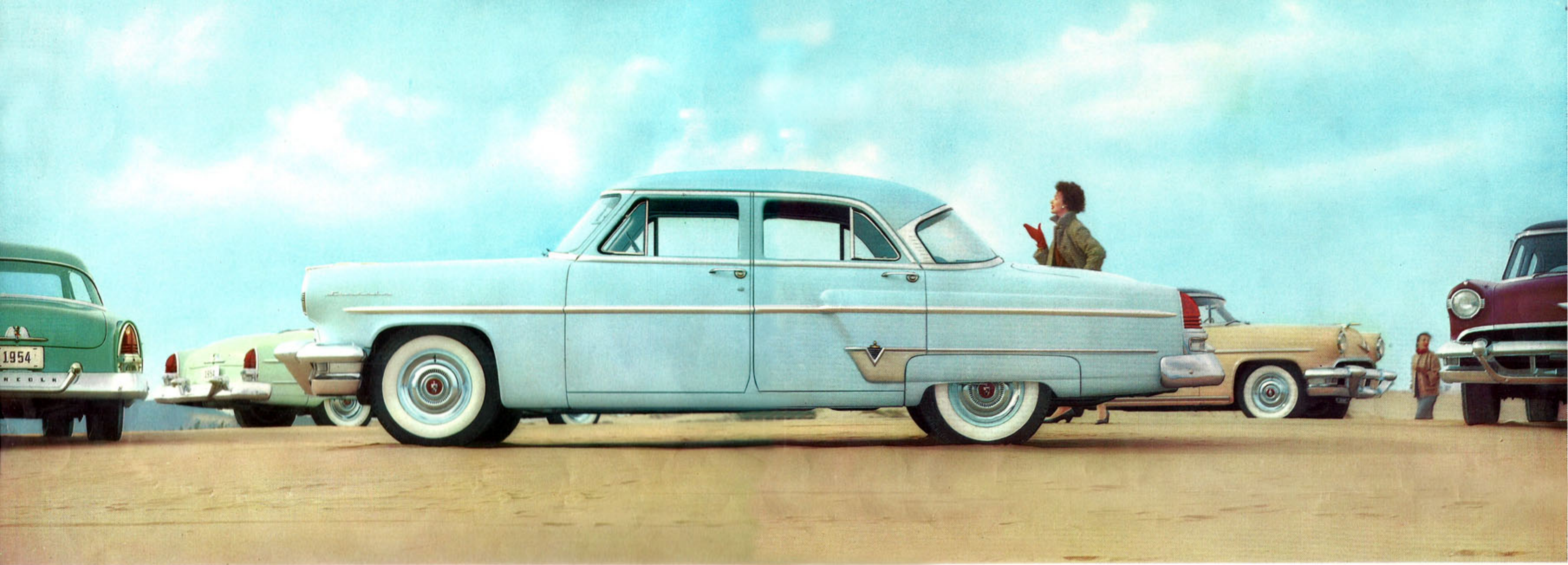


1954 LINCOLN





newly designed and powered for modern living



The new 1954 Lincoln is truly created for modern living. Its design matches the functional luxury of the finest contemporary architecture . . . its power-performance is modern, full and complete . . . its conveniences are those of our push-button age . . . and its ease and comfort bespeak the casual grace of today's home. In every detail, the versatile new Lincoln for 1954 is the one fine car for you.

Here is styling to match the ways of modern living — long, low lines that flow from new bumper-grille to newly designed rear-deck and tail-lights, accented by strips of bright metal; deep, wide glass areas, attractive to look at, sweeping in the scope of their visibility. This, emphatically, is the contemporary look.

To completely fulfill your motoring needs, the 1954 Lincoln presents an advanced version of the celebrated Lincoln overhead valve engine — with great power for cruising the open road . . . with tremendous flexibility for threading through traffic. In every way, Lincoln offers you modern performance at its finest.

