

QUICK FACTS

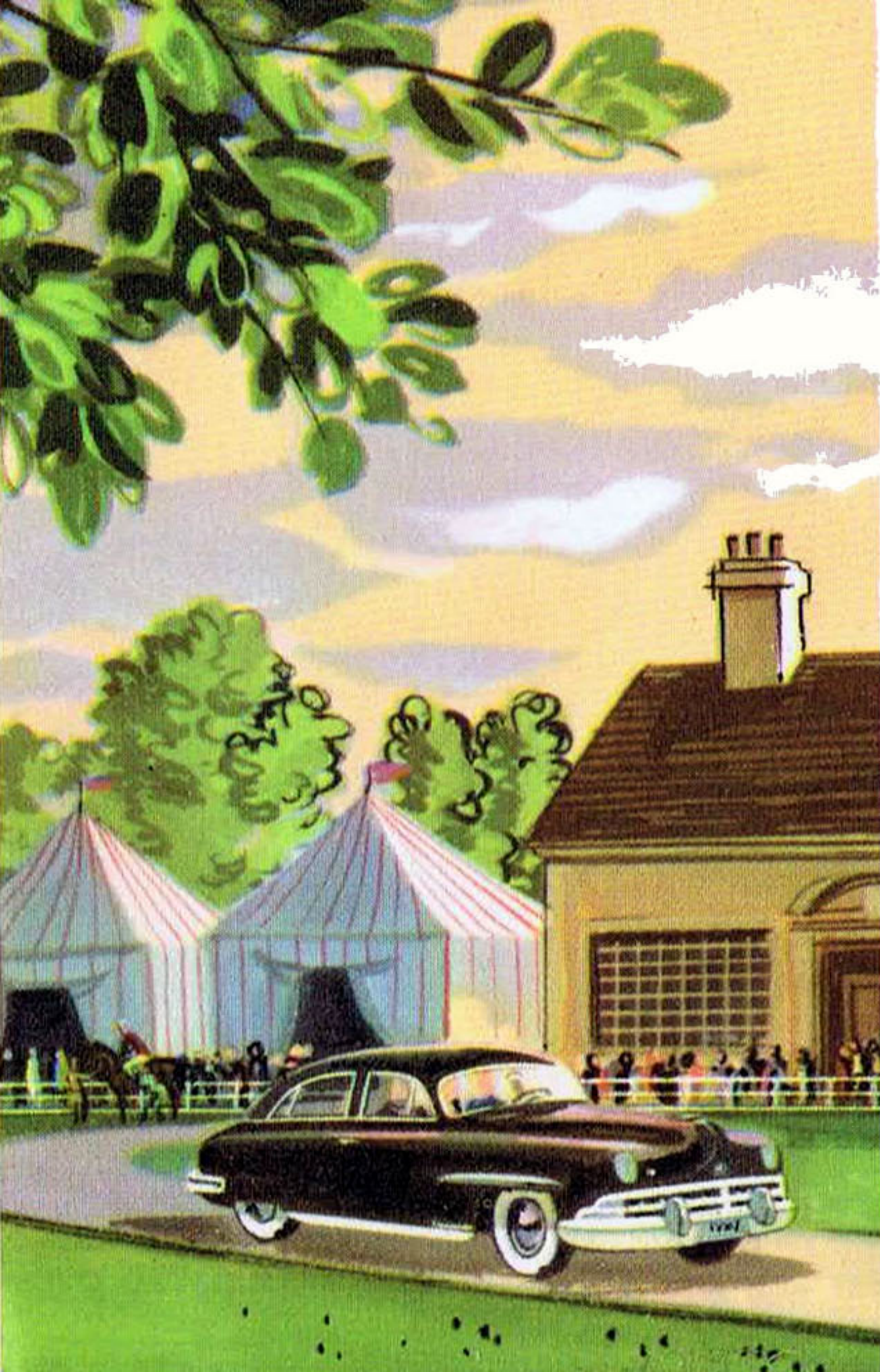
ABOUT THE 1950

Lincolns

FIRST CAR OF THE LAND



Nothing could be finer



features of "the first car of the land"

LINCOLN STYLING IS DISTINCTIVE—From all angles, the new Lincoln and Lincoln Cosmopolitan are truly beautiful. At the front, there's a new, wide, impressive grille with full wrap-around bumper. This attractive treatment is gracefully blended into the sweeping contour of the body lines. And new, brilliant colors help emphasize the smartness of the distinctive Lincolns.

LINCOLN COMFORT IS LUXURIOUS—"Salon-Styled" interiors—the most beautiful in the world—are not only a pleasure to the eye, they are also a comfort to enjoy and are available in a variety of lustrous new nylon and broadcloth upholsteries. Lincoln interiors are spacious—with plenty of room for six big people—and the sofa-wide, foam-rubber seats assure exceptional riding comfort.

LINCOLN PERFORMANCE IS SMOOTH—And no wonder! The great Lincoln high compression, "InVincible 8," V-type engine is the premium product of the manufacturer who has made more 8-cylinder, V-type engines than all other manufacturers combined.

