

1959 LINCOLN



THE MARK IV  
*Continental*

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

## the Lincoln look . . . classic beauty/unexcelled craftsmanship

two magnificent Lincoln series in 1959—the Lincoln and the Lincoln Premiere



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

**CLASSIC BEAUTY** 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.

**CRAFTSMANSHIP** 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.

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

**WISE INVESTMENT** 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 Unitrac construction. When one considers the value of these exciting 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 Director of Ford Motor Company, establishing the policy for manufacturing Lincoln motorcars, February 19, 1932.

*the Lincoln London 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

**HAND-CUT LEATHERS** 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."



the Lincoln Premier; these magnificent models . . .  
the Lincoln Premier Sedan  
the Lincoln Premier Coupe  
the Lincoln Premier Sedan

**EXCLUSIVE LINCOLN ROOMS**

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.

**GREATEST ROOM AND COMFORT**

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.

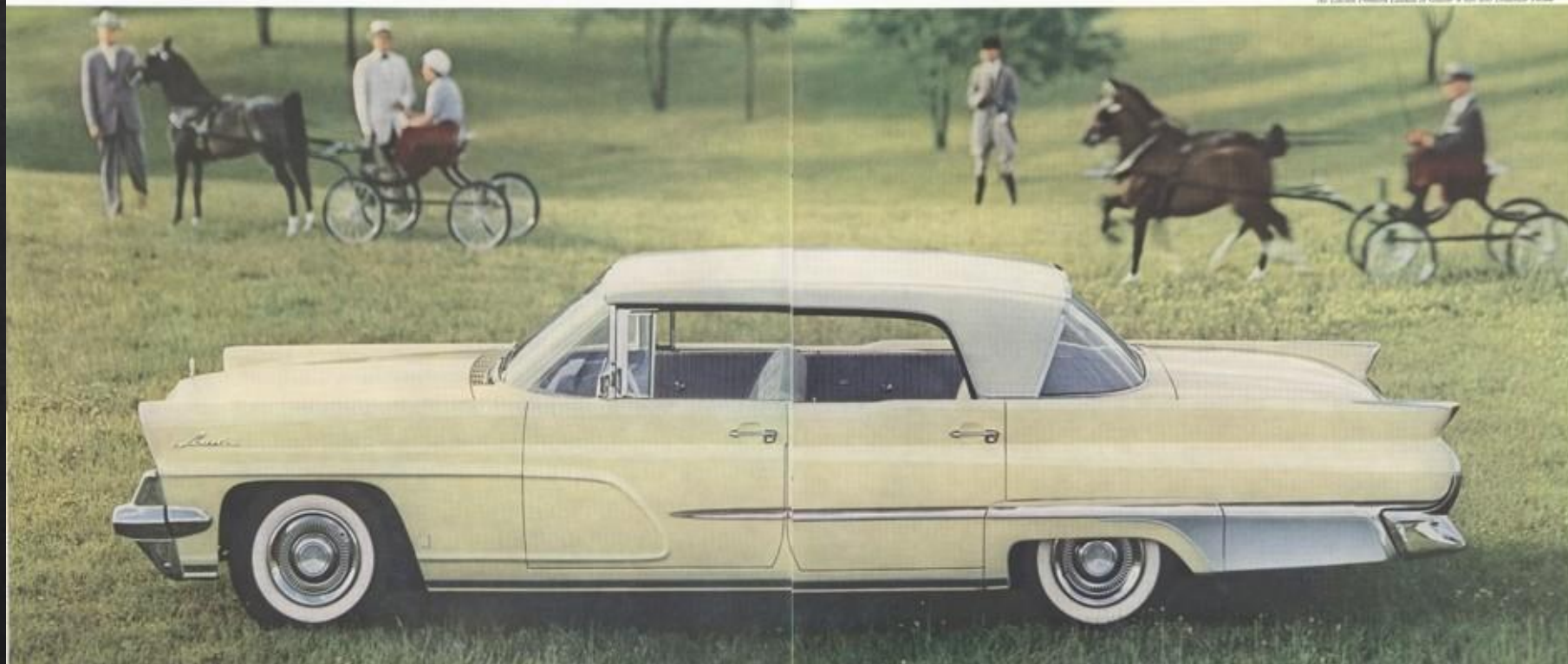
*the Lincoln Premier Coupe in Gold Metallic*

