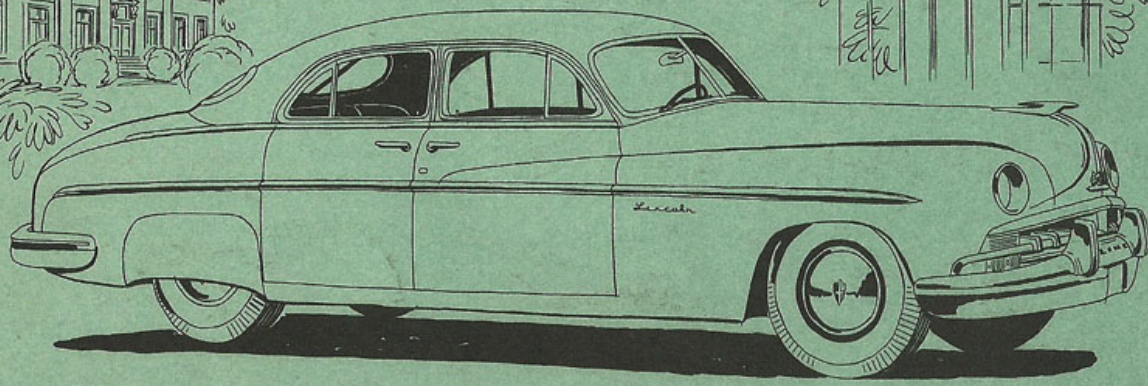


THE 1950  
*Lincoln*

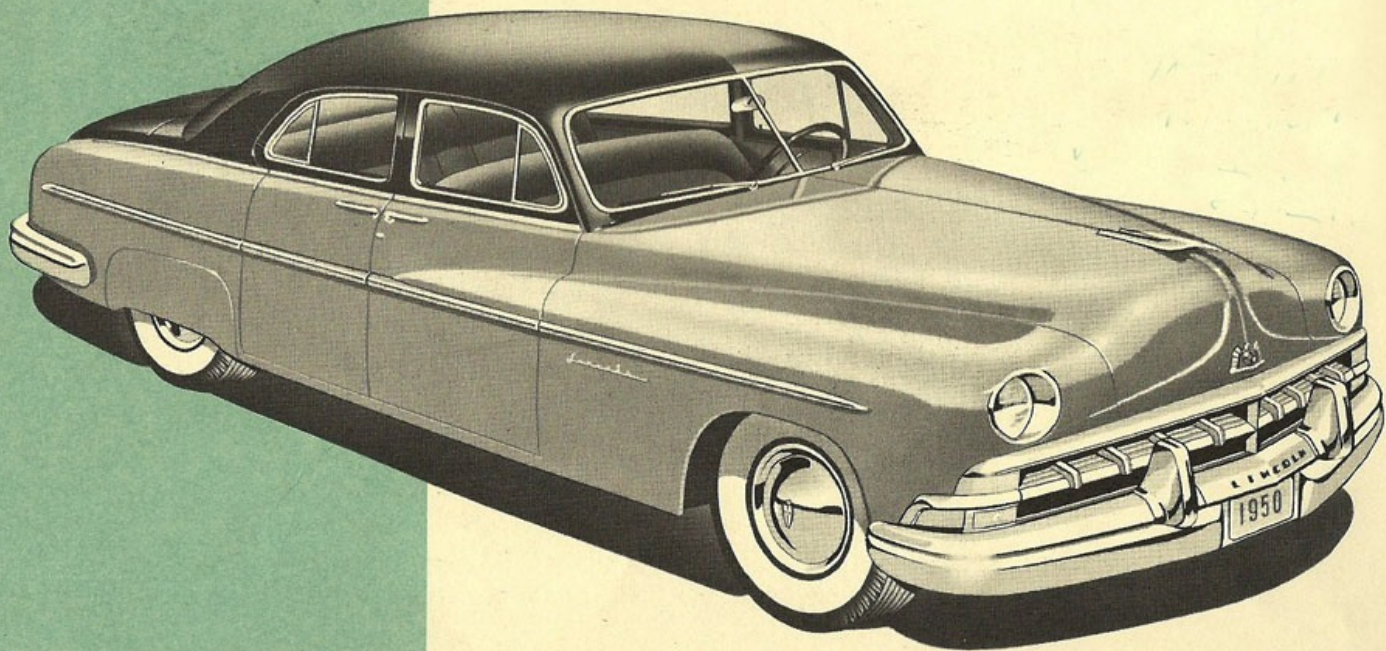


*Nothing could be finer*



The New 1950 *Lincoln*  
*Sport Sedan*

**THIS** new, graceful, four-door sedan is a magnificent example of complete comfort and brilliant performance. Inside and out you'll find new luxury in every detail—new dignity in the distinctive grille and body-styling . . . new beauty in the fabulous array of high-fashion upholsteries . . . new relaxation in the breathlessly quiet, sound-conditioned interiors. And, if you so desire, there's automatic shifting with HYDRA-MATIC\*—the transmission that takes the work out of driving.

