

Good-bye

Good luck

Be sure

to write

us about

the trip

in your



V 12
LINCOLN • ZEPHYR

**Fuel economy is
one of the things
they write about**

Many fine letters have been received from Lincoln-Zephyr owners. They enthusiastically endorse this car's new beauty, comfort and performance. They prove particularly that it delivers from 14 to 18 miles to a gallon of fuel under widely varying conditions.

Such fuel economy in a car as large as the Lincoln-Zephyr is truly surprising. Yet it is as characteristic of the car as many of its more obvious features.

Economy is inbuilt, resulting from modern design, materials and methods employed in its manufacture. Among the more important factors responsible for low fuel consumption are the efficiency of its 110 horsepower V-12 engine, the relatively light weight of the car, and the reduced wind resistance effected through its advanced streamlined contours.

Excerpts from several letters are reprinted in this leaflet. They prove conclusively that the Lincoln-Zephyr brings a new kind of motor car to the medium-price field.

New York

Dear Sir:

That Lincoln-Zephyr is the greatest car ever built. It takes seventy as smoothly as 45 in any other car - we drove 70 all the way to Washington (2 hrs. 10 minutes in town). Anyone with any knowledge at all of automobiles will buy the Lincoln-Zephyr after driving it - I bought without even doing that because I knew Ford would deliver a car comparable in quality to the big Lincoln.

(Signed) Frank R. Warren
14 MILES PER GALLON

P.S. We averaged 14 miles per gallon for the 358 miles. Checked this carefully.

Belleville, Illinois

Dear Sir:

Major Shively and I drove out ^{new} Lincoln-Zephyrs from Detroit to ^{Fort} Wayne, Indiana, the first day, and thence via Indianapolis, Marshall, Ill., to Scott Field; the first 325 miles below 40 m.p.h., next 125 below 45 m.p.h. and last 125 miles below 50 m.p.h. Fort Wayne to Marshall, Ill., was 220 miles by our speedometers and we used 11.6 and 11.7 gallons of gas, which is 19 miles per gallon. I am sure the pumps were right for who ever heard of an oil station giving more than a customer paid for?

I filled my car today at 553 miles from the point in Detroit where the car was first filled, and used 32.2 gallons of gas or 17.2 miles per gallon. Major Shively filled his car and used 32.8 gallons on 558 miles, or exactly 17 miles per gallon, which is much more than we expected.

(Signed) Frank M. Kennedy
Lt. Col. Air Corps.

Dear Sir:

Dearborn, Michigan

The Lincoln-Zephyr has speed galore, comfort - and when I say comfort I mean that it takes plenty of room for my six-foot-five frame. My legs don't get tangled getting in and out, now that I am up of that running board. The brakes are excellent and you can really stop. It makes a nice car to handle for it steers so easily.

The most surprising thing to me is the fact that I have covered eight hundred and ninety-six miles of nearly all city driving and used fifty-nine gallons of gasoline - 15.2 miles per gallon.

I keep good account of my gasoline consumption in a memo book for that purpose so there is no fooling about this.

(Signed) C. H. Nunneley

San Diego, California

Dear Sir:

On our trip West we averaged better than 15 miles per gallon. All along the line, the car attracted a great deal of attention, wherever we stopped.

We made a trip yesterday which will again prove what this car will do as to mileage. We drove to Los Angeles and return, for a mileage of 275 miles, including stop-trips, and averaged better than 15 miles, which I think is really remarkable, as there are so many traffic stops in Los Angeles and vicinity.

We have nothing but the highest of praise for the Lincoln-Zephyr.

(Signed) C. H. Martin

Spokane, Washington

Dear Sir:

I arrived in Spokane Sunday evening at 9:30. Drove the most perfect car that was ever made. The Lincoln-Zephyr averaged a little better than 15.2 miles to the gallon all the way.

The first day drove 223 miles, second day, 575 miles; third day, 525 miles, the fourth day, 695 miles. On the fifth day, 611 miles.

Had absolutely no trouble at all on the entire trip - the mileage totaling 2627 miles.

(Signed) Karl Jasper

Brooklyn, New York
January 18, 1936

Mr. J. J. Burnell,
Schroon Lake, N. Y.

Dear Mr. Burnell:

It's mighty hard for a fellow to swing over to a different make, and I looked at the Lincoln-Zephyr many times. Its appearance impressed me more and more, but after getting behind the wheel, I lost no time in placing my order and am now really enjoying a car I thought could not be built.

