

LINCOLN

A detailed photograph of the interior of a 1952 Lincoln car. The view is from the driver's side, looking towards the front passenger seat. The dashboard is dark with a prominent speedometer and several smaller gauges. The steering wheel is large and black with a chrome center. The seats are upholstered in a vibrant red material with a ribbed texture. The door panel on the left is black with a red door pull. The overall aesthetic is classic and elegant.

for 1952

In two incomparable series
Cosmopolitan and Capri



A NEW CONCEPT IN MOTORING

The best in engineering has a way of growing out of life itself. And so it is with the new Lincoln Cosmopolitan and Capri for 1952.

Here are cars that on sight are *excitingly* new. Yet for all the technical advancements they offer, these cars surprise you with a sense of reassuring familiarity.

And the reason you sense this intriguing blend of newness with something known and friendly, rests in the viewpoint of Lincoln's alert engineers. They created these cars in terms of the uses to which you would put them. They designed them for busy errands as well as for long journeys; they planned them to meet the conditions of today's traffic as well as today's most modern highways.

These are indeed automobiles in tune with the times, created to fulfill a new concept of motoring!



the first fine cars deliberately designed for modern living—the Cosmopolitan and Capri

You need neither sociologist nor tax expert to tell you the trend of modern living. You know it because today, though your possessions are far more luxurious, they're also more practical. From all of them you demand—and get—*far more!*

Designers know it. Stylists know it. Even the architects of America's smart, gleaming, and ever-so-practical homes understand this principle. And now, as you will see, the best: engineers, designers, and craftsmen of the automotive world prove its soundness, too.

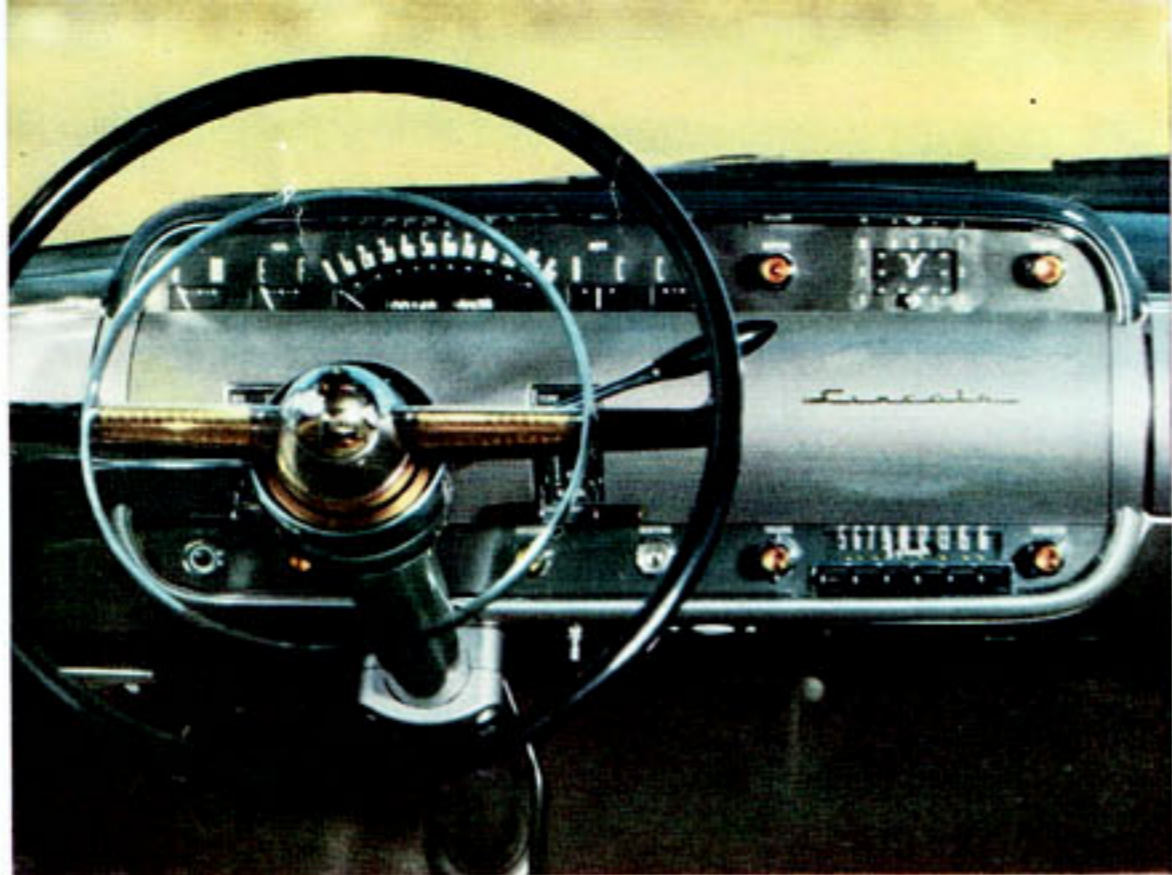
The Lincoln Cosmopolitan and Capri for 1952 *belong* to today. They are the first fine motor cars—and possibly the only ones now being built—that are designed to meet *the test of modern living!*

LINCOLN for 1952

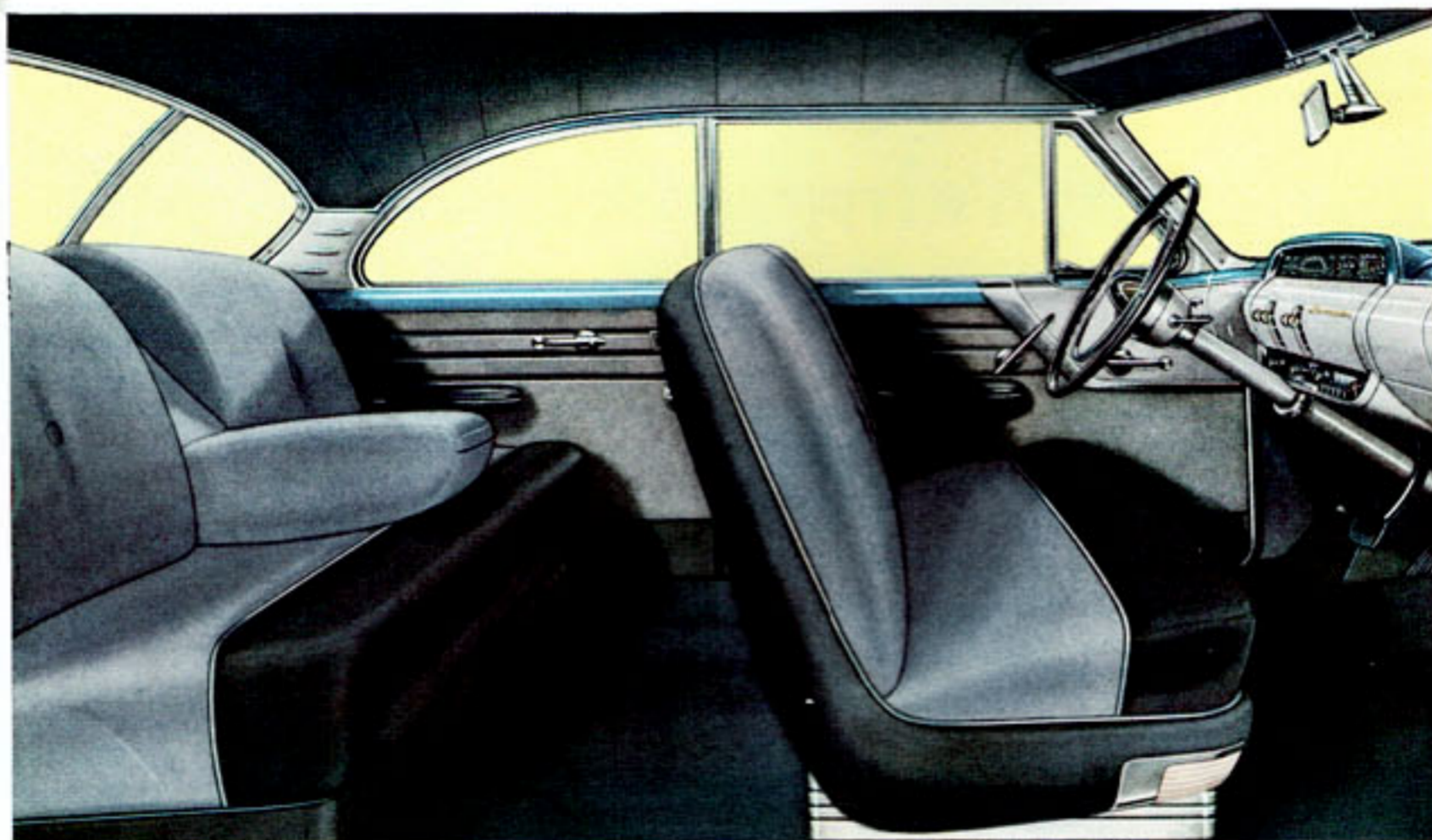
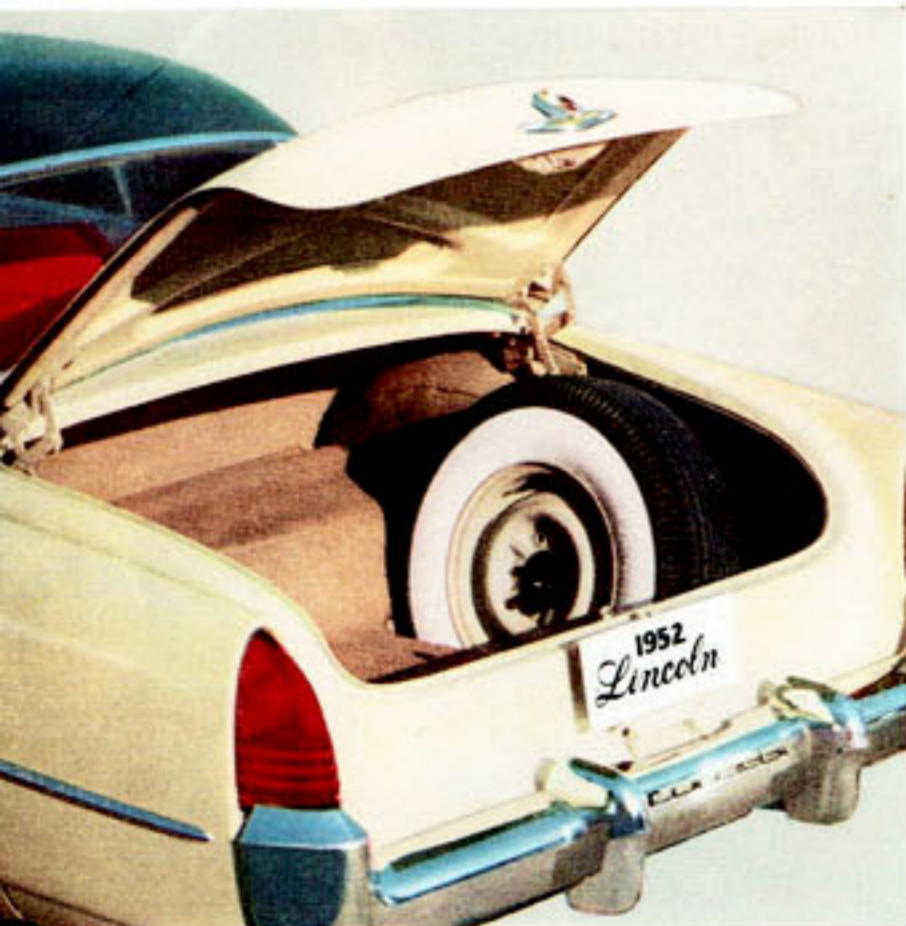




Fully as functional as the contemporary kitchen shown here is the pleasing arrangement of Lincoln's eye level instrument arrangement. Like the concentrically incorporated shift indicator dial on the steering wheel hub, and the finger-reach controls, instrument faces are designed with unobtrusive good taste, yet are superbly placed for instant reading.



