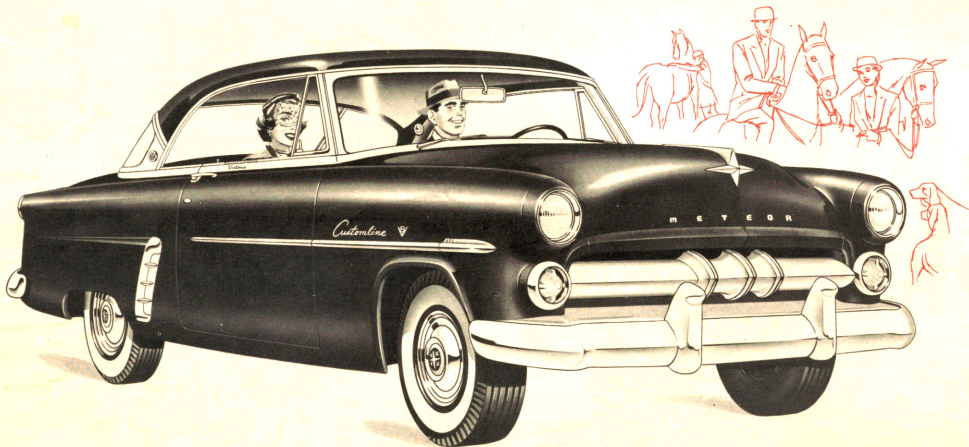
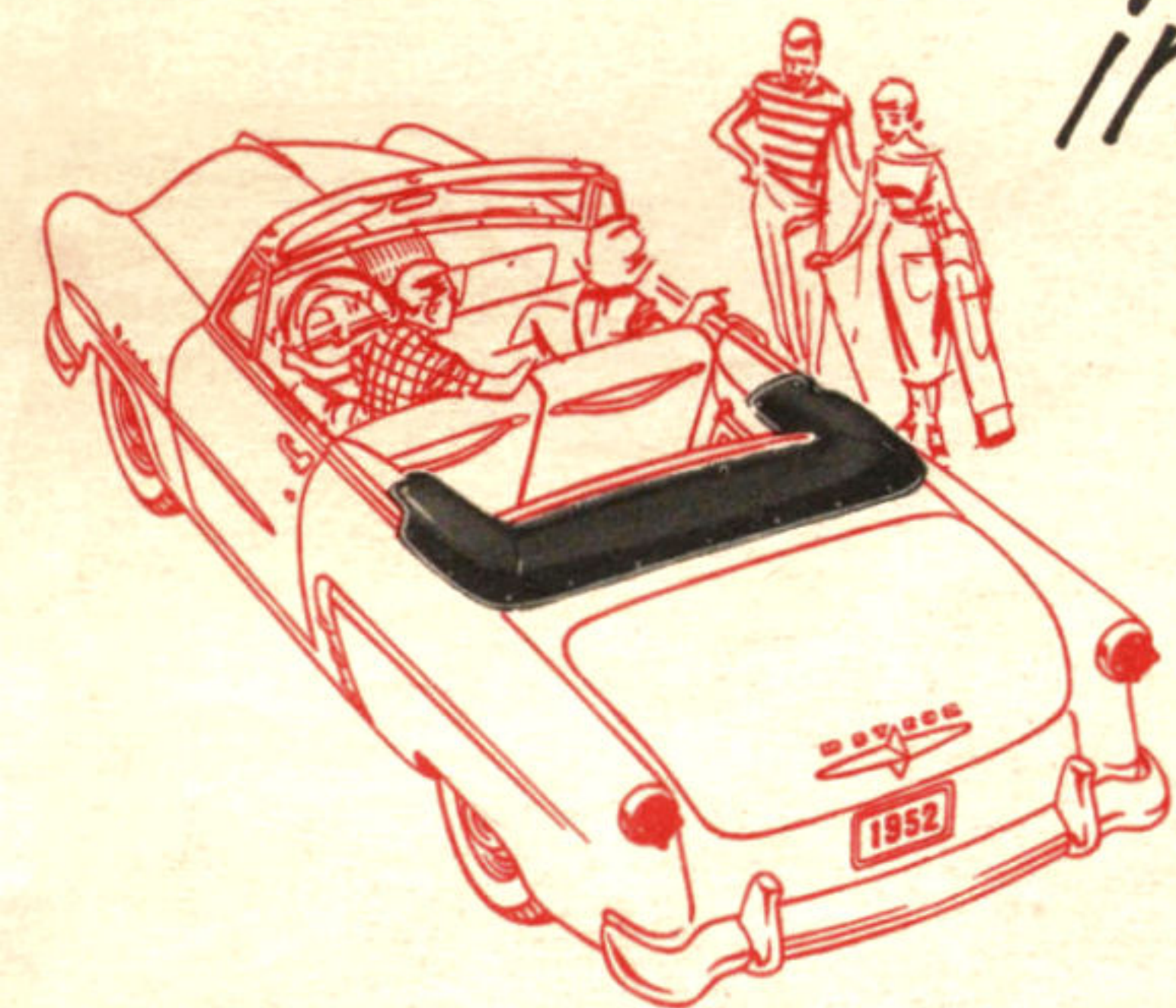


Greatest cars ever introduced in the low-price field!



