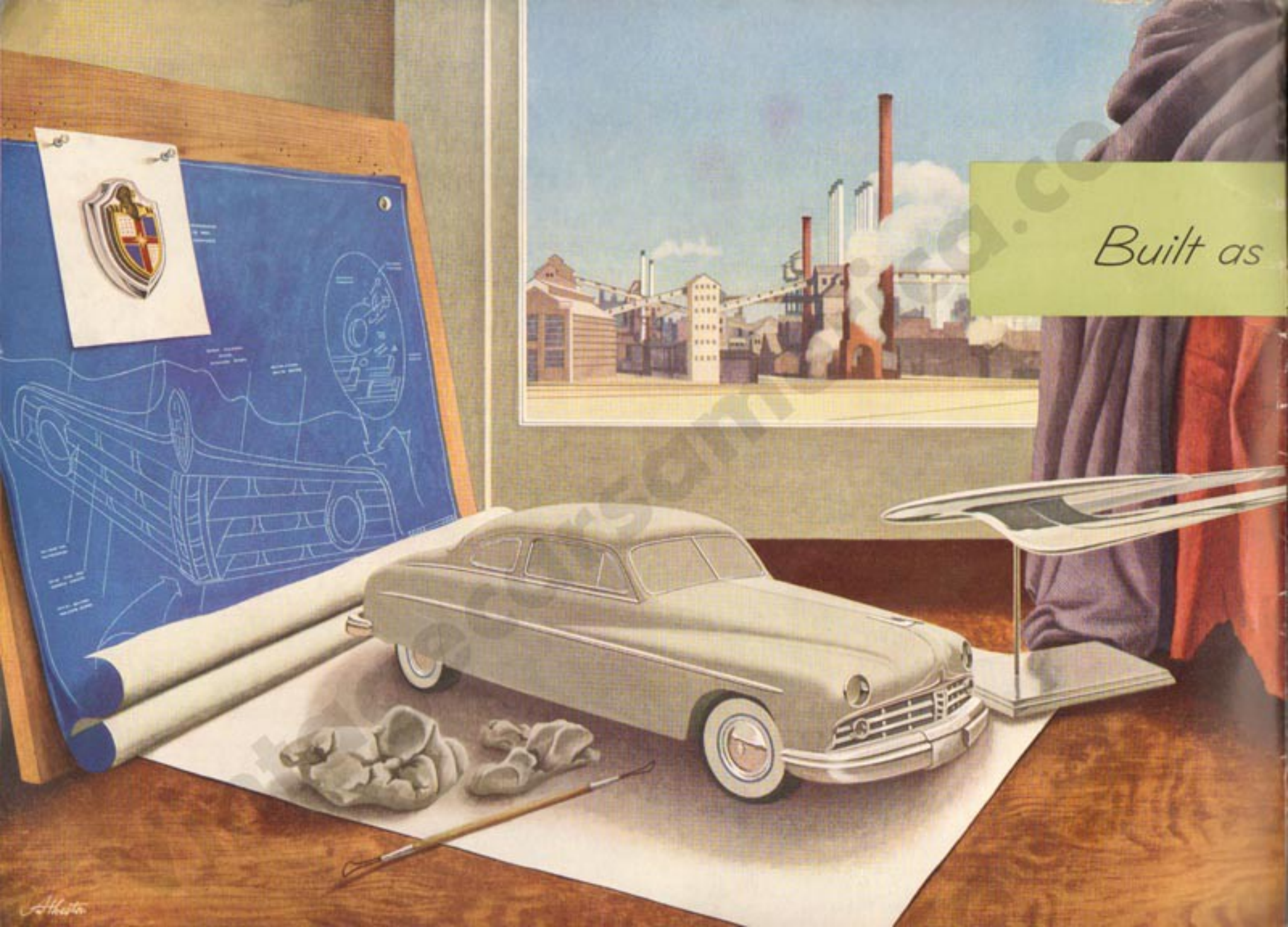




TWO COMPLETELY NEW 1949 *Lincolns*

The Lincoln and The Lincoln Cosmopolitan





Built as

Alhambra

Deliberate Masterpieces

As YOU look at the two completely new Lincolns on the pages that follow, as you actually see them and try them out, you'll sense, instinctively, that here are cars made masterpieces *deliberately!*

Their perfection was years in the making . . . in the minds and hearts and hands of the greatest team of engineers and designers in the country. No expense was spared; nothing was too good, nothing was too new for them. But every inch and part of these great new cars had to meet the highest standards ever set for the fine car field.

We now present the goal achieved . . . The Lincoln and the Lincoln Cosmopolitan.



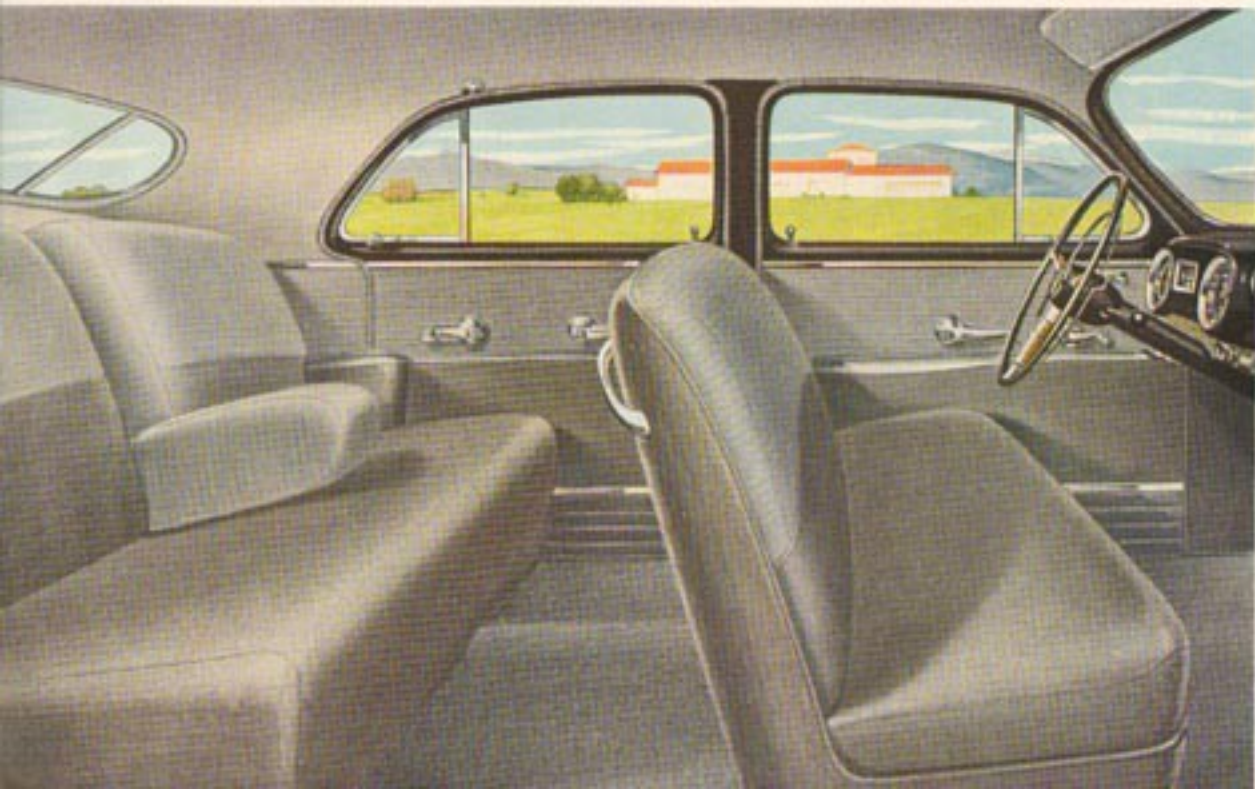
TWO COMPLETELY NEW 1949 *Lincolns*
... Masterpieces of the fine Car Field!

EVERY LINE, every feature, is an invitation for you to get in and drive. Set a course for anywhere. You'll go easily, smoothly, quietly, safely, in spacious comfort.

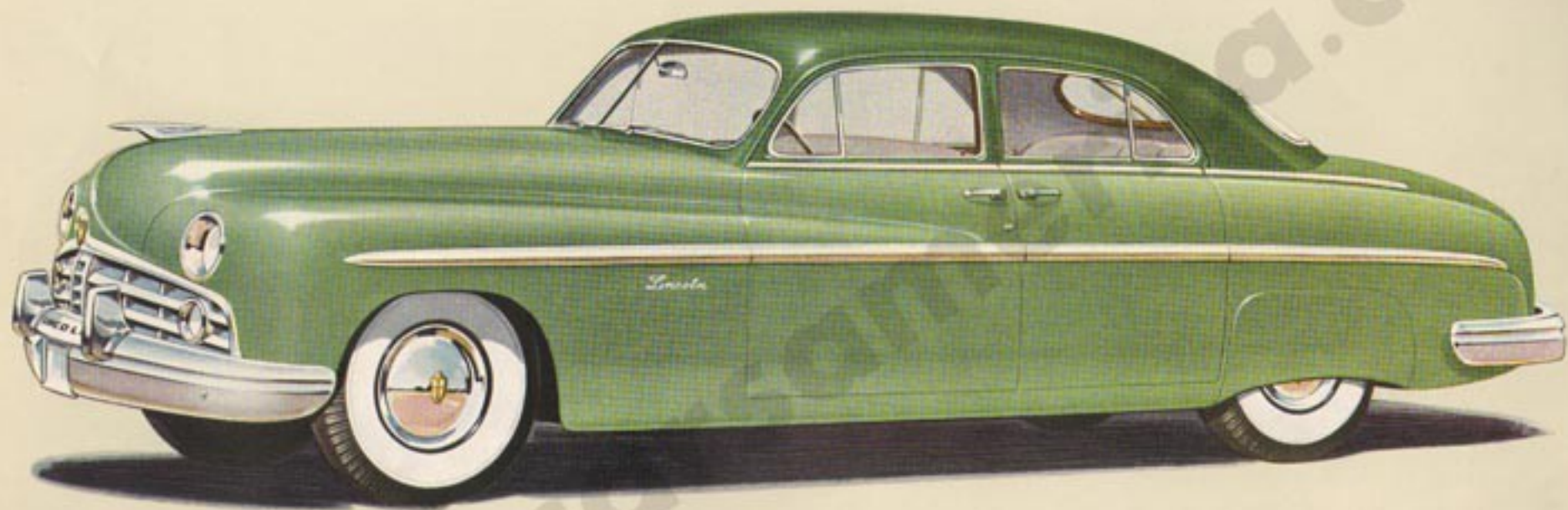
For this is a car of sparkling elegance with low-to-the-road fleetness and stability. Inside, there is easy-chair comfort for six big people; beneath the rear deck, luggage space to spare for your longest trip; under the hood, a 152-horsepower engine brimming with smooth, quiet power.

It is the kind of car you would expect from Lincoln for 1949—completely new from the blueprints up, completely proven and designed with greatness as its standard.

