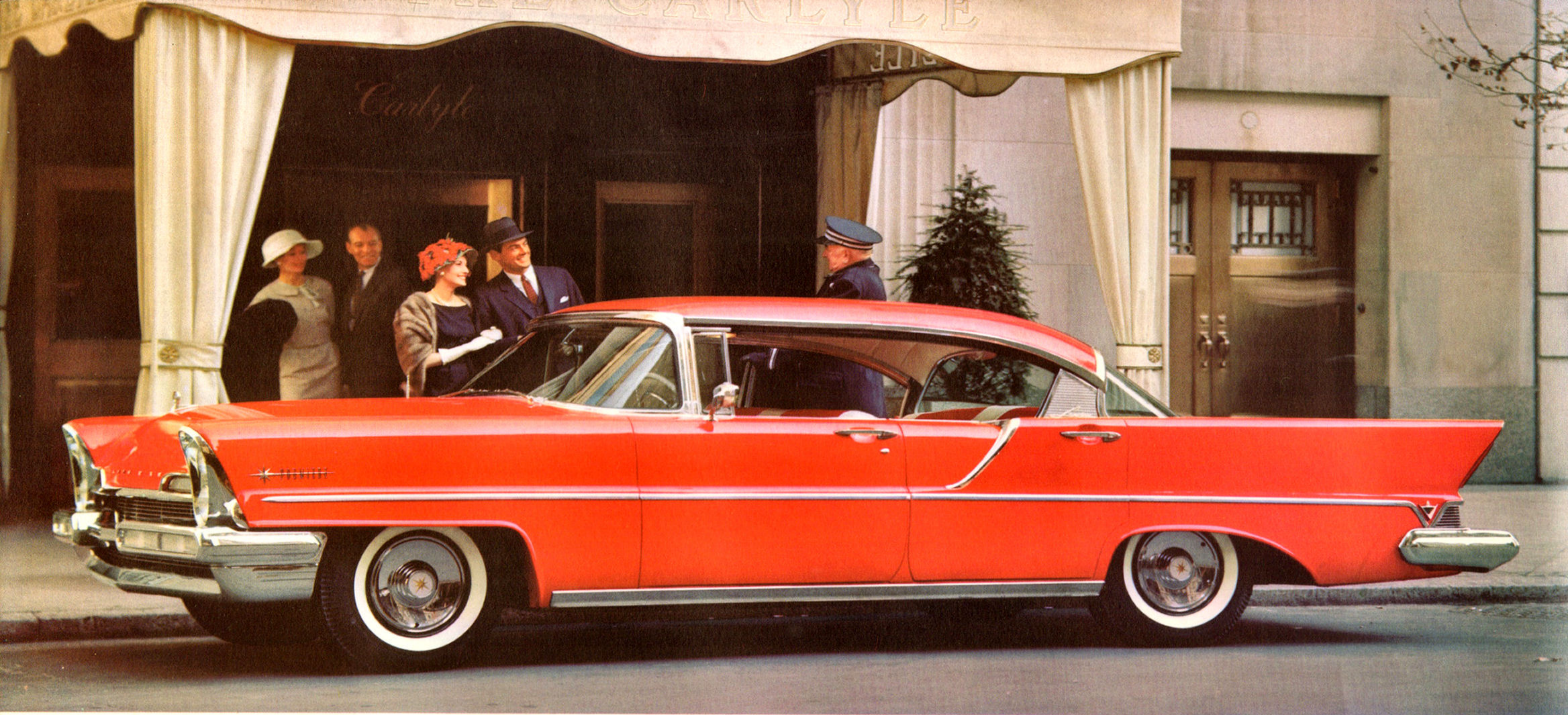


At more and more of the smartest places...

