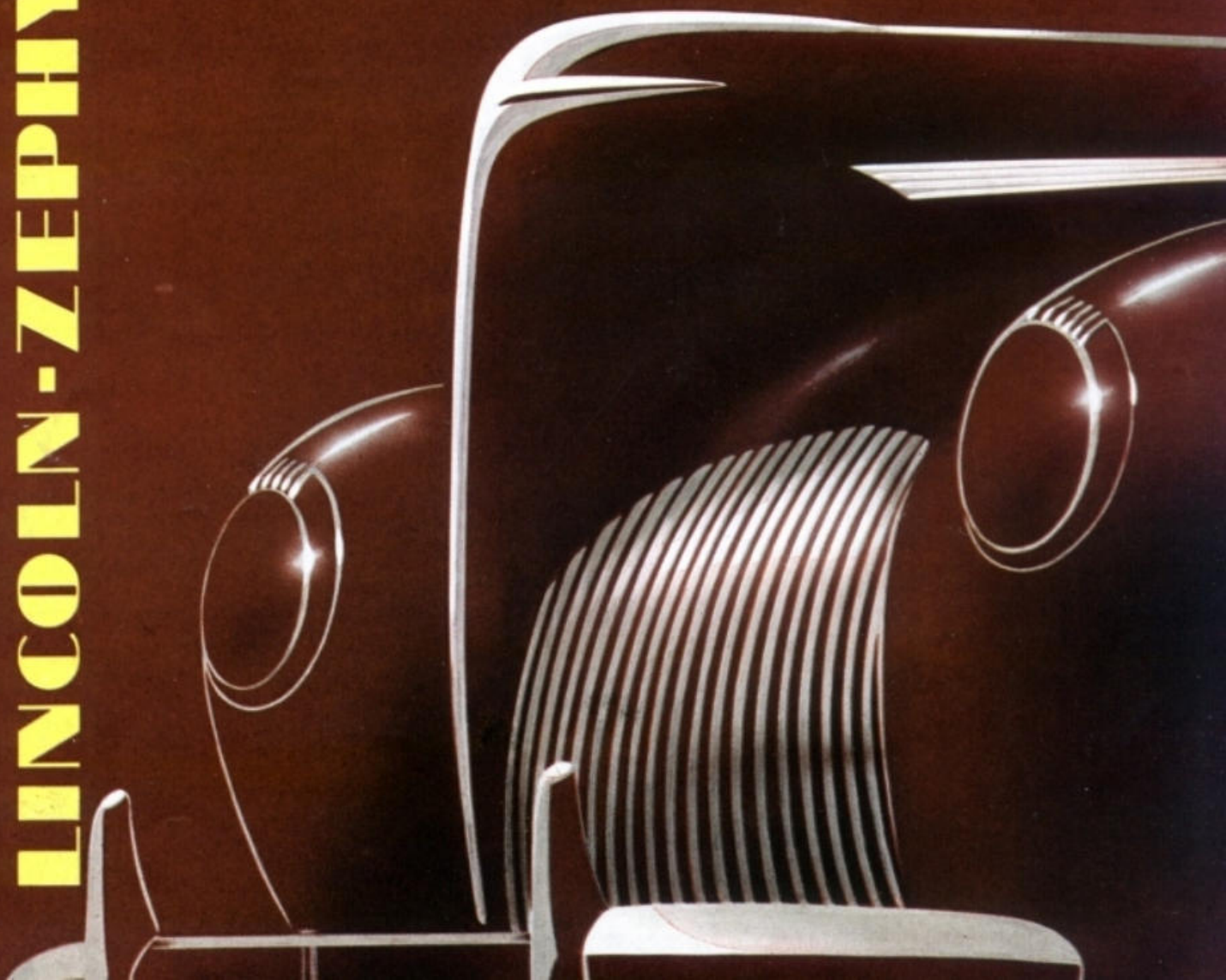


# 1940

V.12

LINCOLN-ZEPHYR

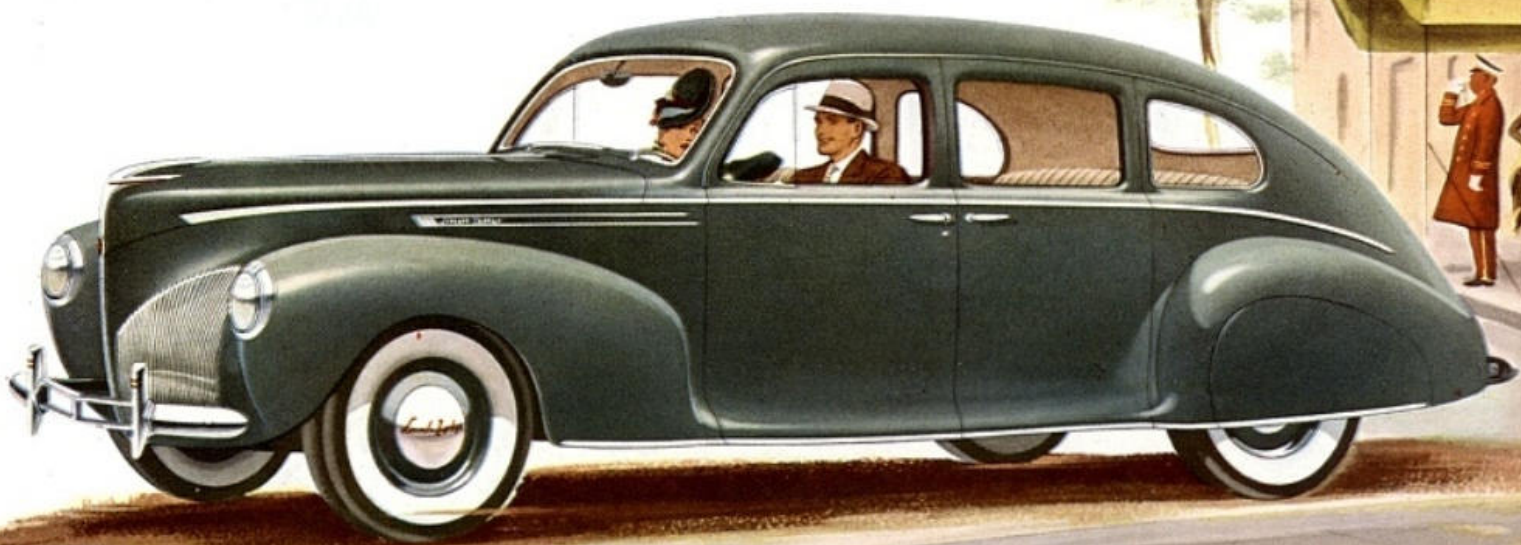


# THE STYLE LEADER

**BRINGS NEW SIZE, POWER AND BEAUTY TO ITS FIELD**

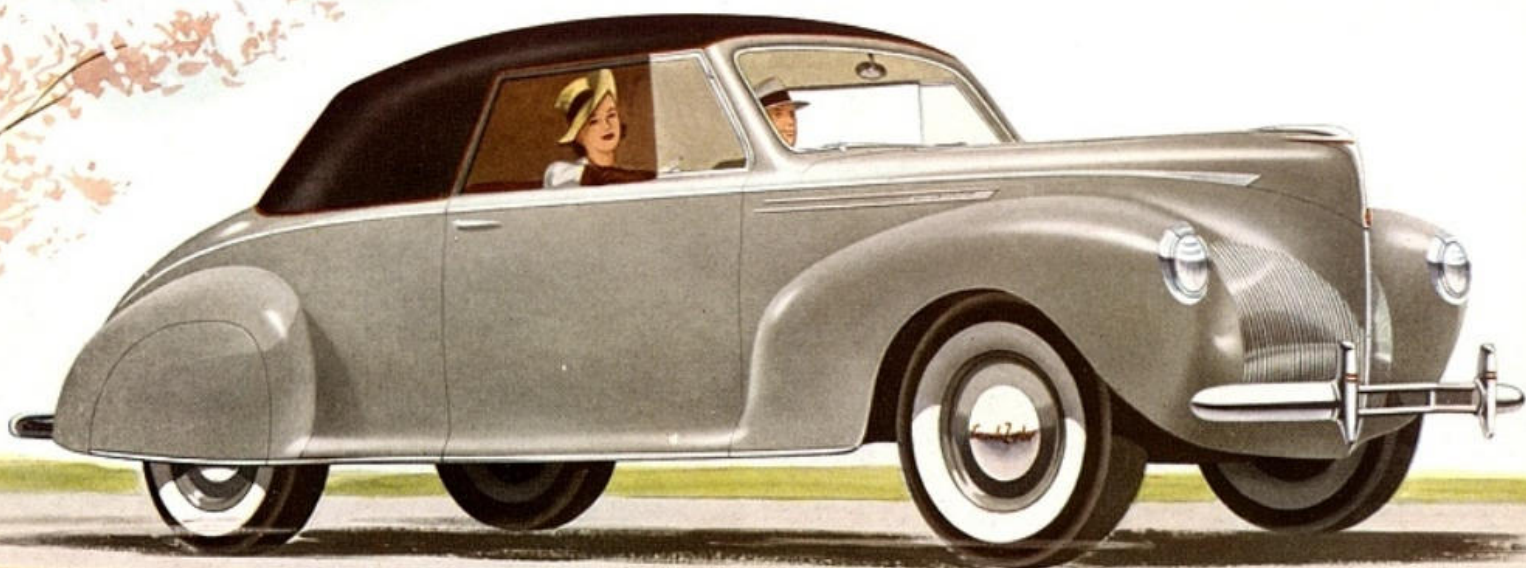
Continuing the style leadership it established with its original introduction, the Lincoln-Zephyr for 1940 is presented as a new car—completely redesigned throughout. ¶ The fundamental of its construction, the unit-body-and-frame, which sets this car apart, is retained. But this structure has been improved to bring added comfort, added safety, added driving pleasure to Lincoln-Zephyr owners. ¶ The 1940 Lincoln-Zephyr is increased in size, beauty and power. The entirely new bodies provide even wider seats, front and rear, with more head room, more leg room and 30% more luggage space. ¶ The Lincoln-Zephyr has always been noted for providing exceptional visibility, but this year the glass area has been increased 22%. ¶ Engine power has been increased, while the record-breaking economy so popular with owners has been retained. Many improvements add to convenience and comfort in the 1940 car. Finger-Tip Gearshift on the steering column—Controlled Ventilation—Soleil-Beam Headlamps for safer, more comfortable night driving, are only a few. ¶ Two striking new body types—the Club Coupe and Continental Cabriolet, broaden the appeal of the Lincoln-Zephyr line. ¶ Still the only car of its kind, with an enthusiastic and growing group of owners, the 1940 Lincoln-Zephyr continues to offer more at medium price than has ever been offered. You must experience the thrilling smoothness of its twelve cylinder power, the soft assurance of its hydraulic brakes, the gentle gliding comfort over all types of roads that has created a new expression, "The Lincoln-Zephyr Ride." Then you will realize this car is as unique in value as in design.





