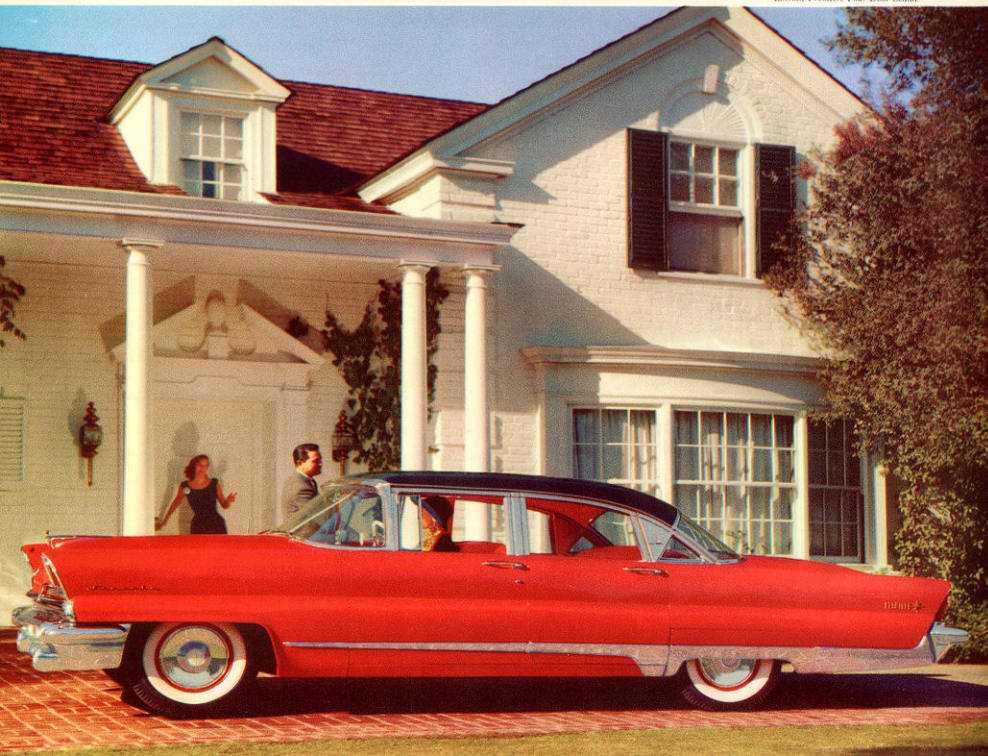


*People who look for distinctive difference
were the first to find out.....*



The 1956 Lincoln is the only completely new car in the fine car field!

Lincoln Premiere Four-Door Sedan



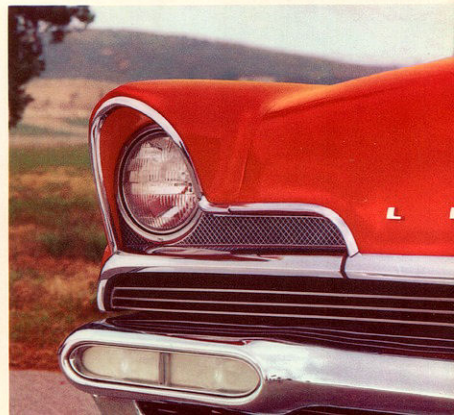
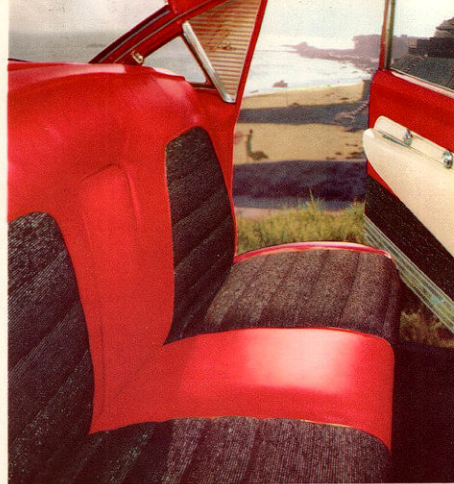
In every community you find people who wear distinction graciously—and who, in seeking and finding it, set the trend others follow.

It is not surprising, then, that so many fine car buyers have so warmly welcomed the 1956 Lincoln.

Clearly, this Lincoln is *total* newness. And if you have compared it with its contemporaries, you know also that it is the one and only completely new car in all of the fine car field.

Here, in Lincoln's dramatic new length and scant five feet of lowness, is the new kind of fine car . . . and judging from the immediate demand for it, the kind a great many people have been waiting for.

