

LINCOLN FOR 1957



LINCOLN FOR 1957

In Lincoln for 1957, you see the latest expression of trend-setting ideas in fine car styling—major innovations, beautifully wed to the concept that a fine car can be large and spacious, yet youthfully low and graceful at the same time.

When you drive this Lincoln, you will quickly sense that it is the most *effortless* fine car you have ever experienced. *Everything you touch turns to power . . .* and the horsepower under your

toe is far more than an impressive number. In Lincoln, it is translated into a whole new kind of smooth, silent, instantly responsive *fine car* performance.

Most important of all, perhaps, is the fact that this Lincoln is a very *personal* car. You can order your Lincoln to suit your particular tastes and requirements, and the way this car moves with you brings pure pleasure back to motoring.

Unmistakably... the finest in the fine car field



With Dramatic Newness Everywhere . . .

LINCOLN FOR 1957 IS THE FINE CAR STYLE LEADER



The new Lincoln Landau, with rear doors nearly four inches wider, offers you far easier entrance and exit to the rear seat—plus the Lincoln kind of ultimate in hardtop styling.

From Quadra-Lite Grille to canted rear blades, the Lincoln approach to fine car styling shapes new trends

For 1957, Lincoln stylists have again created fresh new concepts in fine car design—and set the direction for other cars to follow.

First, they fashioned the dramatic new Quadra-Lite Grille—an exclusive, distinctively modern design that will set styling trends for years to come.

Next, they turned to Lincoln's long, low silhouette—and there's no mistaking what happened there. From Quadra-Lites to canted blades . . . this is *Lincoln's kind of newness*. There's no sign of meaningless ornamentation . . . no bulging contours . . . simply long, low, beautiful new body lines that meet and merge in a clean sweep of steel.

At the rear, you see the dramatic "other end" of new canted blades; massive new taillights; a new, rear grille; and the largest, most beautifully integrated backup lights on any car.

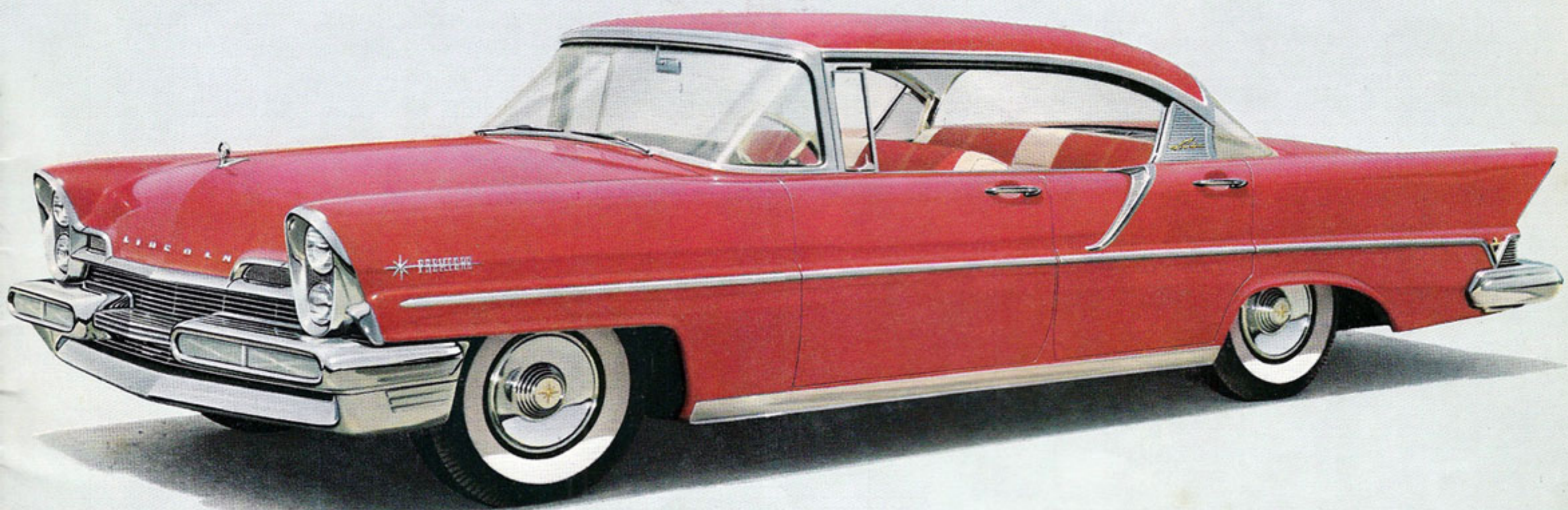
Clearly—no matter how you approach Lincoln for 1957, you see *styling leadership*.



The bold, massively distinctive Quadra-Lite Grille of this new Lincoln sets it apart from all other cars. And the Quadra-Lites—an exclusive new combination of headlights and road lights—give you a clearer view of the road and road shoulder.

