

Styled to thrill . . . Powered to lead

'54 *Meteor*

again miles ahead

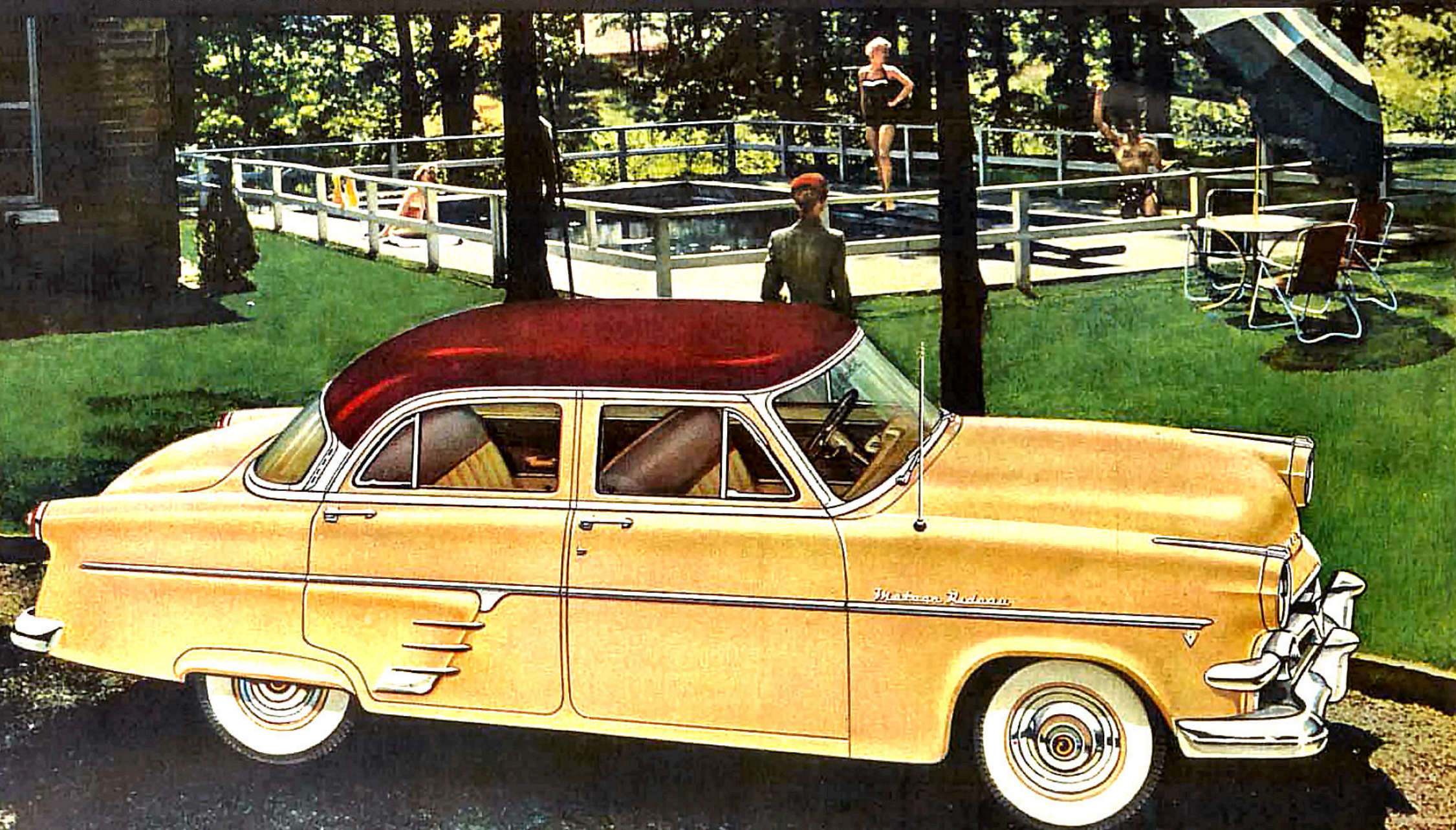


Dramatically new '54 METEOR RIDEAU Series

Heading three finer-than-ever series for '54, the Meteor Rideau Series presents stunning new style innovations. Flashing onto the scene for the first time this year, the completely new Meteor Rideau Four-door Sedan offers spacious comfort for six, on foam-rubber seats—"picture window" visibility for all—an all-new, dis-

tinctively styled instrument panel. Powered by a great new 125 Hp. V-8 engine, Meteor Rideau models feature a host of "extras" that include Power Steering, custom radio, Sea-Tint glass, turn indicators, built-in heater. All-new Power Brakes, Merc-O-Matic Drive or Touch-O-Matic Overdrive are optional at extra cost.

