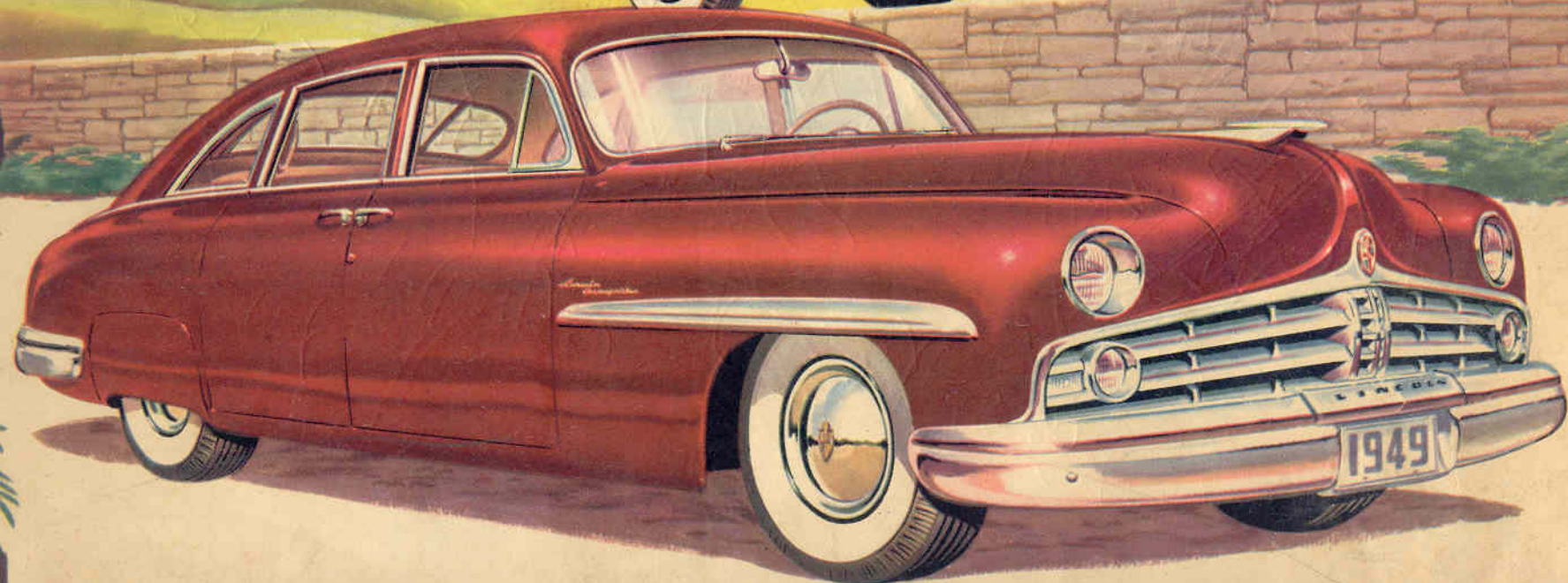
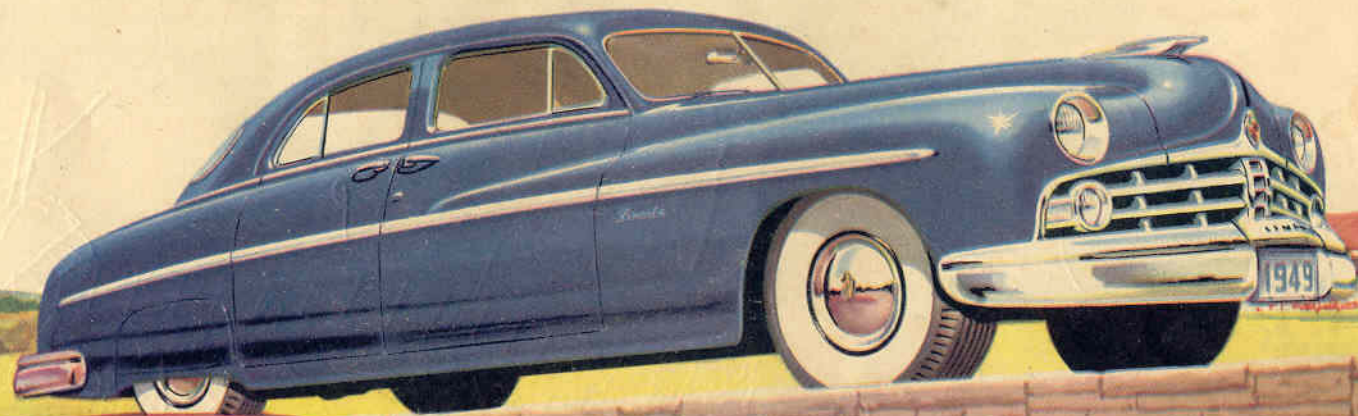
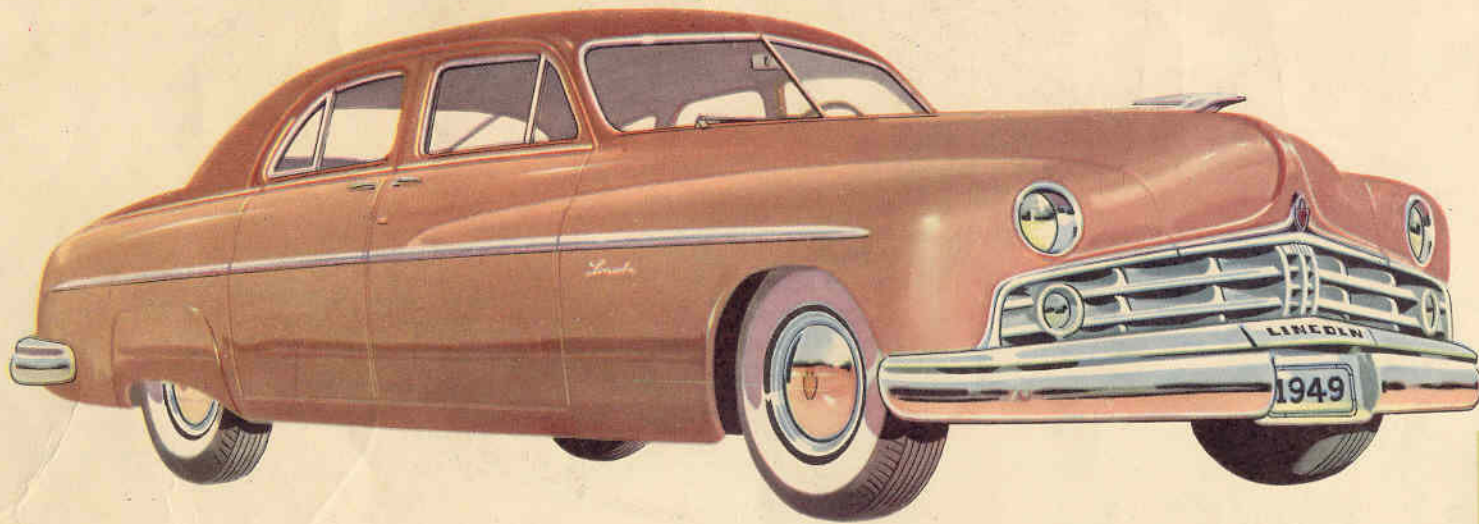


