



Classic elegance in motorcars...

CONTINENTAL MARK III AND 1958 LINCOLN

Classic elegance in motorcars...

THE NEW CONTINENTAL MARK III

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

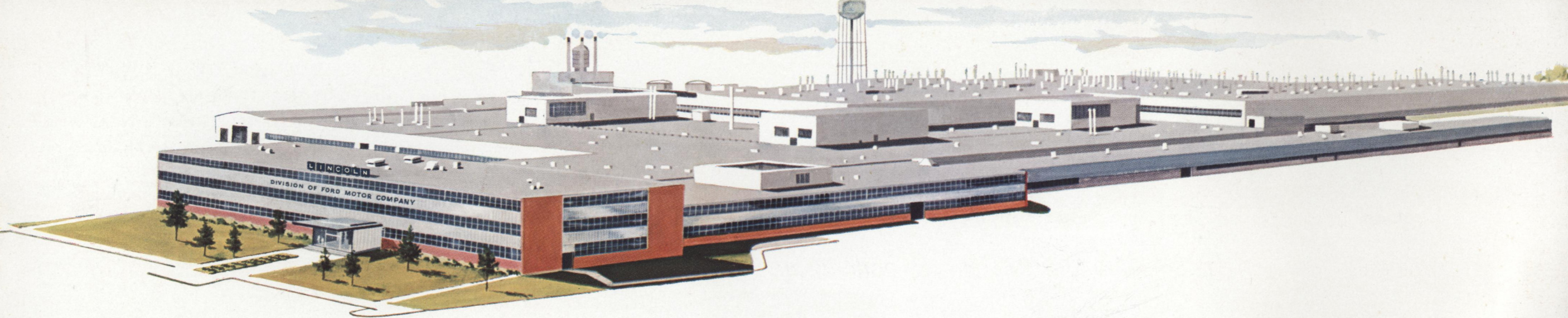
THE 1958 LINCOLN

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 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.



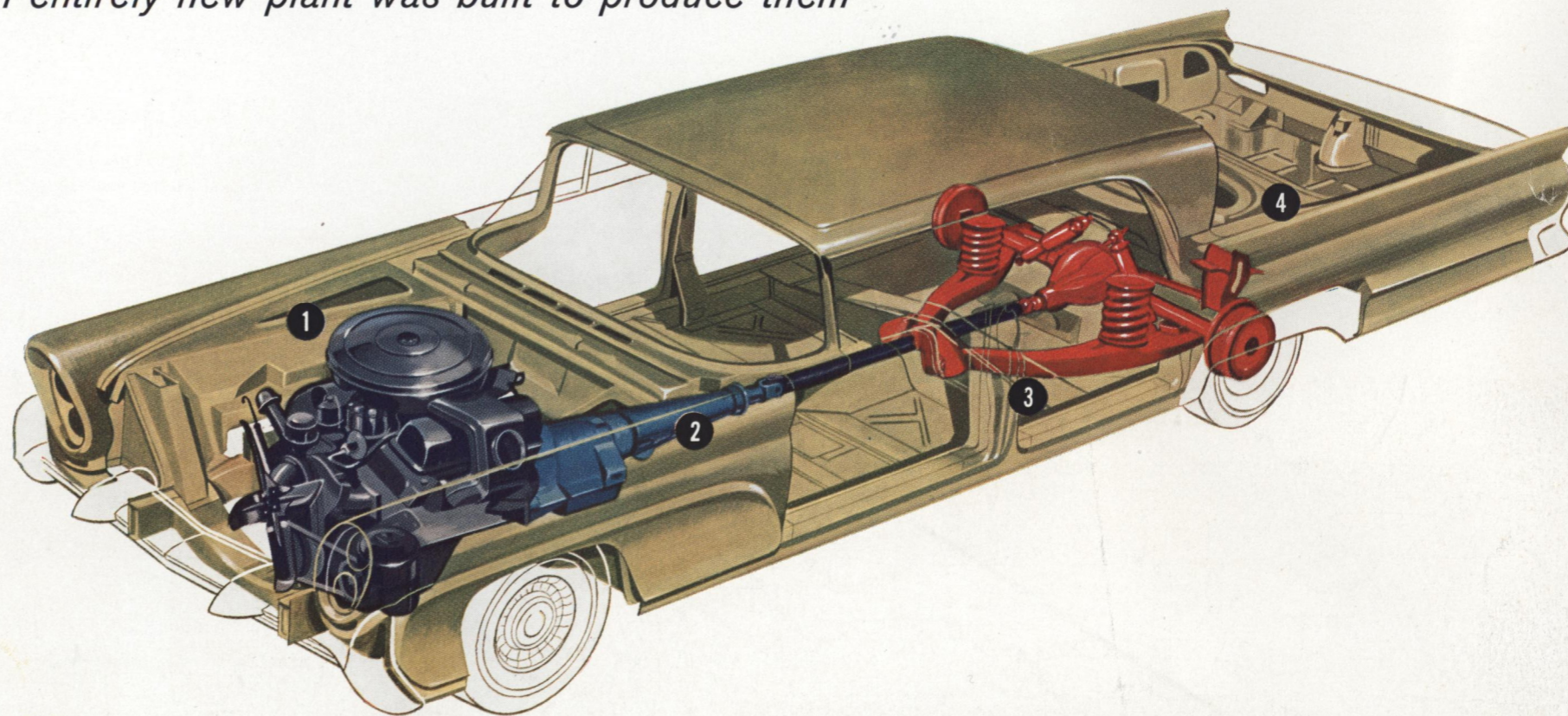
In engineering . . . cars so new that an entirely new plant was built to produce them

