



## THERE'S ONLY ONE WAY TO GET ALL THAT LINCOLN-ZEPHYR OFFERS!

SET DOWN, if you will, all the qualities you would like in your new car. Compromise with no desire! We have an idea your ideal car is here, and that you can well afford to buy and run it.

Modern styling? Three years ago the Lincoln-Zephyr established today's vogue.

But you are sensible enough to consider what lies beneath style. You enjoy mastery over a powerful engine—have perhaps dreamed of a "twelve." The Lincoln-Zephyr has a smooth, V-type 12-cylinder engine—only "twelve" in its field.

You keep account of your running expenses and must watch the bills. The Lincoln-Zephyr's 12 cylinders give 14 to 18 miles to the gallon.

You pride yourself on knowing something about automobile engineering, are impressed by sound and original design. In all closed types, the body and frame of the Lincoln-Zephyr are a unit—steel panels welded to a framework of steel trusses. This is the arch-bridge construction, which results in light weight (for efficient operation) and rigid, unyielding strength.

In addition to the strength of the unit-body-and-frame, many other Lincoln-Zephyr features contribute to safety—low center of gravity, hydraulic brakes, passenger position "amidships," soft, transverse springs, and clear visibility through a wide windshield.

There are now more than 65,000 enthusiastic Lincoln-Zephyr owners. They say to you: There is only one way to get all that Lincoln-Zephyr offers. Get a Lincoln-Zephyr! Lincoln Motor Company, Division of Ford Motor Company.



**BENEATH ITS OUTWARD BEAUTY**

A combination of features that makes it the only car of its kind. 1—Unit-body-and-frame—steel panels welded to steel trusses. 2—V-type 12-cylinder engine—smooth, quiet power. 3—14 to 18 miles to the gallon. 4—High power-to-weight ratio—low center of gravity. 5—Comfort for six, "amidships" in chair-height seats—gliding ride—direct entrance—high visibility. 6—Hydraulic brakes.

# Lincoln-Zephyr V-12

THE STYLE LEADER

