

THE NEW

Lincoln

MOTOR CAR

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Nothing could be finer

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*Presenting the New
Lincoln Motor Car*



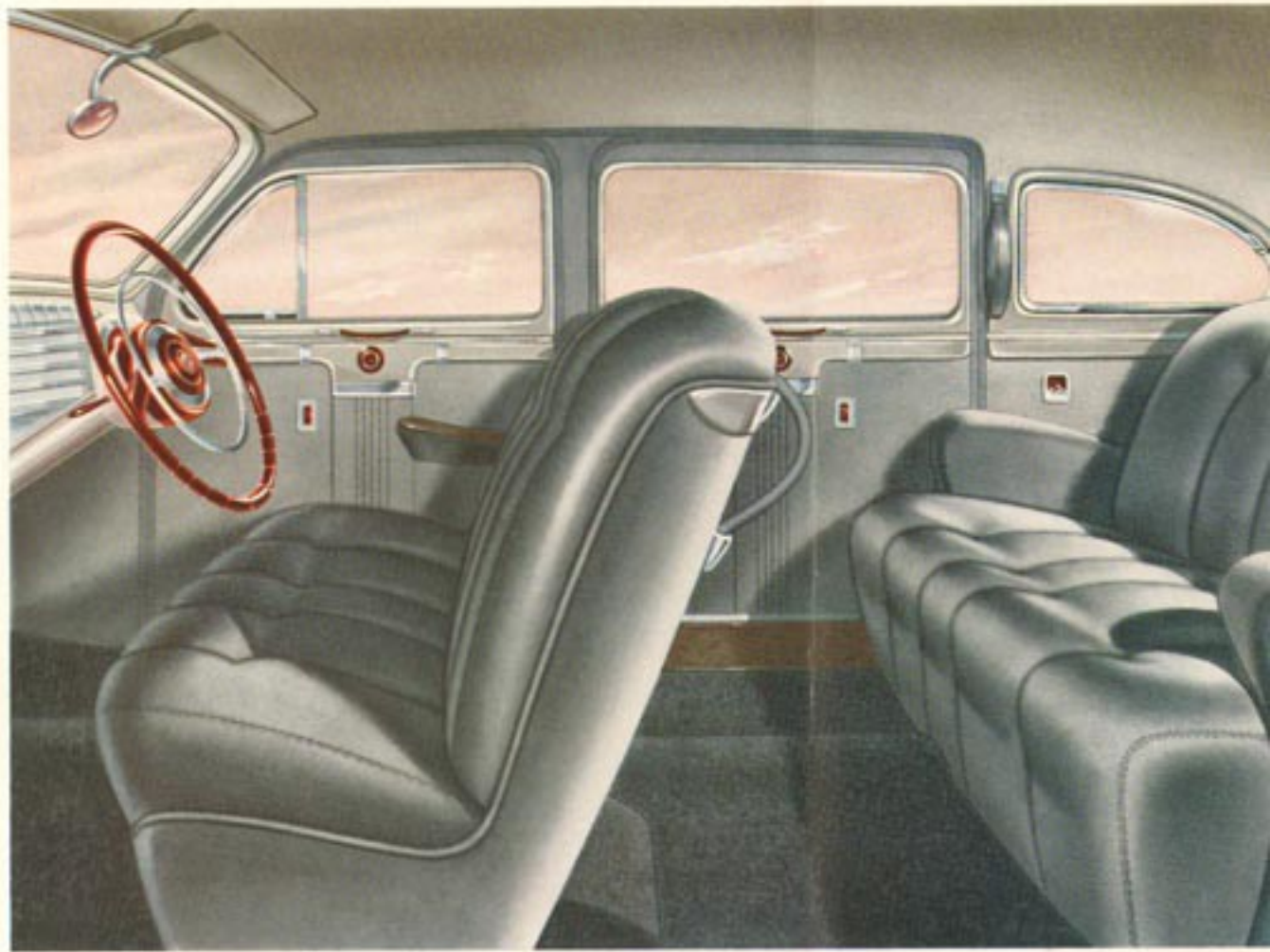
For those who seek the superlative, the 1946 Lincoln is created. And this is the finest Lincoln ever to bear its honored name . . . a motor car designed and built with greatness as its standard. You will note a new and thrilling version of the sweeping Lincoln style. Spacious interiors, superbly furnished, will welcome you. And the soft-spoken power of a great engine will be at your command. The Lincoln brings with it mastery of every road . . . restful comfort that mocks the distances . . . unique beauty that stands out in any setting. This is the car you would expect of Lincoln. Own it, and know with pride that "nothing could be finer."



