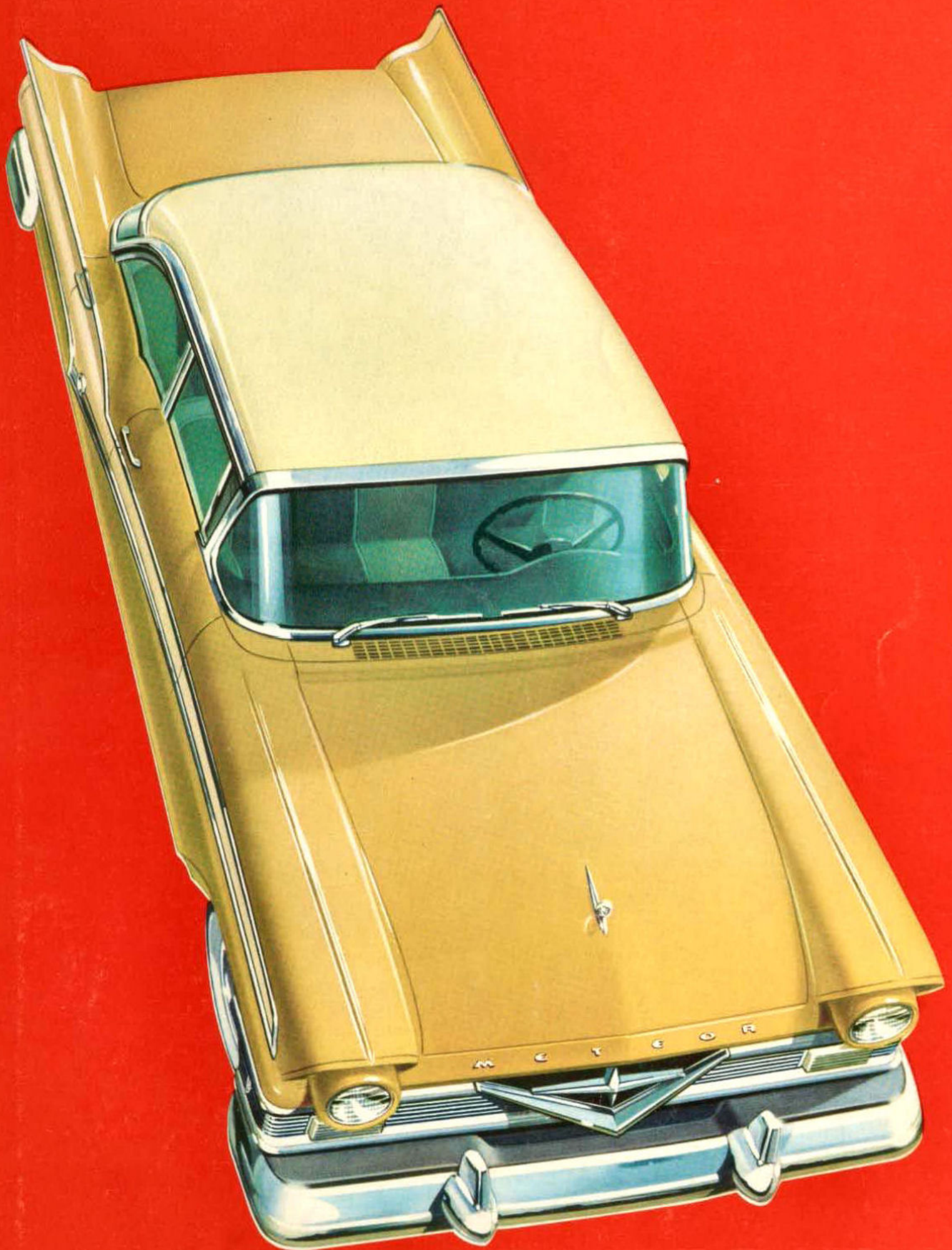


**MAGNIFICENT !**



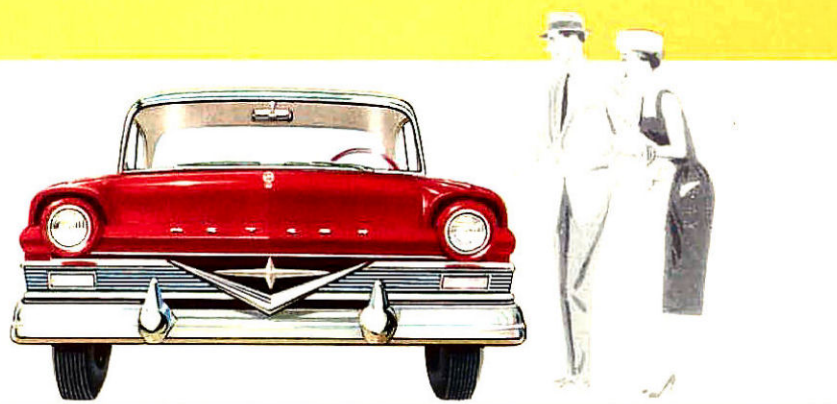
***Meteor* 1957**



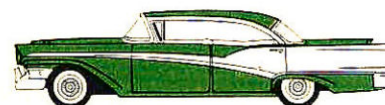
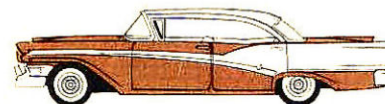
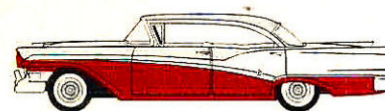
**m a g n i f i c e n c e**

that leads the field in comfort, performance  
and styling that dares to be ahead

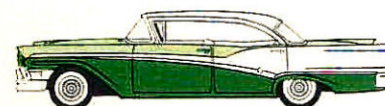
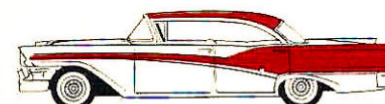
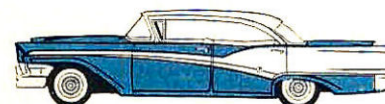
**Meteor for '57 presents 24 models in 5 great series**



and priced as low as its silhouette



**...magnificent!**



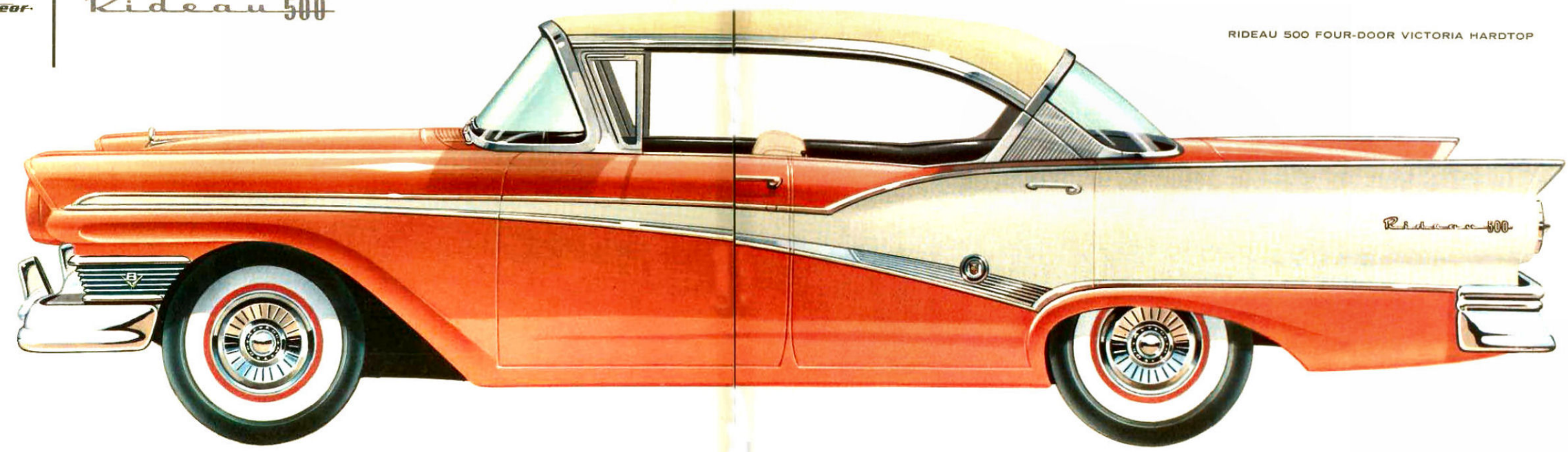
*Meet the newest of the new in the magnificent Meteors for 1957. It's the exciting Rideau 500. Here is bold evidence of the daring design that will keep you miles ahead with Meteor for 1957. They're longer, lower and wider. But not just for appearance. Meteor balances mighty V-8 power with body weight to assure a responsiveness and roadability never before available in the low priced field. And Meteor offers dozens of new colours and combinations, work-saving power assists, the sleek smoothness and get-away "Go" of famous Merc-O-Matic drive, four mighty engines delivering the most horsepower in Meteor history, and a new balanced riding comfort. Everything's new for Meteor for '57, everything's advanced—for your driving pleasure.*



