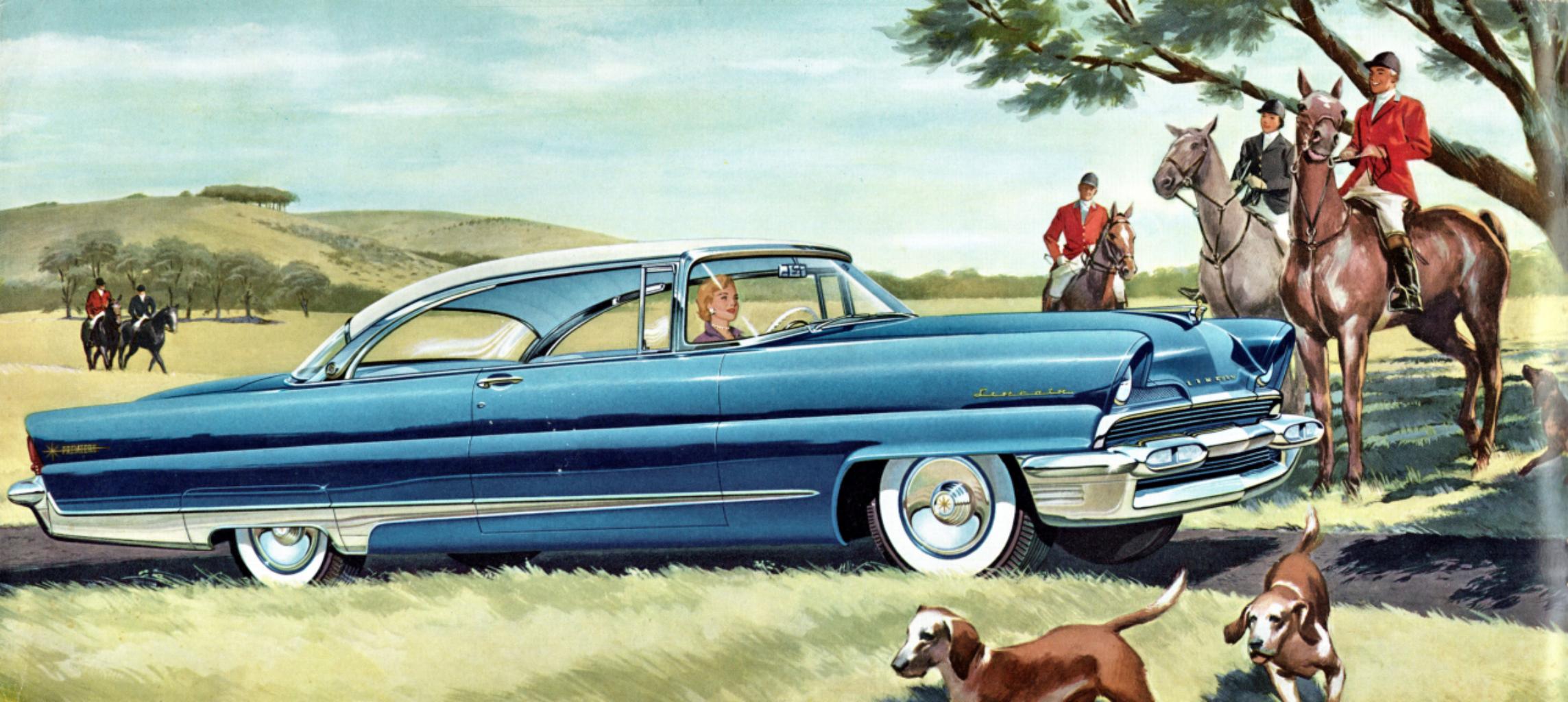




LINCOLN FOR 1956



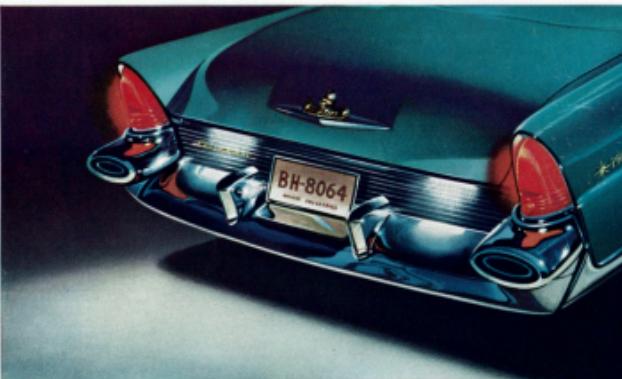
THIS IS LINCOLN FOR 1956

In the pages that follow, you will meet and come to know the only completely new car in the fine car field. ■ Here you will see a fresh new kind of styling as Lincoln proves that a car can be truly large and spacious, yet lithe and graceful, too. ■ Here you'll get a hint of Lincoln's new interior luxury. But only a hint. Like so many of this new car's attributes, Lincoln's artistry with color and fabric and leather must be seen to be appreciated. ■ And you will read about a completely new kind of performance—about the safety-minded way the new Lincoln Engine translates its 275 horsepower into sensible, usable, high-torque power. You'll learn how the unique Lincoln Turbo-Drive serves up this tremendous power smoothly and instantly at all driving speeds. ■ Beyond these highlights and the many other significant details of the new Lincoln Capri and the even more magnificent new Premiere series, you will get a sense of the future. ■ You will find, we're sure, that this is the year of *your* Lincoln.

We planned it so the delights of Lincoln interior styling would begin the moment you opened the door. Here is interior luxury that sets the new Premiere series above even the luxurious Capri series. White leather bolsters contrast sharply with the burnished richness of red leather. The marvelous softness and distinctive grain of the leathers shown here is achieved through hand-boarding the finest grade of top grain leathers. It's a long and expensive process, but well worth it, we think, for the added pleasure it will bring to Lincoln owners.



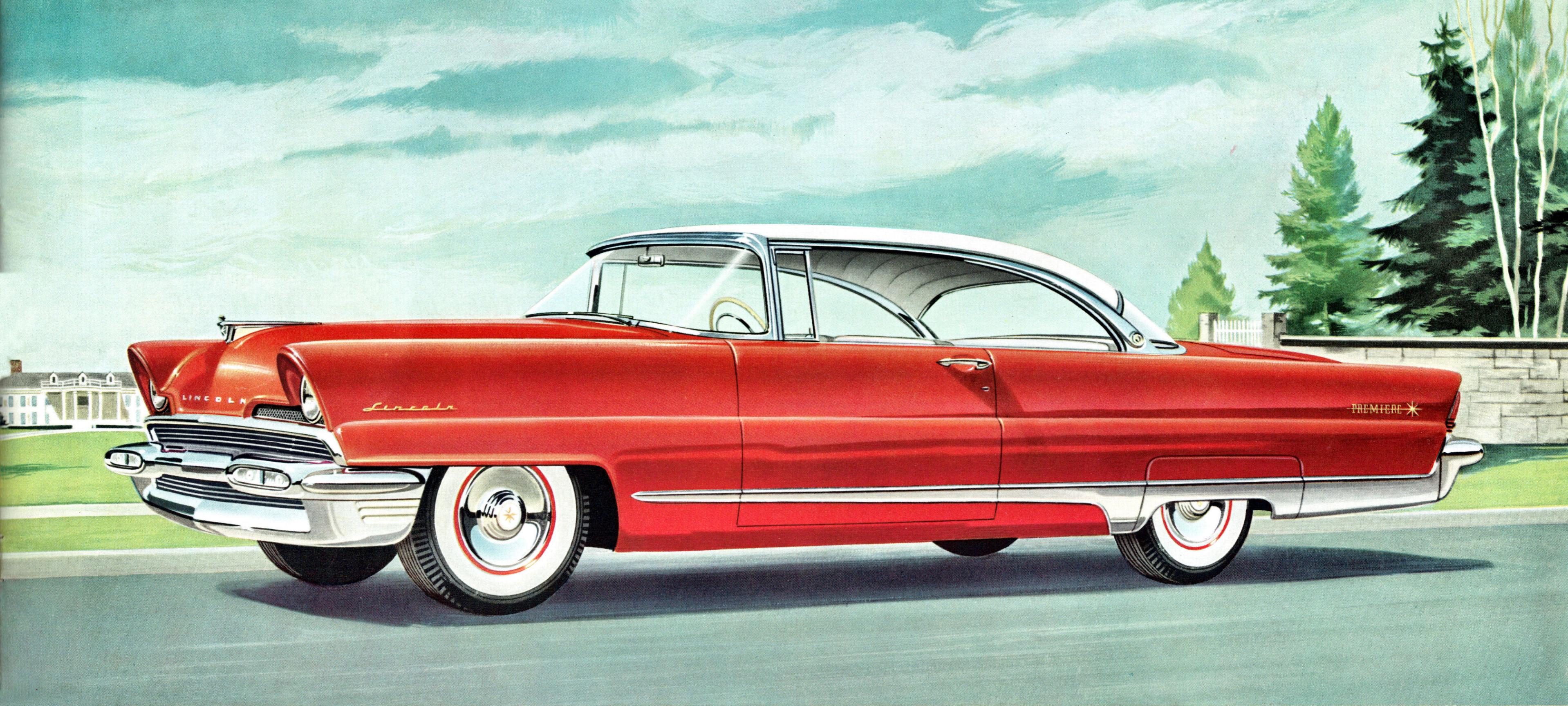
Lincoln distinctiveness for 1956 is not made up of added parts or exaggerated contours. Instead, its individuality springs from essential design. Note in this rear view how the new textured metal pattern joins naturally with the horizontal flow of the rear deck and bumpers. As you can see, the back-up lights do their job, yet are concealed, helping achieve the clean, uncluttered Lincoln look. Observe, too, how the new integrated jet-pod exhausts establish Lincoln identity even from a distance. The finely-jewelled star just ahead of the tail-light identifies the new Premiere series.



