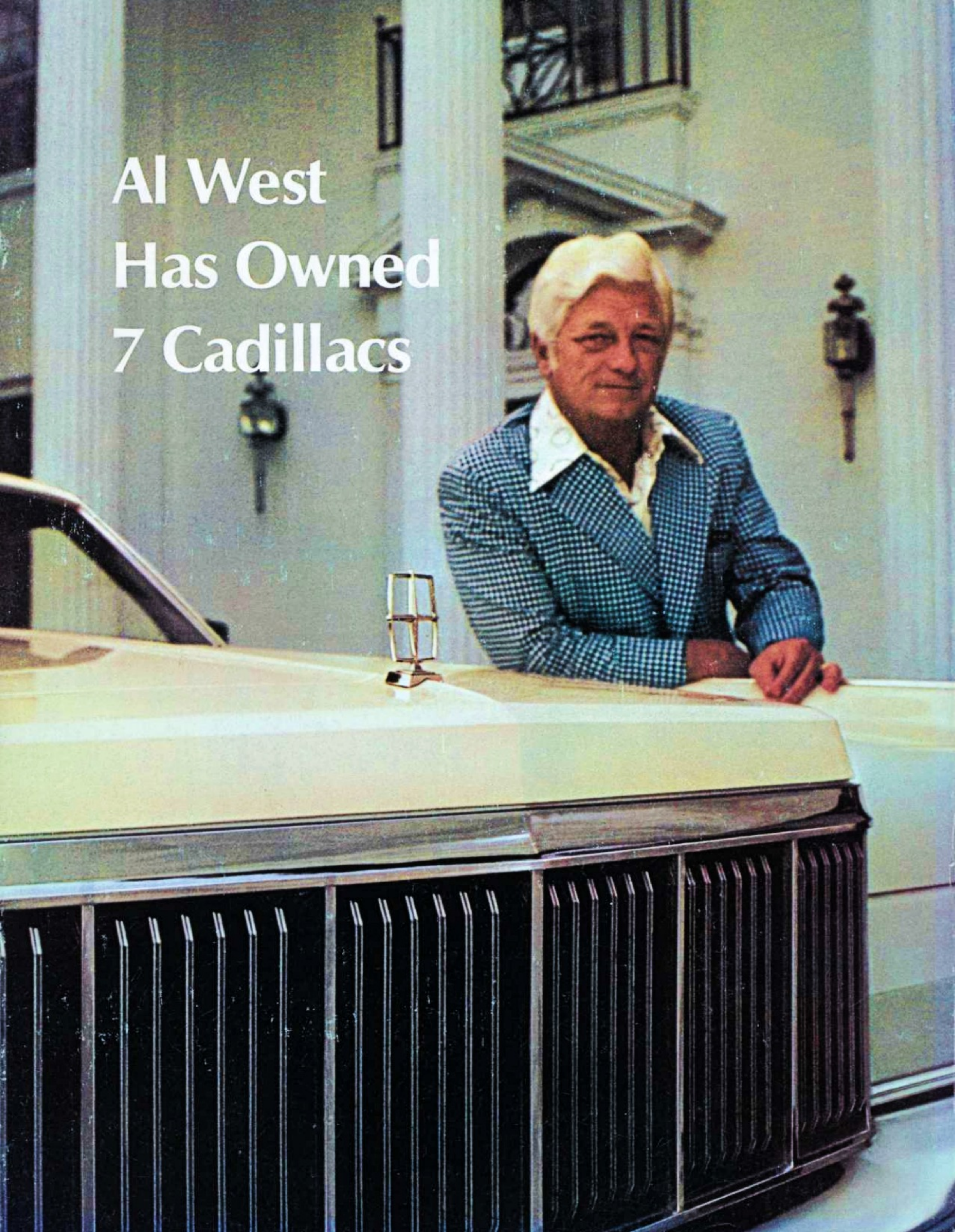


Al West
Has Owned
7 Cadillacs



Today He Drives a 1975 Lincoln Continental Town Coupé

Al West, president of the Oneil, Lee and West, Inc., General Insurance Agency of Orlando, Florida, has owned and driven luxury cars since 1959. In 1970 he switched from Cadillac to Lincoln Continental. This year Mr. West returned to the automotive market and purchased a 1975 Lincoln Continental Town Coupé. Recently he talked about why he selected a Continental again.

