

Lincoln
**STYLED
ACCESSORIES**

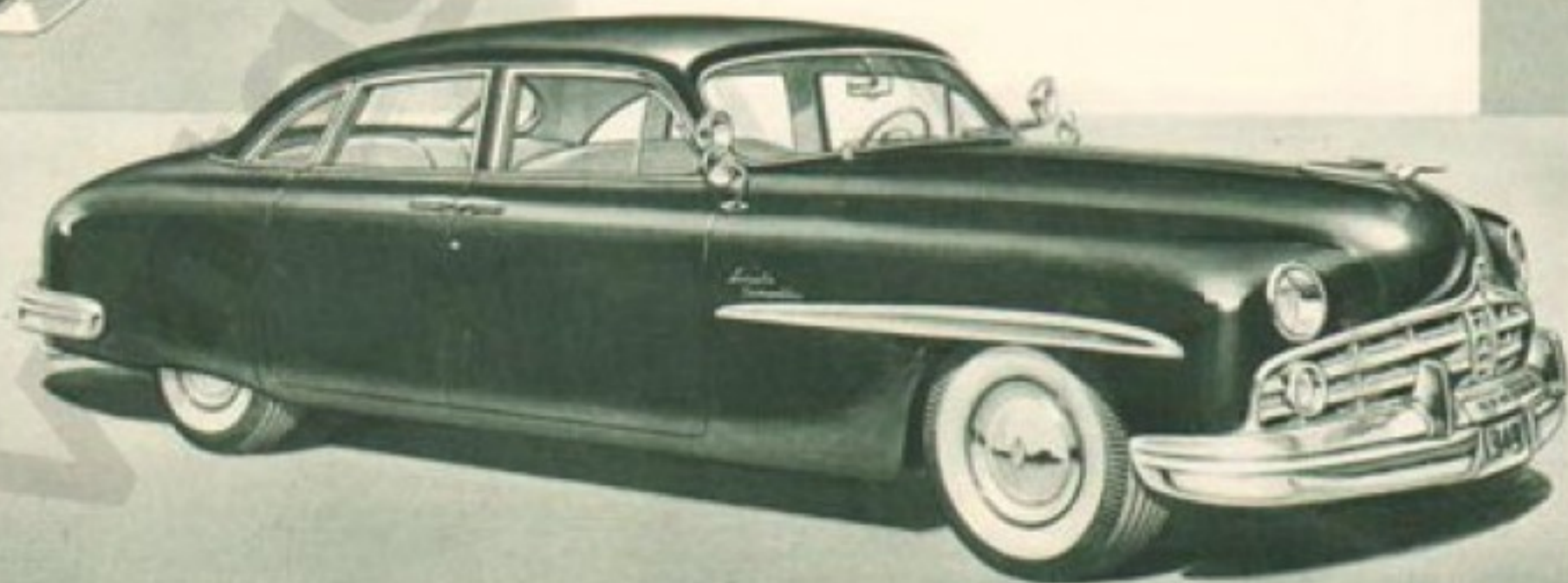


Your Favorite Ideas Are Anticipated Here...

As the owner of a Lincoln automobile, you have made an investment in supreme motoring satisfaction. Now you may wish to express your individual taste in the choice of those extra touches which contribute so much to the luxury and personal convenience every Lincoln owner enjoys.

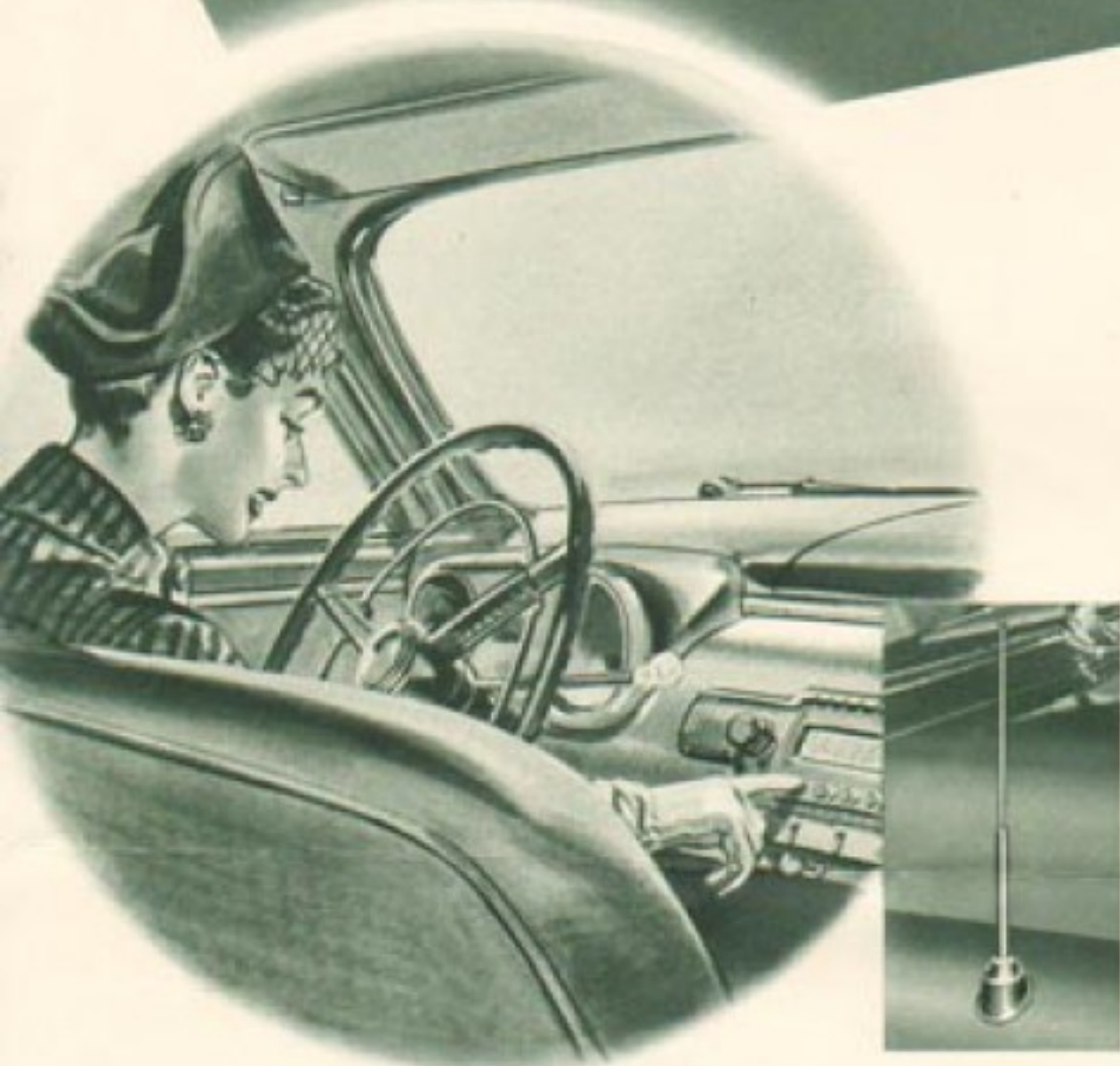
Well-chosen accessories will add to your car's appearance. And, of course, many of those shown here are designed to provide added comforts for both owner and passenger.

