

**MORE THAN EVER - MILES AHEAD '53 Meteor**

# '53 Meteor

## In 3 DISTINCTIVE SERIES

Meet the sensational new 1953 Meteor cars. More than ever miles ahead in beauty, comfort and convenience, performance and value, these new Meteors are a triumph of fifty years of automotive achievement. A host of new engineering features and style advancements have been incorporated for your greater driving pleasure. This year, Meteor offers you the choice of three distinctive series in luxurious new tone-blended colour combinations, the choice of two instrument panels, two powerful V-8 engines and three performance-proven transmissions. *No other car in the low price field offers this valuable combination of features and advantages!*

### CUSTOMLINE

In the new '53 Meteor Customline Series, three superb models offer riding comfort and performance unsurpassed in the low price field. In the new '53 Meteor Crestline Series, two dramatically styled models offer inspiring beauty for the young in heart.

### CRESTLINE

In both of these series, outstandingly powerful performance is provided by Meteor's *exclusive* 120-Hp. V-8 engine. "Control-centre" design of the instrument panel features the most advanced driver controls ever offered.

### MAINLINE

In the new '53 Meteor Mainline Series, three high-styled models feature the famous high-compression Meteor 110-Hp. V-8 engine for thrillingly powerful performance with astonishing economy. New advancements in beauty and luxury, comfort and driving convenience make the Meteor Mainline Series the greatest value offered in the low price field.

And this is only the beginning of the great '53 Meteor story! Read on, and you'll agree—no other car in the low price field offers you so much.

**MORE THAN EVER—MILES AHEAD  
IN THE LOW PRICE FIELD!**



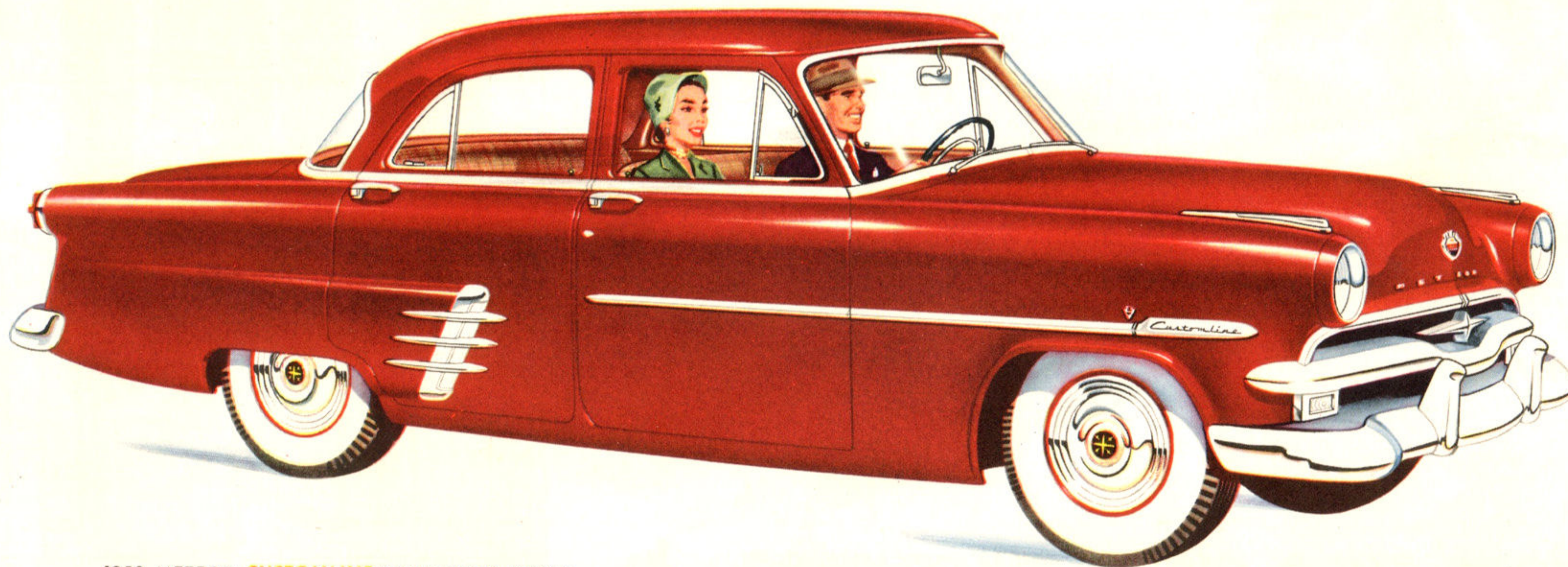
1953



METEOR

**DRAMATIC *CUSTOMLINE* BEAUTY,  
COMFORT and POWER!**

There's more than ever for you in the new '53 Meteor Customline Four-Door Sedan. Just look at Meteor's big car beauty, highlighted by the bold new "gull wing" grille featuring new rectangular parking lights that blend into the massive wrap-around bumper. Above the recessed headlamps, new chrome "windsplits" decorate the fenders. Breathtaking interior elegance attains a new high in the "tone-blended" treatment of upholstery, trim and the "Control-centre" instrument panel. All controls are positioned for fingertip action . . . instruments grouped for at-a-glance vision . . . foot pedals suspended from above for easier operation, more positive action. This roomy car with foam-rubber seats is powered by Meteor's *exclusive* 120-Hp. V-8 engine with Automatic Choke. Superbly appointed . . . with two sun visors, two interior lights, arm rests front and rear, cigarette lighter and electric clock . . . *the new '53 Meteor offers you more of everything!*



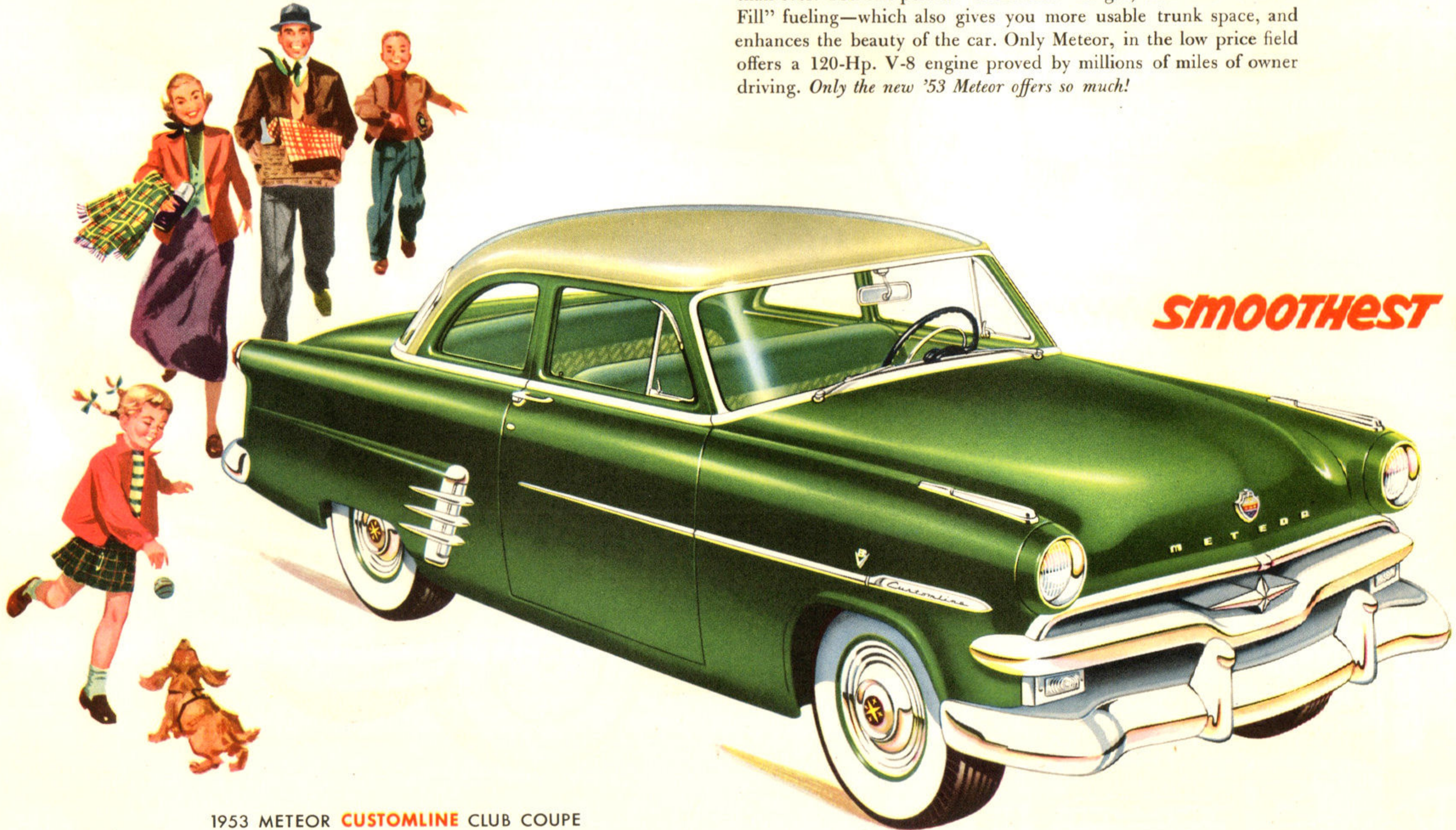
1953 METEOR **CUSTOMLINE** FOUR-DOOR SEDAN

1953



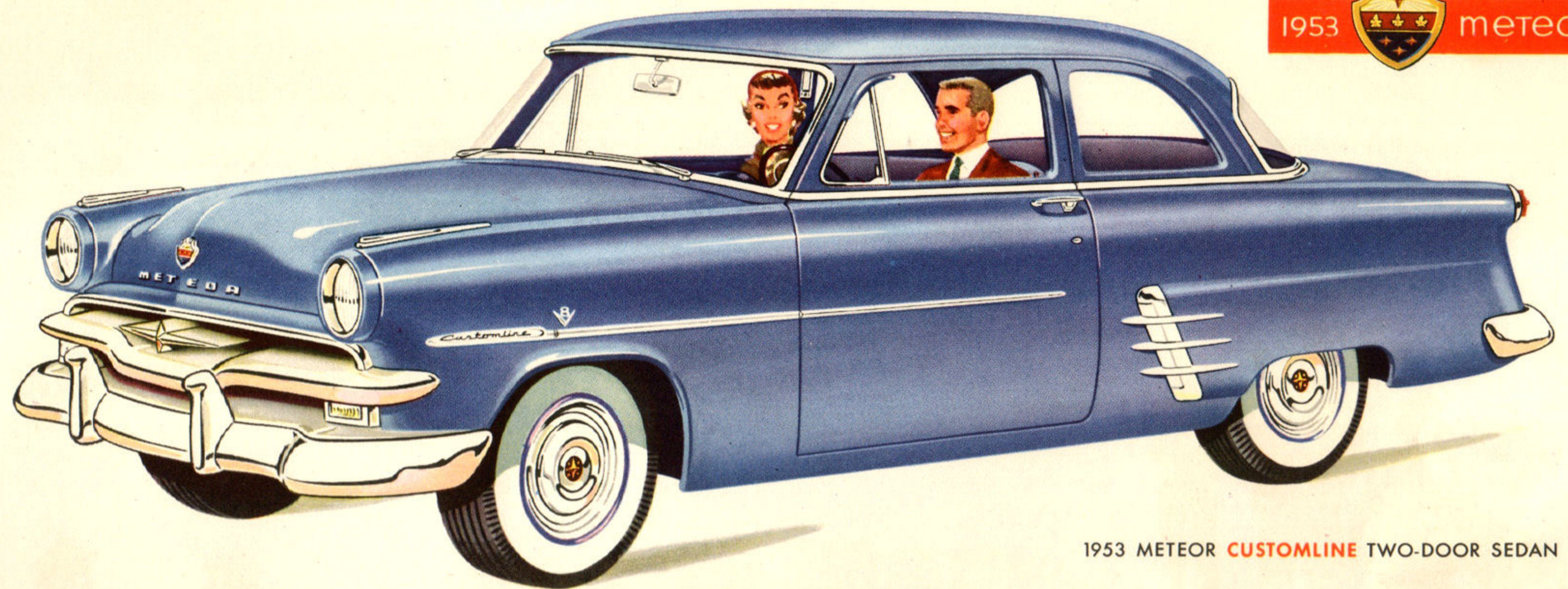
METEOR

Only the new '53 Meteor offers such a fine combination of dynamic exterior styling and interior roominess. Six people ride in luxurious comfort in the new '53 Meteor Customline Club Coupe. Here you have all-around visibility through a one-piece curved windshield, "wrap-around" rear window, and large side windows. This superb car offers superior appointments . . . two ash trays in the rear . . . assist loops and pebble-grain rubber matting . . . features that mean more for your money all ways. Also, there's more convenience than ever. You can pull in "either-side" for gas, thanks to "Centre-Fill" fueling—which also gives you more usable trunk space, and enhances the beauty of the car. Only Meteor, in the low price field offers a 120-Hp. V-8 engine proved by millions of miles of owner driving. *Only the new '53 Meteor offers so much!*



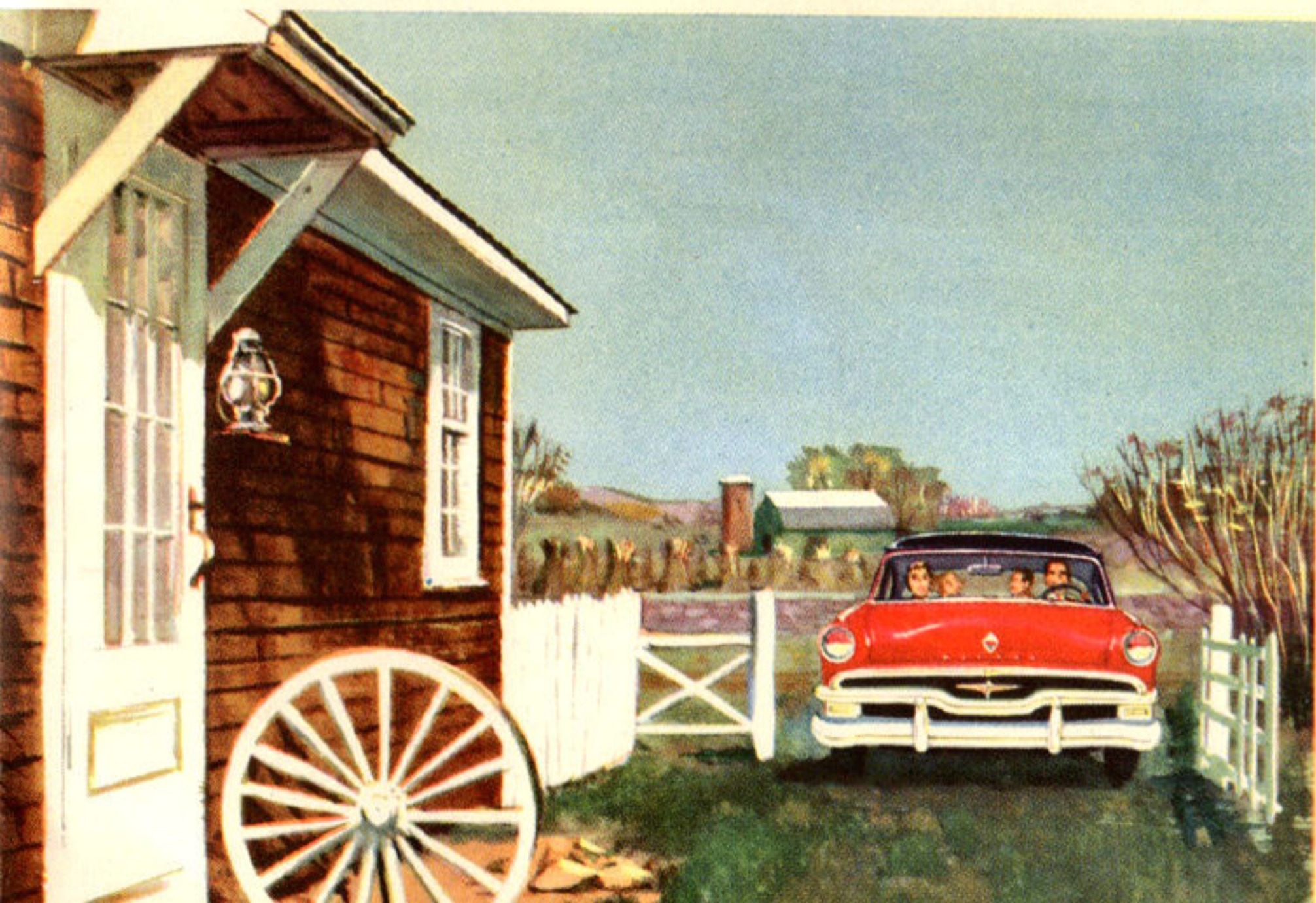
***SMOOTHEST RIDE...***

1953 METEOR **CUSTOMLINE** CLUB COUPE



1953 METEOR **CUSTOMLINE** TWO-DOOR SEDAN

**GREATEST PERFORMANCE - THAT'S CUSTOMLINE!**



Ideal choice for the family with children, the new '53 Meteor Customline Two-Door Sedan is distinguished by its sleek, flowing lines of inspired beauty. Notice the new chrome "spear" along the side, and the three stylish "windsplits" on the rear quarter panel. Unseen, but important to you are the advanced engineering features incorporated in the new '53 Meteor for your greater riding enjoyment. Improved front and rear suspension means "miles-ahead" comfort even on roughest roads. Deep-luxury seats with foam-rubber give restful ease on even the longest trips. Courtesy lights, arm rests, ash trays and other appointments combine with dramatic upholstery and trim to give you the most beautiful interior in the low price field. *It's a triumph of automotive achievement!*

