THE QUALITY GROUP FOR 1940

THE FIVE CARS in the Ford Quality Group for 1940 all offer more for your money than ever before.

There will be a tendency to take some of this advance in value for granted—for motorists expect Ford cars, like all cars, to improve year after year.

But in automobiles, everything is relative. The Ford Motor Company—with its control of production from raw materials to finished product, its ability to distribute the benefits of this control over all its cars, and its engineering skill—is in an exceptional position to offer high value.

In addition, the company's pricing policy is distinctly unusual.

Even with the production economies made possible by the vast resources behind it, the cost of today's Ford *to its builders* is high. That is because so much *quality*—so much high-priced material and design—goes into it.

But the cost *to the buyer* remains low. The only way this can be done is for the company to take an unusually small profit per car. And that is what is done.

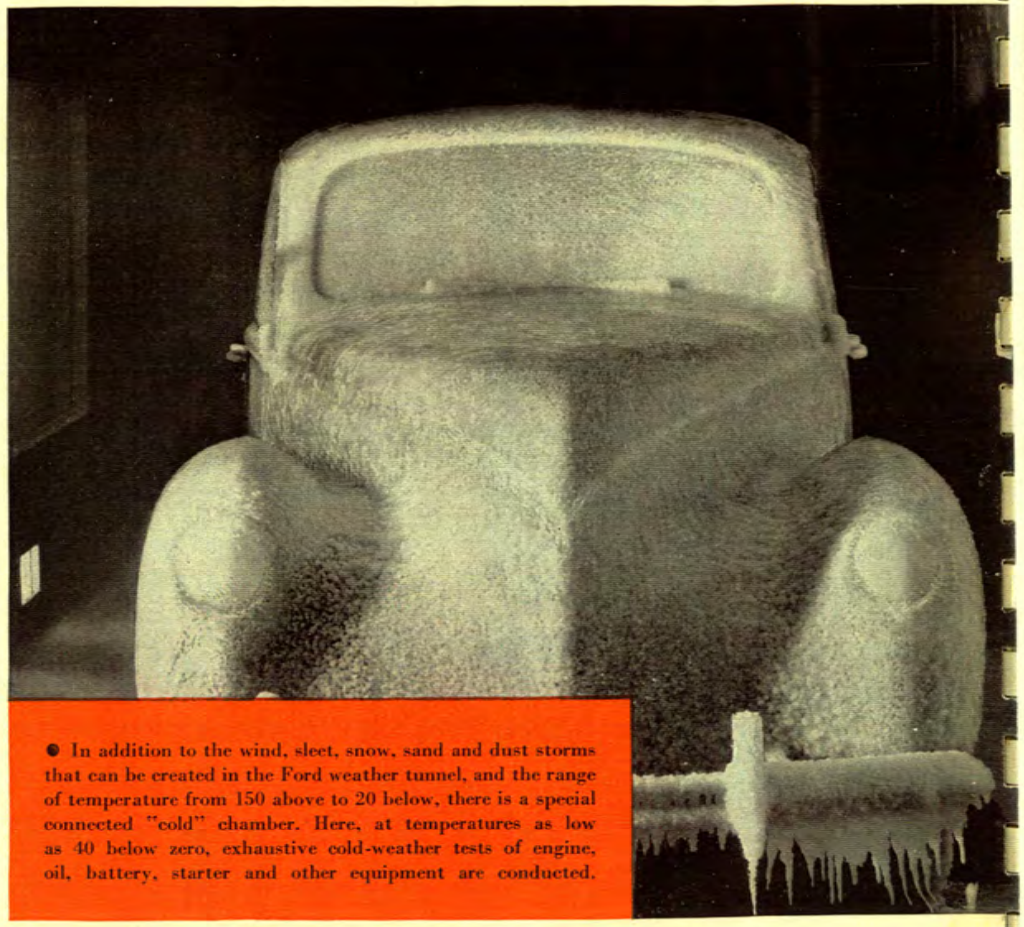
So the low-priced Ford, with its current advances in style, comfort and convenience, is the best possible example of making the buyer's dollar go a long way. You will find some interesting reasons for this in the following thirteen pages of this book.

And these reasons apply with equal force to the other cars in the line—the De Luxe Ford, the Mercury, the Lincoln-Zephyr, the Lincoln—and the broad line of Ford Trucks and Commercial Cars. All are products of the same deliberately different methods, resources and policies.

Each in its field brings home a new conception of what a given amount of money can buy. Each is a better buy than it would be if a separate company produced it. The motorist can select a car that meets his needs in size, style, power and price—*and get the kind of money's worth he associates with the Ford name, no matter what he cares to pay.*

Man-made weather . . . at its worst

● The control panel outside the tunnel looks like an organ console. Here the operator can take readings on a great many conditions . . . air speed, temperature, humidity . . . engine speed, fuel consumption, combustion efficiency . . . cooling system temperature, oil pressure . . . wind "drag" of the car, and many other factors important to design.



● In addition to the wind, sleet, snow, sand and dust storms that can be created in the Ford weather tunnel, and the range of temperature from 150 above to 20 below, there is a special connected "cold" chamber. Here, at temperatures as low as 40 below zero, exhaustive cold-weather tests of engine, oil, battery, starter and other equipment are conducted.

THE REPUTATION of the Ford organization for pioneering in manufacture is matched by its reputation for pioneering in research. Here spectacular progress has been made. For never before have motor cars had the benefit of such remarkable testing equipment as that developed by the Ford Motor Company in the last year or two.

An outstanding example is the huge "weather tunnel," first of its kind ever built for automobile research, in operation at the Ford Engineering Laboratory. It is dramatic to the person who sees it for the first time—but to the engineers who operate it, working with "the world's worst weather" is an everyday job.

Here weather is made to order. The purpose is to find out how newly designed cars and trucks will perform under any kind of weather to be found anywhere, at any time. In addition, the tunnel is equipped for close study of the streamlined efficiency of various types of body design.

While a test car runs at varying speeds on the tunnel treadmill, engineers sitting safely outside create fog or cloudburst, sleet or snow, breeze or gale, light dust or Sahara sandstorm. They produce temperatures from 150 degrees above zero to 20 degrees below. They regulate atmospheric pressure to simulate sea level or mountain height, "load" the treadmill to give the effect of steep climb or downhill coast, and check every detail of the car's performance on accurate instruments.

Every day the tunnel delivers weather that would take months to find in nature. And out of it come cars that will give you good service in any climate, anywhere.

THE STYLE LEADER—NEW IN SIZE POWER AND BEAUTY

From its introduction, the Lincoln-Zephyr each year has set new standards for the automobile industry. It has given more at medium price than has ever been given. . . . For 1940 an entirely new Lincoln-Zephyr is offered—new in body design, new in size, power and beauty. It is, to an even greater degree, the outstanding value in its price field!

Handsome new streamlines are functional in design. Already a large car, the Lincoln-Zephyr is bigger for 1940—outside and inside. Sedan luggage space is increased by a third. There are two striking new body types—the Club Coupe and the Continental Cabriolet.

The Lincoln-Zephyr is the *only* car of its kind. The unit-body-and-frame, in closed types—provides great strength with light weight. It is the *only* car at medium price with a twelve-cylinder engine—smooth, flexible, *and economical. Horsepower this year is increased.*

Other changes for 1940 make the Lincoln-Zephyr a better and more comfortable car to drive. Finger-Tip Gearshift on the steering post. Panorama windshield—for greater visibility. More powerful headlamps—the new Sealed-Beam type. Controlled Ventilation. Hydraulic brakes assure smooth, even stops. . . . You must see the Lincoln-Zephyr to realize fully that the car unique in design is unique also in *value!*

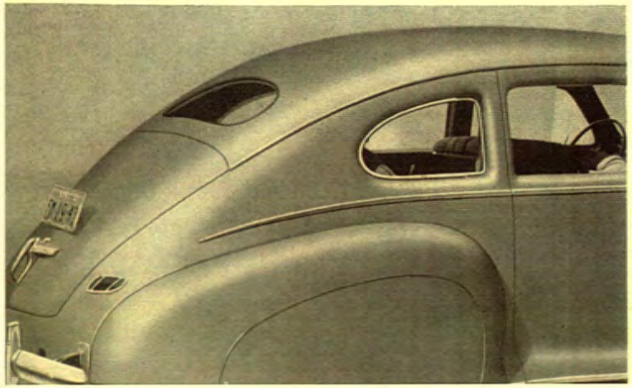
NEW SIZE

SIZE IN ITSELF means little. Size in conjunction with forward-looking engineering means much—to comfort, to safety. The Lincoln-Zephyr always has been a big car. With size working hand-in-hand with intelligent engineering, Lincoln-Zephyr always has been a *supremely comfortable car.*

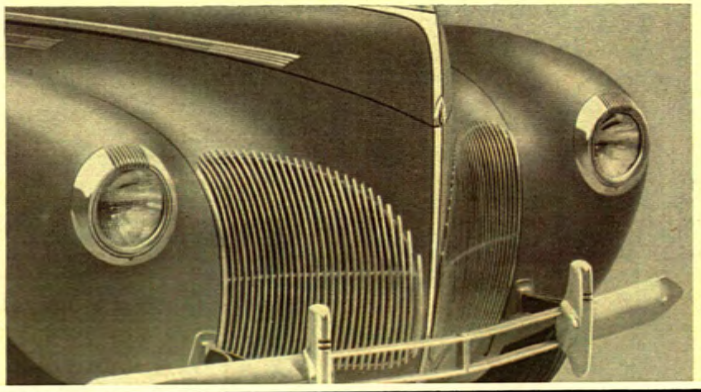
But the Lincoln-Zephyr for 1940 is still bigger. The hood is longer. The front seat is wider. The rear seat is wider. There is more head room and shoulder room. Space under the instrument panel is clear. The new panorama windshield is deeper.

