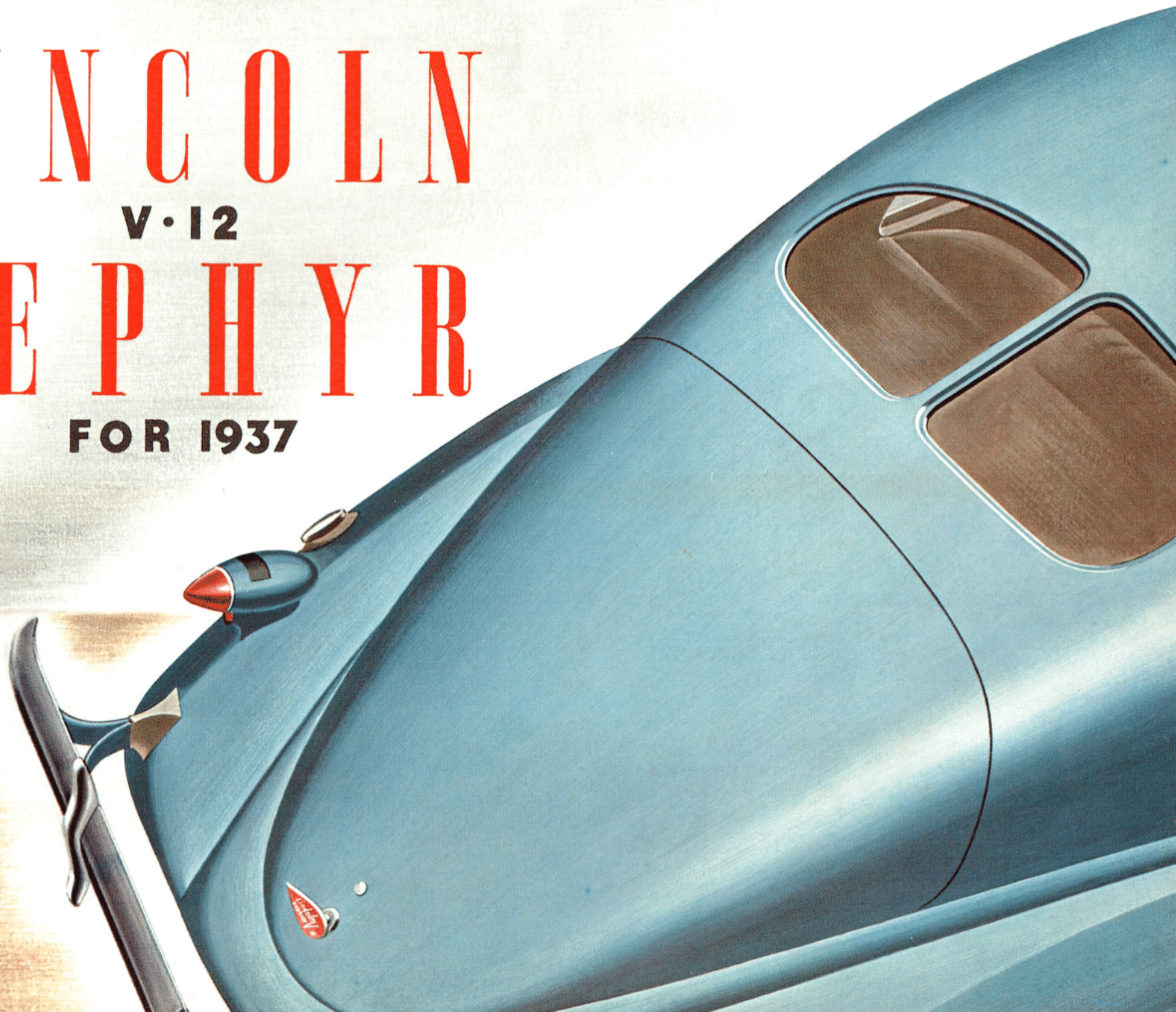


LINCOLN

V-12

ZEPHYR

FOR 1937





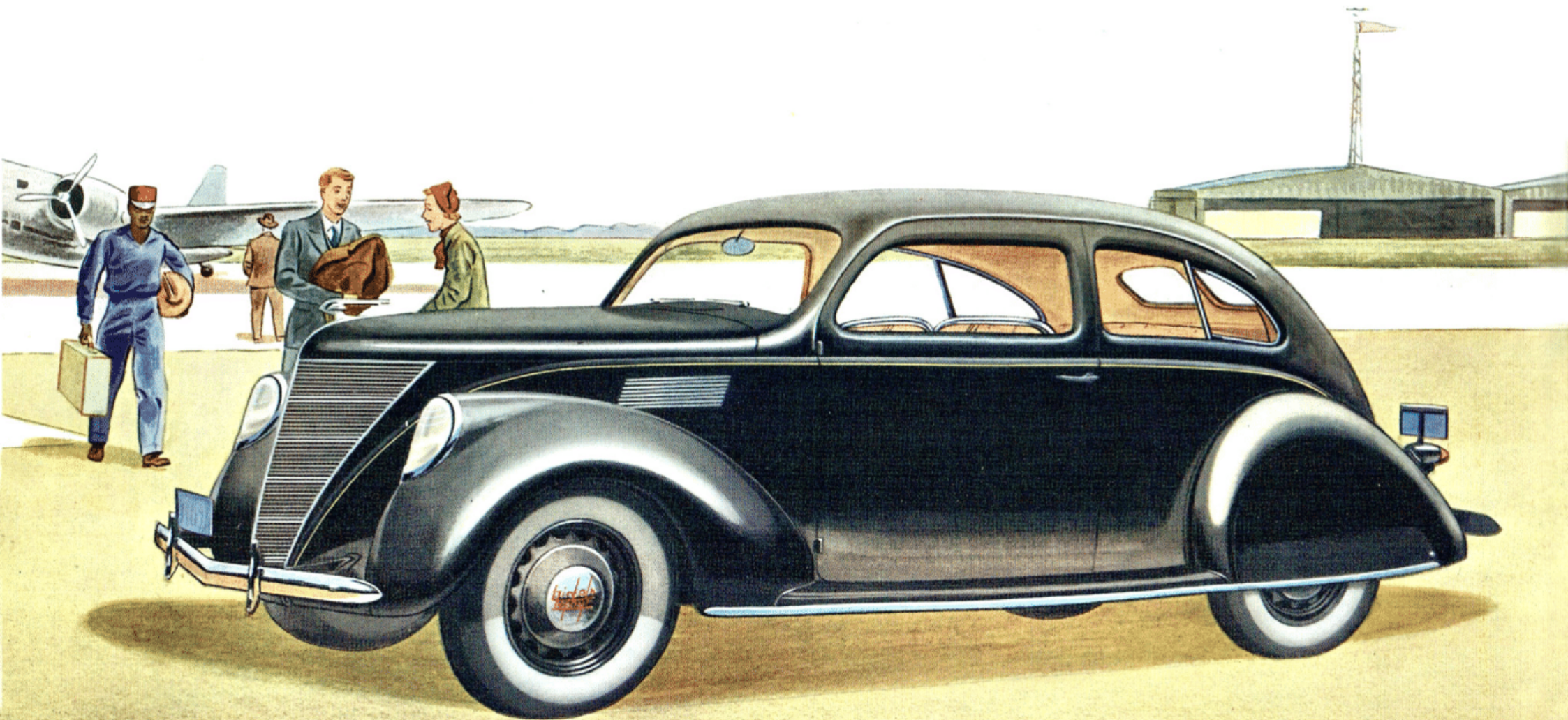
THE CAR THAT IS YEARS AHEAD OF THE TIMES

This new car, the LINCOLN-ZEPHYR V-12 for 1937, has a year's superb record behind it. But it is still years ahead of the times! It is not a new model. It is the car, refined and improved, that pioneered a new type of transportation—that set new standards of power, comfort, safety, economy. It is the car that looks into the future to give a new kind of value today!

