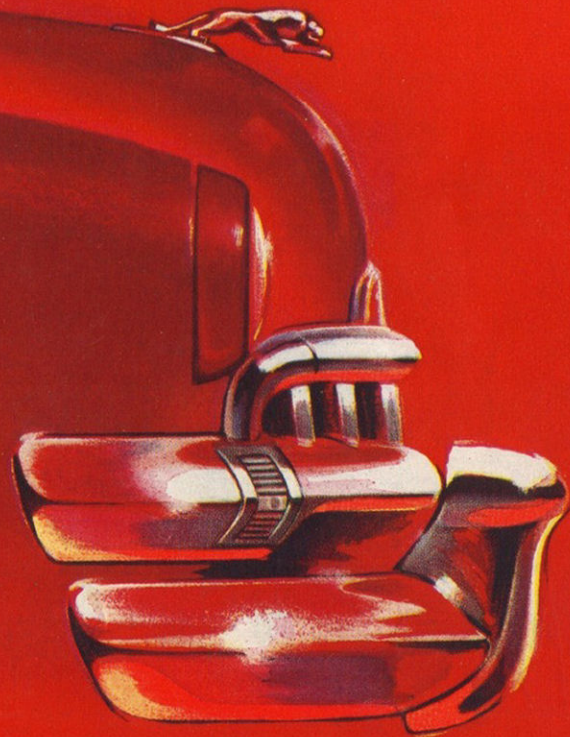


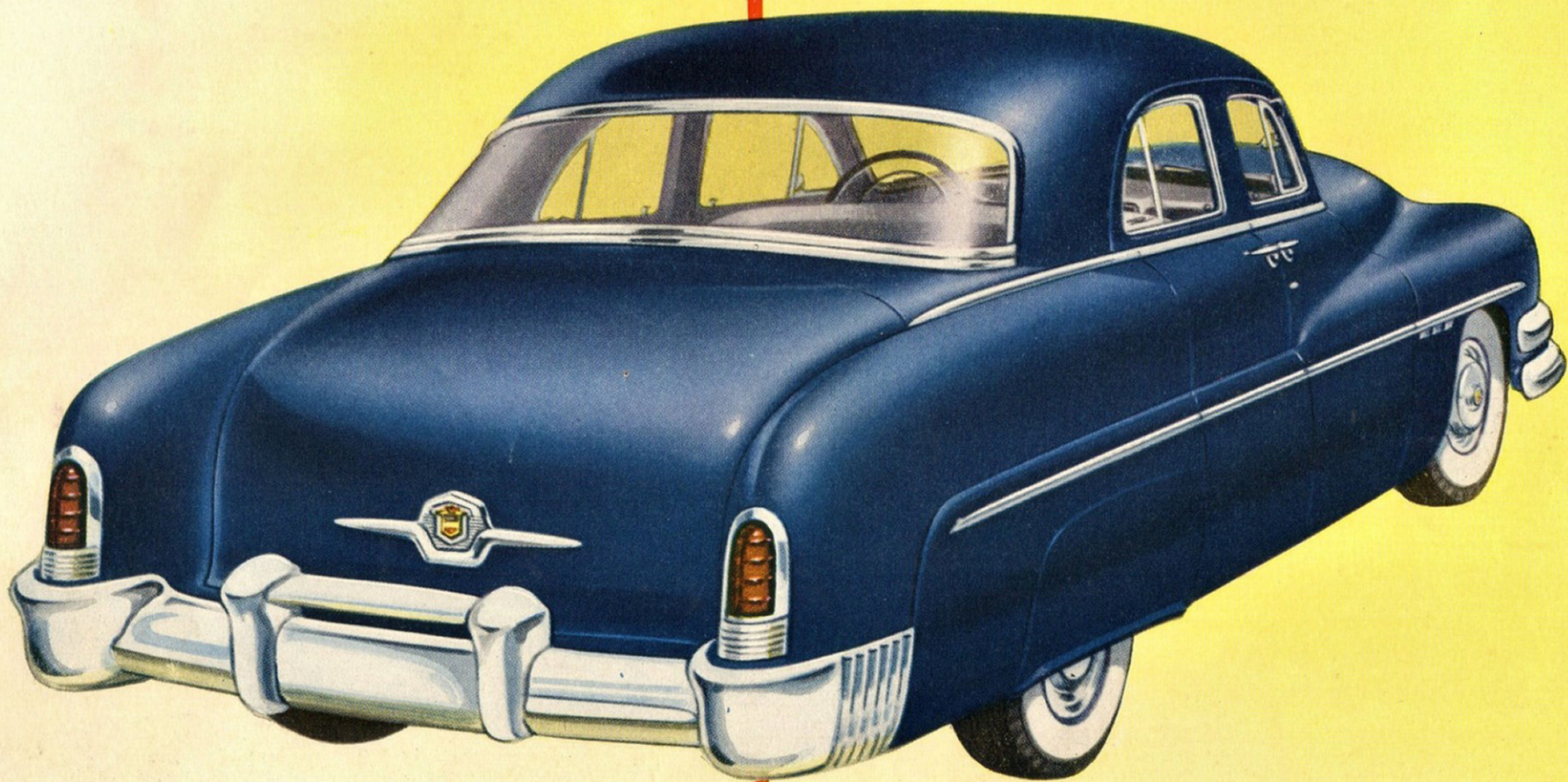


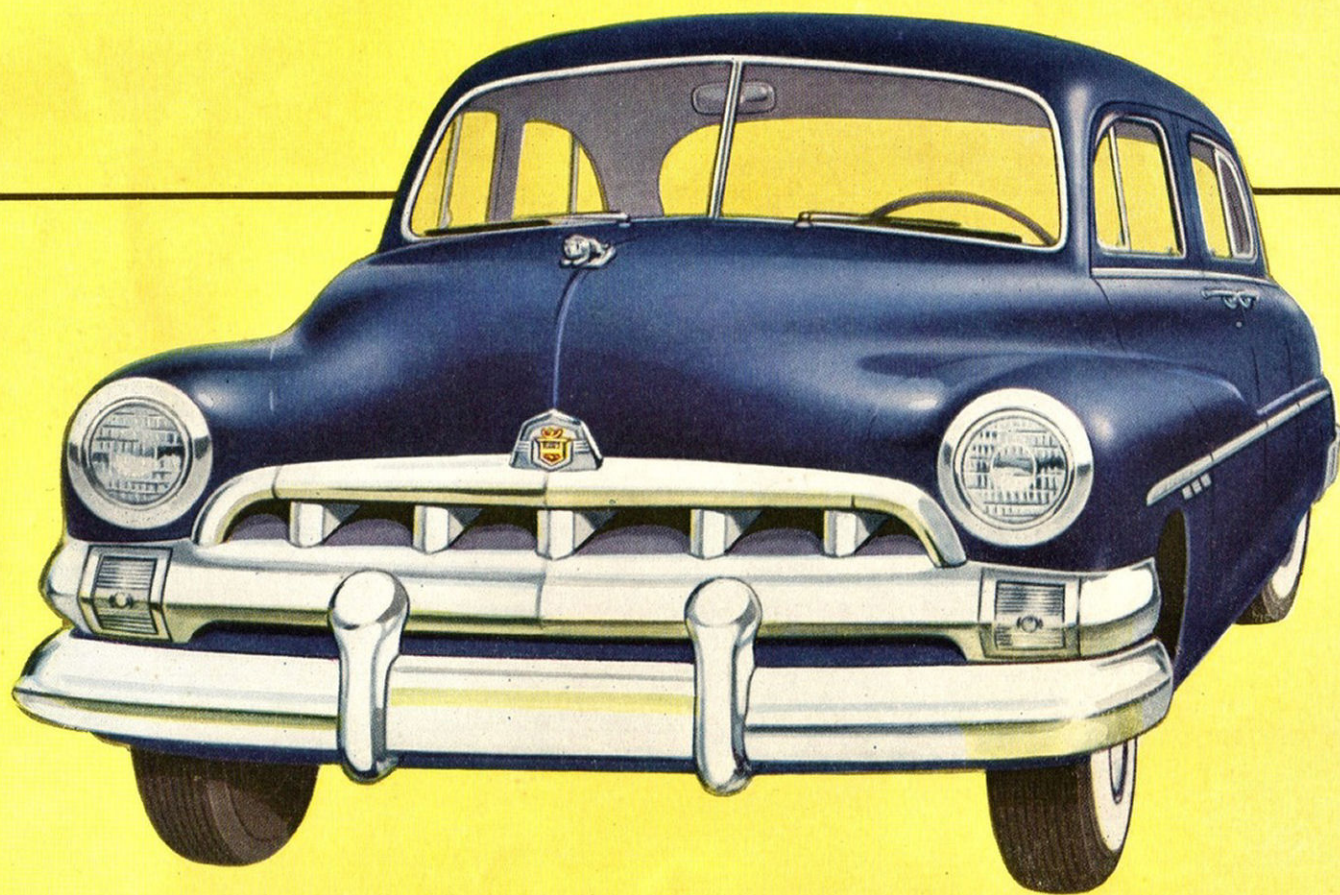
*Masterpiece
by every measure*

1951
Monarch



the new **Monarch** 1951





A Masterpiece by every measure

From every lovely angle . . .
from every convincing
point of view . . . Monarch
for 1951 is "A masterpiece
by every measure".

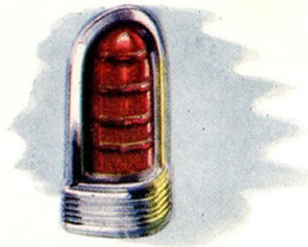
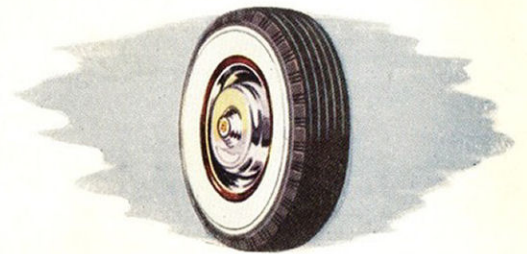
See that superbly fashioned
grille . . . so wide and low,
with so much solid *quality*
conveyed in its impressive,
bright-gleaming beauty.

Admire that advanced and
handsomely modern treatment
of the rear quarters . . .
"speedlined" for a long,
low side-view . . .
with fenders boldly
back-swept to a graceful
yet massively protecting
bumper . . . And note how the
