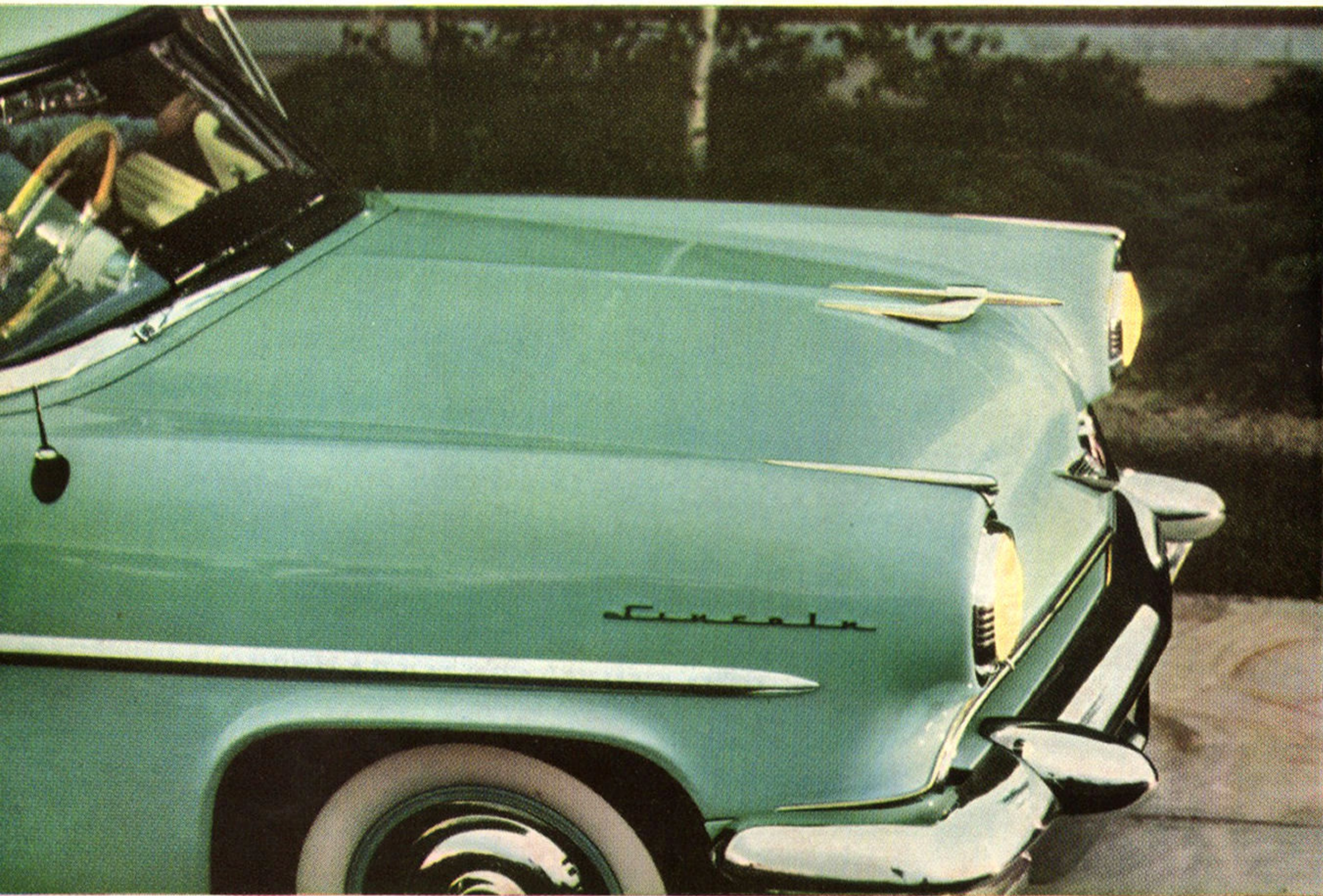


Singer

the feel of **GO**
in **LINCOLN**

from country to city

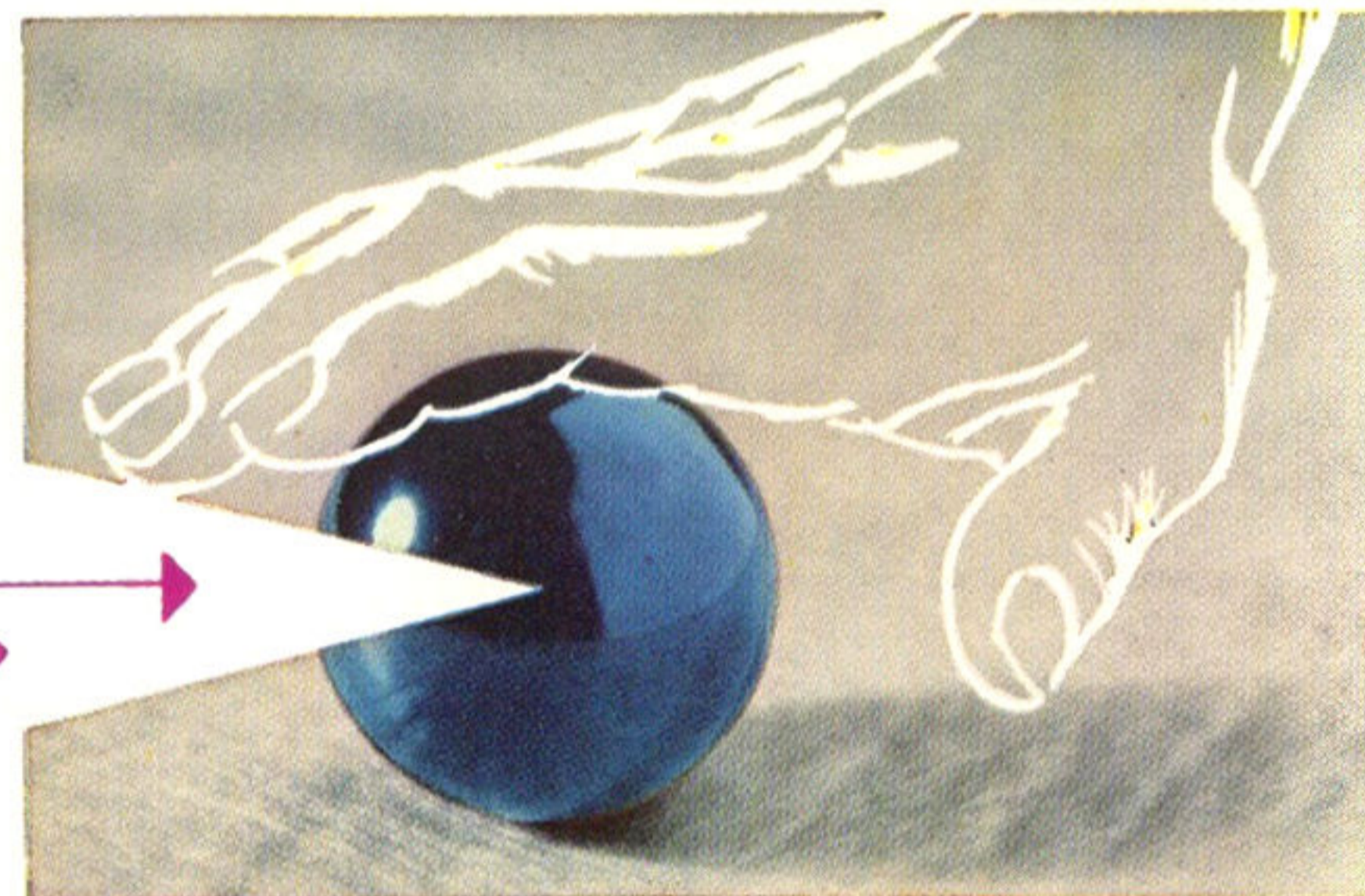


Whenever you hear people talking about fine cars, you hear praise for Lincoln—its superb, clean-lined beauty, the deep-windowed visibility, the positive vision over Lincoln's down-sweeping hood. But most of all, you hear about Lincoln's amazing performance—a unique integration of power, flexibility, and amazing smoothness—205-hp strong!

