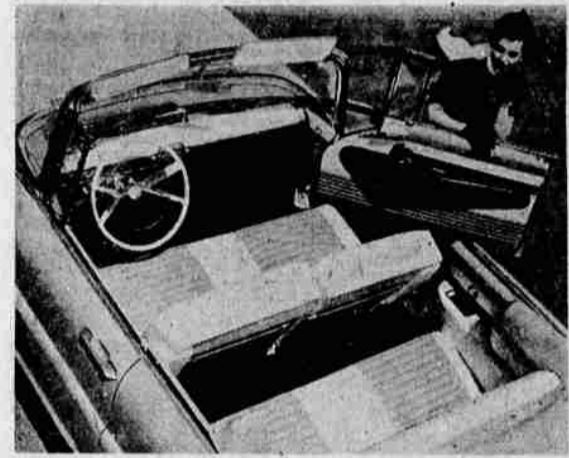




THE CONTINENTAL MARK II, Ford Motor Company's new prestige car introduced last fall, is built in a plant in Dearborn, Michigan, designed exclusively for low-volume high-quality production of this car. Manufactured with special attention to quality, styling and detail, the new Continental retains in modern form the enduring proportions of the former Lincoln-Continental. It is more than 18 feet long and has a hood almost six feet long. The overall height of only 4 feet 8 inches and the width of 6 1/2 feet accentuate its long, low appearance. A unique frame design provides ample room for all occupants. The "modern formal" styling emphasizes the functional use of chrome, steel and glass.



ONLY THE FINEST GRADES OF TOP-GRAIN LEATHER, hand worked to softness, are used to trim the interior of this all-new 1956 Lincoln PREMIERE convertible. Pleated leather seat cushions and horizontal pleats on the door panels add beauty to the two-tone interior. Lincoln's new wrap-around windshield has more glass area than any in the fine car field while the new safety-flex steering wheel provides three and a half inches of resilient protection between driver and steering column. Gauges and controls all are within easy reach of the driver's hand and eye. Seventeen exterior colors and 29 interior trim combinations provide the 1956 models with the widest choice Lincoln has ever offered, all color-keyed in perfect harmony. The Lincoln is sold by Basin Motor Co.

Lincoln Offers Completely Redesigned Auto This Year

From behind the new safety-flex steering wheel, the driver notes that Lincoln's low, sloping hood, high fenderline and low lying, sweep-around windshield achieve a new forward visibility which adds greatly to driving ease. The new windshield has more glass area than any other car in Lincoln's field. And through the large, curved rear window, the driver has full rearward vision and easily can see both rear fender ends as guides for parking.

The Capri series includes a coupe and a four-door sedan, while the Premiere line includes a coupe, a four-door sedan and a convertible. A range of 17 exterior solid colors, 35 two-tone colors and 29 interior color and trim combinations provides the widest choice Lincoln has ever offered.

The interior luxury of the new Premiere series even surpasses that of the Capri. Only the finest grades of top-grain leather, hand-worked to softness, form the base for the 27 interior color combinations in the Premiere series. Fine leather bolsters contrast texturally with Lurex tweed seats touched with interwoven metallic threads. Matelasse and broadcloth trim is used in the Capri series as well as combinations of argent-weave and several shades of chevron nylon.

The interior hardware of the new Lincoln is in the best of taste. The instrument panel includes a speedometer, clock, temperature and other gauges mounted directly in front of the driver in a hooded frame. A new feature is the mounting of power window lift control switches in the extension of the instrument panel convenient to the driver's left hand.

Lincoln's new "travel-tuner" radio has "town" and "country" switch bars which tune in either



FIRST OF THE 1956 CARS — this new Lincoln coupe is entirely new from the ground up. The unusually low silhouette of this new Lincoln series highlights a new kind of styling — large and spacious, yet lithe and graceful. Its overall length is 18 1/2 feet, more than 7 inches longer and 2 1/2 inches lower than 1955 Lincolns. Developing 285 horsepower, its new low-friction V-8 engine has 9 to 1 compression ratio and delivers 401 ft.-lbs. of torque, assuring outstanding performance. Lincoln is first to introduce a group of safety features including retracted steering column and safety-flex steering wheel, triple-strength safety door locks and optional safety seat belts.

Powerful Engine Installed In New 1956 Lincoln Line

The new 1956 Lincoln engine is the most powerful and durable ever installed in a Lincoln car.

