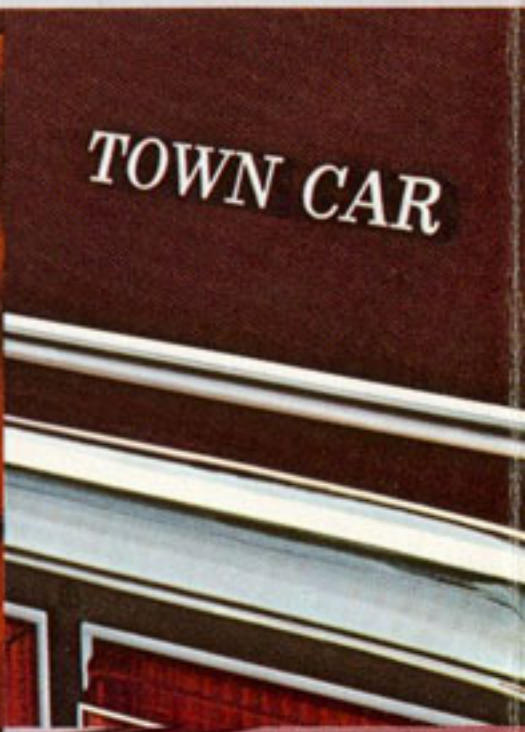


LINCOLN CONTINENTAL TOWN CAR
Luxury wheel covers are optional



TOWN CAR



E | B

A Limited Edition Town Car Joins The Continentals.

Without question, 1972 has already been a very significant year for the Continentals.

Continental Mark IV, the unique American car for all the 1970's, was introduced in September; and at the same time, a new Lincoln Continental, available as a distinctively styled 4-Door Sedan and an elegant Coupé.

Acceptance was immediate. More of the new models have been sold than in any other introductory period in Continental's fifty-one years.

Now, at midyear, the new Town Car. Our newest Lincoln Continental. Produced in limited quantity, this spacious 4-door sedan offers an extraordinary degree of personal comfort.

Power vent windows, introduced exclusively on this car, operate sequentially with main front door windows.

The interior is luxuriously finished, even in the minutest

detail. Beige or black upholstery is in Lamont Cloth, or at additional cost, leather accented with vinyl. There are individually controlled reading lamps in the rear compartment . . . a handy vanity mirror inside the glove box . . . even carpeting for the luggage compartment and spare tire cover.

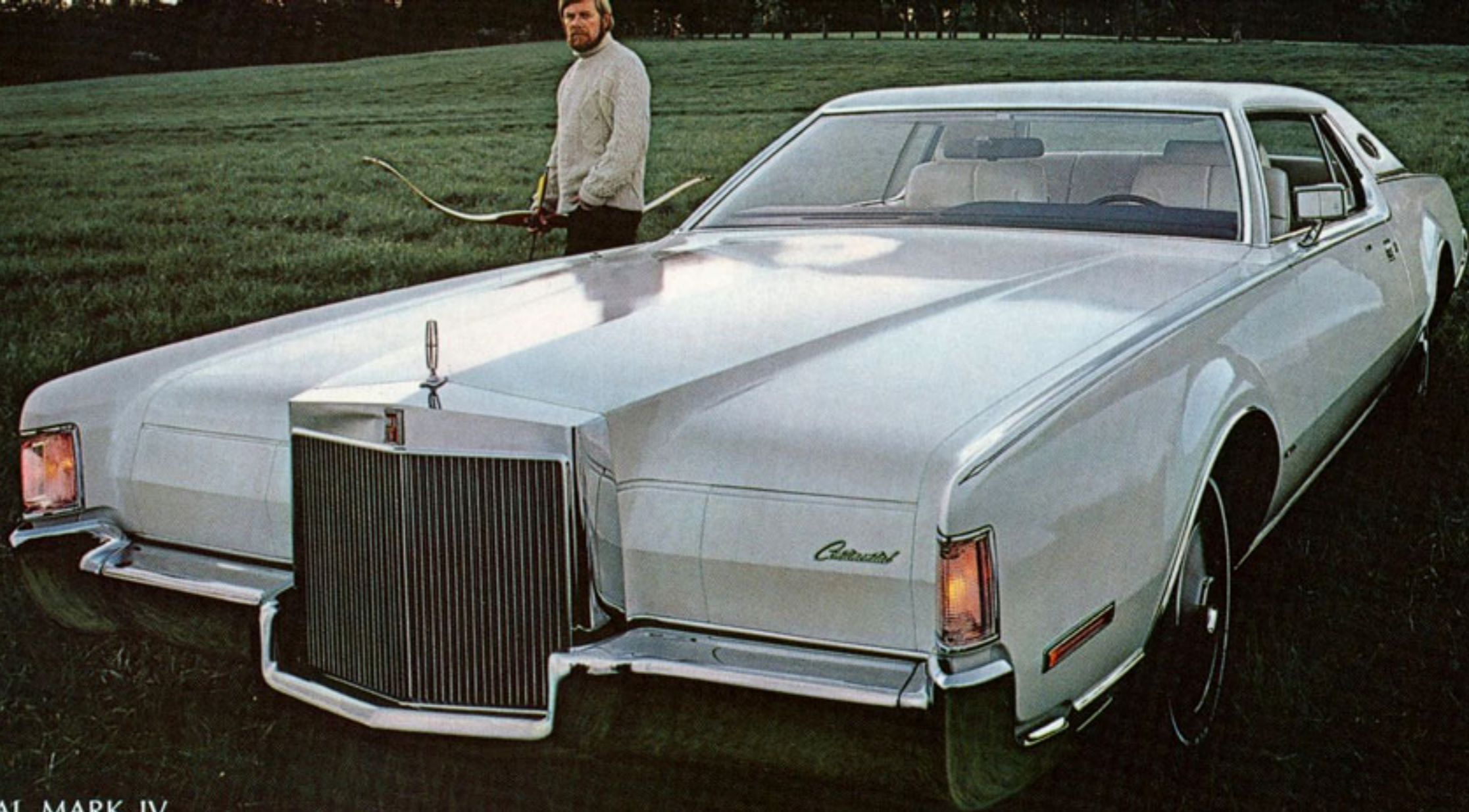
Town Car nameplates appear on both the front fenders and the rear deck lid, while the owner's initials are on the front doors. Even the keys are unique.

The Town Car. Our most formal, most luxurious sedan joins the Continentals at midyear to offer you even more.

Consider the possibilities. The Lincoln Continentals, Coupé and 4-Door Sedan. The Continental Mark IV. And, of course, the exclusive new Town Car.

The Continentals are a complete line of luxury cars. We hope you'll see them soon.

Continental. The final step up.

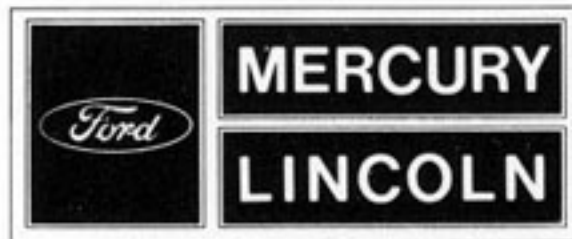


CONTINENTAL MARK IV

Opera window, cornering lights, and interior with leather seating surfaces are optional



Now, at midyear,
Continental has even more to offer...



SOLOMON LINCOLN-MERCURY

1302 Turner St.

Allentown, Pennsylvania 18102