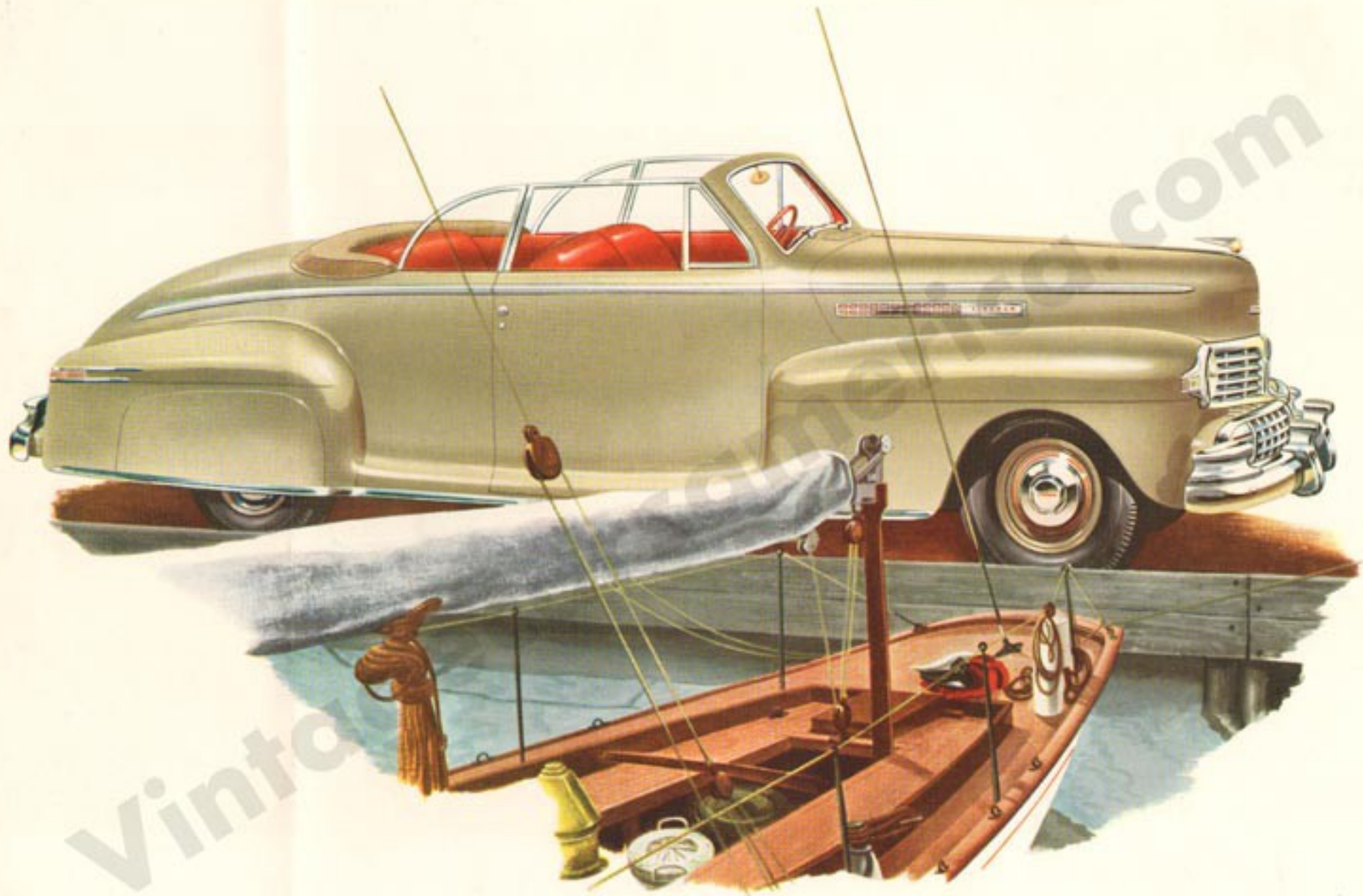
LINCOLN

Sedan

Setting a new standard of beauty in every sweeping line, the new Lincoln Sedan for 1946 reflects its great heritage of Lincoln craftsmanship and precision engineering. The deftly curved grille, so broad and low, the distinctive, sweeping fenders and hood, are a few of the many new refinements that contribute to the Lincoln look of quality, stamina and strength. In the exceptionally roomy interior, six may ride in relaxed comfort. Windows are raised and lowered at the touch of a button. Here is the luxury of rich, colorful fabrics, of smartly styled fittings and appointments created in perfect harmony with Lincoln's high standards of design. Here, too, is the security of greater visibility; also a wealth of comfort and convenience. Under the hood, an even finer Lincoln V-12 engine, versatile and eager with power, is ready for the challenge of traffic and travel alike. Here, indeed, is a worthy example of Lincoln's leadership in the fine-car field.



Lincoln luxury is dramatically expressed in this 1946 sedan interior, expertly tailored in heather blue broadcloth. Smart appointments complement the softly blending colors of the rich upholstery. Seats are extra-wide, extra-deep and chair-high for greater comfort.



LINCOLN

Convertible Coupe

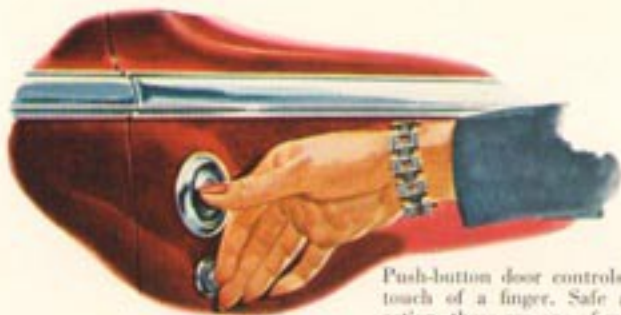
You'll travel with new distinction on boulevard or byway in the new Lincoln Convertible Coupe. For here is an all-weather, all-purpose car, distinguished in appearance, brilliant in performance. And here are all the qualities of Lincoln leadership and the precision engineering that are Lincoln tradition. Extra-wide seats, chair-high and deep, give more than enough room for six to ride in luxurious comfort. The panorama one-piece windshield makes for greater safety and visibility. There's riding comfort unsurpassed, with long, resilient springs. The great Lincoln V-12 engine, finer than ever for 1946, delivers an abundance of power for every driving need. Take the wheel . . . you'll enjoy the many fine qualities and virtues found only in a Lincoln.



Front seats of the Convertible swing in and forward to give easy access to rear. Top is raised and lowered automatically at the touch of a button. Your choice of five interior color schemes executed in soft top-grain leather throughout or combinations of leather and whipcord.



Automatic power whisks door windows up or down instantly. Merely push a convenient button—hydraulic power does all the work for you.

