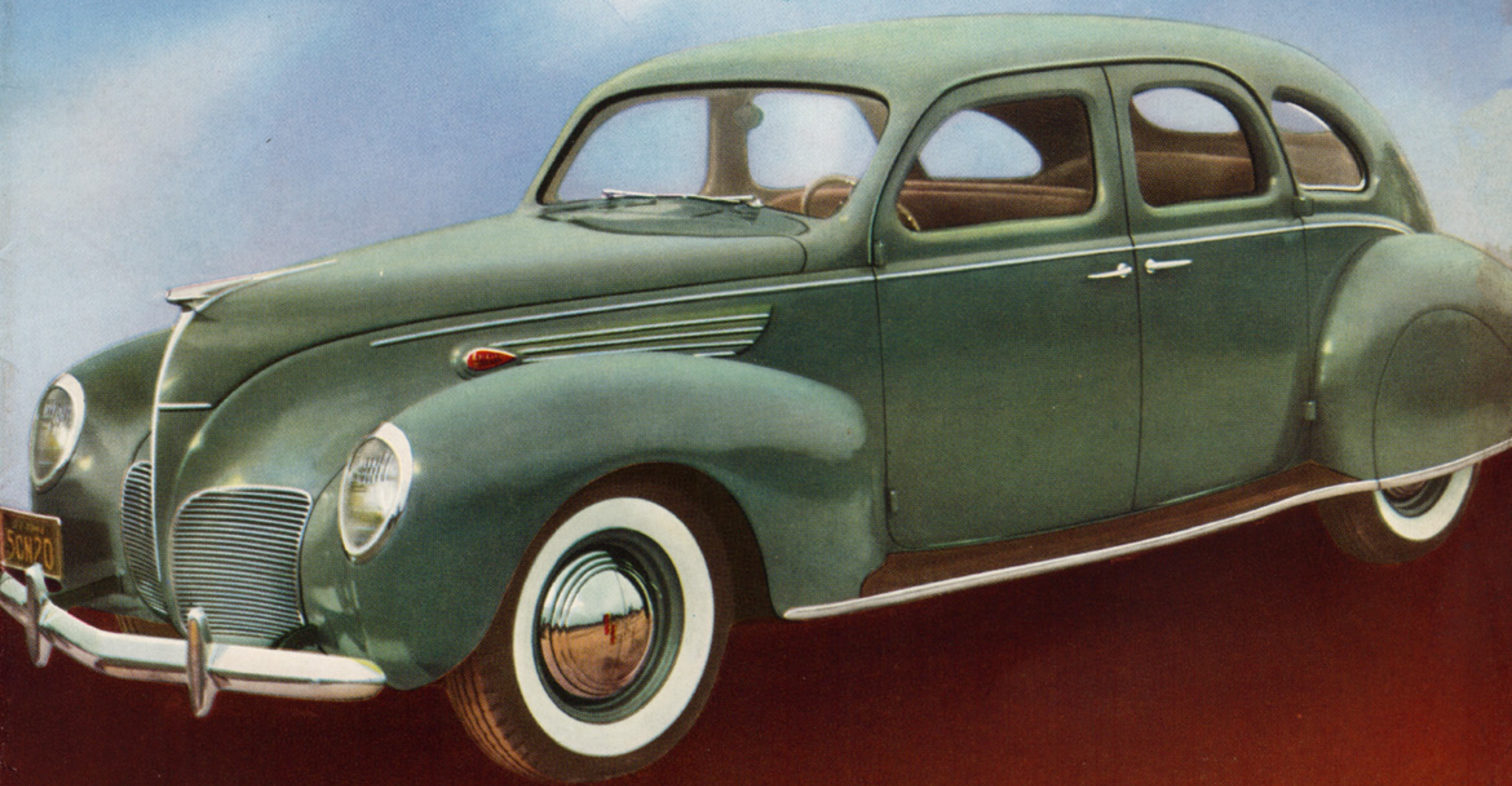


HAVE YOU EVER DRIVEN

A *12* CYLINDER CAR?