Combine this growth in size with Lincoln-Zephyr's engineering achievements. New dimensions *plus* balanced distribution of car weight and passenger weight . . . *plus* low center of gravity . . . *plus* chair-high seats . . . *plus* all-steel unit-body-and-frame in closed types . . . *plus* the V-type 12-cylinder engine . . . *plus* hydraulic brakes . . . all result in comfort for any road under any conditions.

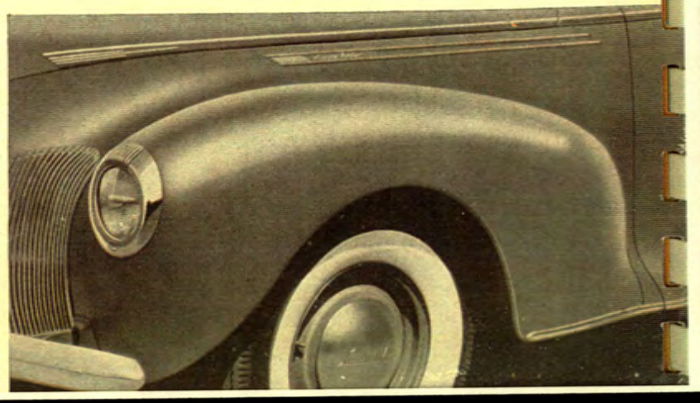
Bigger rear window, made of tempered glass, in one piece, is curved to fit contour of larger rear deck.



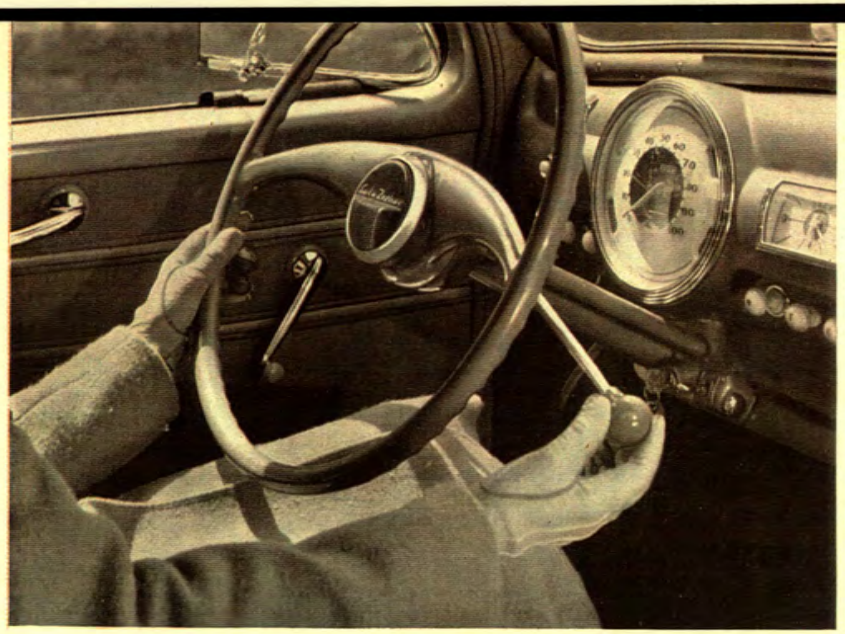
New radiator grille. Grille bars rise and spread swiftly backward, as though cutting the way through the wind.



New front fenders. Redesigned this year, long, rounded fenders blend smoothly into the body.



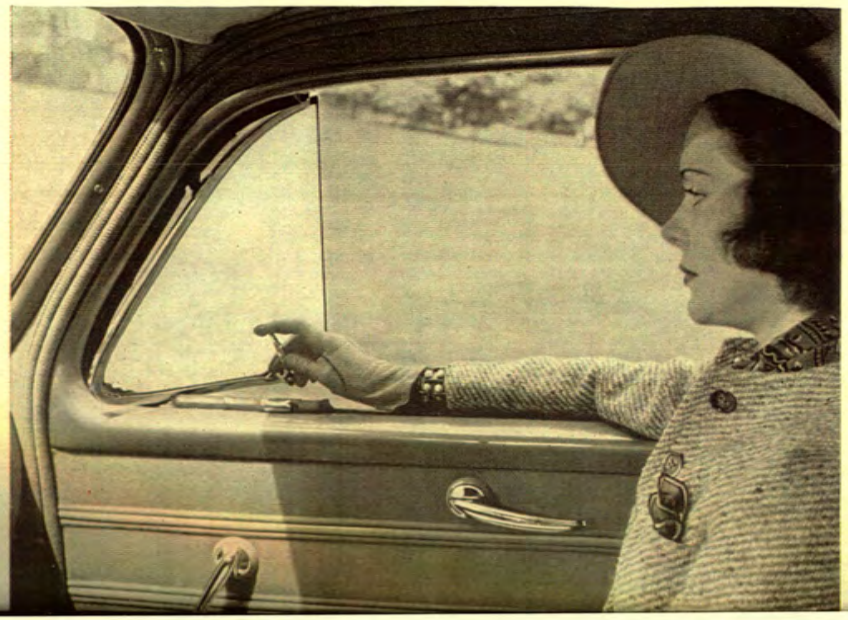
BY THE RULER, the Lincoln-Zephyr for 1940 is bigger inside than the car has ever been. Seats are wider in front and rear. Six people ride in comfort. Each has all the space he requires. This is true of the Sedan; it is equally true of other body types. The person next to the driver does not crowd him. There has always been plenty of space up front; there is more now, with the space under the instrument panel entirely clear. Journeys begin and end in comfort when six travel the Lincoln-Zephyr way.



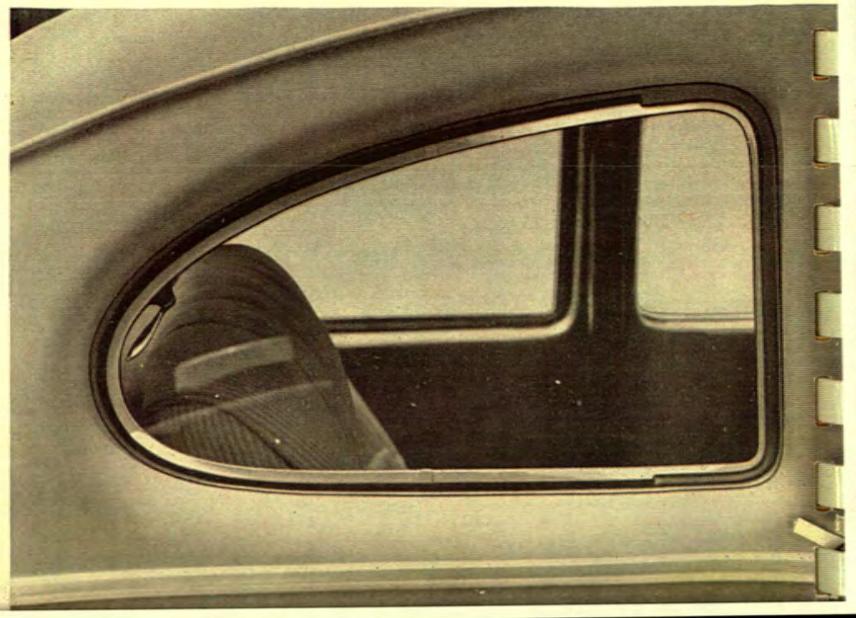
New gear-shift position. In the 1940 Lincoln-Zephyr, the gear-shift lever is placed on the steering post. A touch of the fingers sends you lightly and smoothly from first to second to third gears.

New panorama windshield. The new windshield is 2½ inches deeper. All the world is before you! 22% more glass, 500 square inches, is added to front, side and rear windows.

New ventilation system. On stormy or wintry days, control-wings, built into the front door window space, open out to admit fresh air without rain and without draft on those in back.



New rear quarter windows. The rear quarter windows are considerably larger than formerly, increasing the visibility and adding pleasure for rear seat passengers.



Chair-high seats. In front and back, you sit on seats chair-high. Your back reclines restfully at the right angle. Your feet are flat on the floor. The seat tilts slightly upward.

Curb level entrance. Entering or leaving the Lincoln-Zephyr is the most natural act in the world. One step takes you from floor of car to curb. Running boards are not needed, the car is so low.

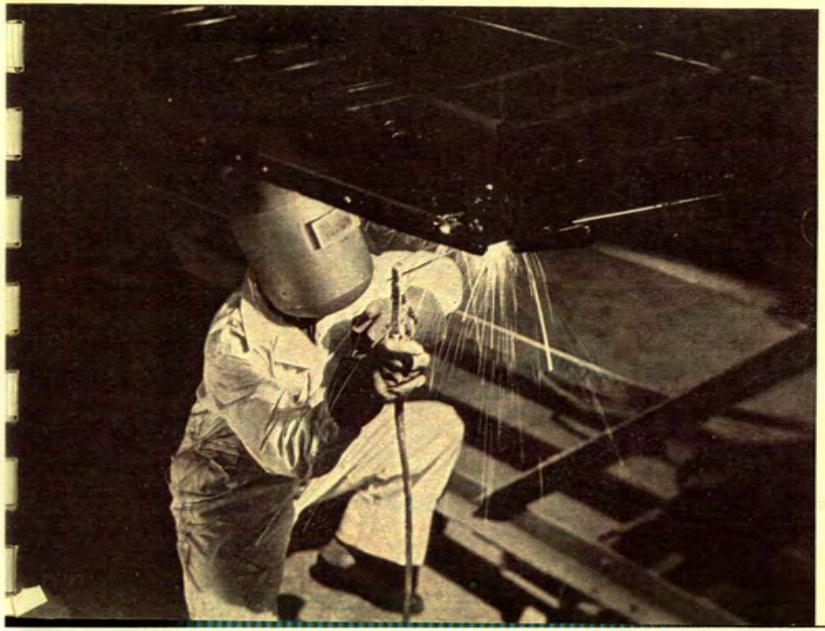
Three up front. Three passengers ride up front. There has never been need to crowd, in the Lincoln-Zephyr. With space under the instrument panel clear, there is still more room.

