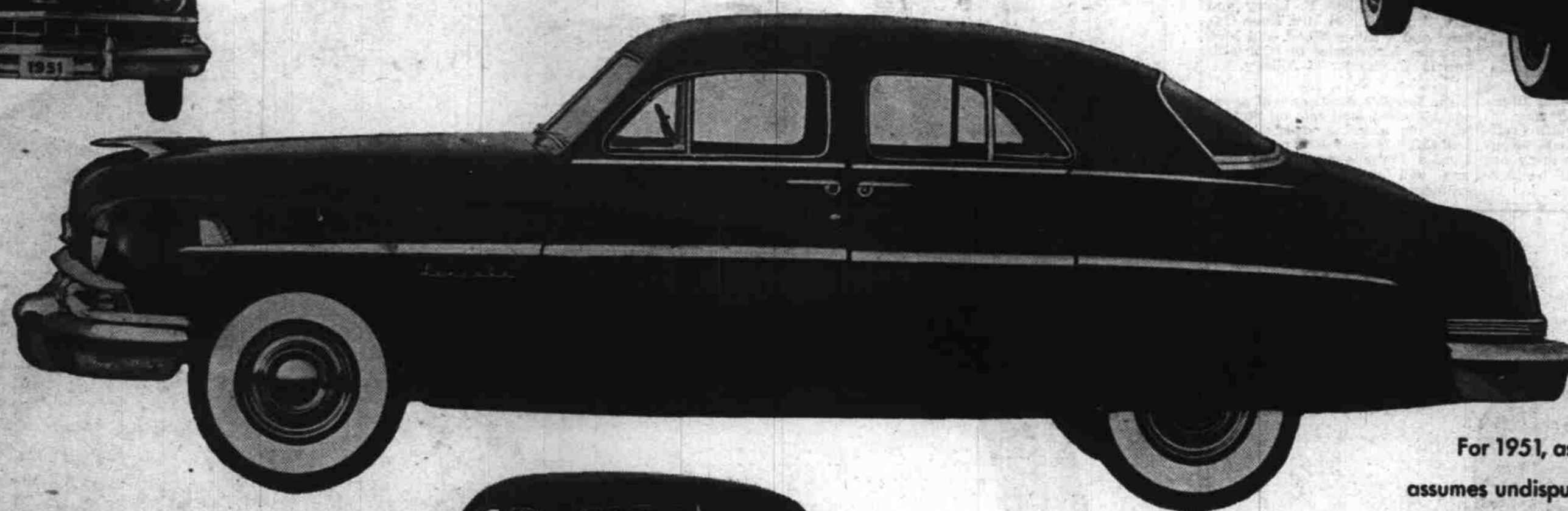
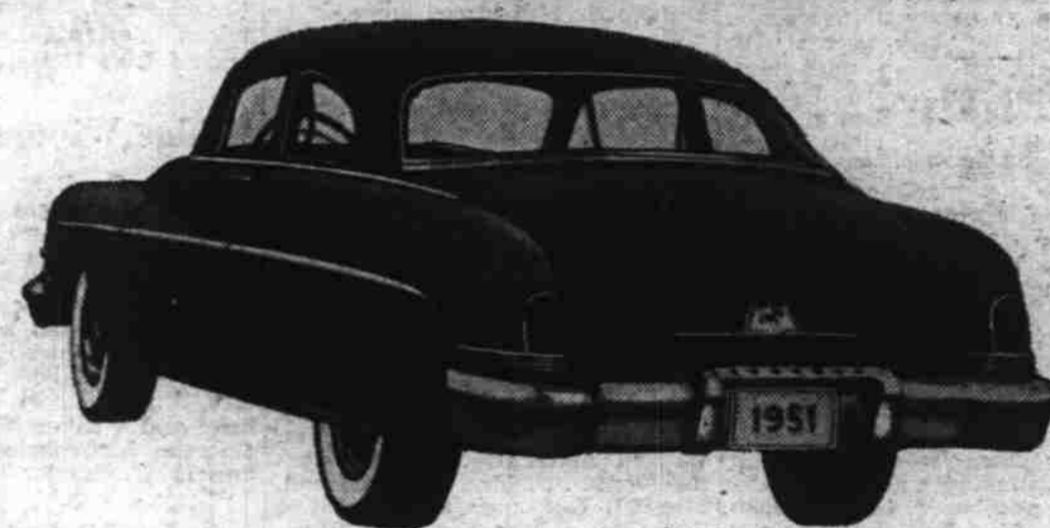


Presenting  
the high-spirited  
new Lincoln for 1951



For 1951, as for many years past, Lincoln again assumes undisputed leadership in the fine car field with the magnificent and high-spirited new Lincolns now awaiting your critical inspection at our showrooms. Powered with the same great Lincoln V-type engine that has won top honors at Daytona Beach and other competitive events throughout the nation, the exciting new Lincoln and the dramatic new Lincoln Cosmopolitan combine thrilling performance with the timeless elegance and discriminating luxury that only three long decades of matchless Lincoln craftsmanship could achieve.

Behind the wheel of a 1951 Lincoln new vistas of motoring experience beckon you. Here at your toe's touch is instant power to command any highway situation. Here are years of smooth, effortless driving, thanks to reliable, economical Hydra-Matic. And sheer, wonderful comfort is yours in the Fibreglas-hushed interiors of the new Lincoln—with rich, sumptuous tones of nylon and broadcloth blended in a smart new upholstery decor.

With sleek new styling, larger window area, and gorgeous new colors throughout, the Lincoln of 1951 is ready in every detail to enhance a great and growing reputation for enduring excellence.

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