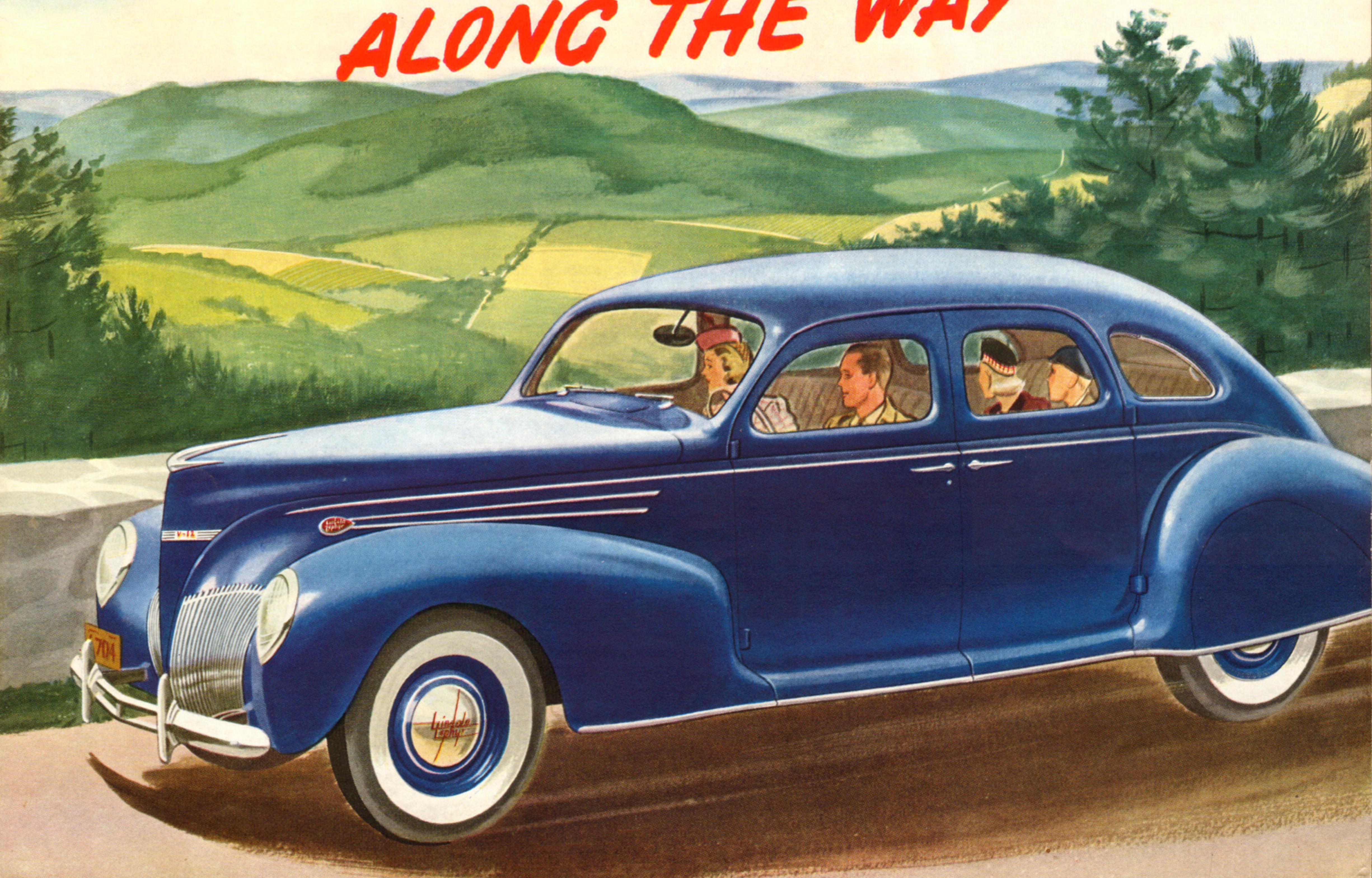
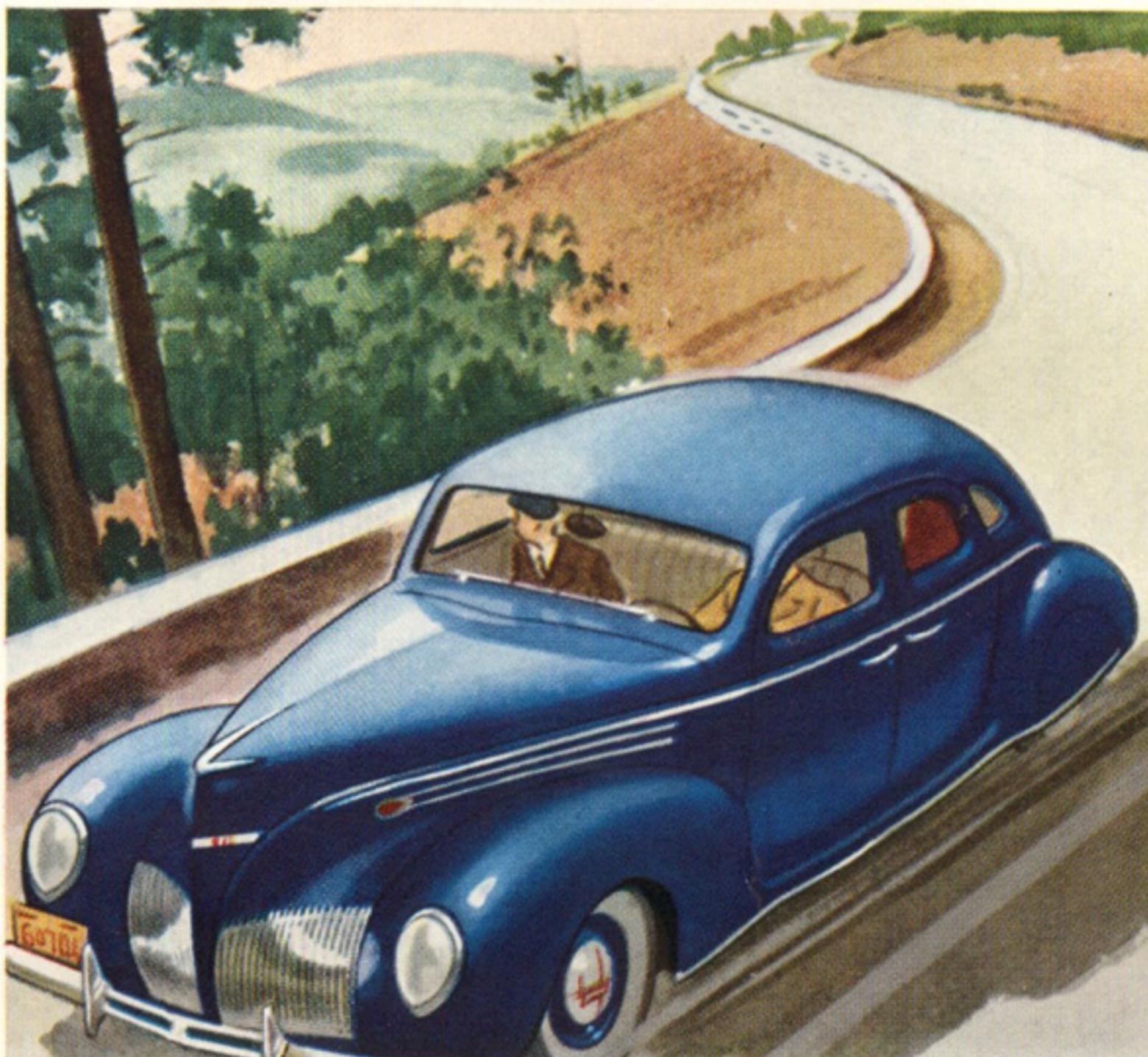
