

# COMFORT

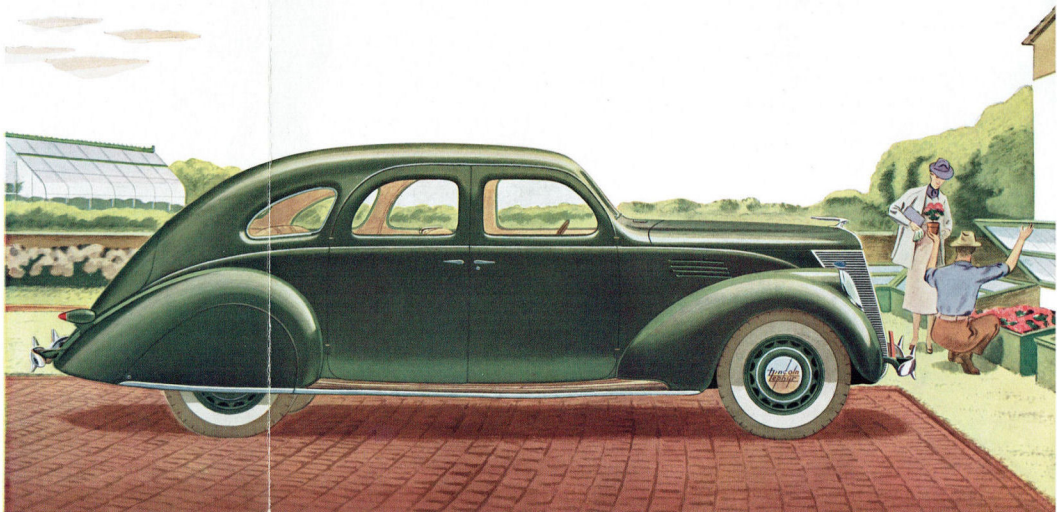


LINCOLN V12 ZEPHYR

# LINCOLN ZEPHYR

Have you ever left for a drive of some hundred miles through hard country . . . maintained a steady, swift pace to keep to schedule . . . kept on going with no time out even for luncheon . . . and arrived at journey's end fresh as when you started?

That's the sort of thing a Lincoln-Zephyr takes in its stride. For this new kind of car, with its new conception of comfort, brings far places together with ease and dispatch. Discover, on the pages within, why one experienced motorist, a man who has owned many makes of cars, recently said of the Lincoln-Zephyr: "It is the most astonishingly comfortable car I have ever known!"



## **THE LINCOLN-ZEPHYR CONDENSED SPECIFICATIONS**

**ENGINE:** V-type, 12 cylinders: Bore and stroke— $2\frac{3}{4}$  x  $3\frac{3}{4}$  inches; Piston displacement—267.3 cubic inches; S.A.E. rated horsepower—36.3; Brake horsepower—110; Suspension, three-point mounted in rubber; Number of main bearings—4; Connecting rods—side-by-side type; Main and connecting rod bearings—steel-backed; Cylinder heads—aluminum; Pistons—cast steel alloy; Number of piston rings, 3—two compression, one oil-control; Camshaft drive—silent gear; Valves—diameter  $1\frac{1}{2}$  exhaust and inlet; Non-adjustable valve lifters—factory precision-set clearances; Exhaust valve seat inserts—tungsten alloy-steel.

**CARBURETION SYSTEM:** Carburetor—dual down-draft type equipped with silencer; Fuel pump—mechanical, mounted on top of engine.

**CLUTCH:** Single plate type. Throw-out bearing of pre-lubricated type.

**IGNITION SYSTEM:** Distributor direct driven from forward end of camshaft. Fully automatic vacuum-controlled centrifugal governor.

**STEERING SYSTEM:** Steering gear—worm and roller type, 18.4 to 1 ratio. Turning radius—22 feet left and right.

**TRANSMISSION:** Number of forward speeds—3. Gears—helical silent type. Synchronizing unit between second and high speed gears.

**REAR AXLE:** Type—Three-quarter-floating, with straddle-mounted pinion. Drive—Full torque tube type.

**BRAKES:** Fully enclosed internal expanding two-shoe servo-type, cable-conduit control.

**SPRINGS:** Type—Transverse cantilever. Front—length  $40\frac{1}{2}$  inches; rear—length  $46\frac{1}{2}$  inches. Spring-base—133 inches. Wheelbase—122 inches.

