

# LINCOLN ZEPHYR



## WHY NOT DRIVE TOMORROW'S CAR... TODAY?

THE LINCOLN-ZEPHYR is a new car, but it is much more than that. It is a new *kind* of car. In power, comfort, appearance, safety, it is years ahead of its time. It will still be a new kind of car long after you have driven it many thousand miles on many roads.

Thus your investment in the LINCOLN-ZEPHYR retains its value year after year. You do not buy "this year's model." You buy a car that embodies the most advanced ideas of design and performance. You buy a car that will simply refuse to grow old!

Why not arrange, now, to test the LINCOLN-ZEPHYR in action? The dealer nearby will gladly bring the car to your door. Admire its gracefully streamlined contours. Sink down in the deep, luxurious seats, like divans. Then turn the swift, silent V-12 engine toward the steepest hills, the roughest roads you know. Discover, today, how much *value*, how much *enjoyment*, Lincoln has built into this car that anticipates what all cars must come to! The Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr motor cars.

*V-12 engine—110 horsepower. Wheelbase 122 inches. Springbase 133 inches. High power-to-weight ratio. Room for six passengers and luggage. Eight colors. Safety Glass throughout. Two sedan body types. Owners report 14 to 18 miles per gallon of gas. Convenient terms through your dealer on new low-cost Finance Plans of the Universal Credit Company.*



STANDARD OF VALUE  
AT MEDIUM PRICE

VISIT THE LINCOLN-ZEPHYR SALON AT THE PARK LANE HOTEL, 299 PARK AVENUE