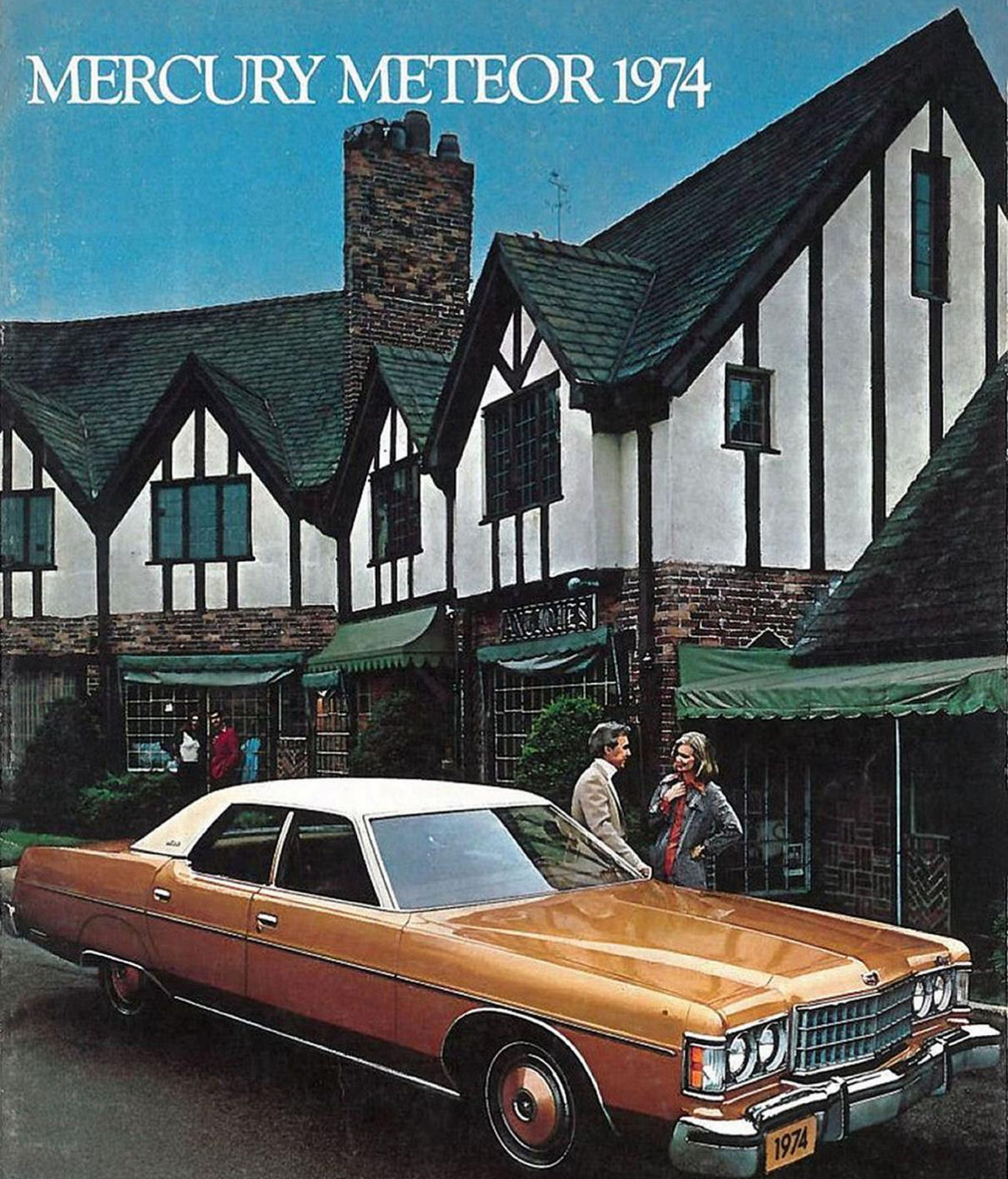


MERCURY METEOR 1974



MERCURY METEOR '74.

Everything fits the description of a luxury car but the price.

For 1974, Mercury Meteor offers a 2-door hardtop in two models, a 4-door pillared hardtop in two models and two station wagons.

No matter which model you choose, you'll find it has most of the attributes you might expect in a full-sized luxury car. In terms of interior roominess, comfort and luxury, in terms of size, wheelbase and standard equipment, the description of a 1974 Mercury Meteor fits that of a full-sized luxury car. But Meteor doesn't have the luxury car price.

