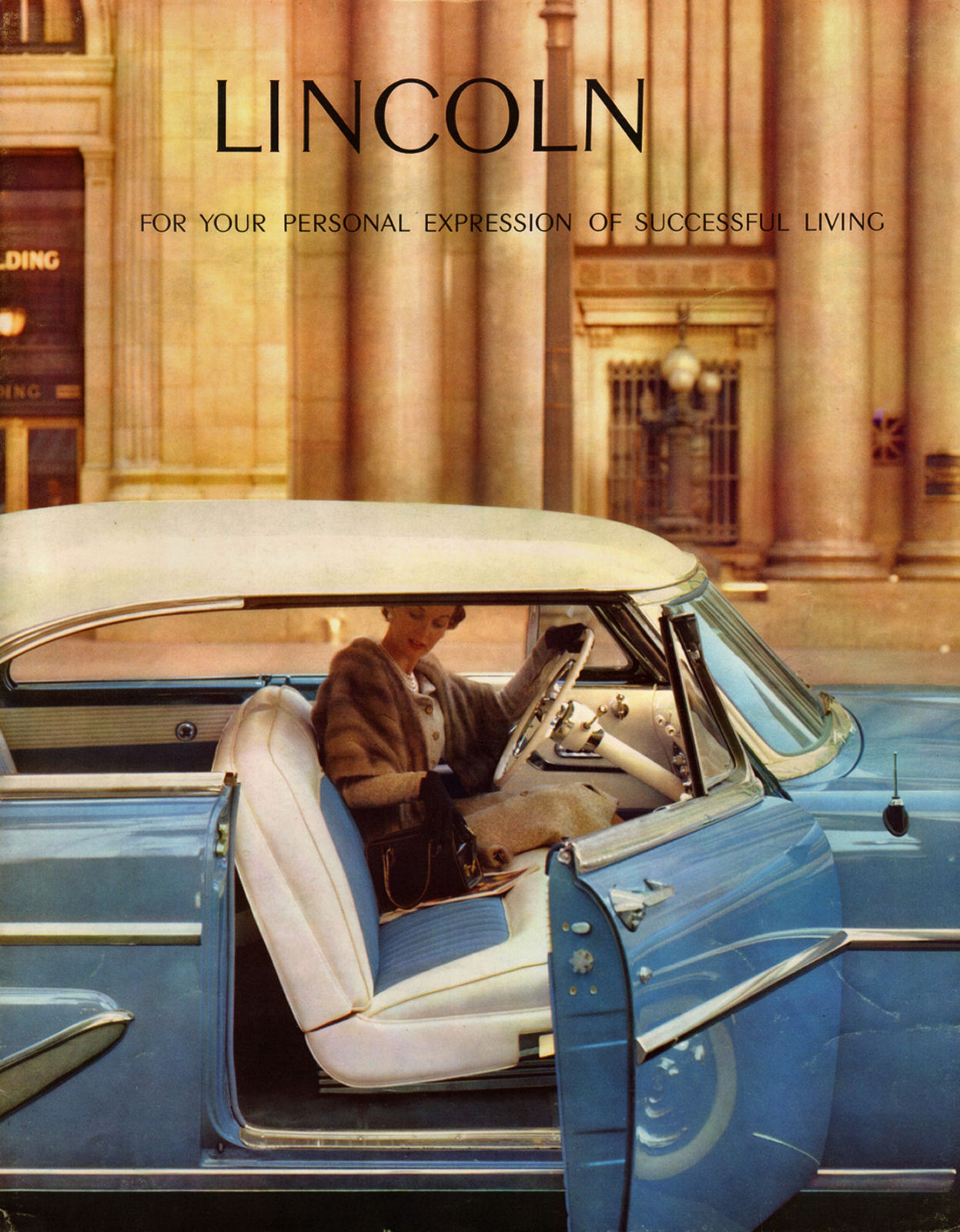


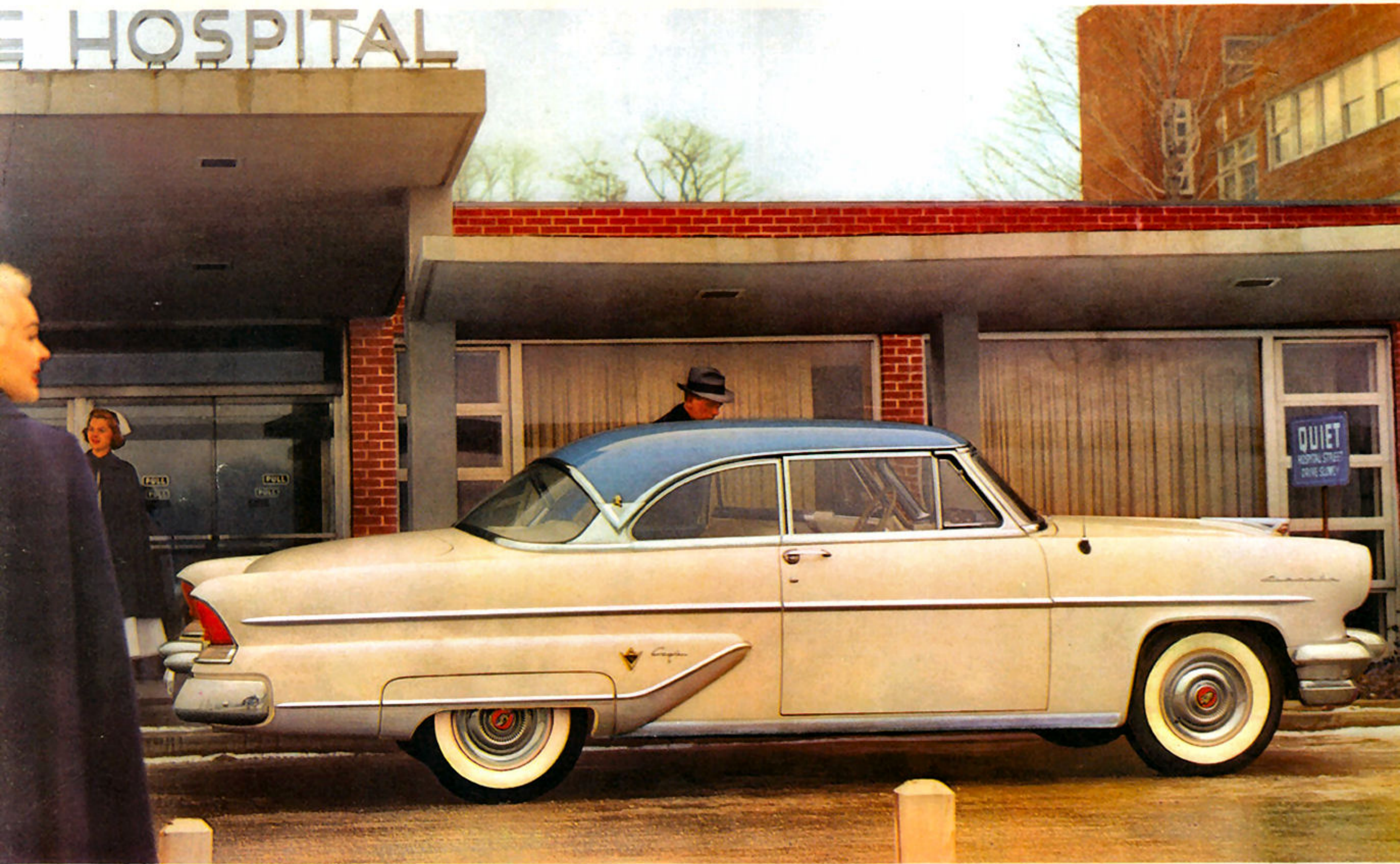
LINCOLN

FOR YOUR PERSONAL EXPRESSION OF SUCCESSFUL LIVING



FOR THE PROFESSIONAL MAN . . .

THE DIGNITY OF LINCOLN



CAPRI COUPE FINISHED IN ERMINE WHITE AND CHALET BLUE METALLIC



There's a quiet elegance about Lincoln—a modern dignity that has special appeal for the professional man. In Lincoln, he finds the prestige his position requires. He finds, too, the restful, relaxing motoring necessary to a man who spends so many hours in his car.