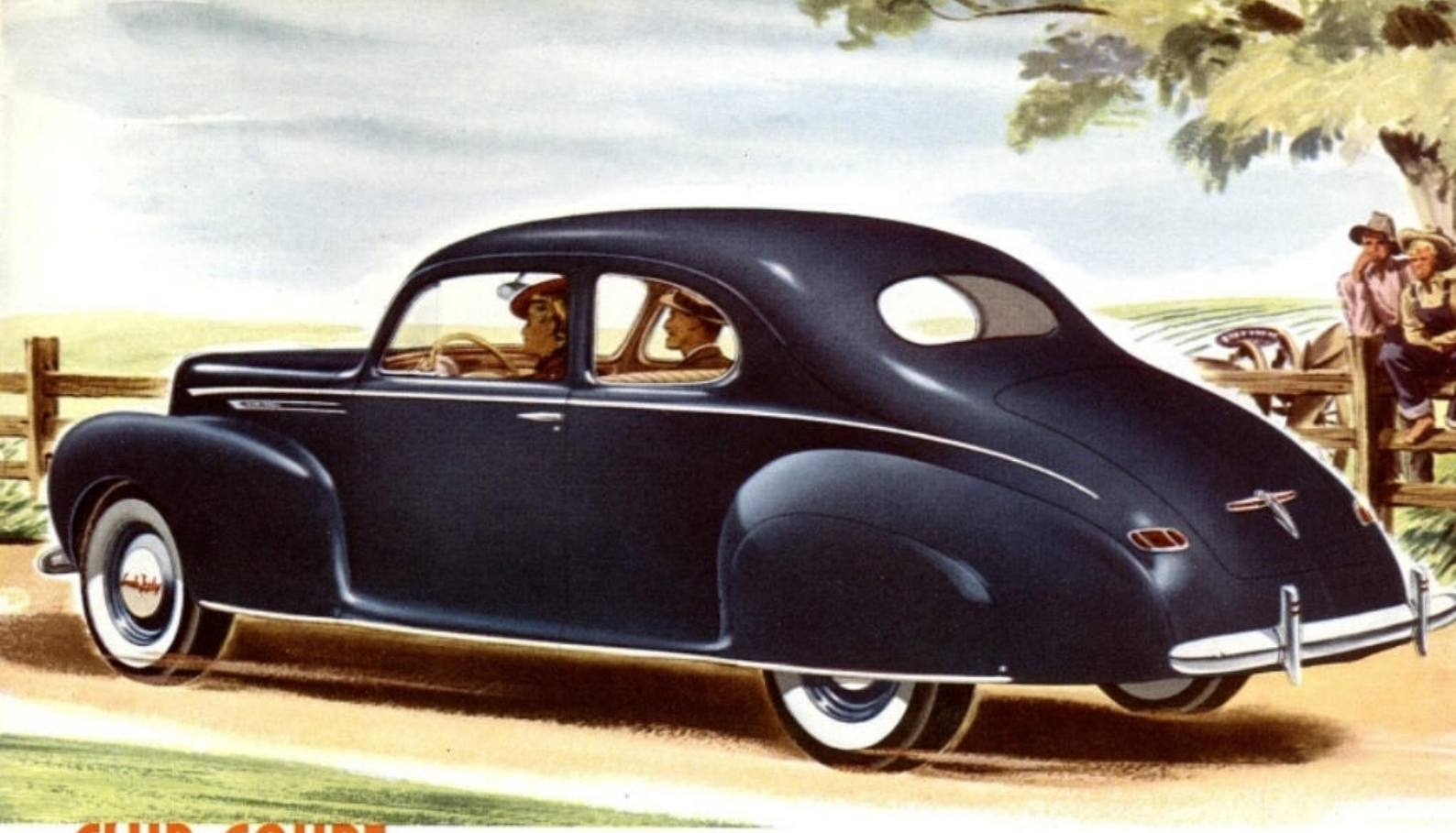
## SEDAN

A big, distinctive car, adapted to a wide variety of uses in city, suburb or country. Seats six, yet rides as comfortably with two. Luggage space for a trans-continental trip. The most popular Lincoln-Zephyr—and deservedly so.



