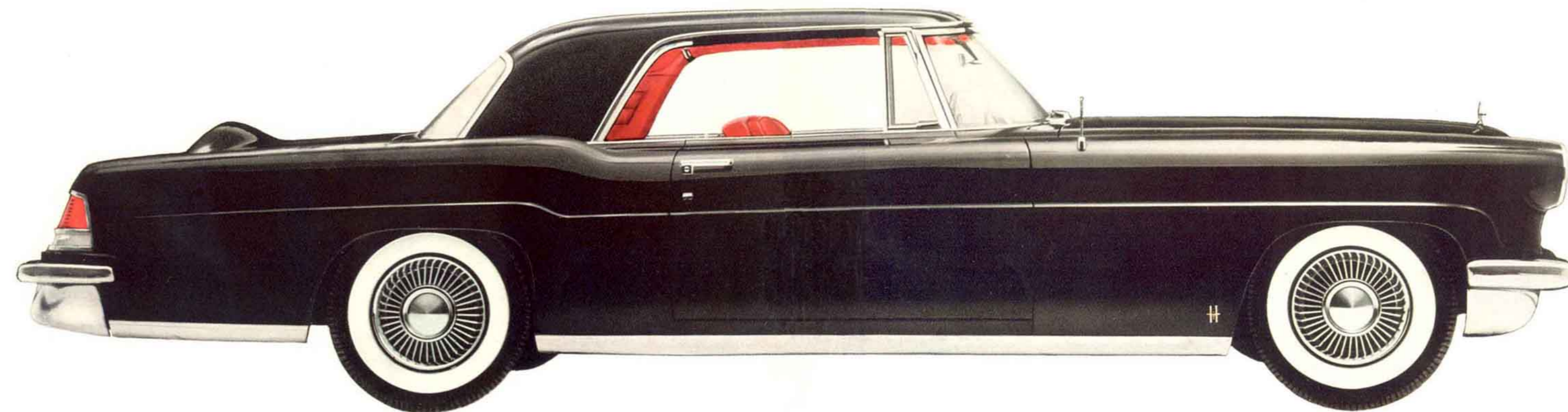


The Ford Motor Company proudly presents

*the* **Continental** *Mark III*





*the Continental Mark II*



*The Continental Mark II is the work of master craftsmen. In every detail, it represents the determination of the Ford Motor Company to create a motor car finer than any that America has ever known.*

*For the upholstery leathers, for example, our search led to Bridge of Weir, Scotland. Here, leathers are cured by a method passed on from one generation to the next, then handworked to a wondrously rich softness.*

## Rebirth of a proud tradition *the Continental Mark II...*

In the Continental Mark II the Ford Motor Company proudly presents a truly distinctive new motor car.

It is a car designed and built with a particular person in mind: The man of inherent good taste and judgement.

It is aristocratic, but in a quietly modern way.

It is elegant, but in a simple and uncomplicated way.

It is conservative, but in a distinctive and exciting way.

It is a car in which quality has always been considered first.

The Continental Mark II is the American-built motor car of custom features, sedate

luxury... a standard of motor car styling and excellence totally new.

Obviously, the Continental can be made only in limited numbers. But, whether you hope to own one or not, we believe you will share the sincere feeling of the Ford Motor Company that the Continental Mark II is the finest car not only in America, but in the world.

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.



Continental Division  
Ford Motor Company