

1969
CONTINENTAL
LEADS THE WAY
in Prestige, Luxury,
Quality and Value



1969
LINCOLN-MERCURY

**RED
LETTER
VALUES**

A critical comparison of the 1969 Lincoln Continental with the 1969 Cadillac and Chrysler Imperial—and the Continental Mark III with the Cadillac Eldorado.

COMPETITIVE PRODUCT
COMPARISON BOOKLET
CONFIDENTIAL

COMPARE LINCOLN CONTINENTAL WITH CADILLAC DEVILLE

(4-Door Sedans)



RED LETTER EVALUATION

Comparably equipped, the Lincoln Continental is within \$94 of the Cadillac Sedan DeVille. A direct comparison, however, proves that the Lincoln Continental Sedan is well worth the few extra dollars difference—in extra quality and value!



Traditionally renowned for its prestige—Lincoln Continental has long been the official motorcar for royalty, heads of state, foreign dignitaries, and the President of the United States.



A rich heritage of classic design and continuity of styling, with exclusive center-opening doors for greater passenger convenience.



Exclusive body — crafted to retain true luxury-car tradition — is not shared with a lower line of cars.



Exterior ornamentation flows smoothly around the car— tastefully accenting classic lines.



Select-Shift transmission provides choice of fully automatic or manual gear selection. Car can be started in second gear for better traction on slippery pavement.



Exclusive Town Car Interior option offers custom-car designs at an unsurpassed level of interior luxury.



Most comfortable automobile seat in industry— 5½" thick foam rubber padding in front seat cushion for greater comfort, better body support.



New design belted tires standard — provide up to twice the mileage of conventional tires.



Hydraulically operated, variable-speed windshield wipers— permit driver to select wiper speed for better visibility under all inclement weather conditions.



64" long, 5-leaf rear springs, Iso-Clamps and double-size shock absorbers for soft, comfortable ride.



Extra built-in quality evidenced by Continental's extra 350 pounds of weight.



Body is unit-built, one-piece construction for greater rigidity, durability, quiet and comfort.



12-Mile road inspection performed on each Continental before it leaves the plant — includes 189 separate checks to certify quality.



World's most illuminated motorcar, with 81 exterior and interior lamps.

PRICE COMPARISON

(Manufacturers' Suggested Retail Prices)

LINCOLN CONTINENTAL		CADILLAC DEVILLE
\$6,046.00	4-Door Sedan*	\$5,936.00
	EXTRA-COST ITEMS	
STD.	Belted Tires	NA**
89.20	Six-way power seat	89.50
68.20	Power Door Locks	68.45
161.40	AM Radio	162.10
72.20	Tilt Steering Wheel	94.75***
523.30	Automatic Temperature Control	515.75
52.50	Tinted Glass	52.65
\$7,012.80	TOTAL—Comparably Equipped	\$6,919.20
	PRICE ADVANTAGE	\$ 93.60

*Includes following standard equipment items: automatic transmission, power brakes, power seats (2-way), and power steering.

**Not available on Sedan DeVille, but costs \$83 extra (WSW) on Eldorado.

***Includes telescope feature.

SIZE—STYLING

LINCOLN CONTINENTAL

- Wheelbase: 126.0"; overall length: 224.2".
- The Continental body is unique and exclusive . . . no compromises in body design or styling to accommodate lower-priced car lines.
- 18.0 cubic feet of trunk space.

CADILLAC DEVILLE

- Wheelbase: 129.5"; overall length: 225.0".
- Cadillac shares its body with lower-priced Electra 225 and Olds 98.
- Trunk space is 17.5 cubic feet.

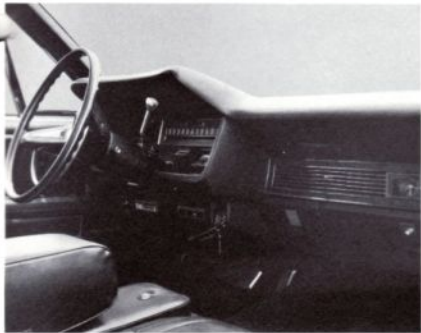
EXTERIOR FEATURES

LINCOLN CONTINENTAL

- Continental exterior ornamentation flows smoothly around the car, tastefully accenting classic lines.
- Exclusive center-opening doors provide ease of entry and exit. Door handles are large, high-quality, convenient to use.
- Full-width bumper-enclosed taillamps supplement wrap-around rear-marker lights, leaving side fenders uncluttered.
- Hydraulically operated, variable-speed wipers permit driver to select wiper speed. Larger, 20" blades clear more area.

