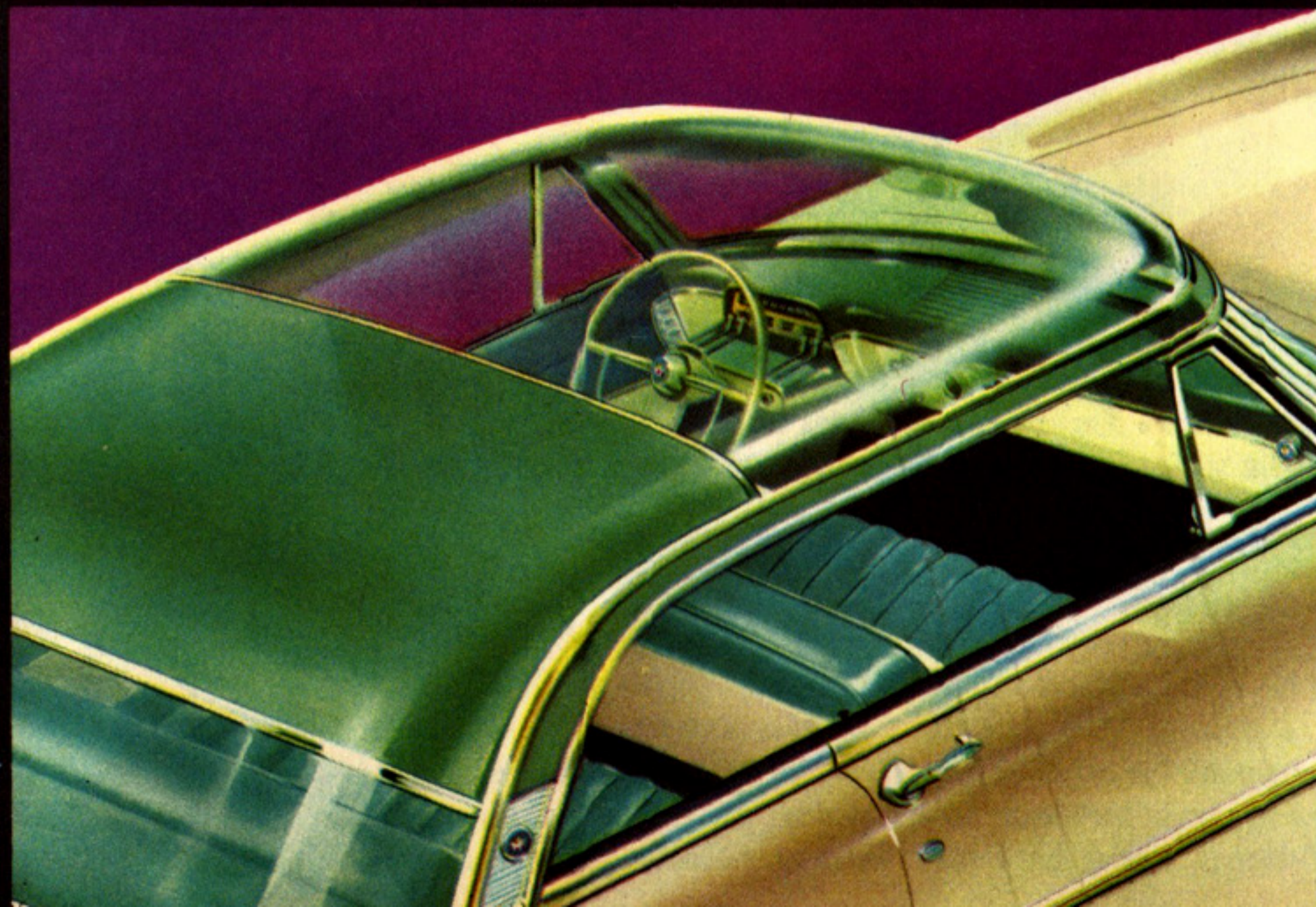


1951

51

Monarch

Lucerne



- ◆ The ultimate in beauty
- ◆ With all the fine-car features you've set your heart upon!

NOW sensational **NEW** performance

ALL-NEW 161-Hp. OVERHEAD-VALVE ENGINE

Here it is . . . a revolutionary advancement in automotive engineering . . . the all-new 161-Hp. overhead-valve V-8 engine that powers all 1954 Monarchs! Every phase of performance has been impressively improved. The new kidney-shaped combustion chamber and four-barrel carburetor give a tremendous plus in power. New "Power Charge" intake manifold gives greater fuel economy by distributing fuel-charges equally among all eight cylinders. New "Power Stroke" connecting rods are more durable . . . exclusive "Super-Structure" crankshaft, forged from specially processed metal, runs more quietly. "Power Mount" transmission attachments transfer power smoothly and evenly. Because piston-stroke is shorter, you can travel 29% farther for every inch of piston travel!

