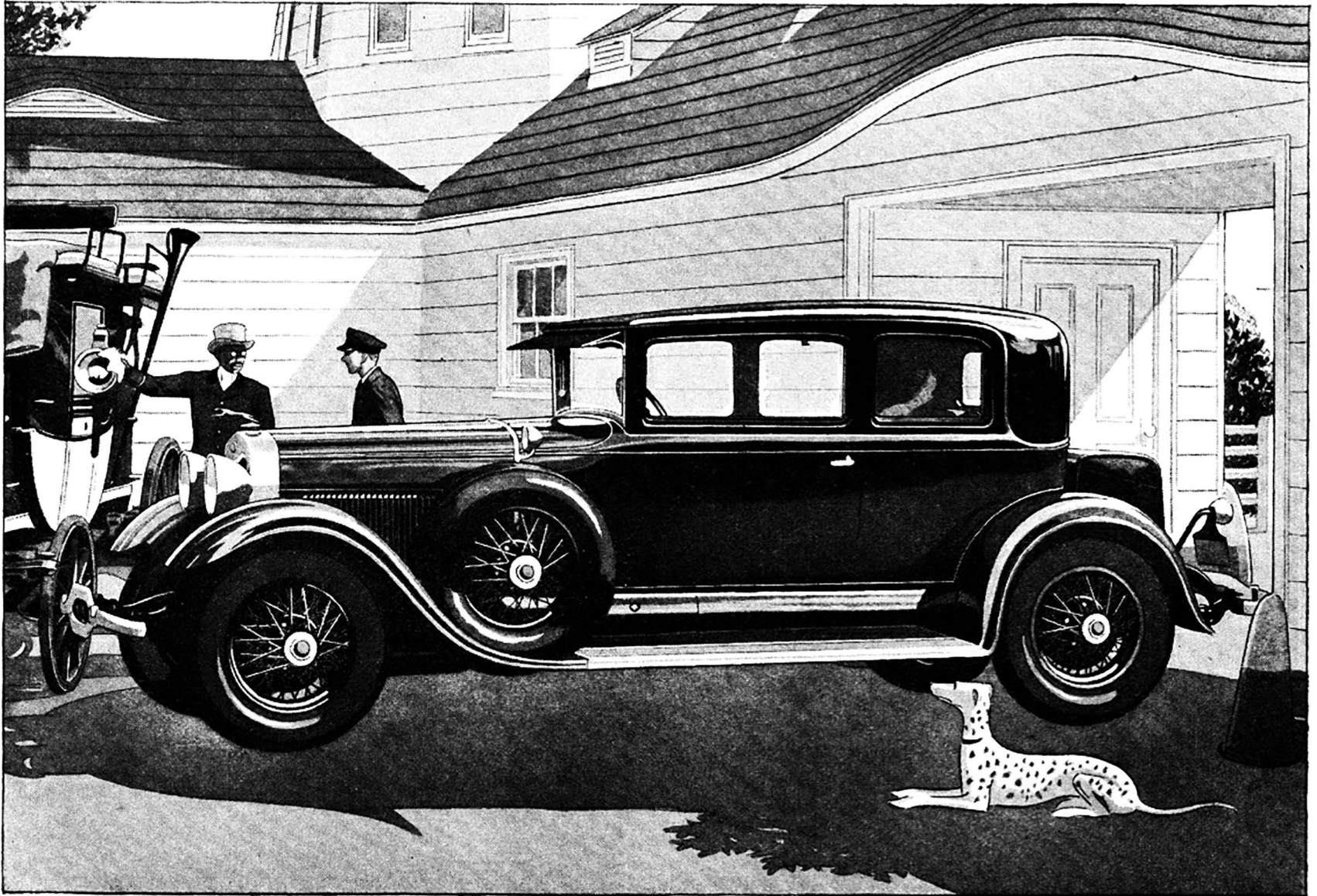


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*IT IS UNUSUAL TO DISCOVER SO MANY HIDDEN VALUES  
IN A MOTOR CAR*



*The new Lincoln Coupe, smart and compact, seats five persons comfortably. Its unusually wide doors afford access to the rear compartment without the necessity of those in front leaving their seats. An admirable car for owner-driven use.*

THE POWER of the Lincoln is evident, even to those who watch it sweep along a road or through the city streets. Its distinguished beauty is immediately felt. But the character of this motor car demands full acquaintance to be rightly known.

The enthusiasm of Lincoln owners grows with the thousands of miles that they drive this automobile. Everything they expect of it—in power, performance and comfort—is fulfilled. But more than this, the Lincoln reveals its own particular excellence in every detail of motor, chassis and body.

Those who drive this automobile discover for themselves how well

and to what exacting standards the Lincoln is made. It is, above everything else, a precision-built car—made and assembled in one of the famous precision plants of the world. It is a car which, in the course of its building, is tested with unique thoroughness.

Precision, in hundreds of instances as exacting as 1/1000 of an inch, is the rule in the machining and assembly of its mechanism. The same insistence on exact quality finds expression in the 30,000 testing operations through which the car as a whole is put. Literally, it is as fine an automobile as it is possible to produce.

The entire resources of the Ford organization are behind the Lincoln. Ford experience and engineering skill, Ford laboratories and raw materials, Ford methods of scientific production—all contribute to the value of the Lincoln. No separate company could make so excellent a car at a price which even approaches that of the Lincoln.

With such background and equipment, those responsible for this automobile are able to give full expression to their ideal of making a motor car as perfect, in mechanism, chassis and body, as it is possible to produce . . . a car with every evident and hidden value . . . the Lincoln.

*THE LINCOLN*

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