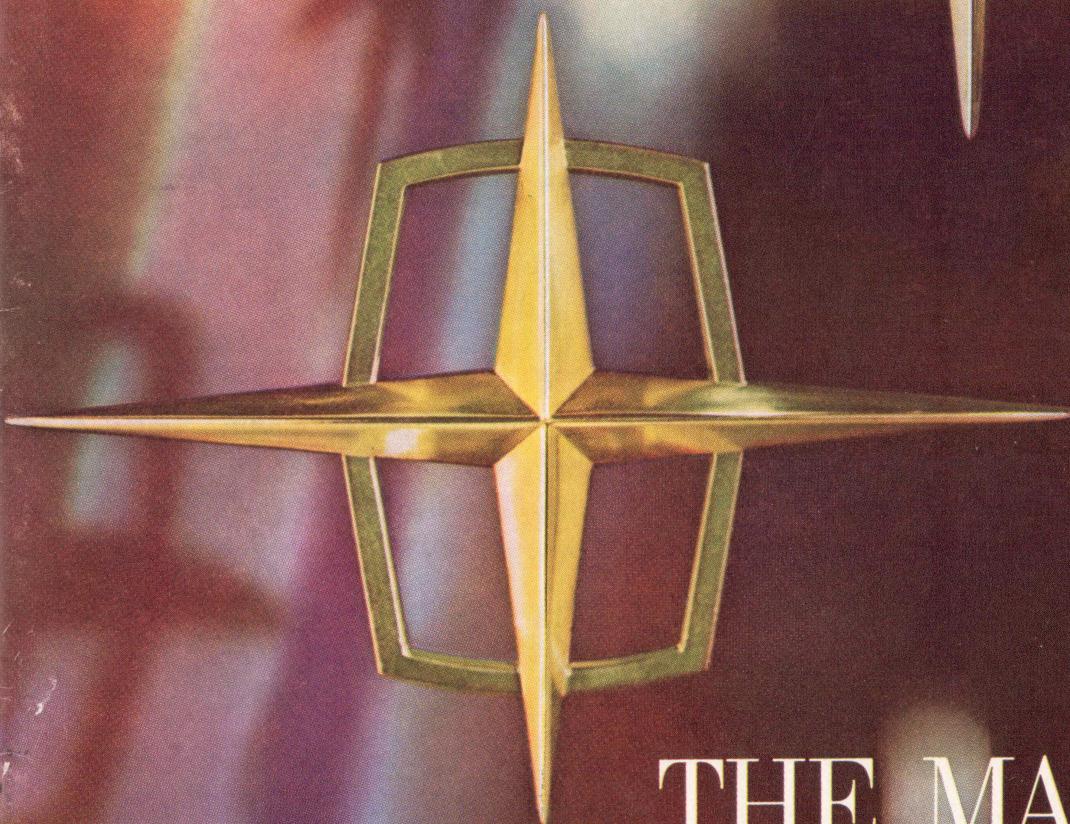


1959 LINCOLN



THE MARK IV
Continental

the Lincoln: three distinctive models . . .
the Lincoln Landau
the Lincoln Coupe
the Lincoln Sedan

the Lincoln look... classic *two magnificent Lincoln*



CLASSIC BEAUTY

"To build a car as nearly perfect as humanly possible,"* has always been the proud Lincoln tradition. And certainly the newest Lincoln surpasses this unfailing perfection, achieved for more than three decades.

CRAFTSMANSHIP

There is the classic beauty of the 1959 Lincoln. Its timeless look makes it a motorcar destined to remain in style for years to come . . . a beautifully practical reason for owning this magnificent new Lincoln.

PRESTIGE

There is the unexcelled craftsmanship of the 1959 Lincoln . . . craftsmanship which gives Lincoln its famed dependability and makes it an instrument of unmistakable quality . . . another practical and pleasant benefit of owning this very finest of motorcars.

WISE INVESTMENT

And there is the dignified prestige of owning a 1959 Lincoln . . . portraying individuality and attainment.

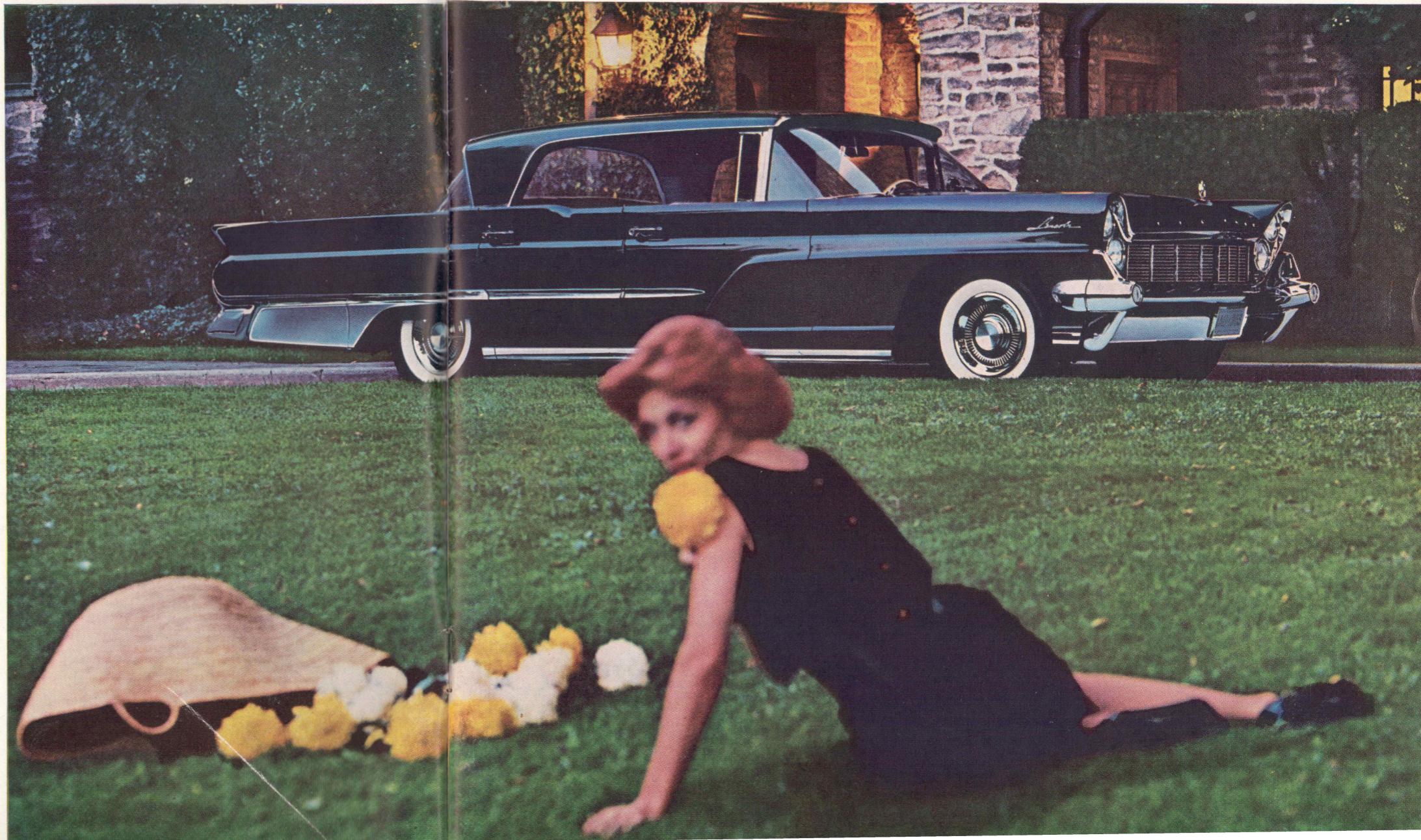
Here, then, are but a few of the reasons why Lincoln is not only the most outstanding motorcar of our generation, but a genuinely *wise* investment as well.

Of course, all Lincoln-built motorcars are equipped with Lincoln's exclusive power steering, power brakes, dual-range automatic transmission, and Uniframe construction. When one considers the value of these motoring refinements and the many other built-in Lincoln features, it is even more obvious that Lincoln is, indeed, a most judicious choice for the discerning buyer.

*From a directive of Ford Motor Company, establishing the policy for manufacturing Lincoln motorcars, February 19, 1922.

beauty/unexcelled craftsmanship *series in 1959—the Lincoln and the Lincoln Premiere*

the Lincoln Landau in Presidential Black





"THE LINCOLN LOOK" Never before has Lincoln, or any other motorcar, provided the world's motorists with such consummate good taste in automobile design. Here, in the 1959 Lincoln, is true classic beauty—beauty which has become fondly known as "The Lincoln Look." Lincoln's sheer elegance is not only pleasant to behold, but in a very practical way it protects the Lincoln owner with the reassuring knowledge that he has invested wisely. For here is the motorcar which will stay in style for as many years as its owner cares to drive it.

A WORTHY INVESTMENT

the Lincoln Sedan in Tawn ▶

the Lincoln Coupe in Glacier White



FABULOUS FABRICS There is all the breathtaking beauty and luxury in upholstery fabrics and leathers that one expects to find only in Lincoln. You will be delighted when you inspect the careful tailoring and craftsmanship lavished upon Lincoln's luxurious cushions and side paneling. Hand-kneaded leathers as soft as a fine glove; specially loomed Lincoln fabrics in a glorious array of hues and motifs. And all with "The Lincoln Look of Unquestioned Good Taste."

