

MODERN WOMAN

a strong, active force in America



LINCOLN the one fine car that meets her needs



AND SHE'S AN EXECUTIVE OF THE HOME

Modern woman realizes that her role as a housewife demands the same executive ability necessary to the business woman. Her home is her office; her duties, dispatched by modern appliances and today's methods, are many and varied. And she finds many of her activities are away from the house itself—many of her duties, and many of her interests and hobbies, make driving an important element in her life. She uses her Lincoln many times a day, and she finds it the most versatile fine car of all.

Driving her husband to the airport, she finds her Lincoln incredibly easy to handle—easy to steer, easy to turn, easy to park. Still, her Lincoln has the stature and spacious comfort expected of Lincoln. She enjoys the extra foot room provided by the easy-to-operate suspended brake pedal. She appreciates the deep comfort of the easy-to-adjust front seat that lets her reach the pedals without stretching. She's completely convinced that her new Lincoln is the ultimate in functional luxury.



COSTUME BY SAKOWITZ, HOUSTON

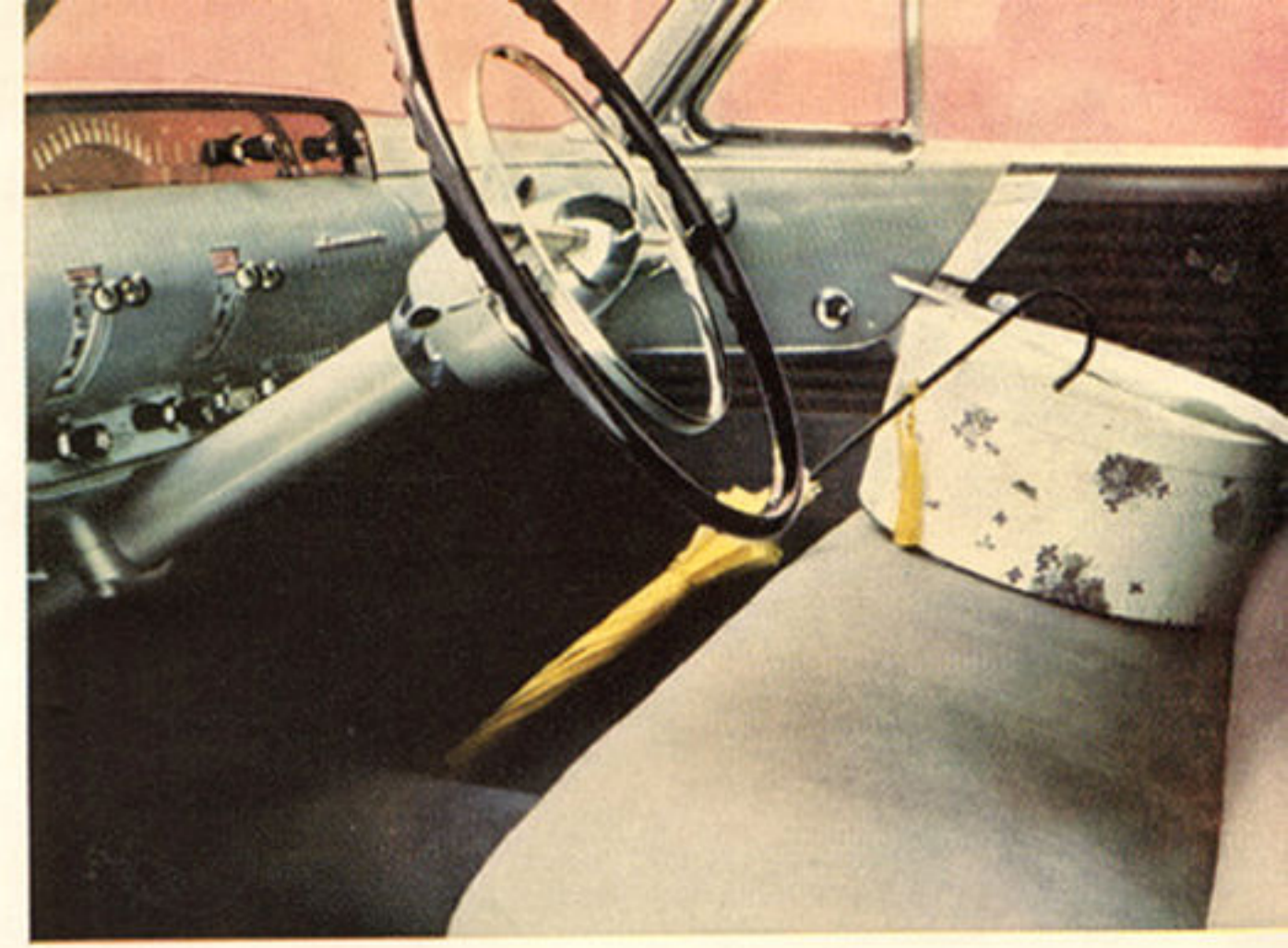


COSTUME BY SAKOWITZ, HOUSTON

Shopping for the family is no longer a problem for her. She guides her Lincoln easily through traffic, feels its instant response, notes the smooth efficiency of improved Hydra-Matic Transmission. She's pleased by her Lincoln's instrument panel—all controls at her finger tips. She compares its efficiency with her modern kitchen's push-button controls. When she stops for fuel, she pulls up to the most convenient pump. Her Lincoln has a centralized gas tank filler concealed behind the hinged license plate. Her Lincoln gives new meaning to motoring ease and pleasure.

Landscaping and gardening are principal interests of modern woman, who has time for working around the home. She finds her Lincoln's vast trunk space ideal for transporting shrubs, and she finds Lincoln's exterior colors are as brilliant and beautiful as her garden's blossoms. She chose her Lincoln's color from a wide selection of new colors and color combinations with interior trim to match or to contrast. In her selection of Lincoln, she is influenced by the same style sense that governs her selection of appointments for modern living.