L I N C O L N - Z E P H Y R V · 1 2

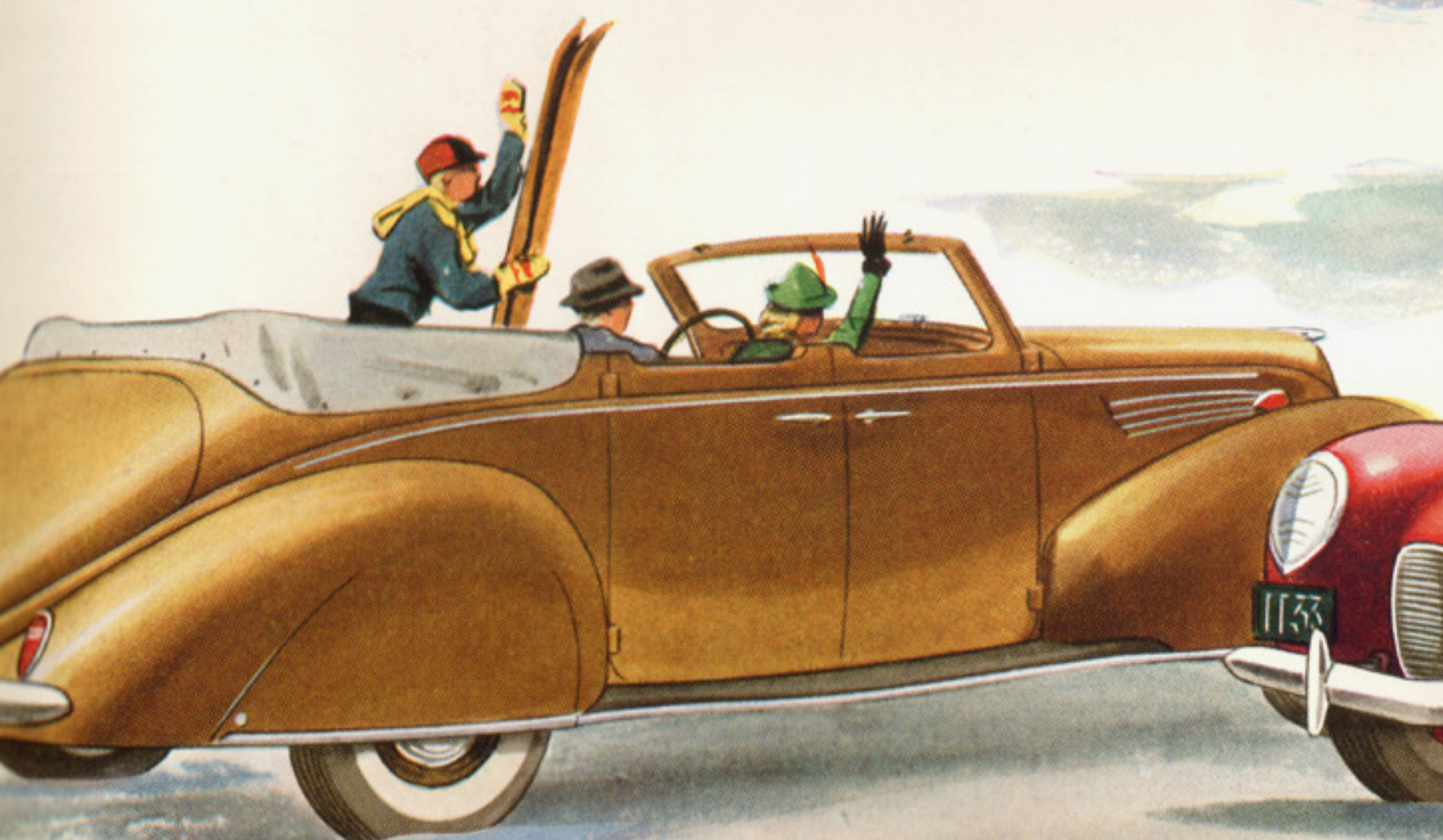
PEOPLE who have never driven a twelve-cylinder car may think of it, primarily, as capable of high speed. The Lincoln-Zephyr is that, most certainly, but the joy of driving it comes in many other ways. Always the Lincoln-Zephyr has power in reserve. At any speed, in traffic, or on the open road, it travels evenly, smoothly, gently.

