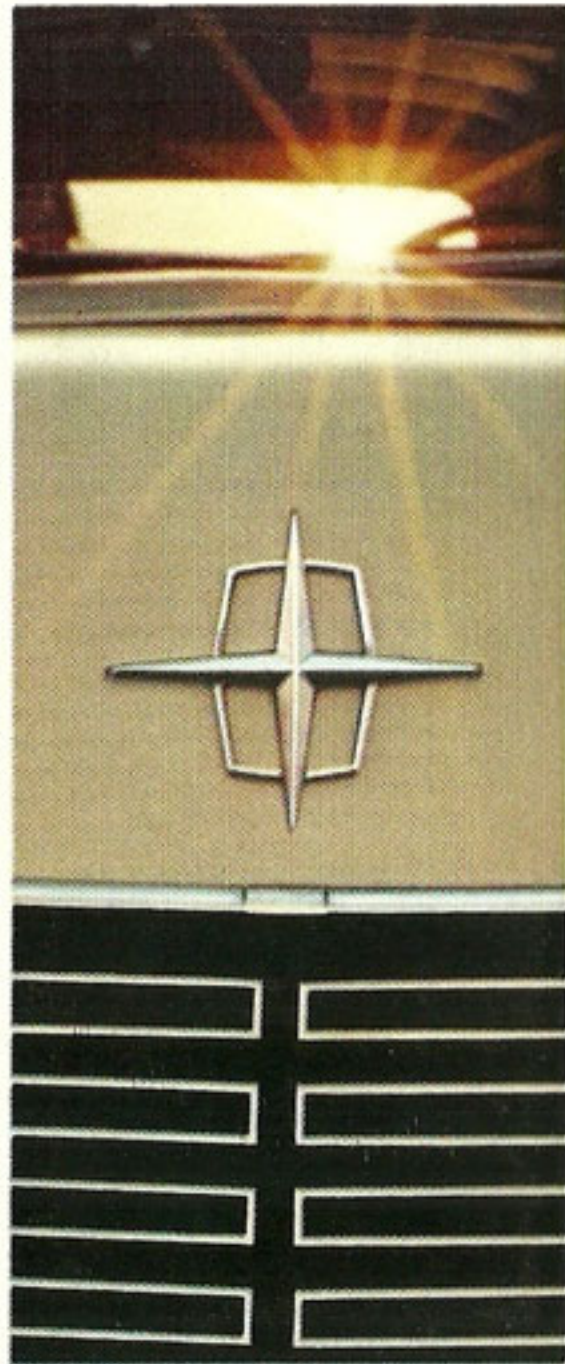


1968 Lincoln Continental
America's most distinguished motorcar.



Only a Continental owner knows the complete assurance that comes with owning America's most distinguished motorcar.

The way it feels to take the wheel, turn the key, and leave the ordinary world behind.

The pride of driving the car engineered and designed to be the best America has to offer.

The secret satisfaction that not everyone in the neighborhood owns one.

But there are more obvious rewards.

The Continental look for one. Tasteful. Understated. A classic among American cars.

