

AMERICA'S MOST

**DISTINCTIVE CARS**

BRING YOU

***HYDRA-MATIC*** **TRANSMISSION**

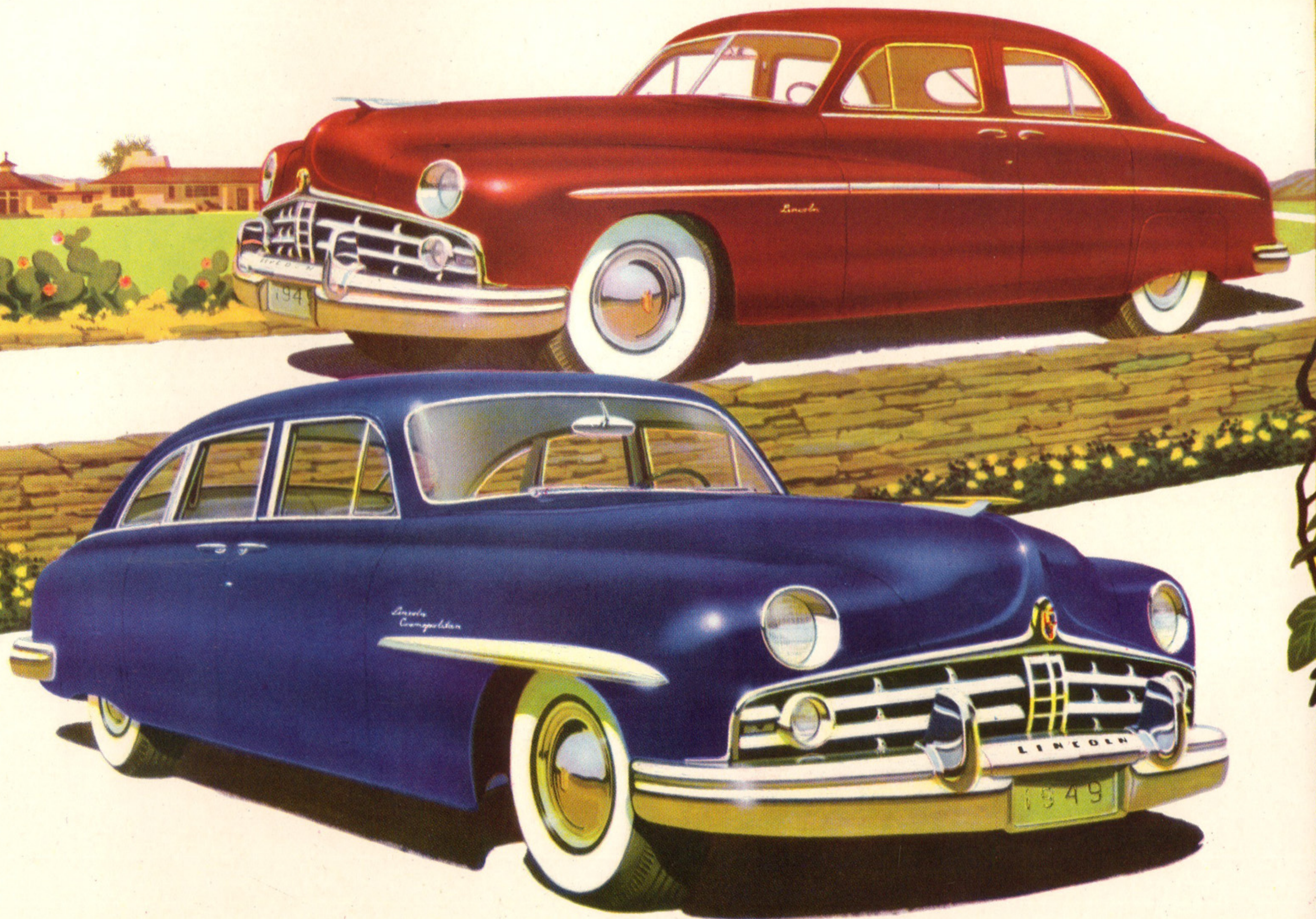
**ON THE**

*1949 Lincoln* **AND**  
*Lincoln Cosmopolitan*



The *1949 Lincoln* and  
*Lincoln Cosmopolitan* with

**HYDRA-MATIC Transmission\***



\*Optional equipment at extra cost



*Lincoln* — MAKER OF AMERICA'S **MOST DISTINCTIVE CARS** BRINGS YOU  
THE WORLD'S FINEST AUTOMATIC SHIFTING—

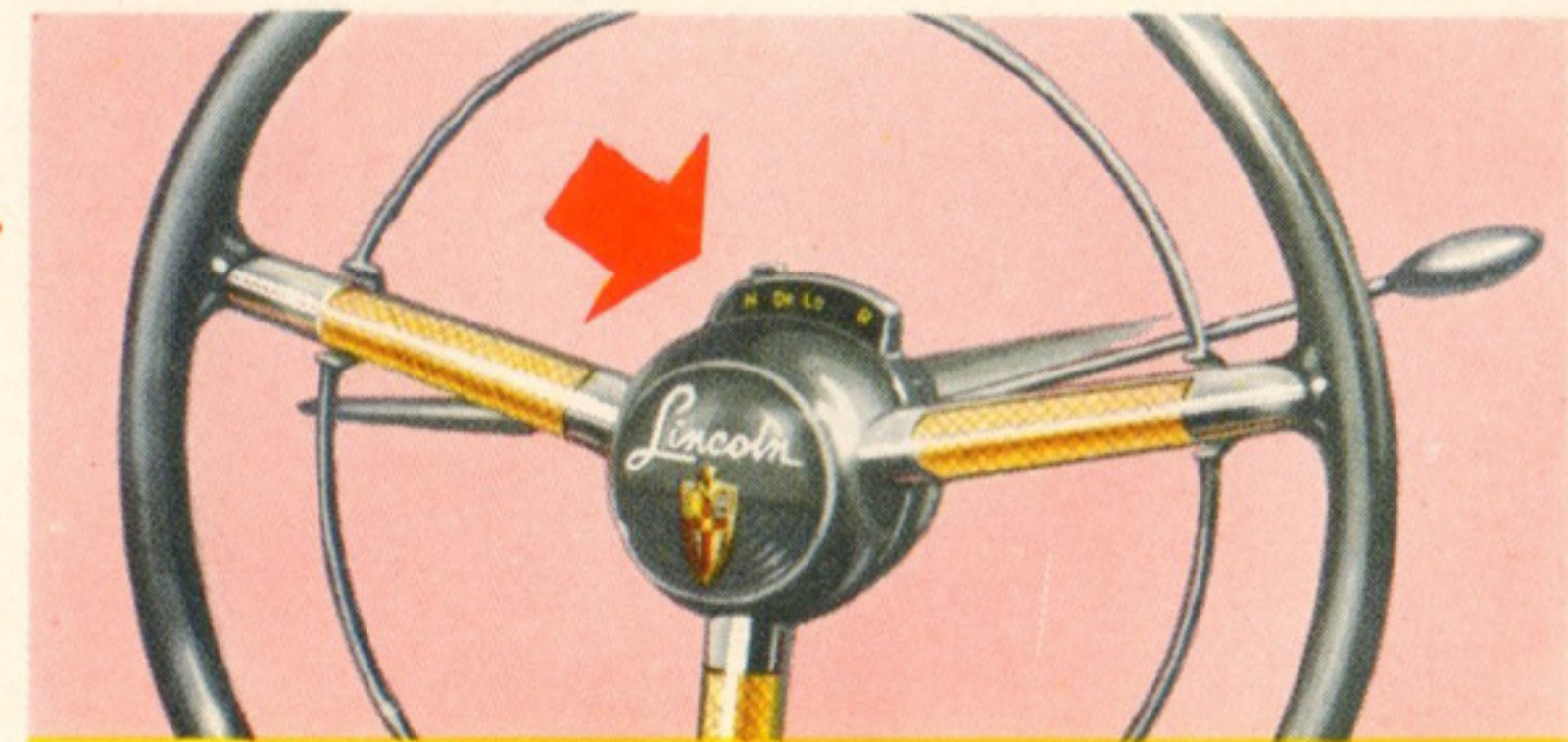
## **HYDRA-MATIC Transmission**

*. . . a road-proven, really  
dependable automatic transmission  
that "thinks" while you drive.*

What is **HYDRA-MATIC?**

To you it means a new experience in driving pleasure. You can drive for hours on end *without shifting*—stop at intersections, drive through traffic, climb hills . . . and all with greater safety, comfort, gasoline economy, smoothness, and power.

Simplicity is the keynote of this great "automatic transmission." When you get behind the wheel, you'll notice at once that there is no clutch pedal; the conventional gear shift has been replaced with a drive selector lever and indicator. This lever rarely needs to be touched except when starting the car or to change from forward speed to reverse.

