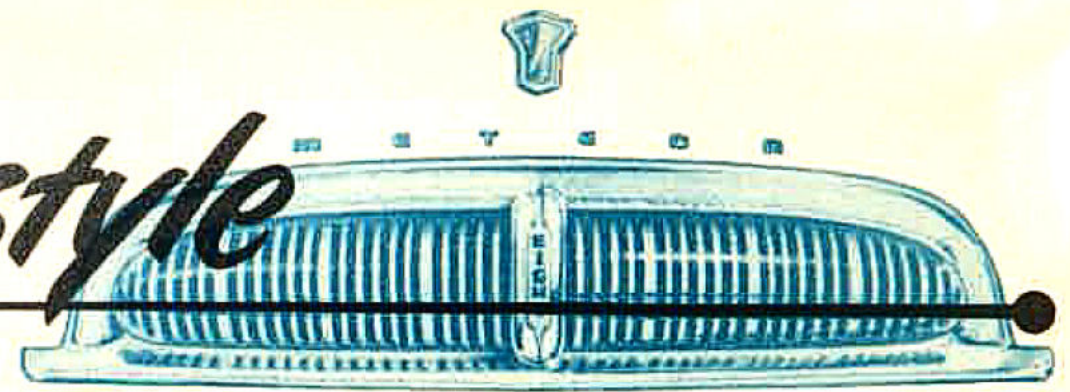


Be miles ahead with

Meteor

miles ahead in style



"Miles ahead in style"—that's what owners are saying about the new 1949 Meteor. Right from its spectacular introduction, Meteor's broad, handsome appearance has won admiration and instant acclaim everywhere—and kept it. And no wonder! From its swept-back sparkling grille to the graceful rear luggage deck, Meteor's trim, fleet lines are brilliant styling at its exciting best.

There's unbelievable luxury in Meteor's fashion-styled interior. Fabrics, durable and beautiful—colour schemes that are a joy to look at—exquisite appointments and fittings to give you more pleasure and comfort when you own and drive a Meteor.

See your Mercury-Lincoln-Meteor dealer for a demonstration ride. Then you'll agree that Meteor is miles ahead—in *everything*.