1953

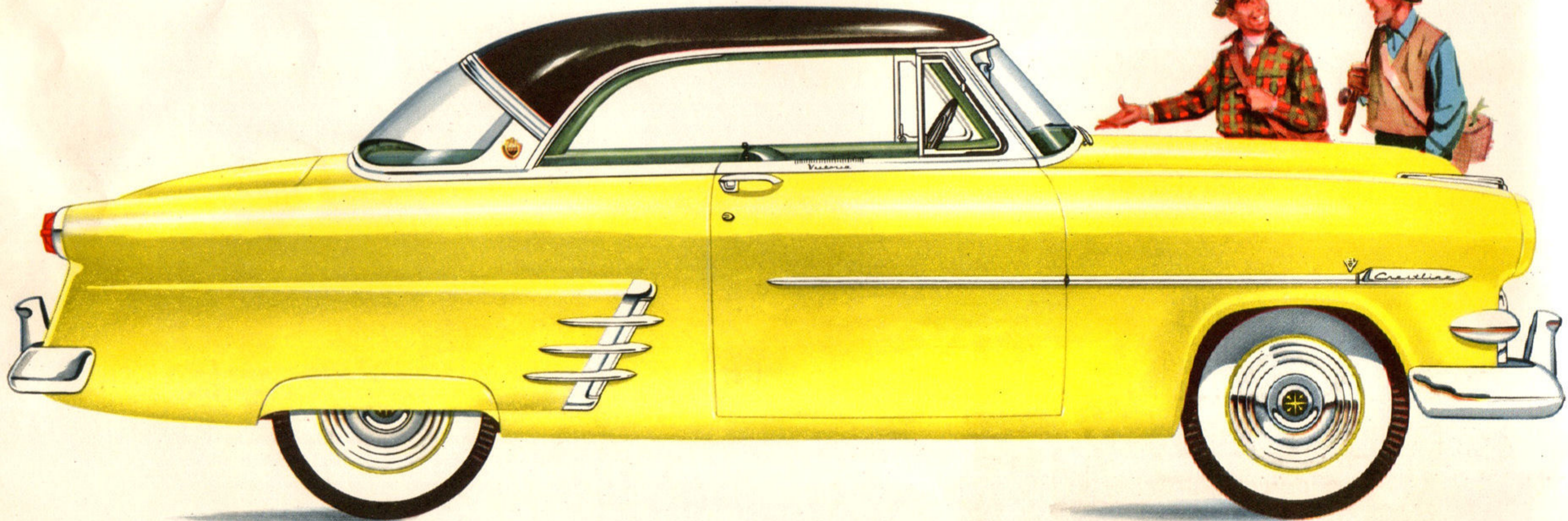


METEOR

Complete pride of ownership is yours with the all-beautiful, new '53 Meteor Crestline Victoria. Available in a thrilling choice of body colours and trims, this great car embodies the spirit of youthfulness in every sweeping line of its dramatic styling. There's outstanding interior elegance, too! Distinctively patterned upholstery fabrics and vinyls are tone-blended for matchless beauty. Under the safety of steel-top protection, driver and passengers enjoy unexcelled visibility through the car-wide, one-piece curved windshield . . . the elegant "wrap-around" rear window . . . the side "picture" windows, all of which are framed in sparkling chrome trim. "Control-centre" instrument panel features the most advanced and complete driver controls in the low price field. A supreme power thrill is yours with the *exclusive* Meteor 120-Hp. V-8 engine. You have the choice of three great transmissions. For the young in heart, *and* the wise in value, *the new '53 Meteor offers more than ever!*

**BEAUTIFUL... DYNAMIC...**

**YOUTHFUL !**

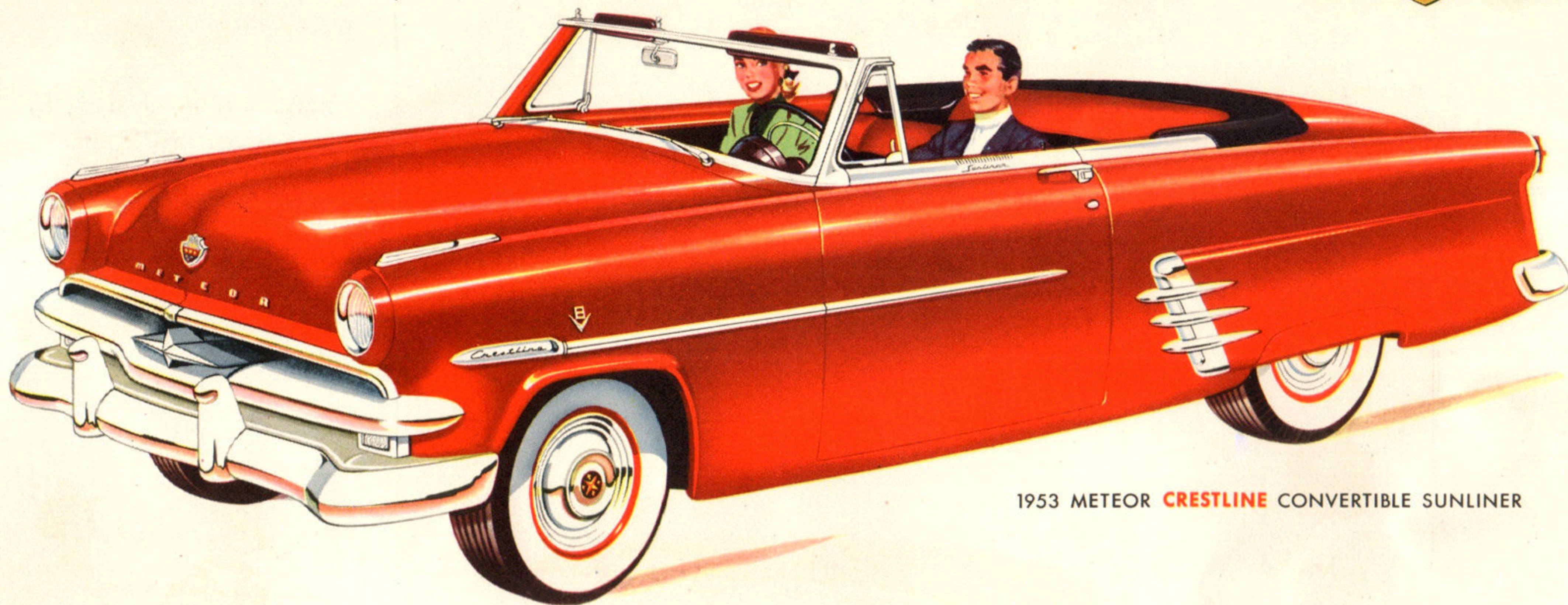


1953 METEOR **CRESTLINE** VICTORIA

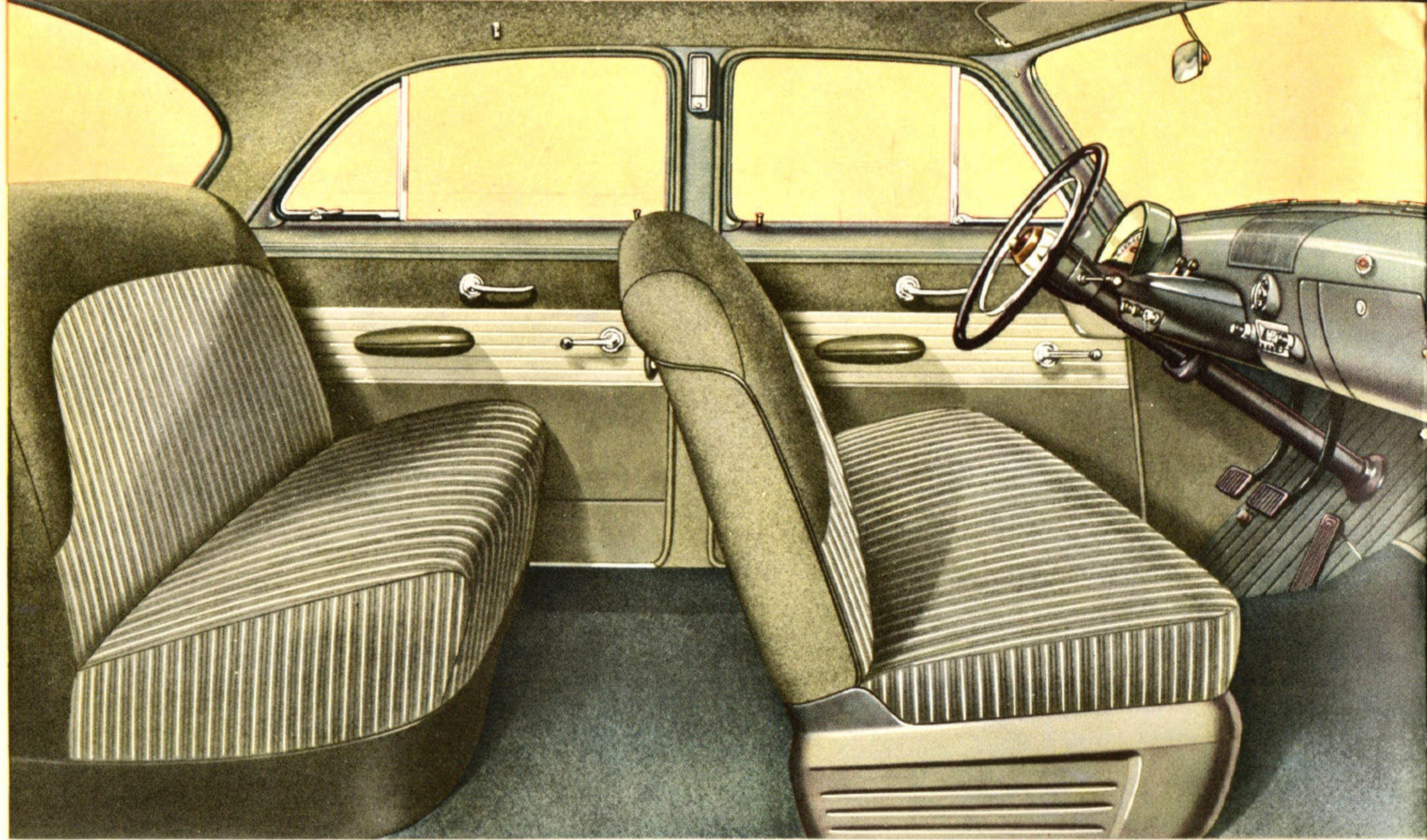
1953



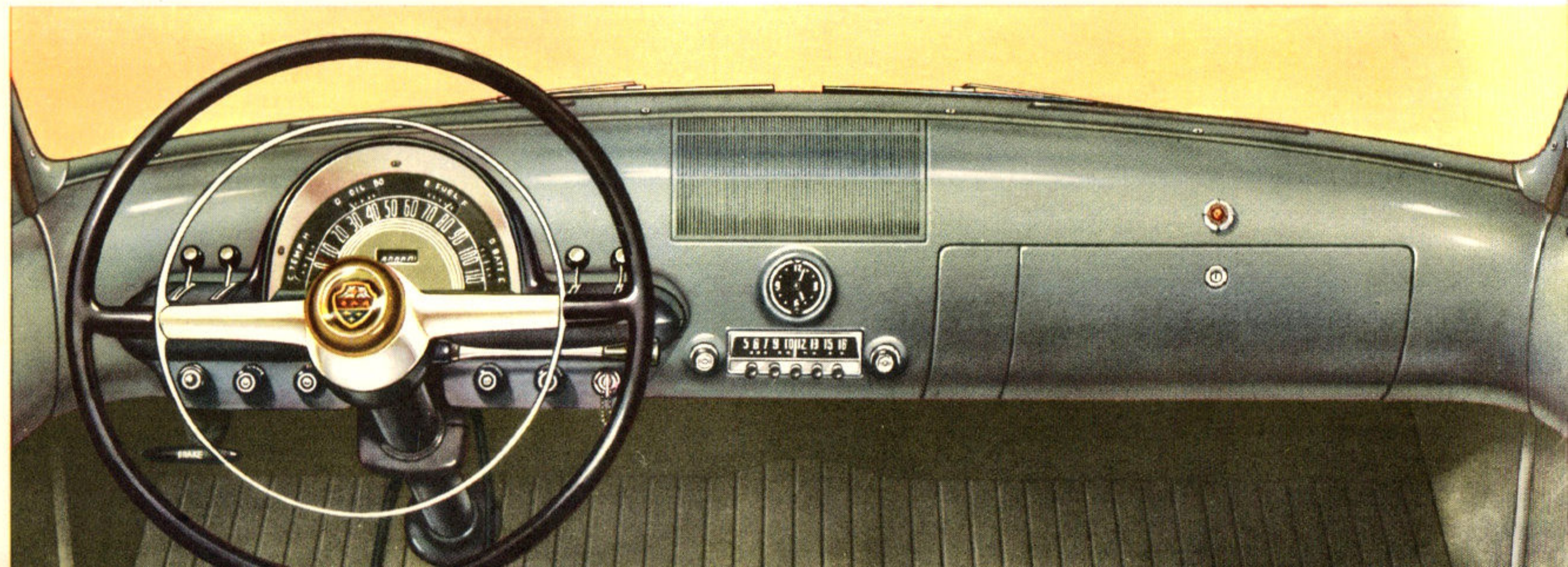
METEOR

1953 METEOR **CRESTLINE** CONVERTIBLE SUNLINER

Take a long look at this superb new Sunliner . . . the '53 Meteor Crestline Convertible. Every body detail blends to create a striking silhouette of unsurpassed beauty . . . *every* feature is more than ever miles ahead in style. Convertible top of weather-proofed fabric, with light-weight magnesium alloy top bows and rails, is electrically operated. At the flick of an instrument panel switch, mechanism under the rear seat raises top to give weather-tight sedan comfort . . . lowers it just as quietly and smoothly into a snug stowage where it disappears under a snap-fastening cover. Striking new body colours, the combination of new leathers and new leather-grained vinyl upholstery, plus distinctive trims are tone-blended to create impressive beauty. You're sure of more with the '53 Meteor . . . *far more of everything . . . most for you!*