wider, larger "Contoured"
rear window adds the
crowning touch of smart
distinction, while bringing
"Horizon-wide" visibility.
Turn these pages . . . see and
read about all the 1951
Monarch advancements . . .
Above all, *drive* it, and
"Ride Like a King!"



the
1951
Monarch
six-passenger
coupe

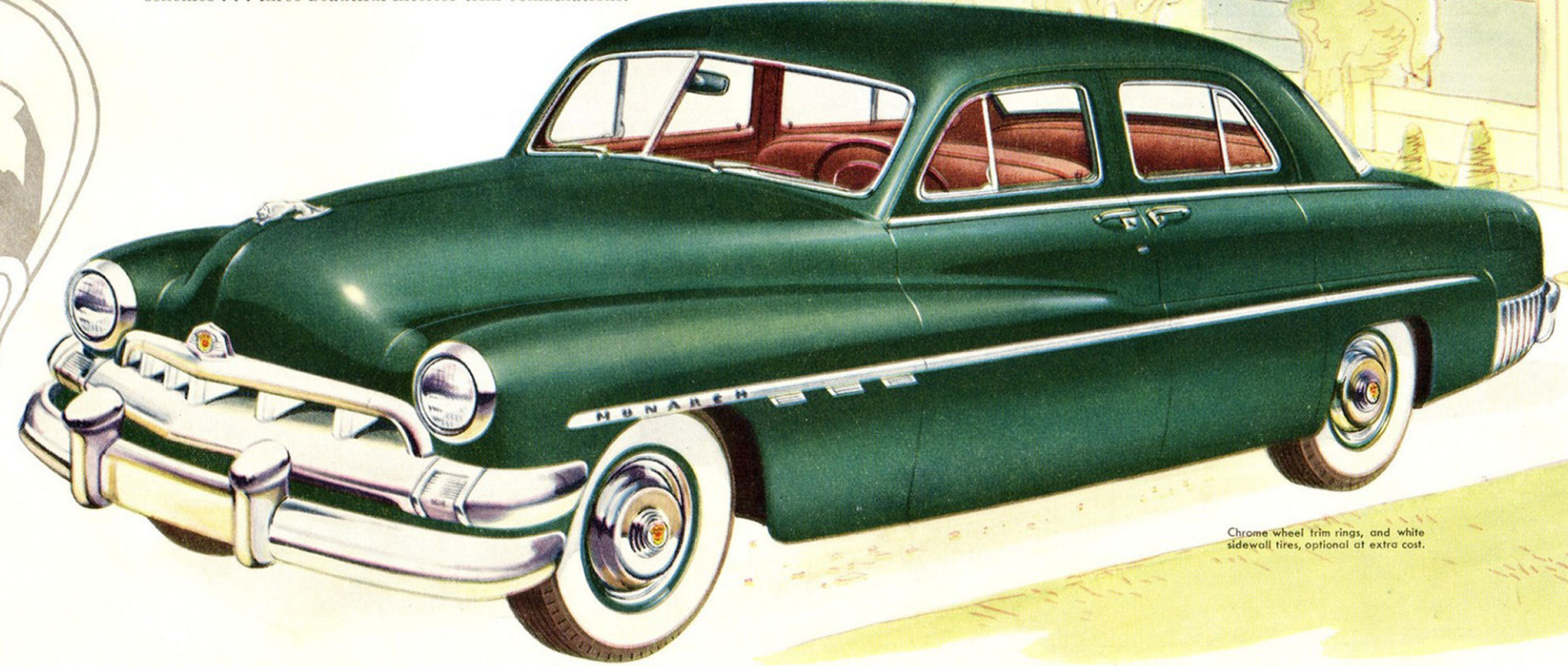
A versatile model for business and pleasure driving. Six large adults can relax most comfortably on its wide, foam-rubber cushioned seats. Easy entrance to the rear seat is assured by Monarch's extra-wide seat back, that turns in out of the way. Families with small children appreciate the safety of the "two-door" design. And when you open that luggage deck, what a world of room . . . more than 24 cu. ft. of space, and the compartment is lined and weatherproofed to protect valuable luggage.