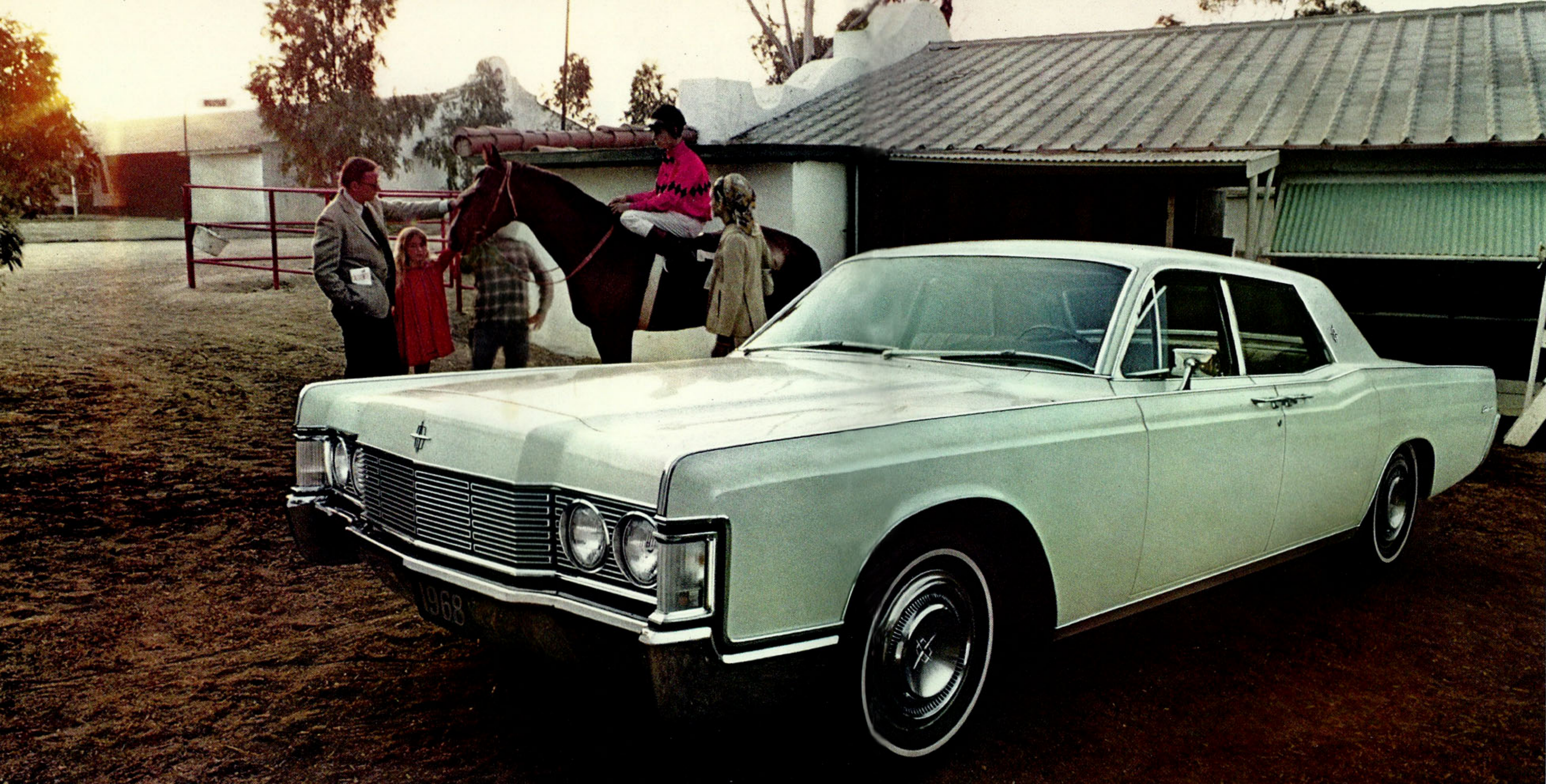
Inside, it is a perfectionist's delight. Consider the front seat alone. It is padded a full 5½ inches for unsurpassed riding comfort. Fabrics are treated and tested to resist soil and snags. Leathers are dyed all the way through, so a scratch on the surface won't show. Even the power control has to prove it can move the seat up or down in just a few seconds.

The same meticulous attention is paid to details you'll never see. From a rubber-insulated drive shaft to an altimeter in the transmission. (It makes your Continental shift as smoothly in the mountains as it does on the plains.) From over 2000 manufacturing checks to the 12-mile road test.

You are invited to experience the 1968 Continental. Drive it. Satisfy yourself that it fulfills the most demanding motoring requirements.

And when you do, imagine how it feels to own the automobile that earns the right to be called America's most distinguished motorcar.

That is the real reward.



The 1968 Continental sedan.

No change has been made for the sake of change. The classic Continental look continues.

But there are significant styling refinements for 1968. The front grille has been redesigned. The wraparound parking lights are new. And there are new taillight and rear grille designs.

Take a closer look on the following page.



Open moldings form the new front grille and give a bolder thrust to the look of this year's Continental. The wraparound parking lights incorporate integral side marker lights. So your signals can be seen from the side as well as from the front.

This Continental sedan interior reflects the careful attention to detail that earns the admiration and respect of the most discerning luxury car buyer. From the deep cut pile carpeting to reading lamps with individual switches, you can see the craftsman's touch.

The upholstery is new woven nylon Limoges fabric with the look of rich brocade. It is executed in the diamond pattern seat design with color-keyed vinyl facings. Inside, the cushion is even deeper padded this year for the most comfortable Continental ride ever.

In the rear view you can get a better look at the new taillight design. These, too, incorporate integral side marker lights. Beneath, mounted in the upper bumper, are the backup lights and reflectors. Inside the fully lined luggage compartment there is ample space for packing.





The 1968 Continental coupé.

In addition to the '68 styling refinements already noted, the Continental coupé presents some singular news this year: an all new roof line. It has been carefully redrawn to lend a more formal air. And to provide greater privacy for back seat passengers.

From its distinctive appearance to the demanding standards it must meet, this coupé is every inch a Continental. The choice of those who prefer their luxury in a two-door hardtop model.