PRESENTING TWO GREAT NEW 1949

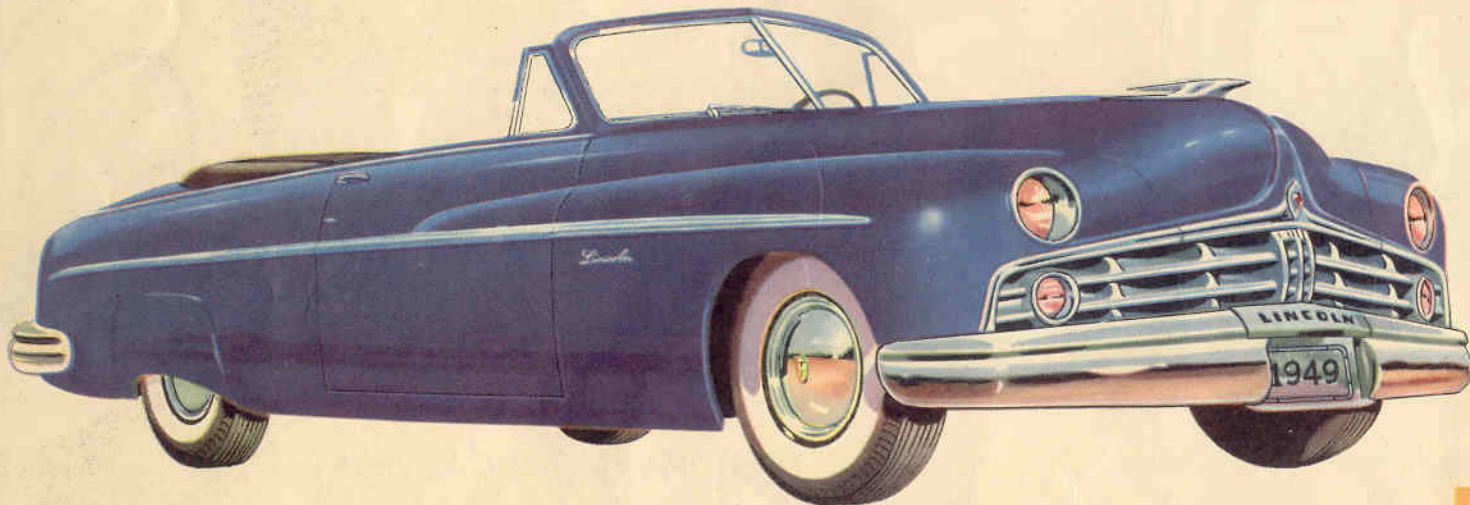
*Lincolns*



# The 1949 *Lincoln*



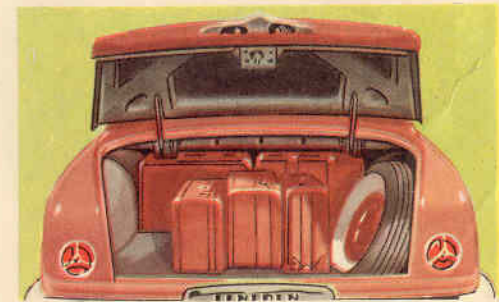
The LINCOLN Sport Sedan . . . a roomy 4-door masterpiece that seats 6 grownups with ease. The powerful yet compact, new Lincoln V-type 8-cylinder engine enables placement of seats in the "Comfort-Zone" and provides more useful interior space. The roomy luggage compartment also houses the easy-to-remove spare tire. Picture windows all around offer remarkable visibility.



The LINCOLN 6-Passenger Convertible. You're master of the weather in this wonderful

**U**NDER the sleek new exteriors of these cars you'll find riding comfort and driving ease that herald a new era in fine motoring.

