



THE FIVE-PASSENGER SEDAN
AT WILLIAMSBURG, VA.

THE **LINCOLN**

There is, today as always, one basic reason for owning the Lincoln—a desire for the best. Now, that reason appeals particularly to the man encouraged by the business outlook. He may gratify the wish for a fine possession of which he and his household shall be proud. He may own the car he has long planned to own. . . . Year after year, the Lincoln demonstrates anew its sovereignty over road and avenue. The car for 1956 is finer than ever before; it approaches even more closely than its predecessors the ideal "to build the nearly perfect motor car." To power the Lincoln, engineers contribute the famous 12-cylinder engine—a precision motor of acknowledged excellence. It is of the V-type—the type which holds the most coveted records of land, sea and air. . . . Skillfully, coachmakers have blended traditional Lincoln beauty with the flowing contours of modern design. Fenders, front and rear, have been newly designed. The radiator grille is deeper handsomer. There are eighteen body types, formal and informal, including custom coach models by Brunner, Willoughby, Hulkins, and LeBaron.