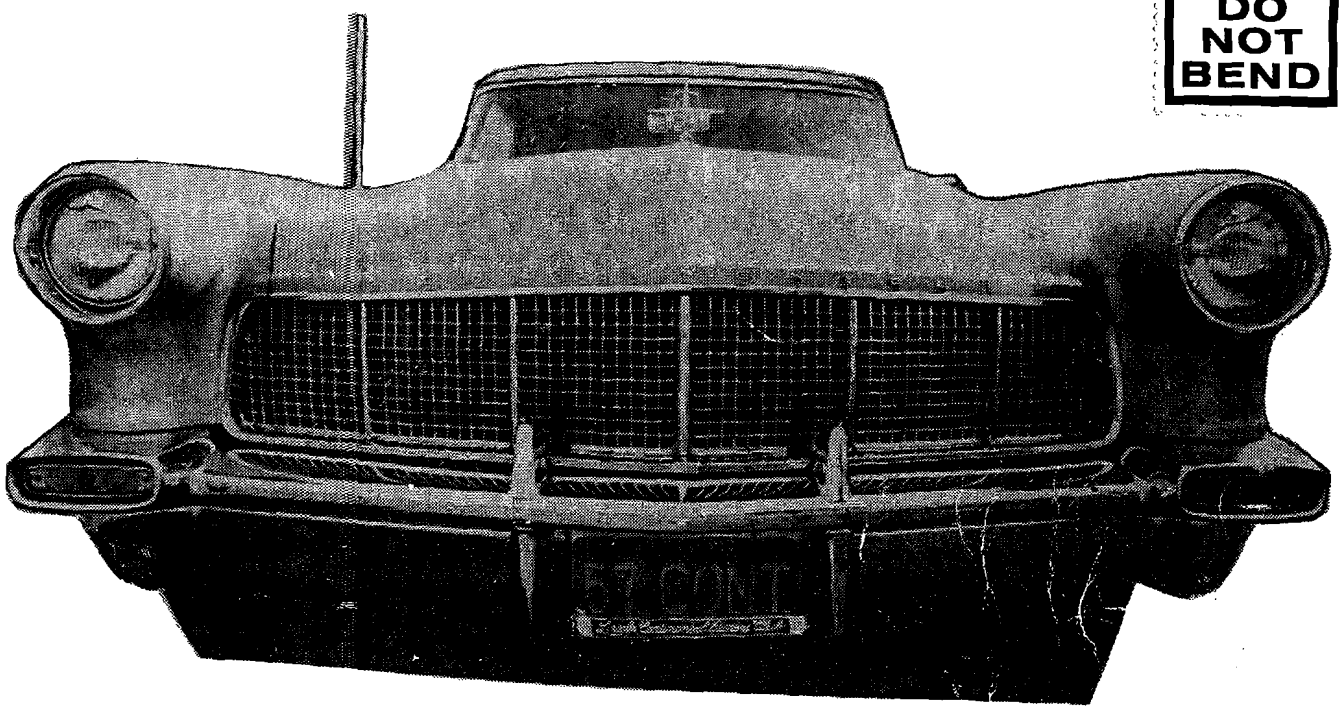
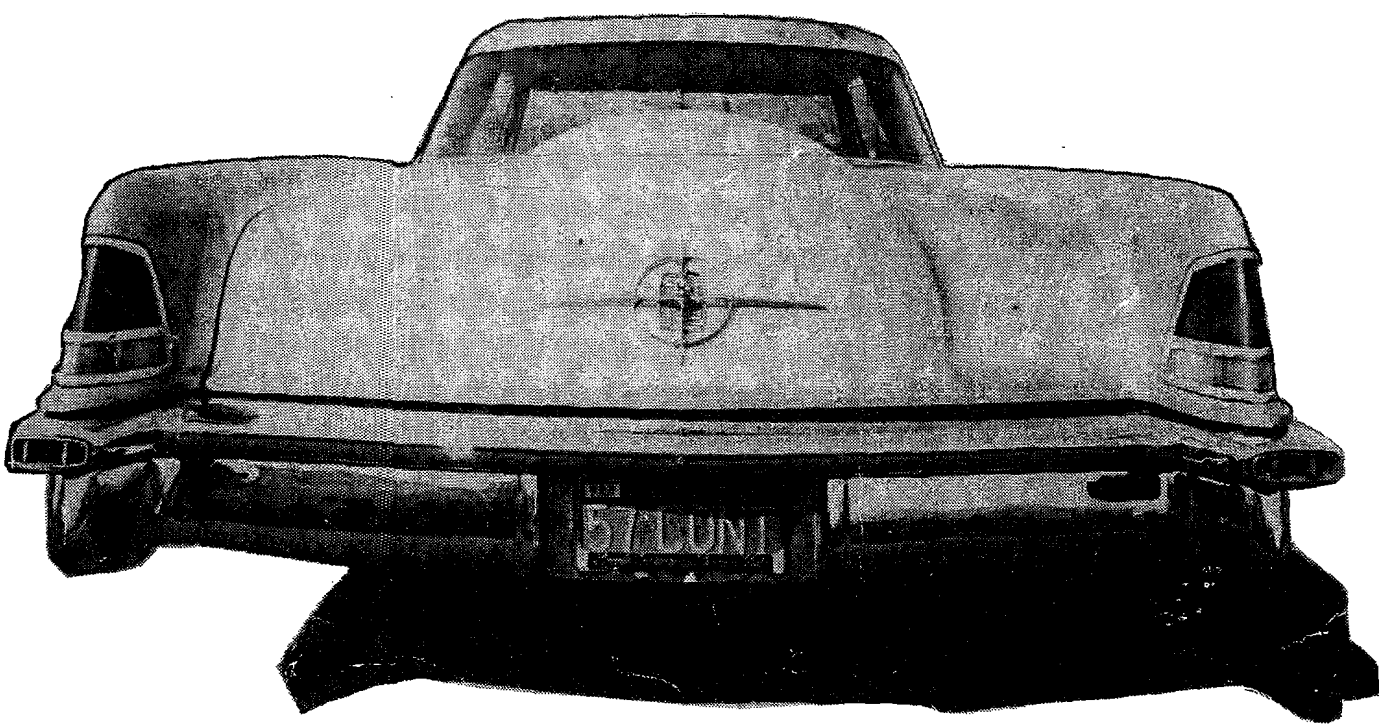
PROBLEMS WITH YOUR MARK II?

....ASK BUDDY

THE CONTINENTAL MARK II RESTORERS GUIDE

DO NOT BEND





BUDDY E. HOLIDAY

August 1, 1975

FOREWORD

THIS MANUAL HAS BEEN PREPARED BY A CONTINENTAL MARK II OWNER, REBUILDER AND ENTHUSIST WITH THE THOUGHT IN MIND OF HELPING OTHER MARK II OWNERS MAINTAIN AND RESTORE THEIR AUTOS.

ALL THE AVAILABLE INFORMATION AND KNOWLEDGE THAT THE AUTHOR HAS, AND HAS BEEN ABLE TO GATHER, IS CONTAINED IN THESE PAGES REGARDING THE MARK II. THE ACCURACY OF HISTORICAL AND STATISTICAL DATA IS AS THE INFORMATION HAS BEEN OBTAINED FROM ALL THE VARIOUS PUBLICATIONS THAT HAVE PRINTED SUCH MATTER, AND OTHER KNOWLEDGEABLE INDIVIDUALS.

THIS MANUAL IS NOT DESIGNED TO REPLACE THE MASTER CHASSIS AND BODY PARTS CATALOG OR THE TECHNICAL DATA MANUAL, BUT RATHER TO ENHANCE THOSE MANUALS AS A SUPPLEMENT.

ABOUT THE AUTHOR

BUDDY HOLIDAY IS AN ACTIVE BOOSTER OF THE LINCOLN CONTINENTAL OWNERS CLUB IN THE WESTERN REGION. CURRENTLY HE IS THE EDITOR OF A TWELVE PAGE "MAGAZINE" CALLED THE CONTINENTAL CONFAB FOR THE WESTERN REGION. HE IS THE CLUB SECRETARY AND AREA ACTIVITIES CHAIRMAN. IN NOVEMBER 1973 HE WAS IN THE MIDDLE OF RESTORING A PARTS CAR TO THE RANKS OF A RESTORED AUTO WHEN THE PARTS REQUIRED TURNED OUT TO BE ELUSIVE AND EXPENSIVE, AND TECHNICAL DATA WAS DIFFICULT TO COME BY. IT WAS AT THIS TIME HE DECIDED TO FORM THE COMPANY CALLED HOLIDAY SPECIAL INTEREST AUTOS, INC. FOR THE SOLE PURPOSE OF CONDUCTING BUSINESS DEALING WITH CONTINENTAL MARK II'S AND THEIR PARTS. A LARGE STOCK OF NEW AND USED PARTS ARE MAINTAINED PRIMARILY FOR THE CONVIENCE OF CLUB MEMBERS, WHO CALL DAILY FROM ALL OVER THE COUNTRY AND OTHER COUNTRIES TO OBTAIN PARTS AND TECHNICAL INFORMATION.
IN HIS AUTO BODY SHOP FACILITY HE RESTORES MANY FINE AUTOMOBILES INCLUDING THE MARK II.
ANOTHER COMPANY, HOLIDAY STUDIO RENTALS, RENTS HIS COLLECTION OF AUTOS TO THE LOCAL MOVIE STUDIOS. THIS COMPANY IS NOW AVAILABLE TO "OUTSIDERS" SO THEIR AUTOS, TOO, MAY BE RENTED TO THE STUDIOS . IN THIS WAY, RESTORATION COSTS CAN BE REDUCED.

FOR FURTHER INFORMATION ON THE LINCOLN CONTINENTAL OWNERS CLUB, MOVIE STUDIO RENTALS, RESTORATIONS, PARTS OR TECHNICAL ADVICE CONTACT THE AUTHOR AT:

BUDDY E. HOLIDAY ENTERPRISES
3621 WEST BURBANK BOULEVARD
BURBANK, CALIFORNIA 91505
(213-842-4221)

"I have had many cars but none that so satisfied
my soul as the Continental, she was a real lady."
John Steinbeck

To those individual Continental Mark II owners that had the foresight and the confidence in me and this manual, "THE CONTINENTAL MARK II RESTORERS GUIDE", to help during pre-publication sales, I offer my thanks. There will be one thousand copies of this manul printed, with the first fifty being serial numbered and autographed.
Buddy E. Holiday

H.T. Price	Walter Goeppinger	Ed. L. Branam
Ron Waldorf	John Battaile	S. Lautman
Damon Wheeler	Joe Gardella	Walt Rhea
Charles Craig	Bob Cook	John W. Wittman
Jesse Feldman	Russ Hamilton	John Brophy
Paul Hudelson	William Jackson	Floyd Mendoza
Frank W. Mitchell	Maurie Baker	David L. DeGeer
Dick Bowler	Norm Collingwood	Gary Cochrane
Michael L. Murphy	John Bryant	J. Allen Perkins
Dick Beren	Gary Moore	Arthur B. Gauss
Ed Bichich	W.H. Dickson	Merle E. Smith
Jim Storck	Raymond C. Watson	Floyd E. Moore
Elmer Schwerin	John Adrain	M.H. Diels
Glenn Cox	Pat Quinn	V.L. McGuire
Tom Spiel	Frank Thomas	Byron Smith

INSTRUCTIONS

To make the most use of this manual from the start, begin at page one and read every page, or scan it first. You will immediately be surprised and bewildered at the facts and what you thought you knew to be facts. There is still much to be learned about the Mark II, and in a year or two a supplement to this manual will be available with updated material. When you have read through the manual, if you have any particular questions regarding what you have read about a subject, then go to the INDEX and copy those page numbers down that all relate to the subject, and go to each of those pages and combine all the information. It is difficult to put all the subject information together as it will relate to other subjects throughout the manual, hence, the INDEX.

Dealers who cater to Mark II owners, retainers and others that have Mark II parts and services:

BUDDY E. HOLIDAY

dba, Buddy E. Holiday Enterprises, Inc., Holiday Special Interest Autos, Inc., Cal-Green Automotive., Holiday Studio Rentals, Holiday Investments.
Author and publisher of *The Continental Mark II Restorers Guide.*
Has restoration facilities for restoring the Mark II, doing primarily metal finishing, painting and parts. Call for advice and/or questions. L.C.O.C. member.
Maintains a warehouse of Mark II parts; new, used and reproduced. Prices are most reasonable, especially to Lincoln Continental Owners Club members and/or low budget restorers. Cars that are parts cars always on hand. 3621 West Burbank Blvd., Burbank California 91505 office 213-8424221 and 848-6358 Home 213-767-2170
Referred to in the manual as: The Author, Holiday, HSIA.

M.H. (BRICK) DIELS (Merton Diels)

Diels has most all Mark II parts; new, used and reproduced. He has been doing this for ten years and is apparently an advid Mark II dealer. He advertises heavily in many hobbiest publications. The author believes Brick to be sincere in his dealings, however, he is prone to many mistakes and delays which cause hard feelings. When dealing with Brick, proceed cautiously and perhaps the relationship will be harmoniously rewarding. Brick is an L.C.O.C. member.
Brick is available for questions and advice by just calling, 301-464-0854
12005 Tulip Grove Drive, Bowie, Maryland, 20715

DESERT CLASSICS, INC., AXEL C.F. HOLM,II

Axel is the president of the Lincoln Continental Owners Club and maintains a "factory" in Nogales, Mexico "re-manufacturing" the Mark II. It is reported that these are frame up rebuilding close to the original, though liberties are taken unless requested otherwise. Improvements include disc brakes, air conditioning, etc. The prices have been reported to be from $12,000 to rebuild yours to $27,000 and up outright. This includes all new glass, upholstery and leather, wiring and electrics, engine and running gear, tires and paint and metal work.
Desert Classics will, on insistent requests, supply reproduced parts and when Axel can be stopped long enough to engage him in conversation, he can and will answer many questions.. He, too, is an authority on Mark IIs. Mailing address: Box 1058, Nogales, Arizona, 85621 602-287-3656

NARRAGANSETT RESTORATION CO., INC., ED PEASE

Ed is quite active in the Mid-Atlantic Region of L.C.O.C. and he reproduces many Mark II parts, such as 1956 under hood liners, fender emblems, Knights head, etc. He also handles L.C.O.C. project items for the region. His company also restores automobiles, plus handling parts and wiring harnesses for many makes. Also, not to forget carpets. Write for catalogue and include SASE. P.O. Box 36, Kingston, R.I., 02881

BILL HIRSCH

Hirsch advertises heavily in hobby publications that he has carpet and upholstery material, including leather, for the Mark II. Write for samples. 396 Littleton Ave., Newark, N.J., 07103

BILL WHITE

Literature for Lincolns. 1295 Springdale ., Louisville, Ky., 40213

continued

DEALERS, continued

RELIABLE AUTO WRECKING, JACK ROSEN
Jack maintains a wrecking yard for all types of autos, including Mark IIs. He claims to have the largest supply of Mark II parts in the USA, but that could be debateable. His prices aren't always the lowest, but he does normally have the parts you may need and reports are good on his prompt shipping. He does have a good supply of rebuilt parts. He also is the distributor for HOLIDAY SPECIAL INTEREST AUTOS, INC for the Mark II windshield when they must be shipped, otherwise Holiday handles the local sales. He is always more than happy to talk on the telephone about Mark II parts. 1751 Spruce, Riverside, Calif., 92507 714-683-0950

F & C CLASSIC PARTS
The author has no information on this company, other than that they advertise on ocassion that they have Mark II parts for sale. 4 Wayne Drive, Poughkeepsie, New York, 12601

AUTOMOTIVE OBSOLETE, DUANE STEELE
Duane can supply Mark II headliners of broadcloth. They are already made up from patterns he has in stock. Colors are Taupe, Grey, Biege, Fawn, Blue, Green and Black. Taupe and Grey are $19.50 while the others are $20.65. These are not the best of materials but then the prices aren't too high either. 1023 E. 4th Street, Santa Ana, California, 92701 714-541-5167

When writting to any of the business' listed above, and to others, be sure to include a SASE or you may very well not receive a reply. These people are normally busy with their regular business, which may not be primarily Mark II business, and a SASE will assure you of a prompt reply. Include part numbers and/or a good drawing of what you need.
SASE OR SSAE means SELF ADDRESSED STAMPED ENVELOPE. NOS means NEW OLD STOCK. REPRO means REPRODUCTIONS.
Canadian orders should always be payable in US dollars as the exchange rate is considerably less, and allow more for shipping and handling as the cost is higher. Also, postage stamps are not interchangeable, send coins.

Should there ever be any problem with Mark II suppliers listed here the author would like to hear about it.

Good sources for parts, services, sales and wants are the quality hobby publications such as OLD CARS, HEMMINGS MOTOR NEWS, CARS AND PARTS and others.

It is a good idea to be wary of any business, or advertising, that advertise without a price given. On ocassions there are some parts that don't warrant attaching prices to it, such as if he has a supply of fenders that may be in varying condition. But still, some kind of price should be given. Either it is for sale at a price, or it isn't. Sometimes prices are whatever the traffic will bear. Deal cautiously.

CONTINENTAL MARK II PRICES EFFECTIVE JULY 1, 1975(prices subject to change without notice)

New old stock

tie rods	LD3280-B	$17.88
tachometer gear	FAA-17374-A	$ 3.50
drive shaft insulator	4047139	$18.59
trans. gasket set	HFK-7153-A	$15.44
trans. convertor O ring		$ 3.00
drive shaft bearing & retainer		$22.40
ft. universal joint slip yoke		$38.19
oil sending switch	B6A-9278-A	$ 7.00
A/C clutch brushes	B6AZ-2979-A	$10.79
engine lower rebound mount, round		$ 2.07
A/C clutch bearing		$10.00
S shaped tail pipe	4047744	$11.00
right side cross over pipe	B6LY5246B	$33.30
left side cross over pipe	B6LY5246C	$33.30
nuts for hood & deck letters		$ .07
bolts, hood hinge to firewall		$ .15
valve cover chrome acorn nuts		$ .30
motor, door glass (replacement)		$32.90
motor, coupling	B5A-7023440A	$ 1.75
deck lid weatherstrip (replace.)		$ 8.31
ash tray rubber bumpers	4049352	$ .38
		$
right W/S verical	40497158	$20.15
gas tank T vent tube	4047758	$ 4.38
W/S felt/metal, adjust.	4049017	$ 2.75
relay switches #	B6A-1451-B	$16.25
chrome bezel under dash	4050137	$ 2.15
chrome H/L switch	4050174	$ 5.00
chrome panel behind master switch		$ 5.50
chrome garnish mldg.	4049382	$ 6.88
wheel covers		$95.00
lf rocker mldg. long (not shipped)		$65.00
rt LED4046396 rt LED4046397		$65.00
rocker mldg clips	4047885	$ 2.50
head lamp bezels	4046754	$31.88
grill, cnt. verical bar	4047496	$11.63
fuel lid handle, chrome		$ 2.75
letter C		$ 3.00
lf W/S wiper arm (not chrome)		$10.00
left grill	4046519	$284.50
chrome handles for control consol		$ 4.35
chrome W/S wiper knob	4047928	$ 8.03
radio knob	4047426	$ 6.70
antenna vacuum switch	4050036	$ 10.45
tail lamp lenses		$ 12.30
back up lenses		$ 12.30
key blanks, not original		$ .50
vent interior grill, painted		$ 9.00
plastic behind H/L switch	4050069	$ 5.35
heater valve, vacuum	B5A18502-B	$ 9.00
heater valve, under hood		$ 5.00

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

MISCELLANEOUS

Rt striker replacement B6AZ7022008A	$ 6.70
lower rad. hose replace. CH73	$ 3.50
U-joints, Wesco 201520	$ 8.10
batt. cable Packard 30 in. 4E-30	$ 4.00
batt. cable Packard 22 in. 4E-22	$ 3.75
steel brake line w/fittings S-320	$ 1.50
belts, Gates 8228	$ 5.00
belts, Gates 8245	$ 5.75
timing chain	$21.41
fuel pump, rebuilt, exchange	$19.90
brake power booster, exchange	$45.00
rebuilt distributor, exchange	$44.40
shocks, front, Gabriel HD	$24/00
shocks, rear, Gabriel HD	$24.00
shocks, rear, FoMoCo	$16.80
light socket fr park lamps (replace)	$ 2.50
new door glass, same tint	$25.00
new mirror glass in your mirror	$ 8.00
package tray material, you dye	$ 8.00
car cover, green drill, includes post	$63.00
wiper motor, 2 speed, used , Elect.	$20.00
heliarc your tail lamp hinge	$20.00
resilver your interior mirror	$12.00
master chassis & parts catalog	$15.00
low pressure power steering hose (re)	9.00
fuel filler hose, replacement, neo	$ 7.00
left striker, replacement	$ 6.70

EXCELLENT REPRODUCED PARTS

windshields, tinted, safety	$400.00
seat motor gear, brass BH736047I-A	$15.00
plateau door rubber lf 4050296	$16.80
plateau door rubber rt 4050297	$16.80
window upper rubber rt & lf	$ 7.00ea
quarter window felts rt & lf	$16.80ea
engine mounts LD6038-A	$18.00ea
mirror clip exterior, stainless	$13.30
hood ornaments, beautiful	$63.00
gear shift handle, clear	$11.20
gear shift handle chrome knob	$16.80
cup washer for cigar lighter	$ 7.00
gas T vent tube, good rubber	$ 7.00
high pressure power steering hose	$20.00
hood & deck letter LCOC project	$ 3.00ea
trunk ornament plastic	$35.00

MANY USED PARTS ON HAND

For information or advice send SASE or NO REPLY. no CODs. Calif. residents add 6% tax. Add 10% postage & handling, overage refunded. Shocks are $1.50 ea additional for postage.
HOLIDAY SPECIAL INTEREST AUTOS., INC.

INSURANCE FOR YOUR MARK II.....

There are several good insurance companies writing these policies, such as J.C. Taylor, Inc., 8701 West Chester Pike, Upper Darby, Penna., 19082. They are the agents and the insurance company is Zurich-American, at least it is in California. Application blanks for this company and others can be found in the hobby publications. They are simple to fill out and coverage can be had in just a couple of weeks, or sooner. The rates are very inexpensive. J.C. Taylor for example, gives rates of 90 cents a hundred dollars. For instance, 10,000 dollars insurance for comprehensive (fire, theft, vandalism) and collision with no deductible on either and this includes 100 and 300 thousand dollars liability is only ninty dollars a year. All units in excess of three there is no charge for liability.

The company requires that the vehicle is maintained solely for use in exhibition, club activities, parades or other functions of public interest and are only occasionally used for other purposes. This would also include an occasional Sunday drive to keep the vehicle limbered up. No vehicle of this type should ever be left without being driven at least once a month.

J.C. Taylor Co. doesn't even come out and look at your car nor do they even call you. They assume, apparently, that the customer is honest, and the author feels the same way. There are really very few "flakes" in the hobby.

You may insure your Mark II for any amount that you wish as long as you are willing to pay the very low premium. It is for stated value, that is, should your car be lost by theft of the entire car or it is totally lost by fire, the company will pay you the full amount of your insurance, not a fraction.

ENGINE

The engine is a 368 Cubic inch V8, 6033CC. Horsepower is 285 @ 4600 rpm. The block is a ECU type. It has hydraulic lifters. Ford truck engines of the era were the same with the exception that they were solid lifters. The same engine as the Mark II was also used in the regular Lincolns and the Mercury Turnpike Cruiser, minus the valve covers. See INDEX for more on the engine.

PRODUCTION COST

The total investment in the Mark II project by Ford Motor Company was twenty million dollars. The dynamometer used for testing the engines and transmissions cost $40,000 and the Master Body that was built to test and check the dimensions and the tooling cost $60,000. The Frame Gage cost $27,000. This will serve to give you some idea of what it cost to build the finest automobile still on the road today.
The factory recommended price tag on the Mark II was $9,941.00, with air conditioning the price was $10,681.00.

Fleece Lined Plastic was used to ship the Mark II to the dealers, whose numbers were 650 dealers.

WIRE WHEELS

There is a rumor from a man that owns Mark II wire wheels that Continental had offered wire wheels. There were reportedly four sets of wires made by Dayton Wheel Company and they were offered for eight hundred dollars a set. They have a knock off hub and are painted red in the center with the same star emblem as that on the fender. The author has seem them and they do look good and authenic. They came from Chicago.

PART ONE: HISTORIC

From the Allen Nevens and Frank Ernest Hill book "FORD: DECLINE AND REBIRTH, 1933-1962"

"Henry Ford II and his associates were disappointed with what they had inherited from the old regime-one popular car, the Ford, then struggling to maintain a second place position; a promising but uncertain car in the lower middle range, the Mercury; and a prestige car in the upper price ranges, the Lincoln, that sold rather badly. They had hoped for improvement, and could see it coming in the Ford; however, in the middle-and-upper-price fields the Mercury and the Lincoln were not doing well enough. Ford and his "team" had long calculated the risks and advantages of introducing one and perhaps two vehicles in the higher priced markets.

The conception of a broader company with more models had antedated Henry Ford II. Edsel was working toward it when he introduced the Lincoln Zephyr in 1936, and even before the Zephyr had begun to fade, he and John R. Davis had created the Mercury (1939), which despite many ups and downs was well established by the early 1950s. Now, in 1952-1953, Ford officials were thinking of a company with at least four basic cars. This would enable them to become more fully competive with General Motors and its five models (Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac), and Chrysler with its four (Plymouth, Dodge, DeSoto, Chrysler). They believed a car in the middle-and-upper-middle price field was particularly needed.

Henry Ford II first grappled seriously with the problem when on January 29, 1952, he appointed the 'Davis Committee', comprising much of the company's senior talent: J.R. Davis, as chairman, Crusoe, Harder, Walker Williams, Yntema and Youngren. It got to work at once, and on April 30, 1952, presented a plan to the executive committee.

Although Henry II had suggested that a suitable program may require the introduction of another car name, a new dealer organization, and an additional car division, the report recommended only one of these drastic changes, and that on a rather modest scale. It proposed that a new body be introduced with the 1956 models and used for the Lincoln Cosmopolitan and Capri to compete with the higher priced Buick and the Oldsmobile, to be known as a Mercury; and that a lower priced Mercury should be taken from the Ford shell to compete with the Pontiac.

The higher priced Mercury would be a new car, but the committee explained that if it were launched with a separate name the outlay involved and the risks to be taken would be great, and that the wiser policy would not be to undertake them. It pointed out that General Motors had a record of three new-name car failures: the Marquette (1929, dropped 1930), the Viking (1929, dropped 1931), and the LaSalle (1927, dropped 1940). Moreover, if a new name car were established a special dealer organization might be needed, and this would prove difficult and risky to establish. However, the committee called for the separation of the Lincoln and Mercury divisions. It also recommended that the Continental, discontinued in 1948, be revived.

In the ensuing discussion it was proposed that the Mercury made with the Lincoln shell be called the Mercury Monterey, and that later, if successful, it might drop the first half of its name. Further study was recommended. But it was not long until one feature of the program was accepted. The Executive Committee voted to reintroduce the Continental.

continued

"First appearing in 1939, this car had never achieved much production (only 5322 units all told) but had won devoted admirers. 'The finest car I ever owned!' wro a North Carolinian, and his praise was echoed by many other owners. Fortune Mag- azine announced in 1950 that there was general agreement among dealers that 'the Lincoln Continental was one of the most striking United States automobile design in the past twenty years.' The Museum of Modern Art had given publicity to an ex- hibit featuring the vehicle. The used car value of the Continental showed half the depreciation of the average car, and compared favorably with that of the Cad- illac. Its return to production seemed imperative.

William Clay Ford stated that he would like to handle the Continental, and on Ju 1, 1952, the Executive Committee established a separate division of which he was head. The youngest of Edsel's sons thus found an opportunity for which his tal- ents seemed to fit him, for he had inherited his father's love of styling. With B.A. from Yale and three years of experience in the company, he was now assuming his first important responsibility. He assembled a staff, occupying the former Henry Ford Trade School, and on May 12, 1953, was elected a vice-president of th company. By June of that year he was able to show the Executive Committee a mode of the new car. He recommended that the company build a plant for its manufactur and saw the ground broken for the factory on Oakwood Boulevard in Ecorse Townshi on May 20, 1954."

IMPORTANT NAMES DIRECTLY LINKED TO THE CONTINENTAL MARK II

William Clay Ford, manager Special Products Operations, code name for the Mark I design team. By May 1953 he became a vice-president.

John M. Reinhart, chief stylist for the Mark II.

Harley F. Copp, Chief engineer for the Mark II.

Gordon M. Buehrig, Chief body engineer for the Mark II.

Robert Thomas, Assistant chief stylist for the Mark II.

E.R. Breech, On July 17, 1952 established the Special Product Operations.

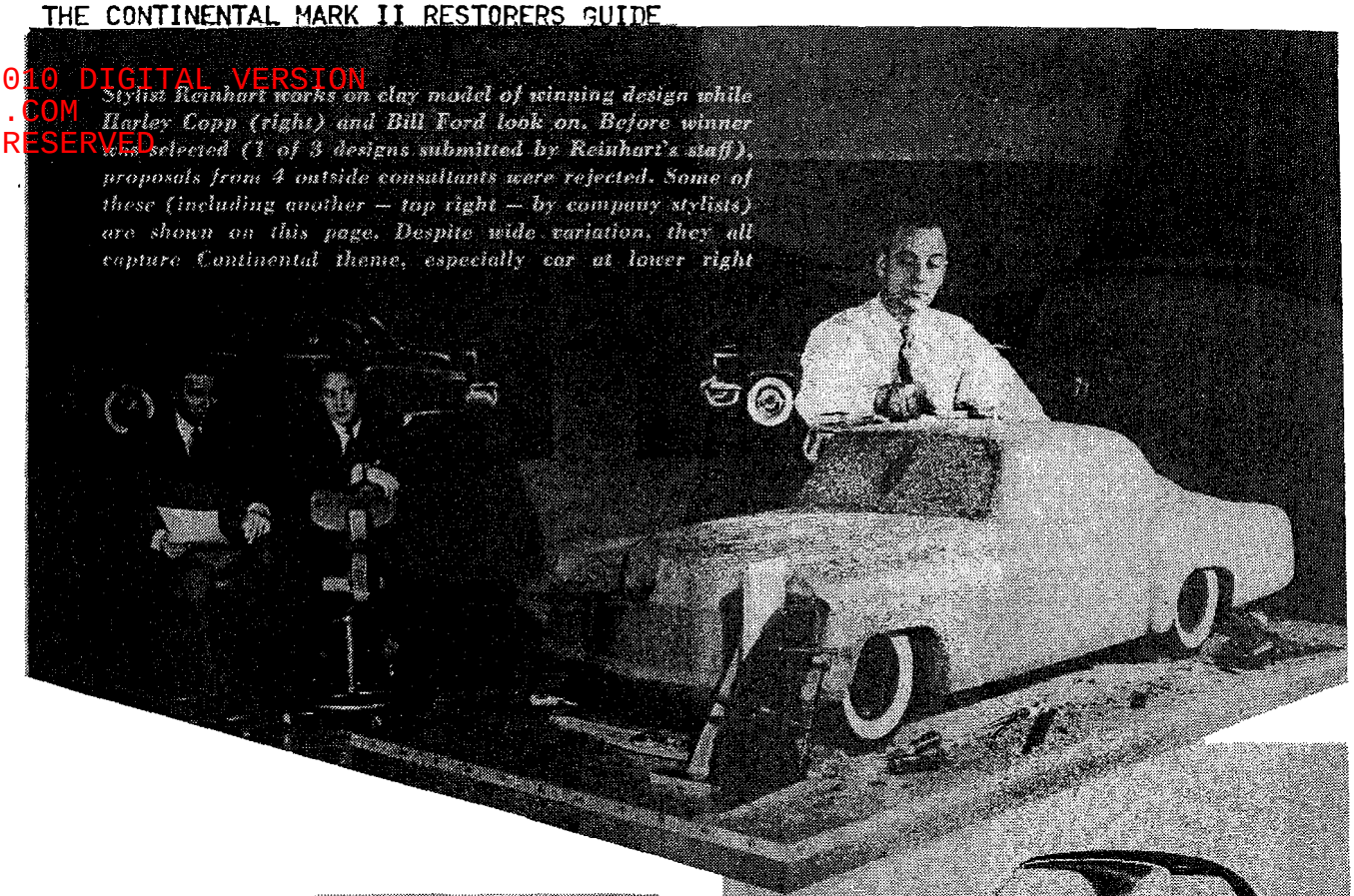
Nat Wyeth, Chief ride engineer. He was killed from injuries resulting fr collision while testing a prototype.

Roy Butler, engineer for developing the retractable hardtop on the Mark I later went on the Ford.

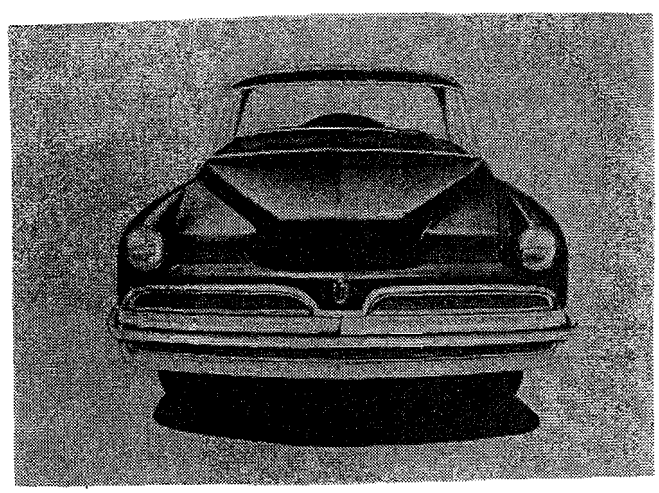
Enos Derham, builder of the only factory authorized convertible.

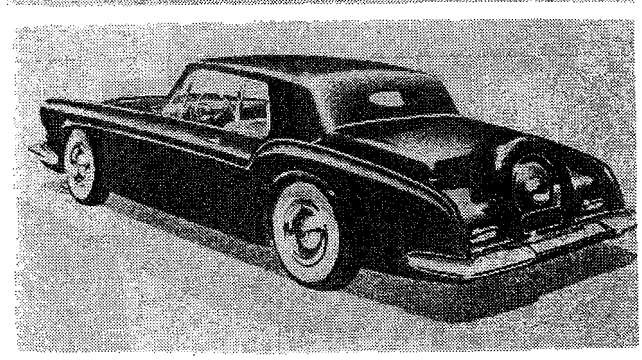
Young and Rubicoff, advertising agency for the Continental Mark II.

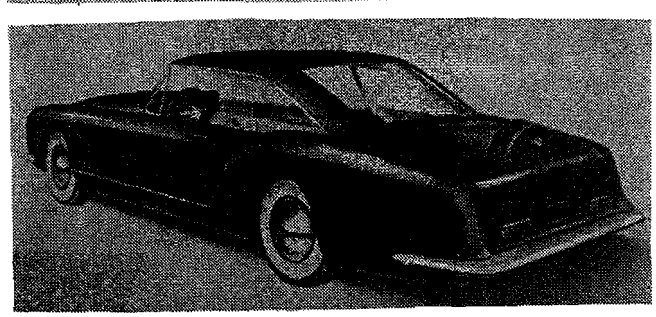
Ben D. Mills, Assistant general manager of the Continental Division.

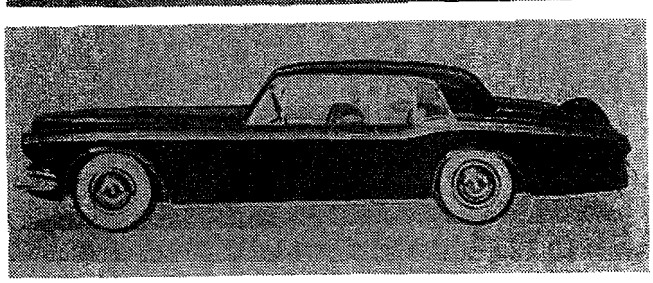


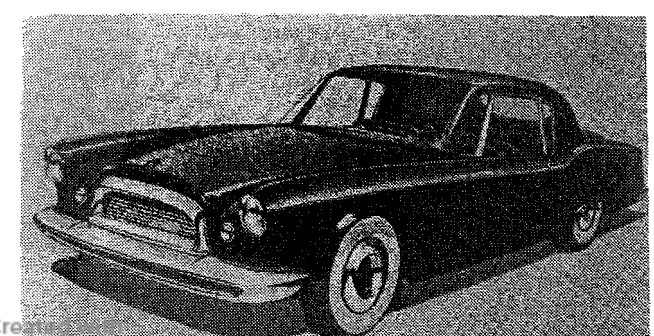
Stylist Reinhart works on clay model of winning design while Harley Copp (right) and Bill Ford look on. Before winner was selected (1 of 3 designs submitted by Reinhart's staff), proposals from 4 outside consultants were rejected. Some of these (including another — top right — by company stylists) are shown on this page. Despite wide variation, they all capture Continental theme, especially car at lower right











NOTE TO EDITORS

Information contained in this packet covering the Continental Mark II is for release in AM's of Wednesday, October 5, 1955, and thereafter.

Enclosed are the following stories:

1. General information
2. Styling
3. Specifications
4. Color, upholstery and trim
5. Manufacturing
6. Significant dates
7. Continental Division history
8. Background on Lincoln-Continental
9. Biographical sketch on William Clay Ford
10. Photographs

Public Relations
Continental Division
Ford Motor Company
P.O. Box 547
Dearborn, Michigan

From: Public Relations
CONTINENTAL DIVISION
Ford Motor Company
DEARBORN, MICHIGAN
LOgan 5-7000

The Lincoln-Continental (1940-48)

RELEASE A.M., WEDNESDAY, OCTOBER 5, 1955

The late Edsel Ford, son of Henry Ford, originated the Lincoln-Continental while president of Ford Motor Company.

This car was conceived in 1939 and first produced as a 1940 model. A total of 5,322 units were built before production was suspended in March, 1948.

The design of the Continental was largely a reflection of Edsel Ford's taste in fine automobiles, derived in part from his observations on the European continent. It was characterized by a long, low appearance and had a long hood, compact passenger compartment, short rear deck, closed rear-quarter roof panel and outside mounted rear spare-tire mount.

The original Lincoln-Continental prototype, built in 1939, was developed under Mr. Ford's direction for his personal use. He drove it on a Florida vacation and returned with more than 200 orders from persons who saw it. This enthusiastic reaction prompted him to have it placed in limited production.

Set on a 125-inch wheelbase, the Continental was three inches lower and seven inches longer than most contemporary automobiles. It had a V-12 Lincoln engine and was produced in two body styles -- a two-door (hardtop) coupe and a two-door cabriolet (convertible).

In an exhibition at the Museum of Modern Art in New York City, the Lincoln-Continental was one of eight cars on display for "excellence as works of art - and for mechanical performance meeting the highest technological standards."

One published comment at the time: "A classic, the last one produced in America. It had beauty -- but more than that, it had personality."

December 24	First engineering prototype of Continental Mark II completed and delivered to the division.
1955	
April 4	Division moves from Trade School Building to new plant.
April 15	W.C. Ford named group director, Lincoln and Continental Division.
May 11	W.C. Ford appointed to Executive Committee, Ford Motor Company.
June 15	First Mark II body delivered to Continental Division.
June 24	First production car completed.
October 5	Press introduction of Continental Mark II.
October 21	Public introduction of Continental Mark II in dealer's showrooms.

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From: Public Relations
CONTINENTAL DIVISION
Ford Motor Company
DEARBORN, MICHIGAN
LOgan 5-7000

The Continental Division

RELEASE A.M., WEDNESDAY, OCTOBER 5, 1955

The Continental Division of Ford Motor Company, originator of a car designed to appeal to the most discriminating, was born in a cornfield.

In 1952, William Clay Ford, youngest grandson of Henry Ford, was named manager of a group of designers and engineers assigned the job of planning an all-new prestige automobile that would recapture the distinctive styling of the former Lincoln-Continental. This car had been developed in 1939 under the direction of the late Edsel Ford, father of William Ford.

At first, there were only three men assigned to the new group known as Special Product Operation -- Mr. Ford, Chief Engineer H.F. Copp and Chief Stylist John M. Rheinhart. They set up shop, in the building formerly occupied by the Henry Ford Trade School in Dearborn, surrounded by corn and wheat crops and remote from the hubbub of automotive mass production.

After weeks of debate and study to determine what type of top-quality car would have the greatest appeal, the group decided not to follow a trend toward futuristic styling, but instead to develop a design with the more enduring features of the former Continental in modern form. They defined it as "modern formal." It was also

decided that low-volume production would permit constant attention to superior quality in every detail.

The package dimensions were established first -- a luxury car with front and rear seat, 56 inches high, more than 218 inches long, and 77 1/2 inches wide, without any less passenger room than was expected in more conventional cars planned for 1956.

As stylists assigned to Special Product Operations began work on their version of what the design should be, four outside styling consultants were assigned the same task to insure a variety of opinion on the concept of a Continental.

When all proposals were submitted in accordance with a rigid set of ground rules, but without any identification of the originators, they were reviewed by a special committee of Ford Motor Company management. One of the three designs submitted by Special Product Operations stylists was the unanimous choice, and by June, 1953, it was fabricated in full-size clay for final management approval.

The group under William C. Ford became an operating division of the company in October, 1953, and plans were laid for the building of an assembly plant to be devoted exclusively to the high-quality, low-volume production of the Continental. Later, it was decided to label it the Continental Mark II, on the assumption that the Lincoln-Continental constituted the original series.

The program was continued in comparative secrecy until October 16, 1954, when Mr. Ford announced to the Lincoln-Continental Owners Club during its first national rally at Dearborn that the new Continental was being planned for introduction in the fall of 1955.

On December 24, 1954, the first running prototype of the Continental Mark II was completed and driven on Ford Motor Company's engineering test track. It was taken that night to Mr. Ford's home and shown on Christmas Day to other members of the Ford family. The enthusiastic approval of Mrs. Edsel Ford assured William Ford that the heritage of the former Continental had been faithfully observed.

On April 4, 1955, the Continental Division moved to its new plant and office building on the Willow Run Expressway in Ecorse Township, Michigan. On June 24, the first production Continental Mark II, a black two-door hardtop coupe, rolled off the assembly line.

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From: Public Relations
CONTINENTAL DIVISION
Ford Motor Company
Dearborn, Michigan
LOgan 5-7000

General Story - Continental Mark II

RELEASE A.M., WEDNESDAY, OCTOBER 5, 1955

A modern version of one of america's most admired cars returns to the automotive scene on Friday, October 21, when the new Continental Mark II will be introduced in dealer's showrooms across the nation.

Styled with a functional and enduring design, the Continental is produced to meet the strictest quality standards in the automotive industry, according to William C. Ford, vice president and group executive of Ford Motor Company and general manager of the Continental Division.

"The Continental," Mr. Ford said, "is designed for an exclusive market--a prestige market--consisting of persons with good taste who want an automobile embodying distinction, luxury, dignity and quality."

The beauty of the car's "modern formal" styling, he added, "lies in its proportions and fundamental composition of line and form, derived largely from the best characteristics of the former Lincoln-Continental." Retained in modern form are several of the most distinguishing features of the earlier car, including a long hood, compact passenger compartment, a distinctive rear roof quarter, short rear deck and a unique spare tire mount. The tire rests inside the luggage compartment beneath a molding stamped into the rear deck lid.

"From is inception, the Continental was planned to appeal to the owner's individual taste," said Mr. Ford. "We have deliberately tended toward restrained and honest styling, and we believe the Continental has a 'personality' that will satisfy a real affection for fine cars."

Use of the "Mark II" designation, a departure from the practices of identifying American-made cars by model year, is based on the assumption that the Lincoln-Continental produced between 1940 and 1948 constituted the Continental "Mark I" series. Mr. Ford said such a designation will serve to emphasize the basic body design of the Continental design rather than a model of any particular year.

Believed to be the lowest of American production cars with both a front and a rear seat, the Continental Mark II is only 4 feet 8 inches high. This height has been achieved, without sacrificing headroom, by means of amodified ladder-type frame developed by Continental Division engineers. Tests indicate that this design, characterized by tubular construction of crossmembers, affords exceptional torsional rigidity, which enhances the car's smooth ride.

The Continental Mark II is a two-door "hardtop" coupe, available in 14 subdued exterior colors and five two-tone combinations. The only optional feature is air conditioning. Among standard festures are the automatic transmission, power brakes and power steering, and power-operated vent, side and rear-quarter windows. Controls for the front seat and all windows are set into the arm rest at the left of the driver, while individual window controls are convienient to each passenger. Dooor handles are recessed but readily accessible, and grips built into both arm rests

enable passengers to close the doors easily.

The simply designed instrument panel consists of four clusters welded into the top of the front panel near the steering wheel and clearly visible to the driver. The dashboard and instrument panel are covered with imported leather to match the upholstery. Heater and recirculating air controls are combined in a throttle-type arrangement built into the top of the transmission housing, between the driver and the front seat passenger.

While the horsepower of the Continental Mark II engine has not been announced, it ranks with the highest in the industry and is considered more than adequate for top performance. Such features as cast aluminum rocker arm covers and chrome fittings give the new overhead valve V-8 engine an appearance all its own. Each engine is tested as a unit on a dynameter, then is tested a second time on the dynamometer with its torque converter transmission. All Transmissions also are vehicle-tested before being shipped to the Continental plant. Following assembly, all components of the Continental Mark II are given a final check on a test track.

Special air intakes at the leading edges of the rear quarter panels are cast into the bodies of cars to be air-conditioned. Register-type air-conditioning ducts set into the headlining eliminate the need for visible plastic ducts. The arrangement of ducts and vents makes it possible to heat or ventilate all parts of the interior simultaneously.

The Continental Mark II exclusively is built in a plant especially designed for low-volume, high-quality production. The car will be sold through Lincoln dealers who have signed a Continental sales agreement.

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From: Public Relations
CONTINENTAL DIVISION
Ford Motor Company
Dearborn, Michigan
LOgan 5-7000

Styling - Continental Mark II

RELEASE A.M., WEDNESDAY, OCTOBER 5, 1955

The styling theme of the Continental Mark II, defined as "modern formal," emphasizes the use of clean lines to achieve an effect of simplicity and elegance.

Under the direction of William C. Ford, vice president of Ford Motor Company and general manager of the Continental Division, stylists of the Continental Mark II have attempted to retain in modern form the enduring proportions of the former Lincoln-Continental.

The term "modern formal styling" was adopted at the outset, according to Chief Stylist John M. Reinhart, to establish direction in designing a conservative automobile of superior quality with emphasis on honesty of line rather than on artifical styling devices.

"Maximum effect of Continental styling is evident in the functional use of sheet metal, chrome and glass," Reinhart said.

Styling - Continental Mark II

"To achieve full effect of highlights and styling detail, we have concentrated on the contours of fine-quality sheet metal that is finished and painted by a process that has no equal in the industry."

Interior and exterior colors, selected with the "modern formal" theme in mind, are more subdued than those found on many of today's automobiles.

Reinhart said, "We believe the Continental owner to be conservative in his tastes, and we feel that restrained color selections in keeping with the styling of the car will suit him best."

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From: Public Relations
CONTINENTAL DIVISION
Ford Motor Company
DEARBORN, MICHIGAN
LOgan 5-7000

Specifications - Continental Mark II

RELEASE A.M., WEDNESDAY, OCTOBER 5, 1955

Engine

Type	Overhead Valve V-8
Displacement	368 cu. in.
Bore and Stroke	4.00" x 3.66"
Compression Ratio	9.0 x 1

Transmission

Type	Torque Converter
Gear Ratios	First- 2.4; Second- 1.467; Third- 1.0; Reverse- 2.0

Power Steering

Type	Recirculating Ball
Gear Ratio	19.0 x 1
Overall Ratio	22.1 x 1

Springs

Front	Independent Coil Spring
Rear	Semi-elliptical leaf longitudinally mounted

Wheels

Type	Disc drop - center rim; rim width- 6"
Tire size	8:00 x 15 tubeless; 4-ply

Brakes

Type	Hydraulic - internal expanding, duo-servo, single anchor
Effective Braking Area	207.69 sq. in.

Exterior Dimensions

Wheelbase	126"
Overall length	218.4"
Overall height	56"
Overall width (Maximum)	77.5"
Tread	Front- 58.5"; rear- 60.0"

Interior Dimensions

Head Room	Front- 35.4"; rear- 34.5"
Leg Room	Front- 42.7"; Rear- 40.6"
Shoulder Room	Front- 55.8"; Rear- 53.5"
Hip Room	Front- 59.6"; Rear- 56.9"

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From: Public Relations
CONTINENTAL DIVISION
Ford Motor Company
DEARBORN, MICHIGAN
LOgan 5-7000

Color, Upholstery and Trim

RELEASE A.M., WEDNESDAY, OCTOBER 5, 1955

Imported handworked leathers, top-quality upholstery fabrics, deep-pile carpeting and 14 conservative exterior colors in lacquer are features of the Continental Mark II, Ford Motor Company's new prestige automobile to be introduced this month.

Continental leathers, imported from Europe, are kept in special humidity-controlled rooms to prevent cracking, scratching or scorching. They are removed only when they are to be cut for installation in a car.

The 14 exterior colors are black, deep blue, medium blue, light blue, deep green, medium green, light green, deep bronze, medium bronze, beige, deep gray, medium gray, deep red, and white.

Eight of the darker paints are specially developed "low-metallic" types with advantages of durability and high luster. To achieve uniform matching, all exterior sheet metal parts are painted simultaneously. A total of four double coats of lacquer are used, with sanding and baking between each application. More time is spent in metal-finishing and painting the body of each Continental Mark II than is normally required for the complete assembly of other quality automobiles.

Interiors are available in six fabric selections: all-leather, leather and nylon, leather and matalesse, broadcloth and nylon, broadcloth and matalesse, and all-broadcloth. There are 49 trim schemes, 23 of which are all-leather.

Each color and material has been chosen with extreme care and with particular attention to its relation to the styling theme of the Continental Mark II. Shades and combinations of interior clors have been selected to harmonize with exterior colors.

Carpeting in the Continental Mark II has been selected from the best products of the finest mills. It is 90 per cent rayon and 10 per cent nylon, a combination that affords long wear and ease of cleaning. The floor of the passenger compartment and the interior of the glove and luggage compartments are carpeted.

Chrome is applied in successive layers of copper, nickel and chromium plating. It passes salt-spray resistance tests three times as severe as the usual S.A.E. requirements of the automotive industry before being accepted for use on the Mark II.

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From: Public Relations
CONTINENTAL DIVISION
Ford Motor Company
DEARBORN, MICHIGAN
LOgan 5-7000

Manufacturing

RELEASE A.M., WEDNESDAY, OCTOBER 5, 1955

The Continental Mark II is built to the most rigid engineering and manufacturing standards in the American automotive industry, according to officials of the Continental Division of Ford Motor Company.

This new car has been described as "the only custom-made automobile built on a production line." It is manufactured with a combination of handcraftmanship and machine production techniques, balanced to achieve superior quality throughout.

"Where handwork yields better quality, we do the job by hand," said Charles P. DeVoss, divisional manufacturing manager. "An example is the extensive hand-rubbing of our lacquer paint finish."

More time is consumed in metal-finishing and painting the Continental body than is required for complete assembly of cars produced in high volume. Body panels and the front sheet metal are assembled and fitted before they are painted. They are then disassembled and painted simultaneously in a 14-stage operation, which includes hand-sanding and baking between applications of a primer coat, a double surfacer coat and two separte double coats of lacquer. The thickness of the paint on each unit is tested to satisfy tolerances within thousandths of an inch. After being buffed and rubbed by hand to a high polish, the body is reassembled and carefully inspected.

The Continental is assembled in a specially designed 190,000 square--foot plant in Ecorse Township, Michigan, near Dearborn. Components of the car are subjected to strigent quality checks before, during and after assembly, and each unit is tested before it is shipped from the factory.

To make sure that parts meet Continental quality standards, divisional inspectors are assigned full-time to the plants of suppliers of major components. The parts are inspected again after they reach the assembly plant. Before delivery to the assembly plant, Continentals engines are given a "hot test," partially disassembled, inspected, reassembled and finally re-tested. Each automatic transmission, standard equipment on the Continental Mark II, is road tested in a vehicle before it is received at the assembly plant. On arrival, the engine is assembled with its transmission and tested on a dynamometer at various speeds and loads. After leaving final assembly, the car is tested on a chassis dynamometer and road-tested by a specialized mechanic, who personally makes any adjustments necessary.

Among the unique engineering features of the Continental is a modified ladder-type frame with side rails widened to permit lower over-all height of the car without sacrificing passenger headroom. Test results show that this frame, with seven crossmembers of tubular construction, affords exceptional torsional rigidity and enhances the stability of the car in motion.

Thermostatically controlled shock absorbers, also developed by Continental Division engineers, afford the better characteristics of both a "boulevard" and "high-speed" ride. Valve oepenings are operated automatically to equalize performance regardless of road conditions or the speed or distance traveled.

Before the start of production, divisional engineers subjected Continental test cars to hundreds of thousands of driving miles. Performance of every component was carefully recorded while under severe testing and improved where necessary before being finally approved.

Other procedures undertaken to achieve superior quality and performance: - The entire wheel assembly of each Continental, including tire, wheel and drum, is balanced both statically and dynamically.
- Chrome finish is subjected to anti-rust tests three times more severe than S.A.E. standards require.
- All Bodies are thoroughly undercoated before assembly to insure an over-all protection.
- Nuts and bolts, with minor exceptions, are torqued by hand for safety and uniform functioning, as in aircraft assembly.
- A sensitive castor and cambor adjustment is made on each unit, aligning the front end assembly to specifications within a fraction of a degree.

- Interior fabrics for a given car are cut from a single layer of material, and leathers are cut from matched hides to achieve uniformity of color. All interior materials undergo severe laboratory tests for color fastness and wearing qualities.

- All instruments, before installation in the Continental, are tested by equipment developed by Continental engineers.

When the Continental Mark II leaves the plant, it is shipped in a fleecelined canvas and plastic covering, assuring maximum protection while in transit to the dealer.

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From: Public Relations
CONTINENTAL DIVISION
Ford Motor Company
DEARBORN, MICHIGAN
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Significant Dates - Continental Division

RELEASE A.M., WEDNESDAY, OCTOBER 5, 1955

1952

June 19	Special committee report to Product Planning and Executive Committees accepted. Inception of Continental program.
July 17	Special Product Operations, established by E.R. Breech's executive communication, with William C. Ford as manager.

1953

April 6-16	Review of renderings of styling proposals by members of Special Product Committee results in unanimous selection of Model 5-A.
May 12	W. C. Ford named vice president of Ford Motor Company.
June 25	Preliminary design (full-size clay) and program presented to Executive and Product Planning Committees. Preliminary design approved subject to minor revisions. Program approved subject to ratification by Board of Directors.
July 7	Board of Directors approve Continental program.
October 9	Redesignation to Special Product Division announced.

1954

May 20	Ground broken for new Continental plant at 17000 Oakwood Boulevard, Ecorse Township, Michigan.
October 16	Special Product Division redesignated as Continental Division.

NOTE TO EDITORS

Information contained in this packet covering the Continental Mark II for the 1957 model year is for release in PM's of Wednesday, October 3, 1956, and thereafter.

Enclosed are the following stories:

1. General Story
2. Engineering
3. Air conditioning
4. Color and Trim
5. Specifications

Public Relations
Lincoln Division
Ford Motor Company
P.O. Box 209
Dearborn, Michigan

Public Relations
LINCOLN DIVISION
Ford Motor Company
DEARBORN, MICHIGAN

General Story

RELEASE PM'S, WEDNESDAY, OCTOBER 3, 1956

The Continental Mark II which, with its introduction in October 1955, signaled the re-entry of the American automotive industry into a field previously dominated by foreign cars, once again has broken with tradition with the announcement that the car will follow the European pattern of "Design endurance" and will preserve

its present styling features during the 1957 model year.

This is in keeping with the merchandising concept inherent in the original designation of the Continental as a Mark II, rather than that of a particular model year, according to Ben D. Mills, vice president of Ford Motor Company and general manager of the Lincoln Division.

"The modern formal styling of the present Continental was designed to be different enough in concept and advanced enough in execution to last for several years without any loss of distinctiveness or appeal," Mr. Mills said. "While some design modifications may be incorporated into the car over a period of years," he said, "they will maintain the tradition of previous designs and will not change the basic and identifying characteristics of the car.

"A number of extensive engineering refinements have been made since the first Continental Mark II was produced in June 1955, and are designed to enable the car to retain its position in the forefront of the industry," Mr. Mills said.

Significant among these changes is an engine with a higher compression ratio, the horsepower of the engine used in the Continental will not be announced.

Four new and attractive highly iridescent exterior colors - silver, bronze, medium blue and medium green - will replace four other medium colors which had been available. Developed recently, the high metallic content of these new lucite lacquer finishes provides exceptionally high lustre and durability.

Other engineering changes for the 1957 model year include relocation of the air conditioning intake, revision of interior trim schemes and additional safety features and options. A new limited-slip differential is offered, and there are improved brake linings and power steering refinements, while an automatic headlamp dimmer also is available.

The Continental Mark II is produced as a separate line in a plant built exclusively for that purpose on the Willow Run Expressway near Dearborn, Michigan.

"Although the proven performance of the Continental Mark II has been more than adequate," Mr. Mills said, "our engineers and stylists are continuing in their search for features which will provide even greater customer satisfaction than has already been achieved. In short, no effort will be spared to maintain the Continental Mark II as America's finest and most distinguished automobile.

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Public Relations
LINCOLN DIVISION
Ford Motor Company
DEARBORN, MICHIGAN

Engineering

RELEASE PM'S, WEDNESDAY, OCTOBER 3, 1956

Added power and acceleration are provided in the Continental Mark II for the 1957 model year as a result of a higher-compression engine, an improved torque converter, a new carburetor with larger volume float bowls, and improved engine breathing afforded by the new Paper-Pak air cleaner.

The increase to a compression ratio of 10 to 1 has been made possible through the use of newly-designed chambers and a reshaping of the pistons. Displacement of the engine remains at 368 cubic inches, and the bore and stroke are 4.00 and 3.66 inches respectively.

Transmission changes involve the use of a steel converter with a smaller diameter than the aluminum converter previously used.

Other additions to the car include a new limited-slip differential, automatic headlamp dimmer and 40-ampere generator, while important refinements have been made in the frame, brakes and power steering.

A reduction in the shipping weight of the car from 4825 to 4797 pounds, due largely to frame weight reduction, has been achieved without sacrificing the exceptional torsional rigidity and smoothness of ride gained from the frame as it was originally designed by Continental engineers. Transfer of this rigidity to the body is aided by the use of steel in place of rubber shims in some areas.

New and improved brake linings give more efficient performance with less braking. As a result of the use of modified power steering contro springs, less effort is required in steering, both in parking and on the highway. These springs eliminate "wheel fight" from rotational shock by preventing the steering wheel from turning in the driver's grasp when the car is traveling over a bumpy surface.

Located on top of the instrument panel and to the left of the instrument cluster, the accessory headlamp dimmer automatically lowers the headlights of the car when another vehicle approches. Thus, continual foot swith operation by the driver is eliminated.

The limited-slip differential checks wheel spinning and sudden shock loads over uneven roads and under adverse driving conditions when one wheel leaves the surface of the road or has poor traction on a slippery spot.

An additional safeguard against battery failure at low and idling speeds, and increased assurance of adequate amperage for the many electrical circuits found in the Continental Mark II, is provided by the substantial new 40-ampere generator.

In keeping with Ford Motor Company's car safety program, padded instrument panels and sun visors, safety door locks, seat belts and safety mirrors all are available. The instrument panel and sun visors are padded with plastic foam, and the mirror glass is mounted in a special backing material. The nylon seat belts are bolted to both the body and the chassis.

New to the Continental Mark II instrument panel - and to the automotive industry - is a self-regulating electric clock, which automatically corrects itself by adjusting its rate of speed when the hands are set.

"Engineering refinements are being made continually to add to the convience, comfort and operating efficiency of the Continental Mark II," according to Harold W. Johnson, chief product engineer, Lincoln Division. "With these advances," he said, "we are constantly striving for perfection. This is as fine an automobile as production techniques and engineering craftsmen can make it."

Public Relations
LINCOLN DIVISION
Ford Motor Company
DEARBORN, MICHIGAN

Air Conditioning

RELEASE PM'S, WEDNESDAY, OCTOBER 3, 1956

With the relocation of its air conditioning intake, the Continental Mark II this year becomes the only production car featuring a front-end intake serving an air conditioning unit in the rear.

Formerly a casting inserted into the leading edge of each of the rear quarter panels, the intake now is a take-off from the fresh air duct in the engine compartment. A valve allows fresh air to bypass the heater and flow through the outer rocker panel by means of a tube which connects with ductwork concealed within the body of the car.

The relocation has made possible the elimination of a back seat control which had been present in the package tray of Continental Mark II's produced previously.

Roof registers at each of the four passenger locations may be adjusted individually to control both the amount of incoming air and the direction of its flow. As in the past, the lever which turns the system off and on is found in a throttle-type arrangement convenient to the driver and atop the transmission housing.

Nearly 60 per cent of all Continentals produced since the car was introduced in October 1955 have been equipped with air conditioning.

Public Relations
LINCOLN DIVISION
Ford Motor Company
DEARBORN, MICHIGAN

Color and trim

RELEASE PM'S, WEDNESDAY, OCTOBER 3, 1956

Thirty-nine interior trim options and four new highly iridescent exterior colors will be available in the Continental Mark II during the 1957 model year, it has been announced by Henry B. Daniels, general sales manager, Lincoln Division.

The new colors - bronze, silver, medium blue and medium green - replace four other medium shades which had been offered, so that the car will continue to be available in 14 single exterior colors and five two-tone combinations.

Selection of the new color and trim combinations was based on preferences expressed by customers since introduction of the Continental Mark II in October 1955, Mr. Daniels said. "However, each has been carefully reviewed to be sure that it is in keeping with the modern formal theme of the car," he added.

Included in the 39 trim options for 1957 are 19 new combinations, 12 of which are all-leather or leather-in-combination. The remaining seven new trim schemes are all-broadcloth. Leather-nylon and leather-matelasse combinations previously available have been continued.

Leather, either alone or in combination with another material, has been the choice of more than 90 per cent of all Continental Mark II buyers.

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Public Relations
LINCOLN DIVISION
Ford Motor Company
DEARBORN, MICHIGAN

Continental Mark II Specifications

RELEASE PM'S, WEDNESDAY, OCTOBER 3, 1956

Dimensions

Wheelbase	126"
Overall Length	218.4
Overall Height	56"
Overall Width (Maximum)	77.5"
Tread	Front - 58.5"; Rear - 60.0"
Head Room	Front - 35.1"; Rear - 34.6"
Leg Room	Front - 42.5"; Rear - 39.1"
Shoulder Room	Front - 55.8"; Rear - 53.6"
Hip Room	Front - 59.6"; Rear - 56.6"

Engine

Type	Overhead Valve V-8
Displacement	368 cu. in.
Bore and Stroke	4.00" x 3.66"
Compression Ration	10.0 to 1

Transmission

Type	Torque Converter
Gear Ratios	First - 2.40; Second - 1.47 Third - 1.00; Reverse - 2.00

Power Steering

Type	Recirculating Ball
Gear Ratio	17.5 to 1
Overall Ratio	20.9 to 1

Springs

Front - Independent coil spring
Rear - Semi-elliptical leaf, longitudinally mounted

Wheels

Type: Disc, drop center rim; rim width - 6"
8:00 x 15 tubeless, 4-ply; 8:20 x 15 on air conditioned cars

Brakes

Type	Hydraulic - internal expanding, duo-servo, single anchor
Effective Braking Area	207.54 sq. in.

Shipping Weight

4797 lbs.

QUOTES FROM THE QUOTABLES

From Henry Ford II to William Ford, "If you find the style of car that is the Continental, our decision will be unanimous."

Harley Copp, "The decision to like it comes from within. The car will appeal mostly to people who inherited their father's liking for the Mark I. It is an expression of their individualism."

Harley Copp, "The Continental is not full of engineering innovations like, for example, the Tucker. It is a refinement of conventional practice. The innovations we have won't be talked about. We are selling the package, not single features."

"We do not intend to throw away the rules of business. There is a discipline to this that ends up helping the car. It achieves an enduring business which the customer has every right to expect. We could have incurred a large production cost. Suggestions like putting in a deDion rear were looked at in a cold business way. Was the deDion worth another $500? Our product committee thought not. Neither did they think nickel-plating the undergear very honest. We were not after the blank-check approach, but economically sound accomplishment of an object."

John Reinhart, "A modern version of an open spoke wheel was dear to my heart, but the cost could only be justified by the need for brake cooling. The Continental brakes didn't need any additional cooling, so we ended up with a much less expensive hub-cap that simulated my idea."

William Ford at L.C.O.C. meet in Dearborn Oct. 16, 1954, "The new Continental is being planned for public introduction sometime in 1955. Every car will be manufactured with utmost care and precision in an effort to achieve our aim of offering the public the finest automobile on the road, and as near a custom-built automobile as our techniques and resources will permit."

Ben D. Mills, "modern formal...a functional, enduring design emphasizing an air of distinction and elegant simplicity."

John Reinhart, "All we're trying to do is make the Continental, inside and out, the best-looking car in the world."

From Automobile Quarterly
Vol. 6 No. 4
"A Trice Told Tale" by
Cullen Thomas

About the Mark II, there is one surety. The Ford Motor Company had little choice but to build it. They could have resisted it, it is true, despite the flow of letters from anguished Continental Owners cross-their desks almost daily and the "What about a Continental?" queries of dealers at sales meetings introducing new lines of Lincolns. But somehow that would probably not have remained forever practical. If corporate business is a game, yielding to what the public wants is but a smart way to play - and in the early fifties it was evident that the discerning car-buying public wanted the Continental. All right, they would have it. And in 1952 a special unit, headed by Edsel's son, William Clay Ford, was established to investigate, plan and develop a new Continental. Almost immediately speculation ran wild, both within the company and without; the rumors that more Continentals were in the offing, as *Equire* pointed out at the time, "sprouted around the country like TV aerials." And that was saying something in the fifties.

Secrecy has always been a conspicuous part of automotive activity, but here it was pursued with a vengeance. "No comments" emanated from Ford offices faster than press releases. But somehow everyone - everyone who cared anyway - knew. They had but to wait.

Meanwhile Bill Ford's coterie of engineers and stylists were accepting design ideas from some of the top independent stylists in the country as well as Lincoln's own styling department, all submitted in the same color, all drawn to the same size, all unsigned, all pored over judiciously by the Ford Jury. The design chosen - in one balloting it was unanimous - was that submitted by the Lincoln styling studio. Temporary headquarters were set up in an old schoolhouse hear the Ford plant, and in its converted gymnasium the new Lincoln Continental began to take three-dimensional shape. The task was outwardly simple. As chief stylist John Reinhart said at the time, "All we're trying to do is make the Continental, inside and out, the best looking car in the world."

On October 16, 1954 Bill Ford told the L.C.O.C. gathering of members for a National meet in Dearborn that the new Continental would be ready in one year for market.

Meanwhile back at the plant the first prototype was being readied for testing on both track and highway, its body disguised to the point of what Ford hoped was anonymity. Of such things, of course, can rumors be made and spread. They were, and they did.

As the introductory date neared, teaser ads were run in *Life* and the *Saturday Evening Post*, featuring just the Continental star and an oblique reference to a $10,000 price tag. During the first three weeks in October, 1955 there was a national press meeting complete with a movie, *The Continental Story*, and an unveiling of a portrait of Edsel Ford, as well as private cocktail parties and showings in major cities, complete with pianist George Feyer playing *Continental Echoes* and presenting a re cording of the same to all guests. On introduction day, October 21st, newspaper ads were run in all cities where the Mark II was displayed, while running concurrently in magazines noted by Ford as both "class' and "mass." One Continental commercial even turned up on the Ed Sullivan show. The Continental Mark II campaign carried no special theme, no slogan. That was scarcely felt necessary. Implicitly, however, Ford Though they had a better idea. And they were right

The fifties were not marked generally by modesty in automobile design. Over-styling, ostentation, embarrassing flamboyance, frippery, geegaws and frills - such were the reigning motifs. What a refreshing surprise was the Mark II. It was styled intentionally to be a modern version of the first Continental, and it succeeded beautifully - elegantly simple, classic, precise of line and perfect of proportion. It was a sculptured car, not an adorned one. As chief engineer Harley Copp had observed earlier, chrome

continued

would be used primarily as protection and elsewhere "like jewelry." The Continental Mark II was very well dressed.

The car offered in one body style, a two door coupe, although one customized convertible model was built by Derham for Lincoln. Unlike the first Continental, the Mark II shared neither frame nor components with any other Ford or Lincoln. It was an entirely new car. Overall length was 216 inches, width, seventy-eight inches, height, fifty-six inches. It was the longest and lowest car in the prestige market. It wasn't the fastest car on the road, but with tests on Rosamond Dry Lake documenting its top speed at 117-118 MPH, it wasn't a dawdler either. At the time the horsepower rating of its overhead valve V-8 wasn't given - for no apparent reason,except perhaps that Ford thought it declasse to enter the Continental in the Great Horsepower Race - but in recent years Ford has publicly admitted to its having been 285 at 4,600 rpm. In any case, its engine, at 368 cubic inches, was the biggest available in the United States, save the Packard's 374. With a price tag of $10,000, the car was delivered to an owner equipped with just about everything the average luxury car driver would ever desire; air conditioning was the only option.

The Mark II was in production for twenty months, a few over three thousand (3014) being built. The market for a $10,000 car is always necessarily limited; in the mid-fifties it was oppressively so. But though the Mark II was short on production, it was long on superlatives - easily the best looking car on American roads in its day. The last Mark II was produced in May, 1957.

It would be ten years before the concept of a personal luxury car would be revived at Ford.

PRODUCTION AND SALES

It was reported in Car Life Magazine September 1957 that the sales figures for the Mark II were:

Fourth quarter of 1955	606
First quarter of 1956	550
Second quarter of 1956	387
Third quarter of 1956	328
Fourth quarter of 1956	299
First quarter of 1957	200
Total Sales	2370

This leaves a balance of: 644

The first production unit was built June 23, 1955 #C566 975

The first unit for 1956 is #C56C 2237

The first unit for 1957 is #C56L 3418

The last unit built is #C56T 3989

Production ended May 15,57	3989
Production began June 23,55	975
	3014
Add one for the number we begin with:	+1
It is assumed that number 100 does not exist*	- 1
Total units built	3014

There are a total of 2442 1956 models.
There are a total of 572 1957 models.

It is estimated about 1500 exist.

*See page No. 40

FORD MOTOR COMPANY PUBLICATIONS ON THE CONTINENTAL MARK II

*1. DATA BOOK 7 1/2 in. x 5 1/4 in., salesmans manual, 117 pages. dealers use. Loose leaf binder, black cover.

* 2. OWNERS MANUAL 5 in. x 8 in., instruction manual on vehicle operation. 56 pages.

3. SPECIALIZED SELLING 11in. x 8 1/2 in., by Douglas T. McClure, a text book used in 2 day training course in Dearborn. 127 pages. Factory use.

* 4. BODY PARTS CATALOG 8 1/2 in. x 11 in., form LD-3641-57. 1956 - 1957 Lincoln and Continental Mark 11. August 1956 preliminary. Dealer use. 246 pages.

5. CHASSIS PARTS CATALOG, form LD-3642-57, 1956 - 1957 Lincoln and Continental Mark 11. August 1956. Preliminary, 340 pages. Dealer use.

* 6. BODY PARTS CATALOG form MD-3641-56. 1956 Lincoln Premiere and Capri & Continental Mark 11. Copyright 1955. 170 pages. Dealer use.

* 7. CHASSIS PARTS CATALOG form MD-3642-56. Continental Mark 11 and 1956 Lincoln Premiere and Capri. 264 pages. Dealer use.

* 8. MASTER PARTS CATALOG - CHASSIS AND BODY form MD-10138. August 1959. 212 pages.

* 9. SERVICE INFORMATION 1957 Lincoln and Continental Mark 11. August 1956. 93 pages, technical data, dealer use supplement.

* 10. TECHNICAL DATA form CD-7287-11. Continental Mark 11 shop manual. 324 pages.

* 11. THE CONTINENTAL STORY 11 in. x 14 in., hardbound. 64 pages.

* 12. THE CONTINENTAL STORY 8 1/2 in. x 11 in., brochure. Grey and white booklet. 8 pages

* 13. THE FORD MOTOR COMPANY PRESENTS 9 in. x 10 in., brochure fold-out. Black & gold.

14. CONTINENTAL MARK 11 fold-out brochure, black & silver. 9 in. x 9 in.

15. THE CONTINENTALS booklet, 6 1/2 in. x 9 in., 18 pages. White cover. FoMoCo.

16. WHERE THE CONTINENTAL IS MADE 4 in. x. 9 in. fold out brochure on assembly plant.

17. THE CONTINENTAL CONCEPT speech on March 8, 1955 by Ben D. Mills, assist. General manager, Continental Div. to Michigan State College.

* 18. CONTINENTAL ECHOES recording of special arrangements of selected tunes as played at the introduction of the Continental Mark 11, by George Fever. Vox Productions 1955. Record was not for sale but was presented with the compliments of the Continental Division.

19. DETAILS, 15 1/4 in. x 18 1/2 in., color samples, color swatches and interior comb.

20. STOCKHOLDERS BROCHURE, *Ford Family of Fine Cars for 1957.*

21. OWNERS MANUAL, for 1957 cars. Somewhat smaller than the hardbound. Soft cover.

22. FINE CARS, Vol. 2 No. 12, Ford Motor Company, December 1955

* denotes articles author has in library for reference

MAGAZINES AND NEWS ARTICLES

* 1. MOTOR TREND, May 1955. *The Big Secret.*

* 2. MOTOR LIFE, September 1955. *The Continental.*

3. AUTOMOTIVE NEWS, October 10, 1955. *Continental Mark II Unveiled.*

4. AUTOMOTIVE INDUSTRIES, October 25, 1955. *Fords New Continental, the Mark II.*

5. DESIGN NEWS, October 25, 1955. *New Design Ideas.*

6. MIRRORS OF MOTORDOM, October 24, 1955. *Craftsmanship on the Line.*

7. PRODUCT NEWS, October, 1955. *The Continental Mark II - a Luxury Item.*

8. MOTOR, October, 1955. *Continental Stresses Luxury.*

9. AUTOMOBILE TOPICS, November, 1955. *The Continental.*

10. THE AMERICAN AUTOMOBILE, November, 1955. *Continental's Slogan - The Best.*

11. POPULAR MECHANICS, November, 1955. *Bill Ford Revives a Classic: The Continental.*

12. POPULAR SCIENCE, November, 1955. *Continental Unveils a Royal Coach for Four.*

13. CAR LIFE, November, 1955. *Rebirth of the Continental.*

14. THE AUTOCAR, December, 1955. *Detroit Notebook, Fight for Prestige.*

* 15. ROAD AND TRACK, December, 1955. *Continental Mark II, A Modern Classic at Last.*

* 16. MOTOR LIFE, December, 1955. *Styling of the New Continental.*

* 17. FLOYD CLYMERS CATALOG OF 1956 AUTOMOBILES. *Continental. Page 20.*

18. AUTOMOTIVE INDUSTRIES, May 1, 1956. *Unusual Production Techniques, Cont. Mark II.*

* 19. MOTOR LIFE, July, 1956. *Driver's Report: The New Continental Mark II.*

20. POPULAR MECHANICS, September, 1956. *Owner's Report - Clymer Drives the Mark II.*

21. THE IRON AGE, September 27, 1956. *Continental: Prestige Without Profit?*

22. AUTOMOTIVE INDUSTRIES, October 1, 1956. *Continental Mark II Continued for 1957.*

* 23. MOTOR TREND, December, 1956. *Spotlight on Detroit.*

* 24. ROAD AND TRACK, December, 1956. *Continental Mark II Convertible. Page 13.*

25. TRUES AUTOMOBILE YEARBOOK, No.5, 1956. *Continental.*

* 26. CHEMICAL PROGRESS. October, 1956. *Smooth Lacquered Elegance.*

continued

MAGAZINES AND NEWS ARTICLES, continued

* 27. MOTOR LIFE, January, 1957. *Continental Mark II Cabriolet.*

28. AUTOMOBILE TOPICS, January, 1957. *The Continental Mark II for 1957* and companion article, *Continental Mark II Cabriolet Convertible.*

29. POPULAR SCIENCE, January, 1957. *Mark II Special Drops its Top.*

* 30. SPEED AGE, March, 1957. *Is Continental a Dud?*

* 31. CAR LIFE, September, 1957. *Death of the Continental.*

* 32. MOTOR LIFE, September, 1957. *An Inquest into the Fate of the Mark II.*

* 33. CUSTOM CARS, 1960 Annual. *Thundernental Model Car Customizing. Page 126.*

* 34. CLYMER PUBLICATIONS-OCEE RICH, 1963. *The Lincoln Continental.*

* 35. MOTOR TREND, December, 1956. *Page 21. A paragraph on the Mark II.*

* 36. AUTOMOBILE QUARTERLY, Vol. 1 No. 1 . *Patrician Classic Reborn in the Modern Tradition.*

* 37. AUTOMOBILE QUARTERLY, Vol. 1 No. 1. *Lincoln Continental:A Thrice Told Tale.*

* 38. AUTOMOBILE QUARTERLY, Vol. 12 No. 1. *The Story They Never Told You.*

* 39. SPECIAL INTEREST AUTOS, No. 2. *Mark II Meets Eldorado Brougham.*

* 40. SPECIAL INTEREST AUTOS, No. 7, Vol. 2 No. 1. *Fliptops: Retractable Mark II.*

* 41. THE GOLDEN ANNIVERSARY OF THE LINCOLN CONTINENTAL 1921 - 1971.

* 42. LOS ANGELES TIMES, September 9, 1974. Page 3. *Fire Destroys 3 Sound Stages, 4 Movie Sets at Burbank Studios. Official estimates multi-million dollar loss at 30 acre ranch facility, former home of Columbia Pictures.* Large photo of Buddy Holidays Mark II in, and on, fire.

* 43. THE CONTINENTAL MAGAZINE, Fall 1974. *Color pictures and story A VERY SPECIAL CLUB.*

* 44. CAR AND DRIVER, June, 1975. *The Last Continental.*

* 45. NUMEROUS MAGAZINES HAD FULL PAGE COLOR ADS IN 1956-57, SUCH AS SAT. EVENING POST.

46. MECHANICS ILLUSTRATED, April 1955. *Compo - Drawing*

* 47. MOTOR TREND, November, 1955. *A Modern Classic...Drive Report.*

* 48. CONTINENTAL COMMENTS, numerous issues have many articles. Lincoln Cont. Owners Club.

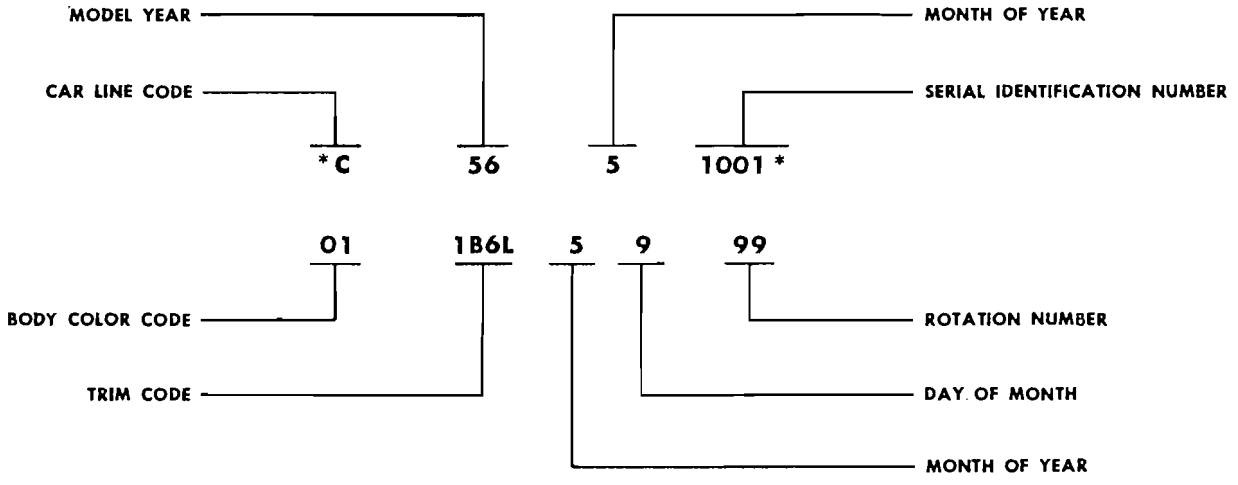
49. THE CONTINENTAL MARK II RESTORERS GUIDE by Buddy E. Holiday

* denotes articles author has in library for reference

PATENT PLATE INFORMATION FOR 1956-1957 CONTINENTAL MARK II

The Patent Plate for the 1956 and 1957 Continental Mark II is designed to include the Body Style and Body Specifications in addition to the car serial number. The Patent Plate is installed on the left front body pillar just below the upper hinge opening.

The following diagram of the Patent Plate explains the various identification functions of the Continental Mark II Patent Plate.



STYLE AND BODY SPECIF.

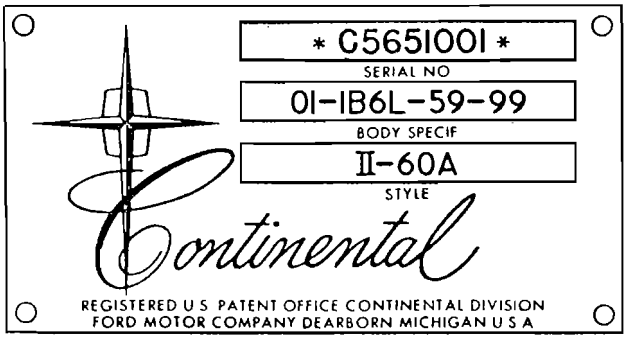
01—BLACK

1B6L—WHITE LEA. SEAT BISCUITS AND BOLSTERS WITH GRAY LEA. WELTS

5 MONTH OF YEAR

9 DAY OF MONTH

99 ROTATION NUMBER



SERIAL NUMBER (*C5651001*)

"C"—CONTINENTAL

"56"—1956 MODEL

"5"—MONTH OF YEAR (MAY)

"1001" SERIAL IDENTIFICATION NUMBER

ASSEMBLY PLANT IDENTIFICATION CODE

C—Continental Plant

The codes shown below will be used for the remainder of the 1956 Model Year.

MONTH OF THE YEAR CODE CHART	
CODE	MONTH
6	June
7	July
8	August
9	September
0	October
A	November
B	December
C	January
D	February
E	March
F	April
G	May
H	June
I	July
J	August
K	September
Etc. until completion of the 1956 Model Year	

(1) Model Year Serial Number — Starting with 1001.

NOTE: The Serial Number is preceded and followed by an asterisk (*) as shown.

BODY SPECIFICATION CODE NUMBERS

The information shown on the Patent Plate in the space under "Body Specification" consists of the following:

EXAMPLE — 01-1A1A-710-10:

(01) Body Color Code

(1A1A) Trim Code

(7) Month of Year

(10) Day of month vehicle scheduled for completion off final assembly line.

(10) Rotation Number—This is a sequence number at beginning of operations and starting with No. 1 each day and continuing consecutively through production day. If production schedule is not completed on production day, consecutive series continues the following day until schedule has been completed.

NOTE: The Domestic Special Number or Foreign Special Order Number, whichever is appropriate, will be shown in place of the Body Color Code and/or Trim Color Code when special body colors or trim are specified.

EXAMPLE—56C11-1A1A-810-10
(Special Color)
0156C11-810-10 (Special Trim)
56C11-56C11-810-10 (Special Color & Trim)

BODY STYLE

EXAMPLE—11-60A

(11) Continental "Mark" or Cycle Number

(60A) Continental Model—Coupe

EXTERIOR ENAMEL PAINT CODE CHART

CODE	NAME
01	Black
02	Deep Blue
15	Medium Blue
04	Light Blue
05	Deep Green
16	Medium Green
07	Light Green
08	Deep Bronze
17	Medium Bronze
10	Beige
11	Deep Grey
18	Medium Grey
13	Deep Red
14	White

TWO TONE COMBINATIONS

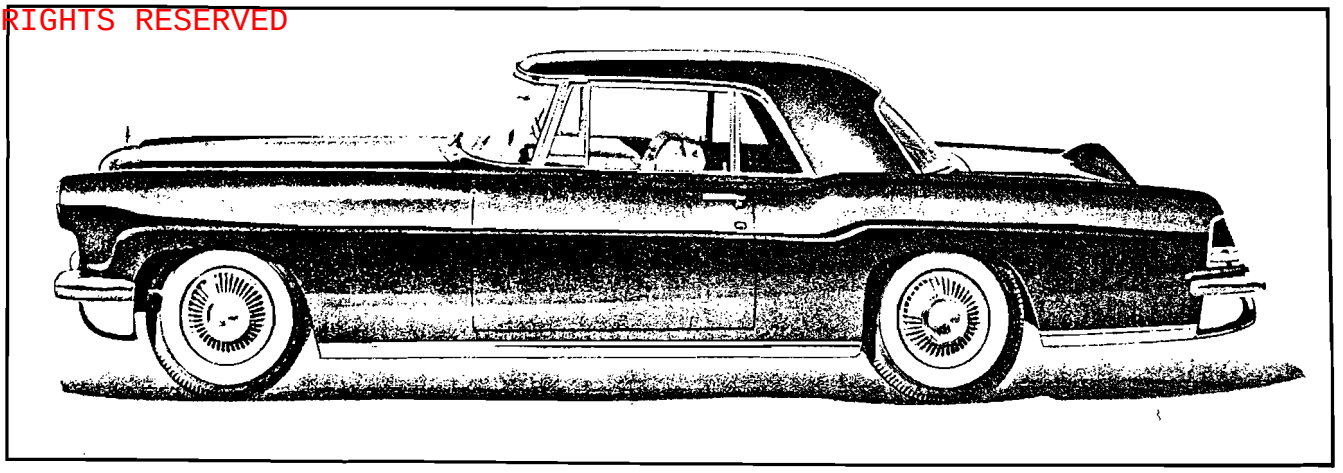
CODE	NAME
02	Upper—Deep Blue
15	Lower—Medium Blue
05	Upper—Deep Green
16	Lower—Medium Green
08	Upper—Deep Bronze
17	Lower—Medium Bronze
11	Upper—Deep Grey
18	Lower—Medium Grey
11	Upper—Deep Grey
14	Lower—White

TRIM CODES

TRIM CODE AND SYMBOL	TRIM NAME
1A1A	Light Blue Leather Seat Biscuits Medium Blue Leather Seat Bolsters
1B6B	White Leather Seat Biscuits and Bolsters with Medium Blue Leather Welts
1B6E	White Leather Seat Biscuits and Bolsters with Medium Green Leather Welts

TRIM CODE AND SYMBOL	TRIM NAME
1B6H	White Leather Seat Biscuits and Bolsters with Medium Beige Leather Welts
1B6K	White Leather Seat Biscuits and Bolsters with Medium Grey Leather Welts
1B6L	White Leather Seat Biscuits and Bolsters with Deep Grey Leather Welts
1B6M	White Leather Seat Biscuits and Bolsters With Deep Red Leather Welts
1C2D	Light Green Leather Seat Biscuits and Medium Green Leather Seat Bolsters
1D3G	Light Beige Leather Seat Biscuits and Medium Beige Leather Seat Bolsters
1E4L	Deep Grey Leather Seat Biscuits and Medium Grey Leather Seat Bolsters
1E6L	Deep Grey Leather Seat Biscuits and White Leather Seat Bolsters
1F4M	Deep Red Leather Seat Biscuits and Medium Grey Leather Seat Bolsters
1F6M	Deep Red Leather Seat Biscuits and White Leather Seat Bolsters
1G6K	Medium Grey Leather Seat Biscuits and White Leather Seat Bolsters
1L6H	Medium Beige Leather Seat Biscuits and White Leather Seat Bolsters
1M6E	Medium Green Leather Seat Biscuits and White Leather Seat Bolsters
1N6B	Medium Blue Leather Seat Biscuits and White Leather Seat Bolsters
2A1A	Light Blue Nylon Seat Biscuits and Medium Blue Leather Seat Bolsters
2C2D	Light Green Nylon Seat Biscuits and Medium Green Leather Seat Bolsters
2D3G	Light Beige Nylon Seat Biscuits and Medium Beige Leather Seat Bolsters
2G5K	Medium Grey Nylon Seat Biscuits and Deep Grey Seat Bolsters
2G6K	Medium Grey Nylon Seat Biscuits and White Leather Seat Bolsters
3E4L	Deep Grey Matelasse Seat Biscuits and Medium Grey Leather Seat Bolsters
3E6L	Deep Grey Matelasse Seat Biscuits and White Leather Seat Bolsters
3F4M	Deep Red Matelasse Seat Biscuits and Medium Grey Leather Seat Bolsters
3F6M	Deep Red Matelasse Seat Biscuits and White Leather Seat Bolsters
3H1C	Deep Blue Matelasse Seat Biscuits and Medium Blue Leather Seat Bolsters
3J2F	Deep Green Matelasse Seat Biscuits and Medium Green Leather Seat Bolsters
3K3J	Deep Bronze Matelasse Seat Biscuits and Medium Beige Leather Seat Bolsters
4A1A	Light Blue Nylon Seat Biscuits and Medium Blue Broadcloth Seat Bolsters
4C2D	Light Green Nylon Seat Biscuits and Medium Green Broadcloth Seat Bolsters
4D3G	Light Beige Nylon Seat Biscuits and Medium Beige Broadcloth Seat Bolsters
4G5K	Medium Grey Nylon Seat Biscuits and Deep Grey Broadcloth Seat Bolsters
5E4L	Deep Grey Matelasse Seat Biscuits and Medium Grey Broadcloth Seat Bolsters
5F4M	Deep Red Matelasse Seat Biscuits and Medium Grey Broadcloth Seat Bolsters
5H1C	Deep Blue Matelasse Seat Biscuits and Medium Blue Broadcloth Seat Bolsters
5J2F	Deep Green Matelasse Seat Biscuits and Medium Green Broadcloth Seat Bolsters
5K3J	Deep Bronze Matelasse Seat Biscuits and Medium Beige Broadcloth Seat Bolsters
6E4L	Deep Grey Broadcloth Seat Biscuits and Medium Grey Broadcloth Seat Bolsters
6F4M	Deep Red Broadcloth Seat Biscuits and Medium Grey Broadcloth Seat Bolsters
6H1C	Deep Blue Broadcloth Seat Biscuits and Medium Blue Broadcloth Seat Bolsters

BODY



Continental Mark II — Coupe

TRIM CODE AND SYMBOL	TRIM NAME
6J2F	Deep Green Broadcloth Seat Biscuits and Medium Green Broadcloth Seat Bolsters
6K3J	Deep Bronze Broadcloth Seat Biscuits and Medium Beige Broadcloth Seat Bolsters
7A1A	Light Blue Leather Seat Biscuits and Medium Blue Leather Seat Bolsters
7B6B	White Leather Seat Biscuits and Bolsters with Medium Blue Leather Welts
7B6E	White Leather Seat Biscuits and Bolsters with Medium Green Leather Welts
7C2D	Light Green Leather Seat Biscuits and Medium Green Leather Seat Bolsters
7M6E	Medium Green Leather Seat Biscuits and White Leather Seat Bolsters
7N6B	Medium Blue Leather Seat Biscuits and White Leather Seat Bolsters

John Reinhart, the designer of the Mark II, says that the basic design concept called for a two color scheme for the interior and exterior. The exterior color was also the welt color and for two-tone interiors, the exterior color was also one of the interior colors.

TRIM SCHEME CODES

CODE EXAMPLE

1F4M

MATERIALS

1 Leather biscuits and bolsters
2 Nylon biscuits and leather bolsters
3 Matelasse biscuits and leather bolsters
4 Nylon biscuits and braodcloth bolsters
5 Matelasse biscuits and broadcloth bolsters
6 Broadcloth biscuits and bolsters

1F4M

BISCUIT COLOR

A light blue
B white
C light green
D light beige
E deep grey
F deep red
G medium grey
H deep blue
J deep green
K deep bronze
L medium beige
M medium green
N medium blue
P black

BOLSTER COLOR

1 medium blue
2 medium green
3 medium beige
4 medium grey
5 deep grey
6 white

WELT COLOR

A light blue
B medium blue
C deep blue
D light green
E medium green
F deep green
G light beige
H medium beige
J deep beige
K medium grey
L deep grey
M deep red
N black

BREAKDOWN OF CODES USED IN CONTINENTAL MARK II PATENT PLATE NUMBERS

ASSEMBLY PLANT CODES

All Continental Mark II vehicles were assembled in the Continental Plant.

1956-57 CONTINENTAL MARK II MONTH OF YEAR CODES

CODE	MONTH	CODE	MONTH
1	January	7	July
2	February	8	August
3	March	9	September
4	April	10	October
5	May	A	November
6	June	B	December

1956-57 CONTINENTAL MARK II BODY TYPE CODE

CODE	MODEL	BODY TYPE
60A	Coupe	YA

1956-57 CONTINENTAL MARK II TRIM SCHEME CODES

CODE	TRIM SCHEMES
1A1A	Light Blue Leather Seat Biscuits and Medium Blue Leather Seat Bolsters
1B6B	White Leather Seat Biscuits and Bolsters With Medium Blue Leather Welts
1B6E	White Leather Seat Biscuits and Bolsters With Medium Green Leather Welts
1B6H	White Leather Seat Biscuits and Bolsters With Medium Beige Leather Welts
1B6K	White Leather Seat Biscuits and Bolsters With Medium Grey Leather Welts
1B6L	White Leather Seat Biscuits and Bolsters With Deep Grey Leather Welts
1B6M	White Leather Seat Biscuits and Bolsters With Deep Red Leather Welts
1C2D	Light Green Leather Seat Biscuits and Medium Green Leather Seat Bolsters
1D3G	Light Beige Leather Seat Biscuits and Medium Beige Leather Seat Bolsters
1E4L	Deep Grey Leather Seat Biscuits and Medium Grey Leather Seat Bolsters
1E6L	Deep Grey Leather Seat Biscuits and White Leather Seat Bolsters
1F4M	Deep Red Leather Seat Biscuits and Medium Grey Leather Seat Bolsters

1956-57 CONTINENTAL MARK II TRIM SCHEME CODES—(Cont.)

CODE	TRIM SCHEMES
1F6M	Deep Red Leather Seat Biscuits and White Leather Seat Bolsters
1G6K	Medium Grey Leather Seat Biscuits and White Leather Seat Bolsters
1L6H	Medium Beige Leather Seat Biscuits and White Leather Seat Bolsters
1M6E	Medium Green Leather Seat Biscuits and Medium Leather Seat Bolsters
1N6B	Medium Blue Leather Seat Biscuits and White Leather Seat Bolsters
2A1A	Light Blue Nylon Seat Biscuits and Medium Blue Leather Seat Bolsters
2C2D	Light Green Nylon Seat Biscuits and Medium Green Leather Seat Bolsters
2D3G	Light Beige Nylon Seat Biscuits and Medium Beige Leather Seat Bolsters
2G6K	Medium Grey Nylon Seat Biscuits and White Leather Seat Bolsters
3E4L	Deep Grey Matelasse Seat Biscuits and Medium Grey Leather Seat Bolsters
3E6L	Deep Grey Matelasse Seat Biscuits and White Leather Seat Bolsters
3F4M	Deep Red Matelasse Seat Biscuits and Medium Grey Leather Seat Bolsters
3F6M	Deep Red Matelasse Seat Biscuits and White Leather Seat Bolsters
3H1C	Deep Blue Matelasse Seat Biscuits and Medium Blue Leather Seat Bolsters
3J2F	Deep Green Matelasse Seat Biscuits and Medium Green Leather Seat Biscuits
3K3J	Deep Bronze Matelasse Seat Biscuits and Medium Beige Leather Seat Bolsters
4A1A	Light Blue Seat Biscuits and Medium Blue Broadcloth Seat Bolsters
4C2D	Light Green Nylon Seat Biscuits and Medium Green Broadcloth Seat Bolsters
4D3G	Light Beige Nylon Seat Biscuits and Medium Beige Broadcloth Seat Bolsters
5E4L	Deep Grey Matelasse Seat Biscuits and Medium Grey Broadcloth Seat Bolsters
5F4M	Deep Red Matelasse Seat Biscuits and Medium Grey Broadcloth Seat Bolsters
5H1C	Deep Blue Matelasse Seat Biscuits and Medium Blue Broadcloth Seat Bolsters
5J2F	Deep Green Matelasse Seat Biscuits and Medium Green Broadcloth Seat Bolsters

1956-57 CONTINENTAL MARK II TRIM SCHEME CODES—(Cont.)

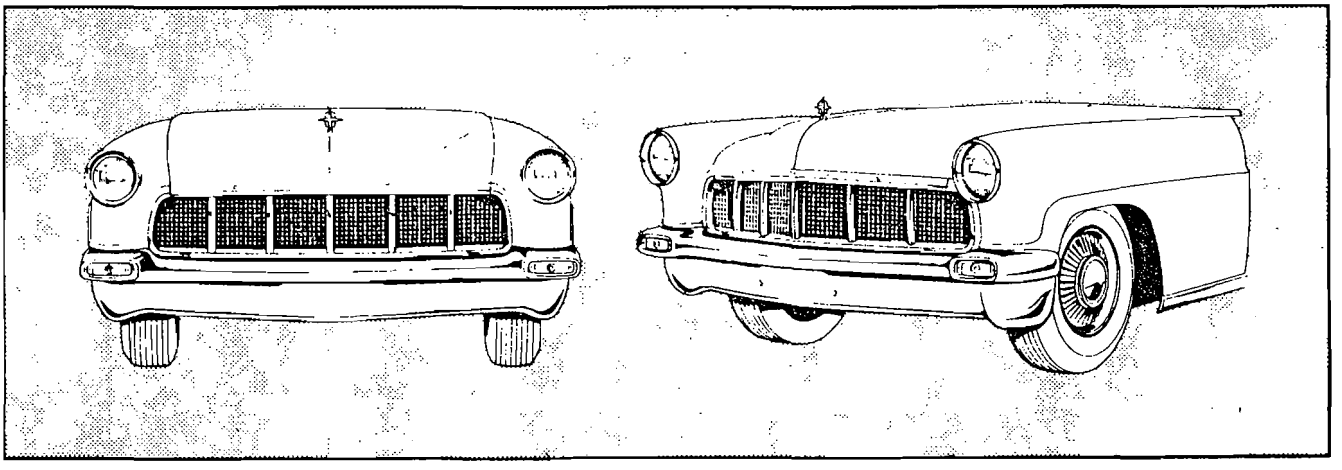
CODE	TRIM SCHEMES
5K3J	Deep Bronze Matelasse Seat Biscuits and Medium Beige Broadcloth Seat Bolsters
6E4L	Deep Grey Broadcloth Seat Biscuits and Medium Grey Broadcloth Seat Bolsters
6F4M	Deep Red Broadcloth Seat Biscuits and Medium Grey Broadcloth Seat Bolsters
6H1C	Deep Blue Broadcloth Seat Biscuits and Medium Blue Broadcloth Seat Bolsters
6J2F	Deep Green Broadcloth Seat Biscuits and Medium Green Broadcloth Seat Bolsters
6K3J	Deep Bronze Broadcloth Seat Biscuits and Medium Beige Broadcloth Seat Bolsters

1956-57 CONTINENTAL MARK II PAINT CODES

CODE	COLORS
01	Black
02	Cobalt Blue Iridescent
15	Medium Blue
04	Pastorial Blue
05	Forest Green Iridescent

1956-57 CONTINENTAL MARK II PAINT CODES

CODE	COLORS
16	Medium Green
07	Naiad Green
08	Briar Brown Iridescent
17	Medium Beige
10	Sandalwood
11	Dark Grey Iridescent
18	Medium Grey
13	Dark Red
14	Starmist White
02 15	Upper—Cobalt Blue Iridescent Lower—Medium Blue
05 16	Upper—Forest Green Iridescent Lower—Medium Green
08 17	Upper—Briar Brown Iridescent Lower—Medium Beige
11 18	Upper—Dark Grey Iridescent Lower—Medium Grey
11 14	Upper—Dark Grey Iridescent Lower—Starmist White



BODY SPECIFICATIONS CODES

As described in the patent plate information sheet, the first 2 digits are the color; the next 4 digits are the trim; the next froup of digits, either 2, 3, or 4 in number are the month and day of production, and the final digit or two digits are the rotation numbers. The color code system and the trim code system are discussed in other sections of this chapter. The date of manufacture is coded numerically by the month and day, i.e., 116 equals November 6, etc.

Ocassionally, this will appear, particularly in the later production cars, as "K24", which would equal September 24.

The last 2 digits, the rotation number, indicate in which sequence the Mark II's left the plant. Researchers have found that there are gaps in the rotation numbers between certain serial numbers, indicating that the units did not leave the plant necessarily in serial number order. It is believed that a vehicle would ocassionally be pulled off the final assembly line while other units continued into the production and then this unit placed back on the line at a later time, to be placed in a rotation number sequence not necessarily consistent with serial number sequence.

The letters "A, N" etc appears as the last digit in lieu of dates of manufacturing and rotation numbers. We have no knowledge of the significance of these letters.

II-60A This numerical combination means: II equals Mark II ; 60A equals Continental 2-door coupe.

THE FIRST 1957 CONTINENTAL MARK II.

The Lincoln Continental Owners Club has on file a letter from the Lincoln-Mercury Division of Ford Motor Company, indicating that all vehicles produced on October 1, 1956 and thereafter, would be considered 1957 models. October 1956 would be the letter L in coding system, which car is discovered to be serial number C56L-3418 . L.C.O.C. recognizes this car to be the first 1957 Continental Mark II.

DSO, DEALERS SPECIAL ORDERS.

Many vehicles are identified on the patent plate in the body specs. line with the prefix of "DSO", 56 "C", or code "S", or "Spec.". These are all DSO's, an abbreviation for dealers special orders. These cars all have non-standard modifications, however small.

Example:

C56 8 1026
Aug./
Spec. B 5 G - 88 - X
/
Aug. 8, 1955

This auto is a light green-gray metallic with matching color interior.