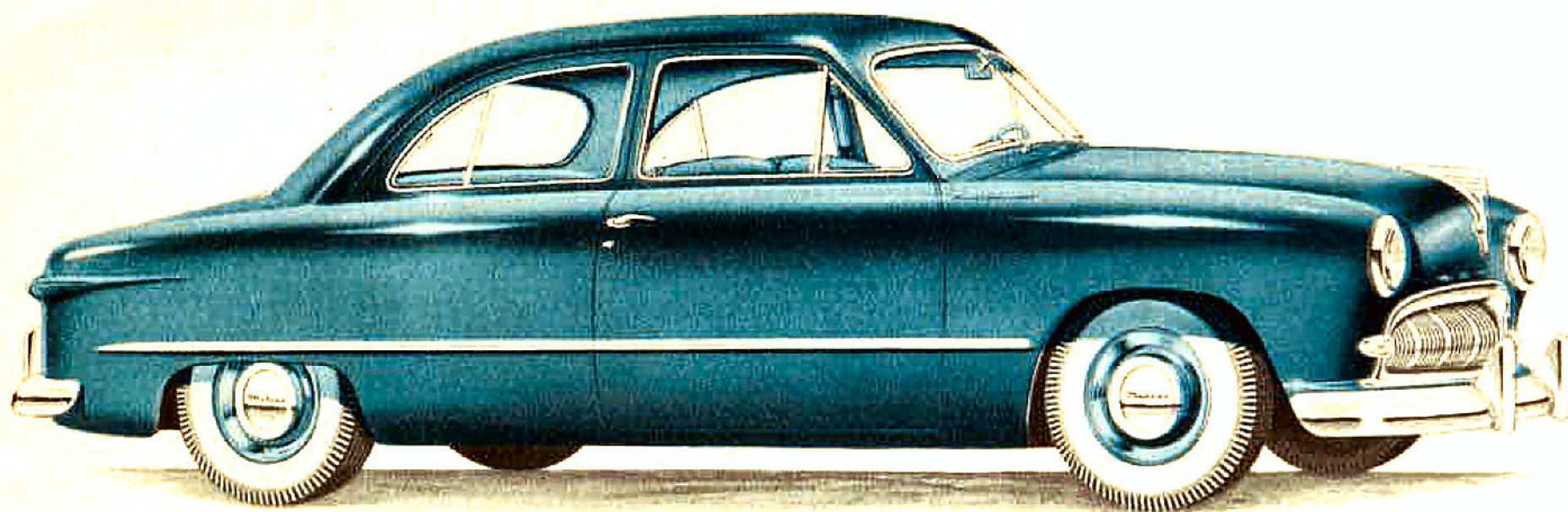
The Custom Series

METEOR CUSTOM FOUR-DOOR SEDAN



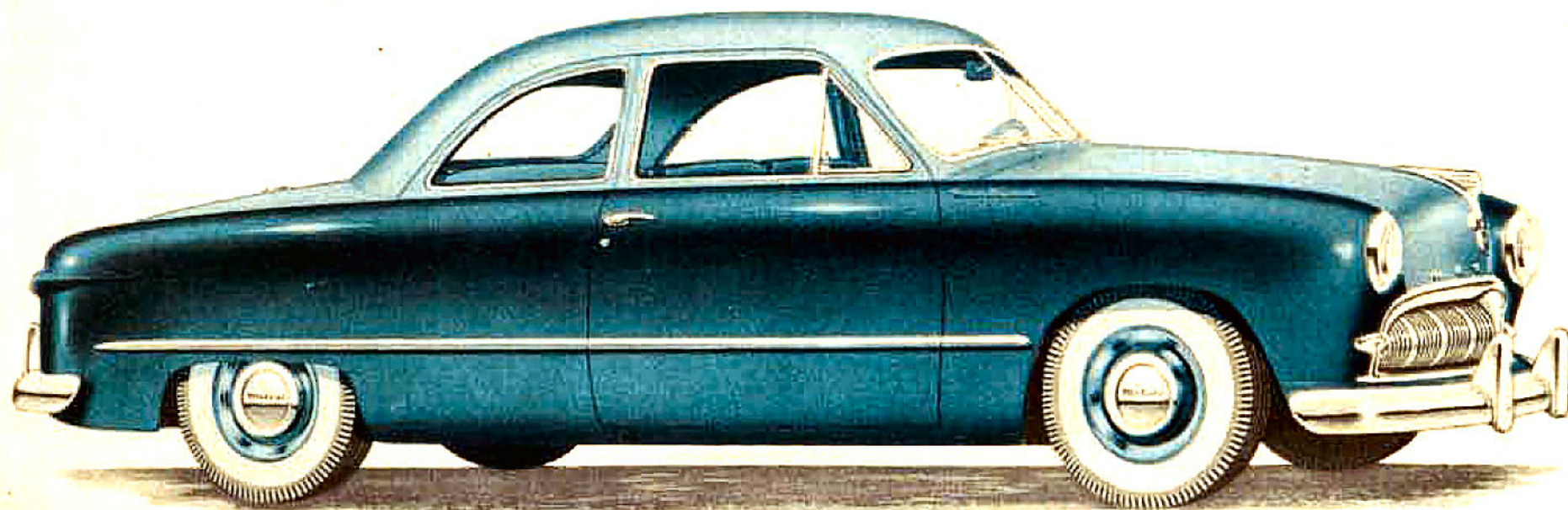
A star in styling and seating—four door convenience and room for six on deep, broad seats. And you'll appreciate its custom appointments—chrome trim on the windshield and rear window—dual sun visors—and other features for that extra touch of smartness.

METEOR CUSTOM TWO-DOOR SEDAN



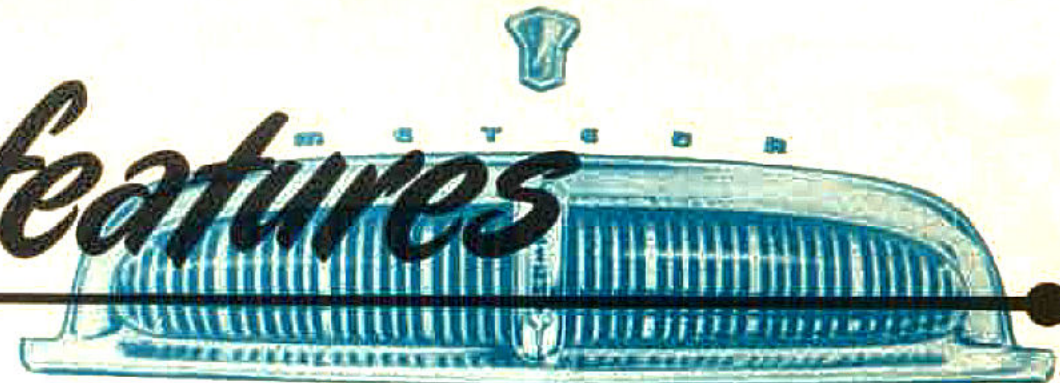
All the brilliant beauty of the Custom Four-Door with two-door safety that makes this the ideal family car. Plenty of room for six adults, and big, wide, swing-aside doors for easy access to the rear seat.

