



LINCOLN FOR 1957

With Dramatic Newness Everywhere . . .

LINCOLN FOR 1957 IS THE FINE CAR STYLE LEADER.



The new Lincoln Limousin, with rear doors nearly four inches wider, offers you far more comfort and ease in the rear seat—plus the Lincoln kind of ultimate in handling styling.

From Quadra-Lite Grille to cooled rear Wipers, the Lincoln approach to fine car styling shapes new trends.

For 1957, Lincoln stylists have again created fresh new concepts in fine car design—and set the direction for other cars to follow.

First, they fashioned the dramatic new Quadra-Lite Grille—an exclusive, distinctively modern design that will set styling trends for years to come.

Next, they turned to Lincoln's long, low silhouette—and there's no mistaking what happened there. From Quadra-Lite to cooled rear Wipers . . . this is Lincoln's kind of newness. There's no sign of meaningless ornamentation . . . no bulging contours . . . simply long, low, beautiful new body lines that meet and merge in a clean sweep of steel.

At the rear, you see the dramatic "fish tail" of new cooled Wipers; massive new taillights; a new, rear grille; and the largest, most beautifully integrated backup lights on any car.

Clearly—no matter how you approach Lincoln for 1957, you see styling leadership.



The bold, masterfully distinctive Quadra-Lite Grille of this new Lincoln sets it apart from all other cars. And the Quadra-Lite—an exclusive new combination of headlights and roof lights—gives you a clearer view of the road and road shoulder.



Cooled rear Wipers and taillights have no doubt about the "going away" identity of this fine car. Now, too, the new wrap-around "rear grille" treatment and double-width backup lights . . . and the fact that weighty steel exhaust are now concealed.



LINCOLN PRESENTS LINCOLN 1957

INSIDE, TOO, LINCOLN SETS THE TREND IN FINE CAR FASHION



Plaid Buckle—an all-new interior scheme—offers a happy mood in the leather of this Premier Continental. Its leather combination of these colors, in all Premier at right even size.



Belt-Line Blue in a monochromatically harmonious scheme is a quietly quiet atmosphere in this Premier Lincoln. Dark blue leather can be alternate materials, contrast with light blue stripes of light blue seats.

A wonderfully new selection of interior designs—plus exclusive new fabrics and leathers—lets you custom-style your Lincoln to your taste.

This book would have to number hundreds of pages to show you all the ways you can interior decorate your 1957 Lincoln. There is a wide array of distinctively new choices in the Premier, and twice as many Cape interiors as before.

So let us just say that your Lincoln can express your tastes and personality as tastefully and individually as your home does.

Consider what you have to work with. First of all, Lincoln styles have created entirely new and exclusive interior schemes for you—style with superbly luxurious materials.

You choose from rich genuine leathers (they rival a flower petal for softness—and are unrivaled for durability)—and a wonderful array of nylon fibers, cane and oak veneers, mahogany and burlwood patterns, web and diamond designs. As for the colors—you have never seen so many fresh, tasteful shades in all of the fine car field.

In short, your new Lincoln can express you—and do it beautifully.



Yellow and White sitting in the leather dress of this Premier Lincoln expresses a feeling of elegant simplicity. Note how white leather and all-wool yellow of seats, achieving a light, sun-like feeling.



LINCOLN PREMIER COUPE 2 DOOR HARDTOP

Lincoln is more than ever...

THE FINEST PERFORMANCE CAR ON THE ROAD

A new 300-horsepower engine teams with new, fast-action Turbo-Drive transmission—to give you the finest performance on the road.

For years now, Lincoln has been recognized as the best performance car in America. And for 1957, Lincoln has surpassed even its performance-lance predecessors.

Once again, Lincoln has translated higher horsepower into usable acceleration. But what's equally important, this power is delivered through a new, fast-action Turbo-Drive. Power response is faster and smoother than ever—from a standing start, easing along in traffic, or passing at cruising speeds.

And there's new fuel economy. Compression ratio is up to 10 to 1—and in combination with a new carburetor and distributor this means better economy.

Also new for 1957—and available at your option—is a Direct-Power Differential that automatically directs rear wheel driving force to the wheel having greater traction.



New Direct-Power Differential—reduces chances of "getting stuck." Torque goes to wheel getting best grip on the road.