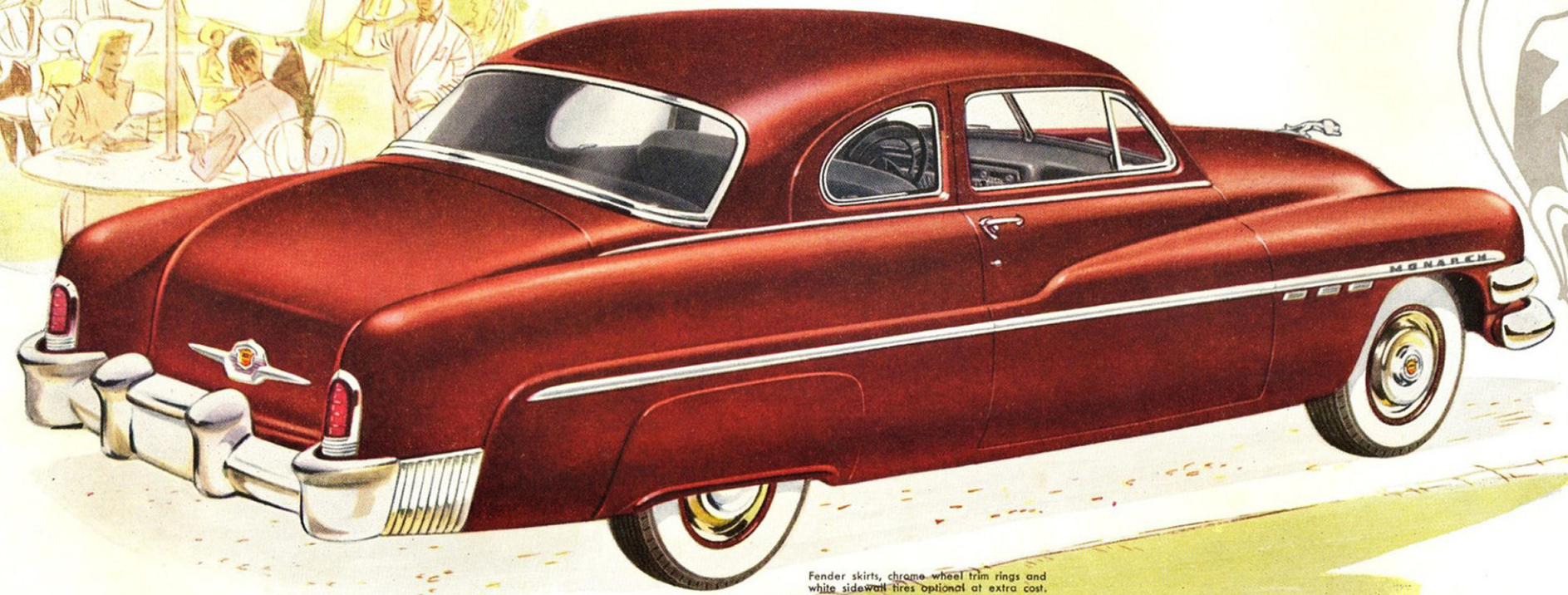
Limousine-like room and luxury are distinguishing keynotes of this long, low, superbly streamlined model. Front and rear compartments both afford remarkable leg-room . . . and both seats are extra-wide. Choice of nine new body colours . . . three two-tone exterior colour schemes . . . three beautiful interior trim combinations.



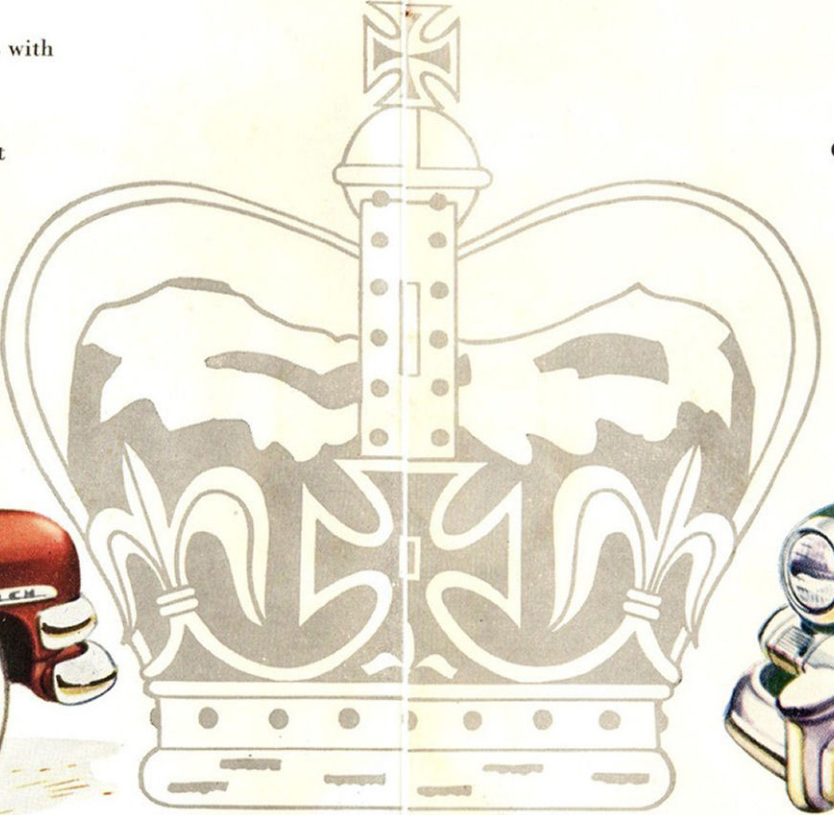
the
1951
Monarch
sport sedan



Chrome wheel trim rings, and white sidewall tires, optional at extra cost.



