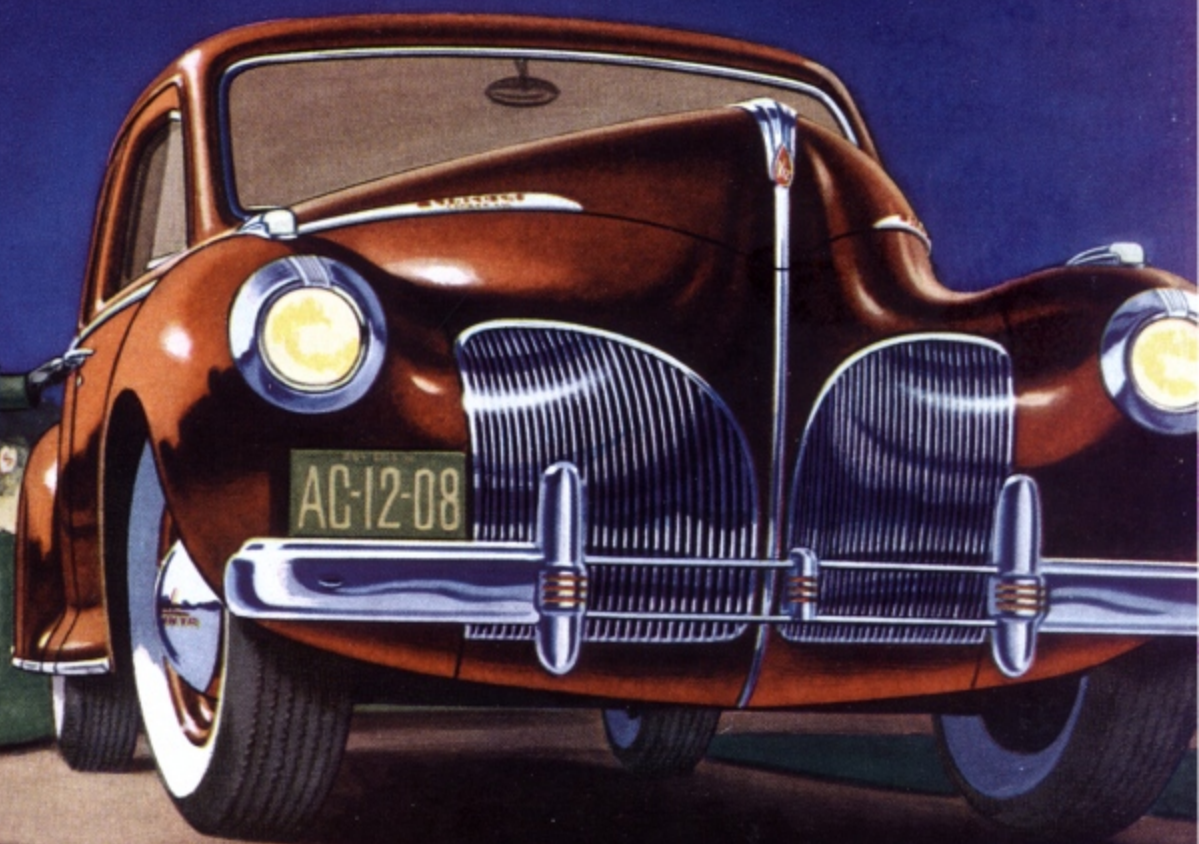


LINCOLN

Zephyr V-12

FOR 1941



IS THERE ROOM IN YOUR GARAGE FOR A NEW IDEA ?



Throughout America, a new kind of car swings from the driveway and enters the open road. Great power and comfort go with it. Advanced ideas, not to be found outside the Lincoln line, are a basic part of it.

This new car, the 1941 edition of the Lincoln-Zephyr, naturally embodies new luxuries and refinements—suggested by experience and a continuing research.

But fundamentally, the Lincoln-Zephyr's basic appeal comes from unique design and construction. There is no other car like it—at *any* price!

The engine is different. It has *twelve* cylinders. Performance is smooth, quiet, powerful. Yet more than 100,000 Lincoln-Zephyr owners

have proved that extra cylinders and economy can go hand in hand.

The car's design is different. Body and frame in Lincoln-Zephyr closed body types are a unit. This welded, truss, arch-bridge construction reduces weight, lowers the floor, improves economy of operation, gives great strength.

