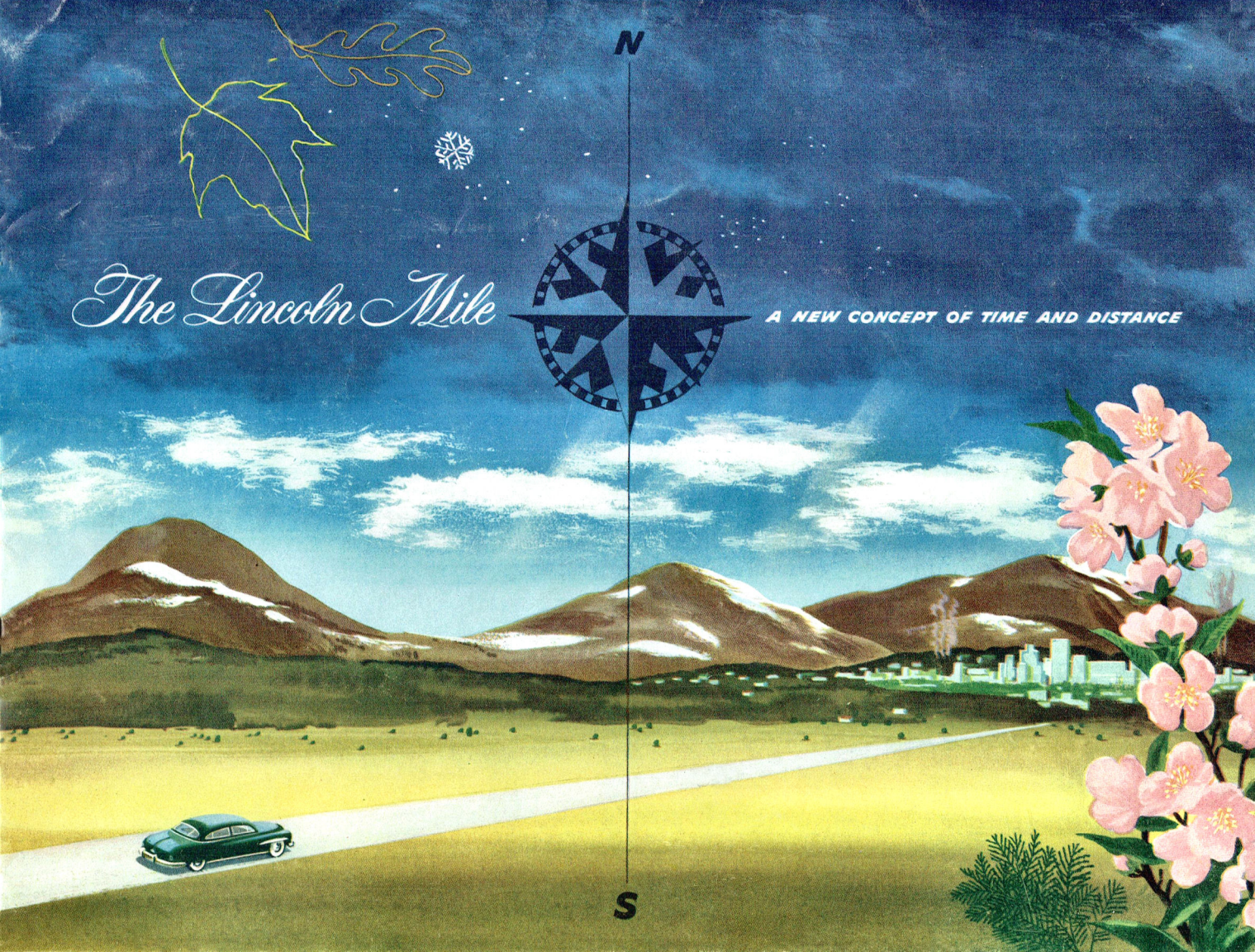


The Lincoln Mile

A NEW CONCEPT OF TIME AND DISTANCE



A thrilling new adventure

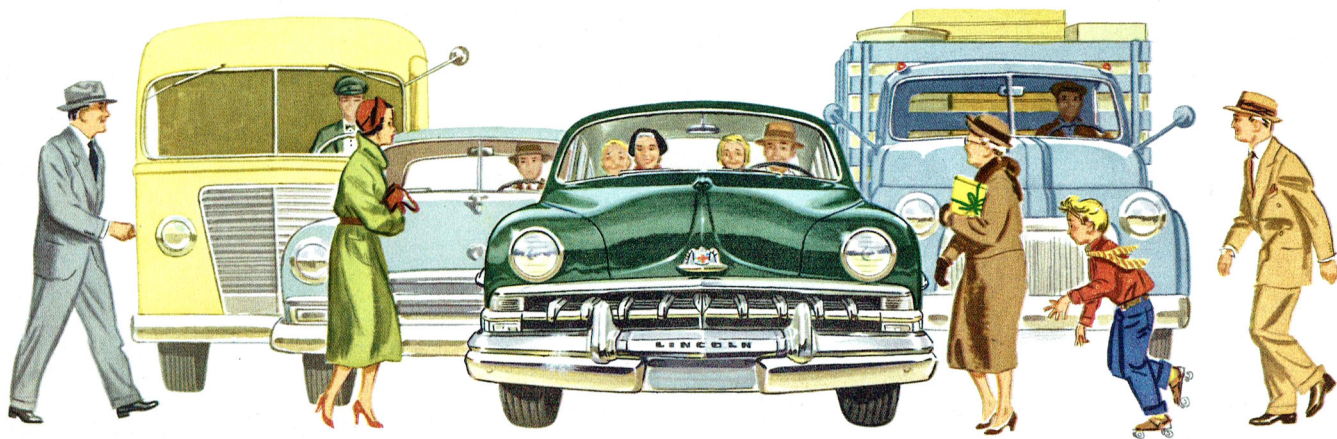
FOR
EVERY
FINE-CAR
OWNER



THE LINCOLN MILE

It's called "The Lincoln Mile"—a mile so smooth, so effortless, that time and distance