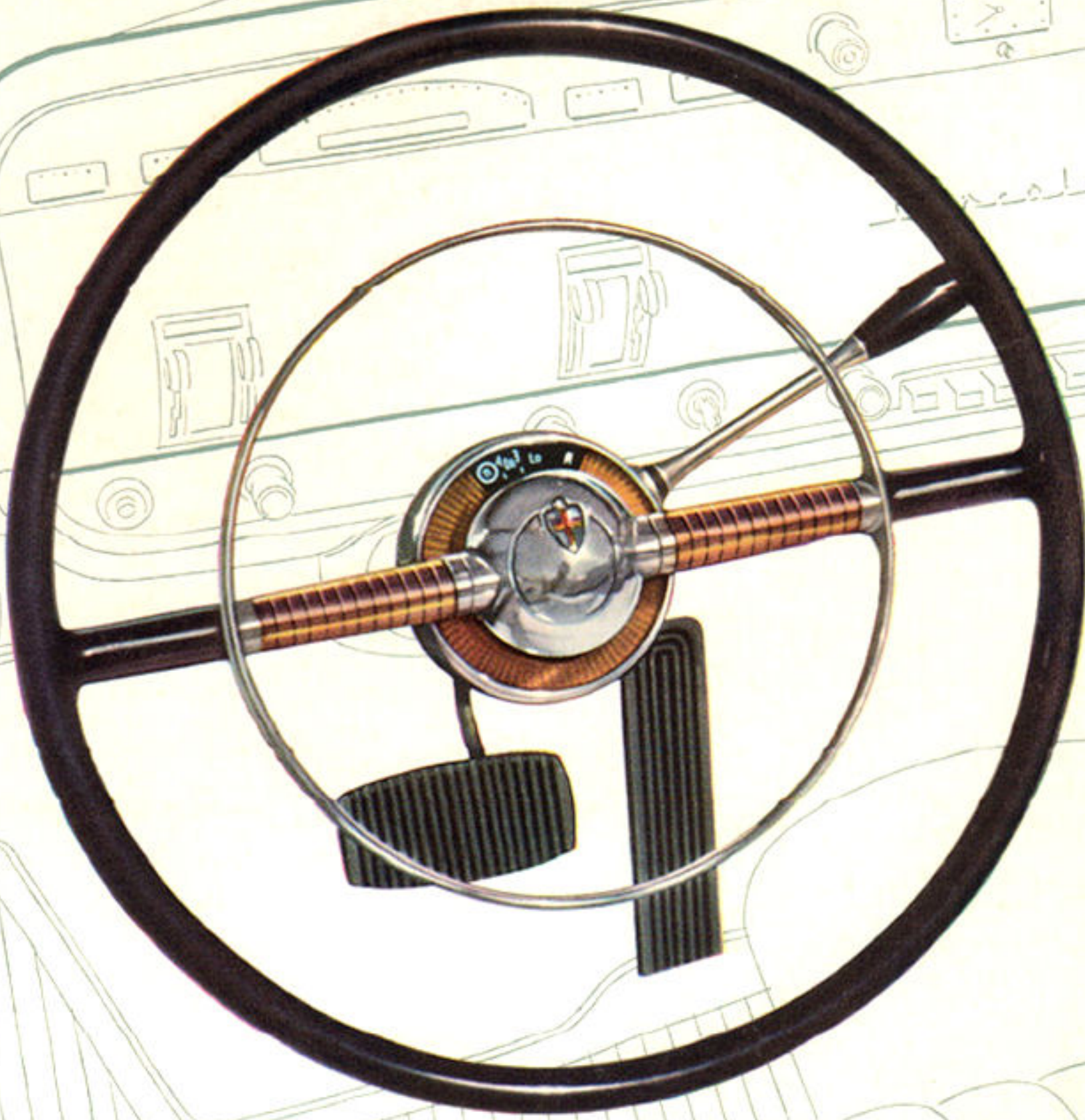


# LINCOLN



# POWER

offers a new concept of driving ease





# LINCOLN, the first fine car designed for modern living— completely powered for modern motoring



In the completely modern Lincoln, you expect the latest advancements in power. But no matter how high your expectations, you are in for a real surprise when you take the wheel and discover how abundantly the 1953 Lincoln provides *power* for luxurious driving ease.

Under the hood, and at the touch of your toe, is a 205-horsepower overhead valve Lincoln V-8—the finest and most powerful ever built by the organization of the world's leading V-8 craftsmen—a compact, high-performance engine that

gives you a world of power and truly amazing efficiency. And with this finest of Lincoln power, Lincoln offers you new power aids for driving comfort, convenience and safety. There's a wonderful version of power steering, for example—Lincoln Power Steering—that combines with Lincoln's exclusive ball-joint front suspension to give an entirely new meaning to driving ease. With Lincoln Power Steering, you park with finger-tip pressure or drive all day long . . . with freedom from fatigue such as you've never experienced before.

