



THE SEVEN-PASSENGER SEDAN

***The* LINCOLN**

IT IS a fortunate omen that the purchase of a fine motor car—in the past few years so often delayed—is regarded again as a sound and proper investment. Fear that any expenditure for sheer excellence might be misunderstood has yielded to the conviction that Lincoln ownership brings rewards to both body and soul. . . . The clear beauty of a perfect mechanism gives to the Lincoln its first distinction. From the silent, unfaltering V-12 cylinder, 150-horsepower engine, to the jeweled clock on the dash, the Lincoln results from the best engineering thought expressed in materials of proved excellence. Interpreting that inward beauty is an unmistakable aristocracy of body design . . . distinguished, poised, luxurious. Yet this is a car which belongs and is used on the rough passes of prairie and mountain