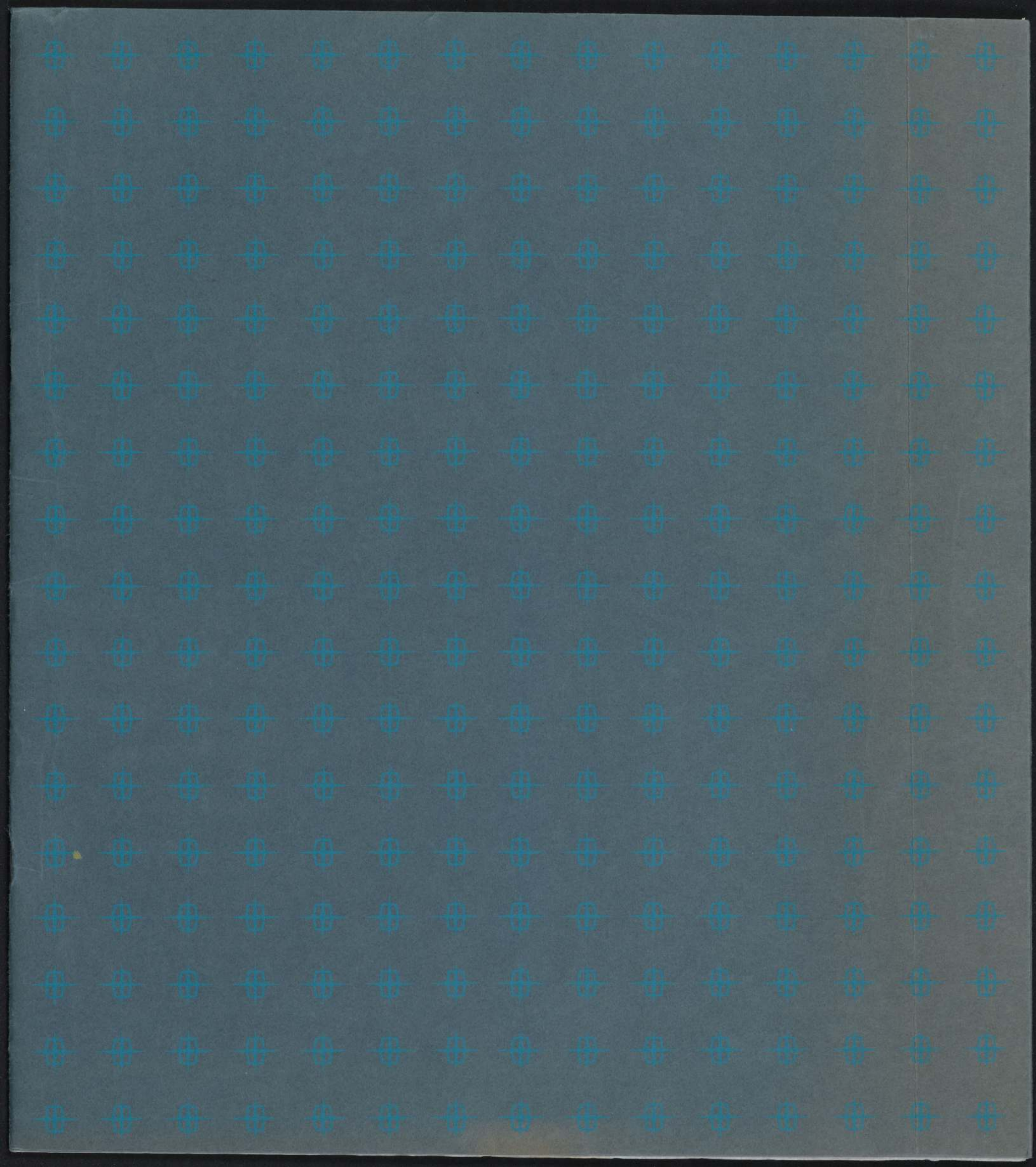
