

# 1954 LINCOLN

UPTOWN MOTORS  
LINCOLN-MERCURY HEADQUARTERS  
2345 BROADWAY - OAKLAND  
TWink 3-7282



more and more, the trend is to Lincoln  
Cosmopolitan—Capri



For the sheer brilliance of modern design, for the full scope of contemporary power, for the justified pride of fine car ownership—we present the new 1954 Lincoln. Exquisite in every detail, this is the car for today—and for years to come.

In Lincoln you will find a new approach to fine car beauty in the clean, graceful lines that flow from new bumper-grille unit at the front to completely new styling at the rear. There is new freshness in the symmetrical silhouette, accented by daring lines of bright metal. And there is new beauty inside, too. A sparkling selection of new interior trims in soft, pliant leathers, sturdy nylons and new-milled broadcloth fabrics are blended into excitingly modern decors—to match subtly or to contrast smartly with the exterior color of your choice . . . in the complete spirit of modern living!

And Lincoln presents a new mark in fine car performance with the full power of its advanced engine. Lincoln also gives you power for convenience, ease, and comfort in its advanced power braking, power steering and four-way power seat . . . true modern living, modern motoring features inspired and pioneered as a complete selection by Lincoln.

There are new aspects of motoring safety in body, chassis, brake design and front suspension. And for complete relaxation and comfort, Lincoln features exceptional visibility as well as contour-cushioned seating for luxuriously restful motoring.

On the following pages, you can see for yourself the detailed features and advantages of the car for modern living.



the 1954 Lincoln

newly designed and powered for modern living



## the modern approach to perfection

Representative of modern motoring perfection is the new Lincoln Cosmopolitan Custom Sport Coupe. Long, low lines lend emphasis to the ample dimensions of this fine car. And each line contributes two-fold, for, as is every model, this Lincoln is designed to be both luxurious and practical. It is precisely this combination of luxury and function that is the design basis for all of Lincoln's unique modern living distinction.

And, like other Lincoln models, this modern fine car has a newer, more efficient version of the famous competition-proved V-205 hp engine. One touch of your toe to the accelerator sends new power pulsing

through the Hydra-Matic Transmission, where power is transformed into smooth, easy action. You'll find that Lincoln responds instantly to your every demand with magnificent versatility on the highway or with restful flexibility in city traffic.

And this is not unbridled power superimposed on an outdated car. Indeed not! This is power integrated into the complete design of a superb automobile. Engine, chassis, body, brakes, steering—all are part of the safety-blend of modern living design found only in Lincoln—the most advanced fine car in style, performance and driving ease for the world you live and drive in.

### the Custom Sport Coupe



Lincoln performance is traditionally outstanding, and in 1954, more than ever before, Lincoln offers newer, finer performance. Power to take you and keep you out front, power to carry you easily up steep grades, power to call on at every driving range—the true mark of Lincoln superiority.

This interior, designed for the Cosmopolitan series, is color-matched to the *Palace Green Metallic* exterior paint. The dash is *Silver Slurry*. The upholstery is a combination of *Green Frieze* (a beautiful green cloth with flecks of silver thread woven into it) with *Light Green Galardine* bolsters.



## to add distinction to contemporary travel

All the poise and dignity of truly fine car prestige is expressed in the 1954 Lincoln Cosmopolitan Custom Four-door Sedan. Here is the modern look of magnificent luxury in which every line suggests the function that underlies all Lincoln beauty.

For example, the attractive instrument panel is harmoniously blended into the design of the interior decor, lending a jewel-like brilliance. And the instruments, so expressive of precise function, are safely-placed near to eye-level where they can be read at a glance. Controls are but a finger-tip removed.

The new steering wheel is gracefully designed and welcoming to the touch as a fine piece of sculpture.

And transmitted to you through this wheel is the most amazing handling ease imaginable. Power steering and ball-joint front suspension unite to make curving, turning, cornering practically effortless. Parking, too, becomes incredibly easy in a Lincoln. You move easily into spaces you would not have attempted with any other fine car.