Every move of this powerful car inspires confidence and encourages better driving. New owners discover that familiar trips are made *more quickly*—but, that they drive *slower* than before. Having picked an even pace, they maintain it—without pressure, without fatigue.

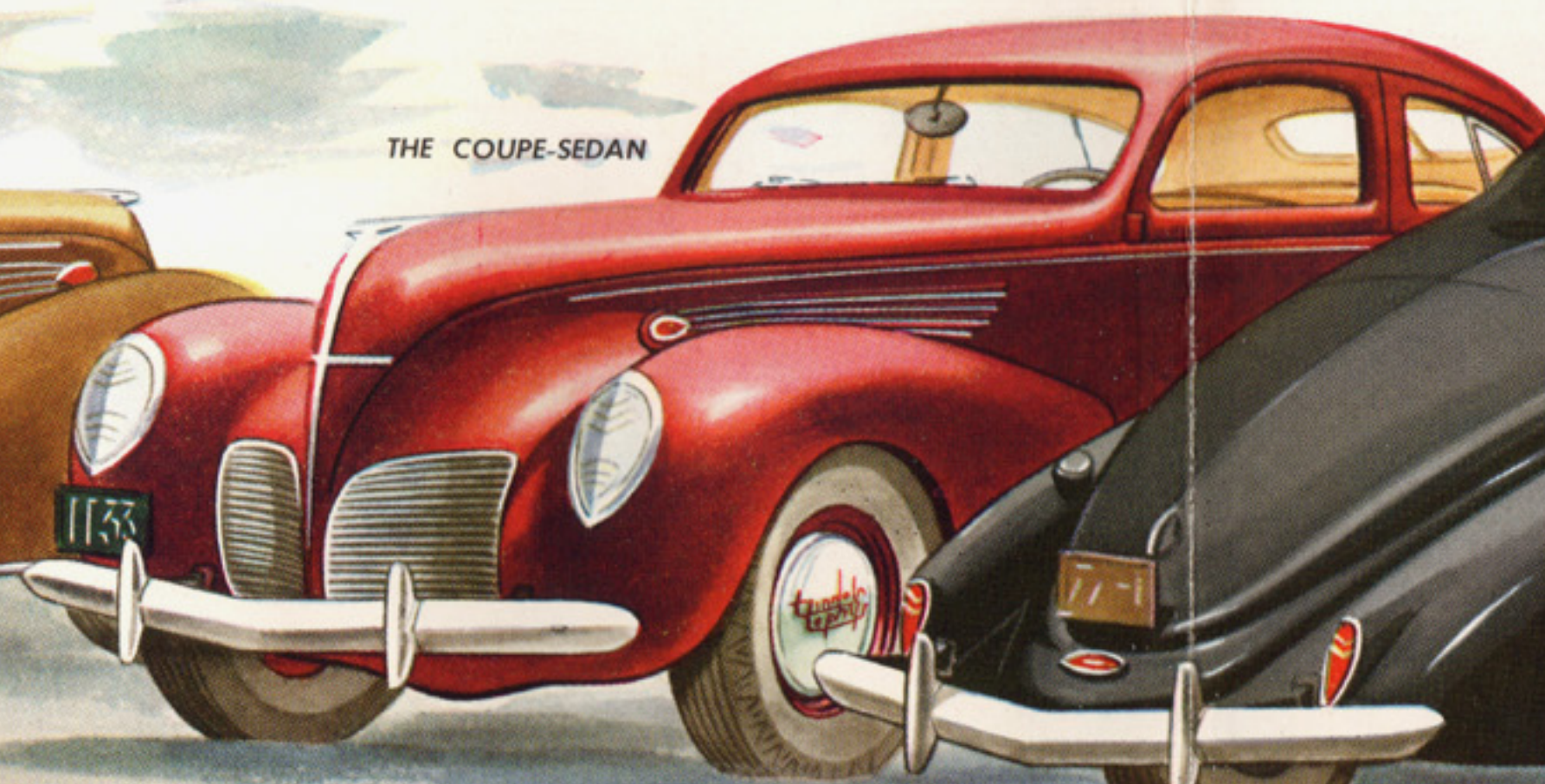
And many people who have never driven a twelve-cylinder car think of it as inherently expensive to operate. Lincoln-Zephyr performance is both efficient and *economical*. Owners report from 14 to 18 miles to the gallon, under a wide variety of traffic, road and weather conditions.

