

Classic elegance in motorcars...

CONTINENTAL MARK III

and THE 1958 LINCOLN

Classic elegance in motorcars...

THE NEW CONTINENTAL MARK III

and, styled and crafted in the Continental tradition...

THE 1958 LINCOLN

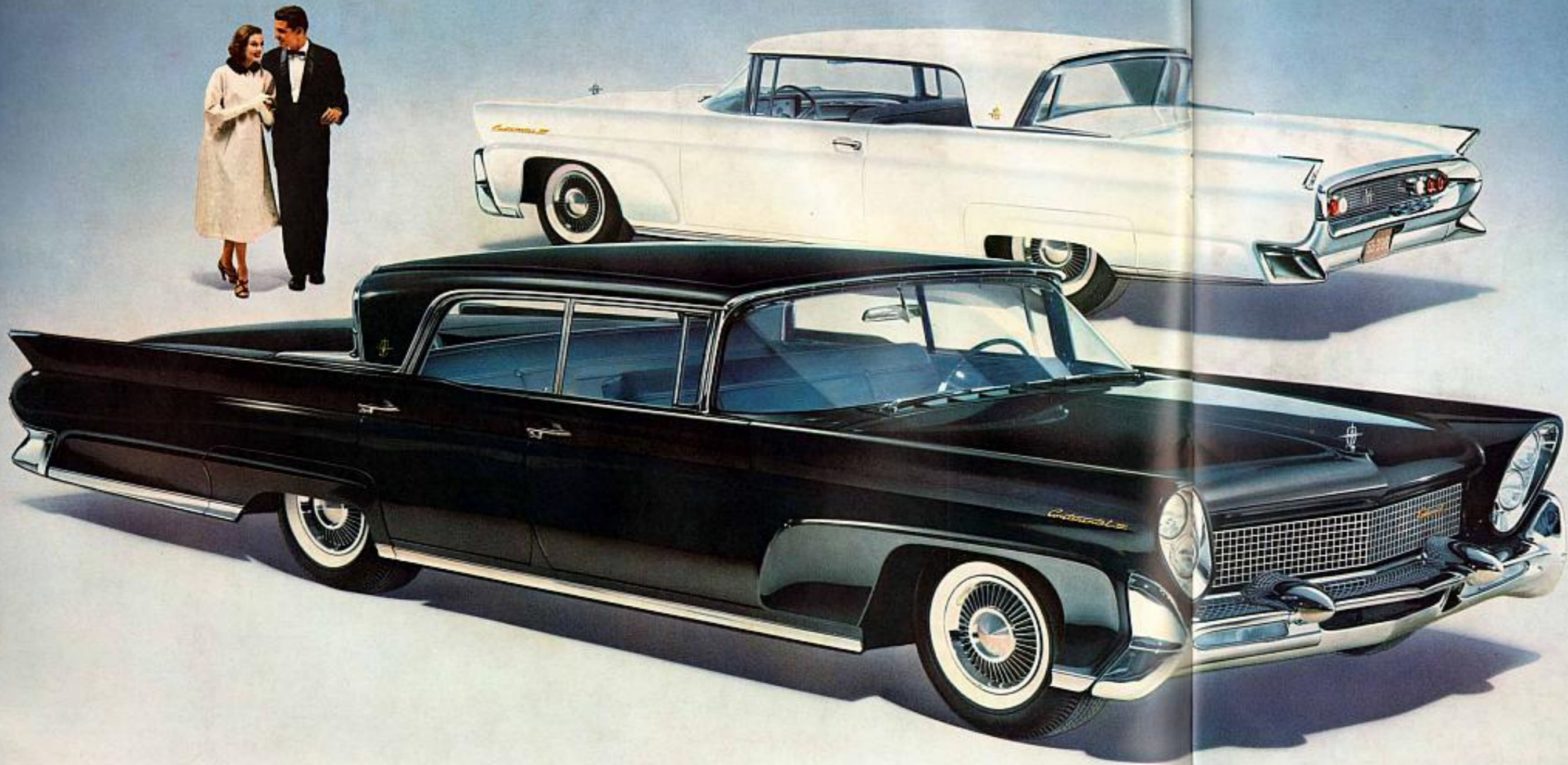
On the following pages, you will see the Lincoln Premiere, the Lincoln Capri and the magnificent new Continental Mark III—cars so new, so advanced, that a completely new plant was built to produce them.

These are the longest, lowest, most spacious cars in the fine car field . . . yet they are lithe and graceful. They have the long Continental hood, the unmistakable roof, and the clean, timeless character of the Continental in every classic line. Inside, there is an elegance that is simply not found in any other motorcar.

In *driving* these cars, you will discover that here, too, a new measure of motoring excellence now enters the fine car field. The engine is new, the transmission is new, the suspension is new. And now, for an extra measure of comfort and lasting quietness, we bring you the only fine car with single unit body and frame construction.

We invite you to study these pages closely . . . and then to discover first-hand why we say these are the most magnificent fine cars ever built.





The Continental MARK III

crafted without compromise . . .

to be the finest motorcar in the world

In this newest Continental, you see that rare combination of classic beauty and contemporary freshness.

This motorcar is so gracefully proportioned, you may have difficulty realizing that the sedan, for example, is the longest, lowest, most spacious of all time (more than 19 feet). It's so low and snug-to-the-road (a scant 56½ inches) . . . you'll be astonished by the roominess when you step inside.