The gracefully molded shape of the Lincoln body disguises the ample storage space incorporated under the precisely balanced deck lid. Like the wall storage units of contemporary architecture, Lincoln's luggage compartment areas are skillfully organized, too—with a depressed luggage well, vertical tire placement, and storage for tools and small packages at the right of the tire.



The interior of the new Cosmopolitan Custom Sport Coupe highlights the simplified spaciousness so prized in today's new homes. It stresses visibility, not only *forward* but *all around*. Windows are framed by narrow, gracefully tapered frames that bring all outdoors in. Seats are deep,

wide, with backs truly shoulder high. And the over-all welcoming invitation of the interior's beauty comes more from the skilled decorator-contrasts of leathers, fabrics, and smooth metal surfaces than from any over-ornamentation of essential levers, controls, or instruments.

Times have changed. Living is different.

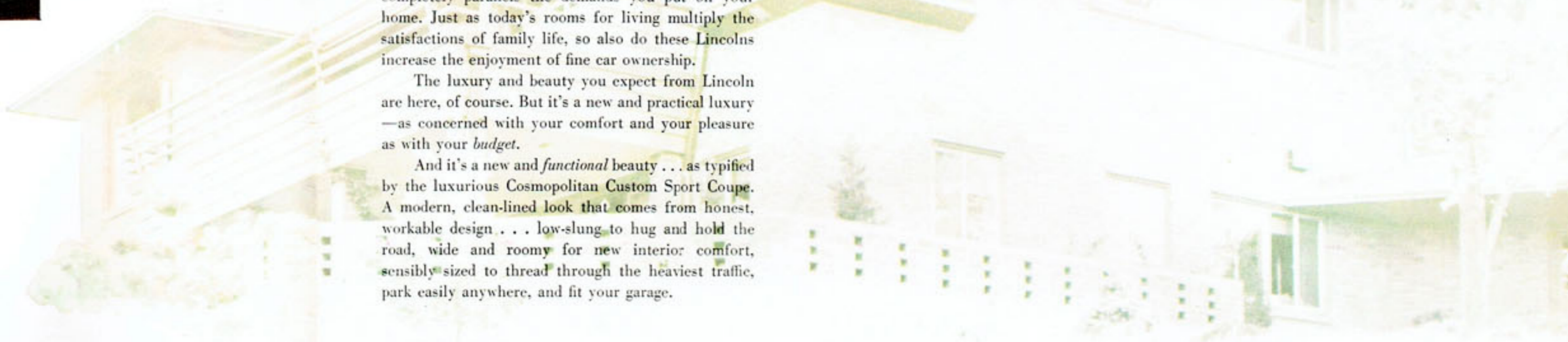
Perhaps you see it most clearly in the modern homes designed to take the place of yesterday's mansions. In the all-purpose rooms for *living* instead of parlors for show. In a kitchen full of automatic work-savers instead of a houseful of servants. It's a less formal, more realistic approach to luxury—utterly intolerant of the impractical.

And now—for the first time—Lincoln for 1952 gives you this same spirit of today's living in fine *motor cars*—the Cosmopolitan and the Capri!

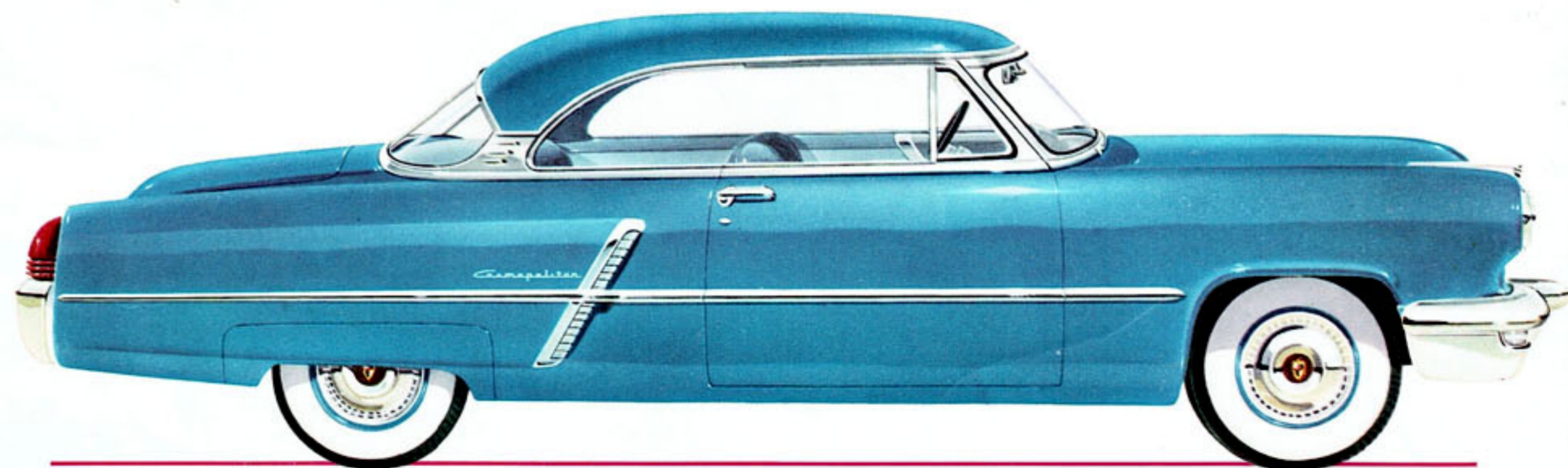
For here are cars whose suitability to many uses completely parallels the demands you put on your home. Just as today's rooms for living multiply the satisfactions of family life, so also do these Lincolns increase the enjoyment of fine car ownership.

The luxury and beauty you expect from Lincoln are here, of course. But it's a new and practical luxury—as concerned with your comfort and your pleasure as with your *budget*.

And it's a new and *functional* beauty . . . as typified by the luxurious Cosmopolitan Custom Sport Coupe. A modern, clean-lined look that comes from honest, workable design . . . low-slung to hug and hold the road, wide and roomy for new interior comfort, sensibly sized to thread through the heaviest traffic, park easily anywhere, and fit your garage.



VERSATILITY . . . CONTEMPORARY STYLE



the Cosmopolitan Custom Sport Coupe

now traditional Lincoln beauty has new purpose: today it works for your living Like the modern home, it serves in not one but many ways



the Cosmopolitan Custom Four-door Sedan



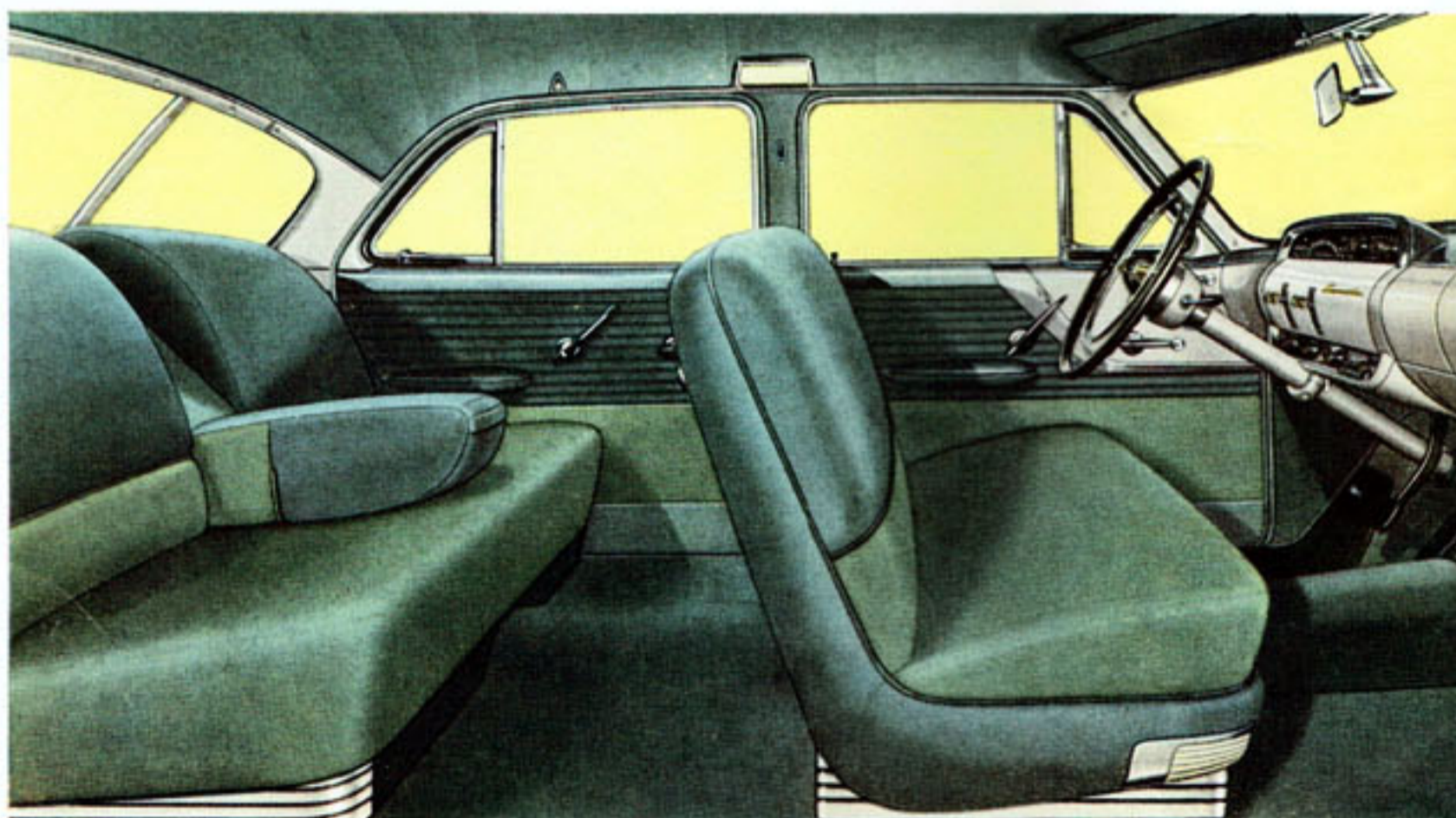
AS SMART—AS PRACTICAL—AS TODAY'S NEW WAY OF LIVING

Slip behind the wheel of the new Cosmopolitan Four-door Custom Sedan or the Capri Special Custom Four-door Sedan, and you feel instantly the confidence that comes only from superb visibility—out over the low, sloping hood to the road ahead. To the right or left—through window glass not only wide but *high* and *low*. Even the rearview mirror reflects the street behind in a "close-up" frame. You feel so sure, so "well placed," it's only natural to wish to grasp the Lincoln's wheel and go.