CADILLAC DEVILLE

- DeVille has wheel-opening and partial mid-body side moldings only.
- Front and rear doors are front-hinged. The conventional design door handles shared with Electra 225 and Olds 98 are smaller.
- Cadillac taillamps and rear marker lights are combined into one.
- Wipers are 3-speed, electrically operated, with 18" blades.



LINCOLN CONTINENTAL



CADILLAC DEVILLE

INTERIOR FEATURES

- Handsome, thickly padded, 2-spoke wood-tone steering wheel complements the wood effect on the instrument panel.
- Continental offers 3 different seat upholstery styles.
- Continental offers choice of 6 woven brocade cloth or 4 knit-tricot cloth and vinyl upholstery selections.
- Power-window controls are neatly recessed in padded area of door.

- Three spoke steering wheel has only narrow 1/4" strip of simulated wood-grain trim. Instrument panel also has narrow strip wood-grain treatment.
- Only 2-seat upholstery styles are offered on Sedan DeVille.
- Sedan DeVille offers only 8 nylon viscose cloth and vinyl upholstery choices.
- Power-window controls not recessed, less attractive.



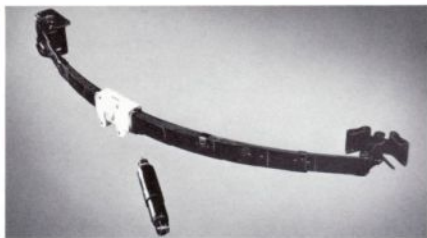
LINCOLN CONTINENTAL



CADILLAC DEVILLE

COMFORT AND CONVENIENCE

- Exclusive Town Car Interior option, ultra-luxury custom car interior (featured above).
- 5½" foam rubber padding in front seat cushion provides greater comfort, better body support.
- Remote-control hood release handle inside of car is more convenient—provides protection against theft of underhood components.
- Large, easier-to-use, squeeze-type door release handles are attractive, more difficult to accidentally open.
- Unique reversible key system assures correct key insertion every time. Car can be locked without key.
- Comparable interior not available.
- Foam padding is only 2½" thick in front seat.
- Hood must be opened from outside. Two-stage latch is less convenient to use.
- Small, pull-type door release handles are not conveniently located.
- Conventional key system — key must be inserted right side up. Also has keyless door locking.



LINCOLN CONTINENTAL



CADILLAC DEVILLE

RIDE AND HANDLING

- 64" long 5-leaf springs are rubber-insulated to cushion driving and braking forces — provide an excellent ride with greater stability and comfort. Butyl-rubber Iso-Clamps eliminate metal-to-metal contact, and isolate road noise and vibration from the passenger compartment.
- Larger 1½" diameter shock absorbers provide almost three times as much working area as competitive shock absorbers—results in smoother, shock-free ride.
- Belted tires are standard—provide smoother ride, better traction, and up to twice the mileage of conventional tires.
- Crankshaft-driven hydraulic power steering pump provides quieter, more positive steering. Eliminates belt squeal and belt replacement and/or adjustment.
- 5194-Lb. curb weight for true luxury-car ride and feel.
- Rear suspension is coil-spring.
- Front and rear shock absorbers are only 1" in diameter.
- Conventional 2-ply tires are standard. Belted tires are not available even as an extra-cost option.
- Power steering pump is belt driven.
- Curb weight is 4841 lbs.; the 353 lbs. difference is bound to be noticed in the ride.

POWER AND PERFORMANCE

LINCOLN CONTINENTAL

CADILLAC DEVILLE

- The precision-crafted, computer-designed 460 CID engine is the newest in the industry, and the first to be specifically designed to provide improved combustion at all speeds, including idle.
 - Each Continental engine is operated and checked on a hot-test dynamometer, simulating actual on-car operation, before final installation, to assure a certified quality performance.
 - Select-Shift automatic transmission provides driver choice of fully automatic or manual shifting through all gear ranges. Can be started in second gear for better traction on slippery pavement.
 - Dual exhaust system results in less back pressure, greater engine efficiency, and better use of available horsepower.
 - 85-Amp.-hr. battery provides greater power reserve for cold-weather starts and unusual loads.
 - 55-Amp. alternator provides full-use electric power even under load, keeps battery charged even at idling speed.
- Conventional 472 CID engine.
 - Engine is also tested before installation.
 - Turbo Hydra-Matic transmission has only fully automatic 3-speed shifting. Always starts in first gear even when second gear is selected by driver.
 - Single exhaust system.
 - 72-Amp.-hr. battery.
 - 42-Amp. generator.