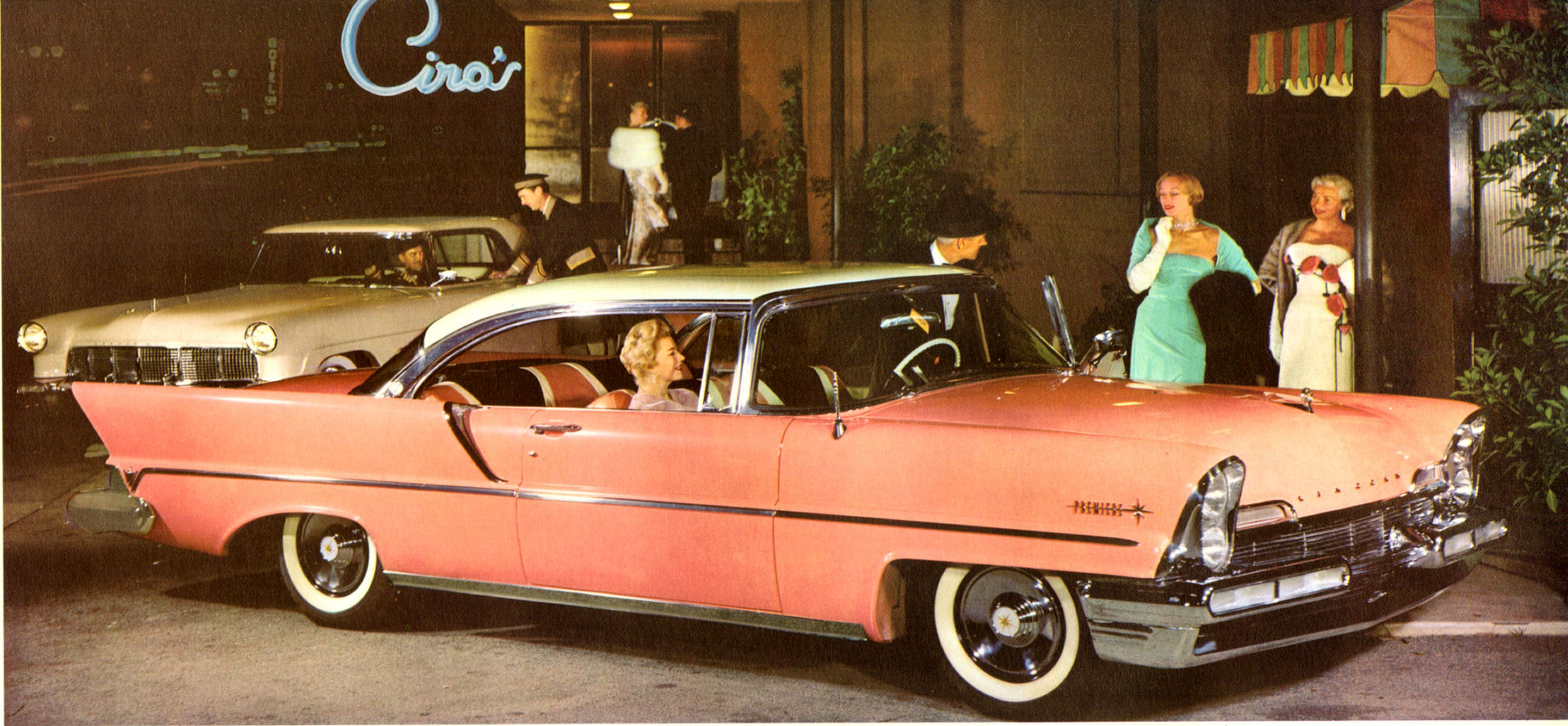




LINCOLN PREMIERE LANDAU 4-DOOR HARDTOP IN HUNTSMAN RED . . . AT THE CARLYLE HOTEL, NEW YORK CITY

...more and more of the smartest fine car owners

are arriving in the long, low, lovely Lincoln



GOWNS BY IRENE

LINCOLN PREMIERE 2-DOOR HARDTOP IN STARMIST WHITE OVER FLAMINGO . . . AT CIRO'S, HOLLYWOOD, CALIFORNIA

Have you discovered what's happening lately at smartest places everywhere?

We're talking, of course, about the fact that wherever discerning people meet . . . at Manhattan's fashionable Carlyle Hotel, for example, or Hollywood's glamorous *Ciro's* "on-the-strip" . . . more and more of them are arriving in Lincolns.

As to *why*, you'll know one of the *beautiful* reasons when you take a close-up look at this Lincoln. Because from Quadra-Lite Grille to canted rear blades, here is fresh,

clean-lined beauty that will shape the course of fine car design for years to come.