***extra beauty... extra power - exclusive in***

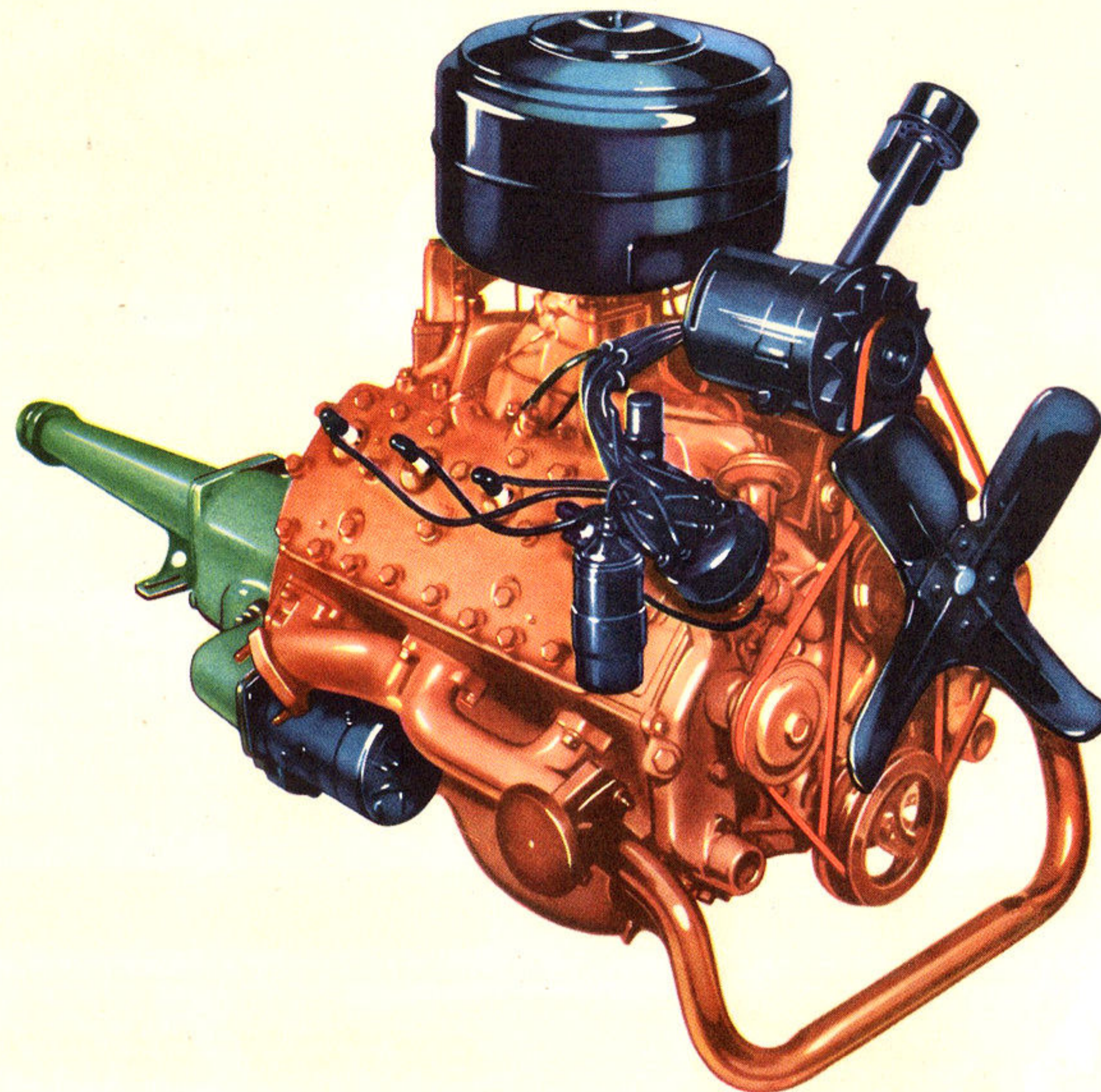




For beauty, style and true riding comfort, the new '53 Meteor Customline and Crestline Series offer you more than any other car in the low price field. Fine craftsmanship is evident in every detail of the Customline interior, illustrated here. Distinctive upholstery fabrics are tailored to give the most pleasing tone-blended effect on seats, doors and roof. Both front and rear seats have thick foam-rubber over zig-zag springs for added comfort and posture control. There's extra comfort, too, because Meteor's front seat is adjustable for nine different seating positions. Note the fine appointments . . . the extra touches of elegance that mean more for your money in the new '53 Meteor . . . convenient arm rests—ash trays—extra large package and glove compartment—cigarette lighter—electric clock—rubber floor carpeting (rear floor of Crestline Victoria has carpet to match trim)—chrome and plastic trims! "Automatic Ride Control" gives you the smoothest riding car in its price class . . . the beautiful new '53 Meteor—*greatest value ever offered in the low price field.*

## **CUSTOMLINE and CRESTLINE**

The new '53 Meteor brings you "Control-centre" design of the instrument panel . . . resulting in the most advanced driver controls ever offered in the low price field! Instruments are built out over the concentric steering column and feature indirect lighting, adjustable to your night driving needs. All controls are positioned at your fingertips for smoother, easier operation. Pendant pedals provide easier clutch action, more positive brake action with less foot pressure needed. Meteor's full-circle horn ring permits clear vision through the one-piece, curved windshield. The new Meteor crest in beautiful coloured plastic is enclosed in horn button. Set on the instrument panel above the package and glove compartment a specially designed anniversary medallion marks the half century of automotive achievement.



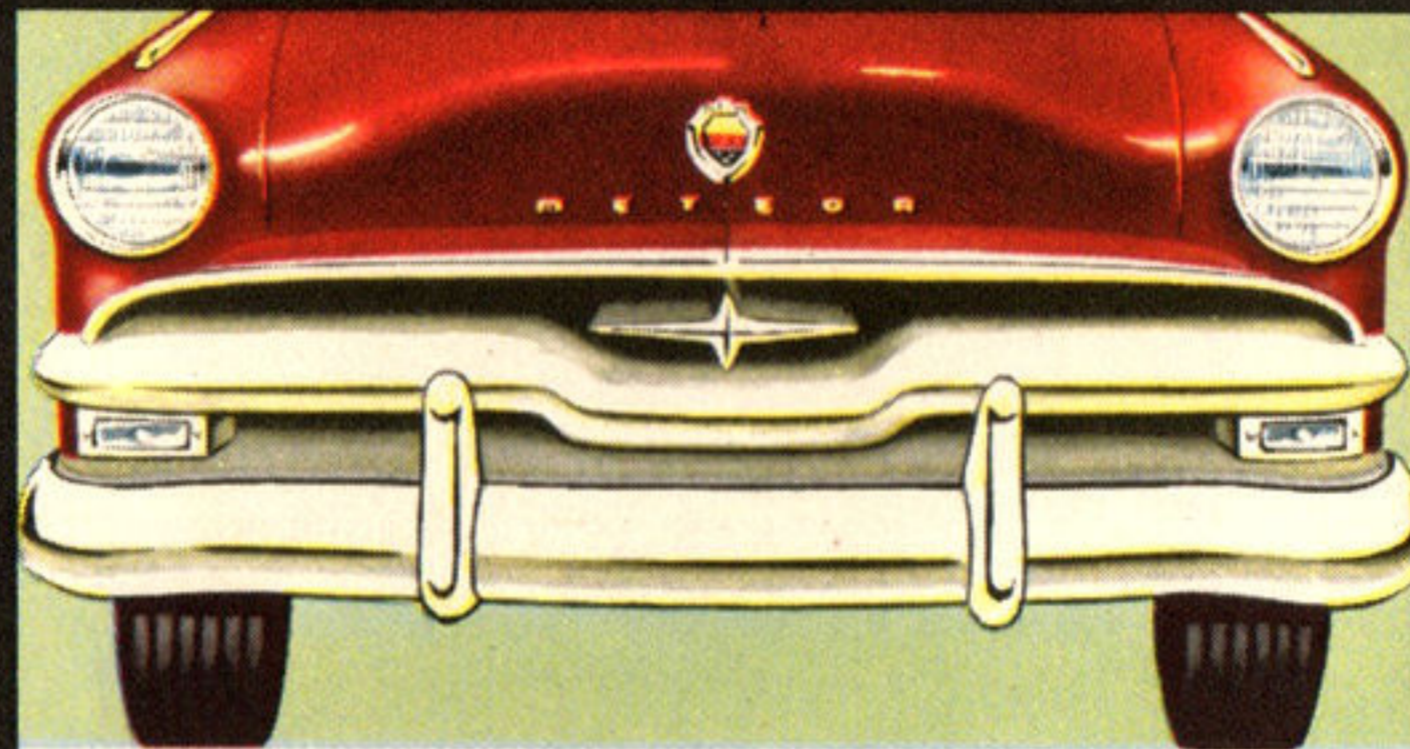
## **120 HP. V-8 engine - GREATEST PERFORMANCE - THRILLING POWER!**

Here's the supreme power thrill in the low price field. Built especially for the '53 Meteor by the *world's largest manufacturer of V-8 engines*, this *exclusive* 120-Hp. V-8 engine embodies four superior engine features. Free-turning valves, increasing valve life up to 50%—full pressure lubrication for longer engine life and economy—aluminum pistons for economy and efficient performance—Loadomatic Economy, a feature that meters and fires exactly the right amount of gas for all speed, load and power requirements.

# FEATURE BY FEATURE - '53 METEOR OFFERS MORE



**New front-end styling** results in a lower, more striking silhouette. The Meteor crest of multi-coloured plastic is framed in chrome. Above the recessed headlamps, chrome "windsplits" add a sleek, streamlining touch to the fenders.



**Bold, massive grille** incorporates the distinctive Meteor star above a new "gull wing" centre section that emphasizes the new Meteor's impressive head-on appearance. New, rectangular parking lights add a striking touch of elegance.



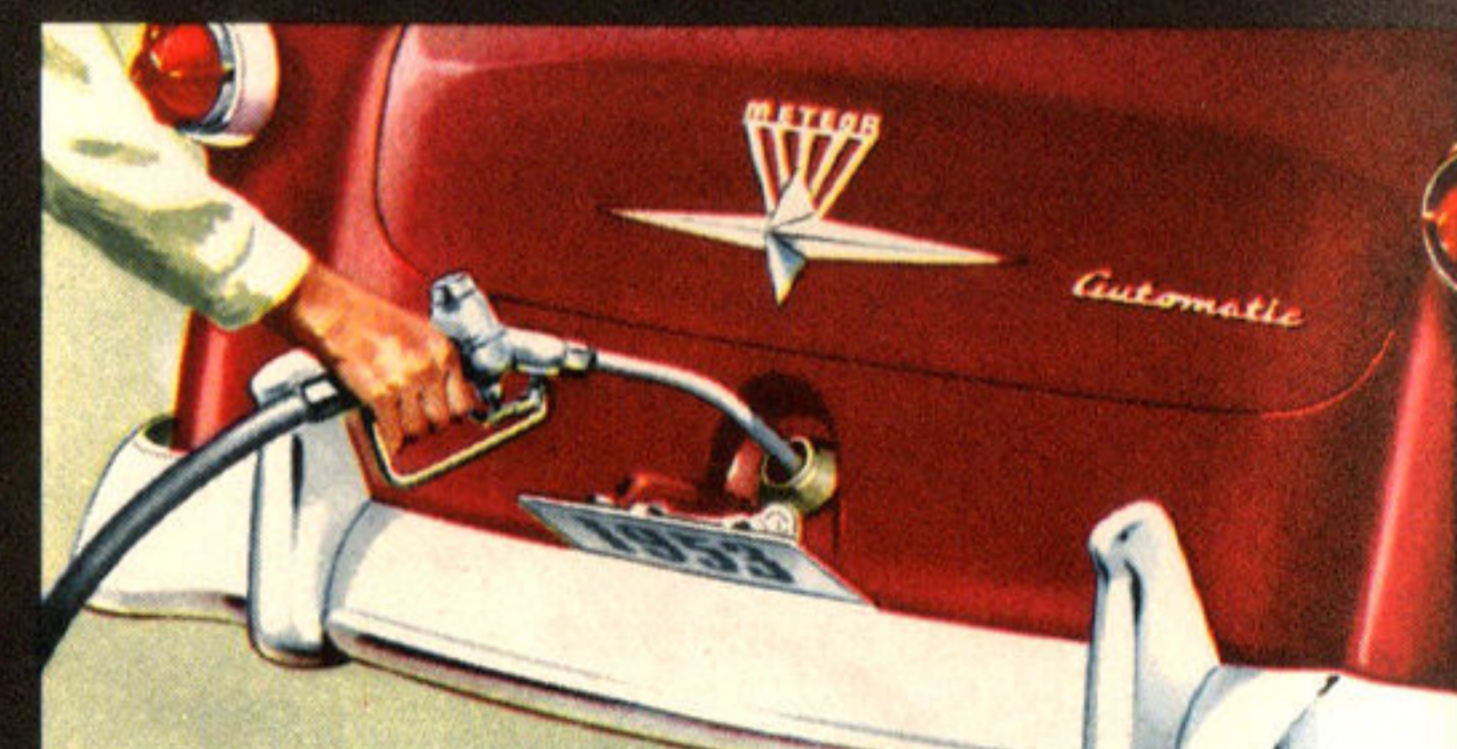
**Car-wide curved windshield** gives more vision ahead. The new '53 Meteor has safe-vision sideways and rearwards, too . . . more than 3200 sq. ins. of glass area. New sea-tinted non-glare glass is optional at slight extra cost.



**Dramatic rear-end beauty** makes the new '53 Meteor more impressive from every viewpoint. Notice Meteor's flowing body lines, jet-style tail lamps, deck lid ornament. No other car in the low price field offers greater pride of ownership.



**Easy-action pendant pedals** provide better leverage for braking, smoother clutch operation. There's more foot room for the driver. Absence of floor holes eliminates possible sources of draughts, improves the interior appearance.

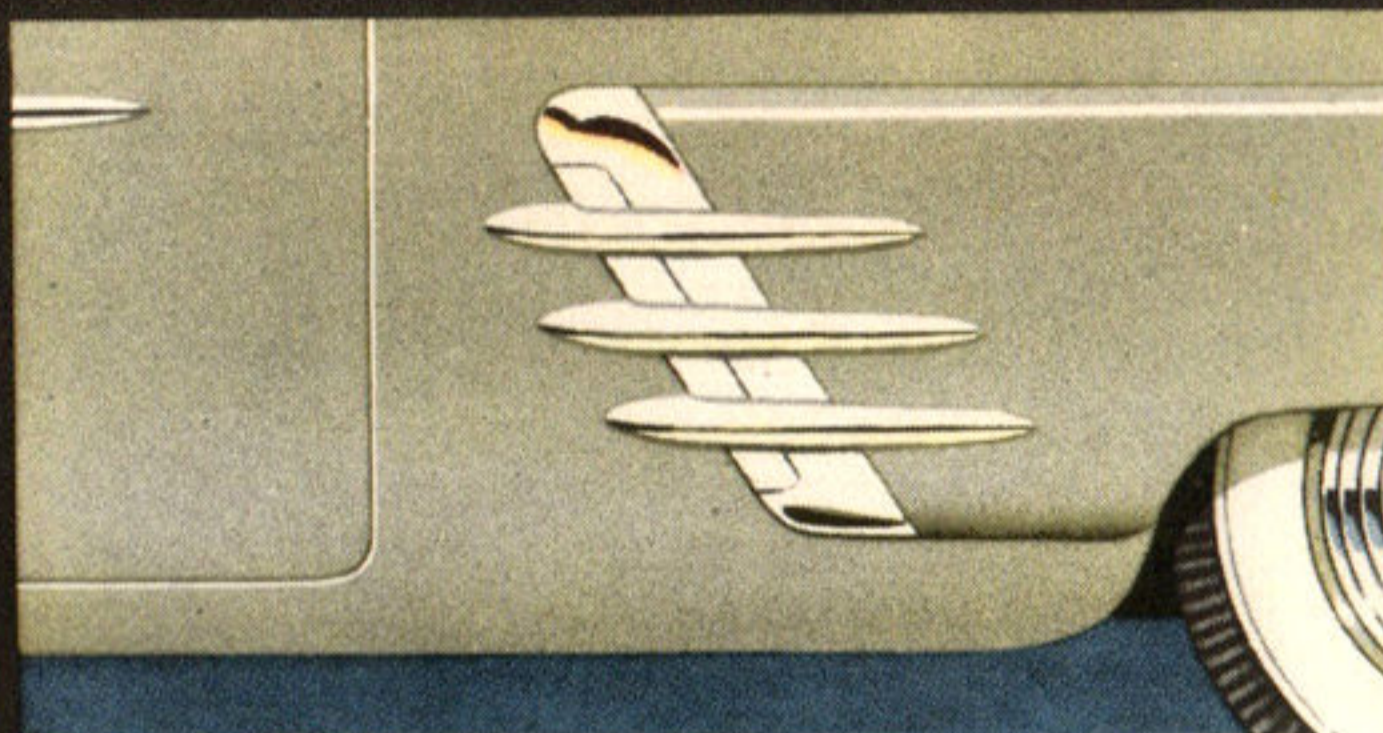


**Fill up from either side** of gas pumps. Filler cap is centred at the back of the car and concealed by the hinged license plate. This trend-setting feature enhances body styling, means more convenience and increased trunk space.