"I look for three things when I'm buying a new car—protection, comfort and service. For me, the Town Coupé is superior in all of these areas.

"In my business I spend a good deal of time behind the wheel and when I'm out on the road I want protection. In a large, solid, well-constructed car such as the Continental, I feel safe and secure. Continental is a durable car—one that is well put together. And, that's important, too. When I invest my money in a car, I expect it to last.

"Of course, it almost goes without saying that the Town Coupé has beautiful styling. It is such an appealing design I don't see any reason why the people in Detroit would ever want to change it. The designers who laid out the interior had the driver in mind. All the controls are at my fingertips. I'm in my car three days a week and drive 25,000 miles a year. I find the Town Coupé very comfortable and easy to drive, with superior handling. After three or four hours I'm not fatigued from fighting the wheel.

"If something goes wrong with my car I want it fixed and fixed promptly. When it comes to service I don't believe there is anyone anywhere who could do a better job than my local Lincoln-Mercury dealer.

"When my friends ask me why I switched to Continental after driving Cadillacs all those years, I suggest they drive the two cars."



Challenging the Competition

For the past three years, in nationwide television commercials, Lincoln-Mercury Division has been reporting the results of independent car-to-car riding and handling tests in which models of the Continental were judged superior to Cadillac models by majorities of the test participants.

In the first test, 100 Cadillac owners were asked to judge which car had the more comfortable ride, a 1972 Continental or a comparable 1972 model of their own make. Nationwide Consumer Testing Institute, an independent firm, supervised the test which took place at a San Francisco country club. When agreeing to take part in the test, the owners knew only that they would participate in an automotive test—they were not told the names of the firms or the products involved.

Each owner rode *blindfolded* in both cars—along the same route, at the same speed, and for the same length of time. The results: 60 of the 100 Cadillac owners judged the Continentals superior in overall riding comfort.

The second Continental-versus-Cadillac comparison test was conducted in Bel Air, California, this time with 1973 models. Again, the majority of the test participants judged the riding comfort of the Lincoln Continental to be better than the Cadillac.



Comparison tests of the 1974 models took place in La Jolla, California, where 50 married couples—again all Cadillac owners—were asked to judge a 1974 model of their make against a 1974 Lincoln Continental. Each husband drove a new Lincoln Continental sedan on a round trip between La Jolla and Del Mar, California, while his wife rode as a passenger. He made the same trip in a new Cadillac Sedan deVille with his wife as the passenger. Then the wife took the wheel, driving both cars over the same route while her husband was the passenger.

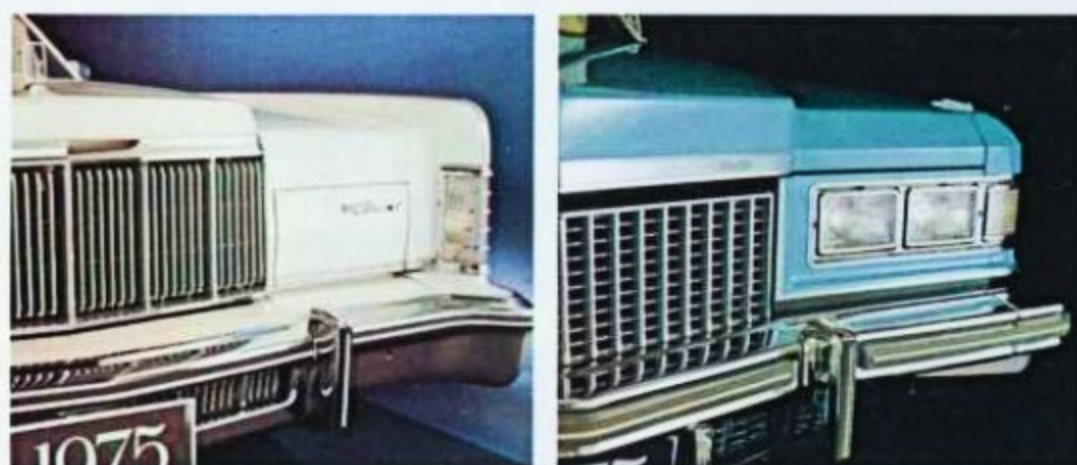
At the conclusion of the test the couples evaluated the cars for riding comfort and driving ease. Seventy-two of the 100 Cadillac owners said the Continental had the more comfortable ride and 66 said the Continental was easier to drive.

