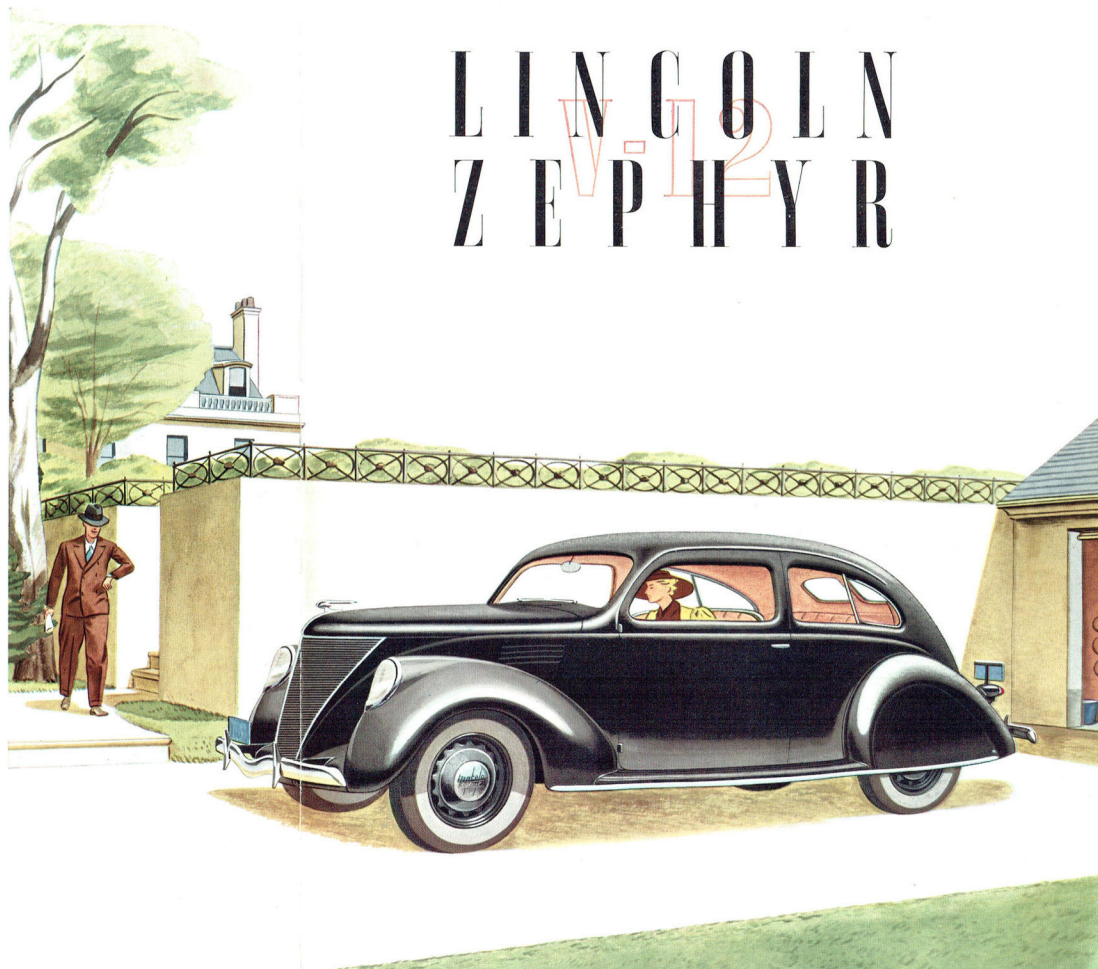


Lincoln  
Tephur  
V-12

"The more I look at and drive the Lincoln-Zephyr," writes a recent owner, "the more it appeals to me. The streamlining seems to increase in beauty every day!"

The Lincoln-Zephyr is a modern car, and it has a modern beauty. It stands to reason that an automobile so full of new ideas, so advanced in engineering, should clothe those ideas in a new form. The pages within picture and describe the Lincoln-Zephyr's striking new beauty, and interpret what it means in terms of performance and pride of ownership!

# LINCOLN ZEPHYR



**ENGINE:** V-type, 12 cylinders: Bore and stroke— $2\frac{3}{4} \times 3\frac{3}{4}$  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.