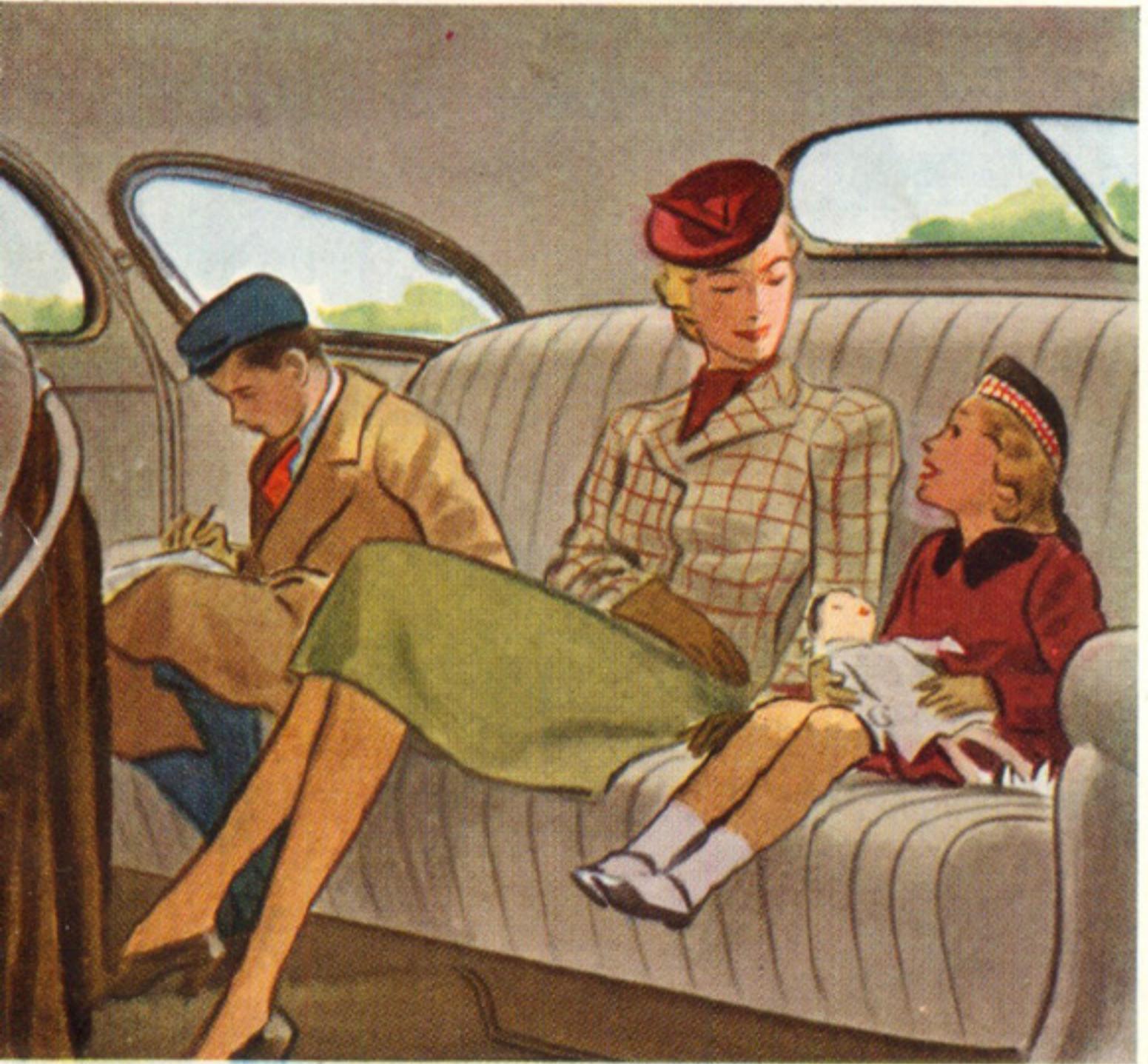
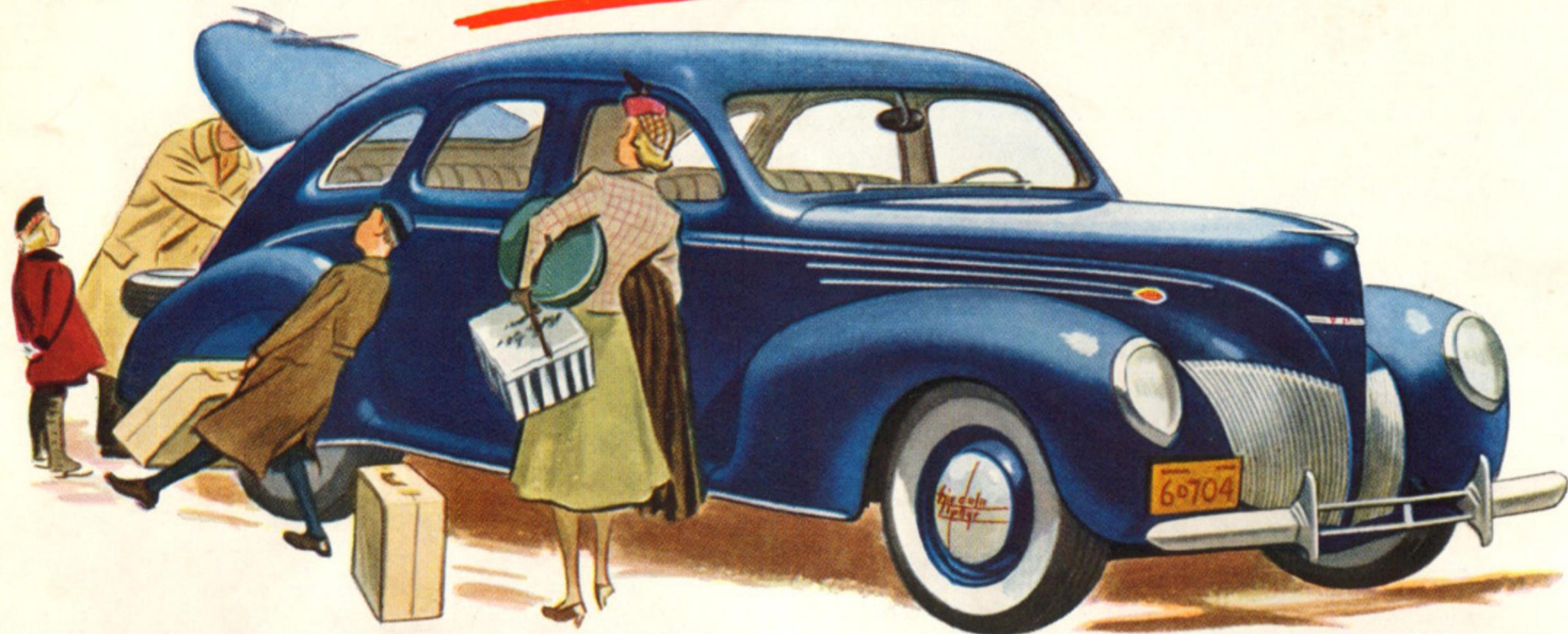