slip by before you know it. The 1950 Lincoln's distinctive new styling, comfort, and performance—all add extra luxury to your motoring enjoyment. Now—picture yourself behind the wheel of a new Lincoln—The *First Car of the Land*.

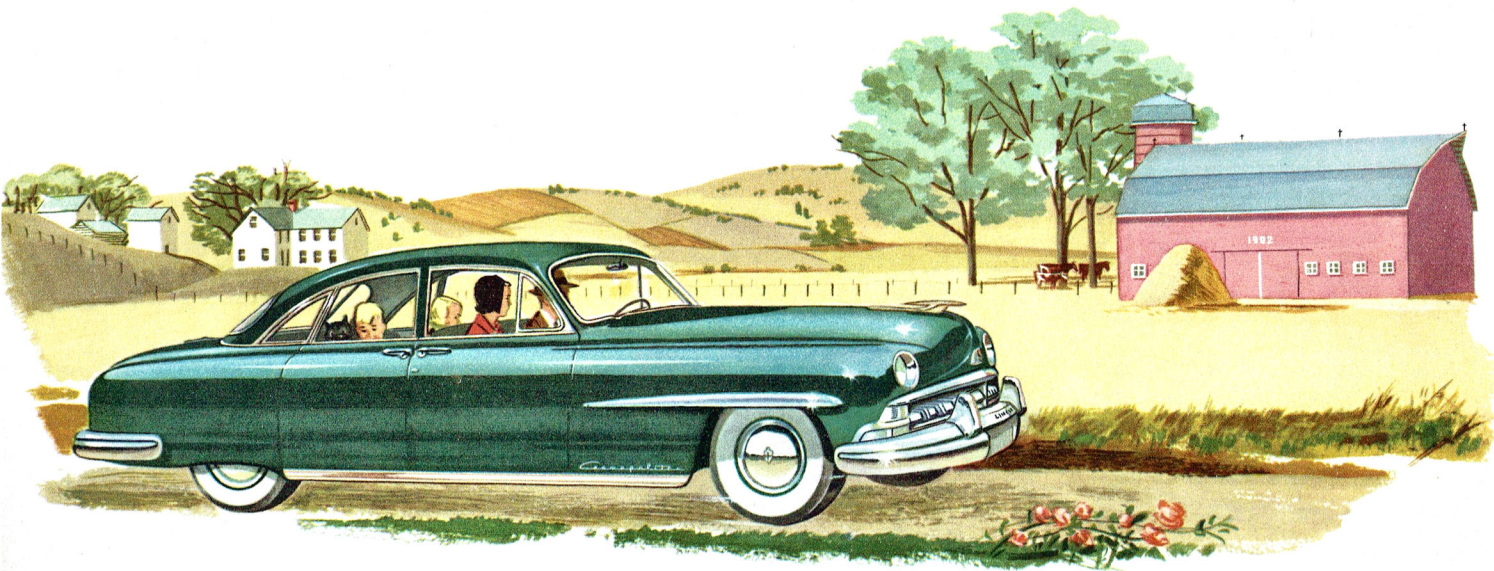
Goodbye to "traffic tension"