1 The Engine is New! Under the long, low hood of every Continental and Lincoln is a new, 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 takes better advantage of the potential power of gasolines.

2 The Transmission is New! The silent power of every Continental and Lincoln is delivered to the rear wheels through Turbo-Drive—the smoothest, most versatile of all automatic drives. Newly designed and enlarged to transmit increased torque output, this new 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 slow-pokes on the turnpike—you'll only be conscious of a *silent, smooth, single sweep of motion*.

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

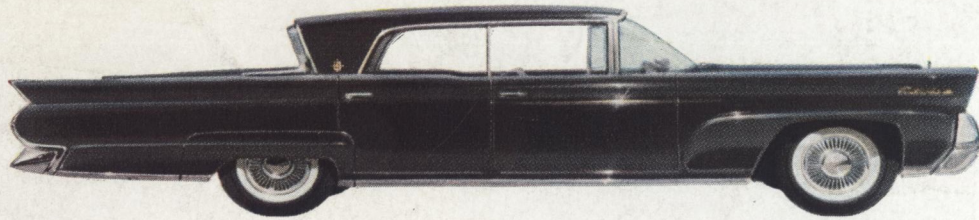
3 The Suspension System is New! For 1958, our engineers have pioneered a new system of rear suspension that gives you the most relaxing roadability you've ever known. We call it a "trailing-arm" suspension, and what that means is this: the movement between axle and body is controlled by coil springs 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. The difference? You'll notice a firm, tremor-free smoothness . . . freedom from rear end "squatting" on take-offs and "rear end rise" on rapid stops.



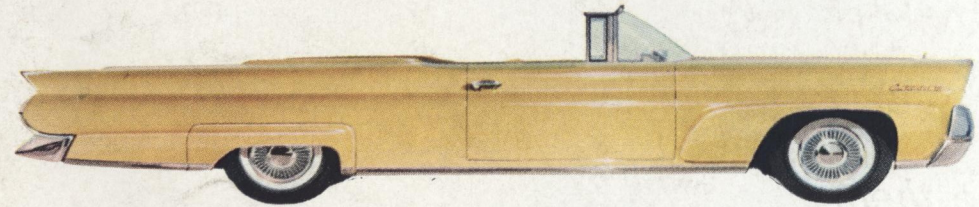
4 The Frame and Body Construction is New! Shut a door or close the hood of a Continental or Lincoln, and listen to the vault-like sound. Better still, ride over the roughest pavement you can find. You'll know that these are the quietest motorcars you've ever experienced. One of the big reasons for the 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 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.

