

# THE NEW LINCOLN-ZEPHYR V-12 FOR 1938

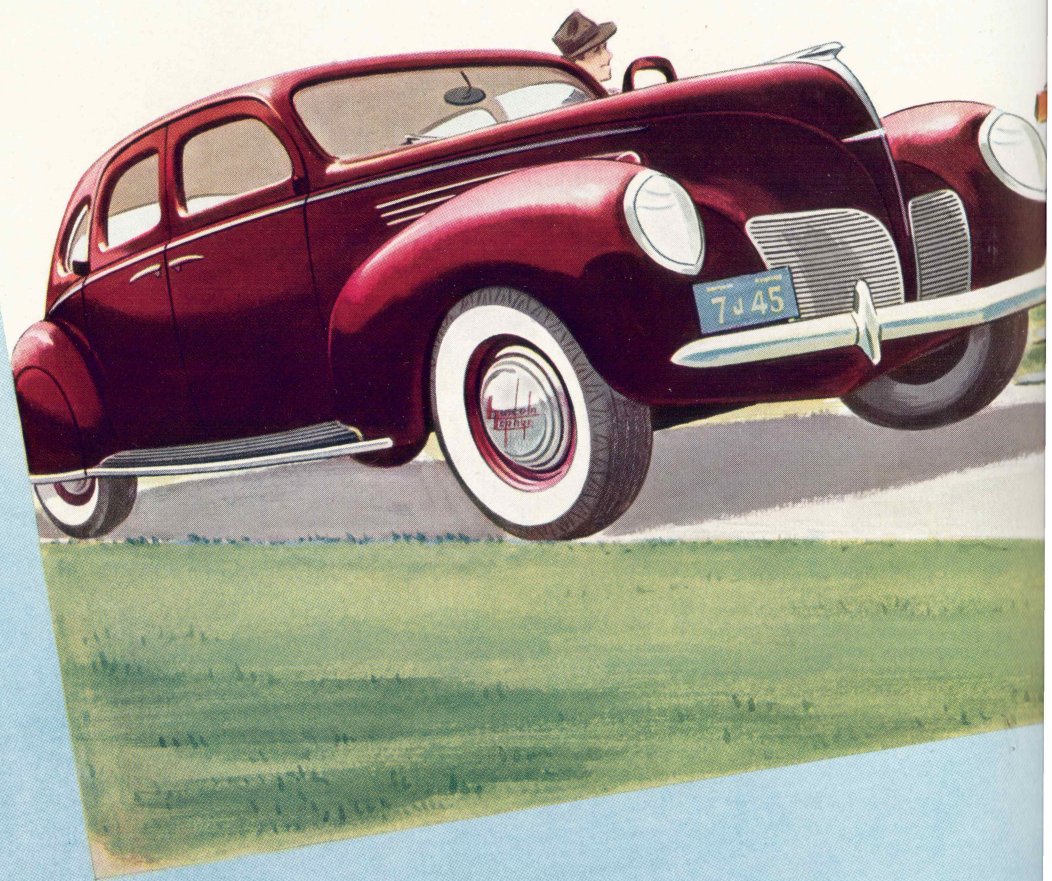








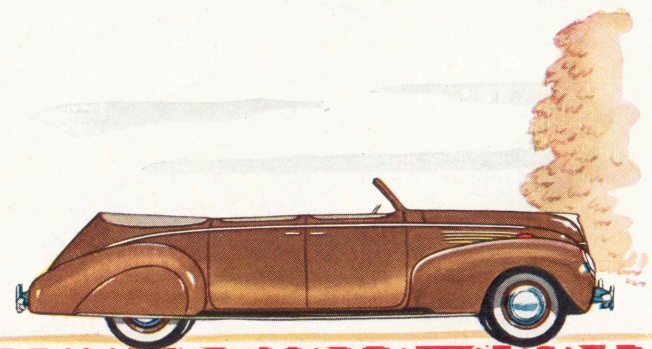
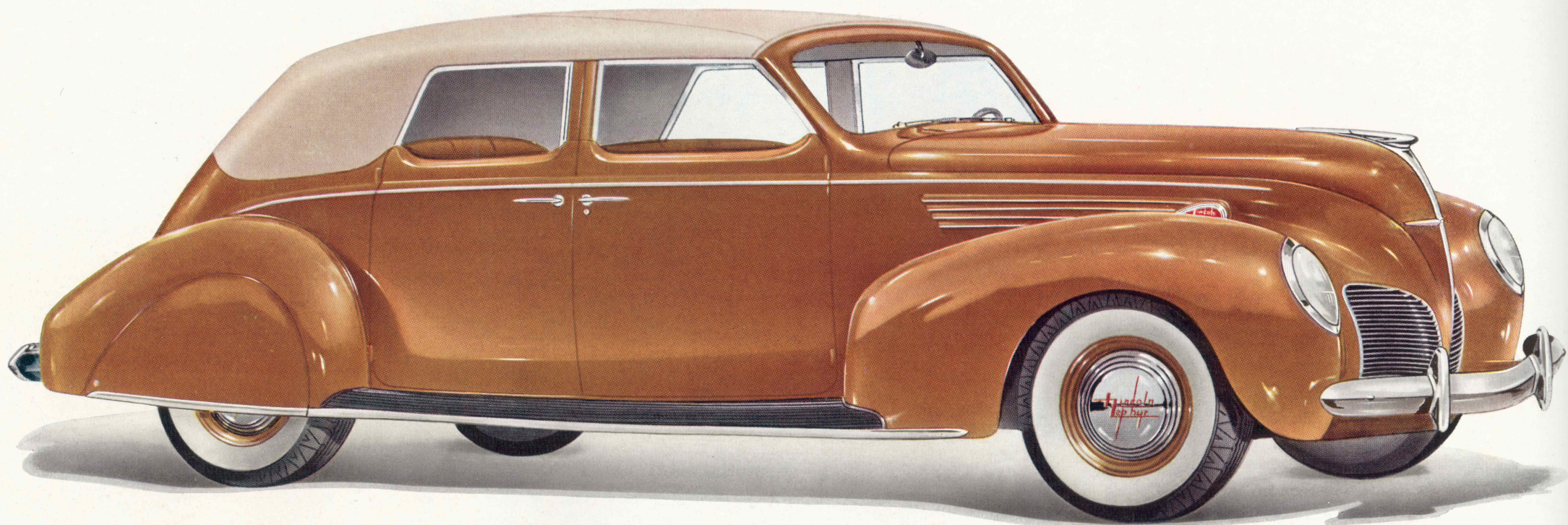
# THE MODERN TWELVE AT MEDIUM PRICE





Only two years ago there appeared on the roads of America a new kind of car. This startling change, this departure from past ideas, was the Lincoln-Zephyr V-12. ¶ The Lincoln-Zephyr of last year was—and is today—distinguished for its modern design. People still turn to see it as it passes. But in the car for 1938 streamlining is even more pronounced. To the front end, principles of functional design are applied with logic and beauty. The entire car, brilliant, graceful, creates an impression of length and fleetness, as of some great land-plane gliding over the earth. ¶ This year's Lincoln-Zephyr is bigger than before, with a wheelbase lengthened to 125 inches. Interiors are roomier, chair-like seats deeper and more luxurious. This is a car to settle down in comfortably, for a trip of many hundred miles, and relax as you ride to the journey's end. ¶ Many have felt that the Lincoln-Zephyr's clean lines would be particularly adapted to convertible models. Now the convertible types are here—ready for the young in years and the young in mind. The Convertible Sedan and the Convertible Coupe bring to six the number of Lincoln-Zephyr types from which you may now choose. ¶ Although priced in the medium range, the Lincoln-Zephyr is a blending of many unique points of excellence. It has a V-type, 12-cylinder engine, built by Lincoln to Lincoln standards of precision. For two years, consistently, owners have reported 14 to 18 miles per gallon—something of a sensation! This 12-cylinder engine, proved by 45,000 owners, has been refined to give even smoother, more quiet performance. ¶ Thus in appearance, in comfort, in economy, in the way it acts on all roads, the Lincoln-Zephyr brings to its field a new conception of value. For this modern twelve at medium price is *still* the only car of its kind at *any* price!