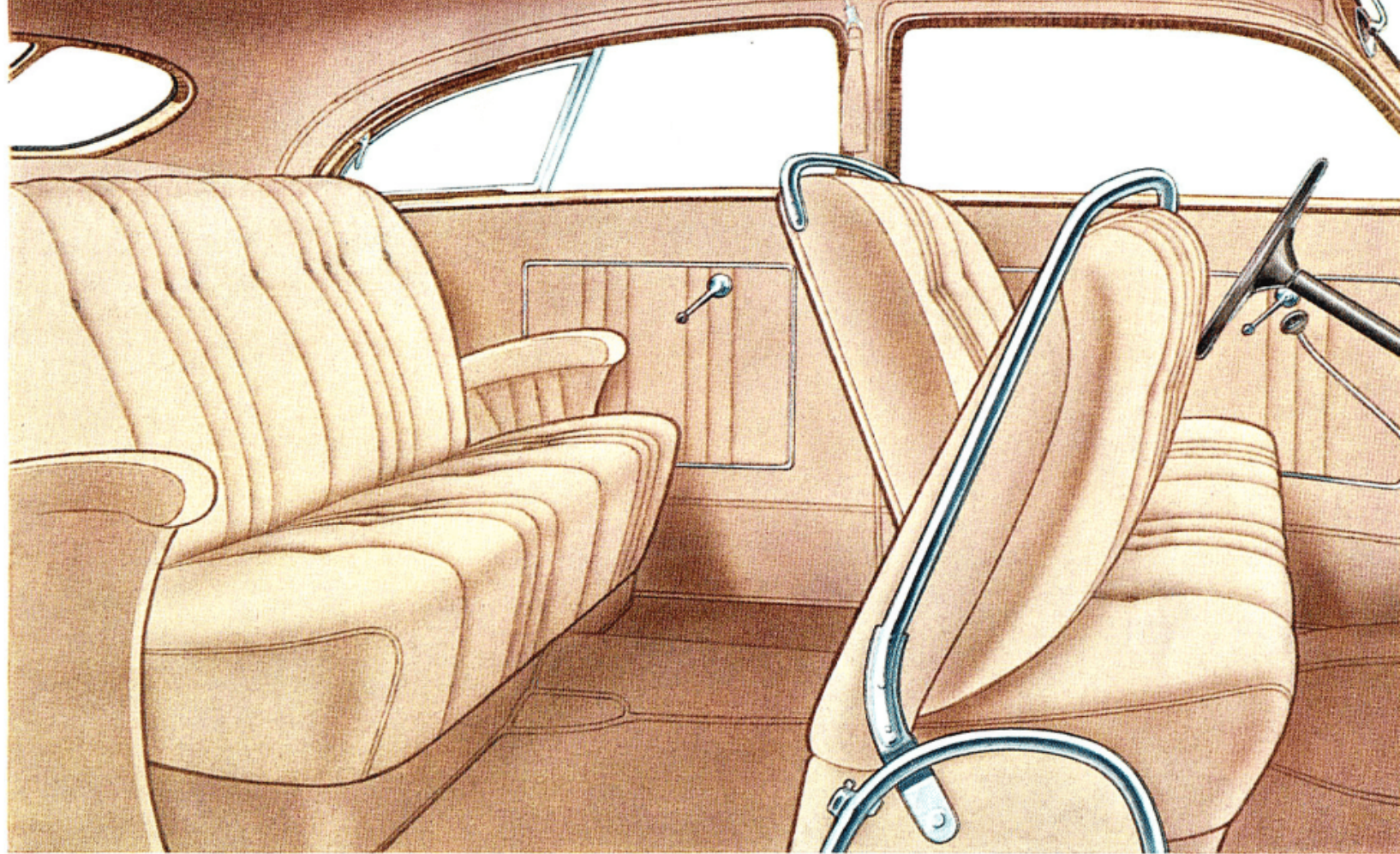
In the LINCOLN-ZEPHYR are many forward-reaching ideas, sound ideas. Its unique design—where body and frame are one—begins a new era in body construction. Its low center of gravity contributes to great safety. Its V-type, 12-cylinder engine offers a new record of performance. Its “flowing” ride creates a new conception of comfort. In all respects, the LINCOLN-ZEPHYR beckons from ahead. It is a car for this year, next year, and as long as you choose to drive it!

Ride in the LINCOLN-ZEPHYR if you would know the kind of car it is. But give it no gentle, “boulevard” trial run. Take it out on your roughest back roads. Go the limit. An entirely new sensation awaits you. Here is a motor car *designed by Lincoln, built by Lincoln* to endure . . . to make driving a new joy . . . to bring to the medium-price field, for the first time, Lincoln standards of excellence with Ford standards of value!

COUPE-SEDAN

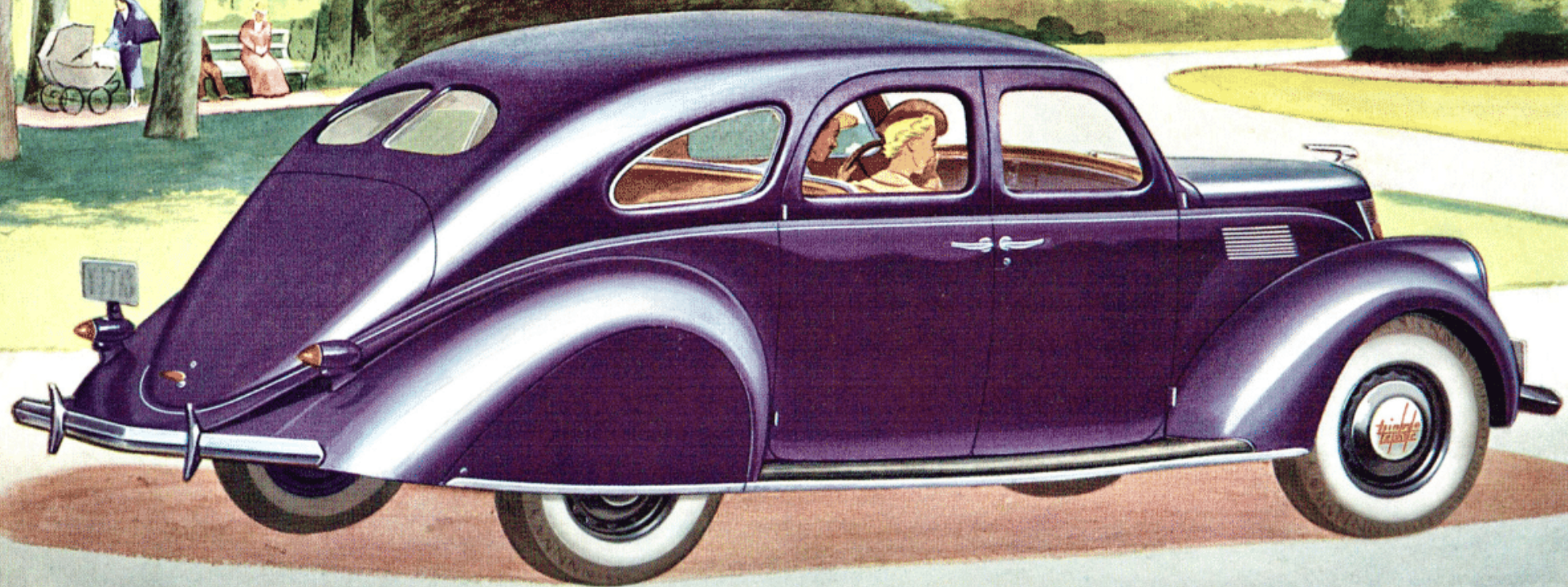


Rear compartment is readily accessible through two wide doors by tilting the back of the front seat forward. Seat is not divided and accommodates three.