Brilliant new break-away gears—as well as faster response at all speeds—is the result of teaming Lincoln's 300-horsepower and higher torque with a new, fast-action Turbo-Drive transmission. Exclusive with Lincoln, Turbo-Drive is recognized as the smoothest, most versatile automatic transmission ever developed.



Lincoln's power is the kind that makes you look ahead for hills—yet for the sheer pleasure of rapping them as though they didn't exist. And on a curve, Lincoln's low-to-the-ground stability and exceptional roadiness are a wonder to experience.

In an other memorable car you simply push the top button control—and disappear while the car comes forward. All you do is push it into position to be automatically locked. Typical of Lincoln's luxury features, the Self-Locking Top is another Lincoln line car first.



LINCOLN PREMIER CONCEPTS

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Luxuriously new in fine car comfort...

LINCOLN IS THE CAR THAT LETS YOU RELAX



You discover unrivaled handling ease, and a ride so soothing and gentle that even the roughest road can be traveled with quiet smoothness.

Like all fine cars, this Lincoln has a "big car ride"—but its superior comfort and handling qualities go far beyond even that.

Lincoln is the only fine car that is actually easier to handle than smaller cars—and so easy to park. With an exclusive suspension system combined with advanced design power steering, Lincoln responds to your touch as easy as walking.

Women, especially, find that this Lincoln changes their ideas about driving large cars. For the first time, they can enjoy driving anywhere—instead of just on the open highway.

As for comfort, everything about this Lincoln lets you relax.

It's the largest, roomiest Lincoln ever built, but a secret low fad of lowness gives it superb road-holding qualities. Its deepest seats are carefully positioned for over-the-road comfort, and new-type front shock absorbers give you a "Hydro-Cushioned" ride on any kind of road.

Typical of Lincoln's careful attention to even the finest riding refinements, this new kind of shock absorber is specifically designed to minimize small wheel movements—the kind you get on concrete pavements.



Parking this new Lincoln is actually a pleasure. Advanced design power steering is standard on all models, and a full wrap-around rear window gives you a clear view of curved rear blades. Lincoln's power steering takes over the work at about three pounds of steering pressure—wheel can be turned with one finger, even when the car is standing still.



LINCOLN PREMIER & BUCK SERIES

With power at your fingertips . . .

LINCOLN IS THE MOST EFFORTLESS DRIVING FINE CAR EVER BUILT



New Electric Guard door locks are operated from driver's seat by the switch . . . and a light warns you if a door is not tightly closed.



New air way power seat tilts for operation . . . well as adjusting upright, forward/back. On tilt, reclining, you relax all the way.



Power Steering combines with an exclusive front suspension system to make this big Lincoln easier to handle than ever a wheel car. For women, naturally, this is one of the greatest benefits of Lincoln steering. Power steering takes all the effort out of driving, and does after long, continuously wipe to your Lincoln you arrive at your destination virtually as fresh and relaxed as when you started out. Naturally, power steering is standard on all models.



Lincoln Power Brake gives you even, smooth stops with only a fraction of the effort used with regular brakes. With the low, double-width pedal, right-foot braking is simply a push with your foot.



Lincoln Power Windows glide up and down at the touch of a button. There's a separate switch at each window, and driver has a master window control. Naturally adjusted to operate only with engine running.



New Power Electric-Trim also operates at a finger-touch. A two-button switch on driver's side controls both right- and left-hand seats, and a single switch on the opposite side lets passenger operate the right-hand seat.



Push-Button Lubrication is another Lincoln fine car first. Touch a button—and power lubricates front-end suspension and steering systems. More than a convenience, it helps maintain new-car driving ease.

Lincoln offers you power for everything—steering, brakes, seats, windows . . . even door locks, rear windows, and power lubrication as you drive!

In this luxurious new Lincoln you can expect as close to truly effortless driving as an automobile can bring you—because everything you touch in this fine car turns to power!

Power steering, power brakes and automatic Turbo-Drive transmission are standard equipment—as are power windows and power seats on all Lincoln Premier. And, as before, you can even equip your Lincoln with such power options as production lubrication.

But how does it work?

For 1957, you can equip your Lincoln with power seat windows, a always power seat, even power door locks. With power seat windows you can adjust ventilation without taking your attention from the road; air-way power seat sits for greatest comfort; electric door locks include a warning light to tell you when any door is not tightly closed. Everything is automatic, and operates at a touch.