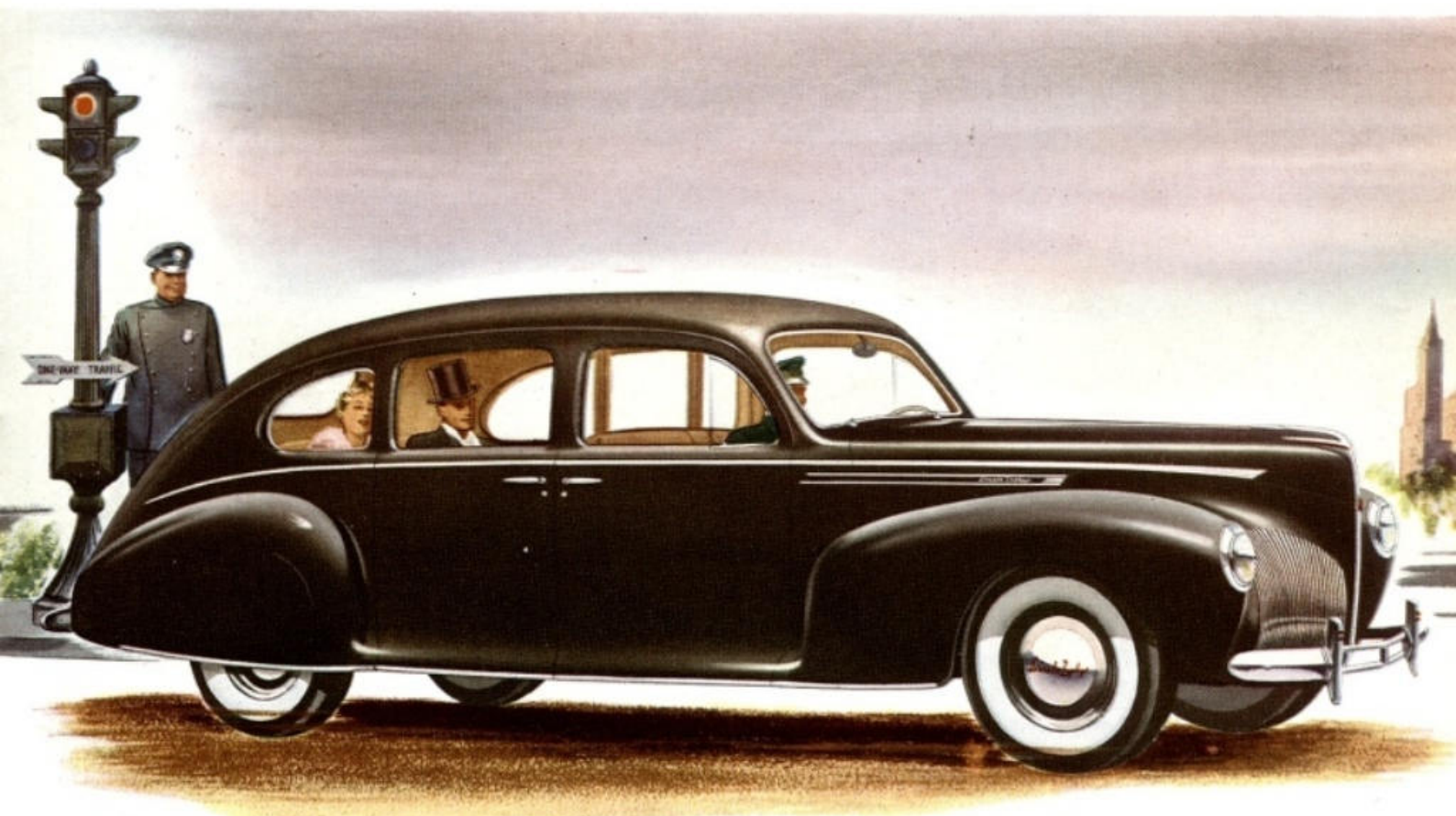
## CONVERTIBLE COUPE

The young in spirit approve highly of this informal body type . . . so snug in winter, but open to the skies in fair weather. The top is automatically raised and lowered. Full-width seat in rear.



## CLUB COUPE

A new body type this year, and from indications, a thoroughly popular one. Gay lines, the wide rear seat, and space for luggage and sports equipment bid for interest of young persons and parents alike.