JOE H. GIBSON, INC.
AUTHORIZED DEALER FORD PRODUCTS
Sidney, Nebraska

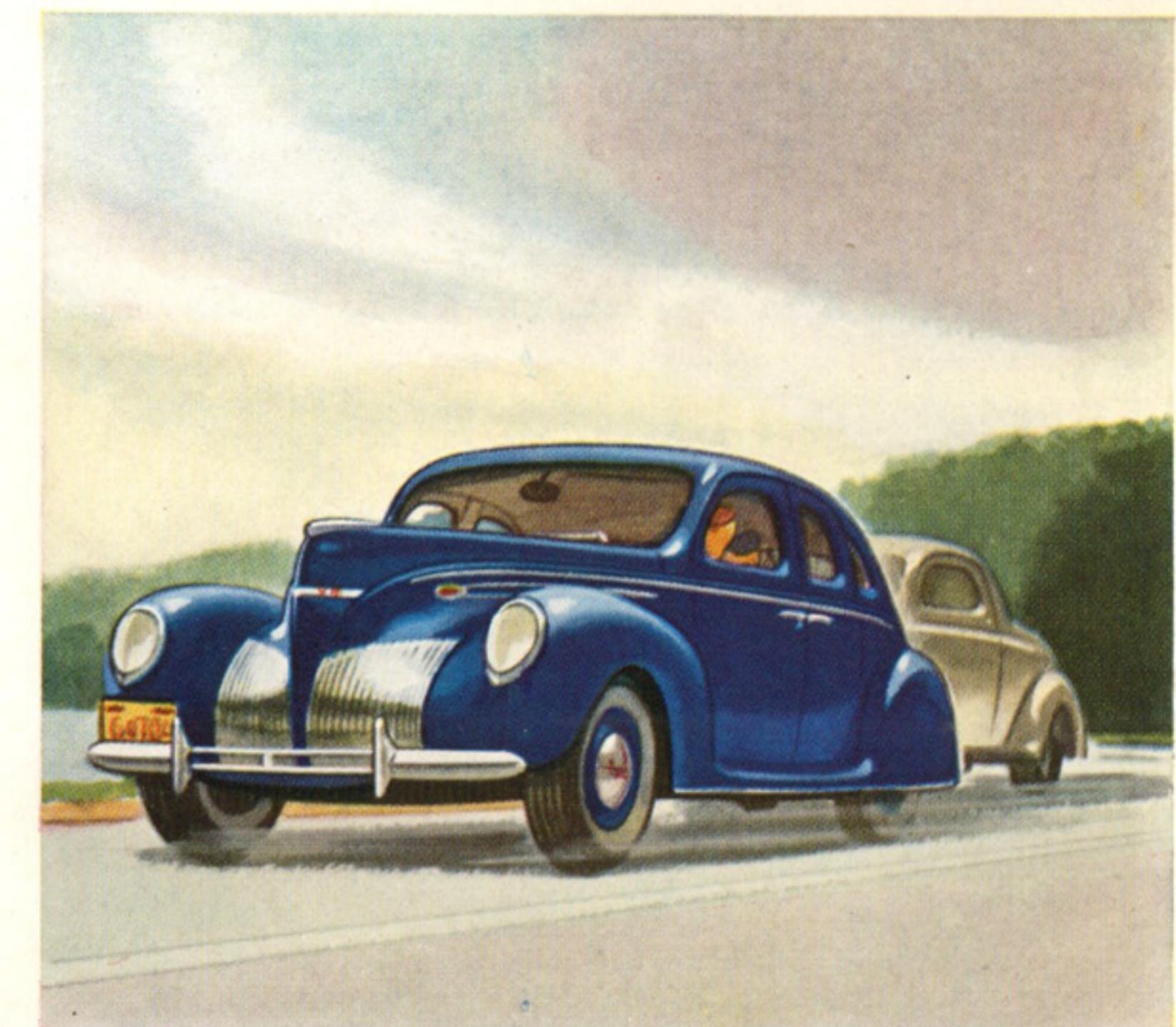
"THINGS WE DISCOVERED ALONG THE WAY"



"TO FLORIDA AND BACK- IT WAS PLEASURE TO DRIVE!"



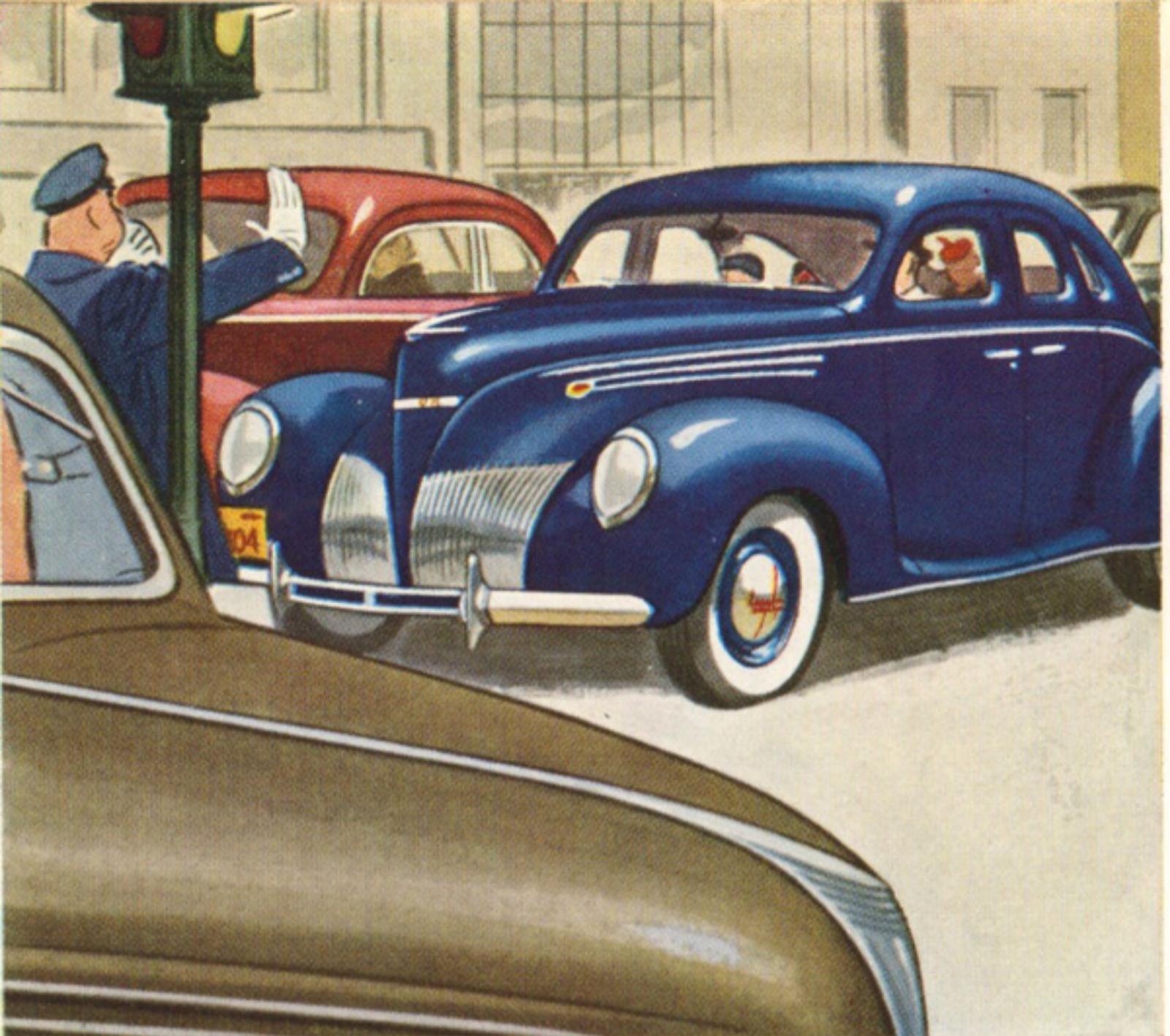
ANCHORS AWEIGH—Even after the car was packed, there was none of that "stuffy-going-on-a-long-trip" feeling—yet we took along everybody but the dogs. As I pressed the starter button I sensed a glorious, carefree trip—for everything about the Lincoln-Zephyr inspires confidence.