*Meteor*

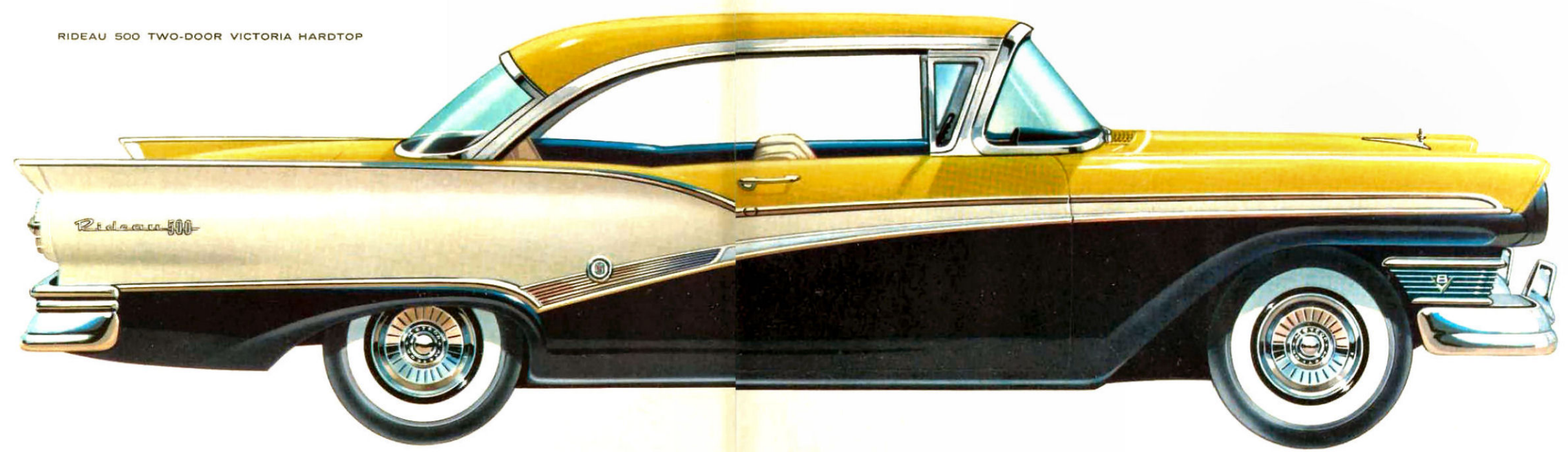
*Rideau 500*

RIDEAU 500 FOUR-DOOR VICTORIA HARDTOP



**mighty V-8 power packed under the roomiest, zoomiest wraps on the road**

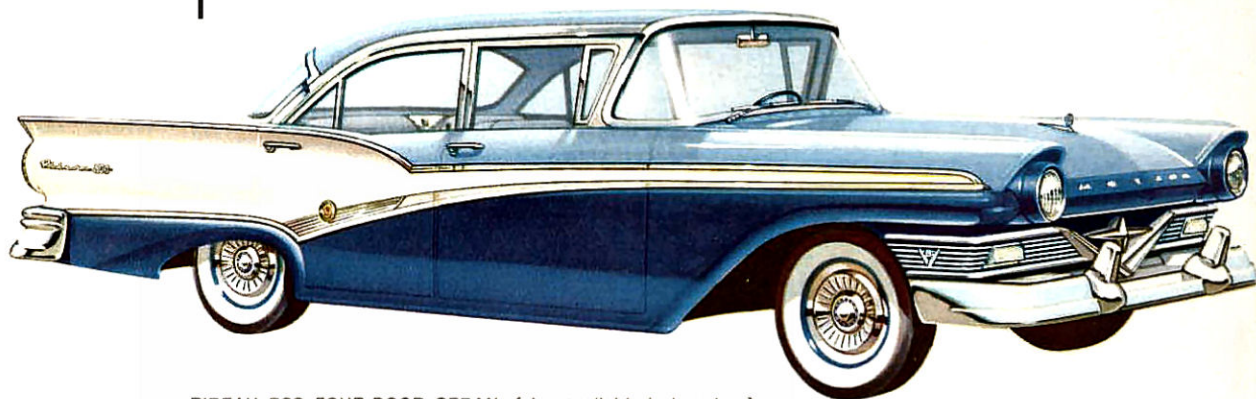
RIDEAU 500 TWO-DOOR VICTORIA HARDTOP





Meteor

## Rideau 500



RIDEAU 500 FOUR-DOOR SEDAN (also available in two-door)

A big, bold, beautiful buy. Meteor for '57 has its finest expression in the Rideau 500. More than 17 feet long, just 4¾ feet high, Meteor is a dream to drive whether cornering, climbing, sprinting or loafing. Mighty V-8 power teams with optional *Merc-O-Matic* drive for carefree driving at its best.

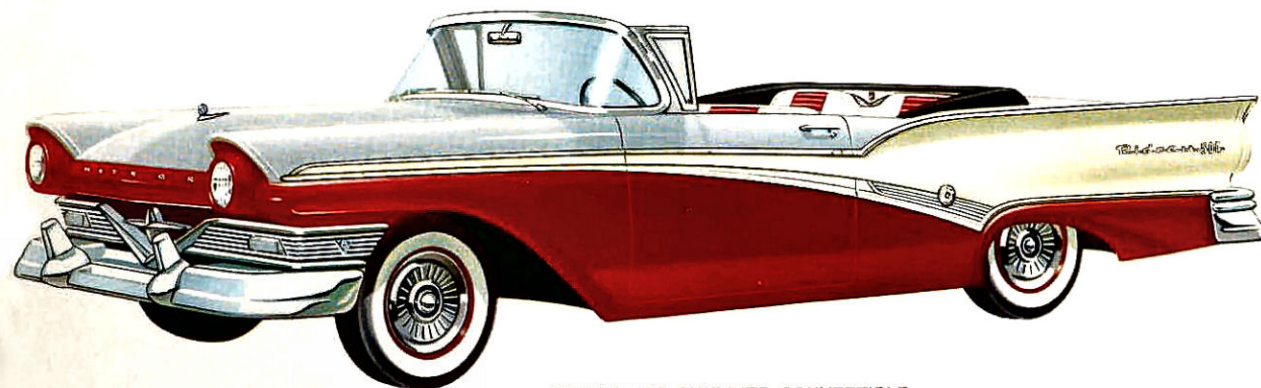
**everything a car should be — longer, lower too!**



**Meteor is more than just new— it's magnificent!**

Top up—you're snug and weathertight, even in winter.

Top down—you're out-of-doors and adventurous. Convertibles have never had so much charm as do the dashing Meteors for '57. New colours, new fabrics, new youthful lines all make Meteor this year's big choice in convertibles. And with V-8 power and optional power assists, driving is really magnificent in Meteor for '57.