This new Lincoln V-8 is an advanced low-friction, short-stroke design developing 285 horsepower at 4,600 rpm, an increase of 60 horsepower from the 1955 model. To take advantage of improved fuels, it has a compression ratio of 9 to 1 with efficient high-turbulence combustion. At 2,800 rpm, this new engine delivers 401 ft.-lb. of torque, as compared with 324 ft.-lb. from last year's engine. Displacement is 368 cu. in., up 27 cu. in.

A clue to the new Lincoln's improved performance may be gained from the fact that its torque rating is the highest in the industry. Torque rating is important because it is torque-power, not horsepower, which creates driving force to the rear wheels to make possible fast acceleration from standing starts. To produce high torque in an engine there is no substitute for large displacement.

To the Lincoln driver, high horsepower has been translated into performance horsepower, available and efficient at five miles an hour, or 10 or 30 or on up—a responsiveness which adds greatly to the comfort and safety of driving at all speeds.

One new Lincoln engine has a new block, crankshaft, camshaft, oil pump and ventilating system. Lincoln's new 12 volt electrical system provides the greater voltage required for this higher compression engine and it provides improved starting under all weather conditions with 50 per cent faster cranking.

The new four-barrel carburetor is an improved successor to the first full-automatic, four-barrel carburetor

pioneered by Lincoln. The two reserve barrels are activated only by the demands of the engine rather than by the accelerator, an important fuel economy factor at lower speeds.

The carburetor features a new integral, automatic choke mounted directly on the body of the carburetor which eliminates extra linkage and provides better performance and economy. A new fuel metering system improves specific fuel economy by allowing finer calibration limits.

Increased bore and stroke both contribute to the increased displacement of the new engine. Bore was upped from 3.94 to an even 4 inches and stroke from 3.5 to 3.66 inches. There also is a new distributor with two control diaphragms to help provide smoother and more efficient operation.

An unusual feature of the new Lincoln engine is a dual intake for carburetor air which is part of a temperature-controlled air induction system. Instead of breathing air above the engine, which in summer frequently is so hot it is not dense enough to give full power, Lincoln has developed a fresh air intake which admits cool outside air from the left side of the front grille.

This air intake is attached to the air cleaner and is operated by a thermostatically controlled flap valve. Below 68 degrees the engine breathes warmed air rising off the left-bank exhaust manifold. Above this temperature, it draws fresh, cool air through the duct running from the grille.

This important Lincoln engineering "first" results in faster warm-ups without carburetor icing in cold



THIS 1956 LINCOLN CAPRI FOUR-DOOR SEDAN illustrates the trim grace of Lincoln's "big new look." More than 18 1/2 feet long — 7 inches longer and 2 1/2 inches lower than the 1955 Lincoln — this roomy sedan will carry six adults in uncrowded comfort. With Lincoln's power steering now standard equipment on all 1956 models, a woman can wheel this all-new sedan into a tight curb space with ease. Lincoln's smooth-shifting turbo-drive automatic transmission is also standard equipment. Outstanding performance is assured by Lincoln's new 285-horsepower V-8 engine with 9 to 1 compression ratio and the highest torque of any American car.

'56 Lincoln Adds Torque

weather and higher breathing efficiency in any weather.

Everyone familiar with engines knows, however, that even the most powerful engine can't deliver any better performance than its transmission permits. Only Lincoln in the fine car field offers its turbo-drive automatic transmission which combines the smoothness of a torque converter with the responsiveness of a streamlined, self-shifting transmission.

The 1956 Lincoln turbo-drive has a "kickdown" feature which permits shifting into a lower gear ratio for extra acceleration at all speeds below 70 miles per hour. This adds extra performance for a fast getaway (you can stay in low automatically up to 40 mph) or for passing on the highway.

"Despite its much greater size, the 1956 Lincoln still is a driver's car with high torque power and greatly increased performance available at all driving speeds."

