

# 1947 LINCOLN CONTINENTAL CONVERTIBLE

1947 Lincoln Continental Convertible, 2-door

Owners: Bernie and Janice Taulborg Collection

Original cost: \$4,746.00 (Average cost for a car in 1947: \$1,300.00; average household income: \$2,850.00)

Number made: 738

Engine, etc.: Model 76H, body/style 52; V-12 L-head; 305 cid, 130 hp; 4,135 lbs.; 125 in. wheelbase

The Lincoln Continental was introduced in 1940, just prior to the onset of World War II. The Lincoln marque had weathered the Depression and, after World War II, Lincoln was determined to signal they were going to compete seriously in the luxury car segment.

There were two model lines of Lincoln in 1947: the base 76H model which sold for \$2,533.00 and the Continental.

The 1947 design was modern, elegant, and slightly European with a long hood concealing the 12-cylinder engine. It was a product of Edsel Ford's instinct and talent. Henry Ford demanded mechanical durability through simplicity but Edsel Ford knew that great design made great cars. It was designed by Ford's stylist Bob Gregorie.

Interiors were lavishly appointed with many amenities offered as standard equipment. Options included a radio, heater, and whitewall tires.

The exteriors had little trim or chrome to keep the cars simple, relying instead on the beauty of the styling to attract attention rather than the "bright pieces". Rear fenders featured skirts over the rear wheels and the design was extended to the rear of the car.

The covered spare tire on the trunk came as an afterthought. As production neared, designers discovered there wasn't adequate room in the trunk for a spare tire and decided to incorporate it into the outside of the trunk. This would become the signature design for Continentals and was continued until 1948.

Sales of Lincoln Continentals hit 1,569 vehicles in 1947, the best ever. They were available in only two body styles, coupe or convertible.

The last V-12 engined car to be produced and sold by a U. S. automaker was the 1948 Lincoln. The 1946 – 1948 Lincoln Continentals were the first post-war cars to be included in the Classic Car Club of America's roster of Full Classics, an indication of their quality and trend-setting design.

Sources:

[https://en.wikipedia.org/wiki/Lincoln\\_Continental#First\\_generation\\_\(1940%E2%80%931942,\\_1946-1948\)](https://en.wikipedia.org/wiki/Lincoln_Continental#First_generation_(1940%E2%80%931942,_1946-1948))

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See

also: [http://www.oldcarbrochures.com/static/NA/Lincoln/1947\\_Lincoln/1947%20Lincoln%20Brochure/index1.html](http://www.oldcarbrochures.com/static/NA/Lincoln/1947_Lincoln/1947%20Lincoln%20Brochure/index1.html) (Original brochure, 1947 models)

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