Taking the children to school, she sees them treating the interior roughly, but she knows that, though Lincoln interiors are luxurious, they are also durable. She knows, too, that Lincoln interiors are roomy—her children can stretch out and nap comfortably on the wide seats. And at the school, she notes that in modern architecture, as in Lincoln, there is an emphasis on glass. She understands that this emphasis in Lincoln means new, outstanding, horizon-wide visibility.



COSTUME BY SAKOWITZ, HOUSTON



today's woman is **VERSATILE**

Modern woman is a dynamic force in America today. She's a doctor, lawyer, professor, mother, engineer, mayor, designer, model, artist, home executive.

She's a civic leader, constantly striving for community betterment, conscientiously alert to social needs. She devotes innumerable hours to charitable drives and various youth movements—and she represents *more than 50% of America's voting potential.*

She's a business executive, successfully establishing new precedents and bringing fresh contributions to many fields. Her keen sense of discretion and inherent ability to make friends guarantees her future. Her take-home pay is a fabulous 26 billion dollars annually!

She's active in every phase of modern living, and many of her activities necessitate driving. She reasonably expects her car to master all the demands of modern motoring as she has mastered the demands of modern living. For her, there is only one fine car, the completely new Lincoln—for Lincoln is versatile, luxuriously functional, strikingly modern.

Lincoln fits her needs better than ever before. It's easy for her to handle—a new front suspension lets her turn, steer, or park with an ease never before possible on any American production car. Modern woman handles the new Lincoln with complete confidence.

The new Lincoln is responsive, powerful—takes her wherever she wishes to go regardless of driving situations, whether she wants to glide along a modern highway or thread through city traffic. Lincoln's V-8 power, through the smooth magic of improved Hydra-Matic Transmission, is dependable, graceful power.

Lincoln's styling, superbly smart, is both new and lasting, with a beauty that compliments today's woman. Lincoln interiors compliment her too, with rich appointments, and luxurious custom-tailored upholstery in both soft leathers and fine fabrics. And Lincoln interiors give her that spacious comfort that spells relaxation while motoring. Lincoln's new higher, wider windows give her landscape-wide visibility, and the low, sloping hood lets her see close-up down front. In every way, for modern woman—modern Lincoln.

