



THE JENKINS TWO-WINDOW BERLINE

---

THE **LINCOLN**

---

The new Lincoln is a fresh interpretation of an ideal, to create the most nearly perfect motor car. But the ideal is old, grounded in Lincoln tradition. Each year's car simply extends its meaning as new excellencies are added. In beauty, comfort, luxury, the Lincoln for 1956 is in advance even of its predecessors. . . . Here new beauty mingles with the engineers' skill at its highest. Fenders and rear deck are streamlined in the modern spirit, but in a manner consistent with Lincoln dignity. The radiator is deeper, more graceful. Wheels are of the new welded-steel design. Refinements throughout accent the Lincoln's clear beauty. . . . The V-12 cylinder engine is the Lincoln engineers' finest expression of the V-type principle. Improvements this year make for surer control, for simpler, smoother operation. . . . Eighteen body designs, formal and informal, including custom models by Brunn, Jenkins, LeBaron and Willoughby. All celebrate anew the art of the coachmaker.