And the Lincoln-Zephyr ride is different! One mile tells you that. Rough roads and stretches of gravel smooth out. Chair-high seats, soft and cool, rest you; you ride amidships; and the car's center of gravity is low.

All this comes to you at medium price. With it you enjoy a car superbly built, today's style leader—built by Lincoln engineers in the Lincoln precision plant. . . . *Your new ride is waiting!*



THE SEDAN

This Lincoln-Zephyr is a car for six passengers. All its dimensions are big—the over-all size, the room inside, the depth of windows and one-piece Panorama windshield, the spacious rear compartment for luggage and spare wheel. All its ways are admirable. Crossing town or continent, the Style Leader moves with authority and grace.

LINCOLN

Zephyr V-12



THE CLUB COUPE

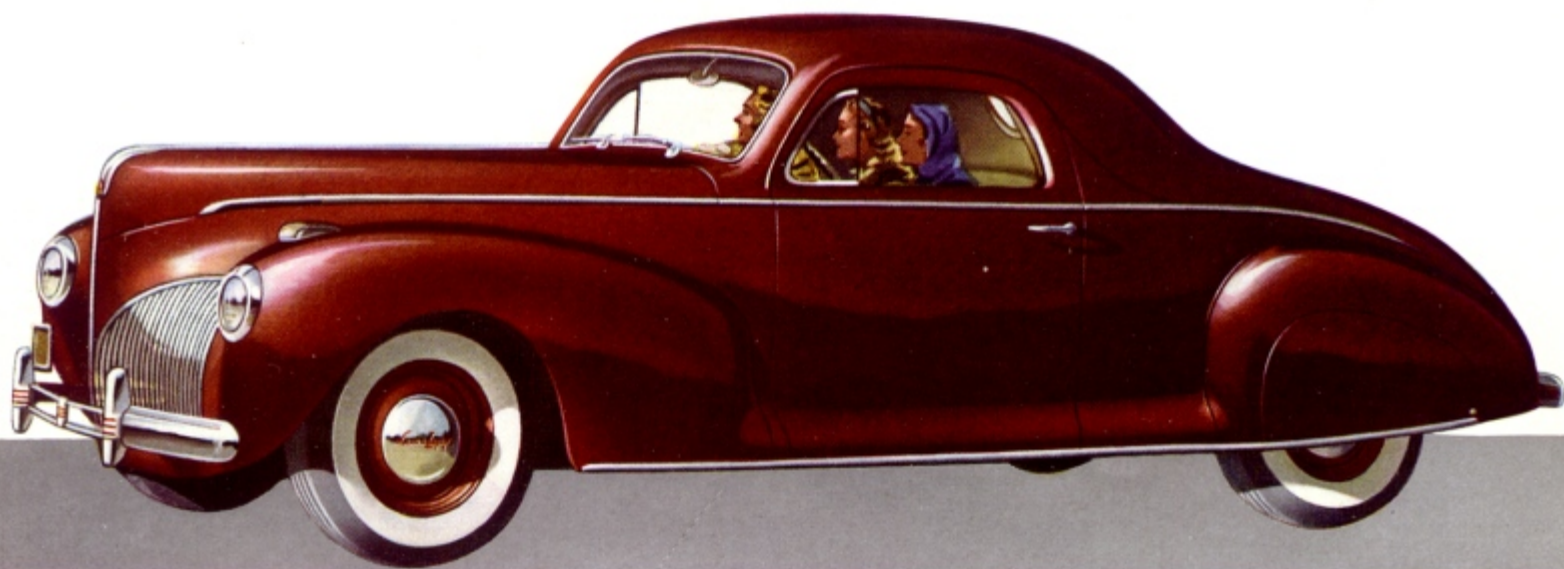
A compact car that has surprising roominess. Six ride in comfort. You enter through wide front door, to relax on the front seat, holding three, or on the full-width rear seat. The front seat-back divides, each half tipping forward diagonally. Luggage and spare tire with wheel stow neatly in the rear deck.