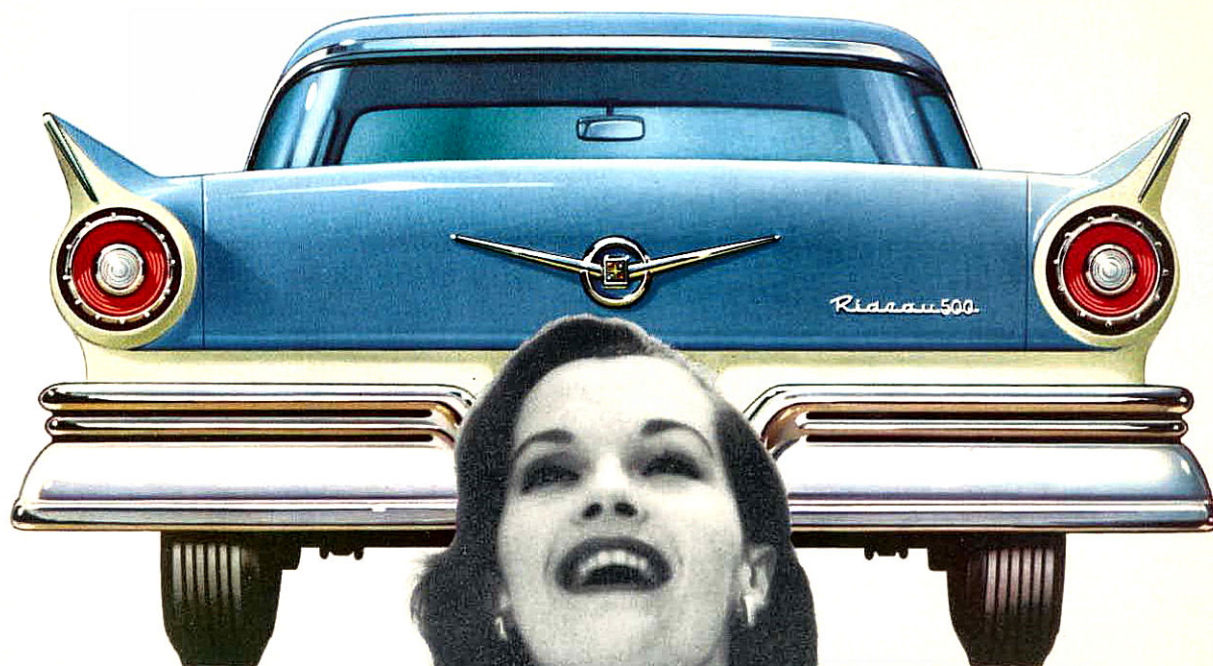


RIDEAU 500 SUNLINER CONVERTIBLE



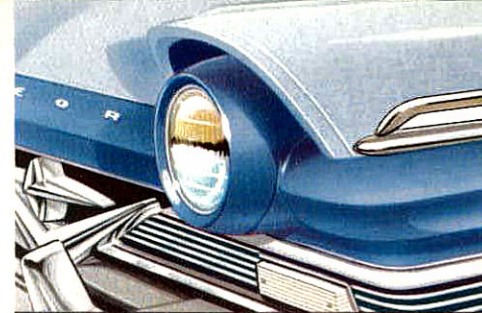
never before such dramatic features

**Meteor dares to be ahead in its field!**



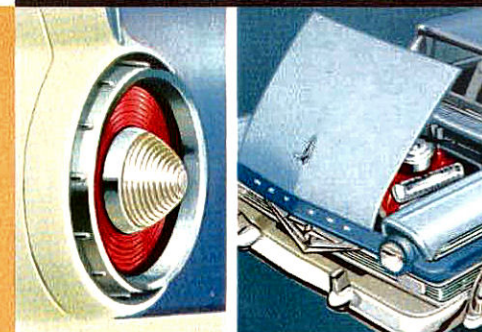
**NEW REAR BLADE STYLING**

Rear blades sweep up and out accenting the dramatic low silhouette of Meteor for '57.



**NEW HOODED HEADLIGHTS**

Lean into the wind—give added glamour to Meteor's eager lines.

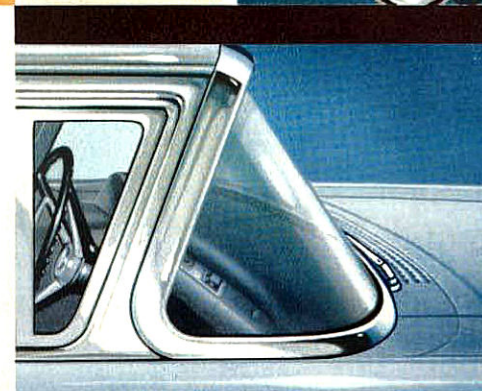


**NEW BACK-UP LIGHTS**

Fit in centre of Meteor's twin rear light assembly. Safely light the way for "backing up". (Optional.)

**NEW FRONT HINGED HOOD**

Can't blow open. Offers easy access to motor. Hood release inside car—to prevent pilfering.



**NEW SWEEP-BACK WINDSHIELD**

Offers safe, full-view visibility.

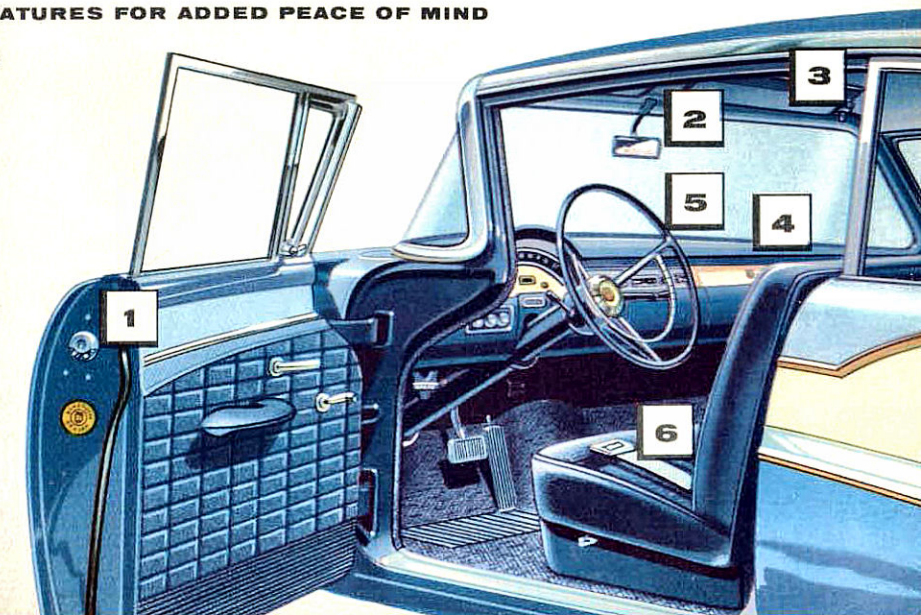
**NEW FULL-WIDTH COWL VENT**

"Inhales" constant flow of air at hood level. Air is fresher, cleaner.

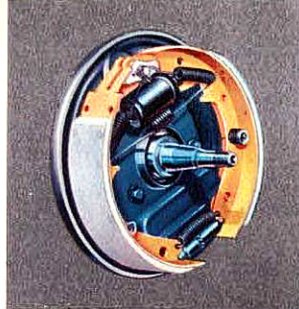
**PROVEN SAFEGUARD FEATURES FOR ADDED PEACE OF MIND**

- 1. DOUBLE-GRIP SAFETY DOOR LATCHES**  
Keep doors from flying open under impact.
- 2. SAFETY-SWIVEL MIRROR**  
Specially designed to swing out of harm's way.
- 3. PADDED SUN VISORS\***  
Made of shock absorbing foam plastic.
- 4. PADDED INSTRUMENT PANEL\***  
A complete cushion of new shock-absorbing foam plastic.
- 5. DEEP-CENTRE SAFETY STEERING WHEEL**  
Rim and spokes absorb impact, protect driver.
- 6. SAFEGUARD SEAT BELTS\***  
Securely anchored for extra strength—convenient.

\* Optional







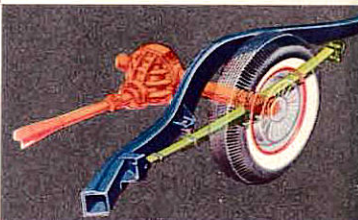
#### NEW SURE-STOP BRAKES

Braking the new Meteor is easier, requires less pedal pressure. Up front where brakes work hardest, brake cylinders are mounted directly to husky steel wheel spindles for extra strength and easier, single point wheel adjustment.



#### NEW SWEEPED-BACK BALL-JOINT FRONT SUSPENSION

Even greater strength and easier handling. Lower control arms are swept back so that front wheels are "lifted" over bumps instead of being driven into them. New stabilizer bar controls sway.



#### NEW "SMOOTH-RIDE" REAR

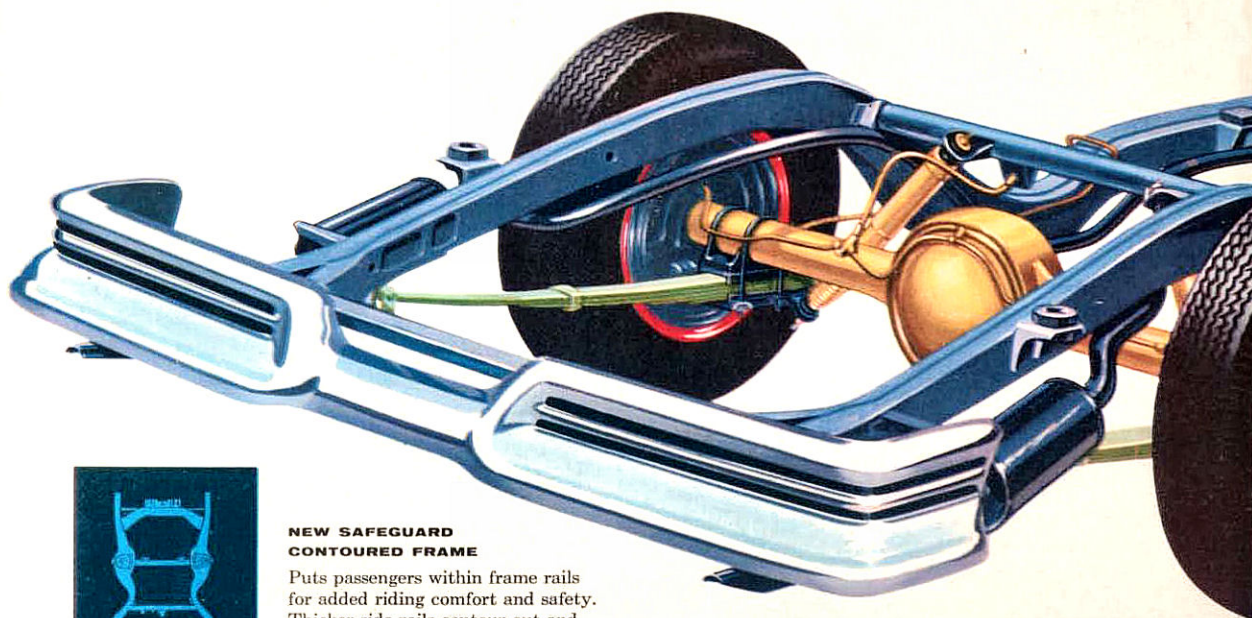
**SUSPENSION**—New outboard mounted rear springs with longer leaves ahead of axle minimize "nose dive" when braking suddenly. New rubber snubbers shorten effective spring length—giving you a smooth level ride on any road.