And it's just that easy, too. You scarcely hear the hum of Lincoln's new silent-smooth, full 160-hp overhead valve-type engine. You slip the Hydra-Matic transmission indicator into "drive" position, press the accelerator—and silently, swiftly, easily, you're away from the curb and into traffic.

You'll like the instrument locations, too. As near to eye level as designers could place them—just below the wide curved, one-piece windshield. And as you shift your foot to slow this great new car for the first traffic light, you get the precise, almost "personal" feel of Lincoln's exclusive new hanging pedal action—the same type of control that pilots of great aircraft know means instant response.

Cosmopolitan or Capri, these Lincolns are cars in which all features merge. *Integral design* is the engineer's word for it; *motoring perfection*, yours!



The interior of the Capri Special Custom Four-door Sedan is invitingly restful, unusually roomy. Choice fabrics and soft leathers have been combined to give an exceptionally luxurious air. Wide,

easy-swinging doors make entrance to either front or rear compartments easy. As on all Lincoln models, automatic window and front seat controls are now available as optional extra cost equipment.

the Capri Special Custom Four-door Sedan





the Capri Special Custom Convertible

FOR THE PLAY PART OF LIVING



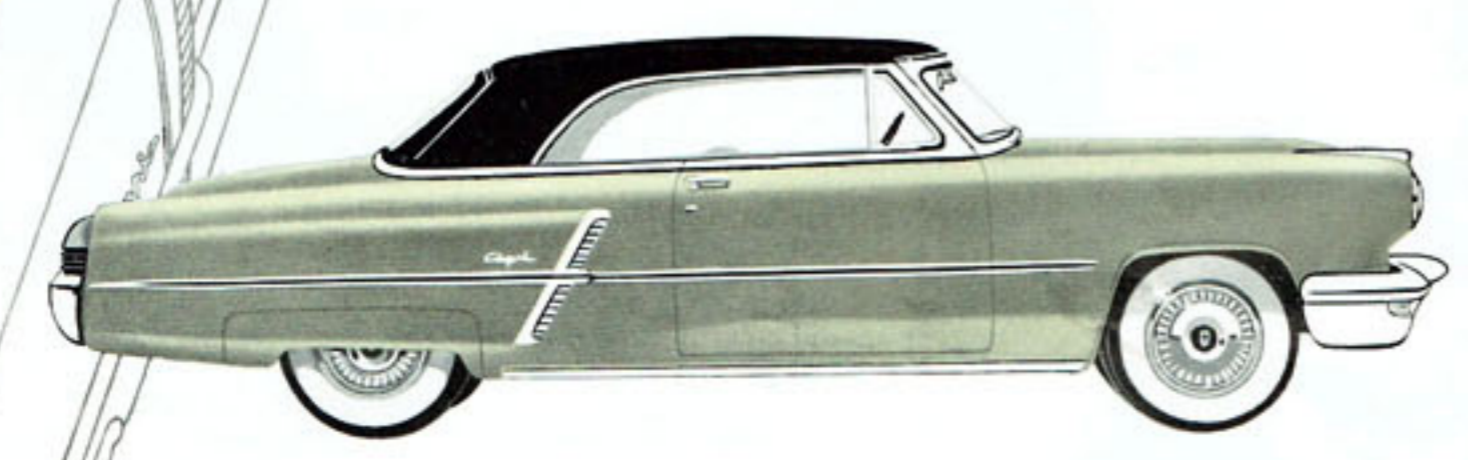
Hard work. Intensive activity. They call for change of pace, for a turn to relaxation, to carefree hours, even minutes . . . to the play part of living.

And the new Capri Special Custom Convertible is the *magic carpet* that carries you from concentration to relaxation so effortlessly, so completely.

Just to see this car at *your* curb is to drop all care. Open the door, and the atmosphere of far-off country, the very tang of the out-of-doors, welcomes you in. Finely pleated leathers, soft to the touch, in warm rich tones . . . deep-piled carpeting, in harmonizing colors, all heighten the note of richness, of luxury with a practical turn. You look out through a wide, curving windshield, over a down-sweeping hood that points to the roads ahead. Turn an unlocking lever, and touch a button. The trim top lowers to open all the broad skies to your gaze . . . and you're off to the golden moments that give real meaning to today's brisk pace.

Yes, Lincoln for 1952 offers a new kind of styling. Its lines are low, long, and lively. And so is the breathtaking pace that Lincoln's new high-compression, overhead valve V-eight brings to this dream of a car.

This year Lincoln, and Lincoln alone, perfectly provides that "magic carpet." It's designed to deliver all the recreation in *every* mile ahead!





LUXURY... WITH A REALISTIC PURPOSE



A Lincoln body style for many moods and every place
... the Capri Special Custom Coupe.

Even beauty and consummate comfort have a practical function today.

You sense this contemporary quality at once in the Lincoln Capri Special Custom Coupe.

Here is a model supremely successful in its purpose—to bring you all the youthful appeal and style of a convertible and enhance it with the complete, luxurious comfort of the finest sedan.

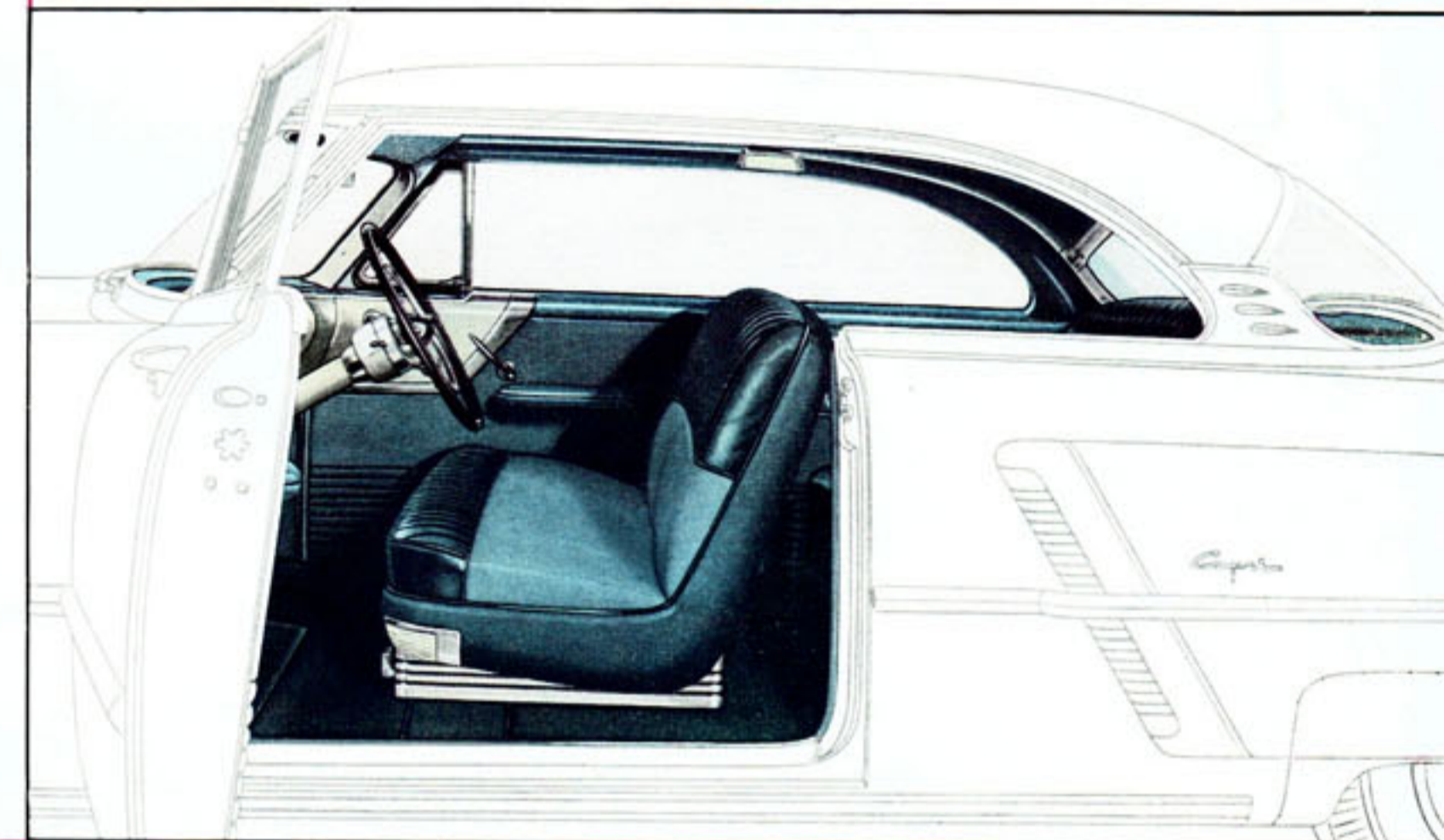
In this superb car, the door and quarter windows can be completely lowered—leaving a sweeping open vista completely unbroken from the windshield to the rear corner of the sloping top.

Yet so skilled is the engineering and so sturdy the body construction that at all times passengers are protected by a sturdy steel-shield roof. With windows raised, this convertible-styled hardtop model becomes the most perfect of closed cars, fully sealed against rain, snow, dust, and drafts.

