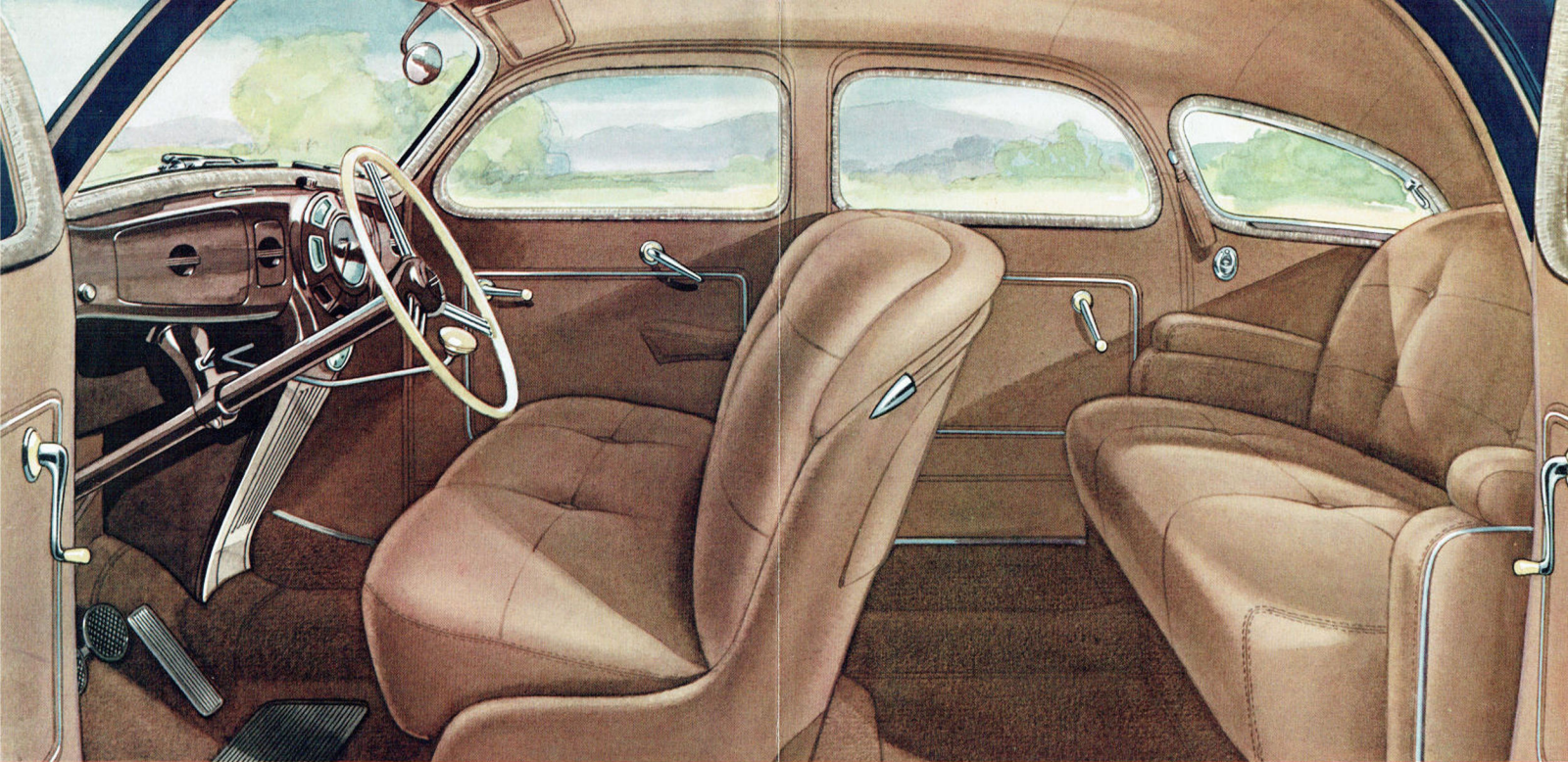


YOUR NEW RIDE IS WAITING



B **BEAUTY ON THE OUTSIDE**



THE SEDAN

BEAUTY AND COMFORT ON THE INSIDE

Sweeping, graceful lines meet your eye as the Lincoln-Zephyr approaches. You enter, and the interior richly fulfills the promise of beauty and luxury. There is room in the sedan for three in front, three in back. Rear seat is as comfortable as the front. Upholstery of strength and quality enhances the beauty of the well appointed interior. The front compartment is newly designed; there is more room for all. The instrument panel, like a pilot's control board, places all instruments before you in logical arrangement. Driver and passengers view the road and landscape through exceptionally wide windshield and windows.

THE LINCOLN BROS. Inc.
CHRYSLER CORP.

BRIEF SPECIFICATIONS