The favorable evaluation of the Continentals in these tests is indeed impressive, especially in view of the fact that the judges were all Cadillac owners. The 1975 Lincoln Continental and Continental Mark IV have been designed to continue this record. Don't accept our word for it. Visit your local Continental dealer and test drive these fine cars yourself.



Comparison Reveals Lincoln Continental Has Major Feature Advantages Over Cadillac

An evaluation of a luxury automobile should include attention to the many details and design features which have been included to make motoring more convenient and comfortable. The following comparison of the Lincoln Continental Town Coupé and the Cadillac Coupe deVille d'Elegance gives you a unique opportunity to judge certain features of both cars for yourself.



Headlamps. Continental's clean front end styling (left) is enhanced by concealed headlamps whose covers open automatically when the lights are turned on. This costly design feature gives the Continental special styling distinction. Cadillac (right) does not offer concealed headlamps.



Power Seat Controls. Continental's power seat controls (left) are conveniently located on the armrest in each front door. Front seats can be moved six ways with doors opened or closed. Seat controls on Cadillac (right) are located out of sight on the lower side of the front seats.



Power Vent Windows. Convenient power-operated vent windows on the Lincoln Continental Town Coupé (left) can be raised or lowered for added ventilation and air circulation without adjusting the entire window. Not available on Cadillac.



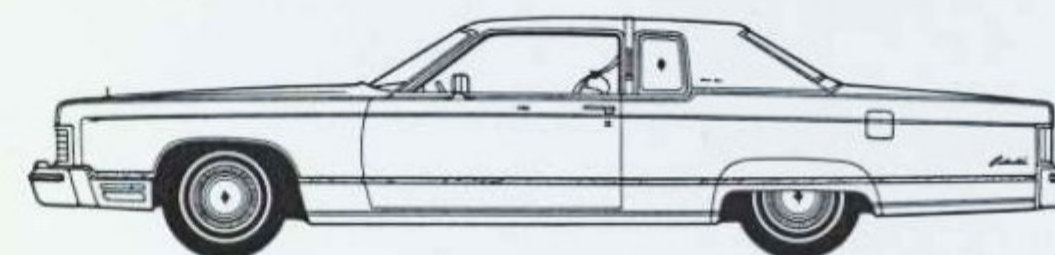
Spare Tire Lock. For added protection against theft, the Continental (left) has a spare tire lock. Not available on Cadillac.



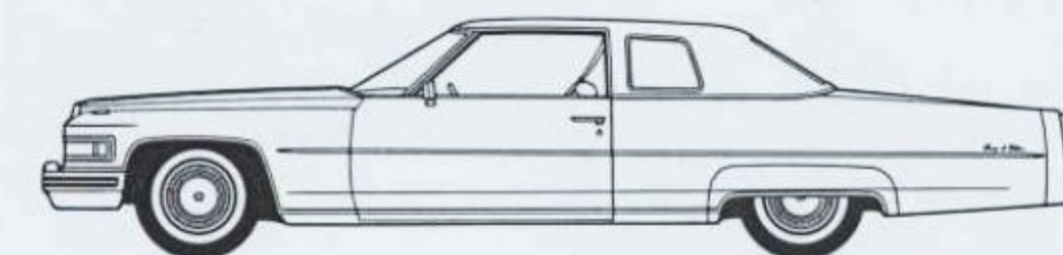
Trunk Space. With 19.3 cubic feet of load space, Lincoln Continental's fully-carpeted, deep-well trunk (left) is 3.4 cubic feet larger than Cadillac's (right). That's enough room for an extra set of golf clubs. The deep-well design also permits large suitcases to be stored upright. The trunk in the Lincoln Continental Town Coupé is finished in a luxurious color-keyed, deep-pile carpeting. Cadillac's trunk is lined with a thinner trim material. In addition, the Continental's tire-changing tools are stored out of sight in a special side compartment.



