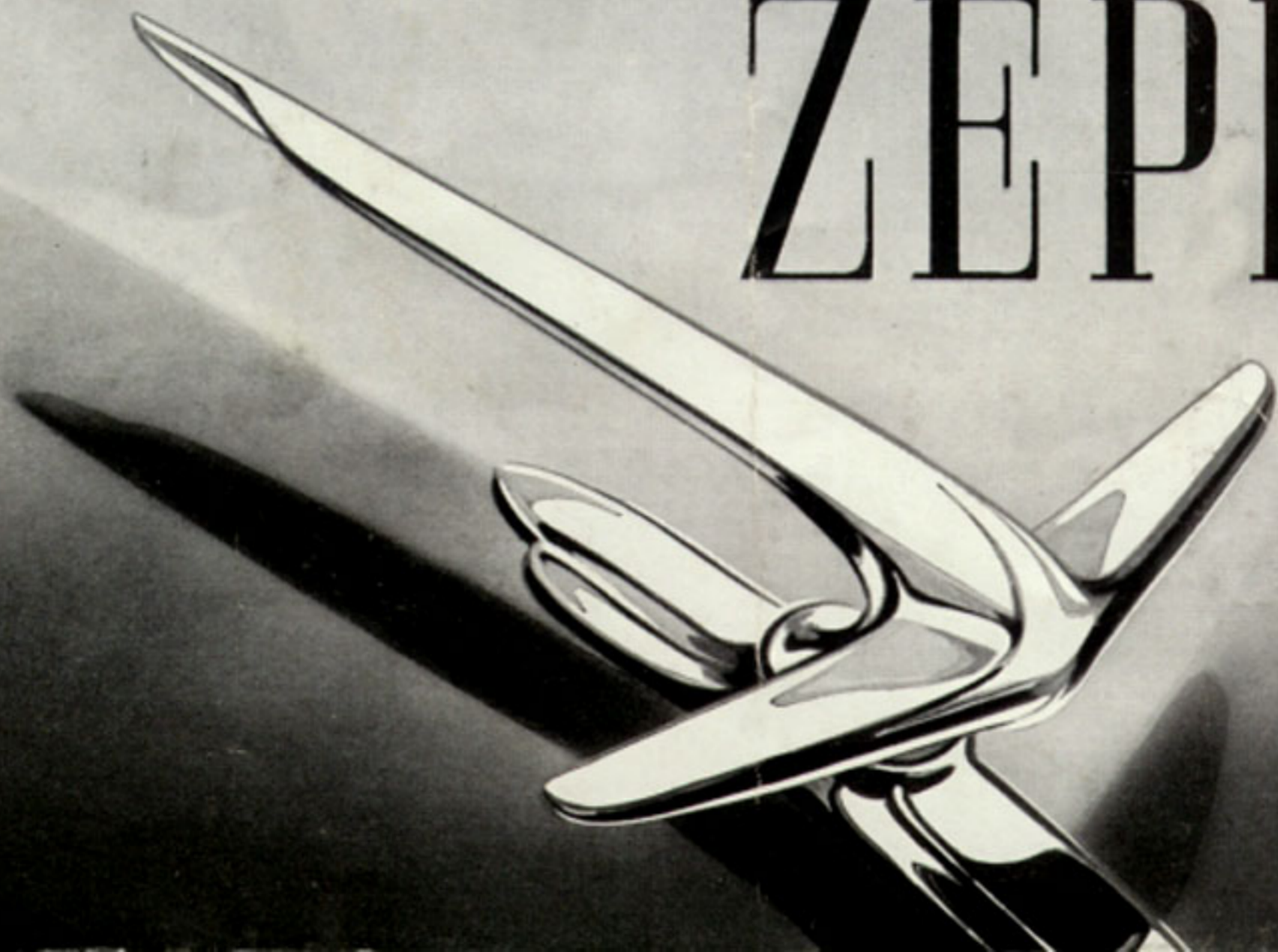