LINCOLN CONTINENTAL



CADILLAC DEVILLE

BODY CONSTRUCTION

- Rigid torque-box construction, with 4 boxes joining body to understructure at corners of passenger compartment, increases strength, isolates road vibrations from passenger compartment, and enhances riding comfort.
 - Exclusive electro-coated first primer, plus a second primer, followed by a triple coat of Acrylic Super Enamel paint for greater beauty and longer, mar-resistant life.
 - Reinforced floor pan for greater rigidity, reduced vibration.
 - Sealed, reinforced rocker panels with one-way drain valves — inhibit rust by preventing water and sediment buildup.
 - 1½" hood insulation is securely retained by inner hood flange panels.
 - Thick, sound-absorbing ½" fiberglass pad in roof also effectively insulates against heat and cold.
 - 12-Mile road inspection, performed on each Continental before shipment, includes 189 separate checks to certify quality.
- Body bolted to frame.
 - Conventional priming. Lacquer paint is used — less durable finish.
 - Floor pan not reinforced.
 - Rocker panels not reinforced; no drain valves for sediment removal.
 - Thin hood insulation is lightly retained by circular clips.
 - Roof insulation is thin ¼" felt pad — less effective insulator.
 - Also thoroughly inspected.

COMPARE LINCOLN CONTINENTAL WITH IMPERIAL CROWN

(4-Door Sedans)



RED LETTER EVALUATION

Comparably equipped, the Continental Sedan is within \$230 of the Imperial Crown Sedan . . . but leads the way by a wide margin in extra quality value and prestige!

RED LETTER Traditionally renowned for its prestige—Lincoln Continental has long been the official motorcar for royalty, heads of state, foreign dignitaries, and the President of the United States.

RED LETTER Exclusive body crafted to retain its classic concept—does not share body with lower-priced car lines.

RED LETTER A rich heritage of classic design and continuity of styling—exclusive center-opening doors for greater passenger convenience.

RED LETTER Exclusive Town Car Interior option offers custom-car designs at an unsurpassed level of interior luxury.

RED LETTER New design, belted tires standard — provide up to twice the mileage of conventional tires.

RED LETTER Most comfortable automobile seat in the industry. 5½" thick foam-rubber padding in front seat cushion is contoured for greater comfort and better body support.

RED LETTER Elegant rear-compartment reading lights have individual passenger switches for greater convenience.

RED LETTER Personal passenger assist straps are luxurious and convenient.

RED LETTER Over 200 pounds of galvanized steel in underbody areas resist rust, salt and other corrosive elements.

RED LETTER 150 pounds of body insulation completely surround passenger compartment for whisper-soft ride.

RED LETTER 12-Mile road inspection performed on each Continental before it leaves the plant, includes 189 separate checks to certify quality.

RED LETTER Extra built-in quality evidenced by Continental's extra 269 pounds of weight.

RED LETTER Hydraulically operated windshield wipers with 20" blades permit driver to select wiper speed for better visibility under all inclement weather conditions.

RED LETTER World's most illuminated motorcar, with 81 exterior and interior lamps.

RED LETTER Select-Shift transmission provides choice of fully automatic or manual gear selection. Car can be started in second gear for better traction on slippery pavement.

PRICE COMPARISON

(Manufacturers' Suggested Retail Prices)

LINCOLN CONTINENTAL		IMPERIAL
\$6,046.00	4-Door Sedan*	\$5,753.00
	EXTRA-COST ITEMS	
56.40	Belted tires—WSW	83.45
89.20	Six-way power seat	122.35
68.20	Power door locks	70.70
161.40	AM Radio	165.45
523.30	Automatic Temp. Control	493.45
52.50	Tinted glass	54.25
72.20	Tilt steering wheel	96.70**
\$7,069.20	TOTAL—Comparably equipped	\$6,839.35
	PRICE ADVANTAGE	\$ 229.85

*Includes following standard-equipment items: automatic transmission, power brakes, power seats (2-way) and power steering.

**Includes telescope feature.

SIZE—STYLING

LINCOLN CONTINENTAL

- Wheelbase: 126.0"; overall length: 224.2".
- The Continental body is unique and exclusive . . . no compromises in body design or styling to accommodate lower priced lines.
- Low 54.9" roof line enhances Continental's long, low silhouette.
- 18.0 cubic feet of trunk space.

IMPERIAL CROWN

- Wheelbase 127.0"; overall length: 229.7".
- Imperial body is "stretched" — as evidenced by an 18" gap between radiator and grille peak, plus an additional 5" extension of the rear bumper corners.
- 56.3" roof line height—almost 1½" higher than Continental.
- Trunk space is 17.2 cubic feet.

