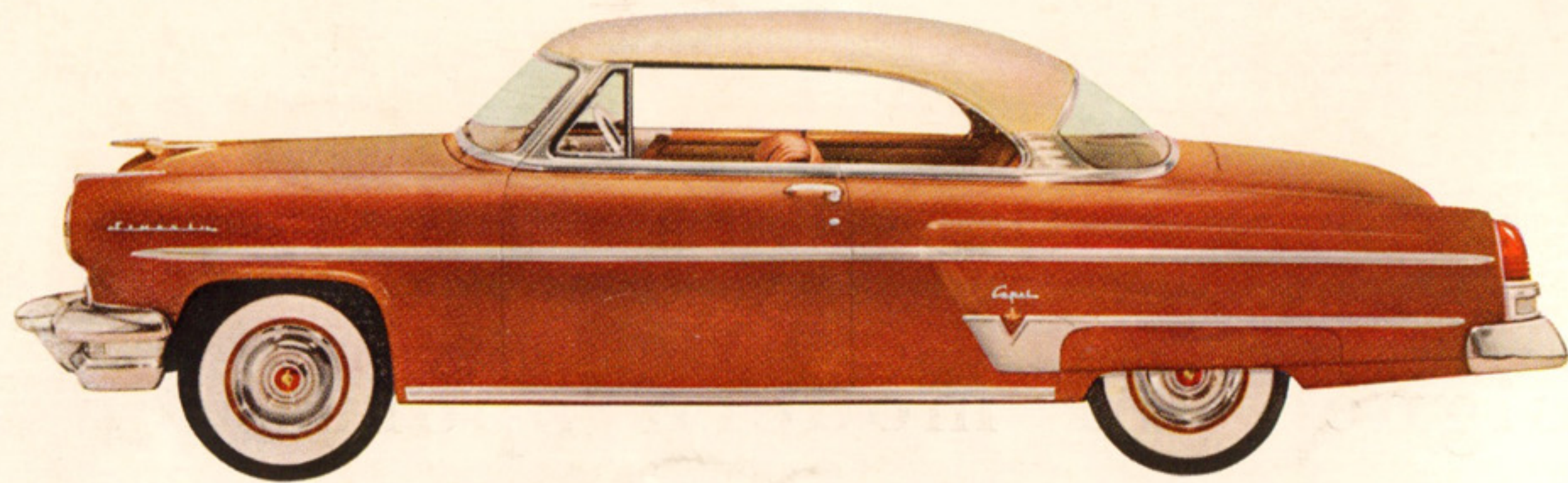


L I N C O L N



and the active art of modern living



designed for modern sportsmen

In the modern sportsman's world, his clothes, equipment, everything he uses is specifically designed to be both functional and decorative. In fact, the decorative effect itself grows out of function. Take, for example, the scarlet coat of the huntsman: decorative, gay, of course, but also easy to see in the distance and follow when the pack spreads out. His stock is an attractive scarf, and, in case of emergency, it's also a bandage or sling while the stock clasp is a safety-pin.

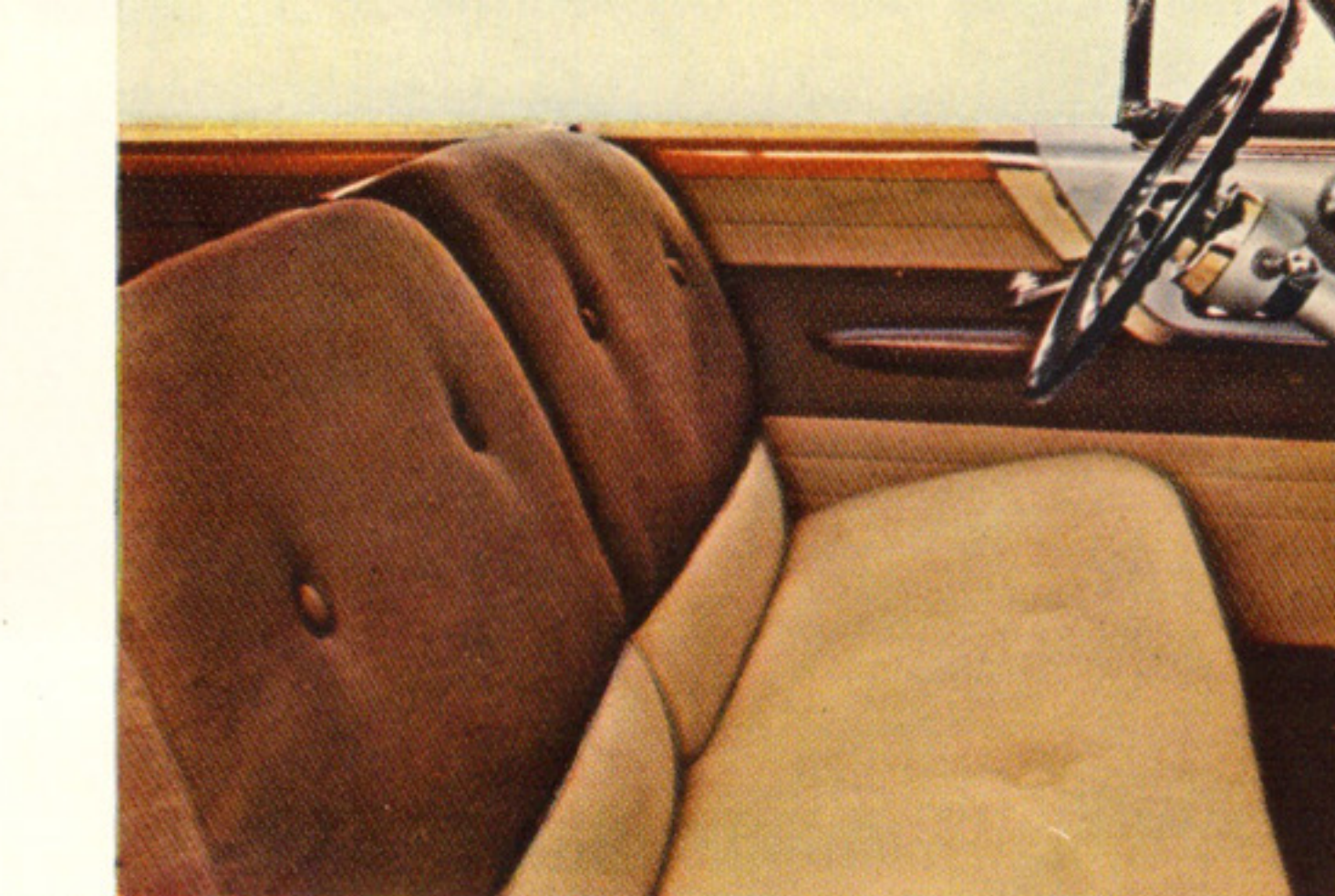
The contemporary man wants this same versatility in his home, his office—and in his fine car. This is one of the reasons he selects Lincoln, for Lincoln, above all others, combines beauty and purpose.

Its silhouette is long, low, and though Lincoln is big, roomy, luxuriously comfortable, all hard-to-handle bulk has been eliminated. The hood slopes gently forward, creating a feeling of motion *and* enabling the driver to see close-up down-front. The front bumper and grille provide a splash of sparkling brightness, *and* they are combined into a single unit. Tapered rear-deck is graceful, pleasing to view, *and* its design makes possible a larger, more accommodating trunk. Interior upholsteries are rich, smartly tailored, *and* they are extremely durable. Instruments are precision styled into the panel decor, placed near eye-level where they can be read quickly, easily.