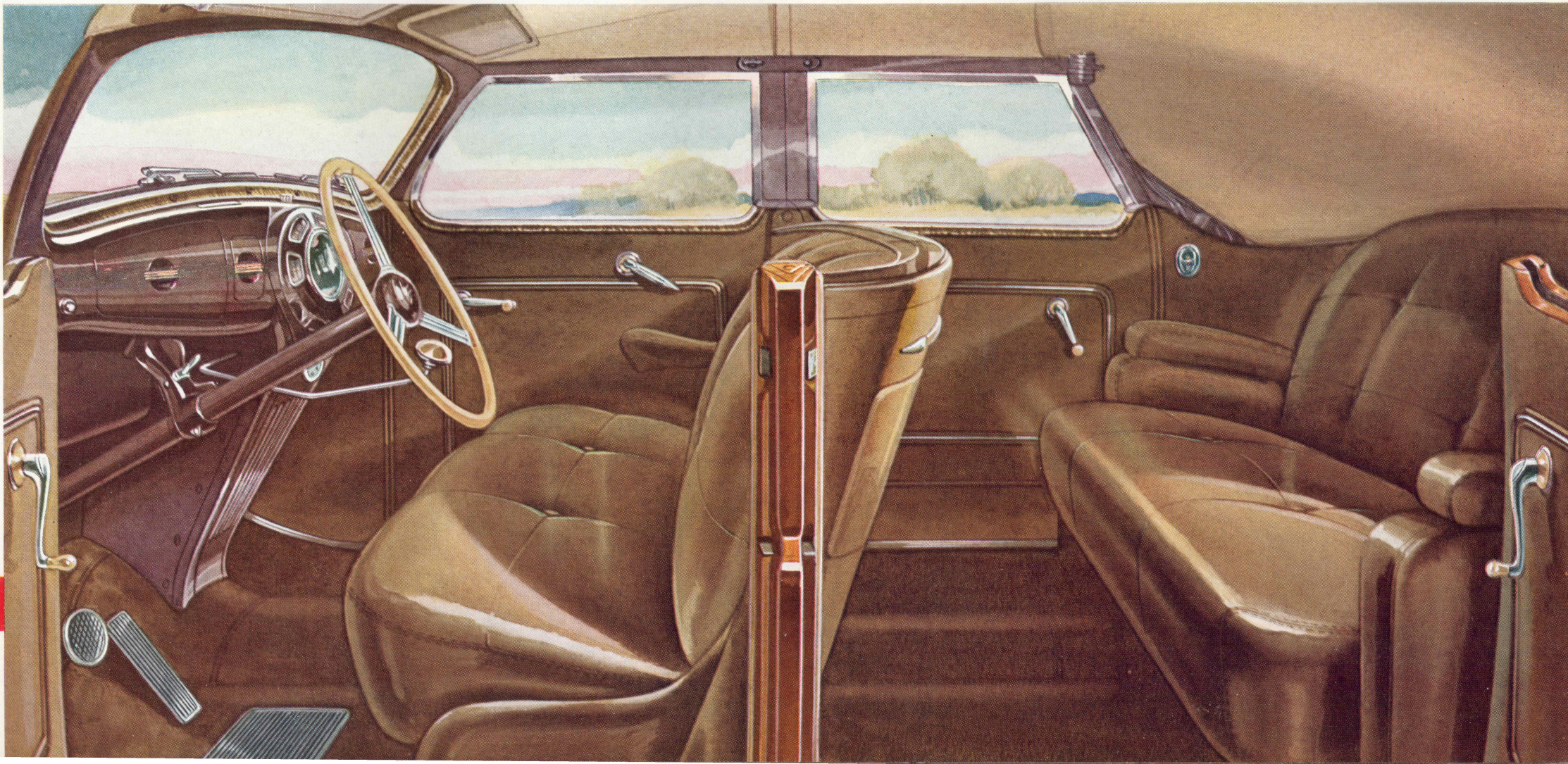




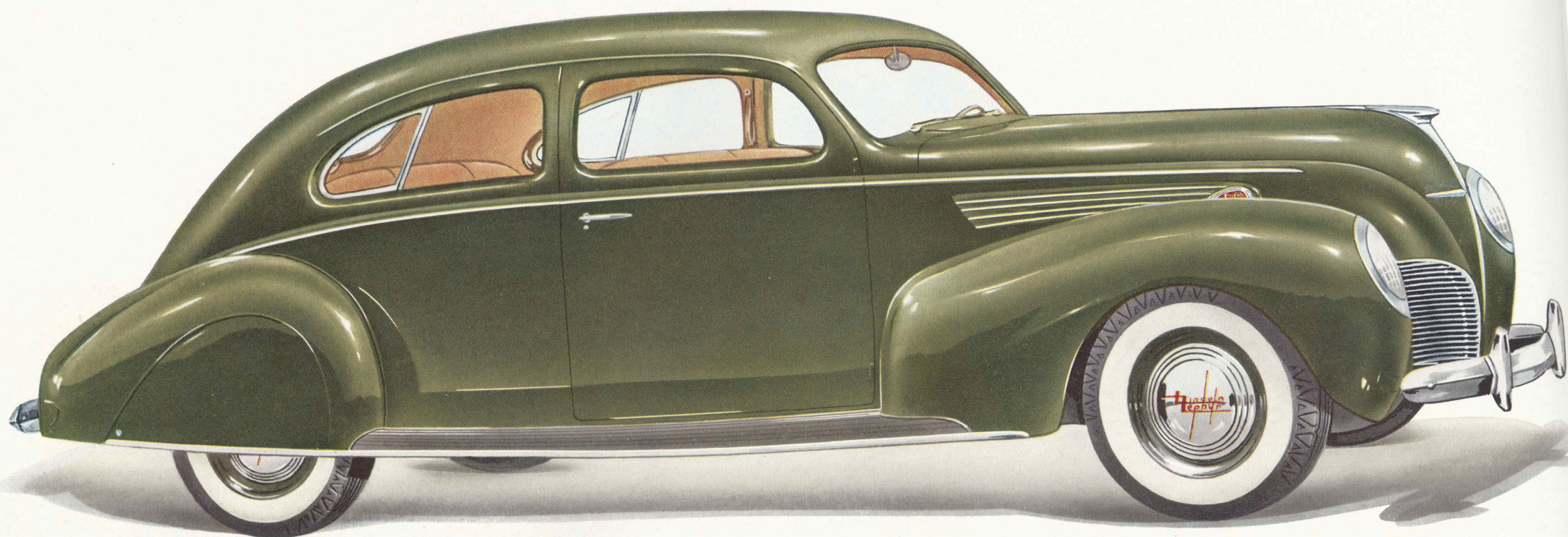
CONVERTIBLE SEDAN



This is the newest of the Lincoln-Zephyrs, and one certainly destined to great popular appeal. It is no ordinary kind of convertible. The top can be lowered, and raised, by one man (or one woman). Compensating springs concealed neatly in the lining of the top ease the top gently into place. Struts, trusses are kept to a minimum to encourage silence. Upholstery is top grade leather, as skilfully cut and sewn as an English saddle. Optional is upholstery of leather, with seat-backs and cushions of cord. When the sun is shining and warm winds blow, the Convertible Sedan says, "Let's put the top down." On other days it is a snug, comfortable sedan.



