

THE POPULAR MECHANICS MOTOR SURVEY
AS CONDUCTED BY FLOYD CLYMER

The OWNERS

- 1- I am the owner of a 1952 Lincoln:
2- I have owned it approximately _____
Speedometer now 9,471
3- Having tried both kinds, I find that
regular gasoline ☐ premium (high test) gasoline ☒
4- My average gasoline mileage is 14 m.p.g. for city driving, and
16 m.p.g. for country driving.
5- I CHANGE OIL ☐ every _____ miles (never add oil between changes).
I change oil every 5,000 miles, but also ADD ☒ one quart every 2,000 miles.
6- Roadability and handling qualities are: Excellent ☒ Good ☐ Unsatisfactory ☐
7- Maneuverability in traffic seems to be: Excellent ☐ Good ☒ Unsatisfactory ☐
8- Acceleration is: Exceptional ☐ Very Good ☒ Average ☐ Poor ☐
9- Curb and road clearance is: Satisfactory ☒ Too High ☐ Too Low ☐
10- Here are my main reasons for purchasing a Lincoln: Modernistic in appearance, good trade-in, wonderful riding and handling features.
11- Particular features I like are: ☒ New ball-joint type front wheel suspension
☒ New body styling in general ☒ "Overhead mounted" brake & clutch pedals
☐ Combination front bumper & grille ☐ Center location of gas-filler pipe at rear
☒ Compact, unit-type instrument panel ☐ Shorter, 123-inch wheelbase
12- Specifically, what do you dislike about your Lincoln? The Chrome is terrible. Windows rattle too much, car that expensive should have backup lights standard.
13- Have you ever owned a Lincoln before? Yes ☐ No ☒ How many? _____
14- Would you buy another Lincoln? Yes ☒ Possibly ☐ No ☐
15- How do you rate your dealer service? Excellent ☐ Good ☐ Average ☒ Poor ☐
16- How do you rate your Lincoln, generally? Excellent ☒ Good ☐ Average ☐ Poor ☐

GENERAL INFORMATION

- 17- What type of engine would you prefer in your next new car? In-line ☐ V-type ☒
Number of cylinders: 6 ☐ 8 ☒ Valves: Side ☐ Overhead ☒
18- Are you satisfied with the horsepower rating of your Lincoln (160 h.p.)? Yes ☐ No ☒
Approximately what H.P. rating would you like in your next new car? 190
19- What specific improvements would you like to see in your next car? Better and more Chrome, more acceleration after it slows to 15 or 20 M.P.H.
20- Based on your present experience, which transmission would you prefer? Conventional ☐
Conventional with Overdrive ☐ Hydra-Matic Drive ☒ Other type automatic trans ☐

This questionnaire will be tabulated fairly, and your name will be held in strict confidence; we request that you attend to each question listed. Thank you.

Please mail promptly to:

FLOYD CLYMER,
1268 SO. ALVARADO ST.,
LOS ANGELES 6 CALIF.

My name: _____
Address: _____
City & State: Charlotte, N.C.
Occupation: Salesman

Write your personal comments here:

Car rides, and handles exceptionally well especially at high speeds. Hugs the road and sticks to curves better than any.

Clymer tests the Lincoln on the washboard roads that trail off from the Western highways. His personal test yielded the same results as a poll of the owners: The Lincoln is a rugged, easy-to-handle car

POPULAR MECHANICS

The true test of an automobile begins when the owner takes the wheel. This is another report from owners of 1952 cars who answered questionnaires sent by Popular Mechanics to 1000 Lincoln owners from coast to coast

REPORT on the '52 LINCOLN

By Floyd Clymer

MOST LINCOLN OWNERS consider themselves among the elite in American motordom. They expect, according to our survey, a high degree of perfection in their cars. Some minor defects which owners of other makes haven't bothered to mention in previous surveys were brought up gravely by Lincoln owners, who seemed to think their cars should be above reproach. They expressed a demand for high-quality materials and workmanship.

Seventy-seven percent of those reporting use premium gasoline, and many of these never have bothered to try less expensive fuel. Although a number reported low gasoline mileage, the over-all average (16.2 miles per gallon for country driving and 13.3 miles per gallon for city driving) showed that the new Lincoln engine is somewhat more economical to operate than its predecessors. The average Lincoln owner seems more interested in performance.