HAND-CUT LEATHERS



the Lincoln Premiere: three magnificent models . . .

the Lincoln Premiere Landau
the Lincoln Premiere Coupe
the Lincoln Premiere Sedan

EXCLUSIVE LINCOLN BODIES

GREATEST ROOM AND COMFORT

PERFORMANCE

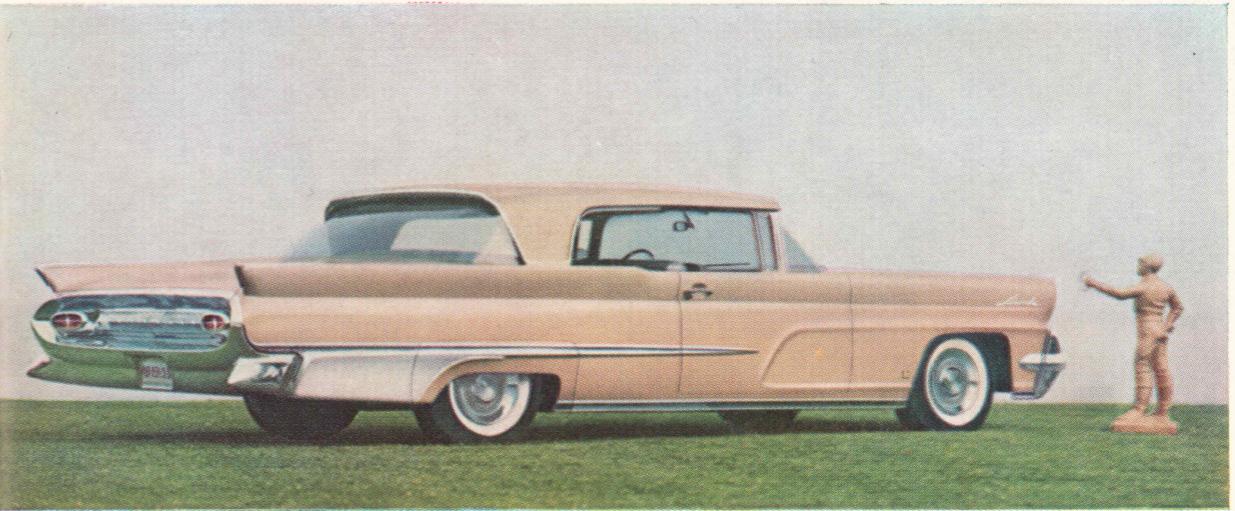
The graceful simplicity and beauty of the Lincoln Premiere commands special admiration. At the club, the doorman moves a bit faster; everywhere, the glances are a little longer.

Most satisfying to Lincoln owners is superb performance—a perfect combination of Lincoln's famed engine and the Turbo-Drive dual-range automatic transmission which provides the ultimate in motoring on the American road.

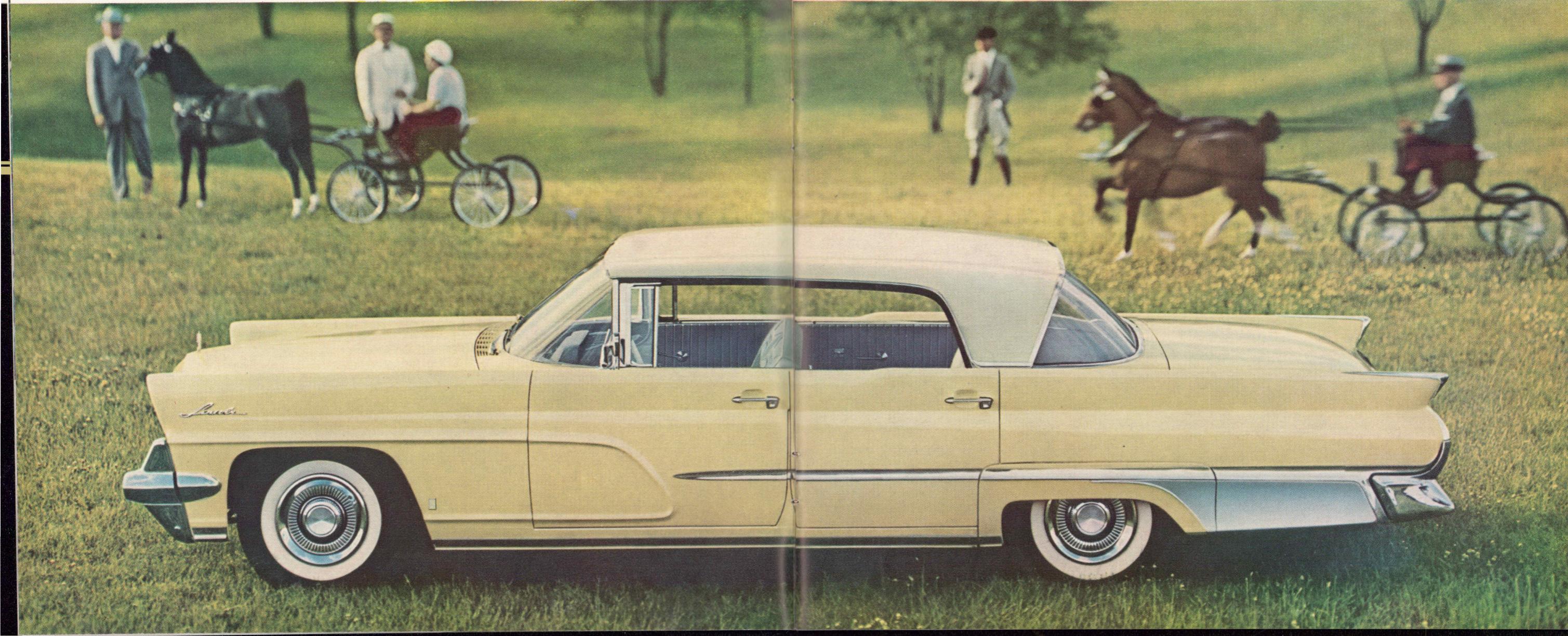
Some of the most expensive automobiles share the same body shell with mass-produced, volume cars. Alterations make them *look* big. But in the final analysis sacrifices made in interior space and comfort become all too apparent.

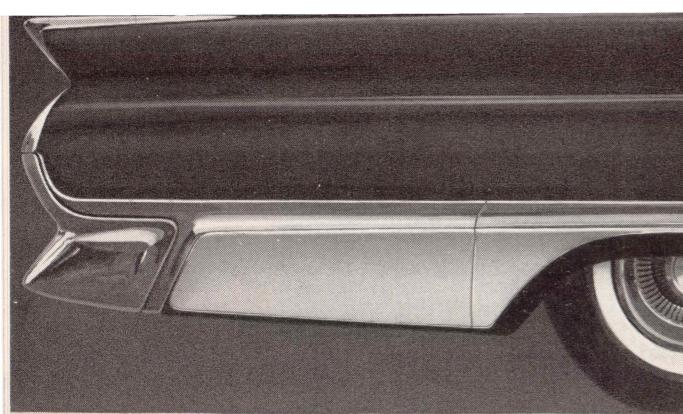
In Lincoln-built motorcars, such standardizations are *not* accepted. Lincoln bodies are designed and manufactured exclusively for Lincoln. This is obvious at first glance and proven beyond question by simply examining the spaciousness and comfort of these magnificent motorcars.

the Lincoln Premiere Coupe in Gold Metallic

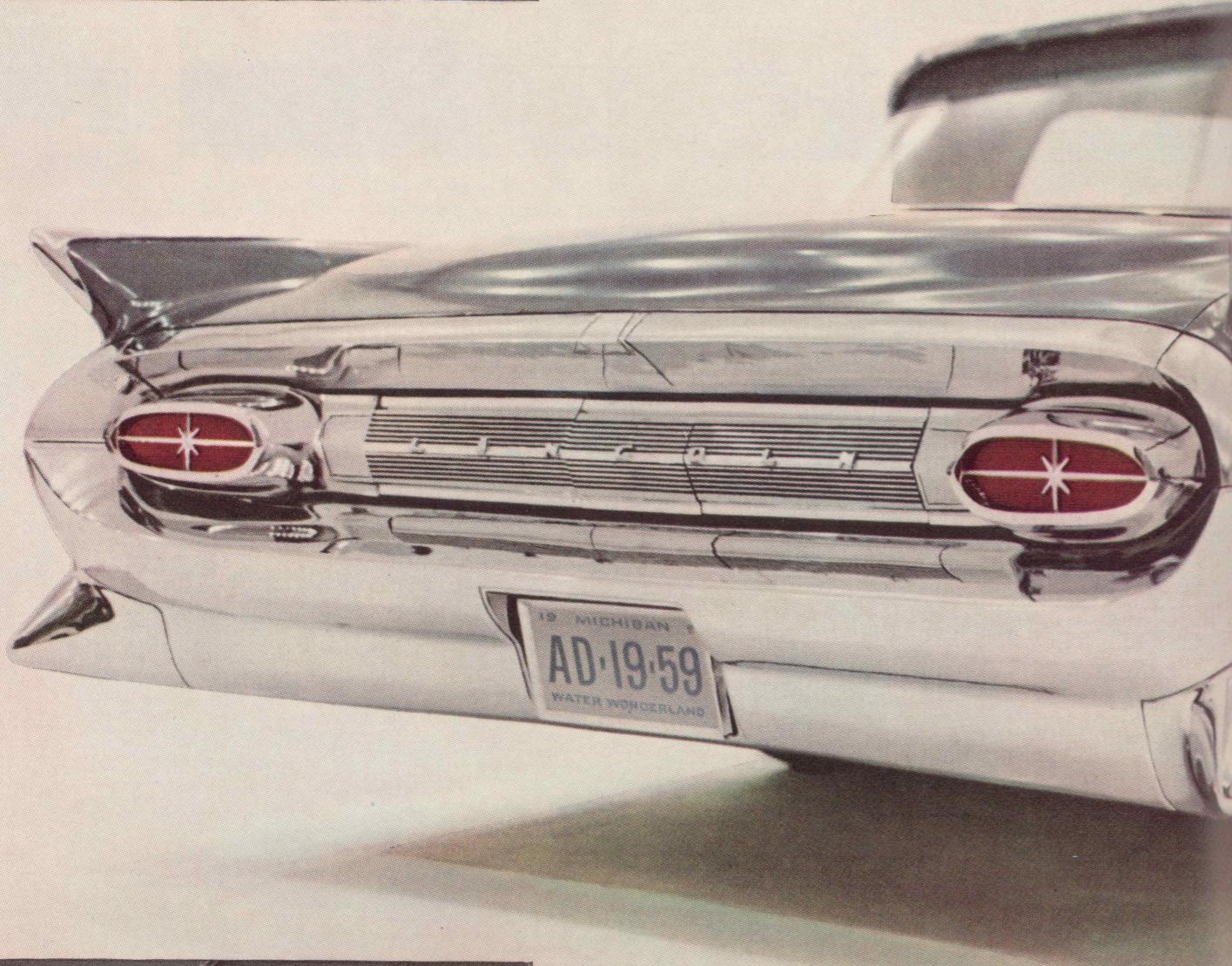


the Lincoln Premiere Landau in Glacier White over Deauville Yellow





its sheer elegance is the look of Lincoln



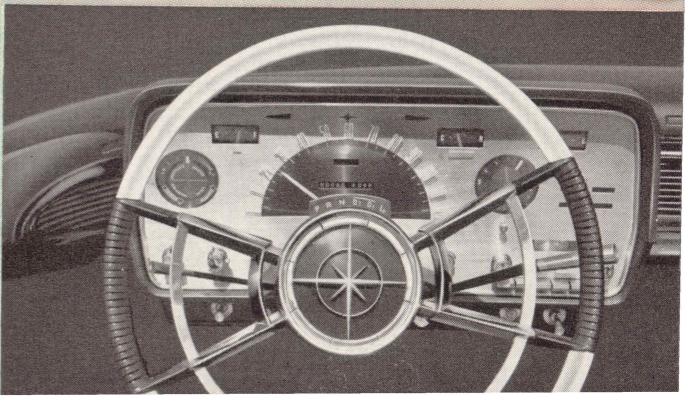
the Lincoln Premiere Sedan in Warwick Gray



The majestic manner with which Lincoln wears its elegance is brought to focus on these pages by the critical eye of the camera.