the all-new 1954 METEOR RIDEAU Four-door Sedan



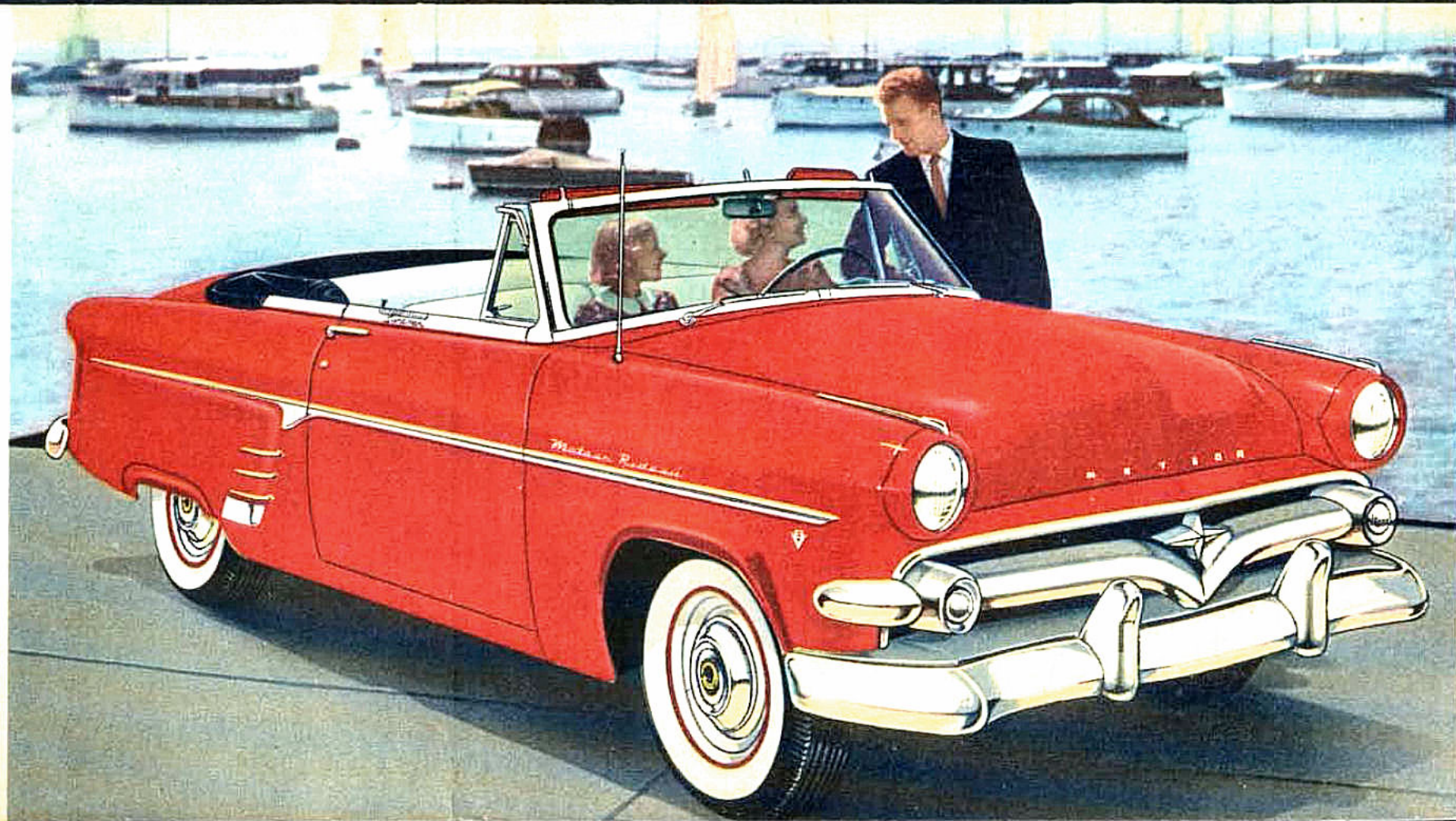


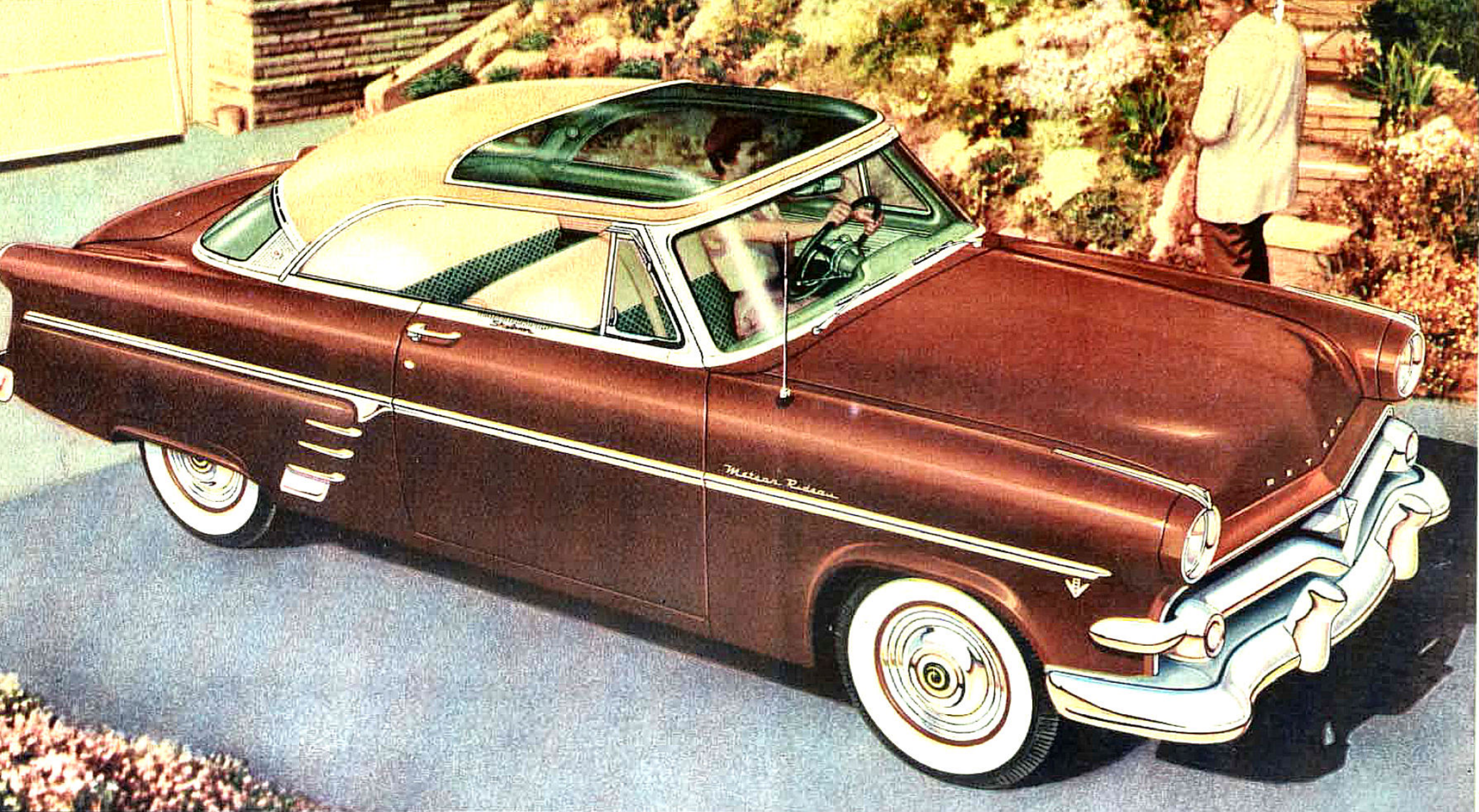
the 1954 METEOR RIDEAU Victoria

The new '54 Meteor Rideau Victoria offers more than ever for buyers of this popular model. Its sleek, clean-cut lines are matched by interior elegance featuring the most modern appointments. The absence of centre pillars enhances the lithe, eager body lines . . . is in perfect style harmony with the full-width, curved windshield of Sea-Tint glass, and the wrap-around rear window. The quality touch is evident in every detail of this handsome powerhouse on wheels. There's imposing massiveness about the new grille . . . imaginative styling that makes this car a standout in any setting. You have a wide choice of solid body colours, or two-tone colour combinations, and upholstery and trim styles.

