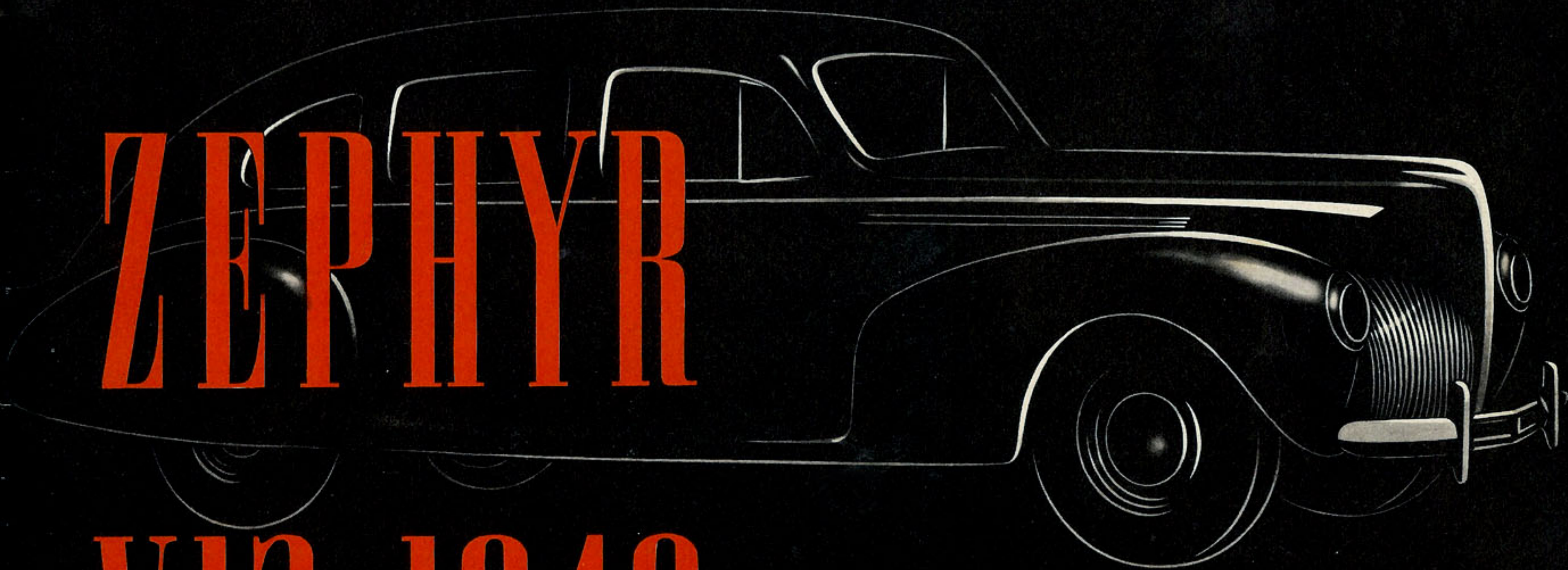
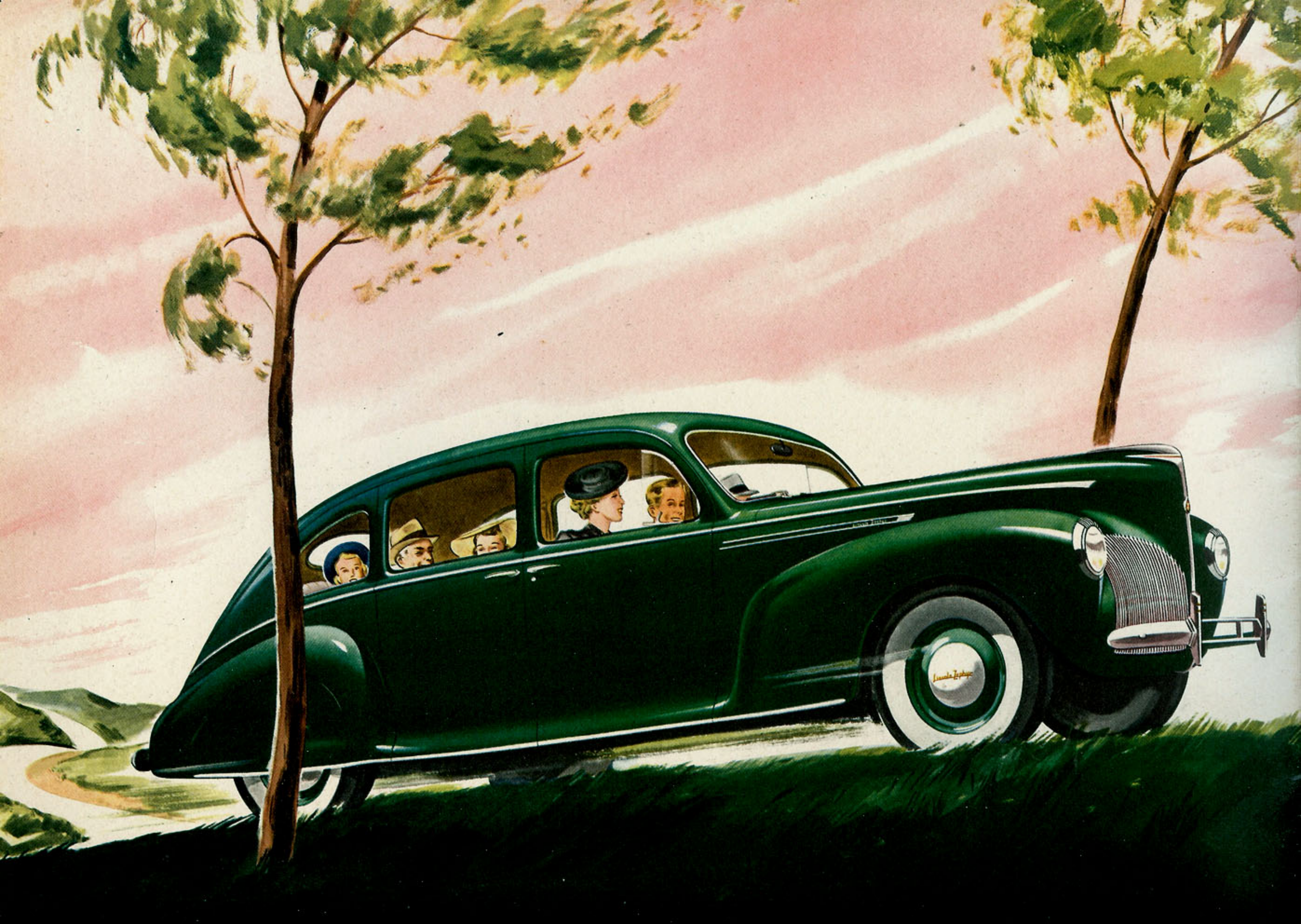