Several owners registered complaints of excessive oil consumption and oil leakage. The new overhead-valve V-8 engine has found general favor but may still have a few "bugs." Although some owners complained of noisiness of the overhead-valve mechanism, 88 percent want this type in future cars. The present horsepower output of the engine appears satisfactory; 80 per-

cent indicated no desire for a horsepower increase in future models.

It is obvious that the owners now take automatic transmissions for granted; 94 percent want such a unit on their next car, while all have it on their present '52 Lincolns. Hydra-Matic drive was favored, although many suggested that Lincoln use Fordomatic or Merc-O-Matic next time. The conventional three-speed transmission seems to have lost all appeal—not a single owner wanted it on his next car and only six percent wanted it with overdrive.

ACCELERATION TESTS

1952 LINCOLN CAPRI
WITH DUAL-RANGE HYDRA-MATIC

1/4 mile from zero	Drive range only	22.2 sec.
	Low and Drive	21.3 sec.
1/2 mile from zero	Drive range only	33.6 sec.
	Low and Drive	32.4 sec.
0 to 30 m.p.h.	Low range only	4.9 sec.
0 to 60 m.p.h.	Drive range only	15.9 sec.
	Low and Drive	14.8 sec.

(In tests using both Low and Drive, shift from Low to Drive was made at 30 m.p.h.)
Top speed (by speedometer) showed over 110 m.p.h.
Actual top speed, about 7% less (speedometer variation)



OCTOBER 1952

105

Percentages From PM Poll

Owners of Capri models.....	53%
Owners of Cosmopolitan models.....	47%
Use premium gasoline.....	77%
Use regular gasoline.....	23%
Average gasoline mileage in country.....	16.2 m.p.g.
in city.....	13.3 m.p.g.

(All Hydra-Matic-equipped cars)

Average mileage for oil change.....	1391
Owners who add oil (also change periodically).....	24%
Average mileage for adding one quart.....	863
Roadability excellent.....	88%
good.....	11%
unsatisfactory.....	1%
Maneuverability excellent.....	82%
good.....	17%
unsatisfactory.....	1%
Acceleration exceptional.....	46%
very good.....	37%
average.....	14%
poor.....	3%

BEST-LIKED FEATURES

New body styling.....	90%
Ball-joint front suspension.....	71%
"Overhead mounted" foot pedals.....	70%
Center location of gas-filler pipe.....	65%
Unit-type instrument panel.....	60%
123-inch wheelbase.....	58%
Combination bumper and grille.....	45%

(These percentages are based on answers to direct questions asked in questionnaire.)

OWNERS' RATING OF CAR

Excellent.....	63%
Good.....	23%
Average.....	9%
Poor.....	5%

GENERAL INFORMATION

Owners preferring the following on next car:	
V-type engine.....	98%
In-line engine.....	2%
Eight cylinders.....	99%
Six cylinders.....	1%
Overhead valves.....	88%
Side valves.....	12%
No increase in horsepower output.....	80%
Average horsepower output desired.....	161*
*(Lincoln horsepower figure—160—was tabulated for those owners who expressed satisfaction with present ratings.)	
Automatic transmission.....	94%

Conventional transmission with overdrive.....	6%
Conventional transmission only.....	0%
Hydra-Matic drive exclusively.....	89%
Other type of automatic transmission.....	11%*
*(Percentage of the 94% preferring automatic transmission units.)	

Previous Lincoln owners.....	63%
Will buy another Lincoln.....	65%
Might buy another Lincoln.....	27%
Will not buy another Lincoln.....	8%

Dealer service rated:	
excellent.....	42%
good.....	30%
average.....	15%
poor.....	13%

Chief purchase reasons (in order of popularity):

1. Styling features—interior or exterior
2. Lincoln-prestige factor
3. Previous Lincoln ownership
4. Driving ease—roadability and handling
5. Riding qualities
6. Mechanical features—engine, transmission
7. New V-type, overhead-valve engine
8. Performance impressions from demonstration

Improvements desired in next car (in order of preference):

1. Increased acceleration and power
2. Distinctive body styling (unlike other Ford products)
3. Better body fit, assembly
4. Quieter and smoother-running engine
5. Smooth-shifting automatic transmission
6. Higher quality hardware, interior fittings
7. Improved mechanical accessibility (battery and spark plugs more convenient)
8. Increased legroom
9. Easier steering at low speeds—power-assisted or otherwise
10. Higher quality chrome and paint finish.