Meteor CUSTOMLINE
MAINLINE

Most beautiful cars in the low-price field!

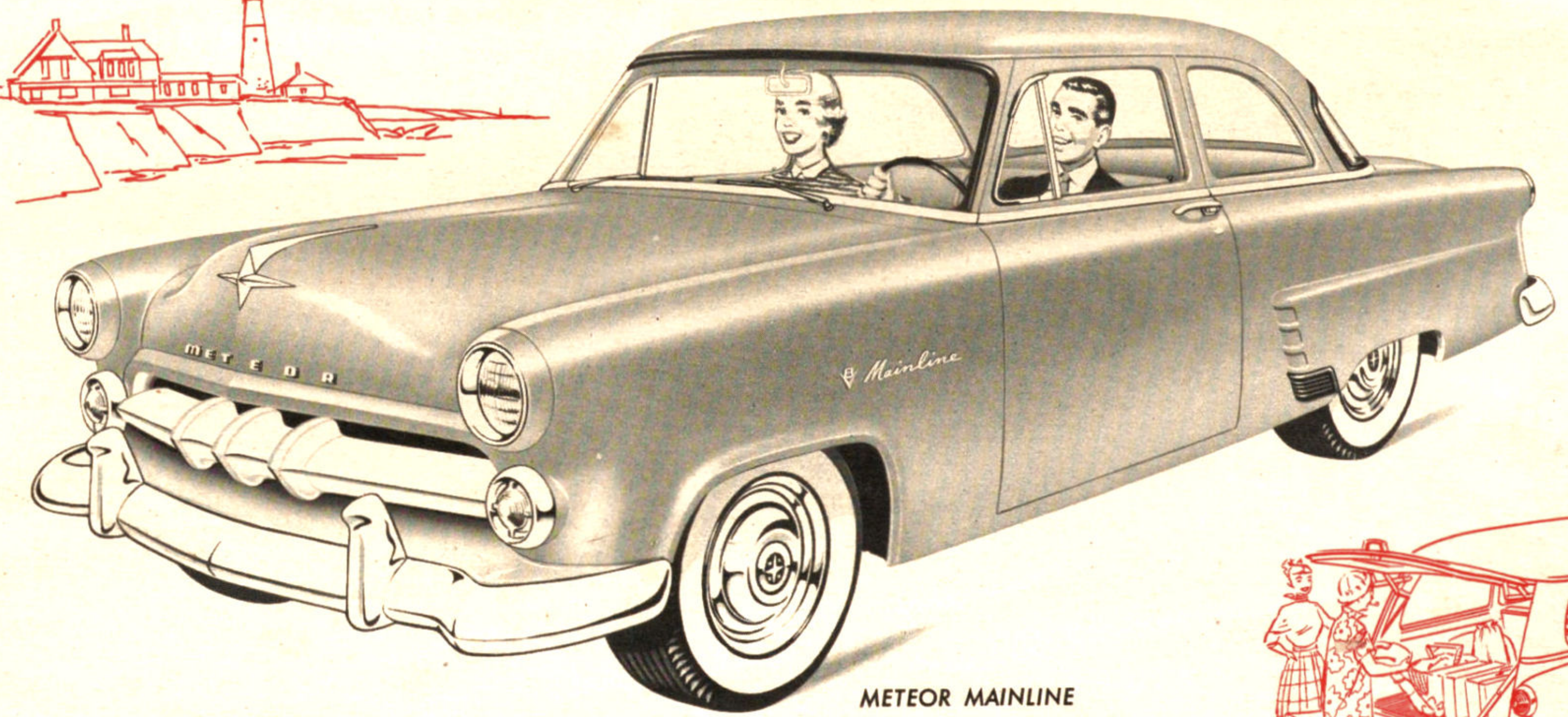


METEOR CUSTOMLINE

Here's a car to excite your admiration . . . to thrill you with the beautiful, flowing sweep of all-new lines, new colours, new distinction . . . to intrigue you with new fabrics, new appointments, new trims! Meteor Customline has a brilliant new instrument panel, new unobstructed visibility, and more power than any other low-price car!

