

the new

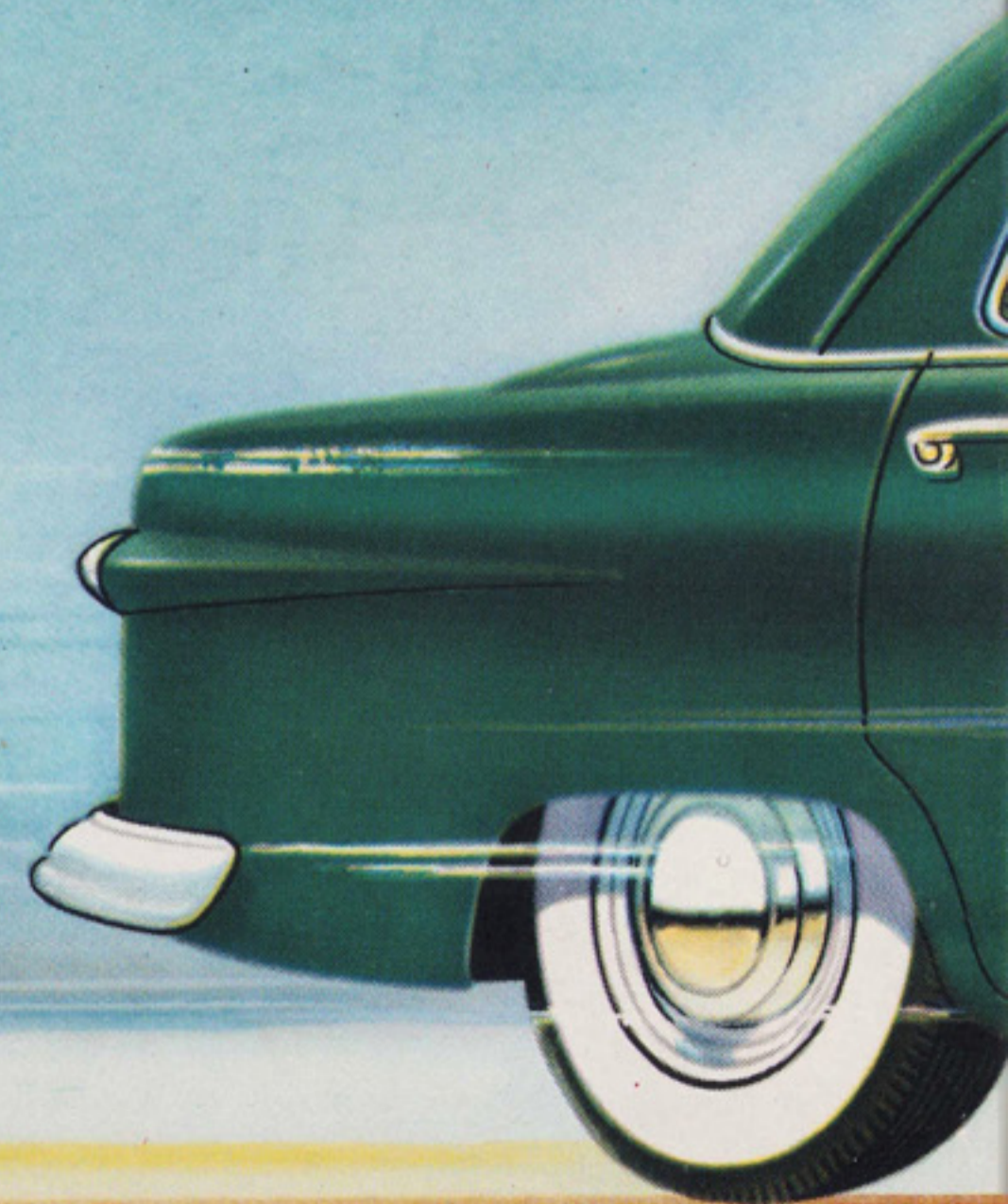
1951

Meteor

again miles ahead

vancouver 3351 miles

halifax 1517 miles





again miles ahead the new 1951 *Meteor*.

Canadian developed . . . Canadian built . . . sold exclusively in Canada, the beautiful Meteor has become the Star Performer in the low-price field *in less than three years!*

From its inception the Meteor has been admired for its clean-cut beauty . . . has been acclaimed for the precision engineering in every detail of body, chassis and engine. This year more than ever it is the quality car . . . *again miles ahead.*

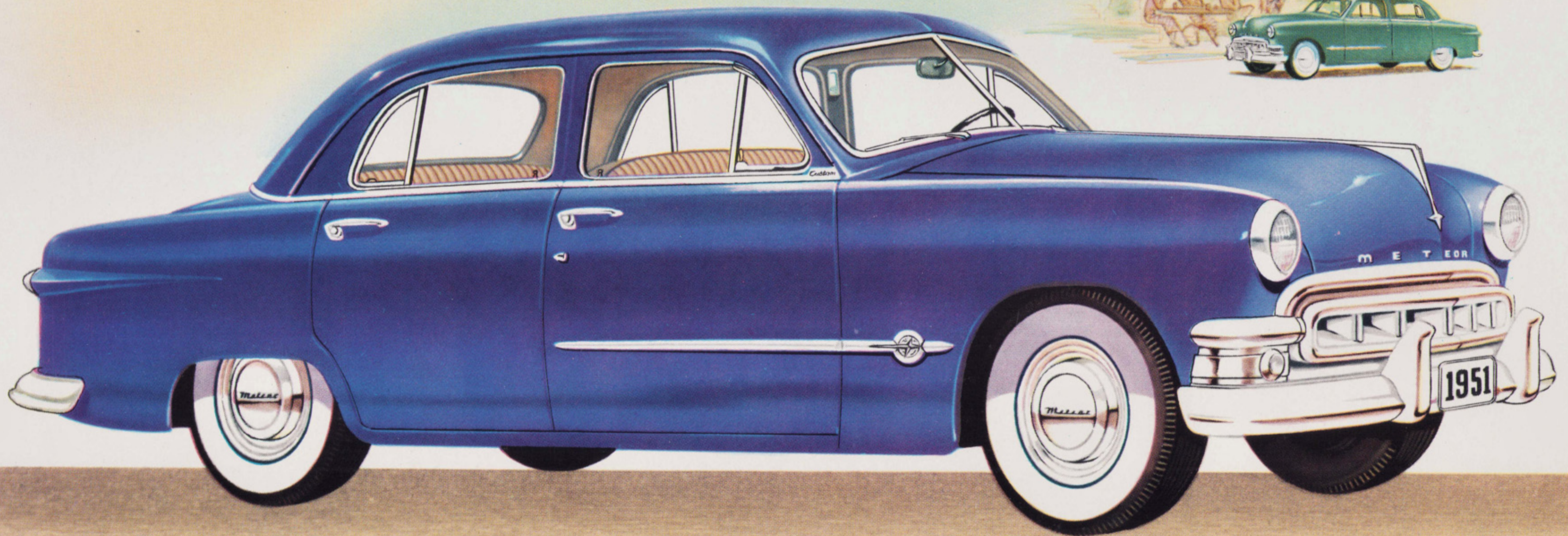
And now for 1951 the newly-fashioned Meteor presents a long, low stylish body with youthful flowing lines . . . new driving and comfort features. There's an excitingly attractive new "Black-Light" instrument panel designed in two-tones to match the rich new "Decoramic" interior and body colours . . . new luxurious appointments and fittings. Best of all, the new '51 Meteor represents a new *value* in driving ease . . . in economy . . . in powerful performance.





Here is the thrilling new six-passenger Meteor Four-Door Sedan. A big, roomy car with beautifully appointed "Decoramic" interiors highlighted by a new two-tone instrument panel. There are exciting new colours inside and choice of 13 baked-on enamel exterior colours and colour combinations. A long, low car with a new wealth of power. All four doors are front hinged for safety and convenience with automatic courtesy lights on front doors . . . all four have vinyl-leather hand grip arm rests and pivoting-type ventilating windows. For comfort and safety, for sheer value . . . this big, luxurious Meteor is again . . . miles ahead.

custom deluxe four-door sedan

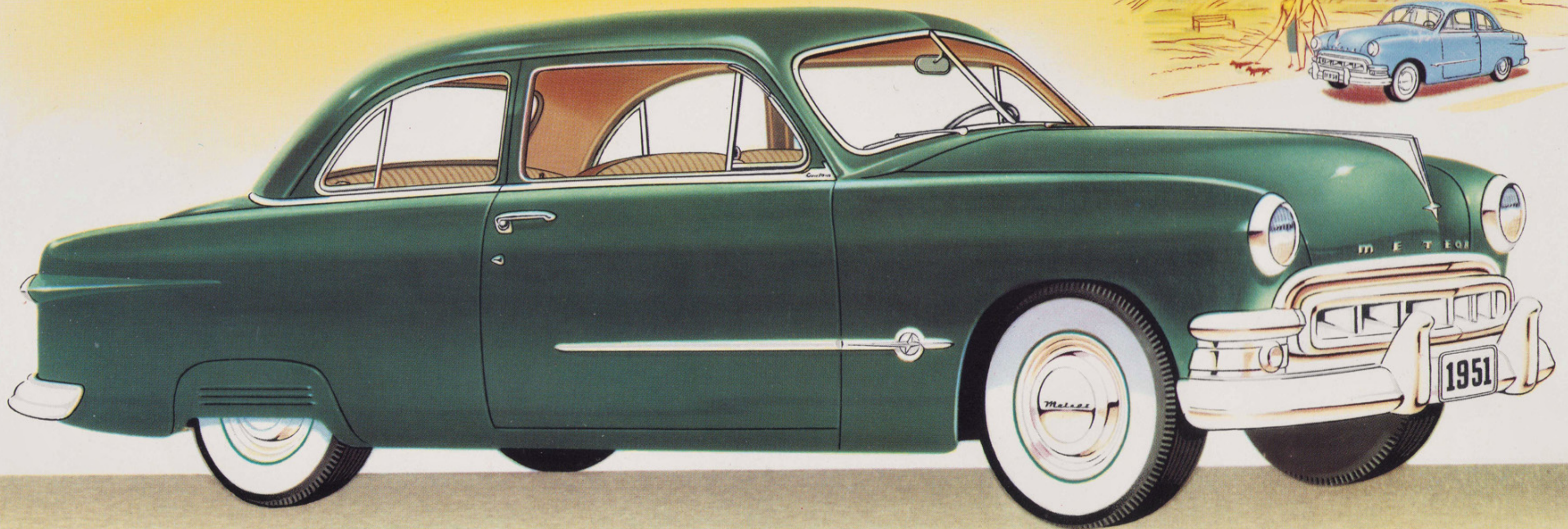




Beautiful . . . brilliant in performance . . . the new Two-Door Sedan is at its best in the Meteor Custom

Deluxe series. Ideal for either care-free family driving or the requirements of business, it is spacious and luxurious, yet informal. The beautifully appointed "Decoramic" interior comfortably seats six adult passengers while giving two-door protection for small children. Vinyl-leather arm rests at both front and rear seats . . . automatic courtesy lights . . . ventilating system for fresh air, comfort . . . an extra large luggage compartment . . . all combine to add lustre to Meteor's reputation for comfort and style.