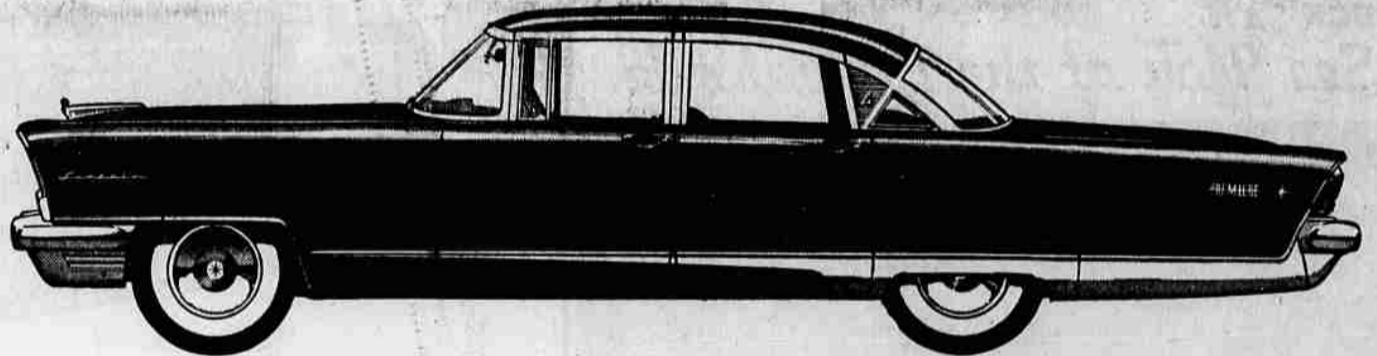
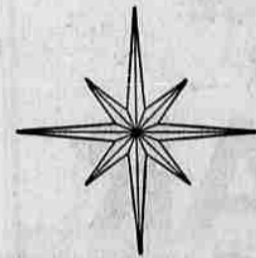
Ben D. Mills, vice president of Ford Motor Company and general manager of the Lincoln Division, declared, "While we have improved the ride, we have not lost Lincoln's famous handling characteristics."

Lincoln for 1956 includes five models in the two series. The wheelbase has been increased from 123 to 126 inches and the over-all length from 215.8 inches to 222.8 inches. So low that the average person can look down on the top, it is in the entirely new styling

that Lincoln's new look is most apparent. Lithe and graceful in appearance, its sharply canted headlamps blend into the hood and horizontally textured grille like the styling of the experimental Lincoln Futura. Parking lights and turn indicators are housed in the upper impact bar of the grille.

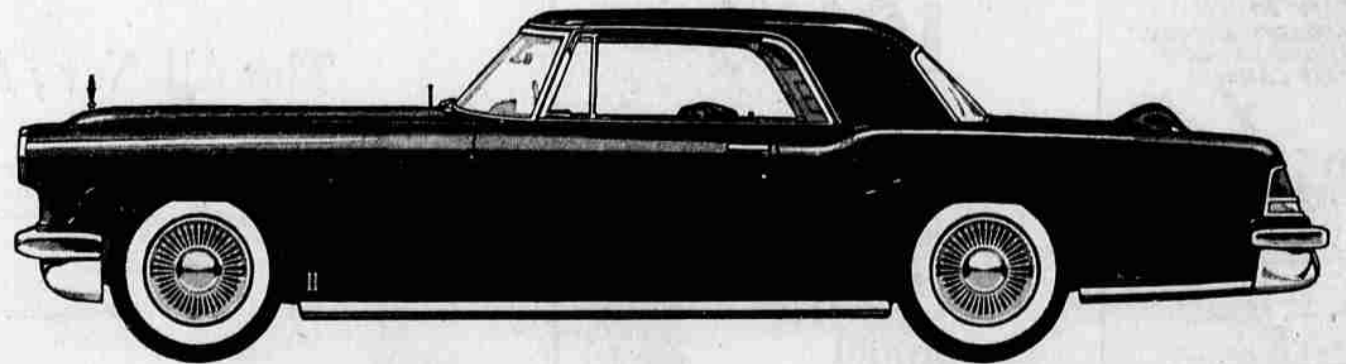
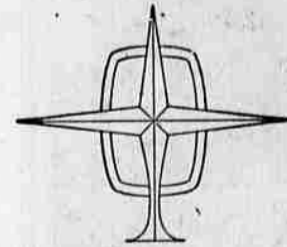
Along the sculptured side of the car, only a slender spear of chrome, low on the body, provides ornamentation. The word "Lincoln" on the front fenders and either "Premiere" or "Capri" on the rear fenders near the tail lights, provide the only other contrast to the classical, molded side.

Presenting the most distinguished new cars at the show



LINCOLN FOR 1956

Never before a Lincoln so long—and so longed-for. Here's the car that's making fine-car history all over America—the longest, lowest, most powerful Lincoln of all time. We invite you to see for yourself the clean-lined beauty of this 285-hp performance star—the one completely new car in the fine car field.



CONTINENTAL MARK II

When you see the Continental Mark II, we hope you will share our sincere belief that this is the finest automobile America has yet seen. Naturally, such a car can be made only in limited numbers, and we are pleased to be able to show this superb new motor car for inspection at your leisure.

See them at the Klamath Falls Automobile Show, January 28-29, and at

BASIN MOTORS, 424 So. 6th St.