LINCOLN SAFETY IS DEPENDABLE—You can rely on Lincoln's big, powerful "Duo-servo" brakes for quick, straight-line stops, no matter what the situation. Lincoln's new "Centralized" instrument panel adds to safety, too. All instruments are scientifically grouped—in front of the driver—to assure easier, "quick-glance" reading.

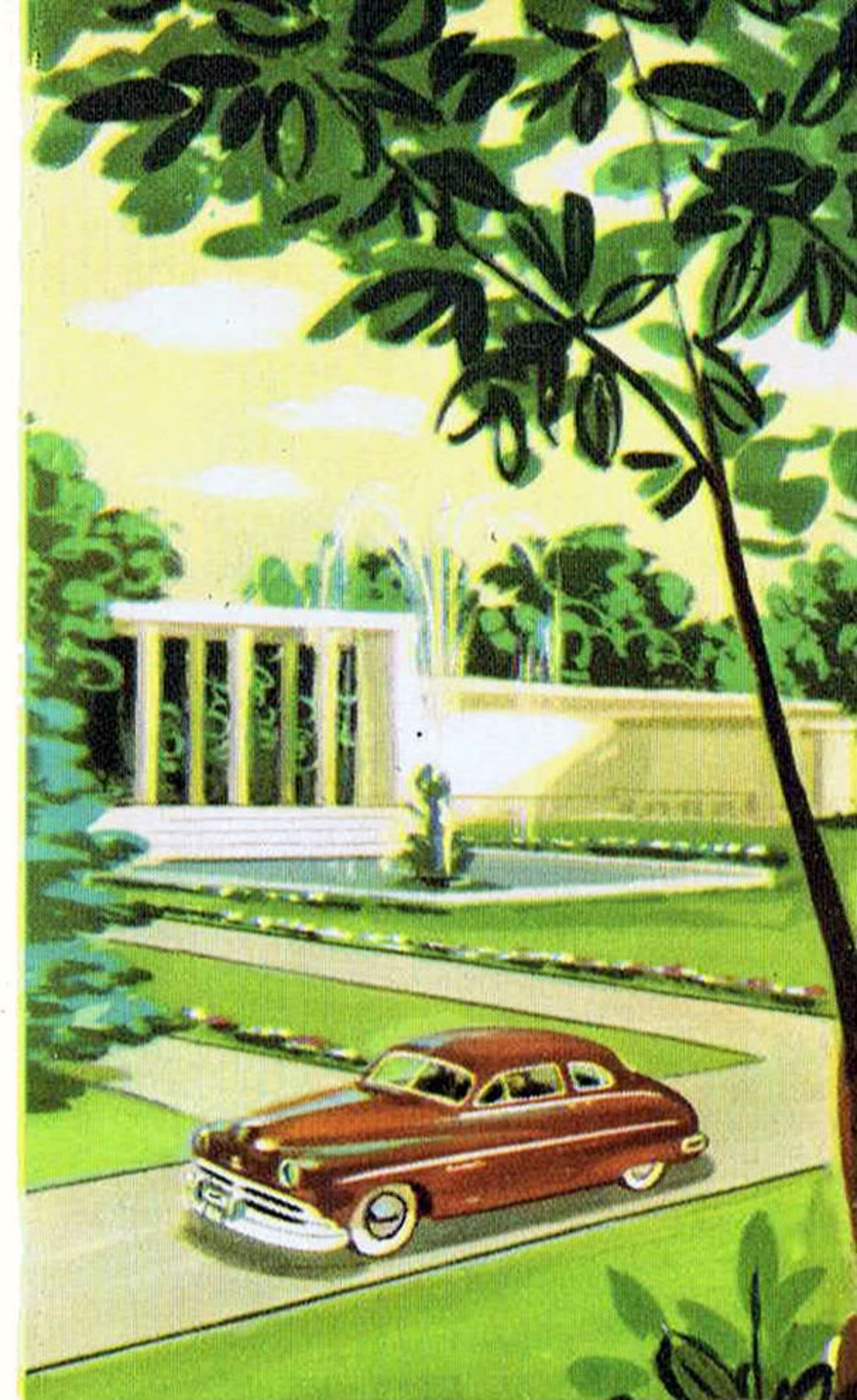
LINCOLN DRIVING EASE IS EXCEPTIONAL—Improved HYDRA-MATIC, coupled with Lincoln's smooth-running "InVincible 8" engine, propels you like sheer velvet in motion . . . with freedom forever from shifting. Lincoln steering is silken-smooth, too.