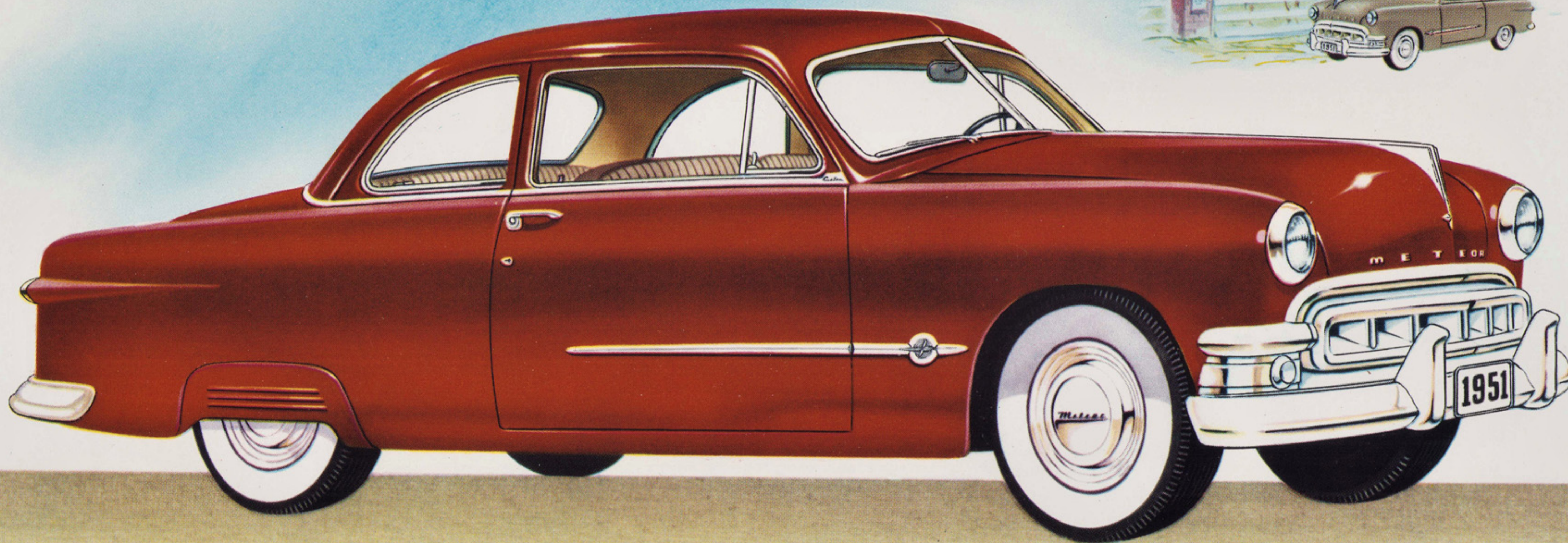
custom deluxe two-door sedan





Here's the beautiful, new Meteor Custom Deluxe Club Coupe . . . combining compact coupe styling with six-passenger roominess. "Opera" seats permit over-average luggage space. Here in this powerful new Meteor, custom-built beauty shows in the newly appointed "Decoramic" interiors with assist loops at centre pillars; in the new exciting colours inside and choice of 13 baked-on enamel exterior finishes; in the new dynamic steering wheel, full circle horn ring and "Black-Light" instrument panel. And for comfort . . . arm rests front and rear . . . ventilating system for fresh air, comfort . . . automatic courtesy lights . . . ventilating windows. This is a bold, *beautiful* new Meteor.

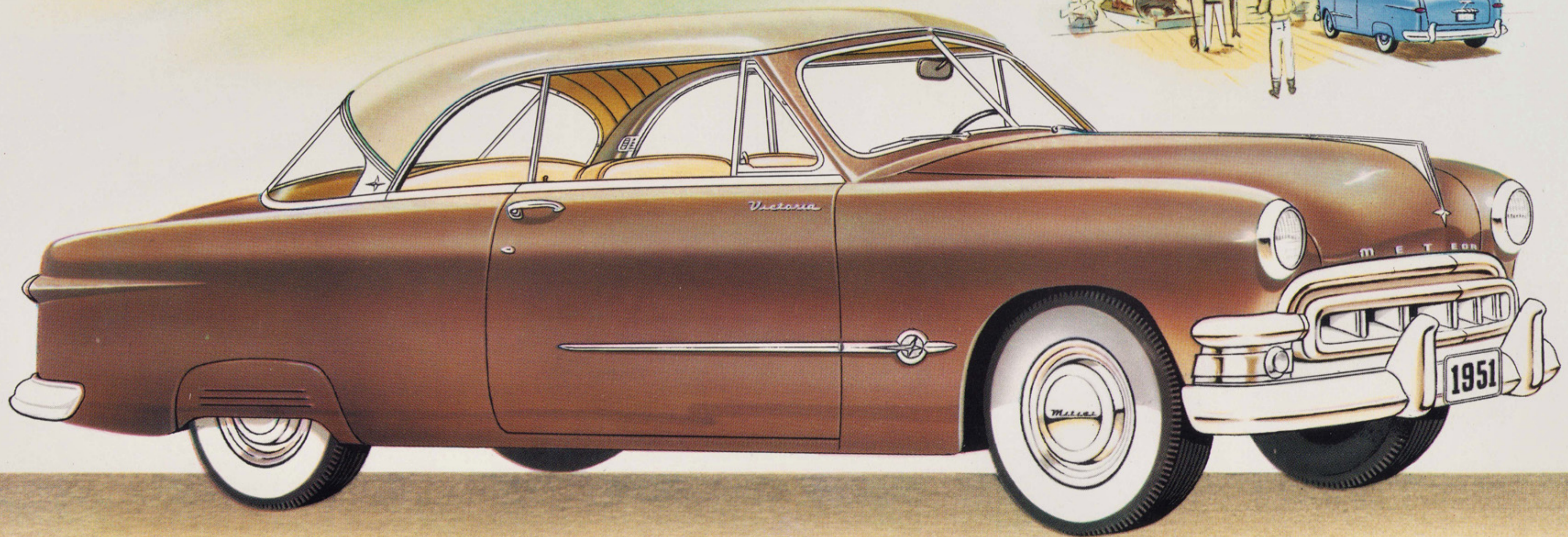
custom deluxe club coupe





New . . . *different* . . . the strikingly beautiful new Meteor Custom Deluxe Victoria Coupe. Here is a hard top Convertible with outstanding style combined with closed car comfort. Here is spacious visibility with rear window extending around the full width of the car . . . unobstructed visibility when centre pillars disappear as front and rear side windows are lowered. Here is superior structural soundness with added strength in the all-steel top, reinforced frame and side sills. Luxurious interior has front seat of genuine leather, Bedford cord—rear seat combines vinyl-plastic, Bedford cord. 10 baked-on enamel exterior colours, five two-tone finishes. Here is the ultimate in flowing beauty—the 1951 Meteor Custom Deluxe Victoria Coupe.

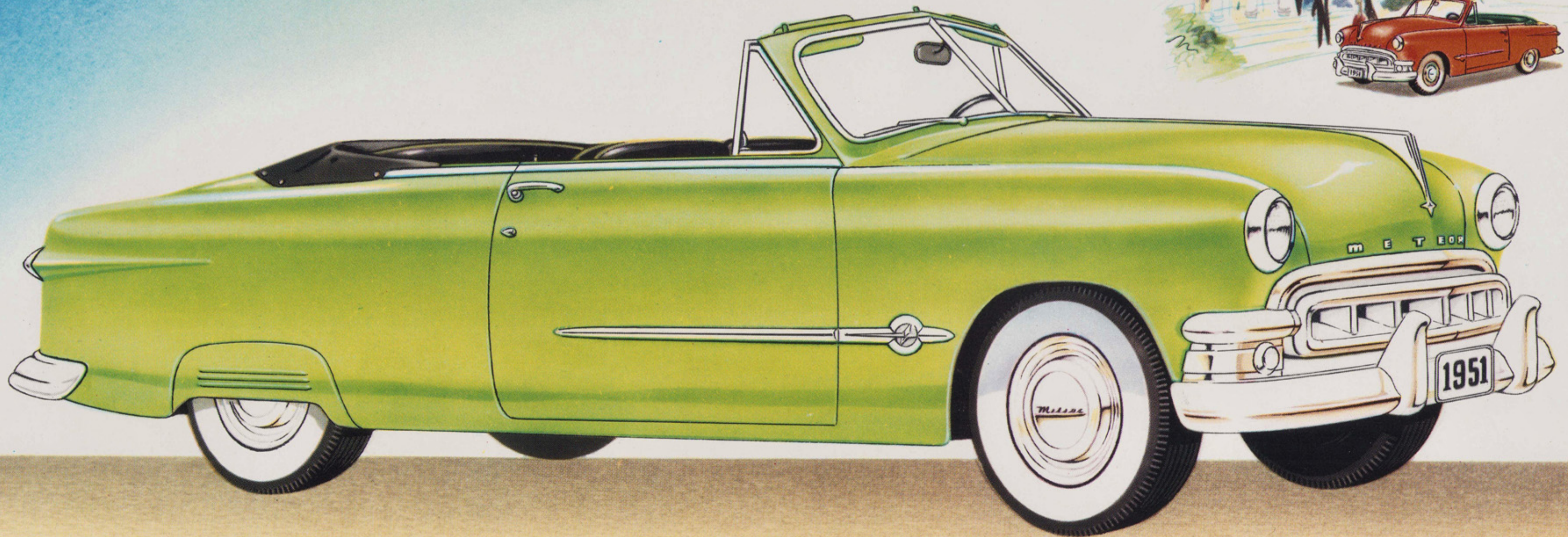
custom deluxe victoria coupe





The new Meteor Convertible . . . a youthful, dramatic car with beautiful flowing lines . . . built for comfort in any weather . . . for flashing, *brilliant* performance at any time! The automatic top operates with fingertip touch of controls . . . fits snugly in recess behind rear seat when down, neatly concealed by snap-on cover. Available in nine baked-on enamel body colours . . . three Convertible Specials, Sportsman's Green, Fez Red and Vermilion Red. Three interior trims available combining genuine and art leather. Black and Chartreuse, Black and Red and Two-Tone Tan. Top material is Black or Gray Tan.

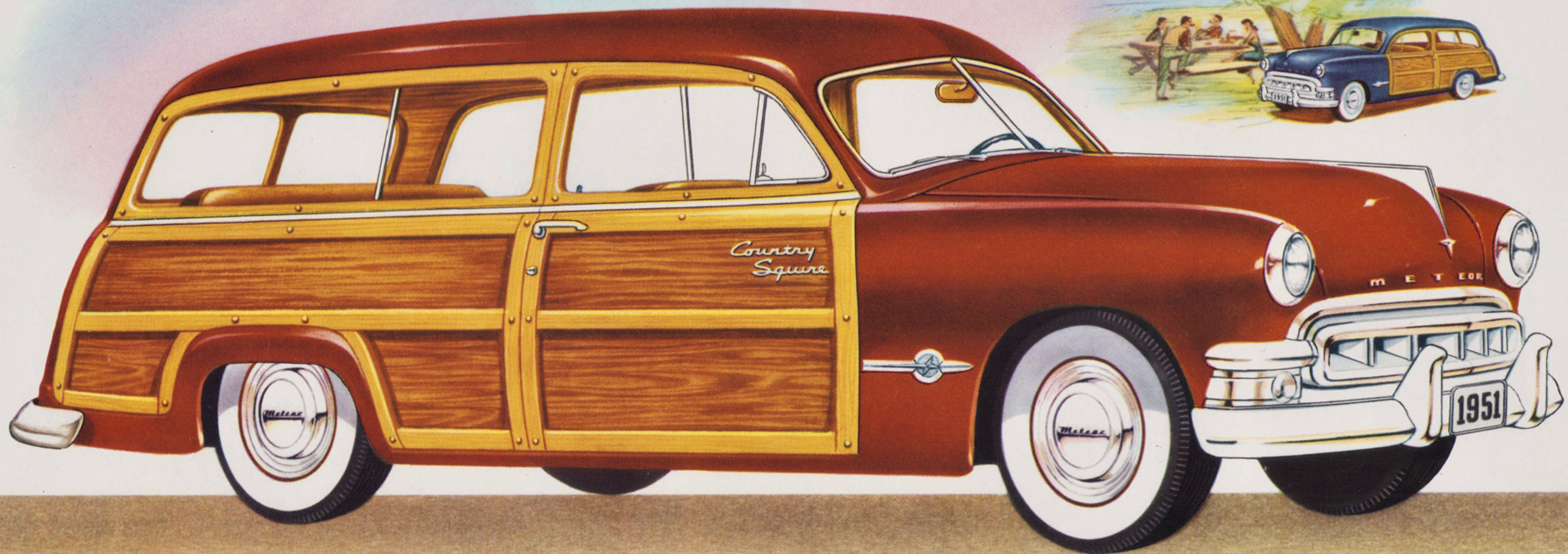
custom deluxe convertible club coupe





Here's new Meteor beauty combined with practical utility . . . the Meteor "Country Squire" Station Wagon, a town and country car! There's room for eight in comfort and it converts to a "carry-all" easily. Just lift out rear seat, fold down middle seat and there's 38.8 sq. ft. of level cargo space with tailgate lowered. Beautiful interiors are panelled in mahogany with Golden Tan and Brown Vinyl trim. Baked-on enamel body colours are standard with exterior panelling of selected hardwood backed with steel for added safety. Special Station Wagon structural strengthening plus big 60-inch rear treads provide for half-ton loads.