and **LINCOLN** is her car



COSTUME BY BONWIT TELLER, NEW YORK



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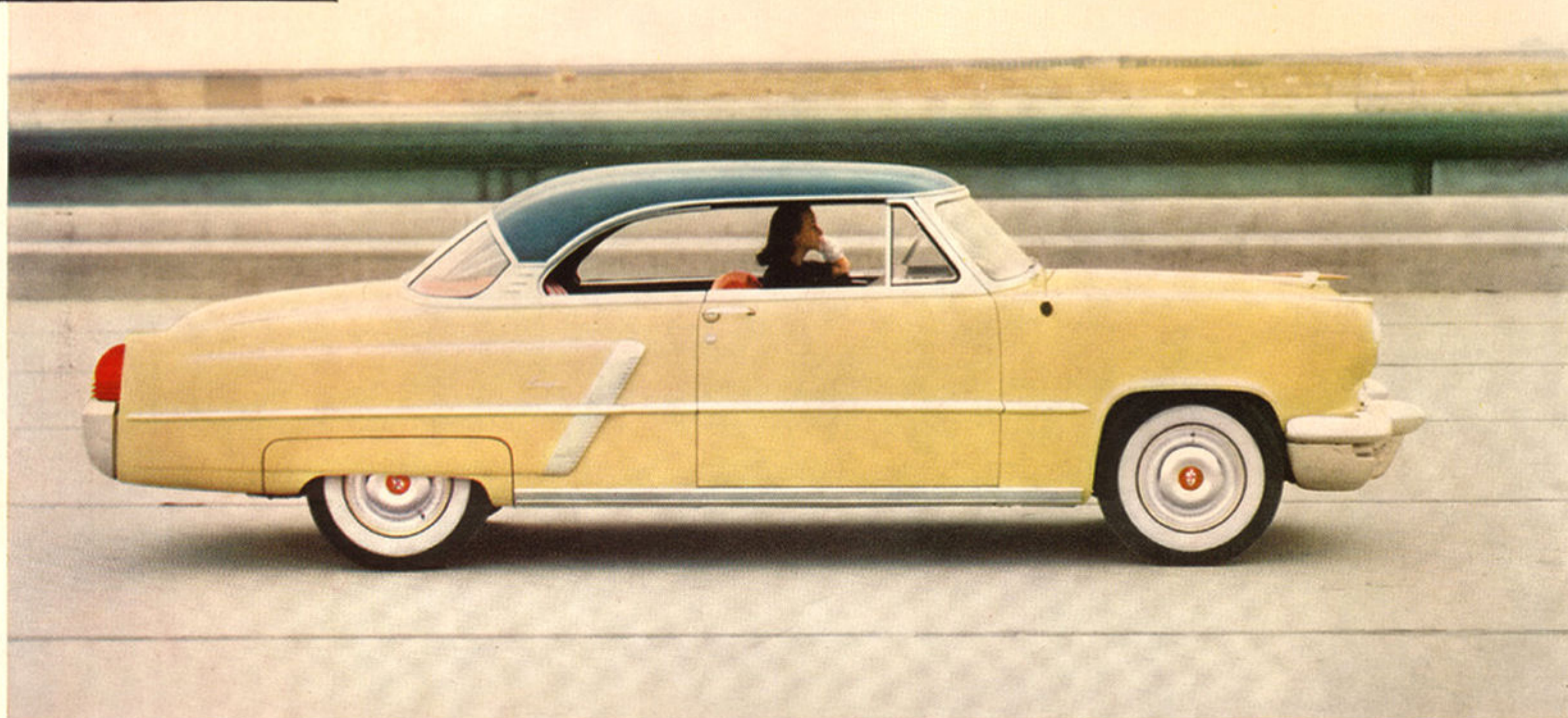


COSTUME BY SAKOWITZ, HOUSTON

THE FINE CAR OF HER CHOICE -

LINCOLN

CAPRI SERIES



Capri Special Custom Coupe

Style leader of all cars. Here is the deep comfort of soft, leather or fine fabric upholstery in colors that contrast or blend, whichever she prefers. This is the essence of luxury.



