

# Your Opportunity

TO BUY THE STYLE LEADER

AT A USED CAR PRICE





The Sedan, making six, he for graveful, modern line to reposal of this ran. Seat of chair bright, see richl cybelstered. The rece decists a generous lugged straperfront.

Any of these models offers an outstanding value as a used car. They all have modern beauty...twelve cylinder performance with unusual economy...unit-body-and-frame... the gliding ride. Ahead of the times when they were built, they are ahead of the times today!



the Composite year, 1928. The Composite graceful in line and amout it expected mounts. It is expectly appropriate for limitation or plans run. There eithe constitutable. There is recomp storage space behind the cost and in his large grace compositions is

## FOR A MODEST INVESTMENT-

A Used Lincoln-Zephyr Offers Style Leadership— 12-Cylinder Performance—14 to 18 Miles Per Gallon

Pride of ownership has a lot to do with the satisfaction you get from a fine motor car. At a price that represents only a portion of the original cost, you may own a used Lincoln-Zephyr V.12-a fine automobile with features and advanced appearance not available in any other car in its price class.

Every motivate wants a modern car, regardless of what he pays. In the Lincoln-Zaphyr of 1956, 1973, et 1933 vap or the car that introduced functional designpending flush in fembers, scientific streamlising, narrow running learns and many more advancements—more of which are just bring undergod on 1920 of other makes. And the Lincoln-Zephyr is still the only car below \$2000 with a V-type 12-sylinder engine.

Thus, the 1936, 1937, 1938 Lincoln-Zephyrs, became they were years ahead when built, are outstanding values in the used car field today. The cost of operation and upkeep is surprisingly low! For instance, owners report that the Lincoln-Zephyr gives 14 to 18 miles nor callon.

Because these Lincoln-Zephyr cars were designed and built in the Lincoln manner, they still have many thousands of miles of useful motoring in them. Ask your Lincoln-Zephyr dealer about this fine car at resale.



LINCOLN-ZIPHYR V-12, 1937 The Cospe-Sedan is of the

# COMFORT "BUILT-IN"





LINCOLN-ZIPHYR V-12, 1937

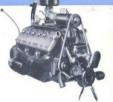
LINCOLN-ZEPHTR V-12, 1936 to side in confect, Doors



#### THE UNIT BODY AND FRAME-NEW SAFETY

More that at the matchine the Lincolo-Exploy's circumlined restores. Be unbbody-underson sufficient dessure engine principles that are replayed in designing other bridge, such parket netwer and streamly designing the relative perinciples that the entired beauty, is chosed models, in a framework of need towards and streamly are designed to the entired beauty, in chosed models, in a framework of need towards, for the ride of steel, on tops side and battom, steel proach are welled. There is no reports chosed on the Lincolo-Exploy is no habited plaint to speak or with 16-18 freedow in the first streamly in the Lincolo-Exploy is no habited plaint to speak or with 16-18 freedow from the other plaint to speak or with 16-18 freedow.





#### V-12 ENGINE-

SMOOTH, POWERFUL, ECONOMICAL

A fine master car maps! first be judged by its engine. The

Lincoln Zephyr has a Varye I Zeylinder engine. It develops III biaserpower, Bill by Lincoln - a littorile standards of eaself-tens-chic engine is simple, compact, original in design, highly efficient and economical. On all mosts, performer is intillized. This is the result of Lincoln precision methods and Lincoln designing. There is a transmission received as possess, And Foun outsiers everywhere consecunificantium of an assuing crossory record—11 to 18 miles per galanan milescoled mileage, until now, in a 12cylinder engine.

# FEW OUTSTANDING LINCOLN-ZEPHYR FEATURES



Luggage Compartment. 1937 and 1938 Sedans. The rear deck compartment contains spare tire and wheel which swing outward easily. There is a generous provision for luggage. The lined compartment is both dustproof and waterproof.



Curb-level entrance. Running boards are not needed on the Lincoln-Zephyr. Its low height enables you to step directly onto the floor of the car. All doors are wide so that passengers may enter and leave easily.



Three in Front. Three adult passengers may ride with perfect comfort in the front seat, or back, so wide is this ear.

Space taken up by running boards in conventional cars is utilized in the Lincoln-Zephyr to give extra room for passengers.

## FACTORY ENGINE AND PARTS EXCHANGE PLAN

Lincoln-Zephyr service is founded on the same tradition that has given Ford and Lincoln service outstanding recognition throughout the entire automobile world. It is backed by the resources of the Ford Motor Company, One of its most attractive features is the Factory Exchange Plan of servicing and repairing the Lincoln-Zephyr. It means that many factory reconditioned parts—from a brake shoe to a complete cylinder assembly—are available to Lincoln-Zephyr womers at greatly reduced price—a saving both in cost of service and in time.