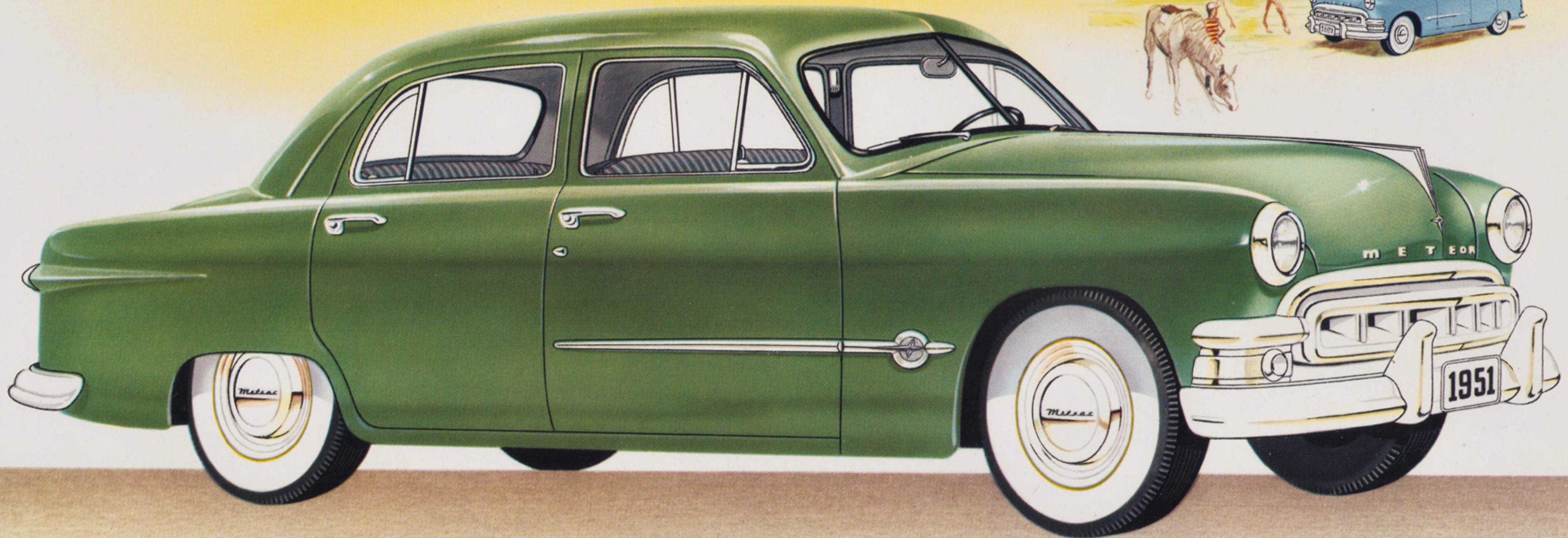
custom deluxe station wagon





All the fundamentals of Meteor's graceful, flowing beauty are here in this big, powerful Deluxe Four-Door Sedan. There's a feeling of luxury in the "Decoramic" interior appointments and colours . . . in the new "Black-Light" instrument panel. There's a new dynamic steering wheel with triangular centre bar. There are thrilling new body lines from bold new grille to new rear bumper . . . 13 new, exciting, baked-on enamel body finishes. Front doors are equipped with pivoting-type ventilating windows for comfort; there are big, sure "Duo-Servo" brakes for safety. Here's new *value* that makes Meteor truly the Star Performer in the low-price field.

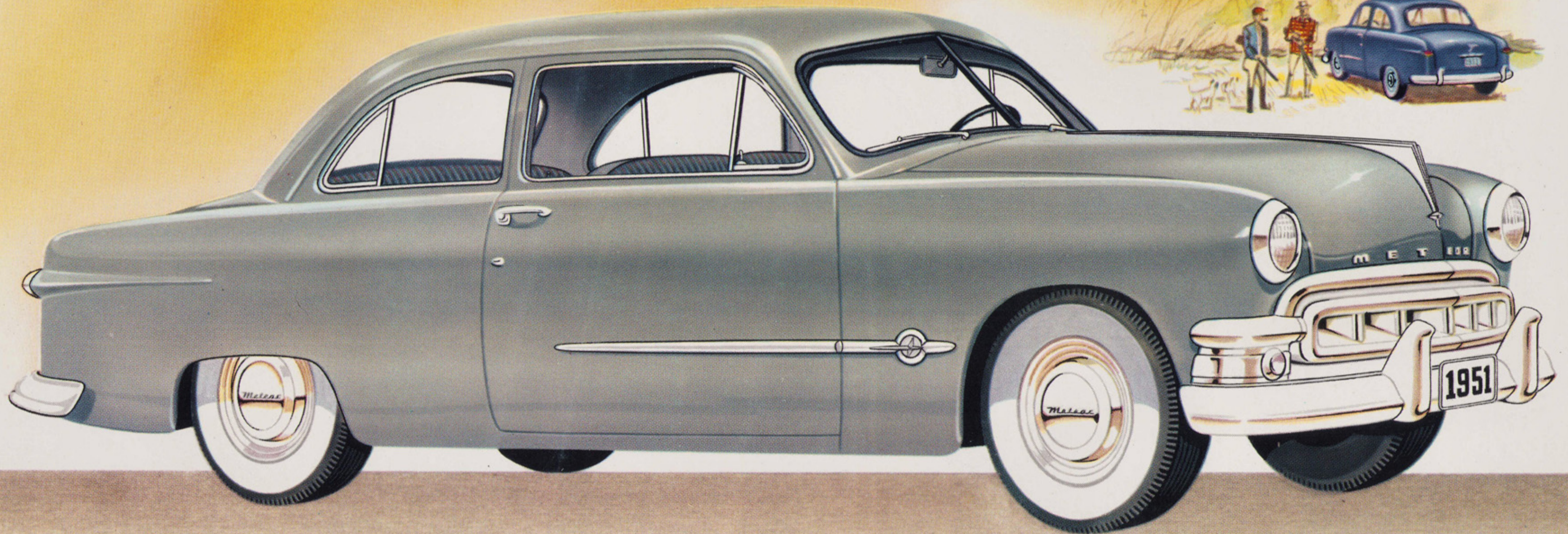
deluxe four-door sedan





Meteor Deluxe Two-Door Sedan features beautiful new "Decoramic" interiors tailored for business and family driving. Wide, comfortable seats accommodate six adult passengers luxuriously yet informally. Extra protection for small children . . . pivoting-type ventilating windows in front doors add to comfort. And there's flowing beauty in every line of the '51 Meteor from newly styled bolder grille to impressive rear styling. In every way the Meteor Two-Door Sedan is *miles ahead* in power and performance!

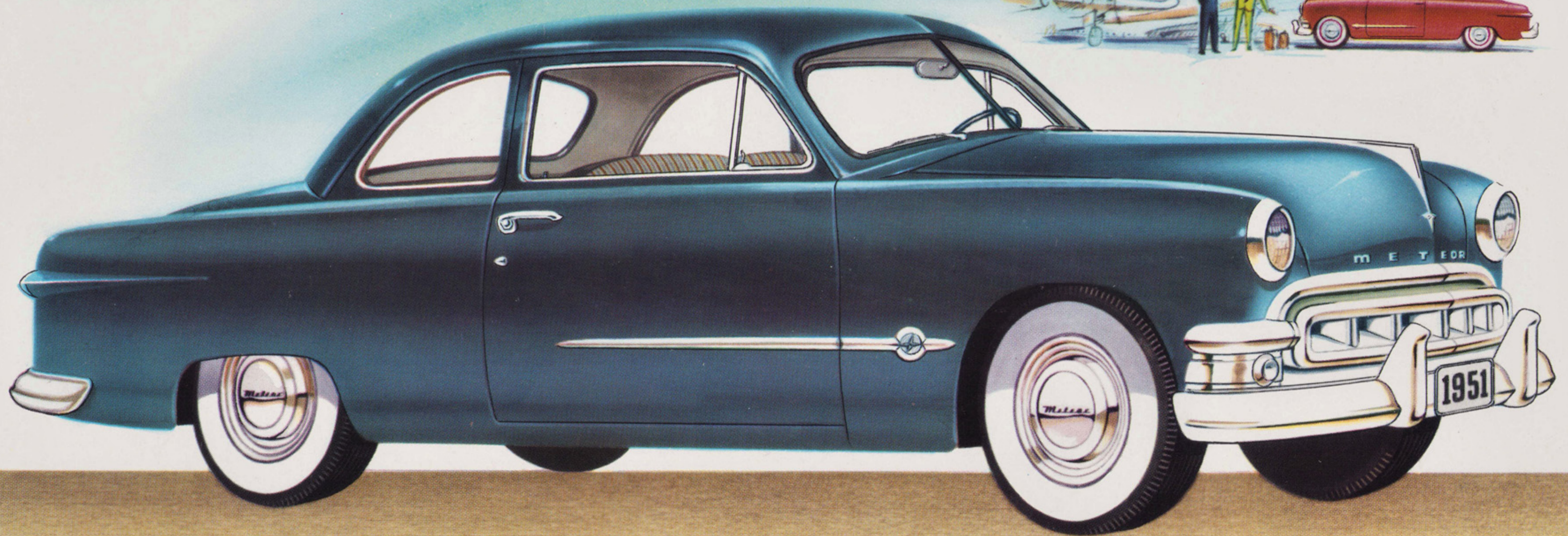
deluxe two-door sedan





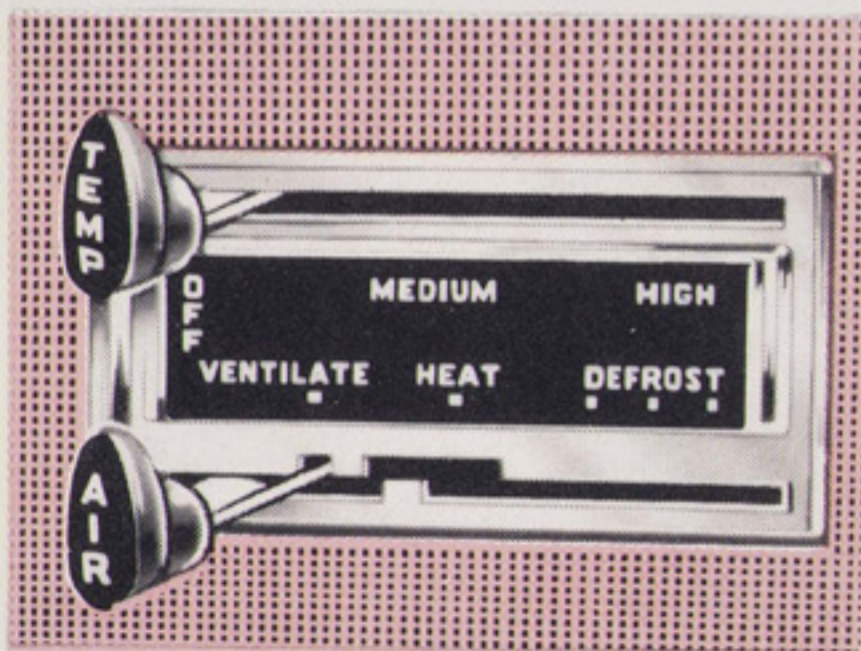
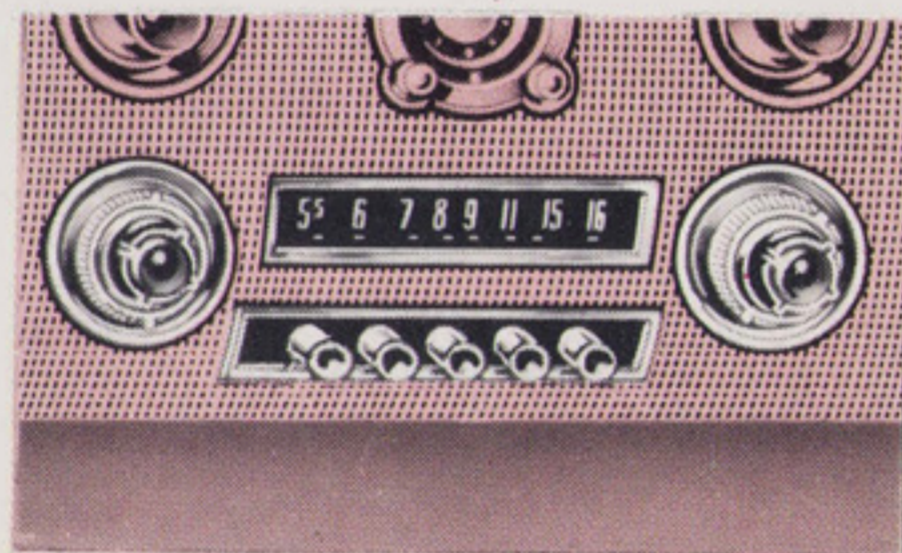
For the traveler, the businessman and those who wish maximum luggage space . . . here is the Meteor Business Coupe. Nearly thirty cubic feet of trunk space plus a wide, level platform back of seat make this the logical answer for many who travel well equipped. Ventilating system is controlled for fresh air, comfort. Styling inside and out is new and exciting with a new "Black-Light" instrument panel; splendid new baked-on enamel exterior colours and colour combinations. It's a long, low, beautiful new Meteor . . . *designed for business.*