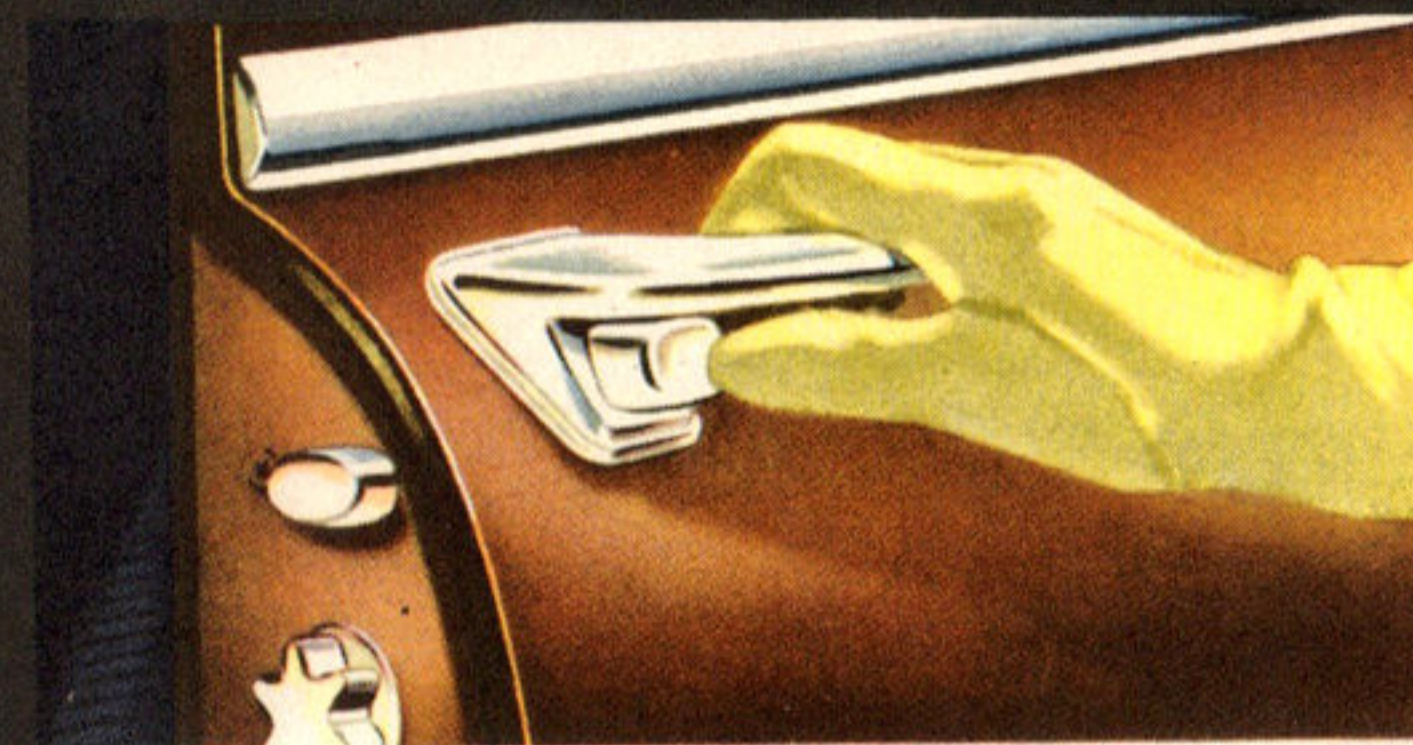
# e THAN ANY OTHER CAR IN THE LOW PRICE FIELD



**Wrap-around rear window** is gracefully curved in one piece to blend with Meteor's dynamic body lines . . . provides unexcelled visibility, a safer view rearwards for the driver through large rear vision mirror.



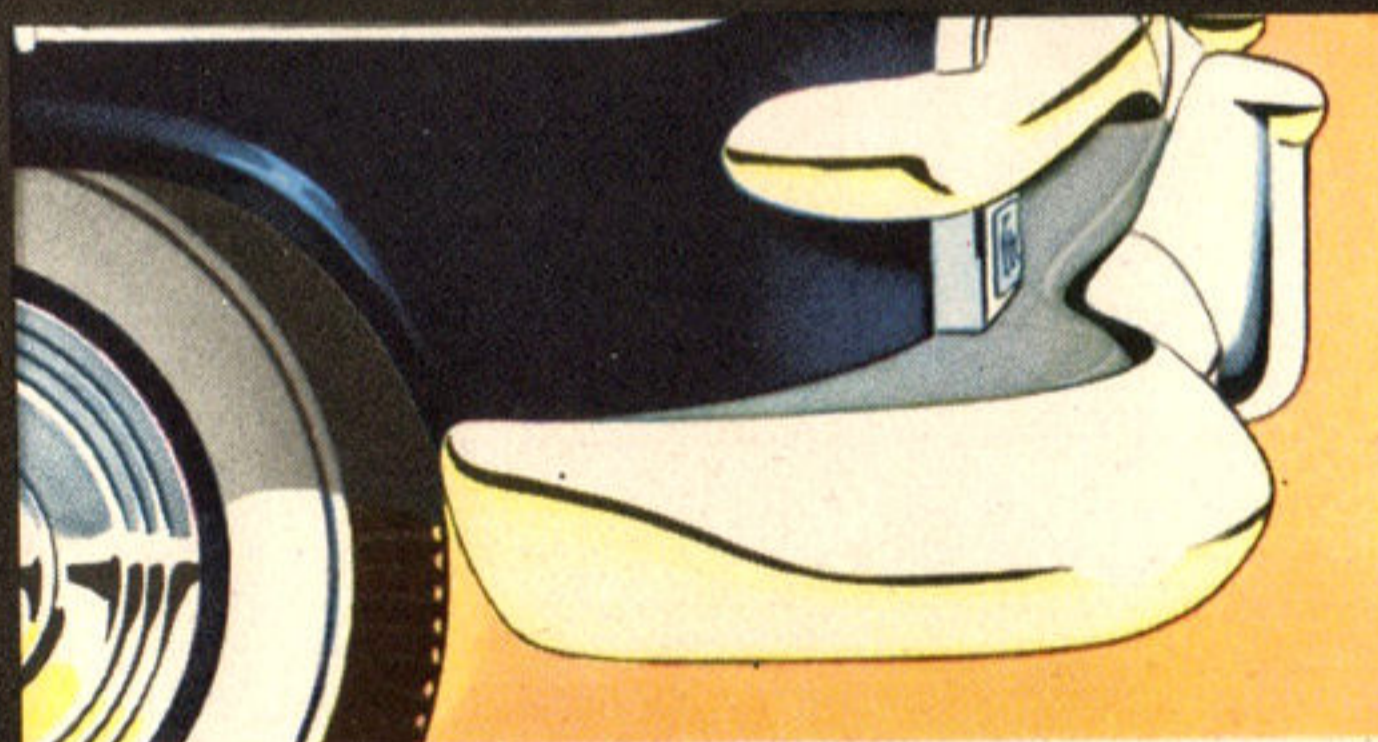
**Streamlined "windsplits"** on the bright metal cap moulding of the rear quarter panel, in the Customline and Crestline Series, place extra emphasis on Meteor's sweeping body lines. Truly, the new '53 Meteor is miles ahead.



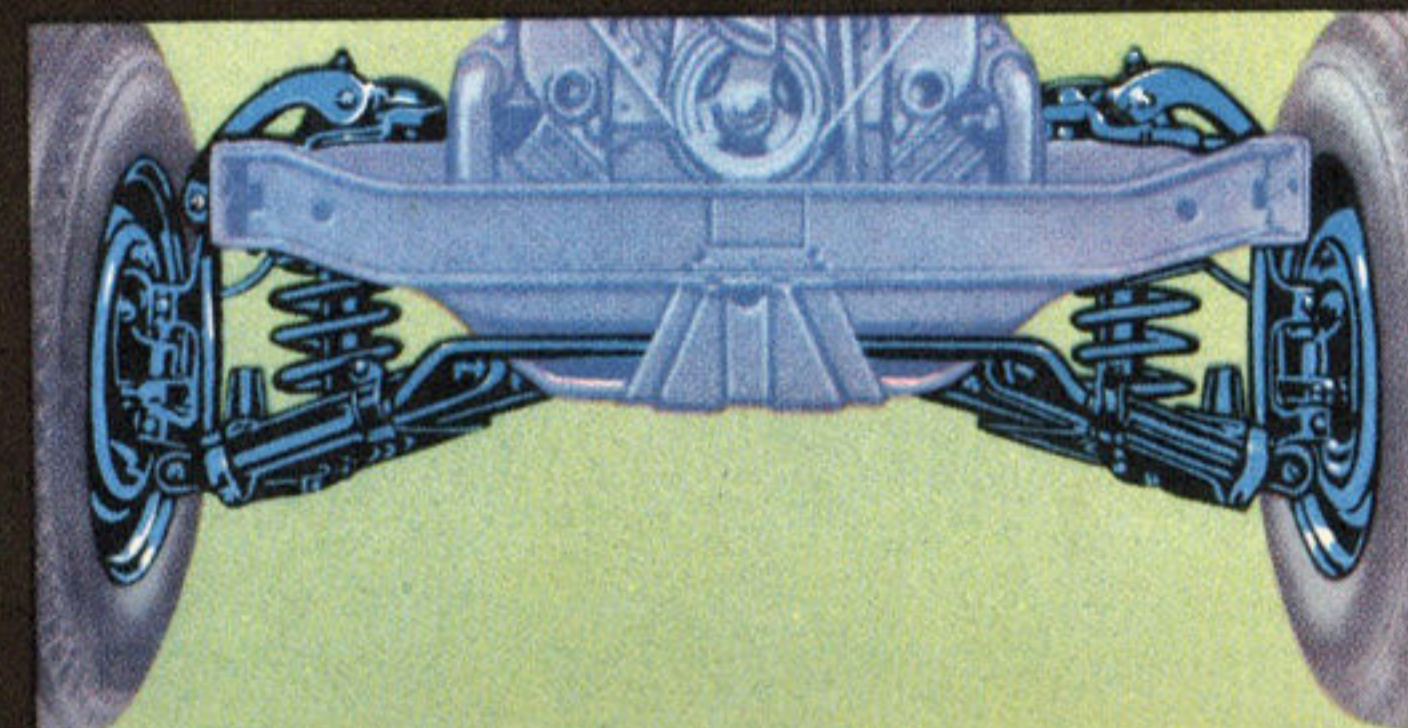
**So much more convenience** is offered in the new '53 Meteor! All doors are equipped with the latest design push-button handles, blended into the beautiful side body lines. Attractively styled, the handles operate easily and efficiently in any weather.



**More room for luggage** in the new '53 Meteor! There is up to 30 cubic feet of usable space in the trunk compartment. Counter-balanced trunk lid opens at the turn of a key. Raised or lowered by one finger, the trunk lid stays balanced in any position.



**Wrap-around bumpers** are designed to give added width to the new '53 Meteor's dramatic front end and rear end styling. Massive and lower this year, they add new beauty with extra protection.



**More riding comfort** is yours in the new '53 Meteor. Improved front and rear suspension springs unite with double-action shock absorbers mounted "sea-leg" style for "Automatic Ride Control". Large king-size brakes give smooth, straight-line stops.

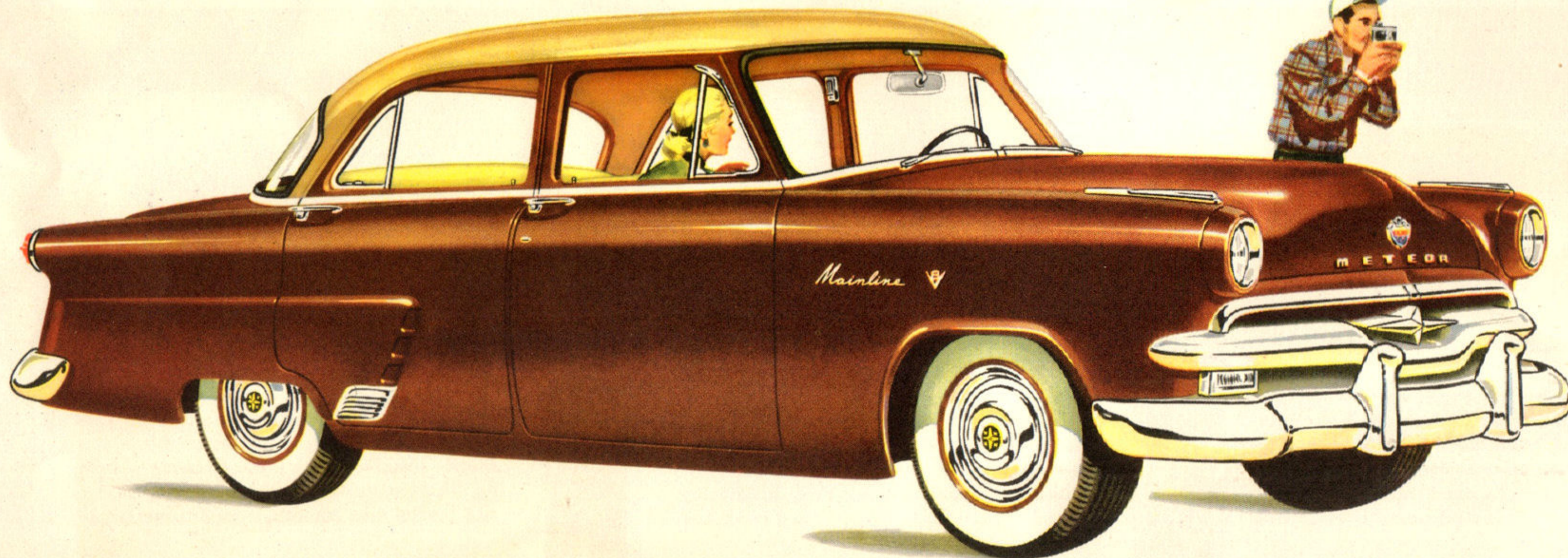
1953



meteor

## FOR STYLE... FOR THRIFT... *IT'S* mainLine

Before you decide on any car in the low price field, see the new '53 Meteor Four-Door Sedan in the Mainline Series. Here's value unsurpassed in any other car. From its bold, new grille featuring new rectangular parking lights, to its equally magnificent rear end styling, this big, roomy car is more than ever miles ahead in everything. Attractive, hard-wearing upholstery fabrics, distinctively designed instrument panel, smart new interior trims, new body refinements, luxurious tone-blended colour combinations . . . *every* detail of styling adds extra value for you. Mainline's powerful 110-Hp. V-8 engine gives standout performance coupled with brilliant economy. *No other car in the low price field offers so much!*