**never before such riding comfort—**

**Meteor's all-new chassis**

Meteor's revolutionary new "Smooth-Ride" chassis makes every road a thruway. Much of the credit goes to Meteor's new Safeguard-Contoured frame—built a full foot wider through the middle, to give you side-to-side protection. Husky side rails are rigidly held by

five cross-members (three of new tubular construction), for greater strength and riding comfort. New tapered driveshaft, new low-offset hypoid rear axle, wider grip 14" wheels combine with new front and rear suspension to give you the best ride of your life—on any road!



#### NEW SAFEGUARD CONTOURED FRAME

Puts passengers within frame rails for added riding comfort and safety. Thicker side rails contour out and dip down between front and rear wheels—give a solid safer riding platform—a lower centre of gravity for confident cornering. Ladder-design with five cross members gives added strength and rigidity.



#### NEW UNDER-SLUNG REAR AXLE

Features exclusive straddle-mounted pinion—stronger with greater torque capacity. Greater hypoid pinion offset combined with new tapered driveshaft lowers Meteor's silhouette while maintaining full road clearance and generous passenger space.

**never before  
such eager power  
Meteor's mighty  
engines for '57**

#### THREE MAGNIFICENT V-8's—UP TO 245 H.P.

Twenty-five years experience in making V-8 engines is celebrated by bringing you the greatest V-8's of all time! Here's 1957's top lineup of sizzle:

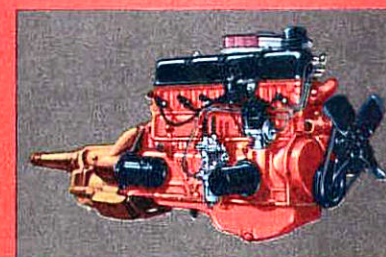
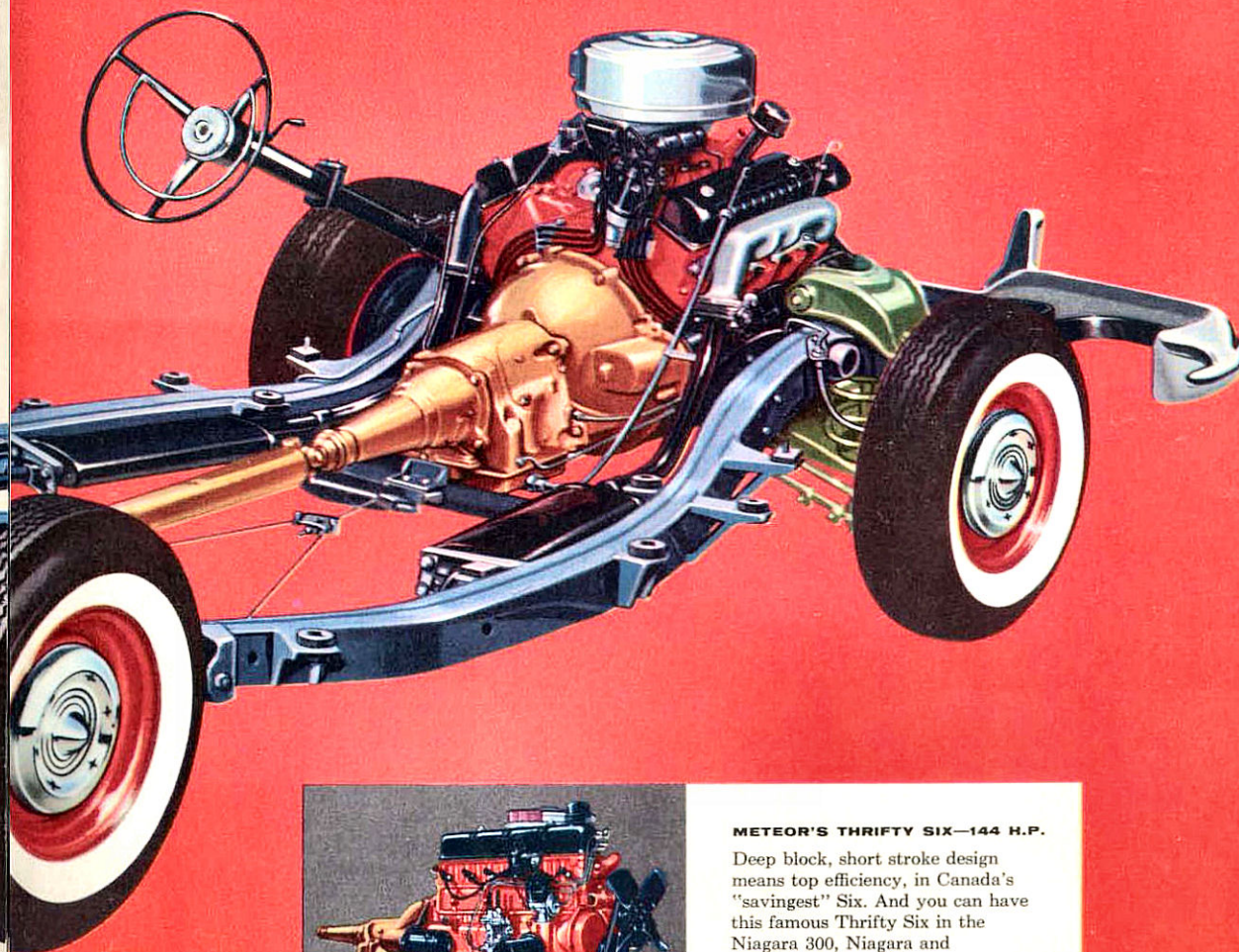
190 Horsepower V-8—for Niagara 300 and Niagara models.

212 Horsepower V-8—power aplenty for the Rideau 500,

Rideau, and Station Wagons.

245 Horsepower Safety-Surge V-8 with four barrel carburetor—optional in Rideau 500, Rideau, Niagara 300, and Station Wagon models.

Special features: New Time-O-Matic distributor, Raceway Air Cleaner, and new low-silhouette carburetor!



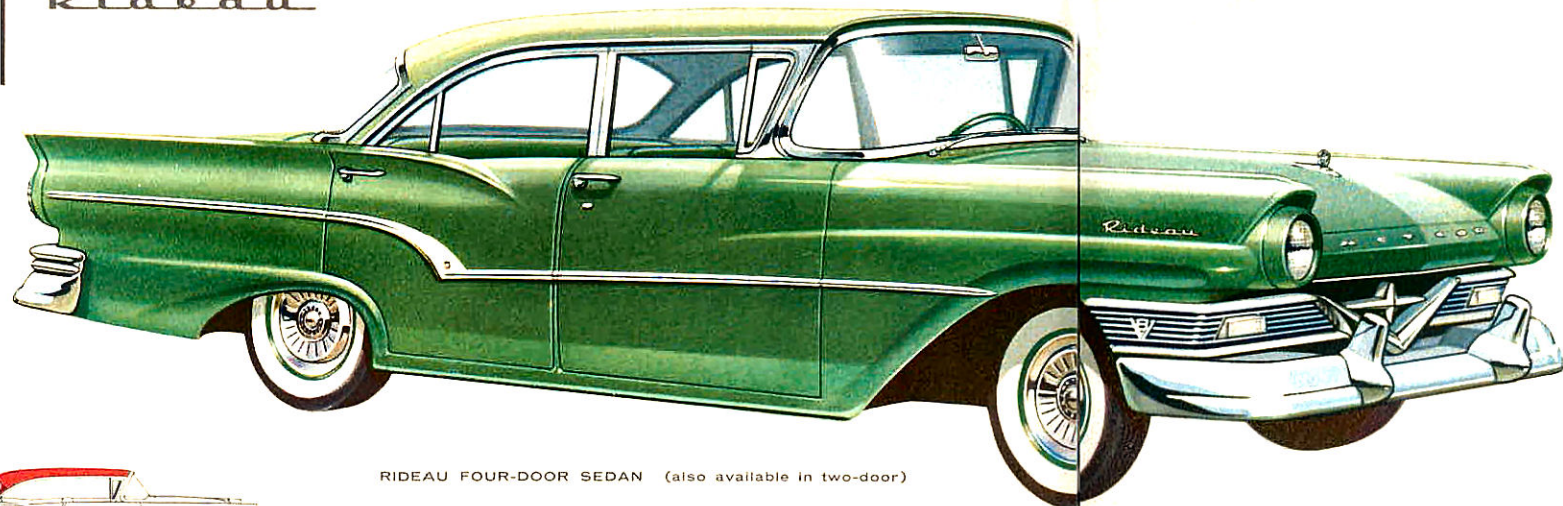
#### METEOR'S THRIFTY SIX—144 H.P.

Deep block, short stroke design means top efficiency, in Canada's "savingest" Six. And you can have this famous Thrifty Six in the Niagara 300, Niagara and Ranch Wagon models.