This longest, lowest Lincoln of all time is large and spacious—but clean-lined and graceful at the same time. It is luxurious beyond compare—but in impeccable good taste. And, above all, it is the most distinctively beautiful automobile on the road today!



Until you've driven



this Lincoln, you know only half of its newness!

Lincoln Premiere Coupe



Certainly, the fresh new beauty of this Lincoln is reason enough to make it yours. But—as so many fine car buyers have happily discovered—there is much, much more:

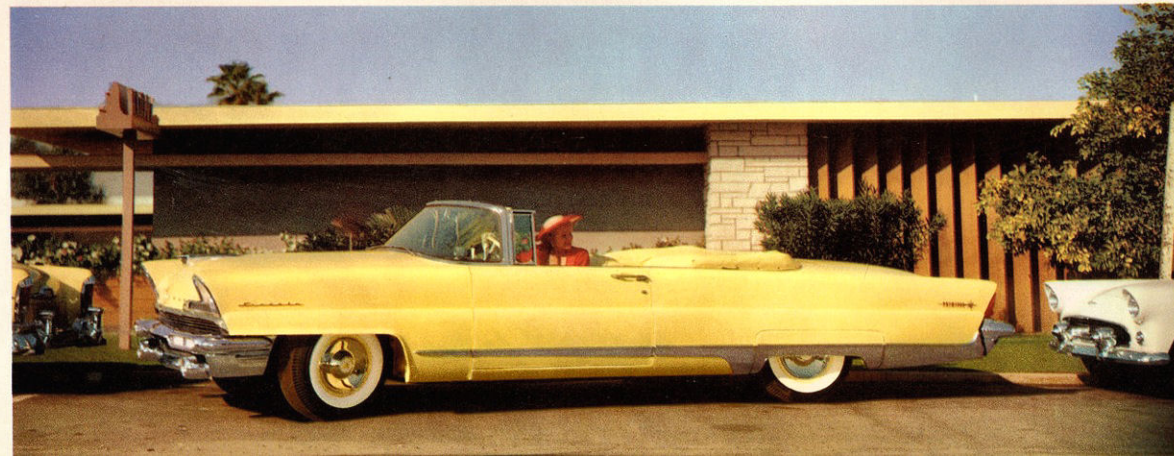
In this Lincoln—behind that handsome, safety-flex steering wheel—you discover something entirely new. This car cruises, and corners, and rides a curve like nothing you've ever handled . . . and with 285 hp underfoot, power response is as quick as thinking. Easing along, or blurring by at turnpike speeds, you get a *different feel*—an authoritative, firm-to-the-ground kind of feel that makes you glad to be on the road.

As for the *kind* of road—pick out a rutted back trail or a newly-paved ribbon. This new Lincoln, with a precise balance between steering and suspension found on no other car, strides over both with equal ease.

By all means, *drive* this Lincoln. For until you do, you can't possibly discover Lincoln's *total* newness!



Lincoln Premiere Convertible





Lincoln Premiere Convertible

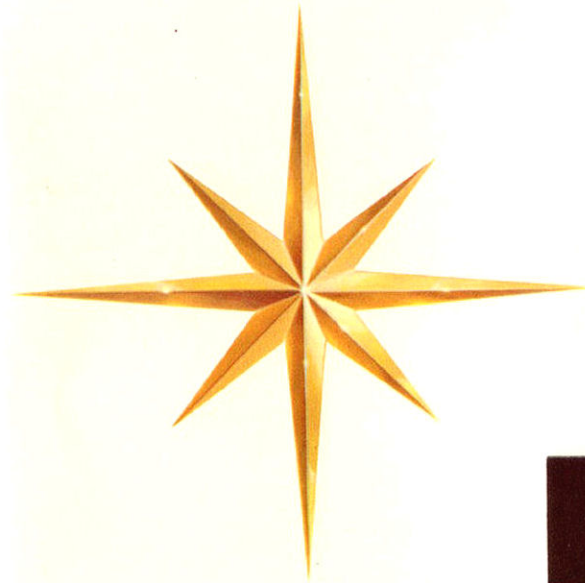
Why Wait? You can discover all this Lincoln newness

any time you say . . .

