



"Our time limit is 3 hours, John  
—but keep the speed legal"

MODERN driving conditions, with crowded traffic on main highways as well as within city limits, have taken much of the meaning away from a car's "top speed." The *important* quality in a truly modern automobile should be its *flexibility* . . . the ability to accelerate without effort. This quality, which will cut the running time in a point-to-point run by a considerable margin, is possessed to an extraordinary degree by the 1937 Lincoln-Zephyr V-12.

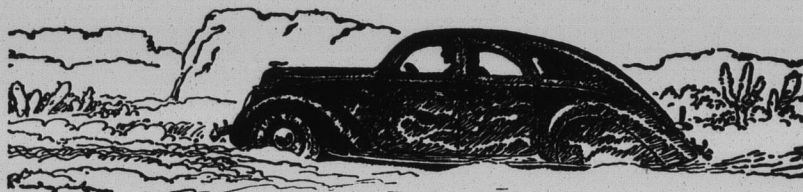
Yet this characteristic quality has been missed by many people who have made the mistake of judging the Lincoln-Zephyr *without* first taking one for a long run over a well-known route.

The Lincoln-Zephyr was built to give superb road performance in comparison with any car of American or foreign make. To test its quality it is necessary to take it up long hills, over corrugated surfaces, through winding wood trails where road clearance is doubtful, and especially on hard trips which you have made in other cars. Be as skeptical as you like about this car. Try driving over chuck holes with it. Take it around familiar curves. You will find that every obstacle you meet on a point-to-point trip will increase the advantage of the Lincoln-Zephyr. No more,

in mapping out a journey, will you go a longer way to avoid bad roads.

And after everything else, you are due to make the discovery that you own a car that is actually economical in gas and oil consumed! "Averaged 17.7 miles per gallon," writes a man from Windermere, Florida. Says another owner, ". . . averaged for the entire trip from Detroit to Spokane, 16.85 miles per gallon." This economy is, of course, only a by-product of the design of this "car of the future." Like the *safety* and *comfort*, it is just another proof that the whole scheme of the car is essentially *right*.

Not far from you is a Lincoln-Zephyr dealer. He has a 1937 Lincoln-Zephyr which he will lend you for a trial. Sit behind those twelve



*Something new has come into motoring!*

quiet cylinders. Feel acceleration you have never felt before. Sit normally in the chair-high seat. See without effort the road in front of you through the large, panorama windshield. Learn what finger-tip steering can really be. Drive this car on crowned roads. Test its stability on curves. Then decide whether or not something new has come into motoring, a satisfaction and pleasure you've not had since your "first car." Yes, telephone the Lincoln-Zephyr dealer today, if possible.

## Lincoln Zephyr V-12

NEW LOW PRICES—Convenient terms can be arranged through Authorized Universal Credit Company Finance Plans.