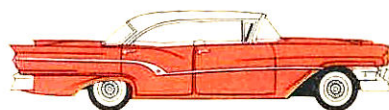
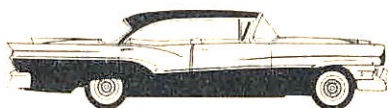
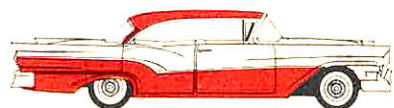


Meteor.

Rideau



RIDEAU FOUR-DOOR SEDAN (also available in two-door)

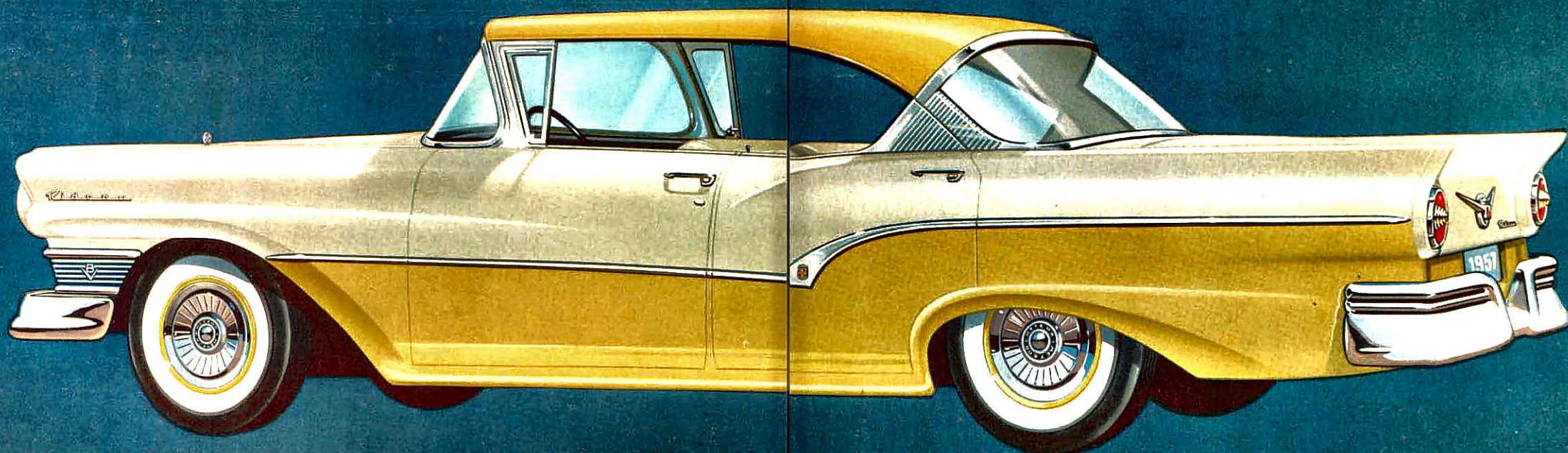


**magnificent! all dressed up and everywhere to go**

↑ Inside this magnificent sedan there's new spaciousness—outside there's the long look of the future. Here is newness that makes every Meteor owner a leader in good taste. The ride is strictly armchair thanks to Meteor's new, longer, sturdier chassis and new, low centre of gravity.

↓ Meet the exciting Rideau four-door Victoria. A magnificent hardtop that gives you the openess of a convertible with the back door convenience of a sedan. The tip-toe response of *Merc-O-Matic* drive, and a wide choice of power assists, make motoring with Meteor a magnificent experience for 1957.

RIDEAU FOUR-DOOR VICTORIA HARDTOP (also available in two-door)





Meteor

Niagara 300



**a new-born beauty - magnificently Meteor all the way**



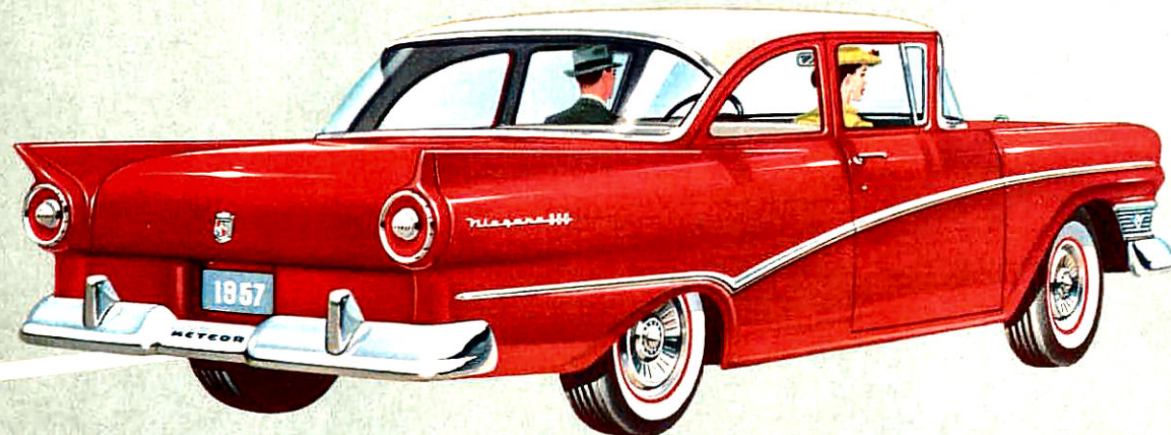
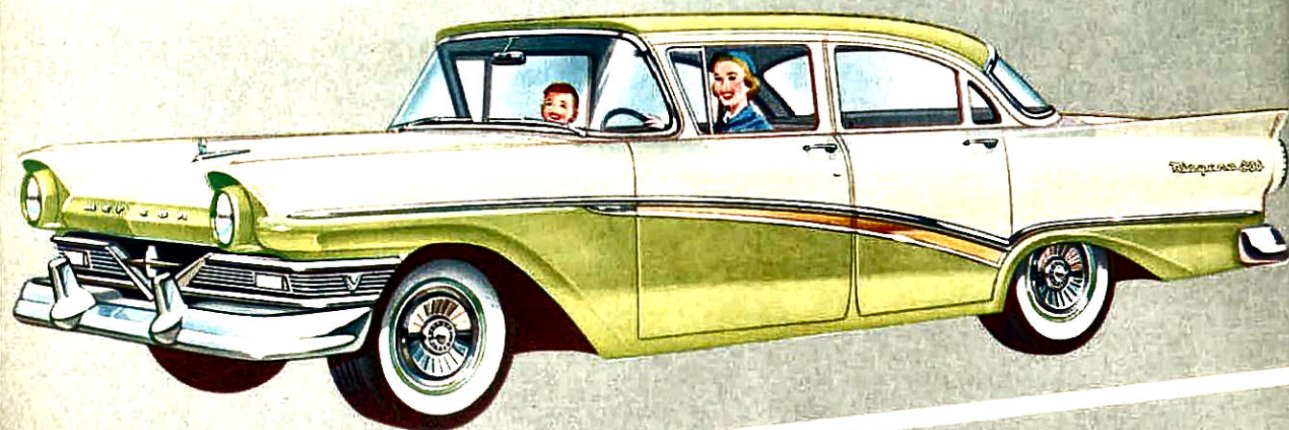
With full-circle visibility you can see all fenders from the driver's seat. Dramatic new styling and clean sweeping lines make you miles ahead for '57 with Meteor. Choose from a wide variety of colours - single and two-tone combinations.

NIAGARA 300 FOUR-DOOR SEDAN

*Everything's new in the Niagara 300. Comfort is a new experience with deep-cushioned seats and new, improved angle-poised ball-joint front suspension to give you a new handling ease and smoother ride. There are fabrics and designs as new as tomorrow and power aplenty through Meteor's mighty V-8's and thrifty Six engines. And Meteor's Safeguard deep-centre safety steering wheel is standard on all models. You can also choose from the widest range of power assists in the low priced field.*

Smartest of the smart in two-door sedans is this all new Niagara. Features include double-grip safety door latches, deep-centre safety steering wheel and your choice of three transmissions with either V-8 or Six power.