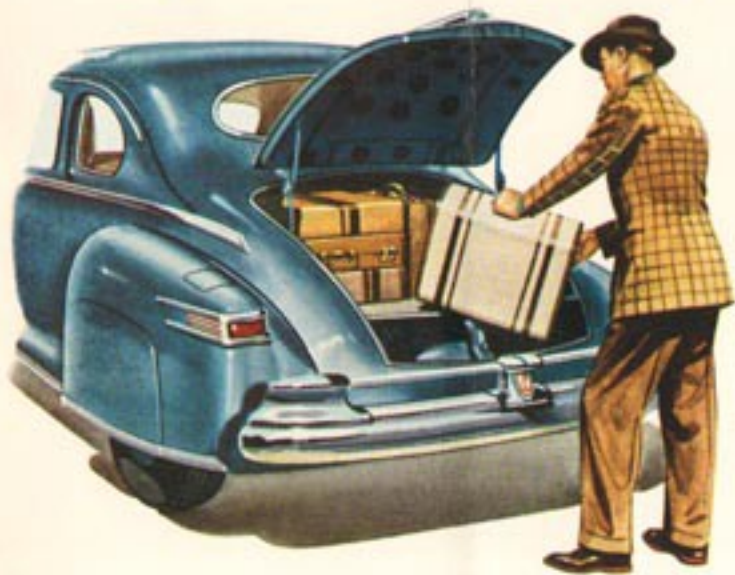


Push-button door controls operate at the touch of a finger. Safe and positive in action, these are one of many refinements designed for your greater convenience.



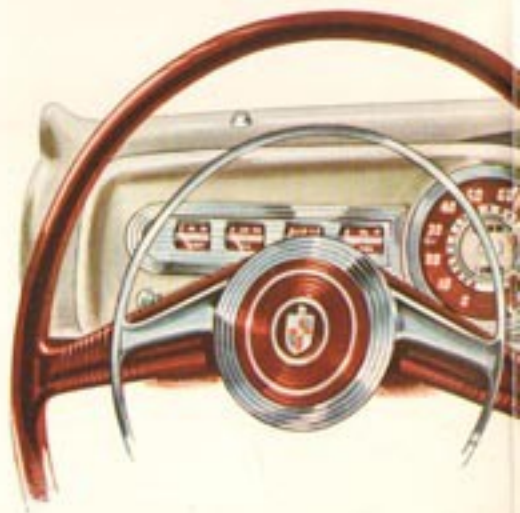
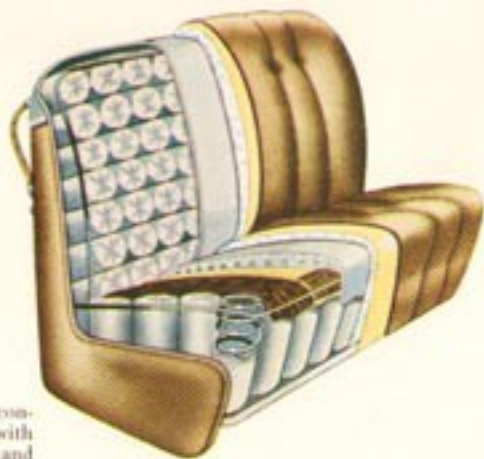
Everywhere you look, beauty greets the eye. Ornamental name plates, in the same arresting style theme as the new radiator grille, grace the hood side panels, accentuate the sweeping length of the hood.

Brilliant Features are That Heighten Your



Sports lovers, tourists and businessmen find more than ample storage space in the spacious Lincoln trunk compartment, made dust and weather-proof.

Lincoln seats are scientifically contoured. They are triple-cushioned with China cotton, soft, foam-rubber and rubberized hair for supreme riding ease.



The Lincoln Convertible Coupe is equipped with sure-acting Hydraulic-Lift Top. Convenient button control automatically raises or lowers top.

