

*"Oh please let me
take the Lincoln-Zephyr!"*



THERE comes a time in the affairs of man when dinner jacket supplants sweater . . . dates with a girl take the place of meetings with the gang . . . and bicycle gives way to automobile.

These are exciting days (and nights) for parents as well as sons. And sometimes they are worrisome days. Any realistic mother is bound to be concerned when a youngster steps on a starter for the first time, driving himself and his friends to parties. She is the first to insist upon *safety* in the automobile the children drive.

Many a mother who purchases the Lincoln-Zephyr thinks about son or daughter quite as much as herself. The very qualities which recommend this car for her own use recommend it also for her children's use.

She knows it is big and steady, with a 133-inch springbase, and a lower center of gravity. . . . She has found it amazingly easy to steer, alert in a crisis. . . . She knows the brakes are powerful, and that her light foot on the pedal is sufficient even for emergency stops.

She understands that the car's rare beauty results

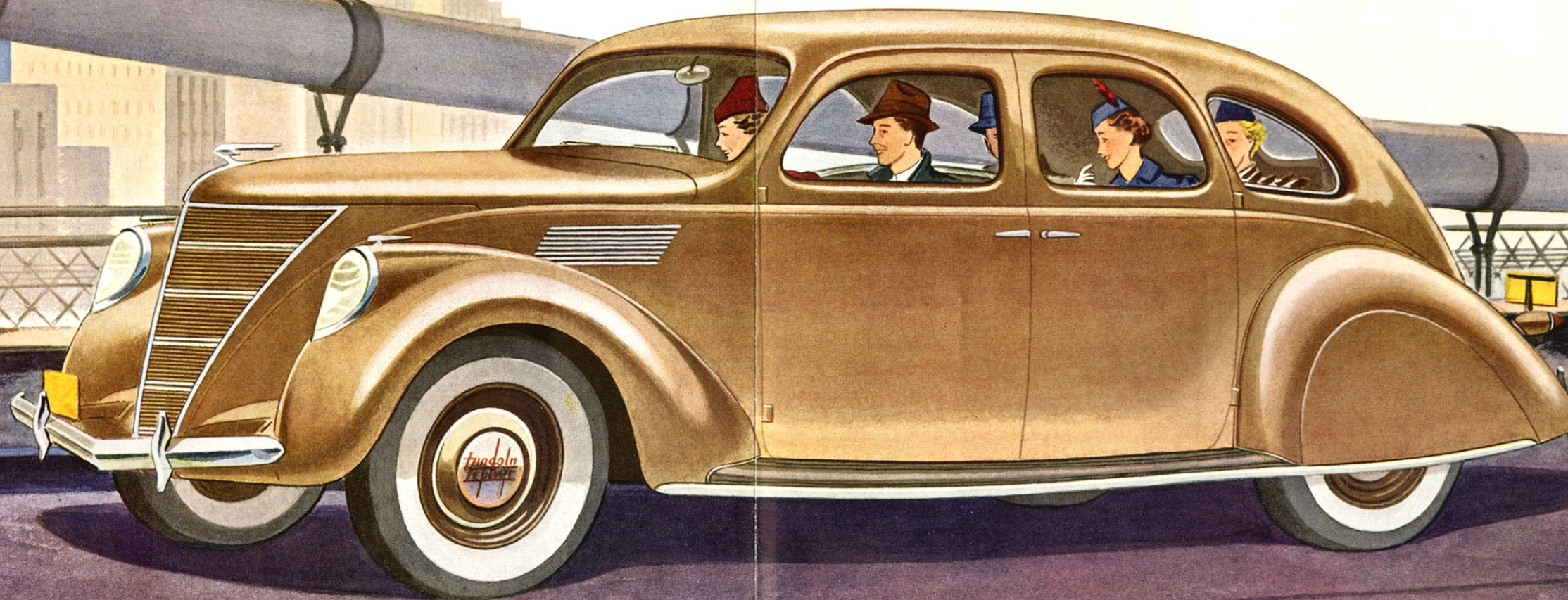
from unique construction; that body and frame are one, a welded steel structure, rigid, comfortable—*safe!*

And the surge of power from the 110-horsepower 12-cylinder motor becomes to her another safety factor—flexibility with which to drive well, pick-up to get one out of a tight spot.

"Oh, please let me take the Lincoln-Zephyr!" The wise mother (or father) answers "yes." . . . In the son's eyes it is *good enough* even for the girl friend. . . . In his mother's eyes it is *good enough* for her son!



