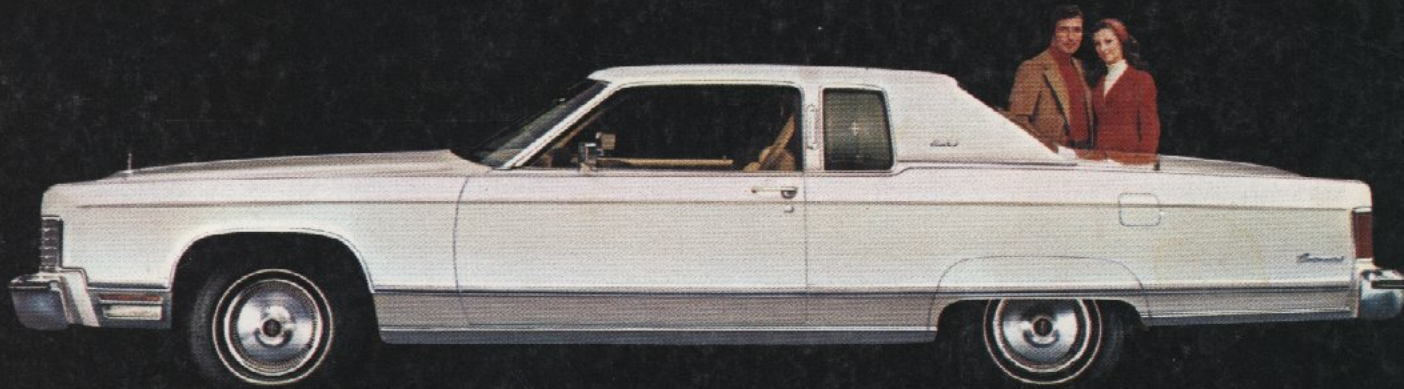


# THE CONTINENTAL MAGAZINE

*"Lincoln...  
A Car As  
Nearly Perfect As  
Humanly  
Possible"  
—1921*

A special issue:  
The Great Lincolns  
and Continentals  
of History

The Great New  
1975 Cars



FALL 1974

Front cover—inside the medallion: statement of purpose when Lincoln car was born; open car is a 1922 Lincoln double-bowl phaeton with body by Dietrich; the white car is a new 1975 two-door Lincoln Continental Town Coupé. On this page, clockwise from foreground: Mark IV (1975), Mark II (1956), first Continental (1941), Mark III (1969)



Vol. 14, No. 3

# THE CONTINENTAL MAGAZINE

Fall, 1974

## A SPECIAL ISSUE ON CONTINENTALS, PRESENT AND PAST

This issue of The Continental Magazine differs markedly from any that have been published since the magazine was founded nearly 15 years ago. The editorial material this time is devoted solely to the Lincoln and Continental cars—the remarkable ones of the 1975 model year which we are introducing in these pages, but also those of past years that have made history and which form the bedrock on which the great reputation of today's cars is based.

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For subscription information, write to THE CONTINENTAL MAGAZINE P.O. Box 1999, Dearborn, Michigan 48121. To change address, send new address, together with name and old address, exactly as shown on back cover, to The Continental Magazine at the same address. The Continental Magazine is published by Lincoln-Mercury Division, Ford Marketing Corporation. Copyright © 1974, Ford Motor Company, Dearborn, Michigan. Printed in the U.S.A. All rights reserved.

# Continental and Their Tradition

*M*ANY WORDS OF praise have been applied to Lincoln Continentals over the years. "Beauty," "dependability" and "integrity" are among them. Another is "elegance"—the quality that emerges from the philosophy behind the car's design. The Lincoln Continental has always been an elegant car, and this tradition of elegance has come to be recognized as one of the enduring aspects of the automotive world.

From the earliest years when Henry Ford began to manufacture the Lincoln, it has been traditional to make no spectacular changes in the car, but only to apply such touches of refinement as will add to and re-emphasize what is already incontestably handsome. Thus, from their first years to the present, Lincoln and Continental have had a reputation for elegance and enduring beauty.

This philosophy of progressive de-



sign and styling, coupled with integrity of engineering and manufacture, has put Lincoln Continental in a distinctive niche among luxury cars. It has gained new friends every year of its existence. Nobility, shahs, presidents, world leaders—all have sought out Lincolns and Continentals and been proud to drive them, or be driven in them.

Owing to its elegance and to its adherence to tradition, Lincoln Continental has always kept exalted company. It has been seen at important theater openings, at the finest tennis courts, on the grounds of the best country clubs, at docks among blue-water sailing ships, and anywhere that the successful people of government, industry and finance gather.

Today, of course, ownership of Lincolns and Continentals is not confined to celebrities or to royalty. The gaps between economic levels in our society have narrowed and now the cars are enjoyed by a much wider spectrum of American society, people

For more than half a century, these luxury cars and their distinguished ancestors have set lofty standards of classic beauty and superb engineering



who would rather be known by their good taste than their wealth.

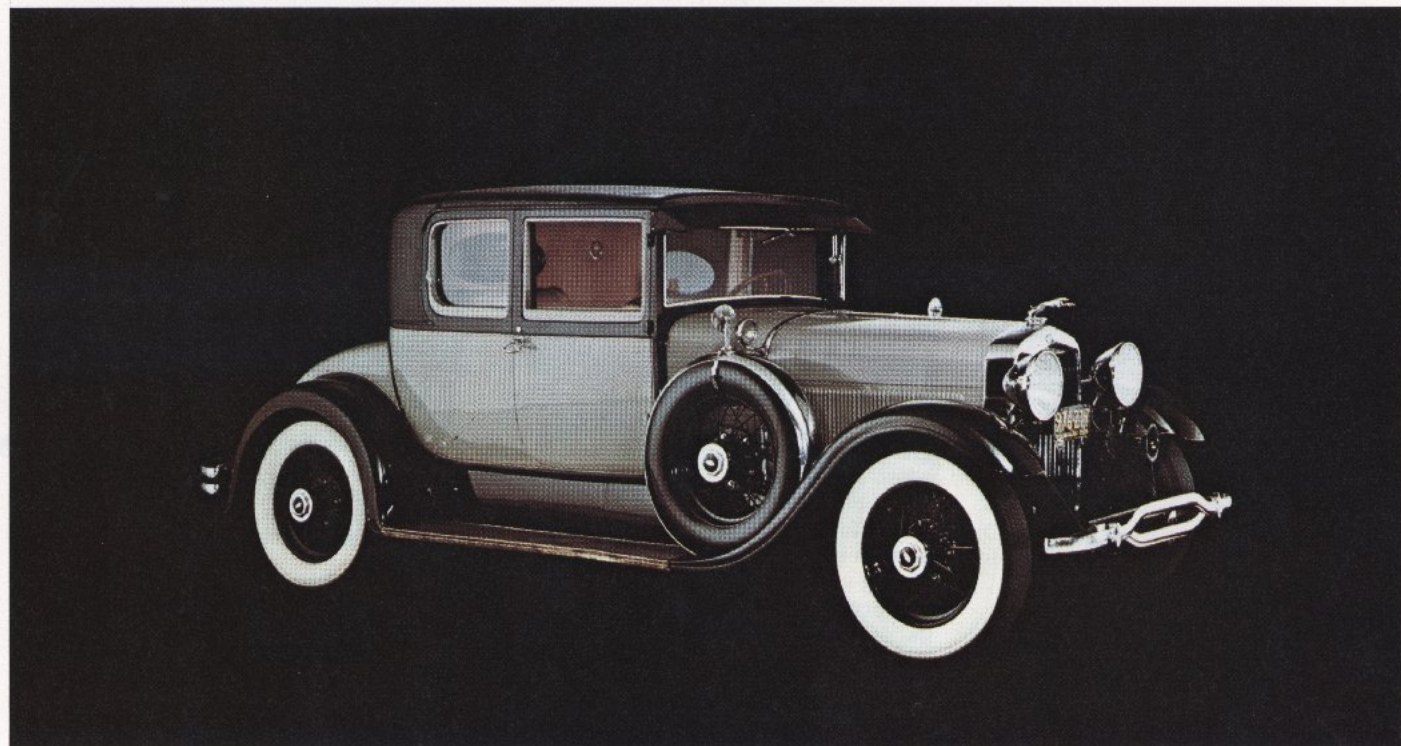
When a person steps up to the ownership of a Lincoln Continental or a Mark IV, he quietly but decisively signals that he is proud to be part of a great automotive tradition. He is ready to accept not only the elegance that is implied but all the engineering and styling superiority that go with it.

The photographs on these pages carry the essence of a bygone age, an age when the classic Lincoln car was making itself known as something new in the world and was setting the stage for a tradition of elegance. They include the greyhound that graced the radiator caps of all classic Lincolns for many years and a sideview mirror that by itself is a small treasure of simple design. Among the pictures are a 1929 phaeton and many of those little touches—the wire wheels, the fine headlamp, the fender-mounted spare tire—that are part of Lincoln Continental ancestry.



The inside front cover  
of this issue  
shows four landmark cars  
of Continental history.