New luggage space. There is 30% more luggage space in Sedans than before; space in other body types is increased proportionately. Spare tire with wheel is beneath a floor board in the rear deck.

Precision manufacture. Johansson gages, magical blocks of steel, accurate to within two-millionths of an inch, test all shop and working gages in the Lincoln-Zephyr plant.

Rain test. Every car is subjected to this high-pressure deluge, to test for water-tightness. Doors of the Lincoln-Zephyr are sealed to keep out dust and dirt, as well as moisture.

Steel to steel. The sputter and glare of an arc-torch illuminates the rigid steel Lincoln-Zephyr framework, as the workman welds steel panels to it. Great safety is built-in.



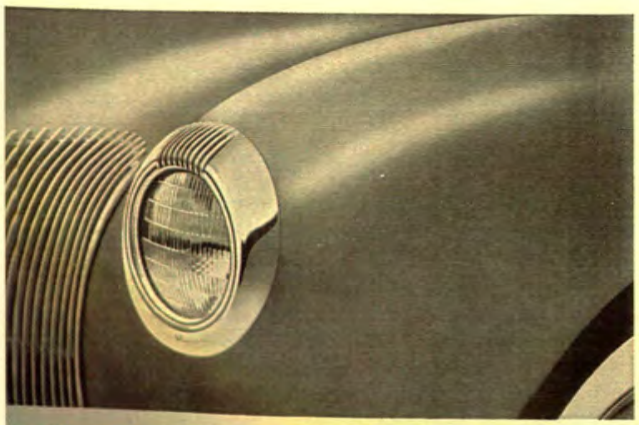
Final check-up. Sweeping around a track which includes ruts, railroad ties and worn macadam, *every* Lincoln-Zephyr is put to test before it leaves the plant. It will be right, or be changed.

NEW POWER

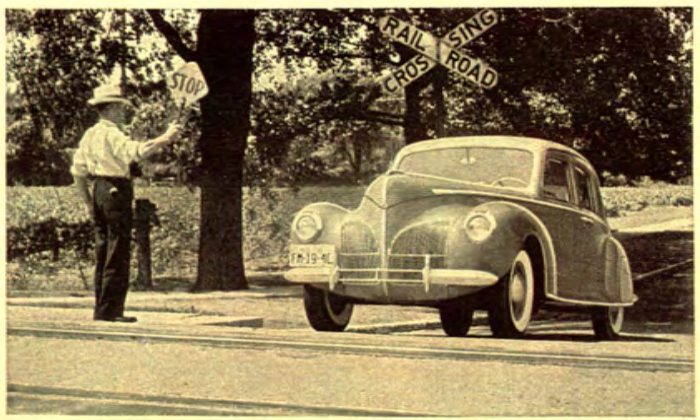
AN ERA CLOSED and an era began when the first Lincoln-Zephyr appeared. A new kind of car, its design breaking with the past, was on the roads. But another feature of the Lincoln-Zephyr placed it in a field by itself. This medium-price car had a twelve-cylinder engine.

The Lincoln-Zephyr engine was news. It is still news. Designed by Lincoln engineers, built in the Lincoln plant, it is today the only "twelve" in the medium-price class. It is a compact engine. It is smooth and quiet, as a "twelve" alone can be. Its performance speaks creditably of its Lincoln origin. *This year, horsepower is increased to 120. The engine, already powerful, gains in power.*

The economy of the Lincoln-Zephyr engine is perhaps its most singular feature. Efficient design, modern streamlining, and high power-to-weight ratio will combine in 1940 to keep running costs at a low level.

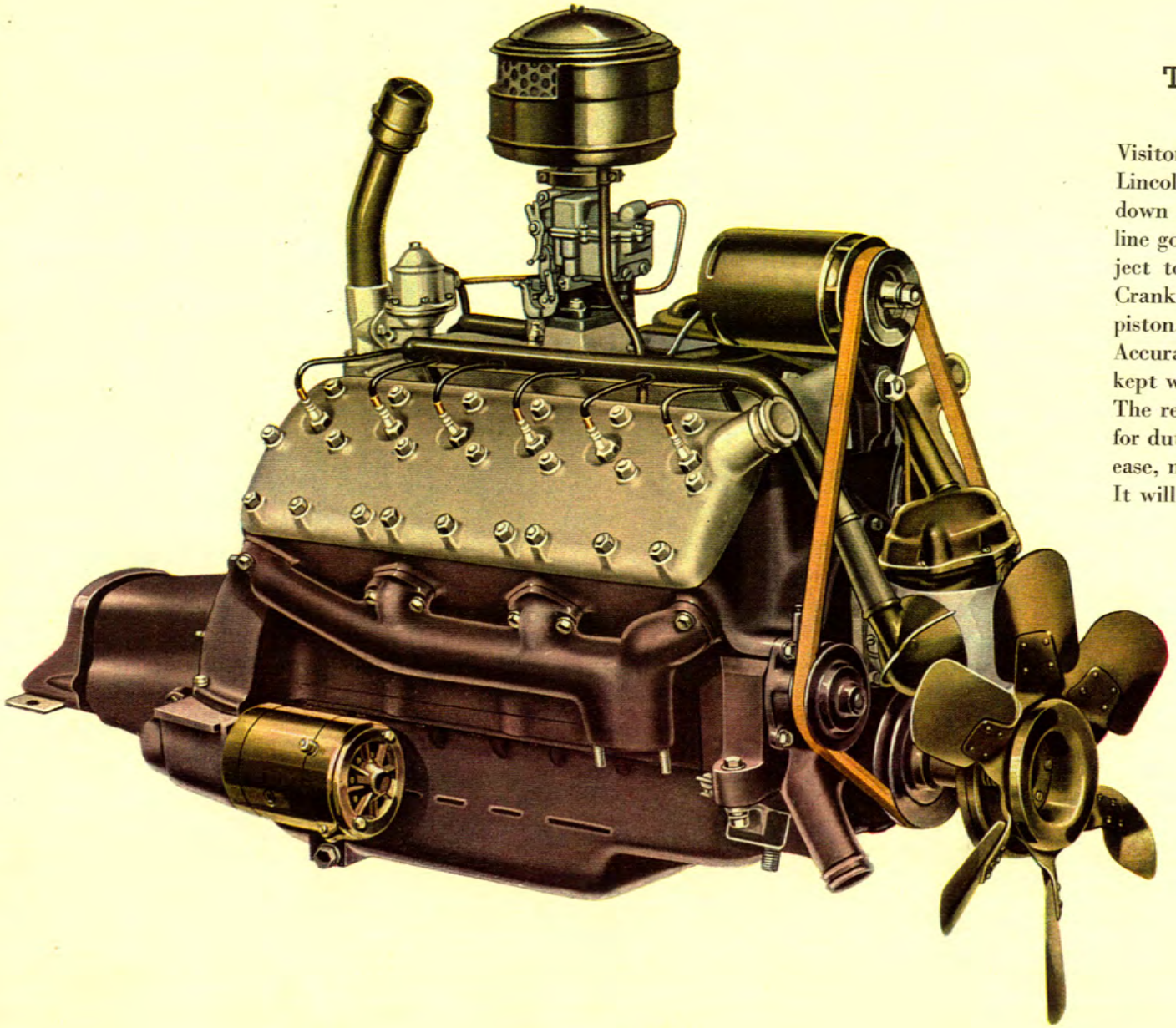


New headlamps. Powerful, moisture-tight Sealed-Beam Headlamps give 50% more light, greater safety.



Hydraulic brakes. Smooth, even stops, even in an emergency. Only slight pedal pressure is required.

Continued economy. Due to: (1) efficient engine design; (2) high power-to-weight ratio; (3) streamlining.



The power that comes from precision

Visitors at the Lincoln plant see the famous Lincoln precision engine proceed, slowly, down the assembly line. Down a parallel line goes the Lincoln-Zephyr engine—subject to the same standards of accuracy. Crankshaft, connecting rods, cylinder head, piston, each part abides by the one rule: Accuracy. Thousands of operations are kept within tolerances the eye cannot see. The result is an engine superbly prepared for duty . . . ready to conquer, with equal ease, mountain, desert, or heart of a city. It will go cheerfully where you bid.

