

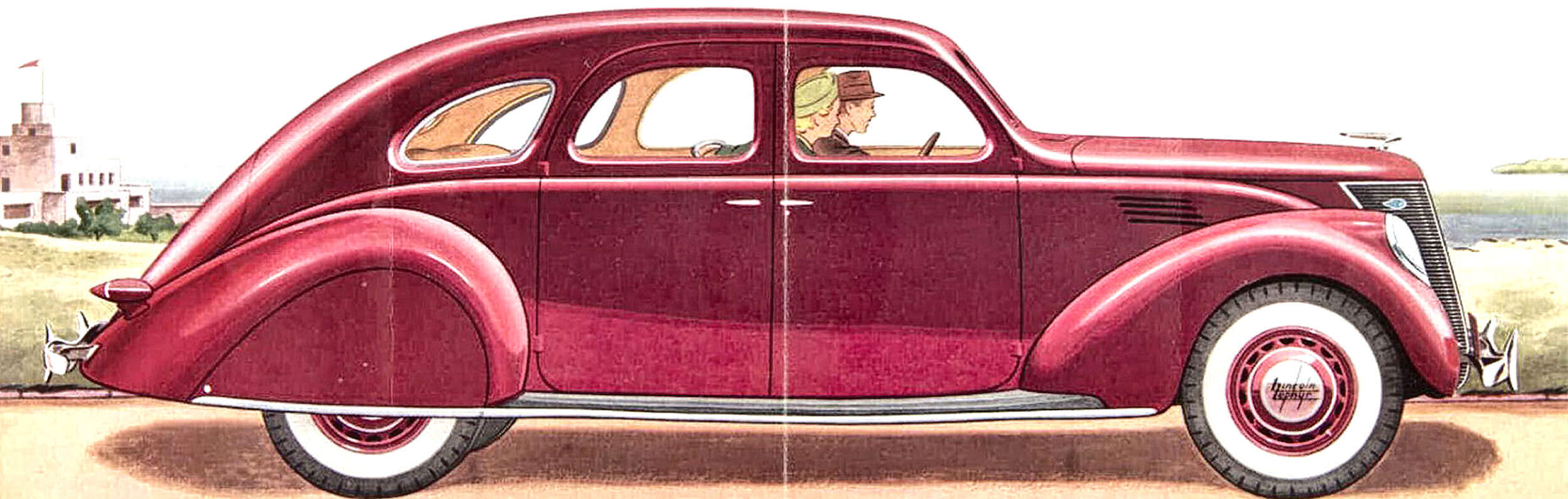
LINCOLN-
ZEPHYR V-12

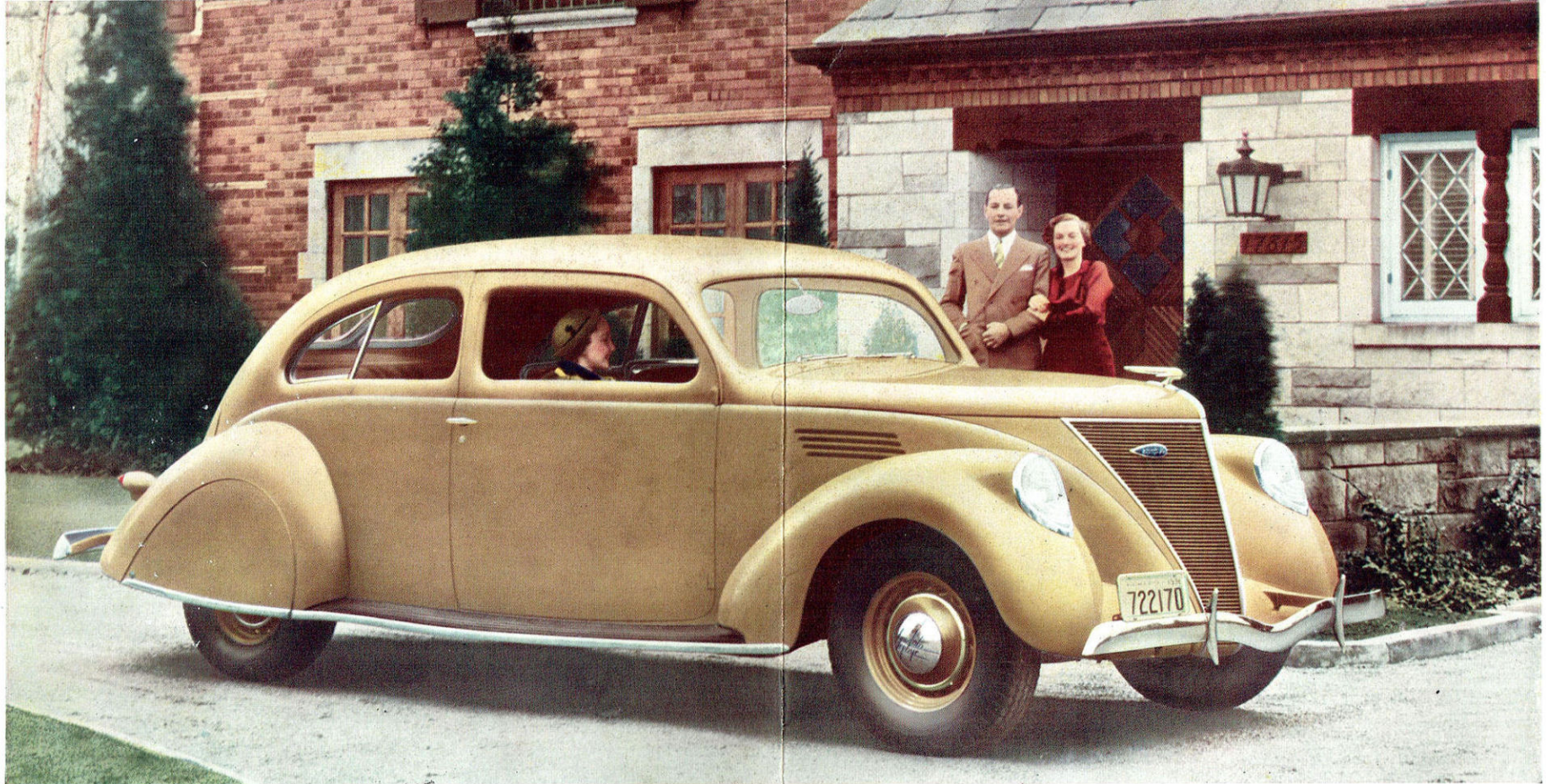


The *appearance* of the Lincoln-Zephyr makes people everywhere stop and admire. Every graceful flowing streamline stamps it the *modern* car. But use, rather than observation, reveals the Lincoln-Zephyr's true virtues—for its performance is as modern as its appearance. Through traffic, on the open road, or in the hill country—the smooth, luxurious performance of twelve cylinders makes driving the Lincoln-Zephyr a delight.

Already more than 8,000 enthusiastic Lincoln-Zephyr owners have found in this new *kind* of transportation a joy of motoring never before experienced. The Lincoln-Zephyr sets a standard of value new in its field. It brings a fresh idea of performance, comfort, safety, beauty, to motor cars at medium price.

Remember that the Lincoln-Zephyr is designed by Lincoln, built by Lincoln. Remember that in it are years of experience building the finest cars—the engineering skill of two great organizations, the Ford Motor Company and the Lincoln Motor Company—vast economic resources, freely drawn upon—precision methods of operation, accurate within almost incredible limits. Then, as you read further about the Lincoln-Zephyr on the page within, recall that this new car is designed not for this year alone, or next year, but for the years to come. It sets the pattern for the future!