C56 N 3539
/Dec
D21 - 1D3G N
/interior

This auto is a gold color metallic with 1D3G interior.

A record of modifications are kept in numerical sequence with the DSO number. The L.C.O.C. has a record of 256 of these DSOs, the lowest known of which is 167 and the highest is 494. Only an examination of the invoice of the particular vehicle can reveal the significance of the particular DSO.

SERIAL NUMBERING SYSTEM

FIRST AND LAST SERIAL NUMBER

The first serial number produced was serial number C566-975, manufactured on June 23, 1955. The last serial number was C56T-3989, produced in May of 1957. The whereabouts of these cars are known and they are registered in the Lincoln Continental Owners Club.

LOCATION OF SERIAL NUMBERS

The serial number in the Continental Mark II appears on a brass plate on the forward left hand hinge pillar. It also appears on three places on the frame; on the left hand side of the vehicle just under the voltage regulator, on top of the frame forward of the left rear wheel and on the rear rail of the frame under the trunk floor.

PREPRODUCTION CONTINENTAL MARK II'S

The L.C.O.C. historic researchers have concluded that the serial number to be used on the first Continental Mark II was 1001. Apparently a last-minute decesion was made at the Continental Division to begin with the number 975. This was done to identify the first vehicles to be built in the plant for the purpose of training the assembly line workers on the methods of assembling the Continental . It is doubted that there was any special number of "preproduction"Continentals exactly planned but it was assumed to be two dozen. Therefore, the first number was C56 (1956 Continental) 6 (June) 975. This vehicle has been located but the frame number is engraved C566-1001. It would appear that the decision to change the serial number on the body patent plate does not include the frame which had already been engraved with this number. Further, we have discovered that serial number C56 6 977 does have that number engraved on the frame. Therefore, it can be assumed that no serial number 100 was made and the next sequence number was 1002. No vehicle has been located bearing the number 1001 and it is assumed it does not exist.

TOTAL PRODUCTION

With the first serial number being C566-975 and the last serial number C56T-3989, that makes a total production of 3014. This is arrived at by subtracting 975 from 3989 and adding one for the number with which we are beginning and subtracting one because of our conclusion that there is no serial number 1001. This makes the total 3014 .

MONTHS OF PRODUCTION

The fourth digit in the serial number of the car identifies the month the vehicle as produced. The code for this month also appears in the body specification line on the data plate, usually in digit form, but ocassionally in letter form, which is described below. The codes and months are as follows:

CODE CHART ALSO FOUND ELSEWHERE IN THIS MANUAL

6	June 1955	B	December	H	June	N	December
7	July	C	January 56	I	July	P	January 1957
8	August	D	February	J	August	Q	February
9	September	E	March	K	September	R	March
0	October	F	April	L	October	S	April
A	November	G	May	M	November	T	May

EXTERIOR APPEARANCE

The side body panels of the Continental Mark II should be as flat as possible to reflect an undistorted image in the side of the car. However, a very long "wave" in the sides are acceptable as the Mark II was delivered this way from the factory as it is very near impossible to have it completely flat. Short "waves" or "ripples" are not acceptable, ones that can be felt with the bare hand, or using something such as a handkerchief or a piece of newprint between the hand and the car metal. No rust bubbles should be visible in the areas most vulerable, such as around the headlamps, the rear lower fenders, bottom of the doors, around the rear quarter wheel opening and just in front or rear of the rear wheels.

Paint color should match the specs plate as to proper color, or if color has been changed, no noticable tell-tale marks should denote a color change, such as paint on chrome, rubber and upholstery.

There should not be any paint on the chrome or rubber anywhere!

The hood should be in proper alignment with the cowl, doors, fenders and grill.

The doors should be in alignment with the quarter panels, rocker panels and fenders. The measurements are: 5/32" gap between the quarters and the fenders and 1/4" gap on the bottom at the rocker panels. See page number 106 for details.

It is reported that the factory actually leaded in the door to the body and then cut the exact gap desired! In the after-market it is extremly difficult to get the correct dimensions of all the panels, but it can be accomplished.

The trunk deck lid should be in proper alignment.

EXTERIOR CHROME AND STAINLESS STEEL

FENDER EMBLEMS

Fender emblems, as has been ascertained, was used on all Mark IIs. There have been reports of a unit not having emblems but this has not been verified by the author. There are some factory photos showing the emblem to the rear of the fender, back near the door, but the author has yet to see one of these other than the photo. The correct position of the emblem is: 3 3/8" from the wheel opening and 3 1/8" from the top of the rocker molding. The emblem is a roman numeral II, signifying Mark II, over which is mounted a small Continental star insignia in gold with the four areas around the star painted black. New emblems are not available, however, Narragansett Restoration Co has a reproduction for about $13.00 each. The emblems can be chrome plated and the star is brass and can be polished and lacquered. To remove the emblem from car use a hole drill and cut approximately a one inch hole immediately behind the emblem to get to the nut. To remove the star from the roman numeral II, use a slightly larger drill bit than the stud and drill the peened metal away, releasing the star. The star can be pried off at the risk of damaging the star. Epoxy will re-instal the star.

continued

EXTERIOR REAR VIEW MIRROR

The exterior rear view mirror is an upside down trapezoid in shape. The early model Continentals featured a heavy, beveled-edge mirror, which protruded approximately 1/4" beyond the mirror mount frame. The use of these mirrors appears to have been discontinued at approximately serial number C56B 2200. The glass and mirror shops seem not to be able to obtain this same mirror for replacement, however, Star Glass (see "Problems With You Mark II" column) for possible source and they can resilver your old glass.
After serial number C56B 2200 the glass was flush with the mirror mount and this glass can be replaced at a glass shop for about $3.75.

The mirror mount "head" is made of stainless steel with a chrome plated nut, and is installed by screwing it onto a chrome plated base "arm". Inside the nut is a spring, swivel head and a locating and locking key. The mirror is attached to the body of the car with a phillips head sheet metal screw and an allen screw. The phillips is covered with a stainless steel mldg joint cover. The cover is available as a reproduction from HSIA for $13.30. **See INDEX for more on mirrors.**

EXTERIOR CHROME AND STAINLESS

The stainless steel used on the exterior of the Mark II was all flash chromed directly onto the stainless surface. This gave the stainless a little more brilliant luster. There was no use of copper or nickel in this process.

The chrome on the Mark II was required to pass a salt spray test of 240 hours, as opposed to the 96 hour test used on more conventional automobiles. This chrome was particularly brilliant and durable.

Pitts in the chrome surfaces can be repaired to perfection if desired. Inquire at any good reputable plate shop. Stainless steel, such as around the glass or the rear quarter mouldings can also be repaired by this same plating shop. Stainless repair is really quite inexpensive.

FRONT BUMPER GUARDS

The Mark II was initially designed with no front bumper gards. The use of these gards occurred not too long after the car went into production. All of the early photographs, manuals, literature, etc., show the Continental Mark II without these gards. They were designed to protect the front license plate. When the invoice of a particular vehicle called for a front license plate it was assumed that the vehicle would be fitted with bumper guards. These guards are made of a cast aluminum and then chrome plated. They are subject to corrosion and breakage and are not available new. They can be replated by a specialized plating shop and also welded if done properly. When installing them on the car load the insides of the gard with a grease to cut down on corrosion. Narragansett will be reproducing a brass gard for $60.00 each for the lower and $40.00 each for the upper. If your gards are too bad to repair and you don't want to buy new ones, it is acceptable to weld the holes in the bumper and then rechrome. Your Mark II won't be authenic per factory invoice, but then, do you even have the invoice?
The exact serial number is unknown, but all 1957 Mark IIs had front guards.

Continued

WHEEL COVERS See INDEX for more information

The wheel covers of the Mark II are made up of a single stainless steel stamping with a brushed (or machine turned) design on the central hub. This hub is surrounded by 40 stainless steel veins which are individually screwed to the cap. The background areas upon which these veins are mounted are painted a flat black.

The original veins used had perfectly square cornered edges on the top. The later hub-cap (wheel cover) used on the Mark II had more rounded edges.

In 1956 the wheel cover sold new for $26.00. Today the cost is $100.00! In December 1974 Mr. George Shrum of the Ford Motor Company warehouse at Livonia, Michigan told me on the telephone that the wheel covers were no longer available, however, as late as May 1975 they could still be ordered from Ford.

To prevent your wheel covers falling off, or being ripped off, drill two small holes diagonally from each other in the black area and into the wheel. Screw two countersunk sheet metal screws in and touch up the heads with black paint. Another method is to put 3 spots of arc weld onto the wheel where the cover clips make connection. This will make removal very difficult, but at $100 bucks a copy it is a good investment.
There has been a rumor that there is a reproduction on the market, but the author has yet to see one.
C56H 3213 DSO 15-1A1A a med. blue model ordered Gold Plated wheel covers.
C56A 1729 DSO was white with red wheels and wheel cover had red background.

ANTENNA

The radio antenna of Mark II is a vacuum operated antenna. It consists of the vacuum tube, a rubber gasket, a chrome mount and a chrome bezel (nut). In the center of the nut is a plastic insulator that is black and is pressed into place. The antenna mast is a three piece telescopic mast with a round ball on the tip. This ball is more than just an ornament! It helps control the static electricity which is around every car, and without it you might get a lot more than just music from the speaker. The first two sections of the mast is chrome plated while the upper most section is stainless steel, as is the ball. The top two sections of the mast can be moved manually only, while only the bottom section is operated by vacuum. When in the down position the entire mast does not disappear out of sight.
The antenna mast can be chrome plated but be sure to tell the plater about the two stainless steel pieces! To install the chrome nut (bezel) use a tool such as an auto light bulb pliers or a GM interior door handle tool, otherwise you will destroy the nut with your vice grips or whatever. Also, the head assembly (see illustration page number **111**) is made of aluminum and will strip very easily if you get the nut on crooked.

The Mark II antenna can be replaced with another electrically operated antenna if desired. You may also use the old Mark II chrome mount and bezel if desired and the only way you can tell the difference is that the "new" antenna disappears out of sight into the fender. See PROBLEMS WITH YOUR MARK II...ASK BUDDY on page 93 for full details and instructions. **Also, see INDEX.**

ROCKER MOLDINGS

These are stainless steel and are still available new. The current price is $65.00 each. There is a left, part #LED4046397, and a right, part # LED4046396. On all parts, the last even number denotes right side, while the odd number is for the left side. Remember this for all parts. The molding is attached by nine special adjustable clips, part #4047885, on each side of the car and these in turn are attached by a 7/16 nut, lock washer and flat washer. The newer r[illegible] are slightly shorter than

continued

original and are not of the same quality.

HEADLAMP BEZELS (DOORS)
These are a cast die metal and are chrome plated. They are still available new but of less quality than the original. Current price $31.88, part #4046754 and left and right are the same. The cut out slot on the bezel goes to the bottom for a water drain. They are attached by three spring clips mounted inside the fender. They are not screwed on!

TRUNK ORNAMENT
The trunk ornament assembly is a chrome finish zinc die casting and is not available new, used or reproduced. The plastic is an acrylic resin and is available as a reproduced item from HSIA for $35.00. The die casting can be heliarced. The Knights head lock cover is gold plated and is available from Narragansett as a repro. The cover can be either gold plated or brass plated or polished and lacquered.

The assembly can be disassembled as follows: Remove the assembly from the deck lid. Grind the four rivits flush with the backing plate, and lift off the backing plate and finish the disassembly. To re-install, use epoxy or a 1/8" drill bit and small sheet metal screws.

To remove the lock cylinder insert the key and using a sharp instrument, push in on the small round pin on the back side, while turning the key to find the "neutral" spot to where the pin will go in to release the cylinder.

The red paint on most of the plastic inserts is deteriorated. To dress it up, scrape the old red paint off and repaint with new red.

To replace the spring clip that holds the lock arm in place, use a barrel clip available at most auto parts stores, auto body shops, or order from HSIA for .35 cents.

BUMPERS
Bumpers should not be scratched, dented, bent or out of alignment. They should be evenly spaced with the body of the car. The front bumper should be "up" to the body just to the rubber bumper on the front bottom of the fender, just under the headlamp. The ends of the bumper should be flush with the edge of the wheel opening.
The rear bumper is not flush with the deck lid and quarter extensions, but rather, there is a space of approximately 1/4". The ends are spaced evenly with the body. Both the front and rear bumpers are painted gloss (semi) black on the back sides.

GLASS
All glass used on the Mark II was provided by the Pittsburgh Plate Glass Company and carries the PPG insignia PPG SOLEX DUOLITE. Glass was available on the Mark II in a green tint or clear. Windshields are no longer available new. In 1974 prices on NOS windshields were up to $800.00 each in private hands. In June of 1974 Buddy Holiday, as a courtesy to the L.C.O.C. membership, started a project to reproduce windshields, attempting to have PPG remanufacture with no success. They wanted a minimum order of 200 pieces at a price of $200.00 each with front money of $20,000.00. Buddy Holiday notified the club membership in the Western Region of the results and to ask for deposits of $50.00 each. He received a total commitment of twelve! And this was after he had located another source that would do the job for just 100 pieces, at a price of $250.00 each. In April 1975 he found another manufacturer in Mexico City that would make up just twenty pieces. The new retail price was then $275.00 each.

continued

By this time the total commitments had dropped to ten orders. More pleading in the Western Region publication CONFAB produced no more orders, even though there is a national need of at least three hundred windshields. The twenty pieces were received in May and June 1975, with five of them going to Reliable Auto Wrecking for resale at a price of $300.00 each to be shipped to other parts of the country. Local sales would be handled by Buddy Holiday of HSIA for a price of $300.00 each with no shipping. A second order for twenty pieces was begun in May for a price of $300.00 until September 1, 1975 and then the price would go to $400.00, simply because Mark II owners were not willing to help in the financing to launch this project.

Curiously enough on July 27, 1974 Buddy Holiday asked National L.C.O.C. president Axel Holm of Desert Classics about the rumor that he had windshields. He admitted that he did have them and the price was four hundred dollars, and the matter dropped there and forgotten about. He was later aware of the difficulty that was taking place in getting windshields, but he never made a mention that he could help us. By sheer coincidence Holiday located the same glass manufacturer in Mexico City that Holm was getting his windshields from. In the National L.C.O.C. publication dated June 1975 Holm has offered his windshields for sale.
For added information, all auto glass sold in the United States must have the manufacturers stamp (sand blasted in the glass (etched), in the glass.

WHEEL RIMS

In almost all cases the wheels of the Mark II are painted in enamel the color of the car. Certain of the 1957 models finished in white the wheels were painted black. Several DSOs specified red wheels such as: serial numbers 1358 - 1729 - 1746 - 2254 - and 2801 all had DSOs for red wheels. They are 15" in size x 6L. Rim width 6.00 inches. Disc-Drop Center Rim, with five right hand studs.
C56A 1729 had the red wheels and red background on the wheel covers.

TIRES

All tires were a wide-white by Firestone measuring from the rim are 3 inches. Air conditioned cars had 8.20 x 15 inch tires. Non-air cars had 8.00 x 15 inch tires. Tires were 4 ply rating.
Only one car is known to have been ordered DSO with black walls and that is serial number C56P 3572 a grey car ordered by J.E. Coberly Jr. of Los Angeles.

C56A 1670 was ordered DSO by Mrs. Charles C. Gates to have Gates tires instaled. This car is now owned by David C. Barclay of New Jersey, a L.C.O.C. member.

C56Q 3683 was ordered DSO for General tires. Car now owned by Floyd Moore, Mid-Continent Region Director of L.C.O.C.

C56Q 3691 14 3E6L was ordered DSO with Goodrich tires.

C56R 3783 was ordered DSO for 8.20 x 15 6 ply tires.

C56S 3885 was ordered DSO for Goodrich tires.

All export models had 6 ply tires.

Any wide-white wall configuration tire is acceptable for judging.

FRONT GRILL MOLDING (HOOD LIP MLDGS.)
The front grill moldings should have three sides and not be rounded off from chrome polishing. They are in two parts, a left and a right and the screws securing them are flat headed chrome plated machine screws (countersunk). They are a die cast metal and can be heliarced if they should get broken. Not available new or reproed.

GRILL
The grill is in two parts and the exterior is chrome plated. The back side and the inside of the squares are painted silver. They are not available new or reproduced.

GRILL MOLDINGS
The center mldg. is available new at a current price of $11.63 part #4047496. When instaling this mldg. be careful not to tighten the top nut too tight as the mldg. is not cut to the proper contour to fit the grill, and it can be broken. The intermediate mldg. is 8 5/8" long and is not available new, as is the outer mldg., which is 8 3/16" long. They are die cast metal and can be heliarced and plated.

HOOD LETTERS
Letters are not available new but can be had as a reproduced item from the Mid-Atlantic Region of the L.C.O.C., or from the Western Region of L.C.O.C. The two are different reproductions. Western Region's letters are brass and are perfect in every way with the exception of the treads not being too clean cut. The price is $3.00 each or $30.00 for a set of eleven, front or rear. There are eleven letters on the front with the center N being angled to fit the crease in the hood. There are eleven letters on the rear. The letters should have flat faces with tapered sides and sharp edges. Letters use a no. 10-24 nut which is available new. The rear letters use a nut and washer only. The front letters use a nut, washer, cup and a rubber insulator. To improvise on the rubber insulator use a piece of rubber hose to fit over the stud and cut to the proper lenghth. They are available new, but the price is $1.65 each!

HOOD ORNAMENT
The hood ornament should have all precise edges (sharp) and corners with no rounding. The original ornament is no longer available new and was used only on the Mark II, and was of a die cast metal. Narragansett Restoration Co. and Holiday Special Interest Autos Inc. both have a reproduction in brass. HSIA's is a perfect reproduction and is within a thousands of an inch of the original, whereas others on the market are much smaller due to the casting process. The price is $75.60.
On many of the originals they appear to have been cast crooked when looking down on them from the top.

DOOR LOCK COVERS AND LOCK BODIES
The lock covers should have sharp edges with no rounding. They are not available new. Narragansett Restoration Co. has a reproduction that is reported to be smaller in size, but they are the only ones available. The lock bodies should have flat surfaces and tapered sides. They can be chrome plated if the key cylinder is first taken out. For R&R of the assembly see page number . To release the cylinder from the body: On the back side, top, there is a keyway that is pressed into place. This must be removed to release the cylinder. The cover holding the tumblers in place must be removed and the tumblers taken out. Don't bother with the sequence of the tumblers as they should be replaced with new ones anyway and a local lock shop will do it for about $2.50 for each cylinder. It is near impossible for any plater to plate and polish a small part without "knocking" the sharp edges off. So don't expect him not to. If the price is "right" he may put the edges back on.

AIR CONDITIONING, COOLING SYSTEM AND FAN

FAN

Cars equipped with air conditioning had a six blade fan, others with a five blade. Also, air equipped cars had a "fan to crankshaft revolutions of 1.08 to 1 ratio, while non-air cars had a ratio of .90 to 1 ratio." This was achieved through the use of smaller and larger pullys. Fan with air measures 52.99" while standard is 46.63".

FRESH AIR INTAKE

All 1956 cars with air had the fresh air intake in the leading edges of the quarter panels, with a volume control located on the drivers side in the package tray area.

All 1957 cars with air had the fresh air intake located on both sides behind the grill with a rubber type of hose leading off the duct work behind the fenders, and routed through the rocker panels to the air conditioning unit located in the trunk.

COOLING SYSTEM

One Mark II owner says he gets cooler operation of the cooling system by blocking off the water by-pass tube coming from the water pump.
Cooling system capacity 25.4 quarts.
Decal on passenger side of radiator, white letters, black background reads "USE PERMANENT TYPE ANTI-FREEZE".

SPRINGS

Air conditioned cars had heavy duty rear springs.

C56N 3509 DSO 343-A ordered export springs, which were heavier and was installed on all exports.
C56N 3508 was also ordered with export springs. C56Q 3656 also had export springs.

ENGINE DETAILS

The engine block of the Continental Mark II is painted the same color as the jack, a tan metallic with a tint of green. Accessories are painted black, such as the intake manifold, exhaust manifold, steering pump and mount plate (the plate between the mount plate and the pump and the block is painted engine color), the radiator (flat black), the water outlet connection, the water outlet tube, the water pump pulley, crankshaft pulley, generator and mount bracket, fan, engine mount mounting bracket, starter, air cleaner and the attached elbo, transmission and oil filler tube, and the engine breather cap (under the intake manifold). The transmission and oil dip stick are chrome. The oil filler cap is chrome. The transmission and oil dip stick tube are painted black.
Other items to be painted engine color are: the transmission converter housing, the oil filler tube, the heads, water pump.
VALVE COVERS The covers are cast aluminum and can be bead or vapor blasted to get a sparkling clean finish. Water sand with 600Grit and polish the ribs and star. The acorn nuts are chrome plated.

ENGINE COMPARTMENT DETAILS

HOOD LINER

The Mark IIs, up through approximately serial number C56G 3200, were equiped with a full cover hood liner of a dark charcoal grey mesh fiber not unlike a hop sac material. These hood liners are bordered in a grey fabric trim and are screwed to the

continued

ENGINE COMPARTMENT, CONTINUED

the hood with 15 number 8, 15x 1/2" pan head self tapping screws with flat washers of a 13/16 ths ID x 4/5th" OD. Four more of the same screws secure the two hood insulator supports located in the forward section of the hood panel. These are 21 x 13/32" long and 19" x 15/32" long respectively. These two hood liner supports are not visible other than the edges near the edge of the hood liner and perforate the liner approximately 6" on either side in the case of the forward support and approximately 10" in the case of the rear support. This hood is also different from later models in that part of the metal is cut out and a tar paper insulation used.

LIGHTS

The above mentioned liner*and hood comes equiped with two mercury switch operated hood lamps in a galvanized color. The wiring is concealed beneath the liner.

From near serial number C56G 3200 the above hood liner is not used. The new hood liner is a charcoal grey spun fiberglass insulation material that is cut in to the shape of a V. It fits in to the opening in the center of the hood, following the contour pattern stamped in to the hood's inner panel. Instead of a tar paper insulation in the other stamped out areas, it is made up of solid metal, unlike the earlier models. This hood liner is also secured with the same two supports, however it serves no function and it is completely visible. The support rods are painted black. Narragansett has a repro full hood liner for about $75.00, not identical. The hood lock dowel is a copper to honey gold colored bare metal. The attaching plate is painted black. The bolts, flat washers and lock washers securing the plate are unpainted.

The hood underside and the hinges are painted body color.

The air and heater blower motors and duct work are all painted black.

The inner fender aprons and firewall are all painted body color.

Voltage regulator cover is painted black.

The air conditioning compressor, clutch and expansion valve are painted black.

The frame work holding the hood lock panel and grills in place are painted black. See page number 104for details. Also, the angle attachments are painted black.

The hood lock support plate and attaching end pieces are painted body color. See page number for details.

The air conditioning condensor and the 1957 transmission cooler, the three horns and the lower splash pan are painted black.

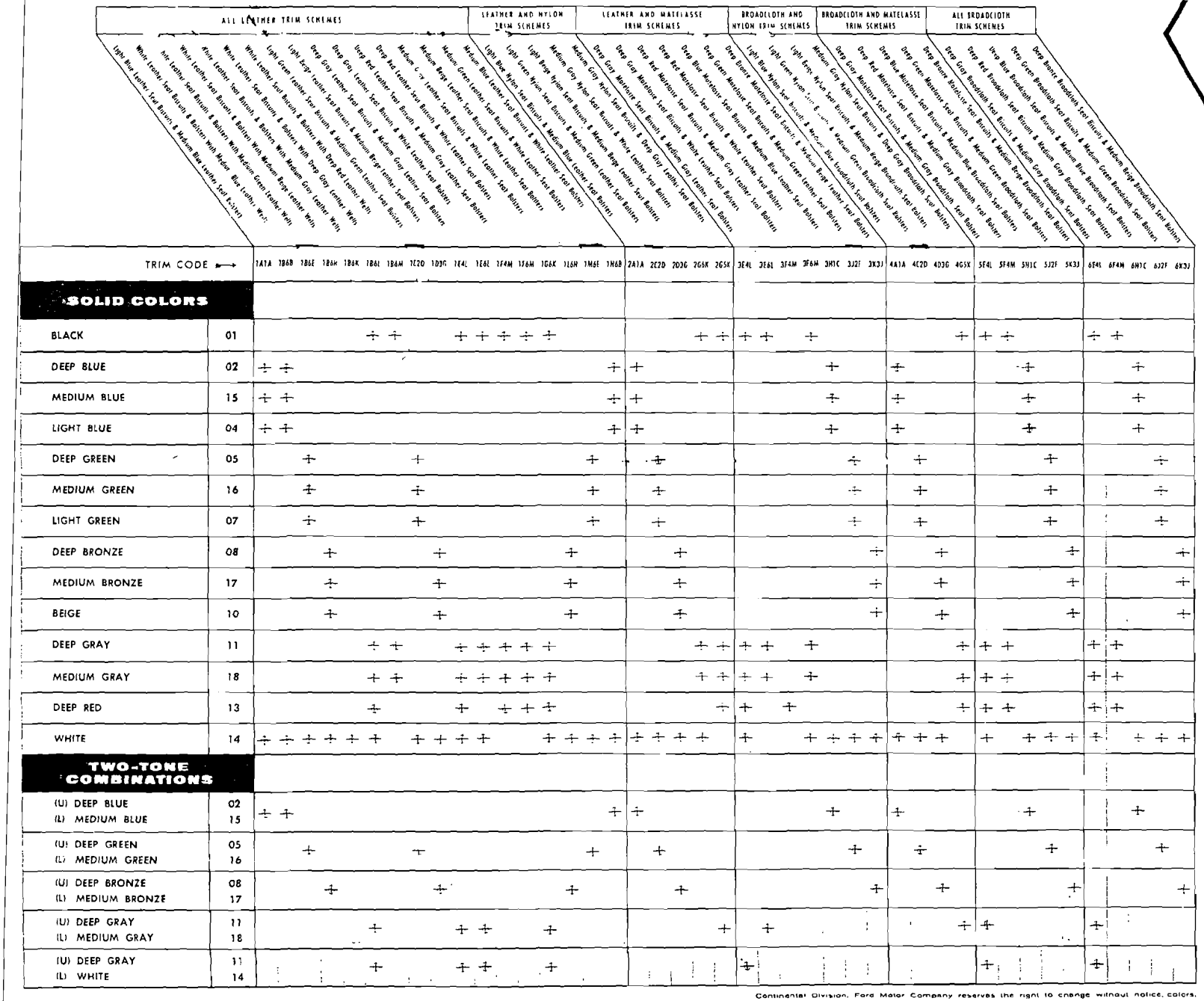
Battery tray is painted black.

Fuse box cover and support are painted black.

Dip stick tubes for the oil and transmission are painted black.

The steering column cover on the firewall is painted black. The column is interior color.

*A photo on page 39 of MOTOR LIFE magazine dated July, 1956 shows a full hoodliner with the insulator bows (supports) fully exposed.



Continental Division, Ford Motor Company reserves the right to change without notice, colors, materials, equipment and prices and any other specifications without incurring any obligation.

1956 COLOR AND TRIM

See Chart at Left.

1957 COLOR AND TRIM

The following press release, for Oct. 3, 1956, briefly describes the changes for the 1957 Continental Mark II model year:

Thirty-nine interior trim options and four new highly iridescent exterior colors will be available in Continental Mark II during the 1957 model year, it has been announced by Henry B. Daniels, general sales manager, Lincoln Division.

The new colors - bronze, silver, medium blue and medium green - replace four other medium shades which had been offered, so that the car will continue to be available in 14 single exterior colors and five two-tone combinations.

Selection of the new color and trim combinations was based on preferences expressed by customers since introduction of the Continental Mark II in October 1955, Mr. Daniels said. "However, each has been carefully reviewed to be sure that it is in keeping with the modern formal theme of the car," he added.

Included in the 39 trim options for 1957 are 19 new combinations, 12 of which are all-leather or leather-in-combination. The remaining seven new trim schemes are all-broadcloth. Leather-nylon and leather-matelasse combinations previously available have been continued.

Leather, either alone or in combination with another material, has been the choice of more than 90 per cent of all Continental Mark II buyers.

COLORS, FINISHES, COMBINATIONS AND PIN STRIPING AND MONOGRAMS

There were 14 colors offered in 1956.

There were 5 two-tone combinations offered in 1956.

There were 15 colors offered in 1957.

Four colors of the 1956 model were cancelled and four new iridescent colors added for 1957.

Some DSOs ordered the 1956 colors on their 1957 models at an extra charge.

Red wheels were DSOed on at least 5 cars, serial numbers 1358, 1729, 1746, 2254, 2801.

A red background on the wheel cover was DSO on number C56A 1729.

C56B 2028 had a DSO for a deep grey car with shocking pink and white interior and a pink nose strip and body stripe(pin striping).

C56C 2254 was a deep blue with a red interior and blue carpets, red wheels and red body stripe(pin striping).

C569 1358 was a white #14 with red wheels and red monogram. This is a 12 thousand mile car belonging to John "Pat" Ford of San Diego, a L.C.O.C. member that shows the car whenever the opportunity arises.

C56J 3347 DSO 56C 228 is an all white car including white interior with deep grey carpets. Everything inside the car is white! Reportedly belonged to Elvis Preseley.

At least two Mark IIs: C56R 3797 D886 S466-1F6M-n and C56R 3800 D886 S460-7-1B6M-n has the DSO color designation of D886. It is unknown what color this is, unless it is a mistake and should have been D885 for white Lucite.

ENGINE COLOR

The engine color is the same color as the bumper jack, a tan metallic with a tint of green. C566 975 has a red engine and a blue air cleaner which is unknown to be original. Motor Life magazine dated December 1955 shows a Continental Mark II on the cover with a red engine and black oil filler cover. This photo also shows there to be no decal on the radiator and the radiator has dents in the top tank! See INDEX for engine details and other pertinent information.

1956 COLORS

All of the 1956 colors used, unless specified otherwise on the invoice of the car, were painted in nitrocellulose lacquer. In 1957 the introduction of the Ford medium irridescent colors described below was done with the use of acrylic lacquer rather than nitrocellulose. The other remaining colors that were carried over from 1956 would be a nitrocellulose lacquer. See *CHEMICAL PROGRESS, a news bulletin from Carbide and Carbon Corp.* in this section on page 73 , this gives photos and description on how the paint was made. Also, see INDEX. For some reason this technical information from the Technical Data Manual reports that the 1956 finishes were done in enamel. This is the only place that the word enamel has shown up in all the research that the author has done, except on wheels.

1957 COLORS

1957 saw the introduction of four new colors in medium iridescent colors, plus a new white. All five of these were done with DuPont's new Lucite acrylic lacquers. The colors were; medium blue iridescent, medium green iridescent, medium tan iridescent, medium gray iridescent and white, described by code number D885.

COLOR CODES AND PAINT COMBINATIONS

COLOR	CODE NUMBER	
Black	01	
Deep blue	02	
Light blue	04	
Deep Green	05	
Light Green	07	
Deep Bronze	08	
Beige	10	
Deep Grey iridescent (use '68 GM #V Lucite 4898)	11	
Deep Red maroon	13	
White Starmist	14	
Medium Blue	15	
Medium Green	16	
Medium Bronze	17	
Medium Grey	18	
Medium Blue iridescent	19	('57 only)
Medium Green iridescent	20	('57 only)
Medium Tan iridescent	21	('57 only)
Medium Grey iridescent	22	('57 only)
White	D885	('57 only)
	D886	(may be a mistake)

TWO-TONE 1956 only

COLOR		COLOR	
Upper-Deep Blue	02	Upper-Deep Grey	11
Lower-Medium Blue	15	Lower-Medium Grey	18
Upper-Deep Green	05	Upper-Deep Grey	11
Lower-Medium Green	16	Lower-White (Starmist)	14
Upper-Deep Bronze	08		
Lower-Medium Bronze	17		

MATCHING EXTERIOR COLORS

The following is a partial list of the colors used on the Mark II and a cross reference of colors from current automobiles that come close, or in some cases an exact match, to the original Mark II colors. Some of the original Mark II colors are still available from DuPont (DuPont's Lucite was the original Lucite colors used on the four irridescent colors) so check with DuPont first. The lacquers used on the Mark II were provided by Rinshed-Mason (RM), see page for details on the making of the lacquer. Ed Spagnolo, editor of the L.C.O.C. publication "The Lincoln Continental Observer" of the Mid-Atlantic Region, provided most of the following information. The code numbers are those of DuPont.

01	Black	Black #99L, Lucite
02	Deep Blue	1972 Ford Dark blue Metallic #5379LM
04	Light Blue	1975 International Harvester Glacier Blue #7871L
05	Deep Green	1971 American Motors, Raven Green Metallic #5221L
07	Light Green	1975 American Motors, Ivory Green #4353L
08	Deep Bronze	1962 Chrysler Corp. Cordovan Metallic #4271LH
10	Beige	1974 Chevrolet & G.M. truck, Desert Sand #5501L
11	Deep Grey	1971 American Motors, Charcoal Gray metallic #5225L
		1968 General Motors, Charcoal #V #4898L
13	Deep Red	1975 Chevrolet & G.M. truck, Rosedale Red #42870LH
14	Starmist white	1973 Ford Wimbledon white #4775L. Avail. as #14
15	Medium Blue	1966 General Motors, Cobalt Firemist #4725LH
16	Meium Green	1973 G.M., Viridian Firemist Metallic #5561L
17	Medium Bronze	1971 General Motors, Briar Metallic #5286L
18	Medium Grey	1971 Ford, Light grey Metallic #5096L
19	Medium Blue Irri.	Still available as #19. 2635L
20	Meium Green Irri.	Still available as #20 2637L
21	Medium Tan Irri.	Still available as #21 2634L
22	Medium Grey Irri.	Still available as #22 2636L
D885	White	

Almost all of the above colors in the cross reference can be ordered as either acrylic lacquer or acrylic enamel by simply leaving off the letters at the end of the numbers such as the "L". This represents "Lucite", which is acrylic lacquer.

STORING YOUR MARK II....

Storing of your collector car is not recommended, especially a Mark II. Valves (engine) will stick. Hydraulic lifters will stick. Brake system will deteriorate very rapidly. Transmission seals will dry out. Gas will get stale and sticky. Acids in the oil will eat metal. Cooling system will be damaged, drained or undrained. Many other things will go wrong. Try to make arrangements to have someone start the car every two weeks and drive it for an hour or more every four weeks. You have a good investment in your Mark II, don't wreck it!

CONTINUED COLORS

The painting process is described in the salesman's Data Manual as follows:

"To provide paint matching, all parts of a car to be painted are done at the same time, under the same conditions of temperature and humidity, by the same operator.

"First, a 5 stage phosphate treatment prepares the bare metal for painting. The casustic wash, phosphate coating, and chromic acid, with hot-water rinses between each step, are applied by a whole series of sprays, playing back and forth.

"Then, successively, two double coats of primer (the first in red and the second in grey, the red to serve as a 'red light' to prevent sanding down to the metal) and three double coats of lacquer.

"A total of 10 applications in all.

"And each paint coating is treated as if it were the last. After a special slow baking of the coat, each is wet-sanded, and minutely inspected.

"The Continental Mark II underbody gets extraordinary attention, too. A complete undercoating (not just the usual sound-deadening of the wheel housings) is applied during building, when all corners can be reached."

MATERIALS MATERIALS USED IN A CONTINENTAL MARK II

LEATHERS
The majority of leathers were of imported hides from Bridge of Weir, Scotland, from the Bridge of Weir Leather Company. There are reputed to have been a few hides that were ordered from Denmark also. These are very rich, heavy-grained and highly texturized leather hides.

Some Continental Mark IIs have been identified on the Ford invoice as having a "Scottish grain leather". This was the same Bridge of Weir leather but was even heavier in grain texture than the standard Bridge of Weir leather and usually had what appeared to be dark moldings in the bottom of the grain, giving it an even more textured appearance.

NYLON
A shiny nylon float yarn in basket weave pattern was used in the Continental on the seat biscuits and door biscuits only.

MATELASSE
This was a soft jacquard woven fabric with 100% nylon surface used for seat biscuits and door biscuits, as with the nylon.

BROADCLOTH
A high quality broadcloth from a mill in Massachusetts was used in the Continental. This was featured on the biscuits and bolsters as well, in combination with leather or nylon or matelasse. It was a heavy fabric of 28 to 29 ounces per square yard.

continued

In the case of the nylon matelasse or broadcloth fabrics , leather was always used as a basic trim on the dashboard, door arm rests, garnish moldings, seat shells on the back of front seats, and the seat welting. The windlace used around the doors on the Continental was always leather.

VINYL
Vinyl was used for the lower door arm rests and the kick panels on the 1957 Continentals. An examination of serial number C56K 3415 (a car produced in late September), and C56 L 3420 (produced in early October) revealed that the door arm rests of the former, a 1956 model, were leather, and the door arm rests of the latter, a 1957 model, were vinyl.

HEADLINER
C56I 3286 had a DSO which called for a white leather headliner, paint no. is 14 white.

Two basic headliners were used on the Continental Mark II. One was a white nylon basket weave material used in almost all cases where there was any white leather used in the interior trim. The other was a broadcloth material used in almost all cases where there was no white leather used in the interior trim. These broadcloth headliners were in a solid color combination (which was never offered as standard and would always be a DSO with the exception of one P11N, a solid black interior which used a black nylon basket weave headliner), or a two-tone color combination. In the case of the two-tone combination, the headliner would always match the lighter color (i.e., medium beige bolster and light beige biscuit combination 1D3G, the headliner would match the light beige biscuit).

CARPETING
The standard Continental Mark II carpet was a deep (1 1/2" plus) cut pile carpet of 90% rayon and 10% nylon blend. It came in the colors of deep red, black, medium blue, medium green, medium beige, deep bronze, deep green, and deep blue. A total of eight colors.

An option offered by the Continental Division was mouton fur, which is a very select lambskin, at a cost of $350.00.

TRUNK CARPETING
The trunk carpet should match the interior floor carpet in color. It is a shallow-cut pile carpet trimmed in matching vinyl welt. In the case of mouton fur the trunk carpet has been noted not to have much consistency of color.

SPARE WHEEL COVER
The spare wheel cover is done in a matching vinyl material and is on both the 1956 and 1957 models.

JACK COVER AND COLOR AND LOCATION AND TIE DOWN
The jack cover match the spare tire cover and the carpet trim. The jack cover was not used on the very early Continental Mark IIs when the jack was mounted on the

continued

JACK COVER, CONTINUED

right side of the trunk compartment, but it was used on the later Continental Mark IIs from approximately serial number 3500 forward, where the jack was remounted on the right side again. In other words, the early Mark IIs had the jack mounted on the right side with no jack cover. Sometime in 1956 the jack was moved to the floor just behind the spare tire with a jack cover and it was strapped down with a fabric belt and a chrome-like buckle. The early jacks on the side used a natural color leather belt, as did the later 1957's. Sometime after serial number 3500 the jack was again moved to the right side in the quarter panel, using a cover.

However, all of the above information has discrepencies as the following will show:

C569 1212 built 9-55 Jack is on the side secured with a steel tie down. This tie down arrangement is shown in the glove box manual and early factory photos. Tie down is painted jack color.

C560 1428 built 10-55 Jack is on the floor.

C560 1635 built 10-55 Jack is on the floor, with a cloth tie down belt.

C56B 1950 built 12-55 Jack is on the floor.

C56B 2192 built 12-55 Jack is on the side secured with a leather strap.

C56C 2298 built 1-56 Jack is on the floor, with a cloth tie down belt.

C56C 2386 built 1-56 Jack is on the floor. It has the 1957 trunk hinges!

C56Q 3682 built 2-57 Jack is on the side.

MISCELLANEOUS ROUND MIRROR NUMBER ONE MARK II

A factory original prototype photo which the author has seen shows a Mark II with a round exterior mirror. The same photo is in O.C. Rich's book. Many early photos show the Mark II without a mirror. It would appear that this was a last minute decision to even install an exterior mirror, much less the beautiful mirror that was eventually put on. To back this up, the author has researched number 975 and finds that this car was first built without a mirror, having the same chrome molding as is on the right side of the windshield (not shortened for the mirror base), but then was changed to accept the proper mirror. The two holes (one is drilled by mistake as is on the right side) that attach the molding are on the left side. This car, number 975, the first Mark II , had at one time been owned by a woman in San Francisco , had the engine go out on her and she took it to a local garage to be repaired. When she couldn't pay the bill the garage sold the car for seven hundred dollars in 1965, to Mr. Frank Loob. Mr. Loob lost interest in the number one (unknown at the time) and tried for a period unsuccessfully to sell the car. Eventually he sold the car in 1974 for seventeen hundred dollars to Mr. Hosono of San Diego, who sold it to the current owner, Mr. Ronnie Reeves of Whittier, California for thirty-four hundred dollars. The car is NOT now for sale at any price! It is believed this is the car mentioned above without a mirror, and with a round mirror, and is in many of the factory photographs which you may see. The car is not running and is in need of a complete restoration. See INDEX for more.

MISCELLANEOUS, CONTINUED

C566 975, Mark II number one, as mentioned on the previous page and believed to be the car in many factory photos, also had no tail lamp fuel handle (the small chrome mldg. on the right side to pull the light out) in these photos. The factory license number on this prototype was AV-50-73.

Continental produced a plastic license plate for use on the show room models.

There are at least two units with the paint code D886. It is unknown at this time what color this is, if indeed it is a color, or a mistake.

Om many Mark IIs the right front seat hits the dash panel and damages it when it is tilted forward. The salesmen apparently had caught this faught and many cars were ordered special to have the seat set back one inch. See INDEX for page number showing DSO (Dealer Special Order) list.

MISSING NUMBERS

Car number 567 985 and C568 1004 have been located, but none of the numbers in between have been located. It is being thought that they do not exist. Do you have one of these numbers?

Number C56A 1762 was Henry Ford's personal car and it was black with a canvas roof covering.

Number C56K 3394 was the first DSO that called for the 1957 engine "build up". Number C56K 3400, 3426, 3430, 3436 called for the "build up". The last unit that called for this "build up" was 3450.

It is believed that from about C56B 2200 on all cars were equipped with front gards.

The Paint Inspector's stamp on various places of the car, under the hood and trunk, is in bright yellow paint and looks similar to this:
It appears to have been hand stamped.

Serial number C56G 3165, a car having only 981 miles on it, has no tail lamp clip (a vibration damper) under the left fuel lid tail lamp. But it does have the two screws that were previously used to secure it. They are unpainted.
This car has chrome stainless steel side mldgs. that were reportedly installed by the dealer on most Mark II's he sold. They are about one inch wide and follow the contour of the sculpture line on the side. The piece where the line makes the dip is a separate one and the entire job is well done and almost looks like a factory job.
Another Mark II the author has seen has a body side mldg. made of solid brass and is chrome plated. It looks like a factory job, though there has never been any verification of this. This same unit has air scoops in the front fenders just in front of the doors and the fender emblems were to the front above the fenders. It is a poor job and the author believes it to be a body shop "custom", the same as one unit he knows about that has dual headlamps, one above the other. It is obviously a "custom".

MISCELLANEOUS, CONTINUED

An additional Ford publication that has a Mark II article is *LINCOLN-MERCURY SALESMAN* February 1963.

THE CONTINENTAL STORY hardbound book and a letter from William Clay Ford were mailed to prospective customers of the Mark II.

GLUE-ADHESIVE

A good all around glue and adhesive for carpets, upholstery, weatherstrip, etc. is LOCK-TITE carpet and upholstery adhesive from any upholstery supply house. It is very inexpensive and it will glue! Comes in clear. HSIA also stocks this glue.

CHROME AIR CLEANERS

Many Mark IIs have been researched that have chrome air cleaners. It is acceptable to have a chromed one on your Mark II. See INDEX.

DOOR GLASS RATTLE

Should your door glass have a slight rattle in it, it may be repaired in a moment. Part number 4049017 is a stainless steel and felt retainer that is spot welded between the door and the glass frame. The felt becomes worn and the window will rattle. To make a proper repair it must be replaced which is quite a job, or, you can insert a flat bladed screw driver between the part and the door and tighten the piece against the window.

SHOW COVERS

In the designers world the wheel covers are known as "HUB SHOW COVERS".

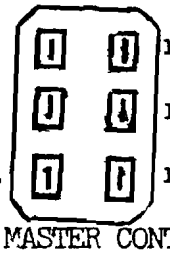
Bill Ford liked Honolulu Blue color so well that when he and the commitee called on outside designers to design the future Mark II, he insisted that they all use the Honolulu Blue on the sketches.

WINDOW SWITCHES, OPERATION

The proper sequence of the switch operation is as follows: Sitting in the driver's seat, the switch furthest from you operates the left vent window, the right switch operates the right vent window, and so on. See illustration.

To raise windows, the switch pushes forward.

To lower windows, the switch comes back toward the driver.



MASTER CONTROL

To open the vents, pull back on the switch.

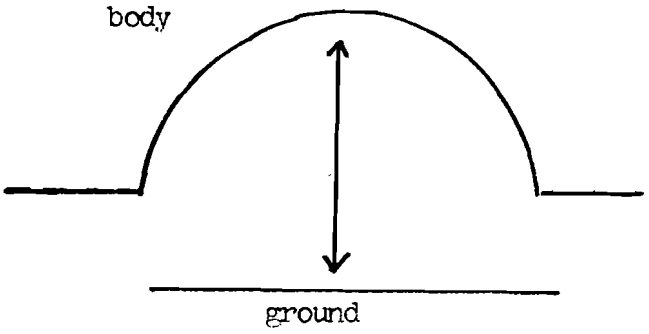
See INDEX for more information on switches.

MISCELLANEOUS, CONTINUED

STANDING HEIGHT

Measuring from the bottom of the fender and the quarter panel (the wheel opening) at the top of the wheel opening to the ground surface, the correct distance should be 26 1/2 inches front and rear. The following are the measurements taken from six Mark IIs, one with new springs on the front (67 T. Bird cut down).

FRONT	REAR
24 1/2	25 1/8
24 3/8	26 1/4
26 3/4	28
25 3/4	26 1/8
26 1/2	26 1/4
26 1/2	26 1/16



ALUMINUM

There are 65.52 pounds of aluminum in the 1956 Mark II, mainly in the transmission.

LINCOLN CONTINENTAL MARK II ??

The Continental Mark II is not a Lincoln. Continental was a separate division just as Mercury, Lincoln or Ford is. They are produced by the Ford Motor Company.

SPARE TIRE

Should you be using the new L78 tires on your Mark II and the spare is the same, the spare will not fit in the tire well opening. To relieve this problem, cut the bottom of the latch support off and weld in a new support. In other words, eliminate the length of the support so the tire can clear on its way in.

GREENFIELD MUSEUM

The museum has a black 1956 Mark II donated by Douglas Firestone, Jr. Not a restored auto but in fine condition.

SPRING LOADED TAIL LAMP

Popular Science, November 1955 ran an article and a photograph showing a Mark II with a spring loaded lamp. The button was under the left rear bumper. No other information has ever been found or released on this feature.

MANUAL TRANSMISSION

The same magazine as mentioned above also listed a manual transmission as an option. Here again, no further information is available on this.

PROTOTYPE INSTRUMENT CLUSTER

One factory prototype photo shows the amp meter and the oil gage in each others location.

MISCELLANEOUS, CONTINUED

REAR SEAT BACK

The rear seat back of a non-air conditioned Mark II will not fit in an air conditioned model. With air it is cut out on the back side to accomodate the air duct, whereas the non-air is not cut out. It is a tough job to convert but it can be done. It is not advised.

DYEING UPHOLSTERY

A beautiful job can be done of dyeing. Any color to any other color can be done on a complete interior , minus the headliner, in just one day and be done properly. A good dye is UTICOLOR and they can match any color you want in a leather or vinyl dye. It is not cheap at about $80.00 a gallon matched, but it does a beautiful job and will not rub or wear off. Be sure to clean the surface throughly and do a good masking job and you will be proud of the results.

AIR CONDITIONING VENTS

To remove the roof mounted air conditioning chrome vents, turn the entire unit to the right to remove.

QUARTER WINDOW MOTORS

When instaling these motors be sure they are not secured too tight with the three screws or they may bind up and not work. Also, this can cause the brass gear to strip its teeth. This brass gear is available from HSIA.

SPECIAL D885 FINISH

There were 76 Mark IIs finished with this special color of white by DuPont Lucite.

ROBERT H. DAVIS, EXPERT

Bob is an authority and expert on the Mark II and is always willing to talk Mark IIs. He is a L.C.O.C. member and his wife, June, should be "Miss Mark II". 1474 Duncan Dr., Nogales, Arizona, 85621

MEYER ENGINEERING, BUD MEYER

Bud is also an expert when it comes to the Mark II and its mechanical functions. He has been in the business of curing the Mark II since it was introduced in 1955. He specializes in converting brakes, air conditioning, etc. 646 No. LaPeer Drive, Hollywood, Calif., 90069 213-652-5482

WATER IN SWITCHES

If water should run into the electrical switches from faulty weatherstriping, it can and will ruin the switches (which are not replaceable). To cure this condition, drill a hole in the bottom of the bakelight switch body for a water drain. To cure the problem, replace the weatherstriping!

OVERHEATING OF THE MARK II

Got a Mark II overheating? This is typical!
To correct this problem lets go down the list and correct as we go:

1. Got any leaks? Around the radiator tank, hoses, by pass tube, water pump.

2. Radiator cap. It must be able to withstand 15 pounds pressure.

3. Coolant in system. This will raise the boiling point and provide better cooling for the engine. It will also help prevent rust.

4. Hoses. What are the condition of the hoses. If they are weak they will collapse under pressure. You can try this test yourself: With the engine running, increase the rpm from under the hood. If the hose is weak you can actually see it close when the pressure builds. A vacuum builds in the system and will close the hose.

5. Air pockets. An air pocket can actually be created in the system and cause a severe heat problem. Bleed the air pocket through a heater hose.

6. Thermostat. One thermostat is used and it opens at 168° to 173° F. It is fully opened at 192°F. If it is defective the engine will heat up.

7. Belts. If the belts are worn (they can look good) they will slip at all speeds and create a problem.

8. Corrosion in engine block. If your engine is not fairly new or recently rebuilt, it can have a thick layer of rust and deposits on the side walls and passages. A back flushing will sometimes correct.

9. Fan. Are the fan blades bent? If so, it will not flow the correct amount of air over the engine. Also, the Mark II with air conditioning has a six blade fan as opposed to the standard five blade and the pully sizes are different. See INDEX for more on the fan and the pullys.

10. Water pump. It could be defective even though it looks and sounds good.

In summation, take your Mark II to a reputable radiator specialist to diagnose your problem and correct. On the 1957 air conditioned units the transmission cooler and the air conditioning condensor adds to restrict the air flow. The radiator is 2 1/4" thick and maybe going to a larger radiator, by recoring with a thicker core of about 2 3/4" will certainly run your Mark II cool.

Refer to the specifications pages and to the INDEX for further information.

Don't overlook the possibility of a blown head gasket. A Specialist can detect this is just two minutes with a chemical test.

If all of the above is in fine order your Mark II will not run hot!

Are the bugs cleaned out of your radiator, condensor and trans. cooler?

DSO DEALER SPECIAL ORDER

The earliest recorded DSO number is DSO167 on serial number C56G 3174 belonging to Bellflower Auto Trim in California.
The second earliest number is DSO168 belonging to Axel Holm of Arizona, number C56G 3176.
To give an example of some of the DSOs, or a deviation from standard, follows:

1358 White car with red monogram and wheels.
1729 White with red wheels and red wheel cover background.
1746 Medium grey with red wheels.
2028 Grey with shocking pink nose stripe and body stripe and pink and white interior.
2203 With seat set back.
2 195 Special light frame.
2223 Special light frame.
2235 Note on invoice that this was the last unit built in 1955.
2254 Deep blue, red interior and blue carpets. Red wheels and body stripe.
2801 Black with red wheels.
2813 Two-tone with clear glass.
3 213 Medium blue 15-1A1A, gold plated wheel covers.
3215 Called for forged crankshaft.
3 218 Called for extra front and rear carpets.
3252 041B6B called for Scotish leather and an arm rest in the front seat.
3257 Black with solid red interior and monogram "ATL".
3286 White with solid white interior and leather headliner.
3297Grey with solid black interior and a one inch seat set back,low density cushions.
3347 Solid white interior and exterior with deep grey carpets. DSO56C-228.
3394 Called for 1957 engine build-up.
3490, 3373, 2815 called for pig skin interiors.
3508 DSO349 export springs front and rear. Had air conditioning.
3 509 and 3656 DSO343-A export springs.
3572 Grey with solid black interior and black side wall tires.
1670 Gates Tires
3683 General Tires.
3691 143E6L Goodrich Tires.
3783 6 ply tires 8.20x15
3885 Goodrich tires.

Later in 1957 the DSO designation was changed to just an "S". It appears that not all Mark IIs had a DSO or S designation even though it had a DSO, on the data plate. It seems that only in the latter year or so they kept a record of DSOs. Here are some more interesting numbers.

C56R 3746	14-7-1B6H-N	C56S 3884	01-7-1B6M-N
C56R 3797	D886-S466-1F6M-N	C56S 3892	22-S481-1E6L-N
C56R 3800	D886-S460-7-1B6M-N		

The D886 appears to be a mistake or a paint color we do not know about. The 7 is probably for 1957 as this has not been verified. The N for the rotation number still has us baffled.

	serial	Month	F	S	OC	CC	PP	CP	PC	CC	LA	VA	LK	VK	HS	TC	TH	SH	CS	LS	HC	I4	I2	TM	AV	RV	Trim	Owner
	C566 975	6-23-55						X		X		THIS	IS	THE	FIRST	PRODUCTION	MARK	II	x								Reeves, R
	C566 977	6-30-55				X																						Price, HT
	C568 1026	8-14-55																									spec B5G 88-X CCF 814	
*	C568 1103	8-55		x		x	x			x					x	x		x			no	x		x				
*	C569 1212	9-14-55		x														x						x	x		02-1N6B-914-13	Webb, T.
	C569 1278	9-55																										
	C569 1358	9 -55	x			x		x		x								x			x	x		x				Pat Ford
	C560 1428	10-55	x			x		x		x	x				no			x			x	x		x	x	x		Bowler, D
	C560 1635	10-28-5	x			x		x		x	x				no			x						x	x	x	13-1F4M-1028-3	Hudleson
	C56A 1891	11-55		x		x		x		x	x		x		no	x		x			x			x				W. Hawkins
	C56B 1927	12-55	x																									R. Reeves
	C56B 1945	12-55	x																									Desert Clas.
	C56B 1950	12-6-55	x			x									no			x			x						01-1F4M1206	V. MacGuire
	C56B 2131	12--55	x																									Desert Classi
	C56B 2192	12-28-55		x		x	x			x	x		x					x		x	x	x					11-1E6L-1228-5	F. Cook
	C56C 2236	1-56			LAST	UNIT	BUILT	IN	1955																			
	C56C 2298	1- -56	x		x		x								no			x			x	x		x	x	x		Holiday, B
	C56C 2342	1- -56			x						PARTS		CAR												x			Holiday, B
	C56C 2386	1-13-56	x		x		x		x		x		x		no	x	x		x		x	x		x	x	x	01-1G6K-113-A	P. Stone
	C56C 2582	1- -56	x		x						PARTS		CAR		no		x		x					x	x			Holiday, B
	C56C 2616	1-56	x		x		x			x	x		x		no		x				x	x			x			Sand, R.
	C56D 2690	2- -56			x						PARTS		CAR												x			Holiday, B
	C56D 2747	2-56	x		x		x		x		x		x		no	x	x					x			x			Watson, R.
	C56D 2834	2-56	x		x		x		x						no	x	x				x	x		x	x			Richie, J.
	C56D 2861	2-56		x	x		x		x						no		x					x						
	C56E 2897	3-56		x			x		x		x		x		no	no				x		x		no	no			Bichich, E.
	C56F 3108	4-56	xx				x		x													x		no				Reeves, R
	C56G 3151	5-56					x								no	no							x	no	x			Powers, J.
	C56G 3165	5-56	xx				x		x		x		x			no	x			x		x		x			981 miles	Reeves, R.
	C56J 3369	7-56	x		x		x		x		x		x				x				x	x						Reeves, R.
	C56L 3420	10-56	xx				x		x			x	x		no	no	x				x	x			no		D22-S290-1E6L	Brophy, J
	C56M 3483	11-56	x		x		x		x						no	no	x				x	x				no		Rhea, W.
	C56K 3405	9-24-56			x		x		x		x		x								x	x			no	no	19-56C-265-K24-2	
	C56N 3539	12-56										x		x													D21-1D3GN	
	C56P 3583	1-6-57			x		x		x														x				14-1P6N-N	
	C56Q 3682	2- -57		x	x												x				no				no	no	D20-7C2D	Holiday, B
	C56Q 3689	2-57										x	x															Price, HT
	C56R 3740	3-57		x	x		x		x		x			x	no	no	x			x	no		x				19-7-1B6B	
	C56R 3776	3-57					x		x			x		x													14-1P11N-N	Vallon, J
	C56T 3982	5-57		x	x		x		x						no	no	x				no		x		no			

CODE FOR GRAPH ON PRECEEDING PAGE:

F	Floor mounted jack.
S	Side, right quarter panel mounted jack.
OC	Open consol at the bottom to facilate adjustments.
CC	Closed consol.
PP	Painted pulls on the interior door panels.
CP	Chrome plated pulls.
PC	Painted Covers over the bulb for the ashtray.
CC	Chrome Covers.
LA	Leather Armrests on the door panels.
VA	Vinyl Armrests.
LK	Leather kick panels.
VK	Vinyl kick panels.
HS	Hinge stop on the tail lamp hinge.
TC	Tail lamp clip for vibration under tail lamp.
TH	Torsion hinges in trunk.
SH	Scissor hinges in trunk.
CS	Cloth strap for jack.
LS	Leather strap for Jack.
HC	Hood cut out. See section on hoods and liners.
14	140 MPH speedometer.
12	120 MPH speedometer.
TM	Thick mirror. See section on Exterior mirror.
AV	Air vents on quarter panels.
RV	Rain vents on vent windows.

—DIFFERENCES—

There are many items different on the 1956 and the 1957 Mark IIs other than are listed above.

The Holley and the Carter carburetor. Holley on the 1956, and the Carter on the 1957.

The full hood liner was used on the 1956, while spun asbestos is used on the 1957. See section on hoods and liners.

Two under hood lamps were used on the 1956, while the 1957 used one.

The 1956 Holley carb. used an oil bath cleaner, while the 1957 Carter used a Paper Pac dry filter.

DIFFERENCES BETWEEN 1956 AND 1957 MARK IIs

Star nuts, chrome, were used on the early 1956 power steeting pump, while later serial numbers used a square painted type of nut. At still other times a wing nut was used.

There are at least two different types of power steering pumps used. For 1957 they were improved.

Looking at the graph you can see that the jack location was moved from one area to another throughout production for no apparent reason.

The early production used a steel buckel affair that was painted the same color as the jack.

Early models, too, used a leather strap and then it was changed to a cloth strap on the floor, and back to the quarter panel with a leather strap. A jack cover was used when it was floor mounted.

The open consol seems to have appeared with the Jan. 1956 serial numbers. This makes adjustment of the control cables somewhat easier.

The chrome door pulls seem to have ended in Nov. 1956 and was replaced with painted ones. The same holds true for the bulb cover on the ash receiver.

Leather arm rests and kick panels seems to have been used throughout production, with emphasis on vinyl in the very last of production. It appears that Continental was using a little of whatever they had in stock to complete a Mark II.

The welded stop on the gas filler hinge appears only on the very earliest of the production.

The vibration clip under the left tail lamp appears on several of the production numbers.

Continued

The change over from scissor hinges to torsion hinges on the trunk lid appears to have taken place about the second week of January 1956.

While we are in the trunk compartment another oddity has come up; On the right quarter panel on many models there is a plastic coated hook that appears to be for a spring type of hold-down perhaps for the jack and tools. However, this hook appears on many models where the jack is on the floor. This is unexplained as of this time.

Hood cut-out. See the section on hoods and liners for more information. Sometime around October 1956 the hood being cut out and a tar paper material insert was changed to the all metal type hood with the spun glass material for a hood liner.

October 1956 also saw the change from a 140 to a 120 MPH speedometer.

October 1, 1956 became the 1957 model year with serial number 3418 being the first 1957.

Sometime in late 1956 saw the change from a thick exterior mirror to a flush mounted one. See the section on exterior mirrors. This applies to the glass only.

The exterior air conditioning air vents appear to have changed over during March, April and May of 1956 to the grill intake vents.

Rain vents on the vent windows is a metal trough affair that is designed to catch rain from entering the passenger compartment. When these were done away with is not determined yet. See graph.

Chrome air cleaners are acceptable as too many 1957 models , and others, have been seen with these to be mere coincidences of owners having them done at a later date.

The complete power steering system was improved for 1957.

The oil filter for 1956 was a filter cartridge type with the can remaining with the engine. 1957 changed over to a throw-away type where the entire unit is replaced.

1956 engine used an oil breather cap under the intake manifold that was very flat and had many louvers for vents. 1957 used a modern looking cap that had a single vent hole and the wire mesh can be seen. Change over date is undetermined.

Bumper guards were used in 1956 only on the units that were being shipped to the states that required a front license plate. In 1957, date not determined, all units were shipped with guards.

The frame for 1957 was lightened by eliminating one of the seven cross members.

1956 transmission used a steel convertor while 1957 used an aluminium one. Also, 1957 used a transmission cooler located in front of the radiator.

It is a weird sensation to see a Mark II that has both 1956 and 1957 changes, such as serial number C56C 2386 built January 13, 1956 belonging to Mr. Philip Stone of the Los Angeles area.

DIFFERENCES ON THE 1956 AND THE 1957....continued

The distributor on the 1956 is a vacuum type with dual diaphrams, while the 1957 has a single diaphram.

The choke manifold heat tube on the 1956 connects to the exhaust manifold and is quite noticeable, while the 1957 is not.

The 1957 used a transmission oil cooler in front of the radiator, which the 1956 did not.

JACK HANDLE CLIP

On floor mounted jacks there is a rubber coated metal clip screwed to the right quarter panel. This clip holds the jack handle.

EQUIPMENT AND OPTIONS

In the Continental Mark II, virtually all items usually considered as "extra-cost option"are standard equipment.

Perhaps more important, is the fact that these many features were specified as standard from the initial-design stage. Because of this, they are features that not only blend harmoniously into the Continentals *Modern Formal* design, but also contribute more than otherwise to the cars performance.

Included as standard features are:

Radio
Dual Heater
Automatic transmission
Power steering
Power brakes
Power window lifts
Power operated vent windows
Four-way power seating
White sidewall tires
Wheel covers
Spare tire cover
Engine compartment lamp
Engine Dress Up kit
Tachometer
Fuel warning light
Map lights
Back up lights
Turn signals
Windshield wipers
Non Glare rear view mirror
Side view mirror
Vanity mirror
Undercoating
Safety steering wheel

These additional standard features are available at no extra cost, should the prospect desire them:

Tinted glass
Two-tone paints
All leather trim

An engraved nameplate, containing the owners name, may be fixed in place below the heater control tower, if he wishes, to add a uniquely personal touch.

Since the desire for air conditioning is not a universal one, it is offered in the Continental Mark II as an extra-cost option. A safety seat belt and shoulder harness are also offered as extra-cost options. 1957 offered automatic headlamp dimmer.

MARK II MODELS

Mark II by Ideal. A fairly large model.
Mark II by Revell. Comes in kit form and factory assembled. Seven inches long. Plastic.
Mark II by A.M.T. A promotional friction model. Hardtop and convertible.
Mark II by Mercury. A metal model from Italy.
Mark II by Wiking . A plastic model from Germany. Very small, 2 1/4 inches.
Mark II by EKO. A very small model.
Mark II by Premier. A plastic model in a box with Mark IV Continental designation.

In June 1975 a young man about twenty-five stopped in to the author's facilities and offered the following information: Shortly after the Mark II was introduced my father started a business of building Mark II children's cars. I have a picture of me sitting in a silver one and they were electric operated (battery). He built about three hundred of them. I'll bring the picture over for you to see". That was the last I heard from the young man as he did not bring a picture for me to see. Does anyone have information verifying this?

MARK IIs IN SWITZERLAND

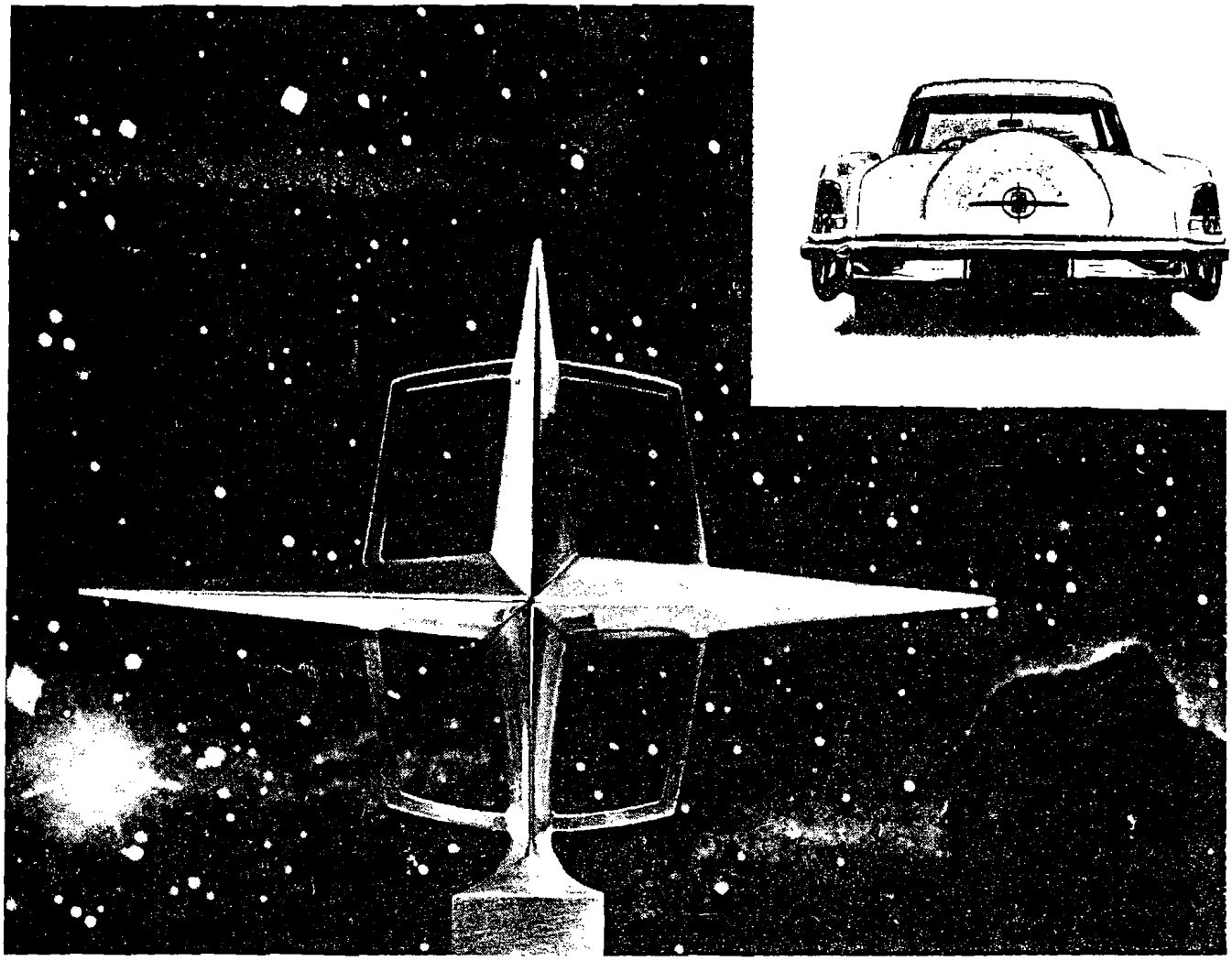
At least these three Mark IIs were exported to Switzerland; C56A 1782, now owned by Dr. Warner H. Gustavson of Illinois, C56P 3556 and C56G 3138.

ARMOR ALL

Armor All is fantastic on almost anything; leather, rubber, wood, vinyl, paint, plastic, plexiglass, acrylics. Dirt slides off and does not stick. Leather is protected from drying, rotting and cracking. Rubber (tires, weatherstrip) will look like new and will last much longer. On paint it will bring out the color and will not let dirt cling to the surface. Very Important Products, Inc., 4120 Birch, Suite 111, Newport Beach, California, 92660.

SAUDI ARABIA

As reported in the Continental Comments #109 summer 1972, Stan Groover had heard about a Mark II in the desert at Jeddah, Saudi Arabia. He went there and removed the data plate from the completely fire gutted Mark II. Jim Donaven ran down some history on the car through factory invoices.
S.N. C56A 1692, Spec-1A1A-114-8 He determined that the car had been delivered to a Mr. Donovan or Mr. Reiser at Ford International for shipment from Port Newark, New Jersey, on November14, 1955. It was two tone blue, the reason for the "SPEC" on the plate. It had a two tone blue interior (1A1A) and was assembled Nov. 4, 1955, the eighth one for the day. The car had California license plate #7B45024, year unknown. The speedometer was in kilometers, and was shipped with foot tire pump, heavy duty springs, Air Conditioning, low compression engine, two pints of touch-up paint, tinted glass, 6 ply Firestone tires and a weight of 5,120 pounds.



Rebirth of a proud tradition . . .

the Continental Mark—II

Through years and years of producing fine motor cars, America has built up engineering skills and resources that no other land in the world can match.

One of the finest examples of this was the wonderful Lincoln Continental which was created in 1940 by the Ford Motor Company and is still, even today, considered one of the most distinctive and most admired cars in America.

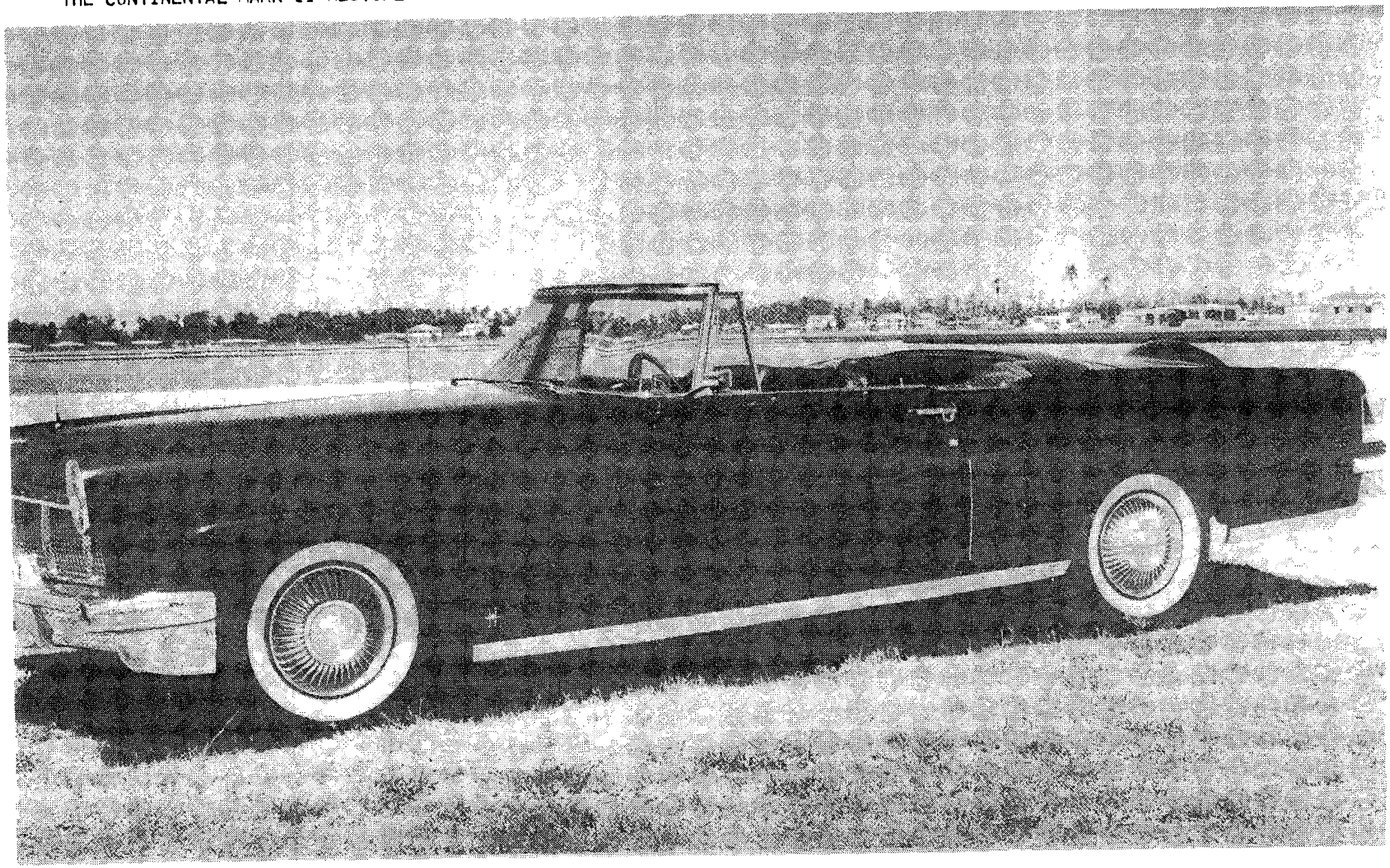
Now the Ford Motor Company proudly announces it is building a new Continental—inspired, in part, by the great car of the 40's. The Continental *Mark—II* will embody elegance and dignity. Yet, it will be a daring and dramatically-modern car, too. And, in the character and the quality of its building, it will surpass even the beloved Lincoln Continental.

For we are determined to make the new Continental as fine a motor car as the world has ever known.

When you see the new Continental *Mark—II*, a little later this year, we sincerely believe you will share the deep pride with which we shall present it.

Continental Division • Ford Motor Company

This advertisement is appearing in the May 30 issue of News Week



THE NUMBER TWO MARK II CONVERTIBLE COMMONLY REFERRED TO AS "THE FLORIDA CONVERTIBLE" AND THE "AL COOPER CONVERTIBLE". IT IS REPORTED NOT TO BE AS NICE AS THE PHOTOGRAPHS MAKE IT OUT TO BE. IT APPEARS TO HAVE A PLASTIC BOOT OVER THE FOLDED CONVERTIBLE TOP.

THE AL COOPER MARK II CONVERTIBLE

The Mark II convertible on the opposite page is one that has been rumored to have been the second cabriolet that Ford Motor Company built, which is completely untrue. Ford built only one convertible.
Dr. John H. LeBaron recounted the history of the second convertible for the Lincoln Continental Owners Club in its publication the "Continental Comments".

To quote Dr. LeBaron, "This beautiful Mark II, now owned by Al Cooper of Tampa, Florida (Ed. note. This car is commonly referred to as the Florida Convertible.), has been loved by several owners. Not all of its history is known, but a former owner tells a fascinating story that may have some truth. Doc Ruth has been tracing the car and its history for some time, until his health did not permit the completion of the research. Doc had hoped to have the car written up and the story published as long as three years ago, and since that time new facts have come to light so perhaps it is best that it wasn't published.

The most intriguing story comes from a used car salesman who specializes in the unusual vehicle. Our member, Mr. Baldwin of Conington, La., who is acquainted with this questionable character, related this story to Doc Ruth. This dealer was a previous owner, but apparently just owned the car long enough to sell it. He had business deals in Miami and New Orleans where Mr. Baldwin knew him.

It seems that through some mysterious means the dealer acquired the car from Europe where it had been shipped for the Paris show in 1955 or 1956. The car had been modified into a convertible in the states, shown in Europe (maybe other shows as well) and then sold to a private party with the agreement that the car would not be sold or returned to the states for ten years.

Factory records show the car was sold in Chicago, through a dealer no longer in business, to a Mr. Lee Rather with a Miami address. This man was contacted by a club member in Miami who to put it bluntly, received the cold shoulder by the Secretary. And no information except that "yes, Mr. Rather had owned the car and had sold it to a dealer in Miami ....Goodbye".

Through much phoning around the country it was learned that the car had been customized in Palm Beach, and eventually the widow of the shop owner was able to give a limited amount of information. She recalled how proud her husband had been of the finished car, and that he had taken photographs of the car during and after the conversion. Mr. Cooper also talked to this mans helper to whom the widow had given the photogrpahs, but the only one he could find was of no value. This man moves around a great deal and it has been impossible to locate him again for futher questioning.

The fact that the original owner was located and transmitted the information that he had sold the car to a dealer makes the "To Europe" story very suspect. Not to mention the dubious reputation of the dealer who seems to be the only one who mentioned such a history. It would make a good story to tell a potential customer while everybody is standing around kicking tires, and checking the smoke coming out of the exhaust.

This dealer sold the car around 1962 to Mr. Hogan, a former member in Atlanta. Mr. Hogan owns quite a few collection vehicles. He had the Mark II repainted and new top put on plus considerable mechanical detailing. When the time came to thin out the ranks of his expanding collection his good friend Al purchased the Mark II.

Al is a yachtsman, but for cars he had always had a warm spot for the convertible Mark II and now is as proud of this car as any auto hobbiest.

It was shown at the 1969 L.C.O.C. Eastern National Meet and those club members that attended were able to compare the only two Mark II convertibles known.

IN ORIGINAL DISPLAY FORM CAR WAS WHITE WITH RED INTERIOR. AS PROPERTY OF MRS. WM. CLAY FORD IT BECAME LIGHT BLUE WITH BLUE AND WHITE INTERIOR. WAS SOLD TO P. WAGNER OF FORD ENGINEERING DEPT.

ONLY CONVERTIBLE IS NOW PROPERTY OF WALTER [illegible] OONE, IOWA

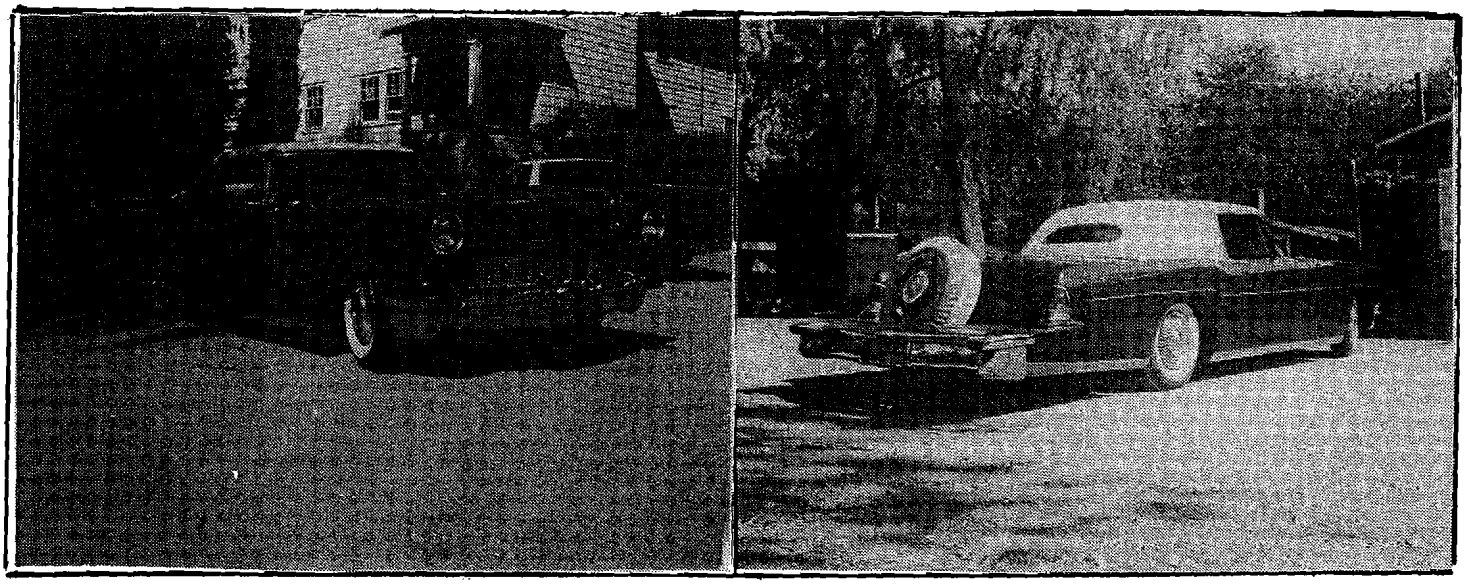
THERE IS ONLY ONE FORD PRODUCED CONTINENTAL MARK II CONVERTIBLE.....

This car, serial number C56G 3190, began its life as a production car and was white. Ford (Continental Division) had decided on a "cabriolet" and had shipped this car to Enos Derham in Rosemont, Pennsylvania, to receive a soft top. This top was of white orlon and the body was of white pearlescence and the interior was red. A beautiful combination!

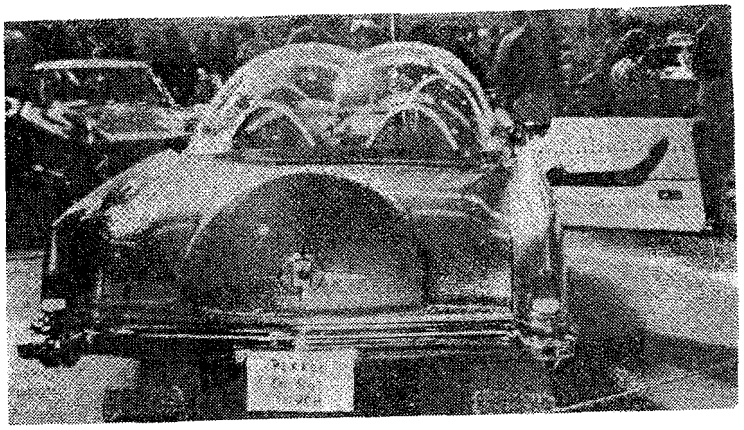
In October 1956 the car was shown at the Texas State Fair in Dallas and then to the Auto Show in Los Angeles. Sometime later it was given to Martha Ford as her own personal auto and in the years that followed it had changed exterior and interior colors a number of times. The car was offered to Mr. John Reinhart, chief stylist for Continental, and apparently was turned down. Mr. Paul Wagner of Ford acquired the auto, perhaps to dispose of it, as it perhaps was still classified as a prototype since undergoing the body change. It was from Mr. Wagner that its current owner, Mr. Walter W. Goeppinger of Boone, Iowa, acquired the only Mark II convertible. Mr. Goeppinger did some horse trading to get the car, trading a 1947 Lincoln Continental and an undisclosed amount of cash, in 1962. In 1963 Mr. Goeppinger invested thirteen thousand dollars in its restoration. The cabriolet is now a medium blue iridescent with white leather seats and blue piping. The side panels are the same shade of blue and white leather.

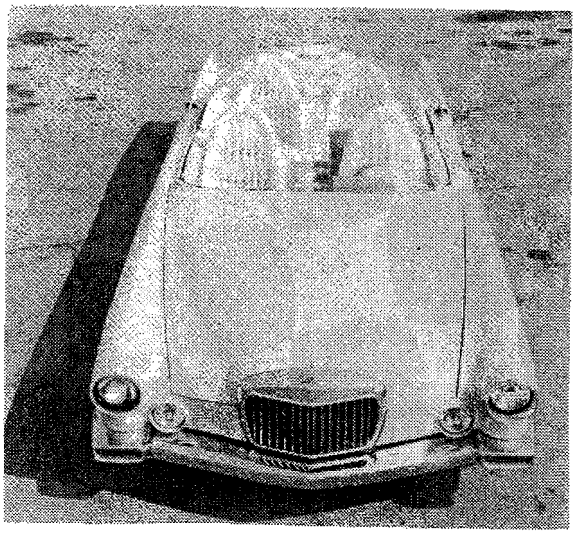
A complete story and beautiful colored photographs are in the Automobile Quarterly Vol. 12 No. 1.

The body of the cabriolet has been widened at the pillars to retain the car's character lines, new windows, with a slope different from that of the standard hardtop, have been hand-made to follow the reworked body contours. The convertible top has been rounded more than the roof of the hardtop, giving a height of 57 inches. A new rear seat had to be designed to permit accommodation of the folding top, and side armrests and center armrest have been replaced by part of the actuating mechanism.



Here is another example of Derham's work. This car was shipped to Derham by Ford for the custom work and then delivered directly to a Mr. Barnes, the purchaser. The car has a padded top and an extended continental kit. This special Mark II is now owned by Mr. Ed Pease of Narragansett Restoration Co., Inc., Kingston, R.I.

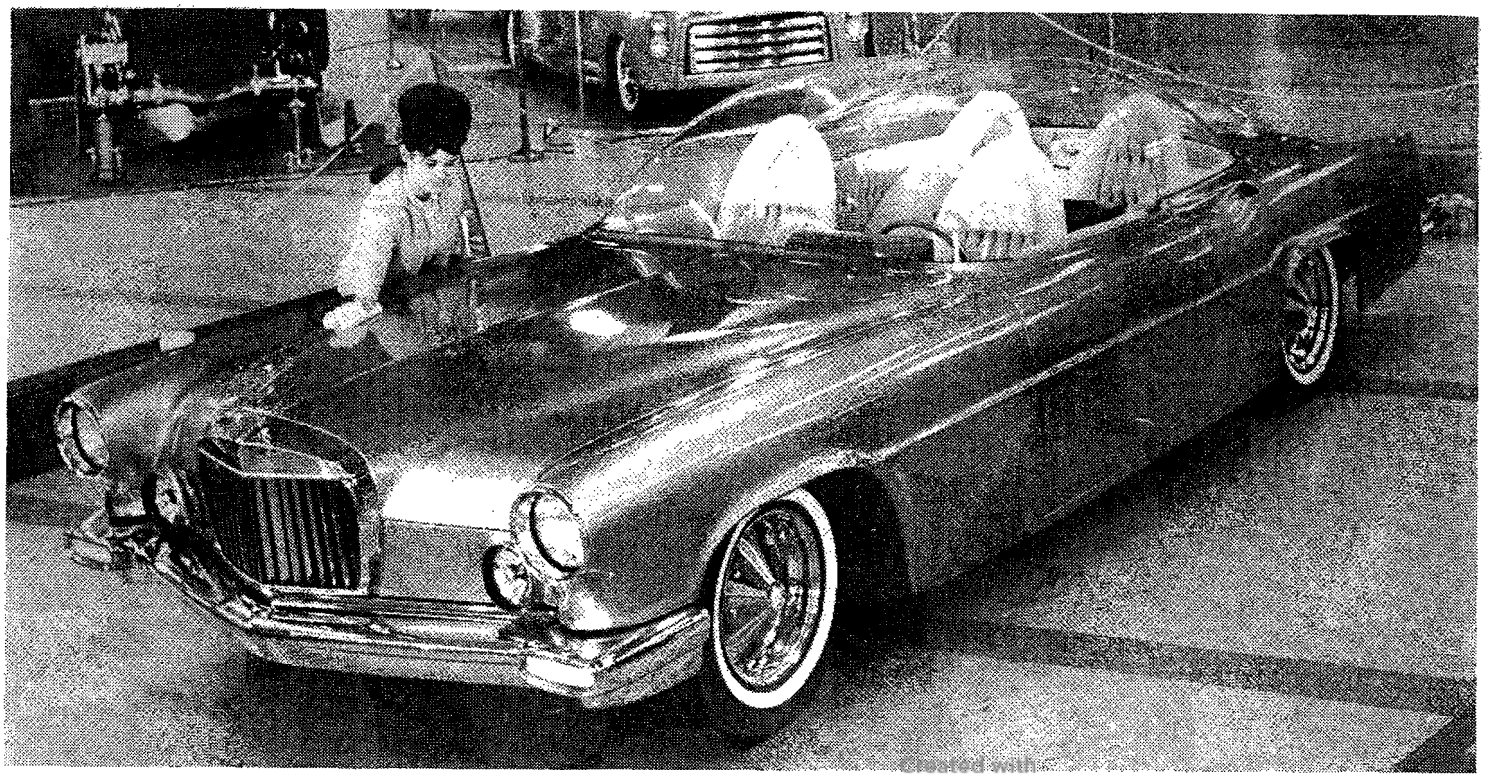




This customized Mark II is valued at $69,000.00. It is the work of Mr. Lee Wells of Classic Enterprises of Hollywood, California and it required a year's work. It is done in a lime gold metalflake finish and is quite attractive.

It is now owned by Los Angeles Newscaster Alex Drier and is on loan to the Movie World Cars of Stars, 6900 Orangethorp Ave., Buena Park, Calif., 90620 213-921-1702

When in the Los Angeles Area plan to see the auto at the Cars of Stars. They have many fine autos on display in their museum.



CARBIDE AND CARBON CHEMICALS

Chemical Progress

News of Applied Chemistry

Carbide and Carbon Chemicals Company, A Division of Union Carbide and Carbon Corporation. Vol. 2 No. 10 · October, 1956

Smooth lacquered elegance

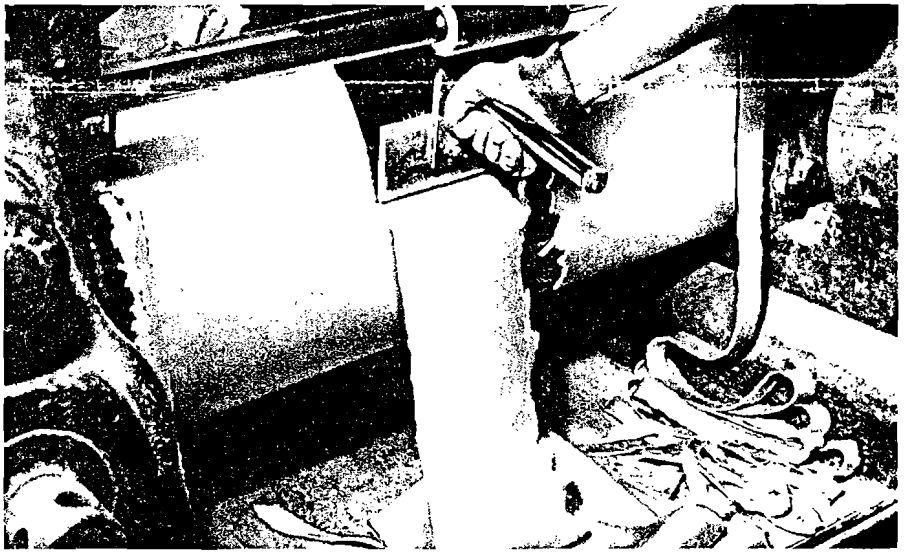
Special nitrocellulose finish for Mark II

• Under the crystal dome of Paris' Grand Palais, automobile experts eyed such beauties as the Rolls-Royce, Ferrari, Mercedes-Benz, and the Bentley. Yet, one car in this grand assembly stood out Ford Motor Company's Continental Mark II.

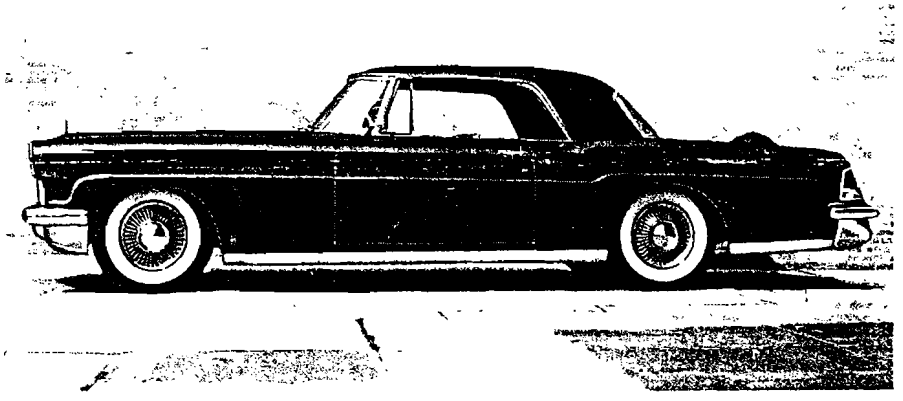
Response to this luxury car — its curves, lines, and size was intensified because of its hand-rubbed lacquer finish. The long-lasting lacquer for the Mark II is specially made by Rinshed-Mason Company, Detroit.

R-M is a familiar name in the automobile coatings field, ever since 1919, when two schoolboy companions joined skills to make duck decoys and car paints. In those days it took 23 days and 19 coats of paint to finish a car. In six months the finish usually checked and crazed — and ended up looking like an alligator's skin.

In the early twenties R-M began to work with low viscosity, fast-drying nitrocellulose lacquers, and in this work turned to CARBIDE for technical assistance and for a steady source of supply of esters, ketones, alcohols, and glycol-ethers.



Here R-M makes chips by dispersing pigment and nitrocellulose on a two-roll mill. The chips are then dissolved in various CARBIDE solvents.



Beauty, toughness, and luxury are combined in this lacquer-finished Continental Mark II

Lacquer for the Mark II . . .

The R-M lacquer for the Mark II is made by dispersing nitrocellulose and pigment on a two roll mill to form chips. The chips are then dissolved in CARBIDE solvents. Plasticizers are blended in, the mixture tinted, and finally filtered.

Over 75 per cent of R-M's finishes are tailor-made for car manufacturers' drying temperatures and methods of application. About 3½ gallons of lacquer are needed to finish each car.

Many factors enter into the formulating of automobile lacquers. R-M emphasizes a coating's workability, adhesion, durability, hiding power, color stability, flexibility, and resistance to humidity and abrasion.

(yellow paper)

Dealer Warranty

Dealer warrants to Purchaser (except as hereinafter provided) each part of each Ford Motor Company product sold by Dealer to Purchaser to be free under normal use and service from defects in material and workmanship until such product has been driven, used or operated for a distance of four thousand (4,000) miles or for a period of ninety (90) days from the date of delivery to Purchaser, whichever event first shall occur. Dealer makes no warranty whatsoever with respect to tires. Dealer's obligation under this warranty is limited to replacement of, at Dealer's location, or credit for, such parts as shall be returned to Dealer with transportation charges prepaid and as shall be acknowledged by Dealer to be defective. This warranty shall not apply to any Ford Motor Company product that has been subject to misuse, negligence or accident, or in which parts not made or supplied by Ford Motor Company are used if, in the sole judgment of Dealer, such use affects its performance, stability or reliability, or which shall have been altered or repaired outside of Dealer's place of business in a manner which, in the sole judgment of Dealer, affects its performance, stability or reliability. This warranty is expressly in lieu of all other warranties, express or implied, and of all other obligations or liabilities on the part of Dealer, except such obligation or liability as Dealer may assume by issuance of its Authorized Continental Dealer's Service Policy or separate written instrument.

AUTHORIZED

Continental

DEALER'S

SERVICE POLICY

Robert E Sawyer
Owner's Name

950 Arden Road,
Address

Pasadena — Calif
City — State

C5602532
Vehicle Number

4-11-56
Date of Delivery

This Service Policy is valid only when issued with a new Continental that is sold and delivered to the above named owner by the undersigned, an Authorized Continental Dealer, and if signed by said owner at the time of issuance.

POLICY ISSUED BY

Penfield Motors
Authorized Continental Dealer

Pasadena — California
City — State

Joseph F. Glassett
Official Dealership Endorsement

Owner's Signature

Continental *Mark II*
Owner Service Policy

I

It is recommended that you always take your Continental *Mark II* to an authorized Continental Dealer for service. Dealers' service personnel will appreciate your presenting this policy whenever your car is to be serviced.

II

Should the replacement of any part become necessary under the warranty, we, the selling dealer, will make the replacement without charge to you for the part or for the labor required to replace the part. To obtain this service, you must bring your vehicle back to us before the warranty period expires.

The battery installed in your new Continental *Mark II* is covered by the attached warranty and by an adjustment policy that allows credit on a pro rata basis for a period of 36 months or 36,000 miles, whichever first occurs.

During the warranty period, if you are traveling or if you change your residence to a distant locality, warranty service as provided by this policy will be performed by any Authorized Continental Dealer. There will be no charge for the part or for the labor to replace the part provided you bring your vehicle to him.

III

We are proud indeed to have been the delivering dealer for your Continental *Mark II*.

Continental *Mark II*

2,000 MILES or 2 MONTHS
LUBRICATION and INSPECTION
CERTIFICATE

Continental *Mark II*

4,000 MILES or 4 MONTHS
LUBRICATION and INSPECTION
CERTIFICATE

Continental *Mark II*

6,000 MILES or 6 MONTHS
LUBRICATION and INSPECTION
CERTIFICATE

Continental *Mark II*

8,000 MILES or 8 MONTHS
LUBRICATION and INSPECTION
CERTIFICATE

Continental *Mark II*

10,000 MILES or 10 MONTHS
LUBRICATION and INSPECTION
CERTIFICATE

Continental *Mark II*

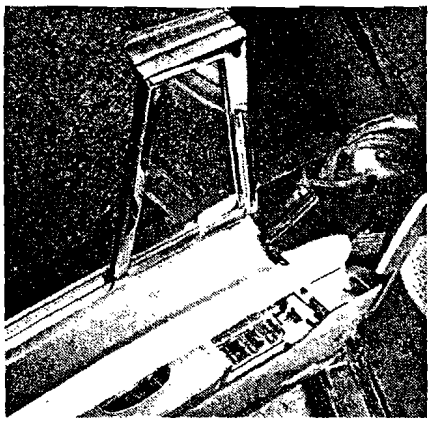
12,000 MILES or 12 MONTHS
LUBRICATION and INSPECTION
CERTIFICATE

Continental on a moderate corner shows slight body lean to the camera. Its handling and ride are unusual for a car of its size.

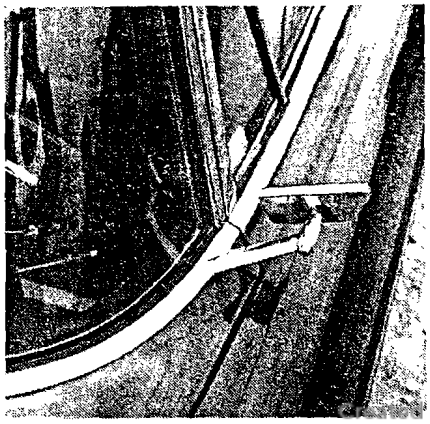
Driver's Report

$10,000 is a lot of money for an automobile. What do you get in performance, roadability and quality? Here are the answers

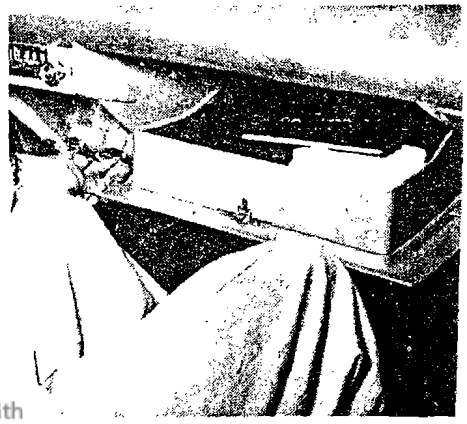
BY GEORGE KNIGHT



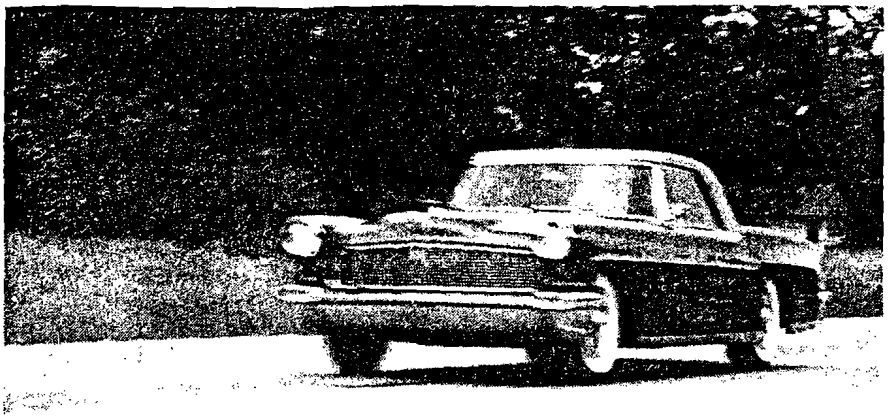
Powered ventilator interferes with placing arm on window sill. Note novel handle and dirt-catching cups for door grips.



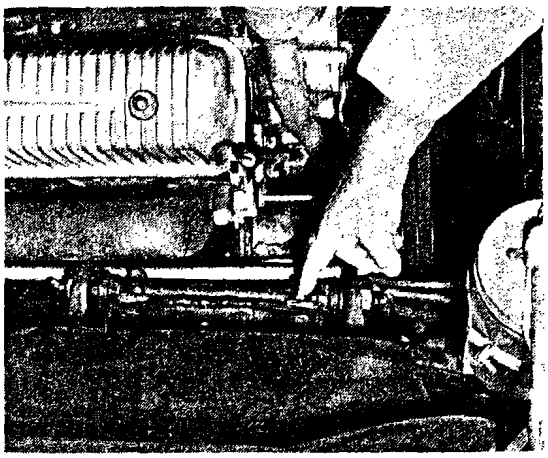
Side mirror bracket is formed as part of windshield molding. Doors, and [illegible] joints, have an exceptional preci[illegible]t.



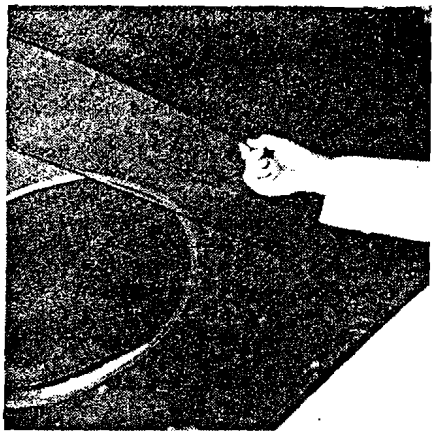
Right-hander[illegible] compartment drops [illegible], comes close to passenger's knees. Note hard-cover owner's manual.



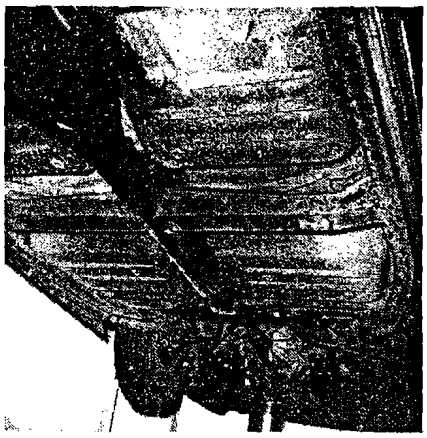
Cruising at speed in the Continental is unsurpassed for effortless smoothness, 100 mph being no more strain that half that much in the average car. It is best example of "like riding on rails." With windows open, however, wind noise reaches high level.