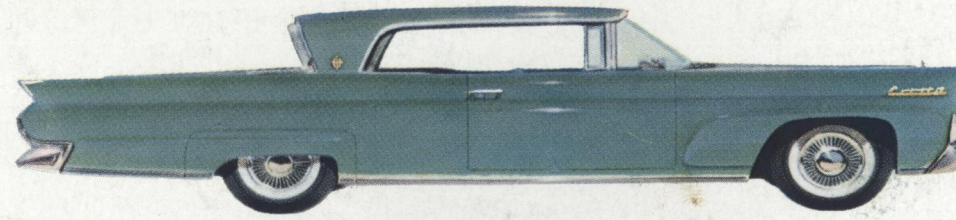
CONTINENTAL MARK III



THE CONTINENTAL 4-DOOR SEDAN



THE CONTINENTAL CONVERTIBLE

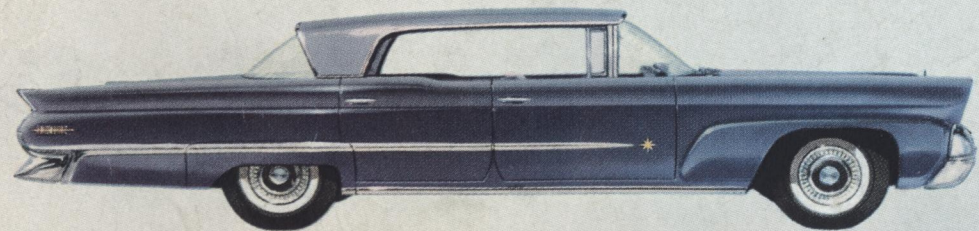


THE CONTINENTAL COUPE



THE CONTINENTAL 4-DOOR LANDAU

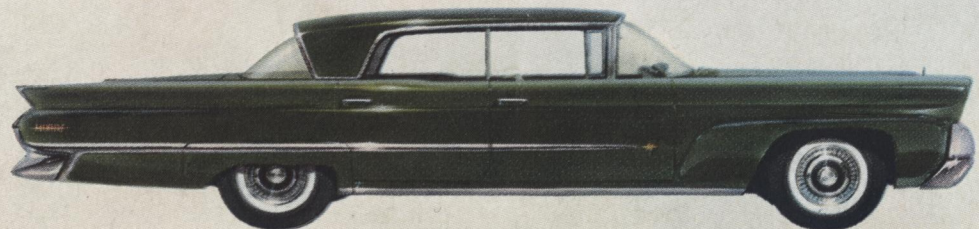
LINCOLN PREMIERE



LINCOLN PREMIERE 4-DOOR LANDAU

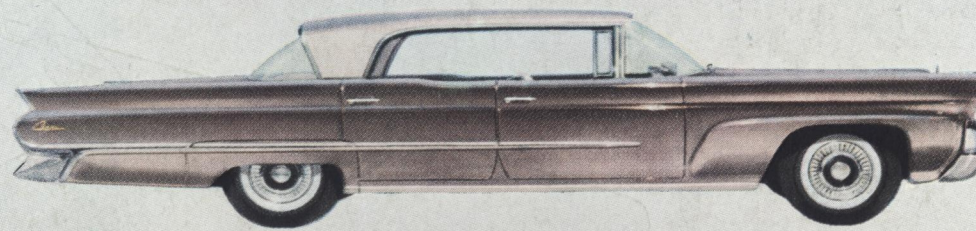


LINCOLN PREMIERE COUPE

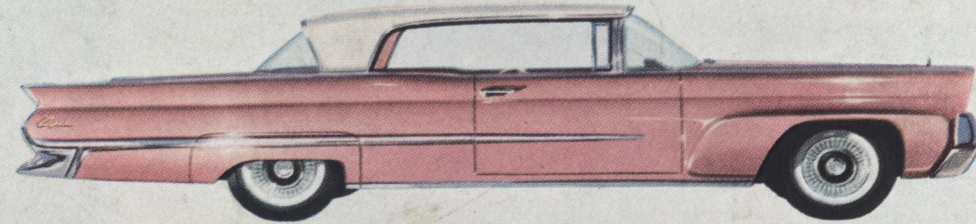


LINCOLN PREMIERE 4-DOOR SEDAN

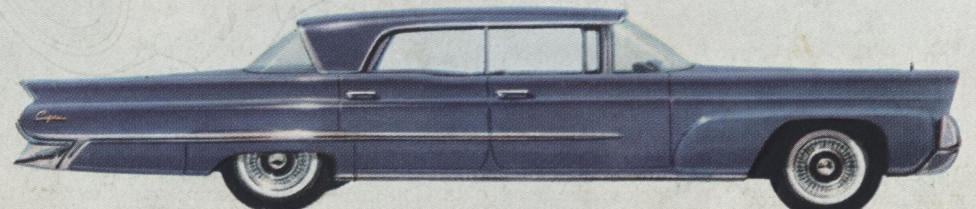
LINCOLN CAPRI



LINCOLN CAPRI 4-DOOR LANDAU



LINCOLN CAPRI COUPE



LINCOLN CAPRI 4-DOOR SEDAN

CONTINENTAL MARK III AND 1958 LINCOLN SPECIFICATIONS

ENGINE—TYPE: Advanced, short-stroke design, developing 375 horsepower at 4800 rpm. Delivers 490 lb.-ft. of torque at 3100 rpm. Bore 4.30 in., stroke 3.70 in. Displacement 430 cu. in. Compression ratio 10.5:1. Deep skirt alloy iron cylinder block. 5-main bearing crankshaft. Aluminum-alloy pistons have two compression rings and one oil control ring. Top ring chrome plated. Rotating-type overhead valves with hydraulic valve lifters.

LUBRICATION: Pressure lubrication to all main, connecting rod and camshaft bearings and rocker arms. Full-flow, throw-away-type oil filter. Oil capacity 6 quarts (refill) with filter change, 5 quarts without filter change.

COOLING: "3 stage pressurized" with 3 thermostats to control coolant flow. Water jacketed intake manifold. Capacity with heater, 26 quarts; without heater, 23.

