



ENTER LIKE A LADY

Notice the doors. Four. This is America's only four door convertible. And notice how they open. From the center, to make everyone's entrances graceful.

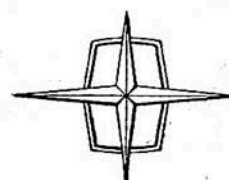
Inside, there is greater safety. All four doors lock automatically when the driver flicks a single switch. And inside there is luxury: in fine soft leathers, rich looped carpeting, exquisite details like the walnut inlay on the glove box and door panels. And there is extra space. This is the only convertible whose rear seat is wide enough for three adults to ride in comfort... wider than in any other convertible.

But great engineering is equally important in the Continental

concept. This car is designed and constructed to the highest standards in the world.

Of course, it is costly. But we refuse to compromise and build lower priced models as others do. Because they would not be Continentals. There is only one Continental...timeless in styling, enduring in performance, retaining its high value year after year.

For 1963, enter the private world of Lincoln Continental, the finest automobile in the world.



LINCOLN CONTINENTAL

Product of  Motor Company Lincoln-Mercury Division