

# LINCOLN



member of the modern family





NEW CENTER OF MODERN LIVING

This Lincoln lives at 5415 Connecticut Ave. NW



On any afternoon, you can find this Lincoln parked in front of 5415 Connecticut Avenue, Northwest. And as you see it there, you sense that it belongs. For in its styling, in its very poise, it matches this modern residential area as no other fine car can—for Lincoln alone is the one fine car deliberately designed for modern living.

Like its modern home—in this instance a contemporary multiple dwelling—Lincoln is modern, smart. Still, it has a warmth beyond the measure of metal. It has stature, elegance to be sure, but it has a fine quality of friendliness, too. Lincoln is more than a mark of distinction, it's an integral part of modern family life.

This Lincoln, like so many others, is part of a city family, and an interesting thing is that every member of that family is sure Lincoln is made just for them. But other Lincolns live in the suburbs, rural areas, mountains, small villages throughout America—and wherever you go, each Lincoln family feels the same. Each family is correct, too—for Lincoln is versatile, meant to fulfill, as no other fine car can, the automotive needs of the American family.

Versatility, functional luxury—you'll find both in Lincoln styling and in Lincoln performance. Power flows from the potent V-205 engine through Hydra-Matic Transmission to carry you smoothly along city streets, or in eager surges to take you through the tangle of city traffic and onto the expressway.

And in Lincoln, this power is integrated into the complete car—engine, chassis, body are all designed together to give you safe, dependable, *efficient* performance . . . modern performance.

Then, too, Lincoln offers other aspects of power in a truly modern sense . . . for easier stopping—power braking . . . for greater handling ease—power steering . . . for complete personal convenience—the four-way power seat. You'll want them all in your new Lincoln.

Lincoln curves smoothly down the driveway—a new power steering unit combining with exclusive ball-joint front wheel suspension to give you a complete mastery over this or any handling situation. Then, a touch of the toe to the brake pedal and Lincoln comes to a gently firm halt—for up to 50% of the effort is taken away by Lincoln power brakes. And Lincoln's suspended pedal is positioned to make accelerator-to-brake toe-transfer easier and surer. Thus, stopping like parking is incredibly easy in a Lincoln.



To make your motoring more comfortable than ever before, Lincoln offers the new four-way power seat that custom-fits the car to you—regardless of your size. One touch to the handy controls and the seat moves up or down . . . another, and it moves forward or back. Altering the seat position makes long trips less tiring—and in Lincoln, you can do so without taking your eyes off the road.





## NEW RANGE OF MODERN LIVING

"We can pick up the family on the way" is a phrase indicative of the casual, informal way of today's living. Family travel is an everyday occurrence.

And so the Lincoln glides along the highway, driver comfortably positioned up where he can see without strain or stretch. Before him is the full, wide one-piece windshield that provides unobstructed viewing. The low, sloping hood lets him see close-up down front and to the outer edges of both front fenders. Visibility is a pronounced feature of Lincoln, blended into the design to assure maximum viewing in every direction.

And the divided instrument panel is close to eye level, where only the slightest eye movement is necessary to read the clear, large dials. The controls are spaced conveniently below—within easy reach.



When youngsters climb into the car, they bring the exuberance of youth. Yet you need feel no concern for the interior of your Lincoln. Lincoln interiors are luxurious, richly decorated, of course. But their's is a practical, livable, enjoyable luxury. To the beauty of Lincoln, craftsmen have added durability.

Interior upholstery is formed of the finest grained leathers, newest nylons, and smartest modern broadcloth weaves. Appointments are of glistening bright metal to point up any decor you might select from the wide range of colors and patterns—all are able to take the action of youth and retain their beauty.

There's plenty of comfort inside Lincoln, too . . . head room, leg room, hip room. Seats are wide, deep . . . a child can nap—stretched out—on the cushions.



A stop at the campus of the university brings Lincoln into the milieu of the young adult member of the family—and attests to the universality of this fine car. Lincoln's sculptured lines blend with the eagerness of youth, its life and color match the brightness of young laughter.

