



THE LINCOLN V-8 CYLINDER . . . 4-PASSENGER PHAETON . . . \$3000 AT DETROIT

Distinguishing values that cannot be seen

AS A POSSESSION, the Lincoln means more than the mere enjoyment of a fine motor car. It is a promise of safety and security. It is an assurance of unquestioned correctness, both of style and mechanical construction. It brings to its owner the gratifying knowledge that he will continue to receive the highest type of motoring service.

With new and sweeping air-flow lines, with the latest mechanical advances, the Lincolns of today are providing motoring pleasures that are even more complete than in the past. And more people are enjoying these pleasures — because the Lincoln

V-8 cylinder, with full equipment, may now be purchased at Detroit for as little as \$2900.

The beauty of this motor car may be seen at a glance. An inspection reveals the luxury of appointments. Surpassing performance and unusual riding comforts are demonstrated by one brief ride. But only with complete familiarity can its hidden values be appreciated — those values which, responding unwaveringly year after year, truly distinguish the Lincoln.

The Lincoln V-8 cylinder, fully equipped, may now be purchased at Detroit at prices that range from \$2900 to \$3350.

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