

LINCOLN CONTINENTAL

For NINETEEN SIXTY-ONE

CLASSIC BEAUTY IN A SMART NEW SIZE

Discover a new kind of fine car . . . Lincoln Continental for 1961.

Lincoln Continental for 1961 is styled in the classic Continental tradition. It is low, clean lined, daring. Its beauty is inherent in the design, avoiding excess ornamentation.

Lincoln Continental is new in size and shape . . . offering accommodations for six in complete comfort . . . providing an experience in responsiveness and driving satisfaction unmatched in any other car.

For 1961, Lincoln Continental introduces a remarkable achievement in reliability . . . the basis of true motoring satisfaction. Dedicated engineering has created new design principles, new standards of accuracy, new testing techniques to provide you with unprecedented dependability.

Lincoln Continental for 1961—America's first ideally-sized fine car.



From any angle, the heritage of the Lincoln Continental is readily apparent in its low, clean sweep of line.

Lincoln Continental Four-Door Sedan

The Lincoln Continental Four-Door Sedan is the first in a new era of fine cars. The styling is classic. The appointments are crafted to the traditional standards of Continental excellence. The comfort and convenience that wait inside are without equal. But this is just a suggestion of the real and lasting pleasures that are in store for the owner of this car.

Here, for the first time, is a luxury car combining full six-passenger spaciousness with a welcome reduction in exterior size. It possesses a deft maneuverability totally new to the fine car field. This is the new concept of the luxury car.







*Shown in Blue Nylon net with
matching metallic-finish leather.*

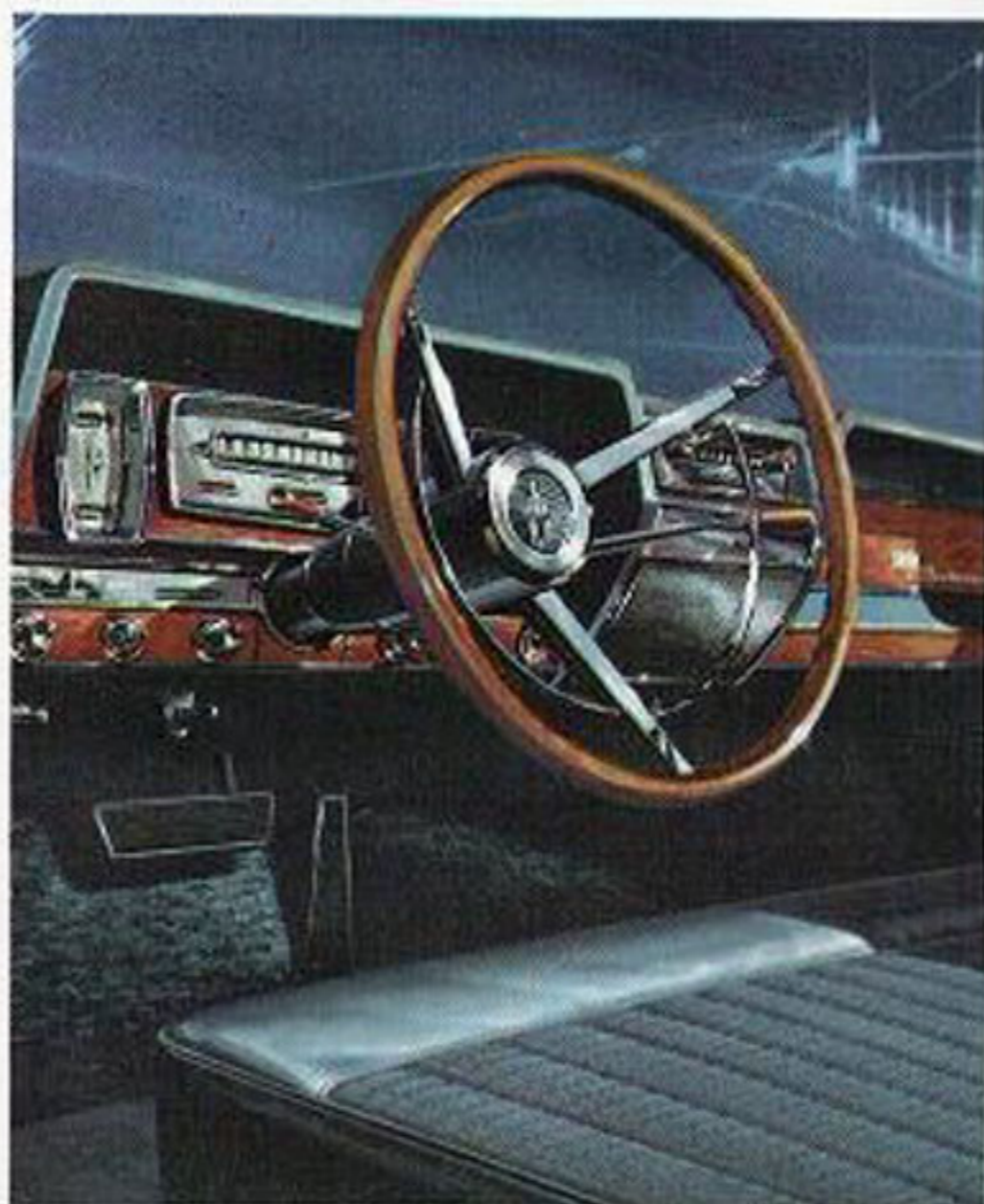
Lincoln Continental Four-Door Sedan Interior