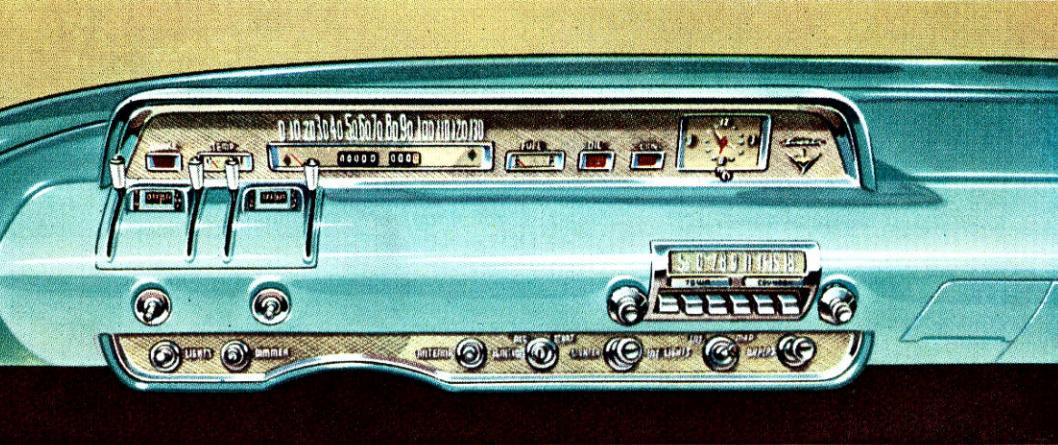
LINCOLN  **PREMIERE**

The Coupe

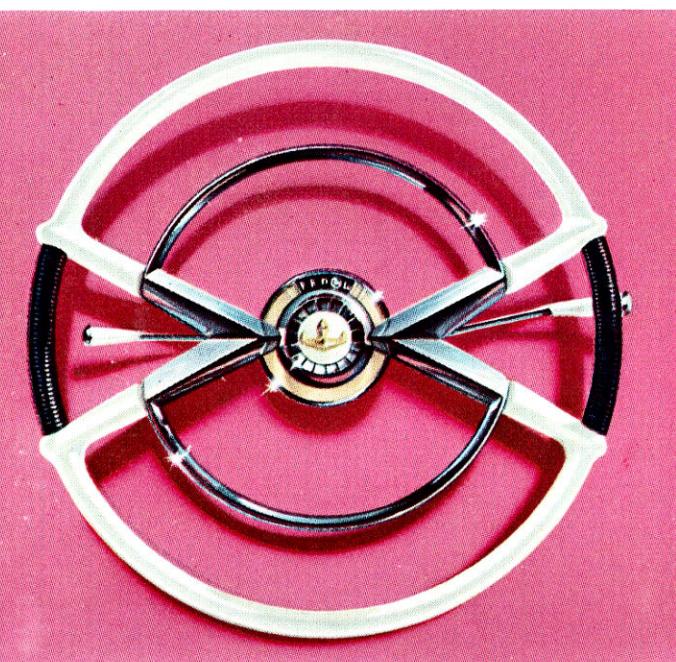
If you wanted to explain the complete Lincoln idea to somebody, you could simply show him this new 1956 Premiere Coupe—destined to be the most sought-after Lincoln of all. ■ As you can see, the absence of window posts accentuates the long, unbroken lines that characterize all Lincoln models. You can't tell from the picture, though, what Lincoln's low hood and high fender line mean in extra visibility—how even a small woman driver can see all four fenders as guides for parking and passing. And you won't know how close to the ground this Lincoln is until you stand beside it—and look *down* at the top. ■ The picture doesn't show you, either, the full wonders of the new Premiere series interiors, which surpass even the Capri in tasteful richness.



Lincoln passengers get full attention, but Lincoln hasn't forgotten that the driver is alone most of the time. You face an instrument panel that places every gauge within easy reading . . . every control within easy reach . . . in three separate assemblies. Notice, too, how the luxurious vinyl covering and two-tone finish reduce sun glare and reflections.



Do you recognize the very practical reason behind the dramatic design of Lincoln's new 4-spoke vortex steering wheel? It's safety—with three and a half inches of resilient protection between the driver and the steering column. Other features—such as safety door locks and optional safety belts—show Lincoln's consideration for you and your passengers.



This shows how important the location of controls can be. For fast, easy stops, you merely swing your toe from accelerator to low-level brake pedal—without lifting your heel. In touch-and-go traffic, you can operate the wide, suspended brake pedal with either foot. And notice, please, that the *accelerator is suspended*. This means that Lincoln has *no* holes in the floorboard which might cause you the discomfort of heat, dust and drafts.



LINCOLN  **PREMIERE**

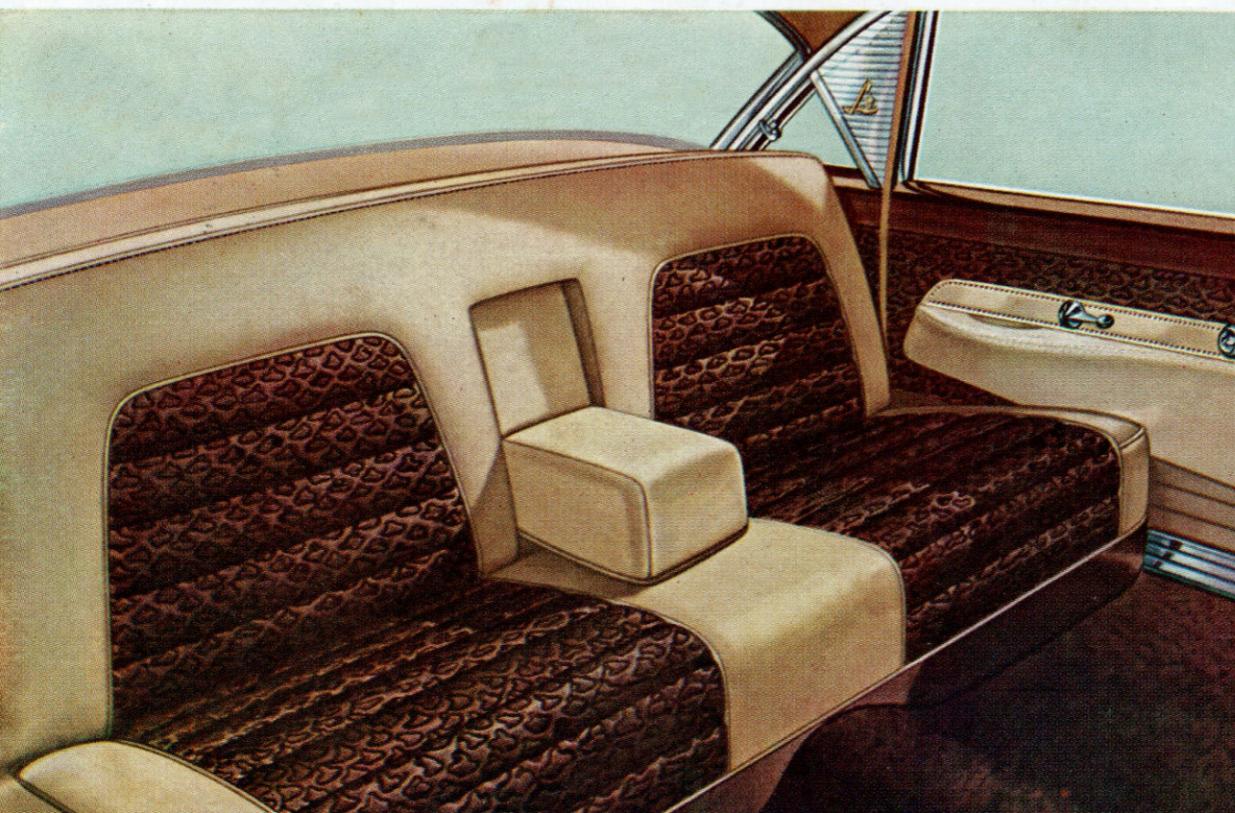
The Coupe

Most Lincoln owners spend an extraordinary amount of time inside their cars. It's that kind of automobile—you find yourself making up excuses just to take it out on the road. ■ So, as you can judge from this Premiere Coupe interior, we went to a lot of extra effort to make the 1956 Lincoln an especially pleasant car to live in. With 27 combinations to choose from, you can interior decorate your new Lincoln in just about any mood, as brightly or as subtly as you wish. All of these interior shades are correctly color-keyed to exterior finishes, and each will go beautifully with several outside colors, so it's impossible to order a Lincoln with tones that might clash. ■ The particular interior you see here has seats of new velvety-soft, hand-boarded leather in light blue contrasting quietly with medium blue tweed. For all their smart and youthful beauty, these materials are wonderfully practical, too—so durable and easy to keep clean. This is just one of a wealth of combinations from which you can choose to make your car as personal an expression of your tastes as your home is.

