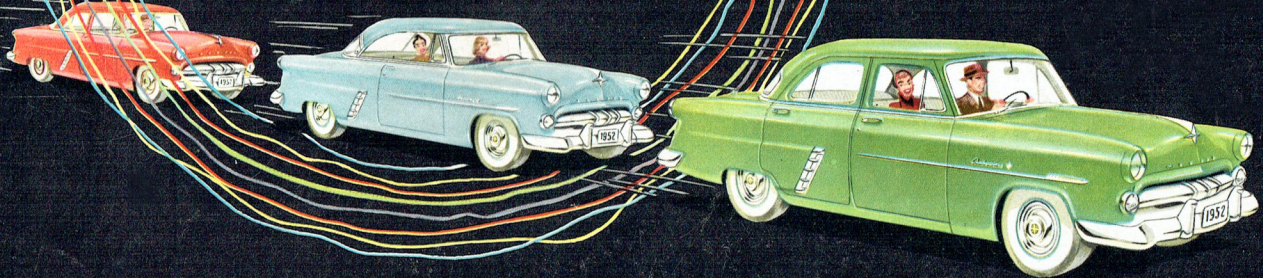


Customline
SERIES

Mainline
SERIES

'52 Meteor.

The greatest cars ever introduced in the low-price field!



'52 Meteor.

Newly engineered from road to roof!

NOW IN TWO COMPLETELY NEW AND DIFFERENT SERIES

Customline and Mainline

Seldom if ever has motor car engineering made such advances as in the 1952 Meteor Customline Series and Mainline Series. In both series there's a dramatically beautiful interior, an all-new, all-around visibility, a new roomier width inside, a new longer wheelbase, a new, more distinctive silhouette! Inside and out there are new colours, new trims, new ornamentation, new mechanical features. The '52 Meteors have an entirely new luxury, a new youthfulness, a new value . . . and remarkable new power!

CUSTOMLINE Series is distinguished by the most powerful engine of any low-price car—an *exclusive*, brilliant, 120 Hp. 'Fury' V-8 engine with automatic choke and a choice of Automatic Drive, Touch-O-Matic Overdrive and Silent-Ease Standard Transmission. In addition there's Meteor dynamic new concept of "control-centre" engineering—startling Customline Driver Controls! There are a

host of other features—detailed throughout this catalogue—that contribute to the all-round performance of this superb and completely new car.

MAINLINE Series is powered by a new and economy-proven 110 Hp. V-8 engine—the product of more than 20 years' research and improvement by the world's leading maker of V-8 engines! More than that there's a new instrument panel . . . where instruments and controls are conveniently grouped with striking beauty! With the new Ranch Wagon and the new Sedan Delivery, Meteor's Mainline Series is priced with the lowest and offers the greatest economy and value of any low-price car!

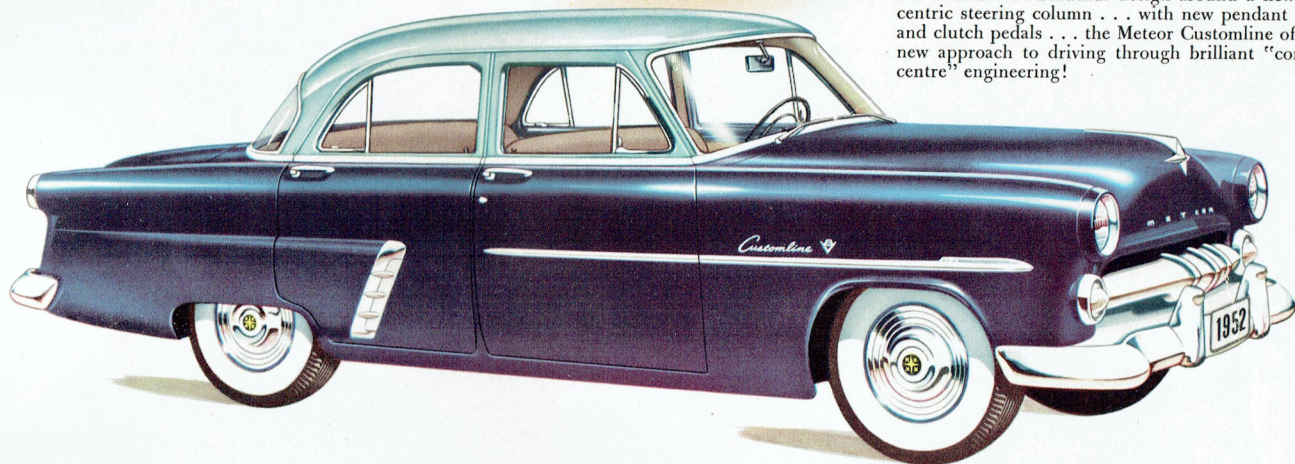
All-new all through . . . newly engineered from road to roof . . . here are the '52 Meteors . . . the greatest cars *ever* introduced in the low-price field!

miles ahead in the low-price field!

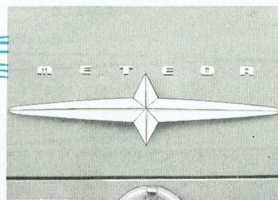


Customline
four-door
sedan

Big, all-new and luxurious . . . the Meteor Customline Four-Door Sedan commands immediate attention with its dramatically beautiful new body lines . . . its all-new all around visibility with one-piece curved windshield and wrap-around rear window . . . its distinguished new interior elegance! New colours inside and out, a new roomier width with bigger, wider-opening doors, a new, longer 115-inch wheel-base, a massive new grille, new wrap-around bumpers— all contribute to this Meteor's new lustre, *new value!* There's the most powerful engine in the low-price field—a 120 Hp. V-8 engine with Automatic Choke . . . and a new instrument panel where dials and gauges are clustered in beautiful design around a new concentric steering column . . . with new pendant brake and clutch pedals . . . the Meteor Customline offers a new approach to driving through brilliant "control-centre" engineering!



GRILLE is newly designed to add width to front end . . . a gleaming chrome horizontal bar with three distinctive raised ribs in the central portion extending to the specially designed parking lamps.

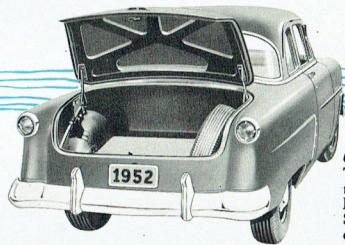
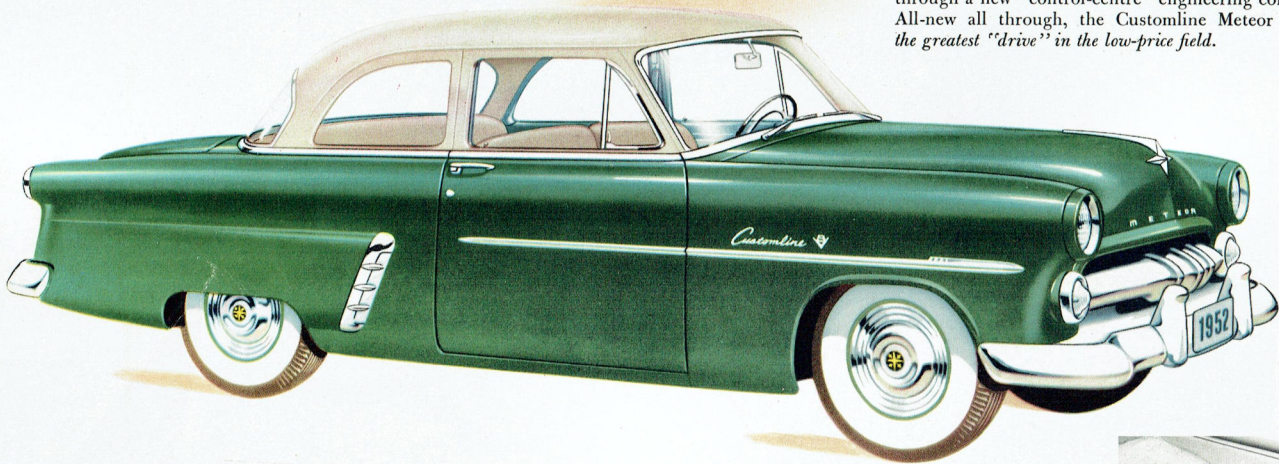


NEW TRUNK HANDLE is an integral part of rear deck lid. Lock cylinder and cover plate are located below handle, providing a greater ease of operation. The trunk lid raises at the turn of the key and is counterbalanced to lift and hold itself up.