There's a rich look of confidence to the bold, newly-designed grille. In silhouette, the car is cleanly sculptured, distinctive, elegant. The interiors are superbly appointed, very spacious and quietly relaxing.

Behind the wheel, you face a well-instrumented, extremely handsome dash. You're in command of more than 18½ feet of smooth riding luxury that hugs the road on a wide-stanced 124 inch wheelbase.

Meteor has a time-proven 351 cubic inch V-8 power plant. Vibration-absorbing torque boxes, rubber body mounts and many pounds of sound-deadening insulation materials all play their part in making every ride a quiet experience. A Safety-designed Perimeter Frame, steel side guard rails in every door and a double panelled steel roof add to your safety. New impact-absorbing front and rear bumpers are standard.

Power steering, power front disc brakes, upper-level power ventilation and 3-speed Select-Shift automatic transmission highlight the many standard features.

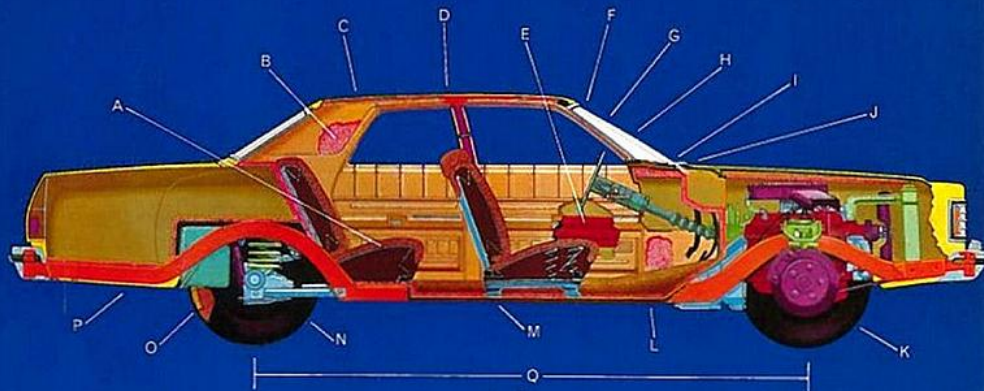
The 1974 Mercury Meteor is engineered to ride smoothly. It performs well and, for the proud owner, it will keep its good looks for many years to come. It's priced to be within the reach of most budgets.

If you're looking for luxury features without the luxury price, you're looking for this. This is Mercury Meteor for 1974.



MERCURY METEOR '74.

Engineered for a smooth ride, a quiet ride, a relaxing ride.



This is the inside story of the 1974 Mercury Meteor. It's the story you don't see in the showroom, in the driveway or on the road. The story of the hidden qualities, the engineering which makes Mercury Meteor such an excellent value.

The smoothness of the Meteor ride, the quietness inside, the comfort, the dependability... all of these things are planned. They are the direct results of an effort to bring you a well-engineered automobile that is a pleasure to drive.

This is the 1974 Mercury Meteor. We're proud to build it. We believe you'll be proud to own it.

A—Foam Cushioning

Meteor seats are all foam cushioned for comfort. Helps you arrive relaxed and fresh.

B—Sound Insulation

Sound absorbing materials have been strategically placed in numerous areas throughout the car to help minimize road and outside noises entering the passenger compartment.

C—Double Panel Roof

The twin panels afford greater strength and crush resistance while the insulation between the panels reduces noise levels inside the car.

D—In the Back, 39.3 Inches of Leg Room In the Front, 41.5 Inches of Leg Room Headroom, 33.3 Inches* Shoulder Room, 61.5 Inches*

*4-door pillared hardtop (Front compartment only)

We mention these dimensions in order

to give some idea of the spaciousness of this vehicle. You really have to sit in the car to appreciate how much room there is.

E—Steel Side Guard Door Rails

Steel rails placed in every door provide protection for driver and passengers.

F—Ventless Side Windows

Provide a tighter seal, thus reducing wind noise at highway speeds.

G—60° Windshield Angle

Our engineers have found that setting a windshield at a 60° angle effectively reduces wind noise. It also blends attractively with the exterior design.

H—Power Steering

Provides hydraulic assistance and reduces steering effort while retaining a feel of the road.

I—3-Speed Select-Shift Automatic Transmission

Drive automatically in "drive" or shift for yourself through three forward gears.

J—Power Ventilation System

Outside air is powered through upper level vents in the dash, providing a steady flow of air inside the car. The system works with the car stationary or in motion.