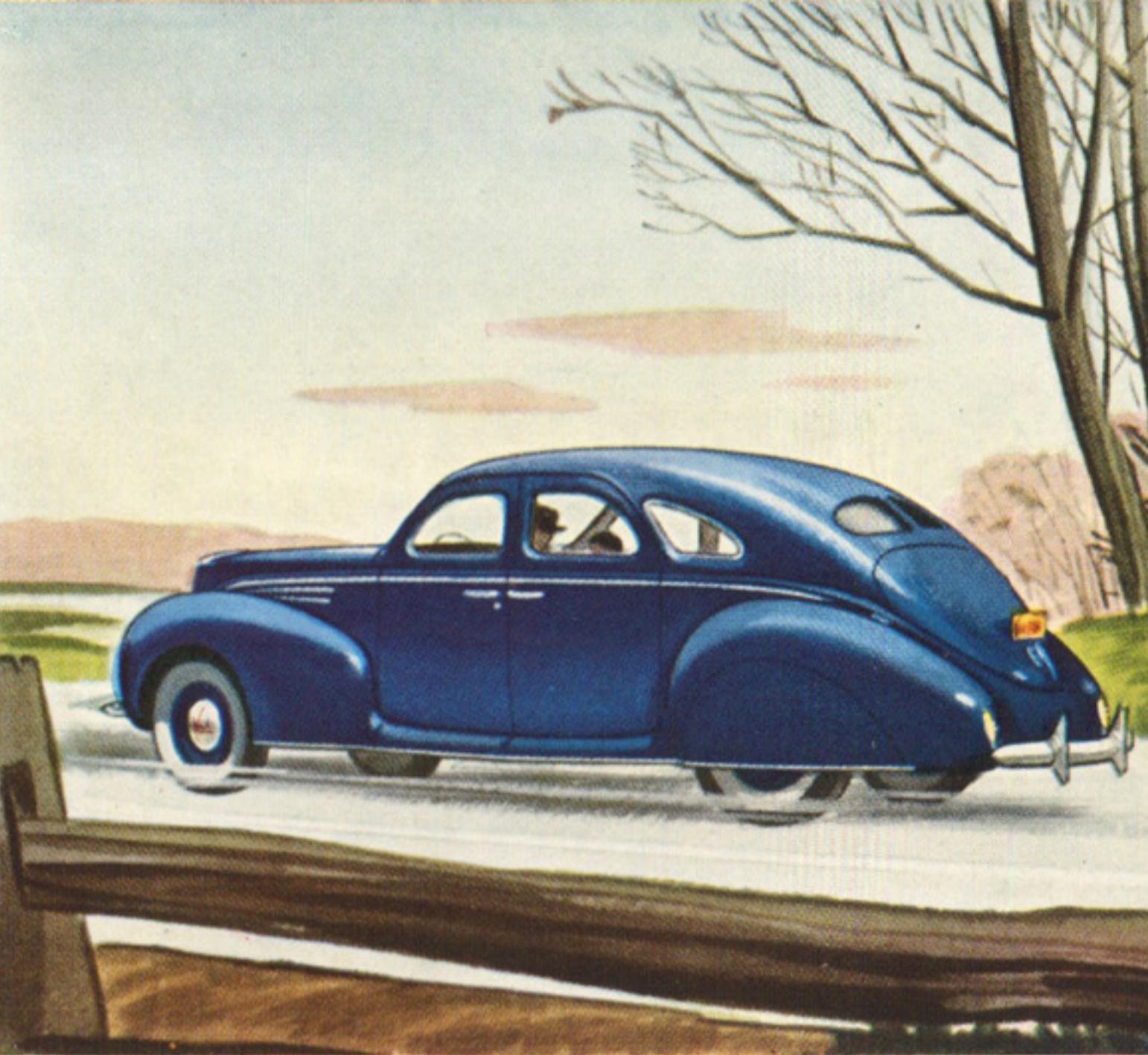
LIVING ROOM COMFORT—And never have my wife and children ridden so comfortably. At no time did they complain of travel weariness. Eliminating conventional running boards and utilizing inside the space saved—was a grand idea. The chair-high seats proved as comfortable as the sofas at home. It's a pleasure to ride in a car like this!

SAFETY THAT COUNTS—When you've got a family you're pretty fond of—the safety features of the Lincoln-Zephyr are *really* important. I heartily approve of the way the car hugs the road, particularly around curves . . . the sure, easy-acting hydraulic brakes . . . the framework of welded steel, top, sides and floor. All those things count!

A WOMAN DRIVES—My wife drove occasionally . . . she was most enthusiastic about the way the car handled. "Why it's no effort at all to drive . . . in fact, it's great fun," she kept repeating. She raved about the hydraulic brakes; and frankly, I have no qualms about her driving at any time because the Lincoln-Zephyr is so easy to handle and so safe.



