

*The*  
**LINCOLN**  
**BODY POLICY**

**PURCHASERS** of Lincoln motor cars are protected against artificial depreciation, which results from the announcement of yearly or periodic models. When you buy a Lincoln car you may rightfully expect from it years of useful and satisfactory service.

All Lincoln body types originate from custom designs created by America's foremost body-builders, — Brunn, Judkins, Dietrich, Holbrook and Le Baron. Each is treated separately and is strikingly individual.

Custom designed bodies which meet with unusual favor in the eyes of discriminating purchasers become available as standard Lincoln body types. These bodies are then produced under the supervision of the Lincoln Motor Company to insure Lincoln standards of quality and workmanship. This permits them to be sold to Lincoln buyers at a much greater saving in price than would otherwise be possible.

Under this policy the purchaser may choose from many different types and is afforded the widest latitude of choice in the selection of paint and upholstery combinations.

It is significant that no two bodies are put into production simultaneously and since each is individual in treatment and not identified in the public's mind with a particular period or definite date the owner is protected against artificial depreciation.

This advantage is further strengthened by the fact that mechanical improvements wherever possible are made interchangeable with previous designs.

**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