

Beauty with a Reason





The morning's clear and brisk in ski-land. Young and old loiter for the moment . . . to drink in the warming sunlight. A Lincoln-Zephyr draws up before the lodge. The car stands alone, but not unnoticed! Heads turn, and eyes take in the long, trim sweep of the streamlines. Voices speak approval. This outward beauty of the Lincoln-Zephyr has earned it the title of Style Leader. But beauty with this car does not end on the surface. *Throughout*, you will find evidence of *plan, purpose* and *skill*. Comfort, roominess, convenience, safety and economy of operation—all these influence the fundamental design. Streamlines follow the rigid underlying structure of the car—the unique unit-body-and-frame. *Here is beauty with a reason!*

LINCOLN-ZEPHYR V-12



NEW IN SIZE, POWER, BEAUTY

This year, in addition to greater beauty, there is much in the Lincoln-Zephyr worth enjoying. You will find more head-room, shoulder-room, elbow-room—whether you take the wheel or relax in the rear seat. You will find that the 12-cylinder engine develops greater horsepower—yet its amazing economy continues!

But far more important than any single Lincoln-Zephyr feature is the unique combination of features at medium price, not to be found in any other car at any price. It is this combination of features

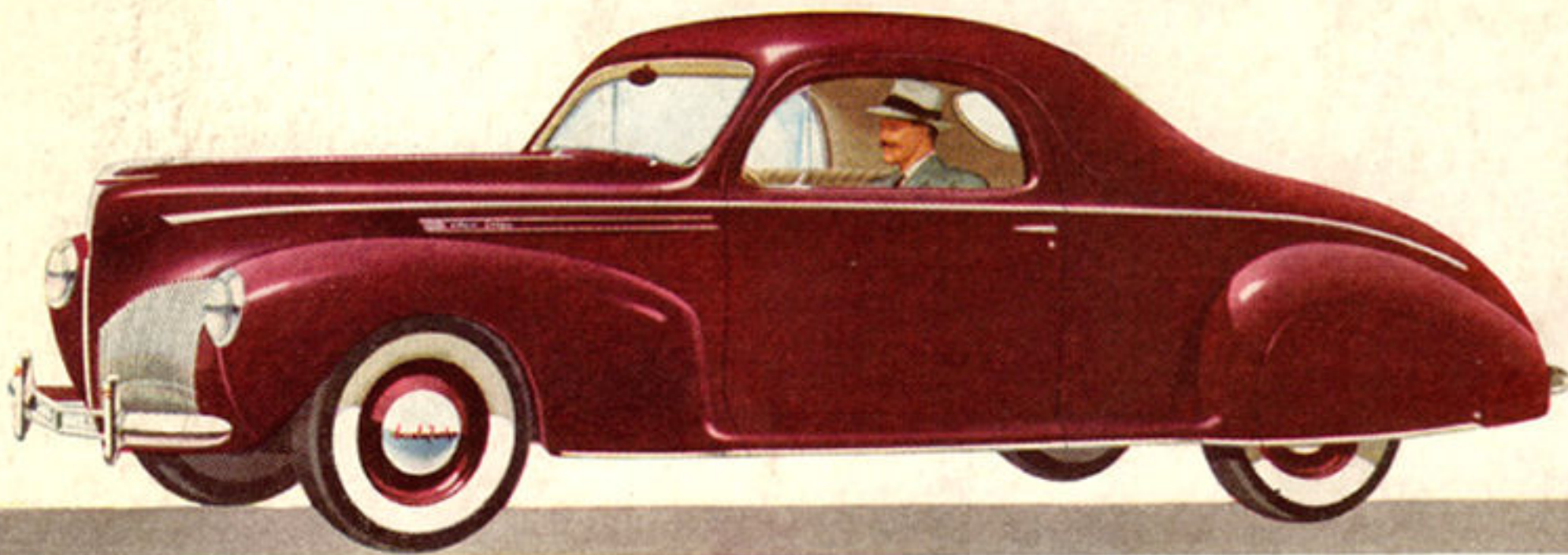
that will bring you pride each time you drive—satisfaction in Lincoln-Zephyr ownership.

Besides the three body types shown below, there are also the Town Limousine, the Club Coupe and the exciting new Continental Cabriolet.

