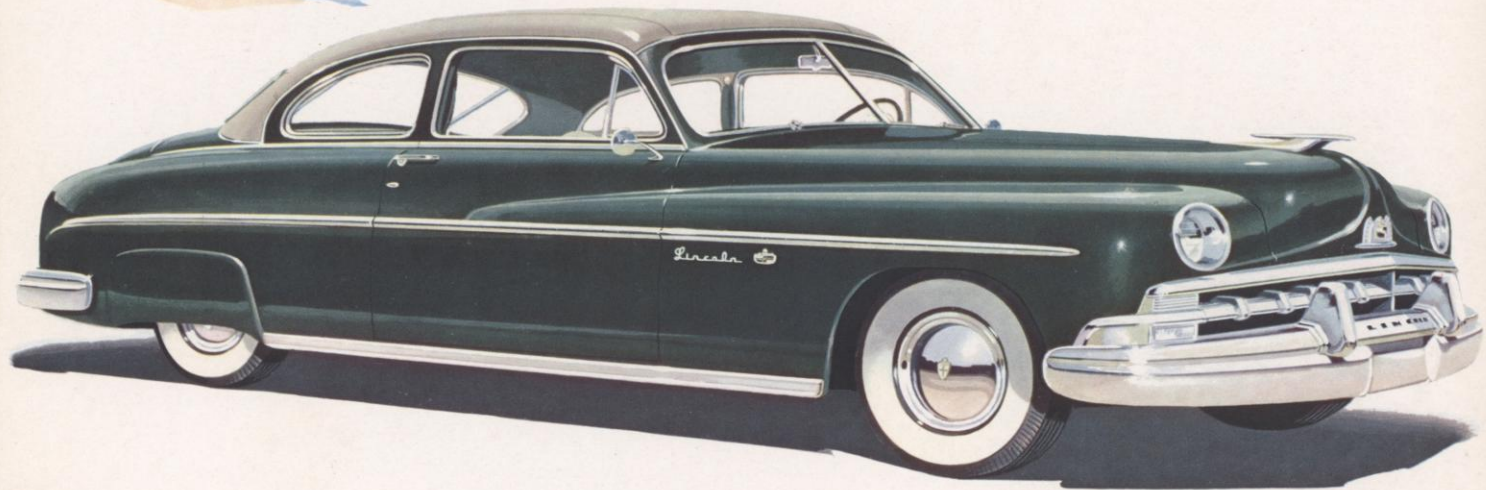
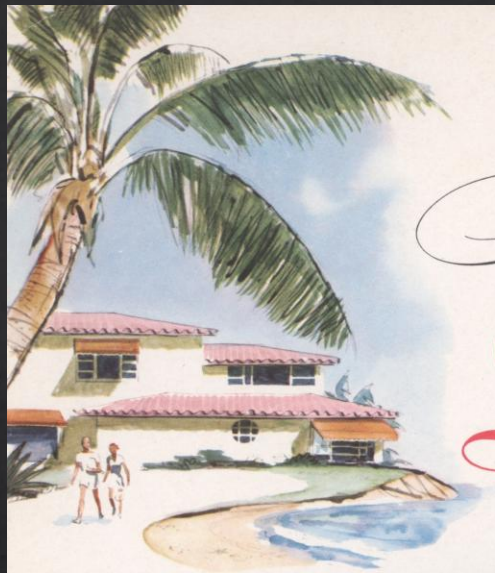
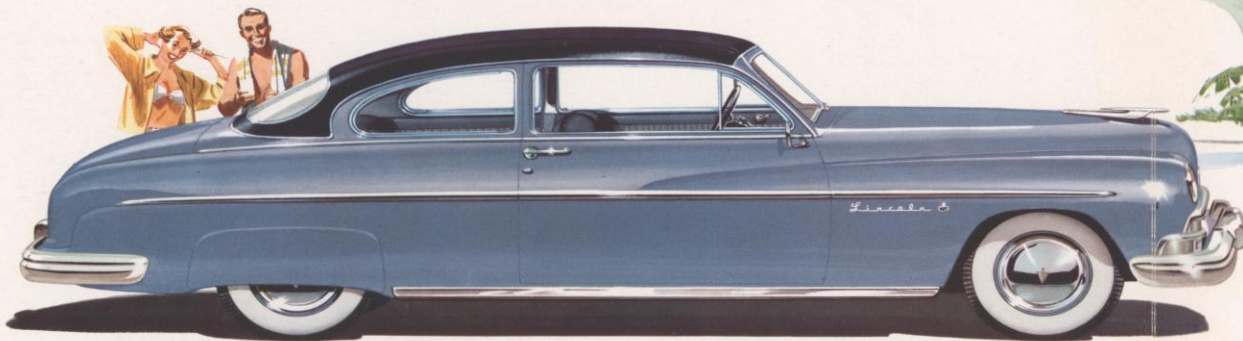


