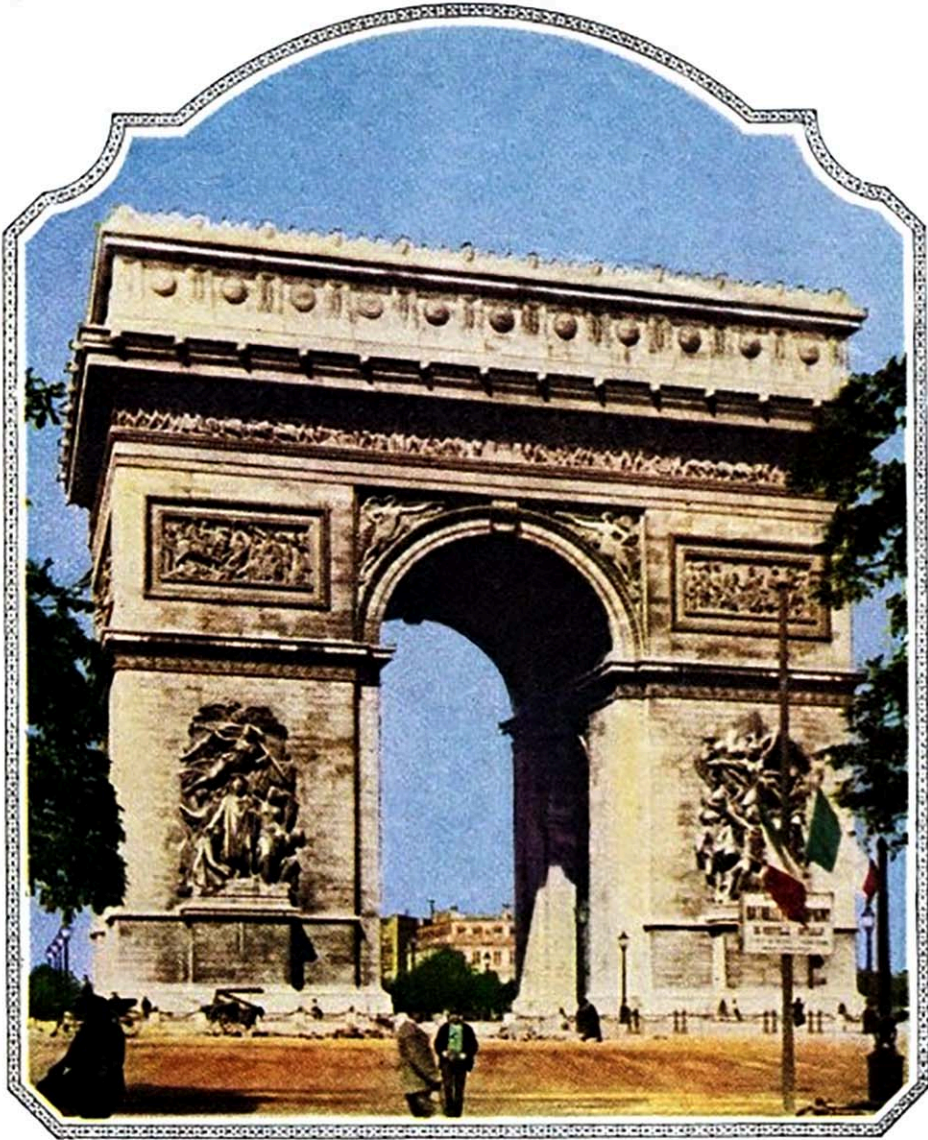


MASTERPIECES



The Arc de Triomphe rising 162 feet at the head of the Champs Elysées, Paris; begun by Napoleon in 1806; one of the architectural masterpieces of the world.

Striving to satisfy completely some deep-felt need of his fellow men, the architect has occasionally wedded beauty of line so intimately to useful function that his work stands a masterpiece of the builder's art.

These architectural achievements find their automotive counterpart in the Lincoln. In a comprehensive and fundamental way, this is a useful car. It dispatches every function of the automobile with a brilliance gratifying to the most exacting motorist.

And its beauty is so notable that it becomes, in reality, a factor in utility. The inseparable blending of the two makes the Lincoln an authentic masterpiece.

LINCOLN MOTOR COMPANY
DIVISION OF FORD MOTOR COMPANY, DETROIT, MICH.



LINCOLN