

LINCOLN ZEPHYR



TWELVE CYLINDERS POWER THIS NEW CAR OF MANY-SIDED APPEAL

THE first person who bought a LINCOLN-ZEPHYR was the president of a railroad. A fair cross-section of owners reveals, also, eminent physicians . . . executives who travel much . . . society matrons with children of school age. Their reasons for buying this car are varied and practical. Underlying them all, typical of them all, is this: "It is a new kind of car. It offers a new kind of value!"

It is an unusual idea to place a 12-cylinder engine in a car of medium price. The engine itself is new. Designed by Lincoln, built by Lincoln, it is the culmination of years of research and experiment. It develops 110 horsepower. Because of its exclusive

design; because of its great power and flexibility; because it pulls a car low in weight for its size, *owners are getting 14 to 18 miles a gallon!*

It is a *new* idea to streamline a car as fully as this car is streamlined. But the graceful, flowing contours simply grow out of the body structure beneath. Steel trusses form a rigid bridge over which steel panels are welded—top, sides, bottom. Six passengers, or one, are gently cradled in the framework, and poised forward of the rear axle. You ride near the center even when in the back seat.

It is a *new* idea, finally, to provide so much power, size, comfort in a car selling for \$1275.

But a conviction of the builder is that engineering experience, precision methods, and vast resources, applied intelligently, can do what otherwise could not be done. This car combines Ford ability to give great value at low cost with the Lincoln tradition to build without regard to cost. It does for the medium-price field what these other cars do for their own fields.

Learn, today, what outstanding value Lincoln has built into a car new in idea, new in *performance!*



PRICED \$1275 F. O. B.
FROM DETROIT

Available in Two Sedan Body Types