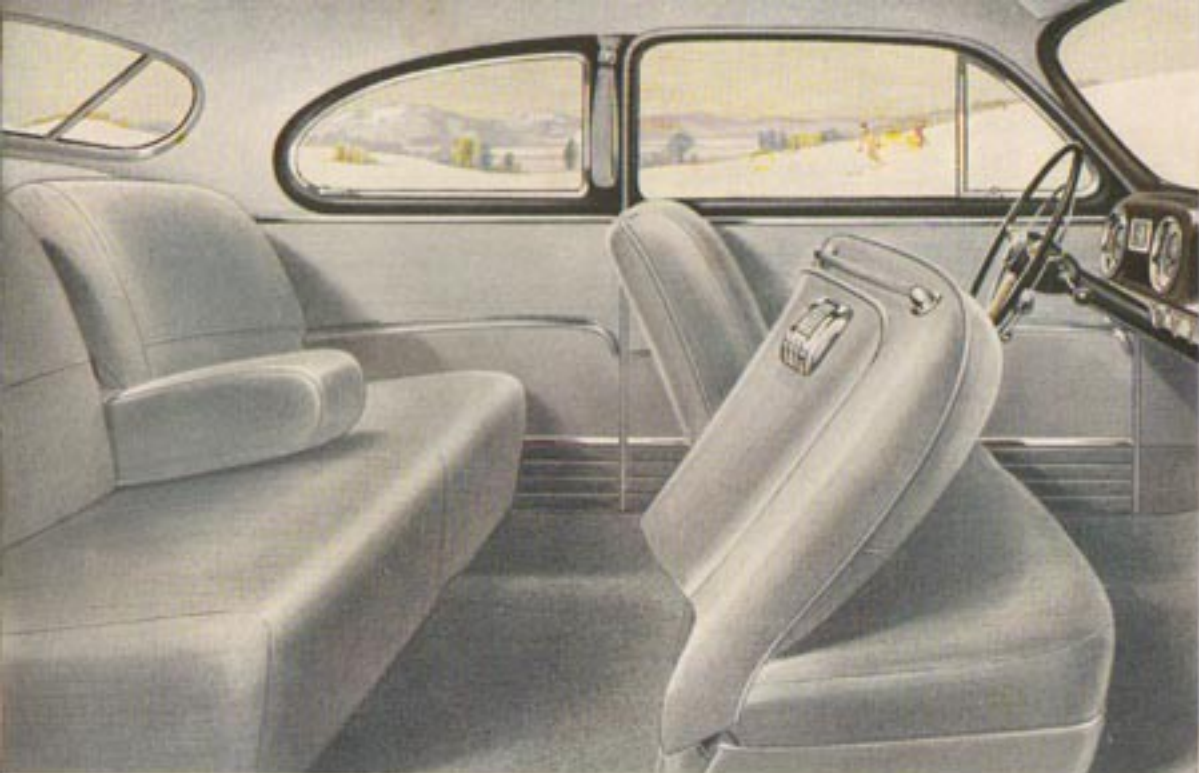
The interior is finished in smoothly tailored gray birdseye broadcloth with harmonizing trim. Other fabrics and colors are also available. The dome light operates automatically when back doors are opened, for easy entrance and exit. There is a convenient shelf back of the rear seat for small packages.



The Lincoln



SPORT SEDAN



The interior is upholstered in handsome, blue Bedford cord. Pop-out lighters and ash receivers in the front and rear compartments; foam-rubber cushions and armrests add to your comfort.

HERE'S A WORLD of new pleasure for those who want to combine the compactness and informality of a coupe with the luxurious six-passenger roominess of a sedan. It is a personal car, a business car, a family car—at home in cities, on far highways, on country lanes.

The doors are wide; the back of the front seat swings aside for easy, one-step entrance to the rear compartment. Deep foam-rubber cushions, beautiful appointments, convenient armrests . . . all add to your comfort.

Like all new Lincolns for 1949, it is a long, low, road-bugging car with sweeping breadth and move-around comfort. It is an eager, responsive car, 152-horsepower strong.

From every angle, it reflects the great heritage of Lincoln craftsmanship.



The Lincoln

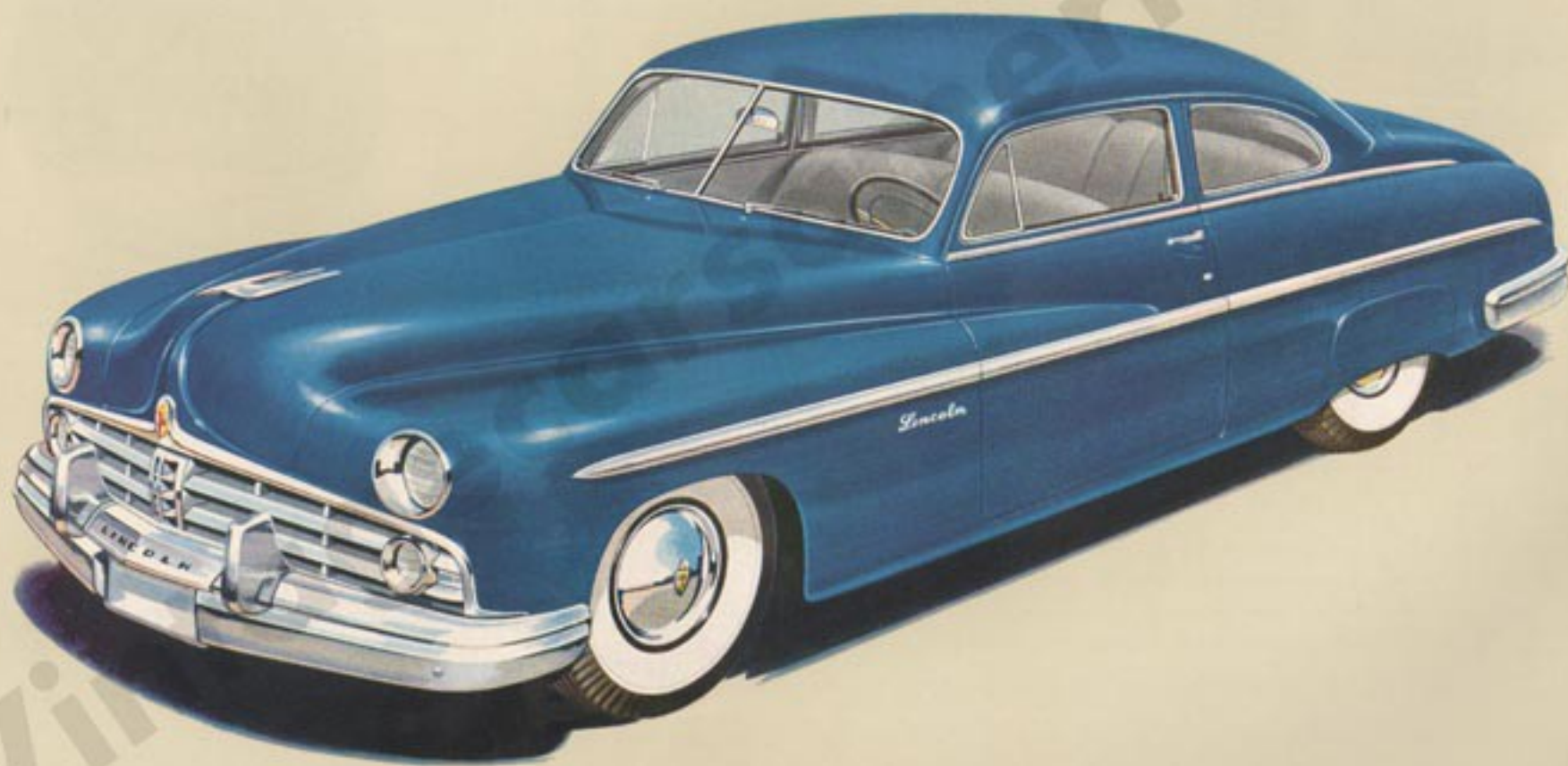


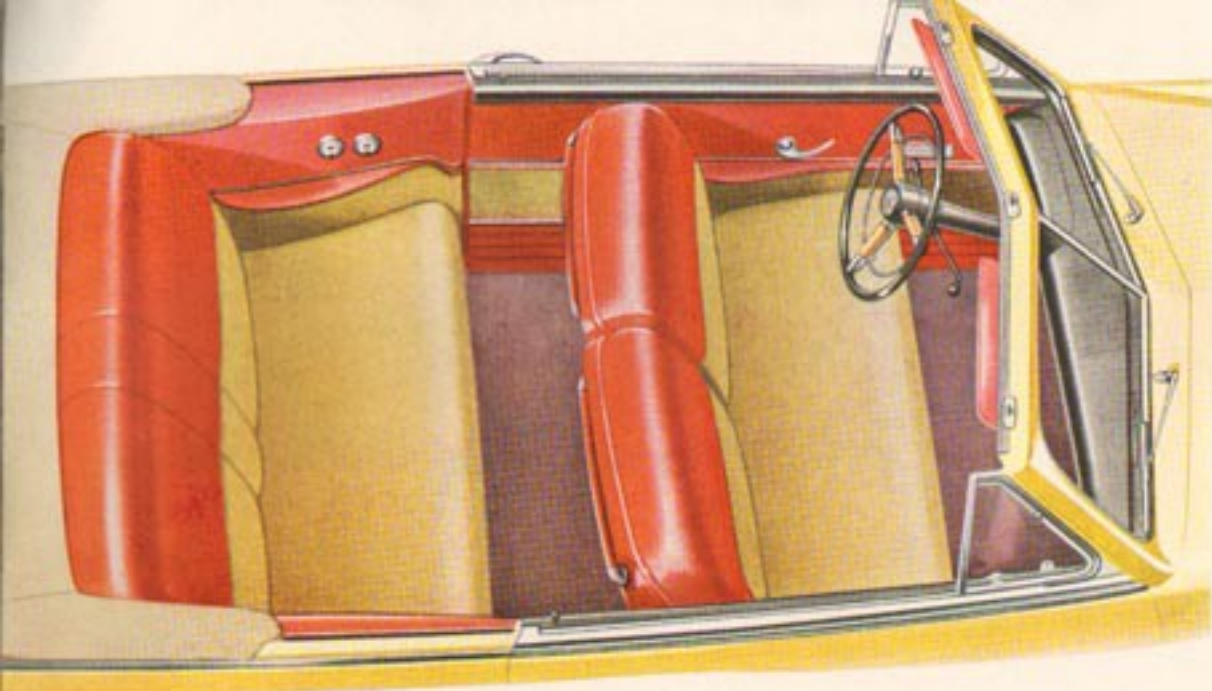
There is ample space in this convenient luggage compartment. The rear deck opens gently and safely on counterbalanced hinges. A light goes on automatically. The compartment is safely sealed to prevent the entrance of dust and water; a heavy rubber floor pad and finished lining at back and sides provide additional protection for your bags. The spare tire has a place of its own on the right, conveniently out of the way.

FINGER-TIP WEATHER CONTROL . . .

Choose your own weather. A new heating (optional) and ventilating system permits you to control the amount of air and heat you want at all times. There are no drafts, no cool ventilator where rain might get in; window fogging is minimized. At all times, you have a limitless supply of country-fresh air—cool in summer, warm in winter, and always evenly distributed throughout the car. Stale air and smoke are whisked away quickly. Super-powerful defrosters assure you a safety-clear windshield even on the worst winter day.

SIX-PASSENGER COUPE





The interior is finished in red genuine leather and tan Befford cord. Also available in green, tan, and blue combinations.

It's LOVELY to look at, a joy to drive, comfortable every day of the year. For here is an all-purpose convertible that has the weather-defying comfort of a closed car.

TO KEEP OUT DRAFTS: Double sealing around the doors, a snugly tailored top, closely fitted windows.

FOR SUN OR SHOWER: An automatic top that raises or lowers automatically.

FOR CONVENIENCE: Windows and front seat that adjust automatically by hydraulic control.

And as with all 1949 Lincolns, head lamps, parking lamps, and tail lamps are deeply recessed in the body to achieve an unusually smooth, clean styling; road lamps (optional*) have a built-in place of their own in the glistening chrome one-piece grille; there is a convenient turn-indicator lever on the steering column with which you can flash a warning to oncoming and following cars when you want to turn.

Yes, here is a car that has everything . . . a car that shortens the miles by increasing your pleasure.