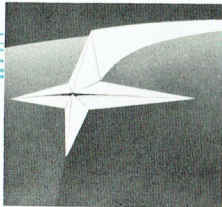
'52 Meteor

Customline two-door sedan

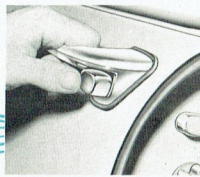
Preferred most for business and family driving, the Meteor Customline Two-Door Sedan is now a wider, roomier car inside with a longer 115-inch wheelbase, a new distinctive silhouette, the most beautiful interior and the most powerful engine in all the low-price field! Softer riding and more comfortable, Meteor has new colours inside and out . . . new one-piece curved windshield and rear window . . . new appointments, new trims, new ornamentation! A brilliant new steering wheel and enclosed column, a newly engineered instrument panel in beautiful design, and new pendant brake and clutch pedals have been achieved through a new "control-centre" engineering concept! All-new all through, the Customline Meteor offers the greatest "drive" in the low-price field.



COUNTERBALANCED TRUNK HOOD opens with a turn of the key . . . trunk lid lifts itself on counterbalanced Space-Saver-Hinges. Easy, effortless to operate!



HOOD ORNAMENT is in keeping with new body line styling . . . incorporates the Meteor Star with the upper point extended back along the top of the new hood.

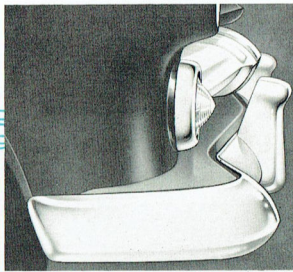
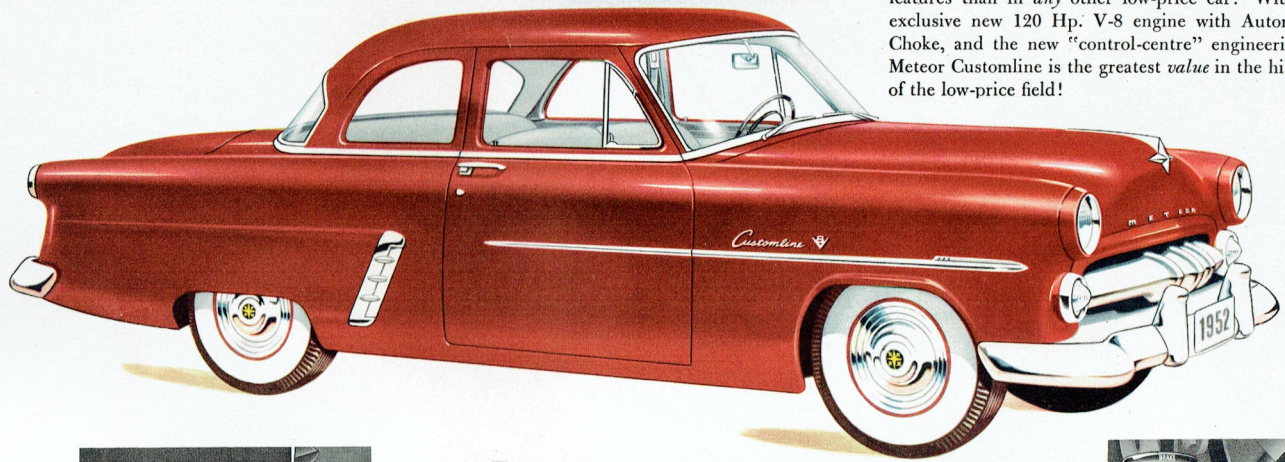


DOOR HANDLES are entirely new and are designed to complement flowing exterior beauty. An improved push-button type, the new door handles are easy to operate in all kinds of weather.



Customline club coupe

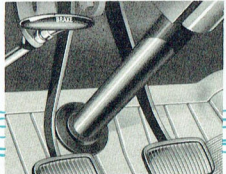
Here's a wider, roomier car inside with a longer, 115-inch wheelbase . . . the Meteor Customline Club Coupe! There is spacious comfort for six passengers! The new centre-fill gas tank has permitted redesign of luggage compartment and increases important trunk room. Here is the most beautiful interior, the most brilliant performance, the most powerful engine of *any* low-price car! More all-around visibility through one-piece curved windshield and rear window than you could imagine! More excitement in new body colours, new appointments, new trims, new mechanical features than in *any* other low-price car! With an exclusive new 120 Hp. V-8 engine with Automatic Choke, and the new "control-centre" engineering—Meteor Customline is the greatest *value* in the history of the low-price field!



WRAP-AROUND BUMPERS are constructed for extra protection and maximum resistance . . . designed to give added width to startling new front end and rear end styling.



ONE-PIECE CURVED WINDSHIELD eliminates centre bar interference . . . gives a completely new outlook on driving . . . offers up to 17% more vision. Newly-designed front corner posts are narrower and stronger.



BRAKE HANDLE and OVER-DRIVE HANDLE have been relocated to conform with new "control-centre" engineering concept . . . to permit maximum ease of operation.

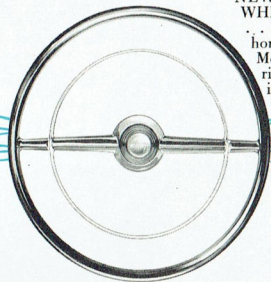
'52 Meteor

Customline Victoria

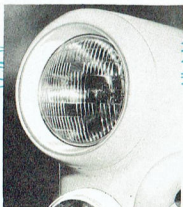
In Meteor's new line of superb and completely new cars, the Customline Victoria is the most striking beauty of them all! A hard-top Convertible with the added advantage of Meteor's new one-piece curved windshield and wrap-around rear window—here is an automobile with a new youthful verve and a new dramatic styling! Uncluttered vision when side windows are raised or lowered. Superior structural soundness with reinforced frame and side sills . . . overall steel-top protection! Like all Customline Meteors, the Victoria is powered by the new Automatic Choke 120 Hp. V-8 engine—most powerful in the low-price field! They're the greatest in beauty, greatest in power, greatest in *value!*



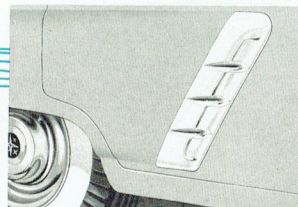
NEW CUSTOMLINE STEERING WHEEL is of gleaming black plastic . . . two spoke design with a new horn button emblazoned with the new Meteor star. New full circle horn ring is designed for unobstructed instrument panel visibility.