Its new luxury and safety set the pattern for the future

The Lincoln-Zephyr is more than a new car; it is a new *kind* of car. With it, begins a new era in travel by road. It sets fresh standards of luxury, modernity, safety. Its advanced streamlining, its engine, its new type construction place it years ahead of its time!

This car sets the pattern for the future *in design*. The Lincoln-Zephyr is authentically streamlined. Its graceful contours flow rhythmically from prow to stern, from side to side. Beneath them is a rigid framework of steel; body and frame are one, welded together. This structure, great in strength, provides great safety.

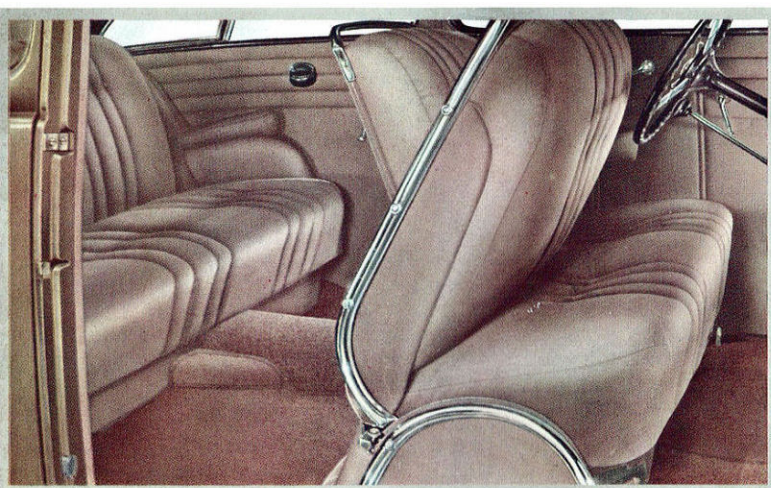
This car sets a pattern for the future *in performance*. The Lincoln-Zephyr has a twelve-cylinder engine of the V-type, which develops 110 horsepower. While it is an unusual idea to place a motor of so many cylinders in a medium-priced car, the idea behind it—to provide smooth, effortless performance as economically as possible—is as old as the Lincoln organization.