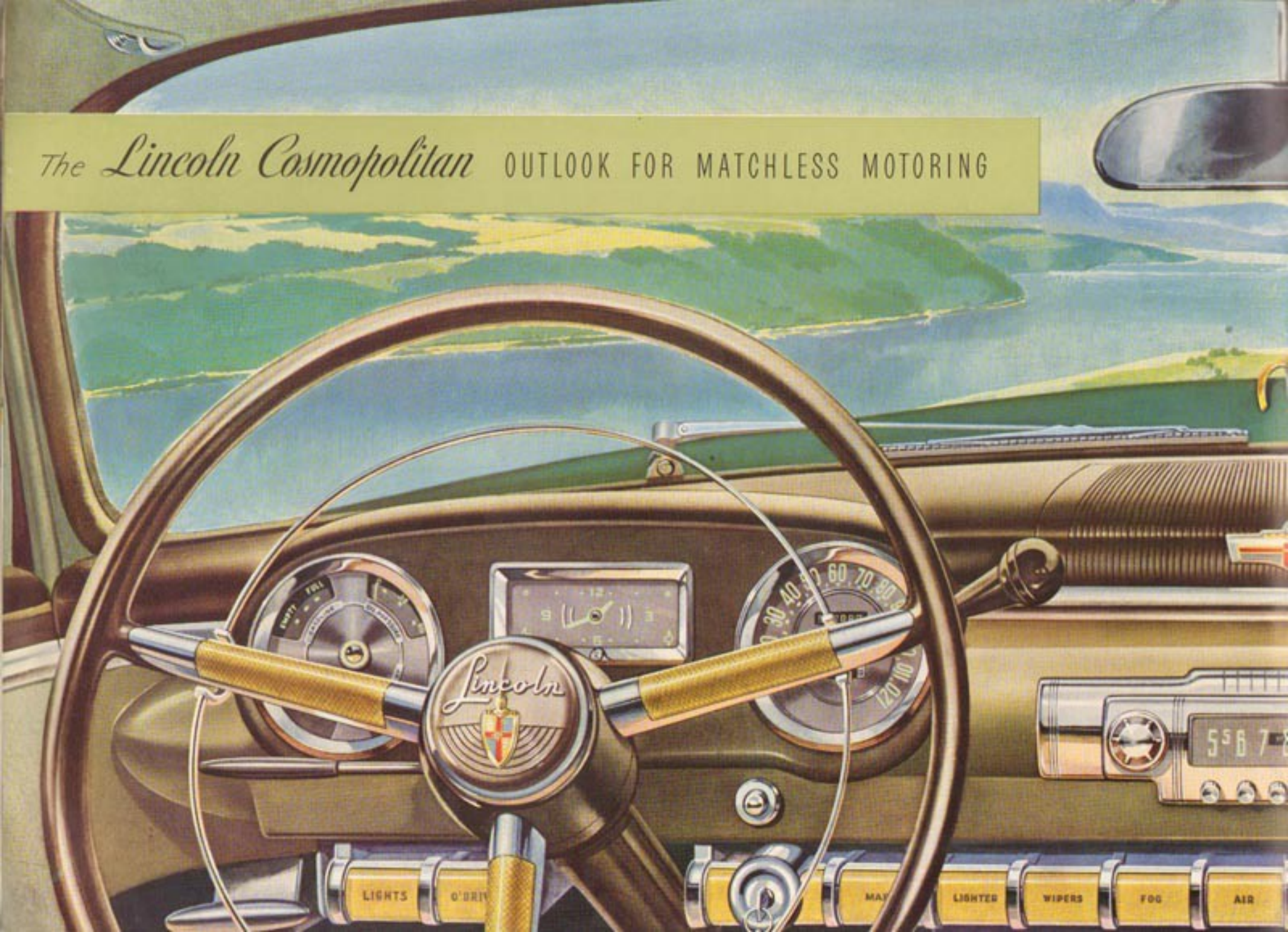
The top raises or lowers automatically by finger-tip control. Unusually durable tops are available in black, gray-tan, blue-gray, or green with harmonizing bindings.

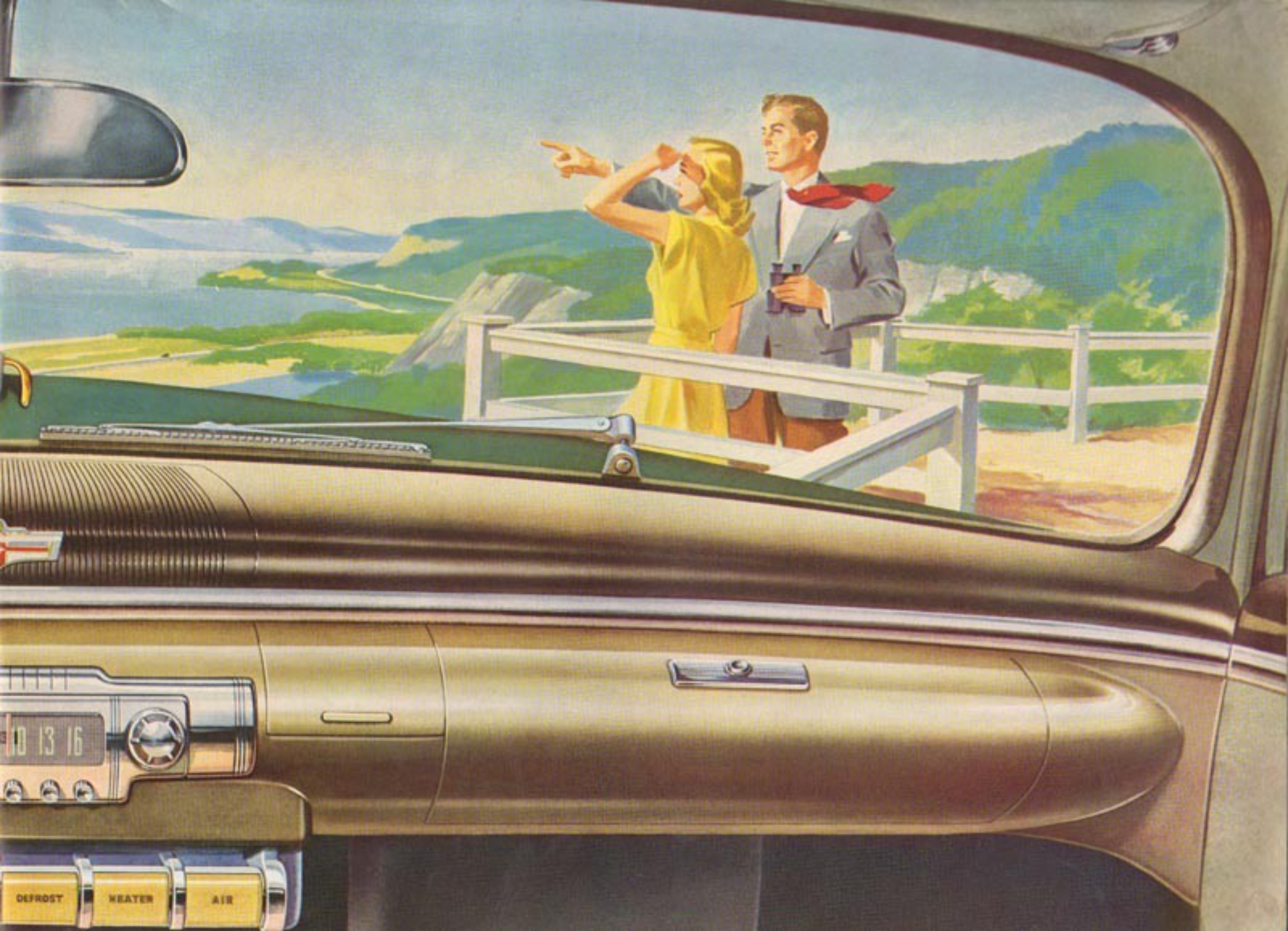
The Lincoln

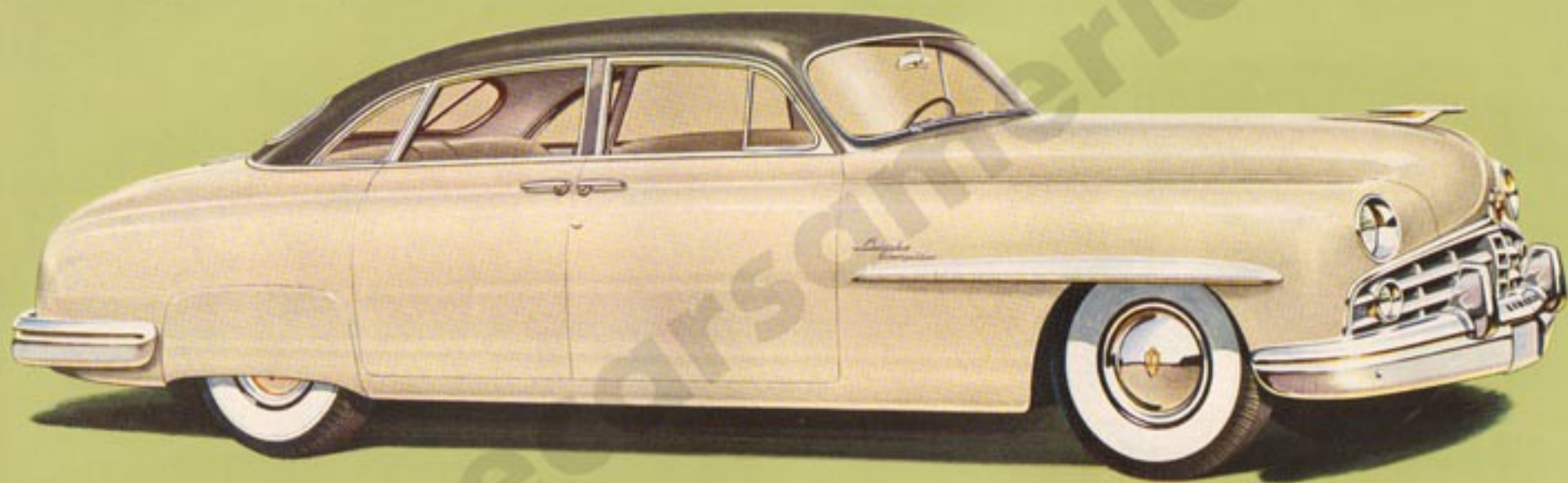


SIX-PASSENGER CONVERTIBLE

The Lincoln Cosmopolitan OUTLOOK FOR MATCHLESS MOTORING







The Lincoln Cosmopolitan

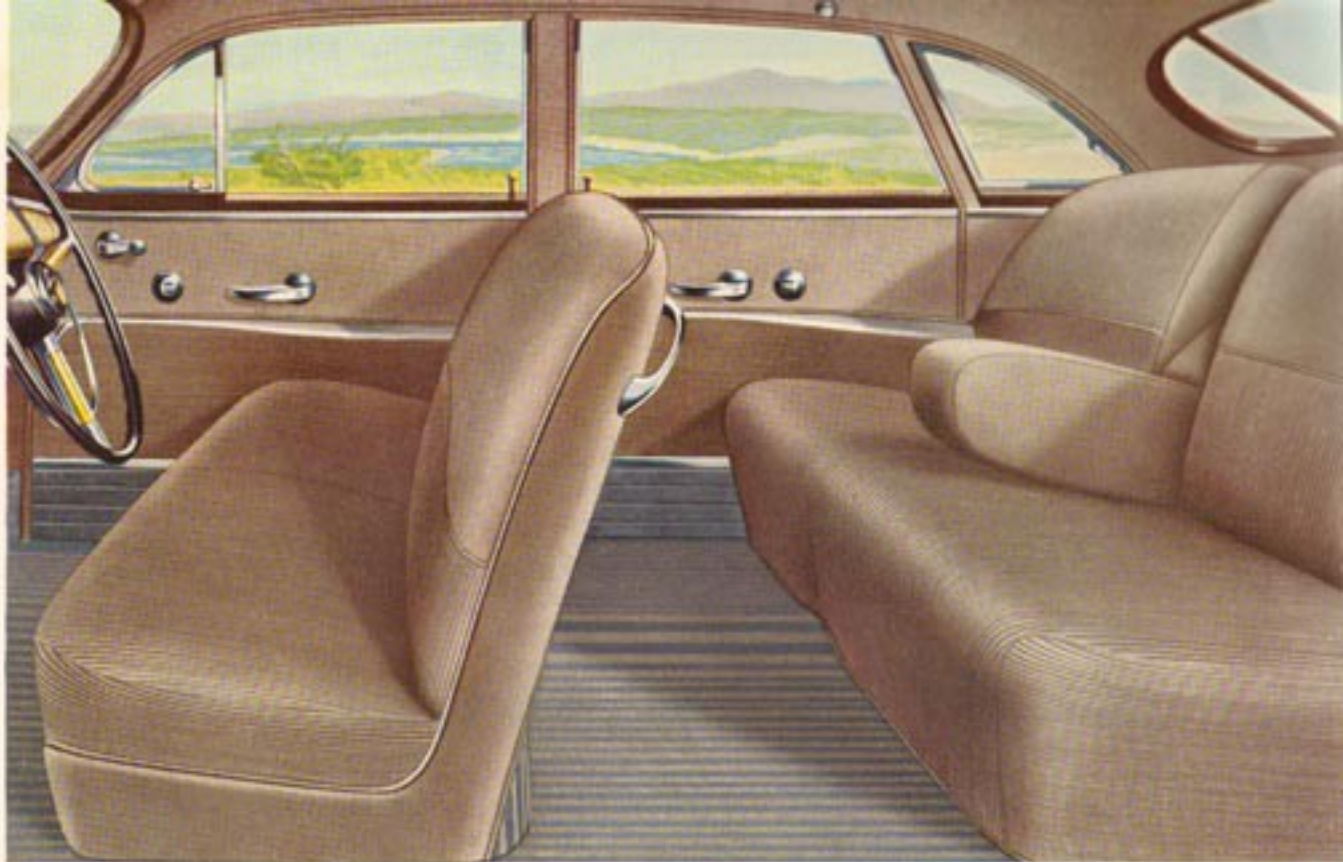
SPORT SEDAN

IMAGINE this beauty sparkling in your driveway. Imagine driving it on your next trip. Those trim lines invite you to thrilling voyages on all roads. It has an easy pace that shortens the miles . . . a surefooted fleetness that takes the sway out of curves.