METEOR CUSTOM CLUB COUPE



Here's the Meteor model for the "front-seat" family who occasionally require sedan seating capacity for friends. The business man will find it practical too—there's ample room in the rear deck for sample cases and extra luggage.

miles ahead in features

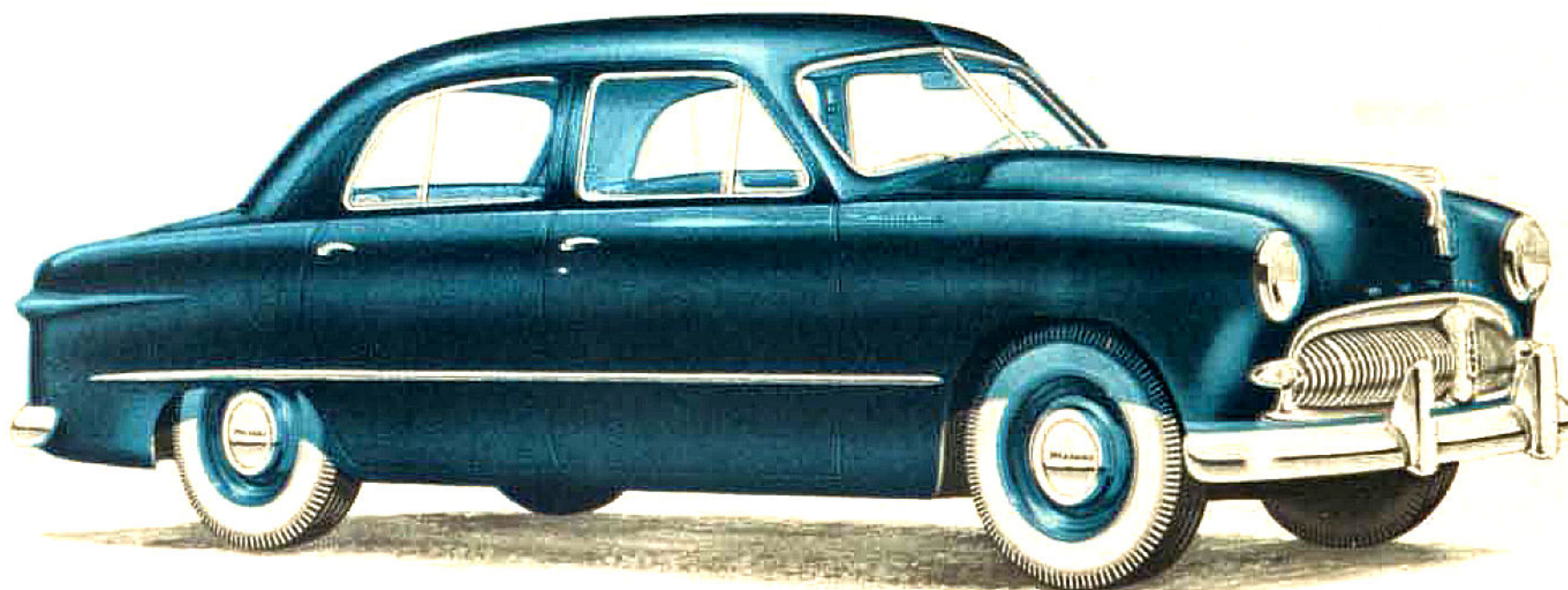


You'll find features galore in the new 1949 Meteor—and what's more they're road-tested and proved by millions of miles of driving. The first time you drive the Meteor, you'll be amazed by the way it handles, the way it rides and its road stability. All these are yours with Meteor—thanks to independent front wheel suspension on coil springs, parallel-to-the-frame rear springs, a low centre of gravity and balanced steering. You'll drive with confidence

because there's power reserve in the 100-Hp. V-type 8-cylinder engine, and you'll feel secure because there are oversize brakes to bring you to swift, sure stops. You'll discover a new measure of comfort when you ride on Meteor's broad, deep seats—cradled between the axles—refreshed by the built-in Ventilating System which supplies an abundance of fresh air and provides fresh, warm air when the Magic-Air Heater is installed.