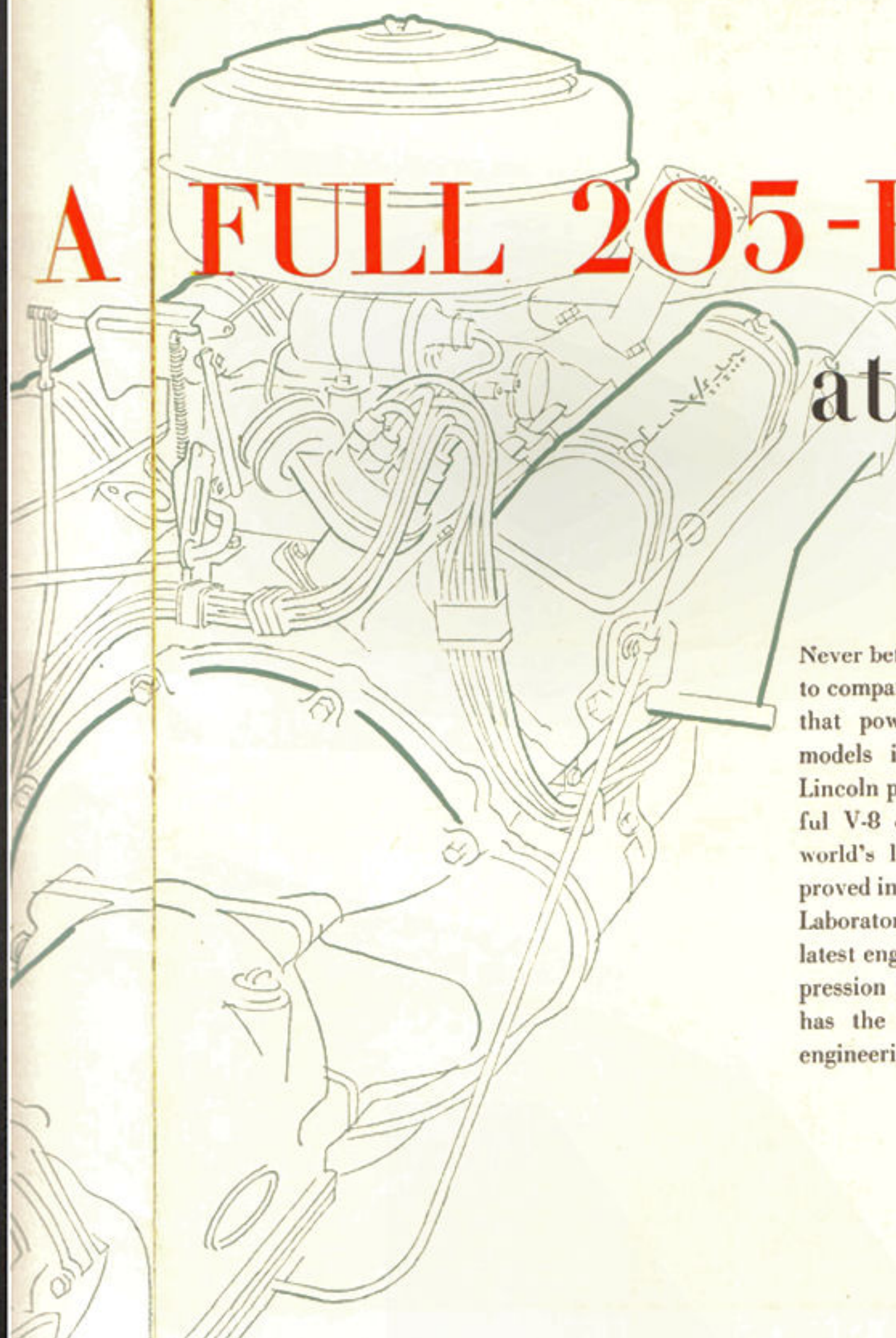
Then there's Lincoln Power Braking that combines with Lincoln's big, powerful hydraulic brakes to give you silk-smooth stops . . . lets you apply braking pressure in any degree. In traffic, on the highway . . . anywhere you drive . . . this more exact, more precise control gives you freedom from tension and a sense of safety that's truly marvelous.

Over and above these power-safety aids, you'll find available in Lincoln for 1953 an exclusive new Lincoln idea for turning power to uses of comfort . . . the 4-Way Power Seat. At the

touch of a button, the driver's seat moves up or down, forward or back to seat you at precisely the place where you can see best and drive the easiest.

Your Lincoln for 1953 can be equipped with any or all of these advanced driving ease power features at extra cost. The 205-horsepower engine, of course, is standard. Let the following pages show you how magnificently Lincoln, the first fine car designed for modern living, is America's one fine car completely powered for modern motoring.