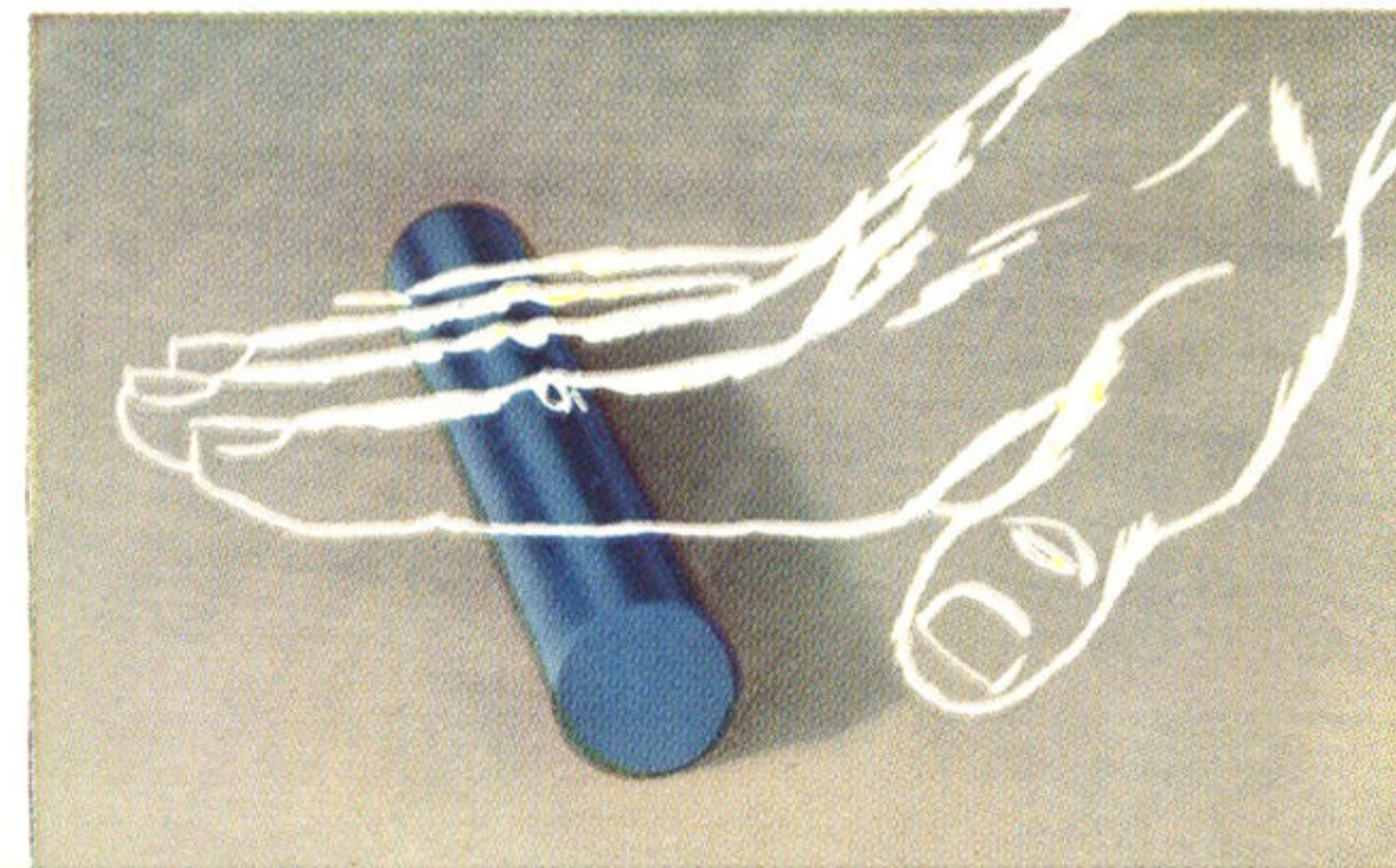
The feel of GO in Lincoln—this wonderful, exhilarating new zest in driving Lincoln owners talk about—begins with the turn of the key and the touch of the starter. You're heading into town to see a new show, and as you turn from your driveway, you sense the feel of control that Lincoln's new ball-joint front suspension gives to steering . . . the superbly cushioned feel it gives to driving.