the 1954 METEOR RIDEAU Sunliner

For the young in heart it's the '54 Meteor Rideau Sunliner! Here's a symphony of sleek styling and stunning colour brilliance made even more thrilling by the smoothness of Meteor's ride . . . the great performance of Meteor's new 125 Hp. V-8 engine. Touch a handle, and the electrically operated top rises to provide sedan-snug comfort whenever you need it. Touch it again, and the top disappears neatly into its compartment behind the rear seat. All the desirable custom "extras" for complete pride and pleasure have been included. The choice of colours was never better . . . baked-on enamel body colours and combinations of top colours. Everything about this car says "most for you".





the all-new 1954 METEOR RIDEAU Skyliner

S ensational all-new METEOR RIDEAU SKYLINER

It's an entirely new Meteor model for '54 . . . distinctive and different . . . a dream of a car. A dome of transparent plexiglass forms the forward half of the roof to provide an all-new field of vision and increase your motoring enjoyment. In vacation weather, the interior of the Skyliner remains comfortably cool, for the

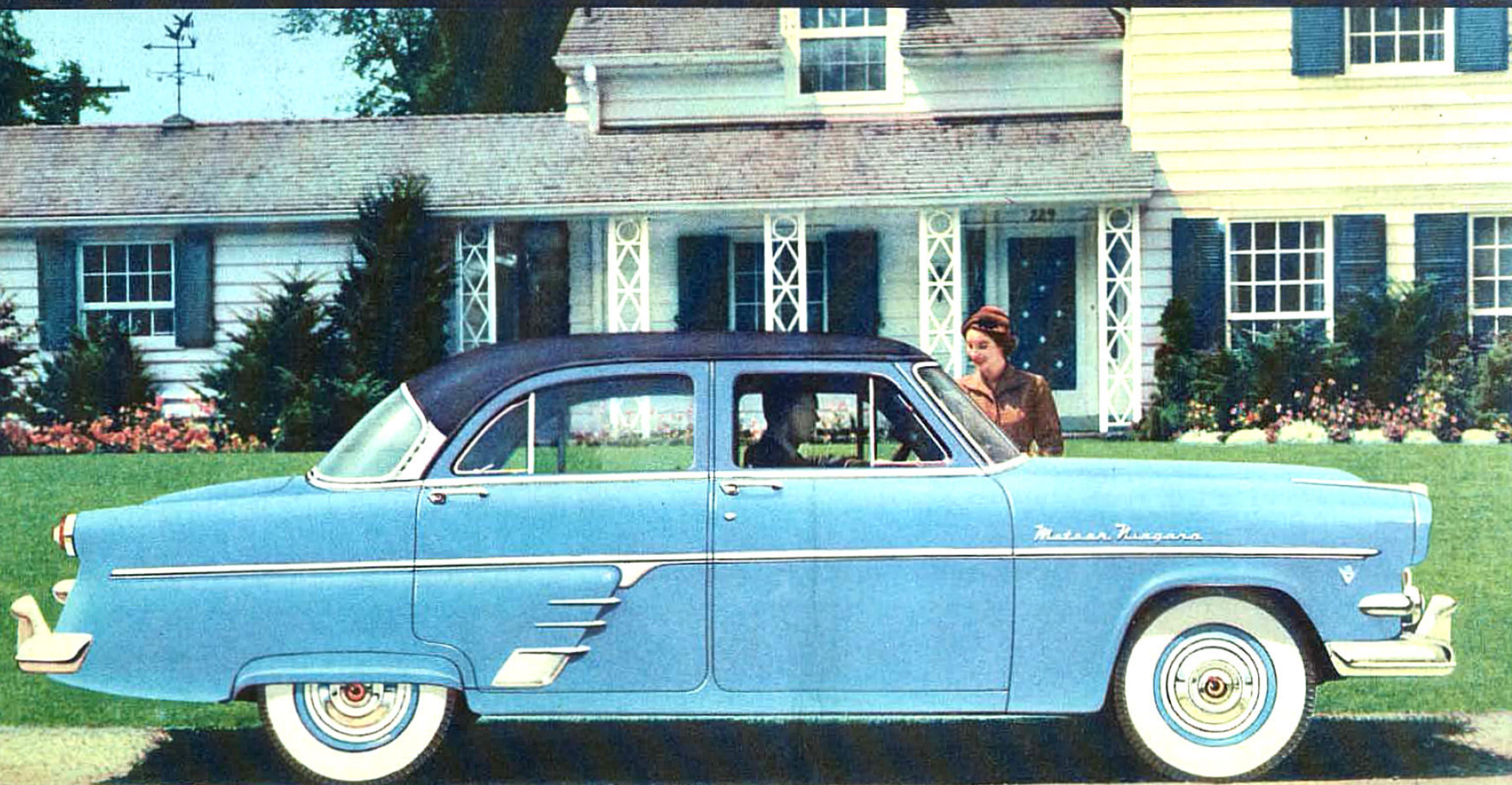
plexiglass roof is tinted to filter the rays of the sun. Complete sedan comfort and six-passenger roominess assure maximum convenience for enjoyable travel at all times. This brilliant innovation is matched with the thrilling V-8 smoothness of a new, more powerful V-8 engine, plus a host of fine features and "extras".

