

You have never...never...seen the likes of this Lincoln!

And never... never before in history... have so many fine car buyers switched to Lincoln

Everywhere, people who know fine cars are making a refreshing discovery—and a change in their driving habits. For suddenly, they're driving *new Lincolns*.

Obviously, the 1956 Lincoln is a totally new car . . . the *only* car of such total newness, in fact, in all of the fine car field. And since the day of its debut, it has attracted more fine car buyers than any other Lincoln ever built!

Impressively large? This is the longest, lowest, roomiest Lincoln of all time. Powerful? A new 285 horsepower engine gives you more usable power than you've ever touched into action. Luxurious? Incomparably so. But . . . and this is what's *really* important . . . these are not the main reasons for the big change.

There are other cars with great size, power and luxury. But only the cars pictured here—the 1956 Lincolns—have the look, and the new way of moving, that makes Lincoln so *distinctively different*.

The look, to put it quite simply, is already becoming a classic of both clean-lined beauty and good taste. And the way Lincoln moves—well, that you must experience . . .

*—the one and only completely new car
in the fine car field!*



Lincoln Premiere Four-Door Sedan



New in so many important ways that matter most to a man...

Lincoln Premiere Convertible

Majestic Size—With one glance, you can see that this is the longest, lowest, roomiest Lincoln ever built. But what sets this Lincoln apart—from *all* other cars—is the way this great size is expressed: in graceful, clean-lined beauty that reflects your judgment and good taste.

Commanding Power—When you touch Lincoln into action, you unleash the hushed might of 285 horsepower . . . *usable* power that gives you a safety margin of reserve at speeds you use most of the time. And on hills: In this Lincoln there *are* no hills—except as part of the scenery!

Silken Smoothness—The incomparable smoothness of Lincoln's ride is in a large part due to Turbo-Drive, the Lincoln transmission that's recognized as the finest of all automatics. Engineers say that the finest engine is no better than the transmission it must work with—and the magic of Turbo-Drive is why Lincoln's smooth power is like none you have ever known.

Unique Roadability—Just by looking at Lincoln, you can tell it's a road car—with that scant five feet of lowness, and the firm, locked-to-the-ground stance of those wide-set wheels. Then, when you *drive*, Lincoln shows you the roadability behind its Mexican Road Race record. (A sweep of 1st and 2nd places in the stock car division, against all comers, for the last three years the race has been run.)



New in so many wonderful ways that matter most to a woman . . .