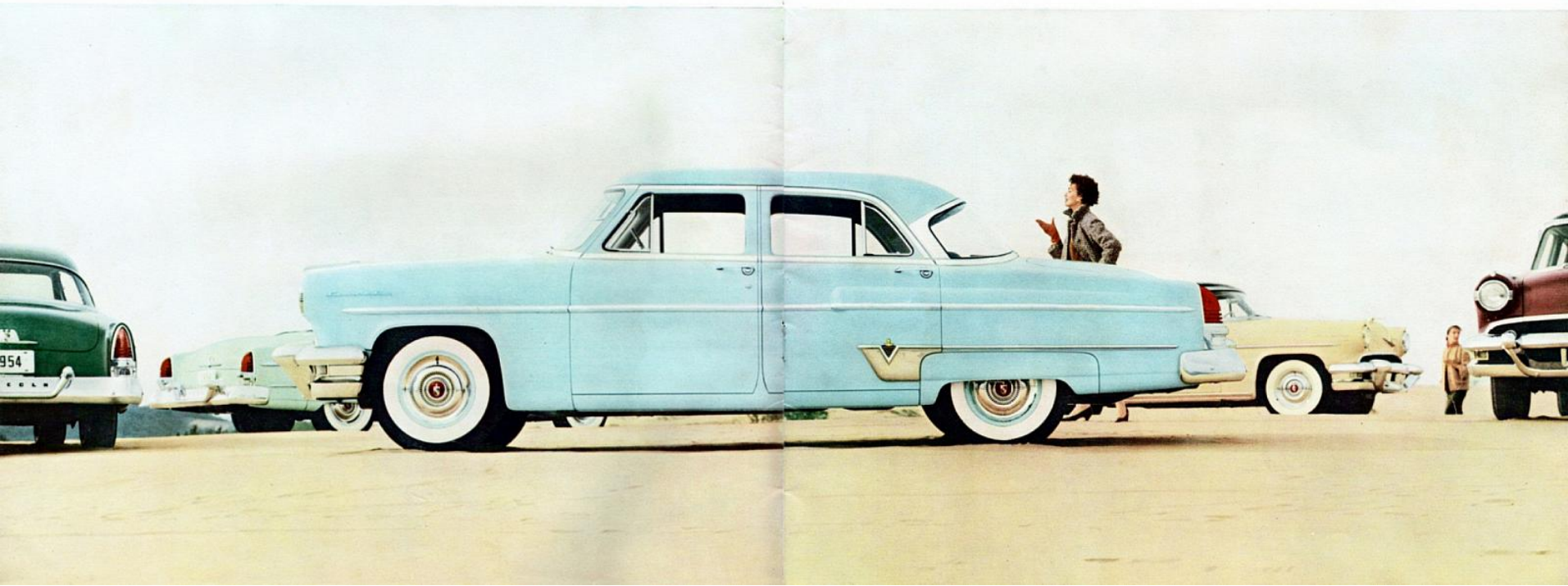
The true glory of Lincoln's handling ease, however, rests in the confidence it inspires in every driver. When you hold the wheel of a Lincoln, all the discomforts and anxieties of ordinary driving disappear. In your hands, the wheel itself is truly your guide to pleasant, restful motoring—modern motoring at its finest.

### the Custom Four-door Sedan



All Lincoln interiors are roomy, luxuriously and durably upholstered, and highlighted by interior hardware of glistening metal. This Lincoln, a Cosmopolitan Custom Four-door Sedan painted Columbia Blue, has a color-matched interior which blends Light Blue-and-White Checkered Broadcloth and Dark Blue Gabardine.

Lincoln's instrument cluster is located immediately in front of the driver. Because of the panel design, gauges never reflect their illuminated faces in the windshield to annoy you while driving at night. And Lincoln controls are so located as to provide a smooth unbroken panel, free of protruding knobs or buttons.



## for moderns on the move —luxurious comfort

Deep, pleasurable relaxation . . . restful, expansive ease . . . all wonderfully integrated into modern living design —these are but a few of the many new comfort-features of the distinctive 1954 Lincoln Capri Special Custom Four-door Sedan.

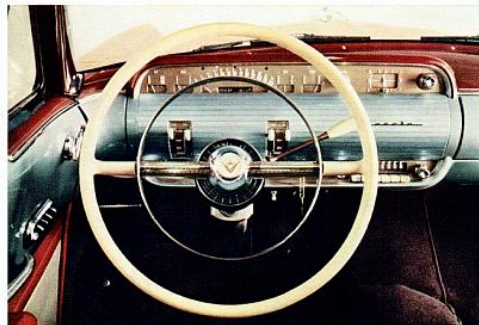
There is plenty of stretch-out room in all directions—six adults can ride without crowding, and children can nap comfortably on the wide, soft seat cushions. And you need feel no great concern for your upholstery, for all Lincoln interiors are both luxurious *and* lasting.

