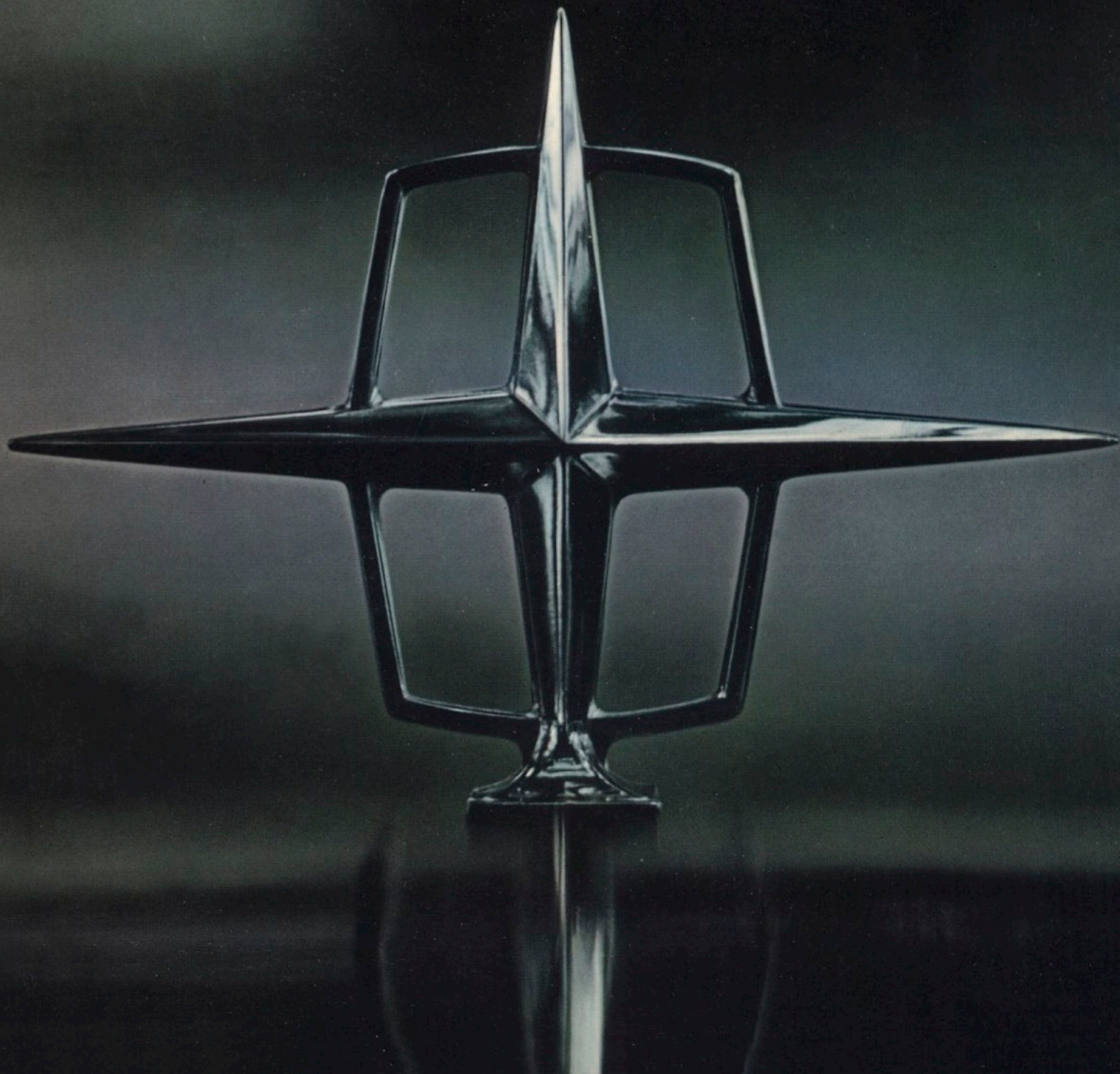


Lincoln Continental for 1965
America's most distinguished motorcar





MARSTALLER MOTORS
HIGHWAY 6 AT SPEIGHT
PHONE 6-1818 WACO, TEXAS

This is the luxury motorcar that stands apart from all other cars.