Some of the articles on the following pages are displayed in appropriate groups. You will notice that they either enhance the beauty and distinction of the Lincoln trim, serve as useful contributions to safe and comfortable driving, or meet definite needs. Designed to go together, you save when you purchase by the group.



Lincoln RADIO

... designed for Lincoln owners who want the finest in automobile radio reception. A powerful, ultra-sensitive, 8-tube (including rectifier) superheterodyne radio specially engineered to fit the acoustics of your car. Music or speech can be heard with amazing realism in both front and back seat.



Power and range sufficient to reproduce even the delicate overtones of a symphony orchestra.



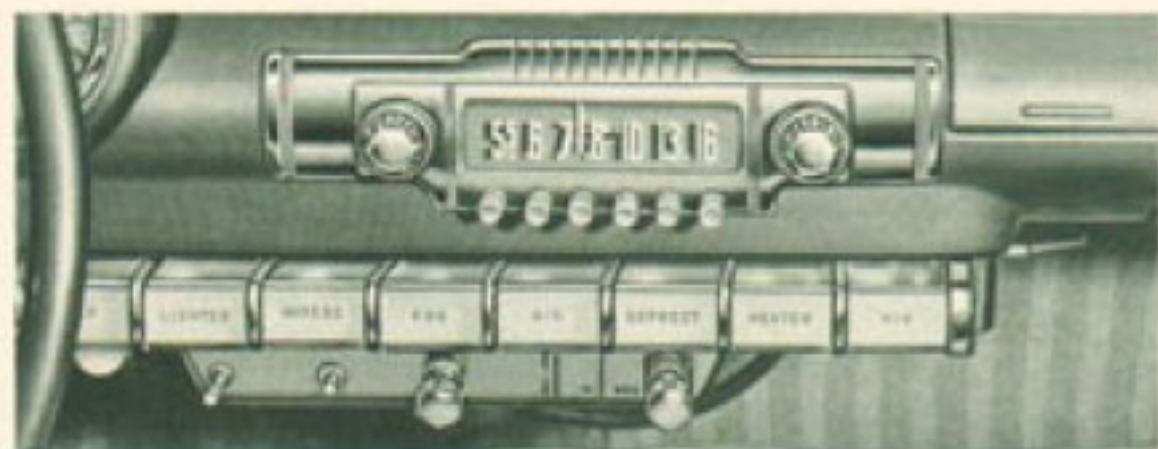
No need to miss a play on the road. Set your tone control on "Speech" and you'll feel nearer to the ball park.

You have fingertip control over your five favorite stations. Press the button for the station you want. You get it in one operation—sharp, clear, undistorted. A manual tuning control at the right permits additional station selection at any time.

A double control knob at the left governs volume and tone. The larger outer knob permits the selection of four tone ranges: (1) Speech, (2) Music, (3) Hi-fidelity, and (4) Lo-noise.

The first position cuts out low frequency rumbles and increases articulation of the human voice. The music range brings out the mellow tones of the orchestra... adds richness to the cellos, drums, and woodwinds. The high-fidelity position boosts the "highs" and "lows" even further, for those who like razor-sharp realism. The low-noise setting filters out electrical disturbances for clear reception in city driving.

The three-section antenna is mounted at the rear of the right-front fender, near the cowl. It's vacuum controlled. A push or pull on a control knob raises or lowers the first section automatically.



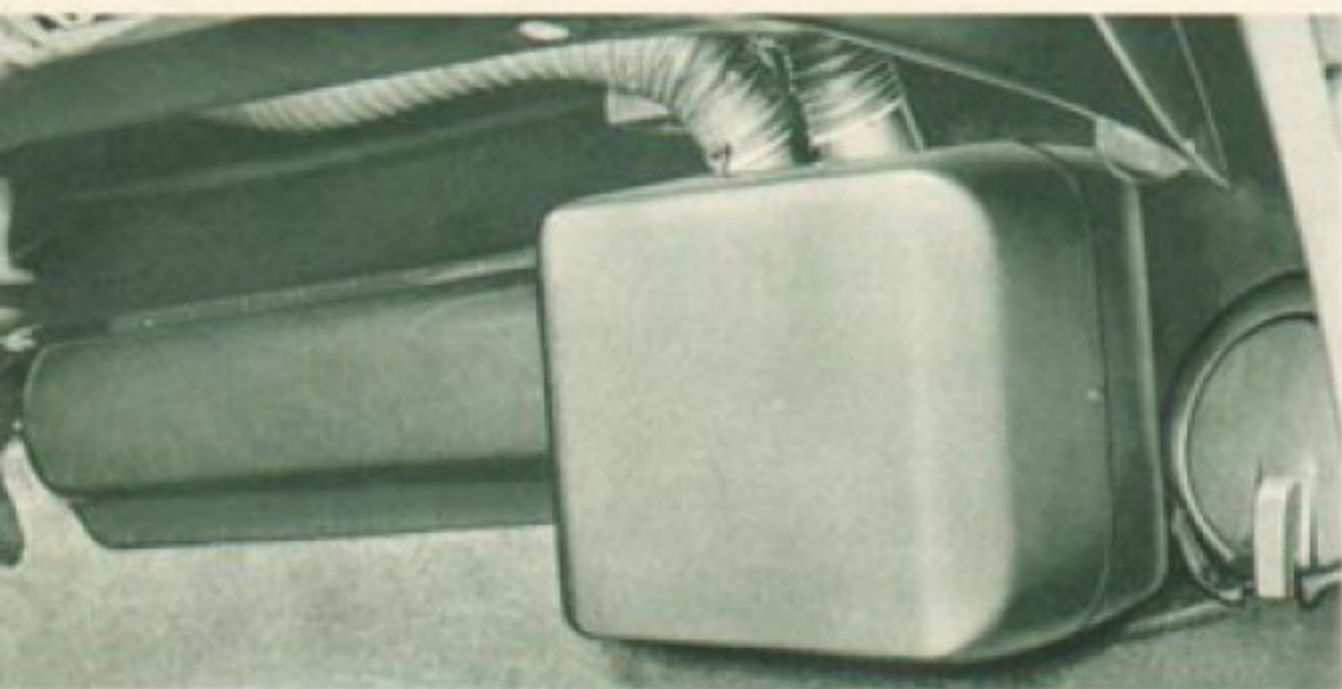
The radio set, styled especially to blend harmoniously with your Lincoln, is mounted in the center of the instrument panel, where controls are convenient to driver or passenger. The speaker is mounted in the top of the instrument panel so that the sound waves are deflected by the roof and windshield to those in the back as well as the front seat.



