

NEW EASE IN MODERN LIVING



Power steering, 4-way power seat, power brakes, sea-tint glass, white side-wall tires optional at extra cost.

You've never been in such complete control!

If you like to be in supreme command of any situation, then you will find Lincoln is the car designed for you.

A toe-light touch and 205 V-8 horsepower responds instantly. A finger-light touch and power steering is at your command—combined with ball-joint front wheel suspension to give you unsurpassed obedience. Another touch, and power brakes are applied so easily. And, with the flick of a button, the 4-way power seat moves up and down, as well as back and forth.

For Lincoln is modern living on wheels! You can see it in the dramatic interiors, in the functional lines. And remember that Lincoln has been proved in action. It took first among fine cars in the Mobilgas Economy Run—*plus* the first four places among stock cars in the Mexican Pan-American Road Race. Awaiting you at your dealer's is a Lincoln Cosmopolitan or Capri. *The one fine car designed for modern living—completely powered for modern driving.* LINCOLN DIVISION • FORD MOTOR COMPANY

LINCOLN

Crowning achievement of
Ford Motor Company's 50th
Anniversary—"50 Years For-
ward on the American Road"





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Powered for moderns on the move

SHE'S a moving force in her community, and she moves on wheels — shuttling from station to school, from club meeting to country club. And like her husband, she cares not a whit for heavy, showpiece cars that are a strain to drive. Her choice: Lincoln for 1953, the one truly fine car powered for handling ease and for today's pace.

She sits in the first 4-way power seat that, at a touch, moves up and down, as well as back and forth. With another touch, she turns up the 205-horsepower V-8 en-

gine that won first four stock car places in the Mexican Pan-American Race, known as the world's toughest car competition.

Power steering, of course — especially obedient because it is combined with exclusive ball-joint front wheel suspension. And new stopping ease with power brakes.

Try a Lincoln Cosmopolitan or Capri in action—in a demonstration drive. *The one fine car designed for modern living—powered to leave the past far behind.*

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MODERN LIVING MOVES AHEAD



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Motoring for those who want to forget yesterday

NOW YOU CAN DRIVE as you live. Behind stretches of glass—in the comfort and beauty of a modern living-room. In a fine car that is the mobile counterpart of your own spirit. A magnificent new Lincoln.

And all this modern living is powered by the 205 horsepower V-8 engine that is ever-present assurance with its amazing response. You sit in a front seat as comfortable as your favorite chair and much more functional—the first 4-way power seat. Power steering is at your fingertips,

combined with an exclusive ball-joint suspension at the front wheels for needle-eye control. And power brakes await the touch of your toe.

Remember—Lincoln won the first four places among stock cars in the Mexican Pan-American Road Race. This performance you will discover for yourself in a demonstration drive in a new Lincoln Cosmopolitan or Capri. *The one fine car designed for modern living—completely powered for modern driving.*

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1. First among stock cars in Pan-American Road Race; driver Chuck Stevenson. 2. First among fine cars in Economy Run; driver Clay Smith. 3. Lincoln Capri Special Custom Coupe.

Lincoln proves a fine car can have power plus economy

UNTIL this Lincoln came, automotive power was often piled on with little attention paid to efficiency or economy.

But then came Lincoln, deliberately designed for modern living. And Lincoln's new 205 horsepower V-8 engine proved itself in action in the Mexican Pan-American Road Race. In fact, the first four cars in the stock car division were Lincolns. And Lincoln topped many sports cars designed solely for power.

How efficient can such an automotive performer be? The answer is found in the Mobil-

gas Economy Run in which Lincoln topped all other fine cars with a record of 52.34 ton-miles per gallon (ton-miles take weight into account).

