



*Your Opportunity*

TO BUY THE STYLE LEADER  
AT A USED CAR PRICE



1938



LINCOLN-ZEPHYR V-12, 1938

The Sedan, seating six, has the graceful, modern lines so typical of this car. Seats, of chair height, are richly upholstered. The rear deck has a spacious luggage compartment.

**A**NY of these models offers an outstanding value as a used car. They all have modern beauty . . . twelve cylinder performance with unusual economy . . . unit-body-and-frame . . . the gliding ride. Ahead of the times when they were built, they are ahead of the times today!



LINCOLN-ZEPHYR V-12, 1938

The Coupe is graceful in line and smart in appointments. It is equally appropriate for business or pleasure. These ride comfortably. There is roomy storage space behind the seat and in the luggage compartment in the rear deck.

## FOR A MODEST INVESTMENT—

**A Used Lincoln-Zephyr Offers Style Leadership—  
12-Cylinder Performance—14 to 18 Miles Per Gallon**

Pride of ownership has a lot to do with the satisfaction you get from a fine motor car. At a price that represents only a portion of the original cost, you may own a used Lincoln-Zephyr V-12—a fine automobile with features and advanced appearance not available in any other car in its price class.

Every motorist wants a modern car, regardless of what he pays. In the Lincoln-Zephyr of 1936, 1937, or 1938 you get the car that introduced functional design—headlamps flush in fenders, scientific streamlining, narrow running boards and many more advancements—some of which are just being adopted on 1939 cars of other makes. And the Lincoln-Zephyr is still the only car below \$2000 with a V-type 12-cylinder engine.

Thus, the 1936, 1937, 1938 Lincoln-Zephyrs, because they were years ahead when built, are outstanding values in the used car field today. The cost of operation and upkeep is surprisingly low! For instance, owners report that the Lincoln-Zephyr gives 14 to 18 miles per gallon.

Because these Lincoln-Zephyr cars were designed and built in the Lincoln manner, they still have many thousands of miles of useful motoring in them. Ask your Lincoln-Zephyr dealer about this fine car at resale.

1937



LINCOLN-ZEPHYR V-12, 1937

The Coupe-Sedan is of the popular two-door type. Wide doors make it easy to enter and leave. The back of the front seat is divided so that each half tilts forward.

1937



LINCOLN-ZEPHYR V-12, 1937

The Coupe has a seat in side that three can ride without crowding. The back of the seat is divided, each half tilting forward for access to a convenient baggage compartment. In addition there is ample space for luggage and spare wheel in the large rear deck.

1936



LINCOLN-ZEPHYR V-12, 1936

The Sedan has room for six to ride in comfort. Doors are wide and floor curb-high. The Coupe-Sedan—with two doors instead of four—is another popular body type.

## COMFORT "BUILT-IN"



## THE UNIT BODY AND FRAME—NEW SAFETY

More than style underlies the Lincoln-Zephyr's streamlined contours. The unit-body-and-frame utilizes the same engineering principles that are employed in designing steel bridges, airplane fuselages and streamlined trains. Beneath the outward beauty, in closed models, is a framework of steel trusses—the famous "arch-bridge" construction—a rigid structure combining great strength with light weight. Over the ribs of steel, on top, sides and bottom, steel panels are welded. There is no separate chassis on the Lincoln-Zephyr—no bolted joints to squeak or rattle. Body and frame are a unit. This structure is unique in the automotive world—and produces unique results in safety and comfort. Within this house of steel you ride secure.



## V-12 ENGINE—

**SMOOTH, POWERFUL, ECONOMICAL**

A fine motor car must first be judged by its engine. The Lincoln-Zephyr has a V-type 12-cylinder engine. It develops 110 horsepower. Built by Lincoln—to Lincoln standards of excellence—this engine is simple, compact, original in design, highly efficient and economical. On all roads, performance is brilliant. This is the result of Lincoln precision methods and Lincoln designing. There is a tremendous reserve of power. 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.

## A FEW OUTSTANDING LINCOLN-ZEPHYR FEATURES



**Luggage Compartment.** 1937 and 1938 Sedans. The rear deck compartment contains spare tire and wheel which swing outward easily. There is a generous provision for luggage. The lined compartment is both dustproof and waterproof.



**Curb-level entrance.** Running boards are not needed on the Lincoln-Zephyr. Its low height enables you to step directly onto the floor of the car. All doors are wide so that passengers may enter and leave easily.



**Three in Front.** Three adult passengers may ride with perfect comfort in the front seat, or back, so wide is this car. Space taken up by running boards in conventional cars is utilized in the Lincoln-Zephyr to give extra room for passengers.

## FACTORY ENGINE AND PARTS EXCHANGE PLAN

Lincoln-Zephyr service is founded on the same tradition that has given Ford and Lincoln service outstanding recognition throughout the entire automobile world. It is backed by the resources of the Ford Motor Company. One of its most attractive features is the *Factory Exchange Plan* of servicing and repairing the Lincoln-Zephyr. It means that many factory reconditioned parts—from a brake shoe to a complete cylinder assembly—are available to Lincoln-Zephyr owners at greatly reduced prices—a saving both in cost of service and in time.