Order your Lincoln-Zephyr, any model, in any of a wide range of colors. For 1941, there is a choice of two handsome upholsteries, cord or broadcloth. The Convertible Coupe offers interiors of Green, Blue, Black, Red and Tan leathers, or a sparkling combination of leather and whipcord. . . . At added cost, you may select luxurious Lincoln-Zephyr Custom Interiors: shadow-stripe broadcloth in harmonizing tones of Blue, Maroon,

Green or Tan. The instrument panel and garnish moldings in Custom Interiors are finished in Silver Birch, grained. Hardware is finished in pale gold.

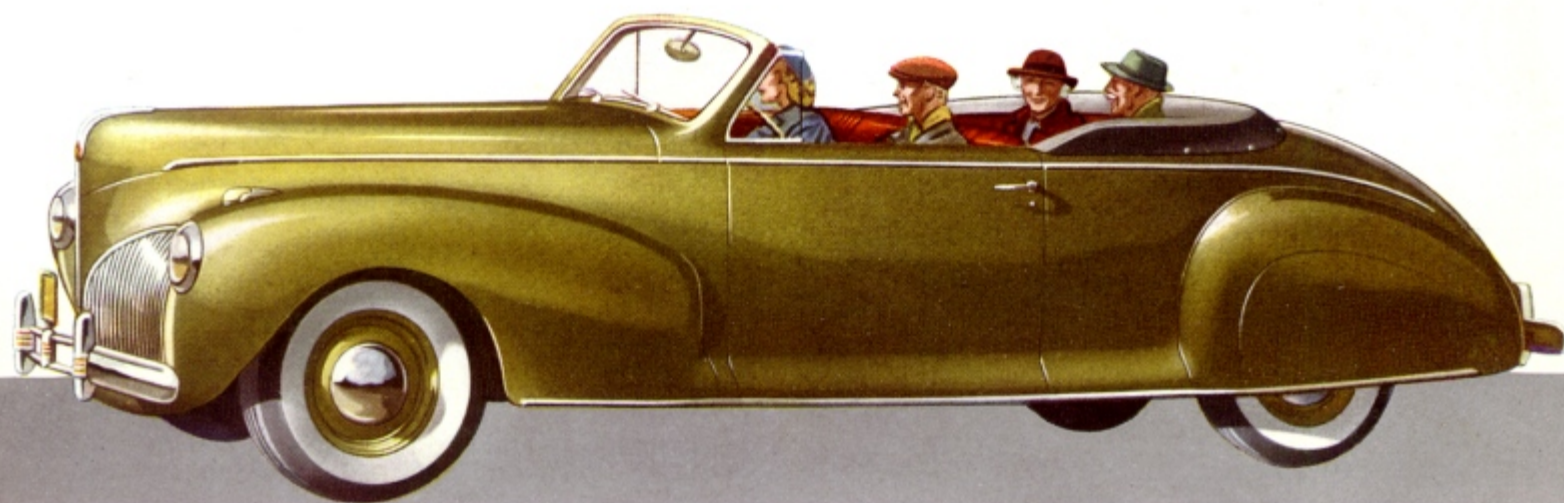
New Lincoln Automatic Overdrive Transmission *(factory installed at extra cost)*

This overdrive is entirely automatic in its operation yet instantly controllable by the driver. Reduces engine speed 30 per cent, saves on gasoline and oil—brings added joy to driving.



THE COUPE

The trim, graceful Coupe is essentially the private transportation of busy man or woman. Three passengers ride on the wide seat. The seat-back divides, either half tipping forward diagonally. A large luggage compartment is behind the seat. (If desired, two auxiliary seats may be installed here at slight added cost.) A second, extremely large luggage compartment is in the rear deck, ready for the long trip.