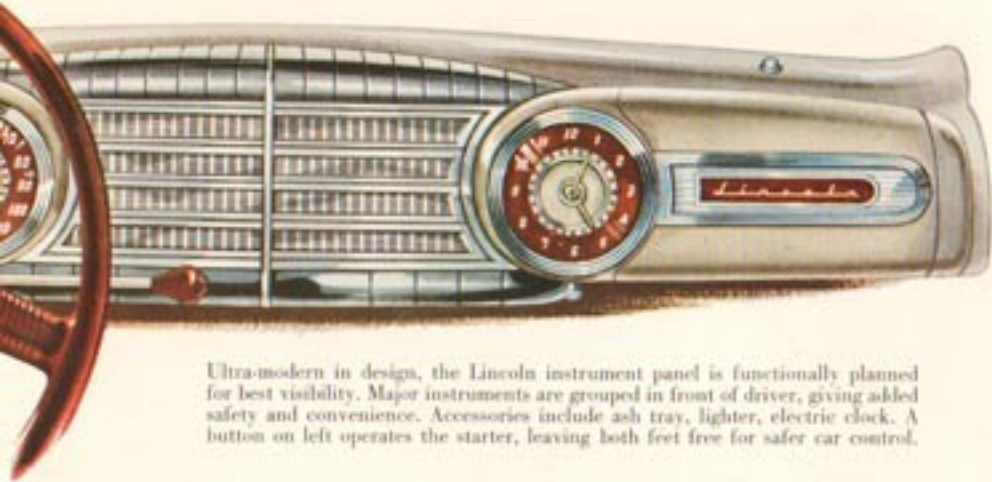


and Appointments Motoring Pleasure

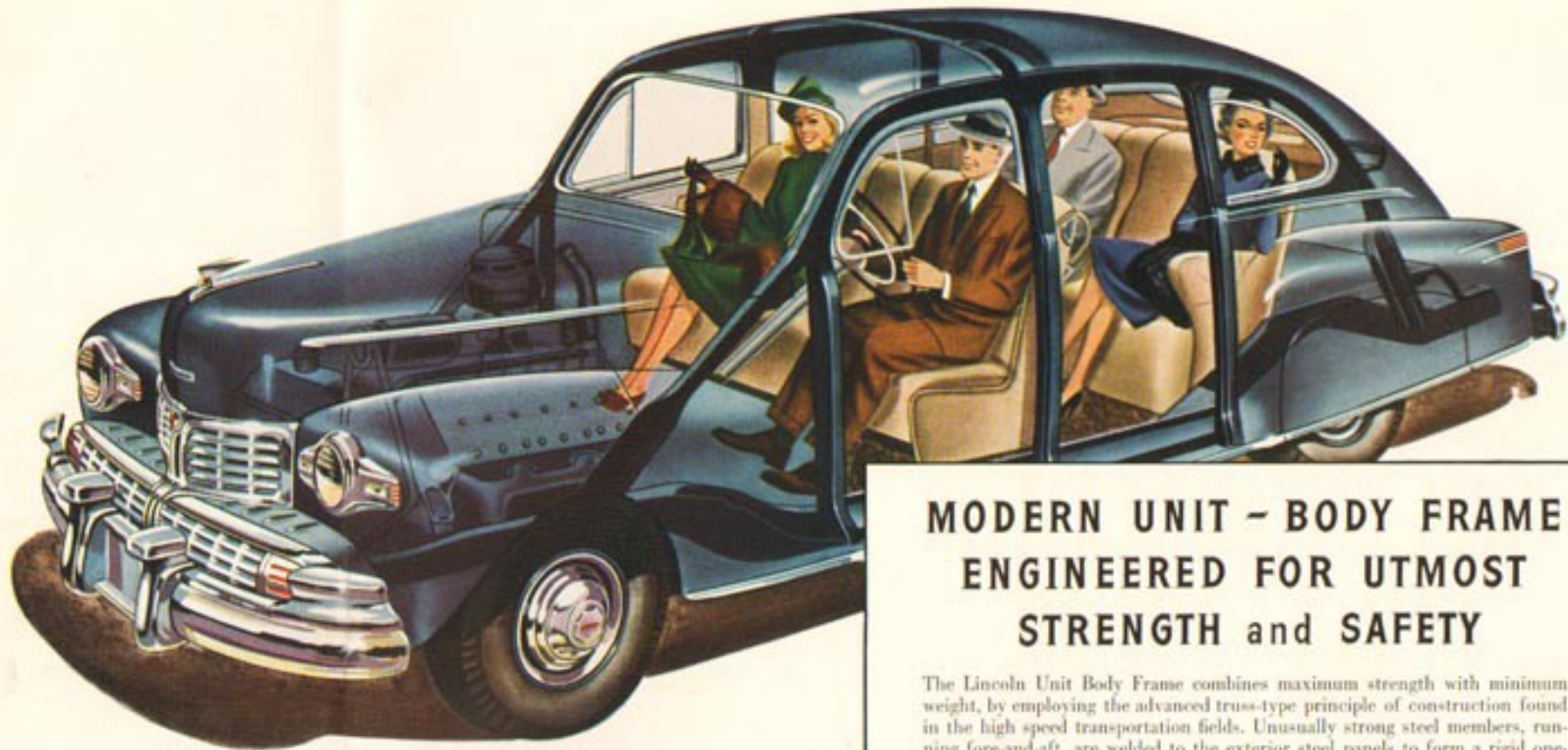


Smart, die-cast grille and dynamic hood lines strike a note of advanced styling that emphasizes the distinctive Lincoln character. Bumpers are extended and curved for added fender protection, have built-in license holder.

Distinctive design of rear body contours makes Lincoln stand out in any company. Rear wheels are enclosed. The massive bumper gives rear fenders ample protection.



Ultra-modern in design, the Lincoln instrument panel is functionally planned for best visibility. Major instruments are grouped in front of driver, giving added safety and convenience. Accessories include ash tray, lighter, electric clock. A button on left operates the starter, leaving both feet free for safer car control.



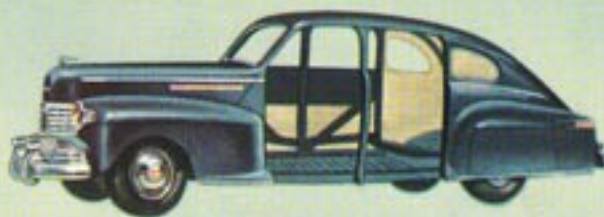
MODERN UNIT - BODY FRAME ENGINEERED FOR UTMOST STRENGTH and SAFETY

The Lincoln Unit Body Frame combines maximum strength with minimum weight, by employing the advanced truss-type principle of construction found in the high speed transportation fields. Unusually strong steel members, running fore-and-aft, are welded to the exterior steel panels to form a rigid one-piece unit which affords increased safety, greater quiet and exceptional comfort.

The truss-type structure is achieved by welding strong internal members to the sturdy steel floor. Note the diagonal steel reinforcements which run forward from the base of the windshield.



The welding of the top and side panels with the truss-type assembly forms a unit body frame of exceptional strength in relation to its weight. This results in a unit structure highly resistant to twisting or flexing.



You and your passengers ride in steel-clad protection with a staunch foundation that provides unusual stability and handling ease. Scientific application of insulating materials results in operating quietness.



The Lincoln Continental



Here is true luxury. Here is unmatched, unusual beauty . . . the Lincoln Continental, America's most exciting motor car. Great designing and great engineering are combined in the Lincoln Continental. It sets the pace in style, performance, thorough individuality.



LINCOLN

Continental Coupe

The new Lincoln Continental Coupe for 1946 has a sleek, sure style that is uniquely its own. Low, lithe lines accent its distinguished appearance, with a sparkling new grille to add a crowning touch of beauty. New-style bumper guards are heavier, stronger, for greater front-end protection. And there's the nimble responsiveness of the finer Lincoln V-12 engine, quick and eager under all driving conditions. You'll praise the luxury of the smart interior—roomy as a sedan, it seats six people in superlative comfort. And wider-than-usual doors give easy access to both front and rear compartments. A choice of custom upholsteries expresses your personal taste. Automatic window lifts, push-button door controls and automatic seat adjustment are typical of the many comfort and convenience features. Long, soft-acting springs, triple-cushioned rubber insulation and a wheelbase of 125 inches combine to produce a thrilling new height in traveling ease. Brilliant, powerful, precisely engineered to eliminate surplus weight, here is truly a distinctive car, for trip or town.