For although Lincoln certainly has stature, maturity, the sure safety and reliability that speak of years of exhaustive research and engineering, Lincoln is truly young in heart.

And here, as everywhere, you'll find the range of Lincoln models and colors . . . Capri convertibles, Cosmopolitan coupes, sedans—vibrant reds, soft blues and greys. And you notice at once that the variety emphasizes one important fact: each of these models has Lincoln's distinctive, modern living appeal.



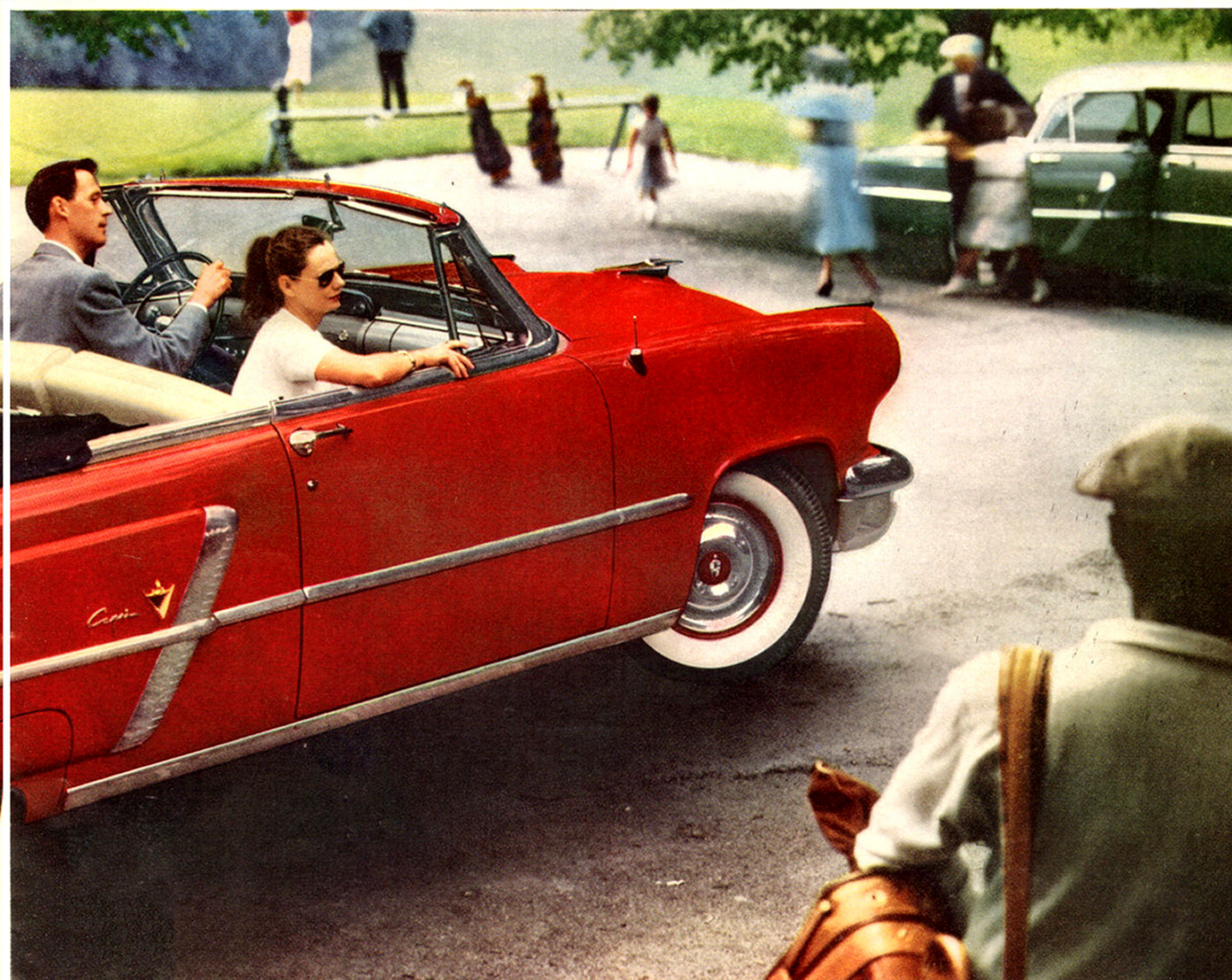
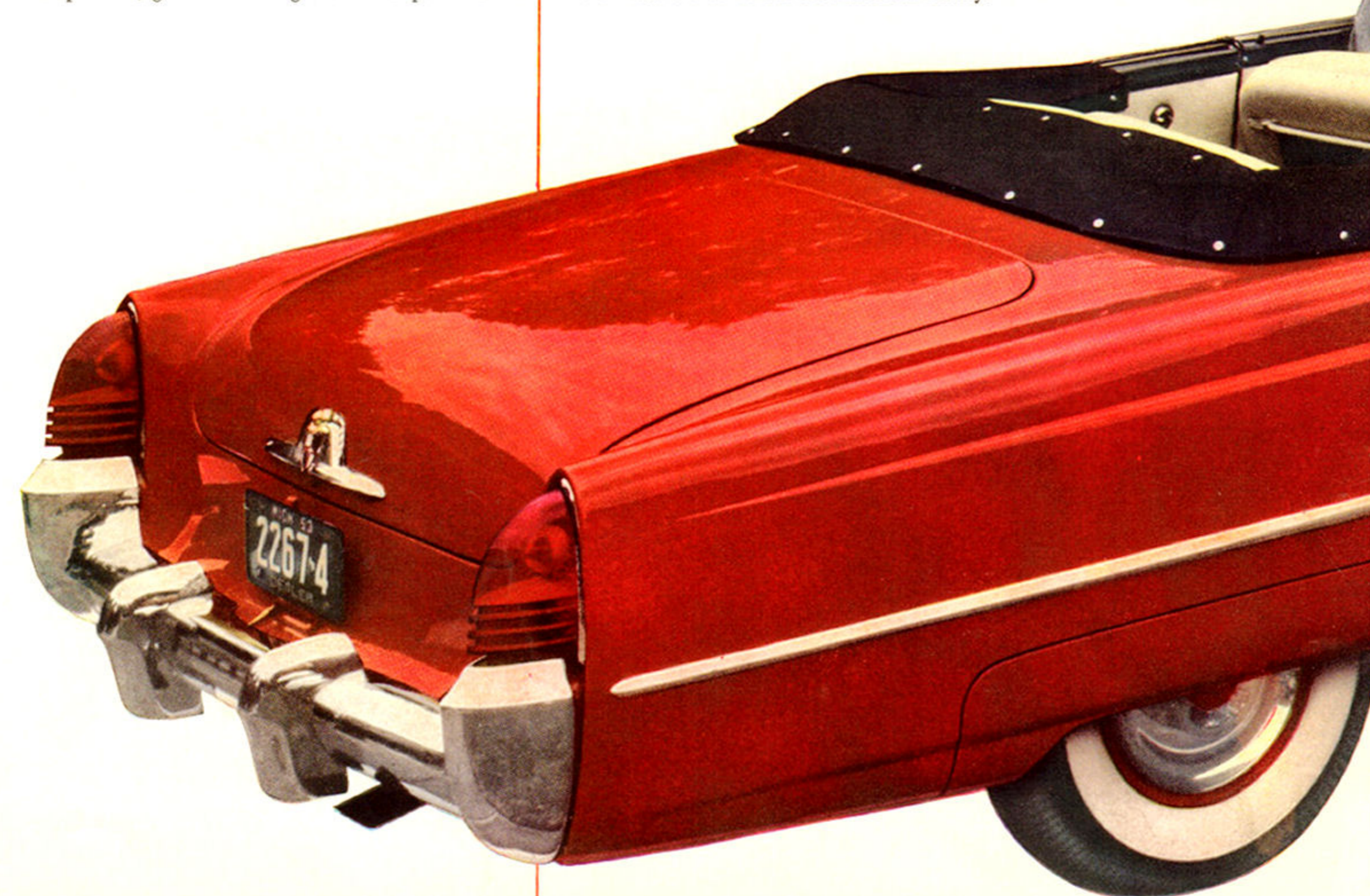
## a family really lives in a Lincoln

The family country club provides a setting truly expressive of the easy, natural grace of Lincoln. And gracefully, Lincoln turns into the parking area, exhibiting the effortless cornering ability that helps make it such a pleasure to drive.