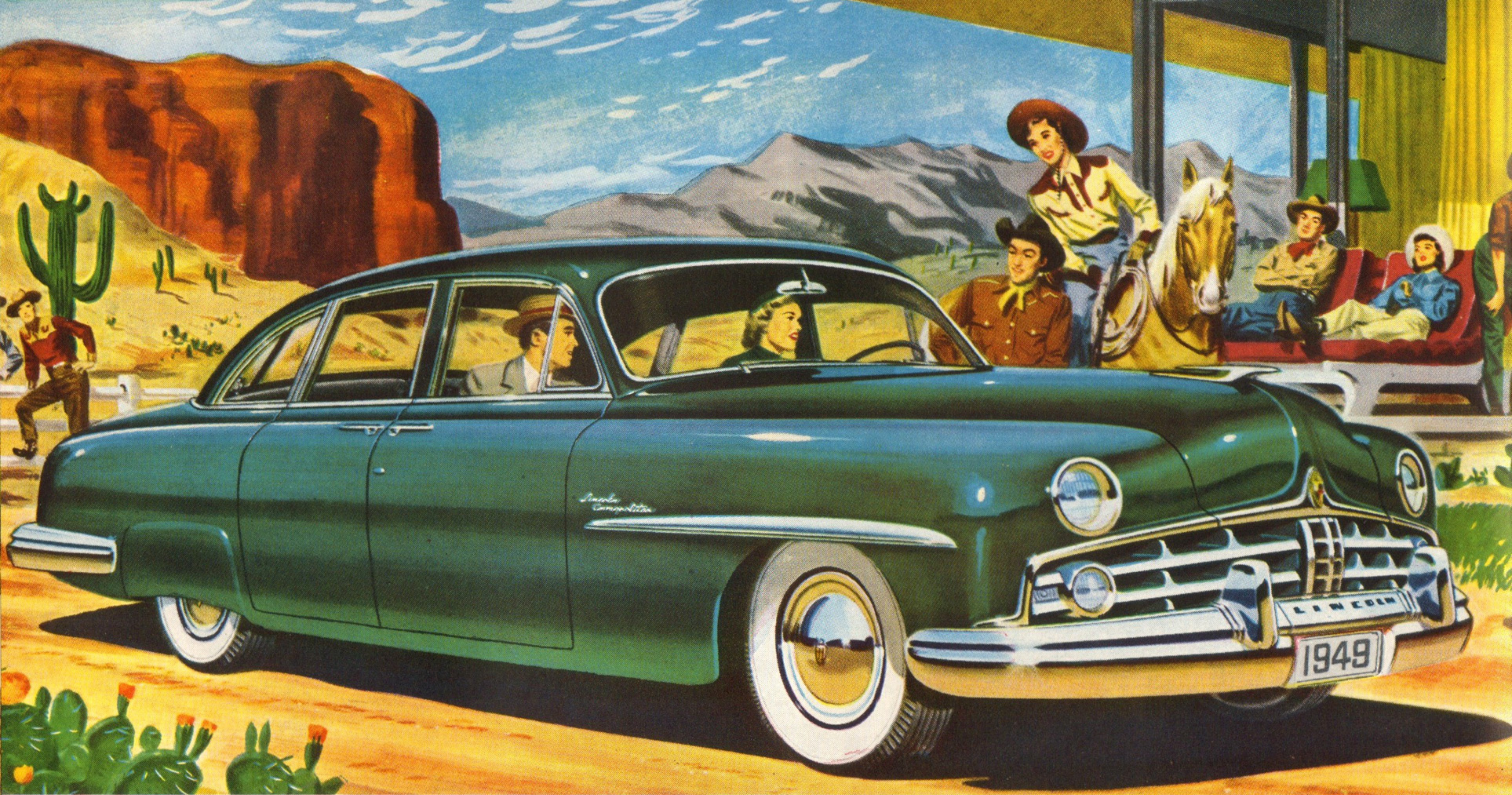


The Drive Selector Lever and Indicator



NOTE: There's no clutch pedal  
with HYDRA-MATIC





The miles seem shorter with **HYDRA-MATIC**



**HYDRA-MATIC** BRINGS YOU REALLY

**RESTFUL**

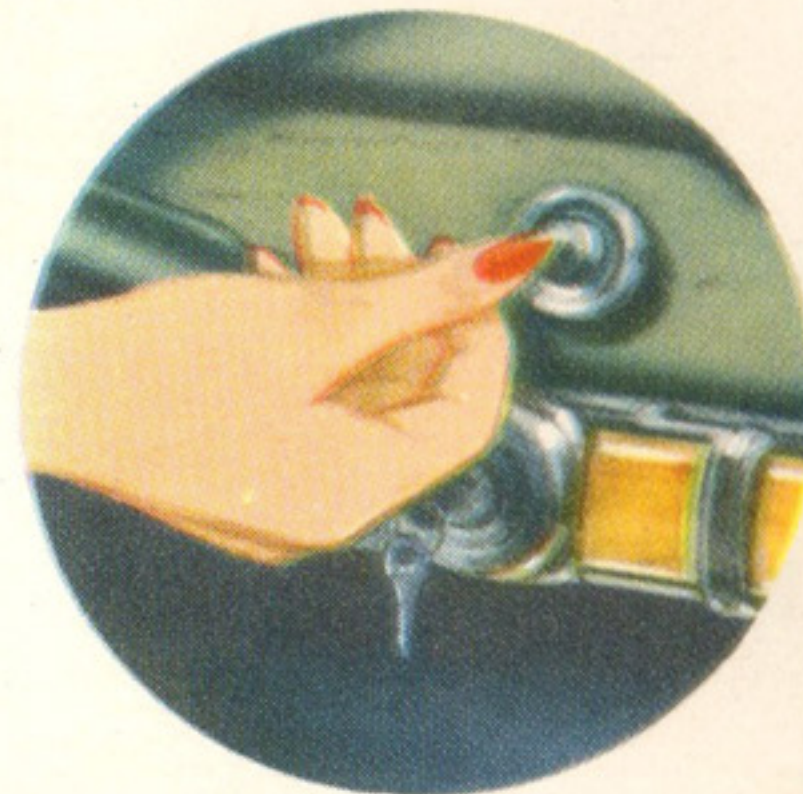
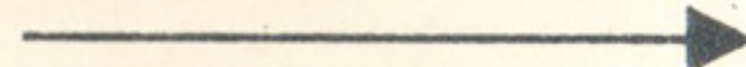
DRIVING

Yes, that's what you get when you drive a new 1949 Lincoln or Lincoln Cosmopolitan with HYDRA-MATIC transmission . . . motoring that's as restful as riding on a cloud! Because there is no tiresome gear shifting for you to do, Just step on the accelerator—and go. HYDRA-MATIC transmission "masterminds" everything by shifting gears for you *automatically* . . . eliminating all the old-fashioned, unnecessary driving steps. You cruise along in a super-smooth, super-quiet fourth speed.

. . . **AS EASY AS**

*And there's nothing new to learn. It's just a matter of getting used to your new-found driving freedom. Here's all you do to get under way in your new 1949 Lincoln or Lincoln Cosmopolitan.*

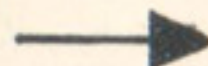
1



**START THE ENGINE . . .**

*. . . an easy pressure on the starter button and you're ready to . . .*

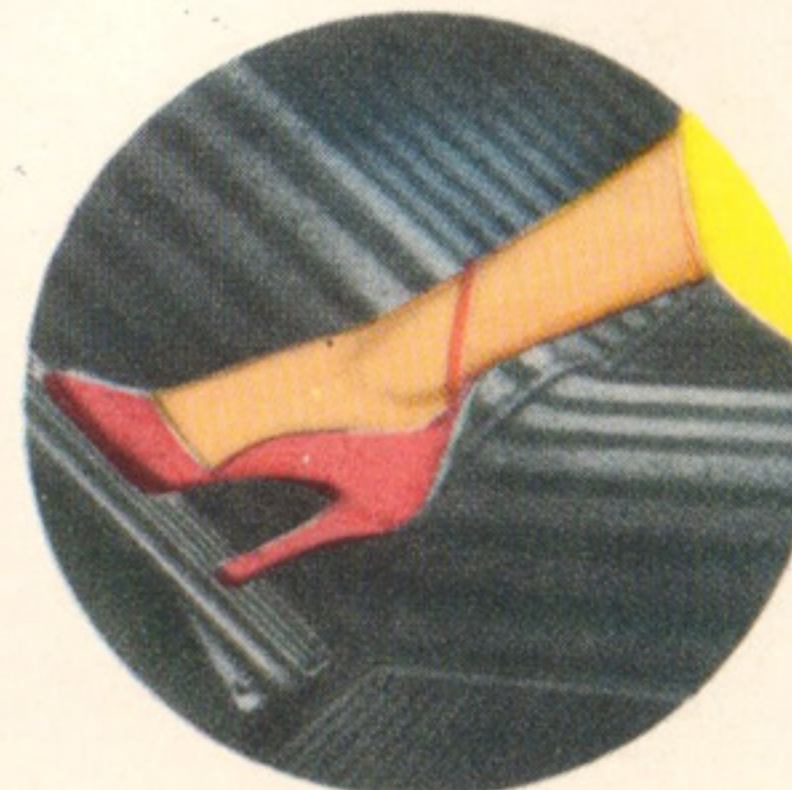
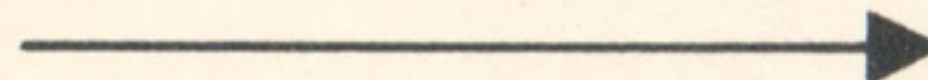
2



**SET THE LEVER . . .**

*. . . on "DR." With both hands on the wheel for safer driving you're set to . . .*

3



**GO . . .**

*. . . your foot on the accelerator does the rest. To stop, merely step on brake pedal.*