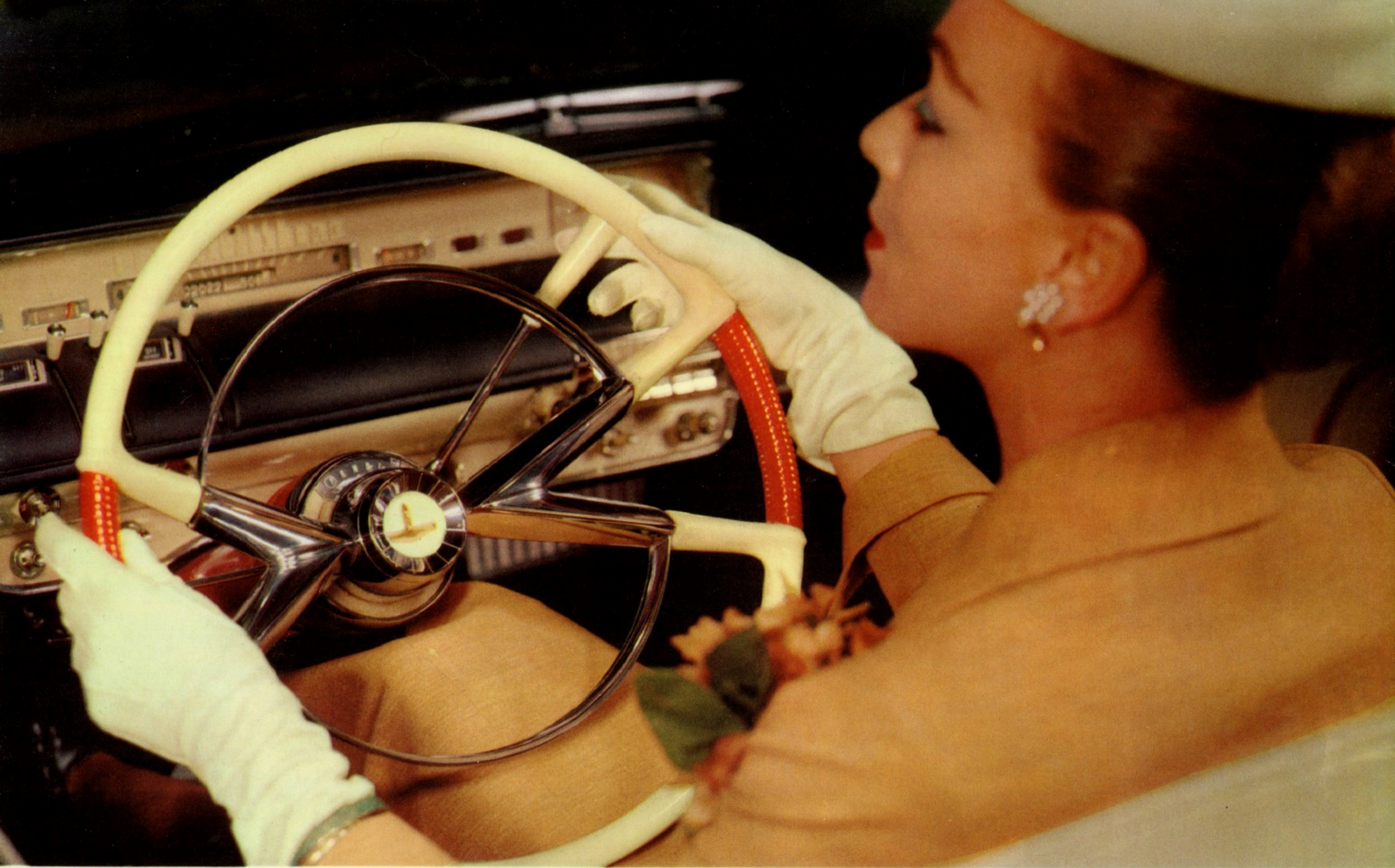
You may have heard—or discovered by visiting a Lincoln dealer—that we've had waiting lists for this distinguished new car since the day it was announced. And that's very true. But . . .

With Lincoln production now at an all-time high to meet this very gratifying demand, we're delivering cars at a much faster rate—and the waiting list on most models is now pleasantly short. Also, we're getting enough cars so that we can set one aside and arrange for a demonstration most any time you say.

You may, of course, prefer to visit our showroom and make a leisurely inspection of the Lincolns on display . . . and we certainly invite you to do so. But if you have already made this inspection, and have been waiting for the opportunity to *drive* Lincoln, we hope you will call us. At your convenience, we will have a car ready and waiting for you.



The specifications contained herein were in effect at the time this folder was approved for printing. The Lincoln Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.



Come in...your Lincoln adventure starts behind this wheel!