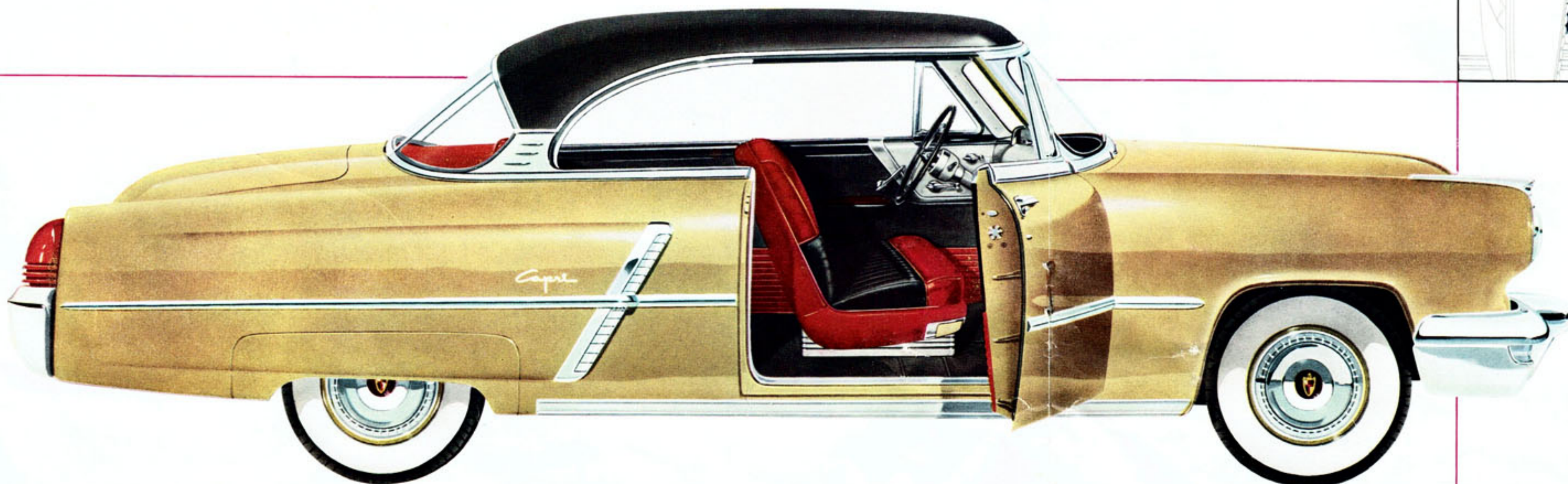
The Capri Special Custom Coupe includes among its special optional features, available at extra cost, an interior reflecting the out-of-doors decor—the soft leather, the deep-textured, warm-colored carpeting—of the companion Capri Convertible model. Whether you choose this interior, or the softer, more subdued fabrics and tailoring of traditional Lincoln coachwork, you may select from a choice of interior as well as exterior colors—in solid or two-tone combinations.



From every exterior angle, the Capri Special Custom Coupe is a fresh and inspiring new motoring creation—combining the appeal of the convertible with the protection of a superb sedan. Inside, soft textured fabrics—with seat bolsters and edges in pleated leather of contrasting colors—provide a rich, yet smartly informal atmosphere. The tailoring is exceptionally trim—in keeping with the traditional quality of fine Lincoln coachcraft.



the Capri Special Custom Coupe



Never before has a personal coupe been so pleasingly designed for adaptability to all the seasons. When both door and rear quarter windows are lowered completely, you'll find no center post to break the sweep from front to rear. The Capri Special Custom Coupe appeals particularly to the man or woman who prizes the out-of-doors styling of the convertible. To enhance this feeling, Lincoln designers offer as optional equipment at extra cost, a selection of colorful leather upholstered interiors. Seats feature pleated cushions combined with smooth leather back and seat front bolsters.



CHOICE COLORS



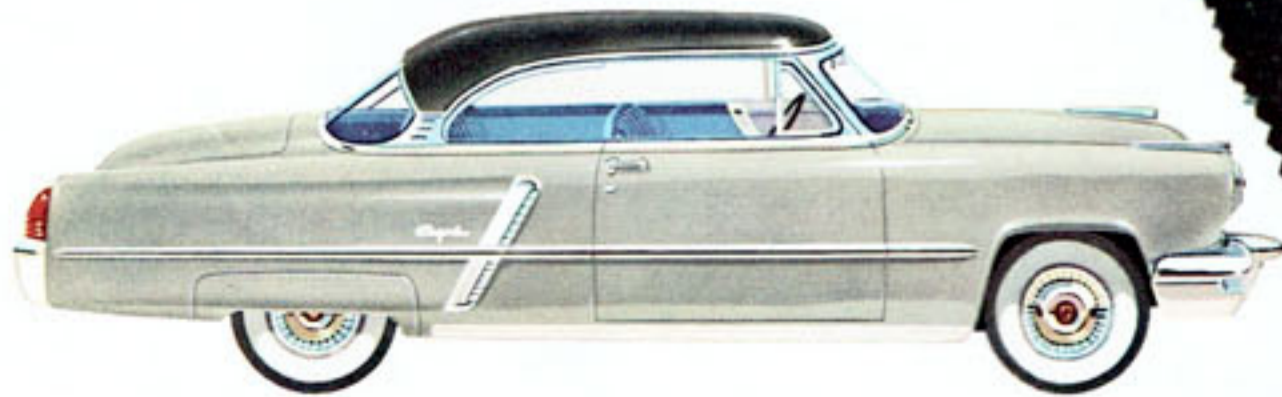
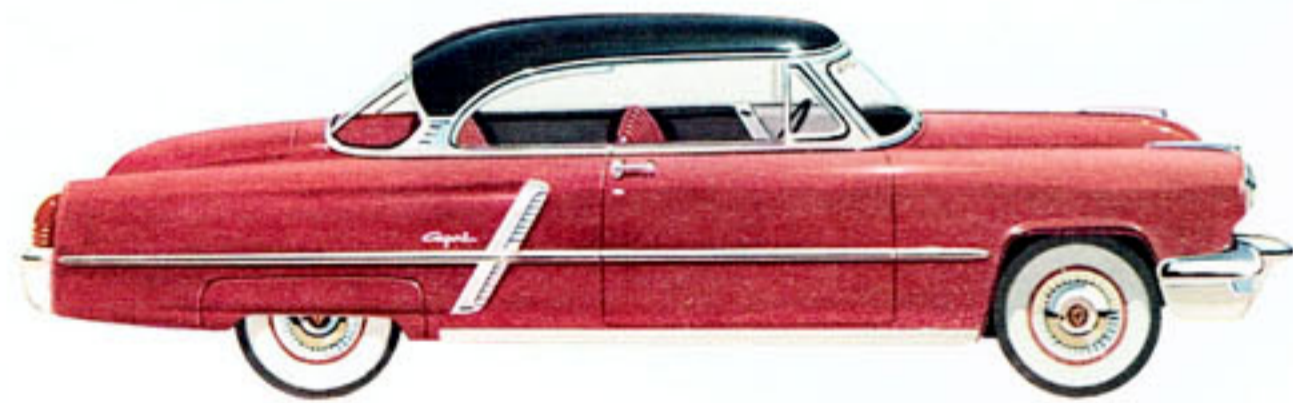
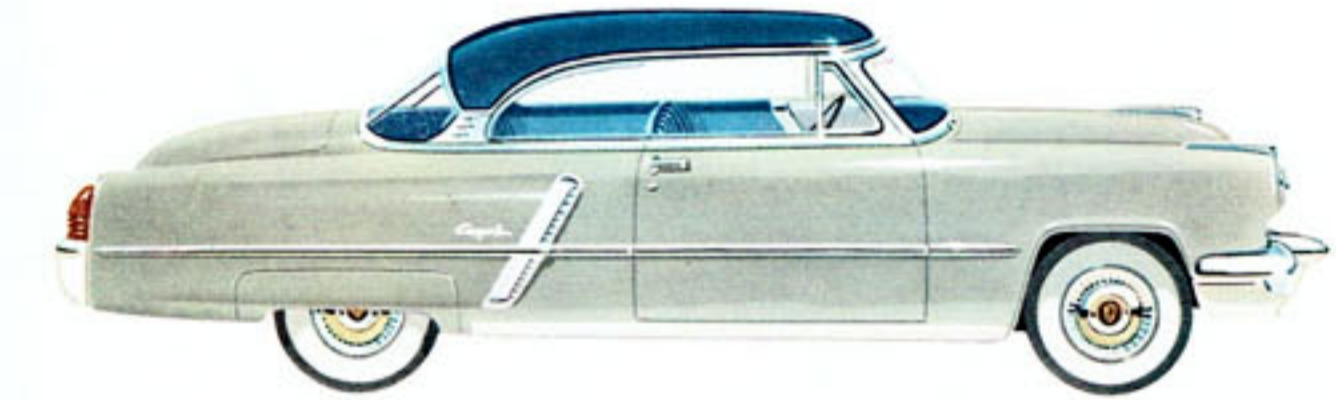
Lincoln for 1952 provides a wide range of exterior color selections, including a host of two-tone color combinations to help you make your new Cosmopolitan or Capri exactly the car of your personal choice.

Inside, too, you may choose from an extensive range of interior selections that harmonize with the exterior hues you like best.

And this year, an even greater array of fine leathers and choice fabric combinations also serve to make Lincoln ownership still more distinctive, more highly personal than ever before.

... and **CHOICEST**

of interior trims



ACCESSORIES

Securely mounted to your Lincoln's sun visor by ornamental screw fasteners, this heavy silver-backed Vanity Mirror meets a thousand feminine needs. It's convenient for checking make-up—and folds away and out of sight at the touch of a finger.



The accent is on function with a flair

No need to stop for windshield cleaning when your Cosmopolitan or Capri is equipped with this Automatic Windshield Washer. Just touch a button on your windshield wiper control and a spray of water covers the glass. Then turn on the wipers to whisk off the dirt.