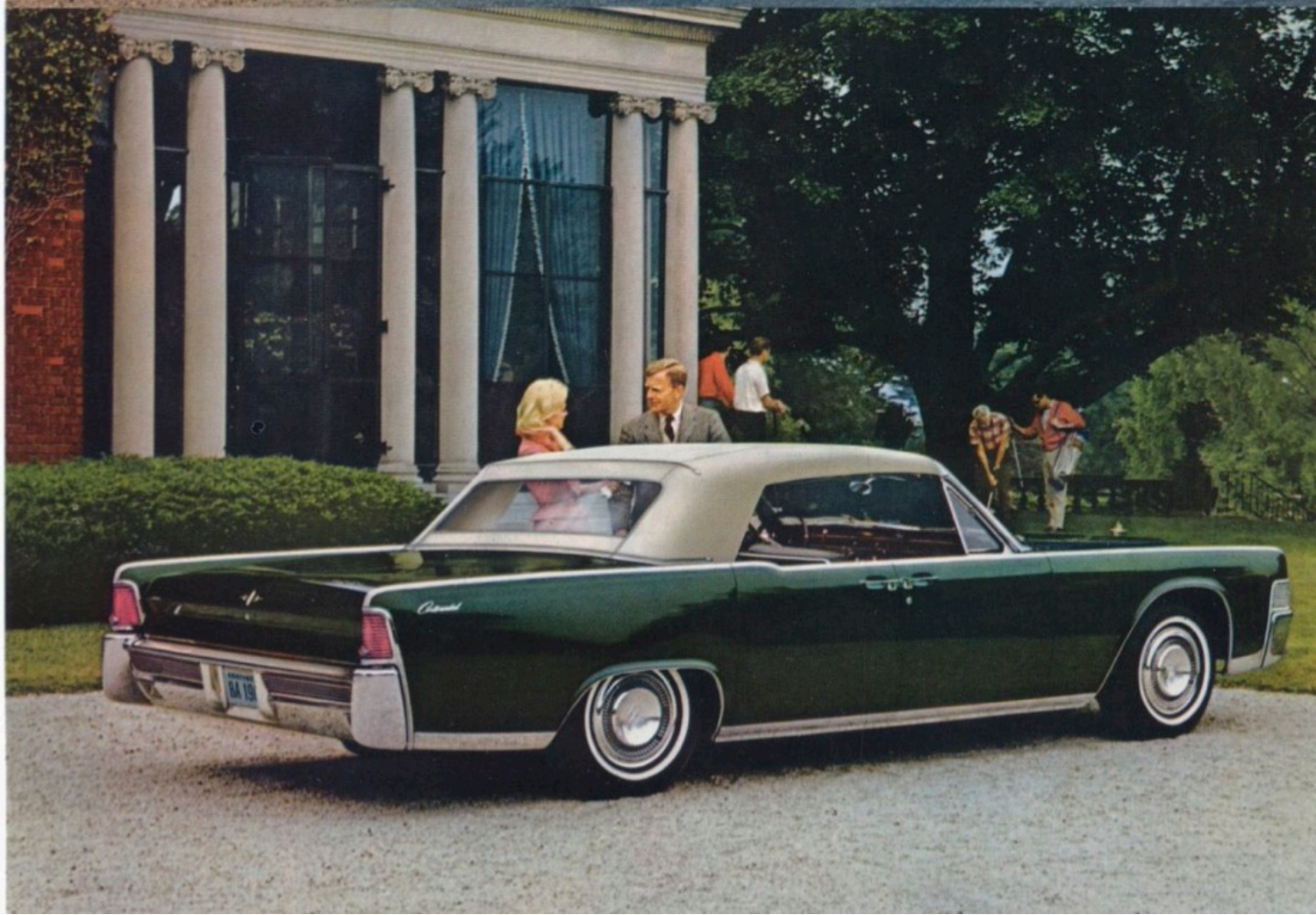
This is the Lincoln Continental for 1965.

