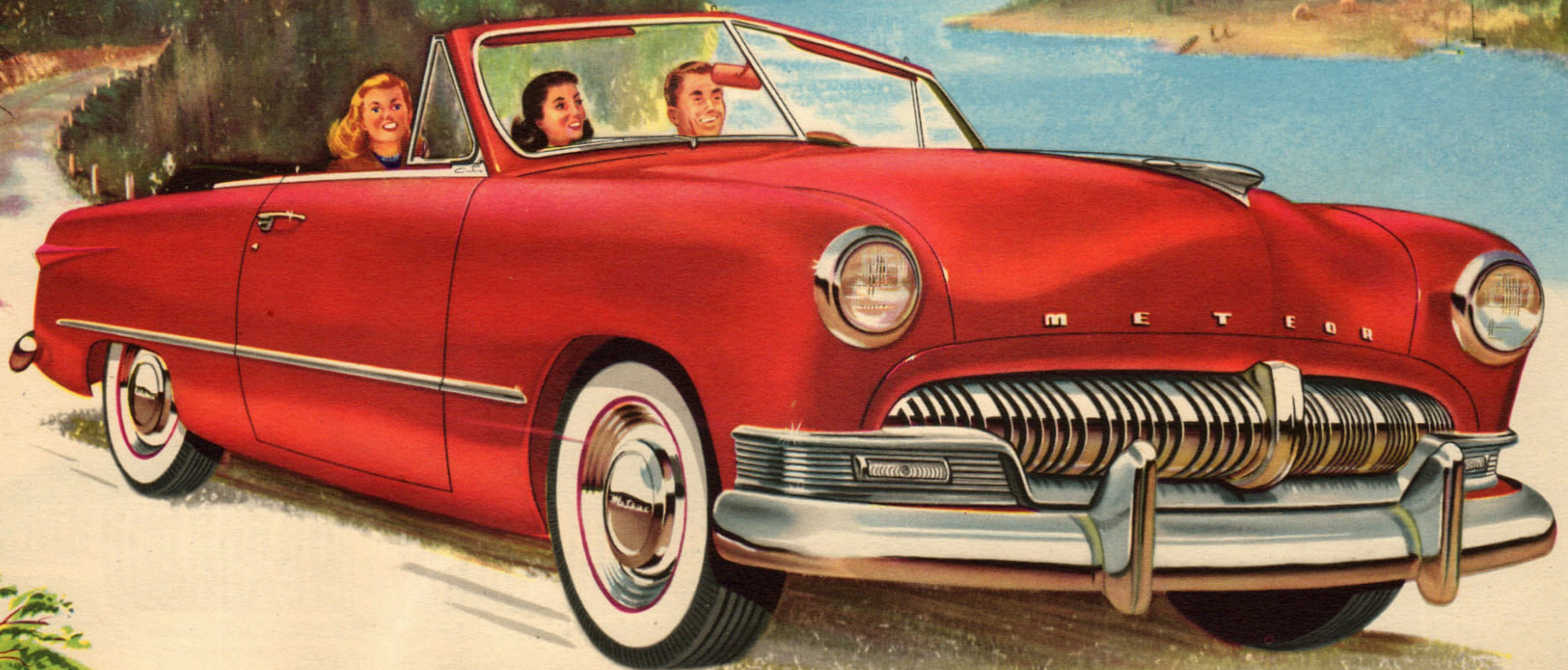


Be miles ahead with a **NEW** *Meteor*.



THE NEW Meteor... miles ahead in every way!

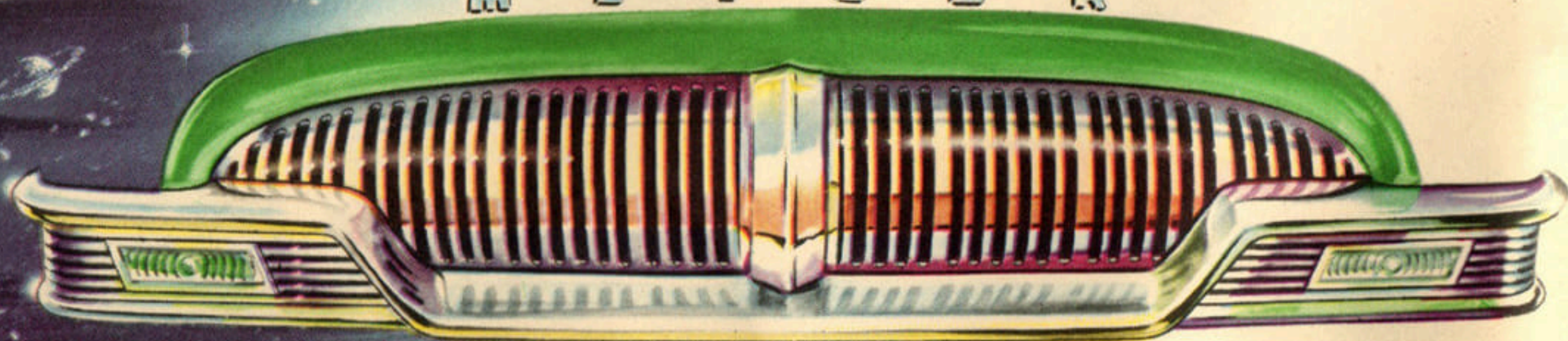
More thrilling to look at—more thrilling to drive . . . that's the new Meteor whose fashion leadership in the low-price car field gives a new, more beautiful interpretation to fine car styling.

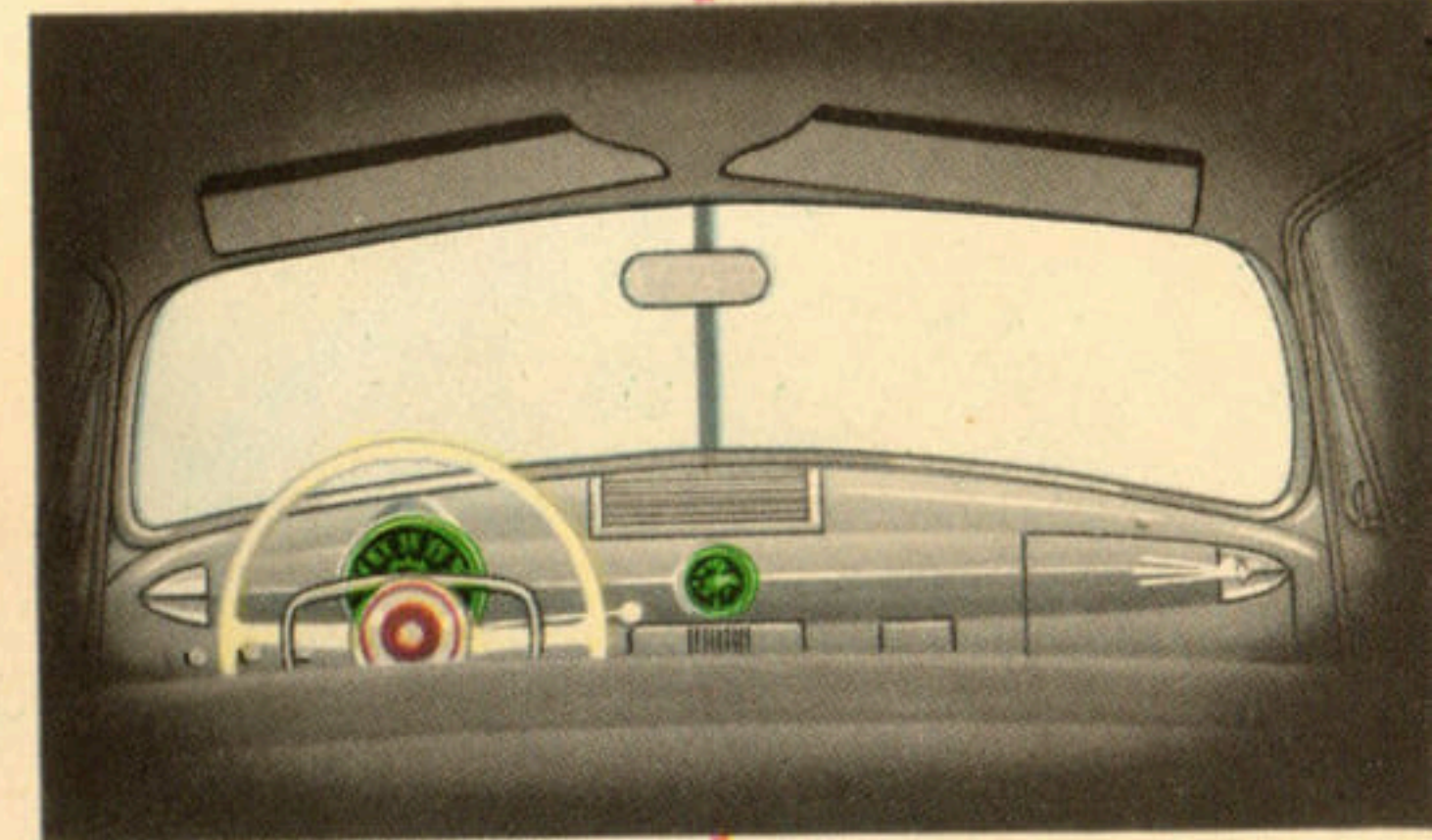
Look at the youthfulness of its long, low, sweeping lines . . . the new, massive gleaming grille that seems to give wings to your driving . . . the sparkling luxury-designed, luxury-planned appointments . . . the glorious decorator interiors that speak refinement.

But that's not all . . . wait 'til you take the wheel and feel the deft sureness in the way the new Meteor handles—the abundant power of the smooth V-type 8-cylinder engine—feel the deep relaxing comfort of the Meteor ride that's a revelation in itself.

Then you'll know why Meteor is miles ahead—yes, miles ahead—in styling, performance and value—truly the outstanding car in the low-price field.

M E T E O R





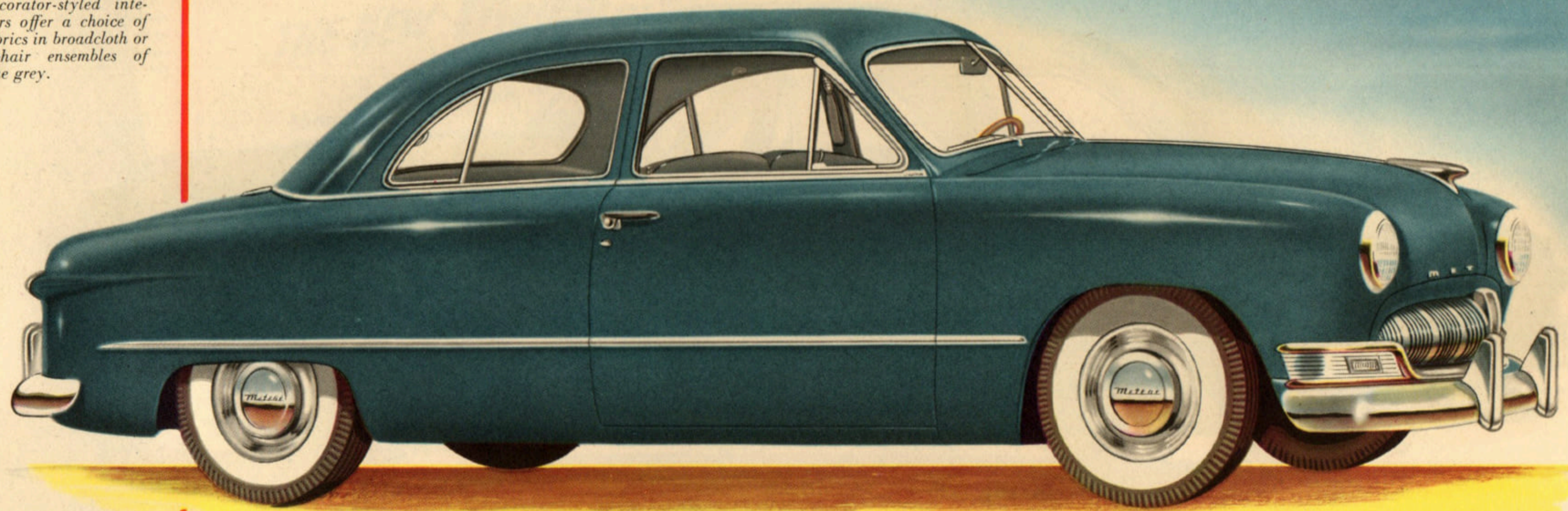
*"Observation-Car"
visibility all around for
extra driving safety,
enjoyment and comfort
for everyone.*

Custom Deluxe Club Coupe

The suave, distinguished Meteor in the Custom Deluxe Club Coupe Model. It's the ideal solution for a "front-seat" family whose hospitality extends to bringing friends along. It's a practical car too, for the business man and others who look for over-average space in the rear deck.

