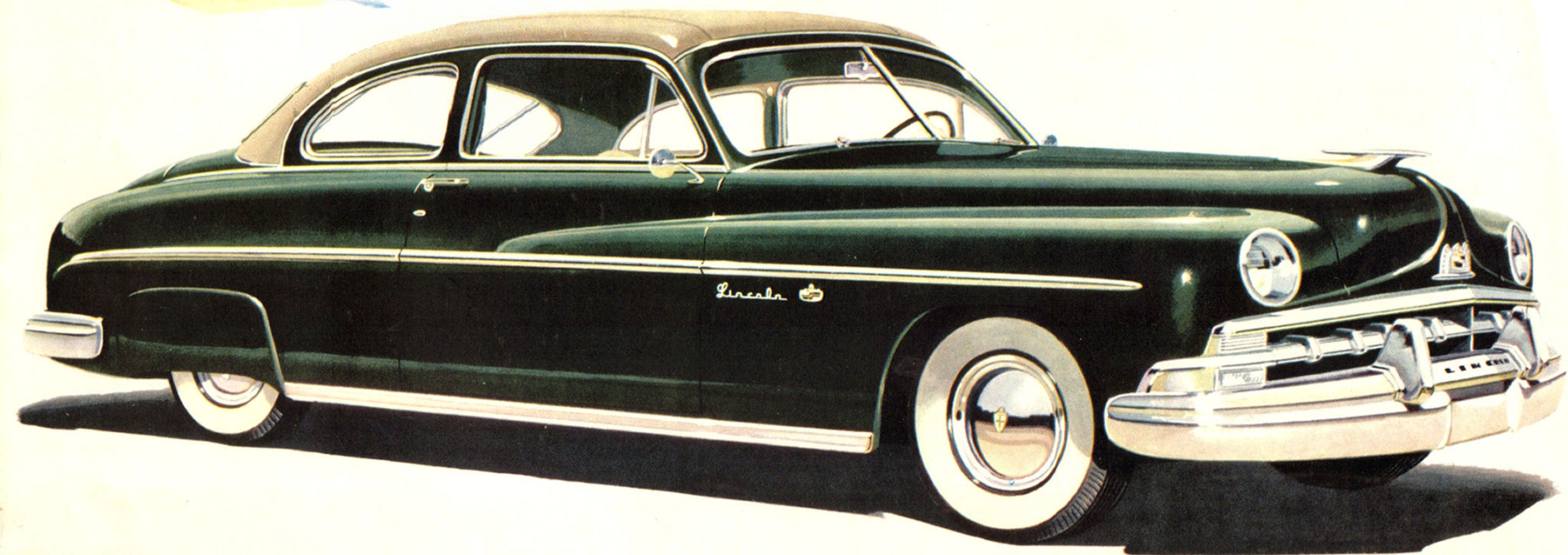
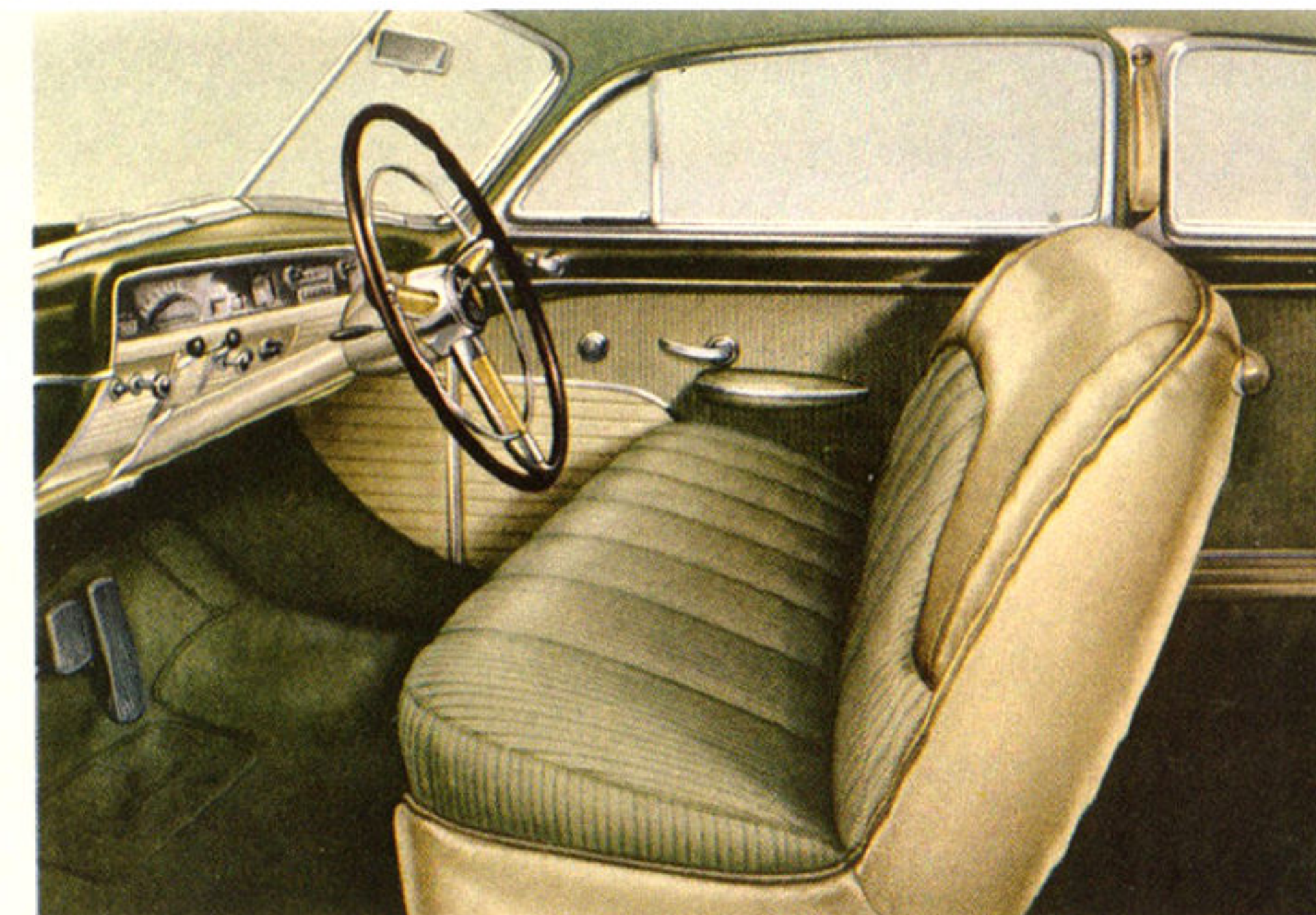