**WHEELS AND TIRES:** Wheels—cold drawn steel, demountable, diameter 16 inches. Tires—size 7.00x16.

**EQUIPMENT:** Hydraulic shock absorbers—double-acting type, safety glass throughout, cigar lighter and ash receptacle, electric clock, glove compartment in instrument panel fitted with lock, dual windshield wipers, two adjustable sun visors, front and rear arm rests, foot hassocks, rear view mirror, two synchronized horns, metal spring covers, rear wheel shields, twin tail and stop lights—all included in F. O. B. factory price.

We reserve the right to make changes, without notice, in prices, specifications, and equipment, at any time without incurring any obligation—Lincoln Motor Company.

LINCOLN ZEPHYR



COMFORT

FORM 713—MAY, 1931

PRINTED IN U. S. A.

We reserve the right to make changes, without notice, in prices, specifications, and equipment, at any time without incurring any obligation—Lincoln Motor Company.

F. O. B. factory price.  
 shields, twin tail and stop lights—all included in  
 chroized horns, metal spring covers, rear wheel  
 rests, foot hassocks, rear view mirror, two syn-  
 wipers, two adjustable sun visors, front and rear arm  
 instrument panel fitted with lock, dual windshield  
 ash receptacle, electric clock, glove compartment in  
 acting type, safety glass throughout, cigar lighter and

EQUIPMENT: Hydraulic shock absorbers—double-  
 demountable, diameter 16 inches, Tires—size 7.00x16,  
 WHEELS AND TIRES: Wheels—cold drawn steel,  
 base—133 inches, Wheelbase—122 inches.

SPRINGS: Type—Transverse cantilever, Front—  
 length 40½ inches; rear—length 46½ inches, Spring-  
 base—133 inches, Wheelbase—122 inches.

BRAKES: Fully enclosed internal expanding two-shoe  
 servo-type, cable-conduit control.

REAR AXLE: Type—Three-quarter-floating, with  
 straddle-mounted pinion. Drive—Full torque tube  
 type.

TRANSMISSION: Number of forward speeds—3,  
 Gears—helical silent type, Synchronizing unit  
 between second and high speed gears.

STEERING SYSTEM: Steering gear—worm and  
 roller type, 18.4 to 1 ratio, Turning radius—22 feet  
 left and right.

IGNITION SYSTEM: Distributor direct driven from  
 forward end of camshaft, Fully automatic vacuum-  
 controlled centrifugal governor.

CLUTCH: Single plate type, Throw-out bearing of  
 pre-lubricated type.

CARBURETION SYSTEM: Carburetor—dual down-  
 draft type equipped with silencer; Fuel pump—  
 mechanical, mounted on top of engine.

clearances; Exhaust valve seat inserts—tungsten  
 alloy-steel.

Non-adjustable valve lifters—factory precision-set  
 silent gear; Valves—diameter 1½ exhaust and inlet;  
 two compression, one oil-control; Camshaft drive—  
 Pistons—cast steel alloy; Number of piston rings, 3—  
 bearings steel-backed; Cylinder heads—aluminum;  
 rods—side-by-side type; Main and connecting rod  
 rubber; Number of main bearings—4; Connecting  
 power—110; Suspension, three-point mounted in  
 inches; S.A.E. rated horsepower—36.3; Brake horse-  
 2¾ x 3¼ inches; Piston displacement—267.3 cubic