Carefully sculptured steel, sweeping curves of glass, gleaming polished metals, rich interior decor, all combine to achieve a new excellence in motorcar design. Even to the safety steering wheel and the careful styling of the instrument cluster, the 1959 Lincoln Premiere is a masterpiece.

Underlying this beauty is the famous Lincoln Uniframe construction—an exclusive method of integrating body and frame into a single unit, giving all Lincoln and Continental motorcars great strength and rigidity. These benefits are transmitted to owners through superior riding qualities, reassuring safety and quiet. Uniframe provides more usable space for interior comfort—more passenger room than any other motorcar today.



Classic Beauty / Unexcelled Craftsmanship

interior luxury... in the grand manner

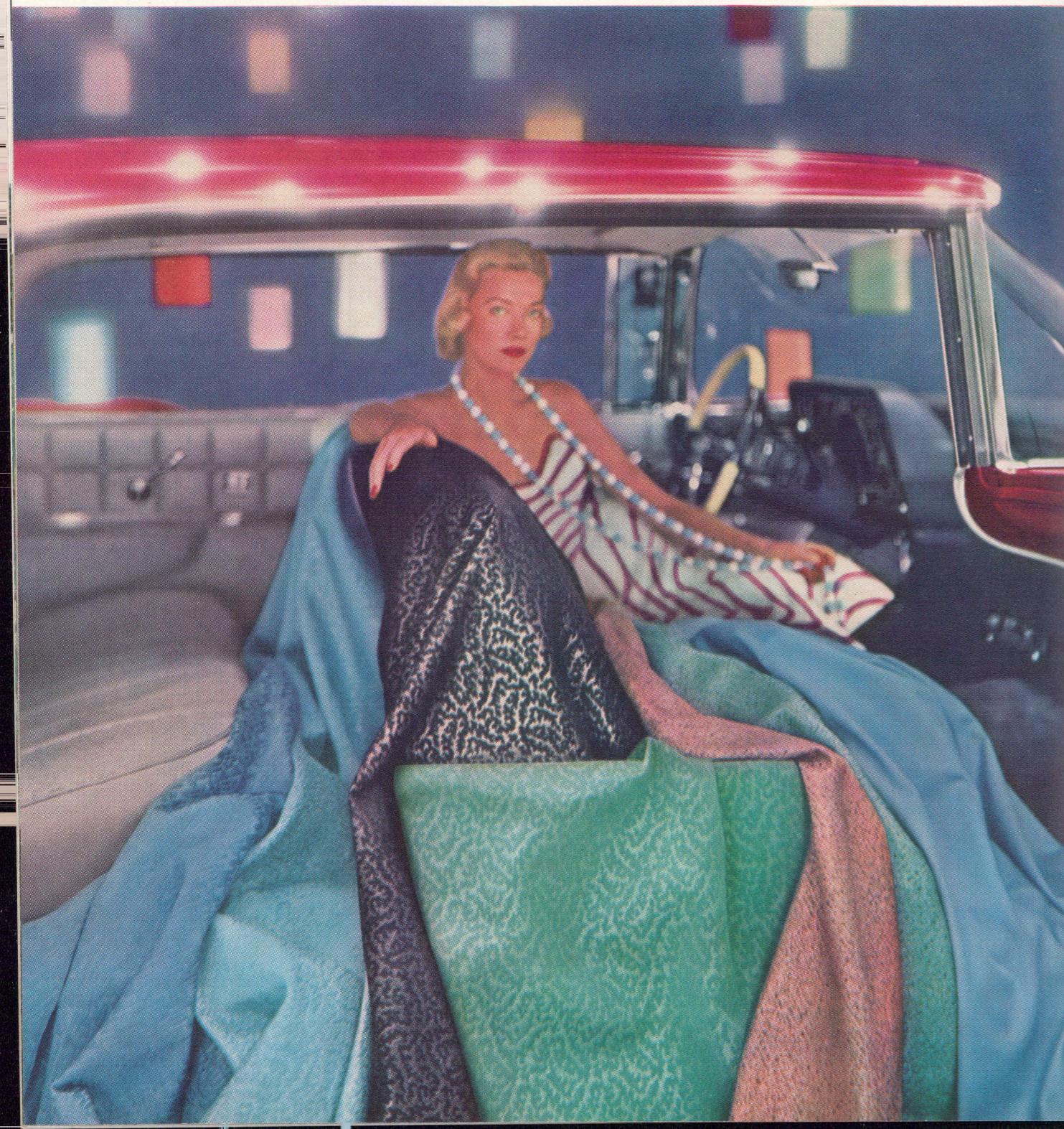
The most striking single element contributing to the luxurious air of the new Lincoln and Continental is the great good taste displayed in every interior appointment.

Fabrics, of course, are specially loomed . . . the fine

leathers are hand-cut in Lincoln's tailoring rooms at Wixom. But perhaps even more wonderful than the luxurious beauty and superb quality of these upholsteries is the special kind of craftsmanship lavished on each interior.

Certainly you'll agree that the exceptional has been attained in these unbelievably beautiful interior materials—dedicated to those accustomed to especially fine surroundings.

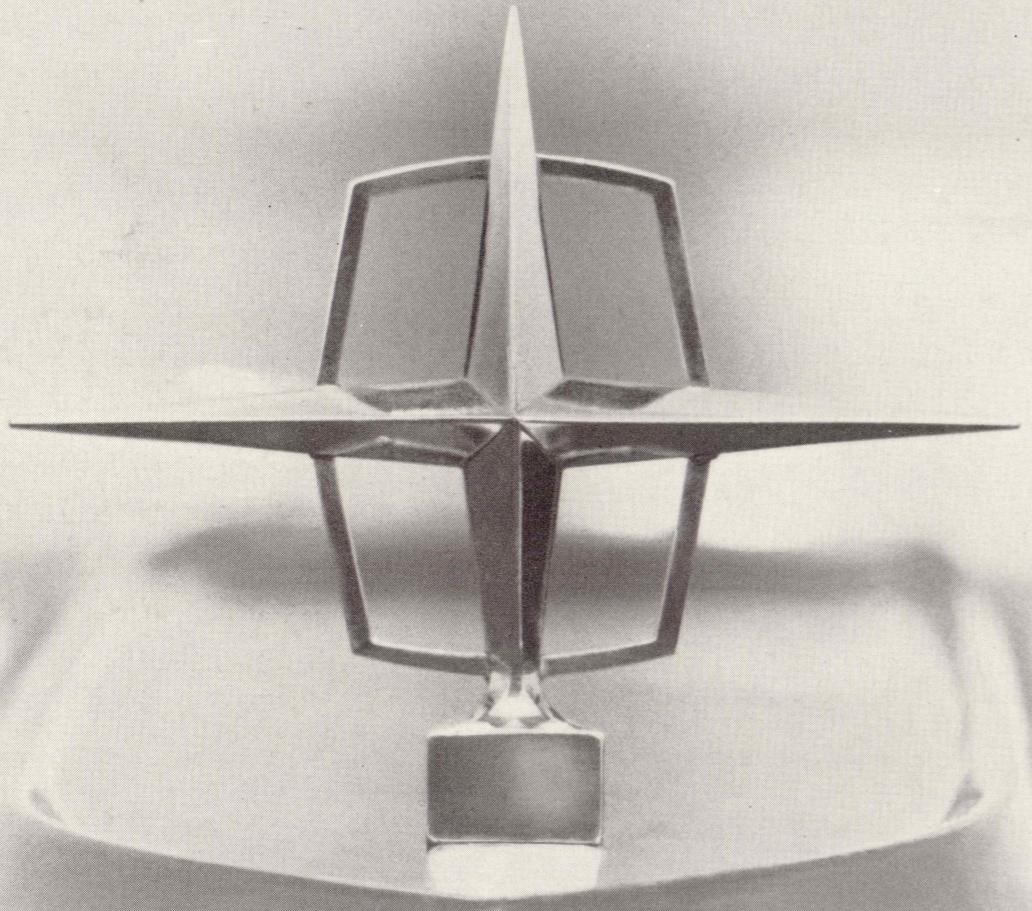
These colorful photographs tell but part of the story . . . a story brought to life only when you inspect these magnificent motorcars at the Lincoln and Continental showroom of your choice and witness luxury in the grand manner.



THE MARK IV

Continental

the fourth and finest in the distinguished series of the world's most admired car



the Mark IV Continental Town Car
the Mark IV Continental Limousine
the Mark IV Continental Landau

the Mark IV Continental Convertible
the Mark IV Continental Sedan
the Mark IV Continental Coupe



the Mark IV Continental Town Car in Presidential Black

The Mark IV Continental Town Car (above) and the Mark IV Limousine (right) are magnificent additions to the world's foremost series of distinguished motorcars.

Here are masterpieces of rare beauty. Presidential Black exterior finishes. Stately interiors—subtle contrasts of gray broadcloth, black Scotch-grain leathers, and deep-piled carpeting. Every convenience is included as standard equipment—even air conditioning for passenger comfort.

For the discerning few who prefer quiet elegance and tasteful privacy, the Mark IV Continental Town Car and Limousine are the ultimate in fine car ownership.