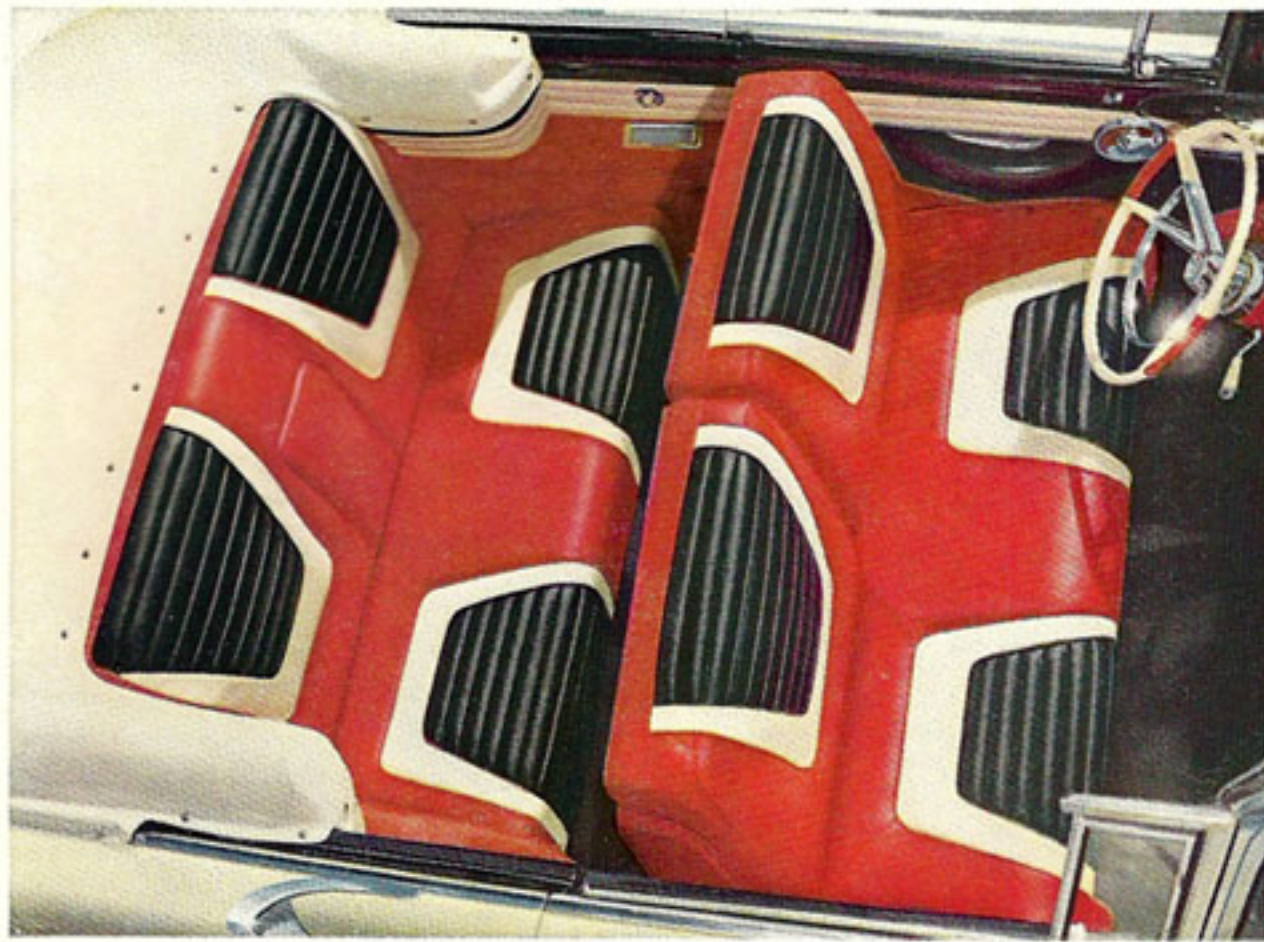


Canted rear blades and taillights leave no doubt about the "going away" identity of *this* fine car. Note, too, the new wrap-around "rear grille" treatment and double-width backup lights . . . and the fact that unsightly dual exhausts are now *concealed*.



LINCOLN PREMIERE LANDAU 4-DOOR HARDTOP

INSIDE, TOO, LINCOLN SETS THE TREND IN FINE CAR FASHION



Pleated Buckets—an all-new interior scheme—achieves a happy mood in the leather of this Premiere Convertible. In leather combinations of three colors; in all Premieres at slight extra cost.



Roll-Over Pleats in a monochromatic harmony create a warmly quiet atmosphere in this Premiere Landau. Dark blue bolsters are in abstract matelasse, contrast softly with Bristol Nub weave of light blue seats.

A wonderfully new selection of interior designs—plus exclusive new fabrics and leathers—lets you custom-style your Lincoln to your taste.

This book would have to number hundreds of pages to show you all the ways you can interior decorate your 1957 Lincoln. There is a wide array of distinctively new choices in the Premiere, and twice as many Capri interiors as before.

So let us just say that your Lincoln can express your tastes and personality as tastefully and individually as your home does.

Consider what you have to work with. First of all, Lincoln stylists have created entirely new and exclusive interior schemes for you—styled with superbly luxurious materials.

You choose from rich genuine leathers (they rival a flower petal for softness—and are unrivaled for durability)—and a wondrous array of nylon failles, cane and nub weaves, matelasse and honeycomb patterns, web and diamond designs. As for the colors—you have never seen so many fresh, tasteful shades in all of the fine car field.

In short, your new Lincoln can express *you*—and do it beautifully.



Button-and-biscuit styling in the leather decor of this Premiere Landau captures a feeling of opulent simplicity. Note how white bolsters set off sunny yellow of seats, achieving a light, carefree feeling.



LINCOLN PREMIERE COUPE 2-DOOR HARDTOP

With power at your fingertips . . .

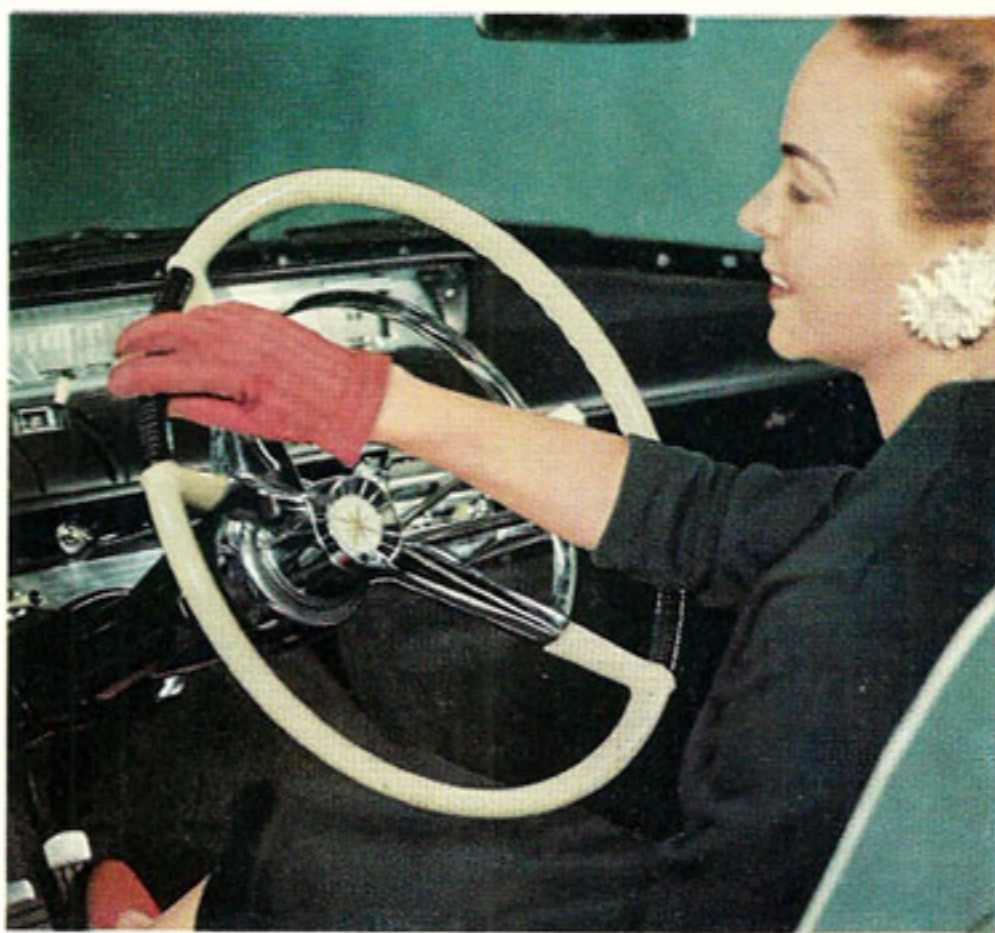
LINCOLN IS THE MOST EFFORTLESS DRIVING FINE CAR EVER BUILT



New Electro-Guard door locks are controlled from driver's seat by this switch . . . and a light warns you if a door is not tightly closed.