B beautiful, new '54 METEOR NIAGARA Series

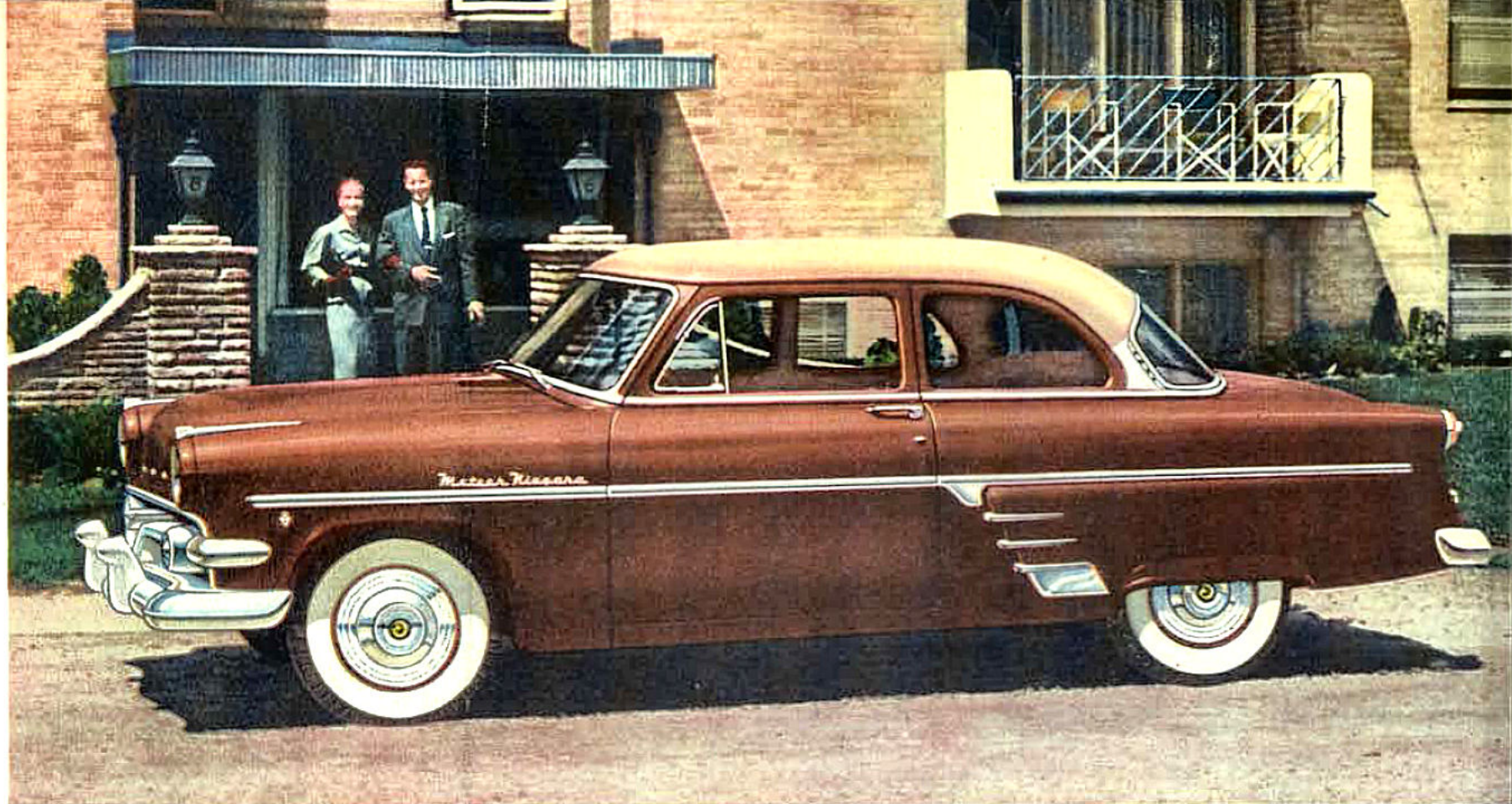
In Meteor's superb and completely new line of V-8 beauties, these Niagara models have a special place of pride. Here is adventurous, breath-taking style, scintillating V-8 performance and luxurious riding comfort. And in addition, a choice of three superior transmissions. For the modern family that likes big-car roominess, Meteor offers the Niagara Four-door Sedan. Long,

low, flowing body lines, elegant appointments, a new instrument panel of striking beauty, superb visibility through full-width, curved windshield and rear window, large side "picture" windows and up-to-date styling advancements are embodied here to assure complete pride of ownership. Meteor's advanced-design "Wonder Ride" smooths out even the roughest road surfaces.

the 1954 METEOR NIAGARA Four-door Sedan



Everything you want in power and performance is provided by the '54 Meteor Niagara Two-door Sedan. There's the supreme power thrill of Meteor's new 125 Hp. V-8 engine . . . the smoothest of riding comfort, made possible by advanced "Wonder Ride" engineering . . . the choice of Merc-O-Matic Drive or Touch-O-Matic Overdrive (both optional at extra cost on all Niagara models), or Silent-Ease Standard Transmission. Foremost styling brings you most for your money in finer appointments, and in stunning new upholstery and trim selections. There is a wide selection of solid body colours, two-tone combinations and upholstery styles.



the 1954 METEOR NIAGARA Two-door Sedan

Drive this distinctively beautiful '54 Meteor Niagara Ranch Wagon—and right from the start you'll say it's the most useful car you have ever owned! Here's superb, ranch-style beauty that will steal the show on Sunday drives . . . superb comfort for all, on foam-rubber seats . . . the brilliant V-8 smoothness of Meteor's new 125 Hp. engine. Here, too, is valuable space for bulky loads—for the baby's play-pen—or for overnight sleeping on those up-country fishing trips. Take your pick of the many beautiful new body colours, stunning two-tone combinations with matching vinyl and plastic upholstery and trim.



the all-new 1954 METEOR NIAGARA Ranch Wagon

B rilliant, pace-setting '54 METEOR

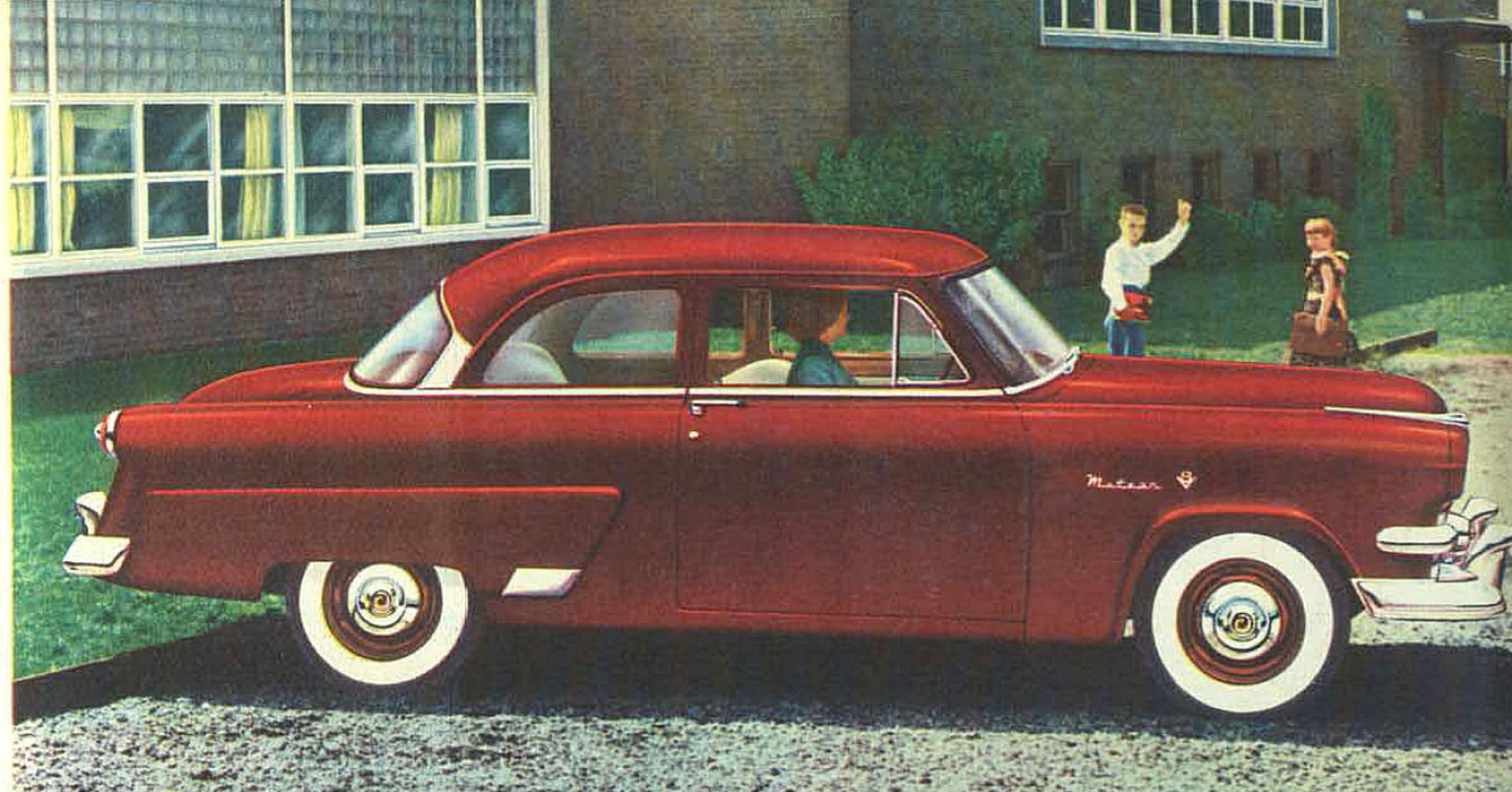
Look where you will, you won't find finer value than that offered in the '54 Meteor Series. Priced with the lowest in its class, the Meteor Four-door Sedan is a style standout from every viewpoint. The impressive brilliance of the new grille sets a high note of beauty that is carried through to the dynamic rear-end treatment.