And in every Lincoln model, this luxurious comfort is *basic*. It comes from glass areas not only wide but deep —for maximum visibility in parking as well as driving.

The seats themselves are designed not only for the appearance of luxury but for the "feel" of comfort as well. You sit relaxed because Lincoln's contour cushion design is matched to your natural position. Even the arc of Lincoln's suspended brake pedal travel is planned to provide maximum leverage with minimum effort.

This is the kind of modern comfort and luxury—masterfully integrated by Lincoln's design-stylists—that works for your driving safety.

With its larger brakes, deep-drawn, buttressed frame and body—plus tremendous reserve power for emergencies—there can be only one fine car for the modern family on the move . . . and that is Lincoln for 1954.

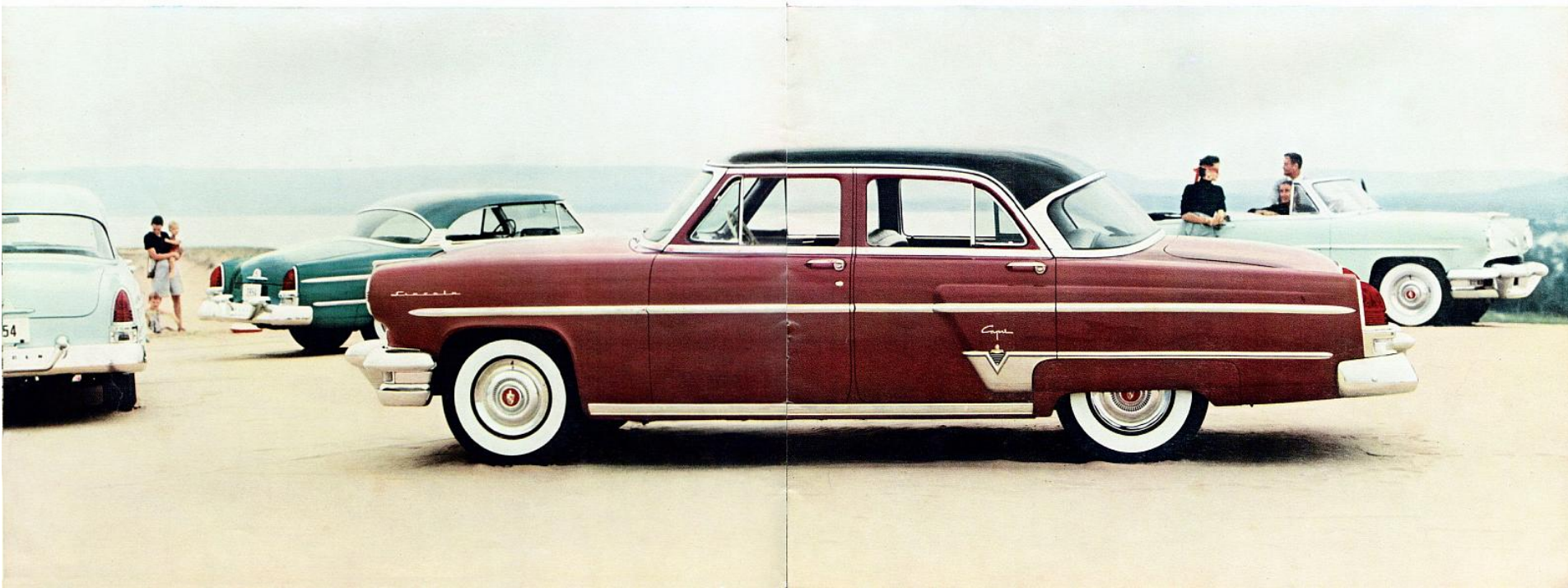


To achieve the textured finish that distinguishes the front panel of the Capri series, Lincoln stylists have provided a patterned arrangement of tiny gold stars against a pearl-gray background. The steering wheel is formed of plastic in light cream tones.



