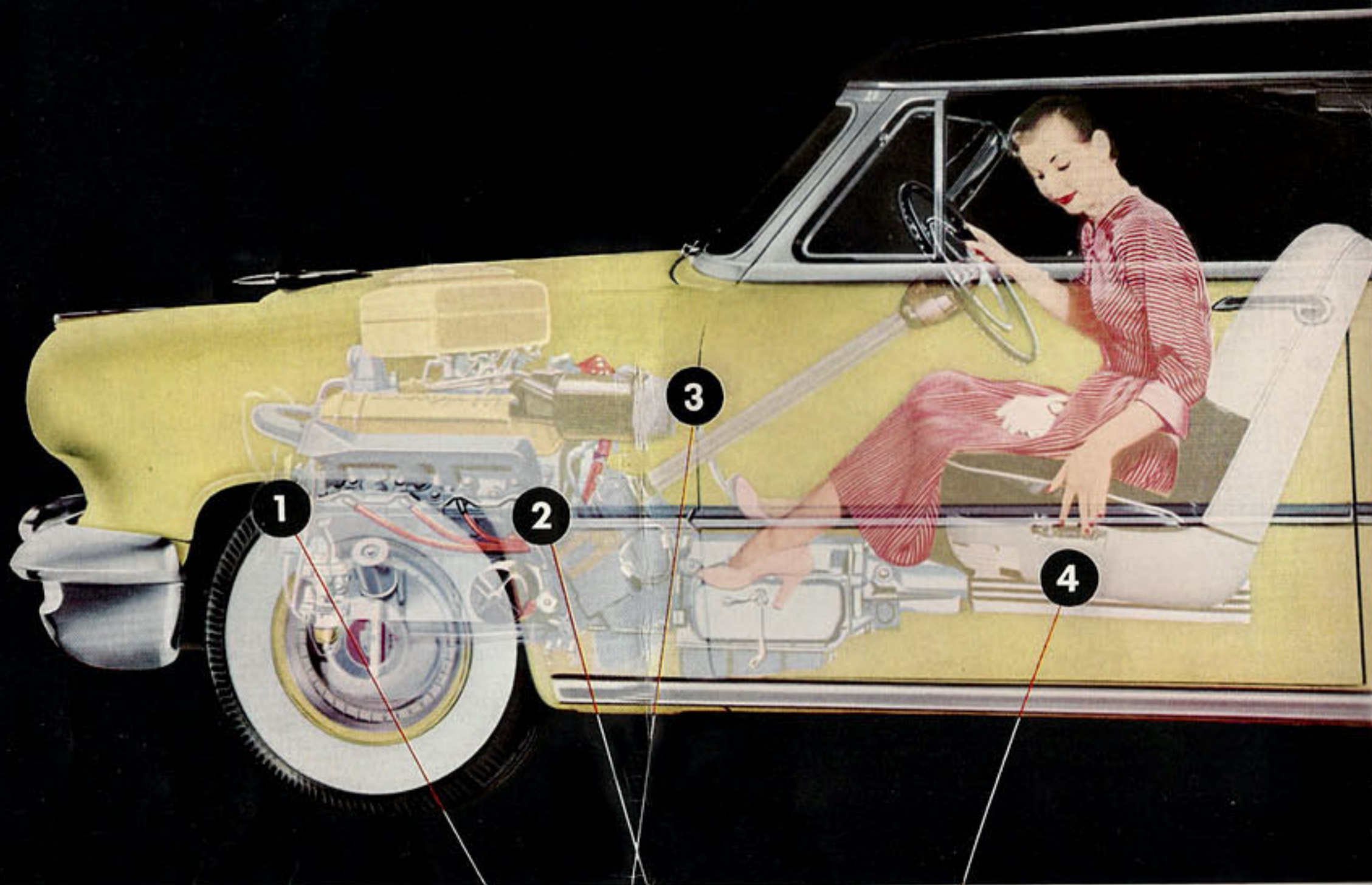


1953

Lincoln

the Cosmopolitan
—the Capri





*4-way power seat adjustment**

*power steering**

*power braking**

205-horsepower engine

double-braced chassis

ball-joint suspension

modern living design

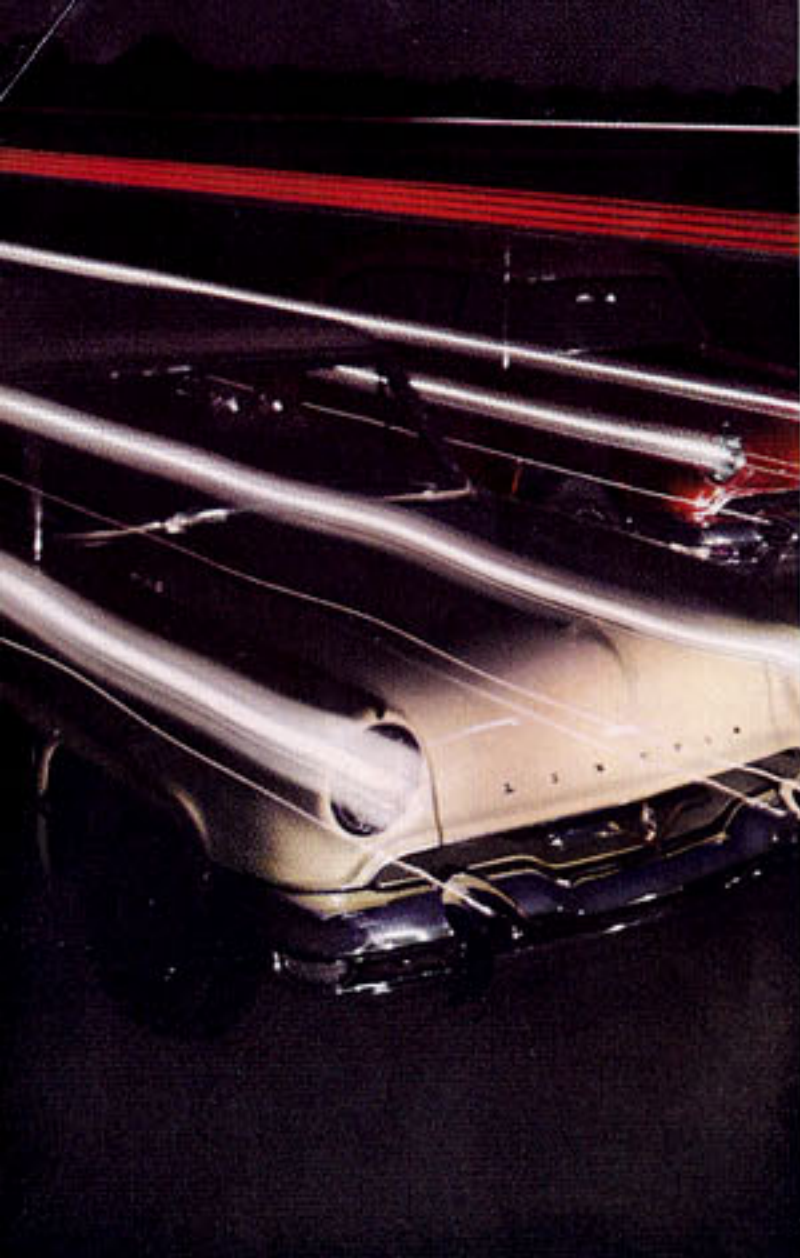
*Optional extra cost equipment

COMPLETELY POWERED FOR MODERN LIVING

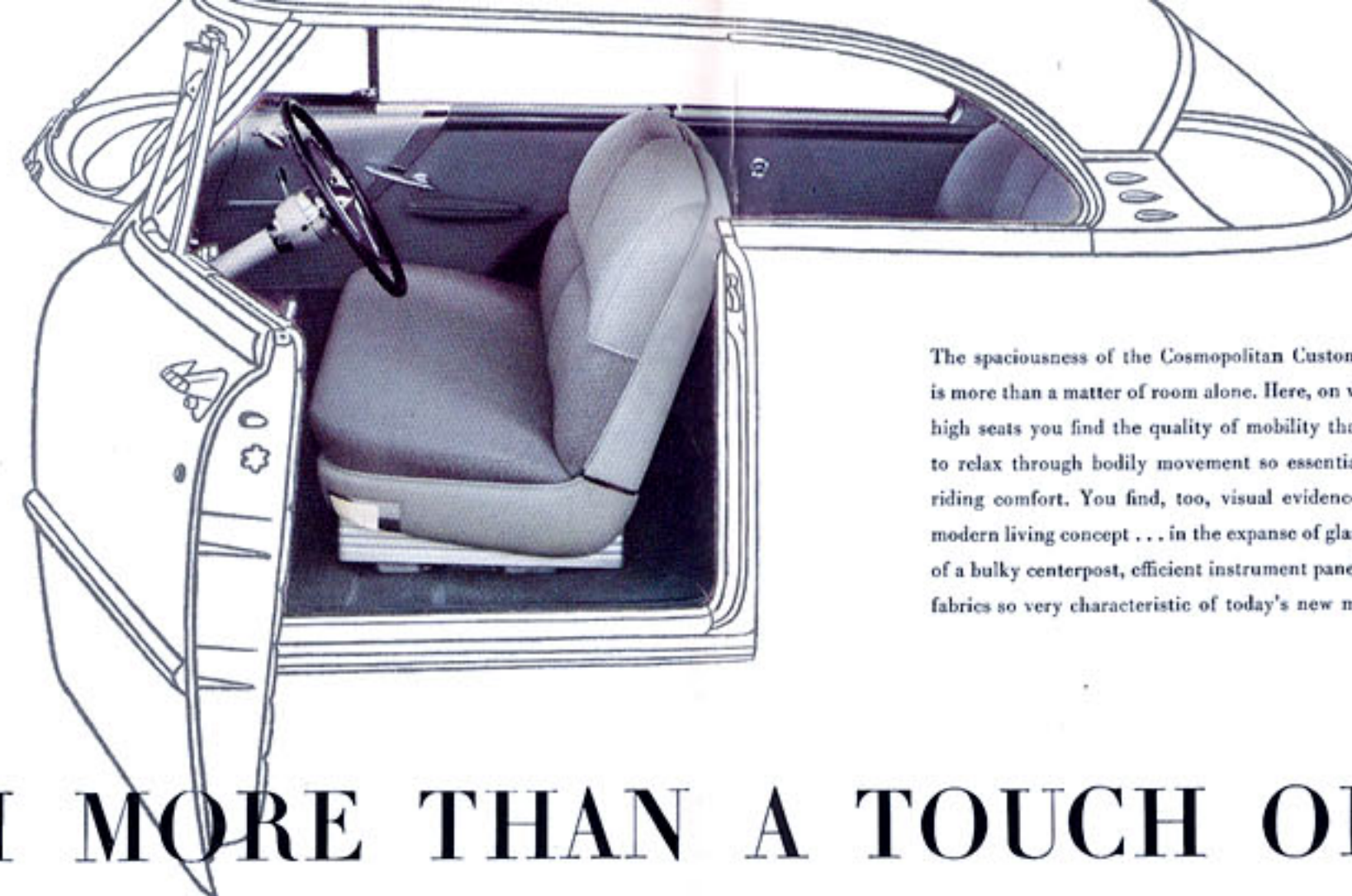
Here, in phantom view, is the heart of a new kind of motor car. It is Lincoln for 1953, and the invitation to drive it is only the foretaste of the many surprises you may expect, for this is the one fine car designed, engineered, and powered for modern living. You will sense this at the first sight of its superb, clean-lined beauty. And you will realize it when you slip behind the wheel and take off. The promise of new discoveries in driving pleasure come quick and fast. And they are significant, not only in number, but in the way which Lincoln engineers, with a superb sense of the human touch, have co-ordinated them to produce this most completely powered car. You command **1** power—full 205 horsepower, in fact—with far more efficiency and far greater reserve than you have ever dreamed of. Turn the wheel, and your touch is multiplied by **2** hydraulic power*—yet not for an instant do you lose the invaluable steering quality good drivers call "feel." Touch the brake and **3** vacuum power* adds force, as needed, to bring you to a smoother, safer stop, especially at the higher ranges of the new Lincoln's speed. And finally, in your Lincoln, the driver's seat can be **4** power-adjusted*, not only forward and back, but also up and down—so that every member of the