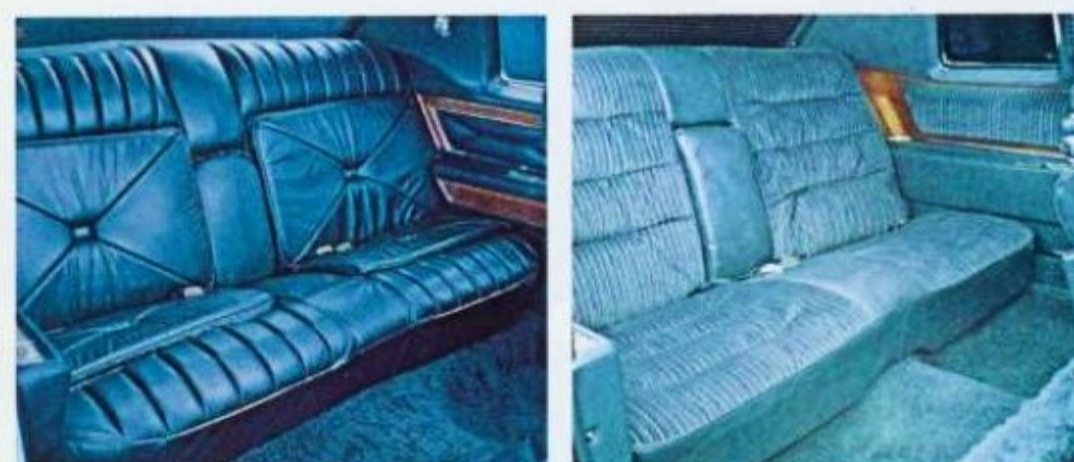
Automatic Speed Control. In both cars, an optional automatic speed control device allows drivers to maintain speed on turn-pikes without using the accelerator. Controls for Cadillac's Cruise Control (right) are located on the dash and on the end of the directional signal lever. Continental's Speed Control (left) has convenient fingertip controls on the steering wheel. The left rocker switch turns the system on and off. The right rocker switch sets the accelerator or allows the car to coast. The car also can be accelerated by a touch of the finger. Cadillac does not have the fingertip accelerator feature.



Lincoln Continental Town Coupé



Cadillac Coupe deVille d'Elegance



Rear Passenger Compartment. The Continental (left), with 60.3 inches of hip room and 40.8 inches of leg room, gives rear seat passengers extra inches of space over Cadillac (right). Rear seat passengers in the Continental also enjoy the benefit of a special heater duct which channels warm air directly to the rear compartment. Not included on Cadillac.



Interior Lighting. Continental (left) has an overhead dome lamp with individual reading lamps for two front seat occupants. Cadillac (right) offers neither. Cadillac has courtesy lamps on the center pillars behind the shoulder straps. Continental courtesy lamps are in the rear quarter pillars, and rear seat passengers can operate them by using the individual switches on the rear armrests. Cadillac does not have this convenience.



Door Sills. For improved footing and durability, the Continental door sill (left) is level and has a ribbed rubber insert. Cadillac's door sill (right) is slanted and its bare metal covering doesn't have a rubber tread.



Door Pulls. The Continental (left) has soft, comfortable, easy-to-grasp door-pull straps. Cadillac has spring-loaded door-pull handles (right) which some may find difficult to grasp.