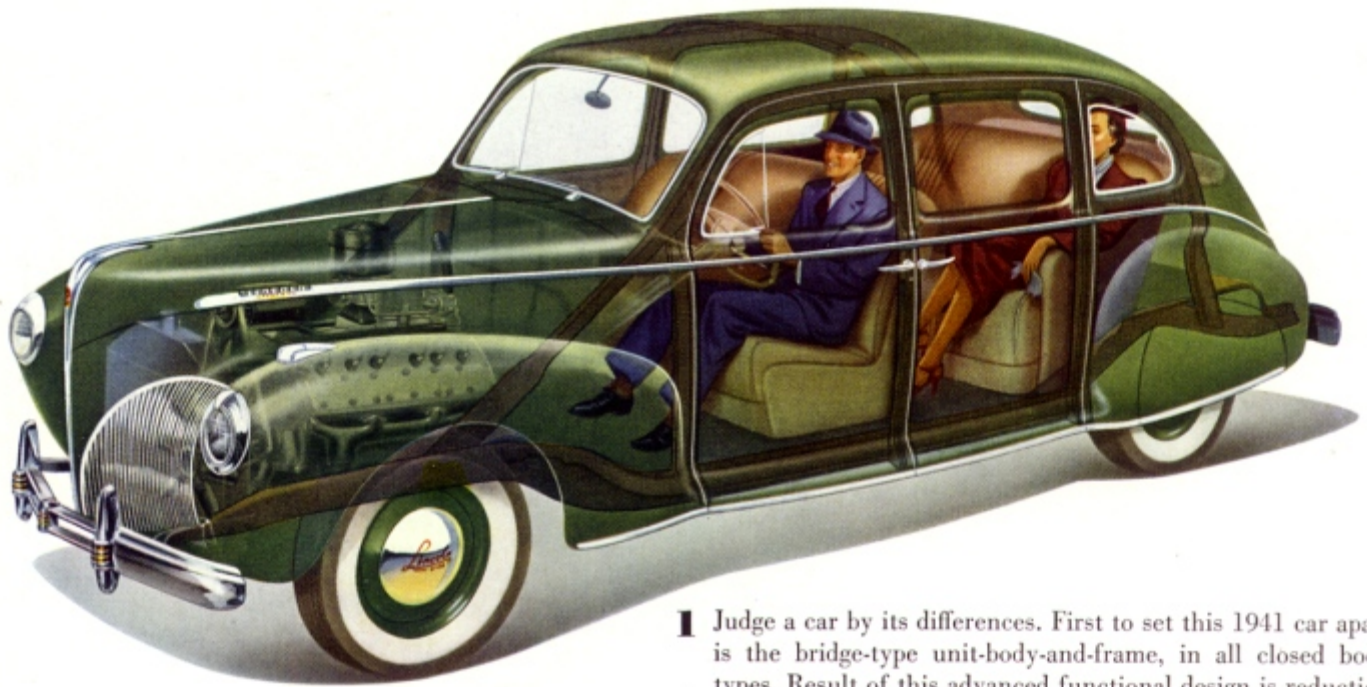


THE CONVERTIBLE COUPE

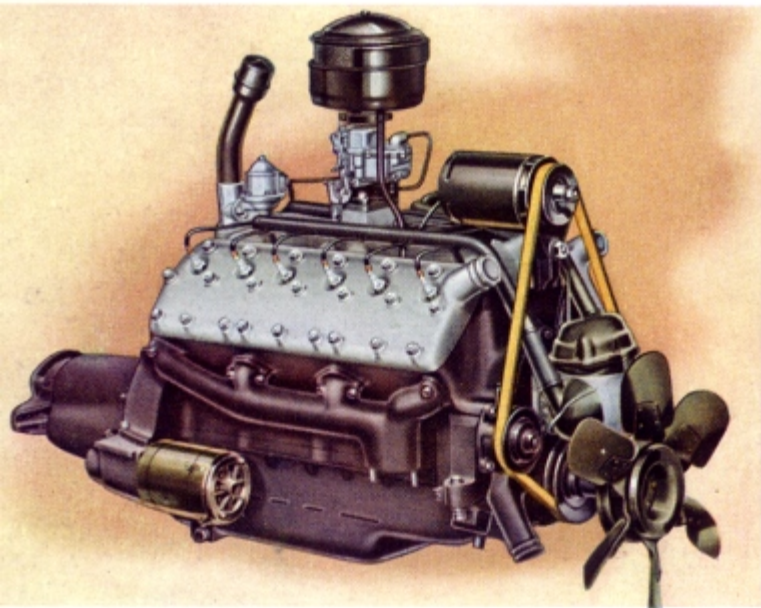
Come sun, come shower, this gay convertible is ready. When clouds appear in the blue afternoon, push a knob and the top swings up electrically. The rain over, you pull a knob and the top lowers again. Each half of the divided front seat-back tilts forward diagonally. A rear seat accommodates three. Upholstery may be whipcord or rich leather in a choice of many colors and combinations. Luggage and the spare wheel are carried in the generous rear-deck compartment.

NO OTHER CAR LIKE IT

-at any price!