And some people jump to the conclusion that the Lincoln-Zephyr must be an expensive car to buy. But it is not. *Medium in price*, and wholly new in beauty, in balance, in riding ease, in safety, it offers a new conception of value. For any way you look at it, this car is priced well below its specifications.

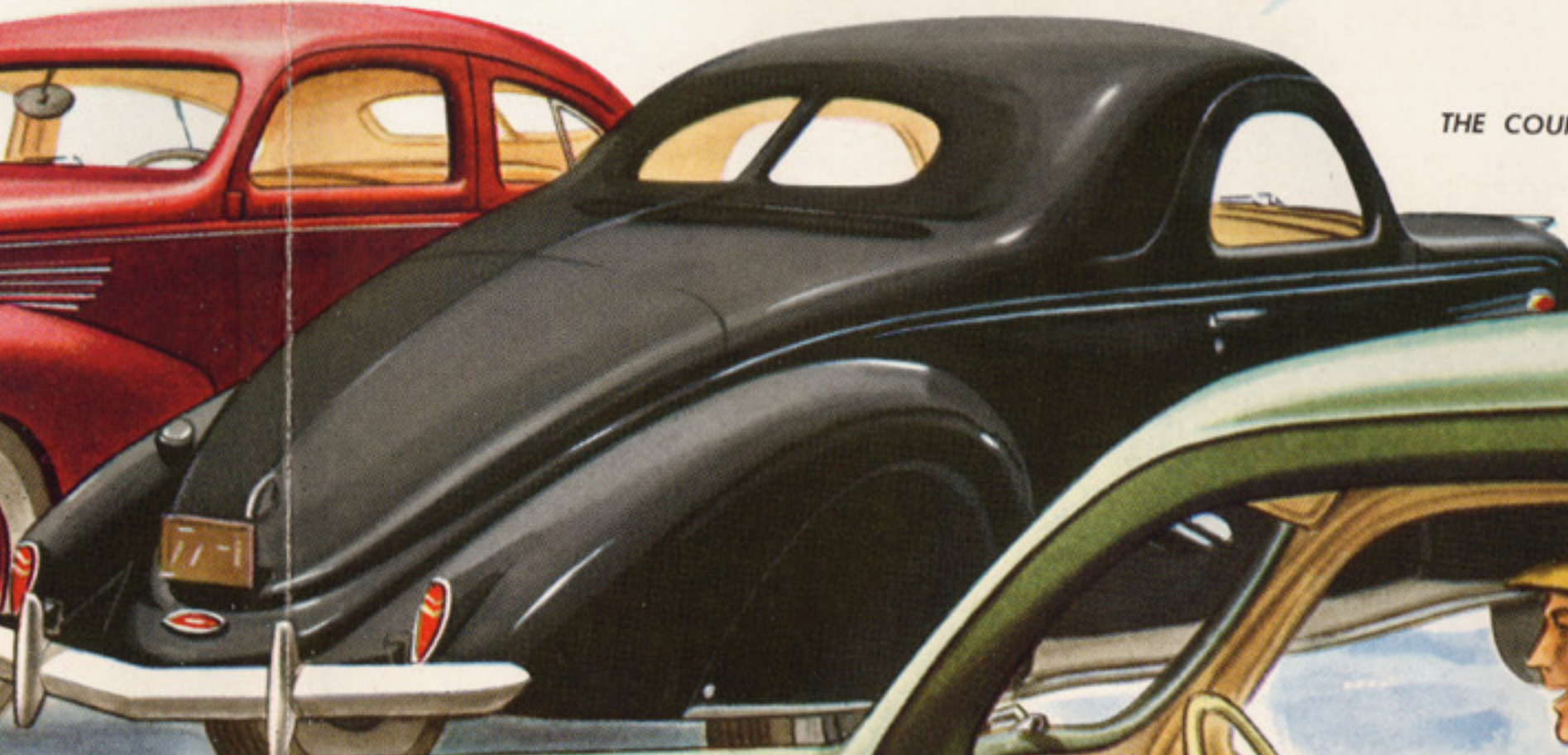
Choose from six handsome body types, including the two new convertibles—the Sedan and the Coupe.