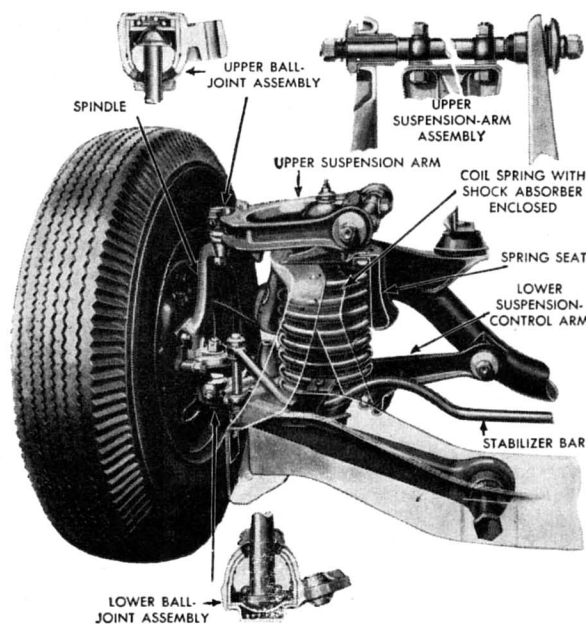
Most frequent objections:

1. Body-styling features—similarity to other Ford-built cars, short wheelbase
2. Rough engine performance at lower speeds and idling
3. Lack of acceleration and power—particularly at cruising speeds
4. Noisy engine—particularly in the overhead-valve mechanism
5. Jerky shifting or noisy automatic transmission
6. Thin chromium trim and paint finish
7. Body fitting, poor assembly, etc.
8. Excessive oil consumption
9. Inadequate legroom in rear and front
10. Thin metal in window cranks and door handles

A great majority of owners approved Lincoln's new body styling, the unit-type instrument panel, the new ball-joint type front suspension, the pendulum (overhead-mounted) brake and clutch pedals and the shorter, 123-inch wheelbase. Of seven new Lincoln features we listed on the questionnaire, the combination bumper and grille was the least liked and was noted as a complaint in several cases. The centrally located gas-tank filler is liked by 65 percent of the owners, and more would like it if the license plate did not have to be held down while the tank is being filled.

More than 60 percent of the owners polled had owned Lincolns previously and 65 percent indicated

New ball-joint front suspension system gives easy ride, stability at high speeds



POPULAR MECHANICS



Big air cleaner surrounds carburetor instead of being mounted on top. Padding under hood deadens sounds

they intend to buy another one. Dissatisfaction with various features was expressed by eight percent, who said they definitely would not buy another Lincoln. Seventy-two percent said dealer service was excellent or good, while 28 percent said it was average or poor. As our surveys of other makes have shown, an improvement in dealer service seems to be needed.

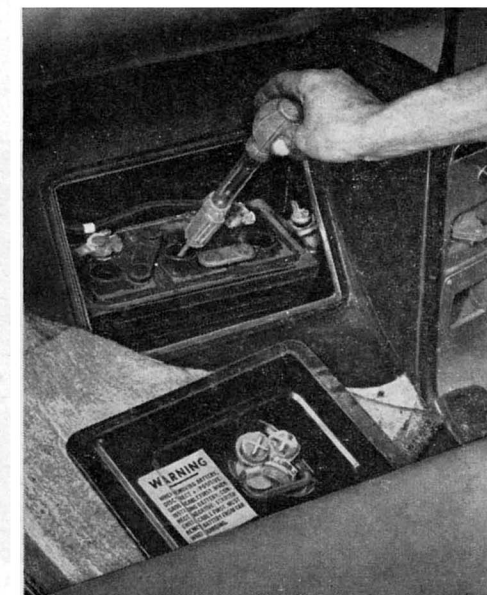
Some typical comments on the 1952 Lincoln Cosmopolitan and Capri models:

"Modernistic in appearance, good trade in, car rides and handles exceptionally well at high speeds. Three cheap features mar the finest car on the road: Thin, flimsy chrome on the front grille, cheap material in back of back seat, and cheap siding for doors."—Charlotte, N. C., salesman.