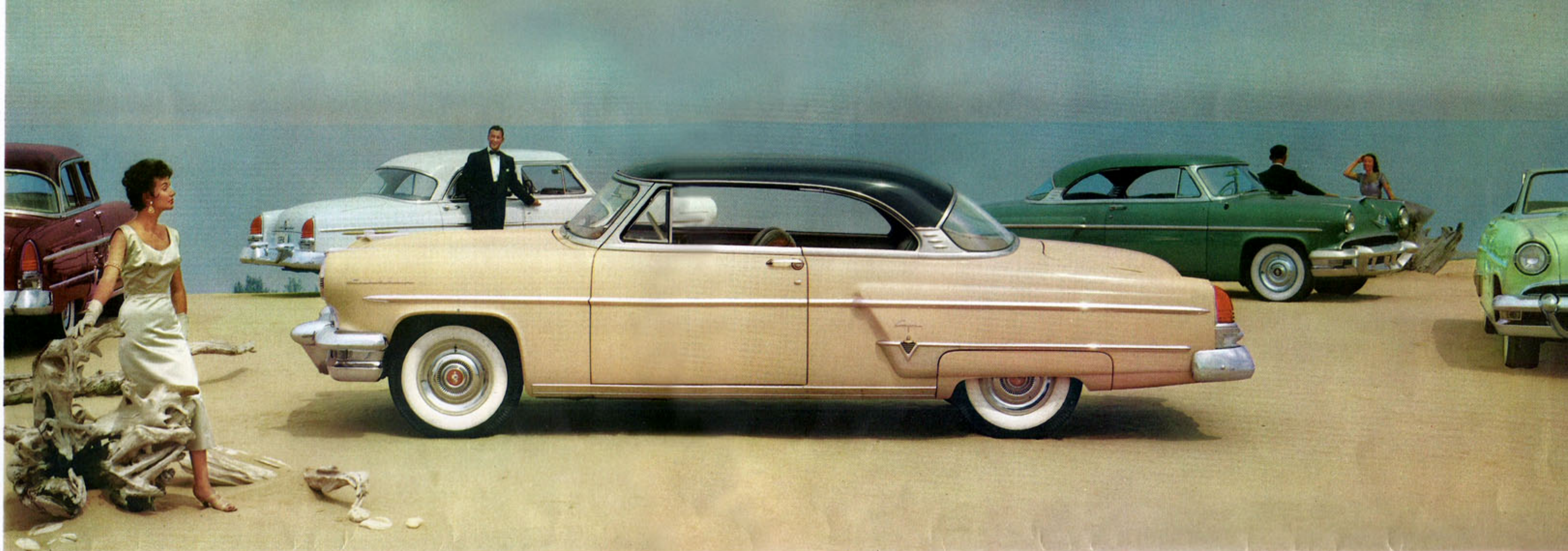
the Lincoln Cosmopolitan Custom Four-door Sedan