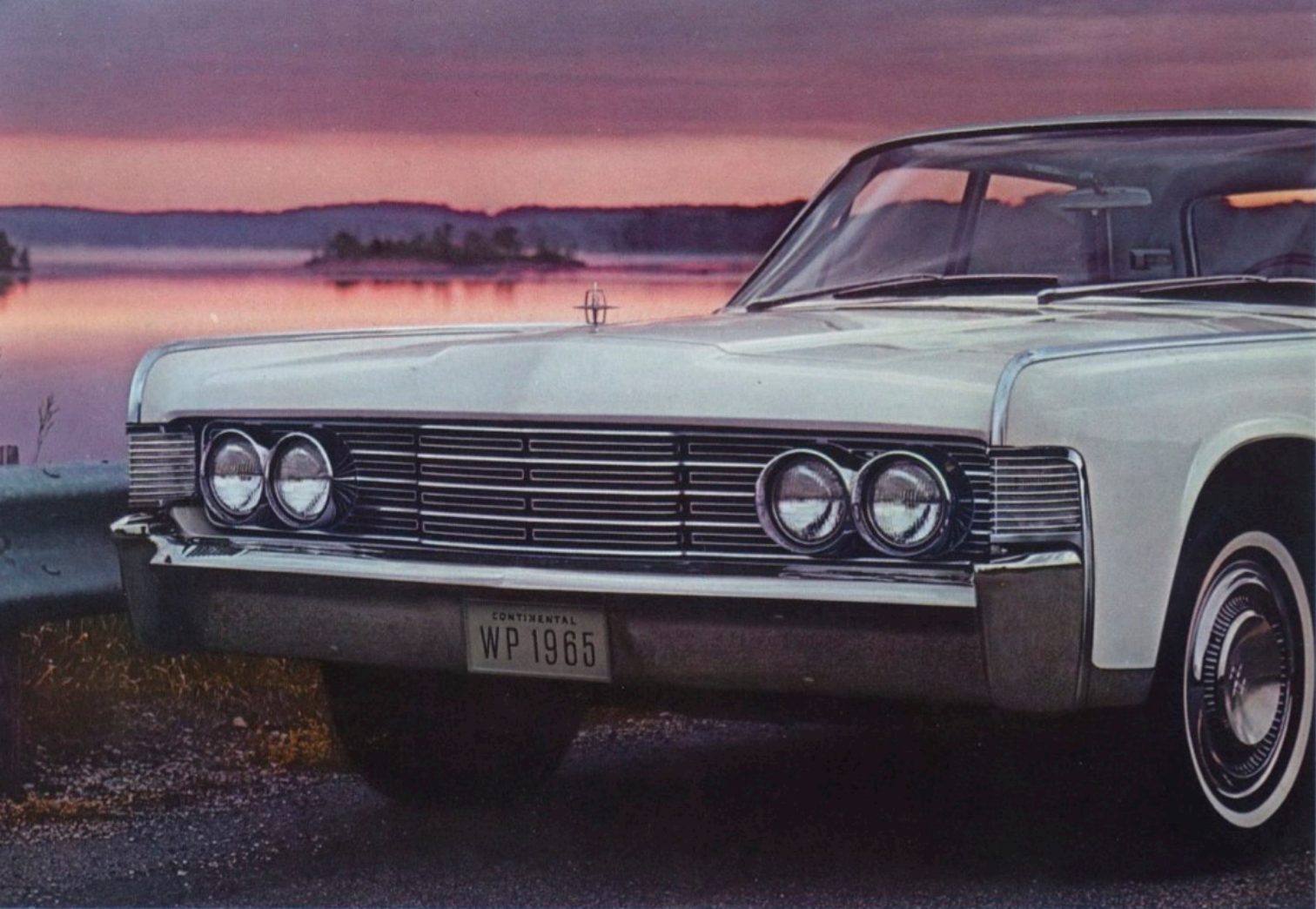
You will notice refinements in styling for 1965, from the new front grille and fender-mounted parking lights to the new rear styling. Yet you will recognize this automobile as unmistakably Continental. For it remains alone in its classic look. Singular in its luxury and comfort. Unique in its ease of handling, its center-opening rear doors, its full power auxiliaries as standard equipment. Unequaled in its construction and ride, incorporating an impressive list of engineering refinements. Built to the highest standards in the world. Tested more thoroughly than any other car. Lasting in its value. Available in a limited edition of models: the four-door sedan and America's only four-door convertible.