LINCOLN

ZEPHYR

V-12 FOR 1940

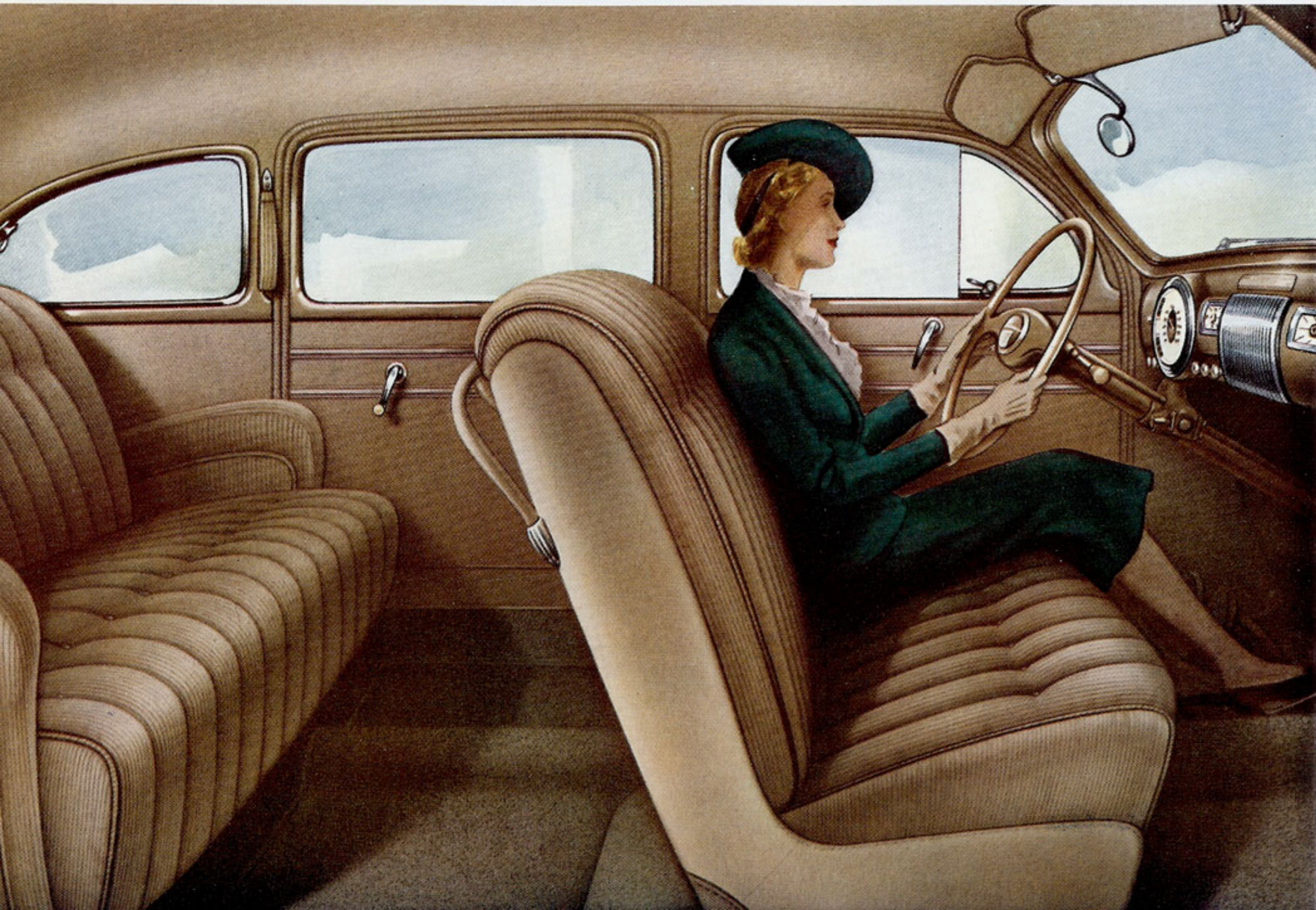




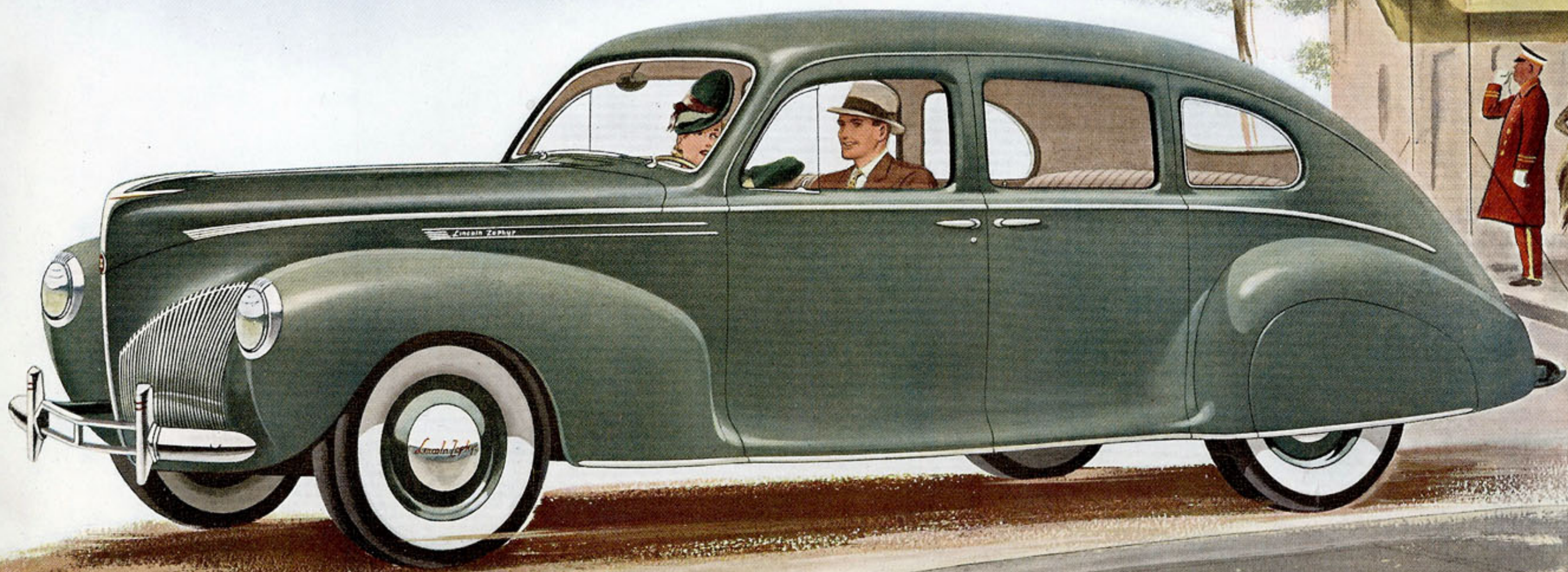
*The Style Leader—
New in Size,
Power and Beauty*

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 still retained. This year it 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. Bodies are entirely new. They provide even wider seats, front and rear, more head room, more leg room and 30% more luggage space. ☐ The Lincoln-Zephyr has always been noted for providing exceptional visibility yet this year the glass area has been increased 22%. ☐ Engine power has been increased but the record breaking economy so popular with owners has been retained. Many improvements add to convenience and comfort in the 1940 cars. Finger-Tip Gearshift on the steering column—Controlled Ventilation—Sealed-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.

Painted Desert of the Southwest, Rocky Mountain pass and a town boulevard are alike to this practical car. It will go where bid, taking driver, five passengers and luggage for many weeks' stay. Yet with two on the way to opera or theater, it rides as comfortably. And the doorman will not grasp the handle of a smarter car! . . . The rear seat and the front seat are wider this year. Smart interiors are newly designed. The new panorama windshield, undivided, is one large pane of safety glass, greater in area than you may have known in a car. All the world is open before you!

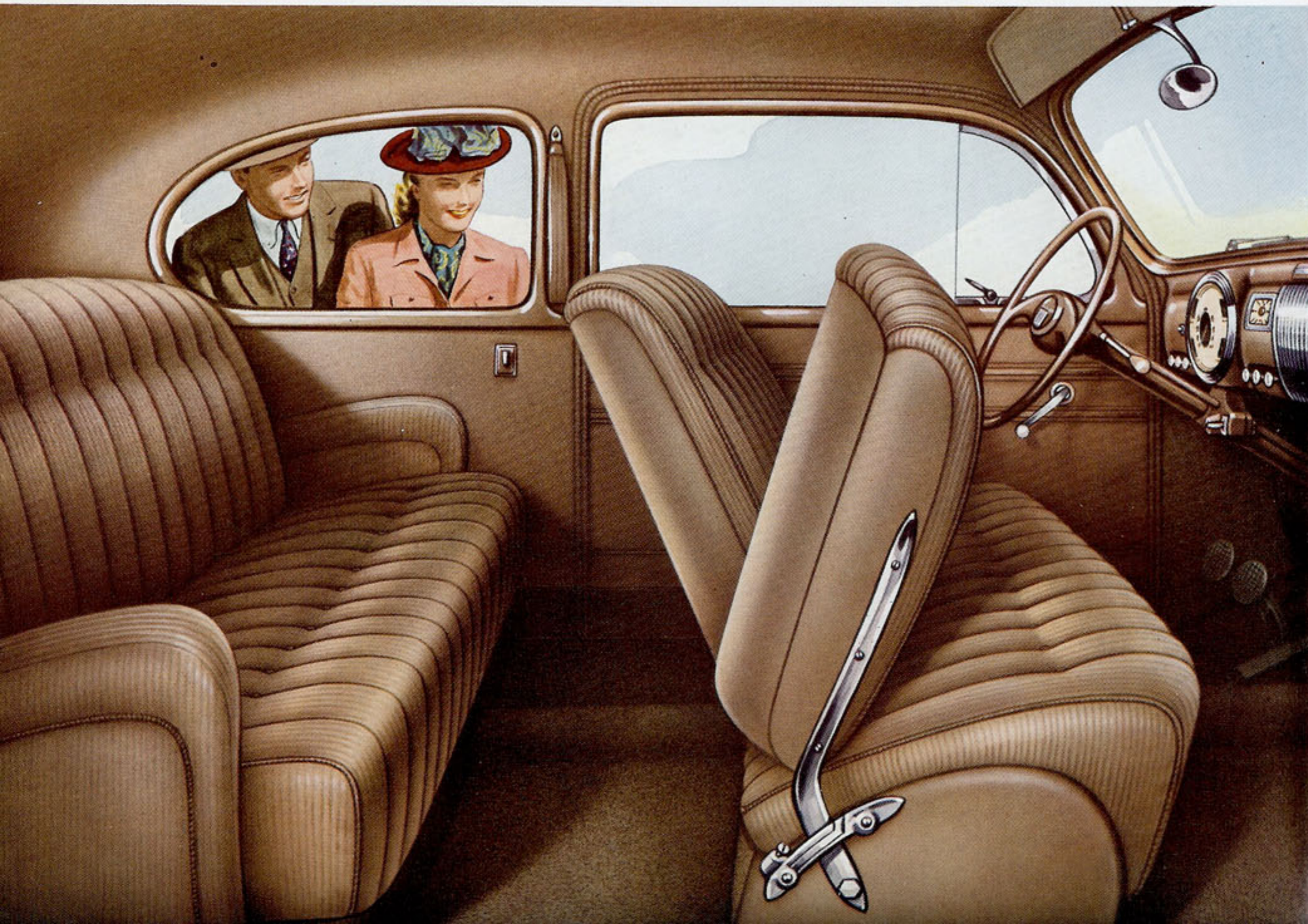


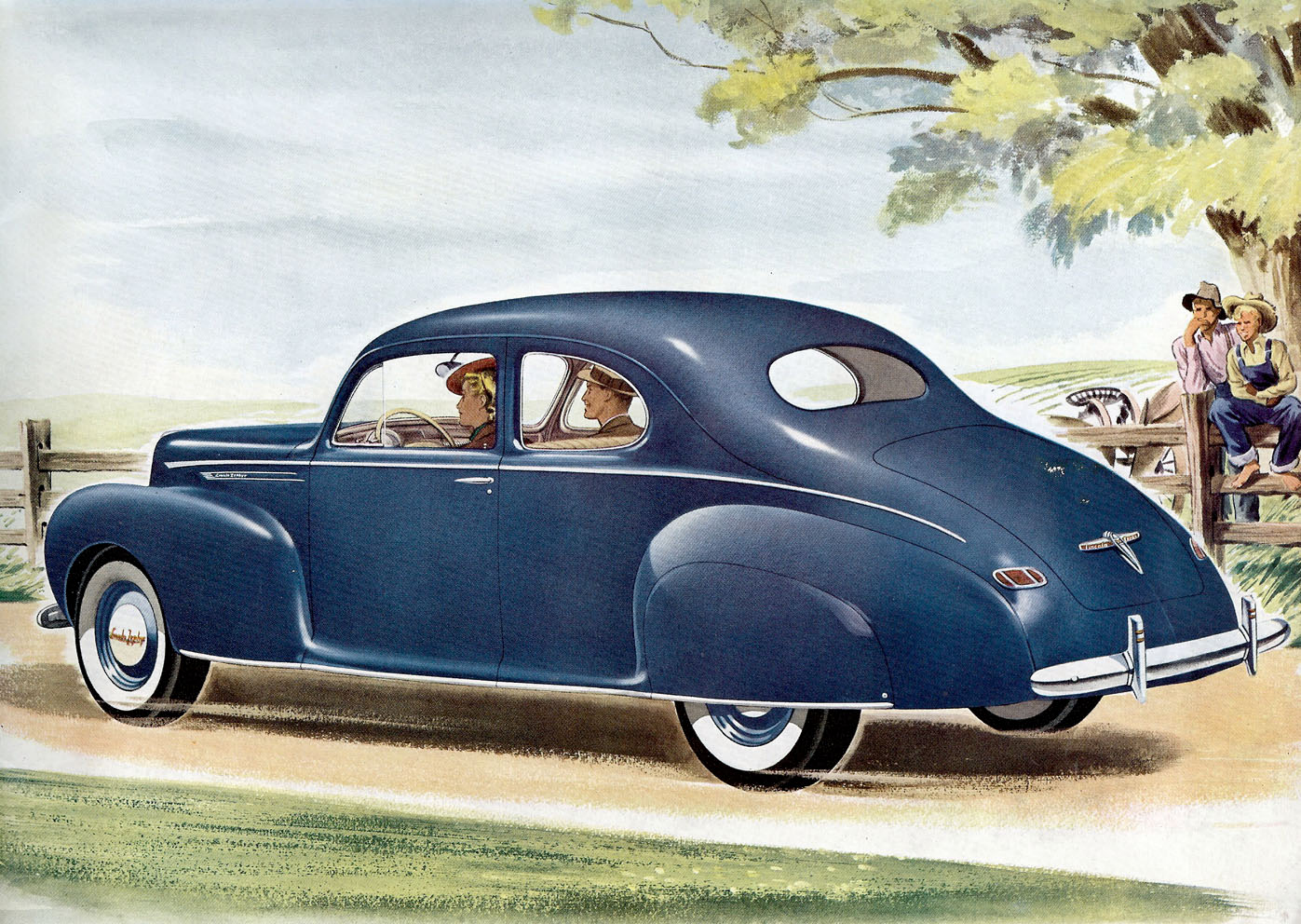
SEDAN



This is a new Lincoln-Zephyr body type; there can be little doubt that its gay lines will be widely seen at smartest country club and fashionable horse show. It combines trim contours of the Coupe with accommodation for six passengers. Behind the divided front seat is another seat, the entire width of the car, on which three passengers ride comfortably. Sports equipment and luggage may be stored in the rear deck, where there is an exceptionally large compartment for the purpose. Father and Mother will share the delight of young people in the Club Coupe.