FUEL SYSTEM: 4-barrel carburetor with vacuum-operated secondary barrels. Automatic choke. Fuel capacity 22 gallons. Built-in plastic fuel tank filter.

ELECTRICAL: Centrifugal-vacuum spark control. Weatherproof ignition. Anti-fouling 18 mm gasket-less, tapered-seat spark plugs. 78 plate aircraft-type battery with 70 ampere-hour capacity. 12-volt ignition system.

EXHAUST: Dual with reverse-flow mufflers and resonators.

AIR INTAKE: Temperature controlled air induction system for better performance and improved fuel economy. Paper-pak air cleaner.

DIMENSIONS: Wheelbase 131 in. Over-all length, 229 in. Over-all width, 80.1 in. Over-all sedan height (loaded), 56.5 in. Tread 61 in., front and rear. Tire size, 9:00 x 14 (closed cars), 9:50 x 14 (Convertibles and air conditioned cars.)

CONSTRUCTION: Welded, integral body and frame. Rustproofed by immersion to belt line of car.

FRONT SUSPENSION: Improved ball-joint type. Telescopic-type shock absorbers. Over-all power steering ratio 20:1:1.

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

BRAKES: Vacuum boosted hydraulic brakes with 11 inch drums. Total effective braking area 262 sq. in. Molded asbestos linings. Independent mechanical parking brake on rear wheels.

TURBO-DRIVE TRANSMISSION: Fully automatic fluid torque converter and 3-speed planetary gear train. Oil reservoir capacity (refill) 21 pints. External oil cooler.

DRIVE: Semi-floating rear axle. Rear axle ratio 2.87:1, optional and on air conditioned cars 3.07:1. Drive through trailing arms.