EXTERIOR FEATURES

LINCOLN CONTINENTAL

- Continental exterior ornamentation flows smoothly around the car — tastefully accenting classic lines.
- Exclusive center-opening doors ease entry and exit.
- Full-depth rear bumper affords complete sheet metal protection.
- Combination back-up and rear side-marker lights are of luxury-car quality.
- Hydraulically operated, variable-speed wipers permit driver to select wiper speed. Larger 20" blades clear more area.

IMPERIAL CROWN

- Crown Sedan has wheel-opening and partial belt-line moldings only.
- Rear doors are front-hinged.
- Sheet metal below rear bumper is exposed and subject to damage.
- Rear side-markers appear less luxurious than Continental's.
- Wipers are 3-speed, electrically operated, with 16" blades.



LINCOLN CONTINENTAL



IMPERIAL CROWN

INTERIOR FEATURES

- Exclusive Town Car Interior option, ultra-luxury custom car interior (featured above).
- Handsome, thickly padded, 2-spoke, wood-tone steering wheel complements the wood effect on the instrument panel.
- Individually adjustable front seats with center console and armrest are available as an extra-cost option.
- Continental offers 3 different seat upholstery styles.
- Continental offers 9 cloth and vinyl color choices, plus 10 optional leather with vinyl color choices.
- Big 13½" mirror provides panoramic rear visibility — is advance-designed, windshield-mounted.
- Power-window controls are neatly recessed in padded area of door.

- Comparable interior not available.
- 4-Spoke plastic steering wheel has only 2 small wood-tone inserts.
- Only standard bench seat is available.
- Only one seat upholstery style is offered.
- Imperial Crown Sedan offers only 6 cloth and vinyl color choices, no leather options.
- Rear-view mirror is only 10" in width, and conventionally mounted to header molding.
- Power-window controls not recessed, less attractive.

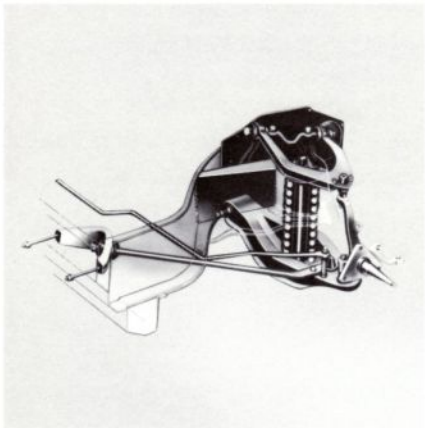
COMFORT AND CONVENIENCE

LINCOLN CONTINENTAL

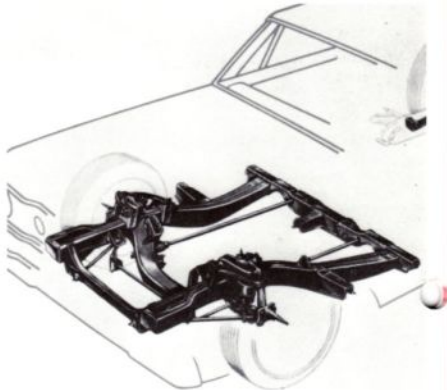
- 5½" foam-rubber padding in front-seat cushion provides greater comfort, better body support.
- Attractive rear-passenger assist straps are pillar-mounted.
- Convenient rear passenger reading lamps have individual passenger switches.
- Unique, reversible key system assures correct key insertion every time. Car can be locked without key.

IMPERIAL CROWN

- Conventional front seats have less padding—front seat spring frame can be felt through padding.
- No assist straps.
- No individual reading lamps — only a center dome lamp with manual switch on instrument panel.
- Conventional key system—key is required to lock doors and must be inserted right side up.



LINCOLN CONTINENTAL



IMPERIAL CROWN

RIDE AND HANDLING

- Fully rubber-insulated front suspension, with deep coil springs and rubber-cushioned steel compliance strut; absorbs vibrations and provides controlled wheel recession under high impact forces for a smoother, more comfortable ride.
- Larger 1½" diameter shock absorbers provide almost three times as much working area as competitive shock absorbers — results in smoother, shock-free ride.
- Belted tires are standard—provide smoother ride, better traction, and up to twice the mileage of conventional tires.
- 64" insulated rear springs—longest in the industry — for a softer ride.
- Crankshaft-driven, hydraulic-power steering pump provides quieter, more positive steering. Eliminates belt squeal and often required belt replacement and/or adjustment.
- 5194-Lb. curb weight. Heavier car for true luxury-car ride and handling.
- Torsion bar front suspension. No compliance strut.
- Shock absorbers are of conventional design.
- Belted tires are not standard but are available at extra-cost.
- 62" rear leaf springs.
- Power steering pump is belt-driven.
- 4925-Lb. curb weight—269 lbs. lighter.