T*he car for all the family
... the car for all roads*



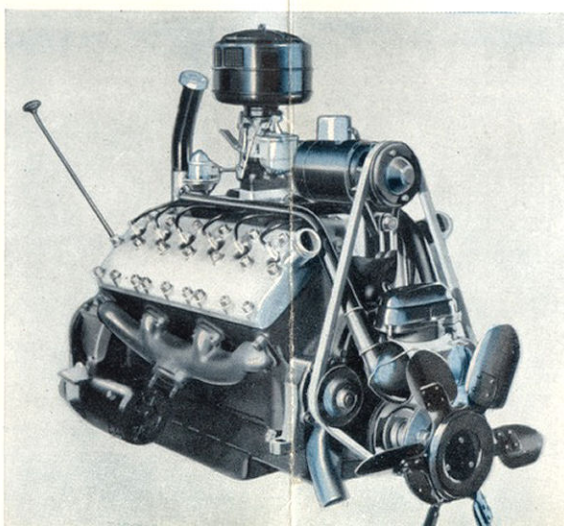


Seats are like divans. You sit as on luxurious cushions. The angle of the seats completely rests the back. Arm rests are on both front doors, and in rear compartments as well.

This compartment holds three or four traveling cases or golf bags. The compartment is lined, is dust-proof and water-proof. . . . Additional tire is also enclosed in rear deck and swings out on specially constructed bracket.



It is unusual to put a V-12 engine in a medium-priced car—but this is an unusual car! The engine is built by Lincoln and is amazingly economical.



Q. Is the Lincoln-Zephyr a new car?

A. It is more than that. It is a new kind of car.

Q. What makes it new?

A. Many things. The body design, first.

Q. What is that?

A. The body and the frame are one rigid unit of steel. There is no chassis, as you commonly think of it. To this frame steel panels are welded.

Q. All around?

A. All around—top, sides, bottom. It's like riding in a steel house.

Q. What else is new?

A. The V-12 engine. The next car with a V-12 engine costs many hundred dollars more.

Q. Is it a Lincoln-built engine?

A. Yes, Lincoln engineers designed it and Lincoln craftsmen build it especially for this new car.

Q. How about mileage?

A. That's another piece of news. 14 to 18 miles on a gallon of gas.

Q. Consistently?

A. We have letters from owners in practically every state in the union confirming this gasoline mileage.

Q. Is this a roomy car?

A. Inches roomier than others in its price class. No conventional running boards, as you see. Space that would ordinarily be used for them is added to the body.

Q. How does it ride?

A. One owner gave the final answer to that. He said, "It's like riding around on a sofa!"

Q. How do owners like it?

A. One dealer gave the answer to that. "I've been in the automobile business a good many years. I can say honestly I've never in my life seen more enthusiasm for any car than I've seen for the Lincoln-Zephyr. It just stops people!"

Three people sit without crowding in the front seat. . . . The car illustrated at the top of the page is the Sedan. There are three other body types to meet individual requirements, the Coupe, Coupe-Sedan, and Town Limousine.





FEATURES

THAT MAKE THE LINCOLN-ZEPHYR V.12

STAND OUT IN THE MEDIUM-PRICE FIELD

V-type, 12-cylinder, 110-horsepower engine.
Body and frame in a single unit—light in weight, great in strength, for greater comfort, safety and quietness.

Low center of gravity.

Conventional running boards eliminated; body width increased.

A "front-seat" ride for everyone—all passengers sit towards the center in the Lincoln-Zephyr.

14 to 18 miles per gallon of gasoline—proved in the hands of thousands of owners.

Designed by Lincoln engineers—built in the Lincoln plant by Lincoln precision methods.

The "flowing" ride—a new rhythm of motoring.

Authentically streamlined.

Wheelbase 122 inches. Springbase 133 inches.

Seats like divans. High power-to-weight ratio.

Safety Glass throughout. Extremely responsive

brakes with cable and conduit control as

on the Lincoln. Generous luggage compartment.

Exceptionally wide windshield.

Unusual visibility all around. Engine readily

accessible.

Liberal terms through Authorized Finance Plans of the Universal Credit Company. This service provides a convenient, economical way to buy your Lincoln-Zephyr car out of income.

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

THE LINCOLN MOTOR COMPANY

BUILDERS OF LINCOLN AND LINCOLN-ZEPHYR MOTOR CARS