

THE 1937

LINCOLN-ZEPHYR V-12

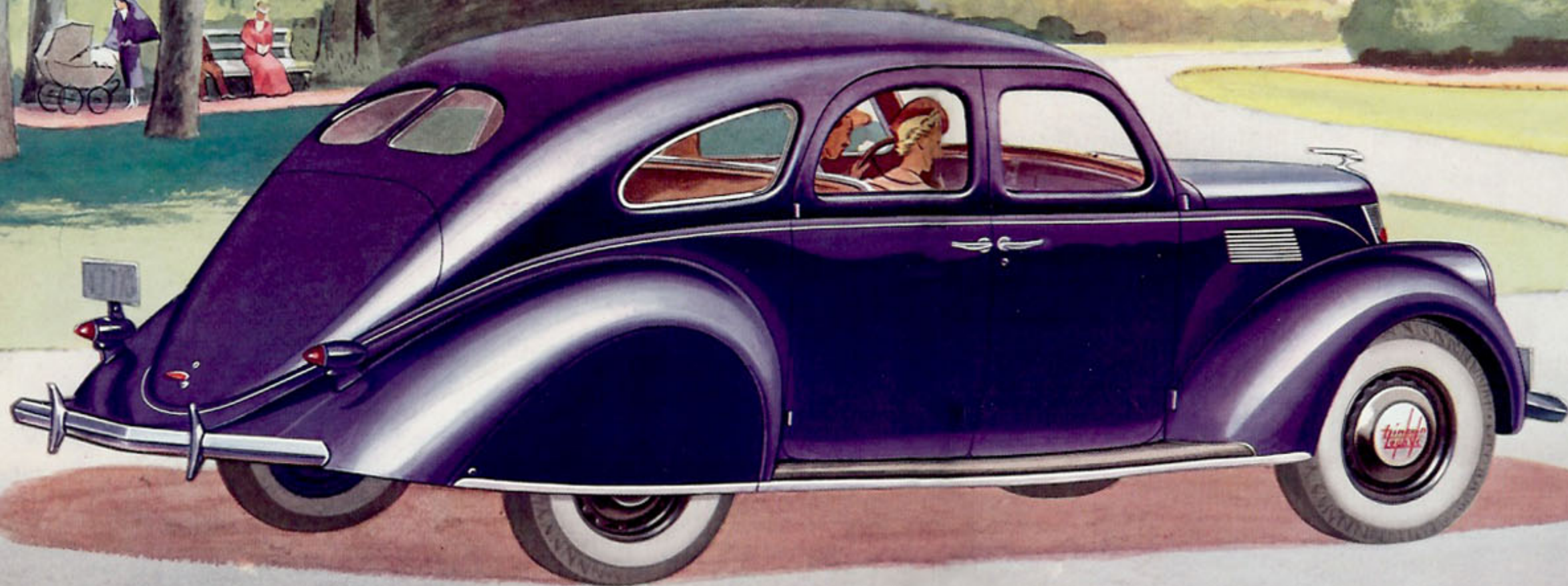
THE CAR OF THE FUTURE



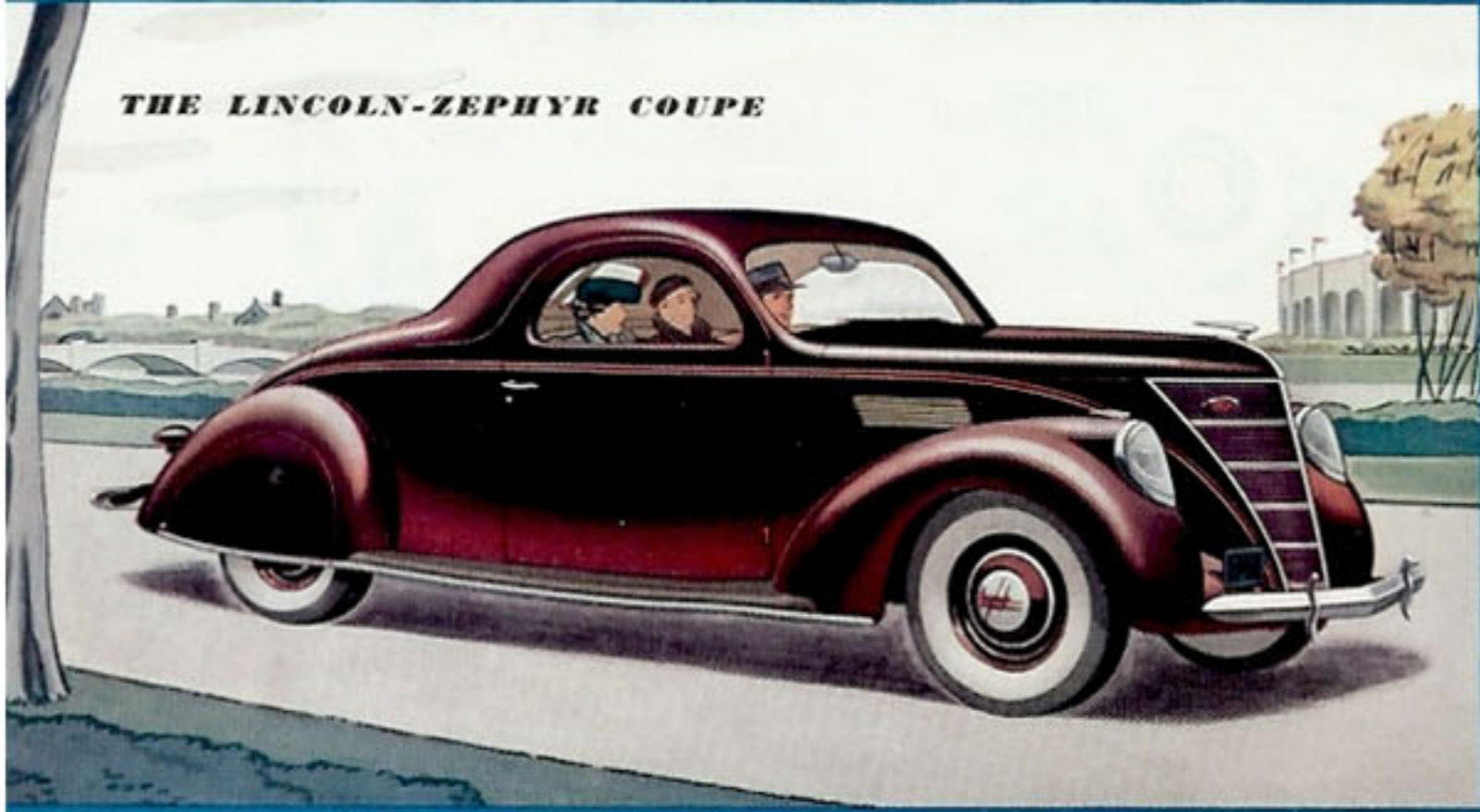
**BUILT BY LINCOLN . . . TO THE LINCOLN
STANDARD OF MECHANICAL EXCELLENCE**

The LINCOLN-ZEPHYR comes to 1937 with a year's superb record behind it. It is still a new kind of car! This is not a new "model"; refined and improved, it is the original, forward looking car that set new standards of power, comfort, safety, economy. This present car is years ahead because its predecessor was years ahead. There are no radical changes because no radical changes could be made. The style leader still holds its leadership and brings to the medium-price field the Lincoln standard of mechanical excellence.