Sharp, crystal-clear newscasts for easier listening... up-to-the-minute information as you drive.

Lincoln FRESH-AIR HEATER AND DEFROSTER

This fresh-air heater has been especially engineered to take full advantage of the wonderful all-weather ventilating system featured in your new Lincoln. Now you can have Fingertip Weather Control the year 'round. You can keep cozy in winter, cooler in summer, have a draft-free supply of comfortably fresh air in any season. Windows remain clear, fog free. There is no ventilating cowl where rain might get in.



A fog-free windshield—As only fresh, relatively low-humidity, outside air is used when heating, and as stale air is rapidly removed before moisture has a chance to condense, the windows rarely steam up, even in winter.

This powerful, fresh-air heater operates in conjunction with your all-weather ventilating system . . . rapidly spreads "living-room comfort" evenly throughout your car.

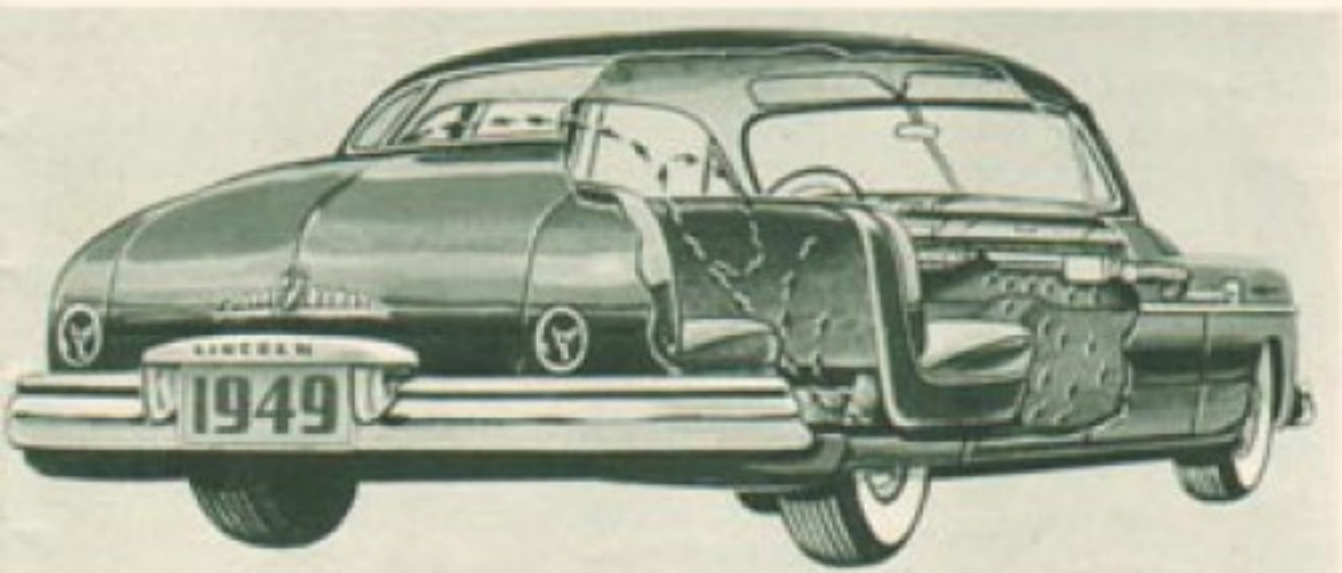
Fresh outside air is scooped up by the screened opening in back of the front grille. A two-speed blower forces the air through the thermostatically controlled heater into a "plenum chamber" or distribution manifold located near the floor, under the instrument panel.

Warm air is discharged in an even blanket across the full width of the floor and under the front seat to the rear passenger compartment. Within a few moments heat is evenly distributed throughout the car—and stays that way at all car speeds.

In summer, the blower for the heater can be operated separately to increase the supply of cool, fresh air—especially valuable when driving slowly to increase the air pressure beyond that furnished by the forward motion of the car.