the Lincoln Cosmopolitan Custom Sport Coupe



the Lincoln Capri
Special Custom Coupe

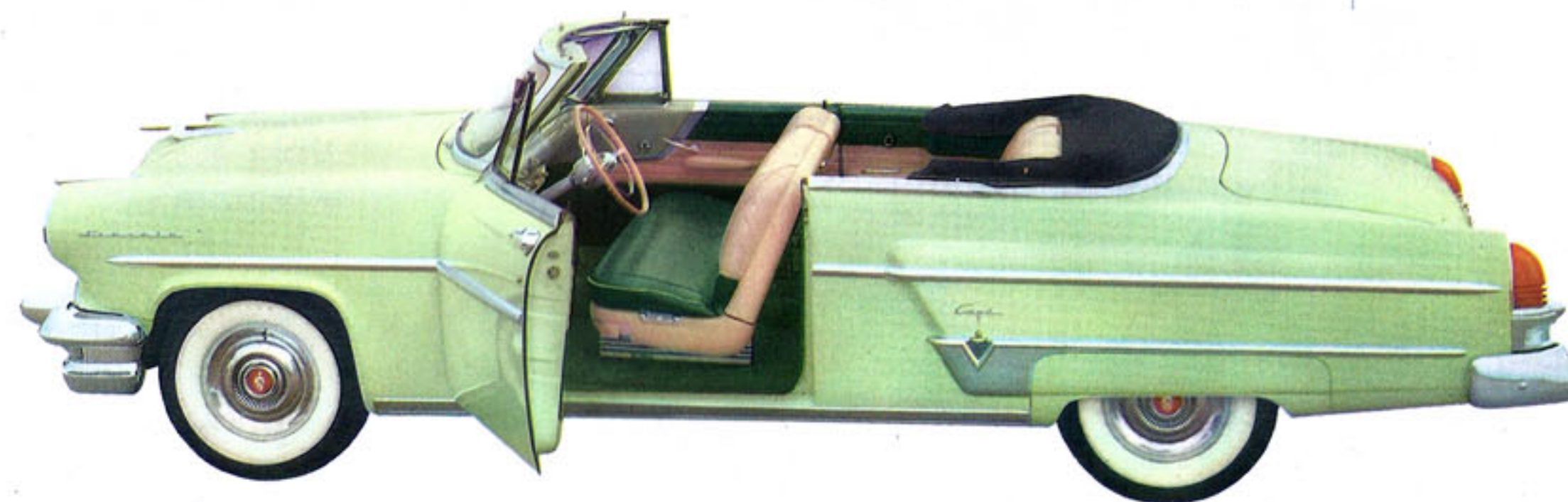


more than ever the trend is to Lincoln

In each of the beautiful new Lincoln models, you'll find all the luxury and prestige you could want in a fine car. That is one of the reasons Lincoln has been gaining so rapidly in public favor. You see more new Lincolns appearing on the streets every day, in your very neighborhood. And when you see them, you'll note the wide variety of color and interior decor. Each is distinctive—each a magnificent creation, designed and crafted for today.



the Lincoln Capri Special Custom Four-door Sedan



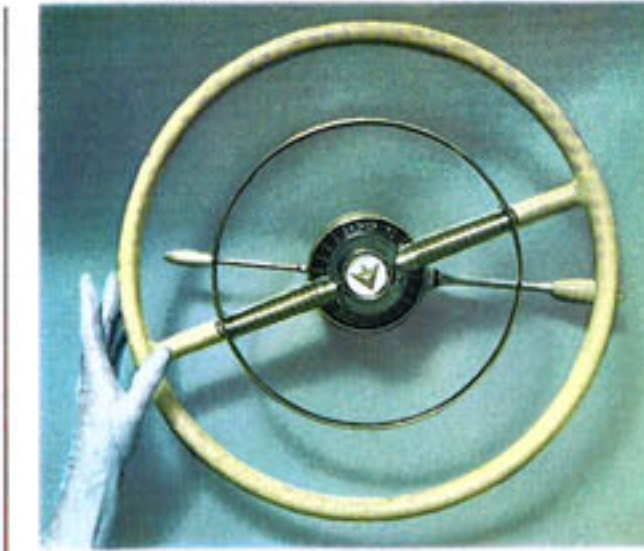
the Lincoln Capri Special Custom Convertible



Lincoln power features



Lincoln's power brakes require up to 50% less foot pressure. Design of the suspended brake pedal lets you pivot from accelerator to brake without having to lift your foot.



Lincoln's power steering provides a new ease of handling. Turning, parking, even extreme cornering become simple matter-of-fact driving incidents in a Lincoln.



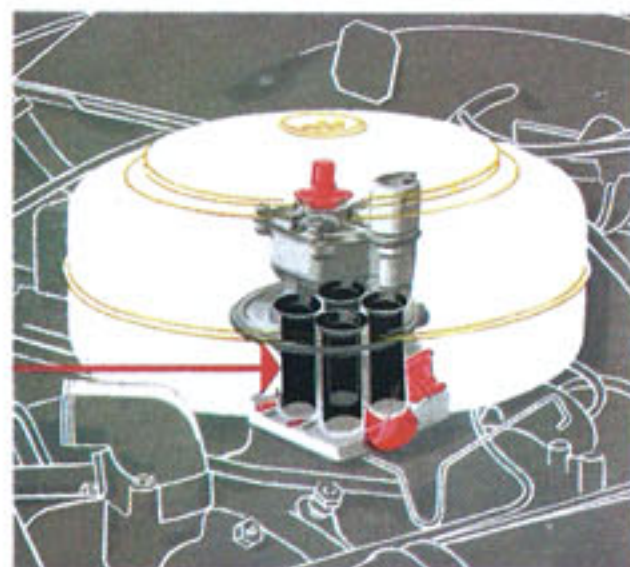
Lincoln's four-way power seat offers you a choice of practically any driving position you desire. You move up or down, forward or back.

power in the modern sense.. poised on the road-worthy foundation of a superb Lincoln chassis

