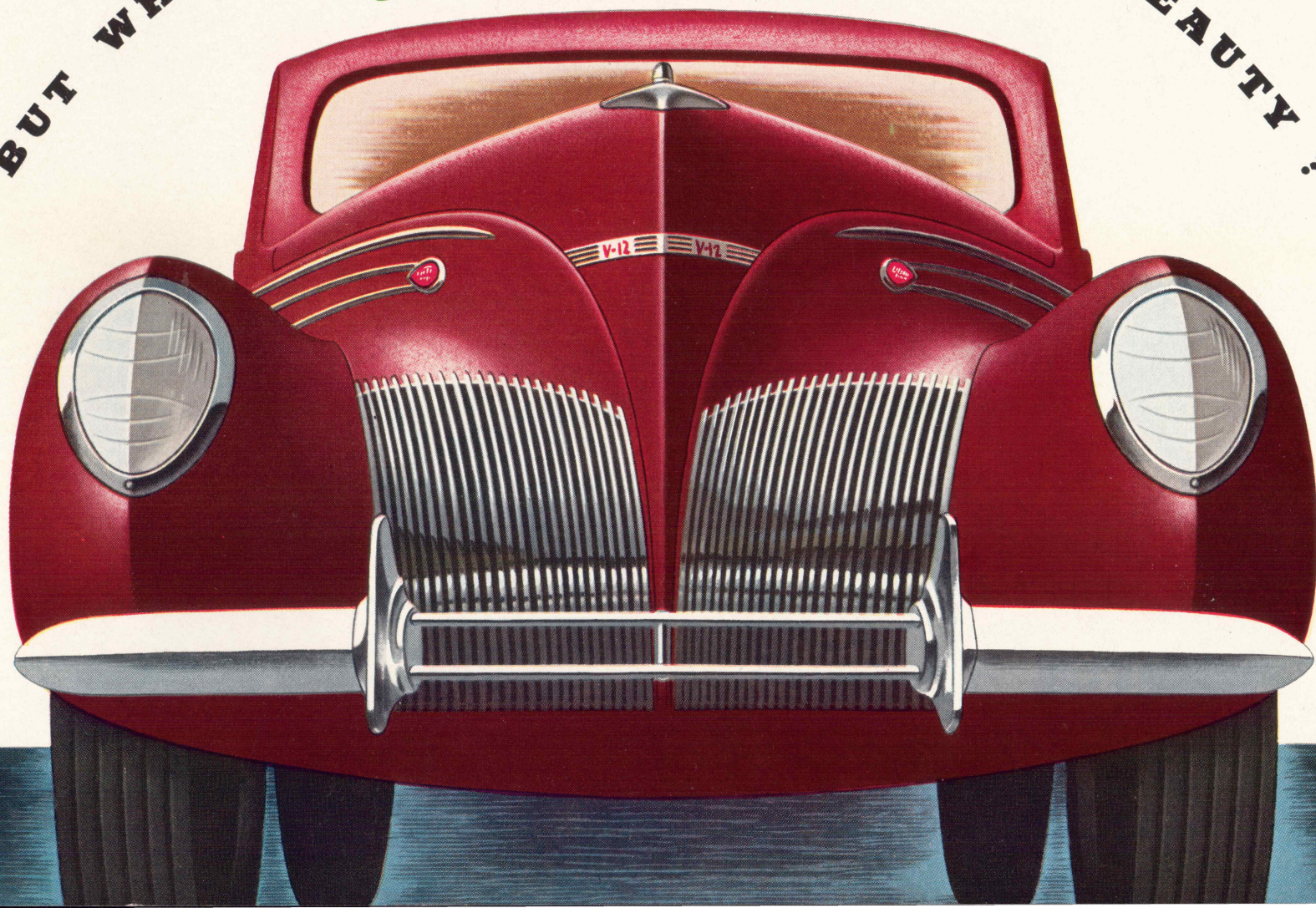
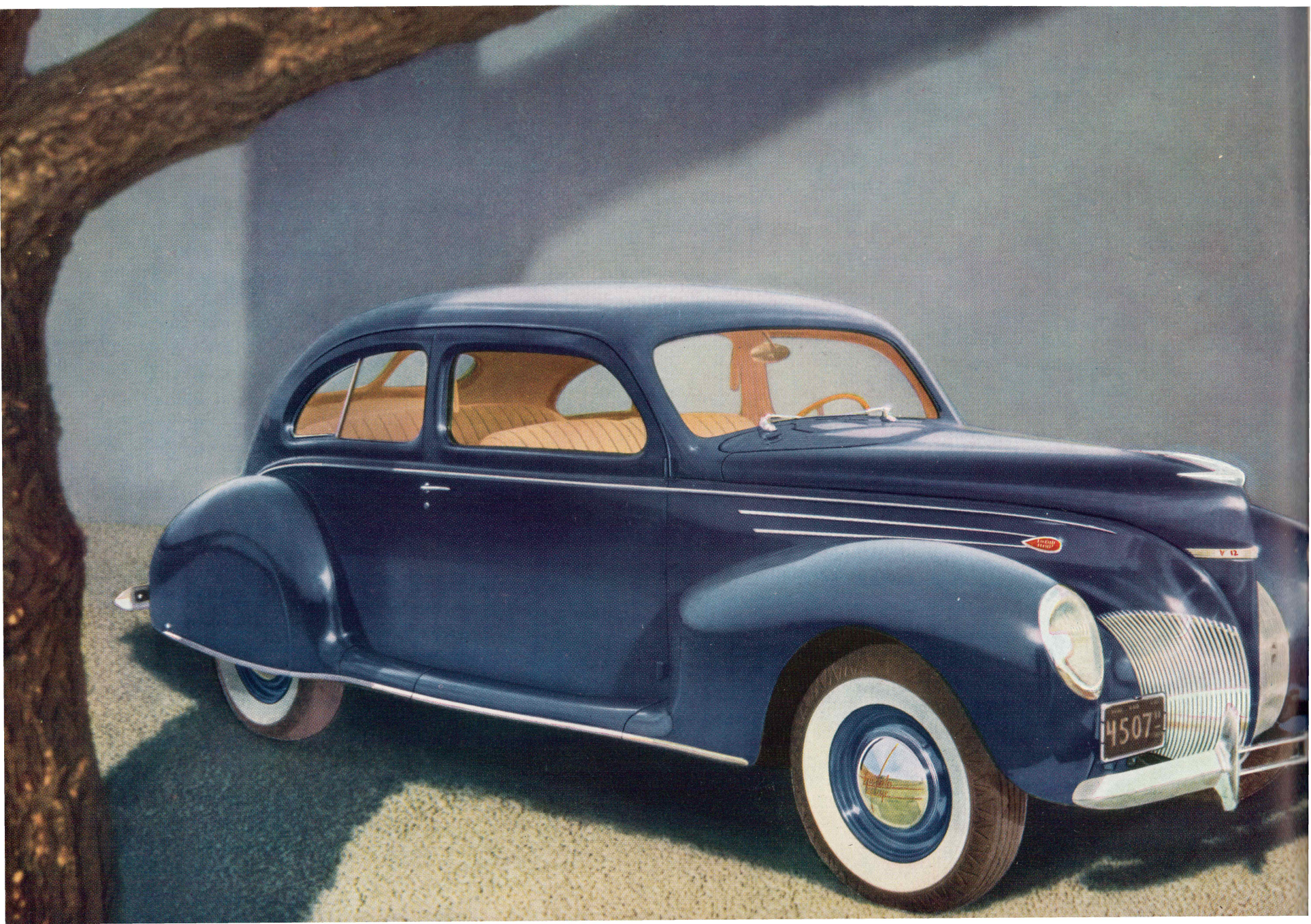


