



*"I've got Spring fever... and
a Lincoln-Zephyr"*

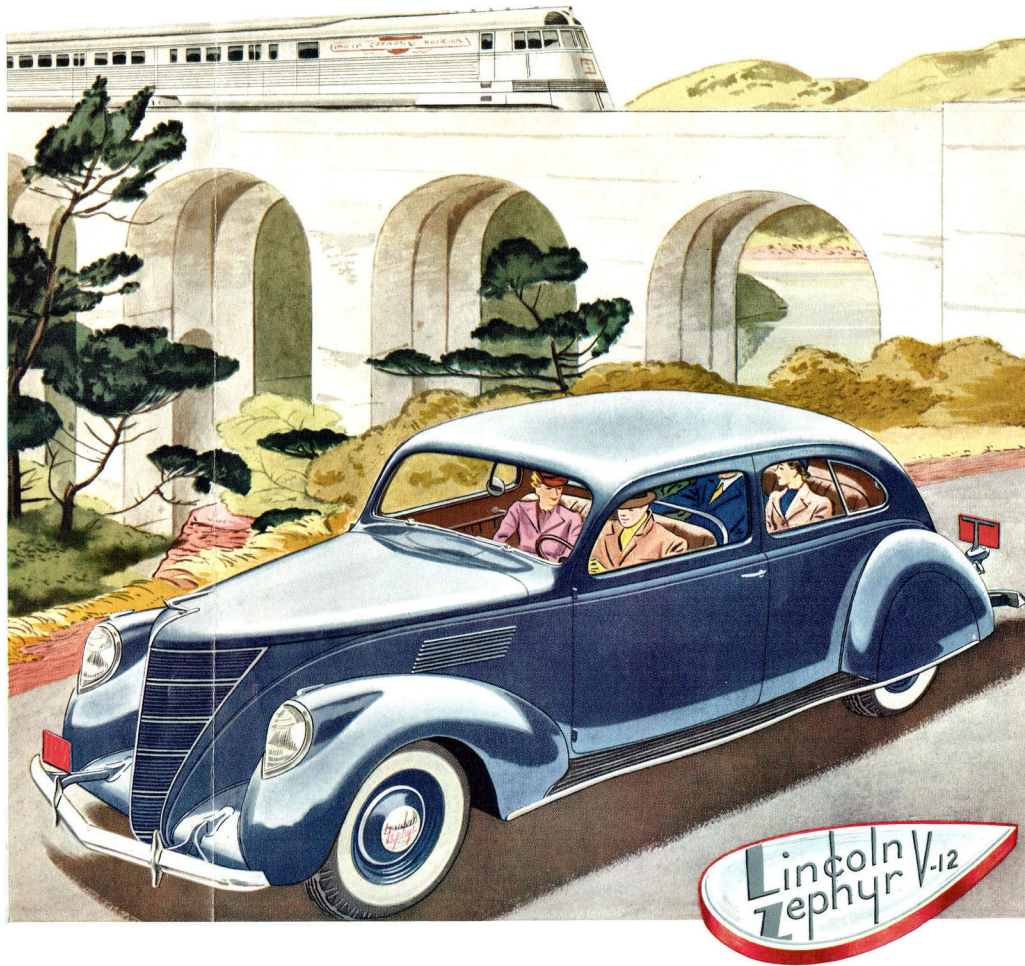
**NEW SEASON. NEW CAR,
NEW PLEASURES!**

Prescription for a man (and his family) wearied by winter: A new car. *This* new car, the LINCOLN-ZEPHYR V-12, which puts springtime in every mile!

In the Lincoln-built LINCOLN-ZEPHYR you get (and you get it nowhere else in the medium-price field!) a V-12 cylinder engine which gives 14 to 18 miles per gallon . . . a rigid, one-piece "body and frame," unique in the automotive world . . . great comfort, great safety . . . extra inches inside . . . Lincoln workmanship . . . and the flowing ride, a new rhythm of motoring.

And you get contentment. From an Illinois owner: "Never before have I experienced such a thrill in driving an automobile." From Ohio: "I cannot speak too highly of this fine, economical car." From West Virginia: "The whole family keeps praising it to the skies!" From Wisconsin: "My idea of the perfect car!"

Now, while roads are open, the sky is clear, the hills and woodlands beckon, drive this car . . . and see what fun you've been missing!



Lincoln
Zephyr V-12

**FEATURES
THAT MAKE THE LINCOLN-
ZEPHYR V-12 STAND OUT IN
THE MEDIUM-PRICE FIELD**

V-type, 12-cylinder, 110-horsepower engine.

Body and frame in a single unit—light in weight, great in strength, for greater comfort, safety and quietness.

Low center of gravity.

Conventional running boards eliminated; body width increased.

A "front-seat" ride for everyone—all passengers sit toward the center in the Lincoln-Zephyr.

14 to 18 miles per gallon of gasoline—proved in the hands of thousands of owners.

Designed by Lincoln engineers—built in the Lincoln plant by Lincoln precision methods.

The "flowing" ride—a new rhythm of motoring.