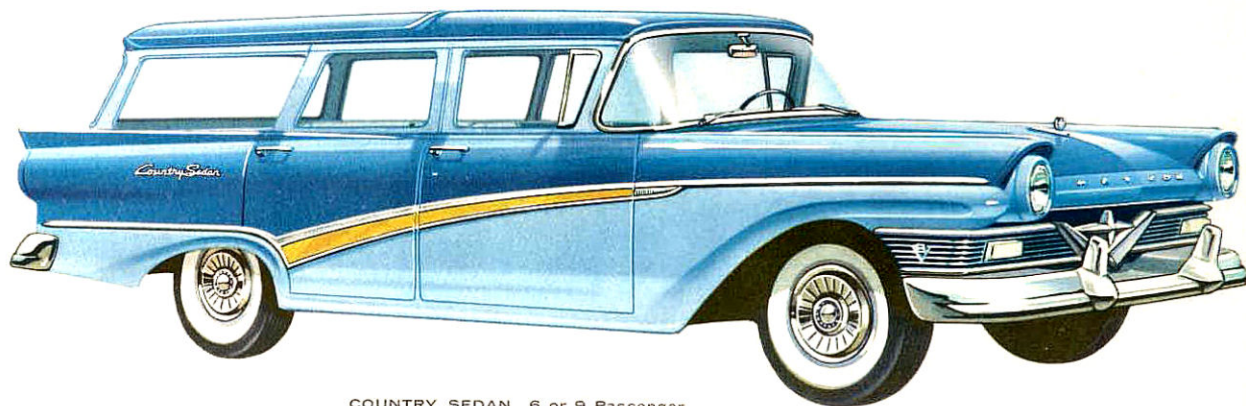
NIAGARA 300 TWO-DOOR SEDAN





Meteor

## Station Wagons

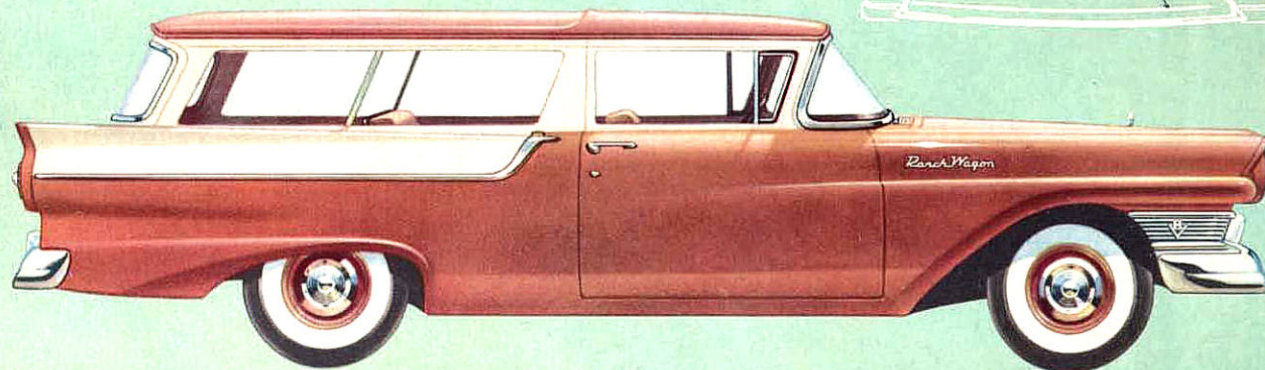


COUNTRY SEDAN 6 or 9 Passenger

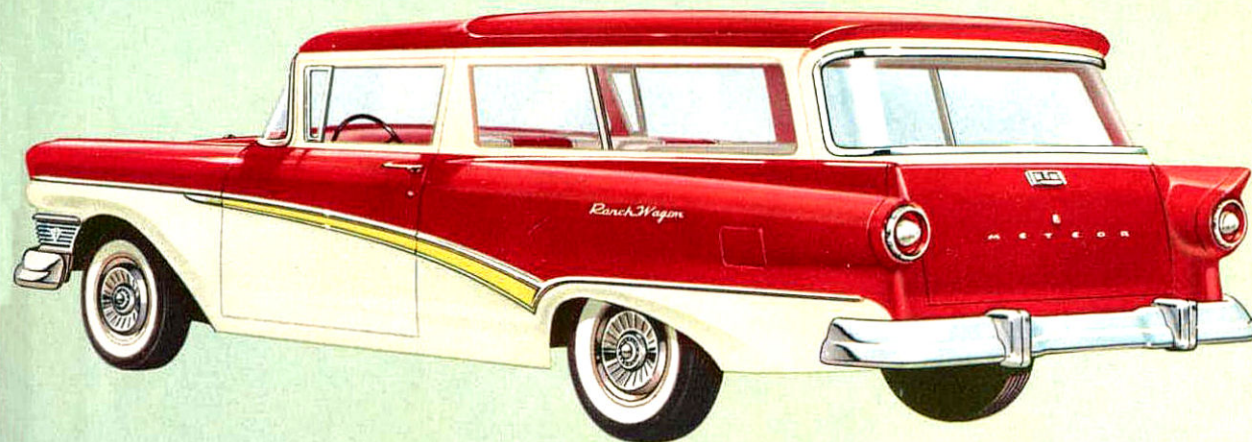
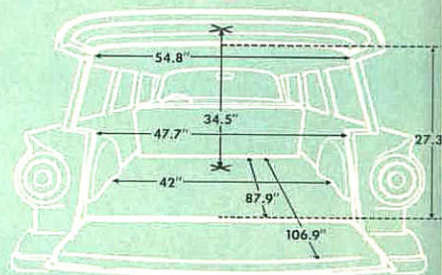
No mere load-carrying vehicles these! Meteor's jaunty station wagons for 1957 are as much at home in a fashion parade, as they are on the trail packing a half-ton load of camping equipment *plus* passengers. They're handsome in a magnificent way—and as for utility, these versatile cars do a hundred and one jobs with swift efficiency. There are four graceful models, featuring new wrap-around rear design and new single handle that opens both lift and tail gates for extra loading ease. Choose from sedan-like interiors in youngster-proof coverings of soft vinyl and woven plastic. Available with V-8 or Six power and a wide list of work saving power assists.



**magnificent for doing more things and going more places in a big, beautiful way**



NIAGARA RANCH WAGON

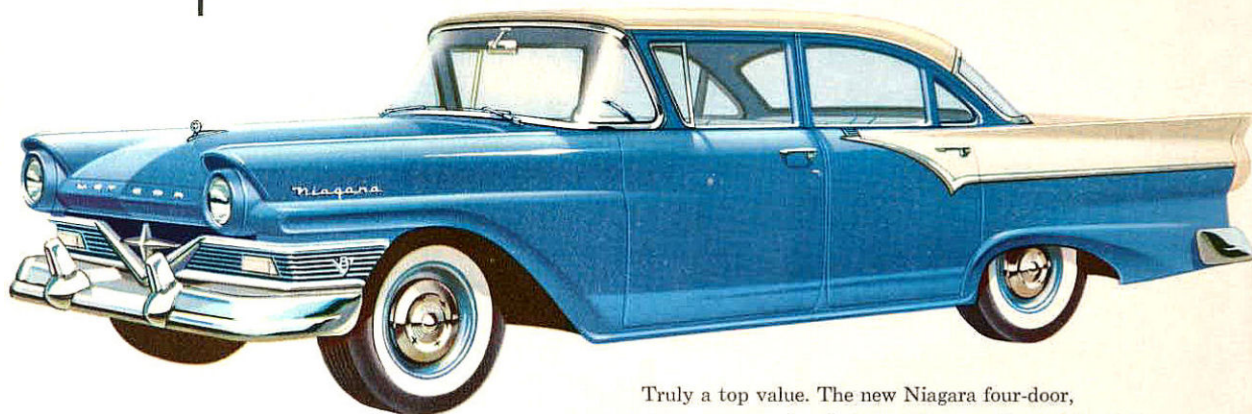


NIAGARA 300 RANCH WAGON



Meteor

Niagara



NIAGARA FOUR-DOOR SEDAN

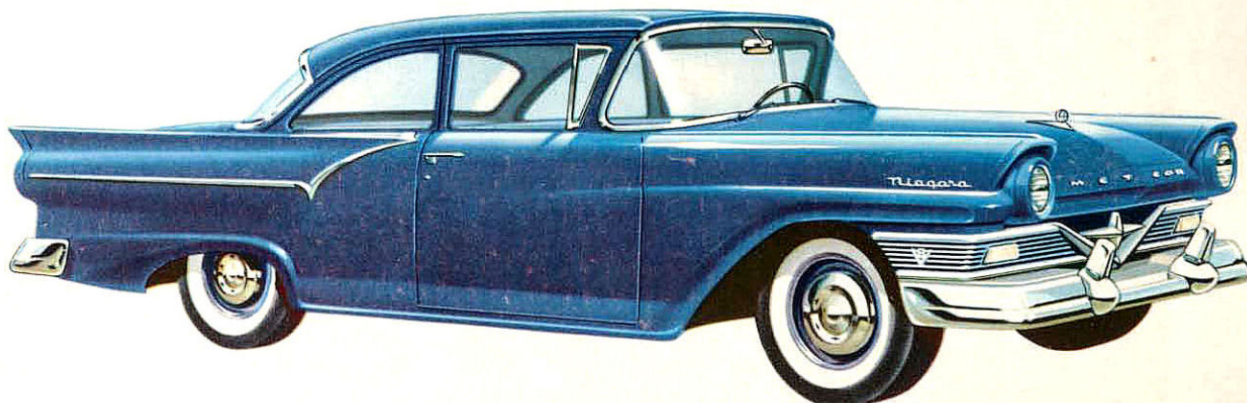
Truly a top value. The new Niagara four-door, six-passenger sedan features a longer, all-new chassis for smoother ride, new swept-back windshield for wide-angle visibility and the all-new, low silhouette of Meteor, handsomely styled in many tasteful colour combinations. Available with either V-8 or Six power.