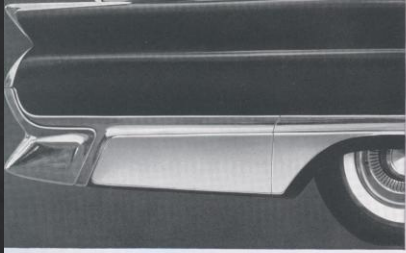


The graceful simplicity and beauty of the Lincoln Premier commands special admiration. At the club, the chairman moves a bit fainter; everywhere, the glances are a little longer.

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

*the Lincoln Premier Sedan in Glacier White over Diamond Yellow*





its sheer elegance is the look of Lincoln



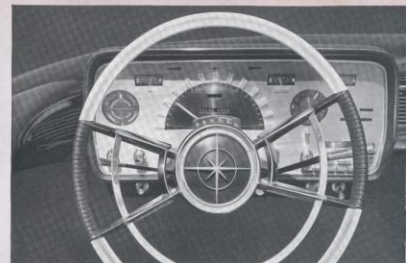
*the Lincoln Premier Sedan in Warwick Grey*



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 details of the aircraft-type instrument cluster, the 1959 Lincoln Premier 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.



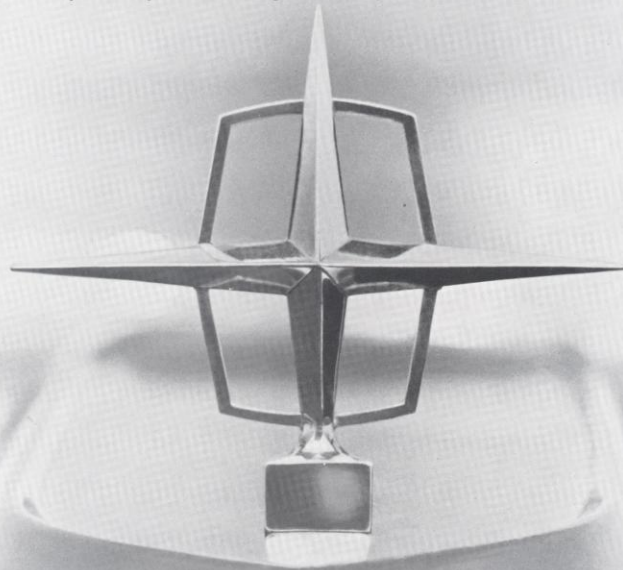
Certainly you'll agree that the exceptional has been attained in these unbelievably beautiful interior materials—dedicated to those accustomed to especially fine surroundings.

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 represent 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 experienced by its owners, it has been said many times that the most gratifying Continental attribute is the immediate 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