In the Lincoln Continental the discriminating purchaser will find a wide selection of interior fabrics and colors, a total of 19 combinations in all. Among the interiors offered are the traditional elegance of broadcloth in beige or gray; easy-to-care-for leather and nylon-faced fabrics in a variety of color combinations, or interiors featuring supple leathers* in a number

of smart color schemes. Spaciousness, and a unique dedication to your comfort await within. The restraint, the fitness of the appointments will satisfy your appreciation of quality every time you step inside. Lincoln Continental doors are hinged so both front and rear door open at the center of the car to provide unusually good entrance and exit room.



At your fingertips wait a complete staff of power servants. Typical of the completeness of the Lincoln Continental is the array of extra luxuries such as the power window controls shown here, included as standard equipment.



Polished walnut* highlights the traditional feeling of this new interior. Quality-finished walnut panels on dash and doors add warmth and distinction. The unity of the interior is preserved with a matching steering wheel and control knobs.

**Available at moderate extra cost*



Lincoln Continental Four-Door Convertible

Here is America's only four-door convertible . . . the most spacious convertible in the world with generous room for six passengers. Among many advantages in Lincoln Continental is the power-operated door-lock system. A convenient switch on the instrument panel locks all four doors automatically.

In solidity, in roominess, in the many new features it offers for your comfort, this fine car has no peer. Because the top is stored completely within the rear deck, the rear seat extends the full width of the interior. This gives rear seat passengers up to seven inches more room.

Lincoln Continental's counterbalanced center-opening doors open wide to give you new convenience—new ease of entry and exit.





Lincoln Continental Four-Door Convertible Interior

The spacious convertible passenger compartment features soft, hand-trimmed leather seats and a host of smartly crafted appointments. Selected hides are deep-dyed, clear through so that neither scuffs nor wear can mar their elegant appearance.

This beautiful leather is available in a host of solid colors and two-tone color combinations. Your Lincoln Continental dealer will show you the complete assortment available and assist you in making your selection.





The weather-resistant top stores completely within the rear deck. When the top is raised, power locks secure it to the windshield, automatically.



The Lincoln Continental Spirit

In Lincoln Continental, driving is a supremely satisfying experience.

You slip into action with startling ease and silence. America's largest V-8 responds instantly to your slightest command—without sound or vibration. Steering is positive, effortless. The entire suspension system, front and rear, rests securely on resilient layers of rubber. Road shocks and bothersome bumps are isolated from the passenger compartment—giving the ultimate in traveling comfort.

Through advanced engineering, excess size and bulk have been avoided in the Lincoln Continental. Here is a luxury car that handles as others cannot, parks where others will not. Here is a car that brings back the spirit of driving pleasure.