**long on stamina and performance**

**low on price and upkeep**

Ideal as a businessman's car—or as a practical second car for the home. Smart two-door styling captures the "hardtop" look while V-8 and Six engines offer big car power. Meteor for '57 also offers such built-in safety features as deep centre safety steering wheel and double-grip safety door latches at no extra cost.

NIAGARA TWO-DOOR SEDAN



styled with the finest—priced with the lowest

**Merc-O-Matic  
drive and  
power assists**

**pamper as they perform**

Meteor for '57 offers you power aplenty to do your bidding. Power to stop you safely, power to open and close windows, power to take the work out of steering, power to adjust your seating at the touch of a button. And of course Meteor offers the sleek, harnessed power of optional *Merc-O-Matic* drive, completely automatic in all three forward speeds. For greater passing power, merely floor the accelerator. *Merc-O-Matic* offers top performance with an instant reserve for emergencies.



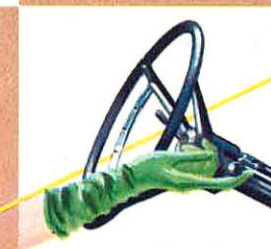
#### 1 POWER BRAKES

A tip toe touch brings you to a safe, swift straight line stop. New low pedal lets you pivot from accelerator to brake without lifting foot. Braking effort is reduced by a third.



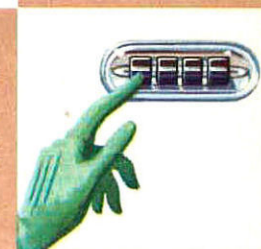
#### 3 FOUR-WAY POWER SEAT

Press one button and your seat moves backward or forward, up or down. Get the exact leg room you want, the exact height you prefer. Reduces fatigue on long trips.



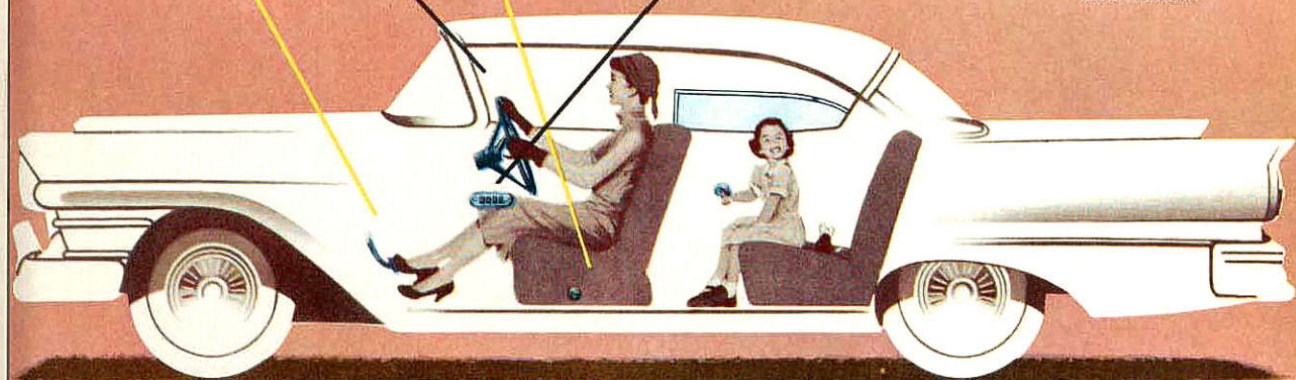
#### 2 POWER STEERING

Does up to 75% of the work of turning, steering and cornering for you. Makes parking easy and city driving a pleasure. Retains "feel" of the road and the wheel.

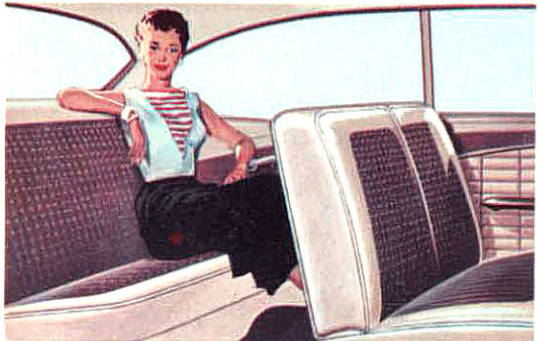
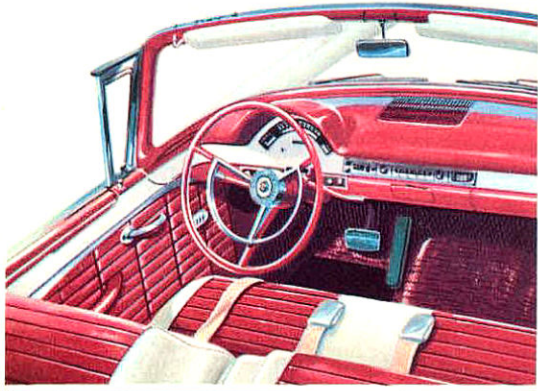
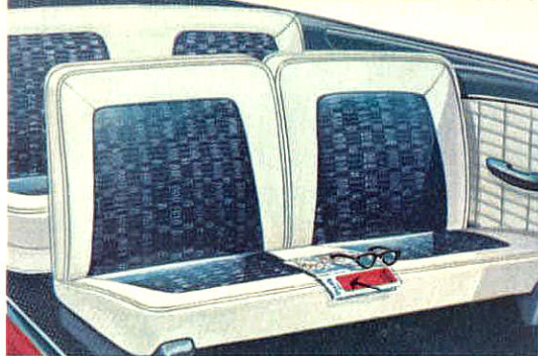


#### 4 POWER WINDOWS

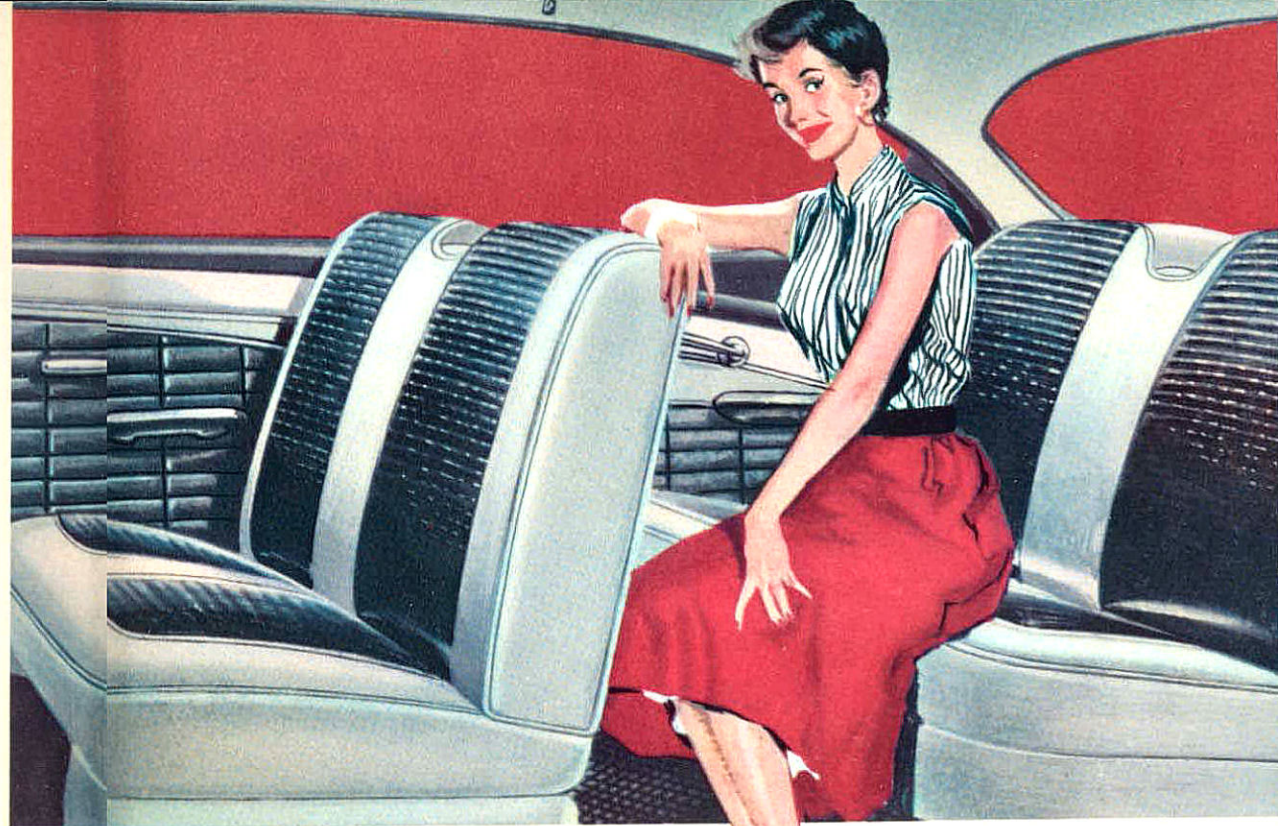
Effortless and convenient. Raise or lower windows silently by the touch of a button. Operate all four windows from the driver's seat or from individual controls below each window.