deluxe business coupe



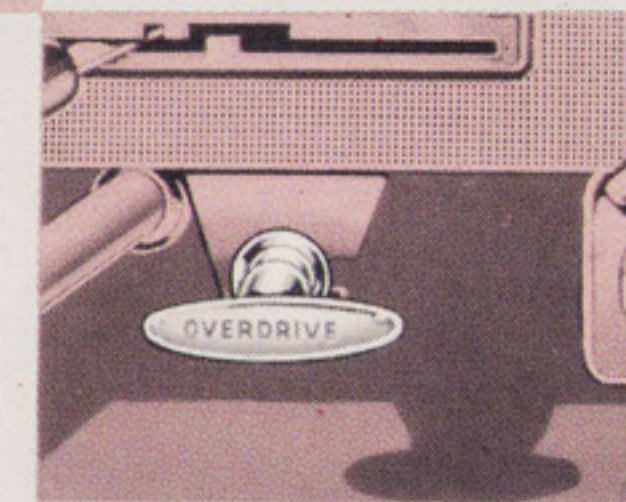
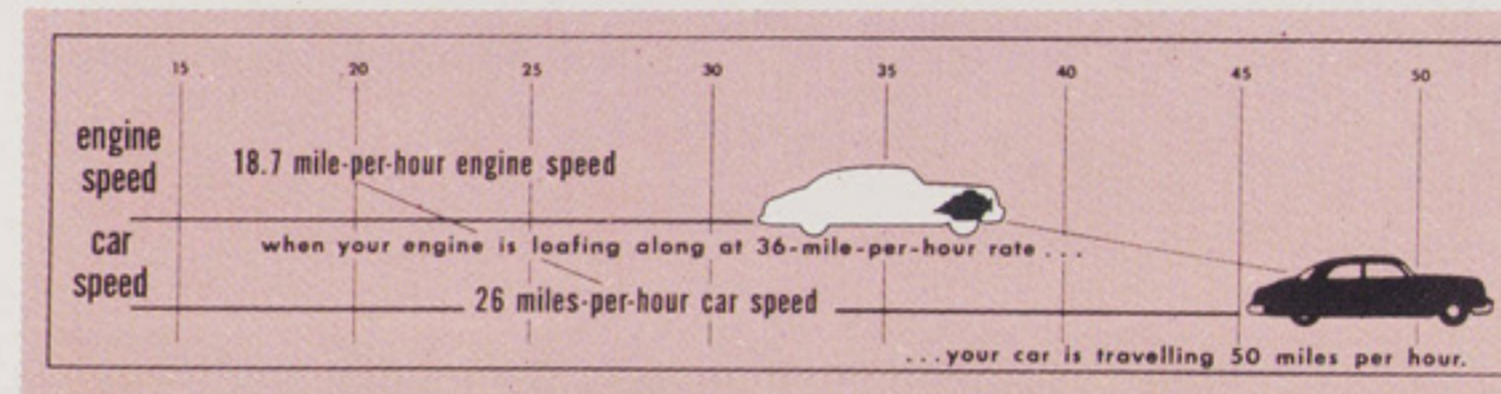
simplified push-button radio

Sparkling performance—amazing sensitivity—long distance reception—easy finger-touch control—all these are yours with your custom-styled Meteor radio created as an integral part of the instrument panel and acoustically engineered for your car. Here's fun-filled driving and enjoyable listening for you! (Optional at extra cost.)



magic-air heating & ventilation

"Magic-Air" Heater combined with Meteor Ventilating System provides ultimate in all-weather comfort. Individual controls are integral part of instrument panel. Heater and Defroster controls temperature for comfortable, draft-free driving. And when car is in motion the ram effect of air assists circulation of heated *fresh* air . . . produces slight interior pressure for clearing fogged glass and removing stale air, smoke. Simple Defroster controls effect air diversion to the windshield. (Optional at extra cost.)



Meteor "Touch-O-Matic" Overdrive (optional at extra cost) provides an extra, economical forward speed cruising gear. Momentary release of the accelerator over 27 m.p.h. engages the Overdrive. Engine speed is then reduced 20% while car speed remains the same. Saves up to 15% in gasoline. Special 4.10 to 1 rear axle is used with Overdrive for better acceleration . . . greater hill climbing ability.

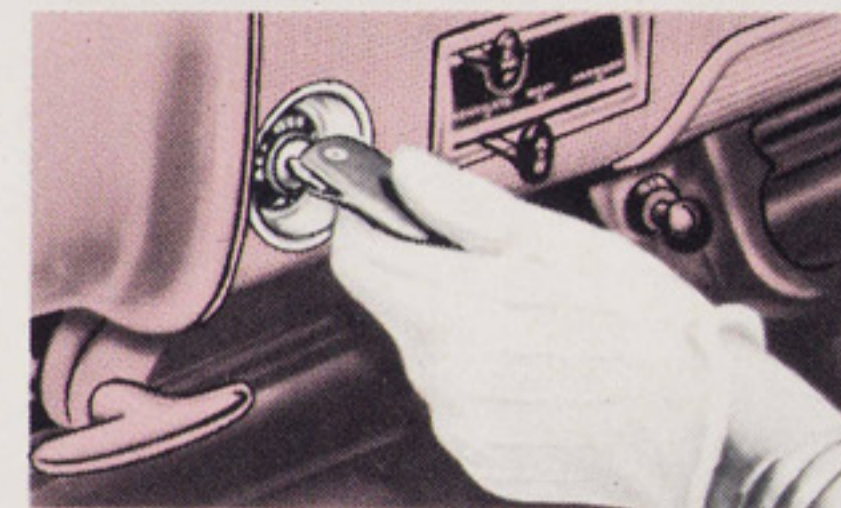
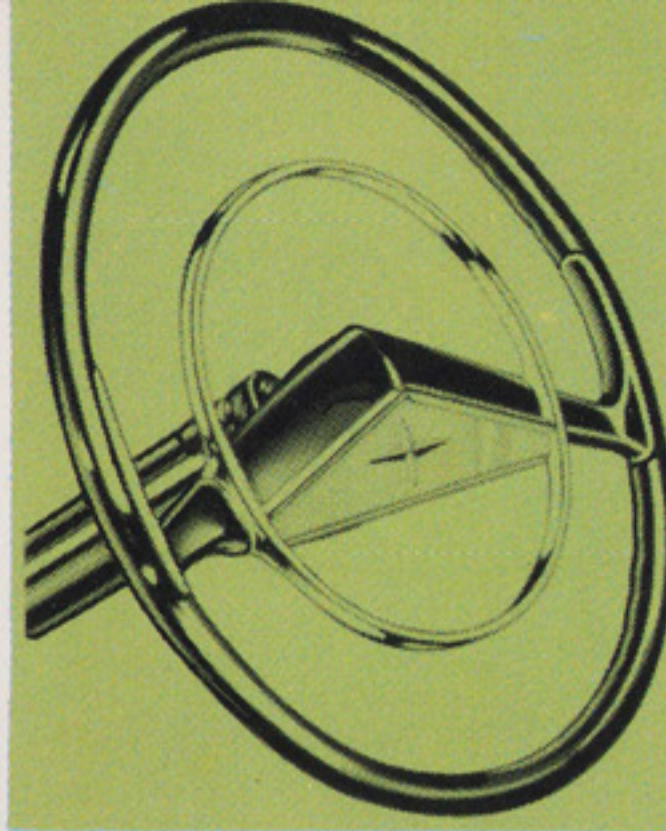
touch-o-matic overdrive



New 1951 Meteor grille features two horizontal louvres brilliantly chromium-plated. New strong, solid, full wrap-around bumpers enhance lower, wider appearance . . . add greater protection.



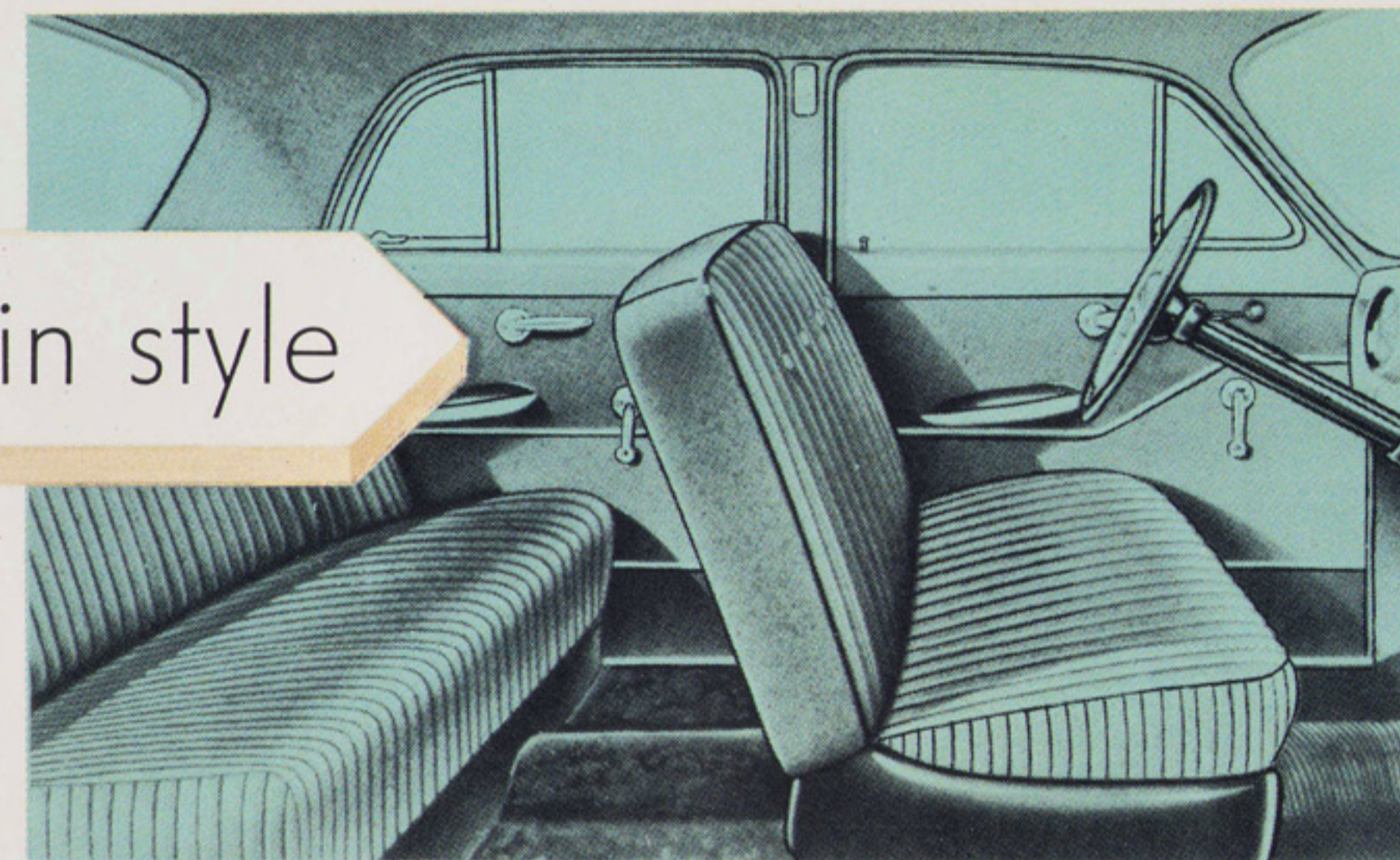
A new custom deluxe dynamic steering wheel with new horn ring, new plastic medallion, new triangular centre bar . . . combine brilliant structural design with striking interior beauty.