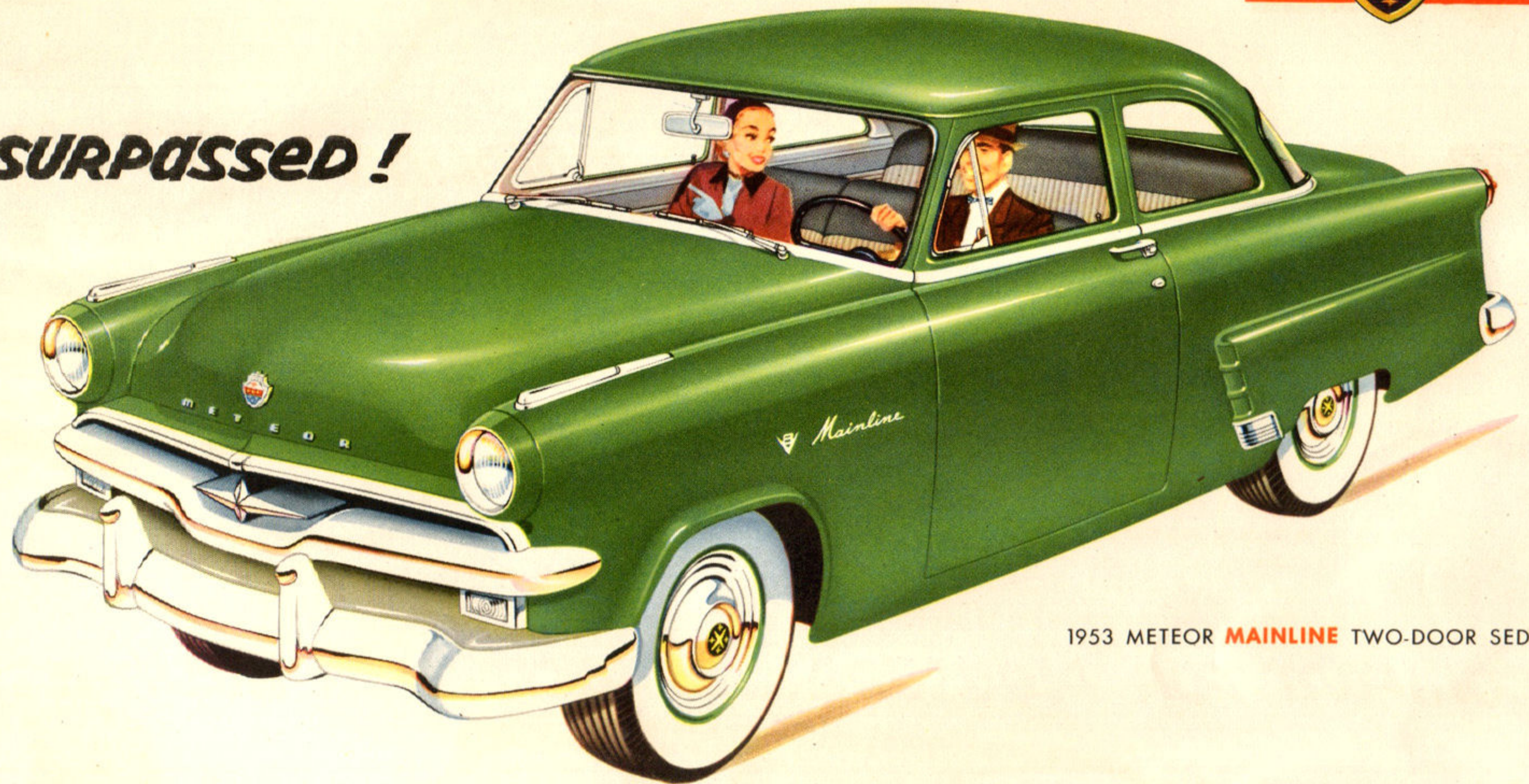
1953 METEOR **MAINLINE** FOUR-DOOR SEDAN

1953



meteor

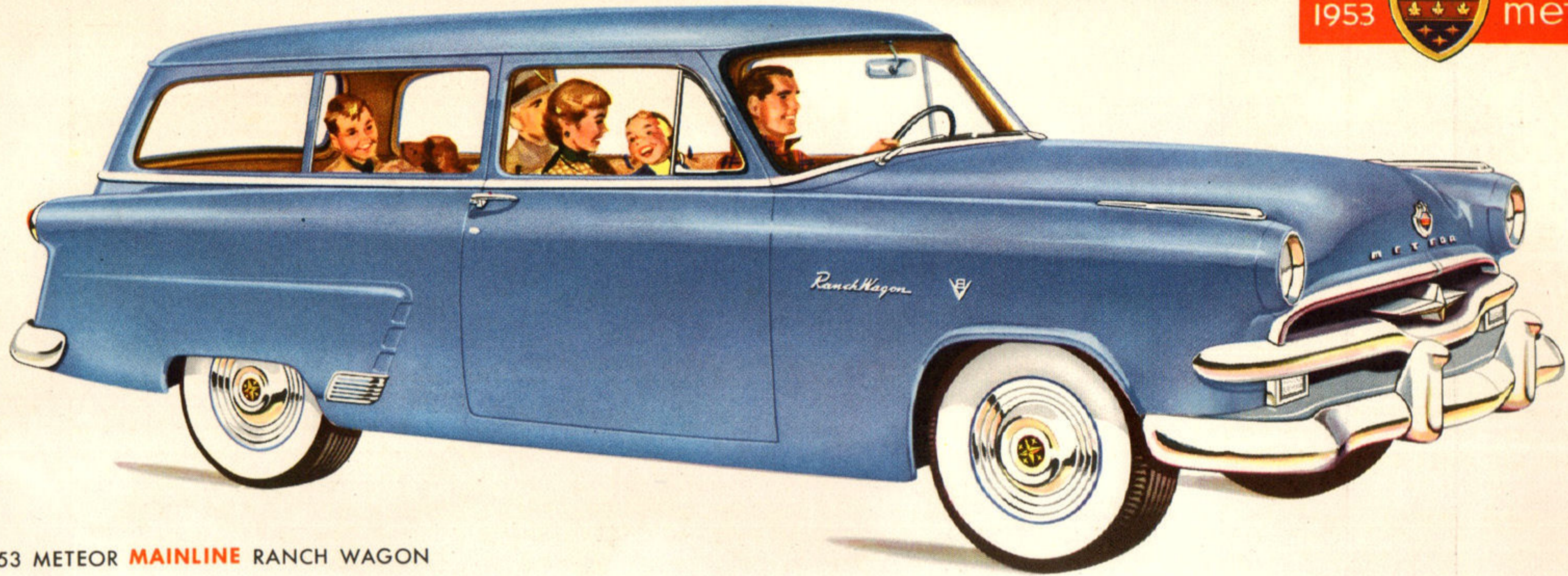
**VALUE UNSURPASSED!**



1953 METEOR **MAINLINE** TWO-DOOR SEDAN

Look at this new '53 Meteor Mainline Two-Door Sedan, and you are viewing the greatest buy of all in the low price field! There's more all-around visibility, through the one-piece curved windshield, "wrap-around" rear window and side "picture" windows. You have more convenience, too, with wide-opening doors featuring the latest-type push-button handles. The new Meteor's distinctive body beauty is highlighted by new chrome "windsplits" on the front fenders. And there's more satisfying power under the counterbalanced hood. Meteor's dynamic 110-Hp. V-8 engine offers you brilliant, thrifty performance! No other car in the low price field offers *so much more beauty, comfort, performance and value for you!*

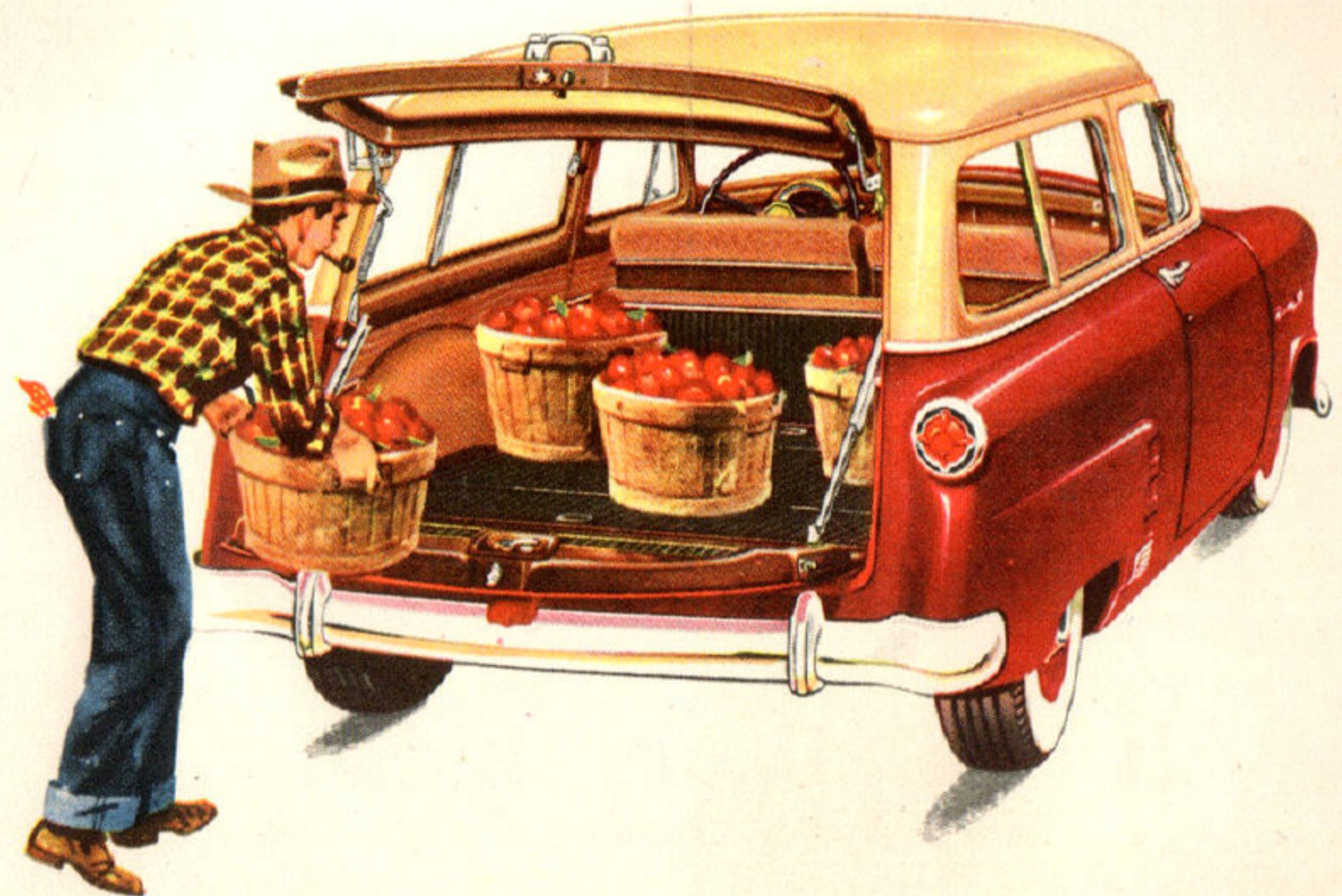


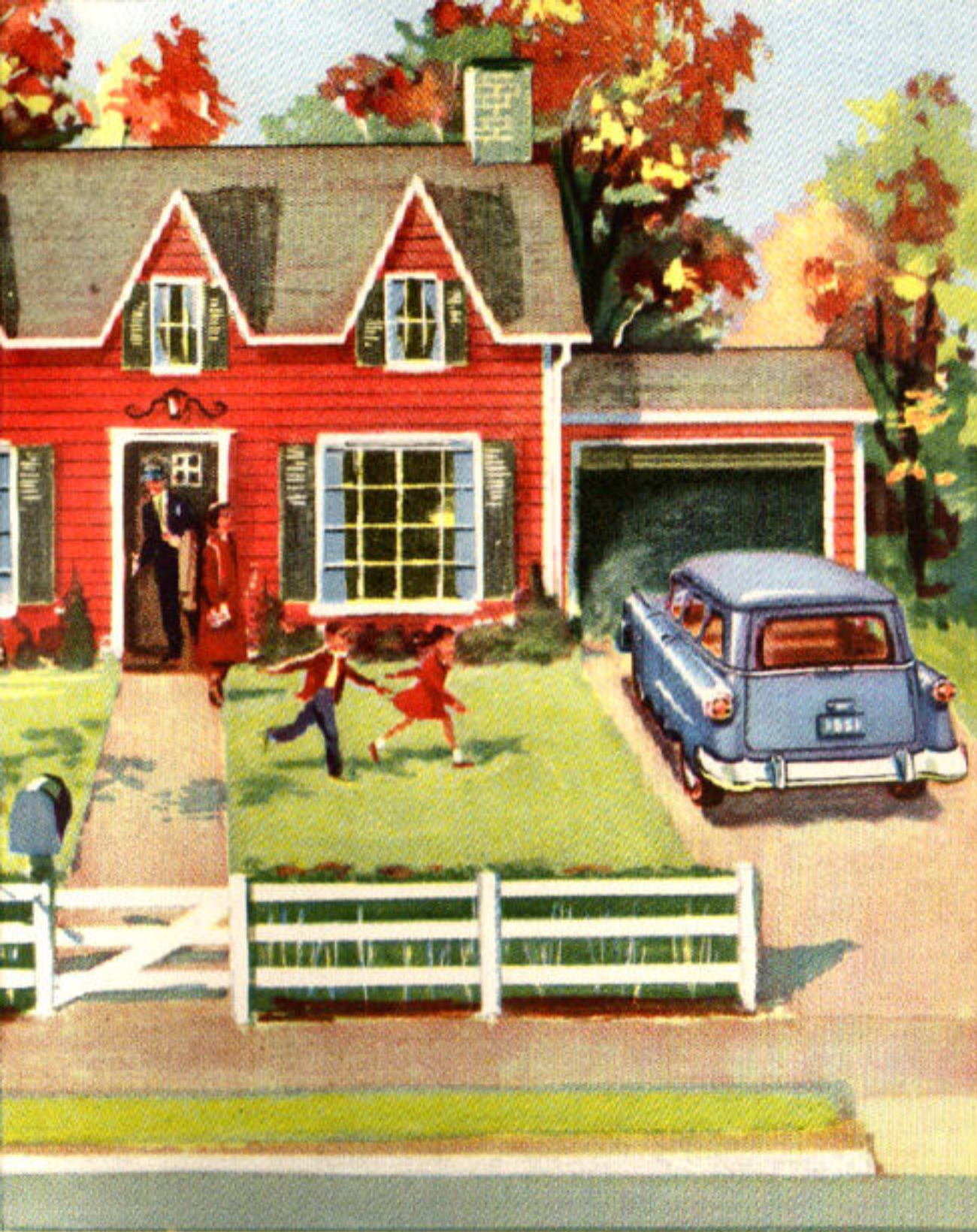


1953 METEOR **MAINLINE** RANCH WAGON

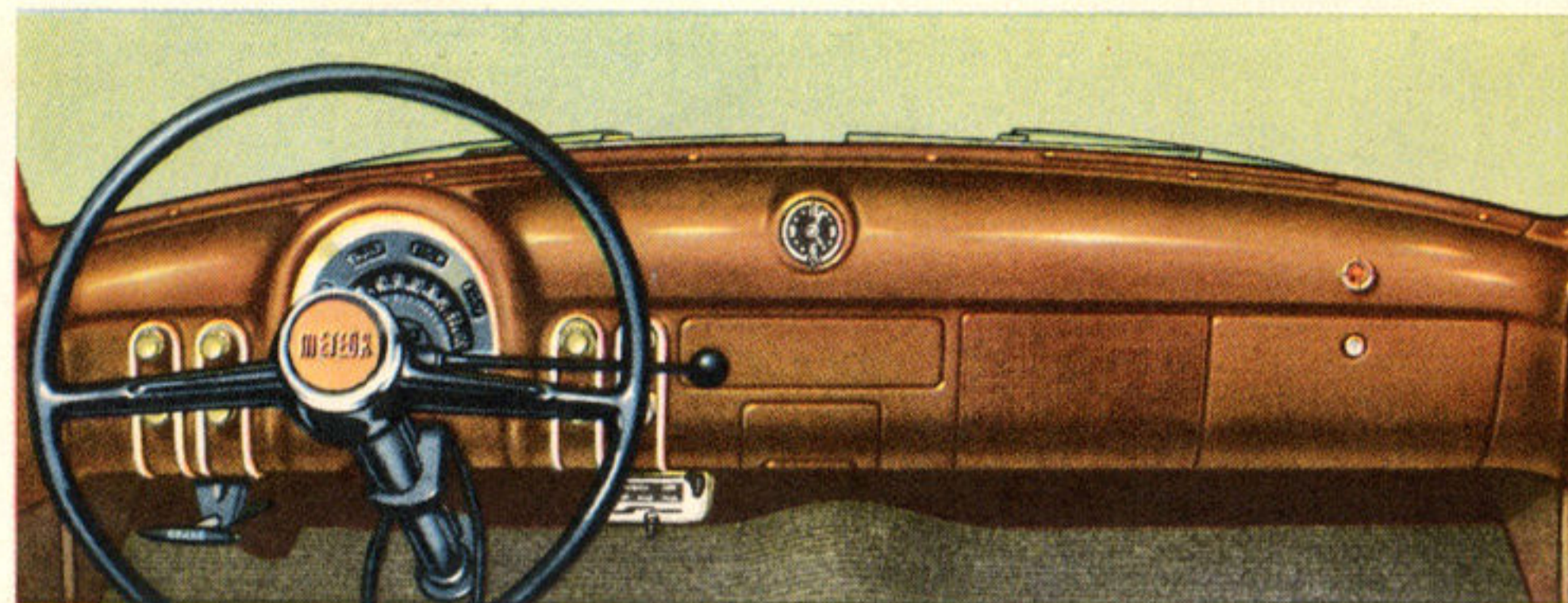
**COMFORT FOR PLEASURE... CAPACITY FOR BUSINESS... *mainLine***