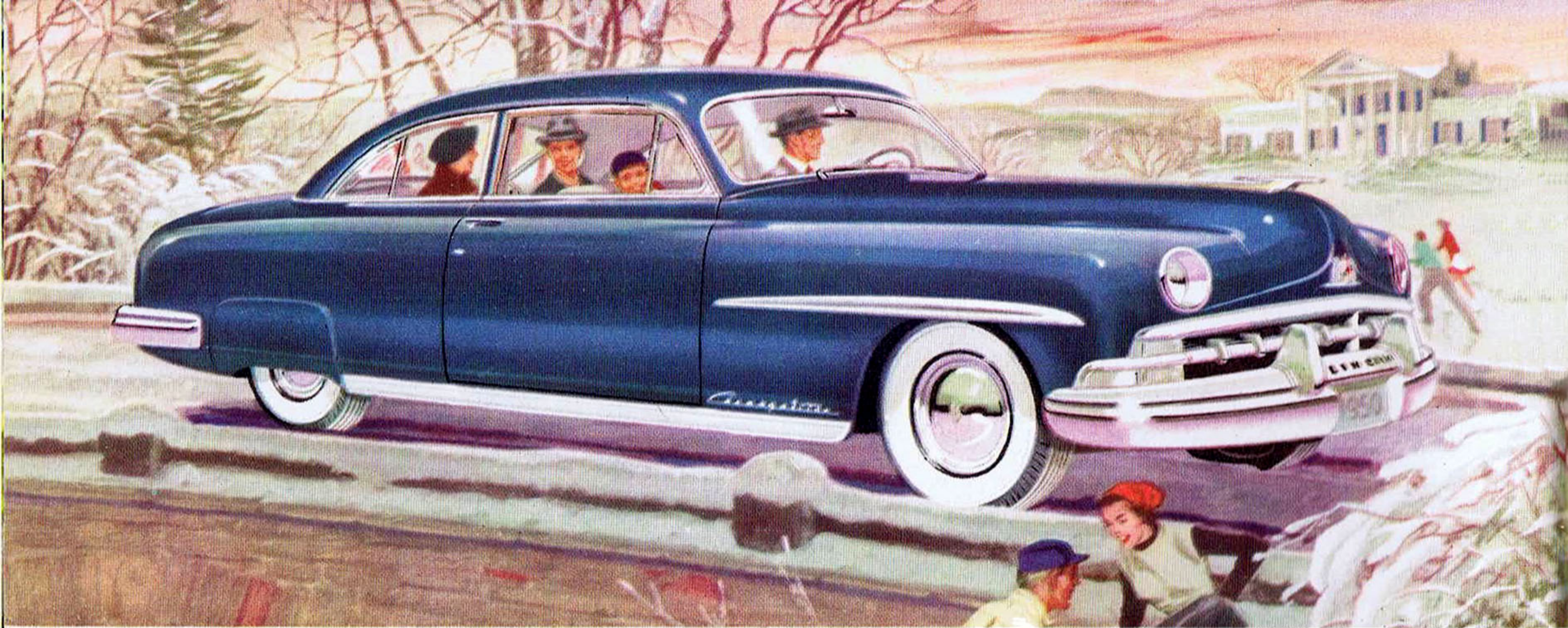
LINCOLN HEATING AND VENTILATING IS REFRESHING—Yes, the new Lincoln "Comfort-Flo" heating* and ventilating system gives you healthful fresh air at all times. In winter, warm, comforting air is fully circulated throughout the car . . . and in summer, this unit brings you cooling, refreshing air. Easy-to-operate, it's thermostatically controlled.

LINCOLN RIDING IS QUIET RIDING—Thanks to new Fiberglas sound-proofing, the new Lincoln and Lincoln Cosmopolitan assure you of a ride that is whisper-quiet. In addition, Fiberglas and other insulating materials keep excessive cold, heat, and moisture out of your car.

LINCOLN CONVENIENCES ADD TO MOTORING PLEASURE—All features . . . all qualities of the great new Lincoln and the magnificent new Lincoln Cosmopolitan have been designed for your motoring pleasure. That's why you'll find the little things, things like directional turn indicators, map light, courtesy entrance lights, and others, are included as a definite part of these new cars.