In appointments, in power luxuries, in superlative performance, this Continental has no equal. The supple leathers, for example, are from Bridge of Weir, Scotland. And the engine is so smooth, you can balance a coin on the hood.

These, of course, are just a few of the highlights, but as you come to know the entire Continental story, you will realize that like its legendary predecessors, the incomparable new Continental is built to standards of luxury and quality that are simply unattainable in any other motorcar.



Retractable rear window—the kind of advanced feature you expect in Continental. Just flick a switch on driver's unrear control panel and the rear window slides out of sight—to give you open-car ventilation. (On all Continental models, including the Convertible.)

THE CONTINENTAL COUPE is Summit White (above).
(Latest version of the classic Continental coupe.)

THE CONTINENTAL 4-DOOR is Presidential Black (left).
The Continental is now in four new models.



The Continental MARK III

The Convertible

The Continental concept of timeless grace has never been more beautifully expressed than in this convertible. And not only is this a new classic of styling, but here are all the engineering and designing advances you've always wanted:

- ... a back window of real glass, that slides out of sight at a touch of a button from the driver's seat. You enjoy wide-open back window ventilation, quick as a breeze. No more zipping. No unsnapping. And you get real-window visibility. No more "plastic" glass to fog the view.
- ... a hinged all-steel deck panel that covers your convertible top ... automatically. It does all the work for you, and gives you the smoothest, trimmest top-down look you've ever seen.
- ... an exclusive new two-tone top that crowns the beauty of classic Continental lines. It's a wonderfully washable vinyl that comes in two distinctive combinations—black-and-white and beige-and-white—and in solid black or solid white.

At the wheel, of course, you will discover still another dimension of the Continental concept. You'll feel the effortless magic of unrivaled handling ease, coupled with the hushed, unlabeled power of an engine that's so smoothly responsive your car seems a part of you.



Just touch a single control on the instrument panel. Like magic, this top does what you want as easily as wishing. The deck panel opens automatically before the top unlocks.



As the top drops down, it matches smoothly and silently—and locks itself away in rear deck. No top "taring" or foot-stretching. Your deck panel does all the work for you.



Automatically, the deck panel closes and locks. Touch control again and self-raising top is up in seconds. You just guide it easily into position to be automatically locked.

THE CONTINENTAL CONVERTIBLE . . .
in Dovesite Yellow (above) and in Jade (below).

The Continental MARK III

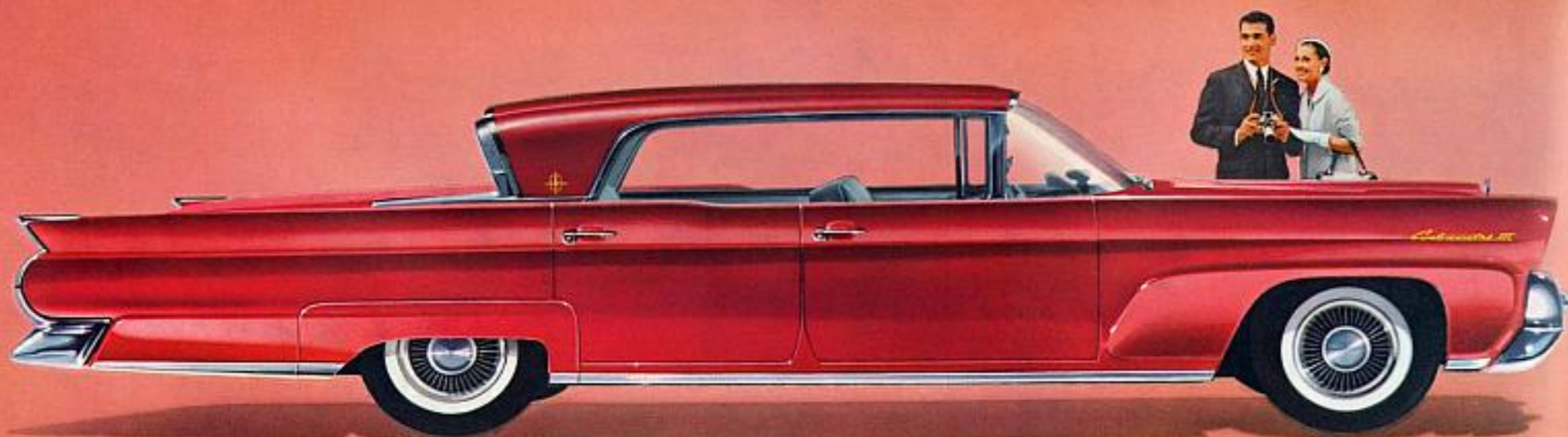
Whichever incomparable Continental you select, you will discover in full measure why ownership of this superb automobile is one of the satisfactions of a lifetime. You will find it a serenely restful car to ride in—regardless of the terrain. And with every known power assist, you will find it a supremely easeful car to command.

In short, nowhere in the make-up of these magnificent motorcars is there any trace of compromise . . . any stinting of superlative craftsmanship. These Continentals defy comparison with other cars, because such cars as these have never existed before.



On air-conditioned cars, passengers in the rear compartment can control air direction with just a flick of this switch. Cool air travels through louvers set into the arm rest.

THE CONTINENTAL 4 DOOR LANDAU . . . In Claret.



In the Continental tradition of classic elegance . . .

a new formal fashion in luxurious interiors

Only your eyes . . . and your touch . . . can describe for you the rare loveliness and texture of Continental-created fabrics and leathers.

