

In size, in performance
in luxury, in value

METEOR

makes it big for '64



To understand the difference between the '64 Meteor and all other cars in the low-price class—you must understand one thing! Meteor is a bigger car. Bigger in size—bigger in luxury—bigger in performance and bigger in value. It is, in fact the very first car of medium-price size and stature ever to be sold in Canada as a really low-priced car.



Big car features mean big value for you in '64

Meteor's extra length means a big car ride

The '64 Meteor is a big 215.5 inches long. And, of course, the bigger the car, the better the ride. It stands to reason. A longer car straddles the bumps better. You don't get the dip and dive that you get with shorter cars. But the '64 Meteor doesn't just rely on extra length to give you a better ride—it also gives you the extra comfort of Cushion Link Suspension. All suspensions allow wheels to go up and down but Cushion Link Suspension goes one step further by allowing wheels to move backward and forward as well. This not only takes care of the shock you get from beneath the wheel—it also absorbs the shock you get in front of the wheel when you're driving faster than 20 miles per hour. It's something like a boxer rolling with the punch. And you know the kind of punches some of those rough country roads can hand out—so can many paved roads after a good winter frost.



Extra width means easier handling

The '64 Meteor is a big 80 inches wide. This gives it more *natural* stability on the road. Handling is much easier at highway speeds and you don't have to fight with the car when you're cornering.



The next best thing to air conditioning

What a wonderful option—a rear window that goes up and down! You can't get this big idea on any other low-priced car. Imagine driving along on a hot summer day. You're beginning to feel the heat a little and the kids are getting cranky in the back. You don't open the side windows because it gets too windy and the side vents don't seem to make enough difference. Then

you remember! You press a switch on the dashboard and Meteor's Breeze-way Rear Window lowers. Fresh air flows gently through the entire length of the car, from the air ducts below the dash. Now the season changes. It's winter. There's snow and ice everywhere—everywhere, that is, except on your back window because it slopes in away from the weather. While others are still scraping you're on your way. If your windows start to mist up—lower that rear window again—just a touch. Your problem is solved and you stay comfortable.

One other thing about that rear window—it looks like a million dollars.

Big news for shoulders and hips

Meteor's extra length and width also means that if there are six of you inside you don't feel as though there are eight of you after you've driven 50 miles. You can move around without having the friend next to you look at you like a stranger on a crowded bus.



Big warranty for a big car

The purchase of *any* car is a major purchase—there's no question about it. So if you buy a '64 Meteor, you get a warranty from your dealer that covers the total car. This *total-car* warranty lasts for 24,000 miles or 24 months whichever comes first—plenty long enough to prove the merit of any car. One other nice thing about Meteor's warranty is that if you sell your Meteor before the warranty has lapsed, the second owner can receive the full benefits of any unexpired portion of your warranty.



There's big convenience in this big door

Ever had a passenger scrape the door of your car across a nearby curb? This doesn't bring the world to an end but it can be annoying. So on the '64 Meteor the door's ground clearance has been increased above the height of a normal curb. In addition, the door opening is larger. You can get in and out of the car comfortably. This is especially helpful to the ladies. They have plenty of room to swing their legs out of the car without bumping knees and getting runs in their stockings.

What kind of driving do you do?

From driving over to the supermarket to cruising along great stretches of superhighway—Meteor can match your fancy with just the right combination of power and transmission. If you wish V-8 performance there's a 352-cubic-inch and a 390-cubic-inch V-8 to choose from. If you like extra emphasis on gas economy, select Meteor's 223-cubic-inch "Six." You can also choose from a wide selection of manual and automatic transmissions. Talk to your Mercury dealer. He'll be happy to advise you on the best combination for your particular type of driving.



For the man with a head on his shoulders

People like the low-styling of today's modern cars. The problem is how to give you this low-look along with lots of headroom inside. The '64 Meteor does it beautifully with the most distinctive roofline of any low-priced car.