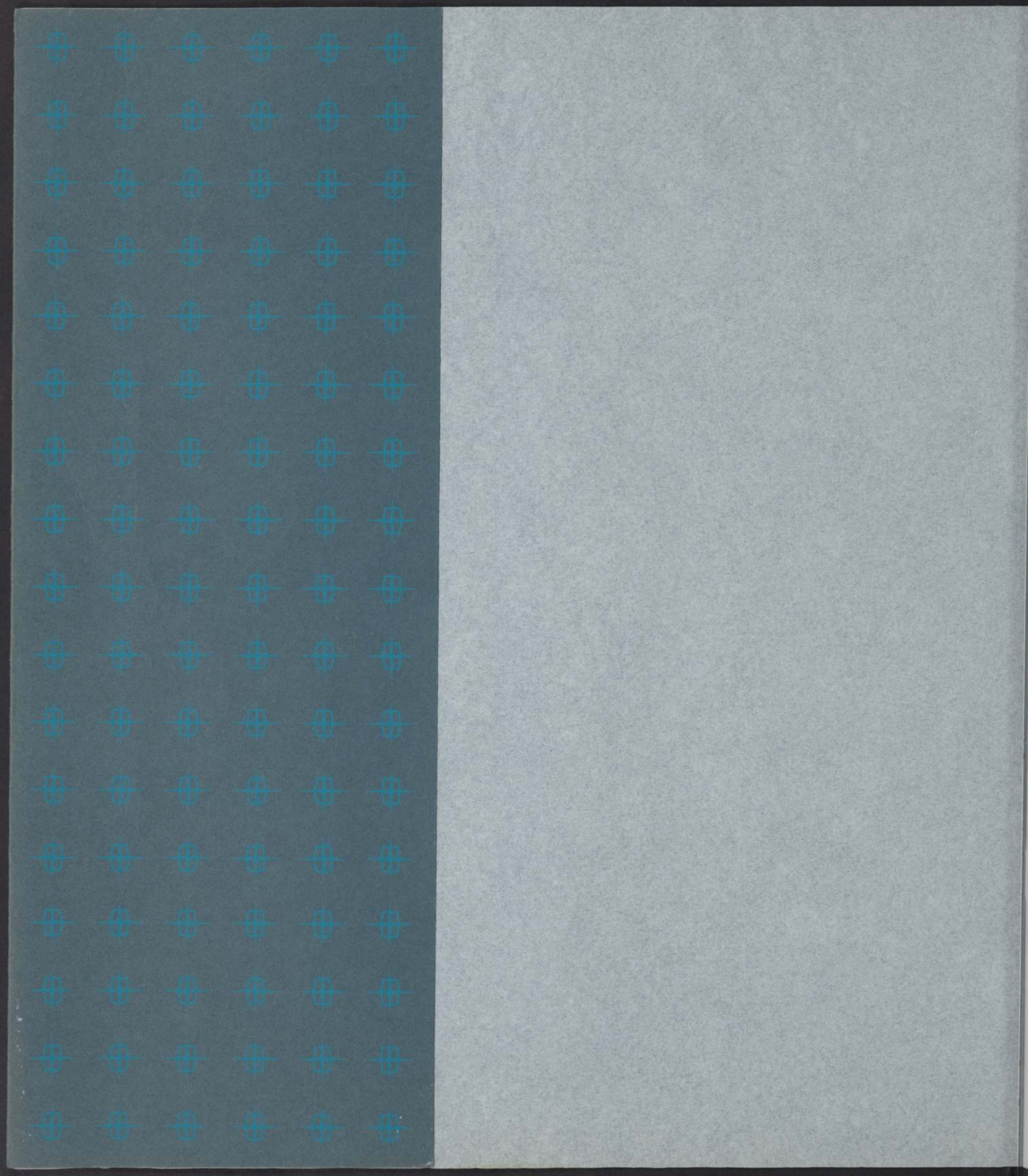