Six ride in easy restfulness in the Sport Sedan. Windows operate automatically at the touch of a button. The front seat moves up or back under hydraulic power. You have picture-window visibility all around.

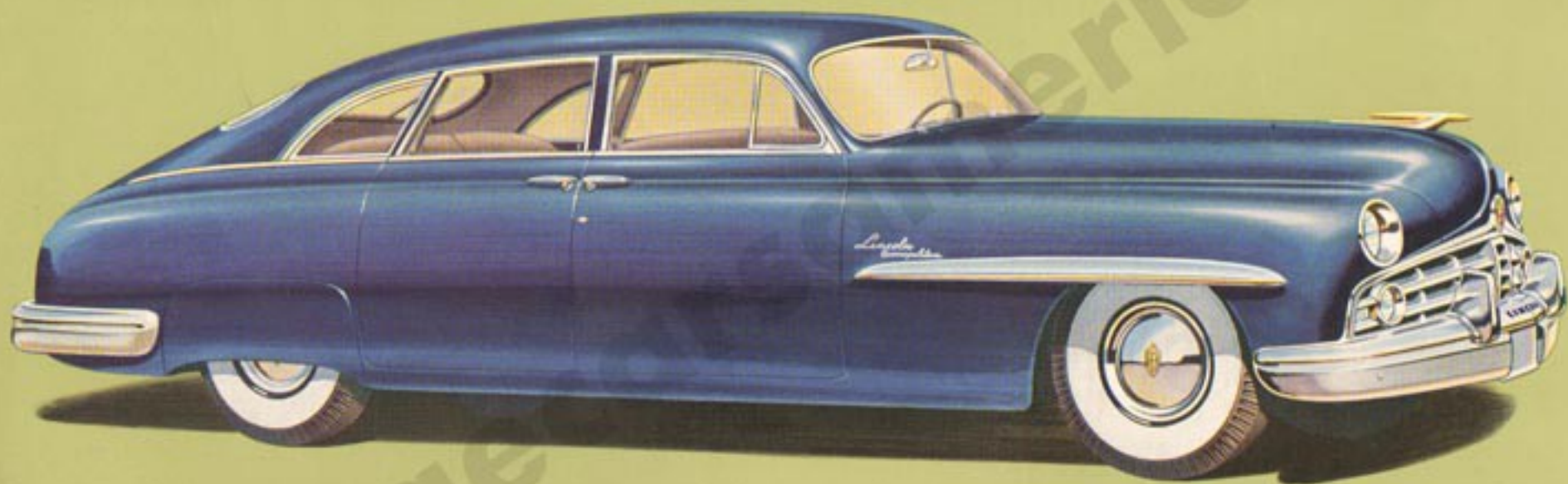
Big super-balloon tires and new spring suspension "cradle" you over the rough spots. Extra-wide foam-rubber seats, chair-high and deep, add to your day-long comfort.

Step in, take the wheel . . . a new adventure in motoring pleasure is yours to enjoy.



The interior is brilliantly furnished in luxurious brown pin-stripe broadcloth. Entrance lights at the side of the rear seats turn on automatically when doors are opened. Automatic courtesy lights are also included for front-seat passengers.





The Lincoln Cosmopolitan

TOWN SEDAN

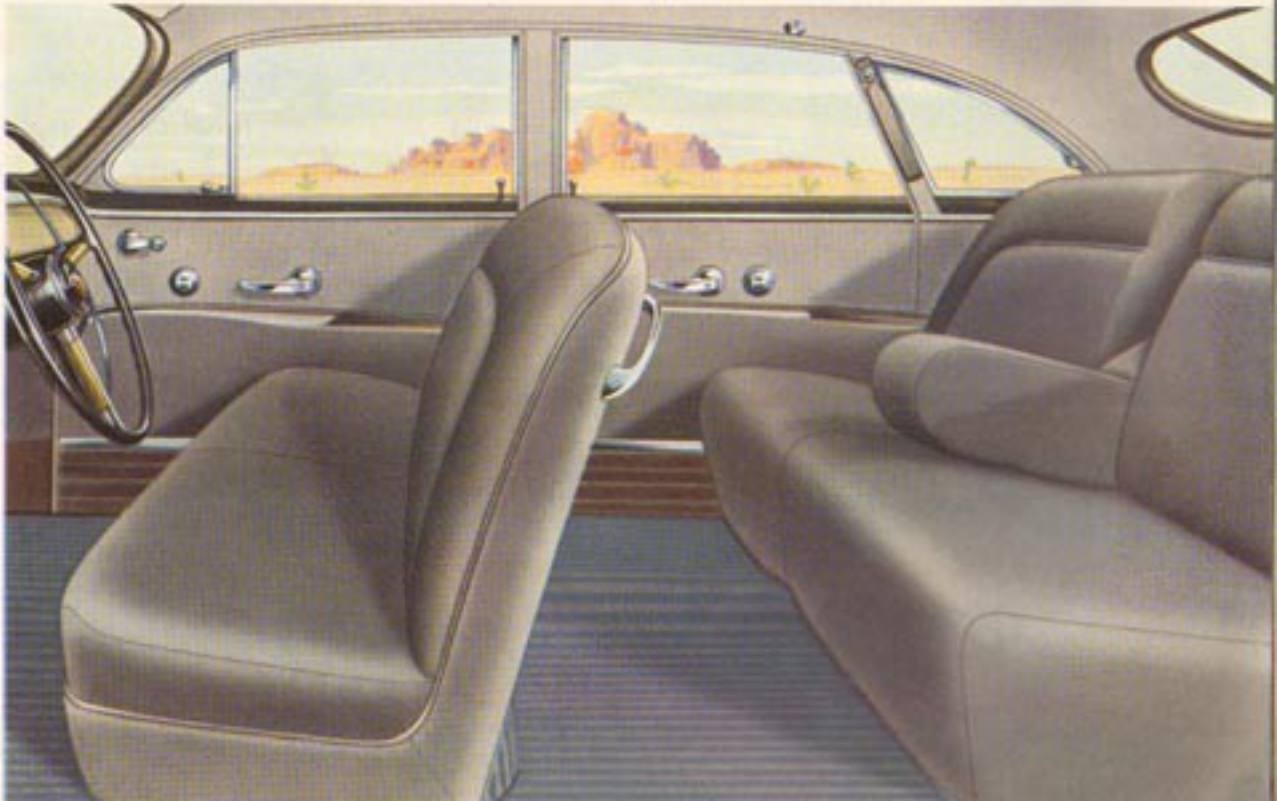
STUDY IT WELL. For here is a car that looks ahead to the 'Fifties—heralds in a new era in fine motoring.

You'll find this Town Sedan big, impressive—more than eighteen feet of swift-flowing gracefulness. Designed for breathtaking spaciousness, it is fifteen inches wider than it is high! And its height is only five feet, two and a half inches from road to roof. Yet this road-bugging center of gravity has been achieved without sacrificing head room or road clearance.

But there is more than a new silhouette to this car. There is new luxury in its fabrics and appointments . . . new security in its all-steel body and frame . . . new visibility through its wide, one-piece, gracefully curved picture windshield . . . new, eager, surging power in its 152-horsepower engine.

Here you will find day-long driving comfort for your longest trips . . . tip-of-the-finger driving ease in traffic, when parking, or on the open road. Truly, "at home anywhere," it is for those who want a really magnificent automobile.

The dramatic interior is finished in beautiful blue and rust tweed for long-lasting beauty. Front seat and windows of all Lincoln Compositions are hydraulically controlled; there is a master window control near the driver with separate automatic controls for each main window.





The Lincoln Cosmopolitan

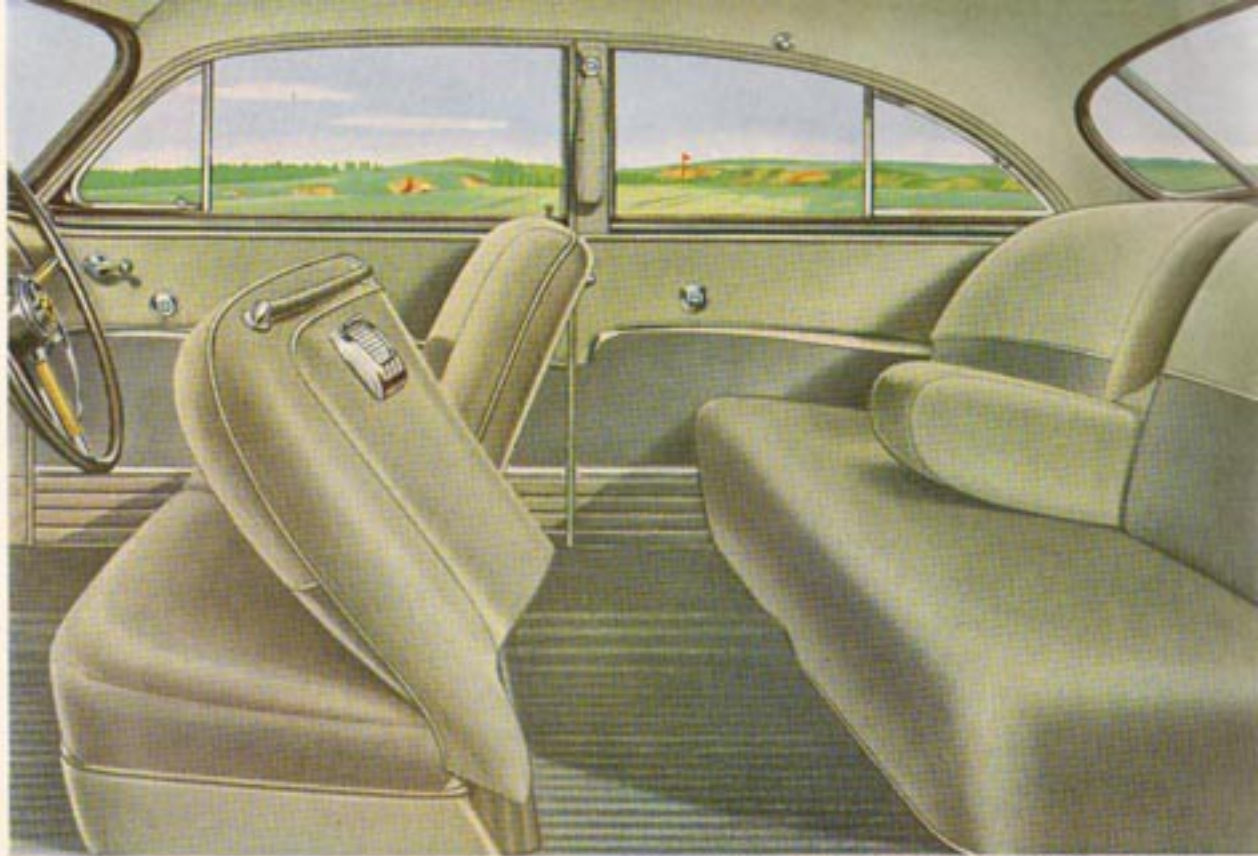
SIX-PASSENGER COUPE

HERE you will find spaciousness, comfort and luxury never achieved before in a coupe . . . ample leg room, head-room, elbow room, seating room for six 200-pounders . . . easy-chair comfort for even the longest trip.