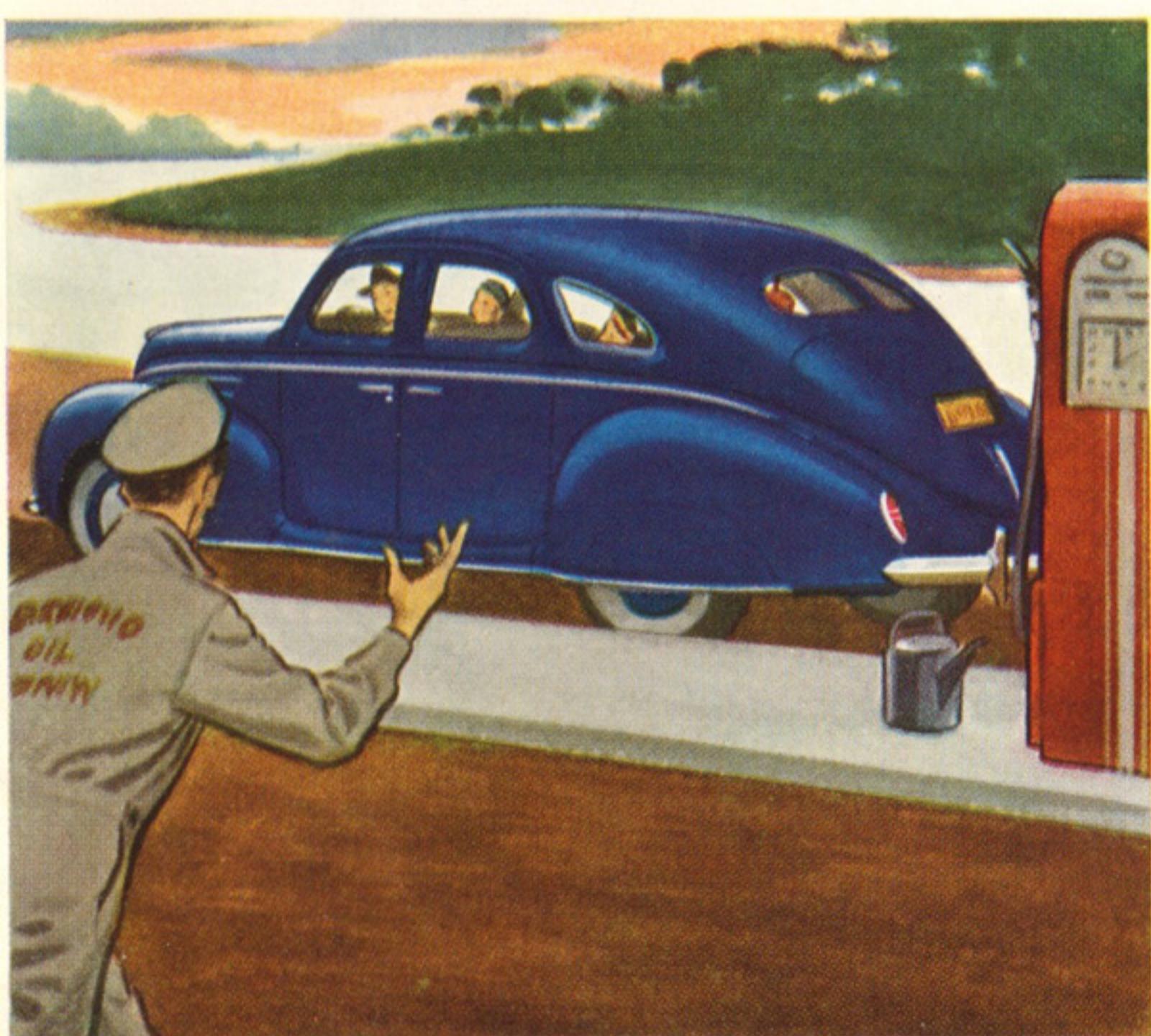
HEAVY TRAFFIC—NO PROBLEM—City traffic has always been a nemesis—until the Lincoln-Zephyr came into my life. Heavy traffic or crowded highways didn't phase our Lincoln-Zephyr a bit—it handled smoothly and easily. We found quick pick-up and reserve power great advantages in driving.



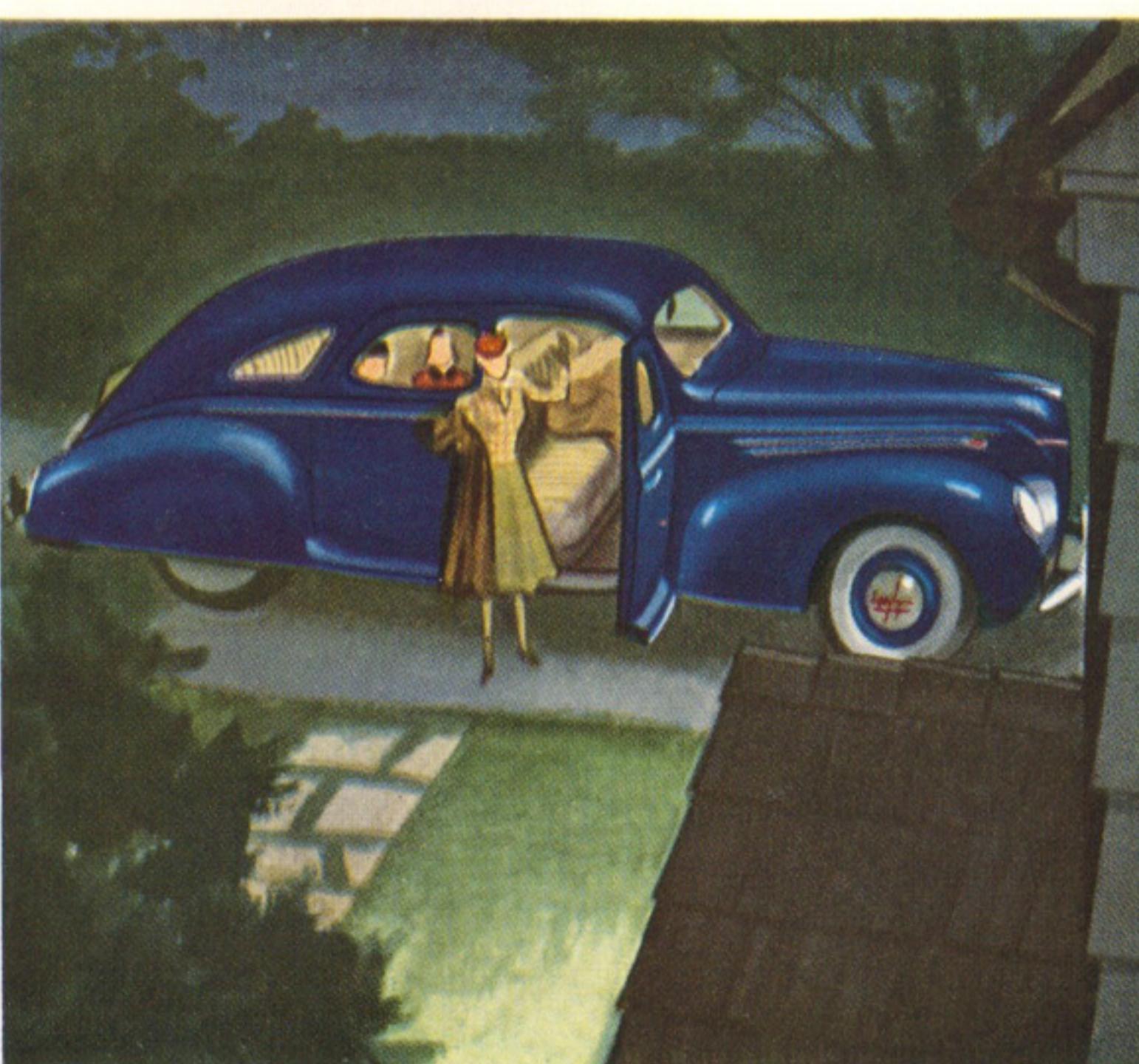
A MAGIC CARPET—On the open road, the Lincoln-Zephyr fairly flew along. The longest day's trip seemed short. Good even speeds were easy to maintain, and the powerful 12-cylinder engine just purred with delight. At 50 miles an hour, the children could, and did, write post-cards to friends.