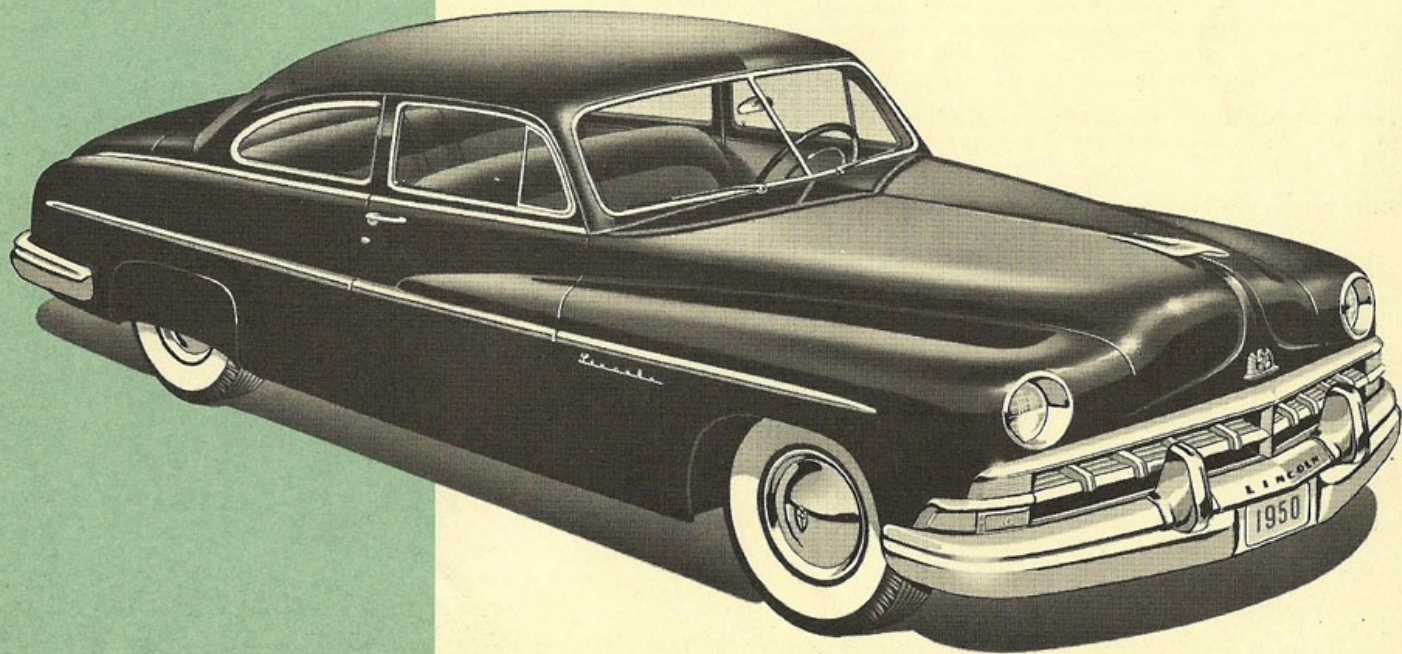




The New 1950 *Lincoln*

*Six-Passenger Coupe*

**HERE'S** a car that's "family-safe" yet "business-wise." You get the compactness of a coupe with the big six-passenger seating capacity of a sedan. Lustrous new nylon and broadcloth upholsteries . . . stunning, new jewel-like body colors . . . large picture-windows . . . and exquisite, ultra-modern appointments offer unbelievable luxury and comfort. All door controls are up front for safe traveling with small children. There's ample luggage space (27 cubic feet) for even the longest trip.





## Highlights of the New 1950

# Lincoln

**HANDSOME NEW GRILLE**, body colors, and flashing chrome trim add even greater distinction and elegance.

**NEW "SALON-STYLED" INTERIORS** feature exquisitely tailored, "custom-fitted" upholsteries. You have a wide selection of nylon and broadcloth fabrics from which to choose.

**NEW NOISE CONTROL** provides a restfully quiet atmosphere. Fiberglass insulation beneath roof and behind dash eliminates distracting wind and road noise; the engine is barely audible. Conversation is pleasant and easy.

