

# The pursuit of perfection

*A history of fine motorcars*

*"What a car that was! I still remember it had a tremendous wooden steering wheel with aluminum spokes that bent to make room for the hand-throttle and spark lever. The whole inside was walnut paneled, with heavy gray mohair upholstery that you'd sort of sink into. In back there was a strap for the lap-robe, and a footrest. And big! That car looked big as a house, standing high off the ground, with a deep maroon body, black fenders and black wire wheels, and a great, gleaming, nickel radiator."*

—Wally Watkins

Almost everyone has similar fond memories of the great old cars of his youth. That's why we feel you may get particular enjoyment from this brochure.

Here are fascinating stories and colorful pictures of some of our fine cars of bygone days. And a few interesting notes on how the heritage of the past has contributed to the excellence of today's Lincoln and Continental motor-cars. We think you'll find it makes for a very pleasant half-hour of reading.

TURN FLAP →

## The Lincoln

### Perfectionists meet—January, 1922

Henry M. Leland was ruled by one burning ambition.

And every automotive historian knows what that ambition was.

From the thousands of individual parts that make up a car, he wanted to construct the perfect machine.

To do this, he founded Lincoln Motor Company. And when, on January 4, 1922, Henry Ford acquired that company, Leland, with his ambition and his fantastic skill, came right along with it.

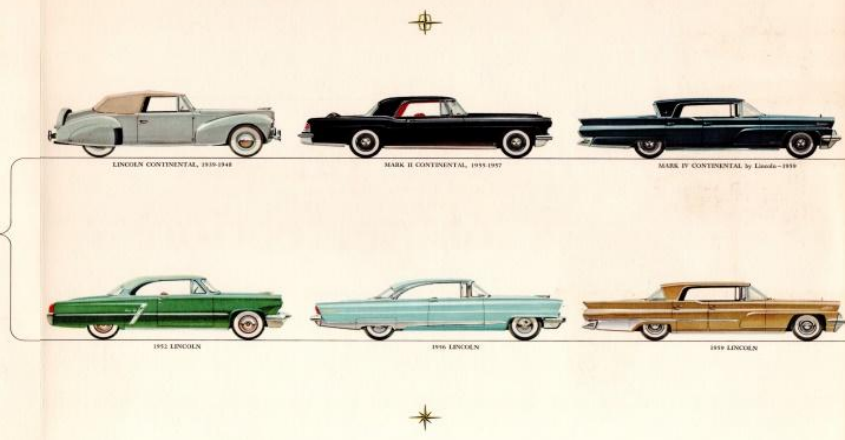
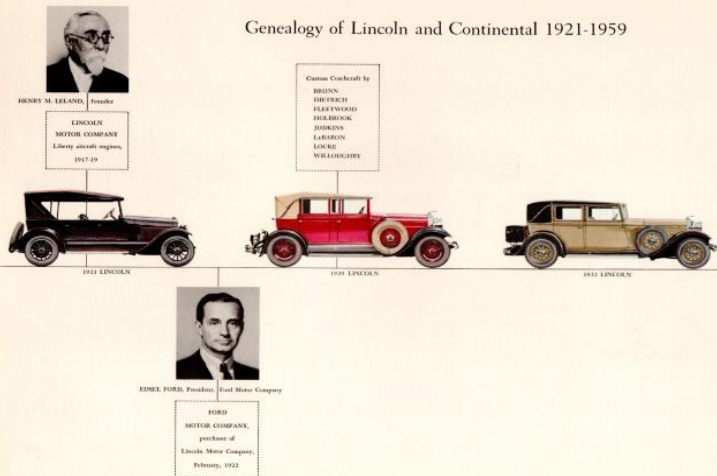
But now he was joined by a quiet man with a flair for distinction and some exacting notions about automotive styling: Edsel Ford.

From the talents of these two perfectionists—Henry Leland and Edsel Ford—came the great cars you will see on the next pages.