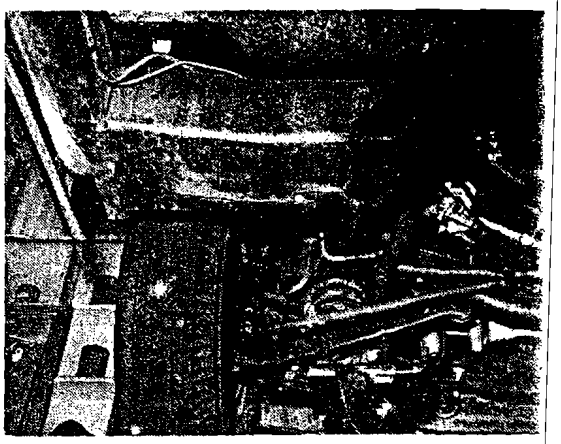
Adjustment of A-frame is from inside engine compartment. Jack, also, is novel, is operated by crank at waist height.



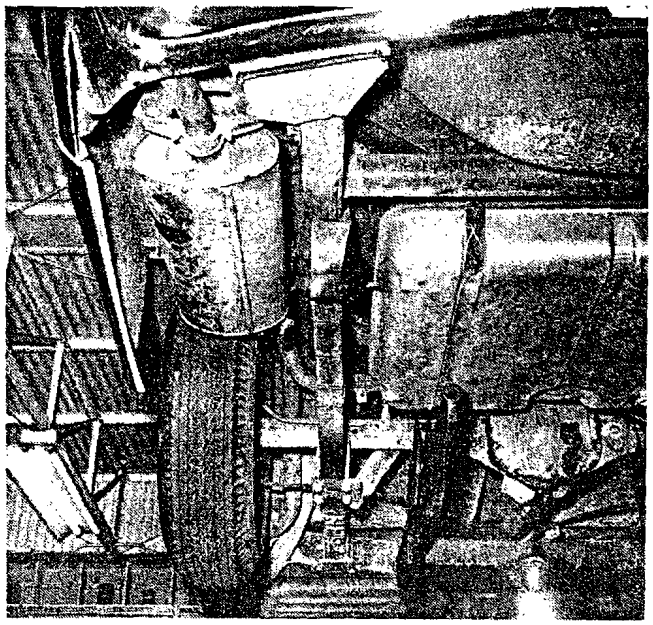
Heavy mesh liner, instead of usual padding, soundproofs Continental's hood. Metal strips for fit are an extra touch.



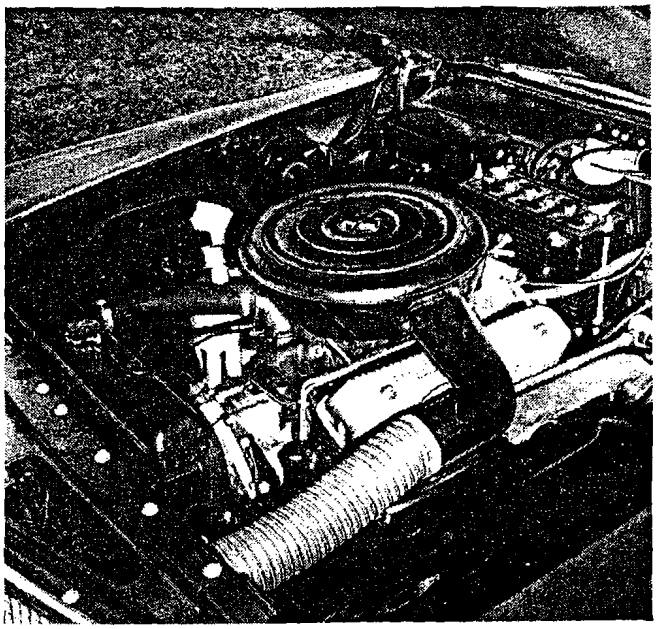
View of frame shows how floor setting down between members requires new routing of exhaust, linkages, extra U-joints.



Unusual mechanical feature is right-angle frame member in front especially designed for low-silhouette requirements.

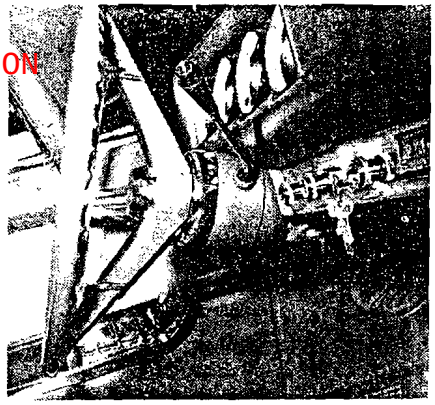


Unconventional exhaust system places mufflers inside fenders behind rear wheels, with additional small resonator (not visible) in front of wheel, and crossover pipe to other side.

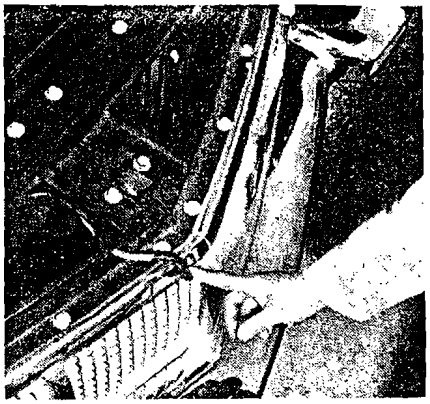


Like Lincoln, of course, the Continental engine has the new thermostatically-co[illegible]led intakes which help regulate temperature of air to [illegible] hose inducts cool air.

Glimpse of things to come as Continental's controls move to pedestal-type hump—a feature on many dream cars.



Driver feels closer to car with 17-inch wheel set up to dash. Small instruments have faces like fine, jewelled watches.



Single lever controls both latch and safety catch on the hood. The metalwork, in general, is above average of U.S. cars.

LATE last fall, after years of speculation and tantalizing rumor, the new Continental Mark II finally appeared. Since its price tag of $10,000 makes it unattainable for all but the very well-heeled, most of us have had to be content with merely looking at the car. Even obtaining one for test purposes was blocked: the factory declined to make one available on the grounds that a low production rate (about 2,000 have been built to date) was geared to orders; and the rare owner one might find was understandably reluctant to submit his prize to strenuous road testing.

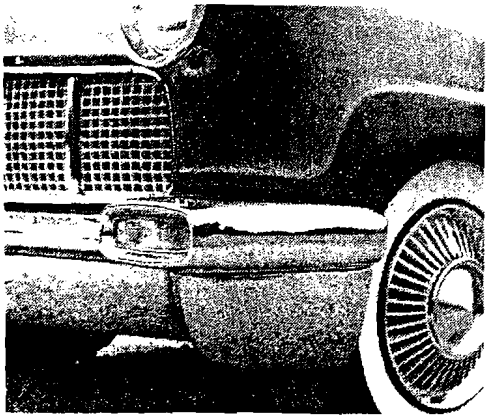
Recently, however, George Barris, of customizing fame, decided to invest in a Continental—with professional motives in mind. Less than 10 minutes after he had received the car from an authorized dealer, who had driven it for 7,000 miles, he agreed to make it available to MOTOR LIFE for study.

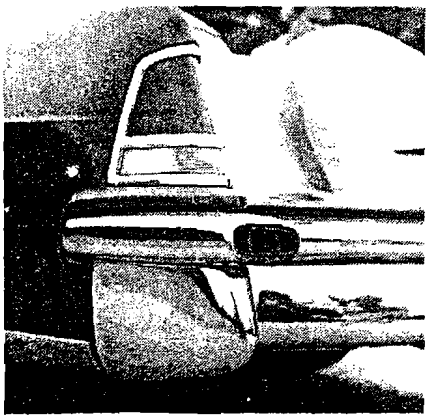
The Continental has a factory-recommended price of $9,941; with air conditioning, the only optional extra, it is $10,681. This puts it in a class by itself among U.S. cars, the next costliest production model, an eight-passenger limousine, running more than $2,000 less. For this kind of money a buyer expects to get something pretty special.

Performance has been one of the biggest question marks behind the Continental's name. The builders do not quote horsepower or torque output, but it is estimated that the yield is not far above that of the 1956 Lincoln engine, which the car uses, with minor modifications. So with somewhere in the neighborhood of 300 hp underfoot, we took the Con-

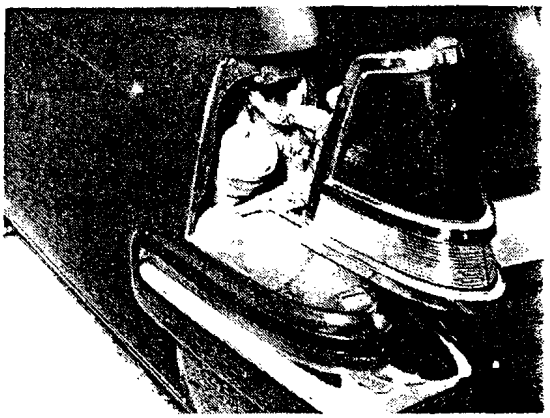
(*Continued on next page*)

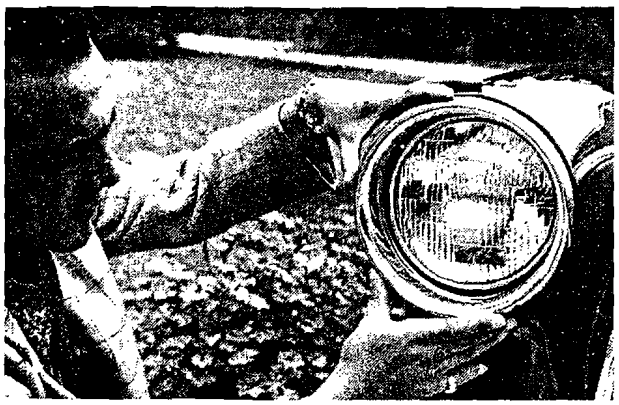
Examples of unity of styling on the Continental are front parking lights and rear exhaust outlets. Bumpers also are identical, an extremely rare feature on U.S. cars.



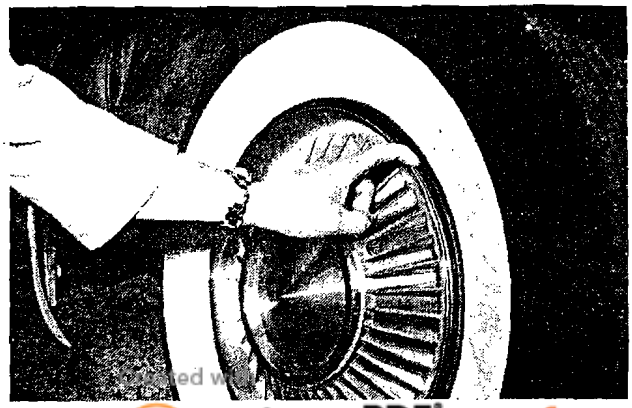


Gas intake is concealed behind the unusual hinged left tail light assembly.

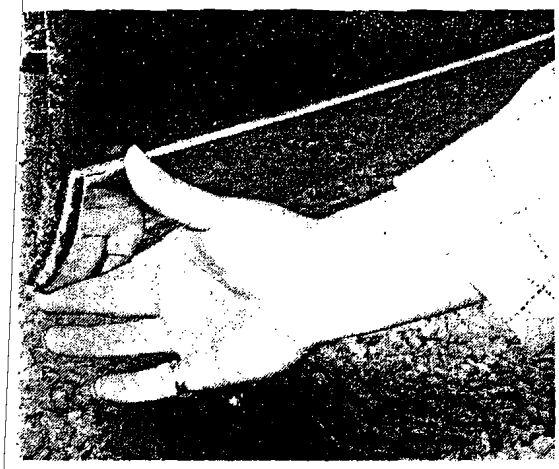




George Barris admires the headlight on his Continental. The unit is conservatively recessed, rather than being radically Frenched in the current fashion, but up-to-date.



Wheel dis[illegible] not [illegible] because many to wonder if they are co[illegible] off [illegible] designers considered genuine wire wh[illegible]s, but finally made the concession to costs.



Chrome strip has not been bolted on haphazardly; body metal is recessed.

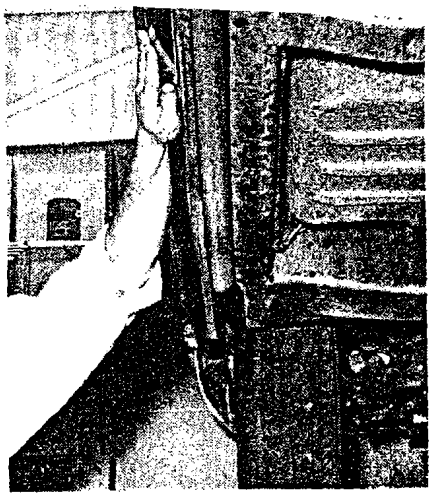
tinental out of the road and put it through standard road test acceleration techniques which involve various shift combinations.

The quickest times were: 0-30 mph in 3.9 seconds; 0-45 mph in 6.9; and 0-60 mph in 10.5. In the latter category the gear lever was held in low all the way and the tach was registering 4900 rpm at the top end. In an alternative check, starting in drive and allowing the torque converter to shift midway, produced a time of 11.5 seconds. From this it is evident that the Continental was devised to perform adequately, but not spectacularly. The 0-60 mph elapsed time is a good two seconds slower than the average hot standard passenger job and about on par with most of the big V-8 machinery. Weight, of course, penalizes the Continental, since it will run from 200 to 400 pounds over the 5,000 mark in normal trim.

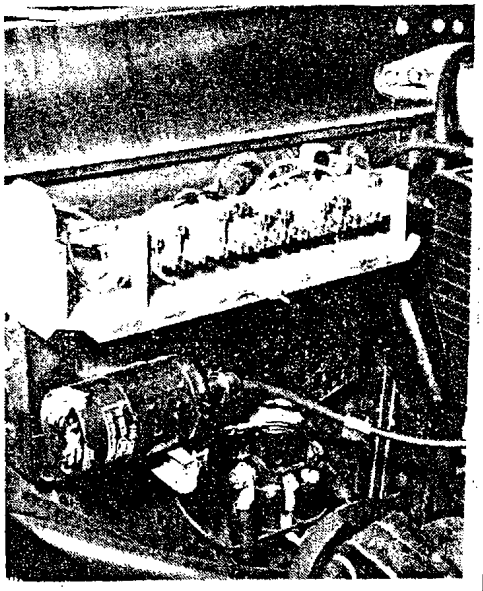
In handling and ride, however, the Continental outclasses any of the non-specialized production cars. The power steering has snap and precision, with excellent feel of the road. Going through a series of winding curves at 80 mph is deceptively easy, with behavior similar to that of any good passenger-bodied car at, say, 40 or 50 mph. The security and road-hugging qualities are superb. Only on a near right-angle bend at abnormal speed does the mass of weight thrust out over the wheels and fight directional change. Even then, however, the heeling sensation is slight.

Contributing to the feeling of maneuverability is the positioning of the driver close to the dash, creating the *illusion* of handling a much smaller car. The steering wheel nearer the vertical adds to the effect. The closeness of the roof and side pillars also provide a compact arrangement. On the other hand, with the floor inside the frame rails, the Continental is not the easiest car to get in and out of. As a sidelight, it was noted that with windows rolled down, the level of wind noise was high, although when completely closed the car was exquisitely smooth and quiet.

What a buyer gets in performance and roadability, however, is only a fraction of the story. The styling is conservatively modern, but does not offer anything that is radically new. The big point with the Continental is its utterly simple and functional layout that employs materials of apparently exceptional quality. As many of these details as possible are shown photographically with this text. But the richness and attention to detail must be seen to be appreciated. It amounts to a new standard of finish for U.S. cars and this, along with the outstanding ride and steering, is what the buyer gets for his money. Is it all worth $10,000? Probably not, since such items should be available at a much lower price (and are in some inexpensive foreign cars). The only thing left then *is* the prestige of driving such an exclusive car. But this is where tangible values end and salesmanship begins. •



Floor-frame layout caused exhaust lines to be run outside rails which results in some warming-up of the rocker panel and covering chrome strip on the exterior.



Fuses are most conveniently located on engine side of firewall, with box cover identifying each. Note empty brackets, probably built in for future accessories.

Fitting 5th wheel to car was problem, since rear bumper fits to body without normal gap. Metal meets metal in lip.

Spare in trunk leaves mini[illegible] of lug-gage room. Compartment [illegible] that it could use moisture [illegible]

Another [illegible] of fine attention to de-[illegible] wood edge is heavily chromed strip showing smooth joint and flush screws.

DEATH OF THE CONTINENTAL?

By AL OUTCALT

CURRENT RUMORS in Detroit—rumors which the Ford Motor Co. has taken pains *not* to deny—strongly suggest that the Continental as a make of car died on May 15, 1957. That was the date when production of the Mark II ended.

When the public gets its first eager look at the 1958 cars this fall, the Continental Mark III will probably be relegated to the role of just another model in the Lincoln line, just another mass-produced automobile with a high price tag and little else of distinction.

It will not have an awesome price tag of $10,000. It will not have the distinctive hand craftsmanship or the austere styling which made Continental so appealing to the eye. In other words, it will be just another automobile.

What made Ford pull the Continental down from its lofty perch? The answers are many, but the prime one is sales.

When the Continental Mark II had been in production for one year, it had sold roughly 2,000 units—a figure sub-

Pre-war Continental, Edsel Ford's labor of love, enjoyed wide popularity. It was considered a masterpiece of design.

stantially below the company's private hopes. The important sales factor, however, was that Continental has been on a steady and discouraging downhill slide.

In the last quarter of 1955, following its introduction, a meager 606 Continentals were sold; in the first quarter of 1956, sales fell off to 550. In the second quarter of 1956, sales tumbled to 387, and fell off again in the third quarter to 328. By the fourth quarter of 1957 they were down to 299, and they took another big fall in the first quarter of this year, to 200.

Why didn't the car go over in our free-spending economy, where luxury cars are booming? Why didn't the heavy spenders fight their way into Lincoln dealer showrooms, to plunk down $10,000 for a Mark II?

There are six answers to this question all of which have a major bearing on the passing of the Mark II.

THE DESIGN FACTOR

First of all, the design of the car itself ran counter to vital trends in today's automobile market.

Continental design apparently was not, as the company described it two years ago, "different enough in concept and advanced enough in execution to last for several years without any loss of distinctiveness or appeal."

Styling of the Mark II was certainly eye-catching; it was not overladen with chrome, nor over-run with gadgets and gimmicks. The company built into it nothing which wasn't functional. It was simply a good-looking, appealing automobile built to meet the highest standards of performance and the highest demands of styling enthusiasts.

But this, in effect, was its downfall. Americans want their cars decorated with chrome; they want gadgets and gimmicks to show off to friends and relatives. They want features, functional or not, to talk about. And the Continental, handsome as it was, did not have them.

There were other design factors which kept the Continental from becoming the millionaire's delight and the dream of aspiring vice presidents. For one thing, a special frame had been designed to carry the 5,000-lb. Mark II, in order to offer a 56-in.-high silhouette. This chassis, and the fact that the Mark II was a two-door hardtop coupe, meant less seating capacity inside and more difficulty getting in and out.

NATURE OF THE MARKET

Second reason behind the Mark II's downfall was the nature of market for $10,000 automobiles.

Ford admits that it originally misjudged its market; at first, the company thought Continental customers would come from the big-money class, from the coupon-clippers and the men with millions in the bank. Instead it found that Continental owners came from executives in industry, the vice presidents who had the income to buy yachts, mink coats and $10,000 automobiles. Ford wasted much of its advertising in the first year pitching to the wrong market.

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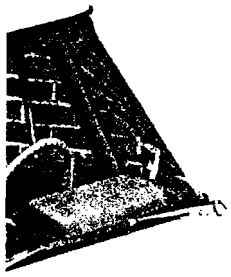
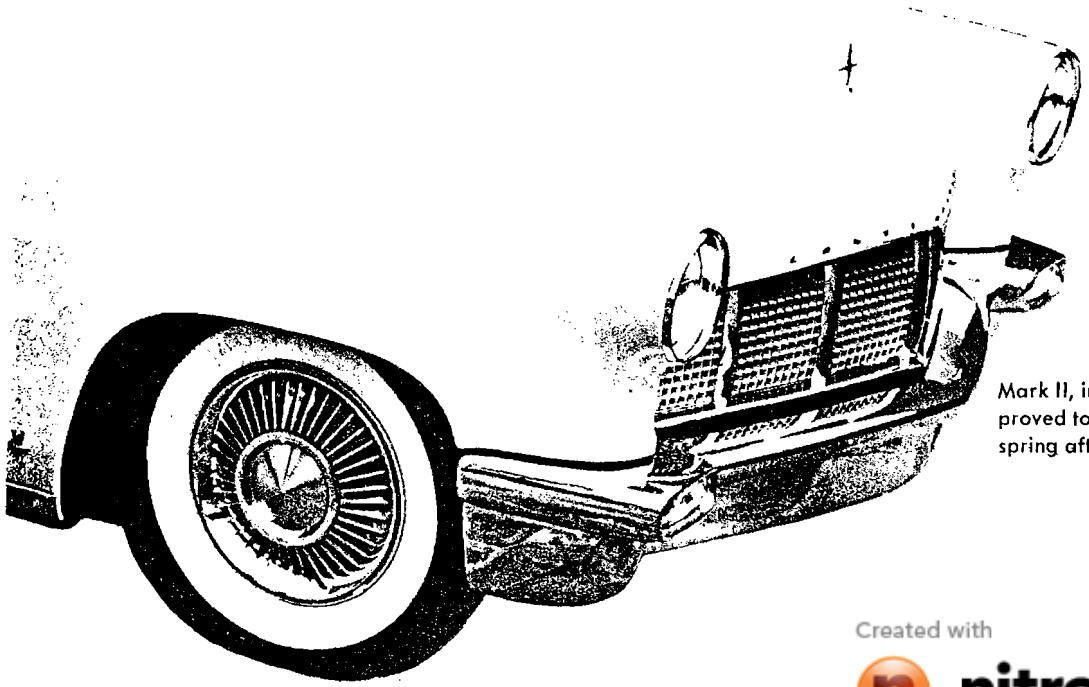


After an "agonizing reappraisal," Ford has scrapped Mark II. Now Continental may be the top-of-the-line Lincoln



Mark II, intended as a pace-setter, proved to be out of step. It died this spring after a poor sales record.

Another market factor that Ford researchers misjudged was the difference between available money and where it is spent. Because a family has $10,000 to spend on an automobile doesn't mean that the family is going to buy a luxury car; in fact, fewer Americans now buy a high-priced car as a symbol of prestige. The symbol of prestige today is the ownership of two, three and even four cars.

DOLLARS AND CENTS

Third reason why the Continental didn't become the country's top prestige car can be spelled out in dollars and cents.

Our economy today is a discount economy; we are a nation of bargain shoppers, of discount seekers, of hagglers. Even the people who buy items with $10,000 price tags like to feel they're getting their money's worth.

They were getting it, even at $10,000, in the Mark II. The trouble was, other buyers were getting an even better buy on the Continental—because dealers were discounting the car left and right. Probably one third of all Continental buyers in the U. S. paid substantially less than the $10,000 list price!

When Ford launched the Mark II, it allowed some 650 Lincoln dealers to handle the car. Many of these really wanted to sell it; but many simply wanted the chance to have one on the showroom floor as a traffic builder and to have the Continental sign outside.

Many dealers took the car without having a customer. When it came time to sell it — especially in the smaller cities, where $10,000 is often more than a man sees in a decade—the job was not easy. So the dealers did the only thing left: they discounted. They paid Ford only about $7,500 for the car, so they sold it for $8,000—and often added insult to injury by selling it to a used car lot.

A car intended to be a prestige item loses much of its glitter when a buyer who paid the full price finds a neighbor got 25% off.

The service problem also discouraged Continental owners. Dealers had to stock parts, equipment, tools and other items to service the Continental in order to get the opportunity to handle the car. But with sales of the Mark II falling off, dealers often failed to give a Continental owner the service he needed—or at least, with a $10,000 car, felt he was entitled to.

WHAT PRICE PRESTIGE?

Fourth reason behind the Continental's fall from stardom is the problem of where prestige ends and the family budget begins. The man who buys a $10,000 car presumably can afford to take a loss when he sells it. But when he gets together with the boys at the nineteenth hole and has to admit that his $10,000 Continental was worth only $6,000 at resale, it hurts – Especially when the Cadillac owner is there to boast about the high resale value of his Fleetwood.

Cadillac has always offered its owners this economic rationale: the Cadillac trade-in value has always been high, and General Motors has not failed to proclaim this factor loudly. Because new Continentals were being discounted, the price of used Continentals was driven even lower.

And in the automobile industry, where word-of-mouth advertising can often make or break, one beefing Continental owner who takes a $4,000 loss on selling his Continental can discourage countless numbers of prospective customers.

COMPETITION

Fifth reason for Continental's downhill slide is competition.

Ford's major reason for introducing the Continental Mark II was to try to collect for itself some of the prestige which General Motors has always enjoyed with the Cadillac. The Cadillac alone would have been formidable opposition, but when Chrysler Corporation came along with its '57 Imperial, the struggle was just too much.

The '56 Imperial was a good-looking car, but eyes really popped when the '57 model came out. It has all the gimmicks and gadgets, the chrome and the flashy fins Americans like and that the Continental resisted. The Imperial sold—and is selling—faster than Chrysler can make it. There's no way of knowing how many prospective Continental buyers settled on an Imperial instead, but from the way Imperial sales are skyrocketing, there must have been many.

Another competitive factor was the introduction of the Cadillac Eldorado Brougham. At $13,500, it took away any prestige Continental might have enjoyed in being America's highest-priced car. Although sales of the Brougham Cadillac are low (production is intentionally held down), there are still enough on the road to whet the appetite of a luxury car customer —sufficiently, perhaps, to cause him to forego a Continental and wait until he can get delivery of his Eldorado Brougham.

A NEW MODEL EVERY YEAR?

Final reason for the pa[illegible] of the Mark II is one which is de[illegible] every day in automotive circles around the world: should a new model be brought out every year, whether or not technological advances and engineering improvements warrant it?

When the Mark II came out, it was intended to last without any notable changes for at least three years. In fact, the only important changes in the Mark II last fall were more a compromise to Detroit's marketing tradition than anything else. They consisted mainly of an increase in compression ratio, an improved torque converter, a new carburetor and a new paper air cleaner.

Big question here is whether a car can survive the rigors of the U. S. automobile market without a major styling change every fall—or at least the compromise of a marked facelifting. Ford originally felt that the Continental could survive; the fact that the Continental Mark III most likely will be a model of the Lincoln line this fall, and will probably undergo the same changes every fall that the rest of the Lincoln line undergoes, is evidence that Ford may have decided it was wrong originally.

THE NEW MARK III

When the new Lincoln Continental Mark III comes out this fall, it will probably, as Lincoln general manager Ben D. Mills claims, "carry on the fine tradition of distinctive character and good taste that was established by earlier Continentals."

While little is known about the car itself, a few facts have leaked out.

For one thing, the price will probably come down to between $7,500 and $8,000; with accessories, it will range up to just about $9,000 fully equipped.

For another, the Mark III will probably have many of the features which are common to contemporary cars: tail fins, dual headlights, perhaps torsion bar suspension and fuel injection.

There is also a chance that the Mark III may also feature unit construction. In fact, if the rumor is true, the whole 1958 Lincoln line may appear with unit construction.

Perhaps the most ironic development of the whole Continental Mark II episode is one statement in the news release from Ford: "Only a limited number of the virtually custom-built cars are left in dealers' hands to meet an anticipated increase in demand resulting from the model change."

In other words, Ford has succeeded in making the Continental Mark II one of the most sought-after cars in the U. S., even with a price tag of $10,000. And it achieved this goal of popularity and prestige for the Continental by one simple step: it stopped making them.

The following comments were a part of Floyd Clymer's 1956 Continental Mark II road test that appeared in Popular Mechanics magazine.

WHAT IS IT LIKE TO OWN A $10,000 CAR?

So outstanding it's annoying

"So outstanding that everyone stares. People are constantly trying to catch up and pass to get a look. That is sometimes annoying."

NEW YORK SALESMAN

Thrill like very first car

"I feel like I never had a car before. It's the same thrill I got from my very first car and I've been driving since 1930."

CALIFORNIA HOUSEWIFE

Always stylish

"I like the undated aspect. It's a car that will always be in style because of good basic design."

NEW JERSEY FUNERAL DIRECTOR

Think it's foreign

"Fabulous beyond words. Many people do not know what make it is. Most think it is foreign made. We just love it."

MONTANA RESTAURANT OWNER

Requires agility

"A man has to be old to be able to buy one and young to be able to get in and out of it."

FLORIDA RETIRED OWNER

Everything average but price

"Hardly think anyone would buy this car except for prestige. It's hard to get into. Uncomfortable in the back seat. No particular speed. Everything very average except price."

ARKANSAS EXECUTIVE

By Owners of the Mark II

RATHER THAN having the feeling of riding, you experience a floating sensation. It is absolutely the dream car of today." That's what a Texas oil operator says about his Continental Mark II.

And his lyrical description of the ride is similar to that of other owners. Riding comfort is, in fact, the top-ranking best-liked feature, with 40.6 percent of the Continental owners who filled in our questionnaires listing it. The questionnaires were sent to 750 owners—about half of all Continental owners when the survey was made.

"Quiet. Just floats down the highway."—Indiana investor.

"Feeling of gliding instead of rolling."—New York artist.

"I have just returned from a seven-day 3000-mile trip through New Mexico and Colorado, a trip I have made many times in other high-price cars. This trip in my Mark II was the most comfortable I have ever made."—Texas furniture manufacturer.

Mark II owners do like their cars. But, you may be saying, they should! After all, the car does cost $10,000 and for that money it should be good. The owners agree.

"It's a lot of automobile, but it's a lot of dough. Even with hand assembly, a lot of minor annoying adjustments are necessary."—Illinois engineer.

"An outstanding car, but there is a question whether it is worth $10,000 if performance and reliability are to be the criterions. Entirely too much time in the shop having small things fixed."—Colorado publisher.

But such complaints are infrequent. In the survey, the Continental comes out very well indeed. Here are some quotations that describe how owners feel about their $10,000 cars:

"There's the luxurious feeling of driving a beautifully engineered and designed automobile."—Illinois salesman.

"I have always wanted the best car I could find. A Rolls-Royce with a little more style, a little more zip, a little less stodgy. I am just satisfying a 40-year desire for the best."—New York retired owner.

"Ash tray for driver hard to use because steering wheel too close to door."—Mississippi physician.

"Brakes grab unevenly when hot and fade."—New Jersey industrialist.

"Doors too massive."—Iowa store owner.

"Paint is beautiful (mine is black) but requires much care and can be washed only by trained people."—Oklahoma housewife.

"Car is chauffeur-driven and washed. Paint is soft and difficult to wash without streaking."—Ohio housewife.

"Paint job was so poor the dealer repainted it."— Nevada club owner.

"Tires are not top quality one would expect on this price car."—Wisconsin retired owner.

"Lack of springing in center of seats makes a third passenger, front or rear, uncomfortable. Strictly a four-passenger (or less) car."—California physician.

"Carpet too thick. Difficult to keep clean."—Louisiana oil operator.

"Back of right front seat hits dash when seat is forward."—California physician.

"Don't like imitation spoke wheel disks instead of actual spoke wheels. Very cheap for a $10,000 car."—Maryland inventor.

"Turn-signal indicator lights on dash should be larger."—California lumberman.

"Our only disappointment is a feeling that as Continental owners we have not received personal attention or contact from the manufacturer. Such personal interest would give us an even greater pride of possession."—California entertainer.

"My chief worry is that newer models of the Mark II may have such mechanical innovations as fuel injection or air suspension. Mechanically, it is a very ordinary car."—Arizona executive.

"I ordered the car air conditioned. When delivered, there was no air conditioning on it. I was told by the dealer (I am sure he did not know any better) that air conditioning would be added later. I have since learned (and so has the dealer) that cars that were not delivered with air conditioning could not be air conditioned under factory specifications. There are differences in the body for air-conditioned models."—Tennessee executive.

"My answers to questions are on the second of two Mark IIs I have had. The first, being a complete 'lemon' in all respects was replaced by the dealer, which I consider an outstanding and unusual service."—Virginia financier.

And finally here are the finest testimonials any car can get:

"I like this car so well, I bought another two months later. Driving this car spoils you for any other make."—Illinois inventor.

Although 32 percent of the owners say that nothing should be changed in the Mark II, there are others who have some suggestions for modifications:

"Make a short-coupled four-door model."—New York banker.

"Trunk should be eight inches longer."—Wisconsin businessman.

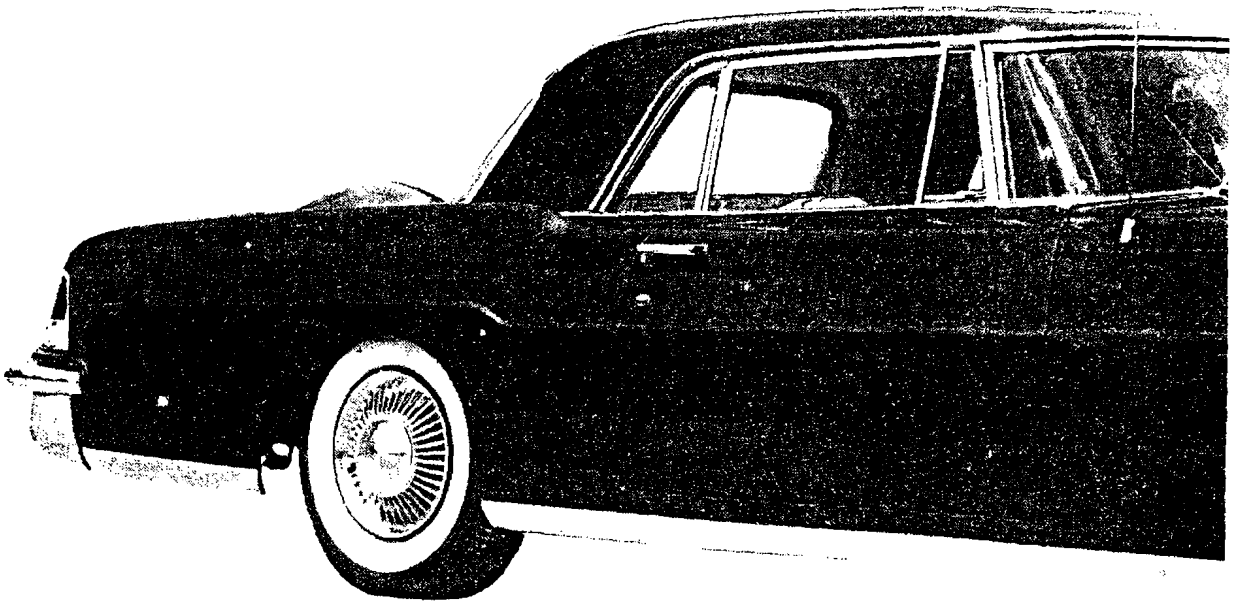
"It isn't easy for elderly persons to get in and out. Should have model designed for middle-aged executives and town use. Too expensive for anyone really young enough to enjoy it."—Alabama rancher.

"Rear seat is too crowded."—Michigan executive.

"Take the spare tire out of the trunk. There isn't enough room for it."—Missouri executive.

"Would prefer a convertible."—Florida housewife.

The brief and uncertain reign of the Mark II as the ultimate in American cars has ended. Why did it fail? And from its story what can be learned about the future of super luxury cars?



AN INQUEST INTO THE FATE

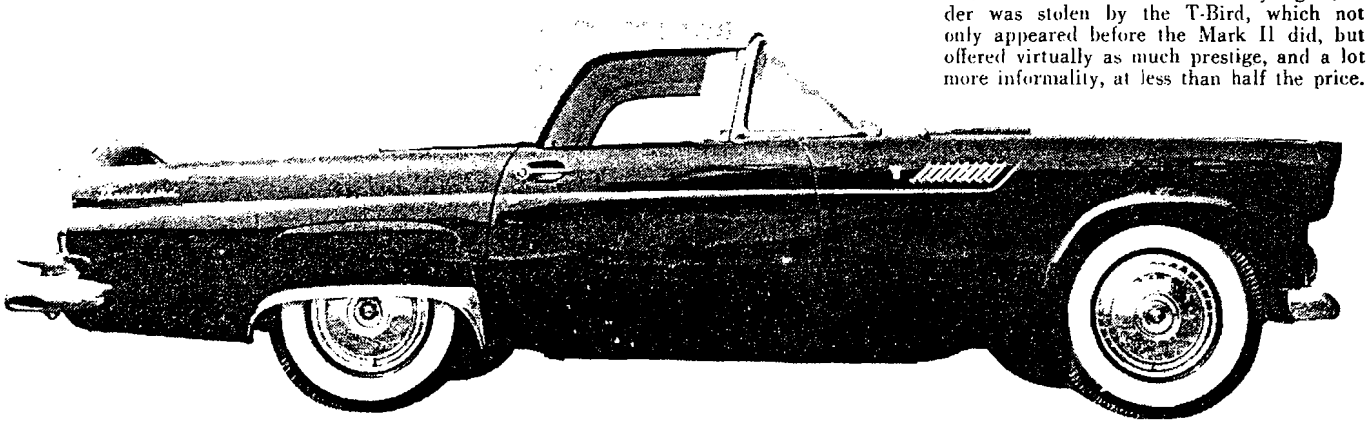
VERY quietly and without the benefit of ceremony, the Ford Motor Company has buried the Continental Mark II. What began so bravely and optimistically before the public in the fall of 1954 has been conceded by Ford to be a project without hope or future.

Within the next few months there will be, in its place, a Lincoln Continental, a modified version of the 1958 Lincoln, according to all reports. Production of the Mark II itself ceased last May 15; William Clay Ford, who was charged with the task of developing the Mark II, is now engaged elsewhere; the imposing executive offices built especially for the Continental division are now occupied by the Edsel staff. Whatever else remains of the grand endeavor is now tucked inconspicuously away in a corner of the Lincoln division, to which the Mark II was assigned in its closing months after loss of the separate division status.

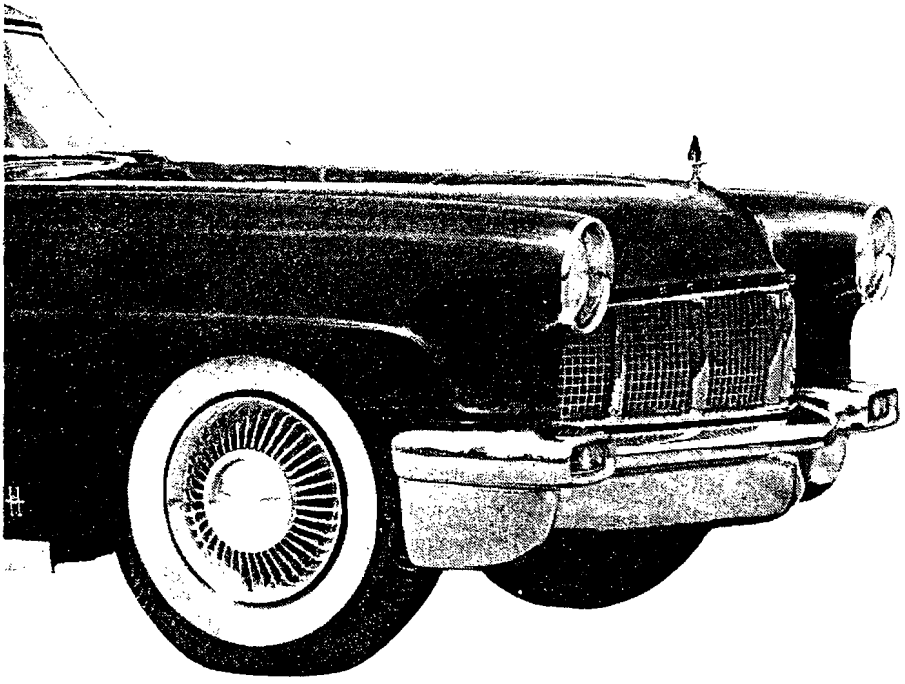
There seems, strangely enough, to be virtually no mourning upon the passing of the Mark II. One may almost conclude that it not only was unwanted, but unloved. Even the press, which ordinarily is sentimental about noble experiments, has been quite unmoved by the event. However, such is the fruit of the [illegible] vated exclusiveness which atten[illegible]e vehicle. Even royalty today must pretend to be democratic.

Yet some sort of inquiry or inquest into the demise of the Continental is indicated. The Ford Motor Company, like all Detroit companies, is understandably reluctant to call attention to one of its failures. So it must be left to others to examine the circumstances surrounding the birth, life and death of the Mark II, if for no other reason than to arrive at a few conclusions regarding the future of the super-luxury car in America.

The fact is immediately apparent— [illegible] be ruled out as the cause of



CRIPPLING BLOW to Continental success was the fact that much of its styling thunder was stolen by the T-Bird, which not only appeared before the Mark II did, but offered virtually as much prestige, and a lot more informality, at less than half the price.



OF THE MARK II

death. During the Continental's existence, at least until the end was certain, no important competition appeared in its class. Indeed, from Detroit auto makers there was no competition at all, since the Cadillac Eldorado Brougham did not formally arrive until just a few months prior to halting the Mark II. And what foreign competition there was could never be considered as a threat to the domestic product. For such cars as the Bentley and the Mercedes and the Rolls-Royce were not imported in quantities sufficient to affect the Continental's sales. And, even if they were, the advertising behind the import is not enough to offset even the feeblest of Detroit's efforts.

It is obvious, then, that the Continental was not driven out of the market by other products of its equivalent type and in its same price class. The reasons must be found elsewhere.

What about the car itself? Was it such an inferior product that it could not compete even with other cars that were cheaper! Surprisingly, at least a partial answer lies here.

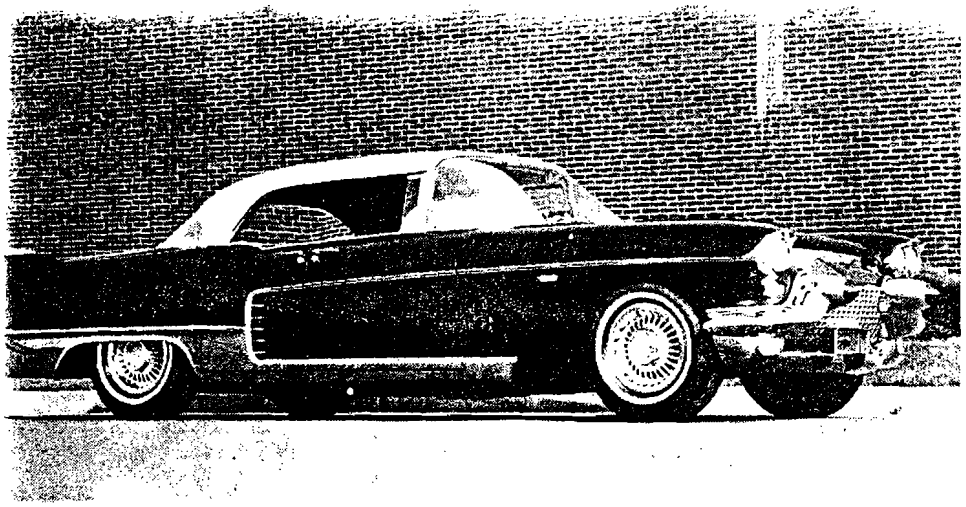
The idea for the Continental Mark II was magnificent in concept and purpose. Ford deserves credit for this, at least. The car was a valiant attempt to produce the first supreme quality vehicle seen in America since the end of the classic era (circa 1940). As Ford intended it to be, the Mark II was to be better made, smoother and quieter, more durable and more practical than any of its older, dearly regarded ancestors ever presumed to be. Naturally, distinctive styling was essential.

One of the foremost authorities on the pre-war Lincoln Continental called it, in private, a "good looking tin can." But if the earlier car did lack exceptional quality, at least it did very well with its appearance. The new Continental was intended not only to carry on this reputation for design, but to add to it unsurpassed quality. Unfortunately, it did neither of these to the degree required.

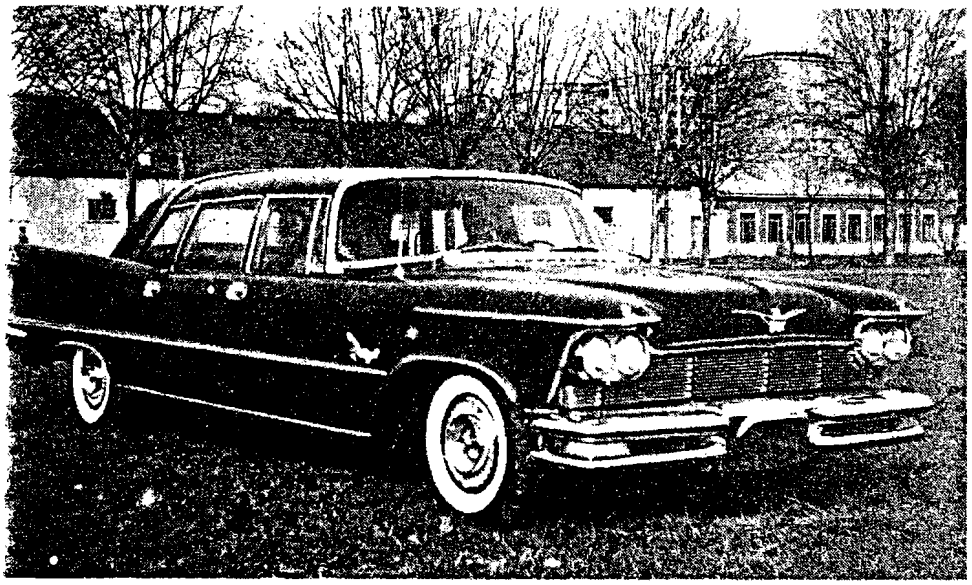
By ordinary standards, there was nothing wrong with the Continental. But it was not offered as an ordinary car. It cost twice as much and, therefore, it was expected to be twice as good. The excellence of today's less expensive vehicles undermined this premise from the very start. If the makers of the Continental has substituted some other kind of appeal, the story might have been different. But they didn't.

The styling is an important point. A basic error here, which hindsight now makes clear, was the use of the past as a start. Everyone apparently was too conscious of the earlier Lincoln Continental and not sufficiently impressed with the current taste of the domestic luxury market. The original Continental was designed without significant reference to then-prevailing styles and fashions; if the new Continental had been created with similar freedom, it might have captured the imagination of buyers as the first one did.

So the Mark II came into being austere, conservative, formal. It was unquestionably correct, but unfortunately unspectacular. The engineering was as solid as it could be, but the prohibition against technical advances and



NEW SUPER LUXURY CARS are the Eldorado Brougham (above) and the hybrid Italian-American Imperial, each of which is priced from $2,000 to $3,000 more than the Mark II in its heyday. There's no clear reason why a market can't be developed for cars in this class.



clever gimmicks made it unforgivably dull. Anyone who pays $10,000 just has to have something to talk about to justify the cost.

The item which was intended to substitute for more glamourous attractions was sheer quality. The assembly line was so arranged that any deficiencies in the car could be eliminated by the expensive, slow hand labor available in the plant. Engines were carefully fitted from selected parts and individually tested and bench-run. Inspectors were instructed to check for quality, rather than for economy of manufacture. The instruments installed in the special panel were all ordered without regard to expense. Buyers had their choice of rare and exotic fabrics and the best leather that money could buy. The small fittings were made of brass and copper, rather than of inferior metals.

But it didn't work out as planned. Somewhere along the way the quality factor, at least to the necessary degree, was lost. For a car so priced, there were too many owner complaints of manufacturing deficiencies. As has been pointed out recently, the building of a limited-production vehicle is not the technique that Detroit knows best; its strong point is the mass output, offering more and more car for less money through economies obtained in volume, not just a few units at high cost.

Perhaps the Continental might have surmounted the limitations of design and construction, however, if it had been properly sold and serviced. Since the car's appeal evidently was borderline, its handling was critical.

There were dealers who took on Continental franchises in areas where the market was insufficient. When a unit in stock didn't move, discounting was resorted to. It didn't take long for the word to get around. And even the well-heeled buyer likes to boast of the resale value of his purchase.

Further, too many owners [illegible] into exasperating service problems [illegible] in numerous instances were not equipped to handle complaints. What was worse, some didn't seem to care! The man who had plunked down 10 grand did not get the extra attention he felt he'd paid for. This was a permanent black eye for the Mark II.

Within the Ford Motor Company itself, the advent of the Continental generated little enthusiasm. Factory staffs today, especially in the major companies, are volume-minded when it comes to sales. Other divisions could anticipate few direct benefits to their own products. They may have been wrong in their thinking, but that was the general attitude. It is said that Henry Ford II himself was not particularly inspired by the Mark II after it began to take shape and yielded only to pressure from others to launch the venture.

Nor did the factory exploit its super luxury car in a way best calculated to insure demand. All the promotion, it is now apparent, offered the Mark II without a valid or compelling reason to buy it for what it had to offer.

Even the enthusiasts, a key group in establishing the superiority of any new car, were not approached, even though it was they who had done the most to make the earlier Lincoln Continental a legend. And it is a more or less accepted fact that the non-enthusiast is influenced ultimately by the enthusiast.

Ford executives, according to a recent study by Fortune Magazine, made a very realistic appraisal of the potential market when they OK'd the idea of a new Continental. They were accurate in estimating the number of persons in the U.S. with the kind of income or bank balance to lavish upon a super-luxury car.

The original plan was aimed at 1600 Continentals a year, priced at $8,000. When Ford's investment in the program touched $25 million, however, these figures were revised upward to 2500 units annually at $10,000 each. The total sales for approximately 18 months of retailing the car ran near 3,000 units (unofficial figures).

There were additional barriers to success that were not fully appreciated. Most fundamental is the changed nature of the market for expensive cars, one that differs from the kind that supported the classic and other ultra-plushy vehicles of the pre-World War II period.

The emphasis today is on less formal living, and in car sales the evidence is on the side of the sportier flavor in machinery. This, of course, has no direct relationship with cost. An interesting sidelight, although it cannot be accepted without question, is the trend toward a sort of inverse snobbery. It is demonstrated, some report, by the effort of some wealthy families to shun too much formal display. A recent article on the famous Philadelphia Main Line noted that [illegible] bigger residents were driving [illegible] and Chevrolets, perhaps in the

Thunderbird and Corvette categories in many instances. The rise of the station wagon undoubtedly is another [illegible] factor. What can be said of Philadelphia probably applies elsewhere.

Much more conclusive is the fairly obvious fact that today's car buyer prefers—and often needs—to invest in two or more cars. Social standards and the physical development of the "green belt" are the compelling reasons. So if a buyer can afford to buy and maintain two Lincolns, or two Cadillacs, or any high-priced vehicle along with some other less expensive car, it might suit his personal taste or prestige as well, or better, than one super luxury car.

It is in this competitive sense—one car versus multiple car ownership—that the Continental suffered. It was inevitable for prospects to make exactly such comparison. The Mark II itself, and its handicap of dealership inattention, just didn't have the necessary advantages to overcome the inhibitions against extravagance.

There were more mundane resistance points to Continental sales. For some customers it was not a large enough car. They wanted the capacity of a standard Lincoln sedan, or possibly the greater room of a seven-passenger limousine. If the Mark II had been offered in a range of body styles and sizes, these people might not have been lost. There was a gesture at a Continental convertible, but it never got beyond the prototype stage.

It may very well be that in such limited production the economics of the operation precludes a variety of body types. Should this be so, the future of the super-luxury car is dim. People who have money expect their whims to be catered to.

In this respect, that may be one of the factors that made the earlier expensive cars more successful in their time. During the 1930's for instance, cars in the super bracket offered as many as 30 body styles within a single make. (Cadillac during 1933 and 1934 sold only 400 16-cylinder cars annually, but buyers could choose from more than 20 bodies—or could purchase a chassis and have a custom builder create something completely exclusive.)

The class of buyers who can afford a car at $10,000 and up ranges from gamblers and uranium prospectors to the Morgans, the Vanderbilts and movie stars. Their tastes are as varied as their backgrounds. No one car could please them all, yet this is approximately what the Mark II had to do. The actual number of persons who can afford a truly expensive car is limited, so such a car must sell a larger percentage of its *potential* customers than any other. Even a popular Ford or Chevrolet would find it difficult to achieve such saturation.

It is known now, but too late, that the average age of a super-luxury car buyer, as the Continental demonstrated, is much younger than the 55-year-old stock broker who once was regarded in Dearborn as the typical prospect. Like as not, the real buyer is closer to 40, often well under that, but is engaged in activities to which the cost of such a car may be charged as a business expense. If his income tax will not allow this, at least he likes cars well enough and is prepared to undertake the burden to satisfy his inclination.

A couple of additional burdens were supplied by the Ford Motor Company itself. One of the first of these was in allowing the T-Bird to steal some of the Continental's styling thunder too early. The resemblance of the cheaper car to the more expensive one was too close to be profitable for the Continental division—although not for the Ford division. The second factory-supplied burden was in forming the Continental division, which placed an extra financial load on the limited-sale product.

From the fortunes of the Mark II, some conclusions can be drawn regarding the future of the super luxury car. They must extend into the arena of pure speculation, of course, but this much is indicated: the fate of the Ford project does not necessarily mean a similar one for comparable ventures.

Cadillac now has its new Eldorado Brougham, which carries a price tag of some $3,000 more than the Mark II. Chrysler is in the process of importing about 50 special-bodied Imperials from Italy, which it is testing at $12,000. Studebaker-Packard shortly will be merchandising the Mercedes line, some of which reaches into stratospheric prices. It is said that even staid Rolls-Royce is making sales gains as the result of a modest drive for a bigger share of the U.S. luxury market.

If these developments had happened a couple of years earlier, they conceivably could have helped the Mark II. As it was, the car was pioneering. It stood alone with no other vehicle to assist it in overcoming the natural inertia of a market that had been dormant for almost two decades.

It is quite evident that too much was expected from the Mark II in the relatively short time it was available. The designers and sellers of the car were not allowed any time to correct errors in judgment. A little more persistence, plus the introduction of other products in the same class, might have proved surprisingly profitable over the long haul. Ford threw in the sponge too quickly on the Continental once before, then regretted its hasty action.

The Continental Mark II was not an impractical car (as has been charged). It did not cost too much. There were mistakes: formal styling, conservative engineering, separate division status, insufficient sales and service support. Correct these and add some sex appeal and the Continental—or any other super-luxury car—should be able to make its own way. •

PROBLEMS WITH YOUR MARK II?

....ASK BUDDY

Q. Can the tail lamp fuel filler hinge be repaired?
A. Yes. It is made of a pot metal and can be heliarc welded. The cost is from $8.00 to $25.00. These hinges break from lack of lubrication. The Mid Atlantic Region of L.C.O.C. offers a very poor reproduction of this hinge that requires major reworking, and is not recommended by Holiday. **(July 17, 1975 it has been reported Mid-Atlantic is producing a new and better hinge.**

Q. Where can we find the package tray material in the back window?
A. An exact duplication has not been found, however, the local wallpaper store has a material that is very close in a natural color and will have to be dyed to your upholstery color. Obtain dye in spray cans from a local paint jobber, Pep boys or Standard Brands Paint.

Q. How do I get the package tray out?
A. The job is quite simple and the entire operation, including dying, will take about 30 minutes. Remove the garnish mouldings from around the window and then push the tray back toward the glass and pull it from under the leather retainer on the back of the rear seat. When you get the tray out, which is made of pressed wood board, use an upholstery or carpet glue (available at upholstery supply houses) adhere the new material to it. Then trim the material and wrap the edges over the tray. For the rear seat speaker sound to come through the material, scrape the backing and puncture holes in the material. Then dye to your color.

Q. What can I do about the smell of gas inside the car?
A. This problem is one of the elbo vent tube inside the left quarter panel (rear fender) being deteriorated, and allowing the gas fumes to reach the passenger compartment. Loosen the carpet material inside the left trunk area and working from inside and under the car remove this elbo tube. Any auto parts jobber will have this size gas hose in stock. Take yours along to match it to the new one. This operation will take approximately 20 minutes. see **INDEX.**

Q. What do I do about gas leaking down on the hot muffler?
A. This problem is the "T" vent tube being deteriorated and when the tank is filled the overflow runs out the damaged hose. This "T" tube is available from FOMOCO for about $3.50 and will take about 20 minutes of laying on your back and getting dirt in your eyes to install. This factory tube is normally good for only a few months due to deterioration but it could last several years if you are careful not to fill your tank to the brim the excess gas won't lay in the tube and rot it. Holiday does have a high quality reproduction tube that is slightly higher in price but should outlast the factory product five to one. See **INDEX.**

Q. What if I still have gas leaking after instaling the new T tube?
A. There are two more vent hoses leading from the tank that could be defected. These are simple to replace and can be had at any auto parts jobber. See **INDEX.**

Q. My seat motors run but they don't operate the seat. Whats wrong?
A. This problem can be corrected with the new reproduced brass gear that are available from Holiday. The price at this writing is $18.20 each and there are two motors in the seat, one for up and down and one for forward and backwards. The original gear was nylon and they strip out quite easily. To install, lift the front seat bottom out of the car and remove the defective motor and drive assembly from the seat mechanisms. Take the cover off the gear housing and replace the

gear, using new grease (Lubriplate white grease). The entire operation will take about 40 minutes for each motor.

Q. When I open my doors all the way they hit the fenders and dent them. Also, the doors won't stay open. How can I correct this?

A. The culprit is the door check strap being bent or broken. See fig. H- for the correct size and the way it should look. The entire repair will take about two and a half hours for each door. Remove the long chrome trim moulding on the lower door panel with a flat screwdriver or other instrument, being careful not to bend the trim as it is very soft. Remove the screws under the trim. Under the door at the bottom of the panel remove the screws there. Remove the door handle using a very small flat screwdriver for the set screw and turn the handle counter clockwise. If it will not turn use a pair of vice grips with rubber pads in the jaws so as not to damage the handle. *Do not use the vice grips without padding of some kind!* Remove the chrome headed screw at the front of the door panel and lift the panel off and down. It is not necessary to disconnect the wiring. If you do disconnect the wiring be extremely careful to wire the cigar lighter back correctly. It is very easy to put the hot wire to ground!
Remove the kick panel, the one with the round vent grill, by droping the glove box lid down. To do this, lift the carpet in the bottom of the glove box and remove the four Phillips head screws that hold the stops in place. When you get the kick panel off, using a pair of needle nose pliers, remove the key clip and pin that holds the check strap, being careful not to drop either or you may have to use a magnet to retrive them. Now just remove the check strap by just pulling it out of the door frame. Note, you will not be able to install it back the same way. You will now notice that the check strap is either bent, worn or broken with the tip of it gone completely. You can drill a 1/8", or so, hole near where the strap is broken, re-insert the strap from *inside* the door frame shell and install a bolt or cotter key to act as a stop, replacing the function of the defective tip. Or you can weld new metal on the end of the strap to replace the broken or worn area and re-install. Be sure to lubricate with grease.
On occassions you may find that the rollers that roll on the strap are worn out from lack of lubrication. The best thing now is to locate a used roller assembly for about $5.00, make necessary repairs on the strap itself.

Q. The headlight doors (rims, bezels, rings) on my car falls off. Where can I get clips that hold them?

A. The clips are not available new, and seldom used, until such time that someone reproduces them. Make your own from spring steel. They are held in place with a small sheet metal screw which means disassembling the entire headlight assembly to gain access, or you can use needle nose pliers to remove the screw and braze the new clip in place.

Q. What is a simple way to determine if my generator is charging?

A. Start the engine and disconnect a battery cable. If the engine dies, no charging!

Q. Are the switches for the windows still available, and if not, can they be repaired?

A. I have not been able to locate new switches or a replacement, however, I have not found any switches yet that could not be repaired. The usual problems are that the switch handle is "sloppy" and only will work sometimes, or that the switch will not work at all, even though there is current to it. The "sloppiness" is due to the chrome handle becoming disengaged from the plastic switch body inside the housing. Not working at all is from a spring that has lost its tension, or corroded contact points. The switch is quite simple to disassemble. First, use a screw driver to pry

continued

ASK BUDDY (CONT.)

the switch from its panel, such as the rear switch. Use caution not to cut the leather. On the sides of the switch you will notice prongs that hold the body in to the chrome housing. Disengage this prong from the small hole that it seats in by using a sharp instrument such as an ice pick. On the front (drivers side) use a stiff wire such as a clothes hanger with a very tiny bend to insert in the hole. On the back side of the switch where the electrical wires connect there is a small screw in the center of the switch. Remove this screw and the switch will come apart. The inside will be partly full of dirt and corrosion and hence you will discover your problem. Clean ALL your switches as the lack of proper contact (electrical) will destroy your motors from lack of proper current. One other thing, mark on a piece of paper the proper sequence of the electrical wires you disconnect.

Q. Is there anything in particular to use to clean these switches?

A. Yes. Quite often the switches will be badly rusted to the point that the contact points are completely gone and the springs are damaged. If the contact points are gone, put a drop of solder in its place and it will work fine. There is a product on the market called SOL BRITE. Order from Henry S. Perren, Inc., 330 W. Valley Blvd., Alhambra, Calif., 91801 213-576-2101. This product is a mild acid that works miracles on all chrome surfaces, especially on wire wheels. It sells for about $8.00 a gallon and they will ship. Use this on the switches. In some cases, all you have to do to clean a switch is to soak the switch in Sol Brite for a few minutes and then rinse with clean water and spray silicone in to the switch, without disassembling! Be sure to blow all the water out. On a disassembled switch be sure to sand or scrape the contact points clean.

Q. My red gas gauge lite stays on when the tank is full.

A. The CVR (constant voltage regulator) is deffective, meaning the very fine copper wire inside the switch is burned out. The CVR is located inside the fuse box under the hood of the car on the passenger side next to the hood hinge. Remove the fuse box cover and on the left side is a small relay with three wires attached. Also, at other times, when the CVR is defective the gas gauge will not work, showing an empty tank at all times. The CVR is not available at this time, but if you want to make the gauge work, just disconnect the three wires from the CVR, eliminating the CVR altogether, and make the proper connections with the three wires together.

Q. When my air conditioning unit gets hot it shuts off. Whats wrong?

A. The air conditioning relay is inside the fuse box, the only other one besides the CVR. The problem can be corrected by tightening the tension on the relay points inside the relay.

Q. Are the Mark II power steering hoses available?

A. From Ford they are not. However, an L.C.O.C. member does reproduce the high pressure hose and is exact. Order from HOLIDAY SPECIAL INTEREST AUTOS, INC. The price as of 7-1-75 is $25.00. Also, a 1963 Comet V8 high pressure and low pressure hoses will work with a little alteration. Order low pressure hoses also from HOLIDAY.

...ASK BUDDY (CONT.)

Q. Where can I buy a gas filler hose, where the gas goes in?

A. They are not available new nor as a reproduction. To improvise, go to your local Ford dealer and purchase two hoses, #C8TZ-9047B at $7.90 each and then swing by your neighborhood muffler shop for a piece of scrap 2 1/8" exhaust pipe about 3" long. Lay these 3 parts down along side your old splitting, rotten, leaking, dirty original hose and improvise to your hearts content. After about two hours of work (dirty, at that) you'll be happy with your handiwork and will not have to worry about that hose for some time to come. RV suppliers have a neopreme hose also.

Q. When I'm speeding down the freeway in my Mark II I find it difficult to watch for the "fuzz" as my exterior mirror is all clouded behind the glass. How can I fix this?

A. What, the ticket you get for speeding or the mirror? If it is the mirror, carefully remove the "head" from the body, or base, by unscrewing the round part just behind the glass. Be careful you do not lose the very small square pin, spring and swivel that are inside. Take the "head" to any good glass shop and for about $3.00 to $6.00 they will instal a new glass. However, this will be clear mirror glass and thin like is in the 1957 Mark II. The 1956 Mark II glass is quite thick. If you were to want the tinted glass as original find someone that silvers glass (see next question) and have them silver a piece of stock tinted glass.

Q. How do I go about replacing the interior mirror glass?

A. Here again, take the mirror head off and take it to a company that silvers mirrors. Check the yellow pages for this service. They will then disassemble your mirror head and resilver your old glass. They can not replace the glass as it is bevel cut and is a special shape. A company in the Los Angeles area is: STAR GLASS AND MIRROR CO., 14950 VENTURA BLVD., SHERMAN OAKS, CALIF., 213-788-1010 The price is $5.00 plus 6% tax. If you should ship to them, I would suggest you allow enough money for postage and handling.

Q. I have a bad "drain" of current in my car. In just a couple of hours the battery goes dead. I just had the car re-upholstered, could there be something wrong with what they did?

A. Many times I have experienced this problem with Mark II's that have come into the shop. The culprit, more times than not, is that the "hot" wire to the rear seat ash tray and lighter is connected direct to ground. Remove the door panel by inserting a sharp instrument, such as a screw driver, under the door arm rest chrome mldg., which is about 2 1/2 feet long. Under this mldg. are four screws that must be removed. At the bottom of the panel there are more screws to be taken out. At the front of the panel there is one chrome headed screw. Remove it and the door handle and the panel will come off. Use a test light or other equipment to determine which is the hot wire and connect it direct to the bottom of the cigar lighter and the other to ground. The thinner wire is the light.

Q. What is a simple way to determine if there is indeed a short in the wiring?

A. Simple. Remove the fuse for the clock and make sure that everything electrical is shut off, such as, are the doors closed? Now disconnect one cable from the battery and using a good light bulb (if a test light is not available) touch the cable to the ground side of the bulb, while touching the contact tip of the bulb to the battery post. If the bulb lights, there is a drain of current.

...ASK BUDDY (CONT.)

Q. The brake hose from the master cylinder down to the frame block leaks fluid. Can I replace this with an identical hose?

A. No. An exact replacement has not been found by me. What to use is a replacement metal line and fitting assembly put out by Gates # S-320 that lists for about 80¢ and can be had at most any parts jobber. This will eliminate the chaffing that takes place where the hose goes through the metal hold-down on the fender apron that causes the ruptured hose condition.

Q. What can I do about the front end of my Mark II sagging?

A. An inexpensive way is by using the spring shimms available at most all auto supply houses, or another type shim is one that is placed under the coil spring to raise the car. The better was is to invest about $45.00 labor and $45.00 parts for two new springs from a 1967 T Bird, or the slab side Lincoln springs will work, and a couple of the coils will have to be cut out of the T Bird springs. Your local axle and frame man can make the job quite simple. Total cost is about $90.00 including front end alignment.

Q. How do I get rid of road shock in the steering gear? Front end is in good shape tires balanced. Is some shock in steering typical of these cars?

A. It is, in my opinion, from having driven many Mark II's that this problem is not typical. If you are assured that your springs and shocks are in good shape and you get this "shock" at all speeds, then suspect your tires. Steel radial tires have been known to give this condition. For example: I recently installed new fiberglass belted tires on my '57 Mark II and now I have road "shock" and rattles immediately after installing these tires. I just put steel radials on my '73 Cadillac and now there again I have a fierce road "shock". To try the process of elimination, switch tires and wheels with another vehicle that has nylon or rayon tires. First however, be sure your front suspension, shocks are alright and not too short, and springs are in good condition. Also, check the drive shaft insulator.

Q. On acceleration I get a bad thumping from somewhere in the center and under the car.

A. This is very typical of a Mark II. This would be the drive shaft insulator. See illustration on page 133 group #4938, part #4047139. These deteriorate quite rapidly. It has been suggested to fill the cavities in the insulator with a butyl rubber to help make it more solid and last longer. However, I have not tried this "fix". When removing and replacing the drive shaft be sure it is installed correctly (see Technical Data Manual) or it will vibrate and you will think you are driving on square wheels.

Q. Are there other sources of vibration in the Mark II?

A. Yes, several. One owner, Brad Luse, reports that a mechanic had left the engine to transmission loose and as a result the convertor in the trans created a vibration, and also damaged the hub in the convertor.

Q. How do I get that @*%#%$*+ radio antenna off my Mark II? Asked by dozens.

A. The removal is not simple but here is the answer: Remove the right rocker panel mldg. from the car or at least remove half the clips that hold it on. On the bottom of the rear part of the fender, on the underside and back side, are two 1/2" nuts that must be removed. Now, go inside the auto and take off the right side kick panel, releasing part of the glove box. Half way up the fender, inside the kick panel, is another 1/2" nut that must be taken off. Be careful you don't drop it. Outside the auto again, remove the 1/2" bolt from the top rear of the fender. Now use very thick tape (or several layers of masking tape) and apply this to the edge of the fender and door to avoid scratching the paint. By this time you should have been working on the job about an hour. Now, raise up on the fender at the rear and pull out on the rear top. This will release the rear of the fender. Use a wedge of some sort to hold the fender out so you can "wedge" your arm and hand behind the fender. At the bottom of the vacuum antenna there is a clamp with a small bolt and nut that must be removed, also disconnect the vacuum hose at the top and bottom. Now, at the top of the antenna 2 small screws hold the antenna lead-in wire, disconnect. Unscrew the chrome bezel and your antenna will come through the bottom of the fender.
Reverse the procedure to install your new antenna.

Q. I want to replace my antenna with an electric one. What can I use?

A. The 1966 Cadillac antenna makes a nice installation with some modifications. If you wish to use the Cadillac chrome bezel you can by just cutting the antenna hole out with a rat tail file to accept the new part, and using a shim between the antenna and the fender. Or you may wish to use the Mark II chrome cover and bezel with just a little modification. This is quite acceptable as the antenna goes completely out of sight when down and it still looks like an original antenna. Following is the procedure:
With your old antenna out, use a hack saw and cut the top 3" or so of the threaded part of the Mark II antenna off, to be used in place of the same bolted on part of the '66 Cadillac antenna. This part has three bolts that hold it on to the body of the new part (antenna) and at the top is a clamp. Loosen this clamp and remove the upper most part of the antenna (the chrome bezel assembly). Now replace this removed part with the part that you cut off the old antenna, using shims to make it VERY tight. Tightness is very important. If you neglect this you will find out the hard way why it is important. Remove the 3 bolts as mentioned above so you can adjust the position of the electric motor between the fender and the firewall. When you have determined the correct position re-insert the 3 bolts and insert the antenna up behind the fender. Install the chrome bezel and cap on the top at this time. At the bottom of the antenna is a clamp, as well as one already on the fender. Bend these so they will touch and put a spot of weld to hold, or make a bracket to tie the two together. Be sure the antenna mast is straight at this time (not crooked with the body). Now pull your old antenna lead-in wire out and replace with the new one. Run two wires from the antenna into the passenger compartment, over the radio to the driver's side. By this time you will have removed the panel that holds the antenna and dome lite switches. Remove the antenna vacuum switch. If you are lucky you will have obtained another dome lite switch to replace the vacuum switch. You will have to drill two new holes to install. Now connect a hot lead to the switch as well as the two wires from the antenna. The switch will not go off by itself as it is not spring loaded, but at least by looking at the switch installation it will be difficult to tell it is an electric. If you are an amateur you should have the installation completed by supper time, without too much loss of sanity.

Q. The control handles on the consol for the air conditioning, heater, etc., don't work properly. They won't go completely off. Whats wrong?

A. This problem is normally due to a disconnected cable or the cable and housing has slipped out of its clamp. To repair is not too easy, especially on the 1956 model as the bottom of the consol is a closed model. On the 1957 the bottom of the consol is open enough so that you can lay a mirror on the carpet under the consol and then youcan look up inside. Use a flashlight. Take a look and see if you can determine if any of the clamps have come loose by its one screw. Re-adjust and tighten the screw. Now, if you have done it properly, it should work.

On the 1956, good luck! The entire consol will have to come loose.

Q. Are the Mark II Technical Manuals still available?

A. Until recently they weren't, but now FoMoCo has reprinted them. Order from Helm, Inc., 2550 East Grand Blvd., Detroit, Michigan, 48211. The price is $15.00 and Helm is the publisher for Ford.

Q. Have you found anyone yet to rebuild the vent and quarter window motors?

A. No. Several companies have tried but they have not been able to do it. Diels apparently has found someone as he advertises them for $62.00 exchange. Should you try to rebuild them yourself, provided the windings are not burned out, you can at least replace the brushes or clean the commutator. Disassemble the motor and then drill or punch the four rivits out, this will release the attaching plate. To replace, use pop rivits. At the end of the shaft there is a set screw that adjusts the shaft through the use of a ball bearing. Do not leave this adjustment too loose or too tight.
When replacing the quarter motor do not attach it too tight to the mounting bracket with the three bolts, or the motor will get into a bind on the full up or down position. This will strip the brass gear. HSIA stocks the brass gear.

Q. In the January issue of the CONFAB you gave a breakdown on removing the antenna by loosening the fender, and in the February issue Diels says another way is to cut it from inside the car. Is there any other way?

A. The answer to this one comes from another member. He says this is an unwise method to cut a triangle with an air chisel, as the factory went to a lot of pains to assure that that area is well sealed. He says that someone with long thin arms can reach the bracket at the bottom of the antenna. This is true, but not many people have arms that stretch to their ankles . If you do, then loosen the bolt at the top of the fender, loosen the hood and pull it out (fender and hood), and then just maybe you can get the antenna out. I'm still trying to train mymonkey to do this job.

Q. Is there a spring at the back of the glove box?

A. Yes. See the INDEX for further information. There is a bracket welded to the fire wall that the spring attaches to, and then to the lid.

Q. I recently had my instrument cluster out and now the amp meter gauge read backwards. What did I do wrong?

A. You apparently inserted the electrical body feed wire, the thickest yellow or black wire (depending on the serial number) behind the cluster, backwards. If the wire goes through the retainer clip behind the ammeter the wrong way, it will read backwards on the gauge. In other words it will show a discharge when in fact it is charging.

Q. There is a big gap between my lower grill and the front bumper. Is the bumper bent or is the grill bent, or what is the problem?

A. You could have both conditions. If you have the bumper aligned properly (see INDEX), and the gap is still there, take off the center vertical grill moulding, including the grill joint cover. Now loosen the two bolts nearest the center of the grill surround mouldings (the hockey sticks). The hockey sticks should now move downwards to close the gap between the grill and the bumper. Tighten the hockey stick bolts in that position. The vertical grill moulding will probably not seat at the bottom on the hockey stick. If not, use a rat tail file and lengthen the holes for the vertical grill moulding until the mldg. seats on the bottom. Install the grill joint cover without the washers before you install the mldg. Just let the bolt head fit into the opening in the hockey sticks. It is not necessary to bolt it on to the hockey sticks. Caution...use gloves when using the file!

Q. How do I change the rear seat speaker?

A. If you have the 1957 type trunk hinges (torsion bars) and air conditioning, I can imagine the head scratching you have done trying to figure that one out. Loosen the wing nuts on the speaker from the trunk. Now, pull the package tray out inside the car. Just over the speaker, break the pressed board away so you can lift the speaker out. Install your new speaker by just laying it in to where the old one was. I doubt that you can get the wing nuts back on, but that is okay as the new speaker will seat firmly. Now, just lay your package tray back in to place. It will have a slight bulge, but it will not be noticeable.

Q. I have heat coming into the car all the time and I can't shut it off.

A. Provided it is not the "Little Lady" getting you hot and bothered, check out the heater control valves under the hood, at the end of the heater hoses. This is a round vacuum operated valve. It could very well be defective if it shows signs of rust from leaking water. For more on the valves, see INDEX. Also, there is a temperature control valve located inside the left kick panel that is also operated by vacuum and the diaphram often goes bad. Remove the kick panel and feel for the Phillips head screw that attaches it. Pull it out and remove the control cable and the vacuum lines. This one is tricky to remove and replace. Also, see INDEX.

Q. Are there really two sizes of cigar lighters in the Mark II?

A. Yes. The dash mounted lighter is larger than the two that are in the doors. It is about the size of the other dash knobs and is identical to the style of them.

Q.Are there rubber "bumpers" under the ash tray lids?

A. Yes. There are two rubber bumpers under each lid. They are perfectly round and very small and push into the holes. However, m[illegible] Mark IIs have the bumper that is

oblong. As far as can be determined these too are "stock" and not merely "pressed" out of shape.

Q. How does the hood ornament attach?

A. With a 3/8ths" nut, rubber gasket, spacer (plate) and a lock washer. See INDEX.

Q. While setting for a period of time my battery goes dead. Does it have a short?

A. There could be a short if it goes dead in just a short period of time. The clock can drain the battery. Also, the hood or trunk lights may not be going out. They are mercury operated. Be sure the lights tilt enough, especially on the hood lights. Also, if the seat and window switches are corroded they may be making a very slight contact and draining the battery. See INDEX. This will also burn the motors out!

Q. How do I change the shift indicator light bulb?

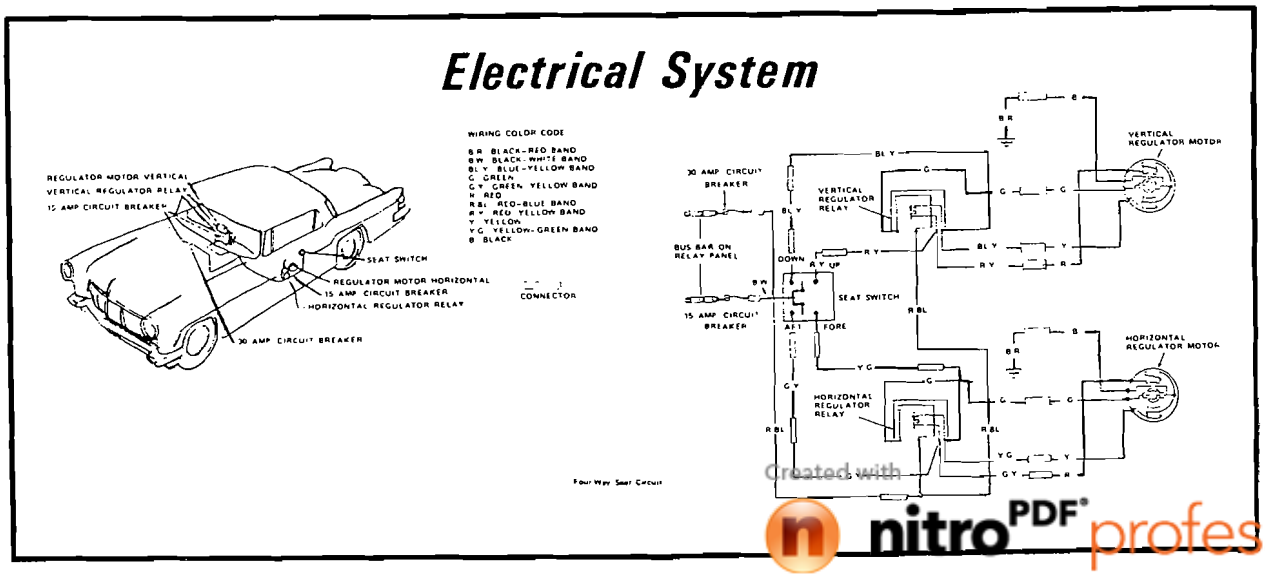
A. Loosen the two bolts that hold the steering column and drop it down. Use something like a knife and pry out the inspection cover plate on top of the column.

Q. Can I convert to electric windshield wipers?

A. Yes. 1957 Chevrolet motors will work. The hook up is the same. You will have to use spacers to mount the motor or cut the sheet metal body flange from the fire wall to accommodate, In judgeing competition points will be deducted because your vacuum motor can be cleaned and/or repaired to work properly. See INDEX.

Q. Is there a way to make my brake linings operate cooler?

A. Yes. On the backing plate you can drill 1/2" holes, or you can cut into the backing plate, toward the front, with a hacksaw about 2" in and bend this metal out to make a "baffle" to scoop up the fresh air. I have not heard of anyone having problems with water from this method. For more on brakes, see INDEX.



BREAKERLESS ELECTRONIC IGNITION

This information comes from Bob Davis of Arizona.
"ELIGHTRONIC" by Essex Automotive Parts, 6233 Concord Ave., Detroit, Michigan 48211. Model No. 45-101 is an excellent ignition for the Mark II. It is widely available. Has no moving parts (a timer is fixed to the lobes of the distributor and moves with the shaft). Uses a light-emitting diode, which is preferable to the induction coils used in many other systems. Easy installation with no modification for the 1957 distributor, very slight modification for the 1956 distributor.
1957 - remove the points and condenser and wire to coil. Slip the timer over the distributor lobes. Install the light device in the same location as the points using the same mounting holes and screws. Attach the control box to the firewall or some convenient location, hook up the wiring harness. Open the spark plugs to .040". This will not break down at high load (high manifold pressure). With a large oil-filled super coil by Accel, the points can be opened more than .040". Check the timing. Follow their instructions for installation carefully because the sequence is important, but it is notcomplicated.

1956 - Handle the light device carefully. Put it into position and note that the index hole and the mounting hole near the vacuum advance are correct. The other mounting hole is not usable. Mark the location for a new hole, drill, cut threads to match the other hole. Follow instructions for the 1957.

Another timing procedure which I believe is more accurate than the light on the index mark. When the gas tank is near empty, fill with 6-8 gallons of that horrible regular gas. Drive several miles to get the stuff through the carburetor. Be sure the engine is at operating temperature. Advance/retard the timing so that there is pinging under load - not much, but definitely some ping. Up a slight grade at 35-40 mph, push down on the pedal, but not to the downshift, and you have a good test. When finished, add a few gallons of premium and drive conservatively until the cheap gas is pretty well gone. There should be no ping at all with the premium gas and your timing is at the optimum. This should net you at least 17 mpg overall.

Bob also reports that his late 1957 has five indents in the quarter window frame where the verical felt goes. This would be to avoid breaking the glass when installing new felts with rivits or screws. This appears to be a factory job, but no other Mark II has been noticed with this feature.

DECALS

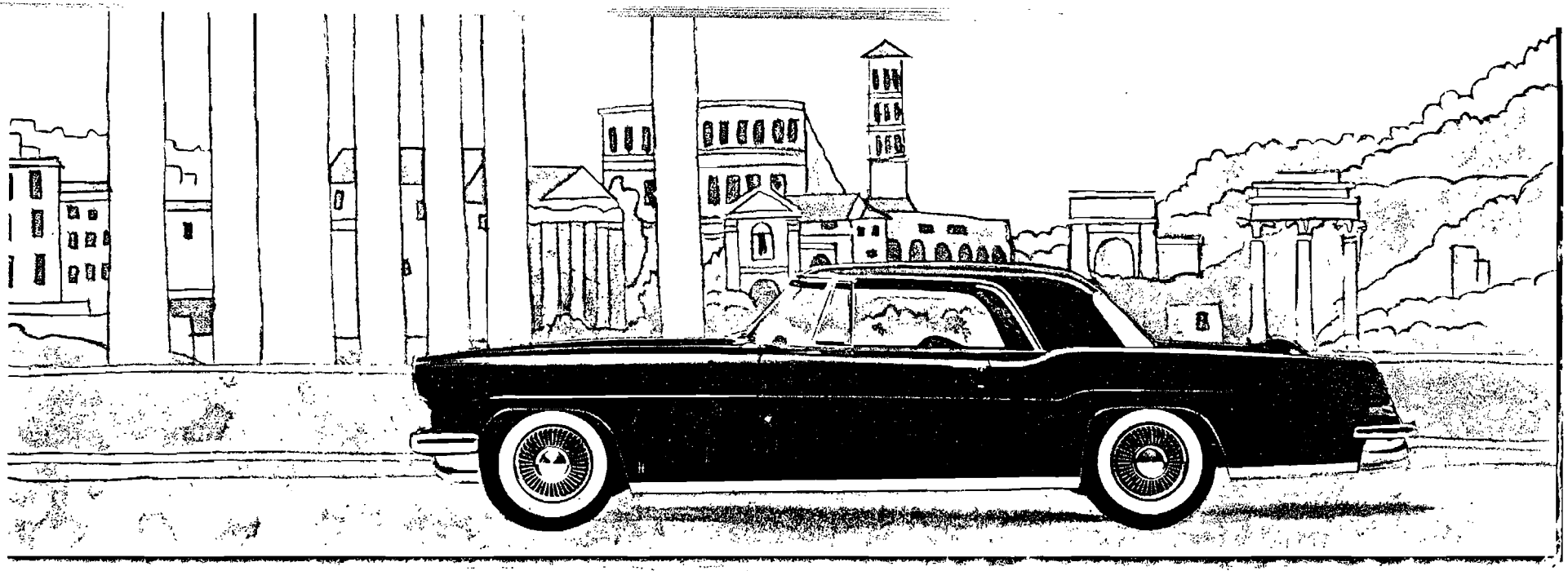
The MID-ATLANTIC REGION OF L.C.O.C. offers decals for the Mark II. Air cleaner, radiator, fuse box and windshield washer bottle decal set is $4.25. Order from Bob Petrucelli, 228 Hanover Avenue, Meriden, Connecticut 06450. Check to L.C.O.C.

CARPETS

A close carpet material can be had from Sears. It is called LUSTRA 3 and sells for about $14.99 a yard. Naragansett also advertises Mark II carpets ready made.

HEADLAMP DOORS

The headlamp doors have a small cut-out in the frame that goes towards the bottom to act as a water drain. Also, there is a water drain in the headlamp bucket. If it gets stopped up with dirt, rust will start.



Continental echoes

by **GEORGE FEYER**

International artist of Vox Records

Special arrangements of selected tunes
as played at the introduction of the

Continental Mark II

Continental Division • Ford Motor Company

Continental echoes

by

GEORGE FEYER

SIDE I.

The Continental

La Mer

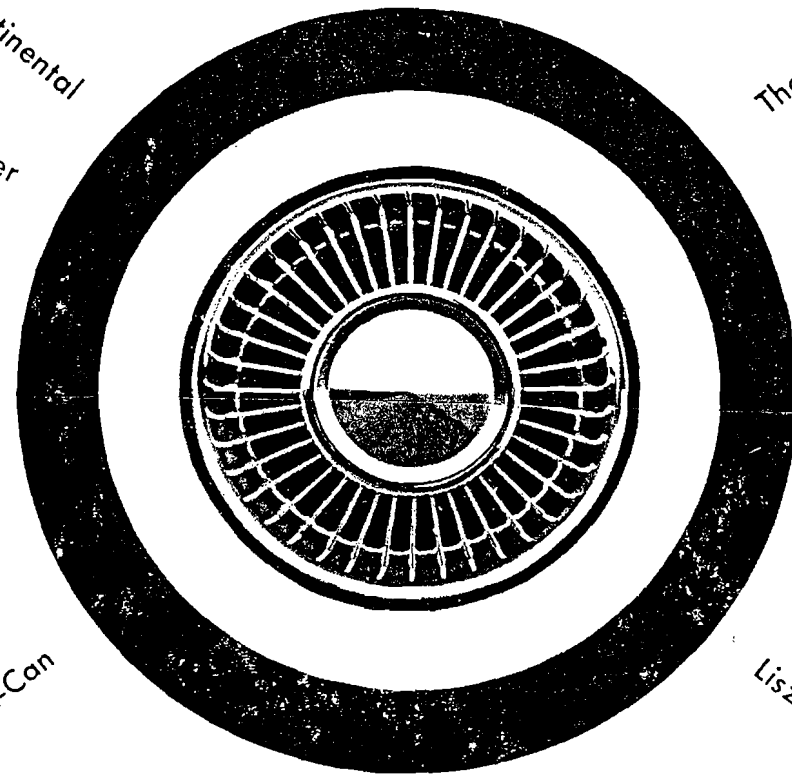
Oh Marie

Funiculi-Funicula

Strauss: Fledermaus—Fantasie

Oh Sole Mio

Offenbach: Can-Can



SIDE II.

The Last Time I Saw Paris

Mattinata

Alouette

Sur le pont d'Avignon

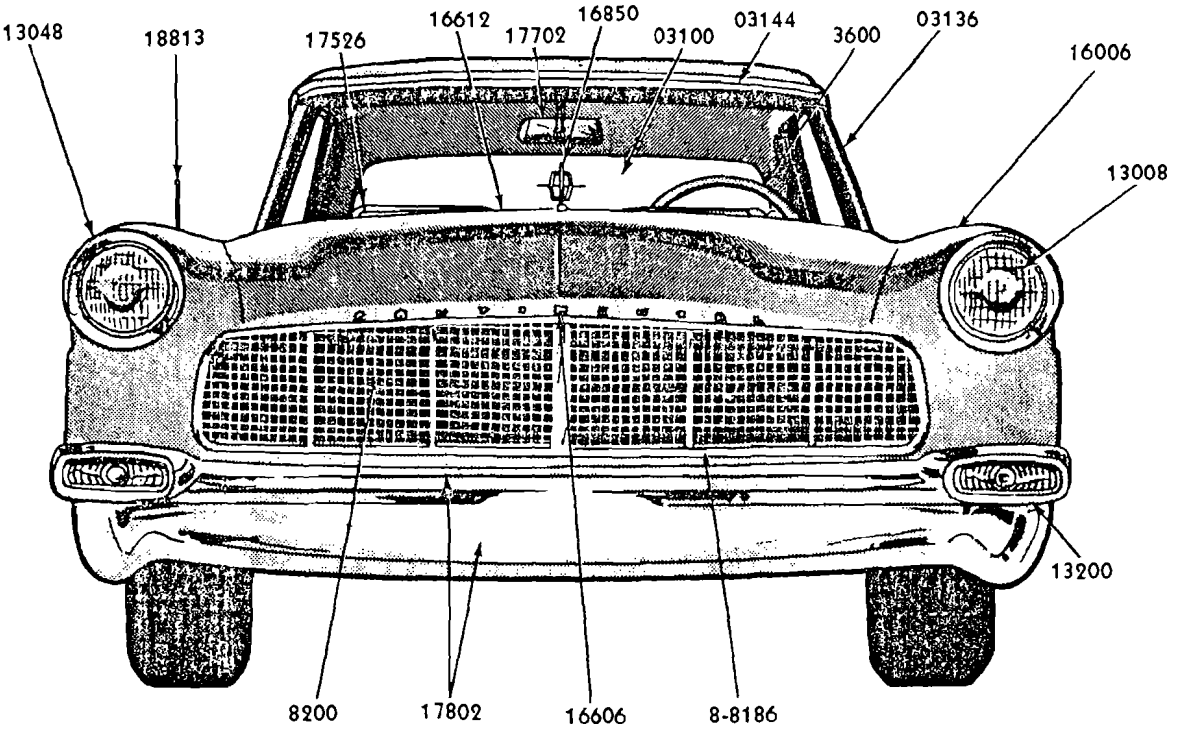
Autumn Leaves /Feuilles Mortes/

Strauss: Gypsy Baron, Valse

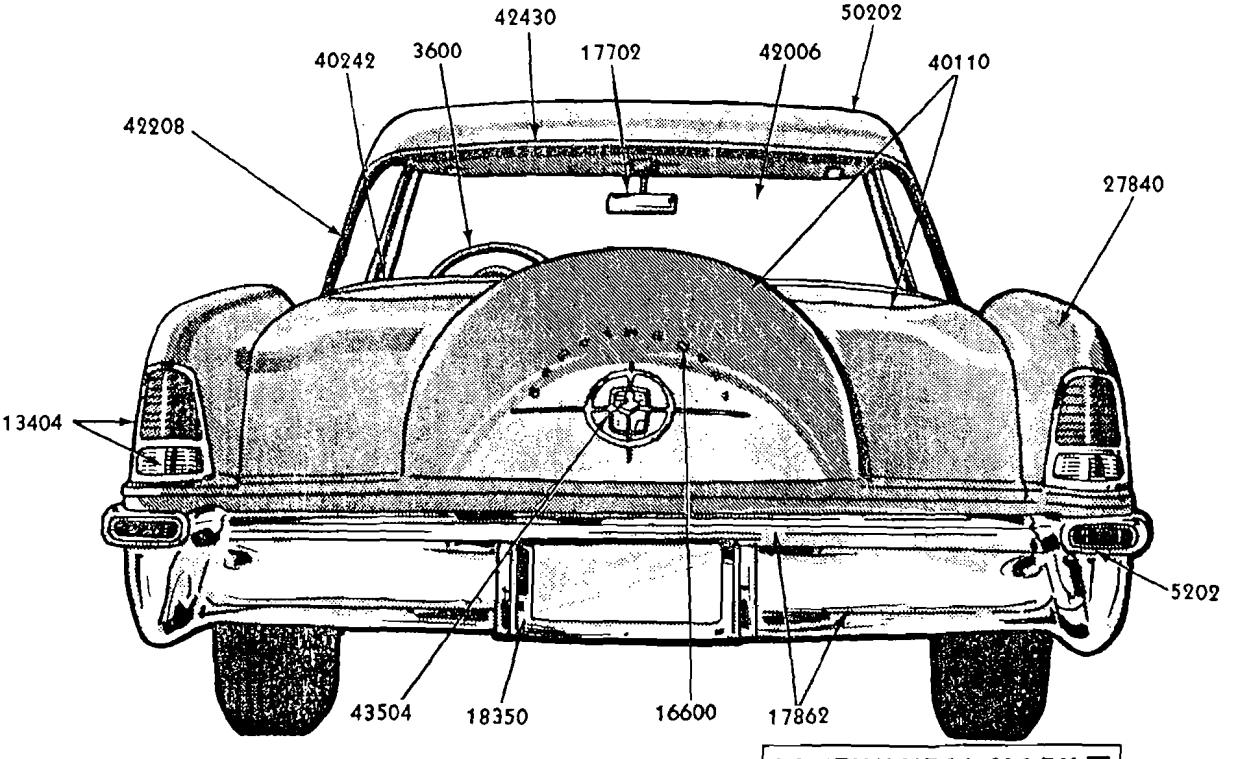
Liszt: Hungarian Rapsody No. 2

When the decision had to be made about the musical background for the presentation of the new Continental the choice fell unanimously on George Feyer. After having been one of Europe's best known entertainers he came to this country in 1951 and captivated his new audience just as he did the old one. About two years ago he launched a series of records called "Echoes of Paris", "Vienna", etc., which are leading the field of popular piano albums. He plays in an unaffectedly simple manner which blends skilfully European tradition with the best of American music.

The present record contains selections of George Feyer's best arrangements. This record should will not be on sale but is presented to you with the compliments of the Continental Division, Ford Motor Company.



'56 Mark II used bumper gards on the front upper and lower in the states where it was sold that had a front license plate. It is reported that Naragansett Restoration has a repro of the guards. If you are unable to obtain replacement gards it is acceptable to weld the holes and rechrome the bumpers.
All 1957 Mark II's had front bumper guards.

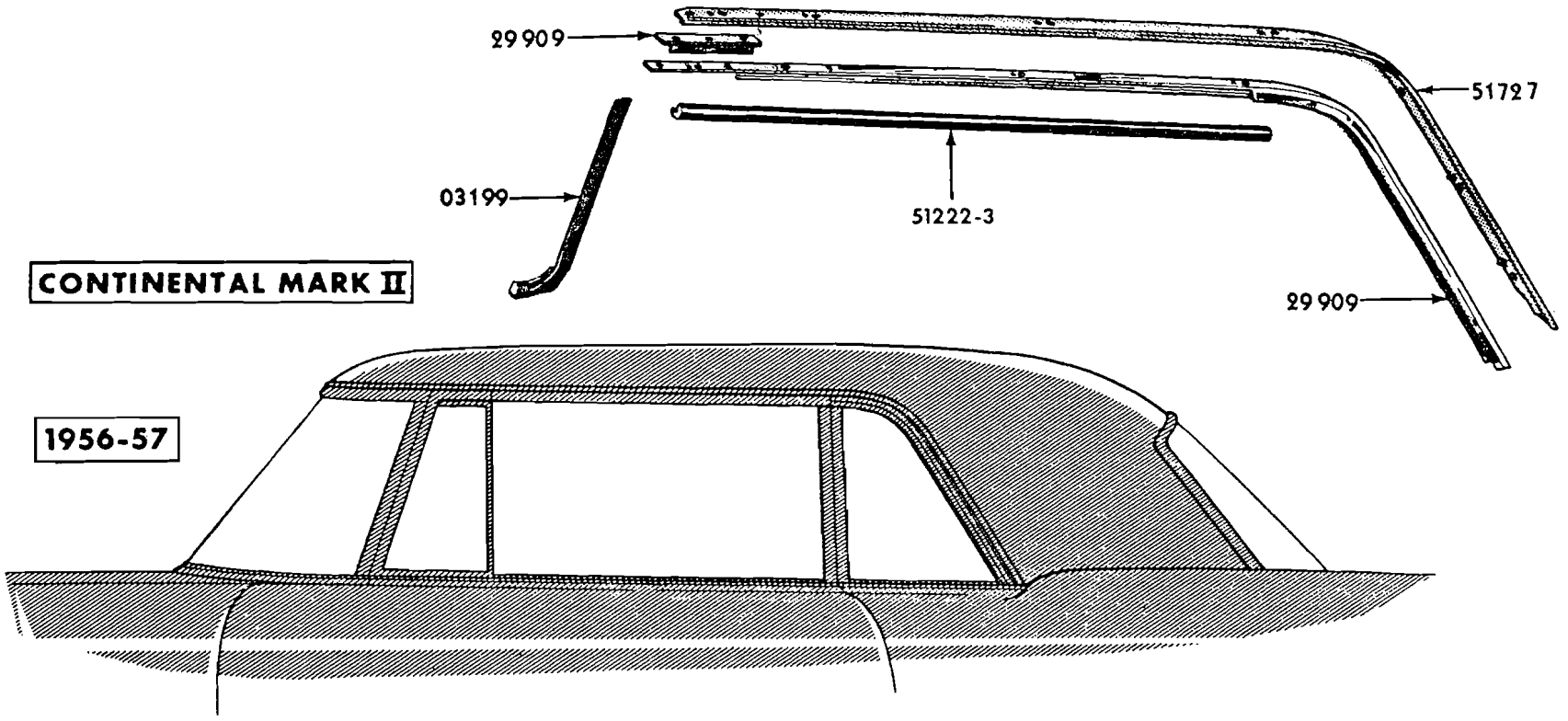


CONTINENTAL MARK II

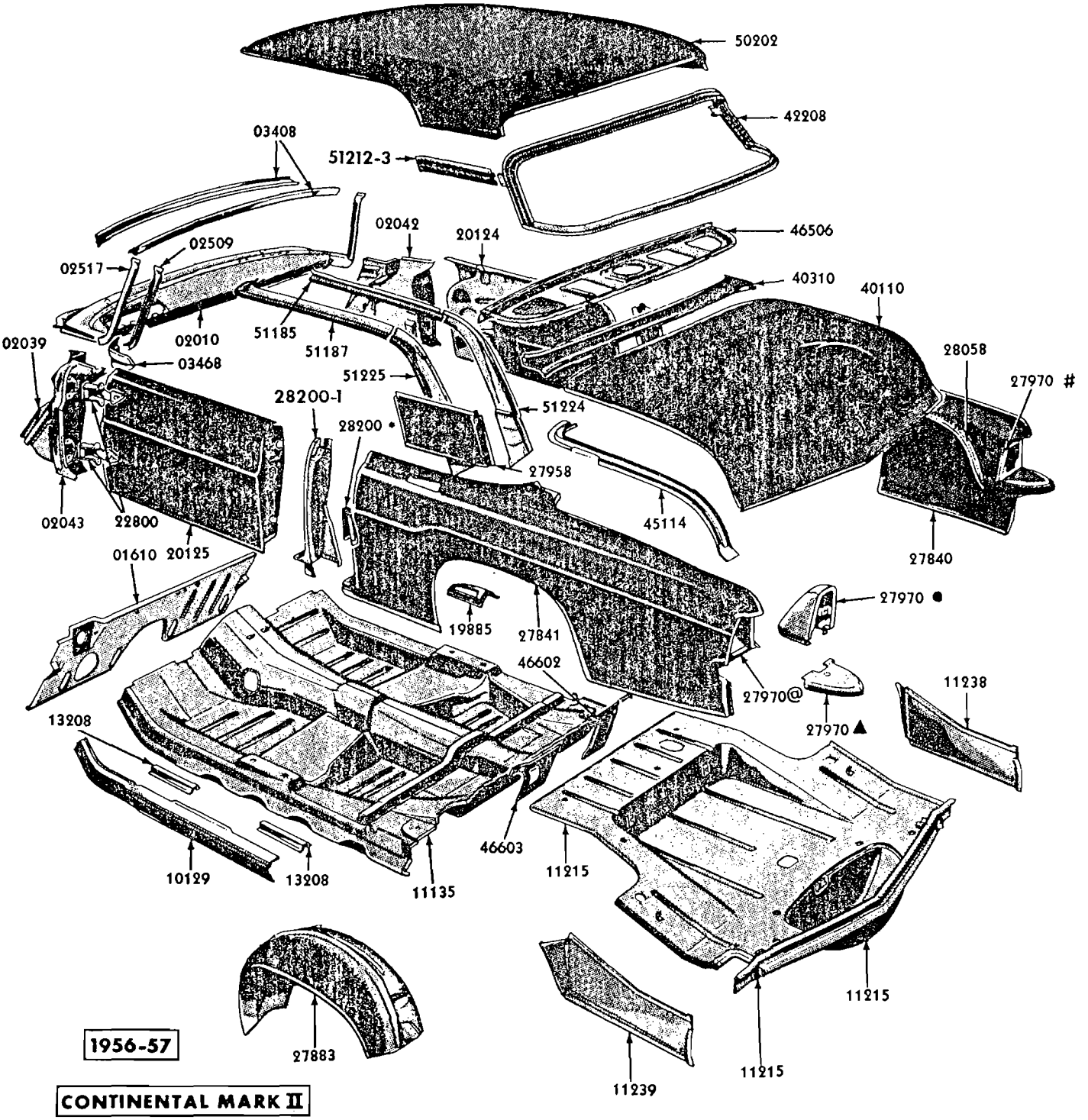
EXTERIOR MOULDINGS - FRONT and REAR VIEW

Group #03199, part #40497158 is still available new from FoMoCo. Price as of June 1975 is $20.15.
Group #51222-3, part #1000206 is available as a reproduced part from Holiday. As far as can be determined, it was not glued in. However, all replacements should be glued in. Price as of 6/75 is $7.00 each.

The left side vertical windshield weatherstrip, part #40497159, for the left side became obsolete June 1975.