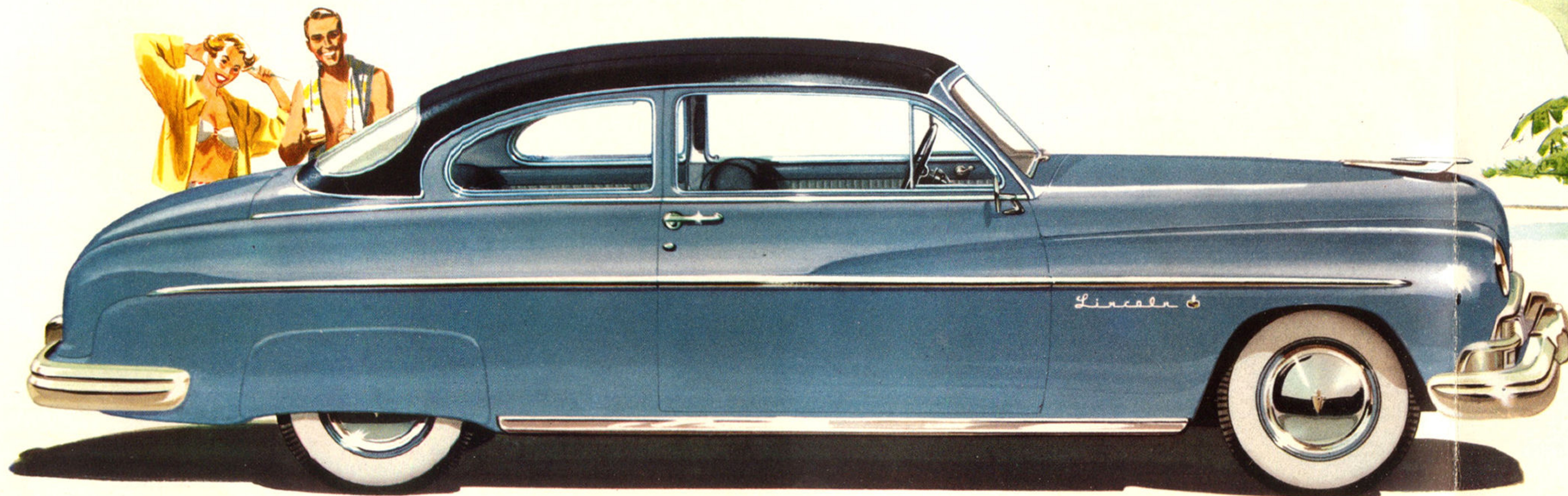


