



Presenting
The 1950
Lincolns

Nothing could be finer

1950

Lincoln

specifications

Nothing could be finer

ENGINE SPECIFICATIONS

RATING: The 1950 Lincoln 8, V-type, L-head engine develops 152 horsepower at 3600 rpm. Bore, 3½ in.; stroke, 4½ 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. One compression and two oil rings. Alloy-steel valve inserts. 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.

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. Advanced design 5-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-downdraft 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.

CHASSIS SPECIFICATIONS

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: Rigid, heavy steel. Cold-riveted, welded (Lincoln); all-welded (Lincoln Cosmopolitan). X-member frame with K reinforcement. Convertible frames reinforced for extra body support.

BODIES: All steel, heavily reinforced, with welded steel floor. Insulated against noise and heat. Roomy luggage compartments with counter-balanced lids.

WHEEL SUSPENSION: Independent suspension of front wheels, with coil springs. Telescopic-type shock absorbers mounted inside springs. Rear springs are longitudinal semi-

elliptic leaf type with full-length liners which require no lubrication. Telescopic rear shock absorbers are "sea-leg" mounted to cushion both shocks and sidesway.

DRIVE: Standard Transmission: Three speeds forward, one reverse. Hotchkiss drive with semi-floating rear axles and hypoid ring gears and pinions. Integral hub and axle. Permanently lubricated rear wheel bearings. Single dry-plate clutch has permanently lubricated bearings. Standard silent transmission has synchronizers for quiet, finger-tip shifting. Rear axle ratio: 3.91 to 1. (Optional: 4.27 to 1.)

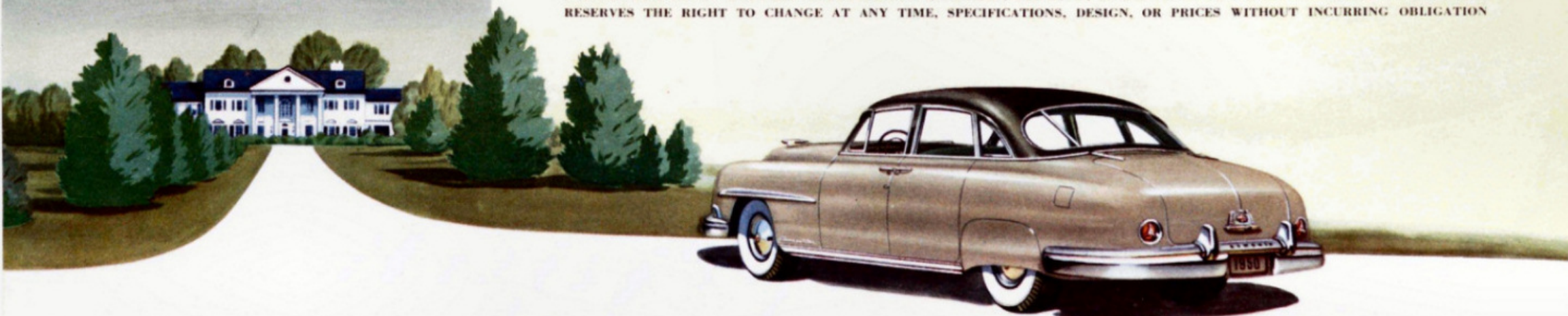
HYDRA-MATIC* Transmission: Four automatic speeds forward, one reverse. No gears to shift, no clutch to push. Drive selector mounted on steering column. Rear axle ratio: 3.31 to 1.

BRAKES: "Duo-servo" hydraulic brakes for quick, straight-line stops. Self-energizing action decreases pedal pressure. Cable-type parking brakes operate on rear wheels.

TIRES AND WHEELS: Super-balloon tires: Lincoln, 8.00 x 15; Lincoln Cosmopolitan, 8.20 x 15; mounted on pressed-steel wheels with extra rims provide softer ride, greater safety, more traction.

*Optional equipment and white side-wall tires available at extra cost. Rear wheel shields on the Lincoln are also available at extra cost.

