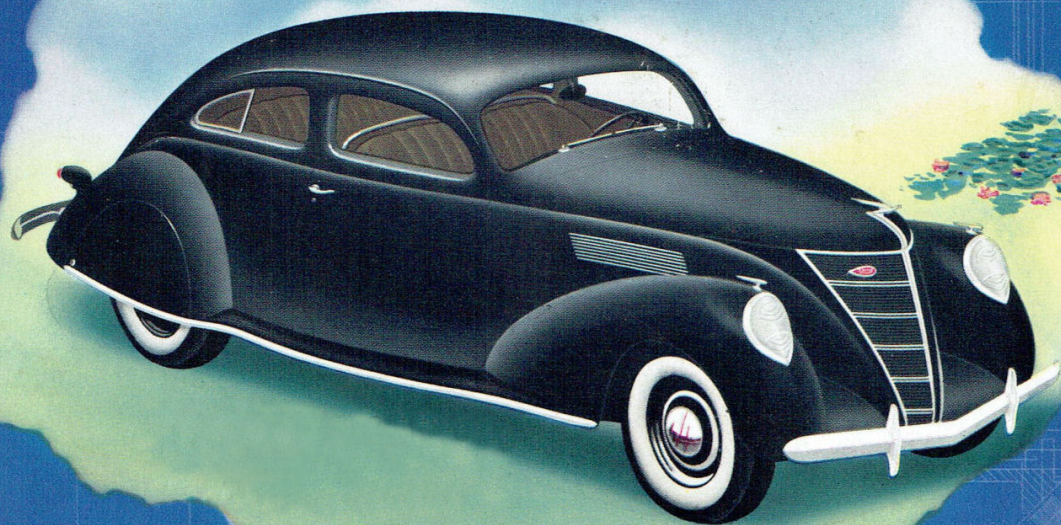
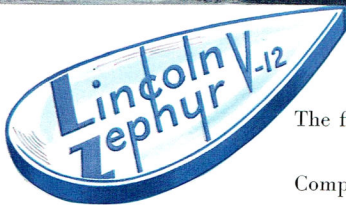
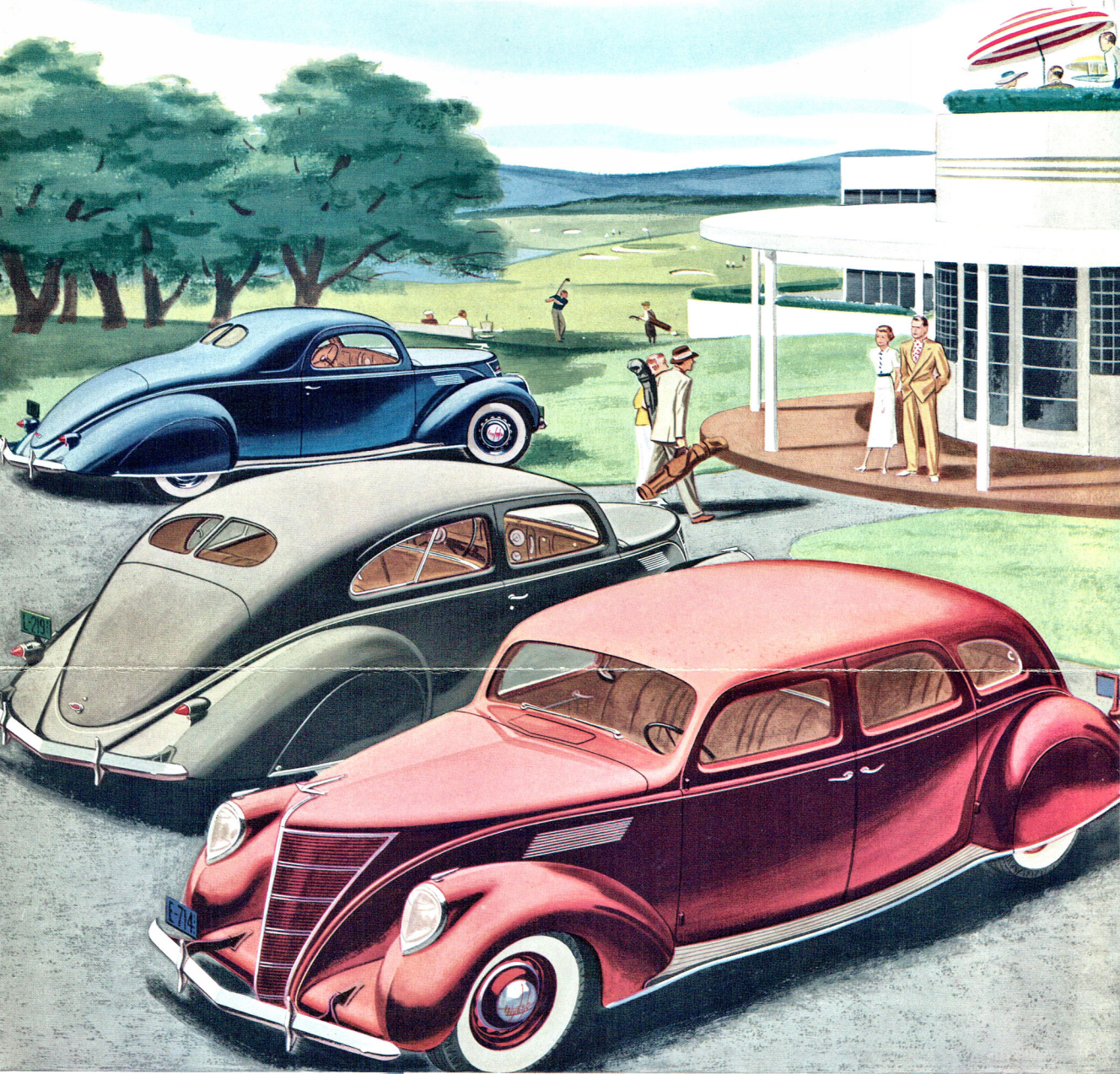


