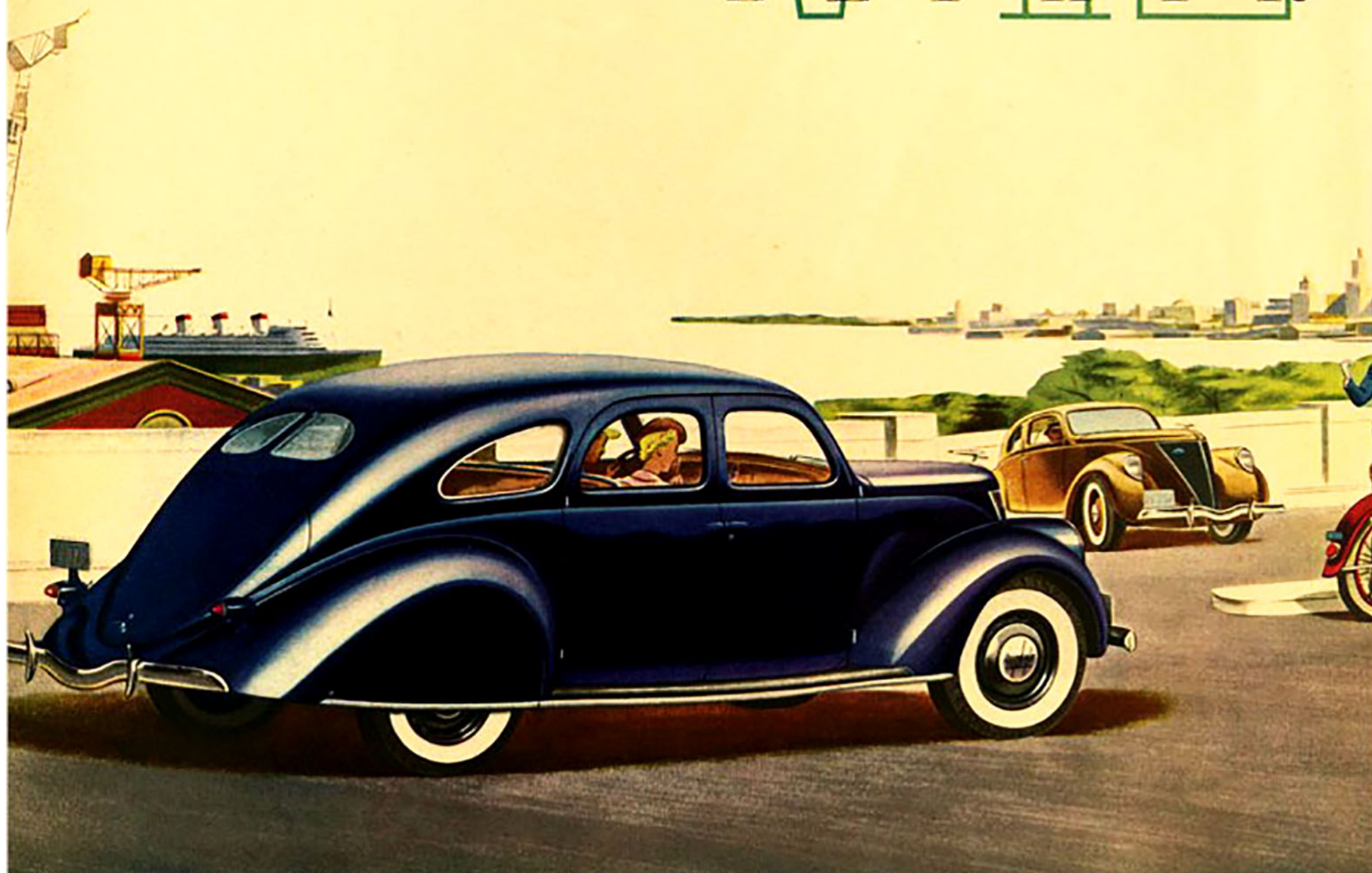


LINCOLN ZEPHYR



WORDS FROM THE WISE . . . ABOUT A NEW KIND OF CAR

MOTORISTS who have been accustomed to higher priced cars (and have traded them in on LINCOLN-ZEPHYRS) are the most generous in their praises of this new kind of automobile. Quoting from a few of many letters recently received:

"It takes 70 as smoothly as 45 in any other car."
The V-12 engine in the LINCOLN-ZEPHYR, designed by Lincoln, built by Lincoln, develops 110 horsepower. The next car with a twelve-cylinder engine costs more than three thousand dollars.

"My LINCOLN-ZEPHYR has gone over two thousand miles and I am pleased to report 15 to 16 miles to each gallon of gas." . . . Economy as well as

stimulating performance is built into the LINCOLN-ZEPHYR. It writes a new record on the roads.

"When they say a car has everything, this must be the one they are talking about." . . . The car is full of forward-reaching ideas in designing and engineering. The beauty of complete streamlining is evident at a glance. But those graceful, flowing lines are determined by steel trusses, as in a bridge. Body and frame are one, welded together. The resulting rigid structure is cradled on soft transverse springs. All six passengers are balanced "amidships." Seats are like divans. There is plenty of leg room and head room and

visibility. Passengers step from the pavement directly onto the floor of the car.

"Any one with any knowledge of automobiles will buy the LINCOLN-ZEPHYR after driving it." . . . Even a short ride will introduce you to the new rhythm of motoring. Ownership of the car will make going places a new joy. The Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr motor cars.



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Two Sedan Body Types

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