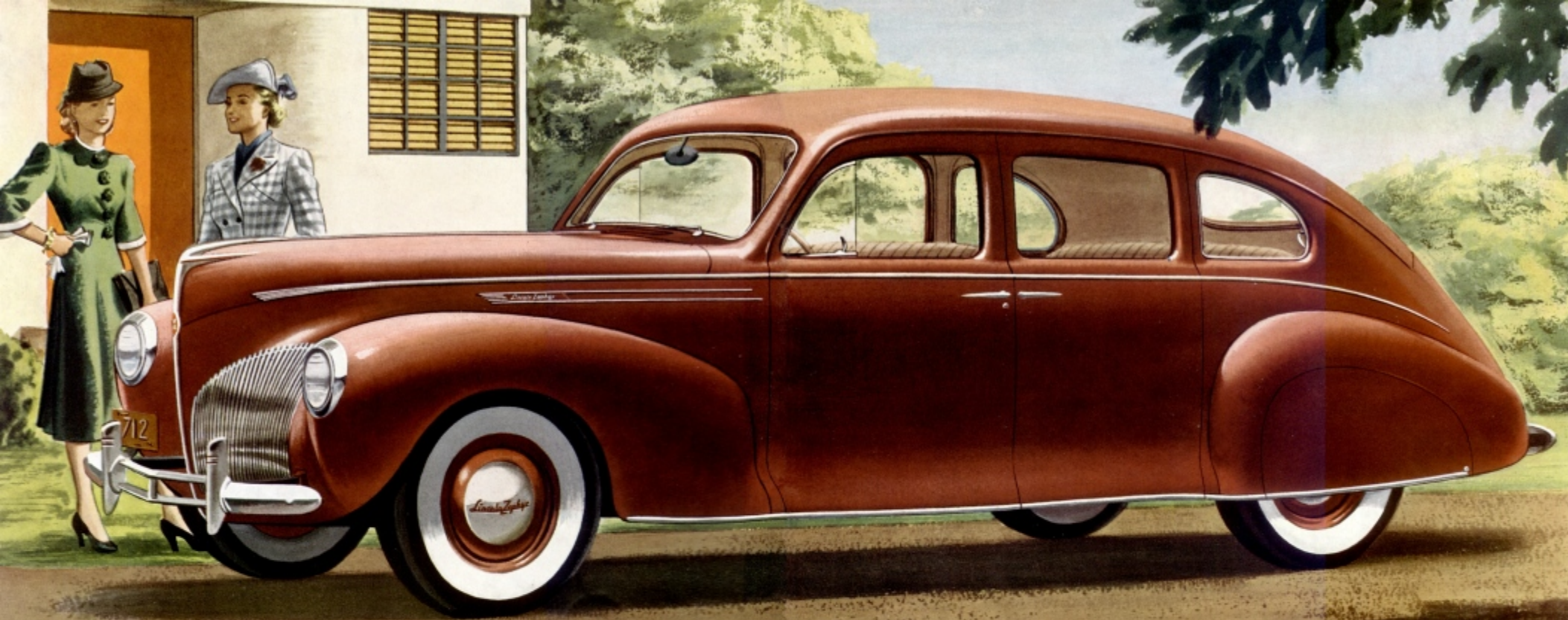




The Motor diary of a Modern Woman



Just back from the most heavenly motor trip to Jack's school in the Berkshires. My first trip alone and 600 miles of sheer driving bliss - in the new 1940 Lincoln-Zephyr!

While the new Lincoln-Zephyr almost drives itself, I never lose the feeling that I am in control. Twelve cylinders make riding a smooth gliding joy.

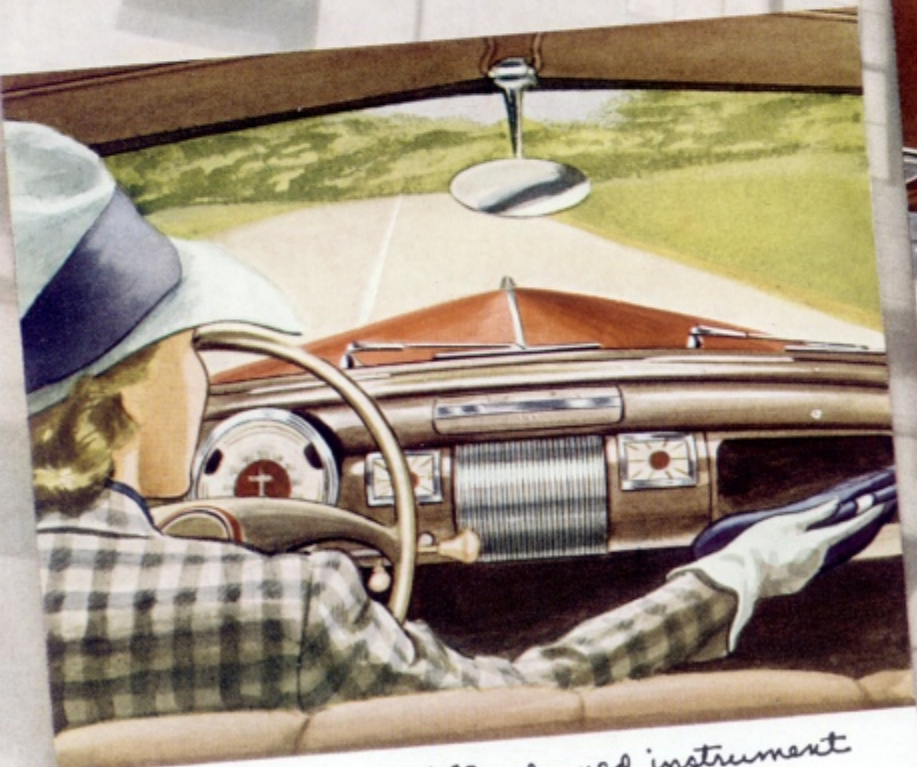
It was the smoothest trip I've ever known! Young Jack says the reason is the way the car's built - like a steel bridge - the body and frame are a unit and the weight is evenly distributed.



