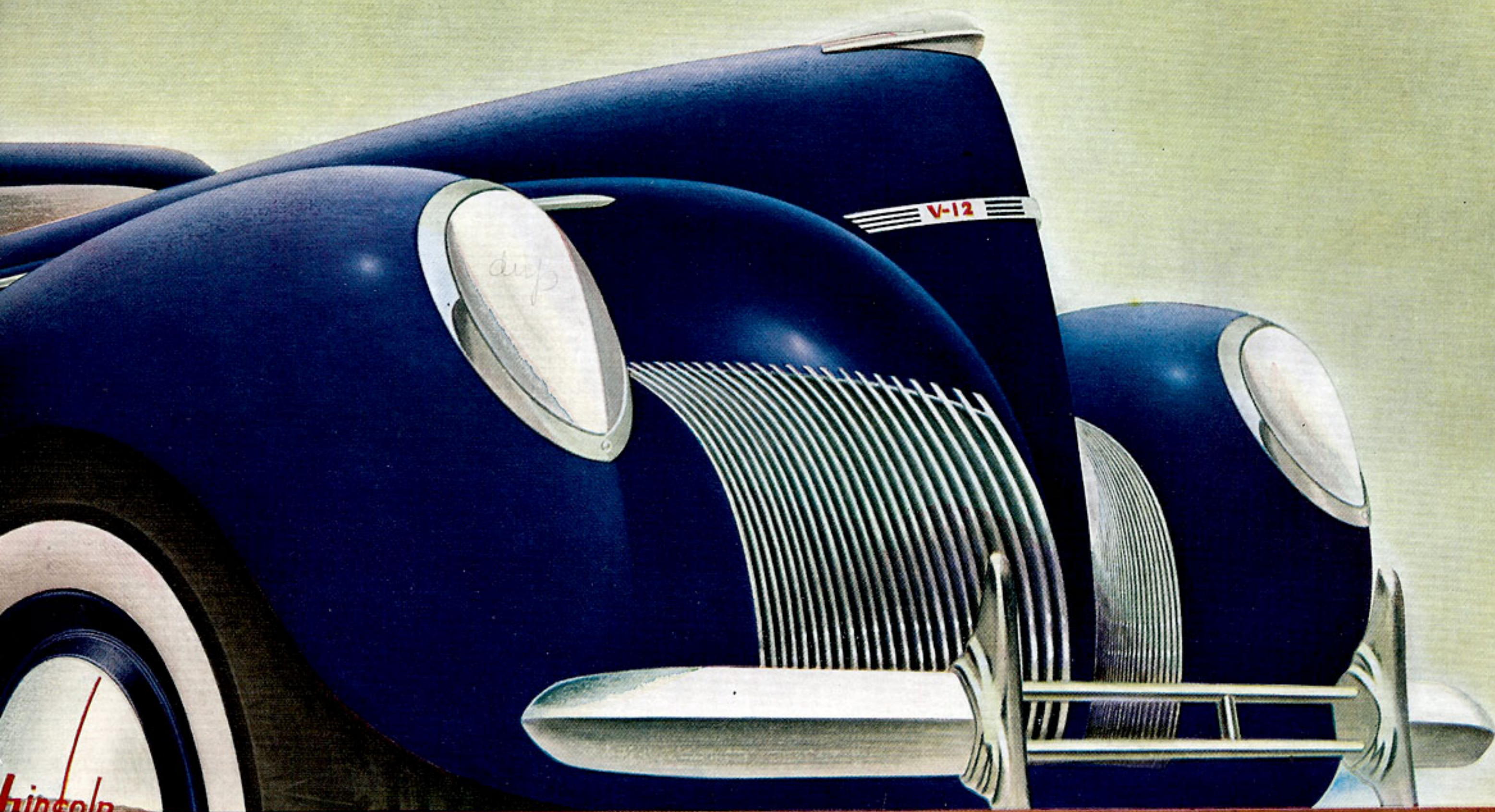


AUTOMOBILE HISTORY
COLLECTION

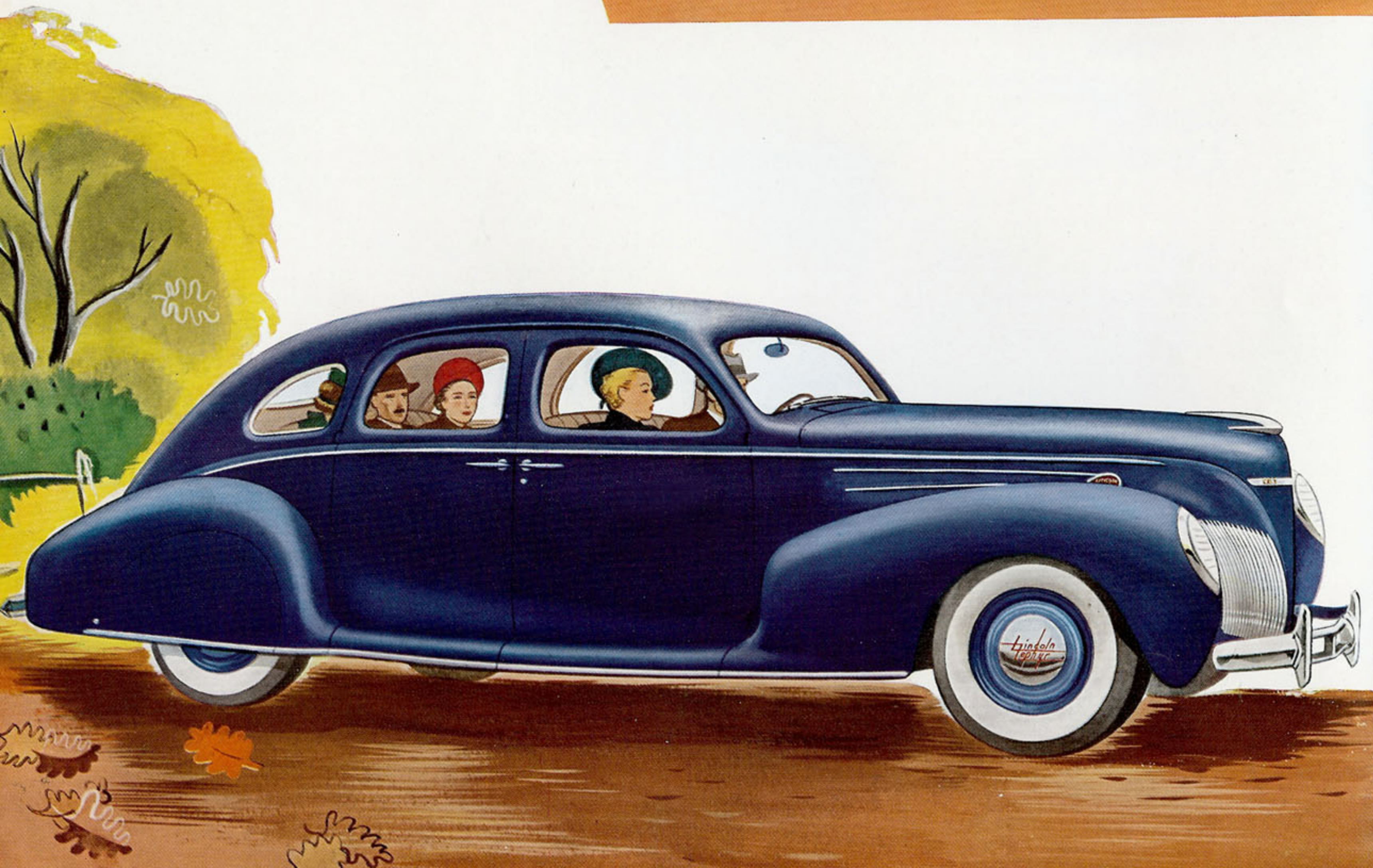
THE MODERN "12" FOR THE MODERN WORLD



THE 1939 LINCOLN-ZEPHYR V-12

J. D. Barthel

The car truly advanced — in design, engineering and performance



THE LINCOLN-ZEPHYR V-12 for 1939 is more than another automobile. It is a new way to go! In design, engineering, performance, it sets a new pattern for the future!

Like Lincoln-Zephyrs of other years, the car for 1939 continues to break with precedent. It is still the only car in the medium-price field to have a V-type, 12-cylinder engine. This engine performs brilliantly on all roads—and gives 14 to 18 miles to the gallon of gasoline!

