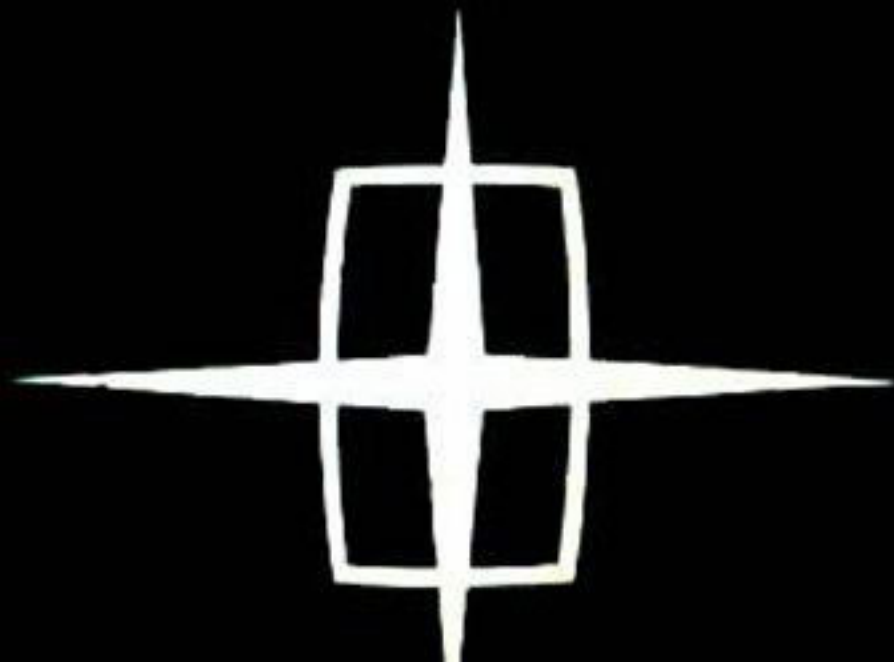
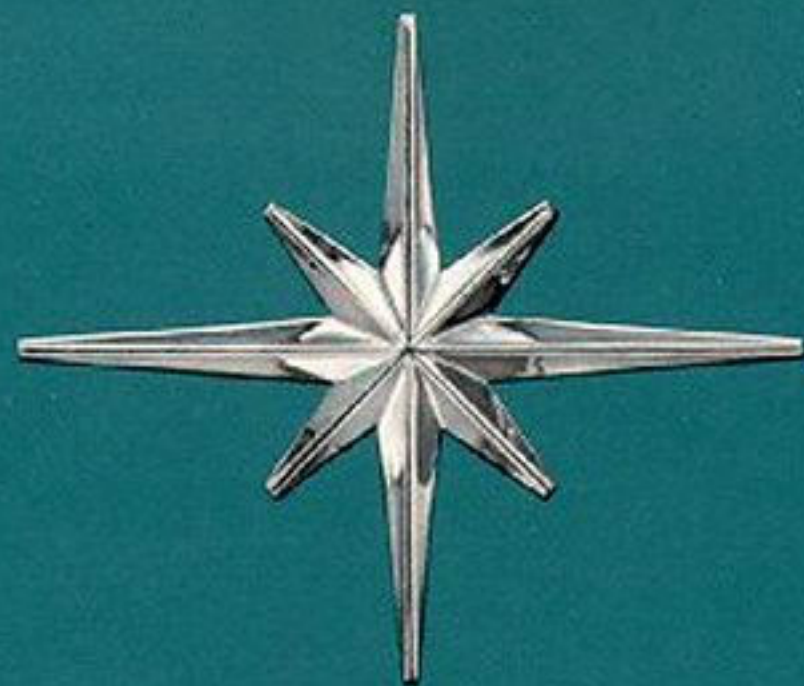