LINCOLN-ZEPHYR V-12



IN THE LINCOLN WAY

New car... old tradition



The first thing to ask about any car is who builds it. The Lincoln Motor Company builds the Lincoln-Zephyr V-12. Lincoln engineers designed it. Lincoln-trained men construct it in a special division of the Lincoln precision plant. The Lincoln-Zephyr brings its own distinction to the medium-price field. But it has the Lincoln background, the Lincoln habit of quality. It is built in the Lincoln way.

F E A T U R E S

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 towards 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.

T H E L I N C O L N M O T O R C O M P A N Y
B U I L D E R S O F L I N C O L N A N D L I N C O L N - Z E P H Y R M O T O R C A R S

IN THE LINCOLN WAY



LINCOLN-ZEPHYR V-12

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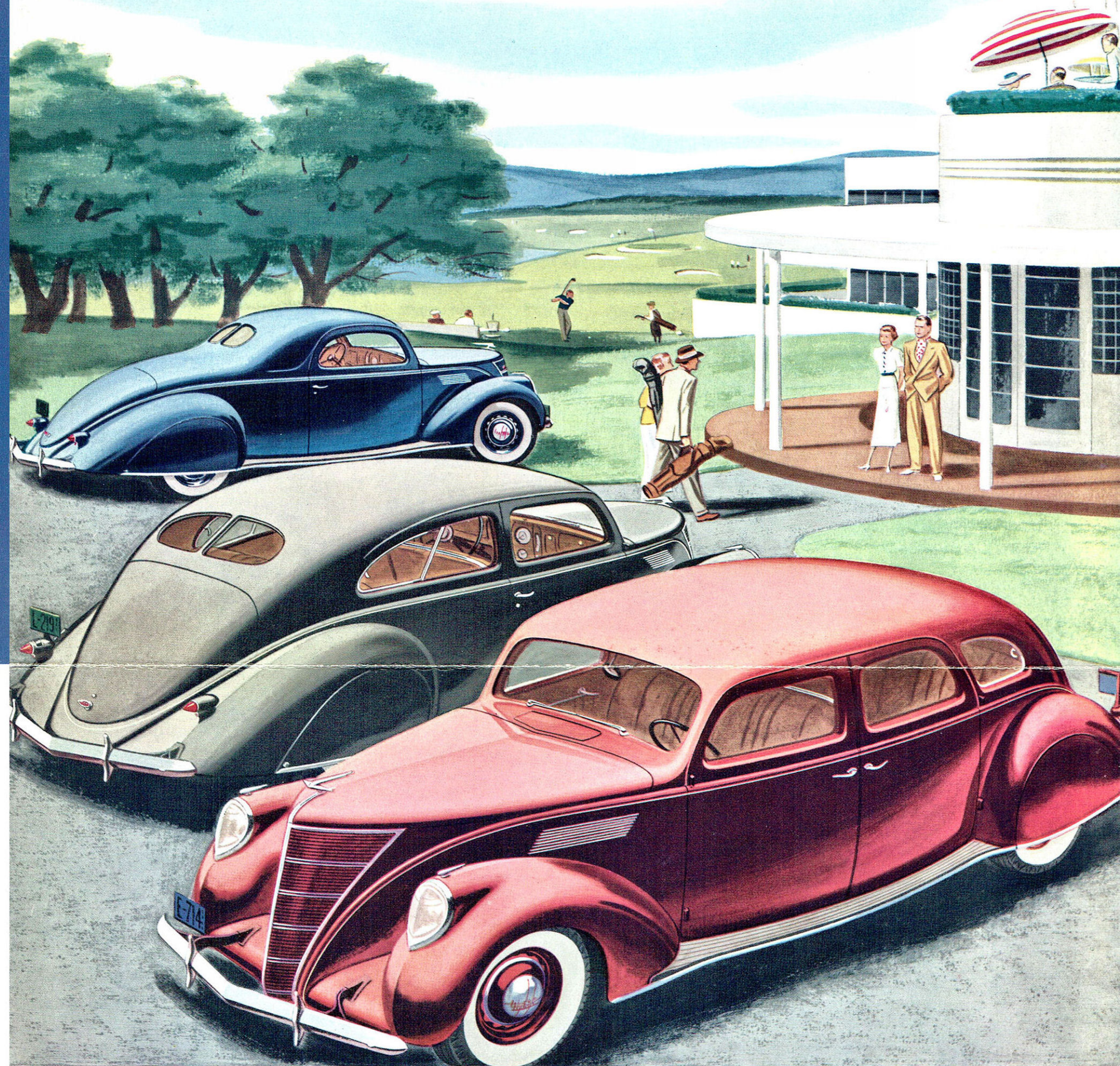