We searched the tanneries of the world for a worthy leather, and the hide finally chosen comes from Bridge of Weir, Scotland. When you step inside a Continental and see the subtle graining, and run your fingers over the suppleness of this leather, you will know that our care has been amply rewarded.

You'll marvel, too, at the distinctive luxury of finely woven, uniquely patterned fabrics . . . Mardi Gras Weaves, Classic Weaves, Aurora Weaves . . . as fresh as Paris originals.

With eighteen distinctive interior combinations to choose from . . . in all fabric, all leather, or in fabric and leather . . . you can interior decorate your car in the finest Continental tradition of classic elegance.



Should you prefer a leather and fabric motif—here's a lovely combination. Scotch leather bolsters are in rich Space Green while seat cushions are upholstered in a special Continental fabric we call Classic Weave. This distinctive trim gives you the same tailored elegance you find in today's homes.



A distinctive three-tone contrast in Meteor Red, Starline White and Presidential Black leather graces this Continental Convertible. What this picture can't show you is the marvelous softness and suppleness of these Seat of all leathers—back-to-back hides imported from the famed tanneries of Bridge of Weir, Scotland.



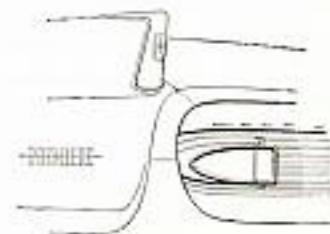
The Lincoln Premiere

*Magnificently new
in every Continental-inspired detail
of design, engineering, luxury*

Look, now, at the magnificent new Lincoln Premiere series—three superb new models, each with the clean, timeless character of the Continental in every classic line.

Instinctively, as you walk around this Lincoln, you will know why we say its classic beauty is ageless. Here, in the Continental roof line . . . the full-sweep vision of the wrap-around compound windshield . . . the side spear accenting clean-lined length . . . the distinctive oval back panel with beautifully integrated taillights and back-up lights . . . here is the combination of fresh youthfulness and quiet dignity you have always wanted in a fine car.

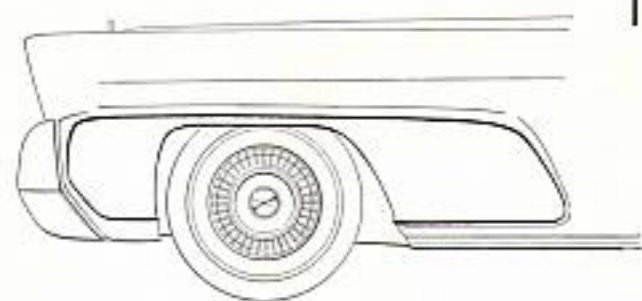
Inside, you'll discover a whole new world of uncommon luxury in the Continental tradition. Richly threaded fabrics . . . incredibly soft Bridge of Weir leathers . . . new decorative schemes . . . give you a modern magnificence that's unmatched anywhere.



Modern, "semi-elliptical" taillights and back-up lights are beautifully integrated into oval back panel of the Premiere. Notice how the oval back panel repeats the grille feature.

THE LINCOLN PREMIERE COUPE (above)
In Arrowhead Blue over Shasta Blue.

THE LINCOLN PREMIERE LANDAU (below)
In Arrowhead Blue.



The Lincoln Premiere

Under the long, low hood of every Lincoln whispers a new 10.5:1 compression, 375 horsepower engine—harnessed to your instant command by the smoothest, most efficient automatic transmission in the fine car field . . . a new, better-than-ever Turbo-Drive.

Everything else is new, too—body and frame combined in new single unit construction . . . an exclusive new system of trailing-arm rear suspension . . . and much, much more.

THE LINCOLN PREMIERE 4-DOOR . . . in Spruce Green.



You're graciously at home inside this luxurious Lincoln Premiere Sedan—with decoration in a quietly dignified combination of contrasting tan Scotch leather and richly woven, dark brown Cable Weave fabric. In Premiere models, you choose from twenty-one lovely interior combinations . . . fabric, leather and fabric or all leather . . . available in elegantly colored decorator schemes.

THE LINCOLN PREMIERE COUPE . . . in Starlight White over Sequoia Green.





The Lincoln Capri

*Bringing Continental luxury
within the reach
of every fine car buyer*

Never before has Continental luxury been so wonderfully combined with practicality—as in our magnificent new Capris.

Classic new styling: No reward more lasting than this. For here in every highlight, in every Continental-inspired contour, is clean, classic beauty that is sure to be reflected in the design of other fine cars of the future.

Classic new performance: Here—as in all Lincolns for 1958—is *glorious* driving surpassing the most legendary Lincolns and Continentals of the recent past. You'll find this Lincoln obeys so swiftly, maneuvers so effortlessly, steers so crisply, that you know you have a precision instrument in your hands.

Luxurious fine car comfort: This car was designed around leg-stretching, shoulder-free roominess. Like all Lincoln models, it's the most spacious passenger car on the road—with as much as 4 inches more shoulder room in the front compartment, and as much as 6 inches more shoulder room in the rear compartment, than other cars in the fine car field.



Just slide behind the wheel and observe your full-arc vision through this new compound windshield. The glass wraps slightly over the top as well as around the sides—to let you sight overhead traffic lights without bowing or craning your neck.

THE LINCOLN CAPRI LAMDA (above)
in Sunset.

THE LINCOLN CAPRI COUPE (below)
in Sunlit White over Motor Red.



