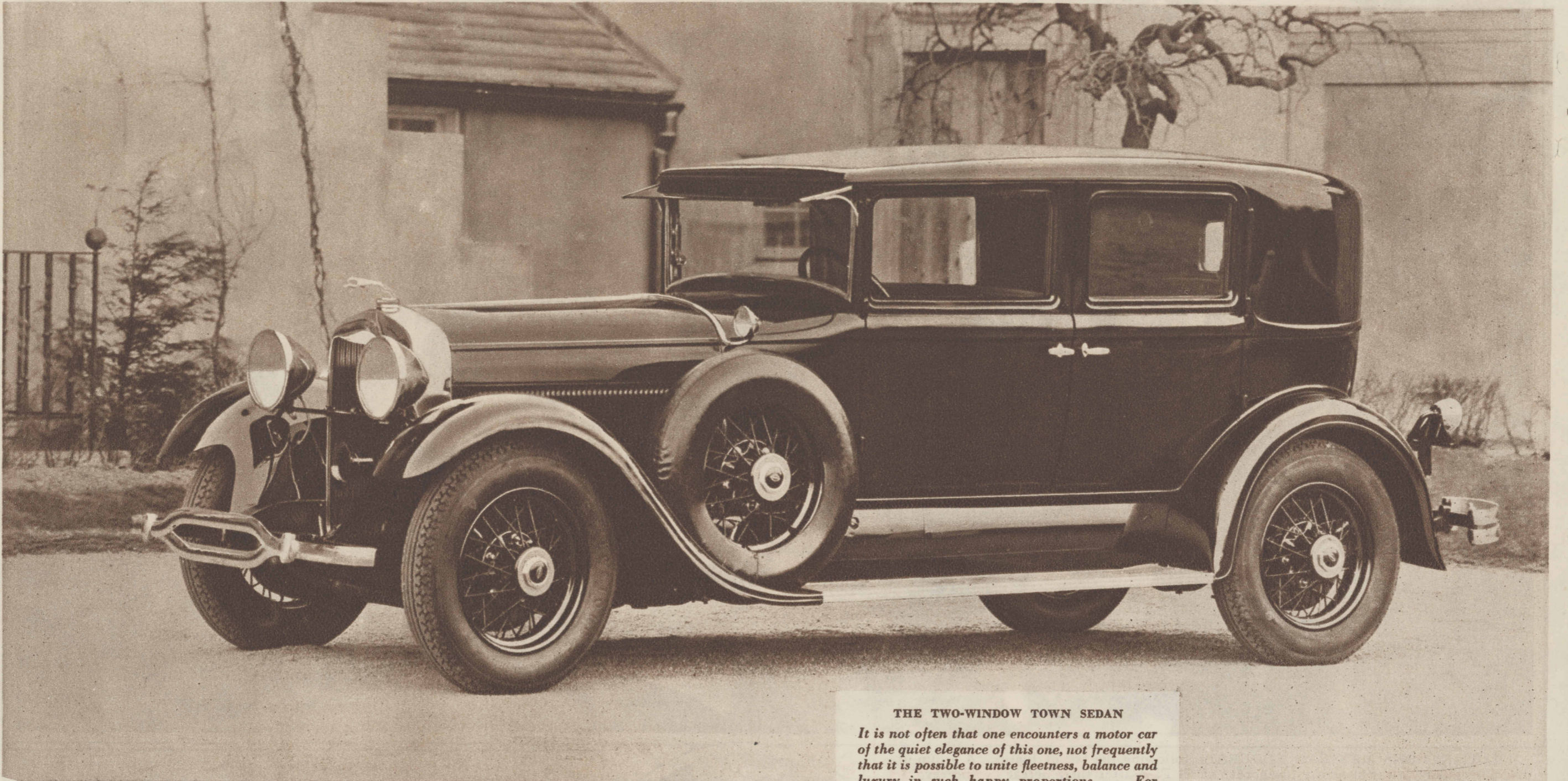
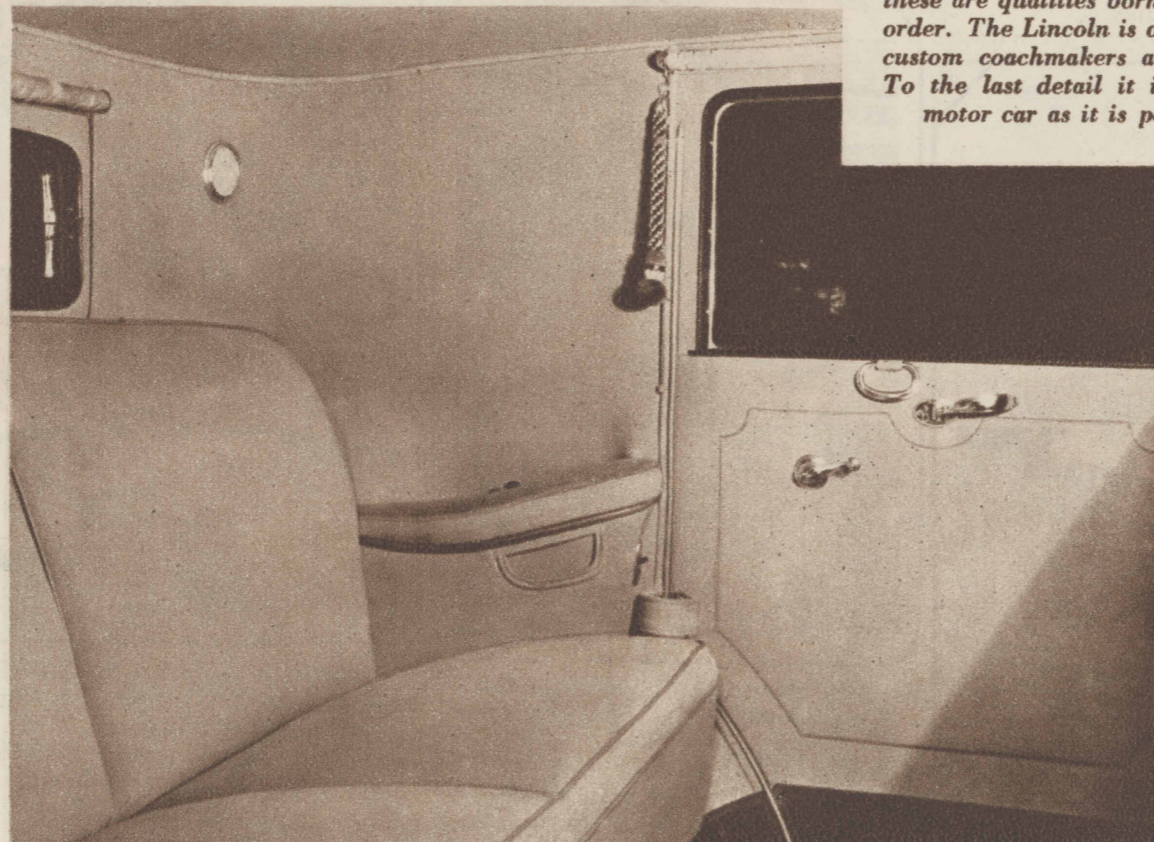
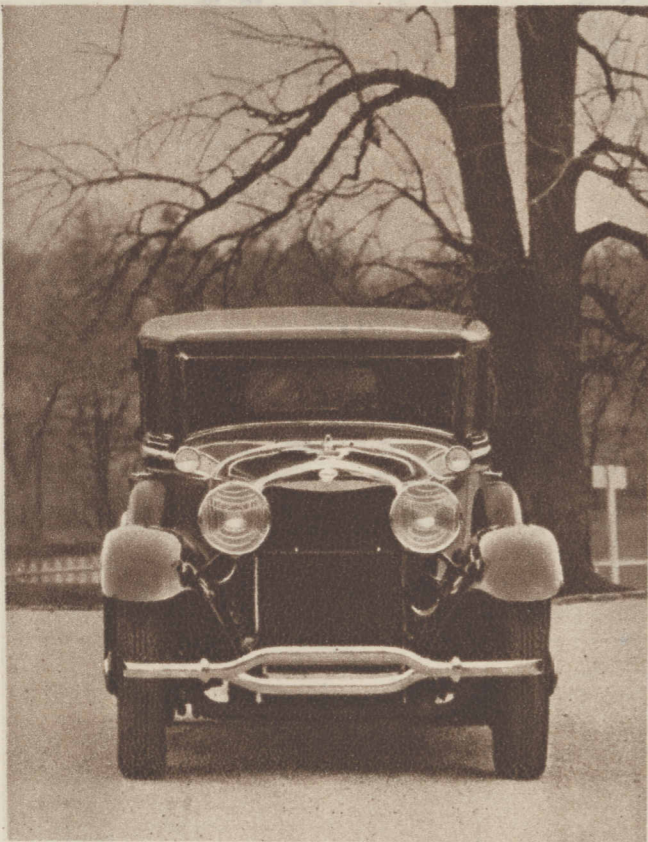