For your greater comfort, especially under a blazing sun, Lincoln offers Solex tinted wind-shield and window glass as optional equipment at extra cost. Its faint, light-green tint not only cuts down glare but also reduces heat radiation due to the sun's rays.

the Capri Special Custom Four-door Sedan



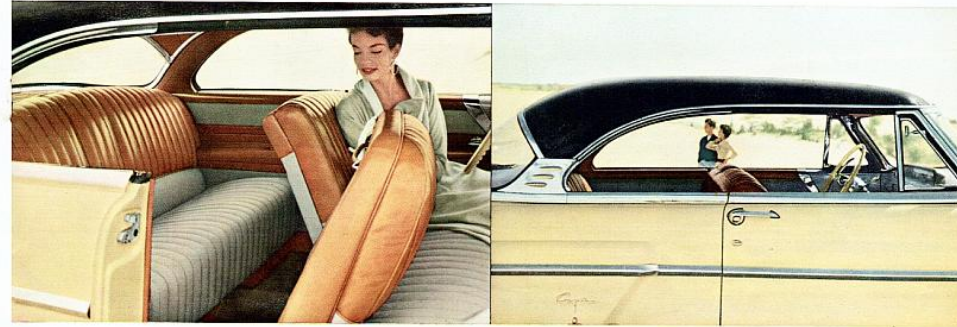
## the elegance of power, line and flair

In each superb line of this 1954 Lincoln Capri Special Custom Coupe, there is all the nobility and splendor of fine car styling at its greatest.

Blended with the open-air freshness of a convertible is the protective assurance of the sedan. With side windows lowered, no center bar remains to restrict the open expanses. The very outdoors seems to come in and welcome you. Only the narrowest of sturdy corner posts remain. And you have practically unbounded visibility. Windshield and rear window are curved, one-piece panels of safety glass. If you prefer,

tinted glass to cut the glare of bright sunlight is available throughout the Lincoln. And in a Lincoln, you are always up where you can see—and be seen.

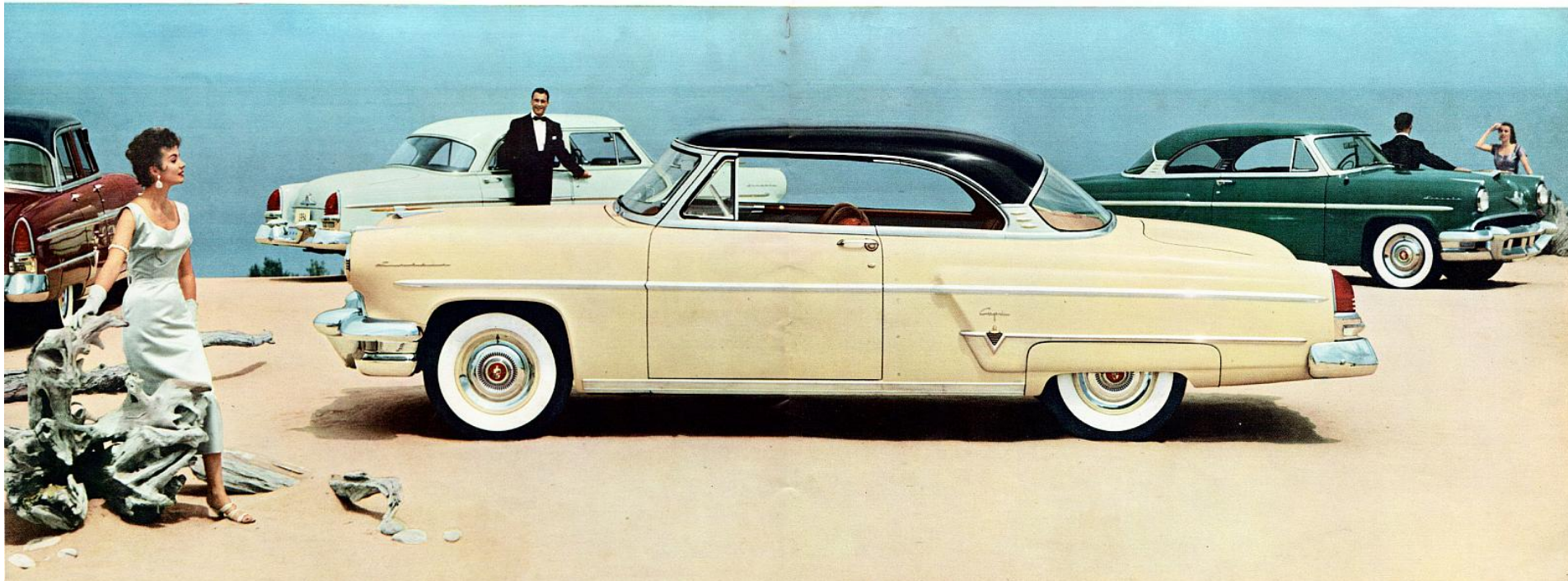
You drive comfortably and confidently. At your command is complete power—power for performance, for convenience, and power for stopping, too. One touch on Lincoln's suspended brake pedal activates Lincoln's new brakes. These brakes are larger, too. They have more "grip area"—more stopping power—in keeping with Lincoln's great "going" power. Stopping is easier, smoother, surer than ever in a Lincoln.