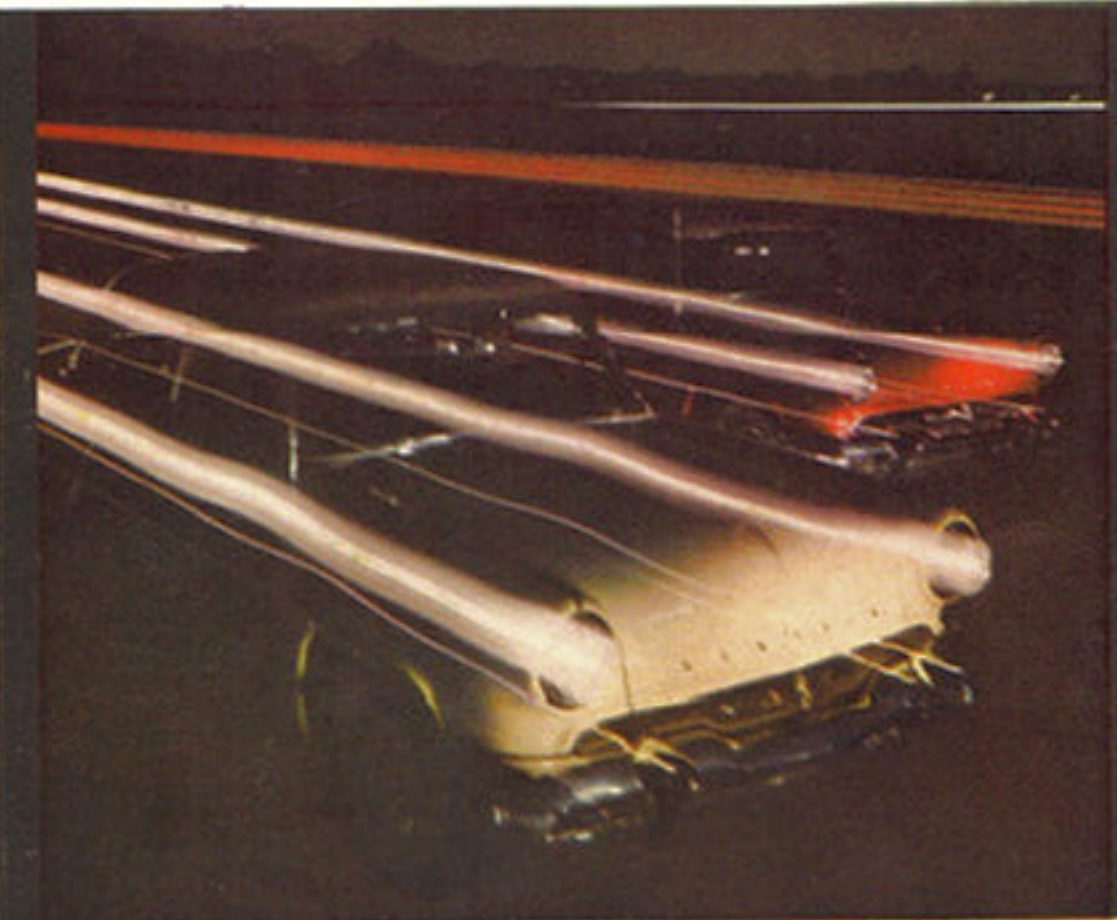




# A FULL 205-HORSEPOWER at the touch of your toe

Never before in any car has there been an engine to compare with this 205-horsepower Lincoln V-8 that powers all the Capri and Cosmopolitan models in the 1953 Lincoln line. This new Lincoln power plant is the finest and most powerful V-8 ever built by the organization of the world's leading V-8 craftsmen. Developed and proved in the Ford Motor Company's Engineering Laboratory, it embodies every new feature and latest engineering advancement. It has high compression for high performance and efficiency. It has the compactness that comes of superior engineering. It has four-barrel carburetion for

velvet low-speed smoothness and high power output. It has large bore and short stroke for conversion of more engine heat into car propelling energy. It has selectively fitted bearings—every one individually tested . . . rotating-type overhead valves . . . hydraulic valve lifters . . . "Hi-Swirl" combustion chambers . . . low friction pistons and cylinder block. In this great new Lincoln V-8 engine, you'll find *all* the most advanced features known to modern V-8 engine design. It is, without question, the most responsive, most efficient, most *fun-to-drive* engine you'll find on the American Road.



### greater power reserve

For most driving you can cruise along in traffic or on the open road using only a fraction of Lincoln's great power potential because you operate with only the first stage of carburetion, using only two of the four barrels. But even though your toe rests lightly on the treadle, you know that slightly more pressure will tap the vast reserve of mountain-leveling power that's stored in the other two barrels and in the other high-performance features of Lincoln's superb new V-8 high-compression power plant.

### more positive acceleration

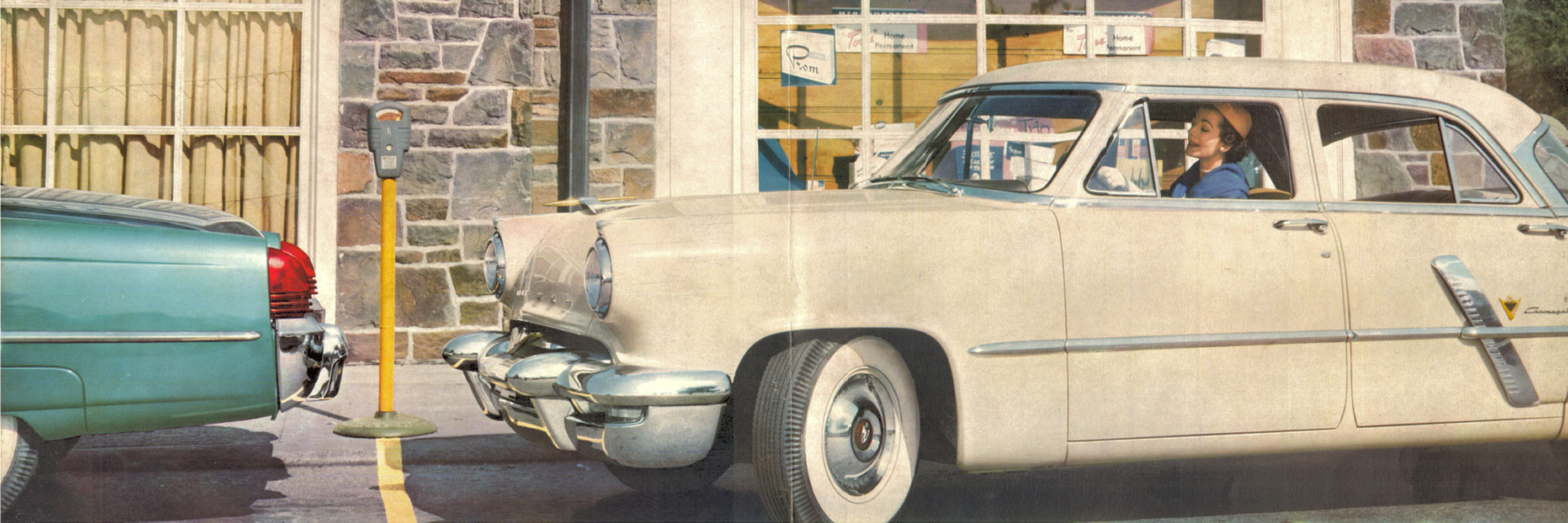
The better engine breathing and two-stage carburetion that contribute so vitally to Lincoln's greater power output, also provide the faster acceleration to give you a burst of speed for passing, or rapid pace for pulling away in traffic. On-the-road-tests show the Lincoln for 1953 passes the average expressway truck three times faster than previous models. With power increased more than 28%, Lincoln has acceleration that puts you out front in traffic . . . that gives you instant response when emergency looms.

### higher efficiency

Three ways of attaining higher engine efficiency are to reduce friction, improve "breathing" and increase compression. As you may expect, the Lincoln V-8 has all three. Lincoln's low friction design converts more engine heat into energy to drive the car. Its two-stage, four-barrel carburetor mixes as much as 8000 gallons of air with each gallon of fuel. And compression ratio is increased to 8 to 1. Better breathing . . . better burning . . . better cooling is what you get in Lincoln's full 205-horsepower V-8.