1961 LINCOLN

A MASTERPIECE IN PURE ELEGANCE

CONTINENTAL



Here is the distinguished Lincoln Continental for 1961—a totally new concept in luxury-car design. Rarely has a motorcar been received with such unqualified enthusiasm and admiration by discriminating fine-car buyers as the new Lincoln Continental—truly a masterpiece in pure elegance. Every line of its classic profile bespeaks fine quality and luxury. But its beauty is not limited to impressive appearance. As Lincoln Continental owners have discovered, there is pure elegance in every satisfying feature—in its exceptional quietness of operation—in the smooth comfort of ride—in meticulous attention to detail throughout its luxurious interior—in authoritative performance—in precision craftsmanship and reassuring reliability. Examine the fine qualities of the distinguished new Lincoln Continental and ask yourself if this isn't just the kind of enduring new car you've been seeking.

Pure elegance...styled with classic beauty

Styled in the Continental tradition—with classic lines for enduring beauty—the Lincoln Continental beautifully presents a totally new concept in luxury-car design.









Pure elegance...in America's only four-door convertible

Here's classic beauty in the only convertible of its kind. Four-door convenience.

Almost 15 inches shorter for easier maneuverability—yet the world's roomiest inside.
It locks its own top in place automatically and conceals it neatly when lowered.

Pure elegance...with unique center-opening doors

Unlike other cars, Lincoln Continental doors (sedans and convertibles) open at the center-line providing easier entrance and exit—front and rear.

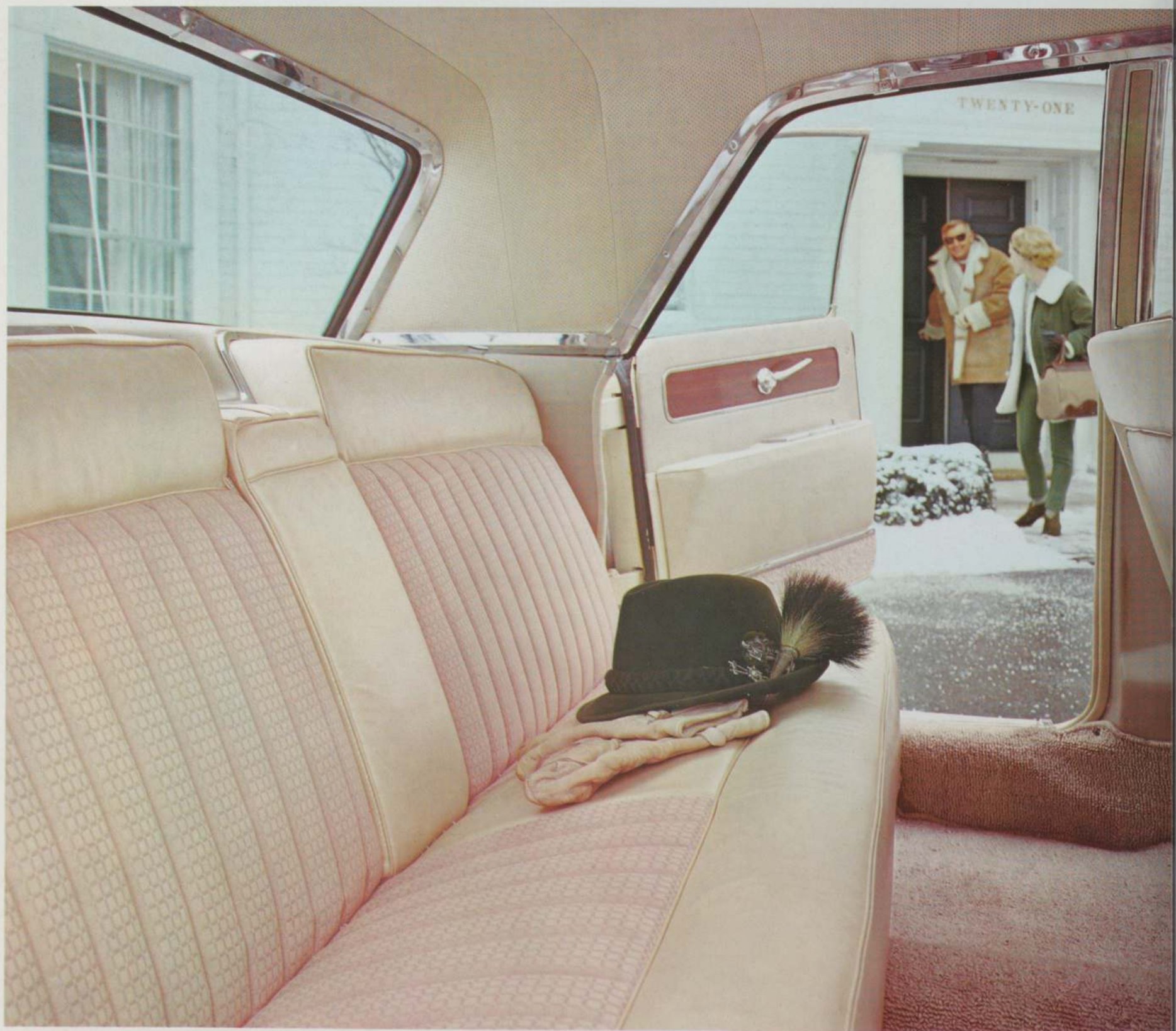
Unique counterbalancing assist springs make door opening effortless.