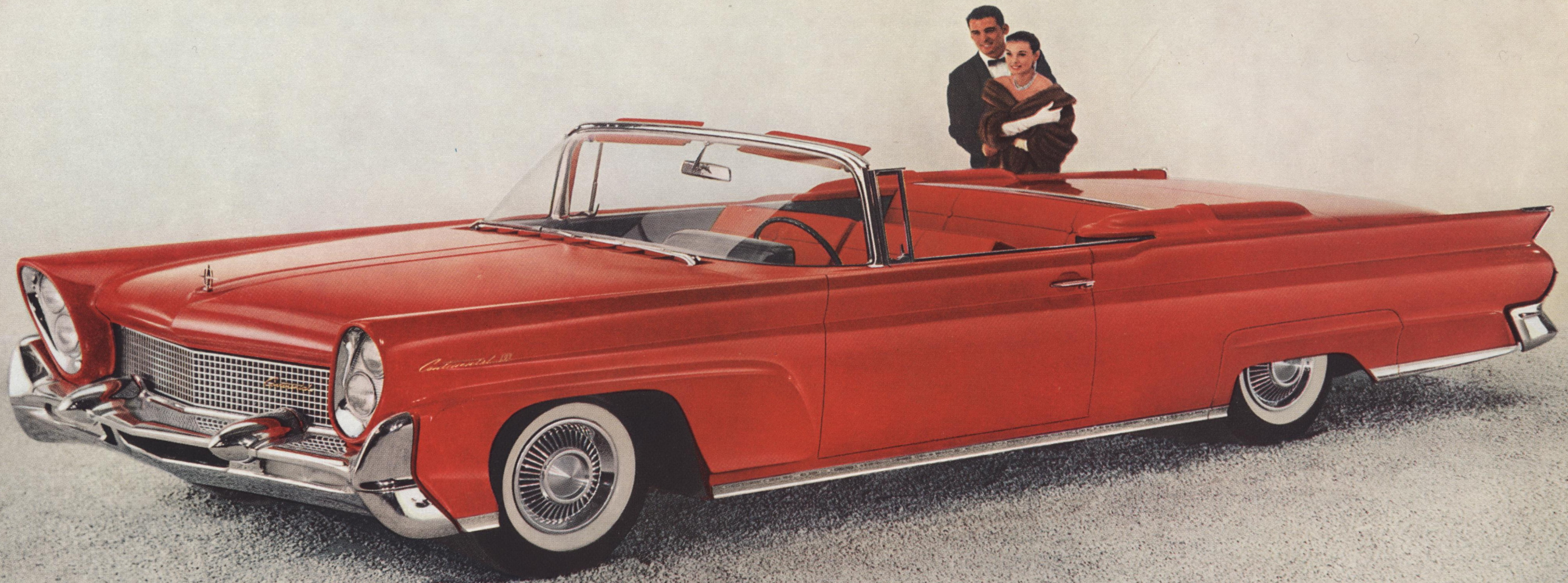
BODIES: All-steel heavily reinforced. All welded with double panel doors. Baked enamel. 3 prime coats and 2 finish coats.

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 Continental and Lincoln dealer.

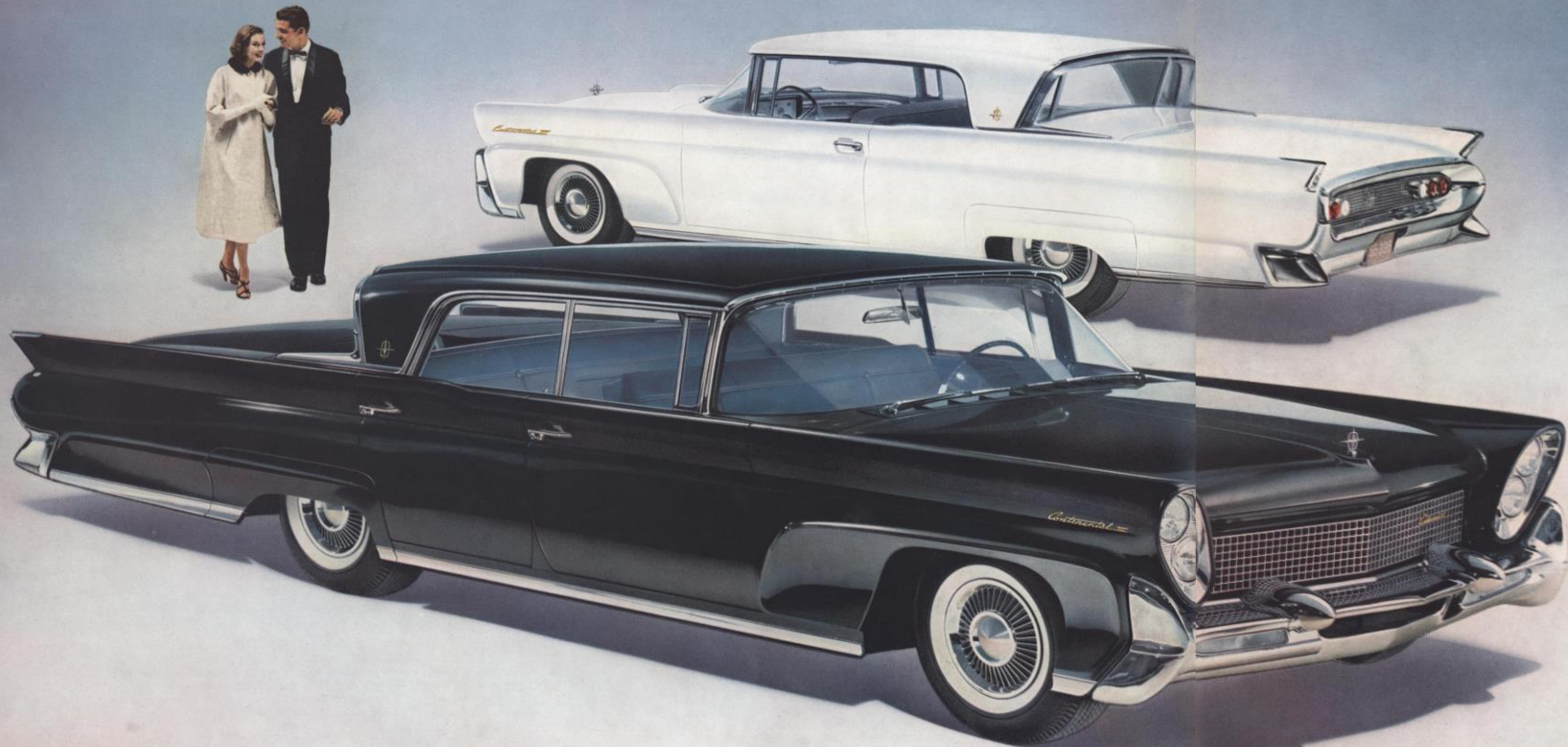
The specifications contained herein were in effect at the time this folder was approved for printing. The Lincoln and Mercury Division of the Ford Motor Company reserves the right to discontinue models at any time, or to change specifications or design.