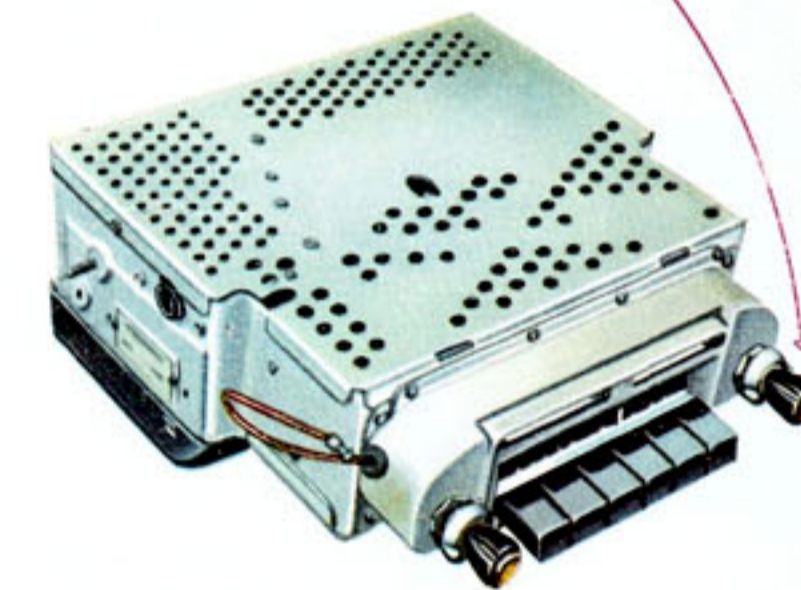
For 1952 Lincoln offers a remotely controlled spotlight featuring a thousand-foot beam. And for those who desire an outside rearview mirror as well as a spotlight, Lincoln accessory designers have incorporated this extra feature. Spotlight is available with or without this additional accessory.

You'll admire the accent this trim outside rearview mirror gives to Lincoln's new styling. It's designed to harmonize perfectly with lines of either Cosmopolitan or Capri models.

By operating the simple heating and ventilating controls shown to the left in the instrument panel above, you can supply heated fresh air through Lincoln's new under-seat heater in winter. In summer, simply by turning the heat control to "Off" and the air control to "Vent," fresh air can be circulated.

Simple matched controls, distinctively mounted in the central panel of the Cosmopolitan's instrument cluster, introduce Lincoln's new Comfort Control Heating and Ventilating system. Now "Dual Unit" heaters—one in the front compartment and one under the front seat—make it possible to provide uniform warmth throughout the car and ample defrosting heat. A two-speed blower governs the velocity of air through the heating unit and defrosting louvre extending across the curved windshield. With heat controls off, this system may also be used for summertime cooling.

The radio designed for the 1952 Lincolns is fittingly a powerful super-heterodyne unit with seven tubes and rectifier. Tastefully integrated with the instrument panel cluster, the controls are centrally mounted for easy use by driver and passenger alike. This year the radio includes the additional advantages of bin-a-ural sound projection by providing a second speaker, mounted on the rear seat package shelf and equipped with an independent volume control.



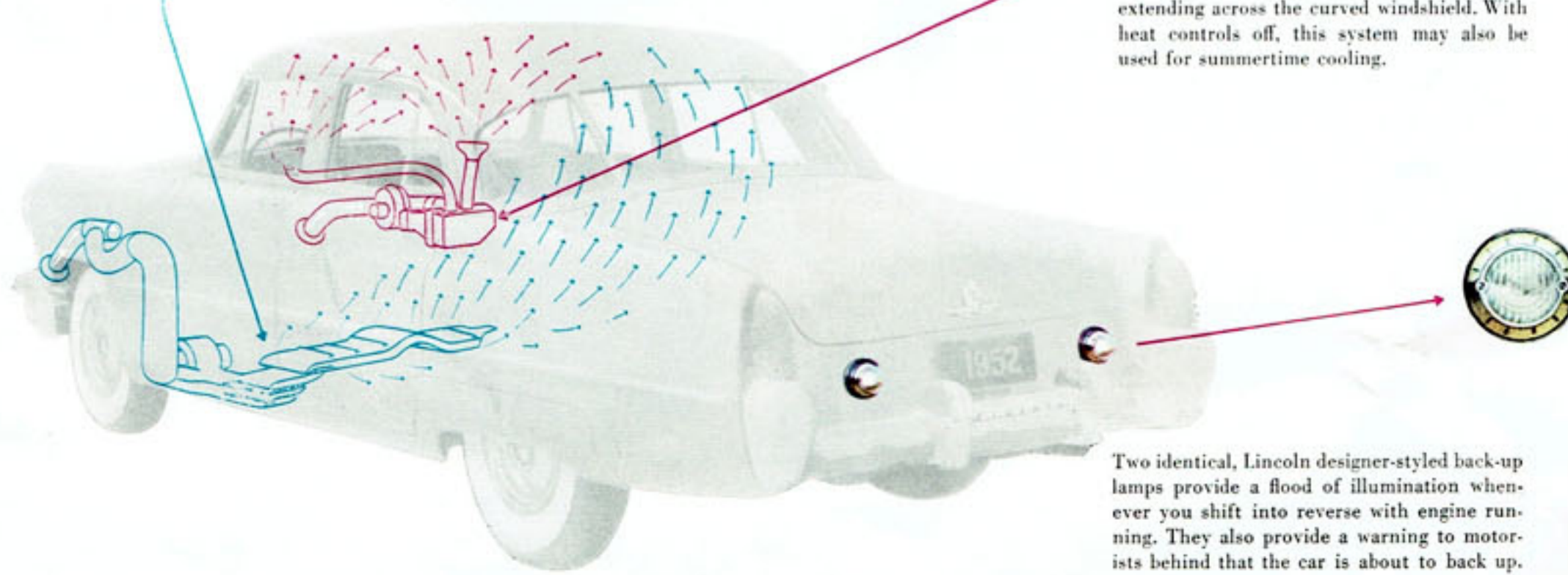
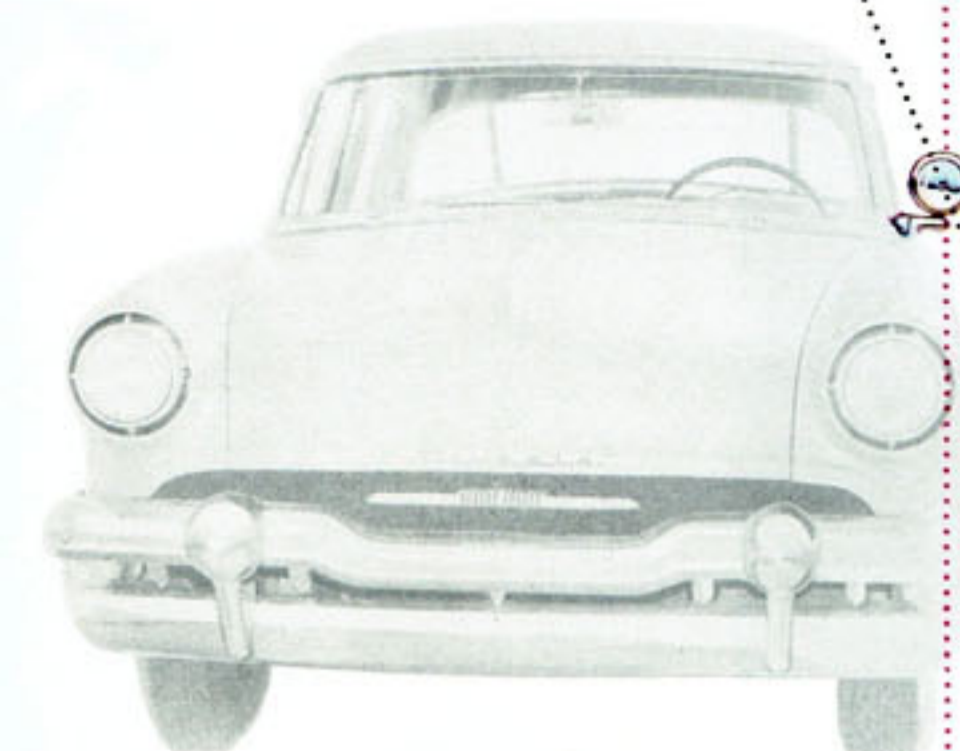
Lincoln provides a vacuum-operated antenna as an important aid to better radio enjoyment. At the touch of an instrument panel control, it may be raised or lowered to any position.

Newly available as additional equipment at extra cost is Solex tinted windshield and window glass, which greatly reduces heat radiation due to the sun's rays. Its faint, light-green tint also reduces glare, and actually serves to help driving visibility at twilight and after dark.

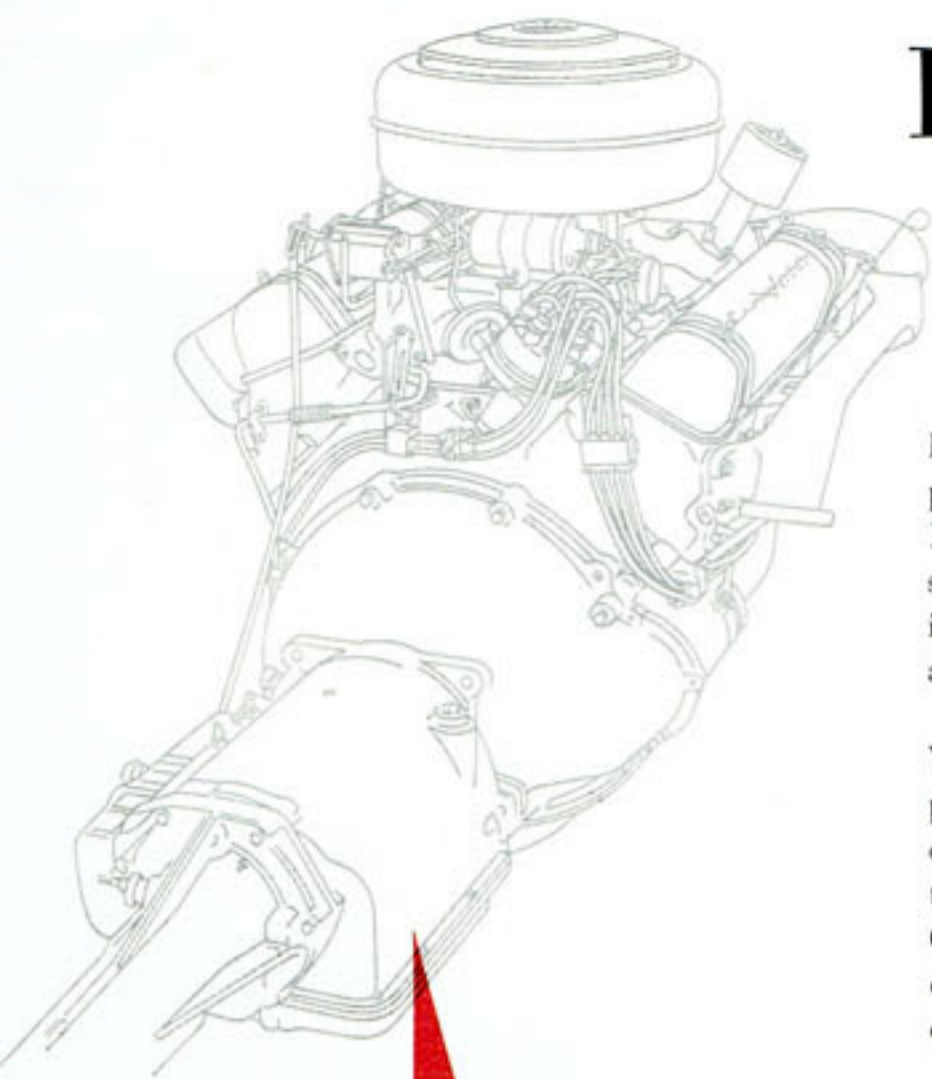
Two identical, Lincoln designer-styled back-up lamps provide a flood of illumination whenever you shift into reverse with engine running. They also provide a warning to motorists behind that the car is about to back up.