## Born Noble: A Brief History



1929 Lincoln Coupé (photograph by Don Rockhey)

IF THERE WERE a Burke's Peerage of automobiles—that is, a book which traces automotive bloodlines as definitively as Burke traces British nobility—the sections on Lincoln and Continental would be among the more interesting and important. It is worth noting that neither car was ever rudimentary. Far from evolving as the result of tinkering by the earliest makers of cars, each appeared at a time when the state of the art of making great cars was well advanced—the Lincoln in 1921, the Continental in 1939—and each was based on a simple creed: to be the best. In other words, each was born noble.

The story begins after World War I when Henry M. Leland and his son incorporated the Lincoln Motor Company.

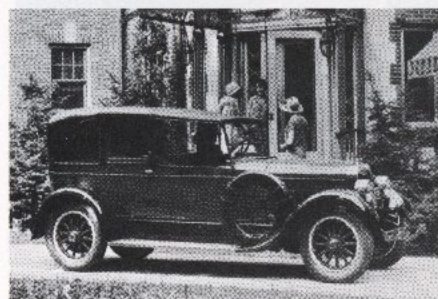
The first Lincoln was a 1921 model. The excitement with which it was greeted was centered on the engine, for this was where the Lelands' reputation rested. By way of illustrating the "born noble" theme, here is a quotation from

"Automobile Quarterly," which produced a special issue on Lincoln for the car's golden anniversary in 1971: "... the quality of its manufacture was impeccable. Parts were held to tolerances of—0.0005 inches, a feat not surpassed for many years."

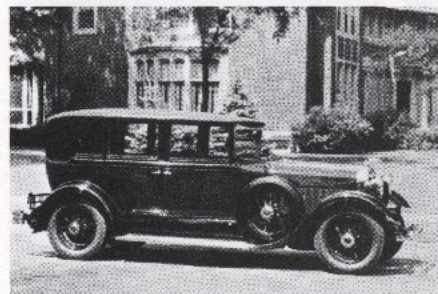
Henry Ford bought the company in 1922, acquiring an automobile plant in which the attention to engineering perfection was virtually an obsession.

Before the Lelands sold out they had engaged the custom coach builder Brunn to make Lincoln bodies, and this policy continued and expanded with Ford. The coupling of a great engineering reputation with the work of a dozen of the finest custom body builders brought an unmistakable classic onto the automotive scene instantly.

A new Lincoln appeared in 1931—the Model K (the first had been a Model L). Horsepower was now up to 120. The car was lower and its styling was admired the world over. The following year

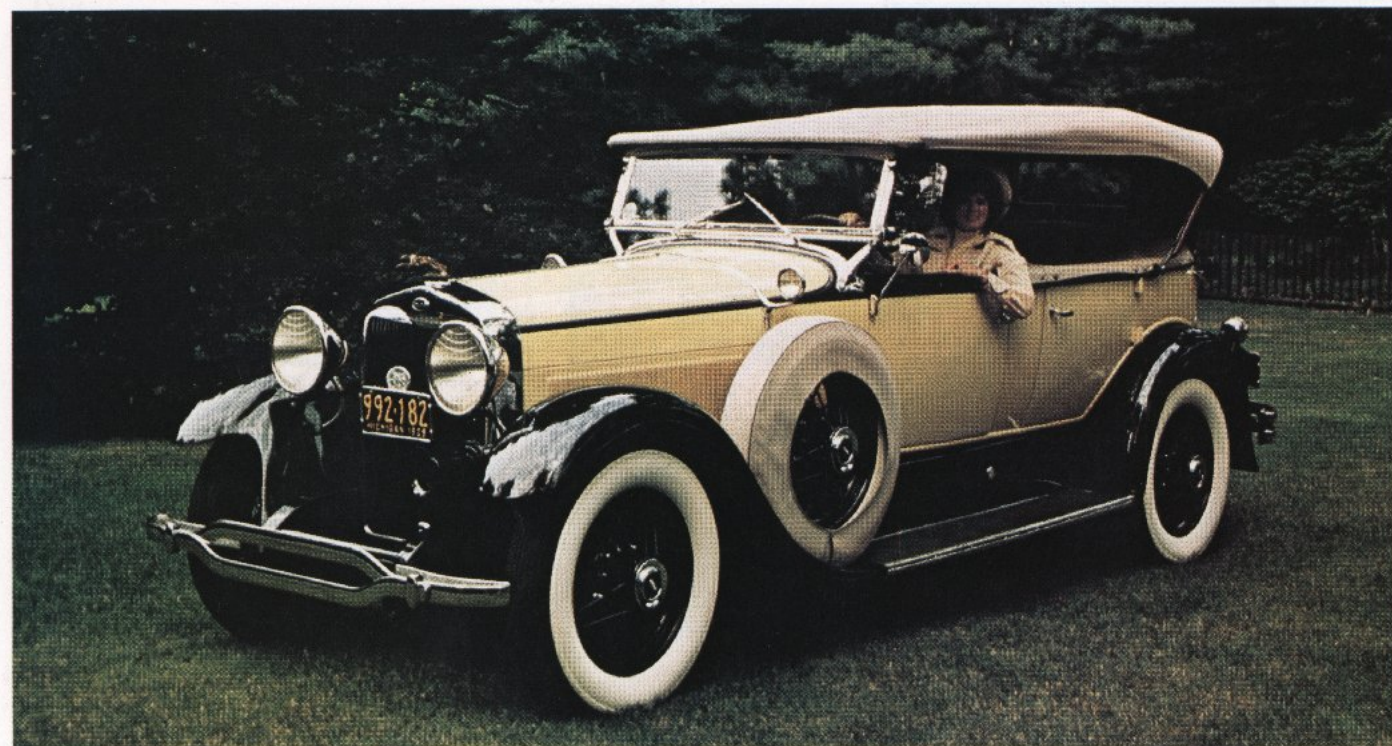


1929 Lincoln four-door sedan

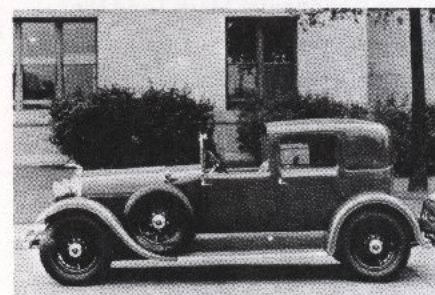


1925 Lincoln Brunn phaeton

## of Lincolns and Continentals



1929 Lincoln phaeton (photograph by L. P. Johnson)



1929 Lincoln LeBaron cabriolet



1939 Lincoln Zephyr

brought the Model KB, now considered by many to be the greatest of all classic Lincolns. Its power plant was the first 12-cylinder engine in a Lincoln and it developed 150 horsepower.

The next important milestone in Lincoln's history was the appearance of the Lincoln Zephyr in 1936. Its historical importance lay in its styling, which made an enormous impression on the world of design. This is the car that in 1951 was designated by the Museum of Modern Arts as "the first successfully designed streamlined car in America."

The Zephyr had historical importance for still another reason: it was the direct antecedent and inspiration for one of the most beautiful cars ever built in this country, the Lincoln Continental. That car—and all its successors of the same name—are among the most sought-after by collectors of classic cars. It was designed by a Ford designer, E. T. Gregorie, at the request of Edsel Ford, who was a connoisseur of automotive

beauty and who wanted a one-of-a-kind personal car for use in Florida. When seen on Florida roads, the car was overwhelmed with attention and subsequently was put into production, going on to become one of the most honored cars ever made.

The Continental Mark II was introduced in 1956. It was in production for 20 months, during which 3,012 units were produced. It, too, is now accepted as one example of classic tradition.

Since 1961 all cars produced by Lincoln have been called Lincoln Continentals. This continues to the present day. In 1968 the Mark returned—the Continental Mark III, once again a car of stunning beauty. The Mark III immediately established itself as a popular favorite among America's fine car connoisseurs. It obviously will enter the pantheon of historically important cars. There is no reason to doubt that the present Mark IV will also reach the preeminence of its predecessors.

# A Very Special Club



Above: a 1967 four-door Lincoln Continental convertible and a 1948 Continental cabriolet (photograph by Don Rockhey); below: lineup at an LCOC meet (photograph by Dom Pacitti)

THE 1,800 MEMBERS of the Lincoln Continental Owners Club comprise one of the most dedicated groups of car preservers in the world. They have the same singleness of purpose one finds among environmentalists who have discovered a threat to a stand of virgin timber. Concerned not merely with admiring these beautiful classic cars and keeping them running, they are equally avid to preserve them as outstanding examples of aesthetic achievement in motor car design and superior craftsmanship.

The LCOC is a worldwide organization. Its members are mainly in the United States, of course, but they are also in Australia, the Canal Zone, Peru, West Germany, the Netherlands, Switzerland, Venezuela and South Africa. In age the members are equally as varied—literally from eight to 80. The youngest found a picture of a Mark II in a school book and became so interested in the car that his parents bought him a membership in the club.

At the heart of the club is the unflagging devotion to two particular models: the Continental Mark I and the Continental Mark II, each of which is virtually enshrined in the hearts of those who hold automotive design in high regard. In the files of the LCOC are the accumulated records of 2,169 Continentals—the 1940-48 cars and the 1956-57 cars. In the case of the latter models, the records account for 50 per cent of the total production, an astonishing rate of survival for any car in the world.

The LCOC holds two meetings a year at which cars are judged. They take place on opposite sides of the country so as to provide the largest number of members an opportunity to attend. This year the first meeting will be held on October 4 and 5 in Santa Barbara and the second on October 24 and 25 in Atlanta.

