



THE NEW LINCOLN SEVEN-PASSENGER SEDAN

Beautifully Fit . . .

AN OWNER'S pride in a new Lincoln is entirely justifiable. More than merely a luxurious means of transportation, this valued possession stands as an indication of good taste that is inherent and discriminating. It evidences an appreciation of mechanical excellence in a motor car.

Only the most skilled automotive designers have created the new Lincoln. Lithe and fleet-looking, its graceful, sweeping lines reflect a perfect blending of beauty and engineering fitness. Spacious, rich in finish, exquisite in equipment, to the most minute detail the new Lincoln appears what it is — a motor car of distinguished character.

Eager power flows smoothly from the new Lincoln engine, yet it is remarkably quiet. Free-wheeling brings a sense of exhilarating pleasure to driving the

car. Gear shifts are exact and quiet. Back and forth between second and high speeds, shifts are made without disengaging the clutch. The long wheelbase of 145 inches, the wide tread, long springs, and lowered center of gravity — these new features combine to make Lincoln motoring peacefully relaxing and comfortable.

As an owner of a new Lincoln you can demand the utmost of your motor car with the knowledge that you will receive a service that is gratifying, that knows neither years nor seasons. Such enduring satisfaction is the direct result of the company's policy, with the backing of the entire Ford organization — to make each Lincoln as nearly perfect a motor car as it is possible to produce. Prices of the new Lincoln range from \$4400 up, f.o.b. Detroit.