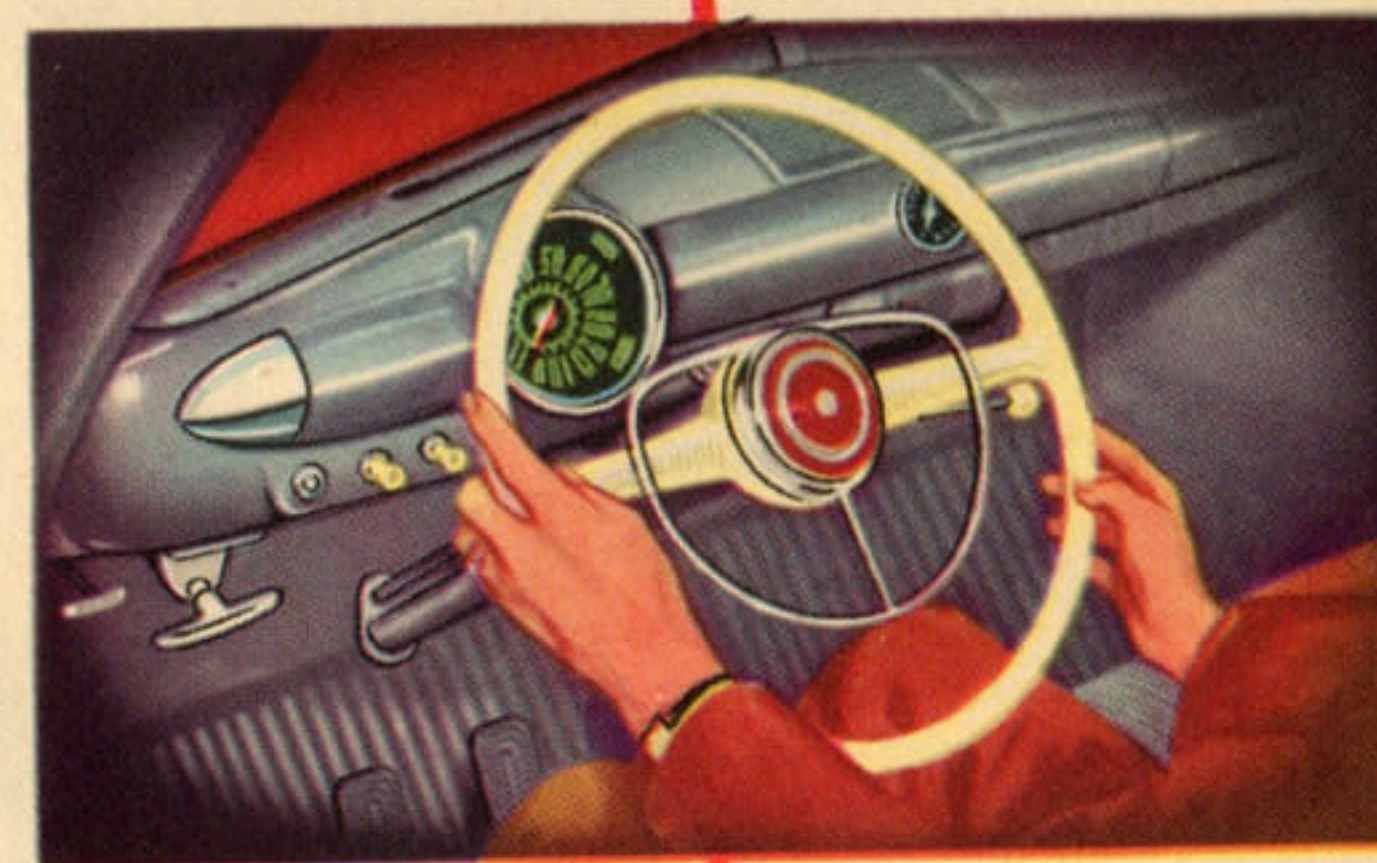
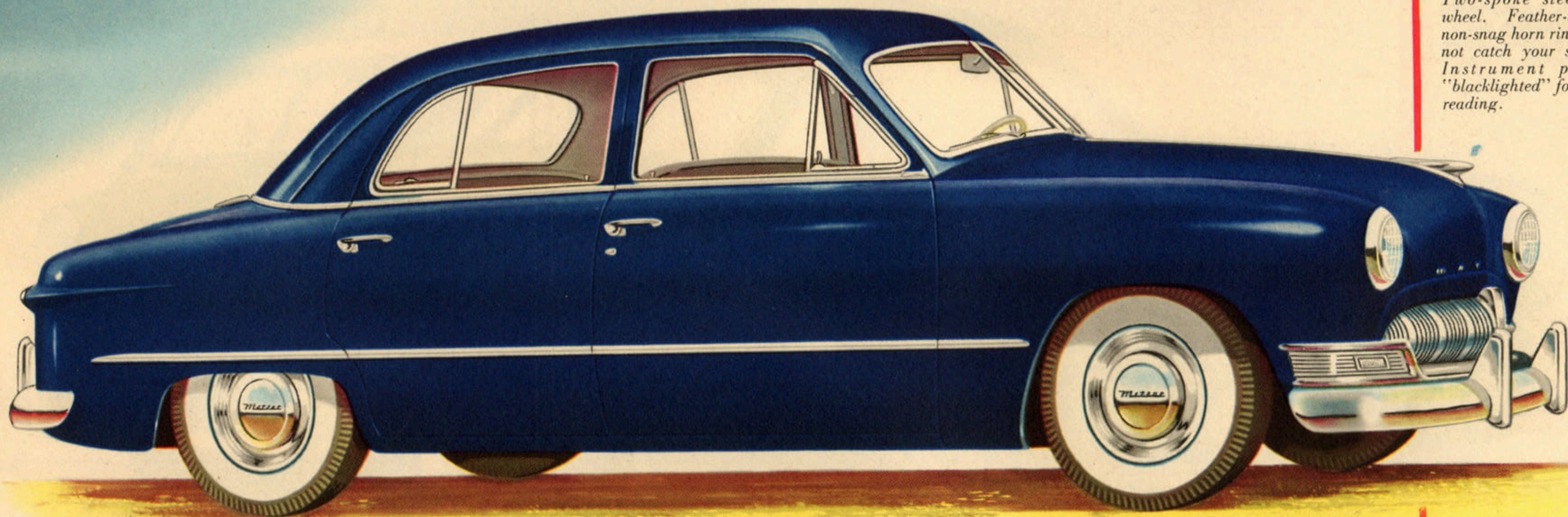


Decorator-styled interiors offer a choice of fabrics in broadcloth or mohair ensembles of blue grey.



Custom Deluxe Two-Door Sedan

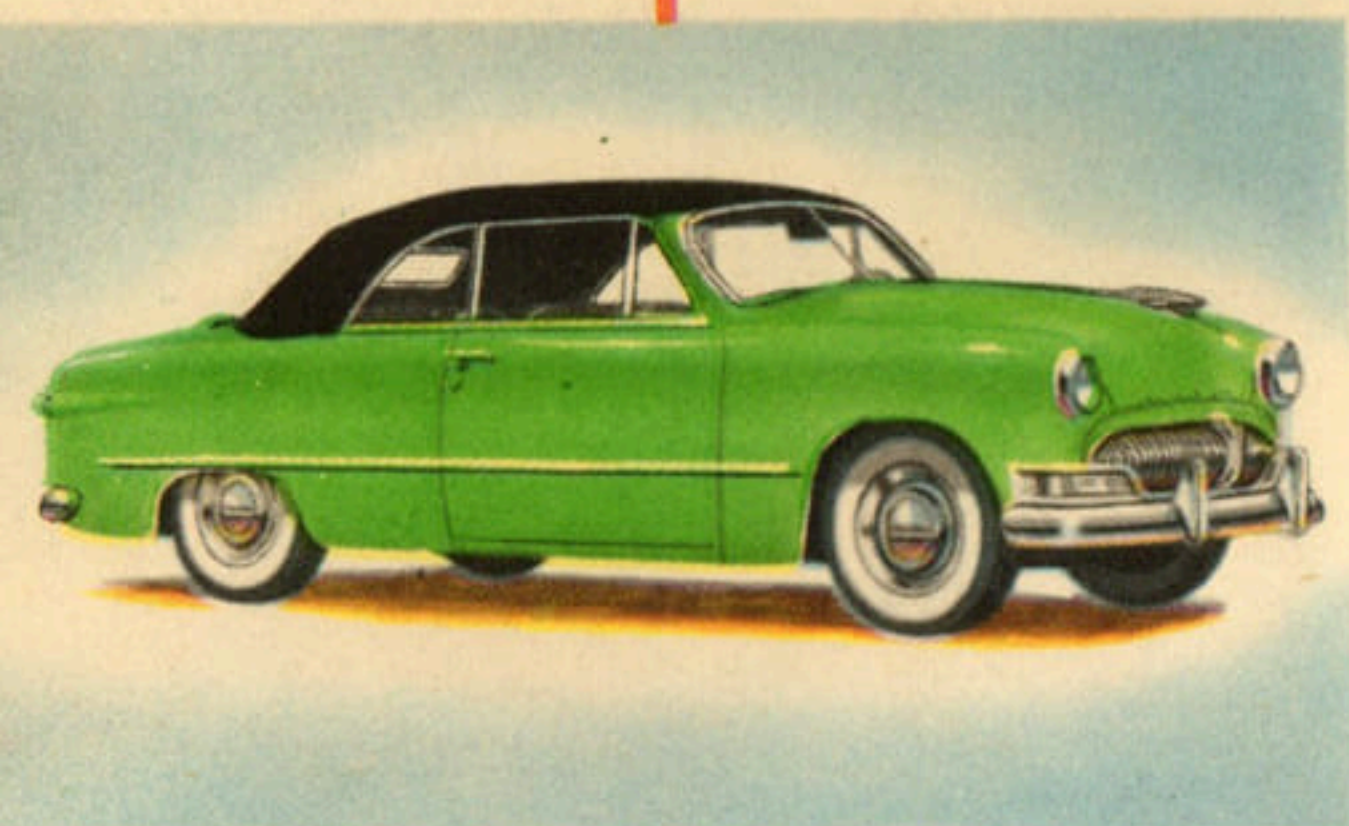
Smart, new Meteor styling with all the Custom Deluxe qualities that give added distinction to your Meteor, plus two-door safety when children are in the rear seat. Doors are extra wide, new push-button exterior handles with rotary door locks, interior handles are safety type for extra security. Front seats fold in for easy access to rear seat.