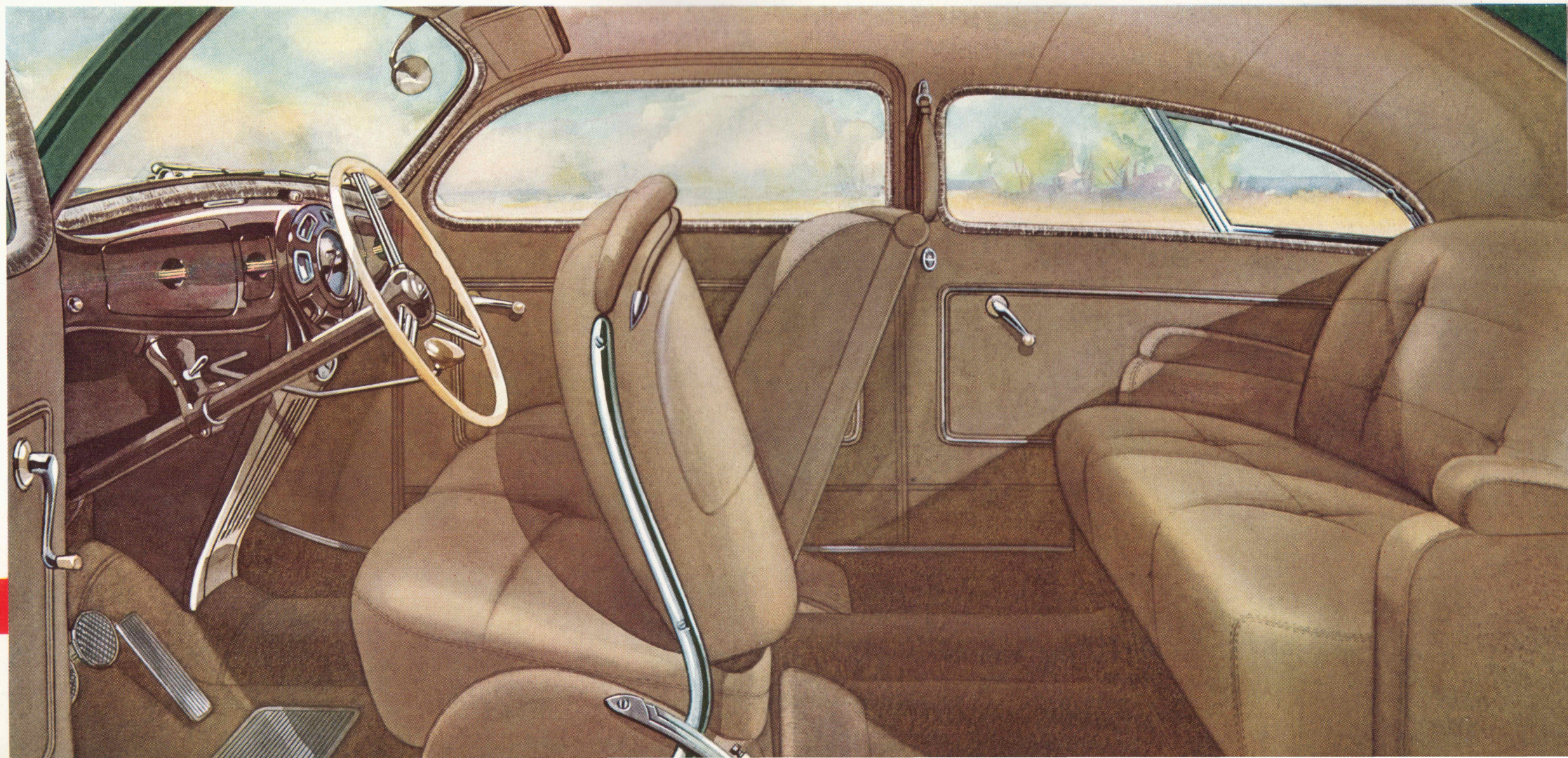




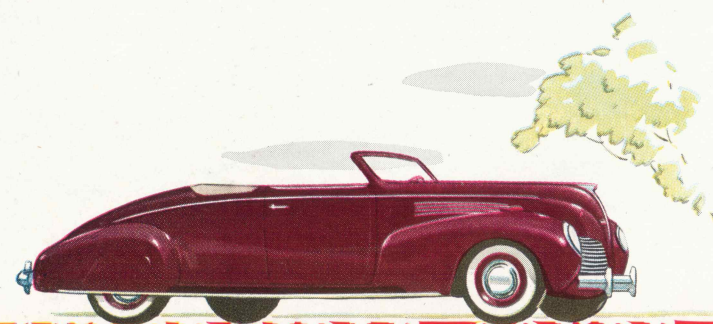
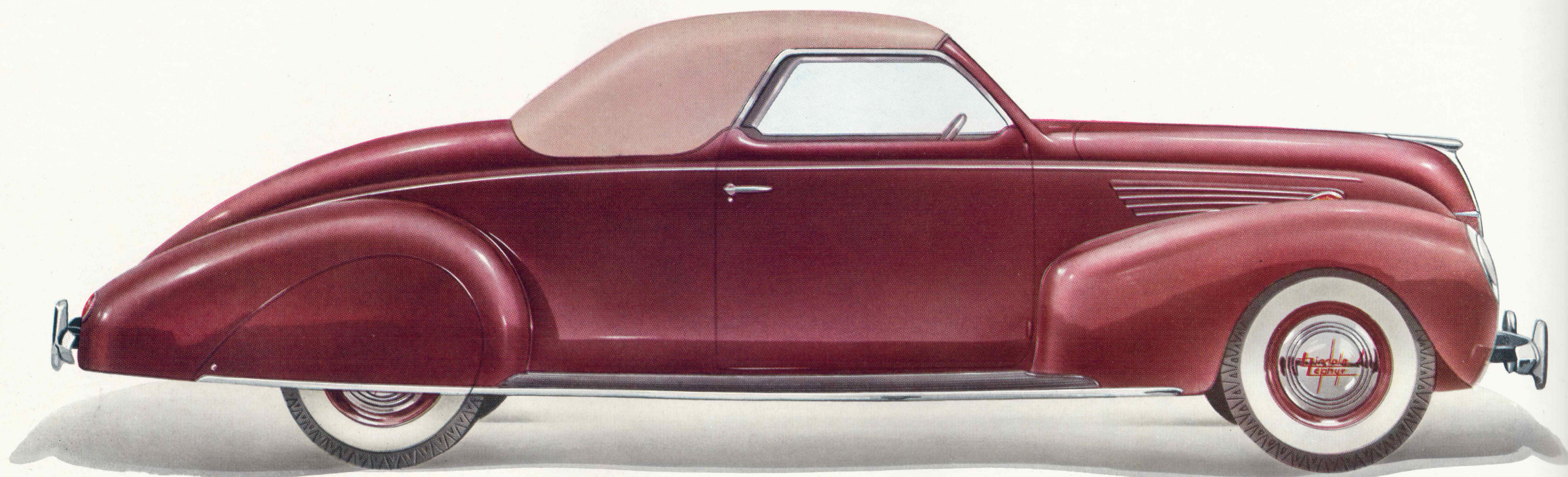
**COUPE-SEDAN**



A most popular body type. The front seat is undivided to give utmost comfort to all passengers. The seat-back is divided. Both sides tilt forward for easy entrance to the back seat. As in the Sedan, three passengers ride in front, three in back. The Coupe-Sedan's outward appearance is similar to the Sedan, except that there is only one wide door on each side. The body is spacious—passengers need not crowd, for there is plenty of relaxing room. This type, too, has the deep luggage compartment; it also has all the niceties of appointment which make for pleasant journeys. Gliding along any road, it is an impressive, a beautiful car.