So, if you seek a fine car, these records for power plus economy are significant guides for you. And if you like your driving to be as modern as your living—then you could only want a Lincoln. The final proof rests with you as you test a Lincoln Cosmopolitan or a Capri—*The one fine car designed for modern living—completely powered for modern driving.*

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LINCOLN

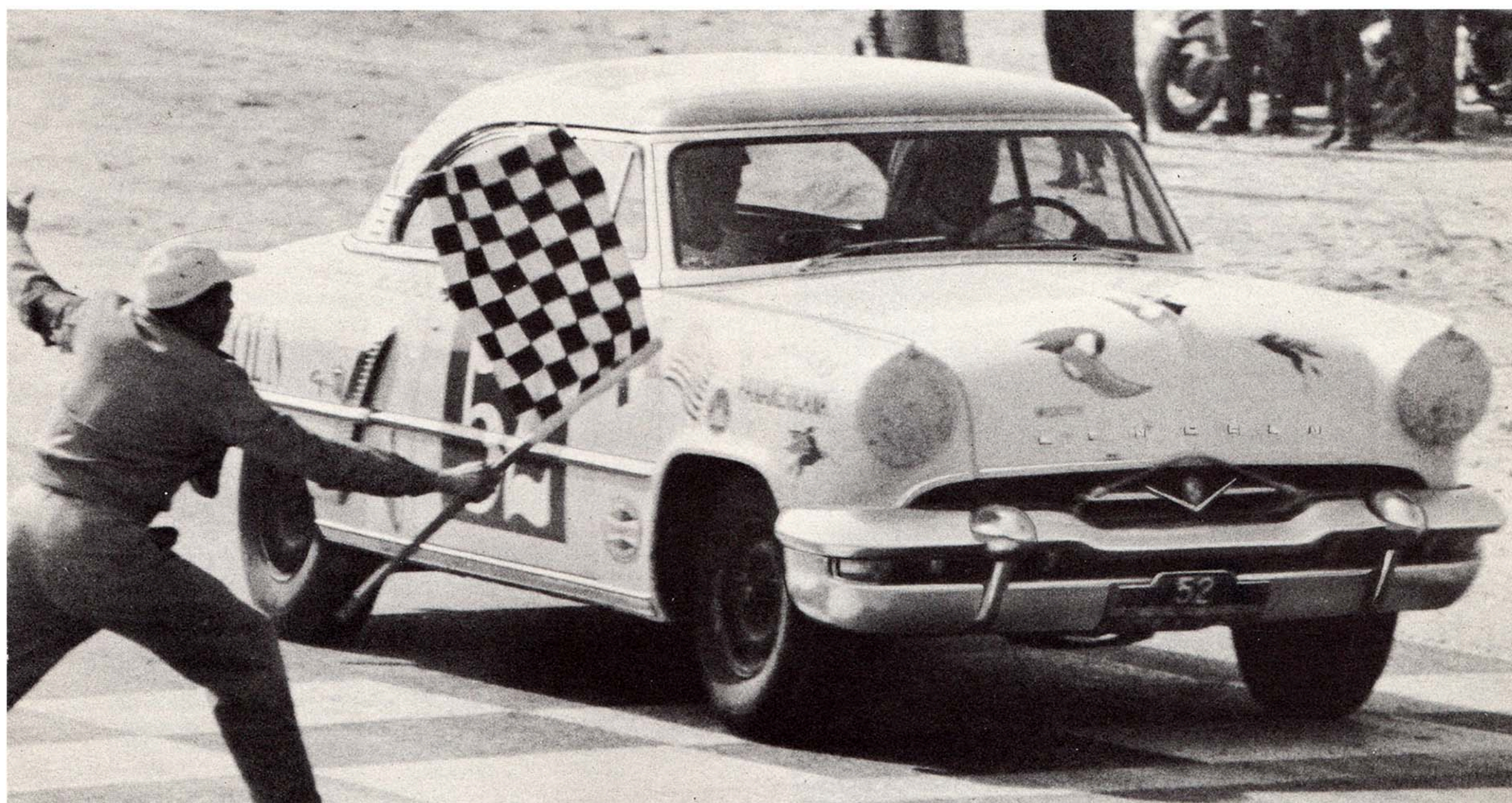
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LINCOLNS REPEAT CLEAN SWEEP VICTORY IN MEXICAN ROAD RACE



**second straight 1-2-3-4 win
again proves Lincoln King of the Road!**