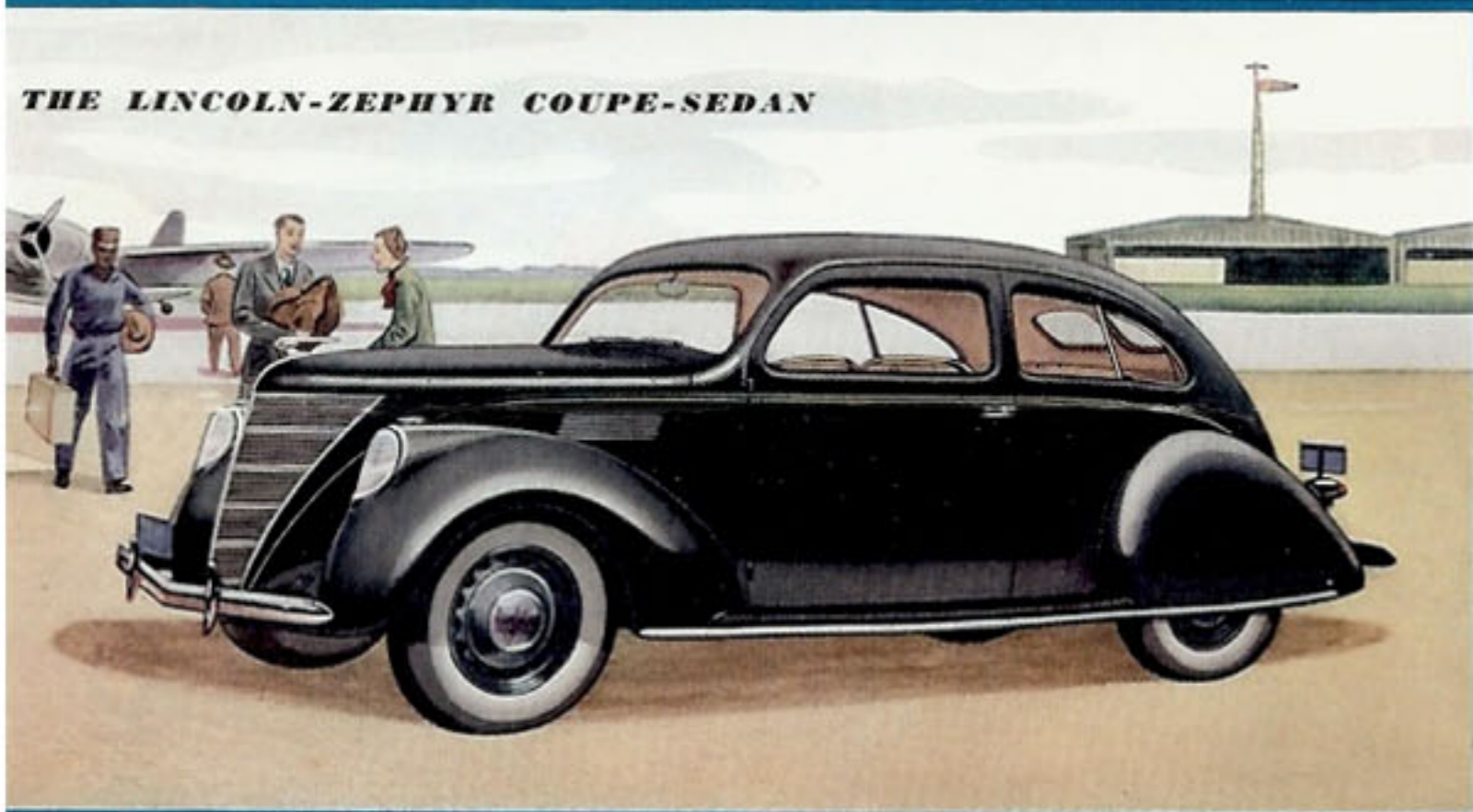
THE LINCOLN-ZEPHYR SEDAN



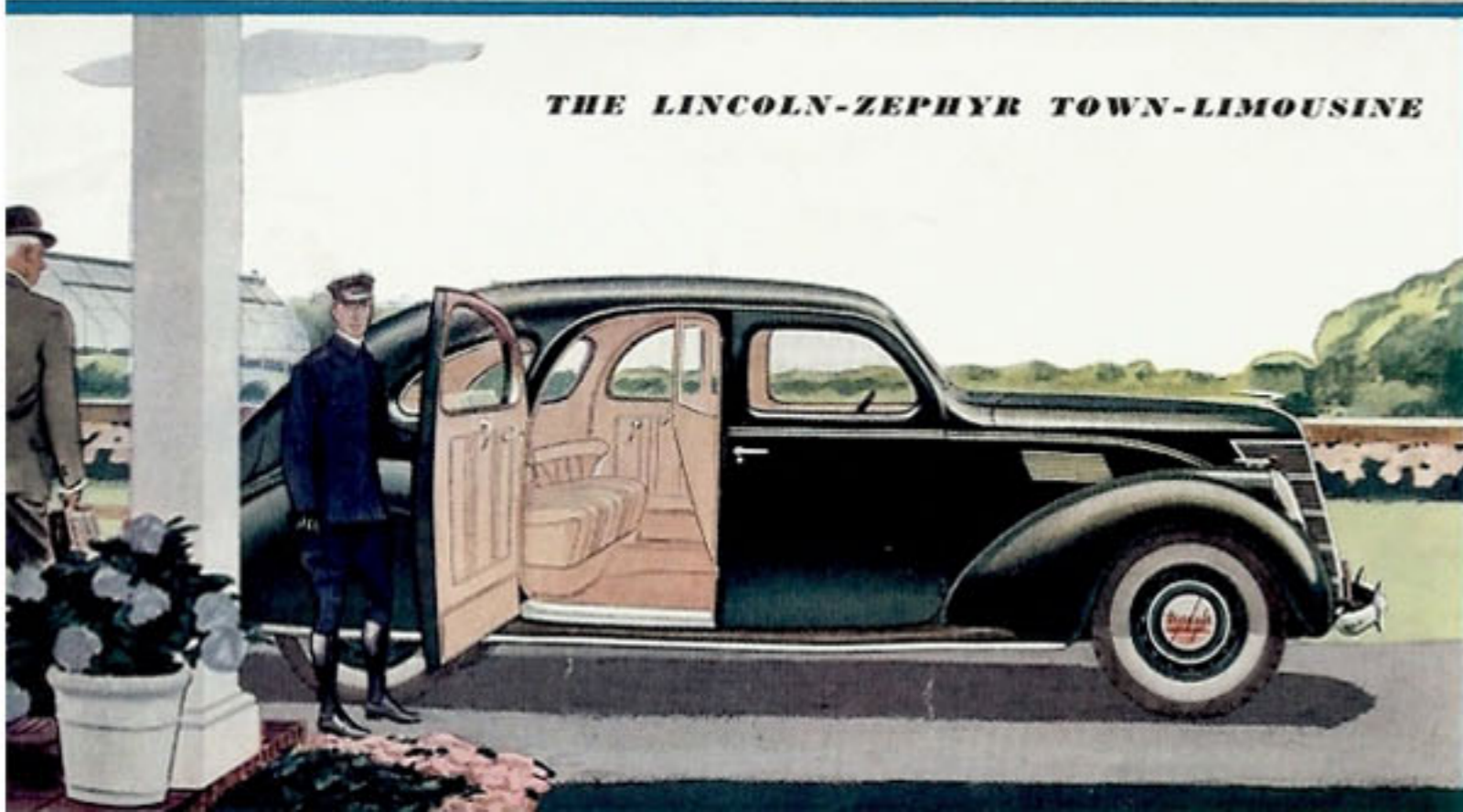
THE LINCOLN-ZEPHYR COUPE



THE LINCOLN-ZEPHYR COUPE-SEDAN



THE LINCOLN-ZEPHYR TOWN-LIMOUSINE



THE NEW KIND OF CAR... YEARS AHEAD OF THE TIMES

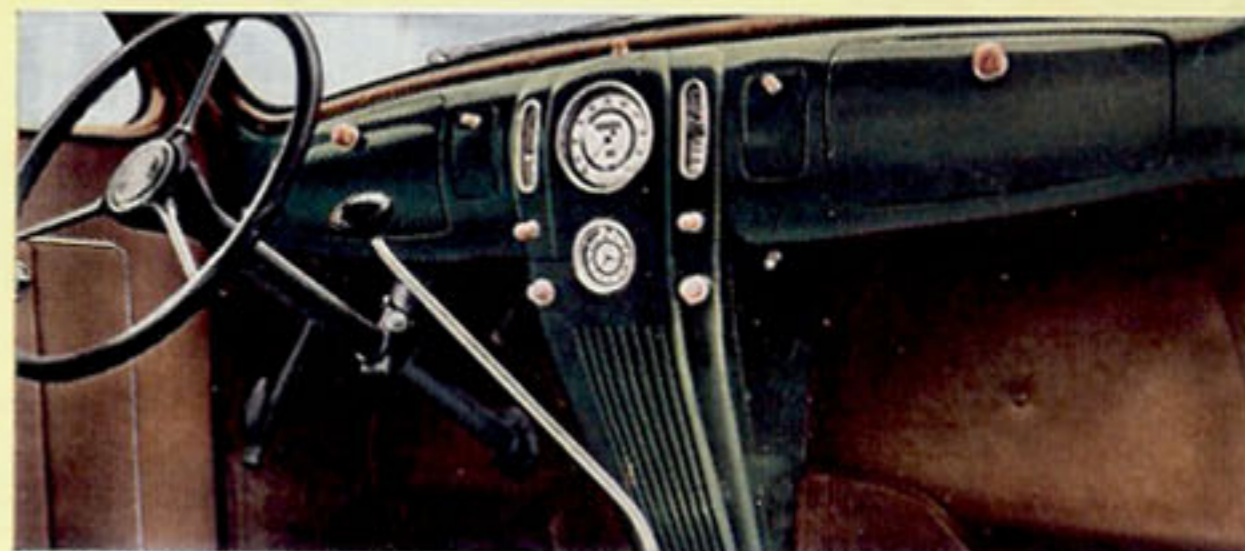
Its *performance* is years ahead. The LINCOLN-ZEPHYR has a V-type, 12-cylinder engine—built