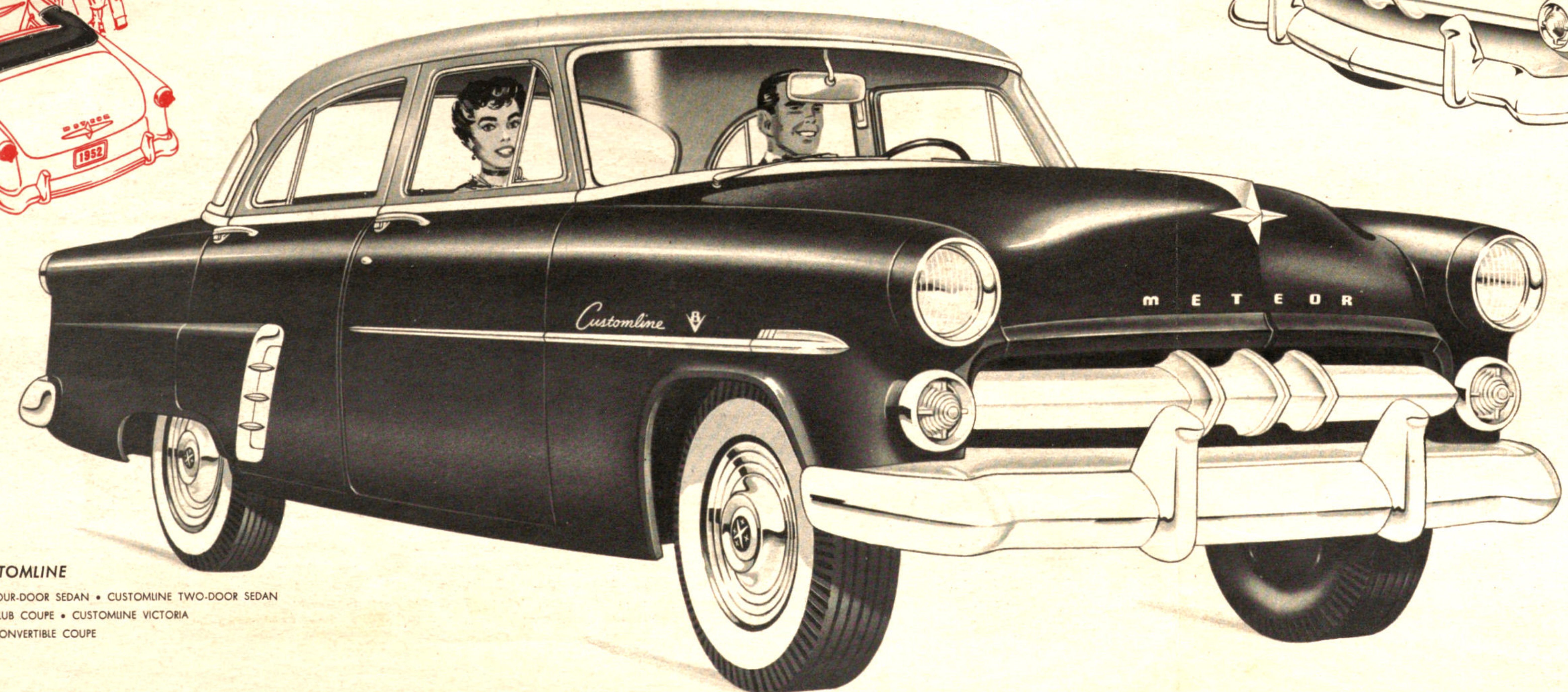