Twin Comfort Lounge Seats. Continental's optional Twin Comfort Lounge seats (left) provide separate six-way power-adjustable seats for driver and front seat passenger. A separate center armrest is provided for each seat occupant. Cadillac's Dual Comfort seats (right) are divided 60% for passenger and 40% for the driver. Because Cadillac's single armrest is attached to the passenger seat, its availability to the driver depends on position of passenger seat.



Exterior Body Protection. Continental's bumper (left) wraps around to protect the rear quarter panel. Also, lower quarter panel moldings behind the rear wheels guard against stone pecking and other road wear. For added protection, Continental has full-length bodyside moldings with a wide color-keyed filigreed vinyl insert. (Shown in greater detail on reverse side of page.) Cadillac (right) does not have wrap-around bumper protection, or lower quarter panel moldings behind rear wheels. Its side molding is narrower and shorter.

Note: The visual comparisons in this brochure were taken under the same conditions and are original, unretouched photographs.



The Lincoln Continental Sedans

Continuing a rich heritage of distinctive design and meticulous craftsmanship, the elegant 1975 Lincoln Continental sedans, including the four-door Town Car shown here, offer new luxury and beauty inside and out. The exterior is substantially new and is highlighted by a uniquely styled roof line. Distinctive opera windows inspired by the Continental Mark IV and handsome full-length filigreed bodyside moldings are other styling touches. Inside, the sedans offer a newly styled instrument panel which features a Cartier-signed digital clock. The luxury wheel covers and right-hand remote-control mirror are optional. Two interior trim designs are available. The Town Car interior at the immediate left is shown with optional Twin Comfort Lounge seats upholstered in blue Media velour cloth. The standard bench seat design is shown at the far left in optional blue leather and vinyl.



The Lincoln Continental Coupés

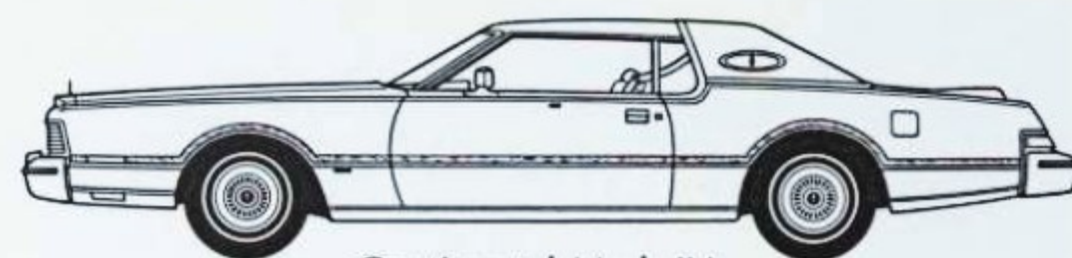
For 1975 the Lincoln Continental Coupés are more beautiful than ever. From front to rear, these cars have the classic, distinctive, clean lines in the Continental tradition. New this year are wide center pillars and large quarter windows into which the handsome Continental star is laminated. Distinguishing the Town Coupé, shown below, are coach lamps on the center pillar, plus optional Landau vinyl roof, right-hand remote-control mirror, luxury wheel covers and wide-band white sidewall tires. The full-length filigreed vinyl insert bodyside molding is functional as well as stylish. The Town Coupé interior at the immediate right features a dramatic loose-pillow design with seating of sumptuous luxury and deep comfort. It's shown with optional Twin Comfort Lounge seats in leather and vinyl. On the far right is the standard Lincoln Continental bench seat design in tan luxury cloth.