**NEW "COMFORT-FLO" AIR CIRCULATION** system gives you a complete change of fresh air in a matter of seconds. A new powerful heater\* provides ample heat on even the coldest days.

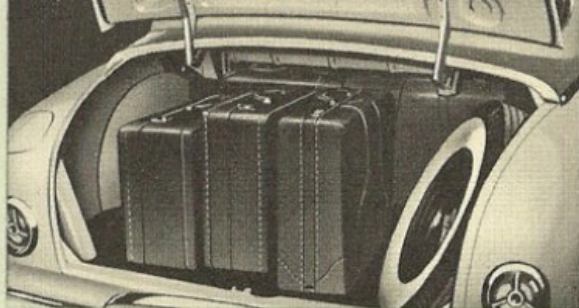
**BEAUTIFUL, COMPLETELY NEW INSTRUMENT PANEL** gives "centralized control." All instruments are scientifically grouped in front of driver for "quick-glance" checking.

**NEW, SUPER-QUIET SMOOTHNESS** is assured by new puck-type engine mountings and a new, five-blade, low-speed fan.

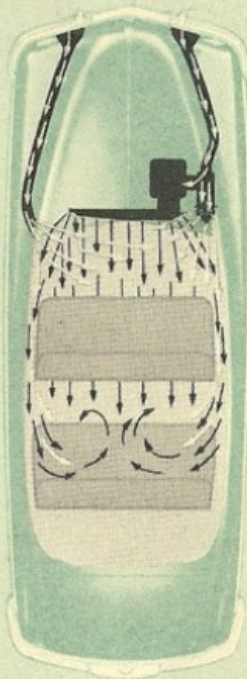
**EVEN FINER PERFORMANCE** is yours due to new improvements in carburetor, automatic choke, and spark control. The 1950 Lincolns are designed to start in less than two seconds at zero temperatures.

**SAFETY FEATURES** include an all-steel, shock-resistant, body-chassis unit . . . a "velvet-smooth" braking system . . . a 50 percent more efficient parking brake . . . and uninterrupted "see-ability" to the front, side, and rear.