New six-way power seat tilts for comfort—as well as adjusting up-down, forward-back. On trips, especially, you relax all the way.



Power Steering combines with an exclusive front suspension system—to make this big Lincoln easier to handle than even a small car. For women, especially, this is one of the greatest rewards of Lincoln ownership. Power steering takes all the effort out of driving, and even after long, cross-country trips in your Lincoln you arrive at your destination virtually as fresh and relaxed as when you started out. Naturally, power steering is standard on all models.

Lincoln offers you power for everything—steering, brakes, seats, windows . . . even door locks, vent windows, and power lubrication as you drive!

In this luxurious new Lincoln you can come as close to truly effortless driving as an automobile can bring you—because everything you touch in this fine car turns to power!

Power steering, power brakes and automatic Turbo-Drive transmission are standard equipment—as are power windows and power seats on all Lincoln Premiers. And, as before, you can even equip your Lincoln with such power options as push-button lubrication.

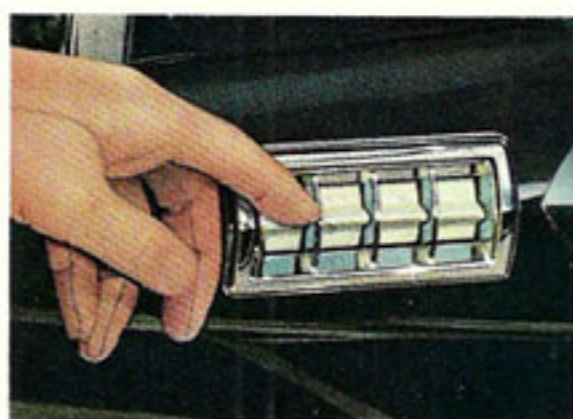
But now there's more.

For 1957, you can equip your Lincoln with power vent windows, a six-way power seat, even power door locks. With power vent windows you can adjust ventilation without taking your attention from the road; six-way power seat *tilts* for greatest comfort; electric door locks include a warning light to tell you when any door is not tightly closed. Everything is automatic, and operates at a touch.

With all this—together with the superlative craftsmanship of Lincoln coachwork and chassis—your Lincoln that is so smoothly powerful, and so tastefully luxurious, becomes the most effortless car you have ever driven.



Lincoln Power Brakes give you sure, smooth stops with only a fraction of the effort used with regular brakes. With the low, double-width pedal, right-foot braking is simply a pivot with your heel.



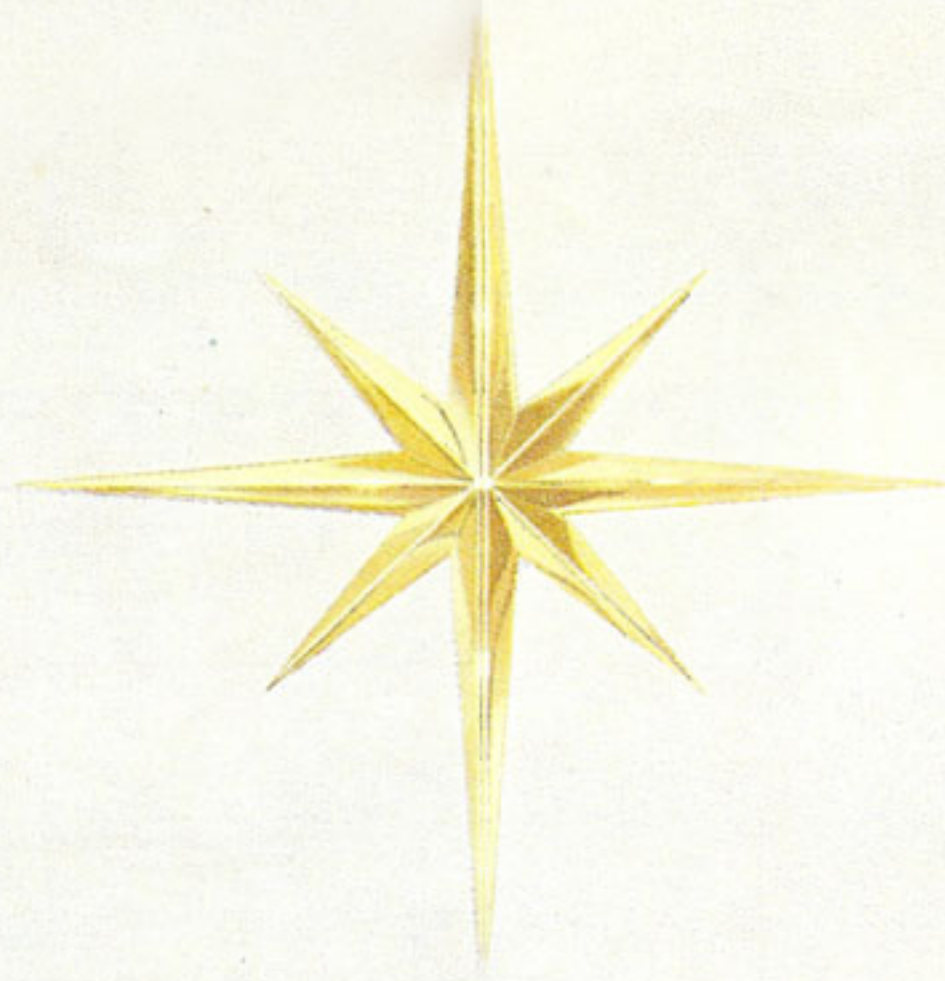
Lincoln Power Windows glide up and down at the touch of a button. There's a separate switch at each window, and driver has a four-button master control. Normally adjusted to operate only with engine running.



New Power Electro-Vents also operate at a finger-touch. A two-button switch on driver's door controls both right- and left-hand vents, and a single switch on the opposite door lets passenger operate the right-hand vent.



Push-Button Lubrication is another Lincoln fine car first. Touch a button—and power lubricates front-end suspension and steering system. More than a convenience, it helps maintain new-car driving ease.



LINCOLN PREMIERE 4-DOOR SEDAN

Lincoln is more than ever . . .

