



Pure elegance...with a two-year/24,000 mile pledge of excellence\*

Now America has a new kind of fine car, one that combines even greater luxury with 14 inches *less* length. Specifically designed for today's close-packed traffic, the new Lincoln Continental is slimmer, easier to park and handle. But its greatest achievement is in standards of quality and reliability...standards so high that it alone, among all American fine cars, is now warranted for two full years or 24,000 miles.

There are so many other pleasures to discover: Doors that open at the centerline for unusual ease of entrance. Contour-zoned seats cushioned with nearly twice the usual amount

of foam rubber. The first *hydraulic* windshield wipers, silent and 50 percent more powerful. This country's only four-door convertible. America's largest V-8 engine—and biggest brakes.

This car is so advanced in design and durability it will keep right on revealing new virtues mile after velvet mile—but isn't that just the enduring kind of automobile you've wanted?

LINCOLN-MERCURY DIVISION, *Ford Motor Company.*

 LINCOLN  
CONTINENTAL

\*Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to their Lincoln Continental customers as follows: That for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers, of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will continue to be made by the tire companies. Owners will remain responsible for normal maintenance service and routine replacement of maintenance items such as filters, spark plugs, ignition points and wiper blades.