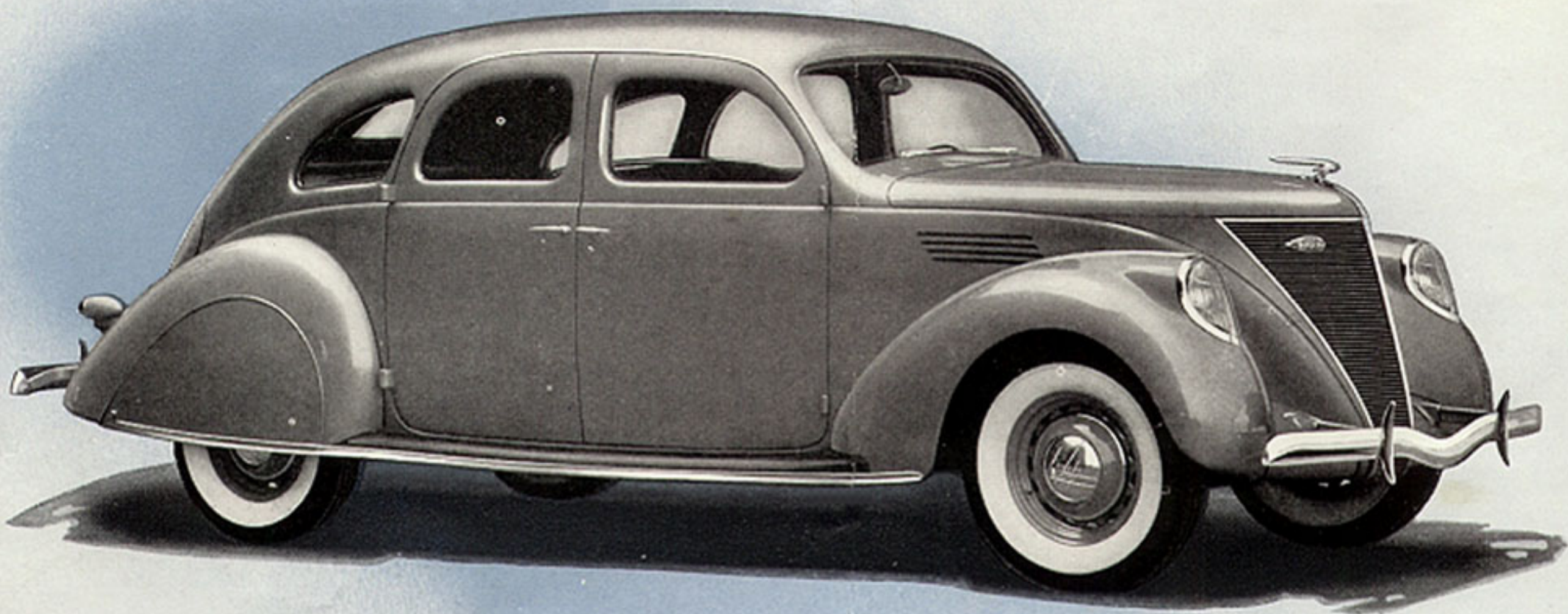