Then, step inside this Lincoln and discover another beautiful reason. You'll see custom-fashioned fabrics and soft, supple Lincoln leathers—as fresh as a spring morning and as smartly tailored as your home furnishings.

Finally, there's the *driving*—because Lincoln is as eager for the road as it looks. Lincoln owners everywhere—and others who often drive this fine car—can give you more specific reasons for loving it . . . *many, many more* . . .

The parking attendant at *Ciro's* has his own reasons for liking Lincoln: "I park all kinds of cars every day—everything from 2-seater sports cars to limousines—and I'll tell you Lincoln is a real sweetheart. Parks easier than most smaller cars. And you know, people stop and stare when I take a Lincoln out to the lot. Happens every time."



Listen...and you'll hear their reasons for owning Lincoln:

“Clean, good taste in styling...effortless
driving without equal...quick, easy power”

No matter where you drive across the country, you'll find more and more Lincoln owners discovering something wonderfully new and different about their Lincoln.

Ask them about Lincoln styling and you hear: "Lincoln's long, clean and uncluttered. It's a youthful kind of fine car."

Talk to Lincoln owners who drive along Chicago's Lake Shore Drive every day and they'll tell you their Lincoln is "such a relaxing car in either city or expressway traffic. You can keep pace with the fast-movers or step lively around the highway slowpokes . . . so easily and safely. Our Lincoln is the most *effortless* fine car we've ever driven." And they love not only the way their Lincoln handles but the way "everything you touch turns to power . . . even the vent windows and door locks can be operated electrically!"

And out in the "mountain country" near Denver, for example, you'll learn that Lincoln owners like this fine car's quick, easy power. "High horsepower here makes sense," they tell you, "and I get fast action at every speed."

Or down in Texas—where air conditioning is essential—you'll find Lincoln-owning Texans holding their "Lincoln system is 'way ahead." Touch a single control and you can flood your Lincoln with cool, dust-free air. Turn the same knob and you can select the temperature you want . . . automatically.

Byron Nelson—famous golfer and member of the Colonial Country Club in Fort Worth—is the proud owner of a new Lincoln. Ask him what he likes best about it and you get a quick answer: "I like the *feel* of this car. It does everything the *easy* way. In my book, it's the easiest-handling, best-looking car on the road!"