Correspondence regarding the club should be sent to the Lincoln Continental Owners Club, P. O. Box 549, Nogales, Arizona 85621.

## On Seeking Out the Best

Certain goals mark the modern American—owning a fine car is one of them

ONE OF THE satisfactions in life is to possess and enjoy the best—the best in travel, in cuisine, in art, in vacations whether they be for yachting, hunting, fishing or just pure relaxation. The search for the best has been at the editorial heart of this magazine.

Over the years we have credited our readers with taste, dignity and a certain conservativeness about the pleasures of life. We have always assumed that success need never apologize for itself and that at a certain point in life a successful man—or woman—may choose to exercise taste and dignity in whatever way he or she wishes.

Accordingly, we have asked ourselves what we think our readers might ask about the pleasures of life, and then, via stories in *The Continental Magazine*, we have attempted to provide answers.

Would they like to know about castles in Spain where they may spend the night? We have told them where they are and what they cost.

Would they like to know about the small French restaurants in midtown New York? We have given the names and addresses.

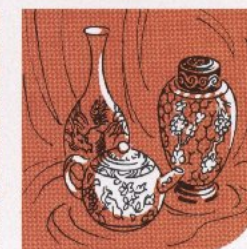
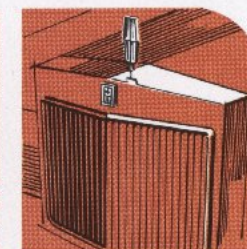
We know that many of our readers, for reasons of aesthetics and investment, are thinking it might be satisfying and practical to collect paintings by certain American artists, or

bronzes by certain French sculptors, or drawings by great masters, or landscapes by fine, though obscure, artists. Accordingly, we have discussed the art, named the artists and revealed what the work is fetching in galleries and auctions.

Antiques, vacation homes, custom sporting equipment, the fantastic fishing of Mexico—we have had articles on them and we have tried to point our readers towards the best.

Simultaneously, we have talked about the Continentals, which we feel offer the best in motoring pleasure. We accept it as beyond argument that our luxury cars may be classed with the best in the world—their design . . . beautiful; their engines . . . works of art; their manufacture . . . cautious and painstaking; their engineering . . . marked by integrity.

In a word: the best. We invite you to read about the new Continentals for 1975 on the following pages.



## The Great Continentals of 1975...

## ...Lincoln Continental Coupé

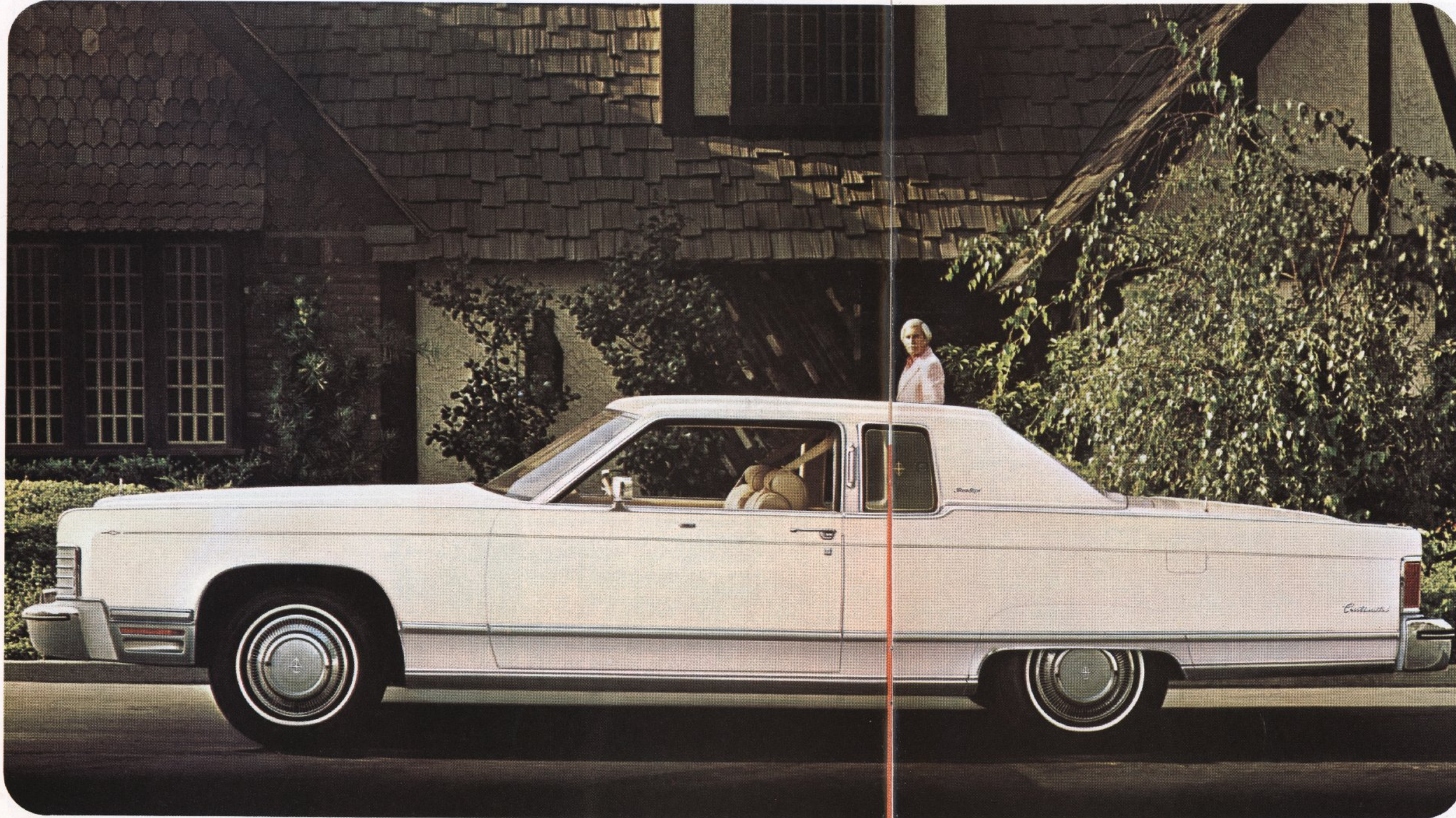
Lincoln Continental Town Coupé

THE TWO-DOOR Lincoln Continental Coupé for 1975 is destined to join the illustrious line of automotive aristocracy that began with the first Lincolns in the early Twenties. It is very modern and very beautiful. It says as much about its owner as it says about itself—good taste is in evidence and the taste is obvious even though it doesn't

shout.

The Lincoln Continental Coupés are truly distinctive. They have wide center pillars and large quarter windows of fixed glass into which the handsome Continental Star is laminated. The coach lamps on the center pillar are a distinguishing Town Coupé feature. The filigreed body side molding adds a

touch of luxury as well as protection. From every exterior point of view, the Coupé has aesthetic elegance and majestic grace. Inside the Town Coupé is resplendent evidence of luxury, good taste and meticulous craftsmanship—invitations to enjoy the sumptuous comfort and quiet of the famed Continental ride.