You'll find "living room comfort" on wheels . . . extra-wide seats . . . relaxing foam-rubber cushions on coaxing coil springs . . . generous head and leg-room . . . a ride that's cradled on completely new springs, "sea-leg" shock absorbers, and super-balloon tires. Colors, upholstery, appointments—all are the finest.



NOTHING COULD BE FINER



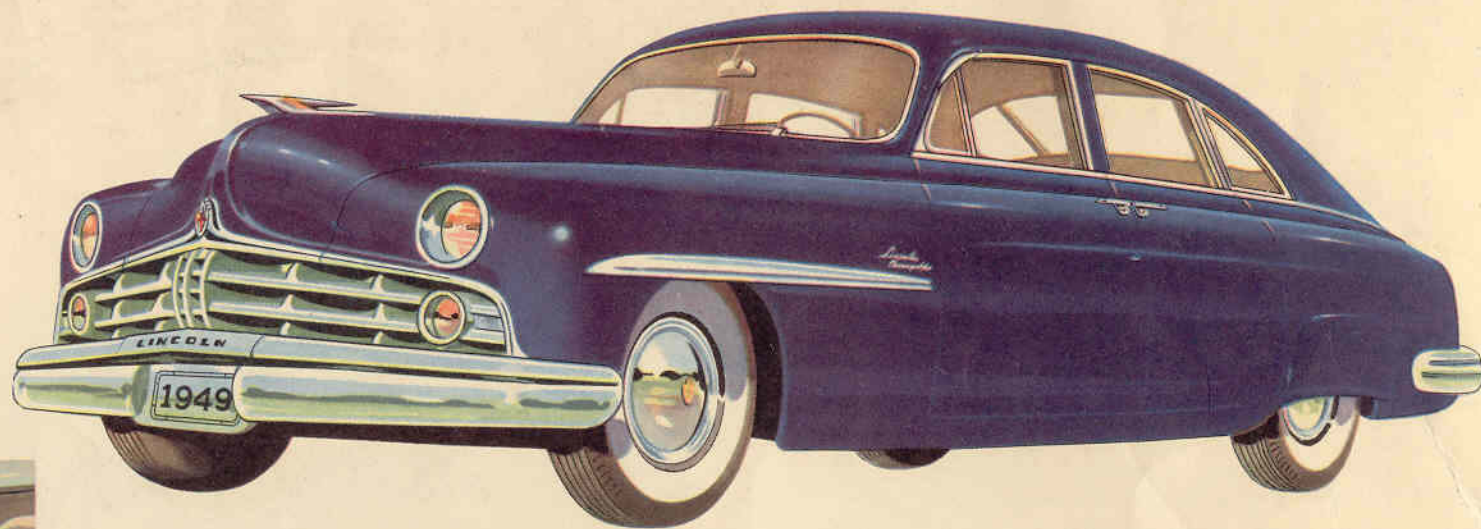
# The 1949 *Lincoln Cosmopolitan*

You'll hold the road, on curve or straight-away, without "wind-wander" or side-sway.

You'll discover Lincoln to be a superior performer because of its high "power-to-weight" ratio, its "Touch-O-Matic" overdrive (optional\*), its super-sure easy-action brakes.

And as you roll along in your new Lincoln, you'll see admiration in every glance.


Yes—you will be *proud* to own a Lincoln . . . for nothing could be finer . . . or newer.



The LINCOLN COSMOPOLITAN Town Sedan. Here's a dashing smart 4-door sedan for 6 with graceful streamlined back, super-width seats, foam rubber cushions with coil springs, and a roomy luggage compartment. You'll find the appointments anticipate your needs . . . the rich fabrics will please your eye and touch . . . the glide-ride will thrill you on every trip.

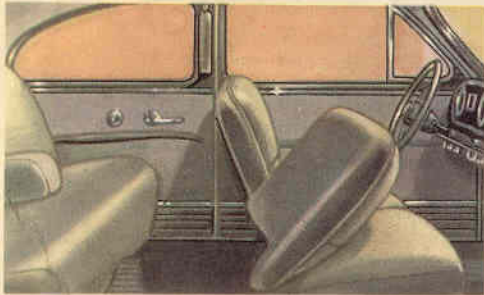
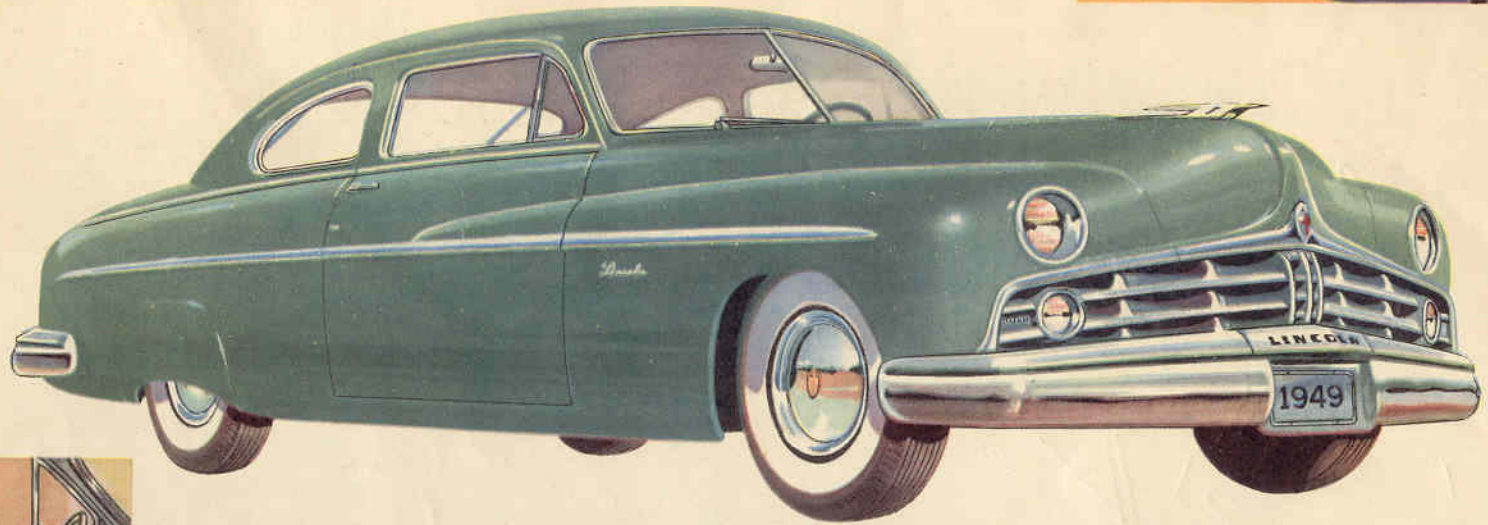