This car sets the pattern for the future *in comfort and luxury*! Seats are like divans. Six people ride cradled "amidships." Soft transverse springs absorb the "ups-and-downs" of travel. There is plenty of head room, foot room and elbow room too.

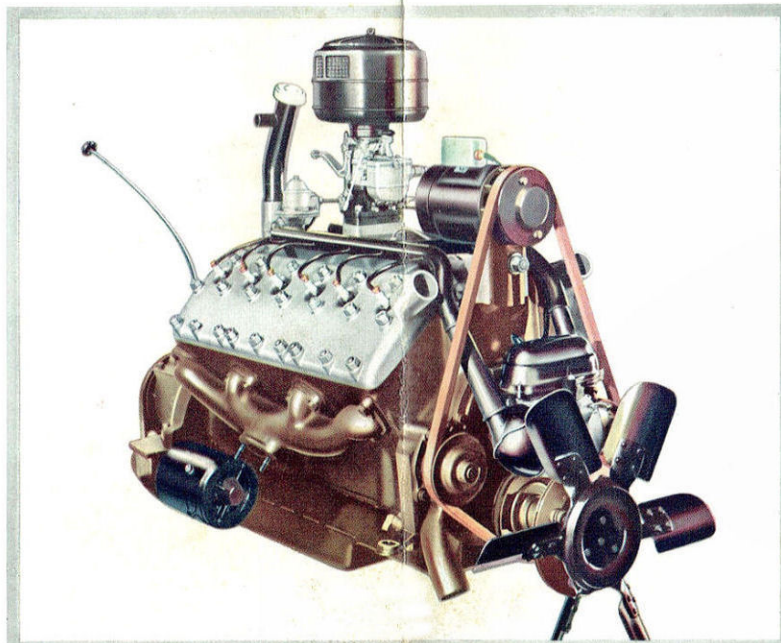
This car sets the pattern, finally, *in value*! The Lincoln-Zephyr you buy today will not be obsolete in a year, or three years. It will still be a new kind of car—long after you have driven it many thousand miles in comfort and dispatch. It simply refuses to grow old!

The praises of owners for this new car are hearty and generous. You can quickly discover why, on roads of your own choosing.

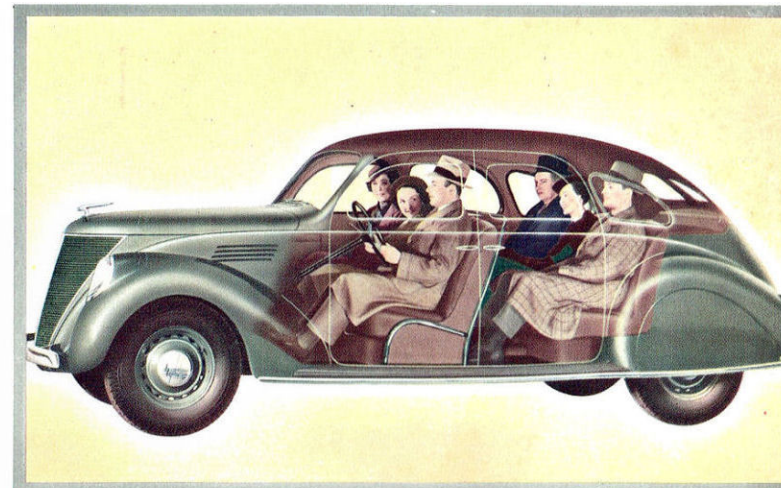
● You can purchase your Lincoln-Zephyr from your dealer on convenient terms through the new, low-cost finance plans of the Universal Credit Company. After the usual down payment, the balance is spread over equal monthly payments.



Unlike many two-door types, the Lincoln-Zephyr sedan with two doors has a full width front seat. There is room for three to ride in comfort—and on either side the divided back tilts forward, permitting easy access through wide doors to the rear compartment.



