

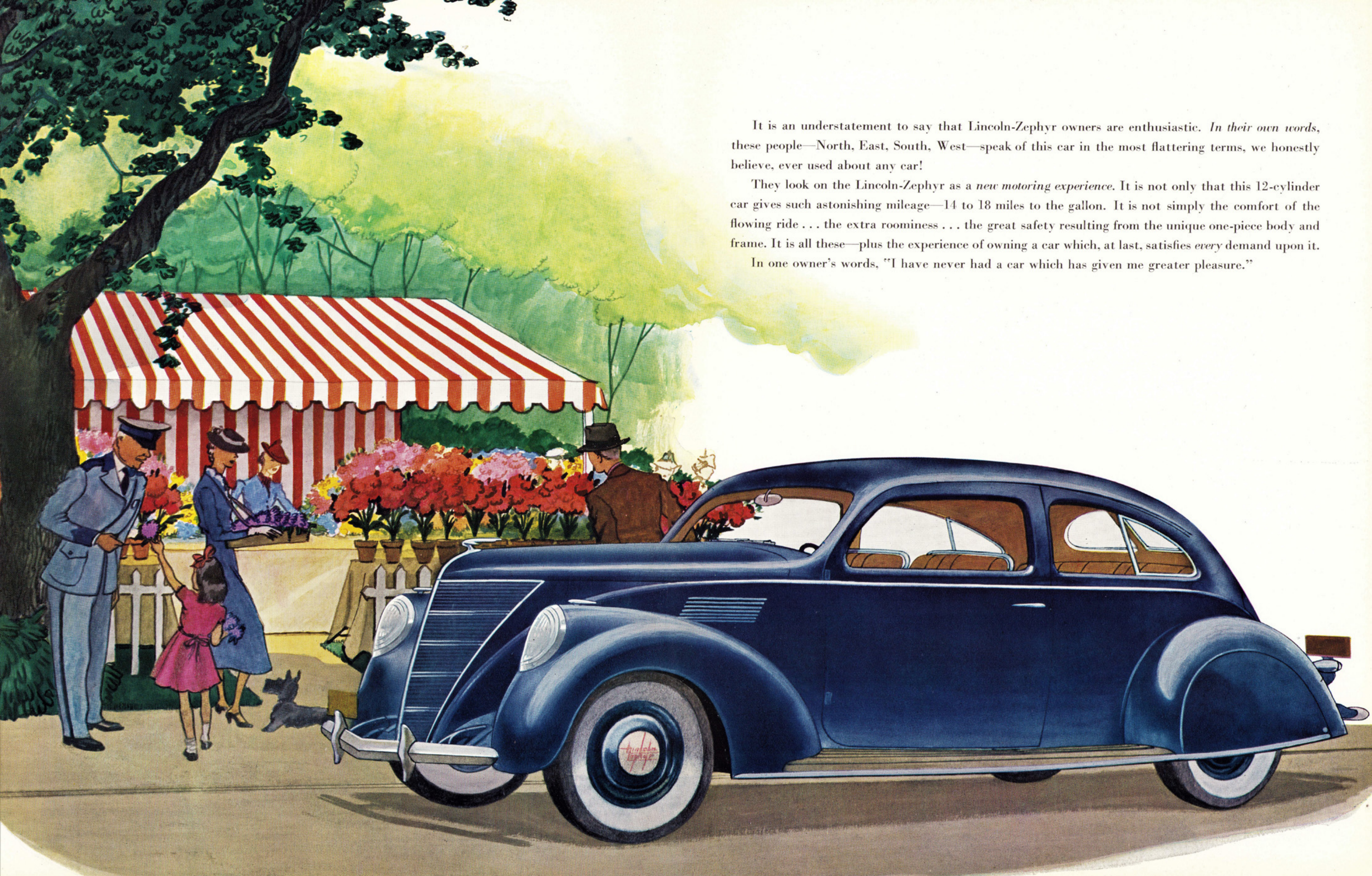
In the Owner's
Words!

Lincoln-Zephyr V-12

It is an understatement to say that Lincoln-Zephyr owners are enthusiastic. *In their own words*, these people—North, East, South, West—speak of this car in the most flattering terms, we honestly believe, ever used about any car!

They look on the Lincoln-Zephyr as a *new motoring experience*. It is not only that this 12-cylinder car gives such astonishing mileage—14 to 18 miles to the gallon. It is not simply the comfort of the flowing ride . . . the extra roominess . . . the great safety resulting from the unique one-piece body and frame. It is all these—plus the experience of owning a car which, at last, satisfies *every* demand upon it.

In one owner's words, "I have never had a car which has given me greater pleasure."



THE POSTMAN RINGS

SEVERAL THOUSAND TIMES

ARTHUR MILLER
President

JOSEPH COHAN
Vice President and General Manager

CHAS. W. HOCHSTETLER
Secretary and Treasurer

THE HOLMES CONSTRUCTION COMPANY
Highways, Municipal and Railway Contractors
WOOSTER, OHIO

Ford Motor Company,
Cleveland, Ohio.

Gentlemen:

I have been using all kinds of large cars for years and finally decided to try something different. Having heard of the Lincoln-Zephyr, I took one look at it and bought it. I was somewhat skeptical about the mileage on gasoline consumption which your local dealer assured me I would get. Also, at first I did not like the streamline appearance of the car.