*A new standard of value
in the medium-price field*

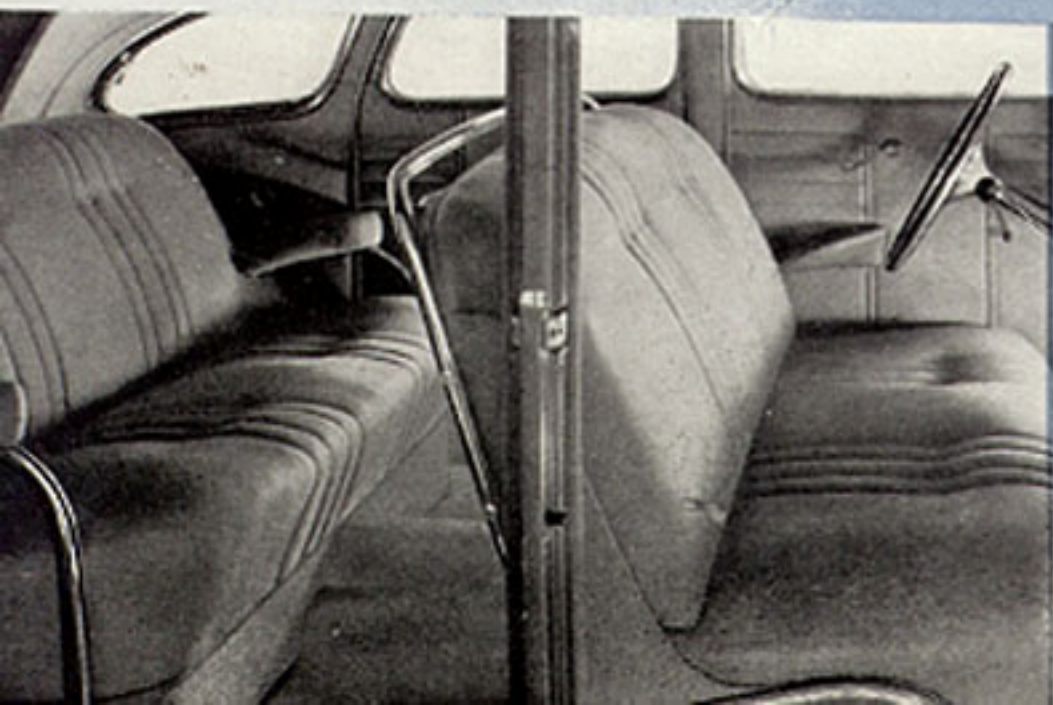
LINCOLN ZEPHYR



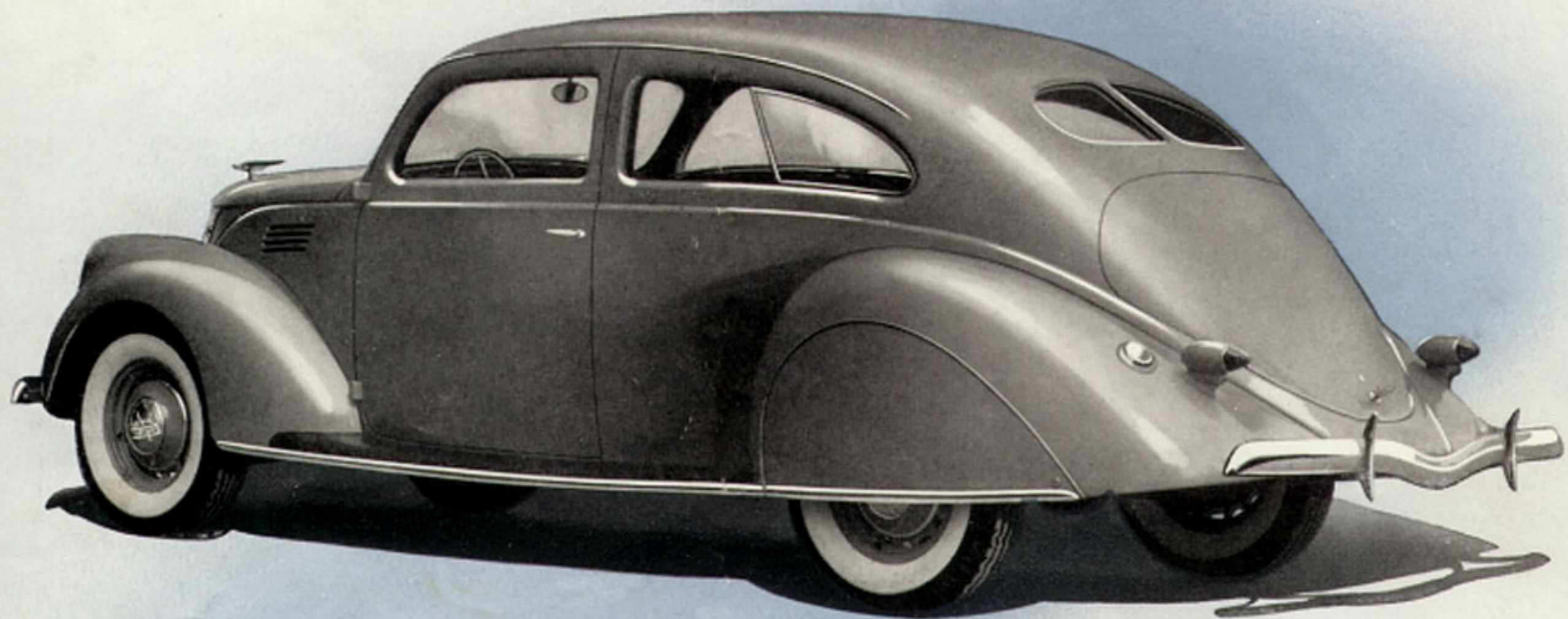


LINCOLN-ZEPHYR SEDAN (*Four-Door*)

Beautiful and authentic aerodynamic design. Low roof line with unusually low center of gravity. Large luggage compartment made easily accessible by tilting rear seat back forward. Spare wheel concealed by rear panel.