With all this—together with the superior craftsmanship of Lincoln coachwork and chassis—your Lincoln that is so smoothly powerful, and so beautifully luxurious, becomes the most effortless car you have ever driven.

LINCOLN ACCESSORIES



Lincoln Air Conditioning—now controlled by a single knob on the instrument panel—reads you air with clean, cool, dehumidified air. Controls are within the radius of the radio of the car and elsewhere for the utmost convenience. Even after your Lincoln has been parked all day in the sun, you'll have a cool interior in seconds—with 20 cubic feet of air cooling the car every minute. This cooling capacity is measurably greater than that of previous air conditioning systems—and an example of the many advantages you can enjoy in Lincoln cars.



Lincoln Turbo-Tour Radio has one volume bar for "tone" and another for "volume." Equipped with independent front and rear speakers, a green-operated antenna that you control with a switch on the instrument panel and a first control that lets you change stations without taking your hands off the wheel.



Automatic Headlight Control senses your beam when another car approaches, raises it when the car is safely past. Takes a bit of the bother out of night driving, makes highway weaving easier.



Lincoln Dual Control Seats combine an under-seat and a front compression beam. Trapped-in Lincoln enjoys air flow heating and defrosting, which are independent of each other. This allows you to defog on rainy days without overheating.



Lincoln Push-Button Lubrication is another Lincoln first in the fine car field. You touch a button—and power automatically lubricates vital points in front-end suspension and steering systems. More than just a convenience, helps maintain new-car driving ease.

OTHER OPTIONAL EQUIPMENT—AVAILABLE FOR BOTH PREMIER AND CAPRI MODELS • Vinyl plus • Wire wheel rim • Laminé plus frame floor • Padded instrument panel • Six belts • Custom leather seating • Spotlight • Power seat window • Electrical window defogger • Chrome leather trim • Padded seat covers • Six-way power seat • Dual three-wireless driving lights • Electric door locks • Nylon-sheath drive shaft

LINCOLN SPECIFICATIONS FOR 1957

TYPE: The 1957 Lincoln is an advanced low-back, double-deck design, distinguished by three power doors—left, right, and rear. Rear door 41 1/2 in. wide, fits in 36 1/2 in. wide opening. Front door 36 1/2 in. wide, fits in 32 1/2 in. wide opening. Rear door 36 1/2 in. wide, fits in 32 1/2 in. wide opening. Front door 36 1/2 in. wide, fits in 32 1/2 in. wide opening. Rear door 36 1/2 in. wide, fits in 32 1/2 in. wide opening.

PRICE: Every Lincoln is built to meet the highest standards of luxury and performance. The Lincoln is a car that is built to last. The Lincoln is a car that is built to last. The Lincoln is a car that is built to last.

FINISHES: The Lincoln is available in a wide variety of finishes. The Lincoln is available in a wide variety of finishes. The Lincoln is available in a wide variety of finishes.

SEATING: The Lincoln is available in a wide variety of seating options. The Lincoln is available in a wide variety of seating options. The Lincoln is available in a wide variety of seating options.

POWER WINDOWS: The Lincoln is available with power windows. The Lincoln is available with power windows. The Lincoln is available with power windows.

STEERING: The Lincoln is available with power steering. The Lincoln is available with power steering. The Lincoln is available with power steering.

EXTERIOR: The Lincoln is available in a wide variety of exterior finishes. The Lincoln is available in a wide variety of exterior finishes. The Lincoln is available in a wide variety of exterior finishes.

INTERIOR: The Lincoln is available in a wide variety of interior finishes. The Lincoln is available in a wide variety of interior finishes. The Lincoln is available in a wide variety of interior finishes.

SALES: The Lincoln is available in a wide variety of sales locations. The Lincoln is available in a wide variety of sales locations. The Lincoln is available in a wide variety of sales locations.

WE INVITE
YOU TO LEARN
FIRST HAND
THAT LINCOLN
FOR 1957
IS ALL WE SAY
IT IS...
AND *MORE*

Only when you settle behind the wheel of the new Lincoln . . . when you relax in its lounge-like seats . . . when you set it into well-mannered motion . . . only then will you realize all the rewards of Lincoln ownership except one.

That one reward is *owning* this car—calling Lincoln for 1957 your very own. It's a reward you won't deny yourself for long, we'll wager, when you have enjoyed an effortless drive in this newest, finest of all fine cars.

We'll be happy to hear from you . . . or have you stop in . . . any time.