The two-door design with door-controls up front makes it ideal for families with small children . . . and for personal piloting, as well. An extra-large luggage compartment adds convenience for business use or vacation luggage. Smart, informal coupe styling makes it "right" for trip or town.

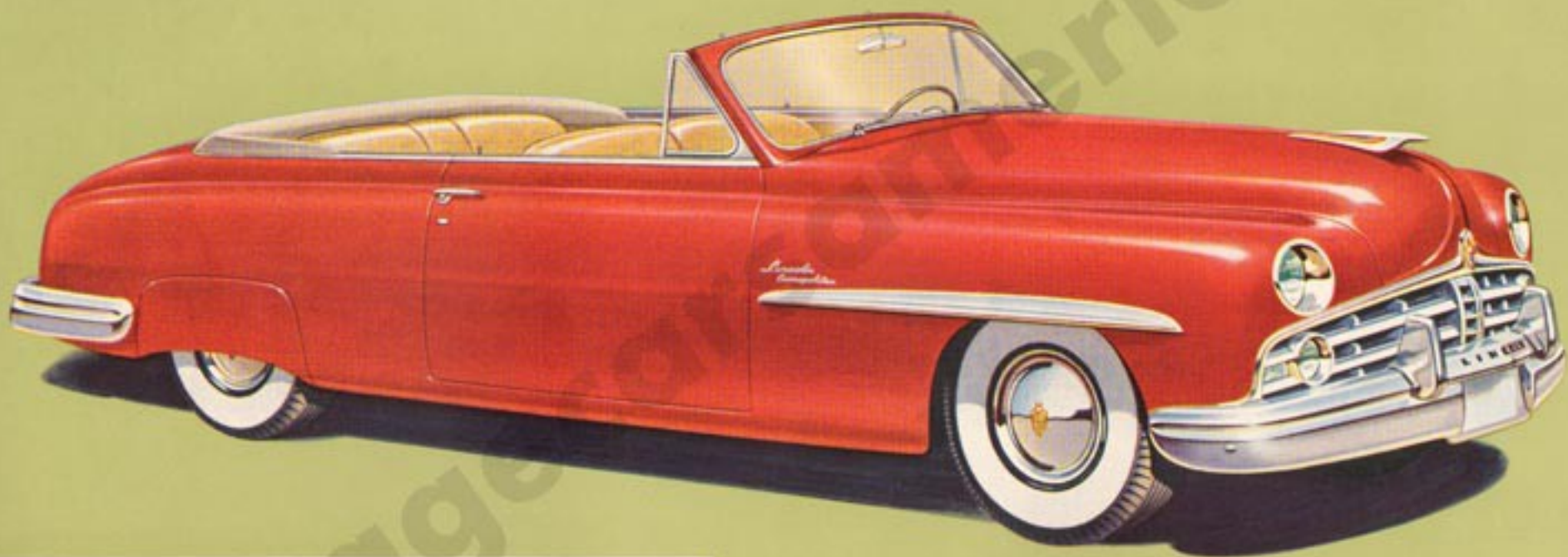
Automatic cigarette lighters and ash trays front and rear, a deep pile carpet, armrests, "Finger-tip weather control," power-driven windows are but a few of the many features that contribute to your comfort and pleasure.

Here is beauty that will stand out in any setting . . . power and versatility to meet the challenge of travel and traffic alike.



Smartly finished in green birdseye broadcloth. Extra-wide doors, a swing-out front seat, and automatic entrance lights make it an easy step to the rear seat.





The Lincoln Cosmopolitan

SIX-PASSENGER CONVERTIBLE

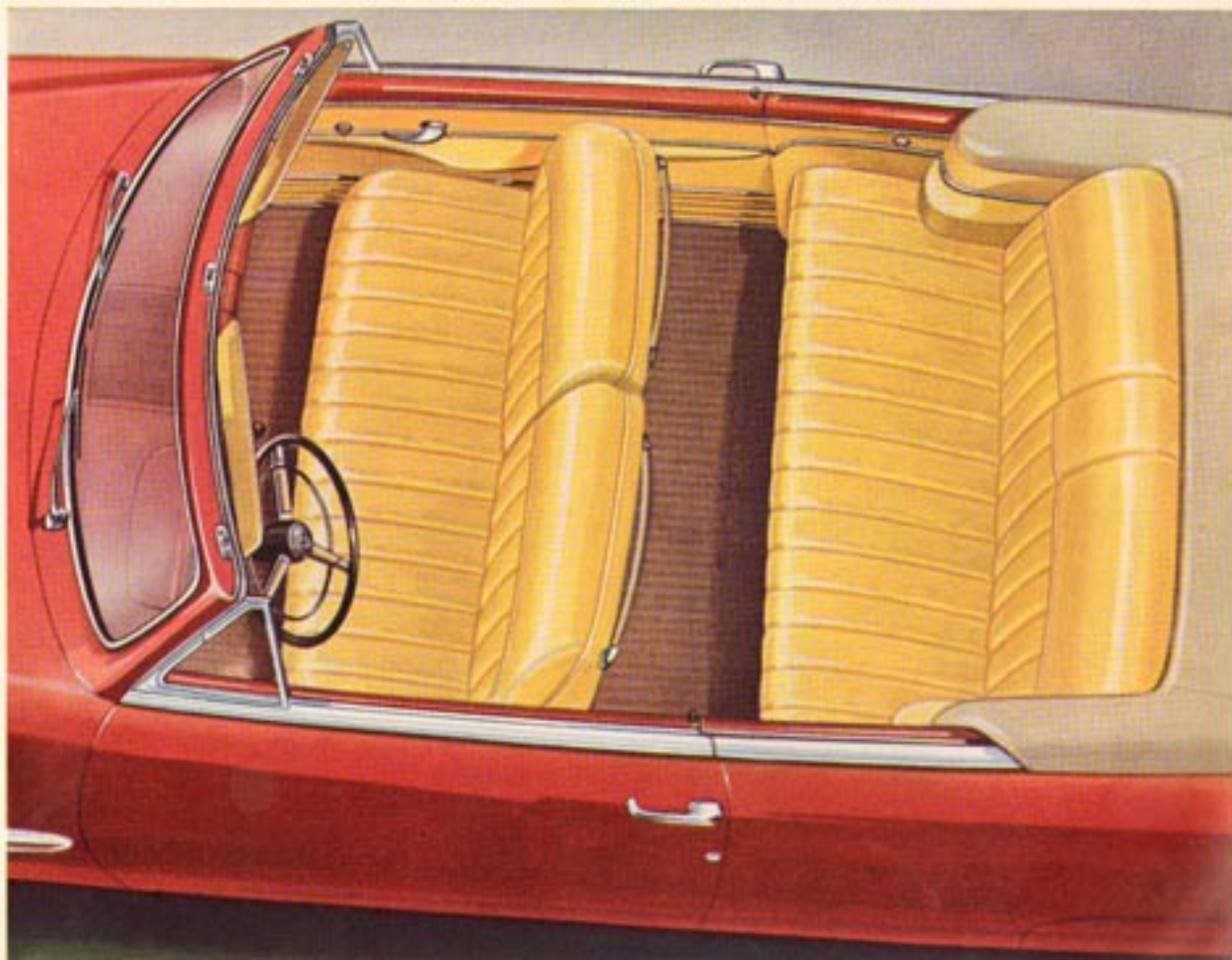
Who has not dreamed of one day owning such a car? It is for the young in heart of any age . . . a car for spring days, summer nights, autumn leaves, December snows . . . a car in which to skim through all the seasons in step with sun or shower.

Answers to year-round driving comfort lie at your very finger tips. The snug-fitting top automatically overcomes the weather. The windows . . . the front seat . . . respond smoothly to hydraulic control. The one-piece curved picture windshield frames every driving vista. Cool fresh air, or cozy warmth with the Lincoln heater*, are yours to command . . . to make you master of the seasons.

Here, indeed, is a magnificent car . . . a car to dream about . . . a car to make your own.

*Optional equipment

You have a choice of six interior color schemes executed in each of three styles—full leather, two-color leather, and leather and Bedford-cord combination. These blend with a wide variety of exterior paint selections. A double rear window gives you extra visibility.



"Black Light"—Instruments glow softly at night without tiring or distracting glare. Pointers and markers have been coated with a luminous substance which gives off visible light when exposed to ultra-violet or near-ultra-violet rays. A filtered light source supplies this invisible "black light." Control-handle lettering is indirectly lighted by means of a unique "moon glow" piped-light system consisting of recessed lamps and a light-bending plastic bar above the controls.



New perfection of detail... FASHIONED FOR EXTRA ELEGANCE

It is the sum of a lot of little things that gives the distinguished air of Lincoln luxury. A few are shown here. Others include: beautifully styled sun visors, spacious glove compartment with automatic light,

pop-out lighters and ash receivers for both front and rear passengers, hydraulically controlled windows and front-seat adjustment,* automatic entrance lights, a folding center armrest for the back seat. . . . Walk

around a new Lincoln, step inside it, drive it. You will discover dozens of other features that add beauty, comfort, and convenience—that have been planned to anticipate your every driving need.



Directional turn indicator operates at the flick of the finger. It flashes the tail lamp and parking lamp as a turn warning. Shuts off automatically when steering wheel is centered.



Parking brake handle is convenient "tee" design. Even when pulled on, it is positioned out of the way, and doesn't interfere with entrance and exit. Released by a quarter turn to the right.



Door handles on the Lincoln Cosmopolitan are a new push button type; on the Lincoln, the convenient pull-to-open type. Their smooth contours cannot catch on clothing.



Easy-action seat adjustment. New, "swinging link" adjusts seat smoothly—hydraulically on Lincoln Cosmopolitan and Lincoln convertible. (Automatic control is optional on other Lincolns.)



Tail lamps are deeply recessed in the rear fenders for protection and to complement the sleek, smooth styling. Fixture also includes "Stop" and directional turn indicator lamps.

*Optional on the Lincoln Sport Sedan and Six-Passenger Coupe.

Touch-O-Matic Overdrive* FOR ECONOMY AND GLIDE-RIDE SMOOTHNESS

Touch-O-Matic Overdrive* is, in effect, an extra, more efficient "cruising" speed for cross-country travel and straightaways.

When in use, it reduces engine speed approximately 23 per cent without affecting car speed. You get longer engine life . . . unbelievably quiet, smooth performance . . . and save up to 20 per cent in gasoline, under normal driving conditions.

Operation is simplicity itself. At cruising speeds above 26 miles per hour, merely release the accelerator for an instant . . . the overdrive gears change automatically . . . and you are in Touch-O-Matic Overdrive.

When you need an extra burst of "get-up-and-go" to skim up a steep grade or a sudden surge of "flash-away" power to pass in traffic, just press the accelerator all the way down. The overdrive automatically returns to the powerful third gear. Merely hold or adjust the accelerator for the pickup you want.

To get back to overdrive when you are traveling more than 26 miles per hour, the accelerator is again momentarily released.

The handy control knob on the instrument panel permits you to "lock out" the overdrive when you wish to use only standard gears.

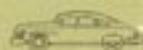
*Optional at extra cost.