New Town Coupé interior



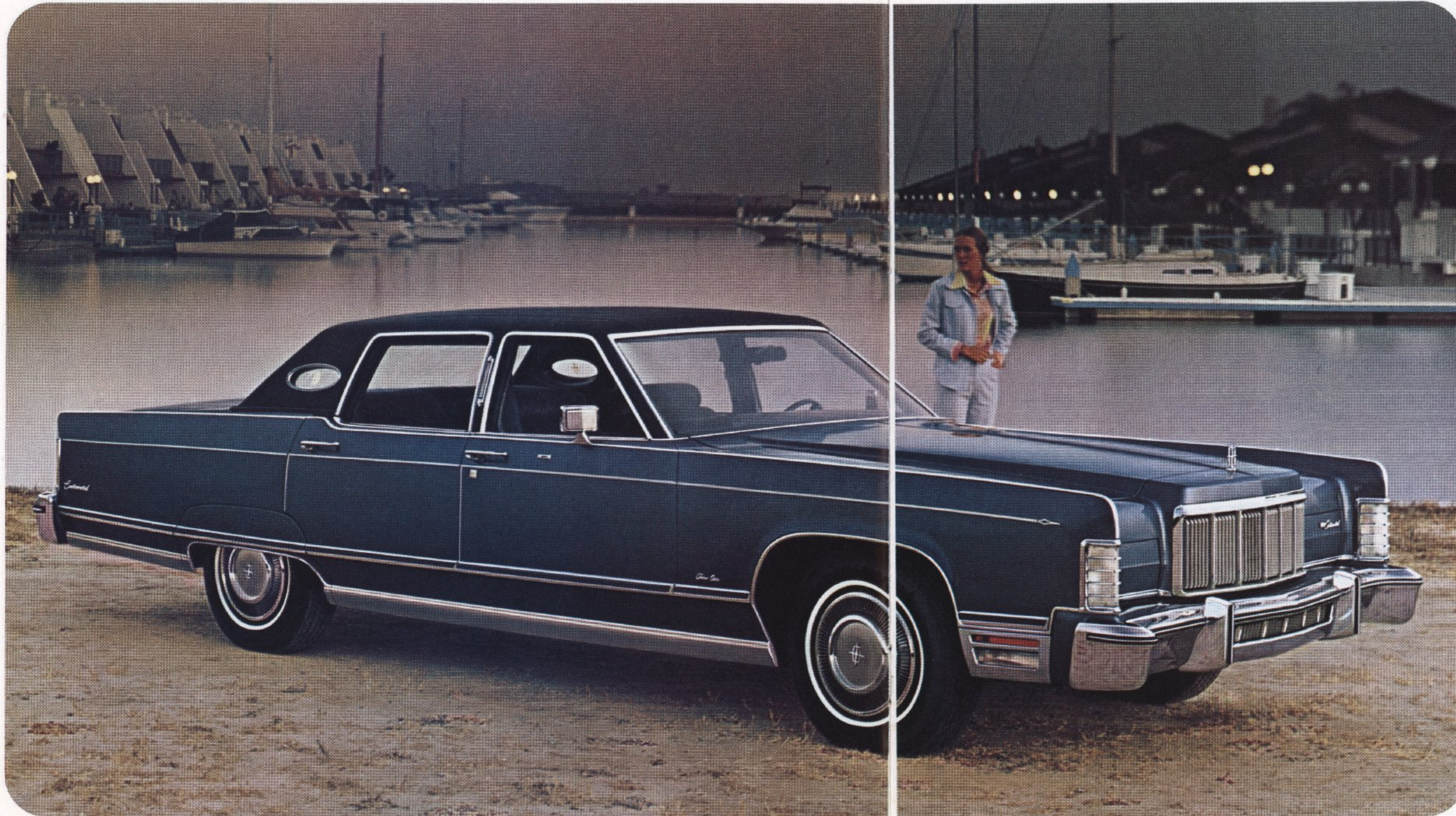
Handsome new instrument panel



New quarter window and coach lamp

## ...Lincoln Continental Sedan

Lincoln Continental Town Car



PHOTOGRAPHED on a dock at Coronado Cays in Southern California, the four-door Lincoln Continental Town Car for 1975 presents a picture of stately beauty in a setting of fine ships. Traditionally the elegant luxury car of America, it is now more elegant than ever. Besides additional standard equipment and new engineering features for '75, the Lincoln Continental Sedan offers substantially new exterior

designs. The most dramatic of these is seen in the newly styled roof line. Though more changed in appearance than in any year since 1970, this four-door sedan remains an artistic example of understated contemporary beauty.

The distinctive new opera windows, with the Continental Star, suggest the aristocratic feeling one gets from the classic cars of decades ago, and, in the Town Car shown here, the coach

lamps on the pillar between the doors combine with the beautiful standard filigreed body side molding to contribute still more to an aura of tastefulness.

The Lincoln Continental interior is enhanced by a newly styled instrument panel which features a Cartier-signed digital clock, and the motif of the new upholstery sew style presents an appearance of sumptuous luxury and relaxing comfort.



New opera window



Optional Town Sedan velour interior



Rear design with vertical tail lamps

## ...Continental Mark IV

EVER SINCE the Mark series of Continentals first appeared, the car has been described in superlatives. Most commonly, it has been called the most beautiful car being manufactured in the world today, and nothing about the 1975 model contradicts this. Already recognized as a stunning achievement of automotive design in previous years, it has been changed very little. The

interior elegance is refined and only subtly changed.

This Mark IV has the optional Landau three-quarter padded vinyl roof, which adds an extra note of distinction for 1975. Featured on this Mark is the Lipstick and White Luxury Group option, one of the five optional exterior/interior paint and trim combinations available in 1975. The "Lipstick" name

is derived from the thin red paint stripes that follow each side of the body and the red accents on the seat upholstery and other interior components.

In the Continental Mark IV, precision engineering, meticulous craftsmanship and artistic design combine to achieve a motor car classic which promises and delivers superb motoring along with pride of possession.

Continental Mark IV



Lipstick and White interior



Optional power glass moonroof



Aqua Blue Mark IV for '75



## What's New on the Inside

LUXURIOUS ELEGANCE describes the new Continental interiors for 1975.

The new style of the standard Lincoln Continental seat upholstery is entirely new and features a biscuit motif.

The new style of the Town Car and the Town Coupé seat upholstery is also entirely new and features a distinctive loose-pillow effect which adds a look of sumptuous luxury and deep-down comfort. The leather and vinyl interior (pictured at the right) has pleated bolsters. The deep-pile Media Velour cloth, available as an option on the Town Car and Town Coupé, features an attractive embroidered design on the bolster.

The luxury cloth, standard on Lincoln Continental and Continental Mark IV interiors, is also entirely new for 1975. Available in seven different colors, including a new Taupe shade, this new fabric has the elegant look and plush feel of cashmere.

Buyers of the classic Continental Mark IV can enhance its luxury and beauty by choosing one of the five available Luxury Group options—two more than last year.

In addition to the Silver, Gold, and Saddle and White groups, a new Lipstick and White and a Blue Diamond Luxury group option are offered this year. The Blue Diamond interior in luxurious Aqua Blue Velour is pictured at the right. The Lipstick and White motif is illustrated on the preceding page.

Like fine furniture, the sumptuous interiors in the Continental bespeak the discriminating good taste of their owners.



Above: Lincoln Continental Town Coupé interior with tan leather seating surfaces and optional Twin Comfort-Lounge seats; below: Continental Mark IV with optional Aqua Blue Media Velour cloth and vinyl trim

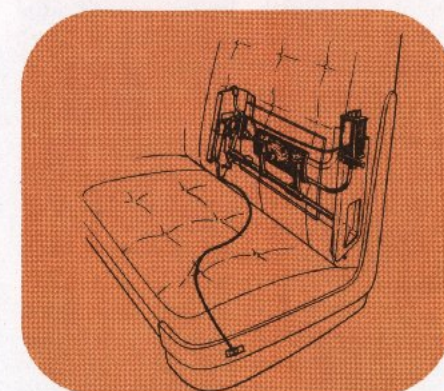
## Standard and Optional Equipment

STANDARD FEATURES on the 1975 Lincoln Continental and Continental Mark IV include a new hydro-boost power braking system, cornering lights, tilt steering wheel, automatic temperature control air conditioning, AM/FM/Multiplex Stereo Radio, power door locks, power deck lid release, steel-belted radial ply tires, visor-mounted vanity mirror and clock with Cartier signature, plus power steering, power windows, 6-way power seat, automatic transmission and solid state ignition. Additional standard equipment on the Mark IV includes speed control, Sure Track brake system, four-wheel disc brakes and Twin Comfort-Lounge seats.

Although these cars need no expensive options for the owner to enjoy years of driving satisfaction, there are a few items which are left to the discretion of the purchaser. For example, Lincoln Continental owners have the option of ordering a power glass moonroof, speed control system, fuel economy reminder light, extended range fuel tank and four-wheel disc brakes. Coach lamps and power vent windows are optional on the Continental Sedan and Coupé, standard on the Town Coupé and Town Car.

As options, Mark IV buyers may choose one of five luxury trim groups, power vent windows, a power moonroof (glass) or sunroof (steel), a power lumbar seat, an amazing quick-defrost rear window and windshield, Landau vinyl roof, forged aluminum wheels and premium bodyside moldings.

In either a Lincoln Continental or a Continental Mark IV, the standards provide the owner with a complete, well-equipped motorcar and the various options add that extra touch of luxury.



# Engineered to Perfection

HENRY LELAND, the man who established the Lincoln car, summed up his automotive philosophy with a memorable phrase that has guided the car's engineers for more than half a century. In the automobile industry's pioneer days, he said, "The Lincoln must be as nearly perfect a motor car as it is humanly possible to produce."

Continental has carried on that traditional pursuit of perfection in its Lincoln Continental and Continental Mark IV through extreme care in the engineering of these fine motor cars.

From its classic styling to its roadability and enduring performance, Continental is unsurpassed in engineering excellence. Everyone recognizes the Continental's beauty and its reputation as a great road car, and most realize what a fine automobile it is for overall performance and stamina.

Earlier Continentals proved their formidability by racing 2,000 miles in five days in the gruelling Carrera Panameri-

cana from Chiapas to Ciudad Juarez in Mexico — a rugged test. In 1952 and 1953, Lincolns finished first, second, third and fourth. In the event's final year, 1954, Lincolns finished first and second, then ceased competitive racing.

Durability and performance have been among the many benefits a Continental owner derives from his car, benefits that stem from meticulous engineering. In living up to this high standard, the Continentals for 1975 offer features that make these motor cars the ultimate in driving experiences.

The plush Continental ride stems mainly from its body-on-perimeter-frame construction and coil spring front and rear suspension. But the key to its quietness is the almost incredible attention to the most minute details—from the car's insulation to the isolation of body from frame and chassis.

To prevent normal noises and vibrations from being transmitted inside the car, rubber cushions of all sizes are fit-

ted tightly into many strategic locations, "tuning out" unpleasant sounds. To cushion that special ride even more, Continentals are equipped with an independent coil spring at each wheel.

A series of refinements have been applied to the 1975 models, affording driver and passengers greater comfort and convenience.

Major changes in the braking system, along with other minor adjustments, have helped provide the Continental owner with the ultimate in driving ease.