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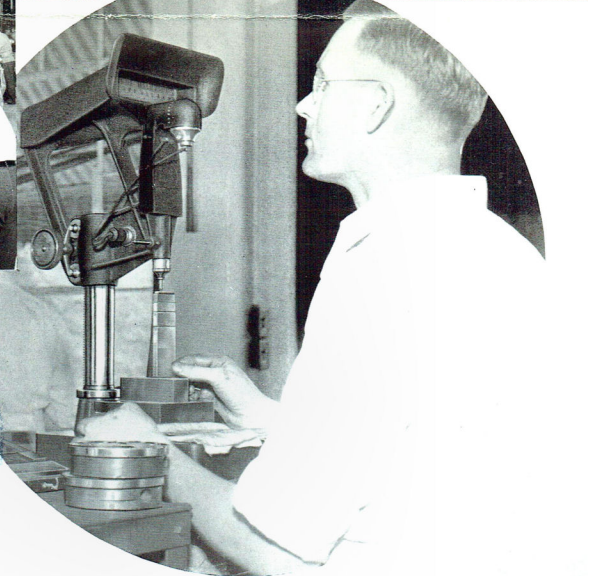
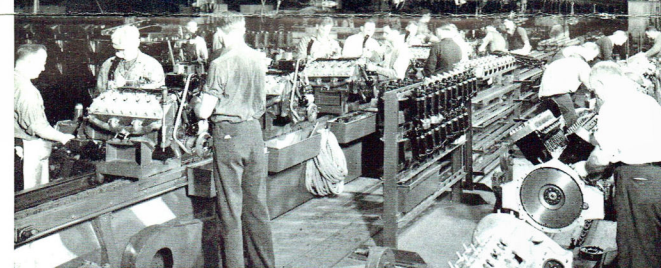
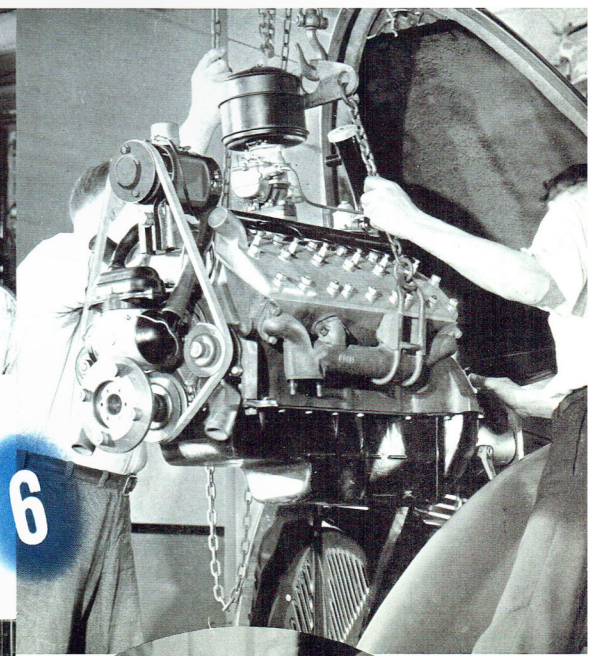
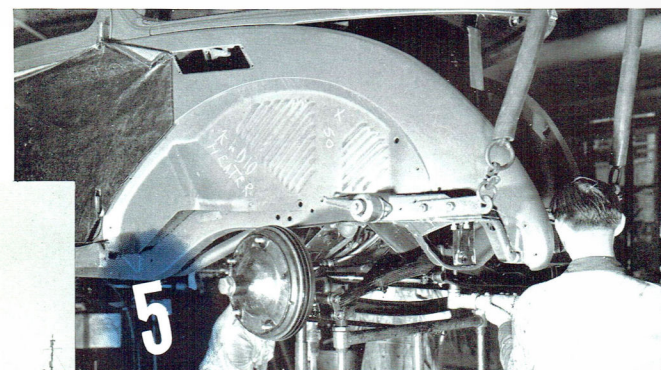
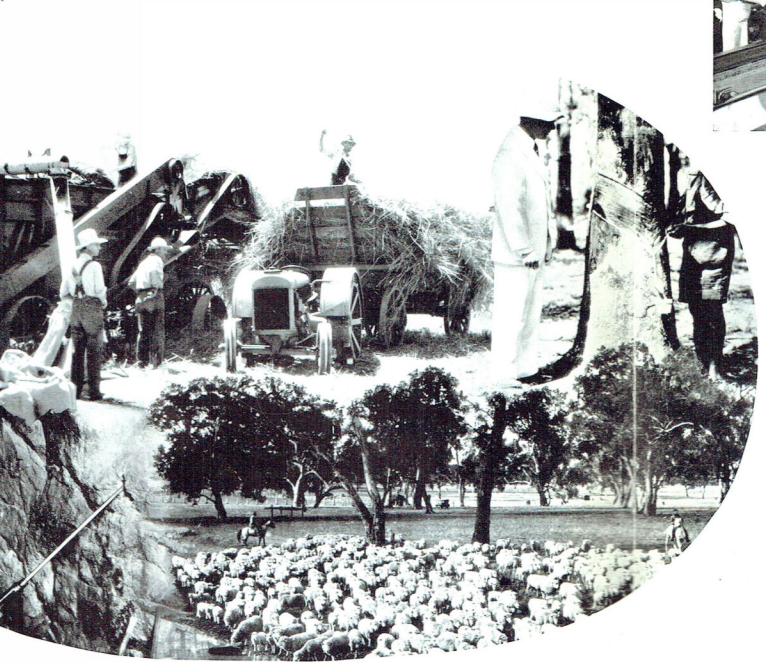
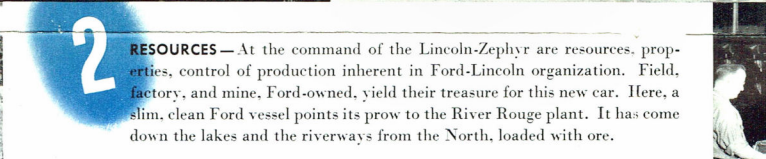
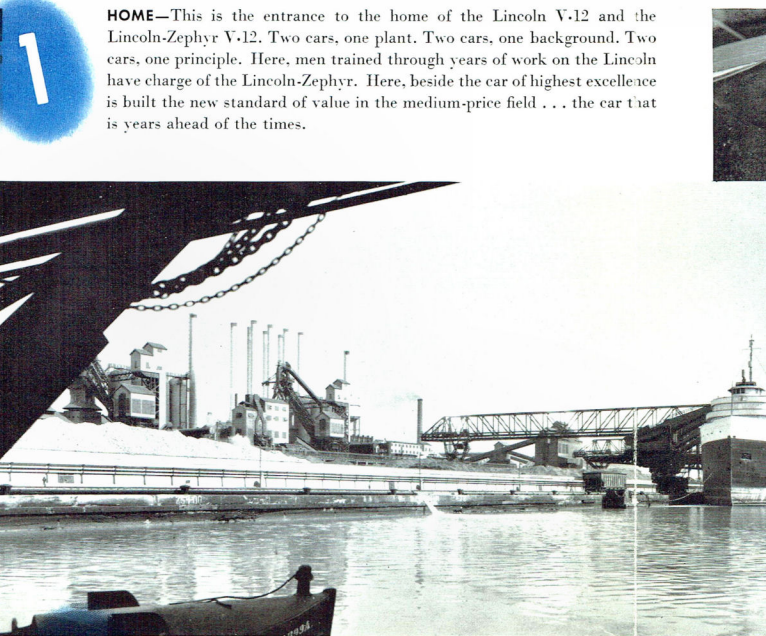
THE LINCOLN MOTOR COMPANY
BUILDERS OF LINCOLN AND LINCOLN-ZEPHYR MOTOR CARS

