



THIS "TWELVE" IS DIFFERENT, YES . . . BUT WHY?

You have admired the Lincoln-Zephyr as style leader. This is the car that influenced an industry. But it is very much more!

The Lincoln-Zephyr is a "twelve"—only one in its field. The brilliant performance of extra cylinders can now be had at medium price. *Here is a difference!*

This "twelve" is thrifty. It gives 14 to 18 miles to the gallon. . . . *Here, too, is a difference!*

Beneath the car's modern beauty is the only automotive structure of its kind. Steel

trusses, in all closed types, form a rigid bridge-type framework in which body and frame are a unit. This structure, light in weight, great in strength, is balanced on soft transverse springs 136 inches apart. *This is a difference!*

Altogether it is a unique combination of features, pioneered by Lincoln-Zephyr in the medium-price field, which sets this car apart. These include the balanced distribution of car weight and passenger weight . . . low center of gravity . . .

effective soundproofing . . . wide bodies with concealed running boards . . . chair-high seats. *These, also, are differences!*

But you cannot hope to know how individual a car this is until you drive. Landscape sweeping past, hills leveling down bring you new exhilaration. 70,000 owners say with you, "I never knew driving could be such fun!" . . . Your new ride is waiting. Why put off pleasure longer? Lincoln Motor Company—Division of Ford Motor Company.

LOOK BENEATH THE STYLE



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-high seats—gliding ride—direct entrance—high visibility. 6. Hydraulic brakes.

Lincoln-Zephyr V12

THE STYLE LEADER