"Outside of being a little underpowered for its weight, my Lincoln Capri is a great car. Fastest I've ever owned—110 miles per hour is easy by speedometer. Roadability beats them all. My next car will again be a Lincoln and my dealer is also tops."—Chicago attorney.

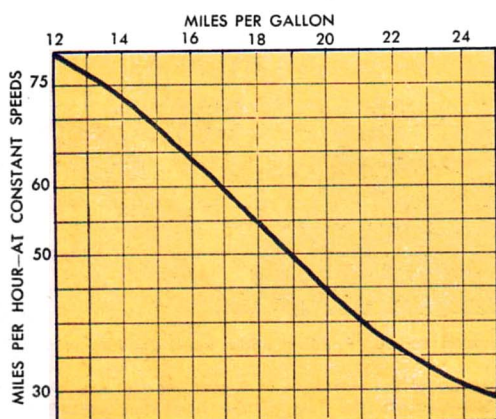
"Interior trim and appointments equal to the finest custom coachwork of today.

Battery of the Lincoln is in a controversial new position—beneath the feet of the front-seat passenger





Special fastener holds visor in position. Graph below shows results of the economy test of the Lincoln



Lincoln engine is a V-8 with overhead valves and a 7.5 to 1 compression ratio. Clymer says it's flexible and fast but the horsepower could be a little higher

Mechanically, a finely engineered product. Three inches more wheelbase would allow added legroom."—Detroit plant manager.

"This is my fifth Lincoln and I have been satisfied with them all. I believe they should increase the horsepower rating. A car of this price and beauty should have more horsepower to drive it."—Morgantown, W. Va., electrician.

"I am extremely satisfied with my '52 Capri. I bought it because of good service and the faith that after '47 to '51 they were bound to come up with a good car for once. . . . This car can take corners better than any I ever have driven."—Caterville, Mass., physician.

"Roadability and maneuverability of this car is amazing. . . . It already has saved my life when I had to brake and steer to the shoulder to avoid a sight-seer in the New Mexico mountains. No other production car could have recovered its stability after this!"—Lubbock, Tex., farmer.

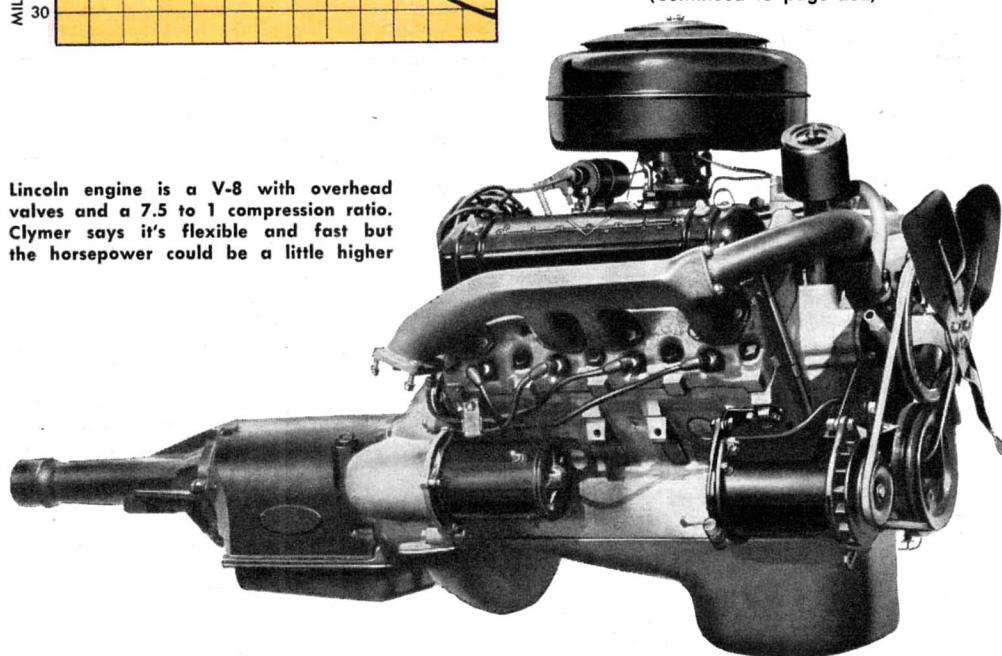
"My Lincoln is used only for business, on trips averaging 300 miles a day. It has never tired me. It has good high-speed characteristics but is sluggish at speeds below 50 miles per hour."—North Hollywood, Calif., highway contractor.