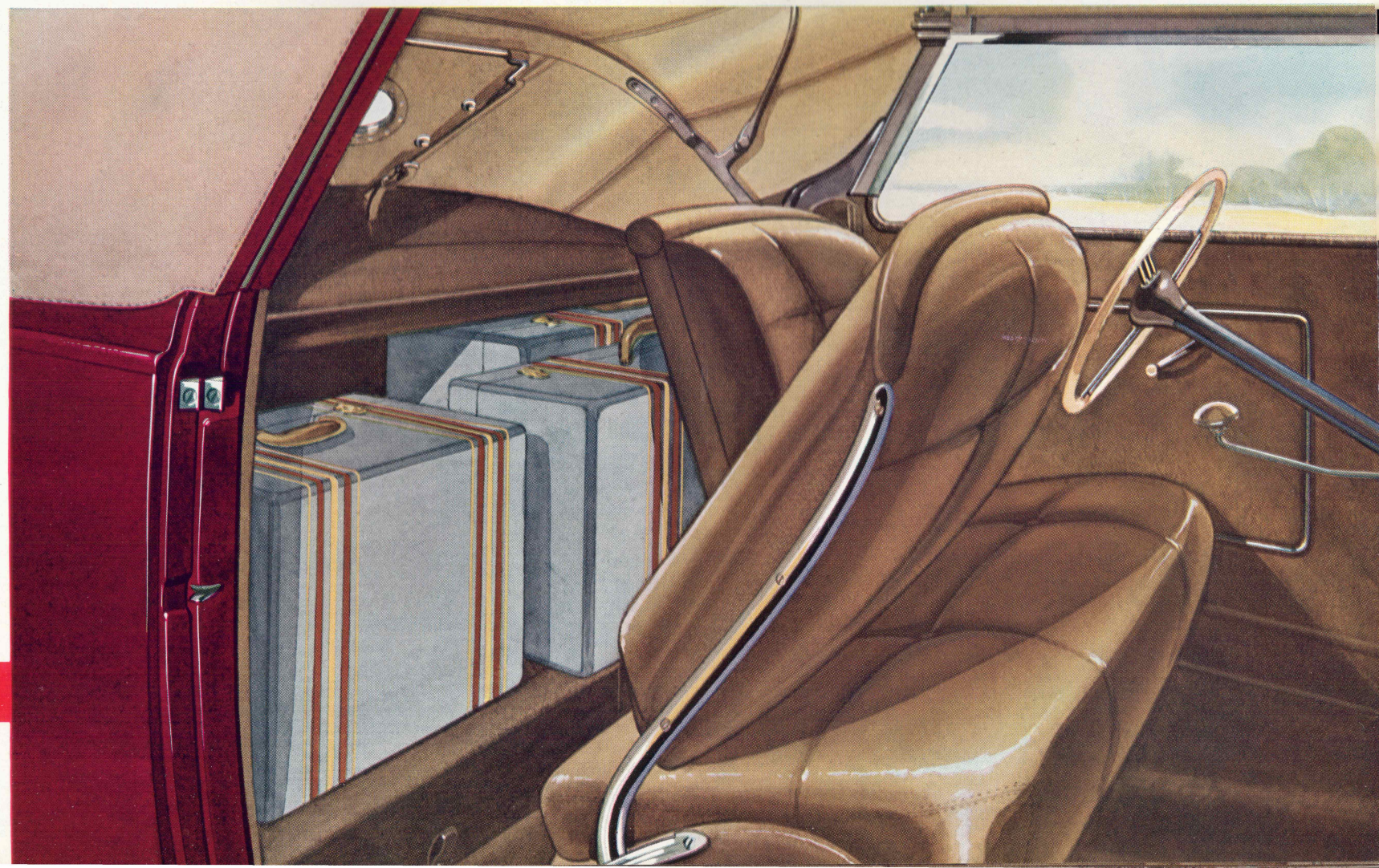




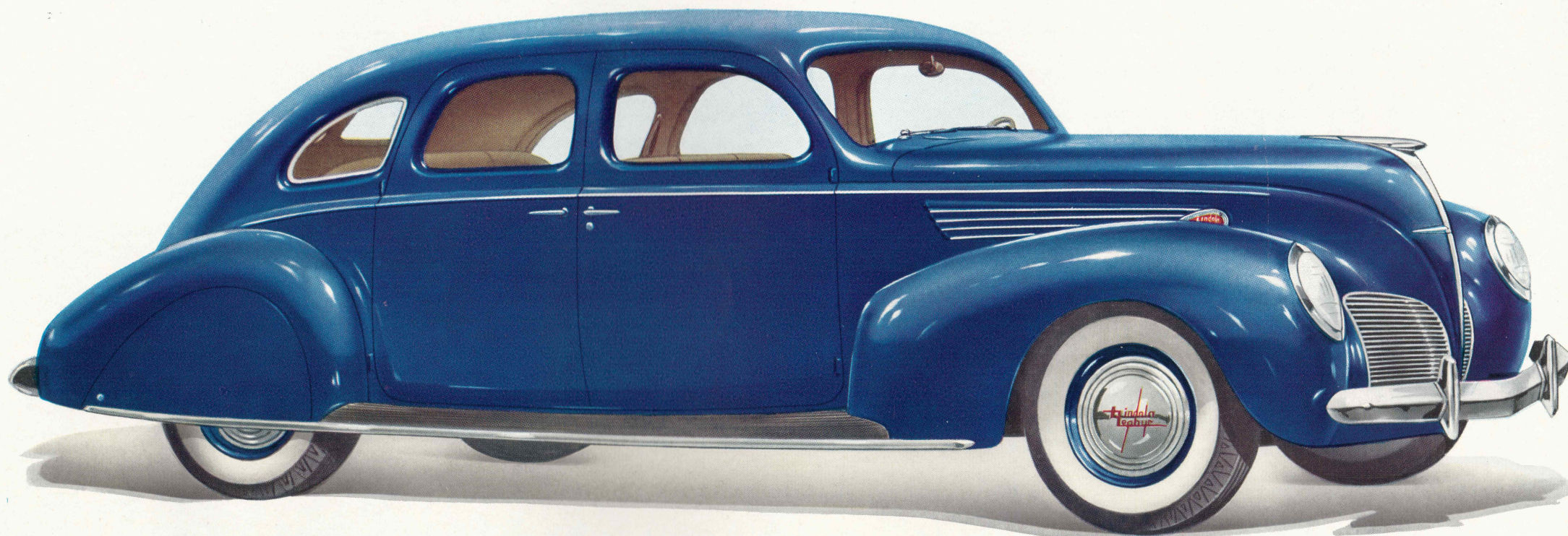
CONVERTIBLE COUPE



An informal, sport model, another new type, the Convertible Coupe, is so graceful in line and so smart in appointments that father or mother will be as eager to use it as are the young people. The top may be lowered without fuss and there need be no straining of hands and wrists when it is raised again to meet the windshield. Once brought forward it catches easily. As in the Coupe, there is generous storage space behind the wide, split-back seat, as well as the luggage compartment in the rear deck. Three ride comfortably. Jaunty enough for a debutante, yet so workmanlike in appearance that a doctor might use it on his calls.