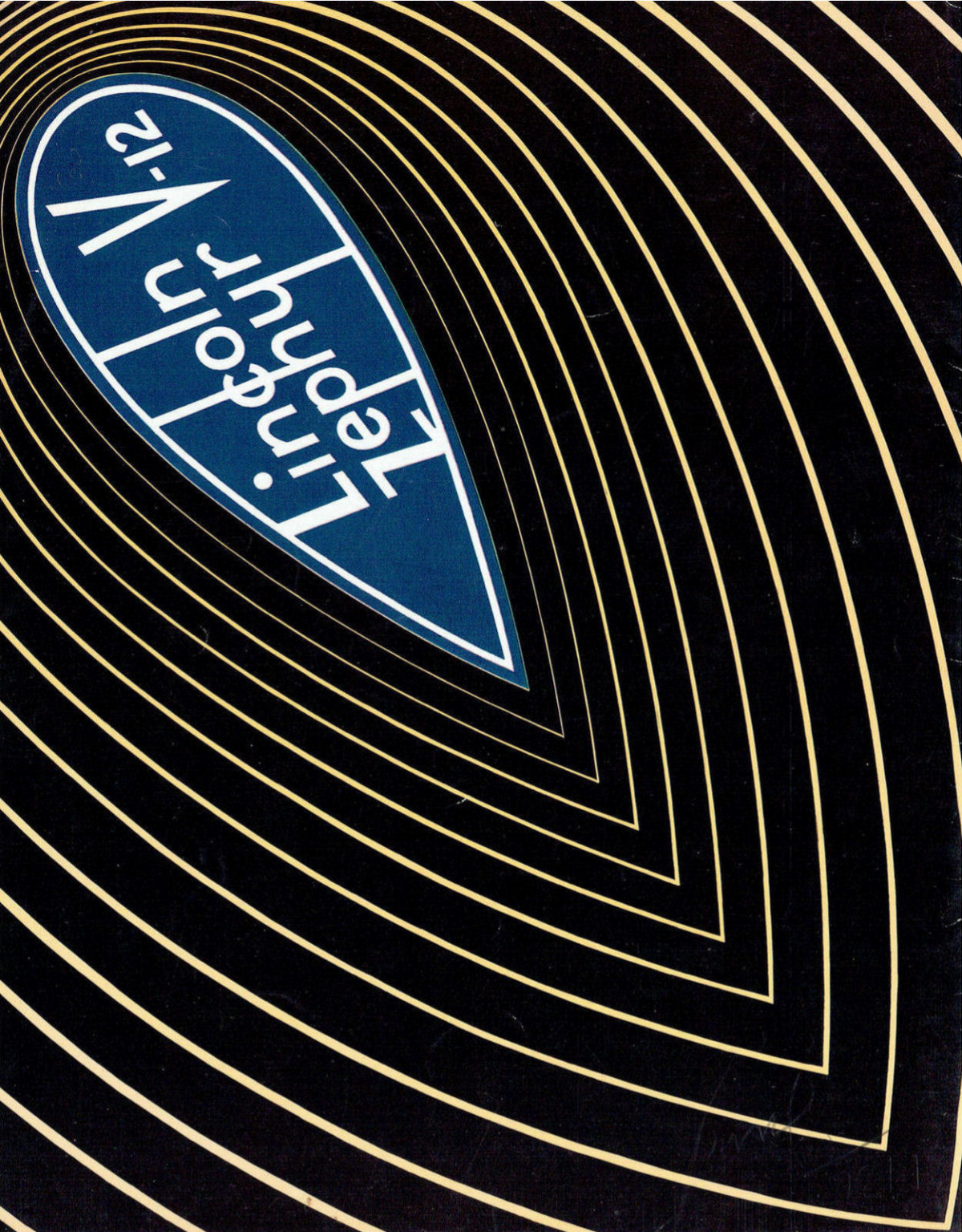
**BRAKES:** Fully enclosed internal expanding two-shoe servo-type, cable-conduit control.

**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.



**ENGINE:** V-type, 12 cylinders; Bore and stroke— $2\frac{3}{4} \times 3\frac{3}{4}$  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.

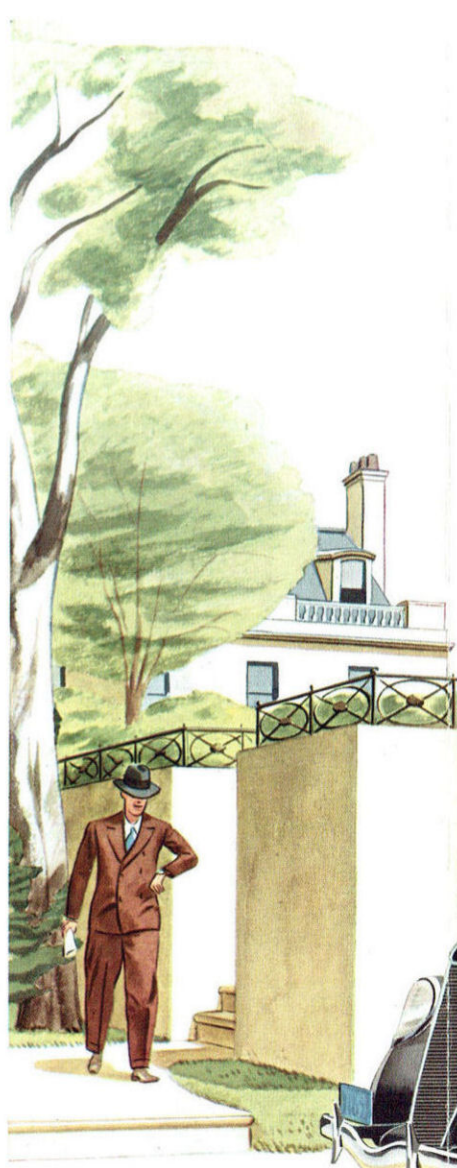
**WHEELS AND TIRES:** Wheels—cold drawn steel, demountable, diameter 16 inches. Tires—size 7.00X16.

