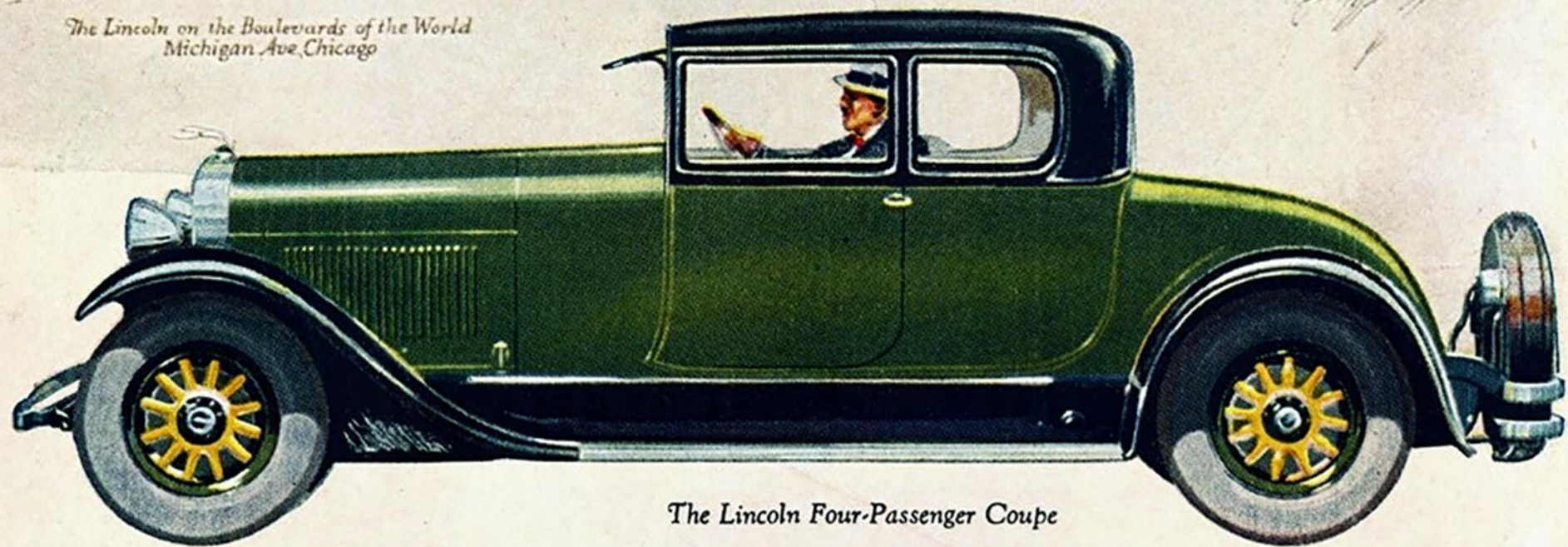


LINCOLN



*The Lincoln on the Boulevards of the World
Michigan Ave. Chicago*



The Lincoln Four-Passenger Coupe

⌘ A careful analysis of costs, covering the entire life of the car, would prove the Lincoln one of the most economical cars to own and operate. ⌘ Chassis, motor and body are so soundly built that the car is capable of many years of uninterrupted service. Johansson precision standards are scrupulously observed throughout Lincoln workmanship and absolute control of the quality of materials is assured by Ford ownership of sources of supply. ⌘ The Lincoln owner finds that the cost per mile of usage becomes lower and lower as the years go by, yet his enthusiasm for the car's splendid performance never wanes.

A six-brake system is now standard on Lincoln cars

LINCOLN MOTOR COMPANY
Division of Ford Motor Company