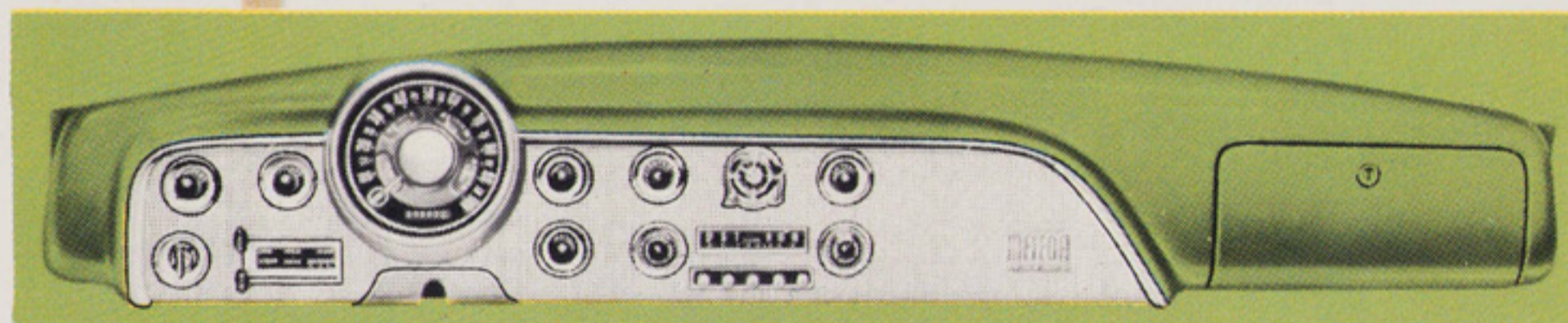
New Ignition-Starter Switch is four-position key-operated. Ignition, first right position; starter, second right; off, centre; accessories, left. Illuminated when parking lights are on.



features that keep *Meteor* miles ahead in style

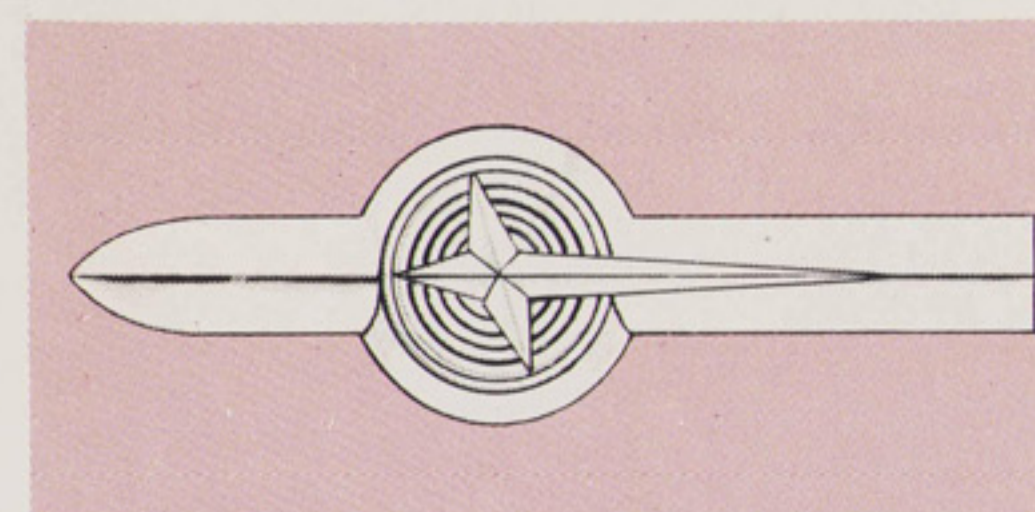
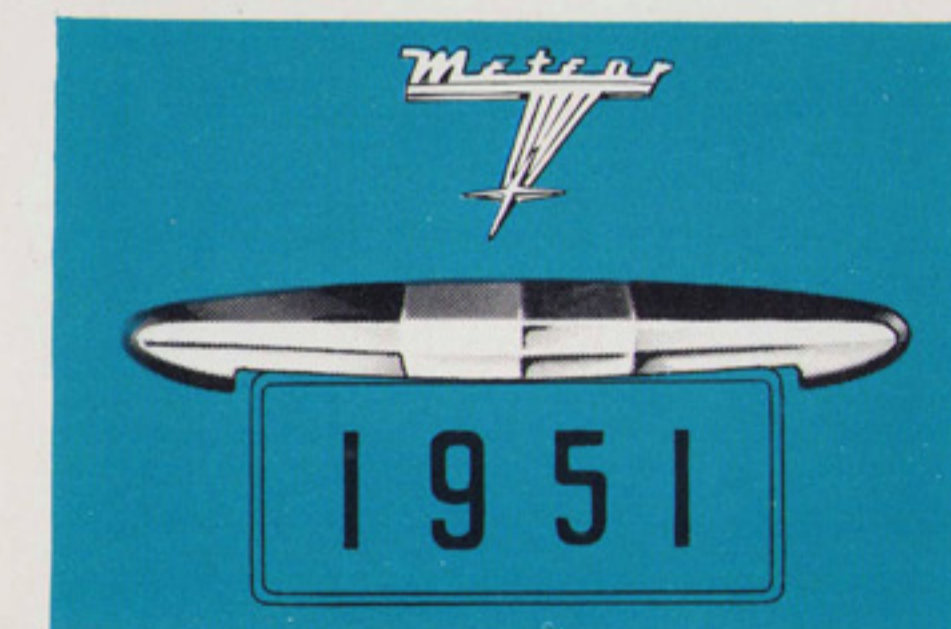


"Decoramic" interiors using beautiful broadcloths, Bedford Cords and genuine or art leathers in combination with smartly modern fittings give an effect of practical, youthful elegance.



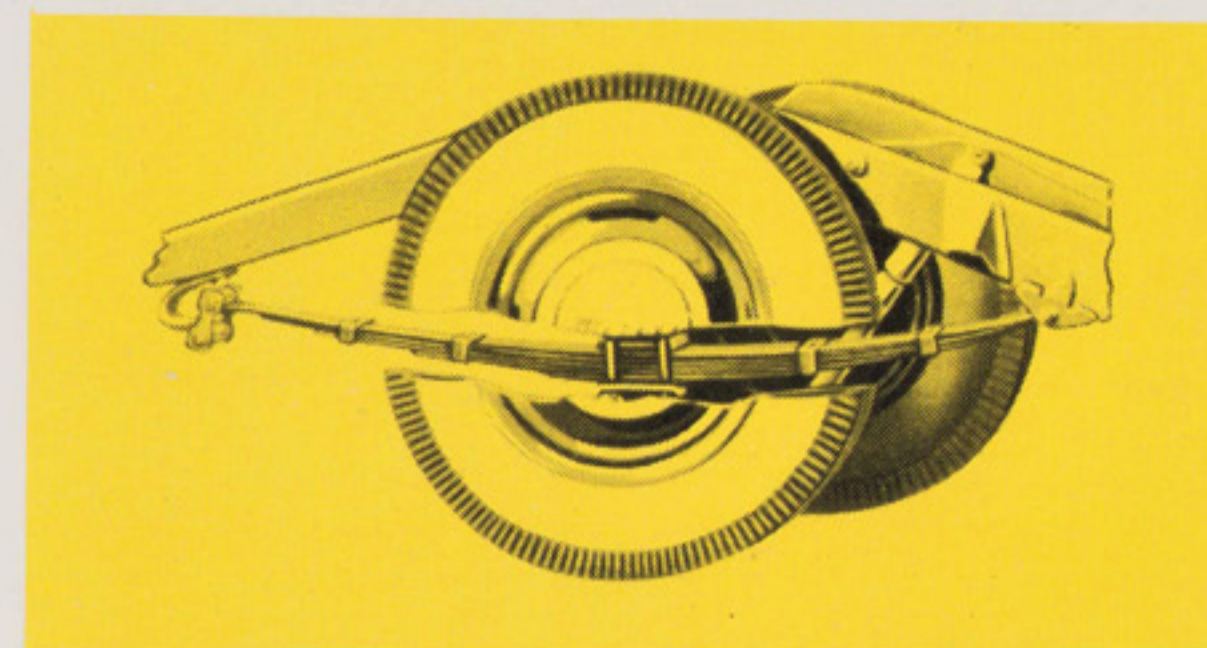
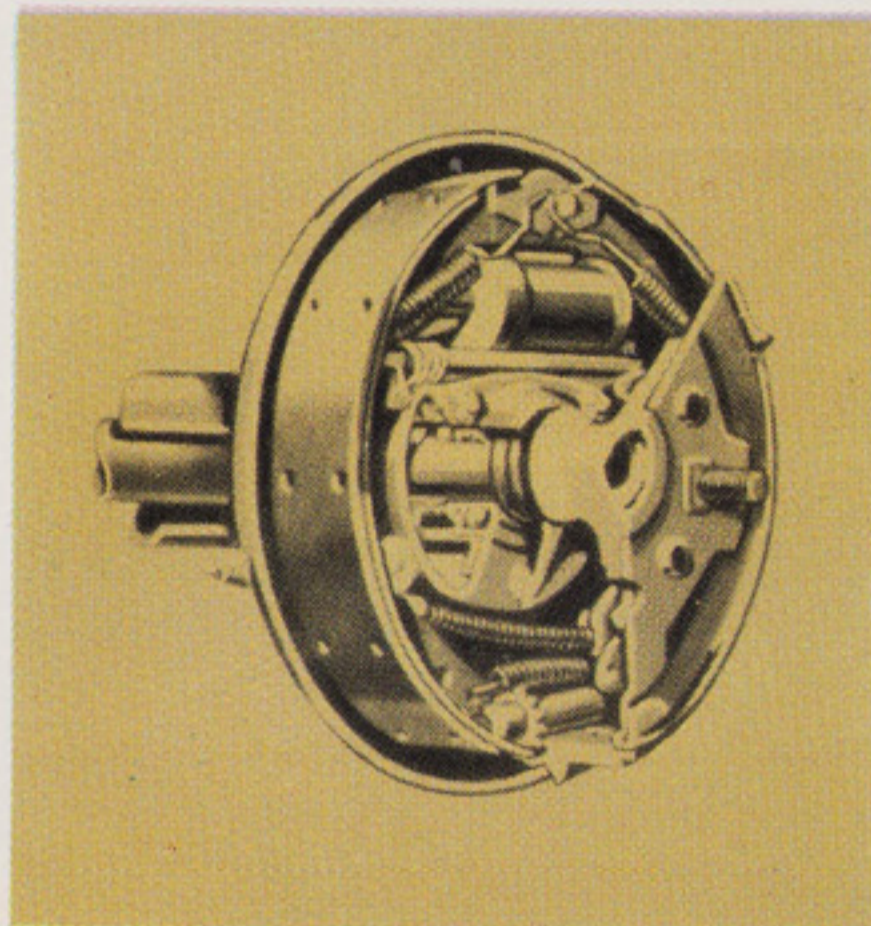
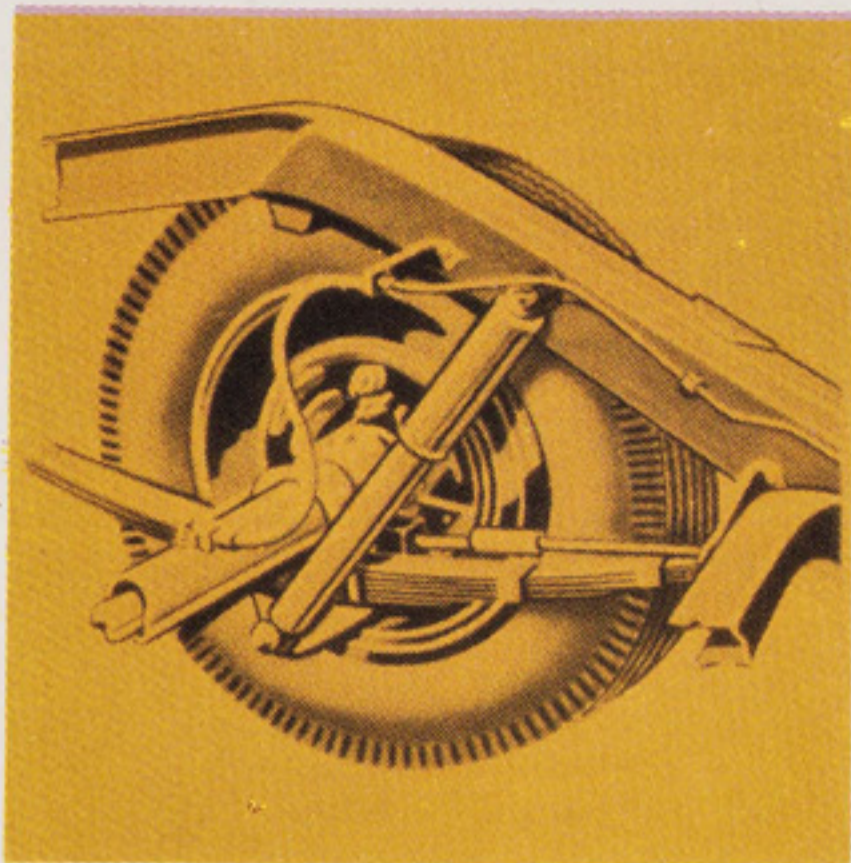
The new Black-Light instrument panel is a model of modern harmonious design . . . introduces a new idea in illumination with "Ring-Lite" controls recessed for safety and scientifically grouped for driver convenience.