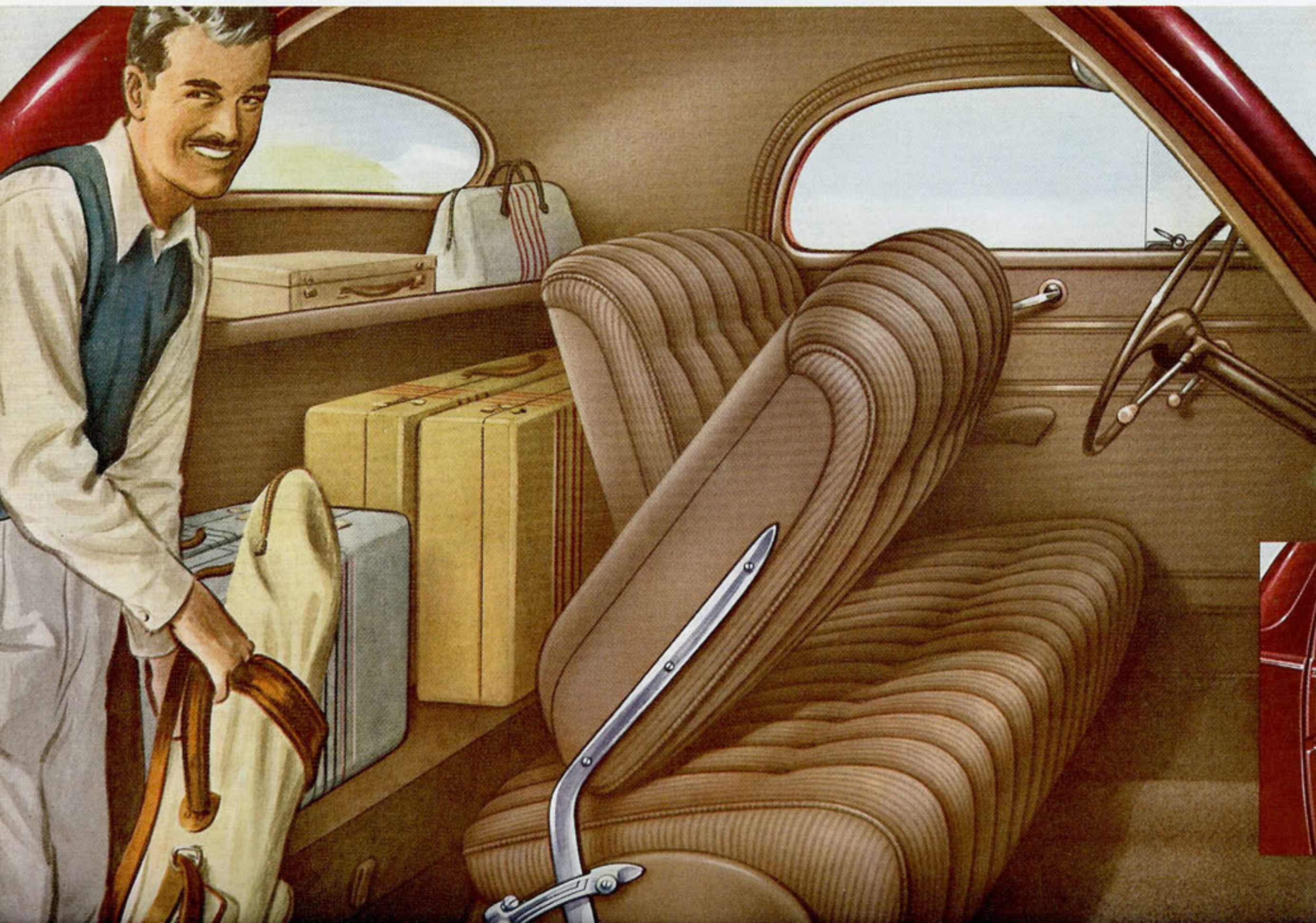
CLUB COUPE

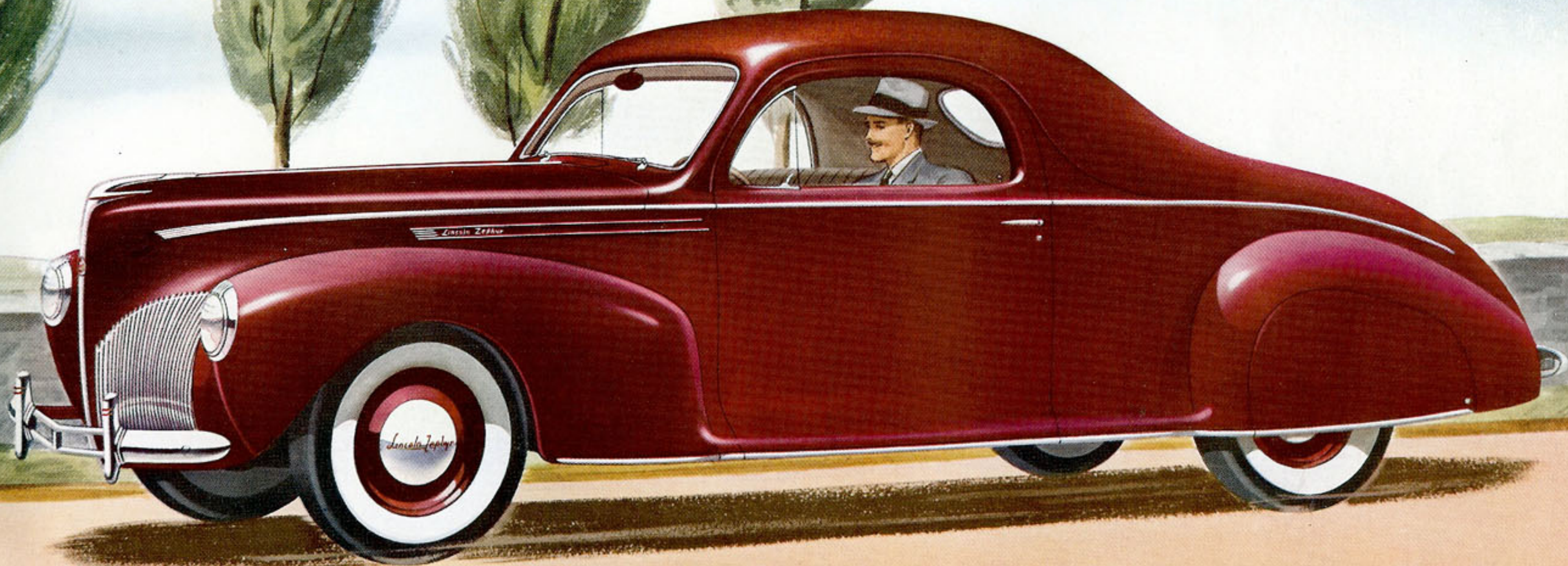




The Coupe is primarily a personal car. It is busy on the duties of the surgeon or the banker; or, trim and graceful, carries the mother to club, to luncheon, to school for the children. Three passengers ride on the front seat. Small trunk, golf bags and cumbersome packages are neatly accommodated in space back of the front seat. Small trunk, golf bags and cumbersome packages are neatly accommodated in space back of the seat, reached by tilting forward either side of the divided seat back. (Two opera seats, factory installed at extra cost, may take the place of luggage space and shelf.) There is large storage space in the rear deck.