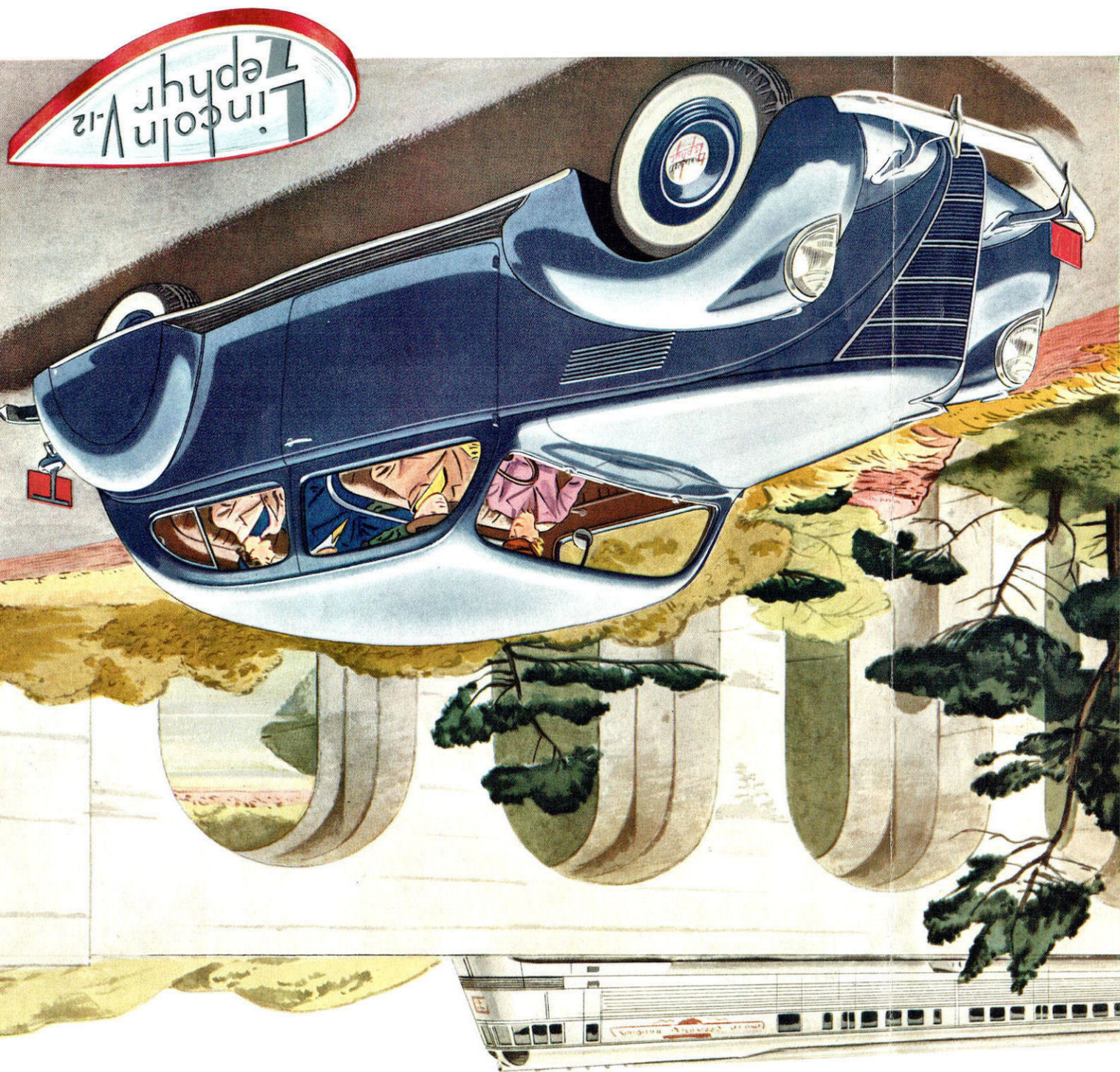
Authentically streamlined.

Wheelbase 122 inches. Springbase 133 inches. Seats like divans. High power-to-weight ratio. Safety glass throughout. Extremely responsive brakes with cable and conduit control. Generous luggage compartment. Exceptionally wide windshield. Unusual visibility all around. Engine readily accessible.

Liberal terms through Authorized Finance Plans of the Universal Credit Company. This service provides a convenient, economical way to buy your Lincoln-Zephyr V-12 out of income.

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

LINCOLN MOTOR COMPANY
BUILDERS OF LINCOLN
AND LINCOLN-ZEPHYR MOTOR CARS



Lincoln
Zephyr V-12

Prescription for a man (and his family) weated by winter: A new car. *This* new car, the LINCOLN-ZEPHYR V-12, which puts springtime in every mile!