family who drives may enjoy maximum comfort, visibility and control. Truly, this is engineering for modern living . . . in a Lincoln pre-eminently appropriate to the Golden Anniversary Year of the Ford Motor Company . . . so suitably commemorated by the distinguished emblem carried on its instrument panel.

the one fine car designed for modern living



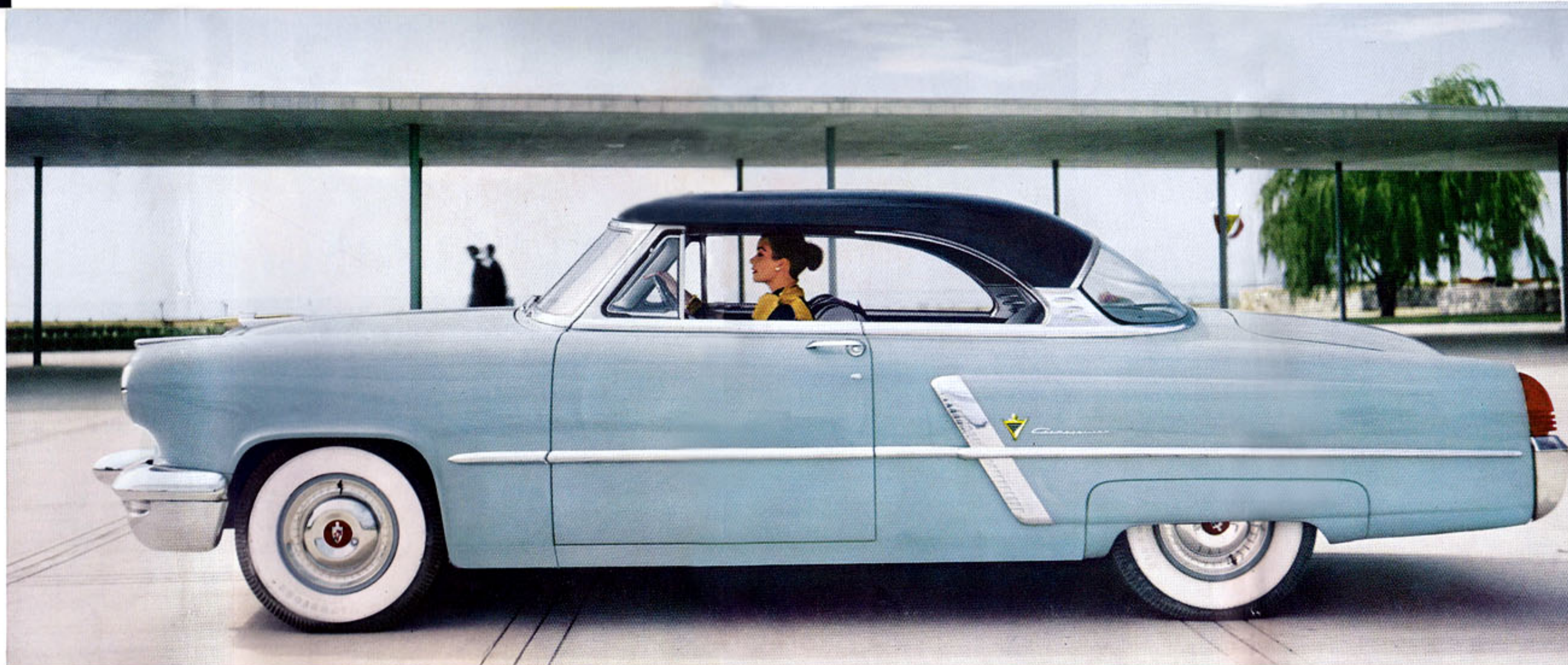


The new Lincoln grows out of a style-engineering principle based on concepts that anticipate the future, yet are realized in terms of today. Thus, in the creation of these cars, the future has meaning in a tangible sense. It is a frame of reference, a check point in the process of developing a truly advanced fine car—such as the Lincoln Cosmopolitan Custom Sport Coupe. The extreme personal value of this new Lincoln model lies in the fact that it is truly contemporary . . . honestly designed and specifically powered for modern living. Too many of today's automobiles offer a futuristic veneer over yesterday's car. The Lincoln Capri is a contemporary expression of the car of the future in every fundamental as well as in every detail. It is created—styled—powered—for the world you move in . . .



The spaciousness of the Cosmopolitan Custom Sport Coupe is more than a matter of room alone. Here, on wide, shoulder-high seats you find the quality of mobility that permits you to relax through bodily movement so essential to complete riding comfort. You find, too, visual evidence of Lincoln's modern living concept . . . in the expanse of glass, elimination of a bulky centerpost, efficient instrument panel and textured fabrics so very characteristic of today's new modern homes.