BUT WHAT'S BENEATH ITS OUTWARD BEAUTY?

Lincoln-Zephyr V-12








A

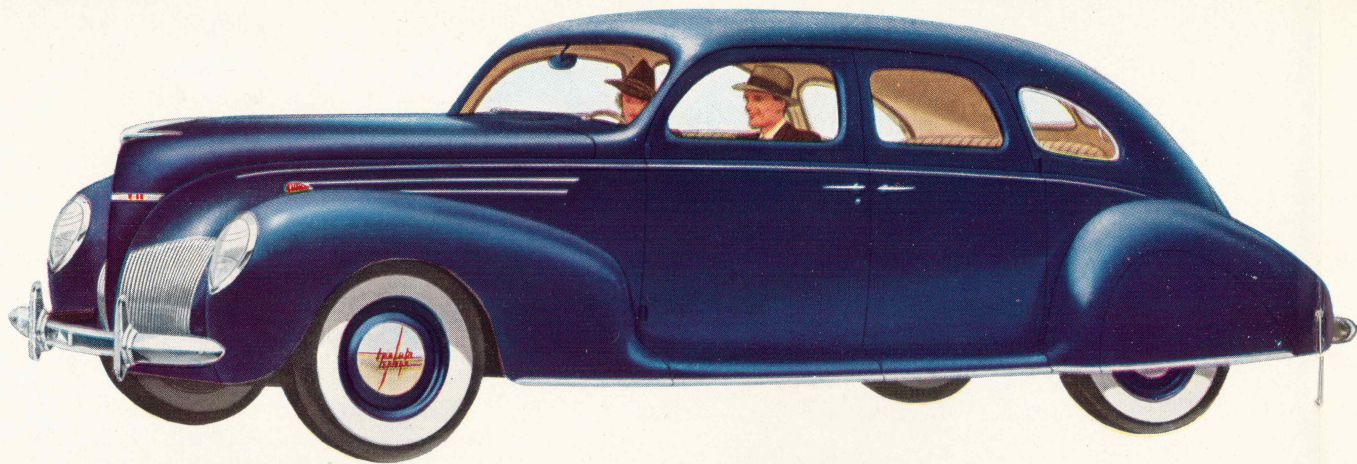
UNIQUE COMBINATION OF FEATURES THAT MAKES
THIS THE ONLY CAR OF ITS KIND AT ANY PRICE!