THE LINCOLN MILE

"The Lincoln Mile" is utterly relaxing on the most crowded thoroughfares. City blocks seem shorter . . . city traffic less tedious. The improved HYDRA-MATIC transmission is your ready answer to traffic congestion. There are no gears to shift, no clutch to push. The new 1950 Lincolns give you smooth, fast starts—and a city-traffic nimbleness that's wonderful to experience.

Bound for new horizons

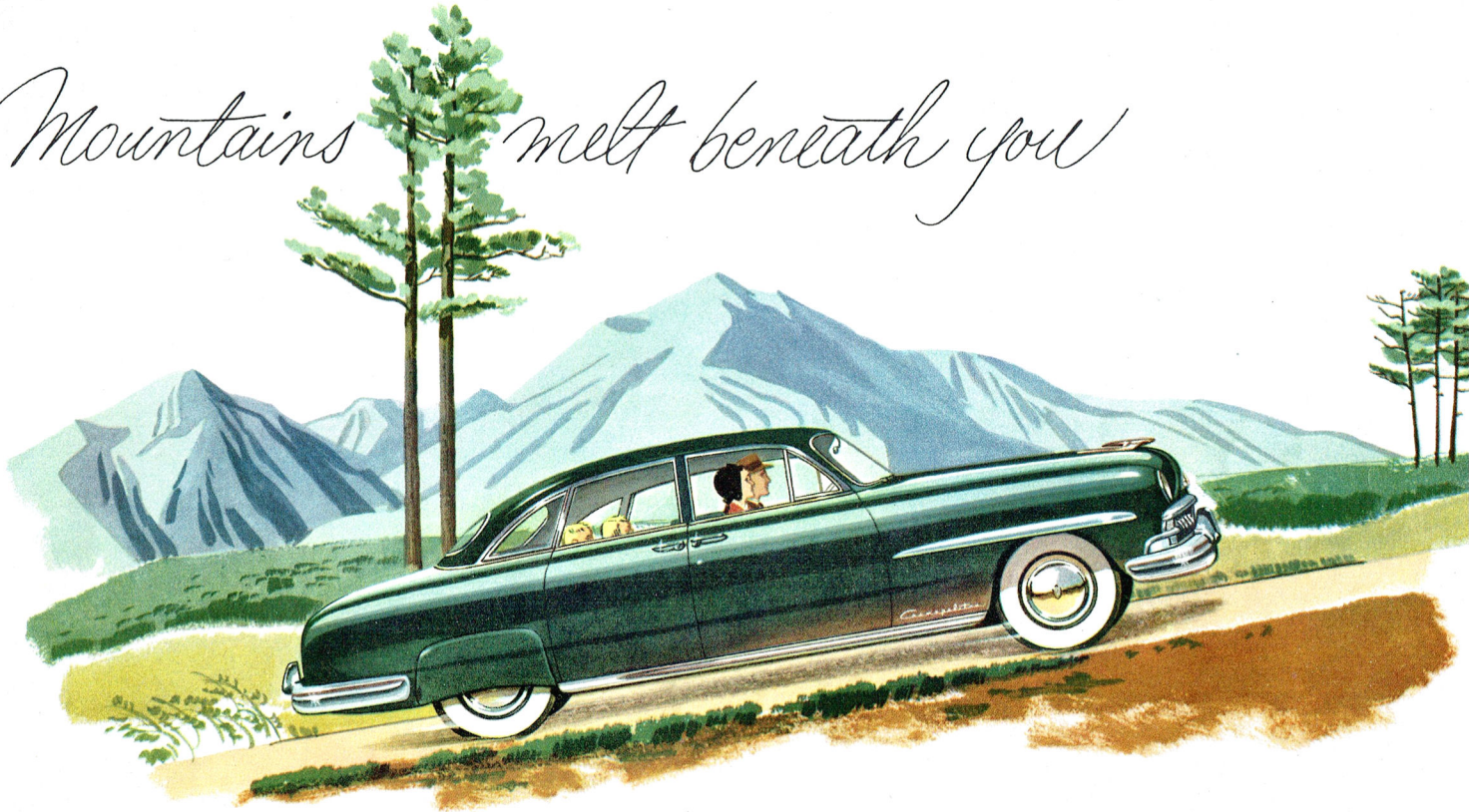


THE LINCOLN MILE

Sit back, relax. As the road flows silently beneath the car, you'll appreciate Lincoln's noiseless, soundproofed interior . . . and you'll appreciate Lincoln's "Comfort-Flo" heating* and ventilating system that gives you a complete change of fresh air in a matter of seconds. You will soon realize that you're driving the finest car on the road today.