THE LOOK OF POWER WITH MORE THAN A TOUCH OF GO



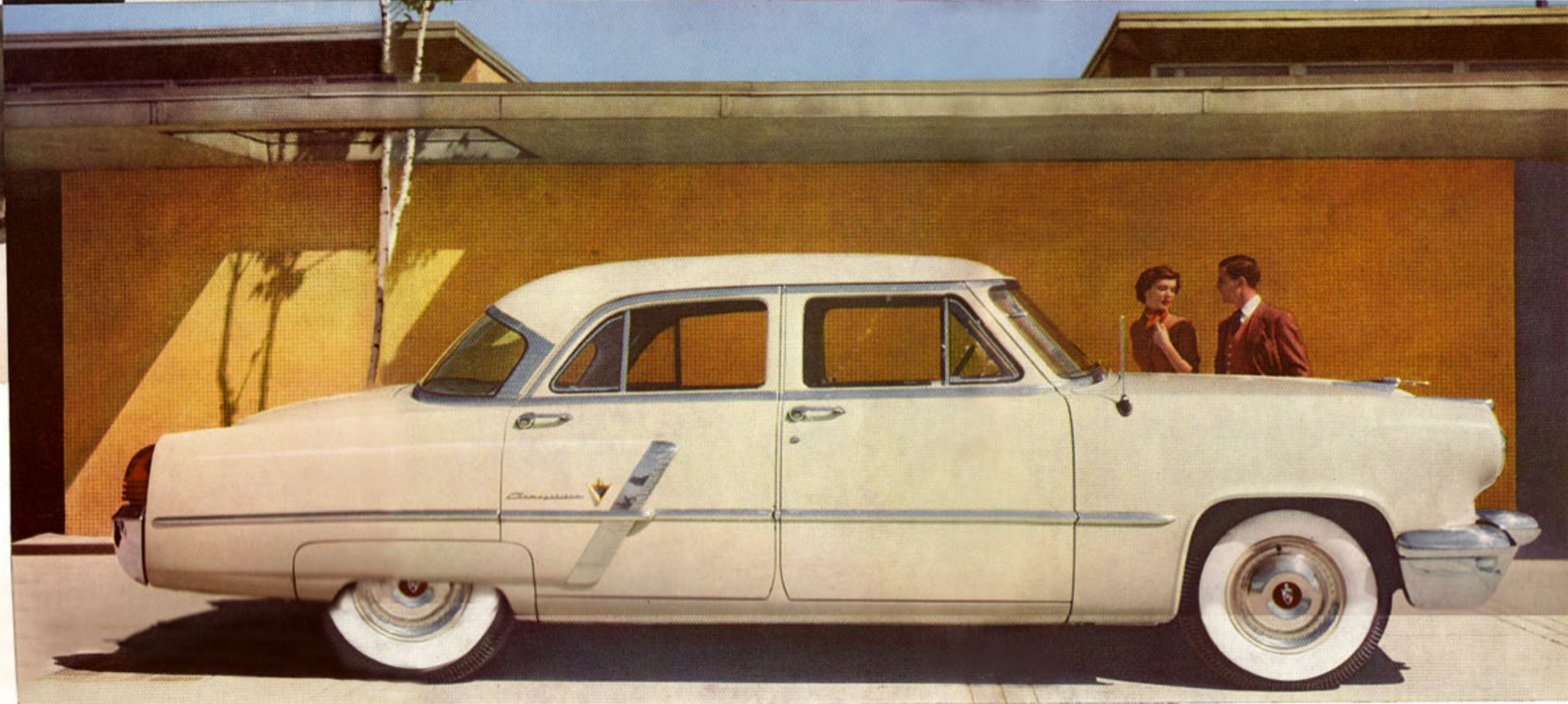
the Cosmopolitan Custom Sport Coupe



This Lincoln model is the functional, mobile counterpart of the modern home. With amazing versatility of style, it commands distinction for its passengers wherever it appears . . . under concert hall marquees . . . on the bank of your favorite trout stream . . . or when you use it for business or professional calls. This amazing versatility in styling is truly design in the contemporary spirit.



the Cosmopolitan Custom Four-door Sedan



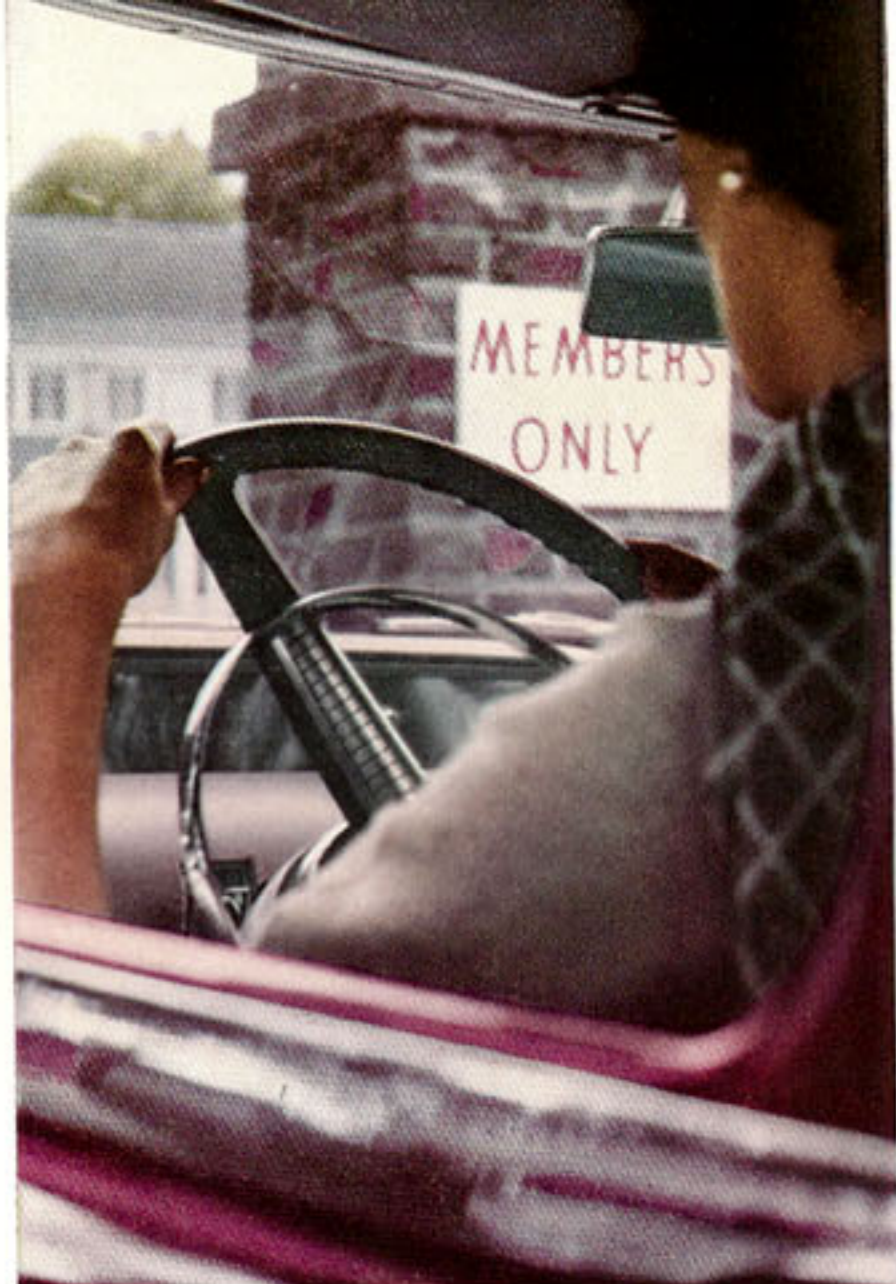
AT HOME AND AT EASE... ANYWHERE

In modern living three qualities are foremost—graciousness . . . convenience . . . and above all, *adaptability*. Collectively they're a far cry from the pomp, elaboration, and display which marked what was known as fine living only a few decades ago. And just as our homes, our entertainment, and our way of living reflect this change, so, too, do the new Lincoln cars. Of no model is this more true than of the Lincoln Cosmopolitan Custom Four-door Sedan. Gracious it is in the appeal of its clean, sculptured surfaces, in which every line

clearly defines its devotion to duty. Convenient, you'll find it, too—with generous interior seating room, its welcome only brightened and made more appealing by the expanse of glass that gives so much visibility in every direction. Most of all, though, you'll prize its contemporary *adaptability*. For here is a sedan for every formal or informal use, and for every member of the family, in every role today's motor car is called to play. It is indeed the family car for every scene and service . . . at home, and at ease, *anywhere*.



Beauty—without purposeless decoration—and spaciousness—with more room to move about in as you ride. These characterize the modern living quality of the Lincoln Cosmopolitan Custom Four-door Sedan interior. From its deep seats you look out over a low, sweeping hood or through windows that permit panoramic visibility. Fabrics are rich, harmonious, and reflect the car's useful roominess, just as they reflect the consummate good taste with which stylists have color-keyed the exterior hues to your choice of basic interior color schemes.