This year sees the Lincoln-Zephyr more beautiful than ever before. Its graceful streamlined design represents a skilful blending of function and form. This car is the acknowledged style leader of the automobile world! ¶ But style alone does not set a car apart as this car is set apart. What lies *beneath* its outward beauty? Why is the 1939 Lincoln-Zephyr *still* unique? ¶ It is because the distinctive combination of features in the Lincoln-Zephyr is *not matched in any car, at any price.* ¶ It is because this car is as modern in construction and in *every* way as in its streamlined appearance!

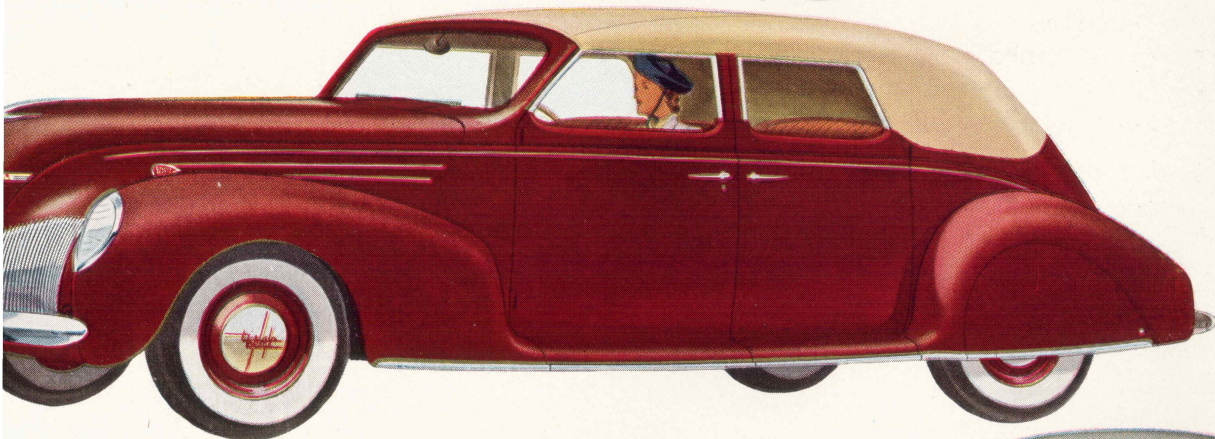
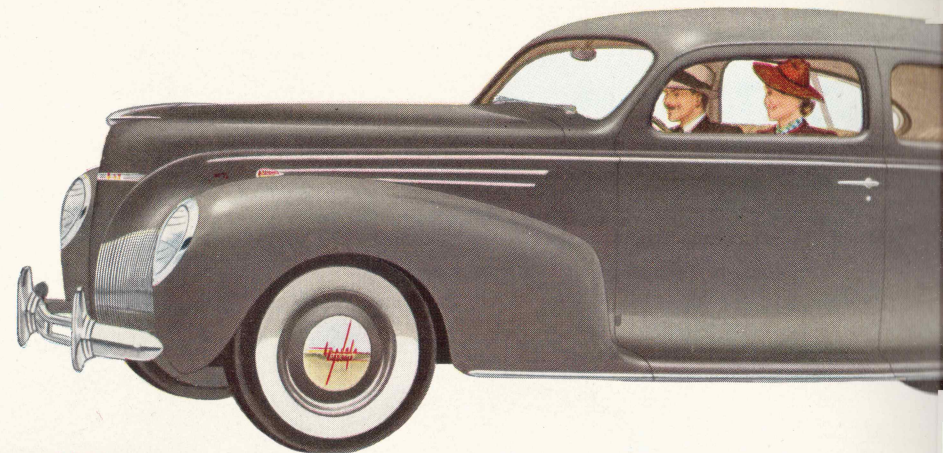
Sedan

This is a car for the entire family, a car for town or for country. Six passengers ride relaxed and without crowding.



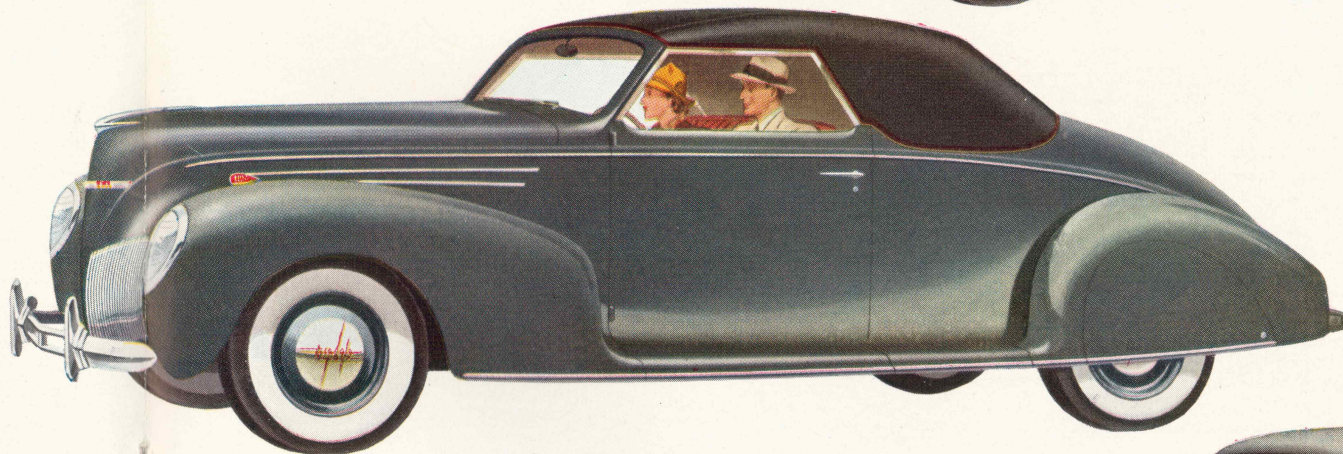
Coupe-Sedan

A car of sweeping lines and graceful manner. Three sit in front, three in back. The divided front seat back tilts forward.