THE FINEST PERFORMANCE CAR ON THE ROAD

A new 300 horsepower engine teams with new, fast-action Turbo-Drive transmission—to give you the finest performance on the road.

For years now, Lincoln has been recognized as the finest performance car in America. And for 1957, Lincoln has surpassed even its performance-famous predecessors.

Once again, Lincoln has translated higher horsepower into *usable* acceleration. But what's equally important, this power is delivered through a new, fast-action Turbo-Drive. Power response is faster and smoother than ever—from a standing start, easing along in traffic, or passing at cruising speeds.

And there's new fuel economy. Compression ratio is up to 10 to 1—and in combination with a new carburetor and distributor this means better economy.

Also new for 1957—and available at your option—is a Directed-Power Differential that automatically directs rear wheel driving force to the wheel having greater traction.



New Directed-Power Differential—reduces chances of "getting stuck." Torque goes to wheel getting best grip on the road.

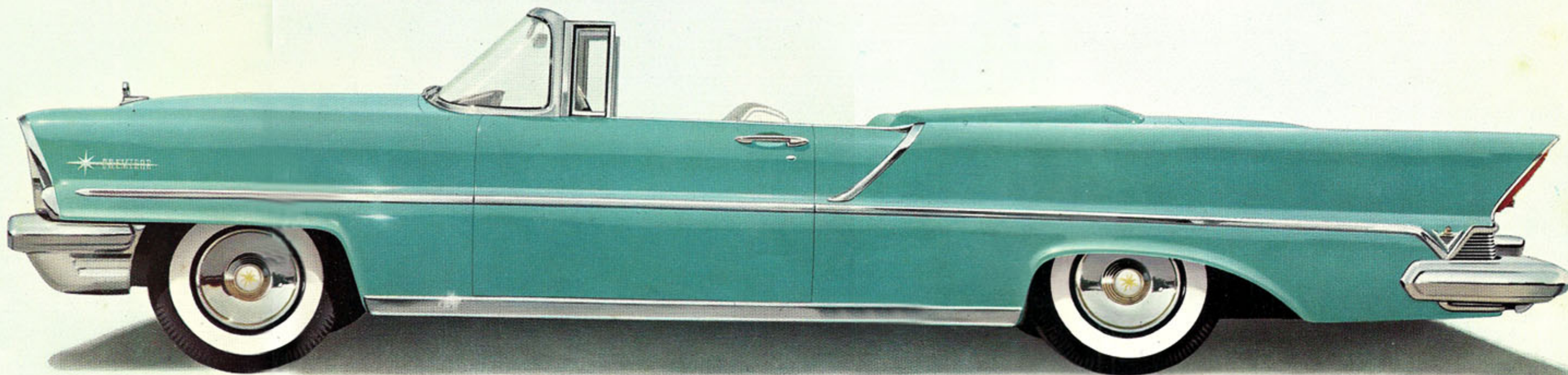


Brilliant new break-away power—as well as faster response at *all* speeds—is the result of teaming Lincoln's 300 horsepower and higher torque with a new, fast-action Turbo-Drive transmission. Exclusive with Lincoln, Turbo-Drive is recognized as the *smoothest, most versatile* automatic transmission ever developed.



Lincoln's power is the kind that makes you look ahead for hills—just for the sheer pleasure of topping them as though they didn't exist. And on a curve, Lincoln's low-to-the-ground stability and exceptional steadiness are a wonder to experience.

In no other convertible can you simply push the top button control—and forget about it while the top comes forward. All you do is guide it into position to be automatically locked. Typical of Lincoln's luxury features, the Self-Locking Top is another Lincoln fine car first.



LINCOLN PREMIERE CONVERTIBLE

Luxuriously new in fine car comfort . . .

LINCOLN IS THE CAR THAT LETS YOU RELAX



You discover unrivaled handling ease, and a ride so soothing and gentle that even the roughest road can be traveled with quiet smoothness.

Like all fine cars, this Lincoln has a "big car ride"—but its superlative comfort and handling qualities go far beyond even that.

Lincoln is the *only* fine car that is actually easier to handle than smaller cars—and as easy to park. With an exclusive suspension system combined with advanced design power steering, Lincoln responds to your touch as easy as wishing.

Women, especially, find that this Lincoln changes their ideas about driving large cars. For the first time, they can enjoy driving *anywhere*—instead of just on the open highway.

As for comfort, everything about this Lincoln lets you relax.

It's the largest, *roomiest* Lincoln ever built, but a scant five feet of lowness gives it superb road-holding qualities. Its deep-set seats are carefully positioned for over-the-road comfort, and new-type front shock absorbers give you a "Hydro-Cushioned" ride on any kind of road.

Typical of Lincoln's careful attention to even the finest riding refinements, this new kind of shock absorber is specifically designed to minimize small wheel movements—the kind you get on concrete pavements.