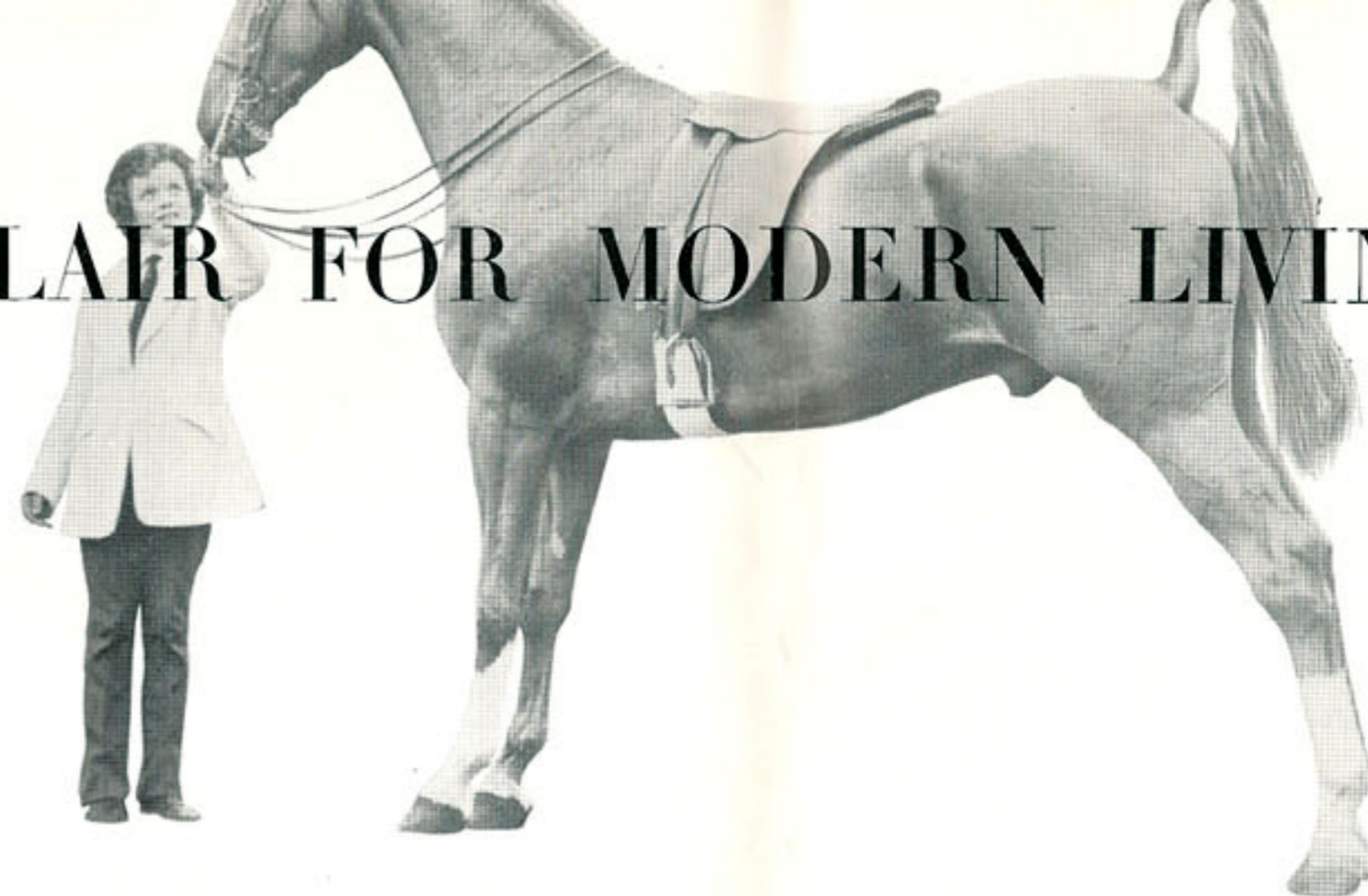


FAMILY CAR WITH A FLAIR FOR MODERN LIVING

Against the varied backgrounds of modern living, the Lincoln Capri Special Custom Four-door Sedan reveals a tuned-to-the-times appropriateness of line and look that ever thrills its owner with new pride. For here are the qualities that bespeak genuine distinction—original design, unmatched performance, and the true graciousness of elegant simplicity.

These are indeed the outward symbols of pedigree, of championship caliber, and with the integrated stamina and responsiveness inherent in Lincoln's great new engine, power steering,* power braking* and exclusive 4-way power seat adjustment,* this superbly fine sedan performs for every member of the family generously—in the spirit of the thoroughbred it really is!

*Optional extra cost equipment



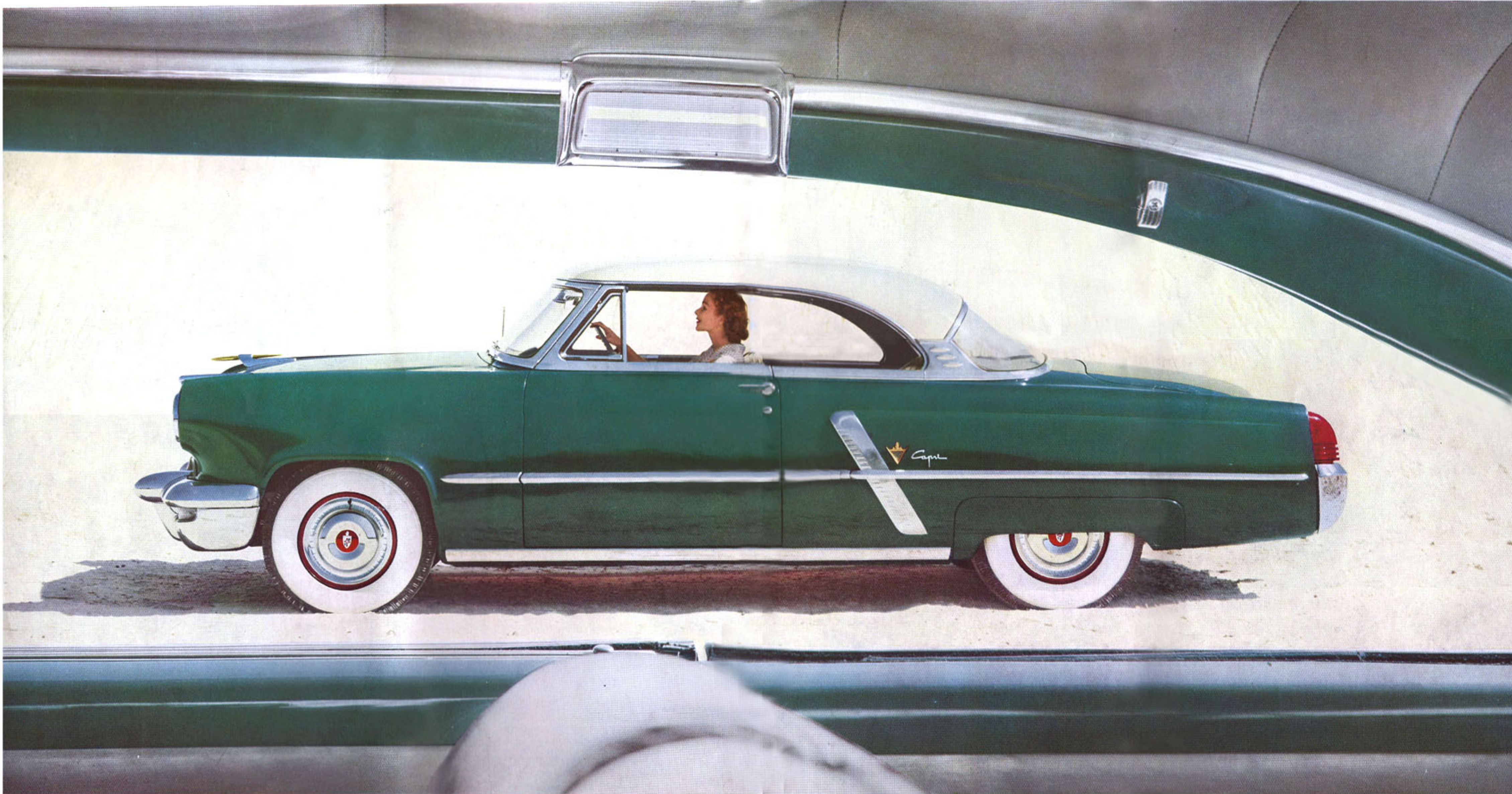
the Capri Special Custom Four-door Sedan



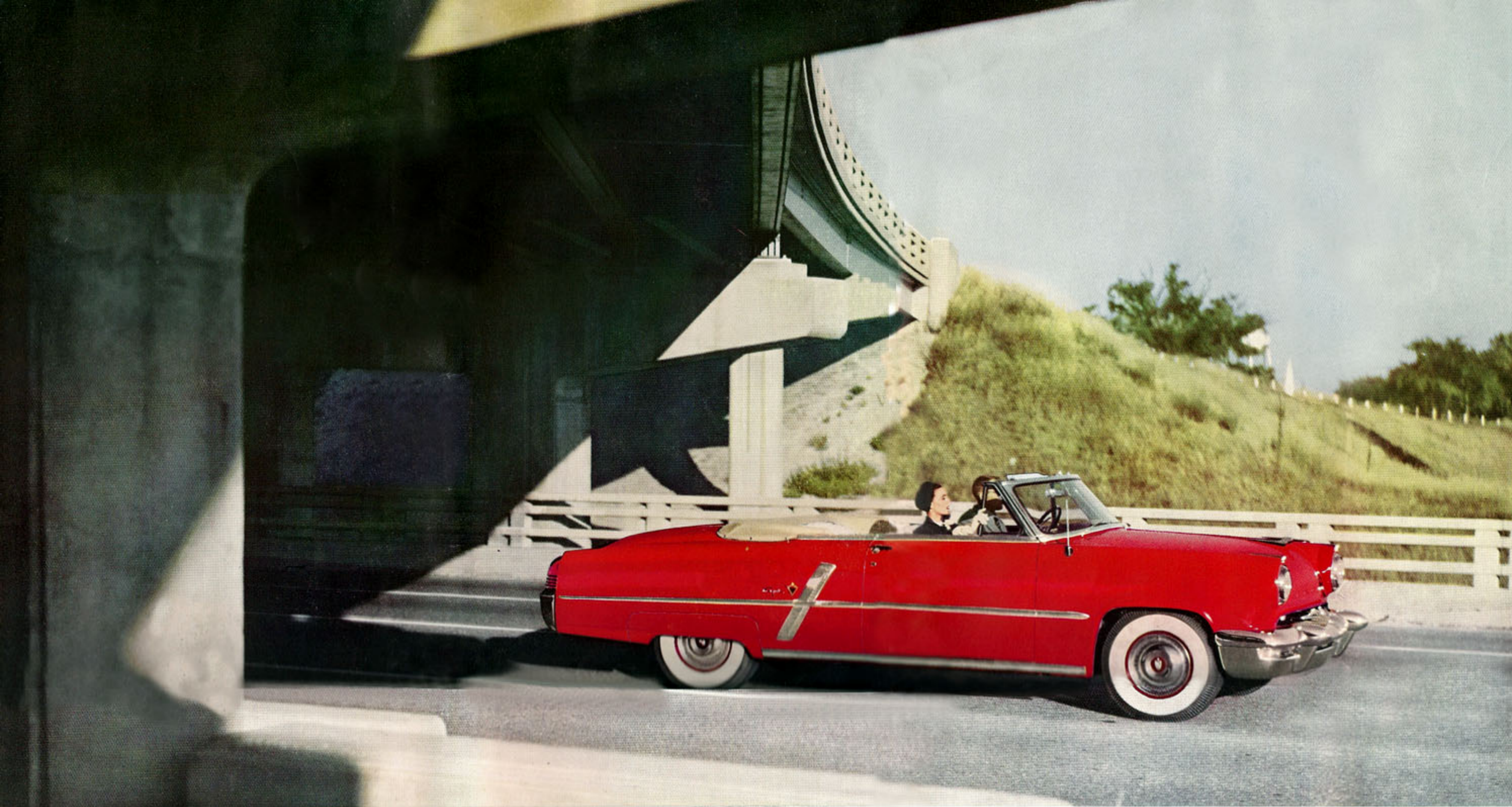
CREATED FOR TODAY'S MORE LIVABLE WORLD

Today the beautiful Lincoln Capri Special Custom Coupe is the motor car model for Modern Living. Here, under the arched sweep of a protective steel roof, is all the dash and appeal of an open sports car—free, at the touch of conveniently placed controls, from air-restricting glass and the confining barrier of a center-post. With windows speedily, effortlessly raised, the

rich interior, available in a range of fabrics or leathers in the most contemporary of styles, provides an inspiring shelter from cold, or rain, or snow. Here, in this unique advancement in motor car development, is the sign and symbol of the color and versatility that makes the American home for modern living the most prized and pleasing possession on the face of the earth.