Fresh mountain air without drafts and rain! Glass wings in the front door windows work independently of the up- and-down glass. A flip of the hand and they swing out!



Take your Lincoln-Zephyr Smock to the curb - one short step and you're out! No running-boards needed for this low-slung beauty!



Convenience in a craftily planned instrument panel! The speedometer is right in front. A wide and deep windshield. Sun visors go all the way across.



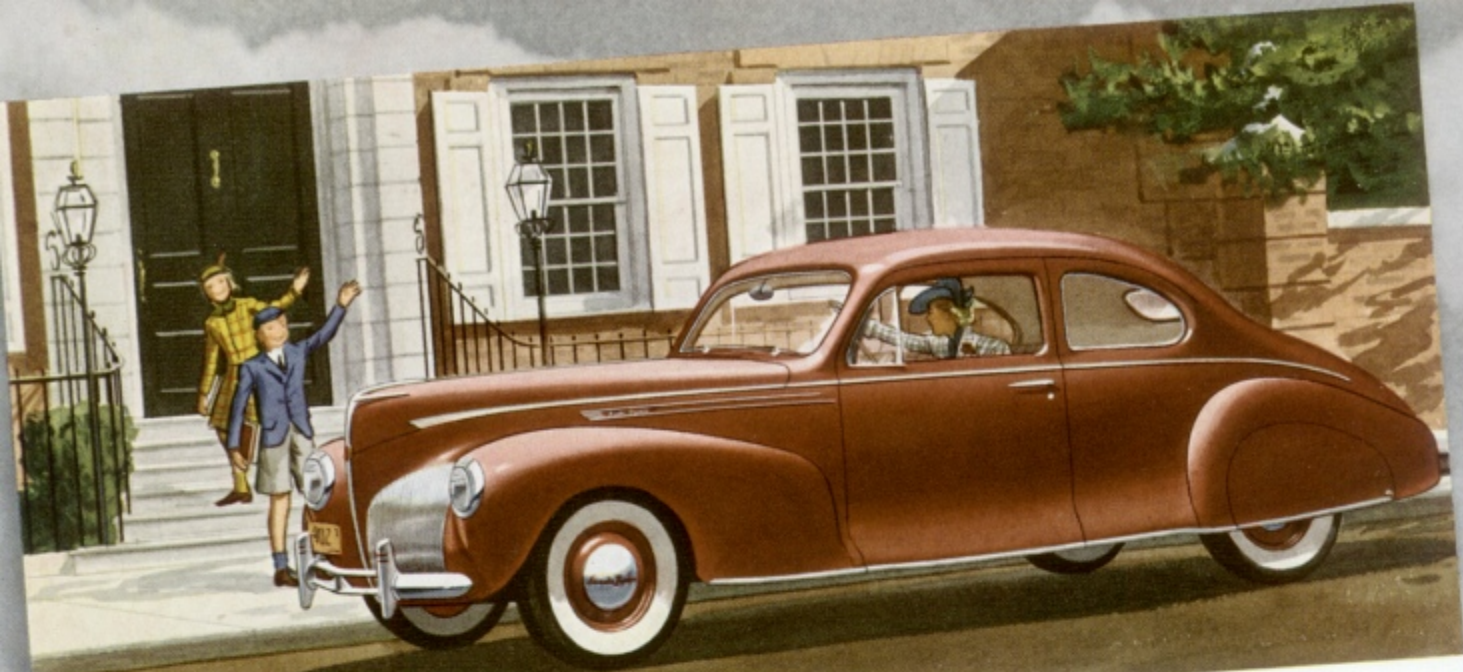
The new 1940 gearshifting lever is located on the steering column directly beneath the steering wheel. It's perfectly natural and easy to shift. I love it.