ENGINE—V-type, 12 cylinders: Bore and stroke—2.75 x 3.75 inches; Piston displacement—267 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—silent gear; Valves—diameter 1.537 inches exhaust and inlet; Valve lifters—automatic adjusting silent type; Exhaust valve-seat inserts—tungsten-chromium alloy-steel; Oil cleaner—replaceable cartridge type.

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 prelubricated type.

TRANSMISSION—Number of forward speeds—3; Gears—helical silent type. Blocker type synchronizing unit between second and high speed gears.

REAR AXLE—Three-quarter floating type, with hypoid gears. Drive—full torque-tube type.

BRAKES—Fully enclosed internal-expanding two-shoe servo-type, cable-conduit control.

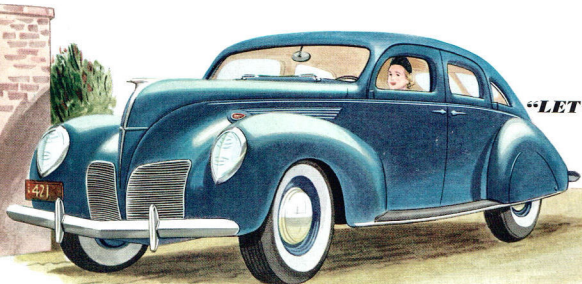
SPRINGS—Transverse type. Front—length 42.5 inches; Rear—length 46.5 inches. Springbase—136 inches. Wheelbase—125 inches.

WHEELS AND TIRES—Wheels—pressed steel; demountable, diameter 16 inches. Tires—size 7.00 x 16.