Capri Special Custom Four-door Sedan

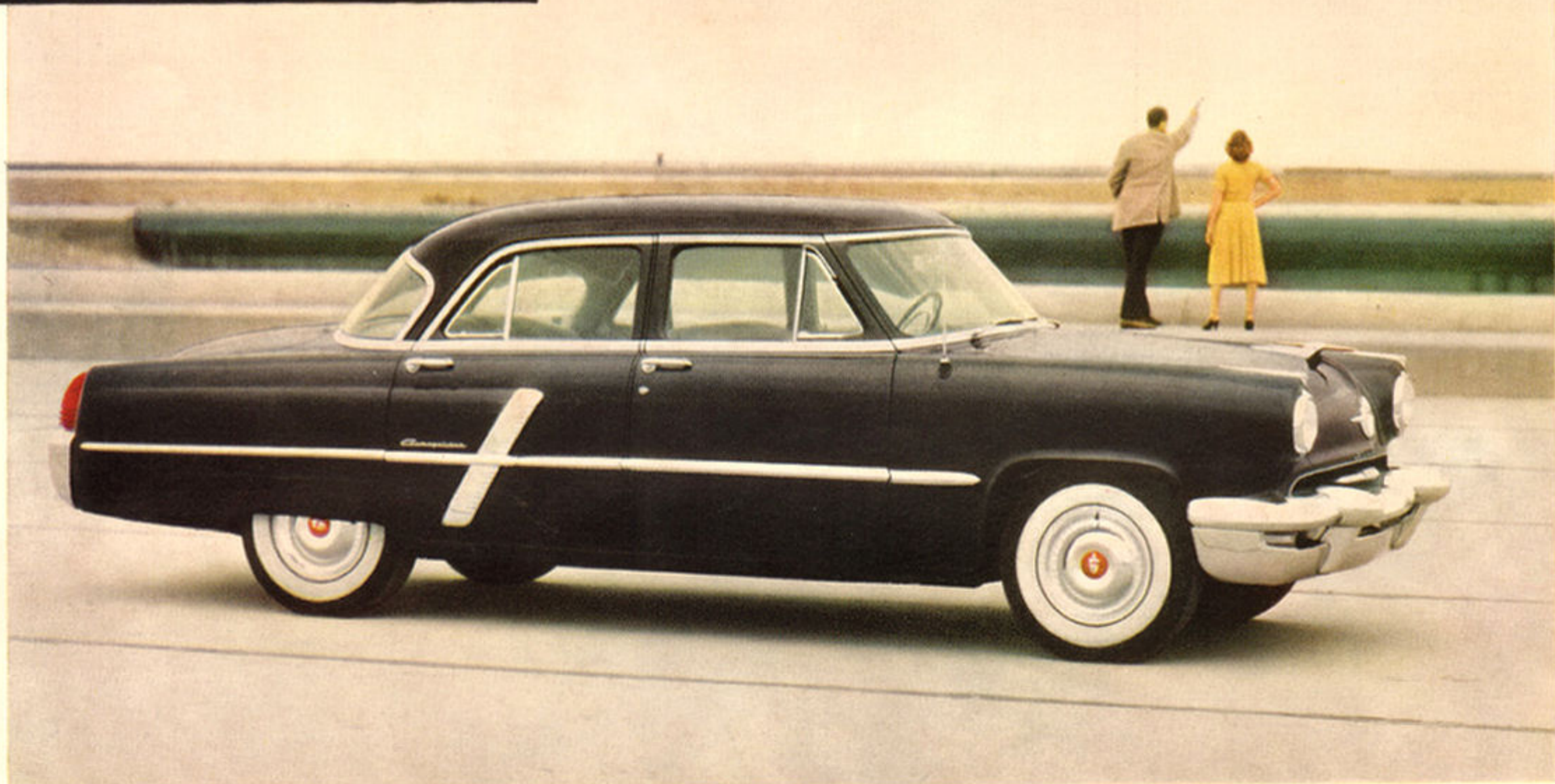
From sparkling front grill along smooth, flowing lines to gently tapered rear deck, this styling compliments her beauty. Interiors of this model come in vinyl or nylon.



