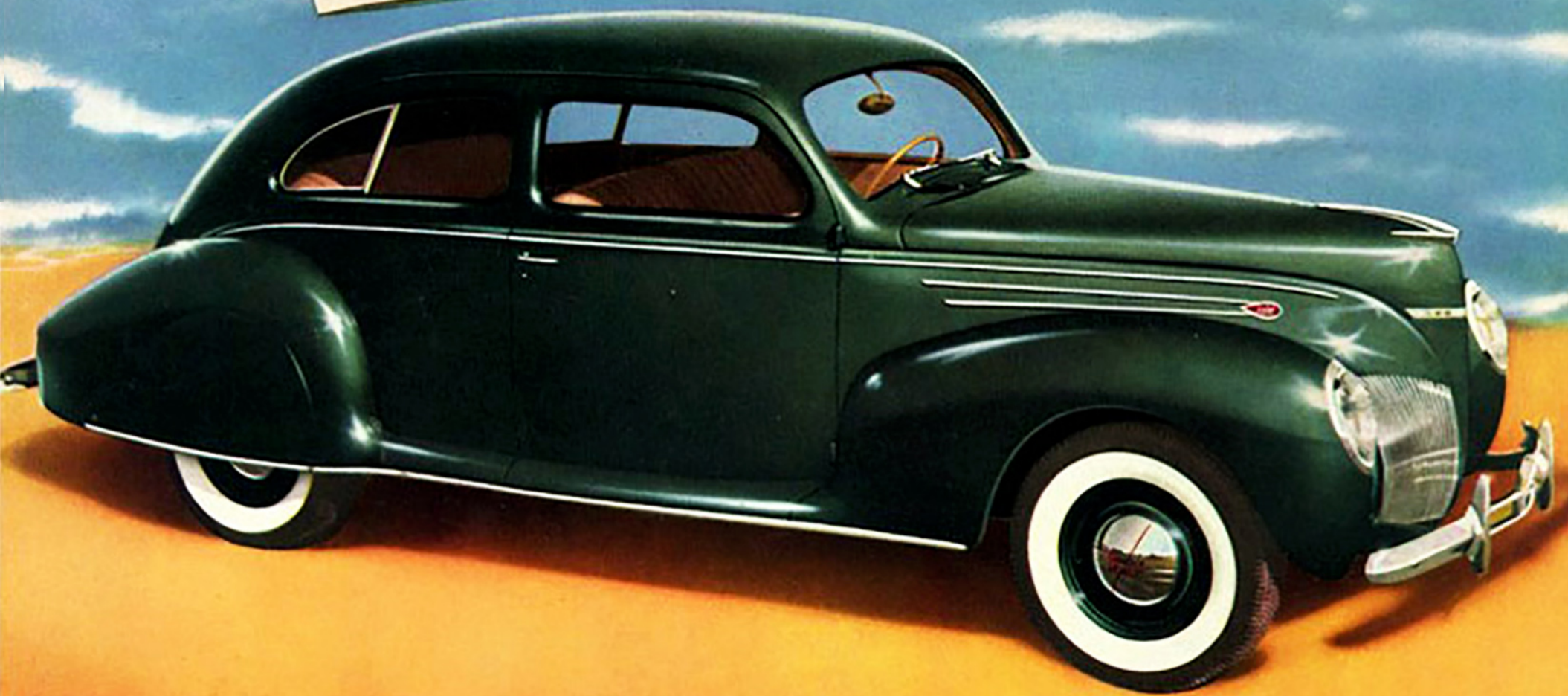




Dear Eve -

All six of us ran away
from the heat last weekend -
in the Lincoln-Zephyr.

We enjoy the new car
for many reasons - not the
least of which is Stan. With
his first driver's license in his
pocket, and his young lord-of-
all-he-surveys complex,
we'd far rather have him at
the wheel of a Lincoln-Zephyr.
As for him, he'd rather drive
it than eat, sleep, or swim!



The Lincoln-Zephyr plays no favorites. Every member of the family can be pleased. If Father admires power, here it is aplenty. If Daughter admires style, here are the graceful streamlines that inspired today's vogue. If Mother would have comfort on journeys longer than she used to make, she will find it in this car. Safety for all is inherent in the unique trussed construction of Sedan and Coupe. Peace of mind rides with you in this sure-footed car. Lincoln Motor Company, Division of Ford Motor Company.

Lincoln-Zephyr V-12