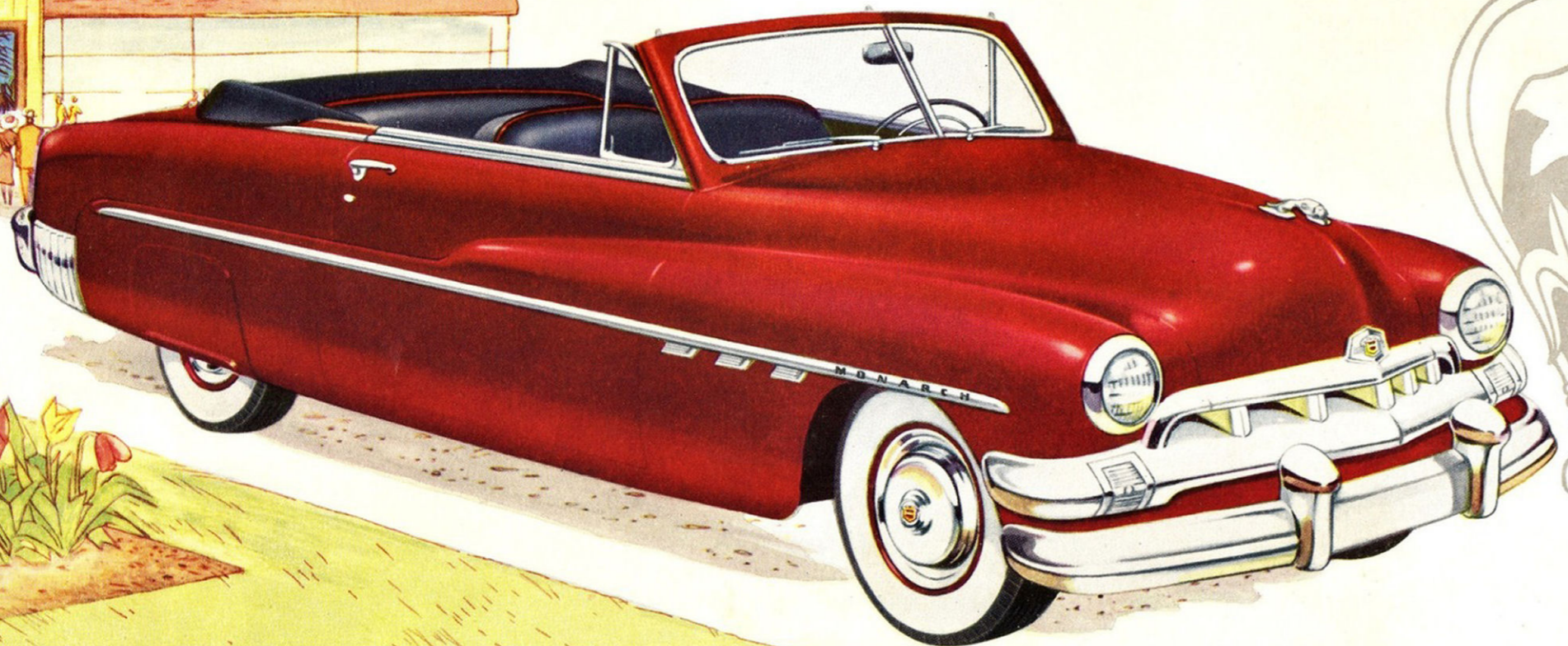
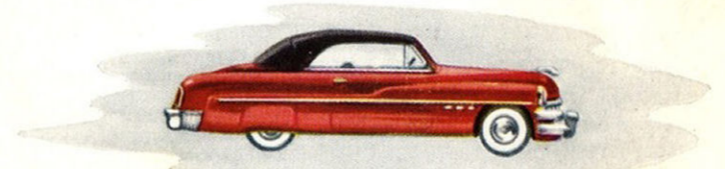
Fender skirts, chrome wheel trim rings and white sidewall tires optional at extra cost.





the
1951
Monarch
six-passenger
convertible

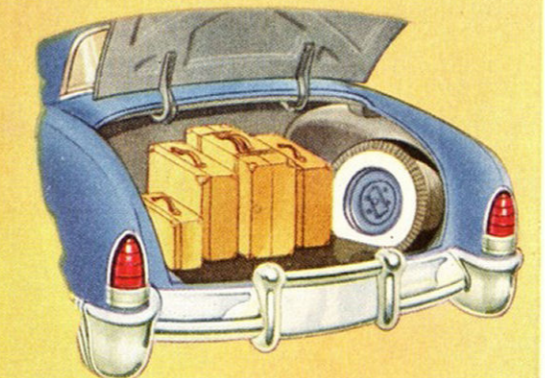
To catch the eye . . . to capture the heart . . . what could be lovelier than this superbly stylish car! Available in all standard body colours plus two special convertible colours—Sulphur Yellow and Fez Red . . . a choice of three interior trim selections featuring rich genuine leather upholsteries. Push-button power control raises and lowers the close-fitting top. All windows and front seat adjustments are hydraulically operated by convenient push buttons. And for the ultimate in all weather adaptability, there's Monarch's advanced Fresh Air-Ventilating and Heating system (at extra cost).



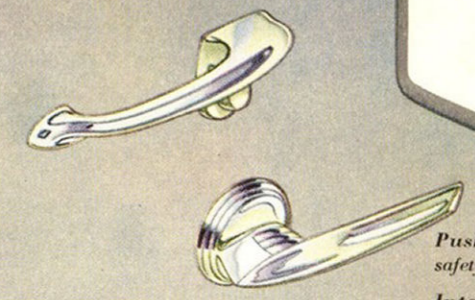
Fender skirts, chrome wheel trim rings and white sidewall tires optional at extra cost.



Rear deck ornament lends a "jewel-box" touch to the rear-end ensemble . . . conceals the convenient key-release deck lid latch, so easy to open.



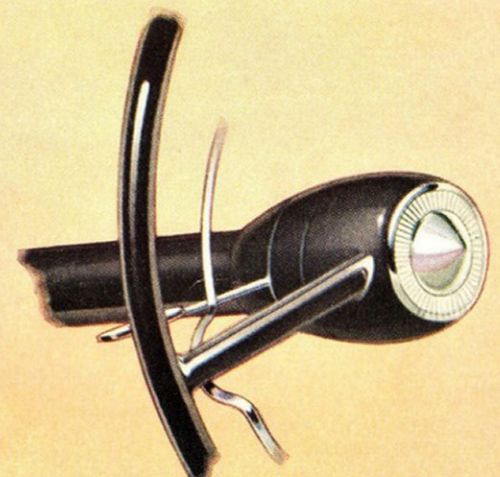
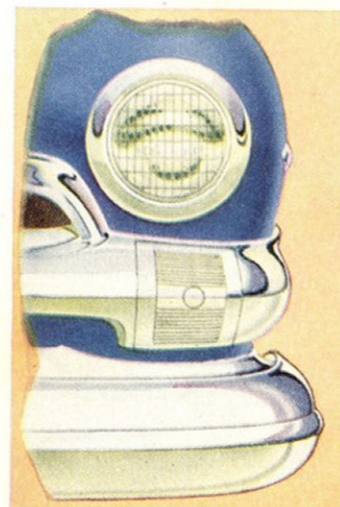
Luggage compartment is exceptionally spacious, weatherproofed, and fully lined. Side mounted spare wheel is readily accessible.