More room for long legs

Long legs are great if you're standing at a football game but they can be nothing short of misery in a car—especially on long trips. Don't worry about it anymore. Meteor's extra length solves this problem beautifully. There's more than enough leg and knee room in the '64 Meteor for even the tallest people.



Here's a crank you'll like

All side vent windows are crank-operated. This isn't the biggest reason in the world to buy a Meteor but it is a nice touch of added convenience.

A big wheel

This year, you can get tires that are a big 8.00 x 14. These help give a better ride because there's more air between you and the road. And as an extra touch of luxury you can have full, bright-metal wheel covers on all Meteor and Custom models. They really look nice!



Big new model selection

Whatever your taste or budget—there's a 1964 Meteor just right for you. Meteor Custom models are for people who really want to make it big in luxury—choose the convertible, the hardtop, the 2-door or 4-door sedan. If you want to make it big in all the things that mean *extra* value in a low cost family car, then take a 2-door or 4-door sedan Meteor model. And if cargo space is most important, you really make it big with either the Custom Wagon or the Meteor Wagon, 6 or 9 passenger.

This is the big custom sedan.
There's no better combination
of size, style and luxury
at this kind of price.

This car has everything! Everything that will make you proud to be its owner. The very size of this Meteor Custom Sedan puts it in a class way beyond what its price suggests. And every extra inch is so beautifully accounted for. The classic style of that rear window not only looks good, it's very practical too. Sloping in away from rain and snow it gives you clear rear vision. And that distinctive design gives inches of extra head-room for rear-seat passengers. Bright metal trim on all windows is standard equip-



ment. Inside, deep-pile carpeting and a colour-keyed high-styled instrument panel blends with the colour-scheme you select. Vinyl-and-nylon fabric

upholstery materials cover deep-foam padding on front and rear seats. Man-sized ash trays and padded arm rests are located front and back. And when you drive this car you'll find that Meteor's extra wide stance plus a suspension system that allows wheels to move backward and forward as well as up and down, soaks up bumps completely and quietly to give you a stable glide-like ride. There's no need to look further for the best combination of size, style and luxury at a low-price—you've found it!



Meteor Custom 4-Door Sedan shown here in Guardsman Blue (2-Door model also available).

**Here is the big
custom convertible and hardtop.**

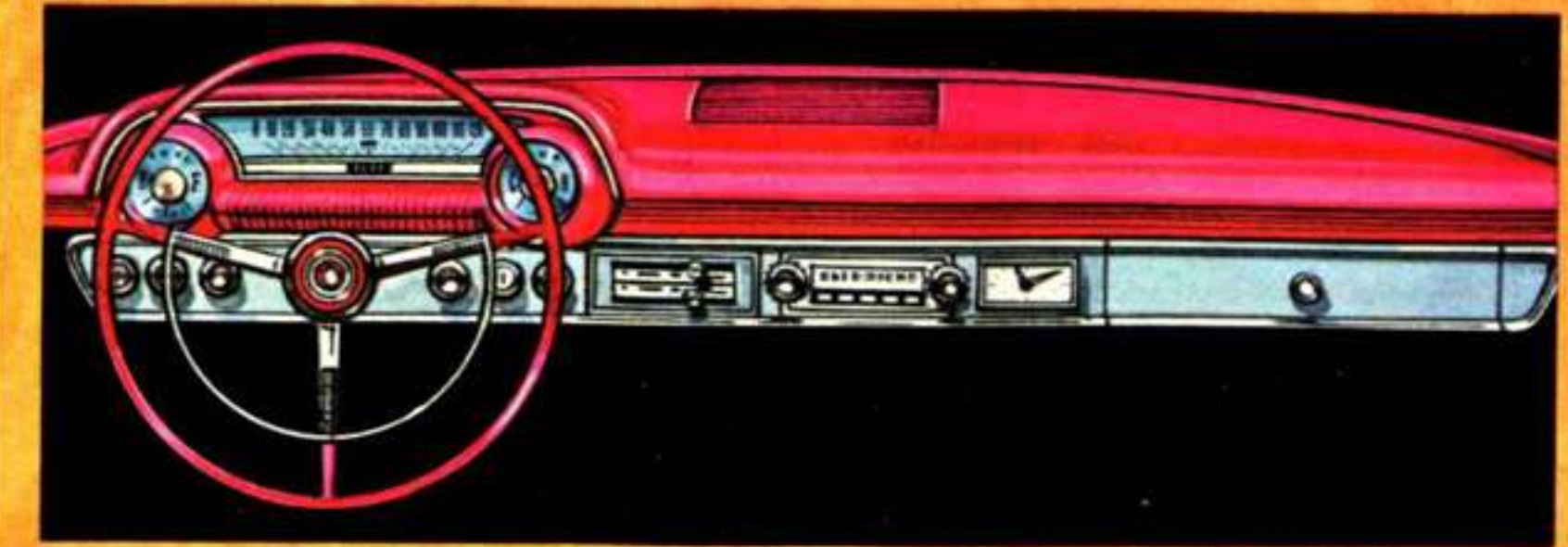
**For all those people who just wouldn't
be without the airiness of a convertible
or hardtop—and for all those others
who think they are too expensive.**

