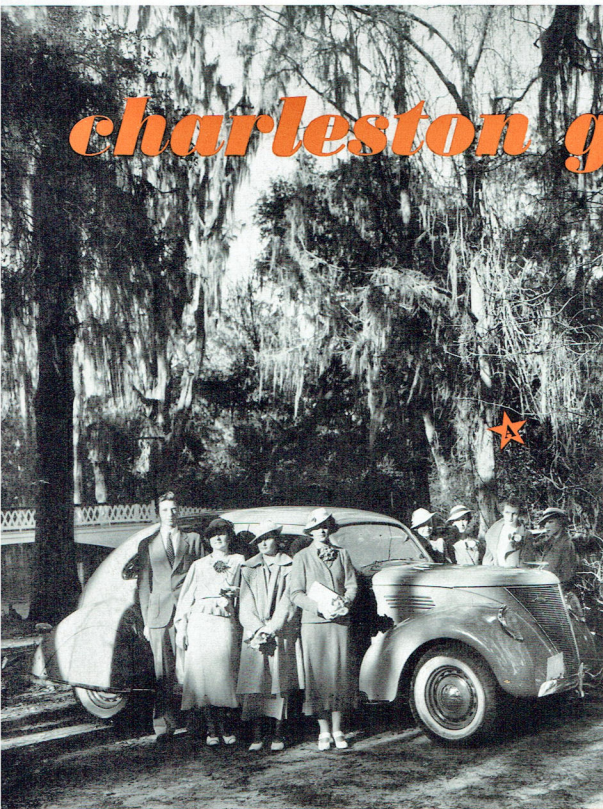


L I N C O L N

newsletter

charleston glimpses

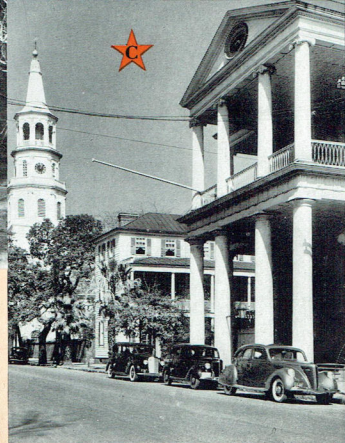


Here, in the haunting heart of the South, are ghostly sycamores and heavy oak; the shining evergreen of the mock-orange; the bright azaleas and scarlet crepe-myrtle. Here, at Charleston, mingle the splendor of the old, the ecstasy of the new . . . a town of memories, beloved by its people, a mecca for those who love beauty in its varied forms. The camera has snapped, for the Newsletter, typical glimpses of this historical and lovely place.

A A group in the famous Magnolia Gardens—"the most beautiful garden in the world"—including Mr. Norwood Hastie, Jr., son of the owner.

B The staff of the crack cadet corps of the Citadel, South Carolina's military school, known as "the West Point of the South."

C In striking contrast between the historic and the modern, a Lincoln-Zephyr stands on historic Meeting Street.



TAKING THE COUNTRY IN STRIDE

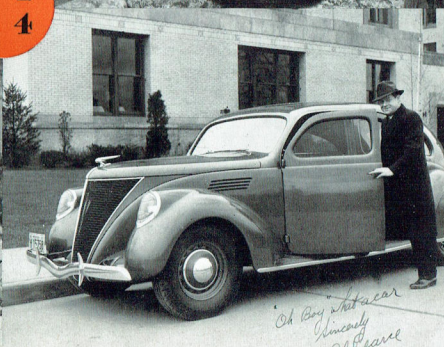
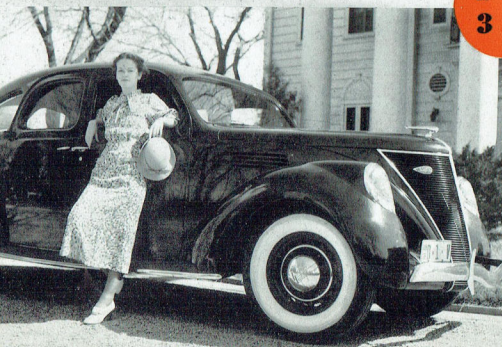
This new kind of car, the Lincoln-Zephyr, already has won many enthusiastic friends. New records are being written on the roads of the West, East, South, North! Its unusual fuel economy (14 to 18 miles per gallon) . . . its Lincoln sponsorship . . . its unique body design . . . its advanced streamlining . . . all have earned the esteem of experienced motorists. Some of the Lincoln-Zephyr's new friends are pictured below—and comments from others appear at the right.