The LINCOLN COSMOPOLITAN Sport Sedan for 6 big people is luxury itself. Long and low-to-the-road . . . with a broad, breath-taking silhouette that forecasts the room-to-spare interior.



NOTHING COULD BE NEWER

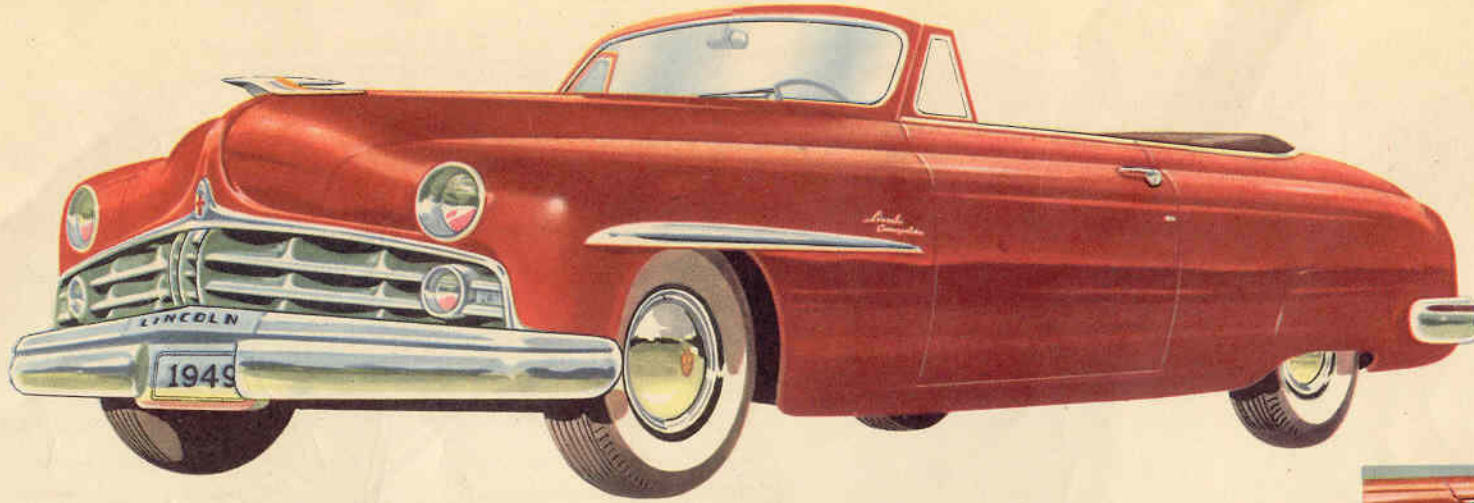
*A reinforced frame makes this convertible exceptionally quiet, strong and rigid. A choice of leather- and-Bedford cord upholsteries add durability and beauty.*