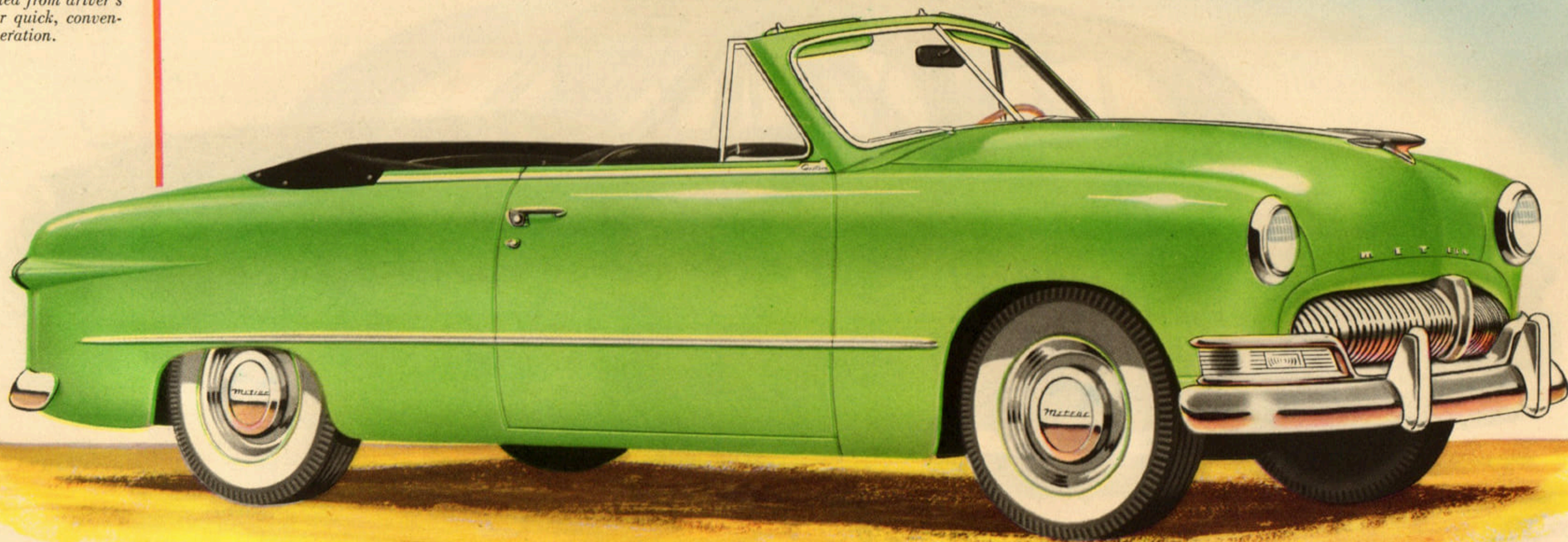
Two-spoke steering wheel. Feather-touch, non-snag horn ring will not catch your sleeve. Instrument panel "blacklighted" for easy reading.

Custom Deluxe Four-Door Sedan

There's luxury in every appointment, elegance in every detail of the Meteor Custom Deluxe Four-Door Sedan. Here's four-door convenience with the many style features available only in the Custom Deluxe Series.

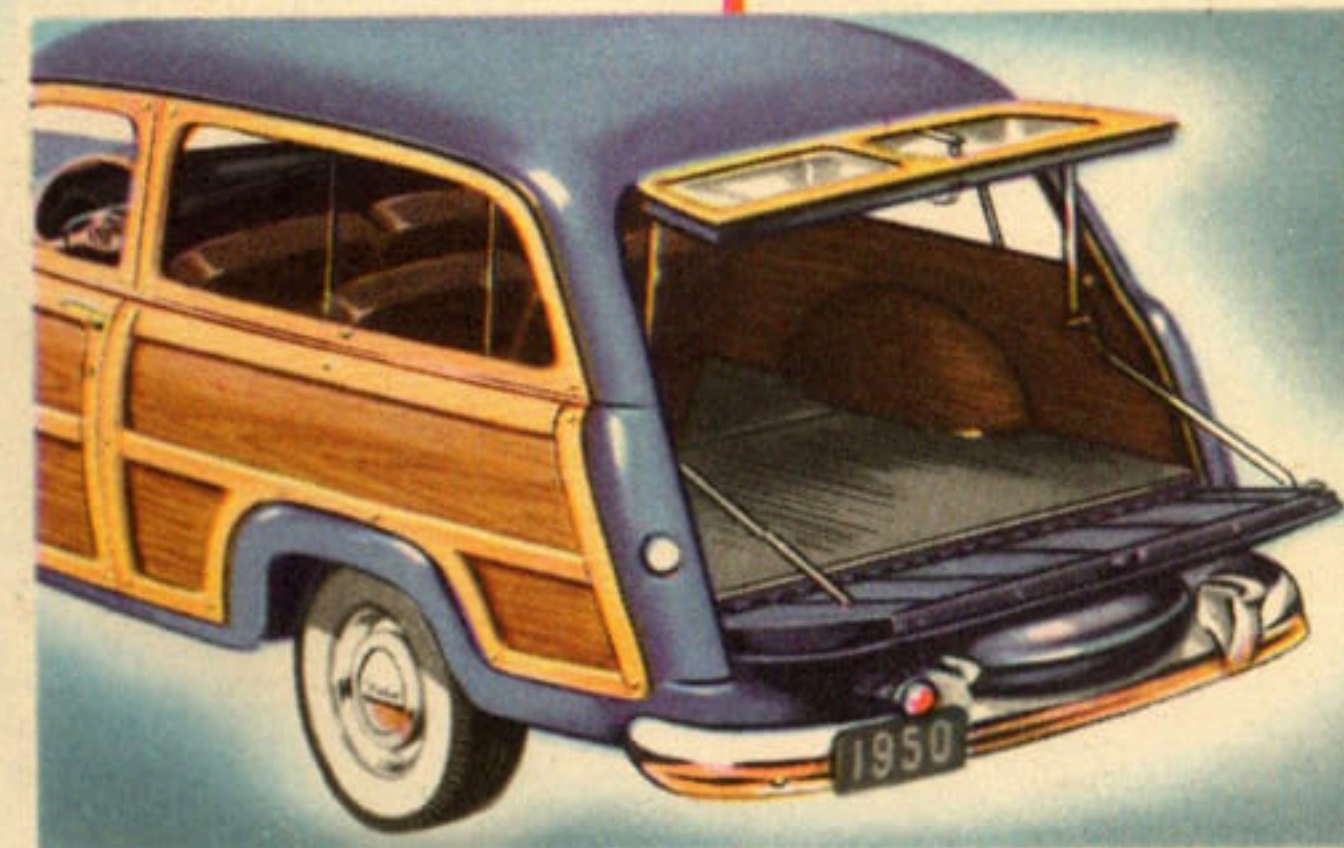
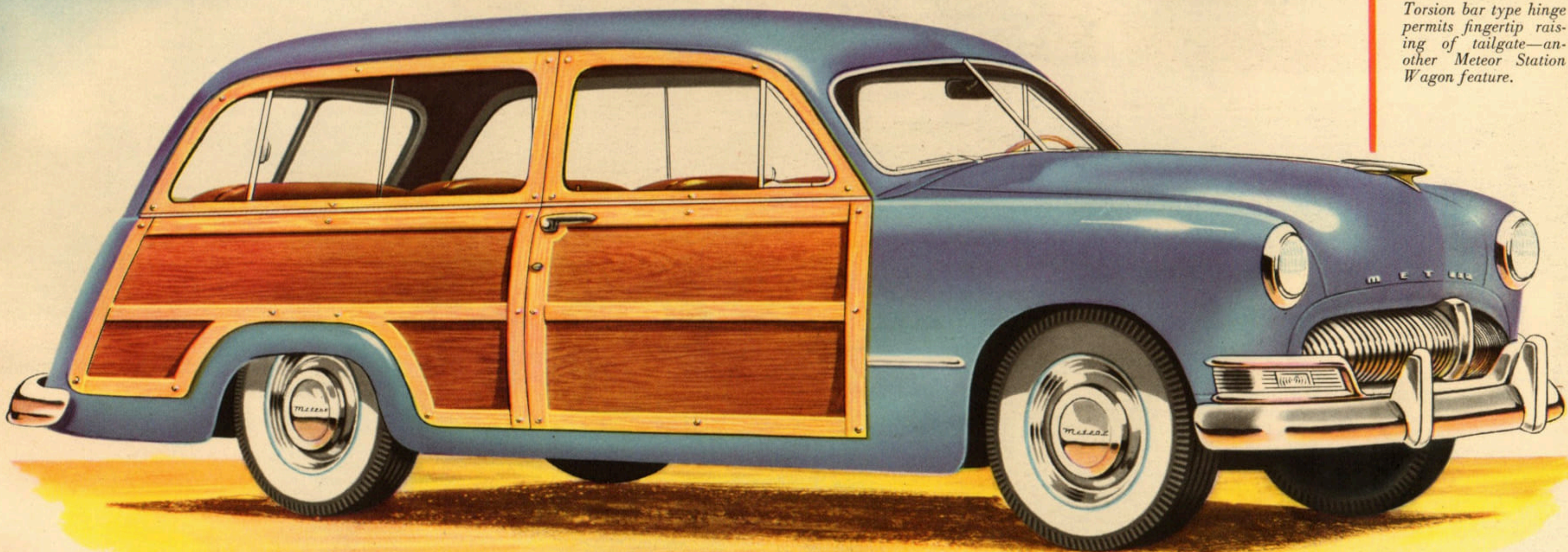


Top is hydraulically-controlled from driver's seat for quick, convenient operation.



Custom Deluxe Convertible Club Coupe

Here's a dream in styling, colour, year-round comfort and luxury. All this with brilliant power-packed performance, a silken-smooth ride and Meteor's Custom Deluxe appointments. There's a wide selection of ultra-smart, superb interiors in three new, exciting colour schemes combining genuine and art leather. Black and Chartreuse Green, Black and Red, and Two-tone Tan. Top material is Black or Tan. An outstanding range of 9 body colours and two special Convertible colours.



Torsion bar type hinge permits fingertip raising of tailgate—another Meteor Station Wagon feature.

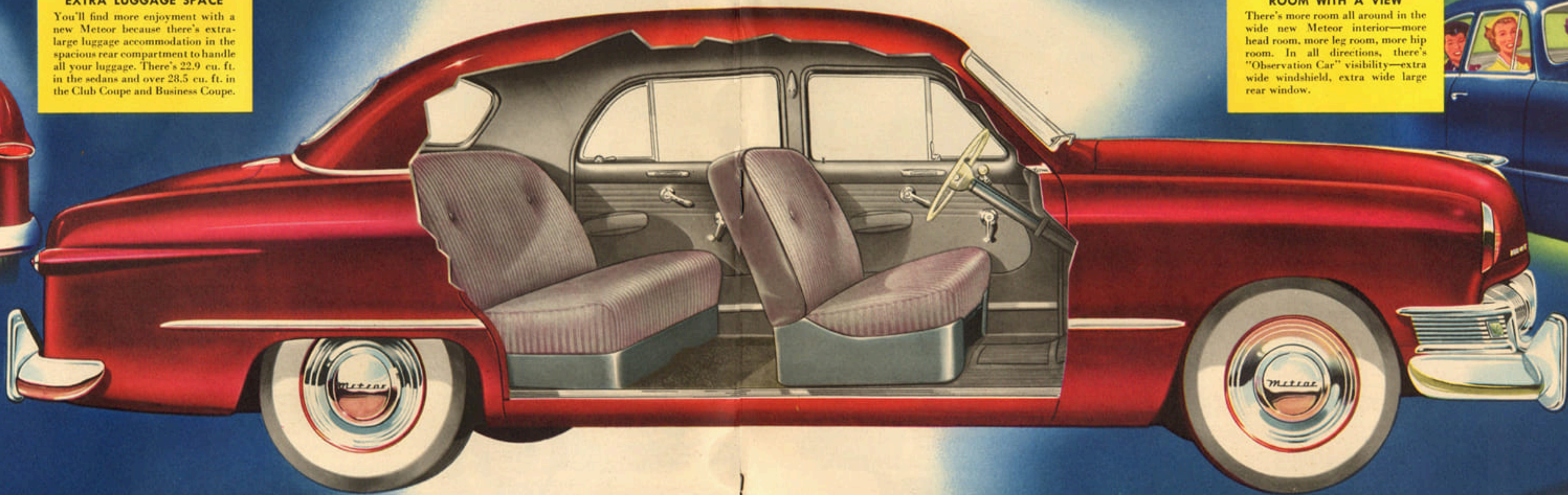
Custom Deluxe Station Wagon

Versatile and handsome with roomy, comfortable seats for eight passengers and lots of space for luggage. When extra space is needed, either, or both, rear seats can be removed easily and quickly. Extra-wide, two-door design, instead of four, makes the body stronger and safer. Panels are moulded and framing members laminated for greater strength. Special rear axle, 9-leaf rear springs, larger tires and 60-inch rear tread permit greater rear-end loads.