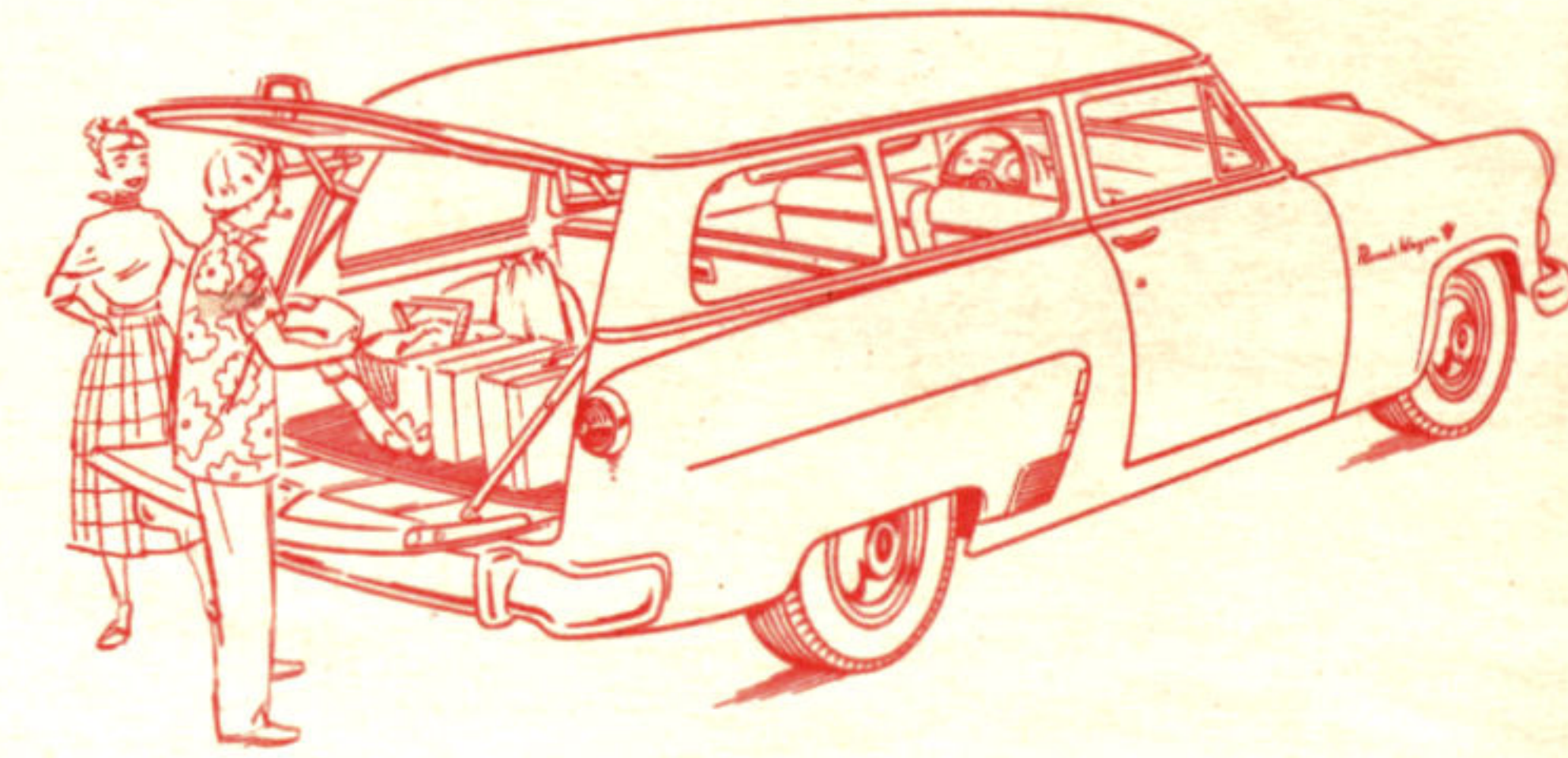
METEOR MAINLINE