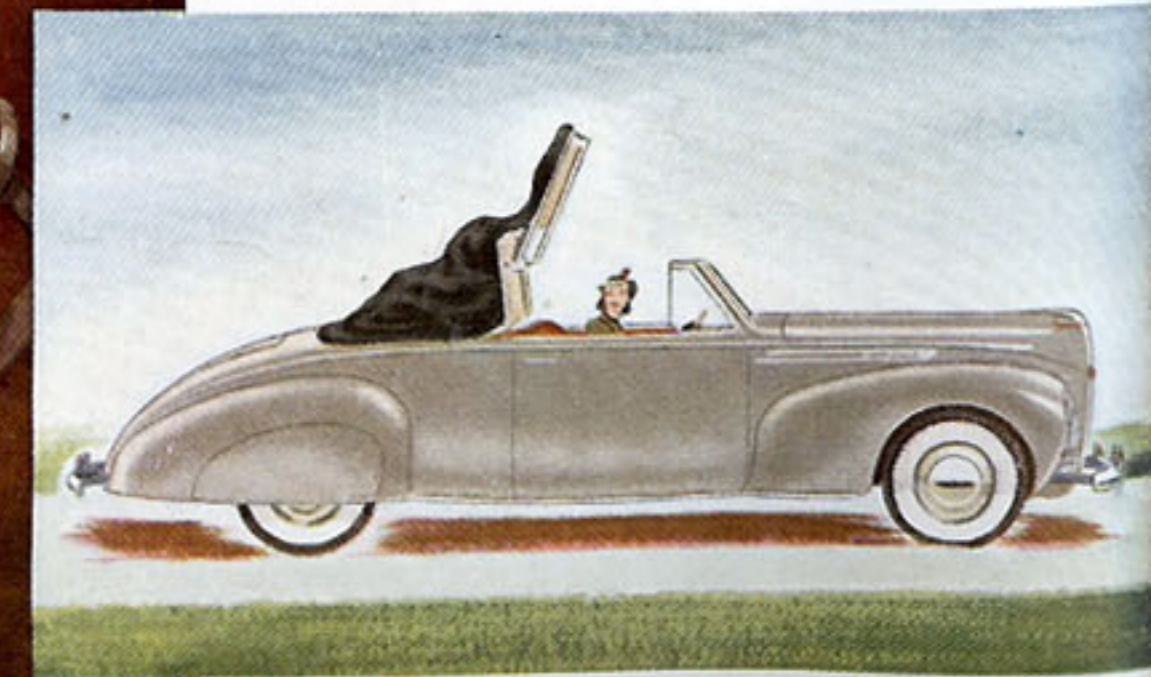
COUPE

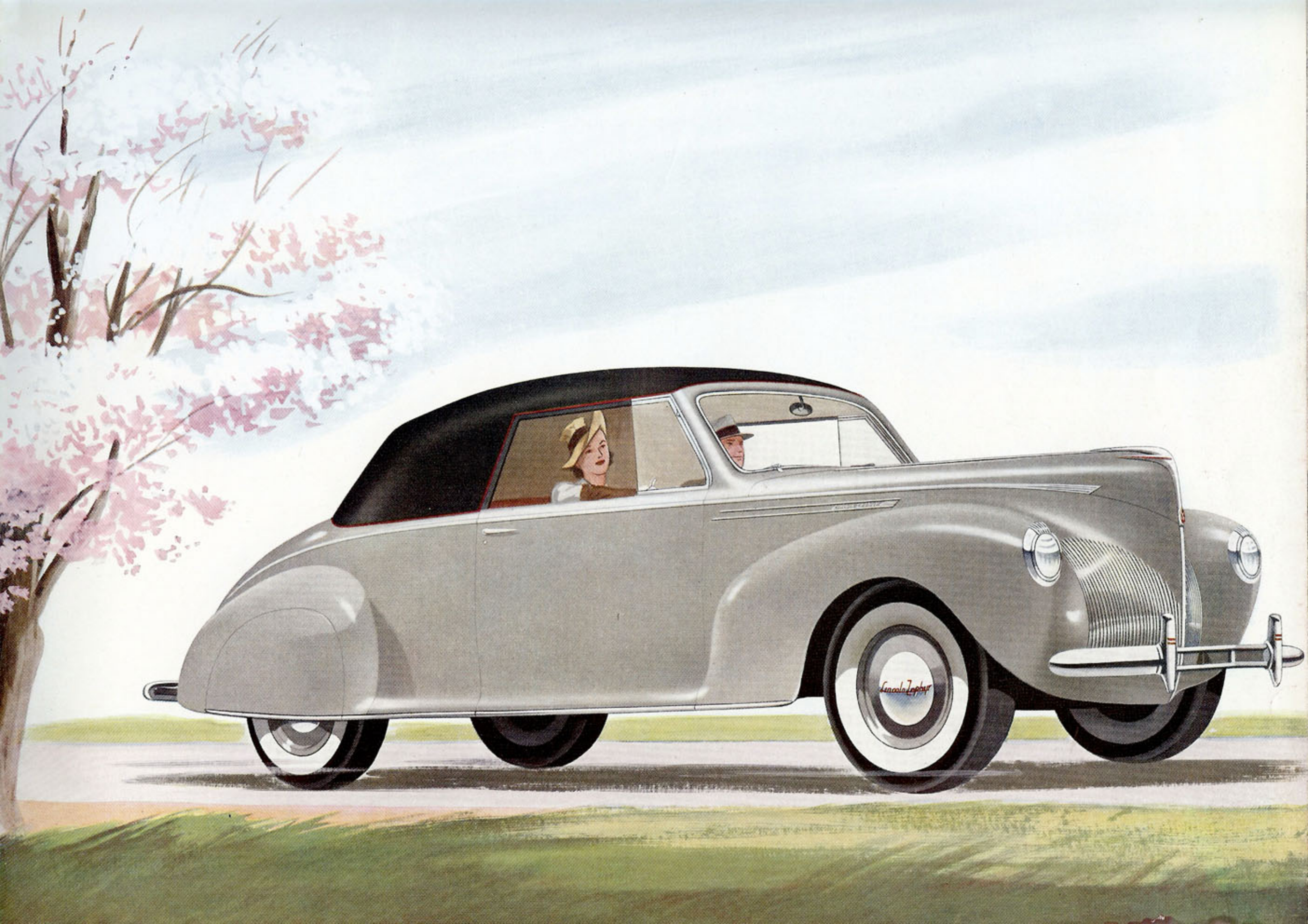




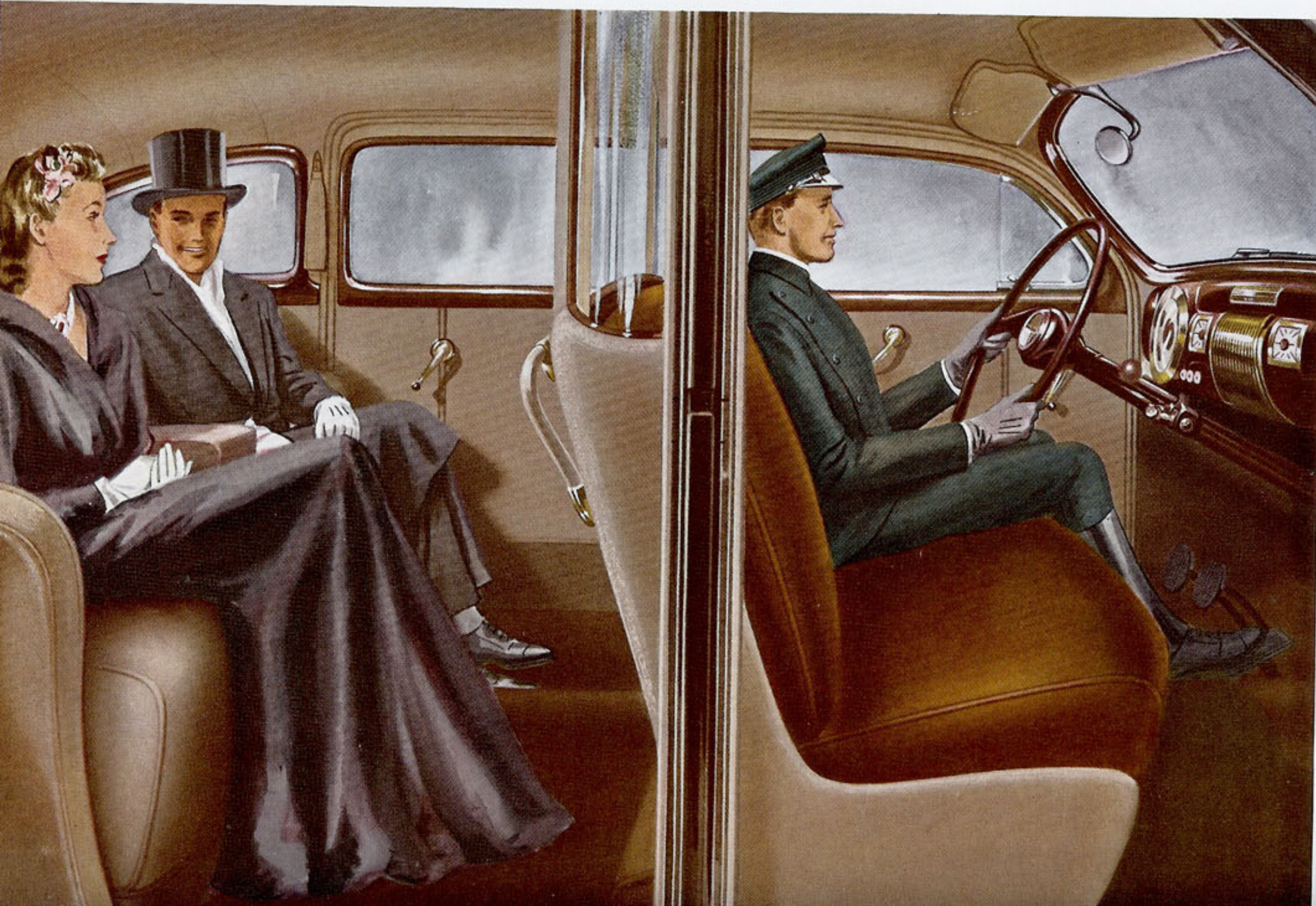
Green boundaries of a polo field will be a familiar parking place for this jaunty car; it belongs where activities are smart, youthful, gay. Yet so workmanlike are its lines that parents need feel no hesitation in riding in the Convertible Coupe to office or luncheon engagement. The mechanism for lowering and raising the top is automatic. Pull a knob, and open skies are above you. Push the knob, and the top swings gently back to position. The wide seat in the rear, handsomely upholstered in leather, is reached by tilting forward the divided front seat back. Space for sports equipment, luggage, and spare tire is provided in the rear deck.

Convertible Coupe

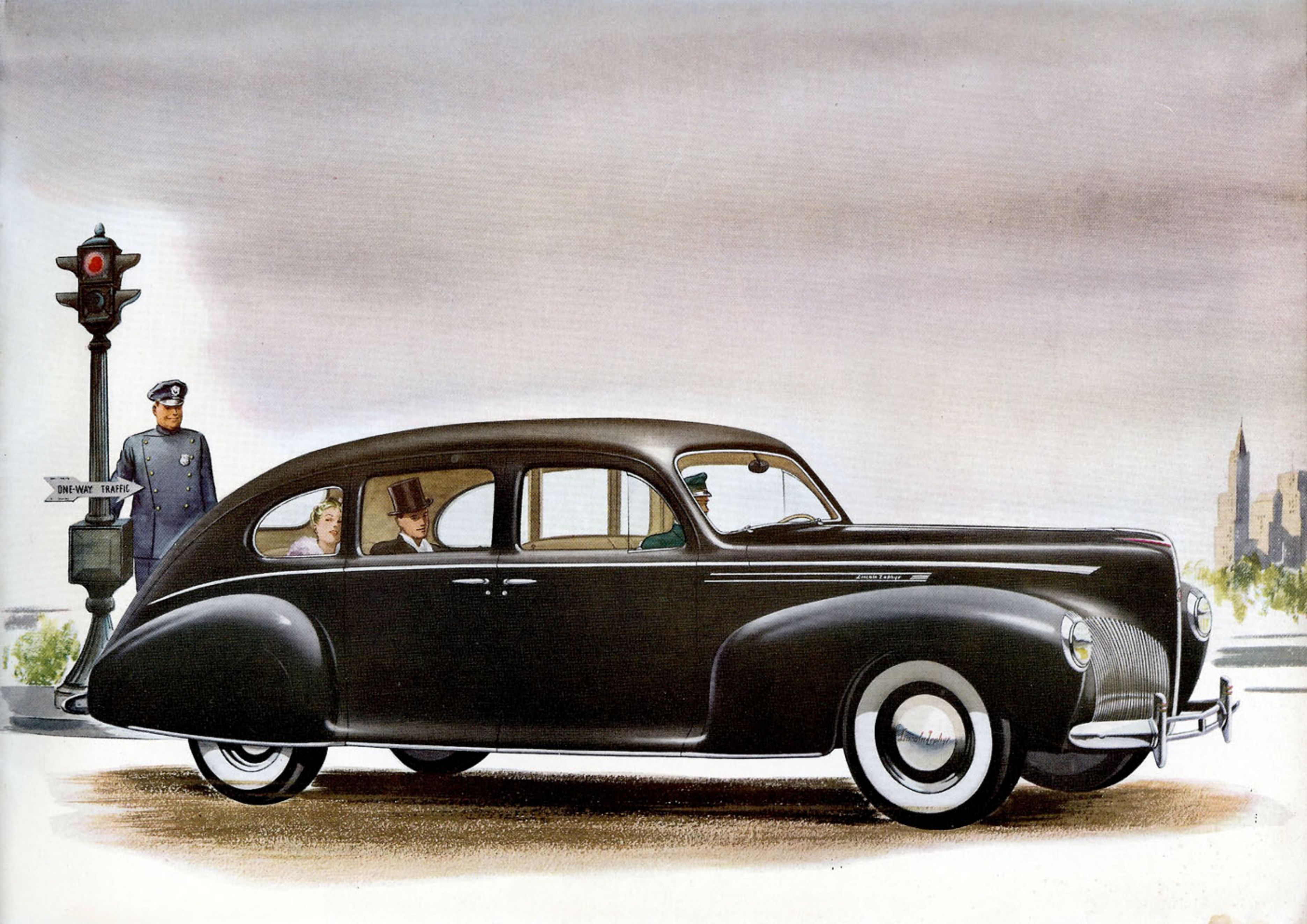




A car for formal uses need not suggest the carriage era. It can provide the traditional privacy of an enclosed rear compartment, and still offer modern streamlining. That is precisely what the Town-Limousine does. A glass partition, adjustable at will, separates front and rear compartments. Driver's section is upholstered in top-grain leather. An arm rest may be lowered to convert the rear seat into two spacious and comfortable arm chairs. Special custom interiors are available. Roof lining, upholstery, carpet and door linings blend in softly harmonizing fabrics.