By and large, people who like convertibles are interested in far more than mere transportation. Many of them will drive a hundred miles at the drop of a hat for the sheer fun of it. If you're this kind of person, this convertible is for you. Its supple, leather grained vinyl upholstery even *smells* of performance. There are three engines, but you'll probably want to try the big 390-cubic-inch V-8 with its 4-barrel carburetor. Pair it off with a slick, short-throw "four on the floor" transmission. Put the roof down and

nudge the accelerator and you're as fancy free as a summer breeze. One last word. This big Custom Convertible appeals as much to your sense of value as it does your appreciation of fun and driving pleasure. As convertibles go—it's priced with the lowest in its class.

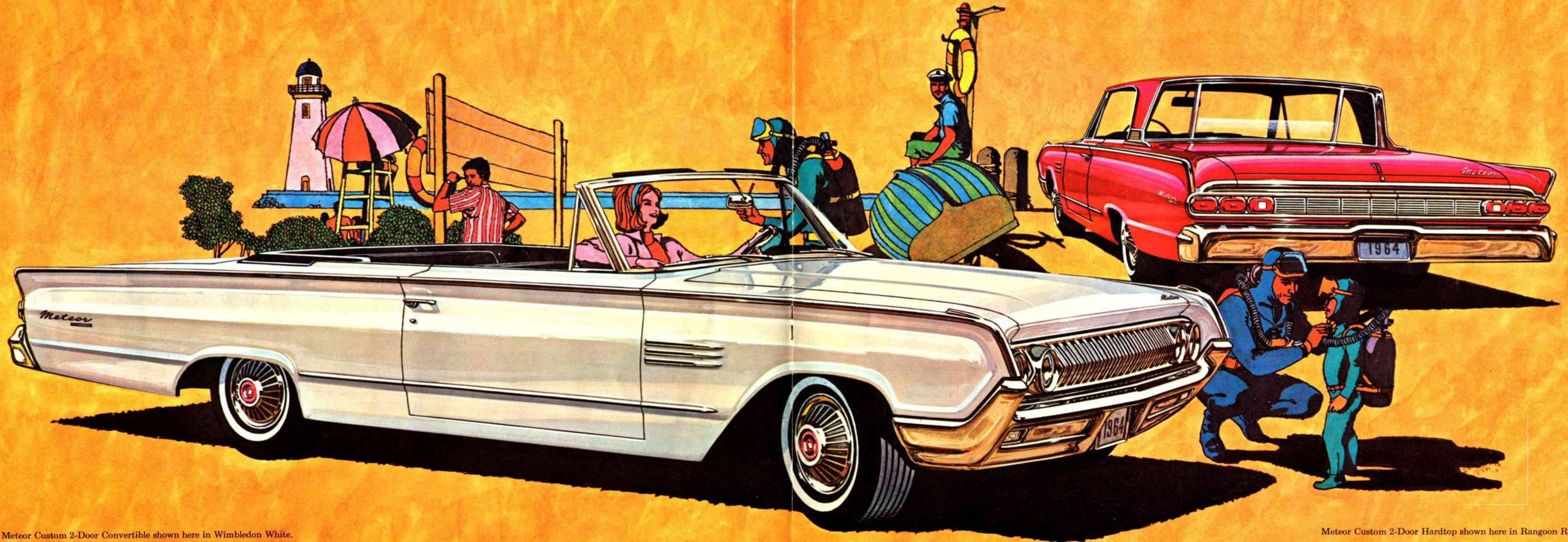
Now look at that sweet looking hardtop. That rear window goes down as well as the side windows, so just about the only glass around you is the windshield. You get the true spirit of a convertible along with the most dis-

