


The *ISLAND OF*
Continental

Magazine

Winter 1970-71

GRENADA-12

A woman wearing a dark riding helmet, a light green jacket, tan breeches, and black riding boots is sitting on the ground, leaning against a tree trunk. She is looking towards a dark brown horse with a white blaze on its face. The background is a soft-focus outdoor setting with trees and grass.

A Horse of Your Own
Visiting Europe In Winter



For the something in you that's never satisfied.

If there is one thing above all else that characterizes the Continentals and those who own them, it is a determination to remain always individual.

Perhaps it is the Continental look that commends these cars to discerning people. Or innovations such as Sure-Track, the computerized anti-skid braking system. Or standard features such as automatic temperature control and Michelin steel-belted radial-ply tires.

But one thing is certain. At trade-in, a Continental can prove to be a clever investment. In fact, based on recent NADA average wholesale prices, Continental Mark III returns more of its original manufacturer's suggested price resulting in the highest resale value of any luxury car built in America.

If you are one who is ready to look beyond conventional standards of luxury, look to the Continentals.

The Continentals: the final step up.



Consider Leasing a Car

BEN FRANKLIN once said: "An investment in knowledge pays the best interest."

There may be a message here for the luxury car driver who considers leasing—rather than buying—a Lincoln Continental or Mark III. More than half a million businessmen, professional men, sales representatives and others now are leasing new cars. Business fleets for employes bring the number of leased cars to more than a million.

Here are some reasons for leasing Lincoln-Mercury products:

Convenience. Once you select the car and its equipment, the leasing company handles all details of obtaining the car, insuring and maintaining it (if you wish), and then disposing of it at the end of the lease period. Most leasing companies make arrangements for transportation in the event the car is out of service.

Leasing requires no large investment of capital.

People who buy cars prepay their transportation over the car's life cycle. When leasing, you pay only for services you receive.

Leasing can simplify tax records. Allowable tax deductions on lease cars are computed easily and are properly documented. Cost information from a monthly leasing statement make a tax consultant's job much easier.

In 1962 the Lincoln-Mercury Dealer Leasing Association (LMDLA) was organized. Now numbering more than 800, these dealers offer a complete leasing service.

The Lincoln-Mercury dealers who are LMDLA members offer professional counseling on all phases of leasing, whether the lessee is interested in one or one hundred cars. They are authorized to lease the full line of Lincoln-Mercury cars from Capri to the Mark III. And they back their leases with the dealerships' full service facilities, which include the services of factory-trained technicians using the latest factory-approved tools and service equipment. Wherever a Lincoln-Mercury lessee drives in the United States, he knows he's not far from an authorized Lincoln-Mercury dealer.

To make certain that drivers of leased Lincoln-Mercury cars are never without service for repairs, LMDLA members offer a Maintenance Coupon Book program which provides maintenance and warranty coverage for the leased car up to 60,000 miles. Loan cars can be included under leases written by LMDLA members.

Another attraction of this Lincoln-Mercury program is the variety of equipment available. A driver can have any model he prefers, equipped the way he wants it, for almost any length of time.

If you're interested in finding out more about this very convenient '71 Lincoln-Mercury Division leasing program, call a participating Lincoln-Mercury dealer in your area.

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COVER

At rest during a day of riding. Sound advice on getting the most pleasure from this sport is offered in "The Joy of a Horse of Your Own," on page 16. Photograph by Leonard P. Johnson.

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