In the Lincoln-built LINCOLN-ZEPHYR you get (and you get it nowhere else in the medium-price field) a V-12 cylinder engine which gives 14 to 18 miles per gallon . . . a rigid, one-piece "body and frame," unique in the automotive world . . . great comfort, great safety . . . extra inches inside . . . Lincoln workmanship . . . and the flowing ride, a new rhythm of motoring. And you get contentment. From an Illinois owner: "Never before have I experienced such a thrill in driving an automobile." From Ohio: "I cannot speak too highly of this fine, economical car." From West Virginia: "The whole family keeps praising it to the skies!" From Wisconsin: "My idea of the perfect car!"

Now, while roads are open, the sky is clear, the hills and woodlands beckon, drive this car . . . and see what fun you've been missing!

**NEW PLEASURES!
NEW SEASON, NEW CAR.**

**FEATURES
THAT MAKE THE LINCOLN-
ZEPHYR V-12 STAND OUT IN
THE MEDIUM-PRICE FIELD**

V-type, 12-cylinder, 110-horsepower engine.

Body and frame in a single unit—light in weight, great in strength, for greater comfort, safety and quietness.

Low center of gravity.

Conventional running boards eliminated; body width increased.

A "front-seat" ride for everyone—all passengers sit toward the center in the Lincoln-Zephyr.

14 to 18 miles per gallon of gasoline—proved in the hands of thousands of owners.

Designed by Lincoln engineers—built in the Lincoln plant by Lincoln precision methods.

The "flowing" ride—a new rhythm of motoring.

Authentically streamlined.

Wheelbase 122 inches. Springbase 133 inches. Seats like divans. High power-to-weight ratio. Safety glass throughout. Extremely responsive brakes with cable and conduit control. Generous luggage compartment. Exceptionally wide windshield. Unusual visibility all around. Engine readily accessible.

Liberal terms through Authorized Finance Plans of the Universal Credit Company. This service provides a convenient, economical way to buy your Lincoln-Zephyr V-12 out of income.

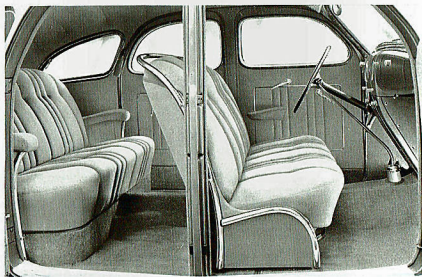
We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligation.

**LINCOLN MOTOR COMPANY
BUILDERS OF LINCOLN
AND LINCOLN-ZEPHYR MOTOR CARS**



*"I've got Spring fever . . . and
a Lincoln-Zephyr"*

Roominess and simplicity of design are keynotes of Lincoln-Zephyr interiors. Seats are deep and at chair-height; you rest while you ride.



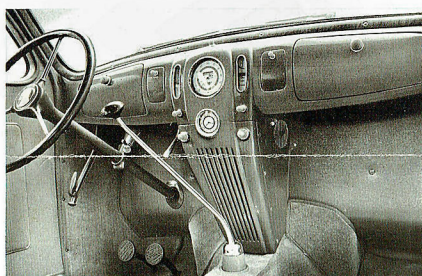
Luggage is stored in a generous compartment reached by raising the rear deck panel. Here is stored, also, the spare wheel, which swings out easily on a bracket.



Three sit in front without crowding. Visibility is "high" all around; the "panorama" windshield and the wide windows allow a clear outlook for all passengers.



The modern instrument panel follows the aero-dynamic styling of the car. Instruments are clustered toward the center. Behind the grille is space for radio speaker and heater.



V YOUR DOLLAR'S WORTH

IN THE CAR THAT IS PRICED BELOW ITS SPECIFICATIONS

What has the Lincoln-Zephyr V-12 to offer that other cars, at or anywhere near its price, cannot offer?

First, and important, advanced design. This new car anticipates tomorrow's cars. You do not buy an automobile which will be out of style a year from now. You buy transportation continually up to date, a car that will look new when other cars look their age. Your money is invested wisely for years to come.

Second, the V-12 engine, and the brilliant performance that results. *The next car with a V-12 engine costs over a thousand dollars more!* Lincoln craftsmen build the Lincoln-Zephyr engine, and build into it the skill and experience gained in creating the Lincoln V-12, "the most nearly perfect motor car".

Third, the unique body-and-frame. *No other car, anywhere, has this feature!* No matter how much money you spend, you cannot purchase elsewhere a car of this superb construction.

Fourth, the startling economy on the roads. For all the fact that the Lincoln-Zephyr engine has 12 cylinders, it gives 14 to 18 miles per gallon. Efficient engine design, the car's light weight, and streamlining all contribute to this record.

Compare what you get in the Lincoln-Zephyr delivered price—spare tire and wheel, front and rear bumpers, and the many accessories—with what you get with other delivered prices! The difference in dollars is apt to amaze you!

Extra roominess inside, extra safety . . . extra comfort . . . these, translated into dollars, put the Lincoln-Zephyr ahead in value as in performance! Consider the Lincoln background behind this car, the beauty of Lincoln-Zephyr design, the efficiency of Lincoln-Zephyr service, and you begin to see why it is, indeed, the car priced below its specifications!

Why not learn how little it costs to place a Lincoln-Zephyr in your garage?