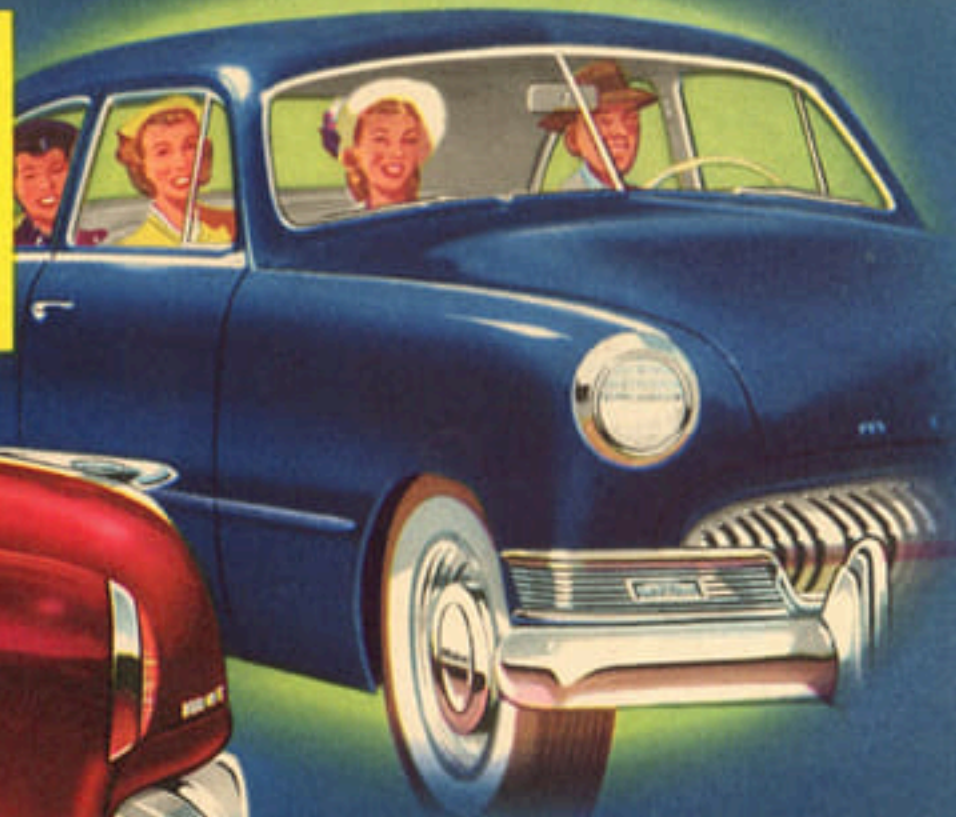
EXTRA LUGGAGE SPACE

You'll find more enjoyment with a new Meteor because there's extra-large luggage accommodation in the spacious rear compartment to handle all your luggage. There's 22.9 cu. ft. in the sedans and over 28.5 cu. ft. in the Club Coupe and Business Coupe.



ROOM WITH A VIEW

There's more room all around in the wide new Meteor interior—more head room, more leg room, more hip room. In all directions, there's "Observation Car" visibility—extra wide windshield, extra wide large rear window.



YEAR 'ROUND VENTILATION

Summer or winter, Meteor's built-in ventilation provides fresh air through two separately-controlled air ducts. "Magic Air" heater (optional) can be installed in conjunction with the ventilating system for "year 'round" comfort.



CLEAR VISION FLIGHT PANEL

Beautiful is the word for Meteor's instrument panel. Instruments are grouped in a single cluster for "at-a-glance" reading. At night, "black-light" illumination avoids distracting glare. Custom Deluxe models have spring-wound clock as standard equipment.



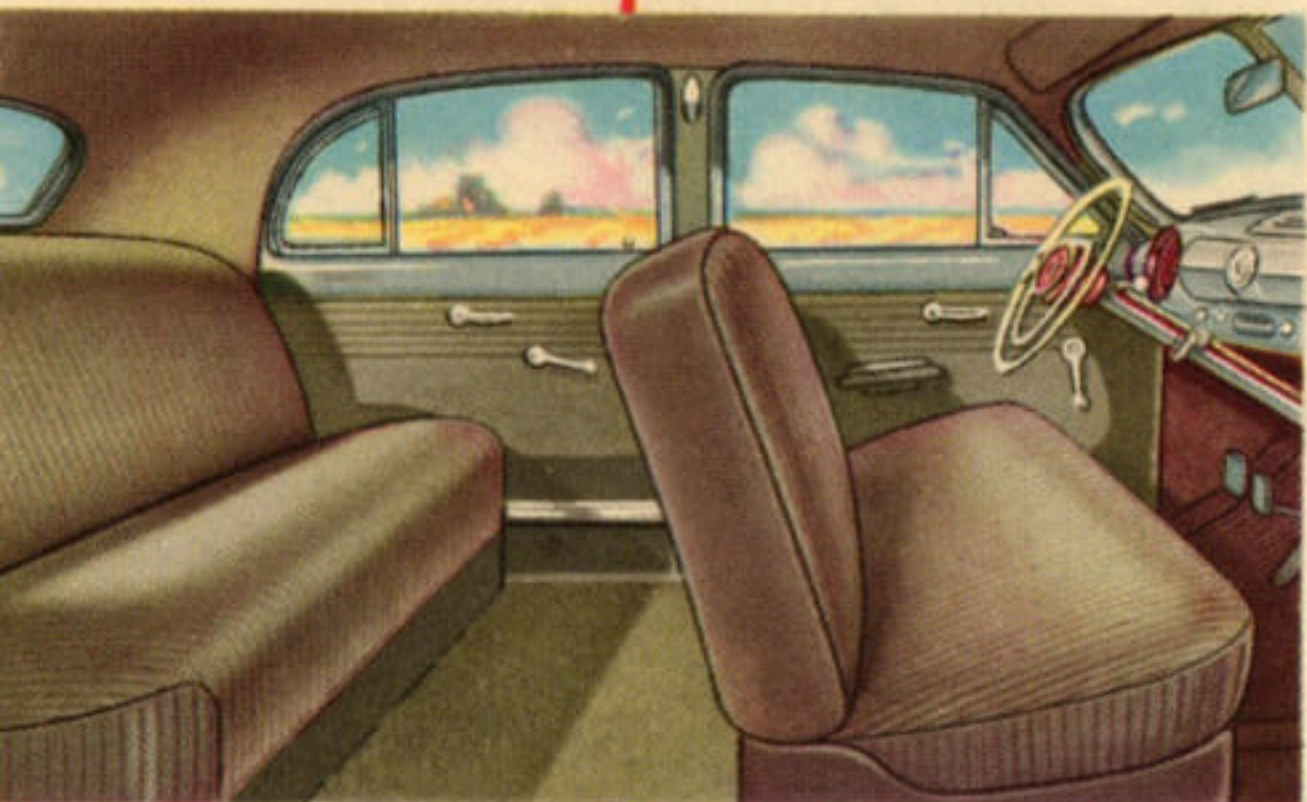
"COMFORT-ZONE" RIDE

All the way through, Meteor is engineered for comfort . . . seats, cradled between the axles where the riding is smoothest, have new, more comfortable springs . . . front seats are cushioned with sofa-soft foam rubber . . . independent front wheel suspension, extra long rear springs, hydraulic aircraft-type shock absorbers, a low centre of gravity, balanced weight distribution, are some of the reasons for the new Meteor "Revelation Ride".

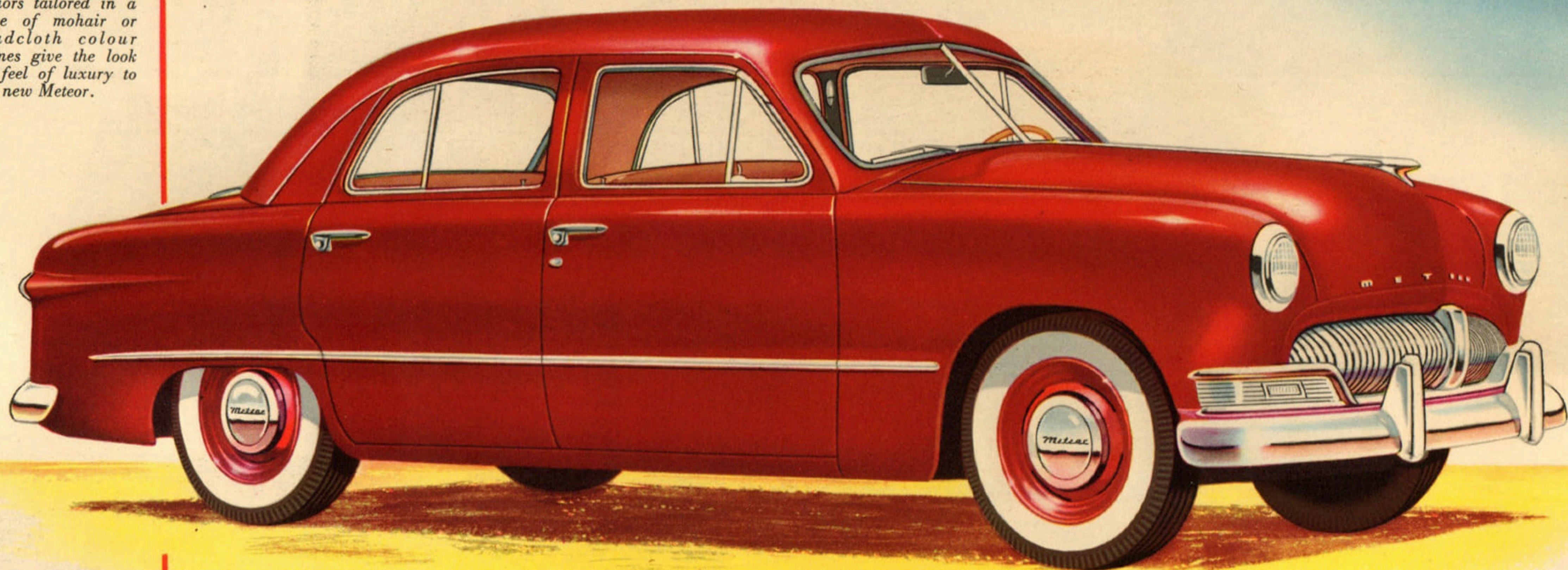
CONVENIENT HANDBRAKE

The new Meteor's parking brake is operated by a T-grip handle mechanically balanced to provide free, easy operation. A light, straight pull sets it—a turn releases it. The parking brake is cable-operated with equalizing linkage.