POWER AND PERFORMANCE

LINCOLN CONTINENTAL

- The precision-crafted, computer-designed 460 CID engine is the newest in the industry, and the first to be specifically designed to provide improved combustion at all speeds, including idle.
- Continental's higher 365 horsepower engine not shared with any lower-priced car lines.
- Each Continental engine is operated and checked on a hot-test dynamometer, simulating actual on-car operation, before final installation, to assure a certified quality performance.
- Select-Shift transmission provides driver with choice of fully automatic or manual shifting. Can be started in second gear for better traction on slippery pavement.
- 85-Amp.-hr. battery provides greater power reserve for cold weather starts and unusual loads.
- 55-Amp. alternator provides full-use electric power under load, keeps battery charged even at idling speed.

IMPERIAL CROWN

- Conventional 440 CID engine.
- Imperial Crown's 350 hp engine is shared with the lower-priced Chrysler, Dodge and Plymouth models.
- Conventional production engine test, before installation.
- Torqueflite transmission has only fully automatic three speed shifting. Always starts in first even when second gear is selected by driver.
- 70-Amp.-hr. battery.
- 37-Amp. alternator.



LINCOLN CONTINENTAL



IMPERIAL CROWN

BODY CONSTRUCTION

- Rigid, torque-box construction, with four boxes joining body to understructure at corners of passenger compartment, increases strength, isolates road vibrations from passenger compartment, and enhances riding comfort.
- Fully integral, unitized body has heavier gauge steel in fender and sill assemblies for greater rigidity and longer body life.
- Over 200 pounds of corrosion-resistant galvanized steel is used in underbody areas. Galvanized steel resists corrosion more than twice as long as conventional steel.
- Double-panel hood construction holds 1½"-thick fiber glass insulation securely between panels for lifetime quiet.
- 12-Mile road inspection is performed on each Continental before shipment. Includes 189 separate checks to certify quality.
- No torque boxes.
- Unitized body.
- Less galvanized metal is used in underbody areas.
- Thin hood insulation is retained in place only by clips.
- Also inspected.

COMPARE CONTINENTAL MARK III WITH THE CADILLAC ELDORADO

(2-Door Hardtops)



RED LETTER EVALUATION

Comparably equipped, Eldorado is \$93 more—but still cannot match the distinctive Continental Mark III in prestige, luxury, quality, value . . . or demand!

RED LETTER Exclusive, one-of-a-kind body styling with sporty, personal car flair featuring long hood, short deck, and unique Continental rear deck design.

RED LETTER Unique grille, with comparable chrome specifications to Rolls Royce.

RED LETTER Distinctive exterior ornamentation and stylish, deep-flared wheel covers.

RED LETTER Lavish interior, with many luxurious appointments standard that are either extra-cost or unavailable on Eldorado.

RED LETTER Luxurious, individually adjustable front seats with center console and armrest are standard—a personal car feature that is extra-cost on Eldorado.

RED LETTER Contoured front seats with 5½" foam rubber padding for greater comfort and better body support.

RED LETTER Plush rear compartment features rear seat center armrest and a big 6.2" more hip room.

RED LETTER Select-Shift transmission provides choice of fully automatic or manual gear selection. Car can be started in second gear for better traction on slippery pavement.

RED LETTER Hydraulically operated, variable-speed windshield wipers permit driver to select wiper speed for better visibility under all inclement weather conditions.

RED LETTER True personal-luxury car performance—0-60 mph in under 10 seconds.

RED LETTER New Sure-Track Braking System option—an industry first—available only on Continental Mark III.

PRICE COMPARISON

(Manufacturers' Suggested Retail Prices)

CONTINENTAL MARK III		ELDORADO	
\$6,741.00	2-Door Hardtop*	\$6,693.00	
EXTRA-COST ITEMS			
56.40	Belted tires—WSW	83.15	
STD.	Individually adjustable front seats	184.20	
STD.	Console warning lights	N. A.	
STD.	Rear lamp monitor	N. A.	
STD.	Concealed headlamps	N. A.	
179.70**	Six-way power seats	52.60**	
137.80	Leather with vinyl trim	157.90	
47.30	Power door locks	68.45***	
161.40	AM radio	162.10	
523.30	Automatic Temperature Control	515.75	
52.50	Tinted glass	52.65	
72.20	Tilt steering wheel	94.75***	
\$7,971.60	TOTAL—Comparably equipped	\$8,064.55	
\$ 92.95	PRICE ADVANTAGE		

*Includes following standard equipment items: automatic transmission, power brakes, power seats (2-way), and power steering.
**Mark III provides 6-way adjustment for both seats. Eldorado has 4-way adjustment only, and that is restricted to driver's seat.
***Includes electric seat back release.
****Includes telescope feature.