"Engine quiet at all speeds, the least road noise of any car I ever have driven."—San Rafael, Calif., executive.

"Finest car I've ever driven. If only I could get four miles more per gallon, I'd be satisfied for life."—Eau Claire, Wis., cafe owner.

"I am very impressed with the ease of

(Continued to page 252)



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The Owners Report on the '52 Lincoln

(Continued from page 108)

handling in the Lincoln compared to other big cars."—Wortendyke, N. J., realtor.

"The Lincoln has what the others say they have."—Milwaukee, Wis., sheet-metal worker.

"No road 'wander' or wind noise in car at high speeds. Very fast, yet I get 20 to 22 miles per gallon in the country. Comfortable driving position. Needs about 20 horsepower more for mountain driving."—Denver, Colo., cattleman.

1952 LINCOLN SPECIFICATIONS

Cosmopolitan and Capri Models

ENGINE

Type	90° V, 8 cyl., OHV
Bore and stroke	3.8 in. x 3.5 in.
Piston displacement	317.5 cu. in.
Brake horsepower	160
Compression ratio	7.5:1
Transmission	Dual-Range Hydra-Matic drive (4-speed) standard equipment on all models

GENERAL

Steering ratio	20.4:1
Steering wheel, lock to lock ..	5¼ turns
Turning radius	22 ft. 8 in.
Brakes	Conventional with riveted linings
Tire size	8.00 x 15
Recommended tire pressure ..	26 lb. front; 22 lb. rear
Weight (4-dr. sedan, unladen) ..	4170 lb.
Wheelbase	123 in.
Tread, front	58.5 in.
Tread, rear	58.5 in.
Height over-all (unladen) ..	62.7 in.
Width over-all	77.5 in.
Length over-all	214.1 in.
Road clearance	8.2 in.

CAPACITIES

Oil	5 qt.
Water	24.5 qt. (with heater)
Gasoline	20 gal.

INTERIOR DIMENSIONS

Front-seat width	62.6 in.	Headroom, rear	34.7 in.
Rear-seat width	62.1 in.	Legroom, front	43.1 in.
Headroom, front	36.1 in.	Legroom, rear	41.6 in.

The questionnaires always ask what the owners dislike about their cars, and here is a cross-section of the answers:

Quite a few agreed with a San Francisco physician that the Lincoln needs more legroom in the back seat.

An East Haven, Conn., salesman expressed the sentiments of several owners: "When you buy a car in the \$4000 class, it is annoying to have people ask you how you like your new Mercury—or Ford. Lincoln should make a car to look like a Lincoln." Concurring in this complaint were others including an Indianapolis grocer, who remarked, "General Motors certainly did not make a Cadillac to look like a Chevrolet."

Some agreed with a Birmingham, Ala., manufacturer who didn't like the position of the battery beneath the floor board,

(Continued to page 254)

Pointers for Home Painters Floors:

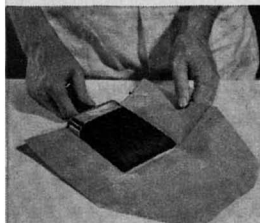
Remove wax and polish by washing floor with turpentine. Wipe dry. Unless this is done, finish coats may not dry or stick properly.



Paint in areas about four feet square. Start in far corner and work toward door. For best results use wide nylon-bristled brush—one designed for the job.



On open-grained floors, brush wood filler into pores. Rub across grain with burlap to remove excess. Let dry. Sand lightly with grain. Clean with cloth moistened with turpentine.



To store brushes for long periods, clean thoroughly and wrap securely in manner shown here. Brushes stay in better condition when they're kept in good shape.