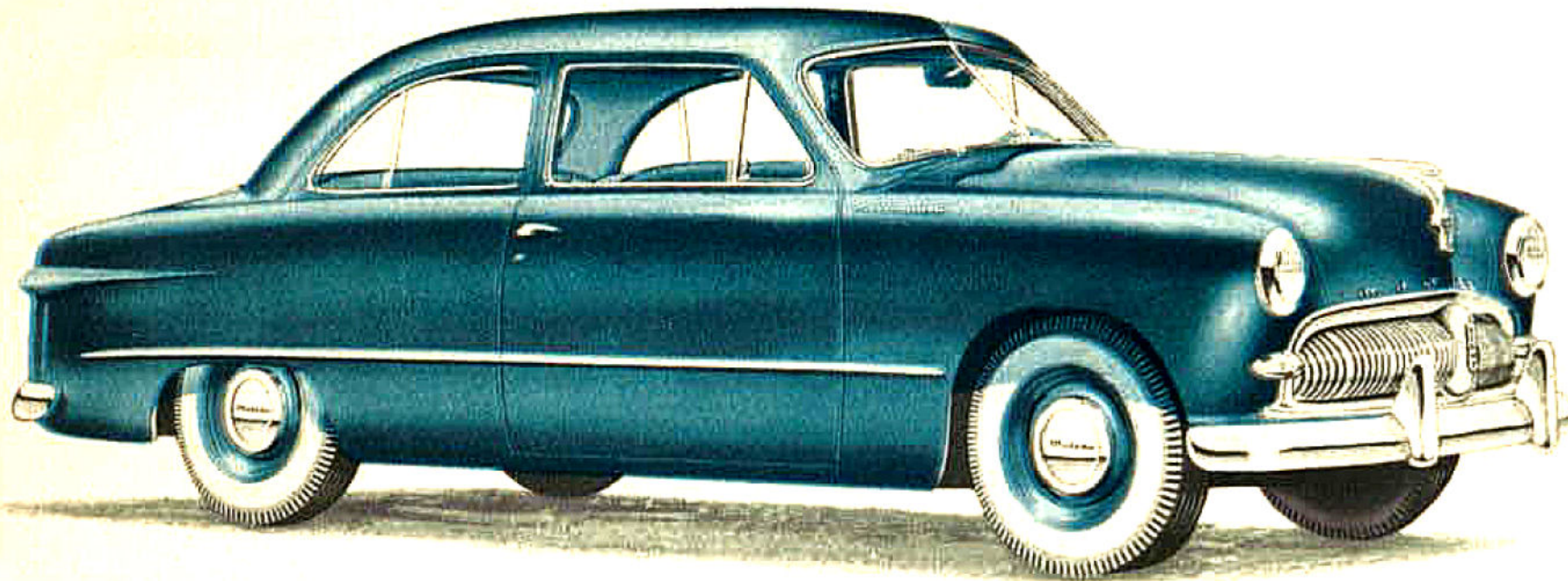
The De Luxe Series

METEOR DE LUXE FOUR-DOOR SEDAN



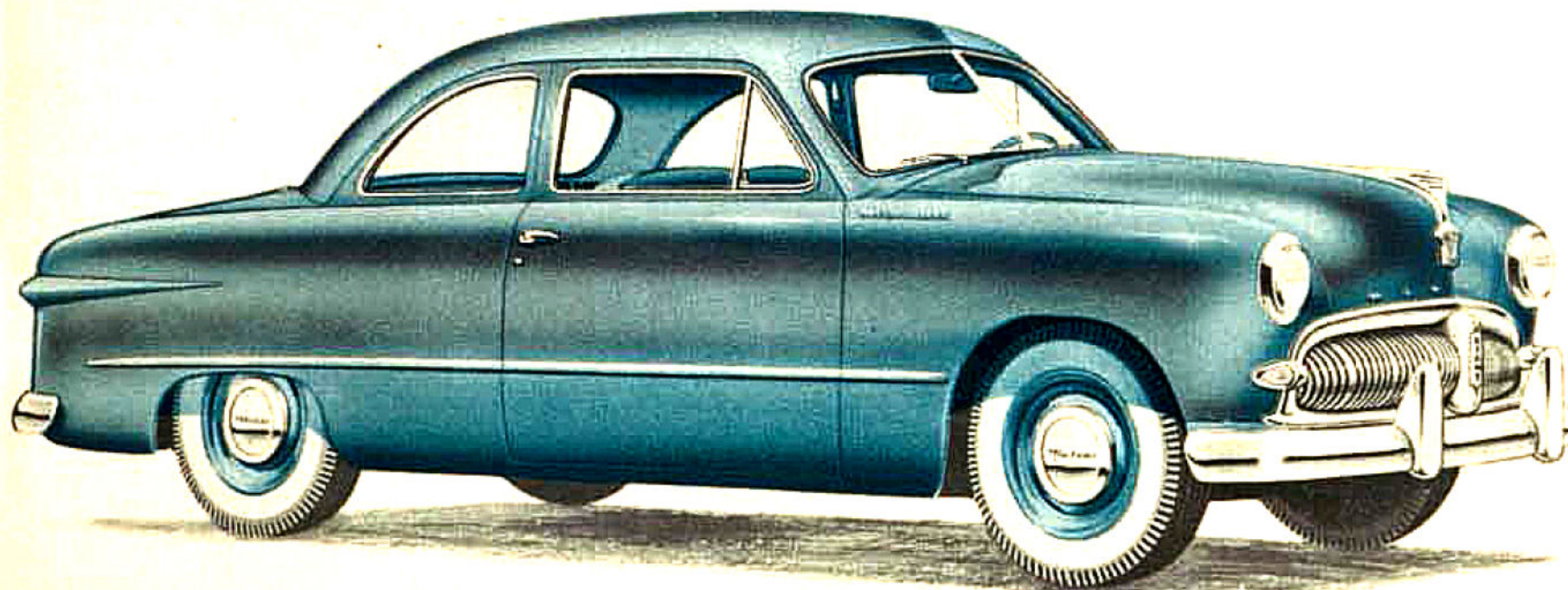
Meteor styling and quality are apparent in every line of the Deluxe Four-Door Sedan. There's four-door convenience and comfort for six big people on the deep wide seats. There's a choice, too, of twelve body colours and two colour schemes in long-wearing mohair and broadcloth upholstery.