This Lincoln Capri Special Custom Coupe is smartly two-toned. The top is *Regent Black* and the body is *Colony Tan*. The interior upholstery, continuing this color theme, is of *Beige Whipcord* and *Calf Leather*. Interior painted metals are finished in *Embassy Brown*, *Messiah* and *Silver Slurry*.

The wide sweep of open viewing area in this Lincoln is further emphasized by the Lincoln silhouette. Styling details also contribute to this new longer, lower look. Lines of bright metal, sweep of the protective stone shield, new rear-quarter molding—all are elegantly conceived in the spirit of modern living design.

### the Capri Special Custom Coupe



## for the mobile zest of modern living

Here is the fine car for the young in heart—the glamorous 1954 Lincoln Capri Special Custom Convertible . . . carefree and casual . . . the bright, lively sportsman of the Lincoln line. Here is all the dash and verve of youth—but with the same distinction that characterizes all Lincoln models.

On soft, summer nights, you can drive with the top lowered, enjoying the fresh coolness of all outdoors. Should the temperature drop or rain clouds gather, a touch on the control raises the top, giving you snug comfort and complete protection from winds and rain.

When it becomes her turn to drive, a flick of the finger to another set of controls and Lincoln's four-way power seat fits the car to her. It moves up or down, forward or back, offering a choice of an infinite number of driving positions. This wonderful advantage helps to make long trips seem shorter, provides more restful motoring, and affords better seating for the driver.

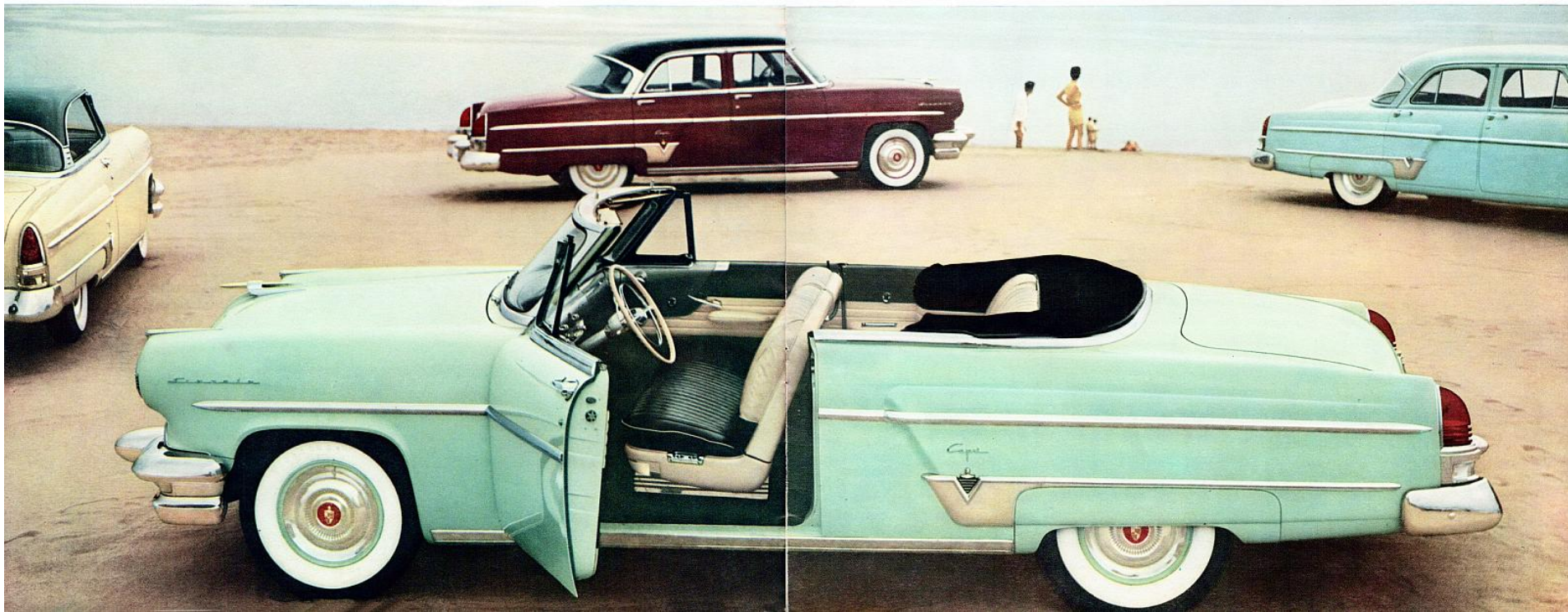
And on long trips, you have more than enough space for your luggage in Lincoln's ample luggage compartment—up to 30.9 cubic feet of usable space, and completely finished to protect your leathers.