**Optional at extra cost.*

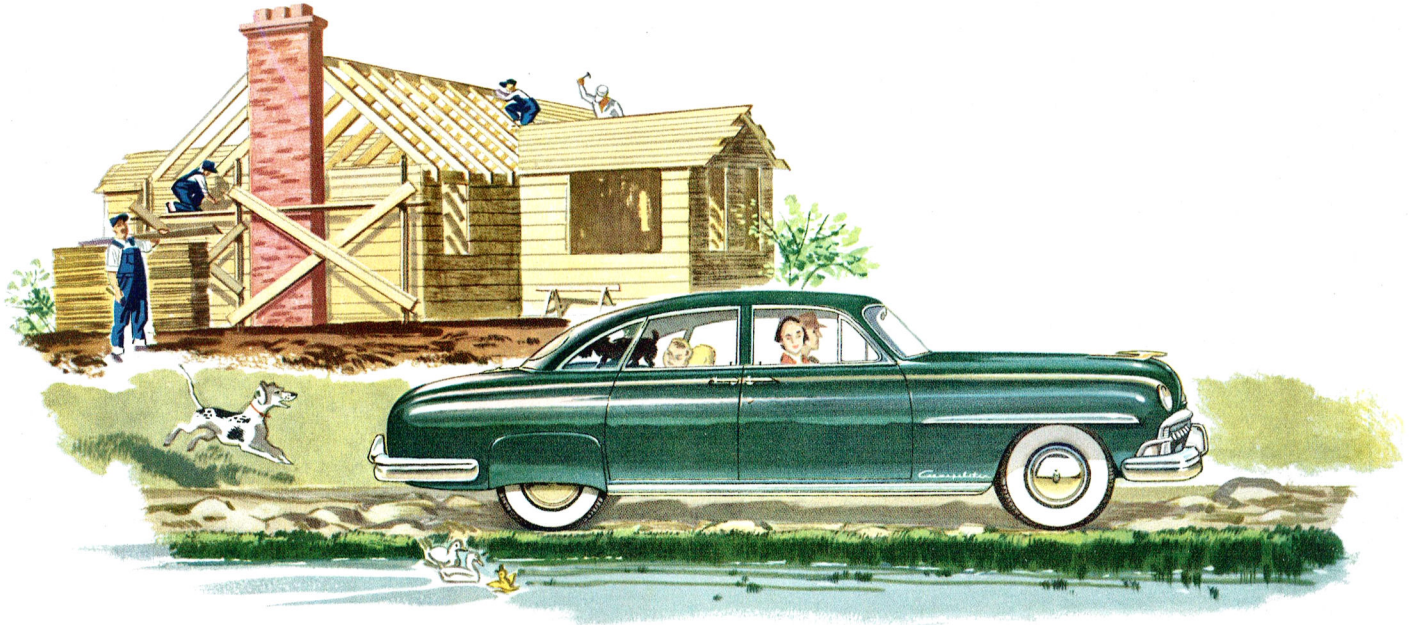
Mountains melt beneath you



THE LINCOLN MILE

The toughest grade seems to flatten out before your eyes. Lincoln's great 8-cylinder, V-type, inVincible 152-horsepower, high-compression engine is instantly responsive to the touch of your toe. On steep curves, you'll get acquainted with Lincoln's wonderful road-hugging stability and "velvet touch" steering. The "down front" visibility and big picture-windows on every side add to your scenic enjoyment and personal safety.

Comfort to pave the roughest road



THE LINCOLN MILE

On "The Lincoln Mile" poor roads take on a highway smoothness. For Lincoln's "comfort-zone" mid-section seating, between the wheels, offers "easy-chair" restfulness on whatever road you choose. Super-balloon tires and foam-rubber cushioned seats iron out the most uneven surfaces. And the independent front-wheel suspension adds extra comfort to the "spring cradled" ride.

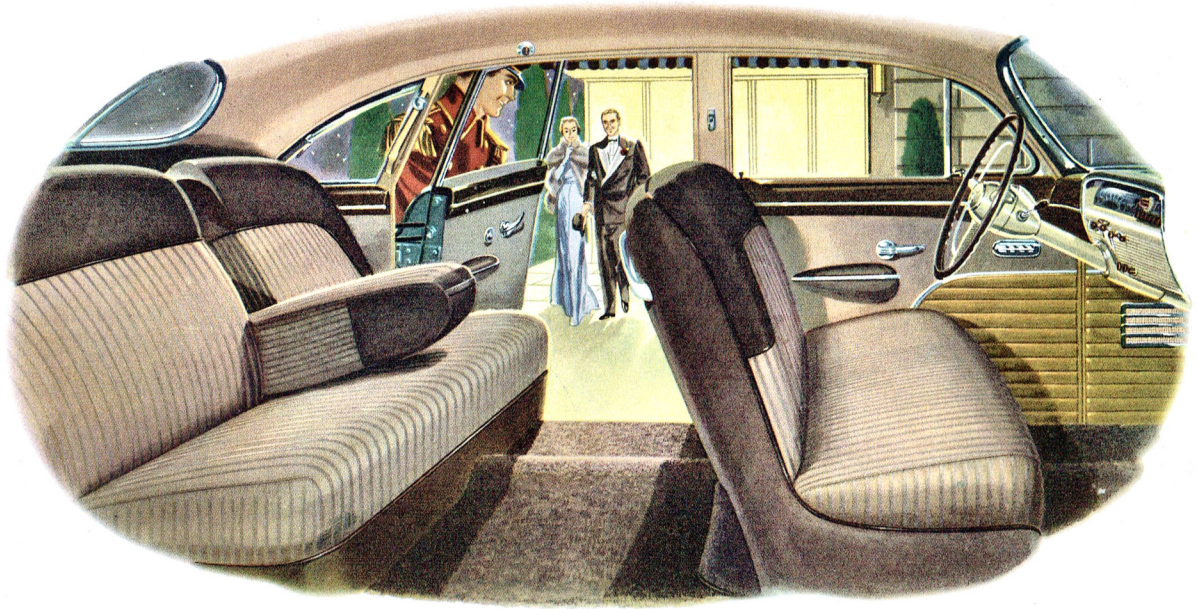
You arrive relaxed



THE LINCOLN MILE

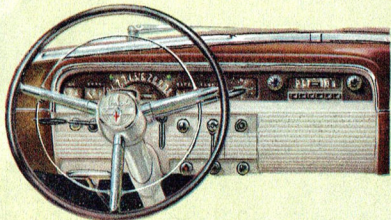
Whenever you drive "The Lincoln Mile" the journey is over all too soon. But this is merely a sample of the motoring enjoyment that lies ahead when you become a Lincoln owner. Once you've discovered "The Lincoln Mile," you'll agree that only the new 1950 Lincolns offer you such supreme driving satisfaction. Yes—you'll be proud of your new Lincoln . . . for, truly, "Nothing could be finer."