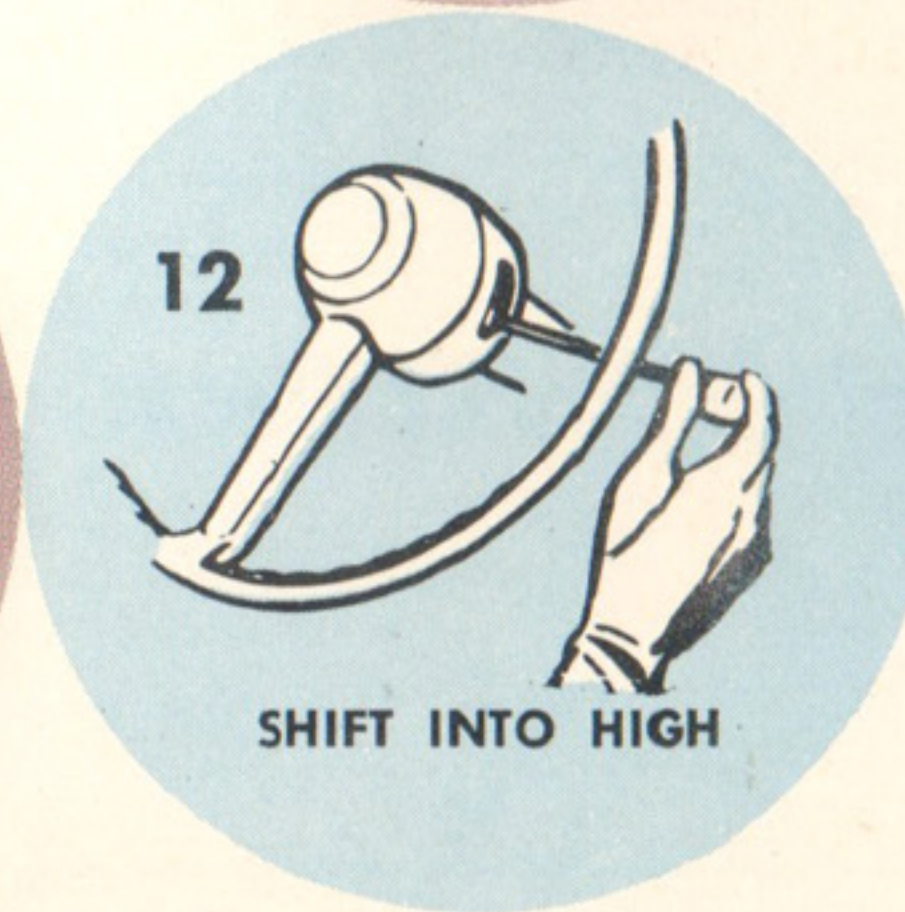
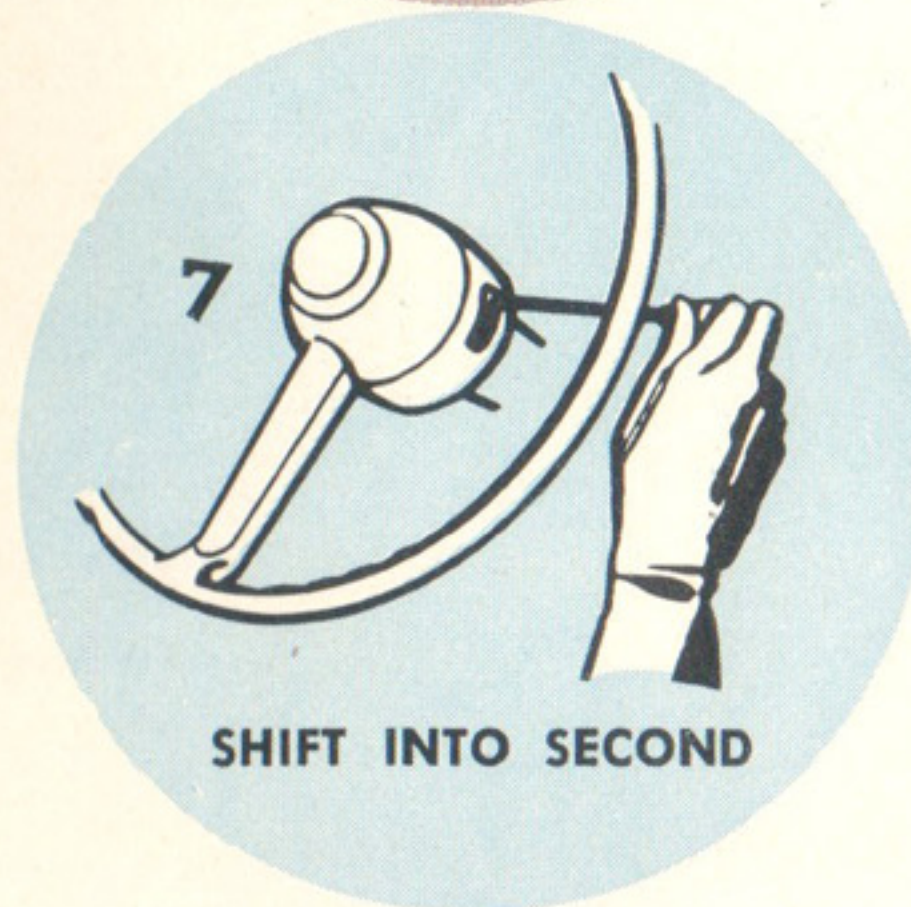
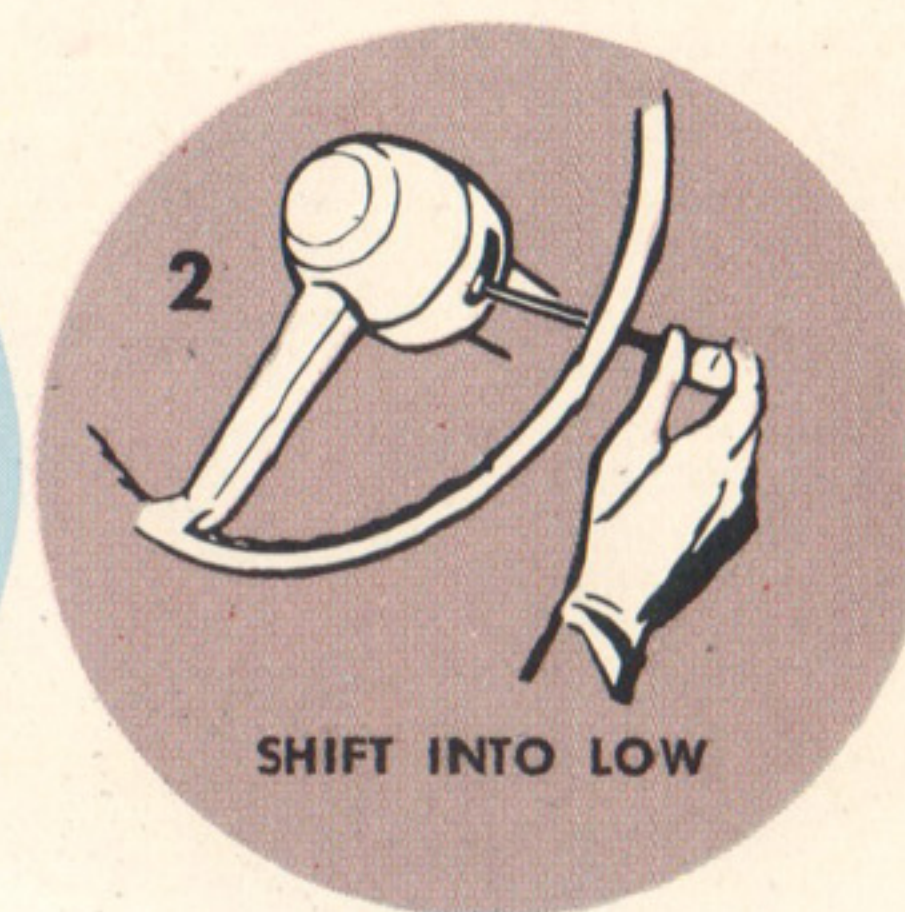
The *1949 Lincoln* and *Lincoln Cosmopolitan*  
with **HYDRA-MATIC Transmission** are ideal  
for **stop-and-go** city traffic driving.