Durable, yet distinctive upholstery—excellent visibility all-round—careful attention to every detail of comfort and convenience are but a few of the fine features of this car, powered by Meteor's 110 Hp. V-8 engine. There's Silent-Ease Standard Transmission for easy shifting. Touch-O-Matic Overdrive is optional at extra cost.

the 1954 METEOR Four-door Sedan



Your money buys many fine car features when you choose this Meteor Two-door Sedan. There's the fine car comfort of foam-rubber seats, front and rear, and stylish interior appointments that indicate the high standard of quality throughout. Its two-door safety has special appeal for the family with children, while the thrifty smoothness of swift, flashing V-8 power is a new thrill every time you take to the road. There's over thirty cubic feet of luggage space, push-button door handles, pendant foot pedals and new refinements to make driving a sheer joy. No other car offers the advanced beauty, comfort, and performance that are yours in this low-priced Meteor.



the 1954 METEOR Two-door Sedan

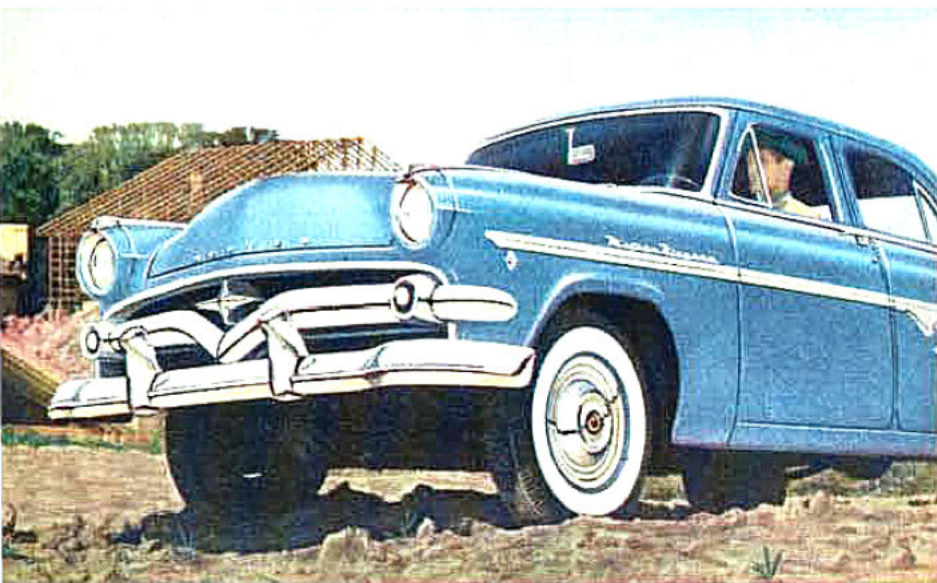
Add up all the advantages of owning this smartly-styled Meteor Series Ranch Wagon and you'll agree it offers more of everything for moderns on the move. There's smooth-riding, spacious comfort for six adults or the family with children . . . observation-car vision and modern body beauty that is sure to be envied whatever the occasion. For shopping trips, week-end excursions, and every hauling need of busy suburban dwellers, there's plenty of load space. Powered by a smooth 110 Hp. V-8 engine, the Meteor Ranch Wagon is available in a variety of solid body colours and two-tone colour combinations.



the 1954 METEOR Ranch Wagon

'54 Meteor.