In all the low-price field the Meteor Mainline is unexcelled in economy and value! It offers distinctive beauty of line and colour, a superb interior, and a new 110 Hp. V-8 engine designed for low-cost motoring, responsive power and amazing performance!



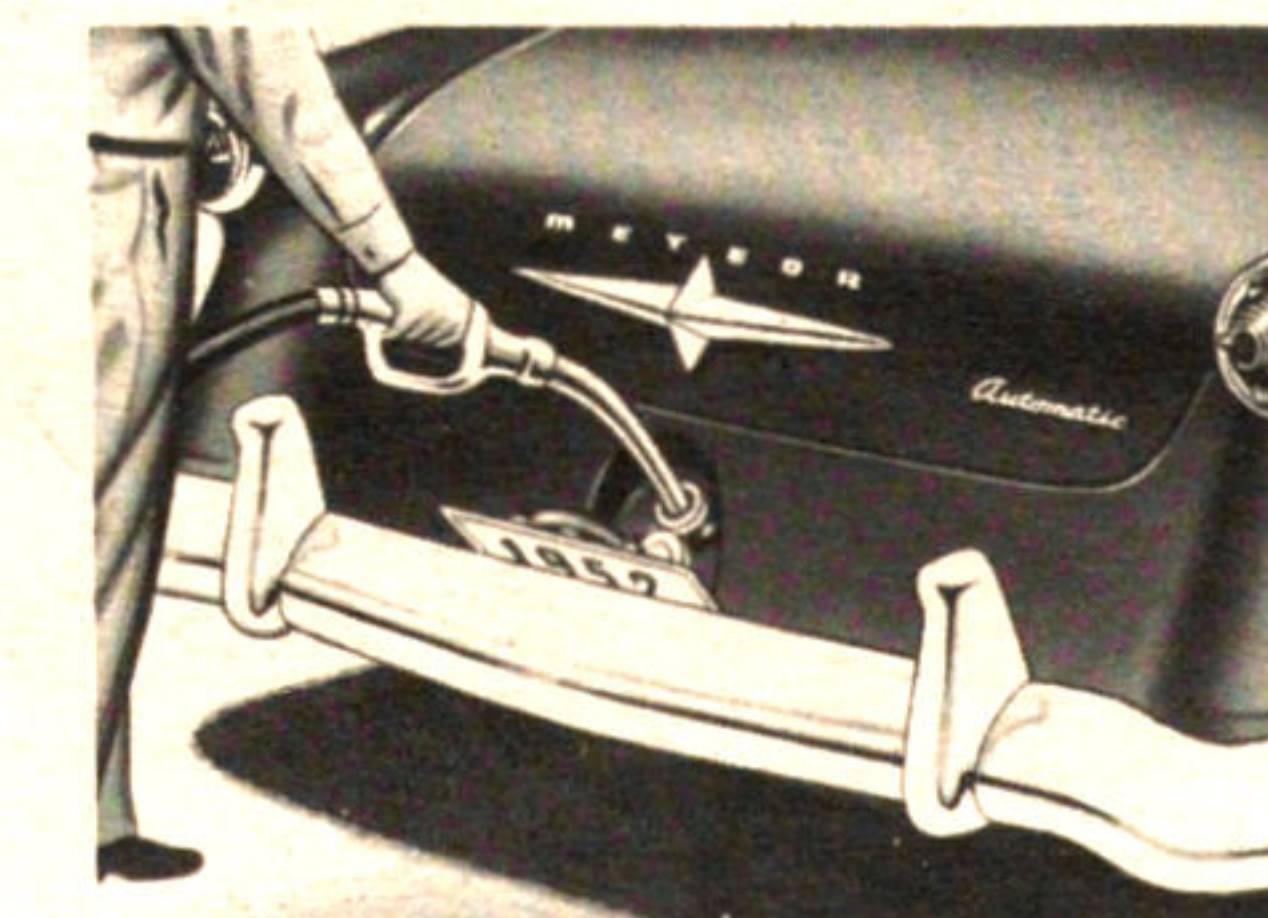
METEOR MAINLINE

- MAINLINE FOUR-DOOR SEDAN
- MAINLINE TWO-DOOR SEDAN
- MAINLINE RANCH WAGON
- MAINLINE SEDAN DELIVERY