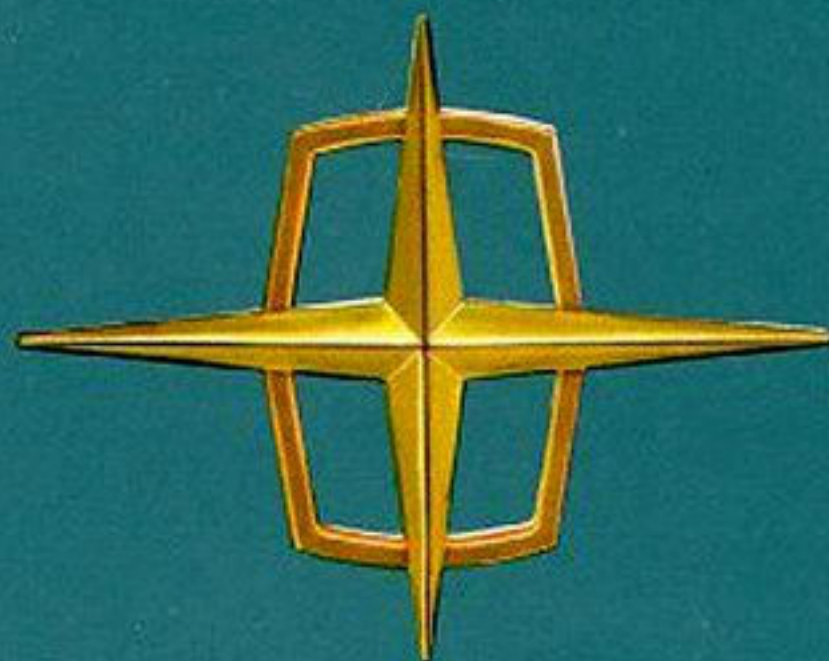
nineteen sixty LINCOLN

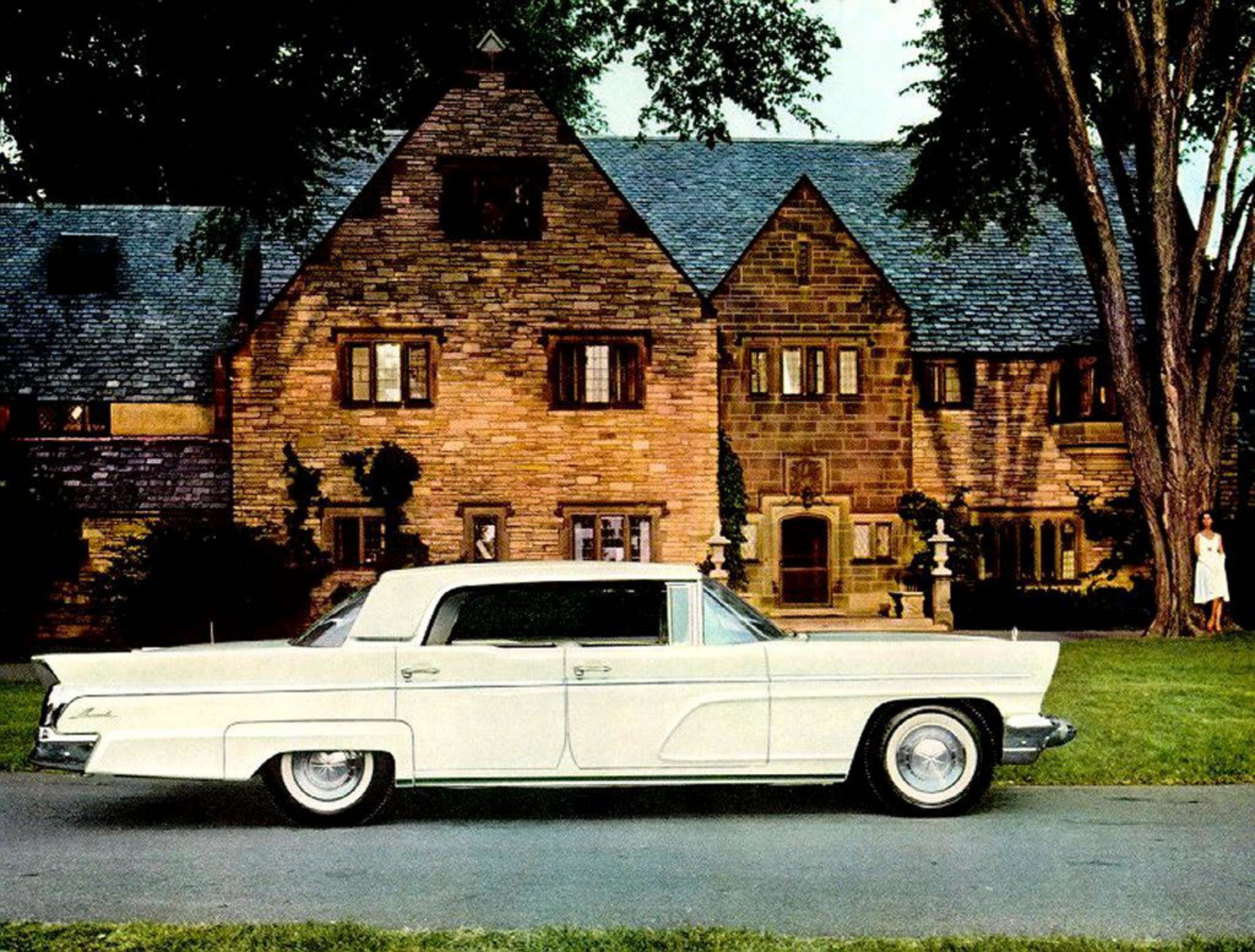
and Lincoln Continental



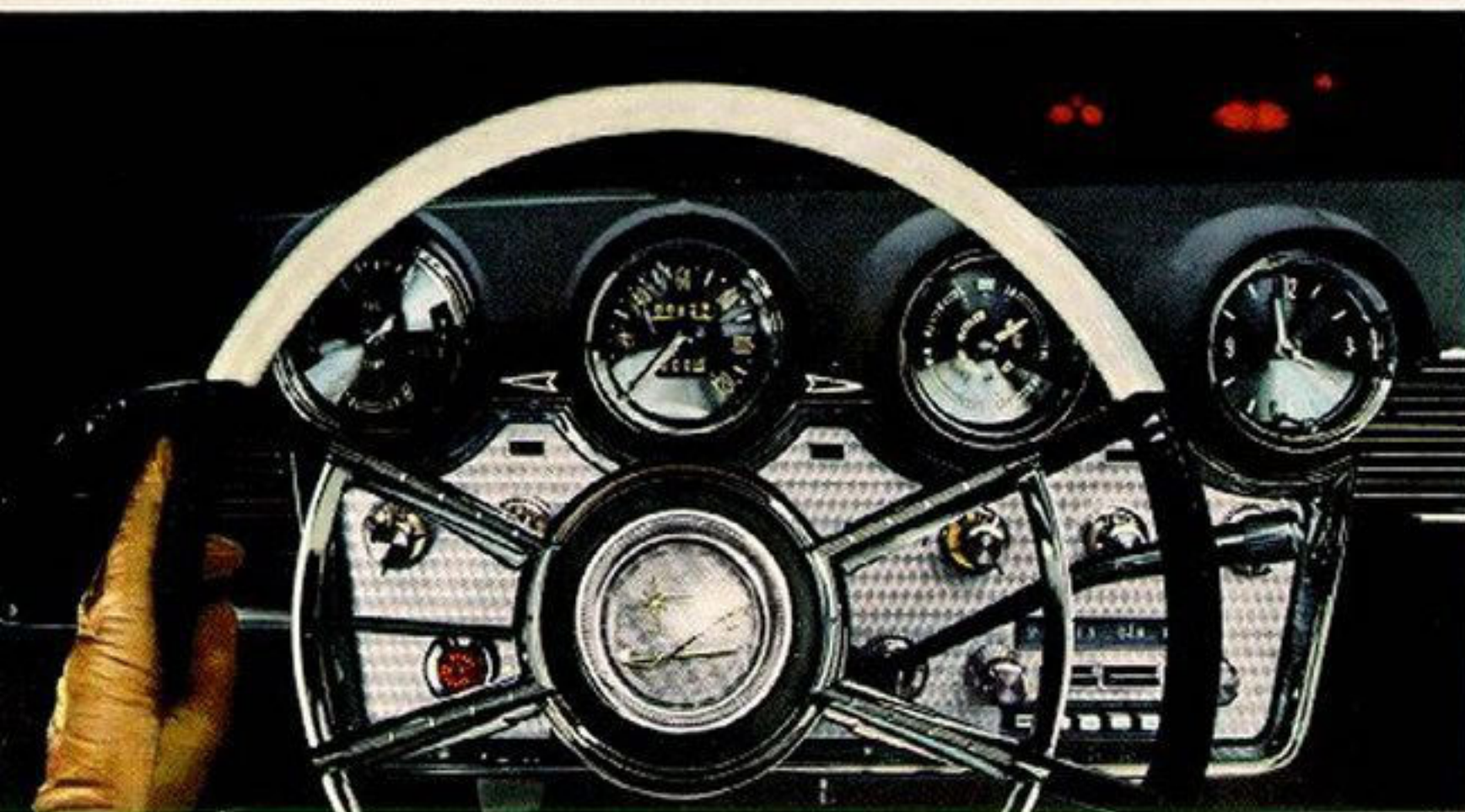


nineteen sixty LINCOLN
and Lincoln Continental





New achievement in classic design: Lincoln "town car"



← An example of superb design is Lincoln's new instrument cluster. Notice the intelligent placement of major dials for reading at a glance. Notice, too, the new push-button parking brake release with its red "brake on" warning light—conveniently placed on the lower left side of the panel.

Lincoln's luxury extends to its weather system. A single control, in place of many knobs and levers, provides any degree of heat, ventilation or optional air conditioning with one easy adjustment. In addition to this Comfort-Control heater, an outstanding Travel-Tuner radio is also standard on all Lincolns. →



elegance



The Lincoln Series

Coupe in Electric Blue Metallic

The look of Lincoln for 1960 has an unmistakable distinction that delights your sense of good taste. The sleek formal new line of the roof, the clean design of the body—these are the elements that result in graceful, *enduring* beauty that makes the 1960 Lincoln not only an enjoyable car to own but an exceedingly impressive one as well.

The luxurious new interiors of the Lincoln Series are available in seven different color schemes to blend perfectly with Lincoln's wide range of tasteful exterior color choices.