These functional improvements are highlighted by a new hydraulically assisted brake system, called hydro-boost, standard on Lincoln Continental and Mark IV. The hydro-boost replaces the conventional vacuum power assist system and provides more engine compartment room and positive response braking with a light pedal pressure. It relies on hydraulic power supplied by an engine-driven pump that also supplies the power steering system. An accumulator

provides a pressure reserve, assuring hydraulic pressure for braking for a period after the engine is stopped.

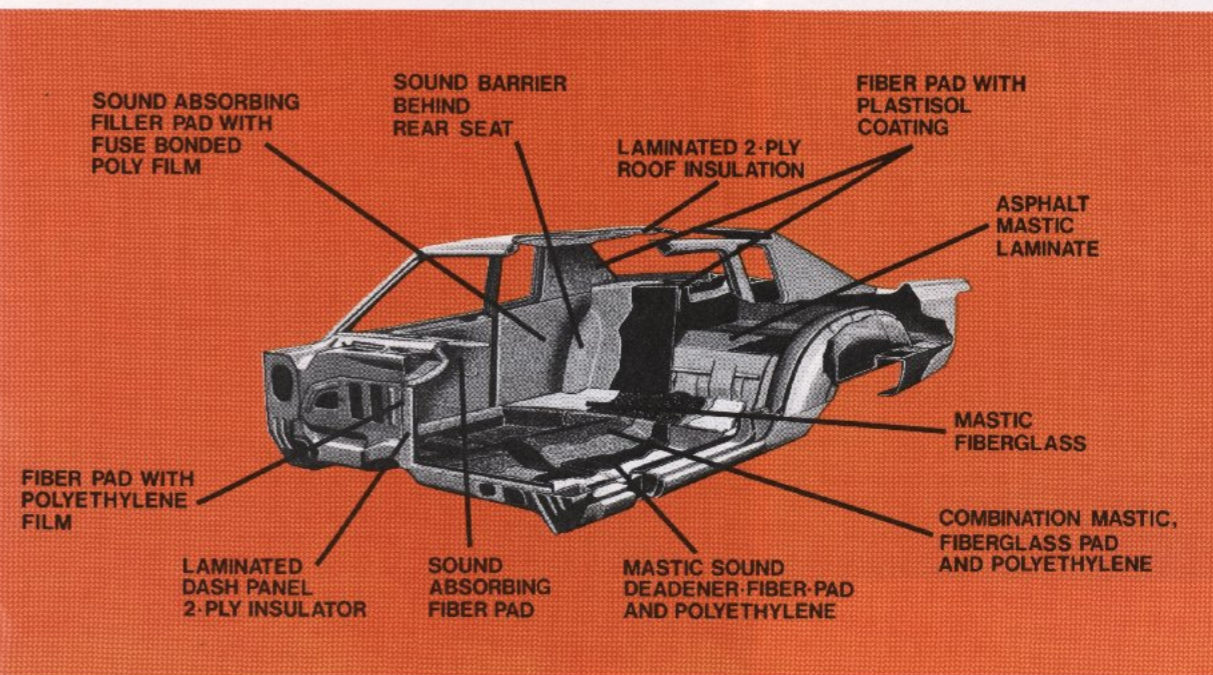
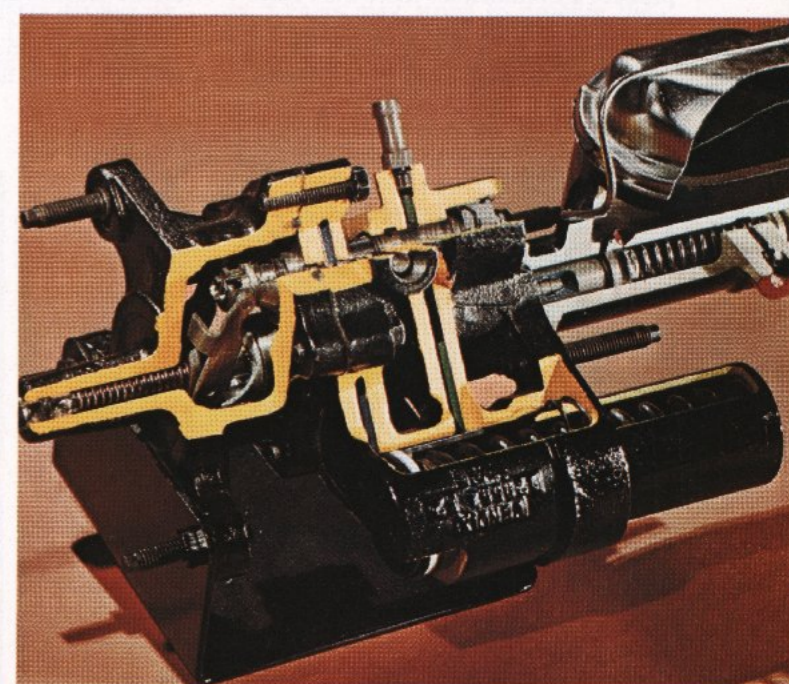
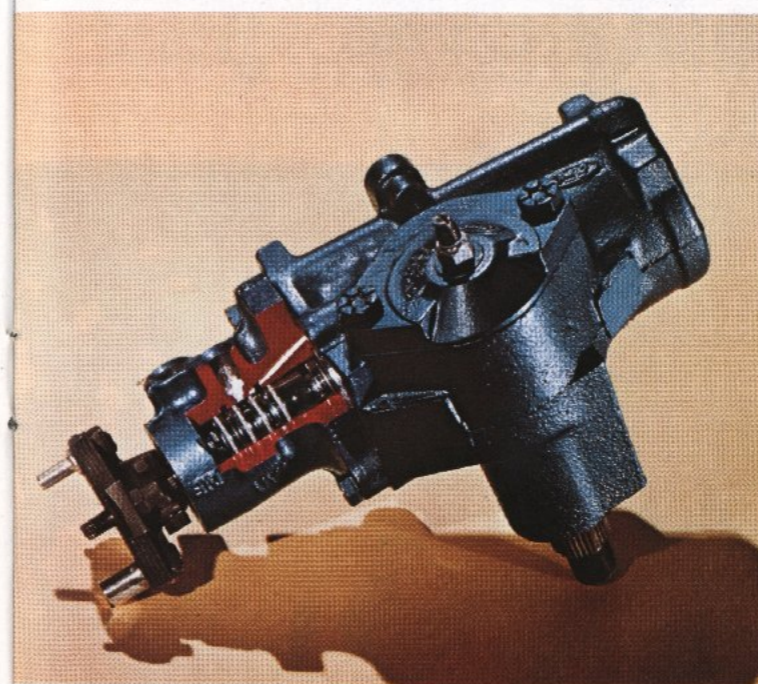
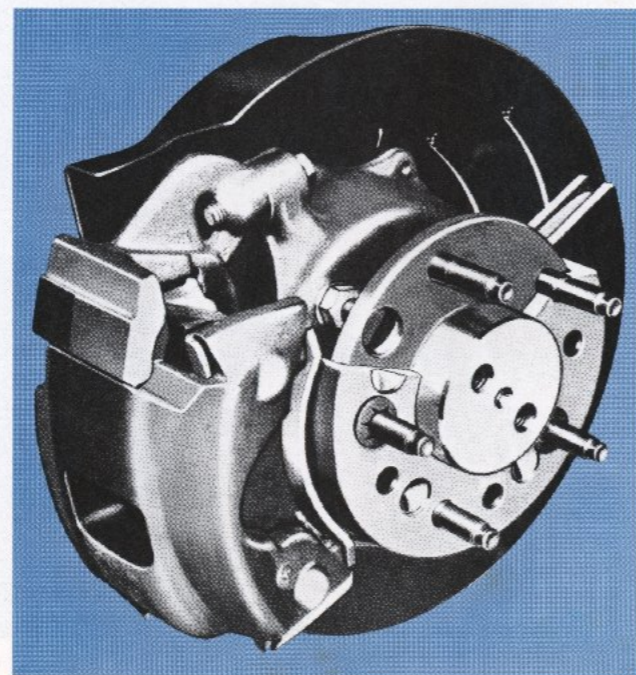
Also new for 1975 are four-wheel disc brakes (standard on Mark IV and optional on Lincoln Continental), which are single piston, floating caliper design. They are similar to those in the front, except smaller, and incorporate a mechanical system that automatically adjusts the parking brake.

Other engineering features include the Sure-Track skid-control system (optional with four-wheel disc brakes on the Lincoln Continental, standard on the Mark IV) which hydraulically triggers a cycling action to control wheel skid; a power lumbar driver's seat (optional on Mark IV) that offers lower back support for the driver, and a new rotary valve steering gear that allows the driver smooth steering with

little effort.

Continental traditionally has emphasized driver comfort and convenience. This year, it continues on that theme, with meticulous engineering in the true Lincoln tradition. These 1975 Lincoln Continentals and Continental Mark IVs measure up fully to the founder's premise—a car that is "as nearly perfect a motor car as it is humanly possible to produce."

Four-wheel disc brakes are standard on Mark IV, optional on Lincoln Continental



Top left: Rotary valve steering gear permits easy steering; top right: New hydro-boost brake system offers positive, responsive braking; bottom: Continental's quietness results from the application of a variety of sound-deadening and insulating material at critical areas of the body

# The Pursuit of Quality

Many may strive to produce the best motorcar in the country. Continental builders have never settled for less

WHEN THE CRAFTSMAN is finished, his work speaks for him. So it is with the Continental. One needs only to see it to recognize its worth. And to drive it or ride in it—these are the joys discerning motorcar owners choose to experience.

