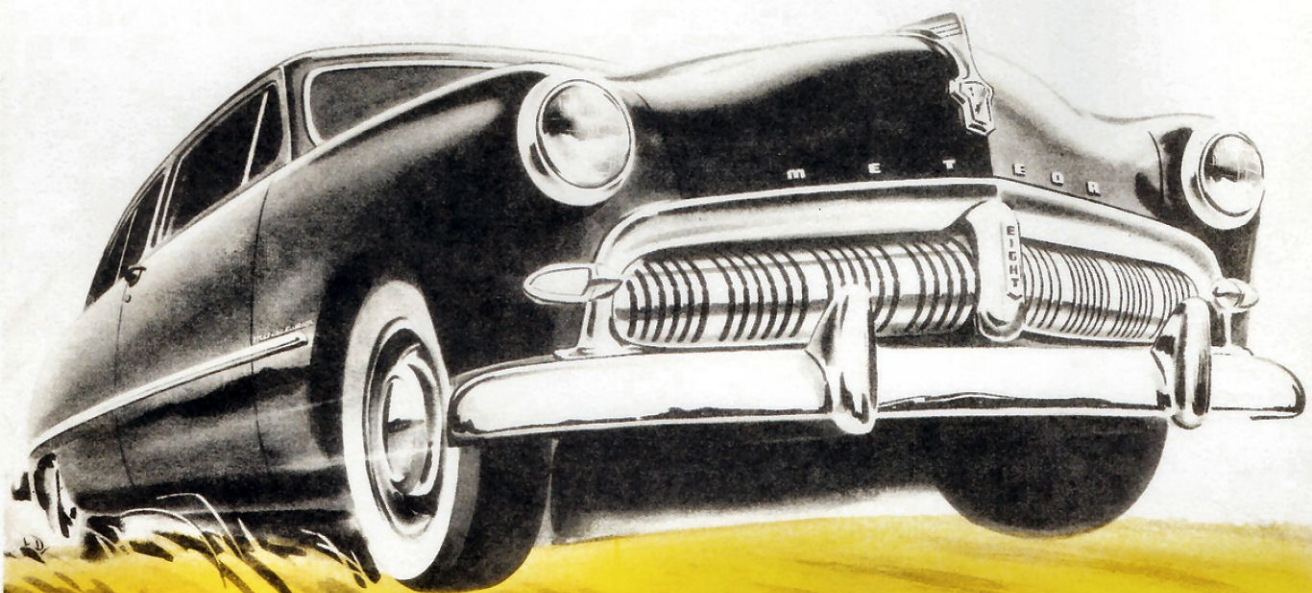


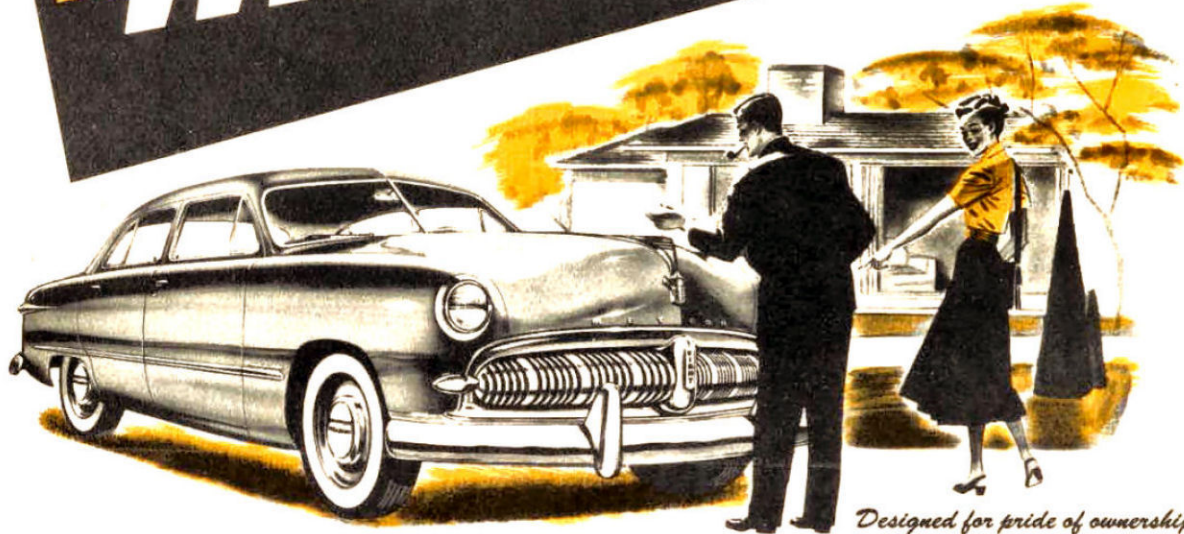
# Look

**WHAT'S HIT THE  
LOW PRICE FIELD**



# ***Meteor.***

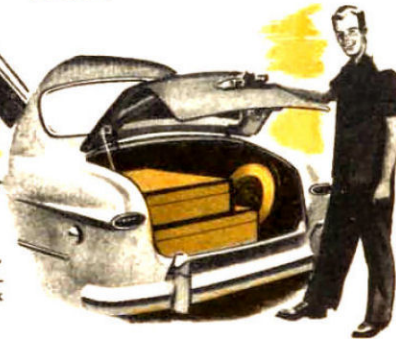
# Meteor



*Designed for pride of ownership...*  
beautiful to look at . . . wide and low to the ground . . . elegant grace added to surging power . . .



*Designed for deep-down comfort...*  
great wide Meteor seats . . . all-round "observation-car" view . . . "baggage-car" trunk capacity . . .

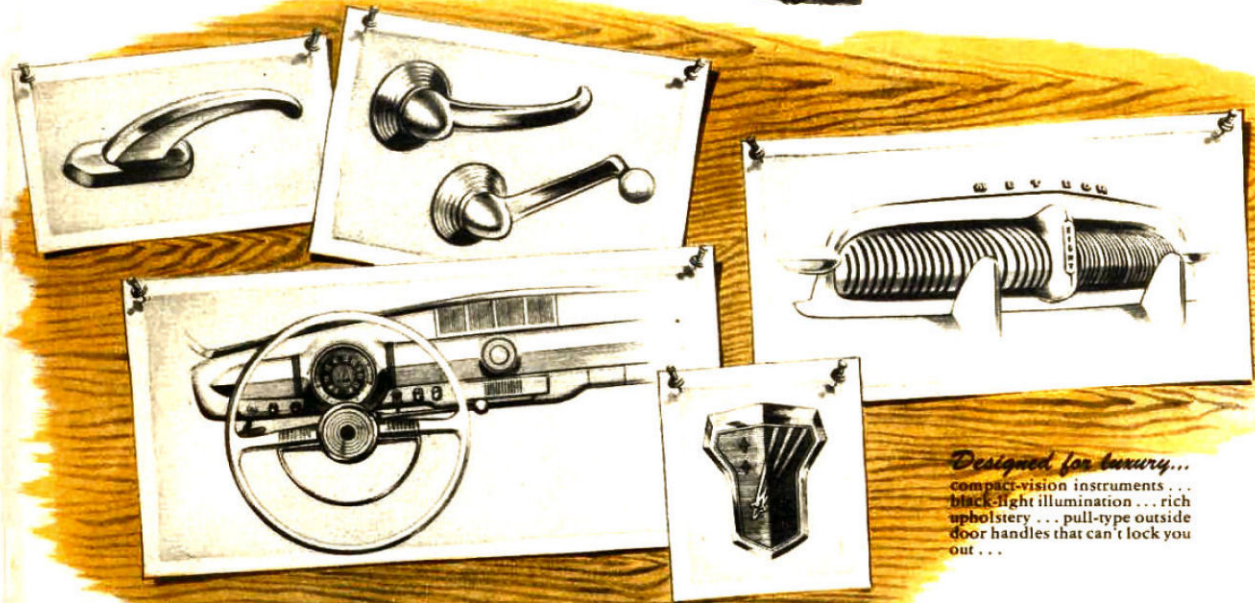


*Designed for smooth level rides...*  
perfect seating position in the comfort-zone between the wheels . . . soft-acting springs float you over highways or dirt roads . . .



## Hits the LOW PRICE FIELD!

*Designed for action...*  
flashing getaway . . . effortless  
loading . . . reserve power for  
instant action . . . 100 Hp.,  
V-type, 8-cylinder engine . . .



*Designed for luxury...*  
compact-vision instruments . . .  
black-light illumination . . . rich  
upholstery . . . pull-type outside  
door handles that can't lock you  
out . . .