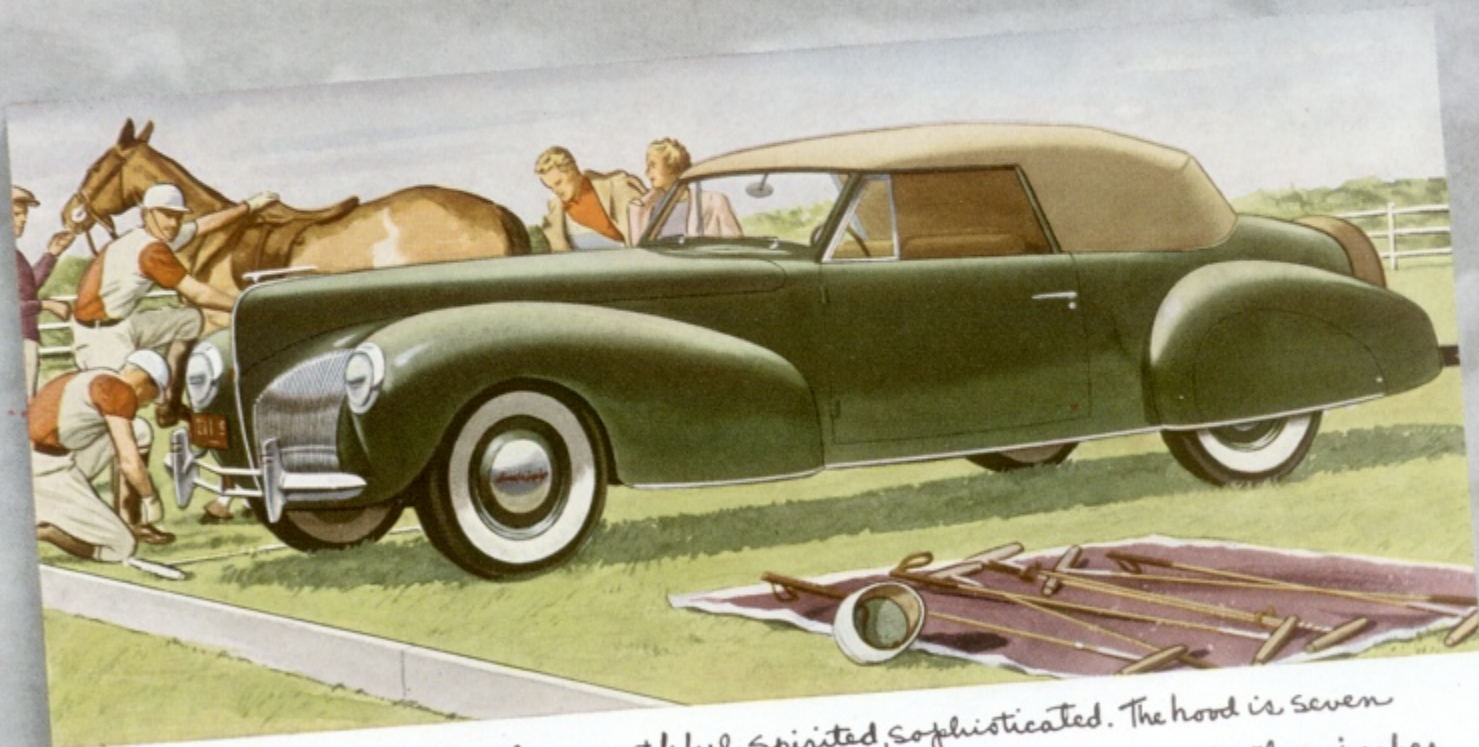
Sedan luggage space is 30% more than last year. The hidden spare tire comes out obediently when you need it.




Marvelously comfortable, chair-high seats, considerably constructed with the correct, most comfortable sitting posture in mind. Three can ride on each seat without crowding.




A new body type this year, the Club Coupe combines the trim lines of the coupe with accommodations for six passengers. Roomy luggage space is provided in the large rear-deck compartment.



The Continental Cabriolet is youthful, spirited, sophisticated. The hood is seven inches longer than other Lincoln-Zephyrs. The car itself is practically three inches lower. Special, brilliant leather and whipcord upholstery. Fully automatic top.




Eye-catching colors.
Gleaming beauty for years
to come. Capri Blue, Arden
Green, Dove Gray, Burgundy
Red, Black, Tropical Sand,
Zephyr Blue, Beetle Green.



Choose leather upholstery,
or a combination leather
and whipcord for your
convertible model. Cord
or broadcloth for sedans
and coupes.

For sheer beauty and grace of line, any one of the six different Lincoln-Zephyr body types looks positively noble! The little details and new conveniences are as perfect as if designed by a woman for women alone. Now that I'm so happily back from my adventure - the whole family is beginning to talk about a trip South this winter! I can see that we shall own the busiest Lincoln-Zephyr in America!



... with a happy ending



Lincoln Zephyr

V-12 FOR 1940

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 book show white sidewall tires, available at extra charge. Lincoln Motor Company.

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