Pride of ownership begins the moment you take control. Surging, responsive power is yours whenever, wherever you want it. Superb appointments complement the most discriminating taste . . . unique design marks this as a completely new concept in fine cars.





The doors on Lincoln Continental are counterbalanced so that they glide open at the slightest touch—only doors of their kind on any American car.



Lincoln Continental's center-opening doors feature power-operated door locks—activated by an instrument panel switch.

Discover the Completeness of the Lincoln Continental

When you buy a luxury car you have a right to expect extra luxury as standard equipment. Consider, then, the extensive list of highly desirable items that make up the standard equipment on every Lincoln Continental, including all of the popular power features.

Automatic Transmission: Lincoln Continental uses dual-range Turbo-Drive . . . the smoothest power-transfer system known. The unit is remarkably quiet in operation . . . shift points, even when accelerating rapidly, are almost imperceptible.

Power Steering: For 1961, steering effort needed to park has

been reduced by 25%. This unit provides complete control and excellent "road feel" under all driving conditions.

Power Windows: Window motors have been increased in size for added power output. This assures positive operation with extra reserve. They are also dipped in liquid rubber to seal them against moisture and corrosion.

Heater: For maximum silence with absolute comfort, seven separate, controllable air ducts to front and rear compartments are used. This provides all passengers with positive, effective climate control.

Fully Transistorized Radio: This unit is fully transistorized—no warm-up is required. A unique dual speaker system consists of high-range treble unit and a separate bass unit, both mounted in the instrument console for stereophonic range. The sound reproduction is full concert quality.

Power-Operated Door Locks: The door locks in the 1961 Lincoln Continental are operated by a convenient switch on the instrument panel. A warning light lets you check them at a glance. Unlocking is accomplished either through individual control buttons on each door or by the master switch.

Full Foam-Cushioned Seats: Lincoln Continental seats provide almost three times the amount of cushioning used on other fine cars. They are of laminated foam layers of different resiliencies. This provides additional support contributing to noticeably increased comfort and freedom from fatigue.

In addition, you also get as standard equipment: power brakes, electrical windshield washer, dual exhausts, folding center armrests, undercoating, carpeting, three-spoke safety-type steering wheel and a full complement of convenience lights.

Optional Equipment

Air Conditioning: New Lincoln Continental air conditioning allows 13° cooler passenger compartment temperature. This has been verified by comparison tests. Twin blowers and scientifically designed cool air outlets are employed to provide better air distribution. Full control of air for rear seat passengers is provided. The unit folds neatly into the instrument panel when not in use. All controls are within easy reach.

Other options are six-way power seat, leather trim, tinted glass, walnut appliqué, directed power differential and speed control.







LINCOLN CONTINENTAL 1961...

A UNIQUE ACHIEVEMENT IN RELIABILITY

It is our belief that continuing reliability is the essential basis of motoring satisfaction. It was the basic objective in the creation of the 1961 Lincoln Continental.

In the basic design of this car, every part was weighed against the job it had to do. Even nuts and bolts, the clips and grommets that hold wiring in place were thoroughly evaluated—and then thoroughly tested before production was started.

Designing a car to deliver perfect reliability is one thing, producing it in quantity is quite another. To build reliability into the 1961 Lincoln Continental, new methods of production, of machining critical parts, were developed. For example, a new technique is used for spot chrome-plating brake shoe ledges to provide owners with positive, dependable alignment.

Testing is a way of life for Lincoln Division engineers. First, tests of components. Then tests of prototypes, followed by tests of pilot models, finally the cars themselves. Tests used by other manufacturers were discarded and replaced by time-consuming detailed inspections of every car, every critical part.

All these efforts to provide outstanding reliability have enabled Lincoln Continental dealers to offer a new extended warranty. All 1961 Lincoln Continental parts are now warranted by the dealer for one full year or 12,000 miles. This new warranty provides for free replacement of any parts with an acknowledged defect in workmanship or materials. Tires and tubes are warranted by the tire company. Owners will be responsible for normal maintenance items. New warranty subject to usage of genuine FOMOCO parts and service by qualified mechanics.