Convertible Sedan

When the sun is shining the Convertible Sedan says, "Let's put the top down!" On other days it is a snug, comfortable sedan.

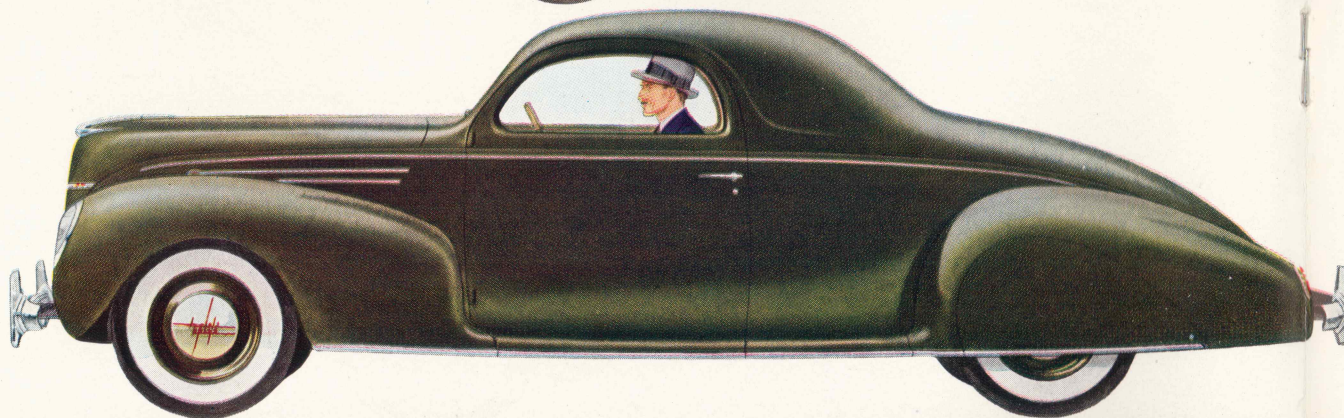


Convertible

This car will appeal to those who are young in spirit. It lowers and raises the top. It is a wide, useful car.