Lincoln's low center of gravity and inherent stability, plus exclusive ball-joint front suspension, give it handling ease far superior to all

others. Even in hard, emergency cornering, Lincoln refuses to lurch, and there's no discomforting tilt or roll. In extreme cornering or in the gentle curve of a drive, you never lose that important feel of complete Lincoln control.

Above all, there's the prestige that comes with owning a Lincoln, the finest car of all for the American family.







This family came to visit the points of interest and found their Lincoln the

NEW FOCUS ON MODERN LIVING

center of attraction

Distance disappears before the smooth, steady performance of a Lincoln. Vast areas are covered easily, joyfully; mountains are leveled off by its power; rutted, bumpy roads are smoothed by the shock-absorbing action of its unique front suspension. Countless miles float by and the family on vacation arrives in the capital city. Their Lincoln no longer amazes them. They've asked much of it—and its response was to the full.

Still, they can't help noticing the admiring glances of passers-by, glances that sweep the superb Lincoln silhouette from gleaming bumper-grille unit, along low, elegantly simple lines to the gentle taper of the rear deck and fenders . . . assurance that this Lincoln, which performs so splendidly is so surely beautiful as well.

Indeed, this Lincoln is designed to be just that—a luxuriously beautiful car and a stalwart performer. This is modern living design creating the balance of correct proportions of all elements into the complete unit—the one fine car designed for today—Lincoln.

Function with a Lincoln flair is demonstrated here by the huge storage space under Lincoln's sleek rear deck—room for all the family's luggage.

And behind the hinged license plate is Lincoln's centralized gas tank filler pipe that lets you drive up to either side of the gasoline pump for fueling—and fueling, thanks to Lincoln's advanced engine design, happens much less often than you might think. Lincoln captured honors in the 1953 Mobilgas Economy Run, averaging more ton-miles-per-gallon than any car in its class—plus more than any car in any class equipped with automatic transmission.



On the highway, Lincoln knows no bounds. At your command is flashing 205 horsepower from Lincoln's new high compression V-8 engine—power that carried Lincoln to a sweep of the first four stock car places in the 1953 Mexican Pan-American Race, called by experts "the toughest automotive test in the world today."

And forming the foundation for this bolt of power, is the double-braced, rigid chassis—designed, as is the all-steel body, to match this power with strength, and make it safe, usable power . . . to give you quick action when you need it, and to provide a reserve that is merely tapped while you're cruising along the open road.



In the city, Lincoln takes all the frustration out of driving through crowded streets. It glides evenly over trolley tracks, winds through traffic—and with an astounding ease. Partly responsible is Lincoln's advanced front suspension and power steering . . . partly responsible is Lincoln's visibility that lets you really see all situations. Then too, there's the confidence Lincoln inspires in you from the first moment you take the wheel.



