

METEOR

1968

by Mercury

MACKENZIE MERCURY
SALES LTD.
1377 RICHMOND ROAD
OTTAWA 14, ONT. K2B 2K0

LeMOYNE / MONTCALM / MONTCALM S33 / RIDEAU 500 / RIDEAU



The 1968 Meteor a better idea in standard price cars, because Meteor is a Mercury at a standard car price.

In 1968, Meteor offers you the superlative comfort of a luxury car. This is the standard price automobile with the fine car touch.

When car buying people first look at Meteor, they assume it's an expensive, luxury car. It isn't. And that always makes for a pleasant surprise! In fact, it's a surprise that doesn't stop with first acquaintance. You'll enjoy Meteor's fine car touch every time you drive. And you'll get the full Meteor luxury treatment in any one of 17 beautiful models.

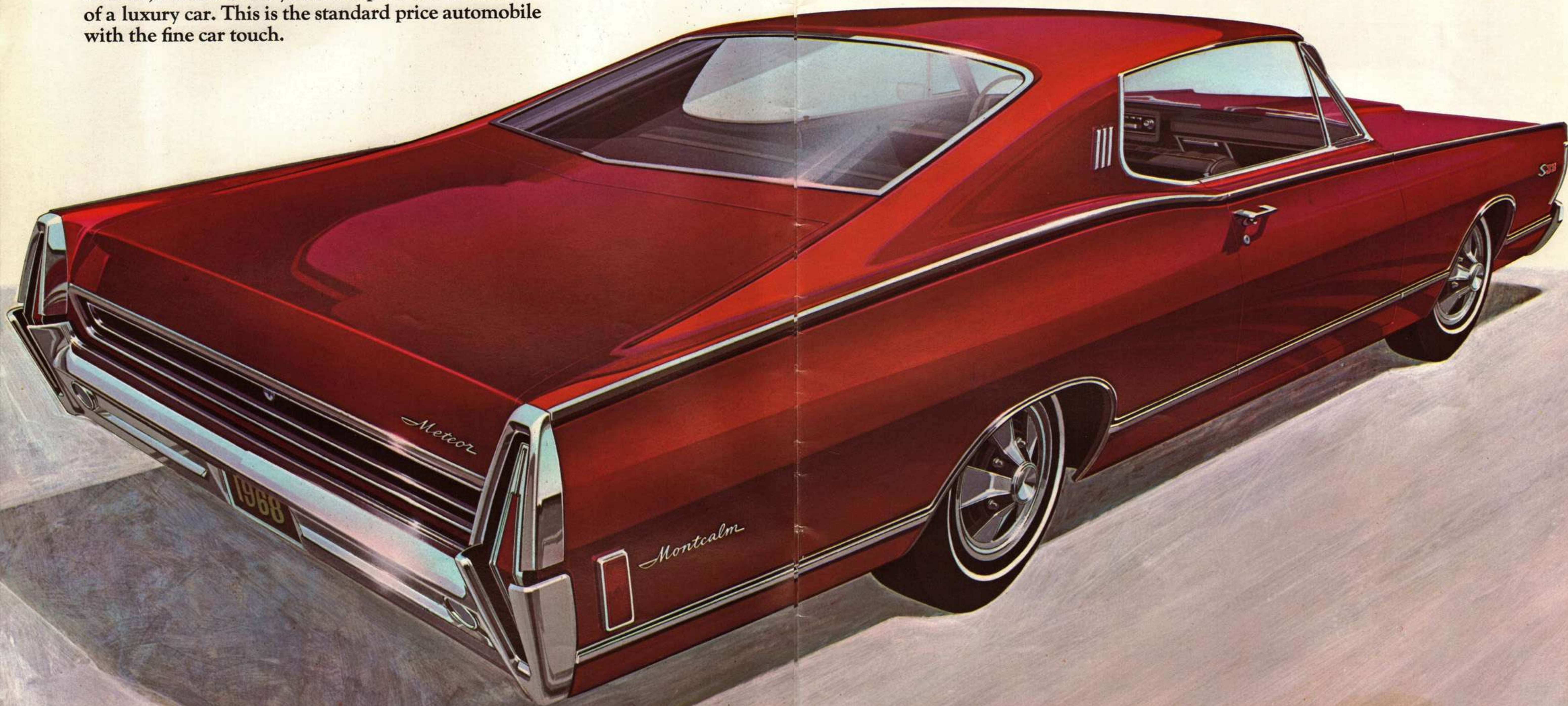
Three glamorous 4-door sedans, two executive-style 4-door hardtops, three dashing new fastbacks, two elegantly formal 2-door hardtops, three convertibles and two versatile wagons in six and dual side facing rear seat models.

Every Meteor gives you a wonderfully smooth ride. Every Meteor handles like a dream. Luxury is right out of the standard-price world. Because it comes from Mercury!

New wrap-around parking lights are built-in to a distinctive grille and front bumper design. Tail lights demonstrate the fine-car touch with both red and clear lenses in a fresh new mounting. Meteor's 123" wheel base, longest in its class, guarantees a super-smooth ride. Torque boxes between the side rails allow controlled flexing to absorb road shock and vibration. All coil suspension lets each wheel ride independently over every bump. Rear windows on all convertibles are glass for neat storage, better vision and attractive appearance.

Meteor by Mercury. No end to the reasons why you should move with the Meteor people in 1968. Below is just a sample of Meteor's matchless style. Meteor Montcalm S33 2-door fastback hardtop. Great!

COVER: METEOR LEMOYNE 2-DOOR HARDTOP. BELOW: MONTCALM S33 2-DOOR FASTBACK HARDTOP.



1968 Meteor LeMoyne

The new luxury Meteor. Styled to speak up for you, wherever you go.

LeMoyne is an all-new Meteor series introduced to meet the growing trend toward fine-car luxury in a standard price car.

Meteor LeMoyne. A new definition of luxury. You'll find more fine-car touches, features and convenience in this new Meteor than in any other car in its price range.

Take a close look. That unmistakable Meteor style stands out anywhere. And that luxury . . . it's straight Mercury! Built into three glamorous LeMoyne models: 2-door hardtop, 4-door hardtop and convertible.

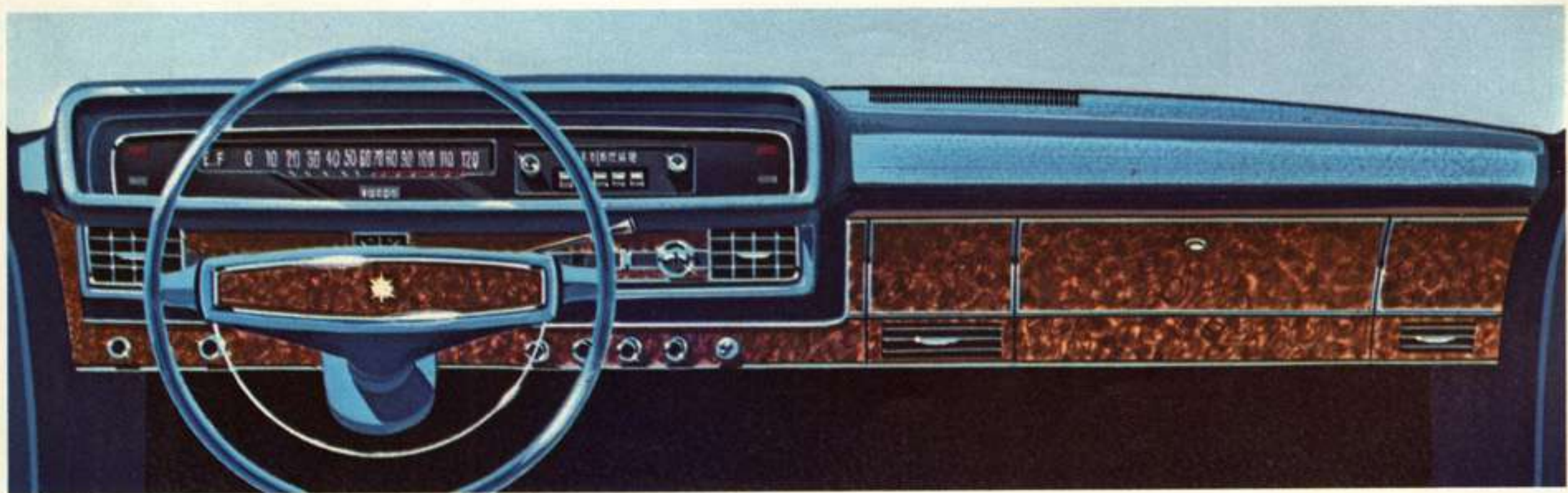
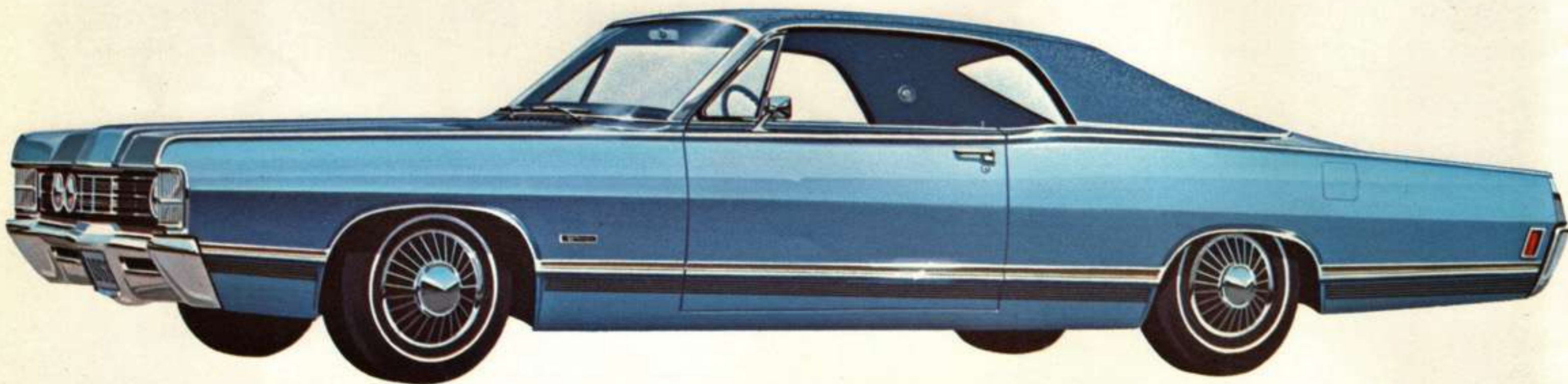
The Oxford vinyl roof is standard on the 2-door hardtop. And on all LeMoyne models, a new-look steering wheel is also standard. So is the whisper-quiet 302 cu. in. V8 engine