ROOF SIDE RAILS and WEATHERSTRIPS

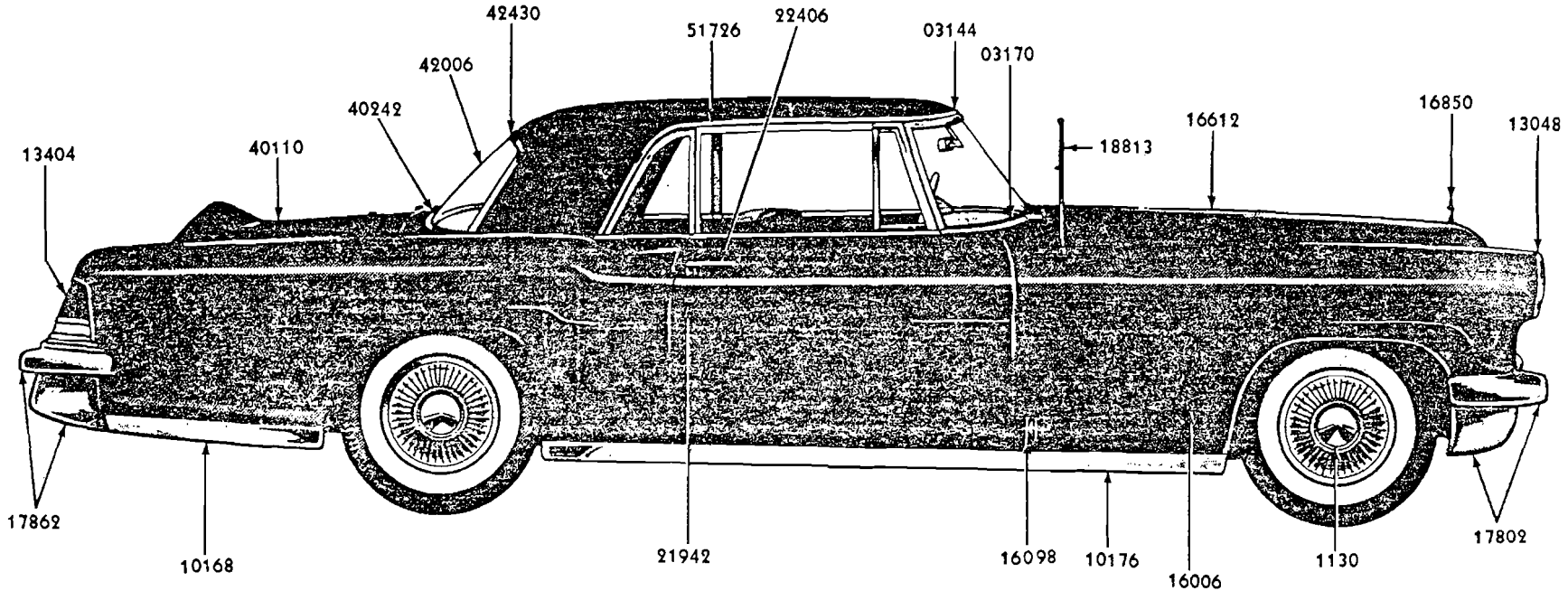


1956-57

CONTINENTAL MARK II

NOTE - SYMBOLS APPEARING ABOVE ARE IN TEXT FOR IDENTIFICATION ONLY

In this illustration group #16098 fender emblem is shown to be on the back portion of the fender. In some instances, it is reported, there were no emblems used at all, on the very early Mark II's.The author has no knowledge of either.



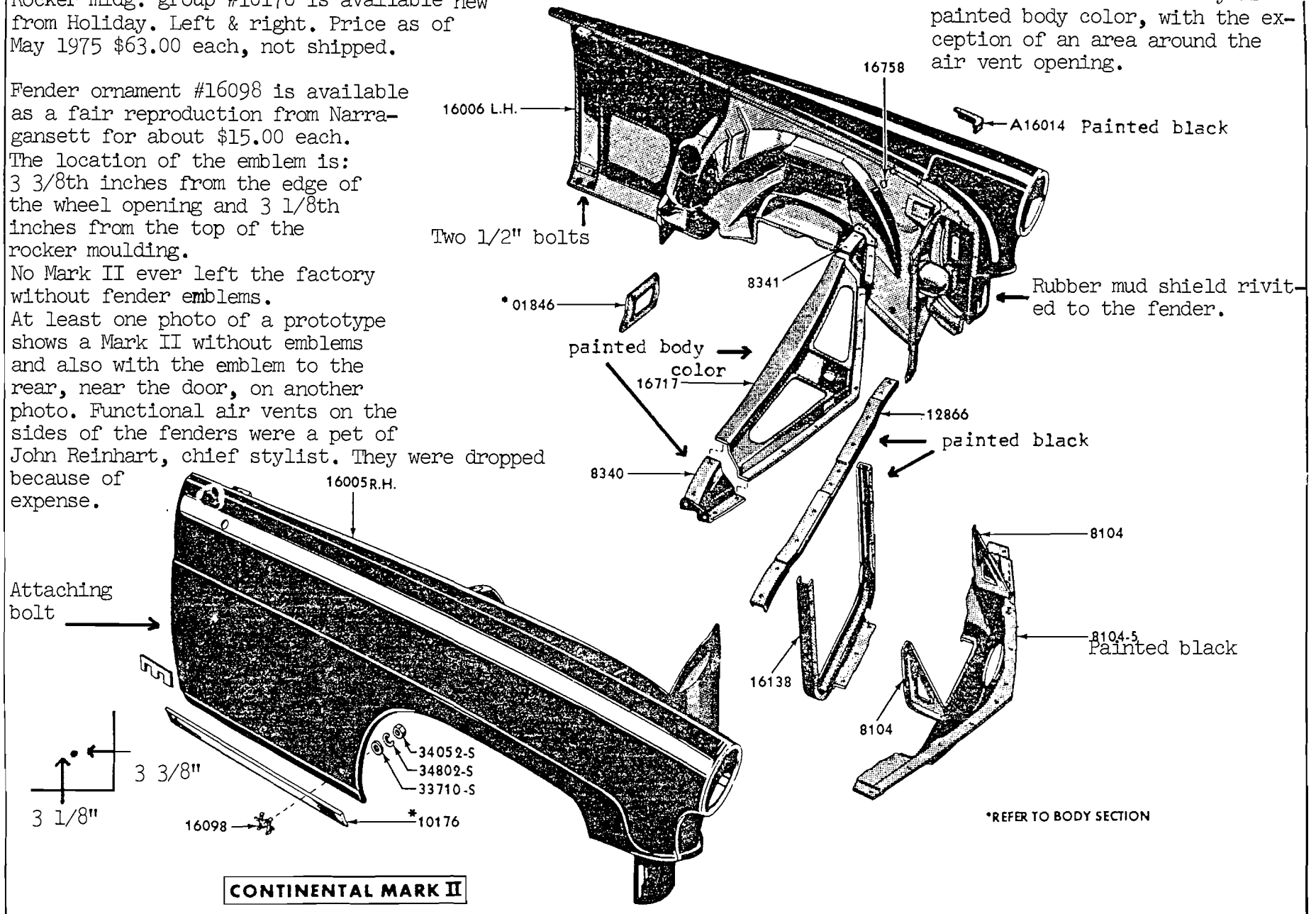
CONTINENTAL MARK II

EXTERIOR MOULDINGS - SIDE VIEW

Rocker mldg. group #10176 is available new from Holiday. Left & right. Price as of May 1975 $63.00 each, not shipped.

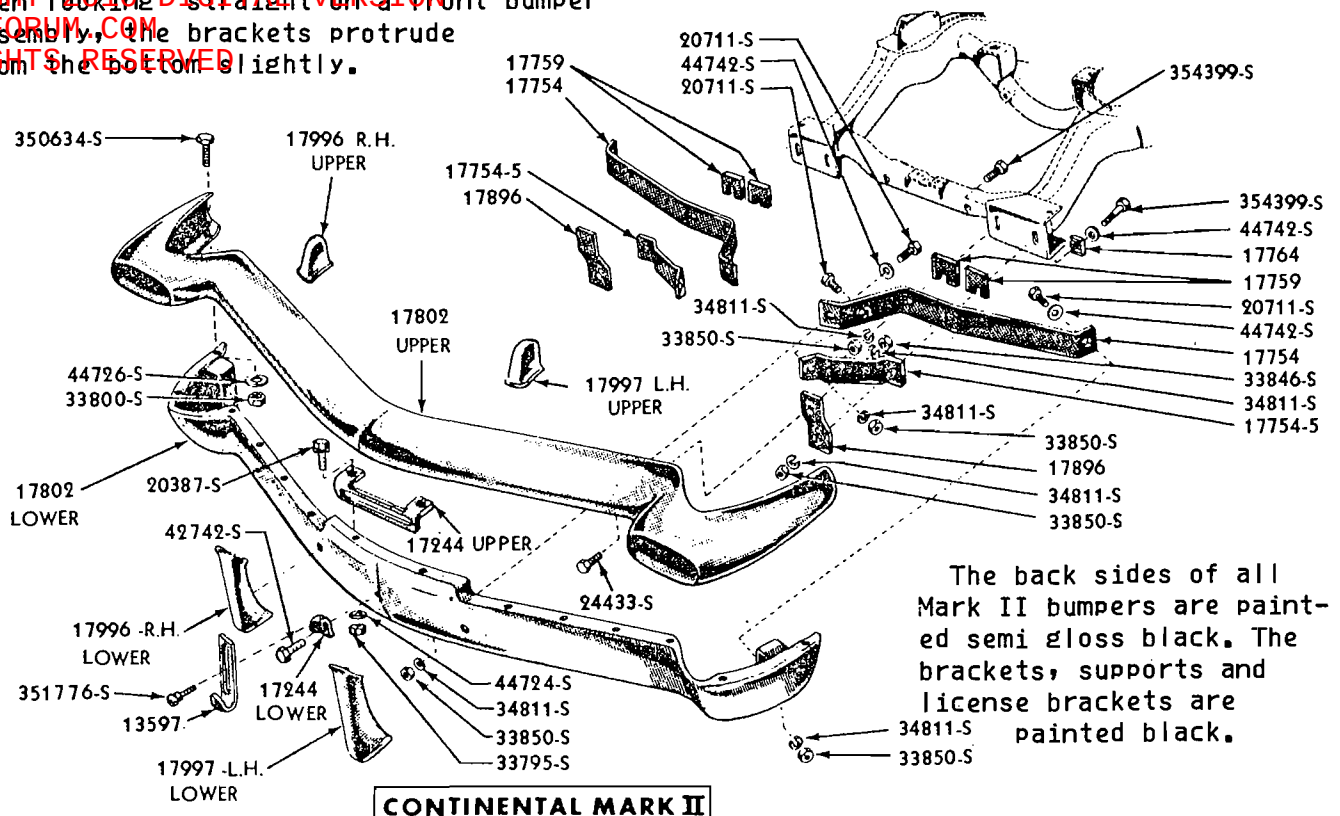
Fender ornament #16098 is available as a fair reproduction from Narragansett for about $15.00 each.
The location of the emblem is:
3 3/8th inches from the edge of the wheel opening and 3 1/8th inches from the top of the rocker moulding.
No Mark II ever left the factory without fender emblems.
At least one photo of a prototype shows a Mark II without emblems and also with the emblem to the rear, near the door, on another photo. Functional air vents on the sides of the fenders were a pet of John Reinhart, chief stylist. They were dropped because of expense.

The entire fender assembly is painted body color, with the exception of an area around the air vent opening.



FRONT FENDERS and RELATED PARTS

When looking straight on a front bumper assembly, the brackets protrude from the bottom slightly.



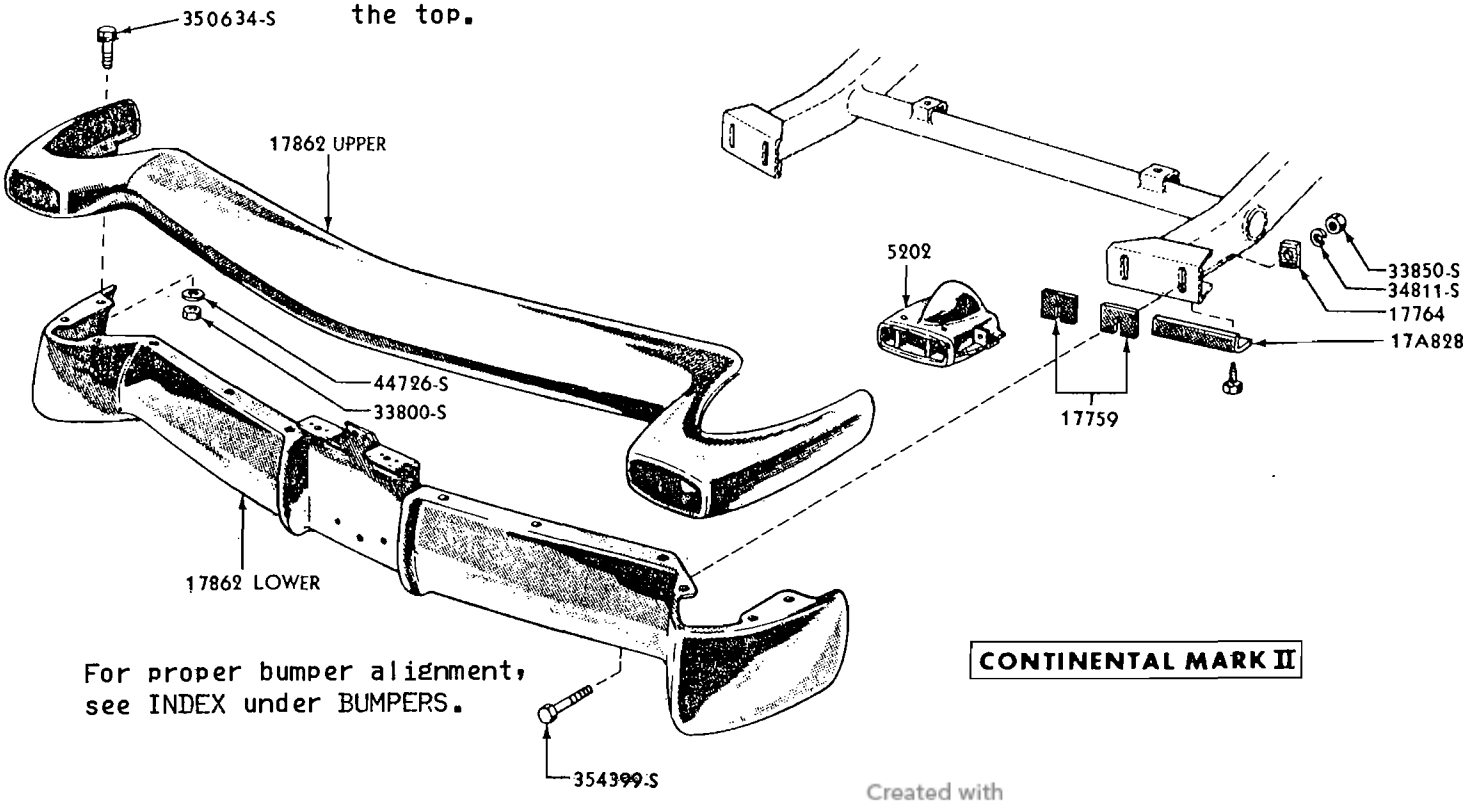
The back sides of all Mark II bumpers are painted semi gloss black. The brackets, supports and license brackets are painted black.

CONTINENTAL MARK II

Bumper guards were used on all 1957 models. See INDEX

FRONT BUMPER

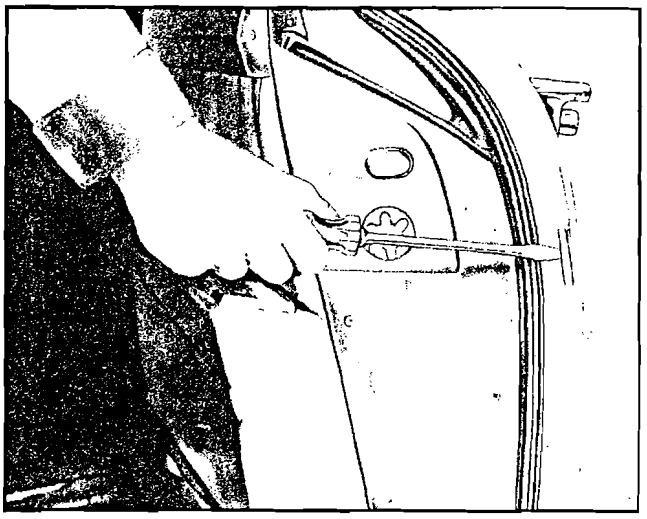
The exhaust tips protrude more on the bottom than at the top.



For proper bumper alignment, see INDEX under BUMPERS.

CONTINENTAL MARK II

REAR BUMPER



–Removing Door Lock Cylinder Retainer

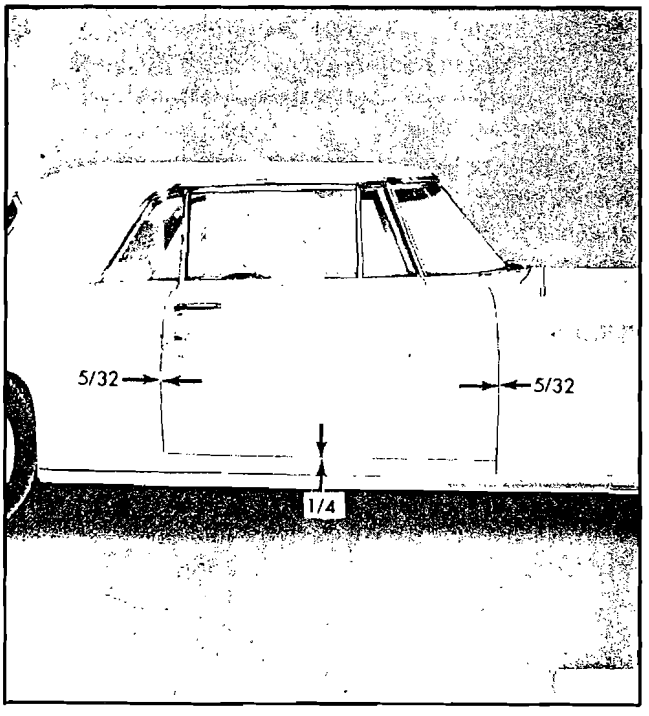
Replacing the door lock cylinder without removing the door panel is extremely difficult, but it can be done if it is worked at. When removing the retainer be careful not to scratch the paint. The retainer is not painted.

DOOR ALIGNMENT

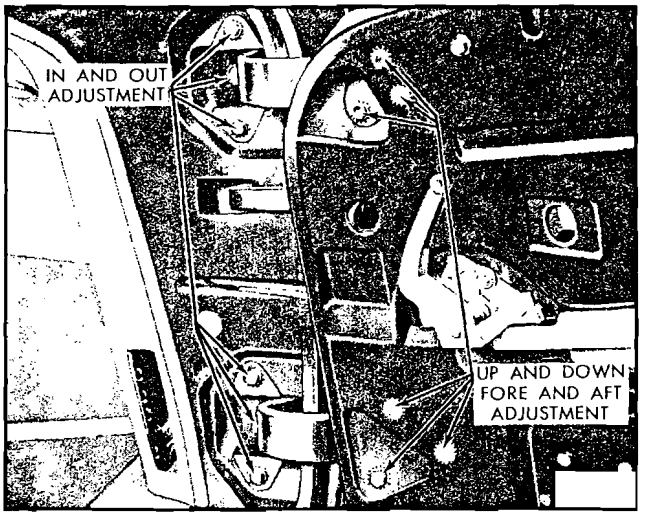
Before making any adjustments, check the metal clearance as shown

To check the door for misalignment, remove the door lock striker plate from the body pillar.

NOTE: Before removing door lock striker plate, apply a grease pencil line around striker plate so that striker plate can be properly installed and adjusted.



–Door Clearance Dimensions

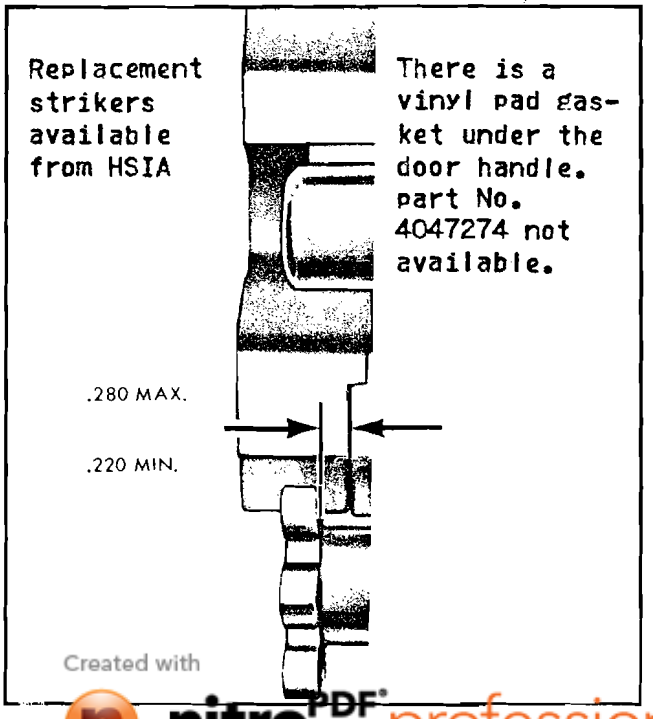


–Door Adjustments

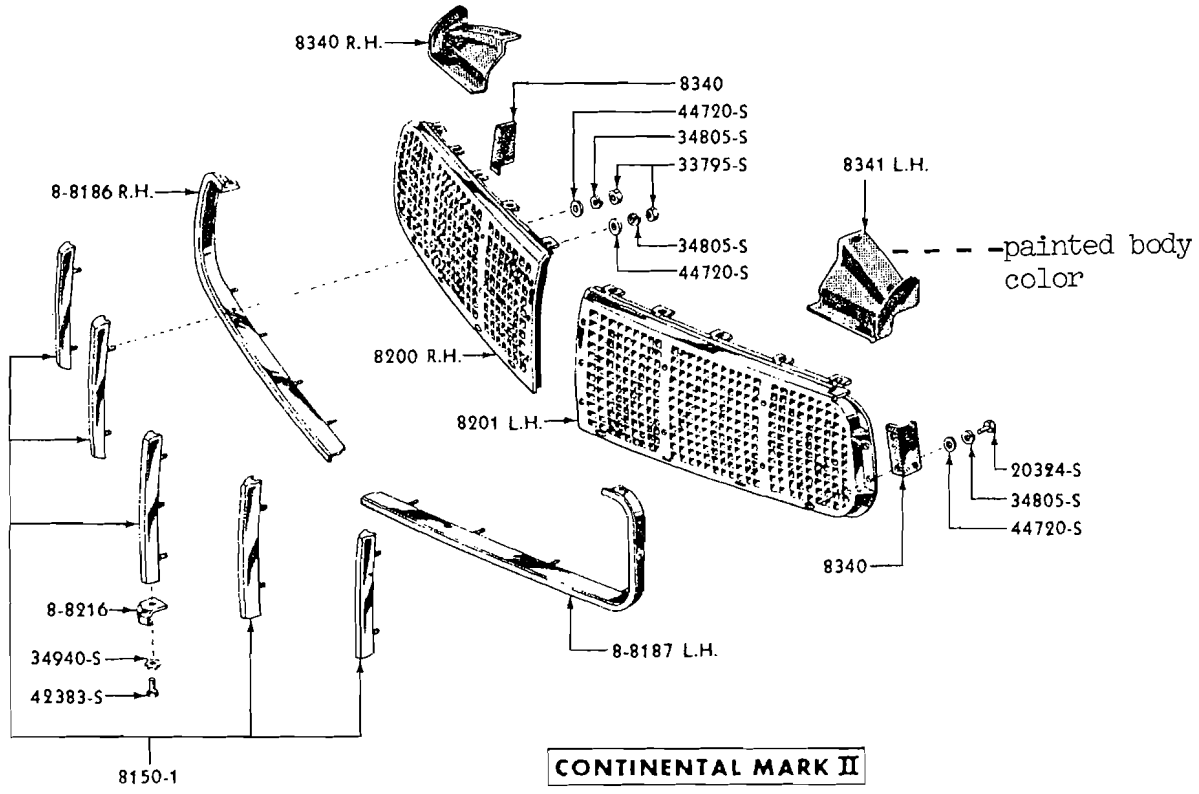
If the contour of the door itself does not require correction, the door can be aligned by adjustments provided at the door hinges. The doors are adjusted fore and aft or up and down at the door end of the hinge. Elongated holes in the hinges, where they attach to the front body pillar, permit in and out adjustment of the door

NOTE: When adjusting the doors, loosen the cap screws just enough to maintain a slight drag on the cap screws.

The Continental Mark II incorporates the new Safety Door Lock. The rotor latch passes between the striker plate and the auxiliary plate and wedges securely in that position. The correct amount of rotor overlap on striker plate is shown



Door Striker Clearance



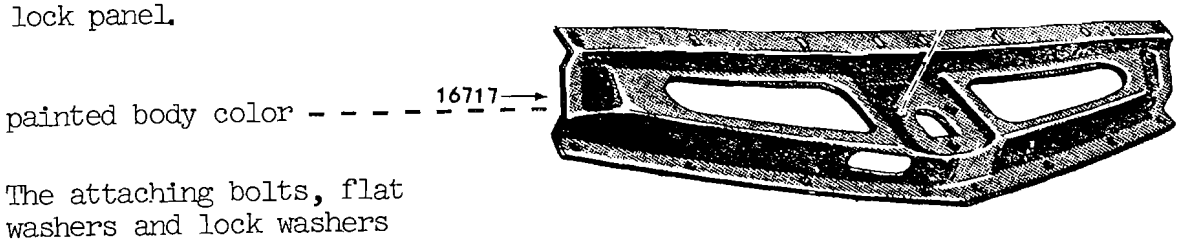
GRILLE

The center vertical grill bar is still available new as of May 1975, the other four are not. The "hockey stick" or grill surround mldg. is often subject to being damaged from the upper bumper gards hitting them as in a collision. These can be heliarced and replated. Used these are worth from $45.00 to $175.00 each, depending on who is selling them.

The grills are not available new. The backside and the insides are painted silver.

When instaling new center vertical grill mouldings, be sure not to tighten the top nut too tight, or it will break at the top. The new ones are not slotted enough where the grill comes to a point.

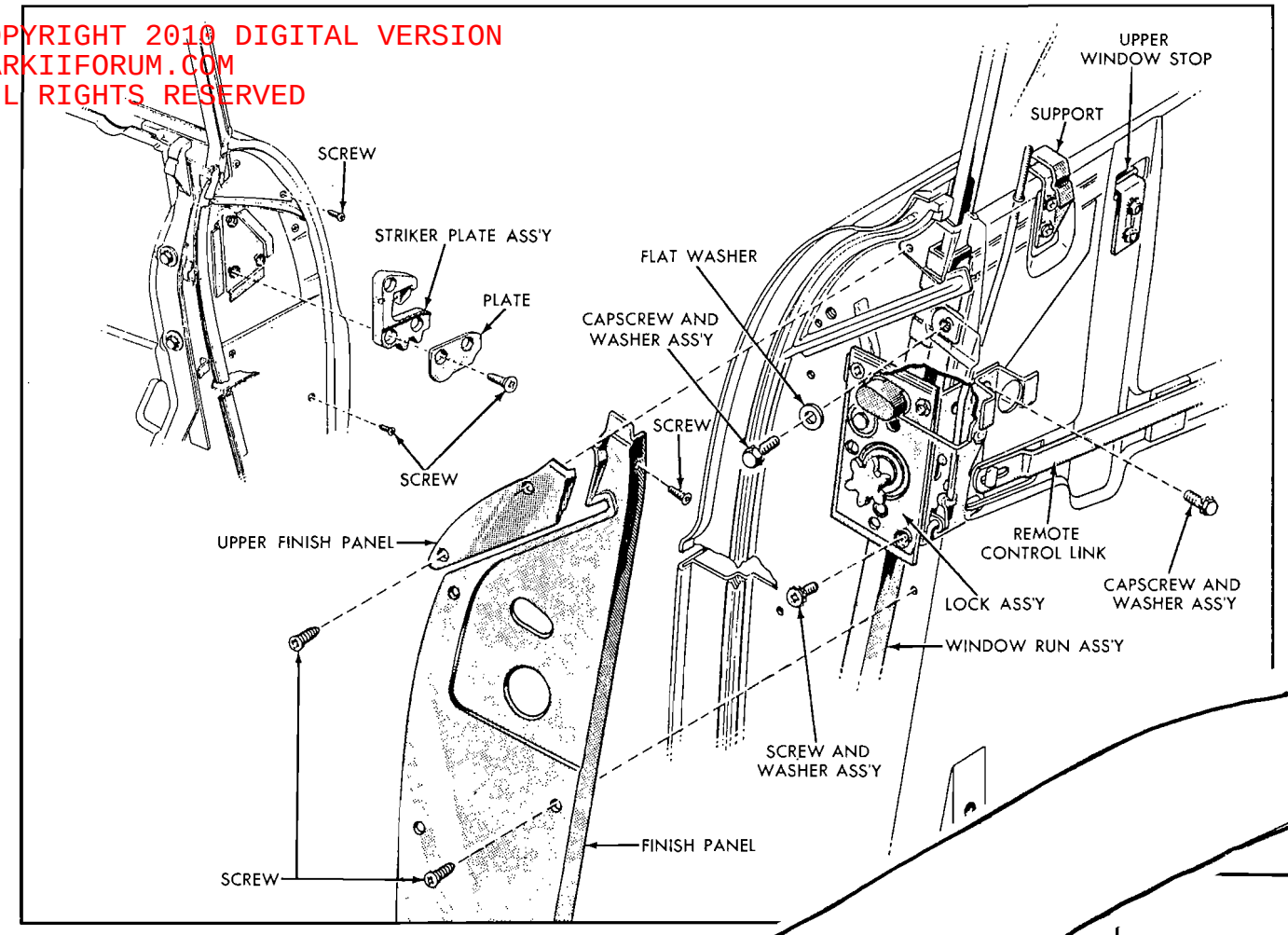
Fender tie bar, group #8340 and 8341 are painted body color as is the hood lock panel.



The attaching bolts, flat washers and lock washers are not painted.

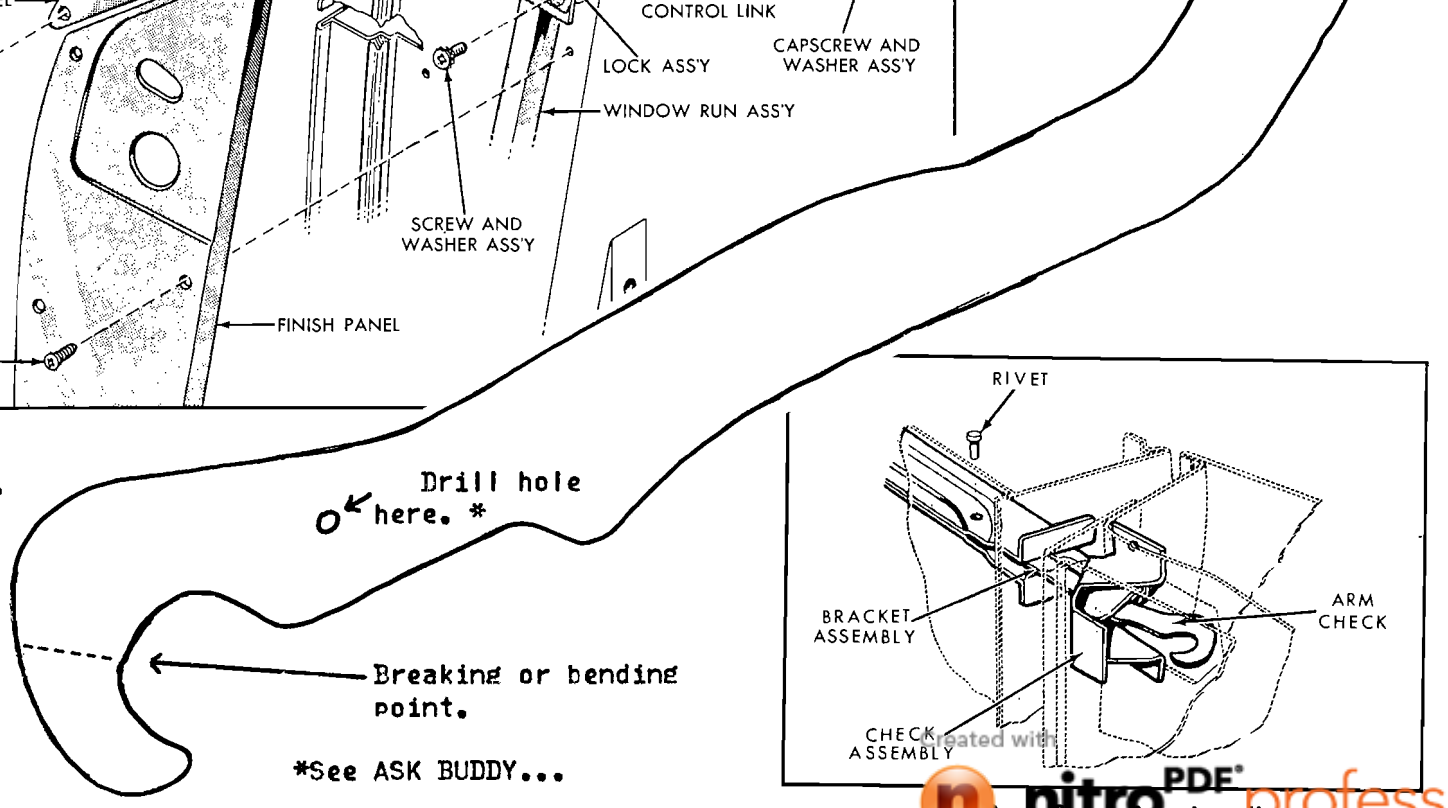
The check strap is painted body color. This is a faught as it should not be.

The hinge covers and screws are painted body color on the car. Remove them and the primer shows. They should have been painted off the car.



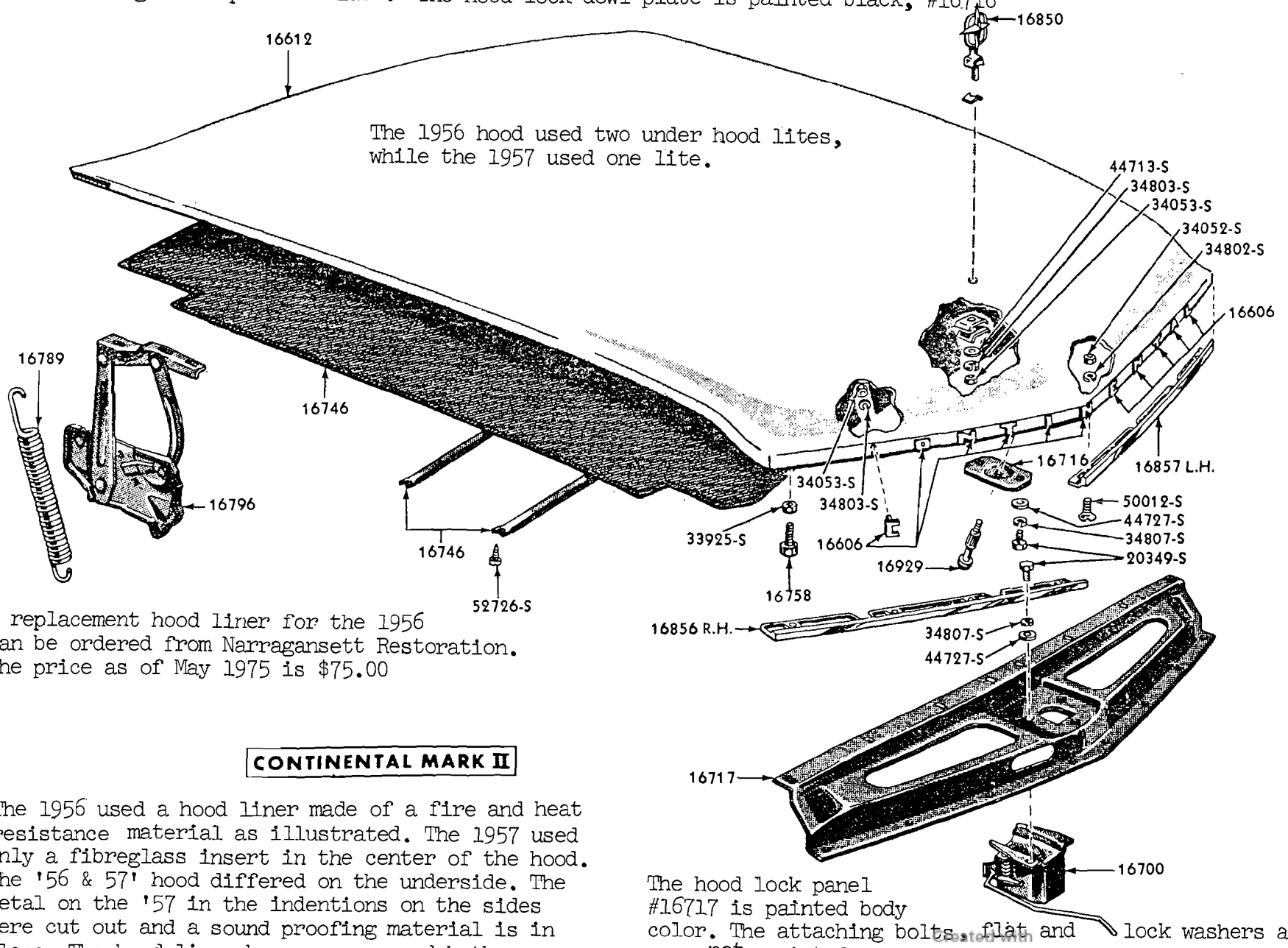
See INDEX under DOOR for repair procedures.

Make proper allowances for the outline (undercut). Thickness of two nickels. Not available new.



Door Check Arm Installation

The hood hinges are painted black. The hood lock dowl plate is painted black, #16716

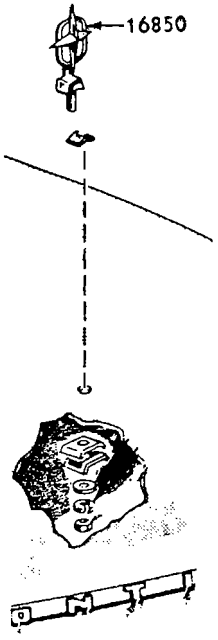


A replacement hood liner for the 1956 can be ordered from Narragansett Restoration. The price as of May 1975 is $75.00

CONTINENTAL MARK II

The 1956 used a hood liner made of a fire and heat resistance material as illustrated. The 1957 used only a fibreglass insert in the center of the hood. The '56 & 57' hood differed on the underside. The metal on the '57 in the indentions on the sides were cut out and a sound proofing material is in place. The hood liner braces were used both years and were installed the same, and are black.

The hood lock panel #16717 is painted body color. The attaching bolts, flat and lock washers are not painted.



The hood ornament is available as an absolute copy of the original with the exception that it is made of better metal. It was reproduced at great expense, hence its price of $63.00 . Order from HOLIDAY. There is another reproduction on the market but its quality is less, in so far as it is smaller due to the shrinking process of its casting process and other irregularities. When rechroming your old one, the edges and points are taken off in the polishing process, which is not desired.

If, after following these instructions you still can not get the hood in proper adjustment, then proceed as follows: Place a bar (or stick) in the front of the hood in its widest open position, being careful not to hit the tops of the fenders with the corners of the hood. Loosen the two 1/2 inch bolts that attach the hinge to the cowl brace. Go inside the car and working through the glove box, loosen the two 1/2 inch bolts. Remove the left side kick panel and loosen those bolts. Now, push up more on the hood panel and with the hood in its uppermost position, tighten all the bolts. This should do the job, to get the back of the hood down.

HOOD REMOVAL AND INSTALLATION

The hood is a one-piece stamping, opening from the front and is hinged at cowl. See figure . To remove the hood, remove six cap screws that secure the two hood hinges to rear hood reinforcement.

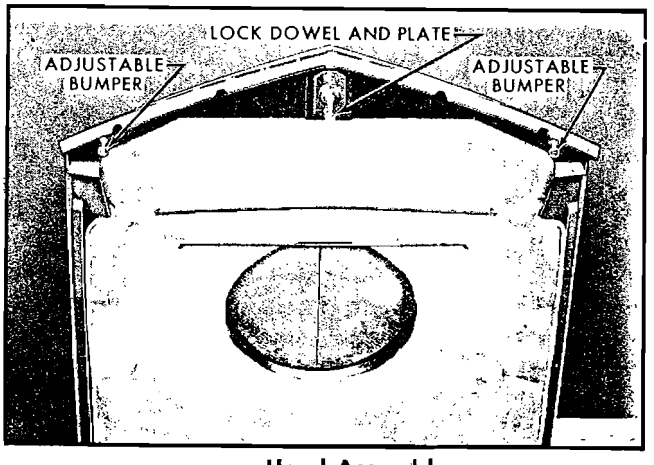
The hood hinges have spring tension to counterbalance the weight of hood. To remove hood hinge, remove two bolts and nuts connecting hood hinge to cowl and remove two nuts from inside the vehicle connecting hood hinge to side of cowl.

The hood lock release handle is operated from front of hood, and is located at right center of hood. Push handle to right side to release hood.

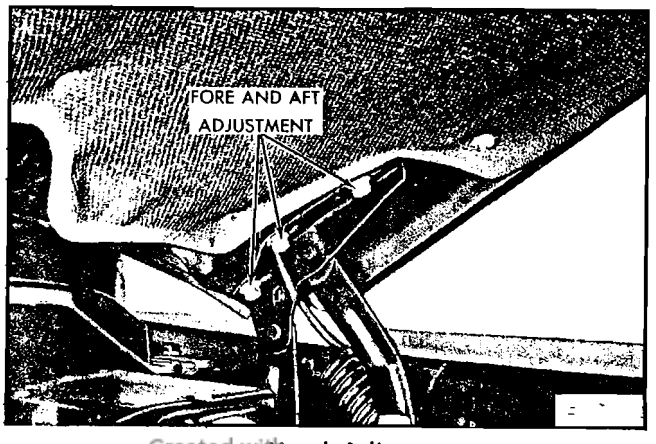
HOOD ADJUSTMENTS

To properly position the hood assembly in the opening between the front fenders, cowl, and grille, adjustments are provided at the hood hinges, lock dowel, and lock plate.

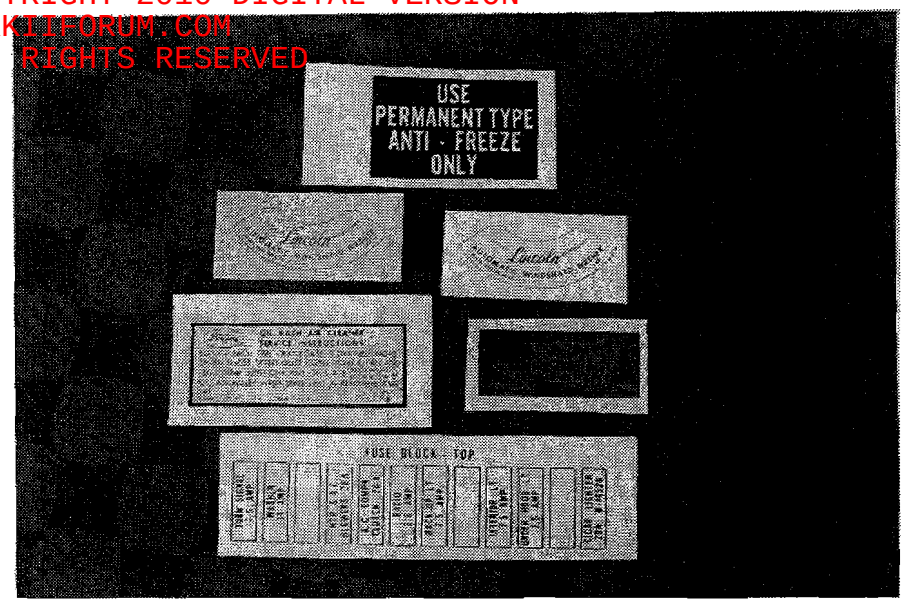
The hood hinges have elongated holes at the hood reinforcement, which permit fore and aft movement of the hood. See figure . The hood hinges also have elongated holes at the cowl, which permit raising or lowering rear of hood.



Hood Assembly



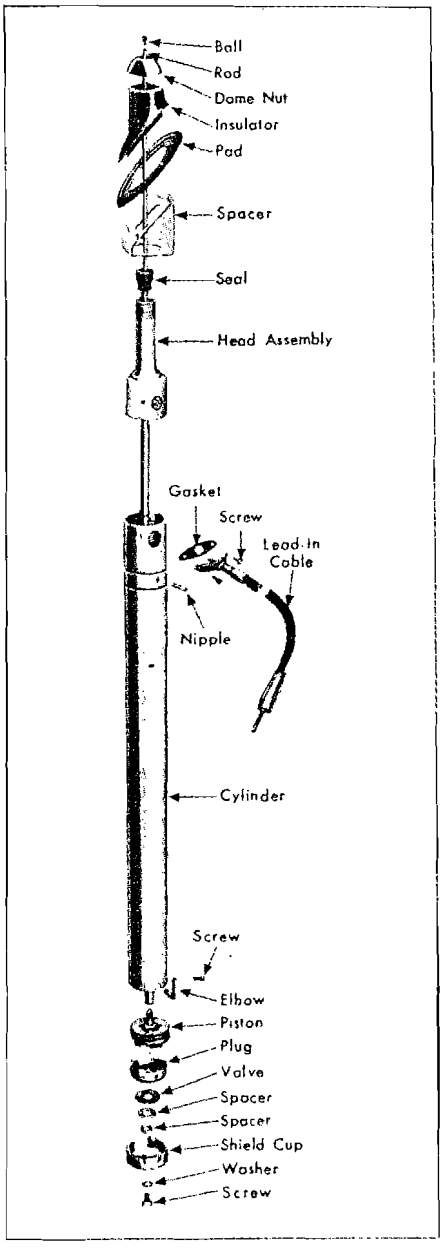
Hood Adjustment



The decals for the engine compartment. 1956 are on the left side. 1957 on the right. The 1956 used an orange color windshield washer decal and a yellow color decal on the air cleaner.
1957 used a white decal on the washer bottle cap and a gold color decal on the air cleaner. The radiator decal and the fuse chart decal are the same on both years.

See the INDEX for more on decals and photos on the back pages for the location of decals.

These decals are a club project of the Mid-Atlantic Region of the L.C.O.C. They are not available from any other source.

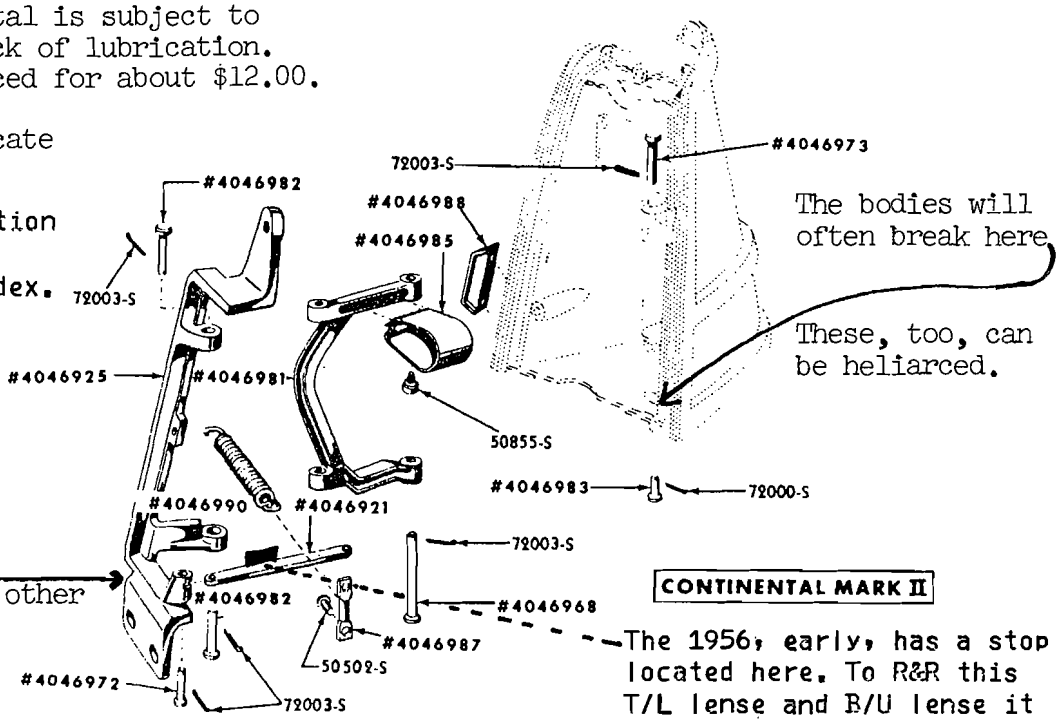


Exploded view of vacuum-operated antenna.

This die cast metal is subject to breaking from lack of lubrication. It can be heliarced for about $12.00.

Be sure to lubricate often.

For more information on the tail lamp and hinge see Index.



The bodies will often break here.

These, too, can be heliarced.

BREAKING POINT
They do break in other areas.

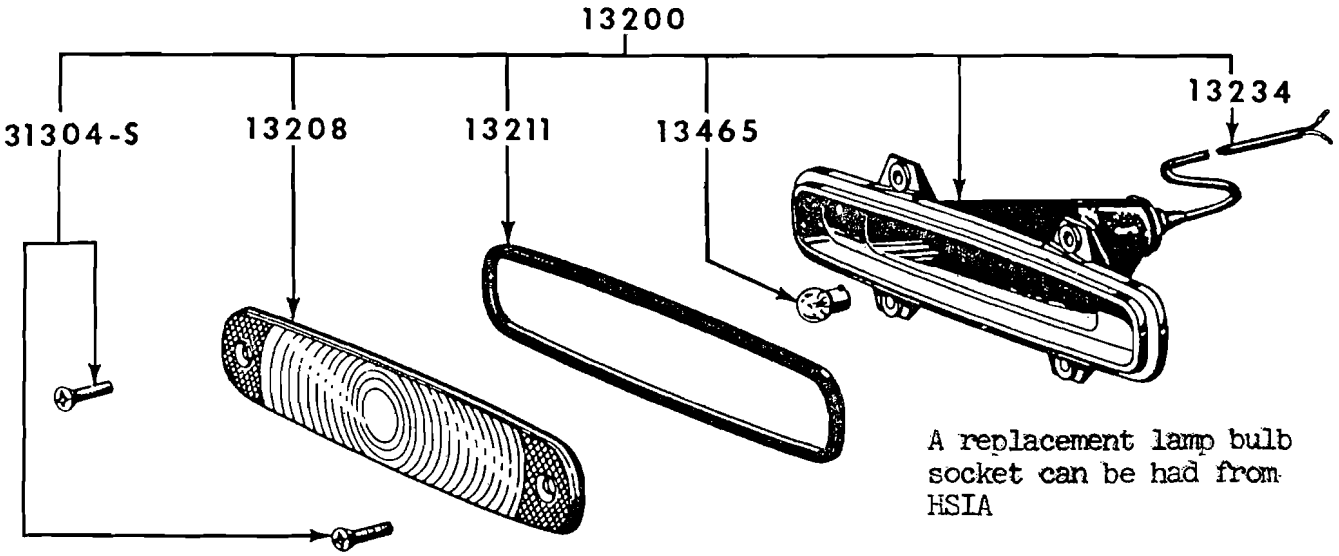
HSIA can weld hinges.

Listed under 13448

CONTINENTAL MARK II

The 1956, early, has a stop located here. To R&R this T/L lense and B/U lense it is often necessary to remove the tail lamp from the car because of two screws on the bottom.

REAR LAMP HINGE



A replacement lamp bulb socket can be had from HSIA

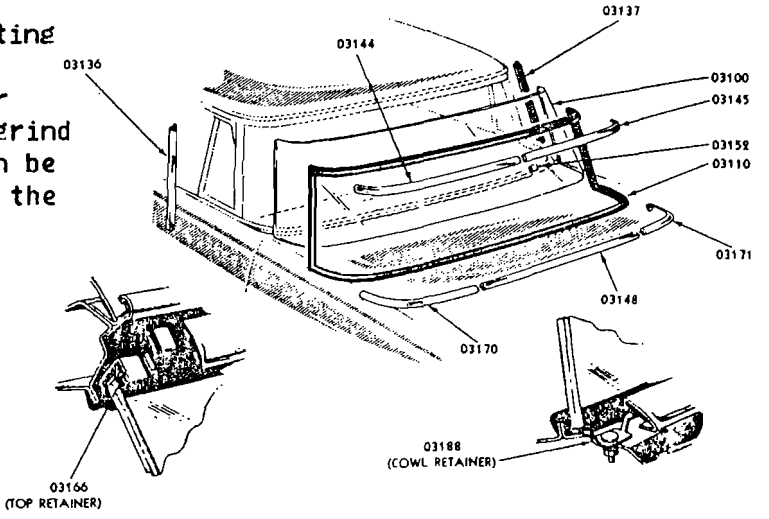
Diels sells a very poor quality reproduction of this lense for $8.00. In the near future a perfect copy will be available thru Holiday.

CONTINENTAL MARK II

Gaskets are not available.

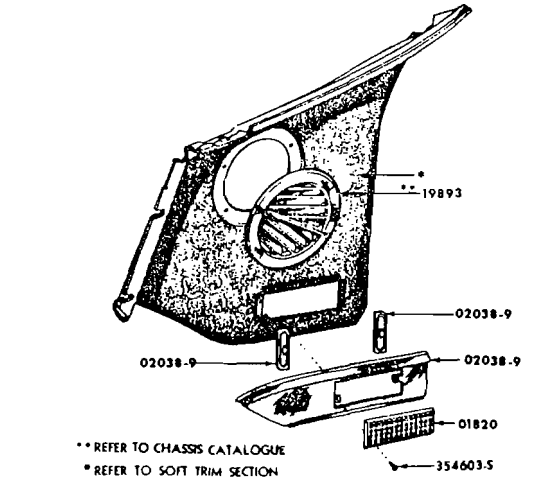
PARKING LAMP

One method of cheating on the windshield installation is for the glass shop to grind the glass so it can be done entirely from the outside.



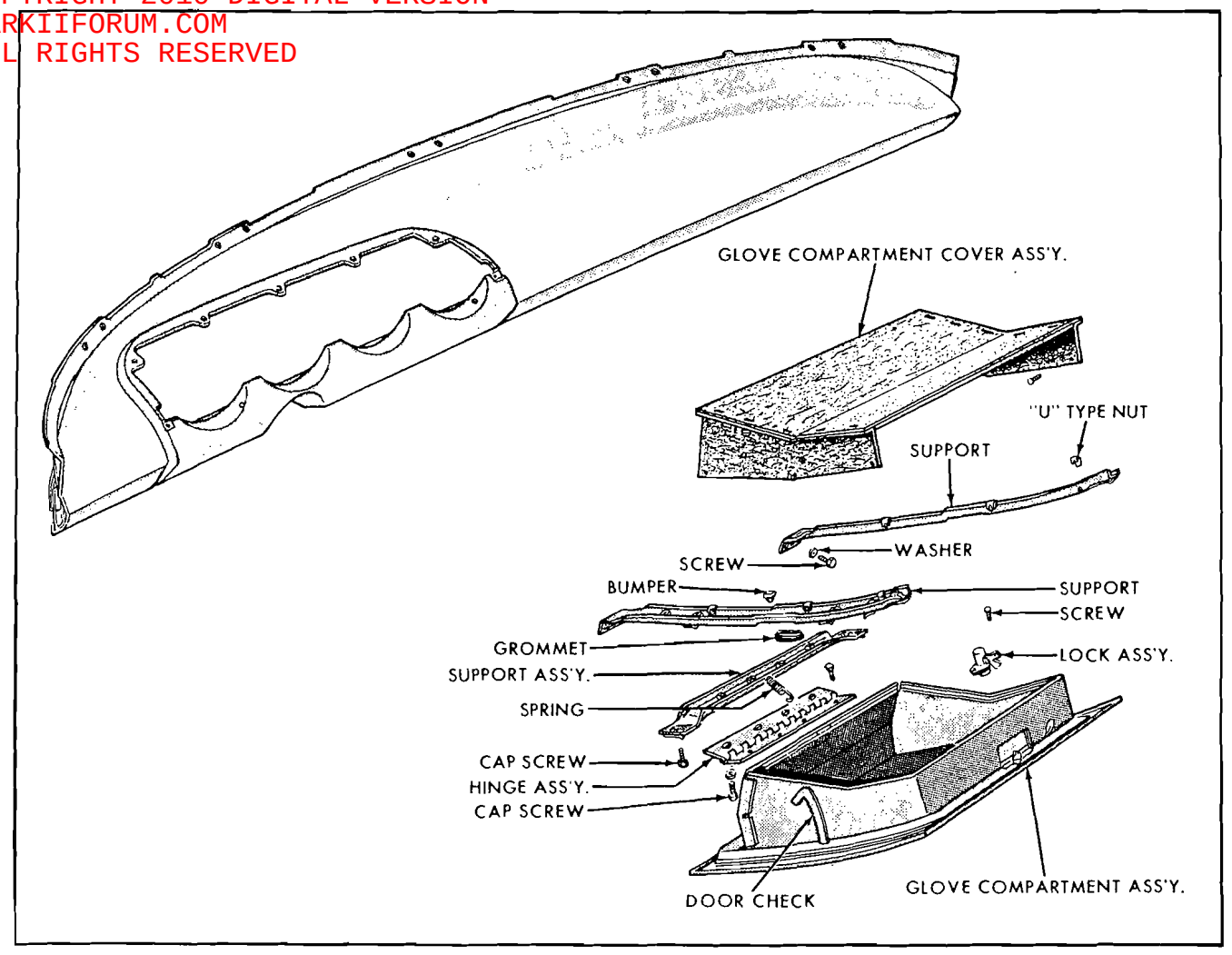
WINDSHIELD PARTS

Windshields are available as a reproduced item from HSIA. See INDEX under WINDSHIELDS. The stainless steel mldg. around the glass can be polished by most any plating shop. The mldgs. are especially bad where the wipers have come down too far and scratched them. The mldgs. are removed and replaced with the glass out, however, it is not impossible to R&R them with glass still in (this applies to the top mldgs.).



COWL SIDE PANEL ASSEMBLY

The round air vent grill is painted with flat finish the same as the other interior parts.
The earlier serial numbers had kick panels covered with leather, while the later numbers covered them with vinyl. See the serial number graph. Refer to the INDEX under serial numbers. The kick panel covering is the same color as the bottom door panels and the dash.



Instrument Panel Assembly

The dashboard is covered with leather and is normally the color of the predominate color of the seats. DSOs occasionally specified extra padding in dash and also in the sunvisors.
The carpet in the glove box matched that of the trunk area and is the same color as all the carpets. See the section on carpets.

To remove the glove box lock assembly, remove the carpet on the bottom of the lid and remove two phillips head screws and lift out the lock. The glove box key and the trunk key are the same. The ignition and door locks take the same key. Should you need a new key made and you do not have any keys to duplicate, simply remove the glove box lock and a door lock and take it to any locksmith and in minutes he will have you new keys. To remove door lock, see INDEX under DOOR LOCK.

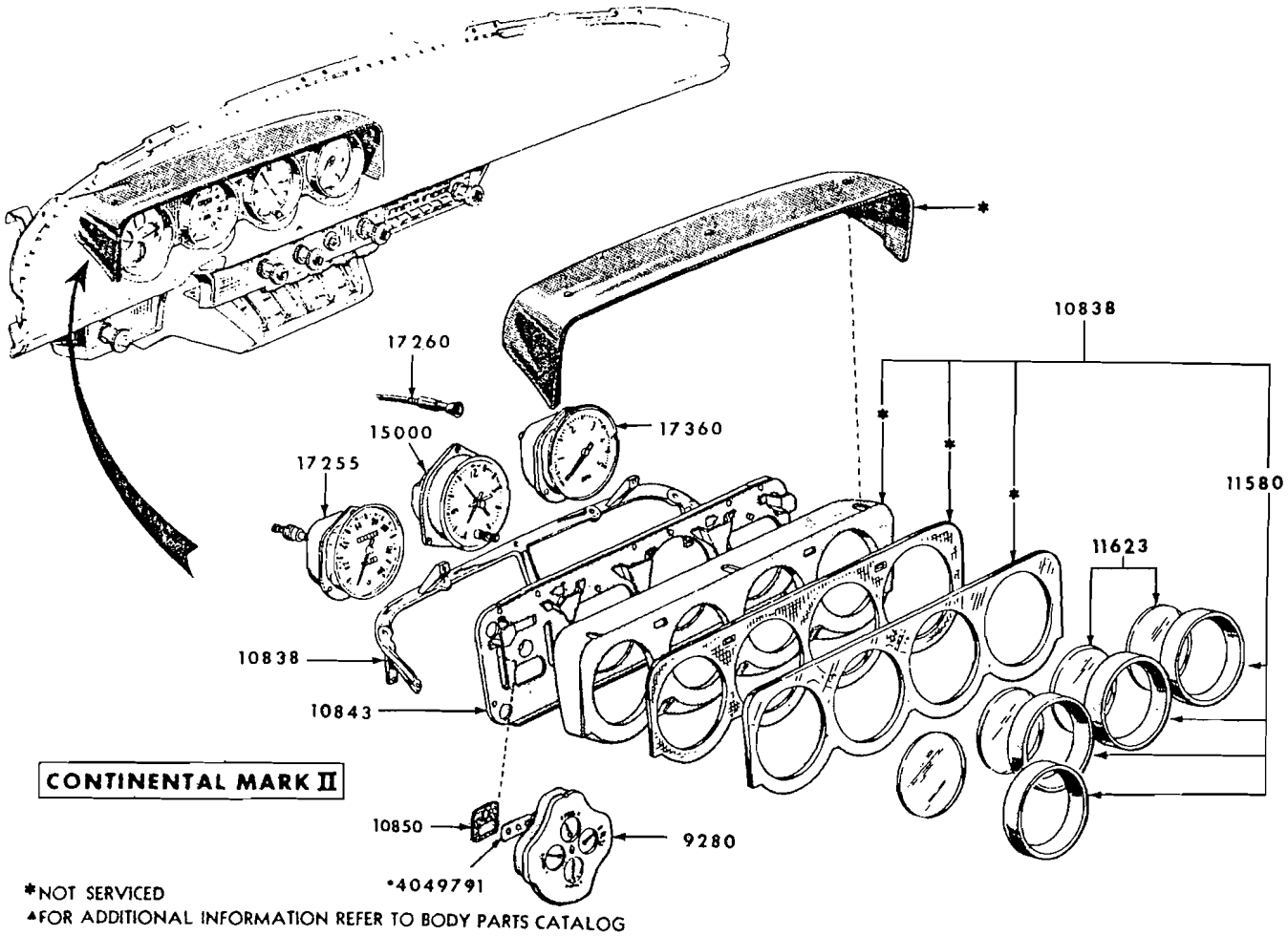
The glove compartment cover assembly is not available new and most all Mark IIs are missing them. Sometime in the future these will be reproduced by someone.
HSIA is working on this item currently.

SPARKLING CLEAN CHROME DASH KNOBS! Use SOLBRITE, see tech tip elsewhere in manual, to clean those knobs to new condition. SOLBRITE can also be ordered from HSIA for $15.00 a gallon, plus shipping. Clean ALL your chrome to new condition with SOLBRITE!

The vanity mirror on the right sunvisor snaps in and out.

The plastic behind the radio is a clear piece with a gold anodized metal trim as a backing, the same for the plastic behind the headlamp switch. Both pieces available from HSIA. The gold anodized trim is not available new, but is as a used item.

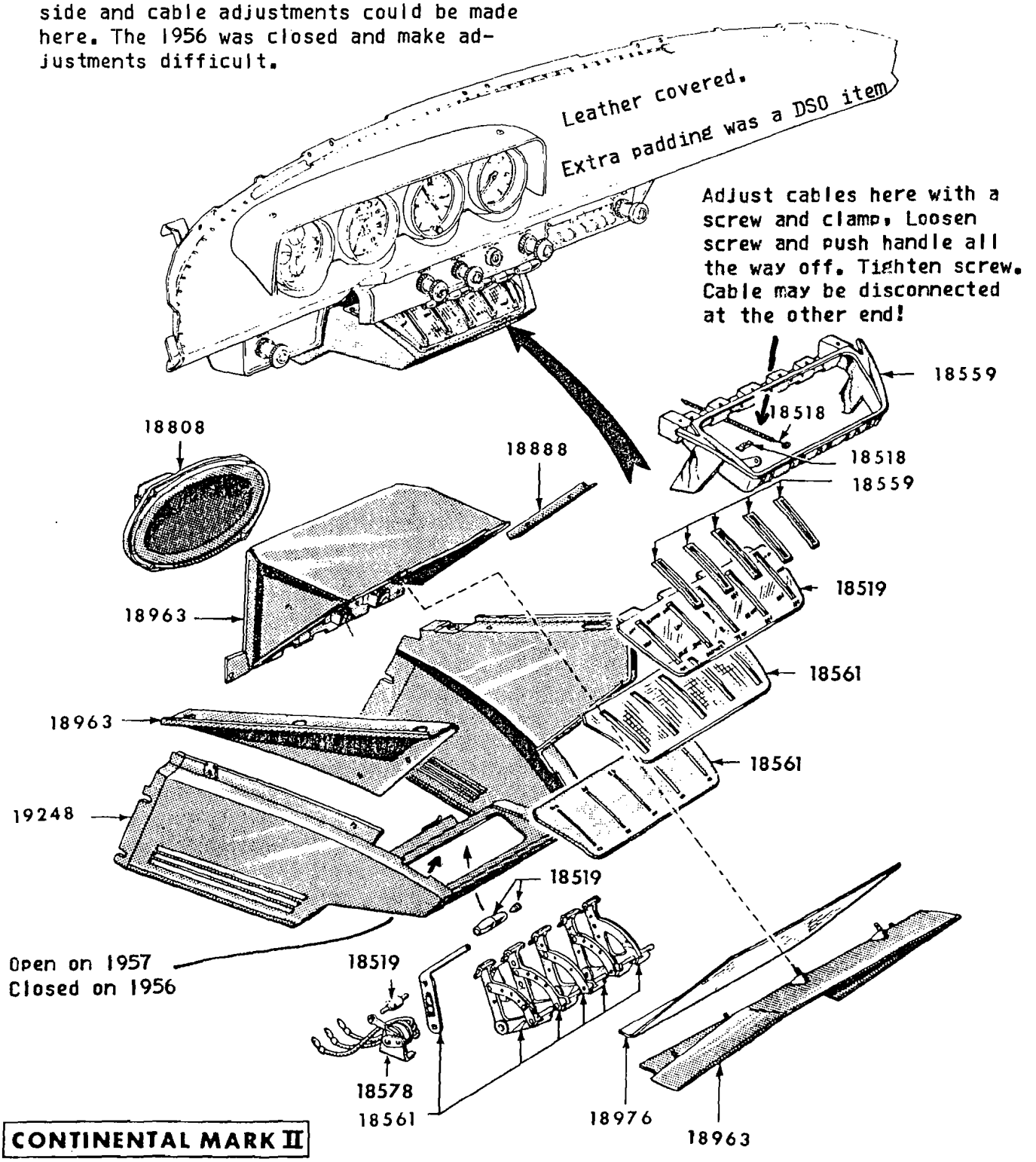
The instrument cluster hood is leather upholstered the same color as the dash. On SPECIAL ORDER the dash could have extra padding. Three screws in the top secure hood. The instrument dials are actually more of a black color, and not green, as they fade out to be. New dial faces can be ordered, for the purist, as a reproduced item from HSIA (Holiday Special Interest Autos., INC.). The 1956 speedometer reads 140 while the 1957 reads 120.
Information from a LCOC club member says that SNOWS CLOCK SHOP, 4431 Candlewood, Lakewood, California, 90712, telephone 634-7247 will rebuild a Mark II clock.



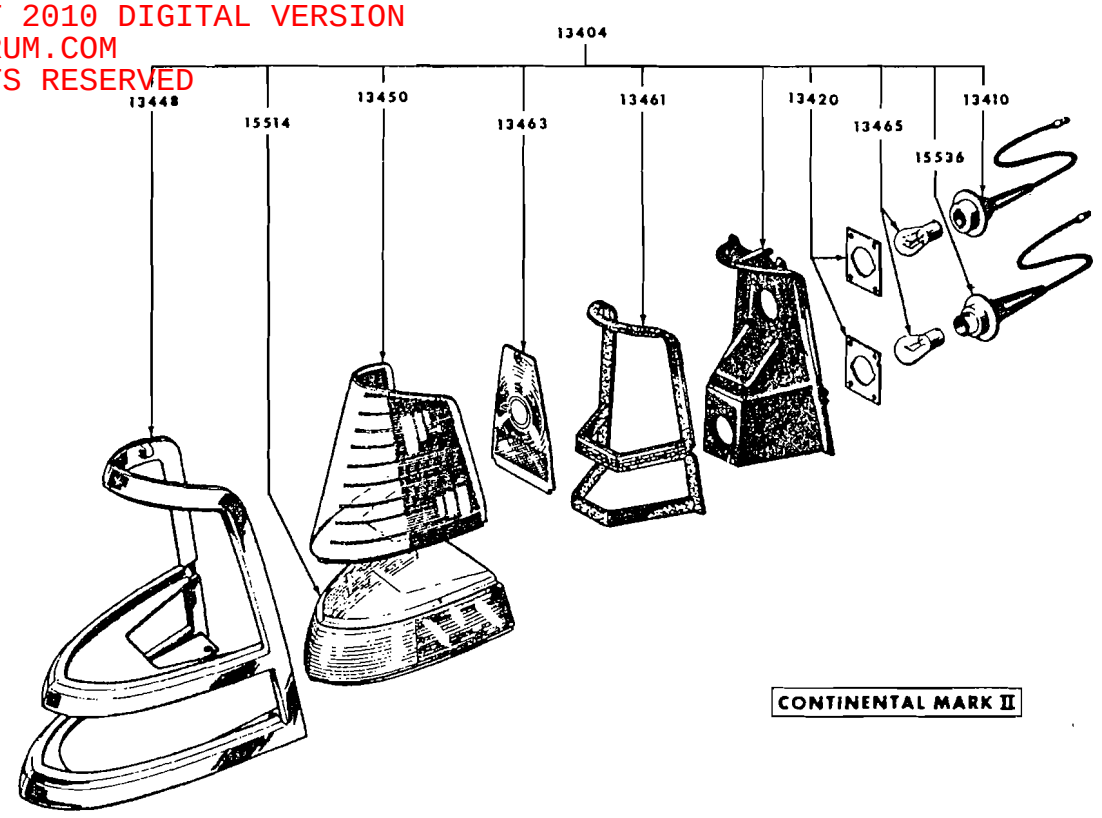
INSTRUMENT P L

The speaker housing (center consol) is painted with a flat finish the same as all the other dash parts.
The 1957 housing was cut out on the bottom side and cable adjustments could be made here. The 1956 was closed and make adjustments difficult.

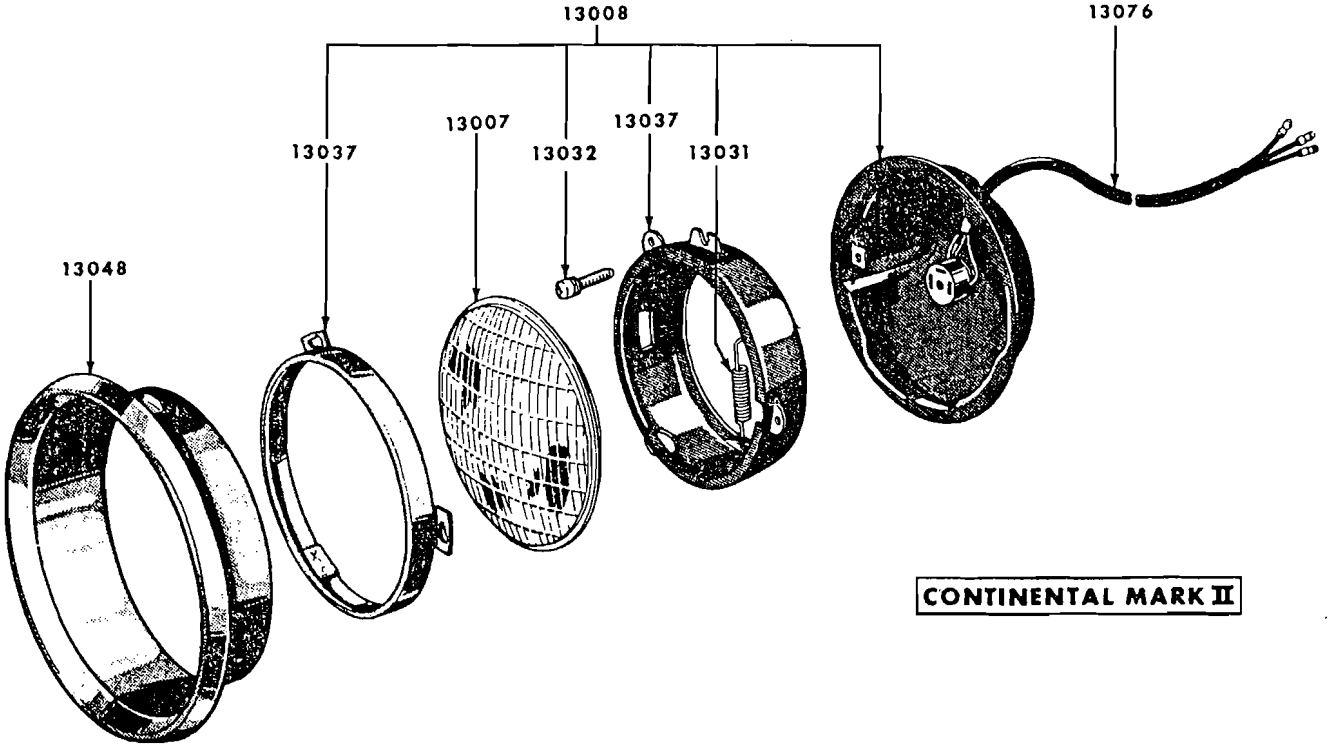
It is approximately a four hour job to remove the housing assembly.



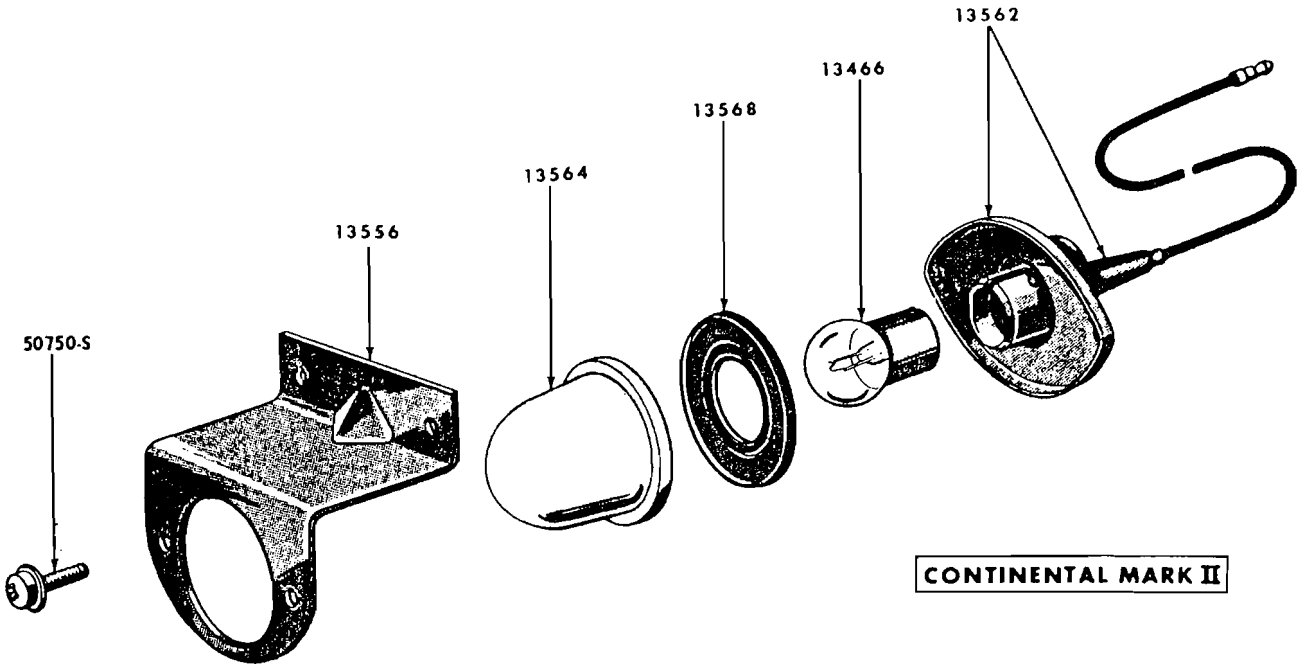
CONTINENTAL MARK II



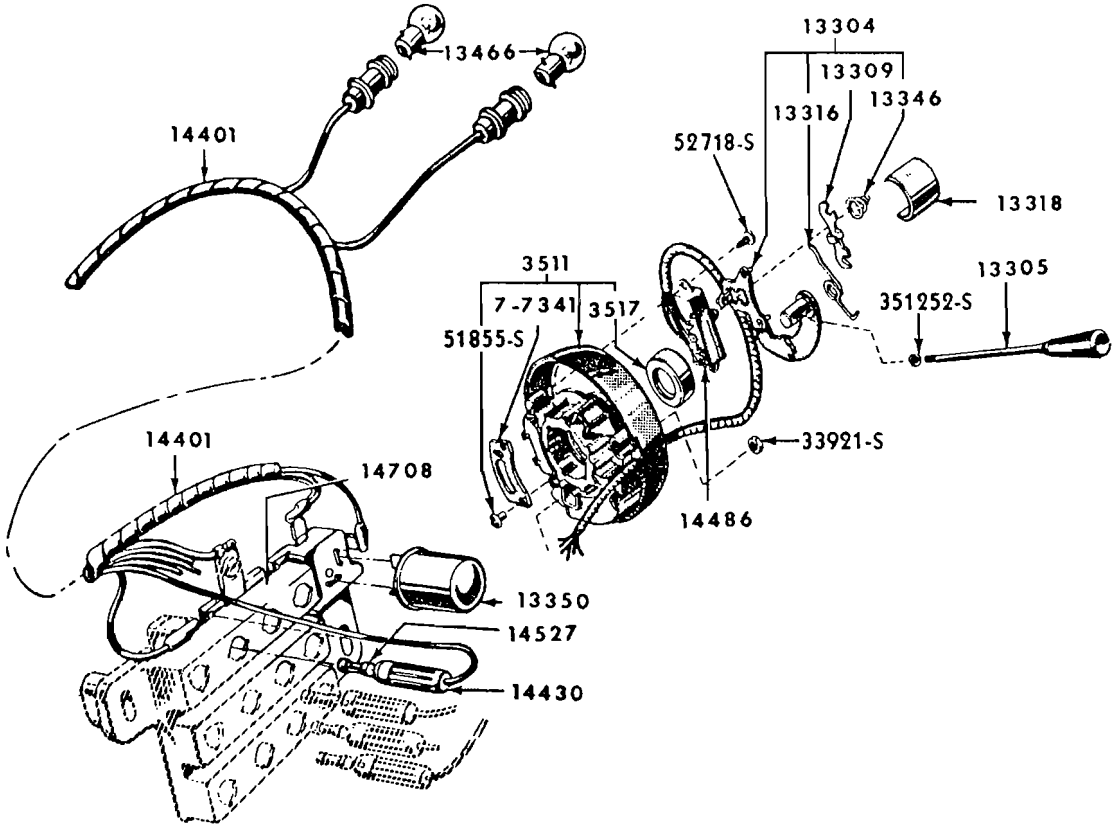
REAR LAMP



HEADLAMP

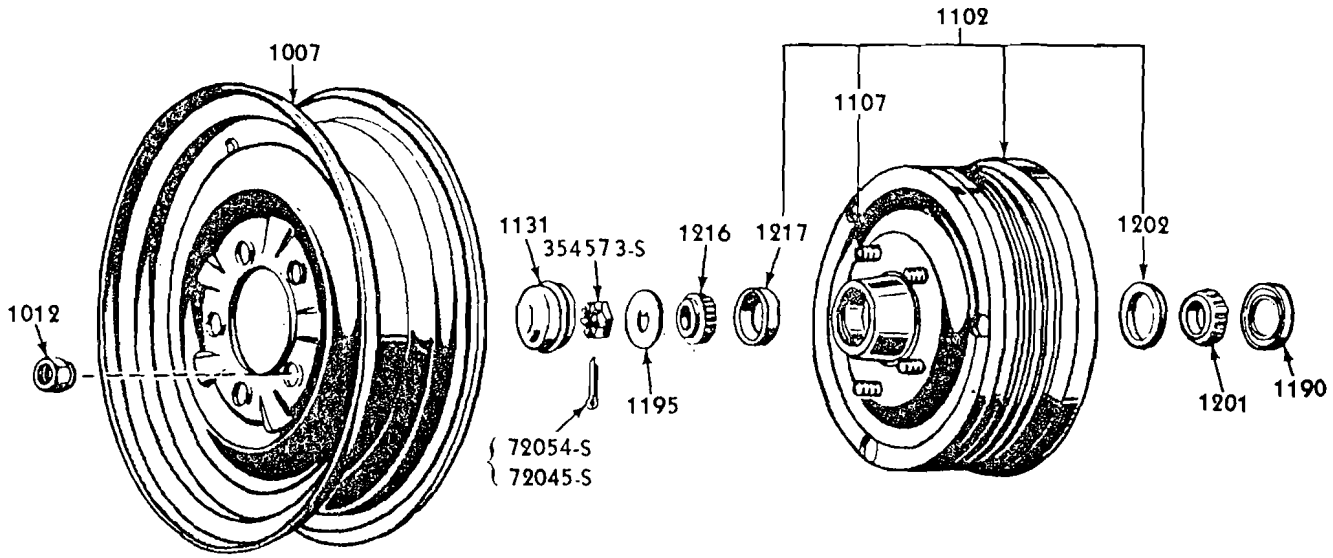


REAR LICENSE LAMP



DIRECTIONAL SIGNAL

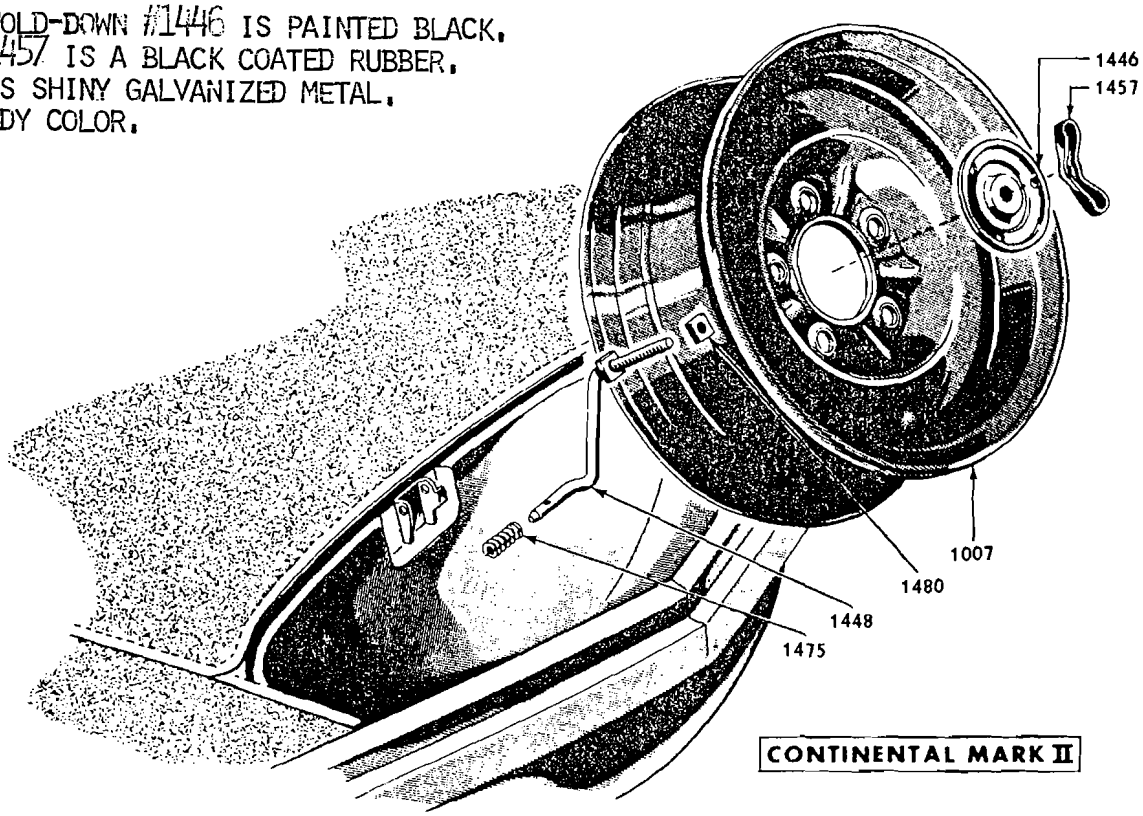
BRAKE DRUMS ARE NO LONGER AVAILABLE NEW, HOWEVER, 1952-1957 LINCOLNS ARE THE SAME. THEY CAN BE MACHINE TURNED UP TO .60 THOUSANDS AND STILL BE QUITE SAFE.



WHEELS ARE BODY COLOR (SAME AS THE CAR). ONLY IN A COUPLE OF RARE INSTANCES WERE THEY PAINTED ANOTHER COLOR, SUCH AS BLACK.

FRONT WHEEL HUB and BEARING

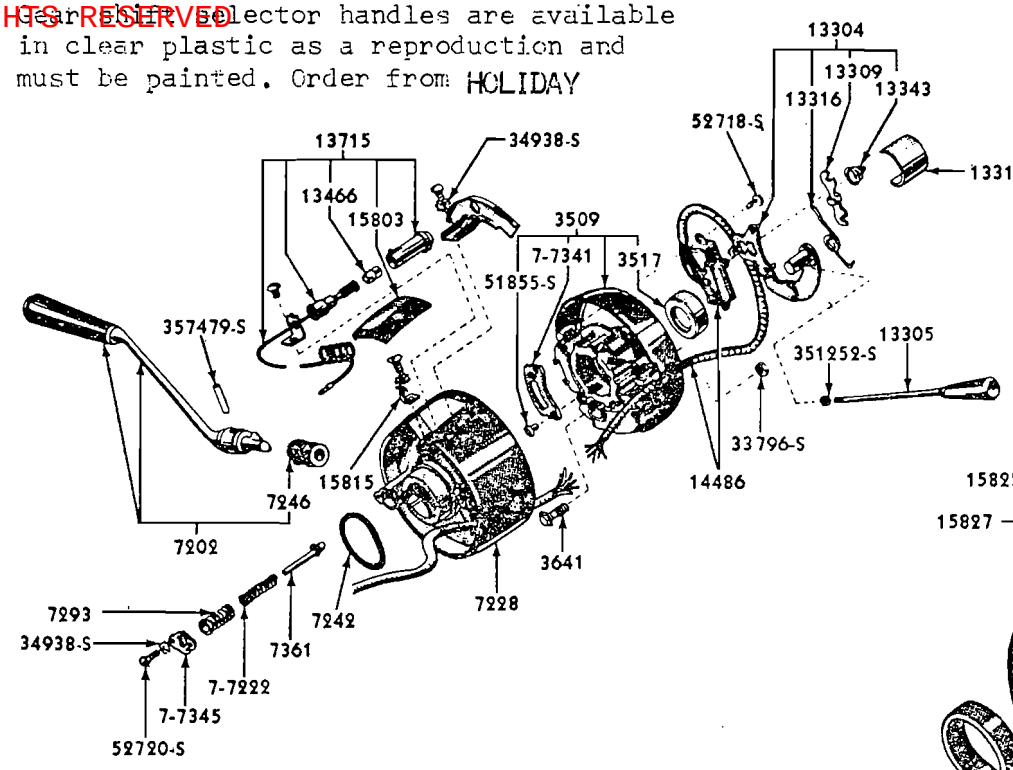
THE TIRE HOLD-DOWN #1446 IS PAINTED BLACK.
WING NUT #1457 IS A BLACK COATED RUBBER.
ROD #1448 IS SHINY GALVANIZED METAL.
WHEEL IS BODY COLOR.

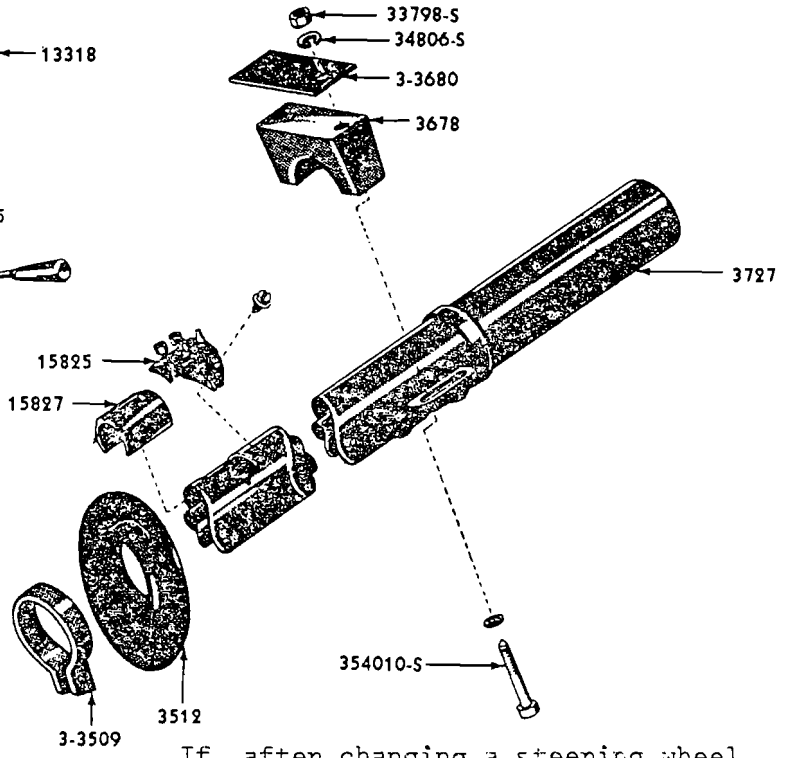


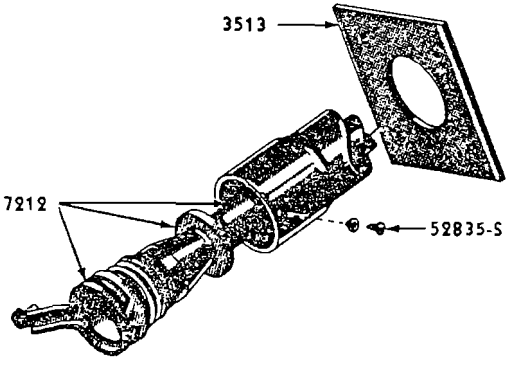
SPARE TIRE MOUNTING

To remove gear shift selector handle, the assembly must be disassembled. See Technical Manual.

Gear shift selector handles are available in clear plastic as a reproduction and must be painted. Order from HOLIDAY







1956-57

If, after changing a steering wheel, the wheel hits on the shift indicator, loosen 2 bolts #354010-S, interior under steering column, and slide the entire column toward the engine compartment.

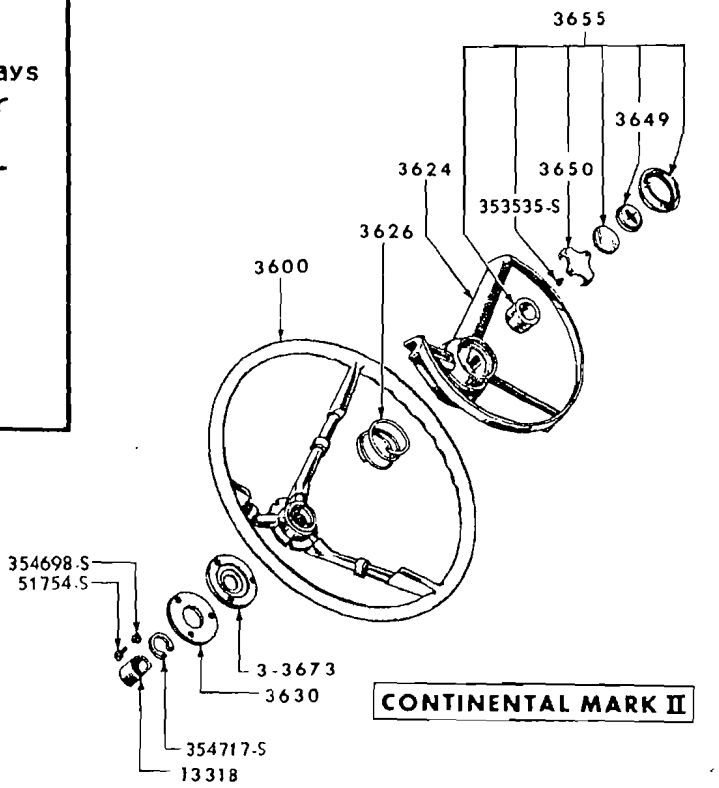
Turn indicator handle can be removed and replaced by simply turning counter clock-wise to remove.

Interior rubber boot, #3512 is painted interior color, same as steering column and related parts.

STEERING COLUMN and RELATED PARTS

RELAYS

There are eight relays on the interior for the motors. One for each of the six windows and two on the seats.
Relay part #
Current price $
Stocked by HSIA



STEERING WHEEL and HORN RING

The steering wheel, gear shift handle and interior door handles and signal lamp lever are all made of a colored translucent plastic. These are the color of the interior , ie, blue, black, green, red, etc. They will fade quite badly, such as green turning to a blue.
A reproduction gear shift handle is available from HSIA. They are a clear plastic and must be painted to match the others. To instal, simply hammer gently onto the lever and then instal the chrome end piece, which also is available as a reproduction.

The horn ring painted area is refinished in a flat finish the same as the column and all the under dash panels.

See preceeding page for column adjustment to steering wheel.

At the present time Holiday is trying to find someone to rebuild steering wheels.

These, like the other handles and levers, are a lucite type translucent plastic. Needed is something that will knit the old plastic to a new resin and then coat the entire wheel with a translucent coloring plastic.

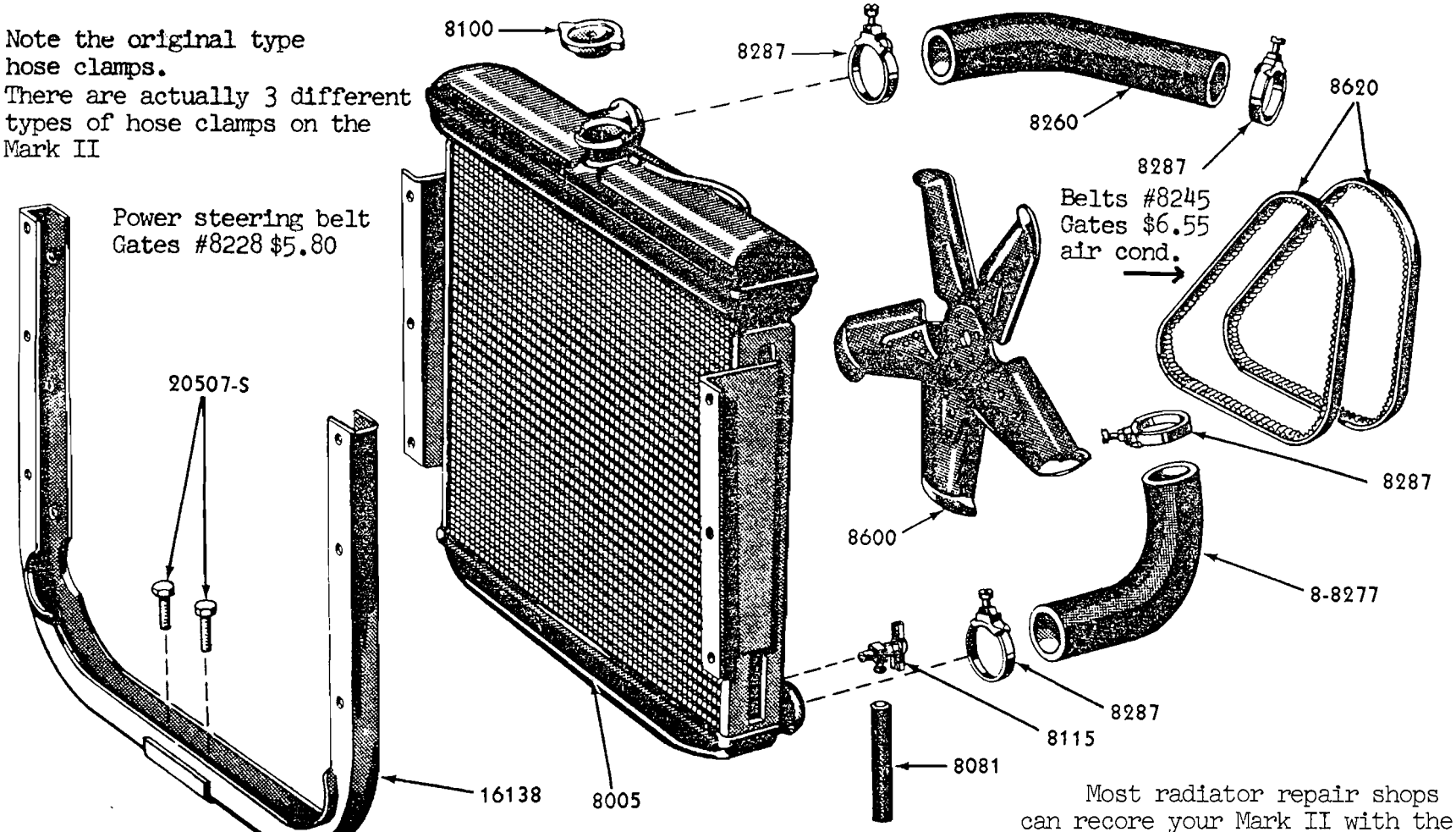
Mark II's equiped with air conditioning used a six blade fan. It is painted black. For additional information see INDEX, COOLING & AIR CONDITIONING.

The upper radiator hose can be bought from your local parts jobber. The number is CH 281 $4.45 each

The lower hose number is CH73 $3.95 each

Note the original type hose clamps.
There are actually 3 different types of hose clamps on the Mark II

Power steering belt
Gates #8228 $5.80

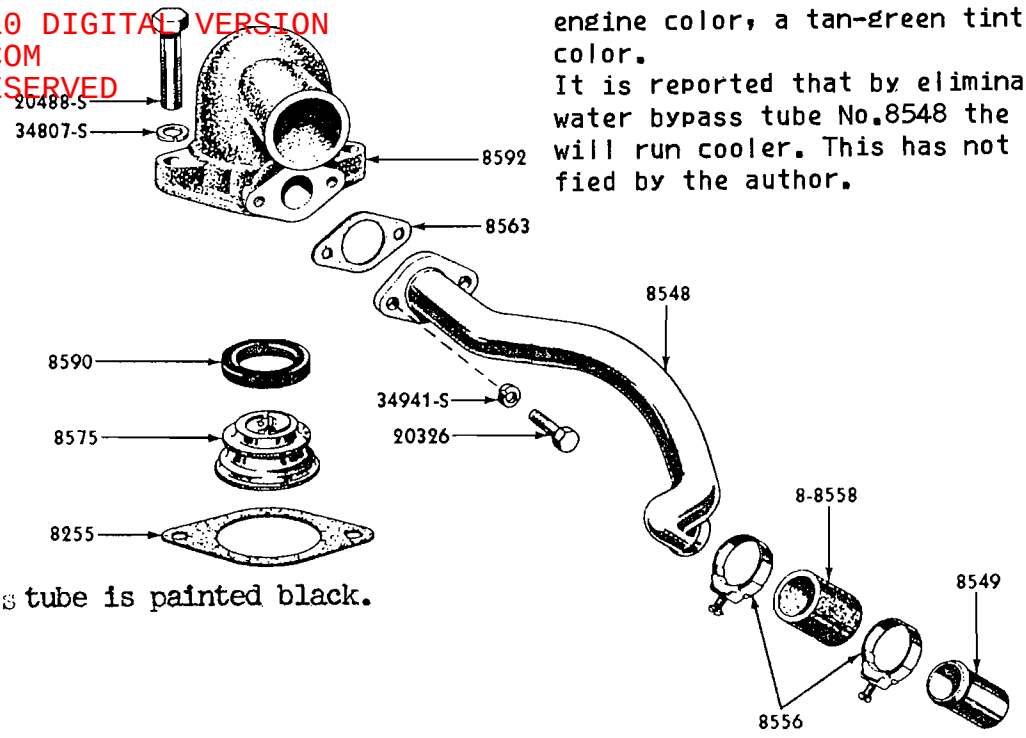


The radiator and frame assembly is painted black.

Most radiator repair shops can recore your Mark II with the same core. However, it is best to recore with a thicker core.

RADIATOR and RELATED PARTS

The water outlet neck No. 8592 is painted engine color, a tan-green tint metallic color.
It is reported that by eliminating the water bypass tube No.8548 the engine will run cooler. This has not been verified by the author.