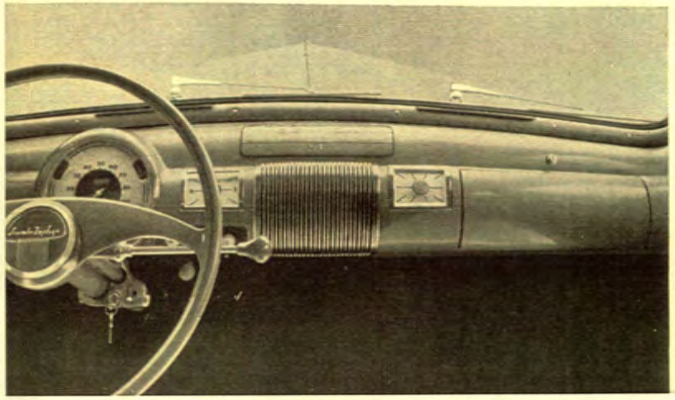
NEW BEAUTY

DESIGNERS of the first Lincoln-Zephyr had two alternatives. They could follow patterns of the past. Or they could break with the past—acknowledge that the modern automobile deserved its own kind of lines, and owed no allegiance to horse-drawn vehicles. They did the latter.

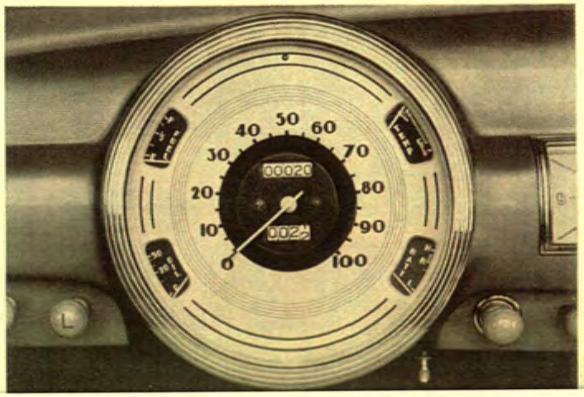
The next step was to create not the outside lines of the Lincoln-Zephyr, but *the unit-body-and-frame.* This unique structure determines the car's outward beauty. Using it as a foundation, designers proceeded with graceful hood, sweeping sides, sloping rear deck. Out of the Lincoln-Zephyr's function grew its form.

This new approach to motor car design changed the styles of the automobile industry. It continues to do so in 1940. For the new Lincoln-Zephyr is still functional in design. It still breaks with tradition. *But it is a more beautiful car than ever before.* The style leader of the past four years is in 1940 the style leader more than ever.

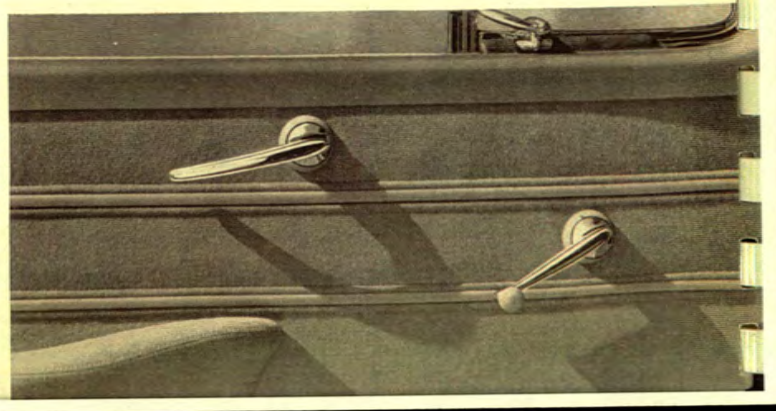
New instrument panel. All gages are located directly in front of the driver. There is a glove compartment.

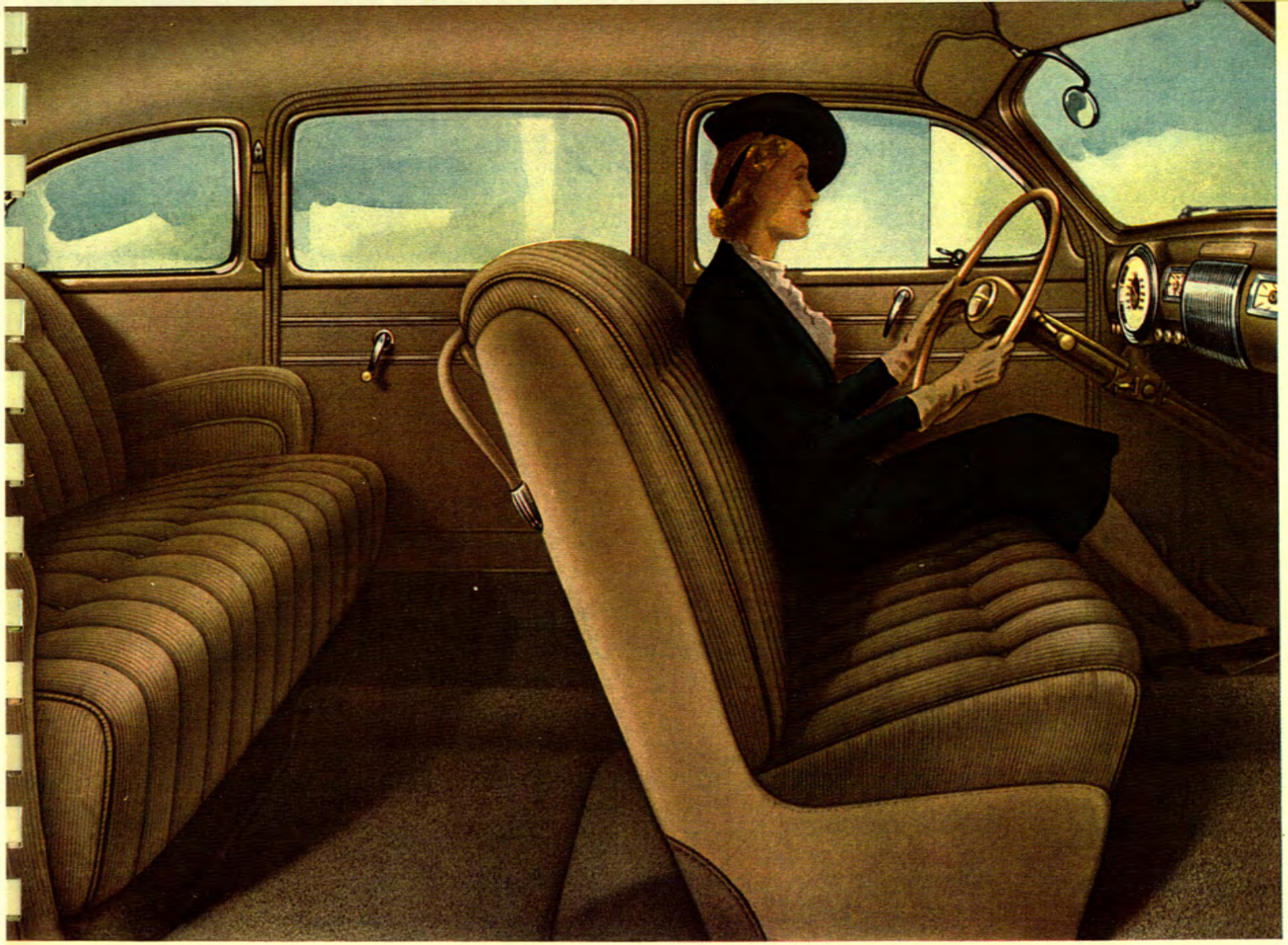


New instrument cluster. Convenient grouping of the speedometer, gages, and headlight beam indicator.

