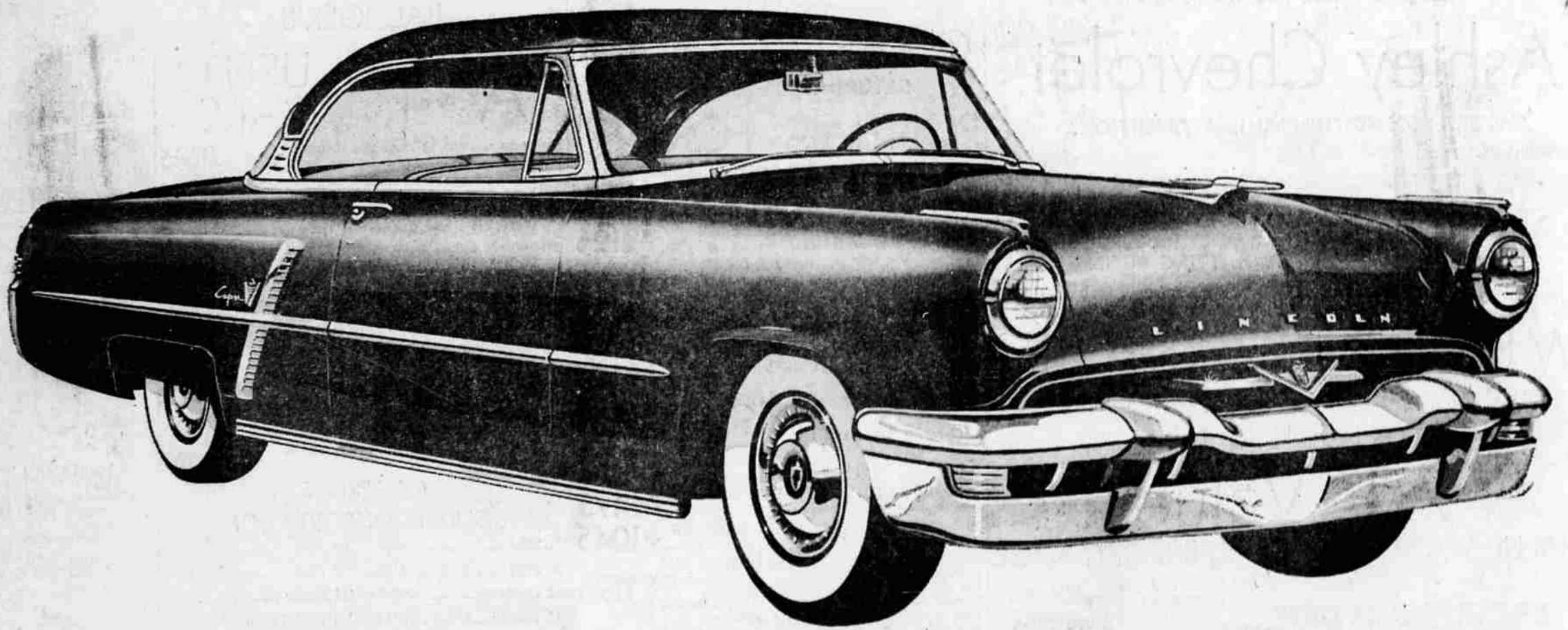


205

HORSEPOWER

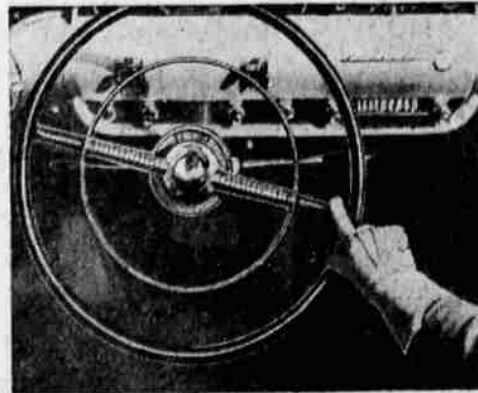


1953 LINCOLN

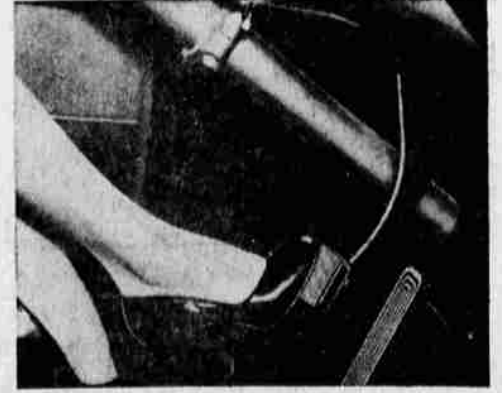
Power takes over completely in the 1953 Lincoln. Press a button, and power moves the front seat not just back and forth, but up and down...and even adjusts it to your posture. Touch another button, and 205 horsepower leaps into instant life—the same power that enabled Lincoln to win the first *four* positions in the Pan-American road race. And helping you control Lincoln's magnificent performance are power steering and new power brakes. All this power blends with Lincoln's clean, brisk design for modern living...it's styled right for the modern scene, now it's powered perfectly for the modern highway. Be first among your acquaintances to experience Lincoln's breathtaking performance. We'll arrange for a personal demonstration.



NEW FOUR-WAY POWER SEAT* gives exactly the right position for comfortable driving. Simply press a button to move seat up or down, forward or back...to adjust to your most restful driving posture.



POWER STEERING* takes all the work out of driving and parking, particularly in city traffic. Retains the "feel of the road" at all speeds. Coupled with Lincoln's exclusive ball joint front wheel suspension for efficiency.



POWER BRAKES* provide safe, sure, controlled stops without grabbing or lurching. Shorter brake pedal "travel" enables more convenient placement of pedal in relation to accelerator.

*Optional at extra cost

BASIN MOTORS
424 So. 6th St. Ph. 7778