the Capri Special Custom Coupe



the Capri Special Custom Convertible

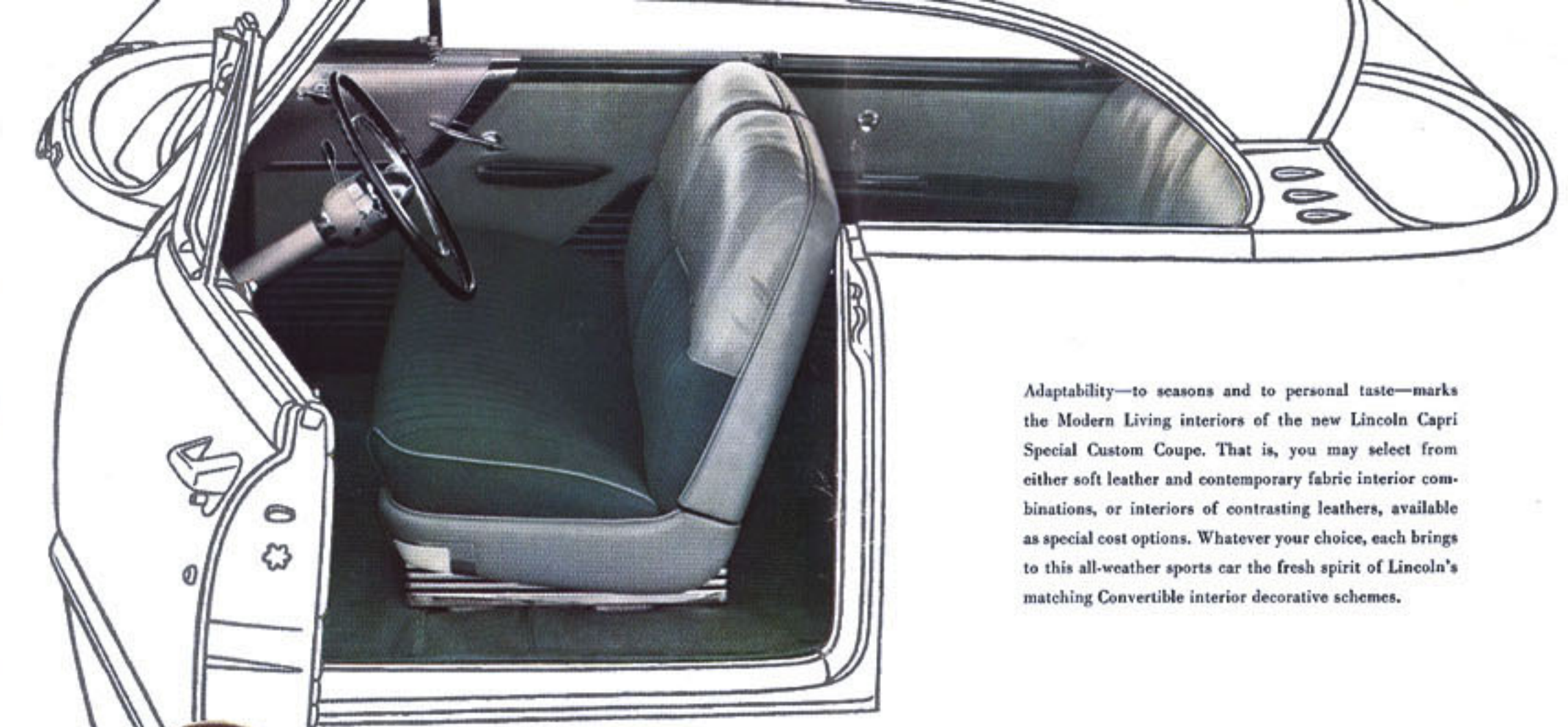
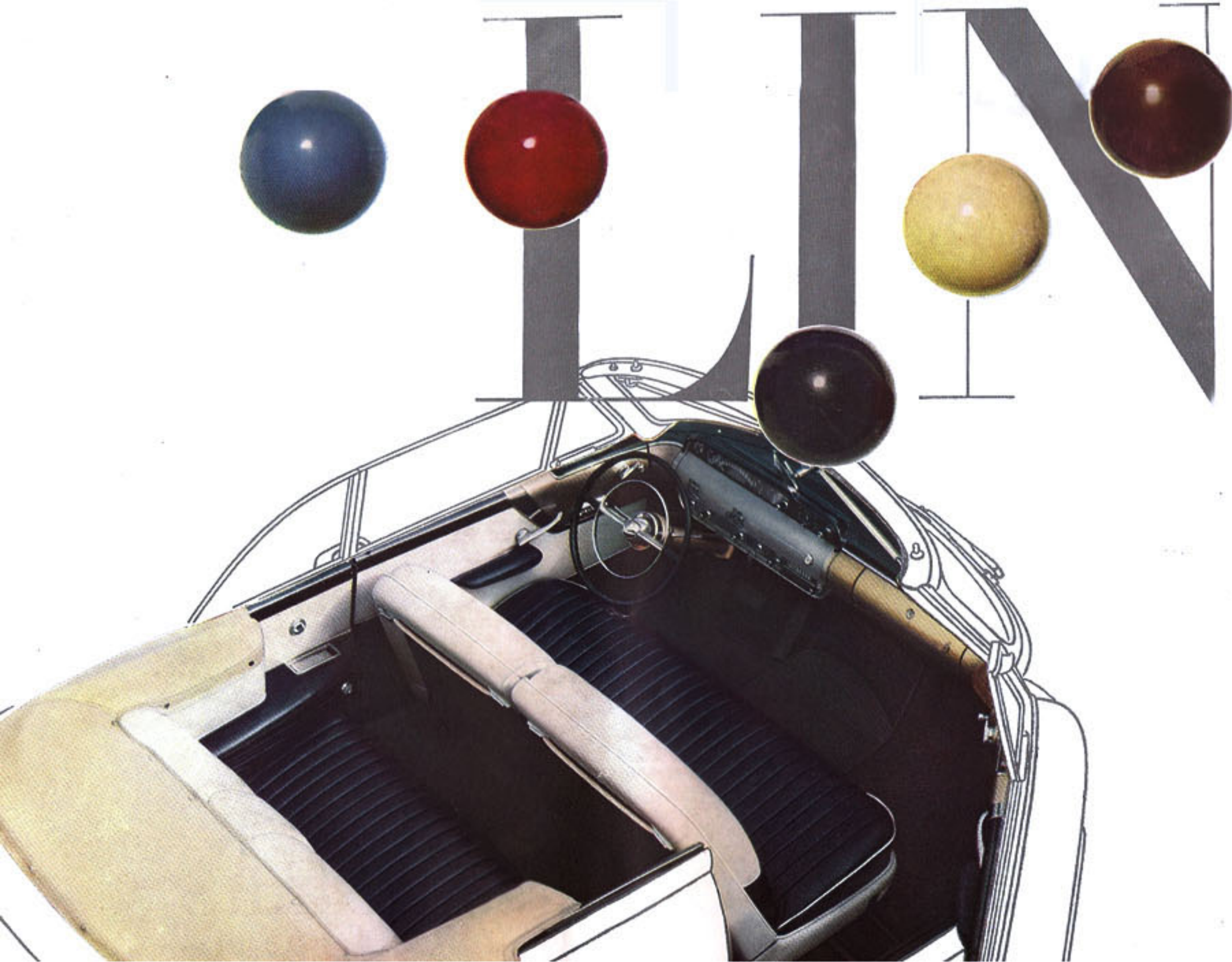
A breathless moment of drama comes with the first view of the Lincoln Capri Special Custom Convertible . . . like the spot-light glow of autumn sun . . . the night curtain falling over a mountain lake . . . or the pale burst of breakers on a moonlit beach. If you thrill to the stir of wind in your hair, and the feel of the most roadworthy wheel in the world in your hand, this is the car for you. Star in its own light, this Lincoln Capri is an artist in quick changes, too. Thermometer down, or thunderclouds overhead—just a finger-tip touch raises top and windows. It's your magic carpet to golden hours . . . complement to any landscape . . . and master of all climates . . . anywhere.