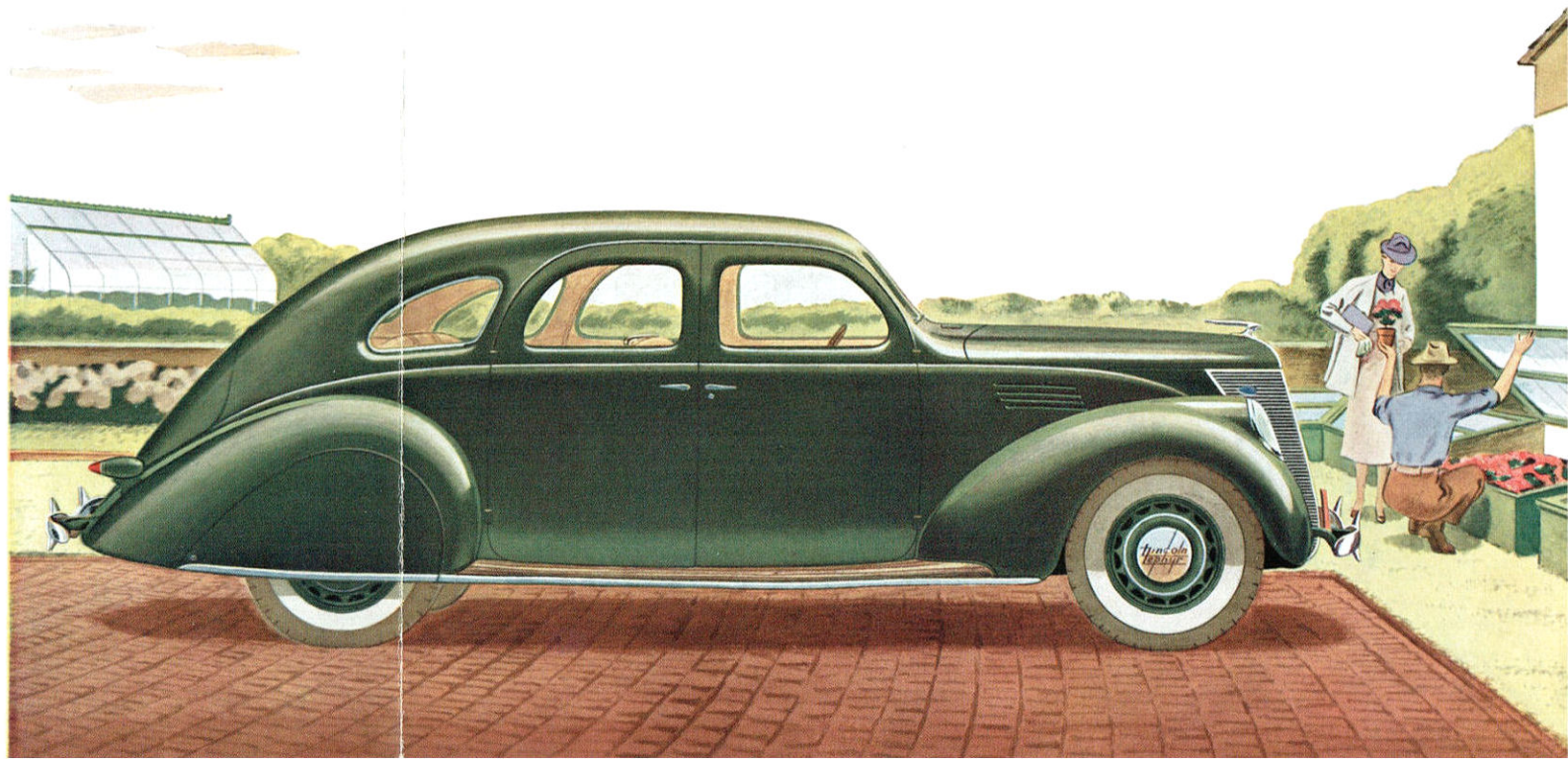
ENGINE: V-type, 12 cylinders; Bore and stroke—  
 2¾ x 3¼ inches; Piston displacement—267.3 cubic  
 inches; S.A.E. rated horsepower—36.3; Brake horse-  
 power—110; Suspension, three-point mounted in  
 rubber; Number of main bearings—4; Connecting  
 rods—side-by-side type; Main and connecting rod  
 bearings steel-backed; Cylinder heads—aluminum;  
 Pistons—cast steel alloy; Number of piston rings, 3—  
 two compression, one oil-control; Camshaft drive—  
 silent gear; Valves—diameter 1½ exhaust and inlet;  
 Non-adjustable valve lifters—factory precision-set  
 alloy-steel.

