

***THE NEW 1939***

# LINCOLN ZEPHYR

***V-12***






Three years ago, the Lincoln Motor Company announced a new motor car—the 12-cylinder Lincoln-Zephyr—in idea and performance unlike any car the public had seen before. The Lincoln-Zephyr for 1939, presented in this book, is still a new car. It is improved and refined. Yet its fundamental design remains unchanged—the only car of its kind ever put on the road. It offers a basic new approach to the problem of modern transportation. ¶ It is a step into a new world!



STEP INTO A NEW WORLD



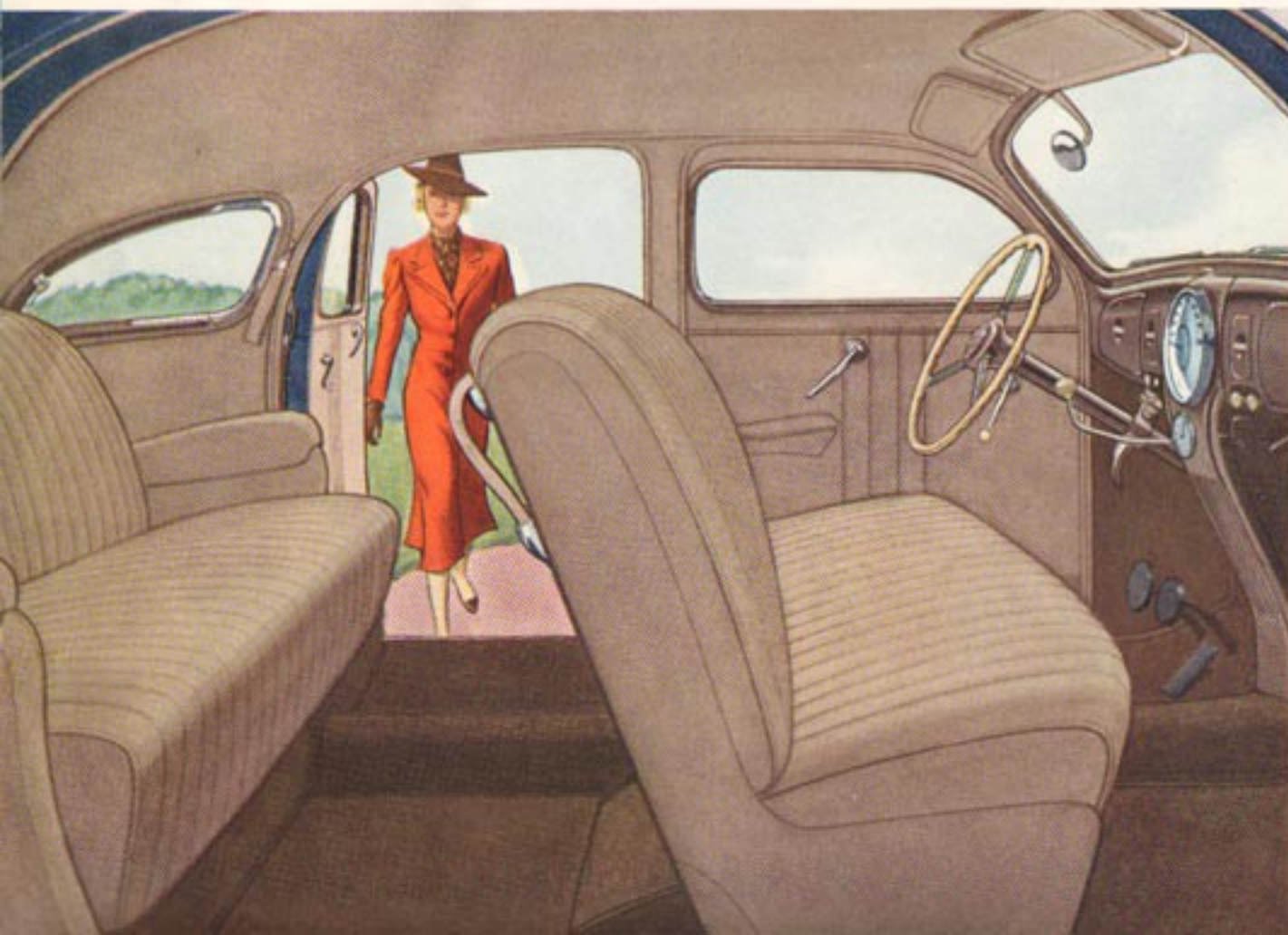


The eye, more accustomed now to forms of functional design, this year sees a Lincoln-Zephyr more beautiful than ever before. This car may justly be called the style leader of its era. ¶ Graceful as a great ship cutting the seas, its contours conform to the purposes for which they were designed. The slender hood, without bulk or exaggeration, blends neatly into a wide and rosy body, receding smartly into the sloping deck. Here is the symbol of modern streamlined fleetness and grace! ¶ But more than style underlies the Lincoln-Zephyr's outward beauty. In closed types there is a framework of steel trusses to which steel panels are welded on top, sides and bottom—the rigid "unit-body-and-frame." ¶ Powering this new Lincoln-Zephyr

is the famous V-type, 12-cylinder engine. Built by Lincoln, it offers the brilliant performance which only 12 cylinders can provide. And it gives 14 to 18 miles to the gallon! ¶ Interiors are newly upholstered—newly decorated and many refinements of appointment are in evidence. ¶ This year hydraulic brakes are used. They are smooth and positive in operation; application is easy. Parking brakes are mechanically operated. ¶ On the roads, today, are more than 60,000 Lincoln-Zephyrs. They stand out in design as in value. They have opened new worlds! This new car, for 1939, will continue to give value and performance ahead of the times! You may choose from six handsome body types, including two convertibles.



# Sedan —



The Sedan is the most practical and most popular of the Lincoln-Zephyr body types, and with reason. It is adapted to a wide variety of uses in town or country. It is the family car, yet it rides as comfortably for two as for six. Upholstery is deep and luxurious. Seats in height and depth resemble modern divans. A luggage compartment in the rear deck is dust-proof, water-proof, and automatically lighted when opened. On the long journey as well as on errands near home you travel "first class" in the Lincoln-Zephyr Sedan.

# ...and 14 to 18 Miles per Gallon!



"The astonishing thing to me is the economy of this 12-cylinder car. On a trip to the Smoky Mountains, with four people and baggage in the car, we averaged 17½ miles to the gallon!"

—A. E. S., Ohio



"On our trip from St. Louis home to Montana, we kept a very close and accurate account of our gasoline consumption. On reaching home, we figured up our mileage and were amazed to note we had averaged 18½ miles per gallon!"

—G. E. S., Montana



"I am enclosing the slips of all gasoline and oil purchased on my trip to California and into Mexico — 4200 miles. You will find I made a fraction above 17½ miles to the gallon!"

—E. J. S., Washington



"On a three-day trip I recently made, I drove 765 miles, about 300 of which were through mountainous country, taking in the Skyline Drive in Virginia. The entire trip showed an average of 18.2 miles per gallon!"

—J. F. C., New Jersey



"I have owned and driven some of the best cars built and I can truthfully say I never sat behind the wheel of an automobile that performs more beautifully. And it is the most economical car I have ever driven, averaging between 16 and 17 miles to the gallon."