# LINCOLN

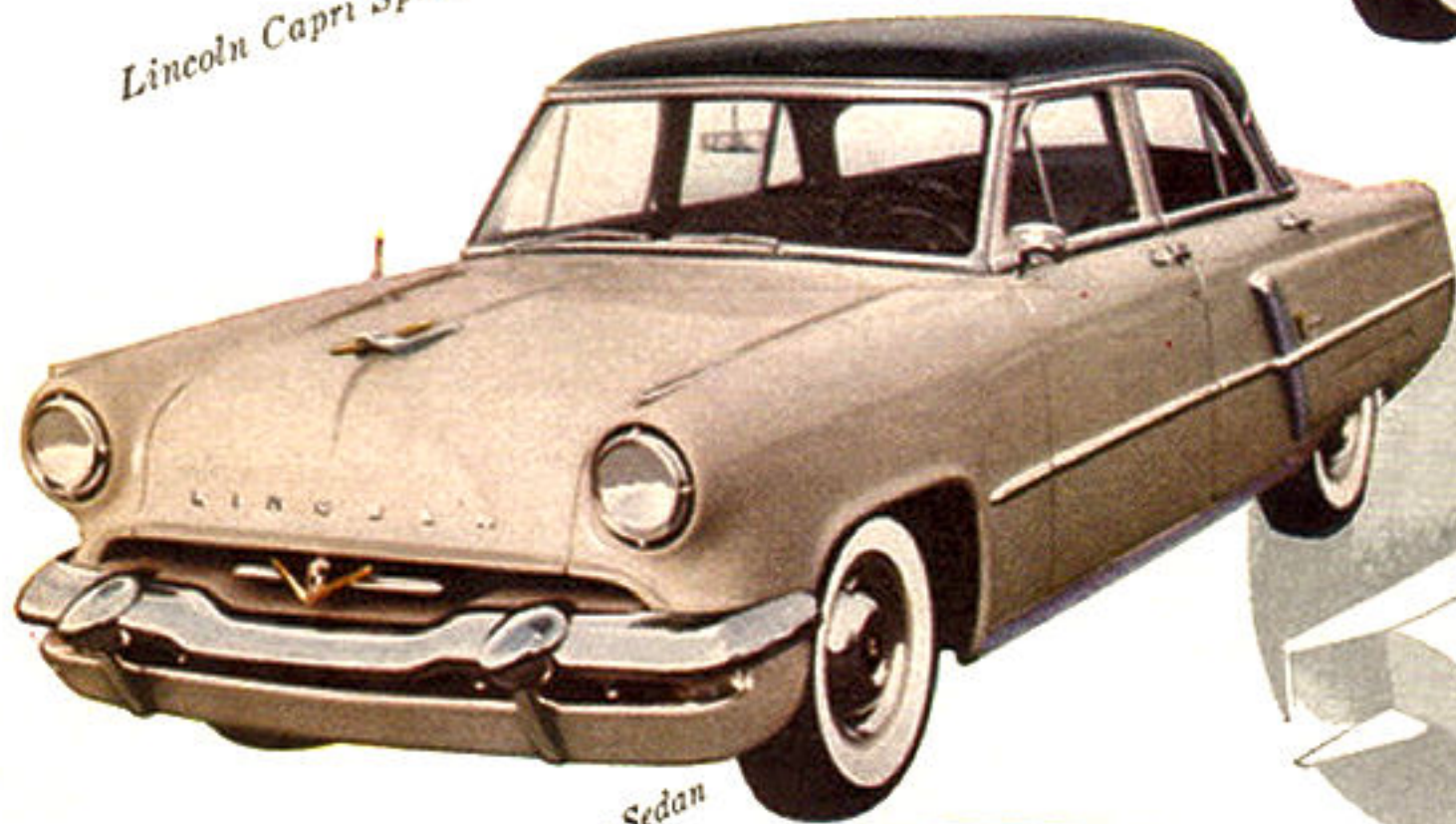
designed and powered for modern motoring



