

AGAIN LINCOLN OUTPERFORMS THEM ALL

For the second straight year Lincoln has captured the first **FOUR** places in the stock car division of the Pan American Road Race. This sensational accomplishment re-affirms Lincoln's leadership as the top performer among all American automobiles. Supreme in luxury, Lincoln has twice proved itself supreme in action. See the new 1954 Lincolns at our showrooms early in December. Here is the one fine car deliberately designed for modern living -- now completely powered for modern driving.



Lincoln's spectacular victory placing 1st, 2nd, 3rd and 4th for the second year in a row in

the Pan American Road Race makes it America's performance champion. The new 1954

Lincolns will be unveiled to the public for the first time early in December.

BASIN MOTORS

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