Announcing the Luxurious
Lincoln Lido



the new *Lincoln Lido*

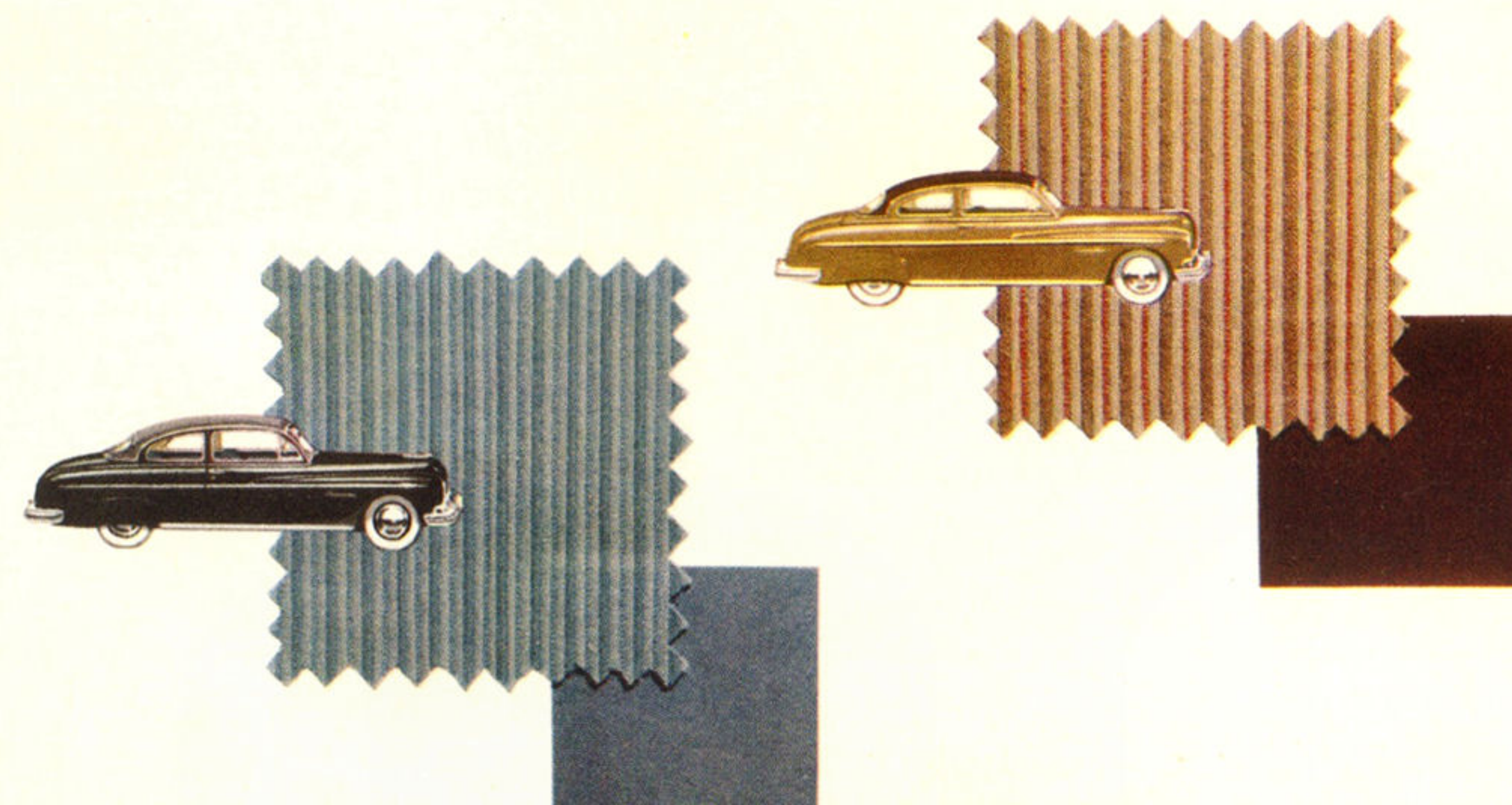


A MASTERPIECE
IN BEAUTY...
A MASTERWORK
IN EVERY DETAIL

Its new interior colors, its new cord and leather upholsteries, its attractive new appointments, its new luxury—all combine to create a feeling of refinement that is more than pleasing. The Lincoln Lido provides that priceless air of rich, tasteful quality that all who see, desire... that all who own, prefer.