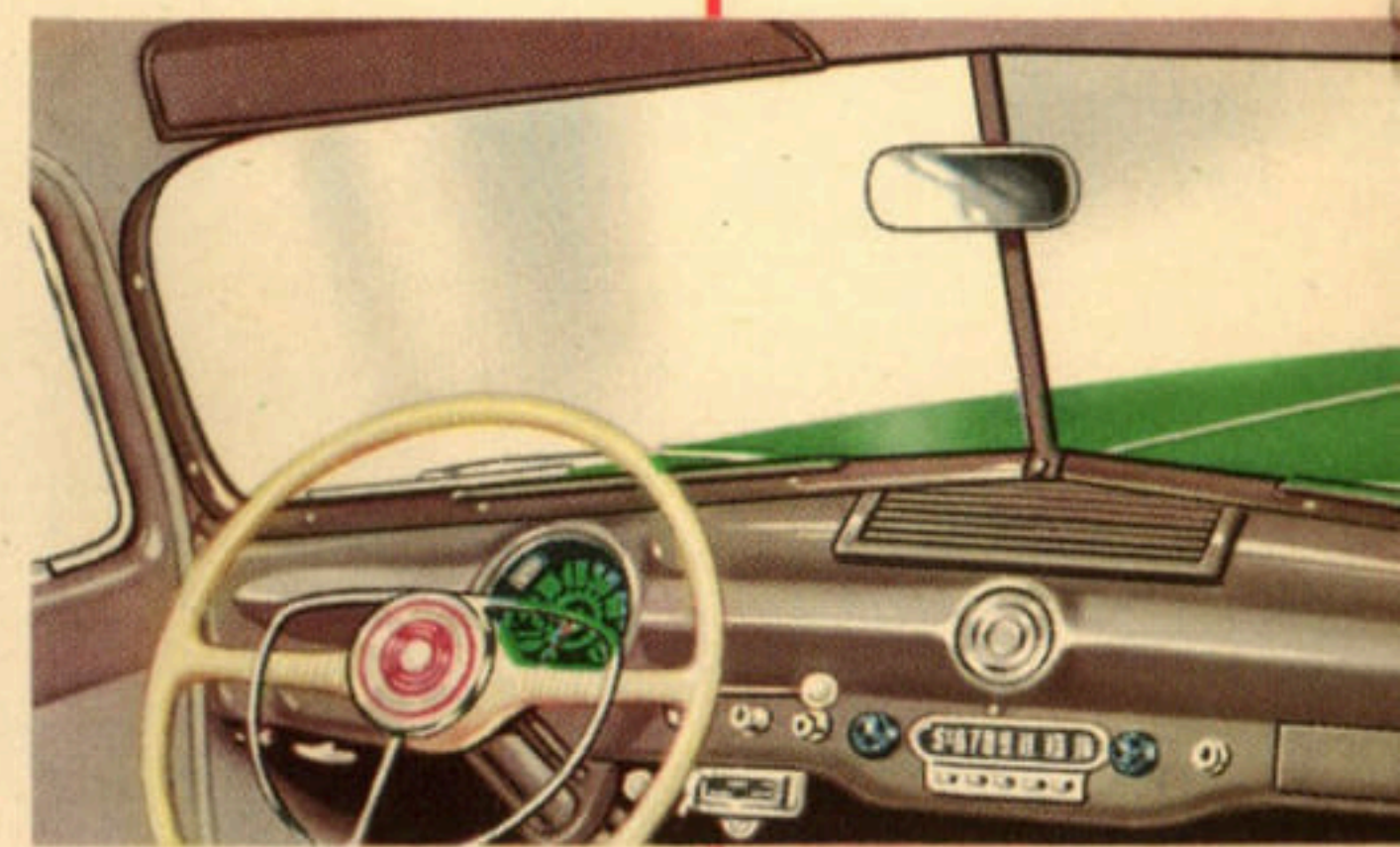
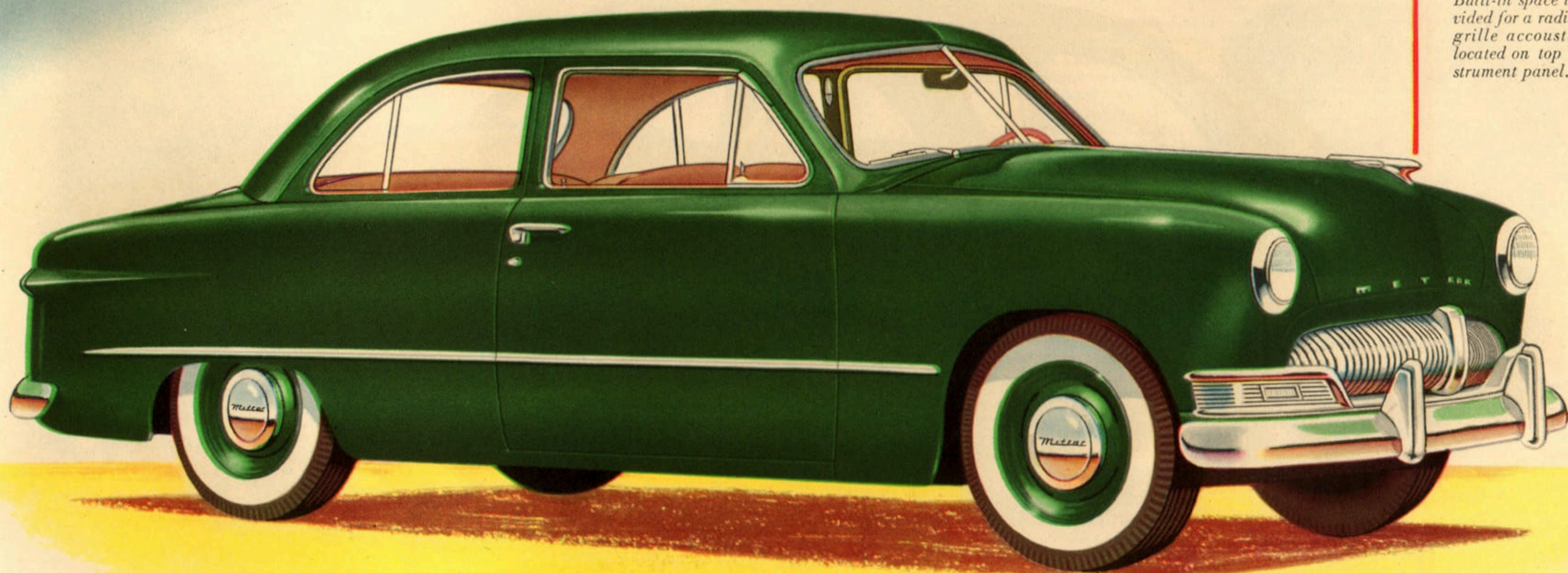


Interiors tailored in a choice of mohair or broadcloth colour schemes give the look and feel of luxury to your new Meteor.



Deluxe Four-Door Sedan

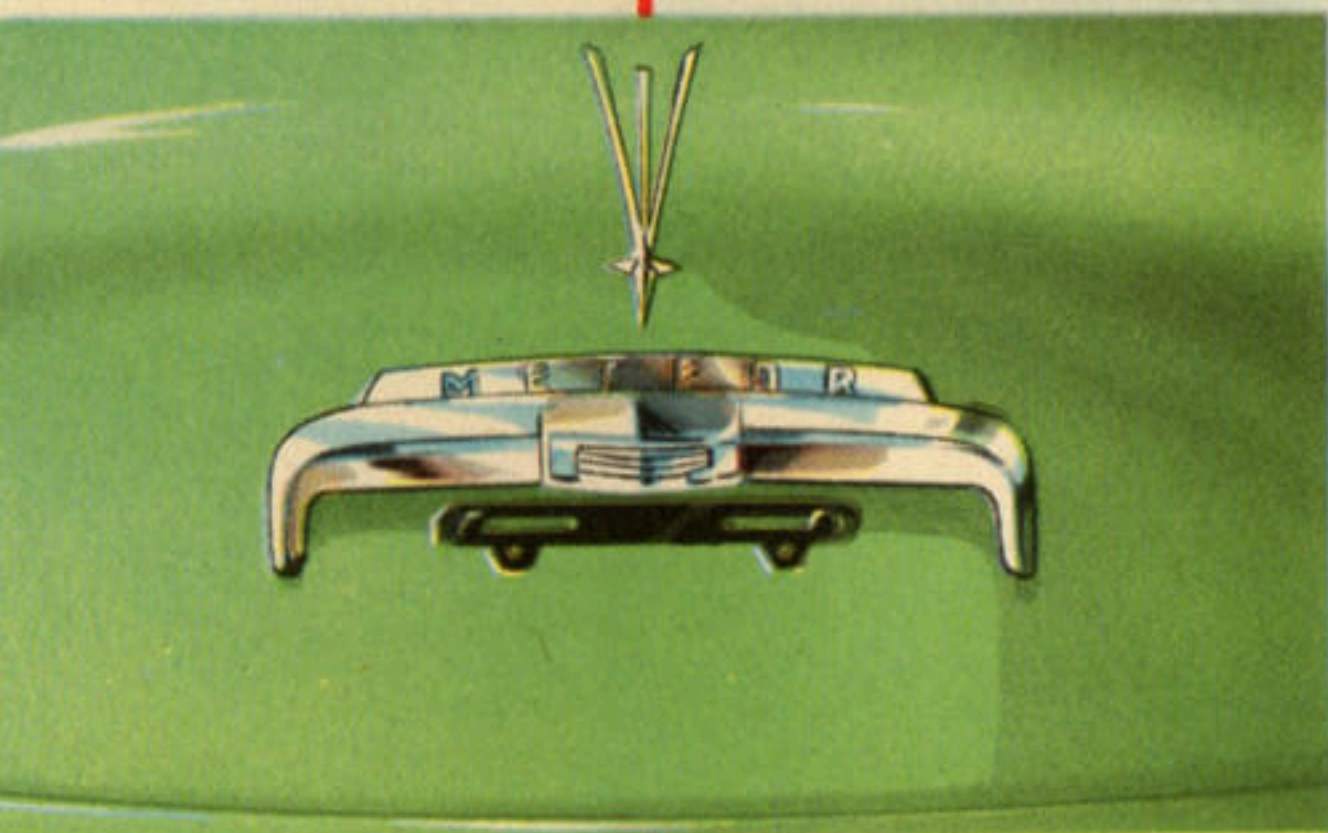
Every line and detail of the new Meteor Deluxe Four-Door Sedan reflects Meteor's distinctive styling. Here's four-door convenience, with Meteor features that make you proud to drive this truly fine car. You can choose from any of nine body colours including Metallics and Two-Tones with interior trim in rust stripe mohair or blue grey with blue stripe broadcloth.



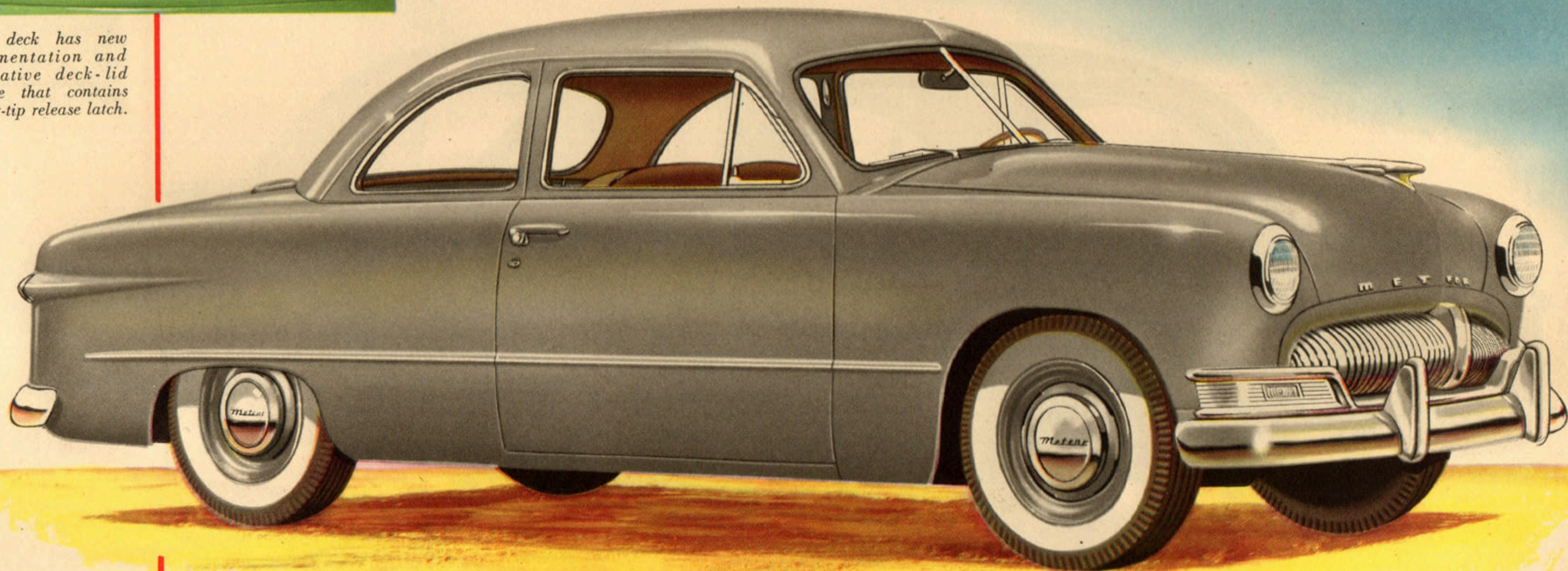
Built-in space is provided for a radio with grille acoustically located on top of instrument panel.

Deluxe Two-Door Sedan

Smartness combined with roominess, the new Meteor Deluxe Two-Door Sedan is an ideal model for the family who want two-door safety for children. Doors are extra wide and divided front seat makes the rear seat easily accessible. Meteor's interior door handles are safety-type, too; they must be pulled up to open.



Rear deck has new ornamentation and decorative deck-lid handle that contains finger-tip release latch.