You can decorate your Lincoln Capri as tastefully as your home. You have a choice of eight beautiful combinations . . . in smart fabrics, or combinations of fabric and leather-grained Caprice. Shown here is a stunning motif in Sereca Blue Caprice bolsters with Arrowhead Blue cushions in a distinctive Contemporary Weave. Note the smart, tailored elegance of seat backs and cushions.

THE LINCOLN CAPRI COUPE . . . In Sereca.

The Lincoln Capri

One ride in this new Lincoln, and you'll sense the luxurious, relaxing comfort provided by Lincoln's new trailing arm rear suspension . . . and the solid security of a body and frame that are combined into a new single unit construction.

For many, many reasons, this Continental-inspired Lincoln Capri is a sound, lastingly fine investment . . . a truly fine motorcar that will stay in style for years to come.



THE LINCOLN CAPRI 4-DOOR LANDAUL . . . in Statist White over Rosemetal Metallic. (Rosemetal Metallic optional at extra cost)

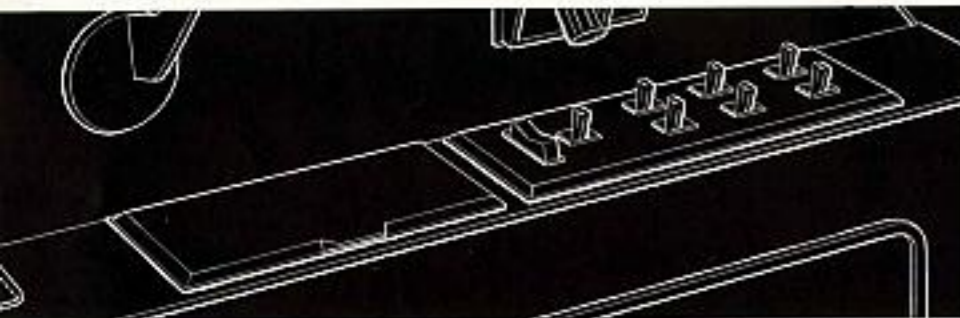
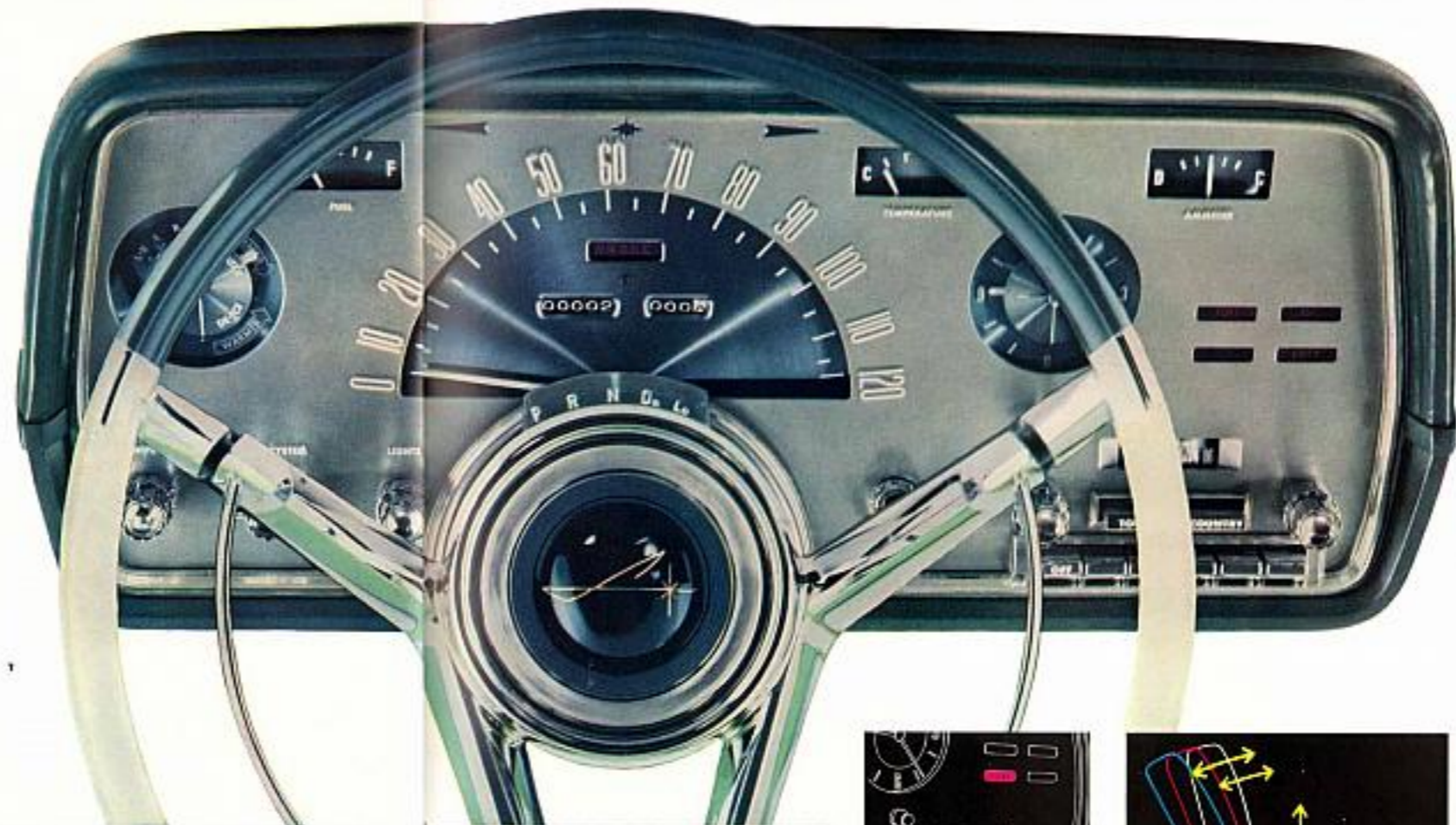


Every custom-crafted detail . . . every advance in wondrously effortless driving . . . inspired by the Continental concept of uncommon luxury

Because we know you're going to spend a great deal of time inside your car, the constant aim of our designers and engineers is to make your Continental or Lincoln a luxuriously relaxing car to live in . . . and to drive.