As we mentioned before, superlative interior luxury sets Lincoln's new Premiere series above all others—even the Capri. Here's just one example of a color scheme you might create in your Lincoln Premiere Four-Door Sedan: Exterior is in Presidential Black; interior has seats of black Lurex tweed, which is touched with inter-woven metallic threads for a note of interest and distinction. Bolsters are hand-boarded leather in Lincoln's own Island Coral shade. Instrument panel, headlining and door panels, of course, are all keyed to complement seat colors.



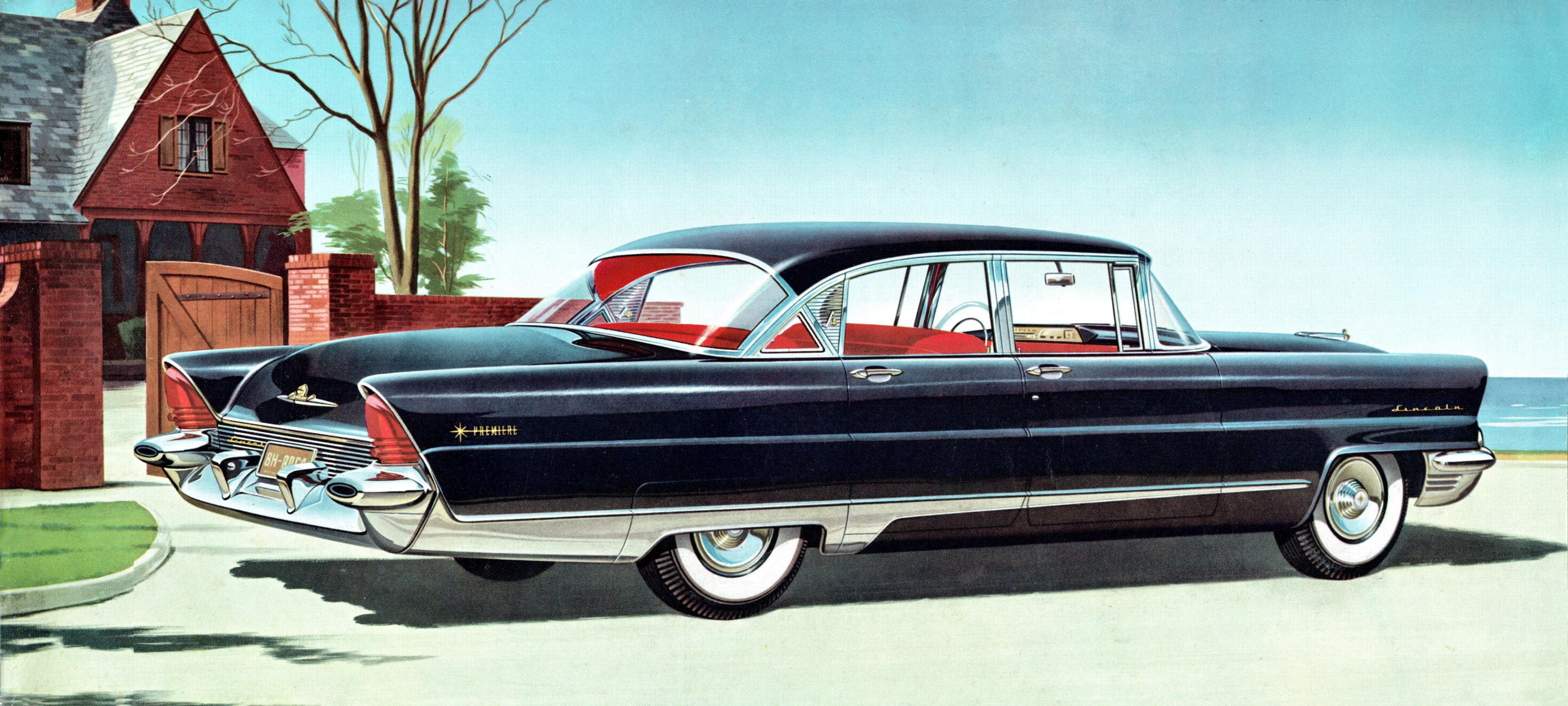
Remember, this is just another of 27 possible choices—all just as aesthetically pleasing. Here, Lincoln's Tufa Matelasse, a very interesting weave that is also pleasant to the touch, is in dark brown. This rich color blends with the medium brown broadcloth bolsters to create a warm, inviting atmosphere. An exterior in Lincoln's Briar Brown would go beautifully with this interior, but that's just one of many you might select.