## ... designed for YOU!

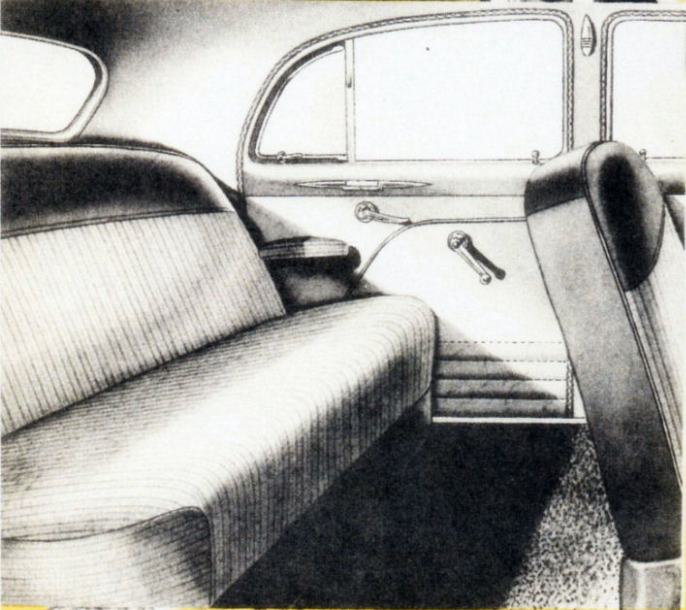
1949  
Custom Models

# Meteor

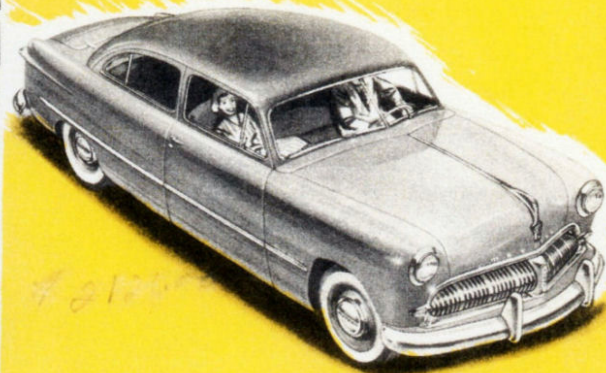
1949  
DeLuxe Models



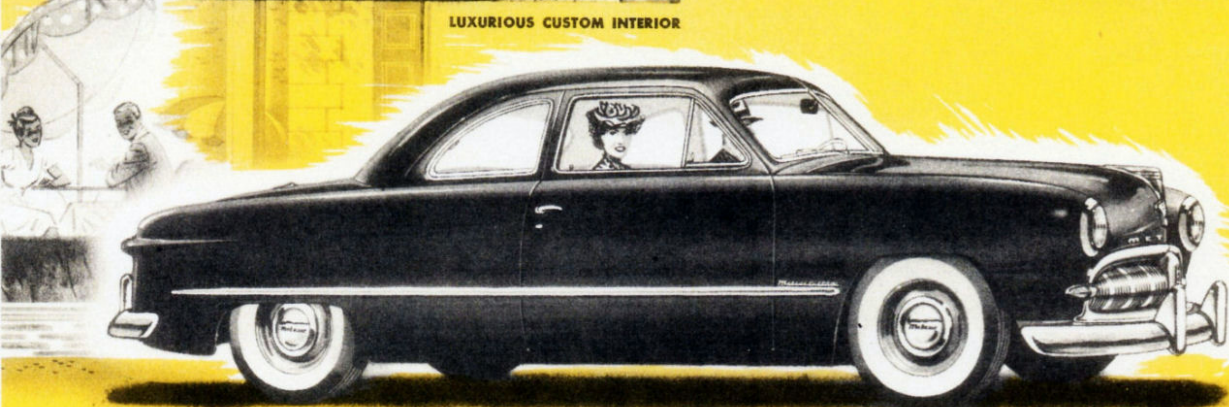
CUSTOM FOUR-DOOR SEDAN



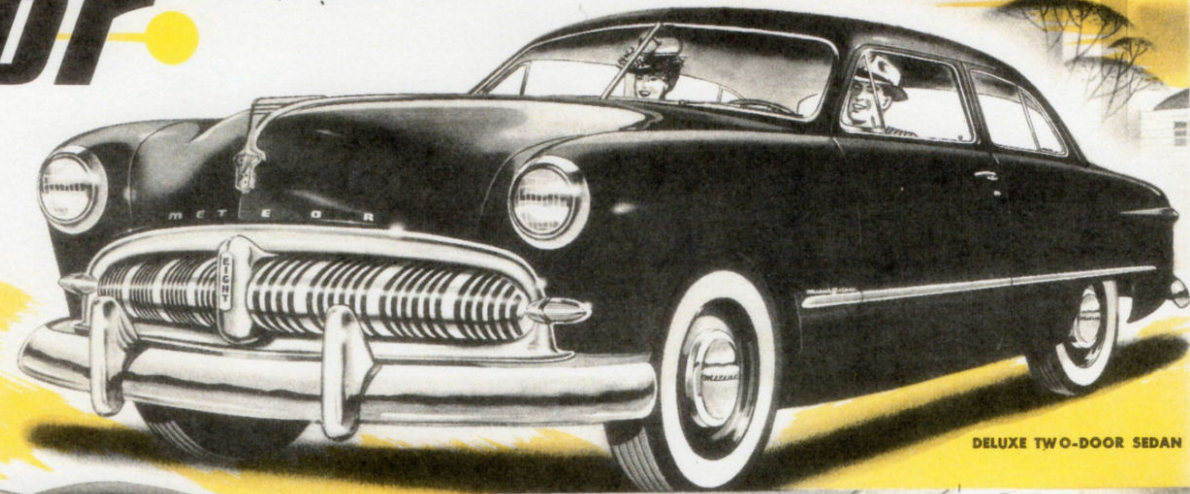
LUXURIOUS CUSTOM INTERIOR



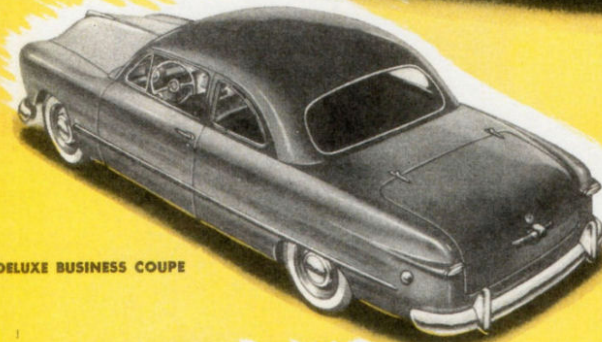
CUSTOM TWO-DOOR SEDAN



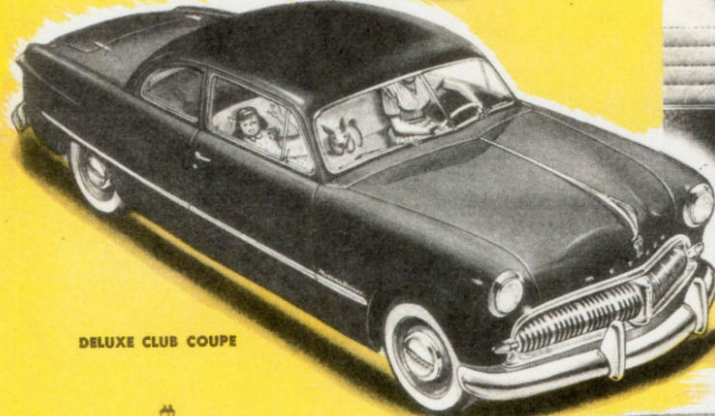
CUSTOM CLUB COUPE