From the small but important luxuries . . . like five ashtrays, each with an individual lighter . . . to the safety features like optional electric door locks . . . *nothing* has been spared if it could add to your comfort and ease of mind.

Take, for example, this aircraft type instrument cluster—mounted on a single panel for easy access and easy visibility. Notice how the large semi-circular speedometer catches your eye through the wide-open arc of the deep-dish safety steering wheel.



Every control in your Continental or Lincoln is right within sight . . . right within reach. Here's a whole "keyboard" of window controls that lets you master-operate every window in your car (including the back window on all Continental models) at the touch of a button. Even the

window vents can be power operated at the touch of your finger. And for the first time on any car, there's a wonderful new safety feature—a lock-out control that lets you lock out the action of all window switches except the driver's . . . preventing children from tampering with windows.



AT YOUR FINGERTIPS . . .

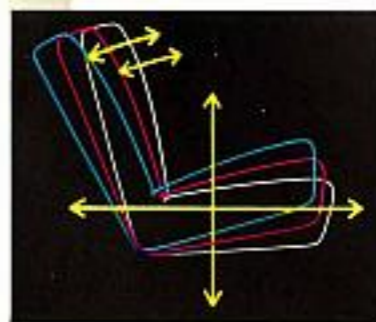
more power luxuries than in any other motorcar

As for power assists, you can have every one known—each refined to make driving a serenely enjoyable experience. For instance, you can now control your air conditioning and heating with just a touch of a single control. You simply select the temperature you want by turning the knob on an easy-to-read dial. It's as easy as changing television channels. To convert your system from summer cooling to winter heating (or vice versa), you simply pull out or push in defrost or vent knobs.

And, of course, Power Steering and Power Brakes are standard on all Lincolns—Power Windows on all Continentals and Premiers.



TOUCH—and you have Power Lubrication automatically—even as you drive. In just a matter of a few seconds, a green light indicates that the entire front suspension and steering system have been completely lubricated.



TOUCH—and a 6-Way Power Seat tilts for relaxing comfort—as well as adjusting up-down, forward-back. You can choose your favorite position—quickly or with ease—and change it as often as you like. Here's wonderful lounge-chair luxury in a wide variety of restful positions. Greatly reduces fatigue on long trips.



TOUCH—and an Electric Door Lock securely locks all fully closed doors in your car. A light warns you if any door is unlocked. A welcome safety feature when children are in the car—or for women driving alone at night.



TOUCH the accelerator with your toe—and a Directed Power Differential automatically directs greater share of driving force to rear wheel with best grip on the road. Significantly reduces chances of "getting stuck".



TOUCH—and a Driver-Controlled Trunk Release lets you unlock your trunk by remote control from inside your car. Wonderful convenience feature for easy access to trunk—especially in bad weather or at nighttime.



... and in engineering ... cars so new that an entirely new plant was built to produce them

When our engineers and designers first conceived the new Continental and Lincoln, we knew they had created the blueprints for automobiles so advanced in every detail, so painstakingly crafted, that they would represent a complete break with the past and the start of a whole new era in fine motorcars.

We wanted everything about these great new cars to reflect a new kind of quality craftsmanship ... every automobile to be considered as an individual automobile—painstakingly and personally fashioned into the finest precision instrument you have ever commanded.

To do this job the way we thought it should be done, we built the sprawling, multi-million-dollar plant (pictured above) at Wixom,

Michigan—a small community set well apart from the conventional assembly plants in Detroit. Covering 325 acres (35 under one roof, with 1,574,000 square feet of floor space), this huge automotive plant consumes enough water and electrical power to supply a community of more than 10,000 persons.

This is the most modern, up-to-the-minute automobile plant in the world. Everything in the plant ... from the smallest measuring gauge to the mighty framing jigs ... is exactly the way we want it to be—for the crafting of the highest quality automobiles in America.

In short, our sole objective is to build cars we can proudly endure as *unmistakably ... the finest in the fine car field.*