LINCOLN DIVISION OF THE FORD MOTOR COMPANY, DETROIT, MICHIGAN, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT RESERVES THE RIGHT TO CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN, OR PRICES WITHOUT INCURRING OBLIGATION

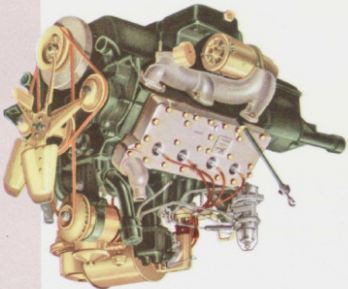
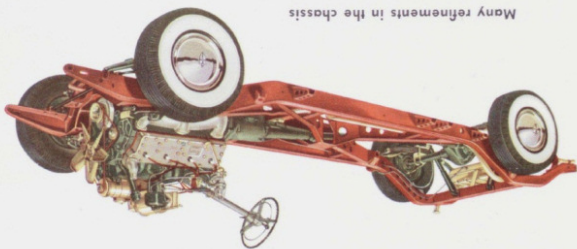


of the world's largest producer of the V-8 engines. The expert, responsive 152 h.p., 8-cylinder, V-type Lincoln engine is unsurpassed for dependability, efficiency, economy, and long life. It's a high-power compression engine that assures you of unbelievable smoothness, quietness, and stamina. Here is a power plant you can count on for tremendous strength and brilliant performance. It's the premium strength plant you can count on for tremendous strength and brilliant performance. It's the premium strength plant you can count on for tremendous strength and brilliant performance. It's the premium strength plant you can count on for tremendous strength and brilliant performance.

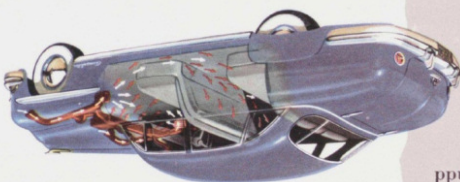
High compression at its best

The 1950 Lincoln chassis—truly a foundation for fine motoring—provides solid roadability, strength without needless weight, and "safety margin" rigidity to resist severe road shock. A score of improvements have gone into the design. All contribute to even greater riding comfort, durability, and safety.

Many refinements in the chassis



Lincoln again has the pleasure of presenting a new and luxurious line of cars . . . the 1950 Lincolns and Lincoln Cosmopolitans. You'll find improvements galore . . . improvements that give you even smoother riding . . . easier steering . . . quieter driving than Lincoln has ever offered before. On these pages are shown only a few of many details that add up to Lincoln leadership. And your first drive will show you how much they add to your motoring pleasure.



A finer than ever ventilating system

For your added driving pleasure, the 1950 Lincolns are available with HYDRA-MATIC . . . a road-proven, really dependable automatic transmission that "thinks" while you drive. With it, there are no gears to shift . . . no clutch to press. Just start the engine, set the "Drive" lever, and step on the accelerator. HYDRA-MATIC does the rest.

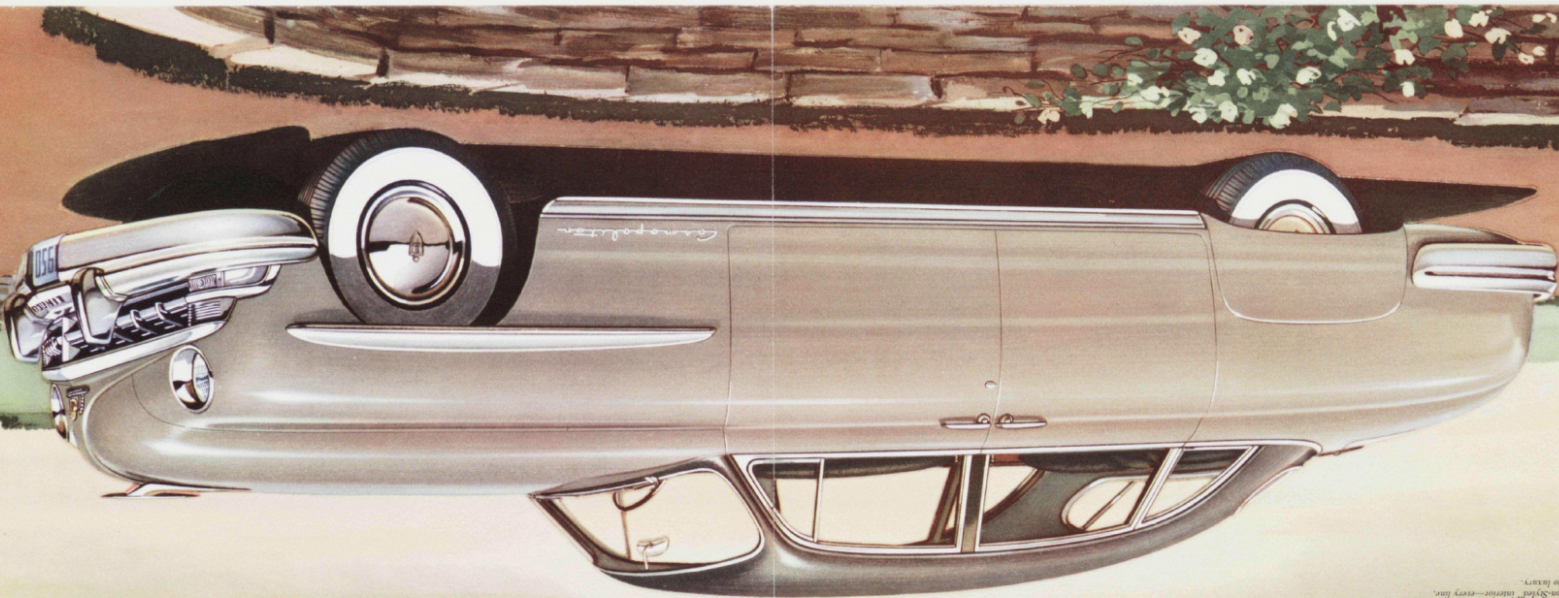
The finest automatic shifting—HYDRA-MATIC