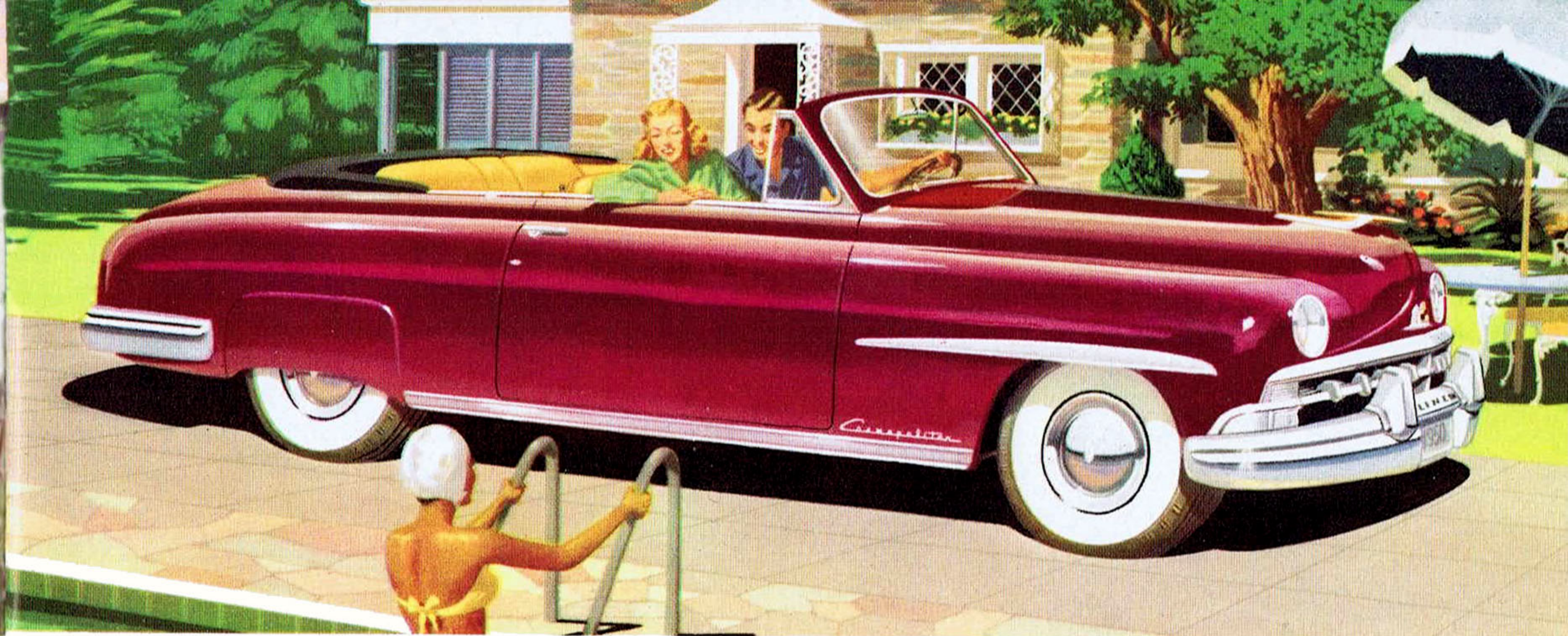
a wide choice of beautiful body styles





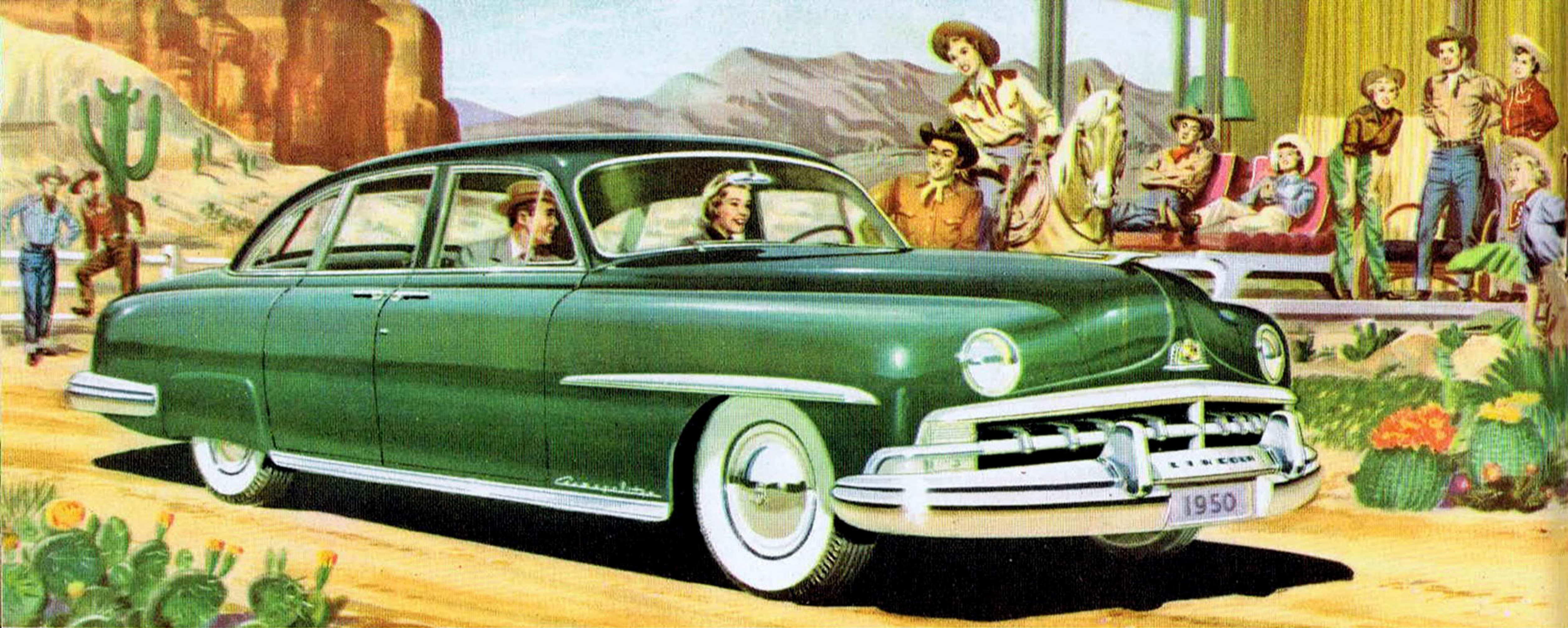
THE *Lincoln Cosmopolitan 6-passenger Coupe*

A pleasure car—for pleasure driving . . . and business, too. The Lincoln Cosmopolitan Six-Passenger Coupe has the smart, distinctive look that helps add to business prestige. And it has plenty of room for six which makes casual driving more enjoyable.