New car... old tradition



The first thing to ask about any car is who builds it. The Lincoln Motor Company builds the Lincoln-Zephyr V-12. Lincoln engineers designed it. Lincoln-trained men construct it in a special division of the Lincoln precision plant. The Lincoln-Zephyr brings its own distinction to the medium-price field. But it has the Lincoln background, the Lincoln habit of quality. It is built in the Lincoln way.

The Lincoln Background



1

HOME—This is the entrance to the home of the Lincoln V-12 and the Lincoln-Zephyr V-12. Two cars, one plant. Two cars, one background. Two cars, one principle. Here, men trained through years of work on the Lincoln have charge of the Lincoln-Zephyr. Here, beside the car of highest excellence is built the new standard of value in the medium-price field . . . the car that is years ahead of the times.

2

RESOURCES—At the command of the Lincoln-Zephyr are resources, properties, control of production inherent in Ford-Lincoln organization. Field, factory, and mine, Ford-owned, yield their treasure for this new car. Here, a slim, clean Ford vessel points its prow to the River Rouge plant. It has come down the lakes and the riverways from the North, loaded with ore.

3

HOME-GROWN—Ford supplies Ford wherever possible. Thus, great iron mines belong to this great organization. So does a four-million-acre rubber plantation in Brazil. So do hundreds of acres of experimental farms. The Lincoln-Zephyr is a better value because Ford controls at the source many of the things that go into it.

4

CREATION—Because this is a new kind of car, it is built in a new way. Methods of manufacture often depart radically from convention. The steel body-frame unit, light in weight, great in strength, comes from the body plant. Thence it travels, on specially built conveyors, down the assembly line. Units are added to it, one by one—springs, axles, engine, transmission, wheels. The illustrations show the body being hoisted into the Lincoln plant; workmen attaching axles (see number 5); and other men lowering the V-12 power plant into the car (see number 6).

5

TRIP FOR TWO—The Lincoln-Zephyr V-12 engine is built side-by-side the Lincoln engine. Lincoln engineers designed the one. Lincoln engineers designed the other. Mechanical standards for the one are mechanical standards for the other. Unremitting insistence upon accuracy is the first Lincoln principle. It is also the first Lincoln-Zephyr principle. Here, in the same section of the same plant, the two engines take the long trip down the two assembly lines.

6

8

SPLIT A HAIR TEN TIMES—Too fine for the naked eye are many measurements in this new car. Three ten-thousandths of an inch, one-tenth the thickness of a human hair split lengthwise, is not at all unusual. Accuracy first—a Lincoln rule, a Lincoln-Zephyr rule. Dominating the building of the car is the Johansson gage—used to check all shop and working gages. These blocks of steel are accurate within two-millionths of an inch! In the Lincoln V-12, engineers carry precision methods to their highest expression. In the Lincoln-Zephyr V-12, precision principles are also applied to the medium-price field.

THIS COUPE-SEDAN, the two-door type, is deservedly popular. Doors are very wide and open well behind the backs of the front seat. Each half of the divided seat back tilts forward.