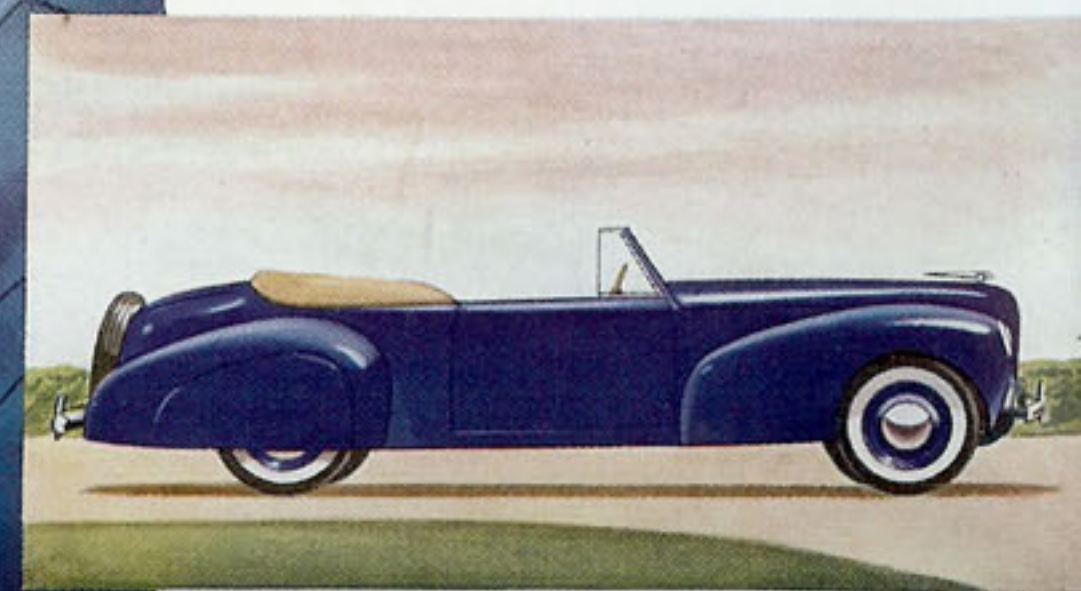
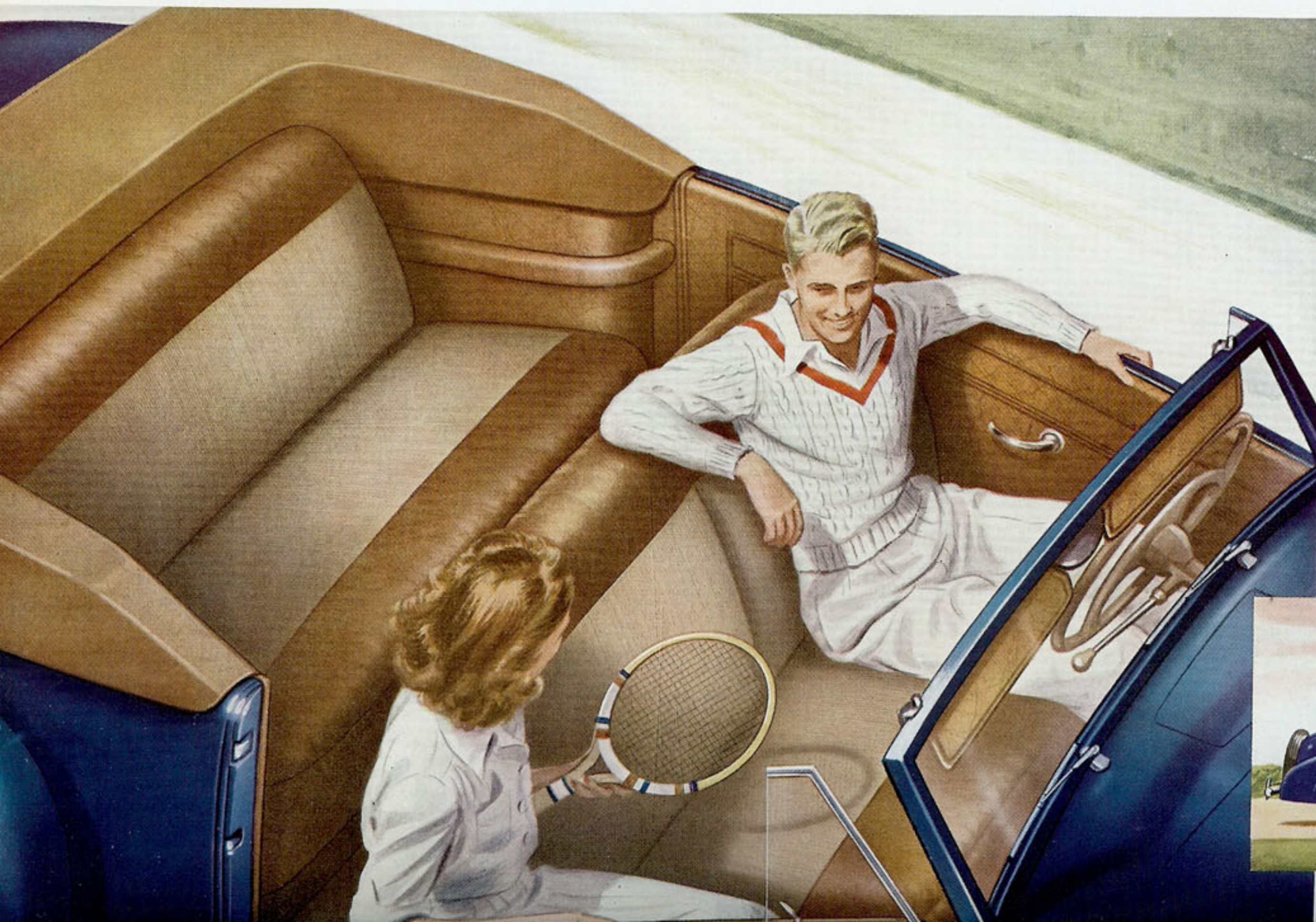


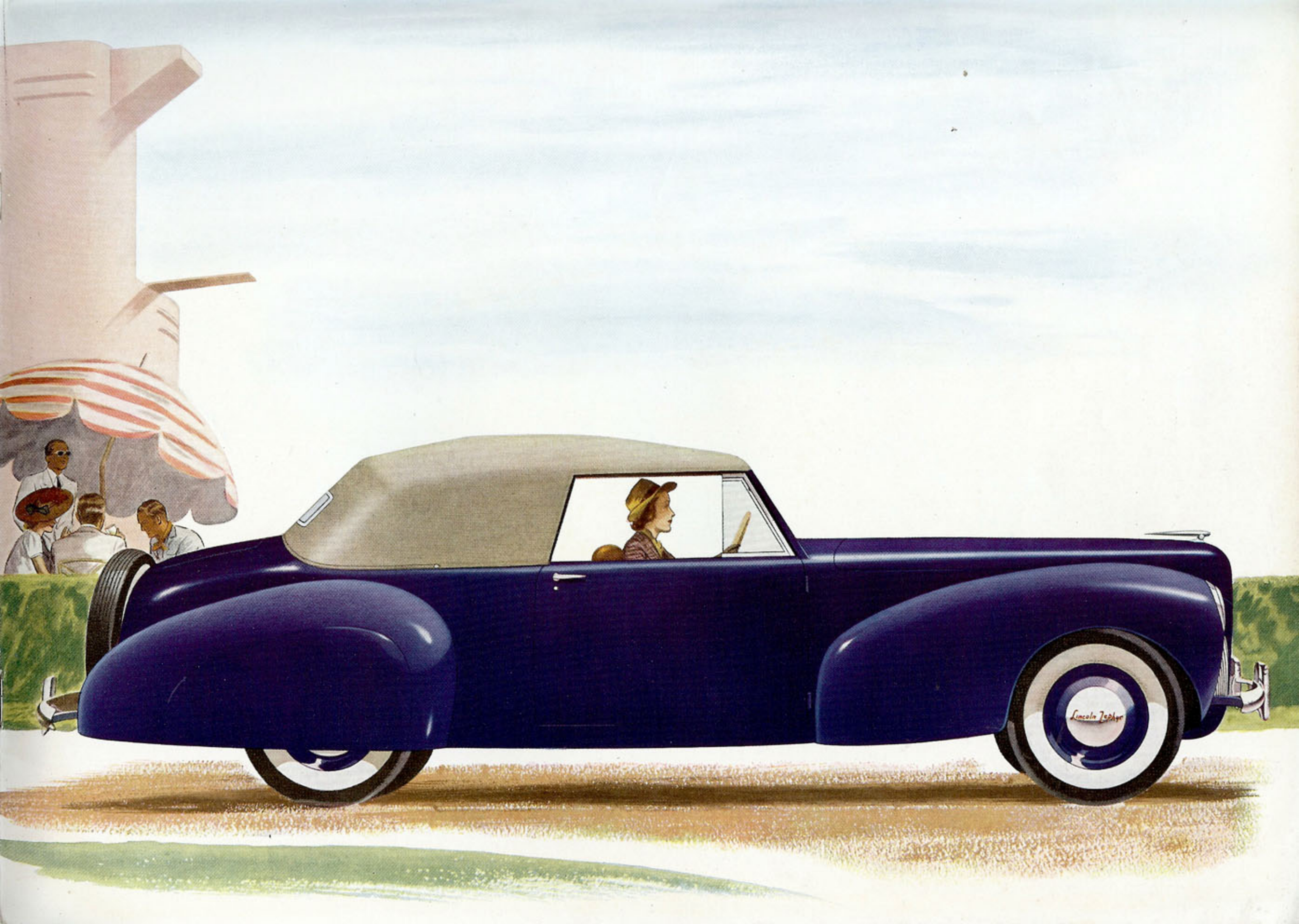
Town LIMOUSINE



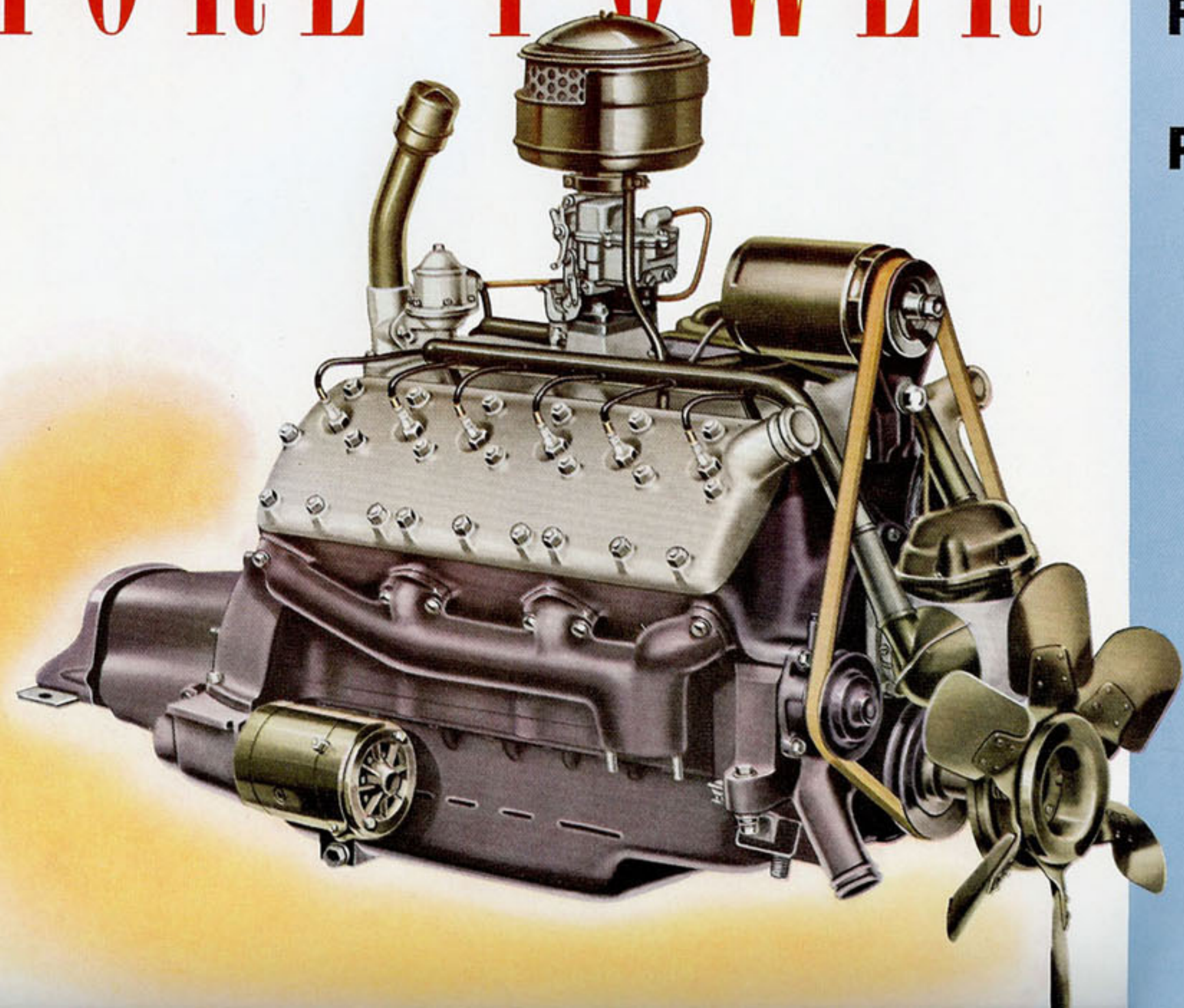
The flavor of European boulevards is in this dashing new Lincoln-Zephyr body type. Yet the Continental Cabriolet is a car of our time and our shores . . . youthful, spirited, sophisticated. In several important respects, it is distinguished from other Lincoln-Zephyrs. The hood is seven inches longer. The car is three inches lower. Upholstery may be had in a choice of leather or combination of leather and whipcord, as illustrated. The top operates automatically. When skies are clear, pull a knob and all the world is above you. When clouds appear, the push of the knob returns the top gently to its position. The rear seat accommodates three grown persons.

