

The

HIGHER STANDARD

of

LINCOLN SERVICE

PERIODICAL inspection of the Lincoln is encouraged as a practical protection for the investment of the Lincoln owner. The finest machine—despite its excellent performance at all times—should receive regular attention.

That the Lincoln purchaser may enjoy the full benefit of this attention to his car, a four months' inspection service will be rendered without charge by the most conveniently located Lincoln Service Dealer. This consists of a complete inspection by competent Lincoln-trained mechanics, including lubrication of the car, changing of oil and the making of adjustments, if necessary. The first of these inspections is made at 400 miles, and subsequently at every 750 miles during the four months' period.

The purpose of this policy is not merely to make Lincoln Service unusual but to demonstrate to Lincoln owners the benefit of making it a habit to give the car the attention to which any fine motor car is entitled.

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.