RECESSED HEADLAMP BEZEL adds to overall design and incorporates extra protection for lens. Headlamps protrude from the extended fenders, conveying an impression of greater car length.



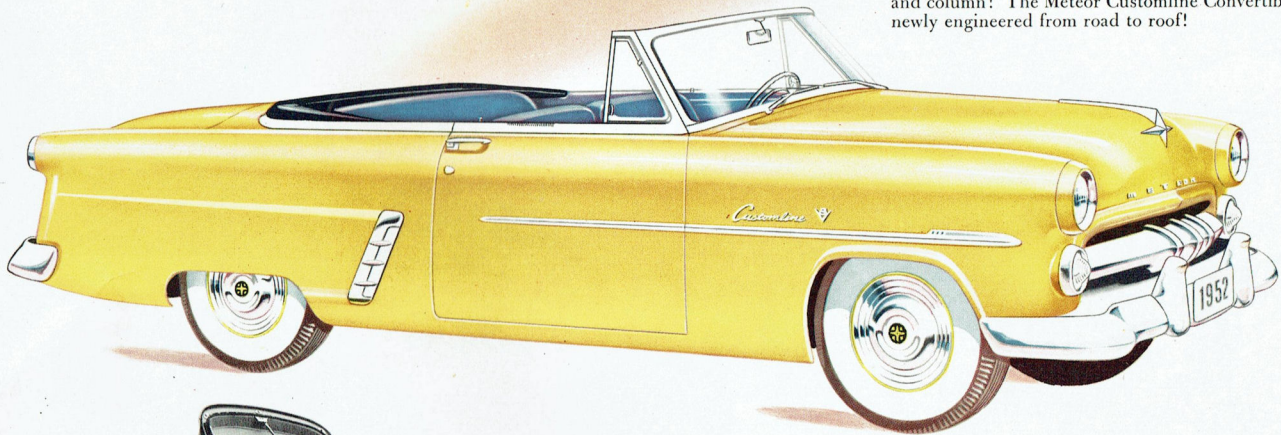
REAR QUARTER PANEL creates a new and completely different fender profile on the side . . . new bright metal cap moulding gives impression of greater speed, sweep and elegance.



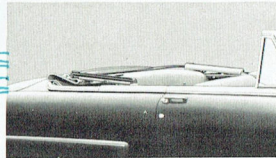


Customline convertible coupe

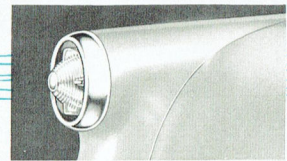
The brilliant new Meteor Customline Convertible . . . all-new all-through. Big—with big-car spaciousness; luxurious—with the most beautiful interior in the low-price field! Attractive new leather-grained vinyl upholstery is perfectly colour-keyed to a wide choice of new exterior colours. Here is an exciting new car, with new one-piece curved windshield and larger rear window, new finger-tip automatic top . . . weather-sealed to keep comfort in and weather out. There's new, more brilliant performance—and the most powerful engine in *all* the low-price field! Here is where Meteor's new "control-centre" engineering is seen at its best . . . the new, distinctively beautiful instrument panel . . . the newly-engineered pendant brake and clutch pedals . . . the new steering wheel and column! The Meteor Customline Convertible . . . newly engineered from road to roof!



CONVERTIBLE TOP is electrically operated with a flick of a dash panel switch by new mechanism located under rear seat. Convertible top is stronger, lighter with top bows and rails made of light-weight magnesium alloy.



CONVERTIBLE TOP STOWAGE is smoother, snugger than ever! New electrically operating top lowering mechanism returns top quietly and efficiently without noise. Snug snap-fastened cover guards lowered top.

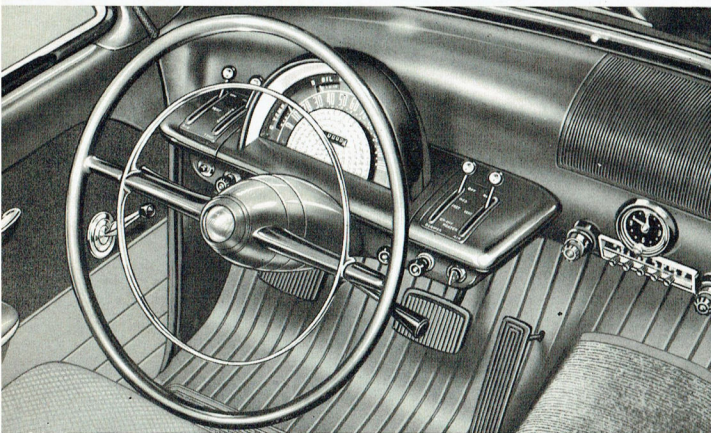


TAIL LIGHTS jet from rear panel of car creating a striking new silhouette that looks longer, faster and more sweeping. Located in extreme outer width of rear fenders, they widen rear-end appearance.

Customline

'52 Meteor's

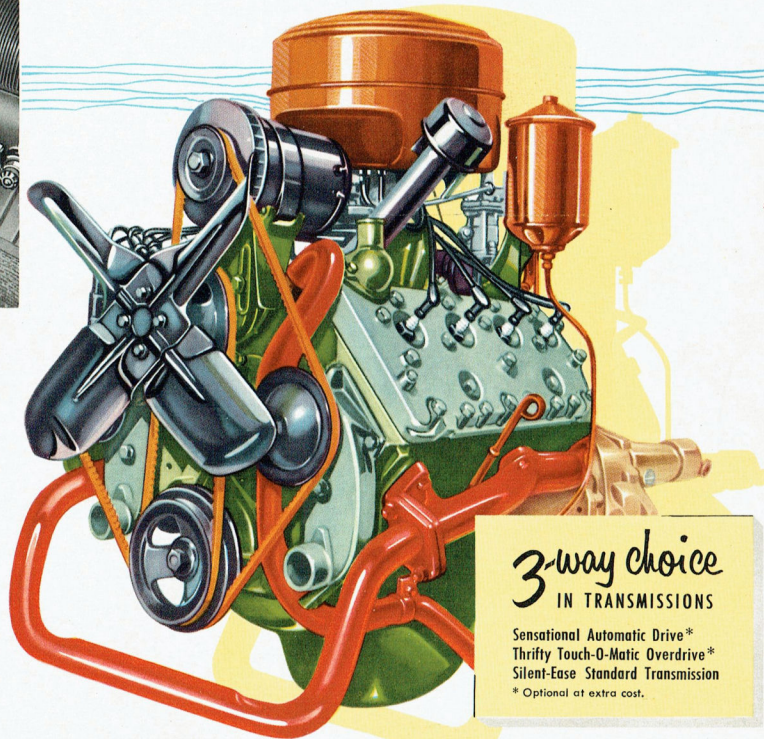
Startling **NEW** driver controls!



with the most powerful engine
in the low-price field!

In all the low-price field—there's *no car* as powerful as the '52 Customline Meteor! The sensational new 120 Hp. V-8 engine is positively *unequaled* in dynamic performance . . . it's built *especially* for the all-new Meteor by the world's largest V-8 engine manufacturers. The new engine features dual downdraft carburetion for smooth acceleration and better economy, pressure spray lubrication of cylinder walls, new ignition waterproofing and automatic choke. Here is the most powerful engine in *any* low-price car—Meteor's new Customline V-8!