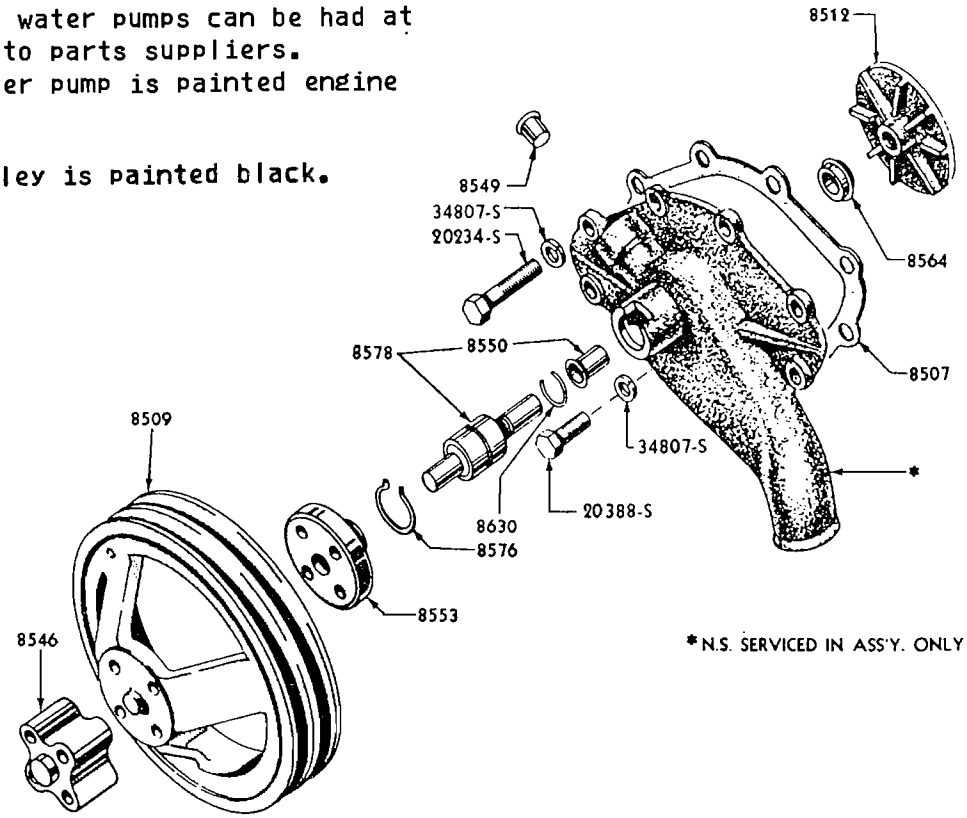


The bypass tube is painted black.

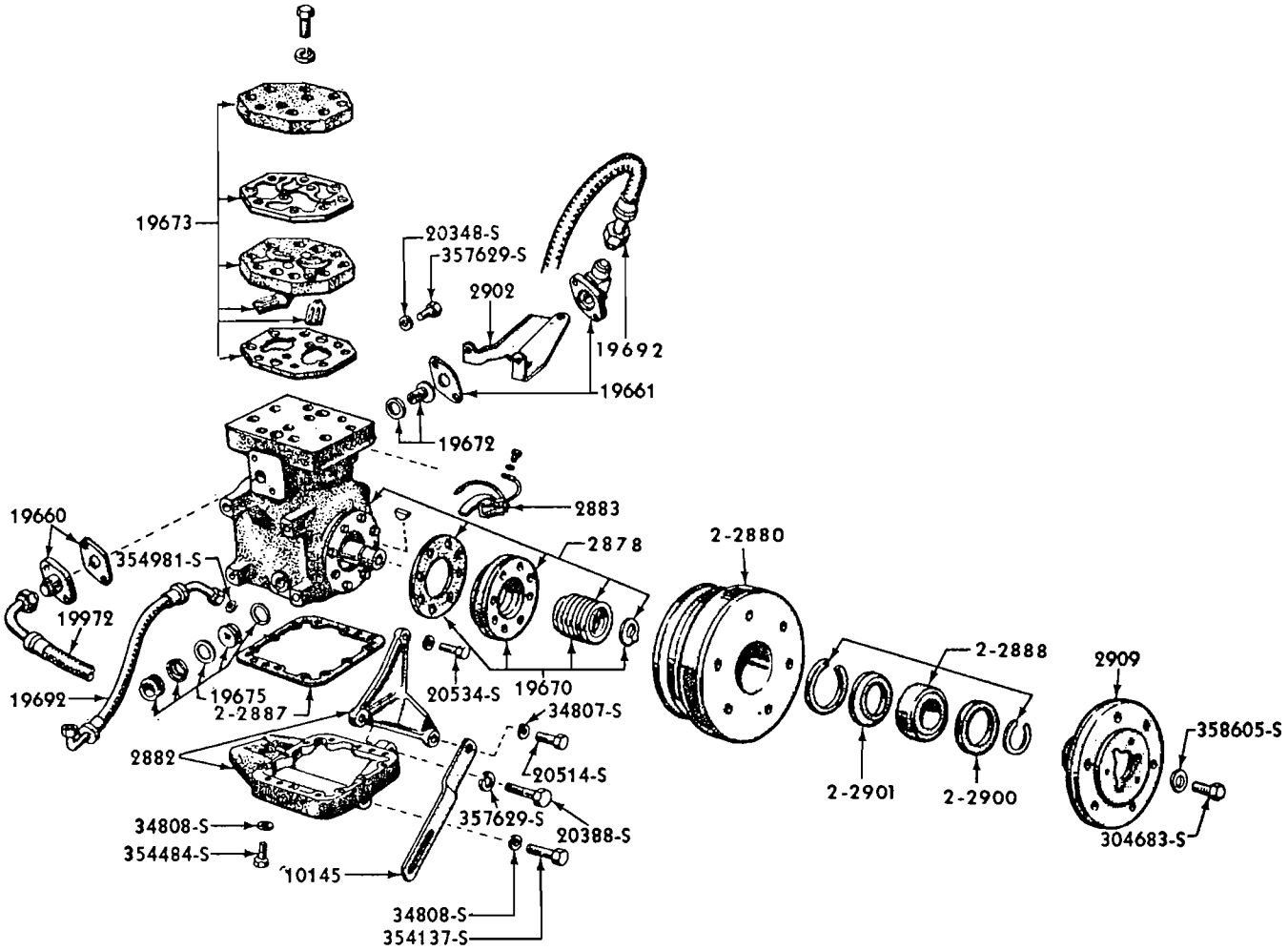
WATER CONNECTIONS

Rebuilt water pumps can be had at most auto parts suppliers.
The water pump is painted engine color.

The pulley is painted black.



WATER PUMP

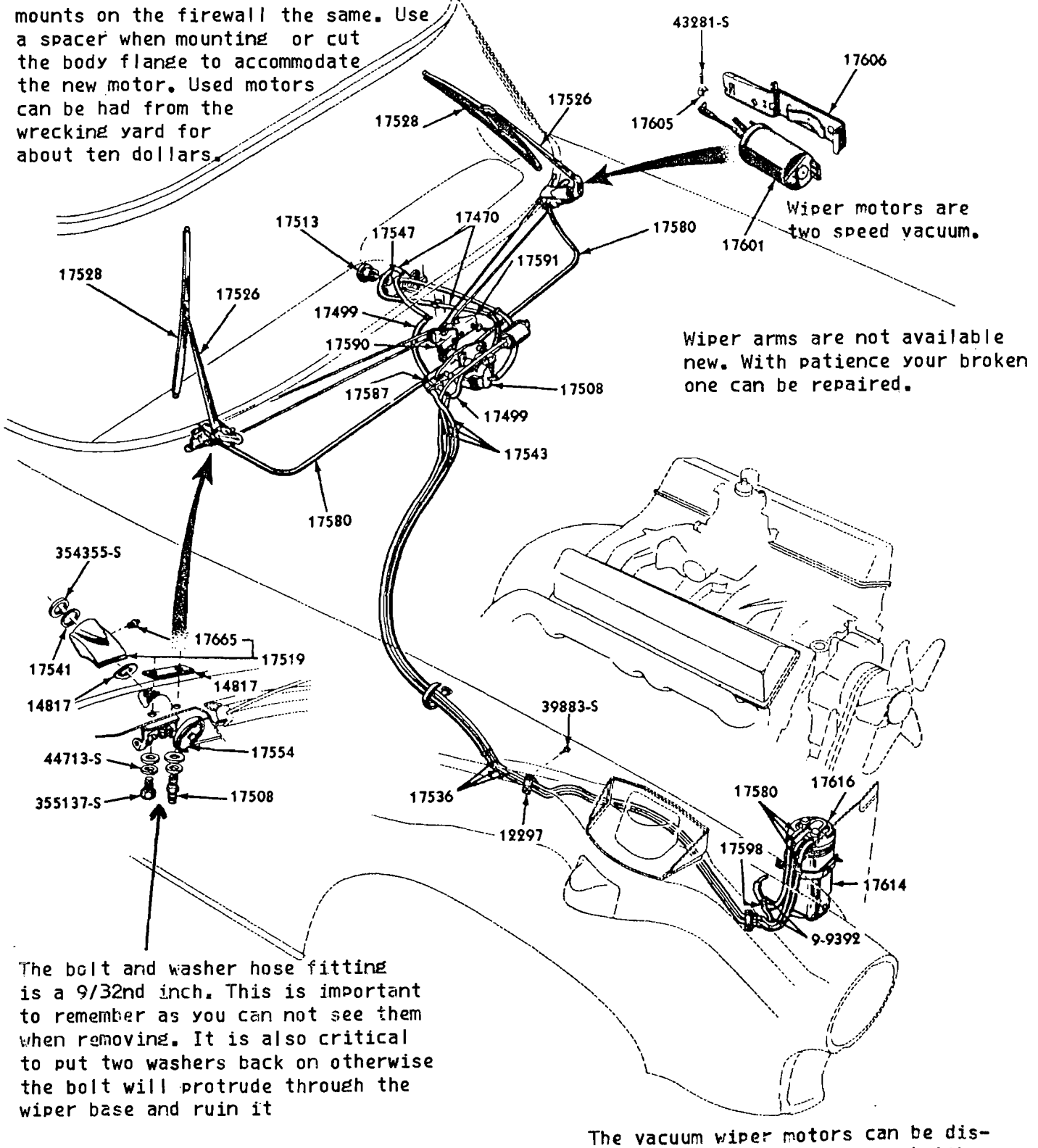


To remove the air conditioning compressor clutch, loosen the generator adjustment bracket and remove the belts. Use a 1/2 inch socket and remove the bolt 304683-s. Jar the clutch and it will slide off. Work it around the fan and it will come out. HSIA stocks the clutch bearing No. 2-2888, the price is $10.00. The clutches will fail in one or more of four ways. The brushes 2883 part No. B6AZ-2979-A are also stocked by HSIA for $10.79. The brushes are one problem, the bearing another and the clutch faces. As of this writing no one has been located to rebuild these. Often times a wire will break in the clutch and these are usually visible and can be soldered back. A machine shop will have to press your new bearing in, about five dollars labor.
Compressor gasket sets can still be had, but no other parts as of this writing. Also, no one can be located that can rebuild the compressor.
The compressor is painted black with a red metal decal on the top.

The clutch surface (facing) material is a metallic fiber material. Unless it is completely destroyed, it will still work to drive the clutch. I have been unable thus far to find a substitute material and someone to do the work. Diels advertises rebuilt clutches. Whether they are actually rebuilt, or just made to work, is unknown by the author.

The vacuum motor can be replaced with a two speed electric from a 1957 Chevrolet. The switch hook up is the same and it mounts on the firewall the same. Use a spacer when mounting or cut the body flange to accommodate the new motor. Used motors can be had from the wrecking yard for about ten dollars.

Washer bottle decals can be had from the Mid Atlantic Region of L.C.O.C.



Wiper motors are two speed vacuum.

Wiper arms are not available new. With patience your broken one can be repaired.

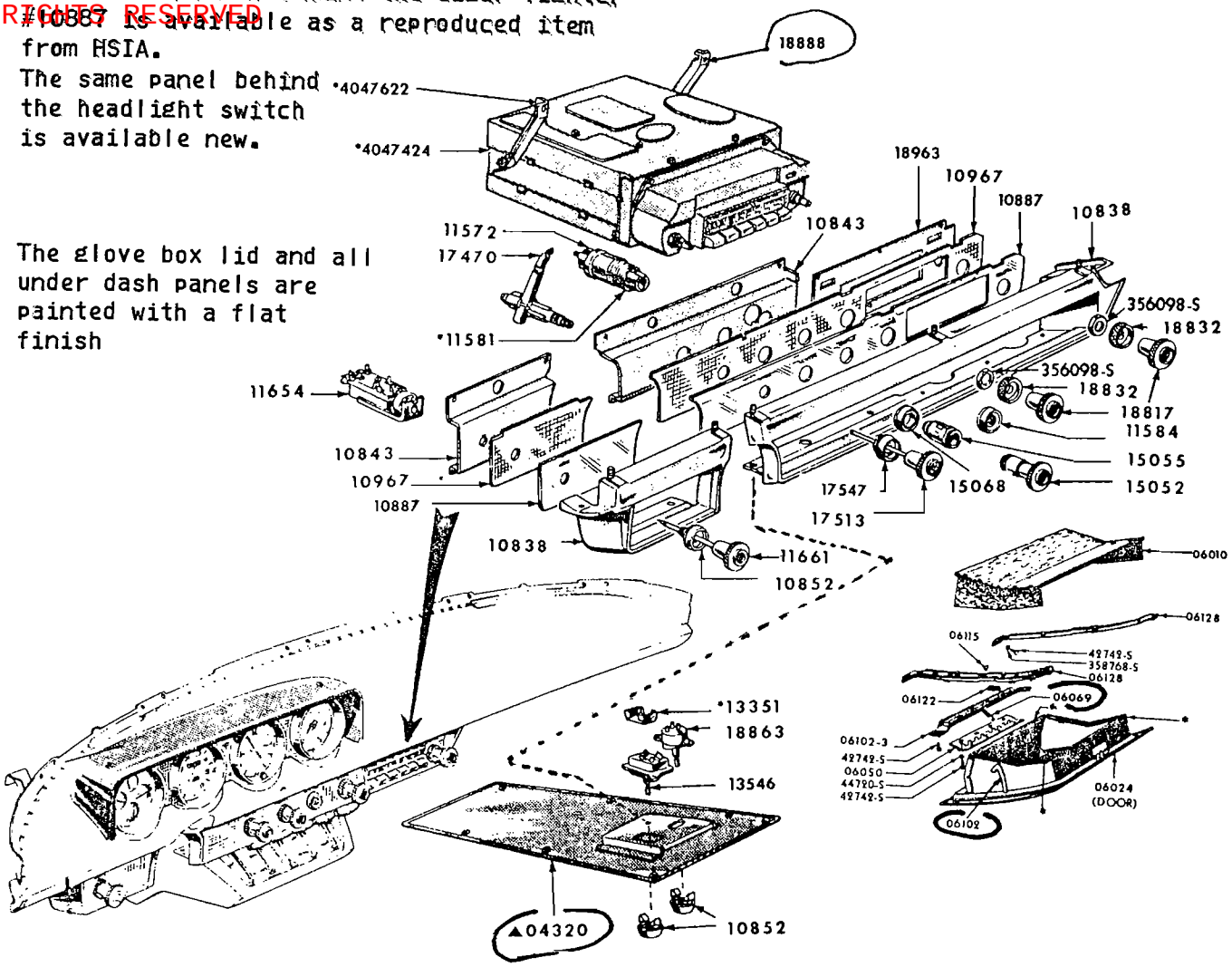
The bolt and washer hose fitting is a 9/32nd inch. This is important to remember as you can not see them when removing. It is also critical to put two washers back on otherwise the bolt will protrude through the wiper base and ruin it

The vacuum wiper motors can be disassembled and cleaned to work like new, which is satisfactory.

The plastic panel behind the cigar lighter #10887 is available as a reproduced item from HSIA.

The same panel behind the headlight switch is available new.

The glove box lid and all under dash panels are painted with a flat finish



TO REMOVE THE RADIO:

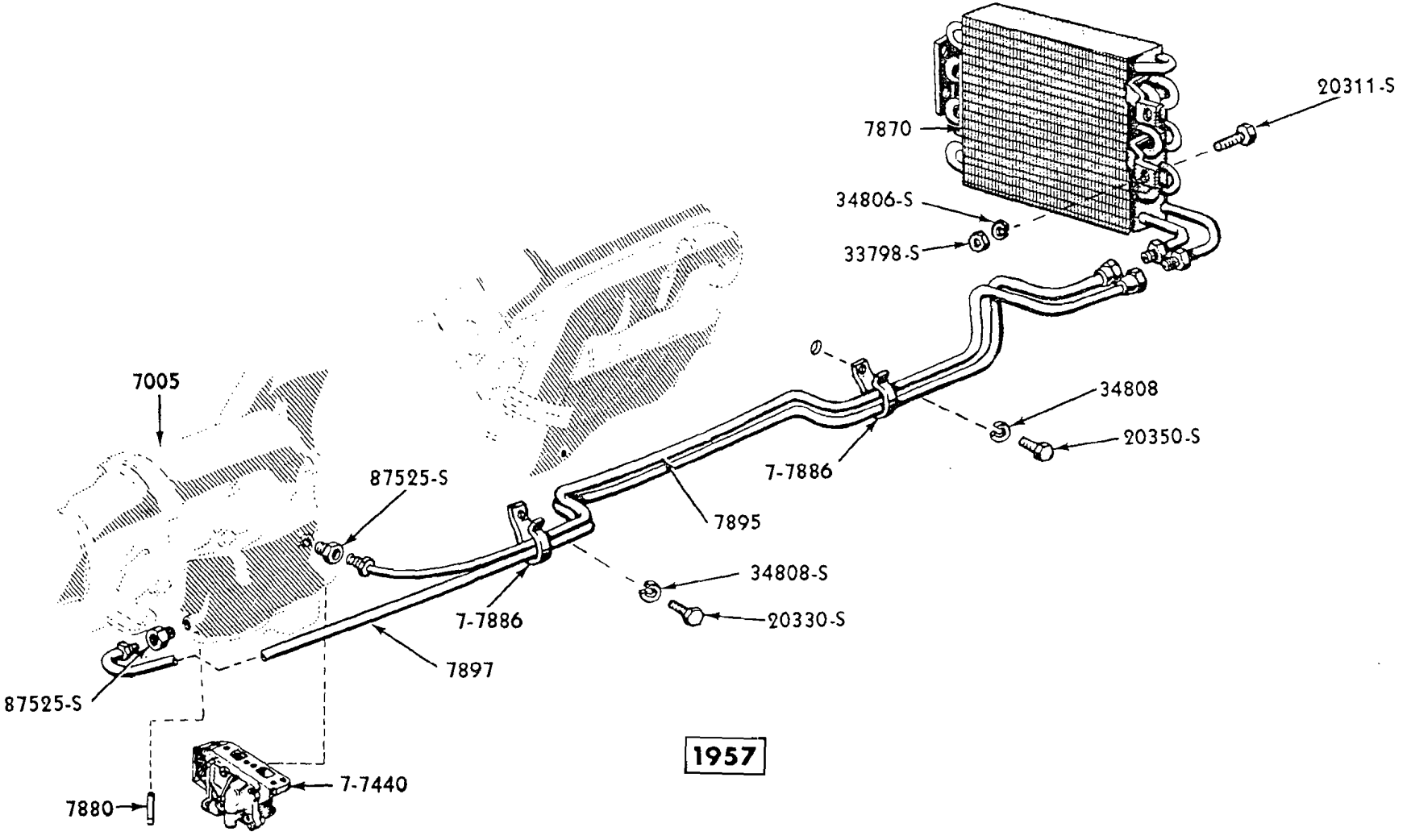
REMOVE THE FOUR SEVEN SIXTEENTH BOLTS AND WASHERS FROM THE BOTTOM REAR OF THE BOX LID, THROUGH THE BOX, AT THE BACK (YOU CAN NOT SEE IT) REMOVE THE SPRING #06069 BY FEEL. REMOVE THE CARPET IN THE BOTTOM OF THE GLOVE BOX BY PULLING UP ON A STRAP TOWARDS THE FRONT OF THE BOX, REMOVE THE FOUR PHILLIPS HEAD SCREWS THAT SECURE THE STOPS. DROP THE LID DOWN OUT OF THE WAY.

REMOVE THE LEFT SIDE, UNDERSIDE DASH PANEL #04320 BY REMOVING THE PHILLIPS HEAD SCREWS. LET IT DROP DOWN OUT OF THE WAY.

NOW, RELEASE THE 7/16TH NUT ON EACH SIDE OF THE RADIO HOLDING THE BRACKETS #L8888 AND MOVE THIS BRACKET OUT OF THE WAY.

DISCONNECT THE ANTENNA LEAD IN WIRE, SPEAKER WIRES, BLUE LIGHT WIRE AND THE BLACK "HOT" WIRE FROM THE RADIO. PULL THE KNOBS OFF THE RADIO AND REMOVE THE NUTS BEHIND THE KNOBS WITH NEEDLE NOSE PLIERS. TRY NOW TO REMOVE THE RADIO. IF IT WON'T COME OUT THEN YOU WILL HAVE TO REMOVE THE GLOVE BOX SUPPORT THAT ATTACHES TO THE CENTER CONSOL. TAKE THE RADIO FOR REPAIRS TO ANY GOOD RADIO REPAIR SHOP. THE PRICES SHOULD BE UNDER TWENTY DOLLARS. REMOVE AND REPLACEMENT TIME IS ABOUT FORTY MINUTES.

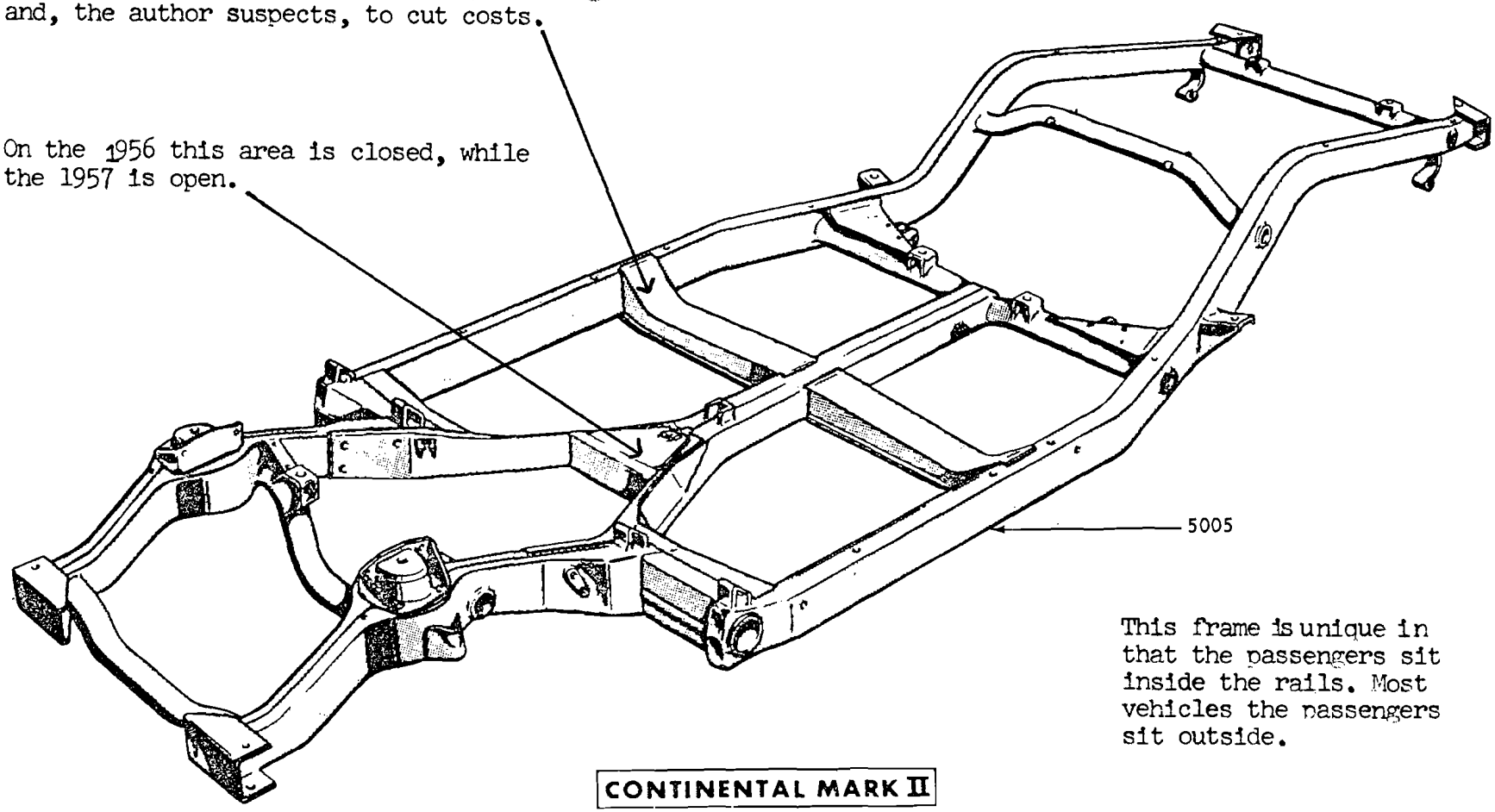
1957 used a transmission cooler as shown, 1956 did not.
The condensor is mounted in front of the radiator.
It is painted black.



TRANSMISSION COOLER LINES

In 1957 this crossmember was removed to lighten the frame and, the author suspects, to cut costs.

On the 1956 this area is closed, while the 1957 is open.



This frame is unique in that the passengers sit inside the rails. Most vehicles the passengers sit outside.

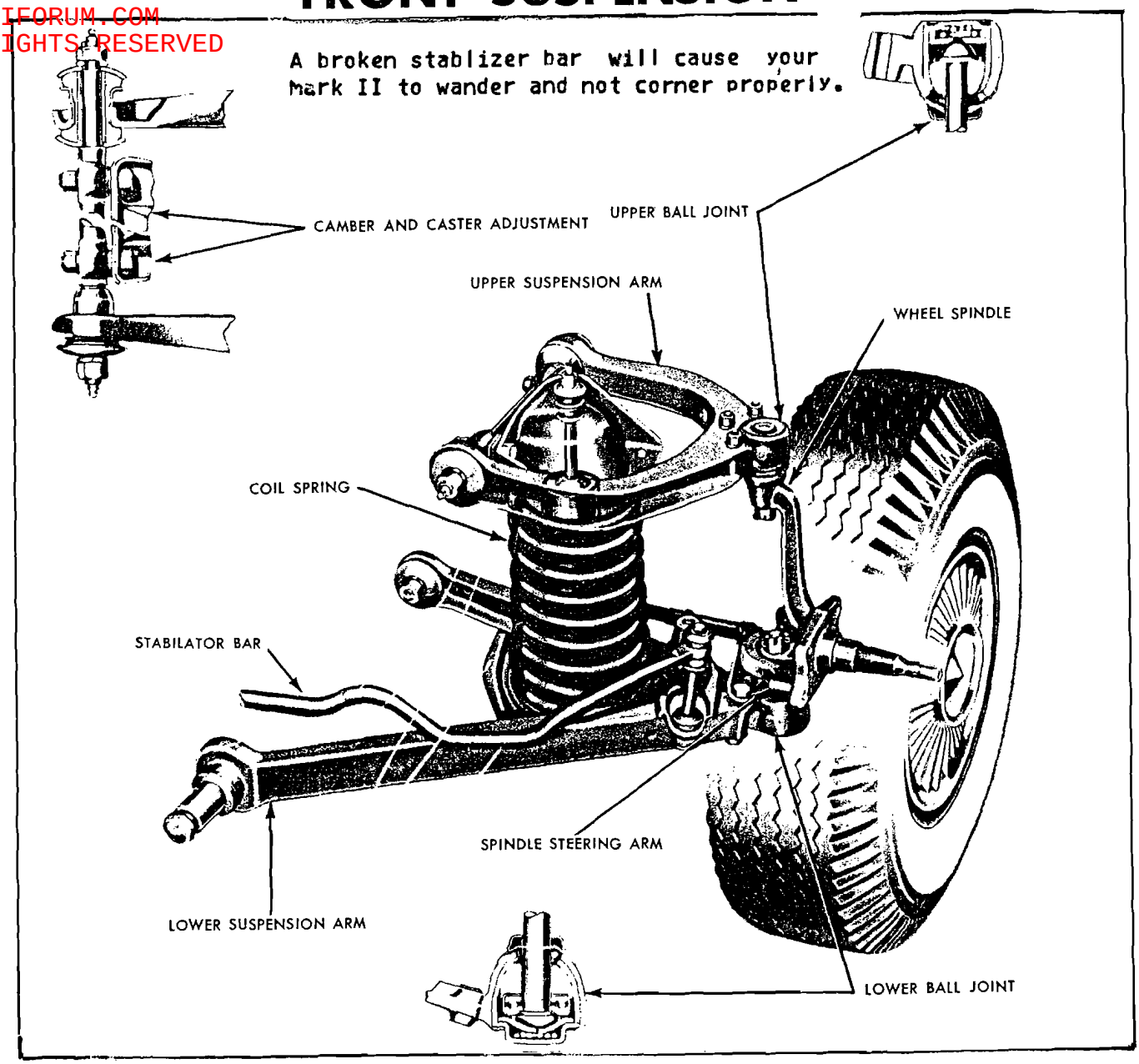
CONTINENTAL MARK II

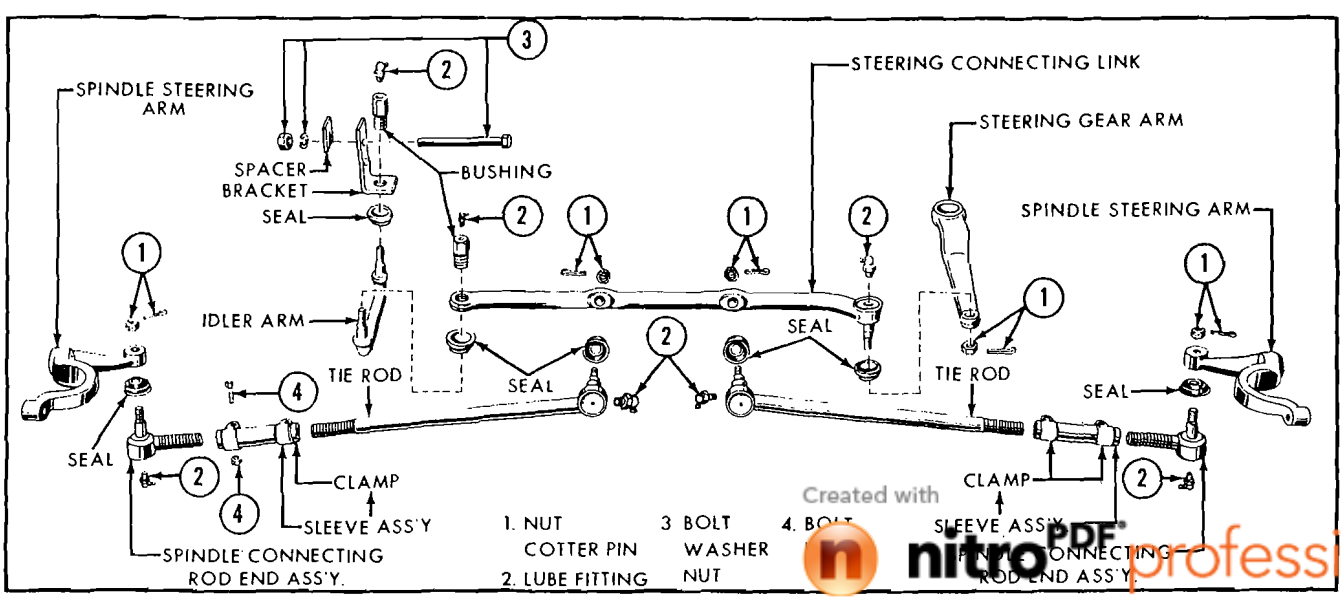
Frame is painted black.

FRAME ASSY.

FRONT SUSPENSION

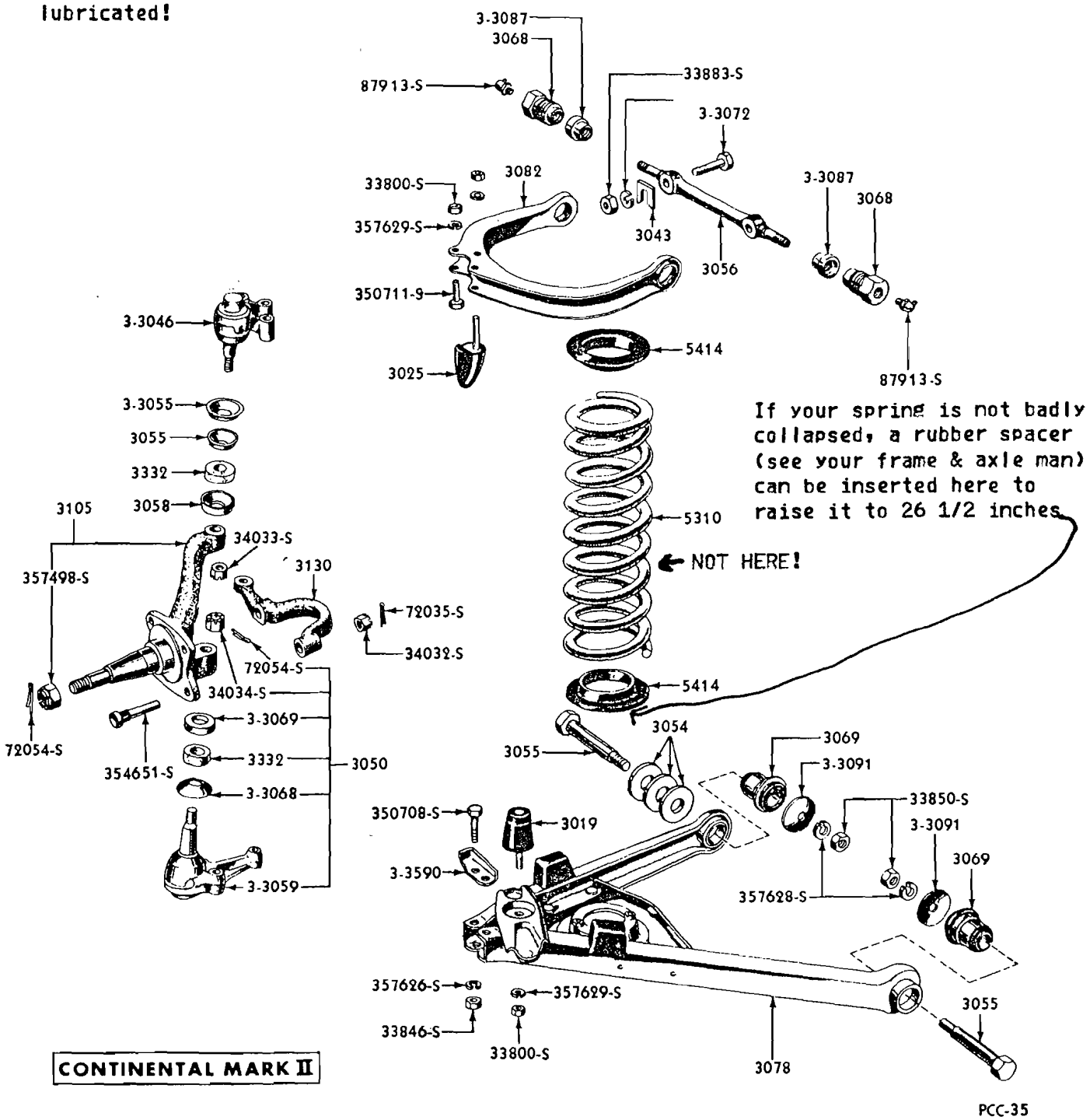
A broken stablizer bar will cause your Mark II to wander and not corner properly.





The rear springs can be arched to bring it up to 26 1/2 inches. See your frame & axle man. The cost is around $75.00. Or, he can install Helwig helper springs for around $30.00 if you don't care that it is not "stock".

Keep your Mark II suspension lubricated!

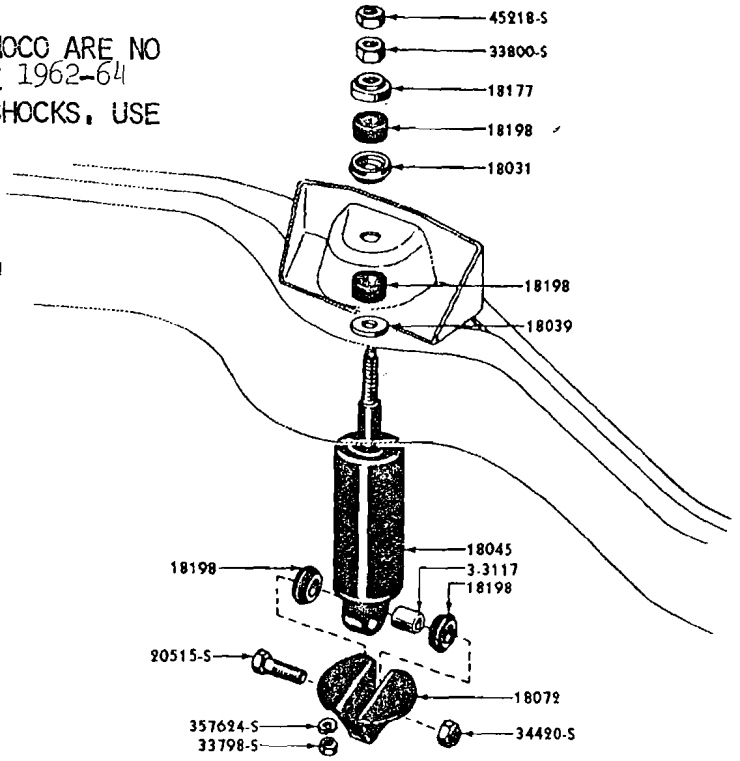


CONTINENTAL MARK II

PCC-35

FRONT SHOCKS FROM FOMOCO ARE NO LONGER AVAILABLE, USE 1962-64 DODGE PASSENGER CAR SHOCKS, USE HEAVY DUTY TYPE,

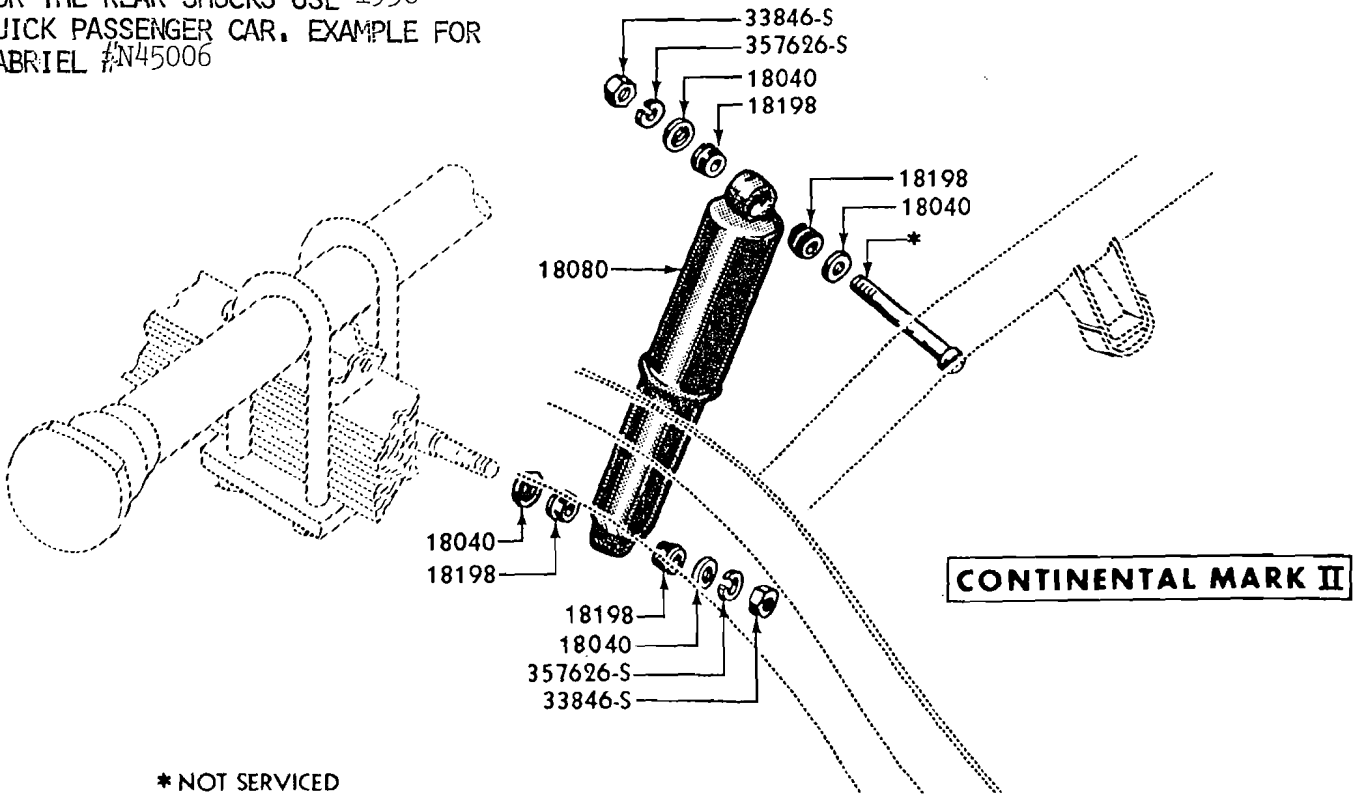
Monroe number 5020
Gabriel number 45210



CONTINENTAL MARK II

FRONT SHOCK ABSORBER

FOR THE REAR SHOCKS USE 1958 BUICK PASSENGER CAR, EXAMPLE FOR GABRIEL #N45006

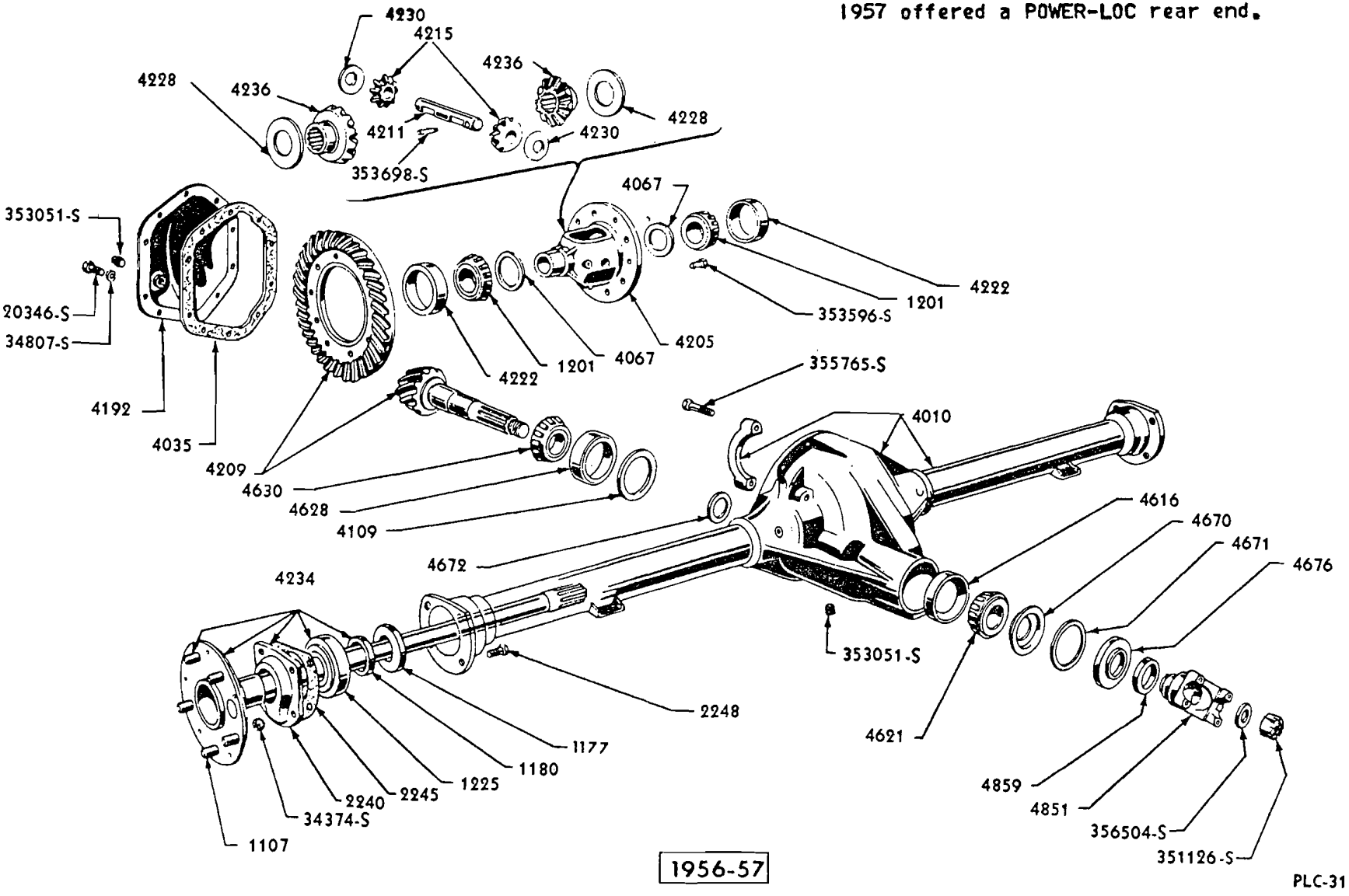


CONTINENTAL MARK II

* NOT SERVICED

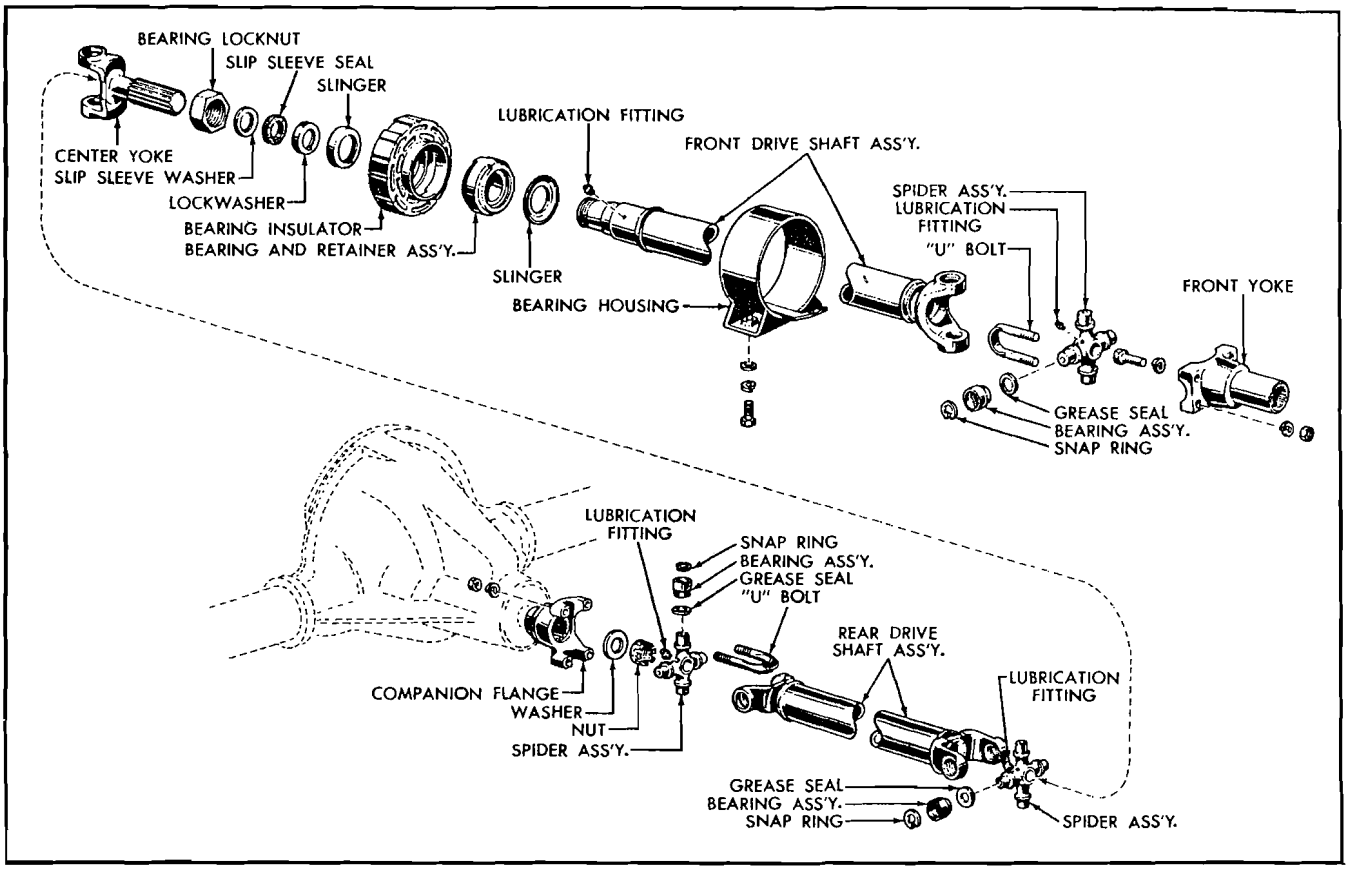
REAR SHOCK ABSO R

1957 offered a POWER-LOC rear end.



REAR AXLE

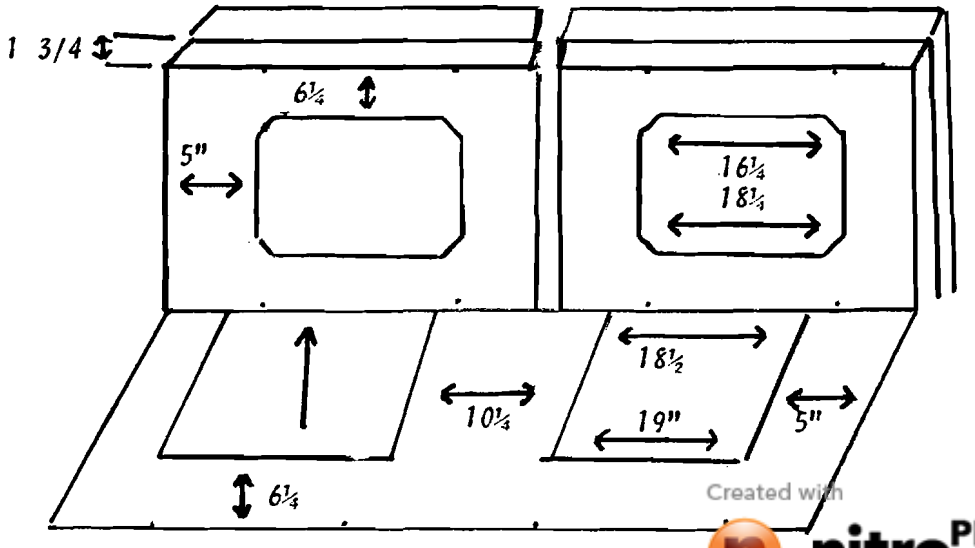
DRIVE SHAFT & UNIVERSAL JOINTS



On acceller atio n a thumping in the bottom of the car is usually the rubber drive shaft insulator being worn out. In the illustration above it is the Bearing Insulator. Part number 4047 139. Price $18.59 and the labor is about $10.00.

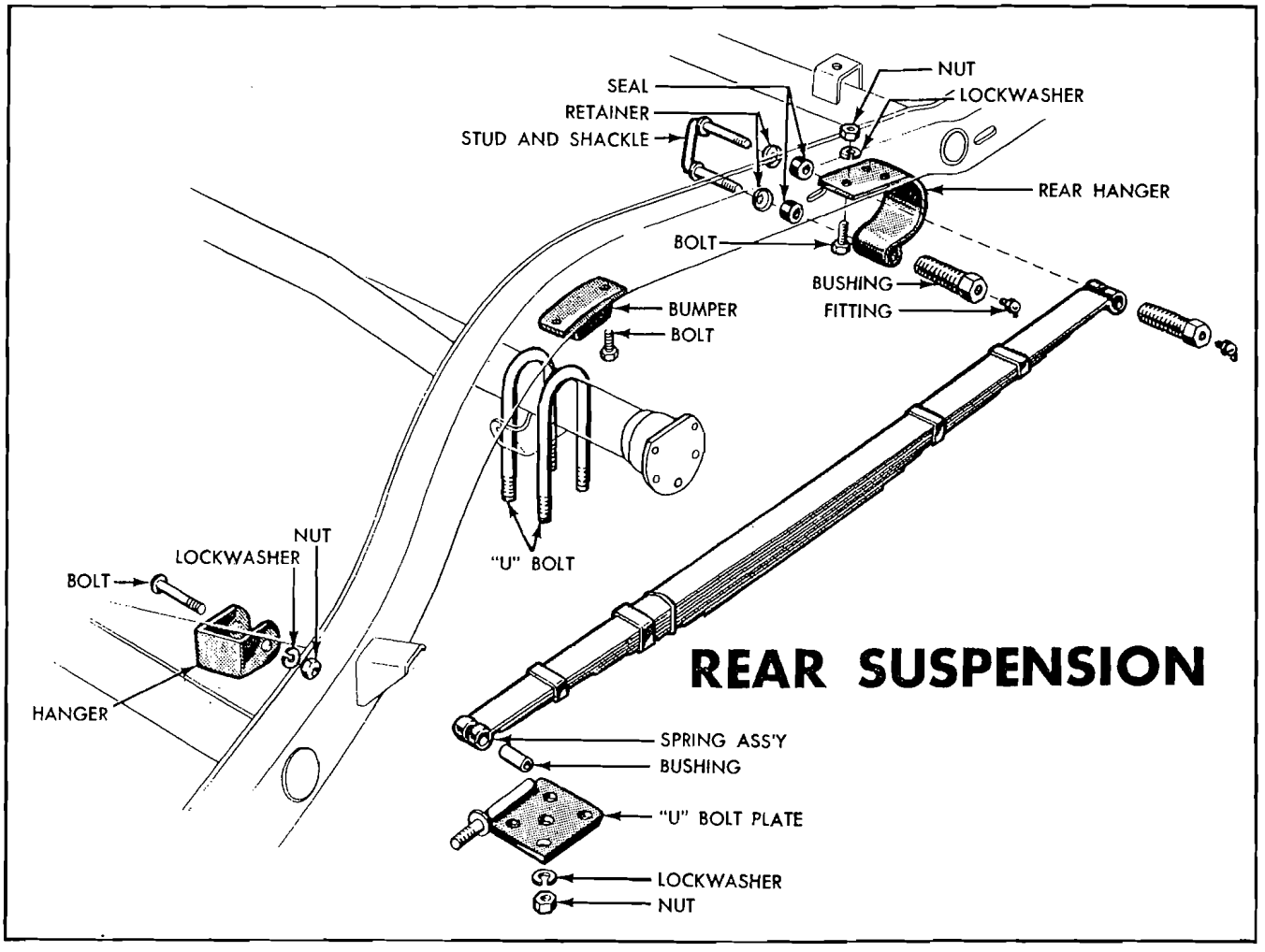
There are three universals in the system and these can be had at most any auto parts store for a bout $8.00 to $10.00. Example is Wesco 201520 for $8.10.

When removing and replacing a drive shaft be sure you mark its location and instal it exactly as you pulled it ou t, otherwise it will be out of balance and will vibrate.



FRONT SEAT PATTERN MEASUREMENTS

REAR SPRINGS CAN BE ARCHED BY YOUR LOCAL FRAME AND AXLE MAN TO BRING THE CAR UP TO 26 1/2 inches, MEASURING FROM THE BOTTOM OF THE FENDERS TO THE GROUND. SEE CHART PAGE 58. SEE, ALSO, PAGE 130.



–Rear Suspension with Basic Parts

REAR SUSPENSION DESCRIPTION

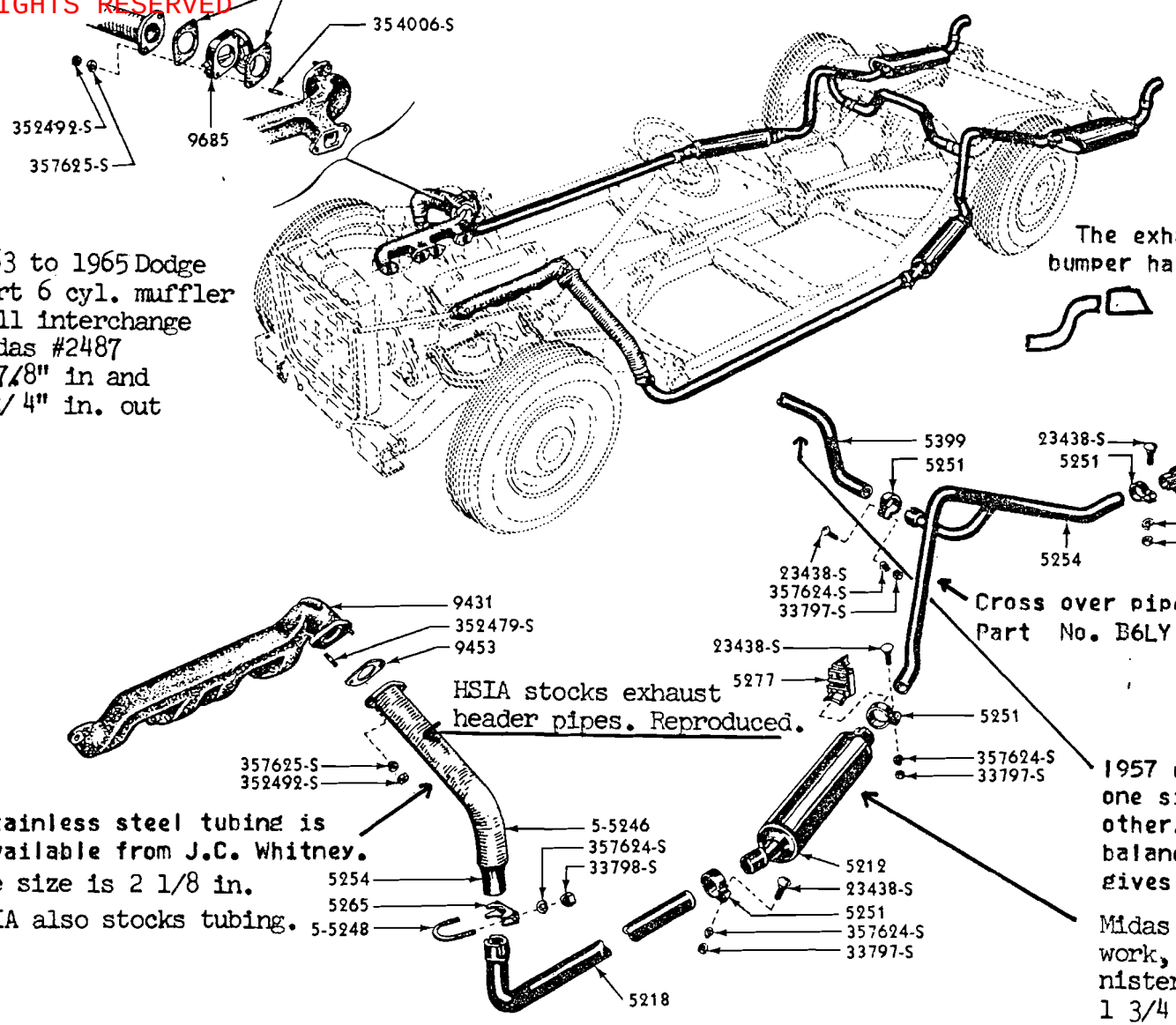
Continental cars are equipped with semi-elliptical rear springs, which are mounted with a splay angle of 1° 15′ to the frame.

The front end of each rear spring is mounted in a stationary hanger which is welded to the frame cross member reinforcement. The rear end of each rear spring is shackled to a hanger which in turn is bolted to the frame.

The spring assembly is composed of 8 leaves. The spring leaves are held together in alignment fore and aft by means of the spring center bolt. Four spring clips are installed on each rear spring to maintain the alignment of the leaves. Plastic and paper compound full length liners are installed between the upper longer leaves of each spring.

Each rear spring is attached to the rear axle housing with two "U" bolts. The front of the springs is mounted to the frame in rubber bushings, while the rear of the springs is mounted to a shackle of the "U" bolt type with threaded bushings provided with fittings. Individual spring leaves are not a service item.

There is only one heat riser on the Mark II and is on the right side. Lubricate with penatrating oil with graphite.



1963 to 1965 Dodge Dart 6 cyl. muffler will interchange Midas #2487 1 7/8" in and 1 3/4" in. out

S shaped tail pipes are still available new. No. 40447744 Current price $11.00

The exhaust tip in the bumper has the slant up.

Cross over pipes are still available new. Part No. B6LY 5246B & C Current $33.30 ea

HSIA stocks exhaust header pipes. Reproduced.

Stainless steel tubing is available from J.C. Whitney. The size is 2 1/8 in. HSIA also stocks tubing.

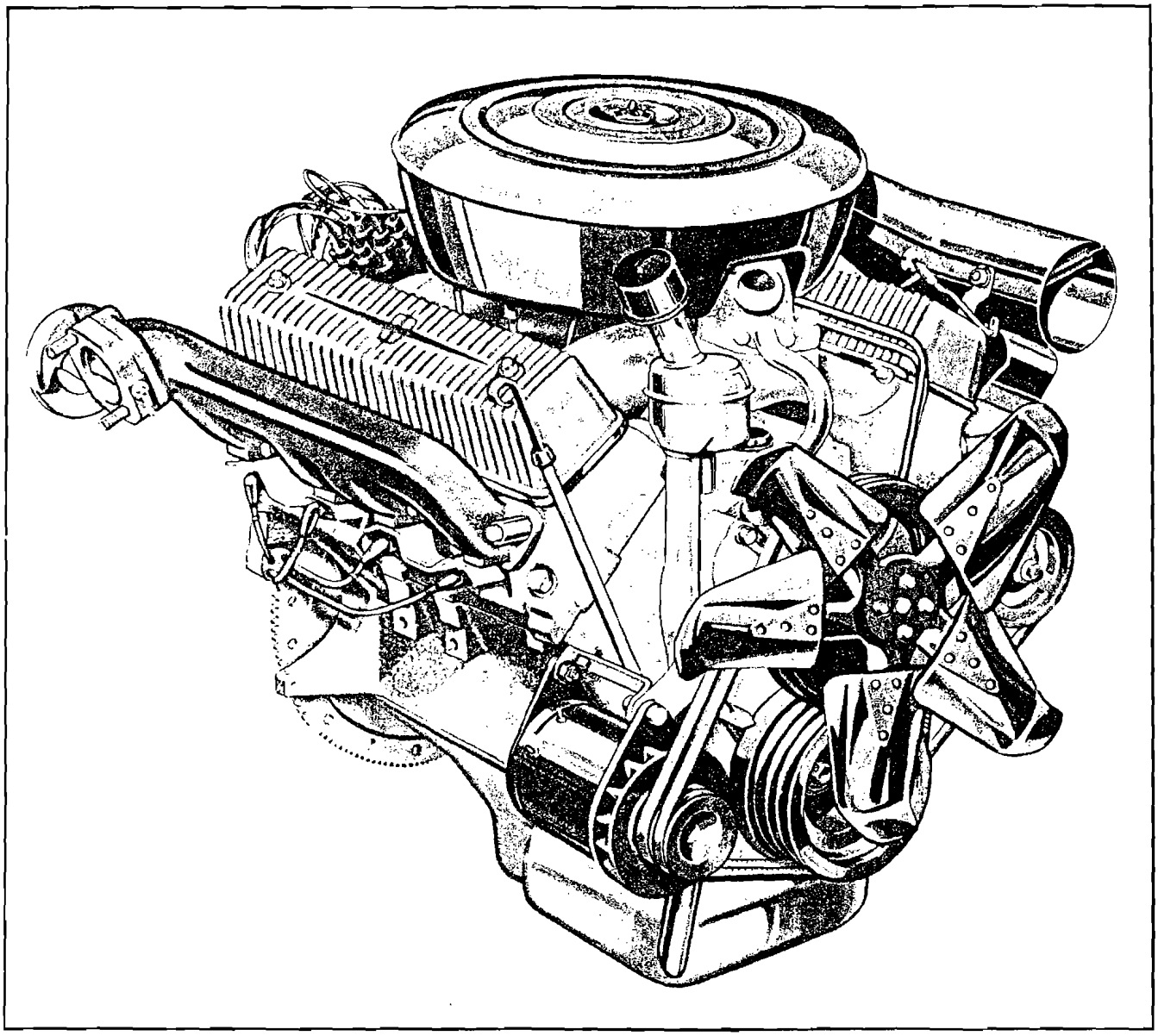
CONTINENTAL MARK II

1957 did not use the pipe from one side of the exhaust to the other. It is a good idea as it balances the tone of the exhaust& gives support to the system.

Midas has a resonator that will work, though it is not the canister type, it is round. Size 1 3/4 in. #5012 about $15.00.

EXHAUST SYSTEM

ENGINE



3/4 Left Front View of Engine

The distributor, mounted at the top right rear of the cylinder block assembly, is gear driven by the camshaft.

Cylinder Numbering

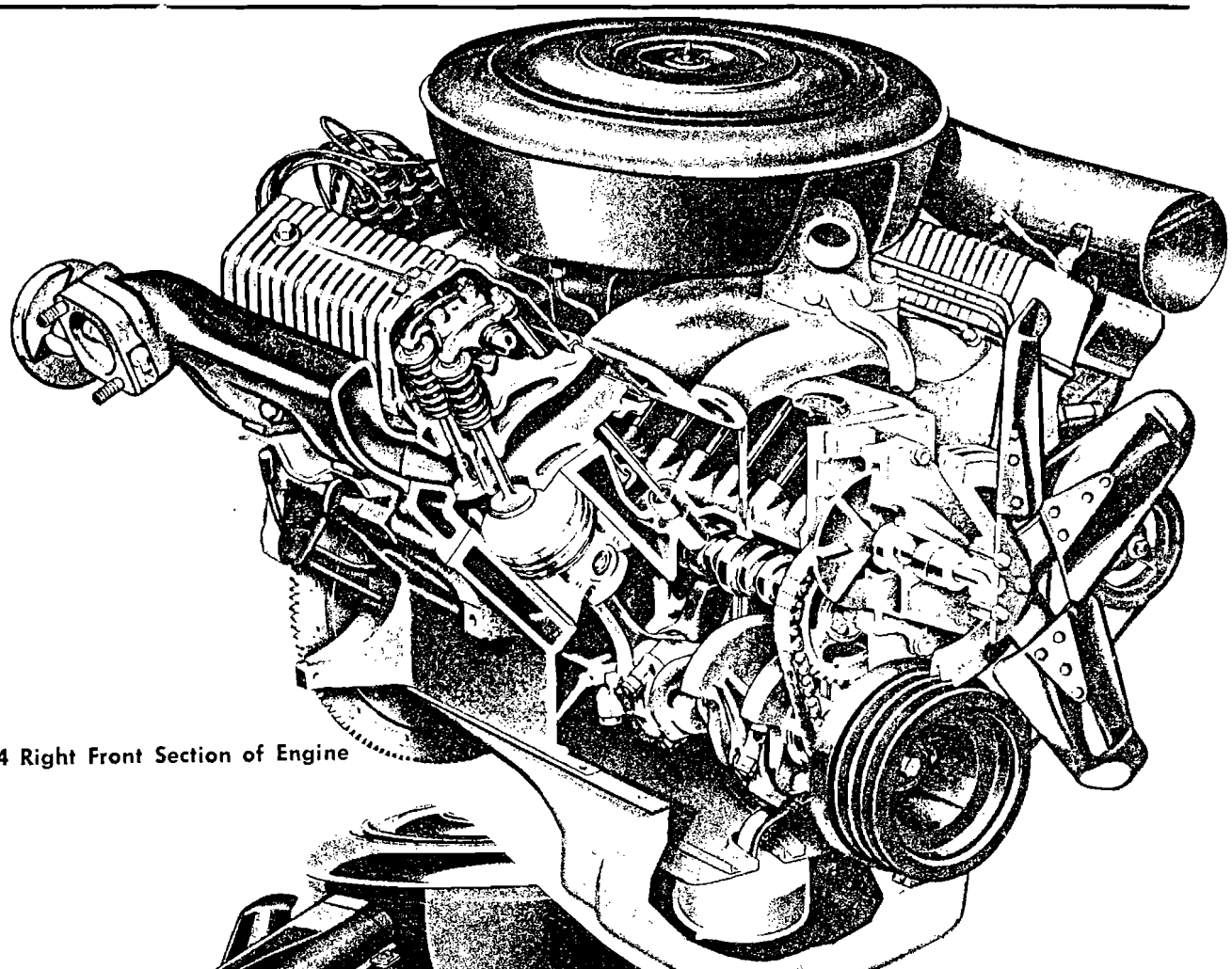
When viewing the engine from the rear, the cylinders of the right bank are numbered 1, 2, 3 and 4. Number 1 is at the front. The cylinders of the left bank are numbered 5, 6, 7 and 8. Number 5 is at the front. For easy reference, each cylinder number is cast on the intake manifold directly over its respective cylinder.

The firing order is 1-5-4-8-6-3-7-2. This information is also cast on the top surface of the intake manifold.

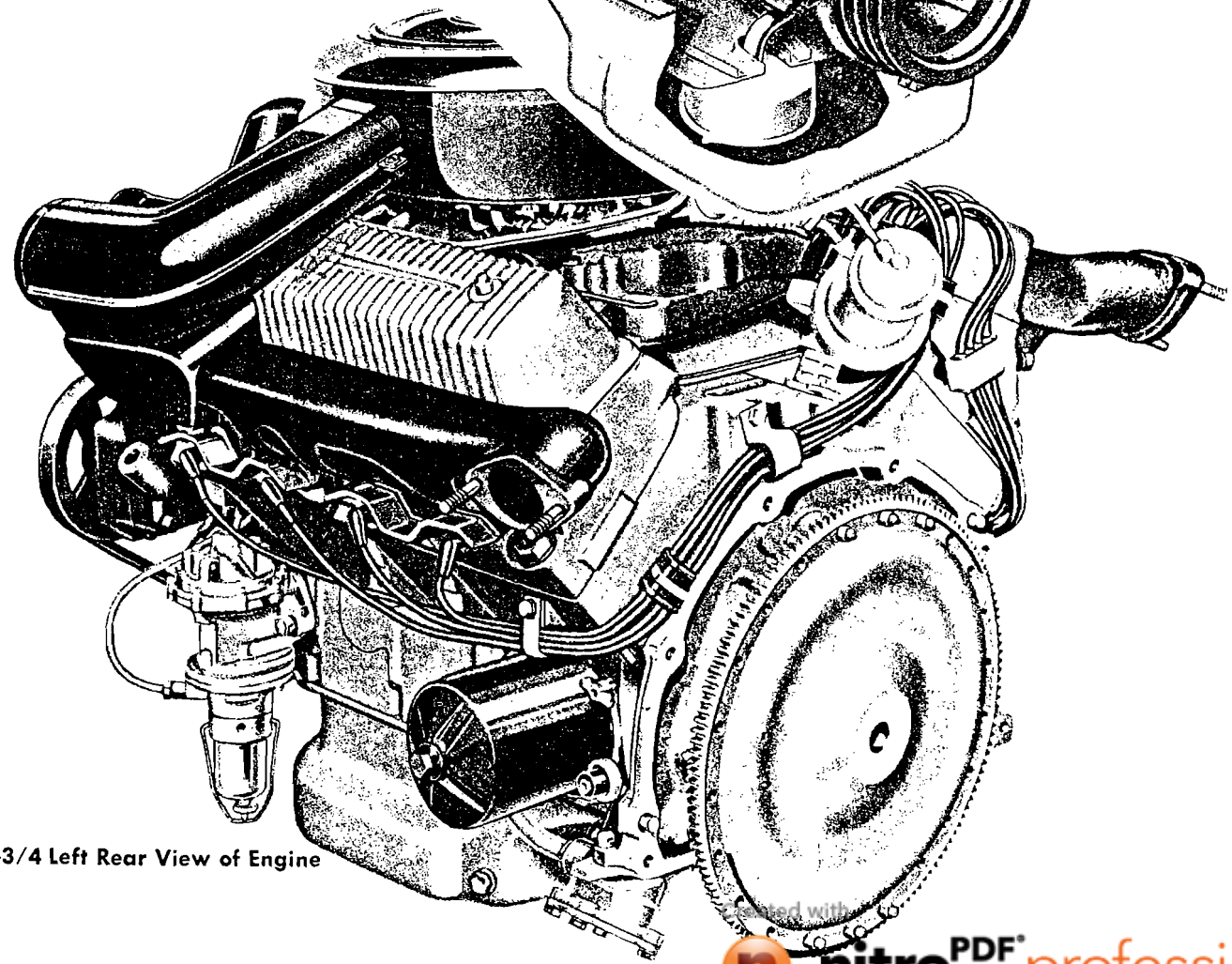
The engine is a 368 cubic inch V-8. Horsepower is 285 at 4,000 rpm. 1957 saw a change from 9.0 to 1 ratio to 10. to 1 ratio through redesigning the pistons and the heads.

The engine, heads, oil pan, oil breather tube and the convertor housing are all painted a tan metallic with a green tint, the same as the bumper jack. The accessories are painted black, such as generator, fan, intake manifold, dip stick tubes, power steering pump, air cleaner and pullys.

The oil filter also is painted black.

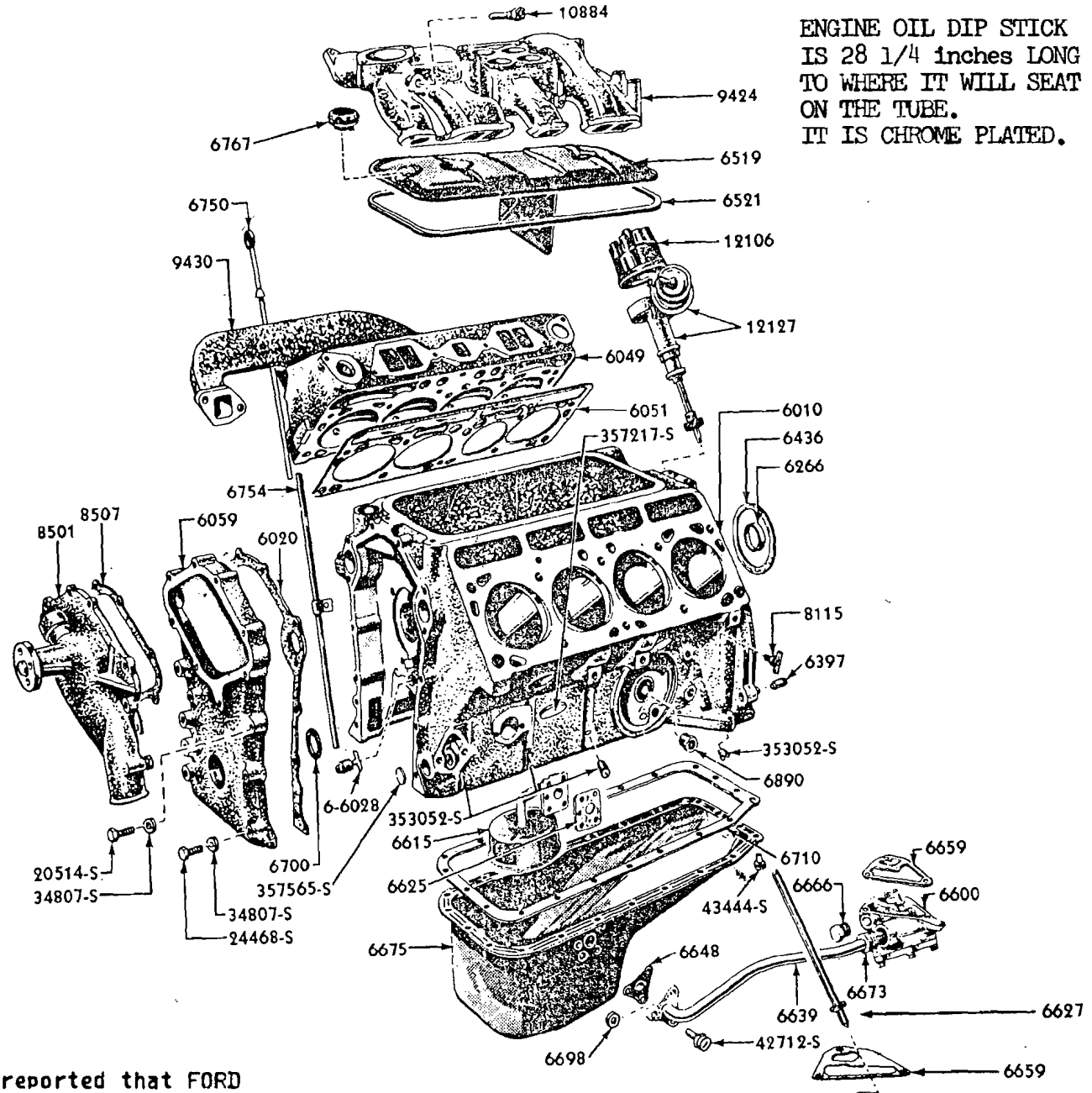


3/4 Right Front Section of Engine

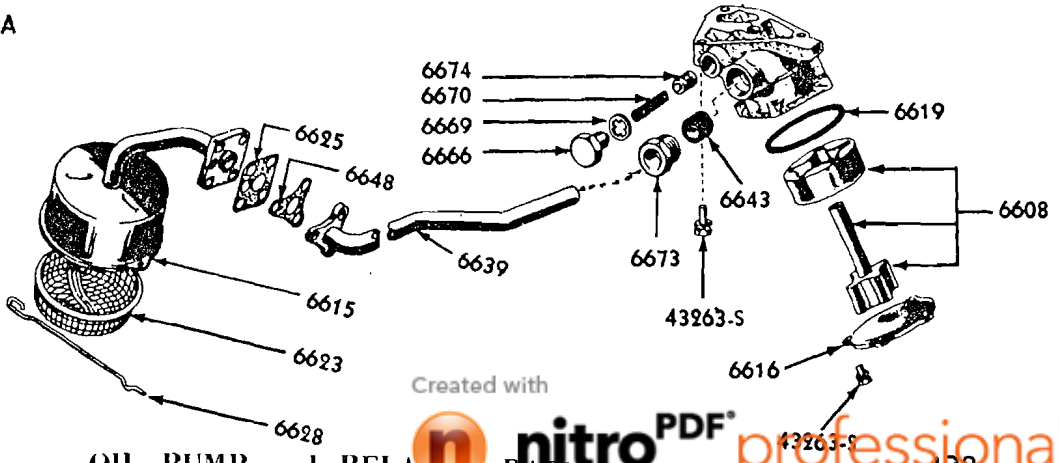


3/4 Left Rear View of Engine

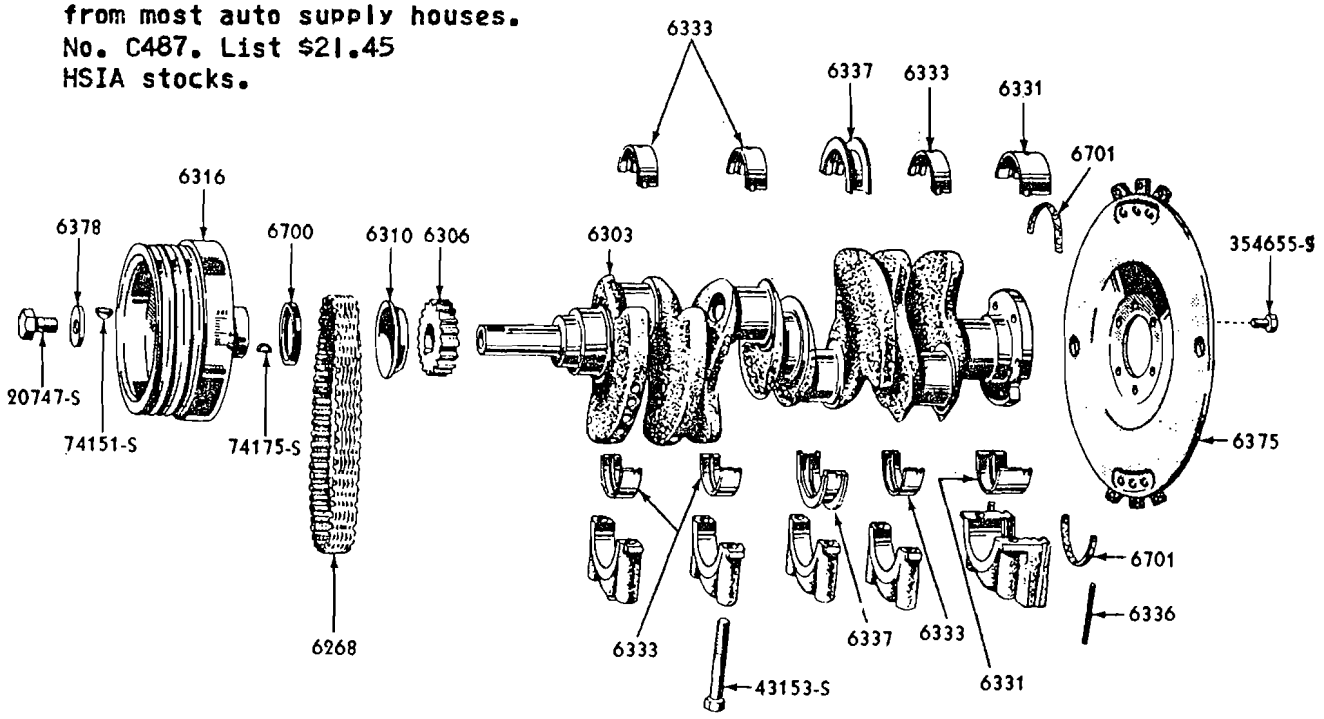
ENGINE OIL DIP STICK
IS 28 1/4 inches LONG
TO WHERE IT WILL SEAT
ON THE TUBE.
IT IS CHROME PLATED.



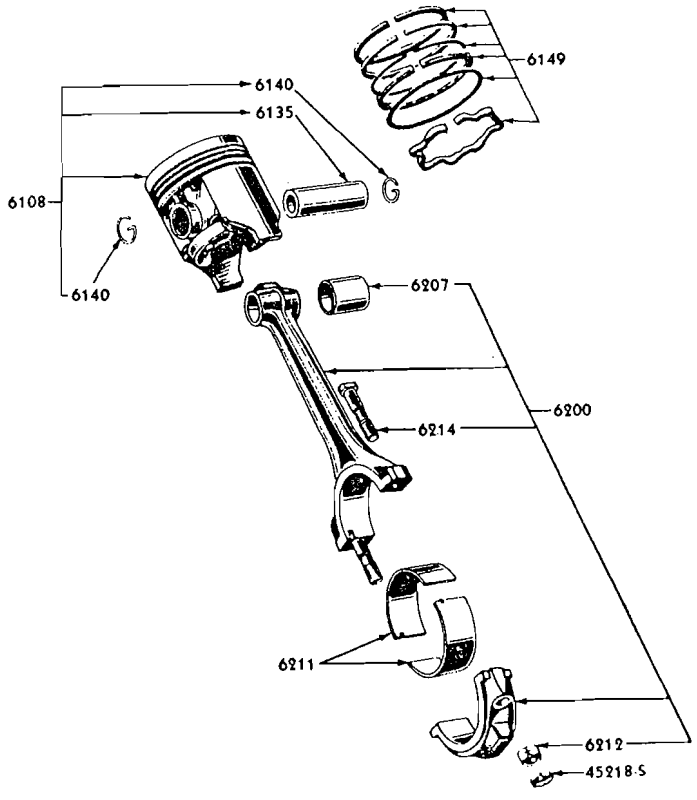
It is reported that FORD
oil pump shaft #B9T 6A618A
will work on the Mark II.



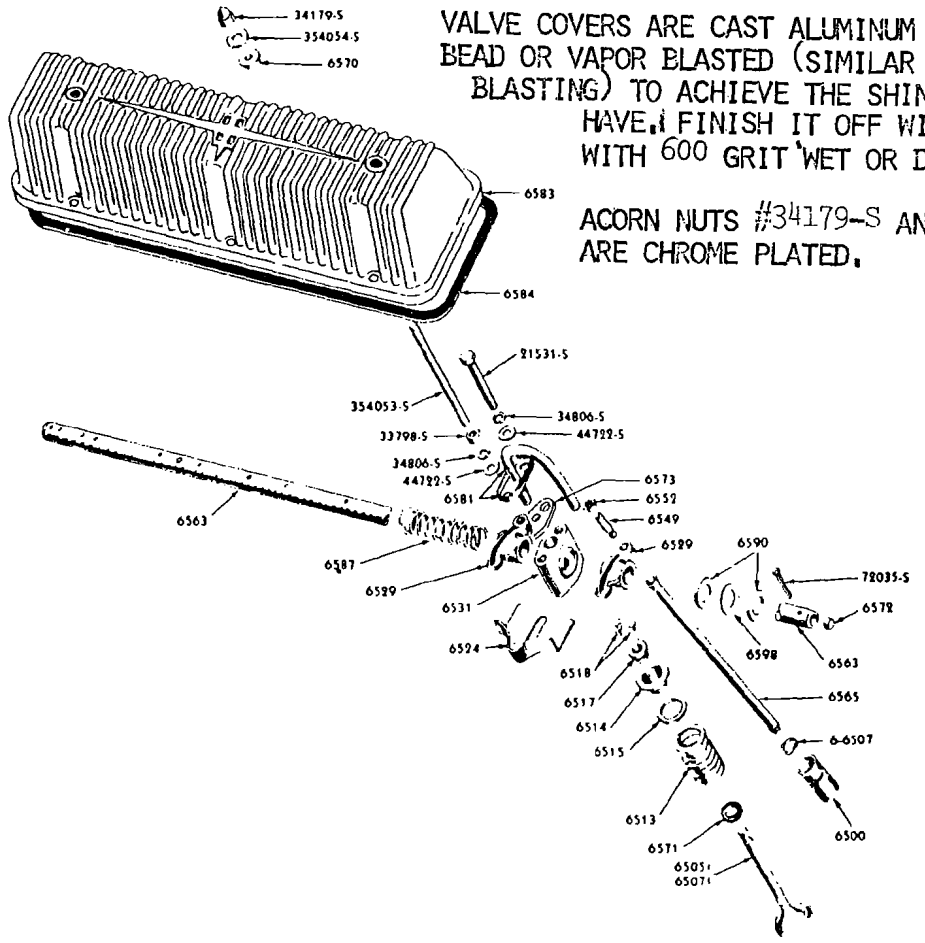
TIMING CHAIN is available
from most auto supply houses.
No. C487. List $21.45
HSIA stocks.



CRANKSHAFT and RELATED PARTS



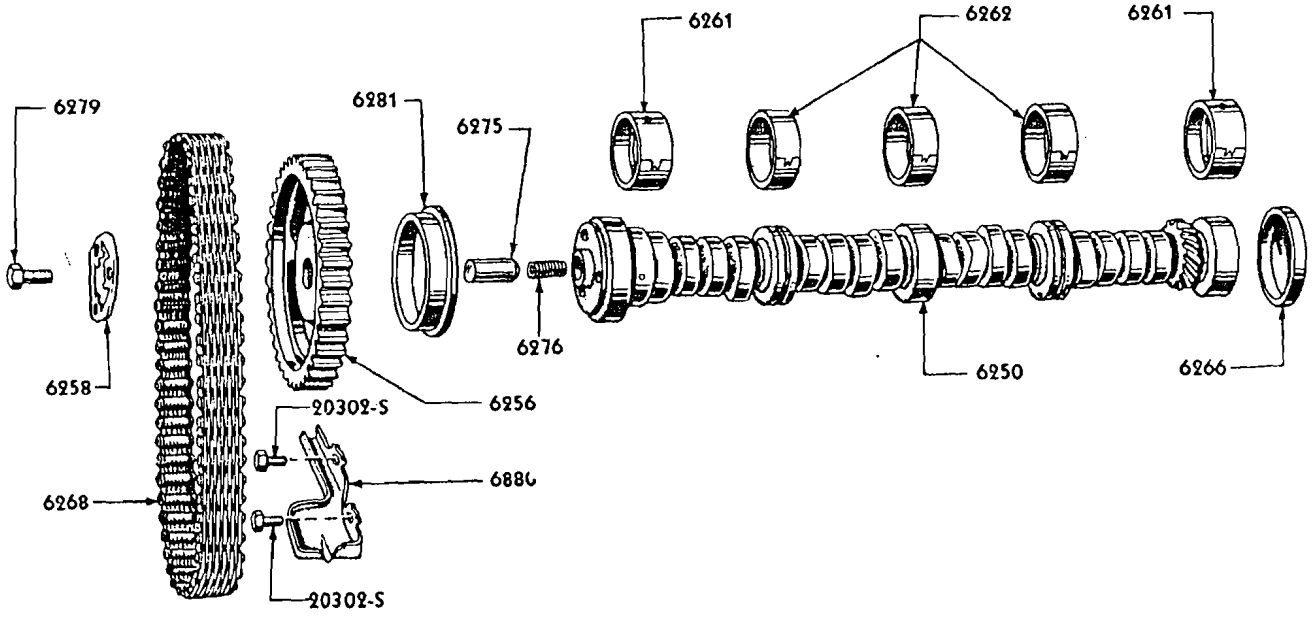
PISTON and PIN ASSY.



VALVE COVERS ARE CAST ALUMINUM AND CAN BE BEAD OR VAPOR BLASTED (SIMILAR TO SAND BLASTING) TO ACHIEVE THE SHINE IT SHOULD HAVE. I FINISH IT OFF WITH WET SANDING WITH 600 GRIT WET OR DRY SAND PAPER.

ACORN NUTS #34179-S AND WASHERS #354054-S ARE CHROME PLATED.

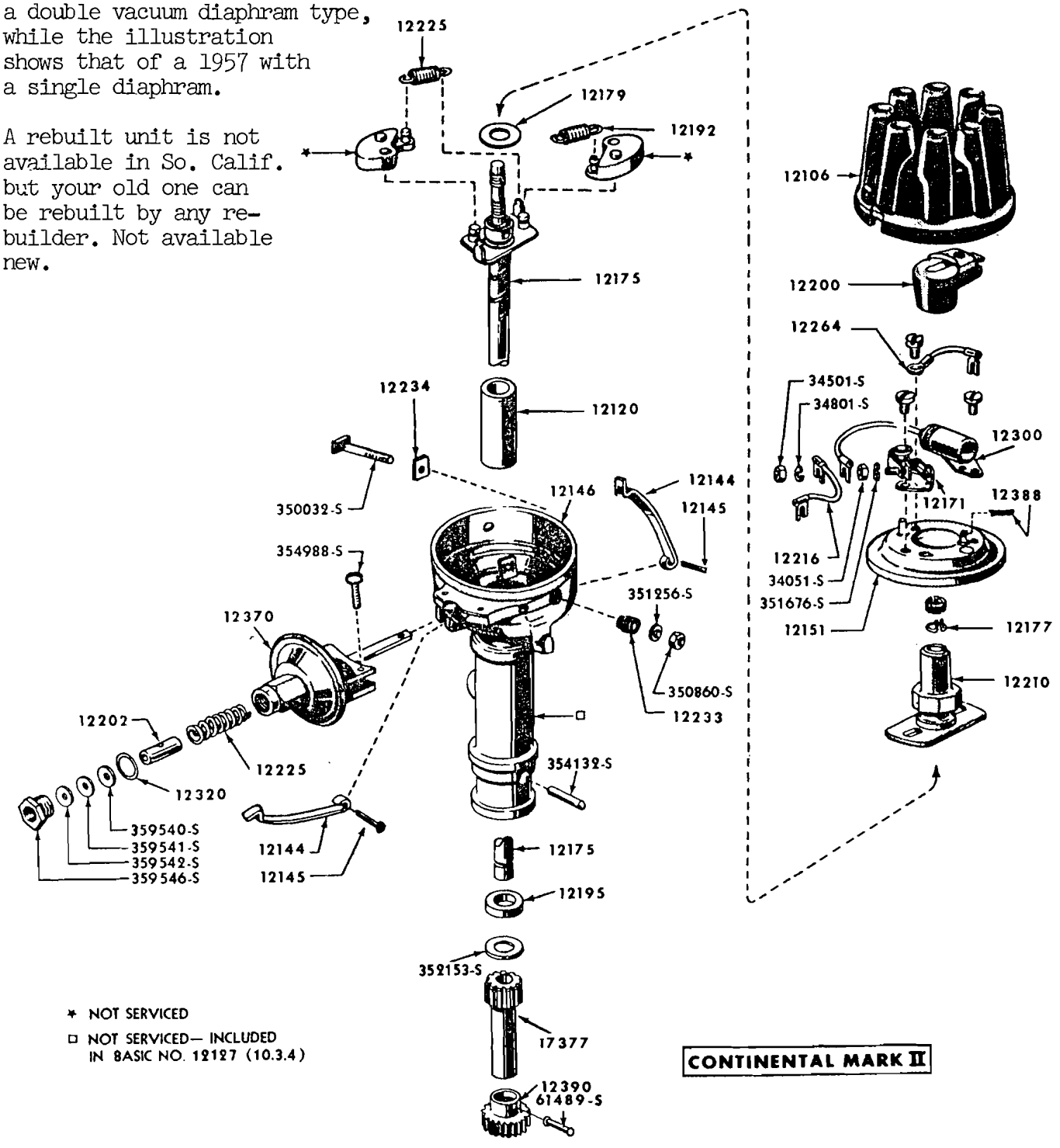
ROCKER ARM and RELATED PARTS



CAMSHAFT

This distributor does not show that it is a tac drive, however, it is. The 1956 dist. is a double vacuum diaphram type, while the illustration shows that of a 1957 with a single diaphram.

A rebuilt unit is not available in So. Calif. but your old one can be rebuilt by any rebuilder. Not available new.

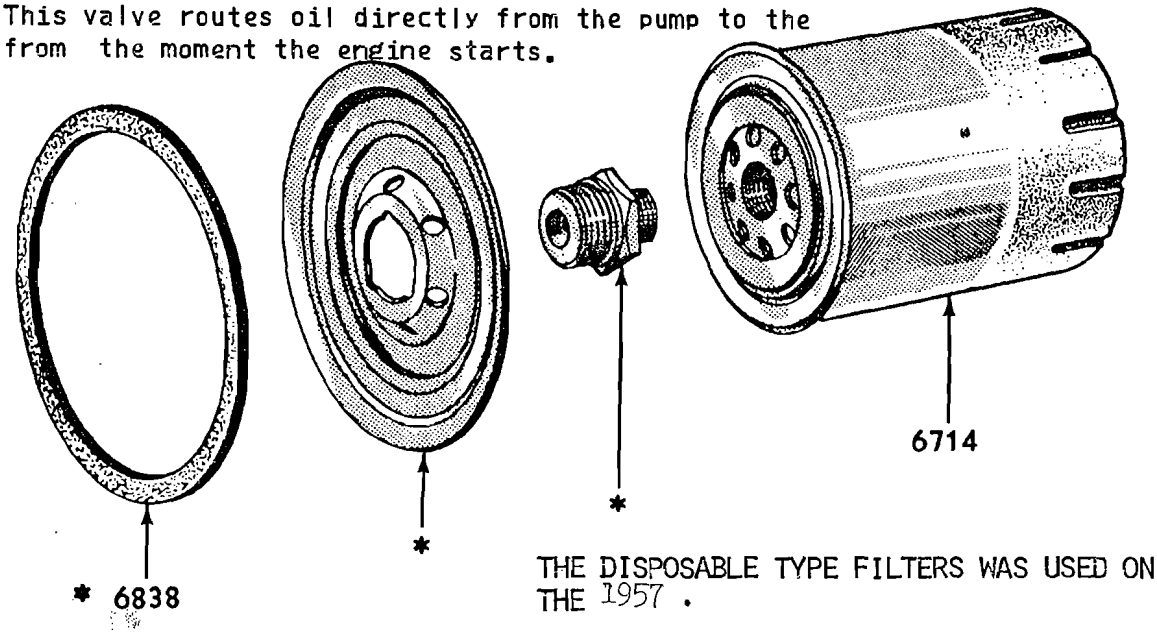


* NOT SERVICED

□ NOT SERVICED— INCLUDED IN BASIC NO. 12127 (10.3.4)

CONTINENTAL MARK II

The two oil filters shown provides a full flow of oil as well as a clean one. This results in part from its location on the crankcase housing, where it warms up as quickly as the engine itself, and in part from inclusion of a special by-pass valve. This valve routes oil directly from the pump to the engine from the moment the engine starts.

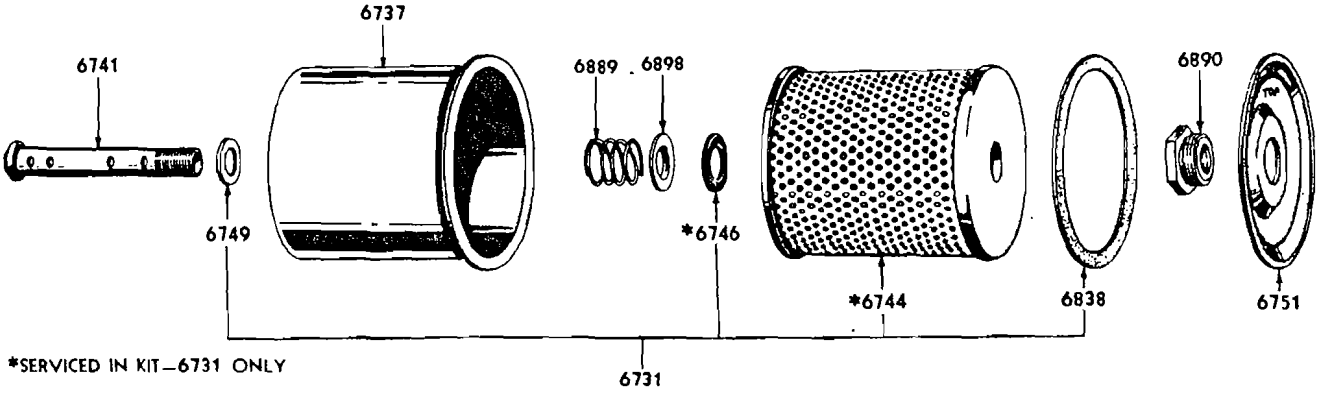


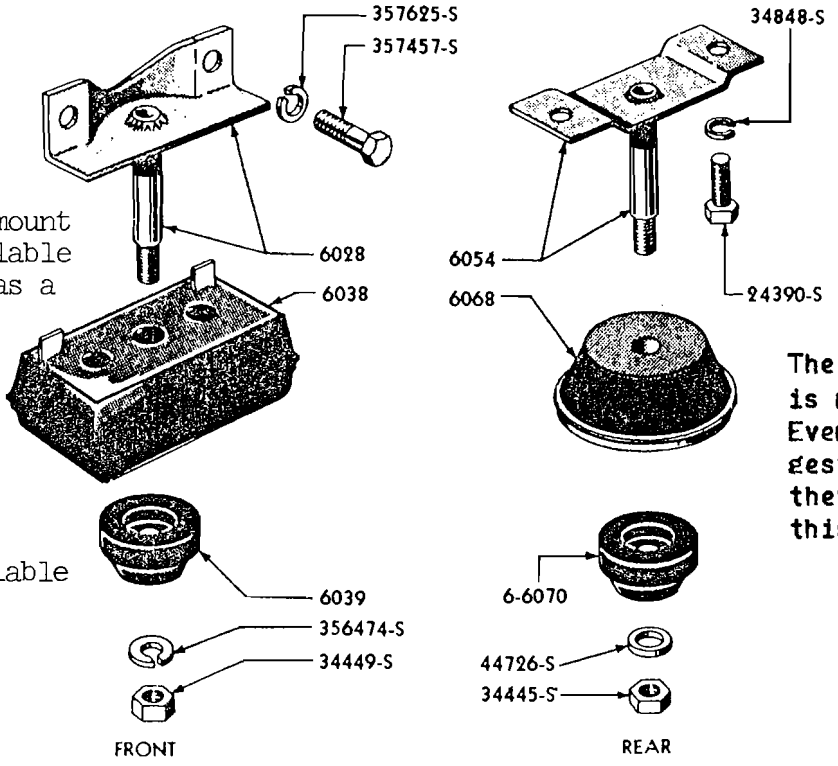
THE DISPOSABLE TYPE FILTERS WAS USED ON THE 1957 .

* SERVICED IN KIT—6882 ONLY

DISPOSABLE TYPE OIL FILTER

1956 USED THIS TYPE WHICH IS A CARTRIDGE INSIDE A CANNISTER THIS TYPE CAN BE REPLACED WITH THE SCREW ON TYPE AS ABOVE.



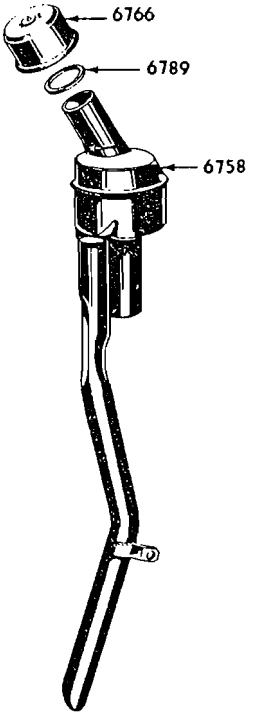


Front engine mount #6038 is available from Holiday as a reproduced part

Rebound mount #6039 is available new

The rear engine mount is not available. Even in 1956 Ford suggested improvising, as they did not service this mount.

ENGINE FRONT and REAR SUPPORTS



OIL FILLER TUBE IS PAINTED THE SAME COLOR AS THE ENGINE, WHICH IS THE SAME COLOR AS THE BUMPER JACK.

THE FILLER TUBE CAP IS CHROME. HOWEVER, SOME FEEL THAT MAYBE IT IS PAINTED BLACK. THE AUTHOR HAS NEVER SEEN ONE THAT IS SUPPOSEDLY ORIGINAL AND IS BLACK.