Driving his Lincoln is a welcome, enjoyable change-of-pace from the tensions of his daily living. At his command is quick responsive power from Lincoln's new V-8—power delivered to him smoothly, through Turbo-Drive. And Lincoln's handling ease makes his driving more pleasant than ever. Turning, cornering—even parking becomes practically effortless. This handling ease is made possible by a balanced combination of advanced engineering features, including ball-joint front suspension, pioneered by Lincoln and exclusive with Lincoln in the fine car field.



FOR THE MODERN WOMAN . . .
LINCOLN'S MODERN
FABRICS AND NEW COLORS

One drive in a Lincoln convinces the modern woman that here is a fine car she can handle with complete confidence. One look at Lincoln's color and interior decor tells her that here is the same distinctive good taste that marks her selection of appointments for her home.

Lincoln's exterior colors match perfectly her concept of modern living. In Lincoln's new interior fabrics—nylons, seaweave, soft, pliant leathers—she recognizes the same high quality and custom tailoring she demands in her home furnishings. She finds that Lincoln interiors are the richest in the fine car field. Color combinations are distinctive and glamorous. Though Lincoln interiors are luxurious in every detail, they are extremely durable, too—designed to take even the exuberant action of children and still maintain their original luster.

For the modern woman, there is only one fine car—the modern Lincoln.

CAPRI COUPE INTERIOR OF ERMINE WHITE AND YELLOW LEATHER



FOR THE MAN CONCERNED WITH DESIGN . . .

THE BEAUTY OF LINCOLN



CAPRI CONVERTIBLE FINISHED IN CASHMERE CORAL

To the architect, designer, artist, stylist—to everyone who appreciates good taste in design, Lincoln has a compelling beauty. It's a distinctive beauty, a blend of the luxurious and the practical. Each modern line contributes both to appearance and function.

For example, Lincoln's hood slopes forward gracefully, emphasizing the long, low look of Lincoln, *and* it adds to visibility close-up and far away; long fender lines are distinctive, *and* the outer edges can be seen from the driver's seat to use as a guide in close quarters. The rear deck design, pleasing to view, gently tapered, makes possible a more accommodating trunk.

In every detail, this is modern, functional beauty—found only in Lincoln among all fine cars.



