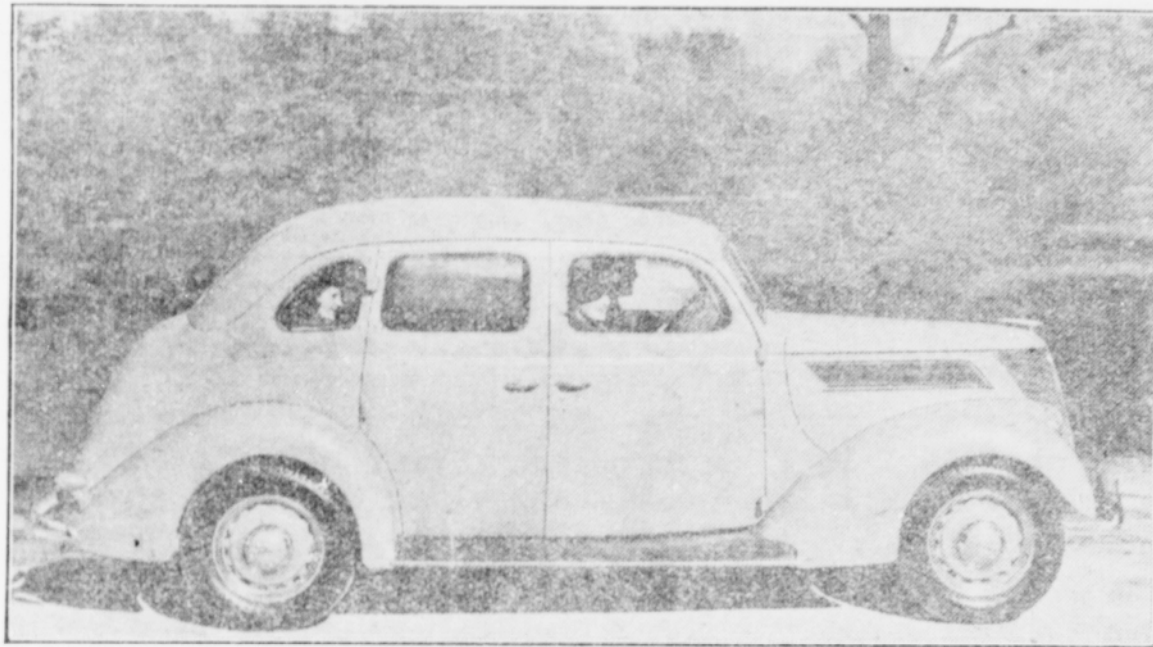


# The Economy Car in the Low Price Field



## The New 60-Horsepower Ford V-8

Base Prices **\$480** and up

at Dearborn Plant

Tires, Delivery and Handling, Bumpers, Spare Tire and Accessories Additional

See this Car and Ask for Demonstration



**V-12**

Distance and enchantment draw near sooner in this new kind of car. The **Lincoln-Zephyr V-12**—fast at the start, swift on the straight-away, steady on good roads and bad—brings city and countryside together in luxurious, effortless ease. Discover this car now.

Discover its new economy. Here is a 12-cylinder engine—the V-type—built in the Lincoln precision plant. It develops 110 horsepower. It powers a car with a wheelbase of 122 inches. Yet it gives 14 to 18 miles per gallon consistently.

Discover the car's new safety. Body and frame are one, welded together. You ride sur-

rounded by steel. You ride close to the ground, hugging the new safety for all—new comfort on longest trips.

And discover the car's new value. The **Lincoln-Zephyr** from the first has been priced well below its specifications. This year prices are even lower. Where else in the medium-price field does your dollar buy so much—for so long? This car has set so many new standards in years ahead of the times.

Get out in this **Lincoln-Zephyr** soon and see what has happened to transportation. Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr cars.

# Mackenzie Motor Co.

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