1 Judge a car by its differences. First to set this 1941 car apart is the bridge-type unit-body-and-frame, in all closed body types. Result of this advanced functional design is reduction in weight, improved economy of operation, great strength.



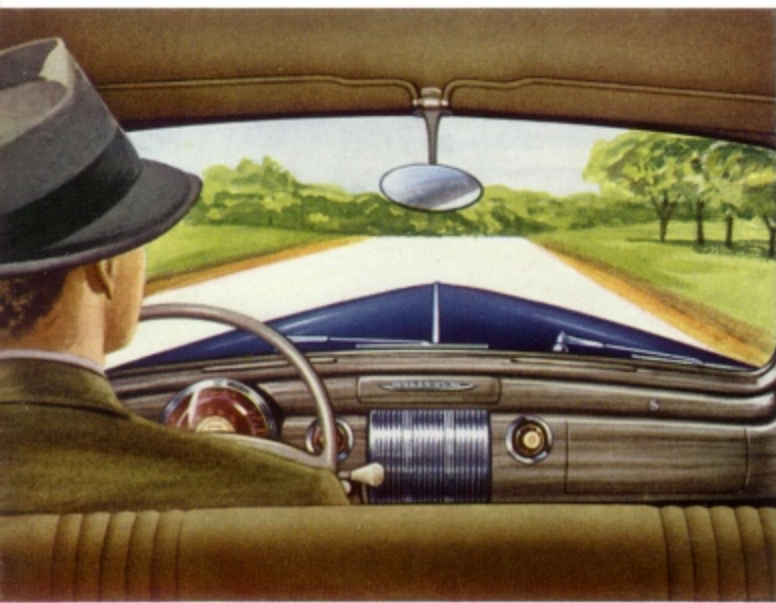
2 Where else in the medium-price field can you find a 12-cylinder engine? Lincoln-Zephyr *alone* offers the extra-smooth, extra-flexible, extra-quiet performance of extra cylinders. Yet more than 100,000 owners find this powerful Lincoln-built, precision-built engine easy on gasoline and easy on oil!



3 Curb-level entrance eliminates all need for running boards. In keeping with Lincoln-Zephyr's advanced styling, doors are opened from inside by a push-button control, a new feature! Touch a button; the door opens quickly and lightly. New outside door handles operate at a finger's touch.



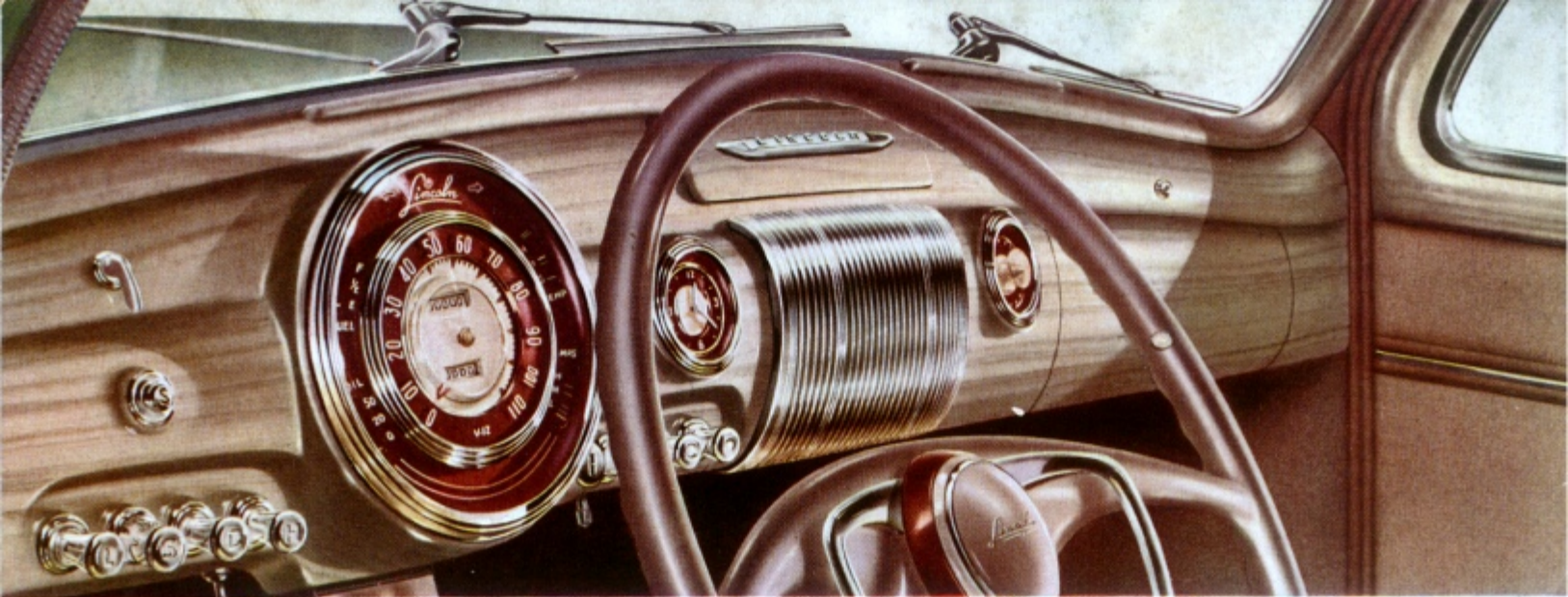
4 Six go a long way—in comfort. So big inside is the Lincoln-Zephyr Sedan, so generous the head clearance and room for arms and elbows that six passengers ride uncrowded. Chair-high seats, with new foam rubber cushion padding, support the body in a natural sitting position. Feet are flat on floor, legs straight, back reclined slightly. Travel this way is less tiring. Seats are placed well forward of the rear axle, affording a smooth ride. Smart interiors are new this year. Instrument panel is a new design, also, and is finished in Brown Beech, with graining. All interior hardware is chromium.