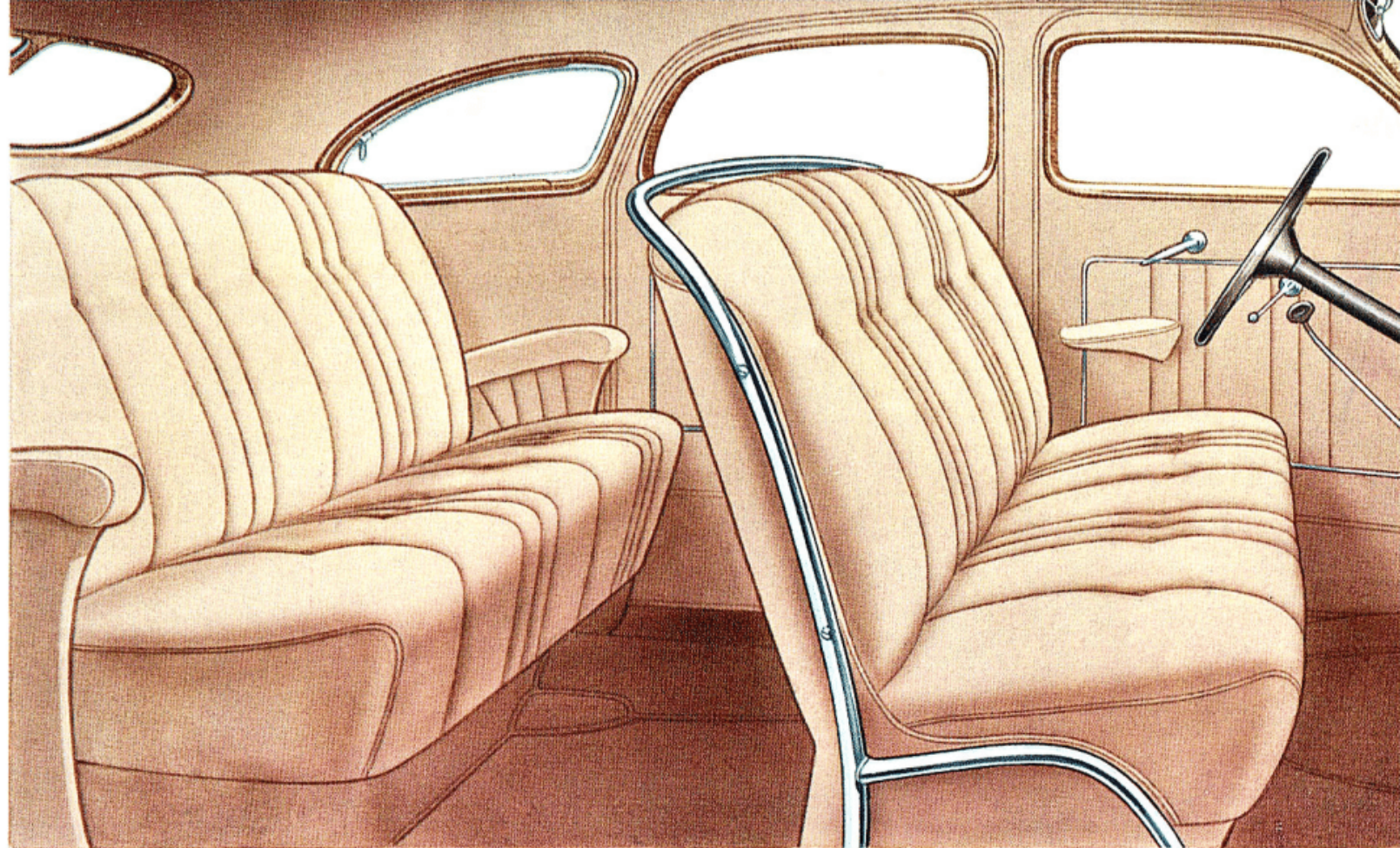


This is the two-door type, deservedly popular. Doors are very wide; they open well behind the back of the front seat. Three people ride barely touching, so wide is the front seat. The seat back is divided; each half tilts forward. The rear compartment likewise accommodates three grown people; there is plenty of head-room, leg-room, elbow-room—extra space for restful comfort. The Lincoln-Zephyr Coupe-Sedan is a superb example of modern design, and it performs as it promises. There are on this, as on all types, dual windshield wipers and twin trumpet-type horns. There is a choice of beautiful colors and upholstery.