Mark IV Continental Town Car and Limousine specifications are available at your Lincoln and Continental dealership.



Continental...a superb way of living

Few possessions so eloquently express a way of life as does the distinctive new Mark IV Continental motorcar.

While it is difficult to describe fully the feeling of attainment and personal satisfaction of its owners, it has been said many times that the most gratifying Continental attribute is its expression of good taste. At home in any situation, the Mark IV (like its famed predecessors) is a classic symbol of the finest traditions of American design and craftsmanship.



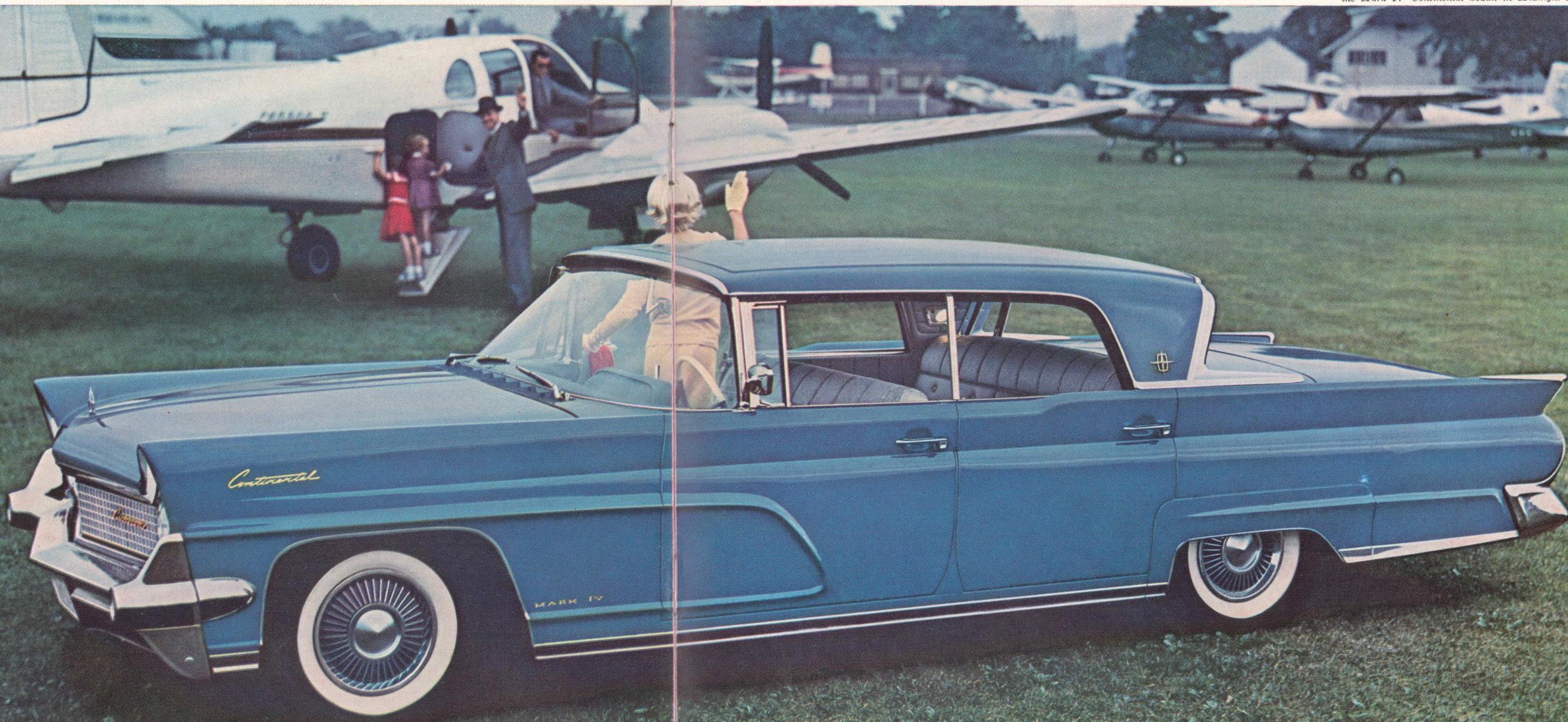
MARK IV

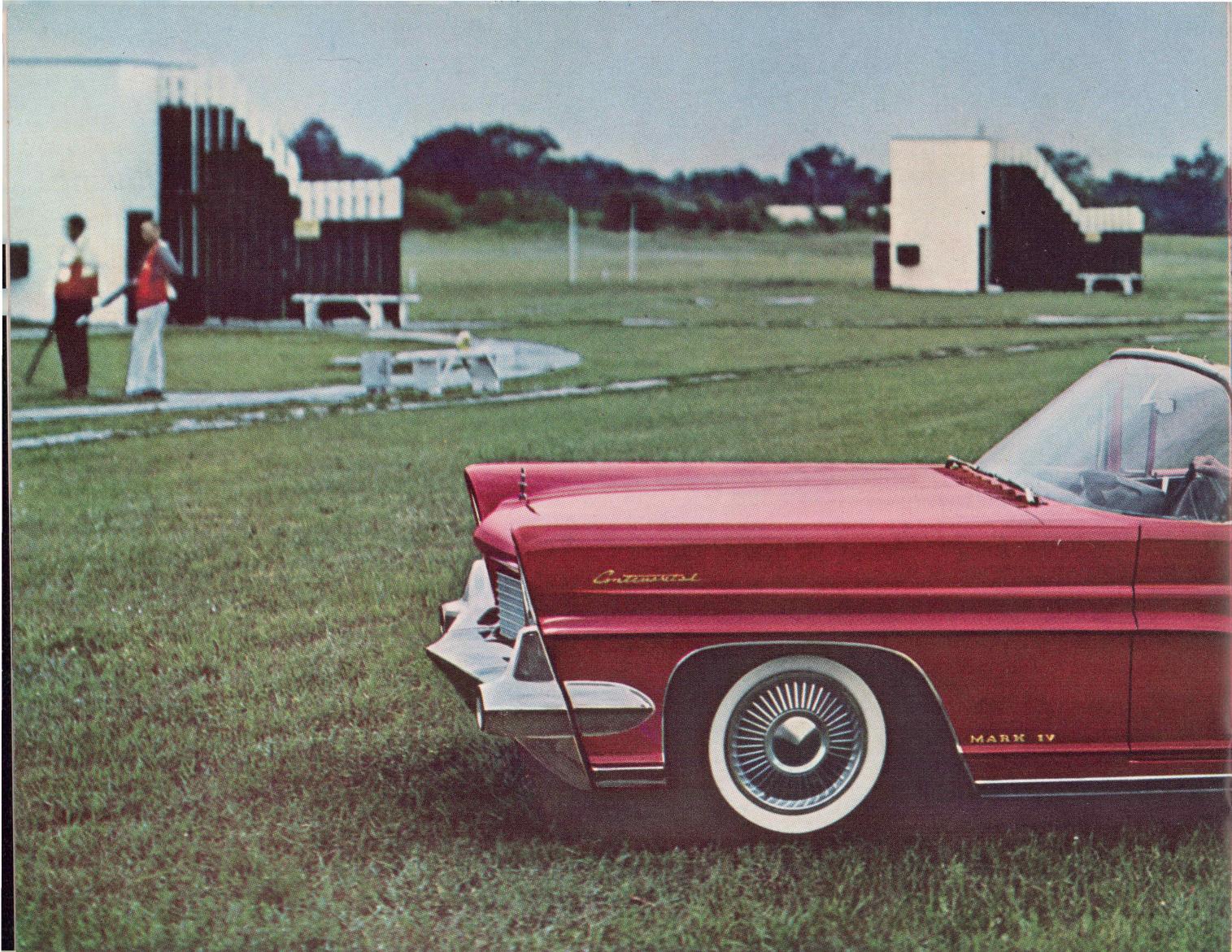
Continental...a special way of motoring

Few possessions so admirably serve the men and women who own them as do the Mark IV Continentals.

From crowded city streets to the quiet of a suburban home, Continental nobly confirms the confidence placed in it at the time of purchase. For Continental's power, ride, remarkable ease of handling—in fact, the total and wonderful balance of this motorcar—provide the special way of motoring that is possible to enjoy only in this finest of motorcars, the Mark IV Continental.

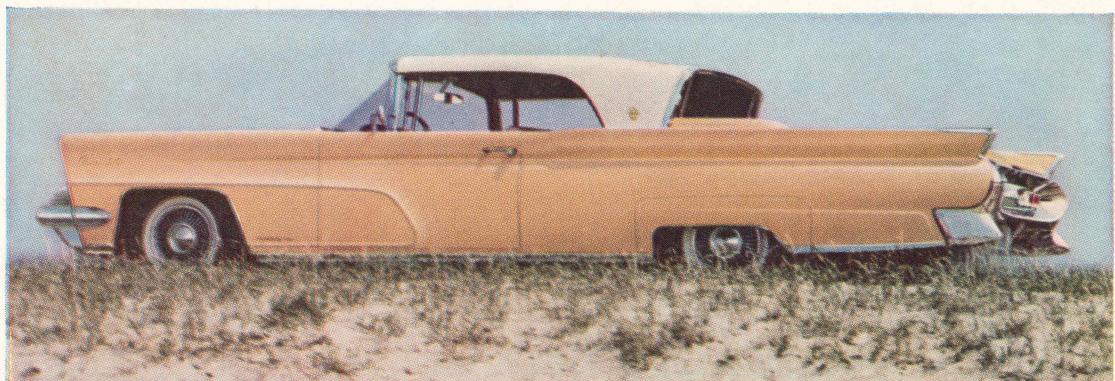
the Mark IV Continental Sedan in Midnight Blue