K—Cushion Link Front Suspension

Permits wheels to yield under impact and absorb road shock. Rubber-insulated mounting points eliminate metal-to-metal contact, reducing noise and vibration.

L—100% Nylon Loop Carpeting

Adds to the luxury look of the interior and to your comfort.

M—Aluminized Muffler

An aluminum inner wall provides an effective rust deterrent for longer muffler life.

N—Rear Suspension

Features a 3-link, rubber-cushioned suspension system with track bar. Braking and accelerating forces are cushioned, rear-axle torque is controlled, coil springs soften road shocks and the track bar acts as a stabilizer. Result: a smooth, quiet, controlled ride.

O—Radial Ply Tires (optional)

Tests show the average driver using steel-bolted radials can expect 40,000 miles of treadwear under normal driving conditions. Radial Ply Tires provide improved stability, handling and high-speed smoothness.

P—Perimeter Frame Construction

Five cross members provide the strength and four torque boxes allow the frame to flex slightly under rough road conditions. This flex action, plus rubber body/frame mounts, helps reduce the effect of road shock inside the passenger compartment.

Q—124" Wheelbase

Meteor's long 124 inch wheelbase contributes to the smoothness of the ride.

Luxury features without a luxury price.

Meteor Montcalm

The 1974 Montcalm is a most impressive car to look at. Beautifully designed and beautifully functional. But it is inside the car that Meteor makes its biggest impression. And that first impression is one of

roominess, comfort, good taste and luxury. It's an impression that will last.

From its handsome new grille, along the sculptured hood, the graceful slope of the windshield, clean through to the elegant look of the rear deck, Montcalm is every inch a full-sized luxury car.

Inside, the luxury is even more evident. Richly upholstered, finely-textured seats of soft Foxton cloth with vinyl trim invite you into a most spacious interior. Both front and rear seats are comfortably padded with foam to help make each journey

pleasant and relaxing. Driver's power console includes the following options: power windows, left hand remote control mirror, power door lock.

A full 1½ inches of foam provides soft, resilient cushioning along the length of the arm rests. A power ventilation system keeps outside air flowing through the car even with the windows closed, and whether the car is in motion or not.

You'll find 3-speed Select-Shift automatic transmission, power steering, power front disc brakes are all standard. A most impressive dash can be read at

a glance and it is designed to provide you and front seat passengers with plenty of leg room. Underfoot, there's comfortable, hard-wearing nylon loop carpeting.

And, although Montcalm pampers your desire for luxury, it doesn't overlook the practical side of things. A performance-proven 351 cubic inch V-8 engine provides the power. A 124 inch wheelbase, computer selected springs and a specially engineered suspension system help provide a smoothness of ride that will be truly enjoyable for you and your passengers. The roof, double panelled for safety, also has insulation between the panels thus adding its contribution to the overall quietness. A new 3 point restraint system allows freedom of movement without hindering driving actions. Washer jets are mounted on the windshield wiper arms so the fluid goes where it's most needed.

And, to personalize your car to your tastes, there are many options to choose from. A new digital clock, steel-belted radial ply tires, an improved AM/FM/MPX radio with stereo tape, air conditioning with or without automatic temperature control. Also available are 400 C.I.D. and 460 C.I.D. V-8 engines with solid state ignition. On pages 12 and 13 you can find fuller descriptions and a list of further available options. 1974 Mercury Meteor Montcalm. 2-door, 4-door or station wagon. Who could ask for anything more!



Driver's power console includes the following options: power windows, left hand remote control mirror, power door lock.



New digital clock option.



Left: Montcalm 4-door pillared hardtop. Right: Montcalm 2-door hardtop.

Certain items shown or listed are optional.

Two words say it all: Great Value.

Meteor Rideau 500

The more you look into the good-looking Rideau 500, the more you appreciate its value. Just one look is all you need to tell that Rideau 500 is a real stylist. Its handsome new grille, its cleanly sculptured lines speak of an elegance far beyond Rideau 500's price.

But take a good look at Rideau 500's inside story. The value's all around you as you sit behind the wheel. First of all, there is room. Lots of it. Room enough for three adults up front and three more in the back. The seats are foam padded for comfort and tailored with a new, hard-wearing, soft Barletta cloth. Colour-keyed nylon carpeting adds to the impression of luxury.

Here is Meteor's standard equipment list:

3-speed Select-Shift automatic transmission (you can leave it in drive or shift for yourself). Power steering and power front disc brakes provide sure, easy control. A power ventilation system provides a steady flow of air inside the car even with the windows closed.