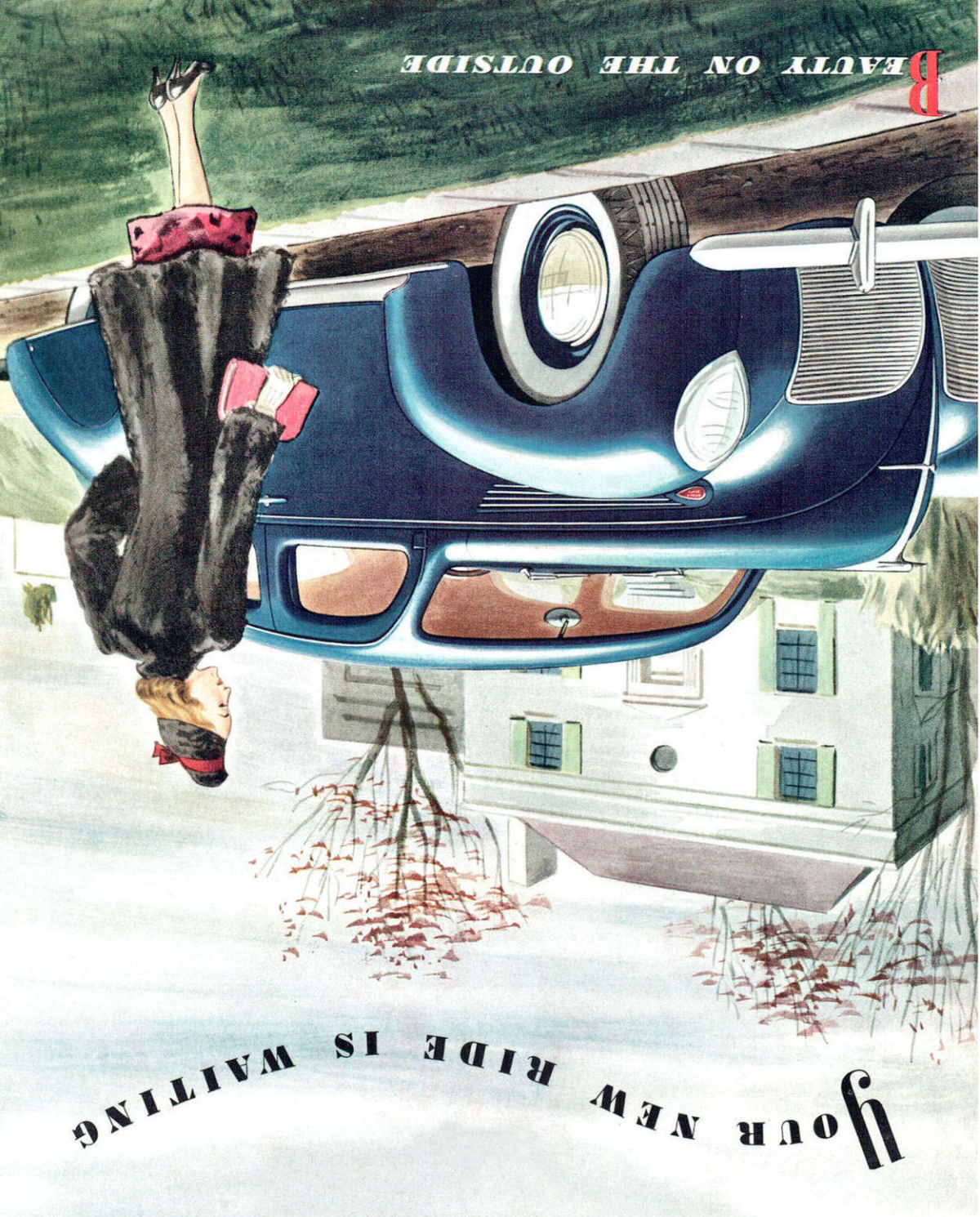
EQUIPMENT—Hydraulic shock absorbers—double-acting type, safety glass throughout, cigar lighter and two ash trays, electric clock, two glove compartments, dual windshield wipers, two adjustable sun visors, front and rear arm rests, foot hassocks in Sedans, rear view mirror, headlight beam control switch on floor board, two synchronized horns, rear wheel shields, twin tail lights. (There is a slight extra charge for white sidewall tires.)

Convenient purchase terms through Authorized Finance Plans of the Universal Credit Company. We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligation.

LINCOLN MOTOR COMPANY
builders of Lincoln and Lincoln-Zephyr motor cars



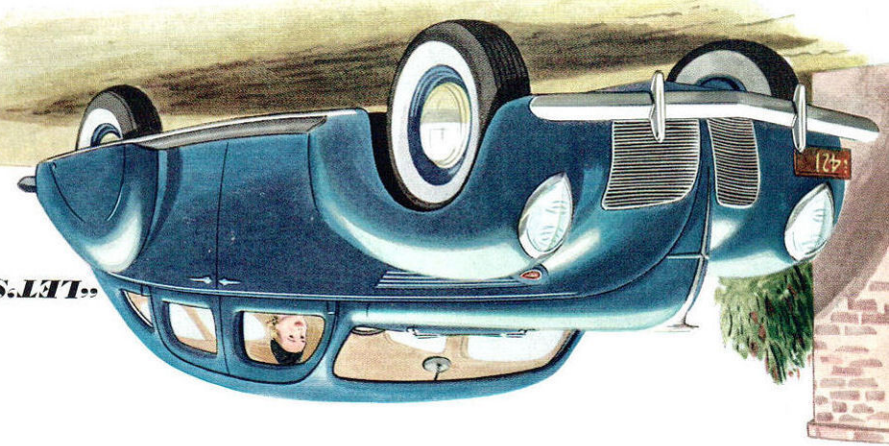
“LET’S GO PLACES”



BEAUTY ON THE OUTSIDE

YOUR NEW RIDE IS WAITING

LET'S GO PLACES



TRANSMISSION—Number of forward speeds—3; Gears—helical silent type. Blocker type synchronizing unit between second and high speed gears.