With the new Lincoln heating and ventilating system you can get a complete change of air in a matter of seconds. New design assures delivery of more fresh air into your car . . . provides constant circulation . . . shakes away stale air and smoke. Yet this efficient unit requires only the use of three control knobs for all-weather operation. At all times, you have a luxurious supply of healthful, country-fresh air . . . cool in summer, warm in winter.

Heater optional at extra cost.



Now more than ever before...nothing could be finer



THE LINCOLN COSMOPOLITAN SPORT SEDAN
From the striking handsome new front grille to the regularly adjusted "Shimmy-Shock" absorber—every line, every feature, an invitation to luxury.



THE LINCOLN COSMOPOLITAN

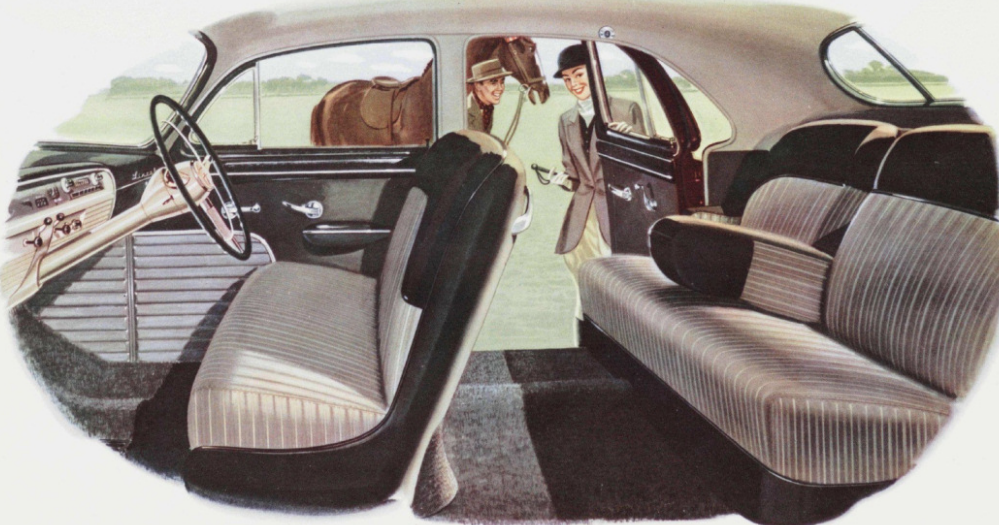
an entirely new concept of luxury

These ultra-smart, high-fashion interiors represent the ultimate in fine-car styling. Only the finest fabrics are used . . . beautiful shadow striped broadcloths (above); lustrous, nylon upholstery (below). There's a wide choice of stunning patterns from

which to choose. You can "decorate" your Lincoln as you would your home. The materials you select are carefully fitted, exquisitely tailored over the deep soft, foam-rubber seats. Truly, nothing could be finer . . . or more comfortable.

THE 1950 salon interiors

THE LINCOLN



Nothing could be finer

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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 chugging. Oil capacity, 6 quarts.