It takes approximately four days to produce a Continental—more than twice the time devoted to many lesser cars. The process is exacting; each car is stringently controlled and rigidly tested.

Each step is part of the grand design called Continental.

Wixom Assembly Plant is sole producer of the Continental, and has been since it opened in 1957. Many of the plant's workers have been helping build the automobile for much longer, some for more than two decades. To call the workers craftsmen is not to aggrandize their skills. They are highly trained, and they appreciate and strive to uphold the Continental tradition.

Who are these craftsmen? They are the welder, the metal finisher, the spray painter and numerous more who wield their tools with a confidence and a pride that come from knowing they are the best working on the best. Others are craftsmen of a different type—inspectors who use no tools, but rely on the senses instead. They know how a Continental is supposed to look, how it is supposed to sound, how it is supposed to ride. Their goals are clear.

Yet much more than craftsmanship goes into the making of America's most distinguished motorcar. Where machine can do better than man, the plant relies on the finest precision equipment.

One example of the equipment is the pivoting pillar body buck, a device used exclusively by Ford. The buck holds together the major parts of an entire Continental body for welding. When the buck presses these pieces into position, each joint, seam and connection mates to exacting tolerances. To ensure that the buck retains its accuracy over months of use, the plant regularly selects a Continental body from the assembly line and checks its dimensions on a body gauge.

Before painting, each body is primed using an electrocoating process that Wixom pioneered for automotive assembly operations in the U. S. The body

is "plated" with anti-corrosive primer by submerging it in a tank that applies the coating electrically. The electrolytic action of the bath draws the primer deep into crevices that simple submersion would not reach.

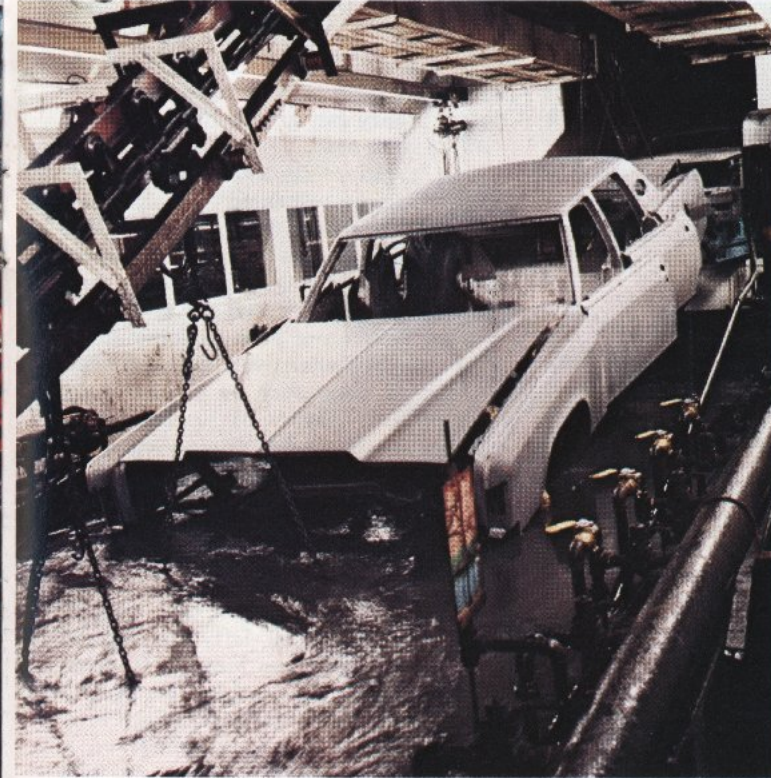
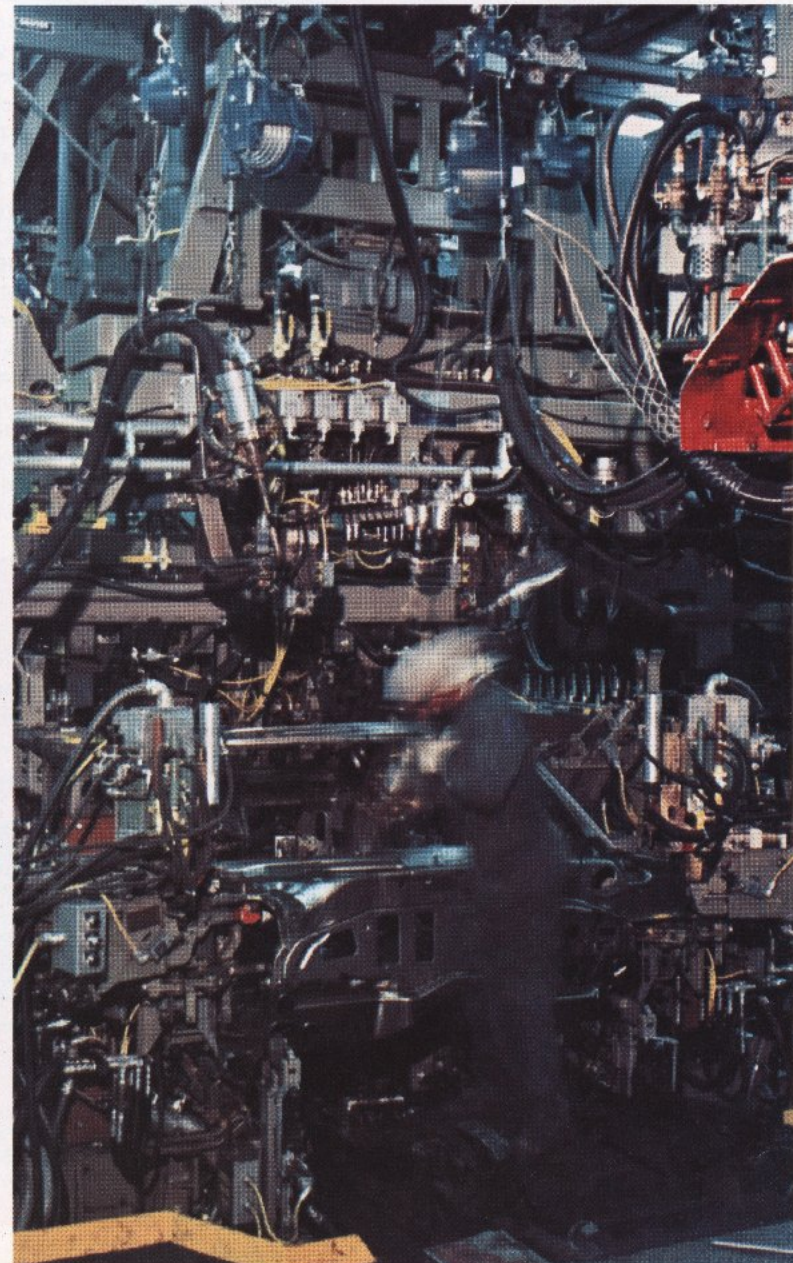
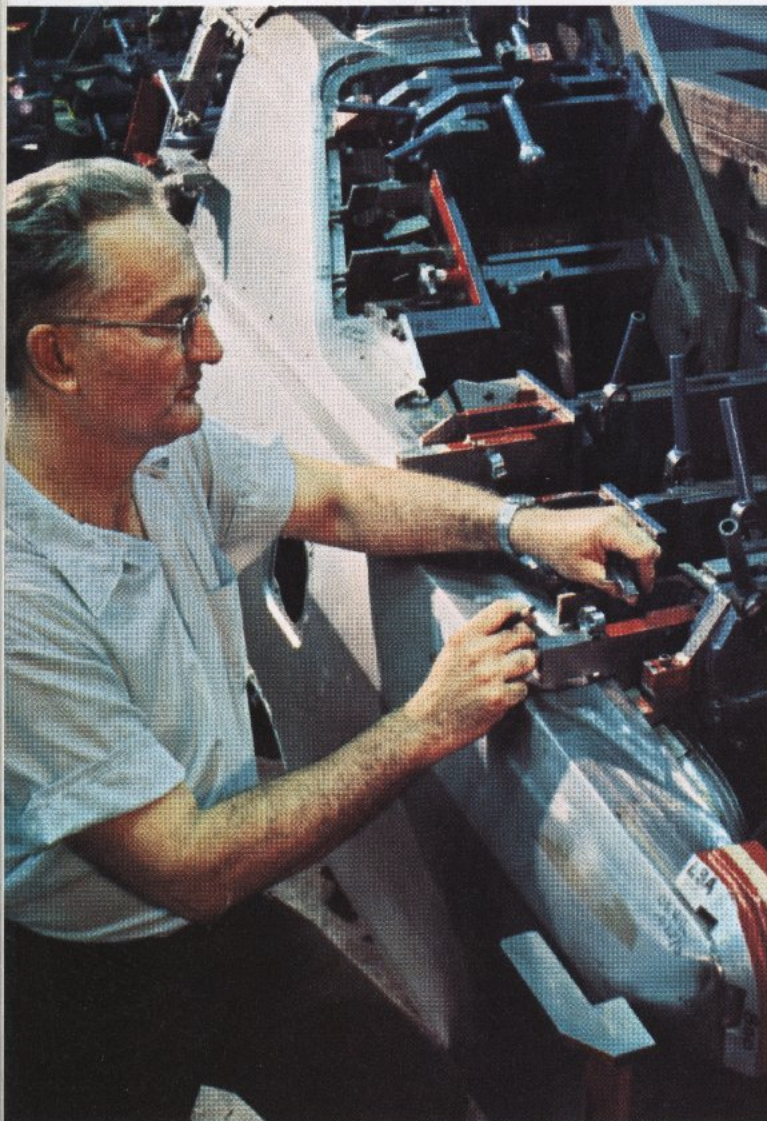
After a Continental comes off the final assembly line, it is driven on a chassis dynamometer, a device that enables a driver to test the car's roadability without leaving the plant. The test procedure includes acceleration, braking, engine performance, speed control, skid control and transmission shifting.