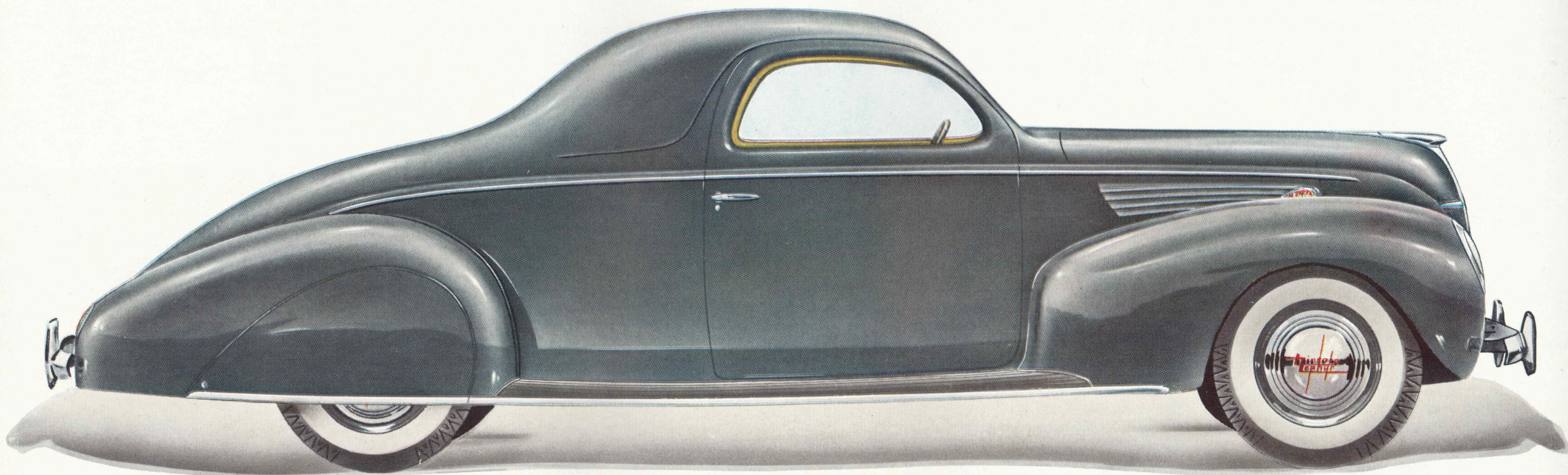
SEDAN



This is perhaps the most practical of all Lincoln-Zephyr body types, since it serves the most varied circumstances. It is a car for the entire family, a car for town, or for country. Lines are long and sweeping. Six passengers may travel in comfort, three in front, three in the rear—yet with only one or two passengers the car rides as though it were carrying a full load. The furnishings are simple, tasteful. A commodious luggage compartment, which is lined, dust-proof and water-proof, and automatically lighted, is reached by raising the rear deck. Many hours and many thousand miles of pleasure await you in the Lincoln-Zephyr Sedan.







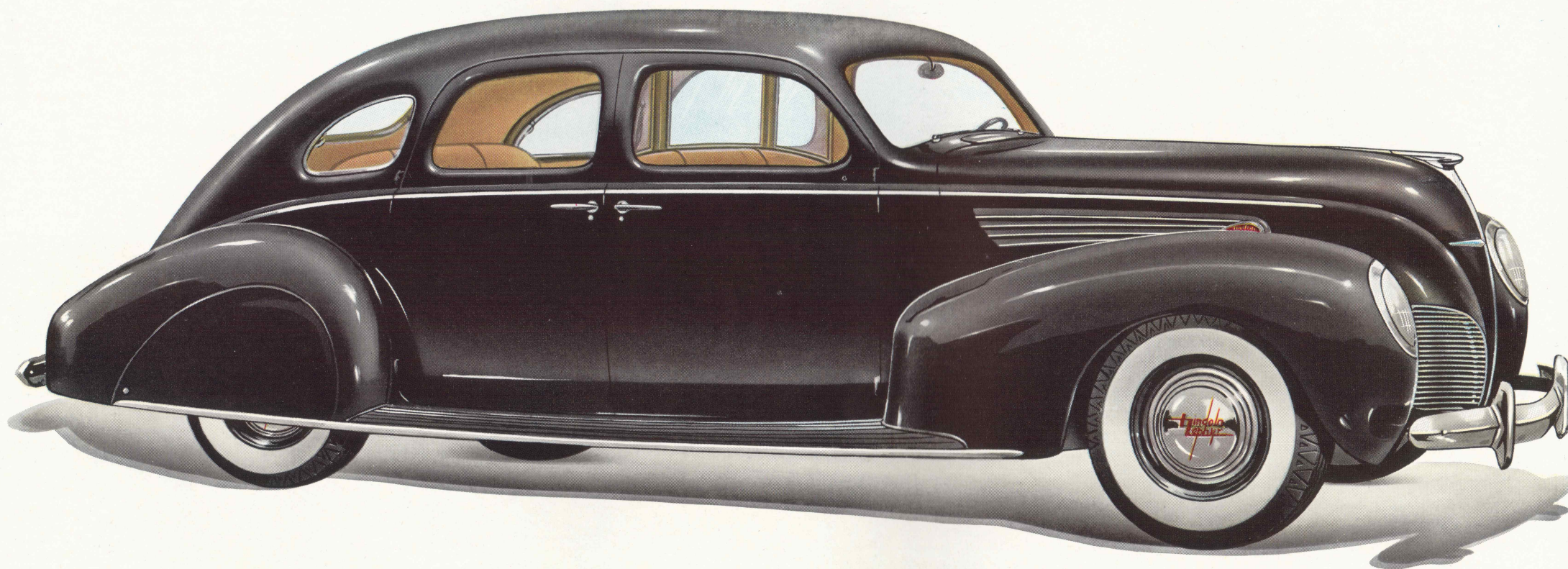
**COUPE**



The Coupe bespeaks an active owner, engaged on serious pursuits of business or the professions; yet there is about it a flair that calls to youth. Three grown passengers ride without crowding. Each section of the divided seat-back tilts forward with scarcely more than a touch of the hand. Behind the seat is an area of generous proportions, wide as the body, and deep, in which can be placed golf bags, a small trunk, even a bassinet. There is also a very large rear-deck luggage compartment, so that the traveler to distant places need never go unequipped! The Coupe (it ought to be said) last year attracted more than its fair share of public attention.