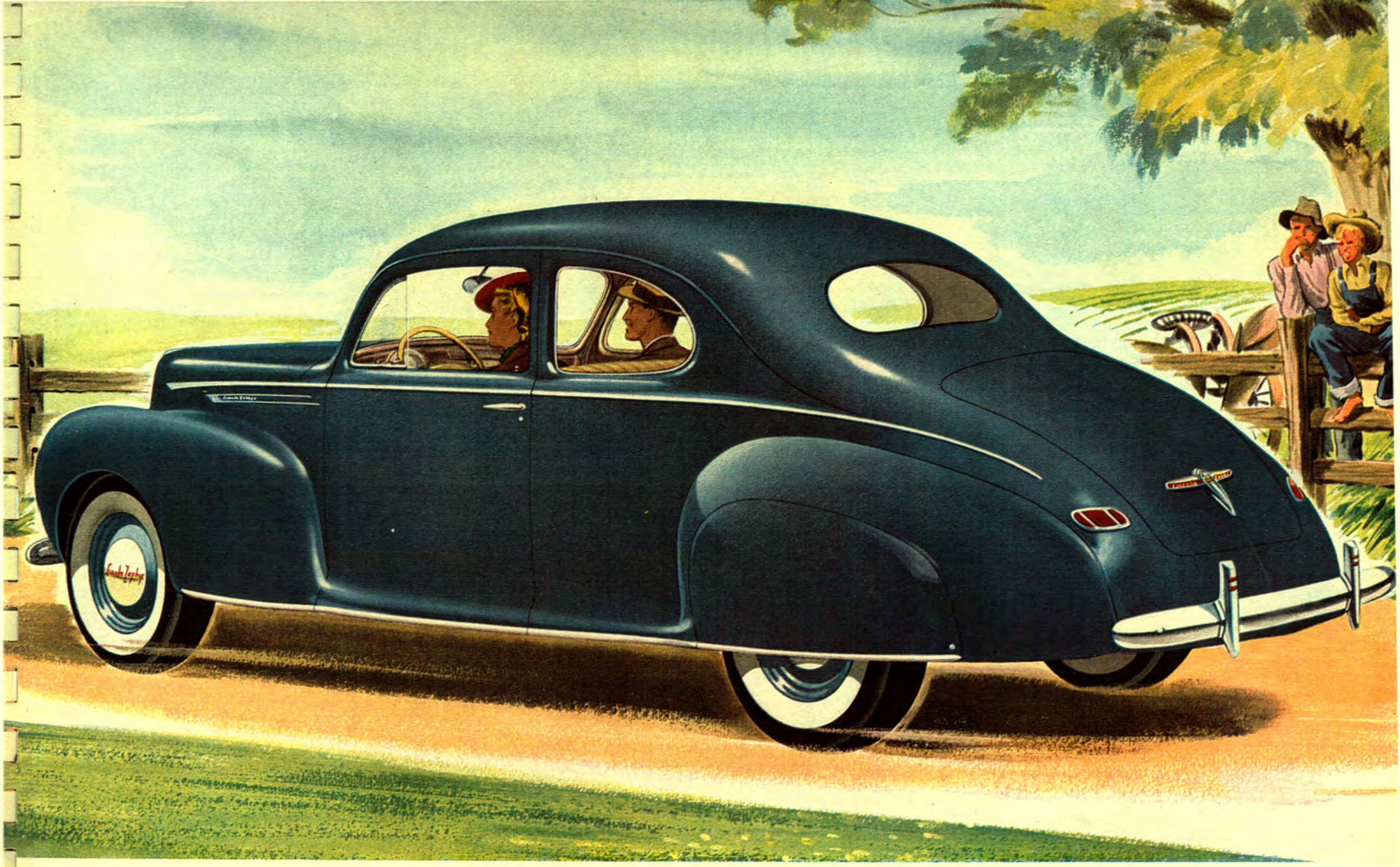


New hardware. Interior fittings are in the spirit of the car. Arm rests correctly located for comfort.

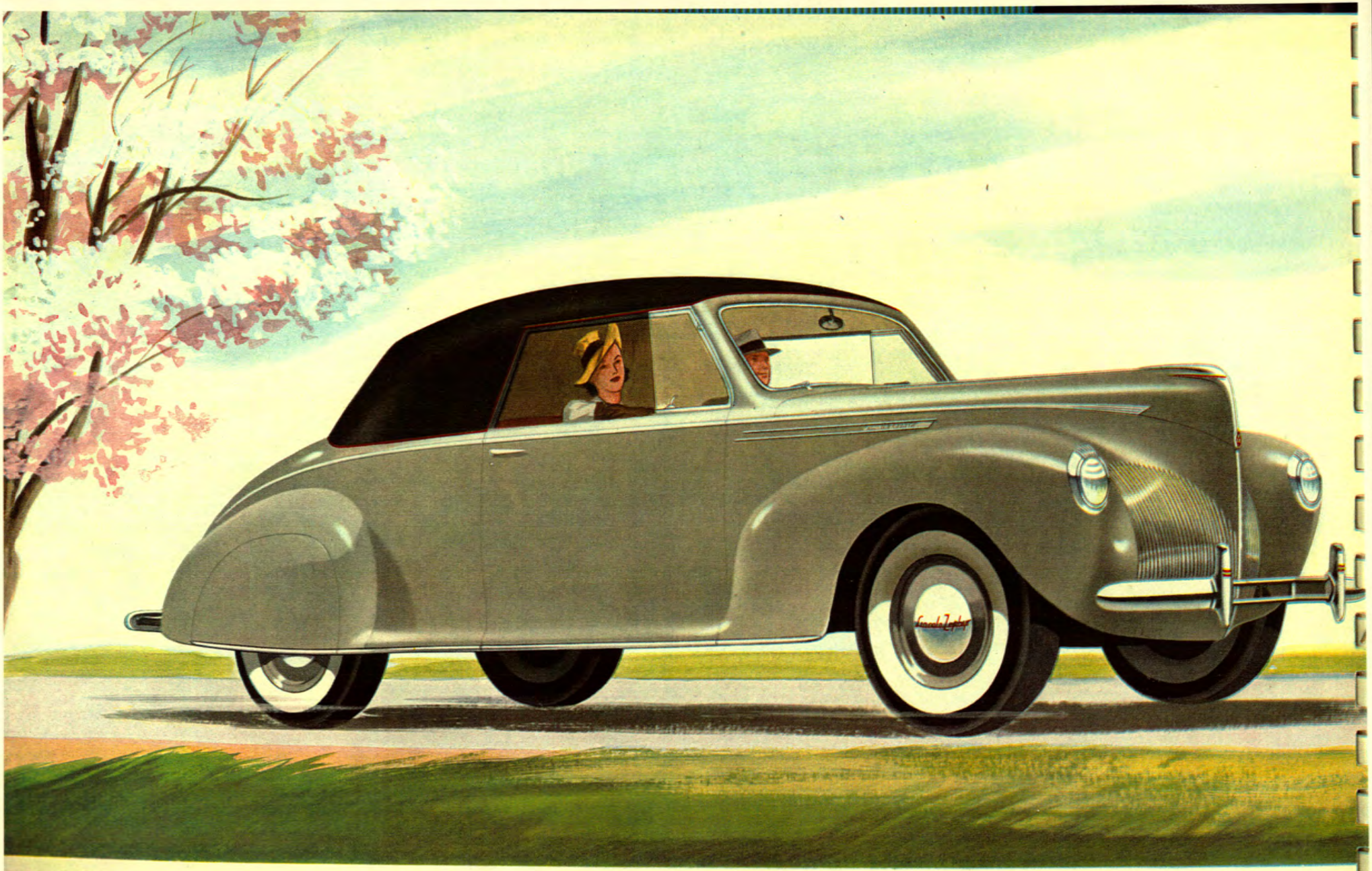




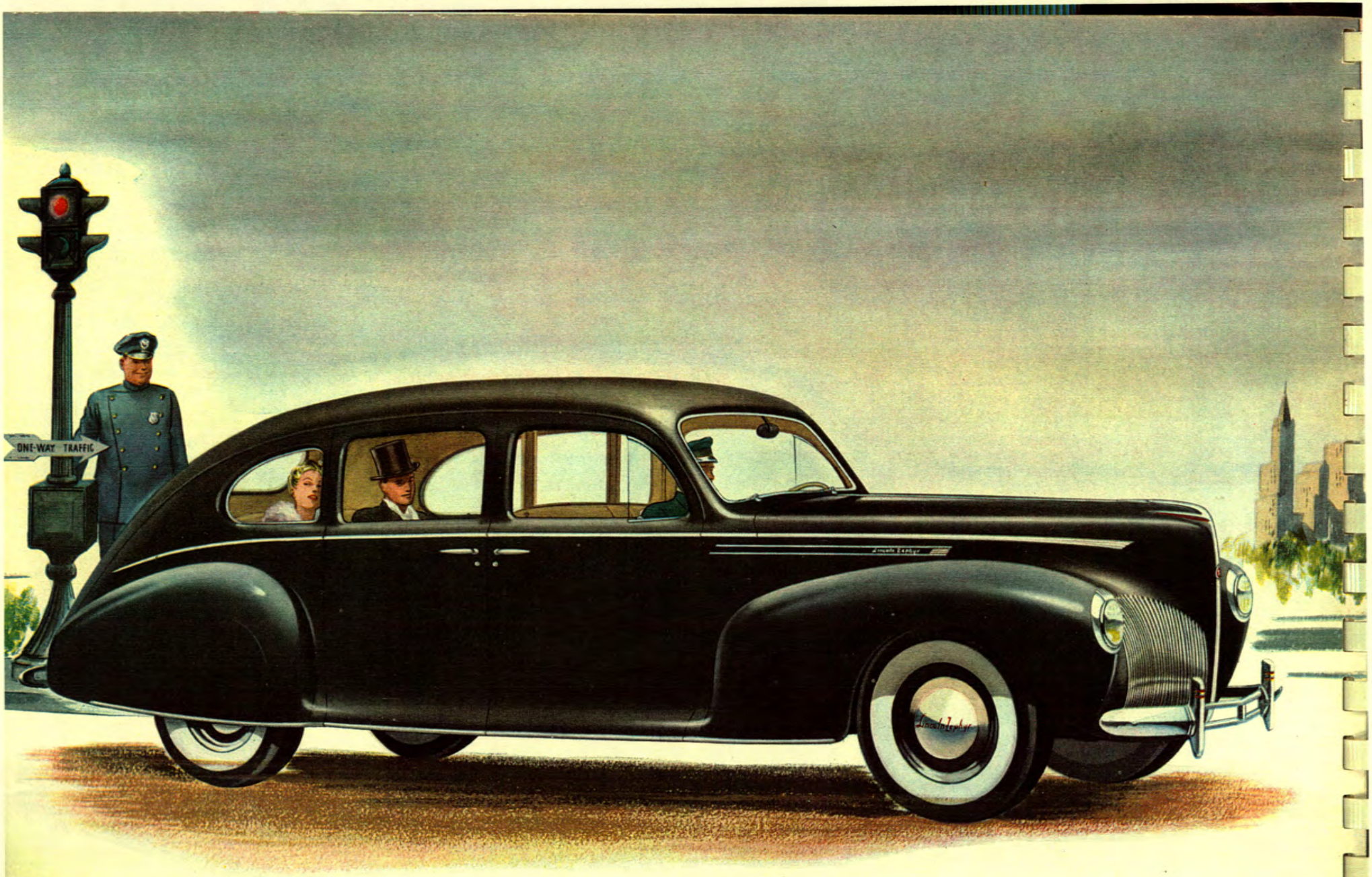
New interiors. Lincoln-Zephyr interiors in 1940 are entirely new! New upholstery, new style and trim, new hardware, new garnish moldings result in a front and a rear compartment more attractive than ever . . . Seats are like divans. Coil seat springs, as in fine furniture, are individually wrapped. Upholsteries are selected for beauty and resistance to wear. You have a choice of broadcloth or cord in closed types and leather or leather and whipcord in convertible types . . . The seat adjustment rack is now equipped with rollers, so that the front seat slides forward or backward without effort. Also, the height and the angle of the seat can be adjusted.