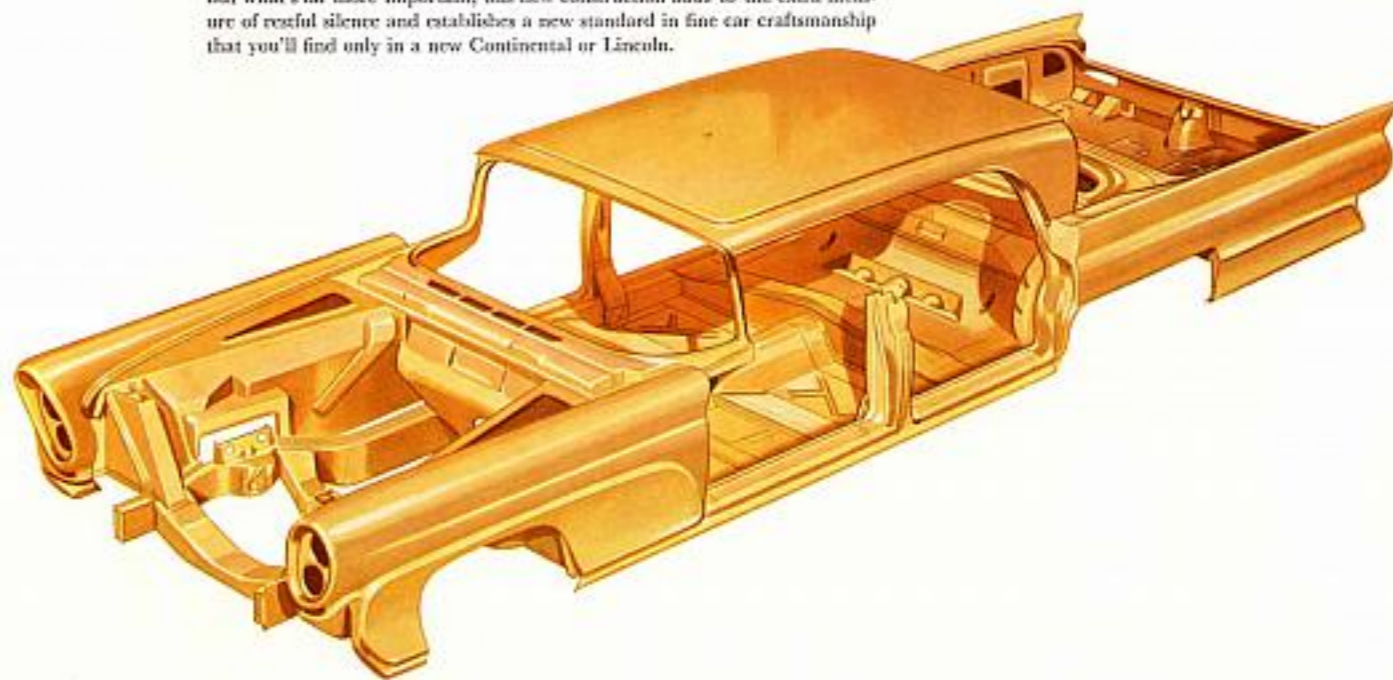
Single unit construction is entirely new ... with body and frame combined into a solid unit

Shut a door or close the hood of a Continental or Lincoln, and listen to the vault-like sound. Better still, go out for a serene ride over brick paved streets, or the roughest pavement you can find. You'll know right away that these are the quietest motorcars you've ever experienced.

One of the big reasons for the solid silence of these cars is the *entirely new single unit construction* ... a method unknown up to now in the fine car field.

Body and frame are combined in a single, solid unit. This new kind of aircraft construction gives you much greater rigidity, and resistance to body-twisting effects on the roughest roads. And since pillar rigidity has been increased, you get better, tighter door fits and the quietest ride you've ever known.

But what's far more important, this new construction adds to the extra measure of restful silence and establishes a new standard in fine car craftsmanship that you'll find only in a new Continental or Lincoln.



Here in our new plant, you see quality craftsmanship at its finest. In this single gigantic framing jig, for example, entire Continental and Lincoln bodies are checked and welded to closer tolerances. The building and inspection of a body and frame unit is a completely integrated operation that results in a new kind of solid silence and strength.



Here's the kind of beneath-the-surface quality you won't find in any other fine car. We use an entirely new rust-inhibiting system ... an improvement over the conventional spray-on method. Bodies are immersed to the belt line in a huge pool filled with a special paint—where hidden parts receive protection against rust and corrosion.



Every Continental and Lincoln body receives a severe water test. In this spray booth, 36 nozzles—each exerting 24 pounds of water pressure—shoot water at windows, doors, trunk lid and *virtually*—every point where water could seep in. An inspector inside the body checks for any possible leaks, and they are corrected immediately.



Simulating actual highway driving, this dynamometer checks every phase of engine timing—responsiveness and the smooth delivery of power. When the Exalted Continentals and Lincolns roll out of this modern plant, you know that the individual parts have been carefully and conscientiously crafted into the finest cars in the fine car field.

The Engine is new! Under the long, low hood of every Continental and Lincoln is a new, 10.5:1 compression, 375 horsepower engine.

In this new, 430-cubic-inch power plant, our engineers have pioneered a new kind of combustion chamber that's fully machined right into the engine block, rather than into the cylinder-head. This new simplified design results in closer tolerances, and better control of compression ratio, than have ever before been possible.

And this new combustion chamber steps up the turbulence of the air fuel mixture in a way that actually takes better advantage of the potential power of even the most advanced gasolines. You get the smoothest kind of silky response, and a remarkable freedom from engine servicing.

The Transmission is new!

The silent power of every Continental and Lincoln is delivered to the rear wheels through Turbo-Drive—smoothest, most versatile of all automatic drives.