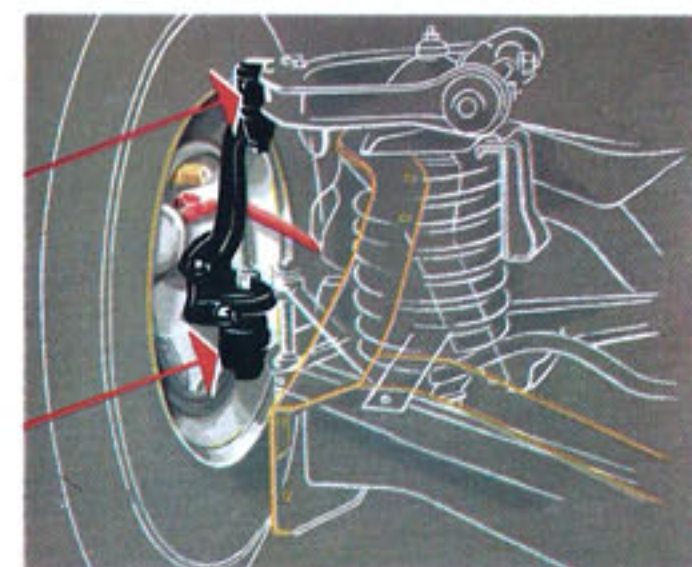
new Lincoln performance

The 1954 Lincoln engine is the basis for Lincoln's advanced performance. An overhead valve, high-compression V-8, it delivers a full 205 horsepower. Here is mighty power to send you surging ahead—and gentle power to ease you along congested avenues. Indeed, cruising at normal speeds, you barely tap its great reserve. This, of course, means less strain on the engine, more efficient motoring for you.

Deserving of special attention is Lincoln's new four-barrel carburetor in which the rear barrels are vacuum controlled. Mechanical linkages have been eliminated. The pressure in the front barrels opens the secondary barrels at the exact instant optimum performance is needed. This is the ideal combination for economy in all ranges and for full power in the higher ranges.



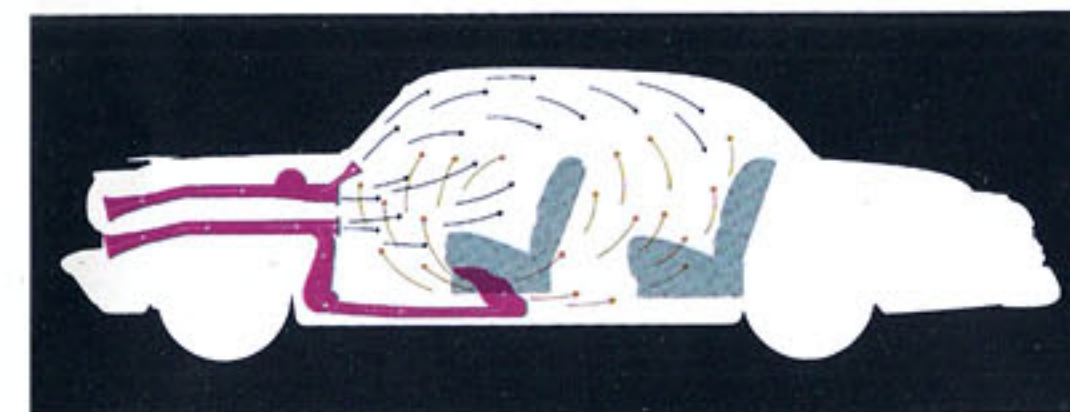
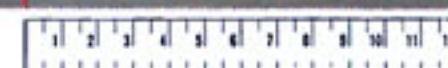
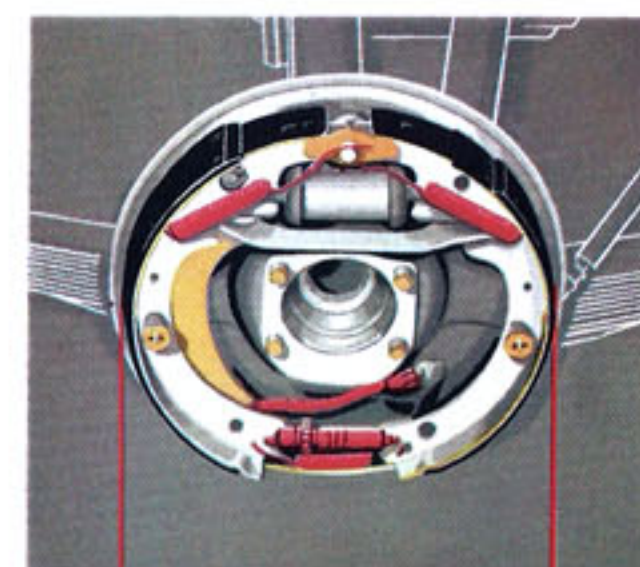
One of Lincoln's outstanding engineering features is ball-joint front suspension, found only in Lincoln in the American fine car field. The binding action of conventional king-pin design is replaced by the almost frictionless ease of ball-joint sockets that combine turning with up and down springing action. This great new chassis advancement gives you far easier steering control while cornering—especially at higher speeds.