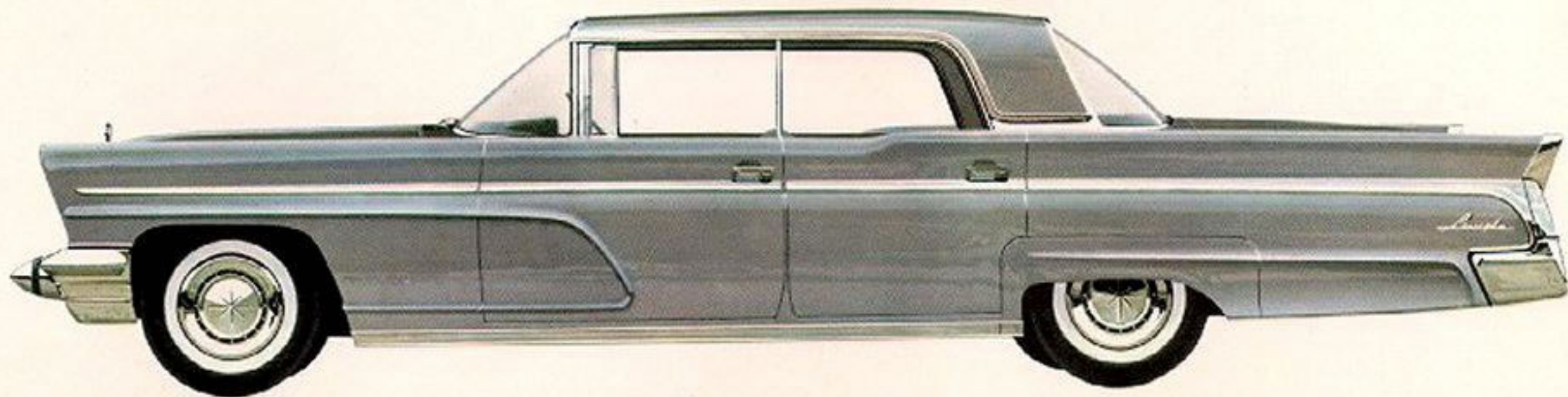


The Lincoln concept of personal comfort

Lincoln's new concept of comfort includes many unique provisions for your motoring enjoyment. A typical example: Lincoln designers have provided seven special heating and air conditioning ducts. Two of these travel inside the front seat armrests to bring warmed or cooled air directly to the rear-seat passengers.

A new ultimate in comfort is Lincoln's optional 6-way power seat. In addition to the usual up-down, front-back movements, this seat also tilts forward and backward for the precise position most comfortable for you.





The Lincoln Series

Four-door Sedan in Cloud Silver Metallic

Four-door Landau in Marine Blue Metallic





Luxurious new

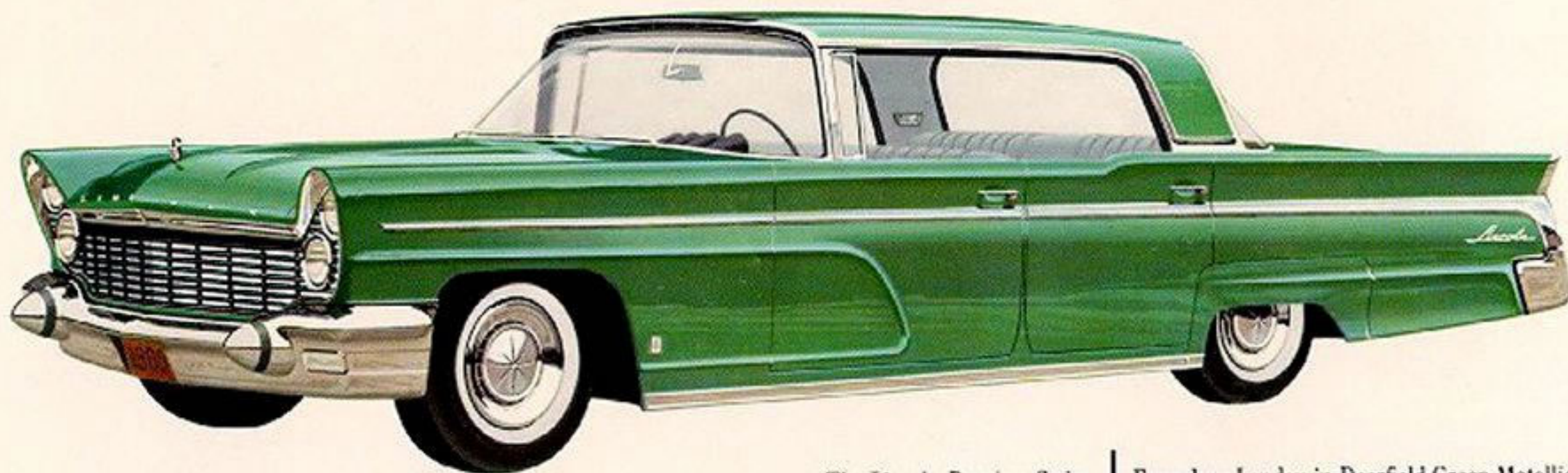
← All leathers for Lincoln Premiere interiors are hand-cut by expert craftsmen; each pleat in the specially-designed Moiré Fabric is individually stitched with exacting care. You have a selection of eight color-matched schemes featuring Moiré Fabric (with leather) or five schemes featuring leather offered as special options.