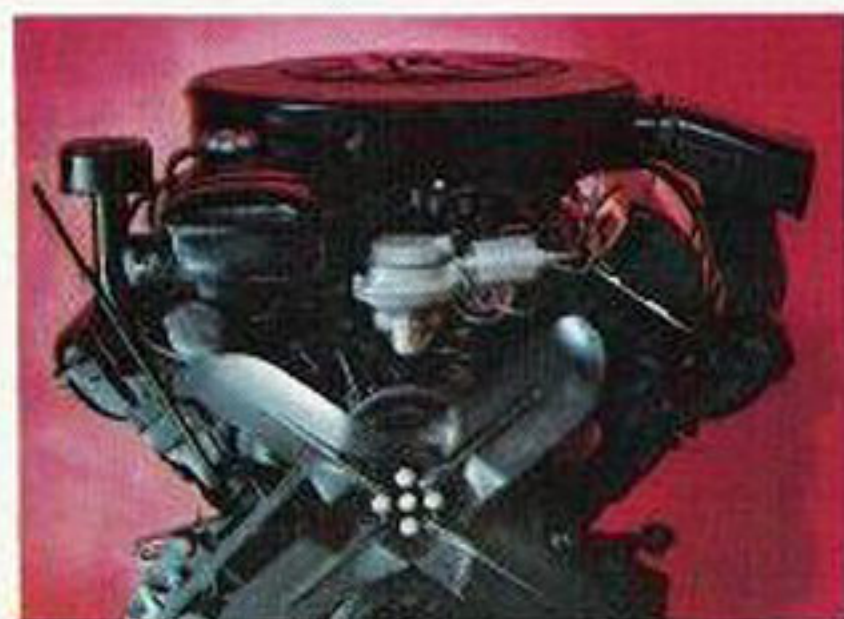
THE DESIGN . . . A UNIFIED EXPRESSION OF STRENGTH, SILENCE, DURABILITY

Lincoln Continental rides and feels differently because it is built differently. For example, it has unified body and frame. The Lincoln Continental body and frame are welded into one solid piece of rugged steel. It is stronger to begin with, and it stays that way.

Structural sheet metal parts are galvanized and the body dipped in rust preventatives before being painted. This is important in protecting your car against rust and corrosion.

There are hundreds of things different about this car. Like the more

than 200 pounds of sound- and weather-proofing used—layers of felt, sound deadeners and fiber glass pads up to 2½ inches thick, all contributing importantly to the Lincoln Continental concept of motoring luxury. Little things like nylon lining in hand brake cables to prevent rust—important things like windshield wiper blades operated by hydraulic motors—engineering and manufacture so careful that ball-joints are pressure lubricated for 30,000-mile intervals; and regular maintenance, including oil changes, is necessary only at 6,000-mile intervals.