*here's what
Overdrive gives you—*

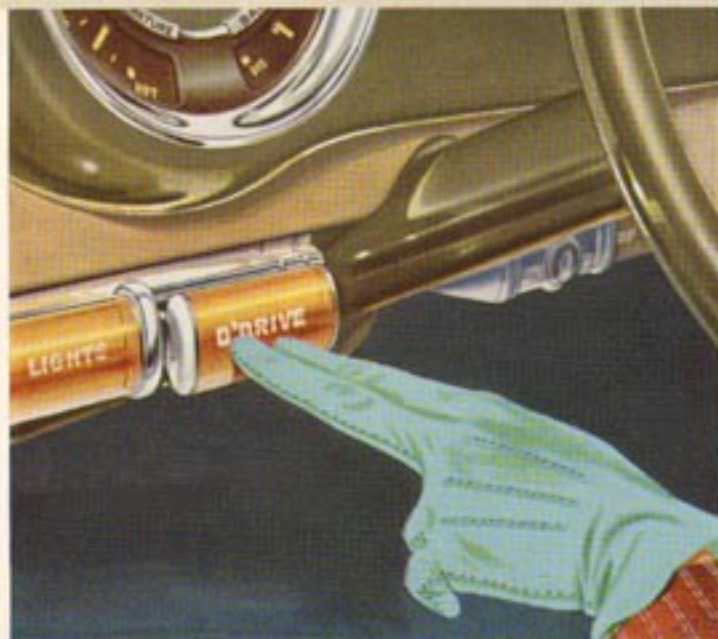
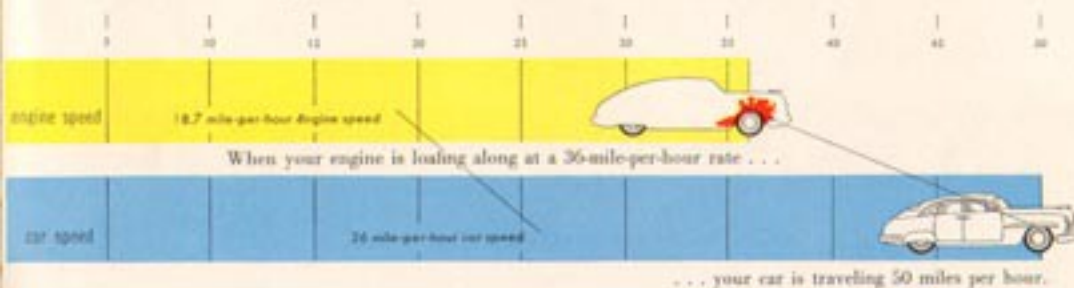


ECONOMY

and ACCELERATION

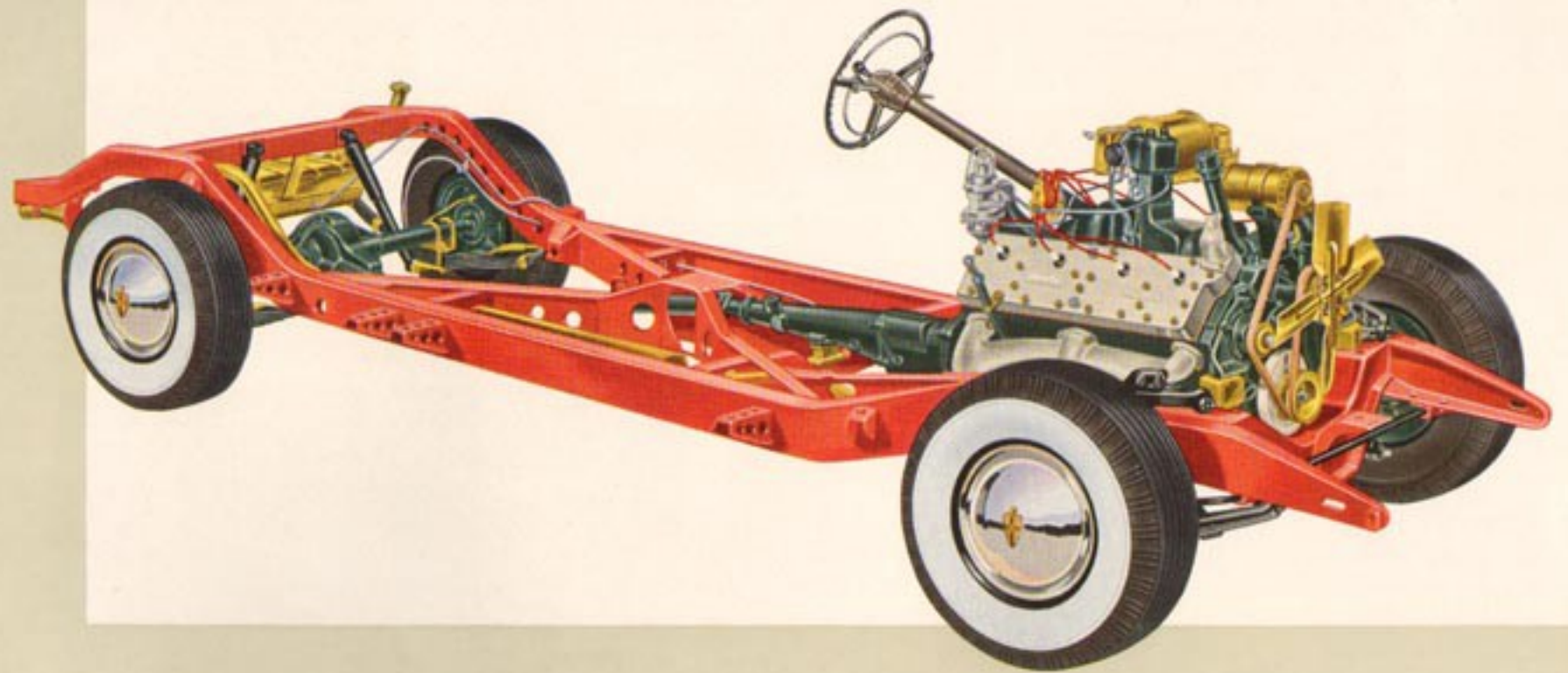


An Overdrive Example:



Convenient control knob on instrument panel permits overdrive to be locked "in" or "out." When control is "in," overdrive is in operation.

NEW STRENGTH,



SECURITY AND ROAD-HUGGING STABILITY

HERE is a 1949 chassis that is truly a foundation for fine motoring. Notice how the frame cradles the engine . . . the deep side rails of the frame . . . the massive X-member . . . the sturdy bracing.

Here is strength without needless weight, rigidity to resist severe road shock, and an extremely low center of gravity for solid roadability.

New spring suspension all around combines with direct-acting hydraulic shock absorbers to smooth out the roughest road. New low-pressure super-balloon tires add to comfort, traction and safety.

For day-long driving ease, there is a new, easy-handling steering assembly that absorbs vibration and road shock . . . and a stabilizer bar takes the sway out of curves, holds the car steady even in a cross wind.

Big, powerful self-energizing brakes convert a few ounces of toe pressure into many pounds brake pressure . . . bring you to straight-line stops, smoothly, quickly, effortlessly.

For glide-ride smoothness, there are three special engine mountings of bonded rubber-and-steel to absorb engine vibration . . . and a Hotchkiss drive to cushion the shock of quick starts and stops.

Some of these new features are illustrated in detail at the right. There are many others . . . all contributing to riding comfort, durability, performance, and safety.



Floats you gently— Each front wheel is supported independently so that either one may move up and down over bumps without affecting the other. Soft-action coil springs . . . double-action hydraulic shock absorbers centered in the springs themselves to dampen spring action and cushion road shock . . . low-pressure super-balloon tires . . . and a torsional stabilizer bar to check side-sway on curves . . . all join to bring you a new experience in riding comfort.



Quick, velvety steps— Lincoln's powerful, new, four-wheel, "Duo-servo," self-energizing hydraulic brakes use the forward motion of the car to reduce pedal pressure. A touch of the toe brings you to a smooth, swift, straightline stop. Brake linings are large and tough . . . brake drums carry away heat quickly.

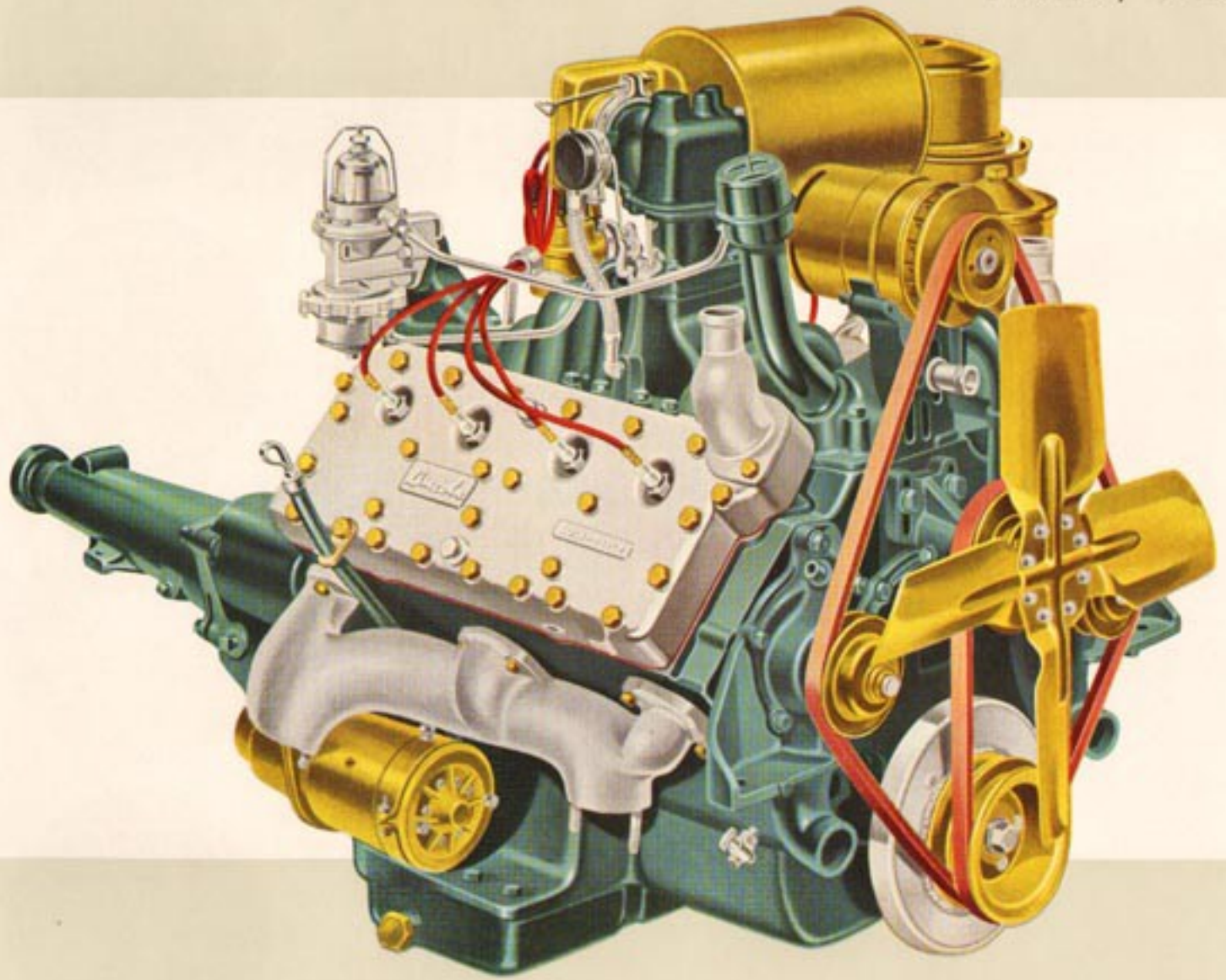


New steering ease— Balanced steering linkage and steering gear contribute to effortless control. Parallelgram principle makes the car easier to steer at all speeds—helps the driver make turns smoothly without "wheel-tight" or side thrust transmitted to the car body and passengers, and with less scuffing of tires.



New rear springing, too, helps iron out the rough spots. Springs are extra long, semi-elliptic, with wax-impregnated liners for smooth, easy, quiet action. Spring rates are matched to each other and to the rate of the front springs—eliminating a common cause of body pitching. Shackles and spring-stay quiet, need no lubrication. The direct-acting hydraulic shock absorbers prevent violent spring action and help check side-to-side jolts.

EAGER, RESPONSIVE



POWER IN A SATIN-SMOOTH FLOW...

THERE is an incredibly responsive flow of swift, silent power in this completely new 152-horsepower Lincoln engine. It is an eight-cylinder engine of the V-type that has been put together with all the devotion to detail that goes into a fine watch . . . a power plant you can count on for its magnificent strength and brilliant performance. Here are a few of the highlights:

For smoothness there is a flexible flywheel and a short, rigid, counterbalanced crankshaft with a unique fluid vibration damper.

For quietness there is a special three-passage muffling system; zero-clearance hydraulic valve-lifters; three-point, steel-and-rubber-bonded engine mountings, and an air-intake silencer for the carburetor.