CRANKCASE OIL FILLER TUBE

POWER STEERING

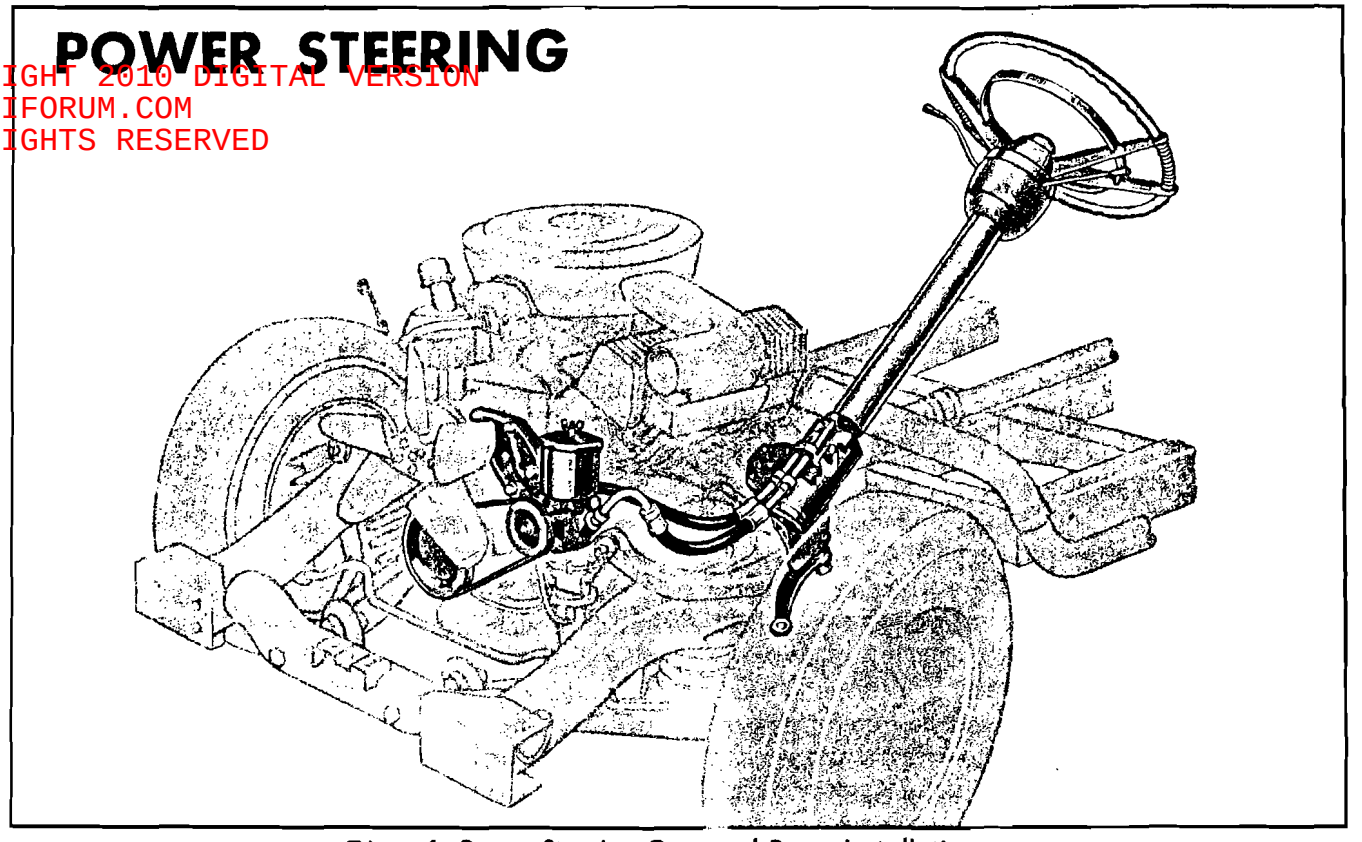
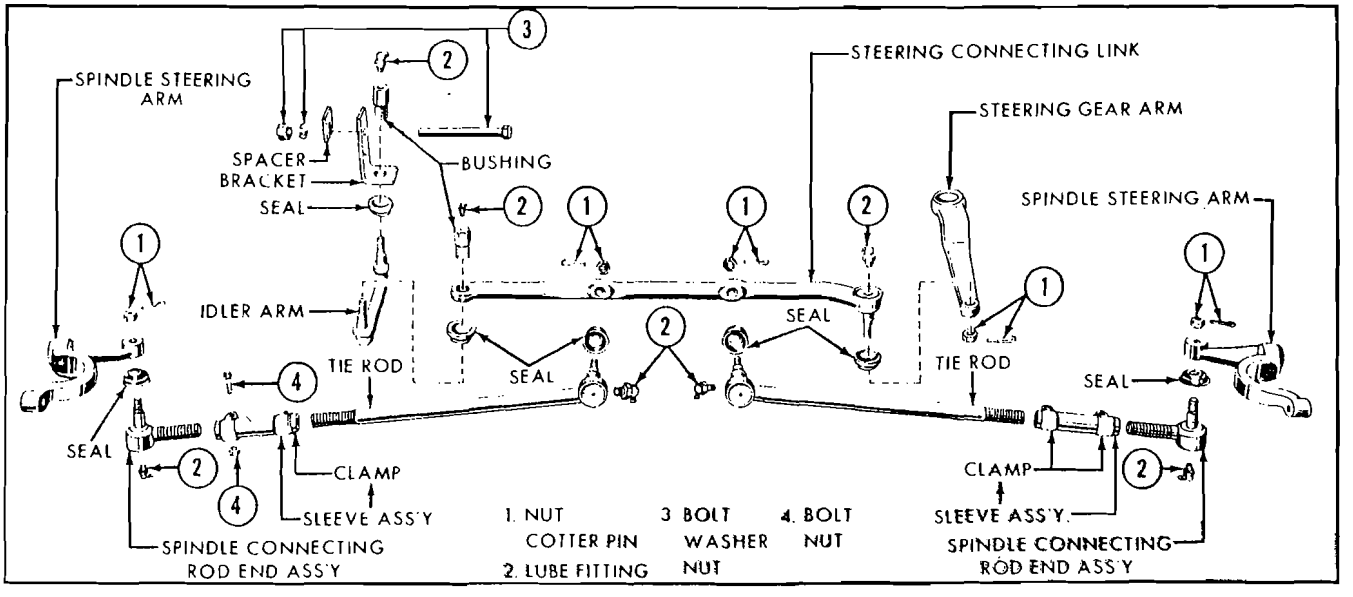


Fig. 1 Power Steering Gear and Pump Installation



-Steering Linkage Assembly

The steering connecting link (drag link) became obsolete June 1975. Idler arms are no longer available as are the upper and lower ball joints.
If you are lucky you may find a supply house that has idler arm rebuild kits.

POWER STEERING

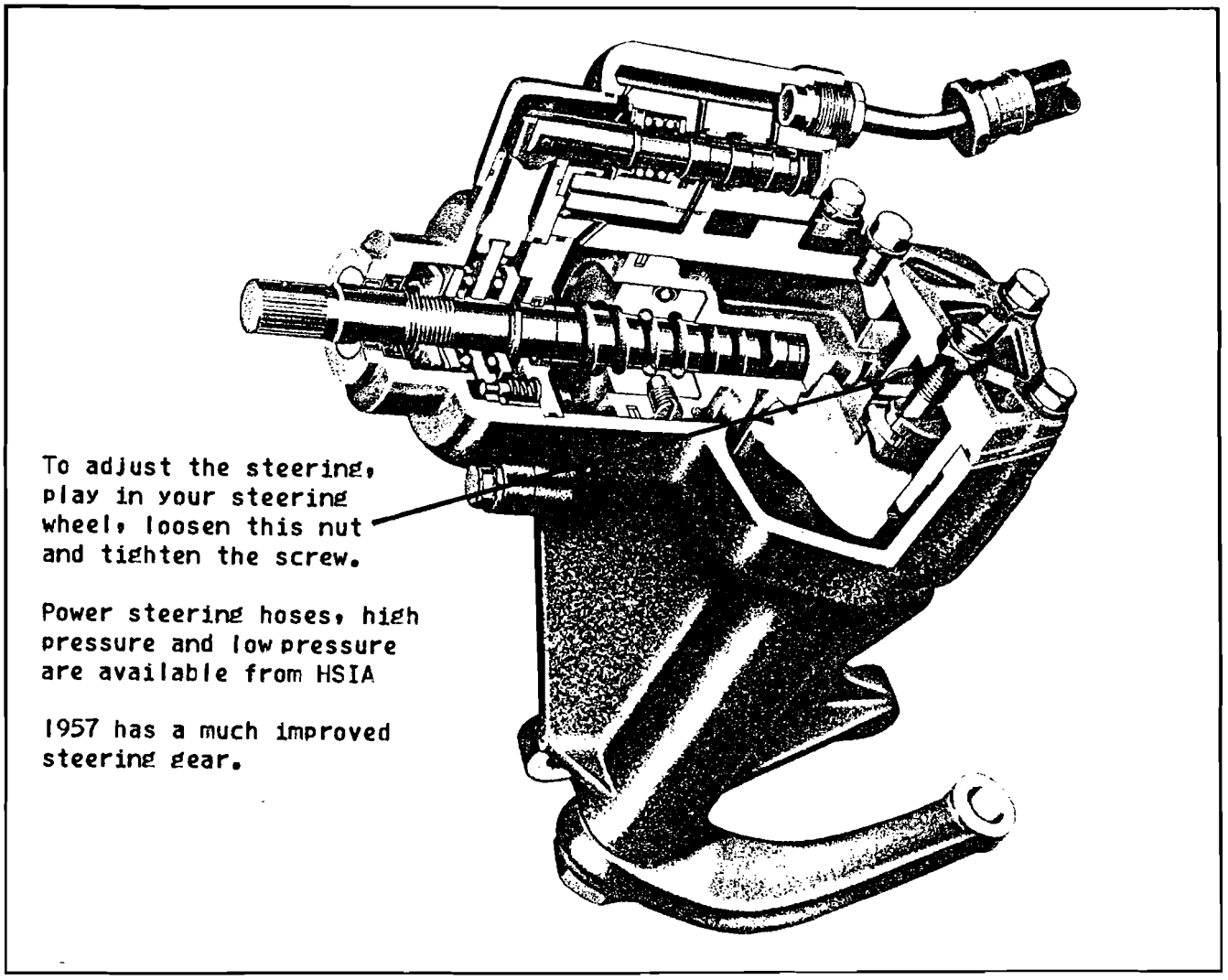


Fig.2 –Cutaway View of Power Steering Gear

POWER STEERING DESCRIPTION

The power steering mechanism is a new "In-Line" type of hydraulic system. This system furnishes power to reduce the amount of turning effort required at the steering wheel. It also reduces road shock or "wheel fight". Figure 1 shows the power steering unit installed in the car.

The effort required for normal straight ahead driving, when the power steering is in operation, is approximately 1½ pounds pull at the rim of the steering wheel, to keep the car under control on a smooth straight highway. To park the car, 3½ to 4½ pounds pull is required. As a turn is completed and the steering wheel is allowed to recover from the turn, the front wheels will return to the straight ahead position.

A hydraulic pump driven by a belt from the engine, supplies the assisting power for the steering unit. When the engine is not operating, or when any part of the power mechanism is inoperative. steering is entirely manual and the effort required at the steering wheel is slightly greater than that of the conventional steering gear.

This "In-Line" power steering mechanism is composed of: a rack, piston, worm and ball nut assembly which is meshed to the gear on the steering sector shaft. See figure 2. A hydraulic valve which is mounted on the top outside of the gear housing parallel with the steering shaft, is operated through an actuating lever, by the motion of the steering shaft. See figure 2. A hydraulic pump driven by a belt from the engine and an oil reservoir which is attached to the pump.

The "In-Line" type of power steering mechanism as illustrated in figure 2, is designed with the steering shaft, worm and ball nut, power piston and rack and the power cylinder all in line. With the hydraulic valve mounted on the top side of the gear housing, the oil passages between the valve and cylinder are internal. This eliminates all external lines and hoses except the pressure and return hoses between the pump and valve.

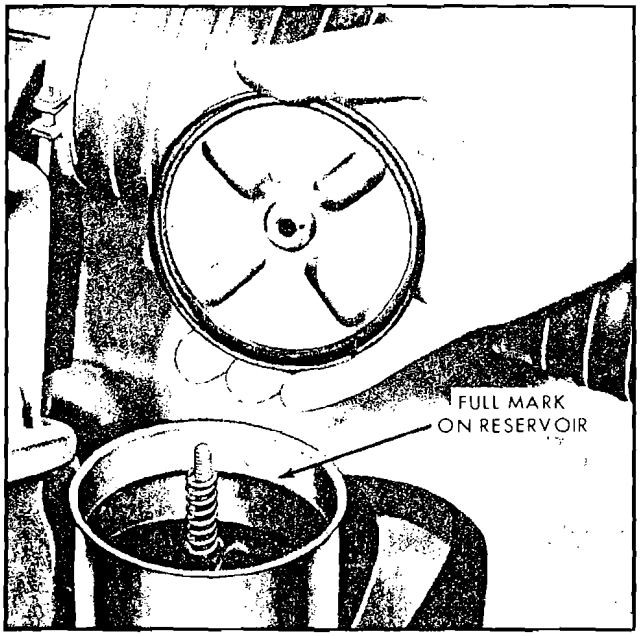


Fig. 7 —Checking Fluid Level

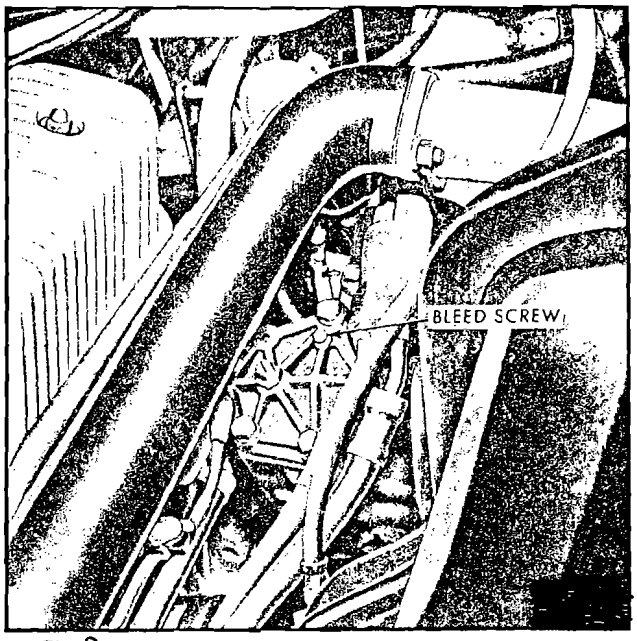


Fig. 8 —Steering Gear Bleed Screw on Side Cover

Star nut was used only on some units.

Bleeding the System

If air becomes trapped in the system due to low oil level in the pump reservoir or due to disassembly of the gear, this air must be bled out of the gear. To bleed the system proceed as follows:

1 Fill pump reservoir to proper level. Install star nut and washer without reservoir cover.
2. Loosen bleed screw in side cover. See figure 8.
3. Start engine.
4. Turn steering wheel through its entire travel two or three times allowing air in system to escape.
5. Tighten bleed screw and recheck fluid level. Also check fluid for freedom of air bubbles.
6. Install reservoir cover.

TROUBLE DIAGNOSIS

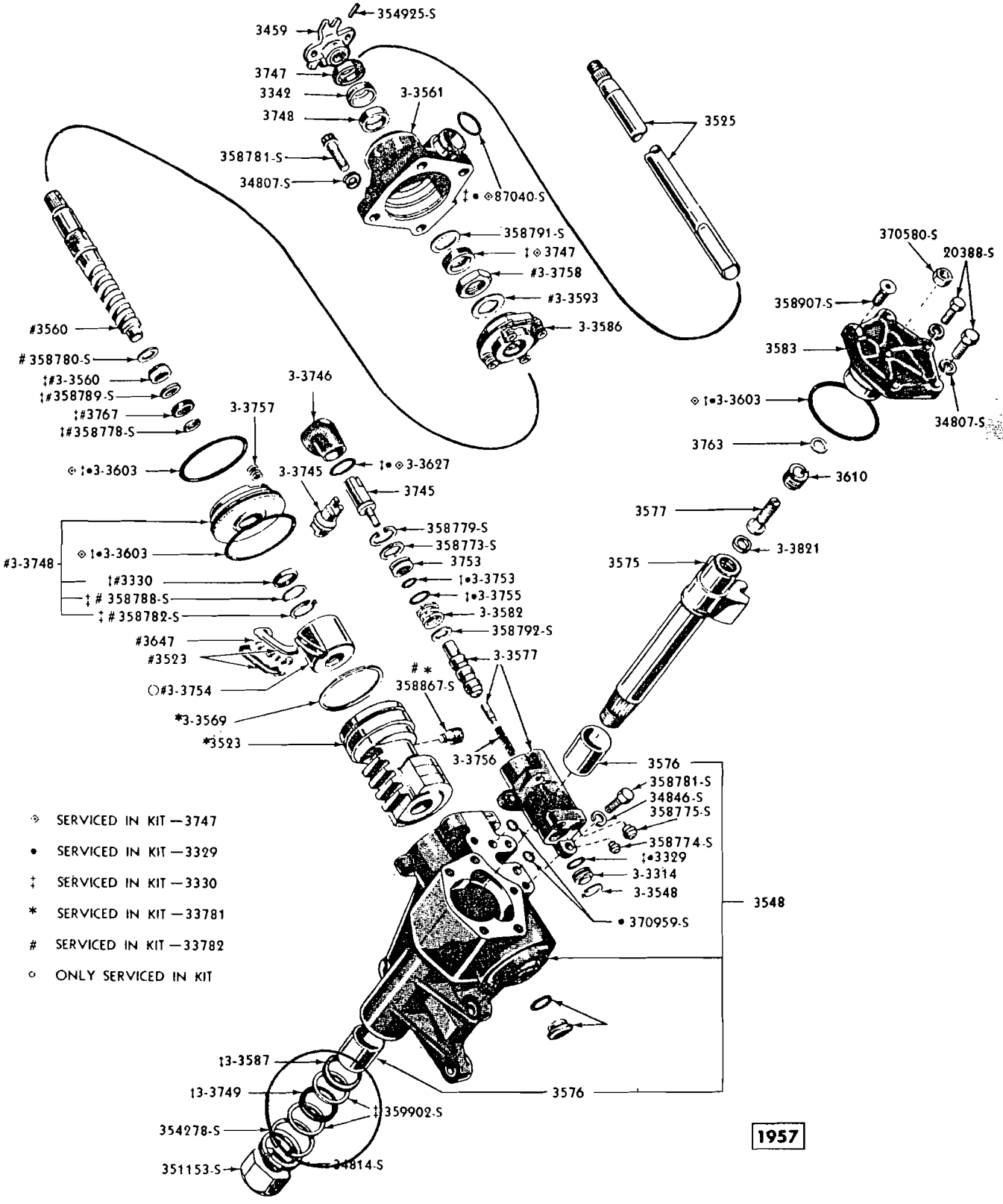
The operation of the power steering system depends upon proper tension of the oil pump belt and the fluid level in the reservoir. When operation of the power steering is unsatisfactory, before any attempt is made to perform any test, the following checks should be made:

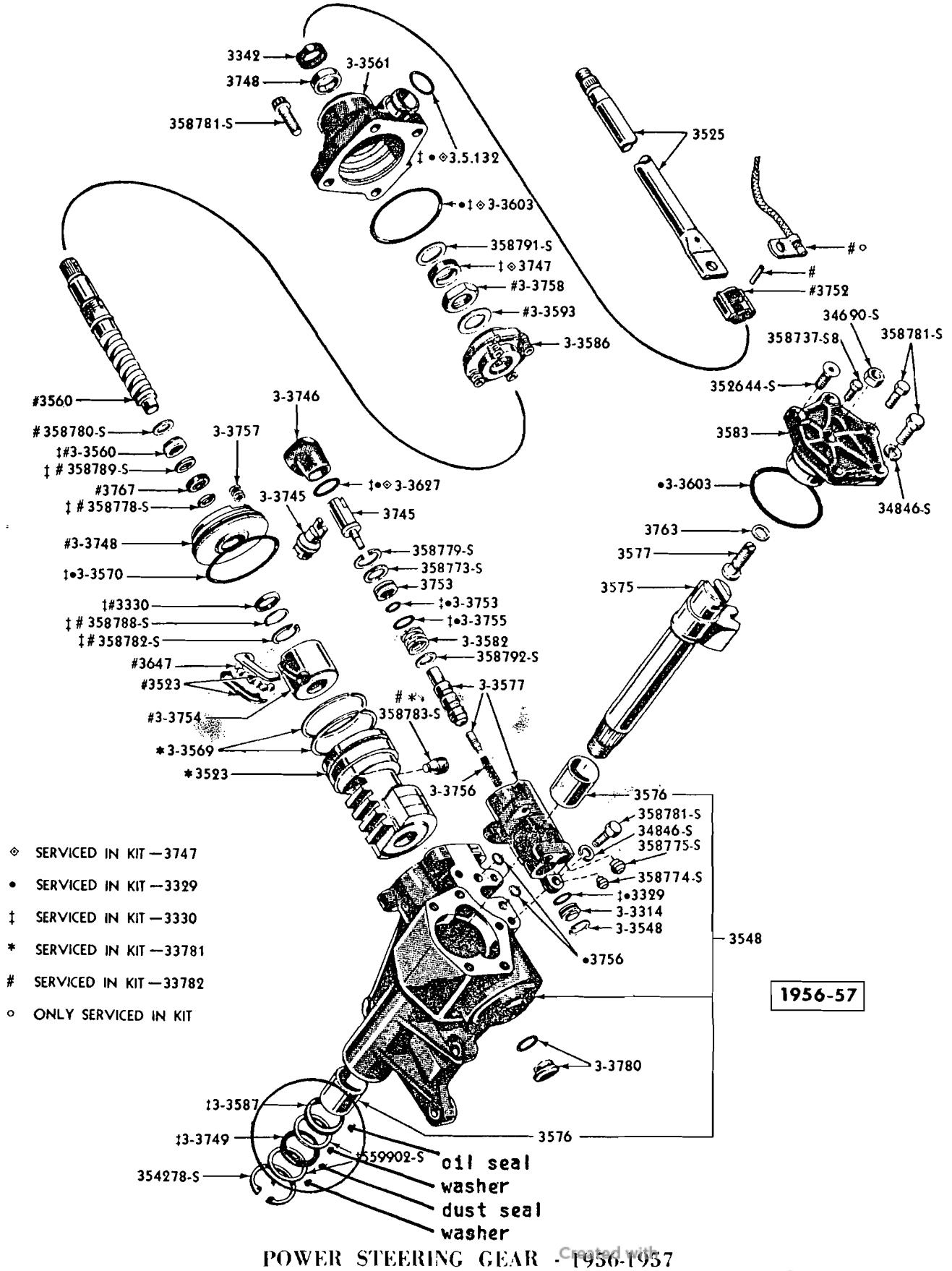
1. Check the tension of the oil pump belt by depressing it in the center. Deflection should be approximately 1/4 inch with a 5 to 7 pound force. A slotted hole in the pump support bracket provides a means of adjusting the belt tension.
2. Check fluid in reservoir. If fluid is low, bring up to full mark using automatic transmission fluid "Type A".
3. Check for oil leaks at all power steering and pump connections.

Before testing the power steering unit, be sure that the wheel alignment, pressure and condition of tires and shock absorbers are satisfactory. To determine if the power steering unit is functioning properly proceed as follows:

1. Set the hand brake, start the engine and run at idle speed. Hook a pull scale to the rim of the steering wheel and measure the pull it takes to turn the wheel, first to the left and then to the right. If the pull on the wheel is between 3½ to 4½ pounds, on a dry floor, the unit is working properly. If not working properly, check the hydraulic pressure.

2. To check the hydraulic pressure, remove pressure hose from pump, and connect gauge Tool 3500 with adapter 3500-C between pressure fitting on pump and pressure hose that leads from pump to power unit. Let engine idle and turn the wheel for a full right or full left turn. The gauge should read not less than 975 pounds per square inch. If pressure is less than 975 PSI, close the valve at the gauge and note the pump pressure. If it is low with the valve closed, it indicates that the pump is not operating properly. If the pressure goes up, with the valve closed, it indicates that the low pressure in the system must be due to internal leakage in the power unit, providing all connections are tight.





◇ SERVICED IN KIT — 3747

• SERVICED IN KIT — 3329

‡ SERVICED IN KIT — 3330

* SERVICED IN KIT — 33781

SERVICED IN KIT — 33782

○ ONLY SERVICED IN KIT

POWER STEERING GEAR - 1956-1957

MARK II POWER STEERING OIL LEAKAGE

by Walt Rhea

My Mark II developed a severe oil leakage by the seals at the lower end of the sector shaft where it connects to the pi tman arm.

Upon removal of the seals, I noted that the leakage was caused by pitting and scoring of the shaft where the oil seal was bearing. Actually this did not become too apparent until I removed the sector shaft, which, incidently, requires the removal of the L.H. exhaust manifold. The sector shaft need not be removed.

Obviously, re-installing a new seal would not solve the problem. However, it was also noted that the shaft was in good condition below the oil seal area. So, I began looking for seals that would bear on the good surface.

With I.D. and O.D. dimensions, I easily found "chevron" type hydraulic packing that would fit. I used a "stack" consisting of a nose piece, three chevron packings and a backup packing. This stack replaced the oil seal, dust seal and washer. This arrangement provides 4 sealing su rfaces instead of one and as a result, there is some slight increase in steering effort initially and several slack adjustments will be required before packing is seated.

C hevron packing can be obtained from any hydraulic supply house.

See preceeding two pages for illustration and location of packing.

AUTOMATIC TRANSMISSION

The transmission is a torque converter type and includes a three-speed set of self engaging gears.

The three-speed, self engaging gears are wholly automatic and give the Continental its sensitive and instant response to speed changes.

The torque converter receives the power from the engine, smoothes it out and supplies it to the gears in an even flow. At the same time, this converter actually helps to increase useable power. The result is silent, automatic shifting with no hesitation.

The torque converter transmission also contains an automatic kick-down feature.

Should the driver desire additional power to step away from a stop-light , for hill-climbing or rapid passing of another vehicle, he need only depress the accelerator to the toeboard. The transmission automatically kicks-down to the next lower gear to supply the necessary power. This torque converter feature will operate at any speed up to 65 MPH.

The benefits to the engine itself are several. The kick-down transmission automatically determines the correct gear for the speed of the car. In this way harmful engine racing is avoided, as are engine noise and strain.

In normal operation the transmission acts as a two speed, that is, the car starts moving in second gear and shifts to third, unless the pedal is pressed to the toe board, then first gear engages for that rapid start.

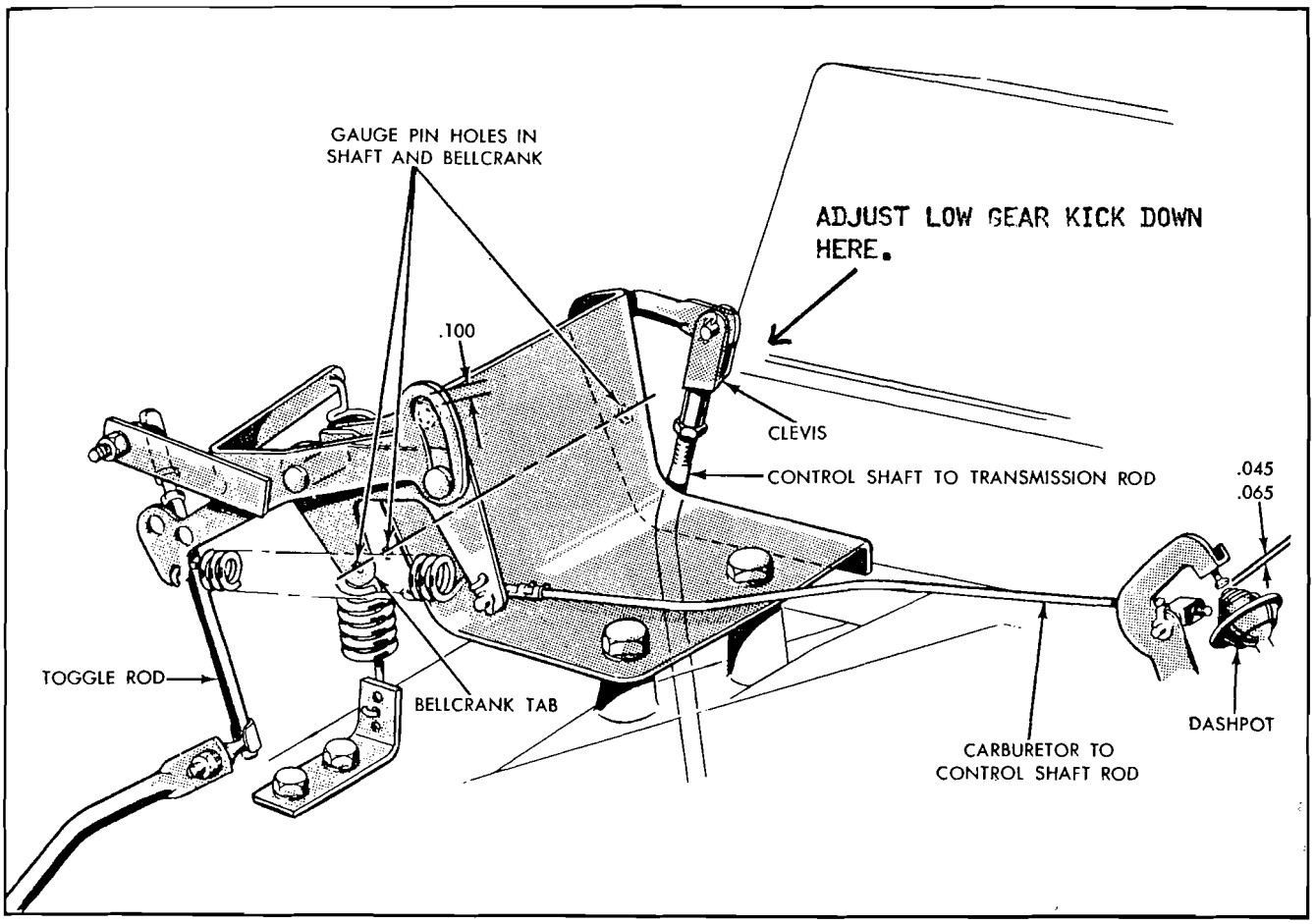
The operation of the Continental transmission is simplicity itself.

There are five positions on the selector: P - parking, R - reverse, N - neutral, Dr - drive, and Lo - low. With these five positions, the transmission operation of the car is complete, from ordinary motoring, (using the Dr position), to the unlikely necessity of rocking the car from mud or deep snow, (shuttling the selector between the R and Lo.

Automatic transmission fluid Type A is recommended for use in this transmission, which has a capacity of 10 quarts.

In the absence of proper tools and equipment to adjust the CONTROL SHAFT TO TRANSMISSION ROD (see preceeding page for illustration), remove the pin from the clevis and turn the clevis one way or the other until it is approximately 3/4 inch above the rod the clevis attaches to. Road test the car, starting as you normally would. Immediately after rolling kick the pedal to the floor and see if first gear engages. If it does not, then re-adjust the clevis.

Use a transmission additive on ocassions to keep the valves in proper working order, otherwise the transmission may not shift properly and a "mechanic" will get you for a rebuilt transmission for about $250.00.



Automatic Transmission Control Linkage

Dashpot Adjustment

1. Make the Idle Mixture, Hot Idle R.P.M. and Cold Idle R.P.M. Adjustments.
2. Hold dashpot plunger in to the limit of its travel.
3. Turn adjusting screw to obtain .045″ to .064″ clearance between the end of the screw and plunger.

   NOTE: Be sure throttle is closed so hot idle screw is against the stop.

Accelerator Pump Stroke Adjustment

The quantity of fuel discharged by the accelerator pump can be varied by changing the position of the pump link in the throttle lever. For cold weather operation, the longest pump stroke may be used. The short stroke may be used for high altitude and/or hot weather operation.

Remove air cleaner and air duct as an assembly.
Remove spring retainer from pin on pump link.
Remove pump link stud.
Place pin on pump link hole which will provide desired pump stroke. Install spring retainer.
NOTE: Hole closest to throttle shaft will result in shortest pump stroke.
Replace pump link stud.
Replace air cleaner and air duct as an assembly.

Vent Selector Clip Adjustment

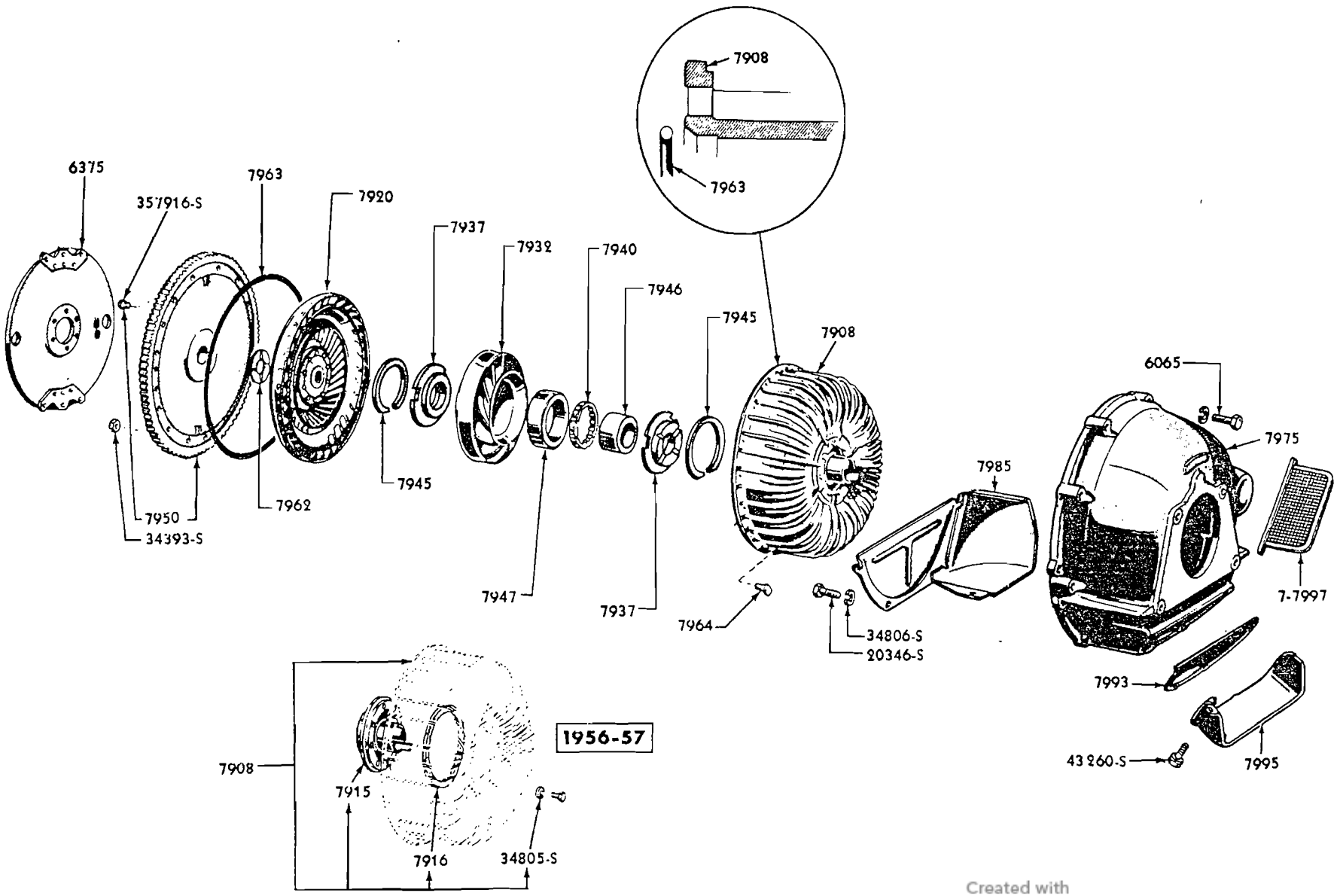
In cold weather (ambient temperatures below approximately 50° F.) the vent selector clip should cover the two vent holes on the rod.

In warm weather (ambient temperatures above approximately 50° F.) the vent selector clip should be moved UP, exposing both vents.

NOTE: This adjustment can be more readily made if the air cleaner and air duct are removed. Refer to "Removal of Air Duct From Engine" in this section of the manual.

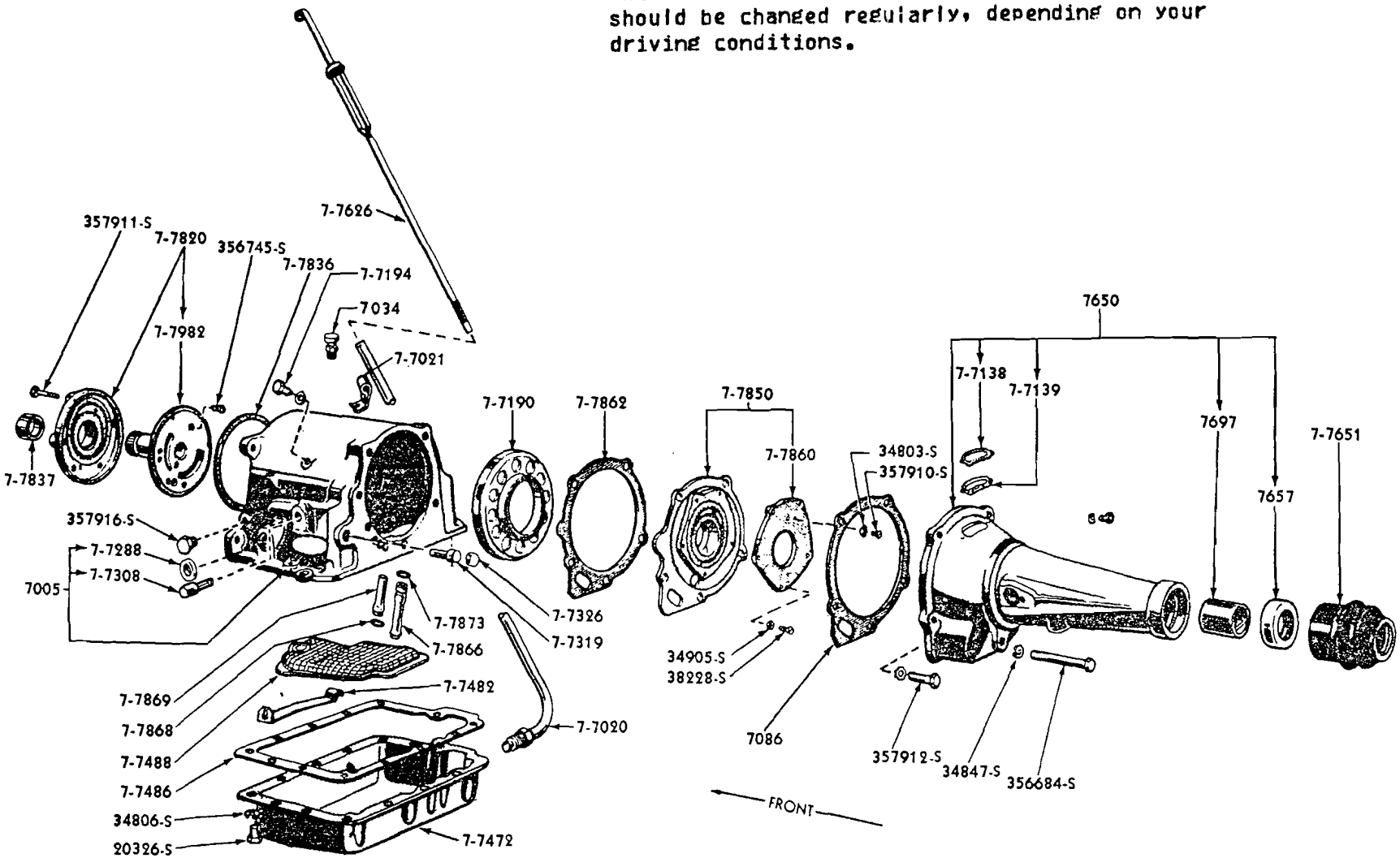
THROTTLE LINKAGE ADJUSTMENT

1. Set handbrake and adjust engine idle speed to 400-425 R.P.M. with fast idle cam in low idle position, and transmission in "DR" range.
2. Adjust anti-stall dashpot as follows:
   a. With fast idle cam in low position, hold throttle in closed position and turn dashpot adjusting screw out (counterclockwise) until dashpot plunger is bottomed in dashpot.
   b. Turn dashpot adjusting screw (clockwise) 1½ to 2 turns, until a clearance of .045″ to .065″ is obtained.



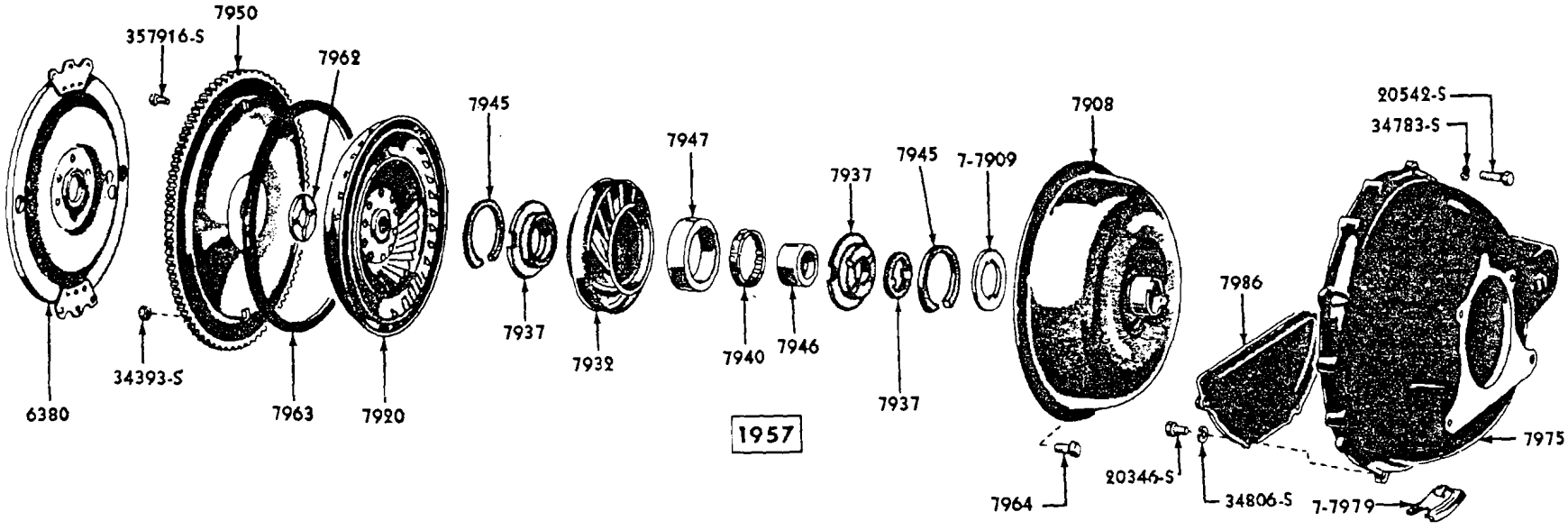
CONVERTER - ALUMINUM

The transmission filter, number 7-7488, and fluid should be changed regularly, depending on your driving conditions.

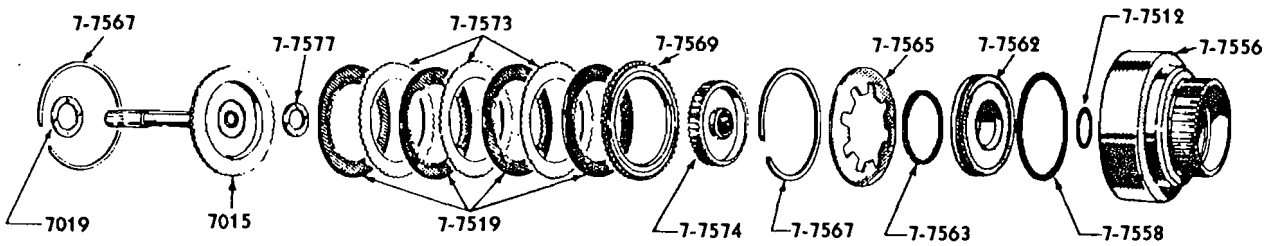


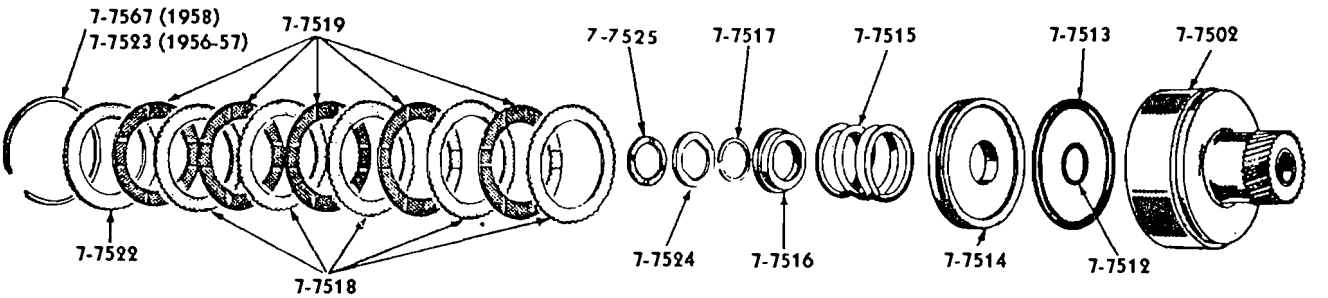
TRANSMISSION CASE

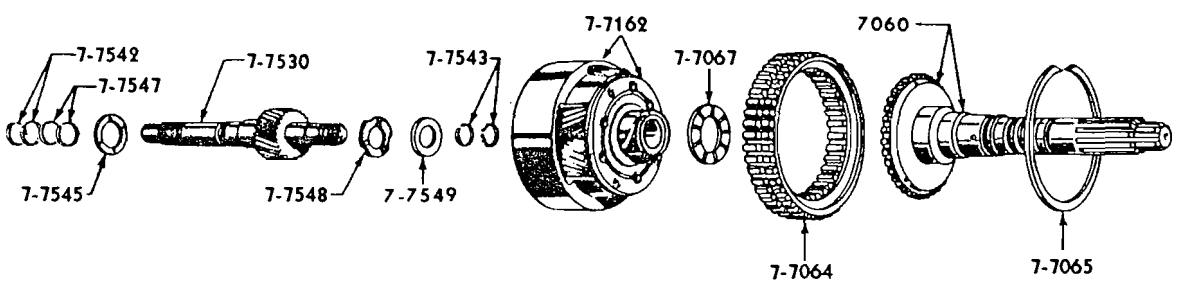
HSIA stocks the two converter "O" rings.

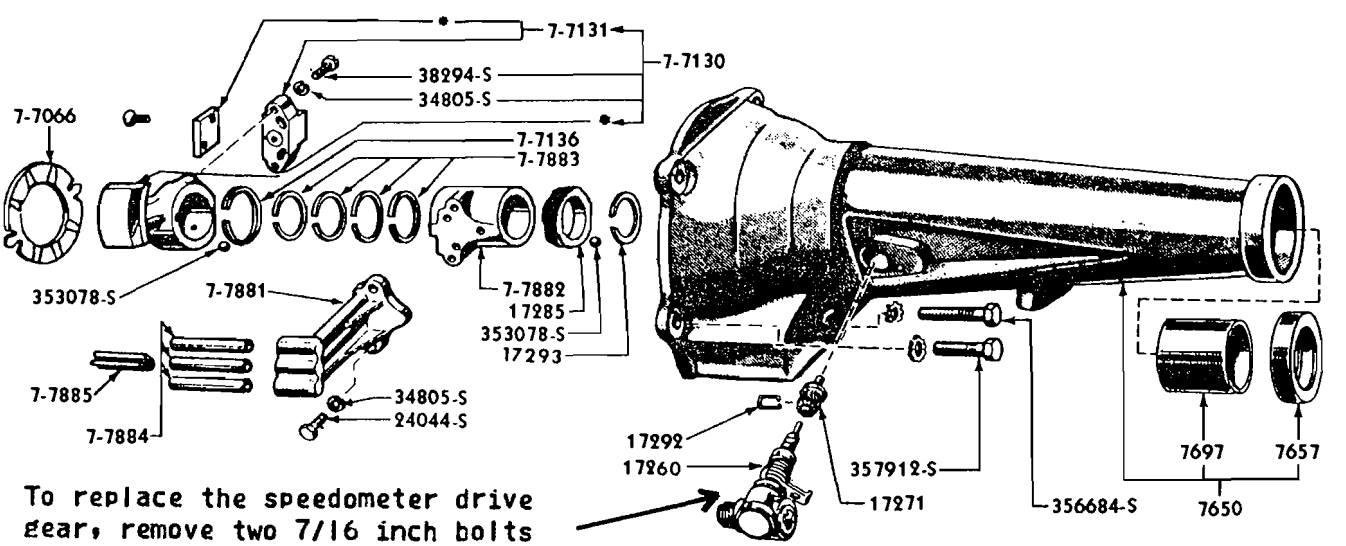


CONVERTER - STEEL





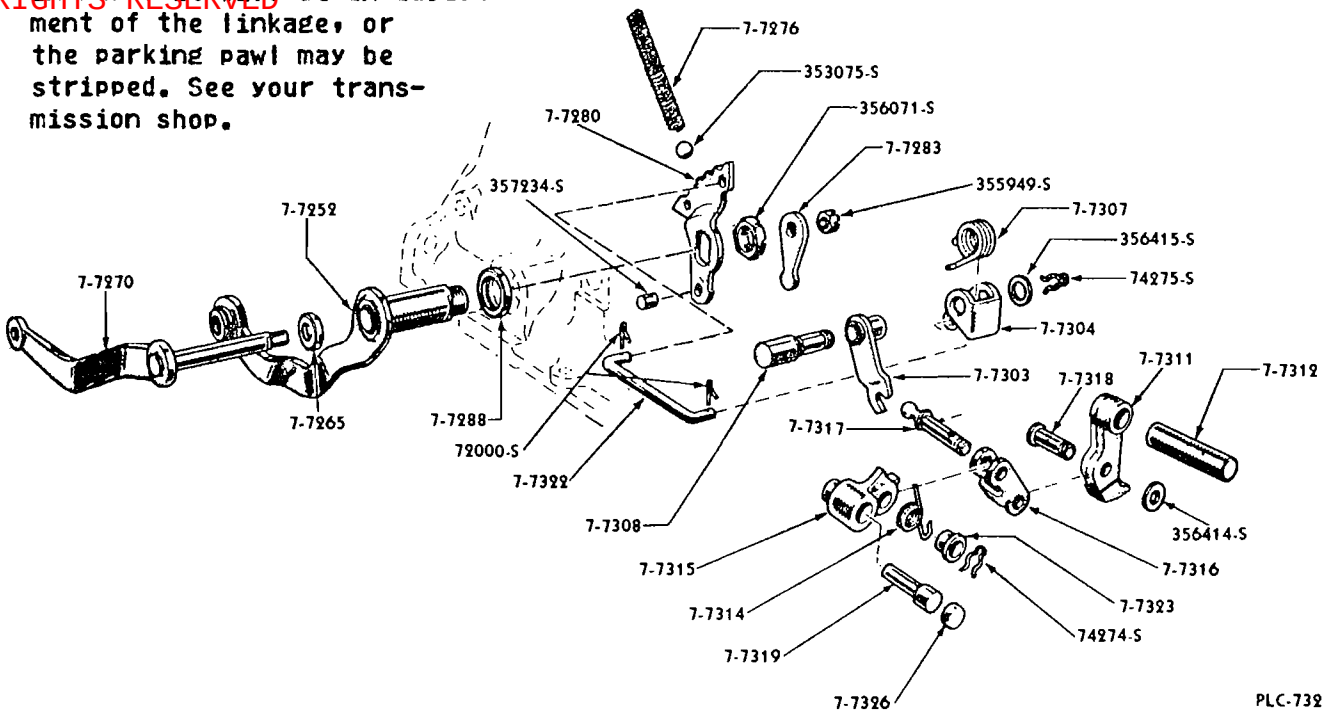




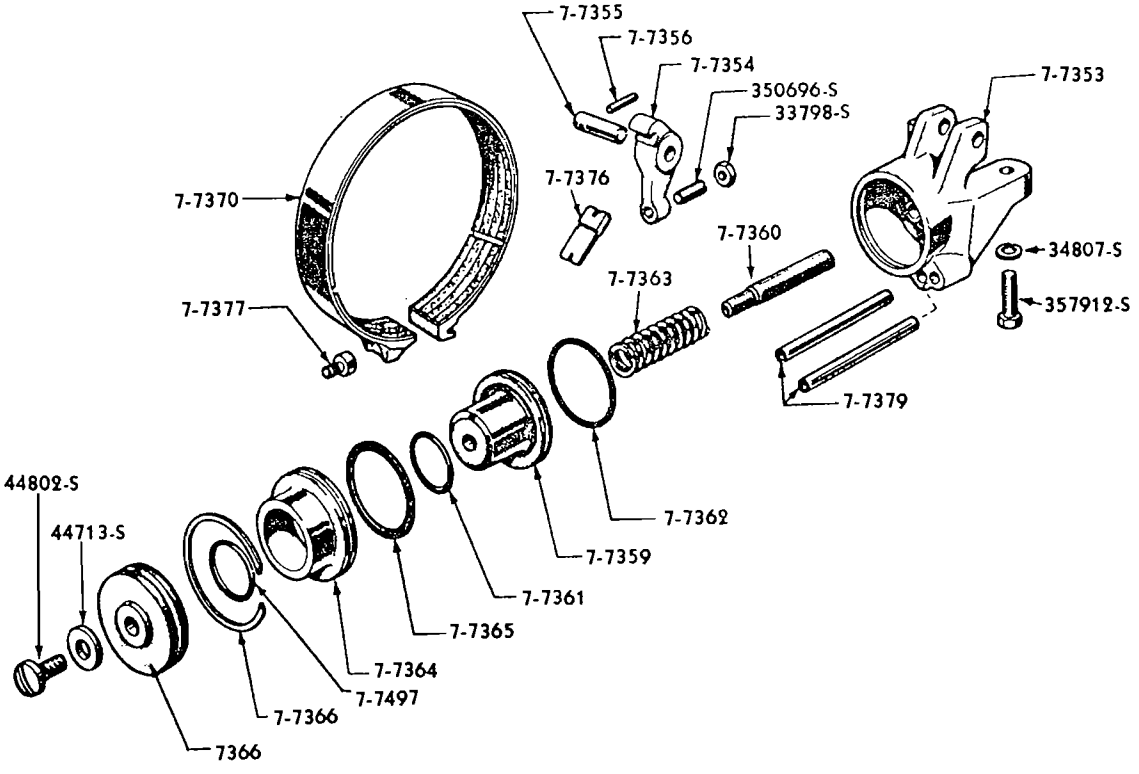
To replace the speedometer drive gear, remove two 7/16 inch bolts and pull the cable out of the transmission. A retainer clip holds the gear.

*INCLUDED IN BASIC NO. 7-7130

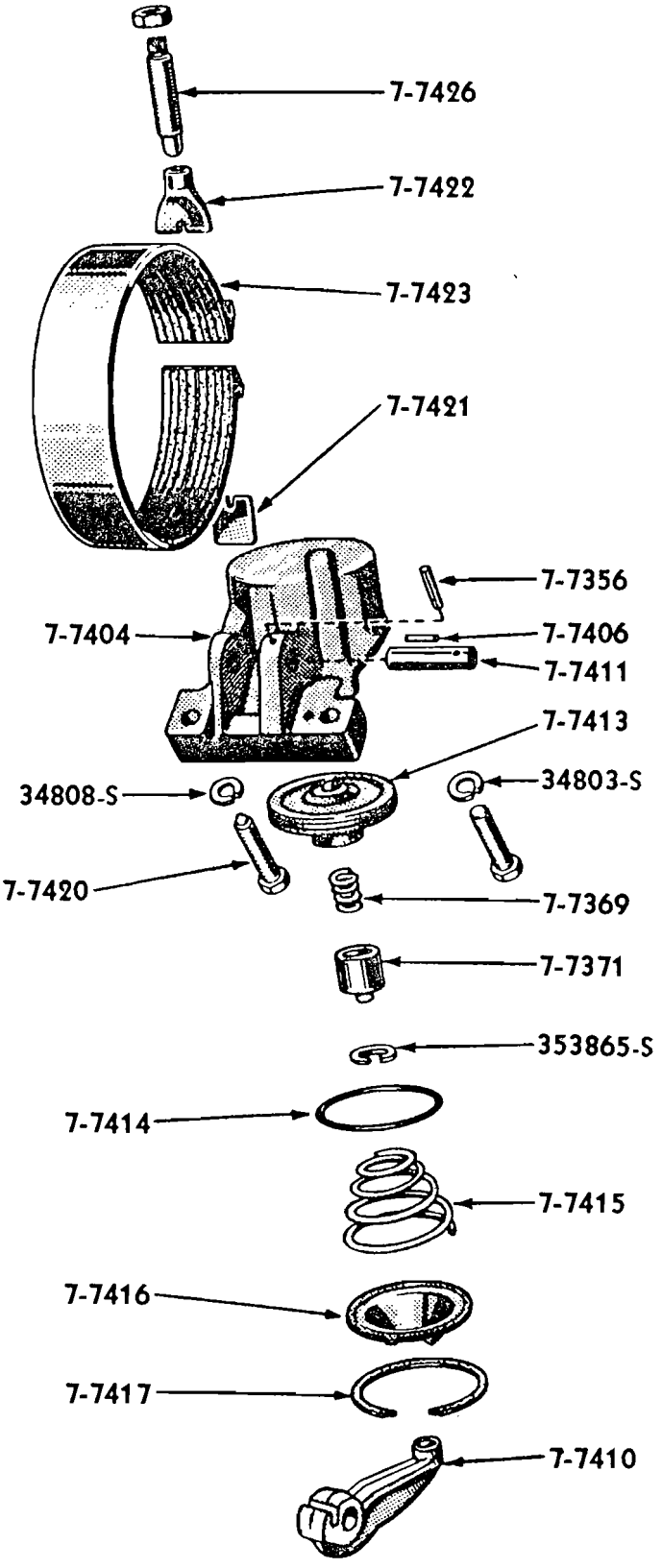
If your Mark II does not hold on park, it will be an adjustment of the linkage, or the parking pawl may be stripped. See your transmission shop.



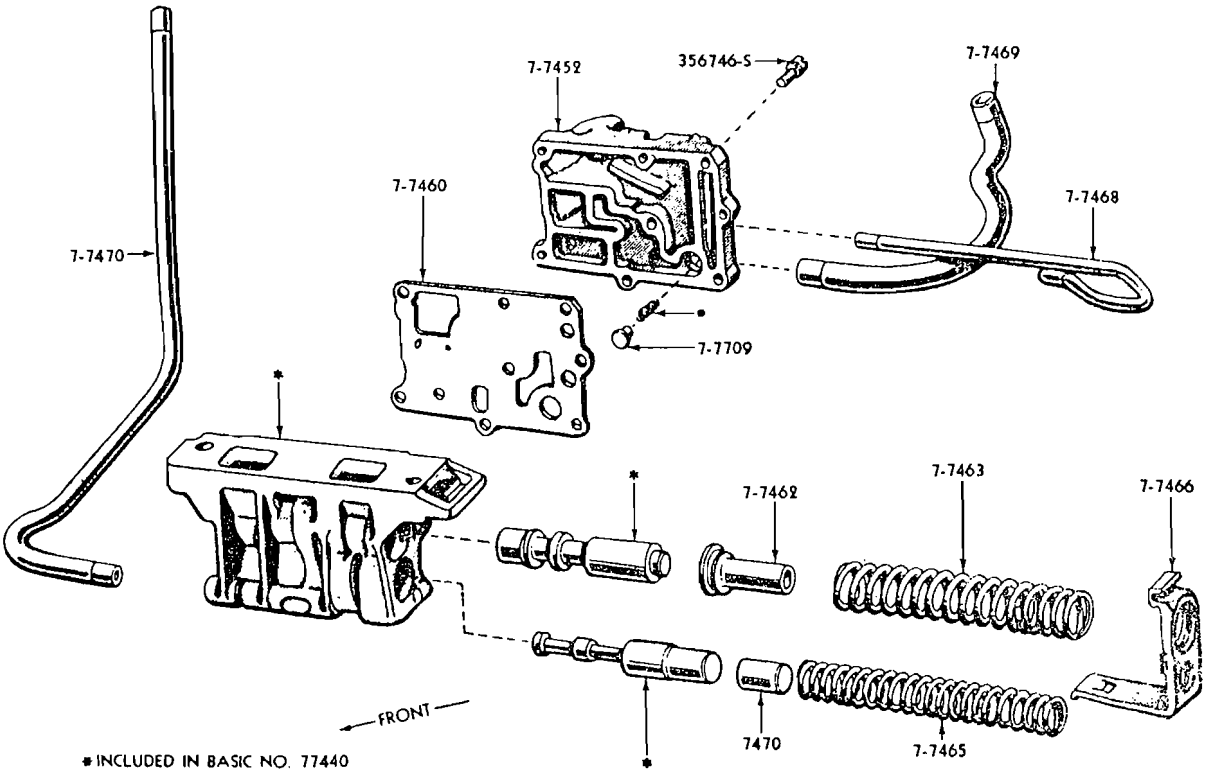
THROTTLE and MANUAL CONTROL LEVERS



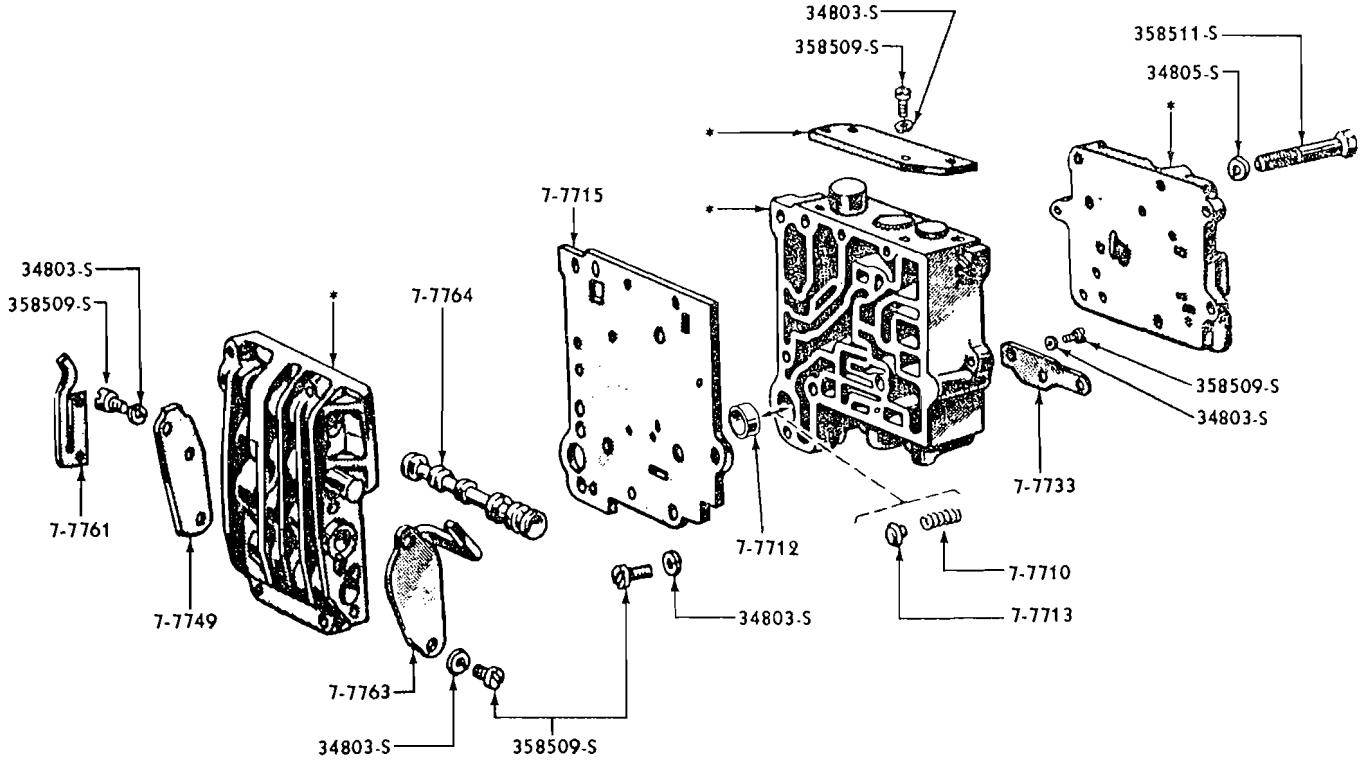
FRONT SERVO



REAR SERVO

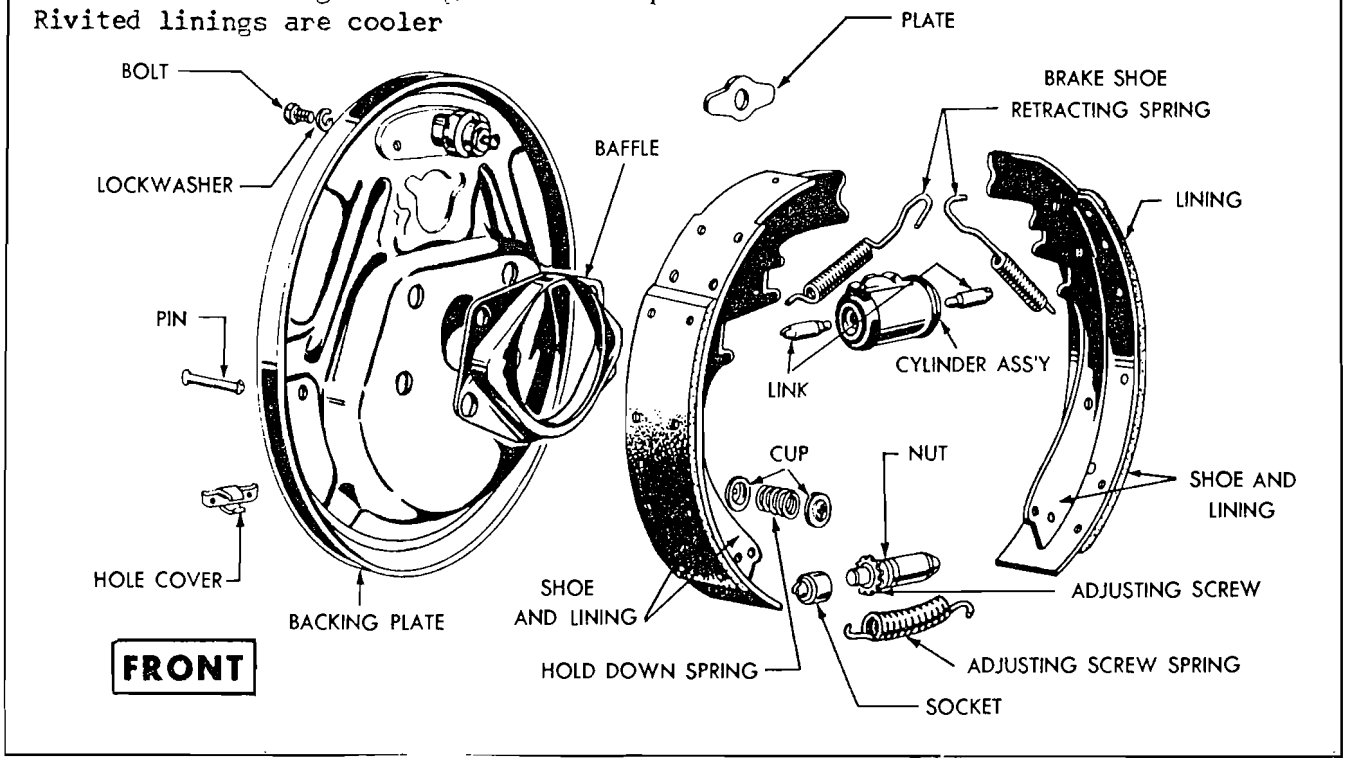


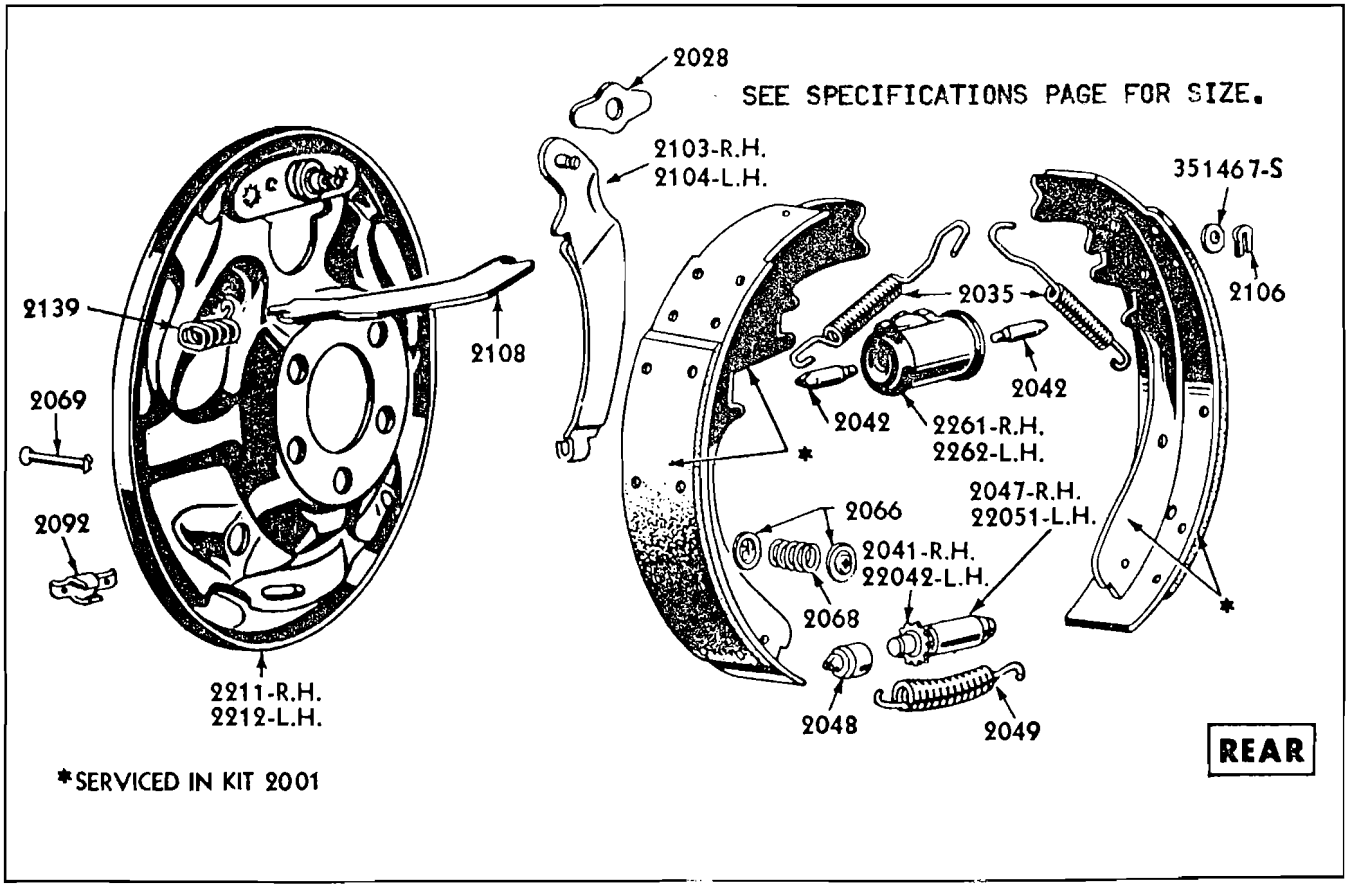
OIL PRESSURE REGULATOR



OIL CONTROL VALVE

Velvet Touch linings will give better operation
Rivited linings are cooler



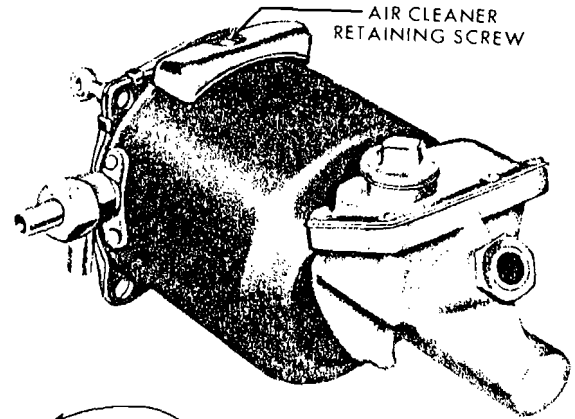


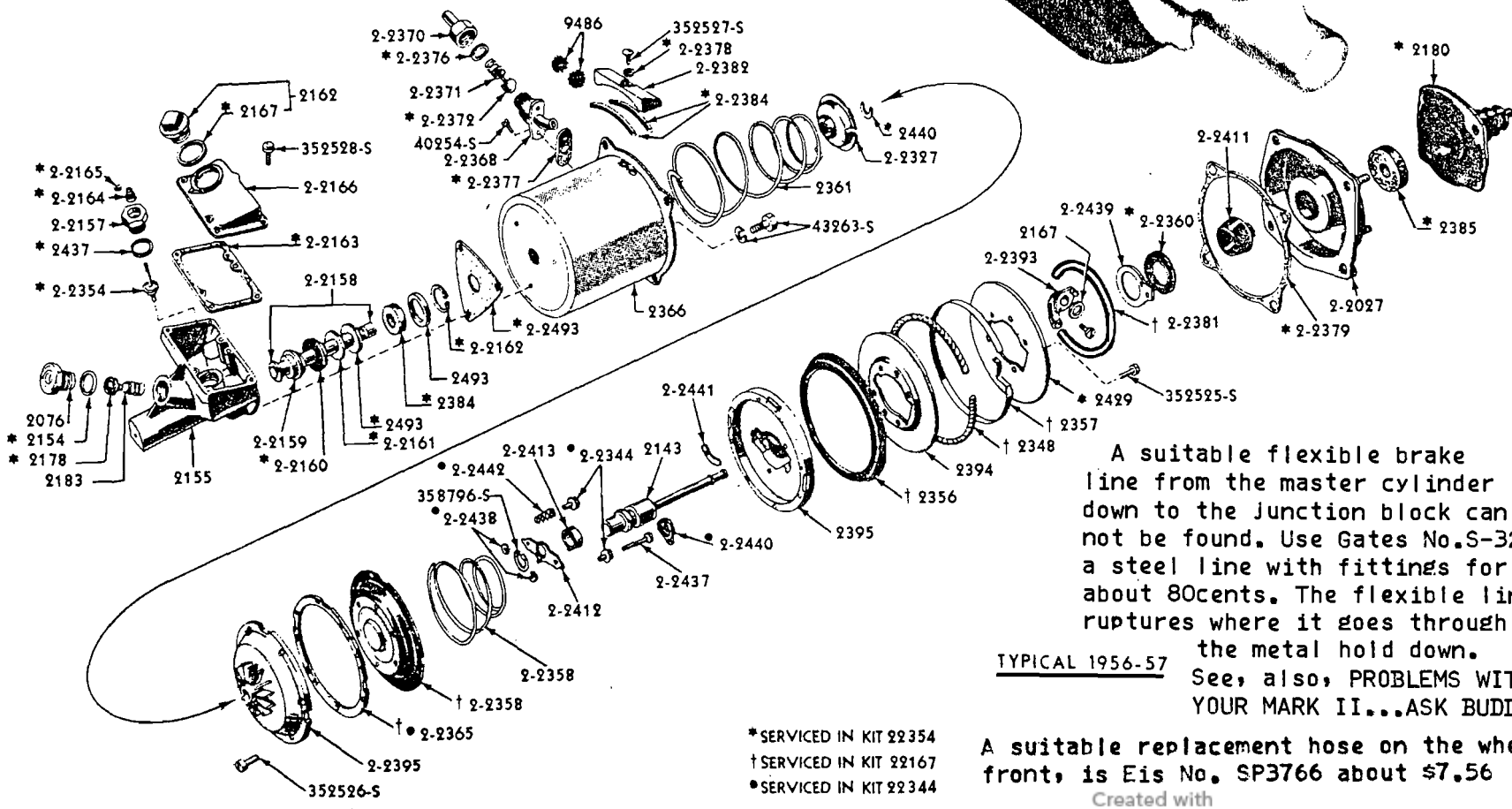
When doing a brake reline job, do not forget that the short shoe goes to the front. Also, repack the front wheel bearings at the same time.

This unit can be rebuilt by most any auto parts supply house. The price is about $45.00 exchange.

When experiencing problems with your brakes, do not overlook the vacuum hoses. These will collapse from the vacuum when they get weak.

The cannister should be painted black.





*SERVICED IN KIT 22354
†SERVICED IN KIT 22167
•SERVICED IN KIT 22344

A suitable flexible brake line from the master cylinder down to the junction block can not be found. Use Gates No.S-320 a steel line with fittings for about 80cents. The flexible line ruptures where it goes through the metal hold down. See, also, PROBLEMS WITH YOUR MARK II...ASK BUDDY

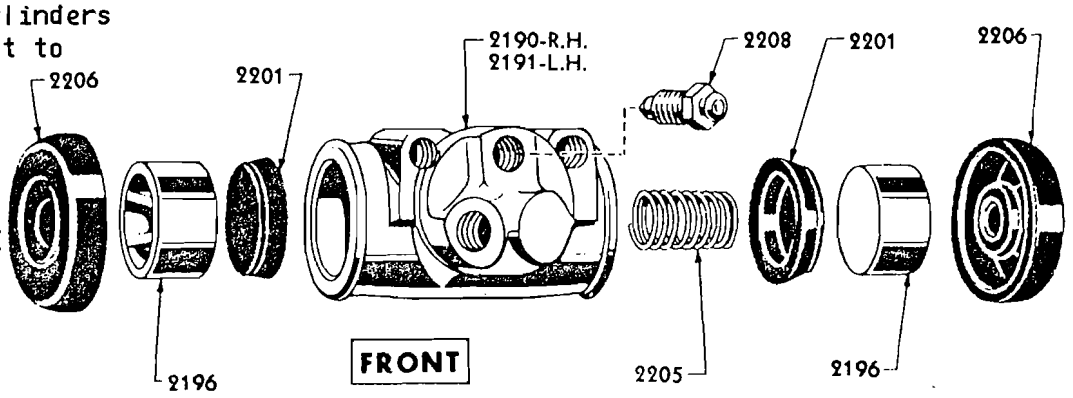
TYPICAL 1956-57

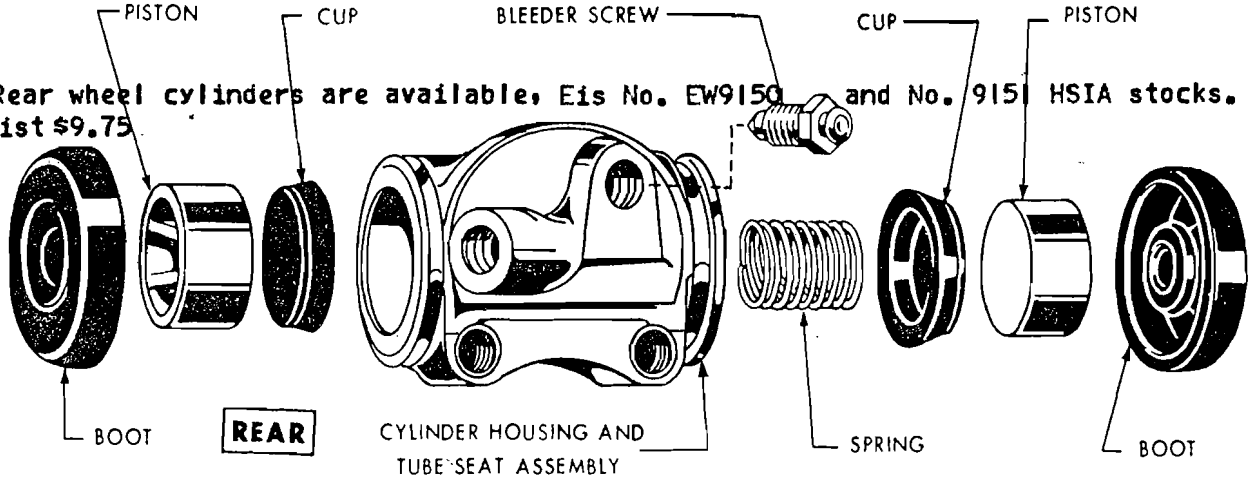
A suitable replacement hose on the wheel, front, is Eis No. SP3766 about $7.56

Brake light wires on the switch are green.

New wheel cylinders are difficult to obtain now. They can be rebuilt.

See SPECIFICATIONS PAGE FOR SIZE.

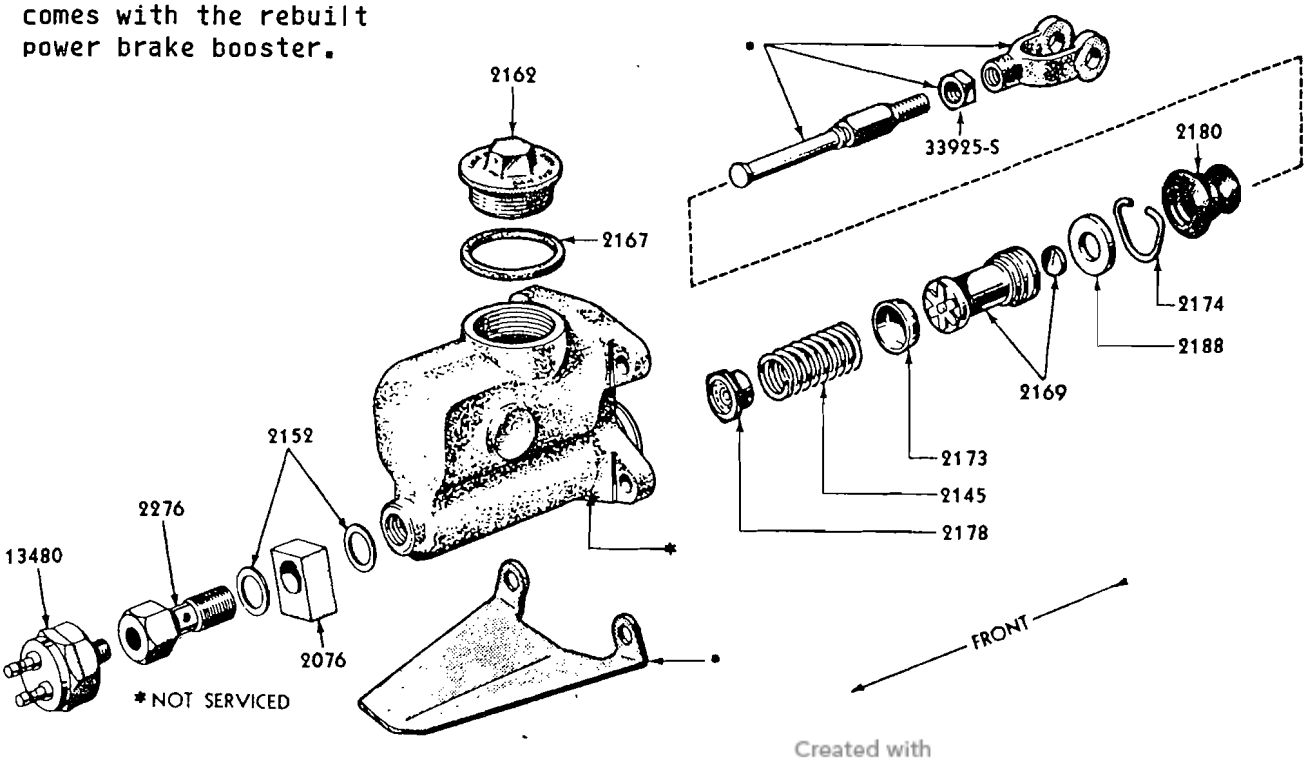




Rear wheel cylinders are available, Eis No. EW9150 and No. 9151 HSIA stocks. List $9.75

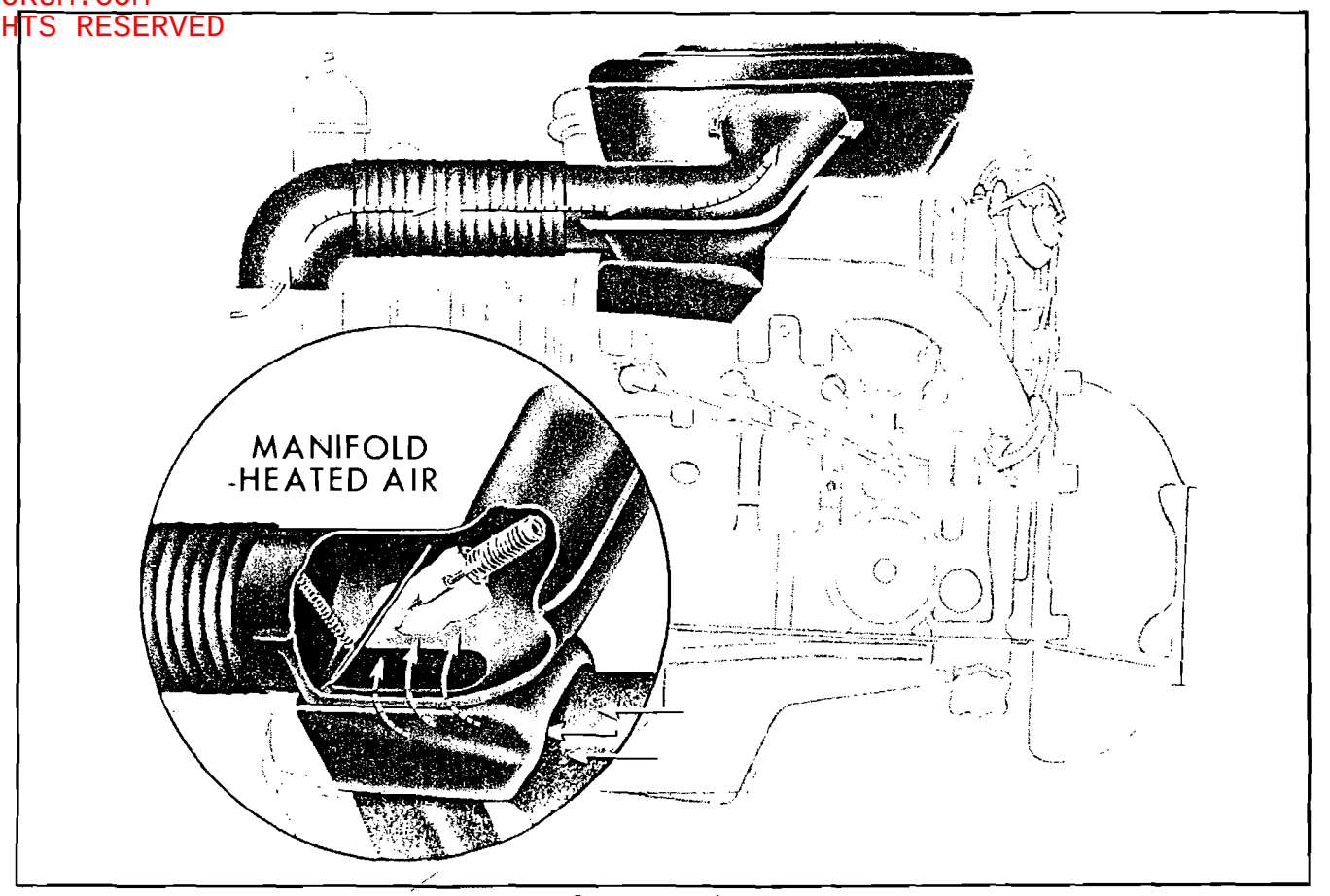
FRONT and REAR WHEEL CYLINDERS

A rebuilt master cylinder comes with the rebuilt power brake booster.



MASTER BRAKE CYLINDER

FUEL SYSTEM



Operation of Air Duct

AIR DUCT DESCRIPTION

The temperature of the air entering the air cleaner on the Continental Mark II engine is thermostatically controlled by a carburetor air duct assembly. Cool air from outside the engine compartment, or warm air from a shroud around the exhaust manifold is available to the engine. This system eliminates carburetor icing and fuel percolation.

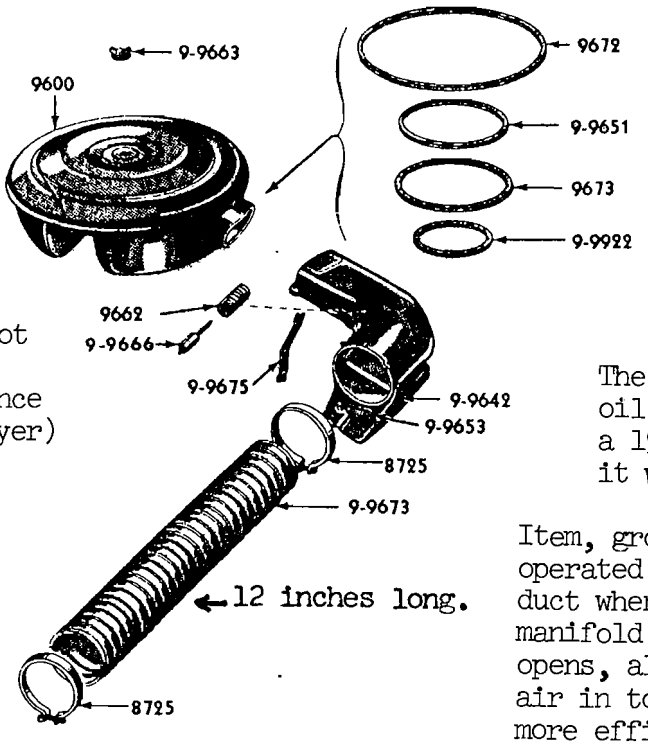
AIR DUCT OPERATION

During the warm-up period, when the incoming air temperature is less than approximately 65 degrees F., a valve plate is held up (heat on position) by a spring. All air entering the carburetor must then pass through a shroud. The shroud directs the air around the warm exhaust manifold where it is heated and then delivered to the carburetor. In warm weather operation the plate is down and cool outside air is then directed straight to the carburetor in a ram air fashion.

This system is called Temperature-controlled air induction system.

The air cleaner and ram elbo is painted black, however, in some cases, especially on the 1957 models, the air cleaner assembly may be chromed.

See INDEX for additional information.



Air duct vent/heater hose is 4 inch in diam.

Group #9-9673 is not available new. Buy from a home appliance dealer (clothes dryer) as a vent hose for a dryer, or from a surplus store. Diameter is 3 3/4"

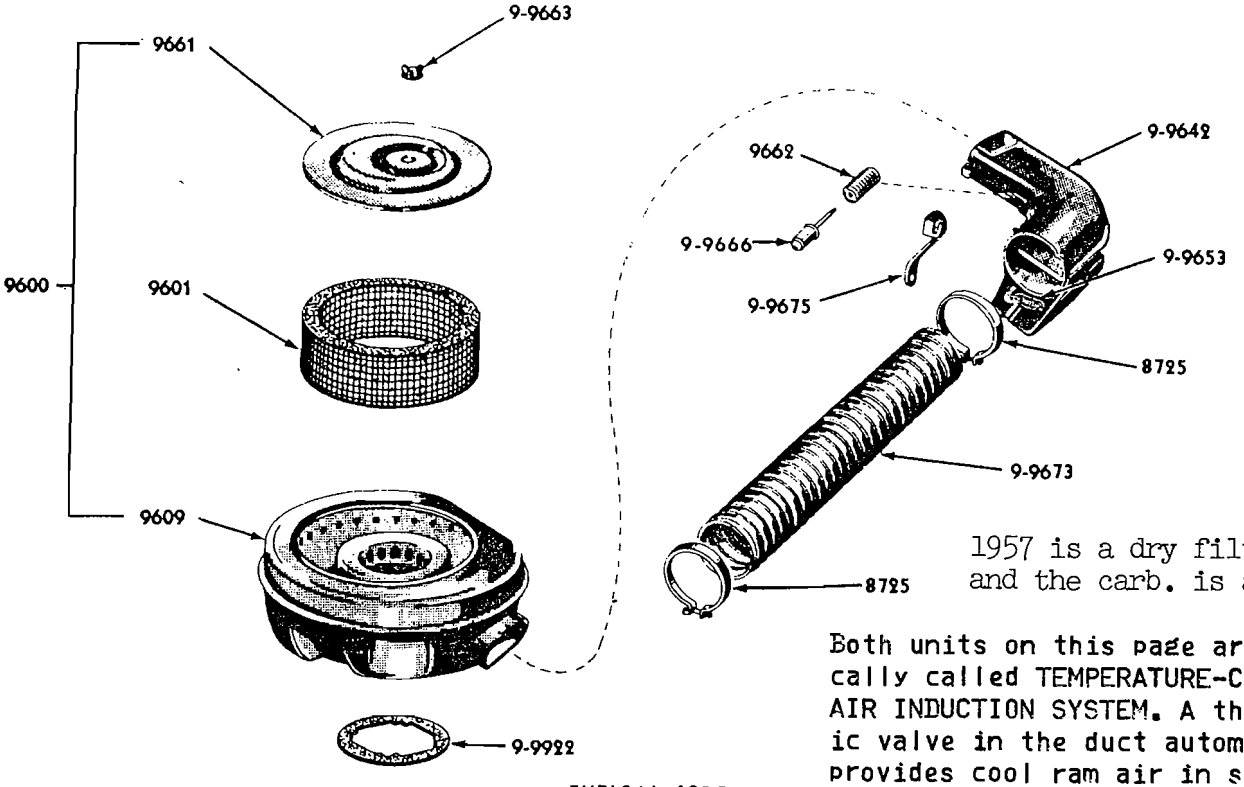
An exact duplicate is avail. from HSIA for $4.00. Fits also the heater blower.

The 1956 air cleaner is an oil bath type, and due to a 1956 having a Holley carb. it will fit only the 1956.

Item, group #9662 is a thermostat operated spring that opens the duct when heat from the exhaust manifold reaches it. The duct opens, allowing cool outside air in to the carburetor for more efficient engine operation.

TYPICAL 1956

AIR CLEANER and DUCT ASSY. -1956

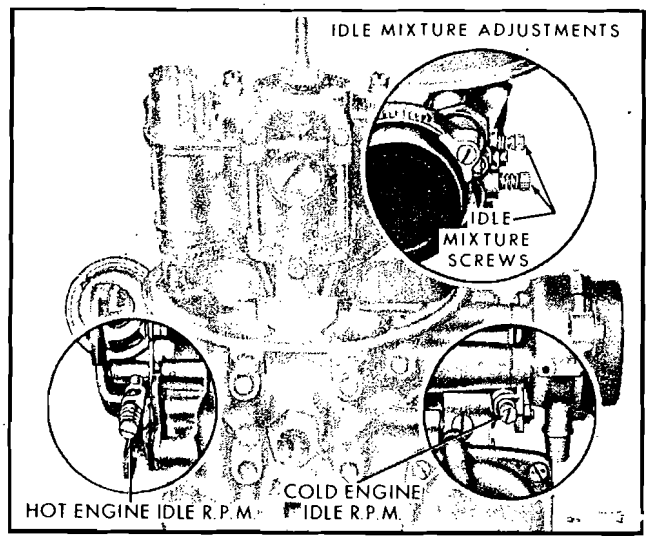


1957 is a dry filter type and the carb. is a Carter.

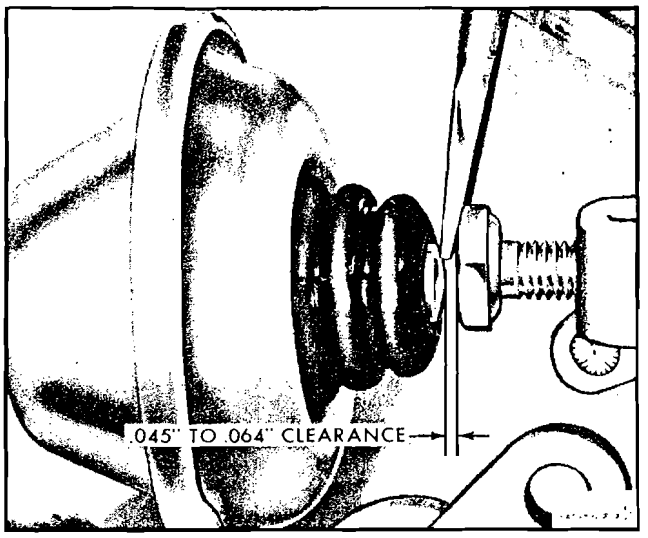
Both units on this page are technically called TEMPERATURE-CONTROLLED AIR INDUCTION SYSTEM. A thermostatic valve in the duct automatically provides cool ram air in summer and warm clean air in winter.

TYPICAL 1957

AIR CLEANER and DUCT ASSY. -1957



Idle Adjustments



Dashpot Adjustment

Idle Adjustments

If one of the idle adjustments is changed, the other idle adjustments may also be affected. It is therefore necessary that the adjustments be made in the exact order listed below and that all of the idle adjustments following the one being made are checked:

1. Idle Mixture Adjustment
2. Hot Idle R.P.M. Adjustment
3. Cold Idle R.P.M. Adjustment
4. Dashpot Adjustment

Idle Mixture Adjustments

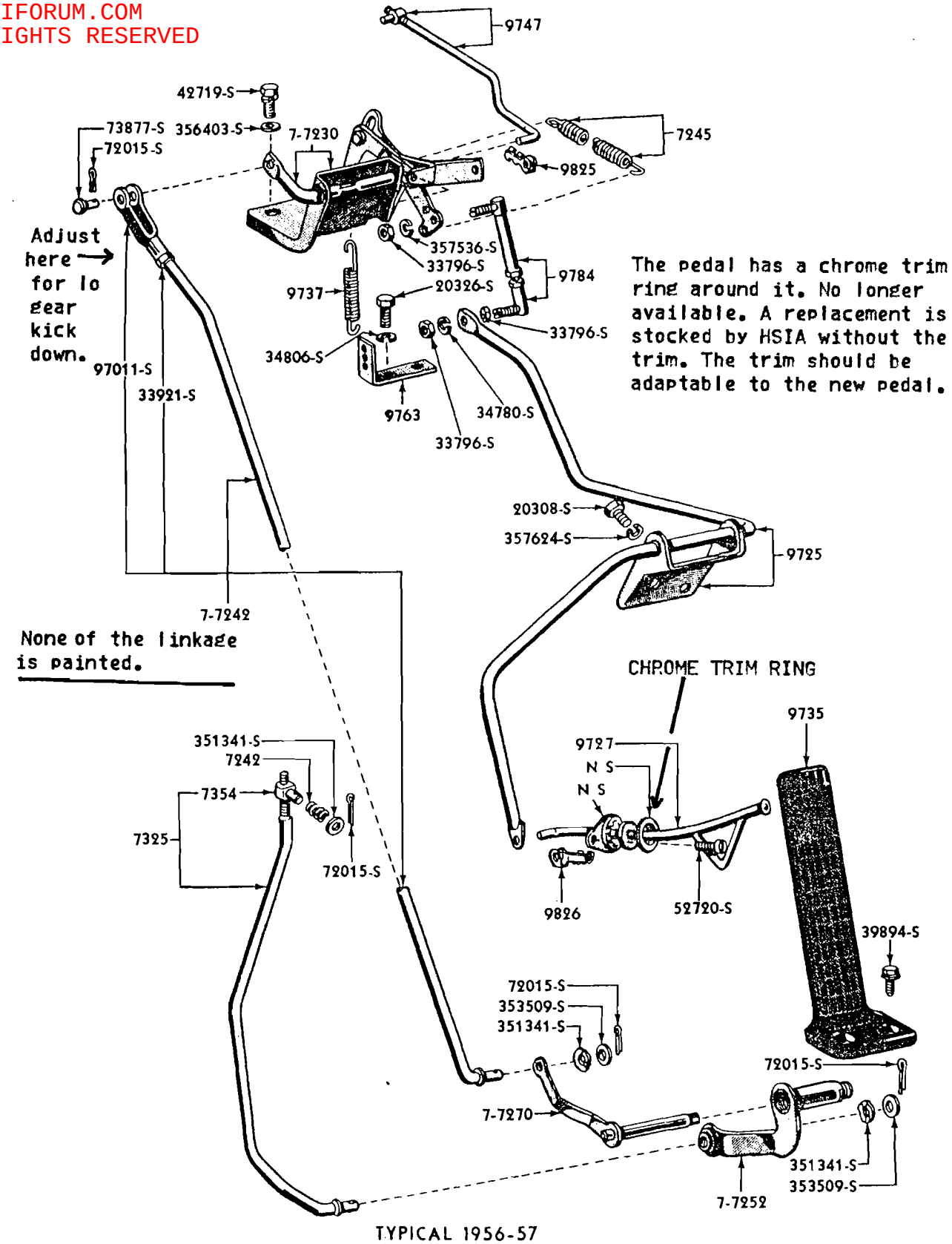
1. Run engine until it reaches operating temperature.
   NOTE: If engine is cold, it must be run for approximately one half hour at 1200 R.P.M. to stabilize temperature.
2. Turn cold engine idle adjustment screw out until it no longer touches fast idle cam.
3. Turn each idle mixture adjustment screw in until it touches its seat, then back out each screw 1¼ turns.
4. Turn hot engine idle adjustment screw in or out to obtain 475 to 500 engine R.P.M. with transmission selector lever in NEUTRAL position.
5. Turn one idle mixture adjustment screw in until engine begins to run rough.
6. Back the mixture screw out until the engine begins to "roll", indicating a rich mixture.
7. Turn the mixture screw in just enough to provide the smoothest engine idle.
   NOTE: Final adjustment of the idle fuel mixture should favor the "rich" side of the mixture range to insure the smoothest engine idle throughout the extremes of engine operating temperatures.
8. Repeat this procedure with the other mixture screw.
9. If engine idle R.P.M. has changed, reset to 475 to 500 R.P.M. using hot engine idle screw.
10. Readjust each idle screw 1/8 of a turn in each direction for smoothest idle.
11. Repeat step 9 if necessary. Perform Hot Idle R.P.M. Adjustment.

Hot Idle R.P.M. Adjustment

1. Perform Idle Mixture Adjustment as described above.
2. Set parking brake and place transmission selector level in "DR" position.
3. Momentarily open throttle slightly, and allow throttle to close. Engine idle should be from 425 to 450 R.P.M. If R.P.M. is not correct, adjust with hot engine idle screw. Perform Cold R.P.M. Idle Adjustment.