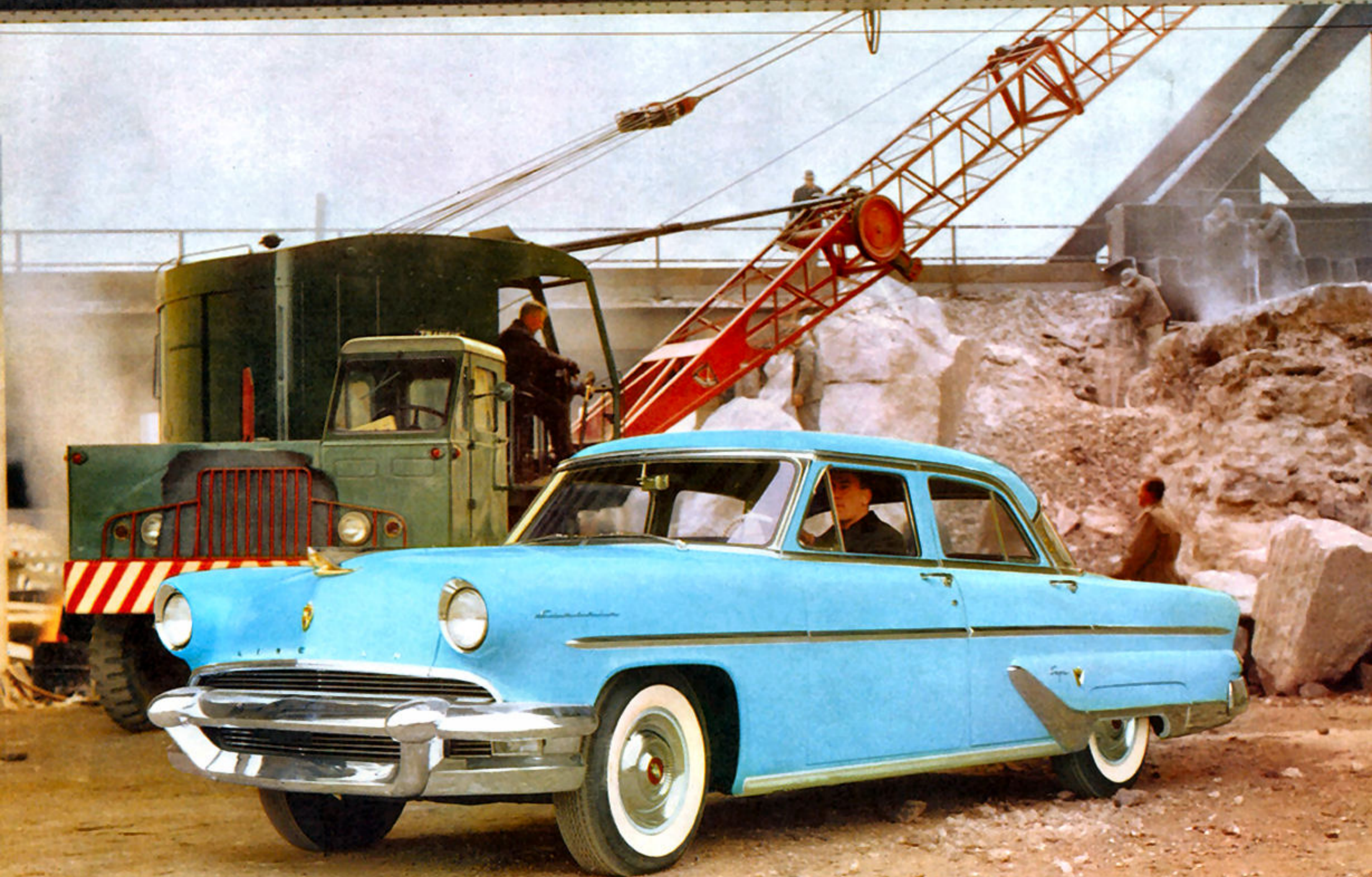
FOR THE ACTIVE EXECUTIVE . . .

THE SUPERB PERFORMANCE OF LINCOLN

The true test of any fine car is outstanding performance—the superb combination of power, handling ease and road stability. Lincoln has been proved the outstanding performance champion of the fine car field. For three straight years, Lincoln swept 1st and 2nd places in the stock car division of the Mexican Pan-American Race—called by experts the toughest, most complete performance test in the world.

This magnificent performance, proved under the most exacting conditions, is the quality that the busy executive demands in his car. In his everyday driving, he appreciates the power of Lincoln's big V-8; and the smooth, no-jerk, no-lag action of Lincoln's exclusive Turbo-Drive—finest automatic transmission.

CAPRI 4-DOOR SEDAN FINISHED IN BRUNSWICK BLUE



EVERYTHING THAT IS FINE IN MOTORING

IS YOURS IN A LINCOLN



CAPRI CONVERTIBLE INTERIOR OF CASHMERE CORAL AND WHITE LEATHER

There's a magnificent driving experience waiting for you the moment you take the wheel of a Lincoln. You will find superb power, a generous new measure of handling ease, and truly modern beauty in every Lincoln detail.

You will find a world of driving *pleasure*, too, for Lincoln now offers the widest choice of optional power features in its field. There is new power lubrication, exclusive with Lincoln among fine cars. You push a button on the dashboard and Lincoln's Multi-Luber automatically lubricates vital steering and front suspension points of your car. You always have a smooth, easy ride.

You can also choose optional power steering that takes the work out of turning and lets you park in spaces you wouldn't attempt in any other fine car; power brakes to bring you to smooth, straight stops; 4-way power seat that lets you select the driving position that fits you best; power window lifts; and, to make your Lincoln fully modern, air-conditioning that lets you dial your weather.

To completely appreciate the beauty, handling ease and magnificent performance of this Lincoln, please accept our invitation to drive one. Simply stop by—or phone and we'll make arrangements to meet you at your convenience.