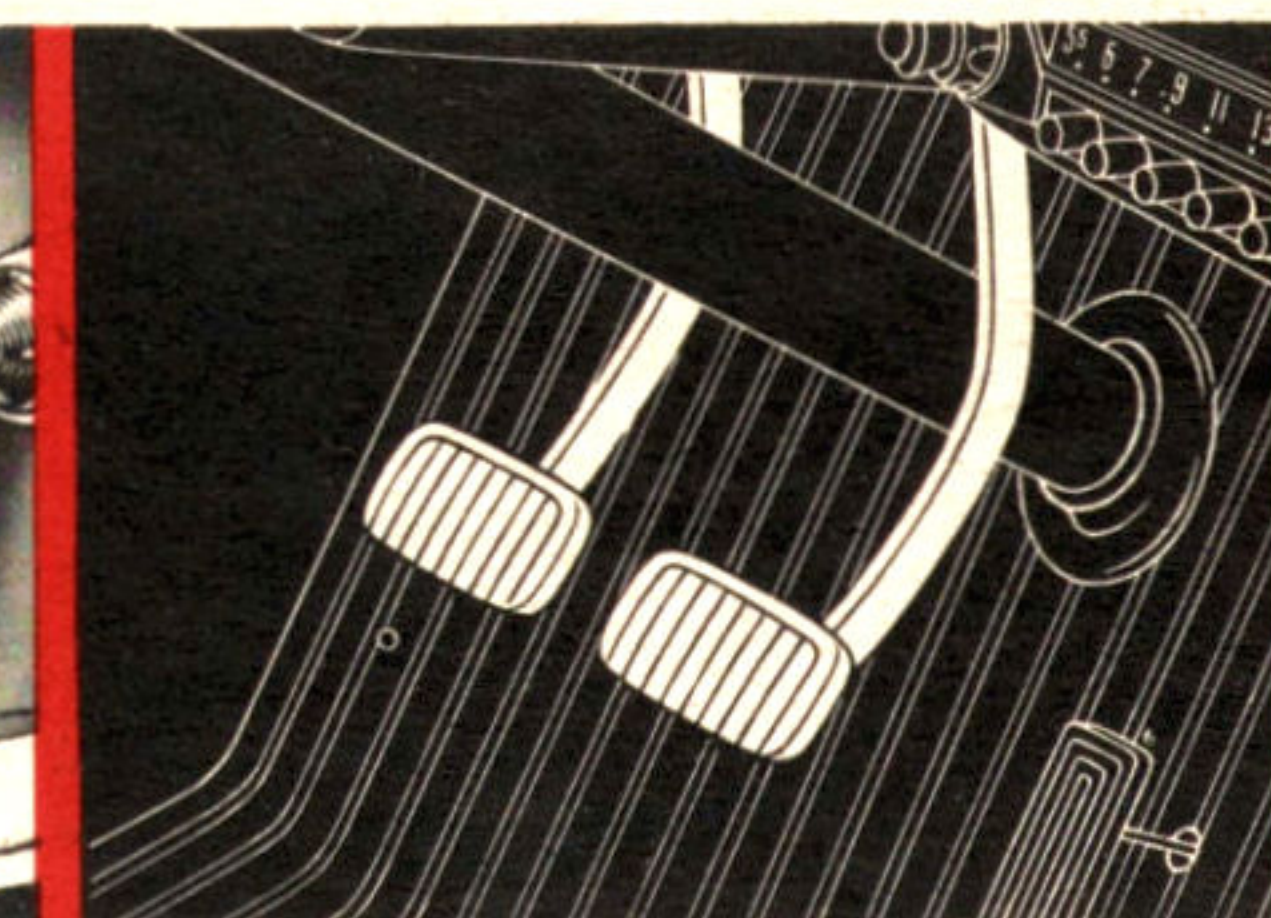


METEOR CUSTOMLINE

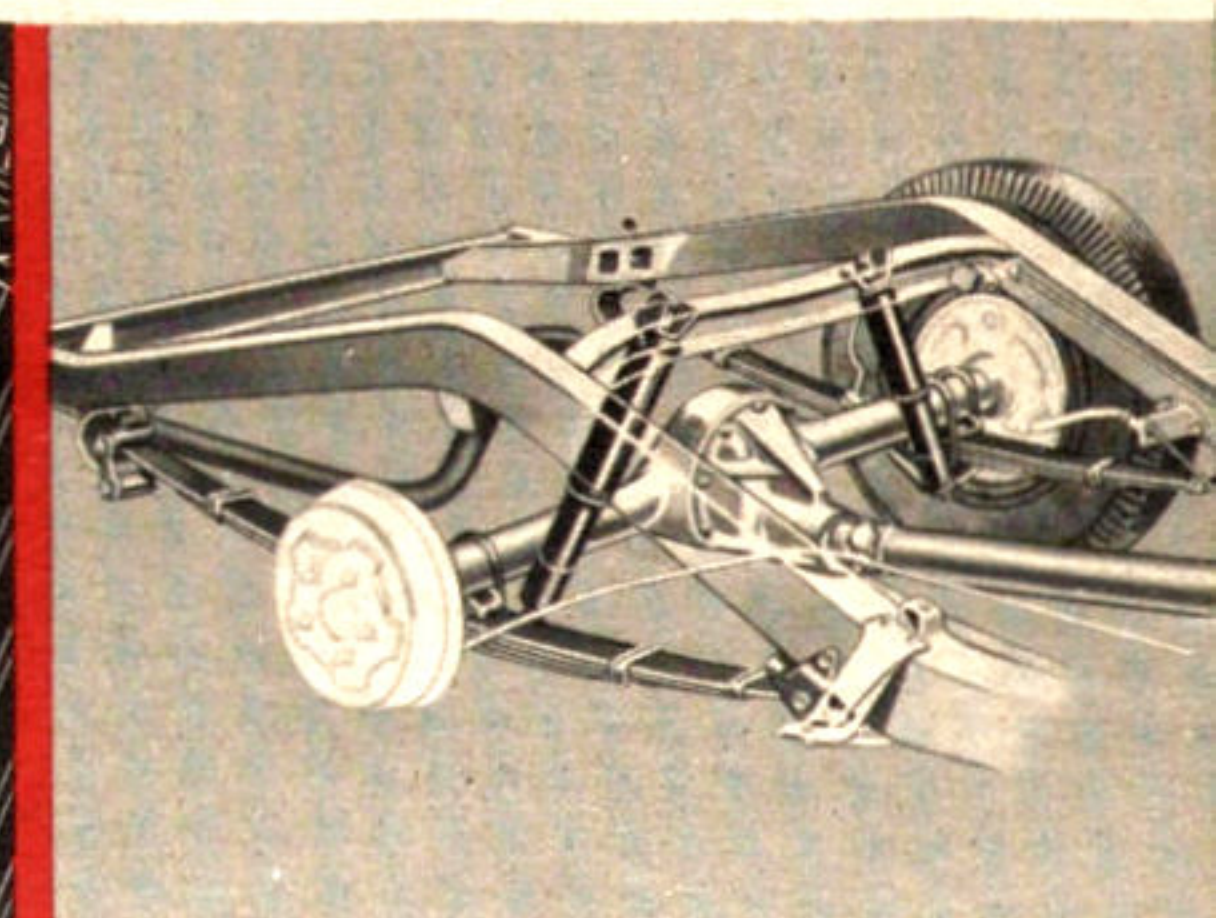
- CUSTOMLINE FOUR-DOOR SEDAN • CUSTOMLINE TWO-DOOR SEDAN
- CUSTOMLINE CLUB COUPE • CUSTOMLINE VICTORIA
- CUSTOMLINE CONVERTIBLE COUPE



FILLER-CAP LOCATION is revolutionary and so convenient! Centre location concealed behind hinged license plate allows easier fuelling from either side, saving time . . . increasing trunk room.