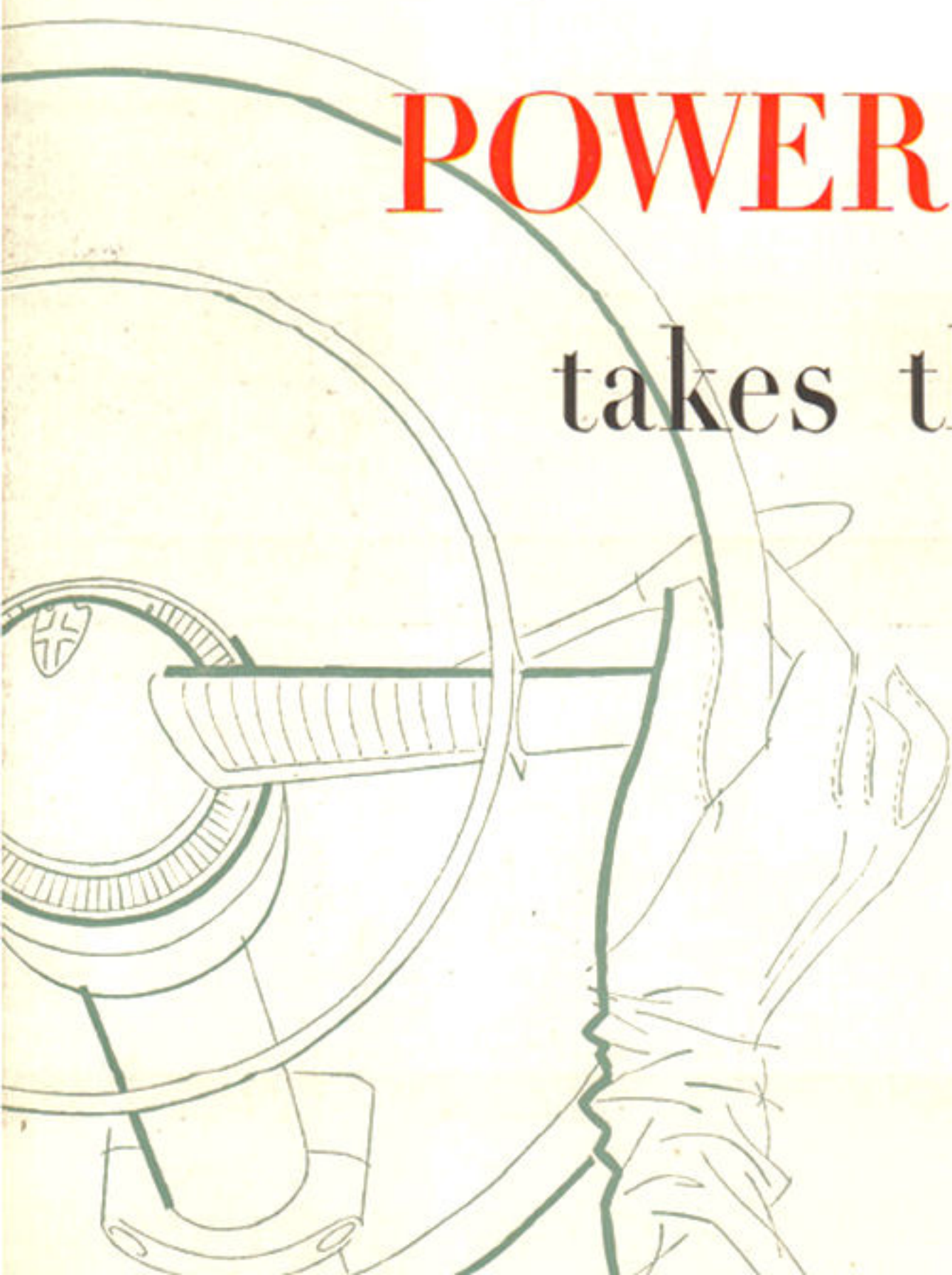
**completely powered for modern motoring**





# POWER STEERING

takes the "strain" out of driving

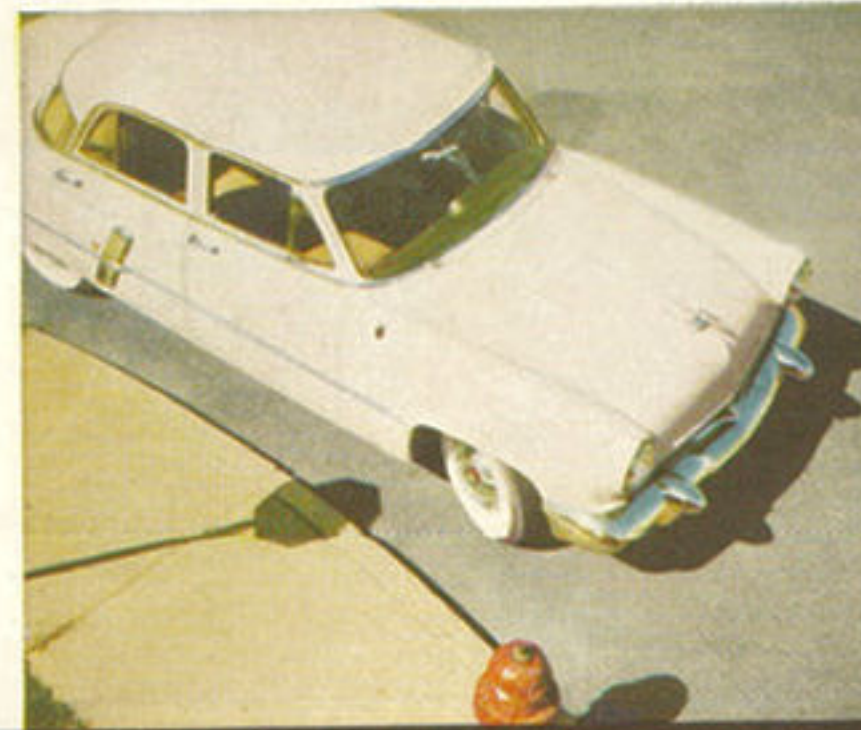


There's unrivalled new driving ease awaiting you at the wheel of the 1953 Lincoln that gives you power steering with Lincoln's exclusive ball-joint front suspension—a feature available on no other American-built production car. In the 1953 Lincolns equipped with power steering, hydraulic assistance to the mechanical steering linkage comes to your aid whenever the car's control calls for more than finger-tip pressure. This helpful ready addition to greater driving pleasure

makes driving three times easier. No longer need you tug and strain at the wheel in parking . . . or hold it in a tight, tense grip on a long, sweeping curve. Lincoln power steering eliminates the work of steering, yet it leaves the invaluable steering "feel" . . . leaves the ability of the car to straighten itself out after a curve or turn. With Lincoln power steering and exclusive ball-joint front suspension, you enjoy extra confidence, extra safety, extra pleasure everywhere you drive.