New rear deck ornament and lock incorporates a new trigger type release on luggage compartment.



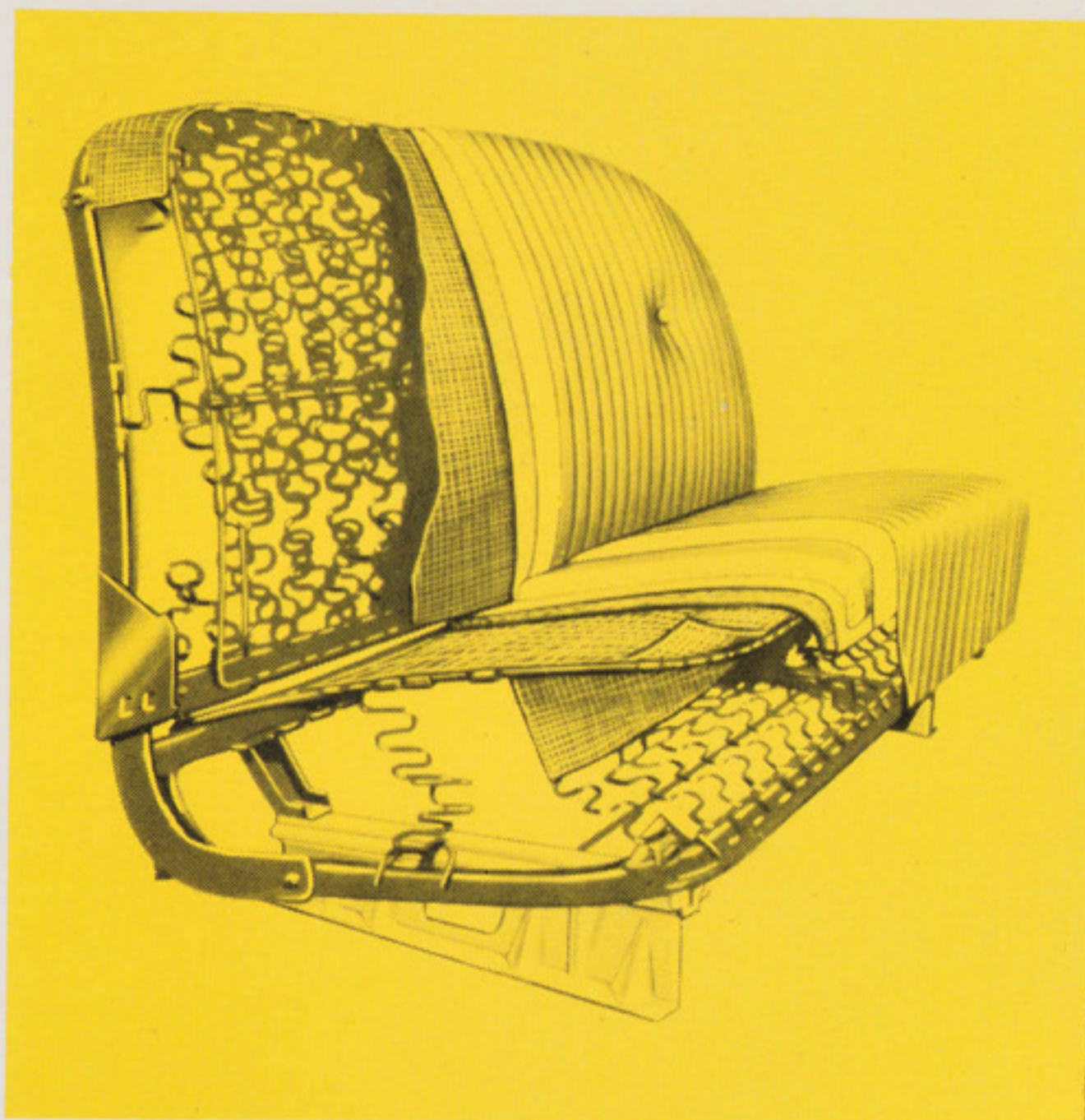
Distinguished in design is the new rub rail with its unusual touch of ornamentation.

New "Oil-Cushion" shock absorbers, both front and rear, are hydraulic, telescopic and double acting. Refilling and adjustments are unnecessary because of permanent sealing.



Rear spring suspension with two long, seven-leaf springs mounted parallel to the frame and the adoption of the new tension type shackle gives softer, freer spring action . . . greater riding comfort. Impregnated inserts and rubber bushings entirely eliminate the need for further lubrication.

Fully self-energizing, double-seal, king-size "Duo-Servo" hydraulic brakes, make use of vehicle movement for easy brake application and velvety, straight line stops. Shields prevent entry of dirt and water.



Meteor seats have special zig-zag springs which add to comfort and encourage correct, restful posture. Seats resist sagging . . . retain their shape and smart rounded contours.

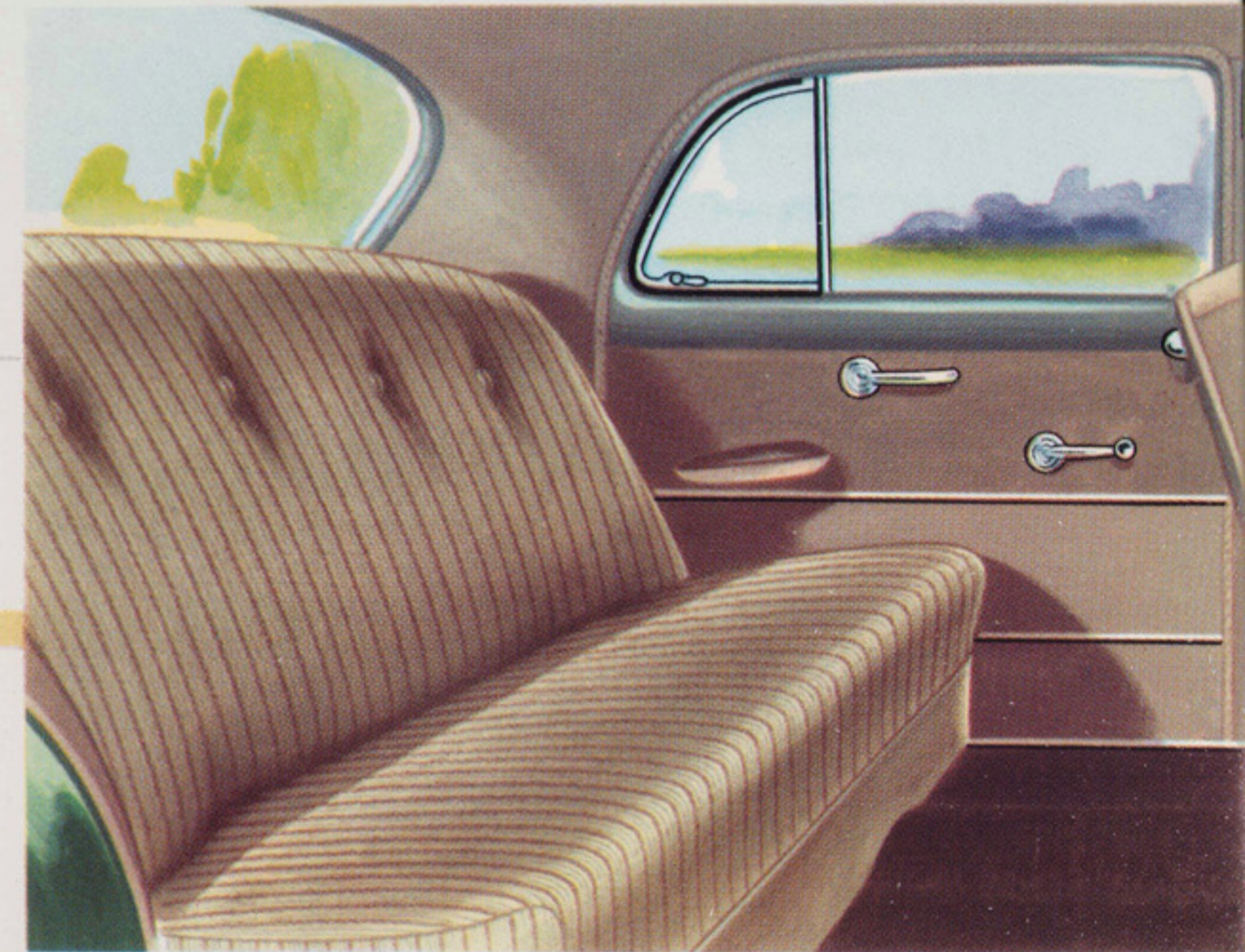


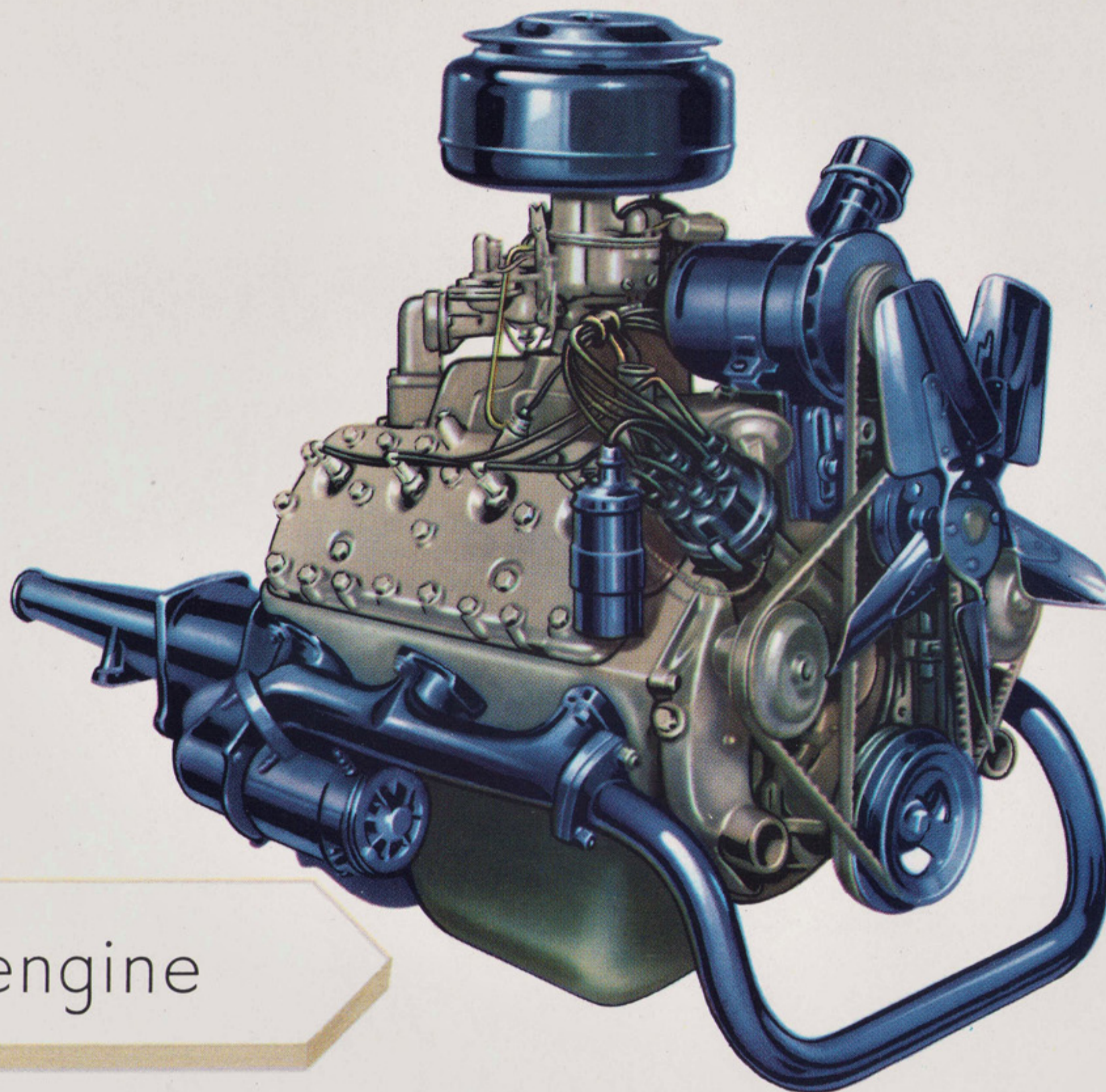
Front seat adjustment is easy, effortless with newly designed spring-actuated mechanism permitting 4½ inches total forward and backward movement. Seat tilts forward approximately ¾ inch . . . rises vertically ⅝ inch in extreme forward position for further support and comfort of shorter drivers.

