



## Introducing the 1977 Lincoln Continental. Judge any luxury car by this standard.

The 1977 Lincoln Continental sets a high standard for luxury cars. Full-sized, full-luxury, to give you the pleasures of space, of comfort, of superb handling on the highway. That's because it's a Continental. Unmistakable from its redesigned front end to its winning Lincoln ride.

For 1977, some luxury cars are smaller than last year.

For 1977, Lincoln Continental retains its traditional luxury car size.

We believe it's a luxury car that meets your standards.

**Lincoln Continental. A standard by which luxury cars are judged.**

# LINCOLN CONTINENTAL

LINCOLN-MERCURY DIVISION