Bumper guards have been carefully designed to harmonize with the new bumper-grille. They also provide a recessed mounting for Lincoln's road lamps, another useful and convenient Lincoln-styled accessory.

ALL ACCESSORY ITEMS SHOWN ON THESE TWO PAGES ARE AVAILABLE AT EXTRA COST. YOUR LINCOLN DEALER WILL GLADLY GIVE YOU COMPLETE DETAILS AS WELL AS A COMPREHENSIVE ACCESSORIES CATALOG DESCRIBING THESE AND OTHER LINCOLN-STYLED ACCESSORIES FOR YOU TO CHOOSE FROM.



POWERED BY THE NEW 160-hp LINCOLN engine



Lincoln for 1952 introduces a great new automotive power plant to the American motorist. This new 160-hp high-compression overhead valve engine represents not only new features and new performance, but it also introduces a new concept of automotive power—as modern, as progressive-looking as this new car itself.

The great new Lincoln engine is naturally a V-eight—based on more than 30 years of Lincoln's practical experience of creating, developing, and producing precision engines. It is also backed by the full technical and production resources of the Ford Motor Company, producer of more V-type engines than all other manufacturers combined. Yet this new engine differs greatly in three basic ways:

First, it's purposely more compact in size—to give more passenger room. It differs in the design of its combustion and valving arrangements—to give

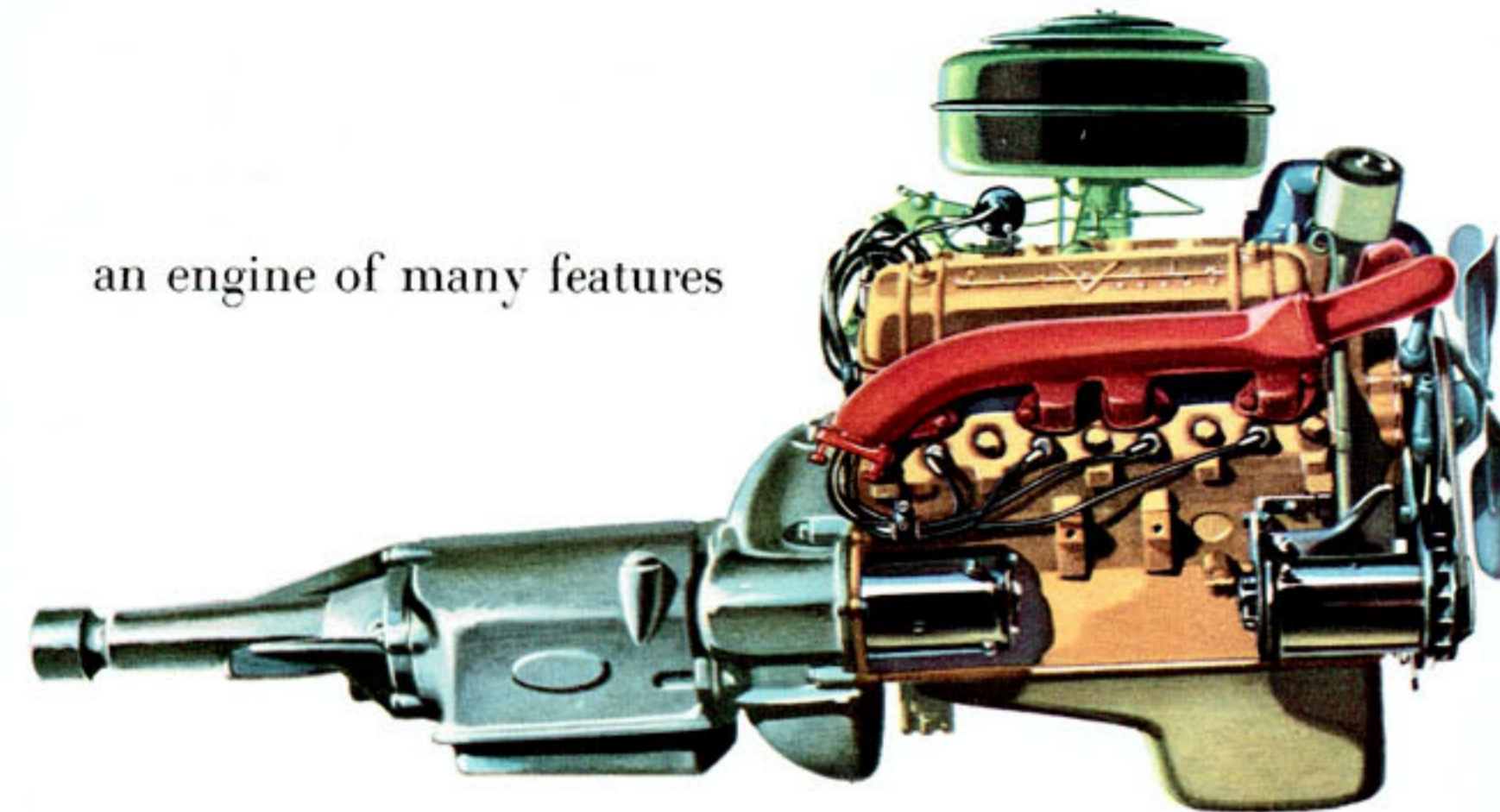
highly improved performance, longer life, and greater reserves of responsive power. And last of all, it's designed for silent, almost ghost-like operation—to make driving much more restful, relaxing, and luxurious.

The result is the new Lincoln V-eight engine—an engine unique for its advanced engineering, which includes new full length block castings for more rigid alignment of vital bearings, valve guides precision-drilled in block metal to reduce operating temperatures despite higher compression ratio, and "Free-Flow" manifolding for perfected engine "breathing" with resultant improved acceleration and performance.

It is the engine of the year—superbly designed, machined, and balanced to serve you through more years than you will probably ever want to drive your Lincoln, and with more power than you may ever need.

160-hp LINCOLN engine

an engine of many features

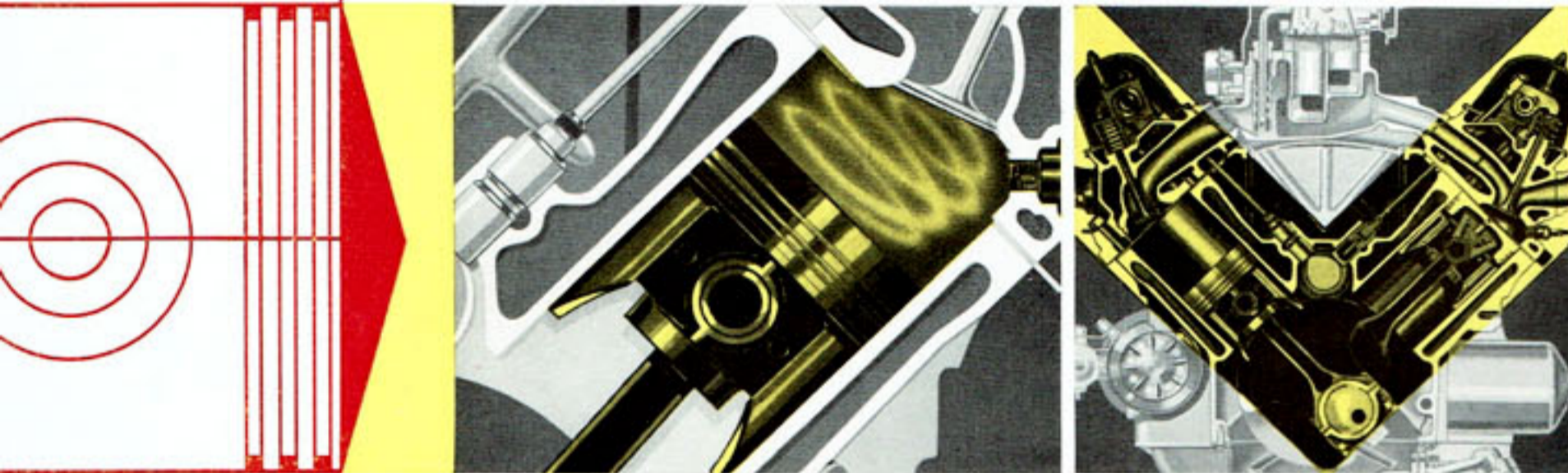


- new enclosed concentric carburetor
- positive crankcase ventilation
- new by-pass cooling
- hydraulic valve lifters
- rotating-type valves
- waterproof ignition
- new exhaust manifolding
- new center-poise engine mounts
- new full-flow oil filter
- new ratchet-type starter

More power than you may ever need.

In addition to its advanced, high-compression V-type design, the new Lincoln engine offers many remarkable engineering advancements. Some of them are pictured below. A more complete list, however, would also include such features as: pressure lubrication, chain-driven timing gear, high-lift camshaft, integral valve guides, chrome-plated top piston rings—all of which combine to make this new power plant the best performing automobile engine in its field.

PRECISION DESIGN

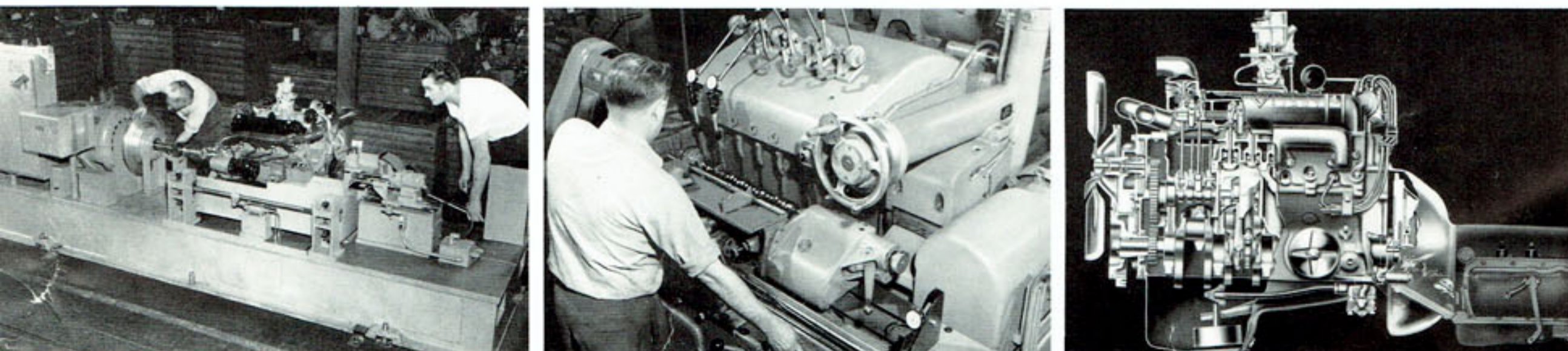


New "Hi-Swirl" combustion chamber provides greater turbulence of the fuel-air mixture for more efficient burning. Higher compression ratio gives marked gains in smoothness, power, and economy of the Cosmopolitan and Capri.