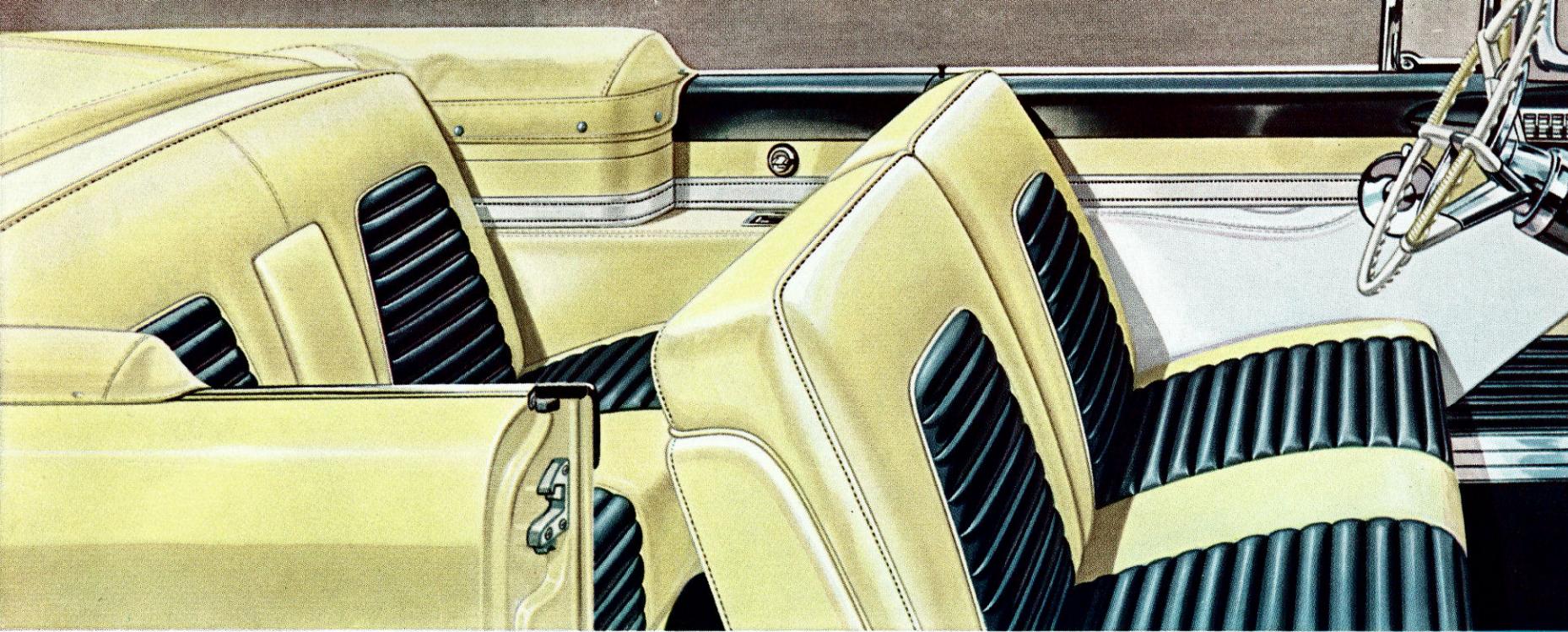


LINCOLN PREMIERE

The Four-Door Sedan

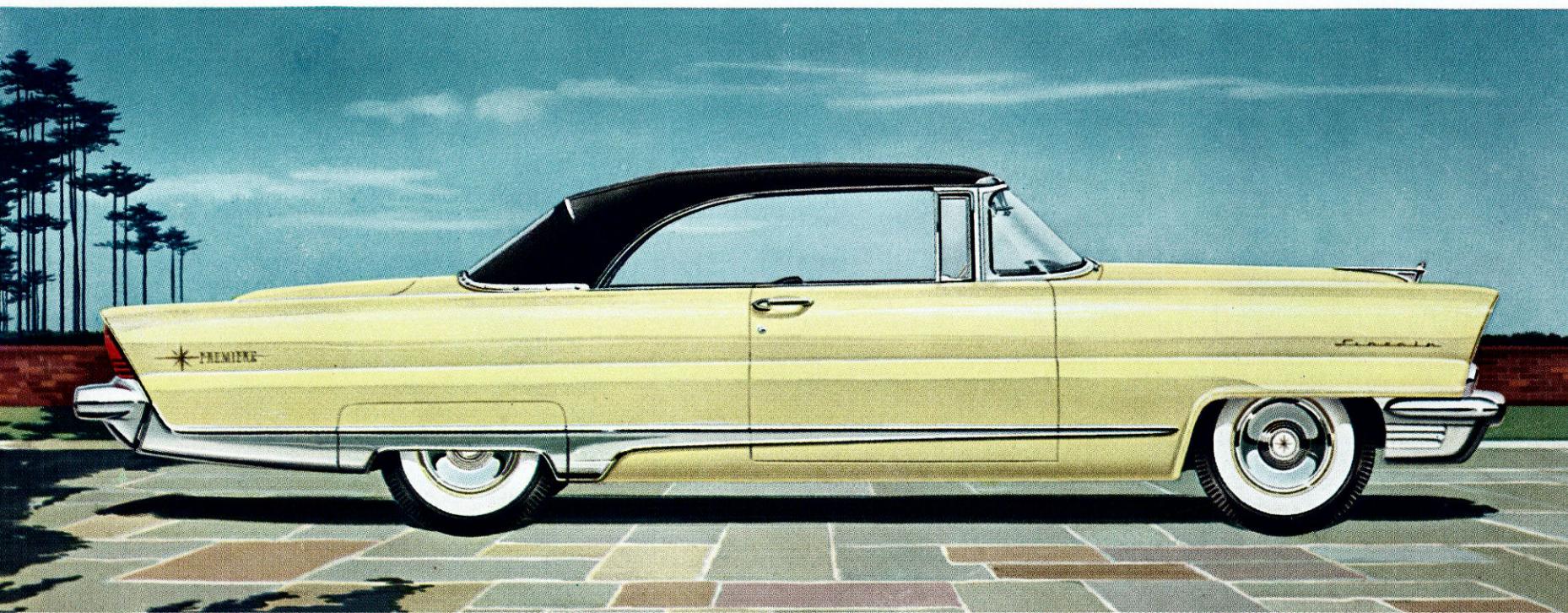
However big and roomy it may be, a sedan can still be graceful. We submit this 1956 Lincoln Premiere Four-Door Sedan as evidence of this Lincoln styling doctrine. For all its great size and luxury, this fine car retains the lithe and trim Lincoln look. ■ And it is big. Much longer over-all than even last year's Lincoln. Inside, both back and front, it offers so much more hip, leg and shoulder room that six husky men with their hats on can slip in easily and never crowd one another. We've done it. ■ So if you are used to thinking of a four-door sedan as ungainly and hard to handle, we invite you to surprise yourself from behind the wheel of this so-easy-to-lead Lincoln Premiere Four-Door. We're sure you'll be delighted.





Just suppose you're partial to yellow in your Lincoln Premiere Convertible. You then might elect to decorate its interior with black leather inserts sharply contrasted to the almost pastel yellow leather of the seats shown here. Notice that, though unsurpassed in luxury, Lincoln interiors wear their jewelry with very becoming discretion. This is only one of 15 all-leather interior combinations.

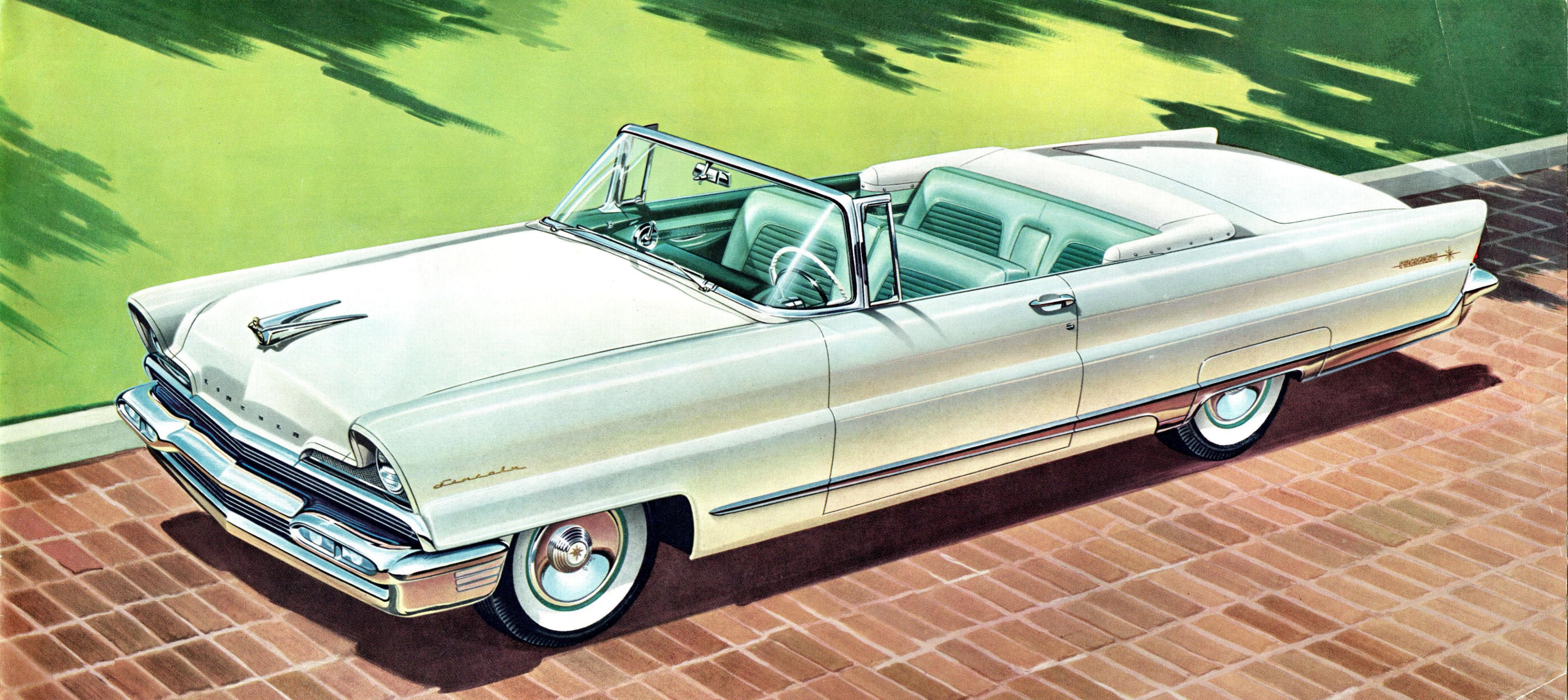
Looks just as exciting with the top up, don't you think? That top, incidentally, is made of the stoutest, best-looking orlon or rayon. It will withstand weather and live beautifully for a long time in the out-of-doors.



LINCOLN  **PREMIERE**

The Convertible

An automotive writer once commented that no other car seemed quite so natural a convertible as Lincoln—and in this 1956 Lincoln Premiere Convertible, you can see exactly what he meant. ■ The explanation, we think, is that Lincoln looks like an outdoor action car. When you crown the flowing lines with a rakish convertible top, you're merely extending the essential theme of Lincoln design. ■ Of course, when you drive this convertible, what is out of sight under the hood also does a great deal to further this impression of agile grace. You hardly have to do more than wish the new 275 horsepower Lincoln Engine into action, and the smoothest, most versatile automatic transmission ever engineered—new Lincoln Turbo-Drive—serves up the right power portion instantly, without jerk or lag or engine racing.





In this typical Lincoln Capri Coupe color arrangement, the exterior is in dark green. Seat bolsters are of dark green nub weave, complemented by seat upholstery in light green chevron weave. Remember, too, that Lincoln Capri interior luxury is surpassed only by the new Lincoln Premiere series. This monochromatic color harmony lets you express one of today's most striking fashions in your Lincoln—and your own personality, too.