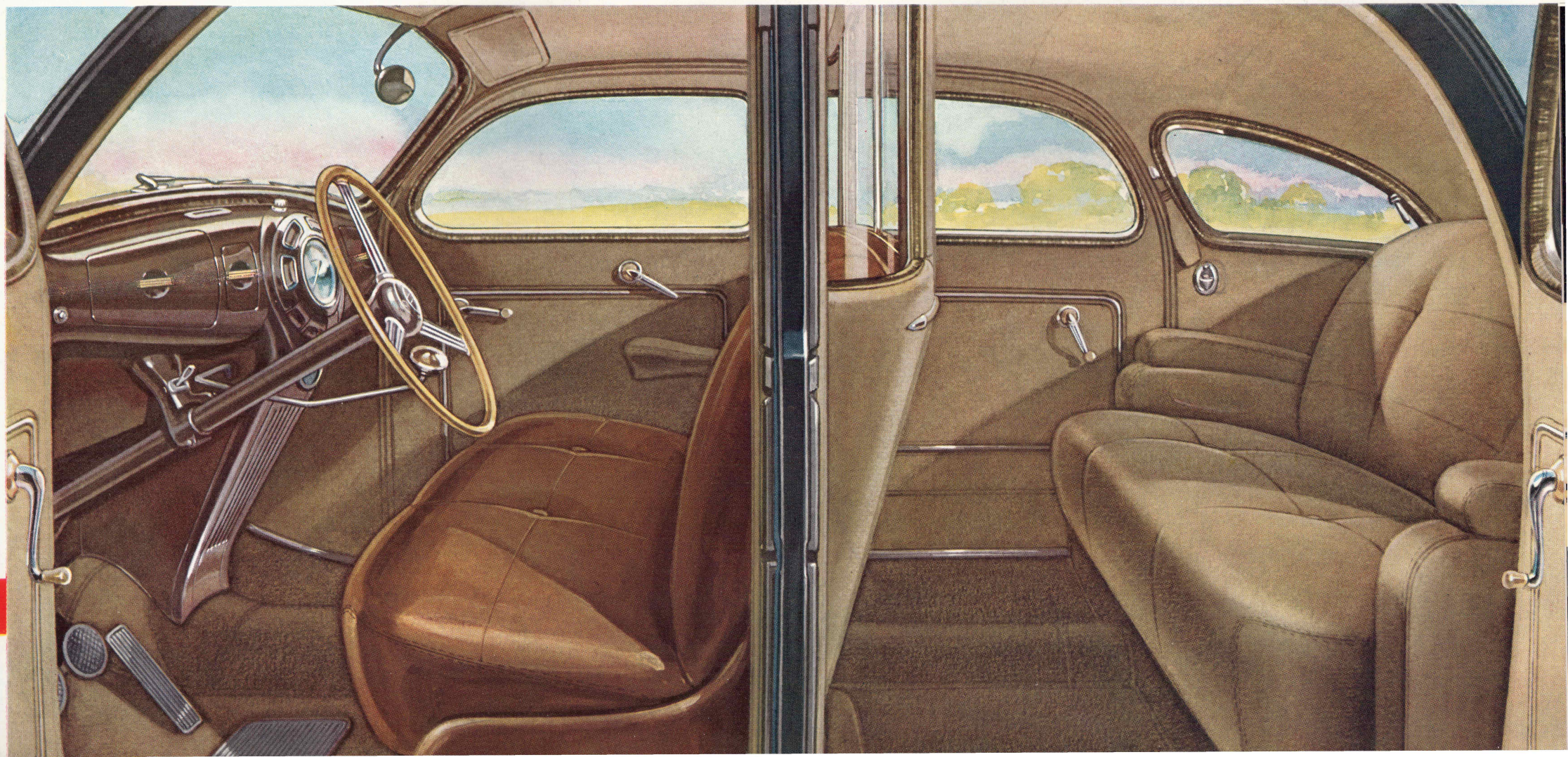




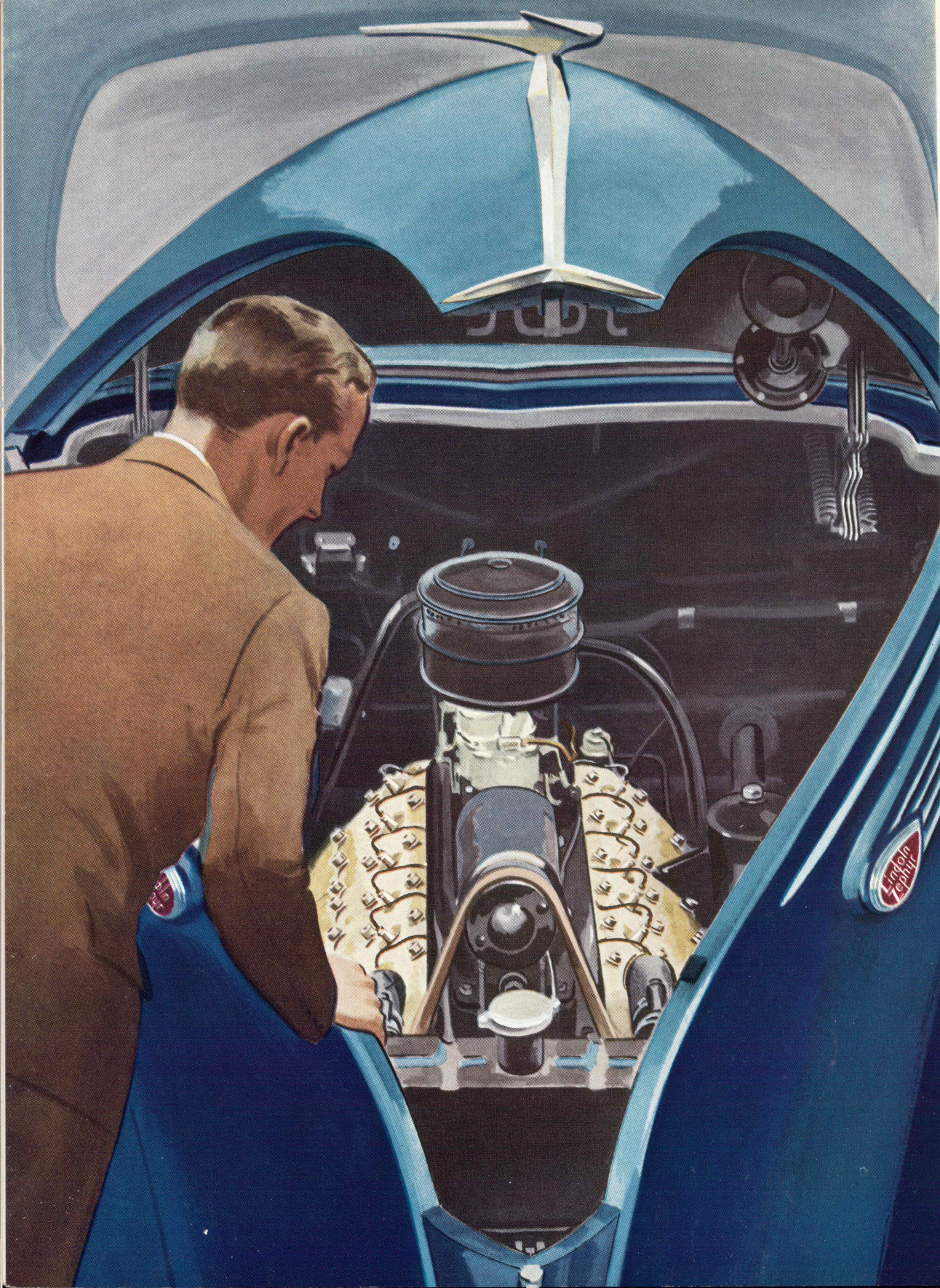
TOWN-S-EDITION



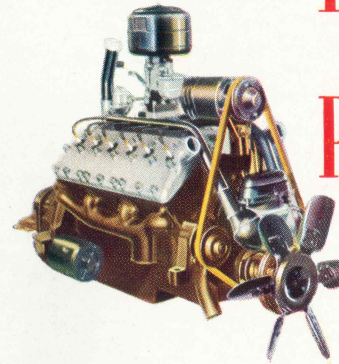
It is a problem of interesting proportions to combine the appeal of a formal car with sweeping, modern streamlining. The 1938 Lincoln-Zephyr Town-Limousine does this with distinction. The front compartment, designed either for chauffeur or owner-driver, is finely upholstered in leather. Front and rear seats are separated by an adjustable glass partition. When it is closed, passengers in the rear have complete privacy. This car will be seen departing from an exclusive club in town . . . leaving passengers at theatre, musicale, or opera . . . calling for an executive at the close of the business day.