The '52 Meteor Customline introduces the brilliant "control-centre" area. The concept is startling and all-new. It puts the driver first! Your every driving need is at your fingertips. All controls and gauges are located where you can see them—quickly, easily, with hardly more than a glance. There's full, safety-clear view through the new one-piece curved windshield. The entire instrument panel blends into the doors in sleek, sweeping fashion. Heating and ventilating controls are clustered conveniently in beautiful design around a new concentric steering column. Meteor's new pendant brake and clutch pedals suspended from above for easier, more direct operation. The vital "control-centre" of the new Customline Meteor is another feature that puts Meteor Miles Ahead in the Low-price Field.



3-way choice
IN TRANSMISSIONS

Sensational Automatic Drive*
Thrifty Touch-O-Matic Overdrive*
Silent-Ease Standard Transmission
* Optional at extra cost.

120 HP. 'FURY' V-8 ENGINE

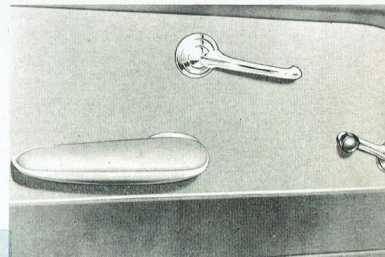
Customline

'52 Meteor

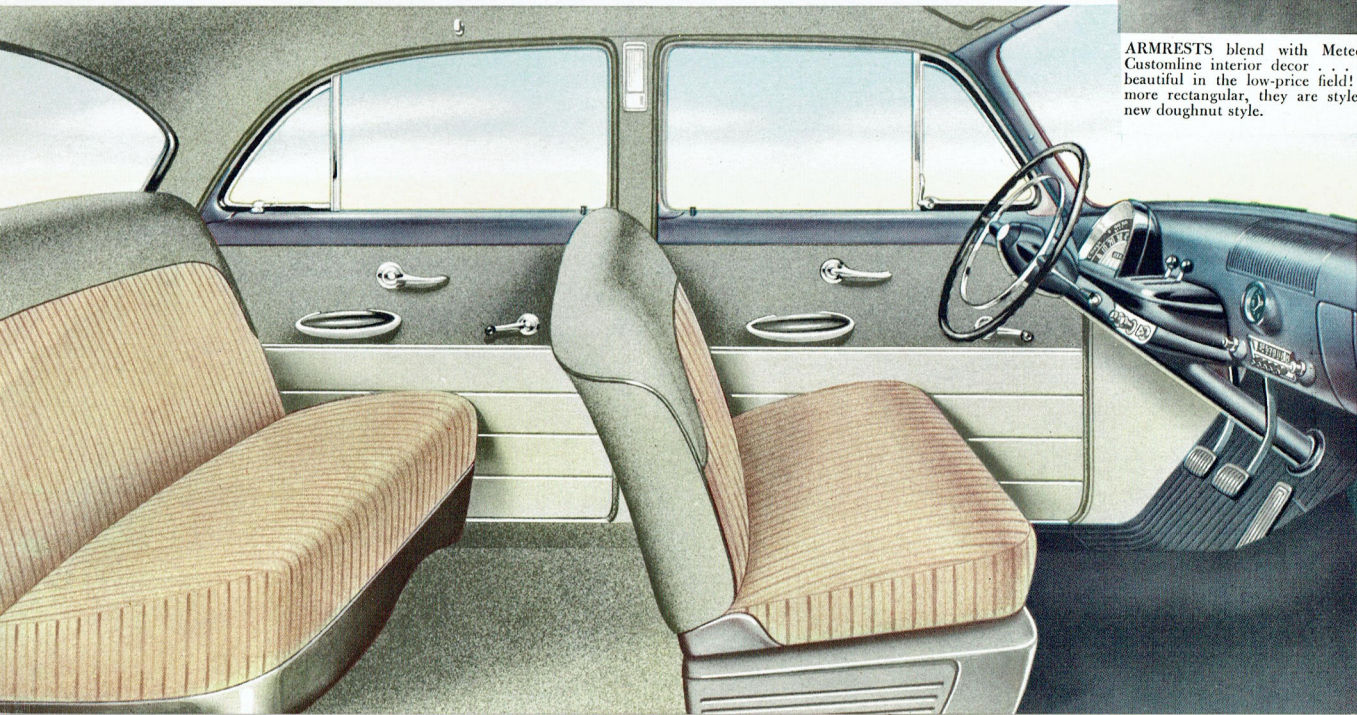
Most beautiful interior in the low-price field!

The new '52 Meteor Customline Series is superbly designed for luxurious driving comfort and pleasure. It reveals craftsmanship at its finest. Striking new colours and colour combinations, new trim schemes, new harmonies of plastic, broadcloth and metal result in a youthful yet lustrous new interior elegance. Upholstery and trim materials have been carefully chosen for beauty and wear-resistance. Extra-large vinyl plastic door scuff panels protect against scrapes and scratches. New contoured, pillow-back seats are cushioned with

firm, resilient foam-rubber. New sound and weather proofing and new, larger dual sun visors add to driving comfort while the new, specially reinforced package tray adds to rigidity and convenience. New coathooks, the redesigned glove compartment, ash tray, and courtesy lights plus the new deep-pile carpeting and gleaming new chrome fittings add further to Meteor's new lustre. Finely crafted, modernly designed, superbly appointed—Meteor Customline interiors are the most beautiful in the low-price field.



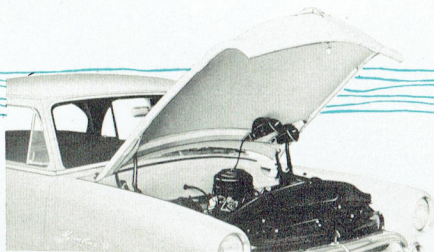
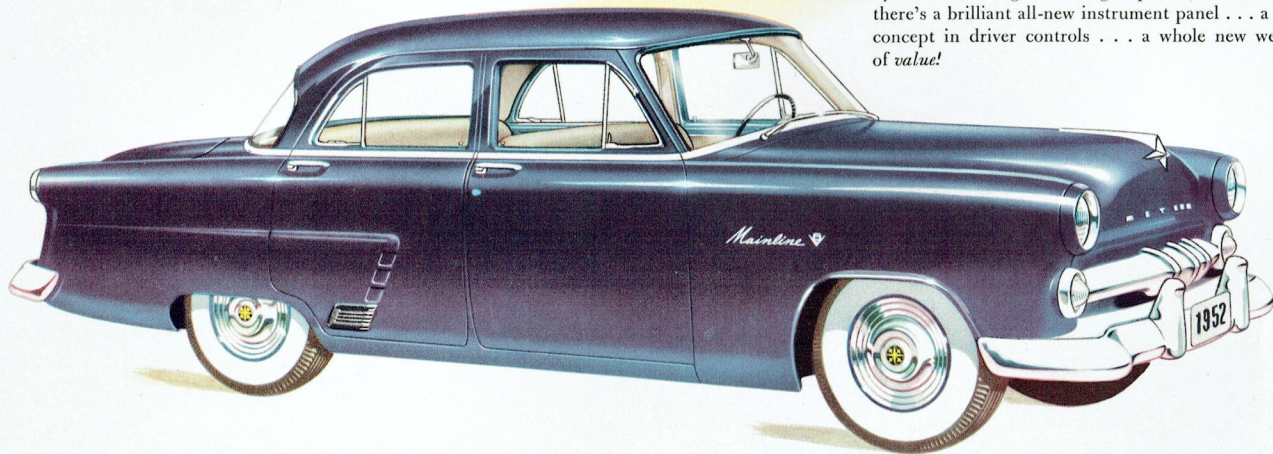
ARMRESTS blend with Meteor's new Customline interior decor . . . the most beautiful in the low-price field! Broader, more rectangular, they are styled in the new doughnut style.