This year, discover Lincoln Continental for yourself. Examine its new, even more luxurious interiors. Turn the key and feel the powerful response of the largest and most carefully built engine of any automobile made. Drive it and experience the full power assists, the advanced new front disc brakes, the unsurpassed ride of the Continental. And when you do, imagine how it feels to own the Lincoln Continental: America's most distinguished motorcar.

This is the classic four-door sedan: luxury without excess, quality without pretension. It provides optimum interior spaciousness with every comfort you might expect, yet is elegantly understated in the Continental tradition.

America's only four-door convertible is uniquely Continental. It combines the interior space and comfort of the four-door sedan with the ease of a completely automatic convertible and the luxury of an open town car.





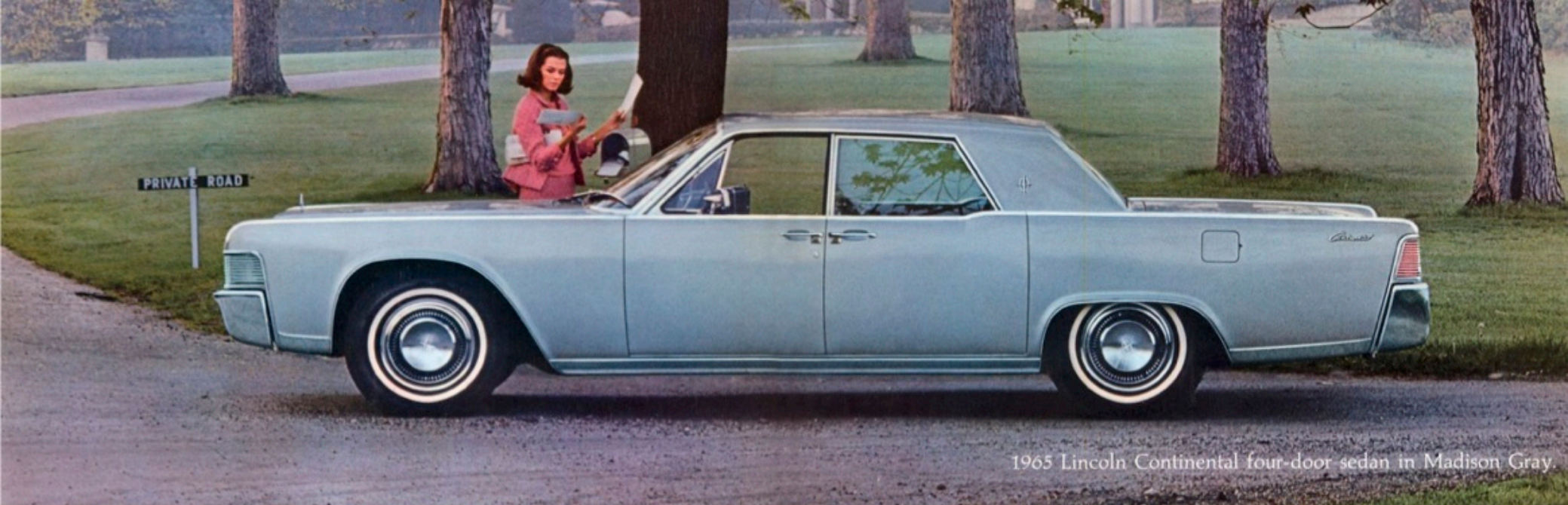
The timeless Continental look is refined this year. New parking lights and turn signals are mounted as a single unit in the front fenders. And notice the lines of the new front grille, sculptured to form one horizontal unit.