## effortless turning

Lincoln's power steering vastly multiplies the pressure you apply to the steering wheel, so you rarely have to exert more than finger pressure around sharp corners, or even when the car is standing still. Tests show Lincoln power steering reduces effort for turning on dry concrete, with the car stopped, from 40 pounds to eight pounds.



## greater relaxation at the wheel

No matter the distance, you know when you start that you'll arrive refreshed at the journey's end. You know, too, that power steering will aid your safety in the event of a chance blowout. A rested driver, logically, is a safer driver. With Lincoln power steering you experience driving ease and relaxation as never before.



## easier handling on the highway

With Lincoln power steering you have fatigue-free driving for every highway, rutted byway, or twisting mountain trail. Turning is almost effortless—there's just enough resistance for steering "feel." And Lincoln power steering also tends to return the car to straight ahead after a turn . . . a feature which makes for extra safety.



## freedom from vibration

You enjoy full freedom from steering wheel shock with Lincoln's exclusive combination of ball-joint front suspension and power steering. When a front wheel hits a bump, the shock is absorbed in the hydraulic power unit. And severe bumps, which otherwise might jerk the wheel from your hands, are likewise dampened out.



completely powered for modern motoring

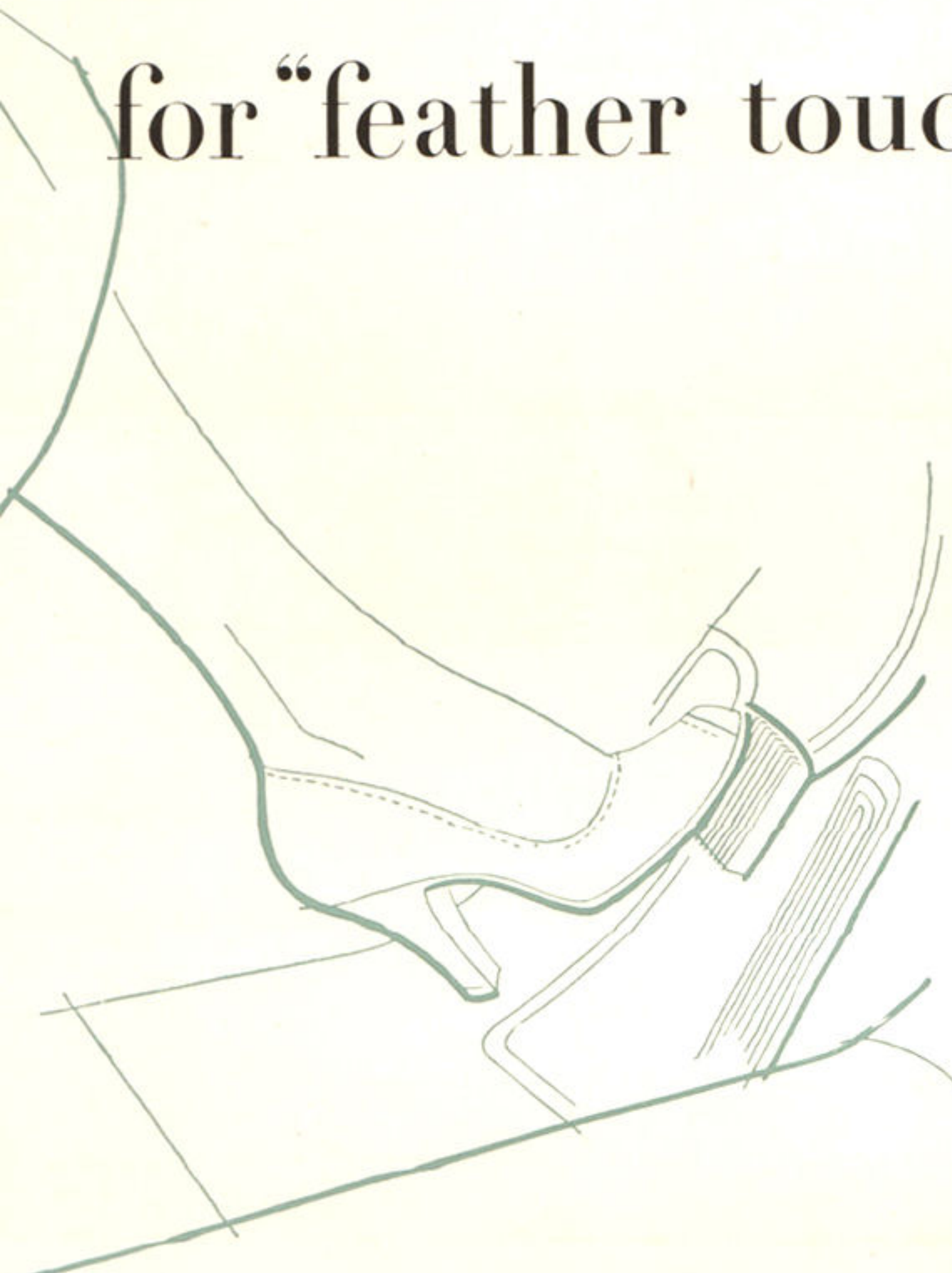