CONTINENTAL CABRIOLET



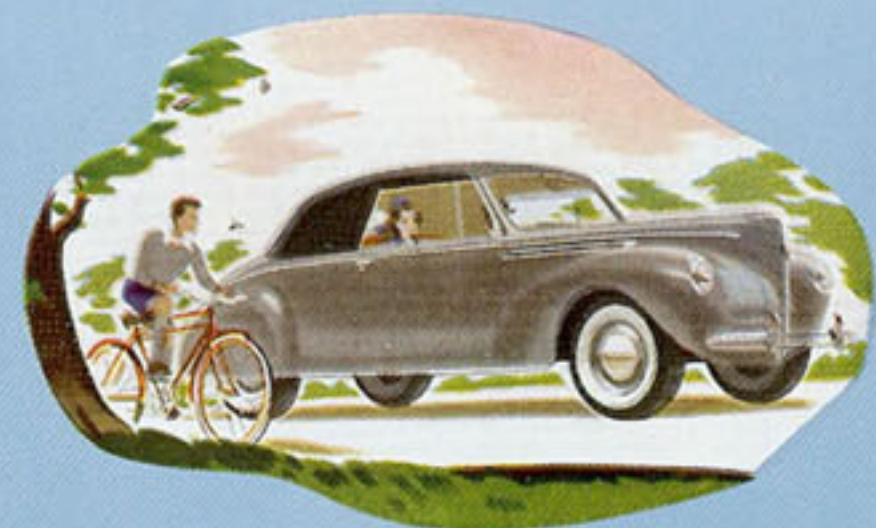


MORE POWER



FROM TWELVE CYLINDERS ALREADY
POWERFUL, SMOOTH...AND THRIFTY

How many cylinders should a car have? Lincoln engineers asked that question over four years ago. They answered it out of their long experience by giving the Lincoln-Zephyr, a medium-price car, a twelve cylinder engine. That "twelve" was unique then. It is unique now—the only twelve cylinder car in its price class. ¶ 85,000 owners have had time and opportunity to put to proof the decision of Lincoln engineers. From letters they write, from comments to friends, from observations to other engineers and articles in scientific journals, their answer is this: The Lincoln-Zephyr twelve is smoother. It is quieter. It is more flexible. It gives exceptional gasoline mileage—and a kind of performance never before experienced in any medium-price car. ¶ This year, the powerful V-12 engine develops more horsepower than ever before. More than ever, the Lincoln-Zephyr engine . . . compact, efficient, expressing the skill and experience of the Lincoln engineering organization . . . is ready to better its own amazing record!



Performance in Western and Rocky Mountain States, where roads reach high, and stopping places are few and far between, long ago proved the unique power of this car to take the course as it comes. The Lincoln-Zephyr is at home on city boulevard or the open road. For 1940, the V-12 engine is more powerful.



Scarcely a sound issues from beneath the slender hood as the engine develops its great horsepower. Pistons move quietly and the car does likewise. Strain of travel is unknown to the Lincoln-Zephyr owner. Engine, unit-body-and-frame in closed types, tires, insulation, are joined in a conspiracy of silence!

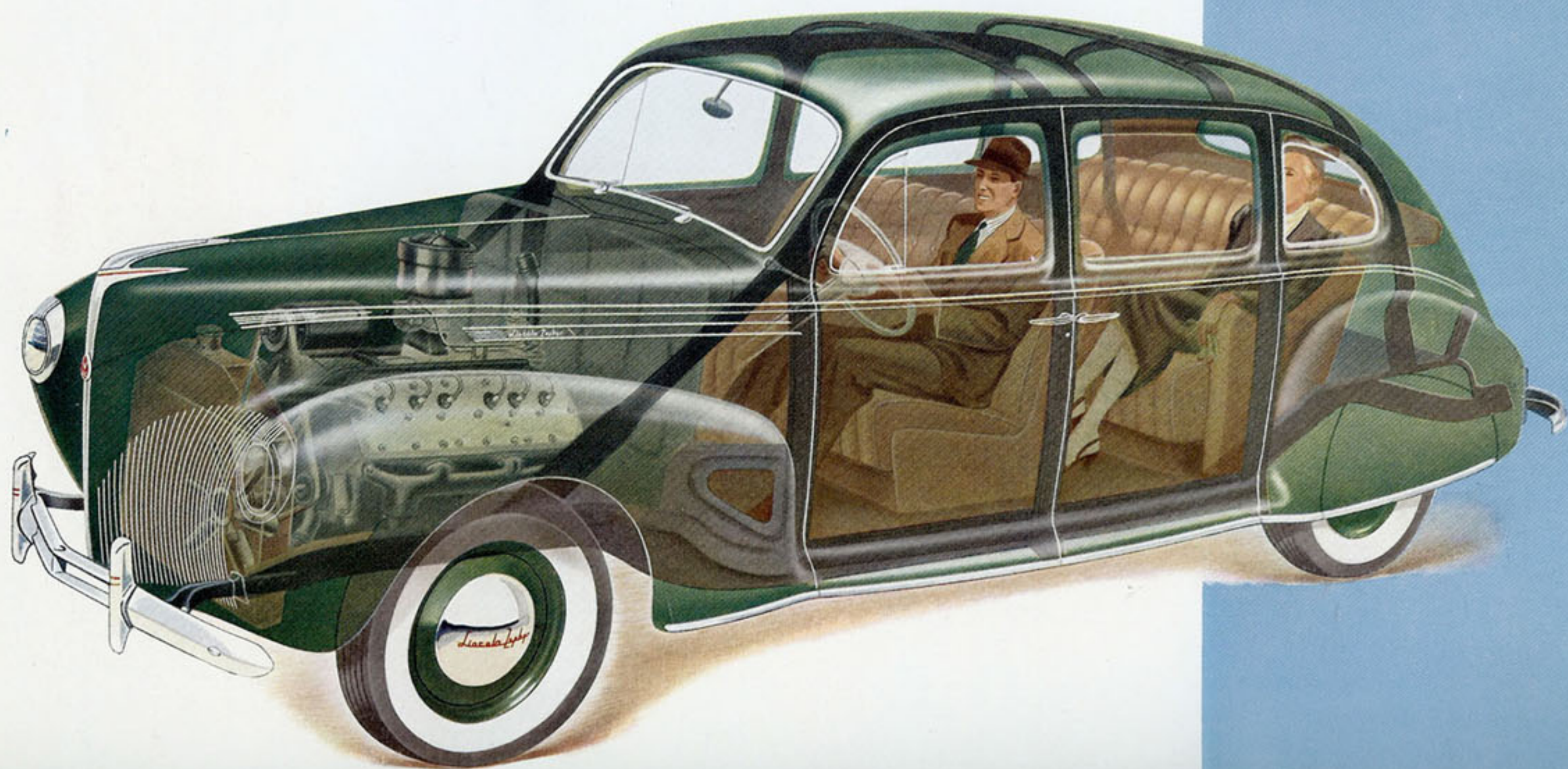


The statement that the Lincoln-Zephyr, a twelve cylinder car, is economical to operate seems incredible to a new owner. Yet the car is thrifty. Records on many roads, checked and rechecked, prove it. Efficient design, modern streamlining, and the high power-to-weight ratio combine to keep running costs consistently low.

UNIT-BODY-AND-FRAME

LIGHT IN

WEIGHT AND GREAT IN STRENGTH



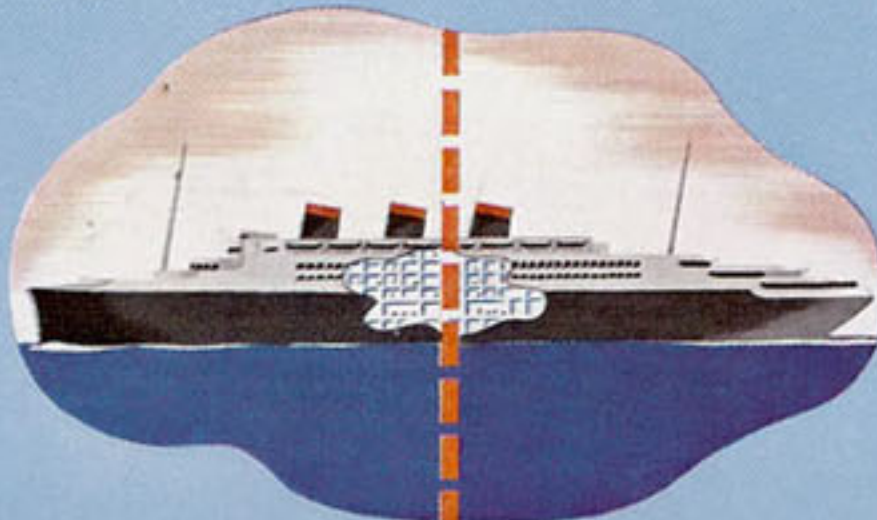
Lincoln engineers determined at the outset that the Lincoln-Zephyr should break with precedent where need be. They planned the new car for modern travel conditions . . . for your safety and comfort. Blueprints of the past were not permitted to interfere with original thinking. The result is a design that differs entirely from traditional automobile structures—the famous unit-body-and-frame. ¶ You are accustomed to think of a car as having body and chassis separate. But in Lincoln-Zephyr closed types, there is no chassis, as that term is commonly understood. Body and frame are one. Steel trusses form a rigid, unyielding framework over which steel panels are welded—top, sides, bottom. The whole, an enclosed bridge of steel, provides transportation without squeak or rattle. Light in weight, great in strength, the body-frame structure adds to the safety of your family under all driving conditions. And it has done much to shape the pattern of motor car design.



Hour upon hour you ride in the Lincoln-Zephyr, yet do not weary. Chair-high seats give you living room comfort on wheels. They are the right height, they are curved properly at the back. This is a great Lincoln-Zephyr contribution to the comfort of passengers—and is most appreciated on longest trips.



This year there are no running boards on the Lincoln-Zephyr. They are not needed. The floor is so low that you step directly onto it from the curb. The car's center of gravity is low also; and though but one or two passengers may be in the Lincoln-Zephyr, it rides as with a full load.



Favored staterooms in a transatlantic vessel are toward the middle. There is a parallel here in explaining the Lincoln-Zephyr's superbly comfortable ride. Passenger position, and the weight of the car, are balanced "amidships." You ride well ahead of the rear axle and its jolts—away from the "bow or stern."

More Room More Comfort



FROM DESIGNING THAT BEGINS WITH YOU

Basically, a motor car is a means of transportation. But so is a sleigh or a carriage or a horse. The difference (aside from speed) is that on the way to your destination, in a motor car, you should ride in utmost comfort. ☐ To accomplish that for you (and it is not a small task, when some of America's mountain roads are considered) Lincoln engineers plotted and charted carefully. They determined dimensions that permitted you to stretch out legs, and your head to clear the roof. This year, there is more room for you than ever in the Lincoln-Zephyr. ☐ Designers thought also of those who ride with you. Families may be smaller than a generation ago, but there are always the welcomed friends and guests. This car holds six without crowding (in the Sedan)—three up front, three in the rear.