THE LINCOLN-ZEPHYR  
 CONDENSED SPECIFICATIONS

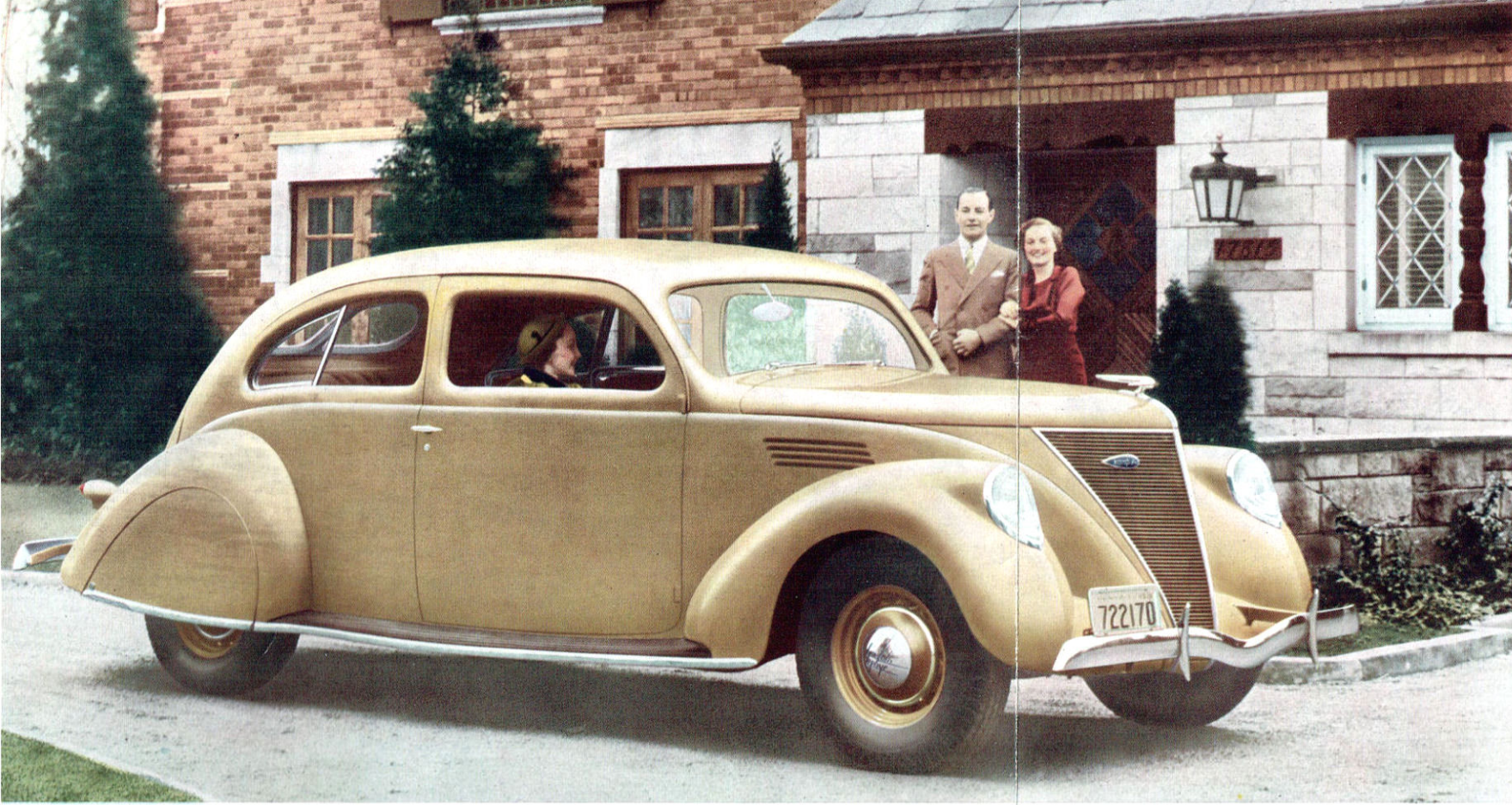
LINCOLN  
 ZEPHYR

Have you ever left for a drive of some hundred miles through hard country . . . maintained a steady, swift pace to keep to schedule . . . kept on going with no time out even for luncheon . . . and arrived at journey's end fresh as when you started?

That's the sort of thing a Lincoln-Zephyr takes in its stride. For this new kind of car, with its new conception of comfort, brings far places together with ease and dispatch. Discover, on the pages within, why one experienced motorist, a man who has owned many makes of cars, recently said of the Lincoln-Zephyr: "It is the most astonishingly comfortable car I have ever known!"



# COMFORT



*The Lincoln-Zephyr is comfortable because comfort has been from the first a major consideration in its building*

Lincoln engineers set about, first, to design a car which would be strong, yet light in weight. Excess weight hampers the power plant, imposes serious burdens. The unique Lincoln-Zephyr body is a bridge-type structure of steel trusses, to which steel paneling is welded on top, sides, bottom. The whole structure rests, like a bridge, on abutments, which in this case are the front and the rear axles. In this new kind of body, passengers ride "amidships," cradled between soft, flexible springs. Just as in a transatlantic liner the best staterooms are toward the center, so, toward the center of the Lincoln-Zephyr, passenger and car weight is poised. Every ride is a "front seat" ride. Soft transverse springs absorb the

shocks of travel. Even over rough and pitted back-roads, the car glides serenely. Powering this new kind of car is a new V-type engine—designed by Lincoln engineers, built in the famous Lincoln precision plant. It has 12 cylinders. It develops 110 horsepower. It is the culmination of long experiment and research. Owners are reporting 14 to 18 miles per gallon under widely different driving conditions! Start out, some afternoon, and head toward the country in this new car. Choose your own private testing ground. Then put the car through its paces. Check its power, its performance, its *comfort* against your past experiences. Learn, at first hand, what Lincoln has done to bring value to the medium-price field!