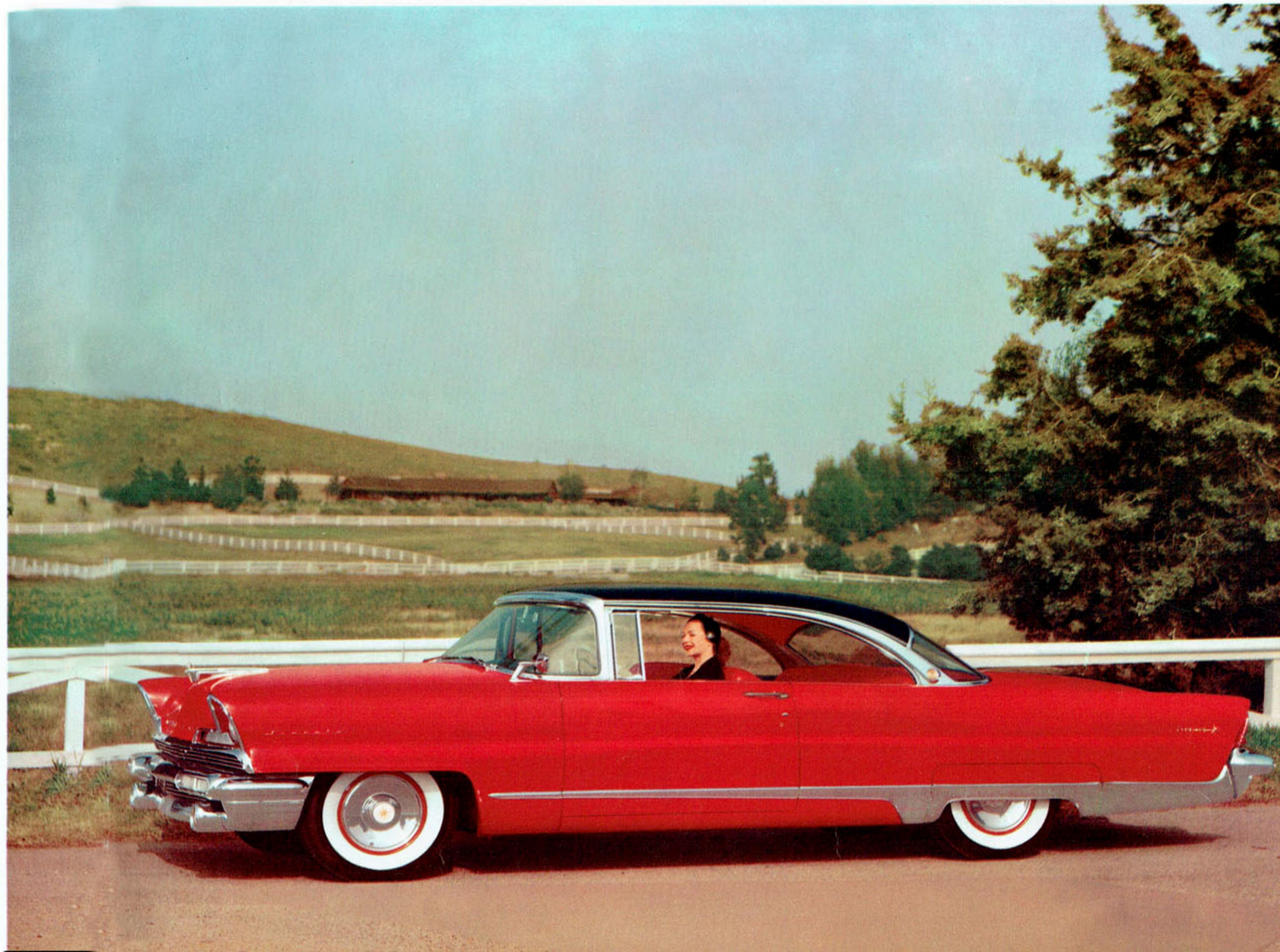
Lincoln Premiere Coupe

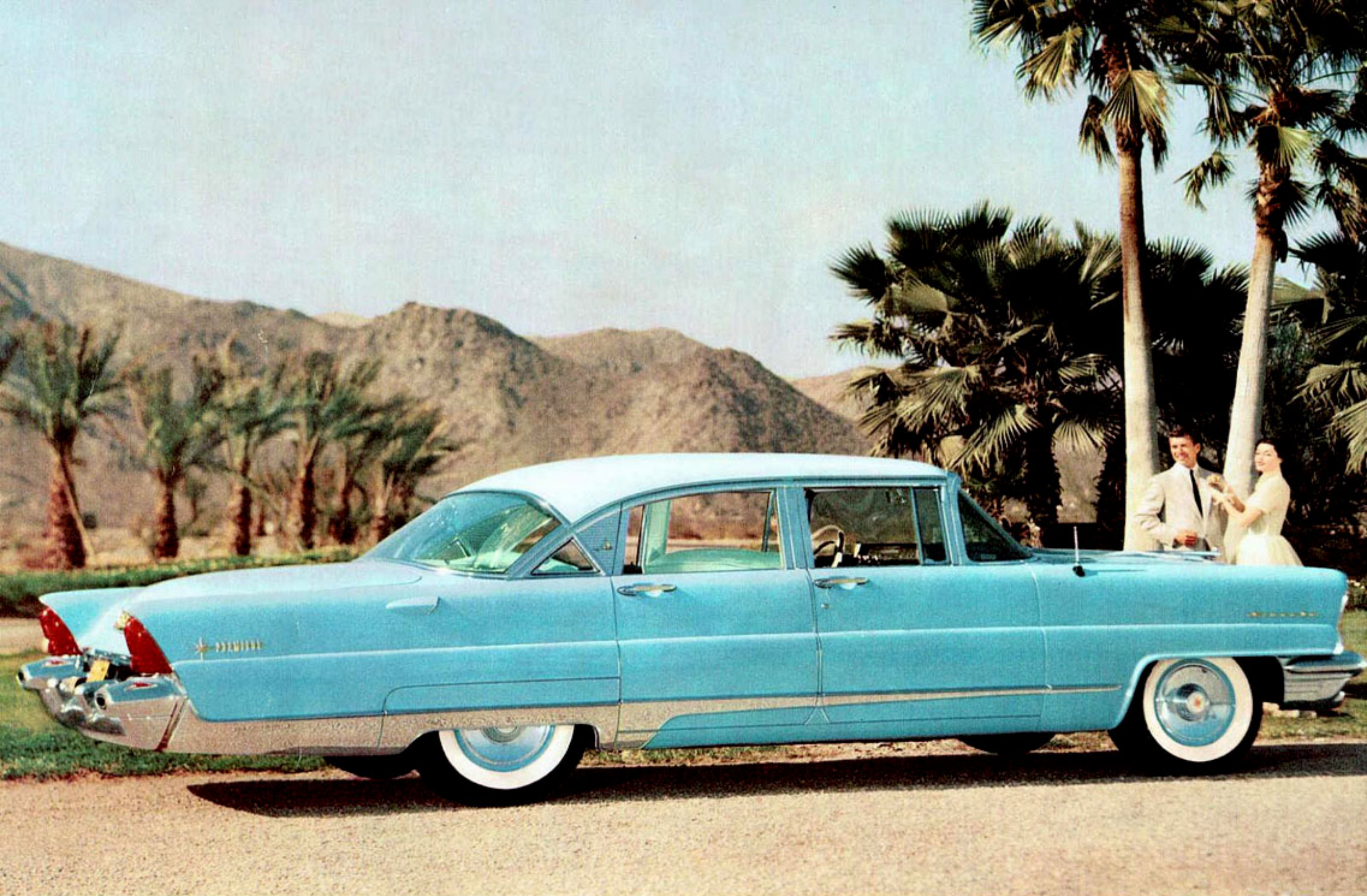
Clean-lined Beauty—In the long, low, sleekly new contours of Lincoln, the woman who knows distinction will find a rare kind of artistry. Gone are the marks of ostentation, gaudiness, and meaningless decoration too often seen in cars of this class. Instead, Lincoln is distinguished by good taste and simplicity of line.

Fabulous Luxury—When you select your Lincoln interior, you can personalize it as you would a room. You choose, for example, from soft, hand-boarded leathers and beautifully threaded fabrics previously used only on fine furniture. And, to highlight this luxury, Lincoln's jewel-like fittings are as decorously styled as accessories in your wardrobe.

Power That Does Everything—In this Lincoln Premiere you come as close to truly effortless driving as an automobile can bring you. Power steering threads you through traffic and slips you into parking spaces; push a button, and power positions your seat and operates the windows. Also, at your option, you can have power brakes, and even power lubrication to service the car!

Reassuring Safety—In this Lincoln safety surrounds you. Lincoln's windshield is the largest of any car, and Lincoln's safety-flex steering wheel is the safest ever developed. To either side, triple-strength door locks give you added protection. And seat belts, of course, are optional.





The adventure of Lincoln can be yours - today!