### the Capri Special Custom Convertible



The exterior of this Lincoln Capri Special Custom Convertible is a sparkling finish of *Regal Red*. The interior upholstery, befitting the gay, active role of the convertible, is a contrasting, colorful combination of *Black and Red Leather*. Interior metals are *Regal Black and Silver Slurry*.

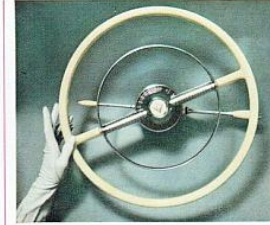
Lincoln convertible tops are made of weather-resistant, beauty-retaining cloth. The rear window is a pane of clear, durable vinyl, weather-sealed and apparatused for easy opening or closing. The top raises or lowers electrically, and, when lowered, it folds neatly into the compartment behind the rear seat.



## 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.

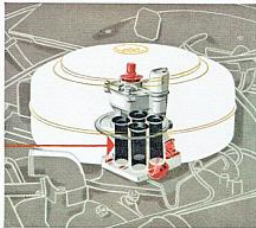
## power in the modern sense...poised on the road-worthy foundation of a superb Lincoln chassis

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.

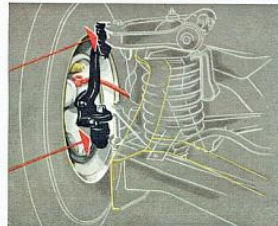
There are many reasons why Lincoln's V-205 hp engine is so outstanding. Its large bore, short stroke, low-friction design converts more of the engine's potential into positive propelling action. Its advanced manifold design makes it a better breathing engine. There is new full vacuum spark control that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

### new Lincoln performance

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.

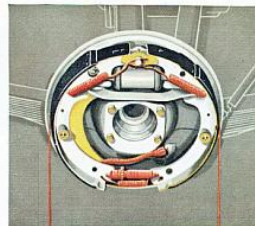


One of Lincoln's outstanding engineering features is ball-joint front suspension, found only in Lincoln in the American fine car field. The binding action of conventional king-pin design is replaced by the almost frictionless ease of ball-joint sockets that combine turning with up and down springing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

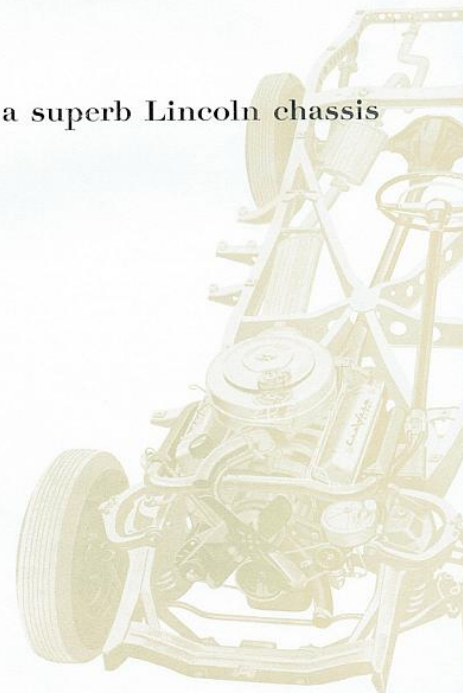


With this new feature, wheel alignment stays truer and the need for wheel adjustment practically disappears. Tires last much longer and servicing is cut to a minimum.

To all 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.