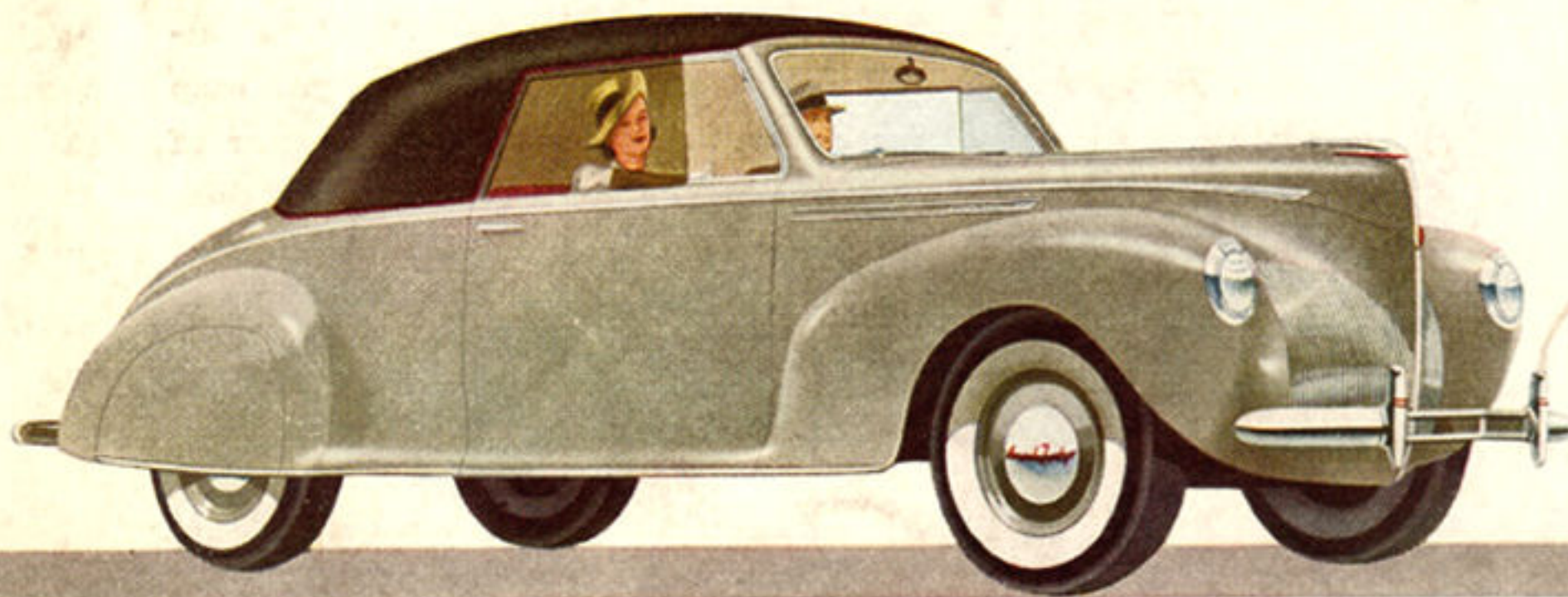
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Our policy is one of continuous improvement, and we reserve the right to change specifications, design or prices without incurring obligation. Cars illustrated in this folder show white sidewall tires, available at extra charge. Lincoln Motor Company.