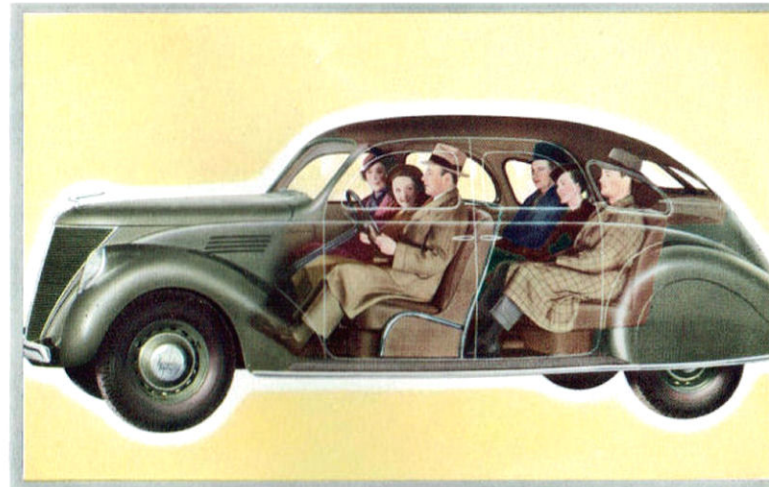
*An important factor in the purchase of a Lincoln-Zephyr is the UCC ½% a month finance plan. The usual down payment followed by easy monthly installments permits budgeting from income. LINCOLN MOTOR COMPANY, Builders of Lincoln and Lincoln-Zephyr Motor Cars*



*A most important feature that makes for comfort in the Lincoln-Zephyr is the position of passengers in "chair-height" seats, both front and rear. Legs rest at the natural sitting angle. . . . Notice, in illustration, the smart, practical decoration of car's interior.*



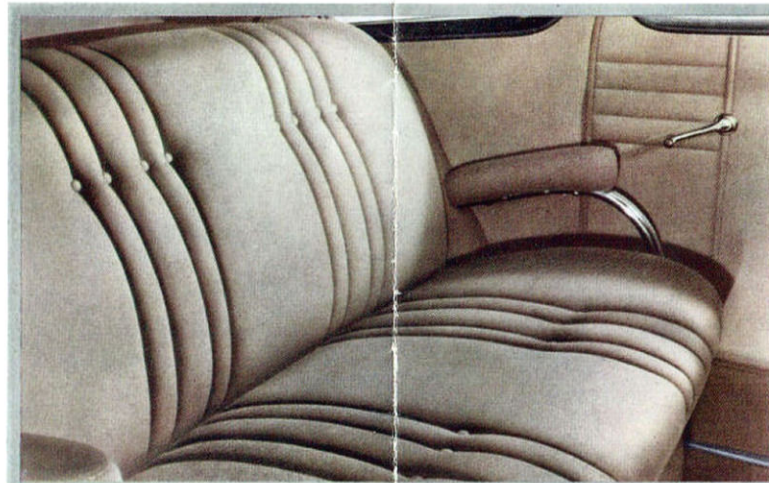
*A doctor writes: "This is the easiest car to get in and out of that I know." You step on to the floor of the car directly from the curb. This exclusive feature is especially desirable for elderly people . . . for women gowned for evening . . . for young children.*



*Six people ride in complete comfort in the Lincoln-Zephyr. Space customarily taken up by running boards is added to the car's width, making more room for everybody. The position of passengers, front and rear, is near the center—away from the axles.*



*Driving ease is one of the important features of the Lincoln-Zephyr. Women particularly praise its effortless steering. Instruments are conveniently located. Positive brakes and smooth clutch respond to a minimum of pressure. Safe, instant control always assured.*



*Arm rests front and rear . . . the glove compartment in the instrument panel . . . the robe rail . . . luggage compartment . . . the easily adjustable windows . . . all these and other niceties make riding and driving in the Lincoln-Zephyr an enjoyable experience.*



*Unlike many two-door types, the Lincoln-Zephyr sedan with two doors has a full-width front seat. There is room for three to ride in comfort—and on either side the divided back tilts forward, permitting easy access through wide doors to the rear compartment.*