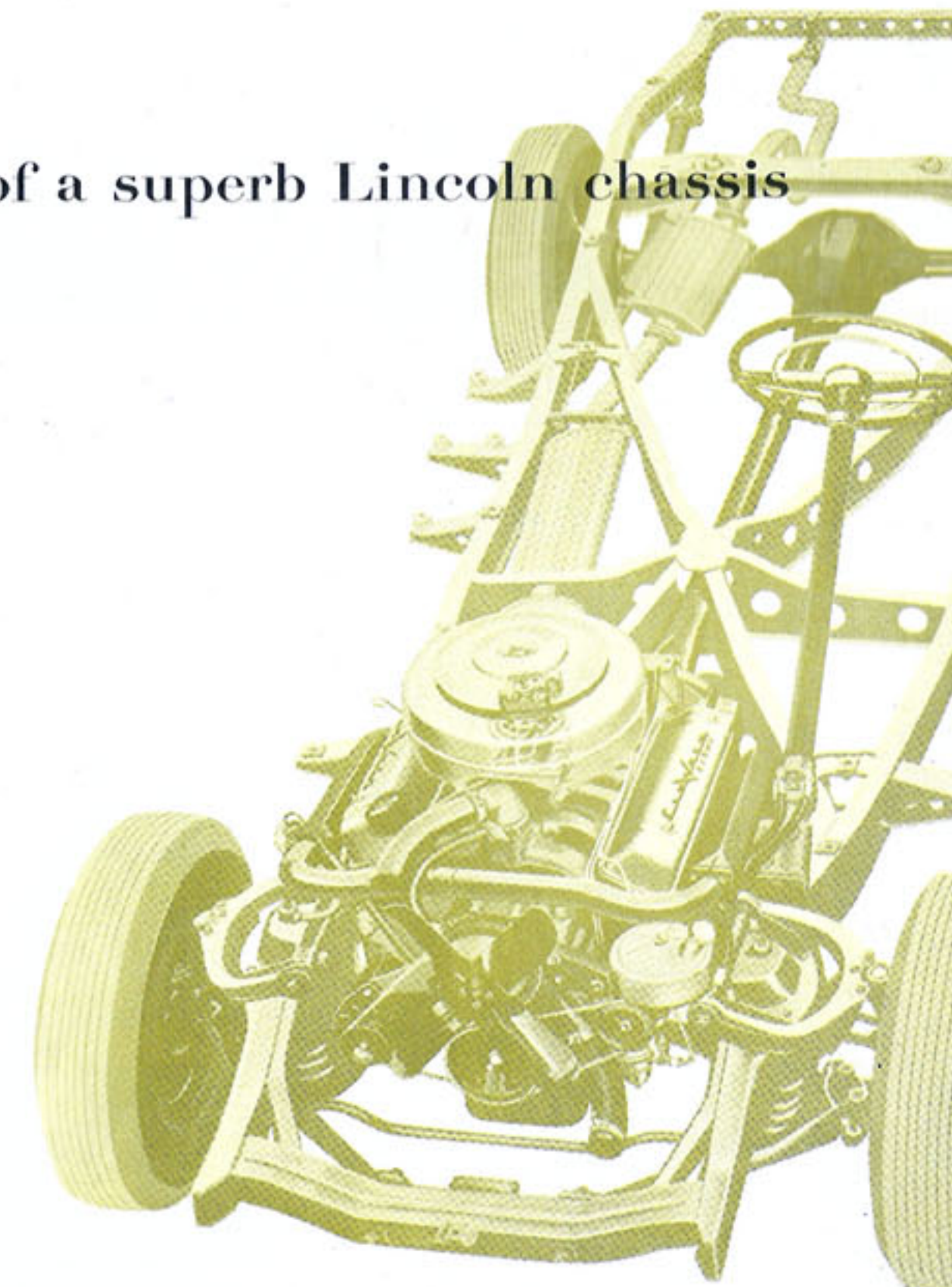
With this new feature, wheel alignment stays truer and the need for wheel adjustment practically disappears. Tires last much longer and servicing is cut to a minimum.