'52 Meteor

Mainline four-door sedan

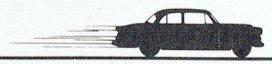
The superb beauty of Meteor's longer appearing, strikingly distinctive new body lines is excitingly expressed here in this luxurious new Mainline Four-Door Sedan! Longer, 115 inch wheelbase . . . new "sea-leg" mounted shock absorbers . . . new softer riding qualities give Meteor a whole new driving ease! There's a one-piece curved windshield and rear window, a new centre-fill gas tank, a new distinguished silhouette! It has a colour-harmonized interior . . . an astonishingly powerful, economical new 110 Hp. V-8 engine! It's the product of over 20 years' research by the world's largest V-8 engine producers! More . . . there's a brilliant all-new instrument panel . . . a new concept in driver controls . . . a whole new wealth of *value!*



COUNTER-BALANCED HOOD is designed to allow the easiest operation possible. Hood lifts up with very slight effort upon unlocking.

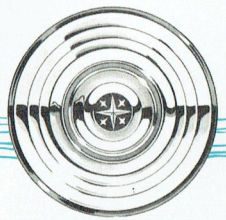
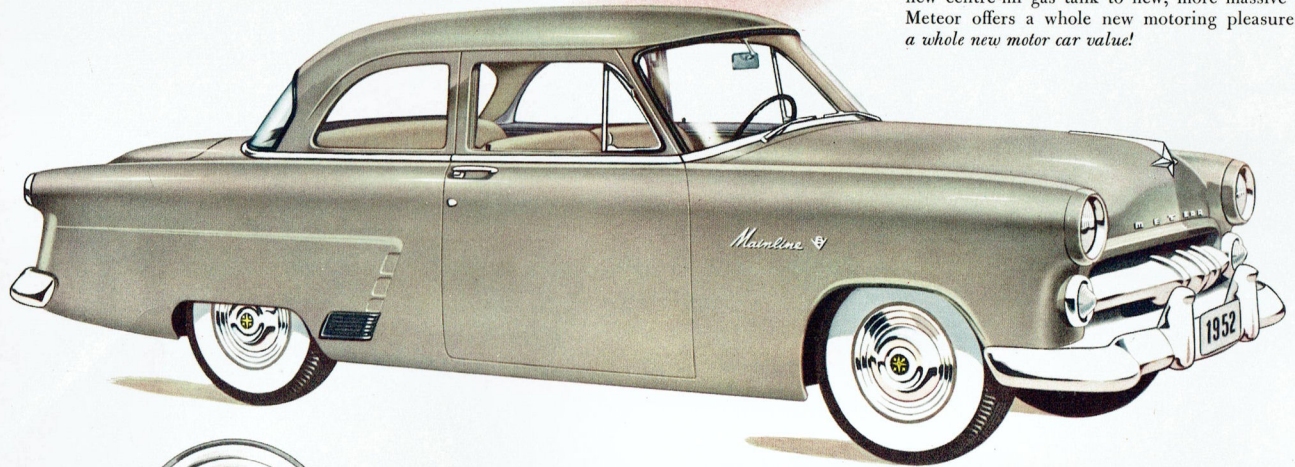


REAR WINDOW vision has been vastly increased with up to 48% more rear window area. Wrap-around design of window allows new extra-large rear vision mirror to show more of the road for safety.

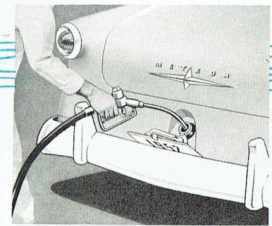


Mainline two-door sedan

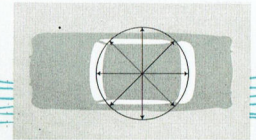
Beautifully designed for casual motoring or for the long-travelling businessman, the Meteor Mainline Two-Door Sedan is a roomier, more comfortable car with a longer wheelbase than ever! Powered by a dynamic new 110 Hp. V-8 engine, there's startling performance and economy. With an all-new all around visibility—one-piece curved windshield and rear window—the Mainline Series offers a new outlook on motoring! And there's the Mainline's startling new instrument panel with essential instruments and controls grouped together in striking beauty! There's the new pendant brake and clutch controls! From new centre-fill gas tank to new, more massive grille, Meteor offers a whole new motoring pleasure . . . *a whole new motor car value!*



HUB CAPS of burnished chrome show familiar Meteor Star motif in the form of a bright, colourful metal medallion. Hub caps are ridged for greater strength and impact resistance.



FILLER-CAP LOCATION is revolutionary and all-new! Located in lower rear panel and concealed behind the new hinged license plate, its centre position allows easier gas service from either side . . . improves general car outline.

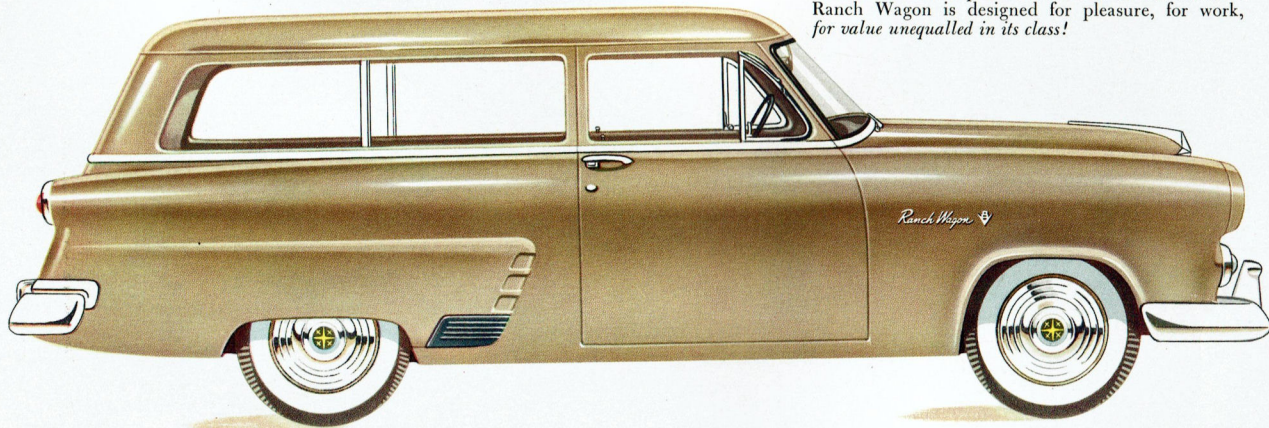


ALL-AROUND VISIBILITY is just one of the big news features of both the '52 Meteor Series! Careful engineering of corner posts and pillars, plus one-piece curved windshield and rear window give a whole new outlook!