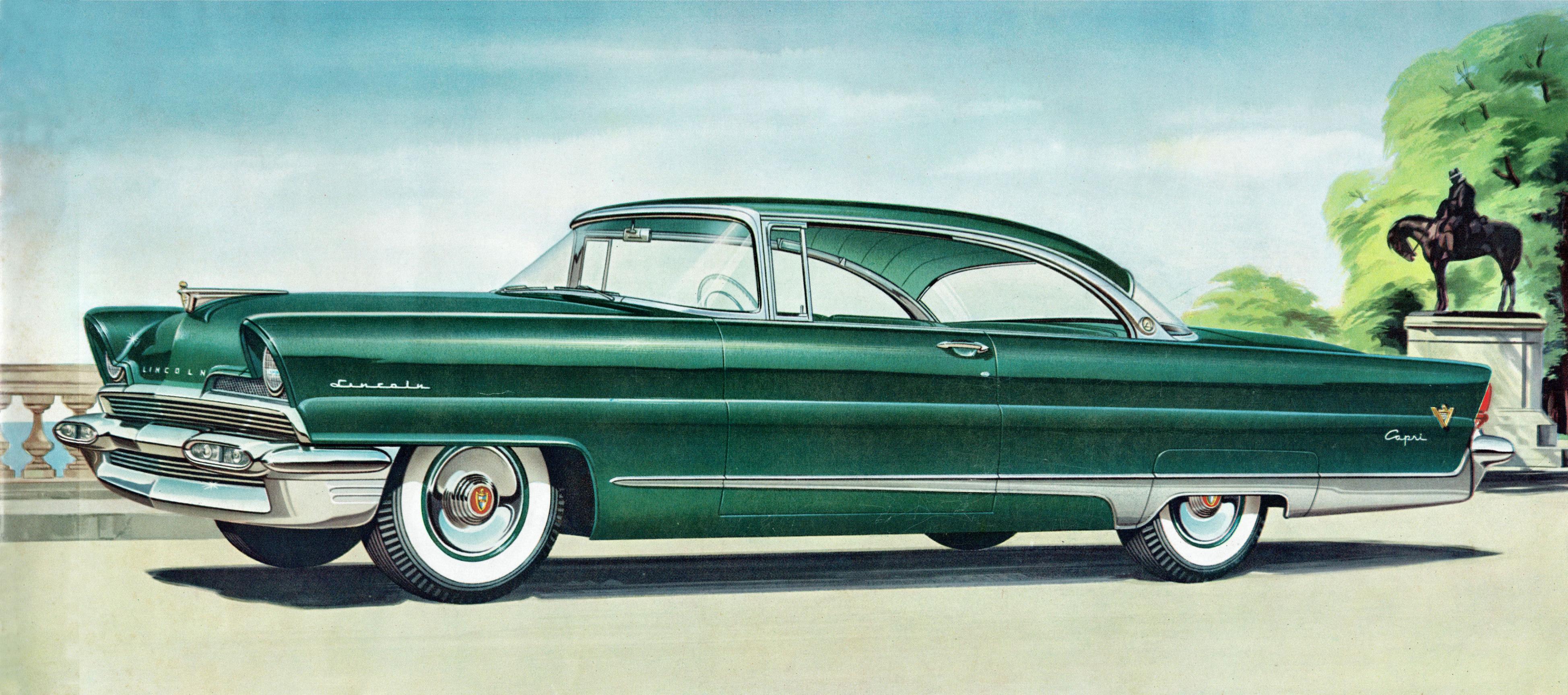
No need to tell you what Lincoln's hood-high fender concept does to produce an effect of taut, crisp magnificence. We just want to point out here the distinctive new mesh treatment around the headlights, the flowing horizontal lines of the bumper-grille, and the new parking and turning light integration with this Lincoln-originated unit. Because you won't find such refinements of unified design in any other car—at least for several years.



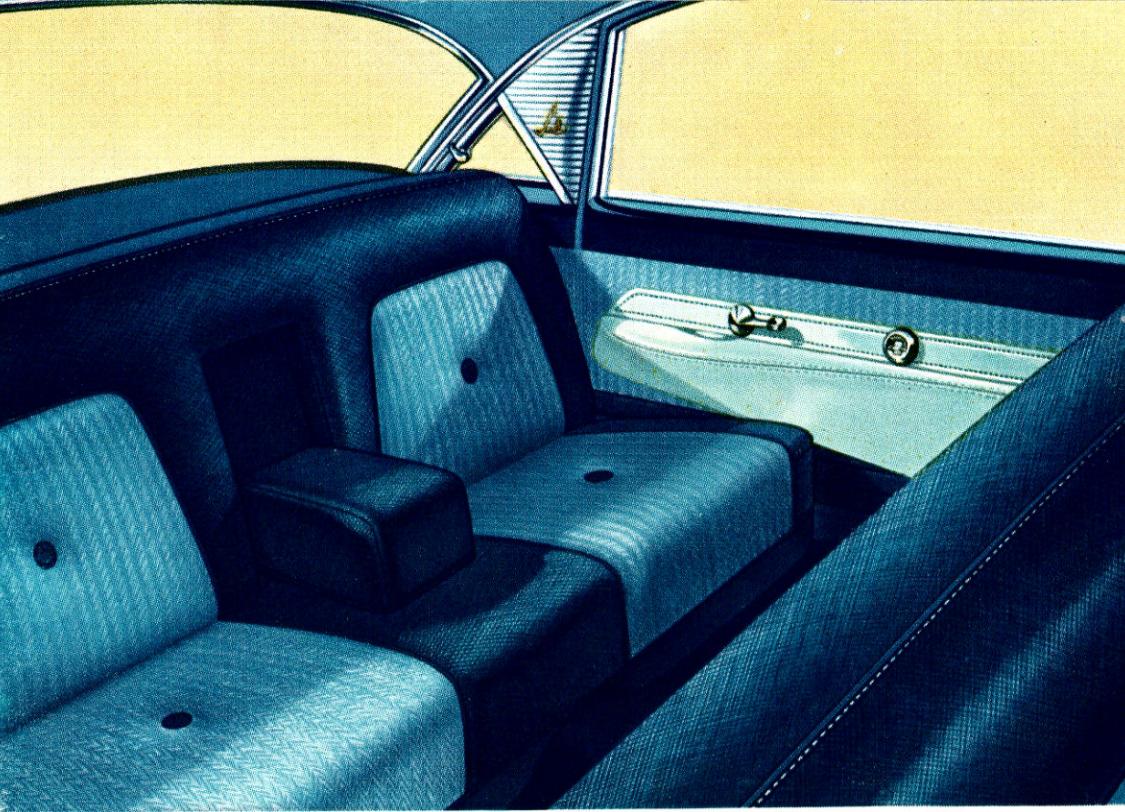
LINCOLN CAPRI

The Coupe

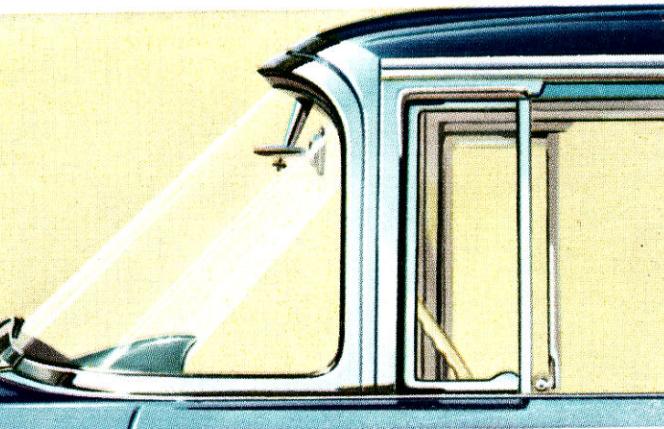
Too often, an automobile is a compromise—maybe sacrificing power to economy, or ruggedness to comfort, or handling ease to massive bulk. ■ This doesn't have to happen, though—and this new 1956 Lincoln Capri Coupe proves that a fine car can have a wonderful balance of attributes. ■ For instance, professional test drivers tell us that Lincoln, because of its ball-joint front suspension and superior controllable balance, corners better than many sports cars. Yet, these are the very features that also help insulate you against road bumps and produce the famous Lincoln gliding ride. ■ No other kind of suspension system can match the combination of roadworthiness and comfort provided by Lincoln's ball-joint suspension. Try it and see if you don't agree.



In the manner of one of today's smartest fashions, this Lincoln Capri interior is done in a monochromatic color harmony. Bolsters of dark blue nub weave blend smoothly with seats of light blue done in Lincoln's chevron weave. Like all Lincoln materials, in both the Premiere and Capri series, the materials shown here wear so well that there's really no need to hide Lincoln's beauty under seat covers.



It's obvious that visibility increases safety—and Lincoln for 1956 gives you an almost unbroken sweep of glass area to give you a clear view in every direction. The broad arc of Lincoln's new wider windshield and the low hood line combine to provide a really close-up view of the road ahead.