For SUN, MOON . . . and STARS

NEW INSIGHT into mobile interiors

... colors to go with modern living

Even the exterior colors of the Lincoln carry names in keeping with this great car's forward-looking prestige: Embassy Brown, Regent Black, Kingsbury Gray, Castle Tan, Palace Green, Empire Green, Esquire Green, Crown Blue, Colonial Blue, Oxford Gray, Majestic Maroon, Royal Red, Cavalier Yellow. Whichever you find as your personal favorite, either singly, or in smart two-tone combinations, you may be certain that Lincoln's interior fabric and metal trim hues are color-keyed to harmonize.

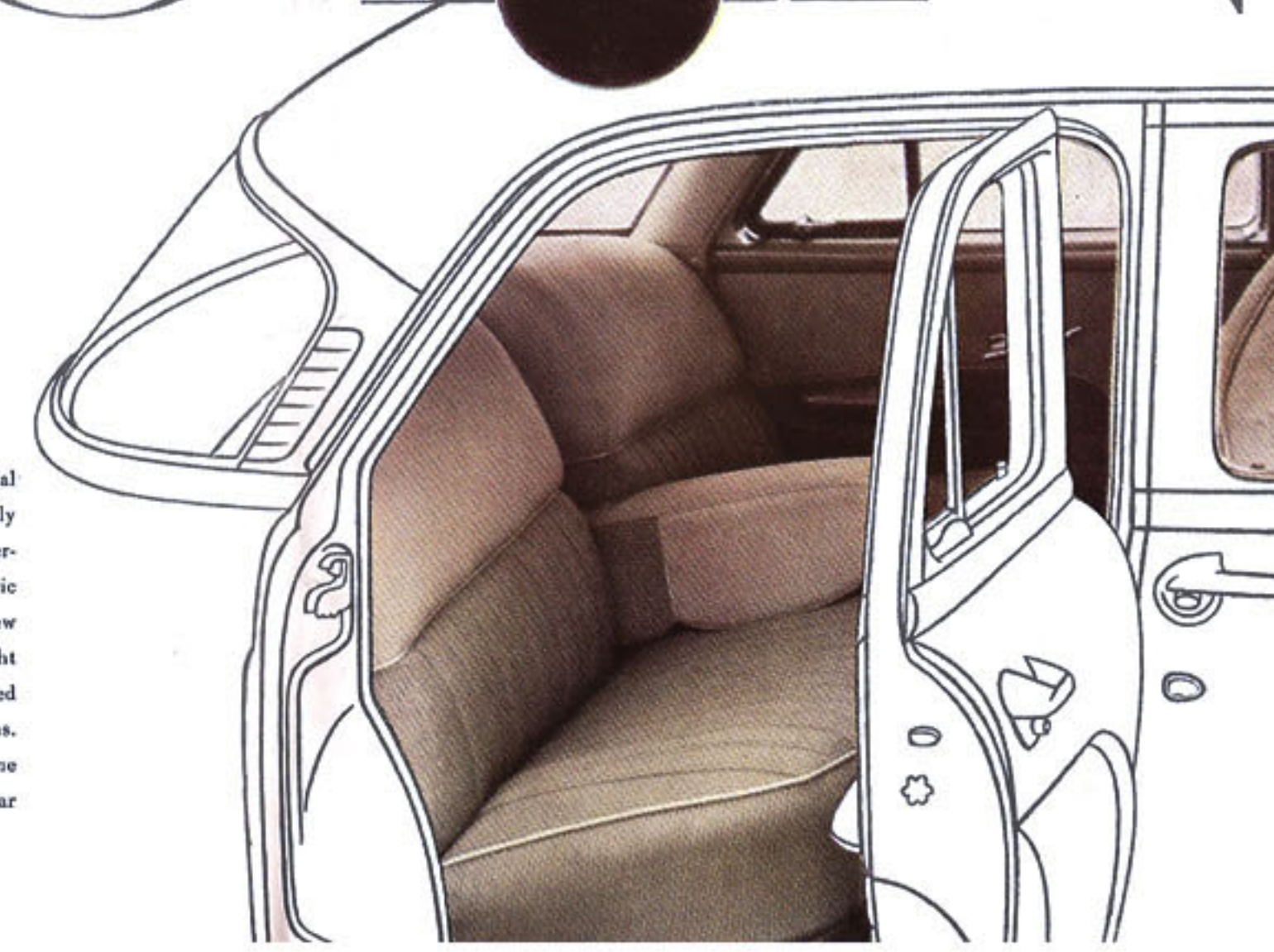


Adaptability—to seasons and to personal taste—marks the Modern Living interiors of the new Lincoln Capri Special Custom Coupe. That is, you may select from either soft leather and contemporary fabric interior combinations, or interiors of contrasting leathers, available as special cost options. Whatever your choice, each brings to this all-weather sports car the fresh spirit of Lincoln's matching Convertible interior decorative schemes.



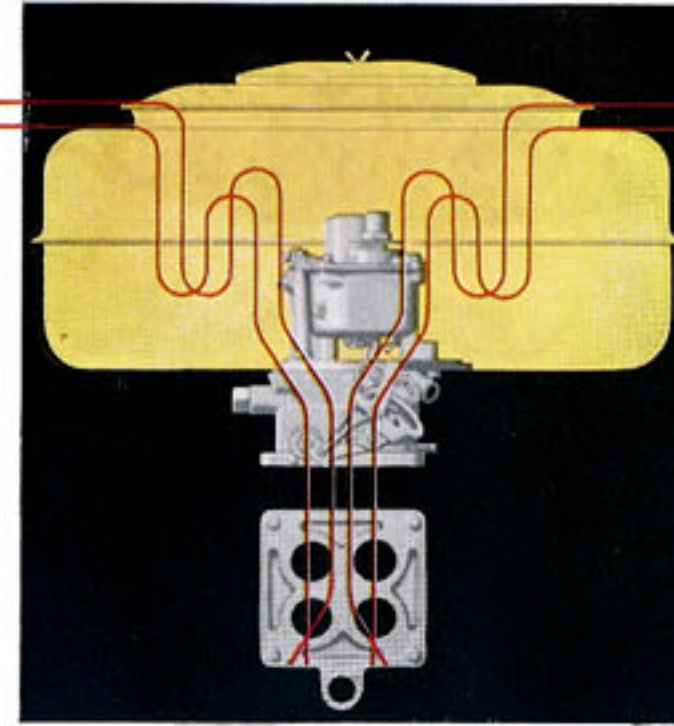
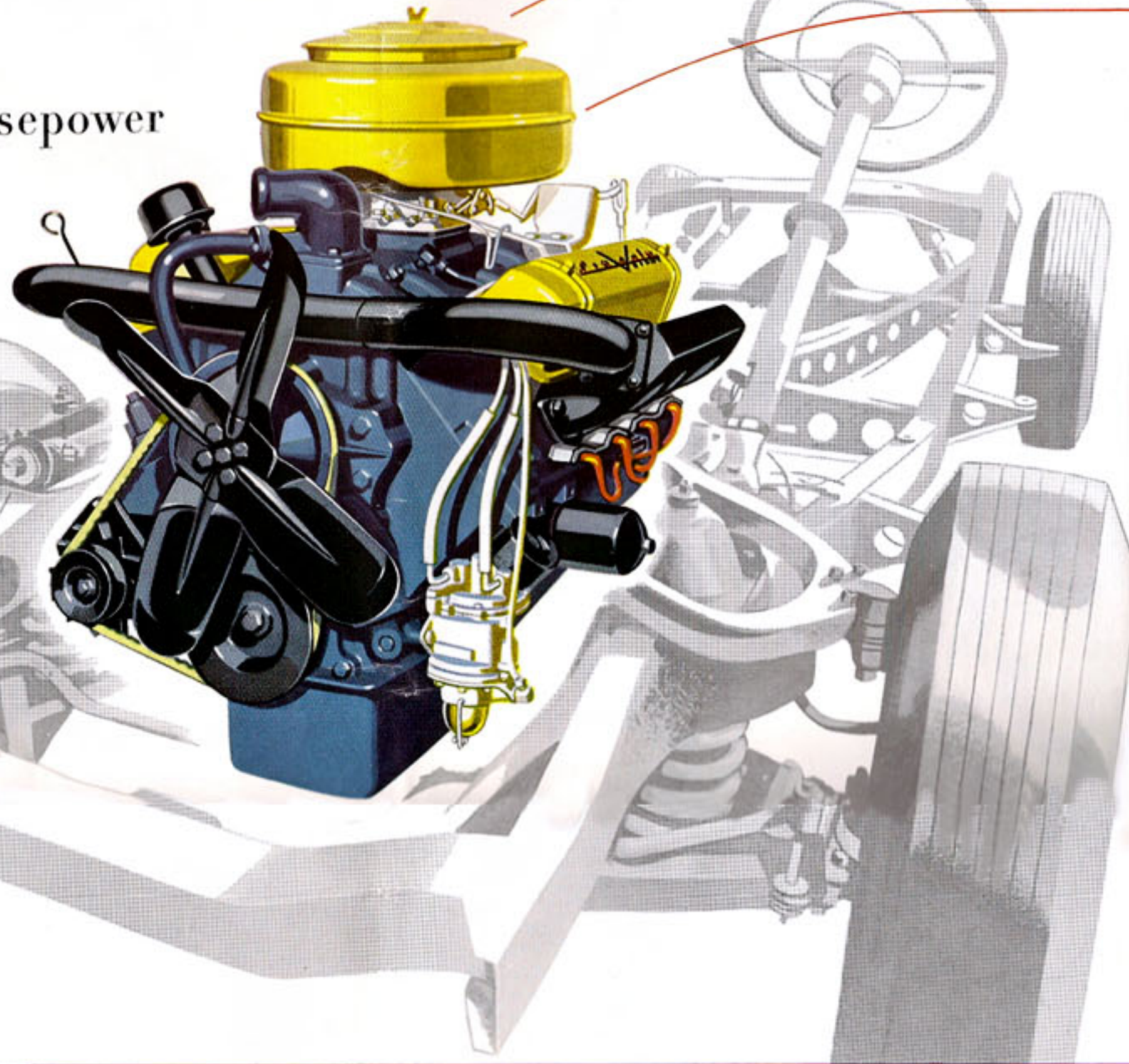
The very harmonies of nature find their matching colorings in this Capri Special Custom Convertible, for this year you are offered a wider choice of wonderfully different colorful interiors combining soft leathers and smart nylons, while there are still more interiors featuring contrasting leathers. From spacious, deep-bolstered seats set off by full pleats in cushions and backs, you look through the sweeping single-pane windshield over hood and fenders color-keyed to the metal-embellished interior trim—an innovation pioneered by Lincoln designer-stylists.