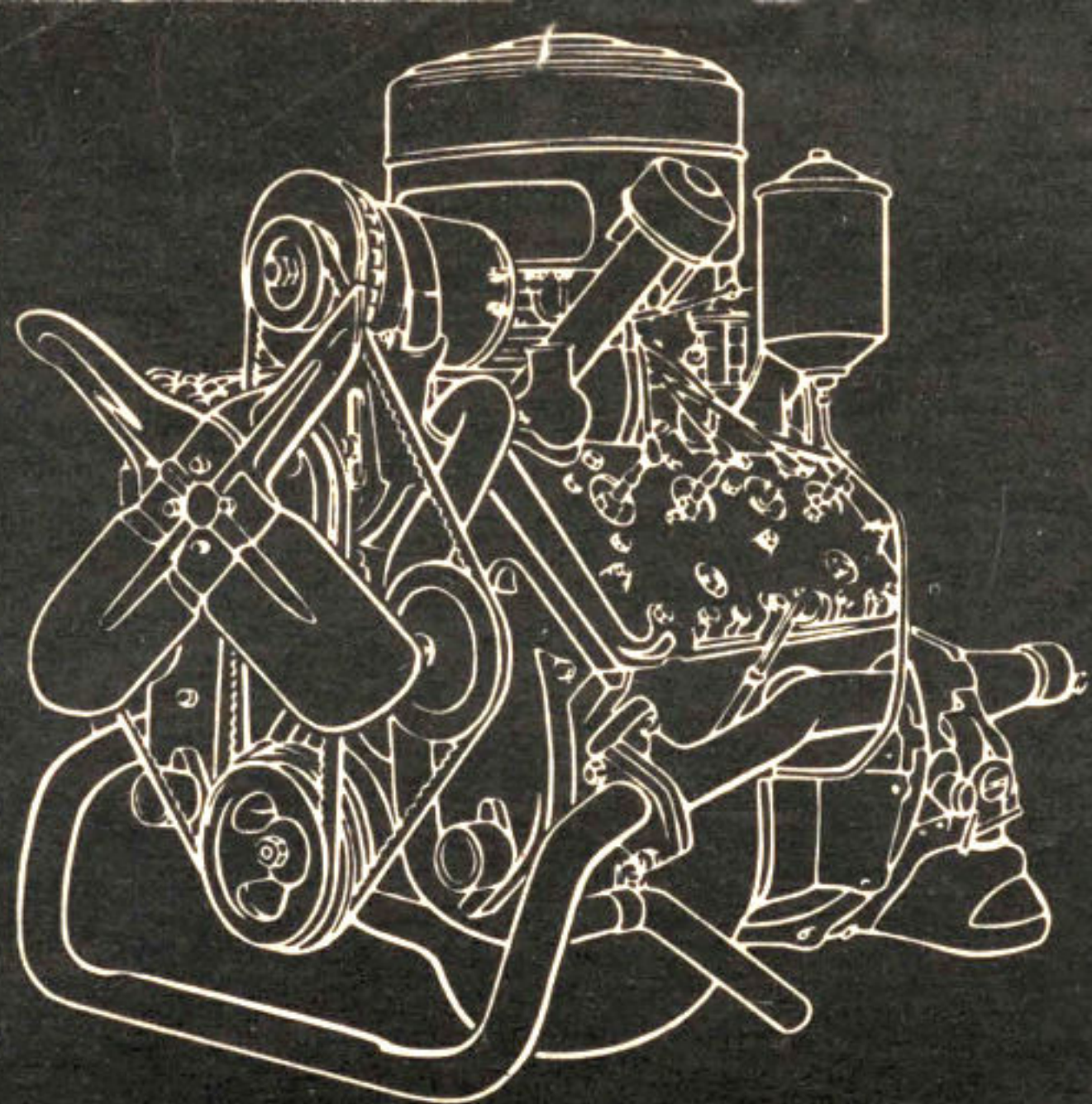


PENDANT FOOT CONTROLS are suspended from above for smoother, more positive action. This new location of clutch and brake pedals increases foot room, eliminates floor openings.



NEWLY DESIGNED SHOCK ABSORBERS are mounted "sea-leg" fashion and are attached at the axle and heavy cross member of the frame. New position controls up and down movement, reduces "keeling" on curves.

