

The true worth  
of a product  
is reflected in the opinion  
of those who own it...



LINCOLN   
*Continental*

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

New owners across the country are high in their praise of the 1961 Lincoln Continental. The reasons are, of course, apparent. For fine-car buyers everywhere are discovering that America now has a new kind of fine car that combines exceptional luxury and comfort in an ideal new size.

The 1961 Lincoln Continental is so advanced in design, and so precisely crafted that it alone, among all American cars, is warranted for two full years or 24,000 miles. Isn't this just the enduring kind of automobile you've been seeking?

Why not become acquainted with this magnificent new car soon? Those who have, Lincoln Continental owners, are high in their praise as the accompanying tributes reveal.



WE INVITE YOU TO READ WHAT OWNERS ARE SAYING ABOUT THEIR LINCOLN CONTINENTALS

"My 1961 Lincoln Continental is the first car I've ever owned that I had I want to keep for a long time. It's a classic. I've always bought a Lincoln Continental because of the style. The year's Lincoln Continental has a refined, substantial design and a kind of quiet comfort that I've never before felt in any car."

Ernest Scribner, President Scribner's, Inc. San Antonio, Texas

"... everybody admires the car, I'm glad there are so few. The car can't fly and conventional. Its luxury is in its simplicity."

Ben Charles, President Charles Industries, Inc. Los Angeles, California

"In appearance, both outside and inside, it is distinguished by quiet elegance, with clean lines devoid of flippes and distracting ornamentation."

Doctor H. Lissner University of California School of Medicine San Francisco, California

"I have been very pleased with my Continental—rides nice, has terrific power, handles like a baby carriage, parks in a short space and gets into my eighteen-foot garage."

Robert L. Herman Titan Steel Company Cleveland, Ohio

"This is what I call thoughtful design. Lincoln Continental's door-opening doors make it much easier to get in and out of the car. Doors seem to glide open and shut. The locking switch is a great convenience."

Ken Vincent, Professional Golfer Hillsborough, California

"I am very impressed with its tasteful simplicity. It is the most attractive American manufactured car."

Willard A. Brown Chicago, Illinois

"I bought two—traded a '59 Cadillac and a '60 Imperial. Absolutely the finest car I've ever driven."

W. R. Murray Atlanta, Ga.

"My Lincoln Continental is the best styled, best designed and engineered car I have driven. The new car is perfect and the service center is all that I could ask."

Byrne Nelson, Professional Golfer Round Rock, Texas

"Your Lincoln Continental not only looks like transportation, but it performs even better than it looks."

J. V. Larris The Bouverton Hotel, Inc. Evanston, Ill.

"I have never been so thrilled and pleased with a car before. It has the most beautiful lines of any car today or yesterday. The design is so much good taste... and it is comfortable, and so easy to handle."

Mary Louise Jackson (Mrs. Joseph Jackson, Jr.) Phoenix, Arizona

"This is by far the finest Continental I have owned. The noise has been reduced to a minimum. The riding qualities are excellent. The operation of the Continental by the driver is virtually effortless."

Robert L. Hoffman Chris-Craft Distributors Washington, D.C.

"Very good space and comfort. Has smooth, quiet and power seat after every I've owned. It is meant to stay."

Steven E. Storch, M.D. Oxford Drive Great Pointe Woods, Michigan

"I thought it would be well, while down in our home in Palm Springs, to try the '61 Continental. The result was the purchase of the Continental, and I am happy to tell you that it is the greatest and the most wonderful handling and driving automobile that I have ever owned."

Percy Barber, President Monogram of California San Francisco, California

"I find that the '61 Continental is without a doubt the finest car I have ever driven. It has excellent maneuverability, and, for me, the new size is ideal. I find the interior comfort and the space is all that is to be desired and the front seat comfort is excellent."

Stirling Dickson, President Dickson Welding Company Detroit, Michigan

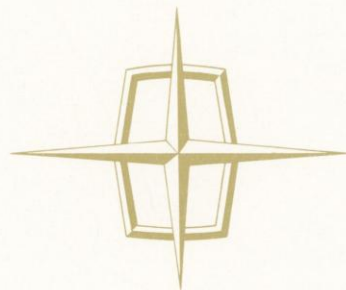
"For so many years, most cars have had such simple, unadorned styling with many impractical, unnecessary features, that the public is thrilled with the plain, simple dignified styling of the new 1961 Lincoln Continental."

Paul H. Bricker Kent, Ohio

"I believe this is the finest car ever built in America. I have since bought another 1961 Lincoln Continental for Mrs. Williams."

George C. Williams Holiday House Pineda Island Mobile, Alabama

WHY NOT ENJOY THE SATISFACTION OF LINCOLN CONTINENTAL OWNERSHIP YOURSELF? YOUR NEARBY LINCOLN CONTINENTAL DEALER HAS ONE WAITING FOR YOUR INSPECTION NOW.



\*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.