



THE IDEA BACK OF  
**LINCOLN**  
*service*

**W**HEREVER the Lincoln owner may travel, he will always find Lincoln Service close at hand.

Under the Lincoln Service Policy approximately one thousand dealers throughout the country hold themselves responsible for Lincoln service and for maintaining it at a standard worthy of this splendid car.

These dealers are conveniently located in the cities and at many points along the highways of the continent. Here may be found the equipment, Lincoln-trained mechanics, and every facility for Lincoln Service work.

This network of Lincoln service is made even more effective by the co-operation of over 9,000 Authorized Ford Dealers who are interested in rendering every possible assistance to the Lincoln owner. They will at all times gladly perform minor services and will help to obtain Lincoln Service quickly.

It is such a far-sighted policy as this which makes Lincoln ownership so satisfactory throughout the car's long life. For by taking advantage of this thorough and readily available Service, the Lincoln owner is assured the full measure of care-free and enjoyable usefulness which this outstanding car is capable of giving.

**Triangle Motors, Inc.**

Evanston Branch - - - - - 1824 Ridge Avenue  
 Highland Park Branch - Park and St. Johns Avenues  
 Chicago Galleries - - 2229 South Michigan Avenue

WHERE YOU BUY IN THE CORRECT ATMOSPHERE AND WHERE YOU ARE SERVED WITH COURTESY, PROMPTNESS AND EXPERIENCE