by Lincoln precision methods, in the famous Lincoln plant. It develops 110 horsepower.

Its *economy* is years ahead. So efficient is the engine design, so skilfully streamlined is the car, so high is its power-to-weight ratio, that owners report 14 to 18 miles per gallon!

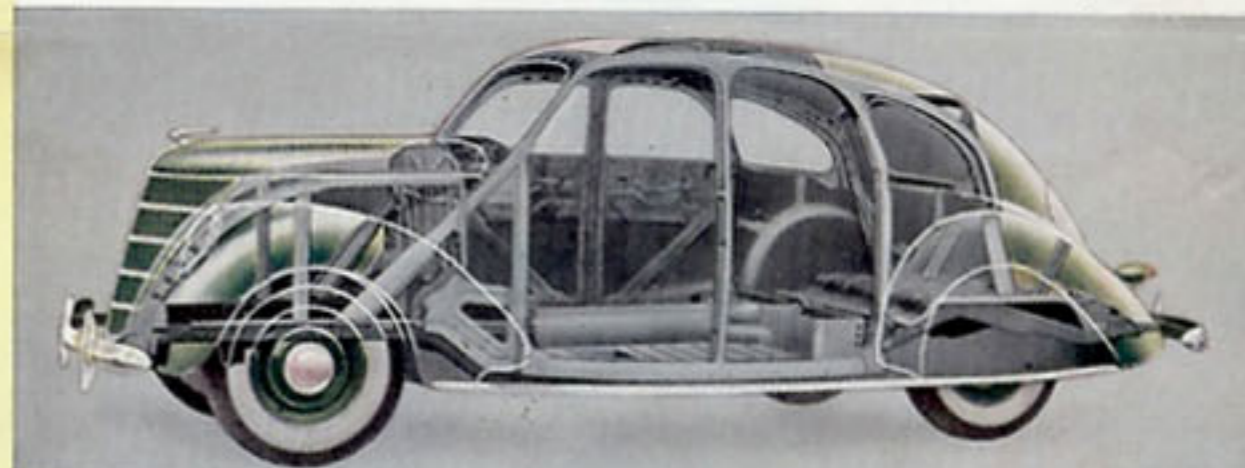
Its *safety* is years ahead. Body and frame are one, inseparable. Steel paneling is welded to the unit steel framework—light, yet strong—on top, sides, bottom. You ride close to the ground, enclosed in steel protected all around.

Its *comfort* is years ahead. The "flowing" ride of this new car is a thrilling new experience. All passengers sit "amidships," toward the center. The car flows along like a fast ship on a calm sea. Here is the new rhythm of motoring!