Luggage space is greater than ever before. ☐ The Lincoln-Zephyr has always had an exceptionally wide windshield. But this year windshield visibility is increased 15%. There are actually 104 more square inches of glass in this front window. Winding roads in the distance, houses on the hills—all the world out front is spread before you! ☐ The Lincoln-Zephyr's "gliding ride" is an easy, forward movement—a gentle floating over road swells. Ribbed miles swing beneath the car. Villages appear on the horizon, and are soon left behind. Distance does not tire. ☐ This modern car was built for the open road. It has made its best records where demands upon it are greatest. The reason is that Lincoln-Zephyr designing begins with you. All the requirements of your journey have been anticipated before you start!

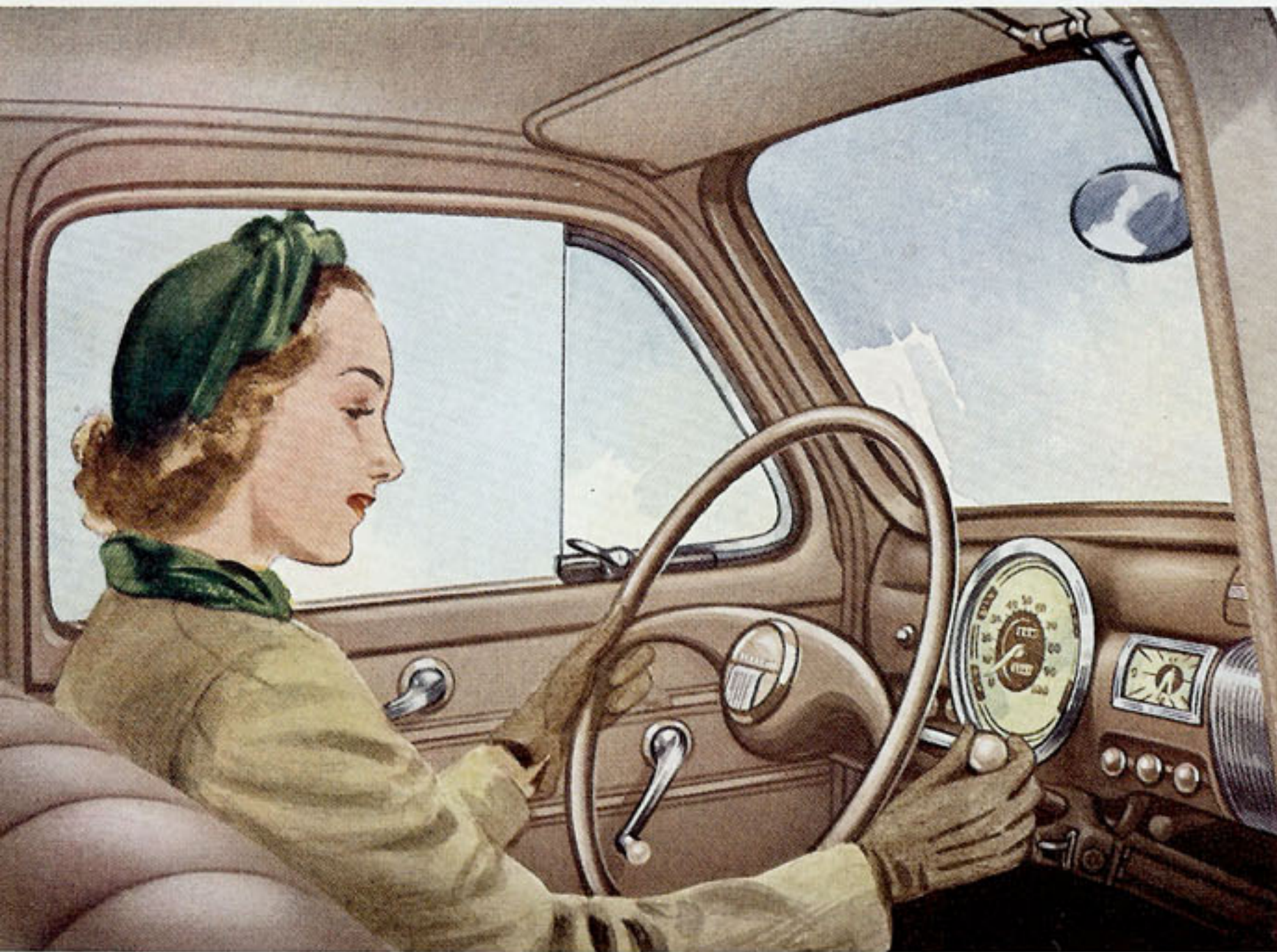


The Lincoln-Zephyr for 1940 is bigger inside than the car has ever been. Seats are wider, in front and rear. There is more room overhead, more around the feet, more shoulder room and elbow room. Six people ride in comfort—each has all the space required. The

person next to the driver does not cramp him. There has always been plenty of space up front; there is more now, with the Finger-Tip Gearshift on the steering post. Journeys begin and end in comfort, with dispositions unchanged, when six travel the Lincoln-Zephyr way.

Ideas

**AS THOROUGHLY
MODERN AS THE CAR'S
OUTWARD BEAUTY**



The Finger-Tip Gearshift lever is now on the steering post, below the wheel. Change of gears is a simple operation of the hand. Aside from increasing the ease and convenience of shifting, the new position gives more freedom in the front compartment.



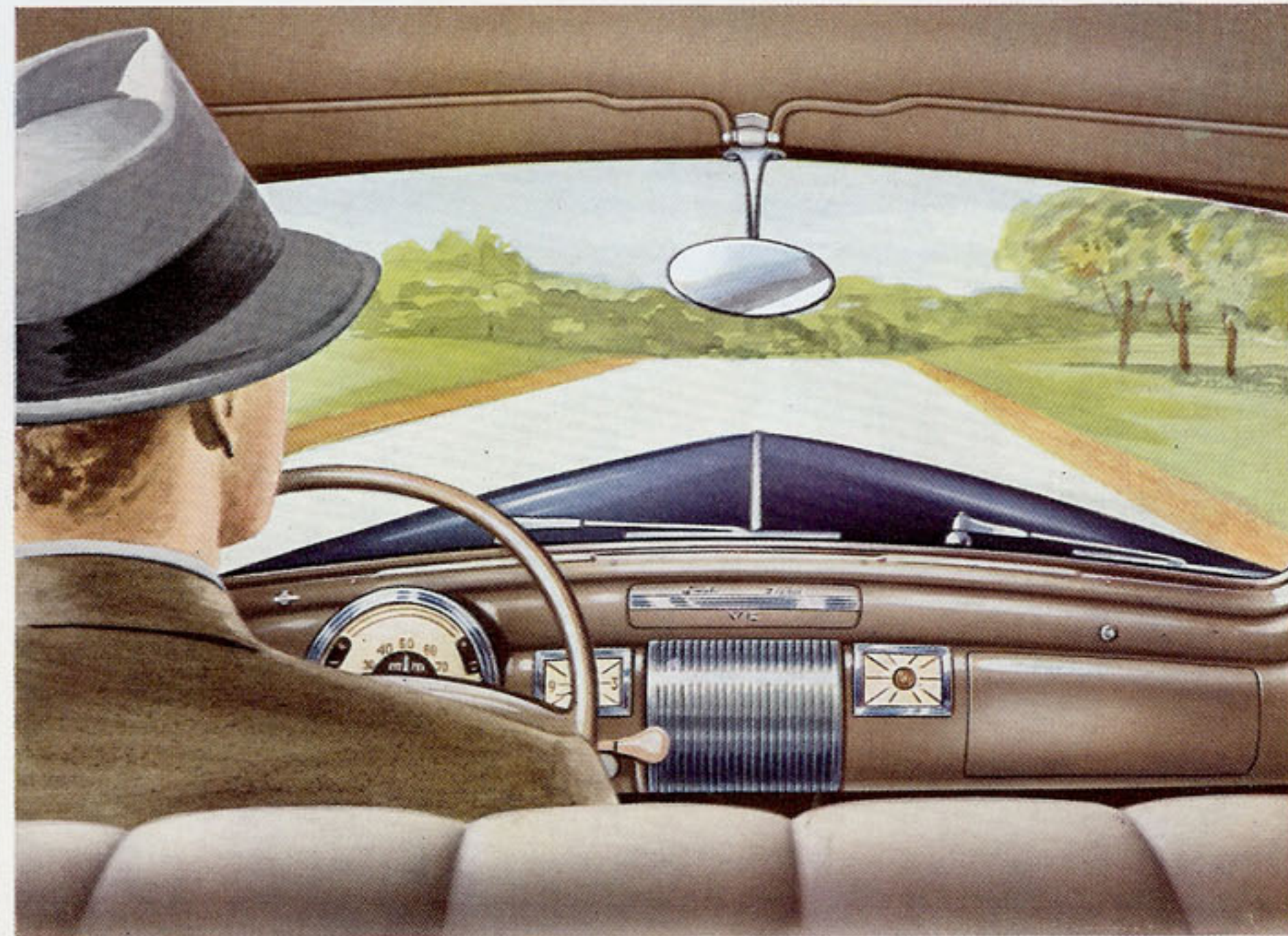
Journeys far from home often require more luggage than there seems room for. But you will find the space in this generous Sedan compartment—dustproof, weatherproof, lighted—30% bigger than last year. The spare wheel with tire is concealed beneath the floor.

From the first, the Lincoln-Zephyr has been a pioneering car. It adopted a fresh point of view toward travel—sought and developed new ideas that now bring new value to the medium-price field. ☐ That search goes on. The Lincoln policy is to improve the car, gradually, year after year, to meet ever new motoring needs. The state of a nation's roads . . . the attitude toward speed

. . . the larger number of passengers carried . . . the increased mileage put on the average car each year . . . the demands for more safety precautions . . . all these are public influences affecting the plans of the engineers. ☐ On this and the pages following are shown changes in the Lincoln-Zephyr which reflect, we believe, an ability to give the traveling public what it wants.