More than ever, the new '53 Meteor Mainline Ranch Wagon offers outstanding value in a dual-purpose car. There's ample room, luxury comfort for six adults on a pleasure trip . . . enough space for a half-ton load when you're going places on business. "Stowaway" rear seats fold easily in a matter of seconds to give an eight foot loading space when the tail gate is lowered. Below the attractive instrument panel, pendant foot pedals make clutch and brake control easier. Tone-blended with exciting new body colours, the pigskin vinyl upholstery and interior trims have been specially selected for their long-wearing qualities. Improved suspension, front and rear, assures a smoother, safer ride. Powered by a 110-Hp. V-8 engine, the new '53 Meteor Ranch Wagon is more than ever miles ahead in the low price field.





METEOR  
**MAINLINE**  
INSTRUMENT  
PANEL



### ***SUPERB convenience and DRIVING ease***

In the new '53 Meteor Mainline Series, this full-width instrument panel is gracefully curved to blend into the doors and harmonize with Meteor's exceptional interior beauty. Grouped on one dial for easy vision, the instruments have indirect lighting, adjustable to suit your night driving needs. Plastic control knobs, positioned for easy access, are enhanced by special trim. Above the glove box there's a distinctive fiftieth anniversary medallion. The new instrument panel is truly a striking combination of beauty and convenience!

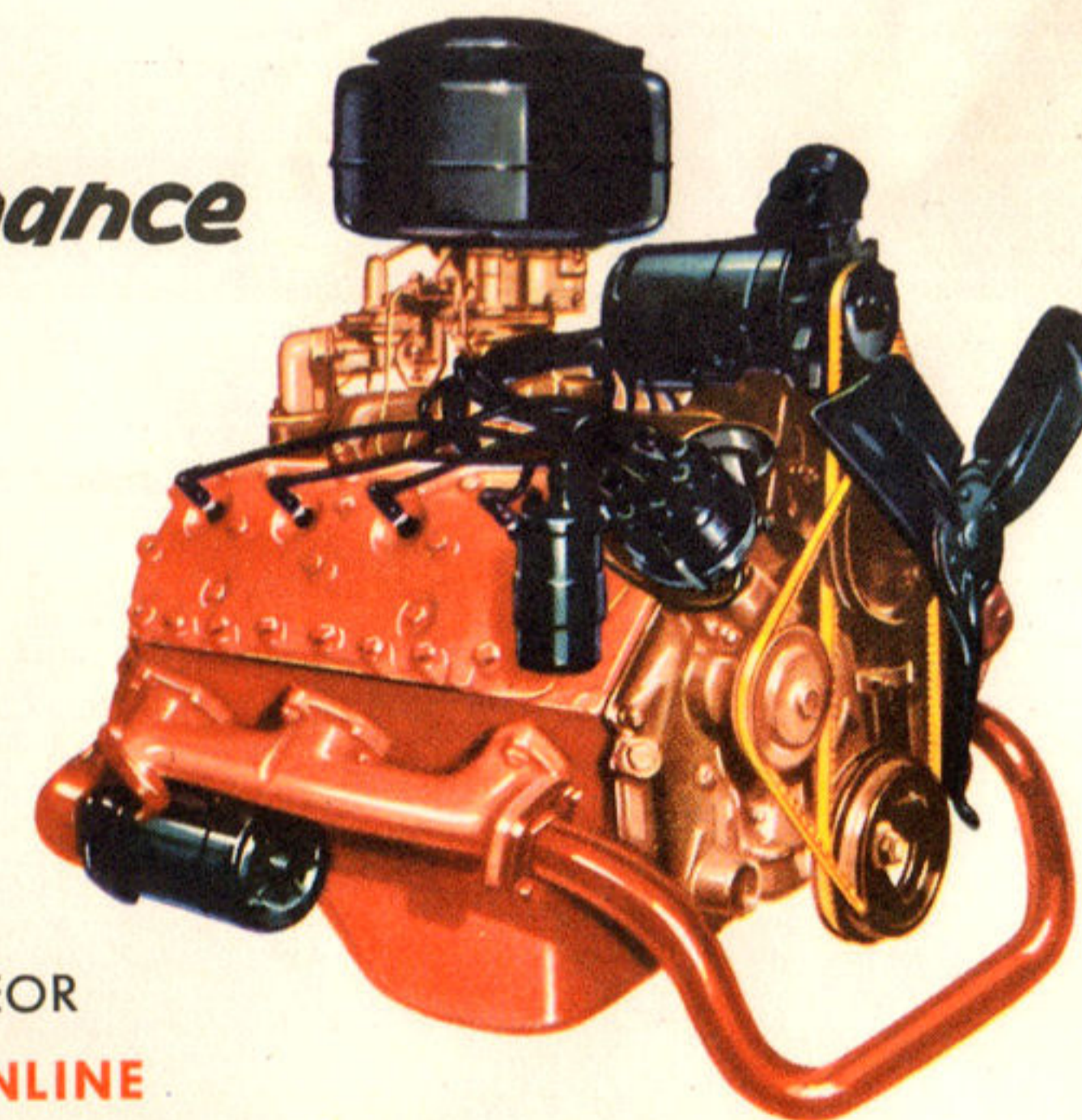


**Value!**

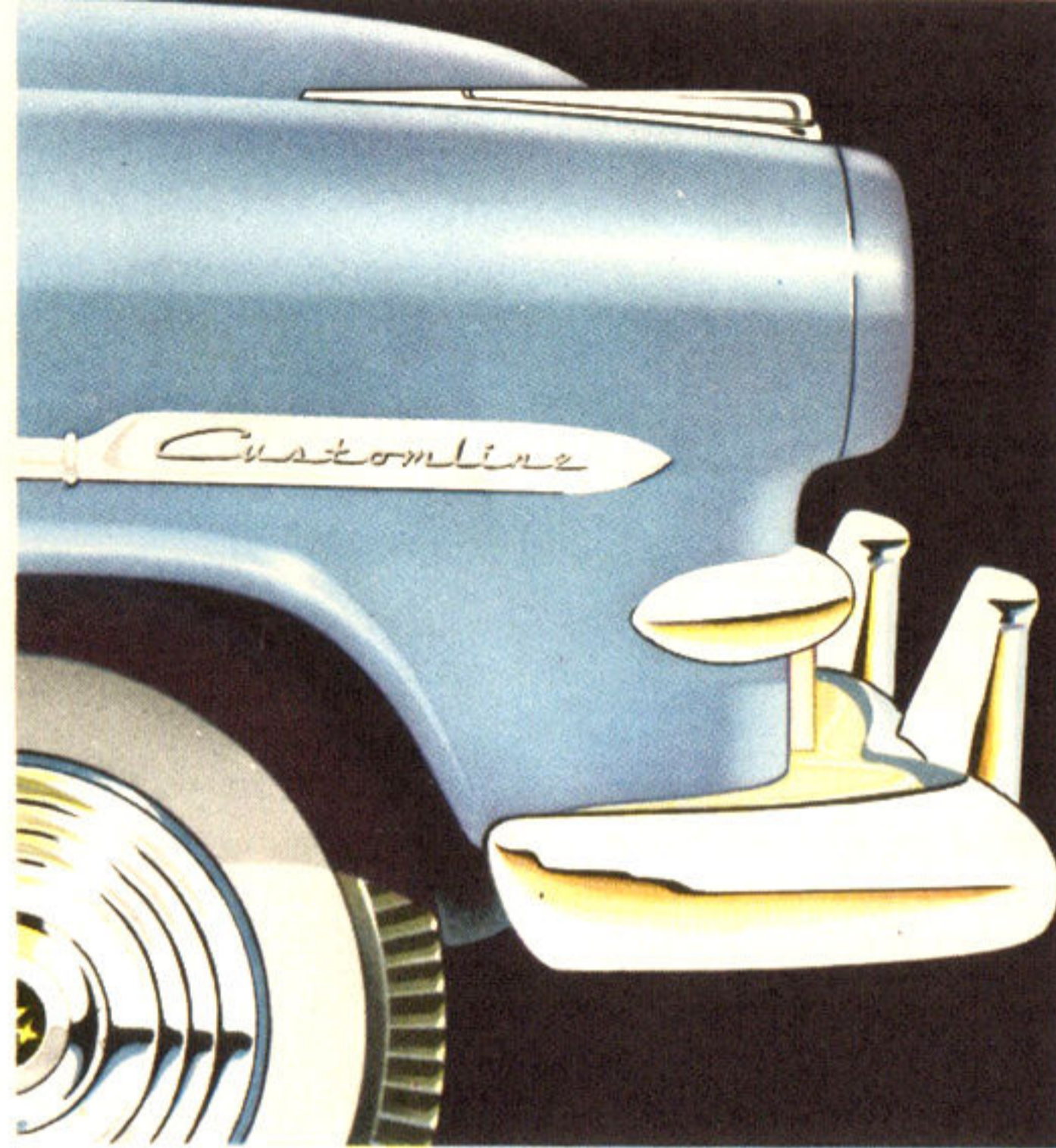


### ***BRILLIANT, THRIFTY V-8 PERFORMANCE***

The new '53 Meteor's Mainline 110-Hp. V-8 engine sets new high standards of quiet-running performance and economy. Produced by the *world's largest manufacturer of V-8 engines*, this powerful engine has a compression ratio of 7.2:1. It incorporates four outstanding features, Free-turning valves—Full pressure lubrication—Aluminum pistons—Loadomatic Economy—plus all the renowned advantages that only a V-8 engine has to offer.



METEOR  
**MAINLINE**  
110 HP. V-8  
ENGINE



**LUXURIOUS new TONE-BLENDED**

VILLAGE GREEN  
METALLIC

MOHAWK MAROON  
METALLIC

TAHITI  
TAN

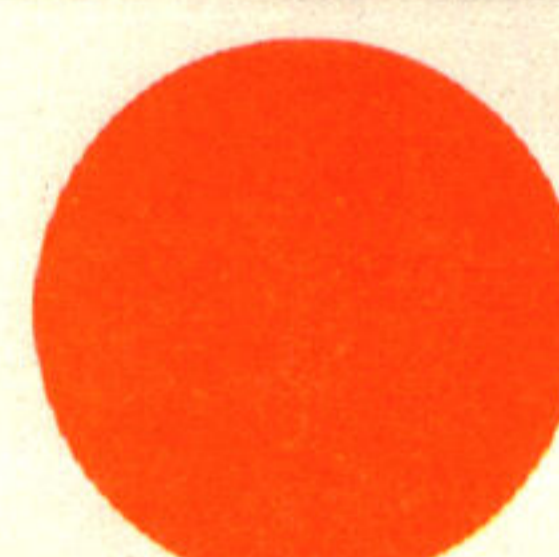
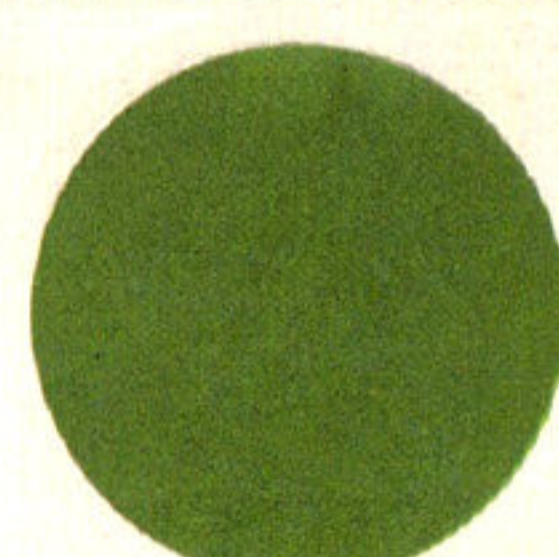
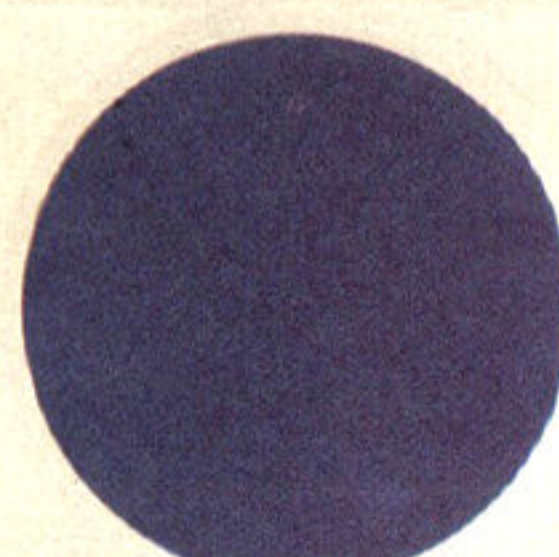
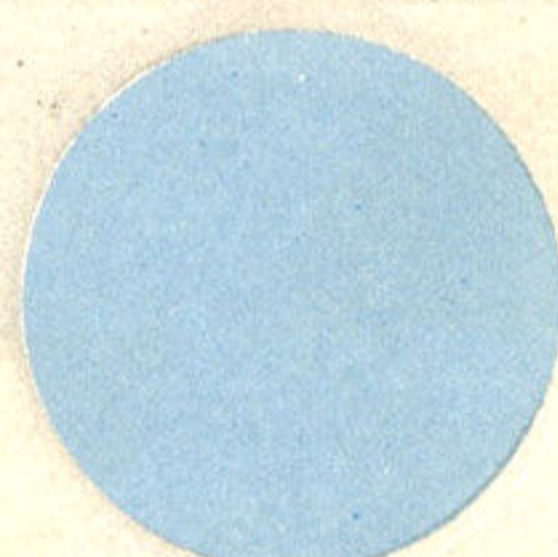
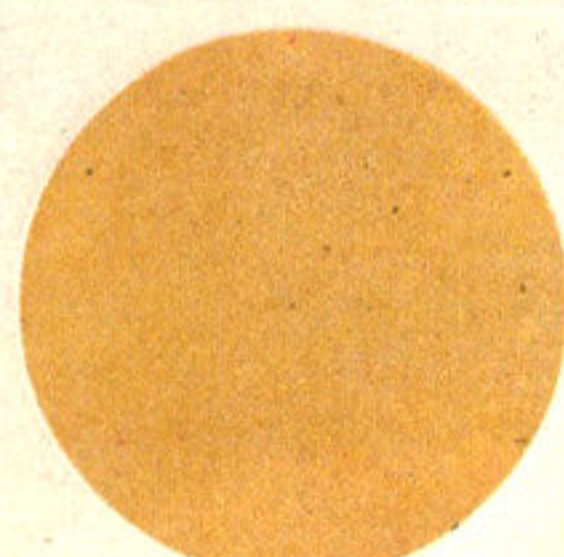
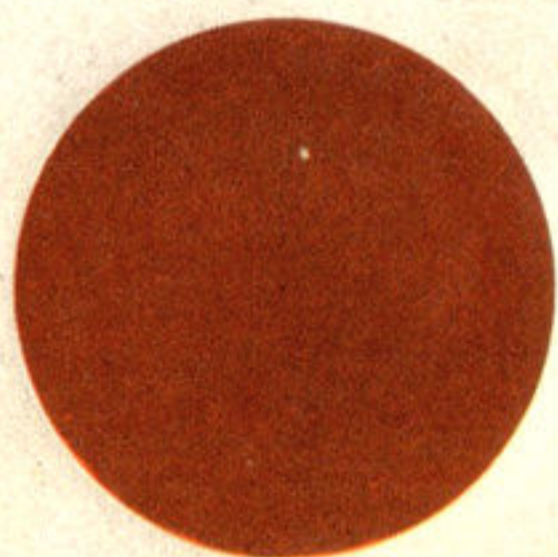
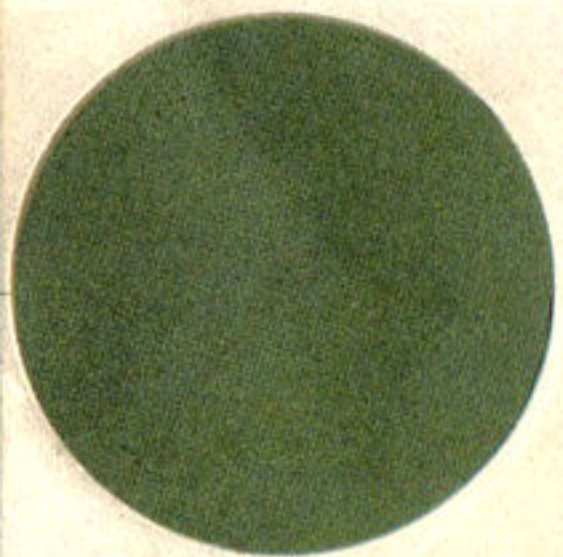
BANFF  
BLUE