LEADS THE LOW PRICE FIELD
WITH MORE THAT'S FINER

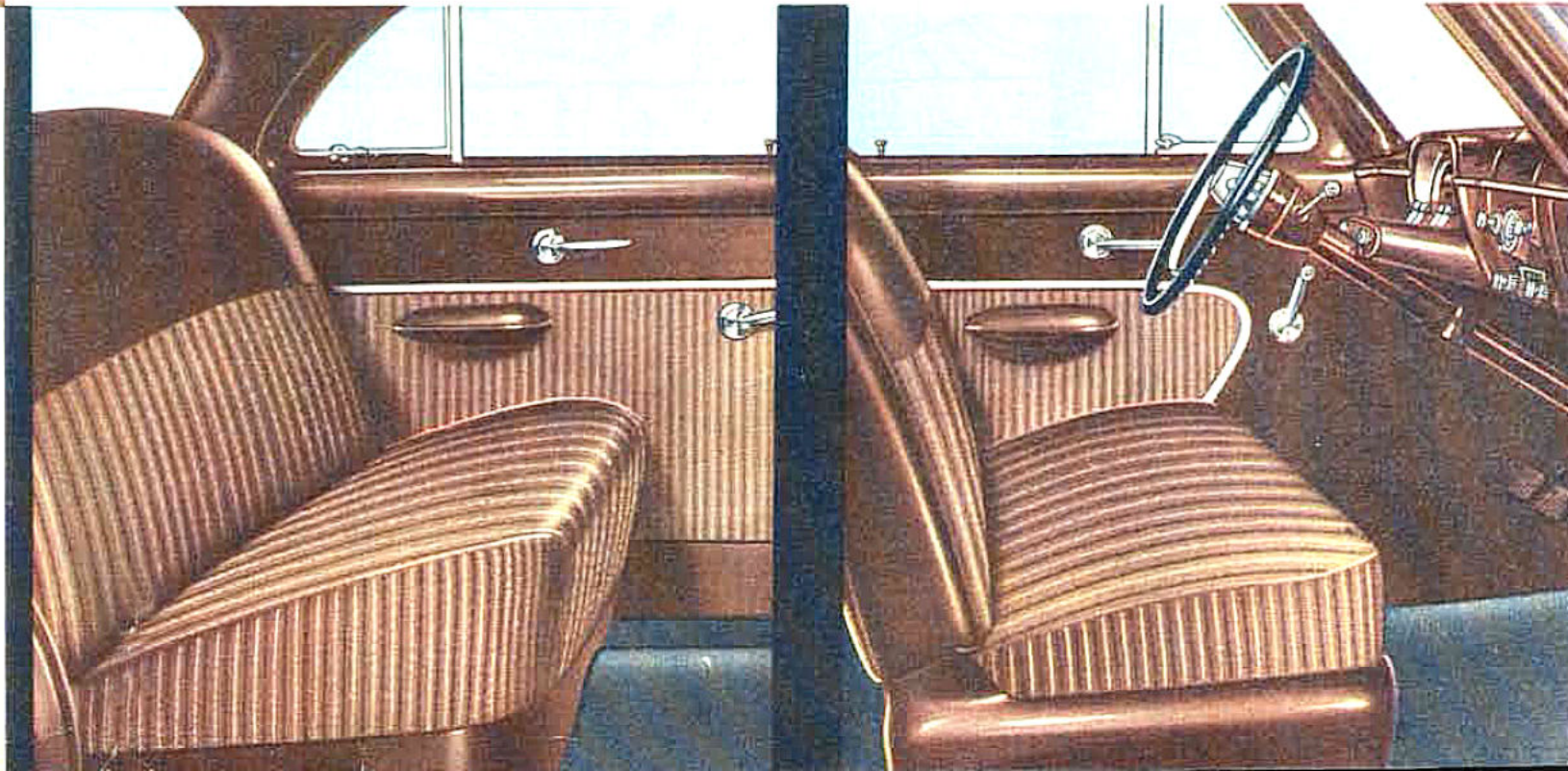


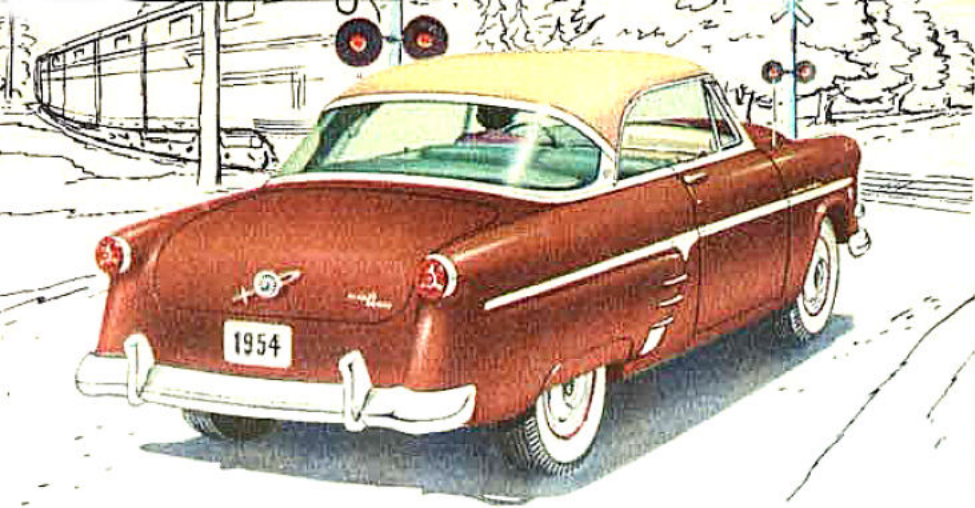
Easiest ride in history!

The Meteor ride is a "Wonder Ride" that can only be fully appreciated by personal experience at the wheel. Revolutionary design of Meteor's suspension system provides far greater stability, and a reduction in road shocks by as much as 80%. For each Meteor model, Hydra-Coil springs are custom selected and matched to the specific needs of the body style, thus assuring greatest riding comfort. Meteor for '54 rides more smoothly, more quietly, more easily than ever before.

Luxurious interior elegance!

Sedan interiors offer the utmost in beauty, comfort and driving convenience. Gleaming chrome fittings and elegant trim bear testimony to the fine craftsmanship that makes Meteor the quality car in the low price field. The front seat can be instantly adjusted to any of nine positions. The practical arrangement of each control and instrument facilitates every driving action.





Master-Guide POWER STEERING

Master-Guide Power Steering acts automatically whenever you need the assistance of mechanical muscles to turn the wheel or to hold it steady against road shocks—yet always you have the positive “feel of control” so necessary for confident driving. Parking is child’s play—

requires only one quarter the normal effort. The Master-Guide system cushions shocks when you are driving on rutted roads, makes wheel control easier and less tiring. Master-Guide Power Steering is available on all three Meteor series—optional at extra cost on certain models

All-new POWER BRAKES

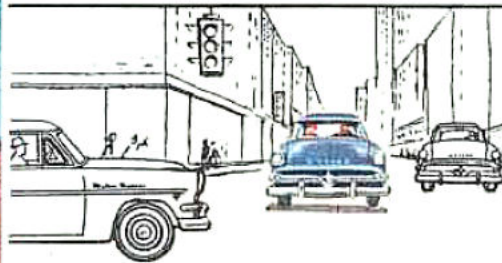
Now, for the first time—Meteor offers all-new Power Brakes on all models! Here is the finest of proven systems giving positive control for greater driving security in any situation. Your light toe-touch on the brake pedal is automatically power-assisted to give smooth, safe stops. Meteor Power Brakes provide an extra measure of safety you’ll always be glad of in city traffic, on steep down-grades or busy highways. Available on all 1954 Meteor models at low extra cost.



SMOOTH, SILENT TRANSMISSIONS FOR EASY DRIVING!