the Mark IV Continental Convertible in Bolero Red

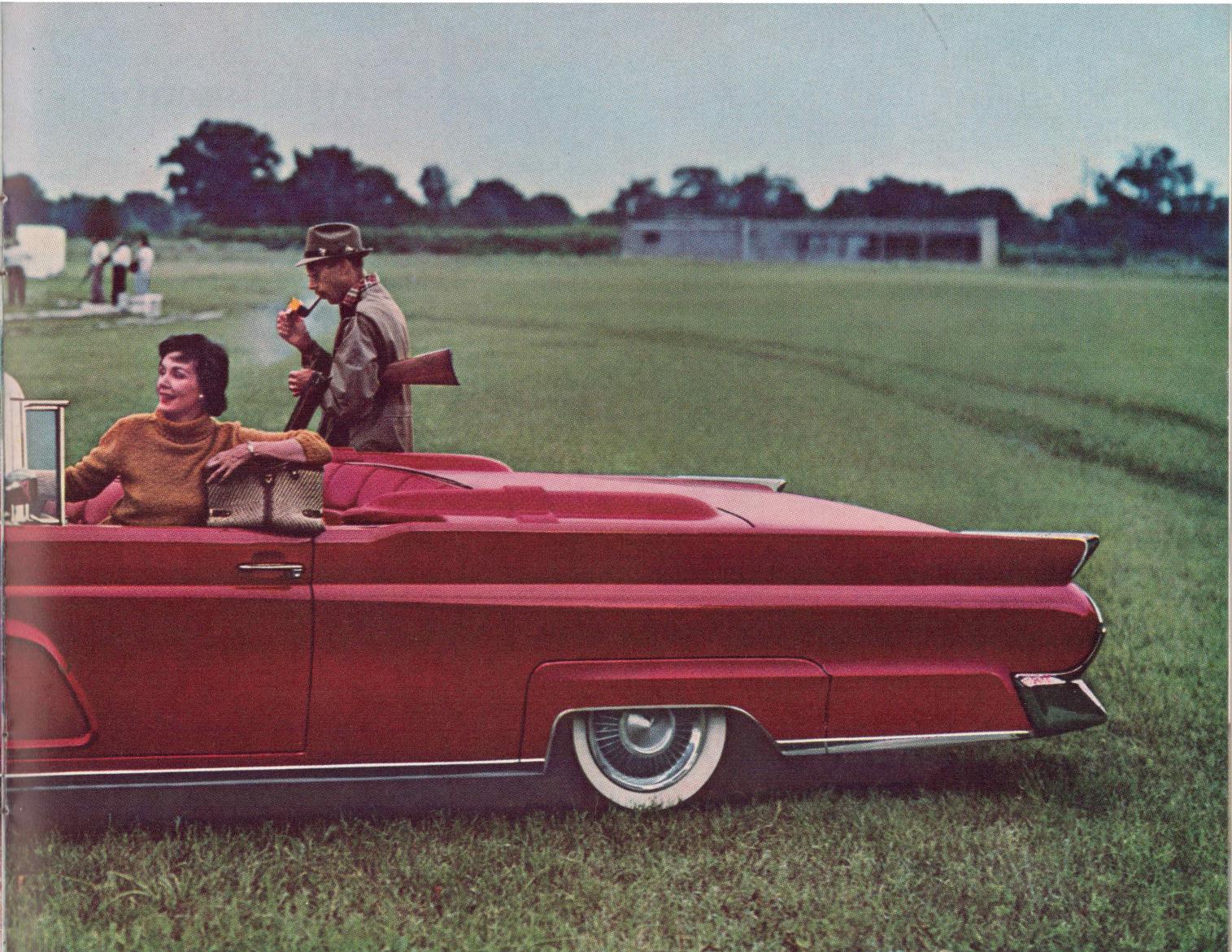
Continental...a special way of enjoyment



The custom-crafted Continental top curves gently into the lower body design. This tautly-fitted soft top has all the appearance of metal, even at a close distance. No sharp ridges distract the eye . . . nothing breaks the clean flowing lines.



MARK IV



The exciting report of a favorite rifle . . . the thrill of landing one's own plane . . . the fun of a gala weekend party.

The excitement, thrill and fun of the Mark IV Convertible, like all other well-earned pleasures, add immeasurably to a great way of living. The Continental Convertible is, indeed, a special way of enjoyment.

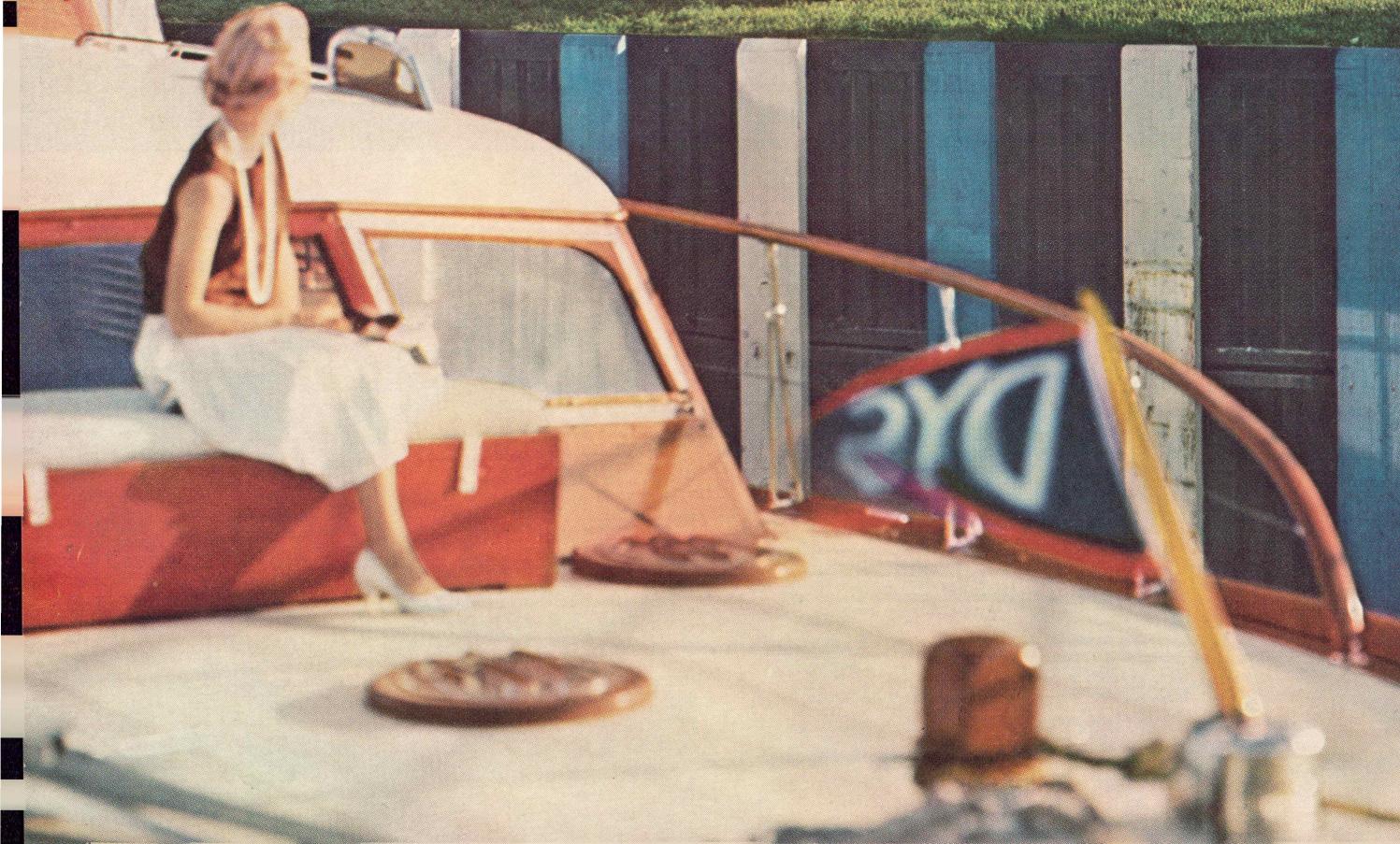
A single control quickly converts this wonderful automobile from closed to opened. A motor-driven rear deck panel opens wide. The big, rigid, metal-framed rear window of solid glass (retractable with top up) slides down and out of sight. The soft top folds away and the deck panel silently closes, leaving the smooth unbroken lines of a sports car with none of the usual cloth piled behind the rear seat. To return the top to its closed position requires but another touch. It even locks itself in place on the windshield mounts, automatically . . . a feature exclusively Continental's.



Continental... a special way of fulfillment

To many, ownership of a Continental motorcar represents a reward of attainment. These people choose all their possessions with practical good judgment. Quite naturally, then, they look to the Mark IV Continental as the complete fulfillment of their motoring needs. For they are investing wisely in the pleasure of Continental's exclusive, dependable performance and superb comfort. (And isn't comfort a very practical consideration?) Truly, the Mark IV Continental represents a very special way of life in the world's scheme of things.

