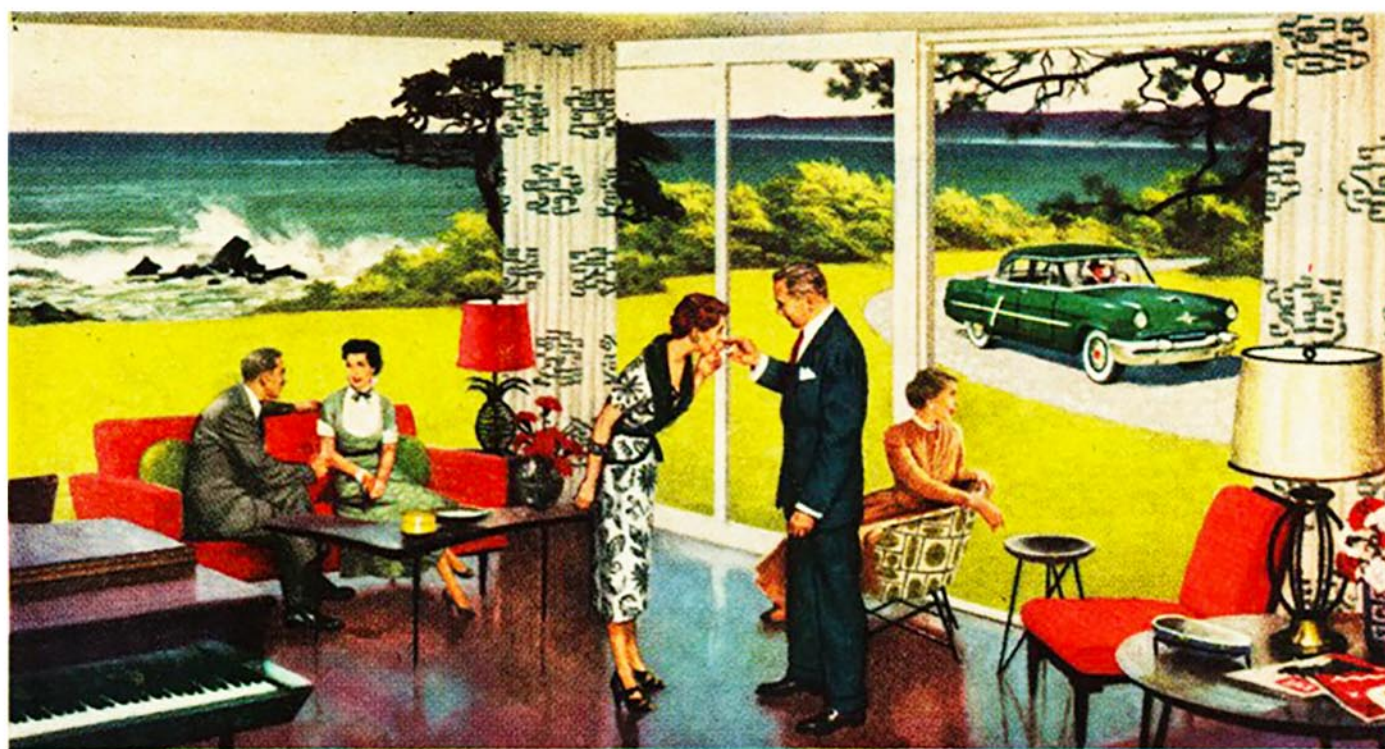
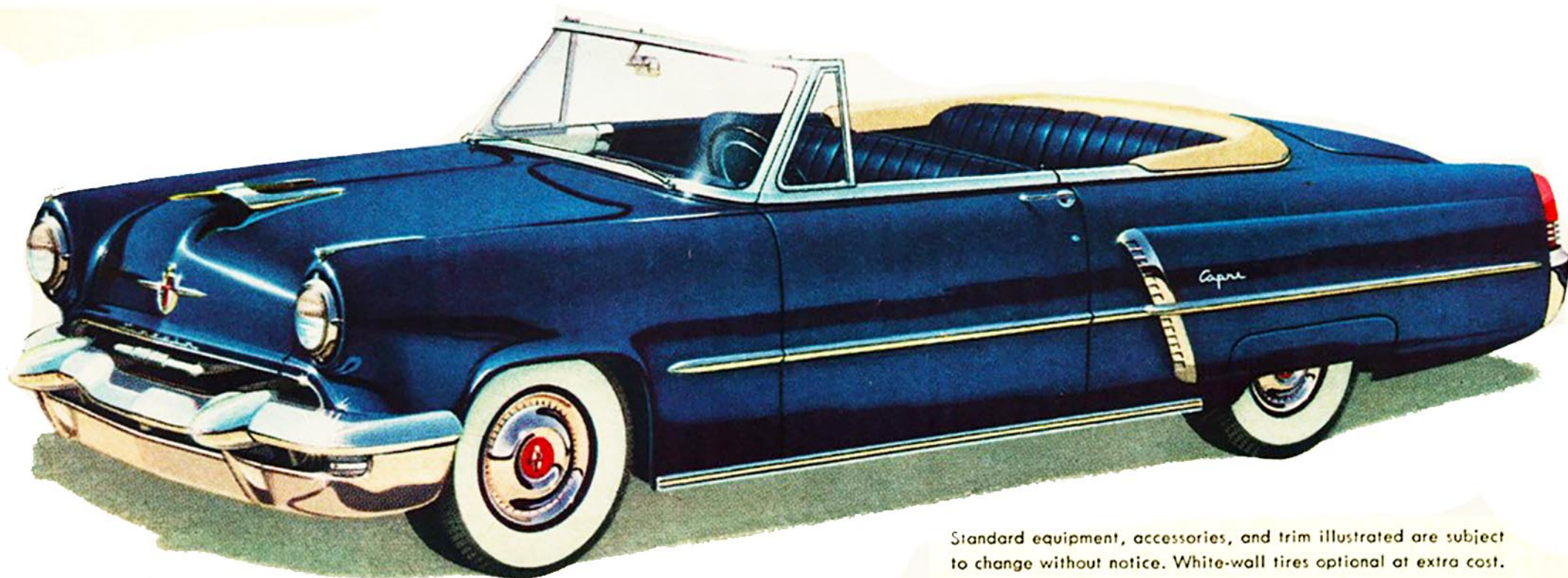


