



DIETRICH CONVERTIBLE SEDAN

The LINCOLN

HOWEVER MUCH events of the past few years may have restrained the purchase of fine things, desire for them has been constant. People who, momentarily, feared that they could not afford the best are discovering now that its possession can give confidence, can build morale. The rewards of owning and driving a Lincoln are real. . . . The new Lincoln is not a fine engine—alone; or a luxurious body—alone; or any other single excellence, but a fusion of them all. Yet certain individual attainments in design and engineering deserve special consideration. The V-12 cylinder engine, 150 horsepower, Lincoln engineers judge superior to any they have thus far designed. Its aluminum cylinder heads result in faster acceleration, more nearly perfect fuel consumption. The new clear-vision ventilation system maintains desired air conditions, without drafts. Two wheelbases—standard and custom-built body types. From \$3200, at Detroit.