There's an inside hood latch release to help prevent tampering with the engine. An automatic brake release to ensure you don't drive with your parking brakes on. An interior dome light. Glove compartment light. And a most impressive looking dash designed to provide lots of leg room for you and your passengers.

And you'll find that this is a smooth riding car. A combination of wheelbase, computer-selected springs and the suspension system work together to ease you along smoothly over all but the worst of road

conditions. Sound-absorbing insulation has been strategically placed around the passenger compartment to minimize road noise and help you enjoy a quiet ride.

There's a 351 cubic inch V-8 engine under the hood. Steel side guard rails in the doors. A double panelled roof. Impact-absorbing bumpers front and rear. Ventless side windows. Recessed door handles.

If you're thinking the description fits a luxury car, who can blame you? But the price doesn't fit.

To make Rideau 500 even more luxurious, and to make it more personally "your car", you can add some of these popular options. A vinyl roof for a further look of luxury. Deluxe wheel covers. Rocker panel mouldings. A new digital clock. Steel belted radial ply tires. An AM Radio. An AM/FM/MPX radio, with or without a stereo tape deck. Air conditioning with or without automatic temperature control.

There are many more options and there are many more standard features. There is a complete list of optional equipment on pages 12 and 13 of this catalogue. You'll find a list of standard features on the back cover.

Whichever way you decide you want your Rideau 500 to be, with your choice of options or without, you'll find it's a car you can afford to move up to. And you may never want to move back.

Meteor Rideau 500 is available in 2-door hardtop, 4-door pillared hardtop and station wagon. The choice is yours.



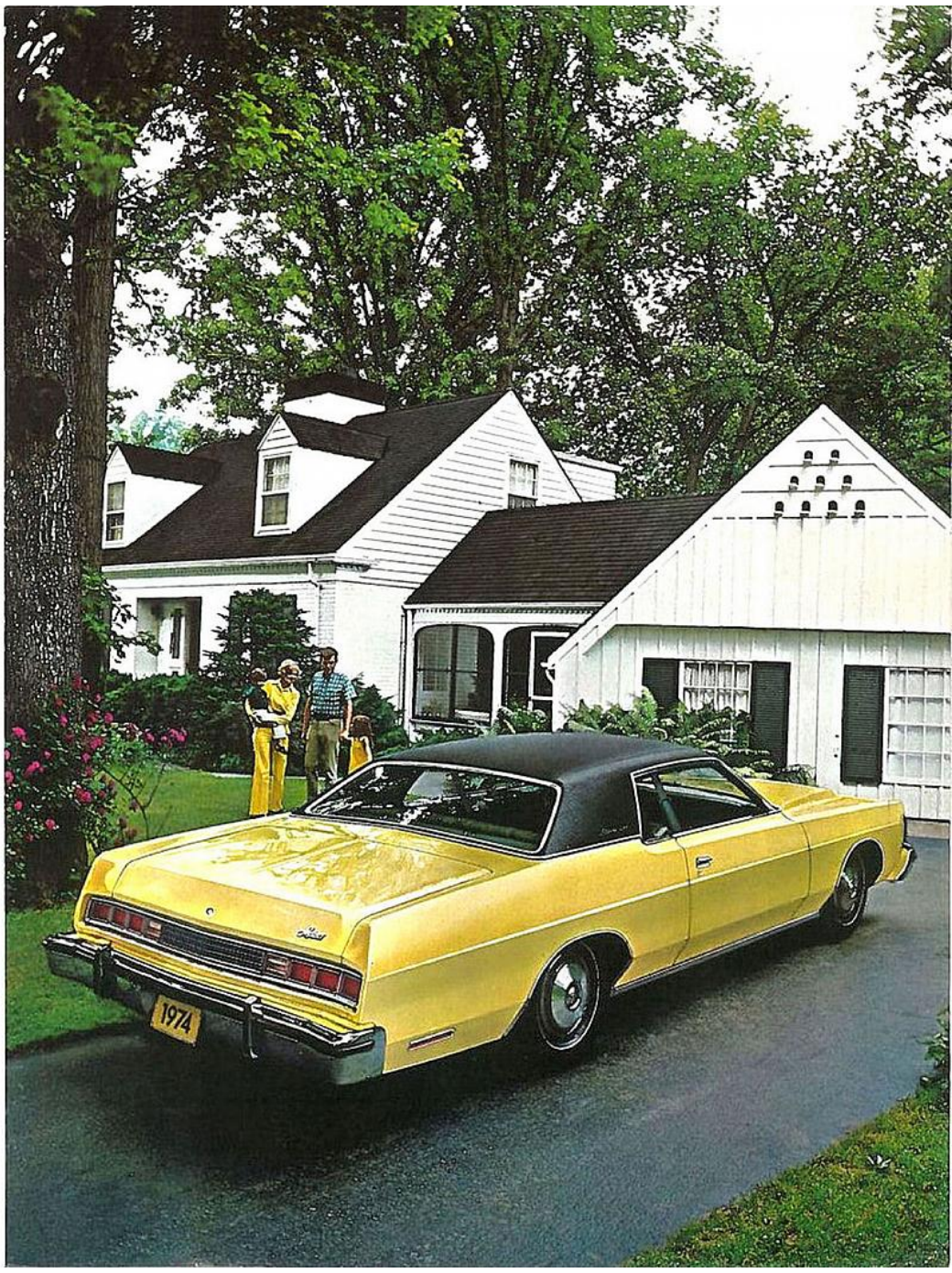
Optional fingertip speed control with 2-spoke rim-blow steering wheel.