Pure elegance...ideally sized to fit today's driving

It took inspired engineering to design total six-passenger comfort
in a luxury car slim and trim enough to fit today's traffic. Here is
rational size—providing superb ease of handling, parking and garaging.







Pure elegance...with unmatched interior luxury and comfort

In the Lincoln Continental, passengers ride graciously, surrounded by the finest fabrics, leathers, vinyls and walnut paneling. The scientifically contoured seats are cushioned in nearly twice the usual amount of foam rubber, in two degrees of softness, for day-long shaped support.

Pure elegance... powered by America's largest V-8 engine

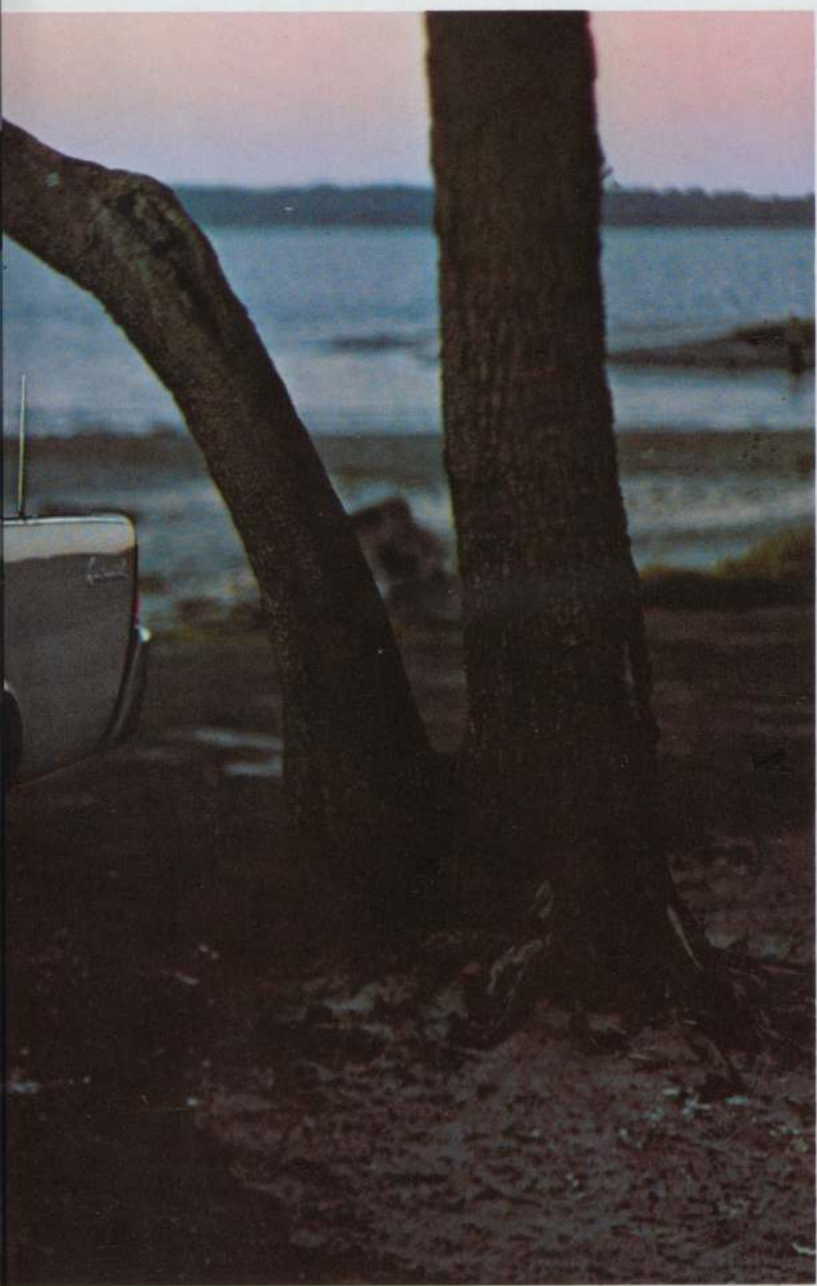
Under Lincoln Continental's long, sleek hood is the most precisely engineered V-8 engine in any American car—ready to obey your instant command, silently, swiftly, powerfully. It has been given a three-hour break-in test to provide better performance.