SUPERIOR BLUE  
METALLIC

SHERWOOD GREEN  
METALLIC

CORAL  
FLAME RED

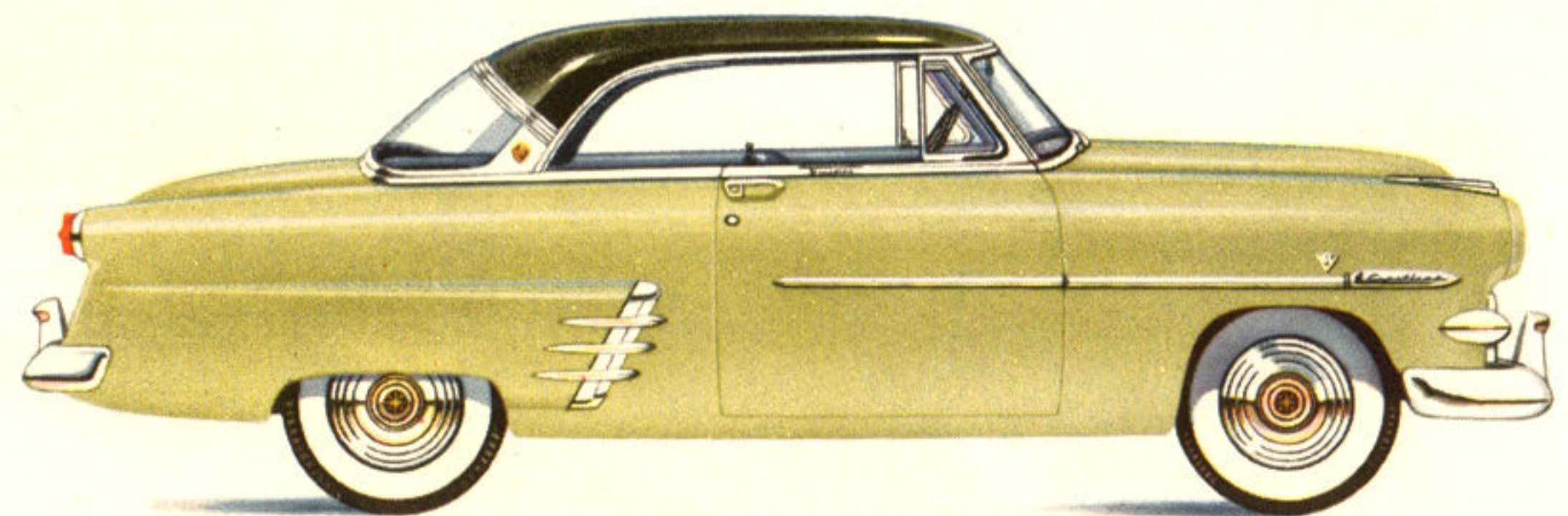
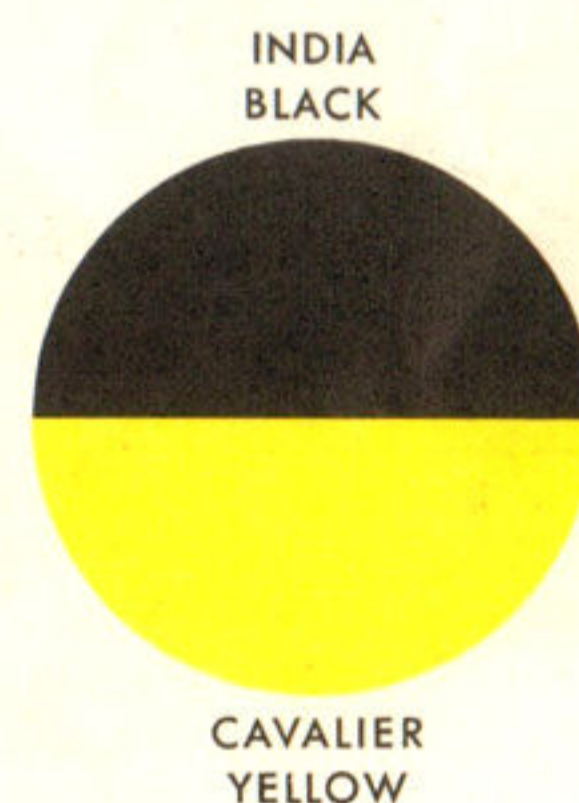
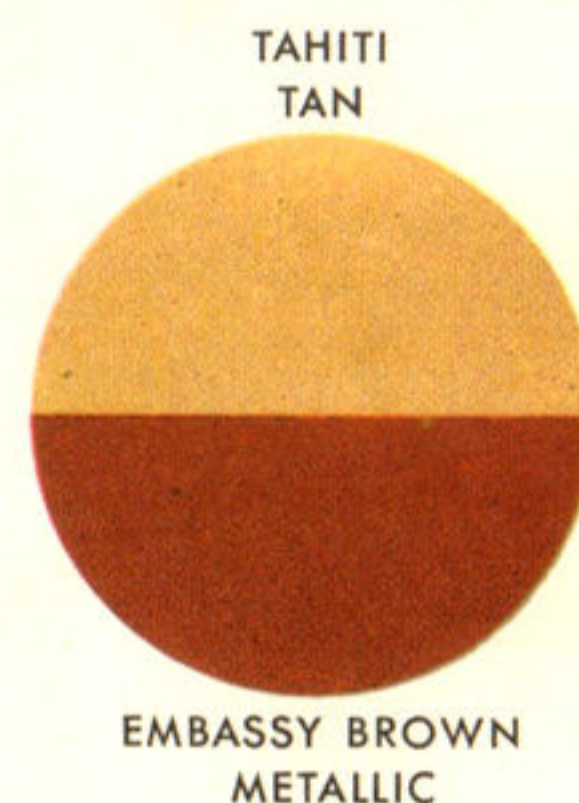
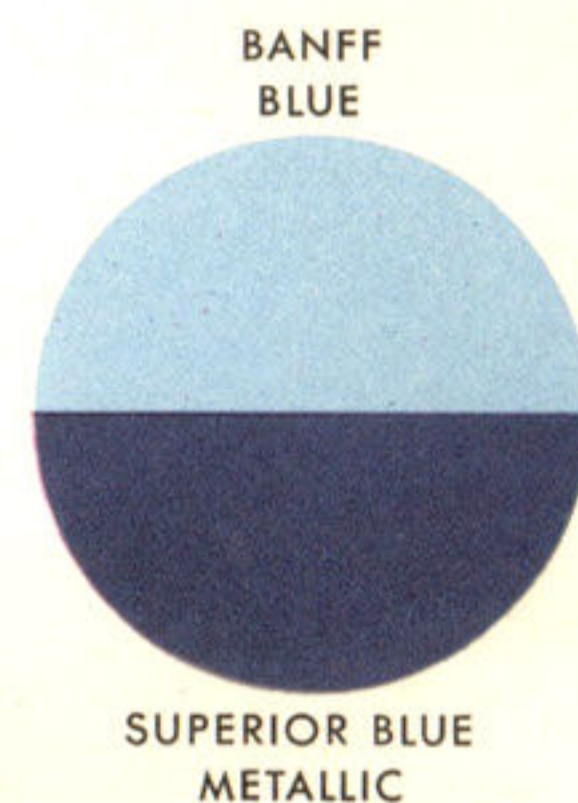
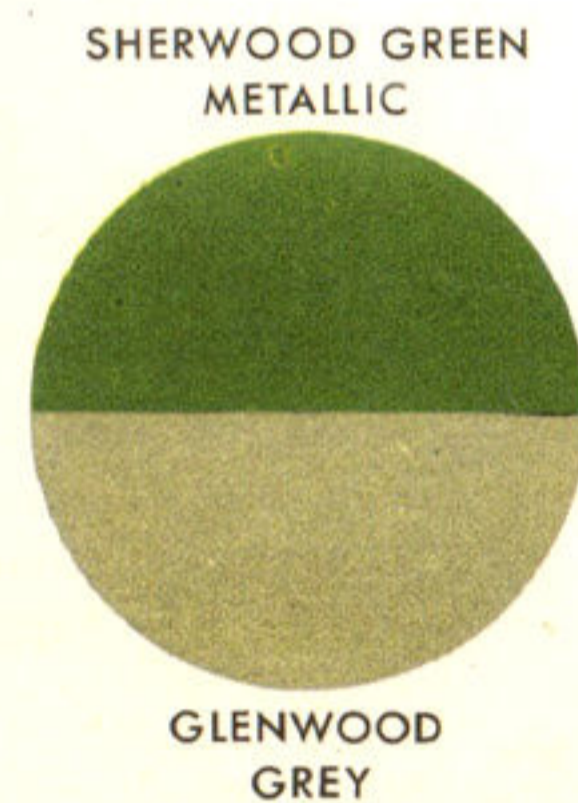
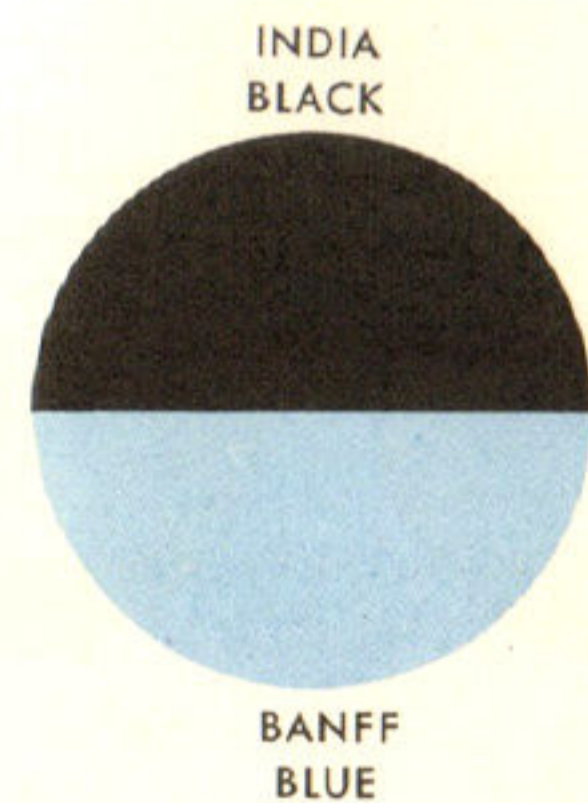
CAVALIER  
YELLOW

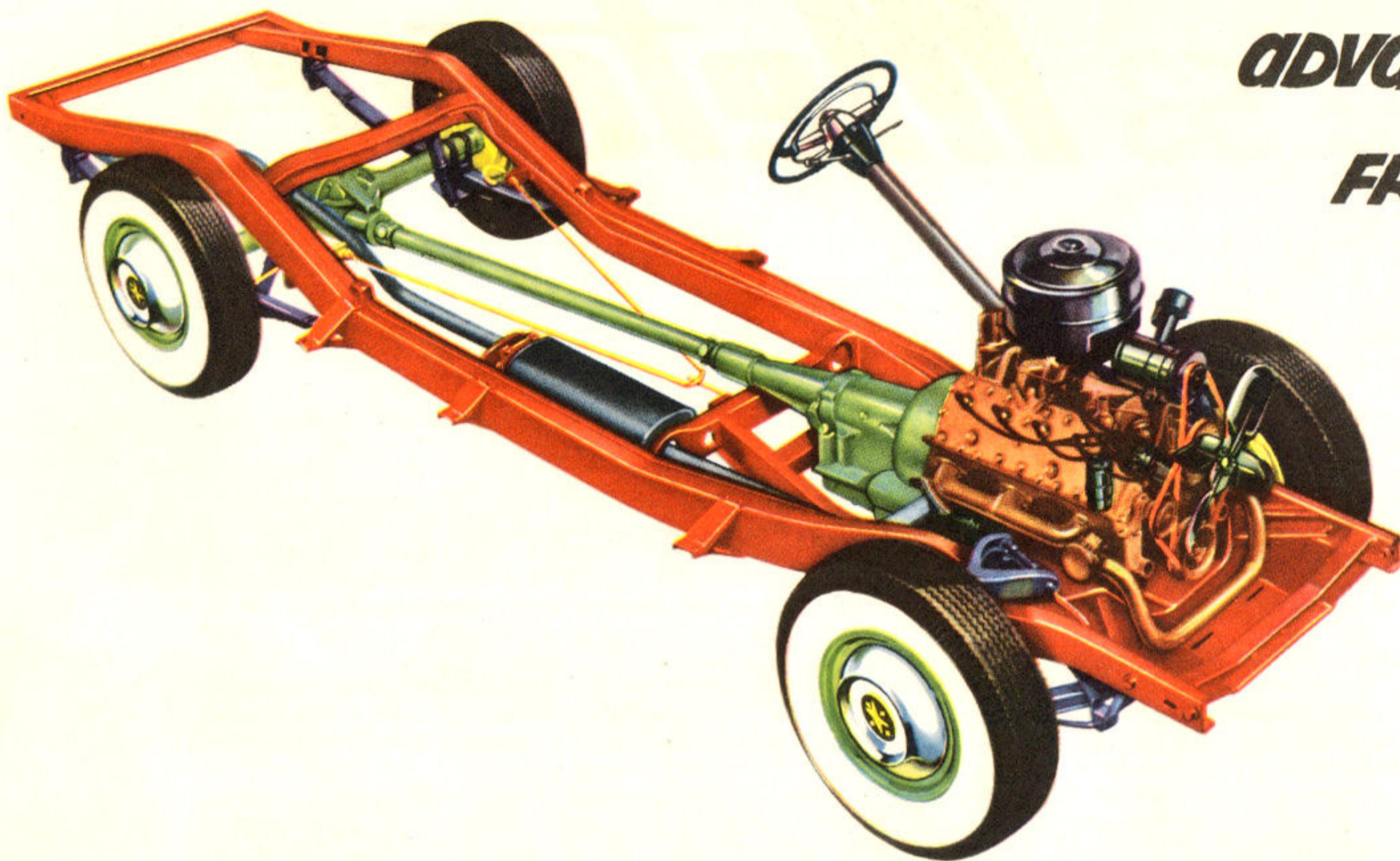




# COLOUR COMBINATIONS

The thrilling, new colour combinations offered in the new '53 Meteor models are more than ever miles ahead in beauty. You have a wider selection of exciting new body colours . . . eleven single-tone stylish body colours offering a choice of baked-on enamel or metallic finishes . . . twenty-four dramatic two-tone colour combinations. Specially selected for their durability and distinctive patterns, the array of superb quality fabrics, vinyls and nylons is convincing proof that the new '53 Meteor offers you more beauty than any other car in its price range. Three pleasing fabrics and two smart vinyl combinations are offered in all Customline models. The superb Crestline models offer the choice of three elegant vinyl and nylon combinations in the Victoria . . . luxurious leather and leather-grained vinyl upholstery in the Convertible. In the Mainline Series, three distinctive choices are available, two of which are vinyls. Durable pigskin vinyl upholstery is offered in the Ranch Wagon. Tone-blending of body colours—luxurious upholstery—side panelling—trim and carpeting results in the most modern, most distinctive colour styling seen in any car in the low price field.