And the Lincoln-Zephyr is still the only car of its kind structurally. Like a ship's ribs beneath the hull, a framework of steel trusses, in closed models, provides the Lincoln-Zephyr's "unit-body-and-frame." This is the principle involved in the arch-bridge, the Marconi tower, the airplane fuselage, the welded streamline train. It permits great strength (and resulting safety) without great weight.

The car for 1939 is startlingly beautiful—even more so than last year. The forward end cuts the air like a great ship cutting the sea. Grille lines sweep back like white spray. Every line is pleasing to the eye! Here is a car that may justly be called the style leader of its era.

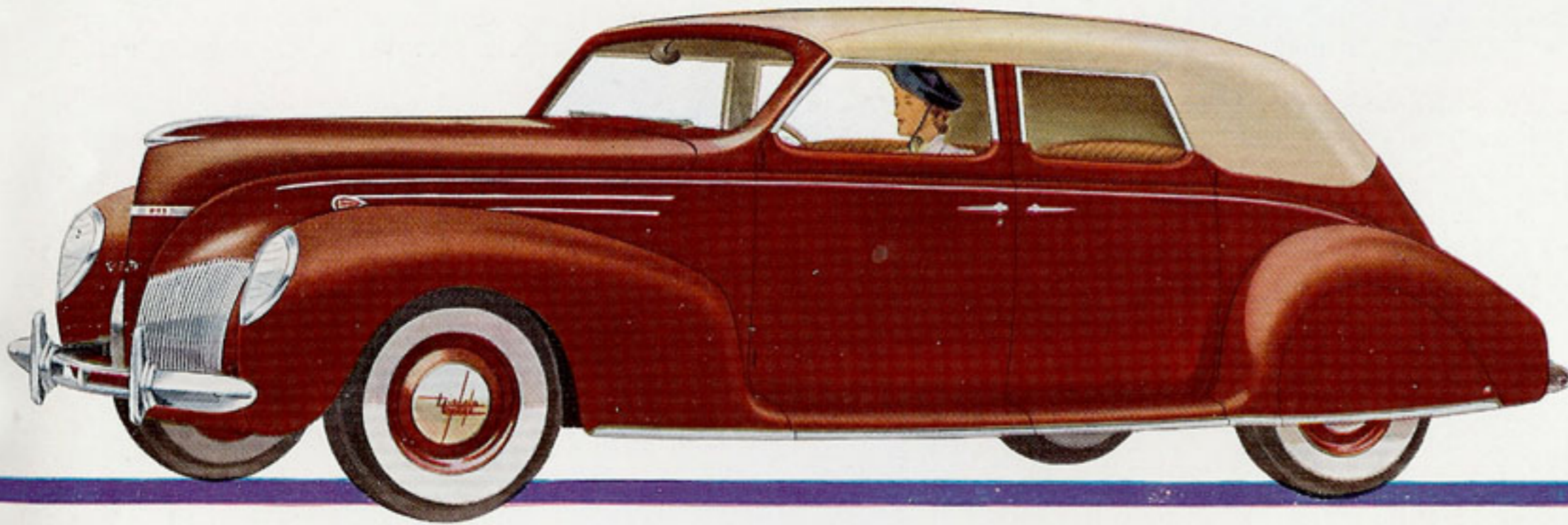
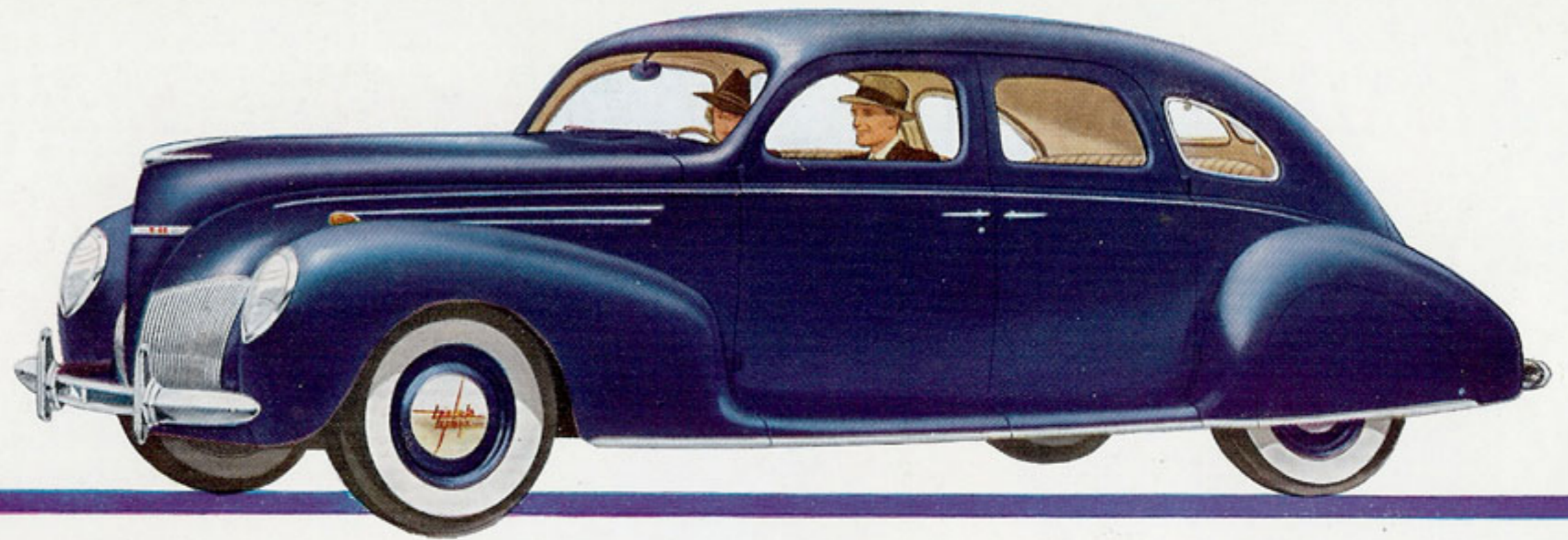
Hydraulic brakes, new this year and smooth in action, conform to Lincoln-Zephyr standards of quality. They offer smooth, gentle stops.