Optional illuminated, visor-mounted vanity mirror.

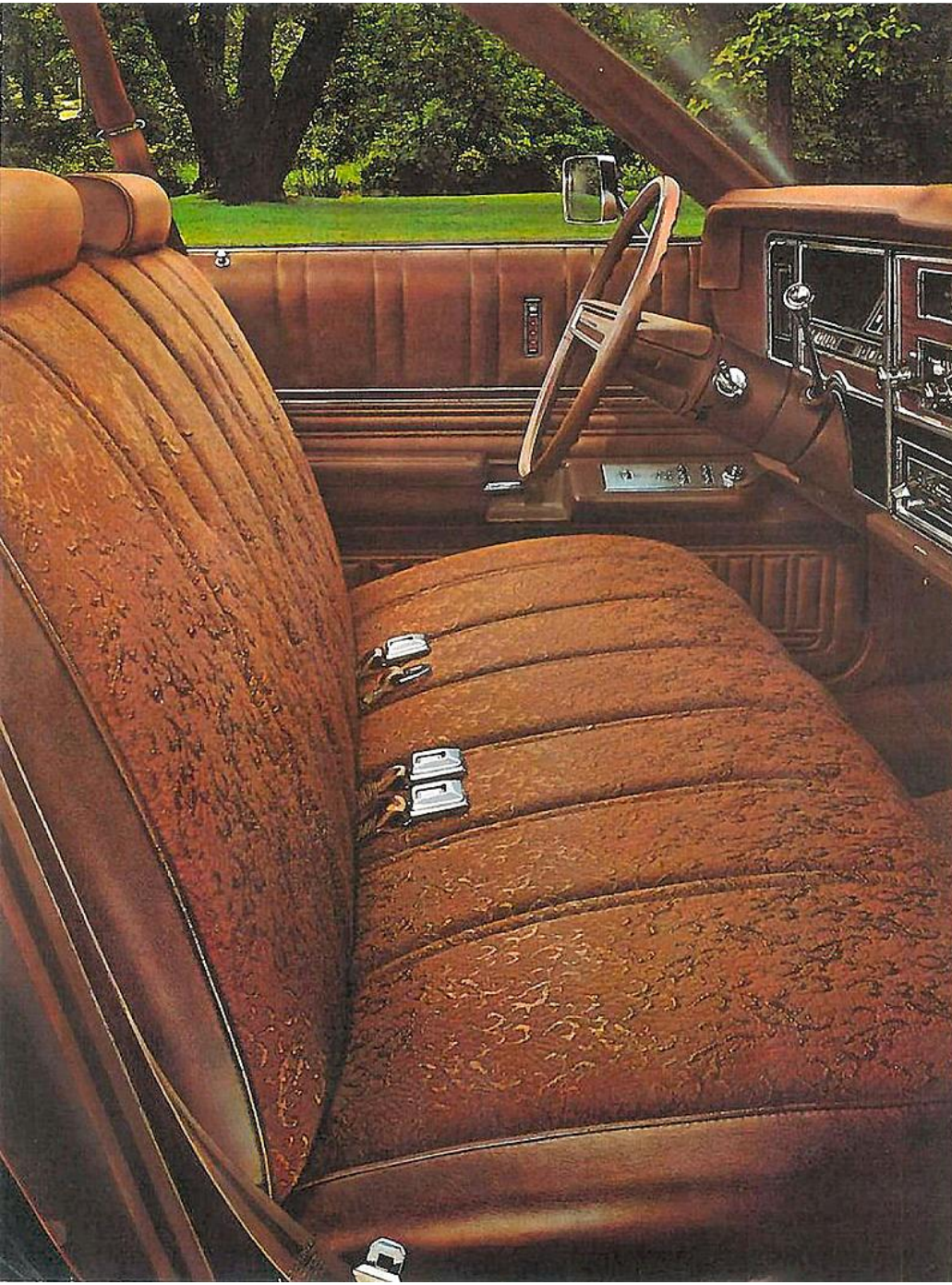


Left: Rideau 500 4-door pillared hardtop.
Right: Rideau 500 2-door hardtop.



Certain items shown or listed are optional.

Inside Mercury Meteor: quiet comfort.



Montcalm optional cloth and vinyl interior.



Rideau 500 standard cloth and vinyl interior.



Montcalm optional interior in all vinyl.



Meteor instruments are easy to read and are recessed in a vinyl-covered padded dash. Lots of room in the glove compartment. (Air conditioning and radio are optional.)

A car's interior should be more than just beautiful. It should be comfortable, spacious, relaxing, quiet. We have designed Mercury Meteor's interiors to be all this and more. Inside Mercury Meteor, you'll find that luxury is combined with convenience to provide you with a most pleasant place in which to enjoy your ride.

Interiors are colour-keyed to exterior colours in your choice of Saddle, Green, Blue, Black or Beige with the additional choice of Gold for Montcalm. All upholstery has been carefully selected for appearance and durability. The carpets are of long-wearing loop-pile 100% nylon.

Illustrated opposite is the standard interior for Montcalm models. The full length foam padded bench seat is attractively upholstered in soft Foxton cloth with vinyl trim.

On this page, shown at top left, is the beautiful Low-Back Flight Bench Seat with drop centre arm rest, available as an option

on Montcalm models. The rich-looking upholstery is of finely woven Brockton cloth with vinyl trim. The top right illustration shows the Montcalm optional interior in soft Ruffino vinyl while the top centre illustration is the Barletta cloth with vinyl trim upholstery which is standard on Rideau 500.

Shown lower right is the new 3 point restraint system. It allows you to lean forward comfortably to close the door, reach the instrument panel, etc., but it locks securely in place in the event of a sudden stop.

Also shown is the Meteor instrument panel. The instruments are easy to read and are recessed in a vinyl-covered padded dash. Lots of room in the glove compartment.