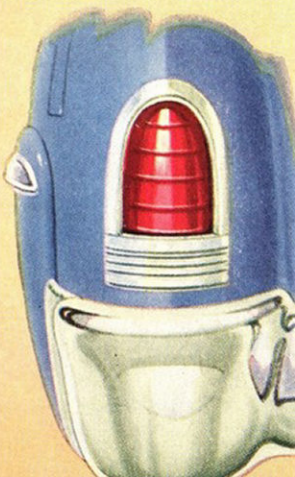
Push button door handles offer extra convenience and safety—anchored at both ends—cannot catch clothing. Interior hardware is of smartly modern design, and functional too . . . heavily chromed for long-lasting beauty.



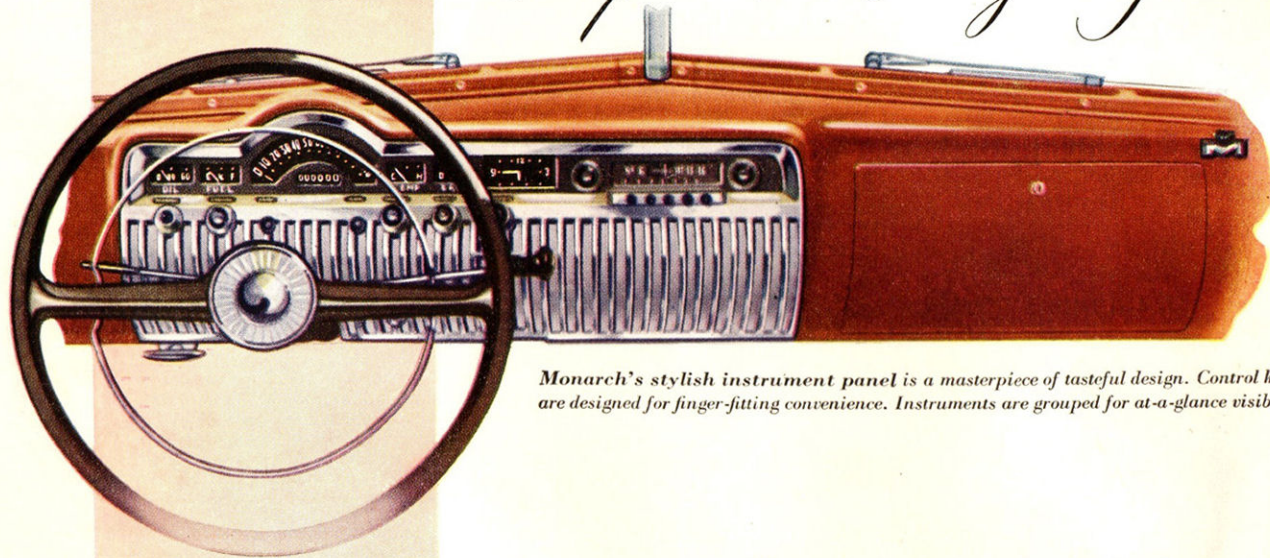
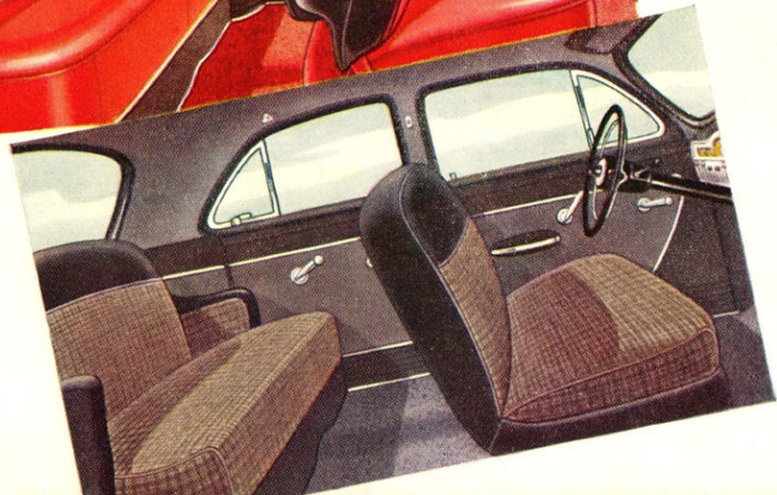
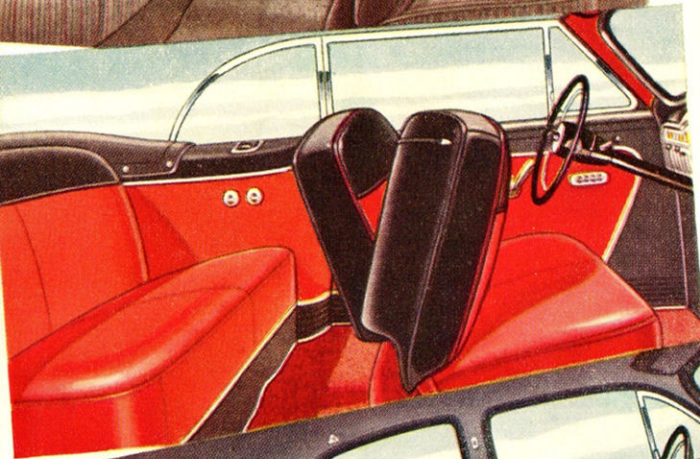
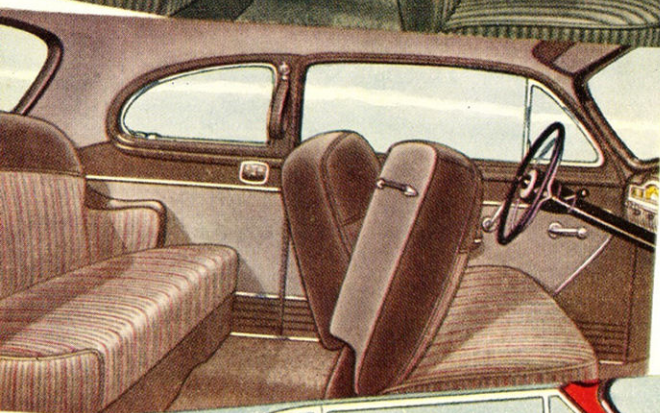
Rub rails extending along sides of body lend a distinctive style touch, with their new ornamentation. Save the body finish, too, when you park in "close quarters".