. . . and to add a finishing touch of elegance, those dashing, deluxe wheel covers are standard too. If you prefer to choose your own tires, you have a choice of options including new wide ovals and radial ply tires.

The perfect comfort you get with every Meteor's unsurpassed ride and handling is made specially luxurious in LeMoyne interiors.

Every inch of carpeting, upholstery, trim, and every appointment and convenience feature is in excellent taste and of the highest quality. Impressive. Thoroughly satisfying!

BELOW: LEMOYNE 2-DOOR HARDTOP. OPPOSITE: LEMOYNE 4-DOOR HARDTOPS.



A perfect combination of efficiency and beauty is the ideal in automobile design. Behind the wheel in LeMoyne, you appreciate this to the full. Every control is precisely placed for driving comfort. You can get air conditioning, too, for perfect winter and summer comfort. The sweep of the instrument panel, the graceful flow of the windows and your seating position all add up to the elegant feel of a true luxury car. The fine-car touch is in every-

thing . . . wood grain panelling, rich cut-pile rugs, imaginative color schemes, lush upholstery. If you wish to add a few personal extras, LeMoyne offers options such as an integrated AM radio and stereo play back system that gives you up to 70 minutes of your favourite music — uninterrupted. Or, you can install an AM/FM radio with stereo speakers. Meteor LeMoyne says a lot for itself. And for you.



1968 LeMoyne

Rich, impressive.
That's the inside story
of new Meteor LeMoyne.

Here is a standard price car that outdoes all others in its class for outright, unabashed luxury. Seats are superlatively sprung and padded for miles and miles of strain-free travelling. Tricot cloth-knitted upholstery, years ahead of conventional woven car fabrics, gives you complete comfort in all weather while giving a custom-designed appearance. Underfoot, cut pile rugs are of the deepest weave, loveliest colors and toughest yarn. Convenience features, courtesy lights and luxury fittings round out the fine-car image.

LeMoyne also has a better idea about seating choice.

In LeMoyne two and four door hardtops, a beautiful bench seat is standard . . . luxurious split bench seat is optional. Bucket seats are standard on the convertible, optional with the two door hardtop. You can choose from six elegant color schemes in long-lasting cloth for either bench seat style, from four smart bucket seat colors in vinyl finish.

Until now, this kind of luxury has been associated only with prestige, high-price automobiles like Mercury and Lincoln. The 1968 Meteor interpretation of Mercury luxury means it's yours at a standard car price.

BENCH SEAT BELOW IS STANDARD. OPPOSITE: SPLIT BENCH SEAT IS OPTIONAL.





1968 LeMoyne

Make someone happy! Meteor provides the convertible. LeMoyne makes it special. Standard bucket seats and all.

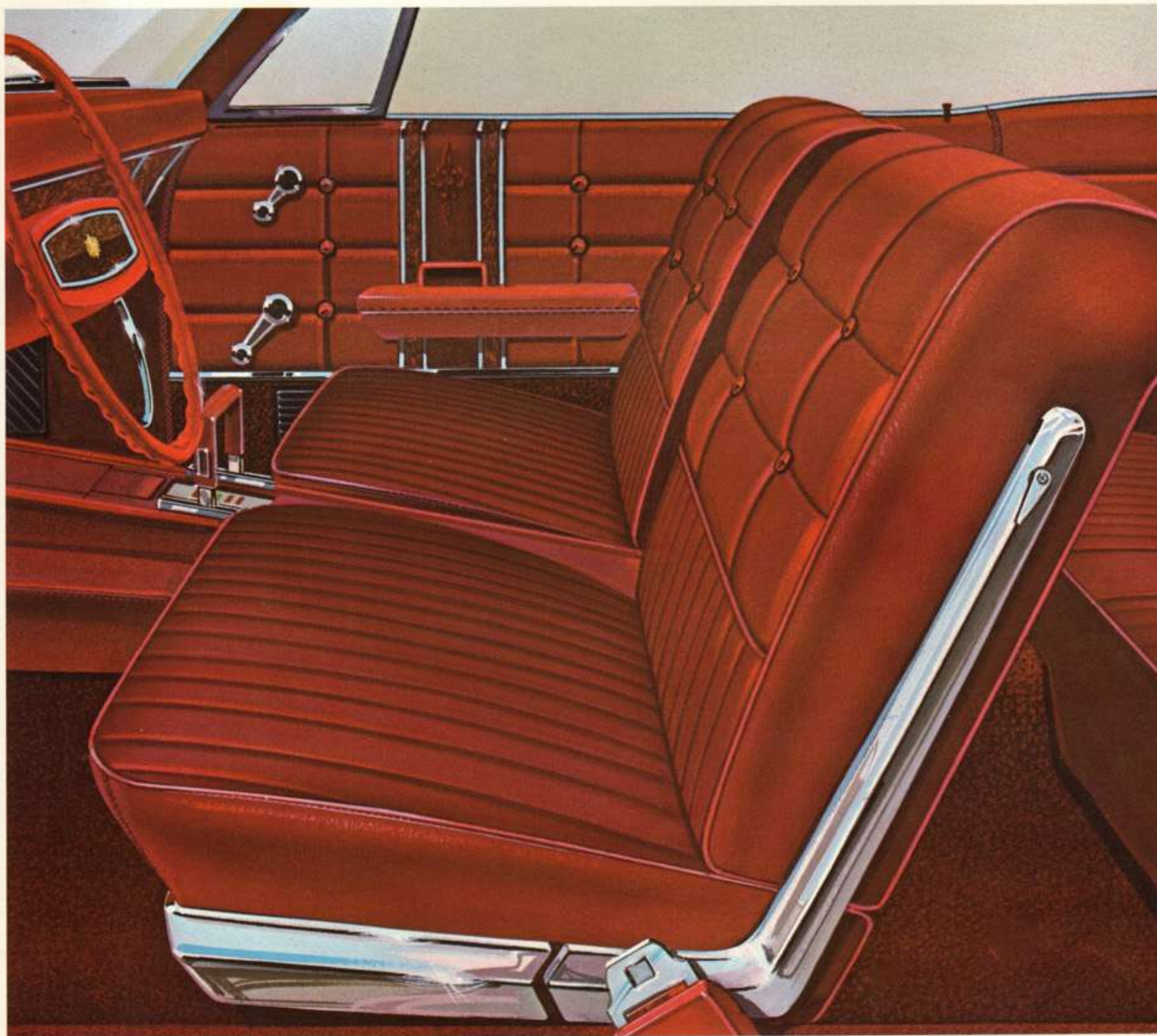
Why shouldn't people who enjoy luxury and elegance, also get the most out of driving pleasure and fun? Meteor LeMoyne says they should. With a capital convertible!

The luxury LeMoyne interior is all yours in this dashing new convertible. Sporty bucket seats with soft, vinyl upholstery are standard. So is a handsome centre console. Your optional "Select-Shift" lever and tachometer go here! Trim and color availability let you make your convertible look the way you want it. Beautiful.

LeMoyne convertible tops are extra stylish in blue,

white or black. A wood grain insert on the body side molding adds another fine-car touch of superiority. Racy wire wheel covers are optional.

A convertible with its top up can be the coziest place in the world. LeMoyne makes it convenient, too. The glass rear window needs no attention when you raise or lower the roof. An easy-to-work roof securing mechanism encourages you to enjoy lots of fresh air. And the new low-profile boot sits low and snug. Easy to operate too. It simply slips into place, and fastens from the inside.