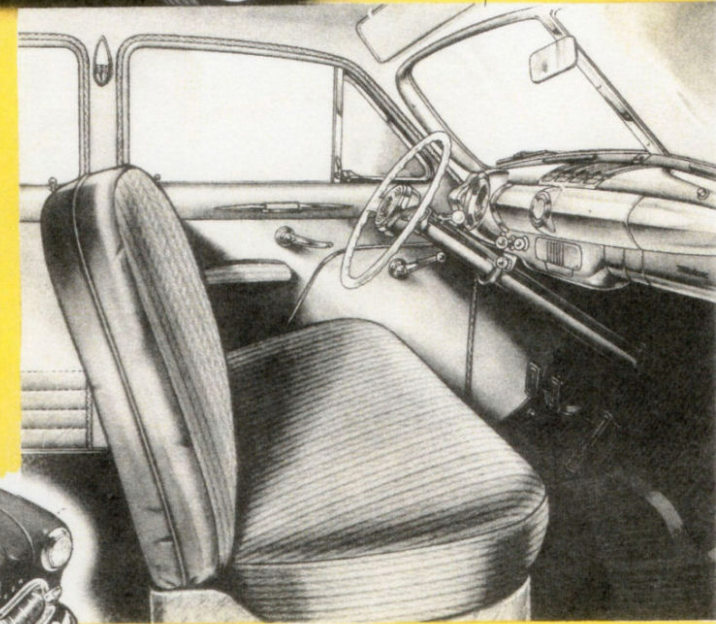
DELUXE TWO-DOOR SEDAN



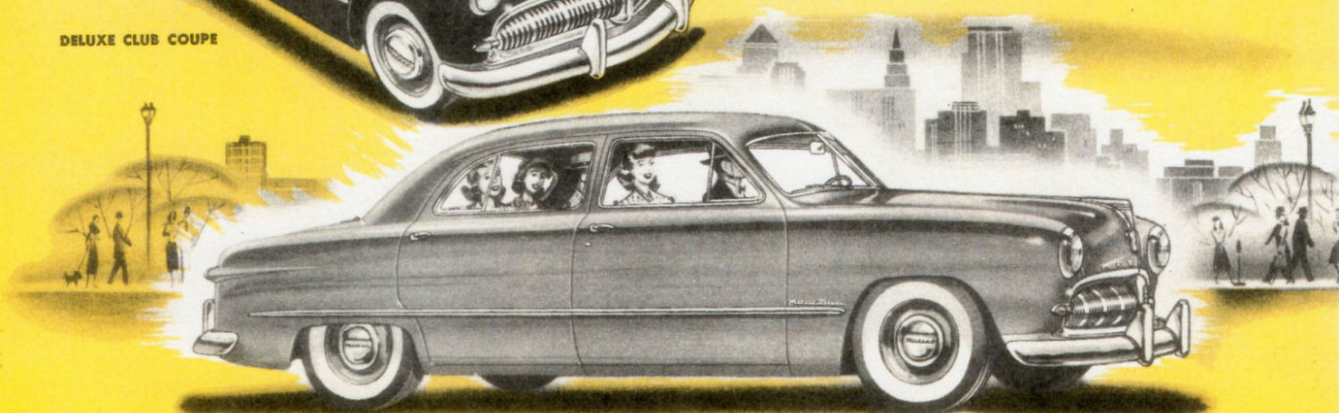
DELUXE BUSINESS COUPE



DELUXE CLUB COUPE



RICH DELUXE INTERIOR



DELUXE FOUR-DOOR SEDAN

# Meteor. Autoguid



**1. Q:** What has the Meteor got that a Rajah would like to have?

**A:** More vision in every direction. Meteor gives you up to 20 square feet of safety glass or 54% more all-round vision than an average car.