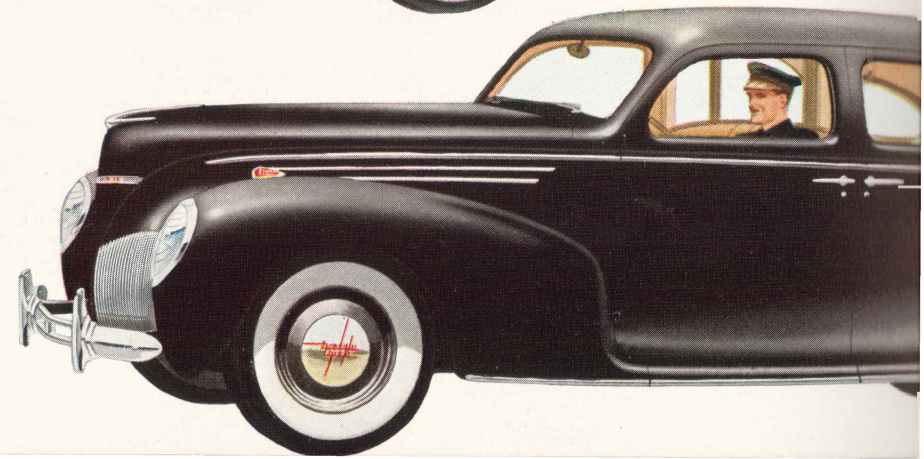
Coupe

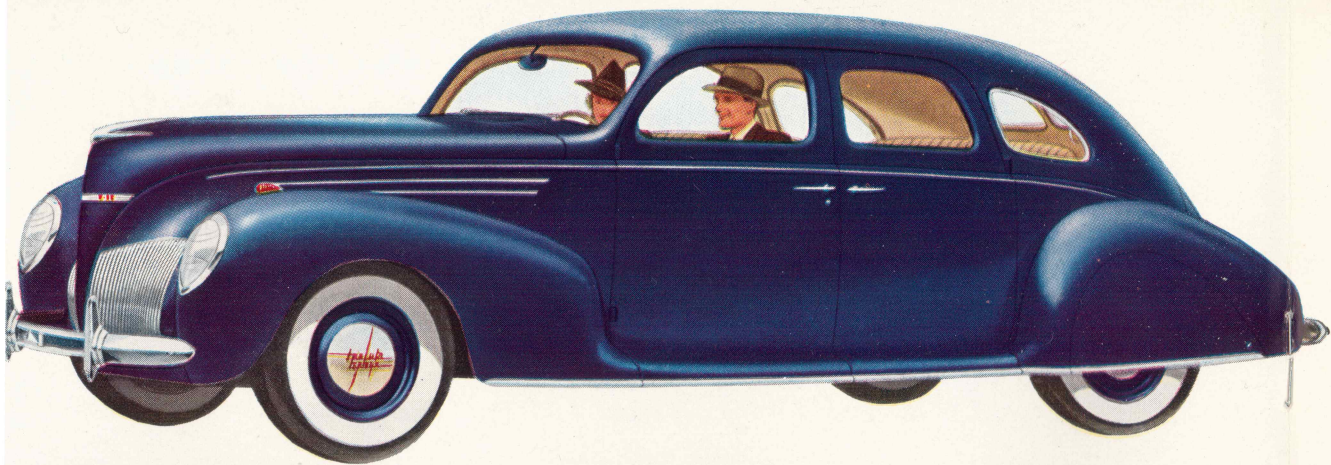
Three ride comfortably in this Coupe. There is generous storage space back of the seat; also a rear deck luggage compartment.



Town-Limousine

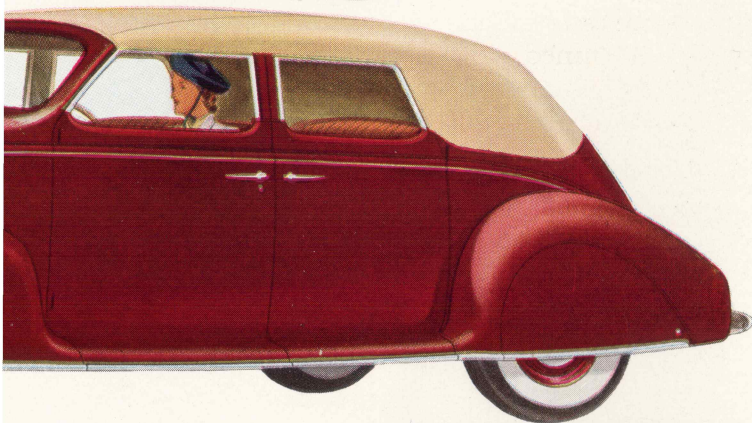
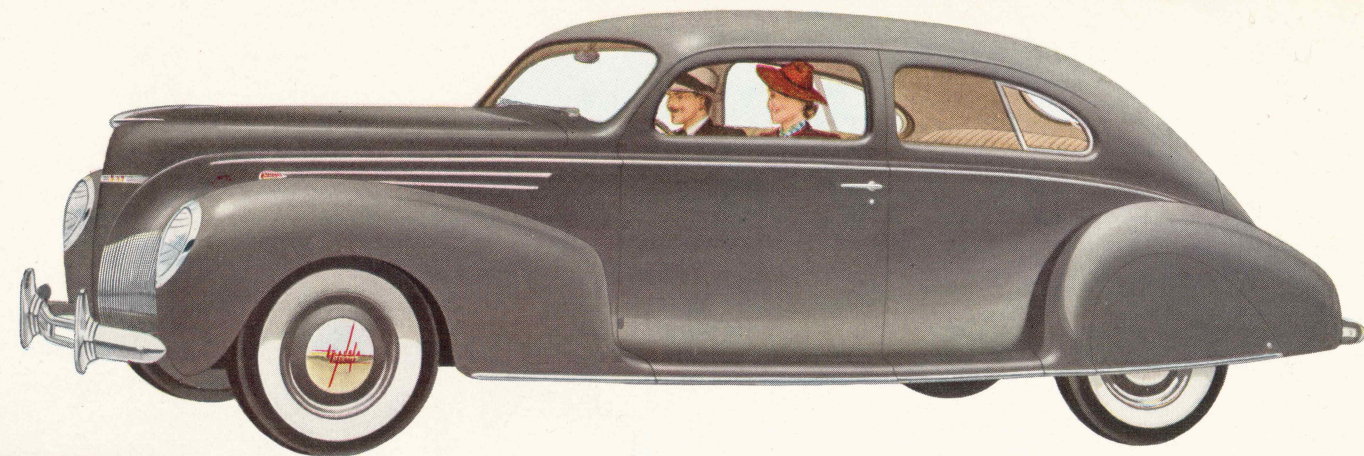
Front and rear seats are separated by an adjustable, sliding glass partition. This formal car belongs to today's world!