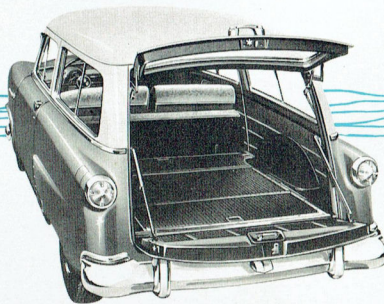
'52 Meteor

Mainline
Ranch wagon

Here is the grandest combination for work or play offered by any car in the low-price field . . . the all-new, *brand* new Meteor Mainline Ranch Wagon! There's more than enough room for six big people . . . the Ranch Wagon is wider, roomier on the inside! There's plenty of room for half-ton loads . . . with the "Stowaway" back seat and lowering tail gate affording a length of eight feet loading space! It's big, sturdy, all-steel body, its long-wearing interior materials, its powerful new 110 Hp. V-8 engine—give this new Mainline Ranch Wagon a durability, a practicality, a performance unexcelled by *any* low-price car! Newly engineered from road to roof . . . with a brilliant and all-new instrument panel . . . the new Meteor Mainline Ranch Wagon is designed for pleasure, for work, for *value unequalled in its class!*



FOLDING SEATS in the new Mainline Ranch Wagon can be stowed away in a matter of seconds flat! With tailgate lowered and securely locked, loading space is increased to nearly eight feet in length!

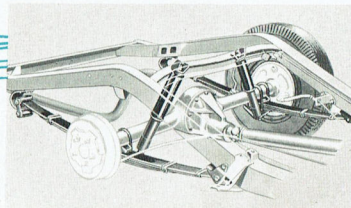
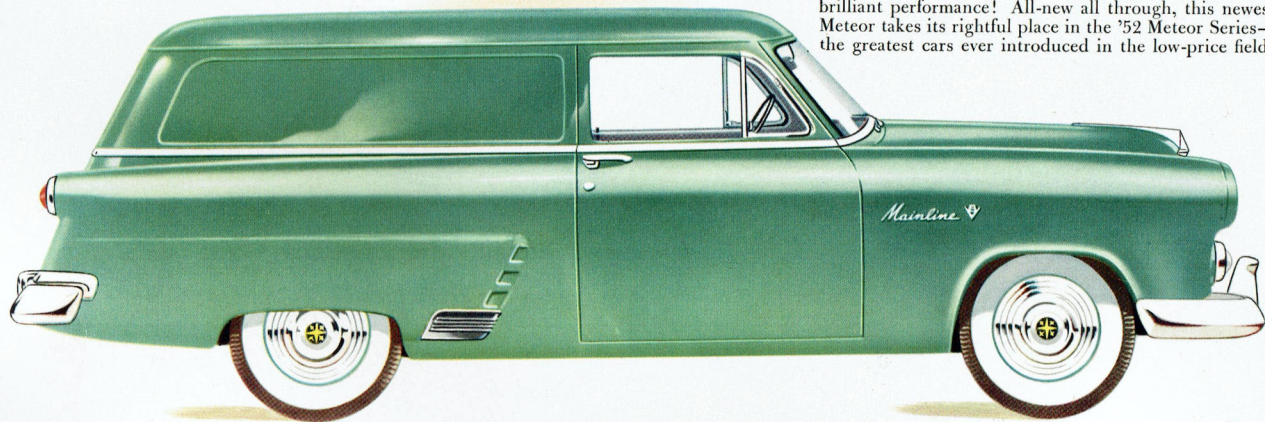


INTERIOR VIEW of the Mainline Ranch Wagon shows at a glance that here is a car capable of carrying really *big* loads . . . half-ton loads! Rugged all-steel body, durable interior materials assure long wearing life!

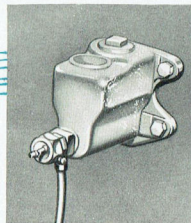


Mainline Sedan Delivery

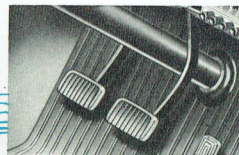
The newest of the new '52 Meteors . . . the Mainline Sedan Delivery, a beautifully designed two-door vehicle. Where the superb new Meteor Mainline styling is desired, and the practicality of a closed delivery is needed . . . the Sedan Delivery is admirably suited. Big, roomy interior, long-wearing upholstery materials, easy in-and-out access, new one-piece curved windshield and wide rear window—all provide a utility, a driving ease, and a style incomparable! Powered by a new and improved 110 Hp. V-8 engine with new, stronger front wheel suspension, new "sea-leg" mounted shock absorbers, new giant-size brakes, new heavy-load clutch—the Mainline Sedan Delivery is newly engineered from road to roof for smart, stylish delivery, for economical, brilliant performance! All-new all through, this newest Meteor takes its rightful place in the '52 Meteor Series—the greatest cars ever introduced in the low-price field!



NEWLY DESIGNED SHOCK ABSORBERS. Extensive redesign of Meteor's double action shock absorbers means greater strength since there are now studs at both ends. Mounted "sea-leg" fashion, shock absorbers are attached at the axle and the heavy cross member of the frame. New position controls up and down movement as well as reducing "keeling" on curves.



MASTER BRAKE CYLINDER RELOCATION. Newly engineered pendant foot controls permit relocation of Master Brake Cylinder to cowl, well out of mud zone. New position makes for easy service.



NEW PENDANT FOOT PEDALS. Suspended from above, the newly-engineered pendant brake and clutch controls reduce operating effort . . . give smoother action, greater leverage. Foot room is increased while elimination of conventional floor apertures reduces possible cold air and dust infiltration.

Mainline '52 Meteor

Instrument panel

The new Mainline instrument panel is designed to complement beautiful new interiors. It is gracefully curved to blend into the doors and is indirectly lighted at night. For maximum driving ease, the brilliance of night-time instrument panel lighting may be easily adjusted. Instrument controls are of rich plastic and each is clearly identified. Each control knob is individually lighted for instant recognition. Meteor's Mainline instrument panel is a highlight of the distinctive new interior beauty . . . one of the many highlights of the greatest car *value* in the low-price field!



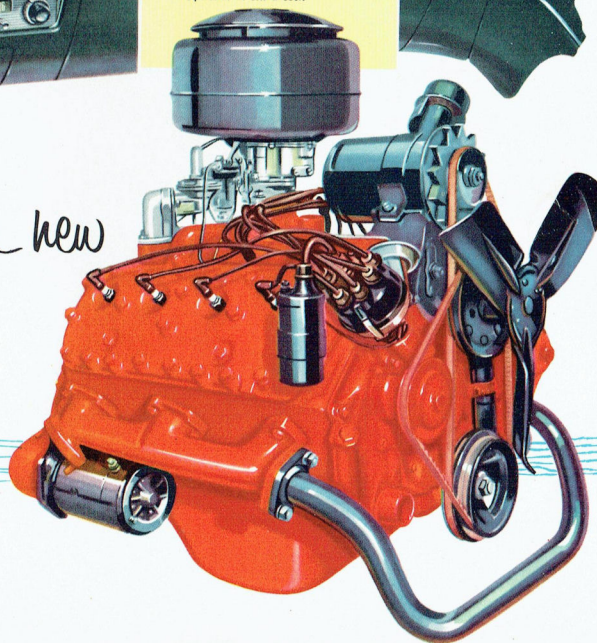
3-way choice
IN TRANSMISSIONS

Sensational Automatic Drive*
Thrifty Touch-O-Matic Overdrive*
Silent-Ease Standard Transmission

* Optional at extra cost.

Brilliant performance with new 110 h.p. V-8 Engine

The Mainline Meteor's brilliant new L-head V-8 engine develops 110 Horsepower at 3800 r.p.m. and has a compression ratio of 7.2:1! It is capable of exceptionally brilliant performance with truly astounding economy! The high compression ratio, the high-lift valves and the consequent easier escape of exhaust gasses, results in an increase of power and efficiency. In the '52 Meteor Mainline Series, the new 110 Hp. V-8 engine is the result of over 20 years' research and experimentation by the world's largest V-8 engine producers!