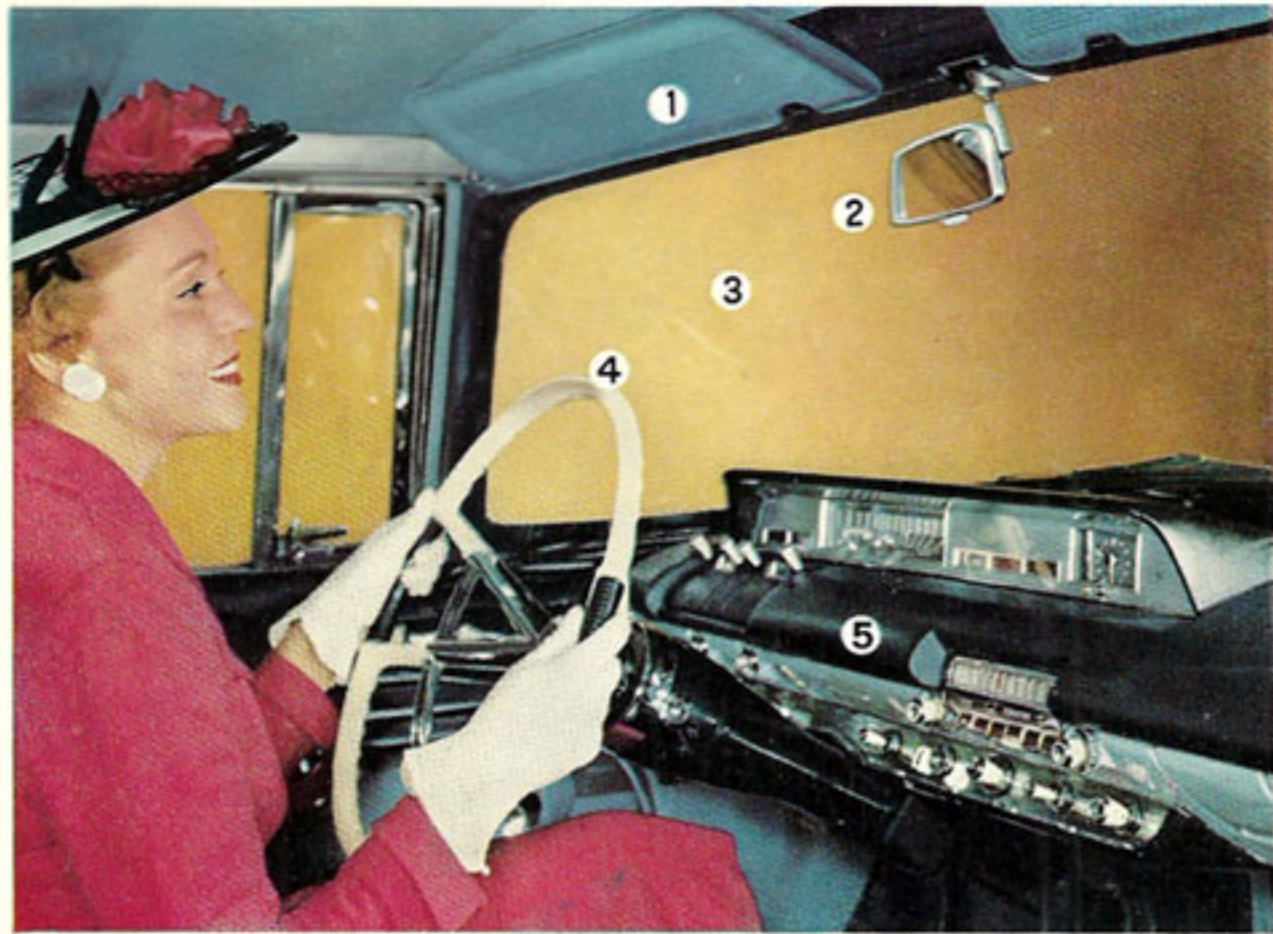
Parking this new Lincoln is actually a pleasure. Advanced design power steering is standard on all models, and a full wrap-around rear window gives you a clear view of canted rear blades. Lincoln's power steering takes over the work at about three pounds of steering pressure—wheel can be turned with one finger, even when the car is standing still.



LINCOLN CAPRI LANDAU 4-DOOR HARDTOP

With safety all around you . . .

LINCOLN GIVES YOU A WONDERFUL EASE-OF-MIND



Five of Lincoln's safety advances: (1) Foam-padded sun visors;* (2) Wider rear view mirror, ball-bearing-mounted for easy, exact adjustment; (3) Largest of all windshields; (4) Impact-absorbing deep-center steering wheel; (5) Foam padded, anti-glare instrument panel.*

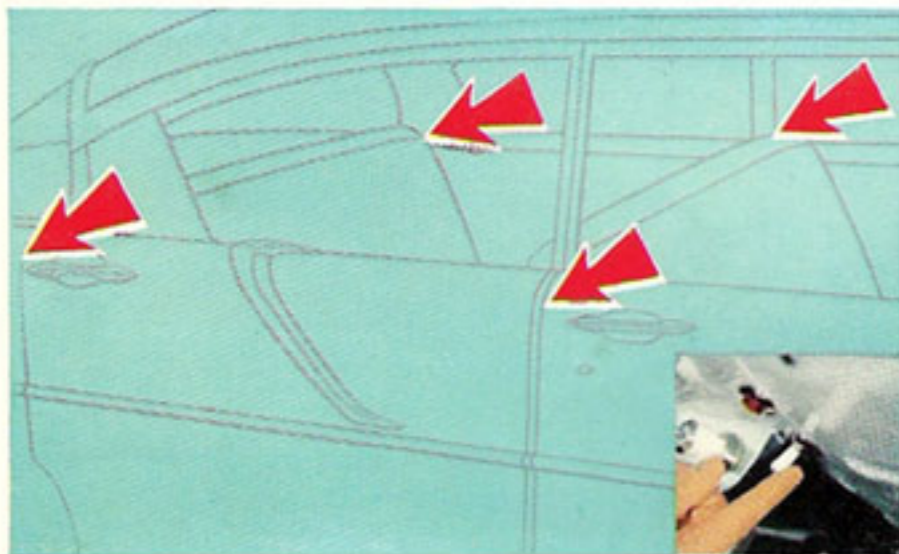
You ride surrounded by safety . . . including a deep-center wheel, safety belts, padded panel and visors, power door locks and the largest windshield on any car.

With your first ride in this '57 Lincoln, you can sense the greater safety of Lincoln's solid, vault-like construction—and how reassuring it is to be surrounded by Lincoln's greater size and weight. You will notice, too, the tremendous expanse of glass—for maximum visibility in all directions . . . but even that is just the beginning of Lincoln's 1957 safety story.

Now, for example, Lincoln's triple-strength door locks can be power-controlled from the driver's seat—with a warning light to tell you if any door is not tightly closed. More than just a convenience option, these new electric locks are a thoughtful safety feature for women—and especially for night driving.

Now Lincoln lights your way more safely at night with *four* lights—to give you a clearer view of the road up close and of the road shoulder. Now Lincoln brings you the largest, most powerful back-up lights on any car—to throw more light over a broader area, and alert everyone that you are backing up.

Clearly, Lincoln for 1957 was designed with a very important and fundamental fact always in mind: *your safety*.



Power-operated, triple-strength Electro-Guard door locks* are controlled by a convenient switch on the instrument panel. A warning light tells you if any door is not tightly closed and locked.