Distinctively beautiful in every way, the new Lincoln Lido is fashioned expressly for your pleasure. With its vista-wide windows... its colorful new, vinyl-leather-covered, safety steel top... its appealing new colors—inside and out... the new Lincoln Lido embraces a richer, more handsome styling that sets this performance star of the fine-car field apart from all others.



America's Finest Combination

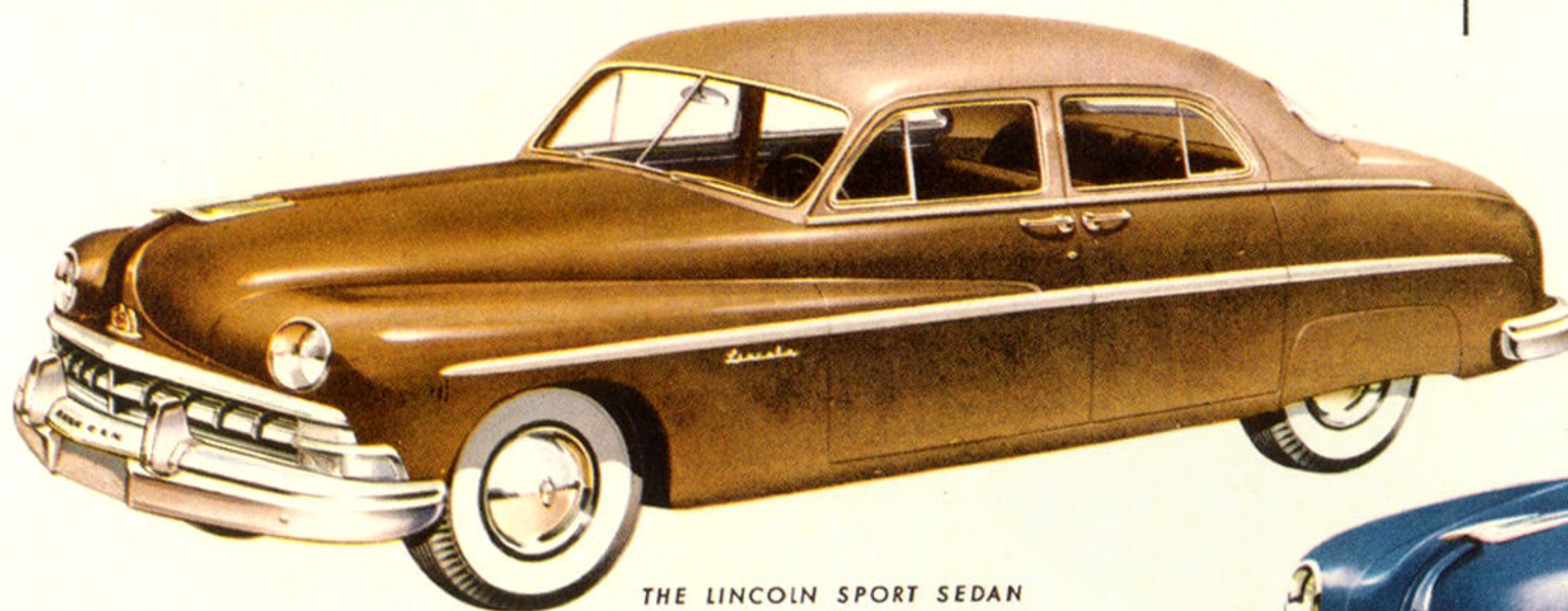
The new *Lincolns*
with **HYDRA-MATIC**

It's a combination that will give you a thrilling road responsiveness no other car can surpass.