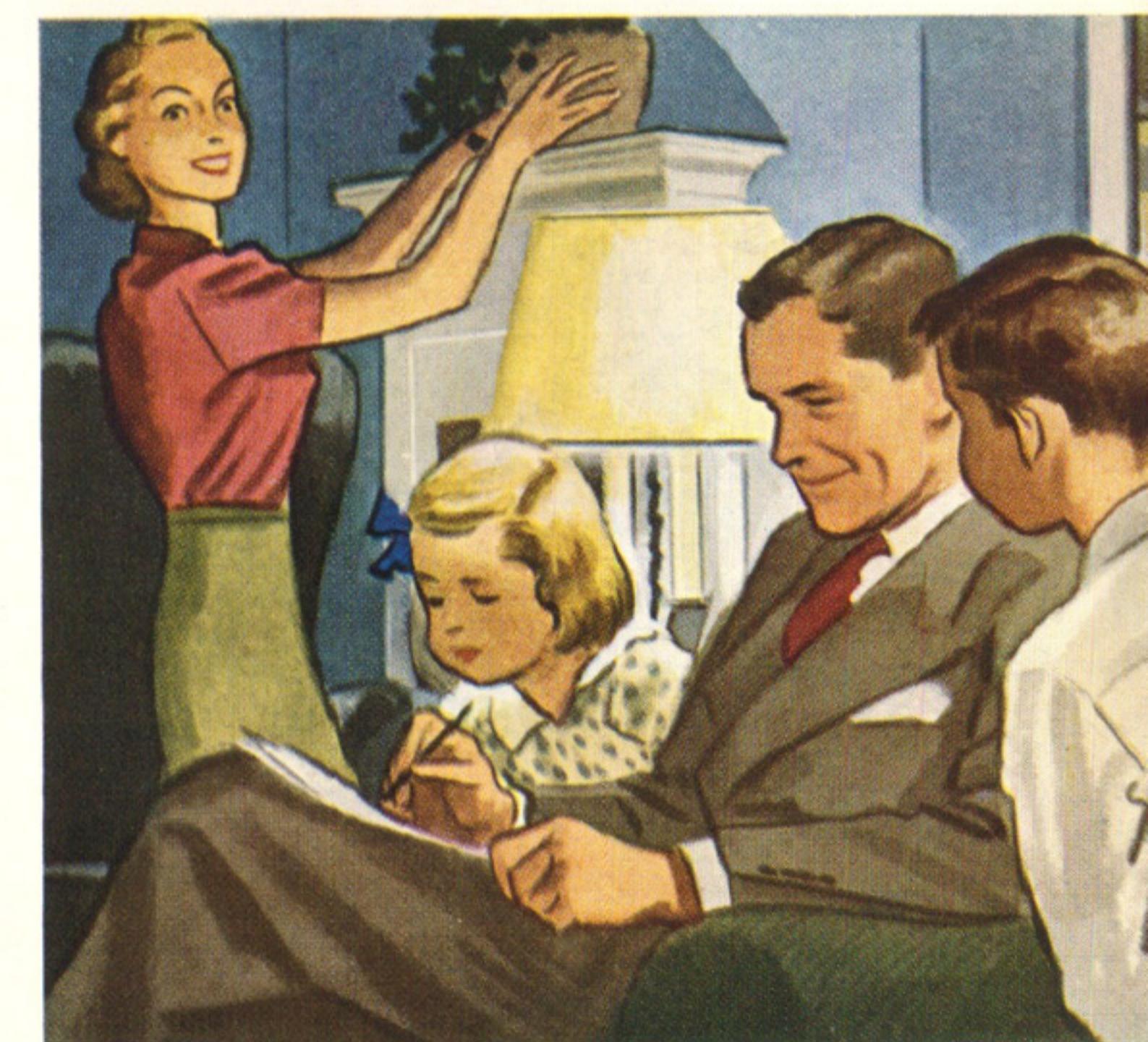
FAREWELL TO BUMPS—Hills, bumps, rough roads didn't bother our Lincoln-Zephyr in any way. It just flattened them out. I have never been in so smooth-riding a car. The Lincoln-Zephyr was at no times temperamental . . . it seemed to thrive on all kinds of roads and weather.



12-CYLINDER ECONOMY—I'm a great one for statistics and kept careful records of the entire trip. Much to my amazement, and needless to say—delight, we averaged well over 17 miles per gallon for 6,200 miles over a variety of roads. For a 12-cylinder car—and Lincoln-Zephyr performance and luxury—that's *extraordinary* gasoline economy.



SORRY TO STOP—Getting home was fun . . . it always is. But, believe it or not, we were loathe to leave the car and none of us were tired of motoring. Driving an automobile like this Lincoln-Zephyr puts *pleasure* into going places. And you can bet we'll be starting out soon again. Far places seem near places when you drive a Lincoln-Zephyr.



EVERYBODY PLEASED—The enthusiasm in our family for the Lincoln-Zephyr is by no means limited to the grown-ups. The children are proud of it—think it's the grandest car in the world. The night we got home, my son, Tim, said, "Dad, let's always drive a Lincoln-Zephyr." And I wouldn't be surprised but what we will!



THIS MODERN "TWELVE"
leads its field in STYLE,
SMOOTHNESS, ECONOMY, VALUE!

The Lincoln-Zephyr car may justly be called the style leader of its era. Its graceful contours conform to one purpose—efficient road transportation. Slender hood, without bulk or exaggeration, blends neatly into a wide and roomy body, receding smartly into the sloping deck. Here is the symbol of modern streamlined fleetness and grace. Here is the new way to go!

But it is not style alone that sets the Lincoln-Zephyr apart. Beneath the graceful streamlines, in all closed types, is a bridge-type framework of steel trusses—to which panels of steel are welded on top, sides and bottom. This structure has the rigidity of a bridge of steel. It is a safe way to travel. And it is a comfortable way, for car weight and passenger weight are balanced "amidships." *This is the only car so built!*

Another feature which sets the Lincoln-Zephyr apart is the famous V-type 12-cylinder engine—the only 12-cylinder engine in a medium-priced car. Built by Lincoln, it offers the brilliant performance, the sense of smoothness and power in reserve, which only 12 cylinders can provide. It is economical in performance, too, for owners report from 14 to 18 miles to the gallon under a variety of driving conditions.

On the roads today are more than 60,000 Lincoln-Zephrys. It is safe to say that never before has there been a more enthusiastic group of motorists than these owners. Why not share their enthusiasm and pleasure in driving?

