

Classic beauty in a smart new size

*Lincoln Continental for 1961...ideal
in size...styled in the Continental tradition
...engineered for unprecedented reliability*

Today, Lincoln Continental presents a new concept in fine cars...a full six-passenger luxury automobile with the fundamental convenience of rational size...a car that is designed to handle, turn and park with superb ease.

The 1961 Lincoln Continental is built to unprecedented standards of quality and reliability—standards shared with no other car in America. In fact, tolerances on many parts are so demanding that special machine tools had to be designed and built before the parts could be manufactured.

Extraordinary reliability

A trouble-free car is the essential foundation of true motoring satisfaction. That is why every single car is given a 12-mile road test (and the inspection list has 189 check points!). Why parking brake conduits are lined with nylon so cables cannot rust and stick. Why the electric motors that operate the power windows are dipped in latex rubber to seal out moisture. Why front suspension points that formerly required lubrication every 2,000 miles now have a sealed lubrication system that needs attention only at 30,000-mile intervals. Why, in fact, we insist on several thousand extra operations that we could eliminate without any visible change in the car. All these extra operations are performed on every 1961 Lincoln Continental to make it as trouble-free as possible.

Other specific features contribute to the comfort and convenience of the 1961 Lincoln Continental: The only center-opening doors on any American automobile—counterbalanced for a wonderful new ease

of entrance, and all safety-locked at a flick of the driver's finger. Seats cushioned in nearly three times the amount of foam rubber used on other luxury automobiles. And the 1961 Lincoln Continental has been so thoughtfully engineered and so carefully built that maintenance servicing, including oil changes, is necessary only at 6,000-mile intervals—just twice a year under normal driving conditions.

The merit of ideal size

Interior space is astonishing in so sleek a vehicle (front seat hip room is *virtually the same*, even though the car is narrower; the driver's leg room is increased, though the car is 14 inches shorter over-all). Equipment is so complete that power brakes, power steering, even power window lifts are *standard*. And, particularly noteworthy, the line includes America's only four-door convertible.

Enduring Continental styling

Here is the modern convenience of sensible size brilliantly set forth in the enduring beauty of a new concept of Continental styling. This classic design makes possible an authentic luxury car that is not one inch longer than it absolutely must be to convey six passengers in deep-cushioned ease and superlative smoothness.

Frankly, if you love beautiful machinery, you owe yourself an hour at the wheel of the new Lincoln Continental. For only those who have driven it can begin to know how completely it outmodes everything that has gone before it. Lincoln-Mercury Division *Ford Motor Company*.

LINCOLN CONTINENTAL

America's first ideally sized fine car

New size, new styling, but unmistakably Continental:

The 1964 Continental has been lengthened to provide greater interior space. There is more luggage room. Inspect this car, and discover why more than half the people who buy in our price range choose the Continental.

Change for change's sake is not for the Continental. But those modifications which make possible functional improvements are essential to the Continental concept. The famous profile is just three inches longer than in 1961-2-3; the gains in interior space and comfort are remarkable.

The longer legged Continental
You will appreciate greater leg room, knee room and head room. In the rear compartment, leg room has been increased four inches over the 1963 model and there is a gain of 2.5 inches in knee room over 1963. The resulting knee room is more than double that of the 1961 and 1962 Continental. You will also enjoy broader window visibility, and even easier entrance through the widened rear doors.

The luggage compartment is appreciably larger, with 15% more usable space than in 1963,

a total increase of 33% over the 1961-2 models.

What sets it apart?

Yet with all this added space, the classic Continental retains the distinctions that have set it apart among luxury automobiles:

1. The famous profile has been modified only to incorporate functional improvements.

Why only two models?

2. The Continental is available in the four-door sedan and the only four-door convertible made in America. Each is built to the highest engineering standards. There are no lower priced models of the Lincoln Continental, because there cannot be any compromise of its manufacturing standards to offer lesser versions.

How to make an entrance

3. Only the Continental has four doors opening from the center, for more graceful entrance.

4. The exceptional strength and rigidity of the Continental's integral construction contribute to an unsurpassed ride.

5. Within, you will find virtually every luxury you might expect. Down-soft leathers or opulent damasks featured on foam cushion seats. Deep cut-pile nylon carpeting. And much more.

Complete power assists

6. The Continental includes, as standard equipment, full power auxiliaries: steering, brakes, windows, side vent windows, antenna. Automatic transmission. The six-way power seat. Transistor radio and rear speaker. Heater and defroster. Windshield washers. Re-

mote control rearview mirror. Fully automatic top for the convertible. The complete list of power assists is even longer.

7. Each Continental is built in a special plant at Wixom, Michigan, that sets the world's highest automotive engineering standards.



189 straight A's

8. No other car is so thoroughly tested. Every Continental must pass 189 performance tests on the road in addition to thousands of inspections during manufacture.

9. Because its precision standards of construction are the world's highest, Continental is the leader in freedom from maintenance, repair and replacement. It is built to last and retain its value.

All these unique superiorities make the Lincoln Continental the luxury automobile for the discriminating motorist. When you see the Continental, look again. Notice the kind of person who drives it.

And before you decide upon your next automobile, drive this one yourself. It is the world's finest automobile. If you will call your Lincoln Continental dealer, he will arrange a demonstration at your convenience.

 **LINCOLN CONTINENTAL**
Product of the Lincoln-Mercury Division,  Motor Company