COOLING SYSTEM: Full-flow system circulates oil 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. Advanced design Shalad silent fan. Coolant capacity, 34.5 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. Automatic idling control. Oil-bath air cleaner. Improved concrete-type, dual-downdraft 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. Positive type automatic spark control.

CHASSIS SPECIFICATIONS

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LINCOLN COSMOPOLITAN—wheelbase, 121 in.; overall length, 209.5 in.; width, 79 in.; height (loaded), 62.6 in.

FRAMES: Rigid, heavy steel, cold-rolled, welded (Lincoln); all-welded (Lincoln Cosmopolitan). Member frame with 8 reinforcement. Convertible frame reinforced for extra body support.

BODIES: All steel, heavily reinforced, with welded steel floor. Insulated against noise and heat. Rooster huggers compartments with counter-balanced lids.

WHEEL SUSPENSION: Independent suspension of front wheels, with coil springs. Telescopic-type shock absorbers mounted inside springs. Rear springs are longitudinal semi-

elliptic leaf type with full-length liners which require no lubrication. Telescopic rear shock absorbers are "cracking" mounted to cushion both shocks and sideways.

DRIVE: Standard Transmission: Three speeds forward, one reverse. Hushkin drive with semi-floating rear axle and bypass ring gears and pinions. Integral lock and axle. Permanently lubricated rear wheel bearings. Single-plate clutch has permanently lubricated bearings. Standard silent transmission has synchroizers for quiet, single-step shifting. Rear axle ratio: 3.91 to 1. (Optional: 4.27 to 1.)

HYDRA-MATIC: Transmission: Four automatic speeds forward, one reverse. Hushkin drive with semi-floating rear axle and bypass ring gears and pinions. Integral lock and axle. Permanently lubricated rear wheel bearings. Single-plate clutch has permanently lubricated bearings. Standard silent transmission has synchroizers for quiet, single-step shifting. Rear axle ratio: 3.91 to 1. (Optional: 4.27 to 1.)

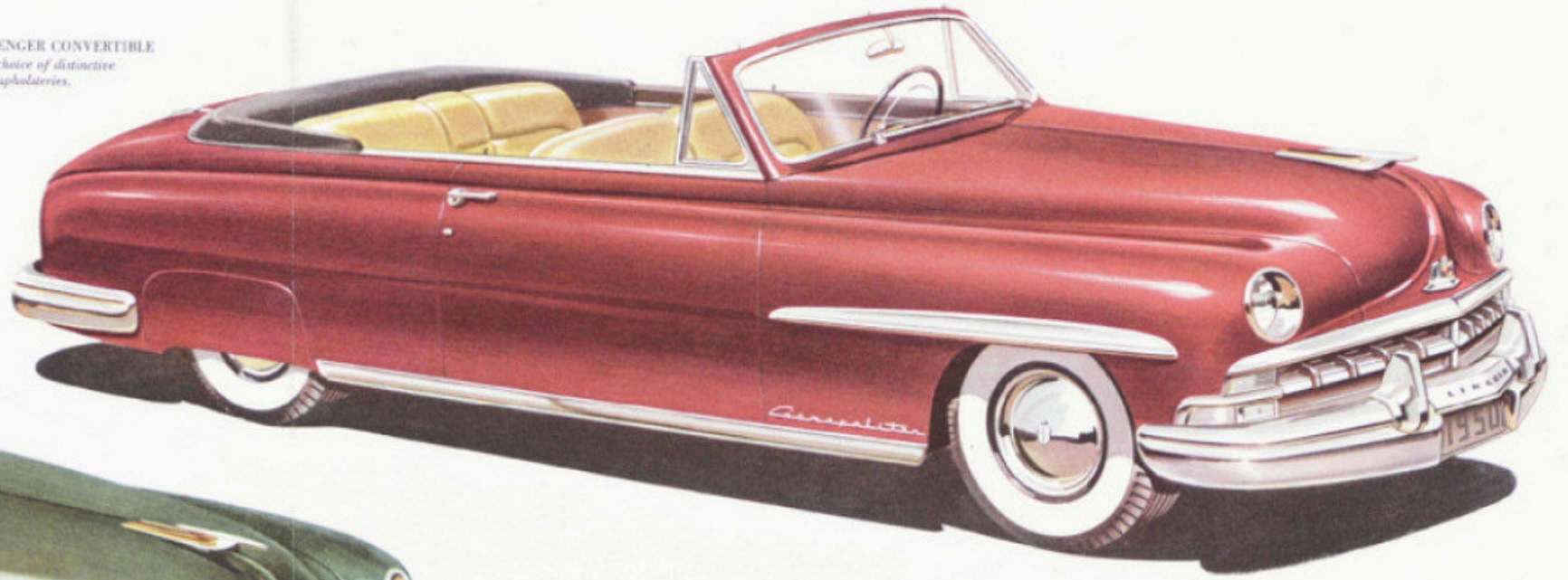
TIRES AND WHEELS: Superballon tires, Lincoln, 8.00 x 15; Lincoln Cosmopolitan, 8.20 x 15; mounted on pressurized wheels with extra time provide softer ride, greater safety, more traction.