NEW POWER FOR SMOOTH CRUISING. Premium product of the most experienced builders of V-8's, Lincoln's completely new engine features overhead valves, Hi-swirl combustion chambers, 7.5 to 1 compression ratio. Effortless handling through HYDRA-MATIC Transmission—and new ball-joint front wheel suspension, first on any U.S. production car.



STYLING IN STEP WITH THE HOMES OF TODAY. Designed for those who live behind glass walls, Lincoln is the fine car that lets a man (or a girl) see where he (or she) is going, with new wide visibility (3,721 square inches all around with sea-tint glass available) and compact see-ahead hood. New principles of body construction permit chair-high seating, much more leg and head room. New concepts of styling introduce dramatic body lines.

Now — *Lincoln*
puts modern living on wheels



Standard equipment, accessories, and trim illustrated are subject to change without notice. White-wall tires optional at extra cost.

There's a new tempo in American life. The efficiently smart home has replaced the drafty mansion. Ostentation is out. Living is easier, less formal, more fun.

And now for the first time a fine car has been designed to fit this new way of life—Lincoln for 1952.

Here is a completely new fine car.

Every feature reflects the new spirit—grace, power, versatility. Beauty with a purpose, beauty that contributes to performance and to comfort.

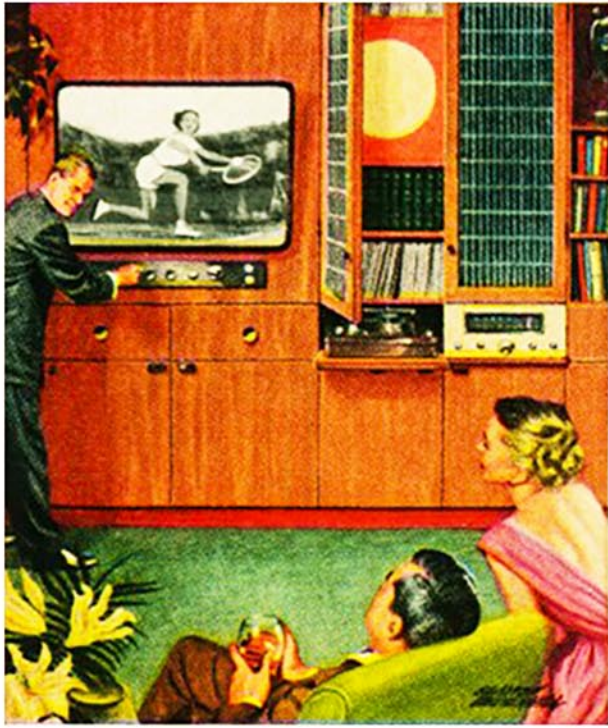
The very lines are functional, neither ponderous nor pompous. Parking, garaging, and handling are to a lady's fancy. Behind the wheel, no need to crane. The seat is high, the hood is

low; there is new visibility. And the power of the completely new V-8 engine is smooth, confident, and almost without limit.

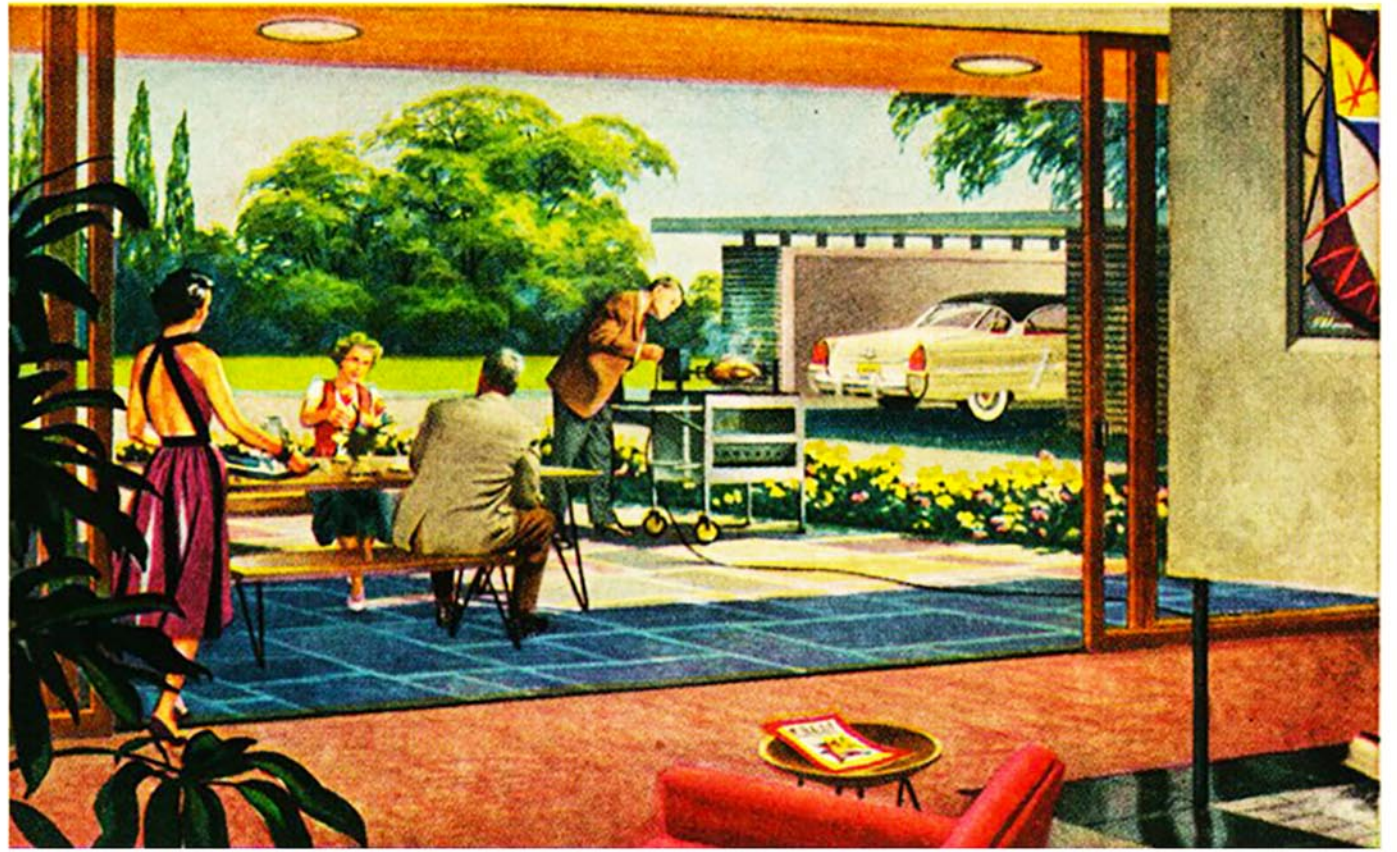
Discover Lincoln for 1952—at your dealer's showroom. He wants you to try — *the one fine car deliberately designed for modern living.*