5 To see the world and more of it! The Lincoln-Zephyr Panorama windshield is one broad, deep piece of glass—you see greater stretches of road and landscape. Ventilating wings are built into front side windows; they are opened and closed by regulator handles. Push-button locks are on each door.



6 Cross America or run out to the country for a week-end—here is room for your luggage, golf bags, fishing gear, a small trunk. The rear deck compartment is dustproof and weatherproof; it can be lighted. The spare tire with wheel is neatly concealed beneath the compartment floor board.



7 At the right on the new instrument panel is a compartment, fitted with a lock, for gloves, maps, sun glasses. Next, an ash tray; grille for radio speaker; electric clock; speedometer and all gages. The parking brake lever is under the panel. On the steering wheel post, the smoothly operating Finger-Tip Gearshift. And new this year is the turn-direction indicator! Move a lever on the left of the steering post; lights on front fenders and in rear body panels, left or right depending on the way you will turn, pulse brightly to warn all cars. On the instrument panel, arrow signals operation of indicator. *Another new feature this year:* Inside the steering wheel, the new horn ring. Lincoln-Zephyr also offers, at extra cost, accessories that add to the pleasure of travel: the Roto-Selector Radio complete with foot control and long-distance antenna, and Hot-Water or Hot-Air Heater-Defroster, to chase the chills of winter.

Cars illustrated in this folder show white sidewall tires, available at slight extra charge.

100,000 ENTHUSIASTIC OWNERS

Rarely in the history of motoring has any car so stirred the enthusiasm of owners as has the Lincoln-Zephyr. Brief excerpts from letters, quoted here, could be duplicated time and again.

"My Lincoln-Zephyr Coupe is undoubtedly the most comfortable and most economical car I have ever had the privilege of owning."

SYRACUSE, NEW YORK

"Its comfort, safety, roadability and economy surpass any car's I have ever driven—and I have owned some of the most expensive cars on the market."

GREEN RIVER LAKES, WYOMING

"I want to compliment you on having built a car of such excellence. It is comfortable, beautiful, alert, smooth-riding, fast, de luxe—and outstanding from the standpoint of design."

MILFORD, DELAWARE

Announcing the New **LINCOLN** *Continental* **LINCOLN** *Custom*

Two new cars appear on the roads of America. One, the Lincoln Continental, has a cowl and hood ten inches longer, three inches lower than the Lincoln-Zephyr—a gay, brilliant car for sportsmen and sportswomen. The other, the Lincoln Custom, has a 138-inch wheelbase, seating eight passengers in comfort. It offers a new elegance of travel. Your Lincoln dealer will gladly give you more information about these new cars.