METEOR DE LUXE TWO-DOOR SEDAN



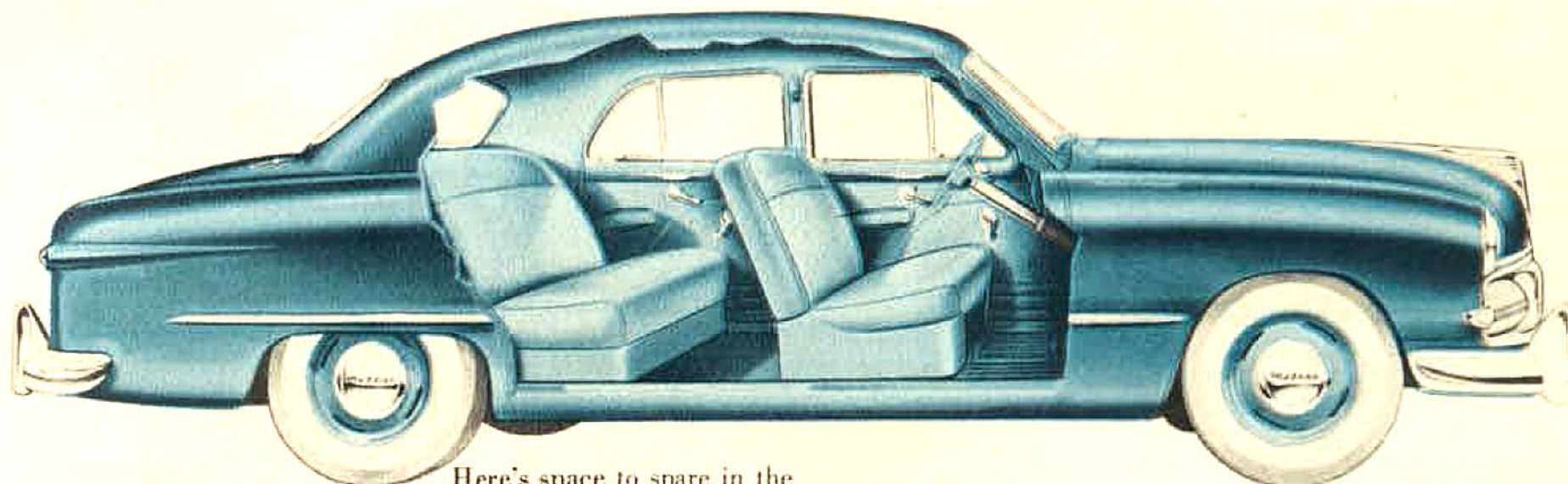
Inside, outside, the Meteor Two-Door Sedan will satisfy the most discriminating taste. Spacious interior and roomy luggage compartment combine to give you a practical car that meets family requirements. Wide doors permit easy access to rear seat.

METEOR DE LUXE BUSINESS COUPE



Built for the business man and for others who need extra room, the Business Coupe scores a plus with 28 cubic feet of space in the luggage compartment. And behind the seat there's an extra wide, deep compartment for good measure.

miles ahead in comfort



Here's space to spare in the roomy trunk to handle luggage for all your family. There's 19 cubic feet in the Two-Door or Four-Door Sedan—over 28 cubic feet in the Business Coupe.



Built-in Ventilating System. supplies fresh air through two air ducts with screened intakes behind the radiator grille. When used with the Magic-Air Heater the system provides fresh, warm air. Powerful booster defroster fan clears the windshield of ice, snow and sleet.