JOB AFTER JOB, you'll get best results with a well-tipped nylon paint brush. Durable Du Pont nylon bristles paint smoother . . . are clean and sanitary . . . never get brittle . . . don't break off even under the roughest treatment. And nylon bristles last from 3 to 5 times longer than ordinary bristles. Leading manufacturers make nylon paint brushes in all types and sizes. Look for the name **NYLON** on the handle. Be sure to pick the size brush designed for the job . . . and demand Du Pont nylon bristles.

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There's lots of luggage space in the rear compartment, which has a counterbalanced, self-locking lid

while others went along with a Beloit, Wis., banker who complained that the ash tray is too far from the driver.

Other miscellaneous grievances:

"Noisy valve lifters and smoke coming out of the exhaust for a couple of minutes after starting. They can't fix it."—West Newton, Mass., textile sales manager.

"Two oil leaks within 5800 miles."—Teaneck, N. J., publisher.

"Find parts hard to locate. . . . Dealers state they are slow in coming from factory. Very inconvenient at present. Maybe better later."—Birmingham, Ala., salesman.

"Plugs foul up at low speeds."—Bloomfield, N. J., sales manager.

"Workmanship is not comparable with that of former models. A lot of little things could be remedied. It's too good a car to be built carelessly."—Jacksonville, Fla., restaurant owner.

Several owners, such as a Perth Amboy, N. J., salesman, indicated they were satisfied with the car but suggested Lincoln change its body lines for more distinction.

A frequent observation was that Lincoln provides an unusually easy ride at high speed. "I travel an awful lot," wrote a Corpus Christi, Tex., sailor, "and this is the only car I have found that doesn't beat me and my wife at high speeds."

"The feeling that we have something solid and dependable under us at all times makes motoring a pleasure," said a Columbia City, Ind., machine-repair man.

"The 1952 Lincoln is a big improvement in the line."—Catonsville, Md., attorney.

"We have six Lincolns in my office and they all have proved satisfactory."—Indianapolis insurance agent.

A few gratuitous suggestions were received from some owners:

(Continued to page 264)

"Would like to see leather upholstery available in sedans as standard equipment."
—Glen Ellyn, Ill., printer.

"Women with high-heeled shoes need a comfortable footrest."—Winchester, Mass., manufacturer.

"Power brakes and power steering, plus a little more horsepower, would do wonders on this car."—Los Angeles, Calif., sales manager.

"New cars should be serviced and checked free of charge through 5000 miles, thus catching everything which may not be right."—Porterville, Calif., grower.

Lincoln apparently gives a strong feeling of security. "I have had occasion to drive several other cars of top quality," wrote a Park Ridge, Ill., lawyer, "and I can truthfully say the Lincoln is a magnificent road car. It holds the road under the most adverse conditions and conveys a feeling of complete safety to driver and occupants."

As could be expected, the average gas mileage reported by Lincoln owners was somewhat lower than that recorded for smaller, lighter cars. The survey showed that Lincoln owners average 13.3 miles per gallon in city driving, 16.2 miles per gallon in the country. In this connection, a St. Louis, Mo., manufacturer's agent could well be the envy of many drivers today. He wrote: "I don't worry too much about gas-

oline mileage and haven't kept any real check on what I am getting. I feel that the difference between 15 miles to the gallon and 19 miles amounts to only a few dollars by the end of the year, so I don't worry about it!" (This is exactly the feeling of many owners of high-priced cars, according to our surveys.)

No conclusion can be reached in this survey on the matter of chrome trim. As many owners said they wanted more chrome and some said they wanted less, the argument remains unresolved. (Many owners of nearly every make think the chrome is not good enough.)

A few owners complained that many garage mechanics seem at a loss in going about repairs. A Charlotte, N. C., owner wrote: "My Capri spends at least one full day a week in the shop, and the mechanics don't even like to work on the motor because of its poor response to their efforts." This was echoed by a Toledo, Ohio, engineering executive who said: "On a trip, I drove into a Lincoln-Mercury service shop in a town of more than 100,000. I waited 2½ hours, but they didn't know what to do with the car. They said they hadn't received instructions as to what service should be rendered. I had trouble and put in all new plugs after 3000 miles. That's good?"

(Continued to page 266)

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A wide variety of responses was received to the question, "How do you rate your dealer service?" Of the owners replying, 42 percent said excellent; 30 percent good, 15 percent average and 13 percent poor. In all our surveys to date, this item has been one of the most important factors in the owner's decision as to whether he would buy the same make of car again.