SEDAN

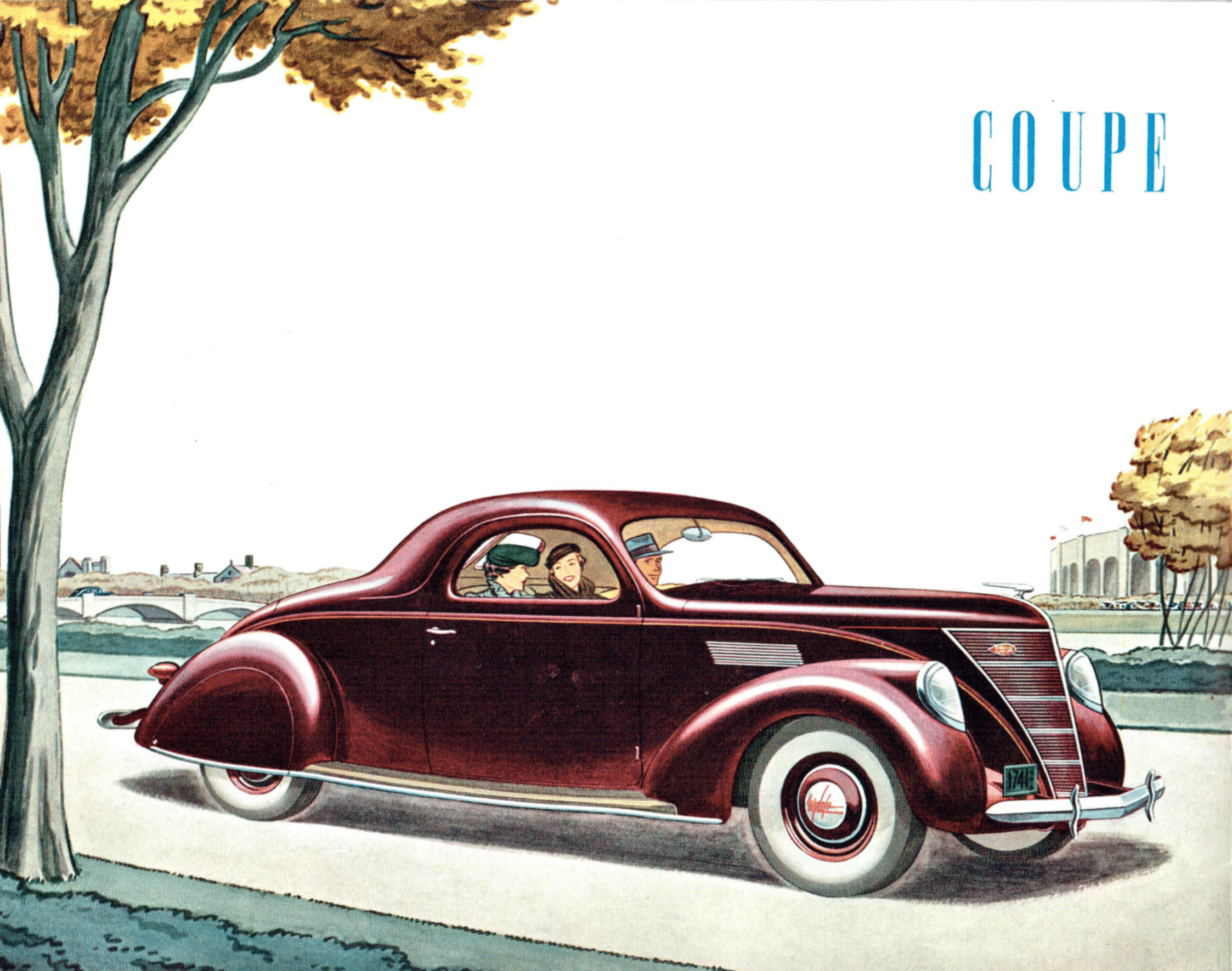


An unusually roomy car with four wide doors for convenience in entering and leaving. The deep, divan-type seats are chair-high for natural posture.

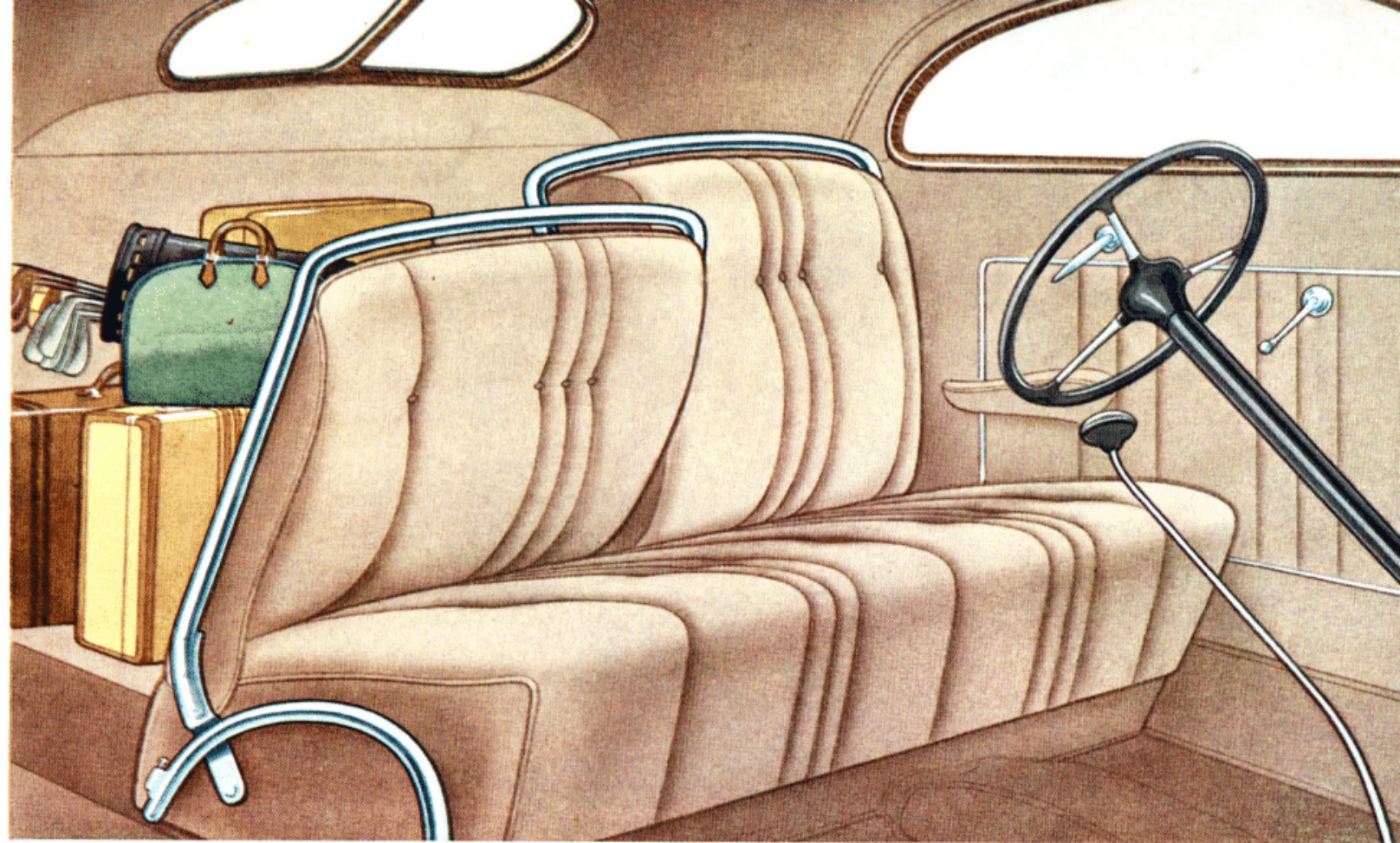


Six passengers ride in luxurious comfort in this beautiful motor car. As in all Lincoln-Zephyr body types, the driver's position is completely relaxing; two passengers sit beside him easily. There is generous luggage space in a special compartment reached by raising the rear deck; the spare tire is kept here, also. . . . The body interior is finished in fine quality upholstery; there are two convenient cigar lighters—one on the instrument panel, one in the rear compartment; a chromium robe rail goes all the way across the back of the front seat. Simple elegance is the keynote of the Lincoln-Zephyr Sedan, inside and out.