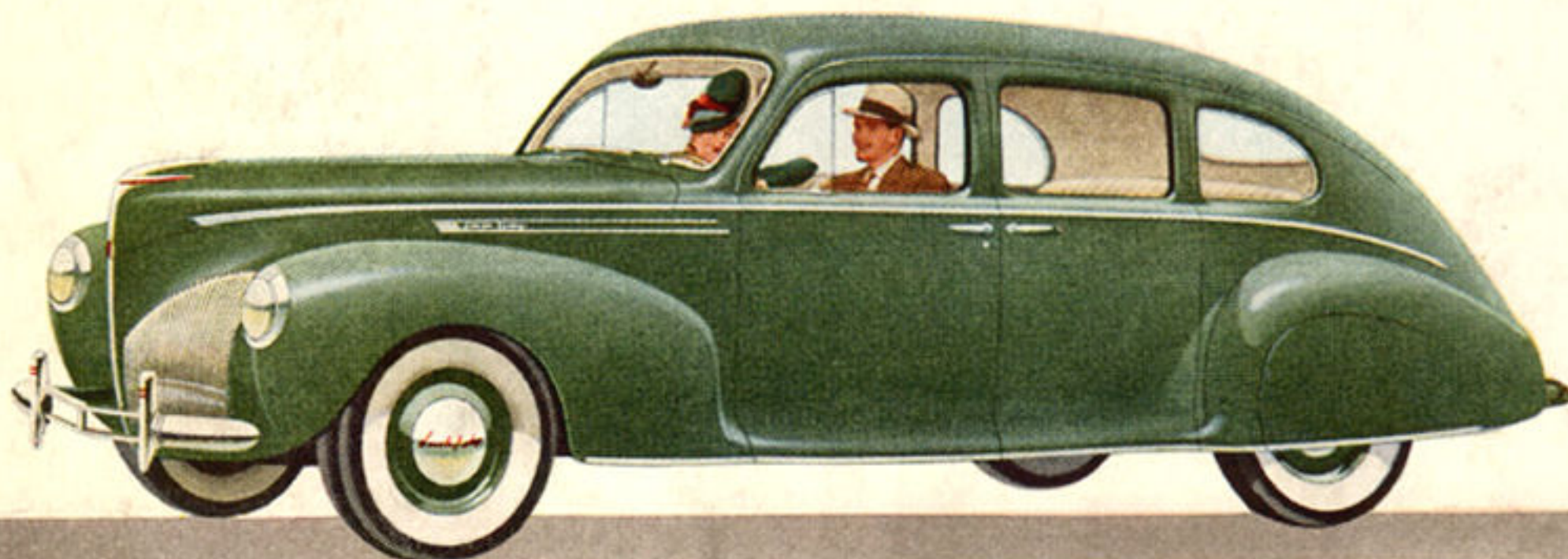
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THE COUPE. Trim, personal—yet business-like with its large storage space back of the seat. Factory-installed opera