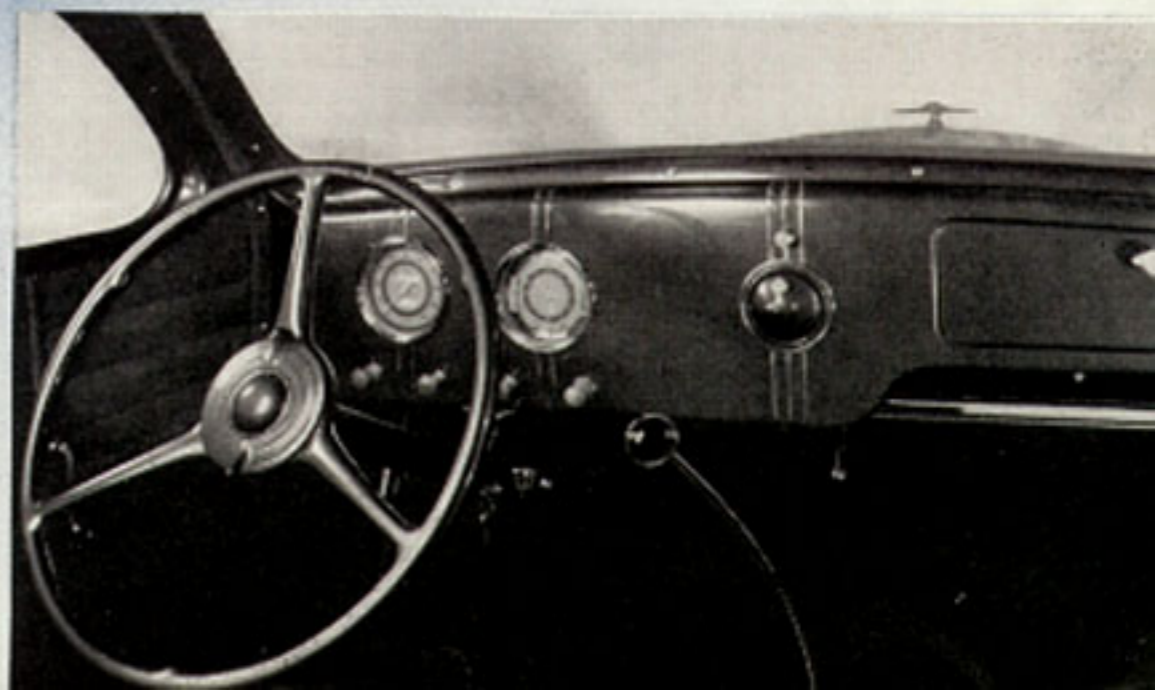
The interior treatment is as modern as its outward appearance. Seats are deeply cushioned and designed for utmost comfort. A Zephyr-smooth ride for six passengers, all carried well forward of the rear axle.



LINCOLN-ZEPHYR SEDAN (*Two-Door*)

Unusually wide doors. Passengers step directly onto floor of car from curb. The full-width front seat, divided at center, provides comfort for three. Back of each half tilts forward, allowing easy access to the rear seat.

Convenient instrument panel, 100-mile speedometer. Electric clock—oil, fuel, water temperature gauges and ammeter. Cigarette lighter and ash tray. Glove compartment with door that locks.



BORN IN THE LINCOLN TRADITION—BEARING THE LINCOLN NAME



The Lincoln-Zephyr, a product of the combined Ford-Lincoln resources and experience, sets new standards of value for the medium-price field. Its striking appearance expresses the most modern principles of aerodynamic design. Underlying its flowing curves is a new type of steel body structure which combines unusual strength and safety with light weight. Fine materials and precision workmanship! Power, comfort, style, economy! All combined in a type of car and at a price which only Ford and Lincoln resources, together, make possible.



★
Lincoln-Zephyr designed V-12 engine of 110 horsepower. Both banks of cylinders and crankcase, including exhaust passages and flywheel housing, are cast in one piece—extremely rigid, simple in design, readily accessible for adjustment, powerful and economical.

We reserve the right to make changes without notice, in prices, specifications and equipment, at any time, without incurring any obligation. . . . Lincoln Motor Company.

A FEW LINCOLN-ZEPHYR SPECIFICATIONS

ENGINE—V-type, 12 cylinders. Bore and stroke, $2\frac{3}{4}$ " x $3\frac{3}{4}$ ". Piston displacement, 267 cu. in. S.A.E. rated h.p., 36.3; Brake h.p., 110. Suspension, 3-point mounted in rubber. Main bearings, four. Cylinder heads, aluminum. Pistons, cast steel alloy.

CARBURETION—Dual down-draft. Silencer. Mechanical fuel pump mounted on top of engine.

IGNITION—Distributor direct driven from forward end of camshaft. Fully automatic centrifugal governor vacuum control.

STEERING—Worm and roller type. Turning radius 22 feet. Ratio 18.4 to 1.

TRANSMISSION—Helical silent-type gears for all speeds. Synchronizing unit between second and high.

REAR AXLE— $\frac{3}{4}$ floating, with straddle-mounted pinion. Full torque tube drive.

BRAKES—Fully enclosed internal-expanding. Two shoe, servo-type cable-conduit control.

SPRINGS—Transverse metal covered. Front, $40\frac{1}{2}$ inches long; rear, $46\frac{1}{2}$ inches. 133-inch spring base.

WHEELS AND TIRES—Electrically welded steel wheels 16 inches in diameter. Tires, 7.00 x 16.

EQUIPMENT—Hydraulic shock absorbers—double-acting type, safety glass throughout, cigar lighter and ash receptacle, electric clock, glove compartment in instrument panel fitted with lock, dual windshield wipers, two adjustable sun visors, front and rear arm rests, foot hassocks, rear view mirror, two synchronized horns, metal spring covers, rear wheel shields, twin tail and stop lights—all included in F. O. B. factory price.

Convenient terms through Universal Credit Company.