**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 syn-chronized horns, metal spring covers, rear wheel shields, twin tail and stop lights—all included in F. O. B. factory price.

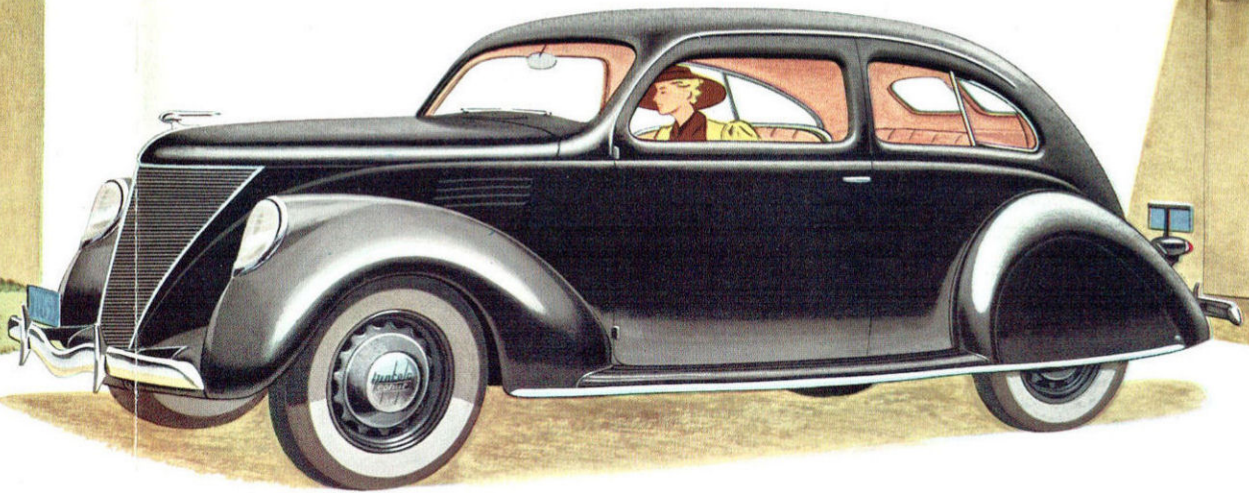
We reserve the right to make changes, without notice, in prices, specifications, and equipment, at any time without incurring any obligation—Lincoln Motor Company.

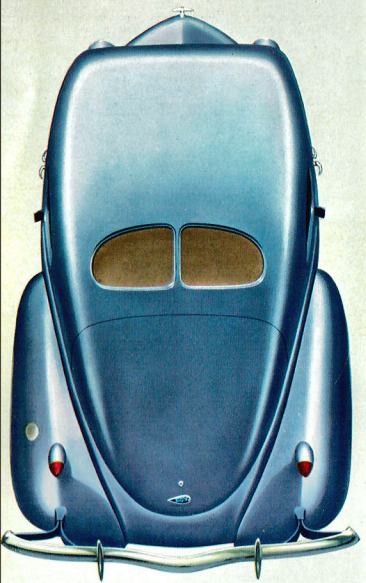
"The more I look at and drive the Lincoln-Zephyr," writes a recent owner, "the more it appeals to me. The streamlining seems to increase in beauty every day!"

The Lincoln-Zephyr is a modern car, and it has a modern beauty. It stands to reason that an automobile so full of new ideas, so advanced in engineering, should clothe those ideas in a new form. The pages within picture and describe the Lincoln-Zephyr's striking new beauty, and interpret what it means in terms of performance and pride of ownership!