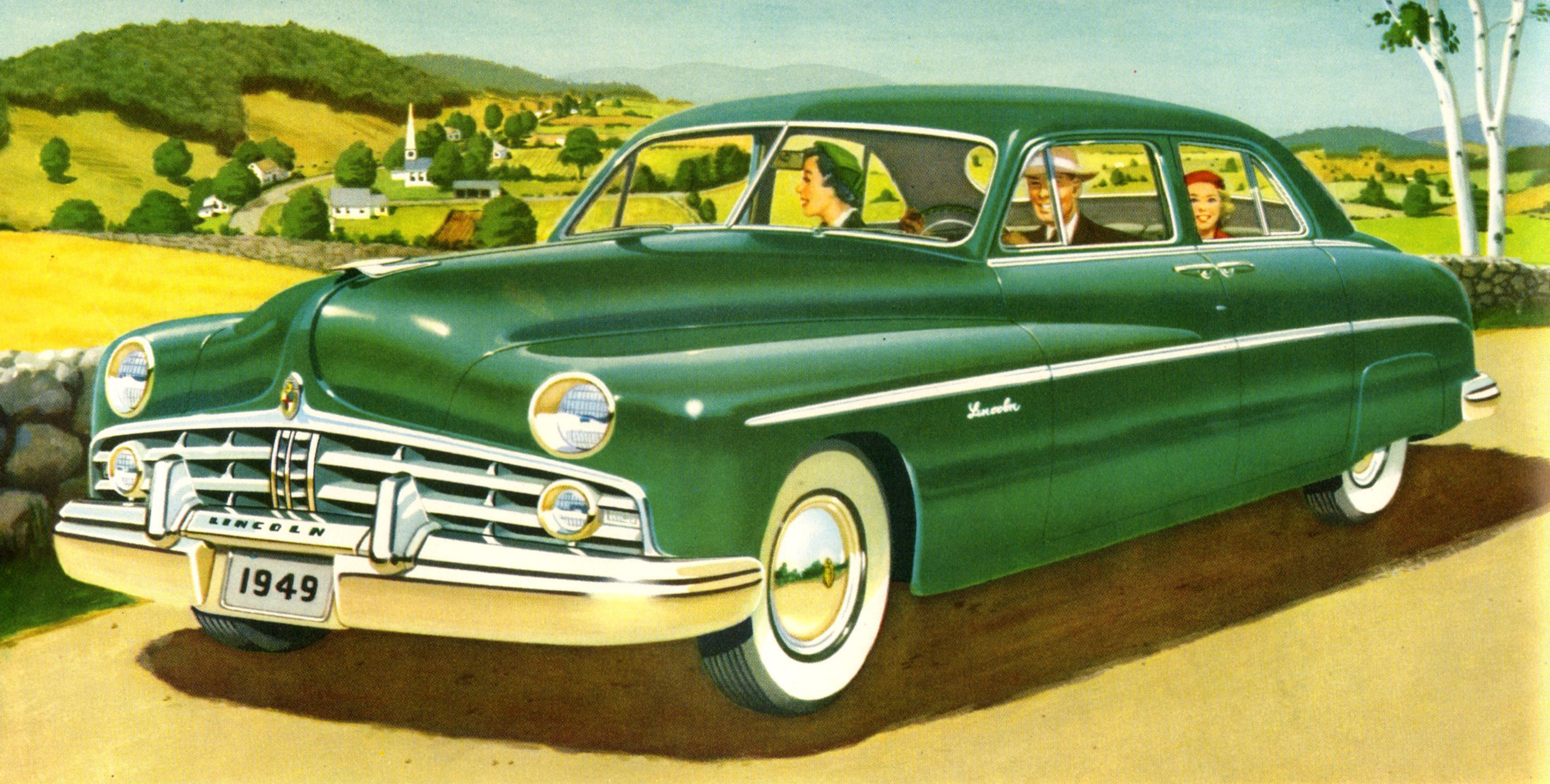
With **HYDRA-MATIC** you can forget about these old-fashioned driving operations.

## 13 DRIVING OPERATIONS ELIMINATED!

Start the engine, set the selector to "DR" (for "drive"), and step on the gas . . . that's all there is to it. There is no clutch pedal to push, no manual shifting for all normal forward speeds.







You'll appreciate the new **smoothness** and **driving comfort**  
you get with **HYDRA-MATIC Transmission.**

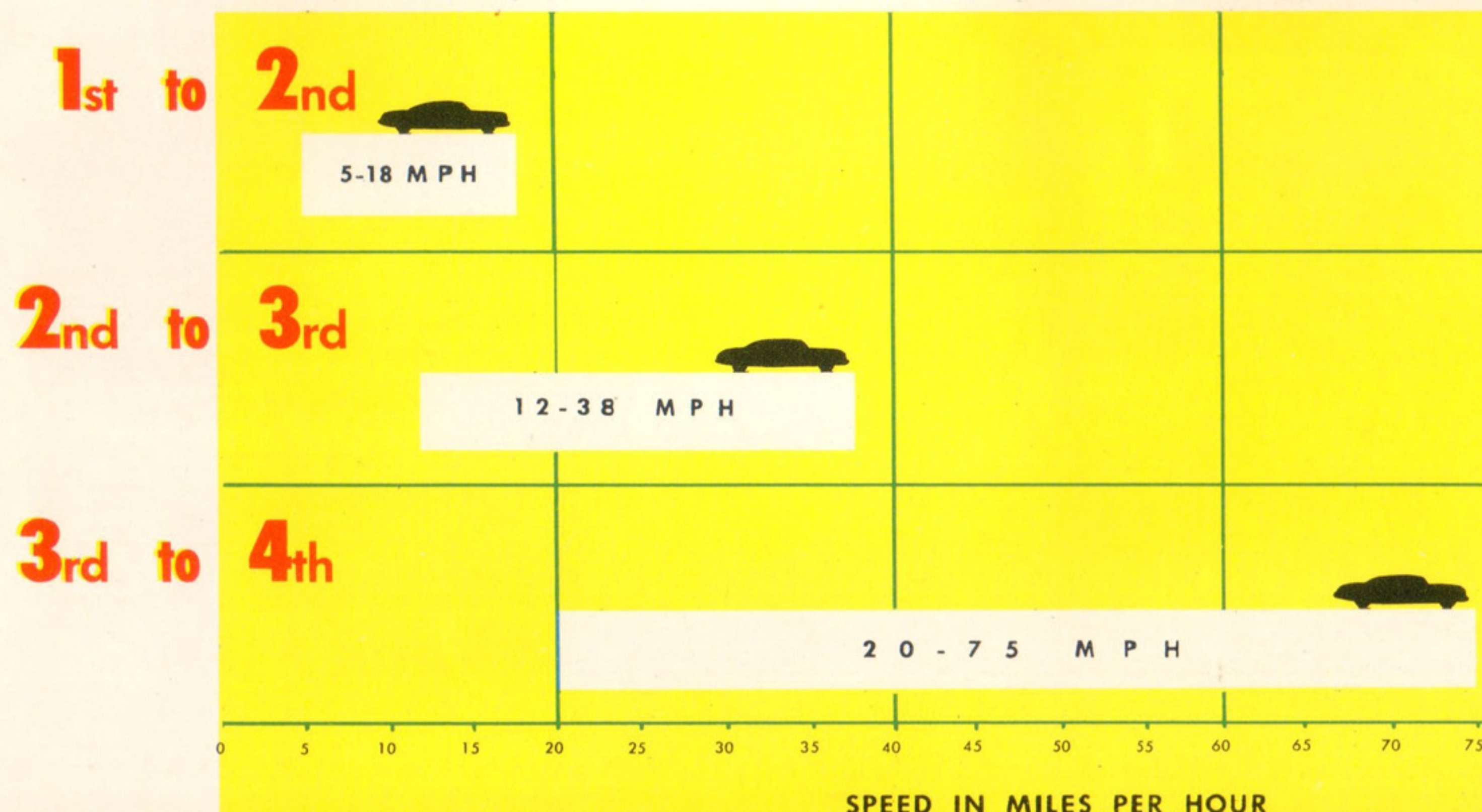


**"THINKS"**

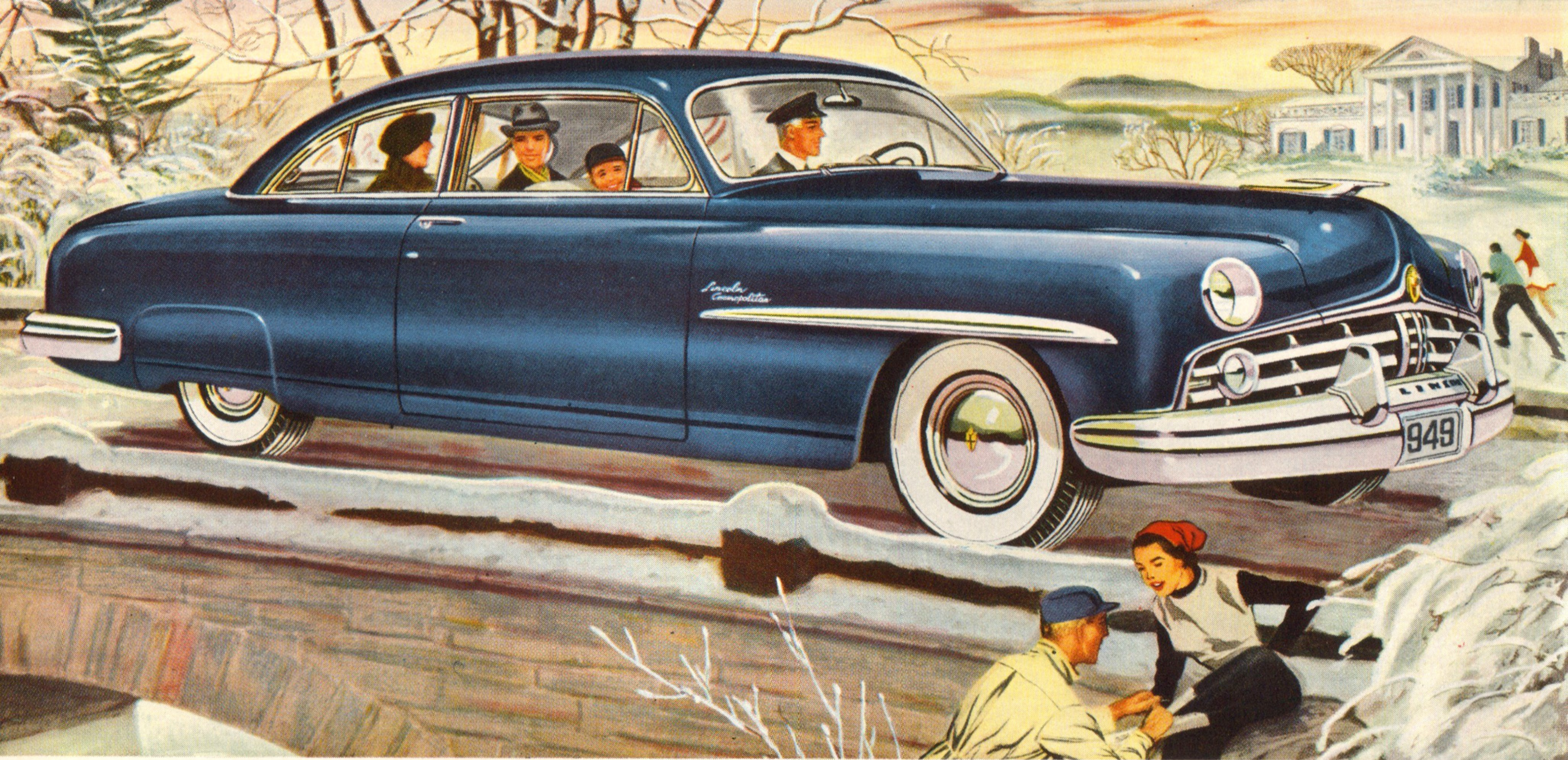
**WHILE YOU DRIVE** No matter what the driving conditions—cross-town or cross-country, on hills or straightaways—your engine is always operating at the "right" speed for the smoothest, most practical performance. "Shifting" takes place at just the right moment—responding automatically to the position of the accelerator and the speed of the car. Strain and wear on the engine caused by "early" shifting and excessive gasoline consumption caused by "late" shifting are both eliminated.