OPTIONAL EQUIPMENT: and white side-rod tires available on extra cost. Rear wheel shields on the Lincoln are also available on extra cost.

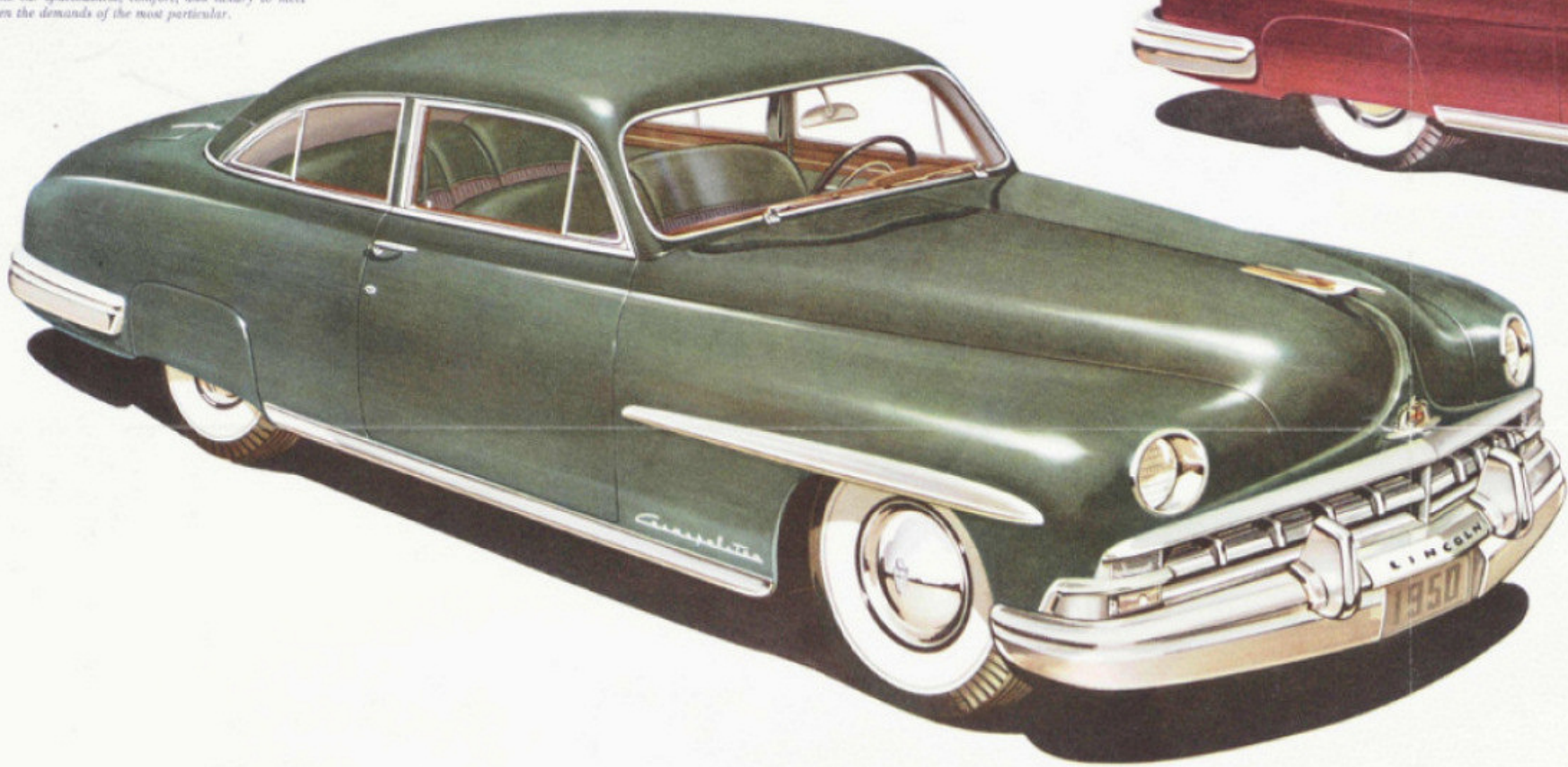
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THE 1950 *Lincoln Cosmopolitan*