For uniform cooling there is a new "full-flow" water system with two high-capacity, high-velocity water pumps, and a large, four-blade quiet fan.

For long life there is pressure lubrication for all important bearings; "positive" crankcase ventilation to eliminate dilution, corrosive vapors and to check sludging; short, large-diameter oil passages with built-in sludge traps; oil and air filters; completely cooled water-jacketed valve seats, and full-length water jackets to control oil temperature in winter and summer.

For power and efficiency there is centralized carburetion to assure equal fuel for all cylinders; a new dual concentric carburetor; large, lightweight,

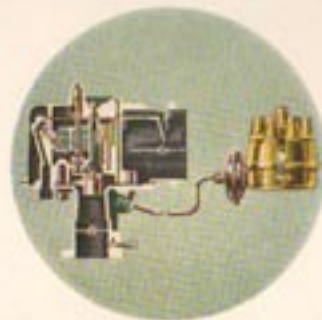
aluminum-alloy pistons with four rings and "thermal-controlled clearance."

For fast warm-up there is an automatic choke, an automatic "fast-idle" control, a special warm-up chamber in the intake manifold, and thermostatic valves in water outlet of each cylinder head to limit cooling water to the engine during warm-up.

For compactness, cylinders are arranged in two banks at a 90-degree angle. This results in an engine with an extremely high ratio of power to weight, greatly reduces engine space, correspondingly increases passenger space, and permits a lower engine hood for "down-front" visibility.

For economy of operation—unusually good for an engine with such remarkable performance—there is controlled-quality finish of cylinder bores; high-quality long-life bearings, valves and piston rings; chromium-plated top piston ring to prevent scuffing; and vapor-proof carburetor—all contributing to extra miles per gallon along with vastly improved engine performance.

And there are many more features . . . All join to assure you an engine with stamina, flexibility, and power to spare whatever your journey . . . You must command its distance-hungry power and its quiet, easy pace to understand fully the new enjoyment it brings to motoring.



This new dual concentric carburetor is smooth, economical, and efficient at all engine speeds, temperatures, and road angles. Intake air is drawn completely around and under the main fuel chamber to check vapor lock and hot starting troubles. Twin mixing chambers feed the fuel-air mixture equally to all cylinders through short, equal-length intake passages. It is equipped with an automatic choke and automatic "fast-idle" for quick starting and fuel economy.



Full-flow cooling—All the water circulates at high velocity around and past every cylinder all the way through the block . . . then on through the cylinder heads around every combustion chamber to the radiator. Completely water-jacketed valve seats and other parts are all uniformly cooled. Two high-capacity water pumps, one for each bank of cylinders, contribute to even, efficient cooling at all engine speeds.



New Flexible Flywheel—The flywheel rim is joined to the engine crankshaft through a flexible coupling, or connection, which provides extra engine smoothness. This coupling consists of specially-designed flexible spoked disks which serve as cushions for the loading moments of the crankshaft. Thus, engine vibration is prevented from being carried back into the transmission and driving seats—another reason for the velocity smoothness of your Lincoln engine.



This new valve system is unusually quiet, efficient, and durable. It consists of zero-clearance, hydraulic valve lifters that eliminate tappet noise and assure full seating . . . exceptionally large-diameter, non-vibrating valve springs . . . hardened alloy-steel valve-seat inserts for the exhaust valves . . . one-piece valve guides pressed in block for rapid heat transfer and low valve temperatures . . . and completely water-jacketed valve seats.

The Lincoln Radio has been designed for Lincoln owners who want the finest in automobile radio reception. It is a powerful, ultra-sensitive, 7-tube (plus rectifier) superheterodyne radio, specially engineered to fit the acoustics of your car. Music or speech can be heard with remarkable clarity and brilliance in both front and back seat.

Press the button for the station you want. You get it in one operation—sharp, clear, undistorted. There are push-buttons for your five favorite stations; a manual control permits additional station selection at any time.

With a unique, four-position tone control—Speech, Music, Hi-fidelity, Lo-noise—reception can be adjusted to fit varying road conditions . . . to satisfy the taste of the most critical.

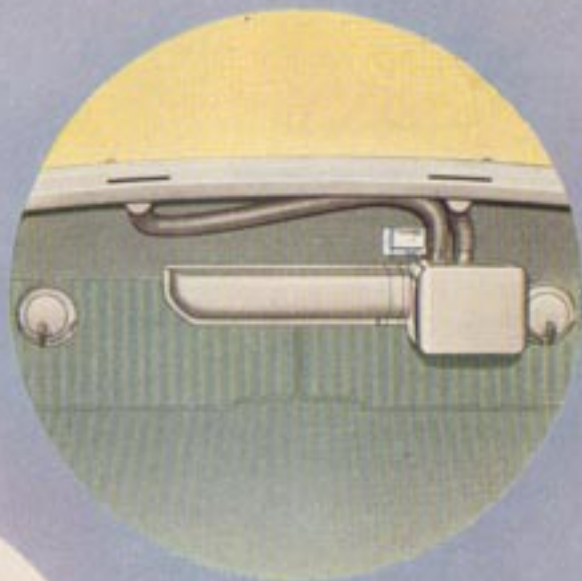
The Lincoln Heater—This is a powerful, fresh-air heater that has been specially designed to take full advantage of Lincoln's new "Finger-tip weather control" system described on a previous page. It warms your car rapidly even on the coldest day . . . distributes heat evenly throughout the car, and has the capacity needed to defrost or de-ice your windshield in jig-time. Fresh 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 air distributor, located near the floor. 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. The blower unit can also be used to increase fresh-air circulation in hot weather.

Seat Covers and Lap Robe are ideal for those who want the best in car appointments. The seat covers are of smooth, non-matting Skinner gabardine, custom-styled to fit perfectly. They are fade-resistant; easily cleaned without removing; exceptionally strong and durable for long-lasting beauty. You are assured of maximum comfort and upholstery protection. There are many eye-catching colors to harmonize with the Lincoln trim.

The lap robe is of pure virgin wool. It has a soft, suede-like finish in solid colors with harmonizing checked linings. The robe is reversible with deep, roomy, set-in pockets. A tuck-in flap holds it securely. Smart monograms are available to add a personal touch.



Accessories



that add the comfort of home to your motoring

AS THE OWNER of a 1949 Lincoln or Lincoln Cosmopolitan, 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.

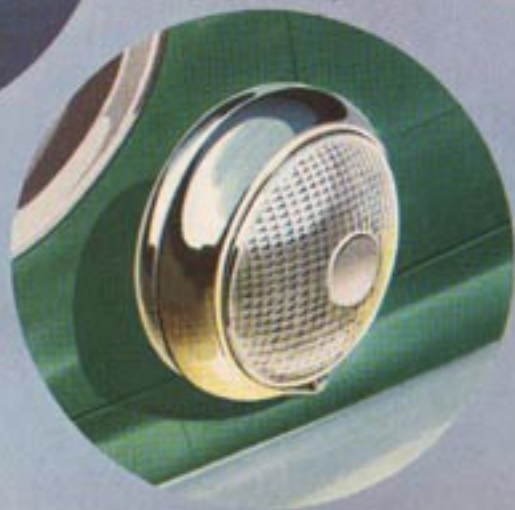
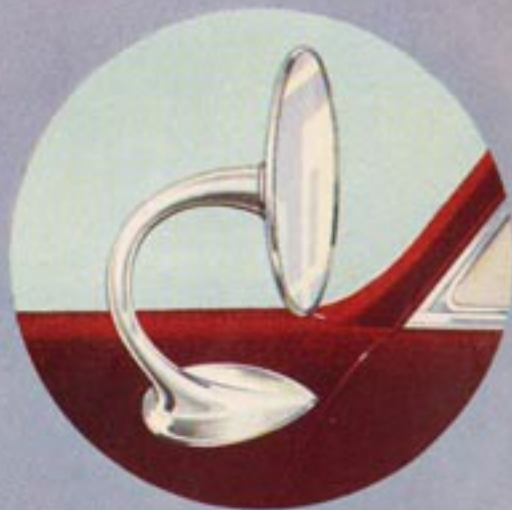
Well-chosen accessories will enhance the beauty and distinction of your Lincoln, serve as useful contributions to safer, more comfortable driving, or meet other special needs.

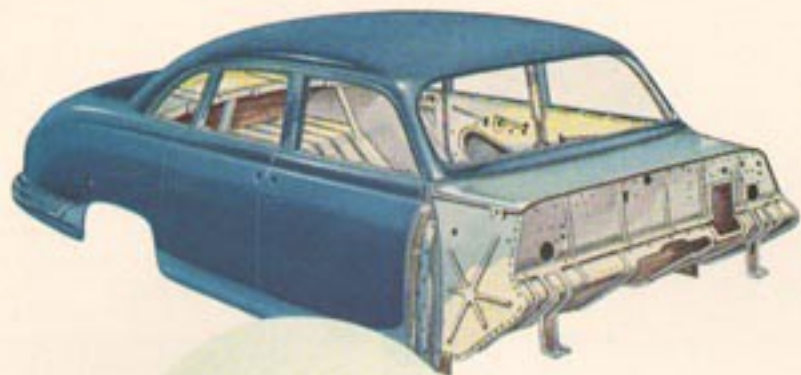
A number of Lincoln accessories are shown here; there are many others you will want to ask about when you purchase your new car. All have been styled, engineered, tested, and approved to go with the 1949 Lincolns . . . to give you lasting satisfaction.

Automatic windshield washers keep your windshield clean, free from vision-blurring grime and eye-fading dust for safer driving. Just press a button and a fine spray is released onto the windshield. The windshield wiper blades swing, and the grime disappears like magic.

This outside rearview mirror provides extra vision at the back and sides. It is available for mounting on either the right or left side of the car, immediately in front of the front-door pillar. It can be easily adjusted to any desired angle.

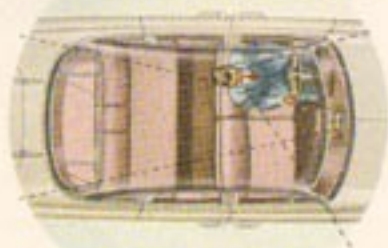
Back-up Light—Here is a real contribution to safety and driving ease. It throws a wide path of light 20 feet to the rear of car. Turns on automatically the moment the car is put in reverse . . . serves as a warning to cars or pedestrians that may be behind you . . . invaluable at night when backing out of driveways, to reveal obstacles, or for parking.





Extra-strong, all-steel body provides remarkable safety, beauty and extra visibility. Side panels, roof, floor and specially shaped reinforcing ribs are welded together to form an extraordinarily rigid, strain-resistant structure; and body surfaces are lacquerized to prevent corrosion. It is completely insulated to keep out dust, dirt, fumes, moisture, cold, heat . . . and to prevent body noise. As shown in the diagram, you can see more out the front, back, and to either side because of unusually narrow corner posts, wide windows, and large windshield.