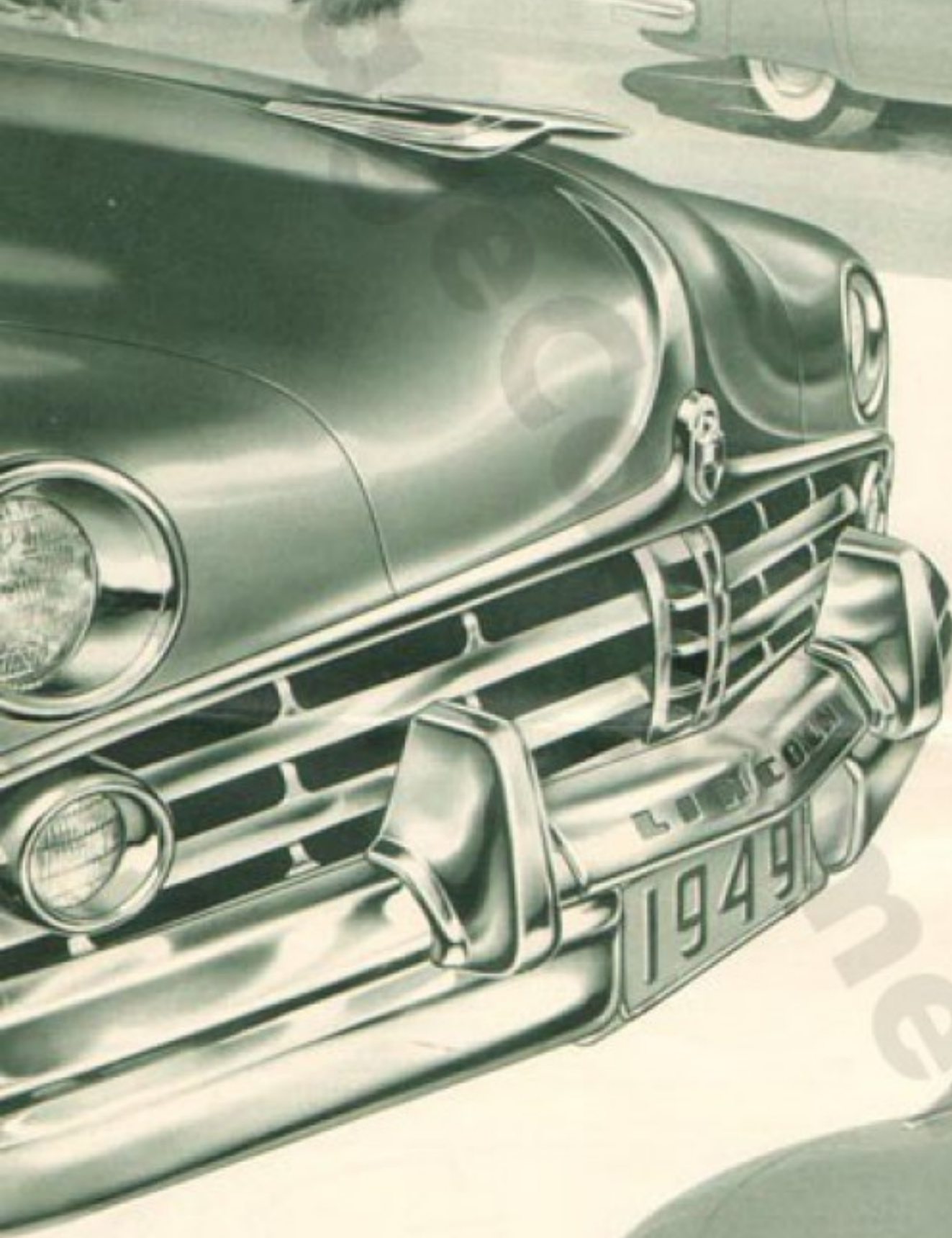
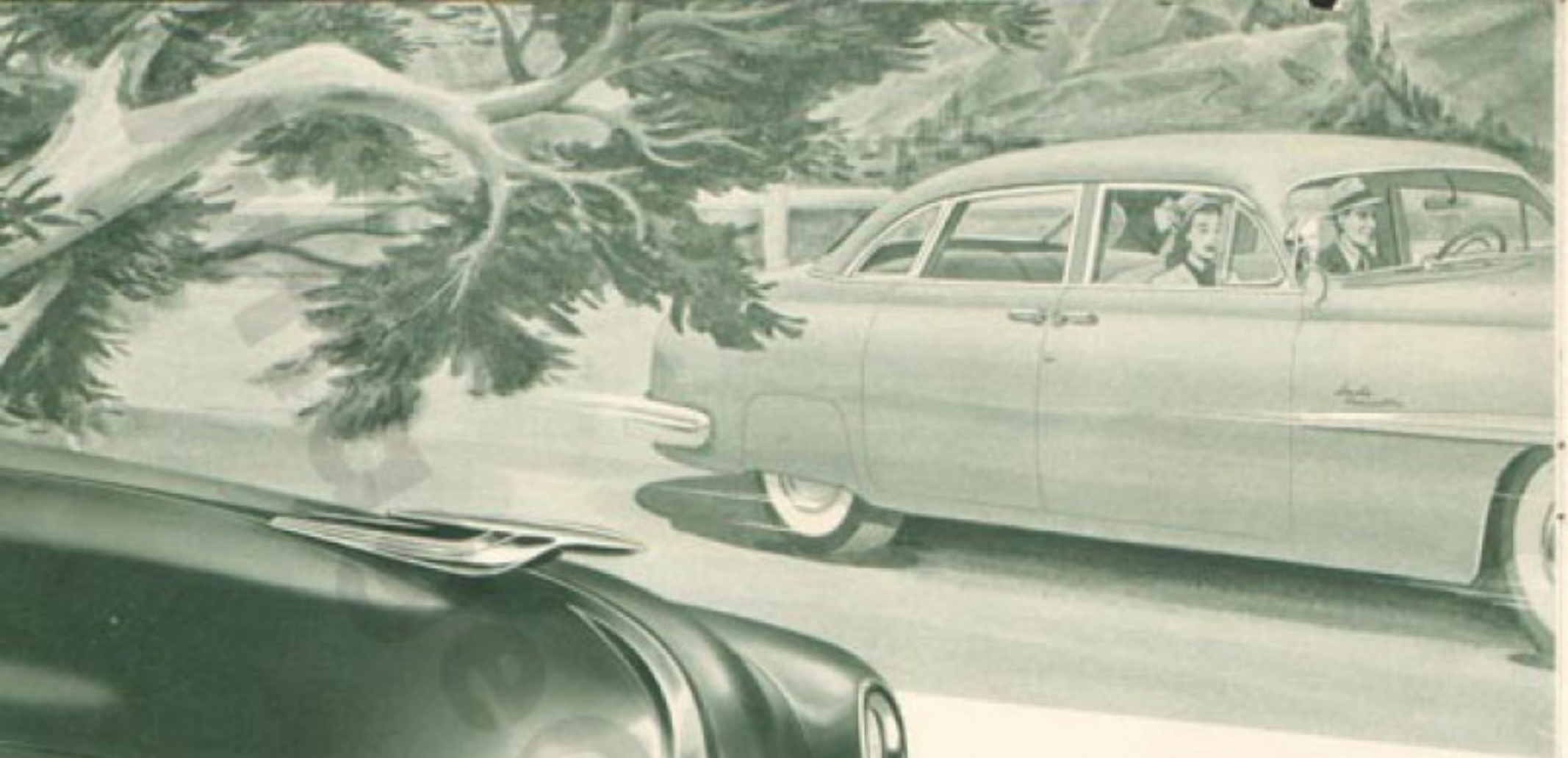
Ice and frost vanish like magic—Just turn the control to the "DE-FROST" position and set the blower at high speed. The wide louvres at the bottom of the windshield direct a powerful blast of hot air against the glass.



Fingertip weather control—With the addition of this heater your ventilating system is complete. From the instrument panel you select the amount of air and heat you want. On very cold days, "for heat in a hurry," the fresh air can be momentarily turned off and the car air recirculated . . . useful, too, in heavy traffic to keep out exhaust fumes of other vehicles.



No smoke, no fumes—With the Lincoln heating and ventilating system, a slight pressure is built up in the car body. Smoke and stale air whisk out the slightly opened ventilating windows; rain or cold air is kept out.



FRONT CENTER BUMPERETTES

They add a breathtaking note of massive strength and beauty to the front of your new Lincoln. Useful, too, in that they add extra protection to your radiator grille, help prevent the interlocking of bumpers when you are maneuvering in close quarters. Stamped from heavy steel, smartly finished in gleaming chrome. Easily attached, they become a natural, handsome part of your front bumper.