1968 Montcalm

**Magnificently '68! 3 dazzling new rooflines!
Formal or racy fastback 2-door hardtop, elegant new
4-door hardtop. Seven gorgeous models.**

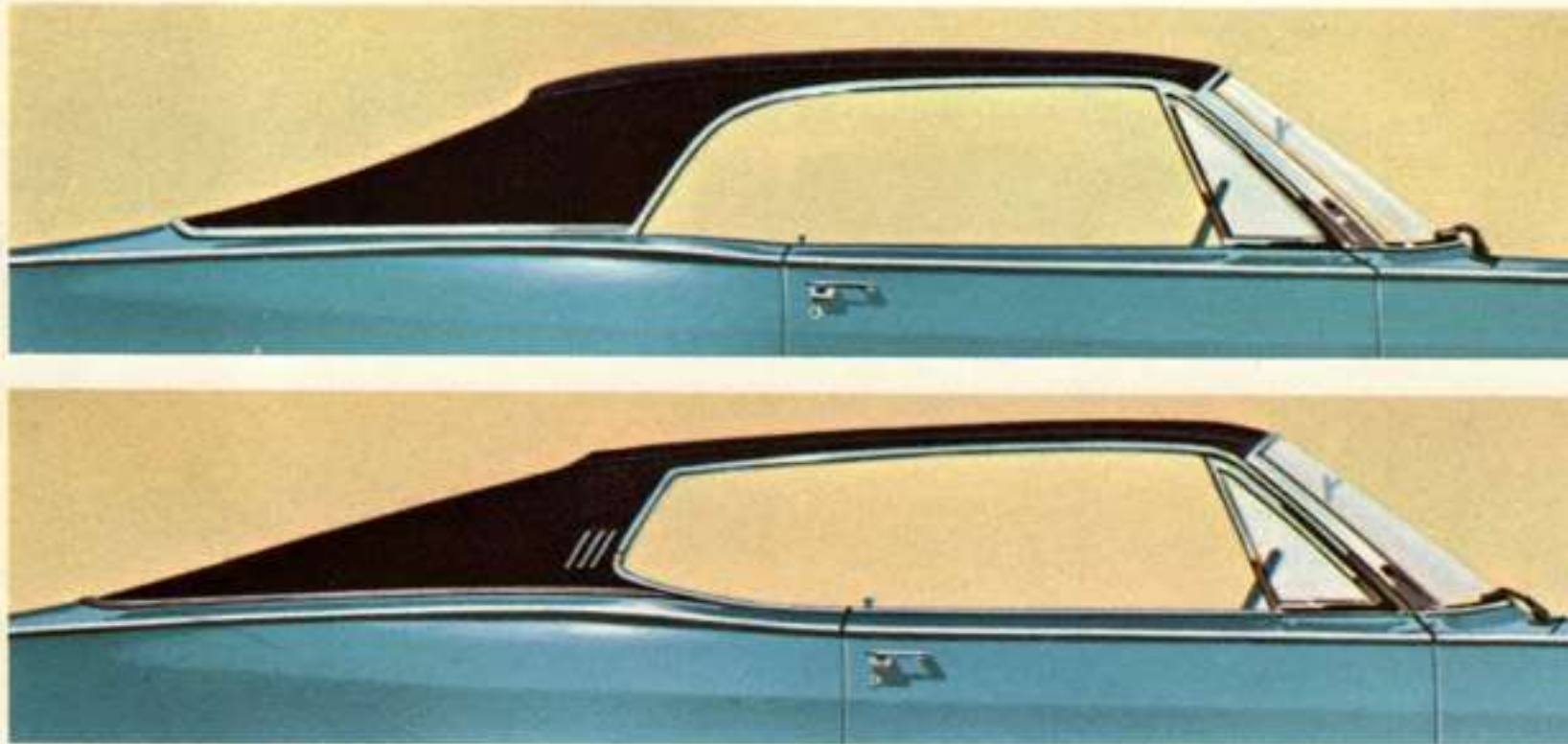
Luxury you've dreamed about at a down-to-earth price. That sharp and shapely fastback is a brand new Meteor. Like all the others, it's loaded with value and finished in leading style. Put some new color in your driving with a Montcalm fastback.

Prefer a more formal roofline? Two or four door, Montcalm formal style hardtops are topped with an Oxford vinyl roof (standard on two-door hardtop). Interiors are roomy, colorful and finished with truly fine-car luxury. The Mercury tradition comes on strong in Montcalm!

There's a smart convertible, with bench seats beauti-

fully finished in vinyl, sleek and full of sporty get-up-and-go-fun, a 4-door sedan that gives any man's family the luxury treatment, plus six or dual side facing rear seat wagons to complete the big Montcalm line-up.

Meteor says a car is for people to enjoy, not merely use. That's why Montcalm welcomes you with a higher level of luxury than you'd expect in a car of its price. Slip behind the wheel. Really get to know what Meteor has to offer. Drive it. Montcalm moves like a thoroughbred, powerful but quiet. It appeals to people like you.



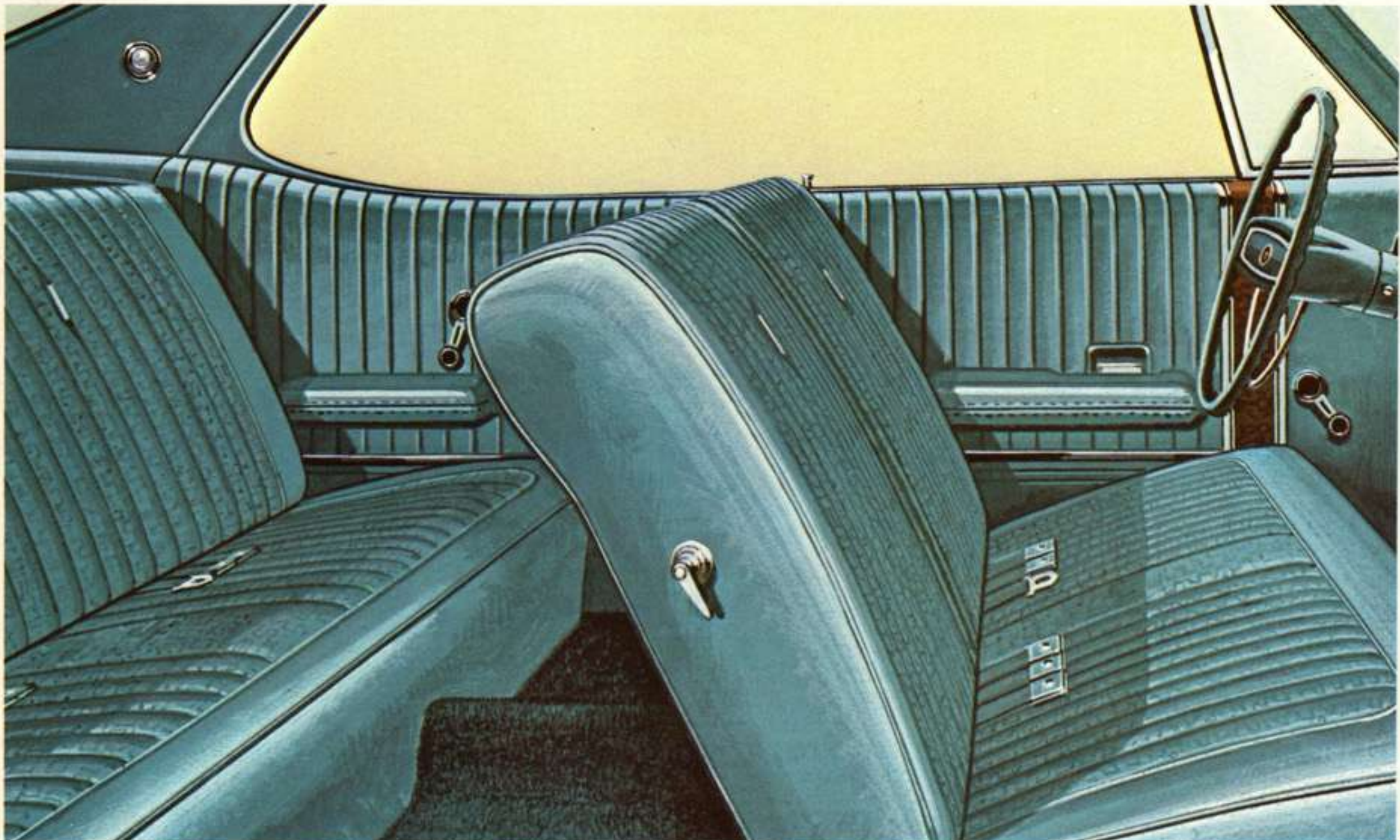
Hardtops are mighty popular with today's on-the-go drivers. Meteor Montcalm gives you a choice of two beauties (illustrated left). For an elegant impression, move with the Meteor people in Montcalm's "Formal" hardtop roof (top). The smart Oxford vinyl roof is standard.