seats are optional at extra cost.



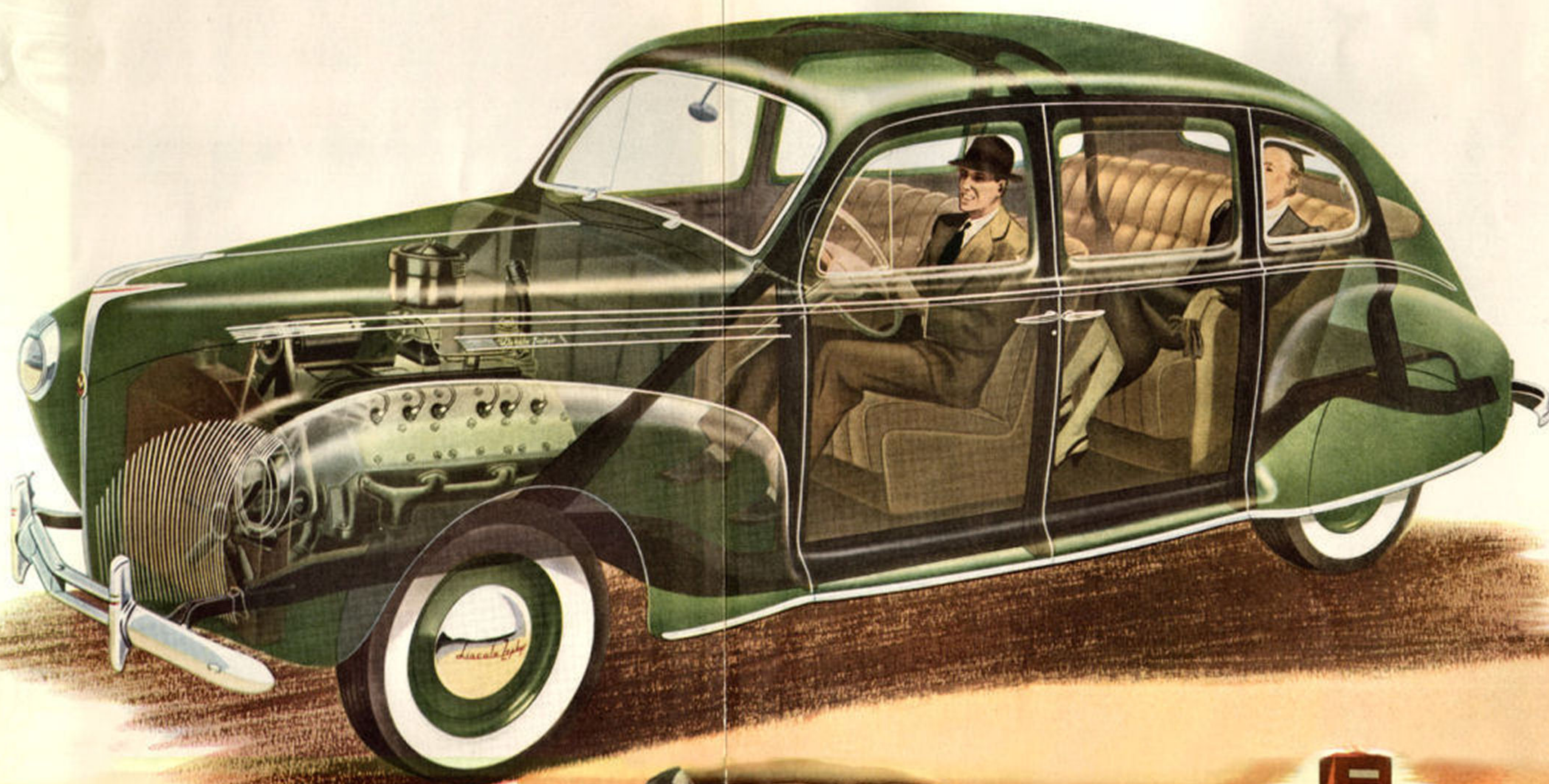
THE CONVERTIBLE COUPE. With a full-width rear seat, room is provided for six passengers. Top lowers and rises automatically.