The new Meteor ride is really something—so smooth, so level, so downright comfortable. It's the "Comfort-Zone" ride—for seats are cradled between the front and rear wheels for smooth going. There are other reasons, too, why the Meteor ride has been acclaimed—there's independent front wheel suspension . . . longitudinal leaf springs in the rear . . . double-acting hydraulic shock absorbers all around . . . and deep broad seats for living room comfort.

Meteor Custom-Styled Accessories



RADIO—six-tube receiver with custom-built controls that blend in with the Meteor instrument panel. Tone control manual and push-button tuning.

SEAT COVERS—in rayon, nylon or plastized fibre, fade resistant with durable double stitched seams.



OUTSIDE VISOR—shields front seat from sun-rays, hood reflection and road glare.

MAGIC-AIR HEATER—for fresh, warm air heating with special control to allow air inside car to be recirculated through heater to shorten warm-up period. Powerful defroster fan.

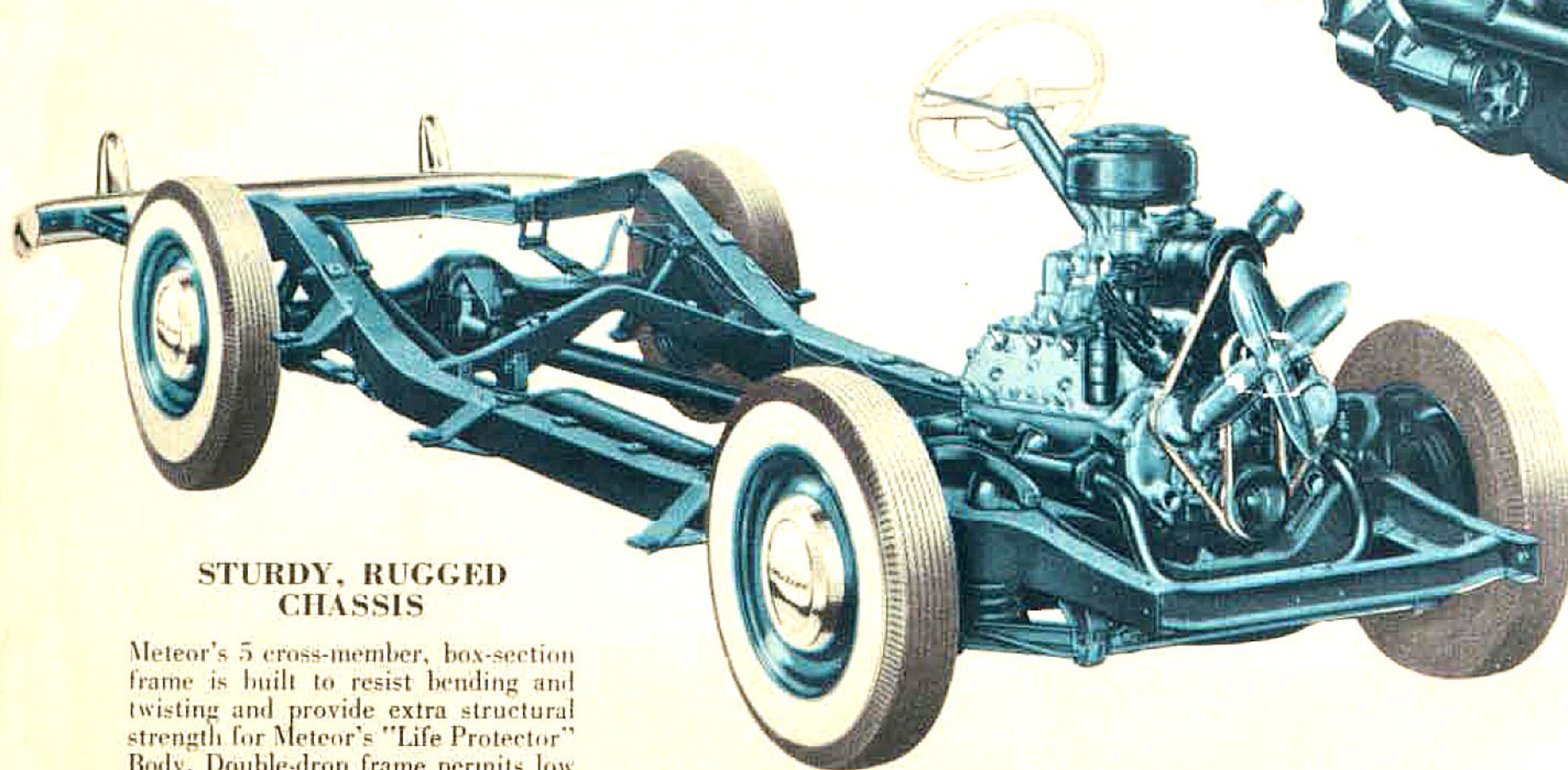
ROAD LAMPS—give added wide-beam visibility for extra night-driving safety in rain, snow, sleet or fog.



