



Travel in Comfort

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Go in a LINCOLN-ZEPHYR

Today is the day! For weeks this moment has been eagerly awaited . . . with the youngsters counting each passing hour. Now the party is aboard . . . the luggage neatly stored away. Hearts beat with excitement as you start down the driveway. Ahead lie adventure and the pleasant thought of your destination. It will be a glorious journey—for you're going in a Lincoln-Zephyr.

Days of driving . . . hundreds and hundreds of miles . . . difficult, winding roads . . . may lie ahead. Yet, you'll maintain a steady, swift pace — and everybody will have fun every second of the way. For this is the car that thrives on all kinds of roads, all weather conditions. This is the car that brings extra confidence and pleasure to motoring—whether you're pilot or passenger.

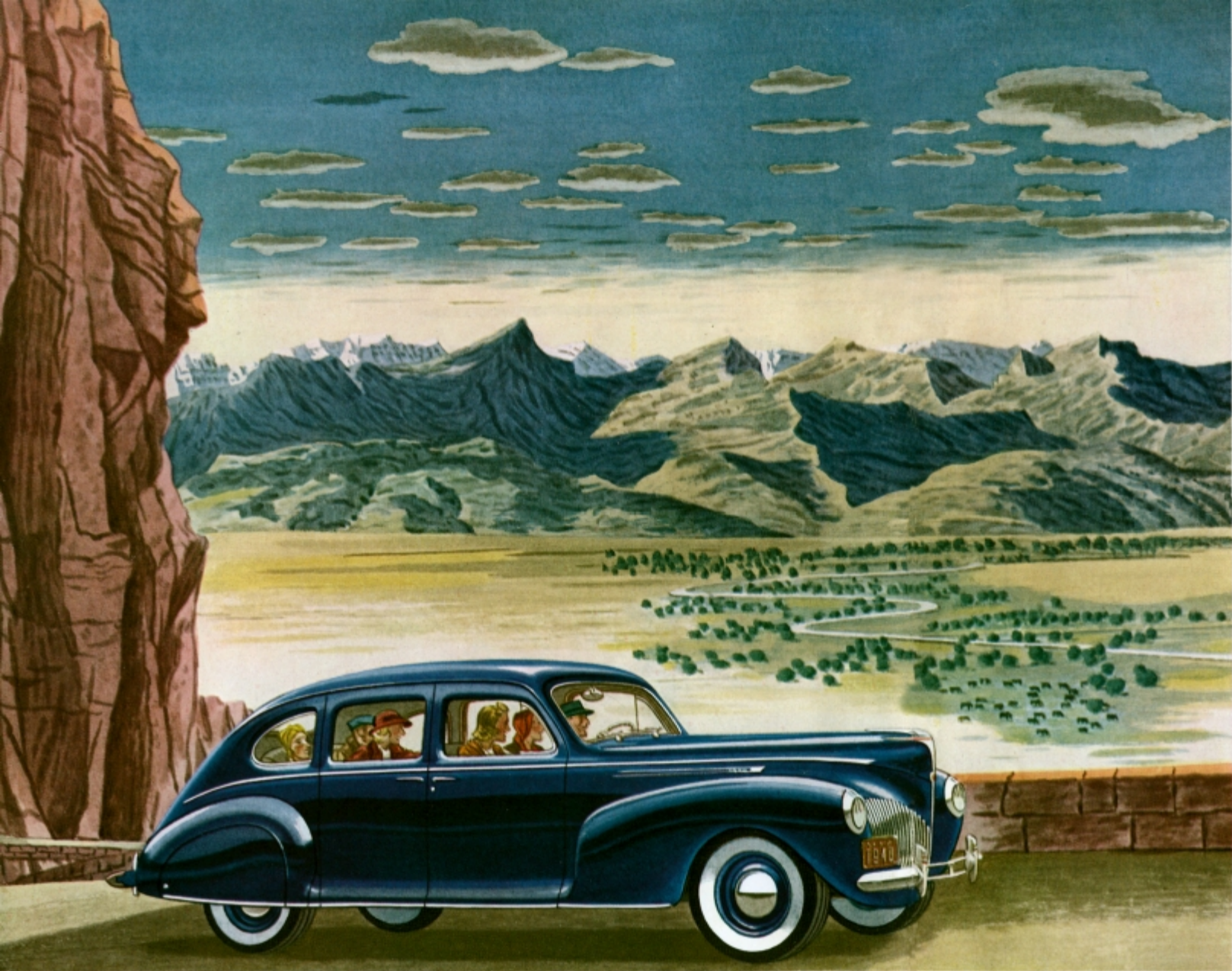
The Lincoln-Zephyr is so comfortable that you can rest as you ride. You'll reach your destination wishing the trip was just beginning—and your family will agree!