Extra consideration is given to your every need within the luxurious interiors of Lincoln. An example shown here: special reading lights → recessed at convenient shoulder height in the Premiere provide directed illumination for the convenience of rear-seat passengers.



spaciousness awaits you in Lincoln for 1960

No other car affords the luxurious comfort and elegance in the grand manner of Lincoln. In the 1960 Lincolns, you will discover great spaciousness *in every interior dimension*. More headroom, shoulder room and leg room. Higher, wider, softer seats. Wider doors for more gracious entry. And within Lincoln's bigger interiors, specially loomed new fabrics create an atmosphere of rich refinement that is without equal.



The Lincoln Premiere Series

Four-door Landau in Deerfield Green Metallic

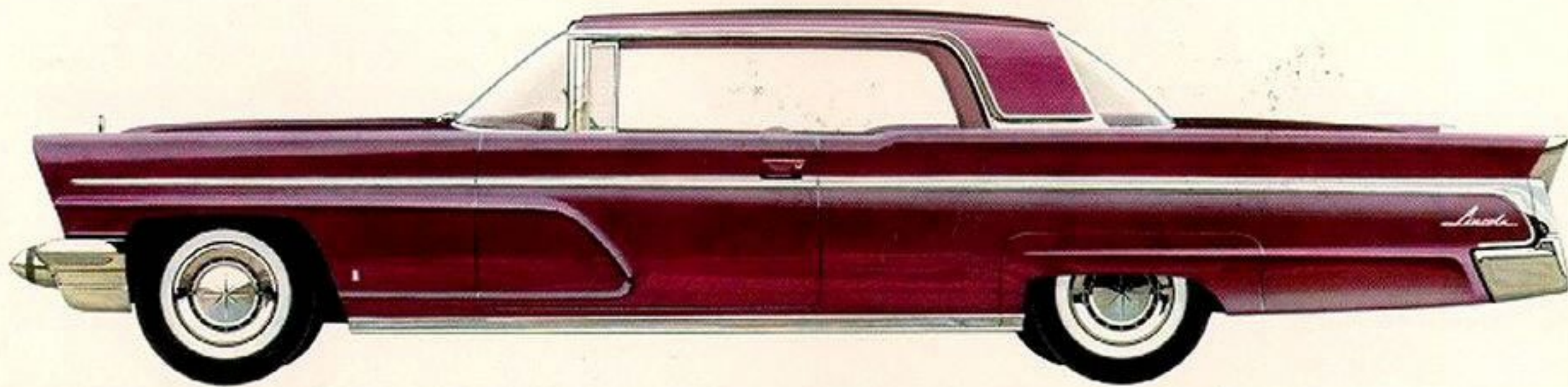


Lincoln's complete range of fingertip controls adds immeasurably to your enjoyment in motoring. At left are the ← Premiere power-window controls (panel shown here includes two optional controls for vent windows). A 4-way power seat is also standard on the Premiere. Power steering, power brakes and Dual-Range Turbo-Drive—called the most automatic of all transmissions—are, of course, standard in both the Lincoln and Lincoln Premiere series.