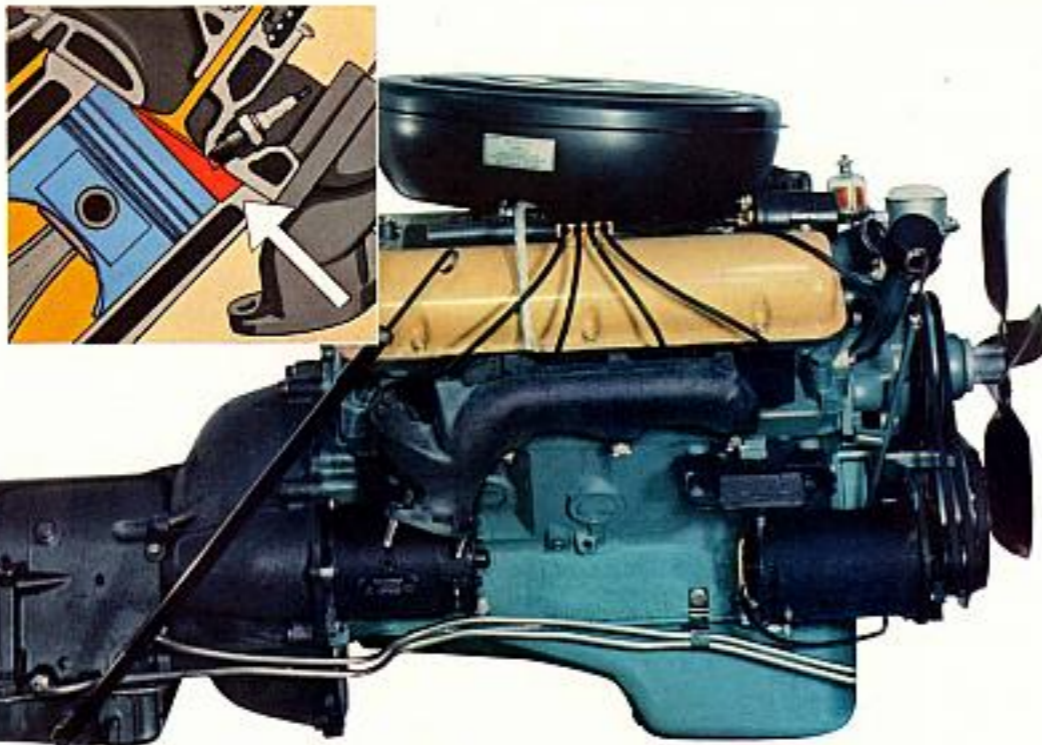
Newly designed and enlarged to transmit increased torque output, 1958 Turbo-Drive gives you obedient power response that is faster and smoother than ever. Whether you're surging ahead from a standing start, loafing along through traffic, or stepping lively around highway slow-pokes on the turnpike—you'll only be conscious of a *silence, smooth, single sweep of motion.*

And here's another 1958 feature for added convenience and safety... you'll be able to start your car with the selector in either "Park" or "Neutral" position.

The Suspension System is new! For 1958, our engineers have pioneered a new system of rear suspension that gives you the most relaxing rideability you've ever known.

We call it a "trailing-arm" suspension, and what that means is this: the movement between axle and body is controlled by coil springs and shock absorbers. The thrust power is then transmitted from the rear wheels to the body through trailing arms instead of through the springs, as in the conventional leaf-spring suspension.

You'll quickly notice the difference between the Continental and Lincoln ride and others. You'll notice a firm, tremor-free smoothness... a wonderful freedom from rear end "squatting" on the take-off, and rear end rise on rapid stops.



A WIDE ARRAY OF FUNCTIONAL ACCESSORIES

for added comfort, convenience, safety



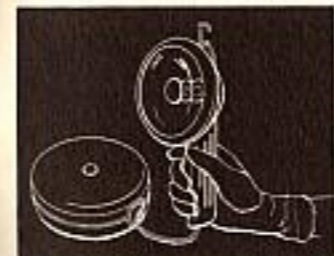
New Heater and Air Conditioner with single knob control—You just turn a knob on your instrument panel and watch a pointer on an easy-to-read dial that indicates heater or air conditioner setting. There's just one setting for any weather condition. It works as simply as the thermostat in your home. To convert from summer cooling to winter heating (or vice versa), you simply pull out or push in defrost or vent knobs.



New Travel-Tuner Radio—for 1958, Continental and Lincoln offer you a complete new sound system—including an optional FM radio tuner and an optional auxiliary radio speaker on Lincoln. In addition—when you turn on your radio, a new power-operated dual antenna system automatically raises two antennas—one optional—on either side of car. Antennas retract automatically when you turn off radio.



New "Venetian" Sun Visors—made of laminated plastic—have a venetian blind effect. They give you valuable eye protection for into-the-sun driving without obstructing your driving vision. Handomely color-styled and attractively designed, they complement the new "picture-window" look of Lincoln's compound windshield. Venetian visors can be installed as passenger replacements for the regular sun visors.



New Sealed Beam Portable Spotlight can be directed to any angle you wish from inside your car. Or you can remove it and carry it with you outside your car. Complete with retractable extension cord.



Automatic Headlamp Dimmer automatically lowers your beam when another car approaches, raises it when the car is safely passed. Takes the "light" out of driving at night, and makes highway courtesy automatic.



Seat Belts provide an extra measure of safety. And accident surveys prove they're indispensable life-savers. Smartly designed in nylon webbing material, they are available in black, green, gold, blue and grey.



New Wheel Covers have also gold-finished, two-sequel spaced in a distinctive circular design. Covers fit easily into the recessed portion of the standard wheel—adding a class, modern look to your wheels.

OTHER OPTIONAL EQUIPMENT—AVAILABLE ON ALL CONTINENTAL, PREMIERE AND CAPRI MODELS. Power vent windows (available only with power windows), 6-way power seat, Push-button power lubrication, Electric door locks, Tinted glass, License plate frame (free), Nylon cord tires. (This is a partial listing; for a complete list of accessories, see your Continental and Lincoln dealer.)