Outstanding Monarch style details include newly designed headlamp bezels—and parking lamps which blend smoothly into the massive grille. Turn indicator (optional at extra cost) with fingertip control on steering column, brings extra safety. Front parking light and corresponding tail light flash warning to indicate direction of turn. Beautiful new tail light design utilizes vertical chrome bar motif to balance strong horizontal lines of the wrap-around rear bumper.



A Masterpiece in styling



Monarch's stylish instrument panel is a masterpiece of tasteful design. Control knobs are designed for finger-fitting convenience. Instruments are grouped for at-a-glance visibility.

Illustrated at top is the striking Two-Tone Green Stripe Broadcloth upholstery, with Green Metallic trim.

Second Illustration: Tan and Grey Striped Broadcloth interior upholstery scheme with stylish Brown Metallic trim.

Third Illustration: For the Convertible: Red and Black All Leather with Black trim or a choice of Dark Blue and Ivory or Two-Tone Tan genuine leather with matching interior trim. Black or Grey-Tan top with any Convertible colour scheme.

Fourth Illustration: Blue and Grey Block Broadcloth with Dark Blue Metallic trim.

Many advanced features for beauty, convenience and luxurious comfort meet your eye, the moment you step inside the 1951 Monarch. Fabrics of rich quality and interesting pattern lend a distinctive note you'll like. Sag-resisting seats are cushioned with soft, foam rubber. Door kick-pads and other items exposed to hard wear are protected with attractive, yet exceptionally durable vinyl material. Floors are carpeted with ribbed and stippled durable rubber mats, coloured to harmonize with the upholstery.

The handsome new steering wheel, with its full-circle horn ring and gleaming ornamental centre piece keynotes a whole ensemble of distinguished new appointments, including . . . electric clock . . . automatic courtesies lights . . . restyled door and window regulator handles . . . roomy glove compartment . . . robe rails . . . arm rests.

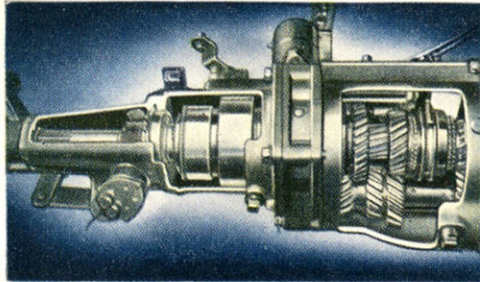
Notice the exceptionally generous width of Monarch's front and rear seats. There's welcome head and leg room, too. And Monarch's rear seat is well ahead of the rear axle to assure better riding comfort.

You Ride Like a King in the 1951 Monarch!

1951 Monarch

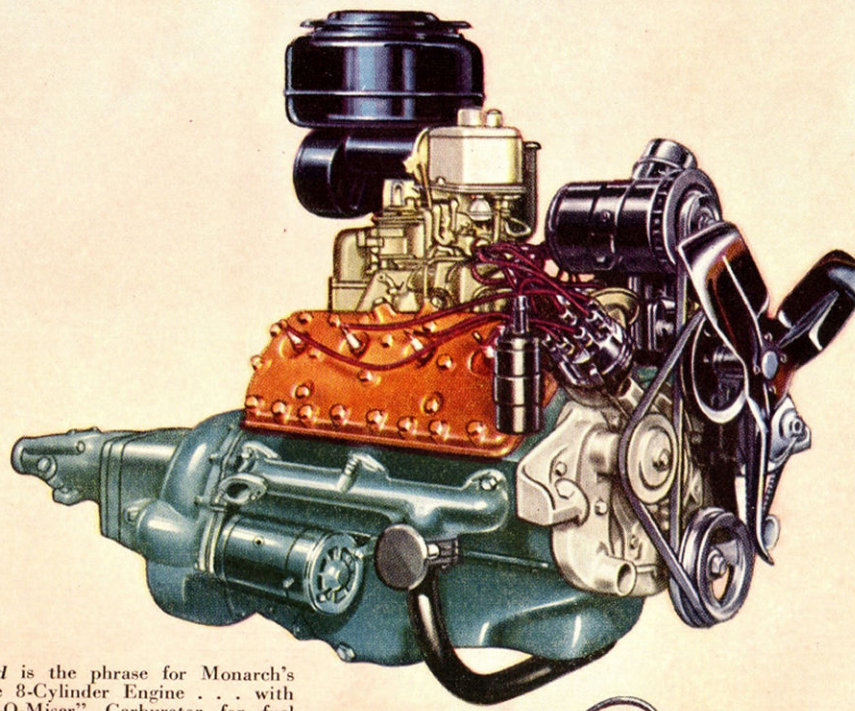
An Engineering Masterpiece

Monarch sets the pace in engineering design for its field. You see one striking proof in the fact that other cars are trending to the famous V-type Engine design. But, remember, back of Monarch's "Masterpiece" V-type 8-Cylinder Engine for 1951 are many years of testing and advanced development . . . the proved experience and resources of the world's largest maker of V-type Engines. You see the same kind of engineering leadership in Monarch's modern chassis design, built for strength and longer life . . . in the advanced front and rear springing systems for soft, road-steady riding . . . in the highly efficient steering and braking for outstanding ease and safety of control.

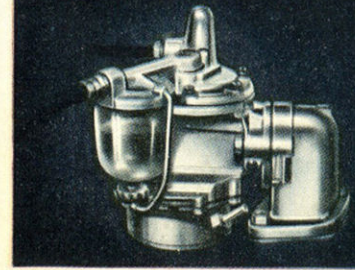


"Touch-O-Matic" Overdrive . . . at speeds over 26 m.p.h., "Touch-O-Matic" Overdrive provides an automatic fourth gear that reduces engine speed 24% without changing car speed. Increases gas economy 20% at highway speeds. For extra power in passing other cars, for climbing long hills, press accelerator to floor and car returns to direct drive.

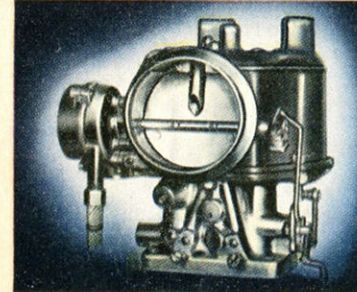
(Optional at extra cost.)