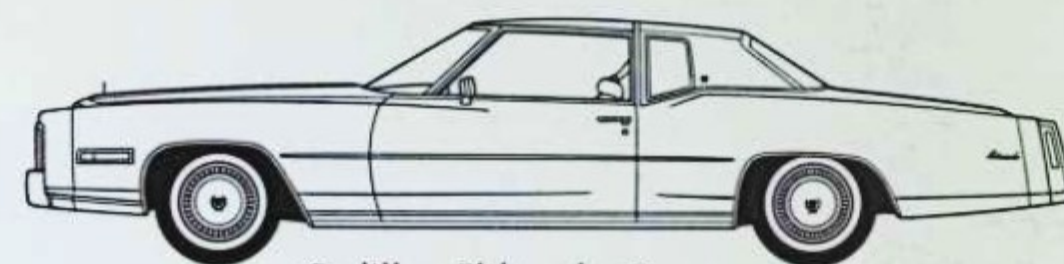
Continental Mark IV

America's most sought-after personal luxury car, the Continental Mark IV retains its world-renowned design in 1975. Luxury car buyers' esteem for the Mark IV is reflected in its traditionally high value retention. In fact, based on prices published in the March, 1975, NADA Used Car Guide, the Continental Mark IV continues to return a greater percentage of its original sticker price than a comparably equipped Cadillac Eldorado. The Mark IV for 1975 can only enhance this reputation. Shown below is the newly introduced Mark IV Versailles Option with optional Landau vinyl roof, premium bodyside molding, right-hand remote-control mirror, power Moonroof, and forged aluminum wheels. The stunning interior shown at the immediate right features a luxurious deep-pillow design trimmed in a new velvety-smooth 100 percent nylon cloth which has the soft feel of cashmere. Door panels also are trimmed with the new fabric and are accented with the look of rich walnut woodtone. The sides of the seats, the headlining, the insides of the rear pillars, even the sun visors with illuminated vanity mirrors, are trimmed in the same soft, luxurious cloth. At the far right, Mark IV's standard Twin Comfort Lounge seats are shown in optional leather seating surfaces. It's the second of three different interior trim designs available to Mark IV buyers.





Continental Mark IV



Cadillac Eldorado Coupe

Now compare the Continental Mark IV with the Cadillac Eldorado Coupe



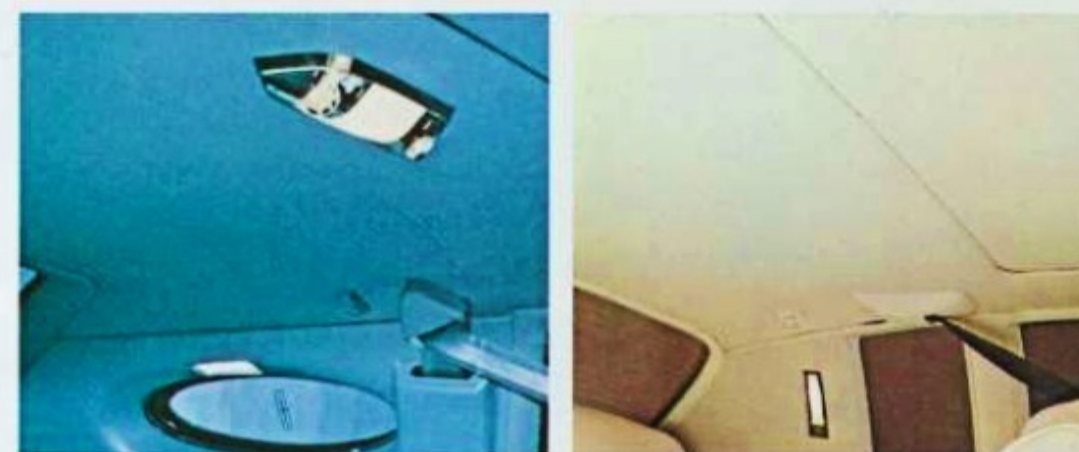
Grille. The Mark IV's distinctive front end (left) is highlighted by its classic chrome-plated die-cast metal grille, concealed headlamps, and a tasteful, uncluttered appearance. The Eldorado (right) has exposed headlamps and a plastic grille.



Front Seats. The Mark IV (left) includes as standard equipment Twin Comfort Lounge seats with individual center armrests for both driver and front seat passenger. Each armrest moves with its seat. Eldorado's Dual Comfort seats (right) are an extra cost option and they have no center armrest.



