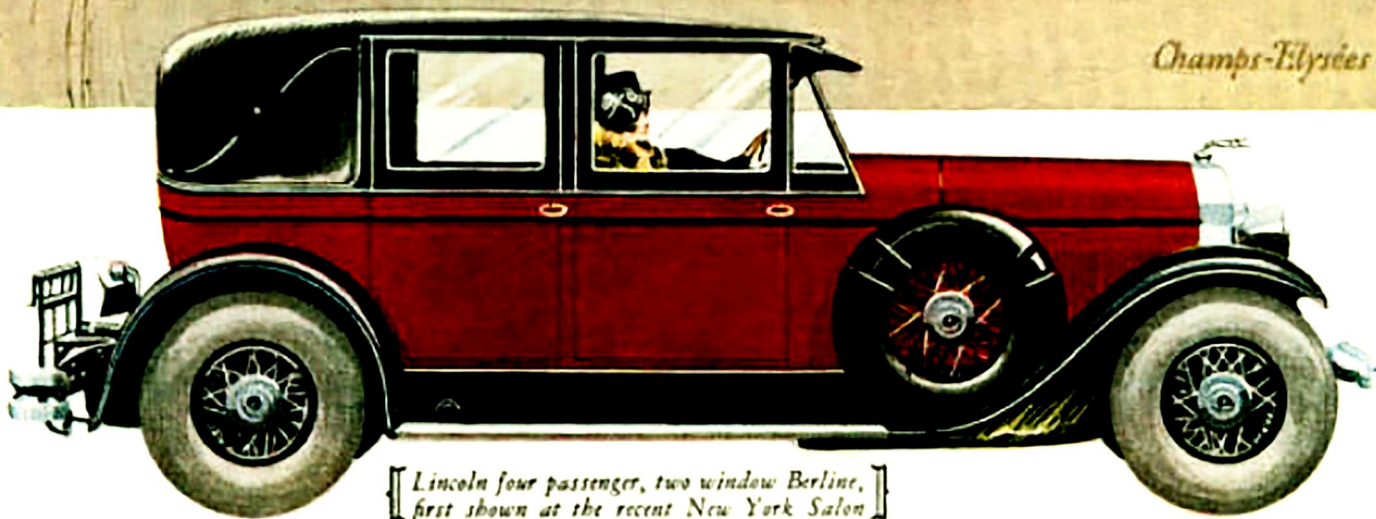


LINCOLN



Champs-Élysées Paris



*[Lincoln four passenger, two window Berline,
first shown at the recent New York Salon]*

¶The Lincoln owner never feels called upon to explain that his car is of any particular series or model—for a Lincoln is a Lincoln, the world over. ¶Concentration of the entire Lincoln organization upon the development of one chassis, with every body built to Lincoln's unyielding standards under strict factory supervision, has resulted in absolute standardization of Lincoln quality. ¶Improvements are incorporated whenever possible—and with the thought of making them adaptable to cars in use. The latest improvement, a *six-brake system*, is now standard on Lincoln cars.

LINCOLN MOTOR COMPANY
Division of Ford Motor Company