# POWER BRAKING

## for "feather touch" stopping



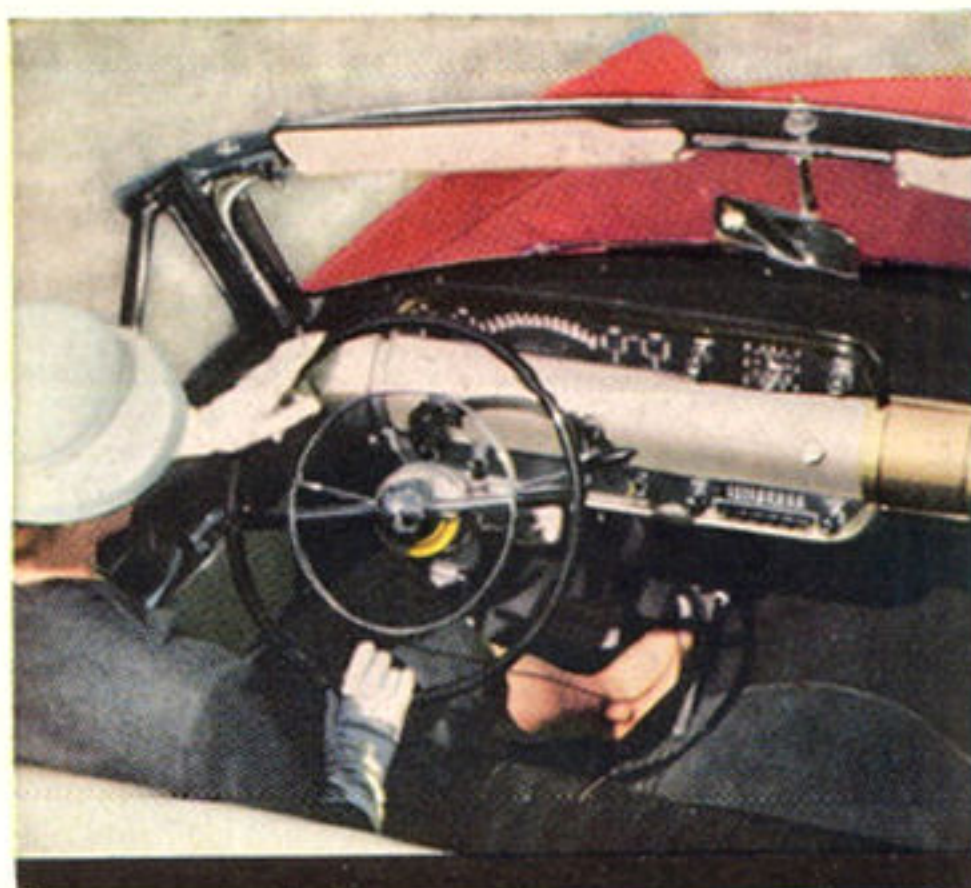
Wherever you drive—in teeming city streets or wide open spaces—Lincoln power braking, optional factory-installed equipment on all 1953 Lincoln Cosmopolitans and Capris, makes it far easier for you to stop or slow down. This proven, yet relatively simple, system uses surplus manifold vacuum to operate a piston which in turn applies the brakes. With this power aid, feather-light pressure on the pedal slows the car, and only slightly more brings a safe, smooth stop. For fast deceleration, you of course have all the force you need without unusual effort. Whether you drive short distances in traffic, or long cross-country trips, you'll drive with new-found pleasure with Lincoln power braking. With it, too, you'll enjoy new relaxation . . . and you'll know a new freedom from fatigue that will add immeasurably to your own safety and that of others.

### braking is easier, faster

The brake pedal is only half the usual distance from the accelerator so the move from one to the other is a faster one. Just the weight of your foot provides braking to hold car on a hill. And there's both a reserve vacuum tank and direct mechanical linkage for added safety.

### leg work is reduced

Operation of Lincoln's large, hydraulic brakes is unchanged. But the work of your leg muscles is cut in half because the brake pedal controls a vacuum pressure valve and engine vacuum does the work. Touch is lighter. Control is better. Braking is exactly as you require.