COUPE

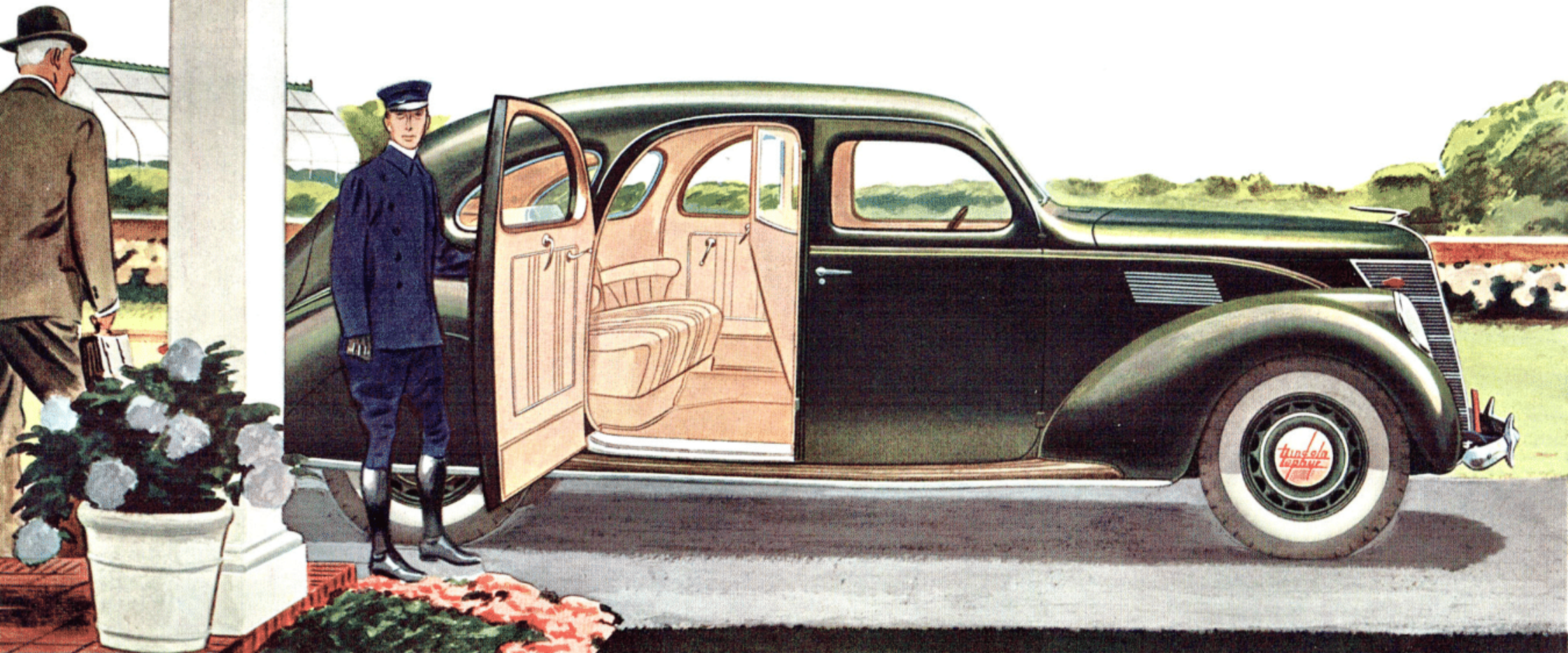


A new Lincoln-Zephyr body type for 1937. Both sides of the divided seat-back tilt forward providing convenient access to the large luggage space behind the seat.

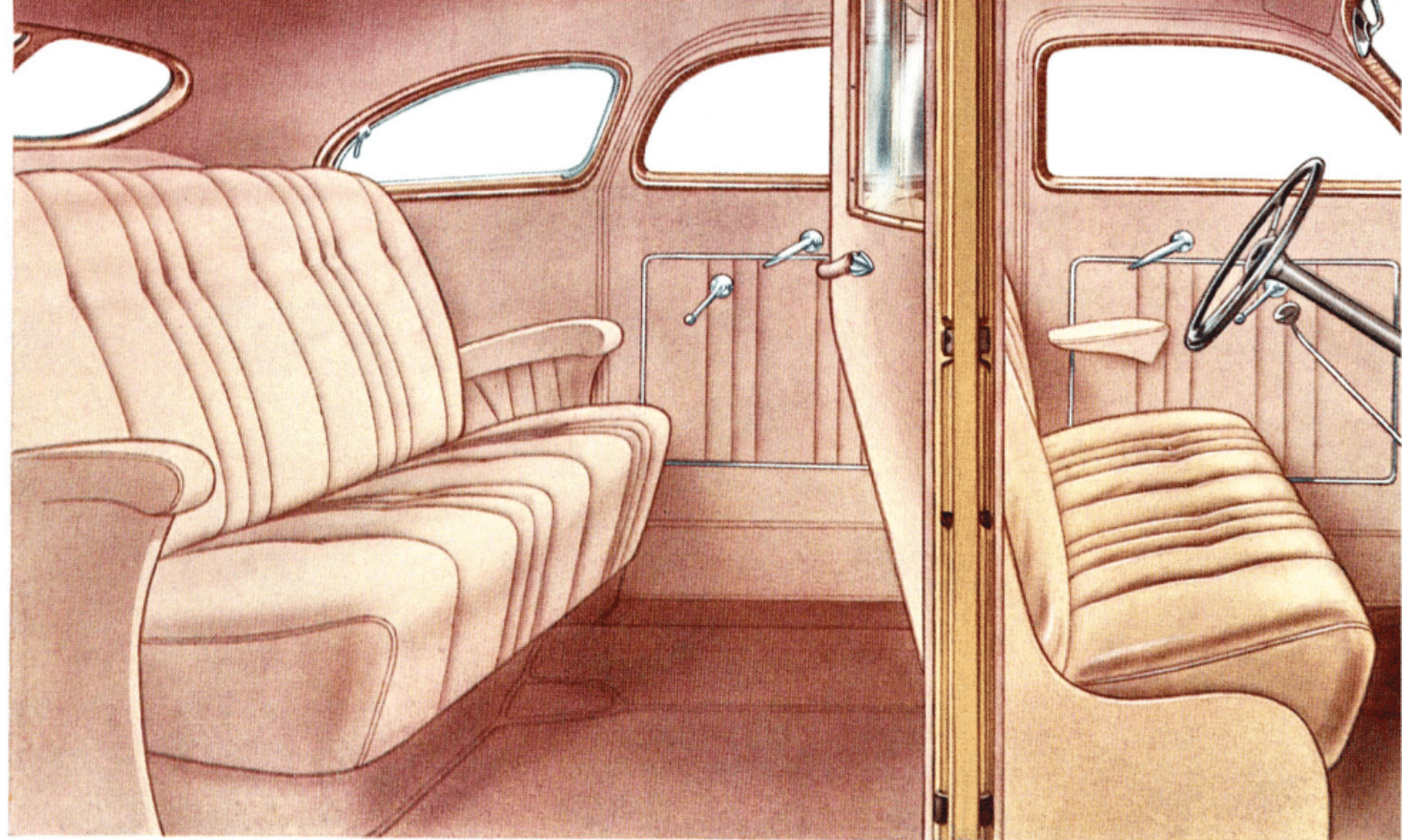


For the professional man, the executive, the sportsman, and the young matron, the three-passenger Coupe is a new and very desirable type. Three grown passengers ride without crowding. The back of the deeply-cushioned seat is divided; both sides tilt forward. A feature of this car is the extraordinary space behind the seat—ample for a small trunk or bassinet and other luggage. This is in addition to the large compartment under the rear deck. . . . The lines of the car are swift-flowing, rhythmic. The Coupe has a refreshing youthfulness about it, a vitality that calls to open roads and far places!