In summary, the interior of a Mercury Meteor is one place in a busy world where you can find a lot of comfort. And a little peace and quiet.



New 3 point restraint system allows you to lean forward comfortably to close the door, reach the instrument panel, etc., but it locks securely in place in the event of a sudden stop.

Left: Montcalm standard interior.

Certain items shown or listed are optional.

Luxury with wide open spaces.

Meteor Wagons

Whether your need is for work-load or play-load, town or country, Meteor wagons come through for you in style.

In both the luxuriously appointed Montcalm and the Rideau 500 you'll find a high level of driving comfort. They both have a large, easy-to-load cargo area. And they both have many of the better ideas that have made Ford Motor Company the undisputed leader in station wagon sales.

In the cargo area, there's a cavernous 94.6 cubic feet with a floor area big enough to take a 4' x 8' sheet of plywood lying flat. Under the floor, there's a further 9.1 cubic feet of storage space which can be locked for storage of valuables. And, if you order the optional carpeted load floor, you get an additional 1.2 cubic feet tucked away behind the left rear wheel housing. This too can be locked. You get easy access to the cargo area through one of Ford Motor Company's better ideas, the famous 3-way doorgate. It opens flat with the window down to load cargo, or it opens out to the side, with the window up or down for fast loading of smaller items such as groceries, or for easier passenger entry. And its power-window is standard.

Meteor wagons are comfortable and luxuriously appointed. Wide, deep foam padded seats are attractively upholstered in soft, hard-wearing vinyl that is very easy to keep clean. The floors are handsomely covered in durable 100% nylon-loop pile carpeting. And, out on the highway, you'll find our wagons are a pleasure to drive.

The list of standard equipment is most impressive. A 400 C.I.D. engine with Solid State Ignition supplies



Spare tire extractor.