This year's more restrained rear styling is an evolution of the uncluttered look in automotive design pioneered by Continental. Note the clean sweep of metal, unbroken by ornamentation, framed only by new ribbed taillights.

Inside Lincoln Continental you step into a world of tasteful luxury. And this year, you may select from the broadest range of inviting interiors ever offered by Continental. There are new fabrics, new leathers, exciting new colors. The seat you see here is upholstered in new Largo cloth, executed in the Biscuit Design seat style. This particular seat style features vacuum-formed pleats. Upper seat backs are soft leather covered cushion-style bolsters. It is only one of the three seat styles offered by Lincoln Continental. In upholstery, new Moiré fabric, new leathers, and traditional wool broadcloth are also available.

Whatever the individual interior scheme, each Lincoln Continental reflects careful attention to detail. Carpets are cut-pile, molded door-to-door in a seamless piece. You may choose walnut-tone panel inserts at no extra cost.





1965 Lincoln Continental four-door sedan in Madison Gray.



1965 Lincoln Continental four-door convertible in Turino Turquoise.

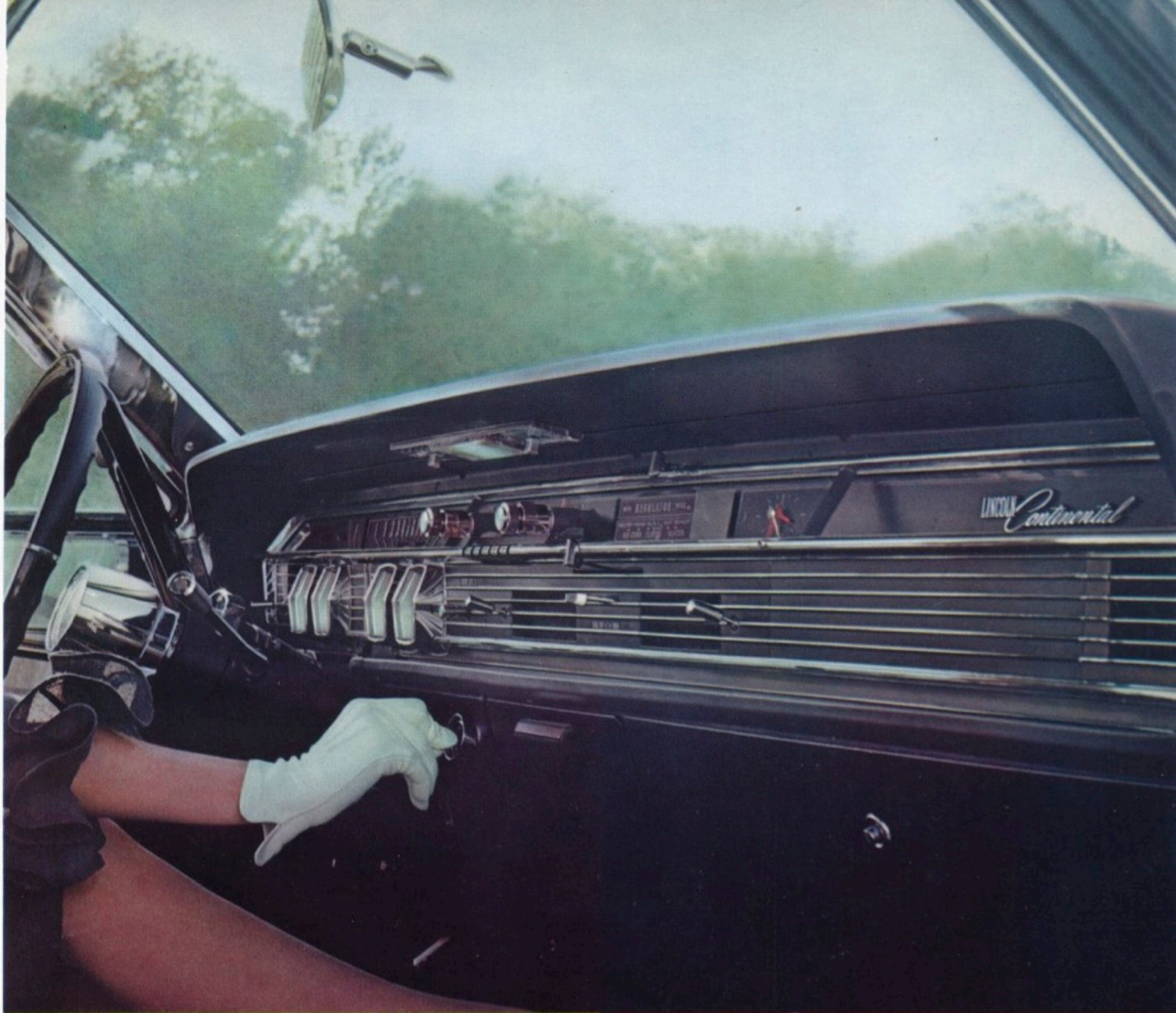


Four center-opening doors, the luxury and comfort of a sedan, the largest rear passenger compartment of any convertible made: this is the unique Continental convertible. And it is totally automatic. Top up or down, there is nothing to button, unfasten or snap. Touch the control and the self-storing top is lowered and stowed away, completely concealed beneath the deck, leaving no unsightly boot. The top raises securely and locks in place with equal ease, nothing for you to clamp. This year, in addition to traditional white or black convertible tops, Continental offers you a choice of blue and tan.

An unequaled experience in driving begins here at the Continental control panel with you in command. It has been refined this year for your even greater convenience and enjoyment. The instrument cluster is modified, the transmission selector dial restyled, radio controls redesigned. Even the steering wheel has a new textured grip. New front disc power brakes give you quieter, surer, more fade-free stopping. The six-way power seat enables you to select the perfect position for your individual driving