THE *Lincoln Cosmopolitan 6-passenger Convertible*

In a class by itself—that's the Lincoln Cosmopolitan Six-Passenger Convertible. It's in style for any season. And to suit your personal tastes, you have a wide choice of body colors, top colors. You can also select your own upholstery combinations.



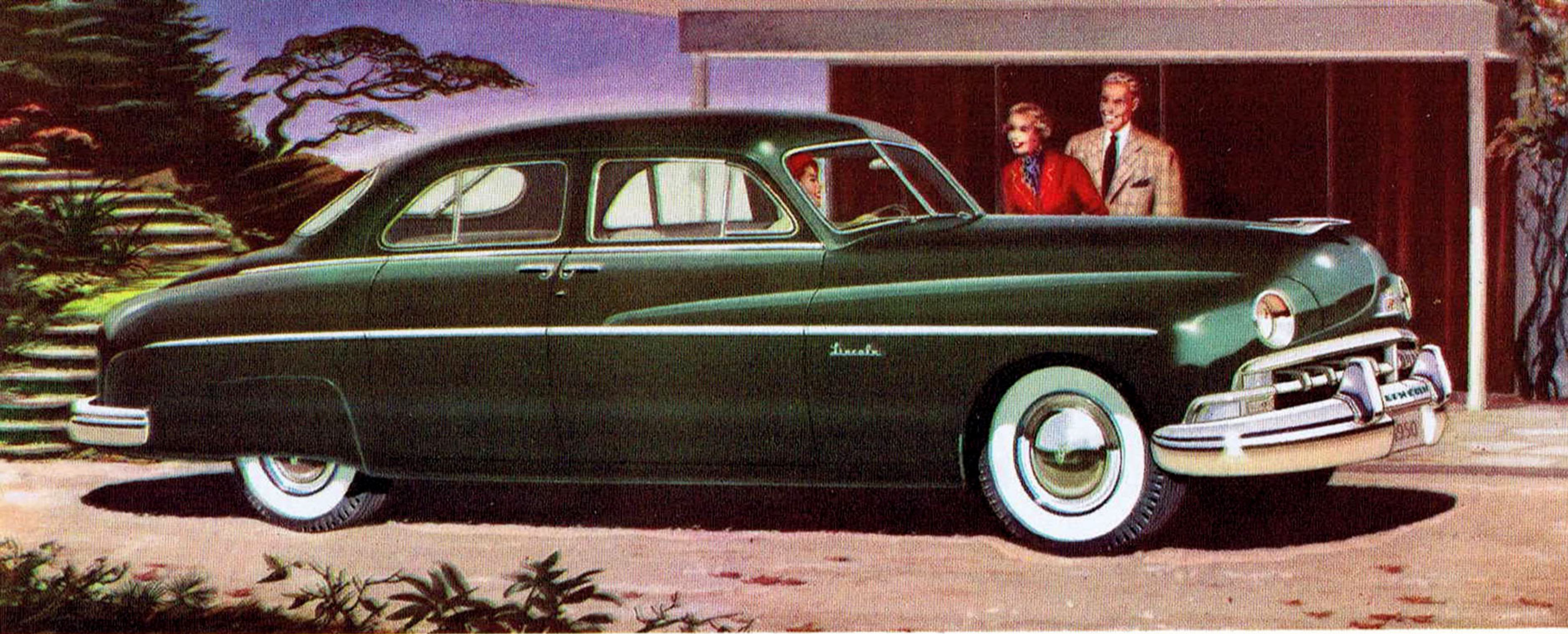
THE *Lincoln Cosmopolitan Sport Sedan*

Styled for today . . . and tomorrow, *nothing could be finer* than the graceful, impressive Lincoln Cosmopolitan four-door, Six-Passenger Sport Sedan. In this distinctive car, you're at home wherever you drive. It's so completely comfortable.