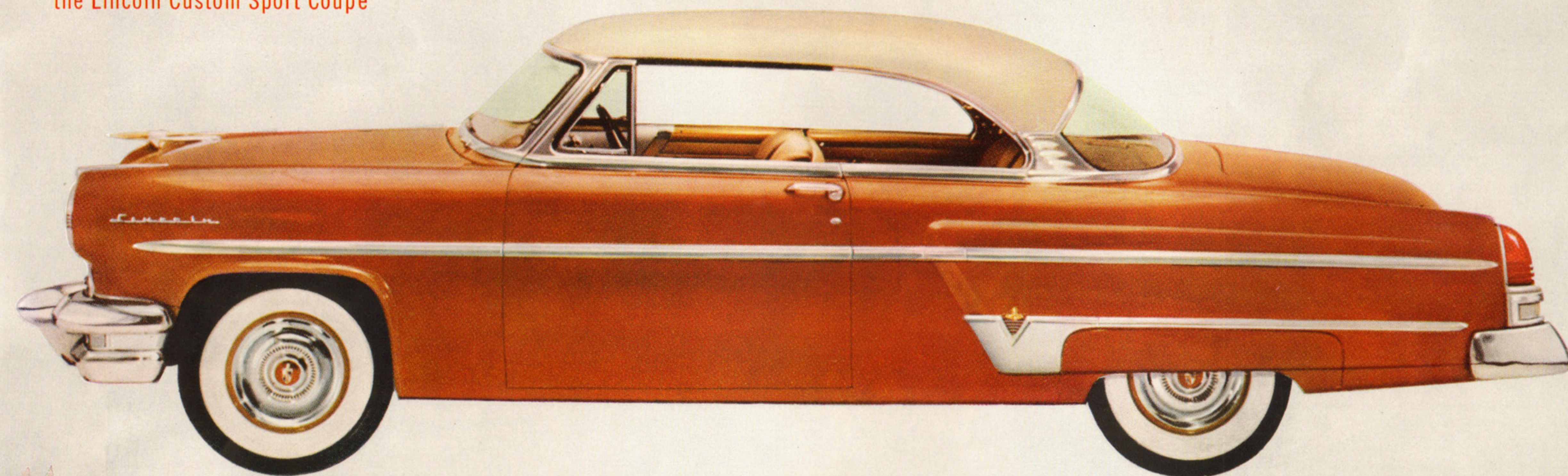
Everything about Lincoln serves doubly. Even the gas tank filler is located out of sight behind the hinged license plate where it cannot mar Lincoln's exterior beauty, *and* where gas station attendants can reach it easily, no matter which side of the pump you approach.

This, then, is modern living design—the skillful blending of luxury and utility so much a part of the modern sportsman's gear—found only in Lincoln, of course, among fine cars.

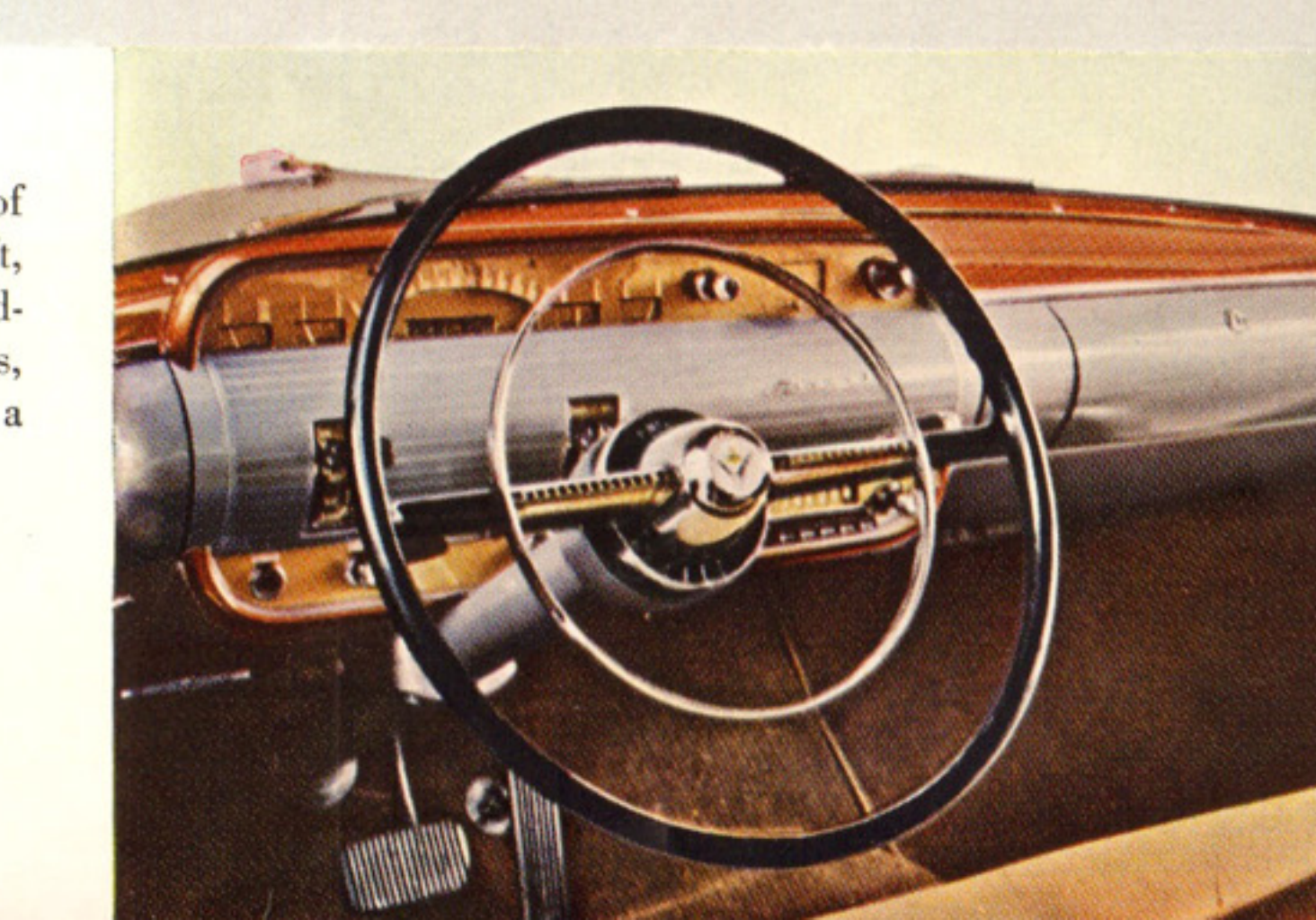
SPORTS EQUIPMENT COURTESY OF ABERCROMBIE & FITCH CO.



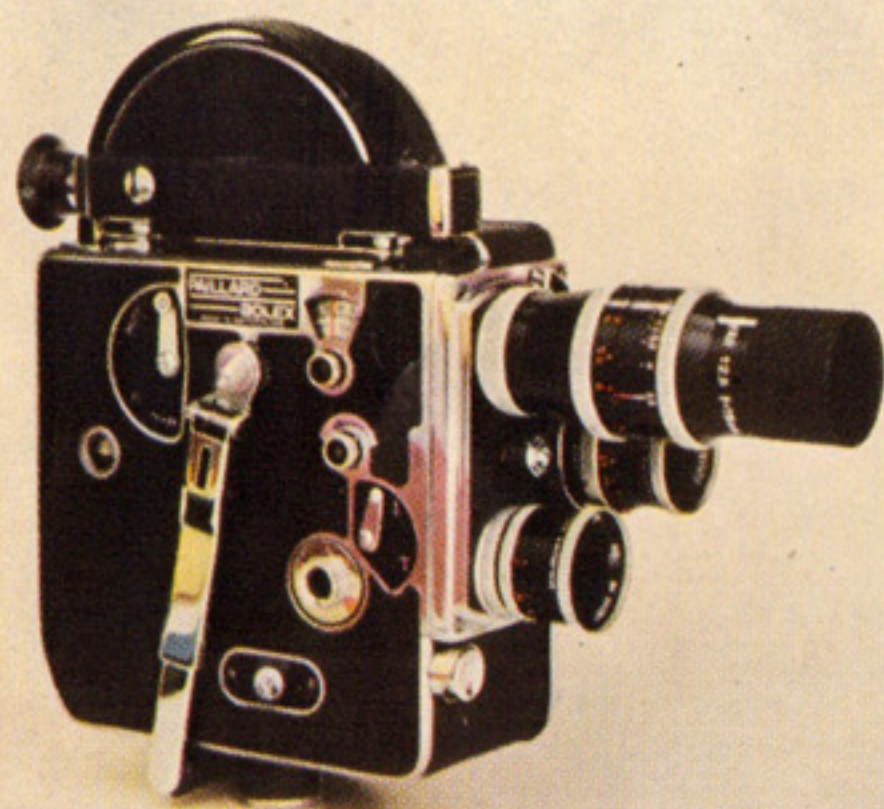
the Lincoln Custom Sport Coupe



In all Lincoln models, you have a wide choice of interior decor. Upholstery materials include soft, pliant leathers, smart new nylons, modern broad-cloth weaves and the popular frieze. Interior metals, appointments, and exterior paints are available in a variety of matching or contrasting colors.