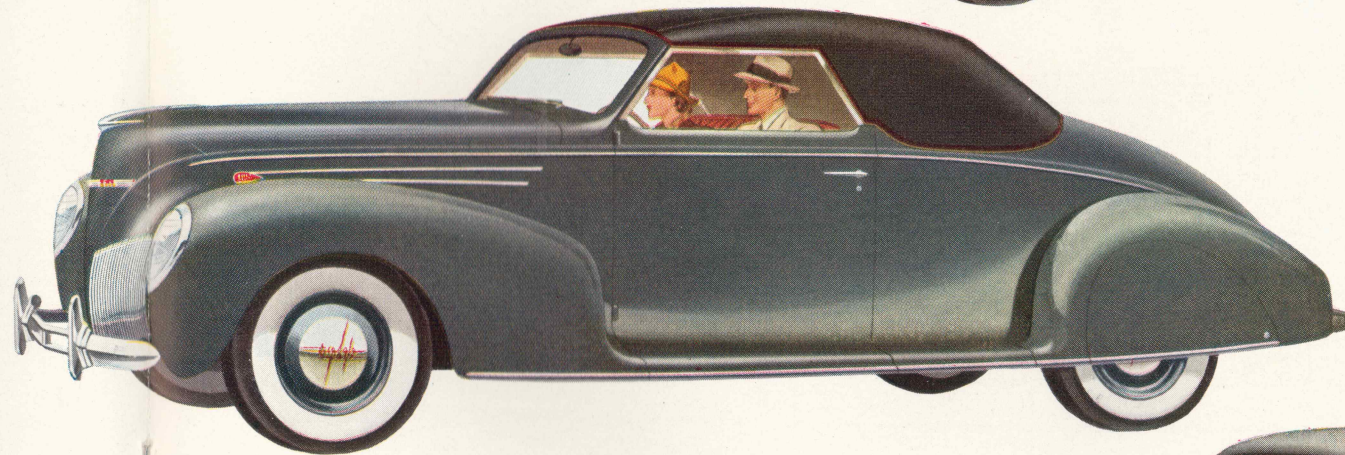
Coupe-Sedan

A car of sweeping lines and graceful manner. Three sit in front, three in back. The divided front seat back tilts forward.



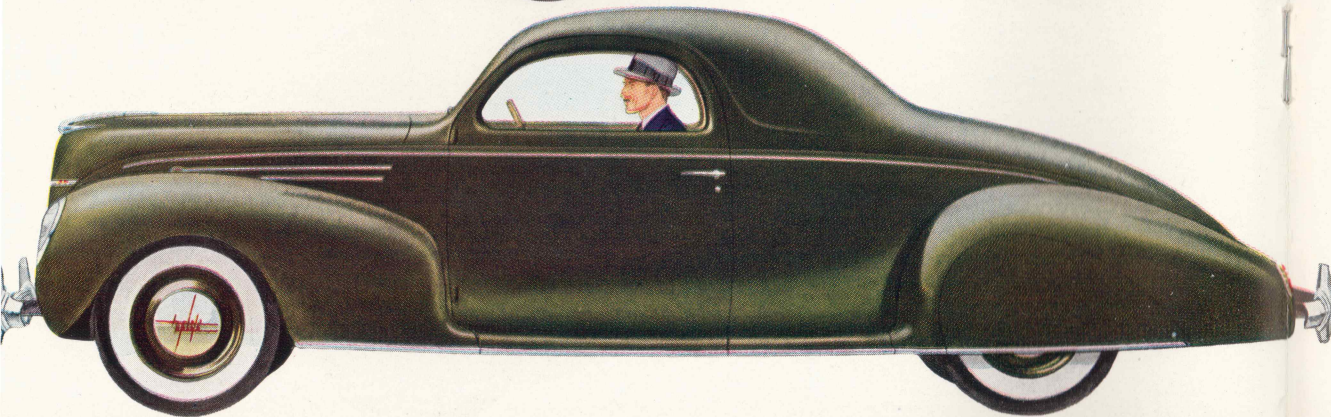
Convertible Sedan

When the sun is shining the Convertible Sedan says, "Let's put the top down!" On other days it is a snug, comfortable sedan.



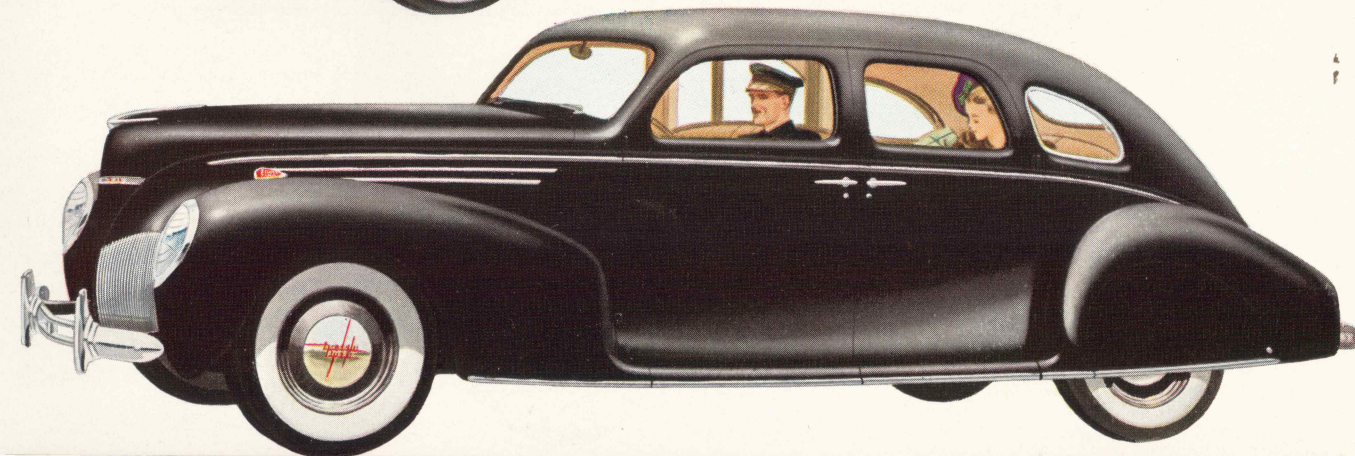
Convertible Coupe

This car will appeal to all who are young in spirit. The top lowers and raises easily. There is a wide, useful auxiliary seat.

