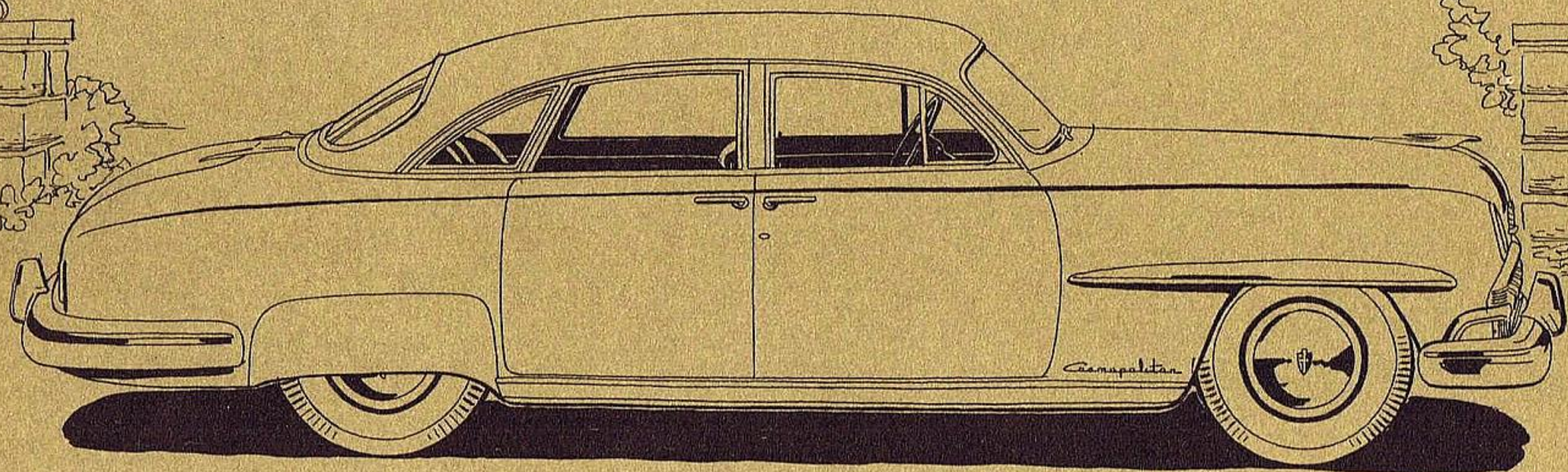


THE 1950 *Lincoln Cosmopolitan*



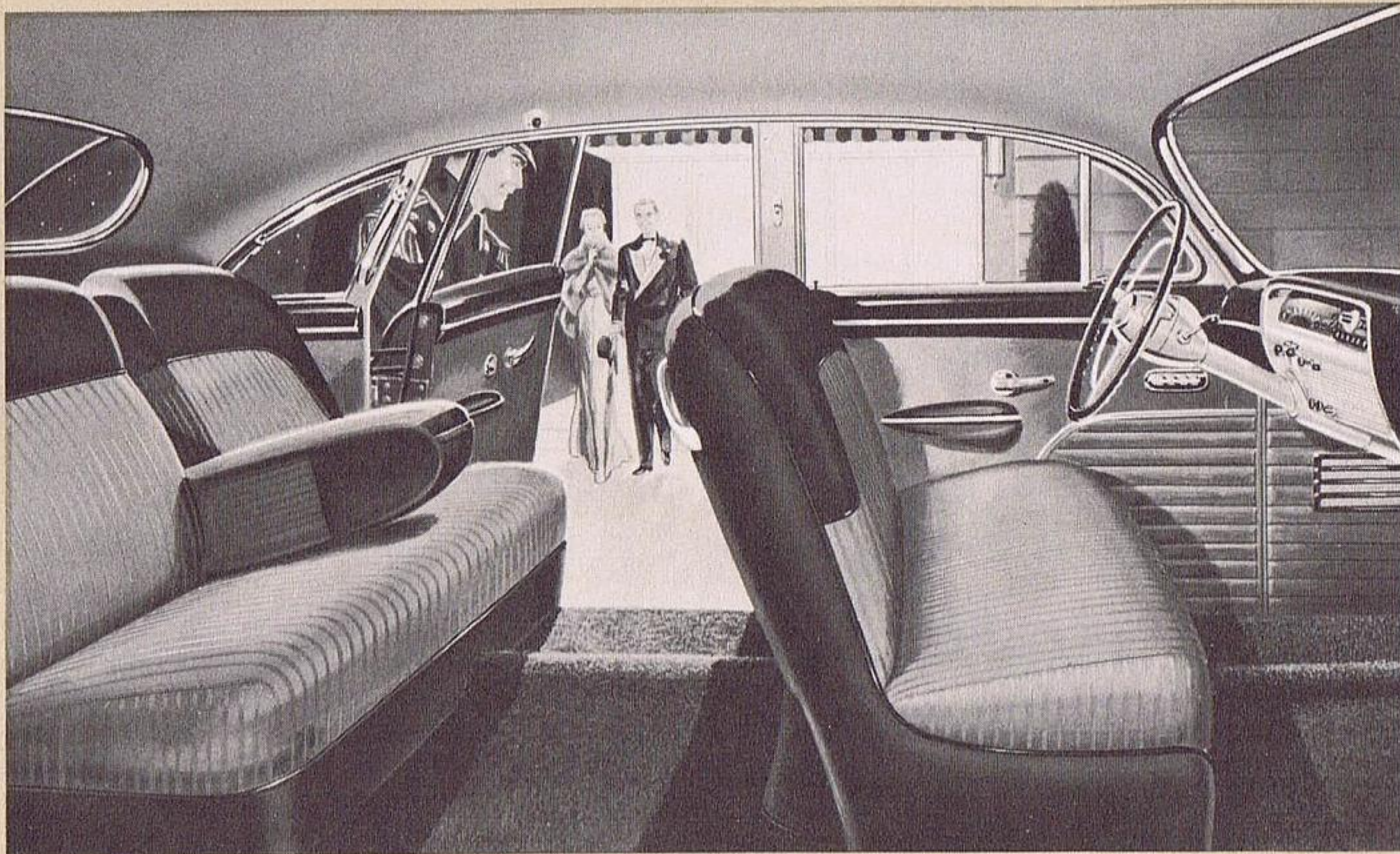
Nothing could be finer

Establishing a completely new conception of luxury

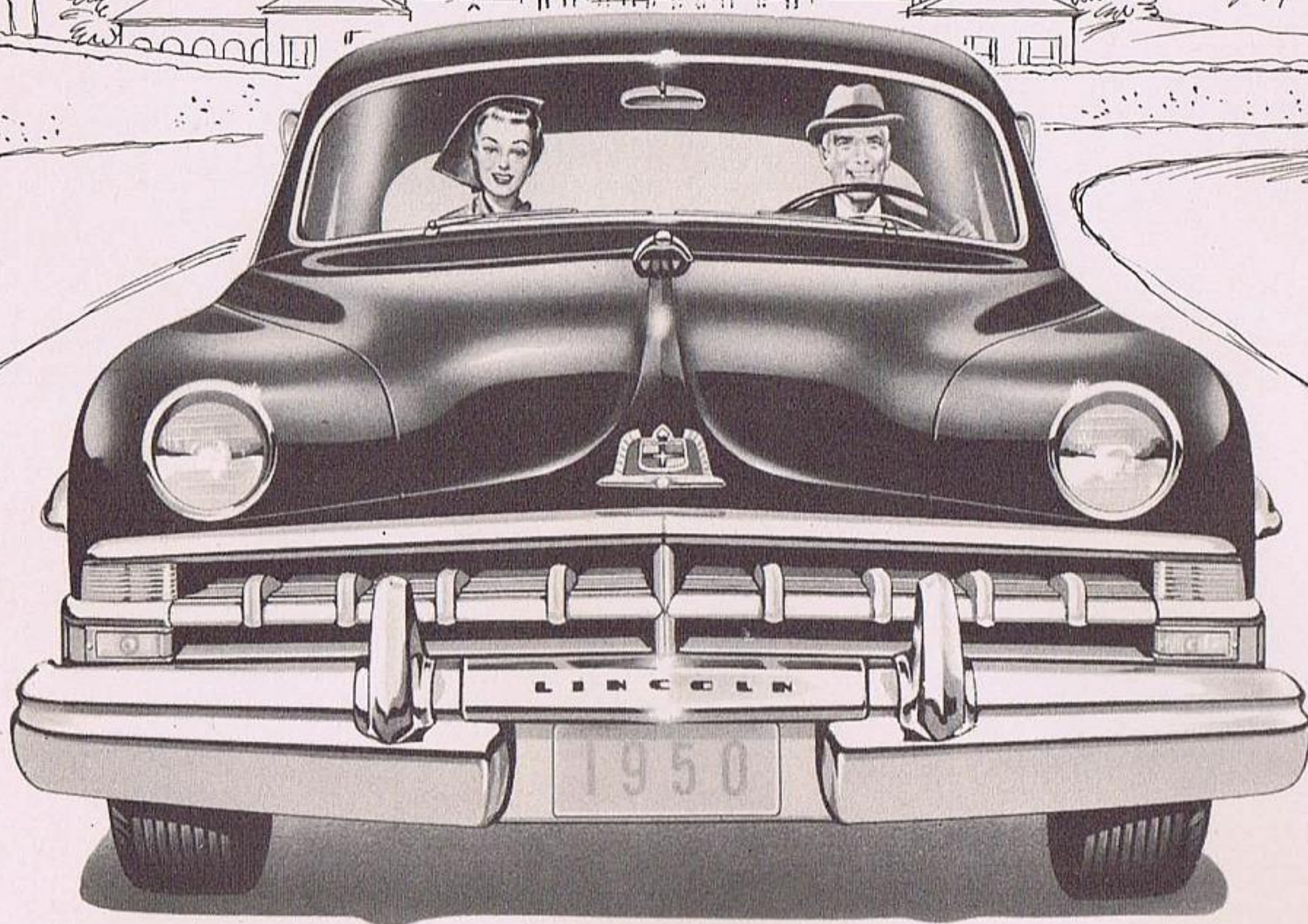
THE 1950 Lincoln Cosmopolitan "Salon-Styled" interiors represent the ultimate in fine-car styling. Only the finest fabrics are used . . . beautiful shadow striped broadcloths and lustrous nylon upholsteries. There's a wide choice of stunning

patterns from which to choose. You can "decorate" your Lincoln Cosmopolitan as you would your home. The materials you select are exquisitely tailored over the deep, soft, foam-rubber seats.

Nothing could be more comfortable!



Magnificent cars made even finer



WITH the new and *improved* 1950 Lincoln Cosmopolitan, we take pleasure in introducing a new conception of fine-car styling and engineering.

You enjoy features like these: New, restful Fiberglas soundproofing . . . a new "Comfort-

Flo" air circulating system . . . striking new body colors and interior upholsteries . . . and wide, relaxing, foam-rubber cushions.