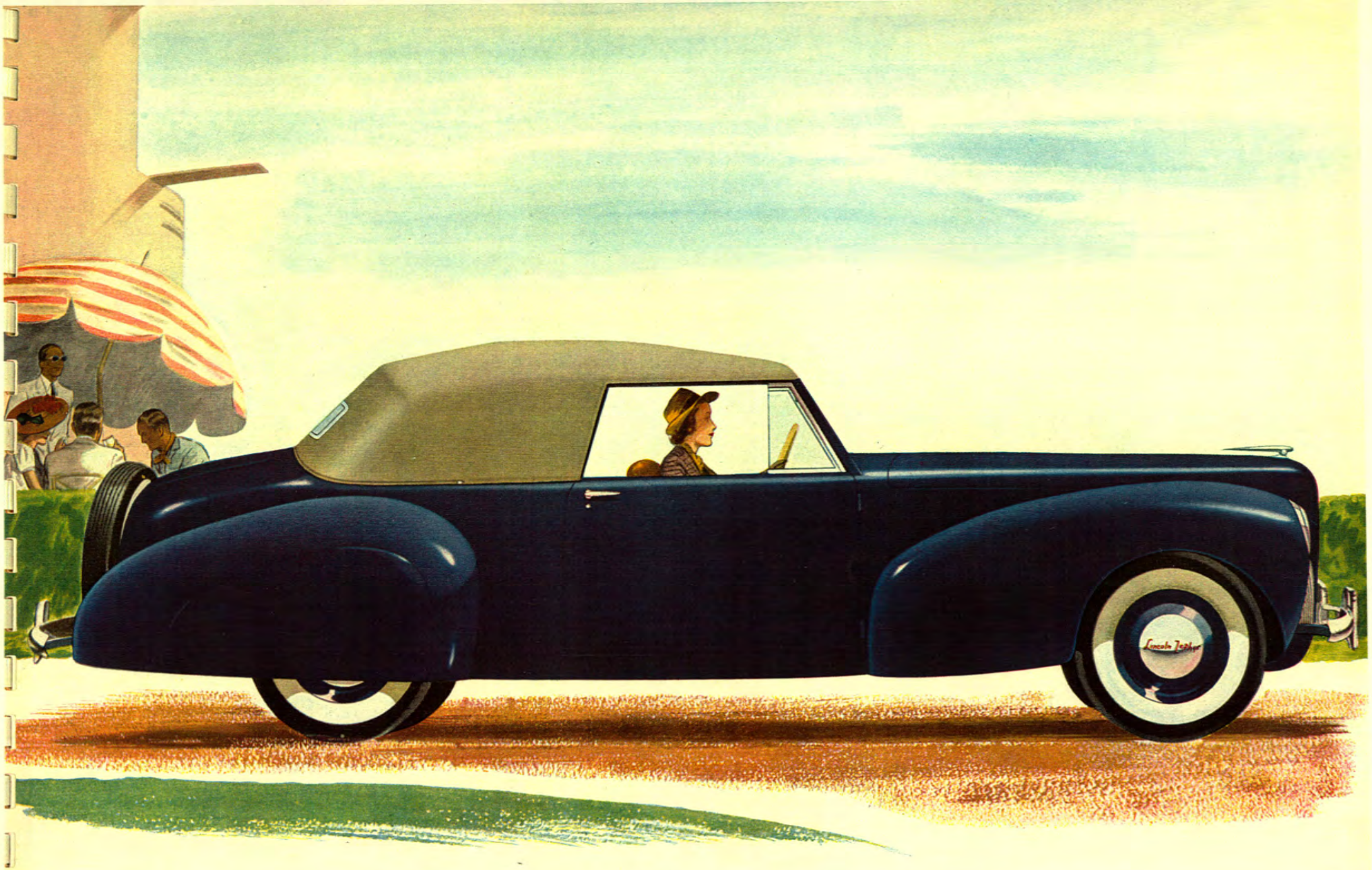
Club Coupe—This is a new Lincoln-Zephyr body type; there can be little doubt that its gay lines will be widely seen at the smartest country clubs and horse shows. It combines the trim contours of the Coupe with accommodation for 6 passengers. Behind the divided front seat is another seat, the entire width of the car, on which three passengers ride comfortably. Sports equipment and luggage may be stored in exceptionally large compartment in the rear deck.



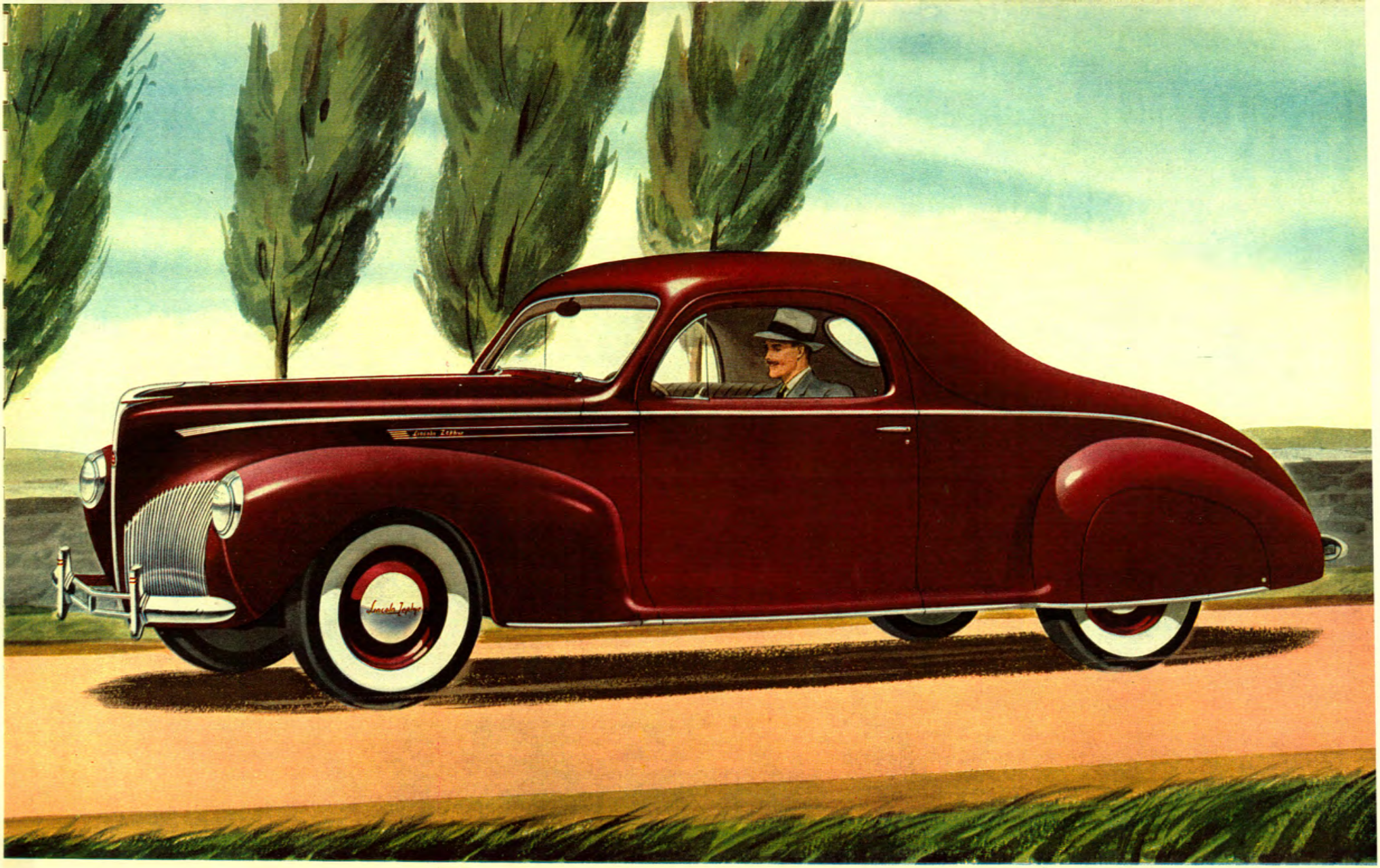
Convertible Coupe—Green boundaries of a polo field will be a familiar parking place for this jaunty car; it belongs where activities are smart, youthful, gay. Mechanism for lowering and raising the top is fully automatic. Pull a knob, and open skies are above you. Push the knob, and the top swings gently back to be locked in position. The wide seat in the rear, upholstered in leather, is reached by tilting forward the divided front seat. There is a large rear-deck compartment.



Town-Limousine—A car for formal uses need not suggest the carriage era. It can provide the traditional privacy of enclosed rear compartment, and still offer modern streamlining. That is precisely what the Town-Limousine does. A glass partition, adjustable at will, separates front from rear quarters. The driver's section is upholstered in top-grain leather. An arm rest may be lowered to convert the rear seat into two comfortable arm chairs. Special custom interiors available.



Continental Cabriolet—The flavor of European boulevards is in this dashing new Lincoln-Zephyr body type. The hood is 7 inches longer than on other Lincoln-Zephyrs. The car is 3 inches lower. Upholstery is a special combination of leather and whipcord. The top is fully automatic. When skies are clear, you pull a knob and all the world is above you. When clouds appear, the push of the knob returns the top gently to position for locking. The rear seat accommodates three passengers.