SIZE—STYLING

CONTINENTAL MARK III

- Wheelbase: 117.0"; overall length: 216.1".
- Continental Mark III styling is exclusive — not shared with any other motorcar.

ELDORADO

- Wheelbase: 120.0"; overall length: 220.9".
- Eldorado styling is hard to distinguish from other Cadillac models.

EXTERIOR FEATURES

CONTINENTAL MARK III

- Unique, vertical grille with chrome specifications comparable to Rolls Royce.
- Concealed headlamps enhance smart front-end styling.
- Smooth-flowing side ornamentation and distinctive custom paint stripe tastefully accent classic lines.
- More expensive, stylish, deep-flared wheel covers better complement the car.
- Hydraulically operated, variable-speed wipers permit driver to select wiper speed. Larger 20" blades clear more area.

ELDORADO

- Eldorado grill is conventional cross-hatch design, similar to other lower-priced Cadillacs.
- Headlamps are exposed at all times.
- Wider, lower body molding. No custom paint stripe.
- Wheel covers are of conventional design.
- Wipers are 3-speed, electrically operated, with 18" blades.



CONTINENTAL MARK III



ELDORADO

INTERIOR FEATURES

- Distinctive instrument panel with individual 5-pod instrument cluster.
- Generous use of wood-tone trim—with choice of 2 wood-grain finishes.
- Luxurious, individually adjustable front seats with center armrest are standard.
- Warning light console is located in header—includes door-ajar, headlamp door open, seat belts, and trunk open warning lights.
- Rear lamp monitor is standard — tells you if any taillamp, rear marker, stop light, or back-up light bulb is out.

- Instrument panel is of conventional design.
- Narrow, 1/4" strips of simulated wood-grain. Only one wood-grain finish is offered.
- Bench seat is standard. Individual front seats are optional at extra-cost.
- Instrument panel brake warning light is the only standard warning light.
- Not available on Eldorado.



CONTINENTAL MARK III



ELDORADO

COMFORT AND CONVENIENCE

- 5½" foam-rubber padding in front-seat cushion provides greater comfort, better body support.
- Plush rear compartment features rear-seat center armrest — and a big 6.2" more hip room.
- Jeweler-quality vanity mirror is conveniently removable from the glove box.
- Reversible key system — permits correct key insertion every time.
- Foam seat padding is shallower.
- No armrest — rear-seat hip room is substantially less.
- Vanity mirror is visor-mounted.
- Conventional key system — key must be inserted right side up.

RIDE AND HANDLING

CONTINENTAL MARK III

- Fully rubber-insulated front suspension with deep-coil springs and rubber-cushioned steel compliance struts absorbs vibrations and provides wheel recession under high impact forces for a smoother, more comfortable ride.
- Rear-suspension uses 3 rubber cushion links, with coil springs imbedded in frame itself. Angle-mounted shock absorbers and special track bar provide greater lateral stability.
- Belted tires are standard . . . provide a smoother ride, better traction, and up to 50% greater mileage than conventional tires.
- Crankshaft-driven power steering provides quieter, more positive steering at all times — eliminates belt-squeal and often required belt replacement and/or adjustment.
- New industry-exclusive option: Sure-Track Braking System. Provides surer, straighter-line stops on dry or slippery pavement.
- New optional rear-window defroster: provides quick, convenient melting of snow or ice *electrically*.

ELDORADO

- Torsion-bar arrangement is similar to Toronado's, accommodates front-wheel drive.
- Rear suspension is a single leaf spring with 4 conventional shock absorbers.
- Conventional 2-ply tires are standard; belted tires are optional at extra-cost.
- Power steering pump is belt-driven.
- Not available on Eldorado.
- Not available on Eldorado.

POWER AND PERFORMANCE

CONTINENTAL MARK III

- The precision-crafted, computer-designed 460 CID engine is the newest in the industry, and the first to be specifically designed to provide improved combustion at all speeds, including idle.
- Lighted engine compartment is convenient for normal maintenance.
- Every Mark III engine is operated and checked on a hot-test dynamometer, simulating actual on-car operation, to assure a certified quality performance.
- Select-Shift transmission provides driver choice of fully automatic or manual shifting. Can be started in second gear for better traction on slippery pavement.
- Dual exhaust system produces less back pressure, more efficient use of available horsepower.
- 85-Amp.-hr. battery has greater power reserve supplied by 55-amp. alternator, which charges battery even when idling.
- 12-Mile road inspection performed on each Continental before shipment includes 189 separate checks to certify quality.