**2. Q:** Why does Meteor remind you of a balmy day?

**A:** Because you can always be sure of plenty of fresh air. Fresh air is constantly circulated under slight pressure from both sides of the front of the car.



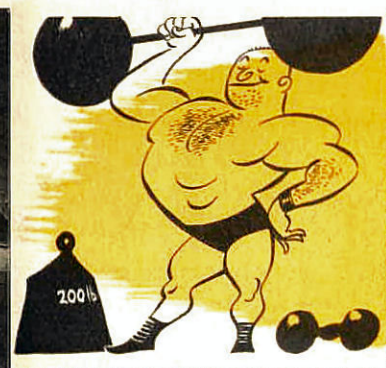
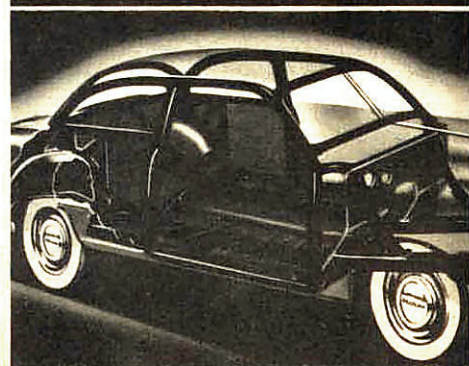
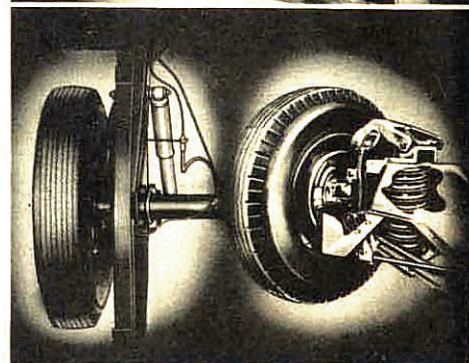
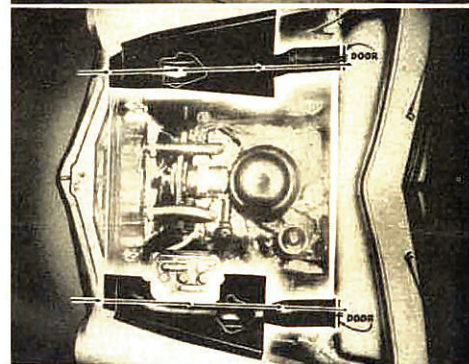
**3. Q:** Why does a Meteor remind you of a kindly cat?