3-way doorgate swings open wide (with windows up or down) for people and luggage. For long loads, it swings down flat with windows down.

the power. Select-Shift automatic transmission, power steering, power front disc brakes are all standard. There's a new 3 point restraint system this year. And a double panelled steel roof, impact absorbing front and rear bumpers, steel side guard door rails all add to your safety. The spare tire extractor makes the removal of the spare tire from the wheel well a simple task.

You have plenty of useful options to choose from, too. A carpeted load floor. Deluxe luggage rack with air deflector. Dual facing rear seats. A recreation table. Electric rear-window defroster. Heavy duty suspension and an automatic load leveller. And, because more and more people are finding that trailer vacations are fun, your Mercury dealer can now offer you a choice of five trailer towing packages suitable for loads up to 6,000 pounds.

The 1974 Meteor Montcalm and Rideau 500 wagons. They're both a lot of wagon . . . and a lot of space.



Optional recreation table.



Left: Rideau 500 station wagon.
Right: Montcalm station wagon.



Certain items shown or listed are optional.

Options: Personally Yours.



Digital Clock: A precision clock which gives exact digital readout at a glance. Coloured digits and digit backgrounds make for easier reading of minutes and seconds.



Wheelcovers: Personalize your car with these handsome wheelcovers. Meteor's wheelcovers are available in either Deluxe, Luxury or Glamour Paint style.



Illuminated Vanity Mirror: A convenient visor mounted illuminated mirror which allows easy viewing day or night from the passenger's side.



Tilt Steering Wheel: A convenient feature which adjusts to five driving positions and allows easier access to the driver's seat.



Electric Clock: A reliable timekeeper.



AM/FM/Multiplex Stereo Radio: Includes the features of the AM radio plus the choice of FM reception. Preselection of ten stations, five AM and five FM is available from five push buttons. With the use of the balance controls, an exact blending of sound may be achieved from the four speakers, one in each of the two front doors and two in the area below the rear window.



AM/FM/Multiplex Stereo Radio with Stereo Tape: Combines the AM Radio, FM Stereo Radio and Stereo Tape features into a single package conveniently operated with one set of controls. The stereo unit mounted in the radio opening on the instrument panel has a tape insertion slot for 8-track stereo tapes. Inserting a tape cartridge automatically shuts off the radio.

AM RADIO: Featuring five push buttons for preset selection plus a manual tuning knob. Available rear seat speakers supplement the standard radio speaker which is situated on the dash. A 32" long solid stainless steel fixed antenna allows for the best possible reception on all stations.



Whisper-Aire Conditioning: Air conditioning is an extremely popular option. It increases the value of a car at trade-in time, adds to your driving pleasure while you own the car. We offer two kinds: A manual type which you adjust to suit your personal comfort. And, an Automatic Temperature Control that combines the air conditioning system with the heating system. Just set it and forget it. The interior temperature remains within the preset range all year long.

Convenience Options

- Air Conditioner — Manual
- Air Conditioner — Automatic Temperature Control (Tinted Glass Recommended)
- Digital Clock
- Electric Clock
- Tinted Glass
- Tinted Windshield
- Front and Rear Floor Mats
- Left Hand Remote Control Mirror
- Illuminated Visor Vanity Mirror
- Visibility Light Group
- Power Lock/Convenience Group — includes power door locks, trunk lid release, automatic seat back release (2-doors), left hand remote control mirror
- Fingerprint Speed Control (includes rim-blow steering wheel)
- Power Side Windows
- Power Side Windows with Mini-Vents (4-door models only)
- Six Way Power Seat
- AM Radio
- AM/FM/Multiplex Radio
- AM/FM/Multiplex Radio with Stereo Tape
- Station Wagon Recreation Table
- Dual Rear Seat Speakers
- Tilt Steering Wheel
- Power Operated Sunroof — requires vinyl roof (N.A. on wagons)
- Intermittent Windshield Wipers
- Deluxe Luggage Rack and Wind Deflector for wagons
- Lockable Storage Compartment for wagons

Appearance Options

- Appearance Protection Group — Door edge guards, front and rear floor mats, license plate frames, spare tire lock and lockable hood release
- Deluxe Colour-Keyed Seat Belts
- Fender Skirts (N.A. on wagons)
- Luggage Compartment Dress Up Package
- Bodyside Moulding with Vinyl Insert
- Rocker Panel Mouldings (N.A. on wagons)
- Wheel Mouldings (N.A. on wagons)
- Glamour Metallic Paint (Std. on 2-dr. models)
- Vinyl Seat Trim
- Luxury Wheel Covers