Deluxe Business Coupe

For the business man and others who need plenty of space this Deluxe model is the answer. There's 28.5 cubic feet of space in the lined rear deck . . . plus a wide, deep compartment behind the seat. With this added convenience of space is the well-groomed smartness of Meteor's styling that every owner will appreciate.

Meteor Styling Meteor Features



● **FUEL FILLER TUBE** is completely recessed and covered with a hinged lid that fits smoothly into body contours. The large diameter filler tube with air vent is nearly vertical so that the tank can be filled quickly and easily without splashing or spilling.



● **HEATER CONTROL** for the "Magic Air" Heating and Ventilating System has heater and defroster controls combined into a single panel for easy, simplified operation. Panel is illuminated at night with a separate small switch for convenience. "Magic Air" Heater is optional at extra cost.

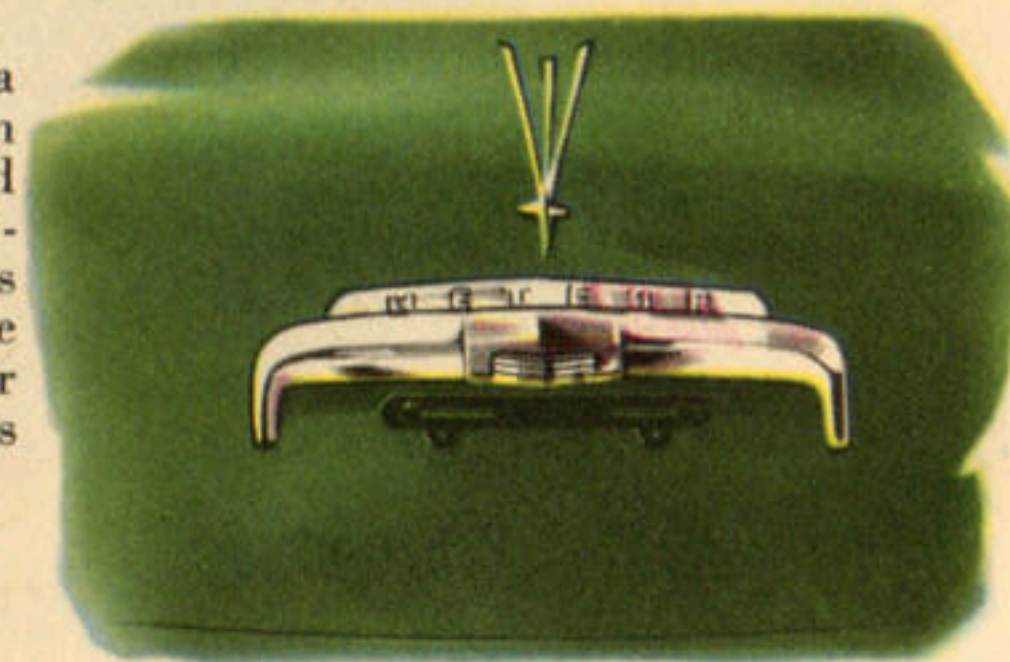


● **METEOR SEAT CONSTRUCTION** has unique zig-zag springing that provides added comfort and restful posture. Seats retain their shape, resist sagging. Front seats have foam rubber cushion standard. (Optional at extra cost for rear seats).

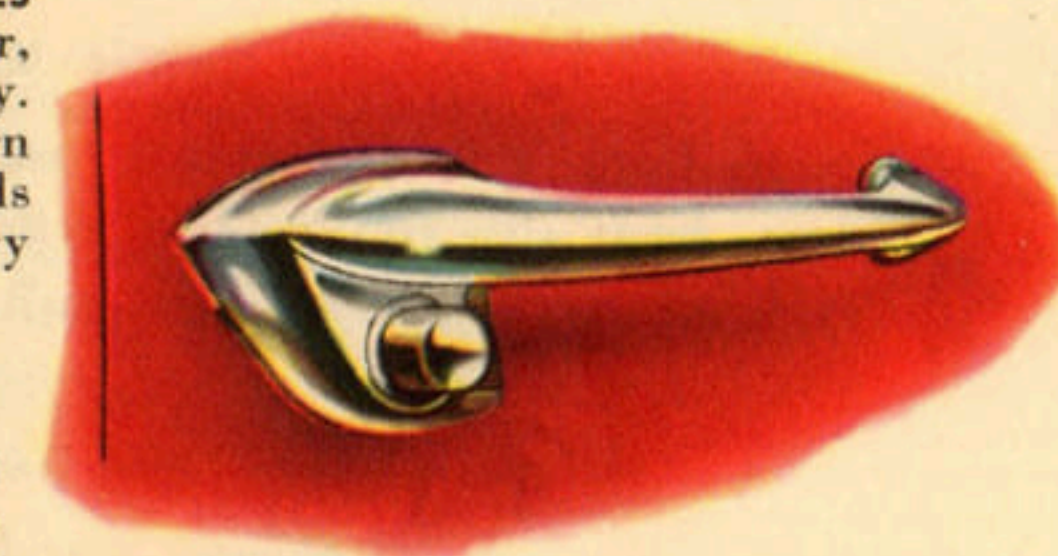


● **LIGHT SWITCH** for pillar interior lights is conveniently located on the instrument panel for easier operation. On Custom Deluxe Models, pillar lights go on automatically when either front door is opened.

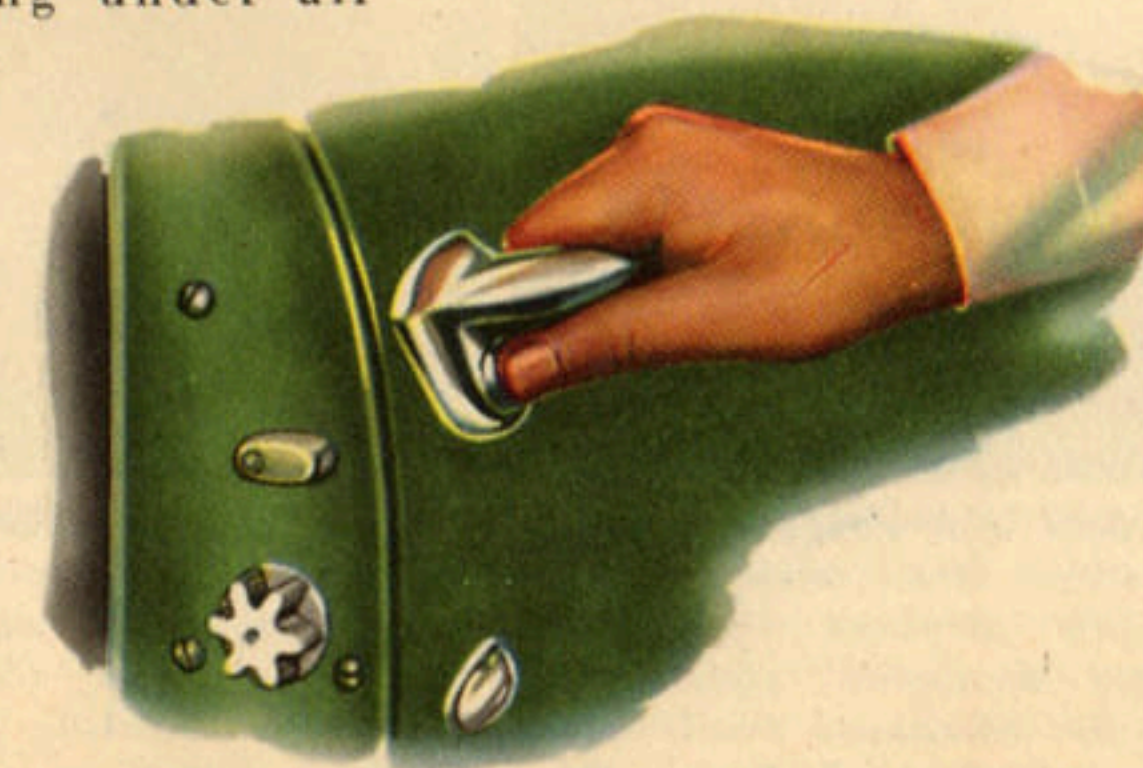
● **REAR DECK-LID DESIGN** has a sparkling ornament that gives an added style note. Deck-lid handle in chrome contains fingertip release latch that opens easily and quickly. Handle frames the license plate for integrated design and conceals license light.



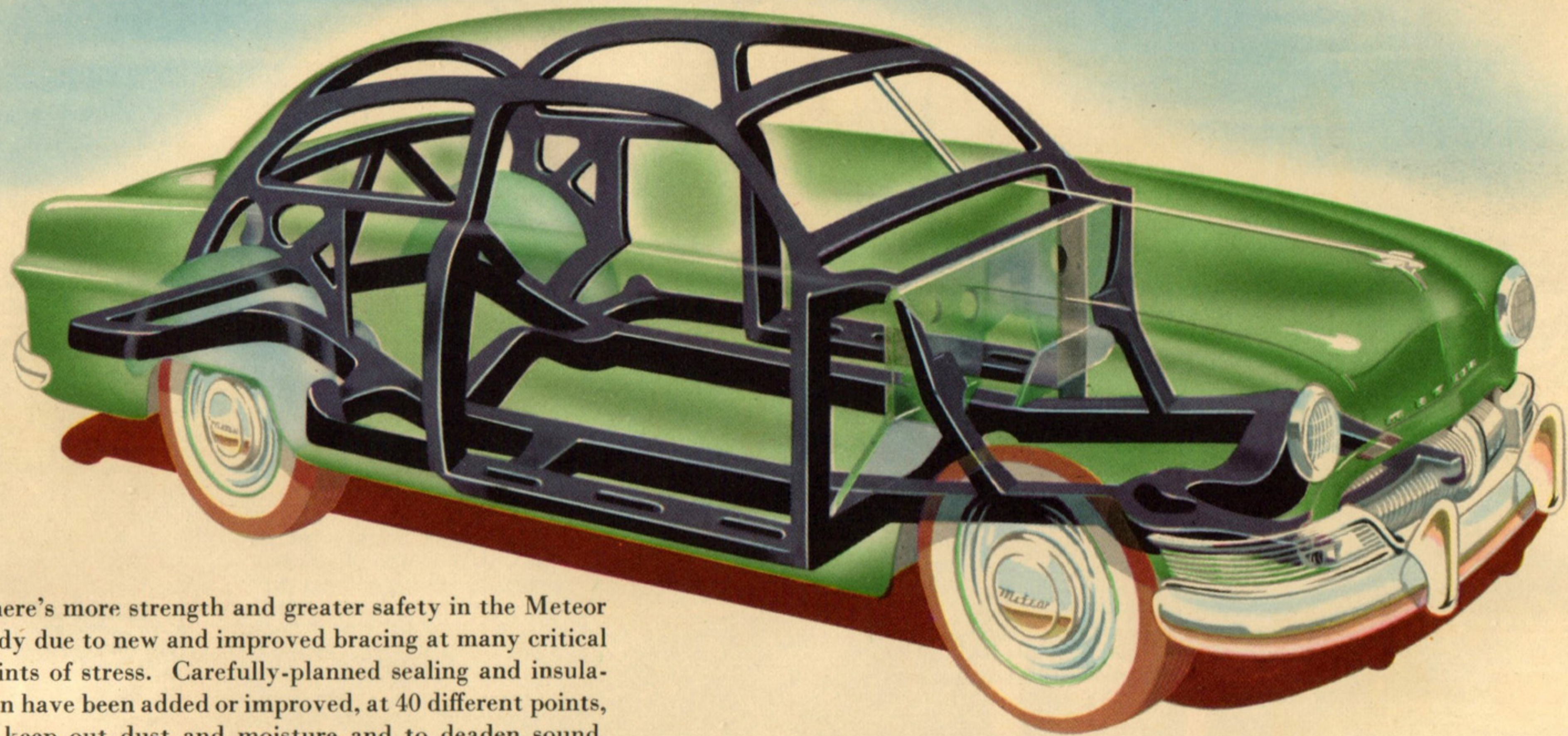
● **PUSH-BUTTON DOOR HANDLES** open with the touch of a finger, close safely, silently and securely. Door handles, in clean, modern design are anchored at both ends to prevent sleeves or jewellery from catching or snagging.