BACK-UP LAMP—for greater safety when backing up at night. Lights automatically when in reverse.

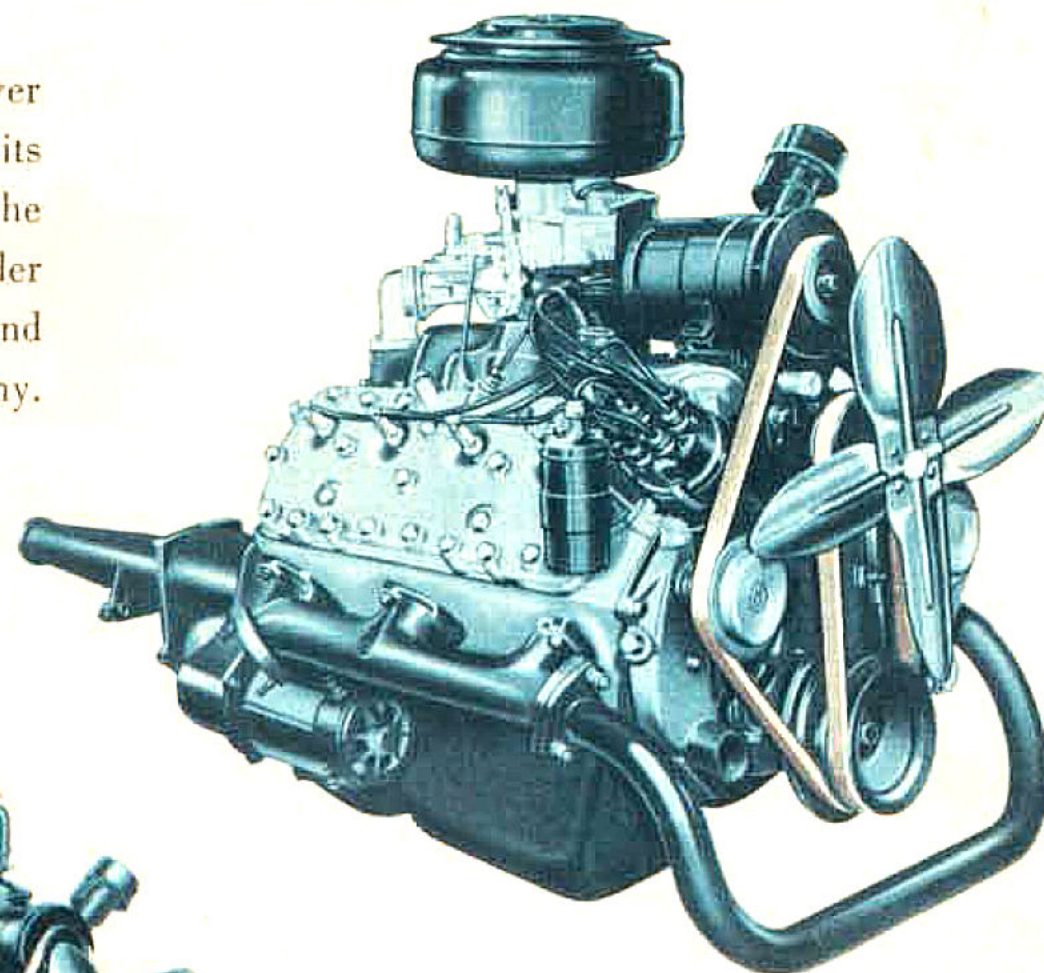
miles ahead in performance

When you get behind the wheel of the new 1949 Meteor you'll discover why owners are enthusiastic. Feel the smooth responsive power from its proven 100 Hp. V-type engine—feel how it handles so easily on the straight-away and on curves. Ask your Mercury-Lincoln-Meteor dealer about the "Life Protector" Body, front and rear spring suspension and other features that make Meteor *miles ahead* in performance and economy.



STURDY, RUGGED CHASSIS

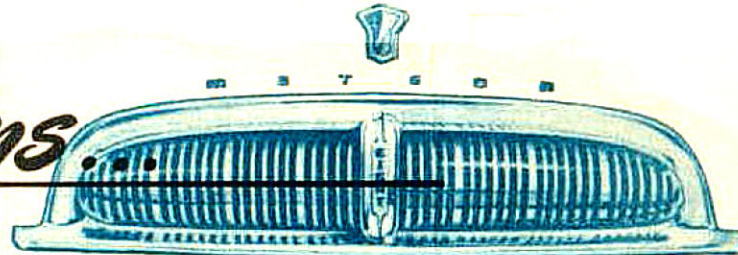
Meteor's 5 cross-member, box-section frame is built to resist bending and twisting and provide extra structural strength for Meteor's "Life Protector" Body. Double-drop frame permits low centre of gravity for greater roadability.