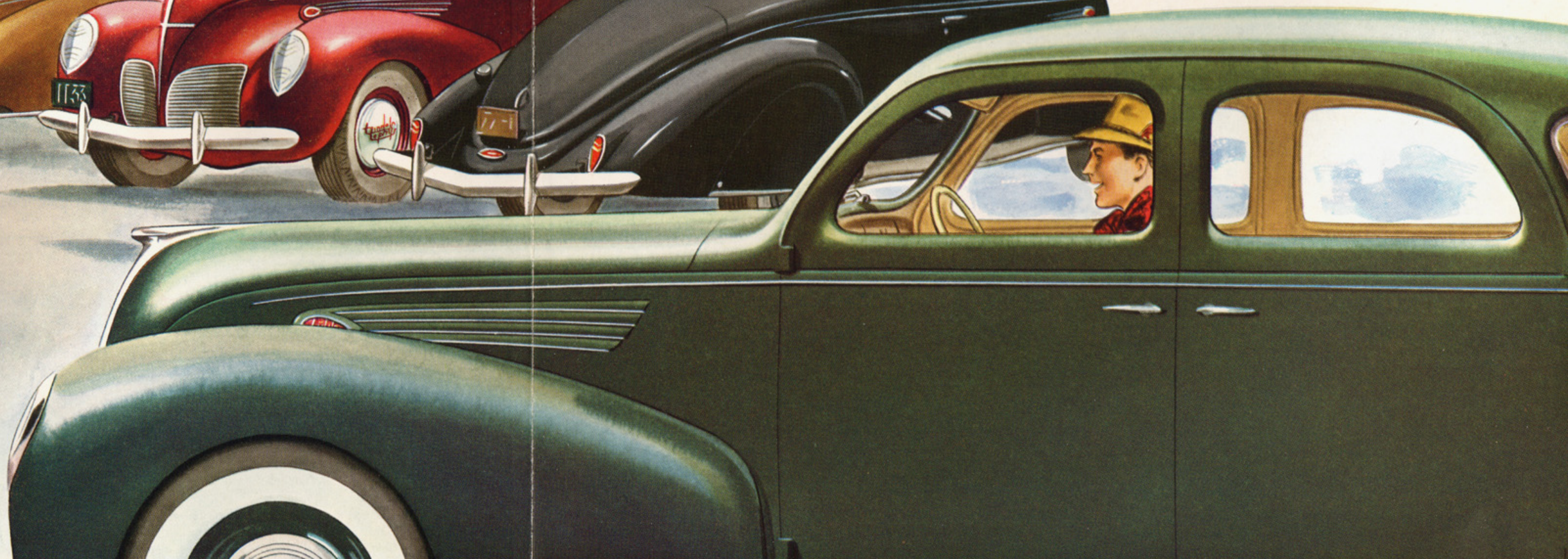
THE CONVERTIBLE SEDAN



THE COUPE-SEDAN



THE COUPE



THE SEDAN





"Cars have improved as cylinders have multiplied"

This new "twelve," the Lincoln-Zephyr, is the peak of a long period of automotive development. The first cars built had one and two cylinders. More soon were added. Roads lengthened. Cars grew in usefulness. Cylinders increased. And in direct ratio, the comfort, safety and joy of travel increased also.