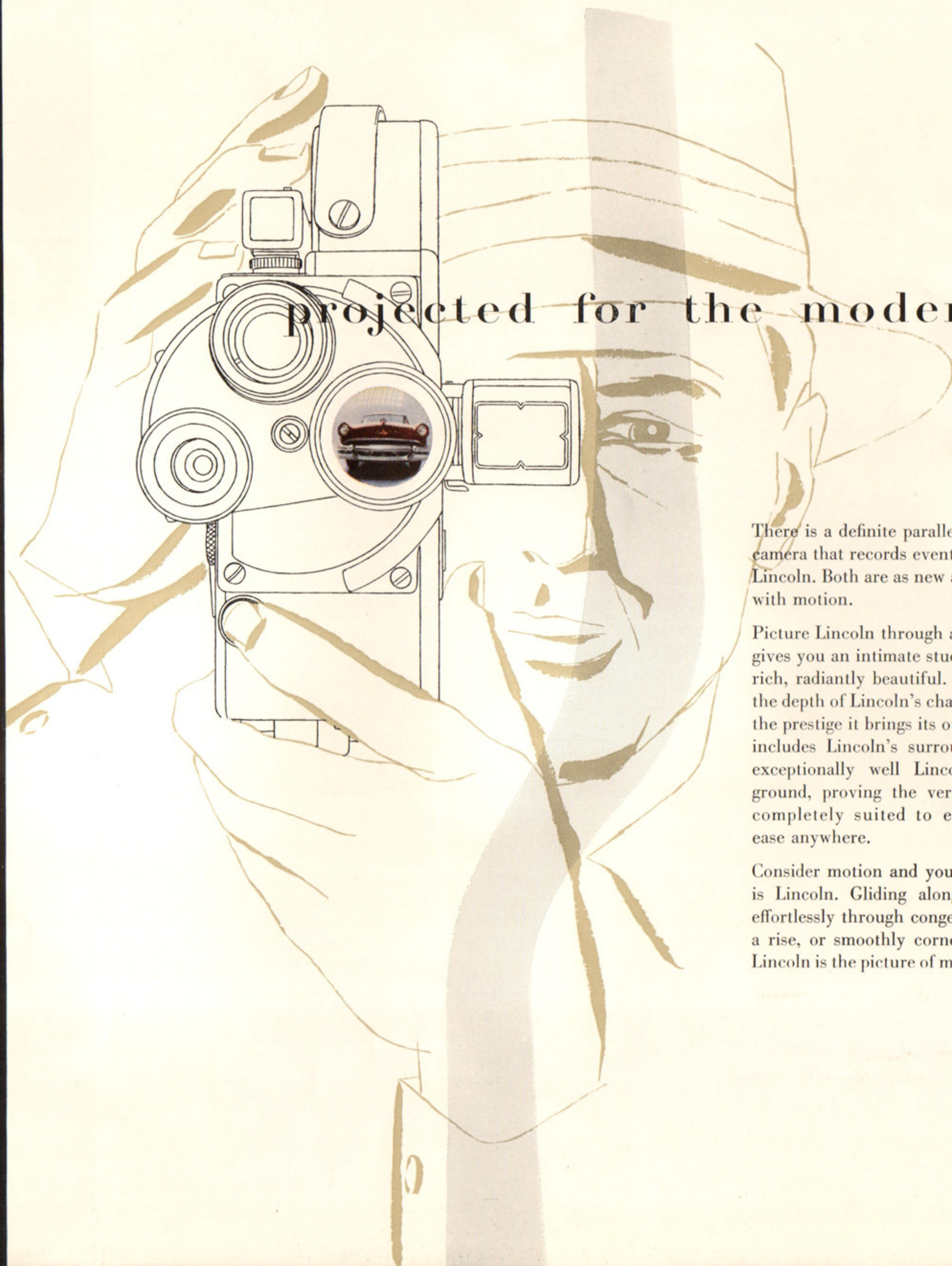
Today's sportsman films many of his experiences. His equipment for this activity is often a turret lens movie camera fitted with lenses for standard, telephoto, and wide-angle photography.



Modern as sliding glass walls and picture windows is the practically unlimited visibility offered in Lincoln. Windows and curved windshield are deep, wide—sturdy corner posts are gracefully slender, providing maximum wide-angle viewing in all directions. Lincoln's hood slopes gently forward, letting you see close-up down-front and to the outer edges of both front fenders.



For cooler, glare-free driving, tinted glass is available as optional equipment.



projected for the modern scene

There is a definite parallel between the modern movie camera that records events in the sportsman's life, and Lincoln. Both are as new as today—both are concerned with motion.

Picture Lincoln through any lens . . . the portrait lens gives you an intimate study of Lincoln's complexion—rich, radiantly beautiful. The telephoto lens expresses the depth of Lincoln's character—its stature, poise, and the prestige it brings its owner; and the wide-angle lens includes Lincoln's surroundings—demonstrating how exceptionally well Lincoln compliments any background, proving the versatility of the one fine car completely suited to every locale, completely at ease anywhere.

Consider motion and you know the magnificence that is Lincoln. Gliding along the open road, threading effortlessly through congested avenues, briskly topping a rise, or smoothly cornering into a residential lane, Lincoln is the picture of motoring pleasure.

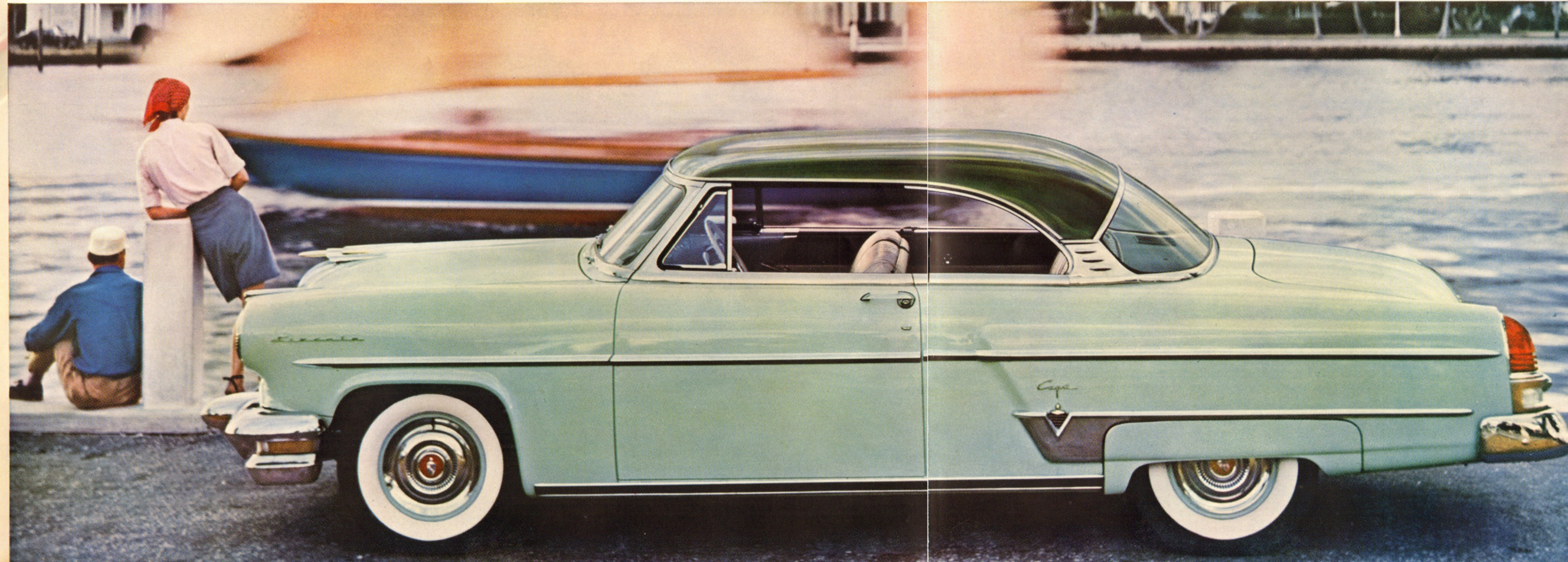


the Lincoln Custom Four-door Sedan

the Capri Special Custom Coupe

Lincoln, popularly accepted as the one fine car designed and powered for our contemporary world, has proved its ability to perform in open competition. For two successive years, Lincoln has swept the *first four stock car places* in the Mexican Pan-American Race—called the toughest on-the-road performance test in the world.

champion, where performance is paramount



Sloop, yawl, ketch—each has a hull design and rigging that make it a specialist in smooth, swift performance. Lincoln, too, is a specialist, and its specialty is modern motoring performance. On the open highway, the mighty power of its V-205 hp engine sends it briskly on its way, providing the gusty surge for passing or climbing, and always maintaining the great reserve of power that need barely be tapped for normal cruising speeds.