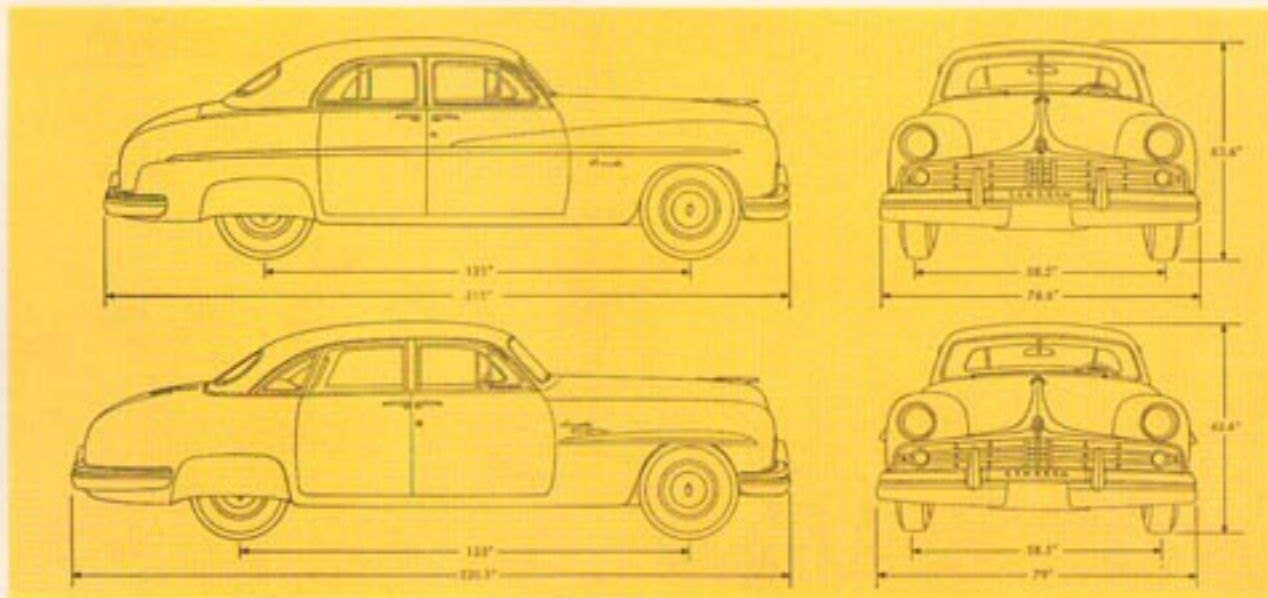
"Comfort-zone" ride. The new Lincolns have mid-section seating. Passengers in the back are located well ahead of the rear axle . . . where the least amount of car movement occurs. The result is a smoother, more level ride. Dotted lines show ordinary seating.




SIGHT, SIZE AND STRENGTH TO SPARE



Foundation for safety. All-steel body is secured on an all-steel frame of super-tough side rails, lanky cross members, and rigid reinforcing braces. The result is a body-chassis unit with unusually great strength—that can easily withstand severe strains and stresses—with low center of gravity for real road-hugging stability.





COLOR HARMONIES *of luxurious distinction*

LINCOLN INTERIORS have been painstakingly planned for rich, restful luxury. An unusually broad range of upholstery selections—only a few of which are shown here—makes it possible to suit your individual tastes.

Handsome long-wearing broadcloths, lovely Bedford cords, rich tweeds, and the finest of leathers are available in a variety of lustrous colors and textures to satisfy the most discriminating.

Harmonizing with the wide range of exterior color, and blended with the interior trim, these fabrics make it possible for you to "decorate" your Lincoln just as you would your home.

Your Lincoln dealer will be glad to show you actual samples of both paint and upholstery, to help in your selection.

The Lincoln and The Lincoln Cosmopolitan

EXTRA ASSURANCE OF MOTORING PLEASURE

—your "Owner's Service Policy"



Lincoln-Mercury and your Lincoln dealer share a common desire to see that your satisfaction with your Lincoln continues. An "Owner's Manual" gives you complete information on how to obtain the maximum pleasure and practicality from your new Lincoln. As an additional safeguard, your Owner's Service Policy fully protects your Lincoln for 90 days or 4000 miles (whichever occurs first) against parts or workmanship found by company examination to be defective. Your Lincoln dealer will furnish you free inspections and service at 1000 and 2000 miles. And you are entitled to free inspections every 30 days or 1000 miles for the rest of the life of your Lincoln. A "Lubrication Coupon Booklet," entitling the owner to ten 1000-mile car lubrications and inspections and special lubrication and inspection services at 5000 and 10,000 miles, is also available at a small cost. It will pay you to keep in touch with your Lincoln dealer—he not only knows your Lincoln best, but you will always find him courteous, cooperative, and anxious to please you.

Dimensions: The *Lincoln*—wheelbase, 121 inches; over-all length, 213.0 inches; over-all width, 76.6 inches; over-all height (loaded), 63.6 inches. Tread: 58.5 inches (front); 60.0 inches (rear). Maximum front seat width: 59.0 inches. Maximum rear seat width: 61.0 inches.

The *Lincoln Cosmopolitan*—wheelbase, 125 inches; over-all length, 229.5 inches; over-all width, 79.0 inches; over-all height (loaded), 62.6 inches. Tread: 58.5 inches (front); 60.0 inches (rear). Maximum front seat width: 60.0 inches. Maximum rear seat width: 61.0 inches.

Bodies: All-steel, heavily reinforced, with welded steel floor. Insulated against noise, heat, drafts, dust, and moisture. Roomy luggage compartments with counterbalanced lids. Spare wheel mounts in a well at the right of the luggage compartment in the *Lincoln*; horizontally under the hinged luggage-compartment floor in the *Lincoln Cosmopolitan*. Windshield: *Lincoln*, V-type, laminated safety glass (728 square inches); *Lincoln Cosmopolitan*, one-piece, curved, laminated safety glass (808 square inches).

Equipment: Five wide, convenient armrests (folding center armrest for rear seat); electrically wound clock; twin air-electric horns; ash tray and separate cigar lighter in instrument panel; ash tray with "pop-out" lighter on back of front seat; glove compartment with automatic light; radio rail on back of front seat; two adjustable sun visors; clear-view steering wheel with *Lincoln* crest and full horn ring; dual windshield wipers; rear-view mirror; foot control for head light beams; rear wheel shields (optional on *Lincoln*); spare tire and wheel; safety glass throughout.

Automatic Hydraulic Controls: All models of the *Lincoln Cosmopolitan* have hydraulic window lifts and front-seat adjustment (optional on *Lincoln*). Both convertibles have hydraulically operated tops, windows, and front seat adjustment as standard equipment.

Ventilating System: Fresh outside air is scooped up by screened openings in back of front grille. The forward motion of the car forces the air through ducts and discharges it into the car. Controls and registers regulate and direct the flow of air. A specially designed fresh-air heater-blower-defroster assembly (optional) is available to complete the system—provide year-round "finger-tip weather control."

Engine: The great new Lincoln 8-cylinder, 90-degree, V-type, L-head engine develops 152 horsepower at 2600 rpm. Taxable horsepower: 39.2. Bore, 3 1/4 in.; stroke, 4 1/2 in.; displacement, 336.7 cu. in. Torque, 265 ft. pounds at 2000 rpm. Three-point steel-and-rubber bonded

mounting. Compression ratio: 7 to 1. Counterbalanced forged crankshaft: short, rigid with three large bearings. Pistons: heat-treated, tin-plated, aluminum alloy with steel struts to control expansion. Two compression and two oil rings. Chromium-plated top piston ring prevents scuffing; provides better oil economy. "Controlled flash" cylinder-bore surfaces maintain a uniform, unbroken oil film. Valves: Zero-clearance, self-adjusting, hydraulic valve lifters assure full seating, eliminate tappet noise. Long-life, alloy-steel exhaust valve seat inserts. Valve seats thoroughly water-jacketed to prevent overheating; one-piece valve guides ground in block also contribute to low valve temperatures and long life. Flexible flywheel ahead of clutch and fluid vibration damper on front end of crankshaft reduce vibration and contribute to velvety smooth engine performance.

Lubrication: Gear-type oil pump. Pressure feed to all main and connecting-rod crankshaft bearings, and all camshaft bearings. Heavy-duty, cartridge-type oil filter. Sludge-traps in crankshaft. Unique, "positive" crankcase ventilation minimizes condensation, sludging, whisks away corrosive vapors even when car is standing still with engine running—contributes to longer engine life. Oil capacity, 6 quarts.

Cooling System: New full-flow system circulates all coolant around all cylinders and valve seats and back through both cylinder heads for uniform cooling and longer engine life. Two high-velocity water pumps, permanently lubricated. Thermostatic valves in water outlet of each cylinder head limit coolant circulation in engine during warm-up period—normal operating temperature is reached faster; a quick source of hot water is provided for the car heater. Full water jackets warm oil in cold weather—cool it on long trips. Cooling system is sealed by a "pressure cap" which checks the escape of liquid by keeping vapors in under slight pressure. Permanently lubricated silent fan. Coolant capacity with heater, 34 1/2 quarts.

Fuel System: Fuel tank capacity: *Lincoln*, 19 1/2 gal.; *Lincoln Cosmopolitan*, 21 1/2 gal. Camshaft-driven diaphragm-type fuel pump. Automatic choke and automatic "fast-idle" control for quick starting and simplified warm-up. Special automatic valve and heat chamber in the intake manifold reduces warm-up time. Oil-bath air cleaner. New dual, concentric-float, down-draft carburetor checks vapor lock and hot-starting troubles, and saves fuel. Vacuum booster pump assures efficient windshield wiper operation at all car speeds.

Electrical System: Battery, 17-plate, 120 ampere-hour. High-capacity generator (40-amp peak at 7 volts) with automatic voltage and current control—designed to handle the extra

load of radio, heater, window lifts, etc. Centrifugal governor with manifold vacuum diaphragm provides automatic spark control. High-speed, single breaker-arm distributor.

Lighting System: Head lamps, parking lamps, turn lamps (optional), turn signals, brake-operated stop lights, tail lights, license-plate lights, dome light, automatic glove-compartment light, automatic courtesy and safety lights for each door, automatic trunk-compartment light, "black light" illuminated instruments, "moon-glow" lighted controls.

Frames: Rigid, heavy steel X-member frame with K-reinforcement. *Lincoln*, cold-rolled and welded; *Lincoln Cosmopolitan*, all-welded. Frames for both convertible models are reinforced for extra strength and rigidity.

Wheel Suspension: Independent suspension of front wheels, with coil springs. Telescopic-type shock absorbers mounted inside springs. Torsional stabilizer bar helps prevent body sway and roll on curves. Rear springs are longitudinal, semi-elliptic leaf type with full-length, wax-impregnated liners which require no lubrication. Direct-acting telescopic rear shock absorbers cushion both road shocks and side-sway. New steering linkage virtually eliminates road-shock, makes steering easier.

Transmission and Differential: Three speeds forward, one reverse. Block-type synchromizers for smooth, quiet shifting. Tip-of-the-finger control. Hotchkiss drive with semi-floating rear axle and hypoid ring gear and pinions. Integral hub and axle. Permanently lubricated wheel bearings. Clutch, single-dry-plate, cushion-disk type with semi-centrifugal action; permanently lubricated bearings.

Touch-O-Matic Overdrive: Optional equipment on both the *Lincoln* and the *Lincoln Cosmopolitan*. When cruising at speeds above 26 miles per hour, Touch-O-Matic Overdrive reduces engine speed approximately 23%; saves up to 20% in gasoline; reduces engine wear and results in quieter, smoother operation.

Brakes: Duo-servo type, four-wheel, hydraulic brakes. Self-energizing action decreases pedal pressure required for quick, straight-line stops. Cold-operated parking brakes on rear wheels. Large braking area (220 square inches) for security and long wear.

Tires and Wheels: Super-balloons 8.20 x 15 tires, mounted on pressed-steel wheels with extra-wide rims, check side-sway and provide a safer ride, extra safety, and more traction for stops and starts. Low air pressure (24 lb.) with new-type treads.

Turning Radius: *Lincoln*, 22.5 feet; *Lincoln Cosmopolitan*, 21.25 feet.

LINCOLN-MERCURY DIVISION, FORD MOTOR COMPANY, DETROIT 32, MICHIGAN

Lincoln-Mercury Division of Ford Motor Company, Detroit, Michigan, whose policy is one of continuous improvement, reserves the right to change at any time, specifications, design or price without incurring obligation. *Optional equipment and white sidewall tires are available at extra cost. Rear wheel shields optional on the Lincoln.

PROVED

to matchless standards of precision

WEEKS, MONTHS, and even years have been spent in testing, checking, and proving the *completely new* 1949 Lincoln. Their superb performance and amazing stamina result not only from outstanding skill, but from thorough testing as well.

Around and around a great test track, thousands upon thousands of scorching miles, 24 hours a day . . . grueling bump tests on specially constructed cobble-stone "roads" . . . exhausting miles at a special proving ground in Arizona . . . cross-country road tests in search of the worst possible driving conditions . . . brake tests at hurricane speeds . . . punishing engine tests, body tests, tests on parts and raw materials by great banks of precision equipment . . . and many more.

Every car, and every part of every car, *must* meet Lincoln's rigid standards. Lincoln-Mercury takes great care to see that the Lincoln heritage of quality is reflected in every car that bears the Lincoln crest.