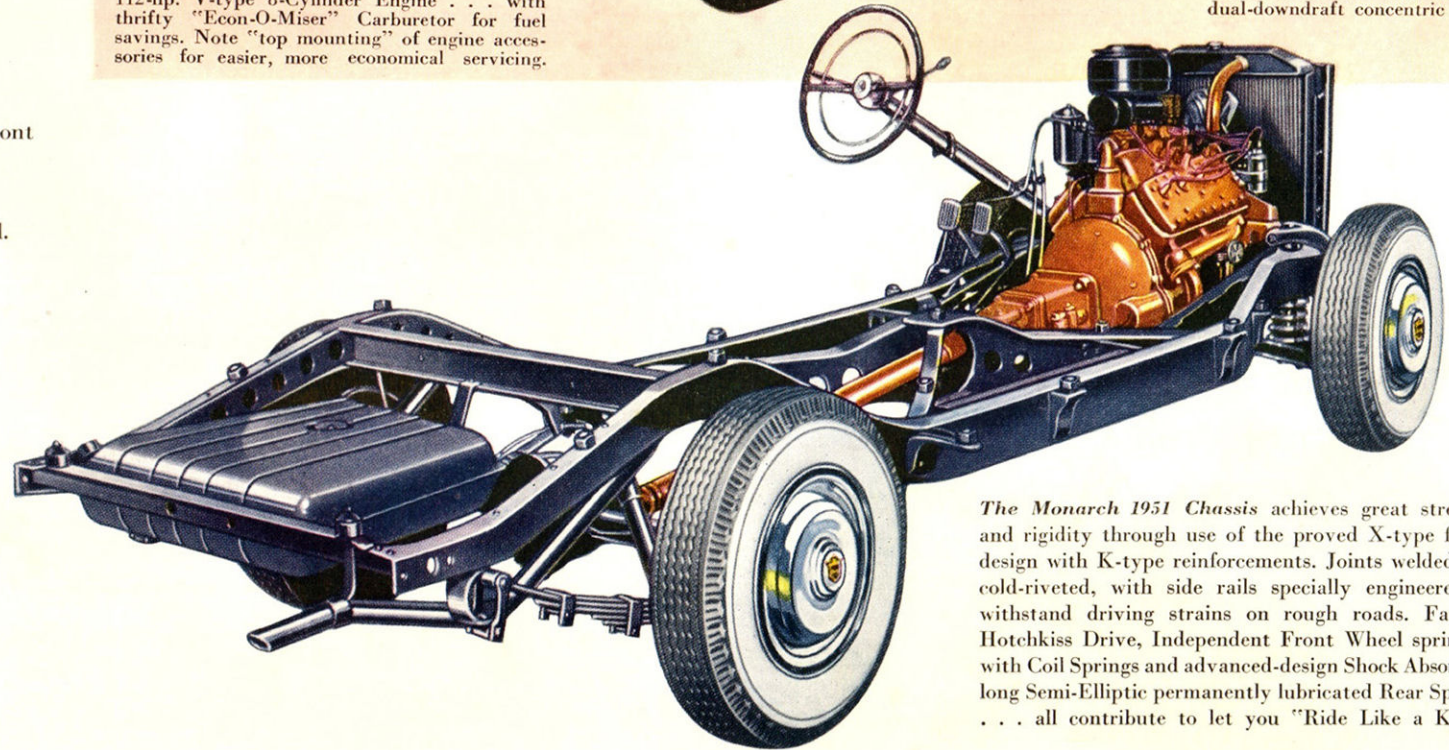
Action-packed is the phrase for Monarch's 112-hp. V-type 8-Cylinder Engine . . . with thrifty "Econ-O-Miser" Carburetor for fuel savings. Note "top mounting" of engine accessories for easier, more economical servicing.



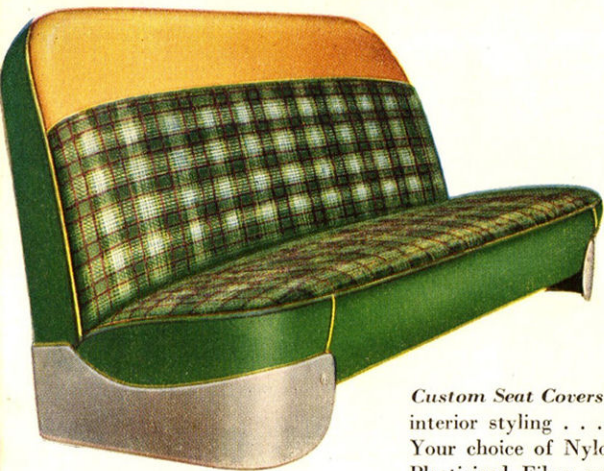
Vacuum Booster Fuel Pump for constant-speed operation of windshield wipers . . . no "slow-down" when accelerating or climbing hills.



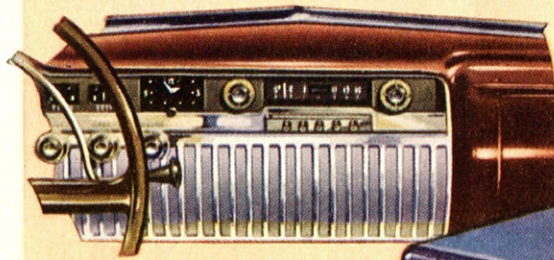
"Econ-O-Miser" Carburetor . . . dual-downdraft concentric bowl type.



The Monarch 1951 Chassis achieves great strength and rigidity through use of the proved X-type frame design with K-type reinforcements. Joints welded and cold-riveted, with side rails specially engineered to withstand driving strains on rough roads. Famous Hotchkiss Drive, Independent Front Wheel springing with Coil Springs and advanced-design Shock Absorbers, long Semi-Elliptic permanently lubricated Rear Springs . . . all contribute to let you "Ride Like a King".



Custom Seat Covers . . . add to your Monarch's smart interior styling . . . and give worthwhile protection. Your choice of Nylon, Saran, Wool, Rayon, Silcora, Plasticized Fibre and Gabardines—in a wide colour range—tailored to *fit right*, and *last longer*.

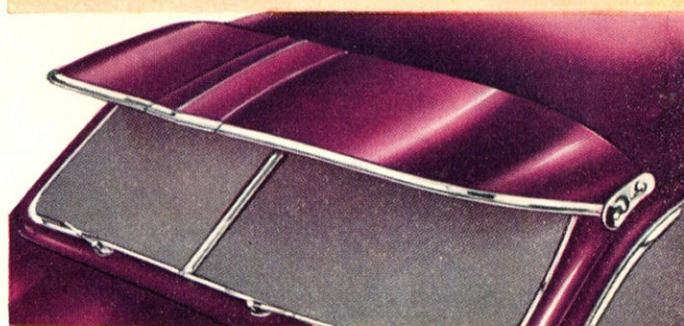


Two-Speaker Radio . . . one behind instrument grille, the other mounted back of rear seat . . . gives the ultimate in listening pleasure and realism of tone for both front and rear seat passengers. Three way control—front and rear speakers operate independently or both together. Powerful, selective 6-tube chassis. Push-button tuning; tone control.