ELDORADO

- 472 CID engine.
- Engine compartment not lighted.
- Engine is also tested.
- Turbo Hydra-Matic transmission has only fully automatic 3-speed shifting. Always starts in first even when second gear is selected by driver.
- Single exhaust system.
- 74-Amp.-hr. battery is equipped with 42-amp. alternator.
- Also thoroughly inspected.



BODY CONSTRUCTION

CONTINENTAL MARK III

- Perimeter frame contains 4 torque boxes strategically located to help absorb road shock before it reaches the passenger compartment.
- Trunk is completely finished with carpeting, including cover for spare tire.
- 150 pounds of heat and sound insulation include aluminum-covered fiberglass blanket surrounding passenger compartment.
- Exclusive electro-static process bonds paint primer securely to metal, forming superior base for finish paint.
- Tough, triple-coat baked-on Acrylic Super Enamel finish is more durable.

ELDORADO

- Conventional frame.
- Trunk not completely finished — spare tire has no cover.
- "Selected soundproofing material used at designated places" (1969 Cadillac Data Book).
- Conventional priming.
- Less durable lacquer paint finish is used.



The most authoritatively styled,
decisively individual motorcar of this generation—
Continental Mark III—is also this generation's
most desired motorcar!

COMPARE LUXURY CARS

1969 Manufacturers' Suggested Retail Prices

Car Line and Series	4-Door Sedans	Hardtops		Convertibles
		2-Door	4-Door	
CONTINENTAL Lincoln Continental Continental Mark III	\$6,046 —	\$5,813 6,741	— —	— —
CADILLAC Calais DeVille Fleetwood Sixty Fleetwood Brougham Eldorado	— 5,936 6,761 7,092 —	5,466 5,703 — — 6,693	\$5,642 5,936 — — —	— \$5,887 — — —
IMPERIAL Crown Le Baron	5,753 —	5,575 5,881	5,753 6,114	— —
MERCURY Marquis Marquis Brougham	3,840 4,112	3,902 4,174	3,973 4,245	4,107 —
BUICK Electra 225 Electra 225 Custom Riviera	4,284 4,499 —	4,305 4,484 4,683	4,414 4,593 —	— 4,625 —
OLDSMOBILE Ninety-Eight Ninety-Eight Luxury Toronado	4,238 4,581 —	4,444 — 4,818	4,506 4,675 —	4,702 — —
THUNDERBIRD Thunderbird Thunderbird Landau	— 5,026	4,807 4,947	— —	— —

Continental

MARK III



COMPARATIVE DIMENSIONS...

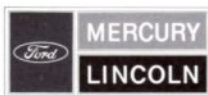


4-DOOR SEDAN (2-DOOR HARDTOP)	Lincoln Continental	Cadillac DeVille	Imperial Crown	Buick Electra 225	Oldsmobile Ninety-Eight	Cadillac Eldorado	Continental Mark III
EXTERIOR DIMENSIONS							
Wheelbase	126.0"	129.5"	127.0"	126.0"	127.0"	(120.0")	(117.0")
Overall Length	224.2"	225.0"	229.7"	224.8"	224.4"	(220.9")	(216.1")
Overall Width	79.7"	79.8"	79.1"	80.0"	80.0"	(79.9")	(79.4")
Overall Height	54.9" (54.2")	55.5" (54.4")	56.3" (55.1")	56.3" (54.8")	55.8"	(53.7")	(53.5")
Tire Size	9.15" x 15"	9.00" x 15"	9.15" x 15"	8.85" x 15"	8.85" x 14"	(9.00" x 15")	(9.15" x 15")
Tread—front	62.4"	63.0"	62.4"	63.5"	62.5"	(63.5")	(62.0")
—rear	61.0"	63.0"	61.1"	63.0"	63.0"	(63.0")	(62.0")
Curb Weight (lbs.)	5194 (5099)	4841 (4756)	4925 (4756)	4501 (4413)	4515 (4413)	(4728)	(4744)
INTERIOR DIMENSIONS							
Head room—front	38.4" (37.9")	39.3" (38.2")	38.7" (38.0")	39.4"	39.6"	(37.8")	(37.1")
—rear	38.6" (37.8")	38.4" (37.3")	37.9" (37.5")	38.3" (37.8")	38.2" (37.8")	(37.6")	(36.5")
Leg room—front	41.2"	41.2"	41.8" (41.7")	42.2"	41.7" (41.6")	(40.9")	(42.1")
—rear	41.0" (37.8")	41.8" (38.7")	42.2" (35.8")	40.9" (38.3")	40.6" (38.2")	(36.2")	(34.7")
Shoulder room—front	59.8"	61.2"	63.4"	62.2" (62.1")	62.2" (62.3")	(57.3")	(58.0")
—rear	59.8" (59.3")	60.2"	63.8" (63.0")	61.0" (60.7")	61.5" (60.9")	(55.8")	(57.3")
Hip room—front	61.8"	62.8"	63.3" (63.0")	63.7"	63.5" (63.6")	(61.2")	(58.3")
—rear	61.8" (61.5")	62.3" (55.6")	63.4" (63.6")	62.4"	62.6" (55.2")	(54.2")	(60.4")
Luggage Capacity Usable (cu.-ft.)	18.0	17.5 (16.5)	17.2	17.5	20.5	(13.5)	(13.5)
ENGINE (STD.)							
Engine—type	V-8	V-8	V-8	V-8	V-8	V-8	V-8
Displacement (cu.-in.)	460	472	440	430	455	472	460
Horsepower @ rpm	365 @ 4600	375 @ 4400	350 @ 4400	360 @ 5000	365 @ 4600	375 @ 4400	365 @ 4600
Torque @ rpm	500 @ 2800	525 @ 3000	480 @ 2800	475 @ 3200	510 @ 3000	525 @ 3000	500 @ 2800
Compression ratio	10.5:1	10.5:1	10.1:1	10.25:1	10.25:1	10.5:1	10.5:1
Carburetor	4 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.