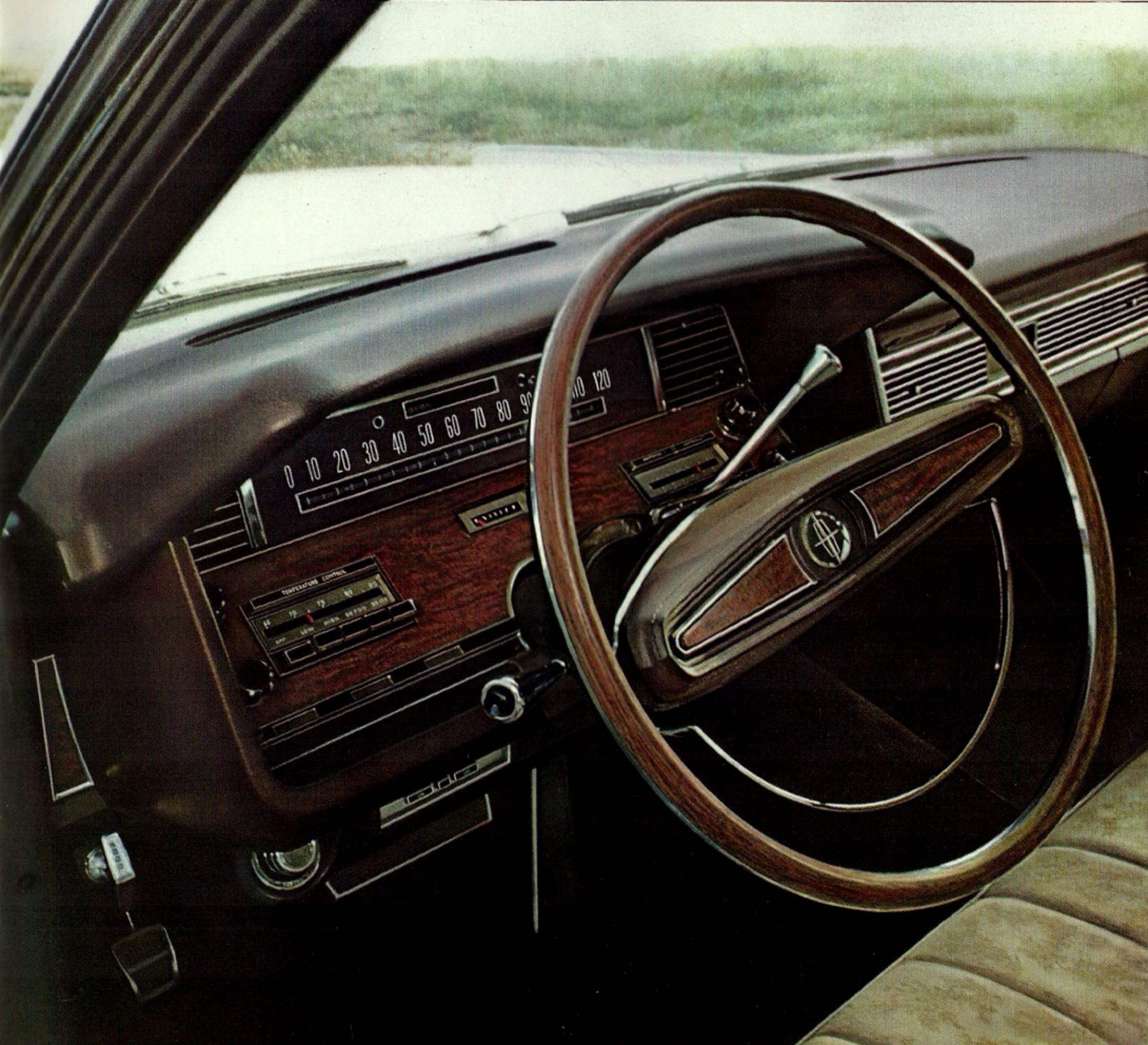
Here is a closer view of the new coupé roof line in profile. Notice how the sweeping lines of the rear-quarter panel give this luxury car a look all its own.



Virtually everything you see in the instrument panel of the 1968 Continental is new this year. Starting with the rich look of walnut-tone appliqué used throughout. Then, instrument clusters have been redesigned. There is a new wide-view mirror. Warning lights. The windshield washer system has been refined with a new high-speed electric pump. There is deeper padding covering the entire panel.

The steering wheel is an exclusive Continental design being introduced this year. The deep-padded spokes and hub are vinyl-covered, while the upper half of the wheel echoes the walnut tone of the panel.

The individually adjustable contour front seats are available at optional cost for both the sedan and coupé. With six-way power controls for the driver and two-way power controls plus a power-operated headrest and recliner for the passenger's side, you simply adjust this seat to suit yourself. You may select leather with vinyl trim in black, dark blue, parchment, dark ivy gold, or Chalfonte fabric in black.





For 1968, Continental offers your choice of a distinctive selection of luxury options.

For instance, this sound is new. The combination of AM/FM radio and stereo multiplex adapter. With this sound system, an indicator light automatically signals the reception of an FM stereo broadcast and switches the control unit to stereo operation. Then, with dual speakers front and rear, controls for both left-to-right and front-to-rear balance, you enjoy the full, true sound of stereo.

The automatic temperature control system will maintain the temperature you select regardless of changes in the weather outside your Continental. It heats, cools, dehumidifies, defogs, de-ices.

This front passenger seat with six-way power controls is as near a custom-made lounge as you will find in an automobile. With a touch of the control, you can move it front or back, up or down. The seat back reclines, and the headrest can be adjusted to your height.

Many people prefer the added touch of a vinyl-covered roof for their Continental. This year, the new Heritage Roof features a high-gloss, large-textured vinyl. It is available in black, ivory, or dark ivy gold.



BOB O'CONNOR LINCOLN MERCURY
921 W. 5TH AVENUE INC.
PH. 886-1536 GARY, INDIANA