**AUTOMATICALLY** SHIFTS AT SPEEDS TO SUIT YOUR NEEDS

(EXACT SHIFTING SPEEDS DEPEND ON "**HARD**" OR "**SOFT**" ACCELERATOR PRESSURE)







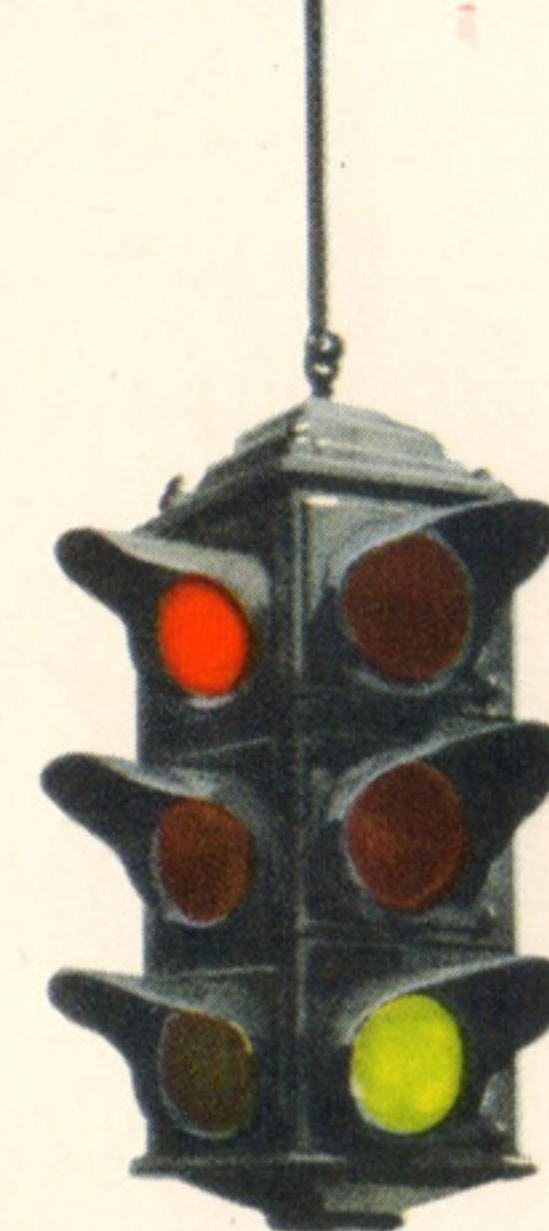
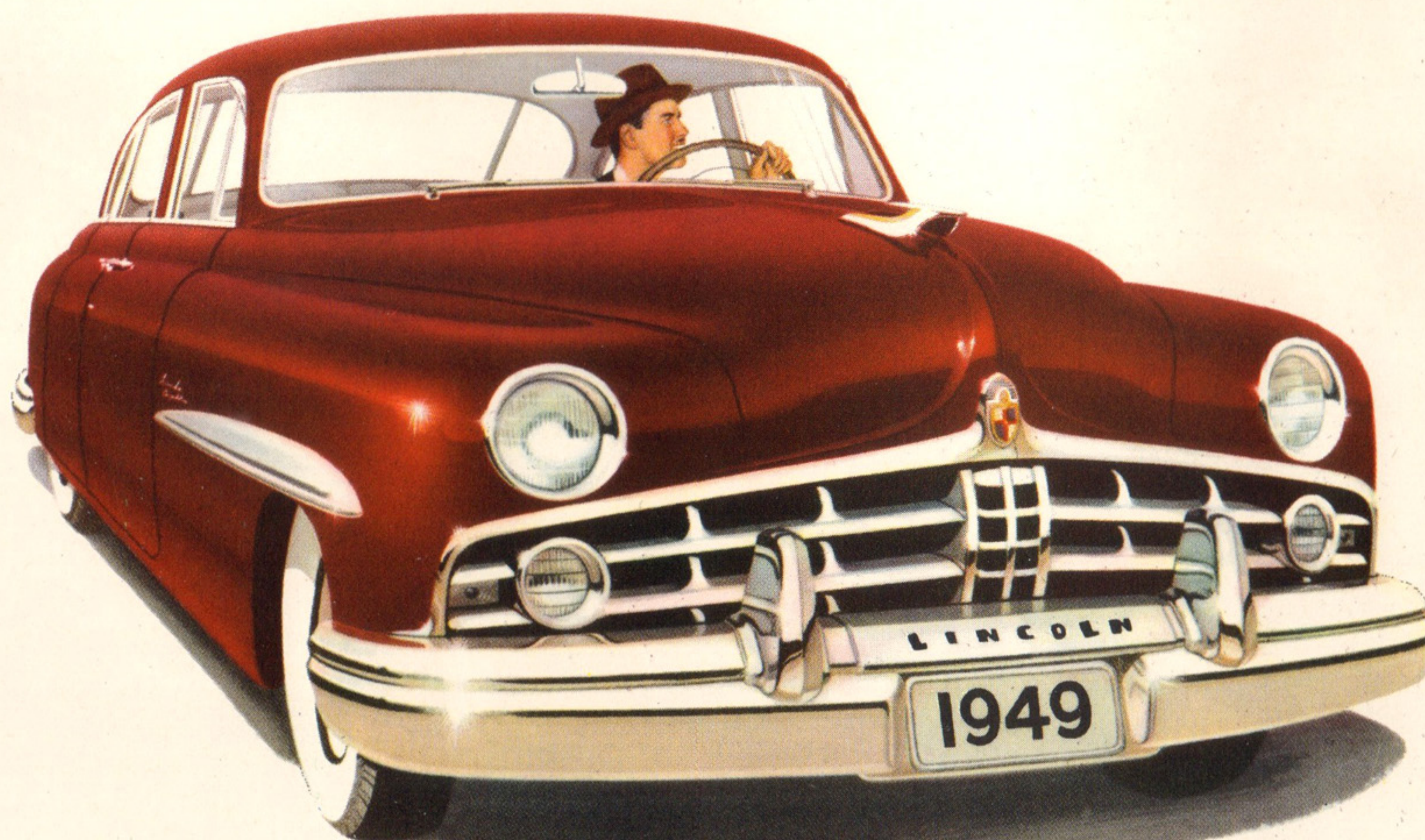
You can depend on **HYDRA-MATIC**  
for smooth starts in any weather.



YOU GET **S-M-O-O-T-H** FAST STARTS

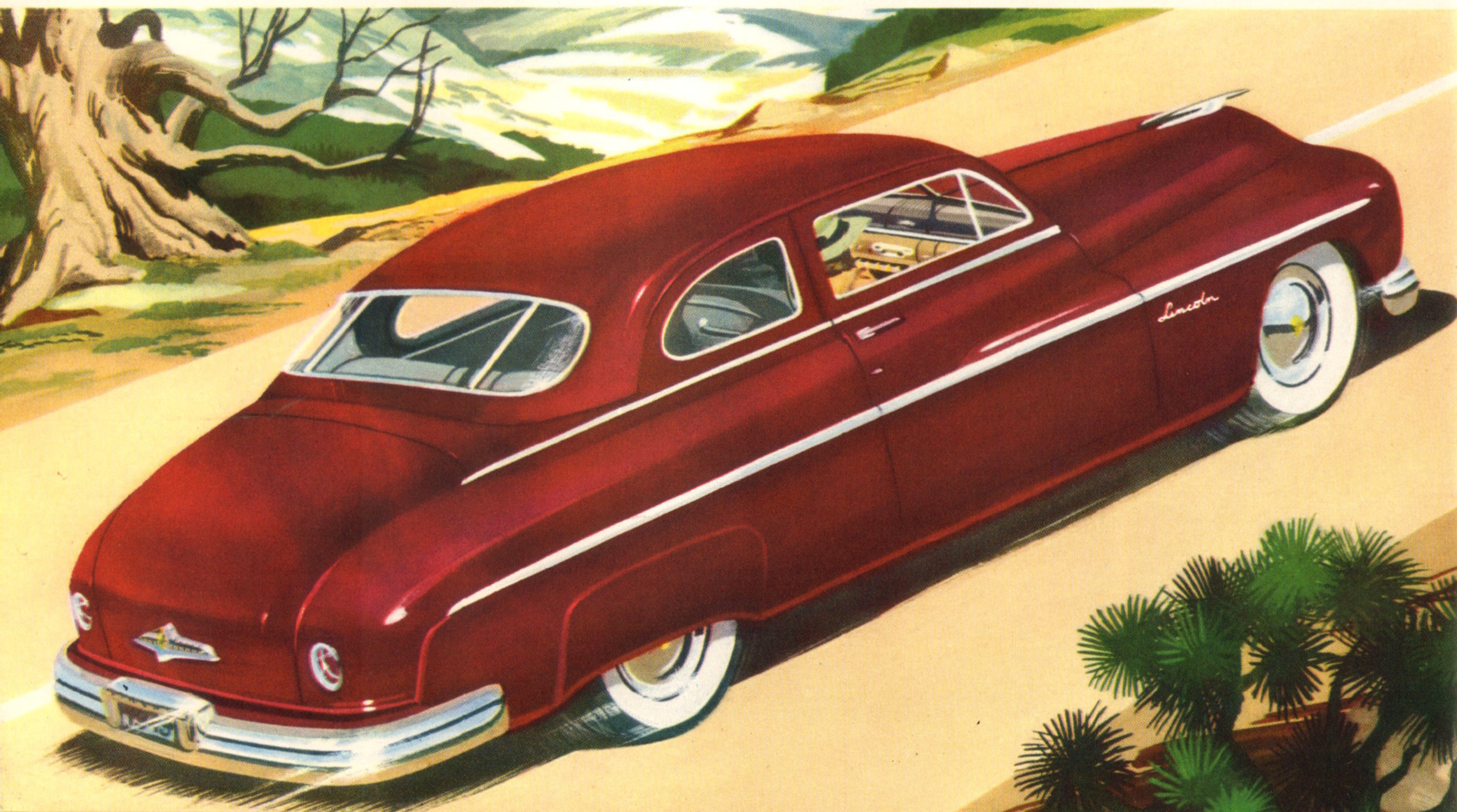
**HYDRA-MATIC** delivers power smoothly from engine to drive-shaft through a cushion of oil. (Just remember to stop in at your Lincoln Dealer's every 15,000 miles. His check-over of your engine and HYDRA-MATIC system will assure you of top operating efficiency.)