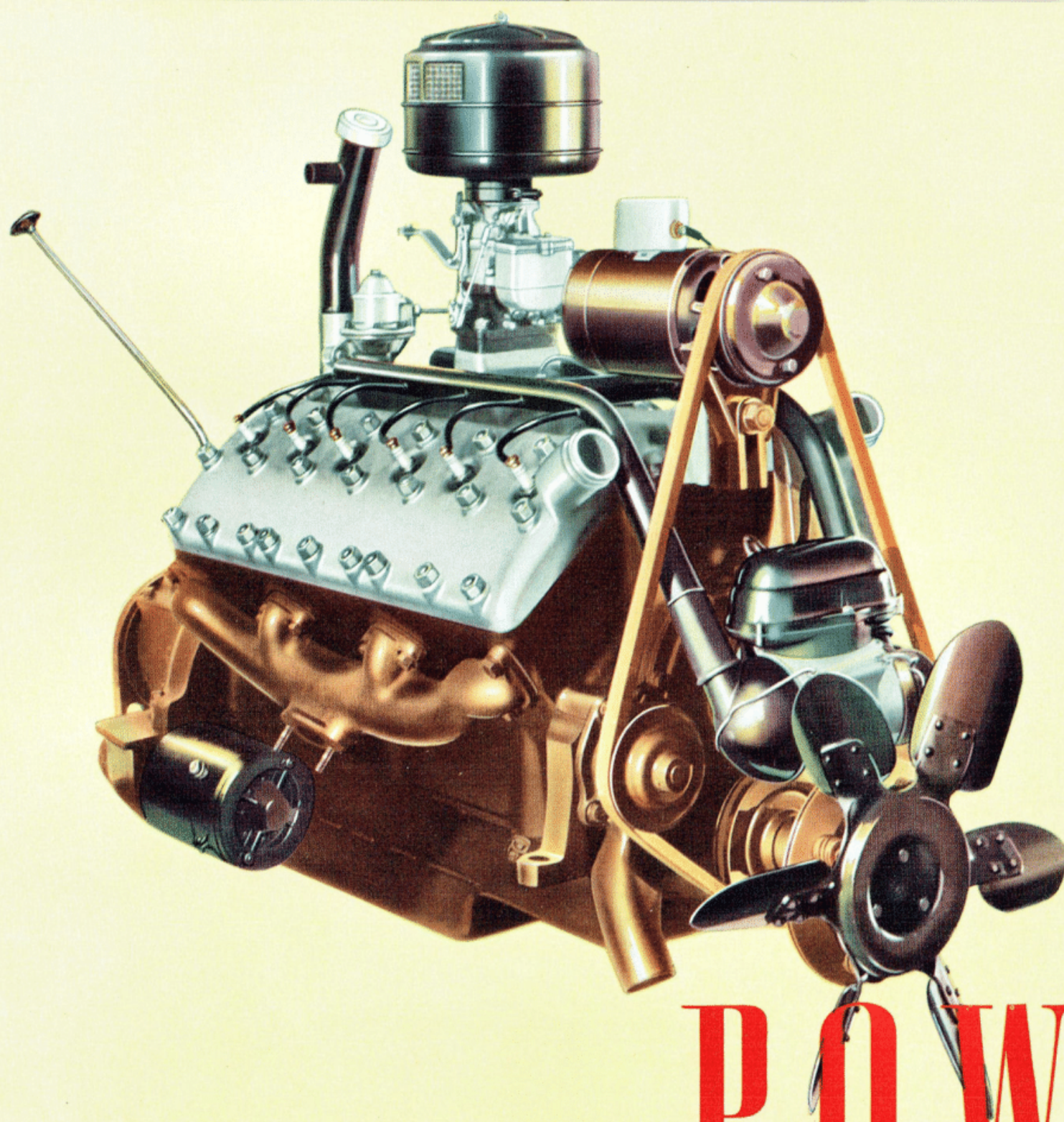
TOWN-LIMOUSINE



The man or woman who wishes to be driven by a chauffeur will take pride and satisfaction in this modern expression of the formal car.



In response to the desire of many, Lincoln has built the Lincoln-Zephyr Town-Limousine. This type combines the appeal of the formal car with the Lincoln-Zephyr's modern streamlining. Front and rear seats are separated by an adjustable sliding glass partition. The driver's seat is upholstered in leather. The rear seat accommodates three passengers. They sit toward the center of the car, relaxed in the comfort of the Lincoln-Zephyr's "flowing" ride. The entire compartment gives the feeling of exclusion and dignity. Wide doors and the low floor let you enter and leave easily. An admirable car for town use.



POWER

ASK first about a car's engine, if you want to know about the car. The LINCOLN-ZEPHYR has a V-type, 12-cylinder engine. It develops 110 horsepower. It has been designed by Lincoln, is built by Lincoln especially for this new car.

In the LINCOLN-ZEPHYR engine is the experience of years with the famous Lincoln precision engine. In it, too, are the economic resources, the technical enterprise of the great Ford industrial organization. This kind of engine comes only from this kind of background.

Thousands of LINCOLN-ZEPHYR owners are proving what Lincoln design, Lincoln precision mean. Twelve cylinders, in this new car, give greater smoothness. Twelve cylinders give maximum power