**HYDRA-MATIC\* TRANSMISSION** offers automatic shifting at its finest . . . no clutch to press . . . no gears to shift.



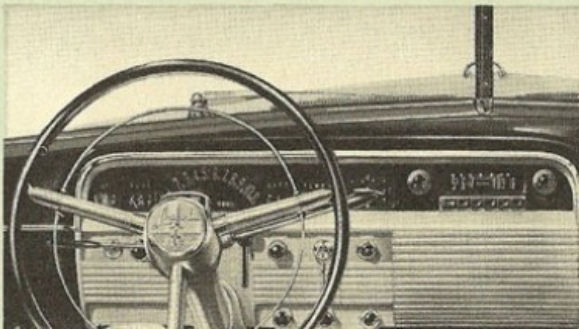
**ROOM TO SPARE**—For loads of luggage on the longest trip. Automatically illuminated compartment is safely-sealed against dust and water. The spare tire is at the right—convenient, yet out of the way.



### COMFORT AT YOUR FINGERTIPS—

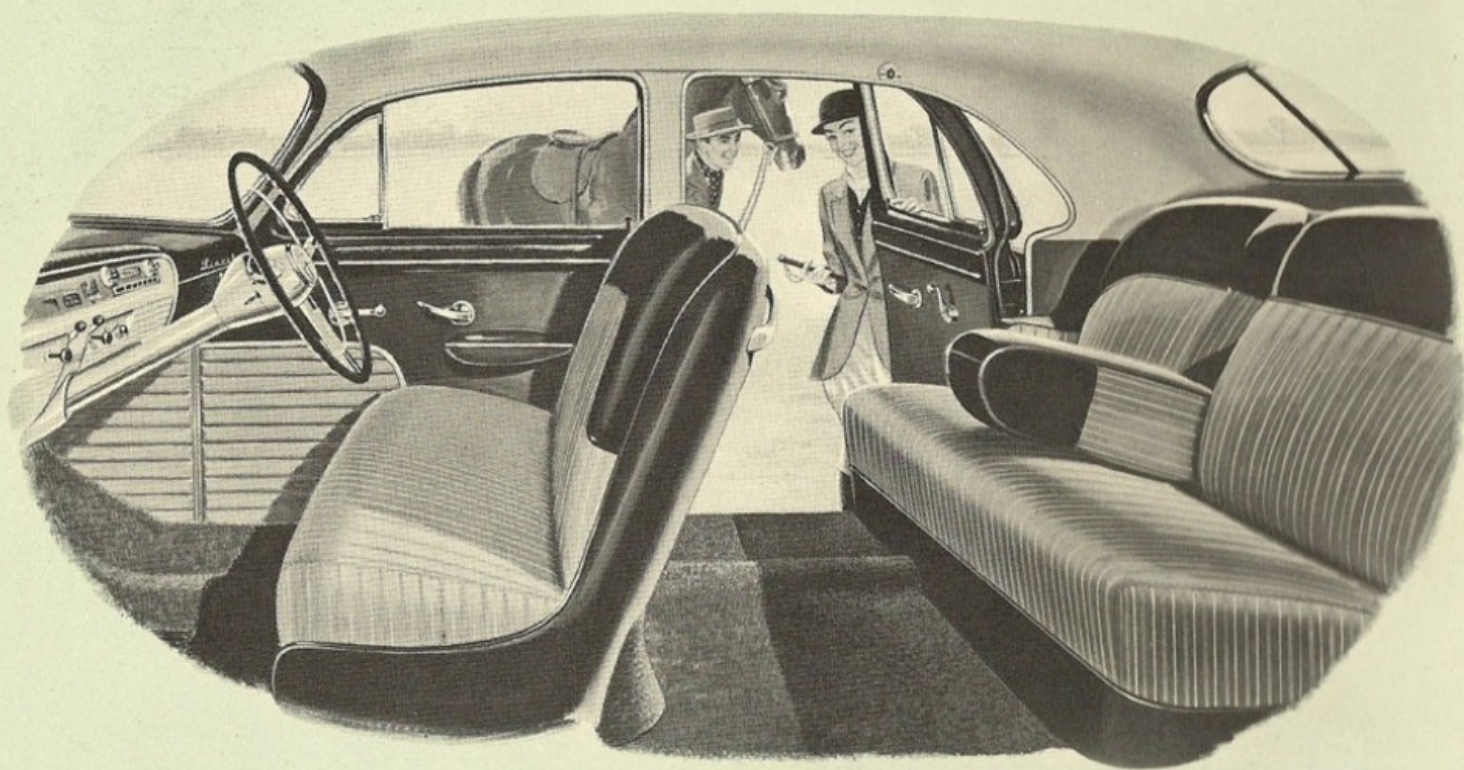
The new thermostatically controlled heating\* and ventilating system provides all year 'round comfort. Two screened openings back of the front grille carry healthful fresh air into the interior. By merely setting three control knobs on the instrument panel you get "living room comfort" in winter . . . a cooler car in summer. Powerful defrosters assure a safety-clear windshield on icy days.