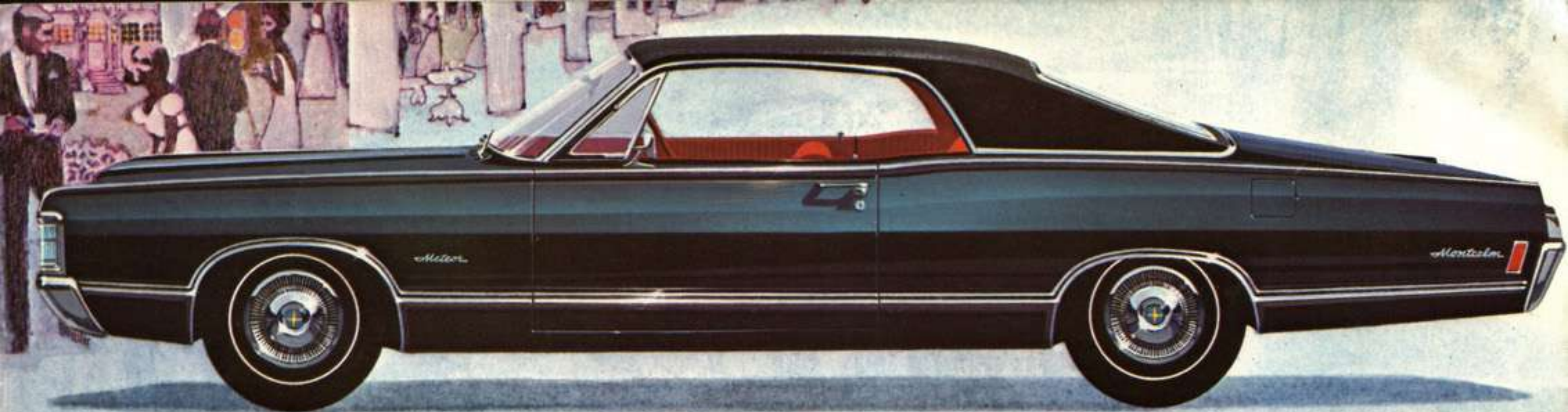
Dashing, yet delightfully fresh in style, the classic fastback, (bottom) appeals to debonair you. Here's modern design that moves with real authority, Mercury style!

UPPER RIGHT: MONTCALM 2-DOOR HARDTOP WITH FORMAL ROOF.

LOWER RIGHT: THE FASTBACK VERSION OF MONTCALM'S 2-DOOR HARDTOP.

BELOW: MONTCALM'S LUXURY-PACKED INTERIOR.





1968 Montcalm S33

Live a little!
Add a touch of excitement, with extra style,
bucket seats and centre console.

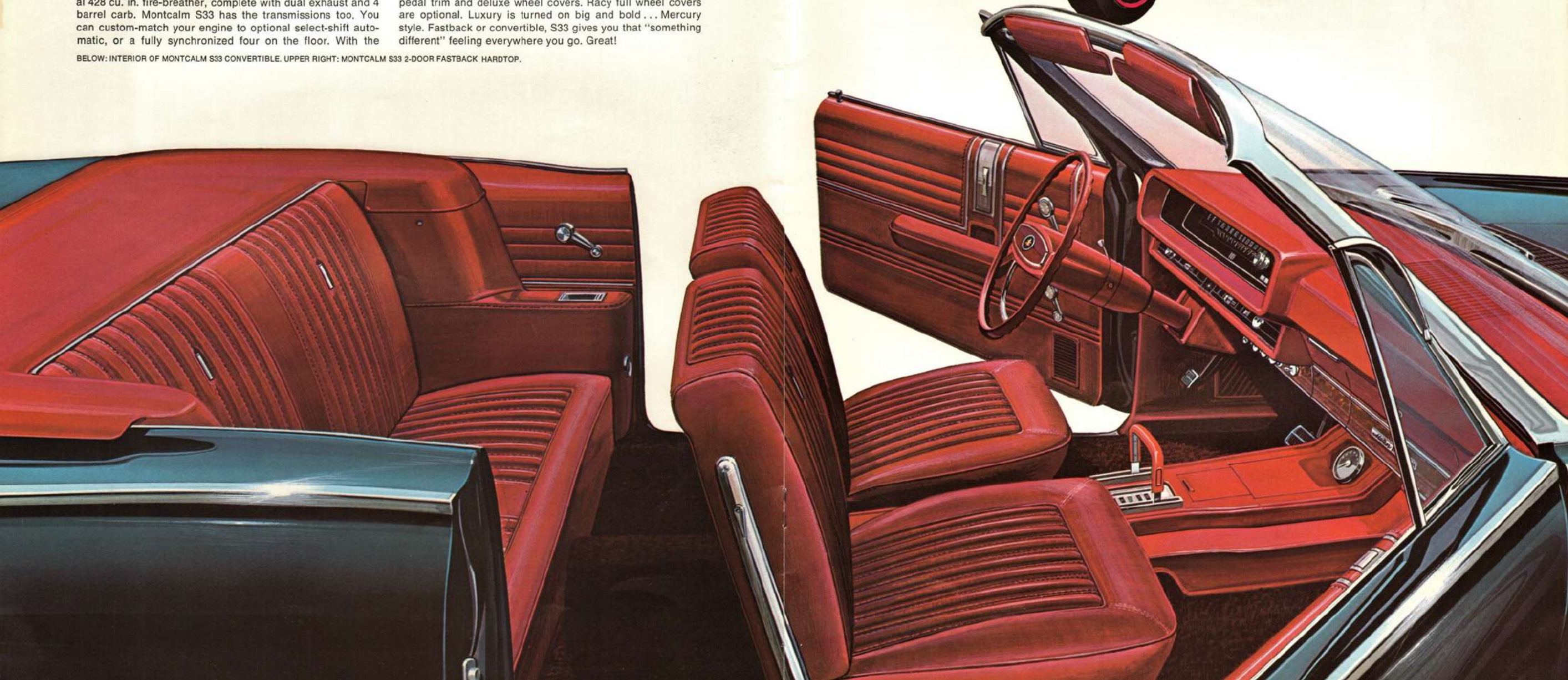
Comes a time for everyone when they want to be different with a special kind of car. That's why there's a Montcalm S33. Either alluring convertible or all new fastback.

But all those Meteor good looks wouldn't be complete without the go, and the Montcalm S33 has it as big as you'd like. From the standard 240 cu. in., all the way up to an optional 428 cu. in. fire-breather, complete with dual exhaust and 4 barrel carb. Montcalm S33 has the transmissions too. You can custom-match your engine to optional select-shift automatic, or a fully synchronized four on the floor. With the

240 cu. in. six, three speed fully synchronized manual is standard. Meteor offers many ways to make your S33 special.

Look at what's on the inside. Body contoured bucket seats and sporty centre console are standard. Other extras, all standard, include a clock, illumination for glove box, ash-tray, trunk, extra courtesy lights in the rear roof pillar, bright pedal trim and deluxe wheel covers. Racy full wheel covers are optional. Luxury is turned on big and bold... Mercury style. Fastback or convertible, S33 gives you that "something different" feeling everywhere you go. Great!

BELOW: INTERIOR OF MONTCALM S33 CONVERTIBLE. UPPER RIGHT: MONTCALM S33 2-DOOR FASTBACK HARDTOP.



1968 Montcalm

Montcalm opens up the way to high style
for people who enjoy four doors
...hardtop or sedan. And a glamorous convertible!

Meteor Montcalm makes 1968 a great year to come under the influence of Mercury. Distinctive styling makes for an impressive arrival anywhere.

Montcalm 4-door hardtops and sedans are powered by the standard Meteor 240 cu. in. six cylinder engine that has won acclaim for performance, durability and consistent economy. Optional engines range up to a power storming 4 barrel, 428 cu. in. V-8 of 340 horsepower.

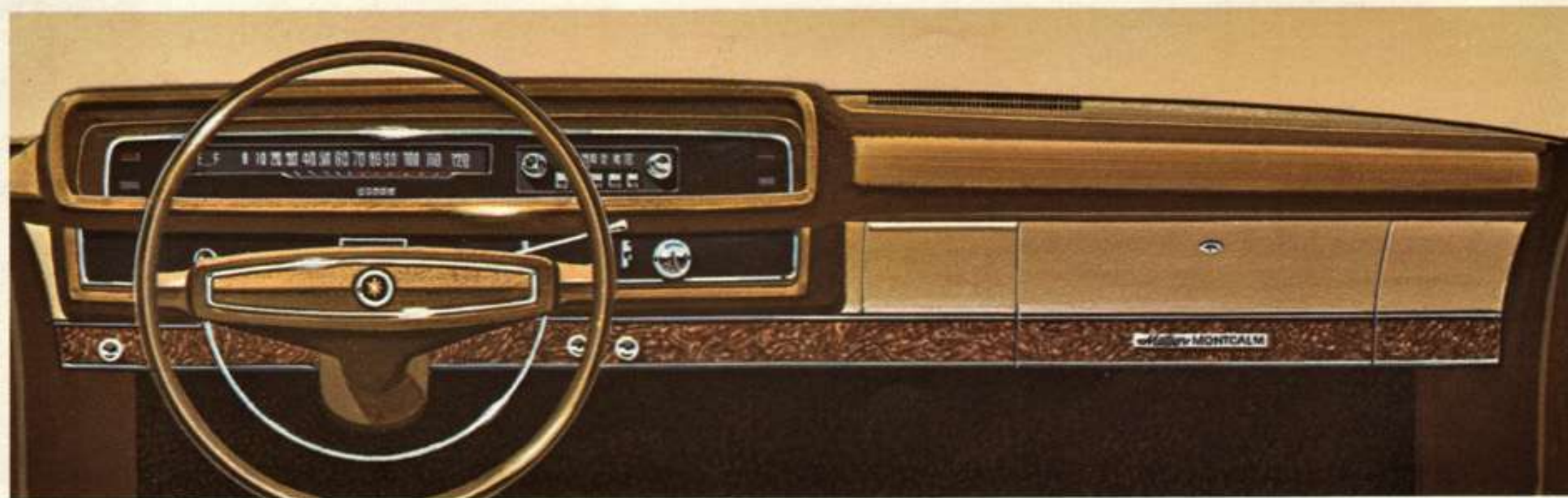
Interiors are spacious and colorful, with the luxury feel throughout. Upholstery is of superior quality you'd expect in a car priced far higher. Soft vinyl looks and feels like fine

leather, rich loop pile rugs are wall-to-wall, trim is prestige.