ACCESSORIES

New Travel-Tuner Radio • FM radio tuner • New Single Control Heater and Air Conditioner • New "Venetian" Sun Visors • New Sealed Beam Portable Spotlight • Automatic Headlight Dimmer • Seat Belts • New Wheel Covers • Power Vent Windows • 6-way Power Seat • Push-button Power Lubrication • Electric Door Locks • Tinted Glass • Nylon-cord Tires • Electric Trunk Release • Dual Automatic Radio Antennas • Automatic Starter • Curb Buffer Moulding



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 design 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 . . . a hinged all-steel deck panel that encases your convertible top . . . automatically . . . and an exclusive new two-tone top that crowns the beauty of classic Continental lines.



The Continental MARK III

crafted without compromise . . .

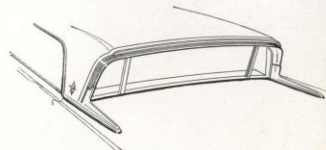
to be the finest motorcar in the world

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 here is the longest, lowest, most spacious six passenger sedan 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 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 the driver's armrest control panel and the rear window slides out of right—to give you open-car ventilation. (On all Continental models, including the Convertible.)

THE CONTINENTAL COUPE (above)
in Stormist White.

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



The Lincoln Premiere

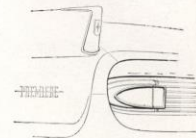
*Magnificently new
in every Continental-inspired detail
of design, engineering, luxury*

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, you will know why we say its classic beauty is ageless. Here, in the Continental hood and roof line . . . the side spear accenting clean-lined length . . . the oval back panel with integrated 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. And under the long, low hood whispers a new 375 horsepower engine.