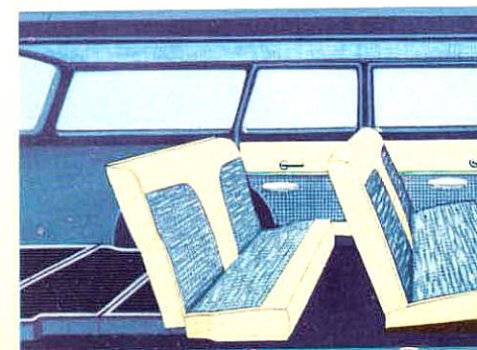
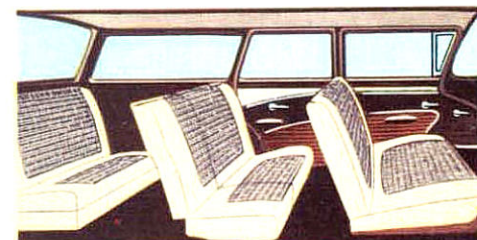




The moment you enter the new Meteor—you enter a living room of rich colour, soft blended fabrics and easy-chair comfort completely new to the low-price field. Surrounding you on every side are supple vinyls, specially loomed fabrics of fascinating texture and design, and chrome fittings looking every bit as handsome as polished sterling. And the colours present a rainbow of harmony. Through every model, Meteor offers you an *inside* story of magnificence!



**the inside stry of Meteor-**  
comfortable—colourful—magnificent!

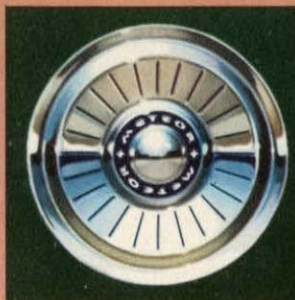




the added  
touches of  
magnificence

## Meteor

### options and accessories for '57

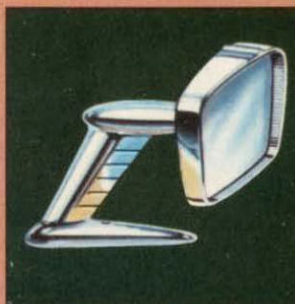


#### NEW DEEP-DISC WHEEL COVERS

Dramatized by three-dimensional motion lines. Here's flashing beauty to go with Meteor's new 14-inch wheels.

#### NEW WINDSHIELD WASHERS

Convenient control spurts double spray on windshield—enabling wipers to clean glass in a jiffy.



#### NEW REAR-VIEW MIRROR

Styled to complement Meteor's distinctive lines. Distortion-free plate glass minimizes glare—makes driving safer.

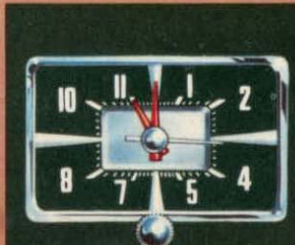
#### NEW "SIGNAL-SEEKER" RADIO

Automatically tunes in clearest signal in town or country. Full-tone Console range radio also available.



#### NEW ELECTRIC CLOCK

Accurate and handsome. Gives time at a glance. Styled to match magnificent Meteor interiors.



#### THE WIDE RANGE OF ACCESSORIES INCLUDES:

Air Conditioner  
Antennae  
Arctic Wiper Blades  
Back-up Lights  
Car Care Chemicals  
Cigar Lighter  
Curb Signals  
Engine Heater  
Exhaust Deflectors  
Floor Saver Mats  
Frost Shields  
Grille-Wing Guards  
Handbrake Warning Signal  
Licence Trim Frames  
Locking Gas Cap  
Power Brakes  
Power Seat  
Power Steering  
Power Windows  
Rear Seat Speakers  
Safety Seat Belts  
Seat Covers  
Spare Wheel Carrier  
Spotlight  
Spotlight—Portable  
Sprazon Beauty Treatment  
Tissue Dispenser  
Undercoating  
Vanity Mirror

## specifications

#### FOUR ACTION-EAGER ENGINES:

SIX CYLINDER—223 cu. inch 144 h.p. 202 lb. ft. of torque. 8.6:1 compression ratio.

V-8—272 cu. inch with 2-barrel carburetor. 190 h.p. and 260 lb. ft. of torque. 8.6:1 compression ratio.

292 cu. inch with two barrel carburetor. 212 h.p. and 285 lb. ft. of torque. 9.1:1 compression ratio.

312 cu. inch with 4 barrel carburetor. 245 h.p. and 324 lb. ft. of torque. 9.7:1 compression ratio.

#### ENGINE DESIGN FEATURES (all models):

Short-stroke low friction design; deep block construction; free turning overhead intake and exhaust valves; 3 ring super fitted aluminum alloy pistons; full pressure lubrication; extra heavy duty bearings; 12 volt electrical system; turbo action 18 mm. spark plugs; 55 amp/hour battery (70 amp optional) high output 30 amp generator; (30 amp low cut-in, 40 amp, 50 amp, 60 amp optional); new type air filter; full-flow oil filter.

#### TRANSMISSIONS:

MERC-O-MATIC DRIVE—Torque converter combined with a three speed planetary gear train; fully automatic operation of three forward speeds in drive range; positive gear lock in park position; engine starts only in neutral; safety sequence selector.

STANDARD GEARSHIFT AND CLUTCH—Semi-centrifugal clutch with suspended pedal. Three forward speeds and one reverse.

TOUCH-O-MATIC OVERDRIVE—An automatic fourth gear which cuts in at about 28 m.p.h. Used in conjunction with standard transmission only. Cuts engine speed 30%, reduces gas consumption and prolongs engine life.

#### CHASSIS:

NEW SAFETY CONTOURED FRAME—Ultra rigid construction with two massive side rails and five ladder type cross members. Side rails sweep downward and outward. Perimeter frame encircles passengers in steel safety wall.

SWEPT BACK BALL JOINT FRONT SUSPENSION—Swept back suspension arms lift front wheels over bumps; hefty coil springs with oversize telescopic shock absorbers; ball joint pivots eliminate kingpins—reduce friction; anti-roll stabilizer bar.

REAR SUSPENSION—Extra long leaf springs mounted outboard for high roll resistance; sea leg mounted shock absorbers; rubber snubbers to prevent jarring on full rebound.

REAR AXLE—Hypoid type with offset mounted pinion for greater rigidity and strength; extra offset of pinion permits lower overall construction; wide range of final drive ratios available depending on engine and transmission choice.

DRIVE SHAFT—Extra heavy duty universal joints; tapered drive shaft allows lower floor level.

STEERING—Worm and triple-tooth gear mechanism; anti-friction bearings throughout; forged steering arm for great strength and safety; deep dished safety steering wheel.

BRAKES—Hydraulic with single point adjustment on all wheels; brake lining area 180.16 sq. ins. (Station Wagons 191.44 sq. ins.); suspended brake pedal with long lever action for extra light pedal pressure.

WHEELS—New 14 inch wide rim type; specially designed for wide tread low pressure tires.

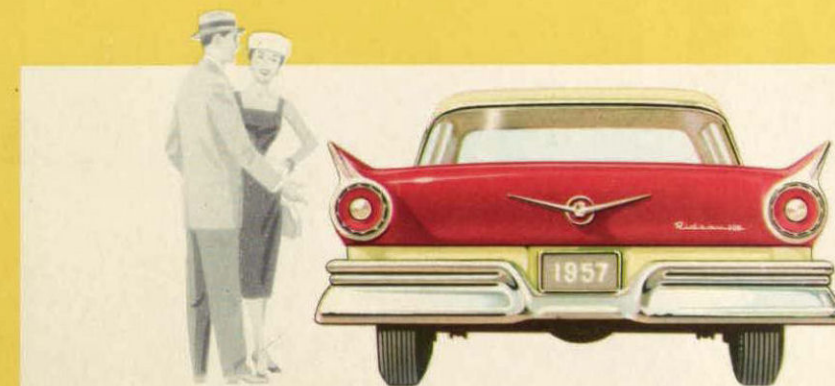
TIRES—4 ply tubeless extra low pressure 7.50 x 14. Optional: 7.50 x 14—6 ply; 8.00 x 14—4 ply and 6 ply.

DIMENSIONS—Rideau and Rideau 500: 118 in. wheelbase, front tread 58.9 ins., rear tread 56.4 ins., overall length 207.7 ins. Niagara and Niagara 300 wheelbase 116 ins., front tread 58.9 ins., rear tread 56.4 ins., overall length 201.6 ins.

OTHER AVAILABLE EQUIPMENT—Safeguard padding for instrument panel and sun visors; four way power seat; Sure Stop low pedal power brakes; Master Guide power steering; power lift windows; tinted safety glass; Selectaire Conditioner; white sidewall tires; positive action windshield wiper unit; electric clock; full wheel covers.

PRICES—All Power Assists and Accessories as well as some of the items illustrated or referred to in this catalogue are at extra cost.

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



MERCURY-LINCOLN-METEOR DIVISION

FORD MOTOR COMPANY OF CANADA, LIMITED