Cold Idle R.P.M. Adjustment

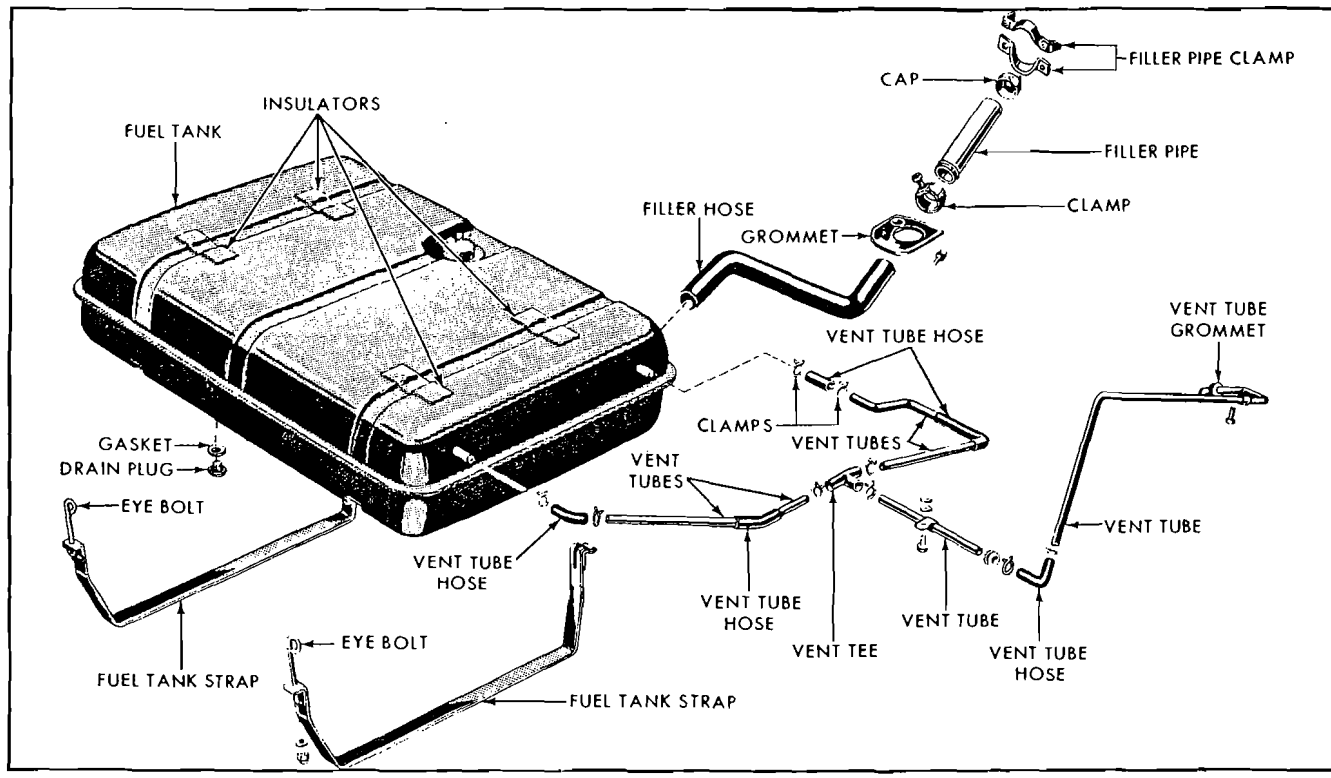
1. Perform the Idle Mixture and Hot Idle R.P.M. Adjustments as outlined previously.
2. Turn cold engine idle adjustment screw in until it just touches the LOW step on fast idle cam.
3. Back out screw to obtain .005" clearance between end of screw and low step of fast idle cam.
4. Perform Dashpot Adjustment.
   NOTE: In localities where normal setting of the cold engine idle speed may be considered unnecessarily high, the cold engine idle speed may be reduced by backing off the adjustment not in excess of one full turn.



TYPICAL 1956-57

ACCELERATOR and CONTROL LINKAGE

FUEL SYSTEM



Fuel Tank and Vent System

SEE INDEX FOR MORE INFORMATION

The filler tube is located in front of the left rear tail light assembly and connected to the tank by a special molded rubber hose. Two vents are located on the left side of the tank. These vents are interconnected and exhaust above the filler tube cap. There is a removable plug in the bottom of the tank for drainage. The tank also incorporates a built-in self-cleaning filter assembly to eliminate the passing of rust or dirt to the fuel system.

SERVICING THE FUEL TANK

Check condition of the vent tubing and connecting hoses. Make sure the vent assembly is not blocked. Check condition of filler pipe, cap, and special rubber connecting hose. Replace parts as required using new clamps.

To remove the tank for cleaning or replacement, proceed as follows:

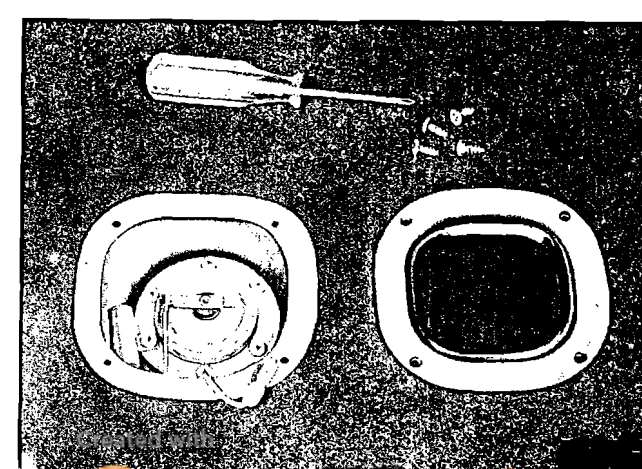
1. Remove the cover plate over the fuel sender unit. Disconnect the fuel gauge wire. **It is in the trunk floor under the carpet.**
2. Elevate car and drain tank. Replace plug.
3. Disconnect fuel and vent lines at the tank.
4. Disconnect rubber filler hose at tank.
5. Loosen nuts on tank strap eye bolts so eye bolts may be unhooked from brackets. Remove tank.

NOTE: When the fuel tank is removed, note the position of the insulating pads, cemented to its upper surface. When the tank is replaced, make sure that these pads are installed in the proper position.

6. Remove fuel gauge sender unit.
7. To install tank, reverse removal procedure.
8. Inspect the tank and connections for leaks.

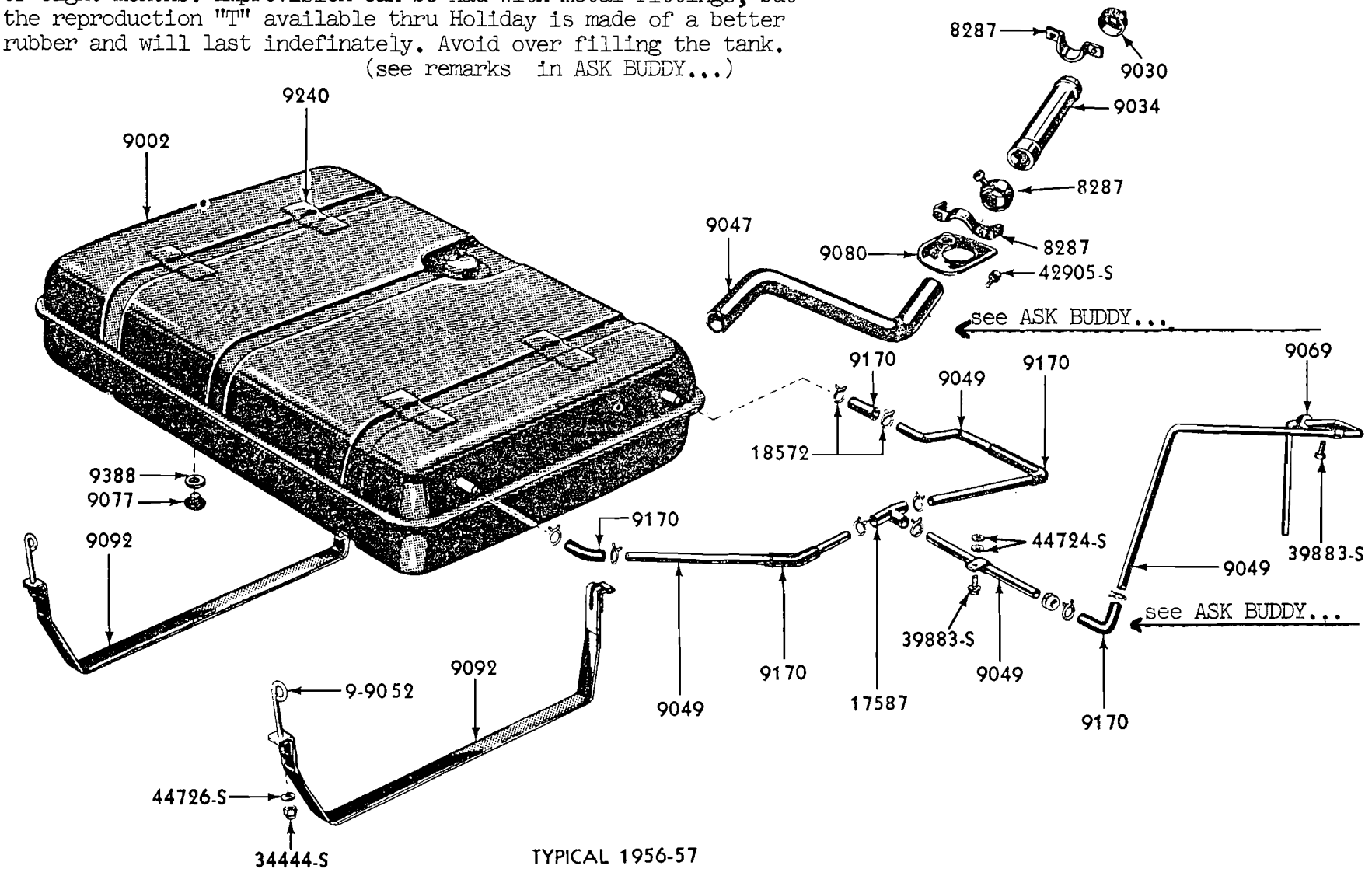
FUEL LINES

The fuel lines should be inspected occasionally for leaky fittings, split tubes, crimps or dents. If an unusual amount of dirt is found in the fuel pump sediment bowl, the fuel line should be disconnected at both ends and blown clean with compressed air.



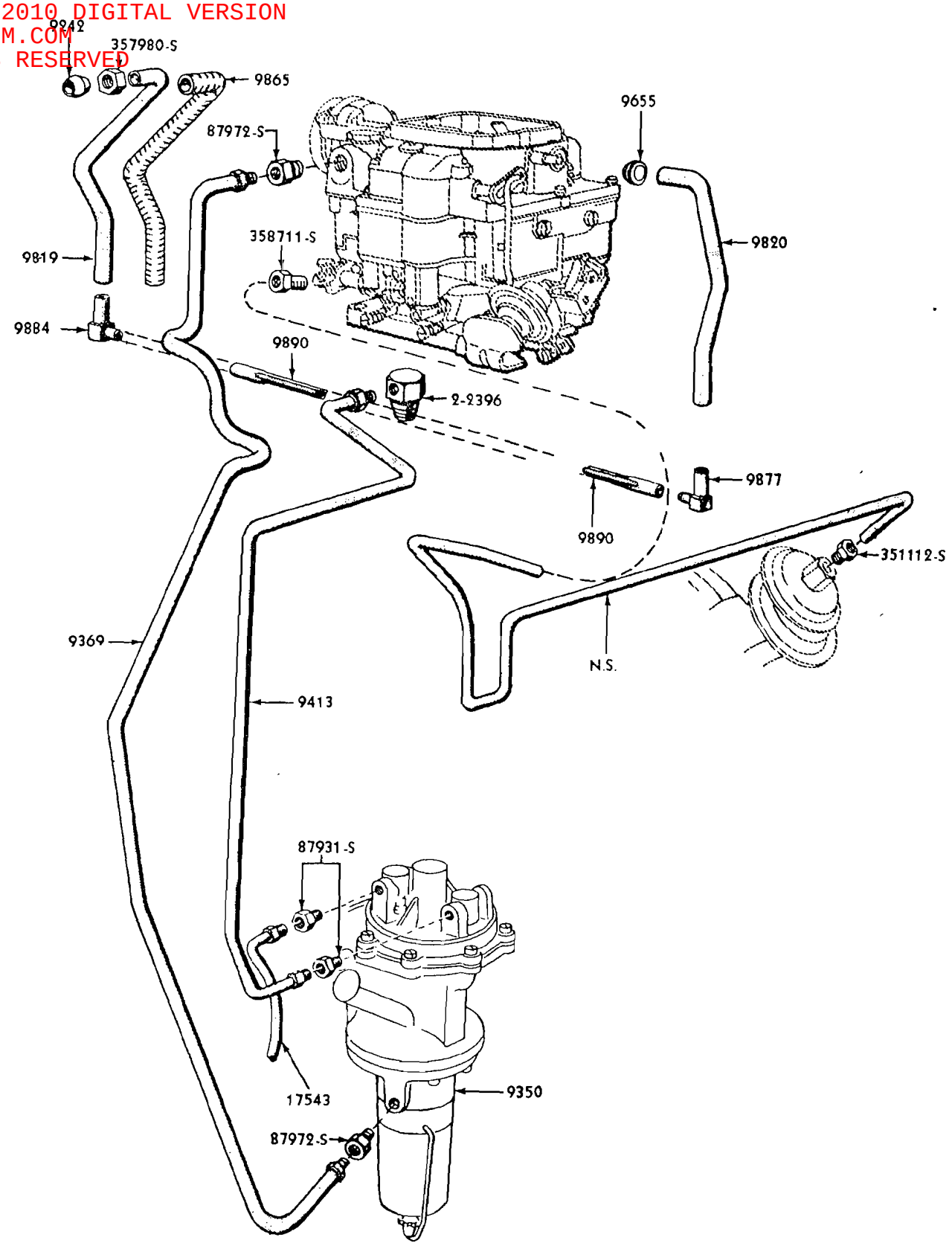
Fuel Gauge Sender Unit

The "T" vent tube #17587 is the cause of gasoline running onto the muffler. The original, or NOS, "T's" are good for a maximum of eight months. Improvision can be had with metal fittings, but the reproduction "T" available thru Holiday is made of a better rubber and will last indefinately. Avoid over filling the tank.
(see remarks in ASK BUDDY...)

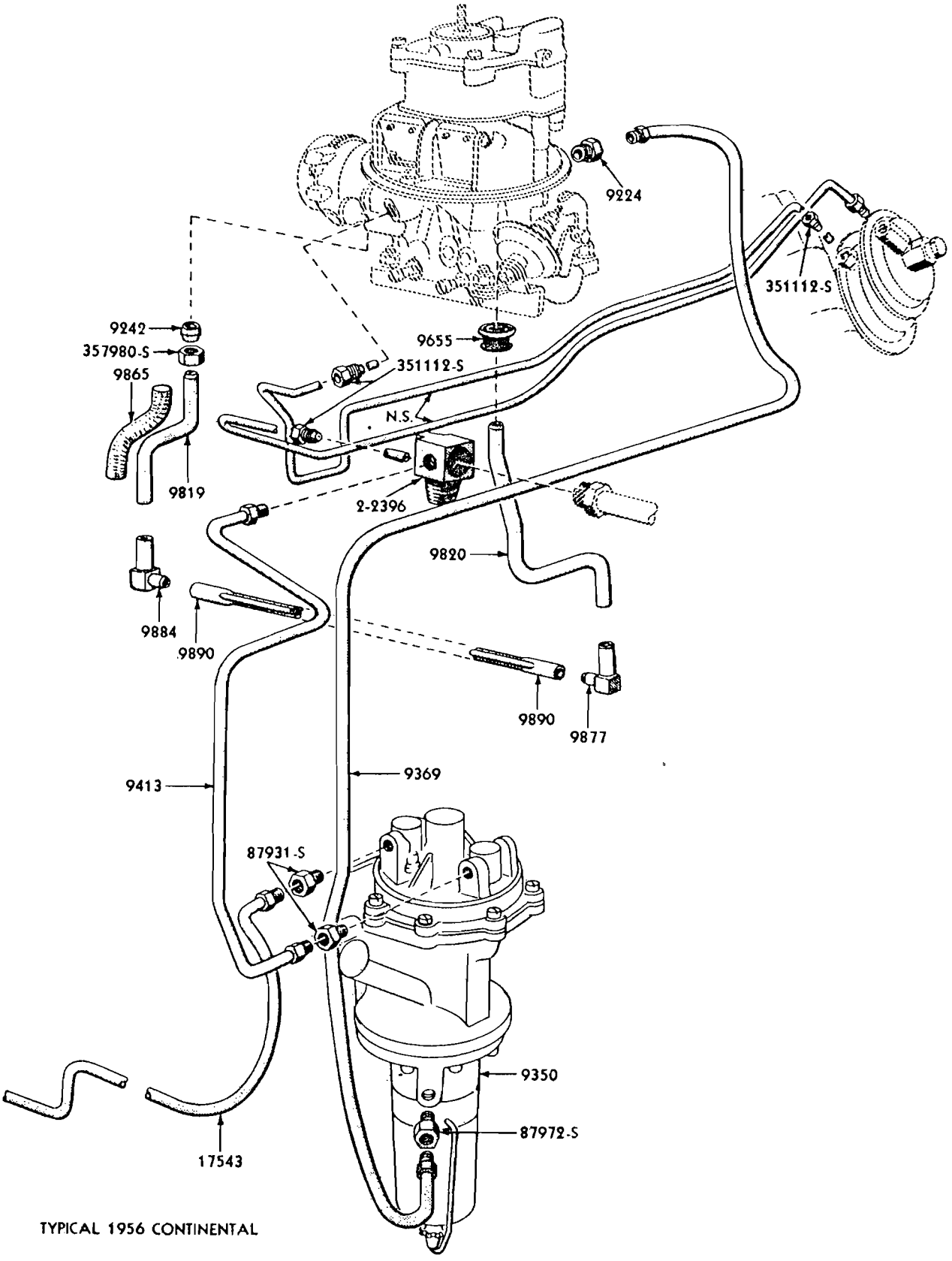


TYPICAL 1956-57

FUEL TANK and VENT SYSTEM



TYPICAL 1957 CONTINENTAL

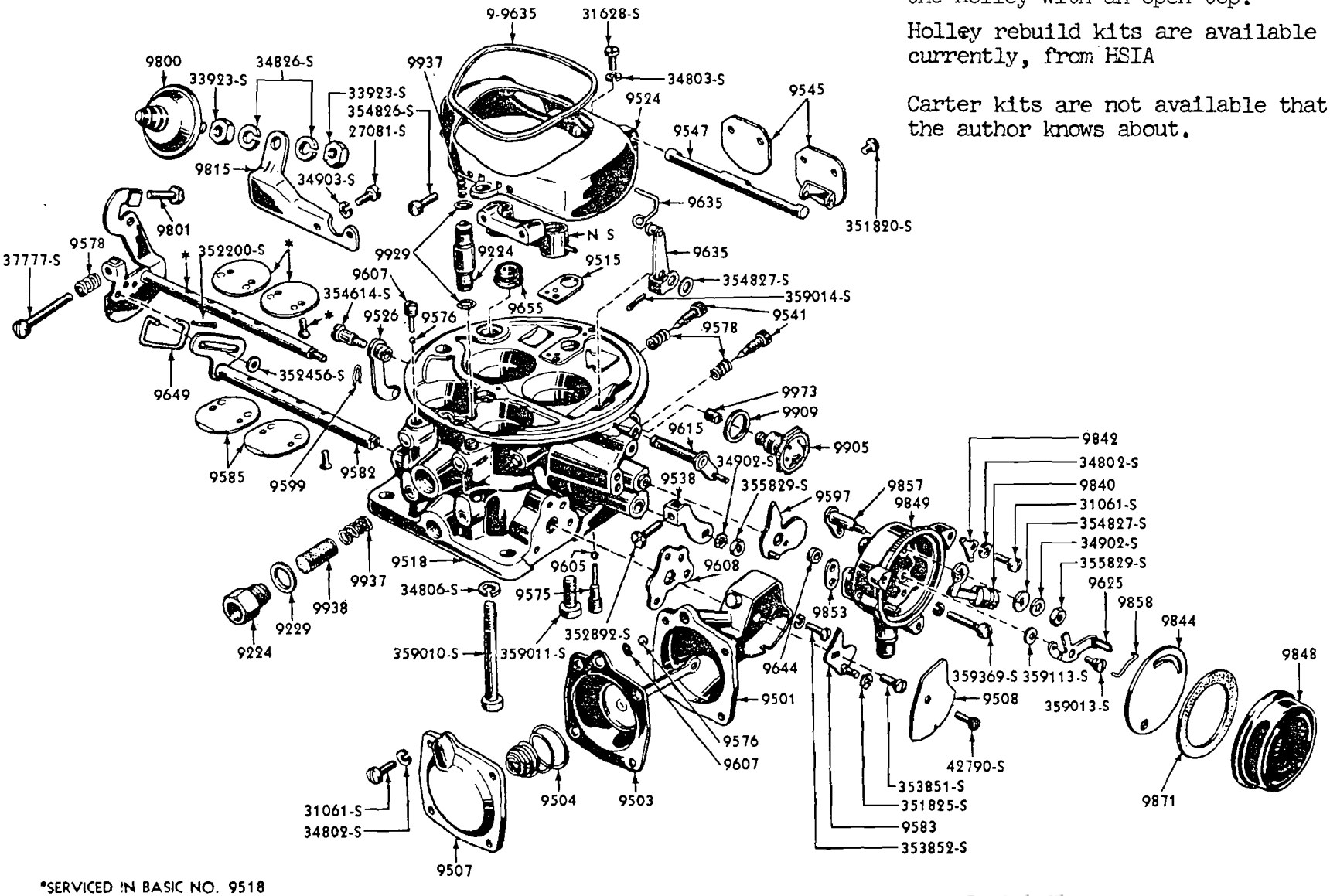


TYPICAL 1956 CONTINENTAL

1957 used a Carter carb unlike the Holley with an open top.

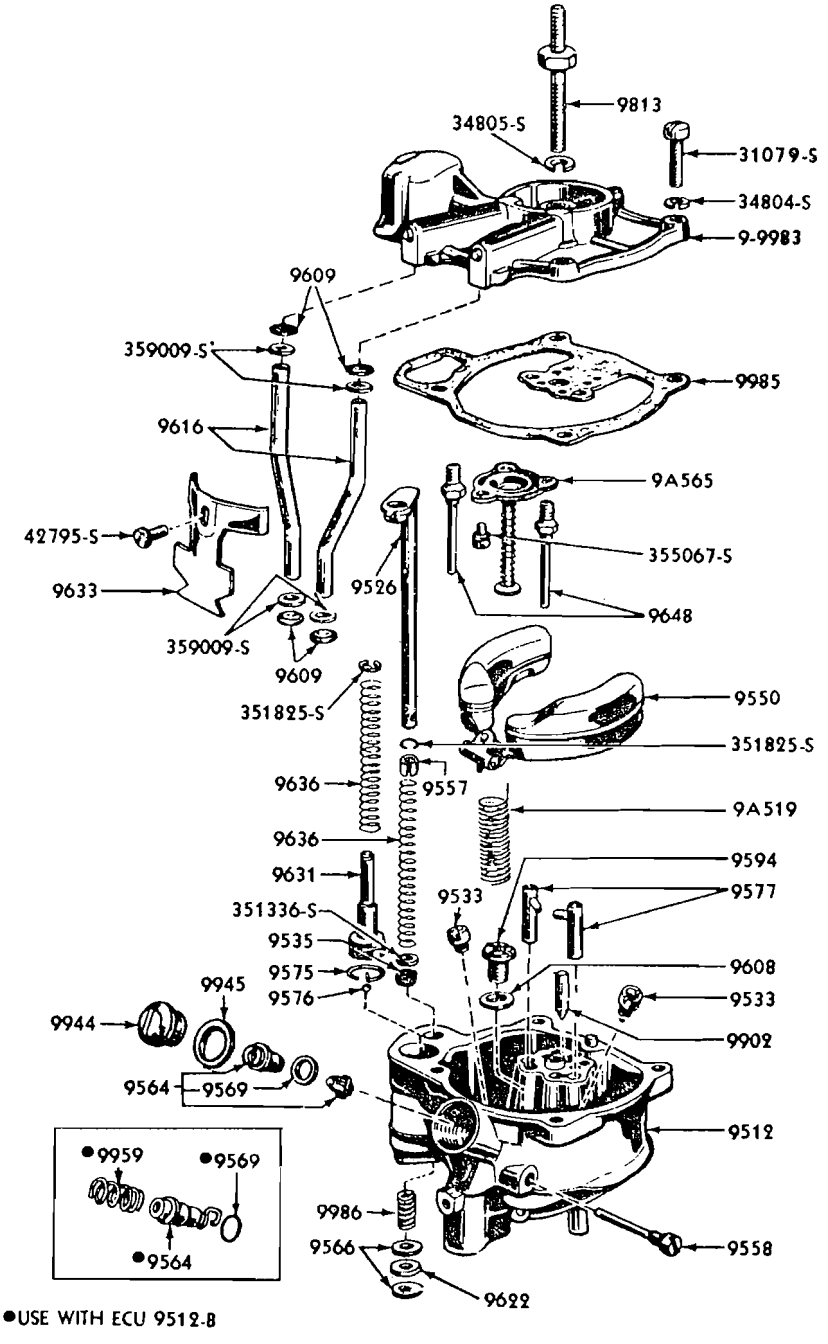
Holley rebuild kits are available currently, from HSIA

Carter kits are not available that the author knows about.

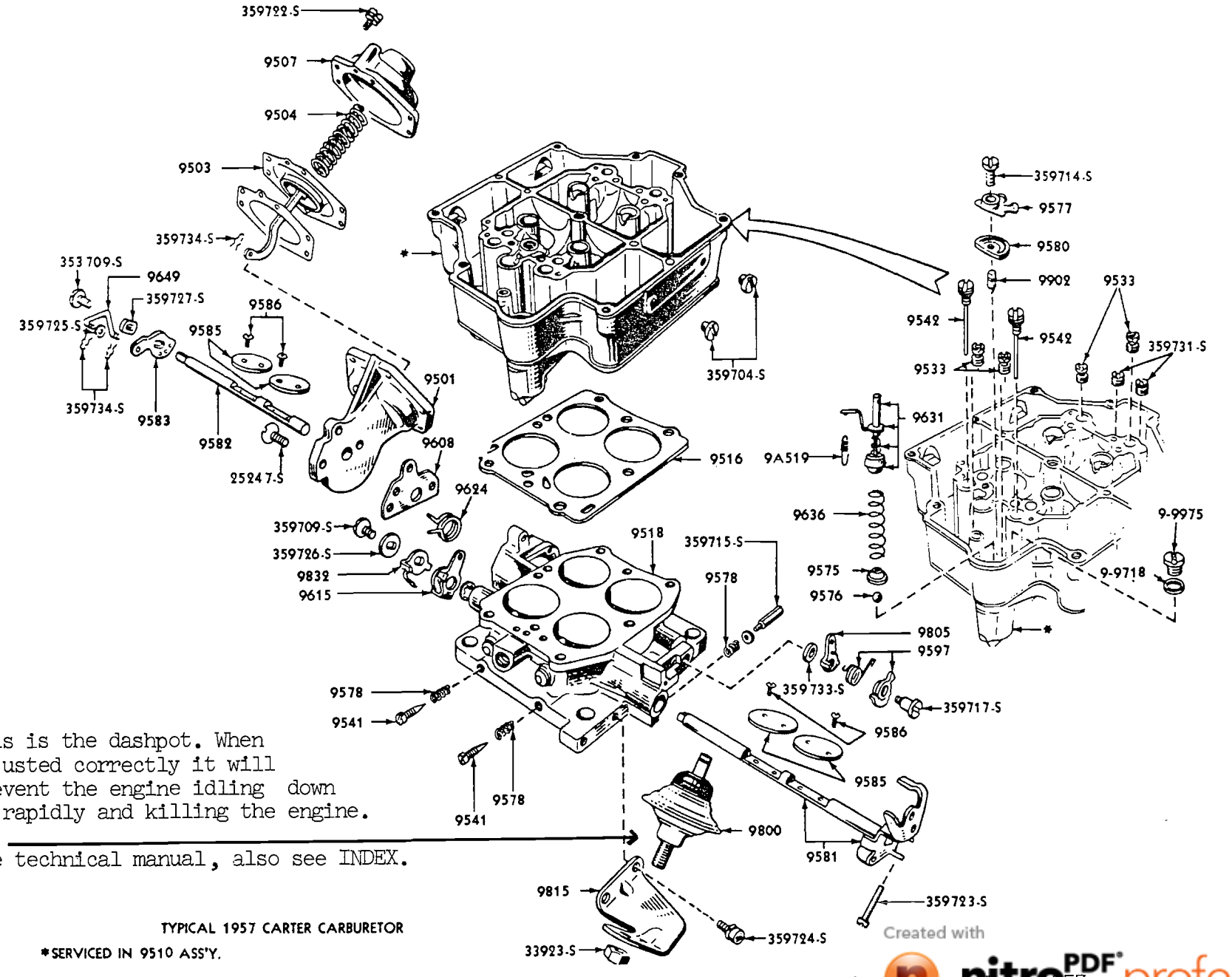


*SERVICED IN BASIC NO. 9518

TYPICAL 1956 HOLLEY CARBURETOR



●USE WITH ECU 9512-B

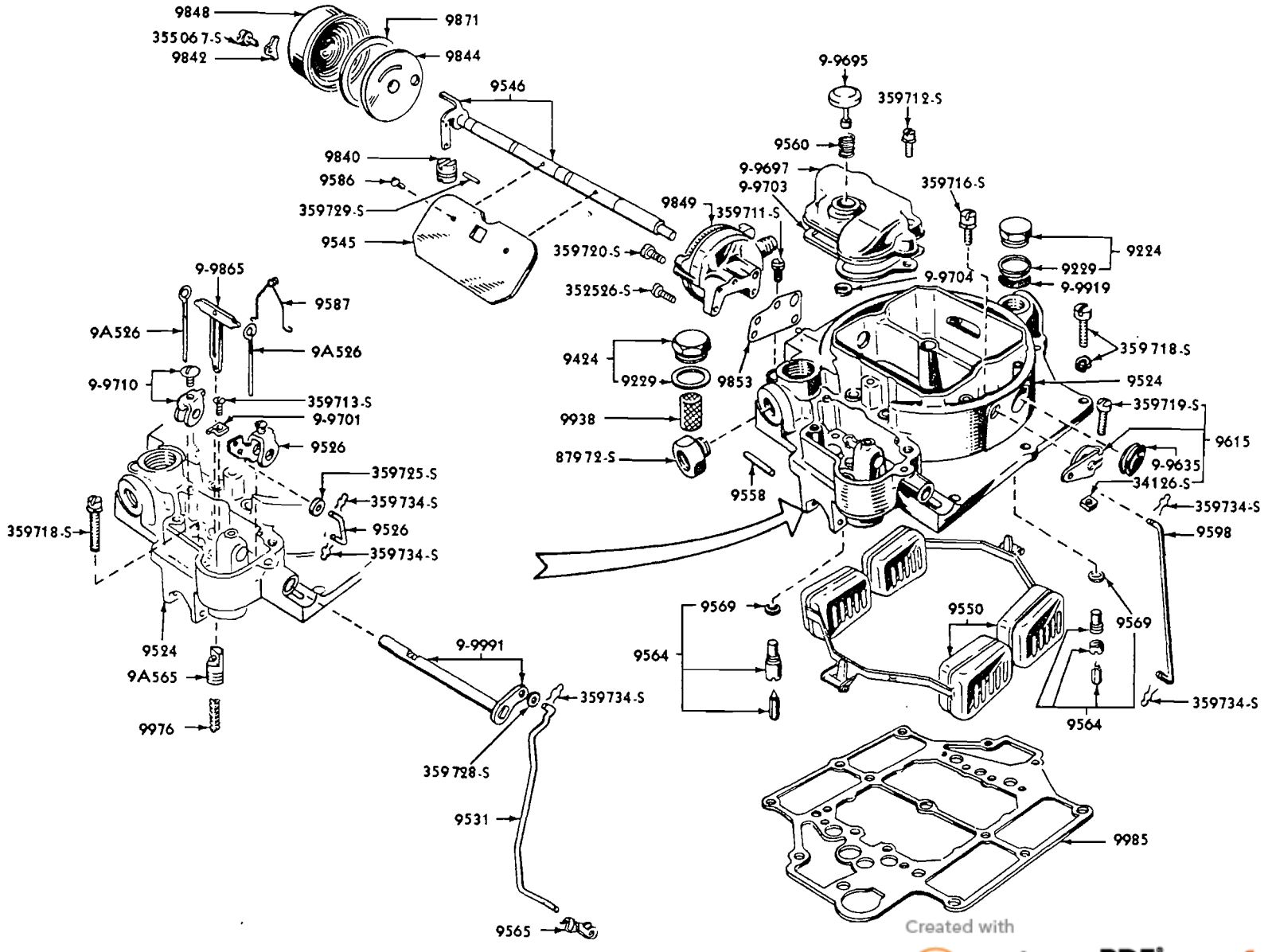


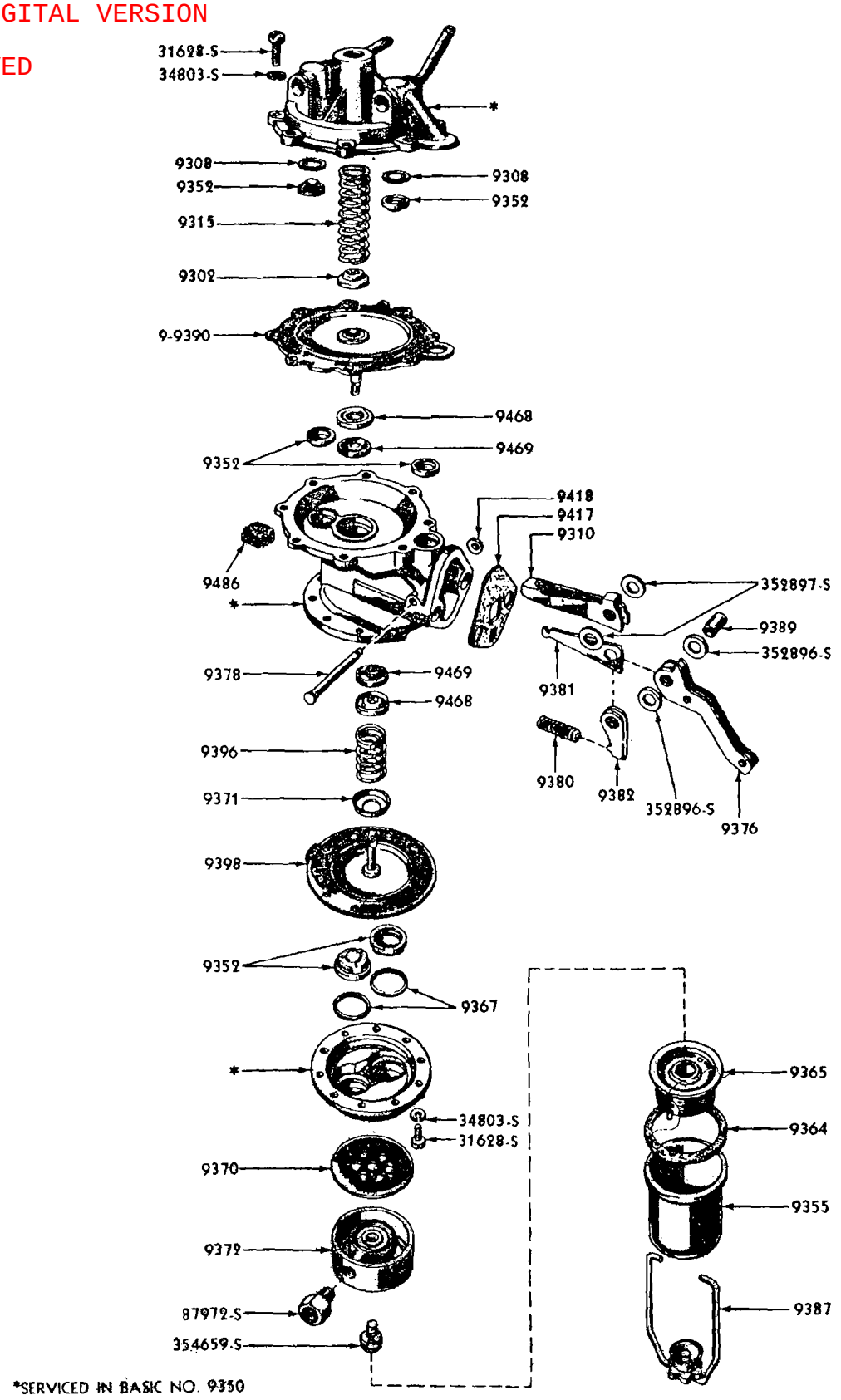
This is the dashpot. When adjusted correctly it will prevent the engine idling down too rapidly and killing the engine.

See technical manual, also see INDEX.

TYPICAL 1957 CARTER CARBURETOR

*SERVICED IN 9510 ASS'Y.

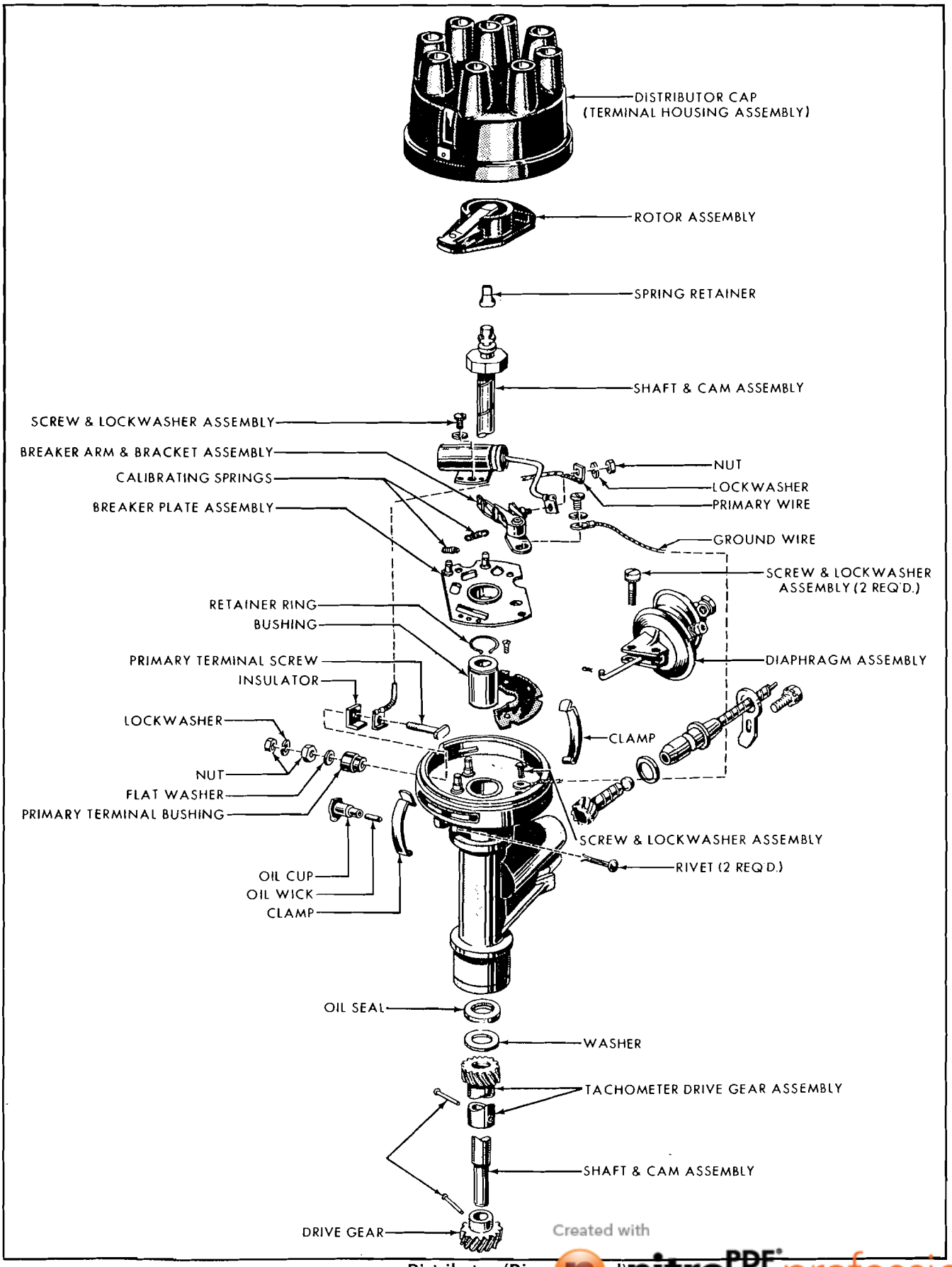




TYPICAL 1956-57

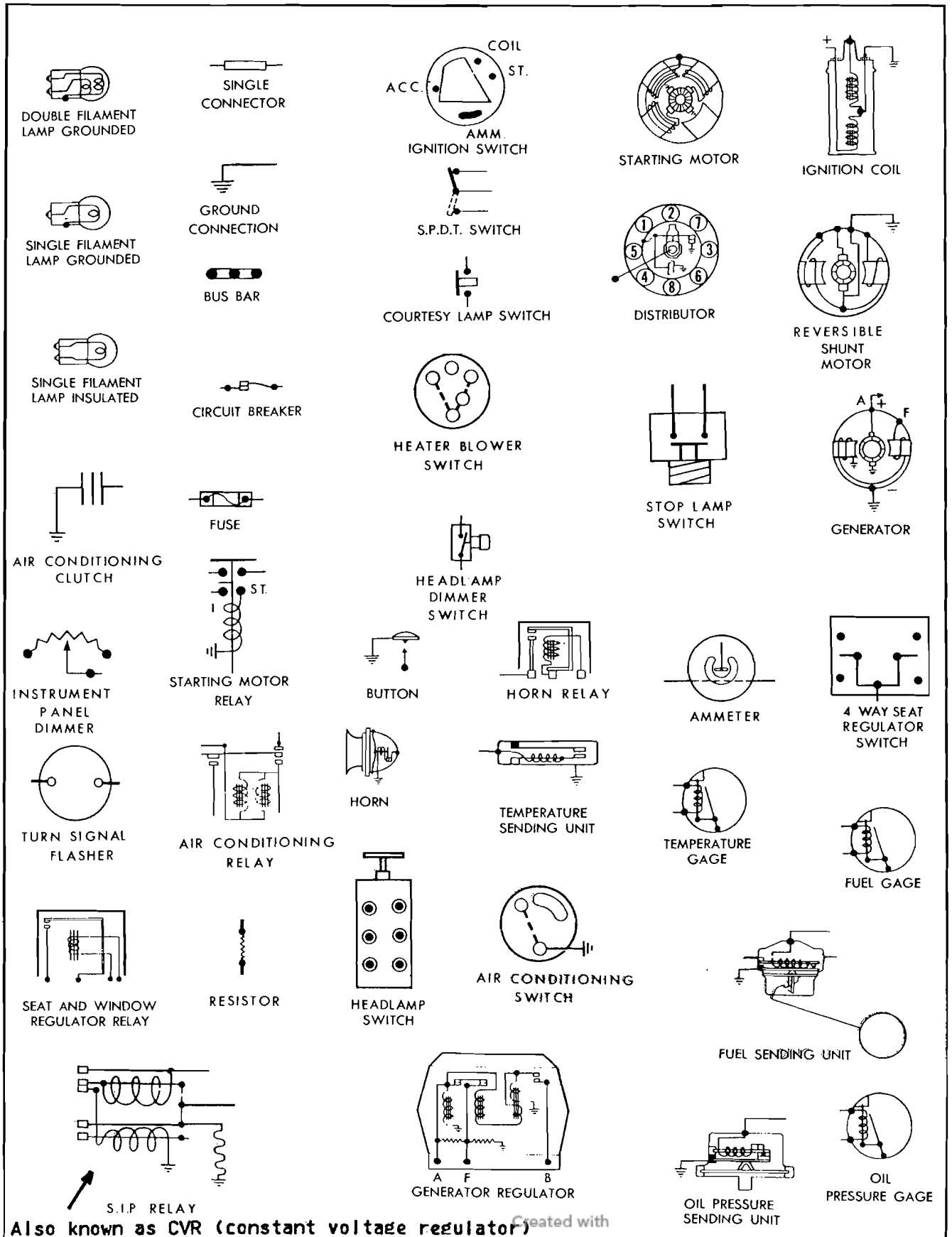
FUEL PUMP and RELATED PARTS

IGNITION SYSTEM



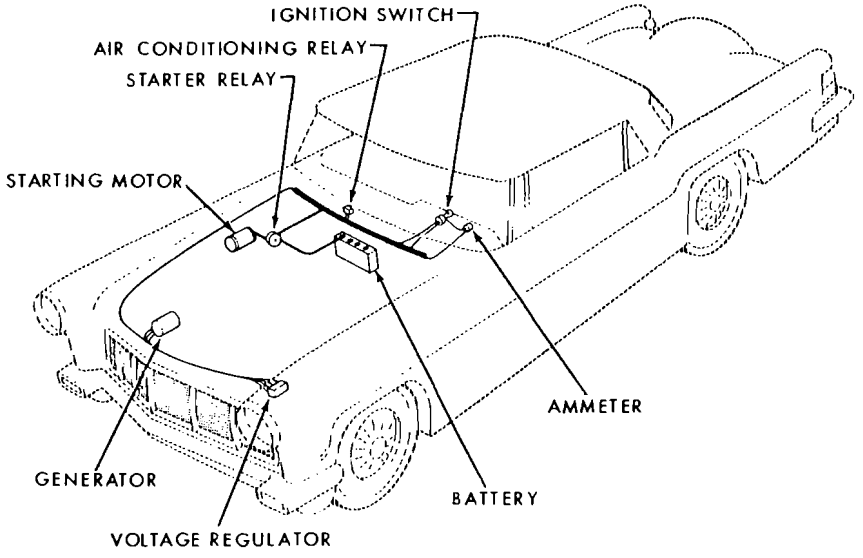
–Distributor (Disas ed)

ELECTRICAL SYSTEM



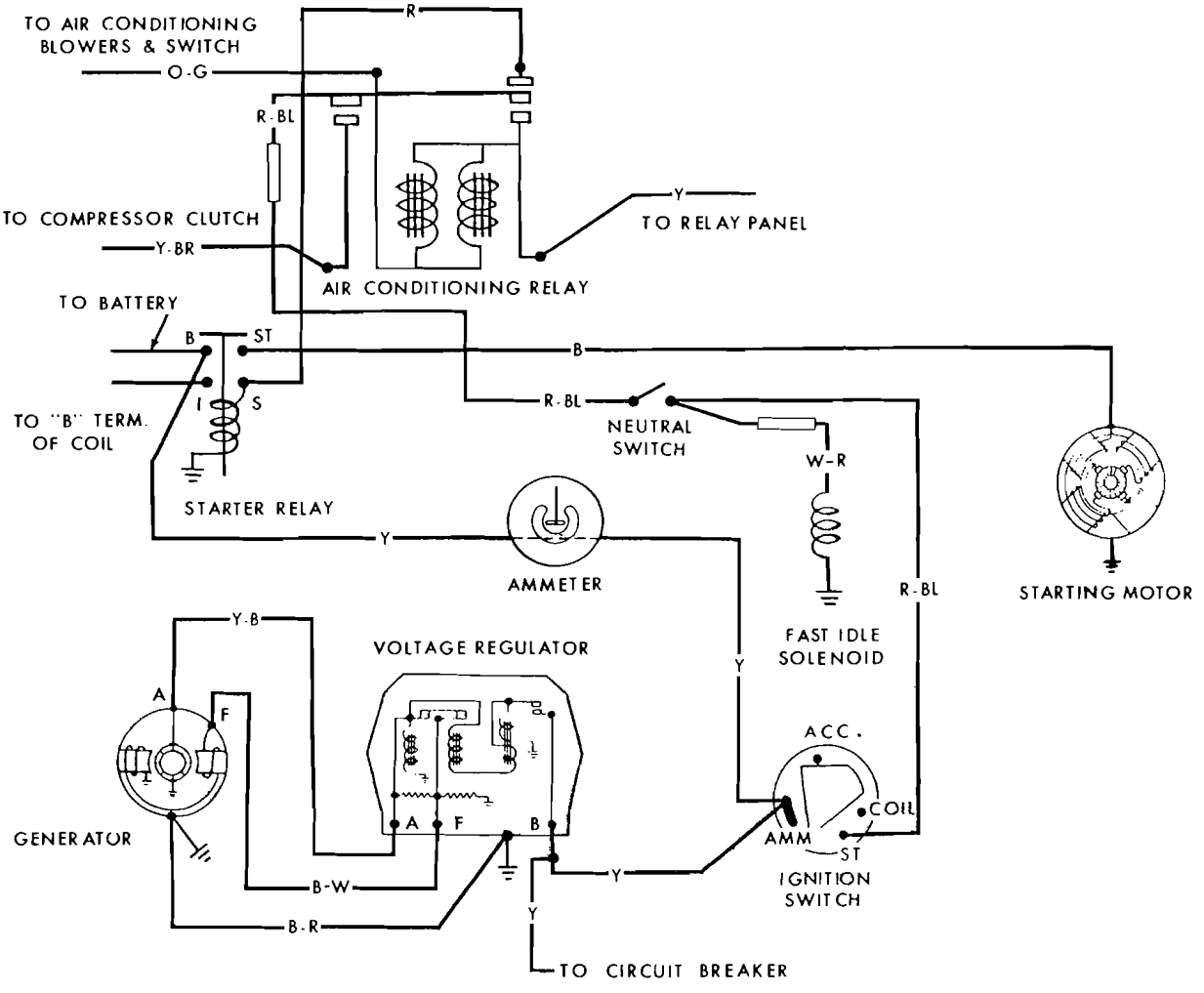
Also known as CVR (constant voltage regulator)

ELECTRICAL SYSTEM

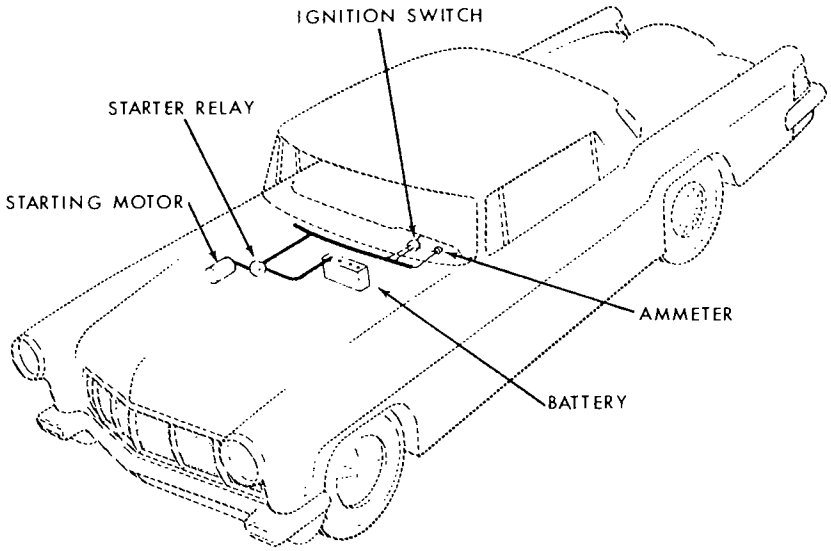


WIRING COLOR CODE

B-	BLACK
O-G	ORANGE – GREEN BAND
R-	RED
R-BL	RED – BLUE BAND
W-R	WHITE – RED BAND
Y-	YELLOW
Y-B	YELLOW – BLACK BAND
B-W	BLACK – WHITE BAND
B-R	BLACK – RED BAND
Y-BR	YELLOW – BROWN BAND

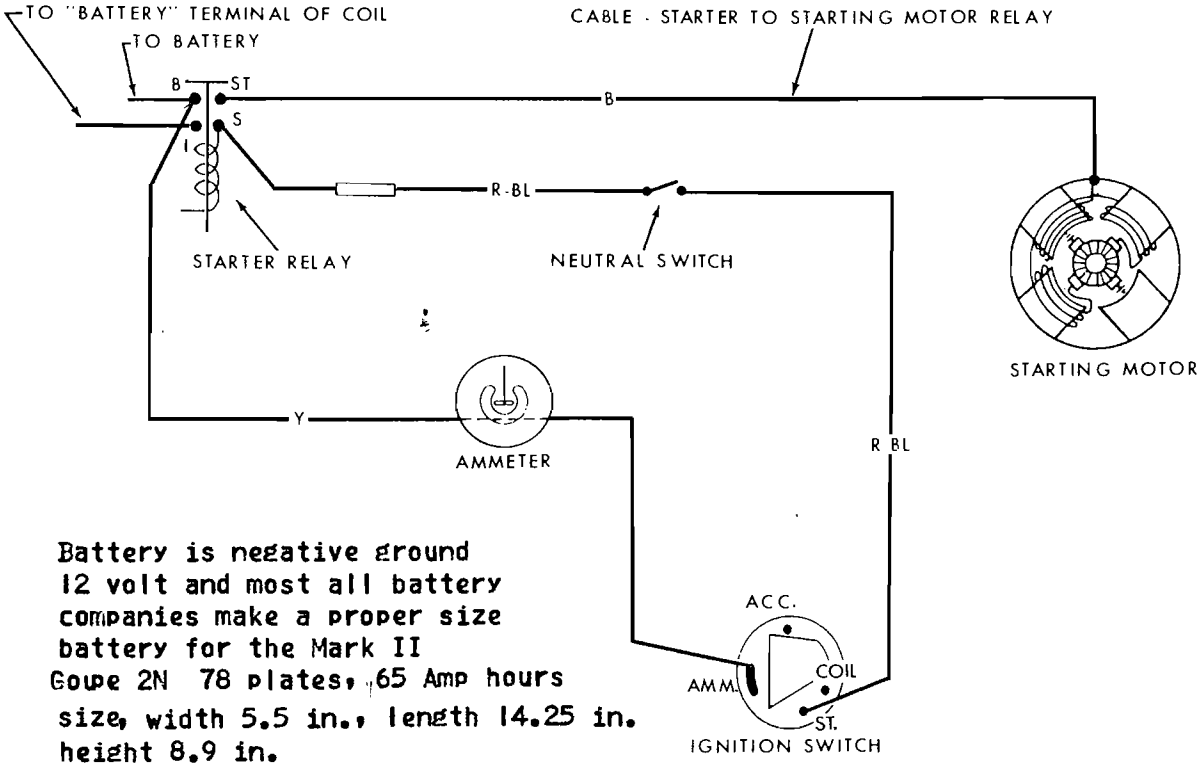


ELECTRICAL SYSTEM



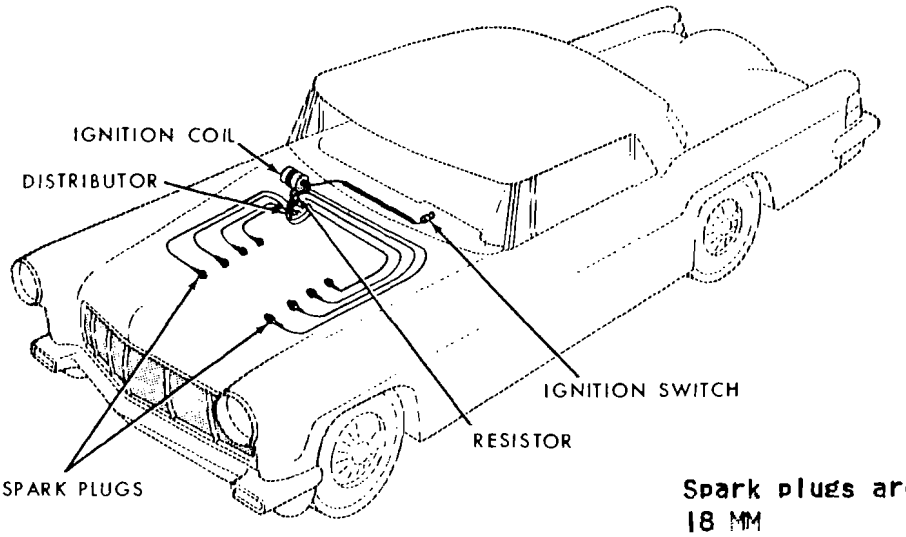
WIRING COLOR CODE

R-BL	RED – BLUE BAND
Y	YELLOW
Y-B	YELLOW – BLACK BAND
B	BLACK



Battery is negative ground
12 volt and most all battery companies make a proper size battery for the Mark II Coupe 2N 78 plates, 65 Amp hours size, width 5.5 in., length 14.25 in. height 8.9 in.

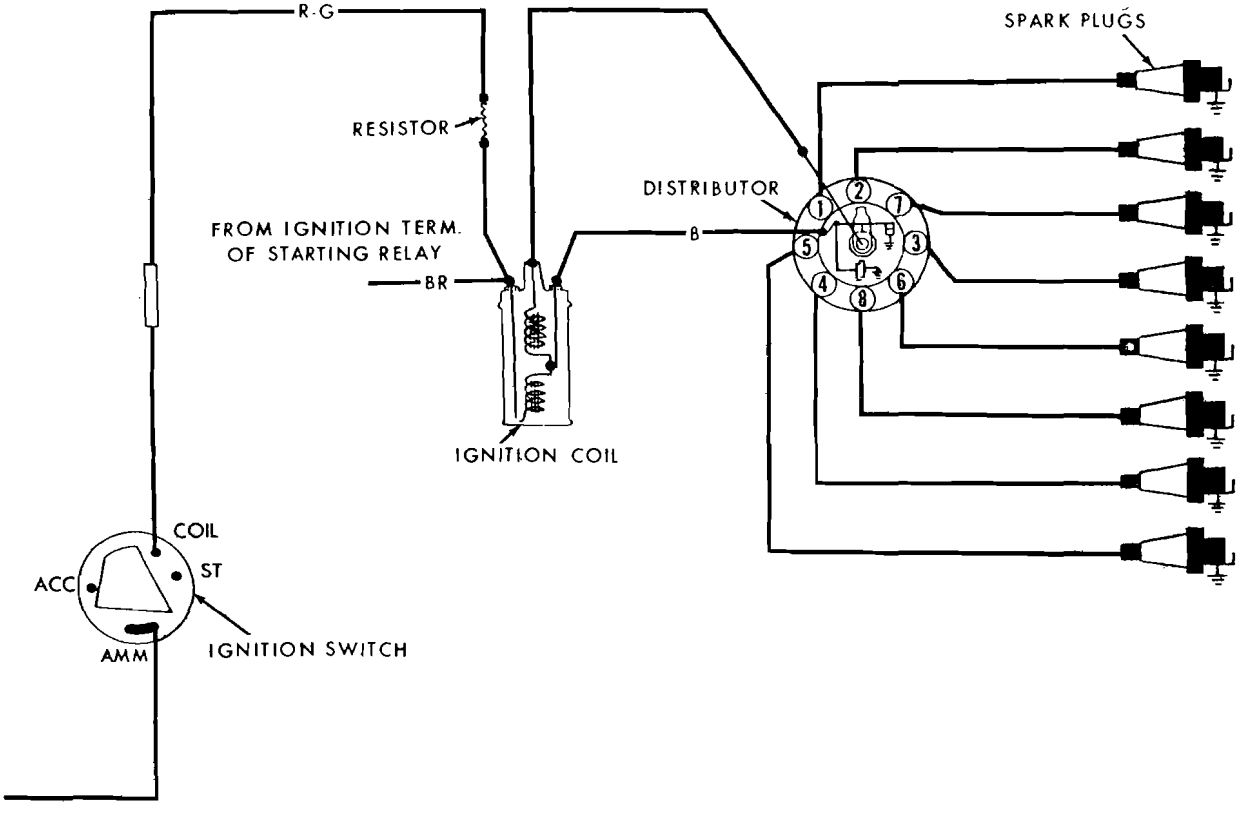
ELECTRICAL SYSTEM



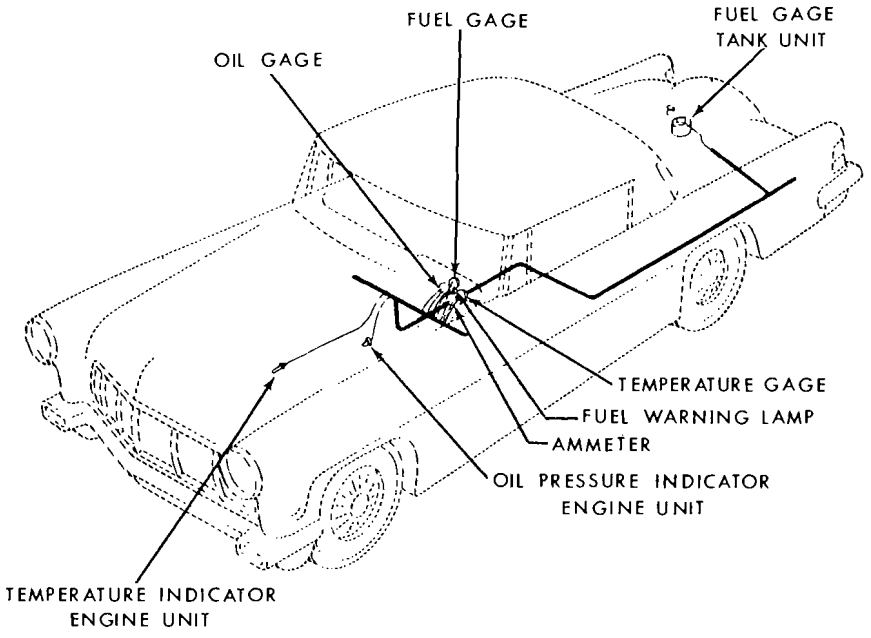
WIRING COLOR CODE

B- BLACK
B-O BLACK – ORANGE BAND
R-G RED – GREEN BAND
BR- BROWN

Spark plugs are Champion No. 860
18 MM
gap .032 to .036 in.

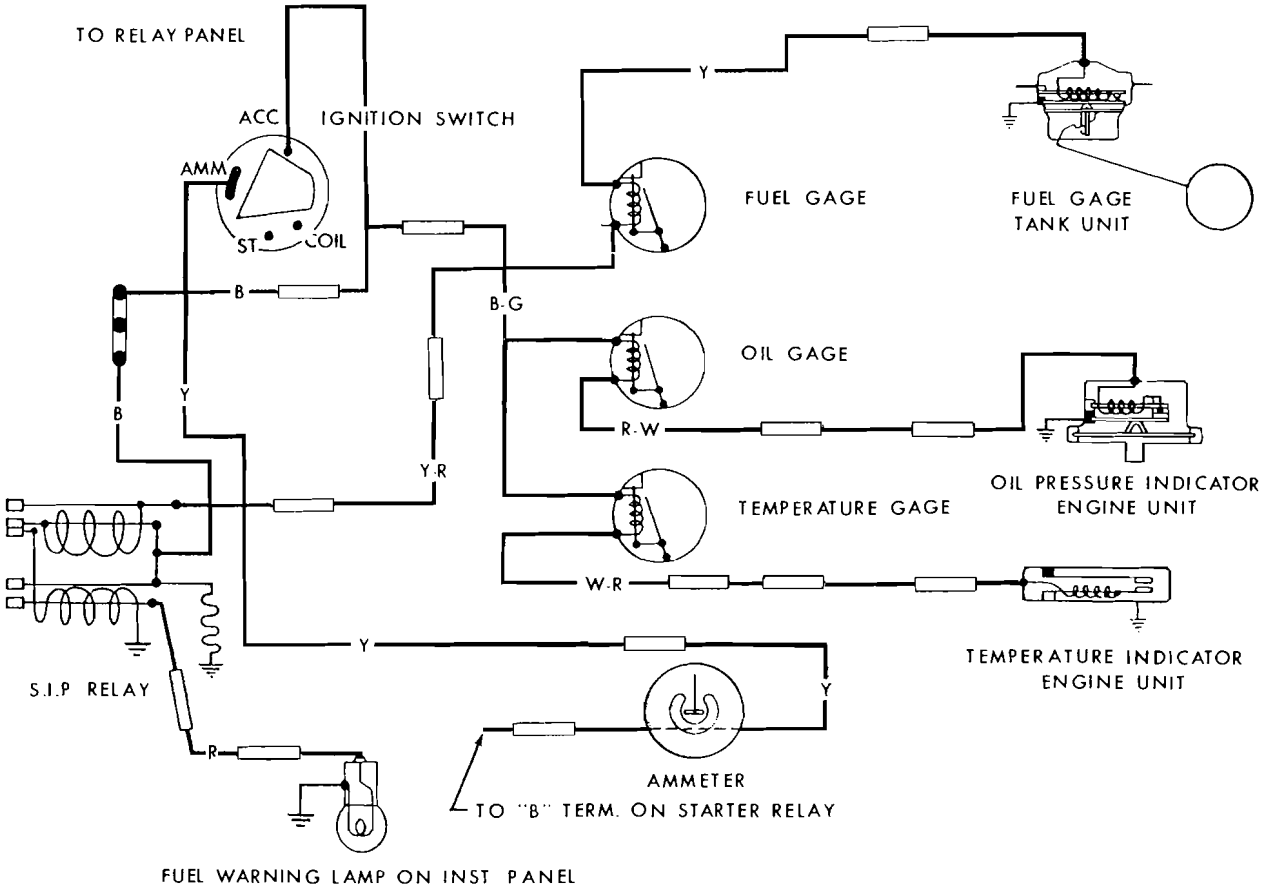


ELECTRICAL SYSTEM



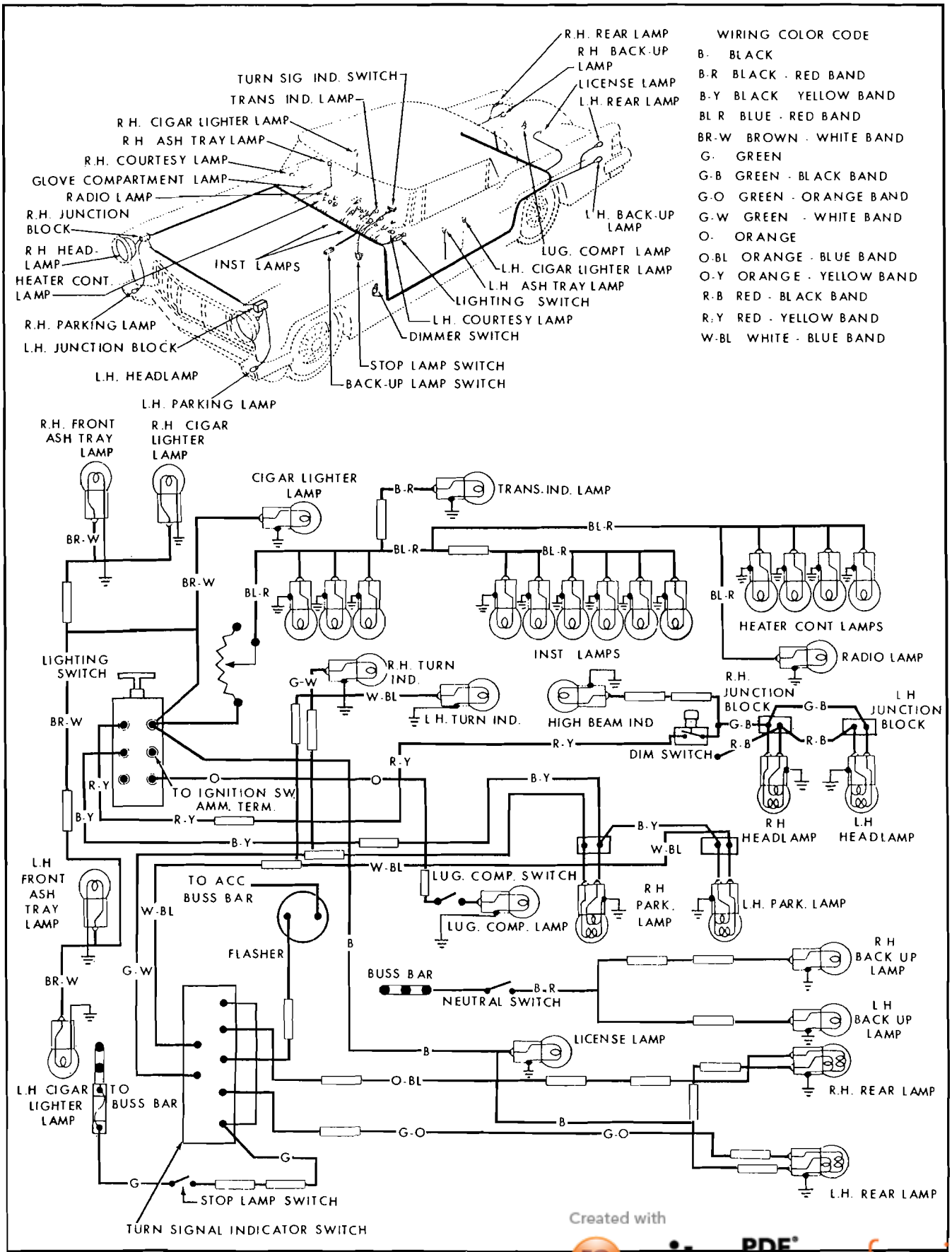
WIRING COLOR CODE

B-	BLACK
B-G	BLACK - GREEN BAND
R-W	RED - WHITE BAND
W-R	WHITE - RED BAND
Y-	YELLOW
Y-R	YELLOW - RED BAND
R-	RED



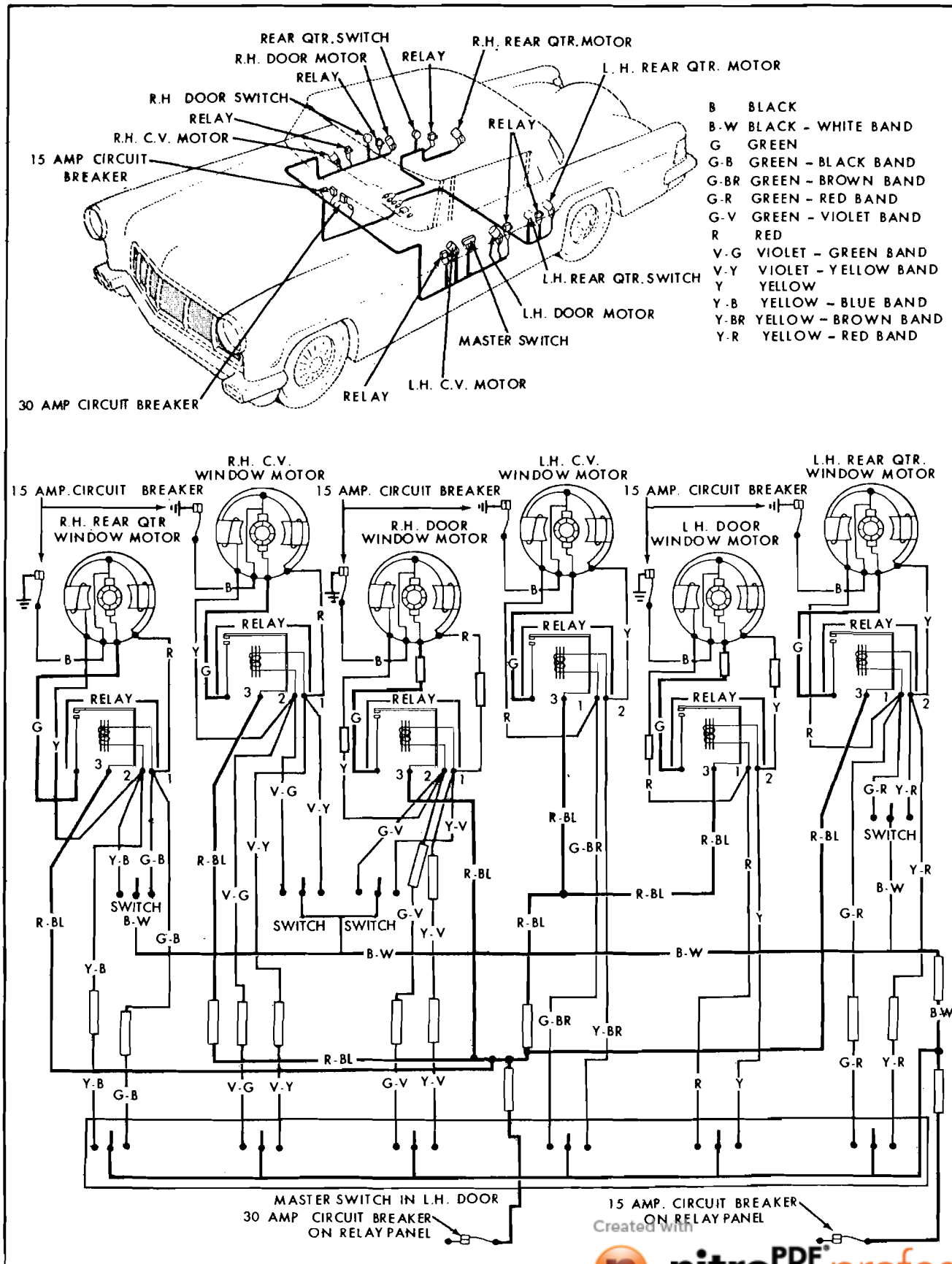
-Gage Circ

ELECTRICAL SYSTEM



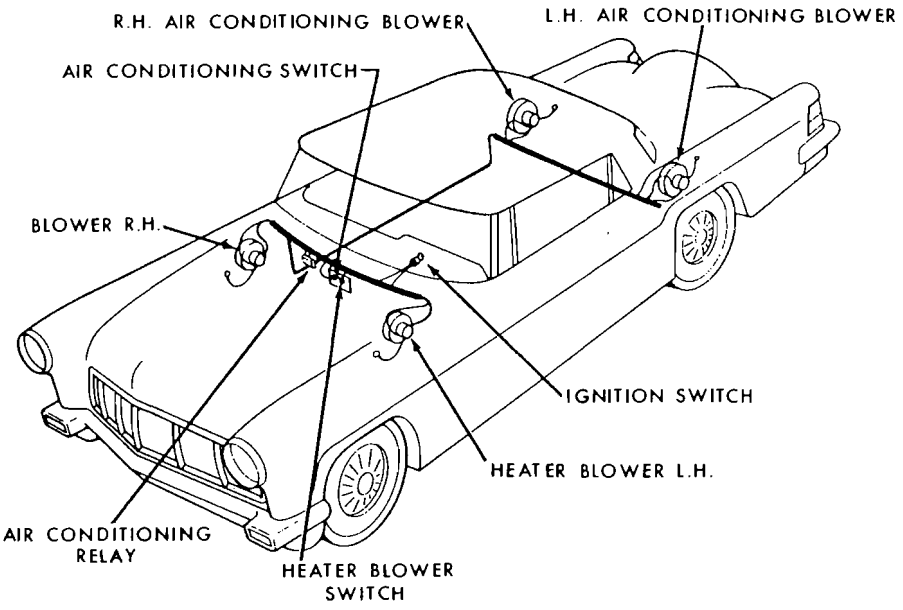
–Exterior and Instrument Lamp Circuits ...urn Signal Circuit

ELECTRICAL SYSTEM



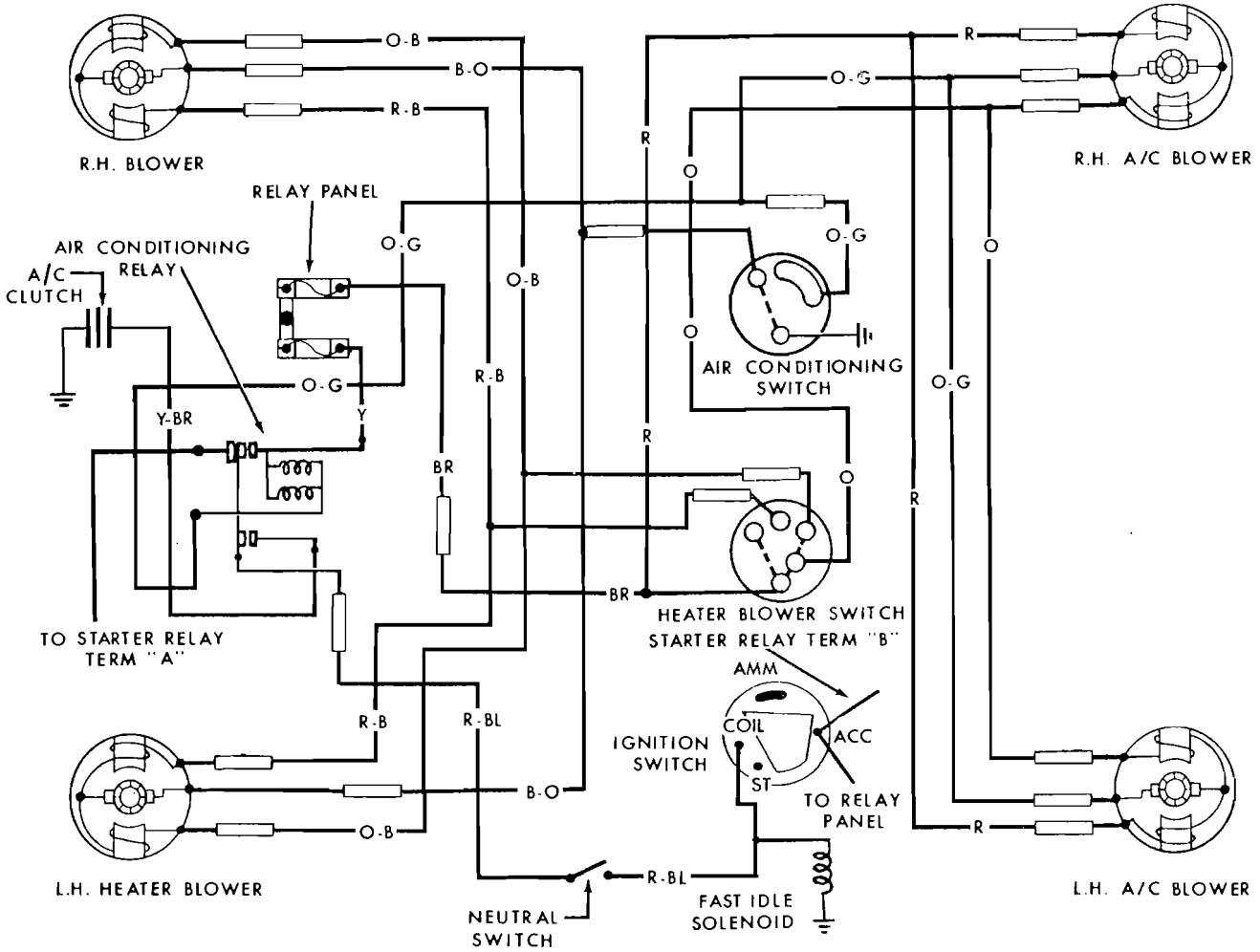
Window Regulator Circuit

ELECTRICAL SYSTEM

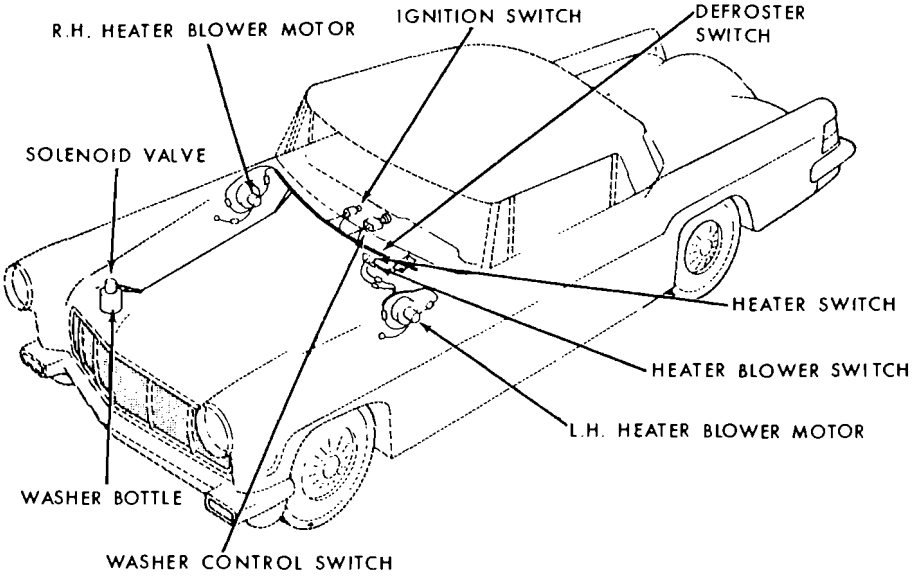


WIRING COLOR CODE

B-O	BLACK – ORANGE BAND
BR-	BROWN
O-	ORANGE
O-B	ORANGE – BLACK BAND
O-G	ORANGE – GREEN BAND
R-	RED
R-B	RED – BLACK BAND
R-BL	RED – BLUE BAND
W-R	WHITE – RED BAND
Y	YELLOW
Y-B	YELLOW – BLACK BAND

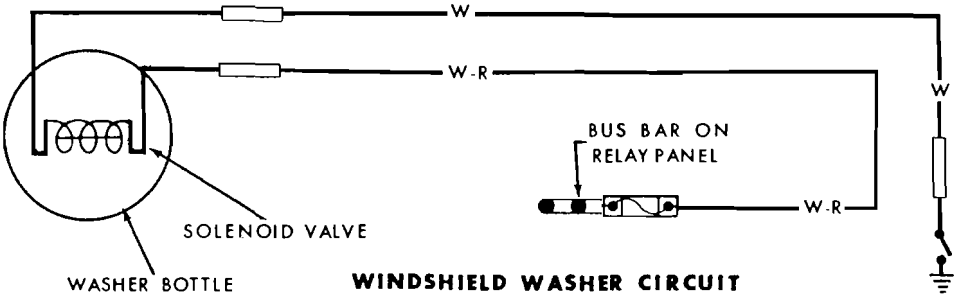


ELECTRICAL SYSTEM



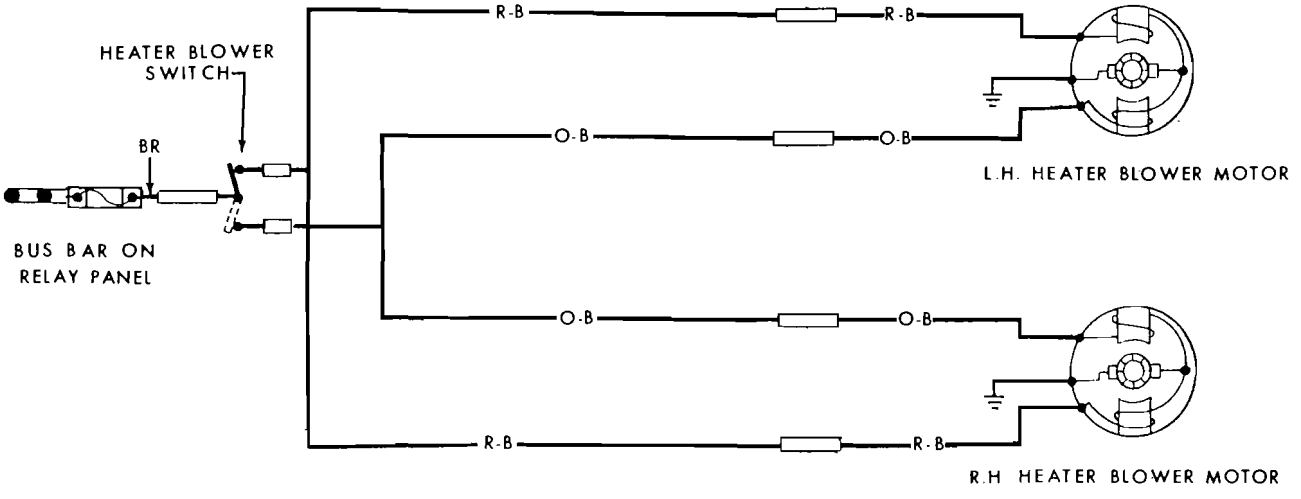
WIRING COLOR CODE

BR- BROWN
O-B ORANGE – BLACK BAND
R-B RED – BLACK BAND
W- WHITE
W-R WHITE – RED BAND



WINDSHIELD WASHER CIRCUIT

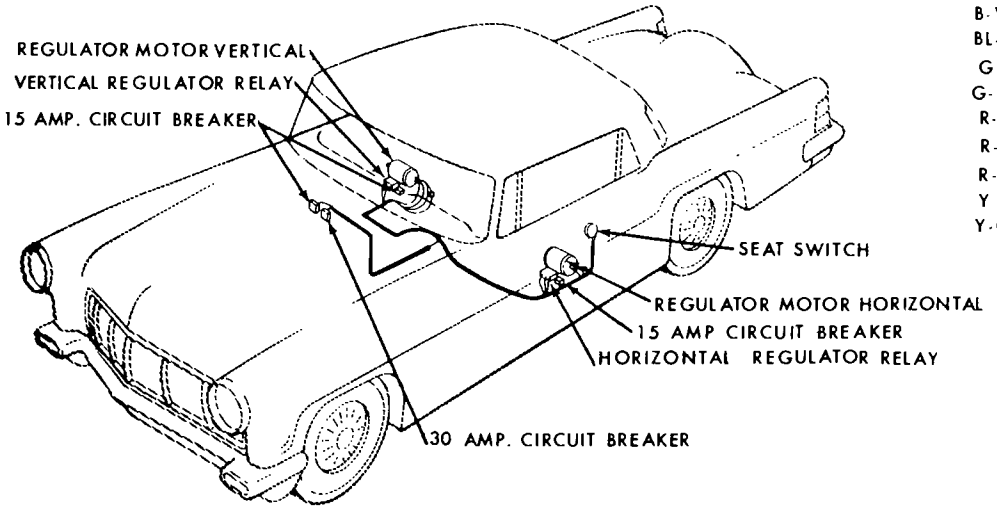
WASHER CONTROL SWITCH



HEATER BLOWER CIRCUIT

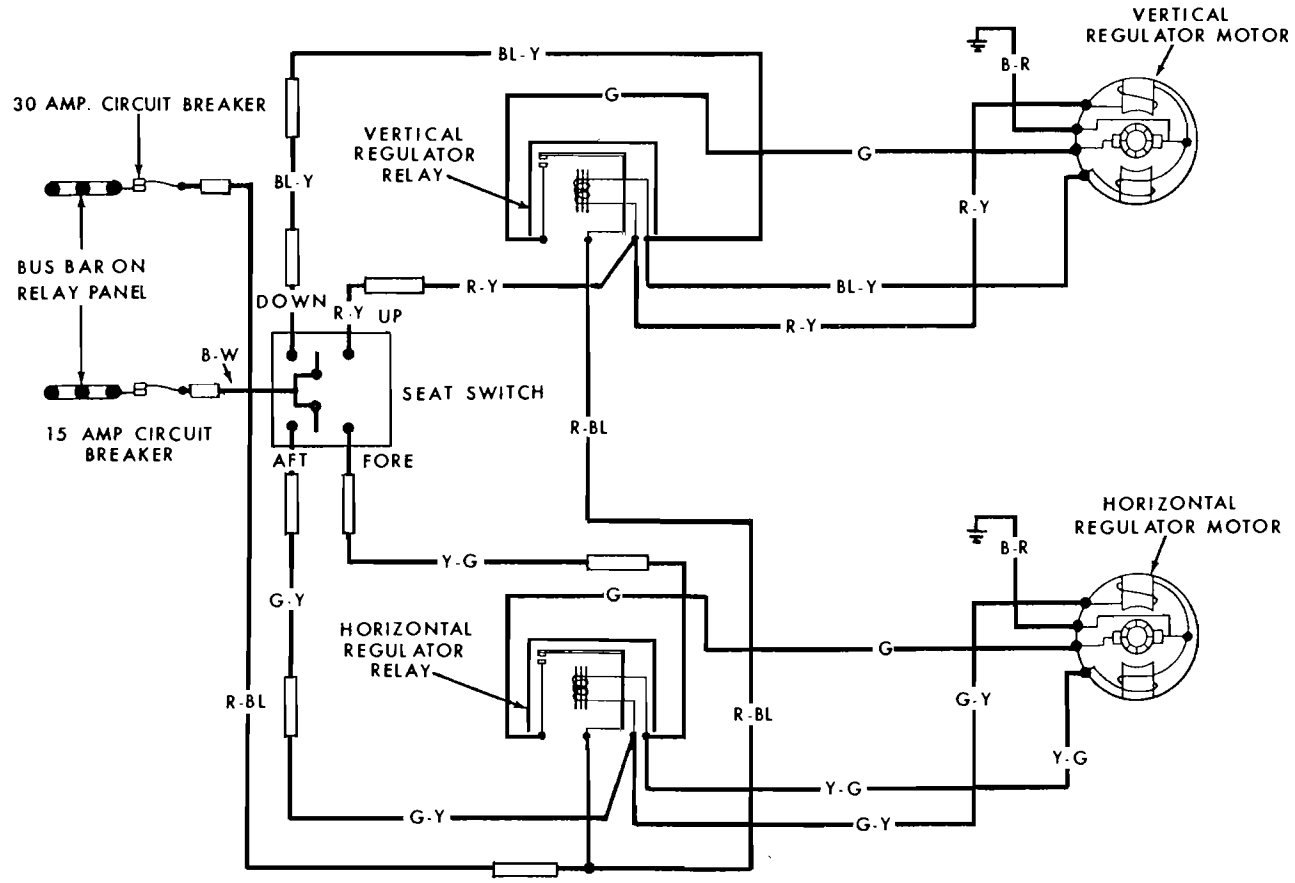
—Heater Blower Circuit and [illegible] Circuit

ELECTRICAL SYSTEM



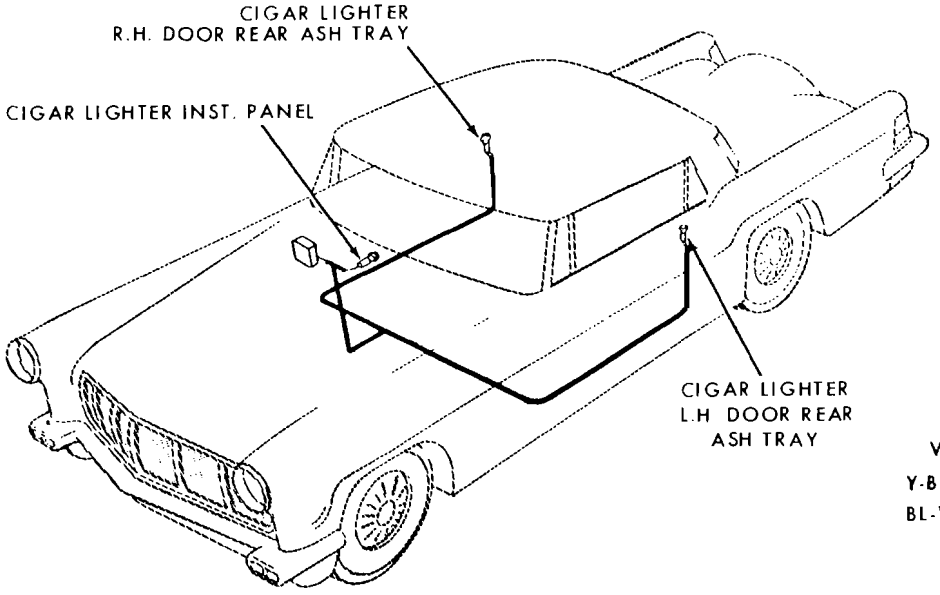
WIRING COLOR CODE

B-R	BLACK – RED BAND
B-W	BLACK – WHITE BAND
BL-Y	BLUE – YELLOW BAND
G	GREEN
G-Y	GREEN – YELLOW BAND
R	RED
R-BL	RED – BLUE BAND
R-Y	RED – YELLOW BAND
Y	YELLOW
Y-G	YELLOW – GREEN BAND



There are eight identical relays in the Mark II. Two in each door, two for the seat, and one each for the quarter window motors. They are available new.

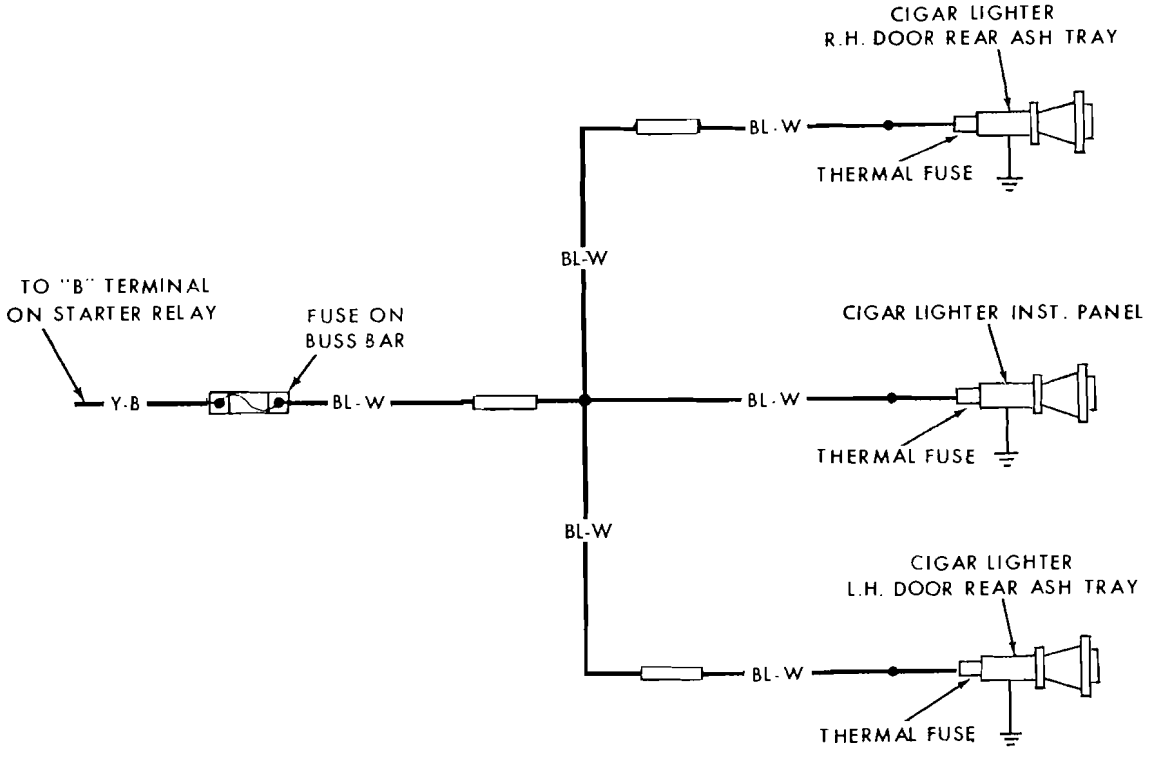
—Four-Way Seat



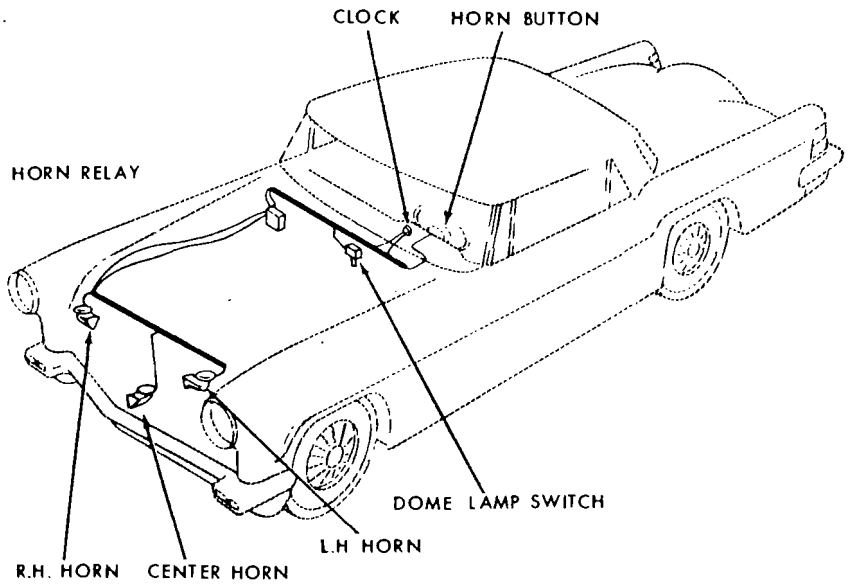
WIRING COLOR CODE

Y-B YELLOW BLACK BAND

BL-W BLUE WHITE BAND

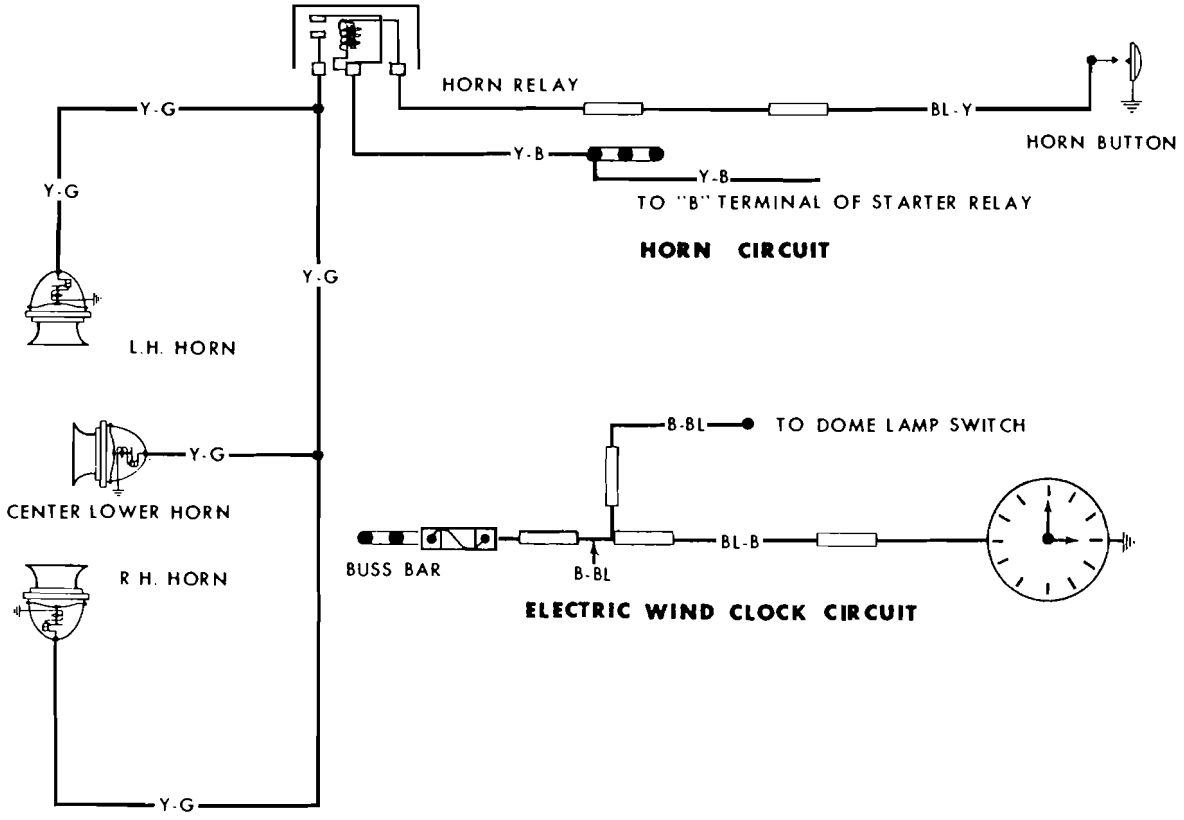


ELECTRICAL SYSTEM



WIRING COLOR CODE

B-BL	BLACK – BLUE BAND
BL-B	BLUE – BLACK BAND
BL-Y	BLUE – YELLOW BAND
Y-B	YELLOW – BLACK BAND
Y-G	YELLOW – GREEN BAND

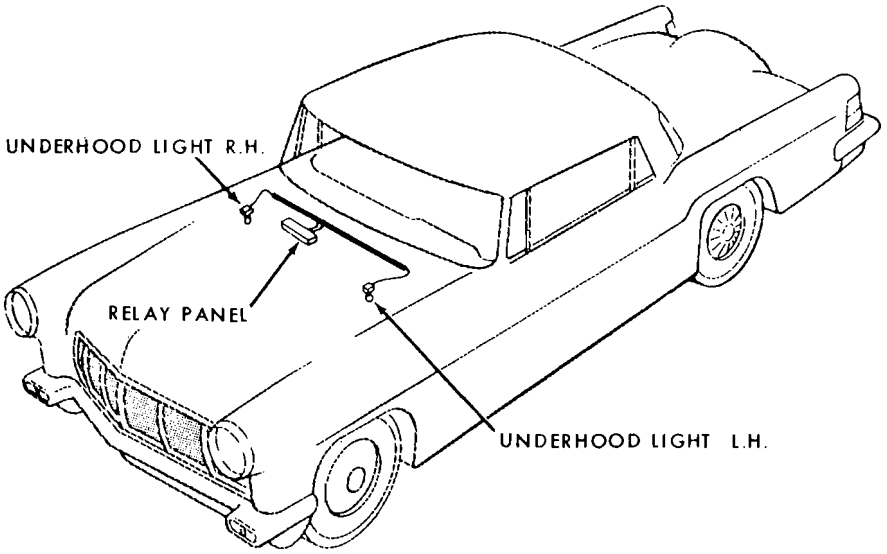


HORN CIRCUIT

ELECTRIC WIND CLOCK CIRCUIT

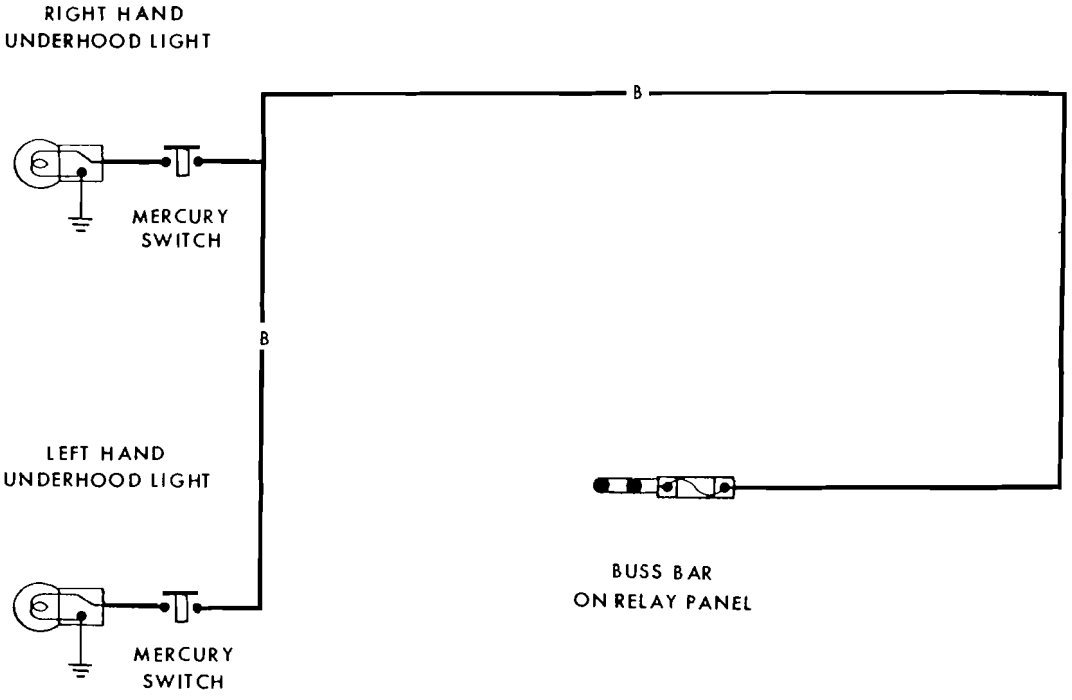
-Horn and Clock Circuits

ELECTRICAL SYSTEM



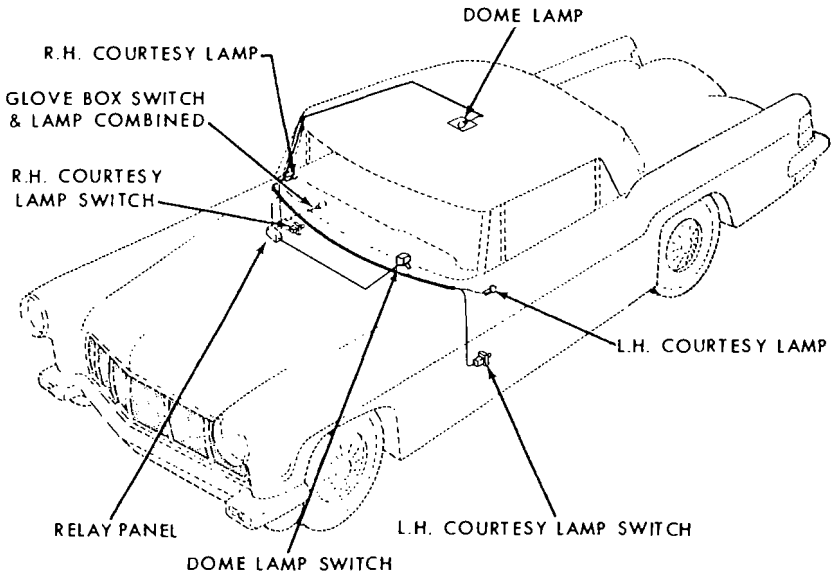
WIRING COLOR CODE

B BLACK

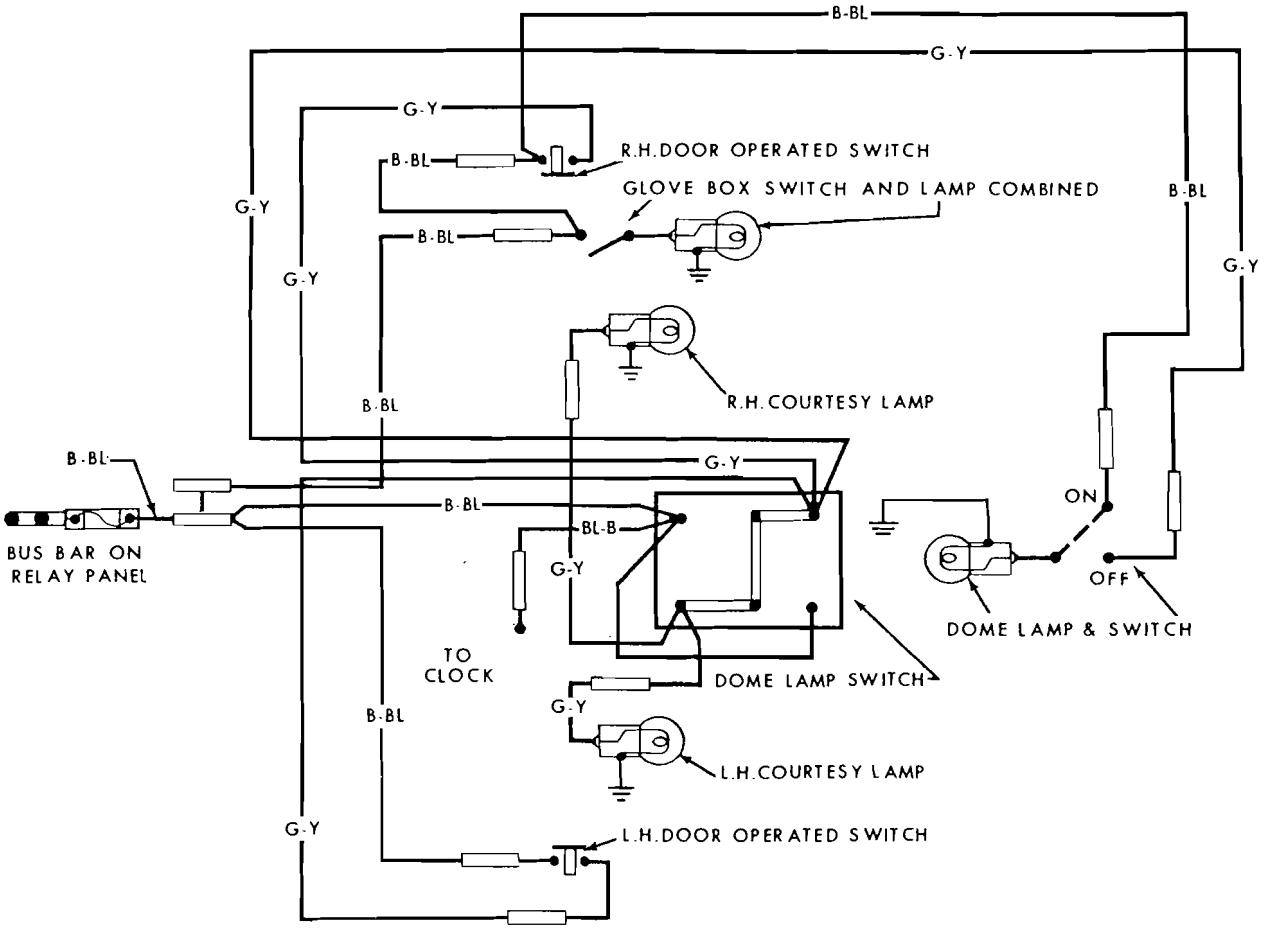


—Underhood Lamp

ELECTRICAL SYSTEM

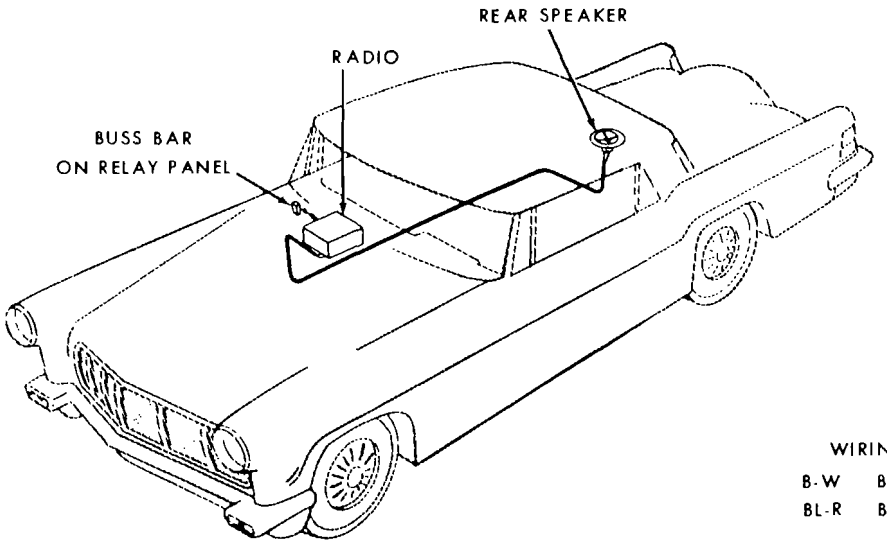


WIRING COLOR CODE
B-BL BLACK - BLUE BAND
G-Y GREEN - YELLOW BAND
BL-B BLUE - BLACK BAND



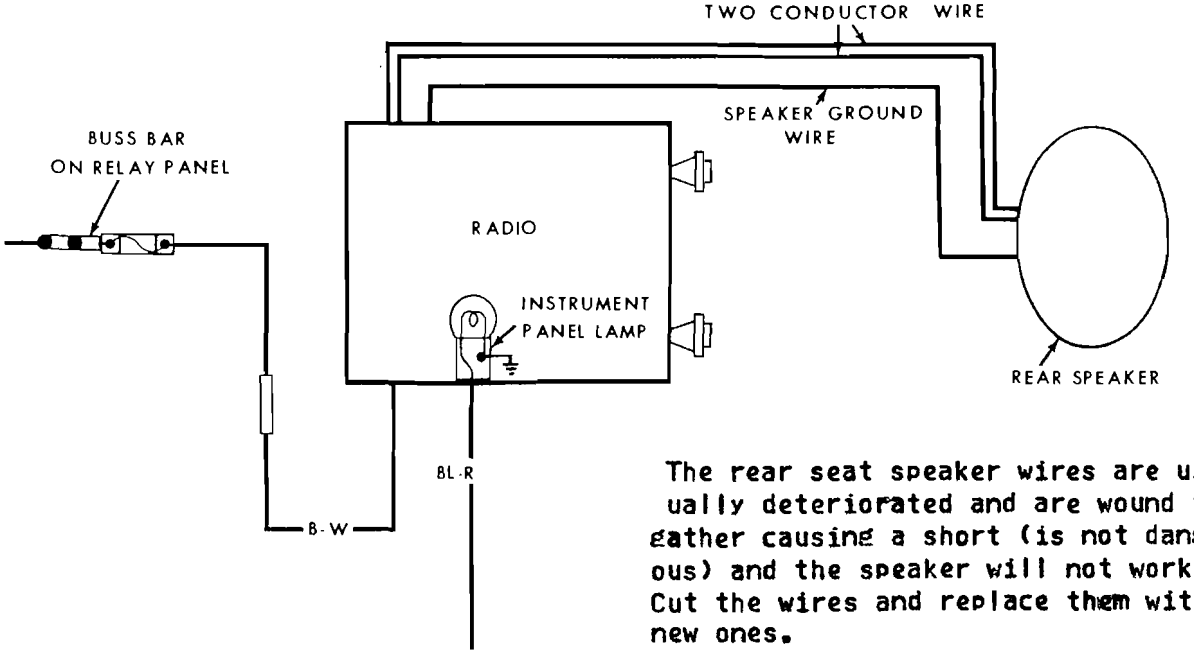
—Courtesy Lamp and Dome Lamp Circuits

ELECTRICAL SYSTEM



WIRING COLOR CODE

B-W BLACK WHITE BAND
BL-R BLUE RED BAND



The rear seat speaker wires are usually deteriorated and are wound together causing a short (is not dangerous) and the speaker will not work. Cut the wires and replace them with new ones.