POWERFUL, ECONOMICAL ENGINE

There's lively performance and power to spare with Meteor's 100 Hp. V-type 8-cylinder engine. It gives you proven low-cost operation with "Equa-Flo" cooling, positive crankcase ventilation, Loadomatic distributor, 4-ring aluminum pistons, engine-top setting of accessories and 3-point "Equa-Poise" mounting.

specifications



ENGINE

Engine—V-type, 8-cylinder engine, 100 Hp. at 3600 r.p.m. Bore, $3\frac{3}{16}$ in.; stroke, $3\frac{3}{4}$ in.; taxable horse-power, 32.5. Three-point rubber mounting. Compression ratio, 6.8 to 1. Counter balanced crankshaft with three wide main bearings. Four-ring aluminum-alloy pistons. Alloy steel exhaust valve seat inserts for long life. Top-mounted accessories for easy servicing.

Lubrication System—Forced feed to all main, connecting rod and crankshaft bearings. Gear-type oil pump. Replaceable cartridge type oil filter. Positive crankcase ventilation. Oil capacity, 9 pints.

Fuel System—Dual downdraft carburetor. Oil bath air cleaner. Fuel tank capacity, 14 gallons.

Cooling System—Equa-Flo system circulates all coolant through block and forward through cylinder heads. Built-in water by-pass for rapid warm-up. Coolant capacity, 17 quarts.

Electrical System—Loadomatic distributor with automatic spark advance, angle-mounted for accessibility. Air-cooled, shunt-wound, high capacity generator. Battery, 17-plate, 100 amp. hour.

CHASSIS

Frame—Heavy steel, cold-riveted arc welded. Box girder frame of double-drop design has five cross members, providing twist-resistant lateral bracing.

Springing—Independent front wheel suspension with coil springs and double-action, telescopic hydraulic shock absorbers mounted inside coils. Extra-long, extra-strong, semi-elliptic rear springs mounted parallel to frame. Inserts make lubrication unnecessary. Double-action, telescopic type hydraulic shock absorbers reduce road shock.

Brakes—Hydraulic Duo Servo brakes with individual piston for each brake shoe. Self-energizing action requires minimum pedal pressure. Cable-operated parking brakes on rear wheels.

Steering—Balanced steering, worm and roller type with an idler arm and cross shaft linkage to minimize road shock.

Transmission—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.

Hypoid Rear Axle—Permits lower floor and quieter operation and longer gear life. 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.

Wheels and Tires—Wide-base, drop-centre rims on ventilated steel disc wheels, 6.00 x 16 4-ply tires, 6.70 x 15 4-ply extra low pressure tires, white sidewall tires and chrome wheel trim rings optional at extra cost.

Wheelbase—114 in. Tread, front and rear, 56 in. Road clearance, 7.57 in. (loaded).

White sidewall tires and chrome wheel trim rings optional at extra cost when available.

BODY

Construction—Rigid, heavily reinforced, all-steel welded "Life Protector" body. Overall height from road to roof line, 63.01 in.; length 196.8 in.; width, 72.08 in. Front seats, 57.5 in. wide; rear seats, 61 in. wide. Front seat adjustable through $4\frac{1}{4}$ in. range.

"Observation-Car" Visibility—Up to 20 square feet of window area. Rear window alone is 88% larger than average.

Fresh-Air Ventilating System—Two screened ducts supply fresh air from behind radiator grille to two registers. Each duct is easily regulated by a separate cable-controlled shut-off valve. With "Magic Air" heater installed, fresh warm air is provided.

Instrument Panel—Instruments grouped directly in front of driver are illuminated by soft, non-glare "black-light". Roomy glove compartment.

Hardware—Exterior door handles are pull-out type. Interior handles specially designed so that they do not catch clothing; and for safety pull up to open. Ignition key unlocks either front door, even when locked from inside. Door locks are designed to prevent accidental locking of doors with keys inside.

Upholstery—Blue-grey tweed broadcloth or blue-grey and red stripe mohair on Custom models. Green strip broadcloth or green and red stripe mohair on Deluxe models.

Colours—Plain enamels: Black, Colony Blue, Canyon Blue, Birch Grey, Meadow 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; Meadow Green and Birch Grey; Meadow Green and Sea-Mist Green.

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MERCURY - LINCOLN - METEOR DIVISION
FORD MOTOR COMPANY OF CANADA, LIMITED
WINDSOR, ONTARIO