**A:** Because it "steps gently" over obstacles. The front wheels are independently suspended on coil springs and rear wheels have extra long, soft parallel springs. You ride over obstacles without disturbing the level of the car.



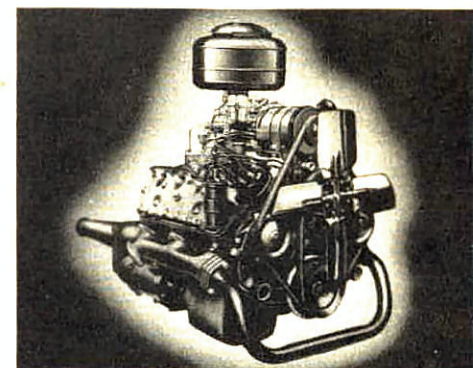
**4. Q:** Why does Meteor remind you of an armoured car?

**A:** Because they both give you the best possible protection and safety. You are protected by an all-steel welded hinge-type body, safety glass all-round.



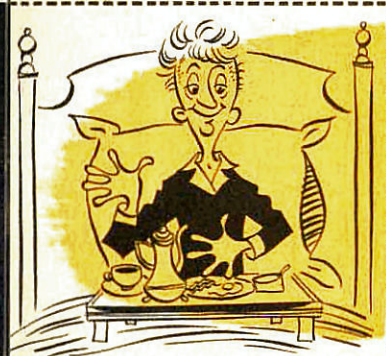
**5. Q:** Why does the Meteor remind you of a champion weight lifter?

**A:** Because they both have power to spare. Meteor's 100 Hp., V-type, 8-cylinder engine with a high power-to-overall-weight guarantees spectacular performance.



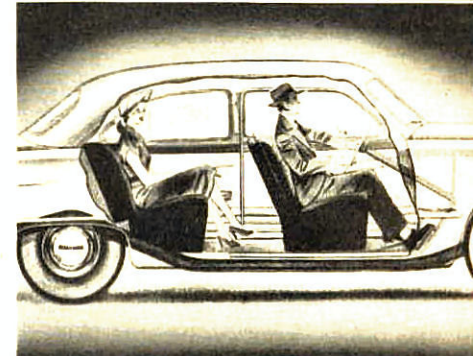
**6. Q:** What is there about a Meteor which makes you think of a light switch?

**A:** It's just as easy to operate. New shock proof steering and low centre of gravity for a steady ride. Instruments grouped for easy vision with "black light" illumination. Big oversize brakes controlled with a touch of the toe.



**7. Q:** Why does a Meteor remind you of breakfast in bed?

**A:** Because it is just as comfortable. The seats are cradled in the "comfort-zone" between the wheels. Rear seat is a full five feet across and front seat is almost as wide.



**8. Q:** Why does the Meteor make you think of a mathematical baker?



FOR THIS ANSWER  
*Turn the Page*

# Because Meteor.

## GIVES YOU EXTRA VALUE

(BAKER'S DOZEN VALUE)

### HERE IS THE PROOF...

#### ENGINE

**RATING**—V-type, 8-cylinder engine develops 100 hp. at 3600 r.p.m. Maximum torque 180 foot pounds at 1850 r.p.m. Bore, 3 1/4 in.; stroke, 3 3/4 in.; total displacement, 239 cubic in.; taxable horsepower, 32.5. Three-point rubber mounting. Aluminum cylinder heads. Compression ratio, 7.2 to 1. Rigid, cast-steel, counter balanced crankshaft with three wide bearings. Four-ring, oil-saving, heat-treated aluminum-alloy pistons. Two compression and two oil rings. Alloy steel exhaust valve seat inserts for long life. One-piece valve guides. Top-mounted accessories for easy servicing.

**LUBRICATION SYSTEM**—Forced feed to all main, connecting-rod and camshaft bearings. Gear-type oil pump. Oil filter. Positive crankcase ventilation to reduce oil contamination and engine sludging. Oil capacity, 9 pints.

**FUEL SYSTEM**—Dual downdraft carburetor. Large diameter fuel lines to eliminate possibility of vapour lock. Camshaft-driven, diaphragm-type fuel pump. Oil bath air cleaner. Fuel tank capacity, 14 gallons.