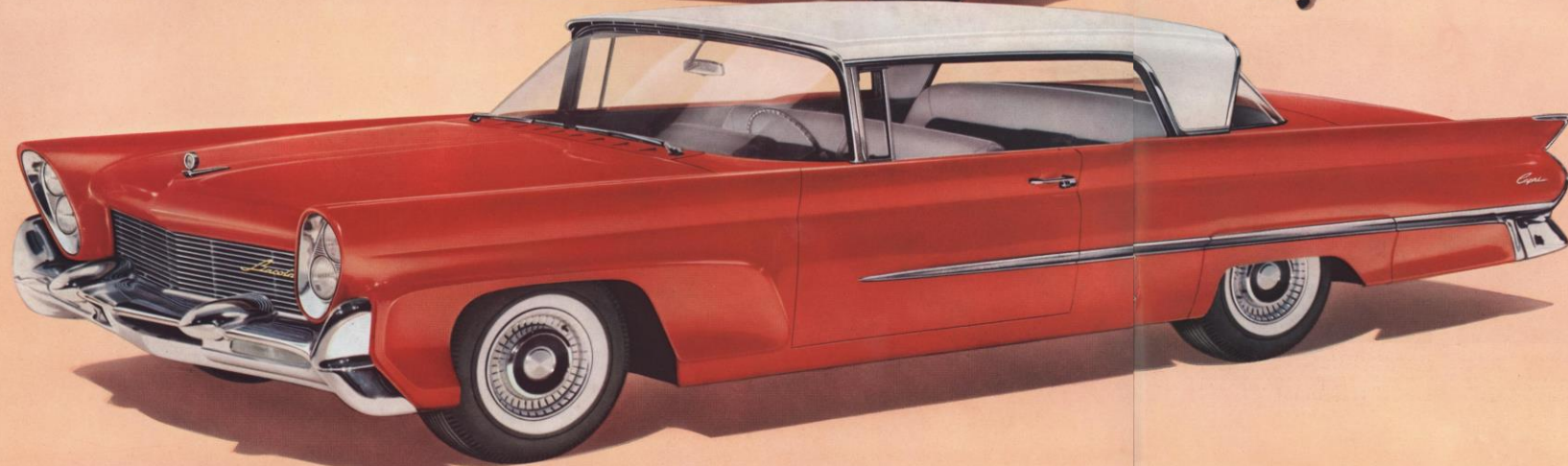
Everything else is new, too—body and frame combined in new single unit construction . . . trailing-arm rear suspension . . . and much, much more.



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

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

THE LINCOLN PREMIERE LANDAU (below)
in Arrowhead Blue.



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 new Capri series.

Classic new styling: No reward more lasting than this. For here 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 effortless driving surpassing the most legendary Lincolns and Continentals of the recent past.

Luxurious fine car comfort: This car was designed around leg-stretching, shoulder-free roominess—with as much as 4 inches more shoulder room in front, and as much as 6 inches more shoulder room in the rear, than other cars in the fine car field.

One ride, and you'll sense luxurious comfort provided by new trailing arm rear suspension . . . and the solid security of body and frame joined in 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.



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

THE LINCOLN CAPRI LANDAU (above)
in Sunset.

THE LINCOLN CAPRI COUPE (below)
in Stormist White over Matador Red.

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

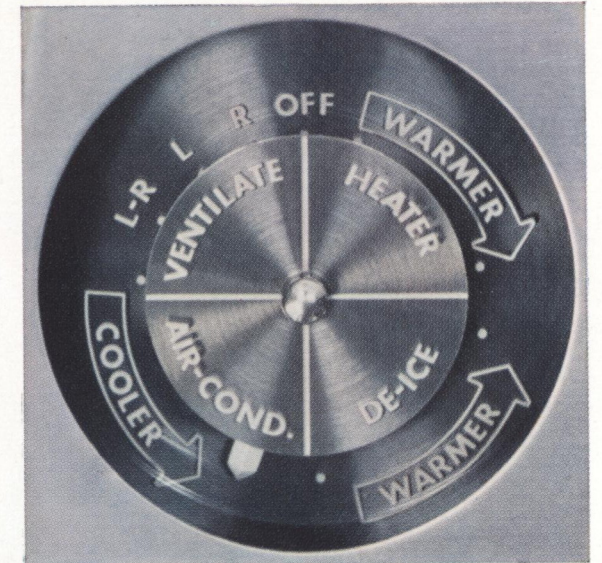
Because we know you're going to spend a great deal of time inside your car, the constant aim of our designers and engineers is to make your Continental or Lincoln a luxuriously relaxing car to live in . . . and to drive.

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.