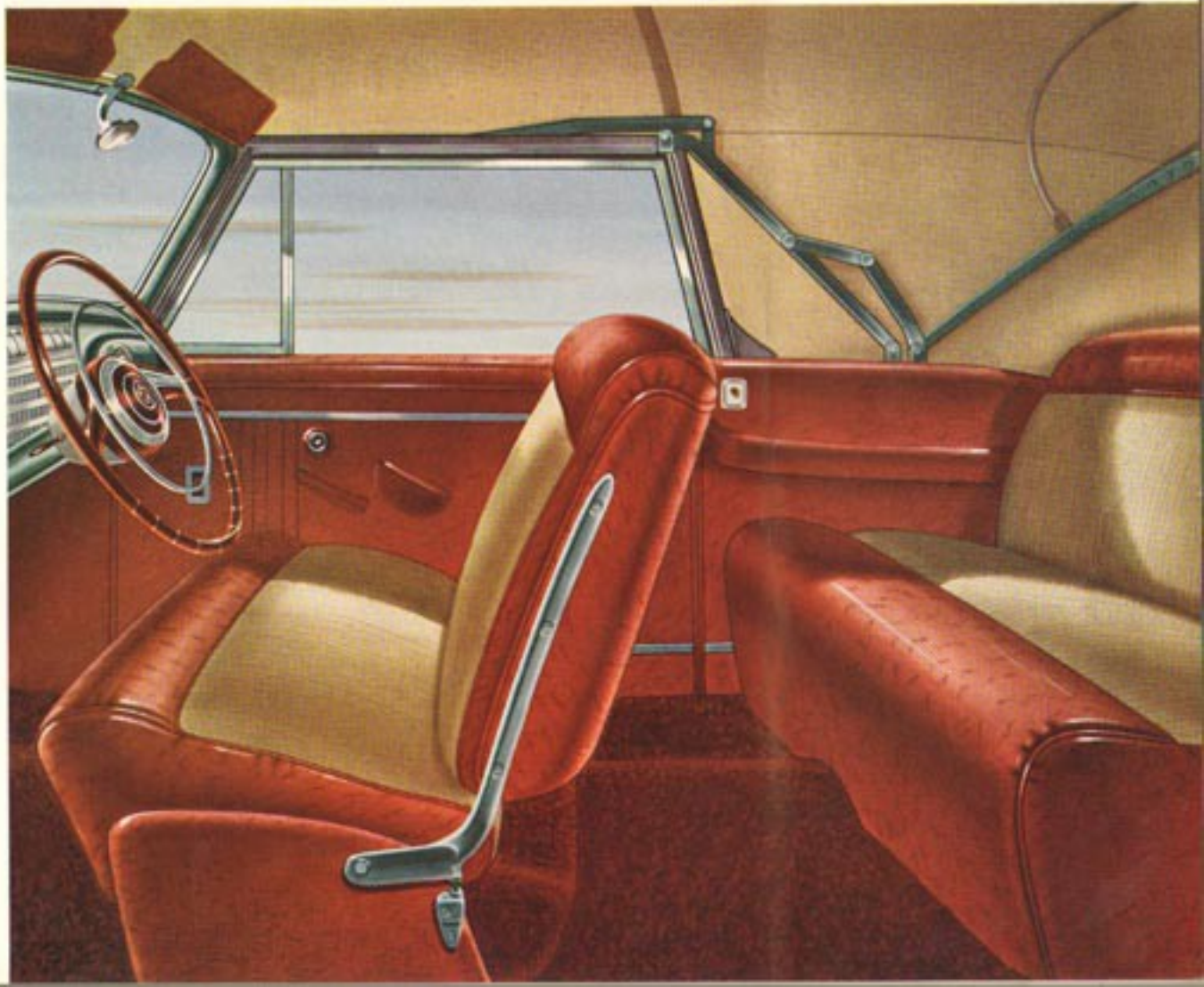


Winid

LINCOLN

Continental Cabriolet

The new Lincoln Continental Cabriolet is a motor car styled for the future. Its look of smart distinction draws admiring glances; its thrilling performance wins warm-hearted praise. Powered by the versatile Lincoln V-12 engine that has made Lincoln precision engineering world famous—an engine made even finer for 1946. Built to custom standards, there's a wealth of comfort and convenience at your command. Quickly convertible from closed to open car according to mood or weather. Top operates automatically at the touch of a button. Push buttons also control doors and windows. Inside, every detail of the rich interior emphasizes the high quality and style of this all-weather motor car—the luxurious comfort of the soft, deep seats, the extra roominess for six-passenger relaxation, the so-modern instrument panel and appointments. Outside, the famous Continental style—long and low, sweeping gracefully from smart grille to rear deck. Those who cherish life's finest things will choose the Lincoln Continental.





The picture diagram above demonstrates well how low over-all height has been achieved without sacrifice of ample head room or road clearance. This forward engineering design not only gives the Lincoln Continental lithe, sleek lines but also results in a lower center of gravity for improved roadability and ease of handling.



Every detail has been planned for greater beauty, convenience and comfort. Inside, for example, door panels present a smooth, trim appearance with their recessed push-button lock and window controls.

Custom Features and Appointments Continental



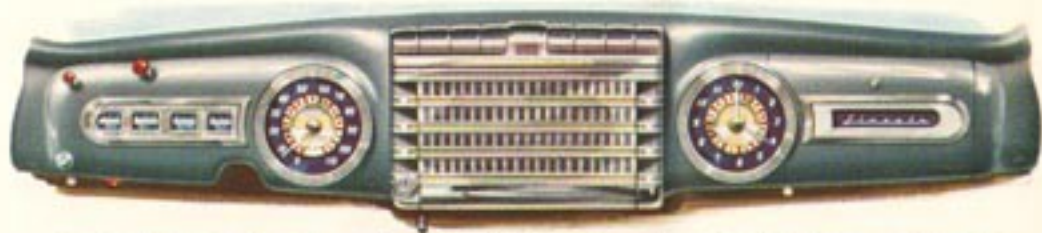
When you travel in your Continental, you'll appreciate this convenient luggage compartment under the smartly styled rear deck. With plenty of room, it is weather-sealed for complete protection against water and road dust.

Wide doors and curb-level entrance make it a short, easy step for you to enter or leave the Lincoln Continental.