REAR CENTER BUMPERETTES

You will also want the protection and the touch of flashing elegance provided by these sparkling units. Slightly smaller than the front bumperettes, they are "naturally right" . . . harmonize perfectly with the rear styling of your new car. Fashioned from tough steel; smoothly finished in heavy chromium for long-lasting beauty.





*To Fit
Definite
Needs*



UTILITY LAMP

Ideal for lighting out-of-the-way places in and around your car. Handy if you should ever have to change a tire at night, as a powerful red or white warning light to on-coming traffic . . . the list of uses is endless. A magnetized base holds it in position on most of the car's metal surfaces, frees your hands. In addition, a neatly set-in, all-purpose, hide-away hanger is provided for greater utility. Plugs into the cigar-lighter socket on the instrument panel. Long, heavy-rubber extension cord. Handsome, husky, non-glare, plastic light guard.



GAS-TANK LID LOCK

An inexpensive safeguard against fuel loss. Key can only be removed when cap is locked. The shield helps keep water, ice, and road dirt out of the lock cylinder. The beautiful "tear-drop" design, finished in chrome, blends gracefully into the contour of the Lincoln's rear body lines.



LICENSE PLATE FRAMES

Help to dress up your license plates, prevent the edges from becoming bent. Quickly adjustable to fit most plates; easily installed. They slide into the recess for plates in front and rear bumpers. Chromium plated, they blend in with the over-all styling and trim of your Lincoln.



VISOR-TYPE VANITY MIRROR

Generous in size (four by eight inches), handsome in appearance. Attaches to either the right or left sun visor with two ornamental screw fasteners. The ladies will find it unusually handy for freshening makeup.

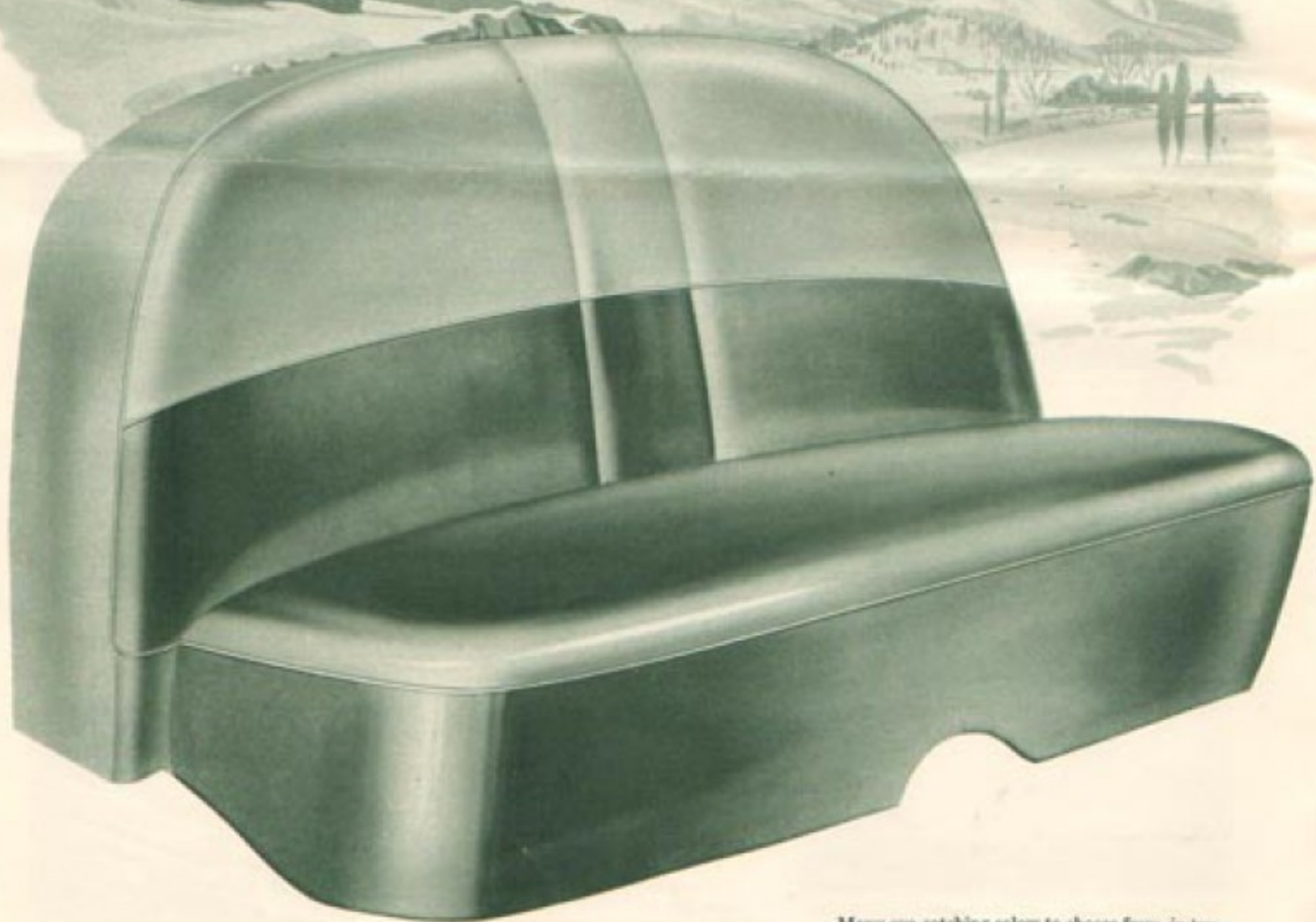
EXHAUST PIPE EXTENSION

Deflects exhaust fumes downwards and beyond your car. Prevents those gases from staining the bumper and rear body. Finished in flashing chrome; imparts a decorative touch to the rear styling.



Luxurious Lap Robe

For those who want the best in car appointments. Ideal for back-seat snoozing, football games, picnics . . . name the occasion. Pure virgin wool. Soft, suede-like finish in solid colors with harmonizing checked linings. Reversible. Deep, roomy, set-in pockets. Tuck-in flap holds robe securely. Size: 44 by 70 inches. Colors to harmonize with your car's interior: Apple blossom cream with brown and white check, maroon with blue and white check, and light green with brown and white check. A choice of smart monograms is available to add a personal touch.



Many eye-catching colors to choose from, in two-tone combinations . . . selected to harmonize with the interior trim of your new Lincoln. Custom-styled to fit perfectly. Exceptionally strong and durable; smooth; will not snag stockings. Fade-resistant; easily cleaned without removing—seat covers that stay beautiful longer; provide maximum comfort and upholstery protection.