LINCOLN DIVISION—FORD MOTOR COMPANY

IN TWO INCOMPARABLE SERIES — THE *Cosmopolitan* — THE *Capri*



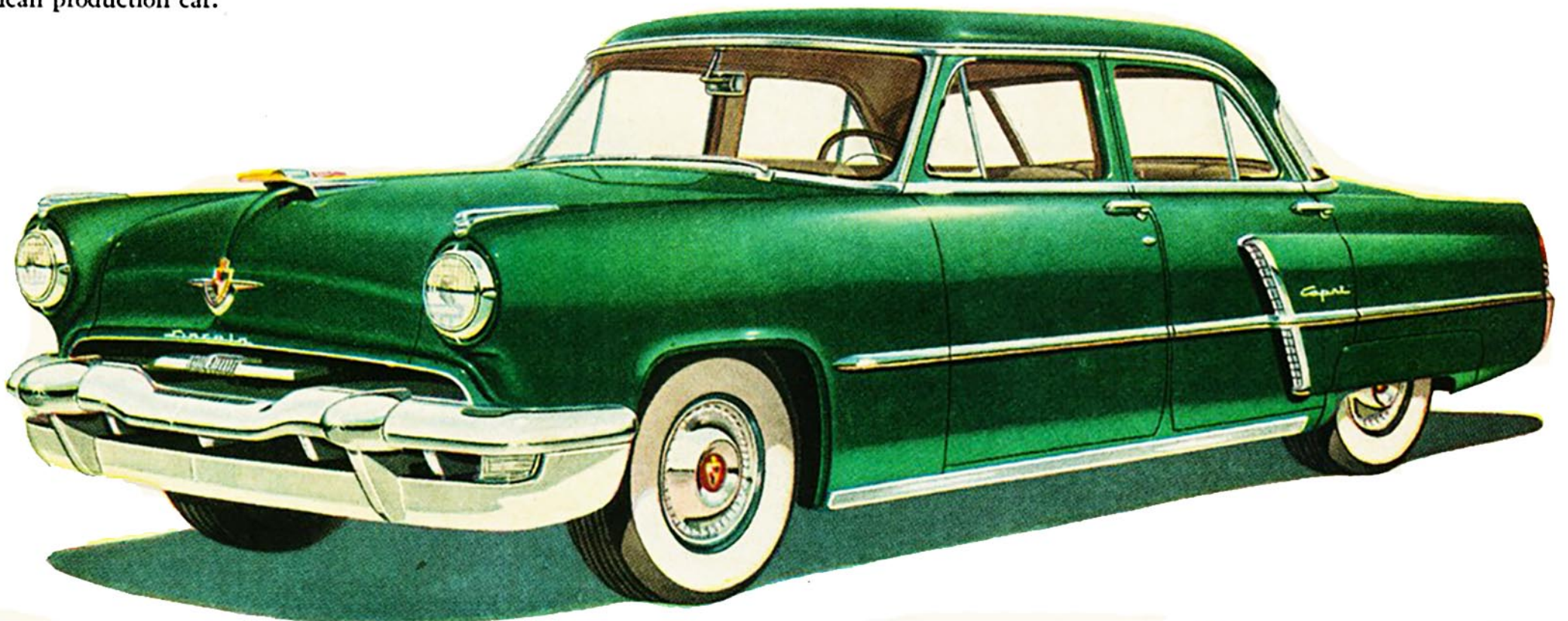
TODAY'S PUSH-BUTTON MAGIC—like television—makes life easier, more comfortable. In Lincoln, controls open windows electrically,* provide quick heat and ventilation, automatically adjust car's speed to driving needs (dual range HYDRAMATIC Transmission as standard equipment). And never before such easy handling, with an exclusive new ball-joint front suspension system, first on an American production car.