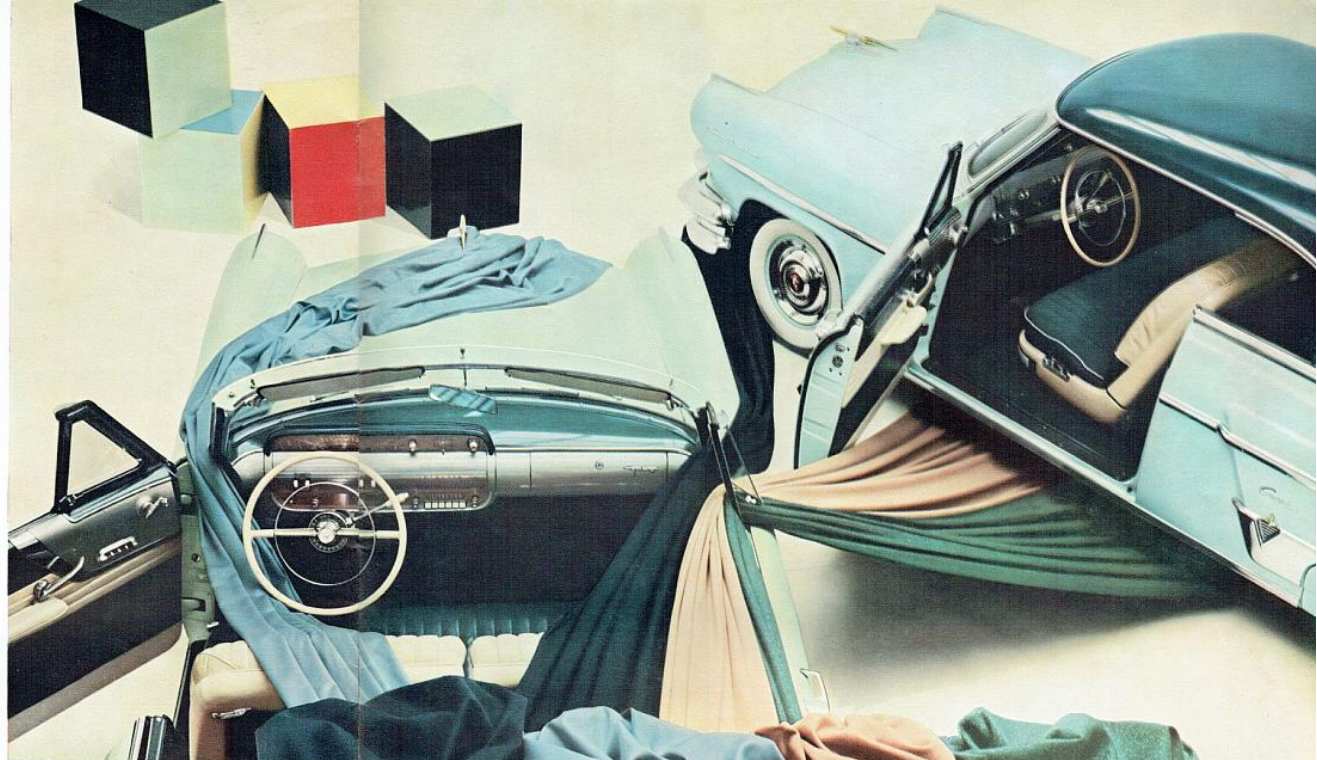
new Lincoln colors  
and upholstery...



tones  
and textures  
of modern  
living

Colors to match modern living, exterior paints that are bright and glistening, or soft and subdued, these, Lincoln for 1954 offers in your choice of a wide, new selection. There are thirteen beautiful solid colors—six of them are the popular metallics—and twenty-one exciting new two-tone combinations.

Interiors are of soft leathers, smart, sturdy nylon and newest broadcloth weaves. Interior metal trim and appointments serve to highlight the decor. Whichever color you choose, you're sure to have a fine car color-keyed, inside and out, to today, and in perfect taste.



columbia blue • cadet gray metallic

palace green metallic • canterbury green • premier yellow • regal rec • regent black • empire green metallic • ambassador blue metallic • colony tan • wellington gray • embassy brown metallic • majestic maroon metallic

