



SEVEN-PASSENGER TOURING CAR

THE

LINCOLN

The engineer speaks of the Lincoln as the precision-built motor car. This it is, pre-eminently. To create the nearly perfect car, which is the Lincoln ideal, imposes very real obligations of craftsmanship. . . . Thus, over five thousand operations are held within limits of 1/1000th of an inch. So perfectly balanced is the crankshaft assembly that you can turn it with the touch of a forefinger. Even brake drums are accurate to slightly more than a hair's breadth. Lincoln laboratory apparatus includes Lincoln-made gages accurate to one one-millionth of an inch, used for checking other gages, and a scale so delicate it records the weight of a pencil mark! . . . Translated into terms of ownership, Lincoln precision implies a car that will serve you unfalteringly for tens of thousands of miles, and for many years. . . . The present Lincoln is a finer car than ever before. Traditional Lincoln beauty blends with the free, flowing lines of modern automotive art. Interiors are faultlessly appointed. There are eighteen body types, formal and informal, including custom models by Brunn, LeBaron, Judkins, and Willoughby.