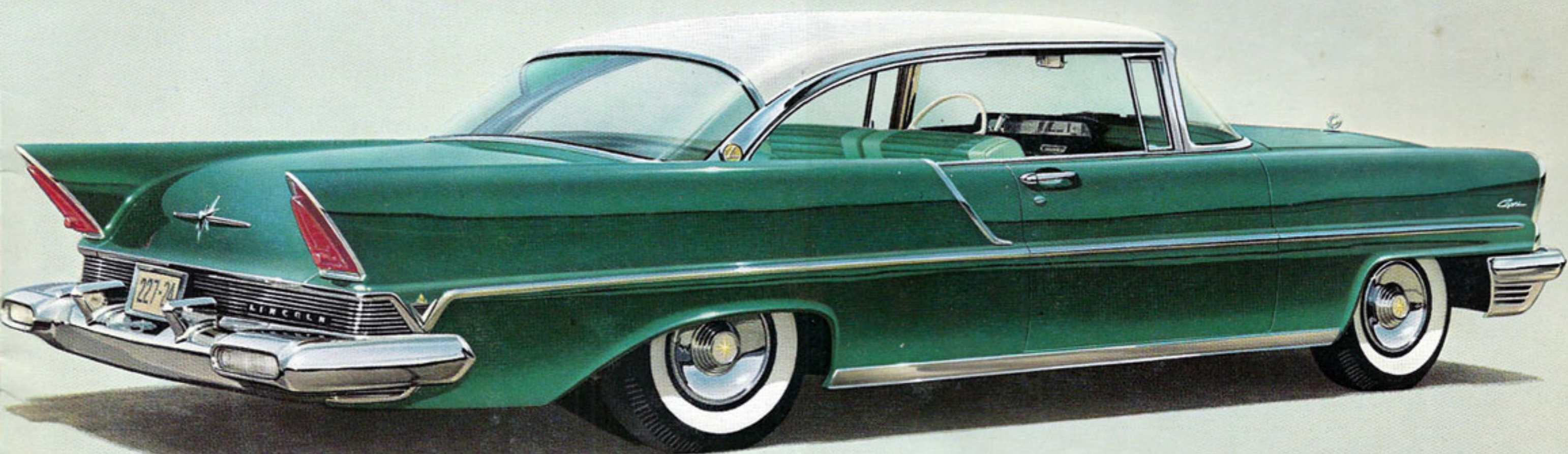


Safety belts* for front and rear seats are made of a strongly knit nylon that is so light in weight you'll hardly notice you're using them.



Powerful back-up lights are housed in the wrap-around bumper, cast more light over a broader area than do those of any other car. They illuminate to the side, as well as to the rear.

* Optional at extra cost.



LINCOLN CAPRI COUPE 2-DOOR HARDTOP

ABOVE ALL . . .

LINCOLN SETS A NEW STANDARD OF EXCELLENCE . . .

IN THE REWARDS OF FINE CAR OWNERSHIP

When you invest in a fine car, you *rightfully* expect rewards that are unobtainable in lesser cars.

You expect styling so fresh and advanced that it will set the trend that others follow.

You expect fine car performance that is far more than a high horsepower number.

You expect luxury to an uncommon degree, and exclusive power features that take the effort out of driving.

You expect extraordinary craftsmanship, and the fullest measure of regard for your comfort.

And finally, you expect that the many superlative qualities of this car will protect your investment.

In Lincoln for 1957, we believe, you will find your expectations fulfilled.

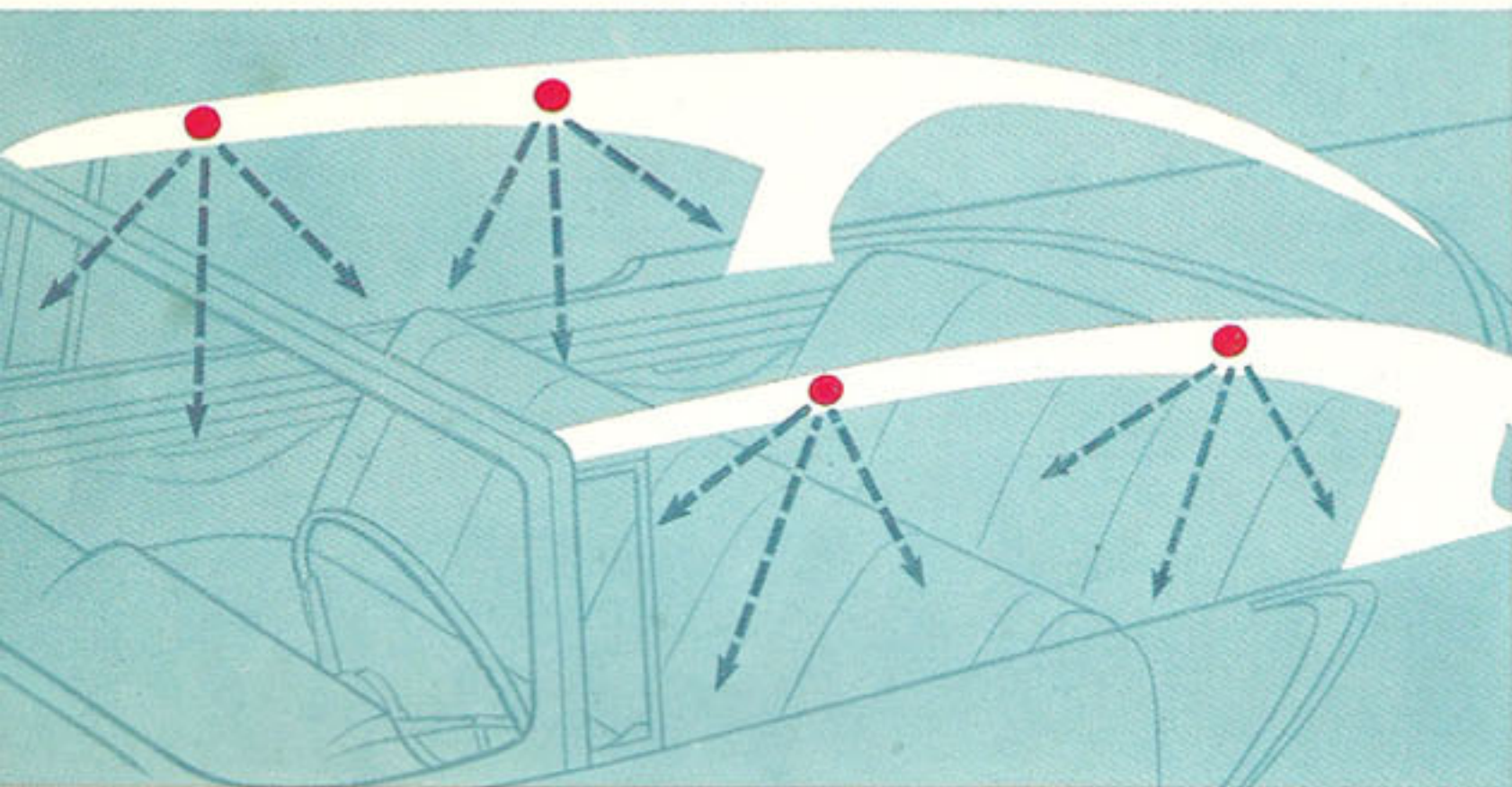
You can enjoy all the rewards of Lincoln ownership, plus the satisfaction of an outstanding investment,

so why deny yourself? Make this *your* year to own the finest in the fine car field . . . Lincoln for 1957.