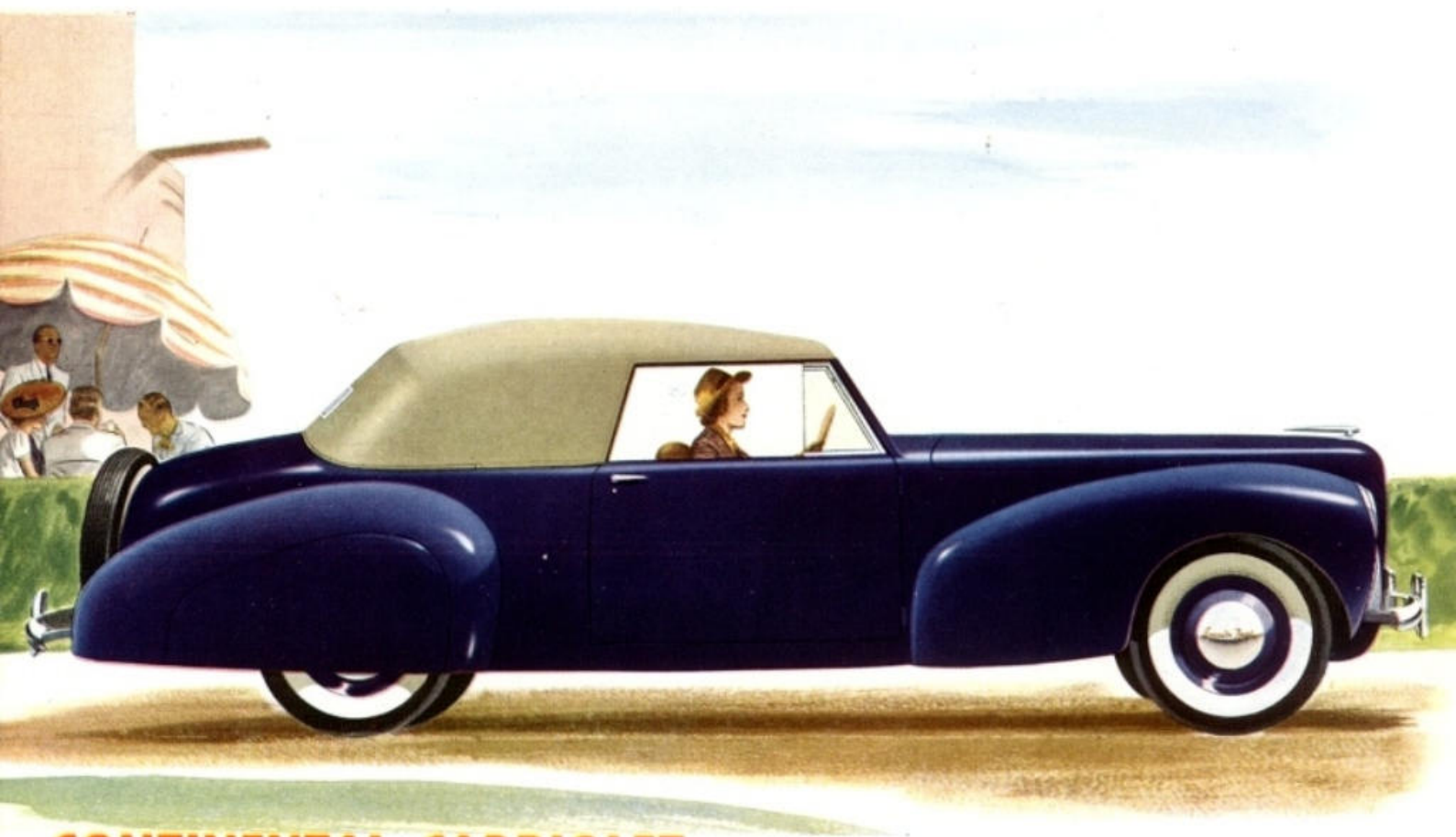
## TOWN-LIMOUSINE

A formal car, in a manner far from the carriage era. An adjustable glass partition separates front from rear. Driver's compartment in leather. Custom interiors in harmonizing fabrics.