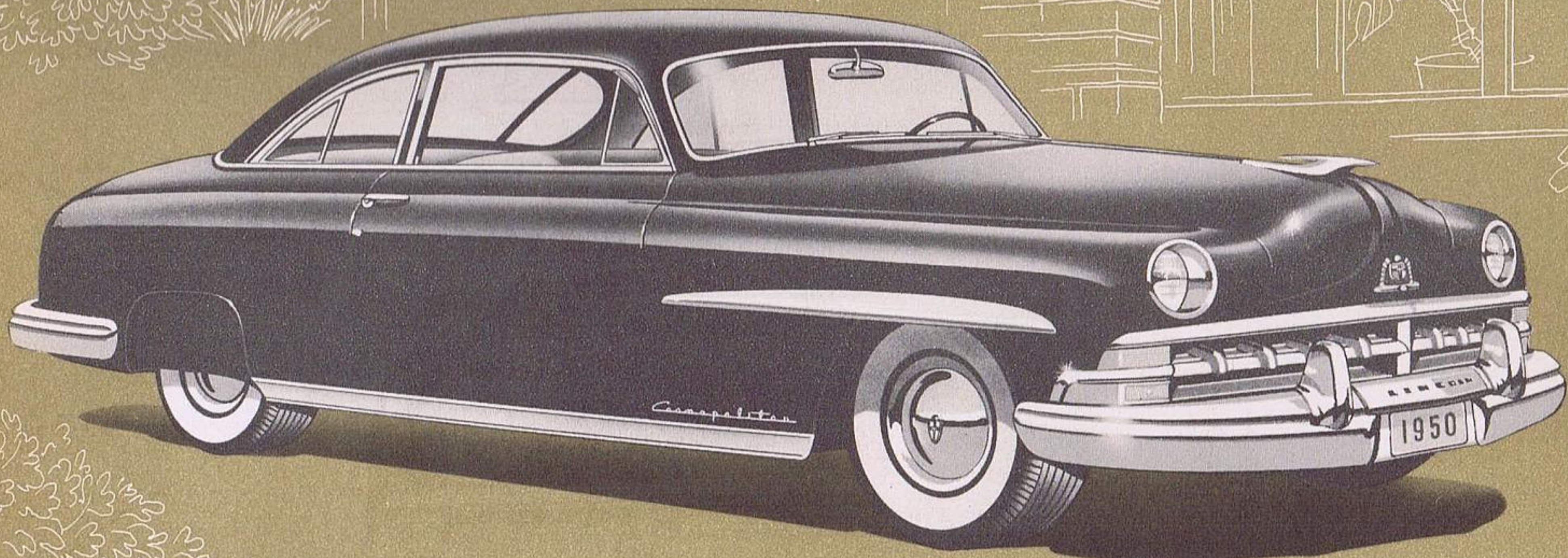
See these cars soon. We believe you'll agree, "Nothing Could Be Finer."



The *Lincoln Cosmopolitan* Six-Passenger Convertible

YOU'RE always in step with the seasons in this magnificent convertible. The snug-fitting automatic top, windows, and front seat are "push-button" controlled. There's practically an unlimited num-

ber of body colors, all-leather and leather and nylon upholsteries, and top color selections to choose from . . . which you can combine in a manner which best reflects your individual taste.



The *Lincoln Cosmopolitan* Six-Passenger Coupe

HERE is a luxurious six-passenger coupe with the head, leg, and elbow room of a spacious sedan. The doors are big, wide, easy swinging. There is up-front, door-control safety for families with small

children . . . *and* convenient compactness for the on-the-road executive. Use it for business, use it for pleasure . . . this versatile model provides generous room and luggage space for either purpose.

Highlights of the new 1950 Lincoln Cosmopolitan

DISTINCTIVE STYLING—The 1950 Lincoln Cosmopolitans are, indeed, aristocrats of all fine cars. Every line, every feature is an invitation to luxury—from the strikingly handsome new front grille to the exquisitely tailored interiors. The new body colors are jewel-like in their brilliance and depth.

NEW "QUIET-TONE" NOISE CONTROL—A quiet "sound-stage atmosphere" has been created for you inside the new Lincoln Cosmopolitans. The new Fiberglas soundproofing beneath the roof shuts out annoying wind and road noises . . . makes conversation easy. Still more Fiberglas insulation behind the dash adds to the "hush-like" restfulness of the interior.