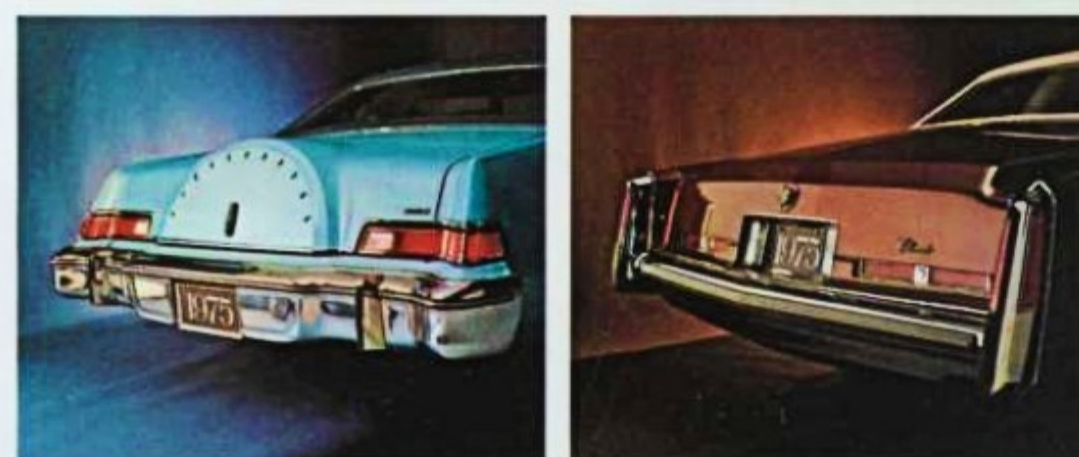
Four-Wheel Power Disc Brakes. Power disc brakes at all four wheels are standard on Mark IV (left). These brakes are less susceptible to the effects of water and fade, and provide an extra margin of stopping ability for high speed or repeated stops. (Mark IV shown with optional forged aluminum wheels.) Eldorado (right) has disc brakes only in front. Note, too, the Mark IV has lower quarter panel moldings behind the rear wheels to guard against stone pecking and other road wear. Eldorado does not have this protective molding.



Interior Lights. The Mark IV (left) has a rear seat courtesy lamp above each opera window with individual switches on the rear armrests. Also, there is an overhead center dome light with individual bright-beam reading lamps for two front seat occupants. Eldorado (right) has no dome lamp or reading lights, and rear compartment lamps cannot be operated by rear seat passengers.



Rear Seat Center Armrest. The Mark IV (left) features a rear seat center armrest for added passenger comfort. Not available on Eldorado.



Rear Deck Design. The Mark IV's distinctive rear deck treatment with its suggestion of the classic Continental spare tire mount (left) is a traditional styling touch which sets the Mark IV apart from other luxury cars. Eldorado's rear end styling (right) is similar to other Cadillac models. Mark IV's rear bumper wraps around to protect the quarter panel. Eldorado's rear bumper does not provide this wrap-around protection.



A Continental Brings A Special Satisfaction to Motoring

Customers call Ted Treuthart, founder of the Treuthart Rug Company in Rochester, New York, a craftsman who is a stickler for quality. "That's one of the reasons I switched to a Continental back in 1960. I was driving a Cadillac at the time. The Continental offered equipment that no other car on the market did. Since then I've owned a couple of Continentals and a pair of Marks. Our current car is a silver Mark IV. It was a present my wife and I gave ourselves on our golden wedding anniversary. On a recent trip to Florida the Mark's performance was beautiful. We drove the posted speed limit, and got very good mileage. Those individual six-way power seats were so comfortable that I never felt tired after a day behind the wheel. The highest compliment I can pay the Mark IV is that as long as we've owned it not one thing has gone wrong."