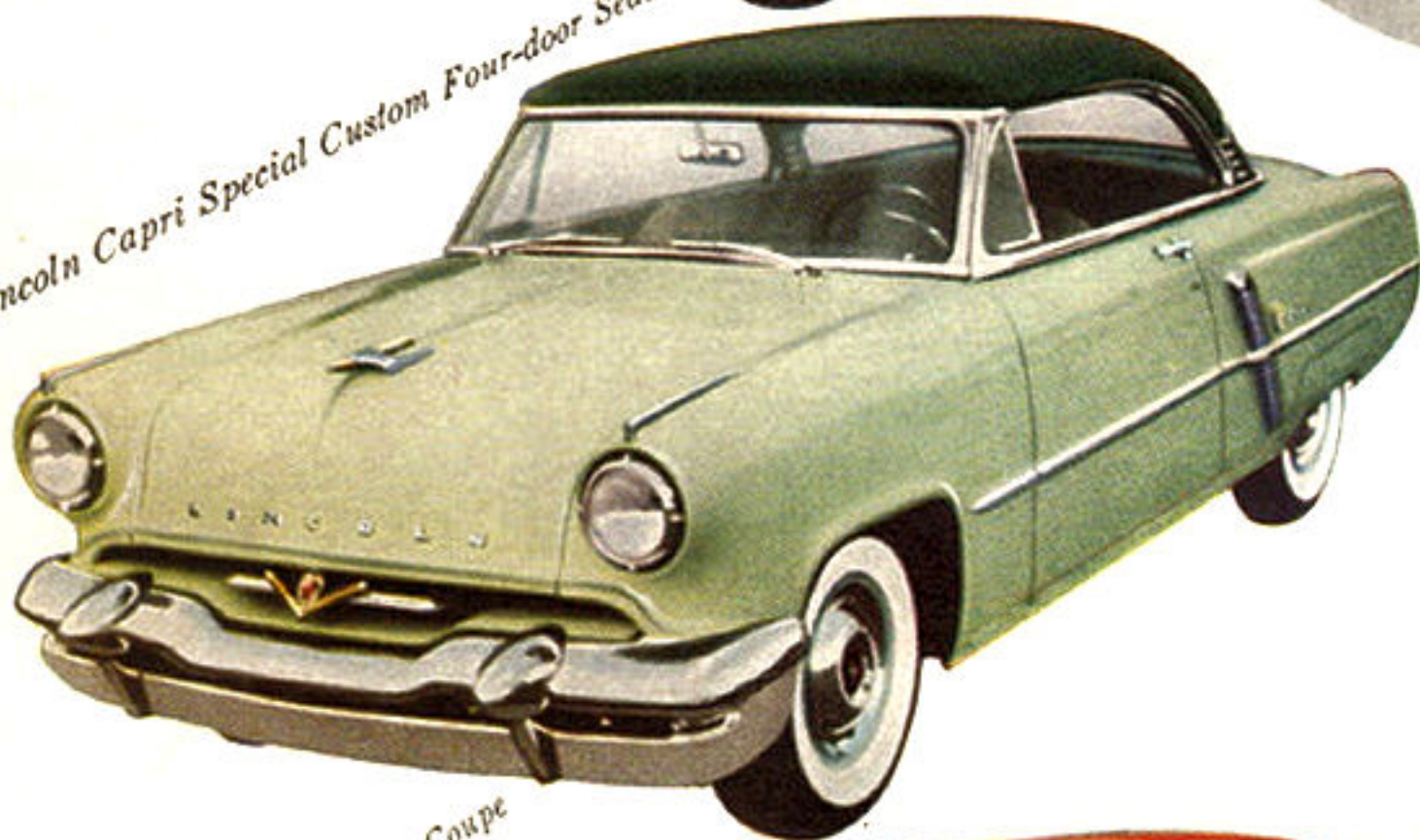
*Lincoln Cosmopolitan Custom Four-door Sedan*