“personalized” interiors

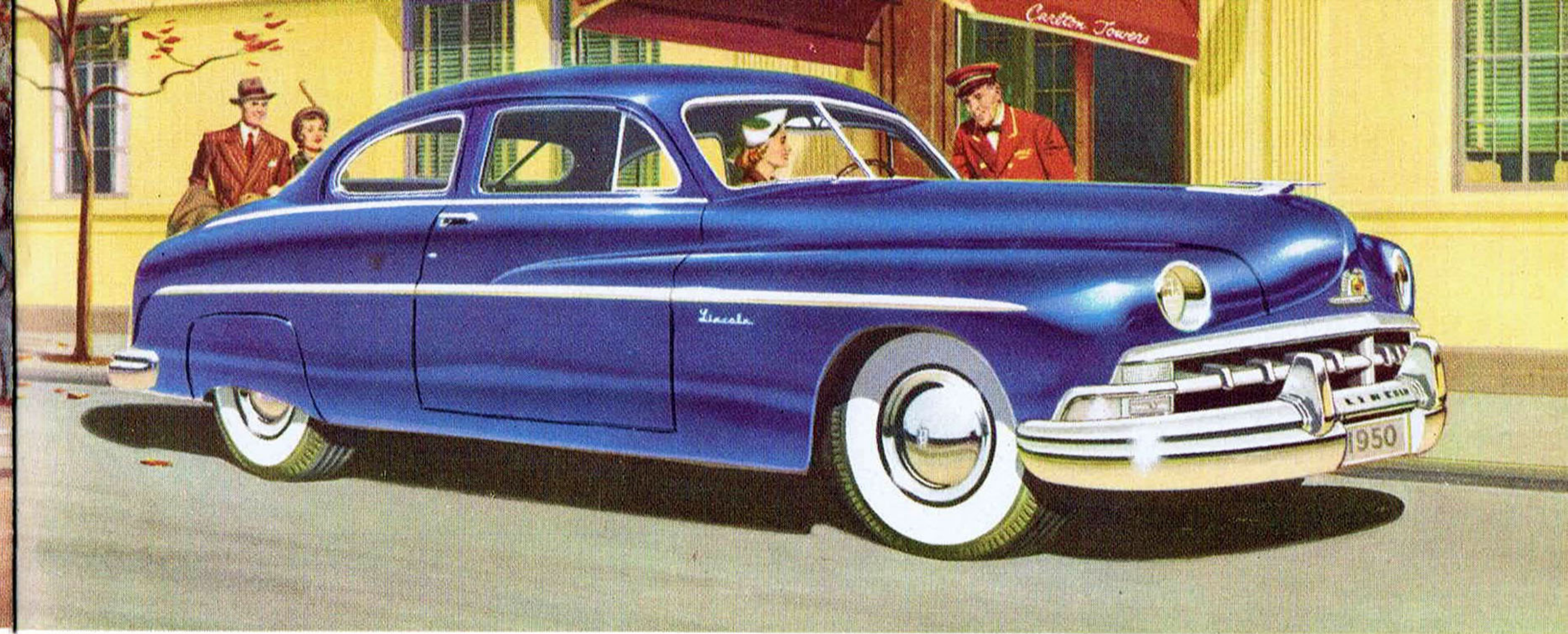
In either the new Lincoln or the new Lincoln Cosmopolitan, you can select your own interior color combinations and upholsteries to reflect your own preferences. You can “decorate” your car interior as

you would your own home. And these dramatic new nylon and broadcloth upholsteries, with shadow-strip design . . . assure you of the kind of colorful beauty that will be “personally yours”!



THE *Lincoln Sport Sedan*

Wherever you travel, the new Lincoln four-door, Six-Passenger Sport Sedan will get you there feeling relaxed . . . and even refreshed. You see, this car was designed exclusively for your motoring pleasure. And it gives you the kind of riding comfort that seems to shorten the miles.



THE *Lincoln 6-passenger Coupe*

Taking a business trip? Or do you just drive for your own enjoyment? In either case, here is the car for you. It's the luxurious Lincoln Six-Passenger Coupe that gives you the full, roomy seating capacity of a sedan and yet it preserves the enjoyable, informal air of a coupe.