REAR AXLE—Three-quarter floating type, with hypoid gears. Drive—full torque-tube type.

BRAKES—Fully enclosed internal-expanding two-shoe servo-type, cable-conduit control.

SPRINGS—Transverse type. Front—length 42.5 inches; Rear—length 46.5 inches. Springbase—196 inches. Wheelbase—123 inches.

WHEELS AND TIRES—Wheels—pressed steel; demountable, diameter 16 inches. Tires—size 7.00 x 16.

EQUIPMENT—Hydraulic shock absorbers—double-acting type, safety glass throughout, cigar lighter and two ash trays, electric clock, two glove compartments, dual windshield wipers, two adjustable sun visors, front and rear arm rests, foot hassocks in Sedans, rear view mirror, headlight beam control switch on floor board, two synchronized horns, rear wheel shields, twin tail lights. (There is a slight extra charge for white sidewall tires.)

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LINCOLN MOTOR COMPANY
builders of Lincoln and Lincoln-Zephyr motor cars

BRIEF SPECIFICATIONS

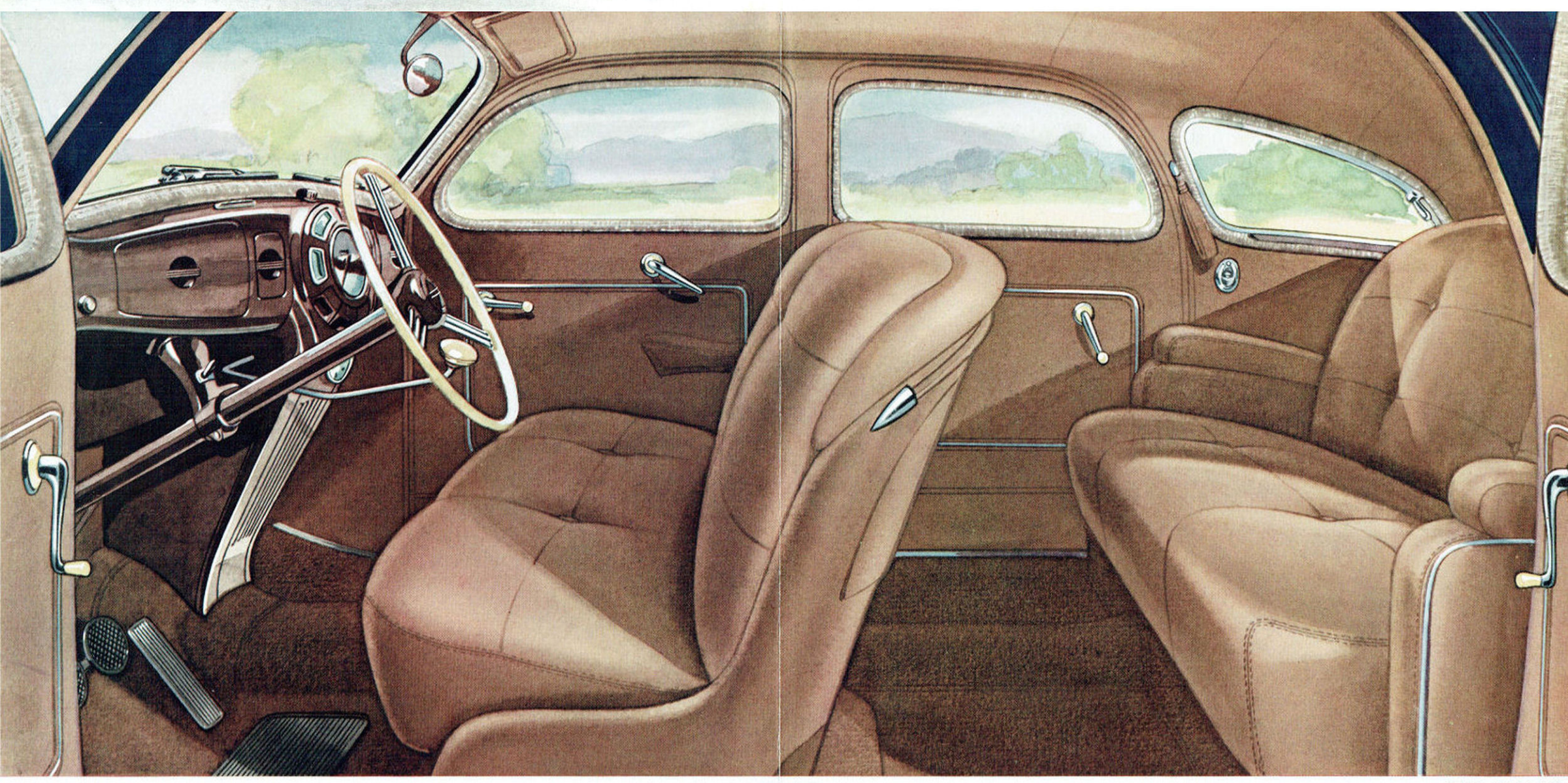
ENGINE—V-type, 12 cylinders; Bore and stroke—2.75 x 3.73 inches; Piston displacement—267 cubic inches; Taxable horsepower rating—36.3; Brake horsepower—110; Suspension—engine mounted on rubber; Number of main bearings—4; Connecting rods—side-by-side type; Main and connecting rod and camshaft bearings—steel-backed; Cylinder heads—aluminum alloy; Pistons—cast alloy-steel; Number of piston rings—3; two compression, one oil control; Camshaft bearings—4; Camshaft drive—silent gear; Valves—diameter 1.537 inches exhaust and inlet; Valve lifters—automatic adjusting silent type; Exhaust valve-seat inserts—tungsten-chromium alloy-steel; Oil cleaner—replaceable cartridge type.