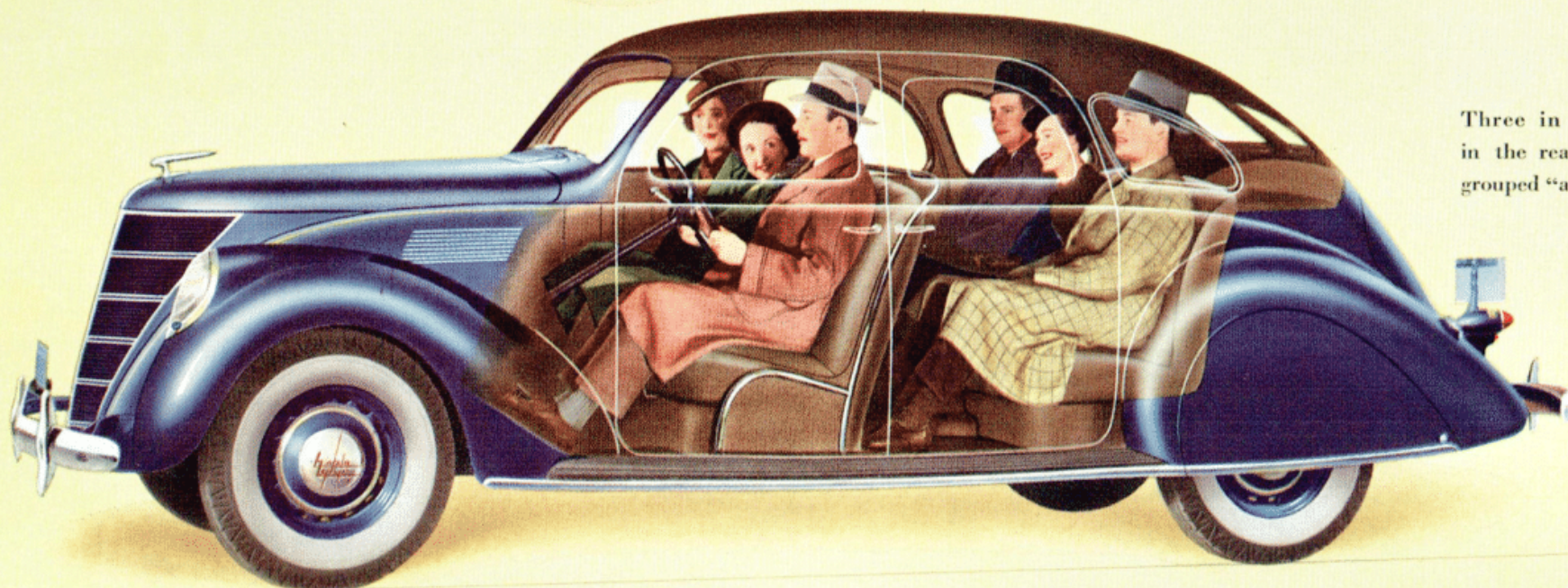
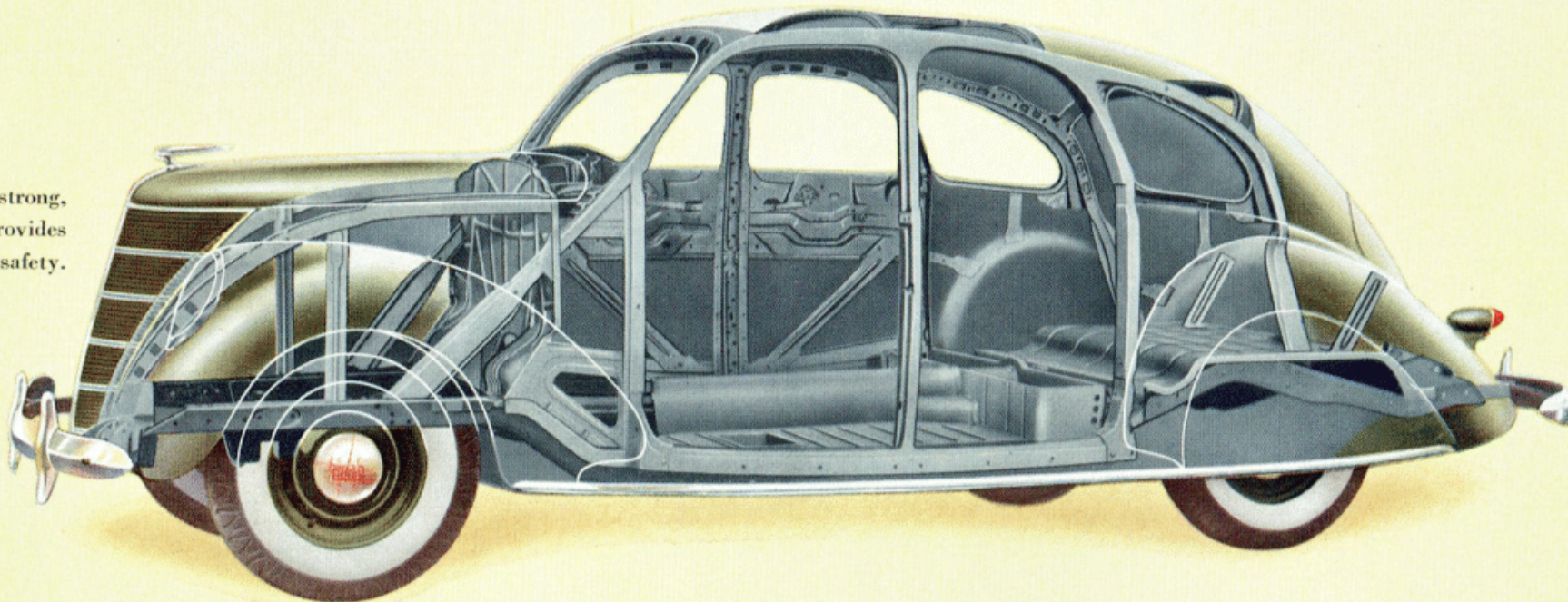
through a wider speed range. Twelve cylinders meet all exigencies of travel with ease and assurance. Twelve cylinders, here, bring new joy to motoring!

Out on the roads, too, owners are running up astonishing economy records. A "strenuous driver," by his own report, got 14.15 miles per gallon over 4600 miles. A North Carolina man averaged 16 miles per gallon for a thousand miles. Hundreds of unsolicited letters all say the same thing—14 to 18 miles per gallon on roads good, bad and indifferent.

Efficient engine design; high power-to-weight ratio; streamlining that cuts down air resistance at high speeds—these mean *economy*. Your automobile dollars go farther through savings on the road!

AND ECONOMY

Body and frame are one, a strong, rigid unit of steel that provides maximum comfort and safety.



Three in the front seat, three in the rear, without crowding, all grouped "amidships" for easy riding.

SAFETY

There are no conventional running boards, for they are not needed; you step directly from the car floor to the sidewalk.

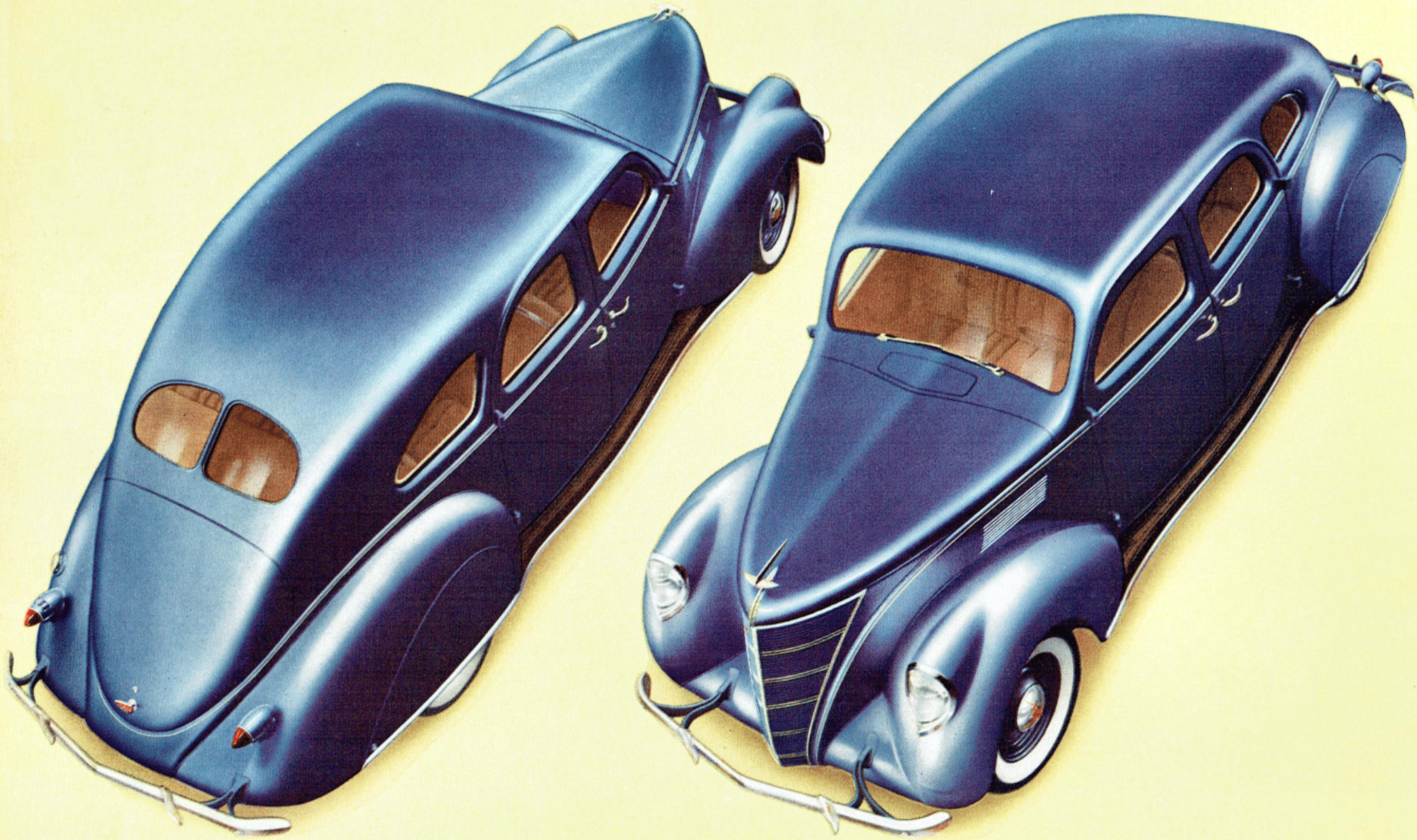


Visibility in this new kind of car is remarkable. Corner pillars and door frames are narrow, though strong; they do not obstruct the view. The windshield is deep and extremely wide; the shape of the hood helps also to give a clear view of the road ahead. Thus driving is safer.