Lincoln

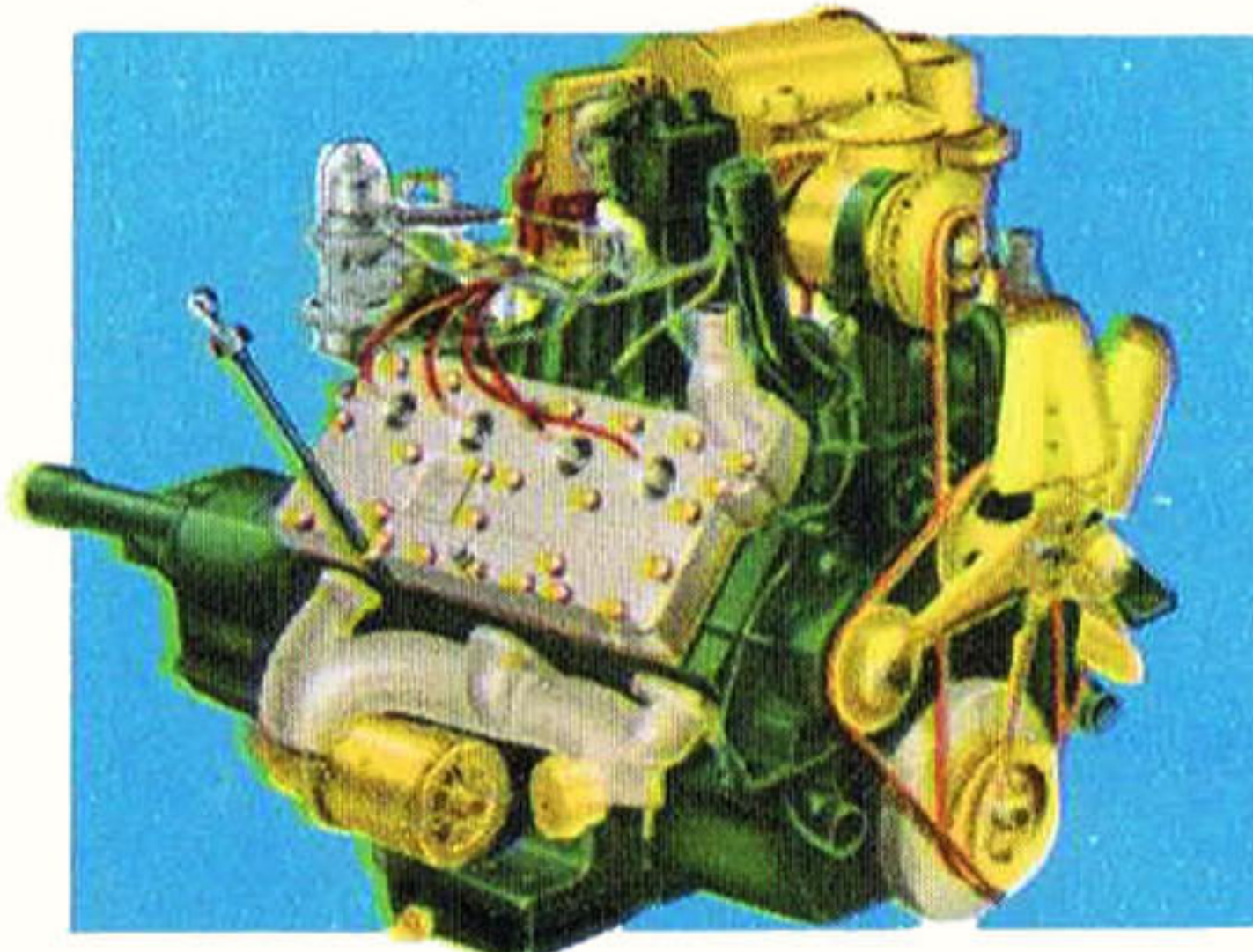
ENGINE SPECIFICATIONS

Premium Product of World's
Largest Producer of V-8 Engines

RATING: The Lincoln 8, V-type, L-head engine develops 152-horsepower at 3600 rpm. Bore, 3½ in.; stroke, 4¾ in. Three-point rubber mounting. Compression ratio, 7 to 1. Counter-balanced crankshaft with three large bearings. Heat-treated aluminum-alloy pistons with steel struts. Alloy-steel valve inserts. Three piston rings. One-piece valve guides pressed in block.

LUBRICATION: Gear-type oil pump. Force feed to all main, connecting rod, and camshaft bearings. Heavy-duty oil filter. Sludge-traps in crankshaft. Positive crankcase ventilation minimizes sludging. Oil capacity, 6 quarts (includes oil filter).

COOLING SYSTEM: Full-flow system circulates all coolant around all cylinders and back through head of each side of engine for uniform cooling and longer



engine life. Two high-velocity water pumps, permanently lubricated. Full water jacket warms oil in cold weather, cools it on long trips. New five-bladed silent fan. Coolant capacity, 34.5 quarts.

FUEL SYSTEM: Fuel tank capacity: Lincoln, 19½ gal.; Lincoln Cosmopolitan, 21½ gal. Camshaft driven diaphragm-type fuel pump. Automatic choke. Automatic idling control. Oil-bath air cleaner. Improved concentric type, dual-down-draft carburetor checks vapor lock, reduces fuel consumption.

ELECTRICAL SYSTEM: Battery, 17-plate, 120 ampere-hour. High-capacity generator (40 amperes at 7.1 volts) with automatic current and voltage control, especially designed to handle the extra load of radio, heater, window lifts, etc. High-speed, single breaker-arm distributor. Pressure type automatic spark control.

Lincoln

CHASSIS SPECIFICATIONS

New Strength, Security, and
Road-Hugging Stability

DIMENSIONS: LINCOLN—wheelbase, 121 in.; over-all length, 213 in.; width, 76.6 in.; height (loaded), 63.6 in.

LINCOLN COSMOPOLITAN—wheelbase, 125 in.; over-all length, 220.5 in.; width, 79 in.; height (loaded), 62.6 in.