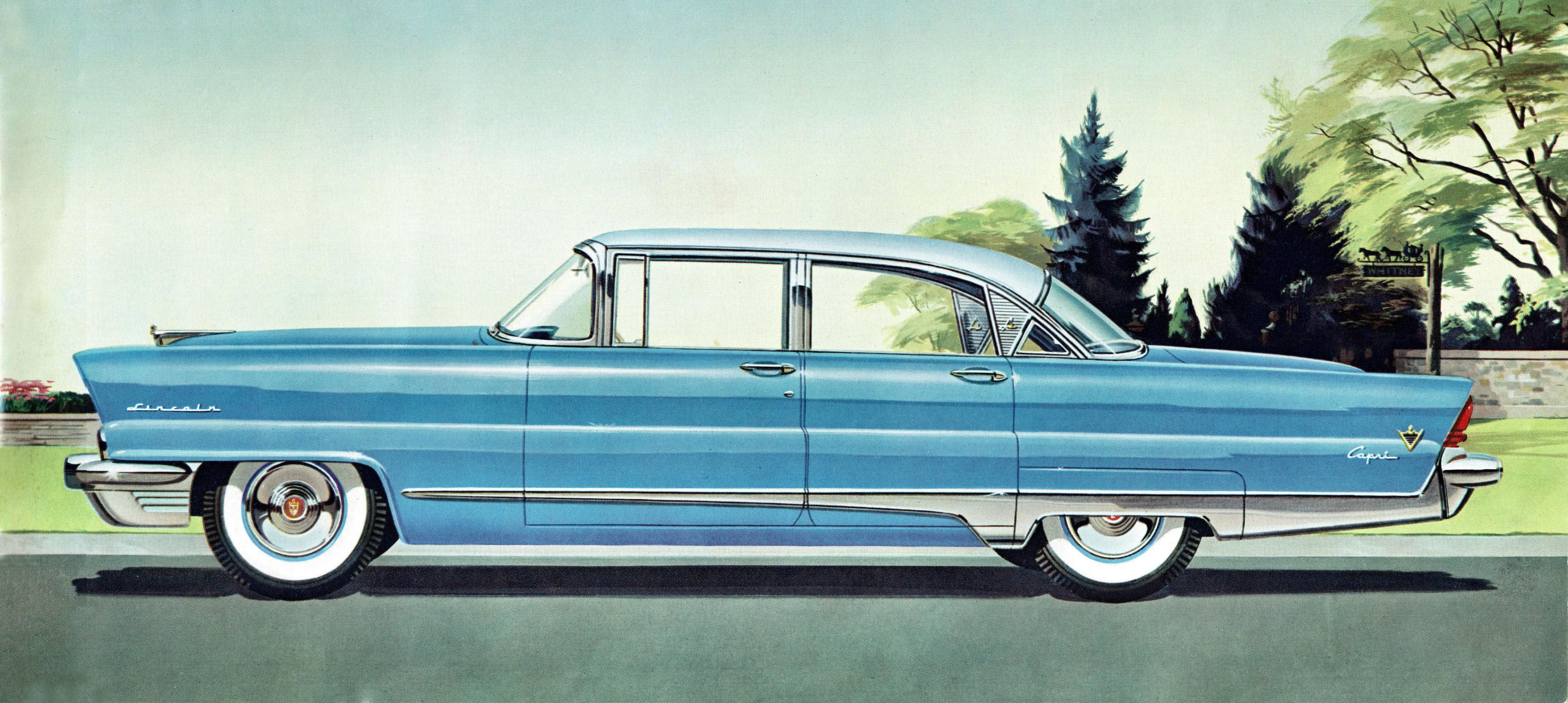
The longer, wider Lincoln rear deck naturally makes for more space underneath. But in addition to increased capacity, the Lincoln luggage compartment provides such thoughtful refinements as a pick-proof lock, and complete freedom from protruding parts which might damage luggage.



LINCOLN CAPRI

The Four-Door Sedan

May we again call your attention to the way Lincoln combines true size with trim gracefulness, using this 1956 Lincoln Capri Four-Door Sedan as an example of our idea? ■ Now, this Lincoln is a *long* car (see the specifications on the inside back cover). It's as roomy as they come, too—six adults can ride in uncrowded comfort. But because Lincoln believes that cars should be big without being heavily unmaneuverable, a woman can wheel this 18-foot-plus sedan into a tight curb space and smile about it. With Lincoln Power Steering (standard equipment on *all* Lincolns), she can do it with one hand. ■ In fact, Lincoln offers all the power assists—seats, windows, braking and even the Push-Button Lubrication system. And each is engineered for your safety as well as for effortless handling.



ENGINEERING ADVANCES...WHERE LINCOLN WIDENS ITS LEAD

NEW 275 HP LINCOLN ENGINE

...with high-torque power that works for your extra safety in every speed range

As you read this, we ask you to keep this one point in mind: everything we say about our engine can be proved. If we use words like "new" or "best," we are stating facts, not opinions.

So we'll start right off by telling you that the 1956 Lincoln Engine is entirely new. It differs importantly from any other V-type engine under the hood of any other large car. And, in terms of the ratings you are probably most familiar with, this new Lincoln Engine has 275 horsepower, and a new high-efficiency 9.00 to 1 compression ratio.

There's another listing you'll see in the 1956 engine specifications, that is actually far more meaningful for you.

What it says is: *Torque—401 foot pounds at 2,800 rpm.*

What it means is that Lincoln power is usable, practical, safety-minded. That you get its full benefit at the speeds you usually drive in. That at 5 miles per hour . . . 10 miles per hour . . . 30 miles per hour—as well as at the legal limits—power works to give more responsive performance.

Our new 4-barrel carburetor design—improved successor to the first fully automatic 4-barrel carburetor pioneered by

Lincoln—carries out this same realistic philosophy. The two reserve barrels are called into action solely by the demands of the engine rather than by the accelerator. You get the happy result in instantaneous acceleration reflexes at every speed—and better gas mileage at low speeds.

This year, too, we're introducing the temperature-controlled air induction system. This feature lets only pre-warmed air into the carburetor when the engine is cold, and only cool outside air when the engine is warm. Result: faster warmups and no carburetor icing in cold weather . . . higher breathing efficiency in any weather. This is another Lincoln engineering first—an important one.

And there are many more engineering refinements in this new Lincoln Engine—far too many, in fact, to include here. But the essential difference—the difference you can feel and appreciate when you drive the new Lincoln—is that Lincoln power is more than "paper" horsepower. It is everyday power, every speed power performing all the time for your safety.

Yes, and for your pleasure, too.

NEW LINCOLN TURBO DRIVE

...with "escalator action" for smoother, more responsive performance

Even the most powerful engine can't deliver any better performance than its transmission permits.

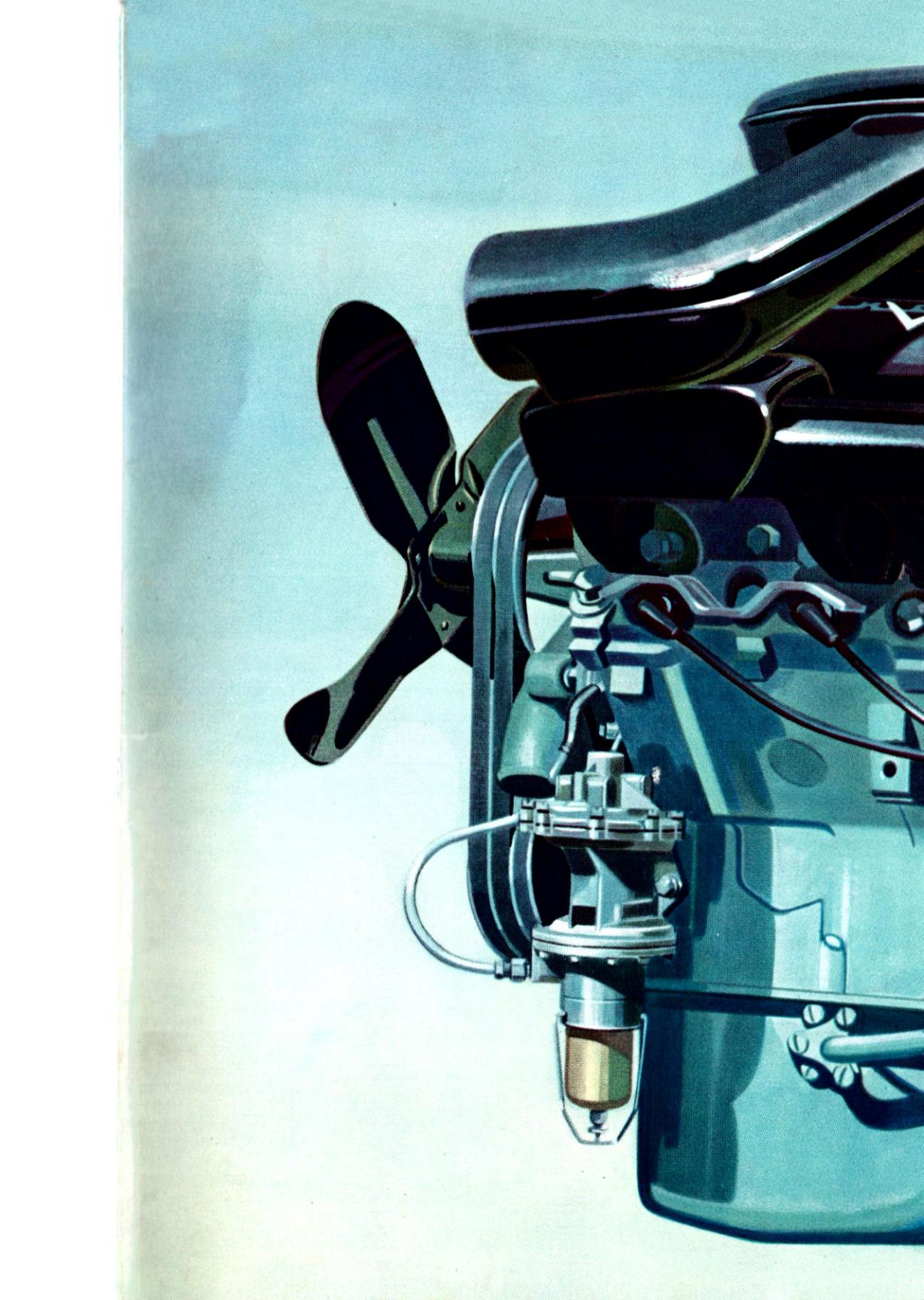
That's the very reason why we designed Lincoln Turbo-Drive to measure up to the 1956 Lincoln Engine in every phase of performance.