completely powered for modern motoring

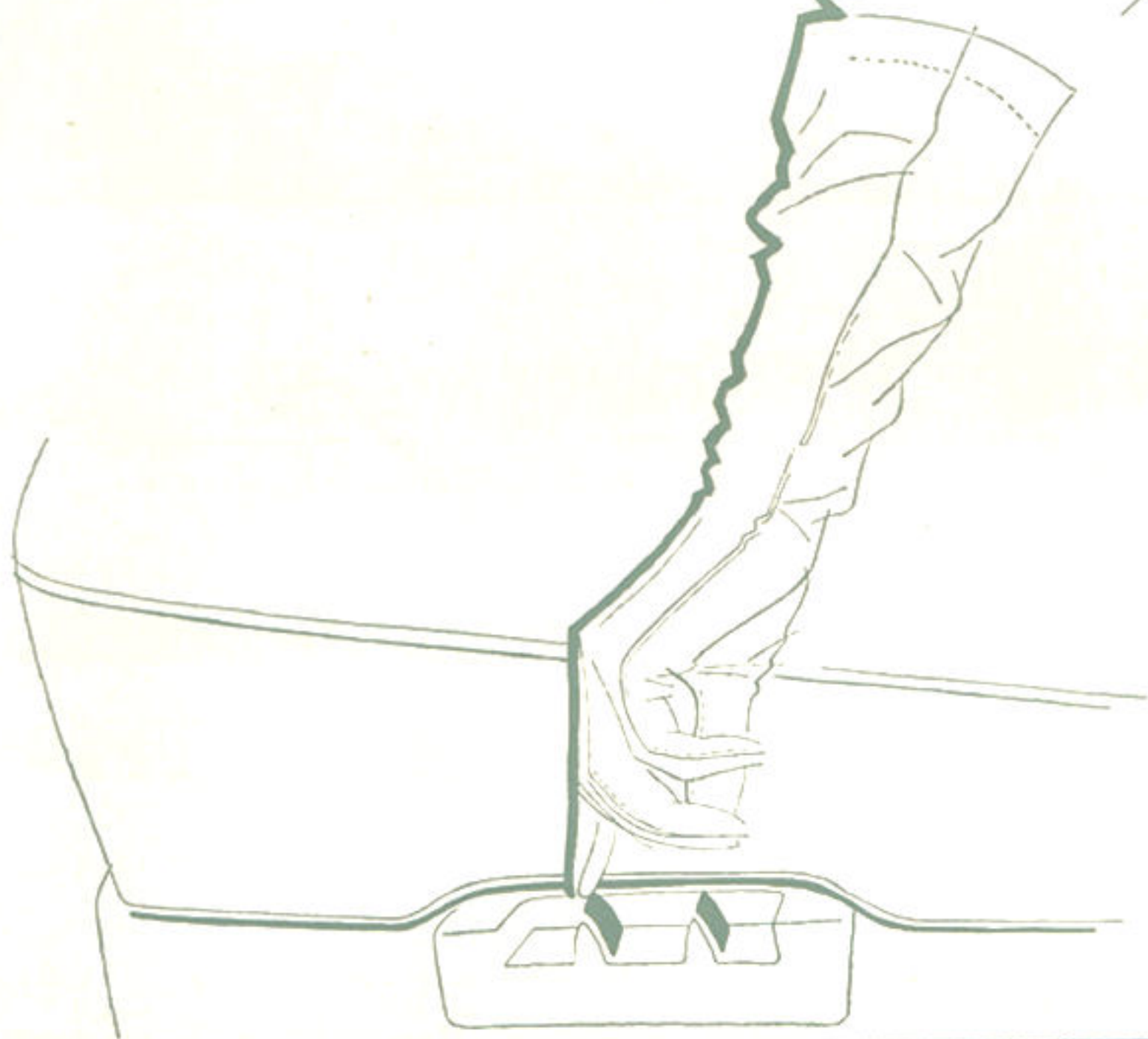






# 4-way POWER SEAT CONTROL

puts you "right" in the driver's seat

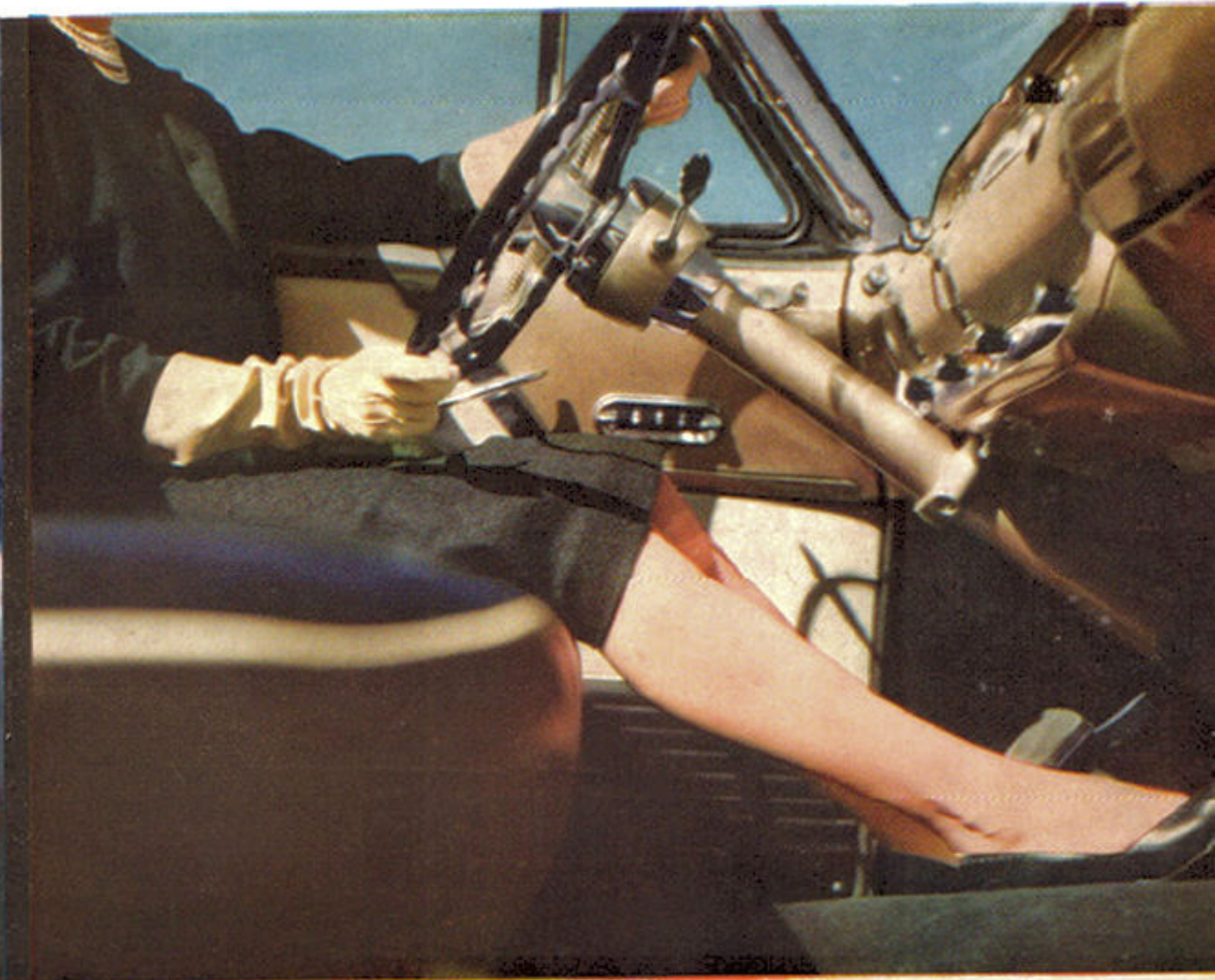


Of all the new, finer ways power goes to work for you in the advanced Lincoln for 1953, none adds more to fine car luxury or offers more to fine car pride of ownership than this exclusive Lincoln feature. Developed by the world's largest automotive engineering staff, Lincoln's 4-Way Power Seat gives you personalized, tailored-to-measure comfort that's exactly right for you. And it all happens at the touch of easy-to-reach controls that direct the seat up and down and back and forth . . . and place it at the best angle for maximum visibility, plus utmost ease of reach to brake, accelerator, instrument panel and steering wheel. Here's comfort such as you've never known in any car at any price. Here's power comfort that teams with Lincoln's 205-horsepower engine, finger-tip hydraulic power steering and feather-touch vacuum power brakes to give you the most modern, the most luxurious, easiest to drive car your money can buy.



## change seat as you please

You don't have to fumble with levers or push and pull with heels and hips with this great Lincoln addition to driving ease. Touch a button and you glide forward or back . . . touch another and you go up or down, to the precise position that suits you best.