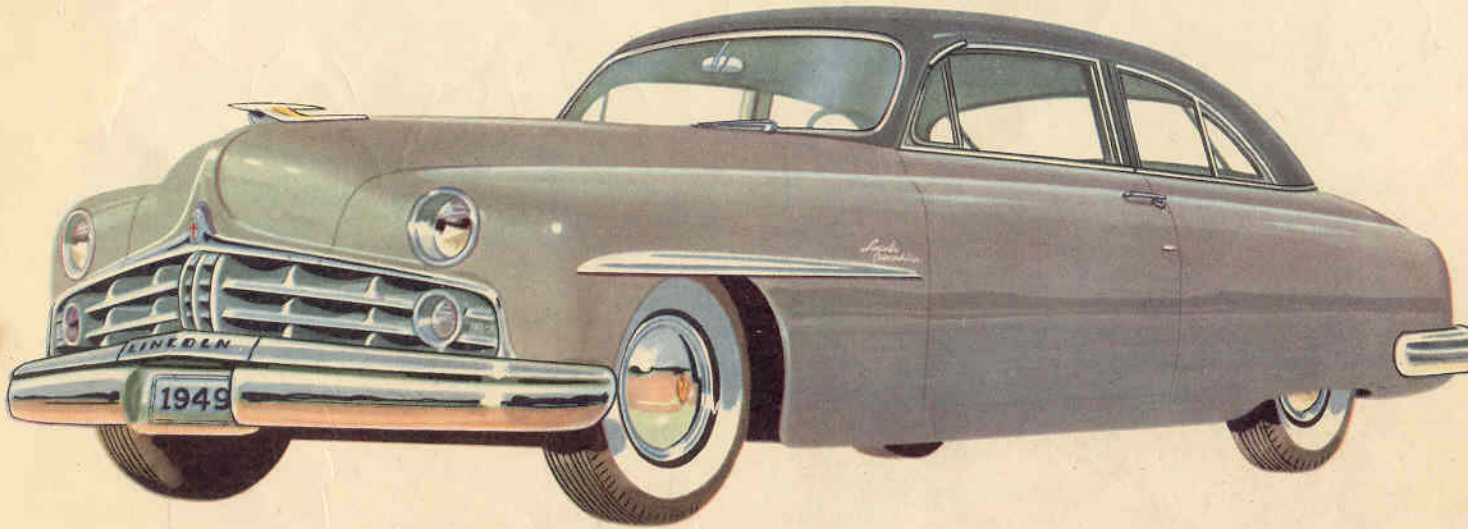
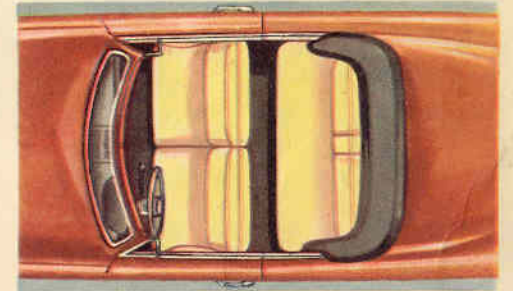
*The LINCOLN 6-Passenger Coupe. Here's a "king-sized" 2-door model that's ideal for family or business. It has an extra-large luggage compartment. Wide doors and swing-aside seat backs make for easy "in" or "out" convenience. Wide seats hold three abreast without crowding. Arm rests add to your comfort. Big picture windows and a low hood give you excellent visibility.*

**CHOOSE FROM THESE MAGNIFICENT BODY STYLES  
IN TWO SEPARATE PRICE RANGES**

and 3-section rear window are as practical as they are beautiful.



The LINCOLN COSMOPOLITAN 6-Passenger Convertible. At long last . . . an all-year convertible that meets sunshine or blizzard with a smile. A touch of the top control, and you can change for sun or shower. The double rear window gives greater visibility. Superb leather seats are offered in blue, green, red, yellow, or natural tan, and styled for the smartest surroundings!

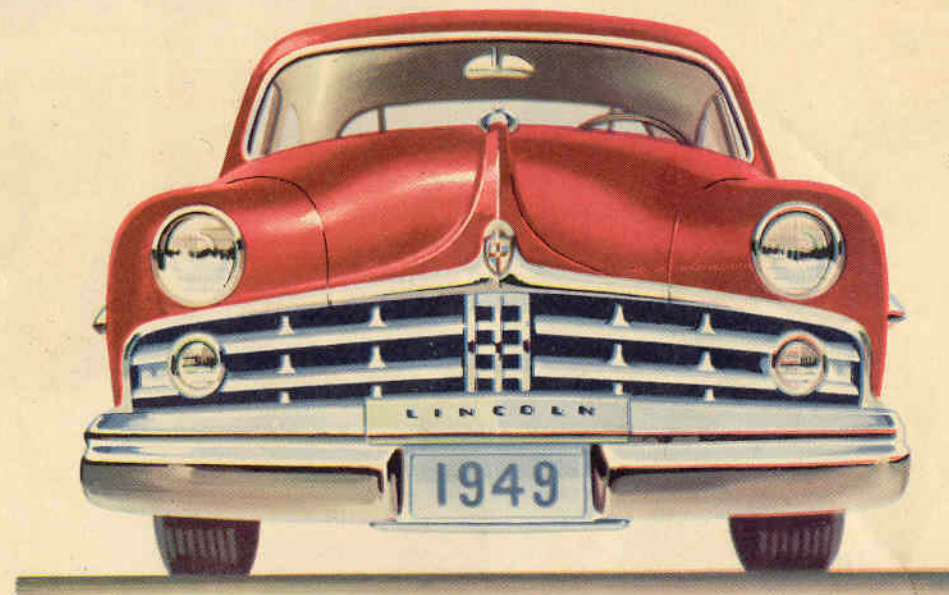


The LINCOLN COSMOPOLITAN 6-Passenger Coupe. Swing wide the big doors of this really roomy coupe and you'll find room for six 200-pounders to relax in perfect comfort . . . leg-room and elbow room that mean even long trips can be a delight. Windows and front seat operate at the touch of a button. The extra safety of only two doors make it the ideal family car.