tinctive roofline in the automotive world. And remember, Meteor has the extra inches to match that open-air feeling of bigness. You'll see what this means when you and five of your friends get inside. Notice, too, the difference that thick, foam padding makes to front and rear seats. Supple vinyls and fashion-plate fabrics are selected to complement exciting interior colour schemes. Thoughtful conveniences include large ash trays front and rear, padded arm rests front and rear, rich deep-pile carpeting, side vents that are



crank operated, and a new glamorous, easy to read instrument panel that is cowelled to prevent glare. Yes, this a

luxury car, it rides like one and it looks like one. But here's a surprise—it doesn't cost like one!



Meteor Custom 2-Door Convertible shown here in Wimbledon White.

Meteor Custom 2-Door Hardtop shown here in Rangoon Red.

Here are the big wagons.

**Too beautiful just for
practical use
—too practical
just for pleasure**

Most people who buy wagons do so for a practical purpose. They either want to carry around a lot of cargo or a lot of people. Pretty well any wagon will do this. But most people like to do a little socializing once in a while—to go out on the town and have some fun. It's at times like this that you may have some thoughts about your practical wagon. So it was with these thoughts in mind that the '64 Custom and Meteor wagons, here, were designed. Here's all the style of an expensive sedan plus interior luxury and



attention to detail that is quite new in station wagon design. But when you do get around to doing all those practical things again, Meteor's extra length and width really pay off. A quick

one-handed operation folds the rear seat into the floor, and you have an enormous cargo volume of 99.3 cubic feet behind you. Slide in an 8 foot ladder—and still have room to close the tailgate. Fill it to the brim with whatever you like, Meteor's strengthened frame and rubber mounted body are designed to take the heaviest load with ease. Even a cargo of eggs is treated with care by an unbelievably smooth ride. You get a choice of engines, transmissions and the lowest prices in its class!



Meteor Custom 4-Door 6-passenger wagon shown here in Vintage Burgundy (9-passenger model also available).

Meteor 4-Door 9-passenger wagon shown here in Navaho Beige (6-passenger model also available).

Here are the big Meteor sedans.