Capri Special Custom Convertible

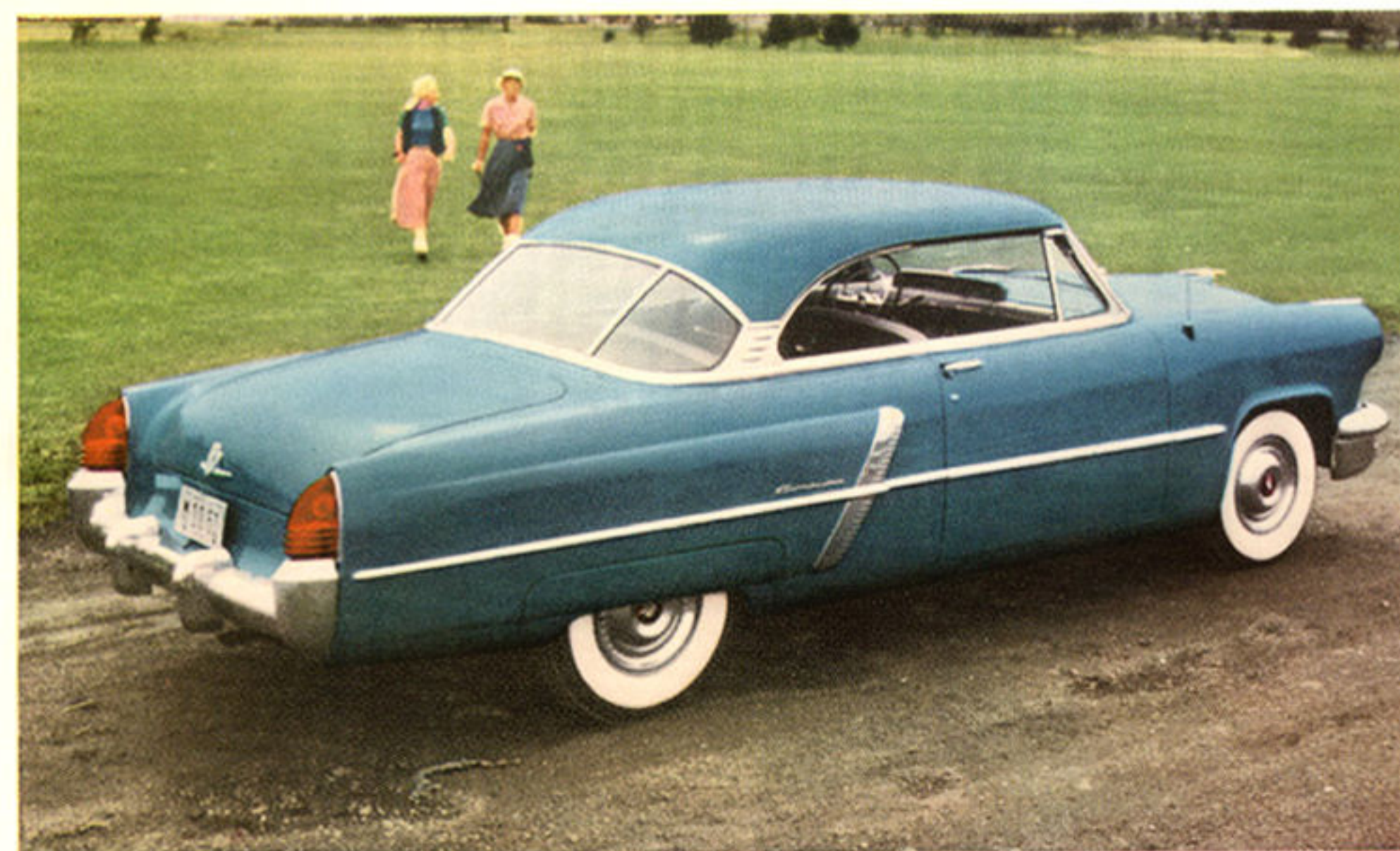
For that relaxing change-of-pace necessary to our modern way of living; for the woman who is active outdoors. Here is the most distinctive convertible of the year.