But, having driven this car 10,000 miles, I want to assure you that I have never had a car that has given me the pleasure of handling, that rides so easily and operates so economically as this Lincoln-Zephyr. It has given me complete satisfaction in every respect.

Yours very truly,
Arthur Miller
Arthur Miller

WM. E. WHALEY
1201 WASHINGTON BLDG
LOUISVILLE KY.

Consolidated Motors Inc.,
Louisville, Kentucky.

Gentlemen:

I think you may be interested to know that on a recent trip I made from Louisville via St. Louis and Kansas City to Omaha, Nebraska, and return, I averaged 17.5 miles per gallon of gasoline with my Lincoln-Zephyr. On this trip I drove 2020 miles, of which about one-fourth was city driving.

On several occasions I have checked my mileage on road driving and it has never fallen below 18.5 miles per gallon average.

The remarkable fuel economy record of my Zephyr and the absence of any maintenance cost other than oil and grease, prompts me to tell you that it is by far the most satisfactory car I have ever owned.

My Lincoln-Zephyr can "take it on the chin." I have put 19,500 miles on the car in a little less than six months and have never had a minute's trouble or delay.

Yours very truly,
Wm. E. Whaley

RACINE SCREW WORKS
ESTABLISHED 1907
MANUFACTURERS OF
SCREW MACHINE PRODUCTS
1501 CLARK STREET
PHONE PROSPECT 3030
RACINE, WIS.

Mr. Frank Applegate Inc.,
1130 Washington Ave.,
Racine, Wisconsin.

Gentlemen:-

Before I bought my Lincoln-Zephyr from you, I was rather skeptical as to whether or not I would be satisfied with it. It seems that since I bought my Zephyr, the satisfaction that it gives me has no equal.

I can truthfully say that the Zephyr has exceeded my expectations, as it is the smoothest running car and the most economical in its class, that I know of. The comfort of travel, and the ease of speed is really marvelous, and the economy of averaging 15.6 miles per gallon is quite pleasing to me.

The more I look at and drive the car, the more it appeals to me, as the streamlining and other features about which I was skeptical before buying, seem to increase in beauty.

It is indeed a pleasure to drive the car, as there is no exertion or fatigue after a long trip, due to its smooth and easy handling.

To me the Zephyr is complete perfection in the automobile field.

Respectfully yours,
Albert O. Falkenrath
Albert O. Falkenrath

What kind of people are buying the Lincoln-Zephyr V-12?

A 50-year-old engineer who paid five thousand dollars for a foreign car, and considers the LINCOLN-ZEPHYR, with V-12 engine, low center of gravity, and unit body-and-frame construction, far and away a finer car.

A father of five children who, at last, has found a car which pleases all the family all at once!

An airline executive who finished a hard, fast trip of 1200 miles and wrote that the performance of his LINCOLN-ZEPHYR was the nearest thing possible to flying without wings.

An attorney who drove from Detroit to Spokane, keeping a log of all gasoline purchased, and averaged 17 miles to the gallon.

A New York mother who "never has a moment's worry when the children drive the LINCOLN-ZEPHYR."

A doctor who confesses that he is "wildly enthusiastic," and calls the car "a revolutionary idea in car building."

A six-foot-seven lawyer who finds "plenty of room for my huge frame."

The experienced motorist of every community who discovers, in this new kind of car, a new point-of-view toward transportation!

Read, on these pages, a few of the many hundred letters received in praise of the LINCOLN-ZEPHYR, and decide whether you, too, wouldn't like to get some fun out of driving!

J.S. SCHRAMM COMPANY
Dry Goods
ESTABLISHED 1848
Burlington, Iowa

Thomas Motor Company,
North 3rd Street,
Burlington, Iowa.

Dear Mr. Thomas:

After six months daily driving of my Lincoln-Zephyr, I can't refrain from telling you how very pleased I am with the car in every respect. We have driven about nine thousand miles, much of which has been city errand-running with many stops and in all kinds of weather and traffic.

The Lincoln-Zephyr's flexibility of handling and quick response at all times are completely satisfactory for this kind of driving. We are averaging about seventeen miles to the gallon and almost no oil consumption for town driving. As for touring, I have driven to and from New York in the Lincoln-Zephyr averaging over eighteen miles to the gallon at a steady speed of sixty-five miles an hour, and with far greater comfort than I have experienced in any other car.

Our car is more than satisfactory in every respect and I wanted you to know how pleased we are with it.

Yours very truly,
J. S. Schramm
J. S. Schramm

FORSYTH MEMORIAL PARK
(National Cemetery Corporation, Owners)
502 REYNOLDS BUILDING
PHONE 8490
WINSTON-SALEM, N. C.

Twin City Motor Company,
633 N. Liberty Street,
City.

Attention: Mr. DeTamble

Gentlemen:

I have owned and driven some of the best cars built and I can truthfully say that I never sat behind the wheel of an automobile that performs more beautifully than the Lincoln-Zephyr. The riding qualities are superb, the car being unusually easy to handle. It has all the power and speed that any man or woman could desire, and above all it is the most economical car I have ever driven, having averaged between sixteen and seventeen miles to the gallon.

It is a pleasure and a great satisfaction to own a car that has the riding qualities, the power, the speed, and the economy that the manufacturers have built into the new Lincoln-Zephyr.

Very truly yours,
Henry C. Lonsford
Henry C. Lonsford

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 as on the Lincoln. 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.

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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