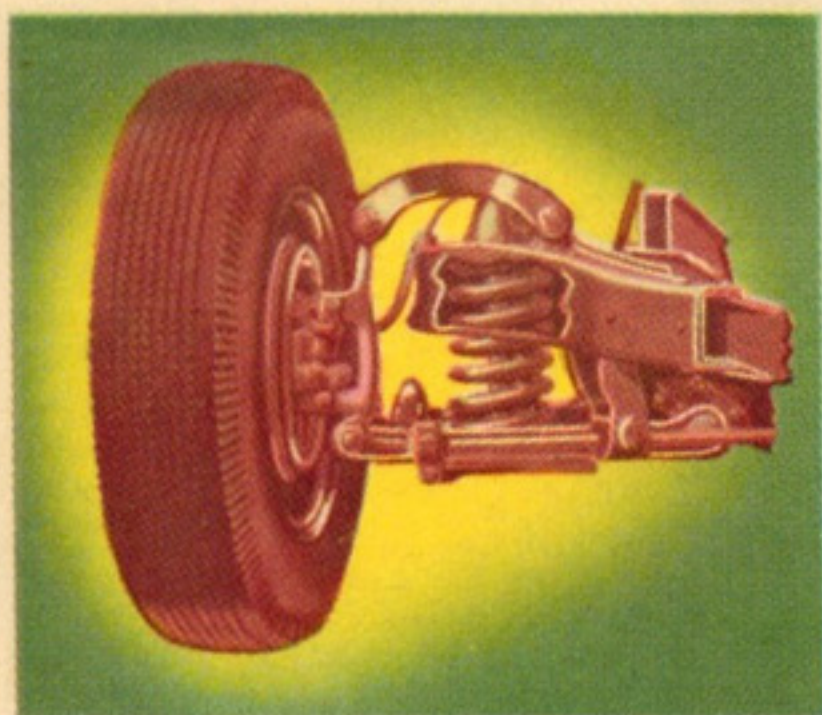
● **ROTARY DOOR LATCHES** are designed for silent, positive, reliable operation. The gear-type rotary and dovetail provide a vise-like grip and assure easy opening and easy closing under all conditions.



THE NEW METEOR "LIFE PROTECTOR" BODY



There's more strength and greater safety in the Meteor body due to new and improved bracing at many critical points of stress. Carefully-planned sealing and insulation have been added or improved, at 40 different points, to keep out dust and moisture and to deaden sound.



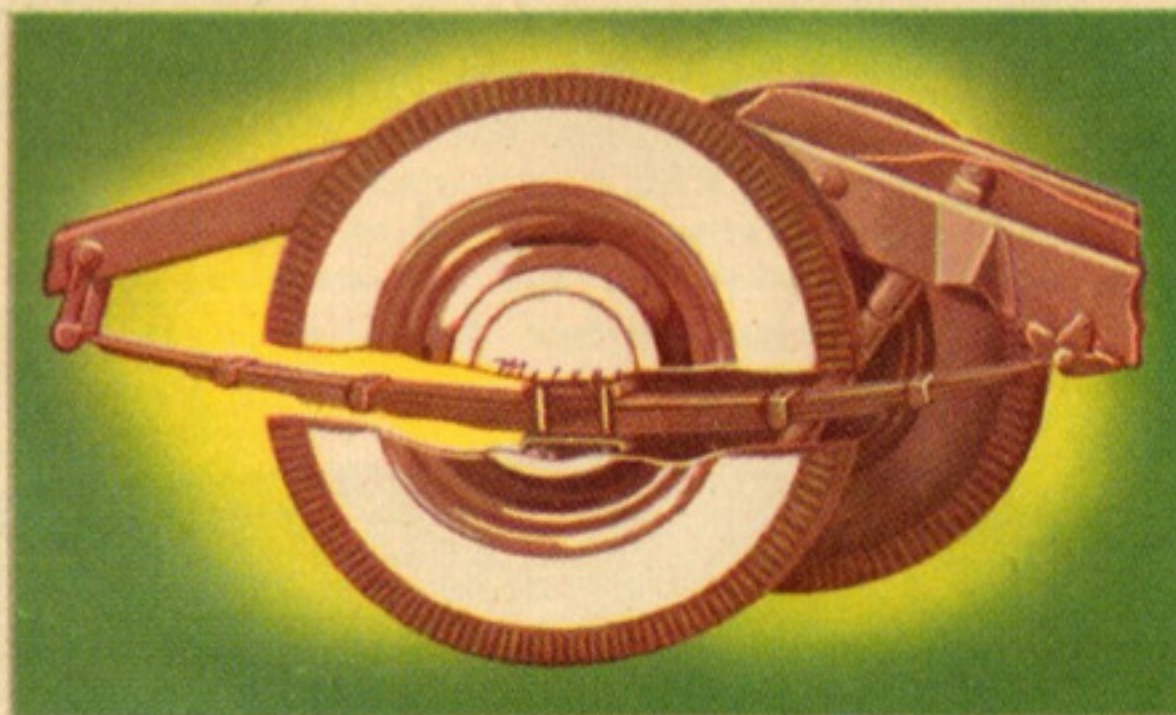
FRONT END SUSPENSION

Independent front wheel suspension with airplane-type shock absorbers mounted inside coil springs for increased road clearance and a smooth, level ride.



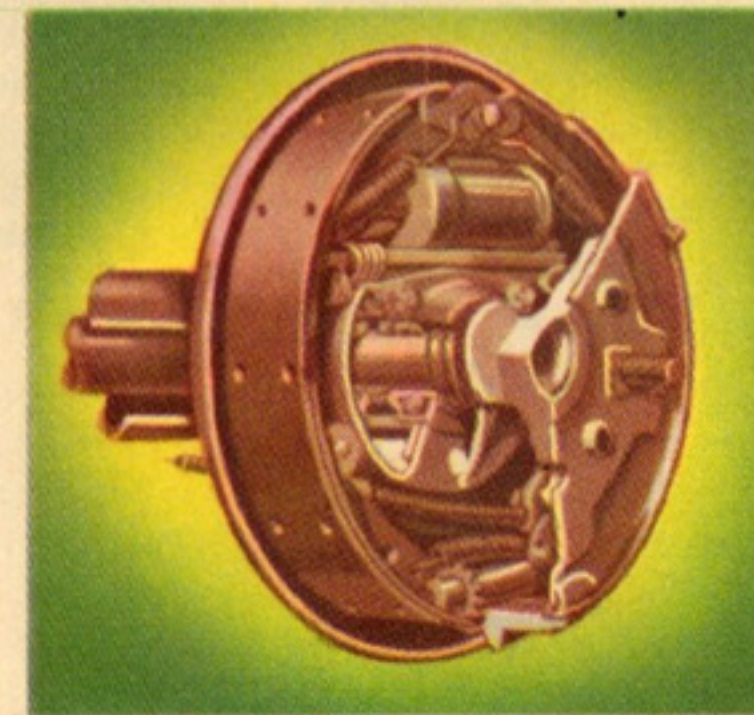
SHOCK ABSORBERS

Hydraulic, airplane-type shock absorbers, front and rear, are double-acting. Permanently sealed, eliminating periodic filling and adjusting.



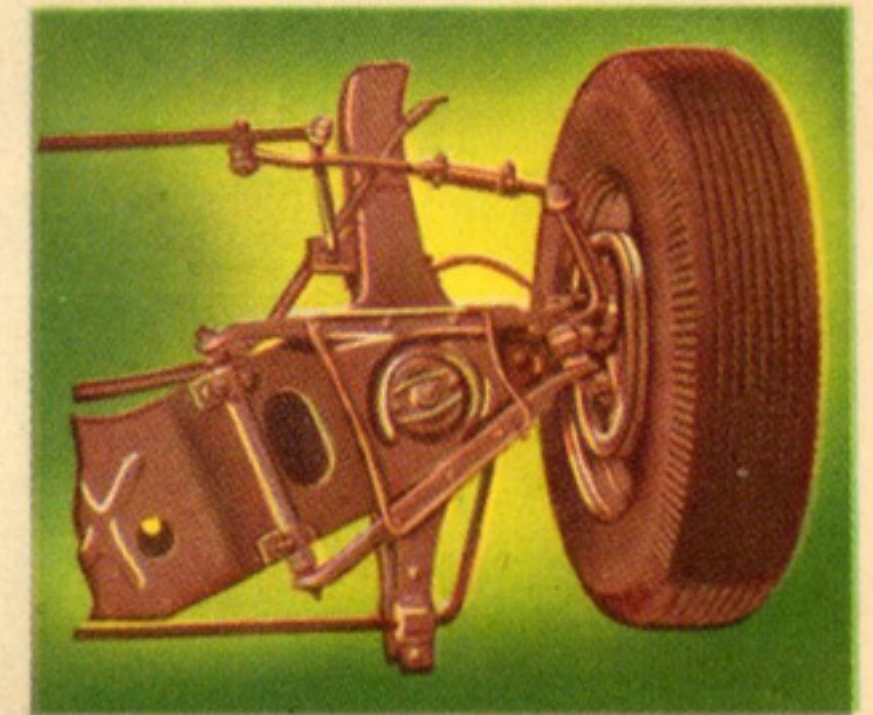
REAR SPRING SUSPENSION

Long, semi-elliptic, leaf-type rear springs are mounted parallel to the frame to give extra riding comfort. Impregnated inserts between tips of upper leaves and rubber bushings in shackles and brackets eliminate the need for lubrication.



HYDRAULIC BRAKES

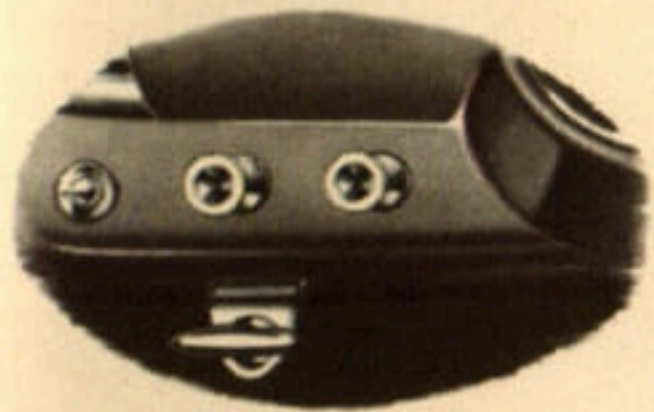
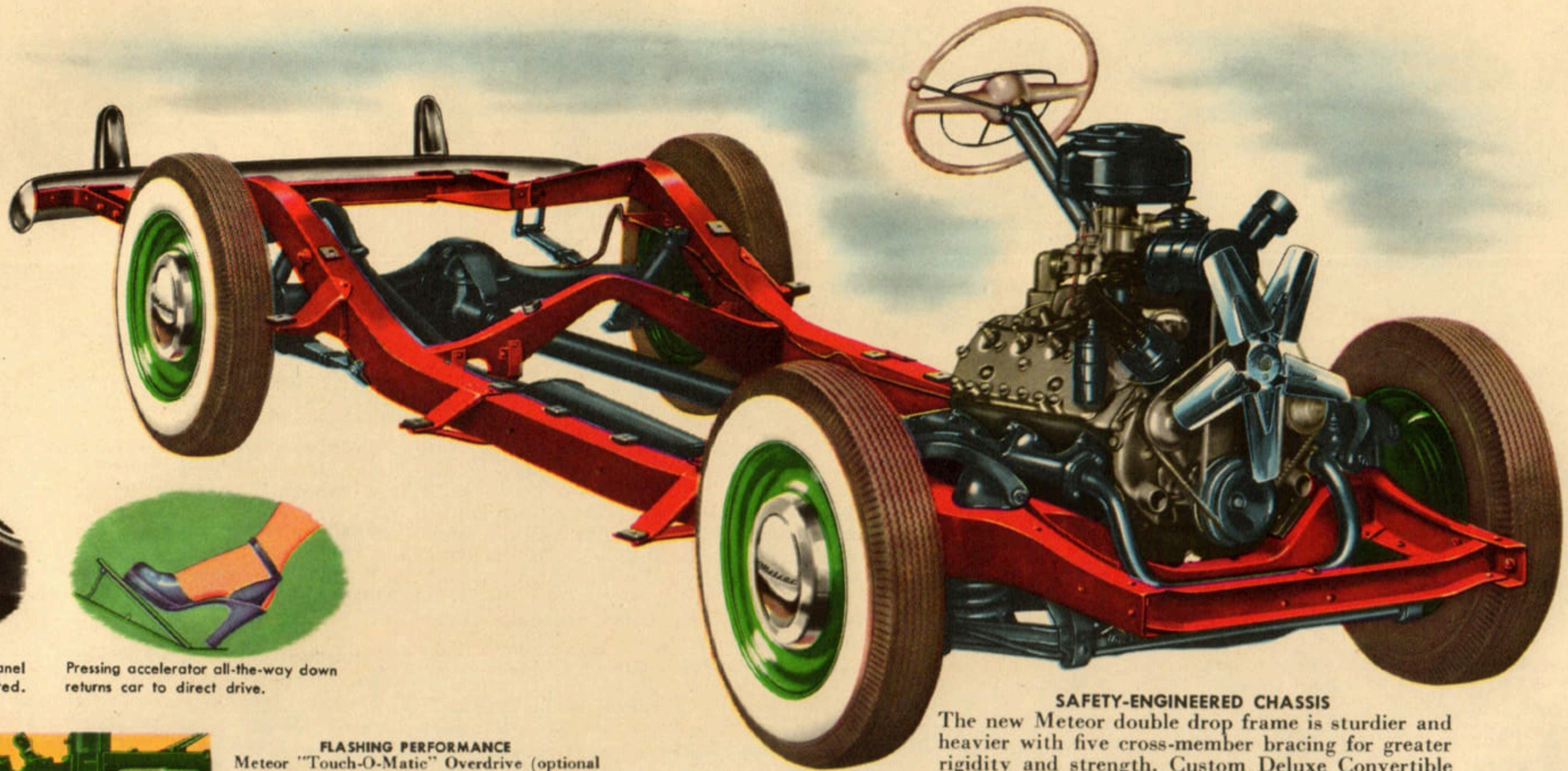
Fully self-energizing, "Duo-Servo" type which make maximum use of vehicle movement for easier brake application and safe, straight line stops.