**COOLING SYSTEM**—Series-flow system circulates all coolant through block and forward through cylinder heads—for uniform cooling and longer life. Two high-velocity water pumps. Oil is warmed in cold weather and cooled on long drives or in hot weather by long water jackets. Coolant capacity, 17 quarts.

**ELECTRICAL SYSTEM**—Loadomatic distributor with vacuum-controlled automatic spark advance—single-breaker design, angle-mounted for accessibility. Air-cooled, shunt-wound, high capacity generator. Battery, 17-plate, 100-ampere hour.

#### CHASSIS

**FRAME**—Heavy steel, cold-riveted arc welded. Box girder frame of double-drop design has five cross members, making possible lower centre of gravity and providing twist-resistant lateral bracing. 4 in. x 3 3/4 in. box section, side rails, with continuous weld from front suspension cross member to back of rear axle.

**FRONT SUSPENSION**—Independently suspended front wheels have helical, alloy-steel coil springs with double-action, telescopic hydraulic shock absorbers mounted inside the coils for protection. Front end stabilizer—a one-piece bar mounted in rubber at the frame and at lower suspension arm—reduces body lean.

**REAR SUSPENSION**—Extra-long, strong, semi-elliptic leaf springs are mounted parallel to frame. Inserts between leaves and rubber bushings at shackles and brackets make lubrication unnecessary. Double-action, telescopic type hydraulic shock absorbers reduce vertical shock.

**BRAKES**—Duo-servo type, four-wheel hydraulic brakes. Self-energizing action requires minimum pedal pressure. Quick, straight-line stops. Cable-operated parking brakes on rear wheels.

**STEERING**—Balanced steering is provided by worm and roller with an idler cross shaft linkage. Road shock minimized. Gear ratio 17.7 to 1. Steering wheel 18 inches in diameter.

**CLUTCH**—Easy-acting, semi-centrifugal, single, dry-plate clutch. Low pedal pressure. Throw-out bearing and pilot-bearing permanently lubricated.

**TRANSMISSION**—Three-speed type, equipped with silent-type helical gears. Block type synchronizers provides smooth, quiet shifting.

**HYPOID REAR AXLE**—Permits lower floor and means quieter operation and longer gear life. Lightweight, extra-strong banjo-type housing. Hub flange and axle shaft are integral. Wheel bearings permanently lubricated. Axle ratio 3.73 to 1.

**HOTCHKISS DRIVE**—All driving and braking forces transmitted through rear springs for smooth starts and stops. Eliminates "hump" in floor and reduces unsprung weight.

**WHEELS AND TIRES**—Wide-base full drop-centre rims on ventilated steel disc wheels. 6.00x16 4-ply balloon tires. 6.70x15 4-ply extreme low pressure tires and white sidewall tires optional at extra cost.

**WHEELBASE**—114 in. Tread, front and rear, 56 in. Approximate curb weight, 3200 lbs. Road clearance, 7.57 in. (loaded).

#### BODY

**CONSTRUCTION**—Rigid, heavily-reinforced, all-steel welded "life protector" body provides real security. Bolted to frame at 22 points to form a solid unit. Insulated against noise, dust, heat and cold. Doors are double panel construction with continuous flowline from fender to fender. Large, roomy trunk has more than 19 cu. ft. of luggage space. Overall height from road to roof line, 63.08 in.; length, 197.21 in.; width, 72.63 in. Front seats, 57 in. wide; rear seats, 60 in. wide. Front seat adjustable through 4 1/4 in. range.

**"OBSERVATION-CAR" VISIBILITY**—Up to 20 square feet of window area. Rear window alone is 88% larger than has been usual. Narrow corner posts and centre pillars add to vision.