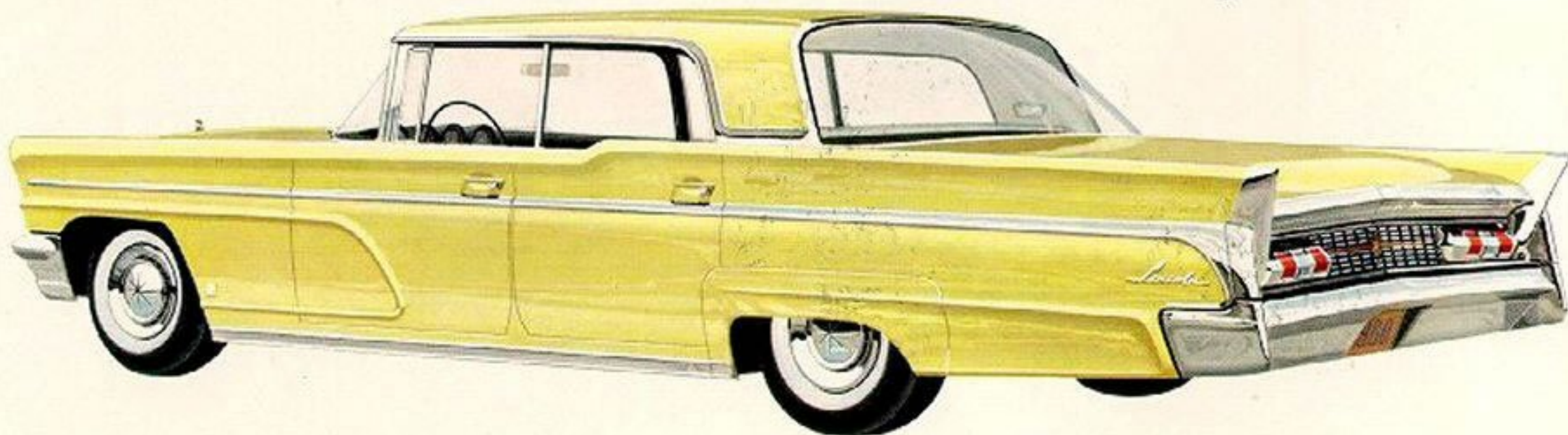
← Special assist handles in all 4-door models, handsomely finished in chrome, afford an excellent example of the consideration Lincoln designers have shown for your ease in entering and leaving the car.

A wealth of

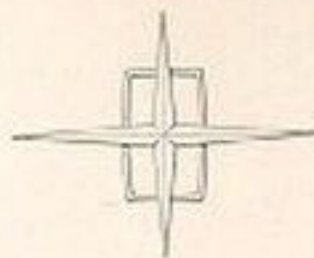


The Lincoln Premiere Series | Coupe in Maple Leaf Metallic

power servants and polished appointments at your fingertips



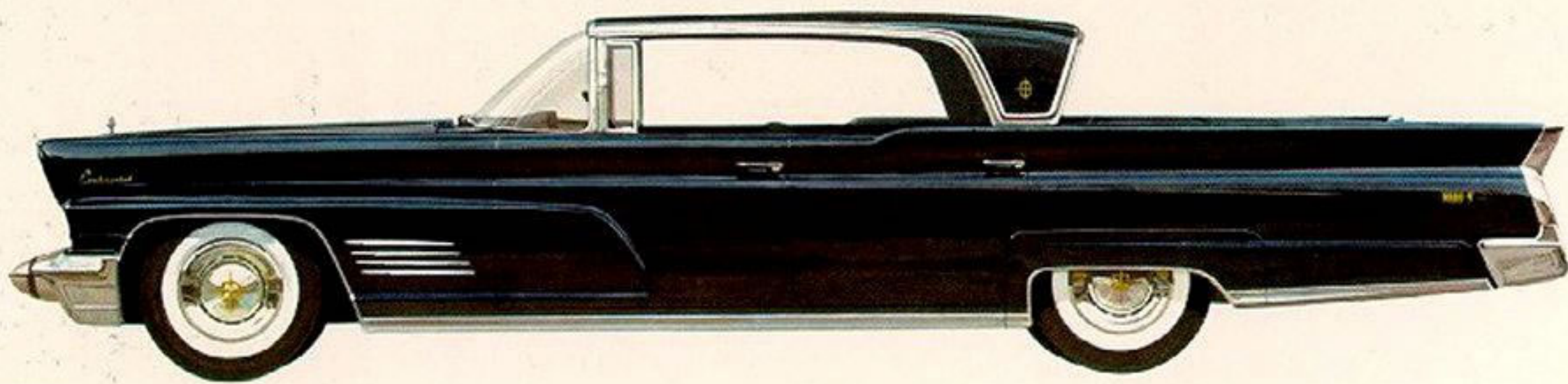
The Lincoln Premiere Series | Four-door Sedan in Petal Yellow