When it comes to convenience, Montcalm makes travelling a breeze. Everything is in easy reach. Whatever adjustment you want to make, the control is right where your hand can reach it. The trunk is spacious and easy to load because the sill is conveniently low. You can add some personal touches as well, with Meteor's long list of options.

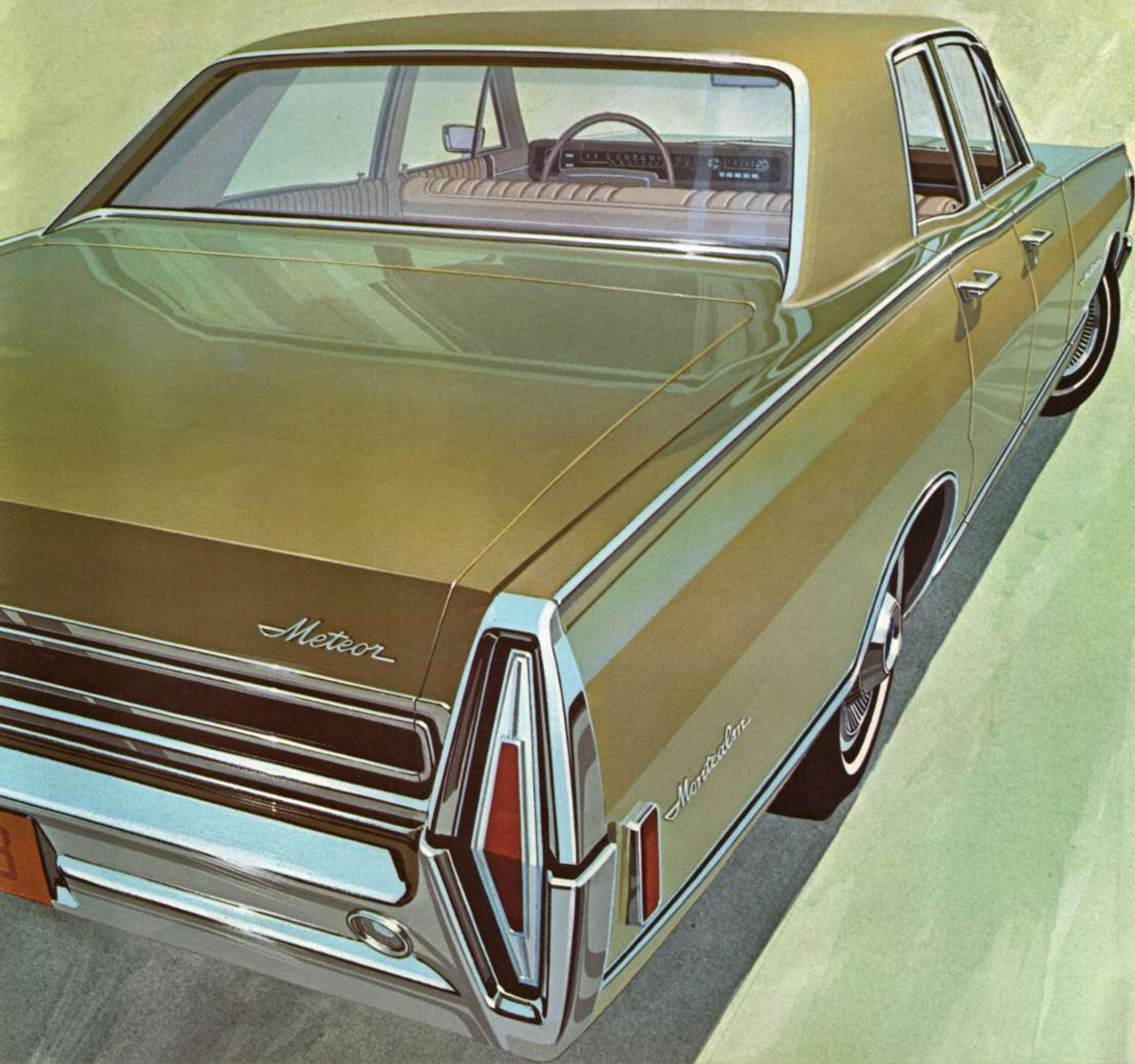
Whether you're with the hardtop or the sedan crowd, or enjoy convertible driving, Montcalm offers a myriad reasons to move with the Meteor people in 1968. A test-drive is excitingly convincing!

BELOW: MONTCALM 4-DOOR HARDTOP. UPPER RIGHT: MONTCALM CONVERTIBLE. LOWER RIGHT: MONTCALM 4-DOOR SEDAN.



The Meteor dash is impressive with the potential power it controls. All your instruments and dials are clear and easy to read. There's extra leg room with that clean, swept-forward panel design. New full padding on dash, windshield pillars and sun visors offer added security. In two-door models, front seat backs lock to prevent them tipping forward during hard braking.

Other options include Meteor's Select-Shift automatic transmission that lets you shift through gears manually or drive fully automatically, a finger tip speed control, power seats and power operated windows, and a neat convenience control panel that reminds you that doors are ajar, seat belts are undone, fuel is low or the parking brake is on.



1968 Rideau 500

A buy for all reasons. Because Rideau 500 is carefully designed to give you more extras than any other car in its class.

Last year's Meteor Rideau 500 was the most popular car in the showroom. We built the '68 model to improve on that success. Result — a classic example of why we say Meteor is the Mercury at a standard car price.

There's deluxe interior trim and beautiful fabrics. Comfort is fine-car every mile of the way. Meteor's long 123" wheel-base gives you a velvet-smooth ride. Meteor's style is bold!

Extended maintenance intervals help keep your costs to a minimum. New engineering developments make your motoring more enjoyable. And Meteor's quality control during

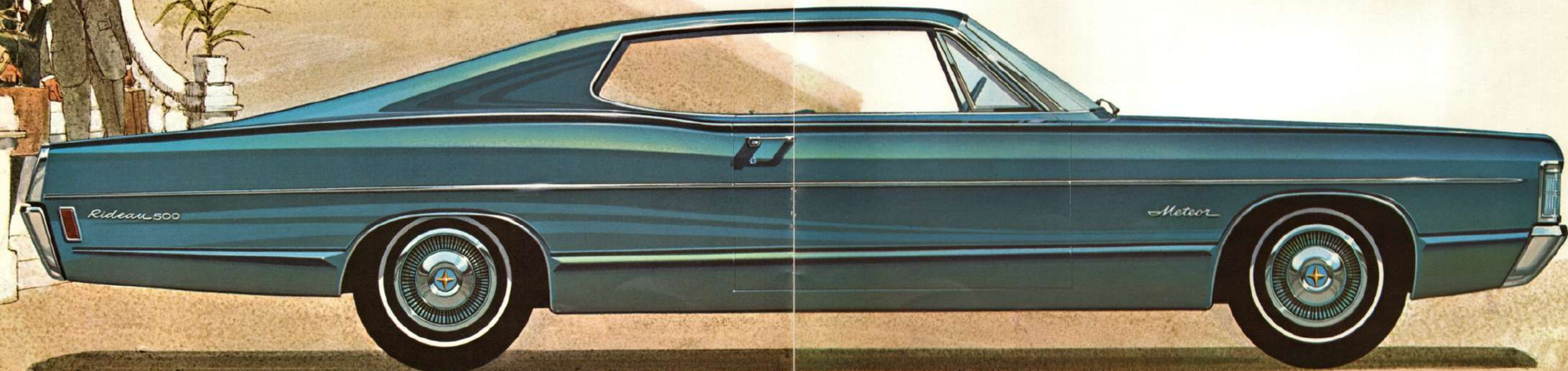
assembly is second to none. All components pass through check points even before they reach the assembly line.