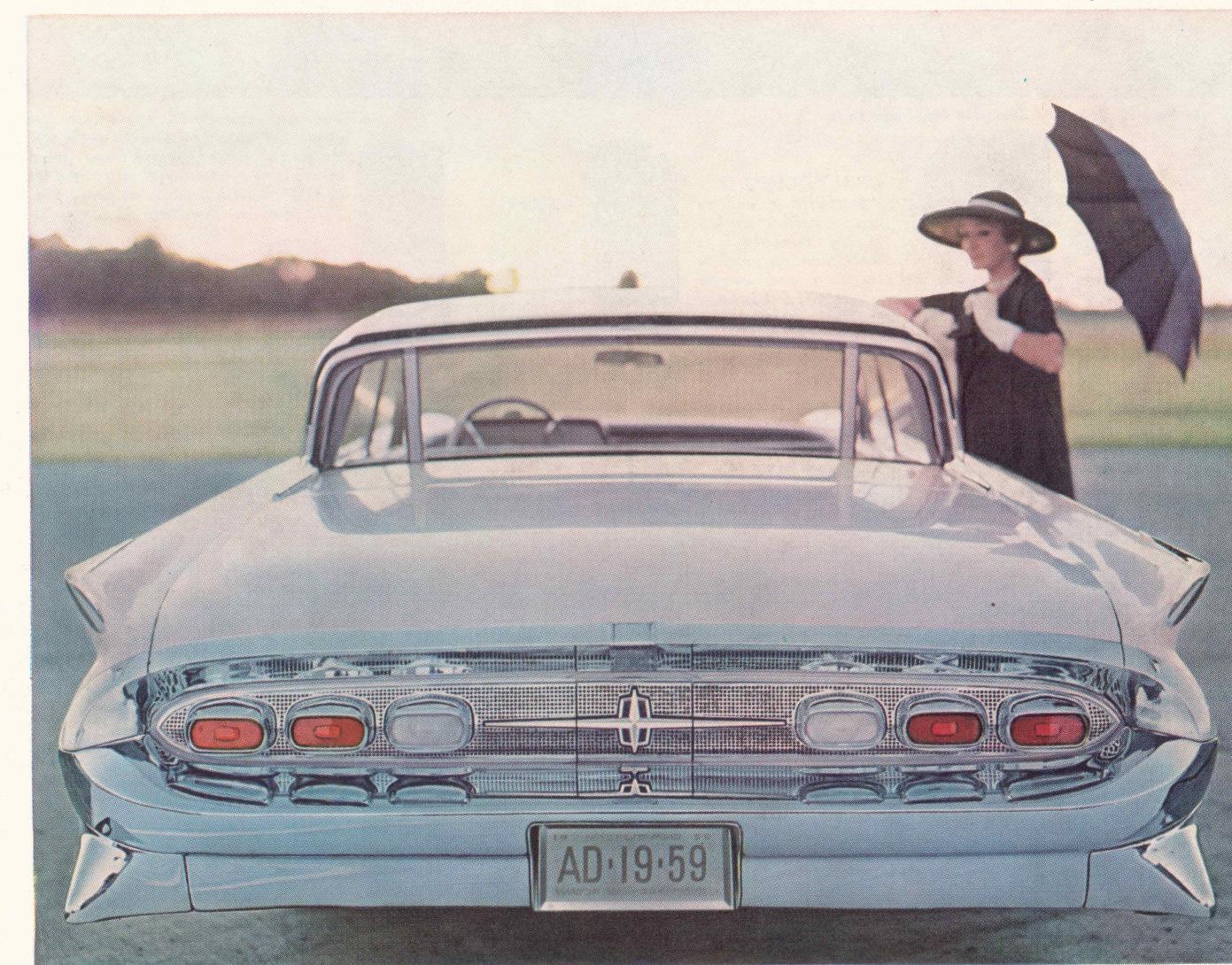
the Mark IV Continental Landau in Silver Metallic



Mark IV Continental interior coachwork is superbly beautiful, not only because of the magnificent fabrics and leathers, but because of careful custom tailoring and softly burnished appointments. Indeed, these interiors provide comfort in the grand manner.



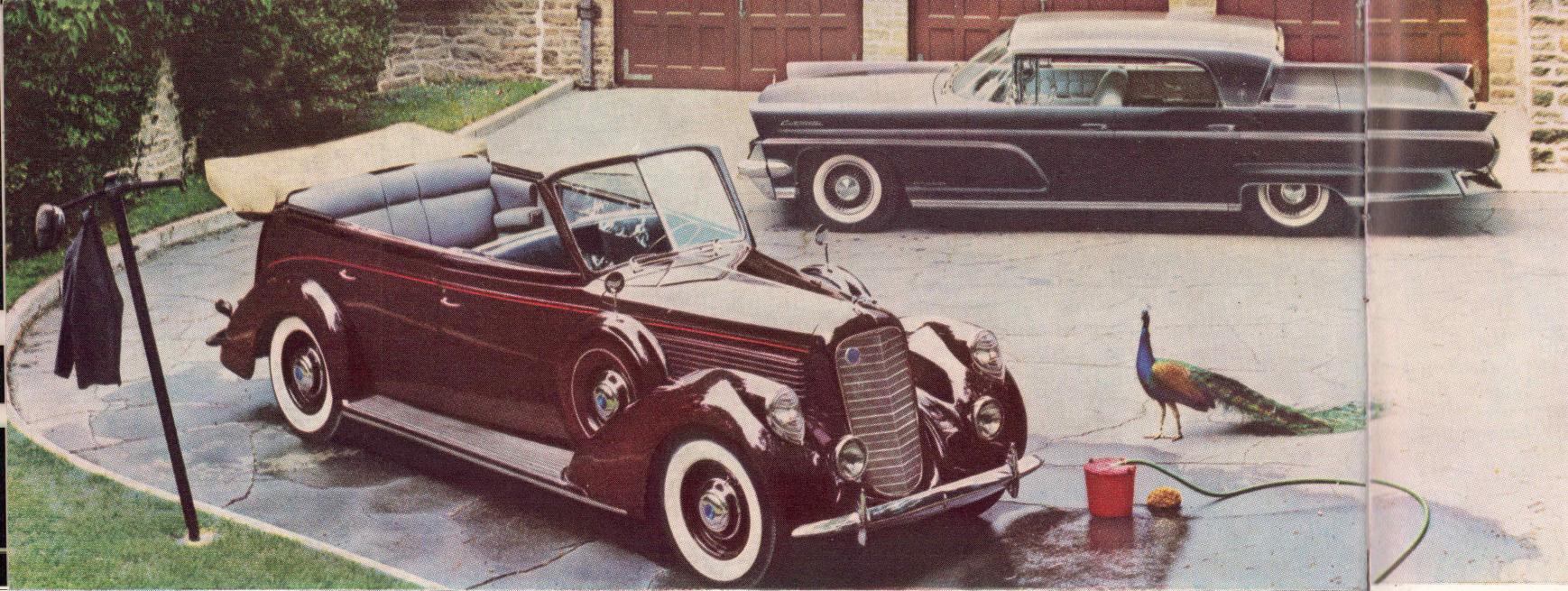
the Mark IV Continental Coupe in Cameo Rose



The Mark IV Continental—its very name is magic—is the motorcar of classic elegance and unexcelled craftsmanship. Here is the motorcar which shares its great tradition only with the incomparable Continentals of the past. A miracle in motion—a masterpiece at rest.



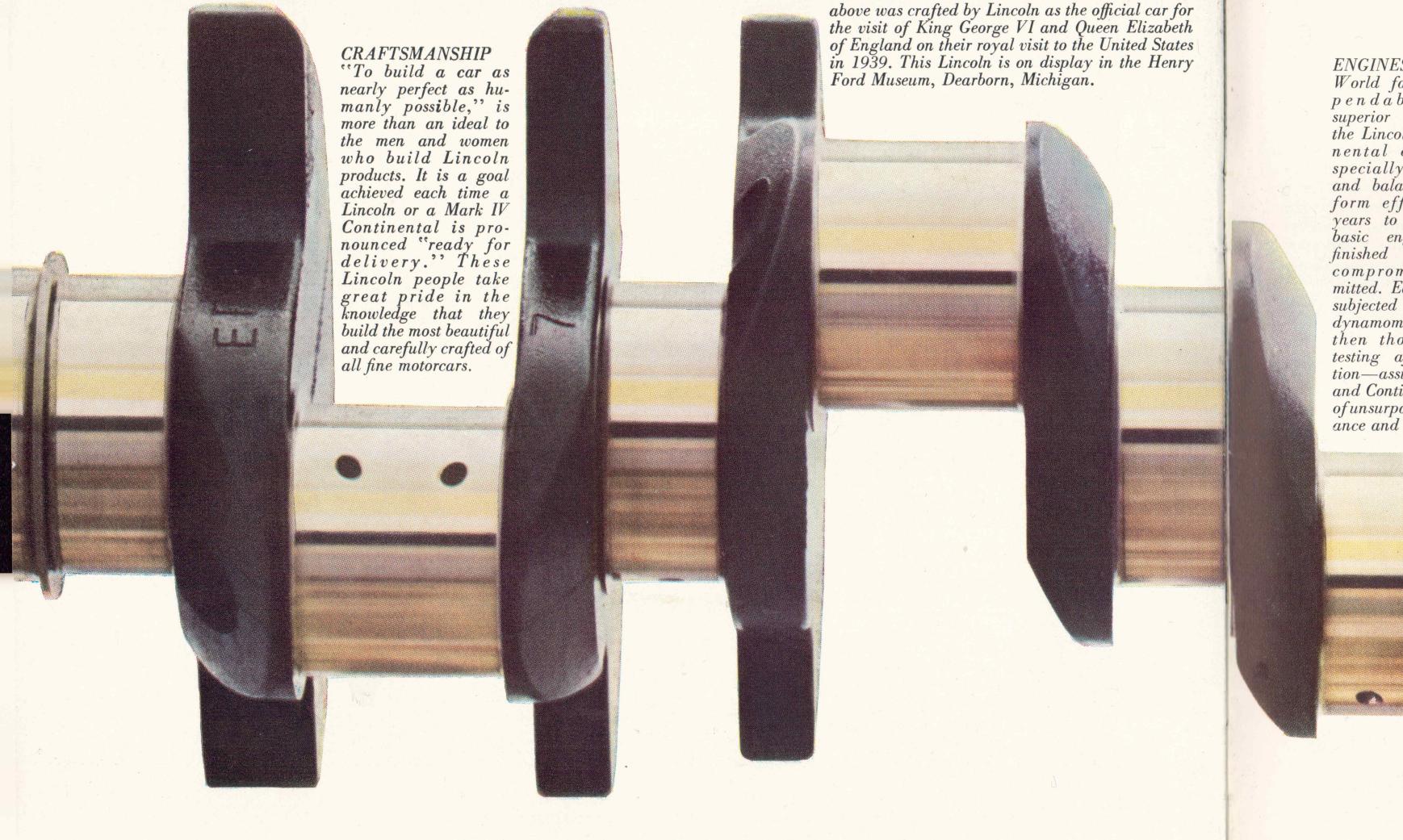
MARK IV



the Mark IV Continental Landau in Presidential Black

CRAFTSMANSHIP

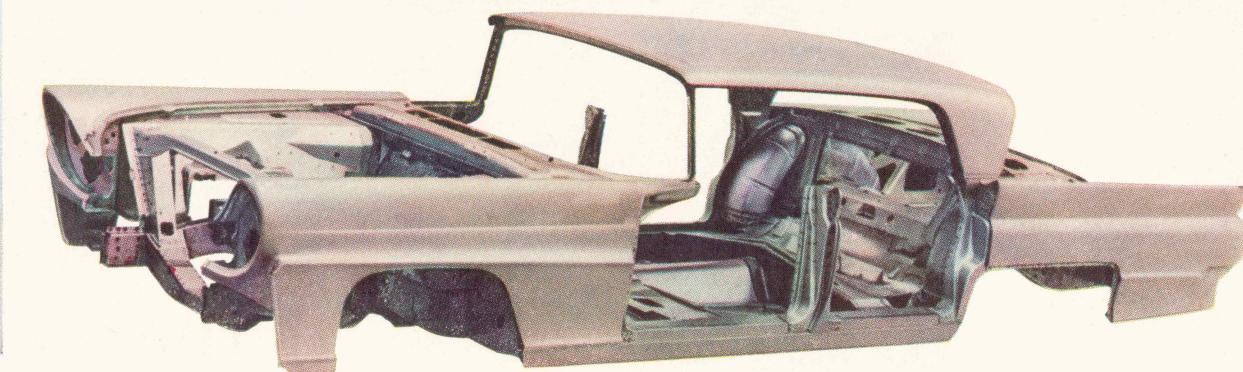
"To build a car as nearly perfect as humanly possible," is more than an ideal to the men and women who build Lincoln products. It is a goal achieved each time a Lincoln or a Mark IV Continental is pronounced "ready for delivery." These Lincoln people take great pride in the knowledge that they build the most beautiful and carefully crafted of all fine motorcars.