Interiors are newly decorated, and many refinements of appointment are in evidence throughout.

Have you thought that some day you would step up to a "twelve"? Have you been waiting for the kind of performance only a twelve can give? Take the wheel of *this* "twelve", and discover what value awaits you in the medium-price field! Choose from six handsome body types, including two gay convertibles—the Sedan and the Coupe.

Sedan

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

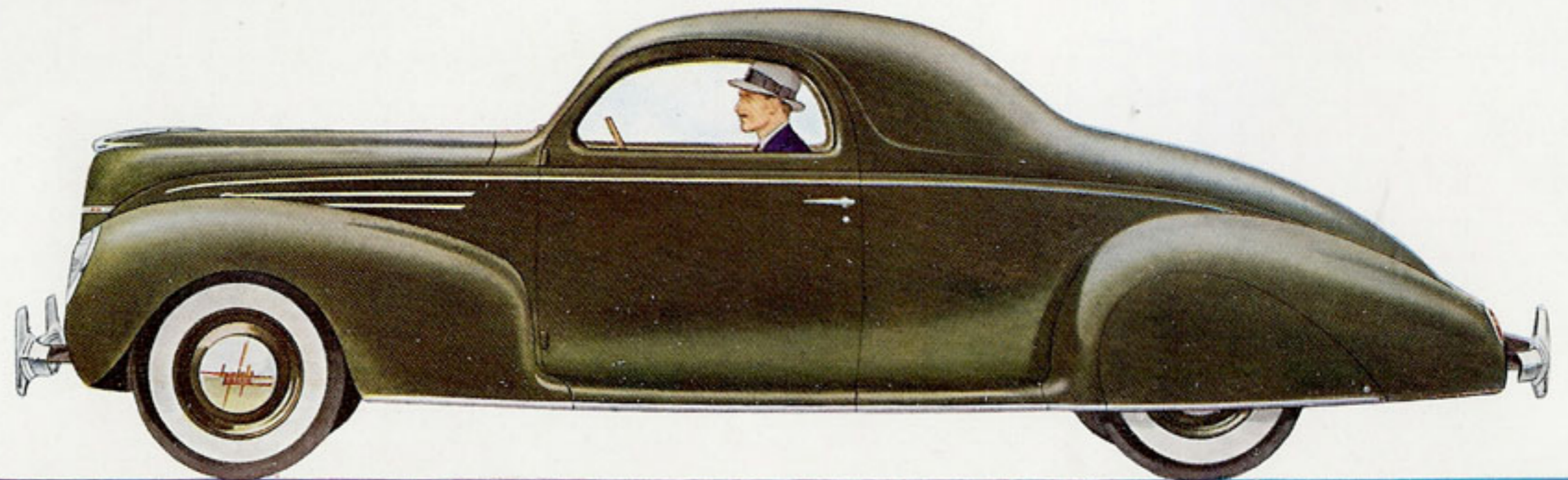


Convertible Sedan

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

Coupe

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



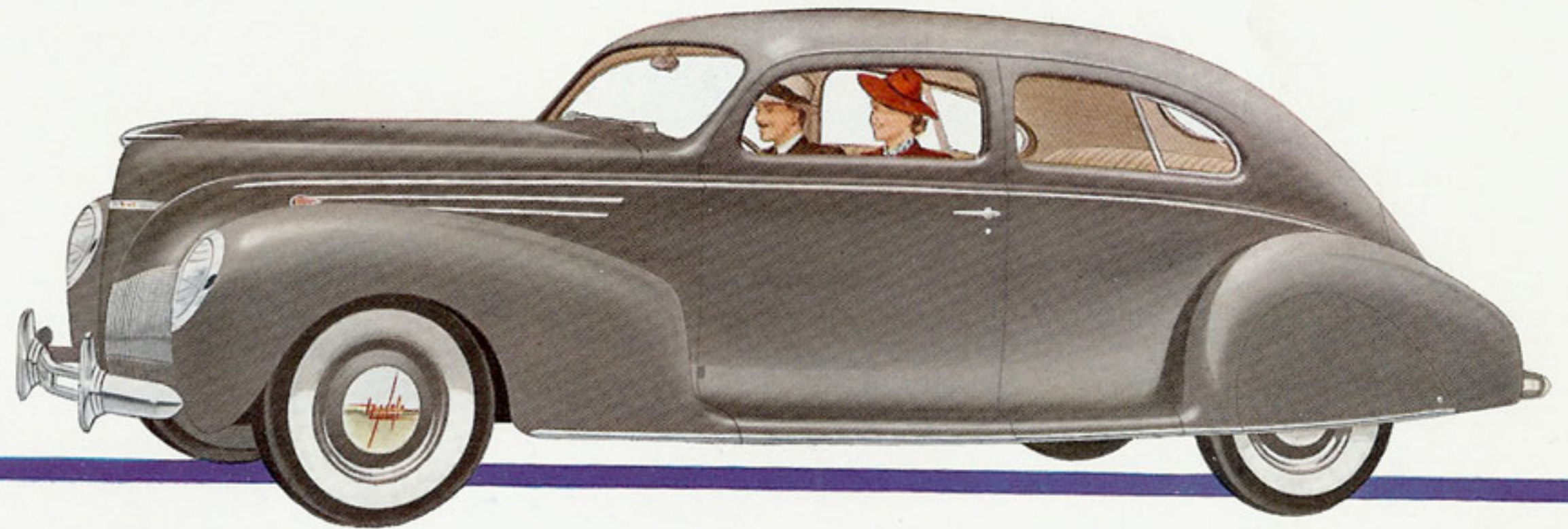


Convertible Coupe

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

Coupe-Sedan

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



Town-Limousine

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

OUTSTANDING FEATURES OF THE MODERN "TWELVE" AT MEDIUM PRICE

COMMENTS FROM PRESENT LINCOLN-ZEPHYR OWNERS

"The only car I ever drove in which the back seat is as comfortable as the front."
E. R. M.—*New York*

"I am enclosing the slips of all gasoline and oil purchased on my trip to California and into Mexico—4280 miles. You will find I made a fraction above 17½ miles to the gallon!"
E. J. S.—*Spokane*

"To say that I am more than pleased with its performance is putting it mildly. Its economy at high speed is only matched by its riding comfort and ease of handling."
O. M. G.—*Grand Rapids*