THE LINCOLN COSMOPOLITAN SIX-PASSENGER CONVERTIBLE
A "custom-styled" car now offering you a wide choice of distinctive combinations of all-leather and leather-and-cord upholstery.



THE LINCOLN COSMOPOLITAN SIX-PASSENGER COUPE
Fine car spaciousness, comfort, and luxury to meet even the demands of the most particular.



The 1950 Lincolns and Lincoln Cosmopolitans are all available with **HYDRA-MATIC*** transmission. No clutch to push. No gears to shift.

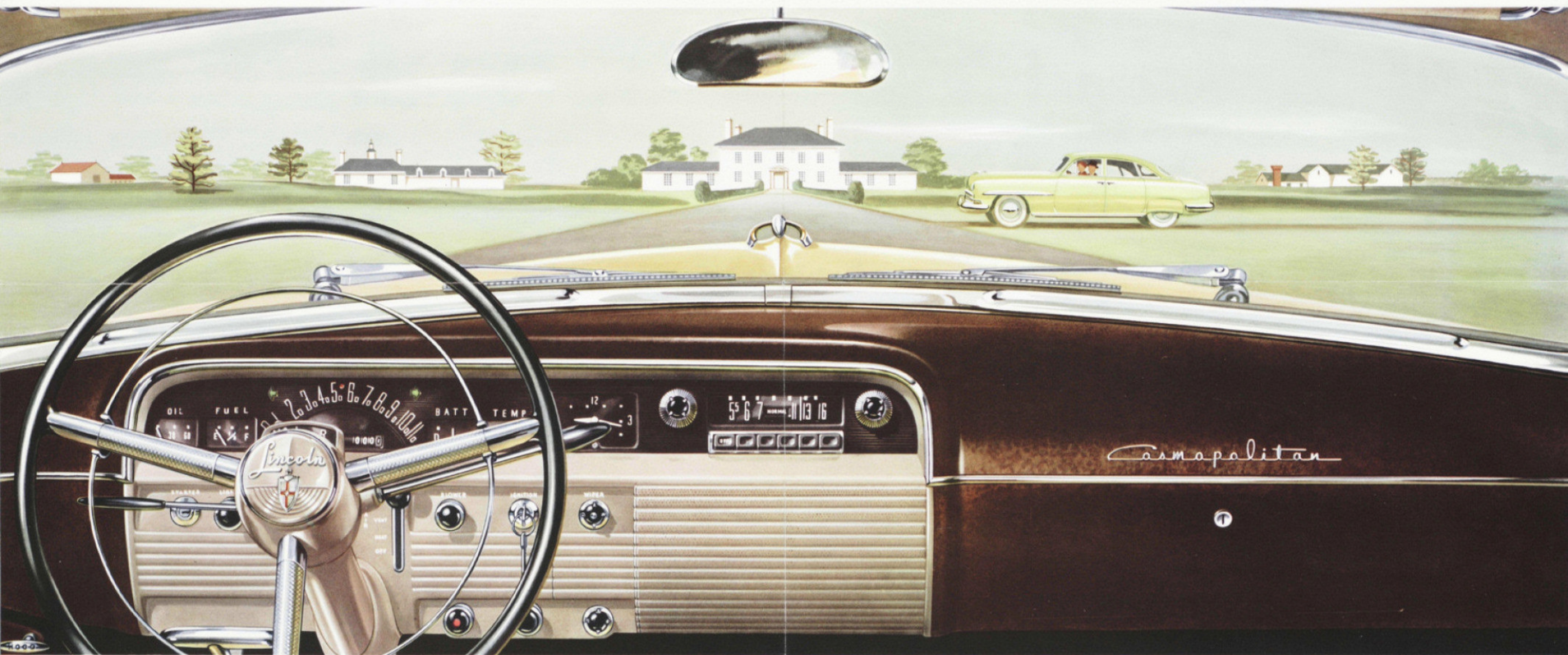
The Lincolns shown here will give you some idea of the grace and beauty of the 1950 models.