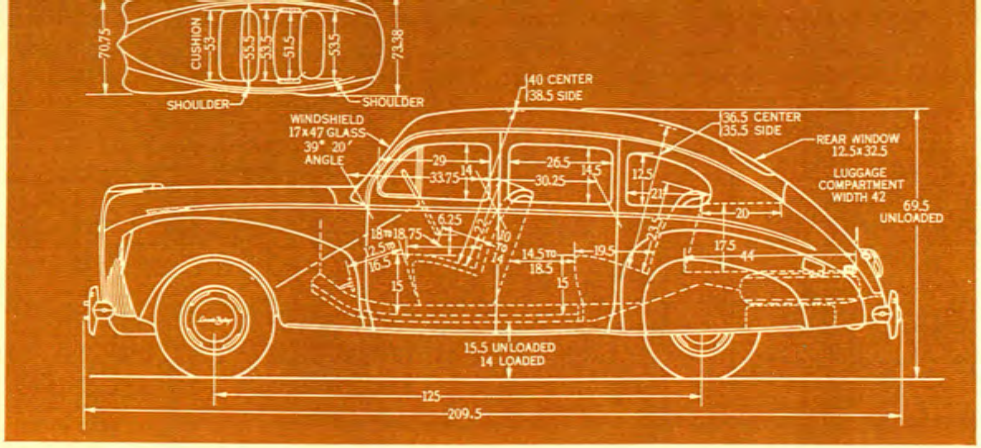


Coupe—The Coupe is primarily a personal car. It is busy on the duties of the surgeon or the banker; or, it carries the mother to club, to luncheon, to school for the children. Three passengers ride on the front seat. Small trunk, golf bags and cumbersome packages are easily accommodated in space behind the seat, reached by tilting forward either half of the divided front seat back. (Two opera seats, factory installed at extra cost, may take the place of luggage space and shelf.)

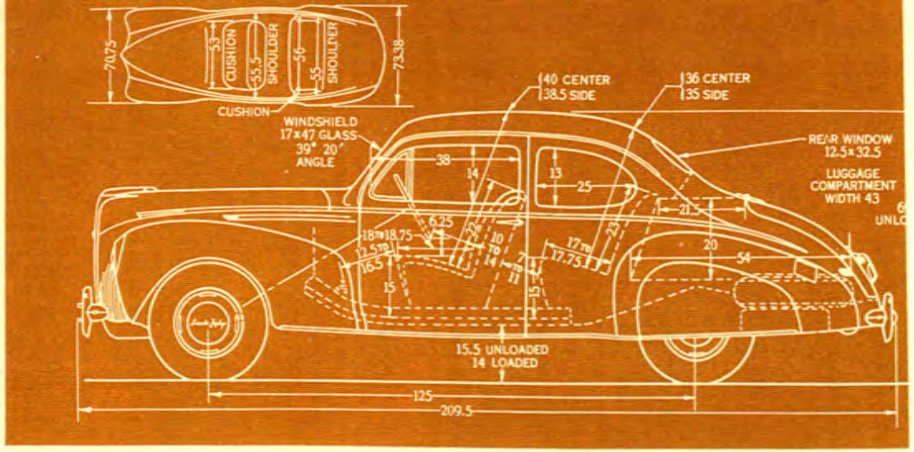
COLORS AND UPHOLSTERY

LINCOLN-ZEPHYRS are finished in Capri Blue, Arden Green, Burgundy Red, Dove Gray, Black, Tropical Sand, Beetle Green, Zephyr Blue. Each one is in keeping with Lincoln-Zephyr refinement and distinction. Special equipment, valued at three-quarters of a million dollars, bakes on the enamel. Seven coats go on every car—including three undercoats, each baked on for one hour at 250° Fahrenheit. Repeated rubbing, sanding, polishing, buffing gives a satin, brilliant sheen. . . . Upholsteries available are cord and broadcloth. In the Convertible models, you may choose leather, or a brilliant combination of leather and whipcord. If you desire interiors of great luxury, you can order Custom Interiors with headlining, upholstery and carpeting in softly harmonizing tones (at moderate extra cost) in a choice of Maroon, Green, Blue or Tan.

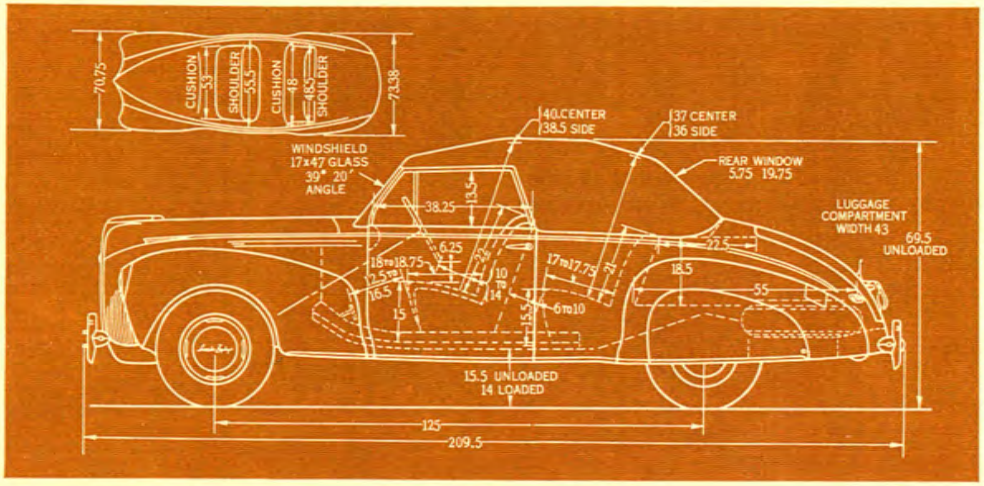
On the next page are dimensional drawings of each of the six Lincoln-Zephyr body types.