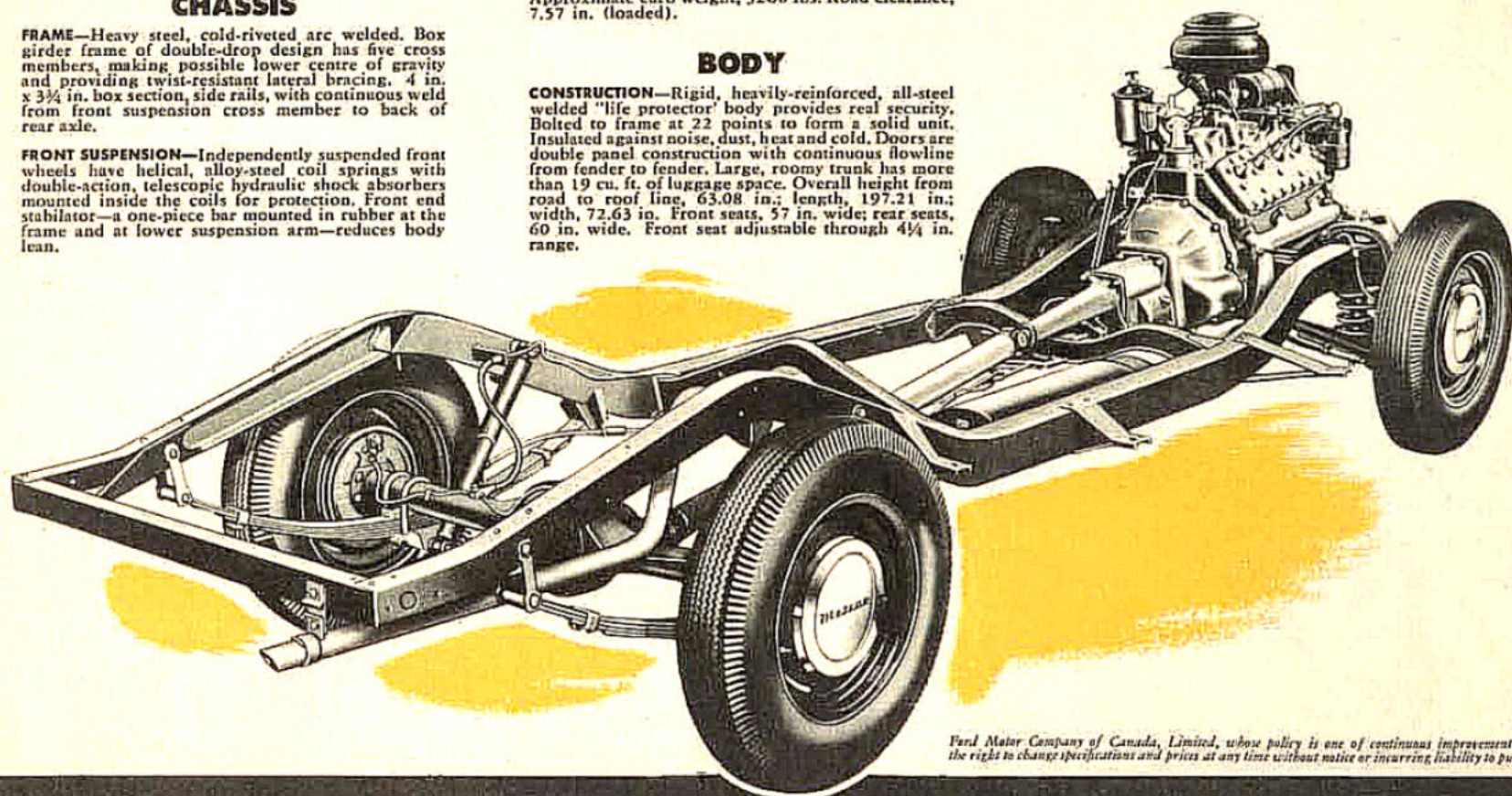
**FRESH-AIR VENTILATING SYSTEM**—Two ducts carry fresh air from behind grille—one outlet register supplying air to driver's side and the other to passenger side. Each register is provided with shut-off valve which is actuated by a control knob located one on either side of steering column.

**INSTRUMENT PANEL**—Control instruments are grouped directly in front of driver for "at-a-glance" reading. All instruments illuminated by soft, non-glare "black light". Ample glove compartment.

**HARDWARE**—Exterior door handles are pullout types with rotary latch. Interior handles specially designed so that they do not catch clothing. Doors cannot open accidentally, because interior handles pull up to open. Keys can't be locked in. Ignition key unlocks either front door, even when locked from inside.

**UPHOLSTERY**—Beautifully upholstered in choice of select, long-wearing fabrics. Blue-grey tweed broadcloth or blue-grey and red stripe mohair on Custom models. Green stripe broadcloth or green and red stripe mohair on Deluxe models.

**COLOURS**—Plain enamels: Black Colony Blue, Canyon Blue, Birch Grey, Arabian Green, Sea-Mist Green. Metallic enamels (at extra cost): Biscay Blue, Midland Maroon, Berwick Green. Two-tone combinations (at extra cost): Canyon Blue and Birch Grey; Colony Blue and Canyon Blue; Arabian Green and Birch Grey; Arabian Green and Sea-Mist Green.



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.



**MERCURY AND LINCOLN DIVISION**

FORD MOTOR COMPANY OF CANADA, LIMITED

WINDSOR, ONTARIO