▲ The well-remembered convertible sedan shown above was crafted by Lincoln as the official car for the visit of King George VI and Queen Elizabeth of England on their royal visit to the United States in 1939. This Lincoln is on display in the Henry Ford Museum, Dearborn, Michigan.

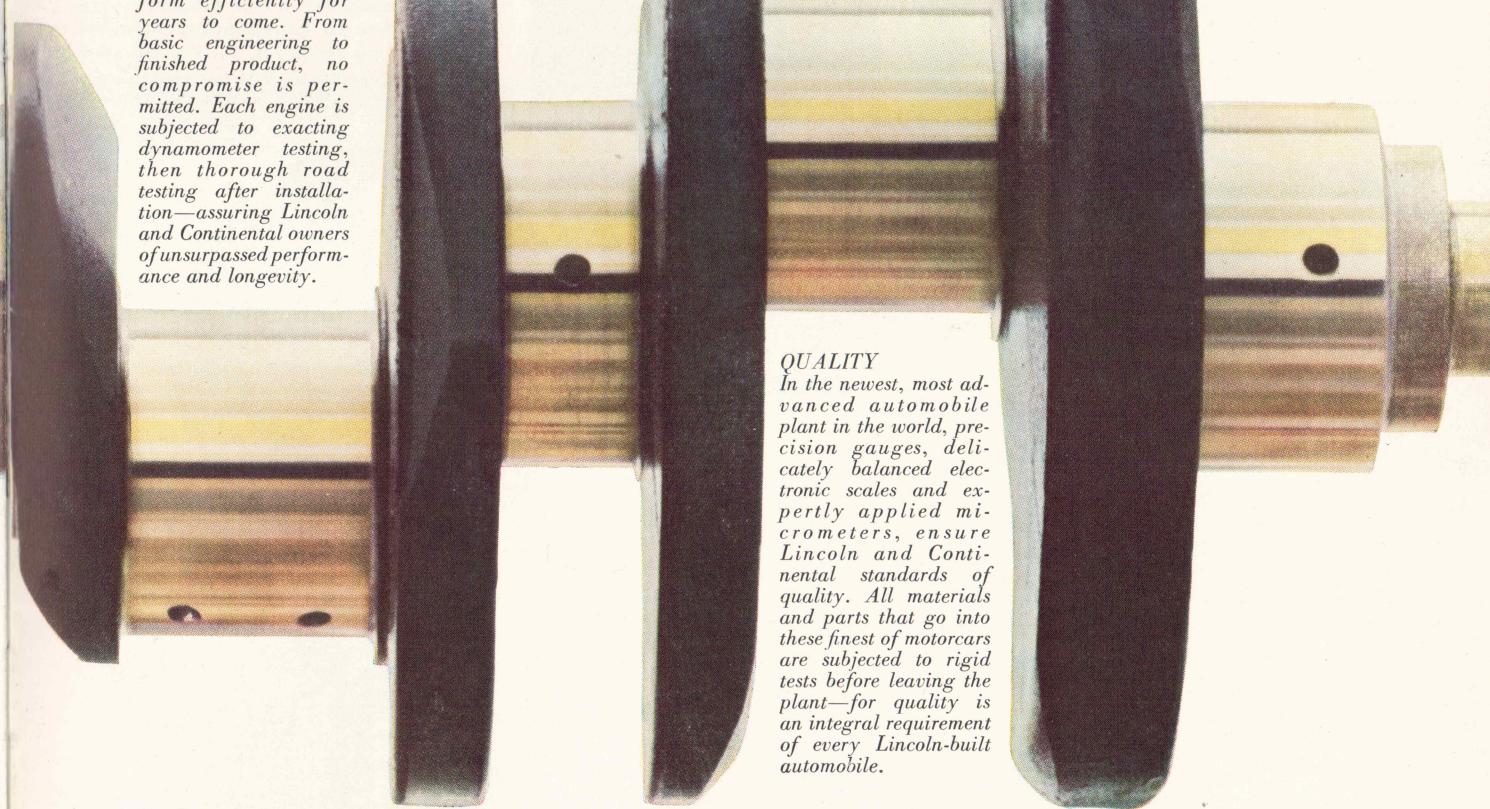
STRUCTURE

Sweeping away the long standing "carriage-building" methods of bolting body and frame, Lincoln craftsmen weld both elements into a massive, single unit of structural rigidity. To facilitate this development required a completely new Lincoln plant and an entirely new approach to assembly methods. But the rewards were great: far greater interior space, more passenger safety, considerable reduction in body noises. Structure is an unseen element, but one which makes the Lincoln and Continental motorcars unsurpassed in craftsmanship.



ENGINES

World famed for dependability and superior performance, the Lincoln and Continental engines are specially engineered and balanced to perform efficiently for years to come. From basic engineering to finished product, no compromise is permitted. Each engine is subjected to exacting dynamometer testing, then thorough road testing after installation—assuring Lincoln and Continental owners of unsurpassed performance and longevity.



QUALITY

In the newest, most advanced automobile plant in the world, precision gauges, delicately balanced electronic scales and expertly applied micrometers, ensure Lincoln and Continental standards of quality. All materials and parts that go into these finest of motorcars are subjected to rigid tests before leaving the plant—for quality is an integral requirement of every Lincoln-built automobile.

the heritage of Lincoln and Continental

craftsmanship in every detail

When consideration is given to all the refinements included in the Lincoln, Lincoln Premiere and Mark IV Continental, it becomes apparent that any one of these magnificent automobiles is a well-measured investment.



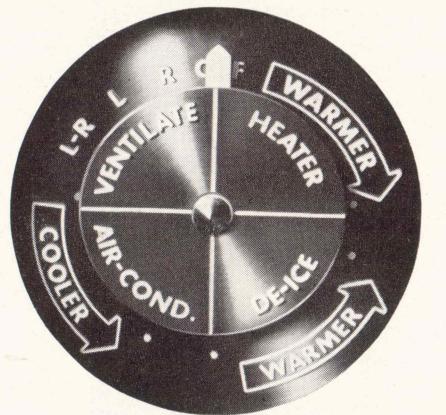
TRAVEL-TUNER RADIO

The Lincoln and Continental Travel-Tuner radio features a specially designed dual-speaker system in addition to an automatic antenna and foot control. FM tuner attachment is also available.*

the touch of

COMFORT-CONTROL HEATER-AIR CONDITIONER

The Lincoln and Continental single-control heater, defroster and ventilating system allows quick, selective settings for passenger comfort. When Lincoln-designed, all-weather air conditioning* is added to the heating system it, too, is operated by the single control, affording simplicity of operation and maximum convenience.



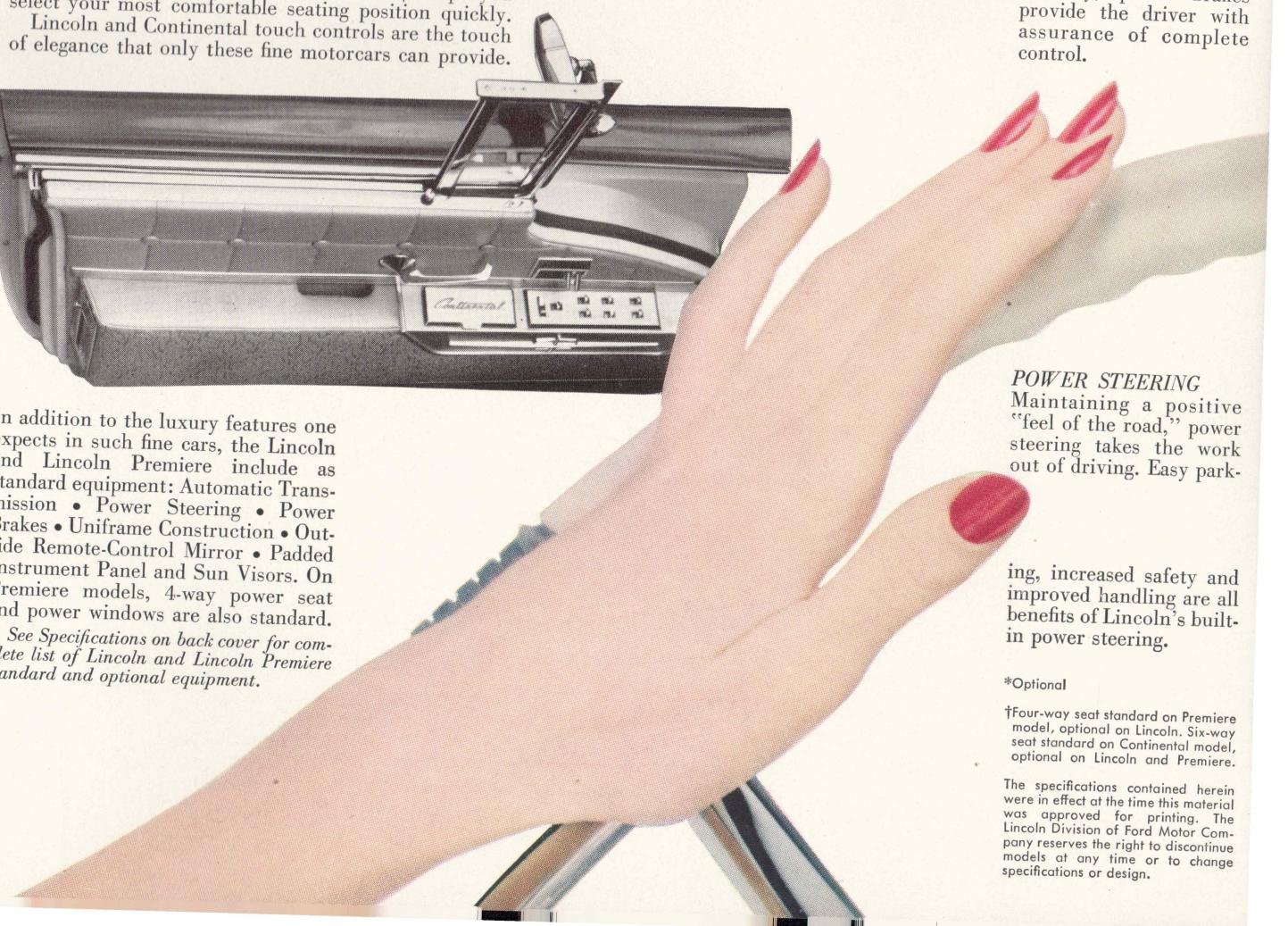
Undoubtedly, the Mark IV Continental is the most completely equipped motorcar on the American road today. All these luxury refinements are a part of every Mark IV: Turbo-Drive Automatic Transmission • Travel-Tuner Radio • Comfort-Control Heating and Ventilating System • White Sidewall Tires • Power Steering • Power Brakes • Tinted Glass • Power Windows • Six-Way Power Seat • Power Vent Windows • Padded Instrument Panel and Sun Visors • Remote Control Outside Mirror • Windshield Washer.