- Merc-O-Matic
- Touch-O-Matic
- Standard

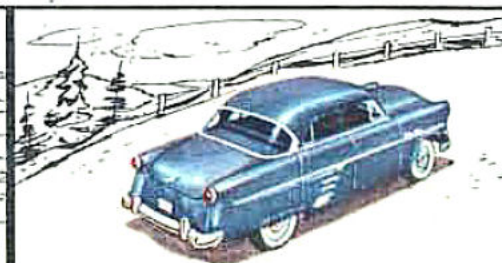
Merc-O-Matic Drive is the finest “no-shift” drive of all. There’s no clutch work—no gear changing. It automatically selects exactly the right gear ratio for peak performance whatever the driving condition. Touch-O-Matic Overdrive provides an extra “fourth” gear for unbelievably quiet, smooth cruising and fuel savings up to 20% . . . longer engine life. Silent-Ease Standard Transmission offers smooth, effortless shifting that’s made even easier by the pendant-type clutch pedal.



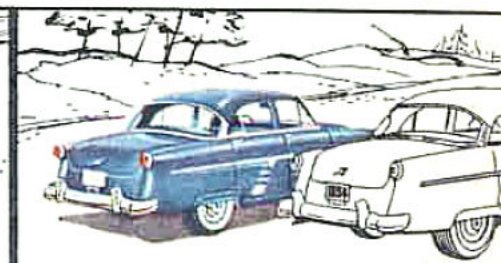
Merc-O-Matic Drive gives instant getaway. Surging power puts you out front without hesitation.



Power is transmitted through fluid. This “cushions” power impulses—smooths out the ride.



You’ve power to spare under all driving conditions. Merc-O-Matic does all the shifting for you.

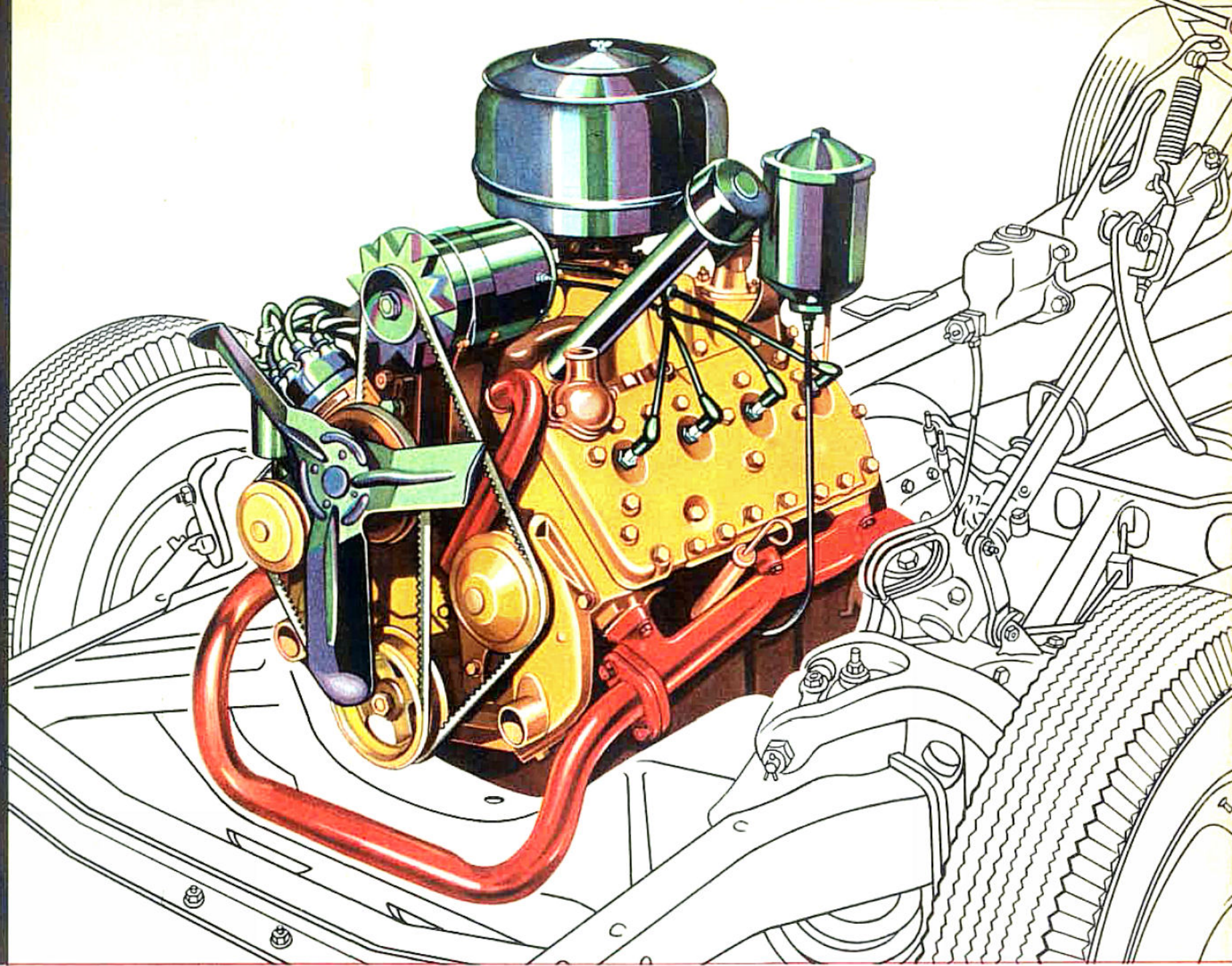


Extra acceleration is always at your command when you need it for passing. All driving is safer.

Change to '54 METEOR and be miles ahead!

NEW *ADVANCED* 125 hp. V-8

Greatest power
in the
low price field!



Again, this year, Meteor offers the greatest performance in the low price field. All models in the new Rideau and Niagara Series feature an advanced-design, high compression V-8 engine with a full 125 Horsepower.