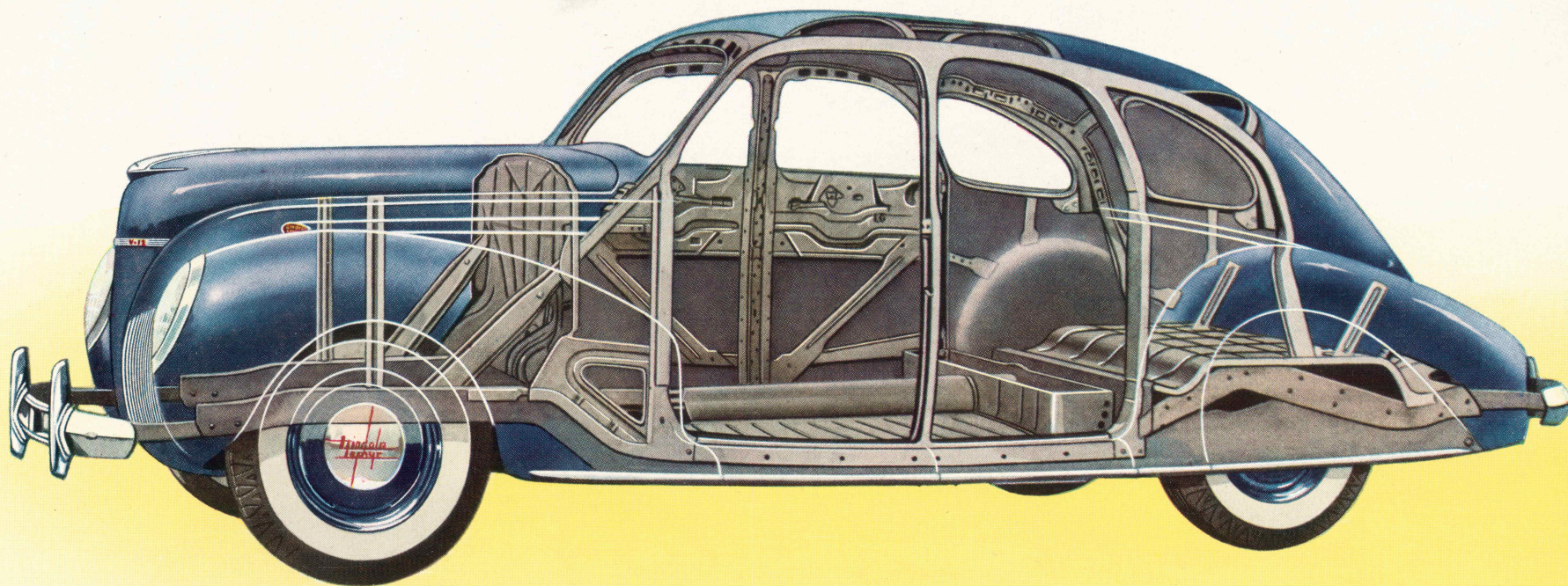


Town-Limousine

Front and rear seats are separated by an adjustable, sliding glass partition. This formal car belongs to today's world!



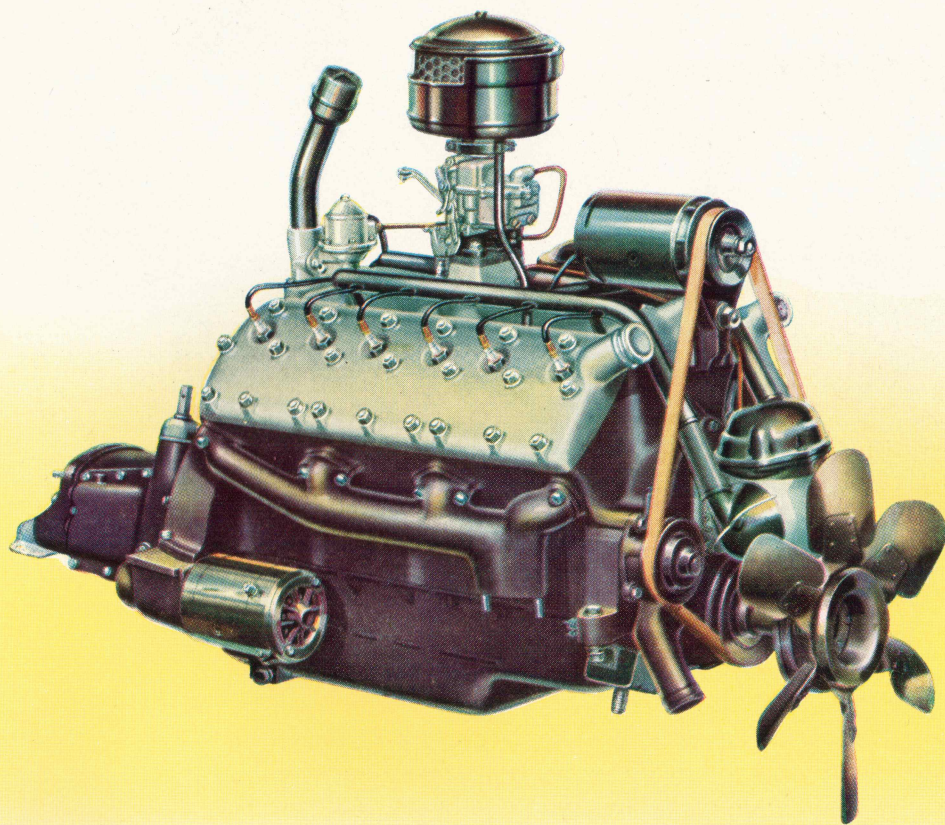
UNIT-BODY-AND-FRAME • *steel panels welded to steel trusses*