Rick Rayon Gabardine Seat Covers

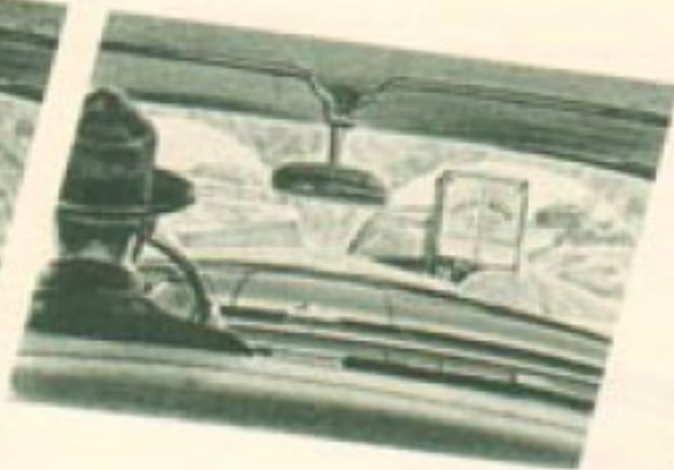
Spotlight

A tremendous help when driving at night—in reading road signs, house numbers, and lighting hazards. Its powerful beam picks up objects a thousand feet away. Mounts through corner post; quickly adjusted to almost any angle from inside the car. Heavy, gleaming chrome finish; pistol-grip handle; sealed-beam lamp.



Road Lamps

These "fog lights" throw a wide, powerful beam of light close to the road, provide an even greater measure of driving safety in fog and rain. Diffused light beam reduces glare reflection. They are installed in special recesses that have been left in the front grille of your new Lincoln. No exposed brackets to detract from their appearance. They look, and are, "built in." Sealed-beam lamps for a long, brilliant life; heavy-chrome finish for lasting beauty.



AUTOMATIC WINDSHIELD WASHERS

A convenient, almost indispensable safety aid for a sparkling, clean windshield at all times. No need to stop the car to clean your windshield; just press a button and a fine spray is released from tiny, specially-designed sprayers located in the windshield-wiper housing. The wipers do the rest. Dirt, dust, insects or mud splash disappear like magic. The reservoir for the washer fluid* has a place of its own in the engine compartment.

*Although plain water can be used, the addition of Lincoln's all-season Washer Fluid is recommended for general all-round efficiency.



OUTSIDE REAR- VIEW MIRROR

For extra vision at the back and sides; beautifully styled to harmonize with your Lincoln. The mirror is quickly adaptable for mounting on either the right or left side of your car, immediately in front of the front-door pillar. Easily adjusted to any desired angle. Finished in heavy chrome on a brass base to prevent rusting. Installed singly or in pairs, they increase safety . . . add a touch of sparkling smartness.

For
Drive



*Safer
Driving*



NO-GLARE REAR-VIEW MIRROR

Truly unique. In daytime, an elegant silver-backed mirror. At night, press a lever and the blinding reflected glare from the car behind you is cut 93 per cent . . . the view is still there but becomes soothingly visible for safety. The secret is a prismatic lens with two reflecting surfaces, one behind the other. Once you have tried this mirror, you'll never drive without one.



HAND-BRAKE SIGNAL

A gentle reminder when your hand brake has been left on. It eliminates the possibility of a costly repair bill. A light on your instrument panel flashes at one-half second intervals if the hand brake is still set when the ignition is "on" . . . continues to flash until the brake is released.



INDISPENSABLE BACK-UP LIGHT

A real contribution to safety and driving ease. Equipped with a 21-candle-power lamp capable of throwing a wide path of light 20 feet to the rear of the car. Turns on automatically the moment the car is put in reverse . . . serves as a warning to cars or pedestrians that may be behind you . . .

invaluable at night, when parking, backing out of driveways, or to reveal obstacles. Finished in chrome, or to reveal obstacles. Finished in chrome over a brass base to prevent rusting. Fashioned to blend with the rear styling of your car. Easily installed. You will wonder how you got along without it.

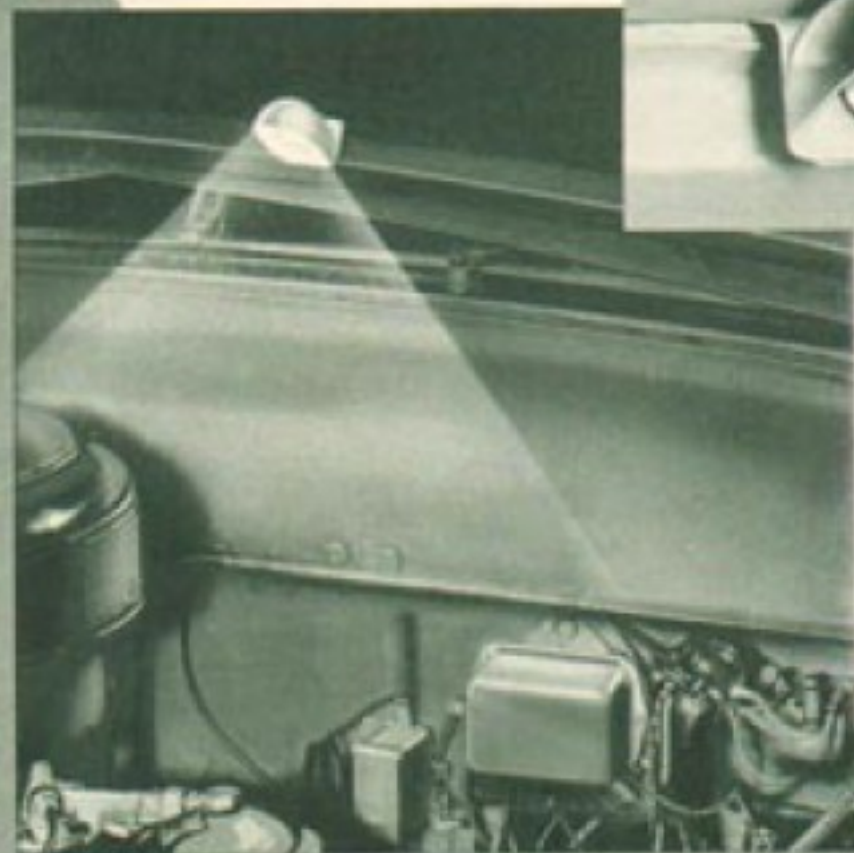


REAR WINDOW WIPER

Whatever the weather, you can take full advantage of the rear, picture-window visibility of your new Lincoln. This efficient wiper will keep water and snow from accumulating on the sloping window . . . permits safety-clear rear "see-ability" at all times. Easily controlled from your instrument panel.