COMPARE

THESE EXTRA-VALUE FEATURES

FEATURES	Lincoln Continental	Cadillac DeVille	Imperial Crown	Cadillac Eldorado	Continental Mark III
	4-DOOR SEDANS			2-DOOR HARDTOPS	
EXTERIOR					
UNIQUE STYLING	YES	NO	NO	NO	YES
DIE-CAST GRILLE	YES	NO	YES	NO	UNIQUE
FENDER PEAK MOLDING	YES	NO	NO	NO	YES
CUSTOM PIN STRIPE	NO	NO	NO	NO	YES
WHEEL-LIP MOLDINGS	YES	YES	YES	YES	YES
WRAPAROUND COMBINATION TAIL-LIGHT AND SIDE MARKER LIGHT	YES	YES	NO	NO	YES
CENTER OPENING SEDAN DOORS	YES	NO	NO	—	—
DEEP-FLARED WHEEL COVERS	E.C.	NO	NO	NO	YES
BELTED TIRES	STD.	N.A.	E.C.	E.C.	STD.
INTERIOR					
INDIVIDUALLY ADJUSTABLE FRONT SEATS	E.C.	N.A.	N.A.	E.C.	STD.
5½" DEEP FOAM-PADDED FRONT SEAT CUSHION	YES	NO	NO	NO	YES
TWO-SPOKE DEEP-PADDED STEERING WHEEL	YES	NO	NO	NO	YES
TOWN CAR INTERIOR OPTION	YES	NO	NO	NO	NO
13½" PANORAMIC REAR VIEW MIRROR	YES	NO	NO	NO	YES
REMOVABLE GLOVE BOX VANITY MIRROR	YES	NO	NO	NO	YES
DIE-CAST DOOR LOCK BUTTONS	YES	NO	NO	NO	YES
FUNCTIONAL					
REVERSIBLE KEY SYSTEM	YES	NO	NO	NO	YES
KEYLESS DOOR LOCKING SYSTEM	YES	YES	NO	YES	YES
INTERIOR REMOTE-CONTROL HOOD RELEASE	YES	NO	YES	NO	NO
VARIABLE-SPEED, 20" BLADE WINDSHIELD WIPERS	YES	NO	NO	NO	YES
BELTLESS, CRANKSHAFT-DRIVEN POWER STEERING	YES	NO	NO	NO	YES
SELECT-SHIFT TRANSMISSION	YES	NO	NO	NO	YES
18.0 CUBIC-FOOT TRUNK CAPACITY	YES	17.5	17.2	13.5	13.5
DUAL EXHAUST SYSTEM	YES	NO	NO	NO	YES
64" MULTI-LEAF REAR SPRINGS	YES	NO	62"	NO	NO
TORQUE BOXES JOINING BODY TO UNDERSTRUCTURE	YES	NO	NO	NO	YES
85 AMPERE-HOUR BATTERY	YES	74	70	74	YES
55 AMPERE ALTERNATOR	YES	42	37	42	YES
ELECTRO-COATED BODY PAINT PRIMER	YES	NO	NO	NO	YES
12-MILE FACTORY ROAD TEST	YES	NO	NO	NO	YES
WEIGHT	5194	4841	4925	4728	4744



MERCHANDISING DEPARTMENT

NOTE: The information contained in this publication was carefully prepared from authoritative sources and is assumed accurate at the time of printing. However, accuracy cannot be guaranteed. Lincoln-Mercury prices and equipment are subject to change without notice.