It is an ideal car for the city because of the incomparable "get-away" in traffic and superb for touring because of its unbelievable roominess and comfort.

In my opinion, the Lincoln-Zephyr is tops. May you sell many of them.

Sincerely,

(Signed) Everett M. Clark

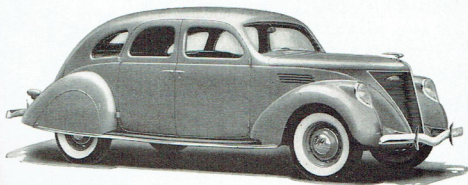
some of

the reasons for

Lincoln-Zephyr

economy

- 1 Light weight combined with great strength is obtained through Lincoln-Zephyr's exclusive bridge-type all-steel body and frame construction. The Lincoln-Zephyr has a 122-inch wheelbase and measures 203 inches overall, yet it weighs but 3600 pounds, ready for the road.
- 2 The modern streamlining of the Lincoln-Zephyr definitely reduces its wind resistance, especially at the higher road speeds. Its smoothly curved contours, sloping windshield, flat underbody construction and the virtual elimination of running boards contribute to fuel economy.
- 3 Power is produced efficiently and economically. Dual downdraft carburetion and high compression cylinder heads of aluminum give efficient distribution of the fuel-mixture and proper combustion with ordinary fuels.
- 4 Cylinder walls polished to a mirror finish, light weight cast alloy-steel pistons, cast alloy-steel crankshaft, running in hard composition steel-backed bearings, accurately balanced moving parts and precision workmanship reduce internal friction and wear.
- 5 High-alloy-steel valves and exhaust valve-seat inserts help maintain efficient power output by preventing leakage of compression and exploding gases.
- 6 The direct-driven ignition distributor assures accurate firing of the mixture under varying operating conditions.
- 7 The power is efficiently transmitted to the wheels of the car. All moving parts from engine to wheels are completely enclosed and



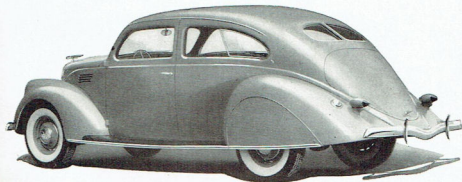
revolve on roller or ball bearings in all forward speeds. Adequate lubrication can always be provided. Friction is reduced. The full torque tube drive requires but one universal joint. As with the engine, precision workmanship prevails throughout the manufacture of all rotating parts of the driving mechanism.

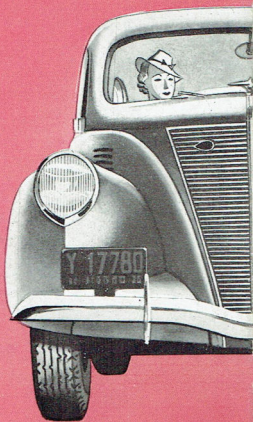
Fuel economy is not the only reason for the enthusiasm of Lincoln-Zephyr owners. The Lincoln-Zephyr is economical to maintain. The car is so strongly built and the parts so accurately fitted that repairs are seldom required. When they are needed, they can be quickly and inexpensively made, because of the accessibility of the engine and the availability of Ford, Lincoln and Lincoln-Zephyr service.

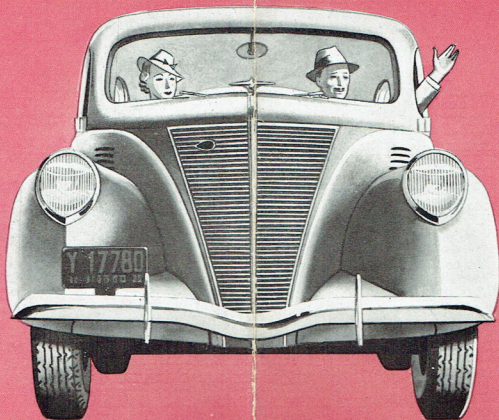
LINCOLN MOTOR COMPANY

Builders of Lincoln and Lincoln-Zephyr Motor Cars
DETROIT, MICHIGAN

An important factor in the purchase of a Lincoln-Zephyr is the UCC $\frac{1}{2}$ % a month finance plan. A small down payment followed by easy monthly installments permits budgeting from income.







Good-bye

Good luck

Be sure

to write

us about

the trip

in your



V 12
LINCOLN • ZEPHYR
V 12