Pure elegance...serenely quiet, superbly smooth

Exceptional riding comfort and quietness of operation are outstanding virtues of the Lincoln Continental. They are made possible by incorporating over 160 pounds of sound deadener and insulation . . . by over 5,000 pounds of ride-smoothing weight . . . by exclusive Uniframe body structure.







Pure elegance...crafted with rare perfection

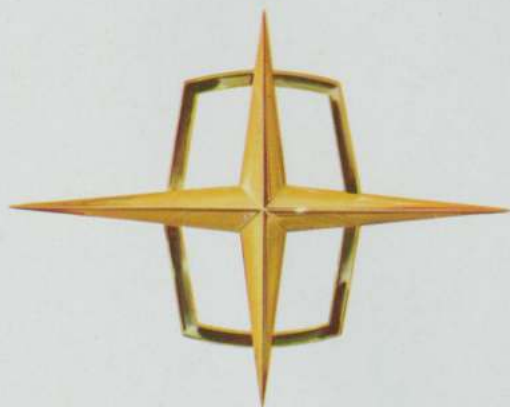
At every step in its development, the Lincoln Continental is so carefully and precisely engineered and crafted, it provides the owner with dependable driving pleasure. You drive 30,000 miles before the chassis joints need lubrication, 6,000 miles between oil changes. Exclusive rustproofing protects body and underbody areas against the elements.



Pure elegance...backed by a unique pledge of excellence

So carefully crafted is the Lincoln Continental that it is America's only car warranted by the dealer for two full years or 24,000 miles, whichever comes first.* This exclusive pledge of excellence is made possible by Lincoln Continental's unique and rigorous testing, unusually high standards of quality.





THE 1961 LINCOLN CONTINENTAL SEDAN AND CONVERTIBLE ARE BUILT WITH A FULL COMPLEMENT OF
POWER, COMFORT AND CONVENIENCE FEATURES INCLUDED AS STANDARD EQUIPMENT

• Twin-Range Turbo Drive transmission • Power brakes • Power door locks • Dual heater and defroster • Parking brake warning light • Back-up and courtesy lights • Folding center armrests (front and rear) • Padded instrument panel and sun visors • Automatic top and leather seat upholstery on convertible • Power steering • Power windows • White sidewall tires • Safety steering wheel • Dual-speaker radio • Deep foam-rubber seats • Undercoating • Driver's side rearview mirror • Of course, the magnificent Lincoln Continental includes many other features you would expect in this, America's finest luxury car.

OPTIONAL EQUIPMENT AT NOMINAL EXTRA COST

Six-way power seat • Directed power differential • Tinted glass • Air conditioning • Speed control device • Leather seat upholstery for sedan

*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.

THE MANUFACTURER'S SPECIFICATIONS CONTAINED HEREIN WERE IN EFFECT AT THE TIME THIS MATERIAL WAS APPROVED FOR PRINTING. THE LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY RESERVES THE RIGHT TO DISCONTINUE MODELS AT ANY TIME, TO CHANGE SPECIFICATIONS OR DESIGNS WITHOUT INCURRING ANY OBLIGATION.

