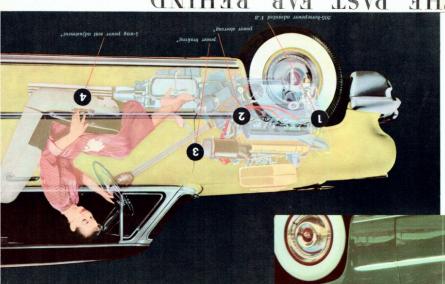


POWERED TO LEAVE THE PAST FAR BEHIND



power, in fact—with greater efficiency and greater reserve than derivers. 2 pearway where the color and greater described of incubing derivative for easier, belonging to a property for the property of the property of

From wherever angle your eye first falls upon a 1953 Lincoln, you consider a rough of the cast in time with the sounds on the cust in time will sense at once plant and a cast designed more for display than for doing. Instead you see a cast designed more for display than for doing. Instead you see a cast designed more for display than for the cust with superbactors and the control files a superbactors and the more performance characteristics. And, as the plantens are sive to the right deslorars, front for 1952 sense is a new find of motor cast the beart, not of the plantens and offer the plantens of the plantens of

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the Cosmopolitan

Winner: Mexican

full 205 horsepower



backed by unmatched safety features

engineering description of the advanced Lincoln Cosmopolitan and Capri

engine specifications

Pan-American Race

engine specifications
TPH: The new 1953 Lineoln negme is an advanced-scient, northead value, 60° Usepe edit.
The control of th

chassis specifications

DIMENSIONS: Wheelbase, 123 in. Over-all length, 214.1 in. Over-all width, 76.2 in. Over-all height, 62.6 in. Tread, 58.5 in., both front and

4-way power seat adjustment





PICATIONS WERE IN EFFECT AT THE TIME THIS POLDER WAS APPROVED FOR PRINTING. LINCOLN DIVISION FOR CO., DETROIT, MICH., WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOW CONTINUE OR CHANGE AT ANT TIME, SPECIFICATIONS, DESIGN, OF PRICES WITHOUT INURENING ANY GRIGHTION.



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DIMENSIONS: Wheelbase, 123 in, Over-all length, 12.5 in, Over-all width, 76.2 in, Over-all beight, 76.2 in, both front and beight, 62.6 in, Tread, 58.5 in,, both front seat. chassis specifications

engine specifications

engineering description of the advanced Lincoln Cosmopolitan and Capri

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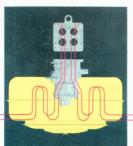
Рап-Атметісап Васе Mexican Winner:

seat adjustment t-way power power braking Power steering without the loss of vital yabed "Use", "Inta's has value of this wore extra-cost feature as Lincoln engi-neers have developed it. It makes packing an only a matter of steering accuracy, and belief shock only a memory of earlier dividing days, so easy is its operation.