## COUPE

A personal car, trim and business-like, with graceful, modern lines. Three ride comfortably. Large storage space back of seat; opera seats optional at extra cost. Also a large luggage compartment in the rear deck.

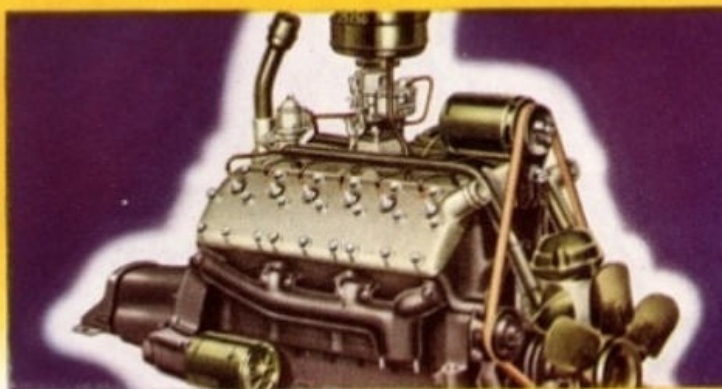


## CONTINENTAL CABRIOLET

A new, smart, distinguished body type, with a definite European manner. Hood 7 inches longer. Entire car 3 inches lower than other Lincoln-Zephyrs. Automatic top.

# THE ONLY CAR OF ITS KIND

● Lincoln-Zephyr has the *only* 12-cylinder engine in the medium price field—this year more powerful than ever before. Twelve cylinders give great smoothness, quiet, flexibility—and in the Lincoln-Zephyr—*great economy*.



● Responsible for the Lincoln-Zephyr's functional beauty is the art of the designer, yes. But the skill of the engineer tells also! For the inner structure, the unit-body-and-frame in closed types, largely determines this car's outward contours. Steel panels are welded on top, sides and bottom to rigid steel trusses. Light weight combined with great strength.

● The gearshift lever is now located directly under the steering wheel. A touch of the fingers, and you go, by gentle degrees, from first to third. . . . The newly designed instrument panel is easy to read . . . brings all controls immediately before the driver's eyes.

● More of the road ahead is visible through this year's panorama windshield, one large piece of safety glass. Window and windshield area is increased 22% for greater visibility. The rear window glass has no division; it also is of one piece, curved to the rear body lines.



# STYLED FOR THE BOULEVARD—ENGINEERED FOR THE OPEN ROAD

The ratio of Lincoln-Zephyr cars in use throughout our Western States is unusually high. One of the reasons for this is the nature of the country itself. Where distances are greater, friends farther apart, and 75-mile "visits" after dinner not uncommon, this car commands respect! It will conquer all roads, bow to no weather, respect no restriction of distance. Features on this page help to make travel by Lincoln-Zephyr the shortest distance between any two points.



Luggage compartment space has been increased 30% this year. The compartment light is controlled inside the car. Many pieces of luggage are well protected in this lined, dustproof, waterproof chamber. The spare wheel is concealed beneath compartment floor.



This car has no running boards; they are not needed. The floor is so low you step directly onto it from the curb. This feature appeals to many elderly people. Seats are placed "amidships"—you ride relaxed in a well balanced structure. Center of gravity is low.



A seat in a car, to be comfortable, should be like those you use at home. Lincoln-Zephyr seats are chair-high. The distance from floor to knee is correct, the back is inclined at the proper angle. You can travel many extra miles each day, yet do not tire.



Controlled Ventilation is another new Lincoln-Zephyr feature. Tilting wings, operating independently of the front window, provide easily controlled ventilation. A large cowl ventilator is a welcome aid to comfort in warm weather.

# Lincoln Zephyr

## Arthur Combs Company

DISTRIBUTORS

1001 COMMONWEALTH AVENUE • BOSTON • STADIUM 6000

*The Lincoln Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation. Body types illustrated in this booklet show white sidewall tires for which there is an extra charge.*