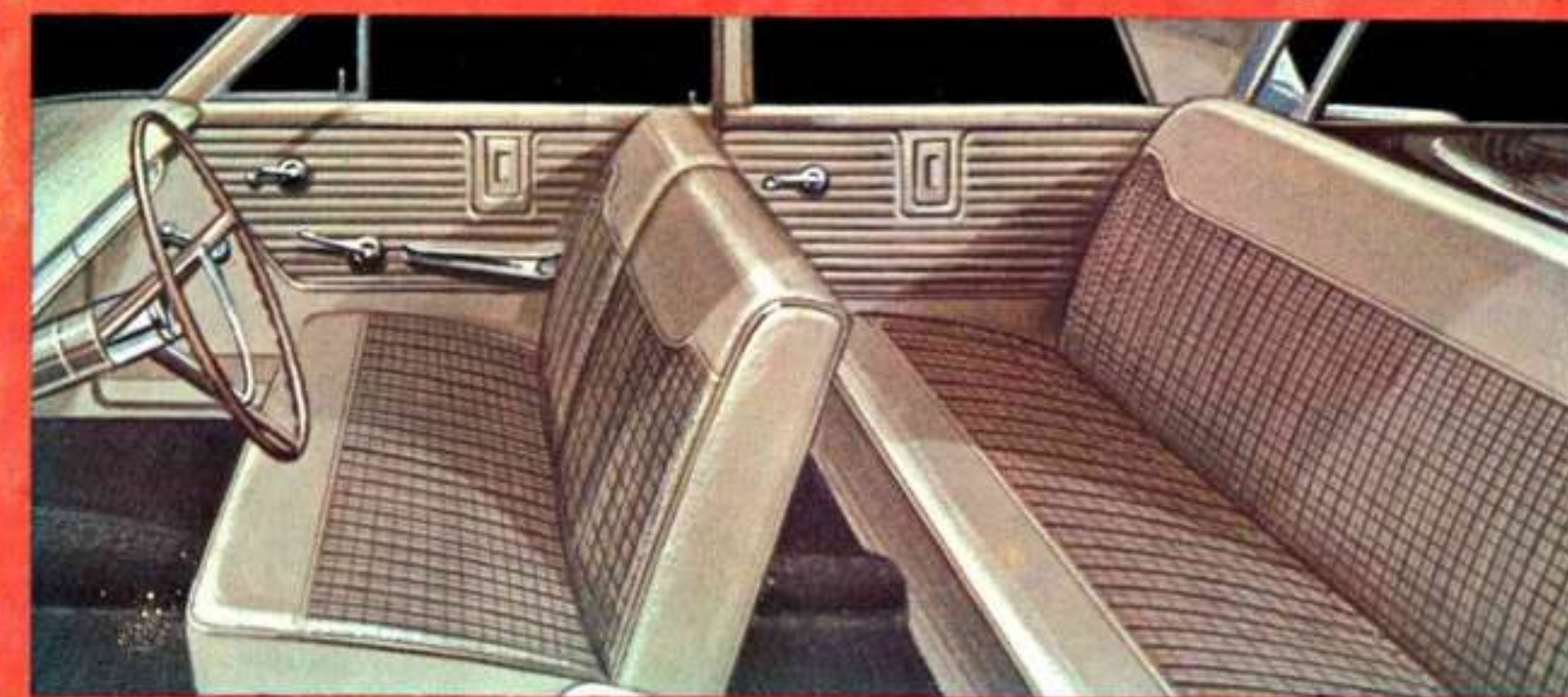
Most people can't believe that these cars are priced with the bottom-of-the-line models in the low-price three. You may not either, but they are!

Can you believe you're looking at stark economy? The cars tell you you're not —yet prices *prove* you are. The simple fact of the matter is that if you can afford any Canadian built car—you can afford these big, beautiful Meteor sedans. And what a wonderful way to live on a budget. Look at what you get: Meteor's roofline and rear window design that *must* go down as the most distinctive styling feature of any low-priced car in '64—notice how it slants in to stay clear of rain and snow; Meteor's big look and all its extra in-



terior space; Complete sound insulation; Dual sun visors; Padded arm rests; Turn indicators; Cigarette lighter; Heater and Defroster; Electric

wipers; Dome light; A 223-cubic-inch six-cylinder engine for satisfying performance that really makes you take notice. *Don't stop now!* Choice of three smart colour-keyed floor coverings; The same Mercury-developed Cushion Link Suspension that was chosen for all the other Meteor models; Leather grained vinyl upholstery with decorator nylon fabric inserts; Quiet, solid-closing, rubber cushioned door locks. And so it goes on. One final thought—can you imagine how this car will *keep* its value at trade-in time?



Meteor 4-Door Sedan shown here in Raven Black.

Meteor 2-Door Sedan shown here in Chantilly Beige.

For many car lovers
who will buy the big '64 Meteor
this is the most
important story of all
—at the very least you'll find
it most informative.

① **Strong backbone**—The big Mercury frame used for the '64 Meteor has been made even stronger. A bigger, stronger cross section has been added to the rocker panel area below the doors. This means that the entire car becomes more rigid. It makes Meteor a "tight" car, yet it is engineered to have the right amount of "give" to absorb road shock.