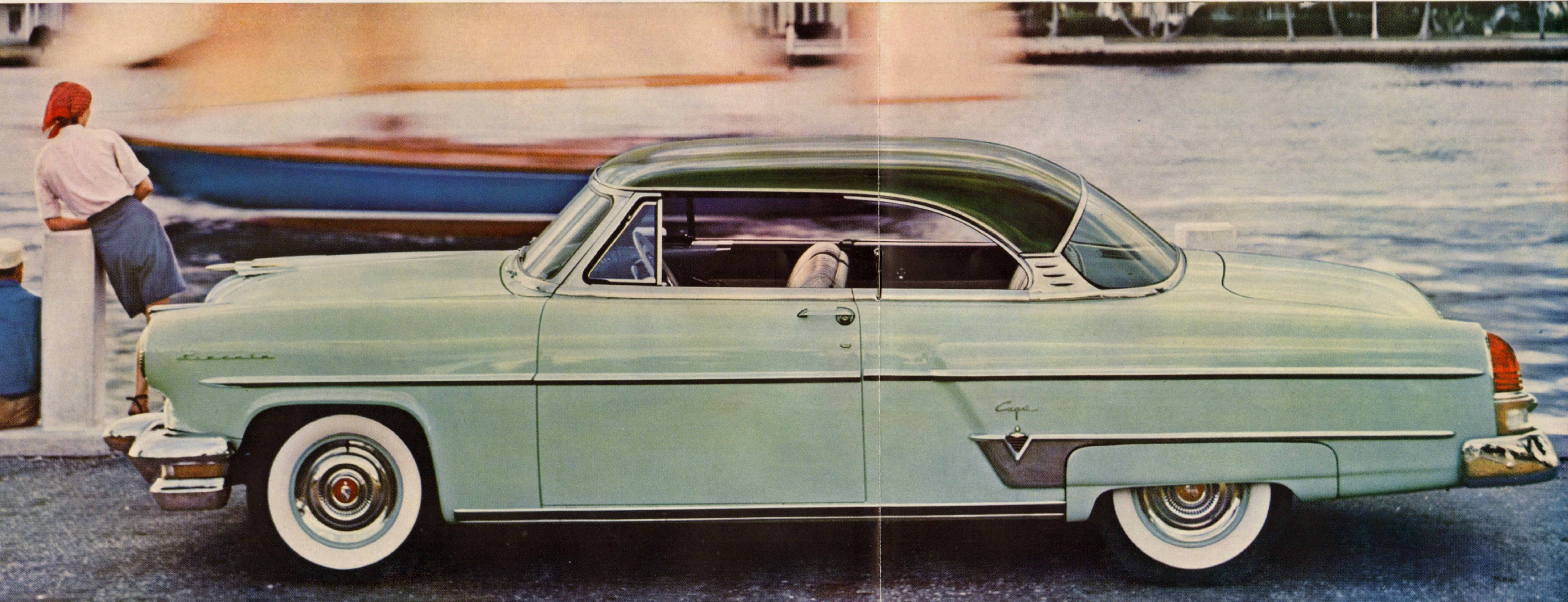
In city traffic, Lincoln's ball-joint front suspension and optional power steering team up to give you handling ease never before experienced. Parking, even in the smallest spaces possible, is practically effortless. And the slightest pressure of your toe on the suspended pedal activates optional power brakes—and Lincoln's brakes have increased in size to provide more "grip area" for greatly improved effectiveness.

And automotive performance encompasses more than power and driving ease. It includes safety, and in Lincoln you have the sturdy all-steel body, the sound, strong double-braced chassis, and a host of other protective features. Performance also considers new conveniences, like Lincoln's deep-comfort optional four-way power seat that moves up or down, forward or back for an almost infinite number of driving positions, at the touch of your finger to the controls.

Above all, performance means completeness—the ability of a fine car to give you all the motoring pleasure you want. This is the kind of performance you find in Lincoln.

the Capri Special Custom Coupe

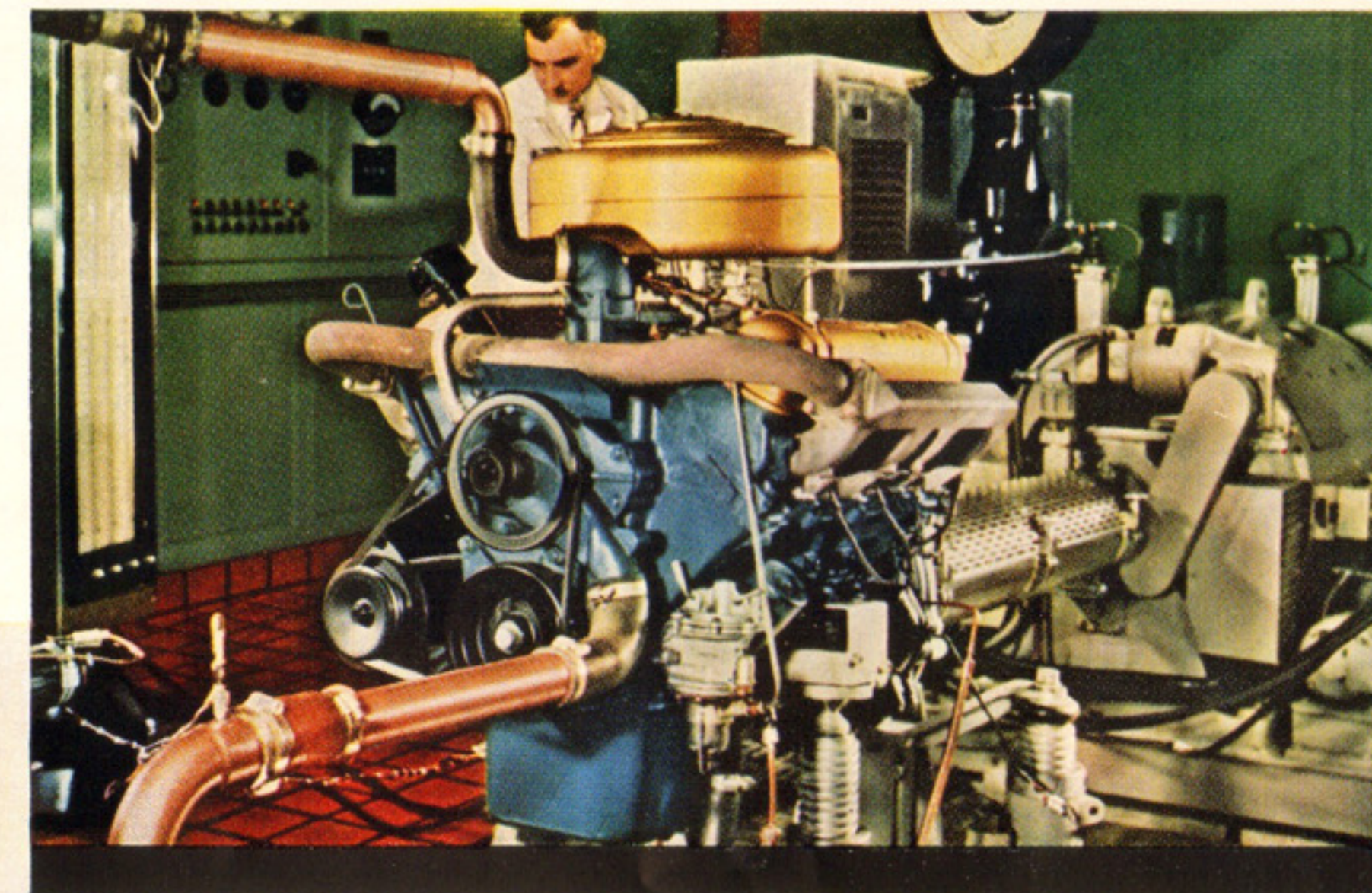
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where precision is the smooth, fine heart of the matter

New favorite for anglers is the spinning reel, precision-machined in every detail and made of the finest alloys and steel. With a custom spinning rod, it is ideal for fresh-water light casting. One of its main features is the unique design that permits it to be turned for right- or left-handed operation.

The dynamometer test cell is just one of the many grueling trials that the prototype of your Lincoln is subjected to. Load conditions are created to test the engine completely. One example is the test that drives an engine full throttle for a time length that would measure twice across the continent in distance—a check on Lincoln's durability.