BALANCED STEERING LINKAGE

Straight-line steering on rough roads and in cross winds is a result of Meteor's self-centering, symmetrical steering linkage stabilizer bar for more positive control.

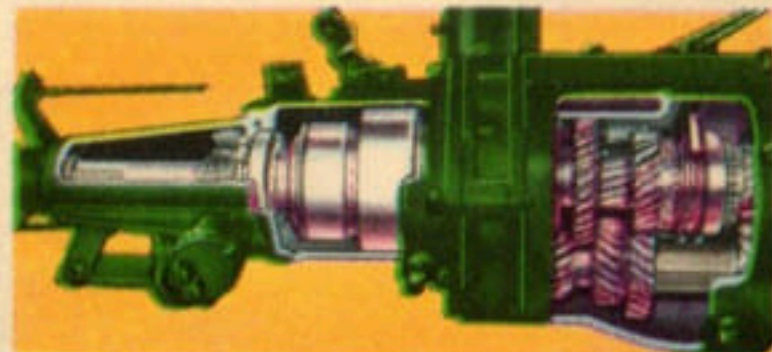
RUGGED STURDY CHASSIS—BRILLIANT POWER PLANT



Special handle on instrument panel locks out overdrive when desired.



Pressing accelerator all-the-way down returns car to direct drive.



FLASHING PERFORMANCE

Meteor "Touch-O-Matic" Overdrive (optional at extra cost) provides an extra fourth speed cruising gear. The momentary release of the accelerator at approximately 27 m.p.h. engages the overdrive and engine speed is reduced 30% while car speed remains the same. Savings up to 15% in gasoline.

SAFETY-ENGINEERED CHASSIS

The new Meteor double drop frame is sturdier and heavier with five cross-member bracing for greater rigidity and strength. Custom Deluxe Convertible Club Coupe has four-cross-member frame with "X" bracing for additional strength. Custom Deluxe Station Wagon has box-section side rails extended to rear end of frame for greater rear end loads.



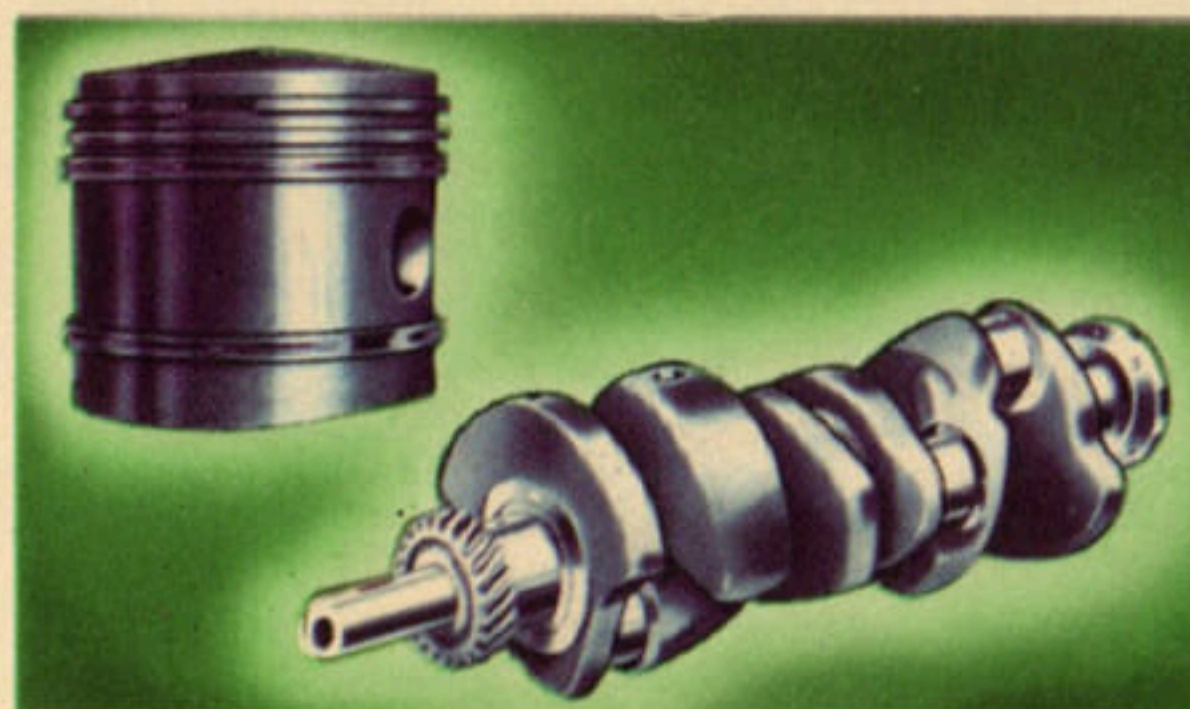
HYPOID REAR AXLE

Pinion is placed well below centre of ring gear for quiet, smooth operation. Drive line is lowered, reducing tunnel height in rear compartment.



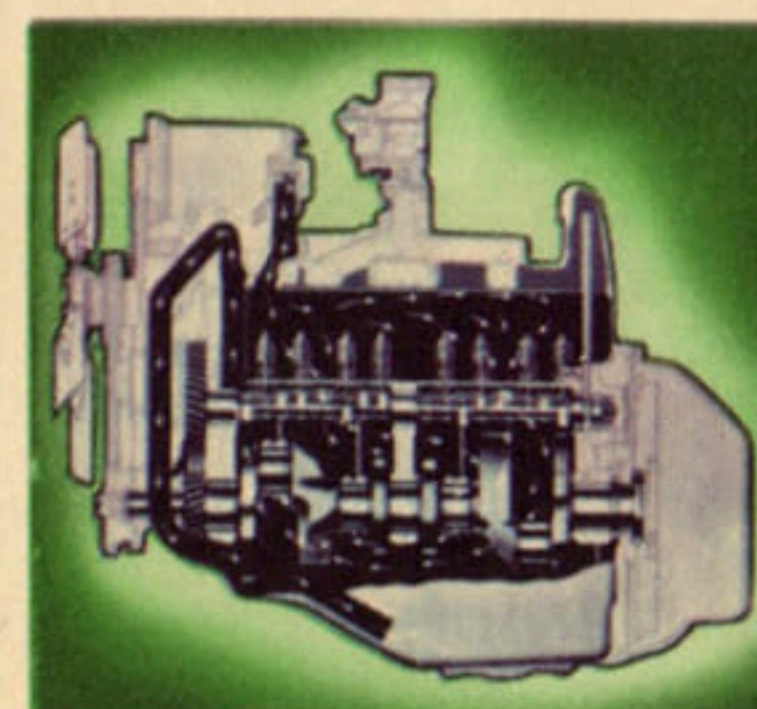
LOADOMATIC IGNITION

Automatic ignition control for every speed and load. Distributor is angle-mounted at top of engine for quick, easy servicing.



4-RING PISTONS—RIGID, CAST STEEL CRANKSHAFT

Aluminum alloy pistons with 4-rings for positive oil control and improved compression seal. Cast steel crankshaft fully counterweighted and accurately balanced reduces vibration. Smoother, quieter engine performance.



CRANKCASE VENTILATION

Continuous circulation of clean air entering through oil filler cap, exhausting through the road draft tube. Removes corrosive and sludge forming vapours.



EQUA-FLO COOLING

Coolant circulated through every part of the system results in uniform temperature throughout the engine. Recirculation by-pass provides speedy warm-up.

Be miles ahead with a **NEW**

Meteor

SPECIFICATIONS

GENERAL

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—196.8 in., Station Wagon—208.0 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.

CAPACITIES: Fuel tank capacity, Imp. Gal. 14, Station Wagon—15½; Crankcase oil capacity, normal refill—7 pts., when filter element is changed—9 pts.; Cooling system capacity, qts.—no heater—17 qts., with heater—18 qts.; 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.

ENGINE: Type—L-head, 90° "V"; No. cylinders—8; Bore x stroke—3¾" x 3¾"; Piston displacement—239.4 cu.in.; Taxable horsepower—32.5; Max. brake horsepower—100 @ 3600 r.p.m.; Compression ratio—6.8 to 1.

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 re-inforced; Type of side rails—box section; Side rail cross section—4" deep x 3¾" wide.

CLUTCH: Type—Semi-centrifugal, dry, single plate; Outside diameter—9.5 in.; Total frictional area—85.2 sq.in.

TRANSMISSION: Type—Three-speed, silent-type helical gears with blocker type synchronizer for smooth, quiet shifting. Easy-acting, semi-centrifugal, single, dry-plate clutch, low pedal pressure.

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

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.

METHOD OF PROPULSION: Hotchkiss drive for smooth starts and stops.

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 Wagons: Standard, 3.91 to 1; with overdrive, 4.27 to 1.

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, standard; 6.00 x 16 4-ply tires 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 Station Wagon only.

BODY

APPOINTMENTS AND HARDWARE: Push-button exterior door handles, rotary latches; safety pull-up type interior handles. Ignition key unlocks either front door even when locked from inside. Door locks designed to prevent locking of doors with keys inside. On Custom Deluxe models, bright metal belt molding, spring-wound clock on instrument panel.

UPHOLSTERY:—Deluxe models—choice of grey and rust stripe mohair or tan and blue-brown stripe broadcloth. Custom Deluxe models in grey and rust stripe mohair or blue-grey and blue stripe broadcloth. Convertible Club Coupe—choice of chartreuse and black, red and black, light and dark brown genuine and art leather combinations. Station Wagons in light and dark brown leather combinations.

BODY COLOURS:—Plain Enamels—Black, Sheridan Blue, Forest Green, Palisade Green, Dover Grey, Alpine Blue. Metallic enamels (at extra cost)—Bimini Blue, Cambridge Maroon, Maywood Green. Two-tone combinations (at extra cost)—Dune Beige and Penrod Tan, Dover Grey and Forest Green, Palisade Green and Forest Green. Additional convertible colours—Matador Red Metallic, Sportsman Green.

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MERCURY - LINCOLN - METEOR DIVISION

FORD MOTOR COMPANY OF CANADA, LIMITED

WINDSOR, ONTARIO



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