Walter B. Hailey, Jr., Chairman of the Board of TIPS (Total Insurance Planning Systems) General Agency, Inc. of Dallas, Texas, uses his Lincoln Continental Town Car as an office on wheels. "I meet many prospective clients at the Dallas-Fort Worth Airport. And I certainly don't want top management and financial people knocking their hats off trying to get in or out of a car. With the Continental they feel as if they are stepping into an office. Because their time is so valuable I often use the 30-minute drive from the airport to get our business meetings underway. The Continental's ride is so quiet and smooth that it is actually conducive to sales. I look for what use I can get out of something and I'm getting more service out of my Continental than any other car I've owned. The Continental has subtle quality. It's not showy or tasteless. The minute you sit in it you're surrounded by luxury. Isn't it irritating to buy something new and find that you must return it three or four times before it works right? My Continental has been right since the day I bought it. I'd always owned Cadillacs until I bought a Continental. One of the reasons I'm behind the wheel of a Continental today is because a Lincoln-Mercury dealer was the first person in 10 years who asked me to buy a car."



After 20 years in the retail department store business, Stan Johnson, president of Van Leunen's, Inc., of Cincinnati, Ohio, knows that customers expect value for their dollars. Mr. Johnson had owned five Cadillacs before he purchased a Continental in 1973. He currently drives a Lincoln Continental Town Car. "I'm always extra conscious of a product's quality. For example, when I bought my Continental I looked for those extra touches which many people might not bother to check—even the plushness of the carpeting. I liked what I saw. I also found the quality of construction superior. This car was tight the day I drove it off the showroom floor and it is still quiet, smooth-riding and rattle-free today. I selected the four door because I use the car for business. I like the car's performance—particularly its exceptional maneuverability in traffic. I'm well pleased with the product."



44 of 50 Graduate Engineers Rate The Continental Superior Overall

You've seen some of the differences between Continental and Cadillac, learned how Cadillac owners judged the Continental in car-to-car comparison tests, and read what some former Cadillac owners said about their Continentals. Now, here are the results of the latest comparison test.

Nationwide Consumer Testing Institute recently asked a panel of 50 graduate engineers to judge a 1975 Cadillac Coupe deVille d'Elegance against a 1975 Lincoln Continental Town Coupé. After riding in both cars, a majority of the engineers rated the Continental superior in riding comfort. They judged both cars for smoothness and steadiness. Again, a majority rated the Continental superior. In

all, the engineers put both cars through 28 tests, covering riding, driving, convenience, design features and luxury. In 25 of these 28 tests a majority rated the Continental superior. And based on these tests, 44 of the 50 engineers rated the Continental superior overall.

With all this in mind, doesn't it make good sense to compare for yourself? A nationwide survey projects that more than 33,000 Cadillac drivers have switched to the Continentals during the past three years. Visit your Continental dealer for a test drive soon and discover why so many luxury car owners are switching to the Lincoln Continental and the Continental Mark IV. Some Continental and Cadillac equipment comparisons are listed below.

EQUIPMENT	CONTINENTAL MARK IV	LINCOLN CONTINENTALS	CADILLAC deVILLE and ELDORADO
Vinyl Roof	STANDARD	STANDARD	EXTRA COST
Tilt Steering Wheel	STANDARD	STANDARD	EXTRA COST
Four-Wheel Disc Brakes	STANDARD	EXTRA COST	NOT AVAILABLE
Twin Comfort Lounge Seats	STANDARD	EXTRA COST	EXTRA COST
Automatic Speed Control	STANDARD	EXTRA COST	EXTRA COST
Quick Defrost Option	EXTRA COST	NOT AVAILABLE	NOT AVAILABLE
Power Lumbar Seat	EXTRA COST	NOT AVAILABLE	NOT AVAILABLE
Auxiliary Fuel Tank	NOT AVAILABLE	EXTRA COST	NOT AVAILABLE
Power Mini-Vents	EXTRA COST	EXTRA COST*	NOT AVAILABLE

*Standard on the Town Coupé and Town Car.

Judge ANY Luxury Car by Our Car



Lincoln-Mercury Division

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Printed in U.S.A.