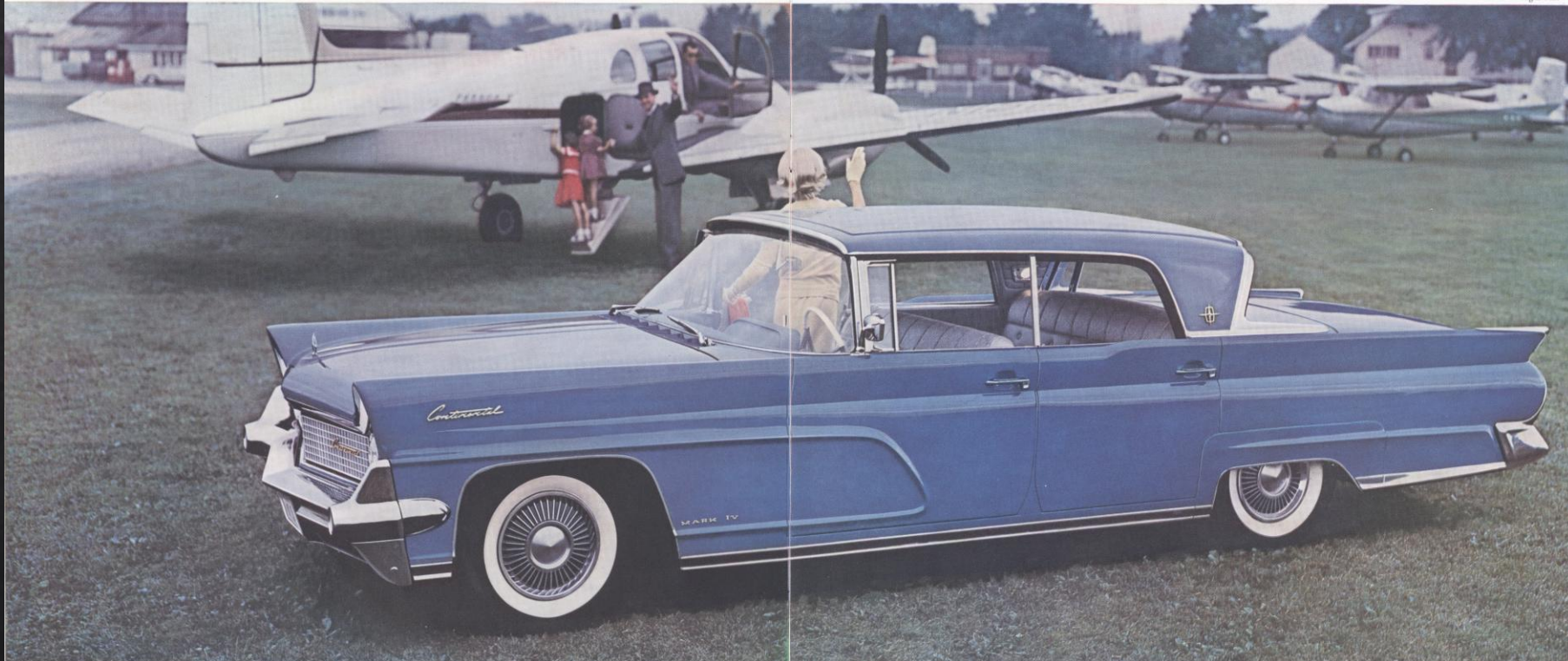


## Continental . . . a special way of motoring

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 Red and Gold*

## Continental . . . a special way of enjoyment



The custom-crafted Continental top curves gracefully into the lower body design. This tightly-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.

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.

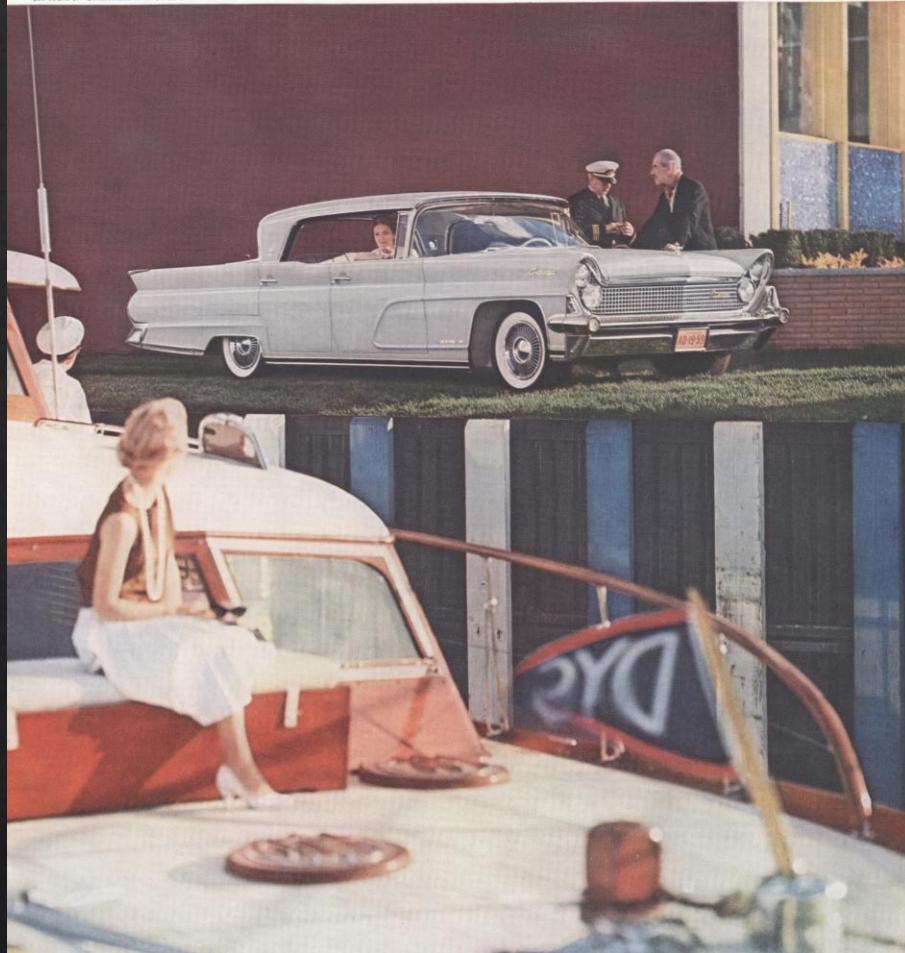
A single control quickly converts this wonderful automobile from closed to opened. A motor-driven rear deck panel opens wide. The big, rigid, metal-framed rear window of solid glass retractable with top up slides down and out of sight. The soft top folds away and the deck panel silently closes, leaving 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