LINCOLN CAPRI 4-DOOR SEDAN

LINCOLN ACCESSORIES



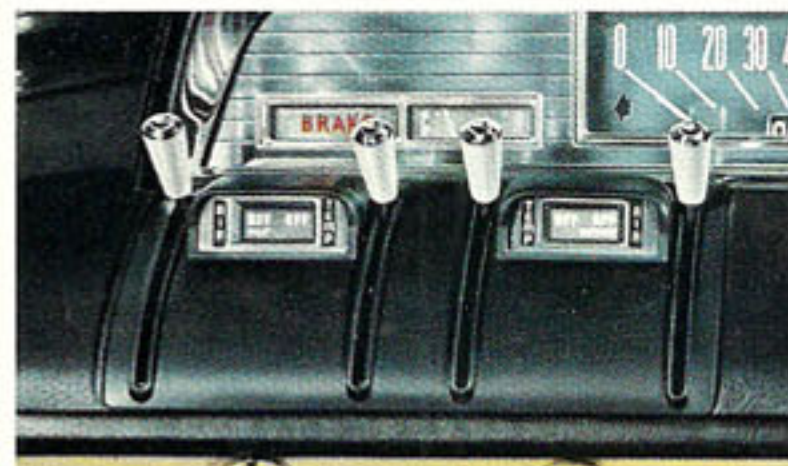
Lincoln Air Conditioning—now controlled by a single knob on the instrument panel—floods your car with clean, cool, dehumidified air. Outside air enters the intakes at the sides of the car and channels to the compact refrigeration unit. Even after your Lincoln has been parked all day in the sun, you'll have a cool interior in seconds—with 258 cubic feet of air cooling the car every minute. This cooling capacity is measurably greater than that of previous air conditioning systems—and an example of the many advantages you can enjoy in Lincoln alone.



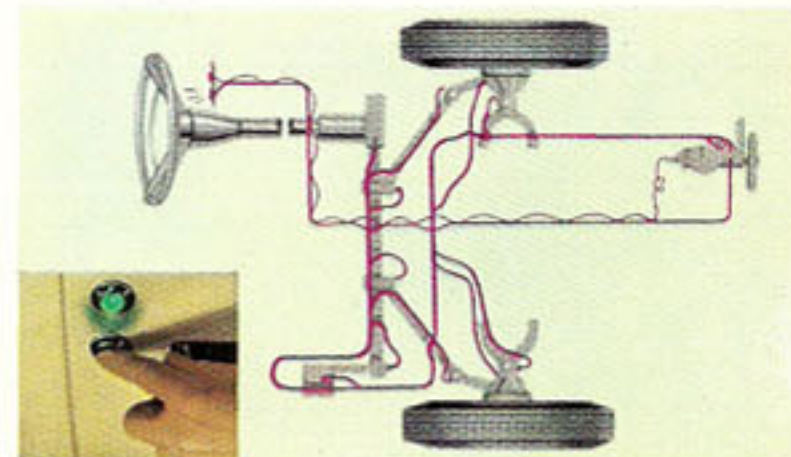
Lincoln Travel-Tuner Radio has one selector bar for "town" and another for "country." Equipped with independent front and rear speakers, a power-operated antenna that you control with a switch on the instrument panel and a foot control that lets you change stations without taking your hands off the wheel.



Automatic Headlight Control lowers your beam when another car approaches, raises it when the car is safely past. Takes a lot of the bother out of night driving, makes highway courtesy automatic.



Lincoln Dual Control Heater combines an under-seat and a front compartment heater. Two-speed blower circulates air for heating and defrosting, which are independent of each other. This allows you to de-fog on rainy days without sweltering.



Lincoln Push-Button Lubrication is another Lincoln first in the fine car field. You touch a button—and power completely lubricates vital points in front-end suspension and steering system. More than just a convenience, helps maintain new-car driving ease.

OTHER OPTIONAL EQUIPMENT—AVAILABLE FOR BOTH PREMIERE AND CAPRI MODELS • Tinted glass • White-wall tires • License plate frame (front) • Padded instrument panel • Seat belts • Curb-buffer moulding • Spotlight • Power vent windows • Directed-power differential • 3-tone leather trim • Padded sun visors • Six-way power seat • Dual theme auxiliary driving lights • Electric door locks • Nylon tubeless tires

LINCOLN SPECIFICATIONS FOR 1957

TYPE: The 1957 Lincoln V-8 is an advanced low-friction, short-stroke design, developing 300 horsepower. Delivers 415 lb.-ft. of torque at 3,000 rpm. Bore 4.00 in., stroke 3.66 in. Displacement 368 cu. in. Compression ratio 10:1 with efficient high-turbulence combustion. Reinforced deep-skirt alloy iron cylinder block. 5-main bearing crankshaft with 6 integral counterweights. Rubber-floated vibration damper. Slipper-type aluminum alloy pistons with embedded steel expansion struts. Two compression rings, and one oil control ring. Top ring chrome plated. Rotating-type overhead valves with self-adjusting hydraulic valve lifters. Intake valve diameter, 2 in., exhaust, 1.6 in. Integral valve guides cast into cylinder head.

LUBRICATION: Pressure lubrication to all main, connecting rod, camshaft, and rocker arm bearings. Full-flow throw-away-type oil filter. Gear type oil pump. Combination road draft and self-induced crankcase ventilation. Oil capacity 6 quarts (refill) with filter change. 5 quarts without filter change.

COOLING: "Controlled-pressure" cooling system with pressures up to 14 pounds. Full-length water jackets encircle cylinders. Impeller-type water pump. Thermostatic temperature control. Radiator capacity (with dual-unit heater) 25 qt. Low-speed five-blade fan.

FUEL SYSTEM: Automatic 4-barrel carburetor with vacuum-operated secondary barrels. Concentric fuel bowl. Low-restriction paper-pak air cleaner. Automatic choke. Internal and external vents for easier starting. Fuel tank capacity 20 gallons. Built-in plastic fuel tank filter. Camshaft driven diaphragm-type fuel pump with vacuum booster.

ELECTRICAL: Centrifugal-vacuum spark control. Single breaker arm distributor. Vented distributor points. Weatherproof ignition. Anti-fouling 18 mm spark plugs. High-capacity low-speed charging generator. 78 plate aircraft-type battery with 70 ampere-hour capacity. 12-volt ignition system.

EXHAUST: Dual exhaust with reverse-flow muffler and resonator in each exhaust line. Concealed outlets.

AIR INTAKE: Temperature-controlled air induction system; thermostat valve admits right temperature of air to engine in all seasons; provides faster warm-ups, greater engine efficiency; prevents carburetor icing.

DIMENSIONS: Wheelbase 126 in. Over-all length 224.6 in. Over-all width 80.3 in. Over-all sedan height (loaded) 60.2 in. Tread 58.5 in.—front, 60.0 in.—rear. Tire size, 8.00 x 15. Convertible and air conditioned cars, 8.20 x 15.