Anyone can be an "expert" driver. It is virtually impossible to stall. There is no embarrassing gear grinding, no jerky starts, no excessive rear-tire wear. You start "rolling" with a silken smoothness that's easy on you and your car.





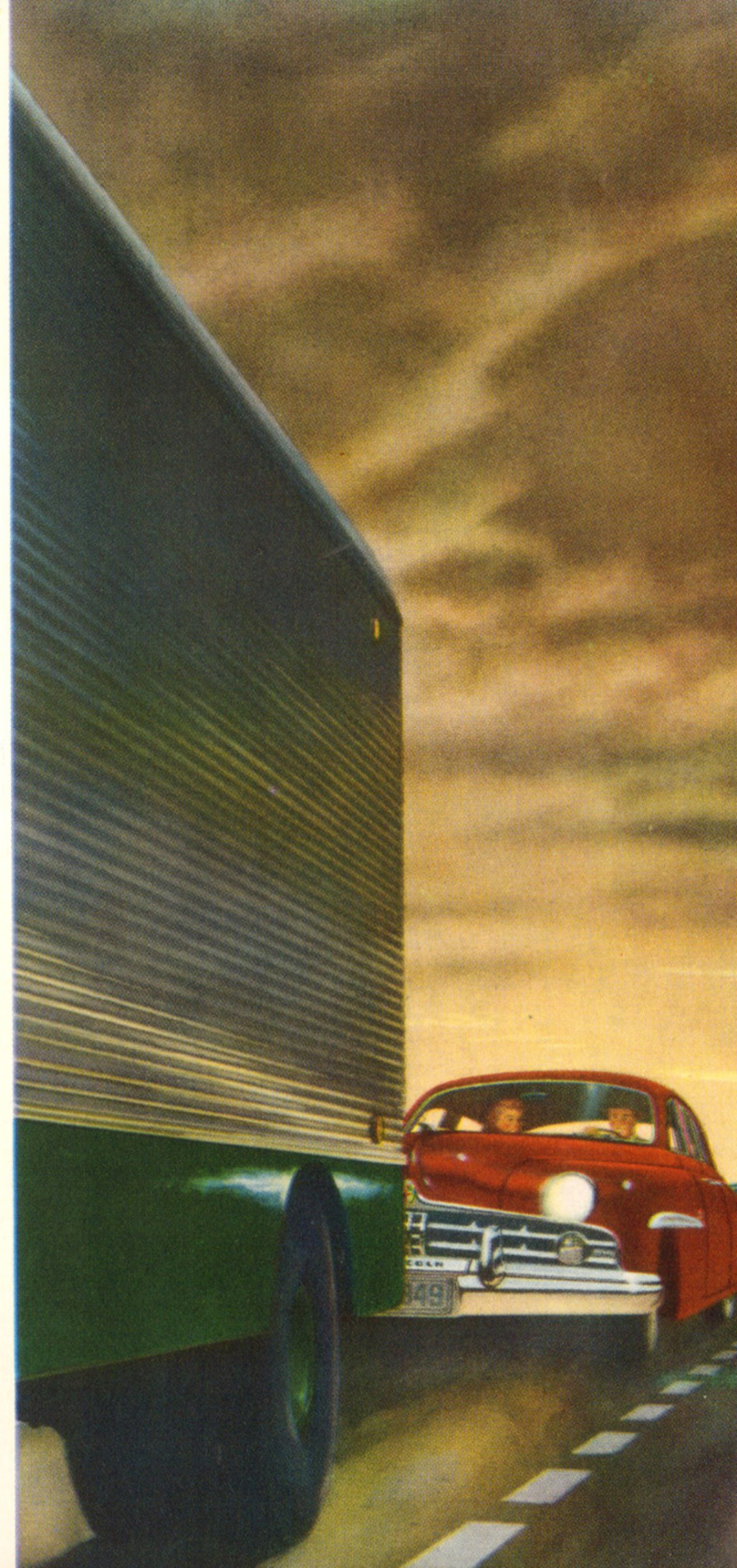
Hills flatten out at the touch of your toe  
with **HYDRA-MATIC**





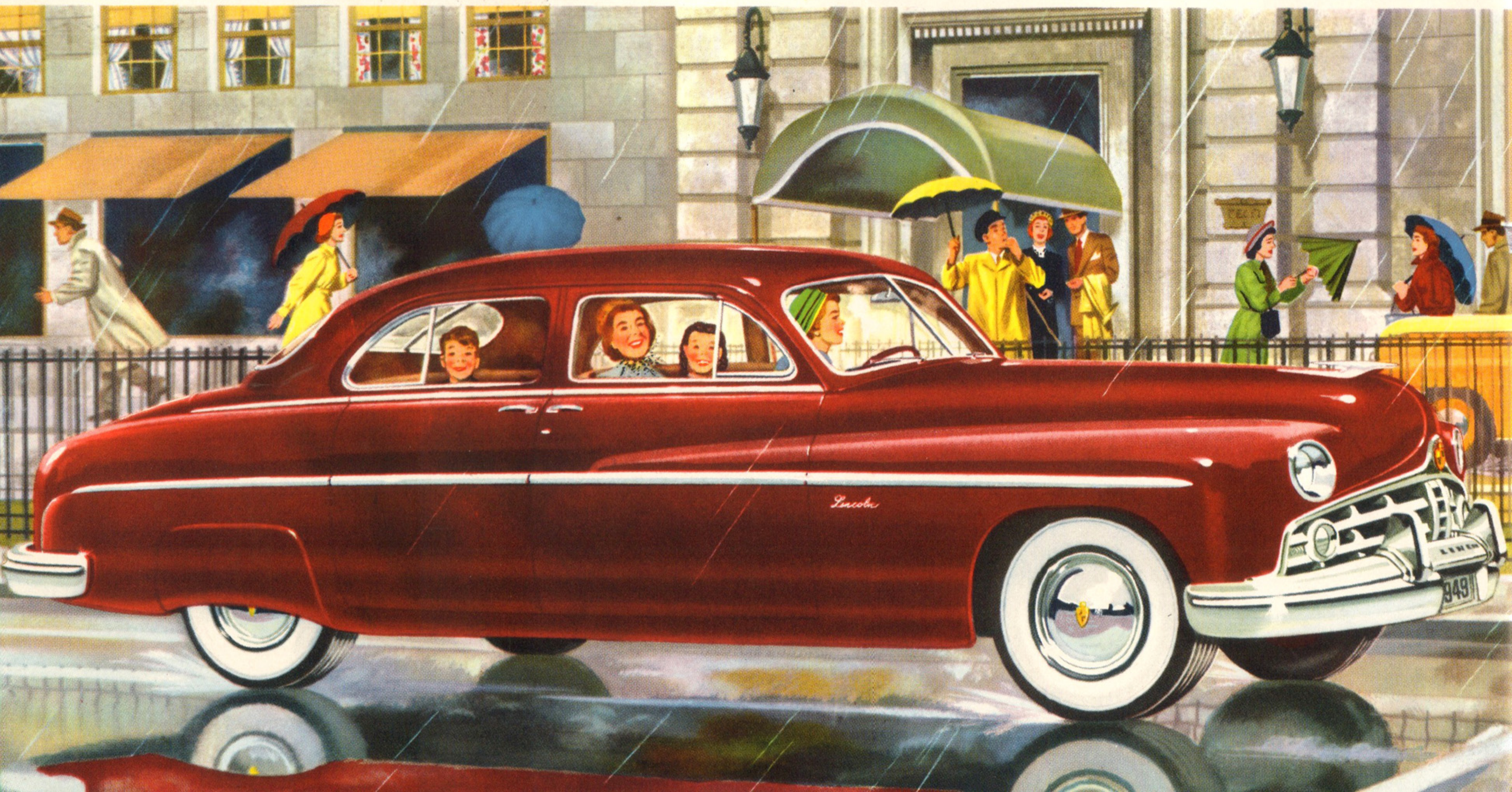
THERE'S A RESERVE  
OF **"GET-AWAY"** POWER  
FOR HILLS AND PASSING

For the pick-up you want when passing or on hills, just press down hard on the accelerator and automatically you are shifted to third. You "zoom" out front! Ease up on the gas pedal slightly, and you're back in the smooth, more economical fourth speed.





There's safety for you and your family with **HYDRA-MATIC**



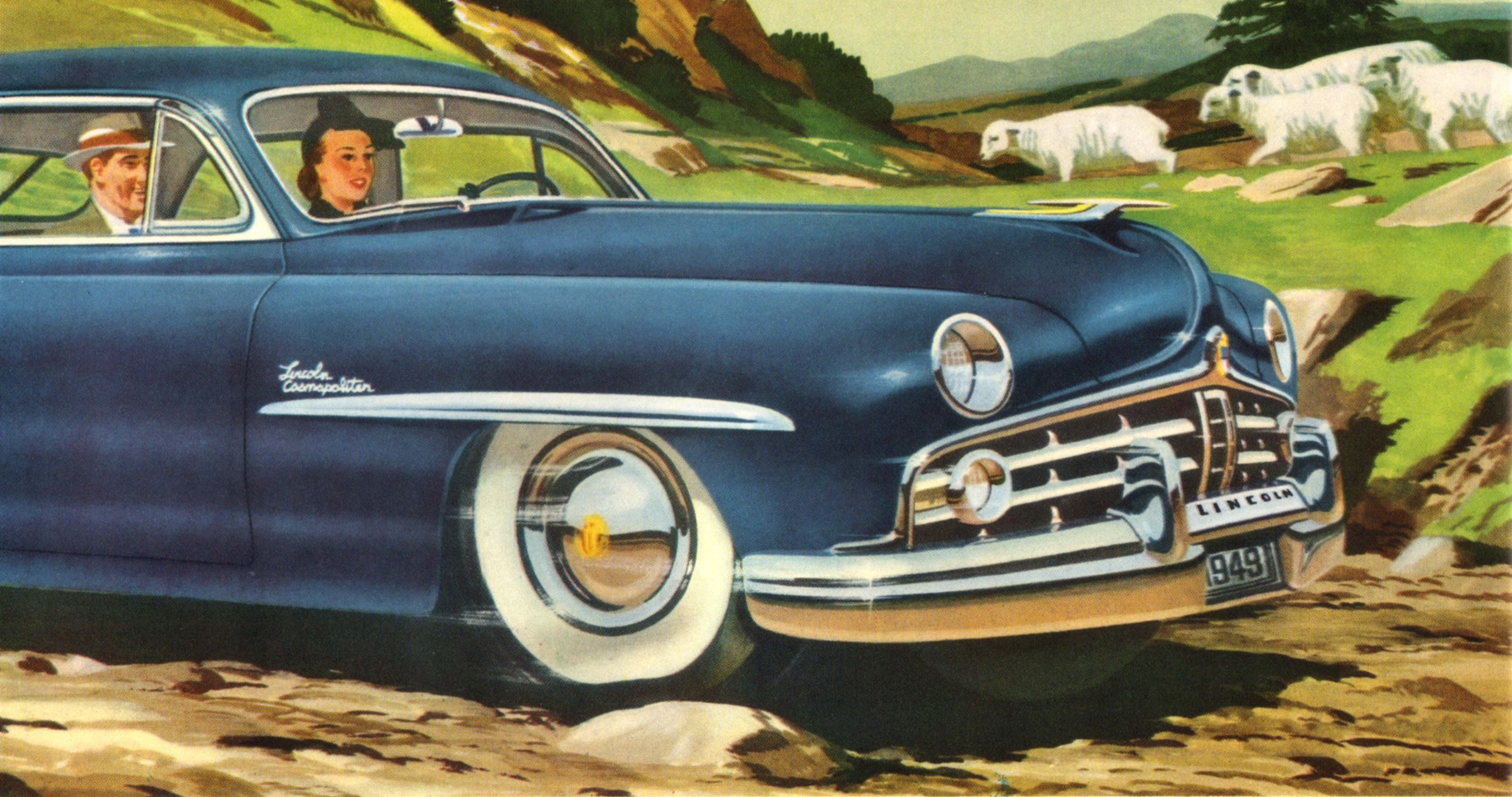


## YOU ARE **SAFER** WITH **HYDRA-MATIC**

Even when maneuvering in traffic, you can relax when driving. Your car is always "in gear"—under control. Since you do not have to shift, you always have a free hand for signaling. At night, your left foot, which never has any work to do, is always available for tripping the head lamp switch for the high and low beam. At a traffic light on a hill, gentle pressure on the accelerator will hold the car stationary. You do not need to use your parking or foot brake to prevent rolling backwards; you're ready for a quick, smooth, getaway when the light changes.







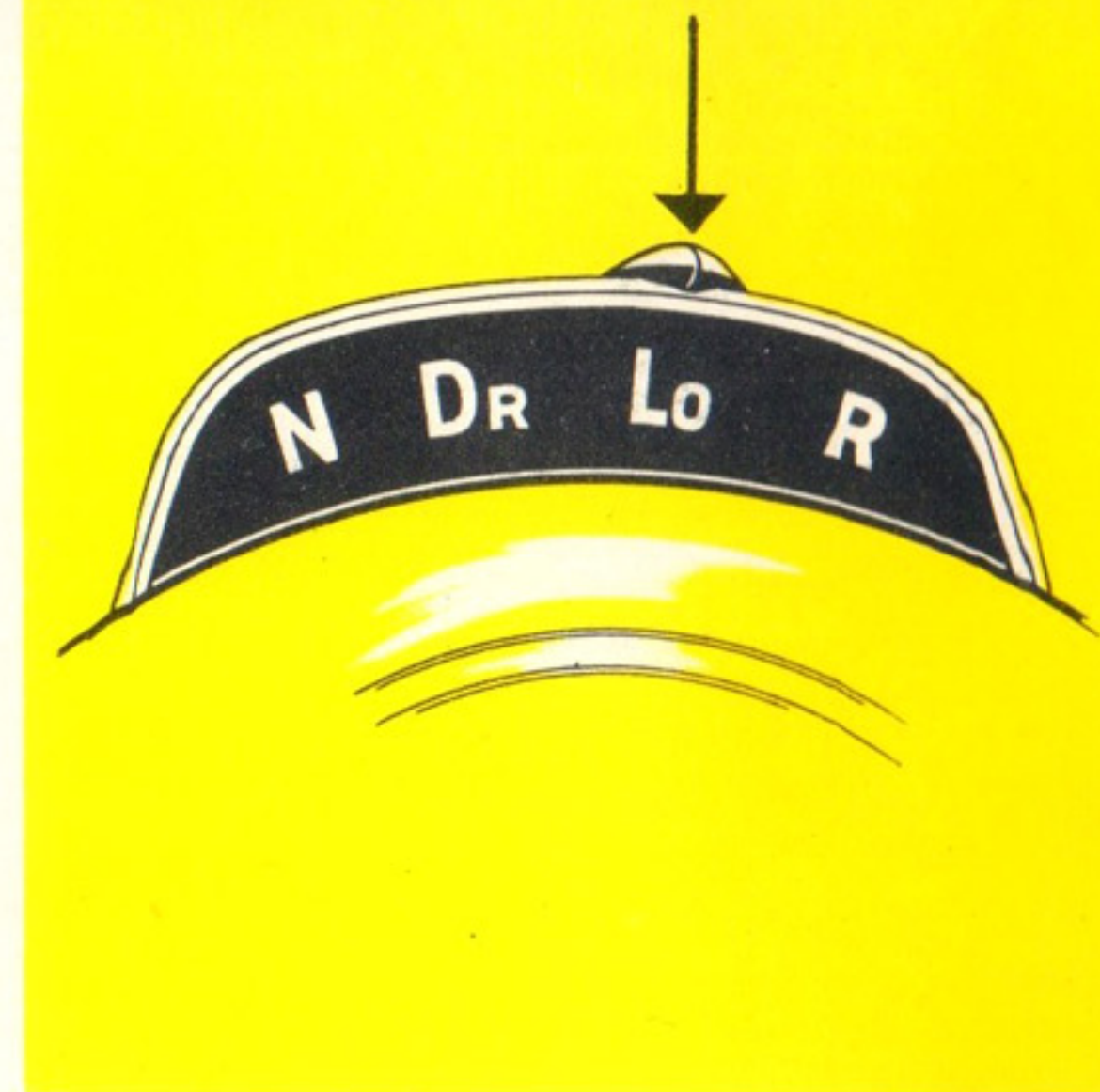
No worry about **sandy** or **muddy** roads with **HYDRA-MATIC Transmission**.

The **"LO"** range is ready with a smooth flow of power for **emergencies**—prevents automatic shifting above second speed, minimizes wheel spinning.



## A HANDY **SUPER-SAFE, "LO"** FOR **EMERGENCIES**

To save your brakes when coming down very steep hills, or for getting out of sand, mud, or snow, a "LO" range is provided. It is obtained merely by lifting the selector lever slightly and moving it from "DR" to "LO."