Rideau 500 2-door hardtop styling sets the pace in '68 with a dramatic new fastback. Here's a car that's always on the move! A glamorous 4-door sedan and six or dual side facing rear seat passenger wagons also offer Rideau 500 value and excitement.

You should be in this sort of value. Take a drive in the Rideau 500. Count all the wonderful reasons why you'll enjoy moving with the Meteor people in 1968!



RIDEAU 500 INTERIOR. OPPOSITE: RIDEAU 500 4-DOOR SEDAN. BELOW: RIDEAU 500 FASTBACK 2-DOOR HARDTOP.



1968 Rideau

This is the economy Meteor! It has the action, the dynamic style, and the comfort of the higher priced models. It just costs less. Drive in luxury—save for keeps.

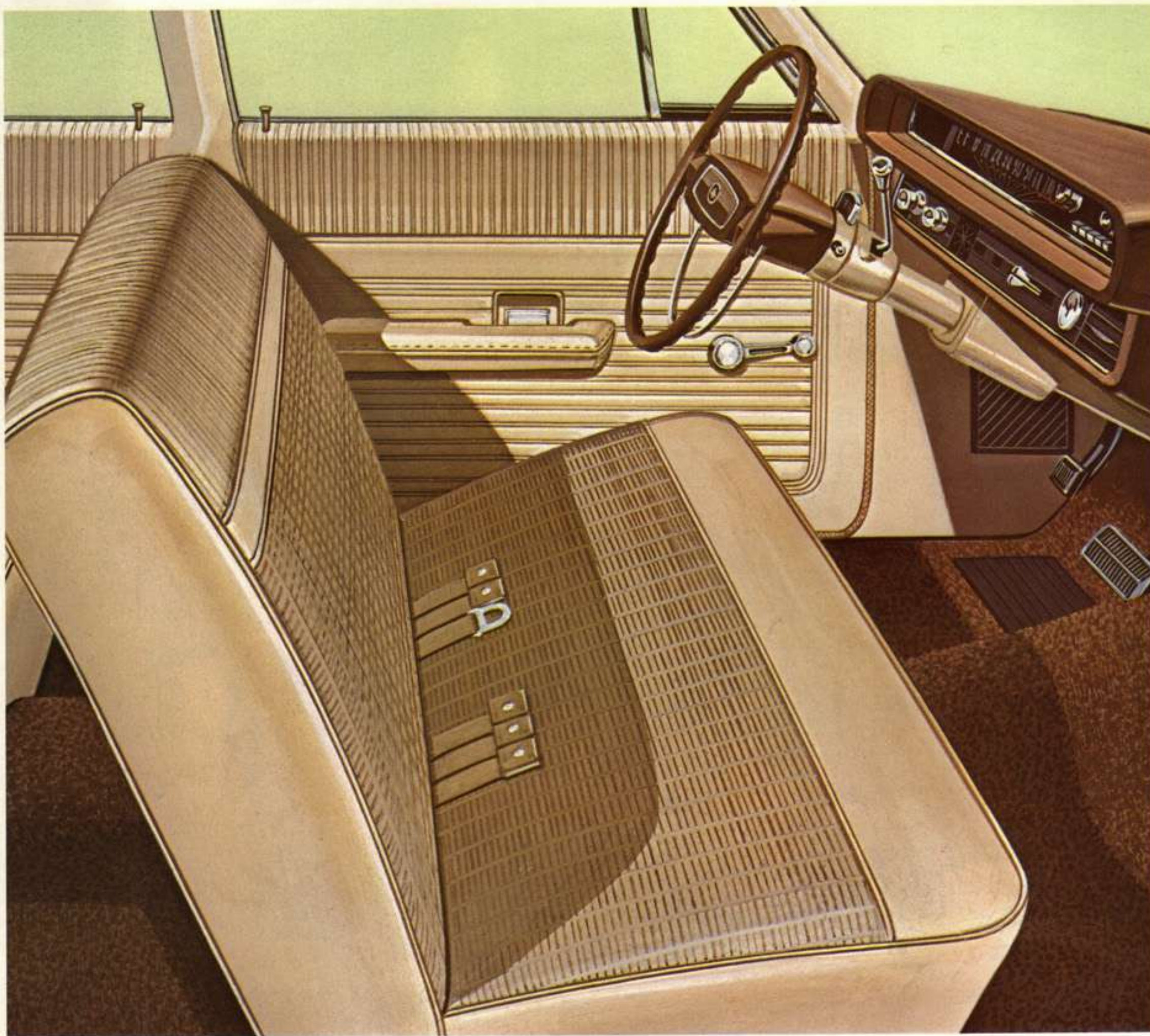
If you want to get full value for your money, now . . . while you drive . . . and when you sell . . . you're in the market for something better than the usual!

Rideau's list of standard features is longer than many cars costing more. You get Mercury style comfort in '68 with full carpeting throughout, rear seat armrests and ashtrays, glamorous cloth and vinyl upholstery and attractive interior colors. You drive in comfort, instruments and controls are conveniently located and stylishly finished. You own a car

that you can be proud of.

And economy? Meteor's standard 240 cu. in. six gets more mileage out of your gasoline dollar than you ever thought possible for a car of this size. Superb engineering keeps wear and maintenance costs way down.

The Rideau 4-door sedan is the lowest price Meteor. But remember, you get the *full* Meteor treatment . . . from big wheels, through the tuned frame and comfortable ride to the crisp, uncluttered style and fine-car finish. This is value!





1968 Meteor wagons

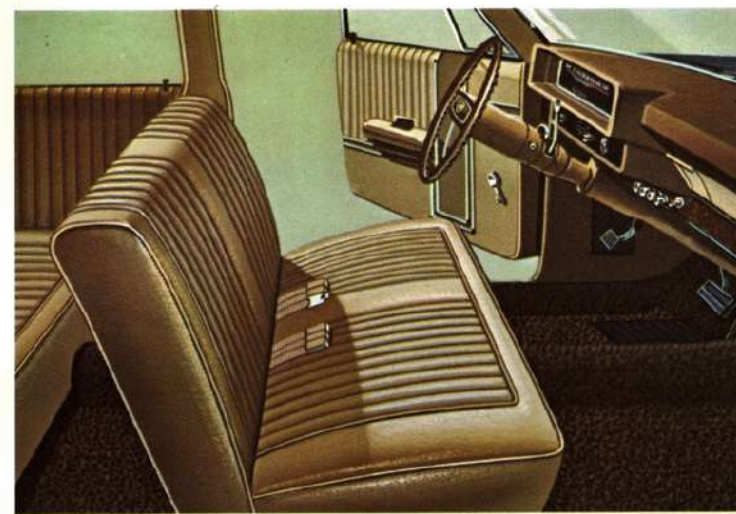
Fun to have or work to get done,
Montcalm and Rideau 500
give you the best of wagon living!

Need lots of space? Meteor puts it into a beautiful shape for you. Two wagon models offer the level of luxury you want . . . both give you more value than you'd expect from a wagon in the standard price field.

Meteor wagons are full of pleasant surprises. Take style. Who'd ever expect a wagon that looks so handsome to be a worker? But Meteor is. Convenience? Meteor's two-way tailgate opens like a door for people, lets down for loads. Luxury? More than people expect in a wagon. Colors are happy. Carpets are cosy. Upholstery is easy-to-clean vinyl

that lasts and lasts. And there's room. Lots of it. For people, loads, or both. You've got 91.3 cubic feet of load space with the rear seats down . . . room for an 8' x 4' sheet of plywood to fit between the wheel wells and space left over.

You can choose to have dual-facing rear seats that keep children happy while the seats up front give six adults all the elbow room they need. In addition to most regular Meteor options, wagon options include a black vinyl roof, automatic load levelling device, power operated rear window. Meteor is big on other things practical, too. See across the page.



Meteor wagons accentuate comfort in the tradition of the fine-car touch. Superb seats, colorful upholstery, the smoothest ride on station wagon wheels. Everybody enjoys the trip!

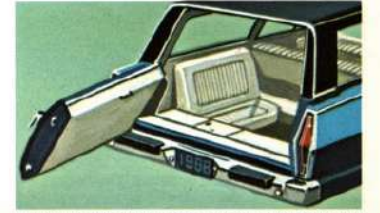


Meteor looks after your valuables. This lockable storage area is in the floor inside the tailgate. It measures 11.7 cu. ft. in the six passenger, and 7.6 cu. ft. in side facing rear seat models.



More convenience all round! Meteor's Venturi air flow system, standard on all Meteor wagons, cuts down snow, frost and dust build-up on your tailgate window. Power operated rear window is standard on dual side facing rear seat wagons.

BELOW: MONTCALM WAGON. LEFT: RIDEAU 500.



Meteor makes it easy for people and loads. This two-way tailgate opens out like a door for passengers and down like a gate for cargo.