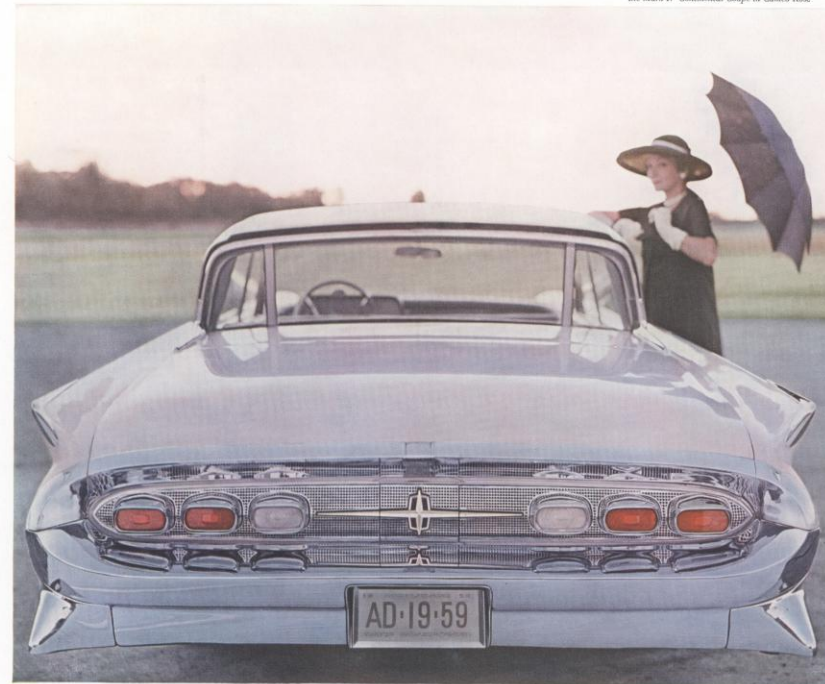
To many, ownership of a Continental motorcar represents a reward of attainment. These people choose all their possessions with practical good judgment. Quite naturally, then, they look to the Mark IV Continental as the complete fulfillment of their motoring needs. For they are investing wisely in the 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 II Continental Lincoln in Presidential Blue

**CRFTSMANSHIP**

"To build a car so 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 is a Mark II Continental is produced "ready for delivery." These Lincoln people take great pride in the knowl- edge that they build the most beautiful and carefully crafted of all fine automobiles— symbols of classic beauty and successful craftsmanship.

▲ The well-constructed convertibles shown above are crafted by Lincoln as the official car for the visit of King George VI and Queen Elizabeth of England upon the occasion of their royal visit to the United States in 1939. This Lincoln, and many others in the long line of Lincoln heritage, are on display in the Henry Ford Museum, Dearborn, Michigan.