Functional Options

- Anti-Theft Alarm System — includes alarm system, lockable hood release spare tire lock
- Optional Axle Ratio
- Traction Lok Axle
- Heavy Duty Battery
- Sure Track Brake System (with 460 C.I.D. -4V only)
- Bumper Protection Group
- Rear Window Defogger (N.A. on wagons)
- Rear Window Defroster
- Station Wagon Doorgate Window Washer
- Block Heater
- Automatic Load Leveller
- Cross Country Ride Package — includes higher rate front and rear springs and shock absorbers

MERCURY METEOR MAJOR SPECIFICATIONS

Power team combinations

Availabilities:	351-2V V8	400-2V V8	460-4V V8
Rideau 500	Std.	Opt.	Opt.
Montcalm	Std.	Opt.	Opt.
Station Wagons	N.A.	Std.	Opt.

TRANSMISSION: Select-Shift Automatic standard on all models.

BRAKES: Dual hydraulic system with warning light. Power brakes (disc front, drum rear) standard on all models.

STEERING: Power steering standard on all models.

AXLES: Standard Axle Ratio—2.75:1. Optional Ratio—3.25:1. Traction Lok Axles available in both ratios.

Exterior Dimensions: (Inches)

Model	Length	Width	Height	Wheelbase	Tread		Luggage Capacity (cu.ft.)
					Front	Rear	
4-Door Pillared H.T.	226.8	79.6	54.7	124.0	64.1	64.3	20.5
2-Door Hardtop	226.8	79.6	54.7	124.0	64.1	64.3	20.5
Station Wagon	225.7	79.8	56.5	121.0	64.1	64.3	94.6*

*Additional storage under floor: 9.1 cu. ft. on 6-passenger wagons, and 5.4 cu. ft. on dual-facing rear seat wagons

Interior Dimensions:

Model	Front Compartment			
	Head Room	Leg Room	Shoulder Room	Hip Room
4-Door Pillared H.T.	38.3"	41.5"	61.5"	61.6"
2-Door Hardtop	37.4"	41.6"	61.5"	61.6"
Station Wagon	38.9"	41.7"	61.5"	61.6"
Model	Rear Compartment			
	Head Room	Leg Room	Shoulder Room	Hip Room
4-Door Pillared H.T.	37.4"	39.8"	61.4"	61.7"
2-Door Hardtop	36.3"	35.6"	60.6"	60.8"
Station Wagon	39.3"	37.0"	61.4"	61.7"

Ford Motor Company Safety Design Features

- Dual Hydraulic Brake System with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars
- Energy-absorbing steering wheel and column
- Energy-absorbing armrests and safety-designed door handles
- Integral lap and shoulder belts with individual lap and shoulder belt retractors for front outboard occupants
- Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Front and rear lap belts with mini-buckles for centre front and rear passengers
- Positive reminder warning light and buzzer for front outboard seat belts
- Turn indicators with lane-changing signal feature
- Inside yield-away rearview mirror
- Energy-absorbing instrument panel with padding for centre and outboard passengers
- Padded sun visors
- Locking steering column with warning buzzer
- Two speed or variable speed windshield wipers.

- Windshield washers
- Improved impact-absorbing laminated safety glass windshield
- Door-yoke safety door latches and safety hinges
- Hazard warning flasher
- Steel guard rails in side doors
- Backup lights
- Side marker lights
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on 2-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission)
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-designed front end structure
- Improved front and rear bumpers
- Head restraints for front outboard occupants
- Safety glove box latch

The 1974 Mercury bumper systems must pass both the pendulum test and barrier impact tests. Specifically, in the pendulum test the bumper is hit three times on each bumper frontal area with a specially shaped pendulum equal to the car mass. Pendulum speed is 5 mph. Additionally one 3 mph hit is required at a 30 degree angle at either corner of the bumper. The bumpers meet the 1974 Canadian Motor Vehicle Safety Standards for up to 5 mph frontal impact protection and up to 5 mph rear impact protection straight into a flat, vertical fixed barrier without preventing normal operation of the car's lighting, latching, fuel, cooling and exhaust systems or of the propulsion, suspension, steering and braking systems.

Tests show that, with bumper guards, no substantial damage to sheet metal should result from such a barrier impact at or below these speeds.

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Mercury Dealer for the latest, most complete information on models, features, prices and availability.

MERCURY METEOR



Litho in Canada 8/73