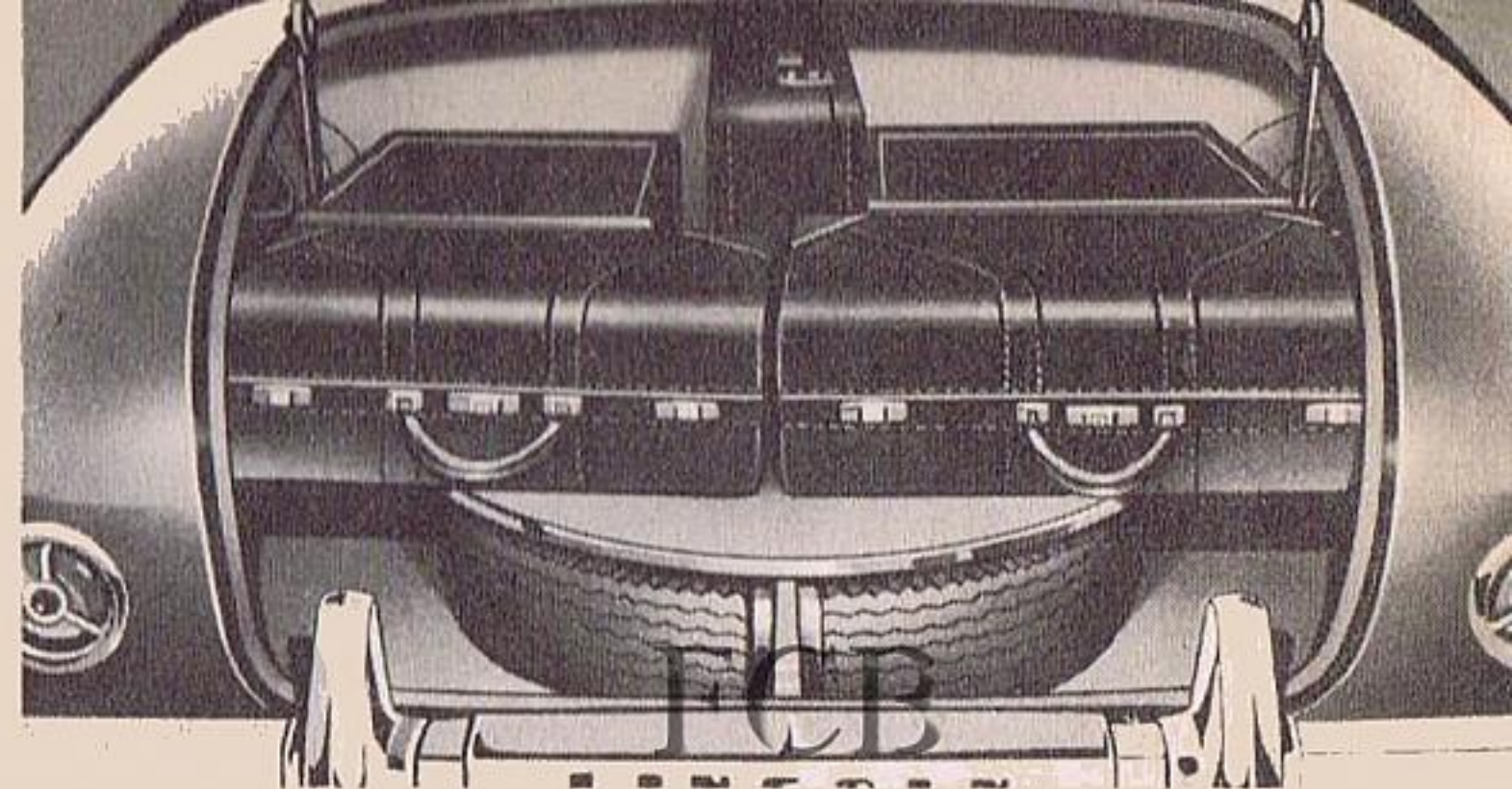
PRECISION PERFORMANCE—The great new 1950 Lincoln Cosmopolitan 8-cylinder, V-type, 152 hp, high-compression engine offers full flow cooling, finer carburetion, better automatic spark control, precision valve operation, positive crankcase ventilation, and freedom from vibration. It's a power plant you can always depend on for magnificent strength and brilliant performance, because it is the premium product of the company who has made more V-type engines than all other manufacturers combined.

UNLIMITED SAFETY—Even the new instrument panel contributes to your safety. The instruments—scientifically grouped in front of the driver—permit easy, "quick-glance" reading. The Lincoln Cosmopolitan's powerful, "Duo-servo" brakes give swift, straight-line stops . . . big picture-windows in front, side, and rear assure uninterrupted visibility.

LUXURIOUS COMFORT—The spacious, new interiors of the 1950 Lincoln Cosmopolitans permit "move-around" comfort for really restful motoring. And the lustrous new nylon or broadcloth upholsteries . . . the sofa-wide, foam-rubber seats . . . the superior appointments . . . all help to create that luxurious "custom touch."