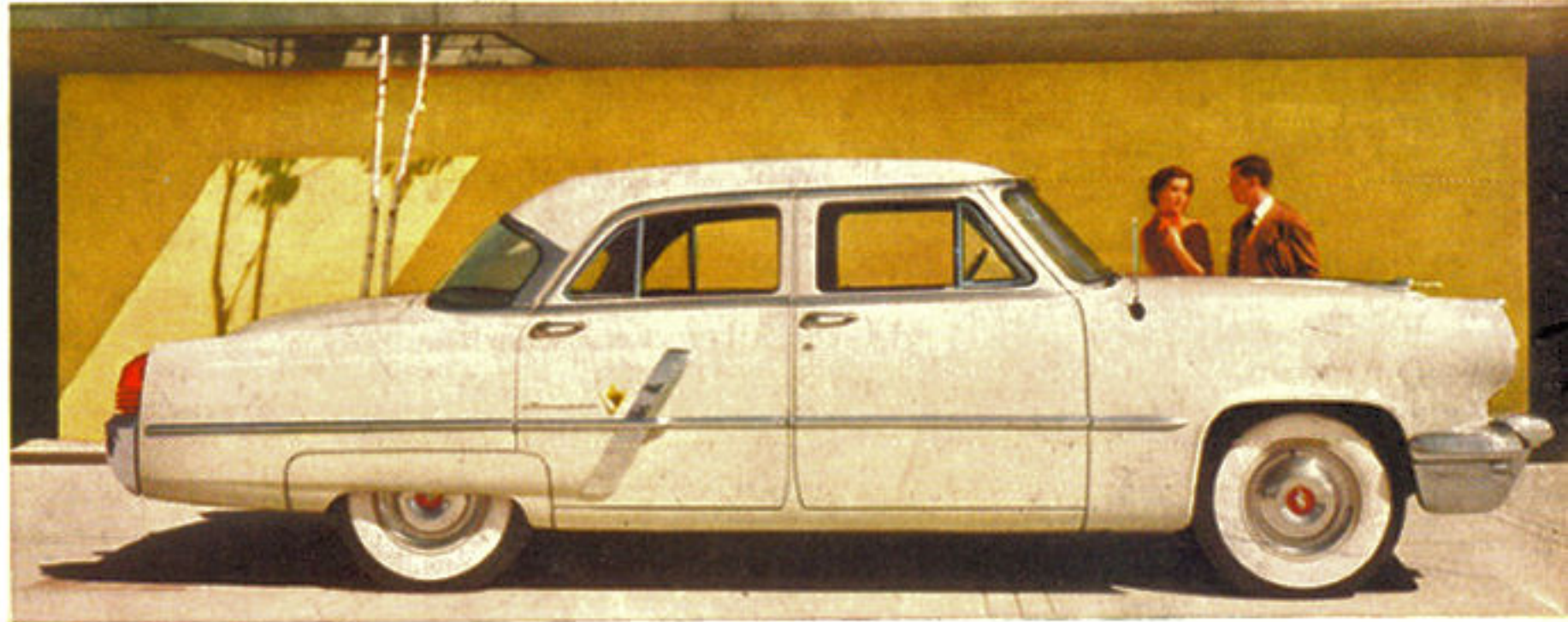
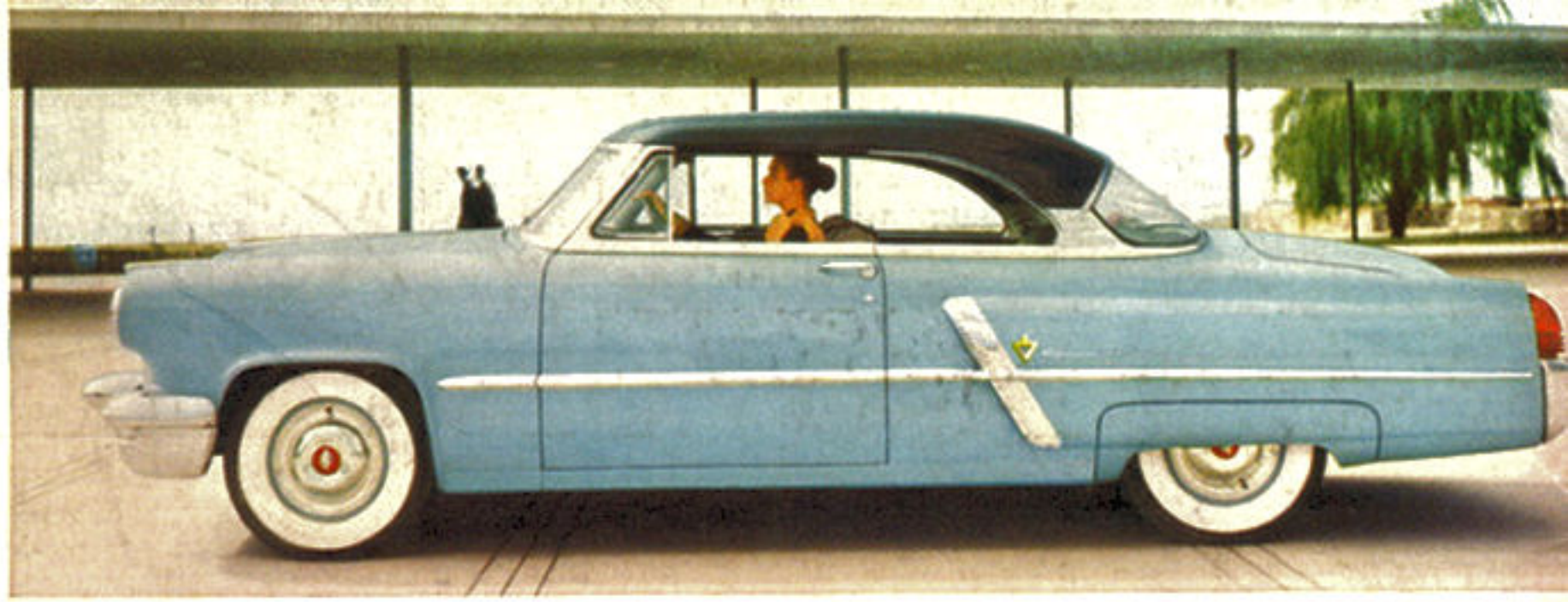
## drive with restful pleasure

On long trips, a finger flick will change your position to give you relief from muscular tension . . . and when you change drivers, on short trips or long, a similar flip of a switch is all that's required. Try it! Once you do you'll say it's the finest comfort feature ever.



the Cosmopolitan Custom Sport Coupe

# LINCOLN for 1953



the Capri Special Custom Four-door Sedan

the Cosmopolitan Custom Four-door Sedan



powered to  
leave the past  
far behind



*Lincoln Cosmopolitan and Capri — crowning achievements in the fine car field on the occasion of Ford Motor Company's 50th Anniversary.*



the Capri Special Custom Convertible



the Capri Special Custom Coupe

*All Lincoln cars available with power steering, power braking, 4-way power seat, and white side-wall tires at extra cost.*