—H. C. L., North Carolina

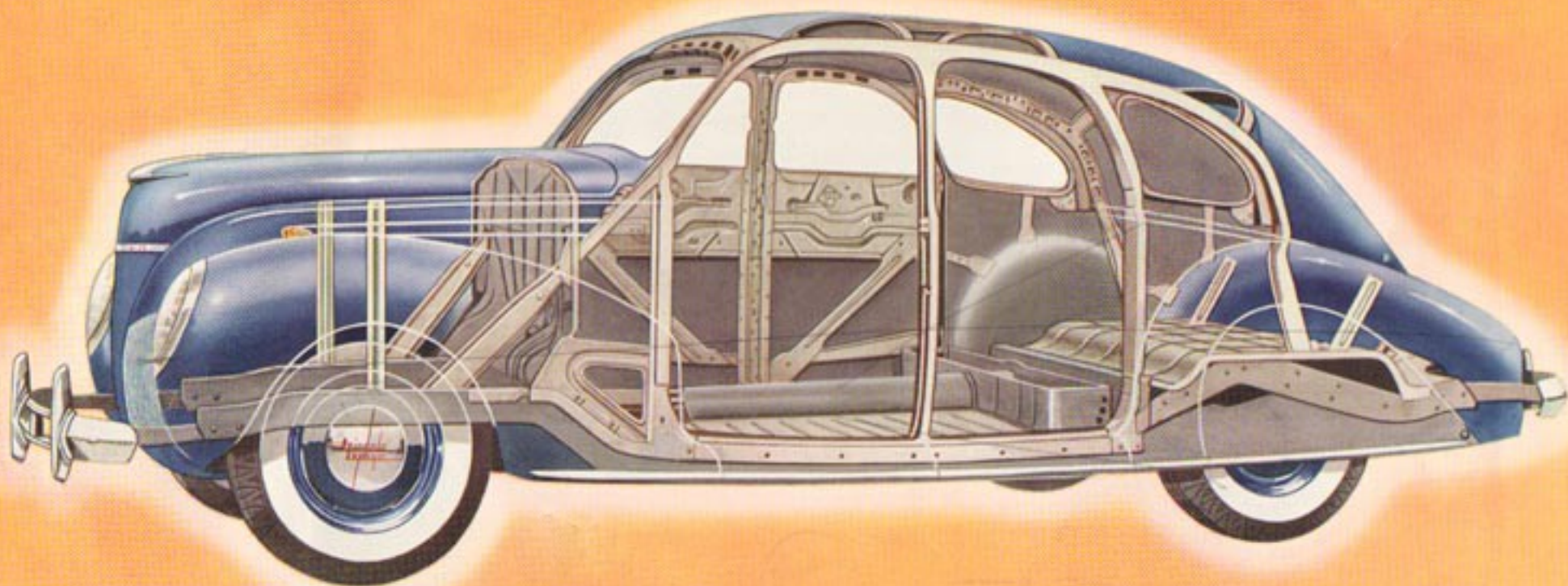


"I drove to Miami using 97 gallons of gas—and for the entire trip of 3917 miles, there and return, averaged a little less than 16.4 miles per gallon. We are both very much pleased with the car."