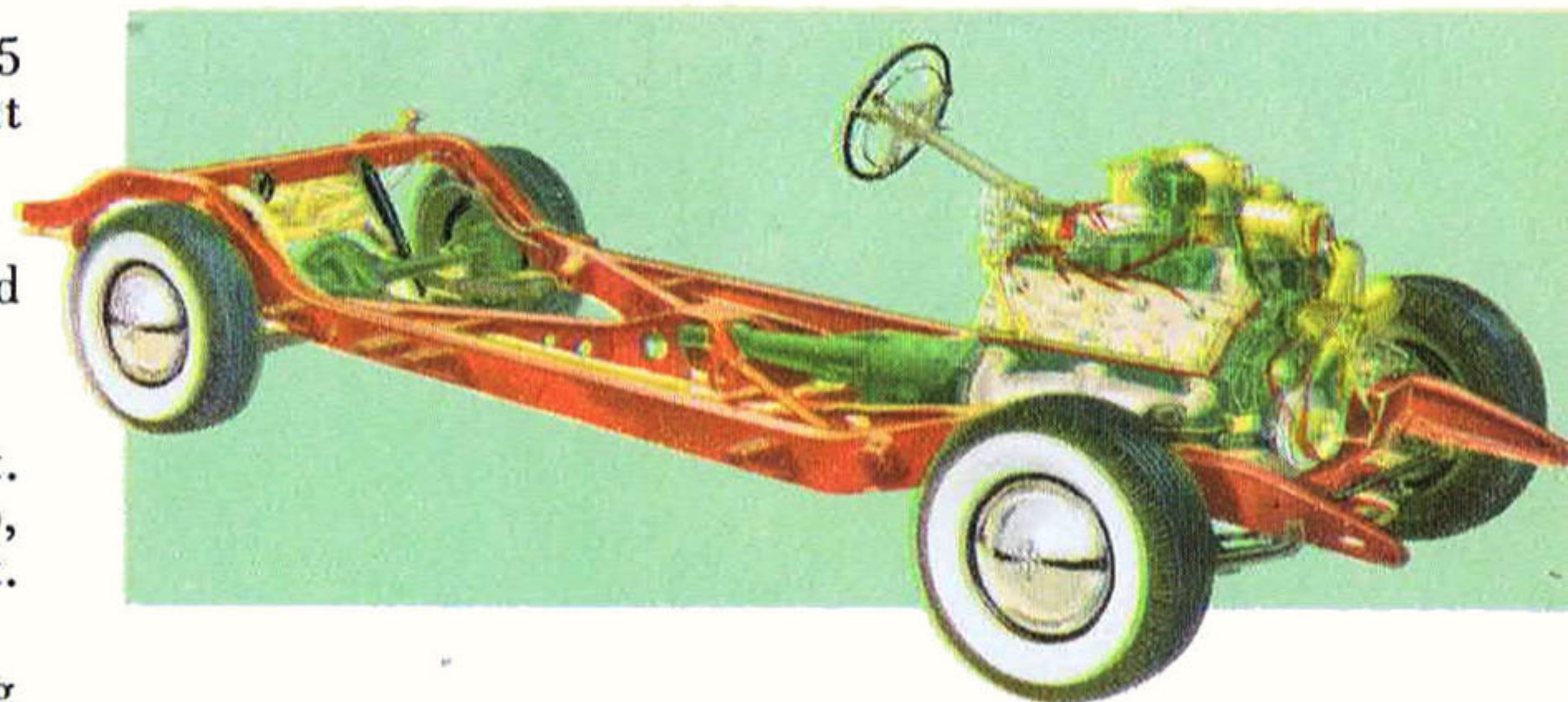
FRAMES: Double drop "K." Cold-riveted, welded (Lincoln); all-welded (Lincoln Cosmopolitan).

BODIES: All steel. Insulated against noise and heat. Lincoln Cosmopolitan Convertible has automatic top, hydraulic window lifts, and front seat adjustment.

WHEEL SUSPENSION: Independent coil spring suspension of front wheels. Rear springs are longitudinal semi-elliptic leaf type.

DRIVE: Standard Transmission: Selective sliding gear. Three speeds forward, one reverse. Hotchkiss drive.

HYDRA-MATIC TRANSMISSION: Four automatic speeds forward, one reverse. No gears to shift, no clutch to push.



BRAKES: "Duo-servo" hydraulic brakes. Cable-type parking brake.

TIRES: Super-ballon; Lincoln, 8:00 x 15; Cosmopolitan, 8.20 x 15.

HYDRA-MATIC automatic shifting at its finest



It's the completely automatic transmission—with no gears to shift . . . no clutch to press. When driving a Lincoln or Lincoln Cosmopolitan with HYDRA-MATIC, all you do is step on the accelerator to go . . . step on the brake pedal to stop. And HYDRA-MATIC, now teamed with the great Lincoln "InVincible 8," high compression, V-type engine, gives you a thrilling road responsiveness no other car can match. It's like sheer velvet in motion—with freedom forever from shifting. Lincoln with HYDRA-MATIC is the perfect combination of power and driving ease.

**Optional equipment illustrated or indicated in this booklet at extra cost. White side-wall tires and rear wheel shields (on Lincoln) also available at extra cost. All Lincoln cars equipped with improved HYDRA-MATIC transmission at extra cost.*

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