comfort. Also standard on every Continental are: power steering, power antenna, power door locks, automatic parking brake release, windshield washer and variable speed wipers, remote control outside mirror, map light, low fuel warning light, even front seat belts and retractors color-coordinated to interior decors. The complete list of standard equipment is even longer, as you may note under Continental specifications.

Continental's roomy trunk compartment provides generous space for luggage. Its low sill and deep recessed floor assure easy loading and unloading. It is fully lined, of course.

The master window control panel is indicative of the power assists at your finger tips in every Continental. This year the master panel incorporates a new by-pass switch that allows all windows, including side vents, to be operated without using ignition key.





The 1965 Executive Limousine: ultimate expression of Continental elegance.

This custom conversion of the Lincoln Continental sedan by Lehmann-Peterson, coach builders, combines the look that is unmistakably Continental with the unique luxury of a limousine. It is almost 3 ft. longer than the standard sedan and its roof of padded black vinyl incorporates an opera rear window for greater privacy in the rear compartment. Inside, rear-facing companion seats are permanently positioned, creating an intimate conversation area. The rear compartment, carpeted in mouton, is separated from the front by a divider rising from the floor to window level. Upholstery features the finest wool broadcloth or rich leathers. A hand-rubbed walnut cabinet contains the AM-FM radio.

In addition to the options offered by Lincoln Continental, exclusive options for the Executive Limousine include a separate rear compartment air conditioner, a chauffeur divider window, and a built-in television set. Special equipment such as a telephone compartment, a built-in dictating machine or a beverage compartment may also be ordered. The custom-crafted Executive Limousine in Black Satin, Madison Gray, Nocturne Blue, Charcoal Frost, or Royal Maroon is available on special order from your Lincoln Continental dealer. The Executive Limousine conversion equipment is warranted by Ford Motor Company in the same manner as the Lincoln Continental sedan and convertible. You will find the terms of the warranty under specifications.