The silken smooth purr of a flawless reel spells precision. The practised cast that sends a lure accurately to an exact spot means precision. These are manifestations of excellence brought about by years of experiment, change, improvement through research. Herein, too, lies the basis of Lincoln's success.

In the vast Dearborn laboratories, scientists, engineers and technicians create and test, and finally evolve materials and methods that result in better motoring for you. Prototypes of new Lincolns are constructed by skilled craftsmen. Metal tolerances are the finest, precision is the password. Then, the cars are taken to the test track and driven over every conceivable type of road at all speeds. Experts try to wear them out.

They pound them, twist them, give them more punishment in one day than a normal driver would in a year.

When they've finished, the cars go back to the lab where they are completely disassembled. Every part, large and small, is examined and retested. Results of all the tests are carefully analyzed. Then—only then—when the Lincolns have passed all the stringent tests required of them, are they released for production.

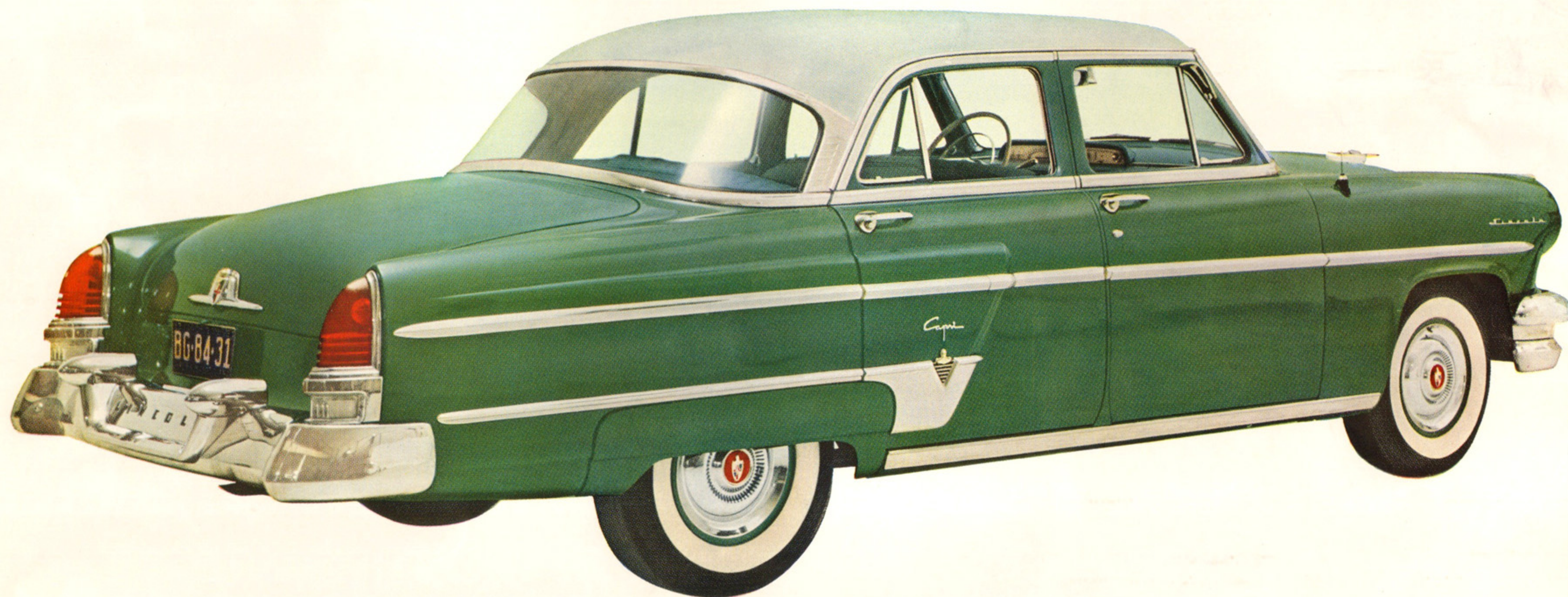
This is your assurance of Lincoln's inherent value. When you drive a Lincoln or Lincoln Capri, you command superb engineering. For outstanding design, safety, comfort and prestige, Lincoln stands alone as the one fine car completely conceived for modern living.



the Capri Special Custom Convertible



Specially designed for mountain hunting, this beautifully balanced lightweight rifle is in .270 caliber. The stock is formed of French walnut with a buffalo horn tip, and the scope and mount are an integrated part of the design. Effective range against mountain goat and sheep is approximately 100 yards.



the Capri Special Custom Four-door Sedan

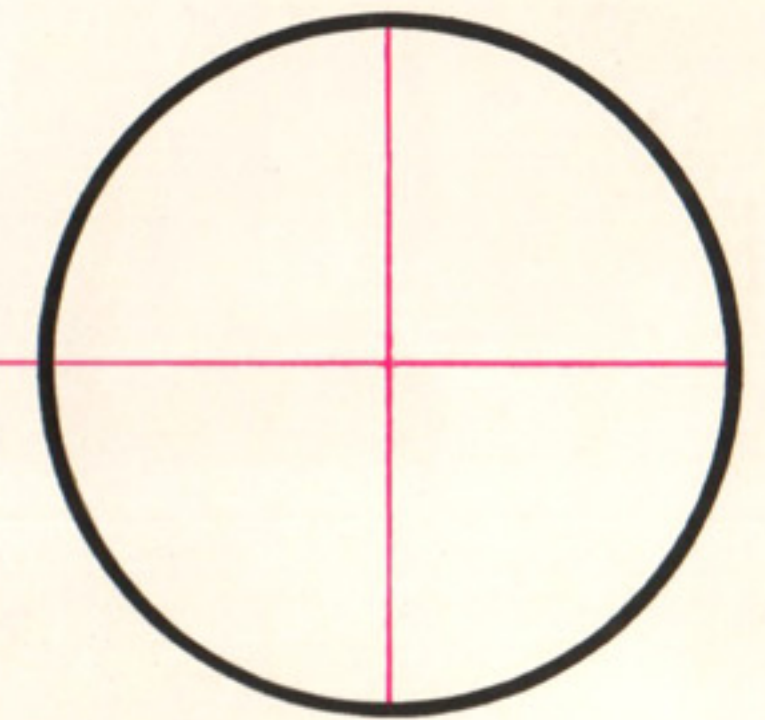
perfection rests in balance



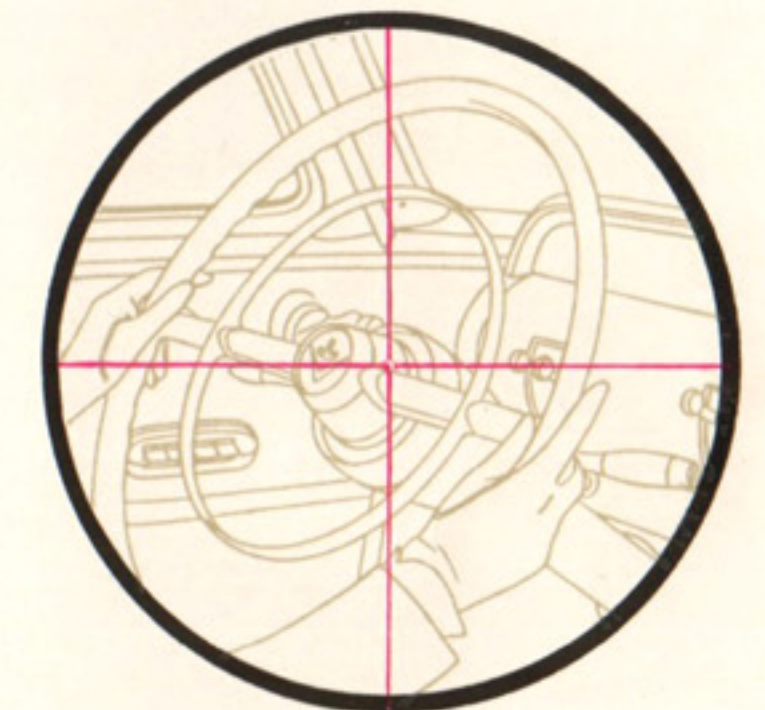
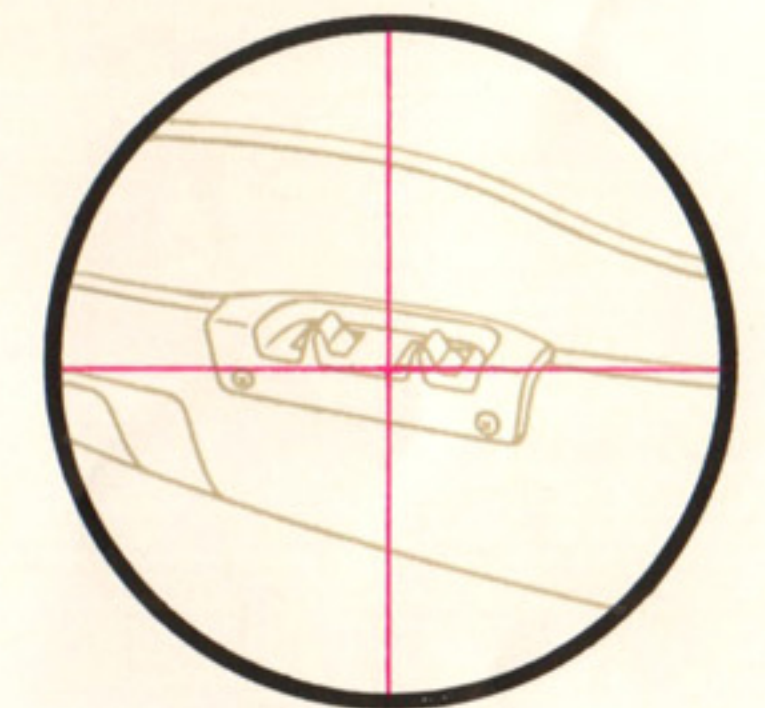
In any fine mechanism, the final measure of its value rests in its balance—the correct, complete proportion of all elements contributing to its over-all design. Lincoln has this balance . . . in the surging power that brought four Lincolns home ahead of the stock-car field in the Mexican Pan-American Race for *two successive years!* . . . in the efficient power that consistently gives Lincoln honors in Mobilgas Economy Runs . . . and in the power that adds safety, ease of handling and relaxing convenience in the form of optional power steering, power brakes, and the 4-way power seat.