All these luxury and safety items are standard equipment on all Continental and Lincoln models:

- Automatic Transmission
- Power Brakes
- Remote-Controlled Outside Rear-View Mirror
- Power Steering
- Air Cleaner
- Four-Rubber Seat Cushions
- Oil Filter
- License Plate Frame (Rear)
- Close Compartment Light
- Safety Door Latches
- 2 Front and 2 Rear Compartment Ash Trays and Lighters
- Roll-Up Lights
- Trip Odometer
- Fuel Supply Warning Light
- Safety-Type Steering Wheel Fender Straps
- Hydro-Cushion Front Shock Absorbers
- Self-regulating Clock
- Dual Exhaust
- Dual Headlamps
- Turn Indicators
- Ash Tray Light
- Trunk Compartment Light
- Dual Courtesy Lights (Instrument Panel End)
- Two-Tone Paint
- Dual Windshield Wipers
- Positive Action Windshield Wipers (With Guide Com)
- Temperature Controlled Air Induction System
- Padded Sun Visors
- Folding Center Rear Armrest

CONTINENTAL MARK III AND 1958 LINCOLN SPECIFICATIONS

ENGINE: Low-friction, short-stroke design, developing 175 horsepower at 4800 rpm. Delivers 400 ft. lb. of torque at 3100 rpm. Bore 4.31 in., Stroke 3.70 in. Displacement 430 cu. in. Compression ratio 10.5:1 with efficient high-turbulence combustion caused by in-block, wedge-shaped combustion chambers with slip-top pistons. Two-plate alloy steel cylinder heads, 5 main bearings (shot-chill) and one rubber-lined wristpin bearing. Automatic super-lean aluminum- alloy pistons. Two compression rings and one of cast iron. Top ring chrome plated. Piston ring skirted with self-adjusting hydraulic valve lifters. Intake valve diameter 3.14 in., exhaust valve diameter 2.11 in.

LUBRICATION: Pressure lubrication to all main, connecting rod, camshaft bearings and rocker arms. Full-flow, three-way type oil filter. Positive displacement, 100 psi type oil pump. Oil capacity 8 quarts (with) with filter change, 5 quarts without filter change.

COOLING: 2 stage pressurized with pressures up to 14 pounds; 2 thermostats. Water jacketed intake manifold. Upper and lower pumps. System capacity with filter, 7 1/2 quarts without filter, 23 quarts. Low-speed, fan drive fan.

FUEL SYSTEM: Automatic, 4-barrier carburetor with vacuum-operated secondary barrels. Padded-fiber carburetor line filter. Automatic choke. Fuel capacity 22 gallons. Dual in-line fuel tank filter. Camshaft drive chain-type fuel pump.

ELECTRICAL: Conventional-voltage, spark control. Single bracket arm distributor. Vector distributor points, weathered sparkline. Air riding 18 inch spark plug. Carbon fire, tapered-out spark plugs. High capacity, low-speed charging generator. 75 ampere-hour battery with 70 ampere-hour capacity, 12-cell spark system.

EXHAUST: Dual with reverse-flow muffler and resonator in each line. Cross-over two exhaust systems for maximum efficiency. Catalytic converter.

AIR INTAKE: Temperature controlled air induction system. Provides optimum temperature of intake air temperature for better performance and improved specific fuel economy. Low restriction pipe path air cleaner element.

DIMENSIONS: Wheelbase 133 in. Overall length 220 in. Overall width 80.1 in. Over-all hood height (loaded), 36.5 in. Track 61 in., front and rear. Tire size 7.00 x 14 (solid disc), 8.50 x 14 (dual disc) and air wheel (solid disc).

CONSTRUCTION: Welded integral body and frame. Reinforced by injection in special panel to best use of car.

FRONT SUSPENSION: Independent front wheel suspension of inverted ball joint type. Upper and lower suspension arms mounted to frame with rubber bushings. Telescopic-type Hydro-Cushion shock absorbers with tapered cut-off control. Torque-steering bar. Symmetrical steering with 54-lbs. of equal length. Over-all power steering rate 20:1.

REAR SUSPENSION: Trailing-arm with coil springs. Telescopic-type shock absorbers. Springs, shock absorbers and trailing-arm covers—rubber mounted.

BRAKES: Hydraulic brakes with 11 inch drums. Total effective braking area 257 sq. in. Vacuum boosted by pendulum-type pedal. Molded asbestos linings. Independent mechanical parking brake on rear wheels with foot set, foot-release control.

TURBO-DRIVE TRANSMISSION: Combines fluid torque converter and 3-speed planetary gear train. Fully automatic. Maximum torque multiplication ratio 2.3:1. Oil reserve capacity (with) 25 pints. External oil cooler in lower radiator tank.

DRIVE: Semi-floating rear axle. Hypoid ring gear and pinion. Rear axle ratio 2.87:1, optional and as an add-on ratio 3.00:1. Drive taken through trailing arms.

SEATS: All steel heavily reinforced. All welded with double panel doors. Two-step front doors. Upholstered with herringbone, 3 pleat seats and 2 back seats.

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

The Lincoln Continental shown herein is shown in black. The color you prefer will be applied to your car. The Lincoln and Mercury Division of the Ford Motor Company reserves the right to discontinue models at any time, or to change specifications or design without notice and without incurring obligation.