In another test, a black-light inspection lamp is used to check for water leaks. Each car is subjected to a high pressure water spray; the water contains a fluorescent dye that glows under the lamp. Air conditioners receive an ultra-sensitive check with an electronic "sniffer" that can detect a refrigerant

leak as trivial as one ounce per year.

No aspect of Continental construction is taken for granted. In one test, for example, checking for quality means demolishing what has been built. Once a week a Continental body is taken to a small room in the plant for a weld tear-down. There, inspectors test for weld integrity by using pneumatic chisels to destroy each of the 3,000 welds made by the plant. Other cars are selected at random each day for extensive testing by highly trained auditors. They reinspect virtually the entire automobile and take it on an eight-mile road test. Their findings are then sent to plant management for evaluation.

The result of this unparalleled effort is unparalleled quality—Continental quality. Others may strive to produce the finest motorcar in the country. Continental builders settle for nothing less.



Far left: Precision gauges are used to check dimensions of floor pans, sides and entire Continental bodies; left: During welding, a pivoting pillar body buck holds together major body parts; above: Wixom Assembly Plant pioneered the electrocoating process for applying primer; right: Solid-state electronic equipment provides accurate testing of body wiring

# Continental Challenges Its Competition

IT IS APPROPRIATE that the Continentals, long-time innovators in the luxury-car field, should be the stars of a bold television advertising campaign. Since 1972, Lincoln-Mercury Division has been telling the public that in head-to-head tests with America's best-selling

luxury car, the Continentals were judged superior.

What makes the tests remarkable is that the judges were owners of the other luxury car!

The campaign kicked off with a 60-second television spot aired in March,



The 1974 La Jolla-Del Mar comparison was the third major test in which a Continental beat the other luxury car. The judges? Owners of the other luxury car



1972. Called "Times Change," the commercial told viewers: "Once people thought of the American luxury car as a field of one. Now a national survey reveals that last year alone more than 8,000 drivers of that one luxury car switched to the Continentals . . ." It was a hint of things to come.

The next move was to directly challenge the loyalty of the other luxury car's owners. At a famous San Francisco country club, 100 owners were asked to judge which car had the more comfortable ride: the 1972 Continental or a model of their own make. Nationwide Consumer Testing Institute supervised the test. When agreeing to take part, the owners knew only that they would be participating in an automotive test; they were told nothing about the filming, the firms or products.

The owners rode blindfolded in both cars—along the same routes, at the same speeds, for the same amount of time. The results: 60 out of 100 picked the Continentals.

In 1973, a second comparison test was filmed for television, this time in Bel Air, California. The Continentals scored impressive victories over the other luxury car in both riding comfort and driving ease.

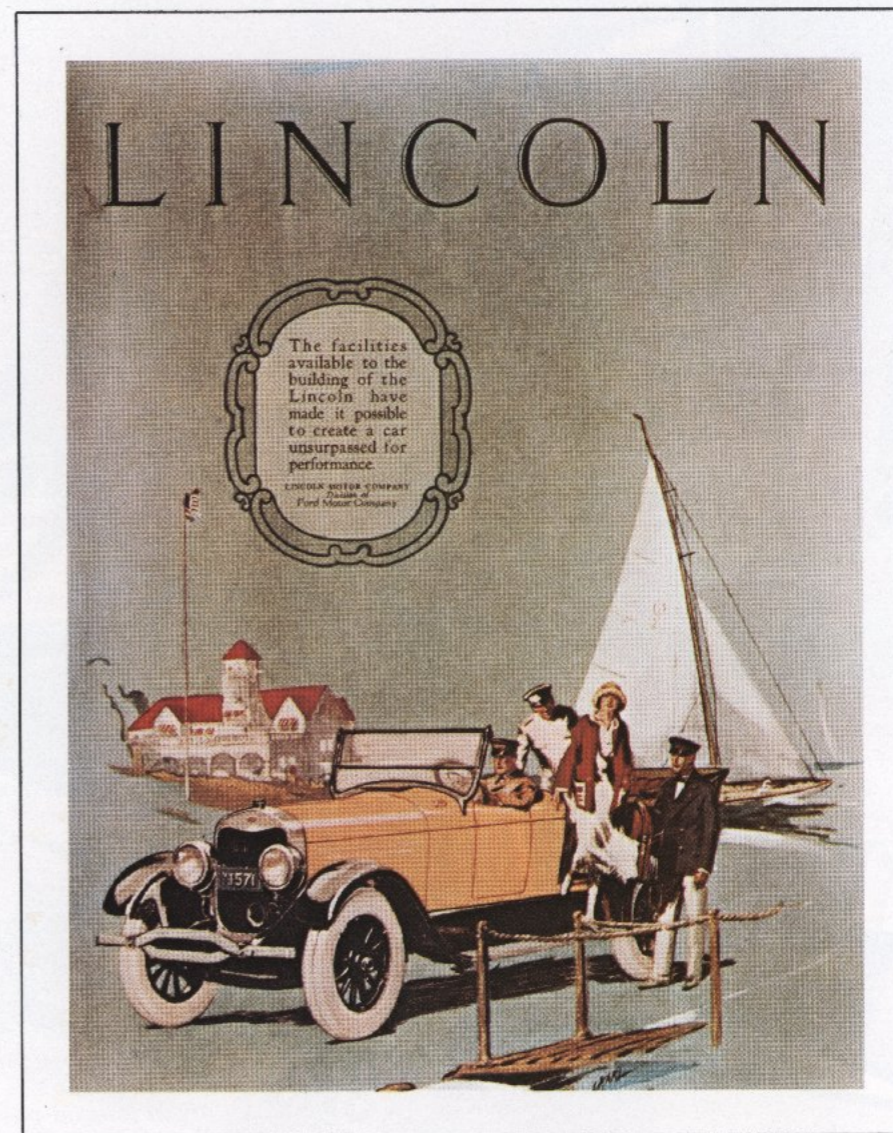
To introduce its 1974 models, Lincoln-Mercury presented facts from a nationwide survey in which Continental owners and owners of the other luxury car were asked to rate their own cars. The commercial pointed out that while the cars came out even in some areas, Continental owners were more satisfied in critical areas such as interior quiet and luxury, quality of workmanship, riding comfort and driving ease. In the same commercial, another survey was also cited. This one revealed that over the last two years, more than 25,000 drivers of that other luxury car had switched to a Continental.

Testing of 1974 models took place in La Jolla, California. Fifty couples, all owners of the other luxury car, were asked to judge their make of car against a Lincoln Continental sedan. Each husband drove a new Continental on a round trip between La Jolla and Del Mar, California, while his wife rode as a passenger. He made the same drive in a new sedan of the other make with his wife as a passenger. His wife had her turn at the wheel, driving each car over the same route while her husband was a passenger. They logged 56 miles.

When asked to evaluate the two cars for ride and drive, 66 out of 100 said the Continental was easier to drive. And 72 out of 100 said the Continental had a more comfortable ride.

For three straight years, the Continentals have challenged their competition. And won. The 1975 Lincoln Continental and Continental Mark IV are designed to continue that winning record.

# Lincolns, Advertisements and the Arts



Almost from their beginning, these cars inspired beauty in words and pictures

# LINCOLN



FROM ITS EARLIEST days, Lincoln advertising, like the cars it brought to public attention, was beautiful and of the highest quality. It included brochures, dealer leaflets, posters, magazine advertisements and a magazine called "The Lincoln." Some are reproduced on these pages. Obviously, there is a thread that links the early advertising material with that used by Lincoln Continental today. Not only were the cars glorious, but so were the settings—sailing ships, splendid homes with columned porches, fine art, polo. The car and the literature reflected an age of leisure and ample means.

Looked at in retrospect, one of the most interesting promotional programs for Lincoln cars was "The Lincoln." Like most old advertising, its origins are lost in history. It is believed to have been issued 20 times—the first dated February-March, 1924, the final one November-December, 1926.

"The Lincoln" had no masthead, so there are no editors associated with it. The only attribution is that it was sponsored by The Lincoln Motor Company—Division of Ford Motor Company. The assumption is that it was published by an advertising agency. But regardless of who actually created the magazine, it is plain that the editors were people of skill and discernment.

Within the pages of "The Lincoln" were superb color pictures of Lincoln cars, uncommonly fine writing and handsome paintings. In the issue of July, 1924, there is a story on golf in which Bobby Jones, Walter Hagen and Gene Sarazen are mentioned. Travel was a constant theme of the magazine, of course, and so was women's fashion.