And this power is always balanced by the designed-in safety found in every Lincoln model—like the safety of easier handling afforded by Lincoln's ball-joint front suspension, for example. For Lincoln is integrated—design, performance, comfort, even practical economy of operation, all are teamed in every single unit. Balance, in Lincoln, is a matter of studied completeness.

And now, we want you to drive a Lincoln. Drive it however and whenever you will. Compare it, in detail, with the fine car you're now driving. Then, we feel, you will find it matches your way of life as splendidly as your sports equipment matches your favorite pastime. Call on us at your convenience, please—and be assured of this: you will not be obligated in any way.



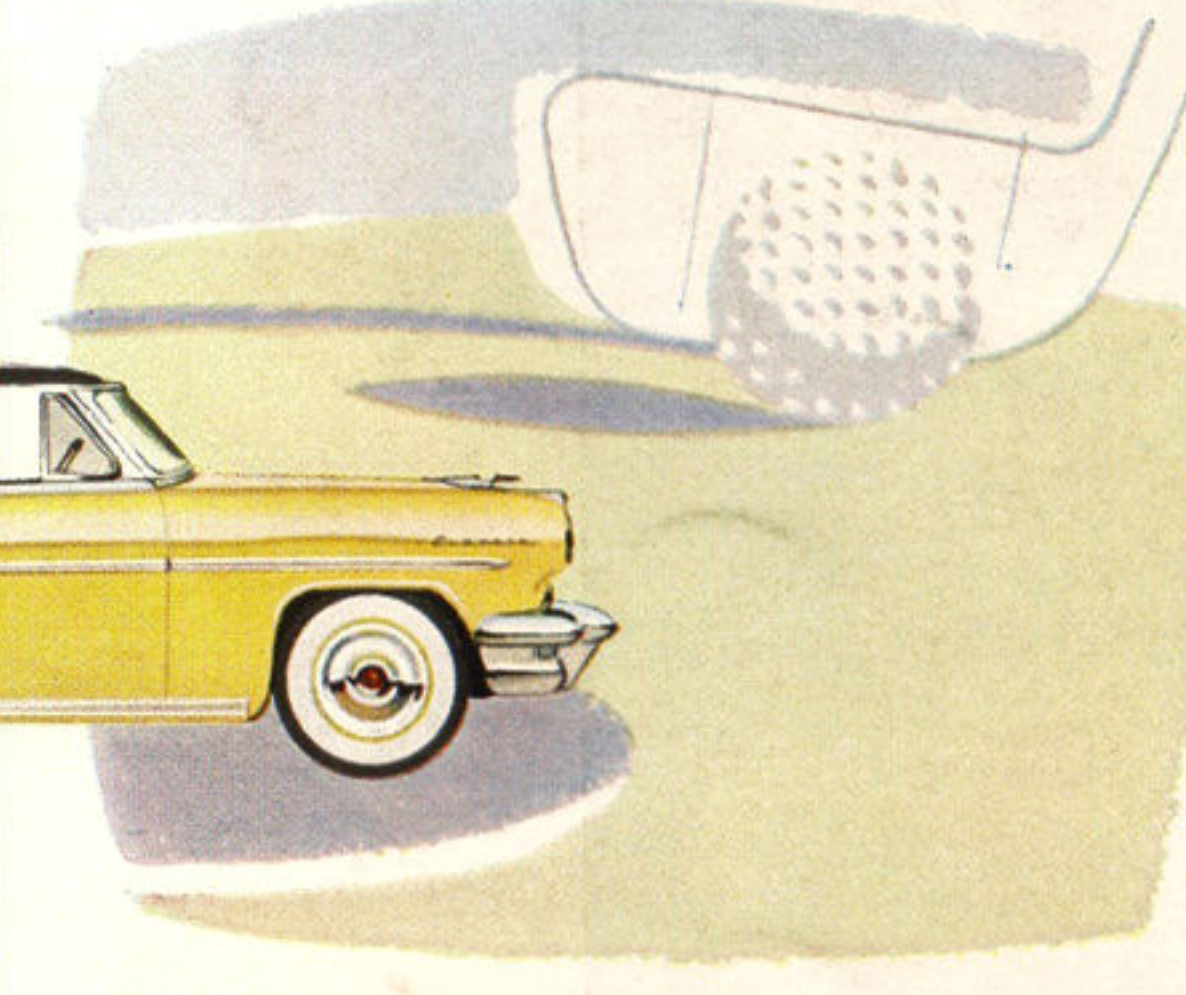
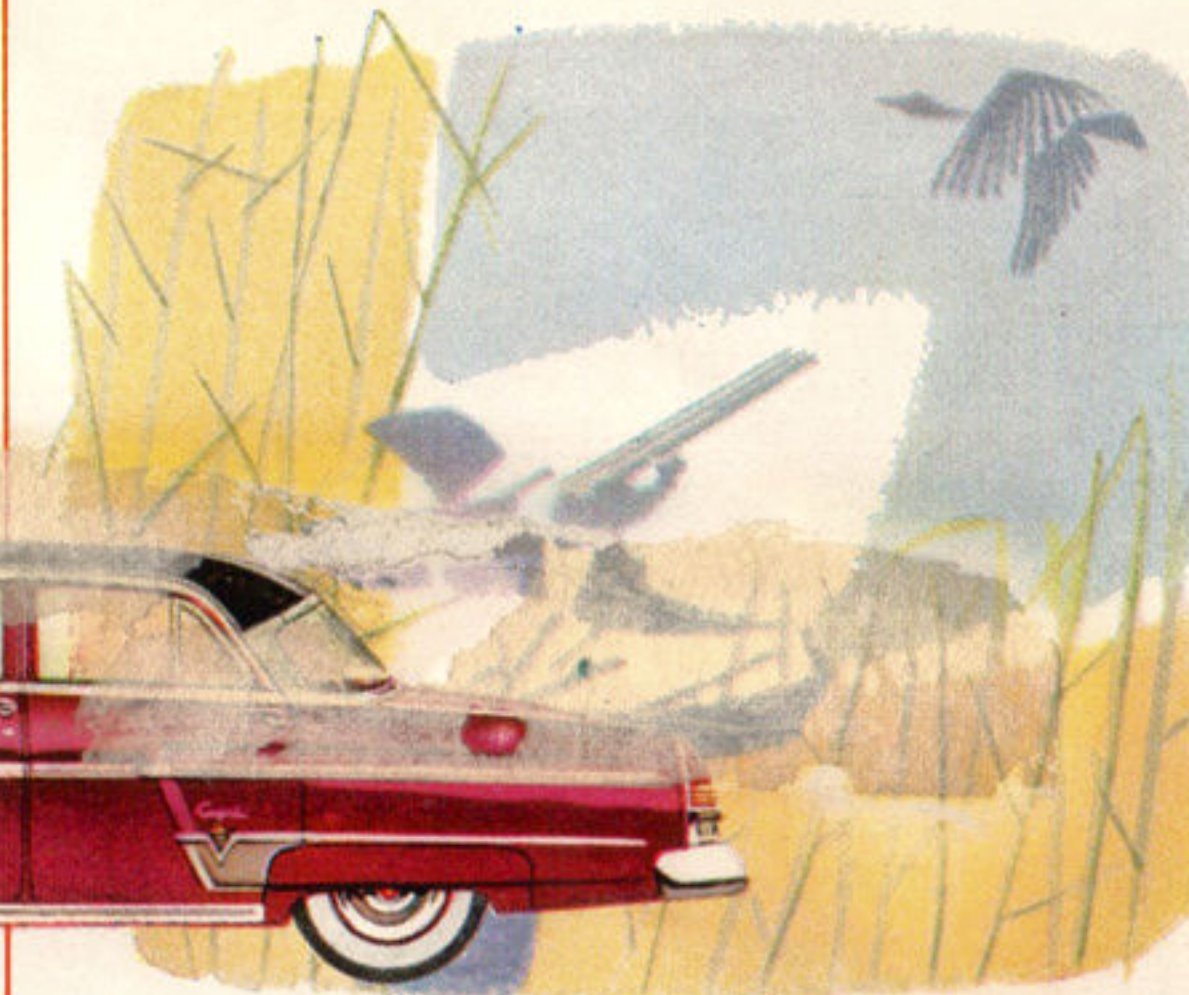