in every sphere handling is the goal

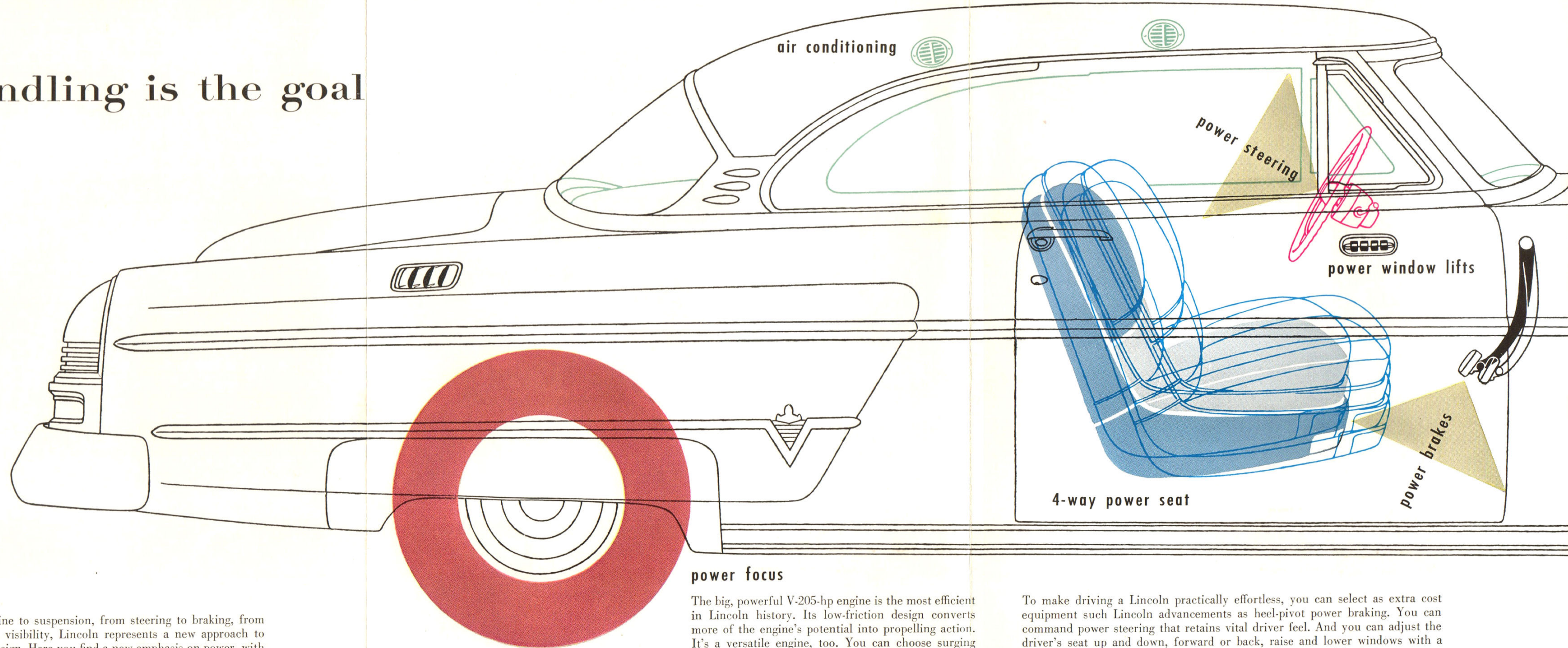
Lincoln pioneered ball-joint front suspension in American production cars. This advanced steering and suspension development eliminates the bind and friction of the old kingpin "hinge," brings to both steering and spring action the flexibility of the universal joint. The result is a new kind of smoothness, ease and control.



In conventional kingpin design, turning motion is hinged to a single plane. As a result, both the forces set up by turning and by spring movement exert binding action, make for stiffer steering, interrupted springing, greater wear.



From engine to suspension, from steering to braking, from seating to visibility, Lincoln represents a new approach to fine car design. Here you find a new emphasis on power, with the focus directed to performance in every driving range.