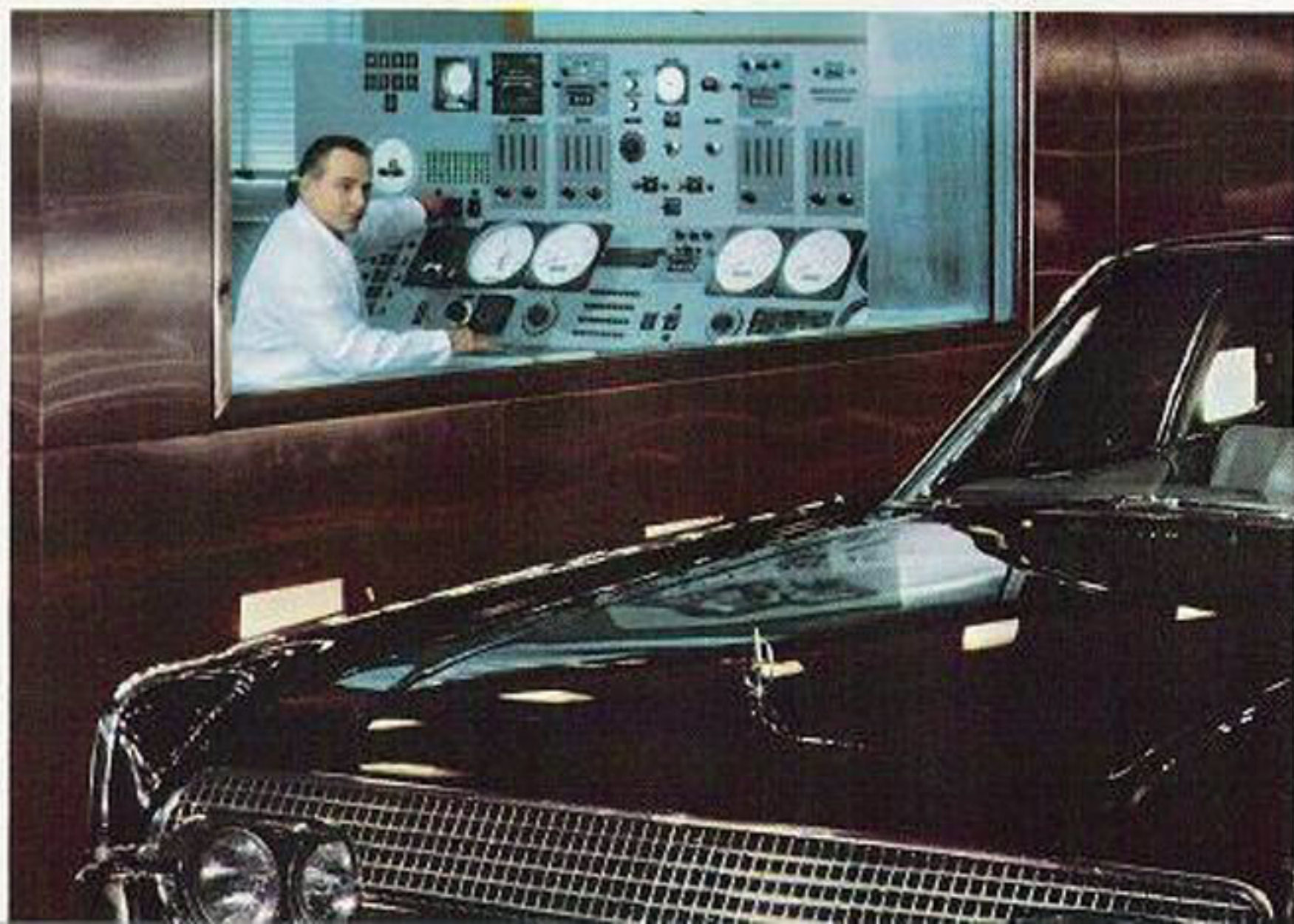
NEW MACHINES . . . NEW ASSEMBLY METHODS BRING PRECISION AIRCRAFT TOLERANCE TO THE FINE CAR

Perhaps the engine best illustrates the new accuracy and precision that Lincoln Continental brings to the fine car field in 1961. It is America's largest automobile engine. It is also America's most exactly built engine.

In each engine, all critical parts are hand-matched in sets for perfect balance and fit. Standards were so exacting that new machines had to be designed and built before the parts could be manufactured. Critical parts are chrome-plated, or made from stainless steel for

increased durability. The cylinder bores are honed twice to provide more positive lubrication of the cylinder walls.

This emphasis on accuracy, on complete reliability, is carried throughout. It shows up everywhere . . . in the special jigs and body gauges used to insure a perfect fit of doors and windows . . . in exhaustive wind tunnel tests . . . in checks that measure parts to millionths of an inch . . . in the hand selection and making of gears . . . even in the special insulation used on the electrical system.





Left—Final step before delivery—a 12-mile road test. Complete inspection so accurate a stop watch is used to check the time the engine takes to start; so inclusive that gauges are used to check the amount of pressure needed to open the door; 189 careful, time-consuming steps to assure Lincoln Continental owners of the most completely reliable driving possible.

Right Above—Every Lincoln Continental engine is tested for



three hours. Then it is carefully checked. Engine operation will be tested again during the final 12-mile road test.

