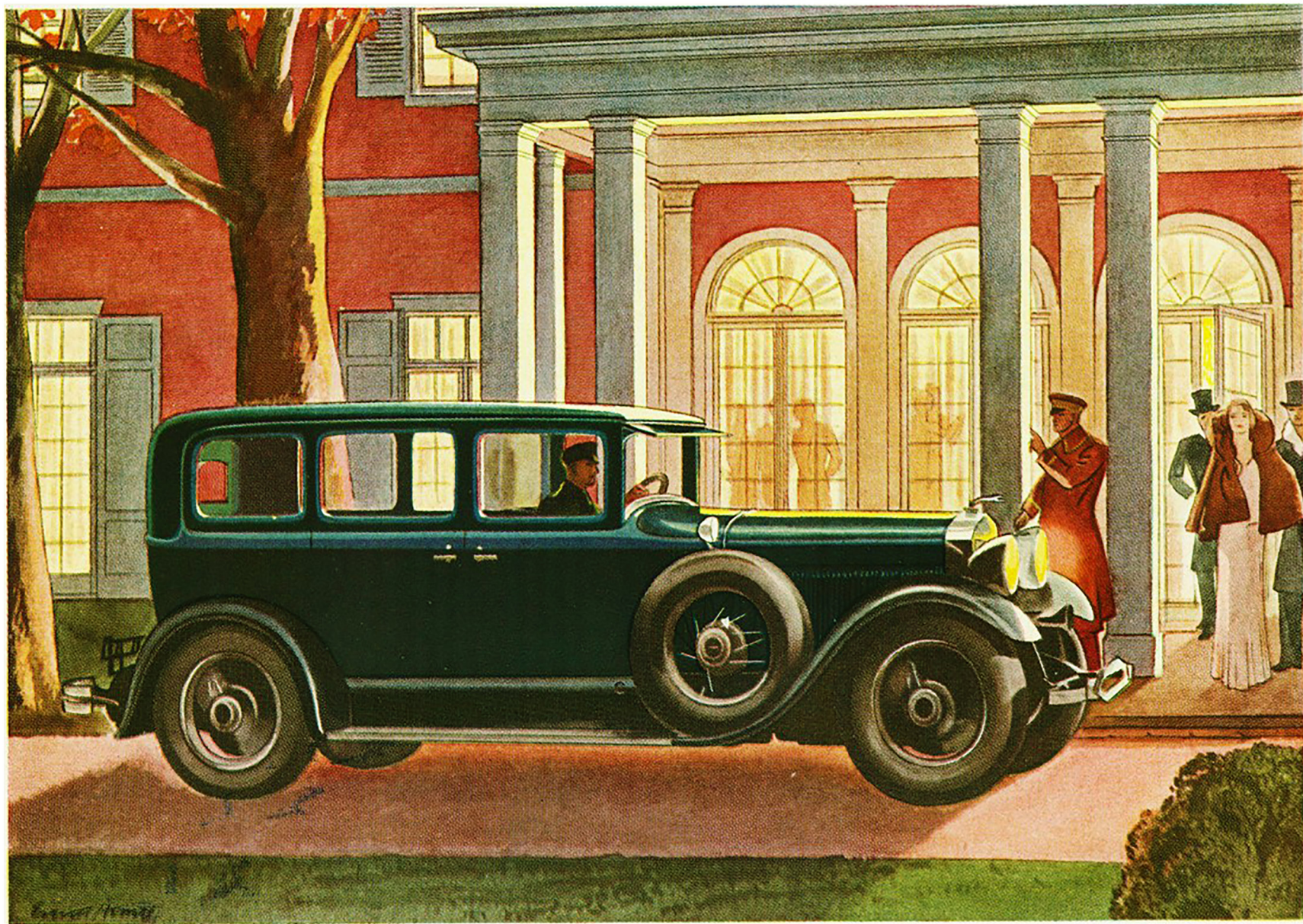


# THE LINCOLN



THE STANDARD LIMOUSINE

## *It wears the beauty of high craftsmanship*

THE CLEAR beauty of a perfect mechanism gives to the Lincoln its first distinction. Added to that, and enhancing it, is a beauty of motor car design so free and clean that the very appearance of the Lincoln stands symbol for its strength and fleetness.

For here is an automobile which affords its owners as exhilarating a command over space and time as a motor car can give. And as they drive it, they discover for themselves how well and to what exacting standards it is made—with unhurried accuracy, from materials of proven excellence, in one of the famous precision plants of the world.

The beauty of the Lincoln goes as deep as the innermost parts of the motor . . . it is part of the steel of the chassis . . . it is in the sleek contours of bodies designed by the country's foremost custom coachmakers. This is the open secret of the Lincoln's unmistakable style. . . . Its rightness of line is directly expressive of the inner rightness of a mechanism able to meet every demand that can be put upon a motor car on country roads and in city traffic.

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*Lincoln motor cars can be bought for as little as \$4200, f. o. b. Detroit. This price includes full equipment.*