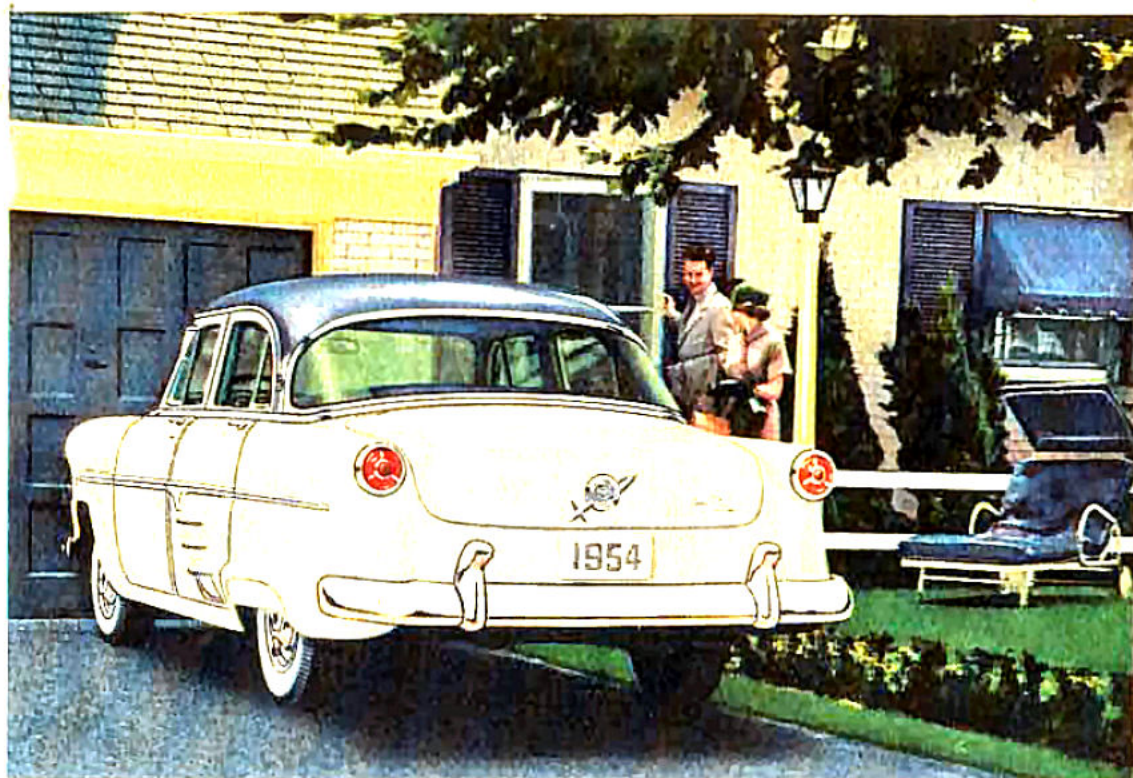
It has a compression ratio of 7.2:1 . . . rotating-type valves for smoother, quieter engine operation and longer valve life . . . pressure-spray lubrication, plus a host of proven engineering advancements that contribute to its efficiency at all speeds.

Better breathing, more efficient carburetion and improved exhaust flow afford great new performance with unsurpassed smoothness. Famous V-8 dependability and longer life are matched with true economy of operation on

regular gasoline, making this new V-8 the greatest in the low price field.

Meteor Series models with 110 Hp. also offer the superb smoothness that only V-8 can give.

Both these engines are the result of over 20 years' research and experience by the Company that has built more V-8 engines than all other automobile manufacturers combined. Here is enviable performance of the same high standards offered in the world's highest-priced cars . . . the type of engine more and more makers are swinging to because it has proven the most efficient and desirable for modern motoring requirements.



Yours for complete pride of ownership

'54 **Meteor**

Specifications

ENGINE SPECIFICATIONS

Rideau and Niagara Series: Advanced design L-head V-8, developing 125 Hp. at 3600 rpm. Taxable horsepower 32.5. Bore, 3-3/16 in.; stroke, 4 in.; displacement, 255.4 cu. in. Compression ratio, 7.2 to 1.

Meteor Series: L-head V-8, developing 110 Hp. at 3800 rpm. Bore 3-3/16 in.; stroke, 3 3/4 in.; displacement 239.4 cu. in. Compression ratio, 7.2 to 1.

Fuel System: *Rideau and Niagara Series only:* Dual-downdraft, concentric-bowl carburetor. Automatic idling control. Automatic choke with heat control. *Meteor Series only:* Full-Flo fuel pump with laminated-type filter. Manual choke. *All models:* Special fuel and vacuum pump unit, optional at extra cost, is factory installed on models equipped with Automatic drive or Overdrive.

Electrical: 4-position ignition-starter switch. High-speed, single breaker-arm distributor

with full-pressure type automatic spark control. Water-proofed ignition with neoprene coverings for spark plugs and high-tension wiring. 17-plate, 100 ampere-hour battery. Low cut-in generator. High-torque starting motor, inertia-type drive with Standard or Overdrive transmissions; follow-through type with Automatic transmission.

Lubrication: Pressure lubrication to all main, connecting-rod and camshaft bearings. Gear type oil pump. By-pass type oil filter with replaceable element, available at extra cost. Directed-flow crankcase ventilation. Oil capacity, 7 Imp. pints; 9 Imp. pints with filter.

Cooling System: Full-flow pressure cooling with 2 high-velocity, centrifugal-type water pumps. Automatic by-pass thermostats for quick warm up. Coolant capacity, 19 Imp. quarts; 20 Imp. quarts with heater.

BODY SPECIFICATIONS

Dimensions: Wheelbase, 115 in. Over-all length, 198.26 in. Over-all height, loaded, 62.3 in. Over-all width, 74.04 in. Tread, front, 58.0 in.; rear, 56.0 in.

Construction: All-steel welded body, in-

sulated against weather, dirt and noise. Counterbalanced hood and deck lids.

Ventilation: Dual air-ducts with individual controls. Full-length defroster vent. No-draft ventilating windows.

CHASSIS SPECIFICATIONS

Frame: Double-drop design; 5 cross members welded to heavy box-section side rails; K-bar construction. Special X-member construction on Convertible.

Suspension: Independent, swinging link type front wheel suspension with tailored-to-model Hydra-Coil springs. Double-acting Viscous-Control shock absorbers. Front torsional stabilizer bar to dampen sway. Semi-elliptic rear springs with impregnated inserts. Viscous-Control shock absorbers, diagonally mounted "sea-leg" style.

Steering: *Rideau and Niagara Series only:* Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 26.4 to 1. *Meteor Series only:* Symmetrical linkage with spring-loaded ball stud in steering cross link. Over-all steering ratio, 26.3 to 1.

Optional equipment at extra cost: Merc-O-Matic Drive*, Touch-O-Matic Overdrive, Master-Guide Power Steering, Power Brakes, Sea-Tint glass, custom radio, turn indicators, windshield washer, fender shields, wheel trim rings, white side-wall tires.

*Available on Rideau and Niagara Series only.

Drive: Hotchkiss drive with semi-floating type hypoid gears.

Brakes: Self-energizing, "Duo-Servo" hydraulic brakes. Pendant type brake pedal.

Tires and Wheels: Rideau Skyliner, Victoria and Sunliner models equipped with Merc-O-Matic Drive—7.10 x 15 4-ply tires on 5 in. rims; 7.10 x 15 4-ply tires on Ranch Wagons. All other models, 6.70 x 15 4-ply tires on 5 in. rims.

Features: *Rideau Series only*—Master-Guide Power Steering, Sea-Tint glass, custom radio, turn indicators, windshield washer, fender shields, wheel trim rings, white side-wall tires. *All 1954 Meteor models*—heater.

White sidewall tires and other optional equipment shown in this catalogue may be purchased at additional cost when desired for models on which they are not standard equipment. 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 to purchaser.



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