LINCOLN PREMIERE LANDAU 4-DOOR HARDTOP

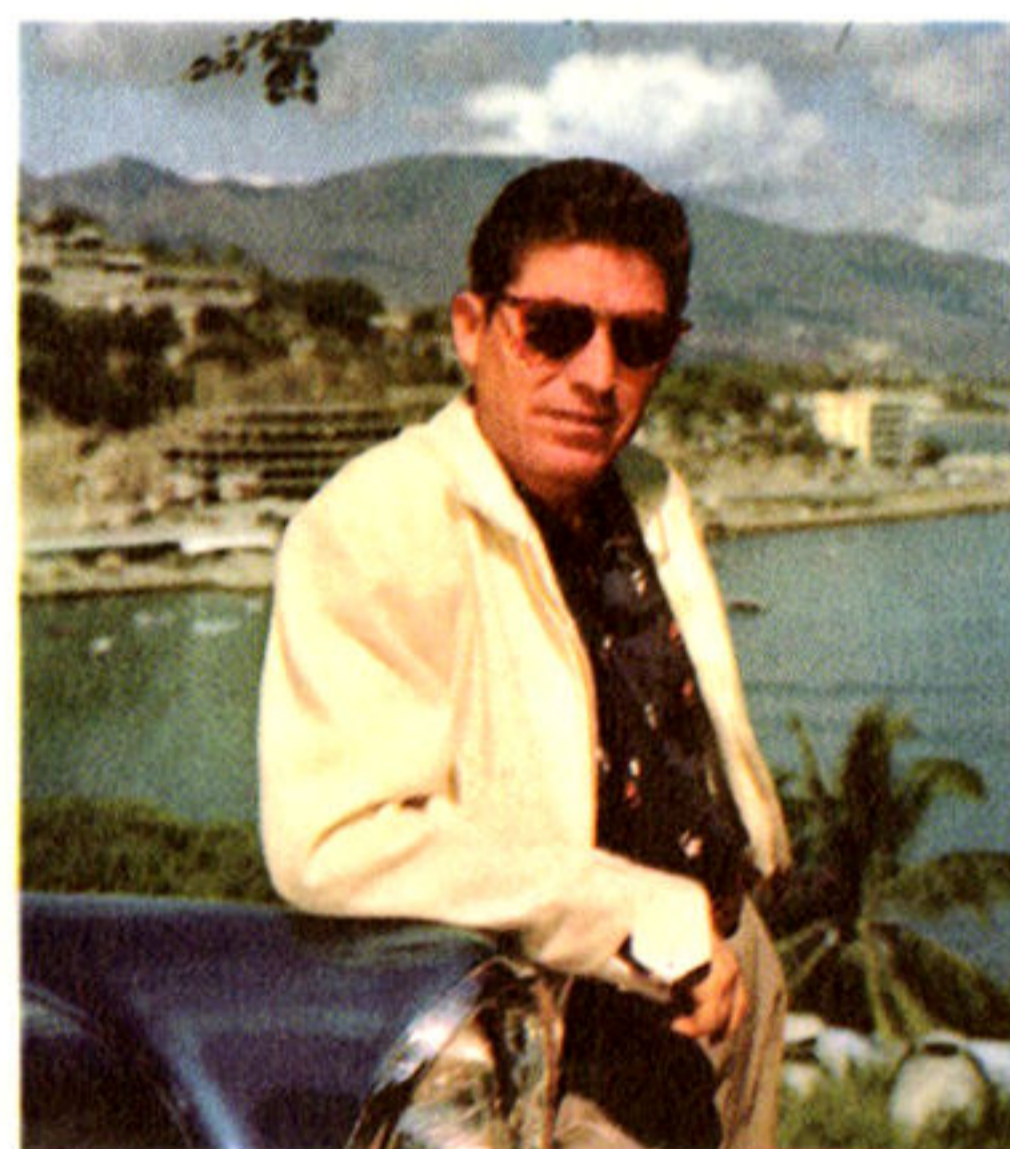
IN IVY GREEN OVER WILLOW GREEN

... AT THE COLONIAL COUNTRY CLUB, FORT WORTH, TEXAS.



Everywhere...among people who know and love superb motor cars...

Lincoln sets a whole new standard of what a fine car should be and do



Ernesto Servin, Mexico City automotive engineer, knows the Mexican country and also knows his cars. "I prefer driving Lincolns," he says. "With that new suspension system Lincoln has, you can drive all day on these Mexican roads and never feel tired. And wherever you stop, you get that special consideration that makes any trip a pleasure."

Down Mexico way... just as the world over... Lincoln is fast being recognized as the finest car on the road.

As you look at the Mexican country, you know that here is a rugged road test for any car—and one that again proves the roadability behind Lincoln's three-year sweep of 1st and 2nd in the Mexican Road Race.

On the winding mountain roads, you're thankful for Lincoln's effortless handling. And on steepest grades, your Lincoln moves serenely—as quietly and effortlessly as though it had already passed the crest. When you turn off on a rough side road, you ride lightly... luxuriously... forgetting you're so far from American turnpikes.

In fact, every mile you drive you discover why Lincoln sets a whole new standard of what a fine car should be and do. Only Lincoln offers such long, low, trend-setting styling, luxurious fine car comfort, and the most effortless driving qualities you've ever known. And this, you realize, is why more and more discerning fine car owners *everywhere* are turning to Lincoln.



NATIVE BOYS HIGH-DIVING FOR COINS.





LINCOLN PREMIERE CONVERTIBLE IN TAOS TURQUOISE . . . AT EVERGLADES ISLAND, PALM BEACH, FLORIDA



"I judge a car the way I do a boat. I like Lincoln's long, trim lines, and the easy way she handles. Matter of fact, I've seen more and more Lincolns parked out here lately—every time we have guests aboard the *Top Flite*."

*Popular new way to discover why the trend
among fine car owners is to Lincoln...*

Spend a weekend with the long, low, lovely **LINCOLN**

UNMISTAKABLY . . . THE FINEST IN THE FINE CAR FIELD