But no picture could ever tell the complete story. To appreciate these fine cars to the fullest, you must ride in them . . . drive them.

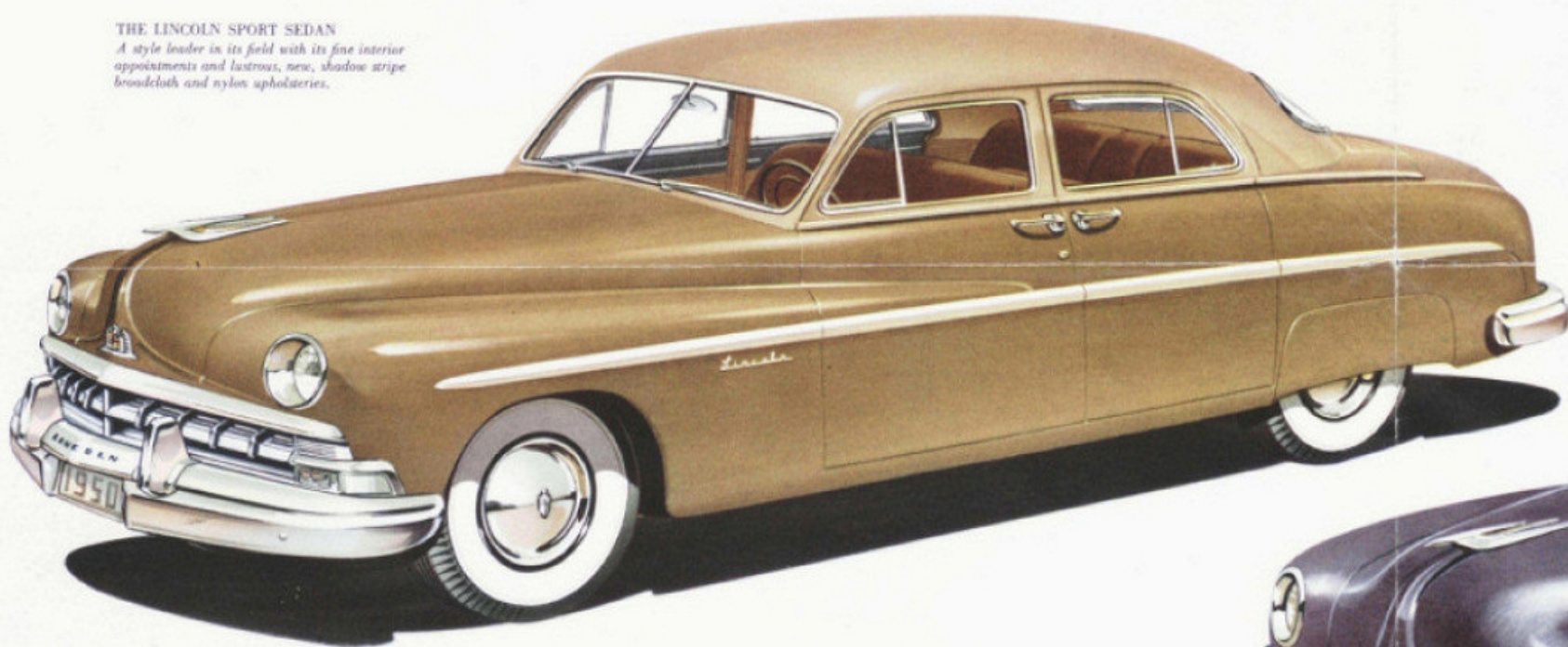
You'll then enjoy "living room comfort" . . . new, restful Fiber-glas soundproofing . . . extra wide seats . . . relaxing foam-rubber cushions . . . generous head and leg room . . . a "spring-cradled" ride, and super-balloon tires.

And you must see to appreciate, the brand new harmonizing combinations of exterior colors and "Salon styled" interiors.