Lincoln Continental for 1960

A new peak of perfection for America's finest motorcar

Ever since its beginnings as a custom-built automobile for a privileged few, the Lincoln Continental has been famous as America's most distinctive and luxurious motorcar. The Mark V now carries this tradition to a new peak of perfection. New elegance enhances its distinctive design. Beautiful new materials reflect an even greater richness in its appointments. And another important quality makes itself quickly evident—the thorough, painstaking care with which this car is built. For Lincoln Continental craftsmanship is legendary. Ownership of this magnificent new Lincoln Continental is a supremely satisfying experience.





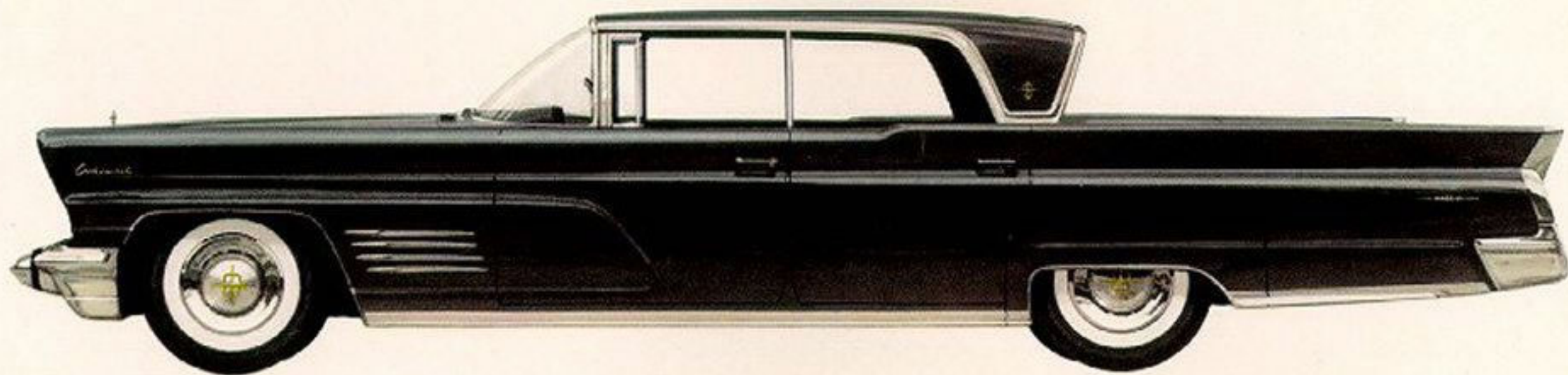
The Lincoln Continental Landau in Sapphire Metallic

rich new meaning in the Lincoln Continental

An exclusive feature of the Lincoln Continental (including the convertible) is the reverse-slanted rear window which raises or lowers at the touch of a control on the driver's armrest—a distinctive and practical touch, providing uniquely refreshing ventilation which is virtually draft-free.



The Lincoln Continental Convertible in Cherokee Red



The Lincoln Continental Sedan in Spartan Gray Metallic

one regal aspect of the new Lincoln Continental interiors



The Lincoln Continental Coupe in Pale Turquoise