THE SEDAN. A big, distinctive car, with a wide variety of uses in city, suburb or country. Plenty of room for six.

J. E. COBERLY, INC.
1400 W. Eighth Street
Los Angeles, California
DRexel 4242

ONLY LINCOLN-ZEPHYR GIVES YOU A UNIT-BODY-AND-FRAME



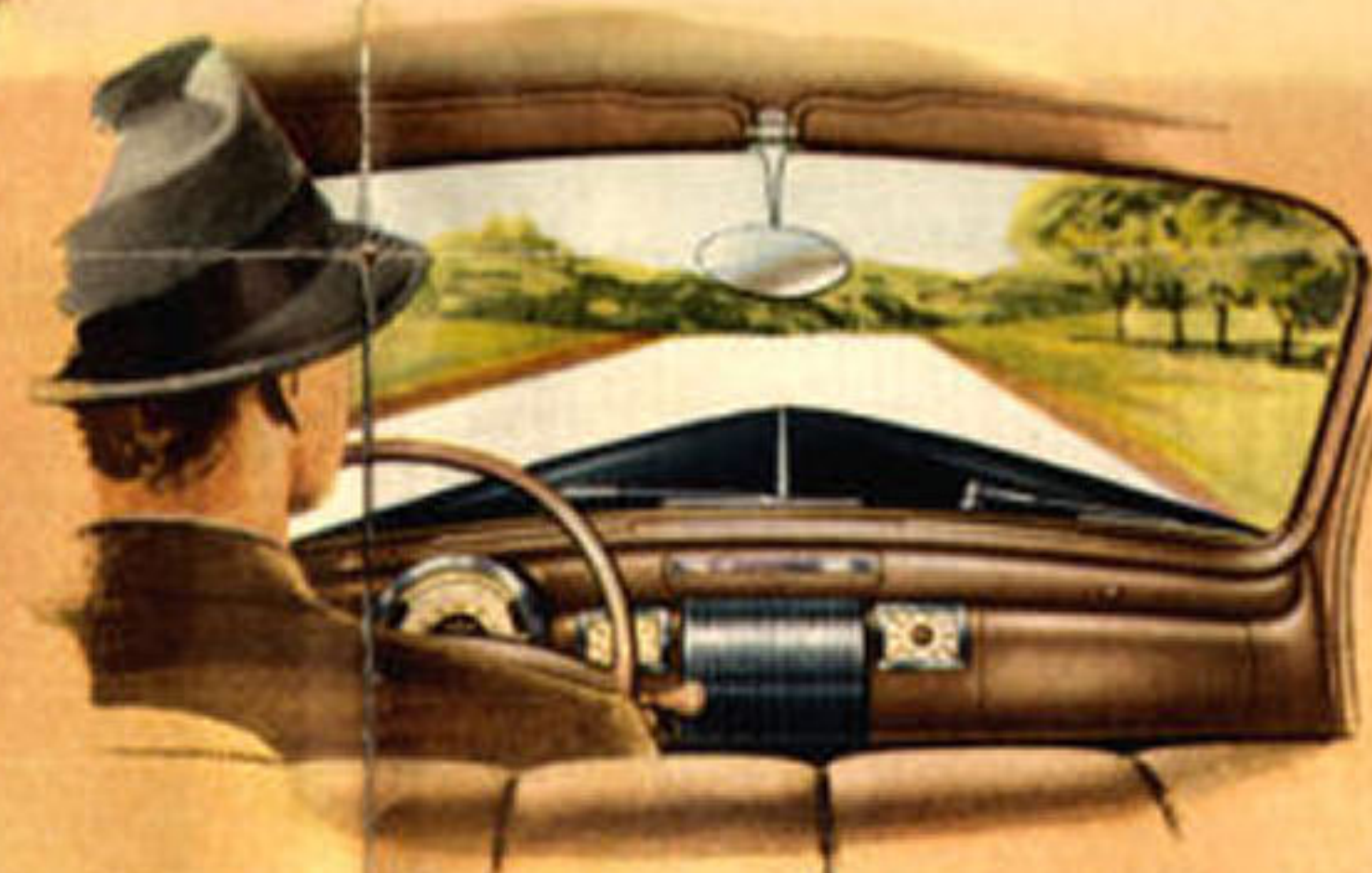
GREAT SAFETY, COMFORT AND VALUE RIDE WITH YOU EVERY MILE OF THE WAY

The unit-body-and-frame, fundamental of Lincoln-Zephyr design and construction, is unique among American-built cars. More costly to build, it pays you many dividends—in terms of comfort, safety, economy and value.

In other automobiles, body and chassis are separate. But in Lincoln-Zephyr closed body types, there is no chassis—as that term is generally understood. Body and frame are one, inseparable.

Look closely at the illustration. Notice how steel trusses form a rigid, unyielding framework over which steel panels are welded, top, sides, bottom. The whole is an enclosed bridge-type structure of steel. Passenger weight is cradled toward the center. *Light in weight, great in strength*—the unit-body-and-frame construction adds greatly to your safety—for you ride surrounded by steel and close to the ground. There are no bolted joints to squeak or rattle. You ride in quiet.

Lincoln
THE ONLY CAR OF ITS KIND
Zephyr



PANORAMA WINDSHIELD. Always known for its good vision, there is 15% more area in the 1940 Lincoln-Zephyr Panorama Windshield. Roads ahead and landscape are seen more clearly through this wider, deeper windshield. 500 square inches of glass have been added to front, rear and side windows.



CHAIR-HIGH SEATS give you living-room comfort. Hour upon hour you can ride in the Lincoln-Zephyr and not grow weary. These seats are exactly the right height, they are curved properly at the back. This is a great Lincoln-Zephyr contribution to the comfort of driver and passengers—made possible by the low floor—and you'll appreciate it particularly on long trips.