A world of luxury awaits you



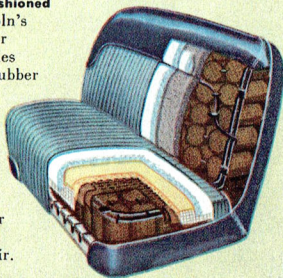
THE LINCOLN MILE

The brand new harmonizing combinations of sparkling body colors and "salon-styled" interiors must be seen to be fully appreciated. The new "Centralized" instrument panel, superior appointments, and exquisitely tailored upholsteries represent the ultimate in fine-car styling. Your first "Lincoln Mile" will acquaint you with the "customized" luxury and comfort you'll realize you've always wanted.



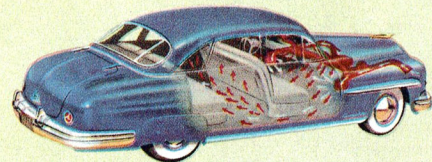
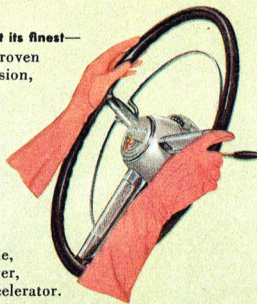
New "Centralized" instrument panel—For your extra protection and safety, all of the Lincoln instruments are scientifically grouped in front of the driver. This permits "quick glance" instrument reading, day or night. And all control knobs are "fingertip" located for handy operation.

Deep, foam-rubber cushioned seats—Beneath Lincoln's lustrous new nylon or broadcloth upholsteries are sofa-wide, foam-rubber seats to cushion the roughest road. These soft, deep, chair-high seats permit "move-around" comfort on the longest trips. You'll find your Lincoln as restful as your favorite armchair.



Automatic shifting at its finest—

HYDRA-MATIC, the proven automatic transmission, is available on all the new 1950 Lincolns. This really dependable transmission "thinks" while you drive, makes driving as simple as 1-2-3. Just start the engine, set the "Drive" lever, and step on the accelerator.



New "Comfort-Flo" heating* and ventilating system—New design allows more fresh air to enter car . . . provides for better air distribution. This assures greater passenger comfort, regardless of weather conditions. New location of heating unit—in the engine compartment—provides more front seat leg room, too.

**Optional at extra cost.*

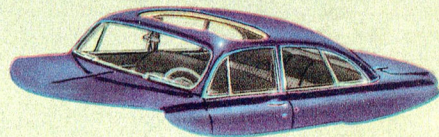
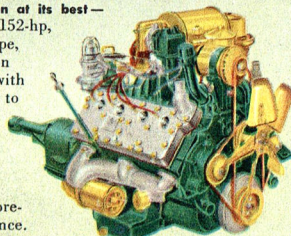
FEATURES YOU ENJOY ON

The Lincoln Mile

Solid roadability—The new 1950 Lincoln chassis is highly "shock resistant." It has strength without needless weight and "safety-margin" rigidity to withstand severe road shock. The durability, safety, and greater riding comfort you enjoy are a result of Lincoln's careful attention to chassis and frame design.