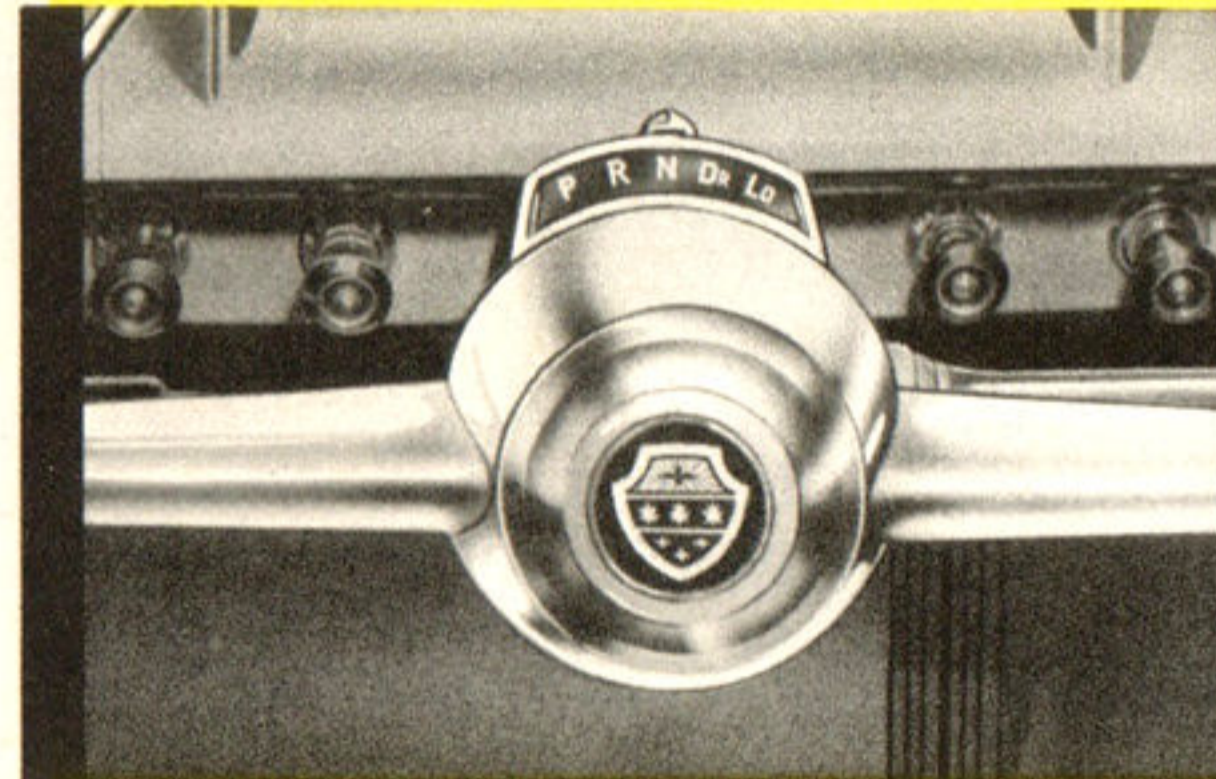


## ADVANCED ENGINEERING

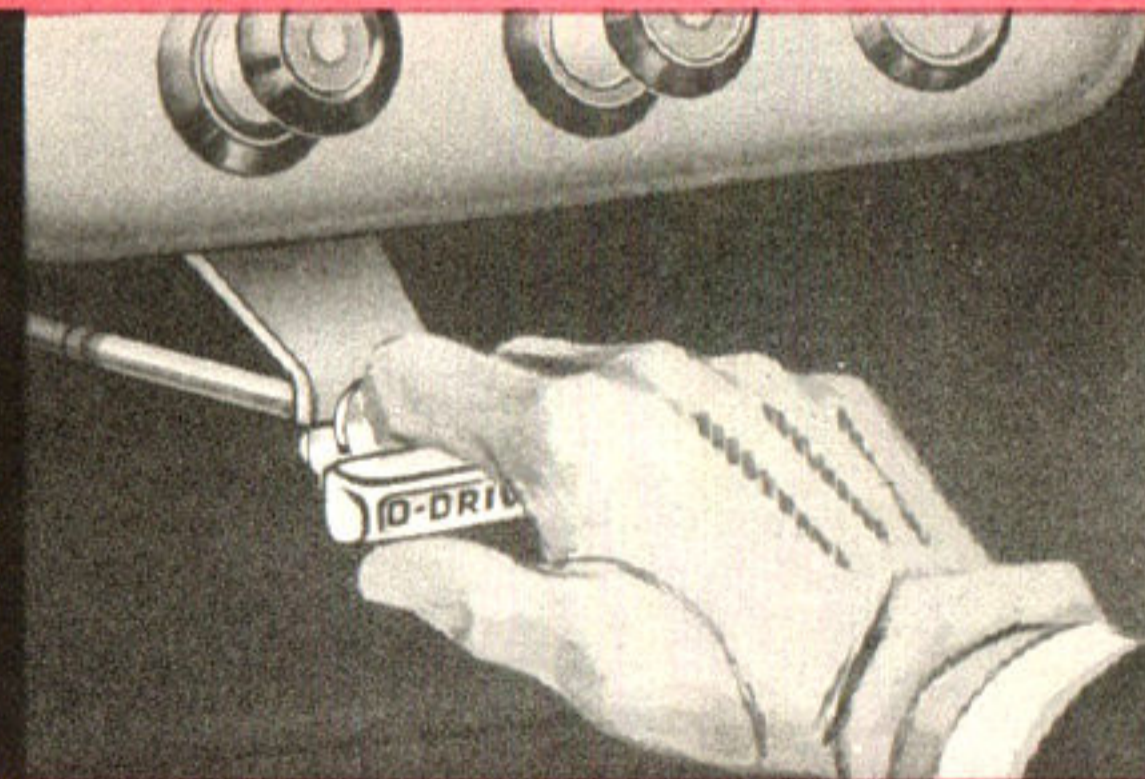
### FROM THE GROUND UP!

The new '53 Meteor with the strongest chassis in the low price field offers a host of advanced engineering features. Heavy box-section side rails are strengthened by five welded cross-members and a K-bar construction. Designed on a 115-inch wheelbase, the new Meteor has a short turning radius. The front wheels are two inches farther apart than the rear. This feature combines with hydra-coil front springs—custom-selected for each model—with “sea-leg” mounted shock absorbers, and with improved front and rear suspension to give smooth riding over all types of roads. An improved steering system reduces steering effort by as much as 25%. Extra large brakes, with more than 173 inches of effective braking area, operate with only light pressure on the pendant foot pedal. Your new '53 Meteor is a rugged, safe-riding car—precision engineered . . . and backed by fifty years of automotive achievement.

# 3-way CHOICE OF TRANSMISSIONS In ALL METEOR MODELS



**MERC-O-MATIC DRIVE:** Simply start the engine, set the selector and away you go! No gear changing—no clutch work. Performance-proven—the finest automatic-transmission ever built for any car! Optional at extra cost.



**TOUCH-O-MATIC OVERDRIVE:** Enjoy amazing gas economy—savings up to 15%. Fewer engine revolutions at all speeds means a smoother and quieter ride, less engine wear, and tireless driving mile after mile. Optional at extra cost.



**SILENT-EASE STANDARD TRANSMISSION:** Precision-built to function quietly and smoothly, Meteor's Silent-Ease Standard Transmission is designed for easy hand shifting. Extra ease of operation is provided by the pendant clutch pedal.



# SPECIFICATIONS '53 Meteor

## CUSTOMLINE AND CRESTLINE ENGINES

**RATING:** The '53 Customline and Crestline Meteor L-head, 90° V-8 engine develops 120 maximum brake horsepower at 3600 r.p.m. Taxable horsepower 32.5. Piston displacement 255 cubic inches; bore/stroke 3.187" x 4.0". Compression ratio 6.8 to 1. Three point variable resilience engine mounting system. High-grade iron block and heads with redesigned high-compression combustion chambers; Controlled-Quality bore surface finish. Special cast alloy steel counterbalanced crankshaft; 3 selectively-fitted, precision-type main bearings; precision-type copper-lead connecting rod lower bearings. Tin-plated, spherical-head, Super-Fitted aluminum alloy pistons, 4 rings, phosphate coated. Precision-set free turning valves for smoother quieter engine operation and longer life: high chrome nickel alloy exhaust valves; high-grade steel intake valves. High-lift, quiet-contoured, special cast alloy iron camshaft with fibre timing gear.

**LUBRICATION:** Full-pressure lubrication to all main, connecting rod and camshaft bearings. Heavy-duty, by-pass type oil filter (optional at extra cost) with replaceable element. Internally-mounted, helical-gear type oil pump. Directed-flow crankcase ventilation. Oil capacity, 9 Imp. pts. with filter.

**COOLING SYSTEM:** Full-flow cooling system with full-length water jackets; 2 high-velocity, centrifugal-type water pumps, permanently-lubricated double-row ball bearings. Automatic by-pass thermostat for quick warm-up. Cushion-mounted radiator core; pressure-type radiator cap. Silent-Spin fan. Coolant capacity, 19 Imp. qts.

**FUEL SYSTEM:** Dual-downdraft, concentric-bowl carburetor of simplified design, mounted inside oil bath air cleaner. Automatic idling control. Improved "Loadomatic" Economy. Automatic choke with manifold-mounted heat control. Deep-Breath intake manifold; internally-mounted exhaust heat valve. Camshaft-driven, diaphragm-type fuel pump with vacuum booster for constant speed windshield wiper operation. Double-sheet, reverse-flow muffler. Oil bath air cleaner. Fuel tank capacity 14.5 Imp. gals.

**ELECTRICAL SYSTEM:** Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wirings. Low cut-in generator; high-torque starting motor, inertia type drive with Standard and Overdrive transmissions, Bendix follow through type with Automatic Transmission. High-speed, single breaker-arm distributor with full-pressure type automatic spark control. 17-plate, 100 ampere-hour battery; 3-unit regulator. Narrow V-belts for driving engine accessories.

## MAINLINE ENGINE

**RATING:** The '53 Mainline Meteor L-head, 90° engine develops 110 maximum brake horsepower at 3800 r.p.m. Piston displacement, 239.4 cubic inches; bore/stroke 3.187" x 3.75". Compression ratio 7.2 to 1. High chrome nickel alloy exhaust valves; high-grade steel intake valves.

**FUEL SYSTEM:** Full-Flo fuel pump\* (optional at extra cost) with laminated-type filter. Manual choke.

\*Std. with Touch-O-Matic Overdrive or Merc-O-Matic Drive.

**ELECTRICAL SYSTEM:** 4-position ignition-starter switch.  
(Other specifications identical to Customline and Crestline engine.)

## CHASSIS

**FRAME:** Double-drop design; 5 cross members welded to heavy box-section side rails; K-bar construction. Special X-member construction used on Crestline Victoria and Convertible—and Mainline Ranch Wagon.

**CLUTCH:** Semi-centrifugal, dry, single plate type (with Standard and Overdrive transmissions). Outside diameter, 9.5 ins. Total friction area, 85.2 ins. Oil impregnated, sintered bronze pilot bearings. Permanently lubricated, ball-type throwout bearing.

**REAR AXLE:** Semi-floating type; hypoid gears; Hotchkiss drive. Forged axle shafts with integral flanges; welded pressed steel, banjo-type housing with rear cover welded in place. Ratios—Standard transmission, 3.90 to 1 std., 4.10 to 1 optional. Ratios—Overdrive; 4.10 to 1 std., 3.90, 3.31, or 3.15 to 1 optional. Ratios—Automatic transmission; 3.31 to 1 std., 3.54 to 1 optional. Higher axle capacity used in Mainline Ranch Wagon has composite type housing. Ranch Wagon ratios—Standard Transmission, 4.09 to 1 std., 4.27 to 1 optional; Overdrive, 4.27 to 1 std.; Automatic transmission, 3.54 to 1 std.

**FRONT SUSPENSION:** Independent, swinging link type with tailored-to-model Hydra-Coil springs. Double-acting Viscous-Control shock absorbers. One-piece torsion rod, rubber-mounted stabilizer. Elliott-type steering knuckles. Opposed tapered roller wheel bearings.

**REAR SUSPENSION:** Variable-rate suspension; 7-leaf, semi-elliptic springs, longitudinal mounted; rubber bushings at shackles and brackets; impregnated inserts between tips of upper leaves; tension type shackles. Tubular, double acting, diagonally-mounted, Viscous-Control shock absorbers. Mainline Ranch Wagon has 9-leaf, semi-elliptic springs.

**SERVICE BRAKES:** Double-seal, self-energizing, 4-wheel duo-servo type hydraulic brakes. 10" diameter composite steel and cast iron drums; moulded linings. Pendant foot control. Effective braking area 173.52 sq. ins. Easier-action hand brake. Mainline Ranch Wagon has 159.1 sq. ins. effective braking area.

**STEERING SYSTEM Customline and Crestline:** Worm and roller type steering gear with equal length tie rods. This design reduces steering effort by as much as 25%. Gear ratio, 18.2 to 1. Over-all steering ratio 26.4 to 1. Steering wheel diameter 18 ins. Turning radius, centre of outer front wheel, 20 ft. (approx.). **Mainline:** Symmetrical linkage with spring-loaded ball-stud in steering cross link; 90° mounted worm and roller type gear with triple-tooth roller on needle bearing. Over-all steering ratio 26.3 to 1.

**WHEELS AND TIRES Customline and Crestline:** 6.70 x 15 4-ply tires on 5" rims standard on models with Standard or Overdrive transmissions; 7.10 x 15 4-ply tires on 5" rims on models with Automatic transmission. **Mainline:** 6.70 x 15 4-ply tires on 5" rims standard, with 6.00 x 16 4-ply tires on 4½" rims optional at extra cost. 7.10 x 15 6-ply tires standard on Ranch Wagon.

**EXTERIOR DIMENSIONS:** 115" wheelbase; 58" front and 56" rear treads, over-all width 74.68"; over-all length 197.8"; over-all height (loaded) 62.3", (curb) 64.1".

**BODY COLOURS AND UPHOLSTERIES:** Eleven single-tone enamels and metallics, and twenty-four two-tone colour combinations. Tone-blended upholstery fabrics, vinyls and nylons.

These specifications were in effect at the time this catalogue was approved for printing. Ford Motor Company of Canada, Limited, Windsor, Ontario, whose policy is one of continuous improvement, reserve 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  
FORD MOTOR COMPANY OF CANADA, LIMITED  
WINDSOR, ONTARIO



AD. 350



BE MILES AHEAD WITH '53 METEOR