All the beauty and artistry of the original design have been perfectly executed in the new segmented grille. When installed, auxiliary road lamps set flush with the grille.

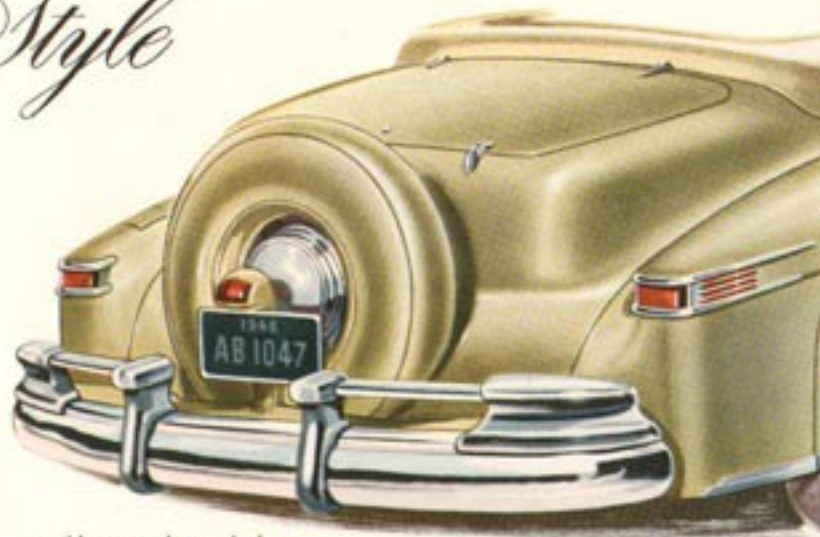


Functionally designed in an ultra-modern style, the instrument panel presents a jewel-like appearance with its softly gleaming chrome and lustrous deep blue finish. The instruments, which are grouped directly in front of the driver, have deep blue dials in complete harmony with other interior appointments.

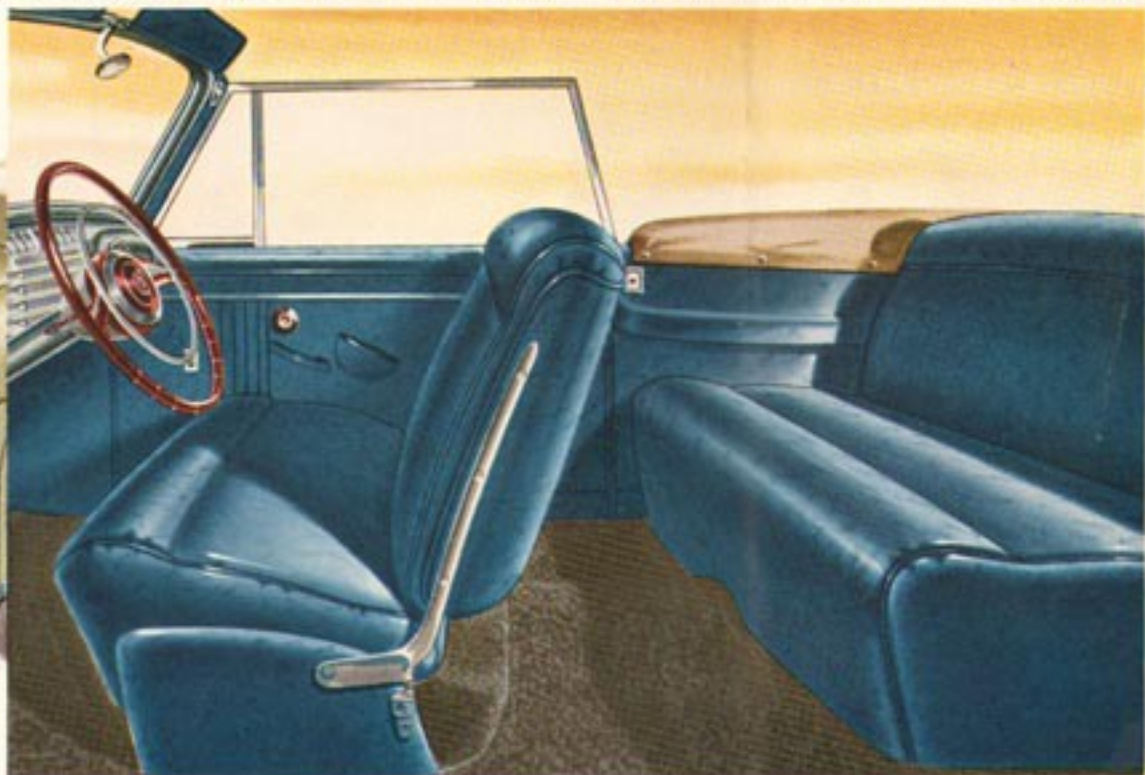
The smart Cabriolet interiors reflect the master touch of Continental body craftsmen. The broad deep seats are full-cushioned with foam-rubber padding. Interior appointments are most complete. Deep pile carpet, arm rests, automatic

cigarette lighters, ash trays front and rear, are but a few of the many features that contribute to your comfort and pleasure. Soft, top-grain leather throughout and combination leather and cord trim are optional in a choice of five colors.

*in a
Style*



The smoothly tapered rear body contours accent the lithe lines of this truly distinctive motor car. License plate frame is an accessory.