See Specifications on back cover for complete list of Continental equipment.

Lincoln

Fingertip touch controls every possible power convenience in the new Lincoln and Continental. The power keyboard in the driver's door panel, controls all powered windows (the Mark IV has a powered rear window and power vents). A special control on the keyboard locks out all window switches but the driver's, preventing children from tampering with the windows. And, recognizing that no two drivers have the same seating preference, Lincoln's six-way or four-way power seat† helps you select your most comfortable seating position quickly.

Lincoln and Continental touch controls are the touch of elegance that only these fine motorcars can provide.



In addition to the luxury features one expects in such fine cars, the Lincoln and Lincoln Premiere include as standard equipment: Automatic Transmission • Power Steering • Power Brakes • Uniframe Construction • Outside Remote-Control Mirror • Padded Instrument Panel and Sun Visors. On Premiere models, 4-way power seat and power windows are also standard.

See Specifications on back cover for complete list of Lincoln and Lincoln Premiere standard and optional equipment.

POWER STEERING

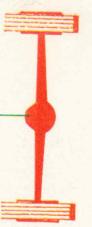
Maintaining a positive "feel of the road," power steering takes the work out of driving. Easy park-

ing, increased safety and improved handling are all benefits of Lincoln's built-in power steering.

*Optional

†Four-way seat standard on Premiere model, optional on Lincoln. Six-way seat standard on Continental model, optional on Lincoln and Premiere.

The specifications contained herein were in effect at the time this material was approved for printing. The Lincoln Division of Ford Motor Company reserves the right to discontinue models at any time or to change specifications or design.



TURBO-DRIVE • DIRECTED POWER DIFFERENTIAL

All Lincoln-built motorcars have exclusive Turbo-Drive dual-range automatic transmission — the smoothest power-transfer system known. And, Directed Power Differential* automatically directs the greatest driving force to the rear wheel having the best traction—reducing the risk of "getting stuck."

POWER BRAKES

Lincoln power brakes require less than one third the effort of conventional brakes. With the largest brake-lining area in the industry, power brakes provide the driver with assurance of complete control.

details of Lincoln and Mark IV Continental craftsmanship

MAJOR DIMENSIONS:

Wheelbase	131.0 in.
Over-all length	227.1 in.
Over-all width	80.1 in.
Over-all height	56.7 in.
Wheel tread (front and rear)	61.0 in.

INTERIOR SPACE: (Sedan models)

	Front Seat	Rear Seat Lincoln & Premiere	Rear Seat Mark IV Continental
Hip room	61.0 in.	65.5 in.	65.1 in.
Shoulder room	63.1 in.	63.0 in.	67.0 in.
Leg room	44.1 in.	46.1 in.	42.4 in.
Headroom—free	34.9 in.	33.7 in.	33.9 in.
Headroom—effective	39.8 in.	38.2 in.	38.5 in.

CURB WEIGHTS (Est. includes fuel, oil, water):

Lincoln Coupe	5086 lbs.
Lincoln 4-door Landau	5170 lbs.
Lincoln 4-door Sedan	5174 lbs.
Premiere Coupe	5154 lbs.
Premiere 4-door Landau	5218 lbs.
Premiere 4-door Sedan	5222 lbs.
Continental Coupe	5220 lbs.
Continental 4-door Landau	5302 lbs.
Continental 4-door Sedan	5306 lbs.
Continental Convertible	5330 lbs.

BODY:

UNIFRAME CONSTRUCTION—Unitized welded steel body and frame. Safety door locks. Safety glass in every window. Windshield area—1701 sq. in. Total glass area—Sedans: 4560 sq. in. for Lincoln and Premiere; 3774 sq. in. for Continental.

EXTERIOR FINISH—Baked enamel with two primer coats, two sealer coats and two pigmented finish coats. Colors: Midnight Blue (Metallic), Crystal Blue, Platinum, Silver (Metallic), Warwick Gray, Palm Green, Linden Green, Sunstone, Aquamarine, Deauville Yellow, Cameo Rose, Tawn, Glacier White, Bolero Red, Presidential Black, Pearl Blue (Metallic), Peacock Green (Metallic), Burnished Gold (Metallic), Sapphire (Metallic), Copper (Metallic), Claret (Metallic). Two-tone paint combinations optional at no extra cost.

INTERIORS—Aircraft-type instrument cluster. Padded instrument panel and sun visors. 4-spoke safety steering wheel. Deep-Comfort seats. Comfort-Control heater with power-operated dial control. Power seat.* Upholstery Fabrics: Cordolan (vinyl), imported and domestic leather (hand-boarded), Dynasty Cloth, Florentine Cloth, Lustre Weave, Venetian Cloth. Deep-piled carpeting.

*Optional for Lincoln series.

ENGINE:

TYPE & RATINGS—Short-stroke, low-friction V-8. Deep-block construction. 430 cubic in. displacement. Cylinder bore 4.3 in., piston stroke 3.7 in. Compression ratio 10.0 to 1. Develops 350 horsepower at 4400 rpm. Delivers 490 lb-ft torque at 2800 rpm. Counterbalanced crankshaft. 5 main bearings. Rotating-type overhead valves.

IN-BLOCK COMBUSTION—Combustion chambers in cylinders. Flat-machined cylinder heads. Step-top pistons.

LUBRICATION—Full-pressure lubrication. Rotor-type oil pump in oil pan. Full-flow, disposable oil filter. Oil capacity—6 quarts with filter change, 5 quarts without.

COOLING—3-stage pressurized cooling. Water-jacketed intake manifold. Capacity with heater—26 quarts.

FUEL SYSTEM—4-barrel carburetor. Automatic choke. Temperature-controlled air induction system. Dry-type carburetor air filter. Fuel tank capacity—22.5 gallons.

ELECTRICAL—12-volt system. Centrifugal vacuum-spark control. Anti-fouling 18 mm. spark plugs with extended electrode. 78-plate aircraft-type battery.

EXHAUST—Dual exhaust lines, each with resonator and muffler. Aluminized mufflers and resonators. Crossover pipe connects exhaust pipes to smooth exhaust flow.

TURBO-DRIVE TRANSMISSION:

Dual-range with 6-position selector lever. Selector positions—P, R, N, D2, D1, L. Fully automatic fluid torque converter with 3-speed planetary gear set. Oil capacity—21 pints. Oil cooler located in lower radiator tank.

Maximum torque multiplication in transmission—4.98 to 1.

REAR AXLE—Semi-floating hypoid rear axle with offset pinion. Axle gear ratio—2.89 to 1. Directed-power rear axle, optional factory-installed equipment.

CHASSIS:

POWER STEERING—Integral hydraulic power unit with torsion-rod control and recirculating steel balls. Over-all steering ratio—19.5 to 1.

POWER BRAKES—Vacuum-assisted, self-adjusting brakes with 298 square inches total brake lining area. Brake shoes 3.5 inches wide, front and rear. Step-on parking brake.

FRONT SUSPENSION—Ball-joint front suspension. Helical coil front springs. Hydraulic shock absorbers.

REAR SUSPENSION—Hydraulic shock absorbers. Springs and shocks—rubber mounted.

TIRE SIZE—9.50 x 14, 4-ply tires, standard; 6-ply, optional. Rim width, 6 inches.

STANDARD EQUIPMENT:

Turbo-Drive dual-range transmission • Power brakes • Power steering • Dual exhaust • Back-up lights and courtesy lights • Electric clock • Foam rubber cushions • Windshield wipers and washer • Padded instrument panel and sun visors • Turn signals • Wheel covers • Oil level warning light • Non-glare inside mirror • Remote-control outside mirror. (Above equipment standard in Lincoln, Lincoln Premiere and Mark IV Continental) • 4-way power seat and power windows, standard in Premiere • 6-way power seat, power-operated window vents, side windows, back window, and tinted glass standard in Mark IV Continentals • All-leather upholstery standard in Mark IV Continental convertible.

OPTIONAL EQUIPMENT:

Air conditioning • Automatic door locks • Rocker panel molding • Directed power differential • Electronic headlamp dimmer • Fuel tank lock • Heater and defroster† • Power lubrication • 4-way power seat for Lincoln models • 6-way power seat† • Electric-powered vent windows† • Tinted windshield and windows† • Remote-control trunk lock • Travel-Tuner Radio with dual speakers† • FM radio receiver • Electric dual antennas • White sidewall tires† • All-leather upholstery for Premiere and Mark IV Continental closed models.

†Standard in Mark IV Continental.

LINCOLN • LINCOLN PREMIERE • MARK IV CONTINENTAL

... quality and engineering mastery that only Ford Motor Company, pioneer of the automobile industry, can bring you.