1 A Lincoln-Zephyr at the Silver Fox farm of Fromm Brothers, Wausau, Wisconsin—where on 12,000 acres are 6500 pairs of breeding foxes!

2 His Excellency, Joseph Clark Grew, American Ambassador to Japan, and Mrs. Grew, at a preview of the Lincoln-Zephyr in Tokyo.

3 Miss Juanita Dick, of Topeka, Kansas, photographed with a new Lincoln-Zephyr. Miss Dick was recently voted queen of her school.

4 Al Pearce, radio star, photographed at the Lincoln plant at the start of a western tour. His comment: "Oh boy—what a car!"



1 2
3 4

Oh Boy what a car
Lincoln
Al Pearce
h.c.

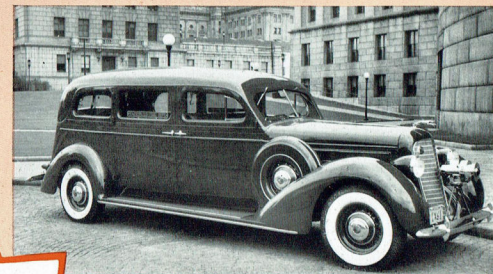
**SOME NAMES
YOU KNOW**



Mr. Samuel W. Nau, of Tustin, California, with his 1926 Lincoln (right)—which has run 65,000 miles at a repair cost of less than \$75!



Manuel L. Quezon, first president of the Commonwealth of the Philippines, about to enter his new Lincoln, in front of the Malacanan Palace.



A Lincoln ambulance delivered to the Fire Department of Harrisburg, Pennsylvania—where it is now justifying the confidence of its makers.

WORDS FROM THE WISE . . . ABOUT A NEW KIND OF CAR

"I feel that the Lincoln-Zephyr is all that one can ask in a car. The thing that pleases both Mrs. Schultz and myself is how easily it covers the road, and the lack of stiffness or tired feeling after a long trip."

J. C. Schultz
Aberdeen, S. D.

"Recently I had occasion to drive my Lincoln-Zephyr to Savannah and return. During this trip I maintained an average speed of over sixty miles per hour and the gas consumption showed an average of twenty miles per gallon."

Needgate M. Owensby, M. D.
Atlanta, Ga.

"When they say a car has everything, this must be the one they are talking about. It has speed galore, and comfort!"

C. H. Nunneley
Dearborn, Michigan

"I am the proud father of a rather large family. Well, sir, my whole family keeps praising this car to the skies! I guess my car worries are over—thanks to your Lincoln-Zephyr!"

D. F. Wilson
Clarksburg, W. Va.

"In all my years of driving I have never seen a car perform as beautifully and ride with such luxury as the Lincoln-Zephyr. The car's great safety is enhanced by ease of handling and control."

Joe W. Engel
Chattanooga, Tenn.

"It's mighty hard to swing over to a different make, but after getting behind the wheel of a Lincoln-Zephyr I lost no time in placing my order. It is an ideal car—especially for the city, because of its incomparable 'get-away'!"

Everett M. Clark
Brooklyn, N. Y.

The LINCOLN

One Lincoln owner, during an active life, has purchased and driven forty-seven motor cars. That he recommends his latest purchase, the Lincoln, to friends who seek his judgment as an engineer, is a sincere and convincing tribute to the car's excellence. The Lincoln appeals most of all to the experienced and the critical. . . . The new Lincoln is a superb fusion of the engineer's and the coachmaker's arts.