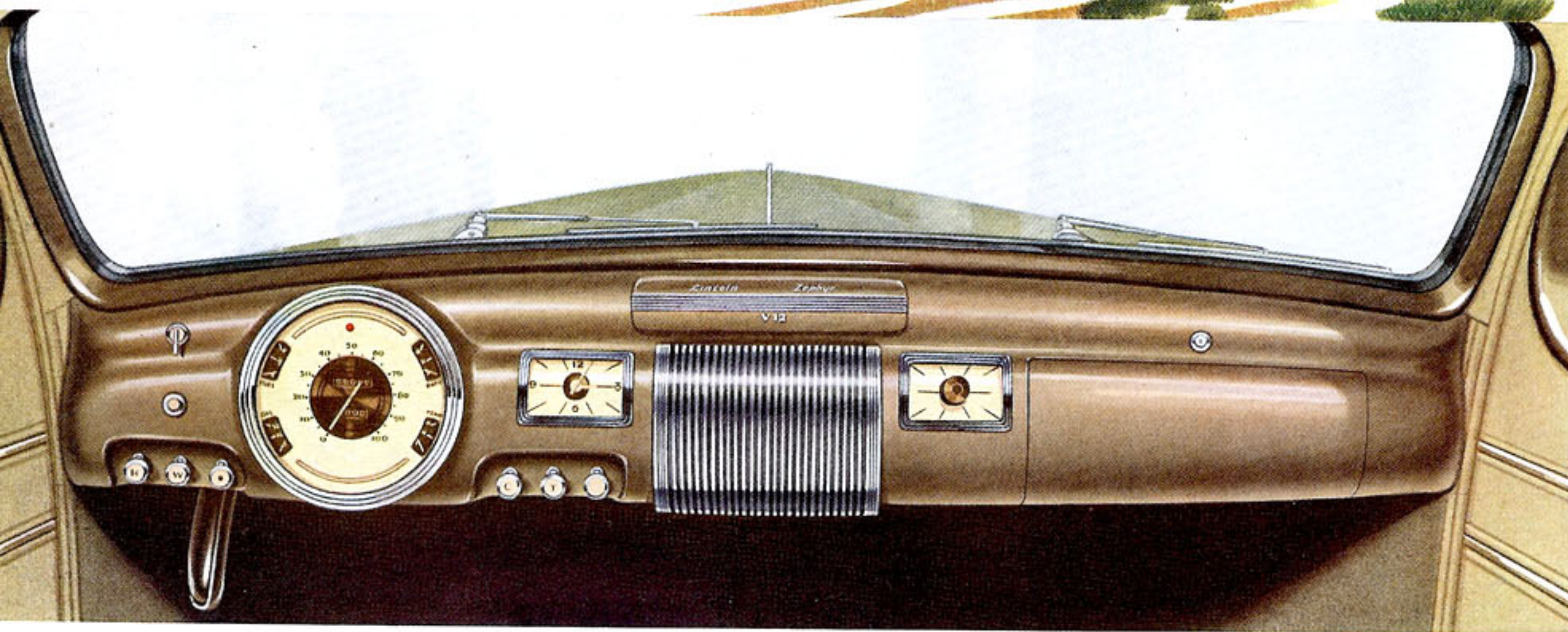
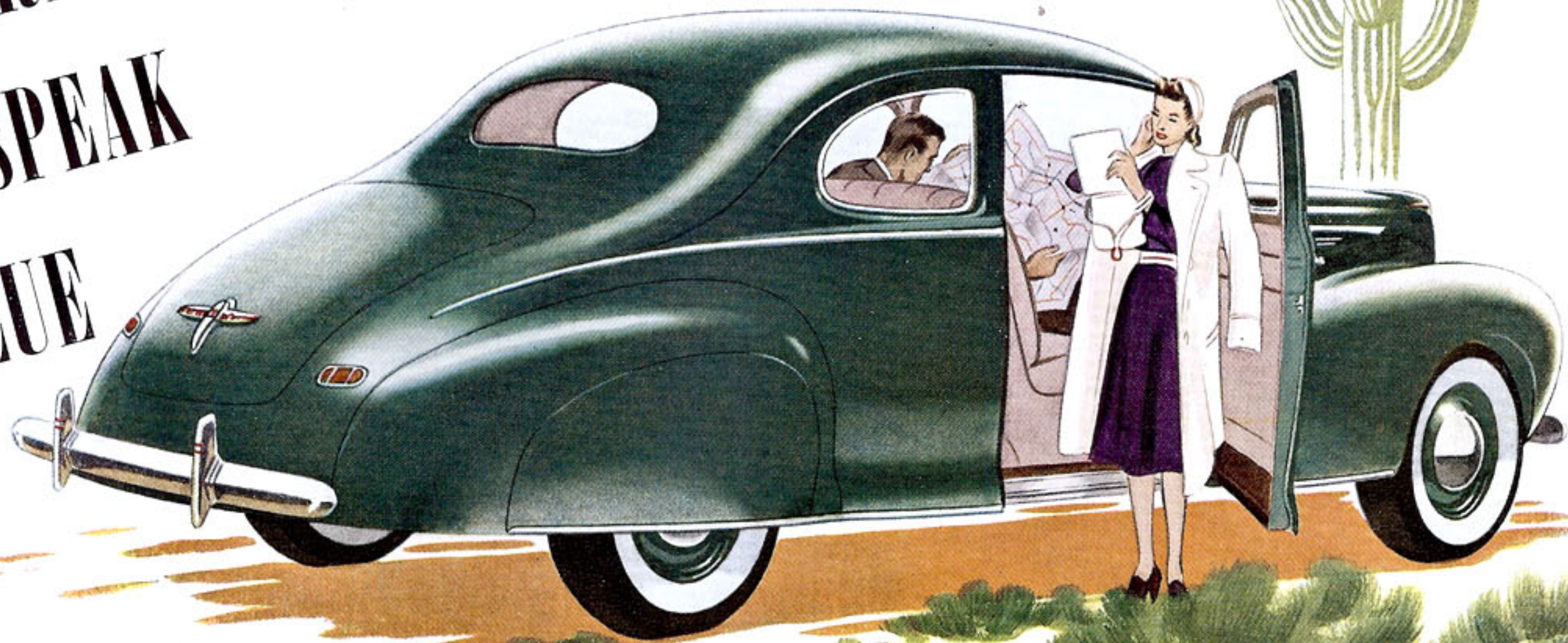


Ventilation is through new control windows built into the forward part of the front door windows and operating independently of door handles. Just open this ventilating window, and fresh air blows in without draft on those in the rear seat.



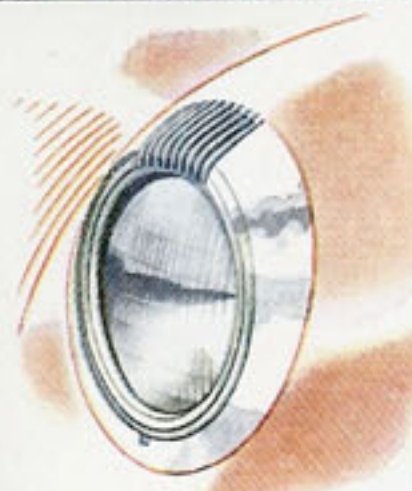
15% more area in the new Lincoln-Zephyr panorama windshield. This car has exceptionally wide front window—now even deeper than before. It opens up new worlds! . . . In front, rear and side windows there are this year 500 more square inches of glass.

LITTLE LUXURIES
THAT SPEAK
OF GREAT VALUE



The instrument panel for 1940 is of an entirely new design. Speedometer, oil pressure and gas gages, battery condition and water temperature indicators are located directly in front of the driver, for clearer visibility. On the panel are starter button, choke, throttle, glove compartment with lock, snap-out type cigar lighter, ash receiver, electric clock. The parking brake lever is under the panel. The new tandem windshield wipers are started from the panel also.

Sun visors this year are new in design. They extend from the edge of the windshield to the mirror; the late afternoon sun cannot shine between the two visors, or around the edges. Full protection is afforded to both driver and passengers. Each visor swings around to halt the glare of sun through side windows.



Headlamps for 1940 are of an entirely new design. Bulb, lens, and reflector are a unit, sealed—like a huge bulb.



Bright headlights may be deflected instantly by pressing foot against the floor button. A red warning light shines imperatively on the panel when the high beam is on.



Two windshield wipers, sweeping in tandem, and overlapping each other's area, clear rain-clouded windshield for the driver and front-seat passengers.



The license plate light is built into this handle, which turns to raise the rear deck.



The large cowl ventilator is a welcome aid to comfort in warm weather.



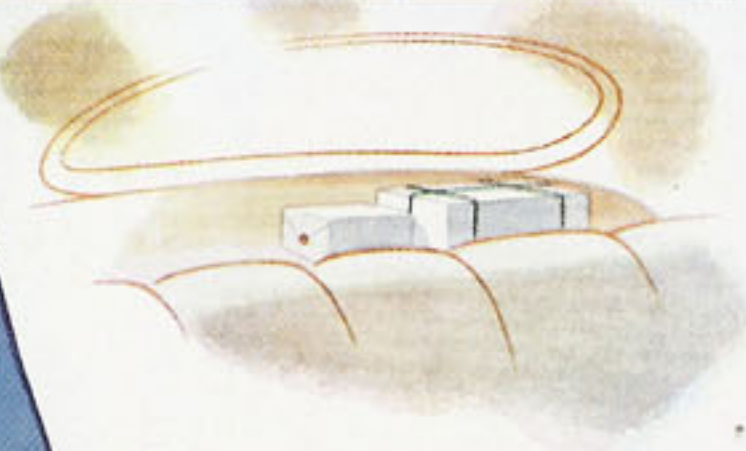
Cars approaching from the rear are seen more clearly through the large, one-piece window of tempered glass—newly developed—curved to body lines.



Handsome hardware matches the car's modern design. Push button inside door locks are used.



Over this thick cord may be swung robes to await a nip in the air. Assist loops are on either end.



Shopping trips to town are simpler with this parcel shelf, located behind the rear seat.



Two up-hill hassocks provide resting place for feet of passengers in Sedans. They are movable, and can be tucked out of sight.



Maps, sun glasses, small parcels tuck neatly away in the glove compartment, equipped with lock.



On the instrument panel is an ash receiver. On the panel, also, and in the rear compartment, is a snap-out type lighter.

Colors and fabrics Gay and Smart as the Car

The Lincoln-Zephyr standard colors are Capri Blue, Arden Green, Burgundy Red, Dove Gray, Black, Tropical Sand, Beetle Green, Zephyr Blue. Each one is in keeping with Lincoln-Zephyr refinement and distinction. Special equipment, valued at three-quarters of a million dollars, bakes on the enamel. Seven coats go on every car—including three undercoats, each baked on for one hour at 250° Fahrenheit. Repeated rubbing, sanding, polishing, buffing give a satin, brilliant finish. . . . Upholsteries available are cord and broadcloth. In the Convertible body types, you may choose leather—tan, green, red or black—or a pleasing combination of leather and whipcord. Lincoln-Zephyrs for 1940 are also available at extra cost with Custom Interiors. Rich broadcloth in harmonizing tones of Blue, Maroon, Green and Tan with special hardware and interior treatment.



CORD

TROPICAL SAND

BROADCLOTH

BURGUNDY RED

RED LEATHER

ARDEN GREEN

GRAY LEATHER

BEETLE GREEN

GREEN LEATHER

CAPRI BLUE

TAN LEATHER

ZEPHYR BLUE

BLACK LEATHER

DOVE GRAY

DOWN TO THE FINE POINTS

SPECIFICATIONS

ENGINE: V-type, 12 cylinders; Engine suspension—Three points, on rubber mountings; Bore and stroke—2.875 inches x 3.75 inches; Piston displacement—292 cubic inches; Taxable horsepower rating—39.6 hp; Brake horsepower—120; 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 aluminum alloy gear; Valves—diameter 1.537 inches exhaust and inlet; Valve lifters—hydraulic, self-adjusting silent type; Exhaust valve-seat inserts—tungsten-chromium alloy steel; Replaceable cartridge-type oil cleaner.

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

CARBURETION SYSTEM: Carburetor—dual downdraft type equipped with silencer and air cleaner; Fuel pump—mechanical, mounted on top of engine. Thermostatic control of mixture temperature.

STEERING SYSTEM: Gear—worm and roller type, 18.4 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 for second and high speeds. Finger-Tip Gearshift lever on the steering post.

REAR AXLE: Type—three-quarter floating. Drive—full torque-tube type. Hypoid type pinion and ring gear.

BRAKES: Hydraulic, fully enclosed internal expanding two-shoe servo-type. Handbrake operates rear wheelbrakes through 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—5 of pressed steel, demountable, diameter 16 inches. Tires—black sidewall; size 7.00 x 16.

EQUIPMENT: Hydraulic shock absorbers—double-acting type, Safety Glass in windshield and side windows—tempered glass in curved rear window—automatic cigar lighter in front and rear compartment and two ash trays, electric clock, glove compartment, dual windshield wipers, two adjustable sun visors, front and rear side arm rests, hassocks in Sedans, rear view mirror, two synchronized horns, rear wheel shields, twin tail lamps. Sealed-Beam Headlamps.

OPTIONAL EQUIPMENT: A two-speed overdrive axle supplied at extra charge.

Cars illustrated in this book show white sidewall tires for which there is an extra charge.

The Lincoln Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation.

Lincoln
zephyr

ENGINEERED FOR THE OPEN ROAD...STYLE LEADER ON THE AVENUE