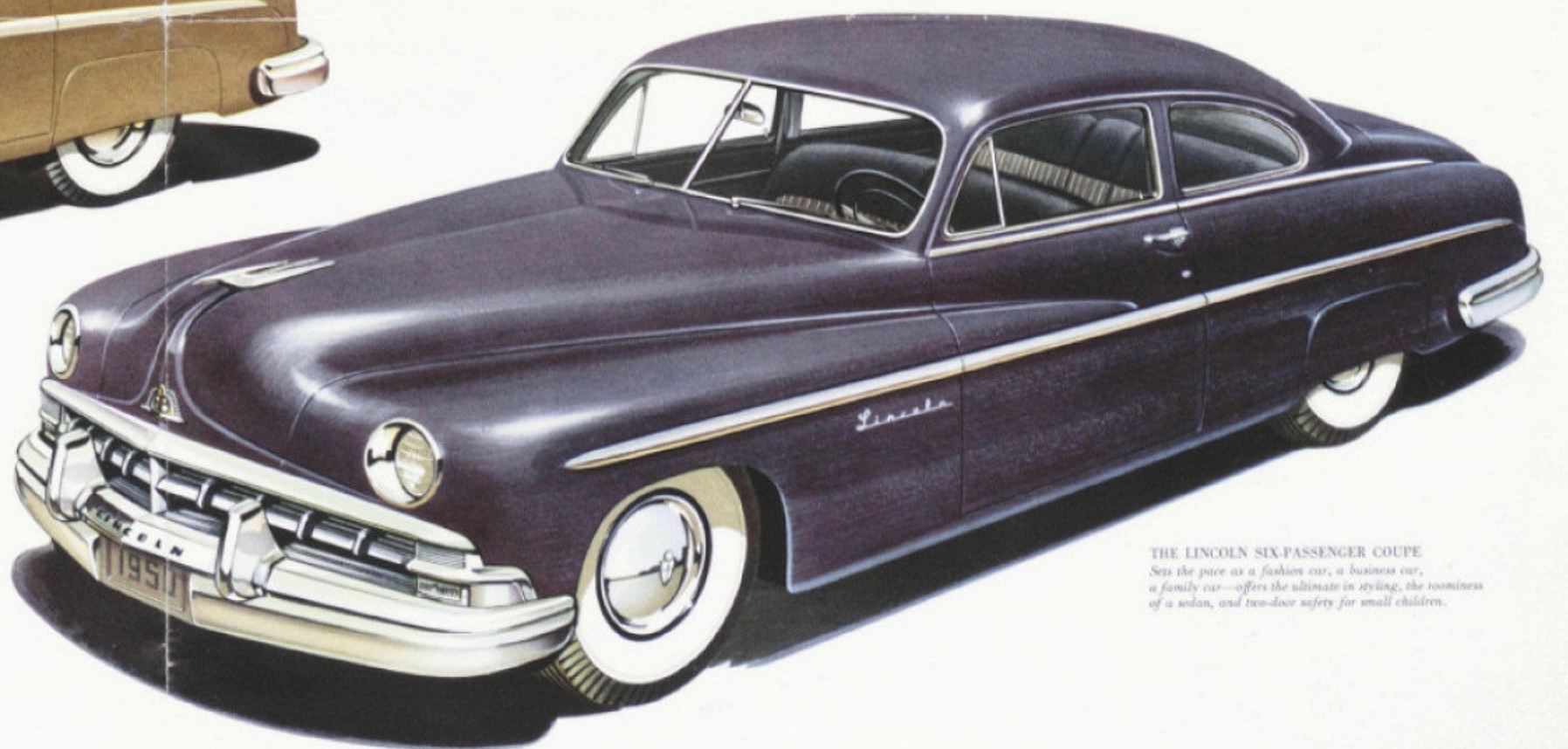
Yes, you will be proud of your new Lincoln Cosmopolitan or Lincoln . . . for truly, nothing could be finer!



THE LINCOLN SPORT SEDAN
A style leader in its field with its fine interior appointments and lustrous, new, shadow stripe broadcloth and nylon upholstery.



Beauty goes to work in this "centralized" instrument panel. A real masterpiece of design and craftsmanship. All instruments are scientifically grouped in front of the driver for quick reading . . . all control knobs are within easy reach. Soft, adjustable indirect lighting prevents glare at night.



THE LINCOLN SIX-PASSENGER COUPE
See the pure as a fashion car, a business car, a family car—offers the ultimate in styling, the roominess of a sedan, and two-door safety for small children.

THE 1950 *Lincoln*

Lincoln... Nothing could be finer