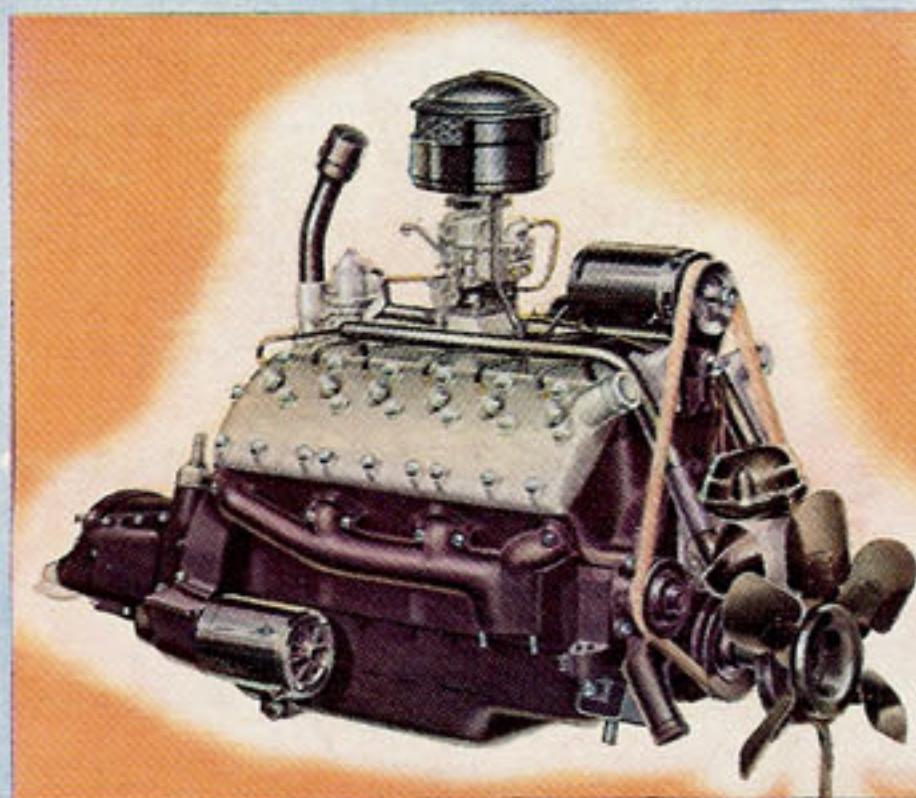
"Built like a battleship."
B. J. D.—*Boston*

"My wife and I both agree that this is one of the most comfortable riding cars we have ever owned."
W. C. H.—*Ohio*