ENGINE COMPARTMENT LIGHT

Simplifies underhood inspection or servicing. Just lift the hood and the entire engine compartment is automatically flooded with light. The switch is of the dependable mercury-type. When the hood is raised the mercury in the socket flows against a wire making the necessary contact to light the lamp. Similarly, the contact is broken when the hood is lowered. Mounts underneath the hood, at the back out of the way.





INITIAL PLATES

Smart, they add a truly personal touch to your new Lincoln. The letters are made of plastic, slide into a trim, chromium-plated holder for mounting on either the front or rear doors, instrument panel or trunk compartment.

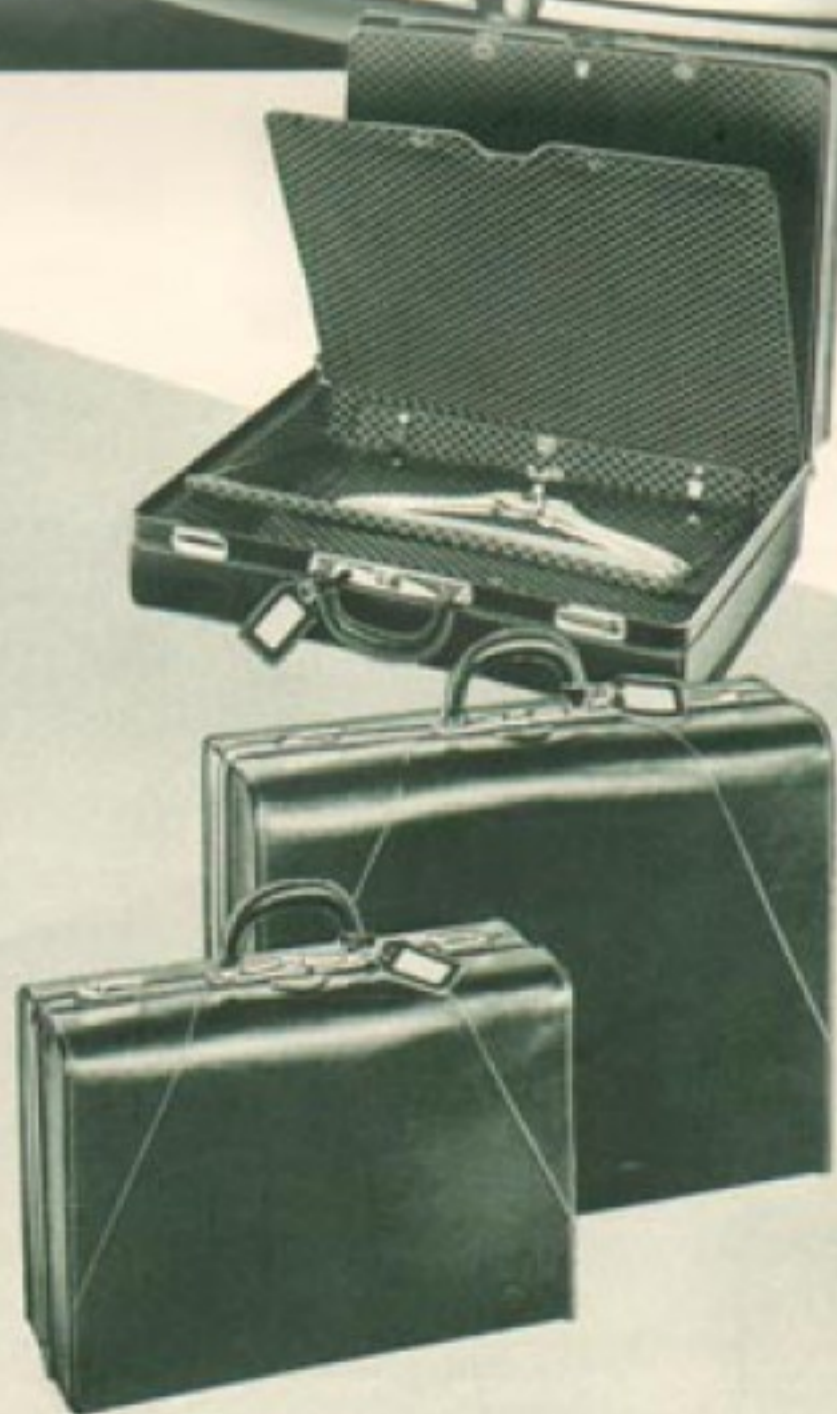
SPARE AIR EXTENSION

No need to remove the luggage every time you want to check the air pressure in your spare tire. In fact, you do not even have to raise the trunk lid. Depending on the position of the spare tire in your Lincoln one of these installations can be made which permits checking air pressure from a convenient air valve installed at the back of your car or at the gas-tank inlet. A rubber tube connects the valve with the spare tire, remains installed until such time as you need to use the tire.