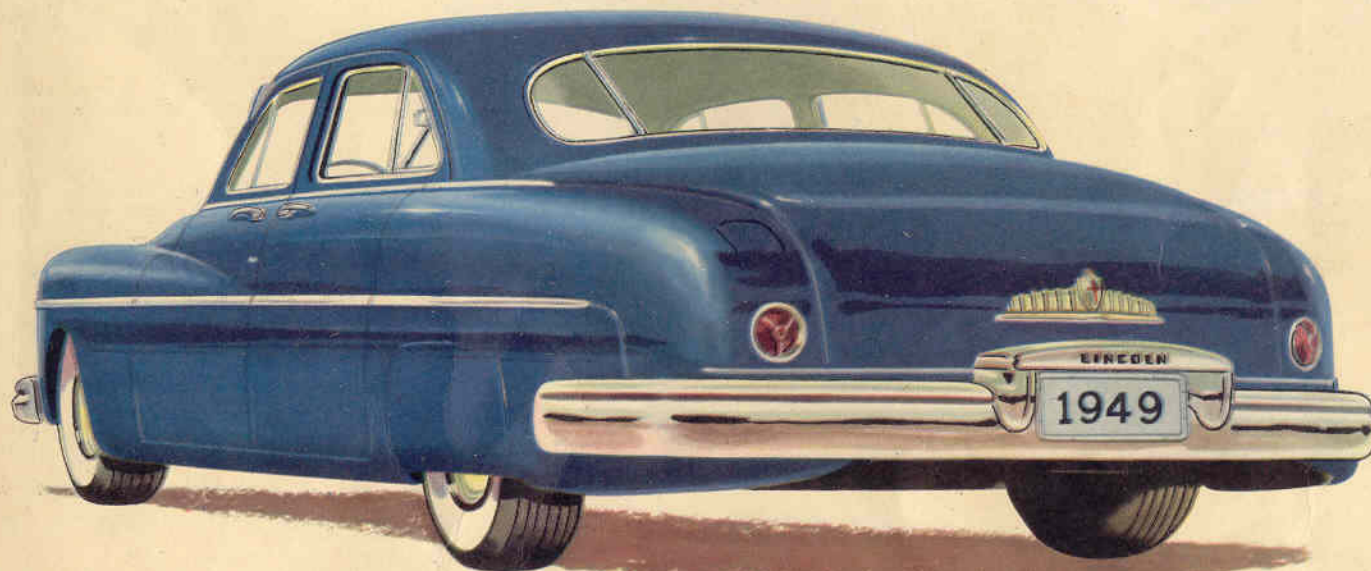


Look at *Lincoln* for 1949

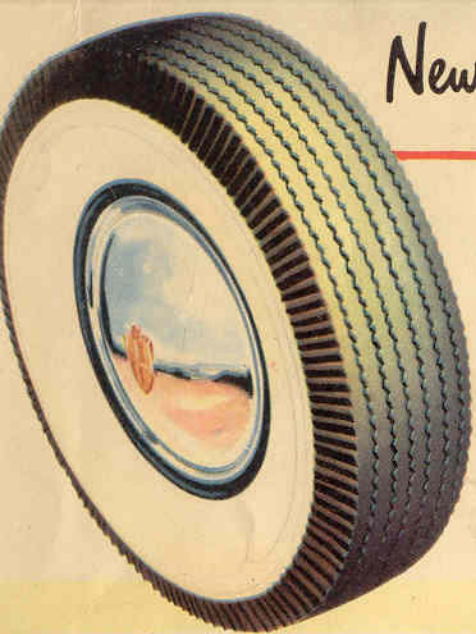
*The Lincoln Cosmopolitan*



*Nothing could be finer – or newer*

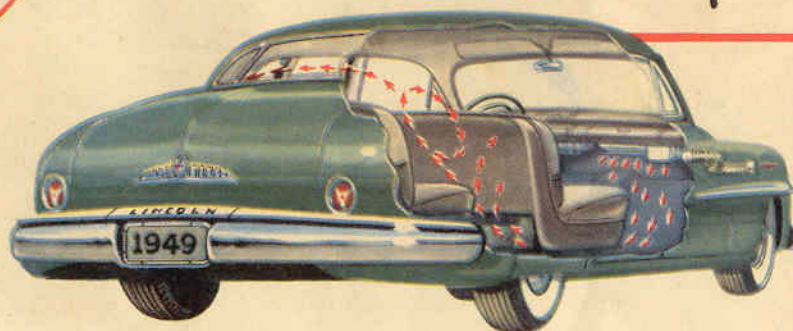


*The Lincoln*



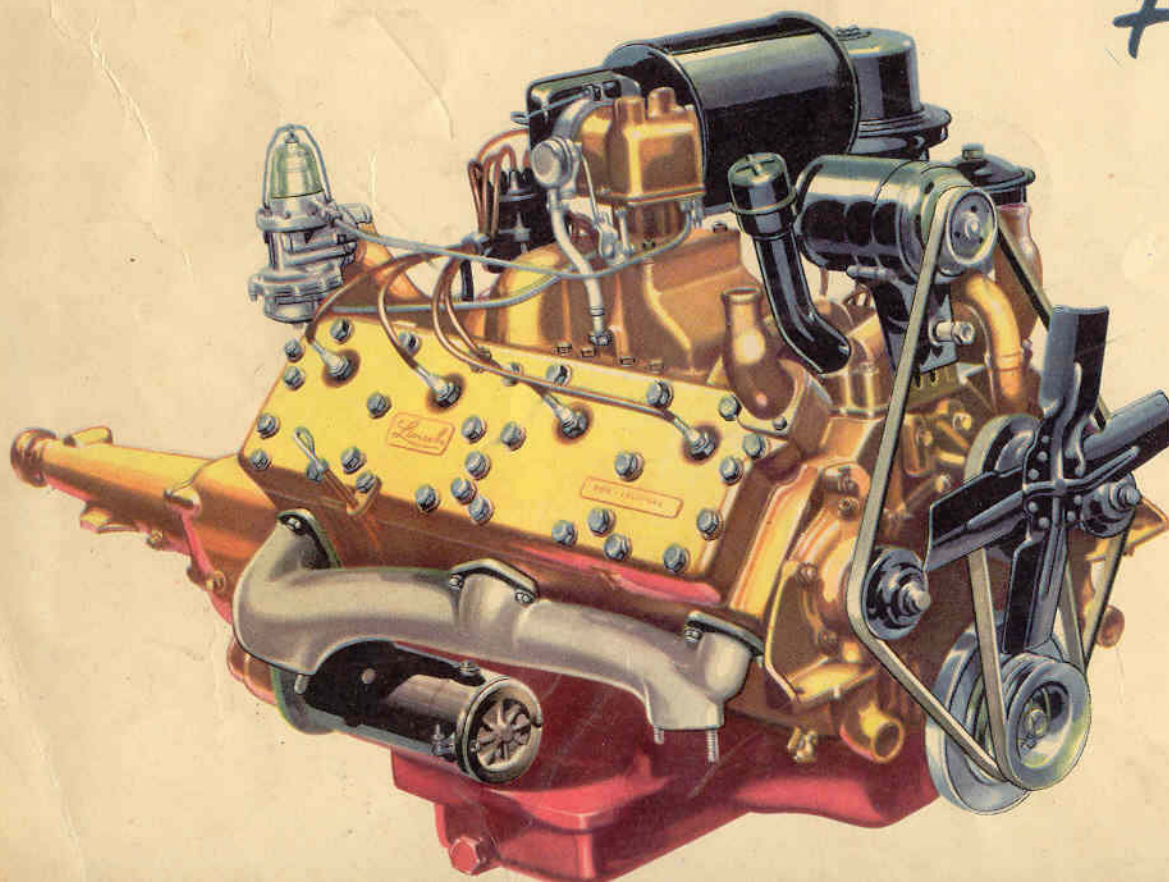
## New super-balloon Tires

New super-balloon Tires, on extra-wide rims, give a softer ride without side-sway. You're safer, too, because they hold more air at less pressure, and run 15% cooler than ordinary tires. Steering is noticeably easier, and their new-type treads prolong tire life.



## New Finger-Tip Weather Control

New Finger-Tip Weather Control offers new year 'round comfort by bringing controlled fresh air into your Lincoln. With the Lincoln heater (optional\*), it provides warm fresh air, evenly distributed. No drafts, no window-fogging, no icy windshields, no rain leaks—just plenty of controlled *fresh* air, cool in summer, warm in winter.



## A Great New Engine

**Rating:** The great new Lincoln 8 V-type L-head engine develops 152 horsepower at 3600 rpm. Bore,  $3\frac{1}{2}$  in.; stroke,  $4\frac{3}{8}$  in. Three-point rubber mounting. Compression ratio, 7 to 1. Counterbalanced crankshaft with three large bearings. Heat-treated aluminum-alloy pistons with steel