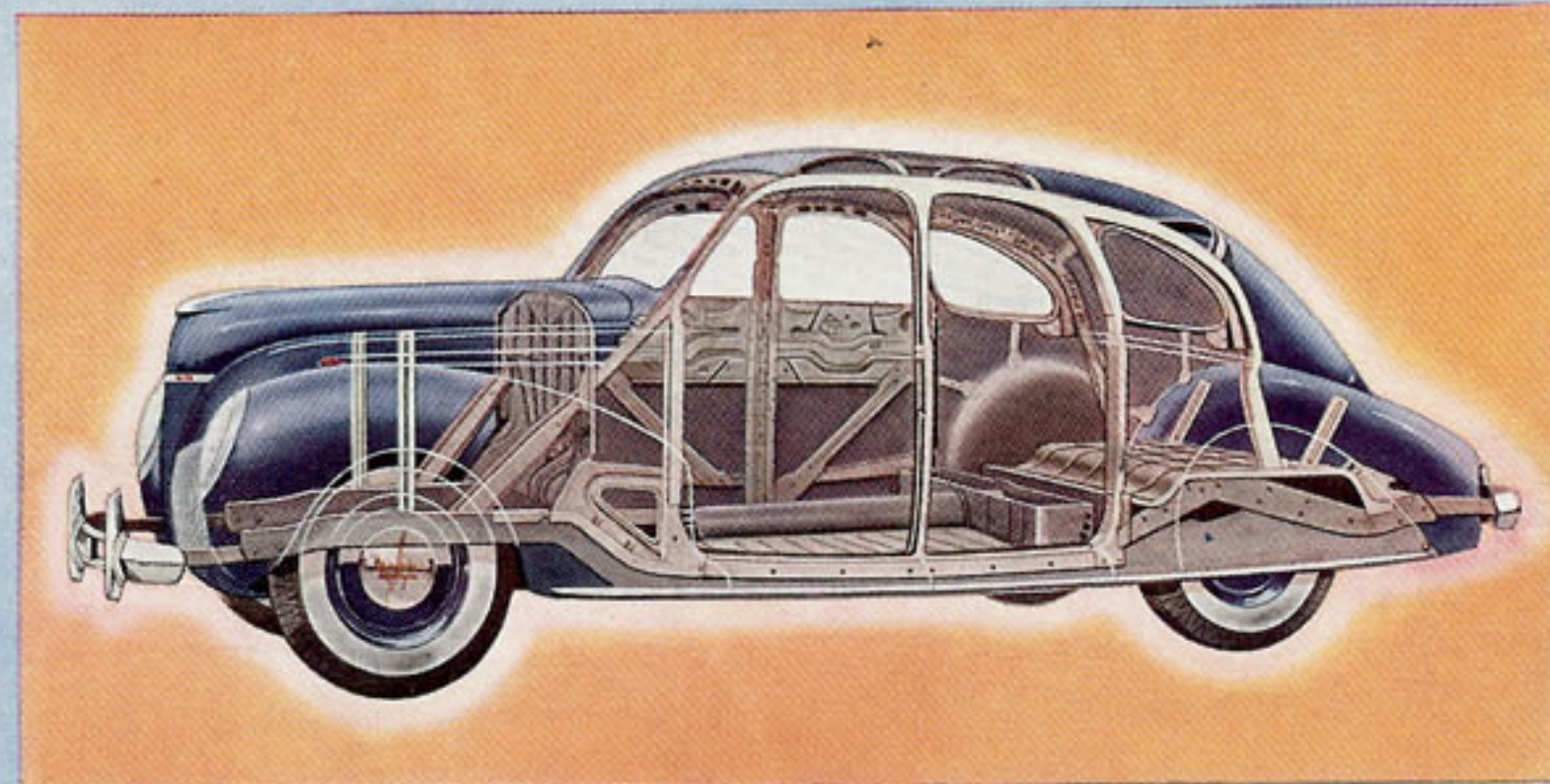
The Lincoln Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design, or prices, without incurring obligation. Cars illustrated in this folder show