Meteor. comfort **Meteor.** performance



beautiful colours • luxurious upholstery





the powerful *Meteor* V-8 engine

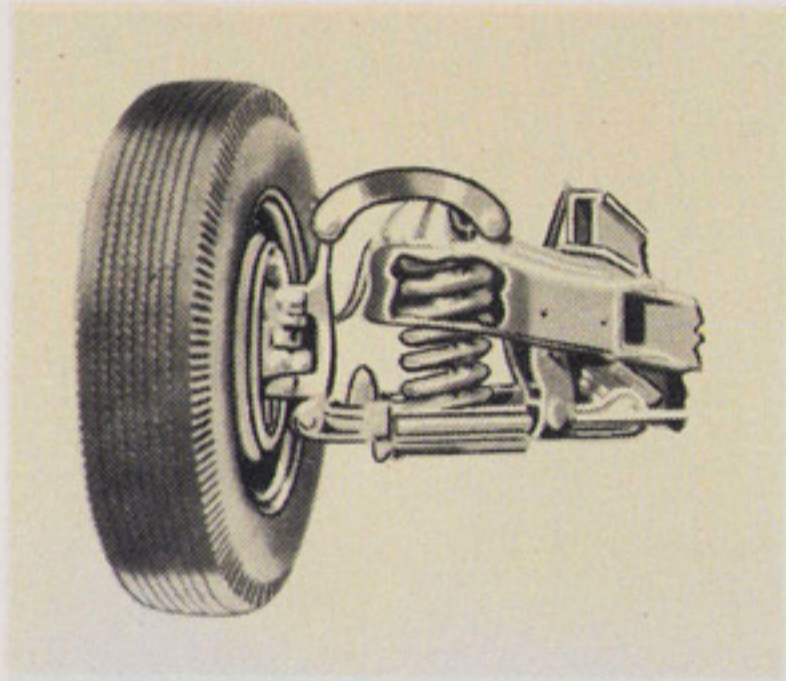
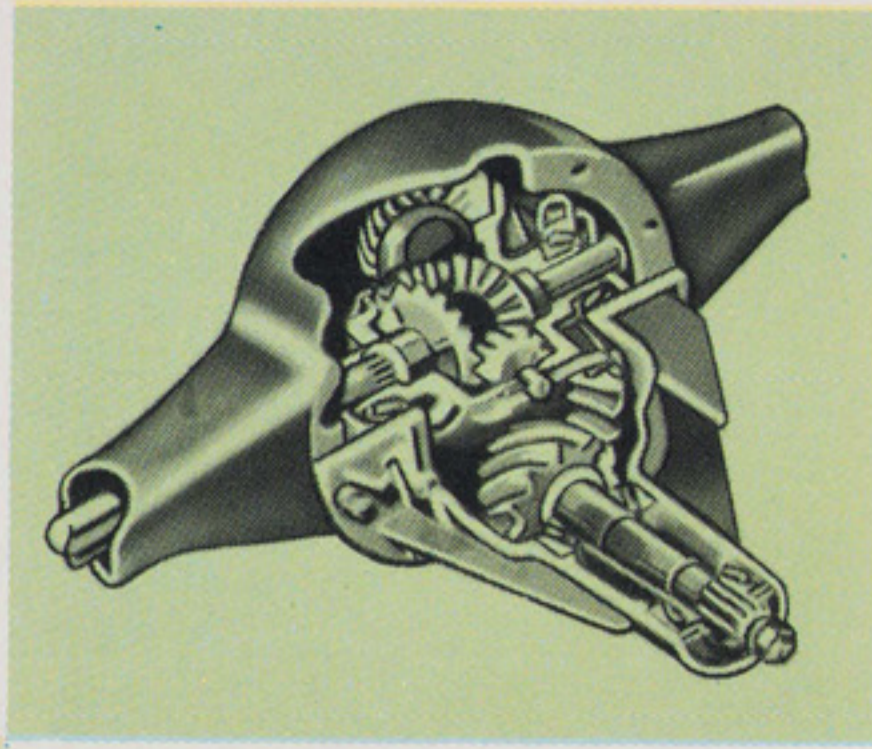


high compression

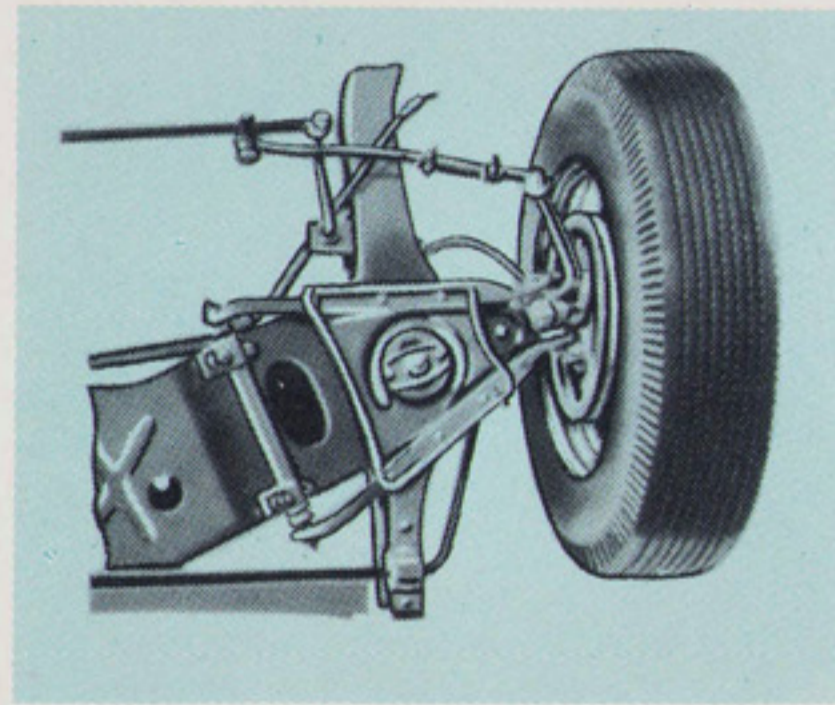
The Meteor 100 horsepower V-type, 8-cylinder engine has a high compression ratio of 6.8 to 1—an important factor in the engine's power, pick-up, economy! There's a quiet, vibrationless flow of power *always* available in your Meteor engine . . . on the straightaway . . . when passing . . . on those steep hills!

The responsive, dynamic 100 Hp. V-type, 8-cylinder engine with super-fitted pistons . . . "Full-Flo" fuel pump . . . "Quiet-Spin" Fan . . . "Rubber-Hushed" Mounting . . . New "Rota-Quiet" Valves . . . will keep Meteor "Miles Ahead" in economy, power, performance. It is the result of the skill, experience and craftsmanship of Meteor engineers. Years of painstaking research . . . of constant improvement have resulted in the finest type automobile engine in the world . . . the 90° V-type, 8-cylinder. Precision engineered . . . the Meteor V-type, 8-cylinder engine is miles ahead in brilliant, *thrilling* power!

The axle combines efficiency, quiet operation, high strength and light weight . . . use of hypoid drive gears permits lowering of the driveshaft, resulting in a lower floor "tunnel".



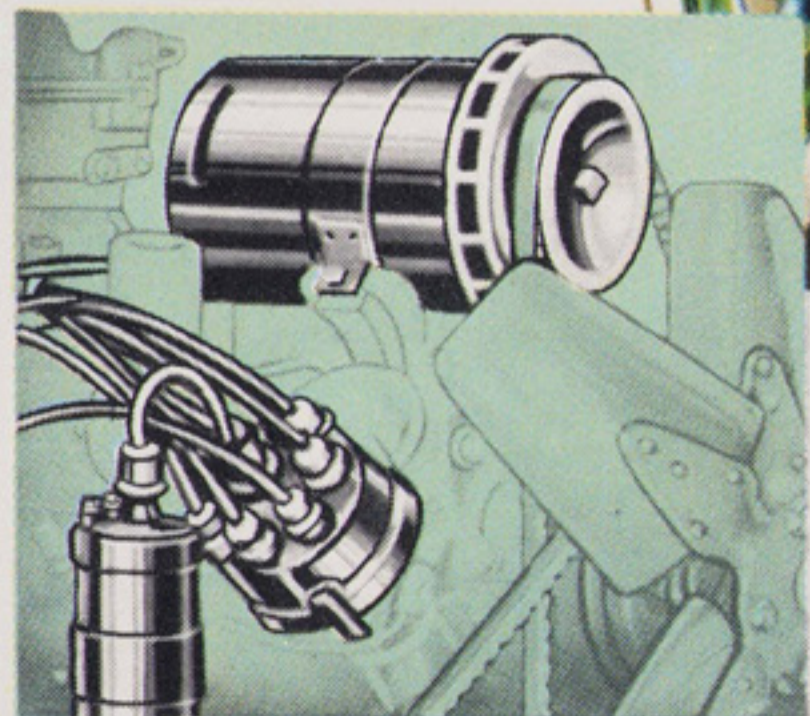
Suspension of each front wheel independent of the other means that a bump encountered by one wheel does not transmit a shock to the entire car. The shock is absorbed right there by "Hydra-Coil" springs and new "Oil-Cushion" shock absorbers mounted inside the coil.



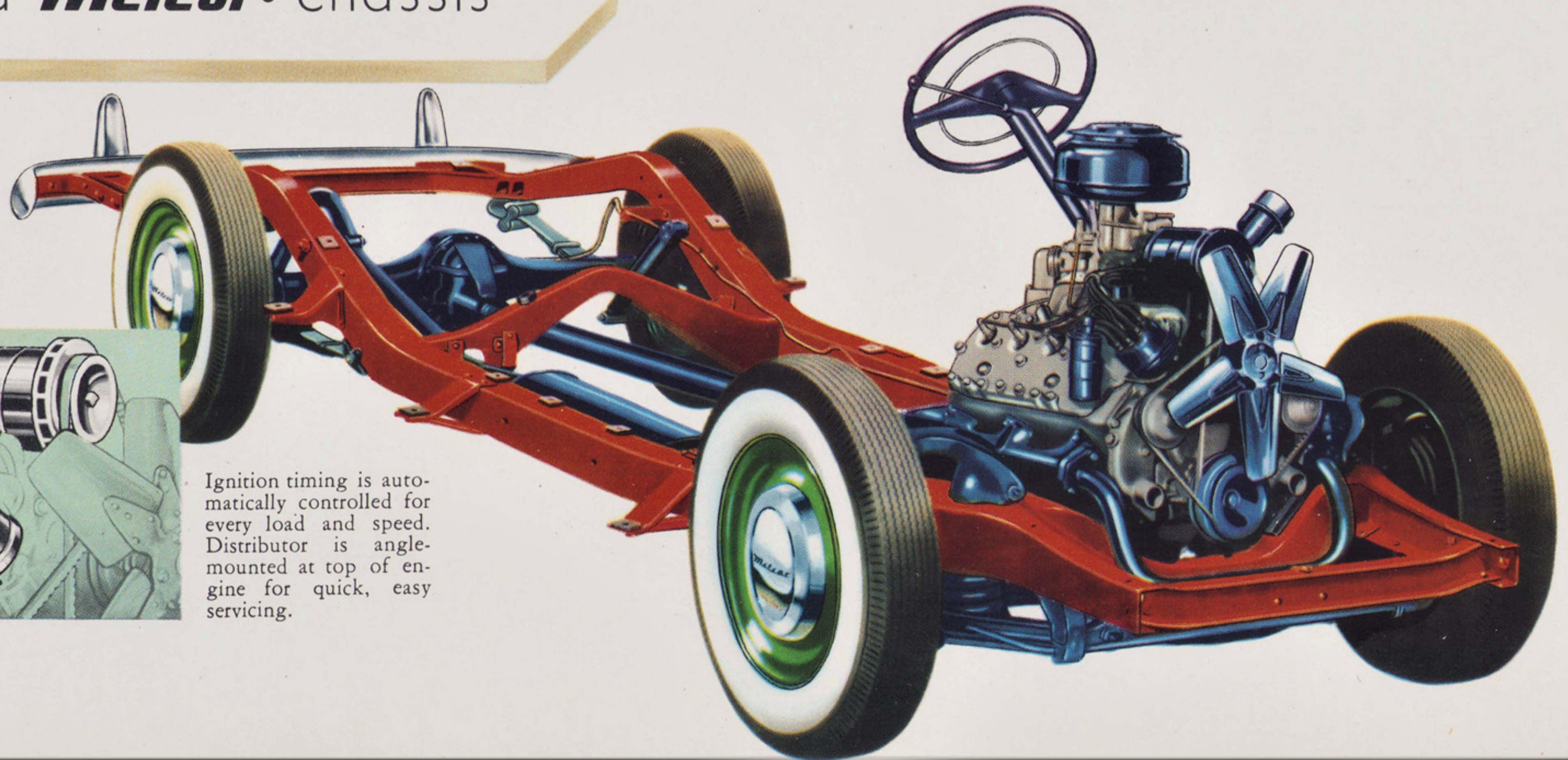
Straight-line steering on rough roads and in cross winds is made possible by Meteor's symmetrical steering linkage with Pitman arm and idler bracket . . . for maximum ease, safety and driver security.

the rugged *Meteor* chassis

Meteor chassis frame is strong—double drop in design with side rails made rigid by five cross members . . . permitting lower floor levels and increased road clearance. "X"-type reinforcement strengthens Convertible frame.