struts. Two 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 cam-shaft bearings. Heavy-duty oil filter. Sludge-traps in crankshaft. Positive crankcase ventilation minimizes sludging. Oil capacity, 6 quarts.

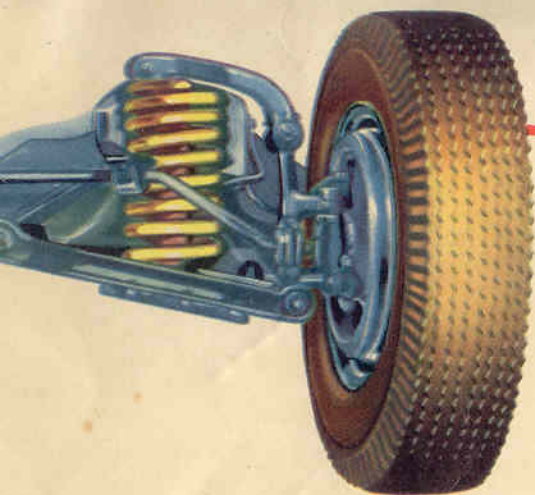
**Cooling System:** New full-flow system circulates all coolant around all cylinders and back through head of each side of engine for uniform cooling and longer engine life. Two high-velocity water pumps, permanently lubricated. Full water jacket warms oil in cold weather—cools it on long trips. Permanently lubricated silent fan. Coolant capacity, 34.5 quarts.

**Fuel System:** Fuel tank capacity: Lincoln,  $19\frac{1}{2}$  gal.; Lincoln Cosmopolitan,  $21\frac{1}{2}$  gal. Cam-shaft-driven diaphragm-type fuel pump. Automatic choke. Automatic idling control. Oil-bath air cleaner. New 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 volts) with automatic current and voltage control, especially designed to handle the extra load of radio, heater, window lifts, etc. Centrifugal governor with manifold vacuum diaphragm; automatic spark advance. High-speed, single breaker-arm distributor.

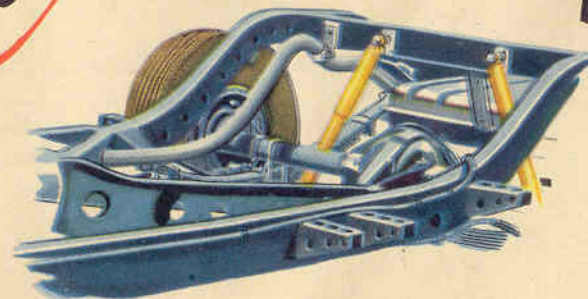
\*OPTIONAL EQUIPMENT. WHITE SIDEWALL TIRES AND REAR FENDER SHIELDS AVAILABLE AT EXTRA COST.