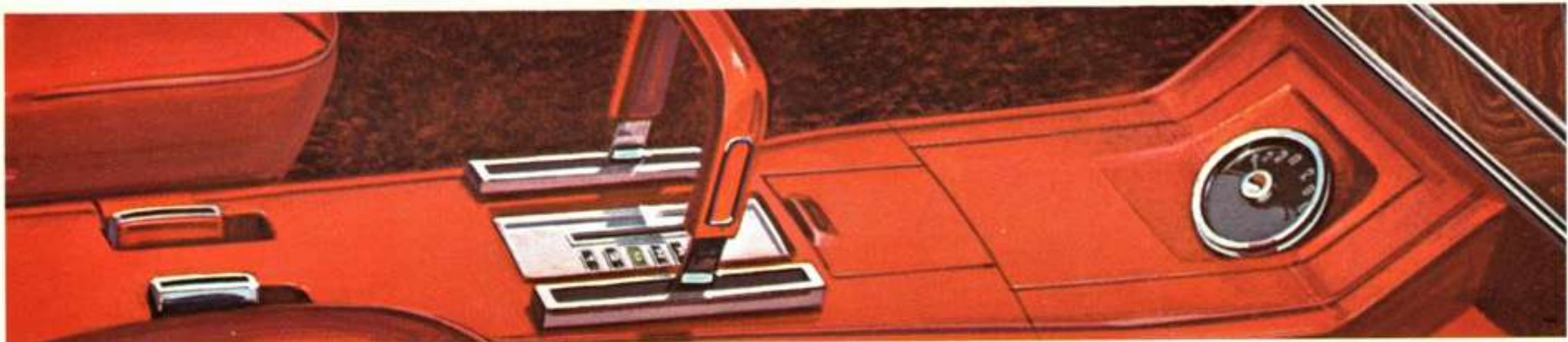
Options and accessories.

Driving pleasure is built in to every Meteor.
But if you want something special,
here's everything you need!



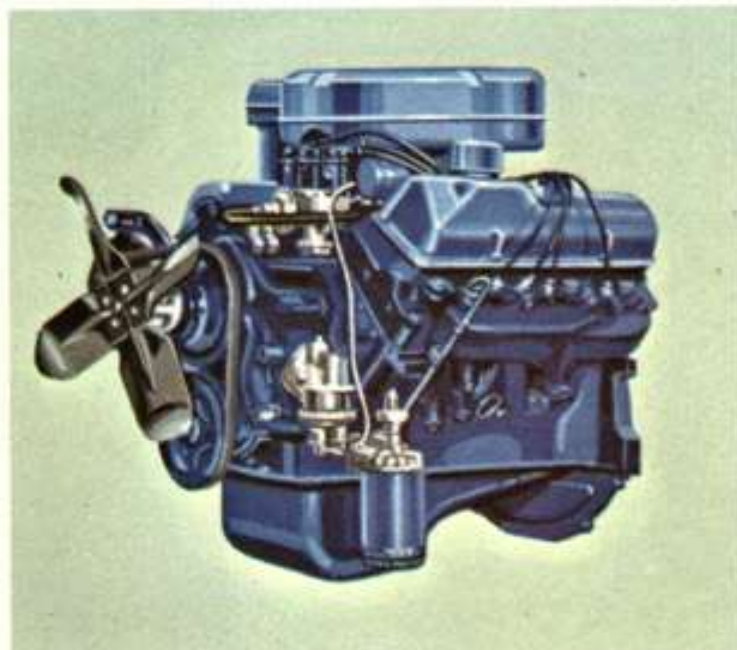
More goes into Meteor than any other car in the standard price field. Like Meteor's longest in-its-class 123 inch wheelbase. And that extra length adds up to a smoother ride, and better all 'round performance than shorter wheelbase cars. But for extra tough driving conditions, heavy loads and

frequent long distance trips, Meteor's heavy-duty suspension and automatic load levelling add even more solid comfort. For stopping power to match the heaviest load, include Meteor's power disc brakes for the confidence of fade free stops.



Here is "His or Her's" driving at its best! Meteor's smooth going Select-Shift transmission lets you shift through the gears manually, or drive automatically. Select-Shift is for you when you want instant reflex response for demanding conditions. Such as gearing down for a steep hill, or tight

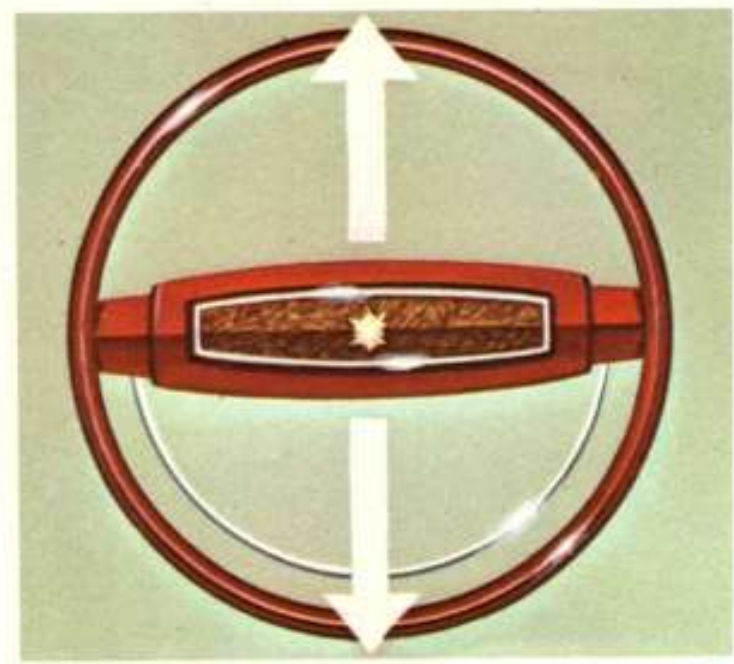
corner. Adds extra control, too, when roads are icy or snow packed. Select-Shift is for her when making it easy counts for a lot: Around town shopping, or when traffic conditions get hectic. Have your Select-Shift mounted on the steering column, or in this stylish centre console.



Power as big as you want. A 302 cu. in. 210 hp. a regular fuel V-8 with 390 inches and 265 hp., a 4-barrel 390 cu. in. V-8 at 315 horses, and 4-barreled 428 cu. in. with 340 hp. with premium fuel.



Meteor offers an optional tire choice for every driver. Get the tires best suited to your regular type of travel. New wide ovals, radial ply. Ask your dealer which is for you.



If you'd like to make it easier getting in and out, this tilt steering wheel option does the job beautifully. It also adjusts to give you perfect driving position for personal comfort.

Some people want luxury, others want pure economy. Meteor people want everything. And they get it with the big '68 Meteor.

When it comes to putting on those personal touches, custom build your Meteor to be sporty, or model it for extra luxury. Choose from a long list of options. Move with the Meteor people. Beautifully.

Every Meteor carries the full Ford of Canada standard safety package. Many safety features offer a great deal of convenience. You'll find driving becomes easier and more

enjoyable when you have these modern advantages working for you. One suggestion: please use the safety equipment provided for you!

The best investment protection any car buyer can have is provided by Ford of Canada's 3-point warranty: 5 years or 50,000 miles on the powertrain, steering gear and linkage, front and rear suspension, and road wheels . . . 2 years or 24,000 miles on the entire car . . . only one dealer certification a year. Ask your dealer for full details.



You'll like the extra convenience of this rear window defogger. It works in a similar way to your windshield defogger to help keep the rear window clear of mist.



Meteor's new split bench seat option is something special in luxury. It offers all the advantages of a regular bench seat, with the individuality of a bucket seat. Seats adjust individually . . . so you and your passenger each have personal comfort. Each seat has its individual armrest. And both armrests can be folded up to make ample room for three people.



Get two separate speakers with this AM/FM stereo multiplex radio. Or enjoy up to 70 minutes of uninterrupted music with a pushbutton AM radio and stereo tape play-back system.



Power door locks make locking or unlocking any door from the driver's seat especially easy. A "better idea" convenience option that brings a lot of security with it.



Now you can get two spare wheels . . . both with snow tires. Use one as a spare in summer, switch to snow tires come late fall and use one summer tire as spare.



A real convenience plus . . . optional 6-way power seat raises, lowers, moves forward and back and tilts at the touch of a button. Great when more than one person drives your car.



Meteor people keep their cool! The variable control "Selectaire" air conditioning unit lets you stay as cool as you like. Even on the hottest day, with all windows closed, it easily handles all outside temperature variations. Optional with 390 cu. in. and 428 cu. in. engines. Air conditioning outlets are tastefully integrated in the instrument panel design.

1968 Meteor specifications

1968 Meteor model line-up

Rideau 4-Door Sedan • Rideau 500 4-Door Sedan • Rideau 500 2-Door Fastback Hardtop • Rideau 500 Station Wagon/6 Passenger • Rideau 500 Station Wagon/dual side facing rear seats • Montcalm 4-Door Sedan • Montcalm 2-Door Fastback Hardtop • Montcalm 2-Door Formal Hardtop with vinyl covered roof standard • Montcalm 4-Door Hardtop • Montcalm Convertible • Montcalm Station Wagon/6 Passenger • Montcalm Station Wagon/dual side facing rear seats • Montcalm S33 2-Door Fastback Hardtop • Montcalm S33 Convertible • LeMoyne 2-Door Formal Hardtop with vinyl covered roof standard • LeMoyne 4-Door Hardtop • LeMoyne Convertible • Choose from 17 big Meteors at your Mercury dealer.

