

The most dramatically new car in motoring history



The only NEW car in the fine-car field—deliberately designed for modern living.

For years automobile designers have been criticized for producing big, expensive toys ornamented with meaningless chromework, heavy overhang and ugly lumps and bulges. But the 1952 Lincoln is going to change all that.

We in America are discovering a new way of living. We are revolting against the heavy, the cumbersome, the ornate. Our clothing, our homes and our furniture are all becoming more beautiful and more functional.

Now one of America's foremost automobile manufacturers has built a car especially for modern living—a car that marks the end of one motoring epoch and the opening of another. It is a clean-flowing car. Every line and feature serves some basic useful purpose besides pleasing the eye.

New principles of body construction permit chair-high seating, much more leg and head room; yet center of gravity stays low for safety and roadability.

A new suspension system provides remarkably steady steering and riding qualities. And the framework of the car has been strengthened for greater durability.

Most sensational of all Lincoln's new achievements is the new 160 horsepower Lightning V engine. Inspired by aviation power, the Lightning V is undoubtedly the smoothest, most efficient automotive powerplant today. Its advanced high-compression design incorporates silent, hydraulically operated, overhead valves; a five-bearing micro-balanced crankshaft; and exclusive Hi-Swirl combustion chambers. It is the pride of the world's most experienced builders of V-8 engines, and it is teamed with Hydra-Matic automatic transmission which eliminates the clutch pedal entirely. Clean . . . uncluttered . . . honest . . . sensible. The 1952 Lincoln embodies a daring spirit never before approached in motoring.

Whether or not you plan to buy a new car in the near future, you should visit our showroom and see the world's new standard of comparison in automobiles, the car everyone has been waiting to see—the 1952 Lincoln.

Lincoln... for 1952

COLLARD MOTORS

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