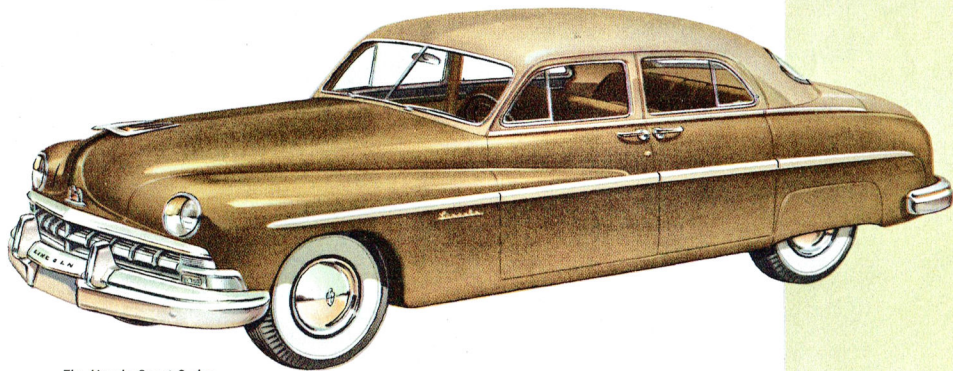
High compression at its best—

Lincoln's great 152-hp, 8-cylinder, V-type, high-compression engine is built with plenty of power to spare. It's an engine that assures you of unbelievable smoothness, quietness, and precision performance. Here's a power plant you can depend on for economy, long life, and trouble-free travel.

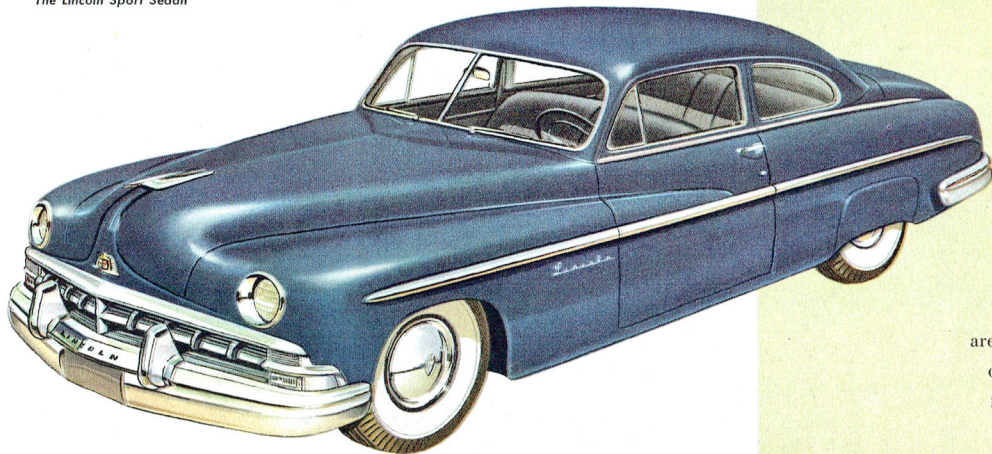


New "studio" soundproofing—Fiberglas, a magic name in insulation, has been used to cut out annoying wind and road noise. You ride in quiet comfort. Conversation is easy. Other types of special insulation provide exceptional protection against cold, heat, moisture, and exhaust fumes.