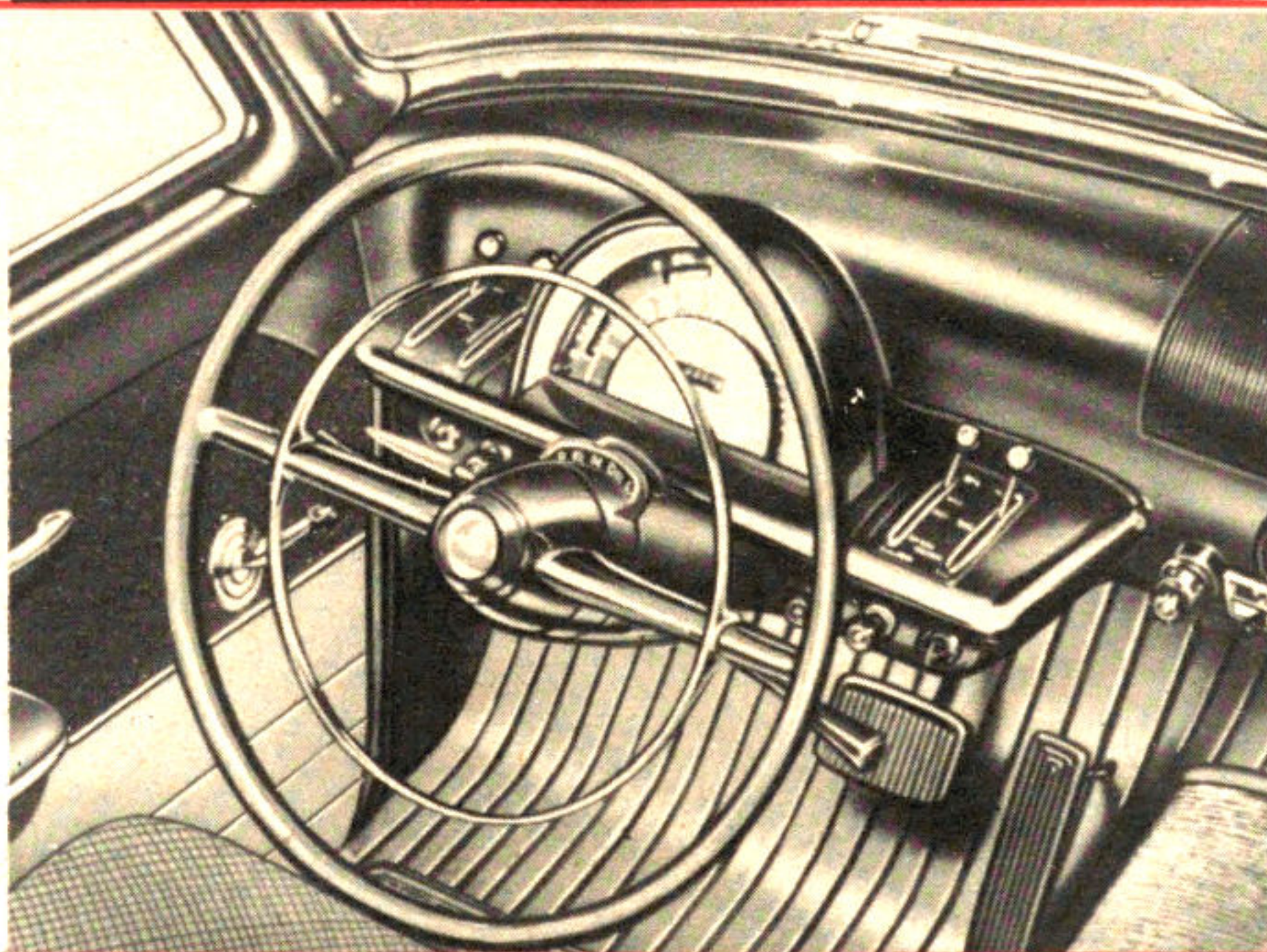
Most powerful
engine
in its class!



CUSTOMLINE 120 HP. 'FURY' V-8 ENGINE

—the most powerful engine in *all* the low-price field! This superb new engine allows you to breeze along to the fleetest, sweetest, quietest drive you've ever known! It's the product of the organization which, in the past 20 years, has built more V-8 engines than all other manufacturers combined!

Most exciting
drive
in car history!



SUPERB CUSTOMLINE DRIVER CONTROLS

Beauty and safety are combined in the brilliant "control-centre" area—controls and instruments are positioned where you can see them quickly, easily. There are new heating and ventilating controls, new steering wheel, new concentric steering column—and Meteor's brilliant new one-piece curved windshield and full wrap-around rear window!

3-WAY CHOICE
IN TRANSMISSIONS

Automatic Drive, greatest of all automatic transmissions, eliminates gear shifting, clutch work! Just start engine, set selector lever, and step on gas! Optional at extra cost.

Overdrive cuts engine speed up to 20 percent, reduces engine wear . . . saves up to 15 percent on gasoline! Optional at extra cost.

Standard Transmission: Silent-Ease Synchronized Standard Transmission offers smooth, trouble-free operation . . . makes hand shifting easy!

BEFORE YOU INVEST **ROAD TEST**

Meteor

BE MILES AHEAD...SEE YOUR DEALER

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MERCURY-LINCOLN-METEOR

FORD MOTOR COMPANY OF CANADA, LIMITED • WINDSOR, ONTARIO



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