Lincoln

BEAUTIFULLY MATCHED
IN SELECTED TOP-GRAIN



Luggage

SETS FOR MEN AND WOMEN

ANILINE COWHIDE

Additional Features that mean years of lasting beauty and satisfaction

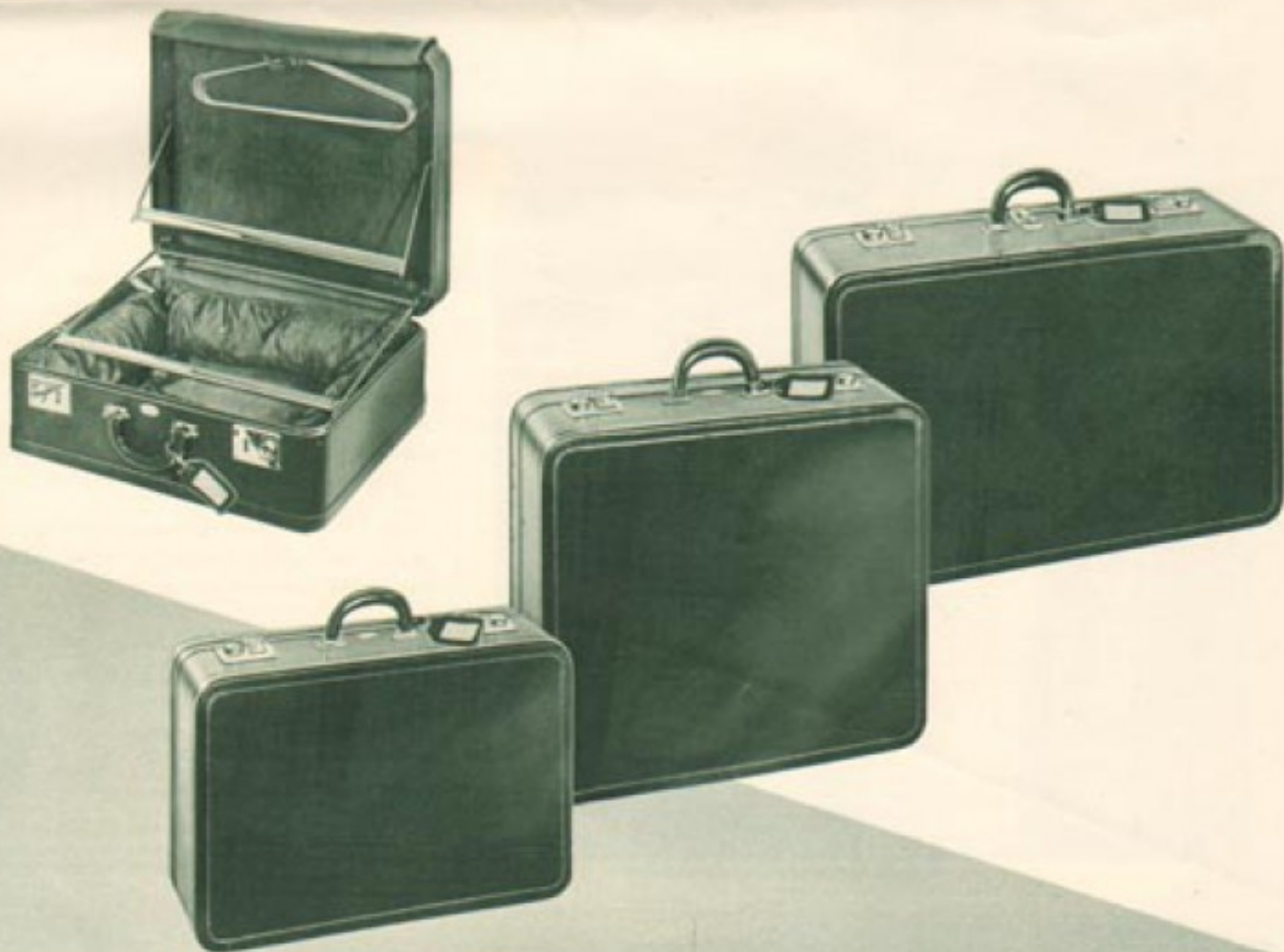
- The finest top-grain aniline cowhide—for long life and distinctive appearance
- Solid-brass, hand-polished hardware—tamper and weather proof
- Stitched leather handles in solid-brass posts—for carrying comfort
- Luxurious linings, full pockets, padded bottoms—for beauty and convenience

Luxurious, long lasting, beautifully styled to go with your Lincoln. Available in two matched sets—one for men, one for women—specially designed to meet your essential travel requirements. They fit neatly into your trunk compartment with room to spare. Colors: Cherrywood and Ginger.

For Men: The Convertible 24-inch Two-Suiter has two dividers for dust-proof, wrinkle-free packing. Unusual conveniences include the removable shoe bag with zipper closing, the metal tie-rack, and a shirred utility pocket for socks. The exclusive, removable, two-suiter arrangement quickly converts the two-suiter into an all-purpose packing bag. The roomy 21-inch Companion Case has a dust-proof

divider, a utility pocket, and two leather straps for keeping clothes neatly in place. Lightweight overlapping steel frame for lifetime durability. Bootmaker-finish French edges—for hand-crafted appearance.

For Women: A luxurious styled ensemble of three basic matched pieces. The Wardrobe Case has provision for hanging four garments in addition to ample packing space. The 21-inch Overnite and the 26-inch Pullman combine to provide ample room for packing. All-wood reinforced veneer cases for lightness, long life. Wide, long binding with contrasting stitching—resists hard wear, adds beauty.



Lincoln Recommends:



PORCELAINIZING

We recommend this car-body treatment to protect and enrich the beauty of your new Lincoln. It is not a wax, not a mere polish but a unique, patented preparation that your Lincoln dealer is equipped to apply to produce a tough, brilliant beauty to the car finish. It brings out the rich lustre of the paint. It is dry—will not pick up dust or scum. It is long lasting—rarely requires attention. This is the beauty treatment that is given to the world-famous Lincoln Continentals before they leave the factory.



UNDERCOATING

Here's an investment that will pay for itself many times over. It helps prevent rust and corrosion . . . reduces road roar and the noise of gravel and stones thrown up by the tires . . . helps prevent dust and fumes from getting into the car . . . insulates the floor against winter cold and summer heat. One application lasts the lifetime of the car.

Your Lincoln dealer is equipped to apply this undercoating. You will always be glad you made this investment.



IF YOUR HOBBY IS KEEPING YOUR LINCOLN *Like New*

These polishes, cleaners, and maintenance materials have been specially selected, tested, and approved for use on Lincoln automobiles. You can use them with perfect confidence; you will be assured of a perfect job.

SPOT REMOVER—Ideal for removing small stains from upholstery, carpets, clothes, etc. Non-explosive; non-inflammable.

PASTE CLEANER—For removing dull film, dirt, grease, etc., from the car's finish. Mild in its action, it will not injure the finish. For use prior to waxing.

POLISHING WAX—Ideal for protecting your car's finish. Produces a beautiful, long-lasting lustre. Recommended for use after cleaning with Lincoln's Paste Cleaner.

BODY POLISH—A quick, easy-to-use polish that will add new sparkle to your car.

FOAM UPHOLSTERY CLEANER—For removing dirt, gum, adhesives, perspiration stains, etc. from upholstery, leather, silk, cloth, etc. Liquid works up into a rich, quick-acting foam. Non-explosive; non-inflammable.

LIQUID CLEANER—Removes road film, dirt, old wax, etc. from the surface of the car. Can be used repeatedly without harming finish. Not a polish.

CLEANER-WAX-POLISH—An efficient all-in-one preparation for a good polishing job in less time.

CLEANER AND POLISH—A waxless preparation that cleans and polishes in one, easy, quick operation.

CHROME CLEANER—Keeps your car sparkling; protects the chrome surfaces from the weather.

RUST INHIBITOR—For use in your car's cooling system to prevent excessive corrosion, costly repair bills.

COOLING-SYSTEM CLEANER KIT—For cleaning cooling systems that have become rusted, corroded, or clogged. Improves cooling efficiency.

SEALING COMPOUND—A reliable preparation for sealing hose connections, gaskets, etc.