BRINGS THE OUTDOORS INDOORS—Moving walls of glass give new dimensions to the homes of today. Lincoln mirrors this trend by bringing you 3,721 square inches of cool, relaxing, sea-tint* visibility—vision that boxes the compass, includes both front fenders. Think of what that means when parking or backing—when you need to see close up down front.

LINCOLN

captures the beautiful ease of modern living



IN TWO INCOMPARABLE SERIES—THE **COSMOPOLITAN**—THE **CAPRI**

*Electric window controls, sea-tint glass and white sidewall tires optional at extra cost. Standard equipment, accessories, and trim illustrated are subject to change without notice.

NO MATTER what the luxury—be comfortable. That is the mood today. In homes there are *fewer* rooms for show, *more* rooms that welcome people, living rooms made for *living*. You see it all around you in your home . . . but what about the car in your garage?

Do you see a pompous, heavy-handed automobile? Or do you see the clean-lined, purposeful beauty of the one fine

car designed for this new way of life—Lincoln for 1952?

For this year's Lincoln is the car that lets you take modern living with you. Luxurious, yes . . . probably the most carefully and finely crafted car of our time. But, for all its luxury, it is distinctive, magnificently functional—with a reason behind every line. For all its roominess, it is quick and eager—with a completely

new overhead valve V-8 engine, winner in its field in the Mobilgas Economy Run.

You can make your driving as modern as your living. First—at your Lincoln dealer's showroom, inspect the new Lincoln Cosmopolitan and Capri. Then—drive either one—the *one fine car deliberately designed for modern living*.

LINCOLN DIVISION—FORD MOTOR COMPANY

LINCOLN

invites you to try
modern living in action



BROAD VIEW ON LIFE. Only behind the wheel of a Lincoln can you really appreciate an unobstructed view of the road. Look around . . . see how this glass-walled visibility gives you a panoramic view of the outdoors (up to 3,271 square inches of glass).



Standard equipment, accessories, and trim illustrated are subject to change without notice. Sea-tint glass and white side-wall tires optional at extra cost.

TAKE A DAY WITH MODERN LIVING IN MOTION. Experience the thrill of Lincoln's new overhead valve V-8 engine. How effortless—with dual range HYDRA-MATIC Transmission (standard equipment) and with exclusive new ball-joint front wheel suspension.

You have to live with modern living to appreciate it. You have to be inside a glass-walled home to know its comfort and luxury and outdoor spaciousness.

And that is the way it is with a Lincoln. It is modern living on wheels. To understand it fully you have to get in... and drive.

You must experience its cat-like maneuverability in crowded places, on tight turns. You must learn, firsthand, that an American fine car can combine a soft-cushioning ride with a lively sportscar "cornering" agility.

So accept our invitation to a drive. For only by living with a Lincoln can you

know this magnificent new concept of the fine car.