The issue of May, 1925, told how to form a junior hunt club. Another of the 1925 issues had an article on cars in the movies by Cecil B. DeMille. Famous writers of the time were sought out on occasion. In 1926, the revered writer on animals, Albert Payson Terhune, did a story on collies; Samuel Hopkins Adams wrote about the winter carnival in Banff; and the great explorer Vilhjalmur Stefansson wrote about his journeys to the Arctic.

The single most admired issue of "The Lincoln" is the "trogon" or "bird" issue, so called because its cover (shown on the opposite page) is dominated by a painting of a tropical bird called the golden-headed trogon, and because its inside pages contain other paintings of birds. The artist was Louis Agassiz Fuertes.

This was the November-December issue, which introduced the 1927 Lincolns. It was a special salon issue of the magazine, not intended for the general public but for a select mailing list of in-

fluential people who came by invitation only to see the new cars. Not many copies were printed. The fame of this issue lies not only in its rarity but in the aesthetic way in which the fantastically beautiful birds (including the Brazilian oriole, Haitian cuckoo, Chinese jay and other unusual specimens) were displayed to complement the coloring of the beautiful custom car bodies.

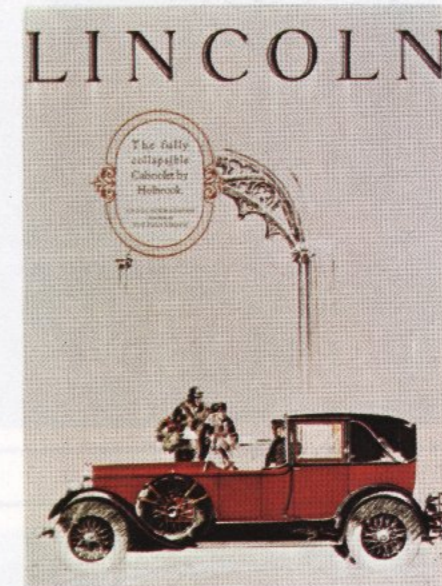
Other advertising material shown on these pages includes the first piece of literature ever printed on Lincolns. It is seen on the opposite page as the uppermost item. Called the "Book of Advance Information on Lincoln Motor Cars," it consists of 28 pages showing the seven 1921 models.

At the bottom of the opposite page are two deluxe dealer catalogs. The one at the left shows a 1928 four-passenger dual cowl sport phaeton with a custom body by Locke. To its right is the 32-

page catalog for the 1928-29 salon cars. The car pictured is described as a four-passenger convertible coupé (the body was made by Dietrich, one of the greatest of custom body designers).

Connoisseurs of automotive history have paid considerable sums for examples of car booklets and brochures in good condition. The material involving classic cars such as Lincoln is especially valuable, not only for its historical importance but artistic merit.

Editor's note: Much of the material on these pages is from the collection of Hans J. Mueller, a Ford Motor Company engineer and automotive historian with a lifelong avocation of collecting printed matter on automobiles. His collection consists of around 12,000 pieces, of which some 1,700 are Ford-related—among them more than 350 concerned solely with Lincoln.



Typical advertisements of early Lincolns and Continentals

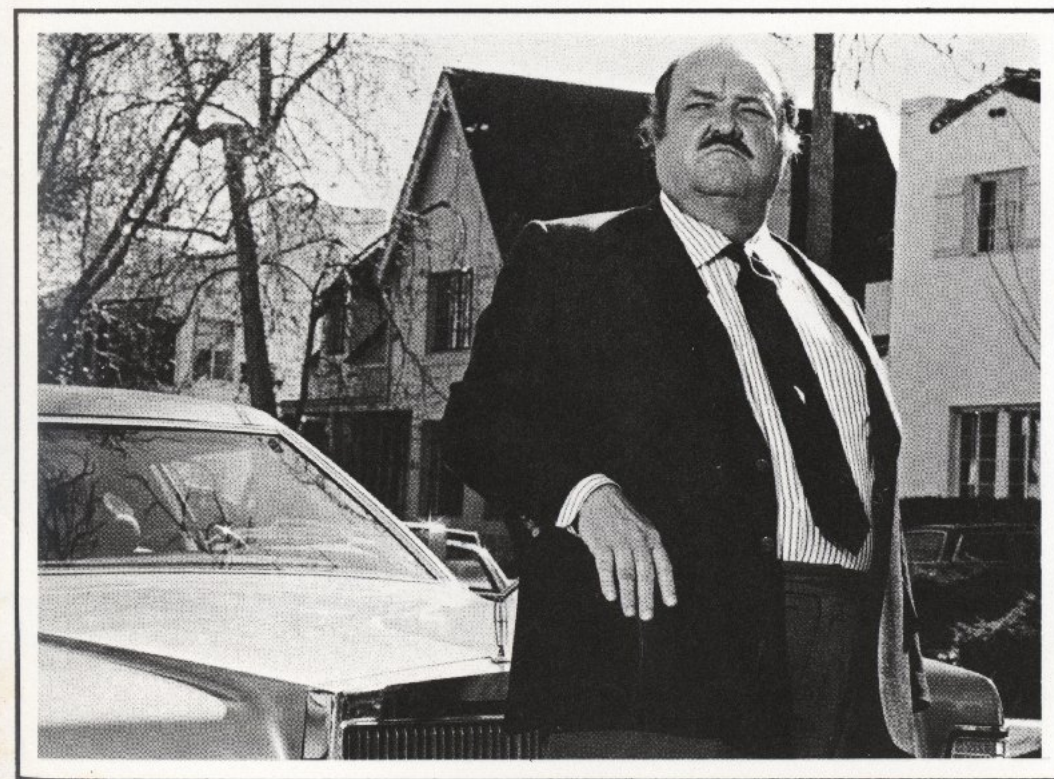
# CONTINENTALS IN THE PUBLIC EYE

A FACT ABOUT OLD-TIME Lincolns and of the Marks and Lincoln Continentals of more recent years is how much the public is aware of them. This is partly because their styling is so distinctive as to be memorable, but it is also because the cars were so often on center stage.

Lincolns began to appear in movies shortly after they appeared on the automotive scene in the early Twenties. Often when a director wanted to suggest a stylish life for his characters, he put them in a Lincoln—that would do it. Anyone with a long enough memory to recall Monte Blue, Milton Sills, Vilma Banky and others, will know how true this is. The most recent instance is the use of a Mark IV in the newly released "The Bank Shot," starring George C. Scott.

In 1923 President Calvin Coolidge ordered the first presidential Lincoln and from that time to the present, Lincolns have been part of the White House automotive fleet, appearing in parades in the major capitals of the world.

Lincolns and Marks have been on notable display in television, too. A Mark IV is prominent in "Cannon," starring William Conrad, and Continentals are seen in "McMillan and Wife" and in "Hawaii 5-0."



Clockwise from upper left: A Mark III in "The French Connection"; a special White House Lincoln; William Conrad and his Mark IV in "Cannon"; Mark II in "High Society"

("The French Connection," © 1971, 20th Century-Fox Film Corporation; "Cannon," a Quinn Martin Production for CBS-TV, photo courtesy of McFadden, Strauss & Irwin Public Relations; and the MGM release "High Society" © 1956 Loew's Incorporated, Sol C. Siegel Production, Inc. and Bing Crosby Productions.)

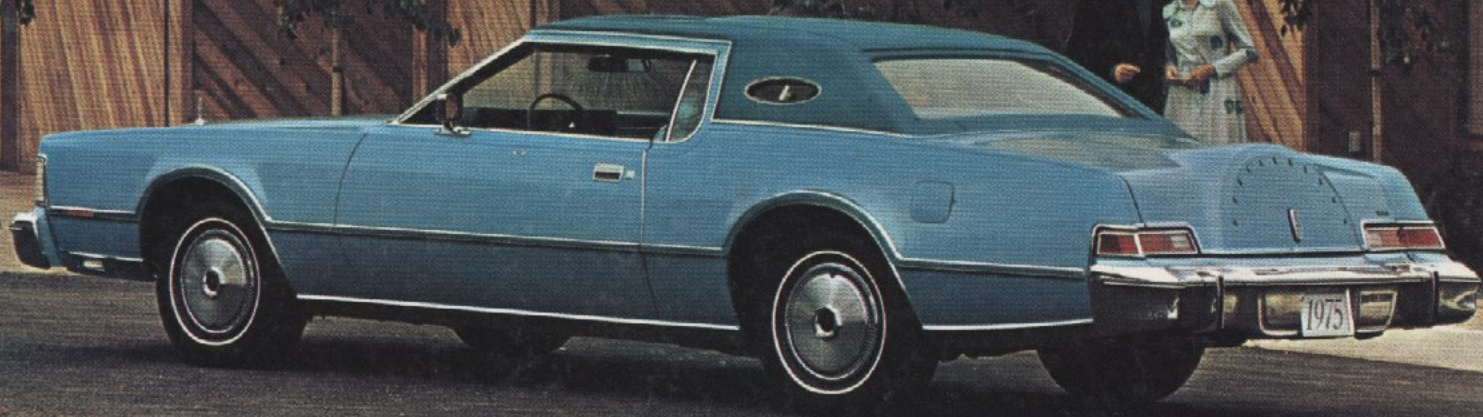


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*The Continental Mark IV*

Continuing a Tradition of Engineering Excellence and Classic Design