*Completing the sale of Lincoln Motor Company to Henry Ford: (l to r) Edsel Ford, president, and Henry Ford, founder, Ford Motor Company; Henry M. Leland, president, and Wilfred Leland, vice-president, Lincoln Motor Company.*

## Genealogy of Lincoln and Continental 1921-1959



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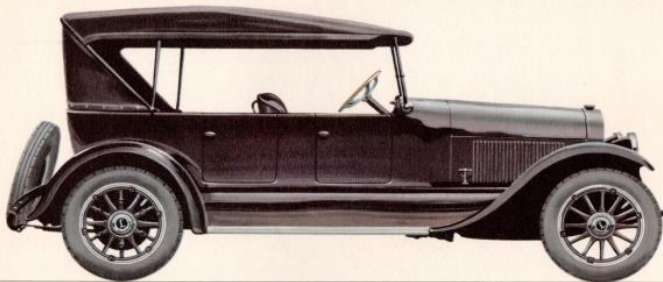
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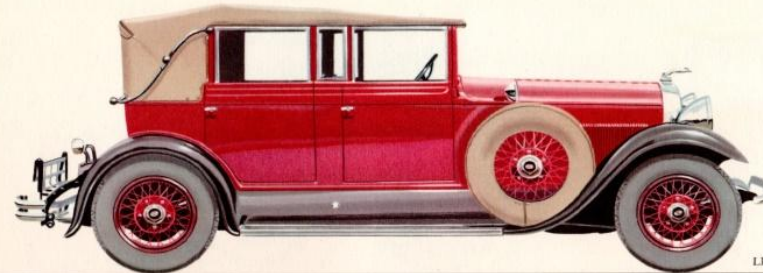


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LINCOLN "LELAND-BUILT" PHAETON, 1921

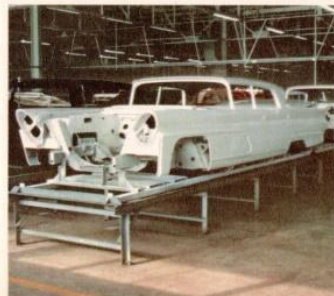


LINCOLN CONVERTIBLE SEDAN; BODY BY DIETRICH, 1929

## Mechanical masterpiece of an iron-willed engineer

Introduced in late 1920, Henry Leland's first Lincoln reflected his driving determination to build the world's best-built automobile. As you can see, it was nothing much to look at—even for those "horseless carriage" days. The plain fact was that Leland didn't give two cents for styling. But under his car's homely exterior he lavished all the skill of a zealous perfectionist. Only the best of materials and workmanship would do. Leland's V-8 engine, for instance, was a masterpiece of its time—beautifully simple and nearly indestructible. And in one year—a *single year*—Lincoln became one of the most respected names in the automotive world.

Cleaming steel "hull" shows modern Lincoln's great advance over the double-unit, body-and-frame construction of Leland's day, which other fine cars still use. Lincoln's new, single-unit design results in a stronger and quieter car.

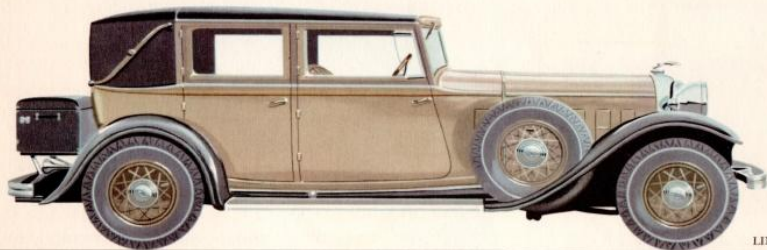


## Impeccable coachcraft came early to the Lincoln line

Fine cars had just entered a great period of custom coachcraft when Edsel Ford took the helm of Lincoln in 1922. It was a situation made to order for Mr. Ford's expert grasp of styling and his meticulous taste. Under his direction, thousands of distinguished (and highly expensive) cars began to appear on the American scene, carrying the Lincoln emblem. One of many examples: the Lincoln convertible sedan shown above. Although it might have belonged to a millionaire, a movie idol or a maharajah, there was nothing flashy about this Lincoln. Its total appearance was as clean and crisp as a stack of gilt-edged stock certificates. And equally impressive.

