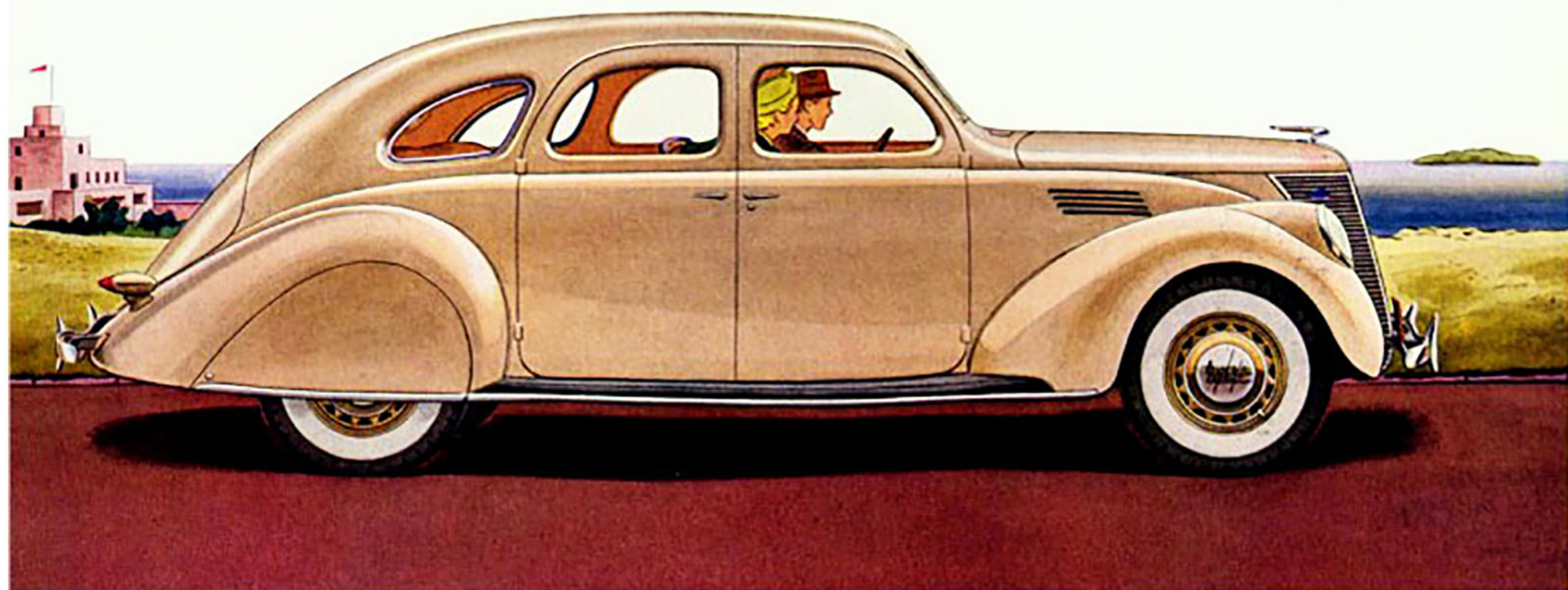


LINCOLN ZEPHYR

V-12



The new twelve-cylinder car brings Ford and Lincoln standards of value to the medium-price field

THE LINCOLN-ZEPHYR is built in its own specially equipped division of the Lincoln plant. Men trained by years of unhurried work on the Lincoln bring to the LINCOLN-ZEPHYR world-famous standards of precision. This car combines the Lincoln tradition to build without regard to price, with the Ford tradition to give great value at a price.

The LINCOLN-ZEPHYR has a twelve-cylinder motor, developing 110 horsepower. It is of the V-type, which has proven so efficient in Lincoln and Ford motor cars. The wheelbase is 122 inches, the springbase 133 inches. The body accommo-

dates generously six grown people and luggage. The LINCOLN-ZEPHYR carries aero-dynamic design to graceful, logical conclusions. Streamlines sweep from end to end, and from side to side. But beauty, in this case, does more than express a style trend; for it results from the logical, uncompromising use of modern materials, lightweight steels. Steel trusses, as in a bridge, underlie the flowing curves of the body. Body and frame are one, welded together.

The first result of this construction, obviously, is great safety. . . . Great comfort follows inevitably. The center of gravity is low; passengers

step directly into the car; and the weight of all passengers is poised between the axles. There is no "back-seat" ride. Soft transverse springs eliminate the disagreeable "up-and-down" motion, the jounces, the bumps of the road that rob riding of comfort and rest. The gliding ride results naturally from body design and spring suspension.

With its smooth, powerful twelve-cylinder motor, the LINCOLN-ZEPHYR offers a new rhythm of motoring, as well as new ideas of beauty.



PRICED FROM \$1275 F. O. B. DETROIT
Available in Two Sedan Body Types