This means that Lincoln Turbo-Drive is the smoothest, most responsive and versatile transmission yet developed—by years. Only Lincoln in the fine car field has this uniquely different transmission, and it's standard equipment on *all* Lincoln models for 1956.

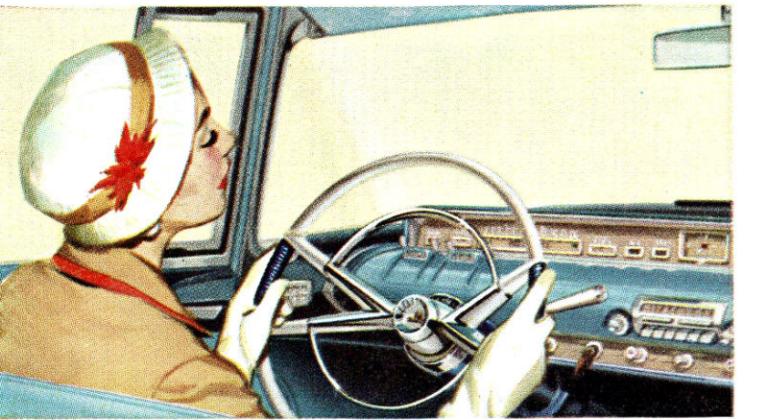
Now, let's see why we can promise that you will be completely unaware of any jerk or hesitation or engine race when your Lincoln changes gears. That it will

respond immediately. That you will have no sensation of high engine speed and noise when you're actually moving quite slowly. That you can get the precise acceleration you need to get away fast or pass safely—without ever moving the selector lever.

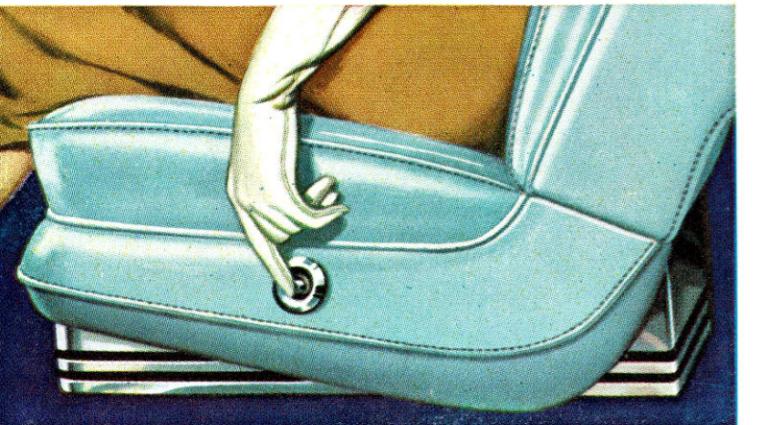
Why not come in today to test for yourself the smoothest and most effective engine-transmission teamwork in the fine-car field? We'll let a Lincoln do the talking—with performance.



LINCOLN POWER ASSISTS



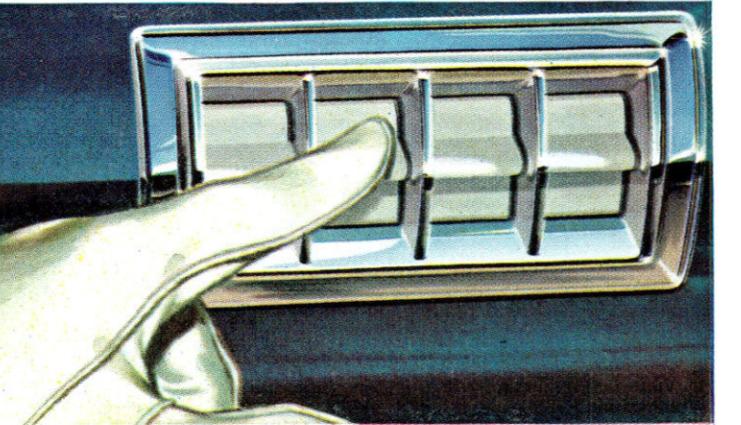
Lincoln Power Steering with the new "In-Line" design—is the successor to every unit you've ever known. It does all the real work (80% of the turning effort), and keeps that all-important "feel of the road." Its simplified design lessens the sensation of transition from manual to power-assisted steering—reducing any tendency to over-steer. (Standard equipment on all 1956 Lincolns.)



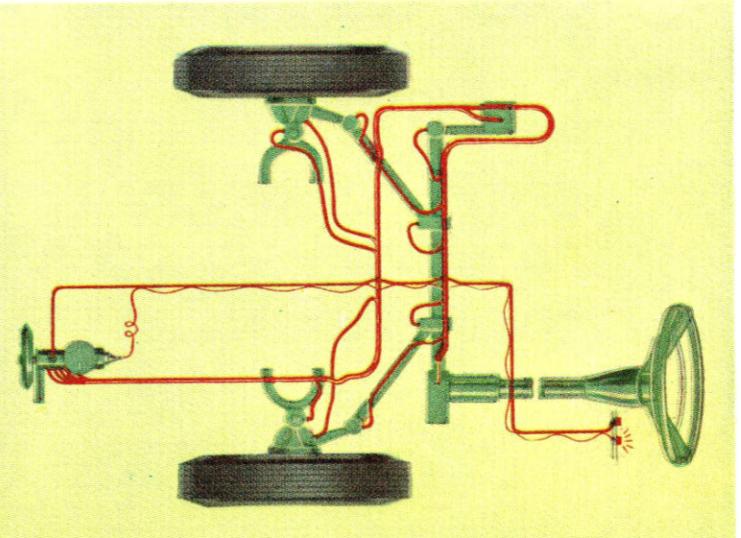
Lincoln Four-Way Power Seat adjusts to your own height and comfort—as well as giving you a position that will improve your control and visibility. You just touch the single control switch and the seat adjusts—up or down, back or forward. Even your favorite easy chair couldn't fit you better. A Lincoln "first." (Standard equipment on Premiere models, optional at extra cost on Capris.)



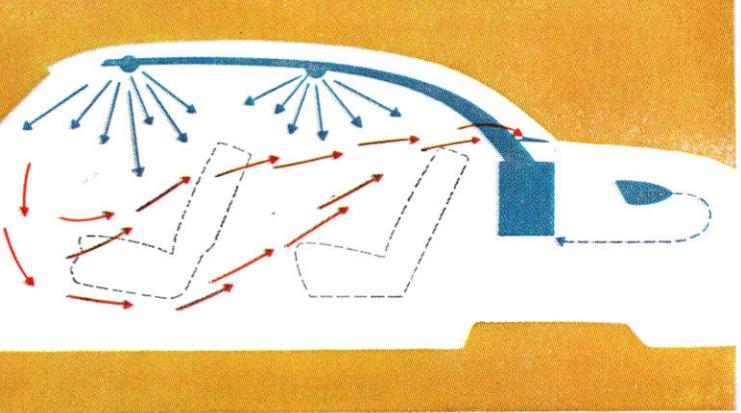
Lincoln Power Braking gives you sure, smooth stops with only half the effort required on regular brakes. You don't even have to lift your foot. Instead, you just pivot on your heel from gas pedal to the wide, low-level brake pedal and press lightly down. And for 1956, Lincoln engineers have designed a vacuum reserve which will give you power stops even should the engine stall. An extra-cost option.



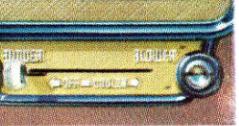
Lincoln Power Window Lifts let you, the driver, control all four windows in the car just by touching the switches—just ahead of the door panel. There's a separate control for each of the other three windows. And this Lincoln power feature can be installed to operate only when the engine is on, or even when the engine is off. (Standard equipment on Premiere models, optional at extra cost on Capri series.)