Ignition timing is automatically controlled for every load and speed. Distributor is angle-mounted at top of engine for quick, easy servicing.





specifications



ENGINE

This engine is backed by the experience of the largest manufacturer in the world of V-type, 8-cylinder engines.

RATING: The Meteor V-type, 8-cylinder, L-head, 90° engine develops 100 maximum brake horsepower at 3600 r.p.m.—taxable horsepower . . . 32.5. Piston displacement . . . 239.4 cu. in.; bore . . . 3-3/16", stroke . . . 3 3/4". Compression ratio . . . 6.8 to 1. "Equa-Poise" mounting; 4-ring, tin-plated aluminum alloy pistons, cam ground for quieter operation, faster break-in. "Deep Breath" manifolding; new accessory drive arrangement with narrow V-type belts; aluminum timing gear; "Loadomatic" ignition, exhaust valve seat inserts.

LUBRICATION: crankcase capacity 7 pts.; normal refill; 11 pts. when Full Flow filter element replaced; helical gear oil pump; directed-flow crankcase ventilation. (Oil filter available at extra cost.)

COOLING SYSTEM: capacity 19 qts., 20 qts. with heater; full-length water jackets surround each cylinder; balanced-type thermostats and recirculation bypasses; dual water pumps; unique 5-blade fan; pressure-type radiator cap.

FUEL SYSTEM: capacity 15 1/2 gal. on Station Wagon. 14 on other models; oil bath air cleaner; dual down-draft carburetor; exhaust line thermostat for quick warm-up.

ELECTRICAL SYSTEM: 17 plate, 100 ampere hour battery. High capacity generator with automatic voltage control. Automatic spark—single breaker distributor.

CHASSIS

FRAME: Type—double drop; Number of cross-members—5 on all models except Convertible which has 4 plus an "X" member and is specially reinforced; Type of rails—box section; Side rail cross section—4" deep and 3/4" wide.

DRIVE: Hotchkiss drive for smoother starts and stops. Reduces unsprung weight. Three-speed helical gear transmission with synchronizers for second and third speeds. (Touch-O-Matic Overdrive optional at extra cost).

CLUTCH: Semi-centrifugal type clutch, dry, single plate, 9.5 in. diameter; total area 85.2 sq. in. . . . easy acting with low pedal pressure.

REAR AXLE: Type—semi-floating, Final drive gears—hypoid. Gear ratios (except Station Wagon): standard, 3.73 to 1; with overdrive, 4.10 to 1. Station Wagon: Standard, 3.91 to 1; with overdrive, 4.27 to 1.

FRONT SUSPENSION: Type—-independent, swinging link on coil springs; Coil spring diameter, inside—4.0 in.; Shock absorbers—hydraulic, double-acting, tubular type mounted inside coils.

REAR SUSPENSION: Type—longitudinal, semi-elliptic leaf springs. No. of leaves—Station Wagon—9; All other models—7; Liners—impregnated fabric inserts between tips of upper leaves; no lubrication required. New "Oil-Cushion" shock absorbers.

SERVICE BRAKES: Type—self-energizing, 4-wheel hydraulic. Drum type—composite, cast iron and steel; Drum diameter: front—10 in., rear—10 in., Station Wagon only—11 in. Total lining area—176.0 sq. in., Station Wagon—182.8 sq. in.

HAND BRAKE: Type—mechanical application of rear brakes with T-handle on dash through lever and equalizing cable.

STEERING SYSTEM: Type—symmetrical linkage with cross-link and idler arm; Steering gear—worm and triple tooth roller.

WHEELS AND TIRES: 6.70 x 15 4-ply extra low pressure tires on 5.0" K rims, standard; 6.00 x 16 4-ply tires on 4.5" K rims optional at no extra cost. White sidewall tires and chrome wheel trim rings optional at extra cost. 7.10 x 15 6-ply tires standard on Station Wagon only.

WHEELBASE: 114 in.; Tread, front—56 in., rear (except Station Wagon)—56 in., Station Wagon—60 in. Minimum road clearance with normal load: 7.6 in.

EXTERNAL DIMENSIONS: Over-all height—Sedans and hard-top Coupes (normal load)—63.1 in.; Over-all length—197.3 in., Station Wagon—209.4 in.; Width—72.8 in., Station Wagon—76.4 in.

INTERIOR DIMENSIONS: (Front, Rear). Hip Room—61.5 in., 60.3 in.; Shoulder Room—57.0 in., 55.0 in.; Head Room—36.1 in., 35.5 in.; Leg Room—40.0 in., 41.3 in.

LUGGAGE COMPARTMENT VOLUME, with spare tire in place; Two-Door and Four-Door Sedans—22.9 cu. ft., Club and Business Coupes—28.5 cu. ft.

COLOURS

BODY COLOURS: Enamels (*Standard*); Black, Sheridan Blue, Everglade Green, Sheffield Green, Mission Gray. Metallics (*At extra cost*); Culver Blue, Banning Blue, Starlight Green, Luxor Maroon. Two-Tones (*At extra cost*); Mission Gray (Upper), Sheridan Blue (Lower); Sheffield Green (Upper), Everglade Green (Lower); Dune Beige (Upper), Penrod Tan (Lower); Black (Upper), Sportsman's Green (Lower).

SPECIAL CONVERTIBLE COLOURS: Sportsman's Green, Fez Red, Vermilion Red.

SPECIAL VICTORIA COLOURS: Fez Red; Two-Tones; Sheffield Green (Upper) and Starlight Green Metallic (Lower), Mission Gray (Upper) and Culver Blue Metallic (Lower); Dune Beige (Upper) and Hawaiian Brown Metallic (Lower); Black (Upper) and Sheffield Green (Lower).

UPHOLSTERY

DELUXE—Blue and Black Stripe Broadcloth—Trim, Gray Metallic; Orange and Gray Stripe Mohair—Trim, Gray Metallic.

CUSTOM DELUXE—Gray Stardot Broadcloth—Trim, Blue Gray Metallic; Two-Tone Brown Bedford Cord—Trim, Brown Metallic; Tan and Red Stripe Mohair—Trim, Brown Metallic.

CONVERTIBLE—Red and Black all leather—Trim, Red Metallic; Chartreuse and Black all leather—Trim, Sportsman's Green; Two-tone-Tan all leather—Trim, Tan Metallic; Top—Black or Gray Tan.

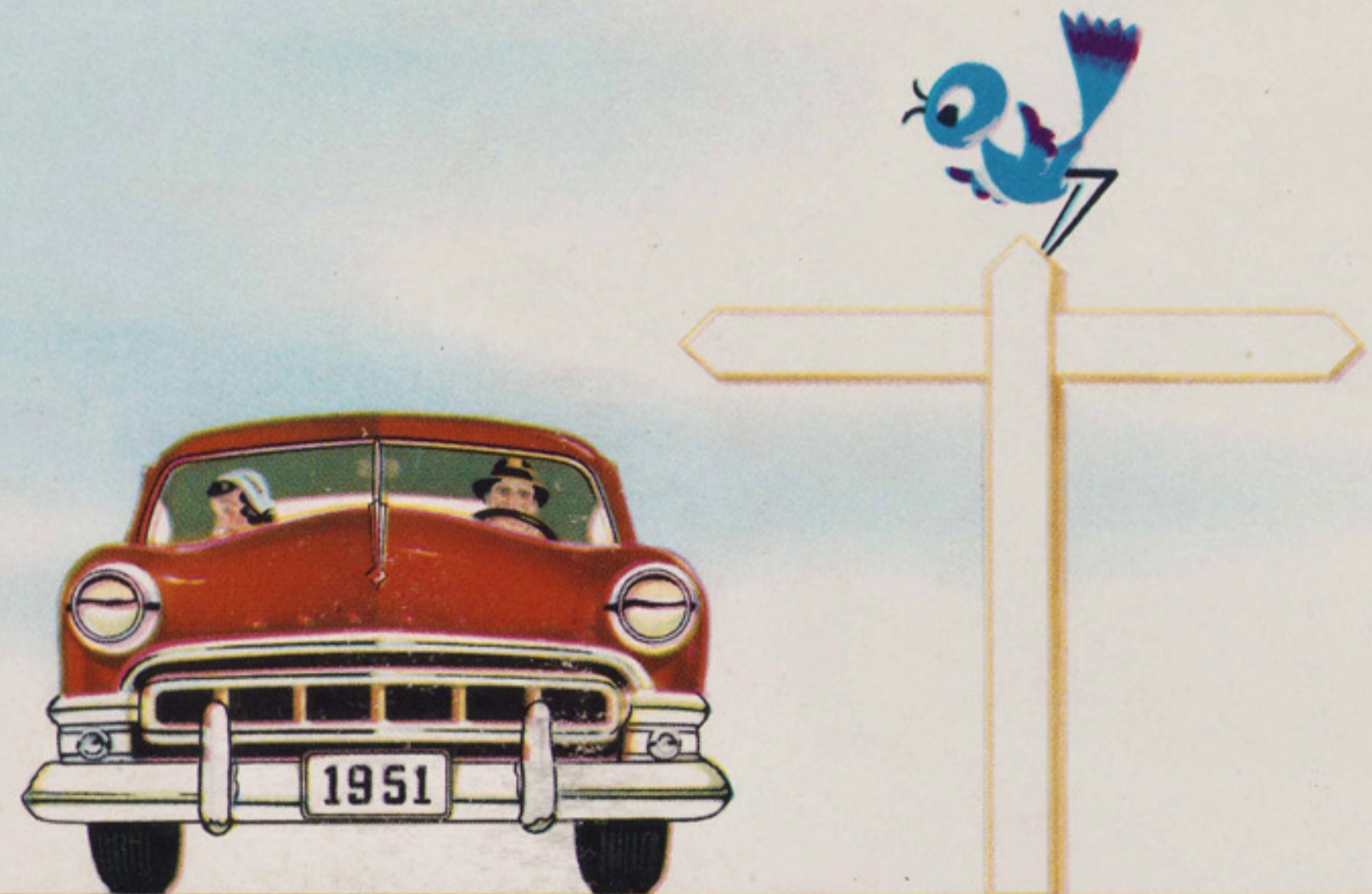
SPECIAL METEOR VICTORIA UPHOLSTERY AND TRIM COMBINATIONS—With Green Bedford Cord—green leather front bolster and seat roll, green vinyl rear bolster and seat roll. With Tan Bedford Cord—tan leather front bolster and seat roll, tan vinyl rear bolster and seat roll. With Gray Bedford Cord—gray leather front bolster and seat roll, gray vinyl rear bolster and seat roll.

STATION WAGON—Golden Tan and Brown Vinyl.

These specifications were in effect at the time this brochure was approved for printing. Ford Motor Company of Canada, Limited, whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.



*stay miles and miles ahead with the new 1951 **Meteor**.*



A PRODUCT OF FORD OF CANADA



FORD MOTOR COMPANY OF CANADA, LIMITED