A new Lincoln Cosmopolitan or Capri is ready for your test at your Lincoln dealer. Tomorrow, you can be behind the wheel of *the one fine car deliberately designed for modern living.*

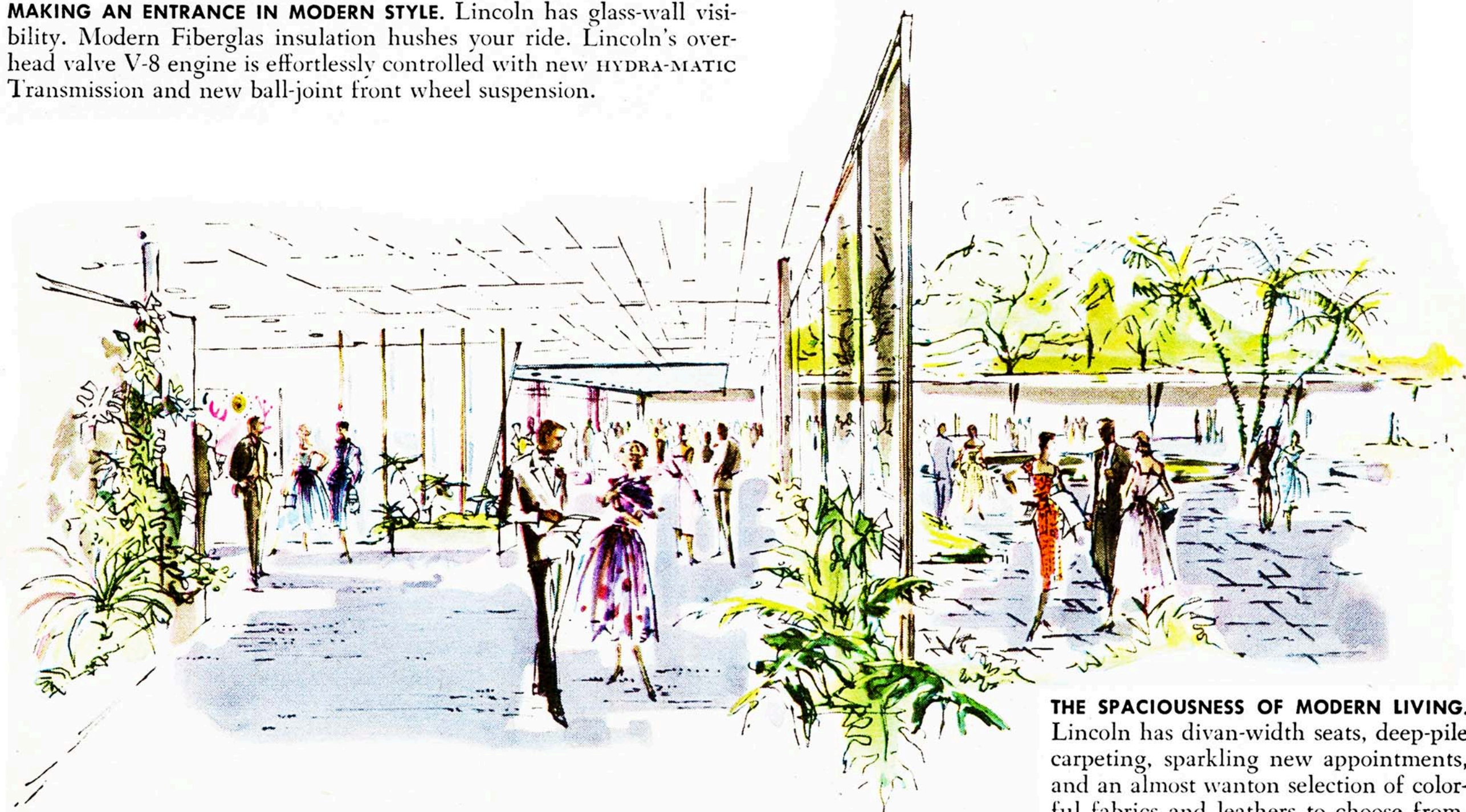
LINCOLN DIVISION—FORD MOTOR COMPANY



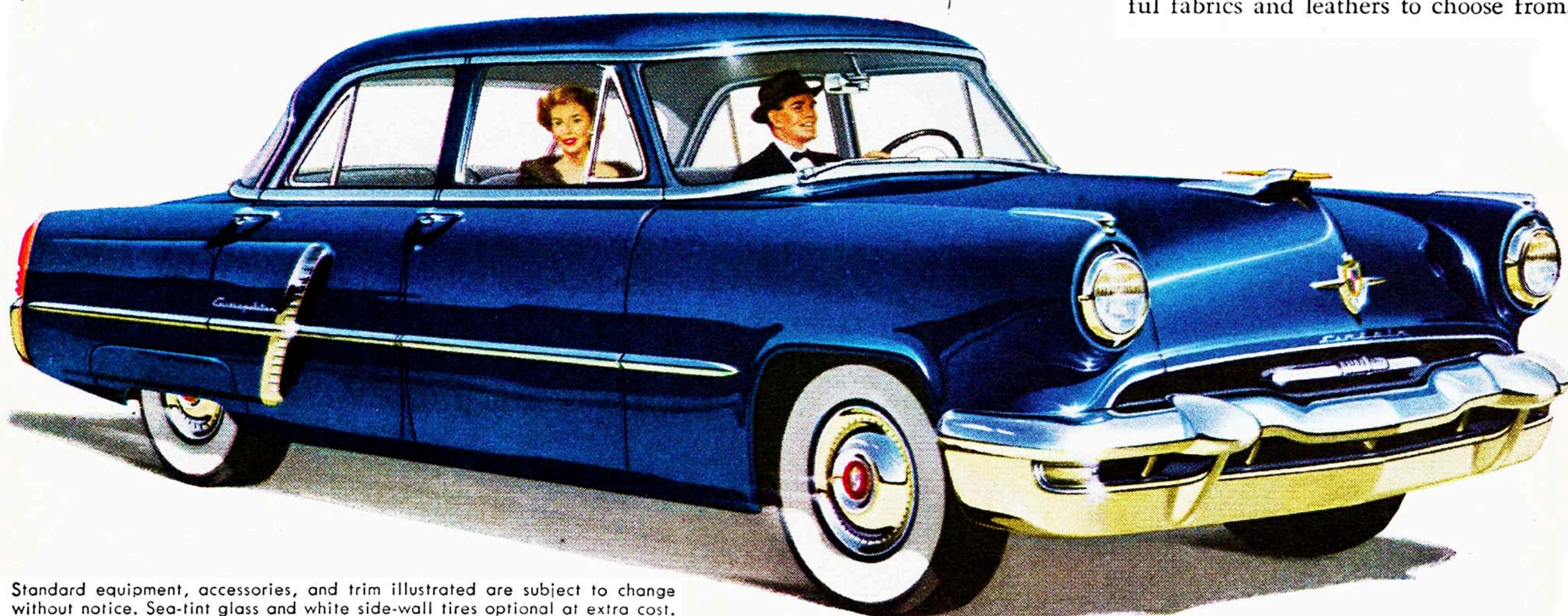
MAKING AN ENTRANCE IN MODERN STYLE. Lincoln has glass-wall visibility. Modern Fiberglas insulation hushes your ride. Lincoln's overhead valve V-8 engine is effortlessly controlled with new HYDRA-MATIC Transmission and new ball-joint front wheel suspension.

LINCOLN

for the fine art of modern living



THE SPACIOUSNESS OF MODERN LIVING. Lincoln has divan-width seats, deep-pile carpeting, sparkling new appointments, and an almost wanton selection of colorful fabrics and leathers to choose from.



Standard equipment, accessories, and trim illustrated are subject to change without notice. Sea-tint glass and white side-wall tires optional at extra cost.

If you know that good design reflects the era in which it is created...then you know that now the motor car has caught up with this century.

For Lincoln has been designed as a modern masterpiece in motion. It is the one fine car that captures the spirit of modern living... that breaks with the

heavy decor of the past... that departs from impractical frills and furbelows.

Here is beauty—graceful, clean and alive... devoted to the cause of comfort and the joy of driving. It is expressed in striking, relaxing interiors...in a practical luggage compartment, nearly 30 cubic feet. It is the beauty of sports car nimble-

ness blended with big car stability.

To appreciate the new Lincoln Cosmopolitan or Capri, you must do more than see it at your dealer's showroom. Be sure to ask him for a demonstration drive with *the one fine car deliberately designed for modern living.*

LINCOLN DIVISION - FORD MOTOR COMPANY