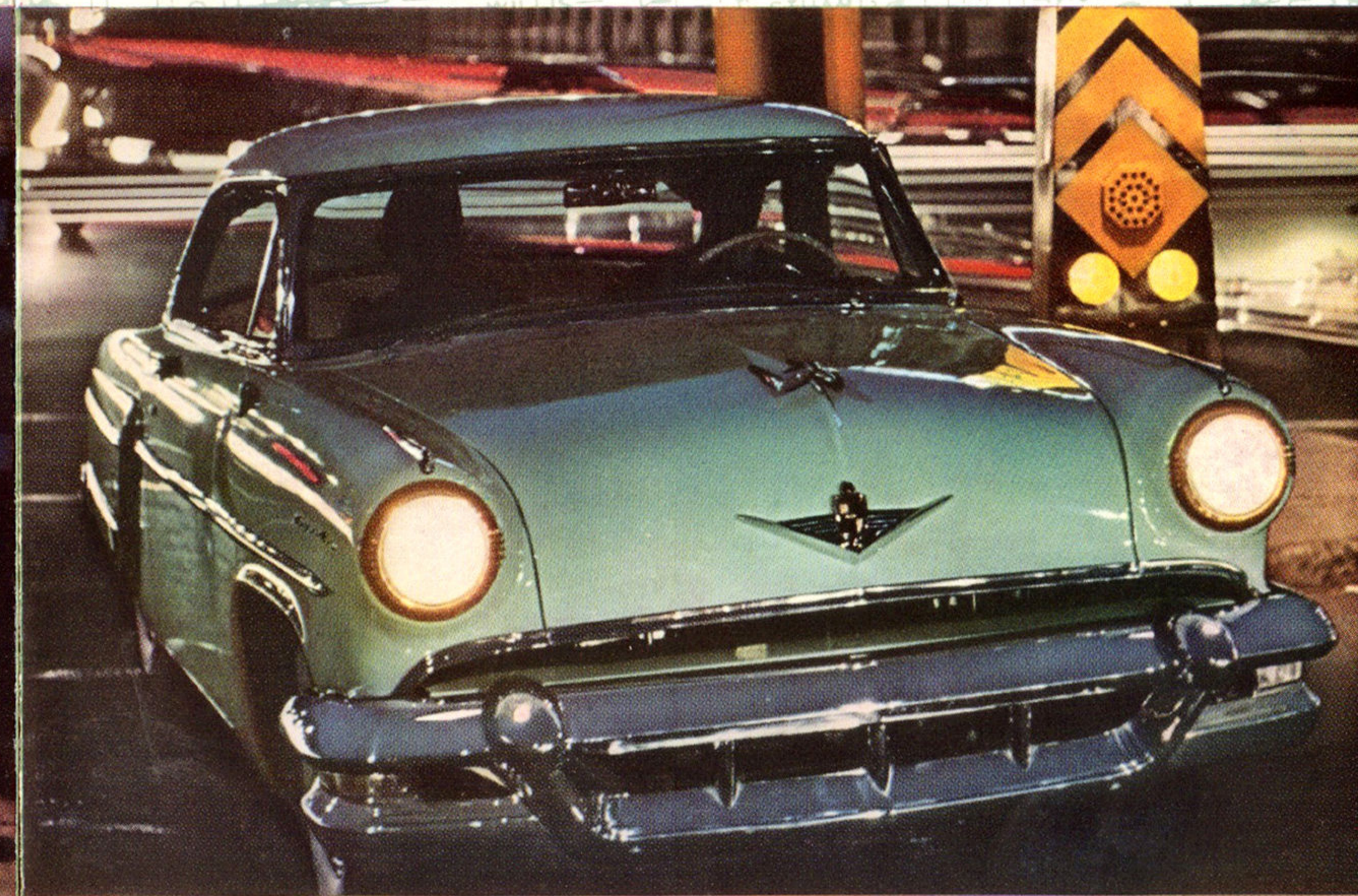
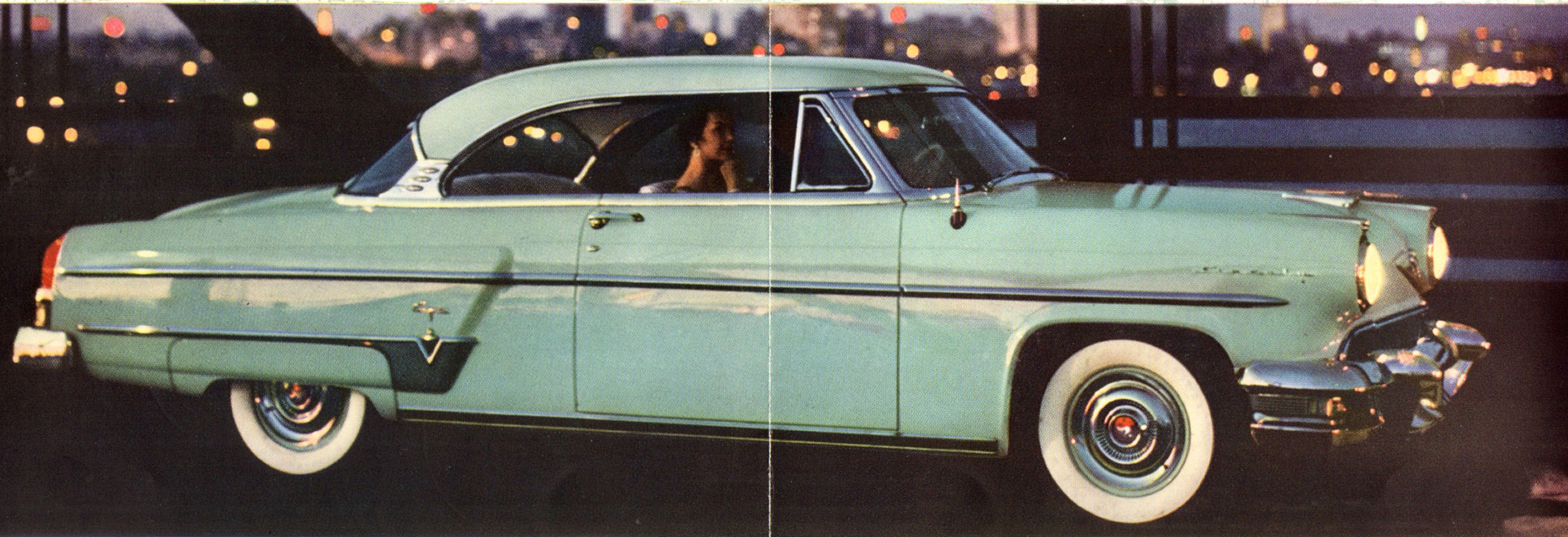