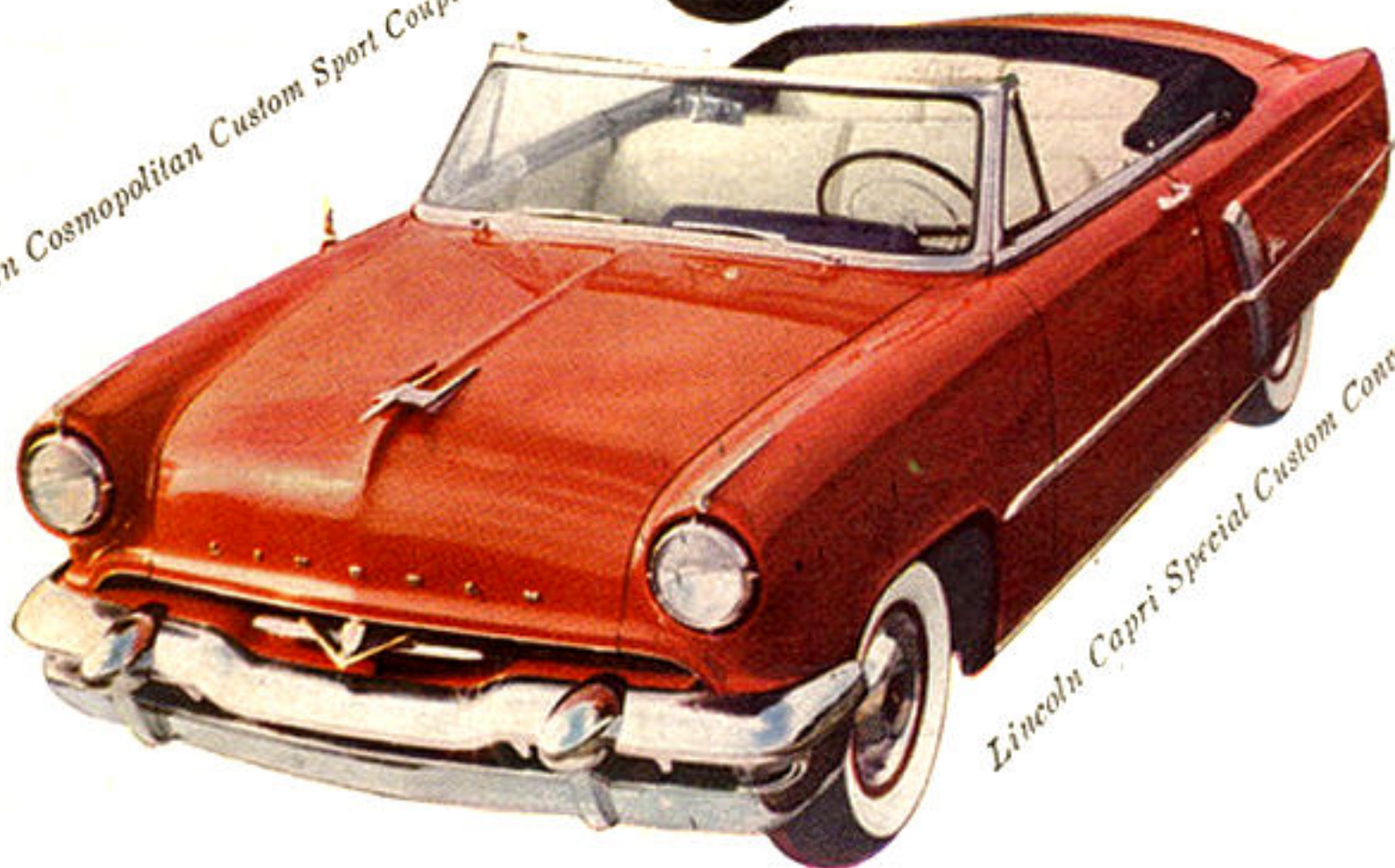
*Lincoln Capri Special Custom Coupe*



*Lincoln Capri Special Custom Four-door Sedan*



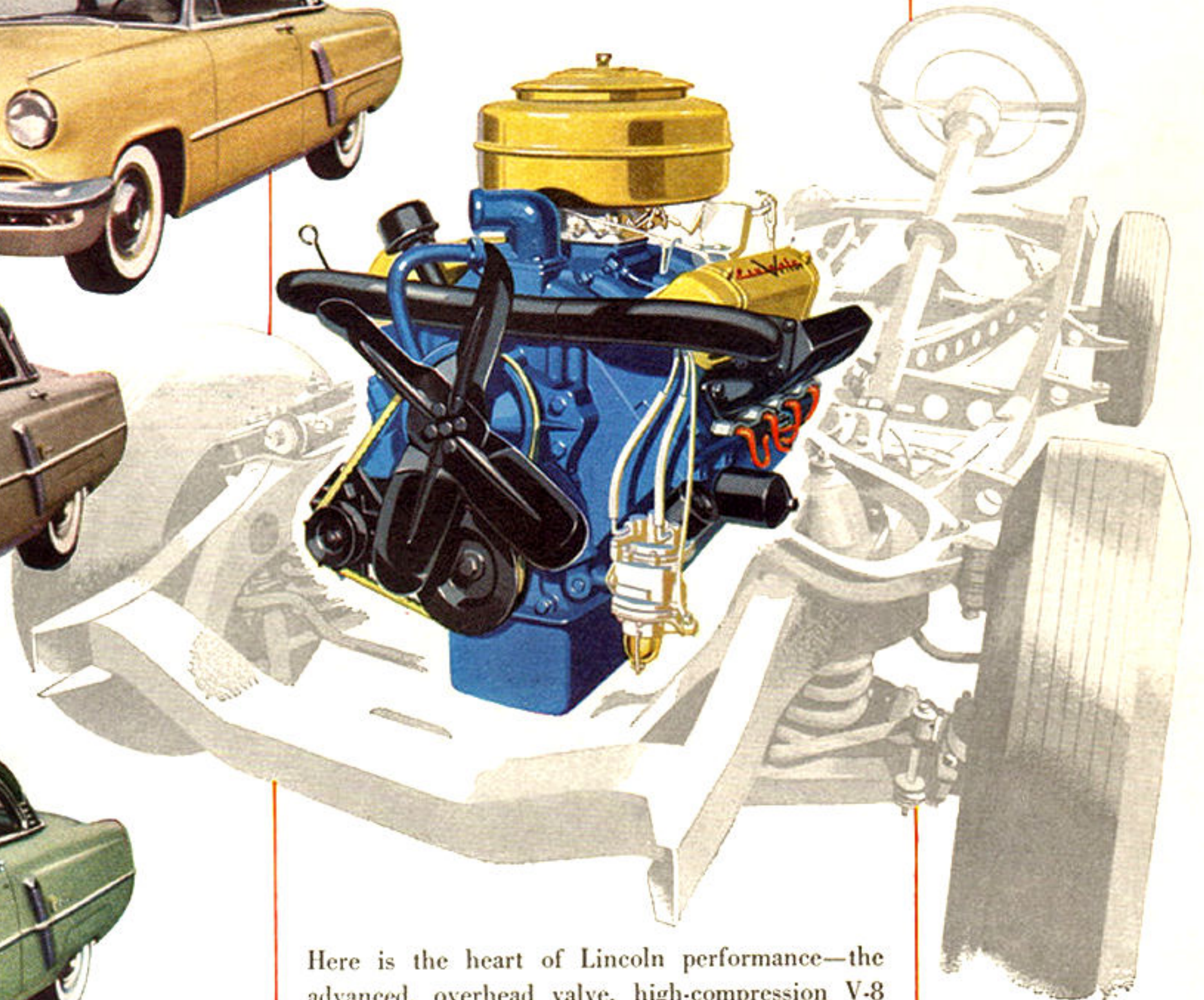
*Lincoln Cosmopolitan Custom Sport Coupe*



*Lincoln Capri Special Custom Convertible*



Lincoln topped class in Mobilgas Economy Run, outperformed *all* cars with Automatic Transmissions.



Here is the heart of Lincoln performance—the advanced, overhead valve, high-compression V-8 engine that develops a full 205 horsepower. Why so much power? Simply this: it's there when emergency demands it. Otherwise—and always—it's held in reserve, preventing strain, making the Lincoln V-205 the most effortlessly efficient engine in America . . . efficiency *proved* in open competition.

And now we have but this to ask: that you drive a 1953 Lincoln before you decide on the purchase of any fine car. Come in—or phone us. We have a Lincoln to put at your disposal. We're sure you'll find Lincoln a new experience in modern motoring—and so will every member of your family.



Lincolns won first four stock car places in the rugged 1,938 mile Mexican Pan-American Race.

STANDARD EQUIPMENT, ACCESSORIES AND TRIM ILLUSTRATED ARE SUBJECT TO CHANGE WITHOUT NOTICE. POWER BRAKES, POWER STEERING, FOUR-WAY POWER SEAT AND WHITE SIDE-WALL TIRES OPTIONAL AT EXTRA COST.

CLOTHES AND ACCESSORIES BY BONWIT TELLER, NEW YORK