② **More power to you**—All Meteor engines are more powerful in '64. If you want the ultimate in V-8 performance you can choose between two engines—a powerful 352-cubic-inch or an exciting 390-cubic-inch. If you require extra emphasis on gas economy, take Meteor's peppy "Six"—223-cubic-inches.

③ **Custom tailored transmissions**—Meteor transmissions let you blend your own mixture of economy and convenience. There's a dual range 3-speed Multi-Drive Merc-O-Matic available with all engines. You can use one range for peak acceleration or the other for sure acceleration on ice and snow. A 2-speed Merc-O-Matic is available with the 352 V-8 engine as well. Or if you still like to shift for yourself, choose between a 3-speed manual on all engines or a sporty "four on the floor" with the big 390 V-8, available with all models except the wagons.

④ **Here's a brake**—When brakes need adjustment they do it themselves everytime you back up. Not only that, they adjust themselves equally and

properly for the entire life of the linings. It's a nice feeling to know that your brakes are always well adjusted.

⑤ **Why is it quieter inside a Meteor?** Insulation is the reason—and there's lots of it! For instance great thick wads of insulation are between you and the engine. There's lots of it in the roof, doors and hood lid, too. Insulation is inches thick in the floor to absorb road noise—and in all those hard to get at places beneath the car, *it's even sprayed on.*

⑥ **A great handling car**—Meteor's extra-wide stance gives it great natural stability on the highway or in a turn. Then, in addition, Cushion Link Suspension absorbs road shock by allowing

the wheels to move backward and forward as well as up and down. A special rear axle mounting minimizes dive and squat. Steering is effortless, for every pound of pressure you put on the wheel thirty are brought to bear. You'll love it when you're parking!

⑦ **Solid comfort in soft seats**—Long trips reveal the true seating comfort of any car. And the longer you travel in the Meteor, the more you'll appreciate the way its seats encourage proper posture and cradle you with luxurious ease that relaxes the miles away. After all, they're made with 2¼ inches of deep foam rubber over firm, specially designed springs. A lot of home furniture isn't made that well.

And Meteor offers all these other self-service features—6,000 miles between oil changes and minor lubes. 36,000 miles between major chassis lubrications. 24,000 miles between front wheel bearing lubrications. Heavy duty, longer life battery. Anti-freeze anti-rust coolant needs changing every 36,000 miles or two years—whichever comes first. 36,000 miles between fuel filter replacements. Body lubrication points including locks and hinges etc., need only occasional attention. *Mileage figures quoted apply under favourable driving and weather conditions.*



Specifications

EXTERIOR DIMENSIONS

(inches)			
Length overall, sedan	215.5		
station wagon	210.4		
Width overall, sedan	80.0		
station wagon	79.9		
Height overall*, sedan	56.5		
station wagon	57.9		
convertible	55.9		
Wheelbase	120.0		
Tread, front	61.0		
rear	60.0		
Curb Weight, with	223 Six	352 V-8	390 V-8
and standard transmission			
4-door sedan	3919 lbs.	4098 lbs.	4127 lbs.
station wagon	4193 lbs.	4372 lbs.	4401 lbs.

*with passengers.

ENGINES

	223 Six	352 V-8	390 V-8
Cubic Inch Displacement	223	352	390
Carburetor	1-barrel	2-barrel	4-barrel
Bore & Stroke	3.62 x 3.60	4.00 x 3.50	4.05 x 3.78
Compression Ratio	8.4 to 1	8.9 to 1	9.6 to 1
Exhaust	Single	Single	Dual
Adv. Horsepower	138@	220@	300@
@RPM	4200	4300	4600