The result, in the Lincoln-Zephyr, is a "twelve" advanced *in all ways*. This medium-price car is not only ahead in number of cylinders—it *is the only car of its kind at any price*.

How true this is, thousands from all over the country have written in to say. To them, to well over 50,000 owners, the Lincoln-Zephyr offers a kind of travel not anywhere else obtainable.

This letter is typical: "I feel constrained to let you know how more than pleased I am with my 12-cylinder Lincoln-Zephyr.

"She has lately done a trip in the North of some 1400 miles, without a vestige of trouble, and with the maximum of comfort and luxury. Moreover, we averaged *17 miles to the gallon*.

"The smoothness and ease of control are almost incredible. The silent way she passed all cars we wished, on the road, left the occupants gaping. In fact, she caused a good deal of comment when at rest, as there were always people looking at her and asking questions.

"I have tried nearly every other make of car (demonstration rides) before I decided on this one, and as regards performance she excels them all, some costing 3 or 4 times as much.

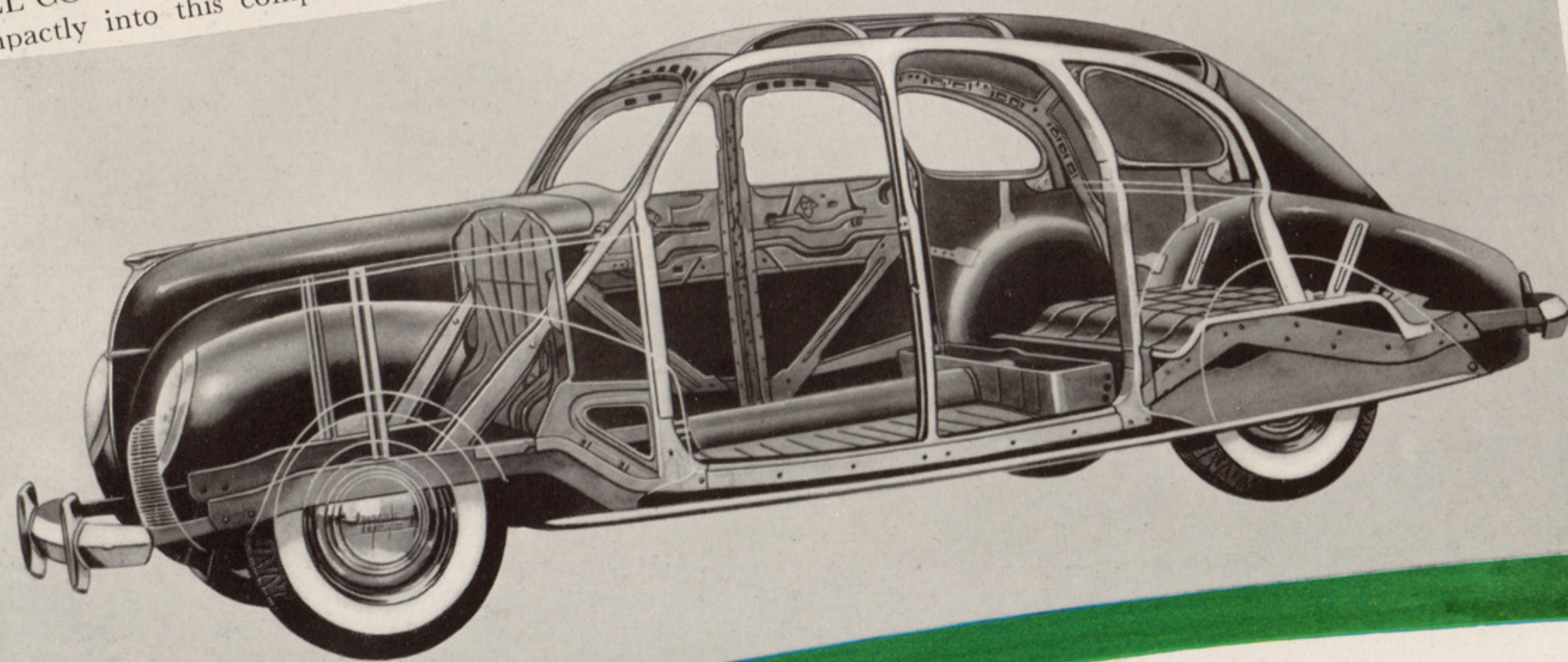
"I am in my 80th year, but find I can drive this car with confidence and the greatest enjoyment and never feel fatigued. I would not exchange it for the most