# LINCOLN ZEPHYR

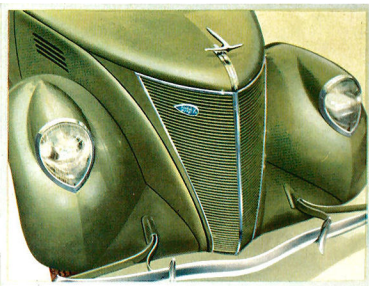




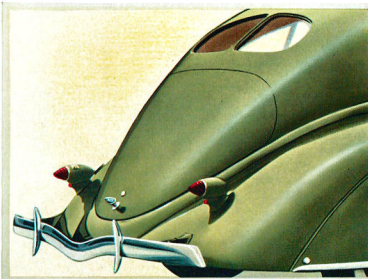
*From stem to stern, every line of the Lincoln-Zephyr is a graceful, smooth-flowing curve. The sloping rear panel with divided window reflects the modern streamlines.*



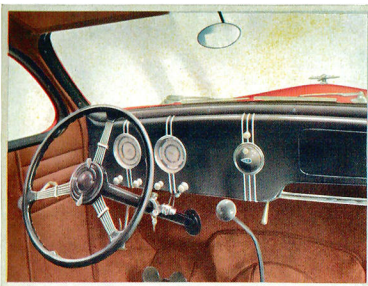
*Deep cushions and "chair height" seats upholstered in fine fabrics give divan comfort and dignity, as well as beauty, to the interior. The chromium seat frames are of the most modern airplane type.*



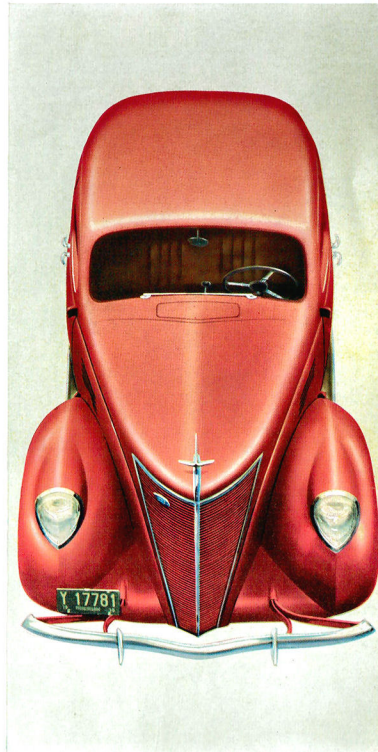
*The headlights are built into the sweeping fenders. Their extra wide spacing provides greater safety when driving at night, because oncoming cars allow the Lincoln-Zephyr more room when passing.*



*From any position the rear panel exhibits the harmonious symmetry that is possible only when a car has been designed as a complete entity. The spare tire is concealed within the rear compartment.*



*Instruments and engine controls are arranged directly in front of the steering wheel. The parking brake is located under the instrument panel at the left—out of the way but easy to reach.*



*"Head-on" the Lincoln-Zephyr again creates an impression of fleetness and grace. The wide windshield permits full vision. There are eight beautiful colors.*

**With the Lincoln-Zephyr begins a new era in motor car design. For the first time a car's form has been determined by a car's construction!**

The Lincoln-Zephyr is a strikingly beautiful car. Streamlines flow in swift unbroken harmony from stem to stern, from side to side. Grace is in every line as the car moves rhythmically down a city street, glides across a mountain roadway. Every detail of design combines to give a single impression of beauty.

And there is a reason underlying every svelte contour. The sloping rear end . . . the prow like an airplane . . . the wide, generous body with high steel sides . . . the low-slung floor . . . the shape . . . all are rooted in the unique design of the body!

For in this superb car are completely applied engineering principles long used in other fields. The bridge that spans blue water; the fuselage of a plane cleaving the skyways; these have utilized for years the "truss construction." In the Lincoln-Zephyr, steel girders are joined together to form a "bridge type" framework of steel. Over this framework, steel paneling is welded on top, sides and bottom. Light in weight, great in strength, the Lincoln-Zephyr brings to motoring a new concept of beauty.

The outward beauty of this car reflects the beauty of fine engineering. The Lincoln-Zephyr has a 12-cylinder engine of the V-type, developing 110 horsepower. It is built in the Lincoln plant, by Lincoln craftsmen; Lincoln precision methods control every step of the way. Engine, brakes, springs, axles, steering mechanism, the entire body structure, are superb examples of the engineers' skill.

The interior, too, has a beauty all its own. Upholstery is of fine materials. Seats are like divans. A luggage compartment equipped with light provides space for three generous suitcases and a hatbox. The instrument panel, smartly designed, places starter, choke, throttle, speedometer, electric clock, fuel and oil gages within quick view of the driver. All give the feeling of a finely furnished room.

Simplicity, grace, streamline authenticity . . . these are the marks of the Lincoln-Zephyr. The whole car speaks of beauty. Young in spirit, it appeals to the young-minded of every age. Though it is not costly, it offers a new standard of value in its field and will take its rightful place among your proudest possessions.

☆ ☆ ☆

*Convenient terms can easily be arranged through your dealer—on new low cost finance plans of the Universal Credit Company. The usual down payment followed by easy monthly installments permits budgeting from income. LINCOLN MOTOR COMPANY, builders of Lincoln and Lincoln-Zephyr motor cars.*

# BEAUTY