Specifications:

Lincoln Continental is the world's most thoroughly tested automobile.

Demanding manufacturing tests must be passed by every element that goes into a Lincoln Continental before it can proceed to assembly. The engine is run-in, checked. The transmission is thoroughly proved out. Only after every component has passed such rigid qualification tests is it accepted for the Lincoln Continental. During assembly, as these individual parts are combined, they are again checked for highest quality. Then, when motoring perfection might be assumed, every Continental must prove it a certainty on the unique 12-mile road test. Prove it to an expert test driver on 189 points of careful examination. This specialist tests your Continental in minute detail, even to its "sound," its "feel." Anything that does not meet the highest standards is noted; corrected; rechecked.

Your Lincoln Continental is almost totally automatic. Standard equipment includes:

- Power steering
- Power brakes, self-adjusting with ventilated front disc brakes
- Power side and vent windows
- ✓ Power door locks
- Six-way power seat
- High-efficiency heater and defroster vent system
- Dual aluminized, stainless steel mufflers
- Windshield washer
- Variable speed windshield wipers
- Automatic parking brake release
- 16" safety steering wheel
- White sidewall tires—4 ply
- Back-up and courtesy lights
- ✓ Warning light indicating open rear door
- Folding center armrests
- Transistorized push-button AM radio with rear seat speaker
- Power antenna
- Cut-pile carpeting
- ✓ Low fuel warning light
- Trip odometer
- Directional turn signals
- Lights for glove compartment, ash trays and trunk compartment
- ✓ Fully lined trunk compartment with tire and jack covers
- ✓ Factory-applied undercoating
- Remote-control side view mirror
- ✓ Padded instrument panel
- Padded visors with right vanity mirror
- Non-glare rear view mirror mounted on windshield
- Electric clock
- ✓ Retractable front safety seat belts
- Map light above instrument panel
- Reading lights for the sedan
- Totally automatic, fully retractable, self-storing convertible top
- Remote control convertible deck lid release
- Twin-range Turbo-drive automatic transmission
- ✓ 42-ampere alternator
- Wheel covers

Lincoln Continental offers a distinctive selection of optional equipment you may wish to order with your sedan or convertible.

These options include:

- ✓ AM-FM radio with new push-pull controls for changing bands
- ✓ Tinted glass
- ✓ Air conditioner
- Automatic headlamp dimmer
- ✓ Remote control sedan deck lid release
- Automatic speed control
- ✓ Vertically adjustable steering column
- Directed-power differential
- Heavy-duty springs and shock absorbers 3.11 to 1 rear axle for mountainous areas
- Rear safety seat belts
- Locking fuel tank cap
- License plate frames
- Door edge guards
- Engine coolant heater
- Rubber twin floor mats
- Combination leather and vinyl seat upholstery for the sedan

Individually adjustable front contour seats available in Beige, Black, and Blue combination cloth and leather, for sedans, and in Aqua, Beige, Black, Blue, Burgundy, Ivy Gold, Palomino, Red, Silver Blue and White-Black leather, for sedans and convertibles

Emergency flasher
Transistorized ignition system
Spare tire re-location kit
Vinyl covered roofs as shown on facing page in Black. Also available in White, Blue, Brown, Ivy Gold
55-ampere alternator

Specifications:

Engine: 90° OHV V-8, 430 cubic-inch displacement, bore and stroke 4.30" and 3.70". Advertised horsepower, 320 at 4,600 r.p.m. Advertised torque, 465 lb.-ft. at 2,600 r.p.m. Four-barrel carburetor. Premium fuel.

Transmission: Twin-range Turbo-drive automatic torque converter, 6-position selector dial, with 3-speed planetary gear set. Suspension: silent strut front suspension with sealed prelubricated ball joints and helical-coil springs, hydraulic shock absorbers with rebound control. Rear-Hotchkiss drive; five-foot parallel-mounted leaf-type springs, rubber-cushioned rear axle mounting.