power focus

The big, powerful V-205-hp engine is the most efficient in Lincoln history. Its low-friction design converts more of the engine's potential into propelling action. It's a versatile engine, too. You can choose surging acceleration or smooth, steady cruising.

To make driving a Lincoln practically effortless, you can select as extra cost equipment such Lincoln advancements as heel-pivot power braking. You can command power steering that retains vital driver feel. And you can adjust the driver's seat up and down, forward or back, raise and lower windows with a finger touch, even dial *your* weather with Lincoln air conditioning!

down highway and boulevard, through crowded streets . . . its responsive touch is magnificent



Down the highway and toward the city you begin to get the first proof of Lincoln's zestful performance. Over the sloping hood you get a close-up look at the road. And with a swing of the wheel, you pick your lane or dodge the rough spots, effortlessly, easily. And when traffic opens ever so little, you touch Lincoln's accelerator, response is instant. Lincoln surges smoothly ahead, and you're right where you aimed to be

—with space to spare. With Lincoln's power steering, you retain that sure and vital feel of the road you want. And when you near the exit ramp and head for the city streets, you need only touch the pedal that energizes Lincoln's power brakes. And you don't have to raise your foot—just pivot your foot from accelerator to brake pedal. You decelerate smoothly and swing up the climbing curve . . .

Now you're in city traffic. More cars. More traffic lights. More stop and go driving. But in Lincoln you feel none of that "throttled effect" that comes with boring into congested areas. Your Lincoln glides easily, effortlessly along the avenue. For when you hold the wheel of a Lincoln, the anxieties of driving disappear. You drive comfortably, confidently—in complete control of every motoring situation.

Now you've arrived, fresh and ready for the evening's entertainment. The ride has been relaxing and enjoyable. As you step from your Lincoln, you notice something—all eyes are turned toward you. This, you must expect when you arrive in a Lincoln, for Lincoln has the beauty, the prestige that turns heads everywhere. In every way, design, performance, handling ease, Lincoln gives you a new measure of motoring satisfaction.