Customline

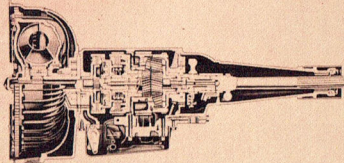
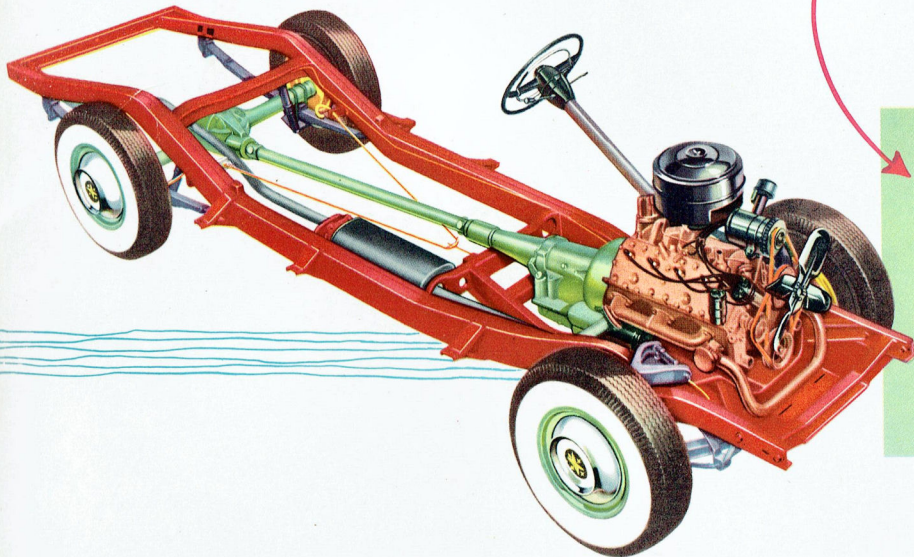
Mainline

'52 Meteor

Strongest chassis in the low-price field!

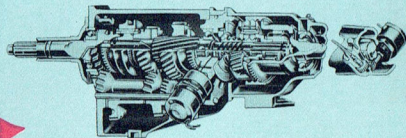
Meteor's greater safety, greater durability, smoother riding comfort is due directly to Meteor's new extra-strong chassis . . . common to both series. Its balanced design and new K-bar member result in greater rigidity and stress absorption . . . frame and body are now even closer joined as a unit. There's greater ruggedness in the '52 Meteor chassis!

Wheelbase has been increased to 115 inches . . . spring suspension rates and free height have been revised front and rear. Extensive clutch redesign has increased capacity, eliminated slippage. Fuel tank filler cap has been newly located in the centre of the lower rear panel. New C.T. design radiator has improved cooling properties . . . new 90° sector shaft angle of steering gear results in better tooth contact. Meteor's new handbrake is of a new pulley design to reduce operating effort. Hydra-coil front springs are custom-selected for your model's particular combination of body style, engine and transmission.

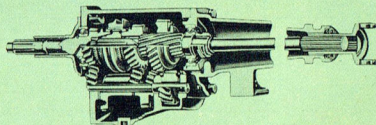


AUTOMATIC DRIVE: The finest at any price! With Automatic Drive there's no gear changing, no clutch work! ALL you do to GO is start engine—set selector—step on gas! Up hills and down dale, in bad weather or good, Automatic Drive takes the work out of driving. Optional at extra cost.

3-way choice in transmissions



TOUGH-O-MATIC OVERDRIVE: Preferred for a smoother, quieter, more economical ride and tireless driving mile after mile, Tough-O-Matic Overdrive cuts engine speed up to 20 per cent, reduces engine wear . . . saves up to 15 per cent on gasoline! Optional at extra cost.



STANDARD DRIVE: For easy hand shifting Meteor's Standard Transmission for both Customline and Mainline offers smooth, quiet, trouble-free operation. Meteor's new pendant clutch pedal makes this transmission easier than ever to operate.



CUSTOMLINE ENGINE

RATING: The '52 Customline 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 . . . 3.19" x 4.0". Three-point rubber mountings. Counter-balanced crankshaft with 3 main bearings. Aluminum-alloy pistons with steel struts. Two compression and two oil rings. Rotating-type valves for smoother, quieter engine operation and longer valve life.

LUBRICATION: Pressure lubrication to all main, connecting rod and camshaft bearings. Gear-type oil pump. Heavy-duty oil filter (optional at extra cost). Positive crankcase ventilation. Oil capacity, 9 Imp. pts. with filter.

COOLING SYSTEM: Full-flow cooling system with two high-velocity water pumps. Full-length water jackets. Automatic by-pass thermostat for quick warm-up. Pressure radiator cap. Coolant capacity, 19 Imp. qts.

FUEL SYSTEM: Dual-downdraft, concentric-bowl carburetor of simplified design, mounted inside oil-bath air cleaner. Automatic idling control. Automatic choke with manifold-mounted heat control. Camshaft-driven diaphragm-type fuel pump with vacuum booster for constant speed windshield wiper operation. Fuel tank capacity, 14.5 Imp. gals.

ELECTRICAL SYSTEM: High-speed, single breaker-arm distributor with full-pressure type automatic spark control. Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wirings.

MAINLINE ENGINE

RATING: The '52 Mainline Meteor L-head, 90° V-8 engine develops 110 maximum brake horsepower at 3800 r.p.m.—taxable horsepower . . . 32.5. Piston displacement . . . 239 cubic inches; bore/stroke 3.19" x 3.75". Compression ratio 7.2 to 1. 3-point variable resilience engine mounting system. High-grade iron block and heads with redesigned, high-compression combustion chambers; integral valve seats; Controlled Quality bore surface finish. Special cast alloy steel; 3 selectively-fitted, precision-type main bearings; precision-type connecting rod lower bearings. Tin-plated, spherical-head, Super-Fitted aluminum alloy pistons, 4 rings, top 2 phosphate-coated. Precision-set free-turning valves; new precision-moulded, high-alloy cast steel exhaust valves; high grade steel intake valves. New high-lift, Quiet-Contoured, special cast alloy iron with aluminum die cast timing gear.

LUBRICATION: Full-pressure lubrication; 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: Equa-Flo cooling with full-length water jackets; 2 centrifugal type pumps, permanently-lubricated double-row ball bearings; positive-action thermostats; cushion-mounted radiator core; pressure-type radiator cap; Silent-Spin fan. Coolant capacity 19 Imp. qts.

FUEL SYSTEM: Full-Flo fuel pump (optional at extra cost) with laminated-type filter; dual down-draft carburetor; Deep Breath intake manifold; manual choke; internally-mounted exhaust heat valve; double-shell, reverse-flow muffler; dry type air cleaner (optional at extra cost); Improved "Loadomatic" Economy. Fuel tank capacity 14.5 Imp. gals.

ELECTRICAL SYSTEM: Waterproof ignition; low cut-in generator; high-torque starting motor, inertia-type drive with Conventional and Overdrive transmissions, anti-kickout type with Automatic Drive; 4-position ignition-starter switch; 15-plate, 100 ampere-hour battery; 3-unit regulator. Narrow V-belts for driving engine accessories.

CHASSIS

FRAME: Double-drop design; 5 cross members welded to heavy box-section side rails; new K-bar construction. Special frame construction used on Victoria, Convertible and Ranch Wagon.

CLUTCH: Semi-centrifugal type (with conventional and Overdrive transmissions); dry, single-plate type; 9.5 in. outside diameter; new pendant foot controls for softer, easier actuation; sintered bronze pilot bearing; ball type throwout bearing.