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CARBURETTION 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 prelubricated type.



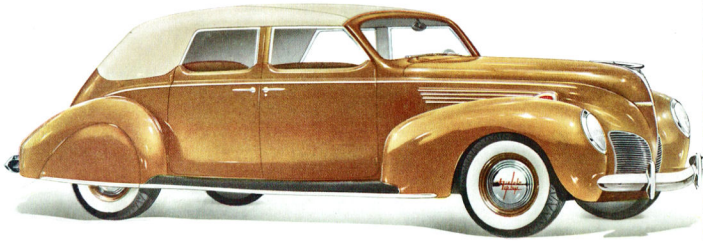
BEAUTY AND COMFORT ON THE INSIDE

Sweeping, graceful lines meet your eye as the Lincoln-Zephyr approaches. You enter, and the interior richly fulfills the promise of beauty and luxury. There is room in the sedan for three in front, three in back. Rear seat is as comfortable as the front. Upholstery of strength and quality enhances the beauty of the well appointed interior. The front compartment is newly designed; there is more room for all. The instrument panel, like a pilot's control board, places all instruments before you in logical arrangement. Driver and passengers view the road and landscape through exceptionally wide windshield and windows.

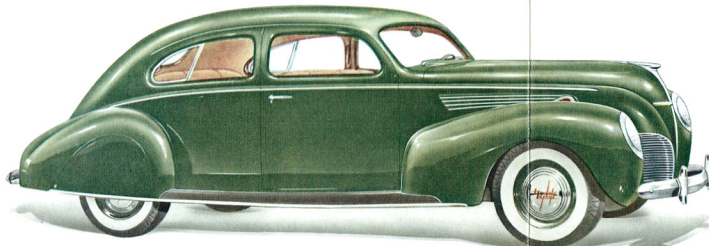
THE SEDAN

THE BROS. INC.
HARTFORD, CONN.