Today the interior beauty of your Lincoln Capri Special Custom Four-door Sedan may be selected on a highly personal basis, for never before have Lincoln designer-stylists created so wide a choice of colors or of fabric and leather or all-leather combinations. From the new creations of America's fabulous mills they have brought together choice broadcloth weaves and varied textured nylons in the most advanced of color combinations. Especially contemporary are smart nylon and genuine leather combinations. Also available at extra cost this year are optional contrasting leather combinations.



POWERED FOR MODERN DRIVING

full **205** horsepower



Full 205 horsepower is simply a synonym, in the case of the 1953 Lincoln's advanced V-8 engine, for the ultimate in performance. It is an engine, as you might guess, whose full power you will seldom draw on. But because of that vast power, it is a vastly efficient engine, never straining, always ready, and ever perfect in each pulsation. When you need it—when you want its output, in any measure—you will find it ready . . . and willing . . . and able.

Mechanically its secrets are all simple. Fully advanced overhead valve design. V-type, of course, as Lincoln engines have always been. Sound of wind—and this is the heart of its power—because of a high capacity, fuel-misering 4-barrel carburetor. Nothing else secret about it then—except the skill, the precision, of Lincoln methods and Lincoln manufacturing processes. Basically perfection and all the fine car performance that perfection promises.

backed by unmatched safety features

power steering

No need to suggest that on today's roads and in today's traffic and at today's speeds, more nearly perfect control is an added measure of driving pleasure and security for you. Technically, Lincoln's new power steering* features the human touch—retains "driving feel" while adding booster strength to finger-tip movement. A simple driving test will tell you all you need to know about this extra value, extra cost, optional Lincoln feature.

power braking

You'll recall times when stop and go traffic or the sudden need for emergency halts have left your leg muscles atremble with fatigue or strain. Lincoln engineers now give you the help of booster power, plus the relaxing security of toe-touch pressure to keep your Lincoln under masterful control . . . so easily . . . so smoothly . . . so safely . . . that you'll agree this new power braking* system adds immeasurably to modern living and driving.

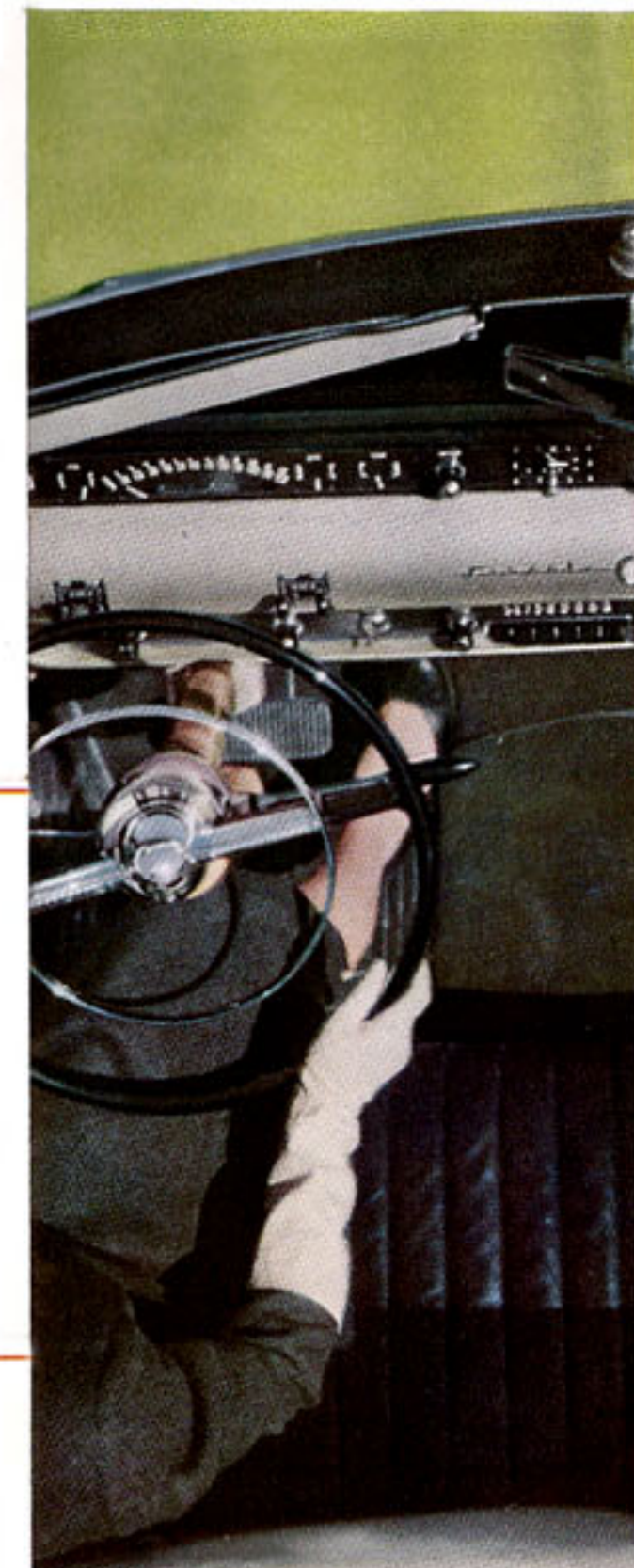
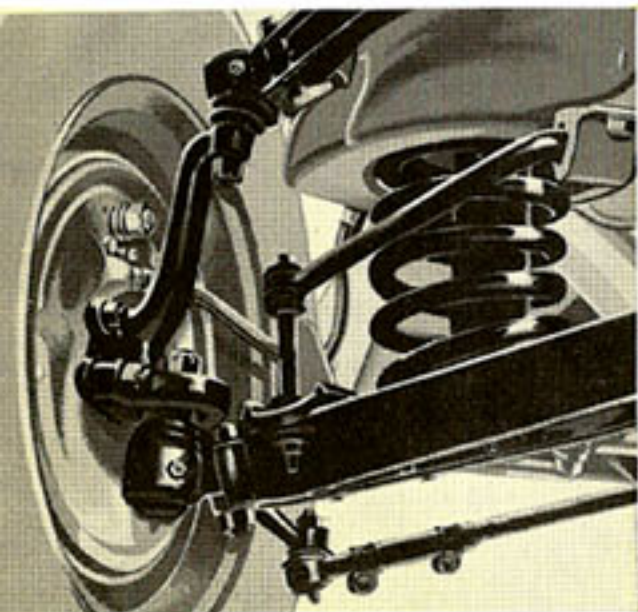
exclusive ball-joint suspension

Standard equipment and now the new standard for advanced driving and comfort control is Lincoln's ball-joint front suspension, available on no other American production car. You get a smoother ride, unbelievable steering control, especially at higher speeds—thanks to long-lasting, massive ball-joint sockets which combine turning with up and down springing movement. You will find that wheel alignment stays truer, and that need for wheel adjustment is practically eliminated—with subsequent marked improvement in tire mileage, too.

The modern motor car is meant for the modern family and its owner's friends. Today, handing your car key to brother or neighbor is almost as typical of modern living as lending a hammer was only years ago. And the power-abundant Lincoln permits wife or friend to custom-size Lincoln's control to body size. Touch one toggle switch, and electric motors move the seat forward or back, as desired. Touch its mate, and the seat rises or lowers—and inclines properly to give maximum correct and comfortable driving position. This new four-way power seat* is almost as serviceable to husband and wife as another car in the family garage.

*Optional equipment at extra cost.