—B. B. P., New York



# THE ONLY CAR OF ITS KIND

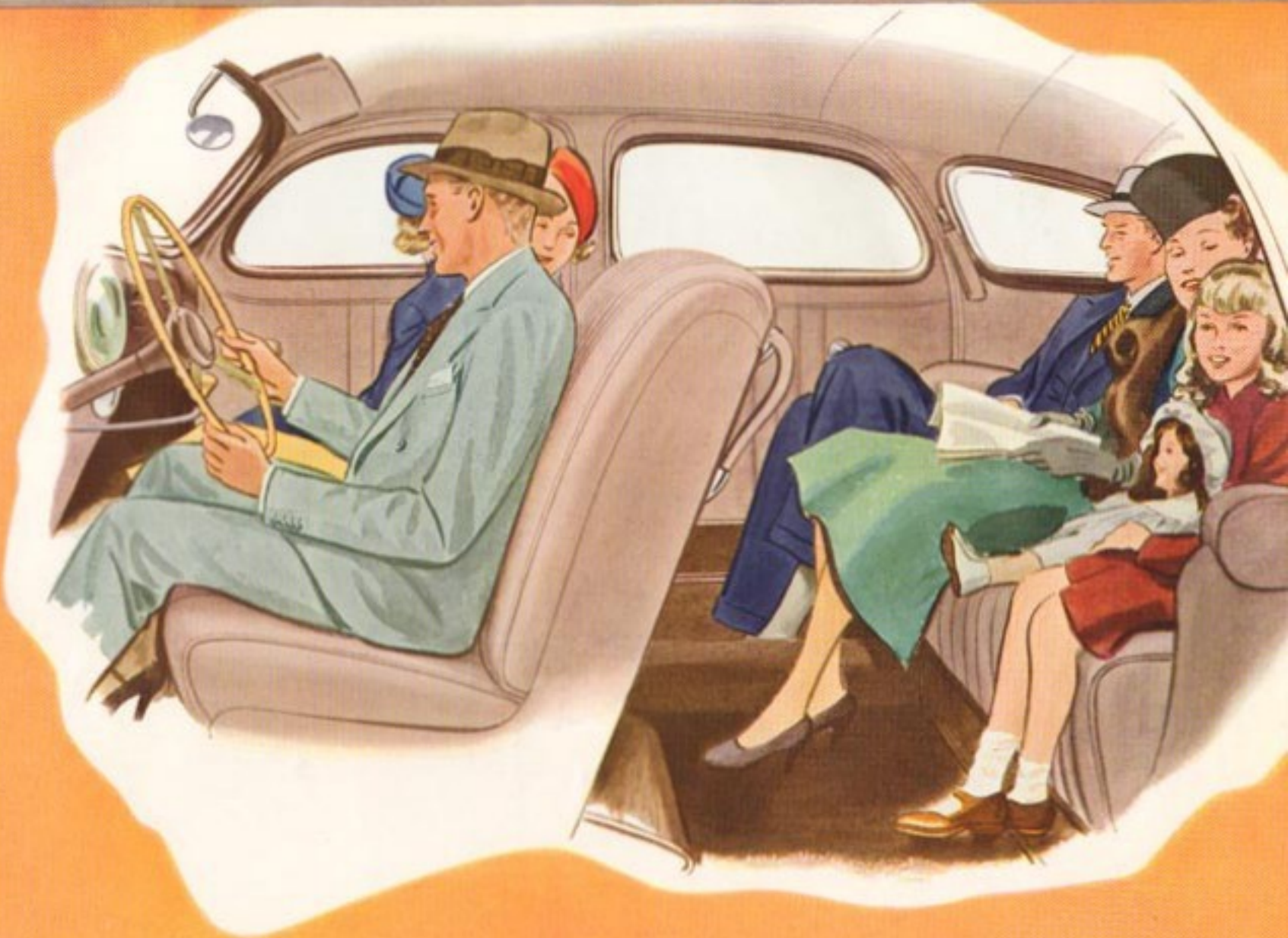


More than style underlies this new car's modern contours. Beneath, in closed models, is a framework of steel trusses—the famous "arch-bridge" construction. You have stood on a bridge of this design, spanning some wide valley, and marveled that a structure so light could be so strong. Here is that same principle, now applied to automobiles—a rigid structure combining great strength with light weight. Over the ribs of steel, on top, sides and bottom, steel panels are welded. There are no bolted joints to squeak or rattle. You ride enclosed in steel—and you ride in quiet!



*...with Your Comfort and Safety "Built In"*

Results of Lincoln-Zephyr design, in terms of comfort and safety, are many. The entire rigid structure is cradled on springs 136 inches