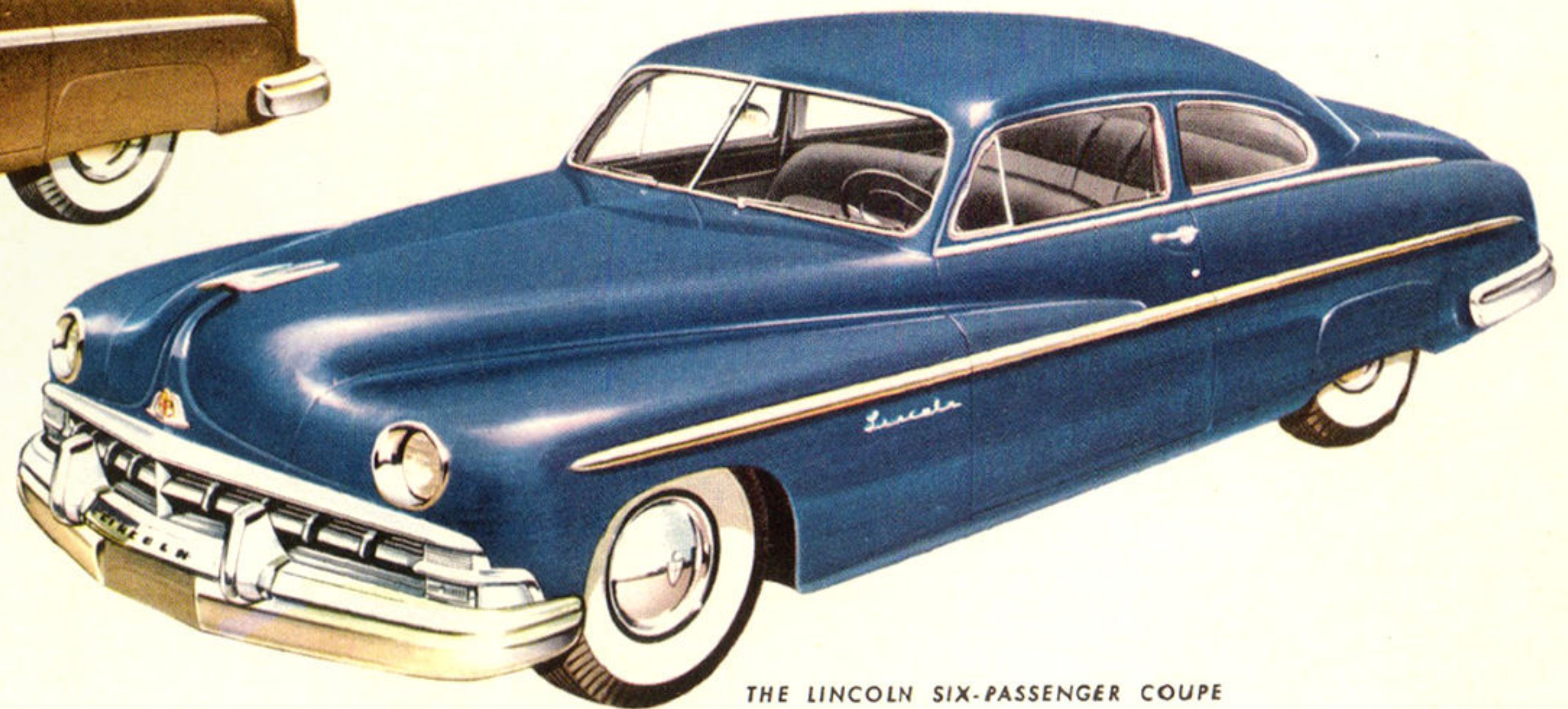
For Lincoln's great "InVincible 8," V-type engine, when combined with the improved HYDRA-MATIC transmission, assures you of silken-smooth power delivery . . . with freedom forever from shifting.

Once you drive the new Lincoln with HYDRA-MATIC, you will agree it's *America's Finest Driving Combination*.

All Lincoln cars equipped with improved HYDRA-MATIC transmission at extra cost. White side-wall tires (and rear fender shields on Six-Passenger Coupe and Sport Sedan) optional at extra cost.



THE LINCOLN SPORT SEDAN



THE LINCOLN SIX-PASSENGER COUPE



Nothing could be finer

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