A Mansfield, Ohio, housewife, voiced what must be the unanimous sentiment of automobile owners everywhere in her response to our question, "What specific improvement would you like to see in your next car?"

She replied: "Same car at a lower price."

And now for my own test of the Lincoln Capri. We drove the test car from the factory in Detroit to Los Angeles via Indianapolis, Denver, Grand Junction and Las Vegas—a distance of 2750 miles—which included considerable off-road testing in the mountains and deserts. We made several detours over rough and muddy roads.

Lincoln has gone overboard in its styling, and engineering improvements have made the new Lincoln a really worth-while automobile in appearance, performance, roadability and economy. Over all kinds of highways, including tests in the Rocky Mountains of Colorado and the Nevada and California deserts, I found the Lincoln to be responsive and superior to most cars in its class in roadability and cornering.

The new 160-horsepower engine of overhead-valve design has 317.5 cubic-inch displacement and a 7.5 to 1 compression ratio. It is fast, flexible and has little vibration. The engine weighs 100 pounds less than the engine used in the 1951 Lincoln. The 1952 four-door sedan is 242 pounds lighter than the 1951 four-door model.

The new ball-joint front suspension system enables one to corner at high speeds with a feeling of safety and with little steering effort. The car steers almost as easily while in motion as if it were equipped with power steering, and easier at all speeds than most cars of comparable weight. The controlled-action shock absorbers give a very comfortable ride. Only twice at high speeds did the front or rear end "bottom" when we hit sharp bumps.

Another feature I like is the dual mufflers (one for each bank of four cylinders). This eliminates some back pressure and should help some in cooling. The dual system also should increase top speed and power a trifle.

The car has excellent top speed. On long open stretches the speedometer needle well above 110 miles per hour, the last figure on the dial. (Like most speedometers

(Continued to page 268)

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I found it approximately 7 percent fast at top speed.) The acceleration is not quite as fast as I had expected up to about 60 miles per hour, but the flow of power is smooth and there is little vibration at any speed. Above 60 miles per hour, acceleration is excellent. The car could stand a few more "horses." Regular gasoline was used during the entire test run with practically no evidence of pinging or heating. Even in the mountains, over muddy roads, and in the desert I was unable to make the engine heat.

On a short cut through Zion National Park, Utah, we encountered several hours of heavy rain. Much of the road was unpaved and we drove in mud for many miles. The body was tight and there were no water leaks. Two squeaks developed but later disappeared. There were no rattles and I noticed that even at high speed there was little body rumble or wind noise.

The hood lifts easily and locks from the outside. I'd prefer an inside hood lock, which affords some protection for underhood units.

Visibility in the new Lincoln is outstanding, although the front end is about as wide as that of any car I ever have driven. The windshield is curved and one-piece. It has a slight uniform tint throughout—just enough to break or filter the rays of the sun, but not enough to give a noticeable effect at twilight. The wrap-around rear window on the Capri model gives excellent rear vision. As in most other cars, there is considerable reflection day and night on the curved windshield from the top of the instrument panel.

The brakes are exceptionally good, and the foot brake is operated by a wide pedal with slight pressure. The pedal is of the pendulum type hanging from above, and thus eliminates any hole in the floor board where dirt, water or air can enter. The suspended pedal and linkage to the master cylinder allows quite a bit of travel and leverage before pedal pressure actuates the brakes, so the application may be severe. After I learned the "feel" it was easy to apply the brakes gradually. The hand brake is at the right side and requires quite a lot of pressure to apply. As soon as the ignition is turned on, a red warning indicator starts flashing and continues until the hand brake is released.

The instrument panel is beautiful and the instruments are grouped directly in front of the driver. The speedometer face deserves mention, as it has a separate trip-mileage indicator. The odometer, or mileage, figures are under the needle and thus are not hidden at any time. The speedometer needle is thin and gives a fairly accurate indication

(Continued to page 270)

of the speed. It is much more effective than needles on many other cars, in which the styling department has gone overboard by using a wide, thick needle so the driver cannot accurately determine his speed.