white sidewall tires, available at extra charge.

LINCOLN MOTOR COMPANY

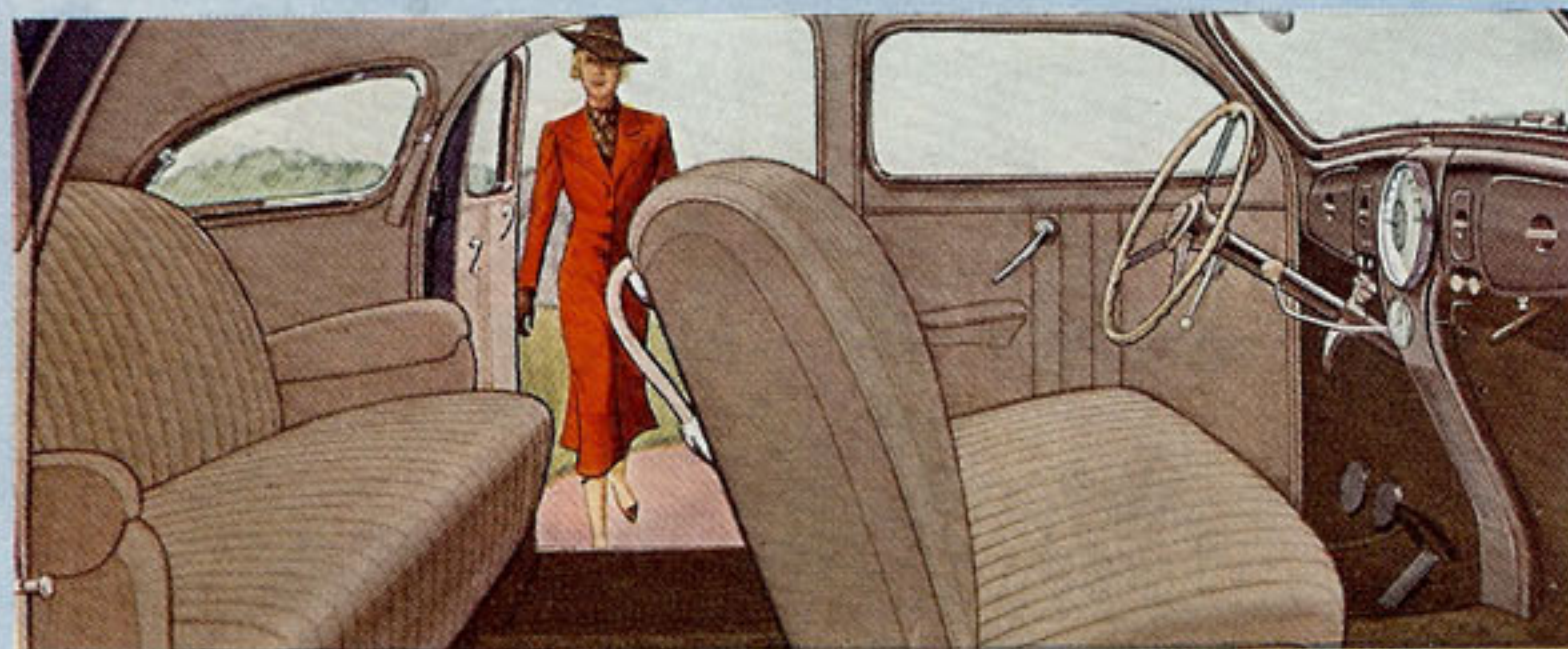
Division of Ford Motor Company, makers of the Ford, Lincoln-Zephyr and Lincoln.