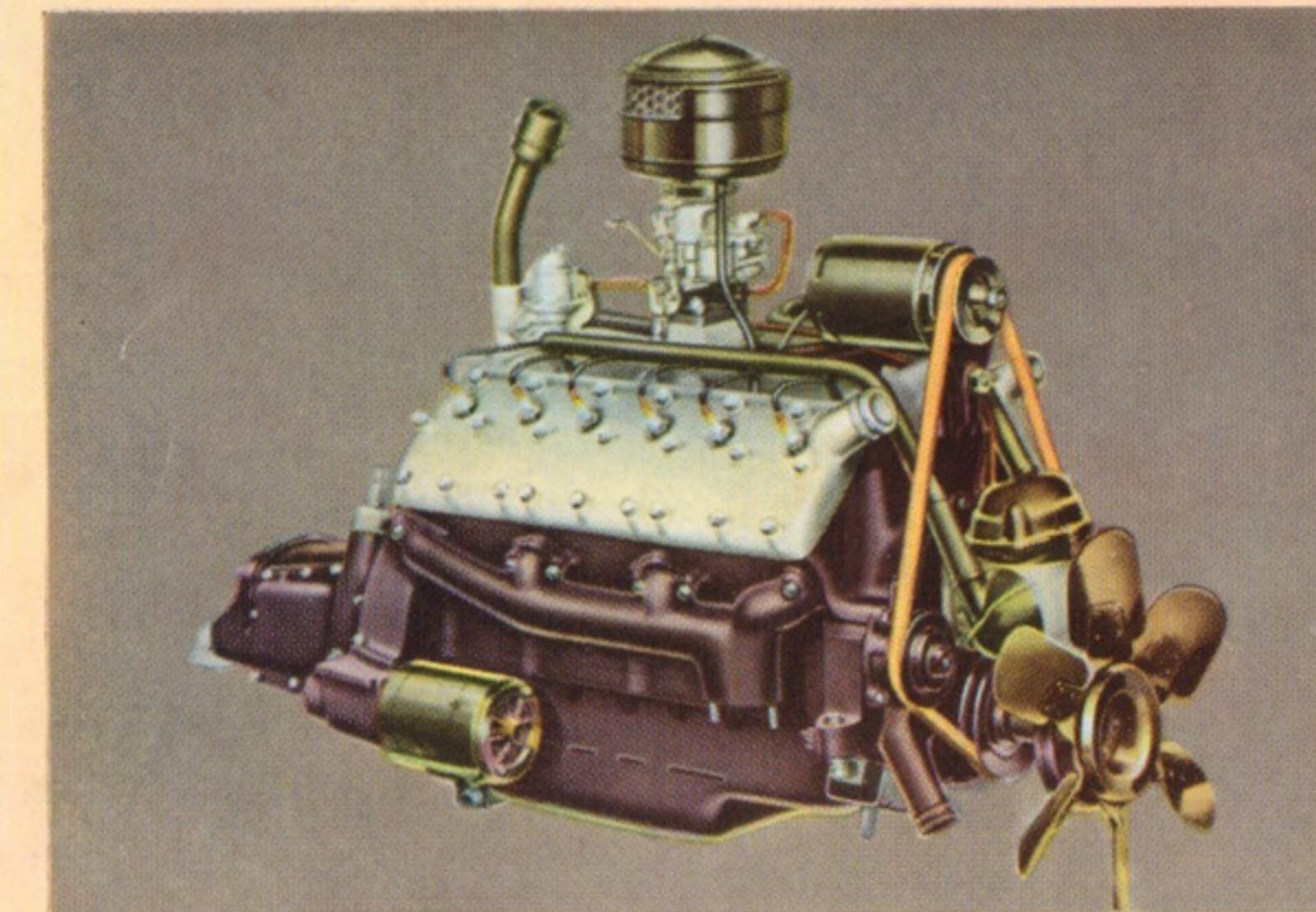


Lincoln-Zephyr body types illustrated, top to bottom, are Convertible Sedan, Coupe and Sedan. There are also three other body types—Convertible Coupe, Coupe-Sedan and Town-Limousine. There is a choice of fine upholstering materials and eight beautiful body colors from which to choose. Cars illustrated show white sidewall tires for which there is an extra charge.

