

COMPARE:

Cadillac

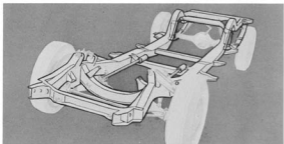
vs.

**IMPERIAL
and
LINCOLN**



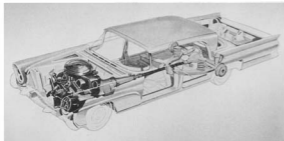
1959

29 WAYS TO SELL CADILLAC OVER IMPERIAL



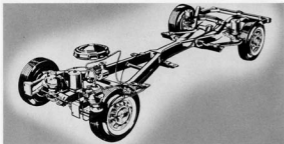
1. Same styling as last year
2. Heavy, die cast grille
3. Narrow, inconvenient hood
4. Two-speed wipers
5. Safety plate glass in windshield only
6. Push-pull vents, unframed
7. Enamel finish
8. Fins same as last year
9. Taillights same as last year
10. Trunk small
11. Trunk fabric hard to clean
12. Uncovered hinges
13. Swivel seats impractical
14. Interior styling inferior to Cadillac
15. Rugs often poorly fitted
16. Arm rests seem 'hung' on door
17. Instruments dispersed considerably below line of sight
18. Only one lighter and ash tray
19. Small, inconvenient glove compartment
20. Full-time power steering
21. Transmission push buttons inconvenient
22. Air conditioning push buttons inconvenient
23. Same outlets for heating, cooling, defrosting
24. No heat outlets in rear
25. Only one engine offered
26. Car body rests on top of box frame
27. Body mounts transmit more vibration
28. Air springs not true air ride
29. Conventional shock absorbers

24 WAYS TO SELL CADILLAC OVER LINCOLN



1. New hood ornament typical of styling changes for 1959
2. Narrow hood hinged at front
3. Safety plate glass in windshield only
4. Overhanging visor reduces visibility
5. Two-speed, vacuum-operated wipers
6. Enamel finish
7. Vent panes push-pull type
8. Antenna not power-operated, not fully retractable
9. Window line styling encourages water to seep into car
10. Enormous expanse of chrome acts like gigantic reflector
11. Trunk lid opens low
12. Trunk lock potential hazard
13. Spare tire very hard to remove
14. High sill to step over
15. Massive instrument panel, instruments dispersed, below line of vision
16. Small, inconvenient glove compartment
17. Power steering slower to assist, harder parking
18. Heat ducts appear hung on
19. Seats lack Cadillac posture control
20. Interior styling less luxurious than Cadillac
21. Just one engine choice
22. Unitized body construction
23. Conventional shock absorbers
24. 14 inch wheels

29 REASONS FOR SELLING MORE CADILLACS



1. All-new grille
2. Wide hood with concealed opening lines
3. Safety plate glass
4. Three-speed, electric wipers
5. New acrylic finish
6. Power-operated antenna retracts all the way
7. Crank-operated vents
8. Scientifically-engineered drainage system
9. Newly-styled fins
10. Safety plate glass
11. Taillight, back-up lights all new
12. Trunk lid opens wide
13. Spare tire easy to remove
14. Doors cut higher, hinged farther forward
15. Rear quarter window moved back
16. Instruments clustered just below line of sight
17. Big, convenient glove compartment
18. Power steering quicker to respond, helps more during parking
19. Selector lever easy to use
20. Air conditioning most efficient on market
21. Two heat outlets in front, two in rear
22. Posture control seats
23. 48 luxurious interior choices
24. Two all-new engines
25. Tubular-center X frame
26. Pre-stressed body mounts
27. New type shock absorbers
28. 15 inch wheels, big brakes
29. Air ride better than ever