## new Lincoln accessories

blue coral treatment  
car care chemicals

car appearance group  
cooling system group  
service maintenance group

cigar lighter and map light

compass  
curb buffer

curb signals

custom spotlight with integral mirror

custom-styled seat covers

door edge guards

door handle shields

dual-unit heater

engine compartment light

exhaust pipe extension

floor mats

front vent wind deflectors

inside control rearview mirror

license plate frames

locking gas tank cap

porcelainize treatment

rear compartment draft deflectors

rear-window defroster

rear window wipers

road lamps

signal viewers

spotlight with mirror optional

superheterodyne radio with rear-seat speaker

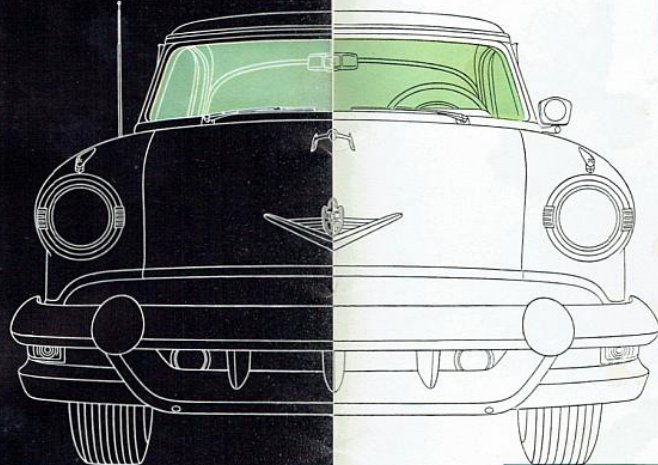
undercoating

utility hand spotlight

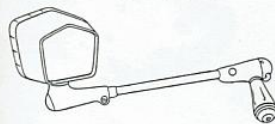
vacuum controlled windshield washers

vacuum operated radio antenna

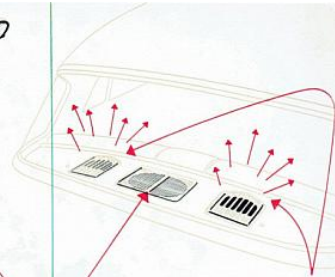
visor vanity mirror



Lincoln's new custom spotlight with integral mirror consists of an interior-operated spotlight that throws an exceptionally long, clear beam, and a fine blue-tint mirror mounted on the back of the light at the proper angle for best rear viewing.

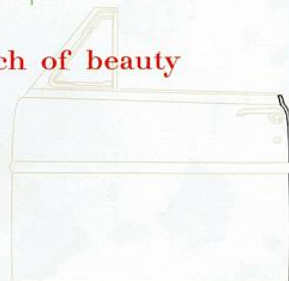


The new 1954 Lincoln radio is a powerful superheterodyne receiver that brings clear, outstanding reception and tonal quality. The installation includes front and rear seat speakers, and a full range tuning unit.



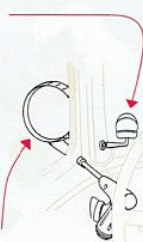
The rear-window defroster is designed to help keep Lincoln's rear window free from ice, frost and fog. Defroster fans, controlled by the front defroster blower switch, force air onto the windows through vents in the package tray.

## the convenient touch of beauty



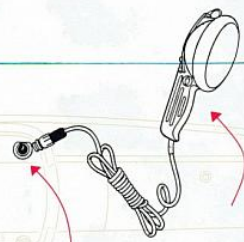
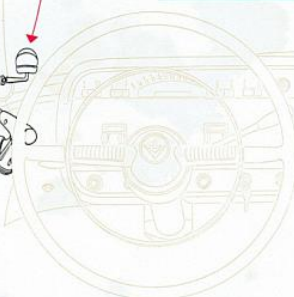
Lincoln door-edge guards are inconspicuous narrow moldings of rust-resistant steel that protect edges of the doors from scrapes and scratches that can occur when doors are opened in the close quarters of a garage or parking lot.

The signal viewer makes it easy to observe even the highest of overhead traffic signals without bending or stretching. A simple prism, it "bends" light around the roof angle to give you a clear, full image of the signal light.



For the greatest possible road illumination in rain, fog, mist or snow, new Lincoln road lamps are recommended. Mounted behind the bumper-grille between the impact bars, they blend in conspicuously into the front design of the car.

This smartly styled inside control rear-view mirror gives you many advantages. It affords instant, effortless adjustment from the driver's seat. And because it's so easy to adjust, it provides excellent rear viewing and can be used as a vanity mirror.



Lincoln's utility hand spotlight is of sealed-beam construction and casts a powerful ray of light. Simply plug the 11-foot, knot-free rubber cord into the cigarette-lighter socket for current to operate.



## the 1954 Lincoln—reflecting the finest in modern living

### 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-habbitt, 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 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 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 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 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 sidesway.

**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.