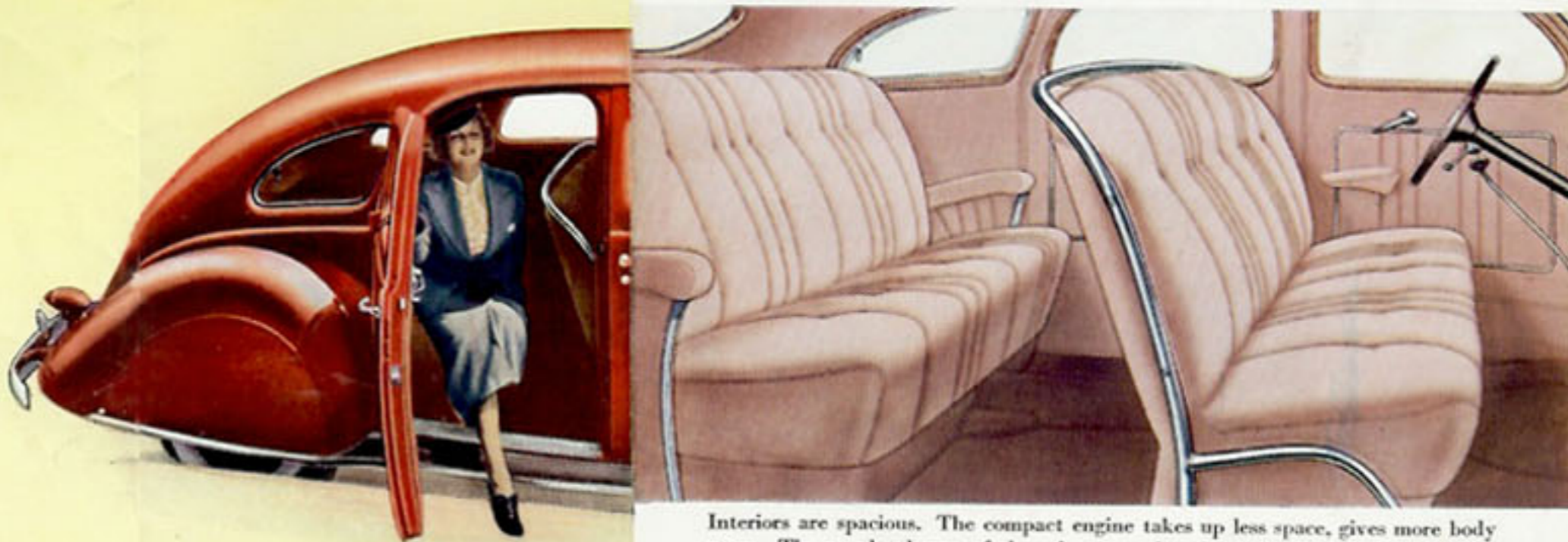
Its *value* is years ahead. Only the Lincoln-Ford background makes this car possible at the price. Thousands of owners say it transforms their ideas of motoring. Why not arrange, for a demonstration in the car built by Lincoln, priced by Ford?



Notice the electric clock, and the two glove compartments. A radio speaker and heater may be installed behind the grille under the instrument panel.



The famous LINCOLN-ZEPHYR body-and-frame, a single unit of steel girders to which steel paneling is welded. Great strength, for all its lightness, and maximum safety.



Interiors are spacious. The compact engine takes up less space, gives more body room. The new hardware, of chromium, matches the car's clear, modern beauty.

FEATURES THAT MAKE THE **LINCOLN-ZEPHYR V-12 OUTSTANDING** **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, quietness.
- ★ Low center of gravity.
- ★ Conventional running boards eliminated; body width increased.
- ★ A "front-seat" ride for everyone—all passengers sit toward the center.
- ★ 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 methods.
- ★ Authentically streamlined.
- ★ The "flowing" ride—a new rhythm of motoring.
- ★ 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 as on the Lincoln. Generous luggage compartment. Exceptionally large windshield. High visibility all around. Engine readily accessible.

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

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

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