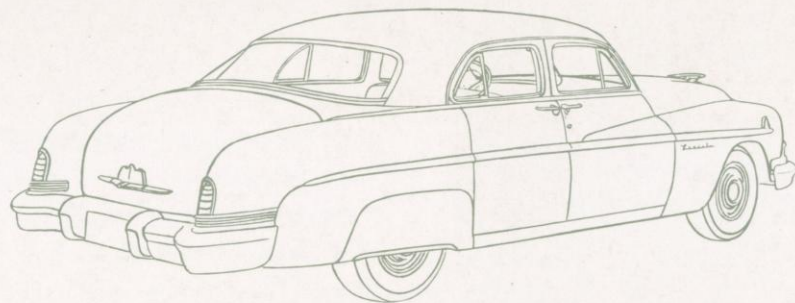
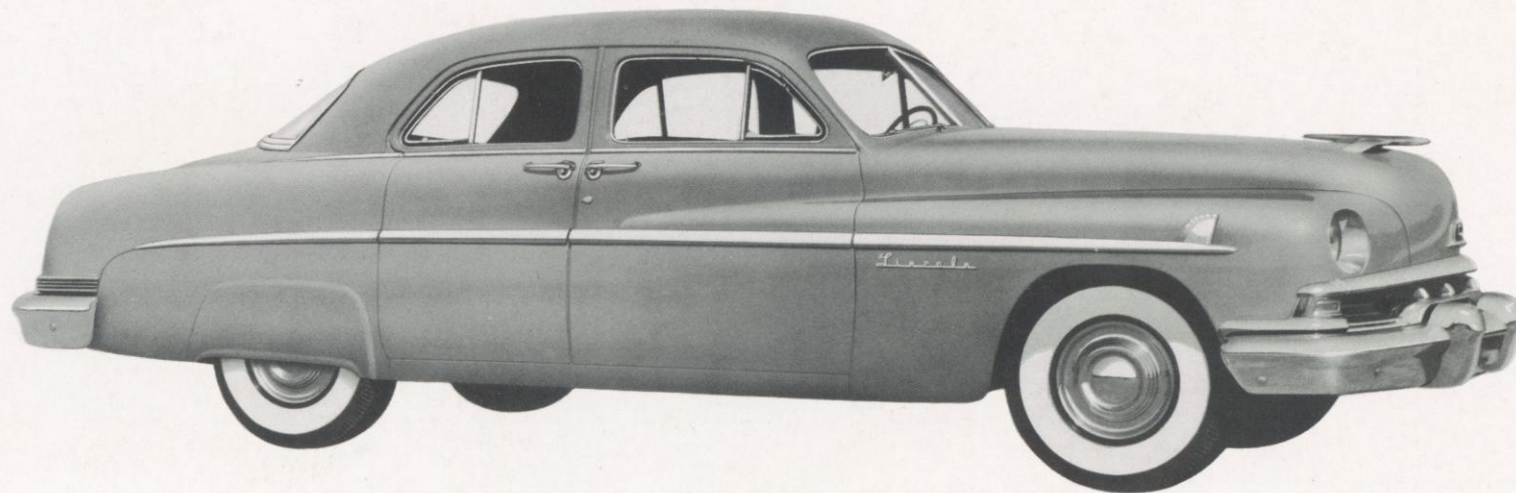


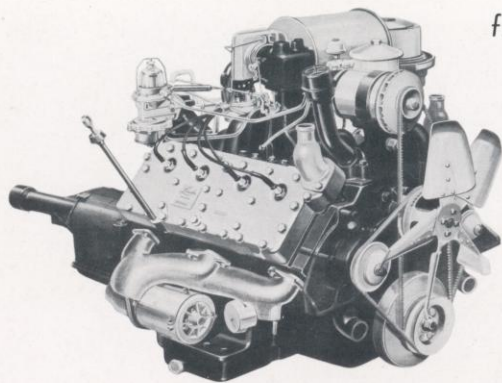


THERE'S NOTHING QUITE LIKE

Lincoln



... FOR 1951



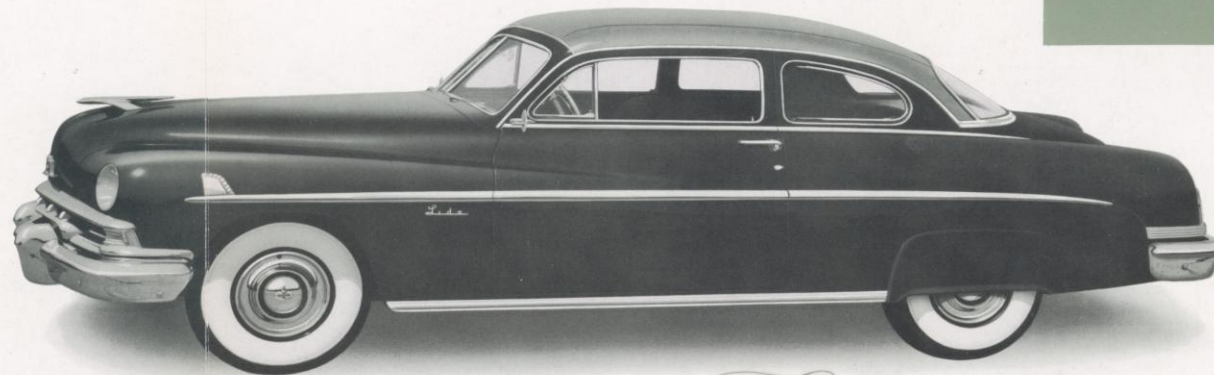
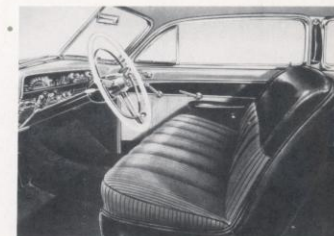
for superb, eager **performance** . . . for the true distinction of **fine-car** styling . . .

America's finest combination,
the "InVincible" *Lincoln V-8* with HYDRA-MATIC

Drive the new 1951 Lincoln and you'll learn in seconds just what real automotive performance means. Here's the eager, responsive get-up-and-go of 154-horsepower, served up in a compact, high compression, 8-cylinder, V-type engine. Unsurpassed for performance, it's also tops for dependability, efficiency, economy, and long life. Best of all, the responsive power of this mighty Lincoln engine is *automatically* geared to your driving needs, because the Lincoln is available with HYDRA-MATIC . . . the road-proven, really dependable, automatic transmission that "thinks" while you drive. No gears to shift . . . no clutch to push. Simply start the engine, set the steering wheel lever to "DRIVE" position, and press the accelerator. HYDRA-MATIC and the "InVincible Lincoln 8" engine do the rest.

One look will convince you that here indeed is fine-car styling at its best—both inside and out. Here's the sweep of new full-fender styling . . . crisply styled horizon-vision glass areas front and rear, side and side . . . rich, luxurious "Salon-Styled" interiors . . . and above all, the authoritative impression that here, for certain, is a motor car built to master the highways.

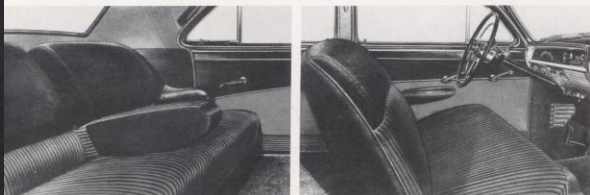
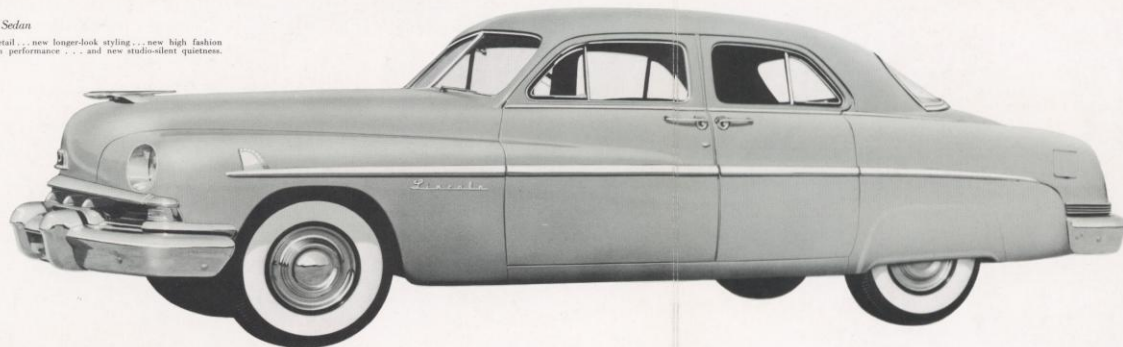
But the real surprise the 1951 Lincoln promises is the fact that it costs so much less than you'd naturally expect. Even the distinctive Lincoln Lido, the refreshingly different version of a customized coupe shown below, is not nearly so expensive as its Lincoln name, its superb interior styling (above right), or the flow of its long, lithe lines, and the tailored smartness of its vinyl-leather-covered, safety-steel roof would lead you to think!



for so little more . . . nothing could be finer than a *Lincoln*

The 1951 Lincoln Sport Sedan

with new luxury in every detail... new longer-look styling... new high fashion fabrics... high-compression performance... and new studio-silent quietness.

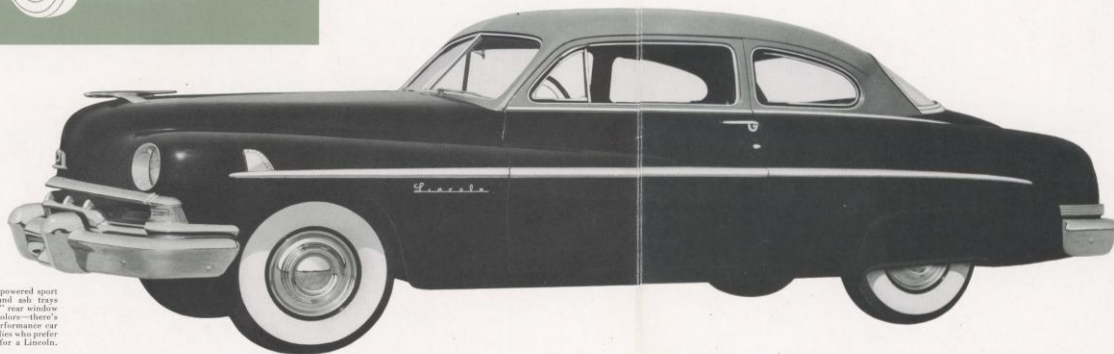


Women know style... and that's why the 1951 Lincoln commands their instant admiration. With new interior and exterior colors, matching upholstery, fashion-styled appointments, and the marvelous ease of HYDRA-MATIC, the 1951 Lincoln is more than ever a car for the entire family. Most to admire... most for the money... to own a Lincoln costs so little more than you'd naturally expect. And truly, "nothing could be finer!"

there's nothing quite like *Lincoln*



You *once it to yourself* to drive the 1951 Lincoln... to test it to your own satisfaction in town or on the highway. Only then will you realize what ownership of a Lincoln can mean... in terms of instant pleasure that will only grow greater through the months and miles you drive this great car. In heaviest traffic, or up the steepest grades, you'll quickly discover that for spirited performance, there's indeed, "nothing quite like a Lincoln!"



The 1951 Lincoln Six-passenger Coupe

brings you sedan roominess with the lines of a high-powered sport car. Lustrous new upholstery... cigar lighters and ash trays handily placed front and rear... new "horizon-wide" rear window vision... exquisite appointments, jewel-like body colors—there's no more luxuries, no more useful, no more high-performance car than Lincoln. And this model is "tailor-made" for families who prefer a two-door style. Best of all, it costs so little more for a Lincoln.

for



DRIVING EASE! The 1951 Lincoln is performance star of the fine-car field—with America's finest combination—"Invincible Lincoln 8" power plus HYDRA-MATIC. No gears to shift... no clutch to push... 154 horsepower to command. And all for so little more!

for



COMFORT! The 1951 Lincoln features Fiberglas insulation for studio silence... air-cushion tires and independent front springing... soft, foam-rubber based seat cushions. Seats are shoulder high with center arm-rest in rear compartment. You get *all*—for so little more!

for



VISIBILITY! The new rear window in Lincoln for 1951 has more than 1,000 square inches of clear, "wide-horizon" vision. And it's a window that's styled to match the entire car. Every Lincoln has big, full-ventilating side windows, too. All Lincoln quality... for so little more.

for



CONVENIENCE! Lincoln offers a big, deep glove compartment, easy-to-read instrument panel. Year-round ventilation and heating* with blowers outside interior for extra room, extra quiet. All for so little more.

*Heater with electric-driven blower fan is optional equipment available at extra cost.

1951 *Lincoln* SPECIFICATIONS

CHASSIS SPECIFICATIONS...

DIMENSIONS: LINCOLN—wheelbase, 121 in.; over-all length, 214.8 in.; width, 76.7 in.; height (loaded), 63.6 in.

FRAMES: Rigid, heavy steel, cold-riveted, and welded. X-member construction with K reinforcement and cross-members.

BODIES: All steel, heavily reinforced, with welded steel floor. Insulated with Fiberglas pads and other suitable materials against noise and heat. Roomy luggage compartments with counter-balanced lids.

WHEEL SUSPENSION: Independent front wheel suspension with coil springs. Telescopic-type shock absorbers mounted inside springs. Rear springs are longitudinal semi-elliptic leaf type with full-length liners which require no lubrication. Telescopic rear shock absorbers are "sea-leg" mounted to cushion both shocks and sidesway.

HYDRA-MATIC TRANSMISSION: Four automatic speeds forward, one reverse. No gears to shift, no clutch to push. Drive selector mounted on steering column. Rear axle ratio: 3.31 to 1.

BRAKES: "Duo-servo" hydraulic brakes for quick, straight-line stops. Self-energizing action decreases pedal pressure. Cable-type parking brake system operates on rear wheels.

TIRES AND WHEELS: Super-balloon tires: 8.00 x 15; mounted on pressed-steel wheels with extra wide rims, provide softer ride, greater safety, more traction.

ENGINE SPECIFICATIONS...

RATING: The 1951 Lincoln 90 degree, V-type, L-head, 8-cylinder engine develops 154 horsepower at 3600 rpm.

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

Bore, 3½ in.; stroke, 4¾ in. Three-point rubber mounting. Compression ratio, 7 to 1. Counter-balanced crankshaft with three large bearings with steel-backed, replaceable inserts. Heat-treated aluminum-alloy pistons with steel struts, two compression rings; one oil control ring. Alloy-steel exhaust valve inserts. One-piece valve guides, pressed into block, and hydraulic-type valve lifters.

LUBRICATION: Gear-type oil pump. Force feed to all main, connecting-rod, and camshaft bearings. Heavy-duty oil filter. Sludge traps in crankshaft. Positive crankcase ventilation. Oil capacity, 6 quarts.

COOLING SYSTEM: Two high-velocity water pumps, permanently lubricated. Full water jacket, two butterfly valve thermostats promote quick warm-up. Vertical core and fin-type radiator. Advanced design fan with curved-tip, irregularly spaced blades for low noise level operation. Coolant capacity, 34.5 quarts. Additional capacity with heater, 1.5 quarts.

FUEL SYSTEM: Fuel tank capacity: 19½ gal. Camshaft-driven diaphragm-type fuel pump with vacuum booster. Automatic choke. Automatic idling control. Oil-bath air cleaner and air intake silencer. Improved concentric type, dual-downdraft carburetor checks vapor lock, increases fuel economy.

ELECTRICAL SYSTEM: Battery, 17-plate, 120 ampere-hour. High capacity generator (40 amperes at 7.1 volts) with automatic current and voltage control, especially designed to handle the extra load of radio, heater, window lifts, etc. High-speed, single breaker-arm distributor. Vacuum type automatic spark control.

All Lincoln cars equipped with improved HYDRA-MATIC transmission at extra cost. White side-wall tires are available at extra cost, as are rear fender shields on all Lincoln models except the Lincoln Lido, where they are standard.



Nothing could be finer