HERE COME THE CARS...





THE LINCOLN CONTINENTAL for 1974 continues its look of understated elegance with a redesigned front vertical-bar, die cast grille and new grille housings. The exclusive Town Car (above) features new Media Velour seat trim which is standard with twin comfort lounge seats.

STAR OF ITS CLASS, the newly-designed Imperial LeBaron in its two and four-door hardtops. A long list of standard equipment includes four-wheel, power disc brakes--an industry first for a United States luxury car.



DESIGNED FOR THE USER, the new big Dodges stress comfort, convenience and ease of service features in 13 models. Changes include hydraulic bumper and unibelt systems, new electronics, radial tires, engineering improvements and complete trailer tow package.