The Lincoln tradition of fine coachcraft is evident in the luxury and spaciousness of the modern Lincoln. Upholstered in rich fabrics and supple, imported leathers, it is by far the roomiest of all six-passenger automobiles.



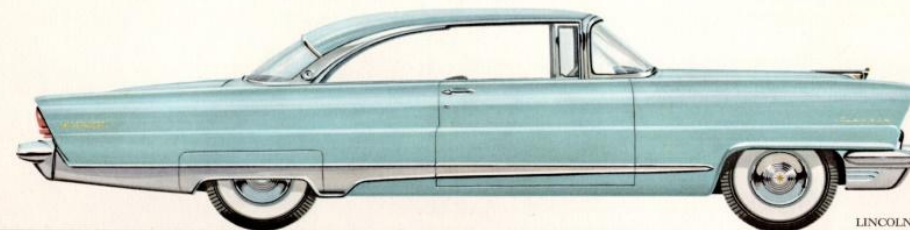


LINCOLN—MODEL KB BERLINE; COACHWORK BY JUDKINS, 1932

### The “Big Twelve”: one of the great cars of all time

The sleek and massive 1932 Lincoln, with its powerful new V-12 KB engine, was a car designed and built for a necessarily small group of buyers. The model shown above would have cost \$15,000 in today's dollars! Those who bought, however, were rewarded with one of the very finest motorcars in all of Lincoln's history. Inside and out, the bodies of these cars were flawless examples of the formal elegance Edsel Ford insisted on. And the “Big Twelve” engine—*using only high gear*—could pull the three-ton car from a standstill to 60 in a mere 26 seconds. Small wonder that the few KB's that are still in existence are high-priced collector's prizes.

Far advanced over the illustrious KB V-12, today's Lincoln engine is the most powerful in its field. Its swift, exact response, coupled with velvet smoothness and quiet, makes driving the Lincoln a revelation in fine-car performance.

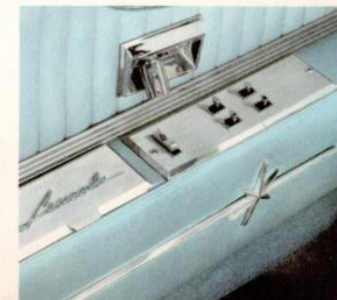


LINCOLN PREMIERE HARDTOP COUPE, 1956

### A modern era of elegance begins: the great Premiere

Carrying on the great Lincoln tradition of smoothly styled, formal elegance, the 1956 Lincoln Premiere was probably the most admired fine car of its year. The first Lincoln of recent times to be built on a larger wheelbase, its spacious comfort and responsive performance heralded today's magnificent Lincoln automobiles. The beauty of this Lincoln won its designers the first award ever given for an automobile by the professional judges of the Industrial Designers' Institute. And the car's thorough-going excellence won it an equally desirable award from fine-car buyers. In its day, it held the record of being the most favored car in all Lincoln history.

The traditional skill of Lincoln designers shows itself in the jewel-like quality of this expertly-planned switch panel in the 1959 Lincoln. Controlling the power windows, it is located on an extension of the driver's armrest.



## Heir to greatness—the legacy of Lincoln

In the impressive styling and workmanship of the newest Lincolns, the heritage of Henry Leland and Edsel Ford is beautifully carried forward into 1959. On the preceding pages, you've seen something of that heritage and how it has influenced today's Lincoln cars—in their strong construction, their spacious interiors, their beautiful ap-

pointments and magnificent performance. However, the best way to appreciate what this can mean to you is to experience it for yourself. Why not get in touch with your Lincoln dealer soon? He will be happy to show you how much the living tradition of the Lincoln automobile can contribute to your personal comfort and enjoyment.



This standard for the manufacture of Lincoln was originally established by Henry Ford on February 19, 1922.