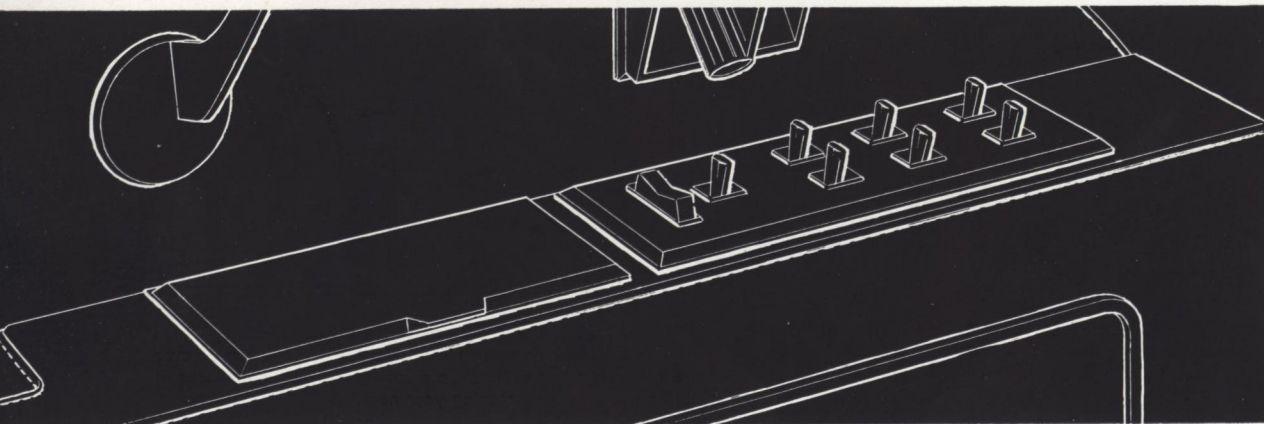
Take, for example, the aircraft type instrument cluster—mounted on a single panel for easy access and easy visibility. You will notice how the large semi-circular speedometer catches your eye through the wide-open arc of the deep-dish safety steering wheel.



Touch . . . and power vent windows let you adjust ventilation without taking your eyes from the road. A switch on the driver's door controls both vents, and a switch on the opposite door lets passengers operate the right-hand vent.

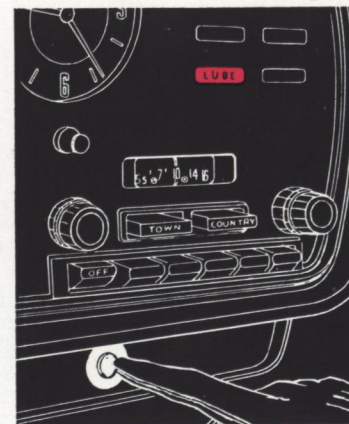


Touch a single control for your heater and air conditioner. You just turn the knob and watch a pointer on an "easy-to-read" dial indicating heater and air conditioner setting. To convert your system from summer cooling to winter heating, (or vice versa), you simply pull out or push in defrost or vent knobs.



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

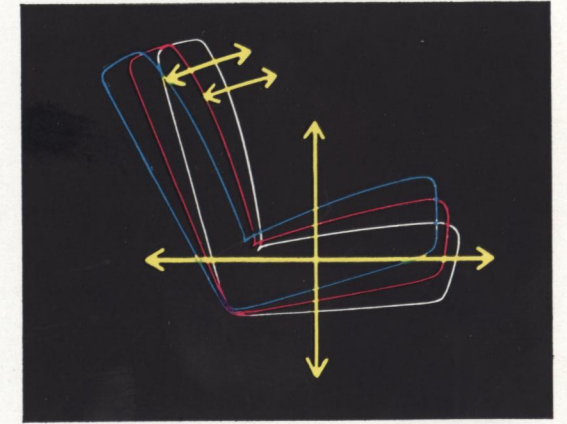
window vents can be power operated. And for the first time on any car, there's a wonderful new safety feature—a lock-out control that lets you lock out the action of all window switches except the driver's . . . preventing children from tampering with the automatic window controls.



Touch—and you have Power Lubrication as you drive. In just a matter of seconds, a green light indicates the front suspension and steering system have been completely lubricated.



Touch the accelerator—and a Directed-Power Differential automatically directs greatest driving force to rear wheel with best grip on the road. Reduces the chances of "getting stuck."



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 quick-as-a-wink, and change it as often as you like. Especially on trips, you'll find this tilting feature is a great boon to your driving comfort.