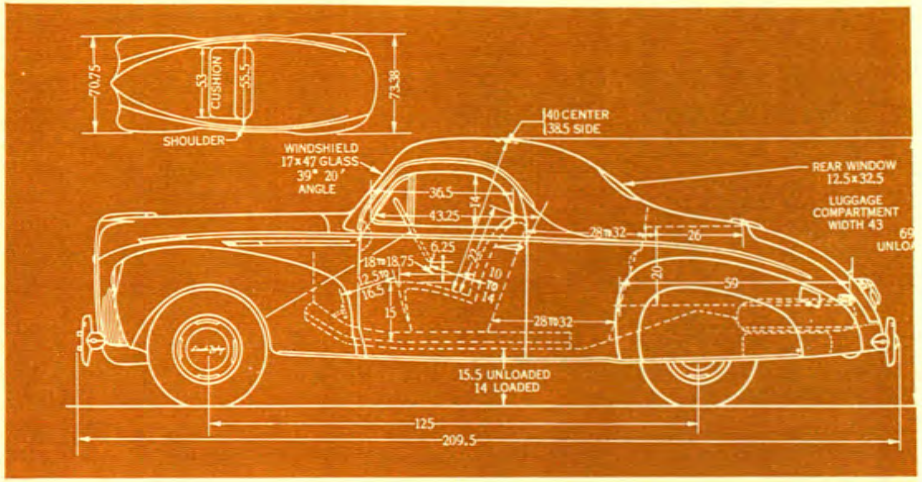
Sedan



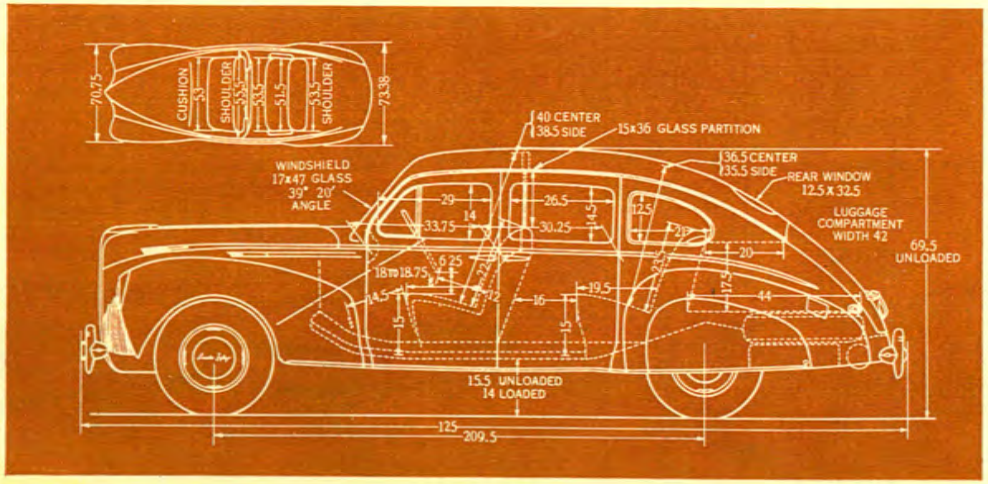
Club Coupe



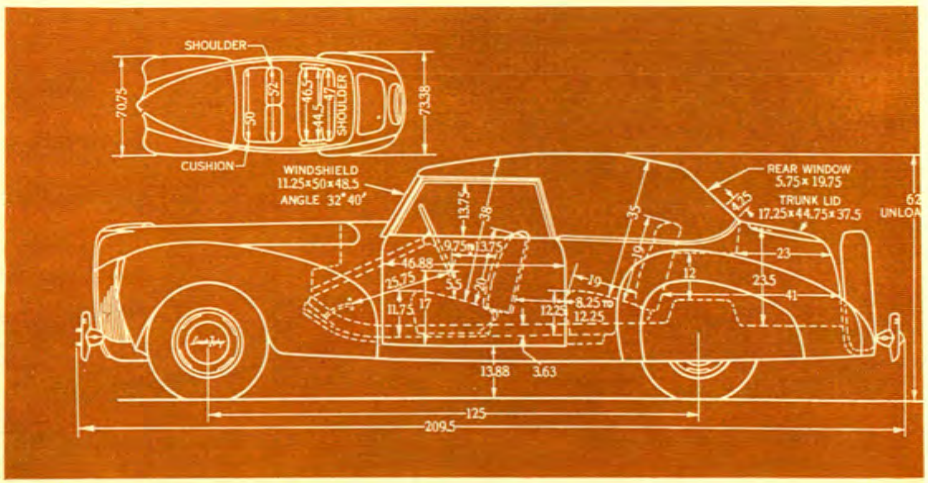
Convertible Coupe



Coupe



Town-Limousine



Continental Cabriolet

SPECIFICATIONS

ENGINE • V-type, 12 cylinders; Engine suspension—Three points, on rubber mountings; Bore and stroke—2.875 inches x 3.75 inches; Piston displacement—292 cubic inches; Taxable horsepower rating—39.7 hp; Brake horsepower—120; 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 aluminum alloy gear; Valves—diameter 1.537 inches exhaust and inlet; Valve lifters—hydraulic, self-adjusting silent type; Exhaust valve-seat inserts—tungsten-chromium alloy steel; Replaceable cartridge-type oil cleaner.

IGNITION SYSTEM • Distributor direct-driven from forward end of camshaft. Fully automatic vacuum-controlled centrifugal governor.

CARBURETION SYSTEM • Carburetor—dual downdraft type equipped with silencer and air cleaner; Fuel pump—mechanical, mounted on top of engine. Thermostatic control of mixture temperature.

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 pre-lubricated type.

TRANSMISSION • Number of forward speeds—3; Gears—helical silent type. Blocker type synchronizing unit for second and high speeds. Finger-Tip Gearshift lever on the steering post.

REAR AXLE • Type—three-quarter floating. Drive—full torque-tube type. Hypoid type pinion and ring gear.

BRAKES • Hydraulic, fully enclosed internal expanding two-shoe servo-type. Handbrake operates rear wheelbrakes through cable-conduit control.

SPRINGS • Type—transverse. Front—length 42.5 inches; Rear—length 46.5 inches. Springbase—136 inches. Wheelbase—125 inches.

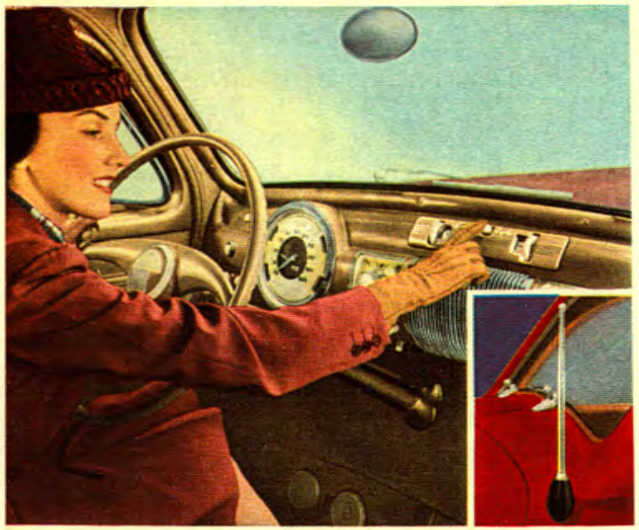
WHEELS AND TIRES • Wheels—5 of pressed steel, demountable, diameter 16 inches. Tires—black sidewall; size 7.00 x 16.

EQUIPMENT • Hydraulic shock absorbers—double-acting type, Safety Glass in windshield and side windows—tempered glass in curved rear window—automatic cigar lighter in front and rear compartment and two ash trays, electric clock, glove compartment, dual windshield wipers, two adjustable sun visors, front and rear side arm rests, hassocks in Sedans, rear view mirror, two synchronized horns, rear wheel shields, twin tail lamps. Sealed-Beam Headlamps.

OPTIONAL EQUIPMENT • A two-speed overdrive axle supplied at extra charge.

Cars illustrated in this book show white sidewall tires for which there is an extra charge.

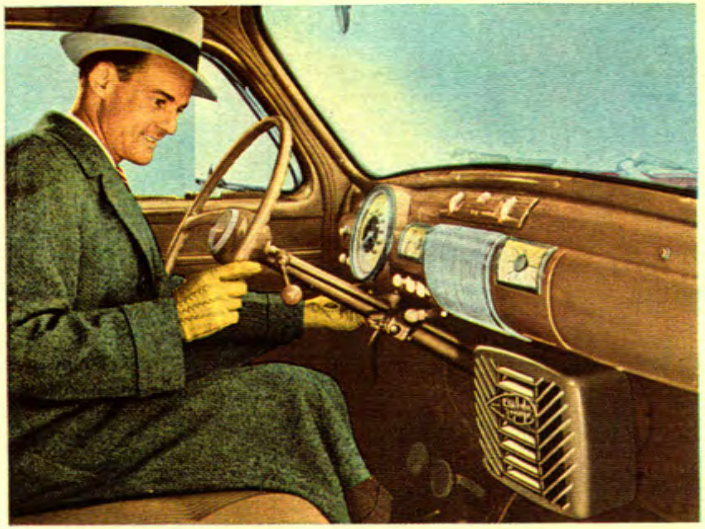
Special Accessories for the Lincoln-Zephyr



SINGLE BUTTON ROTO-MATIC RADIO

There's no fumbling around with Lincoln-Zephyr automatic tuning! It's safety-designed. One button operates the Roto-Matic dial, bringing in five stations in rotation—perfectly pre-tuned. There is also manual tuning. The control panel is above the built-in grille for greatest accessibility. Two of the seven tubes are "beam" power output tubes and the eight-inch cone reproduces home set qualities and volume. A new antenna, concealed inside the cowl, with *three extensions totaling 72 inches* is offered as auxiliary to regular built-in antenna. With increased power, better reception, automatic volume control and three-position tone control, you get truly excellent performance.

Radio $42.50, auxiliary antenna $3.00



HOT WATER HEATER-DEFROSTER

For 1940, Lincoln-Zephyr introduces a Hot Water Heater-Defroster. Two concealed type defrosters are an integral part of the assembly. The heating unit is designed to give INDIRECT flow of warm air during continuous driving with maximum heat for the defrosters or DIRECT flow for quick warm-up of the car. Deflectors turn part of the direct flow toward right and left. One switch operates two speeds for DIRECT and two for INDIRECT. Defrosters have a separate control button. This heater furnishes ample warmth at all speeds. It is compact and styled to harmonize with the Lincoln-Zephyr interior. Automatic vent prevents airlocking—assures continuous good performance.

$22.50

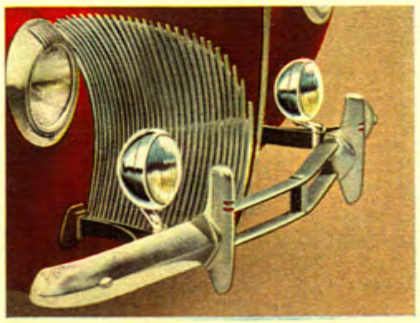
HOT AIR HEATER-DEFROSTER

The 1940 Lincoln-Zephyr Hot Air Heater has been completely redesigned. It now furnishes fresh, filtered air. By pre-heating the air before it enters the heating unit and then heating it again, a temperature above 100 degrees is attained even at low speeds. The blower, operated by a two-speed illuminated switch, has greatly increased capacity. The construction of the heating core assures absolute safety and achieves a new degree of quietness. To be doubly sure of quiet performance a rock wool silencer has been built in. The new register is adjustable to throw heat left and right simultaneously. Two concealed defrosters are included. Defroster attachment has independent control switch.

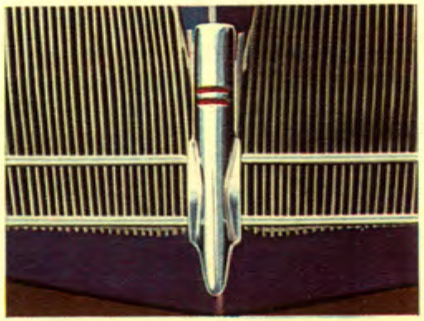
$22.50

INSTALLATION, STATE AND LOCAL SALES TAXES EXTRA ON ALL PRICES SHOWN

SEAT COVERS • Protect upholstery. Provide cool comfort for summer. Washable, smooth fitting fiber materials. Priced by body types.



ROAD LIGHTS • Low, broad amber beams light full width of road and facilitate driving through rain, fog or snow. Per pair $9.00.



CENTER BUMPER GUARD • Protects car from injury from another vehicle with a bumper at a different height. Strong and attractive. $3.00.

RUSTLESS STEEL WHEEL COVER AND RIM BANDS • Add extra sparkle and dash to wheels. Wheel covers set, $9.50. Bands, set of 5, $6.75.

ALSO FOR LINCOLN-ZEPHYR

Side Mirror — Spotlight
Visor Vanity Mirror
License Plate Frames
Gas Tank Locking Cap
Air Cleaner
Polishes and Cleaners
Anti-Freeze — Rust Inhibitor
Cooling System Cleanser Kit

The Lincoln Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation.