

Presenting the 1951

Lincoln



*Affirming once again — Nothing could be finer*





In the front compartment of the Lincoln Lido, delicately curved window and windshield moldings of chrome smartly accent the instrument and control panel design. Rich leather shoulder bolsters emphasize the softness and fine fabric texture of the deep, wide seats. Exceptional luxury is indeed the hallmark of Lincoln Lido distinction.

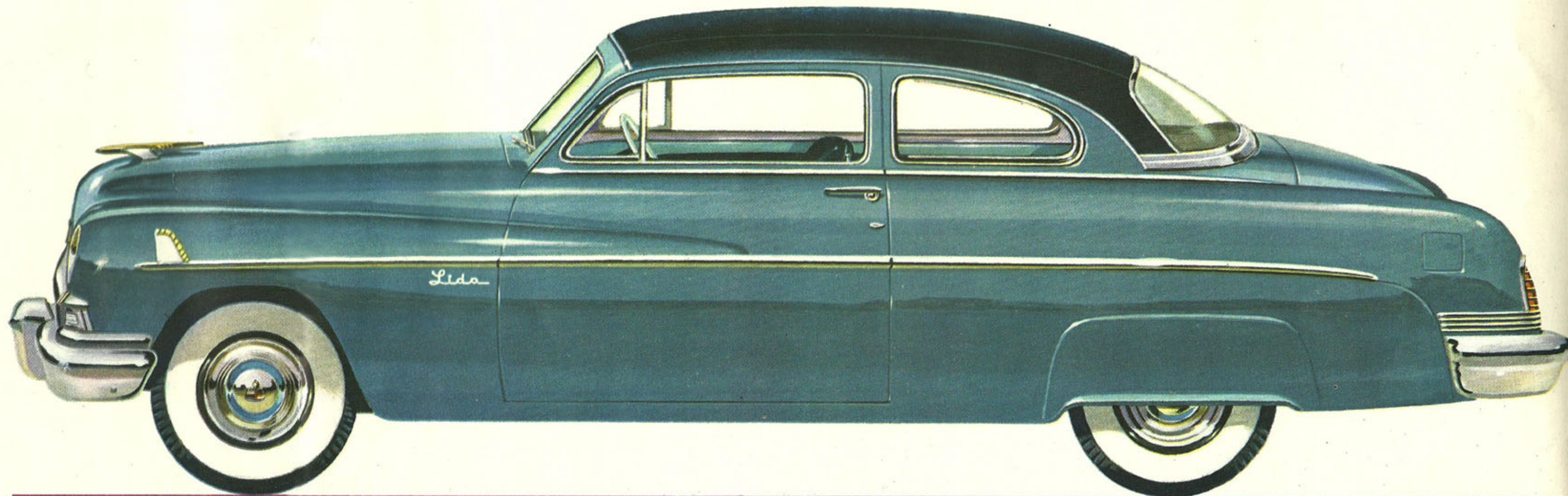
Chrome window trim also highlights the atmosphere of the Lincoln Lido rear compartment. Soft leathers add to comfort of skillfully designed armrests, and a superbly cushioned center armrest is cleverly concealed in the high-shouldered seat back. Interior and exterior colors follow a related plan, and may be selected from three basic schemes—either blue, green, or deep maroon.



*the new* **Lincoln Lido**

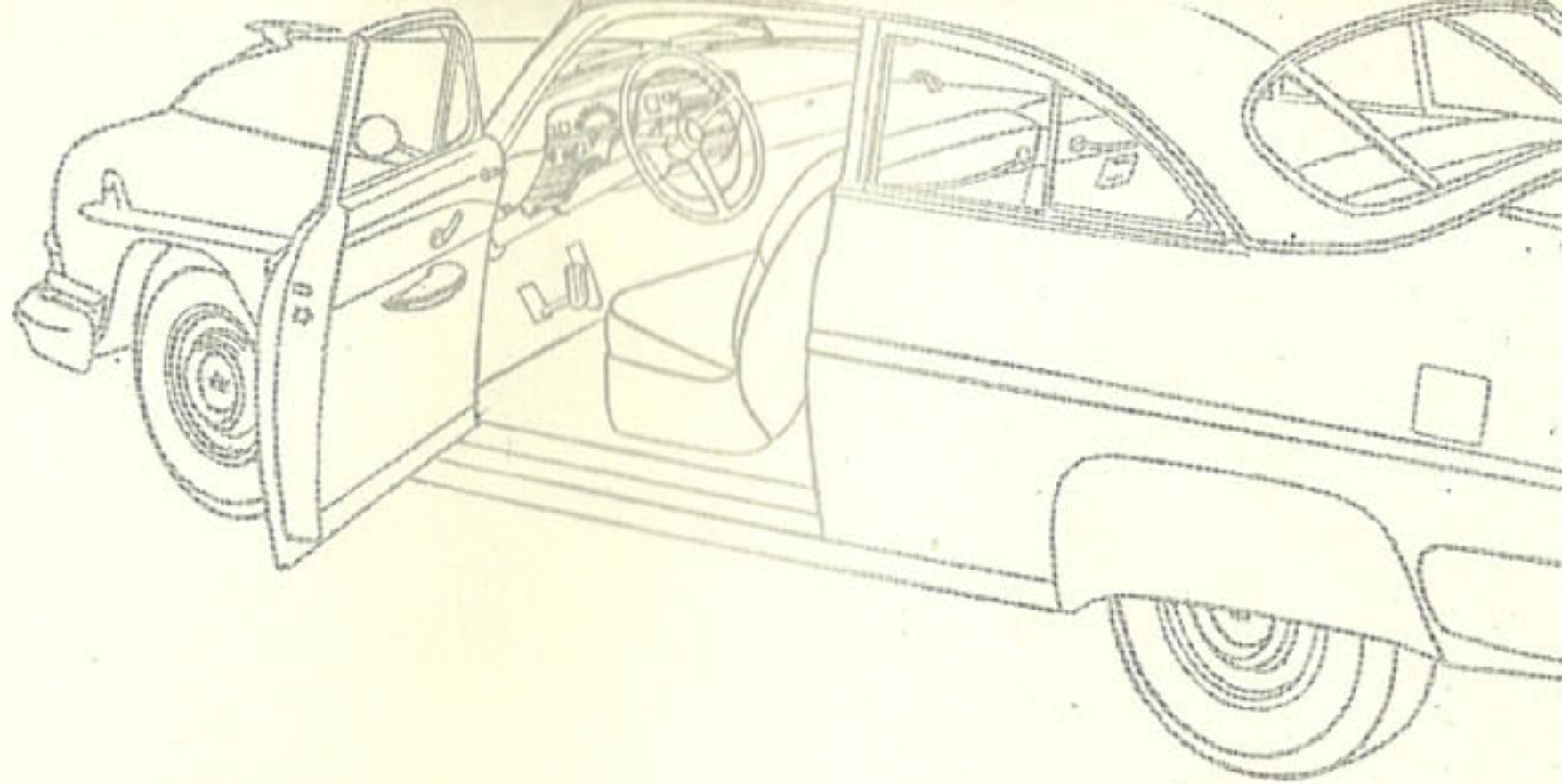
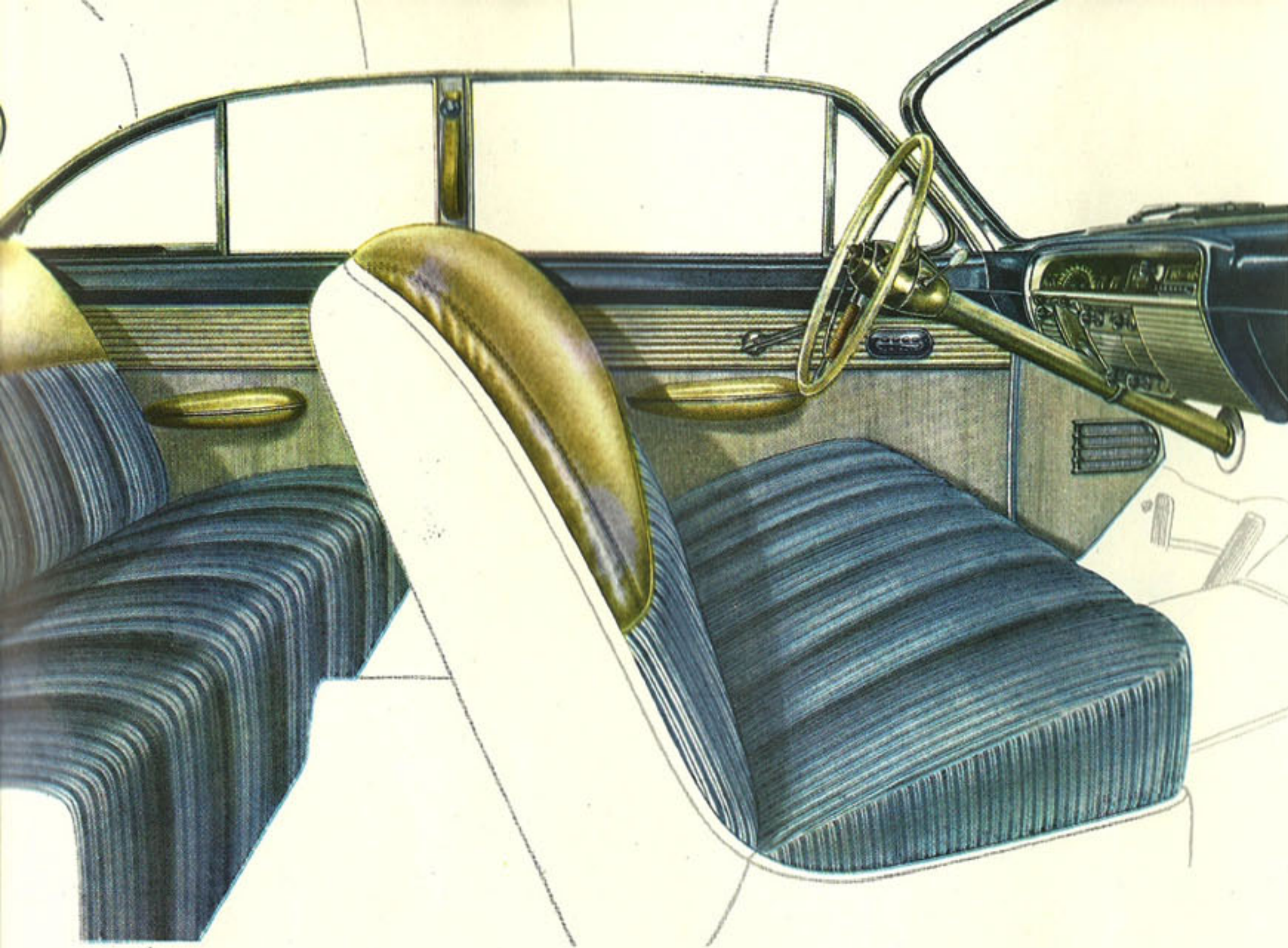
Few motor cars have ever been so pleasingly customized as the 1951 Lincoln Lido.

From the continental flare of its vinyl-leather-covered safety-steel roof to its appealing colors, the new Lincoln Lido sets a mode for distinguished automotive styling.



thrilling creation...master-crafted in every detail



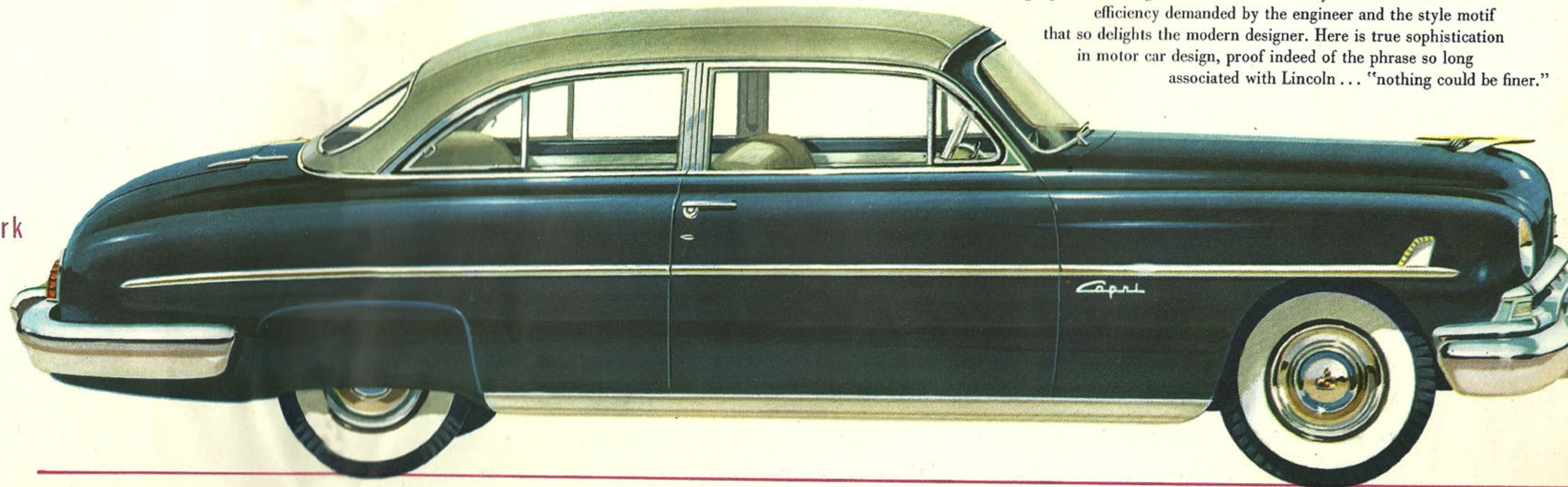


the *Lincoln Cosmopolitan Capri*

Lincoln—long recognized as creator of America's most distinctive fine cars—presents in this spacious coupe for six passengers the ultimate in American fine-car styling. In its superb exterior proportions and grace of line are skillfully combined the efficiency demanded by the engineer and the style motif that so delights the modern designer. Here is true sophistication in motor car design, proof indeed of the phrase so long associated with Lincoln . . . "nothing could be finer."

instantly recognizable . . . the ultimate in fine-car styling and coach work

To lounge in the colorful luxury of the Cosmopolitan Capri interior is to experience motoring at its best. Here are new, custom-tailored cord and leather upholsteries, richly blended to please both sight and touch. Here is a striking new instrument panel treatment, whose efficiency is only heightened by the contrast of solid color and delicately curved chrome trim. You'll find broad, sweeping picture-scope windows . . . wide, comfort-inviting seats. You may choose from three basic color plans just the interior-exterior combination most personally appealing to your taste—in notes of blue, yellow, or rich maroon!





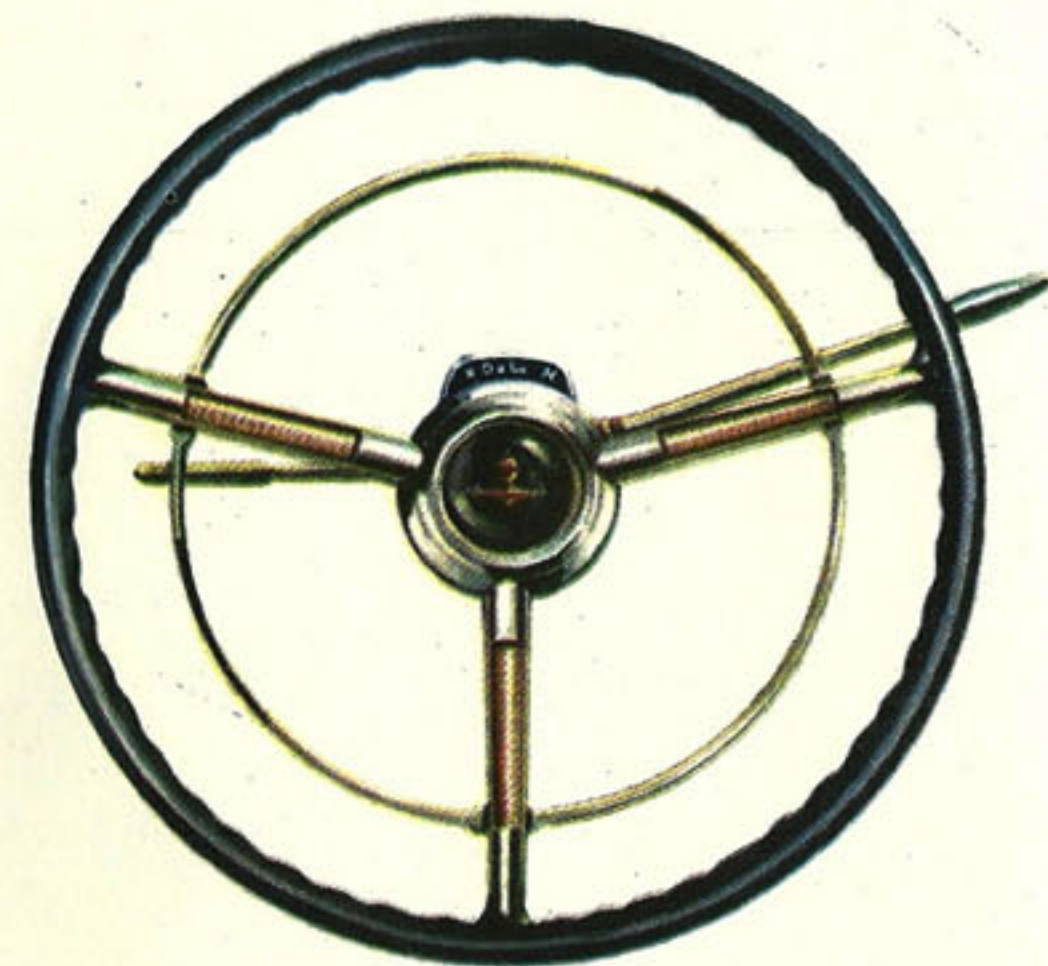
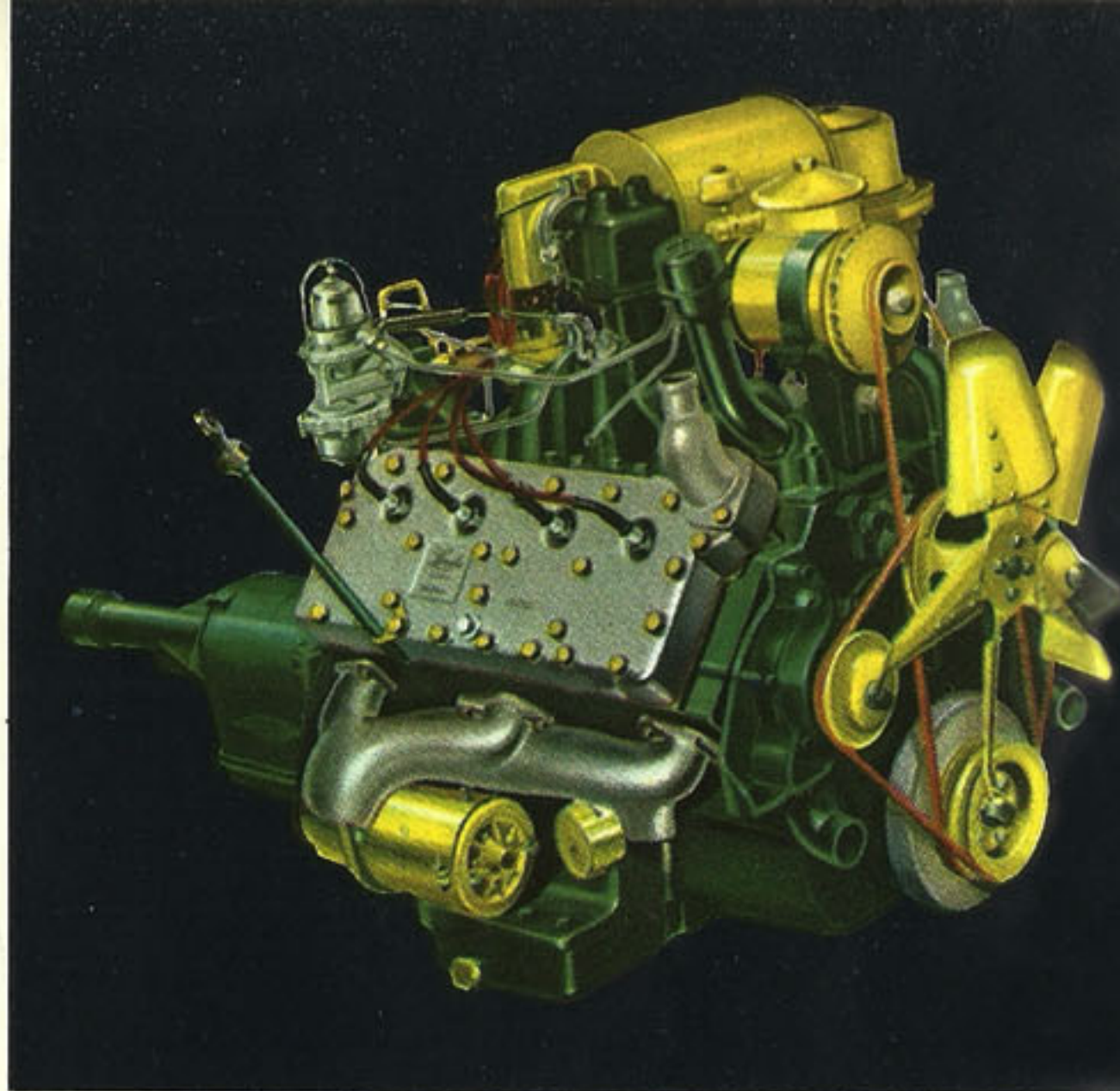
# America's finest driving combination...

## The great, high-compression Lincoln "InVincible 8" engine...

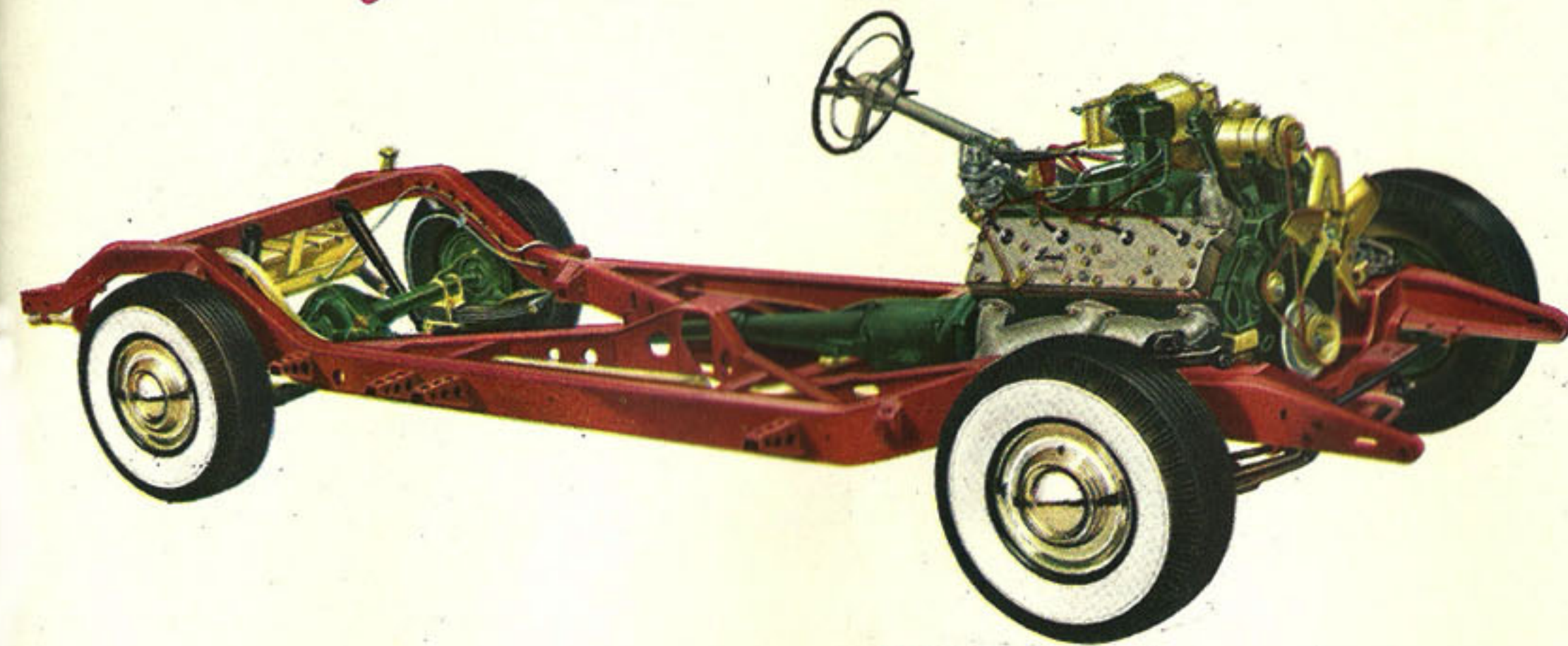
Here is the eager, responsive performance of a 154-horsepower, 8-cylinder, V-type engine, superbly harnessed to your every driving mood. Ease it into traffic, hurry it over the highway, challenge it with the highest hills. You'll find it unsurpassed for performance—and for dependability, efficiency, economy, and long life. This is a true, high-compression engine, assuring you of unbelievable smoothness, quietness, and stamina. Here is a power plant you can count on in every traffic situation—a brilliant performer, responsive to your every need. Count on it because it's Lincoln—and also because it's the premium product of the world's largest producer of 8-cylinder, V-type automotive engines!

## ... combined with improved HYDRA-MATIC gear shifting

All of the responsive power of the mighty Lincoln engine is automatically channeled to your driving needs, because these superb cars are available with HYDRA-MATIC... the road-proven, dependable automatic transmission that "thinks" while you drive. With it there are no gears for you to shift... no clutch for you to press. Simply start the engine, set the steering wheel lever to "Drive" position, and press the accelerator down. HYDRA-MATIC does the rest—not only as you start, but as you go—and when you press the brake to stop!

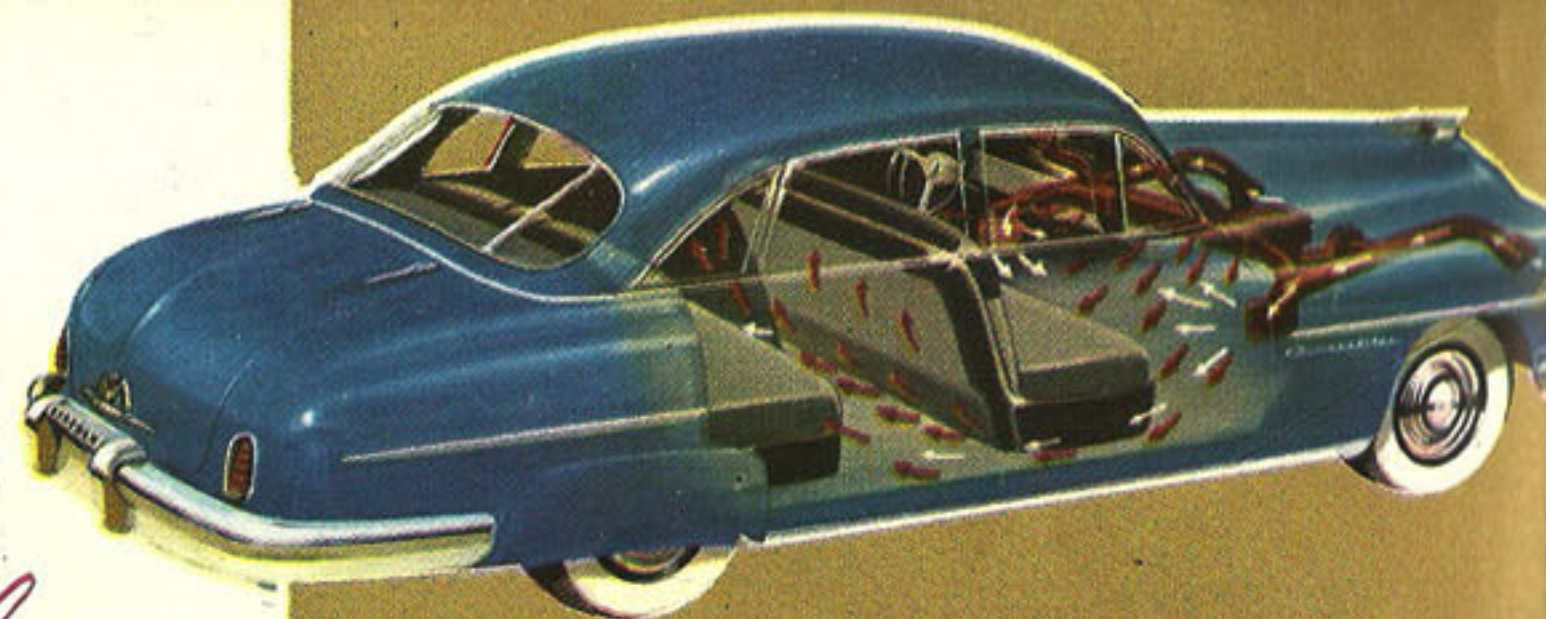


# Relaxing comfort... from the road up...



## Sturdy, comfort-secure chassis

The 1951 Lincoln chassis is more than a structural framework for this fine car. Actually, it's the basic foundation for Lincoln comfort, for, in addition to providing solid roadability, strength without needless weight, and rigidity to offset severe road shock, it is also a "filtering panel" that eliminates fatigue-building vibration. To achieve this, Lincoln engineers have designed it for perfect weight distribution, for poised body support, and compensated spring action. All motor impulses, all variations in road surface vibration are absorbed in its deep frame channel members and skyscraper braced cross members.



**Year-round**, scientifically designed, ventilation is another secret of Lincoln comfort. With the new Lincoln heating\* and ventilating system you can get a complete change of air in a matter of seconds. But you also get it without wind roar or blower noise—because both intake ducts and blower-heater unit are located under the hood, outside the car body itself. So you get *silent constant circulation*... *silent removal of stale air and smoke*. Easy to operate, too. Only three controls to operate for cool air in summer, warm air in winter, fresh air always.

\*Heater optional at extra cost

**For comfort**—First, fine springs; Second, foam rubber; Third, padding topped by soft, rich upholstery fabrics.



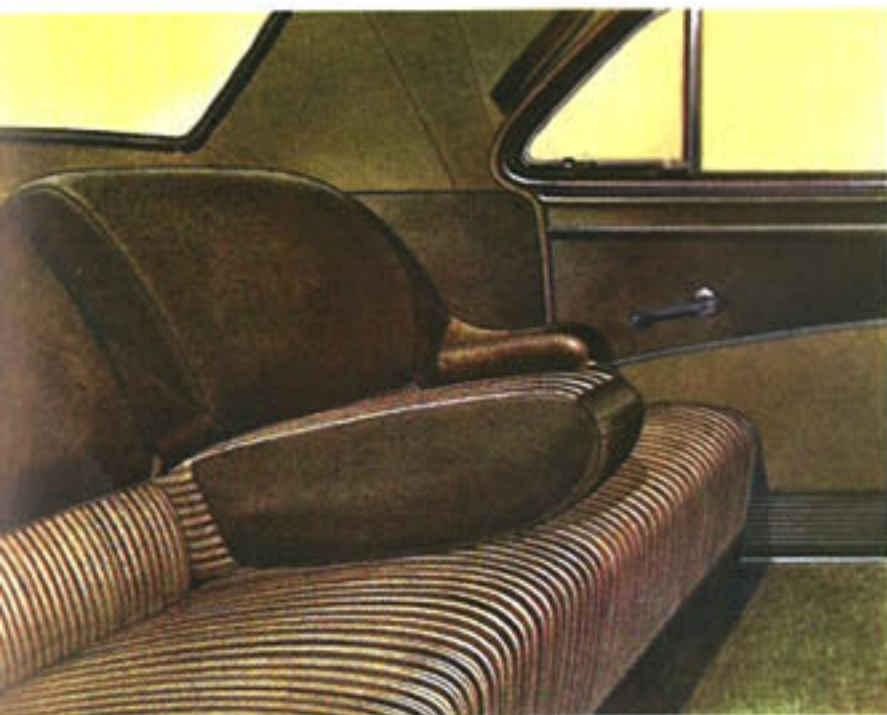


*excitingly new... easy to own... the 1951 Lincoln*

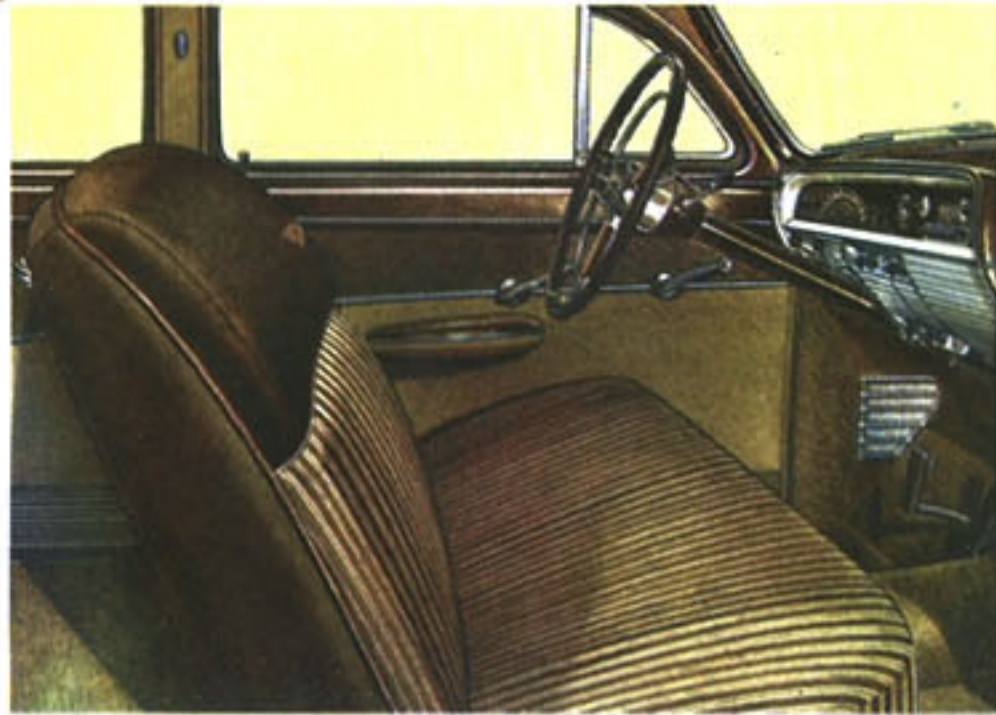
Easily recognizable in these views of the Lincoln car for 1951 are the sweep of its new full fender styling... the richness and spaciousness of its interior luxury... and above all, the authoritative impression that here, indeed, is a motor car built to master the highways.

And so it is... with its deep cushioned ride, the poise of its springing, and the abundant spirit and power of the Lincoln "Invincible Eight" engine, so silent in operation, so magnificent in performance.

But the real surprise the 1951 Lincoln promises to bring to many car owners is its reasonable cost. Indeed, this finer, great performing motor car is far less expensive than Lincoln's reputation for fine-car quality might lead you to think. So this year—before you look at the field—be sure to investigate Lincoln. Drive it, and you'll make it yours.

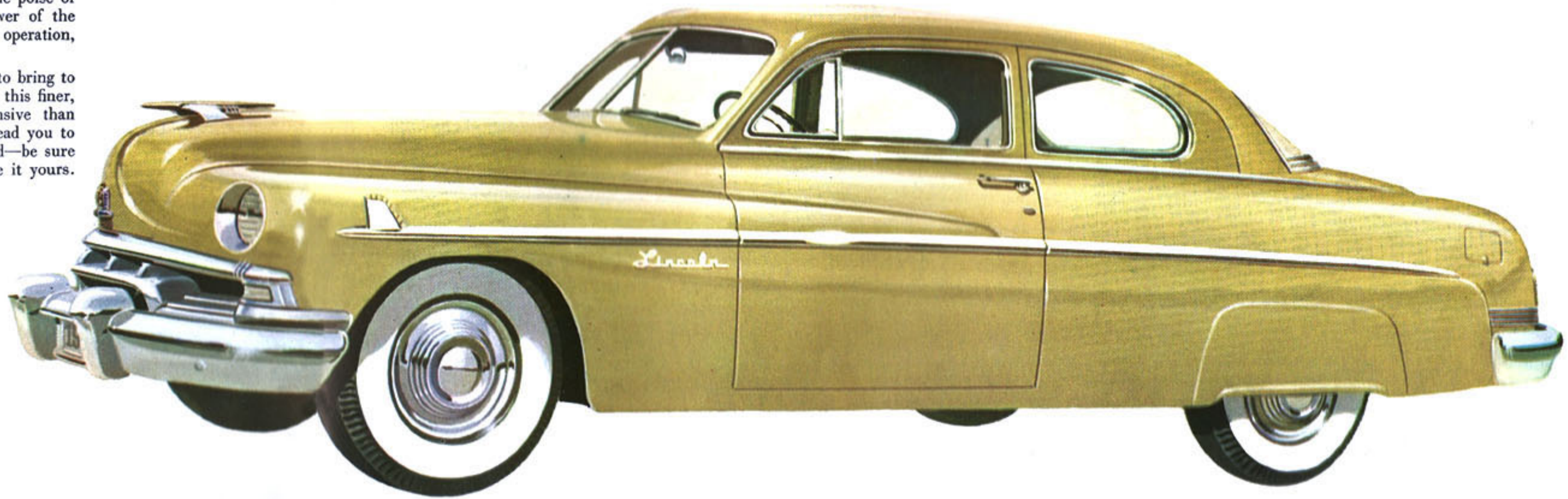
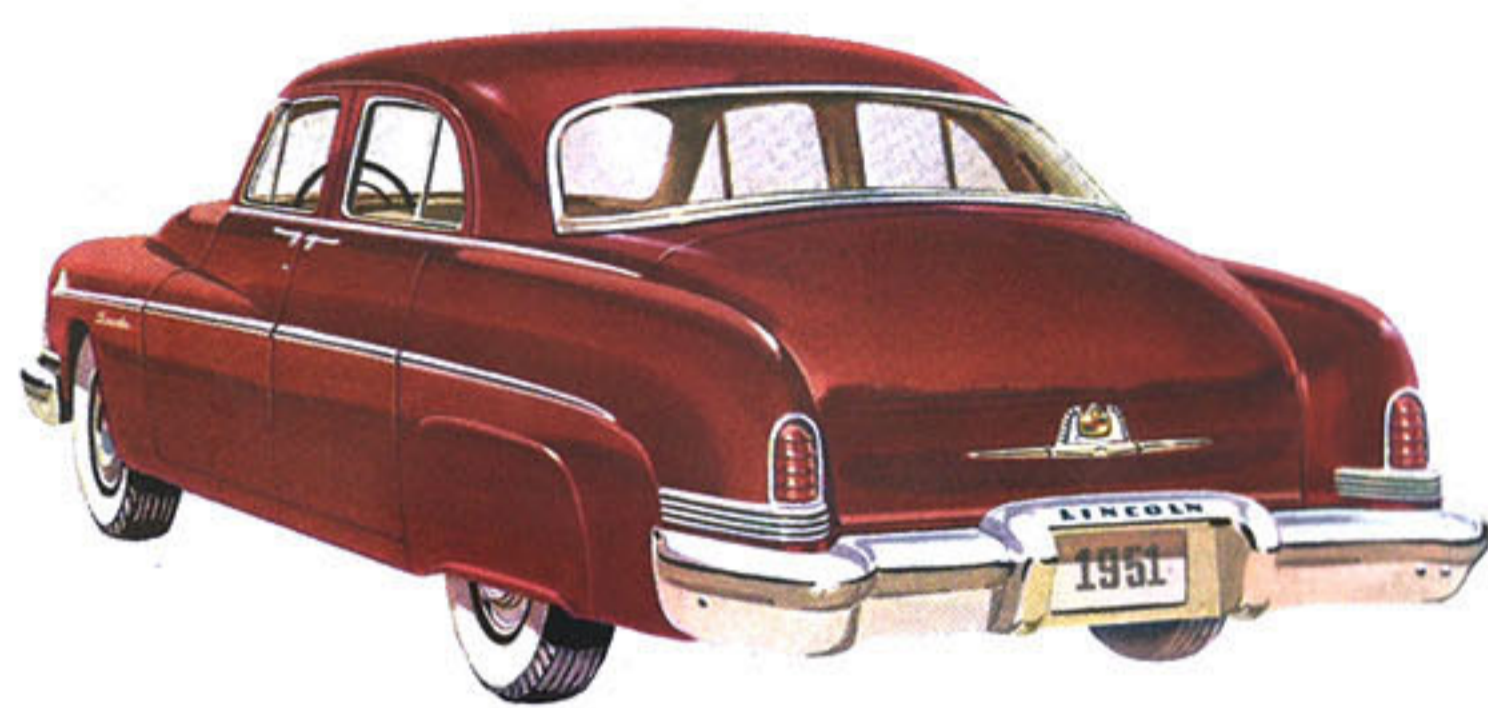


One look will convince you that Lincoln offers fine-car interior styling at its best. You relax against shoulder height seat backs, bolstered with upholsterer's padding and trimmed in polished leathers. Here is a motor car perfectly fitted to your comfort.



In the Lincoln front seat, cushions are deep, seat backs are shoulder high, and there's more than ample room for three. Beauty "works" on Lincoln's handsome "Centralized" instrument panel, too, instruments are grouped naturally for easy use.

From the rear the 1951 Lincoln presents a smartly different styling treatment that's functional, too. The wide, deep rear window offers more than a thousand square inches of "vision unlimited" and nestled between Lincoln's deep fenders is one of the most useful luggage compartments on the road.



*The Lincoln 6-passenger Coupe*



*The Lincoln Sport Sedan*

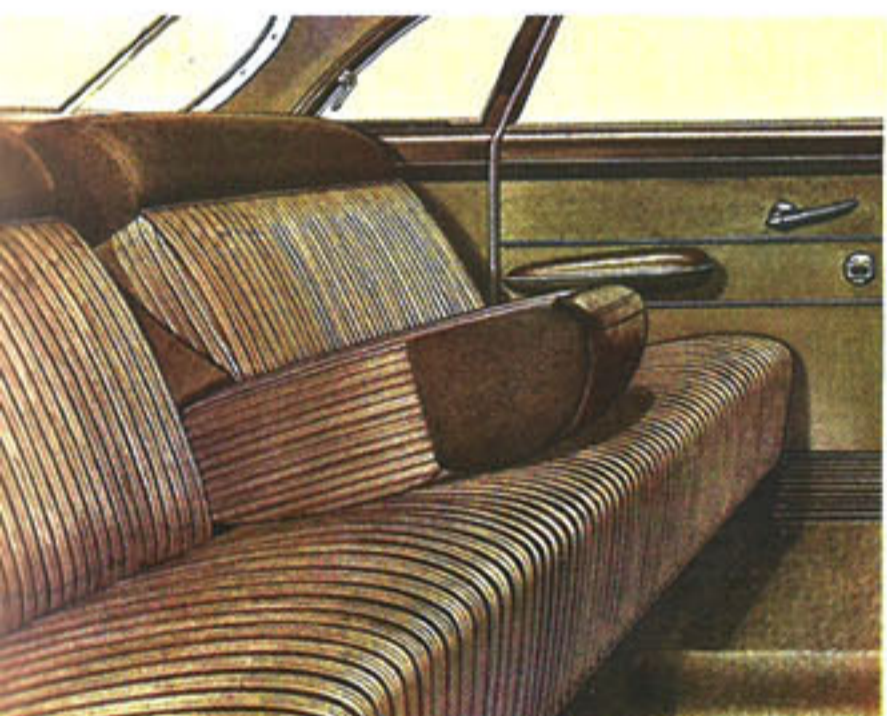
*the incomparable 1951 Lincoln Cosmopolitan*

No picture can ever tell the complete story of the 1951 Lincoln Cosmopolitan's beauty of line... or the spaciousness of its luxurious interior.

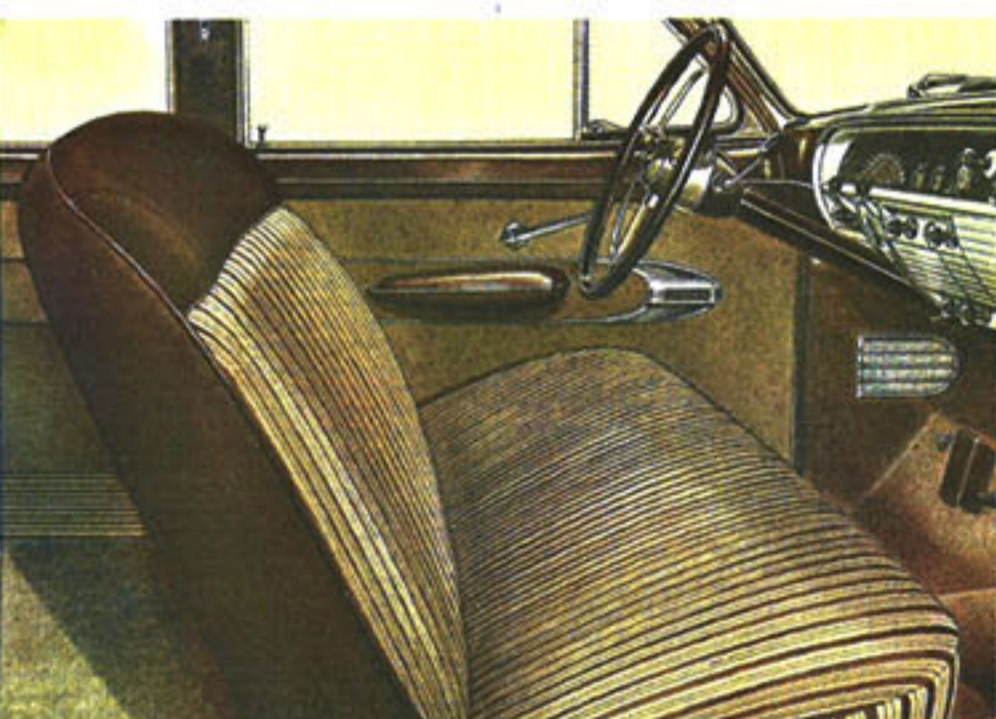
To appreciate this superlative fine motor car to the fullest, you must ride in it... drive it.

Only then will you know what true motoring comfort means... "living-room spaciousness" to stretch out in... the silence of Fiberglas soundproofing... the fit of seats that are wide... and deep... high-cushioned... and so soft... Yes, only by riding and driving it can you really judge the Lincoln Cosmopolitan's "spring-cradled" ride... its panoramic visibility... and its effortless, spirited performance.

Ownership of a truly fine car like this, you'll discover, is an instant satisfaction that will only grow greater with the months and miles you enjoy it... for this is the superb new 1951 Lincoln Cosmopolitan... and truly, "nothing could be finer!"



In the Lincoln Cosmopolitan you get true panorama visibility—and all main windows are hydraulically raised or lowered at the touch of a finger. Appointments include finest fabrics, deep carpeting, automatic entrance lights, and ash trays with electric lighters.



The Lincoln Cosmopolitan's wide front seat moves up or back at the touch of a switch which operates the hydraulic mechanism. Visibility over the long, low hood is dramatically sweeping, thanks to the wide expanse of curved, safety plate glass windshield.

Both the Lincoln Cosmopolitan 6-passenger Convertible and 6-passenger Coupe are exceptionally roomy... with extra leg, head, and elbow room unusual in close-coupled body styles. You'll find they give easy-chair comfort for even "six-footers" on the longest trip you'd ever plan to make.

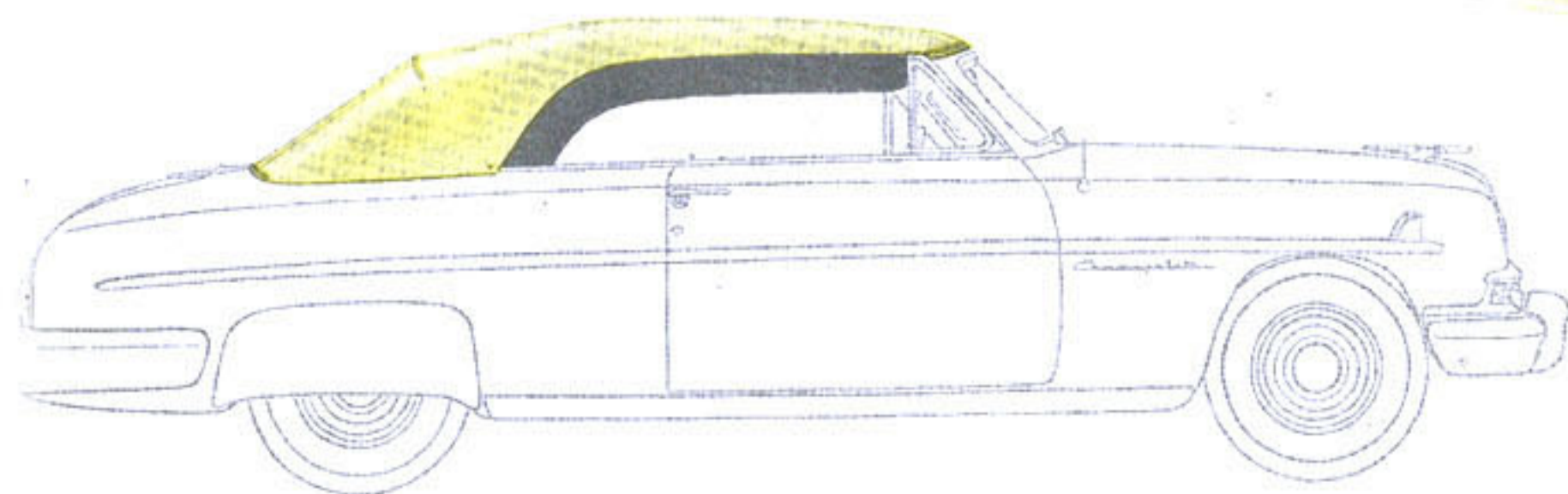
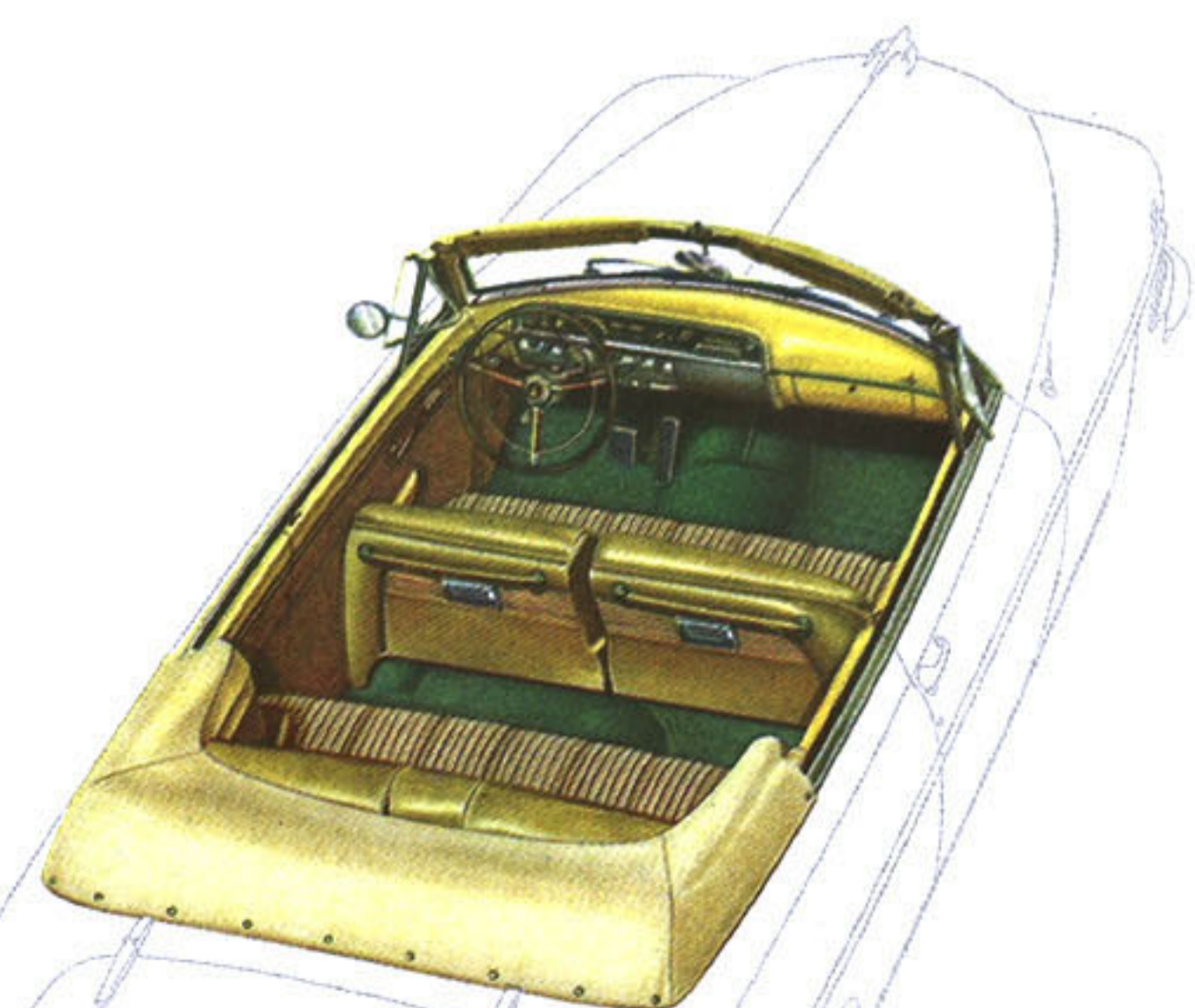


*The Lincoln Cosmopolitan Sedan*

*The Lincoln Cosmopolitan Coupe*



*The Lincoln Cosmopolitan*



*for the finest in motoring... Lincoln... nothing could be finer*



# Lincoln ... nothing could be finer

## Engine Specifications . . .

**RATING:** The 1951 Lincoln 90 degree, V-type, L-head, 8-cylinder engine develops 154 horsepower at 3600 rpm. 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. Improved oil drainage system for economy. Oil capacity, 6 quarts.

**COOLING SYSTEM:** Full-flow system circulates all coolant completely around all cylinders and back through head of each side of engine for uniform cooling and longer engine life. 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: Lincoln, 19½ gal.; Lincoln Cosmopolitan, 21½ gal. Camshaft-driven diaphragm-type fuel pump with vacuum booster. Automatic choke. Automatic idling control. Oil-bath air cleaner and air intake silencer. 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.

## Chassis Specifications . . .

**DIMENSIONS: LINCOLN**—wheelbase, 121 in.; over-all length, 214 in.; width, 76.7 in.; height (loaded), 63.6 in.

**LINCOLN COSMOPOLITAN**—wheelbase, 125 in.; over-all length, 222.5 in.; width, 78.2 in.; height (loaded), 62.6 in.

**FRAMES:** Rigid, heavy steel, cold-riveted and welded, X-member construction with K reinforcement and cross-members. Convertible frames reinforced for extra body support.

**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 for easy opening even by women.

**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: Lincoln, 8.00 x 15; Lincoln Cosmopolitan, 8.20 x 15; mounted on wheels with extra wide rims provide softer ride, greater safety, more traction.

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

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