The new Lincoln engine provides compact arrangement of 90-degree cylinders, with short stroke, overhead valving, and extra-rigid, reinforced crankcase. The result is a more power-packed engine for its weight, a real performer.

The new Lincoln engine can take in more fuel-air mixture faster—for greater power—because of its new enclosed concentric carburetor. "Free-Flow" manifolding gives Lincoln balanced combustion, maximum efficiency, added economy.

PRECISION MANUFACTURING



Lincoln precision engineering employs this mass balancing machine to drive engines at speeds up to 1600 rpm. A unique optical indicator locates any lingering unbalance to show operators where to correct the slightest vibration.

Extreme camshaft accuracy is essential to perfect Lincoln performance. Here an operator checks curvature of each cam to accuracy of a millionth of an inch. Every Lincoln engine camshaft undergoes this precision check.

This cutaway view of the new Lincoln engine indicates the importance of Lincoln's precision manufacturing and testing procedures. In this maze of moving parts, every unit must operate efficiently, as your new Lincoln engine does!

HYDRA-MATIC TRANSMISSION

All the responsive power of the Lincoln's new engine is automatically channeled to all of your driving needs through HYDRA-MATIC, the proven, automatic transmission that "thinks ahead" while you drive.

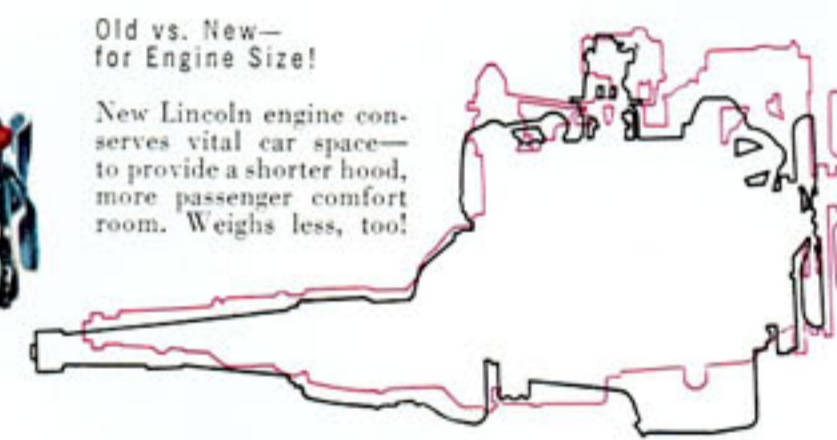
No gears for you to shift. No clutch to press. You simply start the engine, move the steering wheel indicator to "Drive" position, and go. HYDRA-MATIC does the rest!

more compact size • less weight • more power per pound



Old vs. New—
for Engine Size!

New Lincoln engine conserves vital car space—to provide a shorter hood, more passenger comfort room. Weighs less, too!



Old vs. New—
for Better Design!

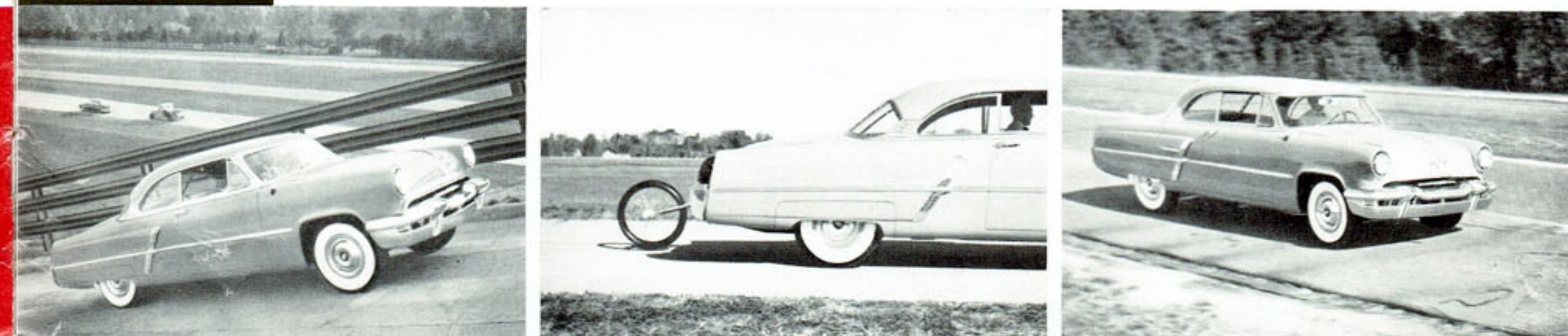
The 1952 Lincoln engine has five bearings as against three for its predecessor. The crankshaft itself is one of the most completely balanced in all the industry for smoother, quieter, longer-lived performance.

Old vs. New—for Greater Efficiency!



With less surplus heat to carry away, the new Lincoln for 1952 employs a more compact, more-efficient radiator.

PRECISION TESTING



Tests on both the proving ground "mountain"—designed to provide a calculable measurement of power vs. performance—and actual mountain country constantly confirm the consistency of the new Lincoln engine's stamina, pulling power, and astonishing "demand" acceleration.

Fuel economy—sterling measure of engine efficiency—was checked both on the test track and secluded mountain test area by means of highly accurate "fifth wheel," and other special measuring devices. Lincoln assures you of full performance for every gallon of gasoline you buy!

This Lincoln engine was thoroughly tested on cross-country highways from coast to coast, from Canada to the Gulf of Mexico. Disguised under different year model body shells, these engines were driven mile on mile at terrific speeds under every road and climatic condition.

built on a superb double-braced CHASSIS

Lincoln FOR 1952

the Cosmopolitan and the Capri

engine specifications . . .

TYPE: The new 1952 Lincoln engine is an advanced-design, overhead valve, 90° V-type eight, developing 160-horsepower at 3900 rpm. Bore, 3.80 in.; stroke, 3.5 in. Displacement, 317.5 cu. in. Compression ratio, 7.5:1. Counter-balanced crankshaft with five selectively-fitted main bearings of replaceable, micro-babbitt precision type. Slipper-type aluminum-alloy pistons with steel-strut inserts for controlled expansion. Silent chain-driven camshaft. Two compression rings, and one oil ring. Top ring chrome plated for long life. Rotating-type valves with self-adjusting hydraulic valve lifters.

LUBRICATION: Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Full-flow oil filter. Positive crankcase ventilation. Oil capacity, 5 quarts.

COOLING: Single, high-capacity water pump, permanently lubricated. Full-length water

jackets for efficient cooling and better oil economy. Automatic by-pass thermostat for quick warm-up. Lo-speed, 4-blade silent fan. Highly efficient radiator. Coolant capacity, 24.5 quarts.

FUEL SYSTEM: Dual-downdraft, concentric-bowl carburetor of simplified design, mounted inside oil-bath air cleaner. Automatic idling control. Automatic choke with manifold-mounted heat control. Camshaft-driven diaphragm-type fuel pump with vacuum booster for constant-speed windshield wiper operation. Fuel tank capacity, 21 gal.

ELECTRICAL: High-capacity, 63-plate, 110-ampere-hour battery. High-capacity 42-ampere generator with automatic current and voltage control. Ratchet-type starter with 16.9 to 1 cranking ratio. High-speed, single breaker-arm distributor with full-vacuum type automatic spark control.

chassis specifications . . .

DIMENSIONS: Wheelbase, 123 in. Over-all length, 214.1 in. Over-all width, 77.5 in. Over-all height, 62.6 in. Tread, 58.5 in. both front and rear.

FRAME: Extra-rigid, heavy steel, cold-riveted and welded, X-member construction with K reinforcement and six cross-members. "Customized" Convertible and Coupe frames have additional reinforcement for extra body support.

BODIES: All-steel, heavily reinforced with welded steel floor. Insulated with Fiberglas pads and other materials against heat, cold, noise, and dirt. Roomy luggage compartment with scissor-type hinges and counterbalanced lid for easy opening. Spare tire and wheel mounted at right of compartment for greater accessibility.

WHEEL SUSPENSION: Independent front-wheel suspension of ball-joint type with coil springs. Telescopic-type hydraulic shock absorbers mounted inside springs. Rear springs are

longitudinal semi-elliptic type with full-length liners which require no lubrication. Telescopic rear shocks are "sea-leg" mounted to cushion both shocks and sidesway.

