

MASTERPIECES

Innovation may catch the popular fancy, but the expert knows that a new departure is an advancement only when it extends the sound application of authoritative principles.

When it meets that test, he sanctions the unconventional design for practical use.

Every exclusive feature in the Lincoln car was so selected. Each proved itself technically sound; each became an essential factor in making this car indisputably a masterpiece.

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



Brooklyn Bridge
Opened in 1883; over one mile long—longest bridge span of its time; safely carries heavier traffic than originally intended.

The Cabriolet



LINCOLN