Options and accessories

Powertrain Items

Engines: 302-2V V8 (standard on LeMoyne) • 390-2V V8 • 390-4V V8 • 428-4V V8.

Transmissions: 4-speed manual, fully synchronized (available with 428-4V engine) • 3-speed Select-Shift Merc-O-Matic.

Transmissions and gear ratios

Fully Synchronized 3-Speed Manual

	1st.	2nd.	3rd.	Reverse
For 240-1V and 302-2V engines	2.99:1	1.75:1	1:1	3.17:1
For 390-2V engine	2.42:1	1.61:1	1:1	2.33:1

Fully Synchronized 4-Speed Manual

	1st.	2nd.	3rd.	4th.	Reverse
For 428-4V engine	2.32:1	1.69:1	1.29:1	1:1	2.32:1

Merc-O-Matic

(3-speed automatic with manual override)

	1st.	2nd.	3rd.	Reverse
For 240-1V and 302-2V engines	2.46:1	1.46:1	1:1	2.20:1
For 240-1V and 302-2V heavy duty automatic	2.40:1	1.47:1	1:1	2.00:1
For 390-2V, 390-4V and 428-4V engines	2.46:1	1.46:1	1:1	2.18:1

Power teams and rear axle ratios

Engine	Transmission	Standard Ratio	Optional Ratios	Optional Limited Slip Differential
240-1V and 302-2V	3-speed manual	3.10	3.25	3.00, 3.25
390-2V and (N.A. with 390-4V)	Merc-O-Matic	2.80	3.10, 3.25	3.00, 3.25
390-4V	3-speed manual	3.00	3.25	3.25
428-4V	Merc-O-Matic	2.75	3.25	3.25, 2.75
	4-speed manual	3.25	3.50	3.25
	Merc-O-Matic	2.80	3.25	2.80, 3.25
WAGONS				
240-1V and 302-2V	3-speed manual	3.00	3.25	3.00, 3.25
390-2V and (N.A. with 390-4V)	Merc-O-Matic	3.00	3.25	3.00, 3.25
390-4V	3-speed manual	3.25	3.50	3.25
428-4V	Merc-O-Matic	2.75	3.25	2.75, 3.25
	Merc-O-Matic	2.80	3.25	2.80, 3.25

Brakes

Type — Duo-servo, self adjusting, with separate front and rear systems. Instrument panel warning light.

Drum Diameter — 11.03".

Gross Lining Area

— 203.8 sq. in. — 240 and 302 Passenger Cars.

— 225.2 sq. in. — 390 and 428 Passenger Cars and all Station Wagons.

Chassis Items: Heavy Duty Suspension • Automatic Load Leveller • Tilting Steering Wheel • Limited Slip Differential.

Tires: White Sidewall • Oversize Rayon Tires • Wide Oval Tires • Snow Tires with extra wheel & tire • Radial Ply Tires.

Power Equipment: Power Disc Brakes • Power Seats (Bench, Split Bench & Bucket Seats) • Power Steering • Power Tailgate Window (standard on wagons with dual side facing rear seats) • Power Side Windows • Power Door Locks.

Appearance Items: Two Tone Paint • All Vinyl Seat Trim (standard on S-33, station wagons and convertibles) • Split Bench Seat (LeMoyne hardtops) • Bucket Seats & Console (LeMoyne 2-door hardtop, standard LeMoyne convertible) • Vinyl Roof (available on all models except convertibles) • Wheel Covers (deluxe, mag-type & simulated wire) • Rocker Panel Molding • Spare Tire Cover.

Exterior dimensions (inches)

	4-Door Sedan	4-Door Hardtop	2-Door Hardtop Fastback	2-Door Hardtop Formal	2-Door Convertible	Station Wagon
Length	220.1	220.1	220.1	220.1	220.1	215.4
Width	77.9	77.9	77.9	77.9	77.9	77.9
Height	56.1	55.1	54.7	55.1	55.2	56.9
Wheelbase	123.0	123.0	123.0	123.0	123.0	119.0
Front tread	62.0	62.0	62.0	62.0	62.0	62.0
Rear tread	62.0	62.0	62.0	62.0	62.0	62.0
Luggage capacity/cargo volume cu. ft.	19.1	19.1	18.9	19.1	18.7	91.3
Curb weight (302-2V, Merc-O-Matic)	3823	3864	3783	3784	3975	4151
Greenhouse length	104.7	109.1	119.7	111.1	106.4	138.7
Rear opening height	—	—	—	—	—	29.8
Rear opening width (at floor)	—	—	—	—	—	53.8
Width between wheel housings	—	—	—	—	—	48.4
Open tailgate max. load floor length	—	—	—	—	—	113.4
Closed tailgate load floor length (rear seat up)	—	—	—	—	—	92.7

Interior dimensions (inches)

	4-Door Sedan	4-Door Hardtop	2-Door Hardtop Fastback	2-Door Hardtop Formal	2-Door Convertible	Station Wagon
Front Compartment						
Head Room	38.9	38.0	37.5	37.9	38.9	39.0
Leg Room	41.9	41.9	41.9	41.9	41.9	41.9
Shoulder Room	60.0	60.0	60.0	60.0	60.0	60.0
Hip Room	62.6	62.6	62.6	62.6	62.6	62.6
Rear Compartment						
Head Room	37.7	37.4	36.7	37.4	37.3	40.0
Leg Room	37.6	36.3	33.3	33.3	33.2	36.8
Shoulder Room	59.9	59.9	58.7	58.7	49.7	59.9
Hip Room	62.7	62.8	61.7	61.7	49.7	62.7

Heating, Ventilation, Air Conditioning: Integrated Air Conditioning (available with 390 and 428 engines) • Comfort Stream Forced Air Ventilation System • Rear Window Defogger.

Radios: Pushbutton AM • AM/FM Stereo Multiplex • AM/Stereo Tape • Dual Rear Seat Speakers.

Group Options: Visibility Group; (includes remote control outside mirror and courtesy lamps) • Convenience Control Panel; instrument panel mounted housing containing warning lights for seat belts, parking brake, door ajar and low fuel • Protection Group; includes door edge guards, license plate frames and rubber floor mats.

Other Options: Heavy Duty Batteries • Tachometer mounted on console • Engine Block Heater • Finger Tip Speed Control • Tinted Glass • Luggage Rack (standard and deluxe) • Front Seat Headrests • Taxi Equipment • Rear Shoulder Harnesses • Deluxe Seat Belts • Right Hand Outside Mirror • Remote Control L.H. Outside Mirror • Electric Clock (standard on LeMoyne and S-33).

Engines and Transmissions

Type	Displacement	Carburetor	Fuel	Exhaust	Transmissions Available	Bore Stroke
I-6	240	1V	Regular	Single	3-speed manual Merc-O-Matic	4.00 x 3.18
V-8	302*	2V	Regular	Single	3-speed manual Merc-O-Matic	4.00 x 3.00
V-8	390	2V	Regular	Single	3-speed manual Merc-O-Matic	4.05 x 3.78
V-8	390	4V	Premium	Single	Merc-O-Matic	4.05 x 3.78
V-8	428	4V	Premium	Dual†	4-speed manual† Merc-O-Matic	4.13 x 3.98

*Standard equipment on LeMoyne series.

†4-speed manual not available on station wagons.

‡Single exhaust system on station wagons.

Suspensions (4-coil springs)

Front — Independent ball joint, using single lower arms, upper A arms, stabilizer bar, coil-shock units and drag struts.

Rear — Three-link coil spring design, with lateral track bar, angle-mounted shocks, full rubber insulation.

Tires

Standard Equipment Sizes — All 4 Ply Rated

MODELS	ENGINES	
	240-302	390-428
4 door sedans.....	7.75 x 15	8.15 x 15
2 door hardtop (fastback).....	7.75 x 15	8.15 x 15
2 door hardtop (formal).....	8.15 x 15	8.15 x 15*
Montcalm 4-door hardtop.....	7.75 x 15	8.15 x 15
LeMoyne 4-door hardtop.....	8.15 x 15	8.15 x 15*
Montcalm convertible.....	8.15 x 15	8.15 x 15*
S-33 and LeMoyne convertibles.....	7.75 x 15	8.15 x 15
Station Wagons.....	8.45 x 15	8.45 x 15

*8.45 x 15 when equipped with air conditioning.

Capacities

Fuel Tanks Sedans.....	20.8 Imperial Gallons
Wagons.....	16.7 Imperial Gallons
Cooling System.....	10.8 Imperial Quarts (6 cyl.)
(with heater)	12.5 Imperial Quarts (302 V-8)
	17.1 Imperial Quarts (390-428 V-8's)
Engine Oil.....	4.2 Imperial Quarts (6-cyl., 8-cyl.)

The specifications contained herein were in effect at the time this folder was approved for printing. However, because of continuing product improvements and refinements, Ford Motor Company of Canada Limited, reserves the right to discontinue models at any time or change specifications or design, without notice and without incurring obligations.