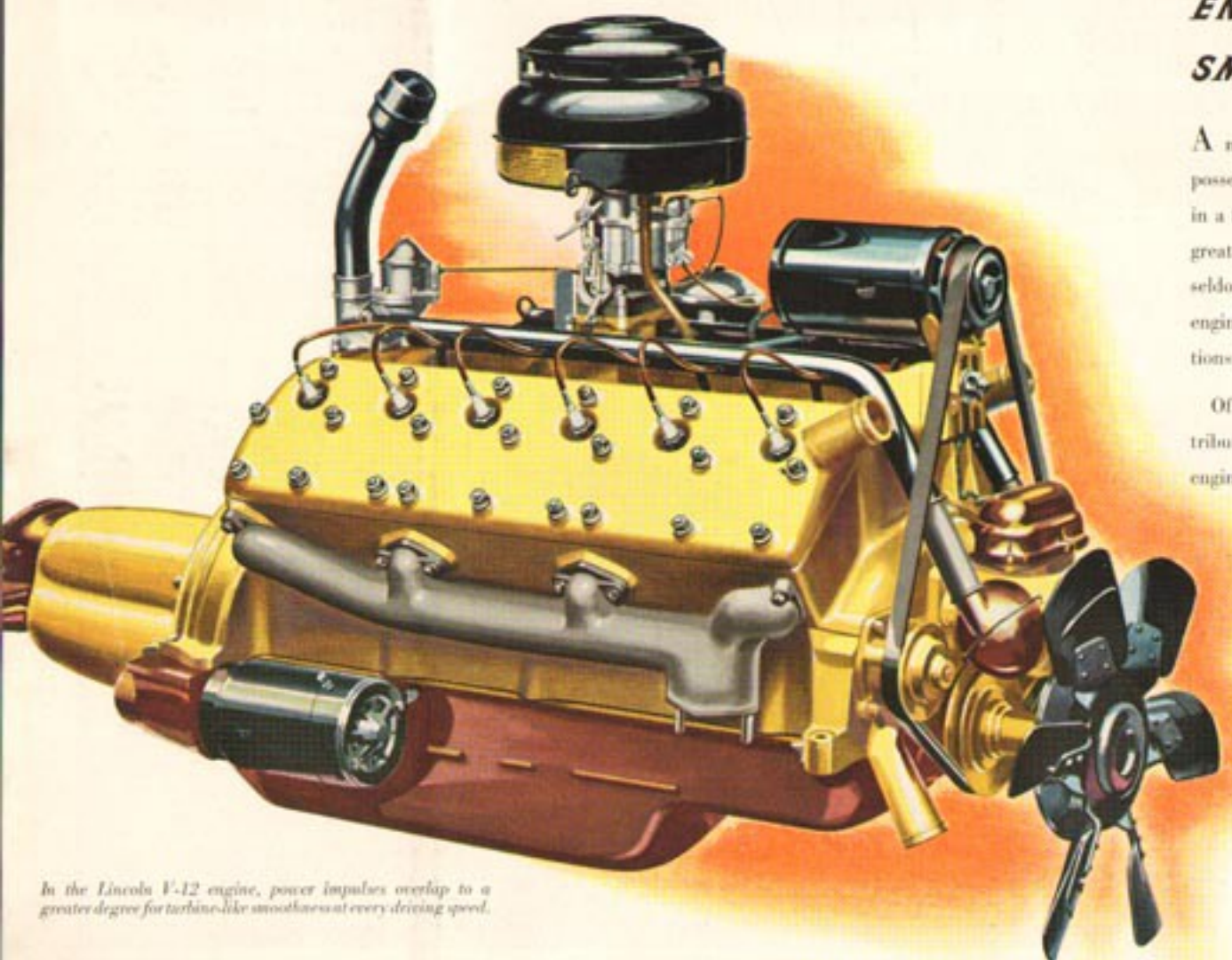
The Lincoln V-12

ENGINEERED FOR UNEXCELLED SMOOTHNESS AND FLEXIBILITY

A masterpiece in power plant engineering, the Lincoln engine possesses enduring qualities of all-round performance that place it in a field uniquely its own. With a high power-to-weight ratio, this great engine is deliberately designed for a high degree of flexibility seldom equaled. It delivers swift, silent power at relatively slow engine speeds for brilliant performance to meet all operating conditions you may encounter.

Of course, Lincoln world-famous standards of fine precision contribute in large measure to the unusual performance of Lincoln engines and are responsible for their virtual freedom from constant service attention. The hydraulic valve lifters, for example, eliminate any need for valve adjustment since they maintain constant zero clearance for continuous, silent operation at all times.

And better still, this superb Lincoln power plant is ready for normal driving speeds the day you get your new car—thanks to the craftsmanship, precision and careful testing exercised in its manufacture.



In the Lincoln V-12 engine, power impulses overlap to a greater degree for turbine-like smoothness at every driving speed.

Specifications

Engine—V-12, L-head type with cylinders and crankcase cast en-bloc. Bore and stroke 2.937" x 3.75"; total displacement 305 cubic inches; taxable horsepower rating 41.4; developed brake horsepower 130 @ 3800 r.p.m. Engine suspension 3 point rubber mountings. Four main bearing crankshaft fully counterweighted and mounted in removable steel-backed bearings. Compression ratio 7.1 to 1. Cast alloy-steel pistons fitted with two compression and one oil control rings. Silent gear camshaft drive. Alloy-steel exhaust valve seat inserts. Hydraulic, self-adjusting silent type valve lifters. Pressure type oiling system with full pressure to main, connecting rod and camshaft bearings, valve lifters, with overflow to camshaft drive gears. New larger positive gear-type oil pump. Oil filter of quickly replaceable cartridge type.

Cooling System—Dual leakproof water pumps located at fore and aft ends of each cylinder bank. High efficiency fan mounted

on crankshaft with built-in vibration damper. Full length cylinder water jacketing. Cooling capacity 26.5 quarts.

Fuel System—Dual down-draft carburetor equipped with intake silencer and oil bath air cleaner which is 90% efficient. Thermostatically controlled manifold heat control. Mechanically driven fuel pump with filter. Fuel tank capacity 19.5 U. S. gallons.

Clutch—Single-plate, semi-centrifugal type with low pedal pressure. Throw-out levers equipped with needle bearings for positive, easy action. Pre-lubricated, ball-type clutch release bearing.

Transmission—Three-speed type equipped with helical silent type gears in all speeds. Main shaft and countershaft mounted on anti-friction bearings. Second and third speed gears fitted with Hocker type synchronizers for smooth, quiet shifting. Steering post gearshift with rubber insulated linkage for ultra-

quiet operation. (*Automatic overdrive* is available at extra cost.)

