



## TO MAINTAIN LINCOLN REPUTE

More generous commendation has seldom been extended to a motor car than that evidenced in the readiness with which the Lincoln was accorded its place among the aristocracy of the automotive world.

Although one of the youngest of fine cars, it already has its traditions. The sound engineering embodied in its design—the faithful accuracy of its manufacture—the resultant faultless performance through many years of life—these have, from the very first, been unanimously granted it.

It is the fixed determination of the vast organization now sponsoring the Lincoln that nothing in manufacturing practice or in sales and service policy shall be permitted to detract for one moment from this high standing in public esteem.

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LINCOLN MOTOR COMPANY  
DIVISION OF FORD MOTOR COMPANY, DETROIT, MICHIGAN

*The Four Passenger Phaeton*

L I N C O L N