apart. Passenger weight and car weight are balanced toward the center. The car's center of gravity is low; and though but one or two passengers may be in the car, it rides as though carrying a full load . . . . Chair-height seats bid you settle down. Three passengers ride comfortably on either seat. There is room to relax. The exceptionally wide windshield, and large side windows permit full and open view of road or landscape.





# APPOINTMENTS AND



The Lincoln-Zephyr offers a choice of eight colors, and of fine fabrics, smartly tailored. Interiors of the convertibles are upholstered in leather or combinations of leather and cord.



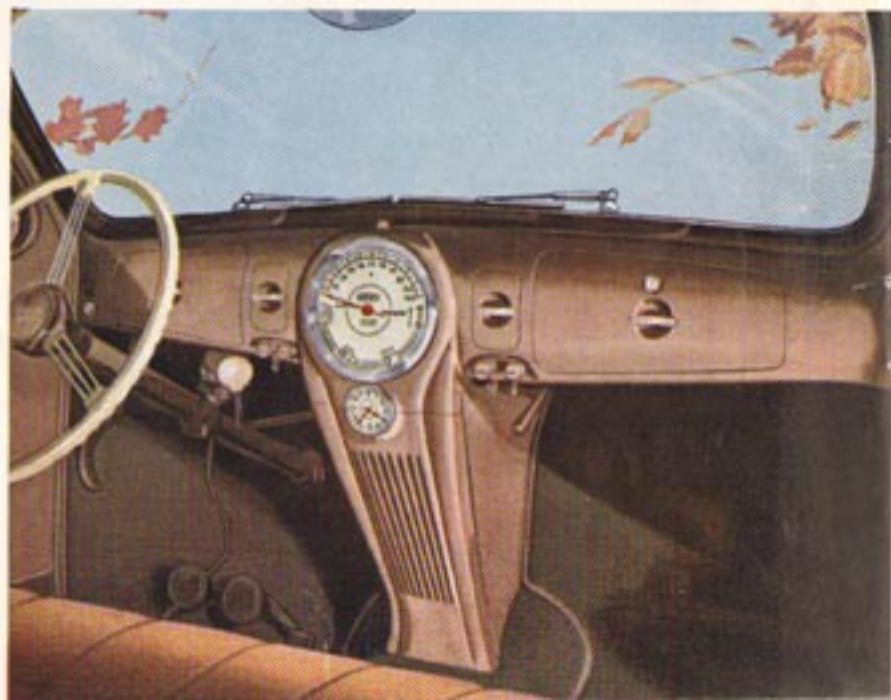
A large compartment, located on either side of the instrument panel, provides a convenient place for gloves, sun glasses, small packages and maps. One is equipped with a lock.