Custom styled **1951 Monarch** Accessories

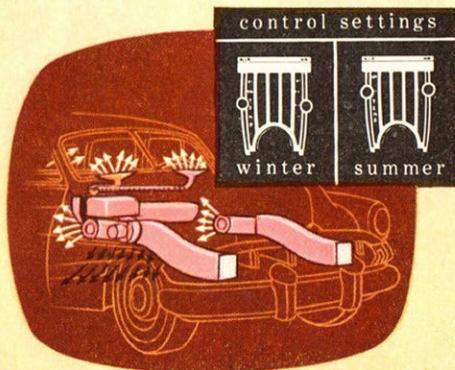
Shown here are just a few of a wide variety of attractive accessories, custom styled to "dress up" your new Monarch while adding greatly to your comfort and motoring pleasure.



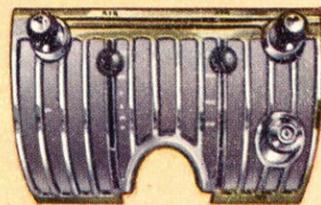
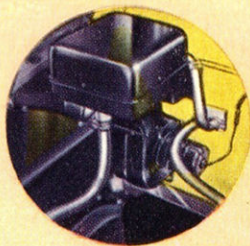
Exterior Visor for added safety and driving enjoyment all year 'round. Shields eyes against glare . . . reduces heat in front seat due to summer sun . . . helps keep windshield free from bug splatter, ice, sleet and snow.

Below: See how fresh air is drawn into car through ducts alongside radiator . . . then circulated through heating and defrosting system. Thermostatic Control regulates temperature automatically, maintains the selected temperature throughout the entire car interior.

Fresh air heating (optional at extra cost) and ventilating system adds the finishing touch of luxurious all-season comfort and healthful motoring pleasure. In winter, the Fresh-Air Heater and Defroster combine to give you snug warmth in both back and front compartments—and to keep the windshield clear of mist, sleet and snow. In summer, you enjoy constantly circulating fresh air. Air, warm or cool, is distributed the full width of the floor and under front seat to the rear passenger compartment.



Heater Unit is in engine compartment for quietness and extra legroom for front seat passengers.



Defrosting and defogging action is exceptionally rapid.



Blower System increases circulation at low car speed or when car is standing.

S P E C I F I C A T I O N S



Engine: 8-cylinder, V-type, L-Head, develops 112 Hp. at 3600 r.p.m. Maximum torque: 206 ft.-lb. at 2000 r.p.m. Taxable Hp. 32.5. Bore, 3-3/16 in.; stroke 4 in. Four degree, three-point rubber mounting. Compression ratio 6.8 to 1.

Lubrication: Gear-type oil pump. Force feed to crankshaft, camshaft, and connecting rod bearings. Replaceable cartridge-type Full-Flow oil filter (optional at extra cost). Positive crankcase ventilation to reduce moisture condensation. Oil capacity, 7 pints; 11 pints when oil filter cartridge changed.

Cooling System: Full-flow system circulates all coolant all the way through block and cylinder heads, for uniform cooling and longer engine life. Two sealed, pre-lubricated double-row ball bearing water pumps. Full length water jacket warms oil in cold weather—cools oil on long drives. Three blade silent fan. Coolant capacity, 19 quarts; 20.2 quarts when fresh-air heating unit installed.

Fuel System: Fuel tank capacity, 15½ gal. Camshaft driven diaphragm-type fuel and vacuum booster pump. Automatic choke. Oil-bath air cleaner. Concentric bowl, dual-downdraft carburetor with "Econ-O-Miser" Valve control.

Electrical System: Battery, 17 plate, 100-ampere hour. High-capacity generator with automatic voltage control. Pressure-type automatic spark control. Single-breaker point distributor.

Frame: Heavy steel, cold-riveted and welded. X-member frame with K-type reinforcement bracing. Wheelbase, 118 inches. Overall length, with front and rear bumpers, 207 inches.

Body: Heavily reinforced, welded all-steel. Weather sealed and sound conditioned throughout. Fiberglass insulation in top and engine compartment wall.

Wheel Suspension: Front, independent coil springs, with hydraulic telescopic shock absorbers inside. Stabilizer bar to reduce roll. Rear, semi-elliptic leaf springs with full length impregnated liners. Telescopic shock absorbers mounted "sea-leg" fashion to reduce vertical shocks and sidesway.

Drive: Single dry-plate clutch with low pedal pressure. Standard 3-speed silent transmission with synchronizers to provide quiet shifting. Hotchkiss rear drive with semi-floating rear axle and hypoid-type ring gear and pinion. Gear ratio 3.9 to 1. Touch-O-Matic Overdrive (optional at extra cost). Axle ratio supplied for overdrive is 4.27 to 1.

Brakes: Hydraulic "Duo-servo" type, giving low pedal pressure. Equalized, cable-type parking brake operates rear wheel brakes only.

Tires: Extra low pressure—7.10 x 15 tires with extra-wide rims for safety and riding comfort.

Exterior Colours: Solid enamels—Black, Sheridan Blue, Everglade Green, Sheffield Green, Mission Gray. Metallic enamels: Banning Blue, Luxor Maroon, Culver Blue and Starlight Green. Two tones (at extra cost)—(First colour listed is upper colour): Dune Beige and Penrod Tan; Mission Gray and Sheridan Blue; Sheffield Green and Everglade Green. Special Convertible Colours: Sulphur Yellow and Fez Red.

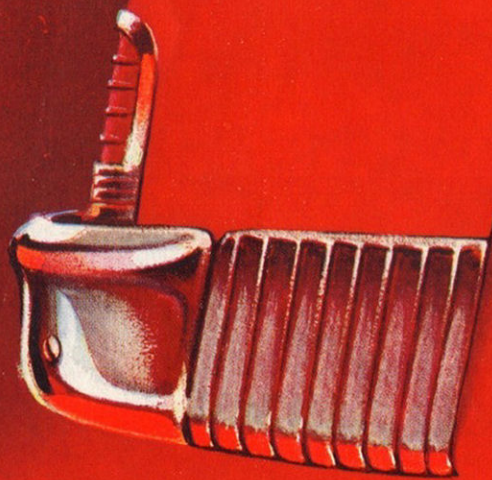
Upholstery: Closed models: Tan and Gray Stripe Broadcloth with Brown Metallic trim; Blue-Gray Block Broadcloth with Dark Blue Metallic trim; Two-tone Green Stripe Broadcloth with Green Metallic. Genuine leather available at extra cost. Convertible: Red and Black all leather with Black trim; Two-tone Tan all leather with Brown Metallic trim; Dark Blue and Ivory all leather with Blue Metallic trim. A choice of Black, or Gray-Tan top with any colour scheme.

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F O R D M O T O R C O M P A N Y O F C A N A D A , L I M I T E D
W I N D S O R , O N T A R I O



Ride like a King in a **1951 Monarch**