PILOT CONTROL: The Lincoln-Zephyr instrument panel, a neat, logical arrangement of large dialed speedometer, gages, electric clock, starter, and two glove compartments, one with a locking door. Distinctly modern in design.

INTERIOR OF THE SEDAN: The restful, roomy interior is one excellent reason why hundreds of miles in the Lincoln-Zephyr find you ready for hundreds more!

TRAVEL COMPANION: All the luggage you need for a pleasant, lengthy stay fits compactly into this compartment—including hat boxes and golf clubs.



BRIDGE OF STEEL: The only car of its kind at any price has, in closed models, a wholly unique body structure. Steel panels are welded to a strong, rigid truss-type framework of steel members.



BRIEF FACTS ABOUT THE *Lincoln-Zephyr V-12*

ENGINE—V-type, 12 cylinders: Bore and stroke—2.75 x 3.75 inches; Piston displacement—267 cubic inches; Taxable horsepower rating—36.3; Brake horsepower—110; Suspension—engine mounted on rubber; Number of main bearings—4; Connecting rods—side-by-side type; Main and connecting rod and camshaft bearings—steel-backed; Cylinder heads—aluminum alloy; Pistons—cast alloy-steel; Number of piston rings—3, two compression, one oil control; Camshaft bearings—4; Camshaft drive—silent gear; Valves—diameter 1.537 inches exhaust and inlet; Valve lifters—automatic adjusting silent type; Exhaust valve-seat inserts—tungsten-chromium alloy-steel; Oil cleaner—replaceable cartridge type.

IGNITION SYSTEM—Distributor direct-driven from forward end of camshaft. Fully automatic vacuum-controlled centrifugal governor.

CARBURETION SYSTEM—Carburetor—dual down-draft type equipped with silencer and air cleaner; Fuel pump—mechanical, mounted on top of engine.

STEERING SYSTEM—Gear—worm and roller type, 18.4 to 1 ratio. Turning radius—22 feet left and right.

CLUTCH—Single plate semi-centrifugal type. Throw-out bearing of prelubricated type.

TRANSMISSION—Number of forward speeds—3; Gears—helical silent type. Blocker type synchronizing unit between second and high speed gears.

REAR AXLE—Three-quarter floating type, with hypoid gears. Drive—full torque-tube type.

BRAKES—Fully enclosed internal-expanding two-shoe servo-type; cable-conduit control.

SPRINGS—Transverse type. Front—length 42.5 inches; Rear—length 46.5 inches. Springbase—136 inches. Wheelbase—125 inches.

WHEELS AND TIRES—Wheels—pressed steel; demountable, diameter 16 inches. Tires—black sidewalls; size 7.00 x 16. Cars illustrated show white sidewall tires, for which there is a slight extra charge.

EQUIPMENT—Hydraulic shock absorbers—double-acting type, safety glass throughout, cigar lighter and two ash trays, electric clock, two glove compartments, dual windshield wipers, two adjustable sun visors, front and rear arm rests, foot hassocks in Sedans, rear view mirror, headlight control switch on floor board, two synchronized horns, rear wheel shields, twin tail lights.

The Lincoln Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design, or prices, without incurring obligation.

LINCOLN MOTOR COMPANY

Builders of Lincoln and Lincoln-Zephyr motor cars.



"Twelve cylinders
that purr as one"