IT HAS THE ENDURING BEAUTY OF ALL DISTINGUISHED THINGS



THE TWO-WINDOW TOWN SEDAN

It is not often that one encounters a motor car of the quiet elegance of this one, not frequently that it is possible to unite fleetness, balance and luxury in such happy proportions. . . . For these are qualities born of skill of the highest order. The Lincoln is designed by well-known custom coachmakers and eminent engineers. To the last detail it is "as nearly perfect a motor car as it is possible to produce."



WORDS have their power, but there are certain things that words will not achieve. And so it is to your eyes that we commend the beauty of the Lincoln. For a single glance is sufficient to convey all that could be said of the beauty of this motor car. It is instantly apparent to everyone.

But it is not beside the point to say that this beauty is a new beauty, having its source in fresh designs and contours. The exterior trim, for example, is plated with tarnish-proof chromium, silver-bright. The radiator is deeper. The fenders are shorter and more sweeping. The whole effect is richer, swifter, suggestive almost of flight.

And beneath this beauty of line and form, of mass and proportion and hue, there is a deeper beauty. It extends down to the last bolt, the last nut, the most minute mechanical detail. It is evinced in the extraordinary safety and comfort of the Lincoln, its grace and unflinching strength. It is the unseen beauty of magnificent engineering.

It is because of this—because the Lincoln is precision-built from start to finish—that it is able to perform so excellently over long periods of time. For the Lincoln is built to last. Only the finest materials go into it. Skilled craftsmen work upon it. It is designed by leading engineers and custom

coachmakers. And when it leaves their hands it is as nearly perfect a motor car as it is possible to produce. Nothing has been neglected, no pains spared. For years its strength and beauty will endure. It will grow old gracefully.

A beautiful motor car . . . swift, strong, silent . . . a car that you can trust indefinitely . . . a car that will serve you with credit and distinction in any purpose, or in any place.

We should like very much to have you form your own impressions of the Lincoln from personal experience. The nearest Lincoln dealer will be delighted to arrange a demonstration for you, without the slightest obligation to yourself.

THE LINCOLN