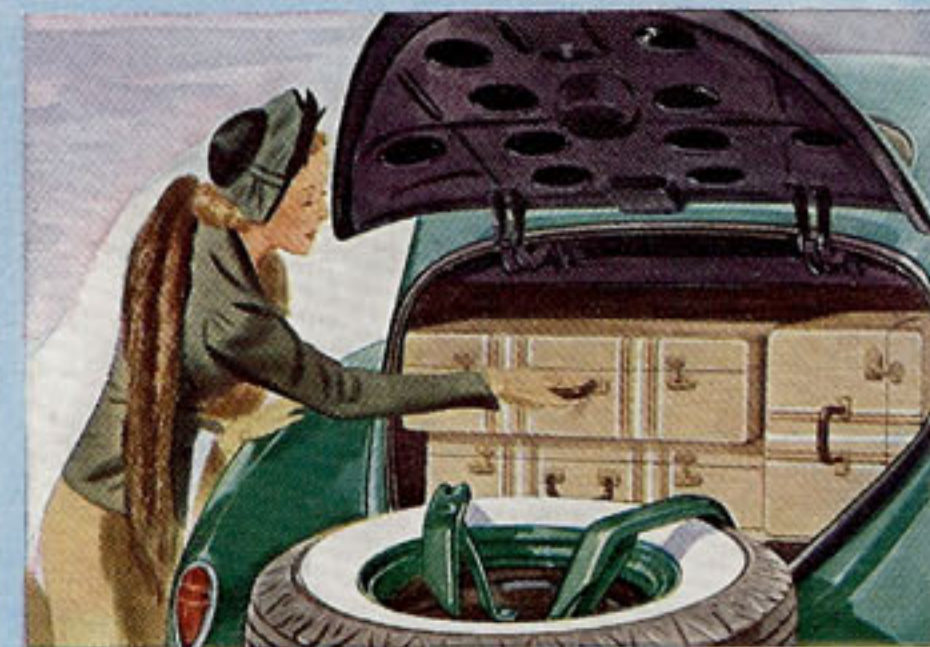
V-TYPE, 12-CYLINDER ENGINE. Owners last year reported 14 to 18 miles to the gallon. A two-speed overdrive axle can be supplied as optional equipment at extra cost.



UNIT-BODY-AND-FRAME in closed types—steel panels welded to steel framework. The "arch-bridge" construction. Rubber insulated for exceptional freedom from squeaks or rattles. Low center of gravity. Unusually large windshield for greater visibility. Safety Glass throughout.



LUXURIOUS INTERIORS. New in treatment. Chair-high seats, with the comfort of divans. Wide doors for easy entrance. Step onto floor of car directly from curb. Upholstery materials selected for beauty and wearing qualities. Special Lincoln-Zephyr custom interiors are available at extra cost.



REAR-DECK LUGGAGE COMPARTMENT. Lined, dustproof, waterproof. Compartment lights automatically. Spare tire and wheel, hidden here, swing out on bracket.