LINCOLN PREMIERE 4-DOOR LANDAU, 1959





## The Continental

### A connoisseur's car: 1939

Edsel Ford's love of fine motorcars expressed itself in every Lincoln delivered to a customer. But nowhere was it more distinctively expressed than in his own, personal automobiles. Phaetons, roadsters, limousines—car after car from the shops of the great custom body builders showed the mark of his knowledgeable taste and his superb styling ability.

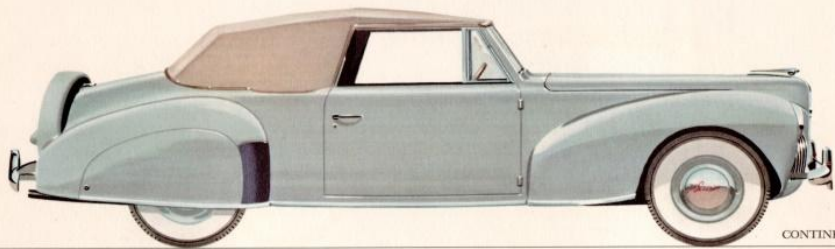
By the late 1930's, there had grown up

two great schools of car design, the American and the European. Edsel Ford now decided to combine the best of both of these schools into one highly original motorcar for his own use—an Edsel Ford "special."

That was all there was to it. At the time, he had absolutely no idea of the train of events which he was about to set in motion. For the car, of course, was to become the Continental.



*Here a designer works out a detail sketch for the rear end of the original Continental. The typical distinction of this design was so widely admired that it was later copied by a number of other cars.*



CONTINENTAL CONVERTIBLE, 1940

## The personal car that became an American classic

No car in the history of automobiles was ever created in the same way as the original Continental.

Its long lines and European flair were intended only to please Edsel Ford. However, when its designer-owner returned from a Florida vacation with over 200 orders—"cost no object"—the Continental was literally forced into production by public demand. And it was almost immediately accepted as an American classic. So lasting is its appeal that one was re-sold not long after World War II for \$10,000. Even today, a Continental of 1940-41 vintage in "mint" condition is usually worth more than its original purchase price.

The reverse-slanted rear window of the Mark IV typifies Continental's functional beauty. It provides clear visibility in all weather—lowers at the touch of a driver's control button for efficient and uniquely refreshing ventilation.



CONTINENTAL MARK II, 1955

## Mark II: a legend returns to the road

Like royalty returning from exile, the Continental re-entered the world of fine cars in late 1955. For months before the new Mark II made its debut, excitement ran high among people who love fine cars. The news that Ford Motor Company was planning a new Continental was enough to provoke hundreds of advance orders, sight unseen, from the wealthy and famous—with signed blank checks attached. When the Mark II did arrive, its lines were faithful to the basic concept of the beloved original—the same simple, classic quality had been achieved. And that quality has already gained the Continental Mark II enthusiastic acceptance as "America's latest classic car."

Part of the beauty of the modern-day Continental lies in its smooth, glowing finish. This could never be attained by any ordinary means. Instead, an exclusive finishing process produces a magnificent lustre that is without equal.



## A flair for magnificence—the heritage of Continental

Ever since Edsel Ford's first Continental, these cars have stood for the ultimate in motoring distinction—a fact that is apparent in today's Continental Mark IV. No other motorcar so clearly reflects the mature taste of its owner—because no other car enjoys the heritage of the Continental. And the way in which this

heritage governs the making of the Continental is obvious from the moment you see or drive the distinguished Mark IV. Superior craftsmanship . . . superb performance . . . authentic distinction. These are the qualities that will always continue to distinguish the Continental among all other motorcars.



The new Continental Mark IV Limousine exemplifies craftsmanship at its finest. Basic construction is expertly done at the new Continental plant. But all remaining work is completed by the famous firm of custom body-builders, Hess & Eisenhardt of Cincinnati. A custom-built car, it is made only on order.

CONTINENTAL MARK IV 4-DOOR LANDAU, 1959