LUBRICATION

Engine Lubricating System

A pressure lubricating system employing a full flow oil filter is incorporated in the Continental Mark II engine.

The rotor type oil pump, mounted externally at the lower left rear of the cylinder block is driven by the distributor through an intermediate shaft. Thus the oil pump and distributor are driven at camshaft speed.

The oil supplied to the oil pump passes from the intake screen assembly of the oil pan into the oil pump inlet tube which is mounted on the left side of the oil pan. A spring loaded relief valve in the oil pump controls the pressure of the system. The oil relieved by the relief valve is directed back to the intake side of the pump.

The oil leaves the pump directly through a passage in the block which directs the oil to the filter assembly.

LUBRICATION DESCRIPTION

Regular lubrication and preventive maintenance is necessary for continued peak performance of a vehicle. The primary purpose of using a lubricant is to reduce friction between moving parts, thereby extending the life of such parts. The following is presented as an aid to proper lubrication and maintenance. This section covers lubrication points, mileage intervals, recommended lubricants, and miscellaneous operations.

ENGINE LUBRICATING SYSTEM DESCRIPTION

A pressure lubricating system is used in the Continental Mark II engine. The oil pump is driven by the distributor shaft through a hex-type intermediate shaft. Oil is supplied to the pump from the oil pan through the intake screen assembly and pump inlet tube. The oil leaves the pump through a passage in the block which directs the oil to a full flow oil filter, where the oil is filtered. See figure 1. The oil then passes from the oil filter to the main oil passage which extends the full length of the block. The main oil passage supplies oil to main bearings, camshaft bearings, hydraulic valve lifter supply lines, etc. For further details regarding engine lubrication, refer to "Engine Section".

OIL CHANGE

The engine oil should be changed every 2,000 miles or once every 3 months, whichever occurs first, under normal driving conditions.

If the vehicle is operated in dusty or sandy areas, it may be necessary to make more frequent oil changes. The crankcase inlet air filter cap substantially decreases the amount of gritty and abrasive materials which enter the crankcase, however, some of the harmful materials will contaminate the oil.

In cold weather operation, where short runs do not allow the engine time to reach normal operating temperature, water may accumulate in the crankcase from condensation. The accumulation of impurities in the oil, along with condensation, form a sludge. The sludge interferes with proper oil circulation and may cause clogging of screens and passages. To keep this condition at a minimum, it is recommended that the vehicle be driven sufficiently to maintain normal engine temperature.

IMPORTANT: Always drain the crankcase after the engine has reached normal operating temperature. This will help to eliminate the possibility of foreign particles clinging to the sides of the oil pan and to parts of the engine.

OIL RECOMMENDATIONS

The factory-fill oil used in the Continental Mark II engine crankcase is the Service MS type. As previously mentioned, this oil should be drained after the first 2,000 miles of vehicle operation and the refill oil to be used can be determined from the following:

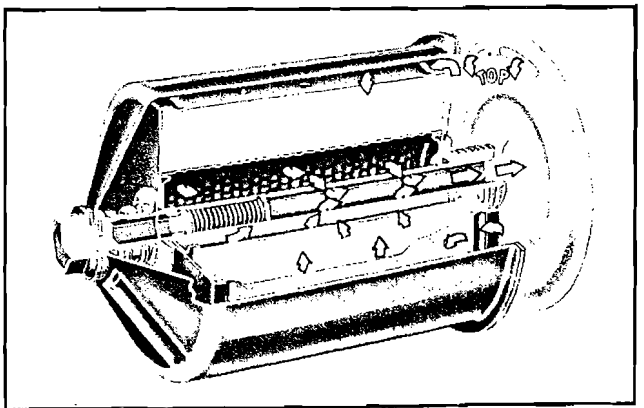


Fig. 1--Full Flow Oil Filter

LUBRICATION

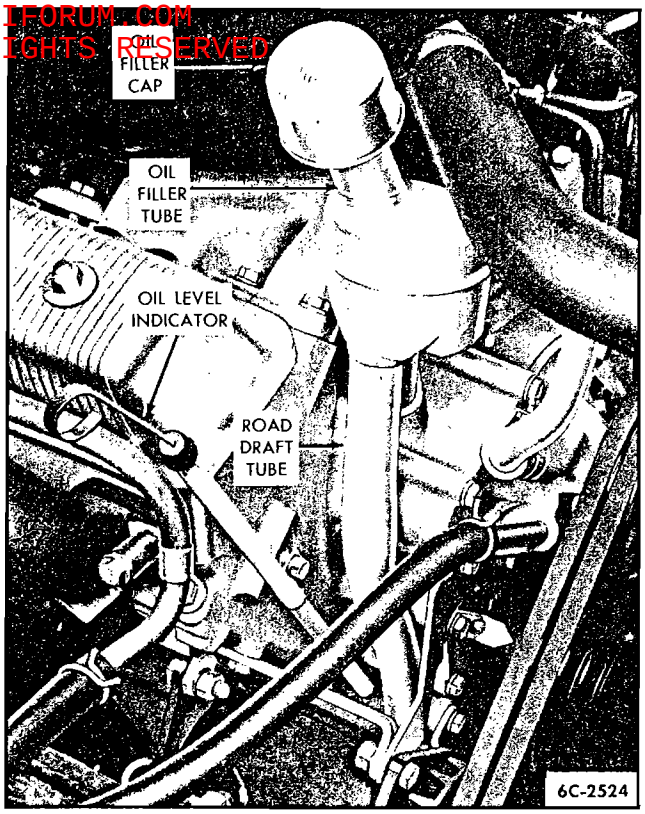


Fig. 2—Oil Level Indicator and Combination Oil Filler and Road Draft Tube

S.A.E. VISCOSITY	AT EXPECTED TEMPERATURES
S.A.E. 20 or 20W	+32° F. and above
S.A.E. 10 or 10W	−10° F. to +32° F.
S.A.E. 5W	−10° F. and below

QUALITY: The Continental Mark II engine is equipped with hydraulic tappets which present a special lubricating condition requiring the use of SERVICE MS or DG classification oils exclusively.

The American Petroleum Institute provides the following explanation for SERVICE MS or DG oils:

Service MS-DG

This oil is designed for use as a HEAVY DUTY lubricant. It is recommended for engines where severe low temperature service such as start and stop driving, or high temperature service is required.

OIL LEVEL

The engine requires five (5) quarts of oil, this being the refill capacity. When the oil filter cartridge is changed, one (1) additional quart of oil is required.

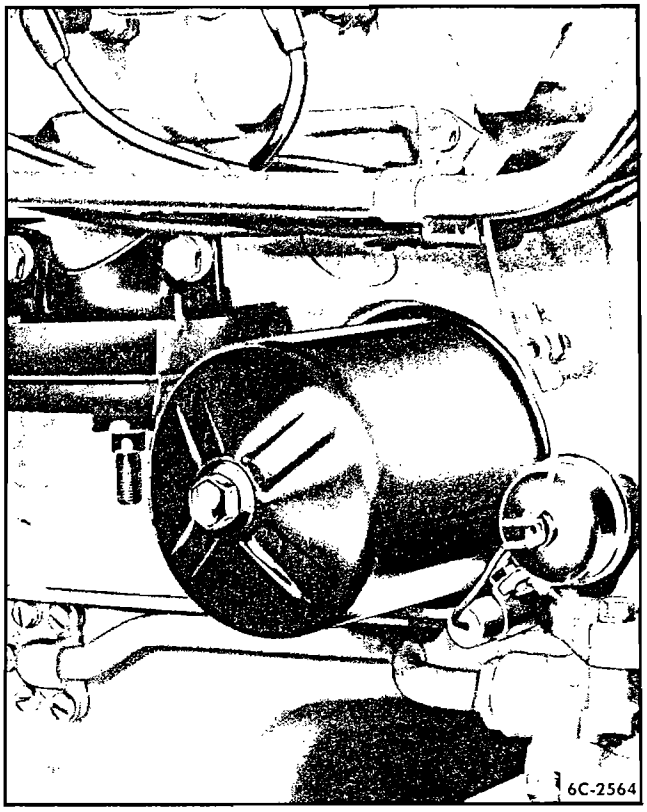


Fig. 3—Location of Oil Filter on Engine

The oil level should be checked regularly and maintained between the "add oil" and "full" marks on the oil level indicator. The oil level indicator extends down into the oil pan through a guide in the right side of engine. See figure 2. Whenever the oil level drops to the "add oil" range it requires two (2) quarts of oil to bring it up to "full". Do not overfill.

To obtain an accurate reading when checking the oil level, be sure the vehicle is on a level surface and that a 2 or 3 minute interval has elapsed after turning engine off.

OIL FILTER

The oil filter cartridge should be changed at the first 2,000 miles of vehicle operation when the factory-fill oil is changed. Then, under normal driving conditions, it is recommended that the oil filter cartridge be replaced every 4,000 miles. In dusty areas it may be necessary to change filter cartridge more often.

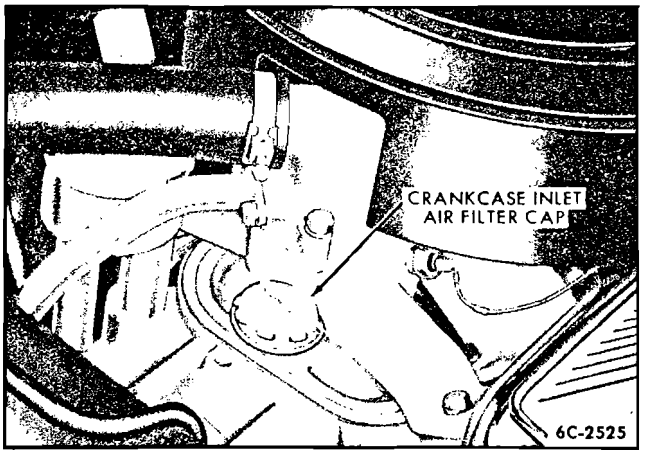
The location of the oil filter makes it necessary that removal and replacement be accomplished under the vehicle. See figure 3.

Oil in the crankcase should be changed each time a new oil filter cartridge is installed, and an extra quart of oil added to provide for the filter.

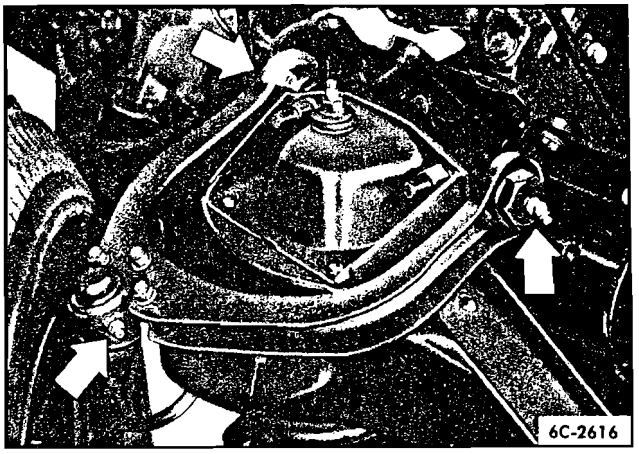
For a complete description and principles of operation of the oil filter, see "Engine Section".

LUBRICATION

This cap is a 1956 type Note the kind of hose clamp



–Location of Crankcase Inlet Air Filter Cap



Front Suspension

CRANKCASE VENTILATION

A completely new ventilation system with newly located inlet air filter, baffle, and a combination oil filler and road draft tube, provides more positive crankcase ventilation. The inlet air filter cap, located on the front of the valve push rod cover, permits filtered air to enter the engine. A baffle in the oil pan directs the fume-laden air up through the oil filler tube and into the road draft tube where the air is expelled from the engine. The combination oil filler and road draft tube employs a special oil trap to prevent any possibility of oil pullover at high speeds.

To assure proper operation, the crankcase inlet air filter cap must be cleaned and oiled periodically. Under normal operation, this should be done every 2,000 miles. In dusty areas, it may be necessary to clean the filter cap more often.

To clean, remove the crankcase inlet air filter cap from valve push rod cover by turning cap counterclockwise approximately 1/2 turn. See figure 4. Rinse in cleaning solvent, dry with air pressure and saturate filter element with engine oil.

LUBRICATION RECOMMENDATIONS — CHASSIS AND BODY LUBRICATION

Chassis and body lubrication is recommended every 2,000 miles. At intervals of 4,000 miles, 6,000 miles, etc., various other items require attention and lubrication.

NOTE: Before lubricating points which have grease fittings, wipe dirt from the fittings.

2,000 Miles — Chassis

1. ENGINE. Change oil in crankcase. See "Oil Change" in this section for details.
2. CARBURETOR AIR CLEANER. Wash in suitable solvent and drain. Refill with engine oil S.A.E. 50 in temperatures above +32° F. and S.A.E. 20 in temperatures below +32° F. Capacity, 1 pint.
3. CRANKCASE INLET AIR FILTER CAP. Remove cap and wash in cleaning solvent and drain. Wet element with engine oil when dry.
4. FRONT SUSPENSION. Lubricate eight lubrication points, four on each side, with chassis lubricant. Use pressure gun. See figure 5.

   CAUTION: *Do not lubricate rubber bushings.*
5. STEERING IDLER ARM BUSHINGS, TIE ROD AND CONNECTING LINK BALL STUDS. Lubricate seven lubrication points with chassis lubricant. Use pressure gun. See figure 6.

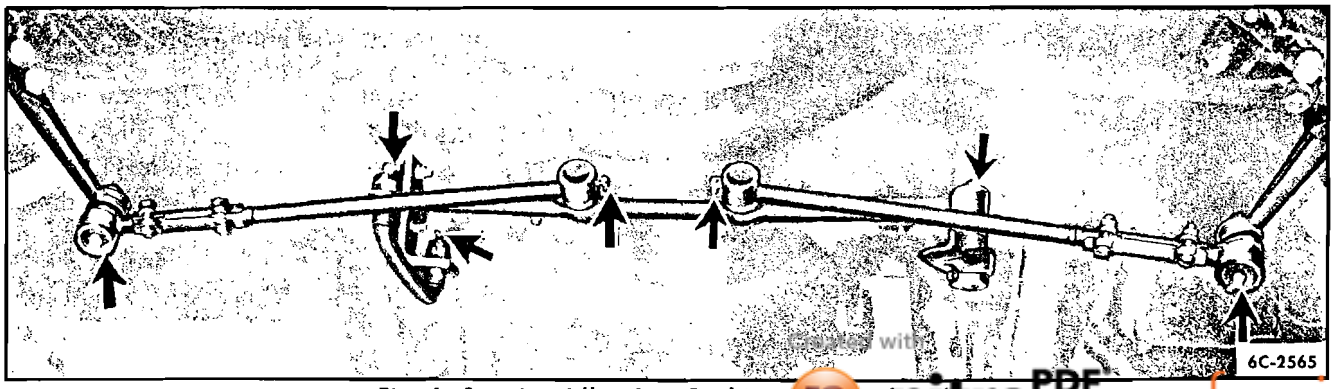


Fig. 6—Steering Idler Arm Bushings, Tie Rod and Connecting Link Ball Stu

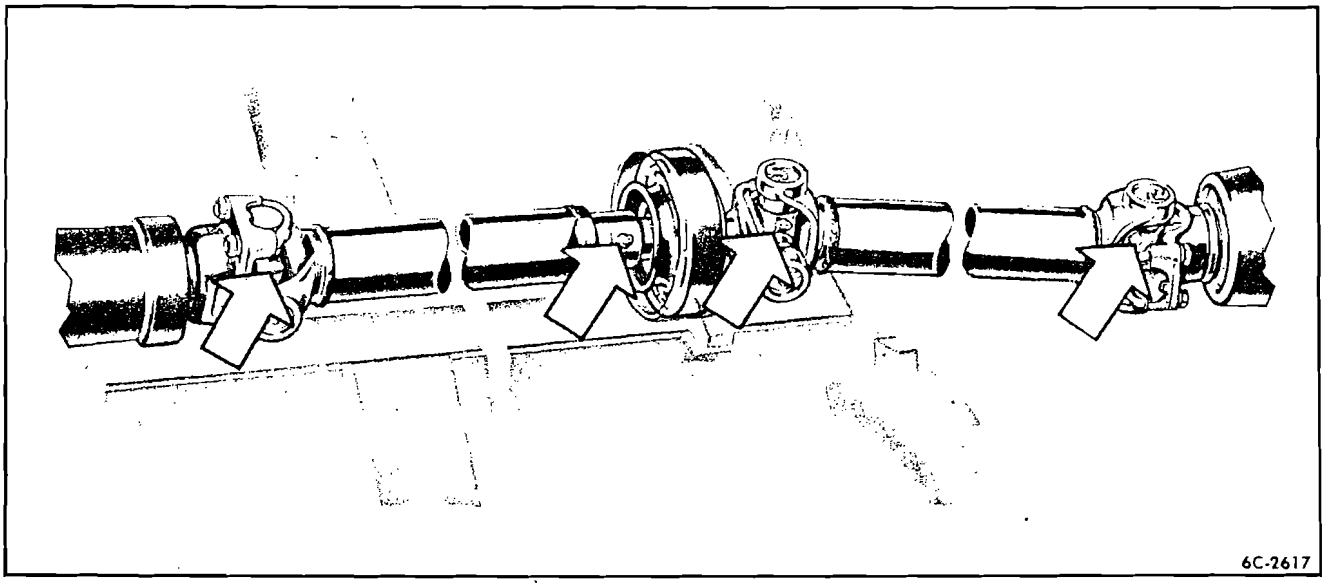


Fig. 7—Universal Joints

6. UNIVERSAL JOINTS. Lubricate four lubrication points with chassis lubricant. Use hand gun to avoid possibility of damaging seals. See figure 7.
7. REAR SPRING SHACKLE BUSHINGS. Lubricate four lubrication points, two on each side, with chassis lubricant.Use pressure gun. See figure 8.
8. STEERING STOPS. Daub on lubriplate at two stops, one on each side.
9. TRANSMISSION. Check fluid level according to the following procedure:
   a. With the selector lever in "N" (Neutral) position and the emergency brake applied, run the engine approximately four minutes at idle speed.

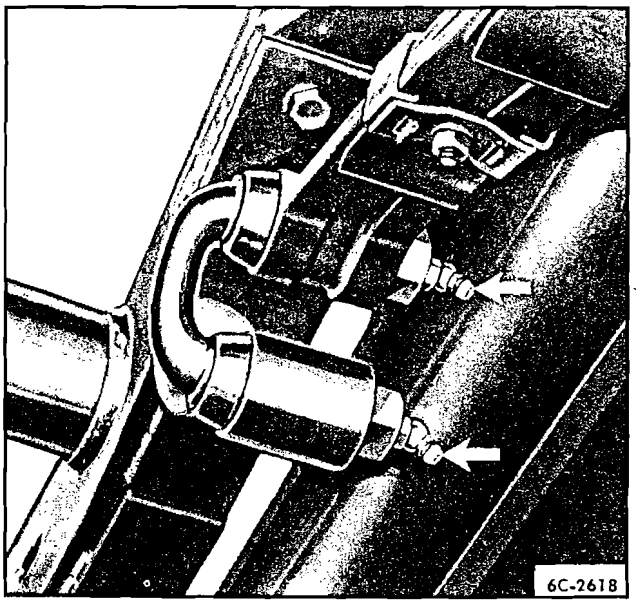


Fig. 8—Rear Spring Shackle

   b. With the engine on slow idle, move the selector lever to the "P" (Park) position. NOTE: When engine and transmission are at normal operating temperature, move the selector lever through all ranges to assure fluid distribution throughout the transmission.
   c. Raise the hood and wipe top of fluid level indicator. See figure 9.
   d. Remove indicator and read fluid level.
   e. Add automatic transmission fluid type "A" part number 8L-19582, if necessary to bring the fluid level to the "Full" mark on the indicator.
   f. Replace fluid level indicator.
10. REAR AXLE HOUSING. Check lubricant level and add if required. Clean filler plug and surrounding area before removing plug. Lubricant level should be maintained at filler hole opening. Use lubricant LA-19581, S.A.E. 90, winter and summer.
11. POWER STEERING PUMP RESERVOIR. Check fluid level and add as required to bring up to "full" mark. Use automatic transmission fluid type "A", part number 8L-19582. See figure 10.
12. BRAKE MASTER CYLINDER. Check fluid level and add if required. Correct level is 1/4" from top of filler opening. Use hydraulic brake fluid, part number HACA-19542. See figure 11.
13. EXHAUST THERMOSTAT VALVE. Apply lock fluid, part number B4A-19587-A, or penetrating oil with graphite mix, to shaft bearings.
14. BATTERY. Check electrolyte level. Level

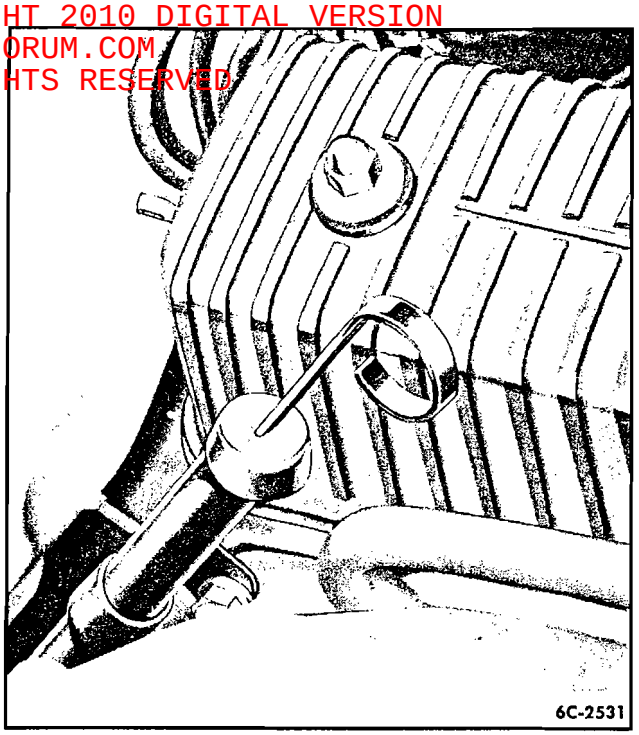


Fig. 9—Transmission Oil Level Indicator and Filler Tube

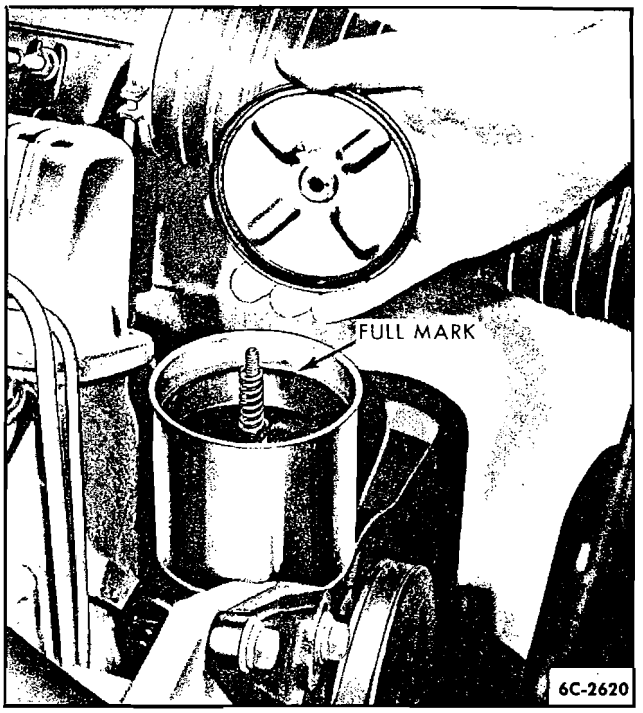


Fig. 10—Power Steering Pump Reservoir

should just cover ring in bottom of filler well. Add distilled or purified tap water if required. Do not use rain or well water. DO NOT OVERFILL. Check for worn or corroded cables. Terminals should be clean and tight.

15. COOLING SYSTEM. Check radiator coolant level. In winter, test anti-freeze solution.
16. FUEL PUMP. Check sediment bowl and clean if necessary. (Replace fuel pump filter element at first 2,000 miles and every 4,000 miles thereafter).
17. TIRES. Check all tires for correct pressure. CAUTION: *Tires cannot be inflated correctly when HOT. Pressure normally increases as tires heat up when driving. Do not deflate tires to offset this increase in pressure.*

2,000 Miles — Body

1. DOOR LOCKS. Apply lubriplate, part number 8L-19586, sparingly to striker plate and rotor.
2. DOOR CHECK ARMS. Apply lubriplate, part number 8L-19586, sparingly.
3. DOOR HINGES. Apply light engine oil at holes provided at hinge joints (four lubrication points at each door).
4. HOOD LOCK. Apply lubriplate, part number 8L-19586, to lock dowel catch.
5. HOOD HINGES. Apply light engine oil to hinge assembly pivots, four points at each hinge. Apply lubriplate, part number 8L-19586, to spring (one at each hood hinge).
6. LUGGAGE COMPARTMENT DOOR LOCK. Apply lubriplate, part number 8L-19586, to rotor.
7. LUGGAGE COMPARTMENT DOOR HINGES. Apply light engine oil to hinge assembly pivots.

4,000 Miles — Chassis

1. FUEL PUMP FILTER. Replace fuel pump filter element. (Initial change of filter element to be made at first 2,000 miles of vehicle operation).
2. OIL FILTER. Replace oil filter cartridge according to the following procedure:
   a. Place a drip pan on the floor directly under the filter assembly.
   b. Remove the through bolt retaining the filter to the block assembly and remove filter assembly and gasket.

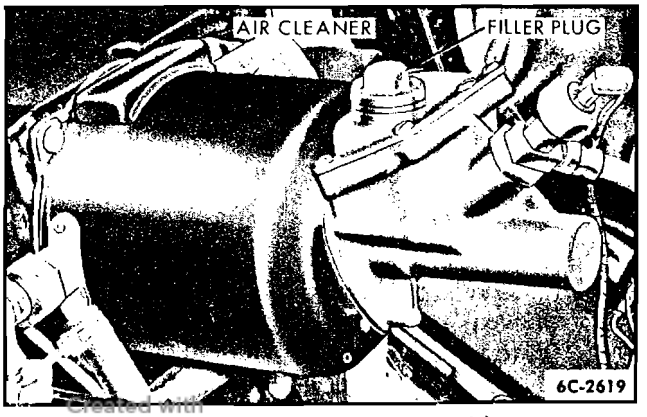


Fig. 11—Power Brake Assembly

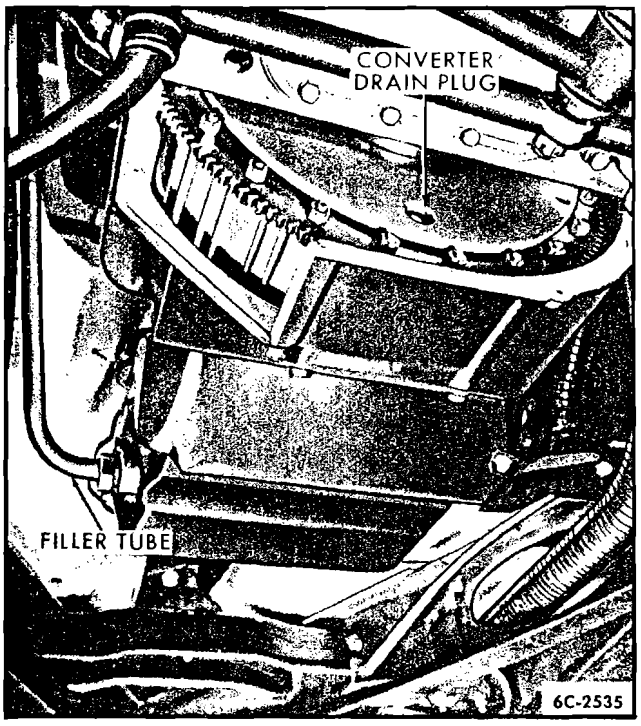


Fig. 12—Transmission Filler Tube and Converter Drain Plug

c. After removal of filter assembly, disassemble by removing filter cartridge, gasket, spring seat, and spring from housing. Remove the center bolt and filter gasket. Discard oil filter cartridge.

d. Wash all parts in a suitable cleaning solvent. Make sure all openings in the center bolt are clean.

NOTE: When assembling oil filter always use new gaskets and filter cartridge.

e. Place new fiber gasket on center bolt and install in oil filter cover.

f. Install the spring, spring seat, new neoprene gasket, and filter cartridge on the center bolt in the filter cover.

NOTE: Be sure the spring seat tangs are engaged to the spring.

CAUTION: *Do not have more than one neoprene gasket between the spring seat and filter cartridge as this may cause the oil by-pass port to be partially covered.*

g. Install a new gasket in the cylinder block recess over the filter diaphragm.

NOTE: If baffle diaphragm has been removed, make sure it is installed with slots at top.

h. Install filter assembly against the gasket and tighten the center bolt just enough so the filter housing touches the gasket. Rotate housing slightly to seat gasket evenly and tighten center bolt 20 to 25 lbs. ft.

i. Start engine and allow it to idle until oil pressure is obtained, then increase engine speed and check for leaks around filter assembly.

j. Check oil level in crankcase and add oil if necessary.

6,000 Miles — Chassis

1. FRONT WHEEL BEARINGS. Clean, inspect, and repack. Use wheel bearing grease, part number MC-19585.
2. DISTRIBUTOR. Place a few drops of engine oil in oil cup. Apply light film of distributor grease, part number 8EL-19575, to cam lobes.

10,000 Miles — Chassis

1. REAR AXLE HOUSING. Drain and refill with lubricant, part number LA-19581, S.A.E. 90. Use winter and summer.
2. POWER BRAKE AIR CLEANER. Wash in cleaning fluid and drain.

16,000 Miles — Chassis

1. TRANSMISSION. The transmission should be drained and refilled, using the following procedure:
   a. Remove converter housing lower plate.
   b. Drain converter by removing one drain plug, then rotate converter 180° and remove the second drain plug. See figure 12.
   c. Drain fluid from transmission by loosening filler tube hex nut and moving filler tube away from pan.
   d. Install transmission filler tube.
   e. Add five (5) quarts of automatic transmission fluid type "A".
   f. Start engine and allow to idle approximately two minutes, then add four (4) quarts of fluid and bring transmission to operating temperature.
   g. Move selector lever through all ranges, then place selector lever in "P" (Park) position and check fluid level. (If oil level is not up to dipstick level mark, add as required.)

   NOTE: The correct fluid level is determined by "FULL" mark on the dipstick rather than by the quantity of fluid added.

16,000 Miles — Body

1. POWER SEAT REGULATOR. Apply lubri- [illegible] part number 8L-19586, sparingly to re[illegible]ator shafts.

LUBRICATION

CAPACITY CHART			
DESCRIPTION	CAPACITY		LUBRICANT
Crankcase	*5 qts.		Service MS or DG
+32° F. and above			S.A.E. 20 or 20W
−10° F. to +32° F.			S.A.E. 10 or 10W
−10° F. and below			S.A.E. 5W
*Add with Oil Filter Change	1 qt.		
Rear Axle Housing	4 pts.		LA-19581, S.A.E. 90, winter and summer
Transmission	10 qts.		Automatic Transmission Fluid Type "A", 8L-19582
Power Steering System	2.5 pts.		Automatic Transmission Fluid Type "A", 8L-19582
Carburetor Air Cleaner	1 pt.		Engine Oil
Above +32° F.			S.A.E. 50
Below +32° F.			S.A.E. 20
Fuel Tank	25 gals.		
Cooling System	24.4 qts.		
Tire Pressures	FRONT	REAR	
All except Air Conditioning Equipped Cars			
8:00 x 15 — 4 ply	26 lbs.	24 lbs.	
Air Conditioning Equipped Cars			
8:20 x 15 — 4 ply	26 lbs.	24 lbs.	

PREVENTIVE MAINTENANCE AT SPECIFIED MILEAGES

In addition to the lubrication and inspection services covered in this section, the following additional services will maintain the performance of a vehicle at peak efficiency.

2,000 Miles

1. DRIVE BELTS (FAN — WATER PUMP — GENERATOR). Inspect condition of belts. Check adjustment of belt tension (1/2" deflection) and tightness of generator adjusting and mounting cap screws.
2. SPARK PLUGS. Clean porcelain insulator on all spark plugs.

6,000 Miles

1. ENGINE DIAGNOSIS. Check starter system, distributor, spark advance, spark plugs, coil, generator, generator regulator, carburetor and choke adjustments. Adjust transmission linkage and check shift points.
2. Adjust brakes and check operation of hand brake.
3. Inspect all light bulbs.
4. Inspect windshield wiper operation and blade condition.
5. Rotate tires and check wear.
6. Inspect steering gear and all related parts.

10,000 Miles

1. Service spark plugs.
2. Check front end alignment.
3. Lubricate speedometer cable.

16,000 Miles

1. Adjust transmission bands.
2. Inspect front and rear shock absorbers.
3. Inspect and service rear spring liners.
4. Check torque of all body bolts.
5. Tighten all spring clips.
6. Inspect brake lining and drums.
7. Inspect seals at rear wheels.

SEASONAL SERVICES

1. Radiator — flush, spring and fall.
2. Inspect all hoses — replace if necessary.
3. Add rust inhibitor to coolant each spring.
4. Air Conditioning — wash air filter, check compressor oil level, refrigerant lines for leaks, and check sight glass for amount of charge.
5. Carburetor — position bowl vent clip (on accelerator pump rod) for winter or summer operation.
6. Carburetor — position the accelerator pump link in proper hole in lever for winter or summer operation.

EMULSION CLEANERS—usually composed of a solvent such as a high flash naphtha emulsified in a water base. (Emulsion cleaners are generally white and creamy in appearance.) Emulsion cleaners are used for cleaning smooth surface coverings such as vinyl and leather.

The solvent type cleaners are recommended for all soft trim where the soil is grease, asphalt, wax, oil, gum, etc., which cannot be removed by foam cleaners. Solvent cleaners should not be used for cleaning genuine leather.

Foam cleaners are recommended for cleaning nylon, wool, mohair, rayon, cotton, genuine leather and surfaces where the soil is dirt, milk, ink, light films of oil or grease, etc. The foam cleaners can also be used for cleaning rubber floor mats and white wall tires.

Emulsion cleaners are recommended for cleaning leather where the soil is grease, oil, asphalt, etc. The emulsion cleaners leave a soft feel to the leather and do not extract the oil and do not leave the leather dry and dull.

PRECAUTIONS TO OBSERVE WHILE CLEANING UPHOLSTERY

1. Since volatile-type cleaners are harmful to rubber, those parts where foam rubber is used (seat cushions, armrests, etc.) should not be soaked with cleaning fluid.
2. Never use gasoline for cleaning upholstery, as most brands contain tetraethyl of lead or coloring which is harmful to fabric.
3. Bleaches or reducing agents should never be used, as their use tends to weaken the fabric and change or bleach the color of the goods.
4. Do not permit cleaning solvents to come in contact with the skin on the upper arms or the body. Such contacts sometimes produce local irritation, which is unpleasant, if not serious.
5. Do not breathe the fumes of cleaning solvents, since they are usually toxic in large quantities.
6. Avoid using hot water and soap unless specifically called for and then follow the instructions implicitly.

CARE OF GENUINE LEATHER UPHOLSTERY

The best cuts of leather have certain scars, horn marks, and briar scratches which do not detract from the quality or durability but indicate that the hide carrying these "blemishes" is of top cut grade and the markings are entirely natural. Care of genuine leather is relatively simple but important. Dirt accumulating on the surface will generate into a hard grit which will cut the finish and cause the leather to crack or bleed color. Going over the surface with a dry cloth occasionally will eliminate this accumulation. However, should dirt accumulate adhere to the following instructions:

1. Make a light suds using luke warm water and saddle soap or Lincoln Foam Cleaner, diluted 1 part cleaner to 2 parts water. Apply lightly with brush and allow to remain 2 or 3 minutes. Make second application and brush well. Remove residue with clean soft cloths.
2. Where there is grease, oil or other soil not removed by the foam cleaner, use the emulsion cleaner, undiluted Lincoln Leather Cleaner. Where the majority of soil is more readily removed with the emulsion cleaner, use this in preference to saddle soap or foam cleaner. It will dissolve gum, wax, etc., and still not hurt the leather.

   CAUTION: *Polishes and cleaners used for auto body finishes, volatile and other clear cleaners, naphtha, furniture polishes, oils, varnishes or household cleansing and bleaching agents should never be used.*

CARE OF CARPET FLOOR COVERING

The carpeting in your car may be either wool, or part wool, velvet pile, tapestry, or hair pile construction.

Carpets should be cleaned with a whisk broom or vacuum cleaner. If soil remains, a solvent type of cleaner may be used, however, extreme care should be exercised, so as not to saturate the rug, since the cleaner acts as a solvent which may cause deterioration of the rubber compound used in conjunction with the backing construction of the carpet.

Carpets may be cleaned of dirt and soil by the use of Lincoln Foam Cleaner. Sweep or vacuum clean first. Use Lincoln Foam Cleaner and apply freely with a brush until foam disappears. Wipe up with a damp sponge or dry towel in the direction of nap.

In all cases, make certain the carpets are thoroughly dry before closing all window and door openings to prevent possible mildew of the carpet.

CARE OF SPECIFIC OR EMERGENCY TYPE OF STAINS

Battery Acid Stains

Saturate the area with ordinary household ammonia at once and allow to remain on at least one minute. Rinse the spot by rubbing with a clean cloth, thoroughly wet with cold water. This treatment will suffice for both old and new stains.

Blood Stains

Using cold water, sponge the stain lightly. If this does not remove the entire stain, apply ordinary household ammonia and allow to remain at least one minute, then sponge again with cold water.

Should this action fail, apply a thick paste made of corn starch and cold water to the stained area. Allow paste to dry, then brush briskly to remove dried starch particles. For particularly bad stains, several applications may be necessary.

NOTE: Never use hot water or soap as this will set the stain and make its removal practically impossible.

Candy (Except Chocolate) Stains

Moisten a clean cloth in very hot water. Rinse out and rub it lightly over the soiled area. If an oily spot remains after drying, rub it lightly with a cloth moistened with Lincoln Spot Remover or its equivalent. It may be necessary to use soapsuds in lukewarm water on creams and sticky candies. Then, scrape the area with a dull knife. This treatment is subsequently followed with a rinsing by rubbing the spot with a cloth wet with cold water.

Chocolate Candy Stains

Sponge lightly with lukewarm water. After drying, rub lightly with Lincoln Spot Remover.

Chewing Gum Stains

Chewing gum can be removed often in one piece, if the gum is chilled. Once chilled, the gum has lost its adhesion to the fabric and breaks away intact easily. Chilling the gum may be done by placing an ice cube in a plastic bag on top of the gum. Any slight excess of gum left in the fabric can be picked up by a rag moistened with Lincoln Spot Remover. Another method is to moisten the gum with Lincoln Spot Remover and work gum from the fabric with a dull knife while it is still moist.

Enamel, Paint, Lacquer Stains

The older the stain, the harder to remove; consequently, all paint stains should be removed as soon as possible. If the stain is still wet, remove as much as possible with a clean cloth wet with Lincoln Spot Remover. For dry stains, saturate the area with Lincoln Spot Remover or with a mixture of one part denatured alcohol to one part benzene, then work out as much of the paint as you can with a dull knife. If stain persists, saturate the area with the solvent mixture and rub vigorously with a cloth saturated with strong, lukewarm soap suds. Rinse by sponging with a cloth wet with cold water.

Fruit Stains

Apply very hot water to the stain with a clean cloth. If stain is very old or deep, it may be necessary to pour hot water directly on the soiled area. Allow to dry and use Lincoln Spot Remover to complete the job. (Soap and water are not recommended as they will usually set the stain.) Drying the cloth through the medium of a hot iron is never recommended for the same reason.

Grease and Oil Stains

For small grease or oil spots, use a clean cloth wet with Lincoln Spot Remover. If the fabric is saturated with oil, pour on cleaning fluid and soak up quickly with a blotter. Then sponge spot with a cloth dampened with Lincoln Spot Remover. If a dirty stain remains, due to particles of dirt contained in the grease, rub the spot with a clean rag saturated with lukewarm suds, rinse off the soap with a clean cloth wet with cold water.

Ice Cream

Sponge lightly with Lincoln Foam Cleaner or with lukewarm soapsuds, using a neutral soap. Rinse with cold water and allow to dry. If an oily spot remains, rub it lightly with a cloth moistened with Lincoln Spot Remover.

Ink (Writing) Stains

Use iron rust soap. Apply soap to the stain and allow to remain about one minute, then wipe off with a dry cloth. Rinse by rubbing with a cloth wet with cold water. Ink Eradicator Solution No. 1 can also be used. Apply solution to stain with an eye dropper and then blot with blotting paper. Rinse with a cloth wet with cold water.

NOTE: Ink Eradicator Solution No. 2 cannot be used, since it changes the color of the fabric.

Other solutions sometimes effective are oxalic acid and sodium acid fluoride (Sodium Bifluoride) applied in the same manner outlined for ink eradicator.

Lipstick Stains

Apply Lincoln Spot Remover with a clean cloth and immediately press a blotter firmly on the spot. Repeat this operation, using new sections of the blotter with each application until stain is no longer visible.

Liquor and Wine Stains

Treated in the same manner as outlined for fruit stains.

Nausea Stains

If possible, sponge area with clear cold water before stain has dried. Using lukewarm soapsuds, remove remainder of the stain. Rinse with another cloth wet with cold water. Should discoloration still show, apply Lincoln Spot Remover.

Shoe Polish Stains

White polish will usually come off with a stiff brush. If not, moisten with cold water, let it dry, and then brush briskly with a stiff brush. Black or tan polish can be removed with a cloth saturated with Lincoln Spot Remover.

Tar Stains

Apply Lincoln Spot Remover and scrape area with a knife. Touch up by rubbing remaining stain with the aforementioned solvent.

SECTION 18
SPECIFICATIONS

CHASSIS DIMENSIONS

Wheel Base	126 in.
Over-all Length	218.5 in.
Over-all Width	77.5 in
Over-all Height:	
Curb	57 in.
Loaded	56 in.
Clearance — Ground to Rear Axle Differential Carrier	8.18 in.
Tread:	
Front	58.5 in
Rear	60.0 in.

CAPACITIES

DESCRIPTION	LUBRICANT	CAPACITY
Crankcase:	Service MS or DG	*5 qts.
+32° F. and above	S.A.E. 20 or 20W	
−10° F. to 32°	S.A.E. 10 or 10W	
−10° F. and below	S.A.E. 5W	
*Add with Oil Filter Change	Service MS or DG	1 qt.
Rear Axle Differential	LA-19581, S.A.E. 90, Winter and Summer	4 pts.
Turbo-Drive Transmission	Automatic Transmission Fluid Type "A", 8L-19582	10 qts.
Power Steering System	Automatic Transmission Fluid Type "A", 8L-19582	2.5 pts.
Carburetor Air Cleaner (Oil Bath Type):	Engine Oil	1 pt.
Above 32° F.	S.A.E. 50	
Below 32° F.	S.A.E. 20	
Fuel Tank		25 gals.
Cooling System (Less Heater)		23 qts.
With Heater		25.4 qts.
Tire Pressures:		
Standard — 8:00 x 15:		
Front		26 lbs.
Rear		24 lbs.
Air Conditioning Equipped Cars 8:20 x 15:		
Front		26 lbs.
Rear		24 lbs.

FRONT SUSPENSION

Type	Ball Joint, Independent
Wheel Tread — Inches	58.5 in.
Mounting (Coil Spring)	Rubber Pad, Upper and Lower Ends of Spring
Wheel Travel:	
Compression	4.0 in.
Rebound	4.5 in.
Total	8.5 in.
Wheel Alignment:	
Caster Degrees (Within 1/4° One Side of Car to Other)	1° ± 1/4°
Camber Degrees (Within 1/4° One Side of Car to Other)	3/4° ± 1/4°
Toe-In Degrees:	
Minimum	3/32 in.
Maximum	5/32 in.
Turning Angle (Maximum):	
Inner Wheel	36°
Outer Wheel	26°
Wheel Bearing Type	Tapered Roller
Front Spring:	
Type	Helical Coil
Use:	
Continental — Domestic:	
Spring Part Number	4048042
Color Code	Yellow
Capacity at Normal Loaded Height — Lbs.	2600±50
Deflection Rate — Lbs. per Inch	450±17
Height at Normal Load — Inches	9.87 in.
Wire Diameter — Inches	.736—.744 in.
Free Length — Inches	15.87 in.
Continental — Export:	
Spring Part Number	4049961
Color Code	White
Capacity at Normal Loaded Height — Lbs.	2600±50
Deflection Rate — Lbs. per Inch	585±20
Height at Normal Load — Inches	9.87 in.
Wire Diameter — Inches	.776—.784 in.
Free Length — Inches	14.44 in.

SHOCK ABSORBERS (FRONT)

Type	Telescopic: Eye on Bottom End; Stud End on Top; Non-Adjustable
Location	Inside Coil Springs

SPECIFICATIONS

REAR SUSPENSION	
Type	Semi-Elliptical Leaf Spring, Longitudinally Mounted
Number Used	2
Leaf End Type	Tapered
Anti-Squeak Inserts	Full Length Plastic and Paper Compound
Spring Leaf Lubrication	None Required
Spring Mounting:	
Front	Fixed Type, Compressed Rubber Bushing
Rear	2.5 in. Tension Shackle Threaded Bushing
Spacing Width	38.75 in.
Splay Angles	1° 15′
Rear Springs — Domestic (Standard):	
Spring Part Number	4050281
Number of Leaves	8
Length of Spring	55.94—56.06 in.
Capacity at Normal Loaded Height — Lbs.	1300±19
Deflection Rate — Lbs. per Inch	128—143
Width of Spring	2 in.
Rear Springs — Domestic — Air Conditioned:	
Spring Part Number	4050282
Number of Leaves	8
Length of Spring	55.94—56.06 in.
Capacity at Normal Loaded Height — Lbs.	1350±19
Deflection Rate — Lbs. per Inch	128—143
Width of Spring	2 in.
Rear Springs — Export (Standard):	
Spring Part Number	4050284
Number of Leaves	10
Length of Spring	55.94—56.06 in.
Capacity at Normal Loaded Height — Lbs.	1300±19
Deflection Rate — Lbs. per Inch	161—179
Width of Spring	2 in.
Rear Springs — Export — Air Conditioned:	
Spring Part Number	4050283
Number of Leaves	10
Length of Spring	55.94—56.06 in.
Capacity at Normal Loaded Height — Lbs.	1350±19
Deflection Rate — Lbs. per Inch	161—179
Width of Spring	2 in.

SHOCK ABSORBERS (REAR)	
Type	[illegible]scopic, Eyelet on Bottom End and [illegible]per End, Non-Adjustable

REAR AXLE	
Type	Modified Carrier
Make	Spicer
Gear Ratios	3.07 (43-14)
Drive Gear:	
Diameter	9.25 in.
Face Width	1.38 in.
Differential:	
Type	2 pinion
Bearings	Tapered Roller
Bearing Preload	By Shim
Backlash	.003-.008 in.
Drive Gear Runout — Maximum	.002 in.
Pinion Bearing Adjustment — Inch Pounds:	
Without Seal	8-12
With Seal	10-20
Differential Side Thrust Washers — Thickness — Inches	.030/.032
Pinion Gear Side Thrust Washers — Thickness — Inches	.030/.032
Axle Shaft:	
Type	Integral Hub
Diameter — Minimum	1.23 in.
Oil Seal	Single Lip Leather, Spring Loaded
Oil Capacity	4 pints
Oil Grade:	
Summer	S.A.E. 90
Winter—Above 10°	S.A.E. 90
Winter—Below 10°	S.A.E. 90
Oil Type	LA-19581
Oil Change — Miles	10,000
Drive Shaft:	
Type	2 pc. Exposed
Length:	
Front	30.68 in.
Rear	23.66 in.
Outside Diameter	2.00 in.
Wall Thickness	0.083 in.
Universal Joints:	
Front Type	Bolted to Transmission Output Shaft
Bearings	Needle Roller
Rear Type	Flanged "U" Bolt
Bearings	Needle Roller
Intermediate Type	Slip Joint
Bearings	Needle Roller
Intermediate Support:	
Bearing Type	Rubber Insulated Ball Bearing, Frame Mounted

TRANSMISSION	
Type	Torque Converter
Gear Ratios:	
1st	2.40
2nd	1.46
3rd	1.0:1
Reverse	[illegible]

FOOT BRAKE

Type	"Duo-Servo" Single Anchor Internal Expanding, Self-energizing, 4 Wheel Hydraulic
Brake Pedal Suspension	Pendant Type From Instrument Panel Bracket
Brake Drum Diameter	12 in.
Brake Drum Maximum Bore Diameter	12.060 in.
Braking Area (Square Inches)	207.54 in.
Braking Distribution:	
Front	55.5%
Rear	44.5%
Hydraulic System:	
Master Cylinder Location	On Dash Panel Engine Compartment
Hydraulic Line Diameter	3/16 in.
Brake Lining:	
Material	Molded Asbestos
Width, Front Linings	2.5 in.
Width, Rear Linings	2.0 in.
Wheel Cylinder Bore Diameter:	
Front	1 3/32 in.
Rear	15/16 in.
Master Cylinder Bore Diameter:	
Power	0.656 in.

HAND BRAKE

Type	"Cane" Handle Pull On—Twist Release Mechanical, Cable Operated
Location	On Rear Wheels
Brake Lever Location	Left of Steering Wheel—Below Instrument Panel

WHEELS

Type	Disc-Drop Center Rim
Rim Width	6.00 in.
Wheel Size	15 x 6L
Type of Mounting	5 R.H. Studs

TIRES

Type	Low Pressure—Tubeless—White Sidewall
Number of Ply (Standard)	4
Tire Size:	
All Except Air Conditioning Equipped Cars	8:00 x 15
Air Conditioning Equipped Cars	8:20 x 15
Inflation Pressure (Lbs. Per Sq. In.):	
Front	26 lbs.
Rear	24 lbs.

SPECIFICATIONS

COOLING SYSTEM	
Radiator:	
Type	Corrugated Fin and Tube
Size:	
Width	21.92 in.
Height	17.20 in.
Thickness for better cooling, increase size	2.25 in.
Radiator Core Frontal Area	377 sq. in.
Drain Cock Location	Left Rear of Bottom Tank
Radiator Mounting	2—Bolt Tire Carcass Mounting to Frame
Water Capacity:	
Total Capacity (No Heater)	23 qts.
Recommended Capacity	22 qts. USE COOLANT
Additional Capacity with Heater Units	2.4 qts. BE SURE HOSES DO NOT COLLAPSE UNDER PRESSURE
Water Pump:	
Type	Centrifugal Packless
Lubrication	Permanently Lubricated
Drive Arrangement (Standard)	Dual Belts Drive Fan, Pump and Generator
Water Pump Impeller to Housing Clearance	.025—.035 in.
Water Pump Pulley or Pulley Hub to Pump Housing Mounting Face Alignment	5.340 in. From Front Face of Pulley
Thermostats:	
Type	Choke By-pass Metal Cartridge
Opening Temperature °F.	168°-173°
Fully Opened °F.	192°
Number Used	1
Location	Intake Manifold Outlet
By-Pass	Controlled Recirculation
Radiator Cap:	
Type	Vented—Controlled Pressure
Operating Pressure (P.S.I.)	12—15
Fan:	
Type	5 Blades—Curved Tips
Blade Spacing	Unequal
Outside Diameter	18.25 in.
Drive	"V" Belt — Same Belt Drives Water Pump and Generator
Belts:	
Type	"V" Belts
Number Used	2
Driving Pulley	Mounted On Crankshaft
Fan Belt Adjustment	Generator Bracket
Recommended Deflection Between Generator Pulley and Water Pump Pulley — Right Side	1/2 in.

FUEL SYSTEM

Fuel Pump:	
Minimum Booster Pump Vacuum (Hg) @ 500 Engine R.P.M.	10.0
Fuel Pump Static Pressure @ 500 Engine R.P.M.	4.0-6.0
Minimum Fuel Pump Volume (flow) @ 500 Engine R.P.M.	1 pint within 20 seconds
Fuel Pump Eccentric Total Lift—Camshaft	.210-.230 in.
Fuel Pump Push Rod Length	5.70-5.90 in.
Fuel Pump Push Rod Diameter	.493-.494 in.
Fuel Pump Push Rod to Bearing Clearance—Recommended Service Maximum	.012 in.
Minimum Fuel Pump (Intake) Vacuum (HG) @ 500 Engine R.P.M.	6.0
Carburetor:	
Type	Quadruple Down Draft
Specified Carburetor Fuel Level Allowable Tolerance ± 1/32 in.	1/2 in. Below Top Surface of Float Bowl
Spark Control Valve Opens (Hg)	8.0-10.0
Power Valve Operating Vacuum Limits (Hg)	7.5-9.0
Dashpot Adjustment	.045-.064 in.
Main Metering Jet Identification Number (0-5000 Ft. Alt.)	60
Secondary Venturi Metering Jet Identification Number (0-5000 Ft. Alt.)	120
Spark Control Valve Identification Number	25
Power Jet Assembly Identification Number	52
Spark Control Valve Metering Jet Identification Number	35
Carburetor Air Cleaner:	
Oil Capacity (Pint)	1
Recommended Oil Viscosity S.A.E. (Above +32° F. Ambient Temp.)	50
Recommended Oil Viscosity S.A.E. (Below +32° F. Ambient Temp.)	20
Thermostat—Carburetor Fresh Air Intake:	
Starts to Open (° F.)	75
Fully Opened (° F.)	95

IGNITION SYSTEM

Distributor:	
Rotation Viewing Top	Counterclockwise
Contact Spacing	.014—.016 in.
Dwell @ Idle	26°—28½°
Breaker Arm Tension (oz.)	17—20
Distributor Shaft End Play:	
Installed	.004—.020 in.
Removed	.022—.030 in.
Distributor Shaft Backlash — Installed	.004—.010 in.

IGNITION SYSTEM

Condenser Capacity — Mfds.	.21—.25
Maximum Initial Ignition Timing B.T.D.C.	8°

Spark Advance Curve and Advance Characteristics:

Distributor R.P.M.	Vacuum (Inches of Mercury)	Advance Distributor Degrees
350	.12	0° ± ½°
400	.21	¼° — 1¼°
600	.46	3° — 4°
800	.70	5¼° — 6¼°
1000	.90	6¾° — 8°
1200	1.09	8¼° — 9½°
1500	1.42	10¼° — 11½°
2000	1.88	12¾° — 14°

Timing Mark Location	Crankshaft Damper
Spark Plugs:	
Type	Champion No. 860
Size	18 MM
Gap	.032—.036 in.
Torque (Ft. Lbs.)	15—20
Coil:	
Amps. Draw:	
Engine Idling	2.5 Amps.
Engine Stopped	4.5 Amps.
Ignition Resistor:	
Resistance @ 75° F.	1.30—1.40 Ohms

ELECTRICAL

Battery:	
Volts	12
Plates	78
Rating (Ampere Hrs.)	65
Size:	
Width	5.5 in.
Length	14.25 in.
Height (Over-all)	8.9 in.
Terminal Grounded	Negative
Location in Car	Engine Compartment—Center Rear
Starting Motor:	
Type	Series
Cranking Speed (Warm Engine):	
Engine R.P.M.	150—180
Amps	155—190

SPECIFICATIONS

ELECTRICAL

	No. Bulbs Required	Candle Power or Wattage	Trade No.
Rear Turn Signal and Stop Tail Light	2	32/4 C.P.	1034
License Plate	1	3 C.P.	67
Instrument Panel:	18	2 C.P.	57
Indicators:			
High Beam	1		
Turn Signal	2		
Fuel Warning	1		
Panel Illumination:			
Instrument Cluster	6		
Lower Control Panel	4		
Heater and Vent Control Panel	4		
Map and Courtesy	2	6 C.P.	89
Dome, Rear Seat Center or Roof Rail	1	15 C.P.	1003
Cigar Lighter Socket	3	1 C.P.	1445
Automatic Transmission Quadrant	1	1 C.P.	53
Front Ash Trays	2	1 C.P.	1445
Back Up Lamps	2	21 C.P.	1141
Glove Compartment	1	2 C.P.	57
Luggage Compartment	1	3 C.P.	68
Engine Compartment	2	15 C.P.	1003 or 93
Automatic Headlamp Dimmer Pilot	1	1 C.P.	53

Fuses and Circuit Breakers:	
Headlamps, Hi Beam Indicator, and Automatic Headlamp Dimmer Pilot	12 Amp Circuit Breaker
Auxiliary Lamps (Park, Rear, Instrument Panel, Road, Luggage Compartment, Automatic Headlamp Dimmer Control, Compass Lamp)	12 Amp Circuit Breaker
Interior Lamp (Map, Glove Box, Dome and Courtesy)	SFE 7.5 Fuse
Turn Signals and Indicators	SFE 7.5 Fuse
Heater Blowers	1 SFE 14 Fuse
Radio	SFE 7.5 Fuse
Clock—Electric Wind	1 AG-1 Fuse
Cigar Lighter	SFE-20 Fuse
Magnumatic W/S. Washer	SFE 7.5 Fuse
Back Up Lamps	SFE 7.5 Fuse
Electric Window and Seats:	
Circuit Breaker—Window Motor	1-15 Amp. Per Window Motor
Circuit Breaker—Seat Motor	1-15 Amp. Common to Both Seat Motors
All Armature Circuits	1-30 Amp. Circuit Breaker
All Field Circuits	1-15 Amp. Circuit Breaker
Underhood Lamps	SFE 7.5 Fuse
Stoplights	12 Amp. Circuit Breaker
Automatic Headlamp Dimmer	A[illegible] Fuse
Air Conditioning	S[illegible]0 Fuse

SPECIFICATIONS

ELECTRICAL

Free Run—12 Volts:	
Maximum Amps	120 Amps.
Maximum Speed	4,800 R.P.M.
Armature:	
Type Drive	Bendix "Folo-Thru"
Number of Pinion Teeth	9
Number of Ring Gear Teeth	152
Ratio	16.9 to 1
Lubrication	Permanent
Brushes:	
Number Used	4
Original Length (Inches)	.43—.46
Spring Tension (oz.)	48—56
Generator:	
Type	Shunt
Volts	15
Amps	30
Watts	450
Brushes:	
Number Used	2
Original Length	.86 in.
Spring Tension (oz.)	26—34
Field:	
Field Current @ 15V (Hot)	1.5—1.6
Pulley:	
Pitch Diameter	3.40 in.
Number of Sheaves	2
Ratio	2 to 1
Bolt Width	½ in.
Cut-in-Speed (Generator R.P.M.)	1250
Rated Output Speed (Generator R.P.M.)	2500
Regulator:	
Type	3 Unit
Cut Out:	
Volts to Close	12.0—12.8
Reverse Current to Open (Amps.)	2—6
Voltage Regulation @ 75° F. (Volts)	14.6—15.4
Current Limit (Amps.)	28—32
Automatic Headlamp Dimmer:	
Dim Distance (Feet—Nominal)	1,000—1,200
Hold Distance (Feet—Nominal)	2,000—2,400

Lamp Description:	No. Bulbs Required	Candle Power or Wattage	Trade No.
Headlamp—High Beam/Low Beam	2	50/40 W	5400
Front Turn Signal/Parking	2	32/4 C.P.	1034

POWER STEERING

Type	Recirculating Ball
Gear Ratio	17.5 to 1
Over-all Ratio	20.9 to 1
Turns of Wheel for Full Left to Right Turn	3.44
Steering Wheel:	
Number of Spokes	3
Rim Material	Plastic Over Steel Core
Wheel Diameter	17 in.
Horn Button Type	Horn Ring
Power Steering Hydraulic Fluid:	
Type	M-4731-A
Capacity	2.5 pts.

ENGINE

General Specifications:	
Number of Cylinders & Valve Arrangement	8—90° "V" O.H.V.
Firing Order	1-5-4-8-6-3-7-2
Bore and Stroke	4.00 x 3.66
Piston Displacement — Cu. In.	368
Compression Ratio	9.0:1
Engine Fuel Requirements (Minimum)	Premium
Compression Pressure at Cranking Speed	150 P.S.I.
Engine Idle R.P.M. (Neutral) (Preliminary)	475-500
Engine Idle R.P.M. (Drive Range)	425-450
Engine Idle Manifold Vacuum (HG.) Specified Idle R.P.M. (Sea Level)	18-19
Initial Engine Ignition Timing B.T.D.C.	5°
Maximum Initial Ignition Timing B.T.D.C.	8°
Engine Oil Pressure (Hot) @ 2,000 Engine R.P.M. (P.S.I.)	45-50
Cylinder Block:	
Cylinder Bore Diameter — Standard Size:	
Minimum	4.0000 in.
Maximum	4.0024 in.
Cylinder Block-Minimum Cylinder Wall Thickness — Standard Bore Size	.190 in.
Cylinder Bore Out of Round — Maximum (New Bore)	.0005 in.
Cylinder Bore Out of Round — Recommended Service Maximum	.005 in.
Cylinder Bore Taper — Maximum (New Bore)	.001 in.
Cylinder Bore Taper — Recommended Service Maximum	.008 in.
Cylinder Bore Surface Finish — R.M.S.	20-35
Cylinder Block Main Bearing Bore Diameter:	
Color Coded — Red	2.8160—2.8164 in.
Color Coded — Blue	2.8164—2.8168 in.
Cylinder Block & Main Bearing Cap Assy. Thrust Bearing Mating Face Runout T.I.R.	.001 in.
Cylinder Block Cam Bearing Bores — Diameter	2.2495—2.2505 in.
Center to Center Distance — Cylinder Block Main Bearing to Cam Bearing Bores	5[illegible] in.

ENGINE	
Cylinder Block Tappet Bores — Diameter	.875—.876 in.
Distributor Shaft Bearing Bore — Diameter	.4525—.4535 in.
Fuel Pump Push Rod Bearing Bores — Diameter	.499—.501 in.
Crankshaft to Rear Face of Cylinder Block Maximum Runout	.005 in.
Cylinder Block Head Gasket Surfaces — Flatness	.002" in any 6" or .004" overall
Cylinder Block Head Gasket Surface Finish — R.M.S. (Maximum)	90
Cylinder Block — Distributor Mounting Pad to Distributor Gear Thrust Boss (Dimension)	4.978—4.981 in.
Cylinder Block — Thrust Bearing Bore Width	.9175—.9190 in.
Cylinder Block — Distributor Mounting Base Counter Bore Diameter	1.500—1.501 in.
Cylinder Head:	
Cylinder Head Combustion Chamber C.C. Volume	84.3—87.3
Cylinder Head — Head Gasket Surface — Flatness	.002" in any 6" or .004" overall
Cylinder Head — Head Gasket Surface Finish R.M.S. (Maximum)	90
Valve Guide Bore Diameter Intake (Standard):	
Color Coded — Red	.3430—.3435 in.
Color Coded — Green	.3435—.3440 in.
Valve Guide Bore Diameter Exhaust (Standard):	
Color Coded — Red	.3430—.3435 in.
Color Coded — Green	.3435—.3440 in.
Valve Seat Width:	
Exhaust	5/64—3/32 in.
Intake	1/16—5/64 in.
Valve Seat Angle	45°
Valve Seat Runout — Maximum T.I.R.	.002 in.
Valve Seat Runout — Recommended Service Maximum	.0025 in.
Crankshaft:	
Number of Main Bearing Journals	5
Main Bearing Journal Diameter (Standard):	
Color Coded — Blue	2.6235—2.6239 in.
Color Coded — Red	2.6239—2.6243 in.
Connecting Rod Journal Diameter (Standard):	
Color Coded — Blue	2.2482—2.2486 in.
Color Coded — Red	2.2486—2.2490 in.
Main Bearing Journals Runout — Recommended Service Maximum T.I.R.	.003 in.
Main Bearing Journals Out of Round — Recommended Service Maximum	.0005 in.
Crankshaft — Thrust Bearing Journal (Length)	1.124—1.126 in.
Main Bearing Journal Fillet Radii	.075—.090 in.
Main Bearing Journal Thrust Face Surface Finish R.M.S. (Maximum)	20-Ground, 25-Turned & Polished
Main Bearing Journal Thrust Face Runout (Maximum)	.001 in.
Main and Connecting Rod Bearing Journal Surface Finish — R.M.S. (Maximum)	12
Connecting Rod Bearing Journal Fillet Radii	.055—.070 in.
Connecting Rod & Main Bearing Journal Taper — Length of Journal—Recommended Service Maximum	.001 in.

SPECIFICATIONS

ENGINE	
Connecting Rod Journal Out of Round — Recommended Service Maximum	.0005 in.
Crankshaft (free) End Play — Recommended Service Maximum	.012 in.
Crankshaft (Flywheel Contact Face) Runout (Maximum)	.002 in.
Crankshaft (Sprocket Contact Face) Runout (Maximum)	.001 in.
Crankshaft (Sprocket Assembled Face) Runout— Recommended Service Maximum	.007 in.
Piston and Piston Pin:	
Piston Diameter Standard (2 Grades Available for Service) Piston Diameter Measured at Bottom of Skirt:	
Grade Number 2	3.9993—3.9996 in.
Grade Number 6	4.0005—4.0008 in.
Piston to Cylinder Bore Clearance — Recommended Service Maximum	.004 in.
Piston Skirt Taper	.0000—001 in.
Top of Piston to Top of Cylinder Bore Clearance (Piston @ T.D.C.)	.019—.035 in.
Ribbon Pull — New Piston in New Cylinder Bore Lbs. (.0015 x 0.5 Feeler Gage)	6-12
Ribbon Pull — New Piston in Used Cylinder Bore Lbs. (.002 x 0.5 Feeler Gage)	6-12
Ribbon Pull — Used Piston in Used Cylinder Bore Lbs. (.003 x 0.5 Feeler Gage)	6-12
Piston Ring — Groove Width:	
Upper — Compression	0.795—.0805 in.
Lower — Compression	.0945—.0955 in.
Oil	.1880—.1890 in.
Piston Pin Diameter — Standard (Color Marked — Green)	.9120—.9123 in.
Piston Pin Diameter .001 Oversize (Color Marked — Blue)	.9130—.9133 in.
Piston Pin Diameter. 002 Oversize (Color Marked — Yellow)	.9140—.9143 in.
Piston Pin Length	3.162—3.176 in.
Piston Pin to Piston Clearance — Recommended Service Maximum	.0008 in.
Piston Pin to Connecting Rod Bushing Clearance — Recommended Service Maximum	.0008 in.
Piston Rings — Compression:	
Piston Ring Width:	
Upper	.0775—.0780 in.
Lower	.0925—.0935 in.
Piston Ring Side Clearance — Upper — Recommended Service Maximum	.006 in.
Piston Ring Side Clearance — Lower — Recommended Service Maximum	.006 in.
Piston Ring Gap Width — Upper and Lower (Standard Bore)	—.030 in.

ENGINE

Piston Ring — Oil:	
Piston Ring Width	.1860—.1865 in.
Piston Ring Gap Width (Standard Bore)	.010—.027 in.
Piston Ring Side Clearance — Recommended Service Maximum	.005 in.
Camshaft:	
Number of Bearings	5
Journal Diameter — Standard	2.1240—2.1247 in.
Recommended Camshaft Journal Runout — Maximum (T.I.R.)	.005 in.
Camshaft Journal to Bearing Clearance — Recommended Service Maximum	.006 in.
Camshaft Bearing in Cylinder Block Inside Diameter (Standard Bearing)	2.1263—2.1268 in.
Camshaft Bearing Wall Thickness:	
Standard Bearing	.0607—.0617 in.
.015 Undersize Service Bearing	.0682—.0692 in.
Camshaft (Sprocket Contact Face) — Runout (T.I.R.)	.001 in.
Camshaft Timing Sprocket Front Face Runout (Assembled) (T.I.R.) Recommended Service Maximum	.010 in.
No. 1 Camshaft Bearing Location in Relation to Front Face of Cylinder Block Cam Bearing Bore	.005—.020 Below
Hydraulic Tappet Leak-Down Rate — New Tappet (Seconds)	10-45
Hydraulic Tappet Leak-Down Rate — Used Tappet (Seconds)	6-45
Intake Valve Lift (Zero Lash) — Theoretical	.418 in.
Exhaust Valve Lift (Zero Lash) — Theoretical	.418 in.
Camshaft Lift (Lobe) — Intake — Recommended Service Minimum	.256 in.
Camshaft Lift (Lobe) — Exhaust — Recommended Service Minimum	.256 in.
Intake Tappet Lift (Opens) B.T.D.C.	18° @ .002 in.
Intake Tappet Lift (Closes) A.B.D.C.	27° @ .004 in.
Exhaust Tappet Lift (Opens) B.B.D.C.	59° @ .002 in.
Exhaust Tappet Lift (Closes) A.T.D.C.	31° @ .004 in.
Intake Tappet Lift (Opens) A.T.D.C.	36° @ .100 in.
Intake Tappet Lift (Closes) A.B.D.C.	16° @ .100 in.
Exhaust Tappet Lift (Opens) B.B.D.C.	5° @ .100 in.
Exhaust Tappet Lift (Closes) B.T.D.C.	25° @ .100 in.
Intake Valve Lash Setting:	
Preliminary-Cold	Hydraulic
Final-Hot	Hydraulic
Exhaust Valve Lash Setting:	
Preliminary-Cold	Hydraulic
Final-Hot	Hydraulic
Valve Mechanism:	
Valve Tappet to Tappet Bore — Clearance — Recommended Service Maximum	.0025 in.
Valve Stem Diameter Standard — Intake	
Color Coded — Red	.3415—.3420 in.
Color Coded — Green	.3420—.3425 in.

SPECIFICATIONS

ENGINE	
Valve Stem Diameter Standard — Exhaust:	
Color Coded — Red	.3405—.3410 in.
Color Coded — Green	.3410—.3415 in.
Valve Stem Diameter (Exhaust):	
.003 Oversize	.3435—.3445 in.
.015 Oversize	.3555—.3565 in.
.030 Oversize	.3705—.3715 in.
Valve Stem Diameter (Intake):	
.003 Oversize	.3445—.3455 in.
.015 Oversize	.3565—.3575 in.
.030 Oversize	.3715—.3725 in.
Rocker Arm, Rocker Shaft Bore Diameter	.783—.784 in.
Rocker Arm Shaft O.D.	.780—.781 in.
Rocker Arm to Rocker Shaft Clearance — Recommended Service Maximum	.006 in.
Rocker Arm Lift Ratio — Valve Push Rod to Valve	1.60:1
Valve Push Rod Length	9.62 in.
Valve Push Rod Runout Maximum	.020 in.
Valve Tappet Diameter (Standard)	.8740—.8745 in.
Oversize Valves (Stem Diameter) Available — Service	.003, .015, .030 in.
Valve Stem to Valve Guide Clearance Intake — Recommended Service Maximum	.004 in.
Valve Stem to Valve Guide Clearance Exhaust — Recommended Service Maximum	.005 in.
Valve Head Diameter:	
Intake	2.000—2.010 in.
Exhaust	1.630—1.640 in.
Valve Seat Face Runout (Intake & Exhaust) — Recommended Service Maximum	.002 in.
Valve Spring Free Length (Approximate)	2.120 in.
Valve Spring Out of Square (Maximum)	.062 in.
Valve Spring Pressure (Lbs.) @ Specified Length (Valve Closed) Recommended Service Minimum	60 @ 1.800 in.
Valve Spring Pressure (Lbs.) @ Specified Length (Open Valve) Recommended Service Minimum	165 @ 1.380 in.
Connecting Rod:	
Piston Pin Bushing—Inside Diameter — Standard Size	.9123—.9126 in.
Connecting Rod — Piston Pin Bushing Out of Round (Maximum)	.0001 in.
Connecting Rod Piston Pin Bushing Taper (Maximum)	.0001 in.
Connecting Rod Crankshaft Bearing Bore Diameter — Standard Size:	
Color Coded — Red	2.4002—2.4006 in.
Color Coded — Blue	2.4006—2.4010 in.
Connecting Rod Crankshaft Bearing Bore Out of Round (Maximum)	.0004 in.
Connecting Rod Crankshaft Bearing Bore (Width)	.9315—.9335 in.
Connecting Rod Crankshaft Bearing Bore Taper (Maximum)	.0004 in.
Connecting Rod Length (Center to Center)	7.064—7.066 in.
Connecting Rod — Twist Total Difference (Maximum)	[illegible] in.
Connecting Rod—Bend Total Difference (Maximum)	[illegible] in.

SPECIFICATIONS

ENGINE	
Connecting Rod Assemblies (Assembled to Crankshaft)	
Side Clearance Recommended Service Maximum	.017 in.
Oil Pump (Rotor Type):	
Oil Pressure Relief Valve Spring Tension (lbs.) @ Specified Length	6.1-7.3 @ .80 in.
Oil Pump Drive Shaft to Housing Bearing Clearance	.0015—.0029 in.
Oil Pressure Relief Valve Piston Clearance	.0015—.0029 in.
Oil Pump Rotor Assembly — End Clearance (Pump Assembled)	.001—.0035 in.
Oil Pump Drive Shaft Length (Measured from Rotor Assembly Face to Shaft End)	3.36—3.38 in.
Oil Pump Outer Race to Housing — Clearance — Radial	.006—.009 in.
Oil Pump (Gear Type):	
Oil Pressure Relief Valve Spring Tension (Lbs.) @ Specified Length	7.79-7.87 @ 1.40 in.
Oil Pump Drive Shaft to Housing Bearing Clearance	.0015—.0029 in.
Oil Pump Drive Shaft to Cover Bearing Clearance	.0015—.0029 in.
Oil Pressure Relief Valve Piston Clearance	.002—.004 in.
Oil Pump Gears End Clearance (Pump Assembled)	.0015—.0055 in.
Oil Pump Driven Gear to Shaft Clearance	.001—.002 in.
Oil Pump Drive Shaft (Cover Bearing End) Length (Measured from Gear Face to Shaft End)	.490—.510 in.
Oil Pump Gears to Housing Clearance (Radial)	.0015—.006 in.
Bearing-Crankshaft Main (Copper Lead):	
Main Bearing to Crankshaft Journal Actual Clearance — Recommended Service Maximum	.0036 in.
Main Bearing Wall Thickness Standard Bearings:	
Color Coded — Red	.0951—.0956 in.
Color Coded — Blue	.0955—.0960 in.
Crankshaft — Main Thrust Bearing Flange — Width	1.118—1.120 in.
Bearing — Crankshaft Connecting Rod (Copper Lead):	
Connecting Rod Bearing to Crank Pin Actual Clearance Recommended Service Maximum	.0036 in.
Connecting Rod Bearing Wall Thickness (Std. Bearings):	
Color Coded — Red	.0749—.0754 in.
Color Coded — Blue	.0753—.0758 in.

ENGINE BOLT AND NUT TORQUE SPECIFICATIONS	
Application:	(Lbs. Ft.)
Main Bearing Cap Bolts	120-130
Cylinder Head Bolts (Hot)	90
Oil Pan to Cylinder Block	12—15
Flywheel to Crankshaft	75—85
Exhaust Manifold to Cylinder Head	23—28
Intake Manifold to Cylinder Head	23—28
Oil Pump to Cylinder Block	12—15
Oil Pump Cover Plate	12—15
Oil Filter to Cylinder Block	20—25
Cylinder Front Cover	23—28
Water Outlet Connection	23—28
Valve Chamber Cover	2.0—2.5
Camshaft Sprocket to Camshaft	—18

ENGINE BOLT AND NUT TORQUE SPECIFICATIONS

Damper or Pulley to Crankshaft	130—145
Connecting Rod Nuts	45—50
Rocker Shaft Support to Cylinder Head	22—25
Valve — Rocker Arm Clearance Adjustment Screw Lock Nut	30—35
Rocker Arm Chamber Cover	2.0—2.5
Water Pump to Cylinder Block or Front Cover	23—28
Oil Pick-Up Tube to Oil Pump (Nut)	10—12
Oil Pick-Up Tube to Oil Pan (Nut)	28—32
Valve Pushrod Chamber Cover	2.0—2.5
Fuel Pump to Cylinder Block or Front Cylinder Cover	23—28
Air Cleaner Anchor Screw Stud to Carburetor	4—5

BODY SPECIFICATIONS

General Information:	
Construction	All Steel Welded
Number of Body Mounts	20
Body Mounts — Material	Tire Carcass and Steel Spacers
Doors:	
Type	Double Panel Const.
Hinge Location	Forward
Door Handles — Type:	
Outside	Push Button, Latch Release
Inside	Pull, Knob on Handles
Door Locks	Safety Type Rotor and Latch
Weatherproofing	Rubber Seal Outside Wind Cord Inside
Rear Deck Lid:	
Hinge Type	Link
Counterbalancing	Yes
Deck Lid Handle:	
Type	Ornamental, Key release (Lock Cylinder Integral with Ornament)
Windshield Wiper	2 Blade, Vacuum Operated with Coordinated W/S Washer
Windows — Ventilating Wings:	
Front Vent, Usage	Standard
Front Vent, Operation	Electric with Lock
Type of Glass	Laminated
Door Windows:	
Operation	Electric
Type of Glass	Laminated
Rear Windows:	
Description	One Piece Curved
Type of Glass	Tempered Plate
Seats — Front:	
Cushion	Removable
Seat Back	Removable
Seat Adjustment:	
Type	Electric
Horizontal Movement	4¼ in.
Vertical (Electric only)	1½ in.–1¾ in.

BODY SPECIFICATIONS

Windshield:	
Description	One-piece wrap-around
Type of Glass	Laminated
Seats — Rear:	
Cushion	Removable
Seat Back	Removable
Fresh Air Ducts	Dual—Right and Left Hand
Cowl Ventilator	None
Design Clearances:	
Hood:	
Cowl	5/32 in.
Fender	5/32 in.
Front Door:	
Roof Drip Moulding	3/16 in.
Door Vent & Windshield Pillar	3/16 in.
Cowl	5/32 in.
Fender	5/32 in.
Rocker	1/4 in.
Center Pillar/Quarter	1/8 in.
Deck Lid:	
Upper Back Panel	5/32 in.
Quarters	5/32 in.
Lower Back Panel	3/8 in.
Instrument Panel:	
Clearance Between Windshield Garnish and Door Garnish Moulding	13/64 in.
Clearance Around Glove Box Door (Top & Sides)	3/32 in.
Design Adjustments:	
Hood:	
At Hinges:	
Fore & Aft (Total)	7/16 in.
Up & Down (Total)	1/4 in.
Side to Side (Total)	3/8 in.
Dowel:	
Fore & Aft (Total)	1/8
Up & Down (Total)	3/8 in.
Side to Side (Total)	1/8
Adjustable Bumpers:	
Up & Down (Total)	1/2 in.
Fender:	
Front End Assembly:	
Fore & Aft (Total)	1/4 in.
Side to Side (Total):	
At Radiator Support	1/4 in.
At Fender Top — Rear	1/4 in.
At Fender Bottom — Rear	1/4 in.
Up & Down (Total):	
At Radiator Support	1/4 in.
At Fender Top — Rear	1/4 in.
At Hood Lock Dowel Support:	
In & Out (Total)	1/16 in.

BODY SPECIFICATIONS

Doors:	
At Hinges:	
Fore & Aft (Total)	1/4 in.
Up & Down (Total)	1/4 in.
In & Out (Total)	1/4 in.
Striker Plates:	
Up & Down (Total)	1/4 in.
In & Out (Total)	1/4 in.
Frame & Vent Assembly:	
Glass Run Channel — Division Bar Side:	
Lower — Fore & Aft	1/4 in.
Lower — In & Out	3/8 in.
Glass Run Channel — Lock Side:	
Lower — In & Out	3/8 in.
Lower — Fore & Aft	None
Door Glass:	
Door Vent:	
Fore & Aft (Total)	1/4 in.
Tilt at Top (Total)	1/4 in.
Quarter Glass:	
Quarter Window Assembly:	
Fore & Aft (Total)	1/4 in.
Up & Down (Total)	1/4 in.
Door Locking System — Safety Type:	
Outside Door Handle Adjusting Pin	1/64"—3/64" free play
Remote Control Linkage at Lock Assembly	1/16" free play
Inside Locking Button Height When Locked	1/2 in.
Overlap of Door Latch in Striker	9/32—7/32
Deck Lid:	
At Hinges:	
Up & Down (Total)	11/32 in.
Fore & Aft (Total)	5/16 in.
Side to Side (Total)	5/16 in.
Striker:	
Up & Down (Total)	27/64 in.
Adjustable Bumpers:	
Up & Down (Total)	1/2" (3/32" Up — 13/32" Down)
Instrument Panel:	
Glove Box Door:	
Hinges — Side to Side (Total)	3/8 in.
Striker — Fore & Aft (Total)	1/4 in.
Front Seat Assembly:	
Seat Track — 4-Way Electric — Rearward	2 in.
Seat Track Travel — Fore & Aft (Total)	4¼ in.
Seat Track Travel (Power Seat) — Up & Down (Total)	1½" Frt.—1¾" Rear
Front Bumpers:	
Up & Down (Total)	1 in. (1/8" increments in [illegible]rrated plate)

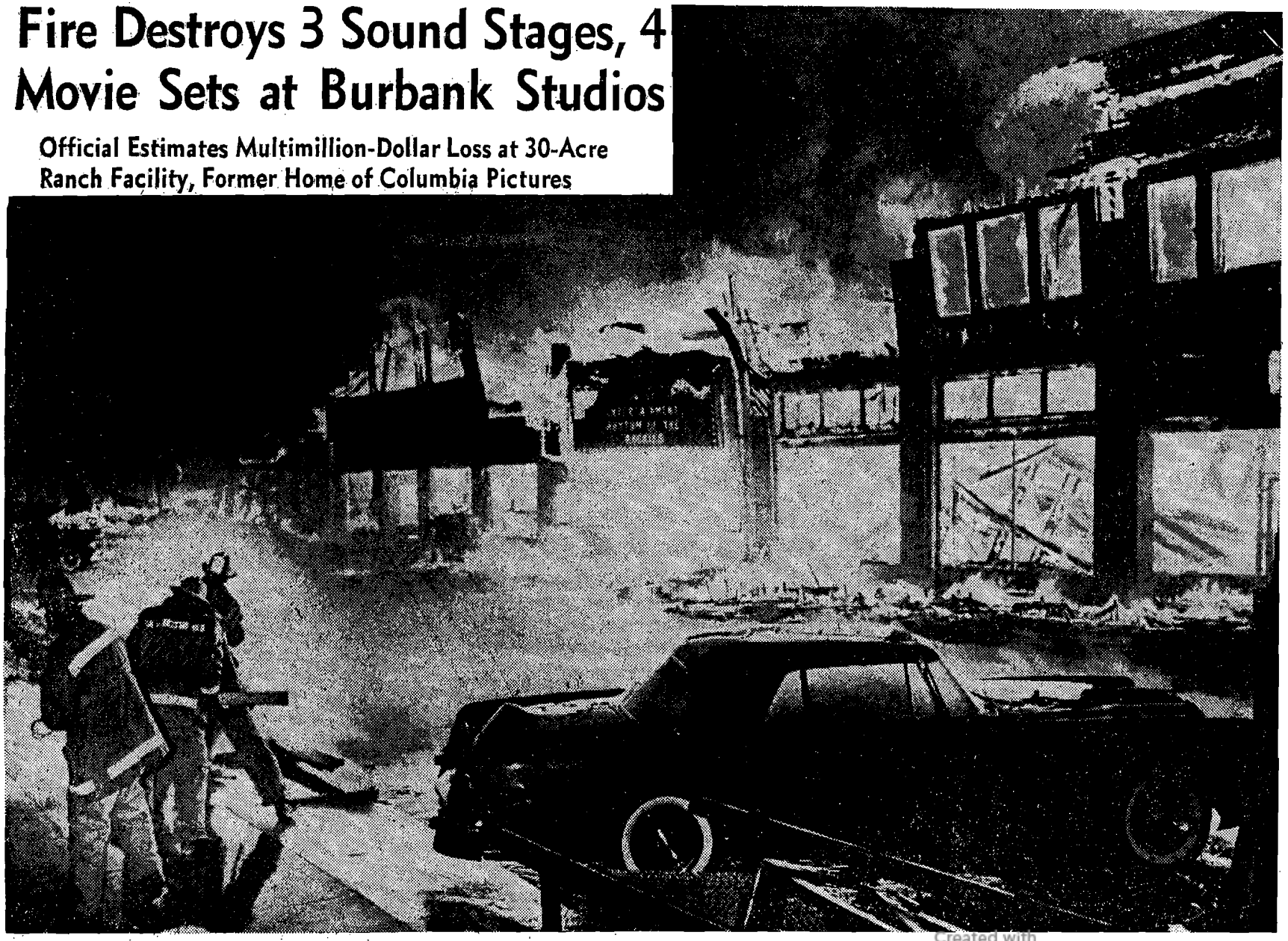
BODY SPECIFICATIONS

Rear Bumpers:	
Up & Down (Total)	1 in. (1/8" increments in serrated plate)
Lubrication & Maintenance:	
2,000 Miles:	
Hood:	
Lock	M-4648-G (Lubriplate)
Auxiliary Catch	M-4648-G (Lubriplate)
Hinge	M-4648-G (Lubriplate)
Doors:	
Check Arms	M-4648-G (Lubriplate)
Lock — Lock Cylinders	M-2C20 (Lock Lubricant—Clear)
Deck Lid:	
Hinge	M-4648-G (Lubriplate)
Lock & Lock Cylinders	M-2C20 (Lock Lubricant—Clear)
16,000 Miles or One Year:	
Front Seat Power Regulator Shafts	M-4648-G (Lubriplate)

NOTES

Fire Destroys 3 Sound Stages, 4 Movie Sets at Burbank Studios

Official Estimates Multimillion-Dollar Loss at 30-Acre Ranch Facility, Former Home of Columbia Pictures

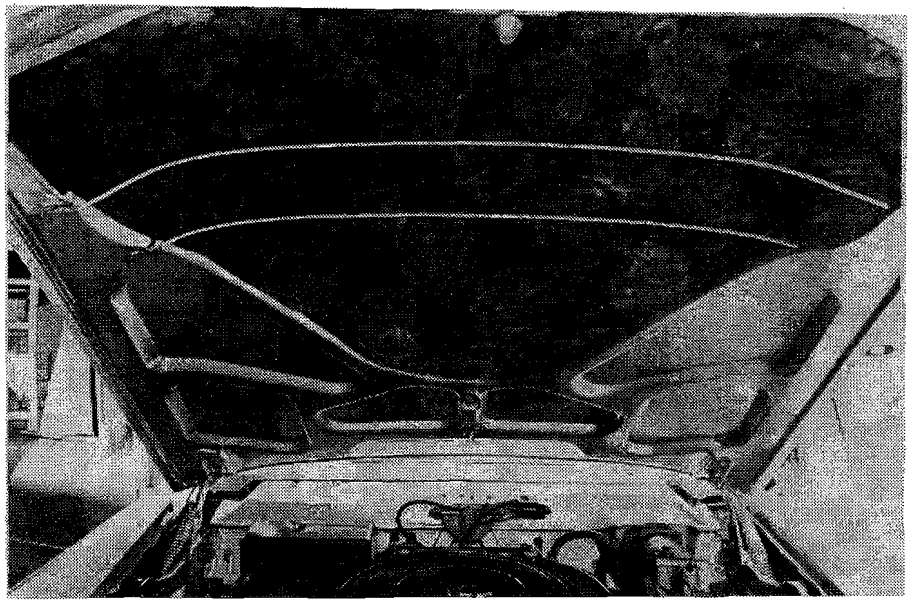


FIRE ON THE SET—Firemen battle early morning blaze at Burbank studios in which three sound stages and four movie sets were destroyed.

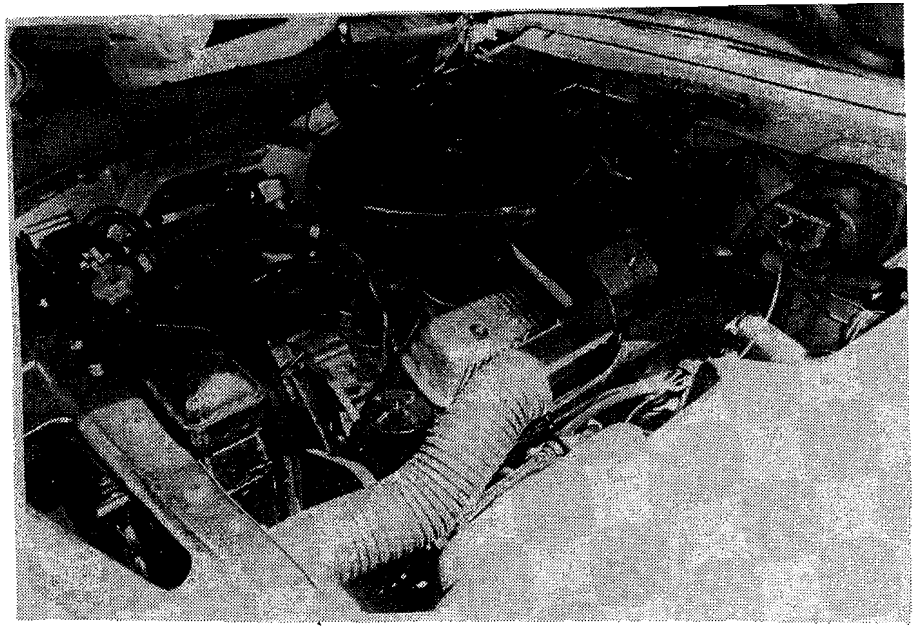
The author, Buddy E. Holiday, chatting with Walter W. Goeppinger, center, owner of the only Mark II convertible, and Mark II designer, John Reinhart on the right. The scene was the 1975 Western National L.C.O.C. meet at Coronado, California.

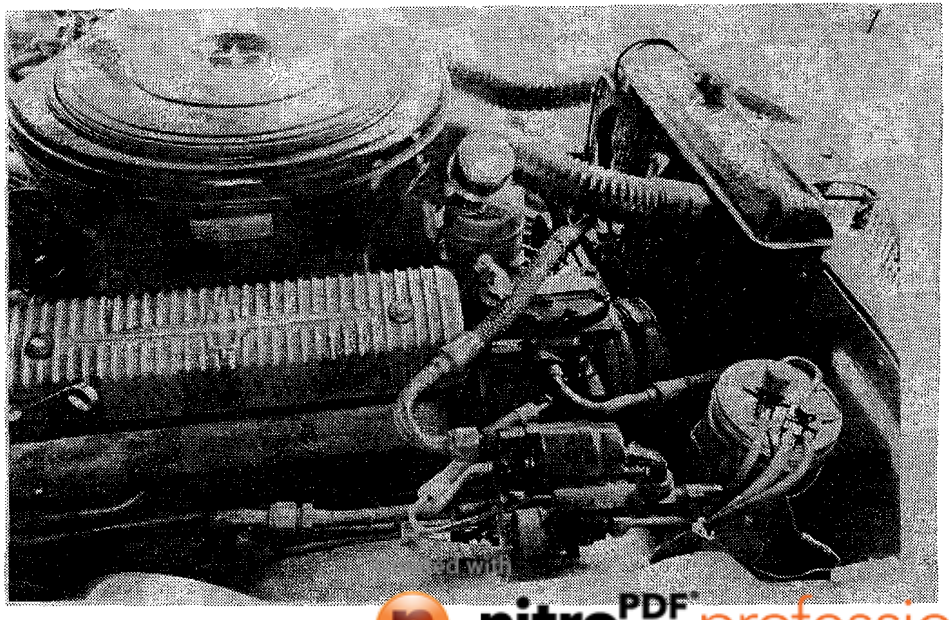
The 1957 Mark II of the author after it was in the spectacular multi-million dollar fire on September 9, 1974, at The Burbank Studios. See opposite page. It was restored at that time, too.

Note the stainless steel exhaust tubing and the location of the air cleaner decal.



This is the 1957 hood. Note the liner and the metal in the insets of the hood. 1956 has a fiber material in the insets. Note the one light for 1957.





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