That's no dream journey. That's the kind of trip Lincoln-Zephyr takes in its stride. This car brings far places near with ease and dispatch. Throughout the Lincoln-Zephyr you'll enjoy the care, forethought, and the extra common sense that Lincoln has built into this medium-price car.

Discover on the following pages a few of the reasons why you'll have more fun going in a Lincoln-Zephyr.

THE CLUB COUPE
is illustrated





Shown above is THE SEDAN

You Can Drive All Day Without Weariness

The Gliding Ride — The "gliding ride" is gentle, floating — even over rough roads. You seem to flow along like a fast ship over a calm sea; like a giant eagle soaring through a still sky.

The "gliding ride" is the logical result of Lincoln-Zephyr's many comfort features working simultaneously. It is a matter of fundamental engineering—the unit-body-and-frame. It is a matter of soft springs, of proper balance of car weight and

passenger weight. The low center of gravity adds to sure-footed performance.

Distance imposes no limitations on the Lincoln-Zephyr. This car was built for the open road. In the West, where driving demands are greatest, it has outsold all others in its price class . . . has rung up performance records that owners dearly love to talk about. You, too, must experience this "gliding ride."



Women Want to Drive—The Lincoln-Zephyr is such a pleasure to handle that drivers want to remain at the wheel hour after hour. Women especially appreciate the way this car answers the controls. Parking is simplified. Hydraulic brakes—and the pedal needs only the lightest touch—insure smooth, certain stops. The gearshift is conveniently on the steering column.



Seats are Chair-High—One feature you'll immediately notice is the comfort of the Lincoln-Zephyr seats. They are chair-high—as comfortable as your favorite divan. The distance from floor to knee is correct, the back is inclined at exactly the right angle. Seats are wider in front and rear. There is more room overhead, more around the feet, more shoulder room and elbow room.



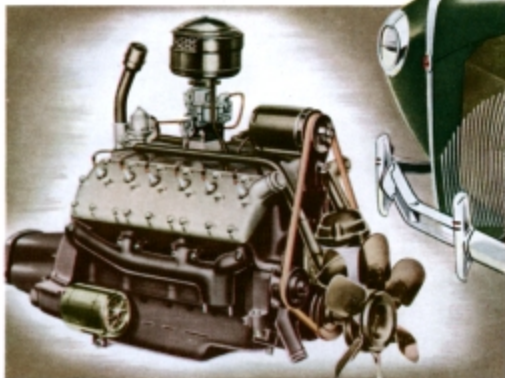
All Seats are Preferred—In the Lincoln-Zephyr, all passengers sit toward the center, where the going is smoothest. All seats are chair-high, all invite relaxation. The center of gravity is low; and though but one or two passengers may be in the car, it rides as though carrying its full load.