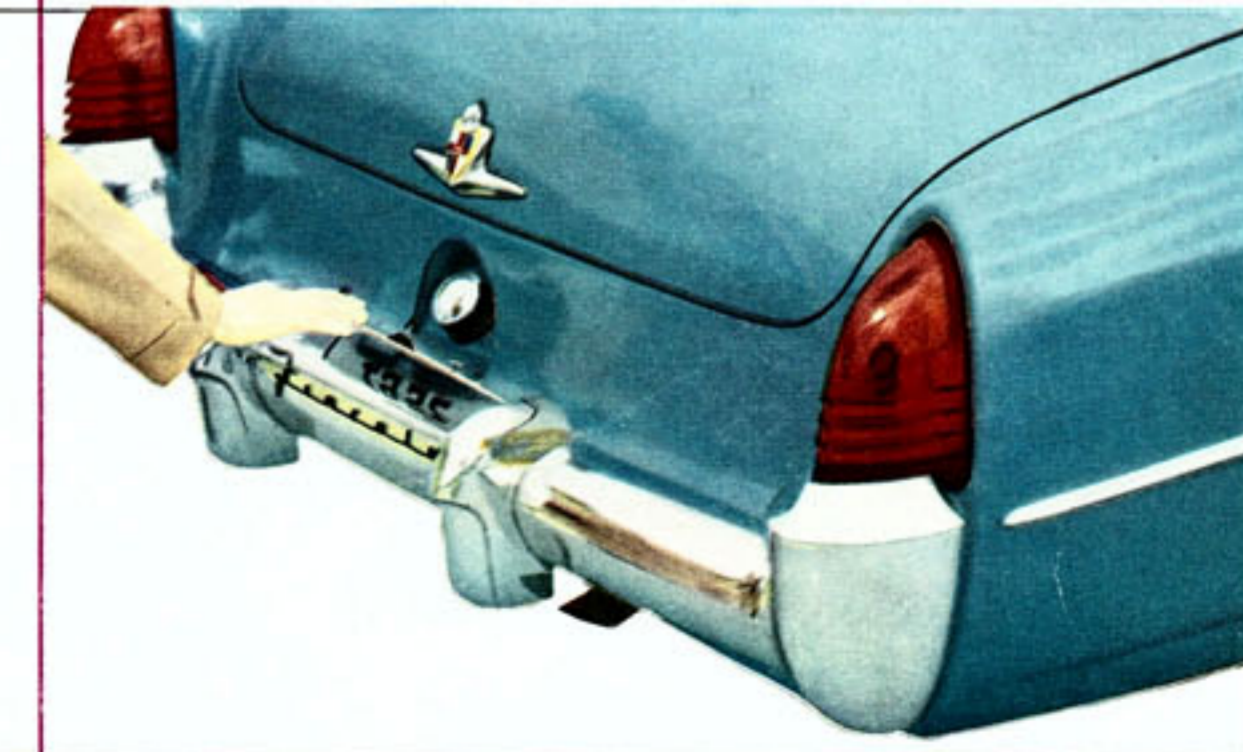
HYDRA-MATIC TRANSMISSION: Four-speed, fully automatic planetary gear set operating in conjunction with highly efficient fluid coupling. No clutch pedal. Drive selector mounted on steering column. Ratios: 1st—3.82; 2nd—2.63; 3rd—1.45; 4th—1.00; reverse—4.30. Oil capacity, 11 quarts.

DRIVE: Hotchkiss drive with tubular propeller shaft. Semi-floating rear axle with hypoid ring gear and pinion. Rear axle gear ratio: 3.15 to 1.

All Lincoln cars available with electric window lifts and automatic front seat adjustment at extra cost. White side-wall tires, when available, also supplied at extra cost.

THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS BROCHURE WAS APPROVED FOR PRINTING. LINCOLN DIVISION OF THE 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.

design that works for you makes Lincoln the car for modern living

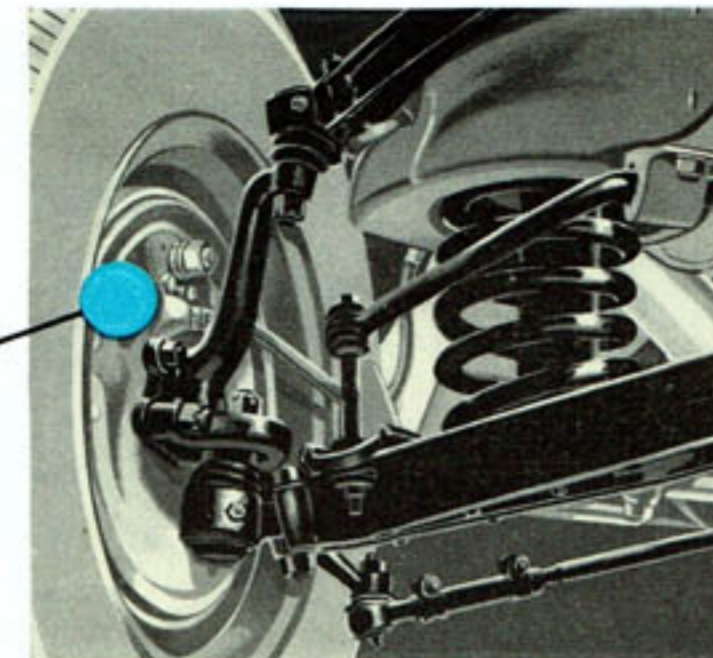


commanding simplicity . . . and distinction

Look at the distinguished frontal design and discover how beautiful pure function can be! This massive grille combines a decorative air intake for Lincoln's new engine with the protection of a sturdy bumper. And it houses parking and directional lamps in recessed ports, protected from possible damage when parked.

smartness with a practical purpose

Even the location of the gas tank filler opening brings Lincoln's true functional design into focus. No longer need you head for a particular side of the pump. Just take the side that's handiest. Lincoln designers have located this necessity right in the middle of the car's rear, ingeniously concealed behind license plate.

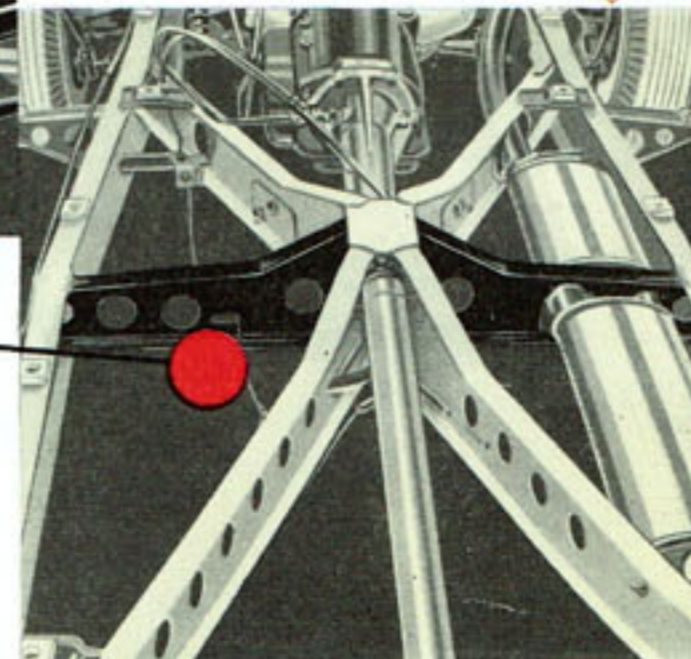


new ball-joint front suspension

First on any American production automobile is Lincoln's new Ball-Joint Front Suspension. In this advanced design, massive ball-joint sockets eliminate the need for kingpins—give more stress-resistant construction. Result is smoother ride, superb steering control at all speeds.

additional frame reinforcement

The new Lincoln frame includes an extra heavy support between the "X" member and side rails.

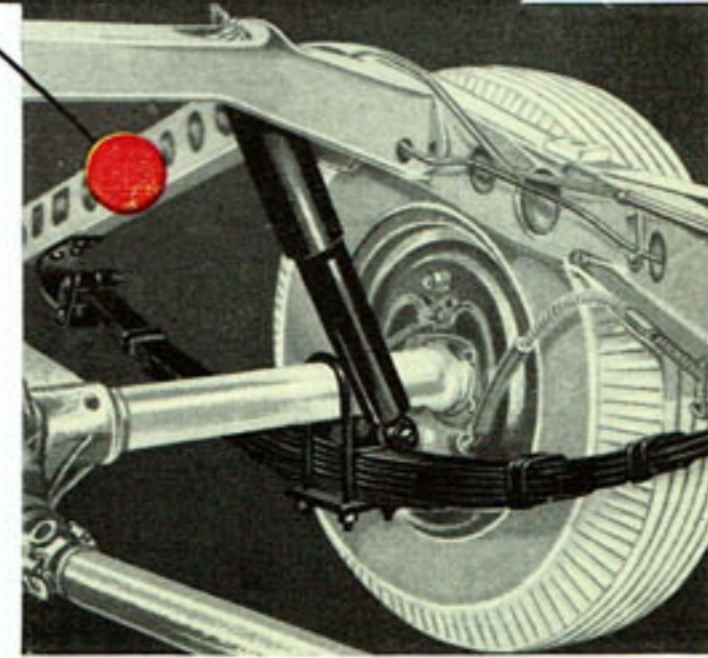
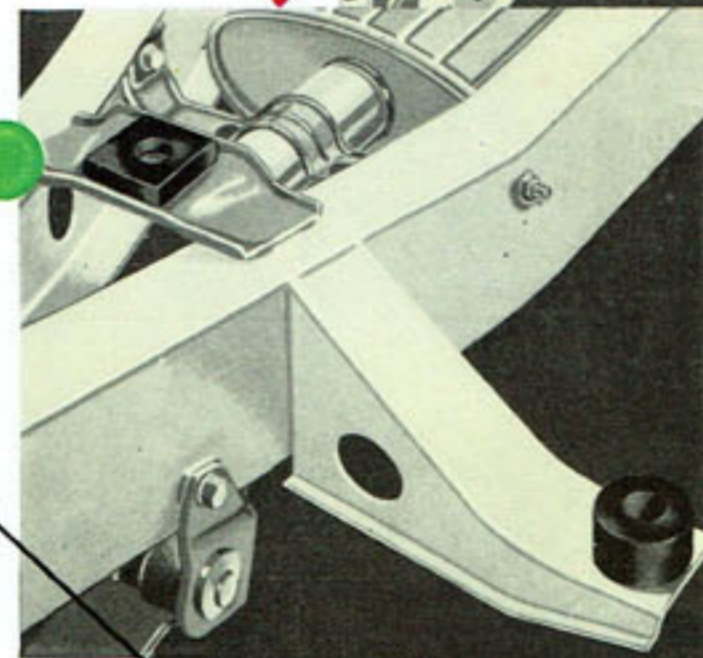


new rear suspension improvements

Lincoln rear springs are of the new wide leaf type, each reinforced with dual shock pads for better spring action. Along with oversized "Jumbo" shock absorbers, these improvements give softer, steadier, better controlled ride.

new-type body mounting pads

Acting as filtering points, Lincoln's 23 pads and their mounting bolts insulate the body from all vibration, yet permit needed flexibility of movement and secure attachment of body to frame.



larger, better brakes Lincoln for 1952 presents "auto-action" braking—featuring an aircraft pendant-type brake pedal with dash-mounted master cylinder for precision response to the driver's requirements under every driving condition.

designed to absorb vibration . . . reinforced to resist road shock

The chassis under your 1952 Lincoln Cosmopolitan or Capri is also completely new.

What's more, it's designed as far more than a mere structural framework to support engine and body and locate wheels and springs. Actually, it's the basic foundation for Lincoln's comfort, for, in addition to providing solid roadability, strength without needless

weight, and rigidity to offset severest road shocks, it performs another function.

This chassis serves additionally as a "filtering panel" which absorbs fatigue-making vibration. All motor impulses, all road surface variations are absorbed in its deep frame channel members and the skyscraper crossings of their reinforcing braces.

LINCOLN

COSMOPOLITAN AND CAPRI

the first fine cars deliberately designed for modern living



nothing could be finer