EXTRA CONVENIENCES—Your every driving need has been anticipated in these new cars. For example—there are handy directional signal lights which "telegraph" your turning intentions . . . a convenient light for reading maps . . . and nighttime entrance lights that flick on automatically every time you open a door.

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.

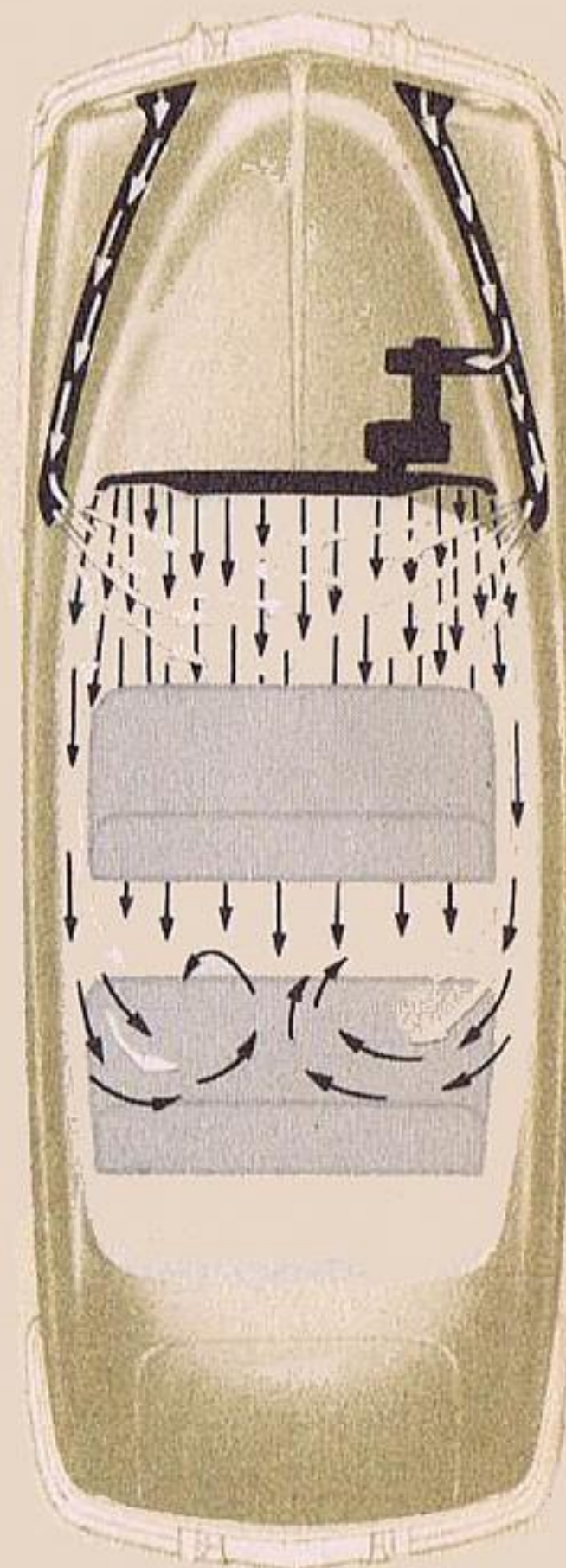


VACATION-SIZE Luggage Compartment makes packing a pleasure. There's plenty of room here for a whole family's traveling bags. The easily accessible spare tire is out of the way under the hinged floor panel.

A FINER HEATING AND VENTILATING SYSTEM.

With the new Lincoln Cosmopolitan heating (optional*) and ventilating system you get a complete change of air in a matter of seconds. This system "cross-ventilates" your car, effectively whisks away stale air and smoke. Yet this highly efficient mechanism 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.

**Optional equipment and white side-wall tires available at extra cost.*



AUTOMATIC SHIFTING at its finest with HYDRA-MATIC (optional*). For your driving pleasure, the 1950 Lincoln Cosmopolitans are available with HYDRA-MATIC transmission. No gears to shift, no clutch to press. Just start the engine, set the "Drive" lever, and step on the accelerator.