COSMOPOLITAN SERIES



Cosmopolitan Custom Four-door Sedan

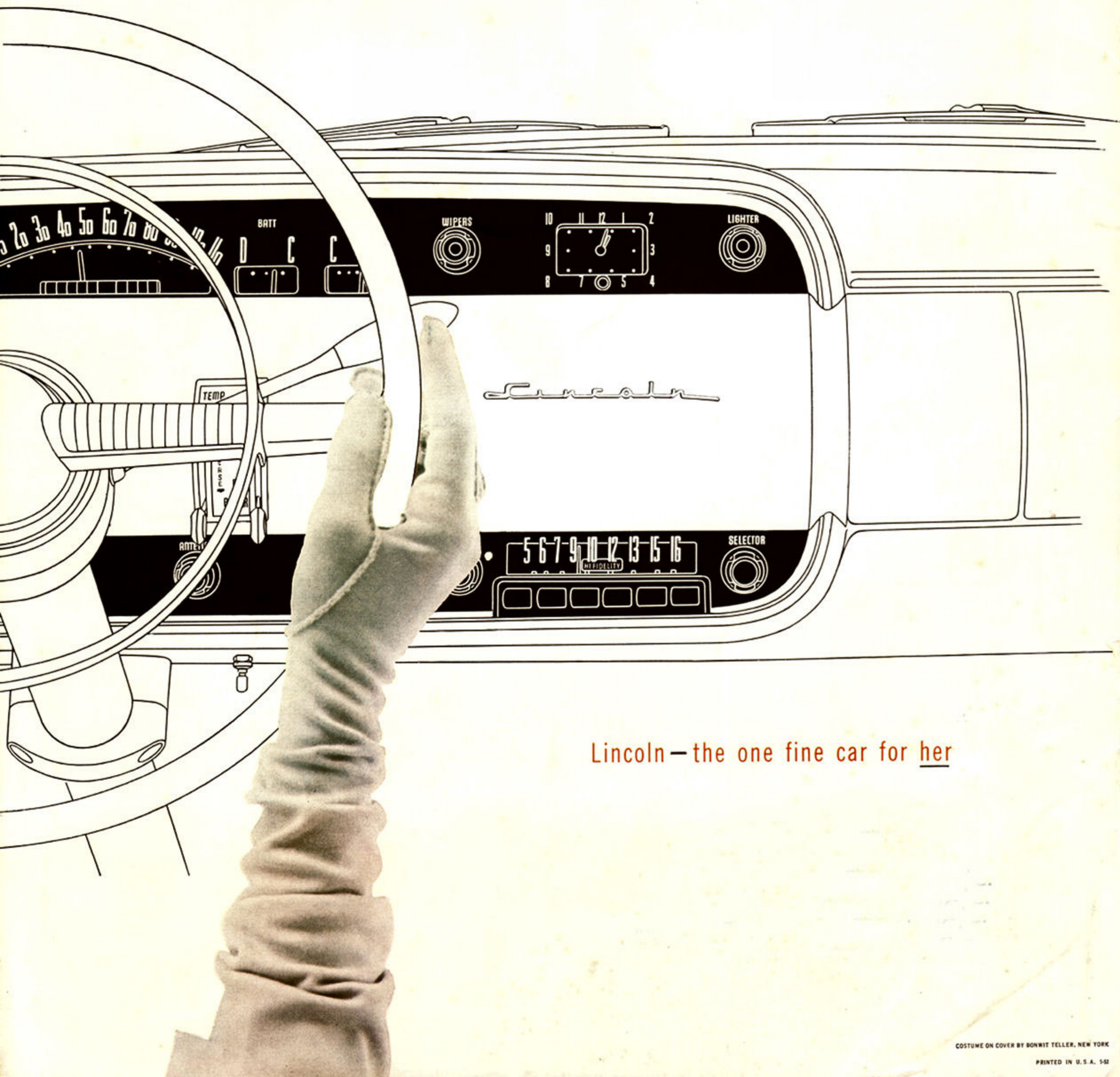
Spacious, luxurious, yet completely devoid of hard-to-handle bulk. This is the fine family car for the modern woman who prefers soft, broadcloth interior fabrics.



Cosmopolitan Custom Sport Coupe

New, exciting, practically unlimited visibility; new, soft, patterned fabric upholstery; for the woman who wishes a closed car with the sporting feel of a convertible.

Standard equipment, accessories, and trim illustrated are subject to change without notice. White side-wall tires at extra cost.



Lincoln — the one fine car for her