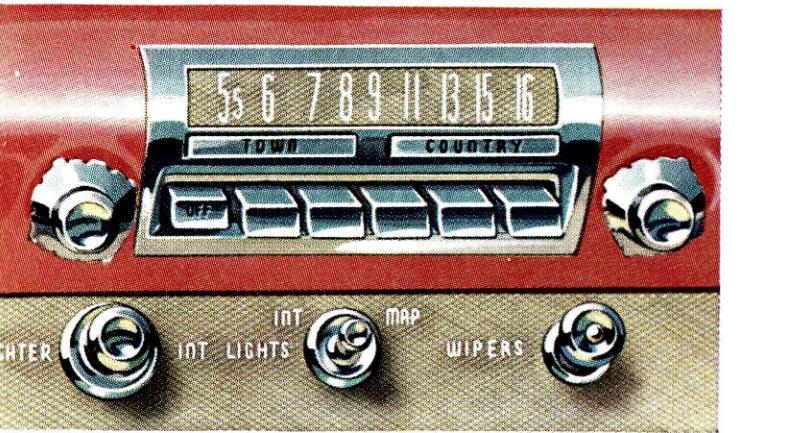
Lincoln Push-Button Lubrication never overlooks a single fitting in front suspension and steering, and will save you the inconvenience of having your car tied up for hours while the very important lubrication service is performed. You just touch the button on the instrument panel. In a few seconds, a green light will come on, telling you that every fitting has been greased. Power-operated, this system lubricates from the inside, so fittings are sealed permanently from harmful dirt. The grease reservoir holds enough for 250 to 300 lubrications—about a year's supply. Even in rainy weather or in dusty areas, then, you can keep your Lincoln properly greased at all times. And, as you probably know, frequent lubrication is one of the most important ways to keep that smooth, new-car feel—to keep Lincoln handling obedient and well-mannered. A Lincoln "first," optional at moderate extra cost.



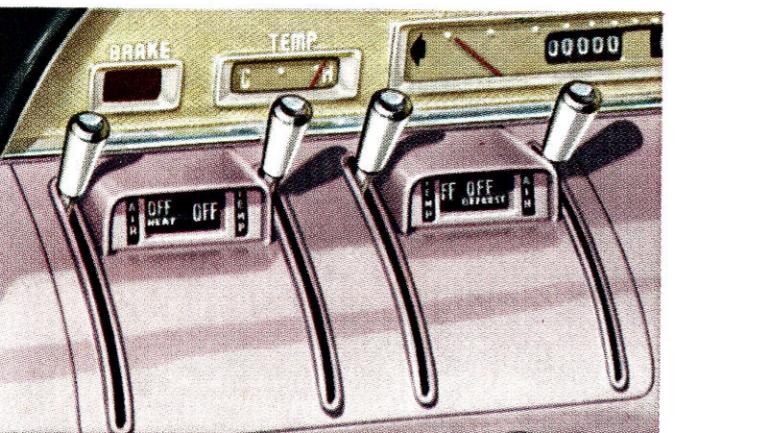
Lincoln Air Conditioning—No matter how hot and humid the weather is, you will ride in cool, dust-free comfort with Lincoln Air Conditioning. Outside air enters the intakes at the sides of the car and channels to the compact refrigeration unit, which is tucked away in the trunk. There, the air is filtered, cooled and dehumidified. After that, it enters the car interior through louvers that can be controlled by each passenger. The instrument panel controls let you decide exactly how cool you want your Lincoln interior to be. Even after your Lincoln has been parked in the hot sun for hours, you'll have a cool interior in a matter of seconds—with 258 cubic feet of air entering the car every minute. And because you ride with your windows rolled up, you can enjoy your radio more. You'll be able to talk in whispers and be heard. You'll be free of drafts and wind noise, dust and pollen, insects and rain. Even on the hottest days of the year you can drive in cool comfort and arrive feeling even fresher and more relaxed than when you started. The most modern air-conditioned room couldn't be more comfortable than your Lincoln with air conditioning.



LINCOLN ACCESSORIES



Lincoln Travel-Tuner Radio is completely new in that it tunes in *both* directions and has two switch bars—one for "town" and one for "country." The front and rear speakers give you a "stereophonic sound" effect and can be controlled separately for acoustical balance. The electrically-operated antenna can be raised or lowered from inside the car.



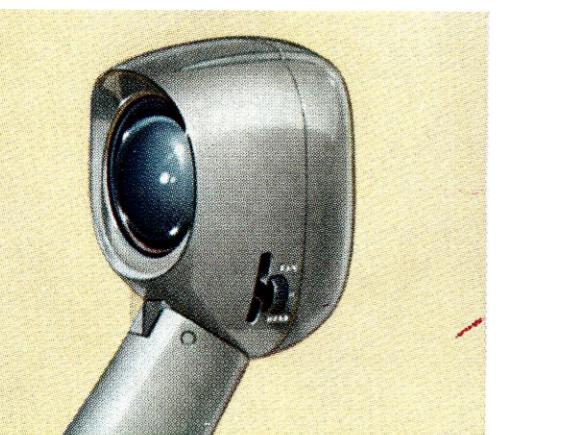
Lincoln Dual-Control Heater combines an underseat heater with a front compartment heater. It allows the driver to choose the degree of warmth he wants. There's a two-speed blower for heat circulation and defrosting, which also gives you additional control of heating. Heating and defrosting operate independently in this versatile unit.



Rear Window Defroster has two powerful blower fans, installed out of sight beneath the package tray, and will keep Lincoln's wide rear window clear of frost and fog in all kinds of weather. Throughout the year, it assures you of the clearer rear window visibility necessary for complete driving safety.



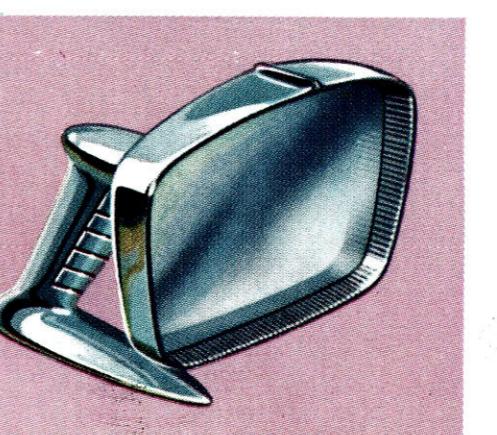
Custom Spotlight with Integral Mirror is styled to go with Lincoln's clean, modern beauty. It throws a powerful, concentrated beam of light 1,000 feet and can be adjusted from inside the car with its convenient pistol-grip control.



Lincoln Automatic Headlight Control lowers your headlight beams when other cars are approaching you at night. As soon as traffic is past, beam raises automatically back to bright. Over-ride foot switch gives you manual control for passing.



Windshield Washers are not only a convenience, but a safety feature, too. By just pressing the button in the center of the wiper knob, you can easily keep that big Lincoln windshield clear of dust, insects and mud splatterings.



Lincoln Visored Outside Rearview Mirror features clean, crisp lines, in the Lincoln manner. The sun visor reduces reflections and glare. The mirror is available in either right-hand or left-hand models.

LINCOLN SPECIFICATIONS

Type: The 1956 Lincoln V-8 is an advanced low-friction, short-stroke design, developing 275 horsepower. Delivers 401 ft.-lb. torque at 2800 rpm. Bore 4.00 in., stroke 3.66 in. Displacement 368 cu. in. Compression ratio 9.00 to 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 with steel expander. 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 oil filter. Gear type oil pump. Combination road draft and self-induced crank-case ventilation. Oil capacity 5 quarts (refill).

Cooling: "Controlled-pressure" cooling system with pressures up to 15 pounds per sq. in. Full-length water jackets encircle cylinders. Impeller-type water pump. Thermostatic temperature control. Radiator capacity (with dual-unit heater) 25.50 qt. Low-speed five-blade fan.

Fuel System: Automatic 4-barrel carburetor with vacuum-operated secondary barrels. Concentric fuel bowl. Two-stage operation. Low-restriction oil-bath air cleaner enclosing fuel bowl. Automatic idling control. 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: Full-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 65 ampere-hour capacity. 12-volt ignition system.

Exhaust: Overhead exhaust manifolds. Dual exhaust with reverse-flow muffler and resonator in each exhaust line.

Engine 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.

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.

Dimensions: Wheel base 126 in. Overall length 222.9 in. Over-all width 79.9 inches. Over-all sedan height (loaded) 60 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 .106 stock, hardtop and convertible siderails are .132 stock. Hardtop and Convertible use basic frame. Convertible has capping strip to 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 hydraulic shock absorbers mounted inside front coil springs. 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. Pedal-ant-type suspended brake pedal, pivoted at top. 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. Integral forced air cooling.

Drive: Hotchkiss with thrust taken by frame siderails. 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. Body insulated against sound and weather with glass fiber pads and other materials. Up to 36.5 cu. ft. trunk space. Combination bumper-grille with double impact bars. Finished with pigmented baked enamel.

Prices: Some of the 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.

STADIUM MOTORS, INC.

1501 N. Monroe Street, Madison, Wisconsin