THE 1950
LINCOLNS



The Lincoln Sport Sedan



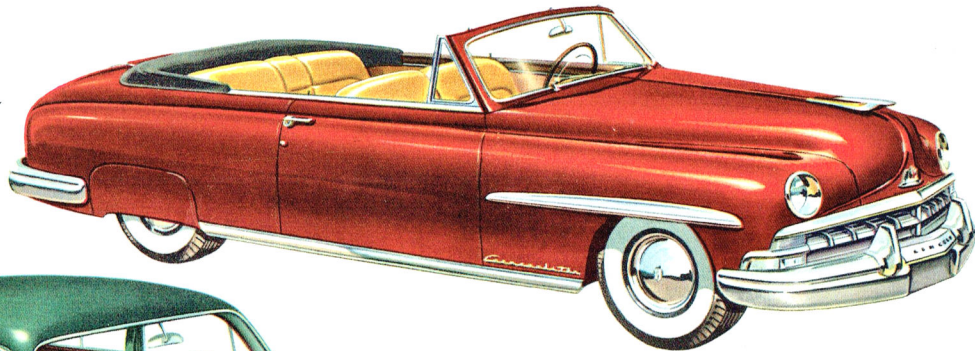
The Lincoln Six-Passenger Coupe

Every Lincoln
makes
the miles
seem
shorter

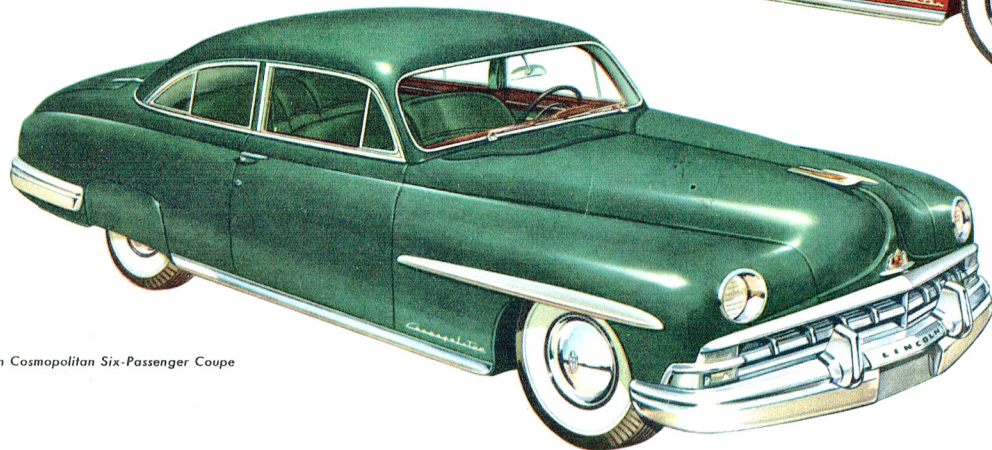
Whichever model you select,
every Lincoln is ready to bring
you "Lincoln Mile" luxury.

For ALL these stunning 1950
Lincolns and Lincoln Cosmopolitans
are masterpieces of design and
craftsmanship—"Nothing could be
finer." Try one out. Put it through its
paces. We think you'll agree.

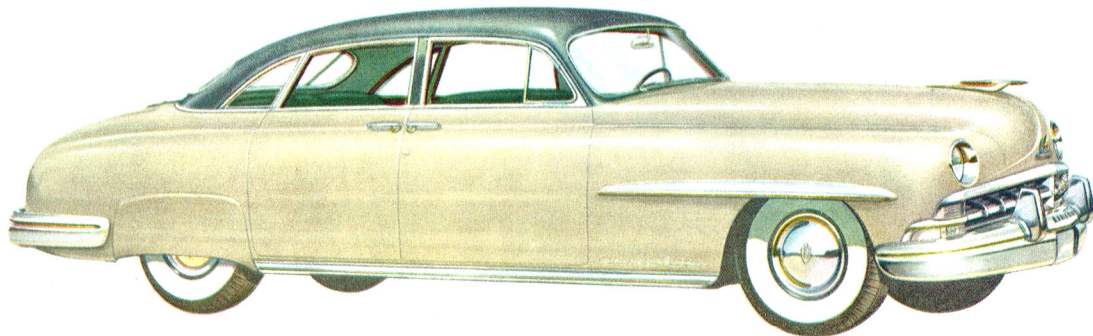
THE 1950
LINCOLN
COSMOPOLITANS



The Lincoln Cosmopolitan Six-Passenger Convertible



The Lincoln Cosmopolitan Six-Passenger Coupe



The Lincoln Cosmopolitan Sport Sedan

*nothing
could be
finer!*

DISCOVER *the Lincoln Mile*

—NOTHING COULD BE FINER



Demonstrations arranged at your convenience—at your home or at our showroom.

ALL LINCOLN CARS EQUIPPED WITH HYDRA-MATIC TRANSMISSIONS AT EXTRA COST. WHITE SIDE-WALL TIRES AND REAR FENDER SHIELDS ON THE LINCOLN ALSO AT EXTRA COST. THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS BOOKLET WAS APPROVED FOR PRINTING. LINCOLN DIVISION OF FORD MOTOR COMPANY, DETROIT, MICHIGAN, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOWEVER, TO DISCONTINUE OR CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN, OR PRICES WITHOUT NOTICE AND WITHOUT INCURRING ANY OBLIGATION.