



THE NEW LINCOLN LE BARON CONVERTIBLE ROADSTER

POISE THAT REFLECTS UNFAILING CHARACTER

THE LINCOLN has a way of communicating its own qualities of excellence even to those who see it swiftly passing by. For its hidden values—the precision with which it is built, the enduring quality of its mechanism and body—are immediately evident in the distinguished beauty of this motor car. It is designed in every part of chassis and body to satisfy those who fully appreciate a fine automobile.

This fusion of luxury and power is fully revealed to those who know the Lincoln best. All that they expect of it—in sensitive power and air-borne ease of riding—is fulfilled. And they recognize in the Lincoln a motor car painstakingly built to carry them swiftly, safely, and comfortably, a finished product of engineering skill and precision craftsmanship.

The Lincoln is driven with a flowing sense of effortless power. Its free-wheeling transmission permits gears to be shifted smoothly and quietly from second gear into high, from high back to second—as you will—without disengaging the clutch. And, by removing pressure from the accelerator, the car is allowed to glide on momentum, with the engine idling.

The great comfort and safety, which have always contributed to the Lincoln's character, are made even more evident by the long, low chassis with 145-inch wheelbase and the wider tread. In appearance, in luxury, in smooth power, this is an automobile of unfailing qualities . . . "as nearly perfect a motor car as it is possible to produce." The prices of the new Lincoln range from \$4400 up, f. o. b. Detroit.