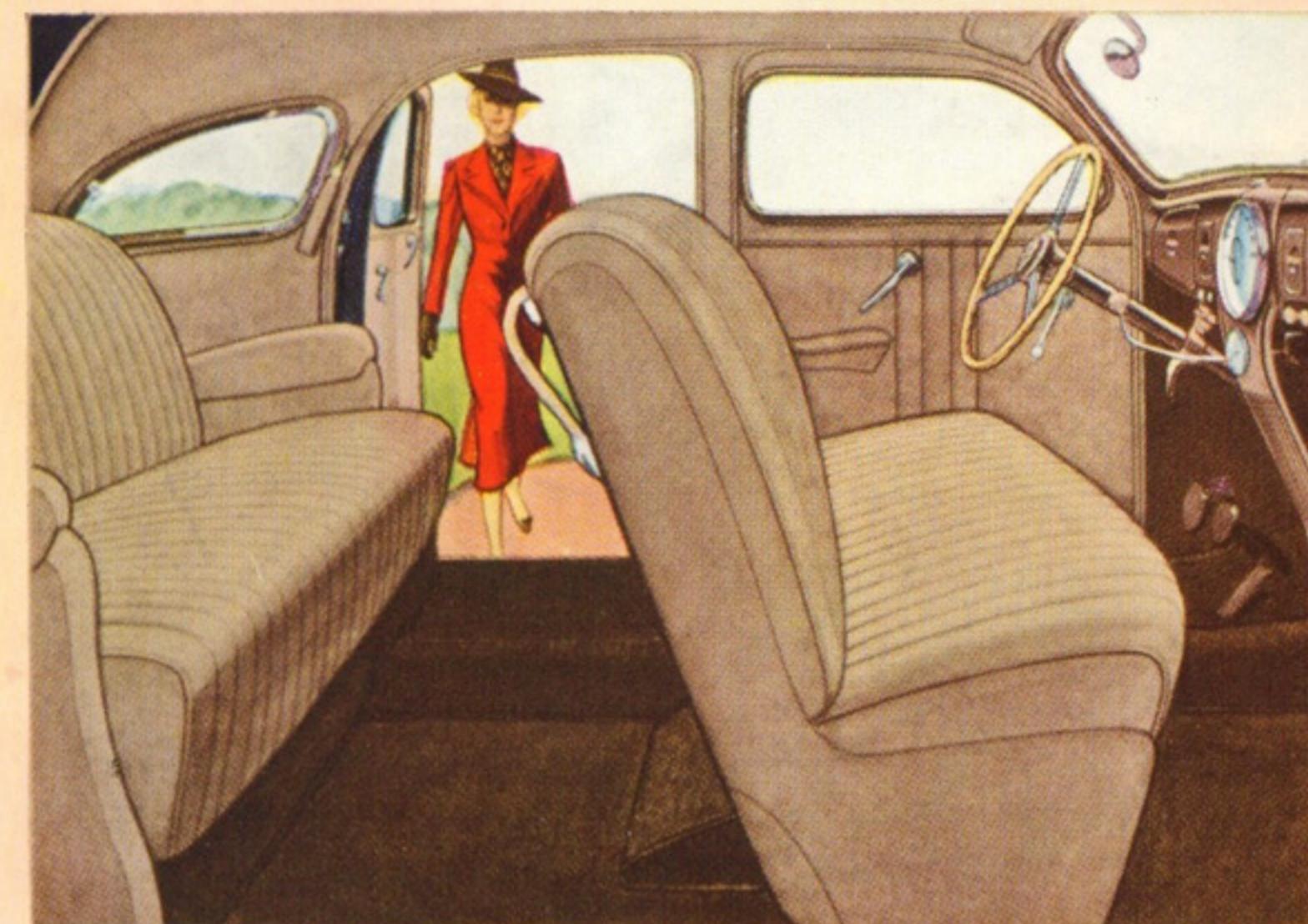
FOR NEW

*COMFORT—
SAFETY—
ENJOYMENT*

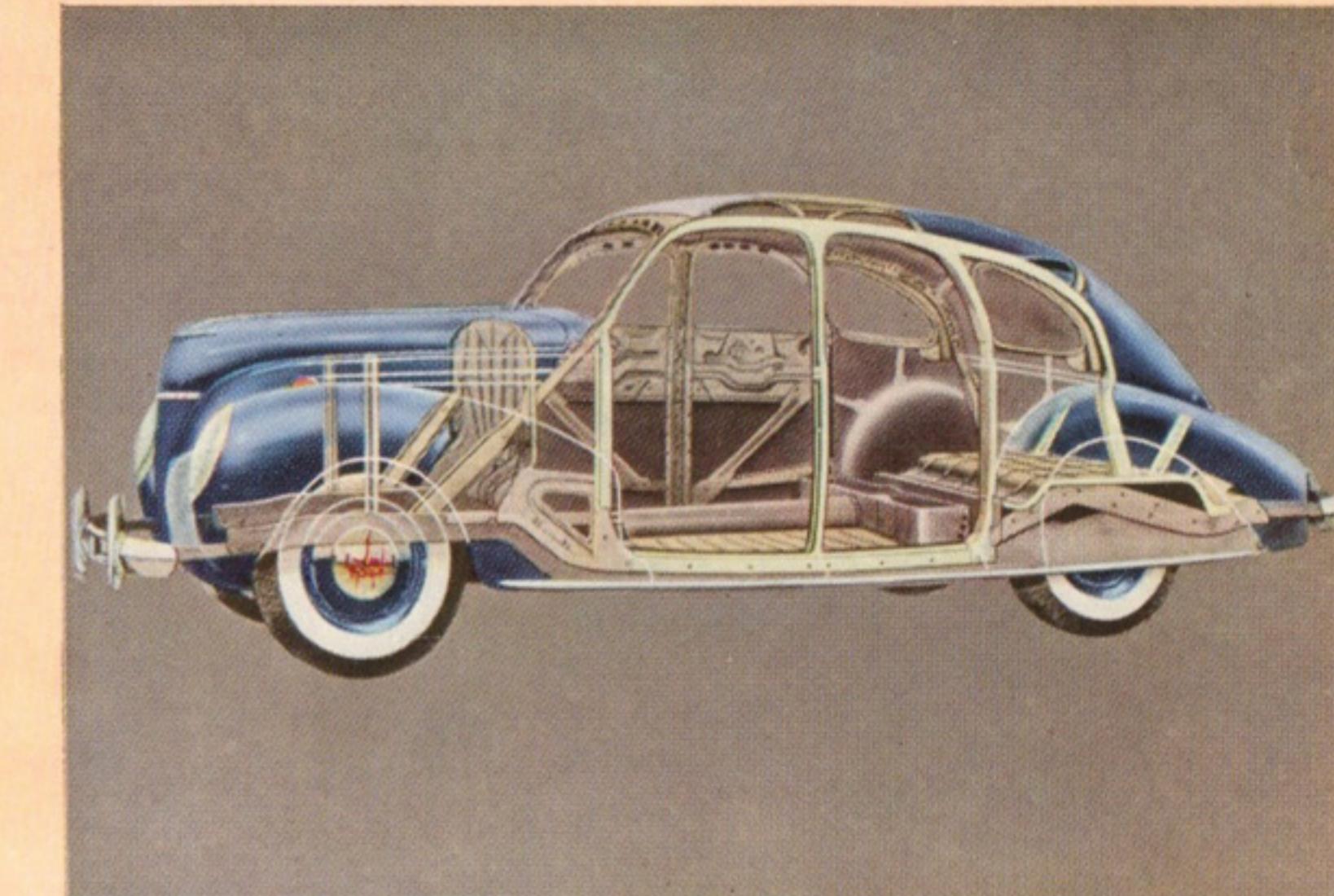
TAKE THE WHEEL
OF THIS TWELVE!



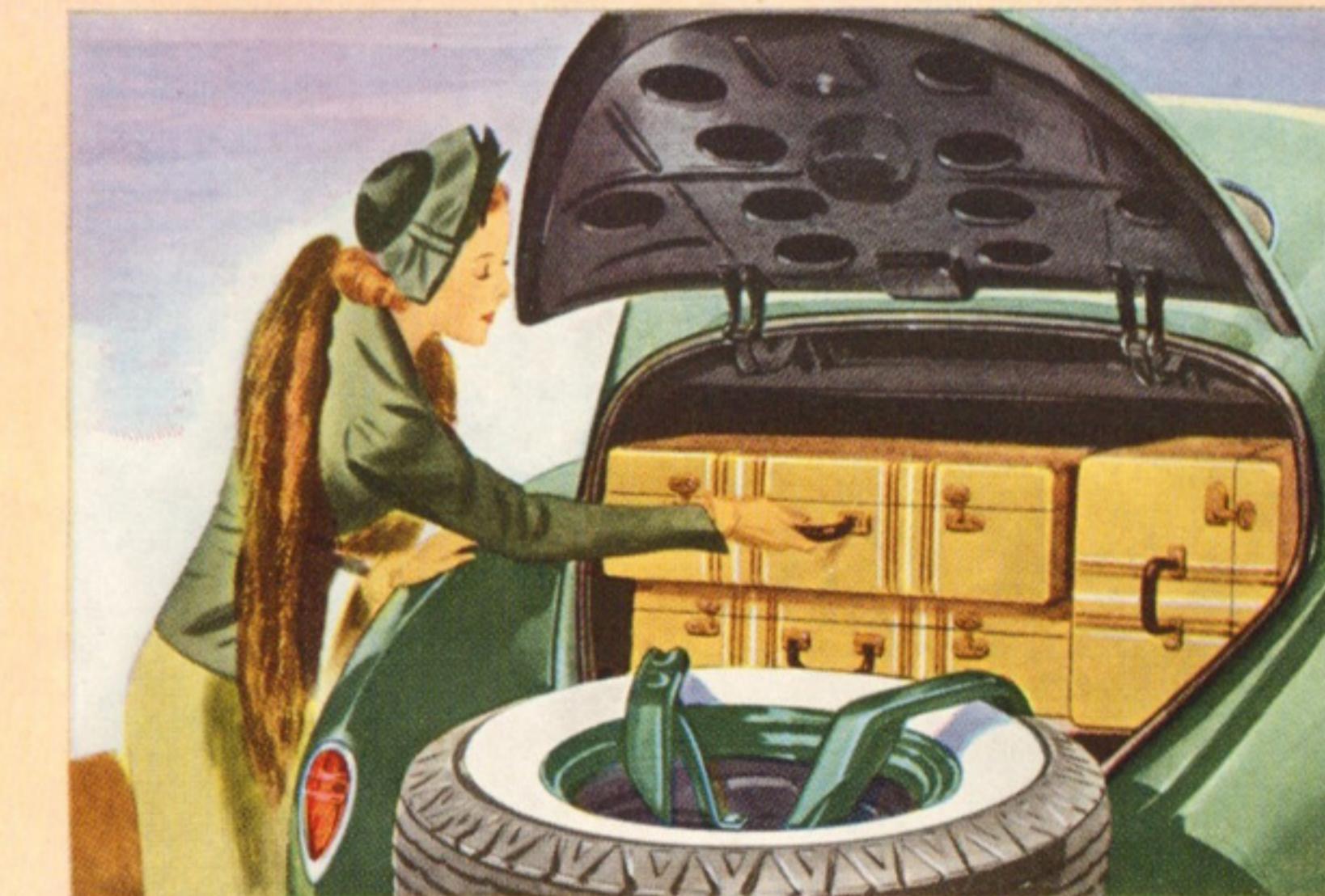
V-TYPE, 12-CYLINDER ENGINE, developing 110 horsepower. Efficient design and precision manufacture by Lincoln. This famous twelve-cylinder engine gives great smoothness, great flexibility, great ease in driving.



LUXURIOUS INTERIORS—a completely modern car in every appointment. Chair-high seats. Exceptionally wide bodies. Upholstery materials selected for beauty and wearing qualities with a choice of broadcloth or cord in closed types.



UNIT BODY AND FRAME IN CLOSED TYPES—steel panels welded to steel framework, sides, top and bottom. Light weight—for efficient operation. Rigid strength—for safety. Exceptional freedom from squeaks or rattles.



SPACIOUS LUGGAGE COMPARTMENT—the large luggage compartment in the rear deck (automatically lighted) is lined, and is dust-proof and water-proof. The spare tire and wheel, also carried here, swing outward easily.

1939 LINCOLN-ZEPHYR V-12

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.