REAR AXLE: Semi-floating type; hypoid gears; forged axle shafts with integral flanges; welded pressed-steel banjo-type housing with rear cover welded in place. Higher axle capacity used in Ranch Wagon has composite type housing. Ratios, V-8 engine and Conventional Drive; all Sedans and Coupes, 3.90 to 1 std., 4.10 to 1 optional; Ranch Wagon, 4.09 to 1 std., 4.27 to 1 optional.

Ratios, V-8 engine and Touch-O-Matic Overdrive: all Sedans and Coupes, 4.10 to 1 std., 3.90, 3.31, or 3.15 to 1 optional; Ranch Wagon 4.27 to 1 std. Ratios, V-8 engine and Automatic Drive: all Sedans and Coupes, 3.31 to 1 std., 3.54 to 1 optional; Ranch Wagon, 3.54 to 1 std.

FRONT SUSPENSION: Independent, swinging link type with tailored-to-model Hydra-Coil springs; new, double-acting Viscous Control shock absorbers; new, one-piece, rubber-mounted stabilizer.

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

SERVICE BRAKES: new pendant foot control actuates 4-wheel duo-servo type brakes; more

effectively double-sealed rear brakes; 11" diameter composite steel and cast iron drums on Ranch Wagon; 10" on all other models; moulded linings. 159.1 sq. in. lining area on Ranch Wagon, 173.5 sq. in. other models. Easier-action hand brake.

STEERING SYSTEM: Mainline: new symmetrical linkage with spring-loaded ball-stud in steering cross link; new 90°-mounted worm and roller type gear with triple-tooth roller on needle bearing; 18.2 to 1 gear ratio; 26.3 to 1 over-all steering ratio; 18 in. diameter steering wheel. Customline: worm and roller-type steering gear with equal-length tie rods. Over-all steering ratio, 26.4 to 1.

WHEELS AND TIRES: 6.00 x 16 4-ply tires on 4½" rims optional at extra cost, with 6.70 x 15 4-ply tires on 5" rims standard on Mainline Sedans; 6.70 x 15 4-ply tires on 5" rims standard on Customline models, and on Convertible and Victoria with Conventional or Overdrive Transmission; 7.10 x 15 4-ply tires on 5" rims on Convertible and Victoria equipped with Automatic Drive; 7.10 x 15 6-ply tires standard on Ranch Wagon.

EXTERIOR DIMENSIONS: 115" wheelbase; 58" front and 56" rear treads; over-all width, 73.9"; over-all length, 197.8".

COLOURS

BODY COLOURS: Enamels (Standard) Raven Black, Newport Gray, Lucerne Blue, Pebble Tan, Lakewood Green, Vassar Yellow, Coral Flame Red. Metallics (At extra cost) Fanfare Maroon, Pacific Blue, Cumberland Green. Two-Tones (At extra cost) Lucerne Blue (Upper), Pacific Blue Metallic (Lower); Pacific Blue Metallic (Upper), Lucerne Blue (Lower); Cumberland Green Metallic (Upper), Newport Gray (Lower); Newport Gray (Upper), Cumberland Green Metallic (Lower); Pebble Tan (Upper), Fanfare Maroon Metallic (Lower); Raven Black (Upper), Newport Gray (Lower); Raven Black (Upper), Fanfare Maroon Metallic (Lower); Raven Black (Upper), Lucerne Blue (Lower).

SPECIAL VICTORIA COLOURS: Enamels (Standard) Raven Black, Newport Gray, Lucerne Blue, Lakewood Green. Metallics (At extra cost) Fanfare Maroon, Pacific Blue, Cumberland Green. Two-Tones (At extra cost) same as above.

SPECIAL CONVERTIBLE COLOURS: Enamels (Standard) Raven Black, Newport Gray, Lucerne Blue, Pebble Tan, Lakewood Green, Vassar Yellow, Coral Flame Red. Metallics (At extra cost) Fanfare Maroon, Pacific Blue, Cumberland Green.

SPECIAL RANCH WAGON COLOURS: Enamels (Standard) Raven Black, Lucerne Blue, Pebble Tan, Lakewood Green. Metallics (At extra cost) Fanfare Maroon. Two-Tones (At extra cost) Lucerne Blue (Upper), Pacific Blue Metallic (Lower); Pacific Blue Metallic (Upper), Lucerne Blue (Lower); Pebble Tan (Upper), Fanfare Maroon Metallic (Lower).

SPECIAL SEDAN DELIVERY COLOURS: Enamels (Standard) same as Ranch Wagon. There are no Two-Tone colours available for Sedan Delivery.

UPHOLSTERY AND TRIMS

CUSTOMLINE MODELS: (Sedans & Coupes) Gray and Red Homespun Broadcloth (upholstery), Dark Gray cloth (trim); Gray and Gold Stripe Mohair (upholstery), Dark Gray cloth (trim); Blue Vinyl (upholstery), Ivory Vinyl (trim); Mahogany Vinyl (upholstery), Ivory Vinyl (trim). (Victoria) Gray Bedford Cord (upholstery), Blue Vinyl (trim); Gray Bedford Cord (upholstery), Cherry Red Vinyl (trim); Gray Bedford Cord (upholstery), Green Vinyl (trim). (Convertible) Ivory Vinyl (upholstery), Cherry Red Vinyl (trim); Ivory Vinyl (upholstery), Green Vinyl (trim).

MAINLINE MODELS: (Sedans) Two-Tone Green Stripe Broadcloth (upholstery), Dark green cloth (trim); Tan Gray Stripe Broadcloth (upholstery), Dark Brown cloth (trim); Blue and Black Stripe Broadcloth (upholstery), Dark Blue Cloth (trim); Blue Vinyl (upholstery), Ivory Vinyl (trim); Mahogany Vinyl (upholstery), Ivory Vinyl (trim). (Ranch Wagon) Golden Tan Vinyl (upholstery), Golden Tan Vinyl (trim). (Sedan Delivery) Brown and Gray Vinyl (upholstery), Brown and Gray Vinyl (trim).

EQUIPMENT

MAINLINE STANDARD EQUIPMENT: sun visor on driver's side; horn button at centre of steering wheel; ribbed-rubber shield over lower part of body side embossments; black rubber mats, front and rear (except Ranch Wagon load space); black rubber exterior reveal moulding at windshield and rear window; coat hooks (except Ranch Wagon).

CUSTOMLINE STANDARD EQUIPMENT: two sun visors; full-circle horn ring with special button at centre; bright metal exterior reveal moulding at windshield and rear window; two interior lights operated by automatic door switches in addition to manual control; bright metal moulding on body sides; arm rests, front and rear; one ash tray in rear compartment of Four-door Sedan, two in others; robe cord in Four-door Sedan, assist loops in others. Cigarette lighter; stem-wound clock; pebble-grain rubber mat in rear in colours to harmonize with interior trim; bright metal cap mouldings.

CUSTOMLINE CONVERTIBLE: Two robe cords; arm rests in front only; interior light under instrument panel, operated manually and automatically by door switches.

VICTORIA: Two robe cords; built-in type arm rests in rear with ash trays incorporated; carpets, front and rear, in shades harmonizing with interior trim; special, bright-metal rear window exterior moulding; gold-finished crest, each side, back of quarter windows; Victoria name on door moulding.

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, reserves the right, however, to discontinue or change at any time, specifications, design, or prices without notice and without incurring any obligation.



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