backed by unmatched safety features



power steering

full 205 horsepower

Powered for modern motoring

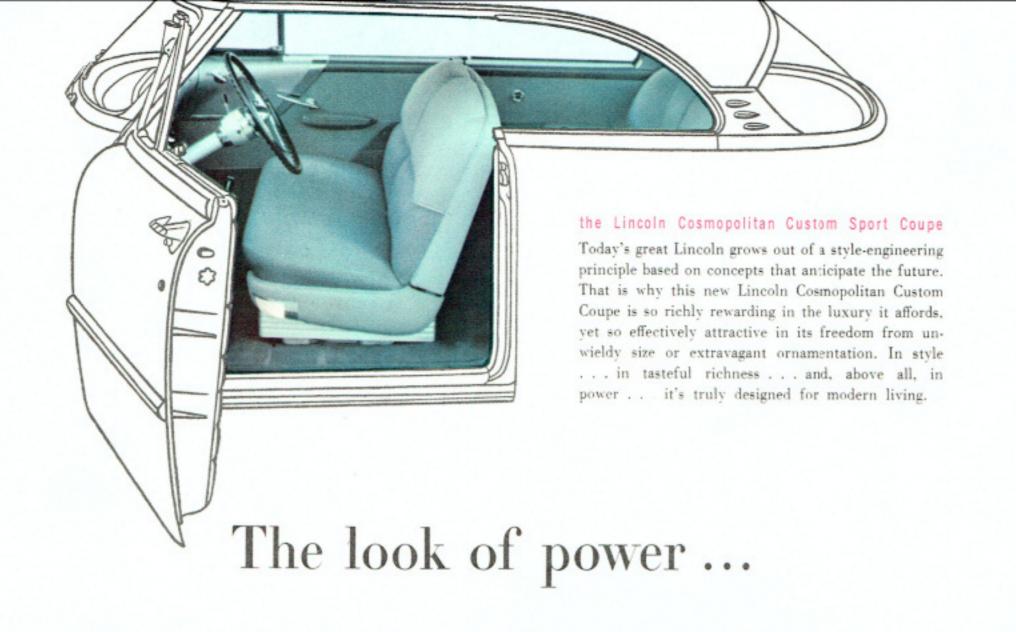
-the Capri the Cosmopolitan

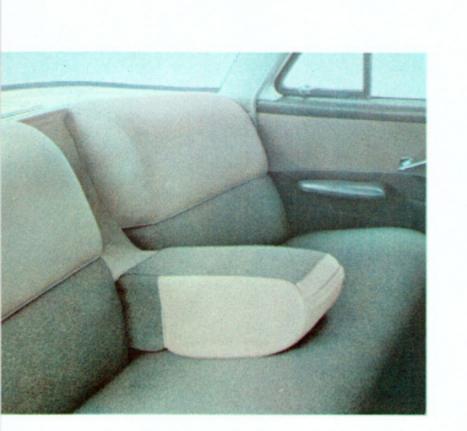
power braking

modern living design

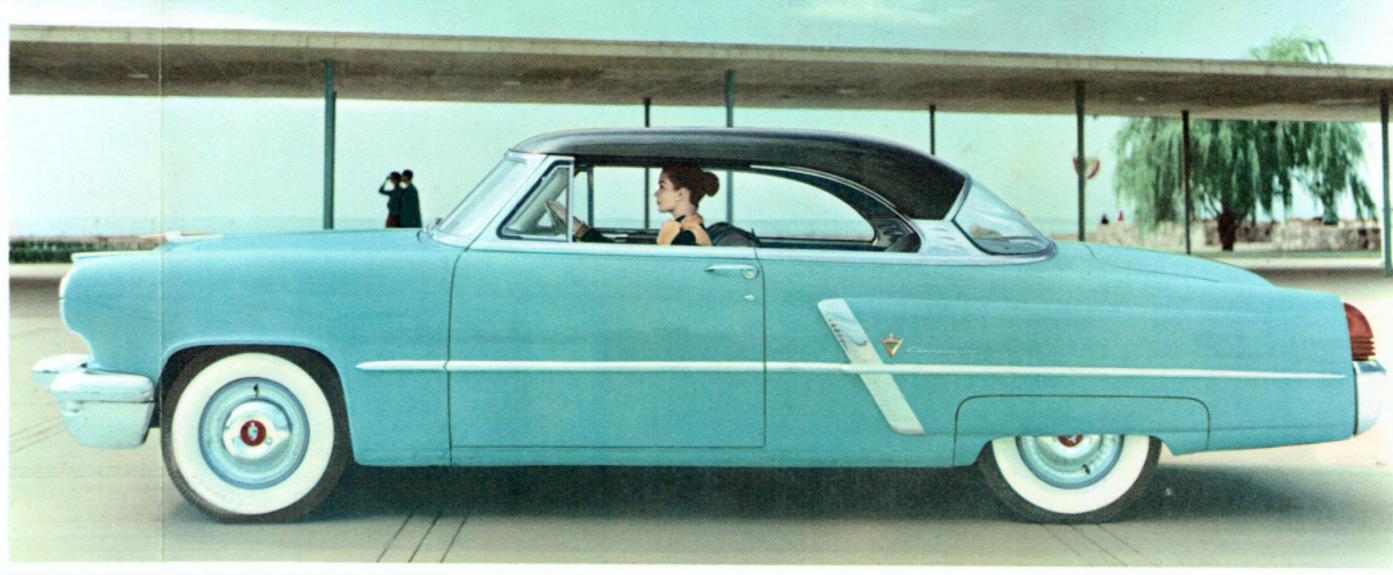
From whatever angle your eye first falls upon a 1953 Lincoln, you will sense at once that here is the fine car in tune with the times. Gone is the ponderous decoration once considered essential in a car designed more for display than for doing. Instead you see clean, sculptured planes, magnificent glass areas. Here every searcious line is devoted to duty. The result is a car with superb flair, subtle distinction, and the modern look which spells remarkable handling qualities and unique performance characteristics. And, as the phantom view to the right discloses, Lincoln for 1953 is a new kind of motor car at the heart, now. With a superb second of the human touch, Lincoln engineers have co-ordinated modern concepts of power to give you 1 advanced power—205 horse-