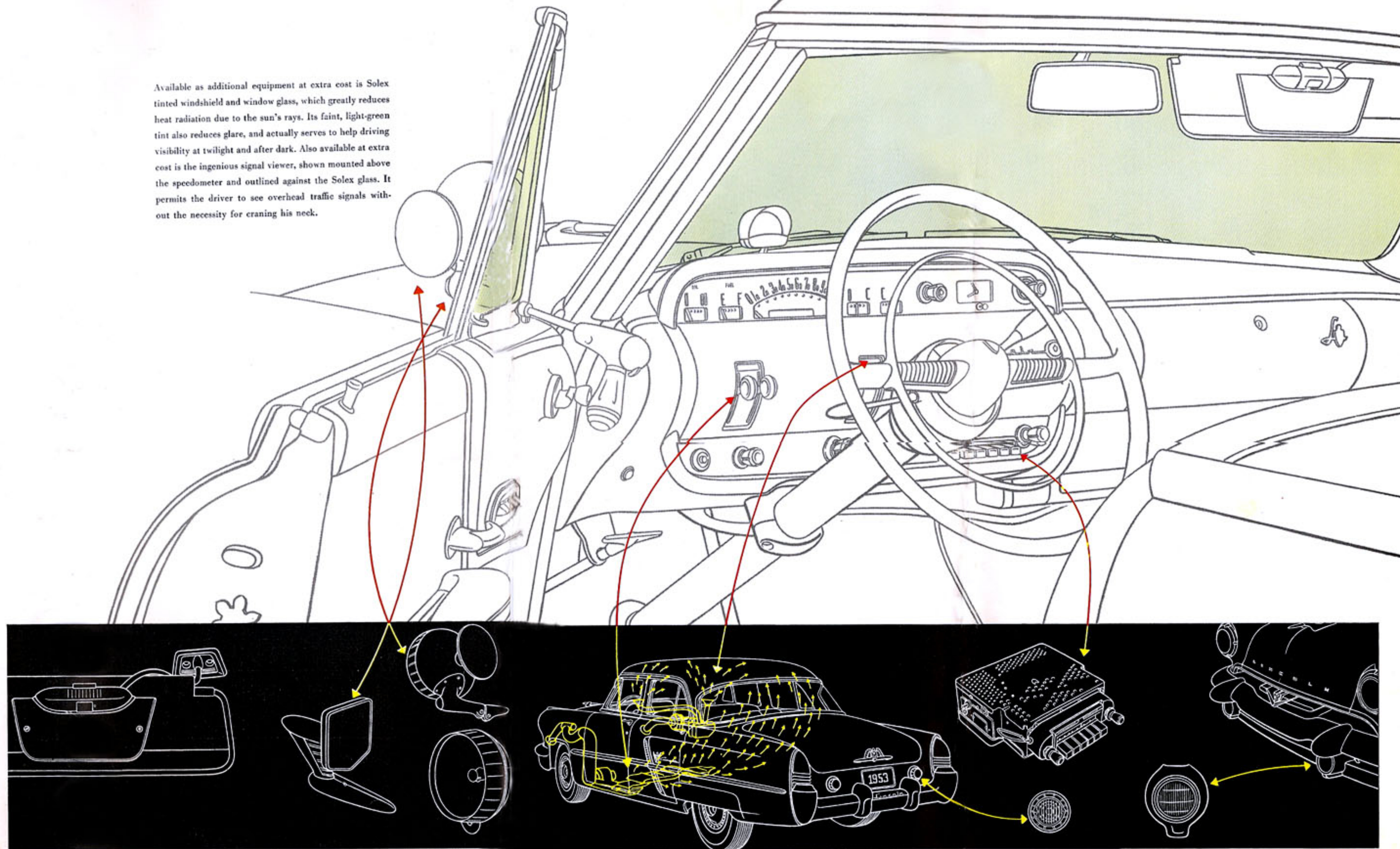
4-way power seat adjustment



ACCESSORIES matched to Lincoln and your motoring habits

- accessories fuse panel
- air filter
- back-up lights
- blue coral treatment
- car care chemicals
 - car appearance group
 - cooling system group
 - service maintenance group
- cigar lighter and map light
- "comfort control" dual unit heater
- curb buffer
- curb signals
- door edge guards
- door handle shield
- emergency-utility extension light
- engine compartment light
- exhaust deflector
- floor mats
- front vent wind deflector
- heating and ventilating system
- license plate frames
- lite-liter
- locking gas tank cap
- outside rear view mirror
- porcelainizing
- radio
- radio antenna
- rear compartment draft deflector
- rear window defroster
- rear window wiper
- road lamp assembly
- seat covers
- signal viewer
- spotlight
- spotlight and rear view mirror combination
- undercoating
- utility hand spotlight
- vanity light—mirror combination
- visor-type vanity mirror
- window vents
- windshield washer

Available as additional equipment at extra cost is Solex tinted windshield and window glass, which greatly reduces heat radiation due to the sun's rays. Its faint, light-green tint also reduces glare, and actually serves to help driving visibility at twilight and after dark. Also available at extra cost is the ingenious signal viewer, shown mounted above the speedometer and outlined against the Solex glass. It permits the driver to see overhead traffic signals without the necessity for craning his neck.



All accessory items shown on these two pages are available at extra cost. Your Lincoln dealer will gladly give you complete details as well as show you an accessories catalog describing these and other Lincoln-styled accessories for you to choose from.

This heavy, silver-backed Vanity Mirror which can be mounted to the right windshield sun visor is a greatly appreciated Lincoln accessory. Available as a second accessory item is the Vanity Light shown.

Equal in quality as they are in convenience are these three Lincoln accessory choices—side-mounted rear view mirror, side view mirror mounted on spotlight, or spotlight without mirror. All are styled for your Lincoln.

From controls on the instrument panel, you can supply your Lincoln with outside air in summer, heated outside air in winter. Right-hand set controls defrosting; left-hand, the high-capacity underseat heater.

Two back-up lamps are available to provide illumination whenever you shift into reverse with your head lamps on. Valuable, too, as a warning to motorists behind you that your car is about to be backed up.

Especially designed for Lincoln is this powerful superheterodyne radio receiver with eight tubes and rectifier. Dual volume controls regulate binaural reception made possible by use of front and rear seat speakers.

Especially useful for bad-weather driving, Lincoln road lamps provide extra visibility in fog and rain. Installed in special apertures blended into the bumper guards, they become a harmonizing part of the bumper-grille.

the one fine car completely powered
to leave the past far behind



engineering description of the advanced Lincoln Cosmopolitan and Capri

engine specifications

TYPE: The new 1953 Lincoln engine is an advanced-design, overhead valve, 90° V-type eight, developing 205 horsepower at 4200 rpm. Bore, 3.8 in.; stroke, 3.5 in. Displacement, 317.5 cu. in. Compression ratio, 8:1. Counterbalanced crankshaft with five selectively fitted main bearings of replaceable, micro-babbitt precision type. Slipper-type aluminum-alloy pistons with steel-strut inserts for controlled expansion. Silent chain-driven camshaft with high-lift cams. Two compression rings, and one oil ring. Top ring chrome plated for long life. Rotating-type valves with self-adjusting hydraulic valve lifters.

LUBRICATION: Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Full-flow oil filter. Positive crankcase ventilation. Oil capacity, 5 quarts.

COOLING: Single, high-capacity water pump, permanently lubricated. Full-length

water jackets for efficient cooling and better oil economy. Automatic by-pass thermostat for quick warm-up. Lo-speed, 4-blade silent fan. Highly efficient radiator. Coolant capacity, 22.5 quarts.

FUEL SYSTEM: Four-barrel downdraft, concentric-bowl carburetor of simplified design, mounted inside oil-bath air cleaner. Automatic idling control. Automatic choke with manifold-mounted heat control. Camshaft-driven diaphragm-type fuel pump with vacuum booster for constant-speed windshield wiper operation. Fuel tank capacity, 20 gal.

ELECTRICAL: High-capacity, 63-plate, 110-ampere-hour battery. High-capacity 40-ampere generator with automatic current and voltage control. Ratchet-type starter with 16.9 to 1 cranking ratio. High-speed, single breaker-arm distributor with full-vacuum type automatic spark control.

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 rear.

FRAME: Extra-rigid, heavy steel, cold-riveted and welded, X-member construction with K reinforcement and five cross-members. "Customized" Convertible and Coupe frames have additional reinforcement for extra body support.

BODIES: All-steel, heavily reinforced with welded steel floor. Insulated with glass fiber pads and other materials against heat, cold, noise, and dirt. Roomy luggage compartment with scissor-type hinges and counterbalanced lid for easy opening. Spare tire and wheel mounted at right of compartment for greater accessibility.

WHEEL SUSPENSION: Independent front-wheel suspension of ball-joint type with coil springs. Telescopic-type hydraulic shock absorbers mounted inside springs.

Rear springs are longitudinal semi-elliptic type with full-length liners which require no lubrication. Telescopic rear shocks are "sea-leg" mounted to cushion both shocks and sideways.

HYDRA-MATIC TRANSMISSION: Dual range, four-speed, fully automatic planetary gear set operating in conjunction with highly efficient fluid coupling. No clutch pedal. Drive selector mounted on steering column. Ratios: 1st—3.82; 2nd—2.63; 3rd—1.45; 4th—1.00; reverse—4.30. Oil capacity, 11 quarts.

DRIVE: Hotchkiss drive with tubular propeller shaft. Semi-floating rear axle with hypoid ring gear and pinion. Rear axle gear ratio: 3.31 to 1.

All Lincoln cars available with power steering, power braking, 4-way power seat, 2-way power seat, electric window lifts, sea-tint windows, and white side-wall tires at extra cost.



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

THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS BROCHURE WAS APPROVED FOR PRINTING. LINCOLN DIVISION OF THE FORD MOTOR COMPANY, DETROIT, MICHIGAN, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOWEVER, TO DISCONTINUE OR CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN, OR PRICES WITHOUT INCURRING ANY OBLIGATION.

PRINTED IN U.S.A. 11-52
FORM NO. L-53-101