LINCOLN-MERCURY 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.



## New Front Coil-Springs

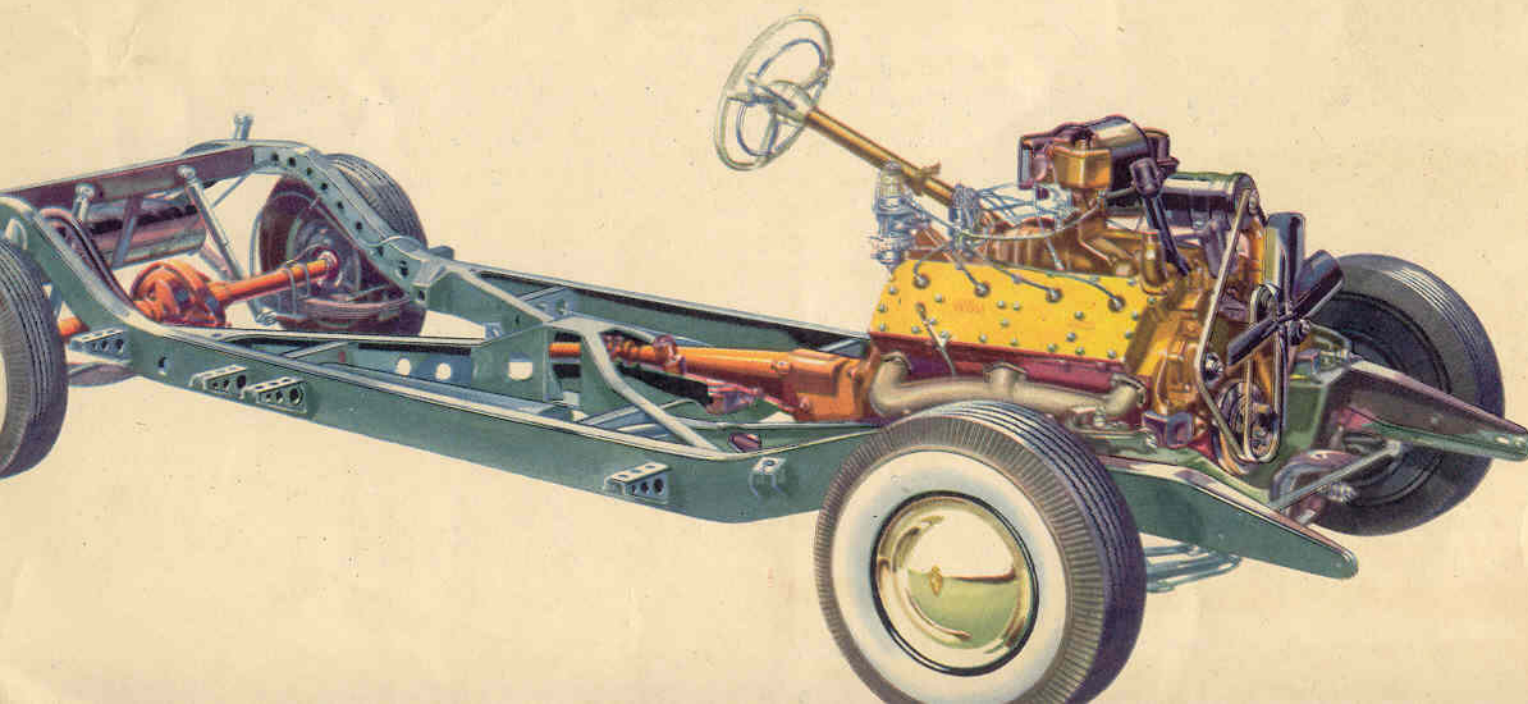
New Front Coil-Springs have hydraulic shock absorbers mounted inside. The individual front-wheel suspension makes for easier riding, plus road-hugging stability. New steering linkage adds remarkable ease of handling.



## New Rear Springing

New Rear Springing with extra-long leaf springs and "sea-leg" mounted shock absorbers irons out bumps like magic . . . and cushions both vertical and side-way shocks. All seats are cradled well forward of the rear axle for "comfort-zone" ride.

# Two Sturdy New Chassis



**Dimensions:** Lincoln—wheelbase, 121 in.; over-all length, 211.5 in.; width, 76.4 in.; height (loaded), 63.6 in.

Lincoln Cosmopolitan—wheelbase, 125 in.; over-all length, 220 in.; width, 77.8 in.; height (loaded), 62.7 in.

**Frames:** Rigid, heavy steel. Cold-riveted, welded (121"); all-welded (125"). 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 counterbalanced lids. All Lincoln Cosmopolitans have hydraulic window lifts and front-seat adjustment; optional on all Lincolns. Both Lincoln and Lincoln Cosmopolitan convertibles have automatic tops.

**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 side-sway.

**Drive:** Hotchkiss drive with semi-floating rear axles and hypoid ring gears and pinions. Integral hub and axle. Permanently lubricated wheel bearings. Touch-O-Matic overdrive (optional\*) reduces engine speed 23%, saving wear, fuel, oil. Single dry-plate clutch has permanently lubricated bearings. Standard silent transmission has synchronizers for quiet, finger-tip shifting. New steering linkage checks road-shock, makes steering easier.

**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 8.20 x 15 tires mounted on pressed-steel wheels with extra-wide rims provide softer ride, greater safety, more traction.