FRAME: Extra heavy full-length boxed siderail four crossmember and an "X" member, which is an I-beam section type with welded plates top and bottom at the junction. Four-door siderails are of .164 stock, hardtop and convertible siderails are .179 stock. Hardtop and Convertible use same basic frame. Convertible has capping strip on underside of each siderail.

FRONT SUSPENSION: Independent front-wheel suspension of ball-joint type. Upper and lower suspension arms mounted to frame with rubber bushings. Telescopic-type Hydro-cushion shock absorbers with rebound cut-off control. Torsional stabilizer bar. Symmetrical steering with tie-rods of equal length. Over-all steering ratio (power) 20.9 to 1.

REAR SUSPENSION: Long-leaf type rear springs with 8 leaves. Tension-type shackles adjust spring stiffness to road conditions. Full-length waxed liners. Telescopic rear shock absorbers "sea-leg" mounted.

BRAKES: Hydraulic brakes with 12-in. brake drums. Total braking area 207.54 sq. in. Pendant-type suspended brake pedal. Molded asbestos linings. Independent mechanical parking brake on rear wheels.

TURBO-DRIVE TRANSMISSION: Combines fluid torque converter and 3-speed planetary gear train. Fully automatic. Maximum over-all torque multiplication ratio, 5.04 to 1. Oil reservoir capacity 11 qts. Separate air cooling radiator.

DRIVE: Hotchkiss, semi-floating rear axle. Hypoid ring gear and pinion. Rear axle ratio 3.07 to 1; 3.31 to 1 optional and on air conditioned cars.

BODIES: All-steel heavily reinforced. Welded steel floor. Double-panel doors. Two-stop front doors. Up to 36.4 cu. ft. trunk space. Combination bumper-grille with double impact bars. Finished with baked enamel.

PRICES: Some items illustrated or referred to in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Lincoln dealer.

* * * * *

The specifications contained herein were in effect at the time this folder was approved for printing. The Lincoln Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.

WE INVITE YOU TO LEARN FIRST HAND...

THAT LINCOLN

FOR 1957

IS ALL WE SAY

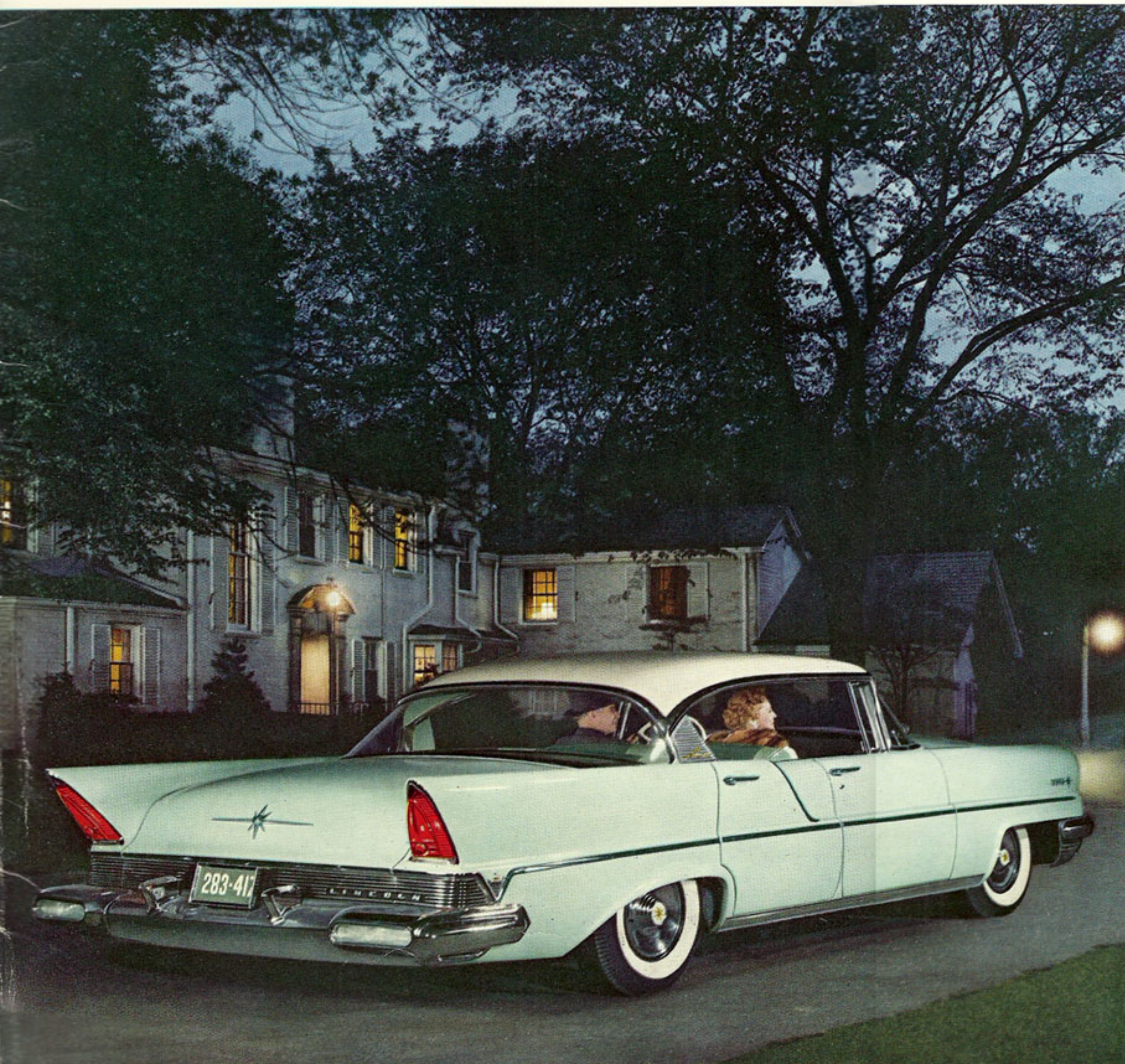
IT IS...


AND *MORE*

Only when you settle behind the wheel of the new Lincoln . . . when you relax in its lounge-like seats . . . when you set it into well-mannered motion . . . only then will you realize all the rewards of Lincoln ownership except one.

That one reward is *owning* this car—calling Lincoln for 1957 your very own. It's a reward you won't deny yourself for long, we'll wager, when you have enjoyed an effortless drive in this newest, finest of all fine cars.

We'll be happy to hear from you . . . or have you stop in . . . any time.



A silver compass rose with eight points is centered on a piece of gold fabric that is draped and folded, creating deep shadows and highlights. The fabric has a fine, woven texture. The lighting is soft, highlighting the metallic sheen of the compass rose and the rich, warm tones of the gold fabric.

LINCOLN...unmistakably the finest