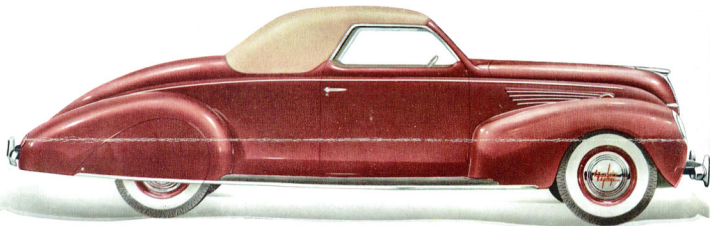
SAFETY AND ECONOMY EVERY SWIFT MILE OF THE WAY



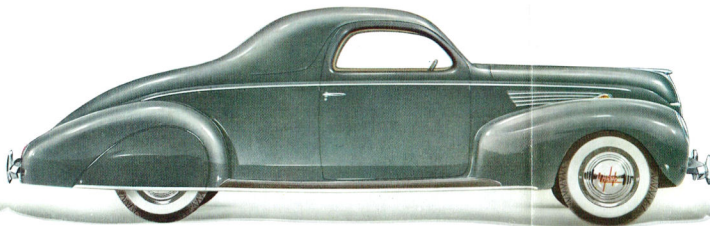
THE CONVERTIBLE SEDAN



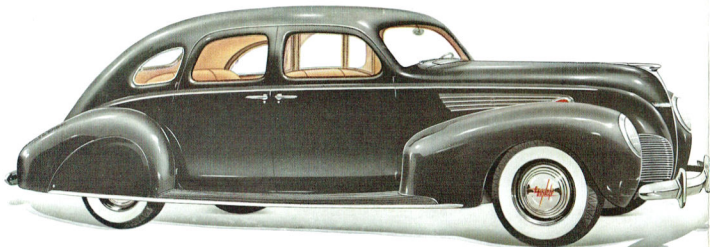
THE COUPE-SEDAN



THE CONVERTIBLE COUPE



THE COUPE



THE TOWN-LIMOUSINE

THE design of the new Lincoln-Zephyr seems a part of tomorrow, rather than of the moment, so graceful and smooth and sweeping is its every streamline. A head-on view presents a new conception of functional design, of beauty which grows out of utility. Thus, the low and horizontal radiator grille, aside from its beauty, increases cooling efficiency. . . . The wheelbase is lengthened, and the springbase is lengthened.

But beauty, style distinction, are not all. The Lincoln-Zephyr of 1938 is waiting to be your *new ride*. Even a short trip will convince you that here is a new rhythm of motoring. A trip of days or weeks would demonstrate that it is also a *tireless* rhythm! A rough road seems an optical illusion. And with reason! In closed models, body and frame are welded into a single, rigid framework—a steel unit to which are welded steel top, sides, and floor; a strong structure and a safe one. Within this house of steel, passengers ride “amidships.” They view road and landscape through wide windshield and windows of safety glass. Flexible transverse springs, 136 inches apart, cradle their weight. Rough going becomes smooth as the car glides on an even keel.

Long roads seem, also, not to exist. The V-type 12-cylinder Lincoln-Zephyr engine, sweeps distance aside. It places at the driver’s command flexible power that makes driving easier and quicker without the necessity of high top speed—though plenty of that is ready.

Designed by Lincoln, built to Lincoln standards of precision, this engine has proved its economy to more than 45,000 Lincoln-Zephyr owners. It gives 14 to 18 miles to the gallon. The 1938 engine is even smoother and more silent than before. It is cager for new conquests.

Two new and lively convertibles bring to six the number of Lincoln-Zephyr body types from which you may now choose. These, too, will put back the fun in driving. And they will demonstrate, as do all other types, that this modern “twelve” at medium price is *still* the only car of its kind at *any* price!



THE NEW **LINCOLN-ZEPHYR V-12** FOR 1938