There are many reasons why Lincoln's V-205 hp engine is so outstanding. Its large bore, short stroke, low-friction design converts more of the engine's potential into positive propelling action. Its advanced manifold design makes it a better breathing engine. There is new full vacuum spark control that provides a greater sensitivity to load requirements. You surge forward instantly... with a smooth, steady flow of power.

To add greater safety to your Lincoln, 8.7% more "grip-area" has been added to the brakes. The new brake drums are increased to 12 inches in diameter for greatly improved effectiveness. These new brakes, like the rigid, double-braced chassis and welded all-steel body, are another of the many safety features designed and built into Lincoln to add still more to the completeness of this fine car.



The perfect match for the coldest weather is Lincoln's highly perfected "comfort-control" heating—provided by the dual heater-blower units installed in the ventilating system. One unit provides heat directly to the front passenger compartment, and for the defrosters. The other unit, located under the front seat, sends warmed air throughout the car. Your Lincoln, equipped with this accessory, is "winter-conditioned" to provide you with the utmost comfort of truly modern motoring.



performance and design in perfect balance



Climbing, Lincoln's great power makes light of even severest grades, giving you effortless performance in all ranges.



Cornering, Lincoln's low-to-the-road design and ball-joint front suspension make even sharp turns incredibly easy.



On crowded streets or on open highway, Lincoln's handling ease and smooth, sure control make all driving pleasant.

1954 Lincoln Cosmopolitan and Capri Specifications

engine specifications

TYPE: The 1954 Lincoln engine is an advanced-design overhead valve, 90° V-type eight, developing 205 horsepower at 4200 rpm. Torque: 305 lb-ft at 2300-3000 rpm. Bore, 3.8 in.; Stroke, 3.5 in. Displacement, 317 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-stret inserts for controlled expansion. Silent chain-driven camshaft with high-lift cams. Two compression rings, and one expander type oil ring for precision oil control. 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. Constant-flow crankcase ventilation. Oil capacity, 5 qt. (refill).

COOLING: Single, high-capacity water pumps 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 fan. Highly efficient radiator. Coolant capacity, (with heater units) 24.5 qt.

FUEL SYSTEM: Four-barrel downdraft, concentric-bowl carburetor of simplified design, mounted inside oil-bath air cleaner. Vacuum controlled secondary carburetor barrels. 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 generator with automatic current and voltage control. Ratchet-type starter with 16.9 to 1 cranking ratio. High-speed, single breaker-arm distributor with coordinated vacuum spark control. Vented contact points.

chassis specifications

DIMENSIONS: Wheelbase, 123 in. Over-all length, 214.8 in. Over-all width, 77.4 in. Over-all sedan 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 5 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 noise and weather. Roomy luggage compartment with scissor-type hinges and counter-balanced 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.

BRAKES: Hydraulic "Duo-servo" type brakes with 12-inch brake drums. Molded asbestos brake linings. Total brake lining area 220 sq. in. Pendant type suspended brake pedal. Independent mechanical parking brake on rear wheels.

HYDRA-MATIC TRANSMISSION: Dual range performance. Fully automatic, fully hydraulic. No clutch pedal. Fluid coupling and planetary gear set with four forward speeds and reverse. 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.

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 TO DISCONTINUE OR CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN OR PRICES WITHOUT INCURRING ANY OBLIGATION. POWER STEERING, POWER BRAKES, FOUR-WAY POWER SEAT, TINTED GLASS AND WHITE SIDE-WALL TIRES ARE OPTIONAL AT EXTRA COST.

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