**STRUCTURE**

Steering away the long-standing "overbuilding" methods of bolting body and frame, Lincoln engineers weld both elements into a massive, single unit of structural rigidity. To facilitate this development required a completely new Lincoln plate and an entirely new approach to assembly methods. But the rewards were great for greater interior space, more passenger safety, considerable reduction in body noise. Structure is an unseen element, but one which makes the Lincoln and Continental names synonymous with craftsmanship.



**ENGINES**

World famed for depend- ability and superior perfor- mance, the Lincoln and Continental engines are carefully engineered and balanced to perform efficiently for years to come. From basic engi- neering to finished product, no compromise is permitted. Each engine is subjected to exciting dynamometer test- ing, then through and sea- ling after installation. This en- sures Lincoln and Continental names of unsurpassed per- formance and longevity.

**QUALITY**

In the most advanced automobile plant in the world, precision gauges, deli- cately balanced electronic scales and expertly applied micrometers, ensure Lincoln and Continental standards of quality. All materials and parts that go into these fine- st of automobiles 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.\*

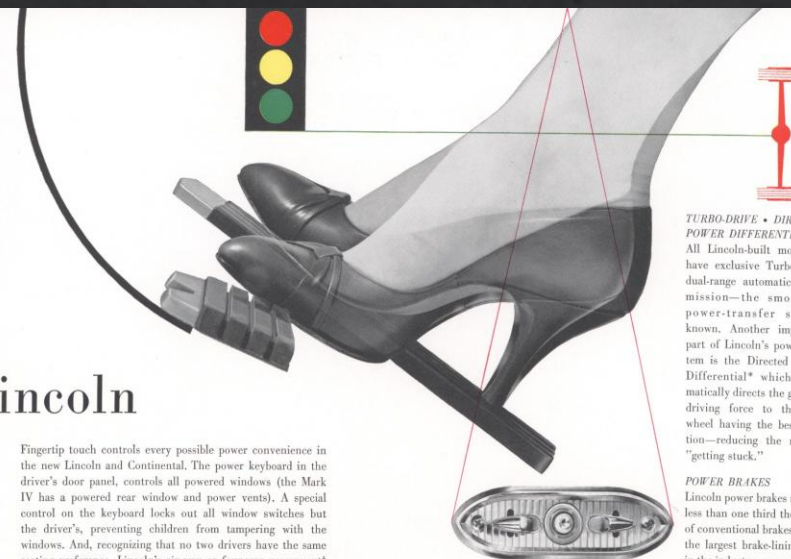
## the touch of Lincoln

**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.



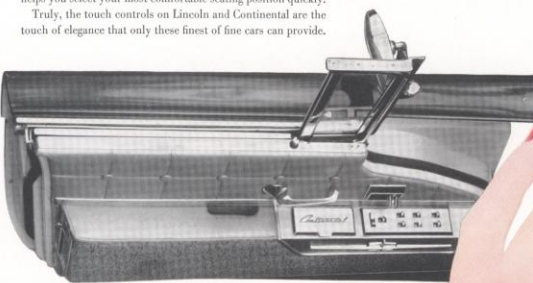
Undoubtedly, the Mark IV Continental is the most completely equipped motorcar on the American road today. All these luxury refinements are a part of every Mark IV: Turbo-Drive Automatic Transmission • Travel-Tuner Radio • Comfort-Control Heating and Ventilating System • White Sidewall Tires • Power Steering • 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 Booklet for complete list of Continental equipment.



**TURBO-DRIVE • DIRECTED POWER DIFFERENTIAL**  
All Lincoln-built motorcars have exclusive Turbo-Drive dual-range automatic transmission—the smoothest power-transfer system known. Another important part of Lincoln's power system is the Directed Power Differential\* which 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.



In addition to the luxury features one would expect in such fine cars, the Lincoln and Lincoln Premiere also 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 Booklet 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 parking, 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 prepared for printing. The Lincoln Division of Ford Motor Company reserves the right to discontinue models at any time or to change specifications or design.



*the Mark IV Continental Landa in Class*

LINCOLN • LINCOLN PREMIERE • MARK IV CONTINENTAL

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

LINCOLN DIVISION • FORD MOTOR COMPANY

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