All instruments are included in the one panel. The starter operated by push button. Radio antenna is raised or lowered by push button which operates only when the engine is running. The radio reception is excellent and the Capri has front and rear speakers. Either can be controlled by the turn of a selector. One cigarette lighter and an ash tray are located near the center. An ash tray and lighter are located in each armrest for rear-seat passengers. There are four levers for controlling the air and temperature, the vents, the defroster and the blowers. The heating system is excellent—adequate and well-engineered to circulate heat or cool air on either side of the car. The control levers are conveniently located but are somewhat complicated and require some study for manipulation. The operation of the entire system could be simplified. The dome-light switch is in an unhandy position, low on the left-side panel behind the driver's seat.

The full-circle horn ring is the first I have noticed that does not partially obstruct the view of the speedometer or other instruments on the dashboard.

There is a neat map light under the dash, operated by a toggle switch. The clock is small but easy to read and it kept excellent time. The glove compartment is about average size.

At times, as in many other modern cars, there is a disturbing reflection of the sun off the top of the instrument panel.

Six and a half turns of the window crank are required to lower or raise the window; in my opinion, far too many. (Engineers should try the Plymouth or new Willys window-cranking ratio.) The doors open easily by a push button on the outside and a convenient lever on the inside. It takes about average pressure to close the doors.

The bumpers are massive and afford ample protection.

One of the new features this year (which also appears on Ford and Mercury cars) is the new center-fill gas tank, which permits the driver to enter a station on either side of a gasoline pump. Most service station attendants I talked with liked this feature, but several complained that the license plate which hides the center cap had to be held down while the cap is removed and the tank filled.

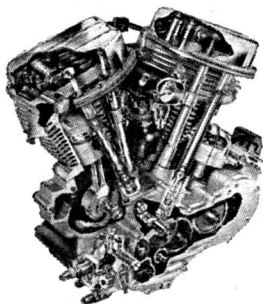
The test car was equipped with the new Dual-Range Hydra-Matic transmission, which is an improvement over the former

(Continued to page 272)

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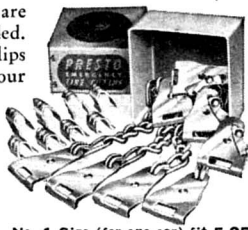
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single-range unit. The gearshift indicator is well located high on the steering column and easily read. It is conveniently marked for positions 3 or 4 in the drive range. Under normal conditions No. 4 position is used, which permits the four speeds to change automatically. If the throttle is held to the floor board, the transmission will shift into fourth speed at 70 miles per hour. No. 3 of the drive range actually gives three forward speeds that shift exactly the same as No. 4, but fourth speed is inoperative. No. 3 is convenient for quick acceleration in city driving or in descending hills. In No. 4 position, the top gear actually is similar to an overdrive unit. At speeds between 30 and 60 miles per hour, when the throttle is depressed to the floor board, the unit automatically drops into third speed.

There is, of course, the conventional low gear for use when extreme pulling power is needed; it also can be used as an extra brake in descending steep hills. Low and reverse positions are next to each other on the indicator, which is desirable for rocking the car in mud or snow.

The car is very economical for its size and weight (see my gas mileage chart). The 1952 A.A.A. Mobilgas Economy Run (Class G) was won by a Lincoln Capri with an average mileage of 22.36 miles per gallon at 40.84 miles per hour average speed from Los Angeles to Sun Valley, Idaho—a distance of 1415 miles; Lincoln also placed second in the sweepstakes, which was won by Mercury. Average mileage of all 25 competing cars was 22.057 miles per gallon; thus Lincoln mileage actually beat the average of all cars, including the light ones. (Average drivers do not drive as carefully or at speeds as slow as the contestants in this annual Economy Run, hence their mileage is lower.)

After exhaustive tests I would rate Lincoln as one of the three finest mass-produced cars built in the United States.

The new Lincoln styling and the many new features, several of which are exclusive, attracted much attention wherever we stopped. Lincoln is making new enthusiasts and converts in 1952. ★ ★ ★

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Extremely thin wood veneer, bonded to a paper base, serves as a wallpaper which gives the appearance of real paneled walls. The veneer is available in birch and beech, stained in 12 colors. A roll measures 27½ inches wide by 47 feet long and is hung in the same manner as ordinary wallpaper. The veneered wall is easily cleaned with ordinary furniture polish.