



MORE THAN YOU WOULD EXPECT EVEN OF THE LINCOLN

EXPECTATIONS are high, naturally, as you take your place behind the wheel of a Lincoln, or rest at ease on relaxing cushions. But the motoring thrill of the new 12 cylinder Lincoln with 136-inch wheelbase is beyond anything you ever experienced . . . unless you are already familiar with Lincoln 12 cylinder motor cars.

An effortless smooth motion. An alert, unbelievably quick responsiveness. Ease of control. A feeling of security pleasantly reminding you that your motor car is a precision-built Lincoln.

Never before has Lincoln offered value as great as that found today in this new Lincoln 12-136. Here are typical Lincoln qualities and high mechanical standards presented at the lowest prices in Lincoln history . . . from \$2700 at Detroit.

The Lincoln 12 with 145-inch wheelbase, and 150 horsepower, is the most luxurious Lincoln ever built. It is priced from \$4200 at Detroit. You are cordially invited to test your own critical judgment with a demonstration of these new Lincoln motor cars.