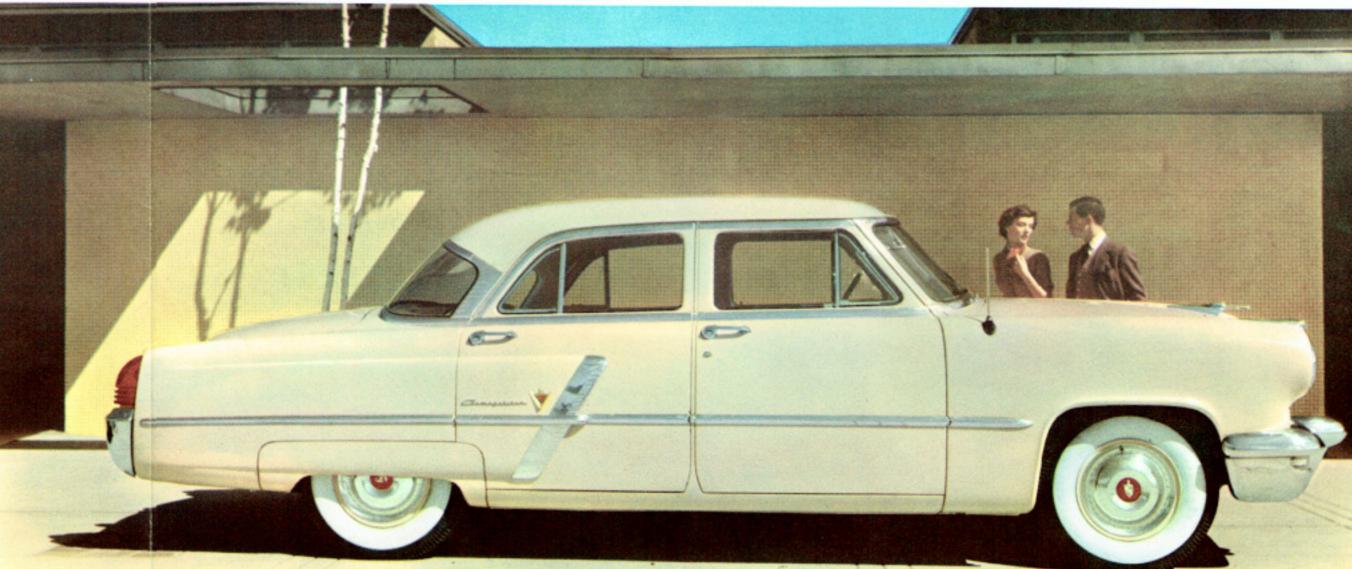
power, in fact—with greater efficiency and greater reserve than ever before: 2 power steering*... without loss of invaluable driving "feel": 3 power bruking*... for both easier handling in traffic and for easier, surer deceleration at higher speeds; and 4 a great new owner feature, 4-way power driving sent adjustment*... which permits finger-tip seat adjustment of sent angle too custom-fit your new Lincoln to every driver in the family. Truly, this is advanced engineering for modern living on wheels ... in a Lincoln superhly suited to commenorate the Fiftieth Anniversary of the Ford Motor Company... as symbolized by the discrete medalion placed on every 1953 Lincoln instrument panel.





This superb Lincoln model is counterpart on wheels to today's most advanced modern homes. And its contemporary qualities of graciousness, convenience and adaptability are matched inside as well as out. You find rare beauty without ostentation, great visibility with the functional beauty of perfectly placed and proportioned driving instruments and controls. Most of all, you'll admire the suitability of its style and appointments to family use. For here is a sedan to win the delight of every member of the family, in every role today's motor car is called upon to play.



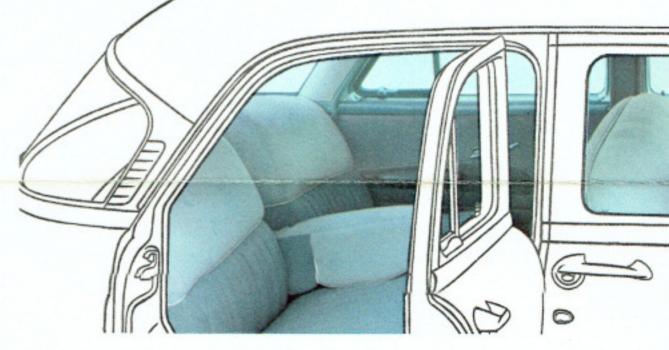


the Lincoln Capri Special Custom Four-door Sedan



Against the varied backgrounds of today, this Lincoln model reveals a tuned-to-the-times appropriateness of look and line. Here are the qualities that bespeak distinction—original design, unmatched performance, and the rare graciousness of elegant simplicity. Inside, too, Lincoln stylists have created new interiors for today. In addition to choice broadcloths and varied textured nylon weaves, you may also select from combinations of nylon and genuine leathers. Or, at

extra cost, you may enjoy the option of complete leather interiors in distinctively new, contrasting tones.



... the touch of casual magnificence ...



the Lincoln Capri Special Custom Convertible

Star in its own light, this Lincoln Capri Special Custom Convertible is master of quick changes, too. A touch of a button raises the top, another the windows. And then, with all nature closed out, its smart interiors take over—in all of nature's harmonizing colors. Available in a choice of contrasting genuine leather combinations of rich colors, or contrasting leathers and fabrics. Truly, a magic carpet to golden hours, is this distinctive convertible—by Lincoln.





... designed for the world you move in

the Lincoln Capri Special Custom Coupe

In this contemporary interpretation of modern living on wheels—the Lincoln Capri Special Custom Coupe—you find the perfect blend of the world's most advanced styling skill. Here sparkling metallic surfaces contrast with rich fabrics and genuine leathers . . . highlight the wide-open feel of convertible informality in a closed automobile . . . provide, in the fullest sense, the perfect casual air of modern living at its best. Here, under the arched sweep of a protective steel roof, is all the dash and appeal of an open sports car. For at the touch of convenient controls, all side windows lower, and, without conflicting center post, you're free to gaze, unhindered, at all outdoors. Available at extra cost are true convertible interiors, too, in contrasting natural leathers!

