

IT BRINGS VACATION JOYS TO TOWN!

SUMMER SPENT, you turn again toward the city. Places you visited and the pleasures of being away are still in your mind. If you own a Lincoln-Zephyr you can bring vacation joys back with you! This car will satisfy on city streets near home as it did on the open road!

The V-type 12-cylinder engine that responded with confident power up a mountain now idles quietly in traffic. You move smoothly when lanes are crowded. Emergency speed is there if you need it. And for all the stops and starts at lights, the

Lincoln-Zephyr will go along with thrift and ease!

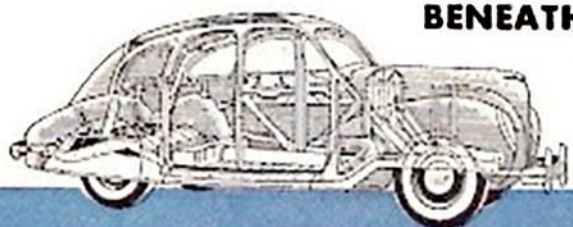
This is a big car. Three of you can ride comfortably from home to office or theater on the front seat. Yet the Lincoln-Zephyr handles lightly. Parking places are not so small as they seem! And the wide windshield gives you a clear view of what goes on.

The unique body-and-frame, exclusive to Lincoln-Zephyr, is built for comfort. In all closed types, steel panels are welded to a framework of steel trusses. The whole is

suspended over soft transverse springs 136 inches apart. The Lincoln-Zephyr's center of gravity is low; the car holds to the ground. Passenger and car weight is balanced toward the center.

This car is justly called "style leader." Its graceful streamlines have influenced the designs of an industry. But look *beneath* the style! Here, for travel in country or town, is a combination of features at medium price not to be matched at any price! Lincoln Motor Company, Division of Ford Motor Company.

BENEATH ITS OUTWARD BEAUTY



A combination of features that makes the Lincoln-Zephyr 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 and economical power.* 3. *High power-to-weight ratio—low center of gravity.* 4. *Comfort for six, "amidships" in chair-high seats—gliding ride—direct entrance—high visibility.* 5. *Hydraulic brakes.*

Lincoln-Zephyr V12

THE STYLE LEADER