TRANSMISSIONS AND GEAR RATIOS

MANUAL	1st	2nd	3rd	4th	Reverse
Synchronised					
3-speed, steering					
column lever	3.20:1	1.86:1	1.00:1	—	3.88:1
with 223-Six					
with 352-V-8 and					
390-V-8	2.37:1	1.51:1	1.00:1	—	2.81:1
4-speed, floor					
mounted with	2.36:1	1.78:1	1.41:1	1.00:1	2.42:1
390-V-8					
AUTOMATIC	Lo	Drive			Reverse
Merc-O-Matic					
(352-V-8)—Torque					
converter with	1.75:1	1.75:1	1.00:1		1.50:1
2-speed auto.					
planetary gear train					
	Lo	D1	D2		Reverse
Multi-Drive					
Merc-O-Matic (223-6)			1.45:1	1.00:1	
—Torque converter					
with 3-speed auto.	2.46:1	2.46:1	1.45:1	1.00:1	2.20:1
planetary gear train					
	Lo	D1	D2		Reverse
Multi-Drive					
Merc-O-Matic (V-8's)—			1.47:1	1.00:1	
Torque converter with					
automatic 3-speed	2.40:1	2.40:1	1.47:1	1.00:1	2.00:1
planetary gear train					

1964 METEOR MODEL LINE-UP Choose from 8 BIG Meteors

Meteor 2-Door Sedan • Meteor 4-Door Sedan • Meteor Custom 2-Door Sedan • Meteor Custom 4-Door Sedan • Meteor Custom 2-Door Hardtop • Meteor Custom Convertible • Meteor and Meteor Custom 4-Door Station Wagon (6 and 9 passenger models)

POWER TEAMS AND REAR AXLE RATIOS

	223 SIX		352 V-8		390 V-8	
	Sedan	Wagon	Sedan	Wagon	Sedan	Wagon
3-speed Manual	3.50:1	3.89:1	3.50:1	3.50:1	3.50:1	3.50:1
	3.89:1					
	(Opt.)					
Merc-O-Matic	N.A.	N.A.	3.25:1	3.50:1	N.A.	N.A.
Multi-Drive						
Merc-O-Matic	3.50:1	3.50:1	3.25:1	3.50:1	3.00:1	3.00:1
4-speed Manual	N.A.	N.A.	N.A.	N.A.	3.50:1	N.A.

BRAKES

Type:	4-wheel hydraulic, self-energizing, self-adjusting.
Drum Diameter:	11.0 inches
Total Lining Area:	Sedans — 212.5 sq. ins. Wagons—234.0 sq. ins.

REAR AXLE

Type:	Ford straddle mounted pinion-banjo housing, semi-floating shafts.
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TIRES

Sizes:	Sedans — 7.50 x 14 (Std. with 6-cyl.) 8.00 x 14 (Std. with 8-cyl.) 6.70 x 15 (Opt.) 7.10 x 15 (Opt.)
	Wagons—8.00 x 14 (Std.) 6.70 x 15 (Opt.) 7.10 x 15 (Opt.)

SUSPENSIONS

Front:	Coil Spring with compliance link.
Rear:	Anti-harsh leaf spring.

CAPACITIES

Fuel Tank:	16.6 Imp. Gallons
Cooling	
System:	6-cylinder—13.3 Imp. Qts. 8-cylinder—17.1 Imp. Qts.
Engine Oil:	223 Six — 4 Imp. Qts. 352 V-8 — 5 Imp. Qts. 390 V-8 — 5 Imp. Qts. } with filter

OPTIONS AND ACCESSORIES

Retractable 'Breezeway' rear window; power tailgate window; power brakes; power steering; power seats (4-way and 6-way); power windows; windshield washers and 2-speed electric windshield wipers; padded instrument panel and visors; deluxe turbine-type full wheel covers; push-button AM radio; front and rear floor mats; back-up lights; courtesy light group: ash tray, map light, parking brake warning light, glove box light, trunk light (cargo light in wagons), rear door-jamb switches, tell-tale fender mounted turn indicator lamps; power transfer axle; 42 amp Ford alternator; immersion block heater; remote control door mounted, outside rear vision mirror; electric clock; license plate frames; tinted windshield; non-glare inside mirror; back-up lights; interior car warmer; and many more. Ask your Mercury dealer for full details.

Certain features mentioned or illustrated in this catalogue are optional at extra cost.

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Ford Motor Company of Canada, Limited

