



A Meeting of Beauty and Power

MOTOR CARS are bought for a myriad of reasons. To some, speed is of prime importance. . . . The Lincoln engine provides a continually smooth-flowing power that is more than you will want under all normal circumstances. Others seek beauty of line, finish, appointments. . . . The Lincoln is designed to appeal to the most discriminating tastes in the world, by automotive craftsmen widely recognized as leaders.

Precision-workmanship, durability, spaciousness, luxurious comfort . . . many fine cars are purchased to secure these individual characteristics. All of them are present to a remarkable degree in the Lincoln. Yet, in this automobile, no single feature is outstanding. No one desirable quality has been developed at

the expense of another. Today as always, Lincoln aims to offer you a motor car of balanced excellence, as nearly perfect as it is humanly possible to make it.

Always at the service of Lincoln are the great resources of the Ford organization, its ownership and control of virtually inexhaustible raw materials, its extensive laboratories experimenting continually with almost every phase of the automobile industry. The Lincoln is made in a plant famous throughout the world for its precision methods and for the completeness of its equipment. Only with such a background is it possible at reasonable cost to offer you a motor car of full Lincoln value. Prices range from \$4400, f. o. b. Detroit.

. . . THE LINCOLN