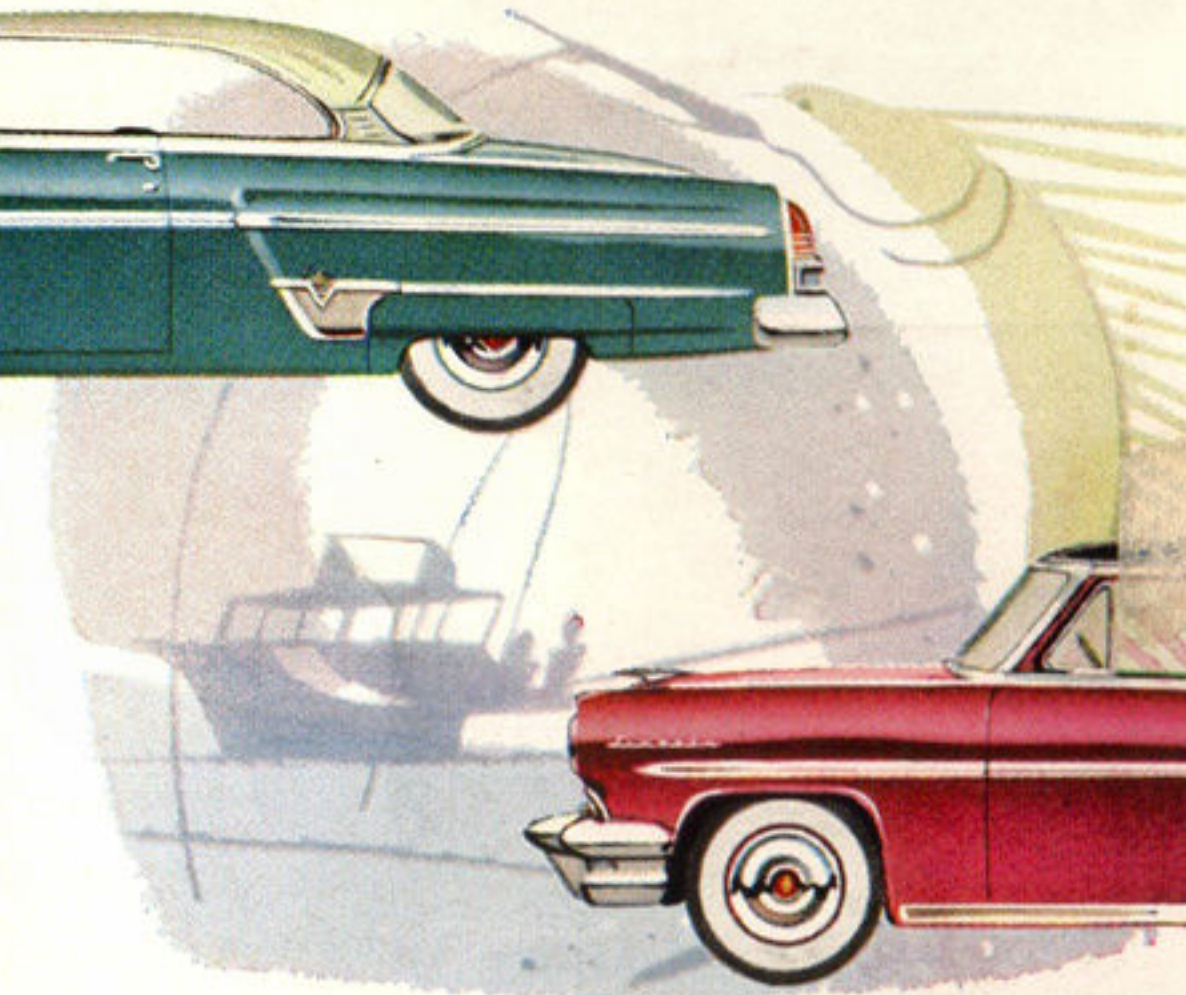
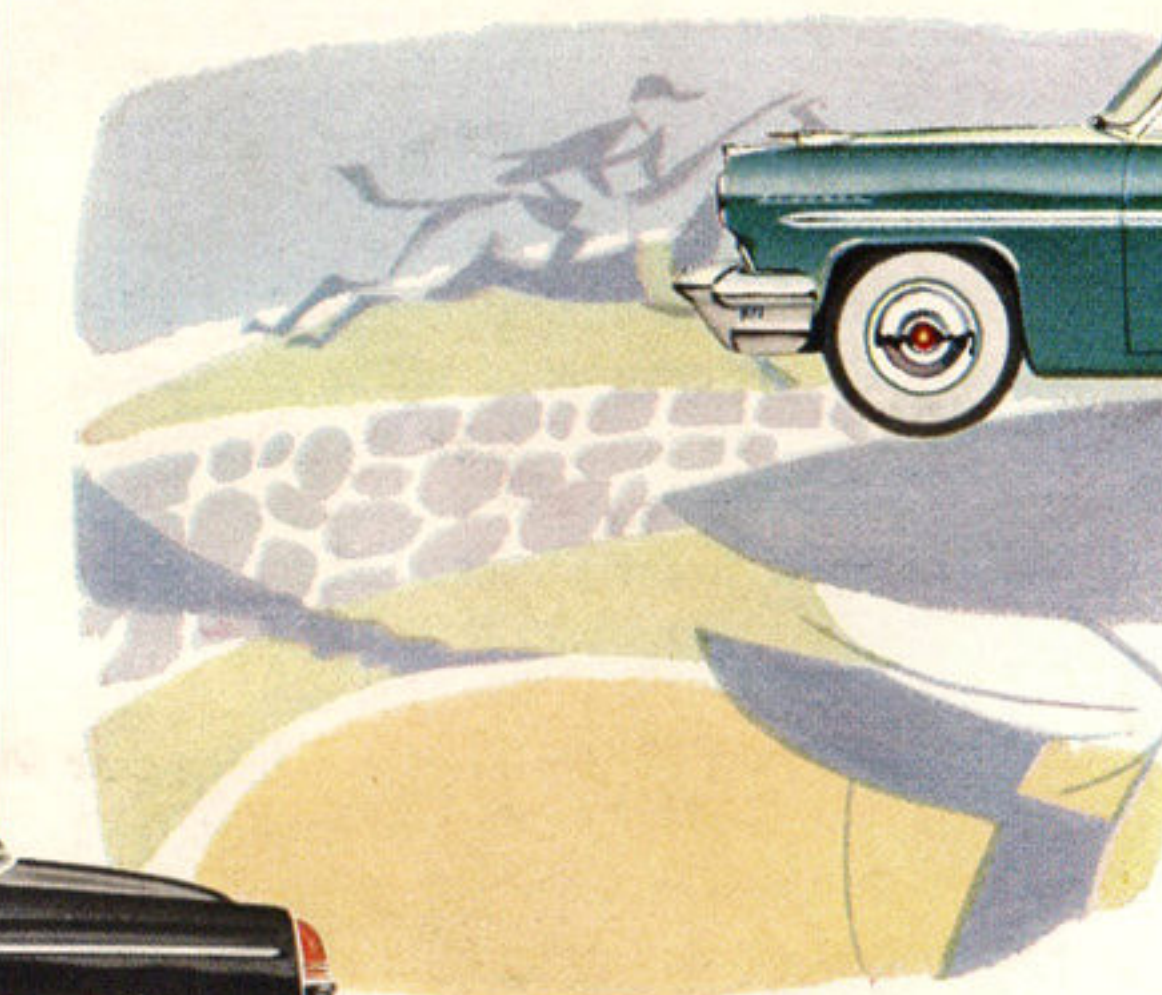
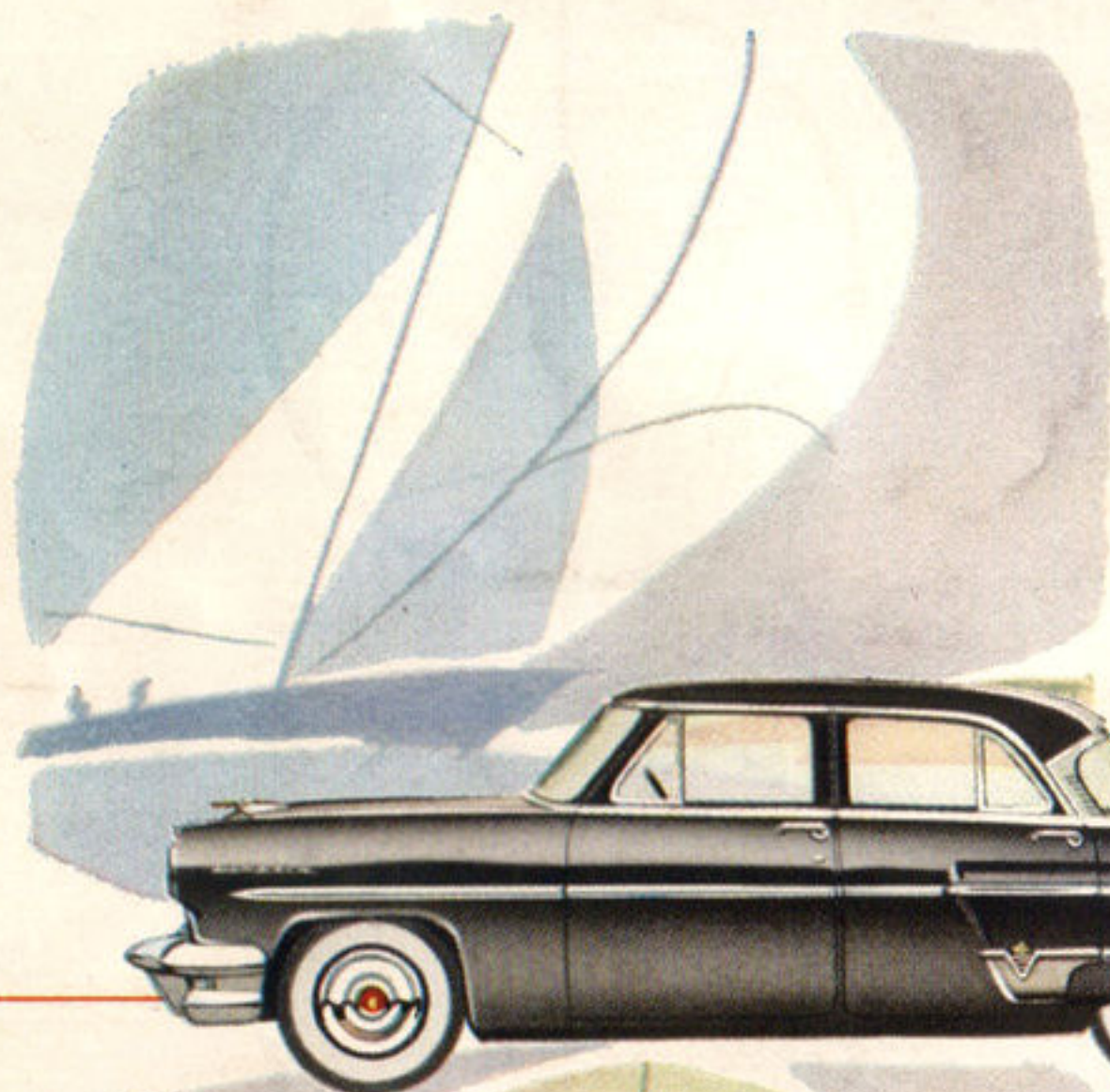
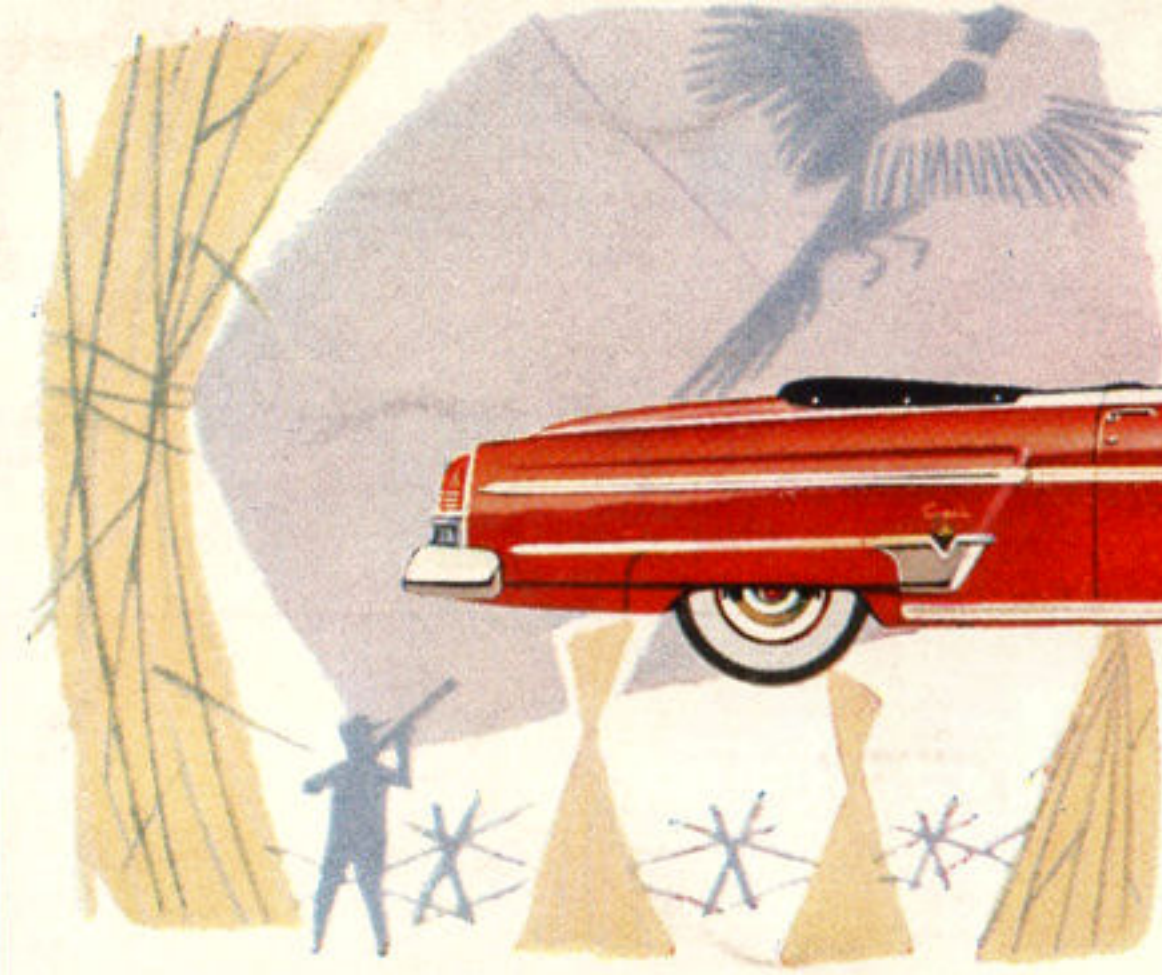
four-way power seat



power steering



power brakes



Lincoln — to take you wherever your sport is finest — Lincoln Capri

STANDARD EQUIPMENT, ACCESSORIES AND TRIM ILLUSTRATED ARE SUBJECT TO CHANGE WITHOUT NOTICE. WHITE SIDE-WALL TIRES OPTIONAL AT EXTRA COST.