MANY FEATURES CONTRIBUTE
TO THE LINCOLN-ZEPHYR'S
HIGH STANDARD OF

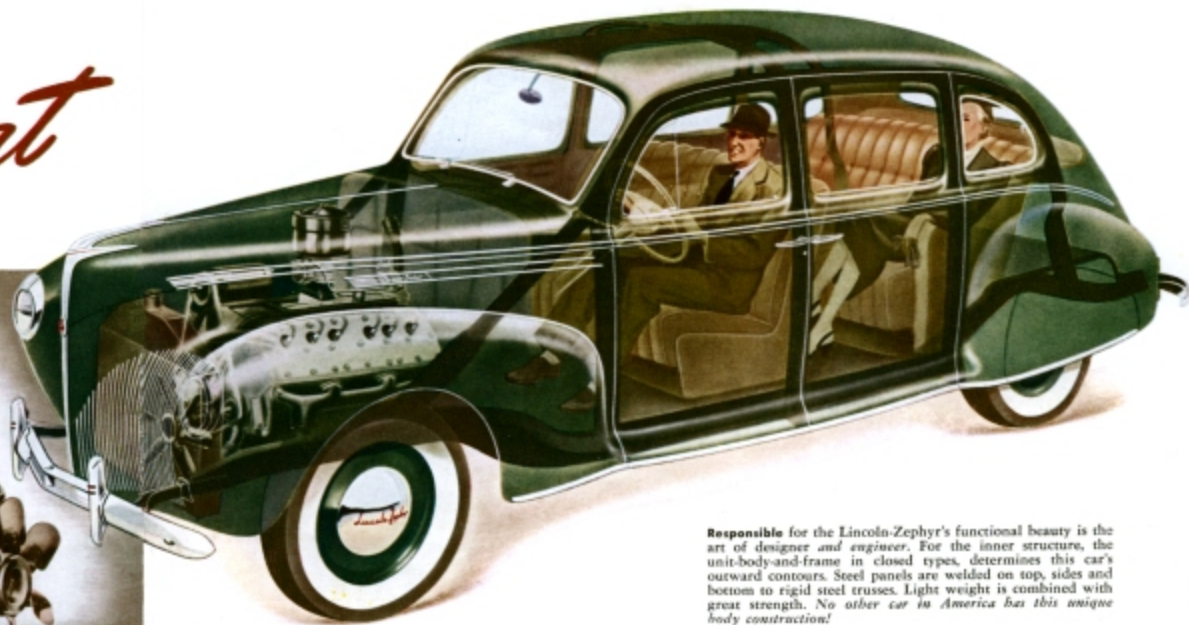
Comfort



Luggage compartment space in the Sedan has been increased 30% this year. The compartment light is controlled by the dome light switch. Luggage is well protected in this lined, dust-proof, water-proof chamber. The spare wheel and tire are concealed beneath the compartment floor.



Lincoln-Zephyr has the only 12-cylinder engine in the medium-price field—this year more powerful than before. Twelve cylinders mean great smoothness, quiet, flexibility—and in the Lincoln-Zephyr—great economy. The engine is precision built in the Lincoln plant.



Responsible for the Lincoln-Zephyr's functional beauty is the art of designer and engineer. For the inner structure, the unit-body-and-frame in closed types, determines this car's outward contours. Steel panels are welded on top, sides and bottom to rigid steel trusses. Light weight is combined with great strength. No other car in America has this unique body construction!



Controlled Ventilation is another Lincoln-Zephyr feature. Tilting wings, operating independently of the front window, provide easily controlled ventilation. A large cowl ventilator is a welcome aid in warm weather.



More of the road ahead is visible through this year's Panorama Windshield, one large piece of safety glass. Window and windshield area in the Sedan is increased 22% for greater visibility. The rear window is in one piece, curved to the rear body lines.



This car has no running boards; they are not needed. The floor is so low you step directly from it to the curb. Space thus saved is utilized inside the car. This is only one of many Lincoln-Zephyr innovations that have brought new standards of comfort.

SO OFTEN YOU HEAR: "Oh, I know . . . the Lincoln-Zephyr is a wonderful car but we just can't afford it." The Lincoln-Zephyr is a 12-cylinder car, and to many people that still denotes a car for the wealthy alone. In times past, that has been true. It is no longer true. This "twelve" is medium in price. It is still true, however, that a "twelve" is a smoother, gentler, more luxurious ride whatever roads you take—and far more fun to drive. It is also true, proved by owners' records on many roads, that this "twelve" gives exceptional gasoline mileage. Efficient design, modern streamlining and the high power-to-weight ratio combine to keep running costs consistently low.

In addition to its outstanding performance, Lincoln-Zephyr is the only car in America to offer the unit-body-and-frame construction which permits countless advantages of safety, comfort and value. Well over 100,000 Lincoln-Zephyrs are on the roads today. It is safe to say that never before has there been a more enthusiastic group of motorists than their owners.

STYLED FOR THE BOULEVARD—

Lincoln Zephyr

ENGINEERED FOR THE OPEN ROAD



THE COUPE

A personal car, trim and business-like, with graceful, modern lines. Three ride comfortably. Large storage space back of seat; opera seats optional at extra cost. There is a large luggage compartment in the rear deck.



THE CONVERTIBLE COUPE

All who own one ounce of sporting blood approve this informal body type . . . so snug when necessary, but open to the skies in fair weather. The top is automatically raised and lowered. Full-width seat in rear.



THE CONTINENTAL CABRIOLET

A new, smart, distinguished body type that speaks of far-off places and continental luxury. The hood is 7 inches longer; the entire car is 3 inches lower than other Lincoln-Zephyrs. Automatic top. Rear seat accommodates three grown persons.

Our policy is one of continuous improvement, and we reserve the right to change specifications, design or prices without incurring obligation. Cars illustrated in this folder show white sidewall tires, available at extra charge. Lincoln Motor Company.