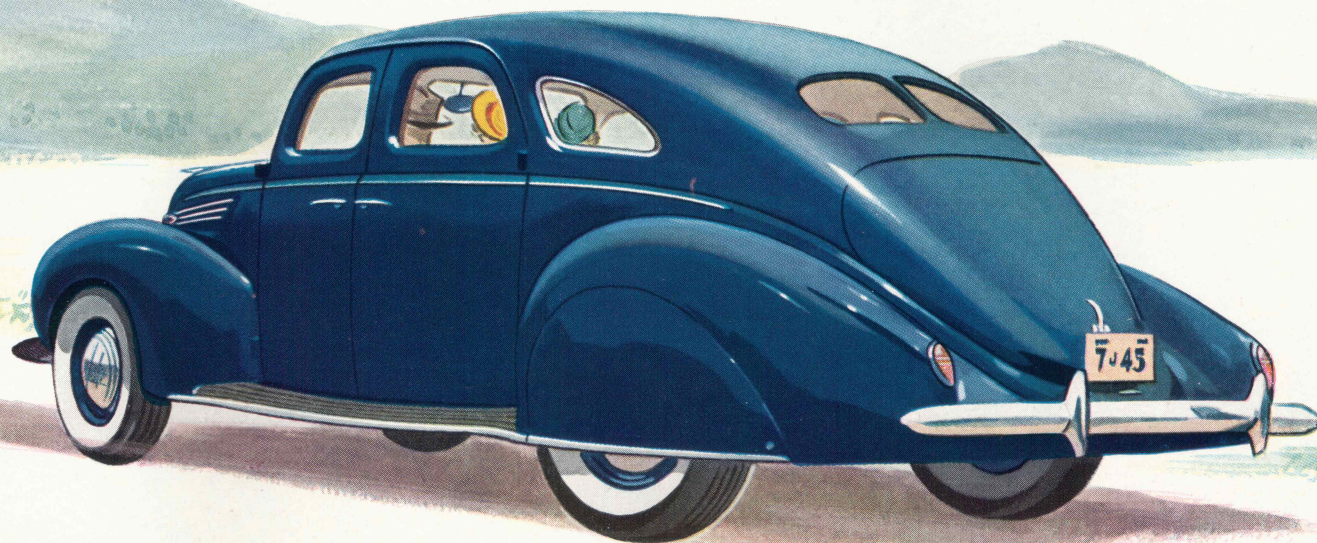
## 12 CYLINDER PERFORMANCE



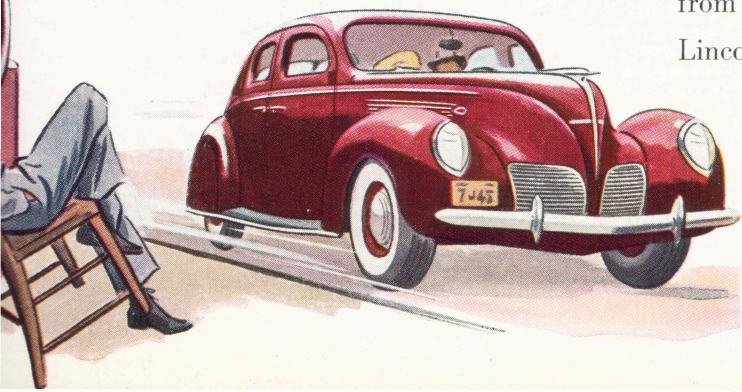
The introduction by Lincoln-Zephyr two years ago of a 12-cylinder engine in the medium-price field made news. The performance of this engine in the hands of over 45,000 enthusiastic owners is still making news. Its remarkable economy, its smooth, quiet, flexible operation have stamped it as the modern power plant in the medium-price field. ¶ Built by Lincoln—to Lincoln standards of excellence—this engine in its simple, compact design reflects the long experience of Lincoln engineers in building a 12-cylinder power plant. ¶ This year, the use of new valve lifters, with oil cushion, further quiets and refines performance of the Lincoln-Zephyr V-12 engine. ¶ In every respect, the 1938 Lincoln-Zephyr engine matches the high quality, modern design, and outstanding value which have made this car so popular since its introduction.



14 TO 18 MILES  
PER GALLON!



For two years, Lincoln-Zephyr owners have reported 14 to 18 miles on a gallon of gasoline. This record was achieved not under favorable conditions alone, or in selected localities, but on poor roads and good, in fair weather and inclement, in Maine and in California. And the record still stands! This motor car, powered by an engine designed first for efficiency, is setting a new standard of economy in the medium-price field. ¶ "From Louisville to Omaha and return, I averaged 17.5 miles on a gallon" . . . "I stop as many as 150 times daily, but my gasoline average is 16 miles per gallon" . . . "I left for Florida, kept an accurate record of the 5000-mile trip—the mileage record was 15¾ miles per gallon" . . . So the accounts from owners go, all expressing delight and pleasure at a car so inexpensive to operate. ¶ What will the Lincoln-Zephyr do on *your* roads? The answer already has been written in the experience of your neighbor.

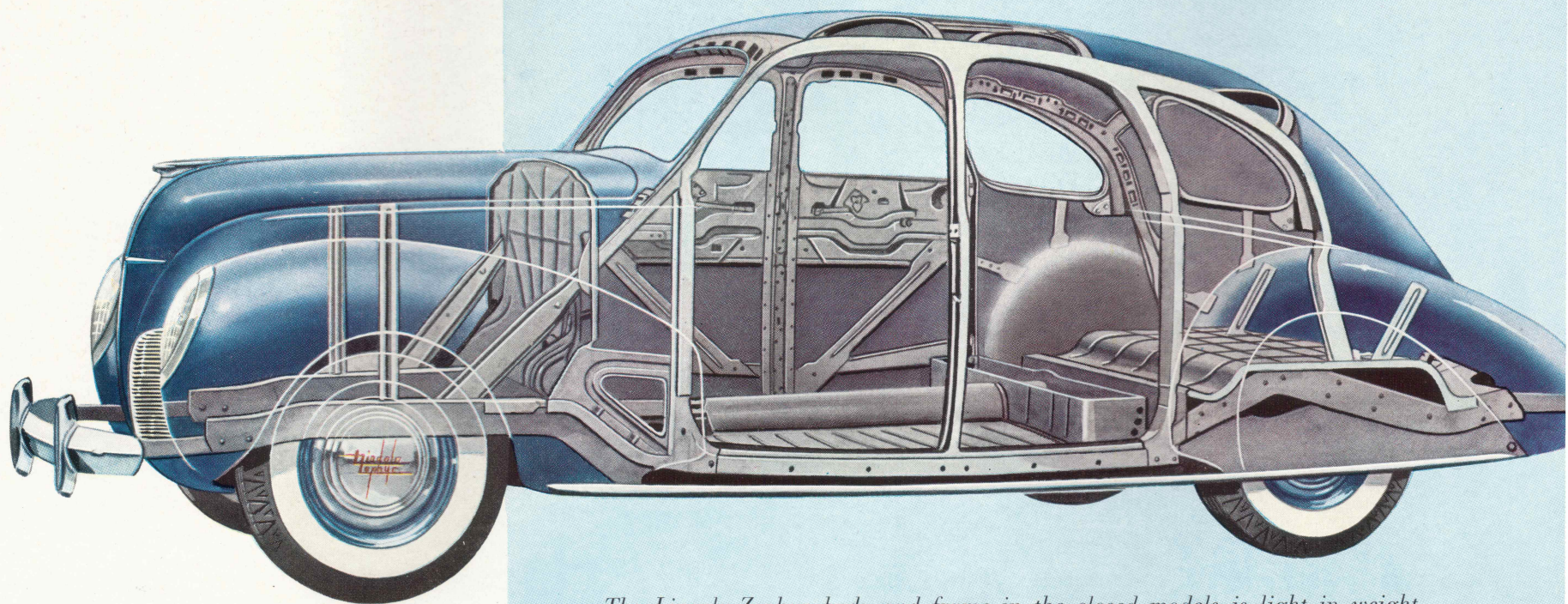




## ADVANCED DESIGN

If you were to examine the structure of the Lincoln-Zephyr closed body type—as you can in the accompanying phantom drawing—you would notice a fact which at once sets this car apart. Body and frame are not two separate units, but one unit, all members welded together. ☐ This structure, this departure from traditional practice, derives from the principles of truss design. As in the great arch bridge which reaches across a river, trusses of light steel form a framework of great strength.

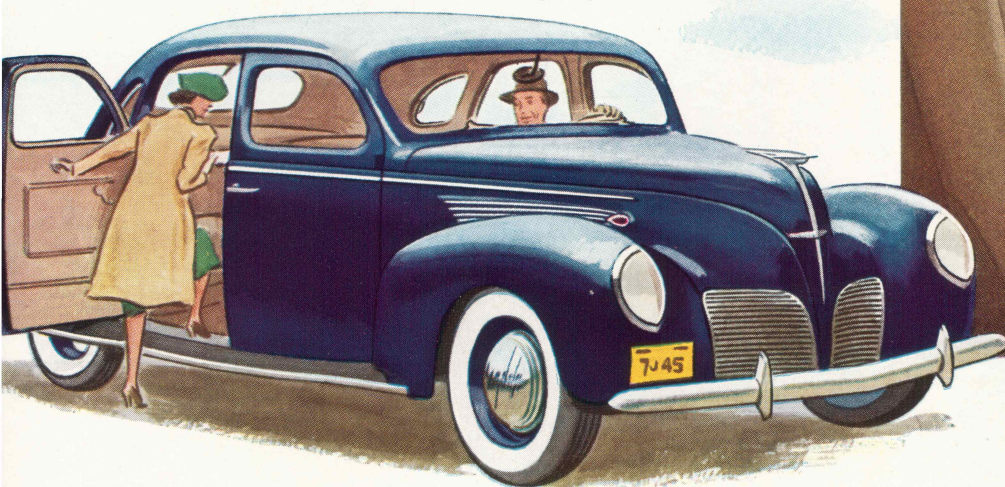
To this structure, on top, sides and bottom, steel paneling is welded. You ride safely enclosed by steel! And you ride in quiet—there are no squeaks or rattles with this construction. ☐ The two convertible body types, new this year, share this unique design in certain important degrees. Obviously, there is no roof of steel. But the combination of light weight and great strength applies. In convertible types the lower frame members are rigidly strengthened for the extra task imposed upon them.



