

Lincoln's Classic Car of 1964 Is Town Brougham

The Lincoln Continental Town Brougham is a contemporary version of the classic town car of a generation ago.

Based on a standard 1964 Lincoln Continental, the Town Brougham was created by the Ford Motor Co. Styling Office on a 131-inch wheelbase—five inches longer than the wheelbase of the production model. Its over-all length is 221.3 inches,

also up five inches. An open chauffeur's compartment and a window between front and rear compartments give the Town Brougham the flavor of the custom-built town cars of the 1920's and 1930's.

THE EXTERIOR of the Town Brougham is essentially the same as a standard 1964 Lincoln Continental, with the addition of turn-

ing lights mounted in the sides of the front fenders and courtesy lights on the posts between front and rear compartments. It is painted a unique Plaza Blue Pearl. The roof is covered with black landaugin vinyl and the back window is smaller than on the standard model.

The interior features liberal application of walnut moldings, high-cut-pile carpet, and broadcloth up-

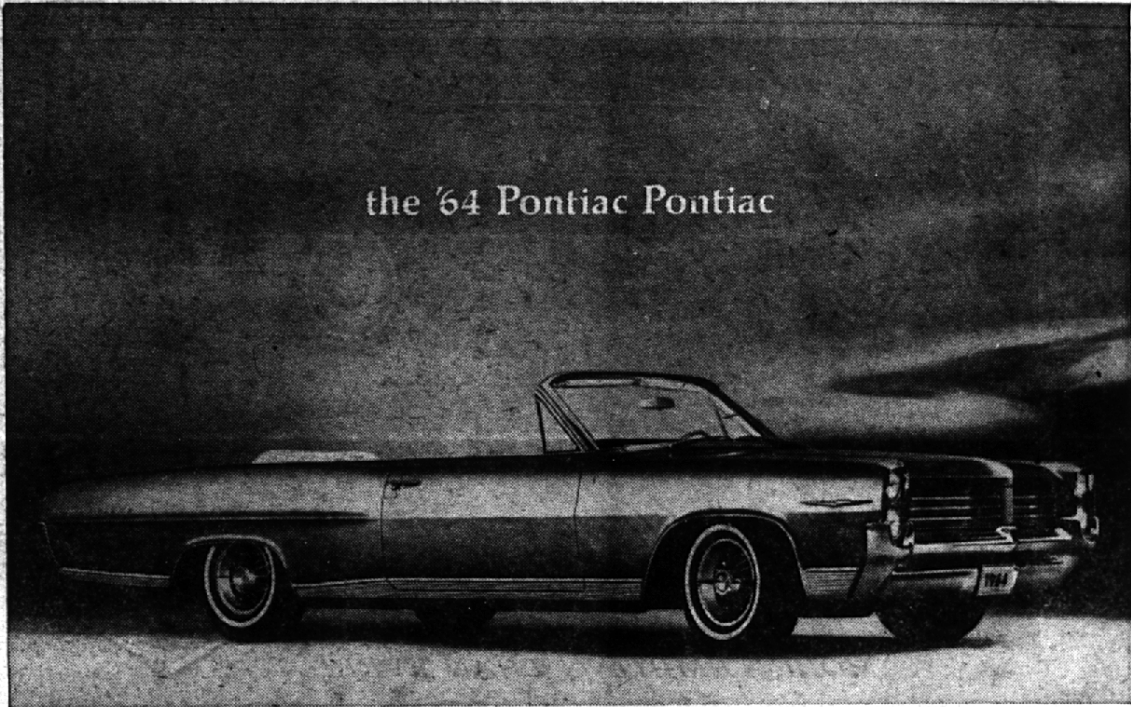
holstery embroidered with the Continental emblem. The chauffeur's compartment is finished in black leather.

The front wall of the passenger compartment holds built-in magazine racks, a mobile telephone set, a rear compartment radio and assist grips. Intercom between passengers and driver is mounted in the rear compartment quarter panels, and in the radio speaker grille in the front compartment.

Dodge Sets Record

Retail sales of Dodge passenger cars during 1963 were the highest in the company's 50-year history, Dodge General Manager Byron J. Nichols has announced. The division retailed 390,564 cars last year, an increase of 56.9 per cent over the 248,818 units sold in 1962. The previous record year was 1960, when 357,959 cars were sold.

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