**THINKS WHILE YOU DRIVE**—HYDRA-MATIC\*, the road-proven, really dependable automatic transmission, is available on the Lincoln. No gears to shift, no clutch to press. Driving is as simple as 1-2-3.



\*Optional equipment at extra cost. White side-wall tires and rear wheel shields also available at extra cost.

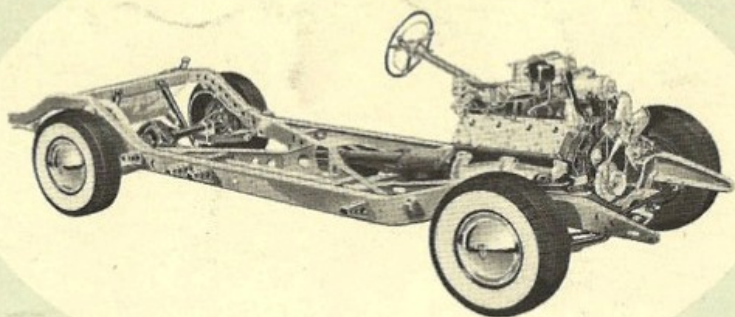




*Fashioned for the 'Fifties . . . styled to your taste*

This year Lincoln presents the ultimate in fashion-styled interiors. The finest of fabrics—beautiful, shadow striped broadcloths; lustrous, nylon upholsteries—are decorator-styled in a wide choice of stunning patterns and colors. The material you select is carefully fitted and exquisitely tailored over the deep, soft foam-rubber seats. Beautiful, deluxe appointments provide the final “custom touch” that goes with the new “Salon-Styling.”



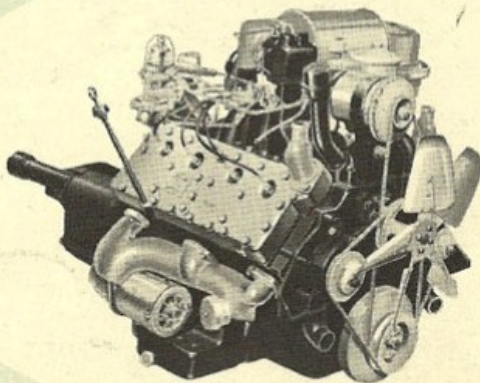


### *Foundation for Pleasure*

There's wonderful road-hugging stability in the new Lincoln. The frame has "safety-margin" rigidity to resist severe road shocks . . . extra strength without needless weight. Independent coil-spring suspension of the front wheels gives a cushioned ride without sidesway. And the low pressure, super-balloon tires add extra comfort to every trip.

### *Whisper-soft power*

Lincoln's new 1950 8-cylinder, V-type, high-compression, 152 horsepower engine purrs like a kitten on the highway. It's an unbeatable engine for smooth, trouble-free precision performance—a power plant you can depend on for economy and long life. Wait till you take your first drive. You'll agree that the Lincoln "eight," the premium product of the world's largest-volume producers of V-type engines, is all you could ask for in automotive power.



*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.*