*The Lincoln-Zephyr body-and-frame in the closed models is light in weight, great in strength. The principle of construction makes it extremely rigid, providing a bulwark of safety around the passengers under all driving conditions.*



# RIDE AND RELAX



On the open road the Lincoln-Zephyr has a tireless rhythm which increases pleasure as miles increase, and brings you to the day's end ready for a new day. ¶ One reason for this is the position of passengers. In the Lincoln-Zephyr, all passengers sit toward the center, where the going is smoothest. Chair-like seats invite relaxation. They are wider, because the body is wider; running boards have been virtually eliminated.

. . . The car is roomy and well proportioned. (The wheelbase is 125 inches, the springbase 136 inches.) The Lincoln-Zephyr's center of gravity is low; and though but one or two passengers may be in the car, it rides as though carrying its full load. ¶ The Lincoln-Zephyr is not a car that needs a smooth boulevard for a smooth ride. It has made its reputation on bad roads as well as on city streets.





## APPOINTMENTS



If life for you is made up of little things well done, "living" in the Lincoln-Zephyr is a very real pleasure. The relaxation of a well appointed journey, as in this car, is both physically and mentally refreshing. ¶ In the car for 1938, appointments reflect no fussiness, no needless ornamentation, but the simplicity of the well chosen, the useful, the modern. ¶ The instrument panel is newly designed, and is in keeping with the modern spirit of the car. It resembles an air pilot's control board. On it are starter, choke, cigar lighter, light switch and throttle of an ingenious design to eliminate projections—an advance toward greater safety. Speedometer, electric clock, and two large glove compartments give the panel an air of compact efficiency. Out of sight, behind the grille, and beneath the instrument panel, may be placed radio speaker and car heater outlet. ¶ In-



teriors are restful to the eye, relaxing. There is even more room in the front compartment than hitherto, because of the forward position of the transmission and out-of-the-way location of the gear shift lever. Seats are deep cushioned, in the manner of fine furniture. The tailoring of the upholstery is expert. Arm rests in the rear, and on both front seats fall where the arm falls; the floor is covered with a thick carpet; garnish moldings are finished in lacquer. ¶ The compartment in the rear deck (lighting automatically) contains the spare tire and wheel, which swing outward easily. There is generous provision for luggage. The compartment is lined, and is dust-proof and water-proof. ¶ In fact, all appointments combine to make your ride in the Lincoln-Zephyr more comfortable . . . more fun.

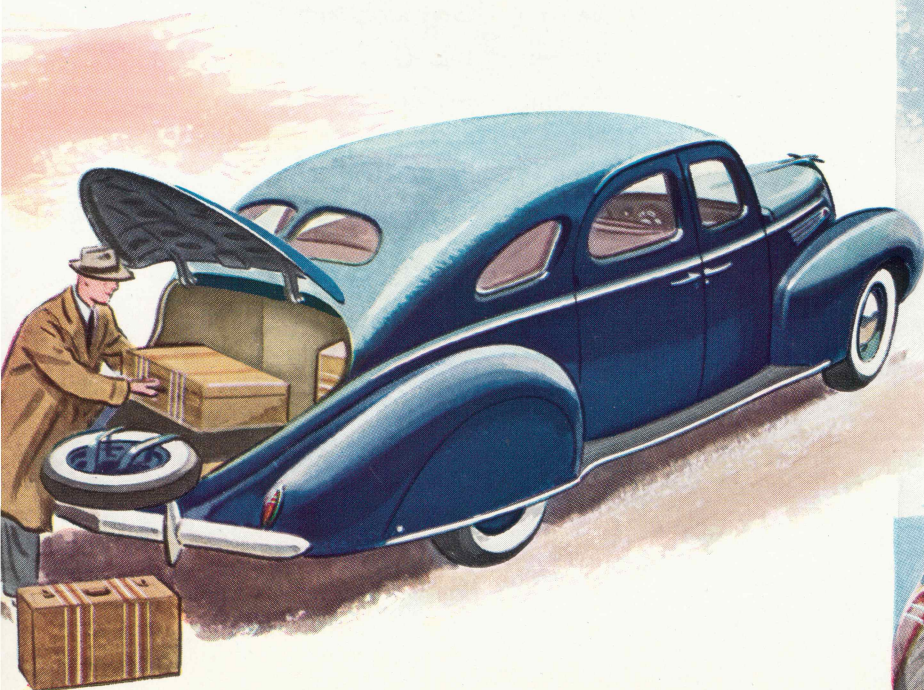


BROADCLOTH



CORD

*A choice of these fine fabrics is offered in closed body types. Their exceptional tailoring quality contributes to the smart tailored effects that distinguish Lincoln-Zephyr interiors.*





## SPECIAL FEATURES

**ENGINE:** V-type, 12 cylinders: Bore and stroke—2.75 x 3.75 inches; Piston displacement—267 cubic inches; Taxable horsepower rating—36.3; Brake horsepower—110; Suspension—engine mounted on rubber; Number of main bearings—4; Connecting rods—side-by-side type; Main and connecting rod and camshaft bearings—steel-backed; Cylinder heads—aluminum alloy; Pistons—cast alloy-steel; Number of piston rings—3, two compression, one oil control; Camshaft bearings—4; Camshaft drive—silent gear; Valves—diameter 1.531 exhaust and inlet; Valve lifters—automatic adjusting silent type; Exhaust valve-seat inserts—tungsten-chromium alloy-steel.

**IGNITION SYSTEM:** Distributor direct-driven from forward end of camshaft. Fully automatic vacuum-controlled centrifugal governor.

**CARBURETION SYSTEM:** Carburetor—dual down-draft type equipped with silencer and air cleaner; Fuel pump—mechanical, mounted on top of engine.

**STEERING SYSTEM:** Gear—worm and roller type, 20.25 to 1 ratio. Turning radius—22 feet left and right.

**CLUTCH:** Single plate semi-centrifugal type. Throw-out bearing of pre-lubricated type.

**TRANSMISSION:** Number of forward speeds—3; Gears—helical silent type. Blocker type synchronizing unit between second and high speed gears.

**REAR AXLE:** Type—three-quarter floating. Drive—full torque-tube type. Hypoid type axle gears.

**BRAKES:** Fully enclosed internal-expanding two-shoe servo-type, cable-conduit control.

**SPRINGS:** Type—transverse. Front—length 42.5 inches; Rear—length 46.5 inches. Springbase—136 inches. Wheelbase—125 inches.

**WHEELS AND TIRES:** Wheels—pressed steel, demountable, diameter 16 inches. Tires—size 7.00 x 16.

**EQUIPMENT:** Hydraulic shock absorbers—double-acting type, safety glass throughout, cigar lighter and two ash trays, electric clock, two glove compartments, dual windshield wipers, two adjustable sun visors, front and rear arm rests, foot hassocks in Sedans, rear view mirror, two synchronized horns, rear wheel shields, twin tail lights.

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**LINCOLN MOTOR COMPANY**  
builders of Lincoln and Lincoln-Zephyr motor cars