Final Drive—Torque-tube type with springs relieved of all driving and braking forces for smooth easy riding comfort. Three-quarter floating rear axle with hypoid drive gears. Ratio 4.22 to 1.

Brakes—Super-hydraulic with cast-iron drums. Self-energizing action decreases pedal pressure required for positive, quick, straightline stops.

Ride—Long, slow-action springs with rubber insets between the leaves dissipate the smallest road shocks. Adjustable, double-acting hydraulic shock absorbers combined with balanced weight distribution, mid-section seating and luxury type seats set an unsurpassed standard in riding comfort.

Two-Way Stabilization—Two-way stabilization results in excellent roadability and handling ease. Transverse stabilizer

on front maintains alignment between axle and body frame to minimize side-sway. Torsional ride stabilizer reduces "roll," keeps the car on an even keel when driving on rough roads, improving stability and riding comfort.

Unit Body-Frame—Unit type body-frame on all closed body types. Integral bridge truss construction with steel floor welded integrally with body into a rigid twist-proof unit. Bridge-floor type frame on all convertible models with double box-section frame members for utmost rigidity.

Wheels and Tires—Pressed steel wheels with drop-center rims of 5-inch width for long tire life. Tires 7.00 x 15, 4-ply.

Shipping Measurements—Wheelbase—125 inches; width—77.02 inches; Lincoln, over-all length—218.66 inches, maximum height—68.5 inches, Lincoln Continental, over-all length—219.61 inches, maximum height—63.1 inches.

Lincoln

Smart Style—For 1946, Lincoln features smart styling which is distinctive and new. The die-cast segmented radiator grille finished in sparkling chrome adds to the low, wide appearance characteristic of Lincoln's streamlined design. The front bumper is wide to safeguard front fenders, and new bumper guards provide greater protection to the radiator grille and headlamps. The long, tapered hood is fitted with modern winged-type ornament which accents fleet appearance. Ornamental name plates in the same style theme as the radiator grille decorate the hood sides.

Beautiful Interiors—The spacious Lincoln interiors are handsomely finished in expertly tailored fabrics and leathers.

Plastic fittings in deep garnet harmonize with the smartly styled instrument panel. Unusually complete appointments complement the softly blending colors of the fine upholstery materials. The chair-high seats are extra wide, extra deep and are cushioned with a padding of foam rubber for utmost comfort. Both the Club Coupe and Convertible Coupe provide ample room for six passengers; front seats tilt inward and forward for easy entrance.

Choice of Upholstery—In closed body models, there is a choice of three luxurious fabrics from which to choose; rich leather blue broadcloth, rope and stripe weave cord cloth in light tan or blue. The Convertible Coupe is smartly finished

in combination leather and whipcord or soft top-grain leather throughout in a choice of five colors: tan, red, blue, green and black.

Custom Interiors—For those who desire individuality, Lincoln offers a choice of Custom Interiors at a price that is surprisingly low for such luxury. Four beautiful interior color schemes are available in fabrics and tailoring of superb quality. You have your choice of Custom Maroon, Custom Blue, Custom Green and Custom Tan with side wall and headlining materials in harmonizing shades. All Custom materials have shadow-stripe pattern that enhances their rich appearance. Rear center arm rest is included.

Equipment—Translucent plastic steering wheel and medallion with full horn ring, automatic night lighter in front and rear compartments, two ash trays, electric clock, glove compartment with lock, dual windshield wipers, two adjustable sun visors, front and rear side arm rests, handsocks in rear compartments, rear view mirror, dual synchronized horns, bumpers with two bumper guards, rear wheel shields, twin tail-lamps, two signals, sealed-beam headlamps, safety glass in windshield and side windows, direction signals front and rear, tempered glass in curved rear window, hydraulic window lifts, Hydraulic Lift-Top on Convertible Coupe.

Lincoln Continental

Like, Sleek Style—Ultra low lines with smartly tapered rear deck and protected exterior spare tire mounting give the Continental a dashing appearance which is uniquely its own. The smoothly tapered hood is seven inches longer, three inches lower than are other Lincoln cars. Yet, its exciting, youthful style has been achieved without any sacrifice in head room or road clearance.

Choice of Interiors—In the Continental Coupe, you have a wide choice of interior color schemes and materials from which to choose. Luxurious Custom Cloth with shadow-stripe pattern is available in four rich colors: maroon, blue,

green and tan. Or, if you prefer, Continental Coupe interiors are available in smart combinations of leather and whipcord in a choice of five colors: tan, red, blue, green or black. The Continental Cabriolet is upholstered in soft top-grain leather throughout or in combinations of leather and whipcord in the same choice of the five colors listed above.

Ultra-Medex Instrument Panel—Functionally designed and distinctive in appearance, the Continental instrument panel is distinguished by its softly gleaming chrome decorations and rich blue dials set on a background of deep lustrous blue.

Spacious Luggage Compartment—There's oceans of room for

luggage, sports equipment and packages under the sleek Continental rear deck. With its 18.25 cubic feet of space, this compartment is among the largest in the fine-car field. Deck lid lifts snugly to provide complete protection from dust and water.

Cabriolet Frame Design—The Continental Cabriolet frame incorporates bridge-floor construction with double box-section side rails for utmost rigidity and high torsional strength.

Continental Equipment—Translucent plastic steering wheel with maroon-silver medallion and full horn ring, automatic

cigar holder in front and rear compartments, two ash trays, electric clock, glove compartment with lock, dual windshield wipers, two adjustable sun visors, front and rear side arm rests, rear view mirror in Coupe, handsocks in rear compartments, rear view mirror, two synchronized horns, bumpers with two bumper guards, rear wheel shields, twin tail-lamps, two lamps, direction signals front and rear, rear wheel shields, sealed-beam headlamps, metal tire cover to match car finish, safety glass in windshield and side windows—tempered glass in curved rear window, automatic hydraulic window lifts, Hydraulic Lift-Top on Cabriolet.