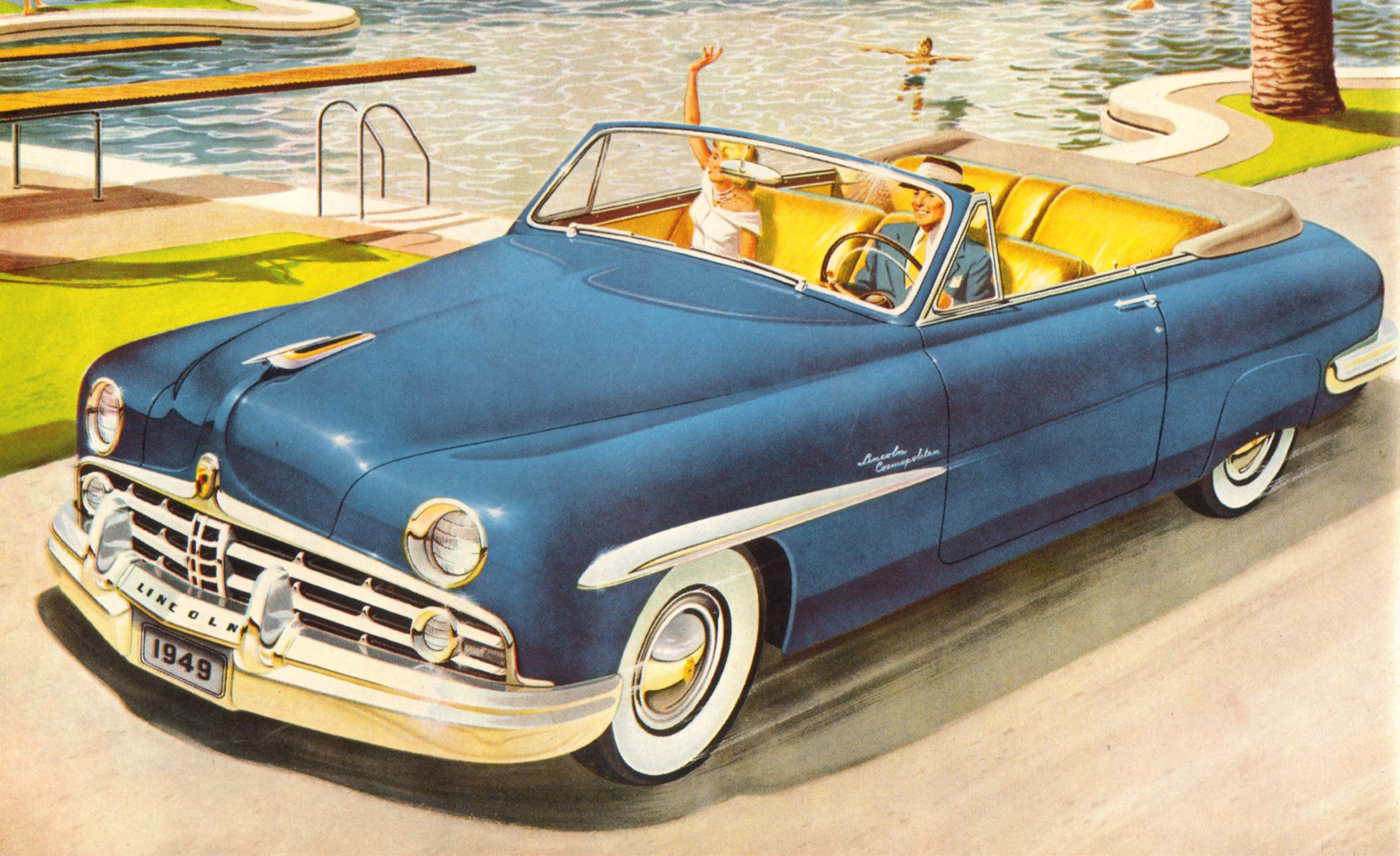
IT'S **SIMPLE** AND **EASY** TO

**REVERSE**



To back up, all you need to do is stop the car and hold it stationary with the foot brake. Raise the selector lever slightly then move it to the "LO" position. Raise the lever again, hesitate a second or two and move it to the "R" position. Remove foot from brake pedal and depress the accelerator. And here's an added safety factor: When you are parked, move the lever to "R." This locks you in gear . . . prevents your car from rolling backward or forward.

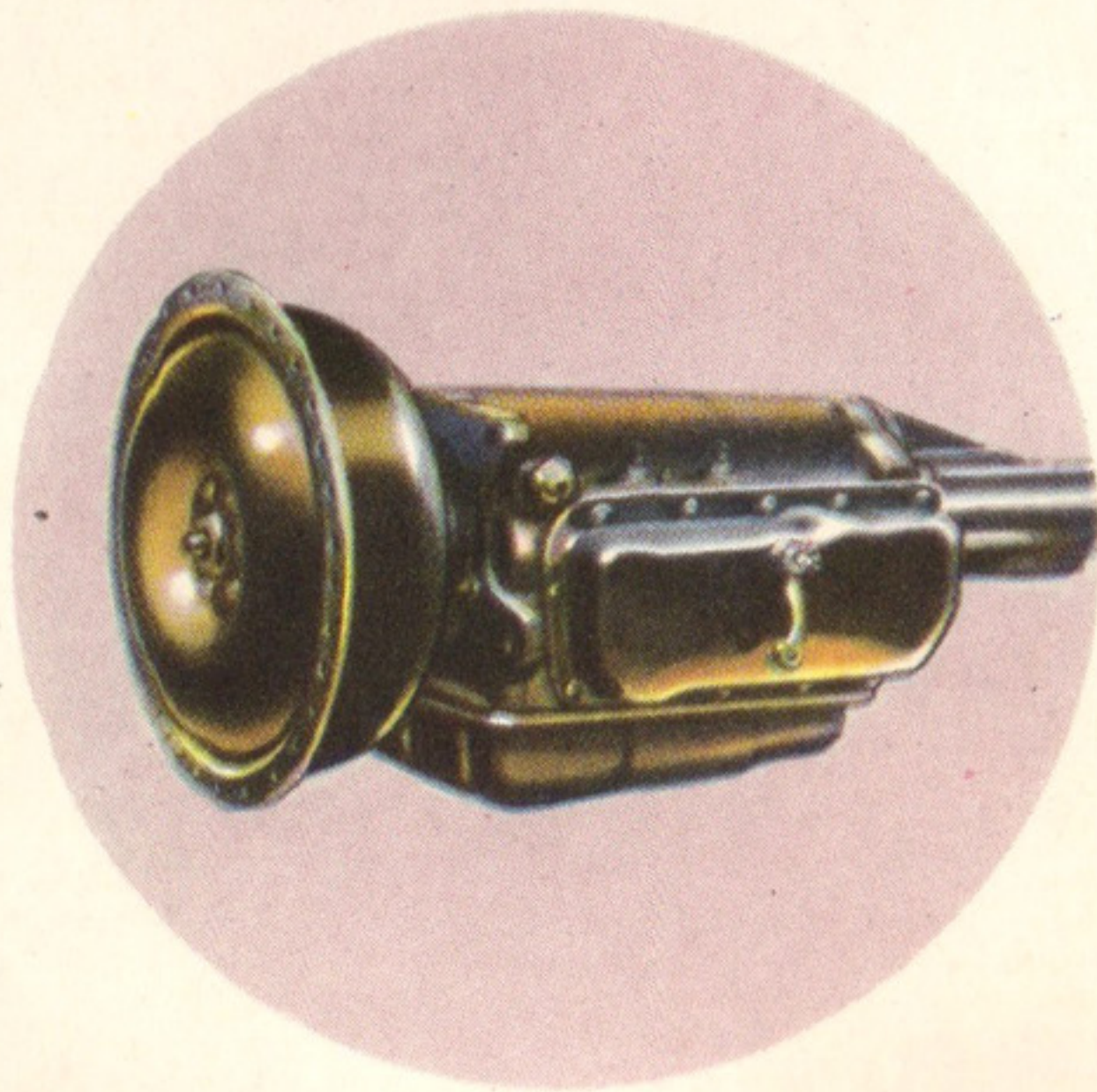




Take the wheel of a *1949 Lincoln* or *Lincoln Cosmopolitan* with  
**HYDRA-MATIC Transmission.** Discover the restful pleasure of driving  
America's Most **Distinctive Cars.**



# DEPENDABILITY THROUGH SIMPLICITY



For the technically minded, HYDRA-MATIC transmission is a combination of a fluid coupling and a fully automatic, five-speed transmission system (four forward speeds, one reverse). The fluid coupling consists of two major parts (right)—one a drive member, the other a driven member. They are separated by a cushion of HYDRA-MATIC fluid. The drive member is connected to the engine, the driven member to the trans-

mission. The engine turns the "driver," which swirls the fluid. The fluid turns the other member. Power transmission is unbelievably smooth. There is no mechanical connection—no clutch to wear out, chatter, or grab.

The automatic transmission that completes the HYDRA-MATIC assembly is a highly ingenious, highly dependable, gear shifting system. This is the system that "thinks" while you drive . . . "knows" exactly what gear you should be in at any given speed.

That's the team . . . fluid coupling *and* automatic transmission . . . that gives you the finest in automatic shifting.

TRY A NEW *1949 Lincoln* OR *Lincoln Cosmopolitan*  
WITH **HYDRA-MATIC Transmission** TODAY

The easiest and quickest way to become acquainted with the wonders . . . the ease . . . of HYDRA-MATIC is to drive a new 1949 Lincoln or Lincoln Cosmopolitan. Your Lincoln dealer cordially invites you to come in for a demonstration today!





*America's Most  
Distinctive Cars*



*With the Finest in  
Automatic Shifting*