The compact, 110-horsepower V-12 Lincoln-Zephyr engine is so efficient—and the car it powers is so light in weight for all its size—and so advanced in streamlining—that many pleased owners report surprising economy—from 14 to 18 miles per gallon of gasoline!



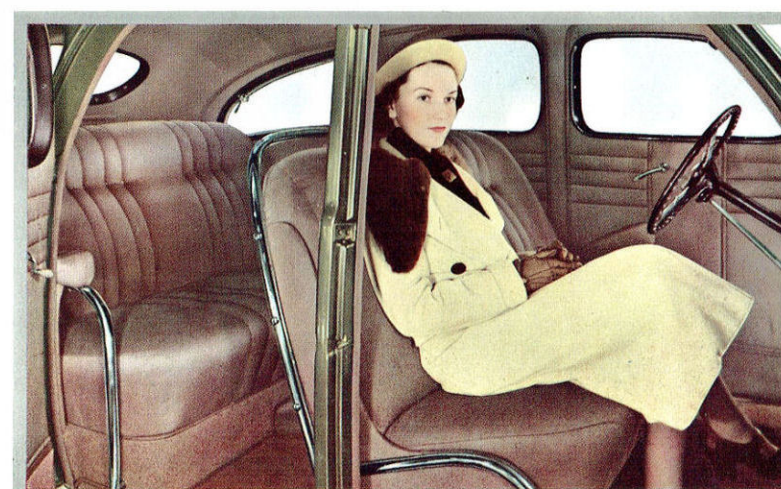
Six people ride in complete comfort in the Lincoln-Zephyr. Space customarily taken up by running boards is added to the car's width, making more room for everybody. The position of passengers, front and rear, is near the center—away from the axles.



The Lincoln-Zephyr is very easy for a woman to drive. It steers without conscious effort so that she is always relaxed behind the wheel. She can park it without difficulty in "tight" places and maneuver it readily through the most congested city traffic.



The Lincoln-Zephyr is close to the road; passengers step directly from the pavement onto the floor of the car. The "unit body and frame" construction is an advanced application of engineering principles that assures greater safety. No other body is like it.



A most important feature that makes for comfort in the Lincoln-Zephyr is the position of the passengers in "chair-height" seats, both front and rear. Legs rest at the natural sitting angle. Notice, in illustration, the smart, practical decoration of the car's interior.

THE LINCOLN-ZEPHYR CONDENSED SPECIFICATIONS

ENGINE: V-type, 12 cylinders: Bore and stroke— $2\frac{3}{4}$ x $3\frac{3}{4}$ inches; Piston displacement—267.3 cubic inches; S.A.E. rated horsepower—36.3; Brake horsepower—110; Suspension, three-point mounted in rubber; Number of main bearings—4; Connecting rods—side-by-side type; Main and connecting rod bearings steel-backed; Cylinder heads—aluminum; Pistons—cast steel alloy; Number of piston rings, 3—two compression, one oil-control; Camshaft drive—silent gear; Valves—diameter $1\frac{1}{2}$ exhaust and inlet; Non-adjustable valve lifters—factory precision-set clearances; Exhaust valve seat inserts—tungsten alloy-steel.

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

CLUTCH: Single plate type. Throw-out bearing of pre-lubricated type.

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

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

TRANSMISSION: Number of forward speeds—3. Gears—helical silent type. Synchronizing unit between second and high speed gears.

REAR AXLE: Type—Three-quarter-floating, with straddle-mounted pinion. Drive—Full torque tube type.

BRAKES: Fully enclosed internal expanding two-shoe servo-type, cable-conduit control.

SPRINGS: Type—Transverse cantilever. Front—length $40\frac{1}{2}$ inches; rear—length $46\frac{1}{2}$ inches. Spring base—133 inches. Wheelbase—122 inches.

WHEELS AND TIRES: Wheels—cold drawn steel, demountable, diameter 16 inches. Tires—size 7.00x16.

EQUIPMENT: Hydraulic shock absorbers—double-acting type, safety glass throughout, cigar lighter and ash receptacle, electric clock, glove compartment in instrument panel fitted with lock, dual windshield wipers, two adjustable sun visors, front and rear arm rests, foot hassocks, rear view mirror, two synchronized horns, metal spring covers, rear wheel shields, twin tail and stop lights—all included in F. O. B. factory price.

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

LINCOLN MOTOR COMPANY, builders of Lincoln and Lincoln-Zephyr motor cars