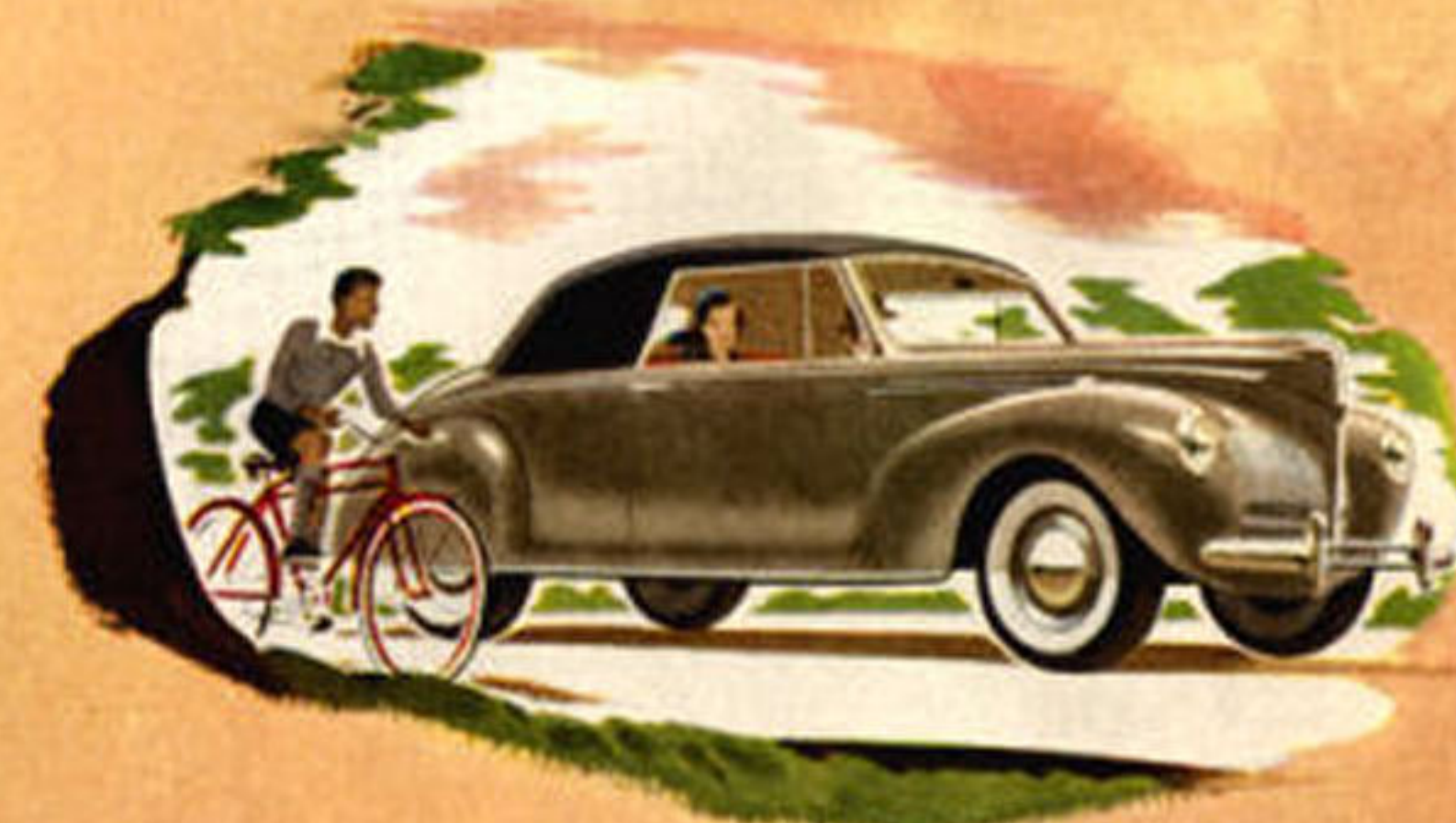
PASSENGERS RIDE AMIDSHIPS. Favored staterooms in ocean-going vessels—favored berths on trains—are toward the middle. There is a parallel here in explaining the Lincoln-Zephyr's superbly comfortable ride. Passenger position and the weight of the car are balanced "amidships."



ECONOMY. The Lincoln-Zephyr's amazing economy is due to (1) the high ratio of engine horsepower to car weight; (2) the efficient design and precision manufacture of its V-type, 12-cylinder, 120 horsepower engine; (3) effective streamlining, which reduces wind resistance.



CONVENIENCE. 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. Because of its low center of gravity the car rides as well with one or two passengers as it does with six. Throughout this car you will find many thoughtful innovations which add pleasure to motoring.



GLIDING RIDE. The Lincoln-Zephyr's "gliding ride" is an easy, forward movement—a gentle floating over road swells. With the entire car low and the center of gravity close to the ground, the Lincoln-Zephyr holds the road around curves and corners. It stops and starts without bobbing or dipping.