

*A Woman
takes the
Wheel*





White sidewall tires are optional at extra charge.

ONE STEP INTO A NEW WORLD



To no one should the 1939 Lincoln-Zephyr—the style leader in motor cars—have greater appeal than to the modern woman. It has the smooth, quiet operation that only 12 cylinders can bring—and more power is always ready for feminine command.

No car offers a woman driver greater all around satisfaction. To a new kind of performance is added modern roominess and riding comfort, the safety of one-piece steel construction (body and frame are one) and the economy of 14 to 18 miles to the gallon of gas. Pride of ownership is marred by no compromise, no comparisons.

To own a Lincoln-Zephyr is a step into a new world. Symbolic of its modern styling are the concealed, clean running boards. These are protected from dirt, dust and mud by shields which extend downward from the door

panels. One easy, graceful step from curb to car floor is only the first indication of the car's many thoughtful features.

Lincoln-Zephyr springs are so soft and flexible, balancing the body-frame so gently that rough roads are seen but not felt. Steering is as swift as thought. The car responds like a thing alive. Yet hydraulic brakes control its flight at the touch of a dainty slipper.

Women who own the Lincoln-Zephyr experience a new pride of ownership. Theirs is smart style—the assurance of safety—smooth, even traveling—the ability to feel happy and comfortable on any road . . . and in any company! And they find usually that they drive farther than before, and that driving refreshes them.

Many feminine touches are illustrated in the following pages. Note them well, for they mark a new day in travel.



WHETHER
SHE RIDES

Thick, soft, smartly-tailored upholstery and padded arm-rests urge her to relax. The seat is luxurious as a modern divan, tilted comfortably at normal chair-height. The appointments in this rear compartment include ash tray, lighter, and two foot hassocks! Cut-out space beneath the front seat provides extra leg-room for passengers to stretch out at ease.

OR WHETHER
SHE DRIVES

The road ahead is her only concern; she can forget the mechanics of driving, leaving them to her second nature. There is no leaning forward to shift gears. The hand drops naturally to the conveniently located gear shift lever. There is no craning and peering to see ahead, for the wider body means a wider windshield with splendid visibility. The seat is adjustable to her height and is built to accommodate two passengers beside herself — without any crowding.



A new ride awaits you in the 1939 Lincoln-Zephyr! A new world is open to you! It's only a matter of selecting the body type most suited to your needs. There are six handsome body types, including two convertibles (Sedan and Coupe) as gay as an open road in springtime. Choose from eight color schemes, all worthy of the car that is "high style." To satisfy the most particular taste, custom interiors are available at extra cost. On all your journeys, distant or near, this car makes driving sport again. And—home again so soon—a very pleased and refreshed person can take one short, neat step from her Lincoln-Zephyr . . . directly to the curb!

HOME
SO
SOON!

Our policy is one of continuous improvement, and we reserve the right to change specifications, design or prices, without incurring obligation. Lincoln Motor Company—Division of Ford Motor Company, builders of Ford, Mercury, Lincoln-Zephyr and Lincoln motor cars.

Lincoln
Zephyr
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