The construction of this car comes as a surprise to people used to thinking in terms of chassis and body. There is no "chassis" on the Lincoln-Zephyr—no bolted joints to squeak or rattle. Body and frame in closed types are a unit—a framework of steel trusses, in principle designed like the arch bridge, the airliner, the welded streamlined train. To this

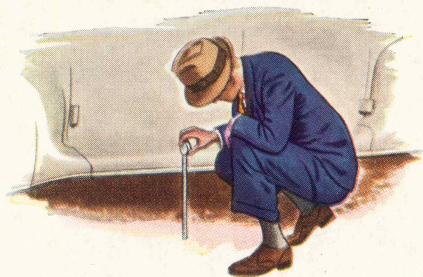
framework steel panels are welded on top, sides and bottom. This structure is unique in the automotive world—and produces unique results in safety and comfort. The entire unit-body-and-frame is insulated from springs, wheels, axle assemblies and engine by rubber cushions which deaden road noises—increasing quiet in a car already quiet.

A V-TYPE 12-CYLINDER ENGINE — 14 to 18 miles to the gallon

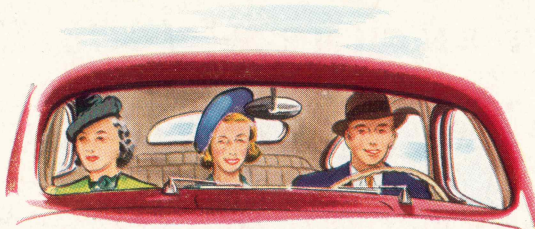


It is still an extraordinary thing for a medium-priced car to have a 12-cylinder engine. The Lincoln-Zephyr has always had it! Three years ago, this car broke with the tradition that "twelves" need be expensive—that they must be for only the wealthy. This "twelve" is original in design, highly efficient, and economical. On all roads, performance is brilliant. This is the result of Lincoln-precision methods and Lincoln designing. And from owners everywhere comes confirmation of an amazing economy record—14 to 18 miles per gallon—an unheard of mileage, until now, in a 12-cylinder engine.

MODERN COMFORT AND SAFETY FOR ALL!



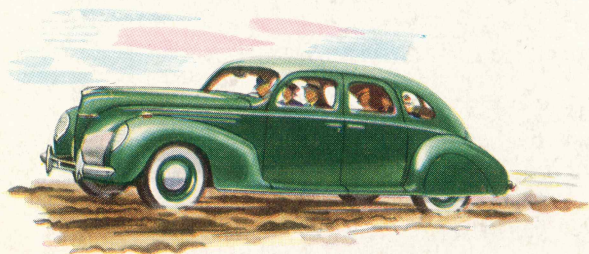
LOW CENTER OF GRAVITY • The Lincoln-Zephyr is built close to the ground, and the center of gravity is low. Passenger and car weight is balanced "amidships."



THREE UP FRONT • Unusually wide seats permit three passengers to ride comfortably in front as well as in back. Notice the high visibility in all directions through windshield and side windows.



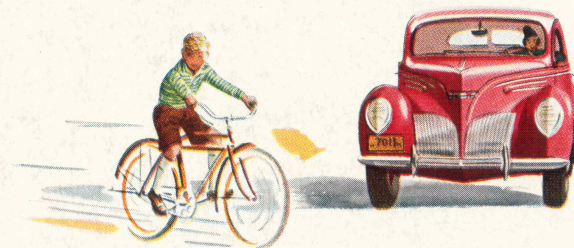
CHAIR-HIGH SEATS • The natural way to sit is the way you sit—seats chair-high from the low floor, and can be adjusted at the correct angle, for comfortable posture.



"FLOWING RIDE" • This car offers the "flowing ride," a gentle, rhythmic movement even over rough roads. All passengers ride toward the center—a "front seat" ride for everyone.



DIRECT ENTRANCE • You step directly from floor of car to curb. Narrow running boards are concealed and protected from dirt, ice and snow by extensions of the door panels.



HYDRAULIC BRAKES • This year the Lincoln-Zephyr has hydraulic brakes. Stops are positive and smooth; little pressure is needed. The parking brake is mechanically operated.

THE STYLE LEADER

Lincoln-Zephyr V-12