Steering: 16" steering wheel with integral hydraulic power assist, crankshaft-mounted hydraulic pump.

Brakes: self-adjusting power brakes with front wheel ventilated-disc brakes.

Rear Axle: semi-floating hypoid type with 2.89:1 gear ratio. A 3.11:1 ratio is available at no extra cost.

Dimensions: wheelbase 126"; over-all length 216.3"; over-all width 78.6"; over-all height 54.2"; effective head room, front 39", rear 38.4"; effective accelerator leg room 41.1"; rear seat leg room 40.5"; shoulder room, front 59.3", rear 59.4"; hip room, front 62.3", rear 62.4"; usable trunk capacity (sedan) 14.4 cubic feet, sill

height for loading 24".

Exterior colors: Black Satin, Arctic White, Charcoal Frost, Madison Gray, Platinum, Nocturne Blue, Huron Blue, Powder Blue, Turino Turquoise, Teal, Neptune Blue, Spanish Moss, Persian Gold, Willow Gold, Silver Sand, Desert Sand, Burnished Bronze, Royal Maroon, Heather, Fiesta Red.

Upholstery colors and materials for the 1965 Lincoln Continental:

Largo Cloth: this new monochromatic fabric is used in the Biscuit Design style in combination with leather and vinyl. It is available in Black, Silver Blue, Blue, Aqua, Ivy Gold, and Beige for sedans.

Moiré Fabric: the new embossed Moiré fabric is used for the roll-over pleat seat style. It comes in Silver Blue, Blue, Aqua, Ivy Gold, Beige, and Black with White leather.

Wool Broadcloth: available in Silver Blue for the roll-over pleat seat style in sedans.

Leather: new low-luster finish leathers in the roll-over pleat seat style are standard upholstery features on the convertible, optional for the sedan. You may choose from Aqua, Beige, Black, Blue, Burgundy, Green, Ivy Gold, Red, Palomino, Silver Blue, White and Black and White with appointments in Beige, Black, Blue, Ivy Gold and Red to harmonize with exterior colors.

The Continental total-car warranty:

Ford Motor Company warrants to the owner each part of this Lincoln Continental vehicle to be free under normal use and service from defects in material and workmanship for a period of 24 months from the date of delivery to the original retail purchaser or until it has been driven for 24,000 miles, whichever comes first. This warranty shall be fulfilled by the dealer (or if the owner of the vehicle is traveling or has become a resident of a different locality by any authorized Lincoln Continental Dealer) replacing or repairing at his place of business, free of charge including related labor, any such defective part.

This warranty shall not apply to (I) tires or tubes (appropriate adjustments for them being provided by their manufacturers), or (II) to normal maintenance services (such as engine tune-up, fuel system cleaning and wheel, brake and clutch adjustments), or (III) to normal replacement of service items (such as filters, spark plugs, ignition points, wiper blades and brake or clutch linings), or (IV) to deterioration of soft trim and appearance items due to normal use or exposure.

This warranty is expressly IN LIEU OF any other express or implied warranty, including any implied WARRANTY OF MERCHANTABILITY or FITNESS and of any other obligation on the part of the Company or the selling Dealer.

LINCOLN-MERCURY DIVISION, Products of FORD Motor Company, 3000 Shaefer Road, Dearborn, Michigan. Specifications shown herein were in effect at the time this catalogue was approved for printing. Lincoln-Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right, however, to discontinue or change at any time, specifications, designs, or prices without notice and without incurring any obligations. Accessories and other equipment that are not standard equipment are optional at extra cost. The warranty referred to herein is applicable only to products sold in the U.S.A., and in certain neighboring areas.

Litho in U.S.A. 8-64—Form No. LC65—112



LINCOLN *Continental*

Lincoln Continental is the luxury motorcar that stands apart from all other cars. It distinguishes you among fine car owners. What does your car say about you?