(Above) The large luggage compartment in the rear deck (lighting automatically when opened) is lined, and is dust-proof and water-proof. The spare tire and wheel swing outward easily.



(Center) Entrance to the Lincoln-Zephyr is direct from curb to car floor. Concealed running boards are this year protected from dirt, dust and mud by shields, extending downward from door panels.



(Right) The instrument panel for 1939 is newly designed, for greater efficiency. Choke and throttle knobs are set in a recessed alcove. There is an electric clock. Out of sight, behind the grille, radio speaker and car heater outlet may be placed.



# EQUIPMENT

1. Two efficient windshield wipers afford driver and passenger a clear view ahead when rain or snow come.

☆

2. Two horns, concealed beneath the hood, sound a clear and pleasant warning in traffic and at cross roads.

☆

3. Two adjustable visors protect the eyes of driver and front seat passenger from the glare of low sun.

☆

4. Both front doors of the Lincoln-Zephyr for 1939 have regular key locks for greater convenience.

☆

5. Two foot hassocks offer an extra measure of comfort and relaxation for rear seat passengers in sedans.

☆

6. A parcel shelf extends clear across the back of the rear compartment, and is 47 inches wide.

☆

7. Location and movement of gear-shift lever keep it well out of the way of a center passenger.

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8. Instruments are arranged in a compact cluster on the newly-designed control board.

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9. A spotlight shines brightly on the ignition keyhole when lights are turned on.

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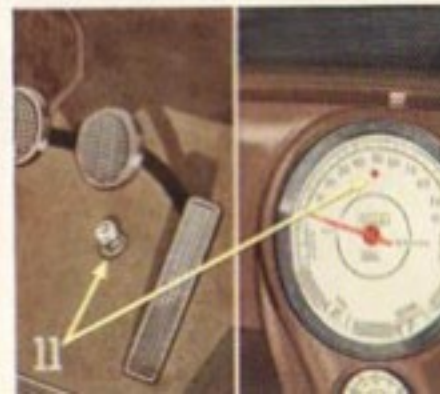
10. Ash tray and snap-out type cigar lighter are provided in the rear compartment, and on the instrument panel.

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11. A small light indicates when headlights are on high beam. This is controlled by a floor button.

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12. A handsome chromium handle, with built-in license plate light, gives access to the rear deck compartment.





# SPECIFICATIONS

**ENGINE:** V-type, 12 cylinders; Bore and stroke—2.75 x 3.75 inches; Piston displacement—267.28 cubic inches; Taxable horsepower rating—36.3; Brake horsepower—110; Suspension—engine mounted on rubber; 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—gear of highly compressed fibre material; Valves—high nickel chromium alloy steel, 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 down-draft type equipped with silencer and air cleaner; Fuel pump—mechanical, mounted on top of engine.

**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; Quiet helical gears. Blocker type synchronizing unit for second and high speeds.

**REAR AXLE:** Type—three-quarter floating. Drive—full torque-tube type. Hypoid type axle gears.

**BRAKES:** Hydraulic, fully enclosed internal-expanding two-shoe servo-type. Hand brake operates rear wheel brakes 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. Cars illustrated in this catalog show white sidewall tires, for which there is an extra charge.

**EQUIPMENT:** Hydraulic shock absorbers—double-acting type, Safety Glass throughout, automatic cigar lighter in front and rear compartment and two ash trays, electric clock, two glove compartments, dual windshield wipers, two adjustable sun visors, front and rear side arm rests, foot hassocks in Sedans, rear view mirror, two synchronized horns, rear wheel shields, twin tail lights.

**OPTIONAL EQUIPMENT:** A two-speed overdrive axle can be supplied at 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 V-12 1939

*Lincoln Motor Company—division of Ford Motor Company, makers of Ford, Lincoln-Zephyr and Lincoln motor cars.*