*Announcing the Luxurious*  
*Lincoln Lido*



the new *Lincoln Lido*

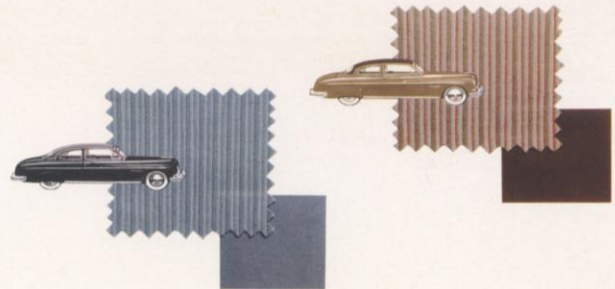


**D**istinctively beautiful in every way, the new Lincoln Lido is fashioned expressly for your pleasure. With its vista-wide windows . . . its colorful new, vinyl-leather-covered, safety steel top . . . its appealing new colors—inside and out . . . the new Lincoln Lido embraces a richer, more handsome styling that sets this performance star of the fine-car field apart from all others.



A MASTERPIECE  
IN BEAUTY . . .  
A MASTERWORK  
IN EVERY DETAIL

Its new interior colors, its new cord and leather upholsteries, its attractive new appointments, its new luxury—all combine to create a feeling of refinement that is more than pleasing. The Lincoln Lido provides that priceless air of rich, tasteful quality that all who see, desire . . . that all who own, prefer.



# America's Finest Combination

The new *Lincolns*  
with **HYDRA-MATIC**

It's a combination that will give you a thrilling road responsiveness no other car can surpass.

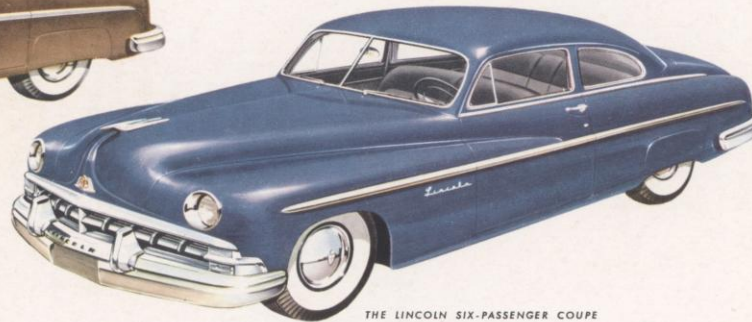
For Lincoln's great "Invincible 8," V-type engine, when combined with the improved HYDRA-MATIC transmission, assures you of silken-smooth power delivery . . . with freedom forever from shifting.

Once you drive the new Lincoln with HYDRA-MATIC, you will agree it's *America's Finest Driving Combination*.

*All Lincoln cars equipped with improved HYDRA-MATIC transmission at extra cost. White side-wall tires (and rear fender shields on Six-Passenger Coupe and Sport Sedan) optional at extra cost.*



THE LINCOLN SPORT SEDAN



THE LINCOLN SIX-PASSENGER COUPE



*Nothing could be finer*

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