

The Lincoln Continentals Are Ready
For Your Personal Evaluation

This year, more than ever, it takes time to appreciate the excellence of these cars. In the showroom, on the road, an abbreviated session isn't enough. It takes more . . . because Lincoln Continental is more.

And when you're spending over \$8,000 on a car, doesn't it make good sense to spend a little more time beforehand?

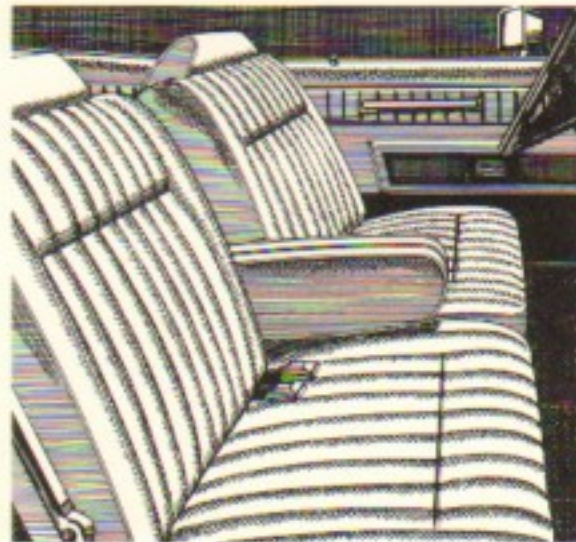
That's why we suggest a personal evaluation. We're sincerely inviting you to tour our dealership, examine coupé and sedan display cars, and explore thoroughly the

many advantages of becoming a Lincoln Continental owner.

And after that, a thorough road test . . . to experience firsthand all aspects of Continental luxury, performance, and safety. If you wish, while you're evaluating our car, we'll evaluate yours to establish a cost differential for trading.

We think that 1972 could be your year for Lincoln Continental. Call soon and we'll arrange a personal evaluation to help you make your decision.

Continental. The final step up.



Optional vinyl roof shown for both models. Sedan also has optional luxury wheel covers, the coupé has optional leather-with-vinyl interior.





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