The unique body design gives, owners declare, the most thrilling ride on the roads! Body and frame are one, in the LINCOLN-ZEPHYR, welded together. Around this framework—strong and rigid—steel paneling is welded on top, sides, bottom. You ride surrounded by steel and close to the ground.

You ride, also, toward the center of the car, “amidships.” Back-seat passengers have front-seat comfort. Because you are cradled on flexible, transverse springs which absorb sharp jounces and jolts; because the car “floats” along in swift, flowing motion, you experience a new rhythm of motoring.

AND COMFORT

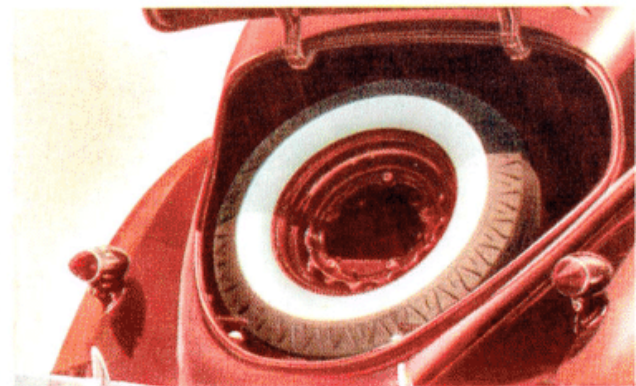
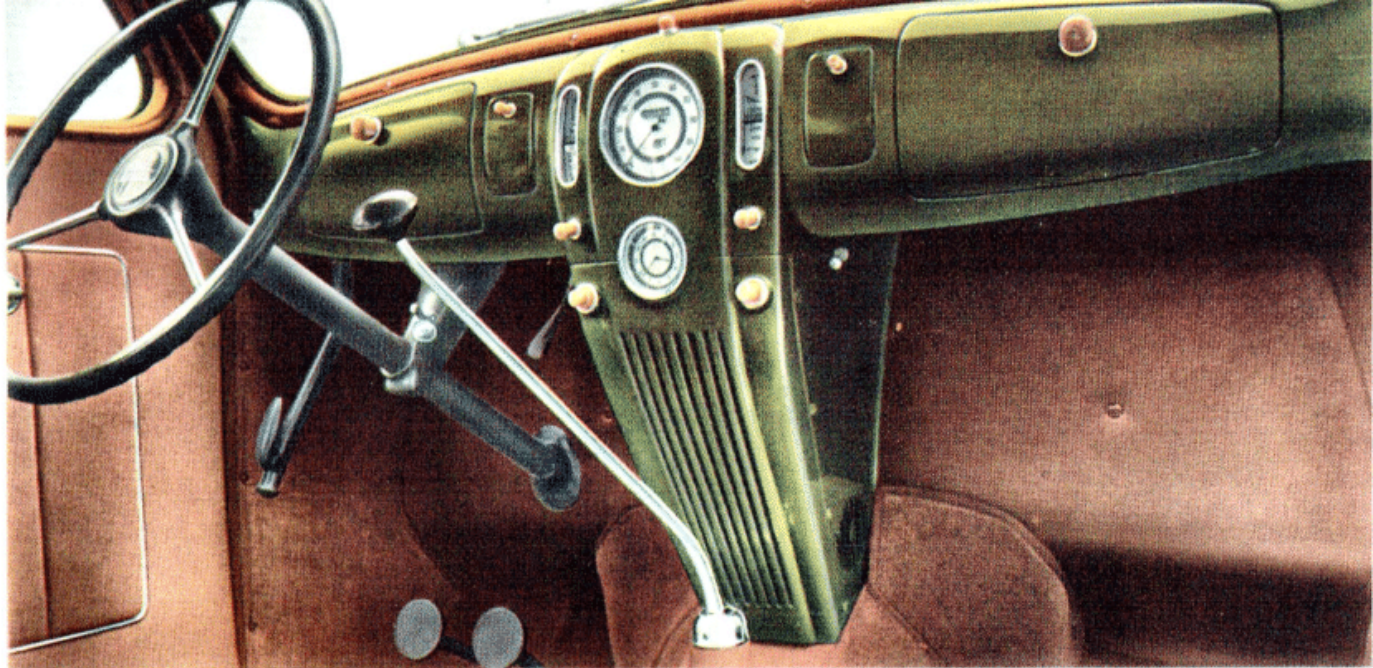


BEAUTY AND

THERE is no mistaking a LINCOLN-ZEPHYR V-12. The beauty of this new car is arresting, unforgettable. Streamlines flow from end to end, from side to side, and every contour is graceful.

The compact engine takes up little room; thus there is more space for the body. Running boards are practically eliminated; the car is wider. . . . Every detail of design satisfies the eye. The instrument panel includes an electric clock and two glove compartments—the right hand compartment fitted with a lock to safeguard valuables. There is a choice of upholstery thoroughly tested for strength and color fastness.

Upholstery . . . interior appointments . . . these tell much about a motor car. In the LINCOLN-ZEPHYR, they bespeak a nice regard for the traveler's convenience and comfort.



Notice the electric clock and two glove compartments (top); behind the grille may be placed radio speaker and heater. . . . The luggage compartment (left) is wide and deep; in it is space for golf clubs and several bags. Spare tire swings back for easy loading when deck is opened.

APPOINTMENTS

FEATURES THAT MAKE THE LINCOLN-ZEPHYR V-12 OUTSTANDING IN THE MEDIUM-PRICE FIELD

- ★ V-type, 12-cylinder, 110-horse-power engine.
- ★ Body and frame in a single unit—light in weight, great in strength, for greater comfort, safety and quietness.
- ★ Low center of gravity.
- ★ Conventional running boards eliminated; body width increased.
- ★ A “front-seat” ride for everyone—all passengers sit towards the center in the Lincoln-Zephyr.
- ★ 14 to 18 miles per gallon of gasoline—proved in the hands of thousands of owners.
- ★ Designed by Lincoln engineers—built in the Lincoln plant by Lincoln methods.
- ★ The “flowing” ride—a new rhythm of motoring.
- ★ Authentically streamlined.
- ★ Wheelbase 122 inches. Spring-base 133 inches. Seats like divans. High power-to-weight ratio. Safety glass throughout. Extremely responsive brakes with cable and conduit control as on the Lincoln. Generous luggage compartment. Exceptionally wide windshield. Unusual visibility all around. Engine readily accessible.

Liberal terms through Authorized Finance Plans of the Universal Credit Company. This service provides a convenient, economical way to buy your Lincoln-Zephyr car out of income. Ask about these UCC Plans.

L I N C O L N M O T O R C O M P A N Y
BUILDERS OF LINCOLN AND LINCOLN-ZEPHYR MOTOR CARS

We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligation.



BUILT BY LINCOLN . . . TO THE LINCOLN STANDARD OF MECHANICAL EXCELLENCE

