

LINCOLN ZEPHYR



THE LUXURY AND SAFETY OF TWELVE CYLINDERS—AT MEDIUM PRICE!

THE first thing an intelligent owner wants to know about a car—aside from who built it—is the kind of engine it has. The LINCOLN-ZEPHYR, new in idea and performance, has a twelve-cylinder engine of the V-type. It develops 110 horsepower. *It gives 14 to 18 miles a gallon!*

If that kind of engine and that record of economy seem unusual, remember that the LINCOLN-ZEPHYR has been designed by Lincoln, is built by Lincoln. In this engine, and car, are years of engineering experience. In it, too, is the Ford facility to build in quantity by precision methods. Vast economic resources are freely drawn upon by

the makers. All combine to produce a car which otherwise could not be produced.

This efficient V-12 engine powers a new *kind* of car. The beauty of the LINCOLN-ZEPHYR is the beauty of swift-flowing streamlines. The reason for the graceful form lies in the body beneath. Here is a "bridge framework" of steel trusses—light in weight, great in strength—to which is welded steel paneling on top, sides, and bottom. Thus, for all the LINCOLN-ZEPHYR's size (the wheelbase is 122 inches), the car weight is low. Every horsepower is put to productive work, and wastes no energy pulling extra poundage.

Passengers ride "amidships" in the LINCOLN-ZEPHYR. Just as the preferred staterooms are near the center of a transatlantic liner, so, near the center of this car—forward of the rear axle—passenger and car weight is poised. Soft transverse springs take up the annoying jolts of riding. The luxurious interior seats six people. Every ride is a "front-seat" ride.

Discover today, on roads of your own choosing, the luxury of this new twelve-cylinder car!



PRICED FROM **\$1275**

F. O. B. DETROIT

AVAILABLE IN TWO SEDAN BODY TYPES