Right Below—This machine electronically checks the entire wiring system of the 1961 Lincoln Continental. The machine is so accurate that it not only detects any failures actually present . . . but also makes sure each component draws just the proper amount of electrical current.

EACH VITAL PART . . . EVERY CAR . . . TESTED AGAINST THE MOST EXACTING STANDARDS IN THE INDUSTRY

Only Lincoln Continental road tests every single car before delivery to the showroom. The road test is 12 miles long and extremely exacting. It covers 189 check points involving components of chassis, engine, suspension and running gear. It is the most demanding test in the industry. Yet this is only the final step in a continuous chain of checks and inspections that safeguard Lincoln Continental quality.

Every component part is critically examined before being installed. Generators are "run-in" individually. A special electronic device was developed to check electrical wiring after installation. Engine parts

are all gauged individually before assembly, after which the assembled engine is put on a test stand and thoroughly checked again. A new and unique "black light" is used to guard against the slightest leak of fluids and lubricants.

This system of checks and inspections is not done on a sample basis, but is performed on every single 1961 Lincoln Continental. It is only by such painstaking care and critical concern for every moving part that so magnificent a car as Lincoln Continental could be built—the first of the future's fine cars.

COLORS AND SPECIFICATIONS

MODELS: Four-Door Sedan; Four-Door Convertible.

ENGINE: OHV 90° V-8, displacement 430 cubic inches; bore and stroke 4.30" x 3.70"; compression ratio 10.0 to 1.

ENGINE LUBRICATION: Rotor-type, full-pressure oil pump, full-flow replacement type oil filter; oil capacity 6 quarts with filter; positive crankcase ventilation.

EXHAUST SYSTEM: Dual exhaust system with fully aluminized mufflers, resonators and pipes.

FUEL SYSTEM: The carburetor is 2-barrel downdraft with automatic choke; paper-element air cleaner; water-heated intake manifold; treated paper fuel filter. The fuel tank capacity is 21 gallons.

COOLING SYSTEM: Three-stage pressure cooling with pressure radiator cap; coolant capacity 25 quarts.

ELECTRICAL SYSTEM: Battery 12-volt, 78 plate, 80 ampere-hour.

BRAKES: Self-adjusting power brakes; total brake lining area 259 square inches; parking brake warning light on instrument panel.

TRANSMISSION: Twin-range Turbo-Drive automatic torque converter with three-speed planetary gear set.

SUSPENSION: Silent-strut front suspension; pre-lubricated ball joints with helical-coil type springs; double-acting shock absorbers with hydraulic rebound control. Iso-clamp rear suspension by Hotchkiss Drive; rear springs 60" parallel-mounted leaf-type, rubber-insulated from axle; shock absorbers with hydraulic rebound control angle-mounted.

STEERING: Recirculating ball-and-nut torsion bar type steering gear with integral-type hydraulic power assist.

REAR AXLE: Semi-floating hypoid; gear ratio 2.89 to 1; lubricant capacity 4.8 pints.

WHEEL AND TIRES: Pressed steel disc wheels; Tyrex tire cord, white sidewall standard, 9.00 x 14 on Sedan, 9.50 x 14 on Convertible and Sedan with air conditioning; full wheel covers.

DIMENSIONS: Wheelbase 123"; over-all length 212.4"; maximum width 78.6"; tread—front 62.1, rear 61.0".

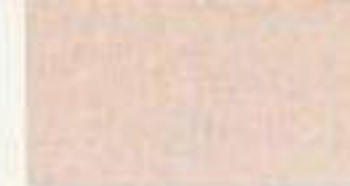
LINCOLN-MERCURY DIVISION *Ford Motor Company*



Presidential Black



Green Velvet Metallic



Honey Beige



Royal Red Metallic



Crystal Green Metallic



Rose Glow Metallic



Turquoise Mist



Sultana White



Summer Rose



Blue Haze



Platinum



Regency Turquoise Metallic



Saxon Green Metallic



Executive Gray Metallic



Black Cherry Metallic



Sunburst Yellow



Sheffield Gray Metallic



Briar Brown Metallic



Empress Blue Metallic



Columbia Blue Metallic



Desert Frost Metallic