New "twin-tornado" combustion chamber is designed to create maximum turbulence. In the kidney-shaped chamber the spark-flame spreads rapidly through the compressed mixture, resulting in a combination of greater power with high fuel economy. New four-barrel carburetor produces more power, greater economy and smoother performance. Under normal driving conditions, two barrels supply the mixture of fuel and air. For high-speed driving or quick surges of acceleration, all four barrels go into action.

3 COMPLETELY PROVED COMPLETELY MODERN TRANSMISSIONS

AUTOMATIC TRANSMISSION*

Monarch offers the most modern and efficient automatic transmission on the road today. With the selector lever set at "Drive", you just step on the gas and go. Automatic Transmission, transferring power smoothly and quietly through a cushion of oil, selects the right gear ratio . . . brings you effortless driving with no clutching or hand-shifting.

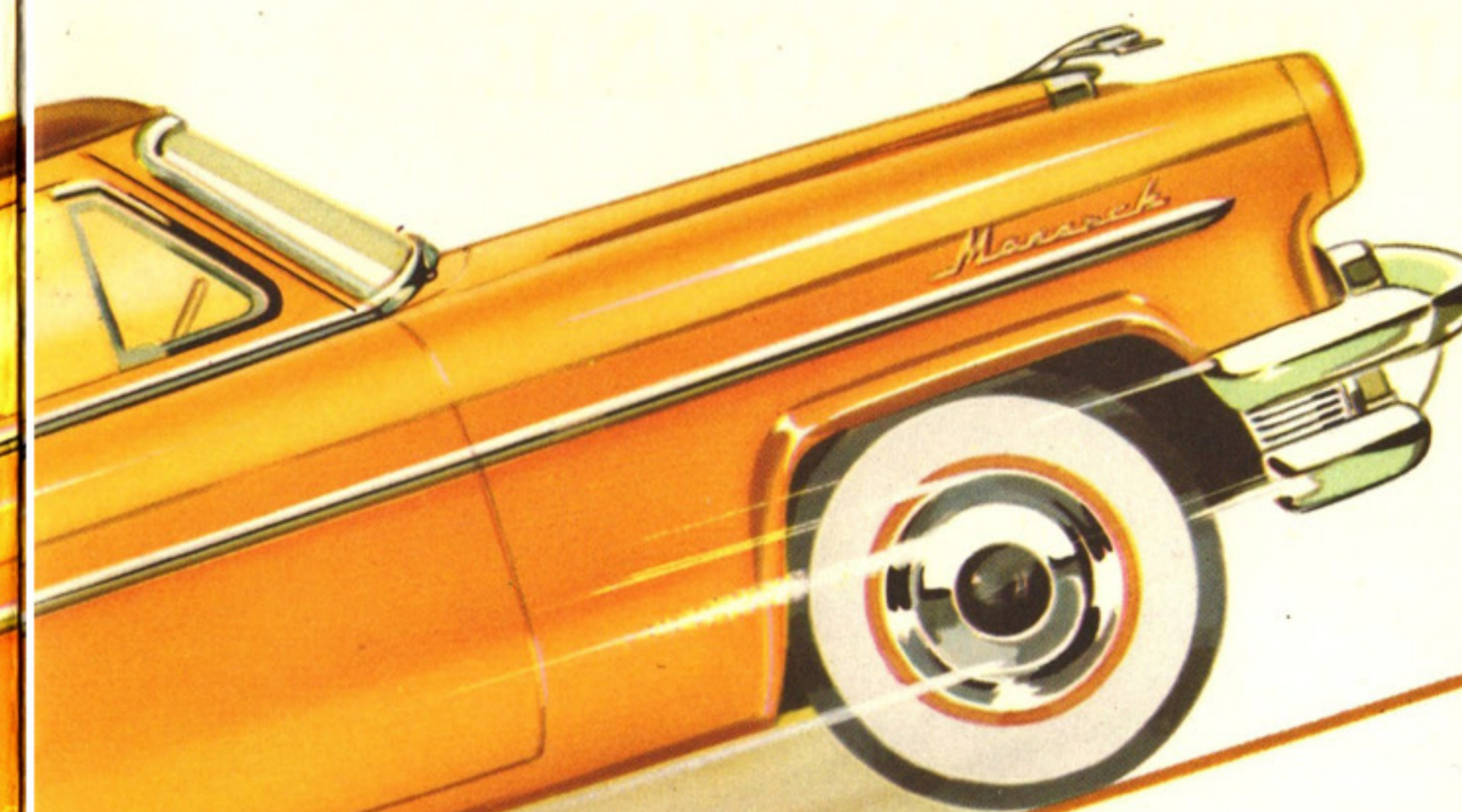
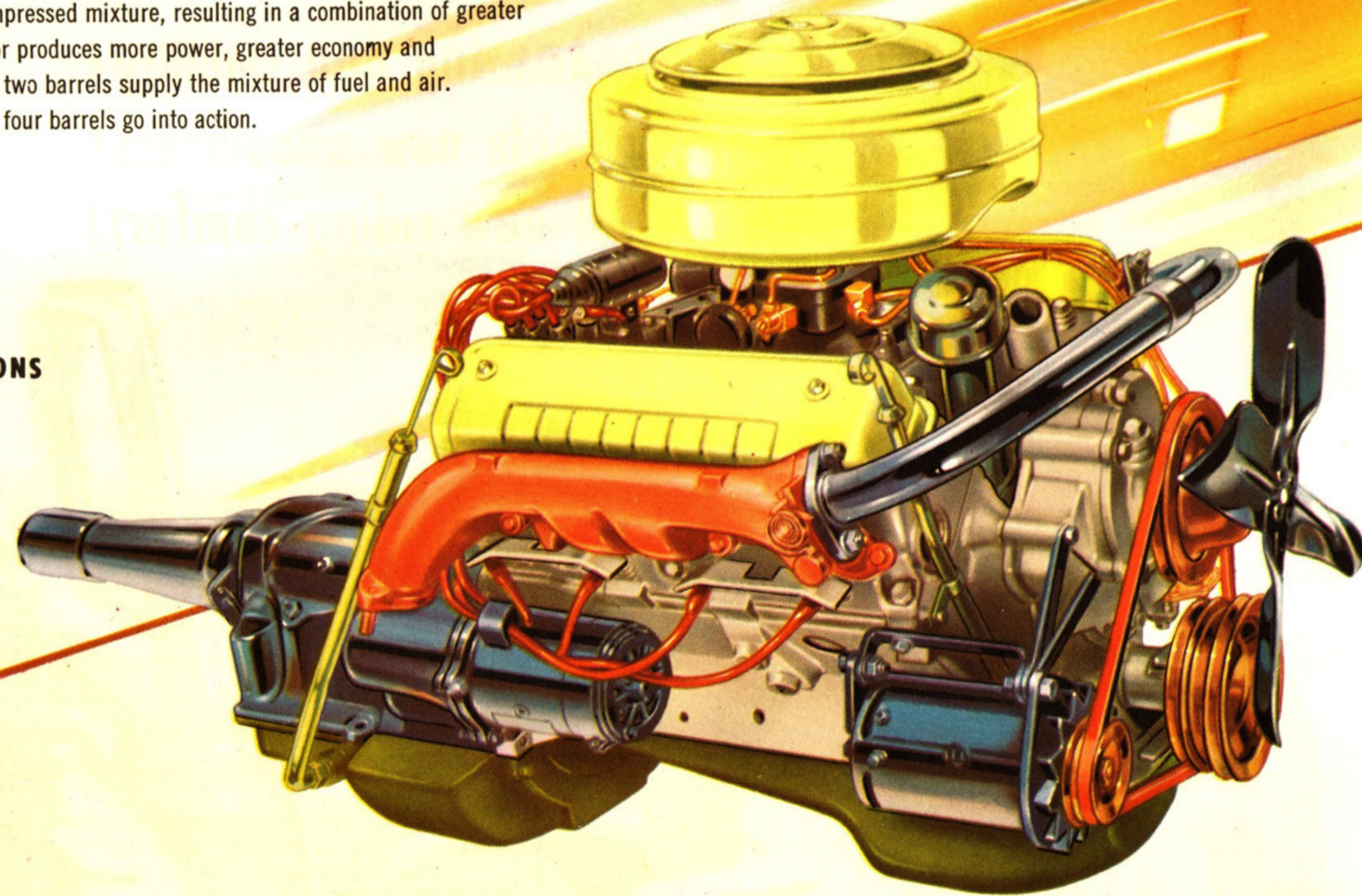
OVERDRIVE*

By providing what amounts to a fourth forward gear-ratio for cruising speeds, Overdrive gives smoother, quieter performance, reduces engine wear and effects up to 20% savings on fuel. An exciting "gas-economizer"!

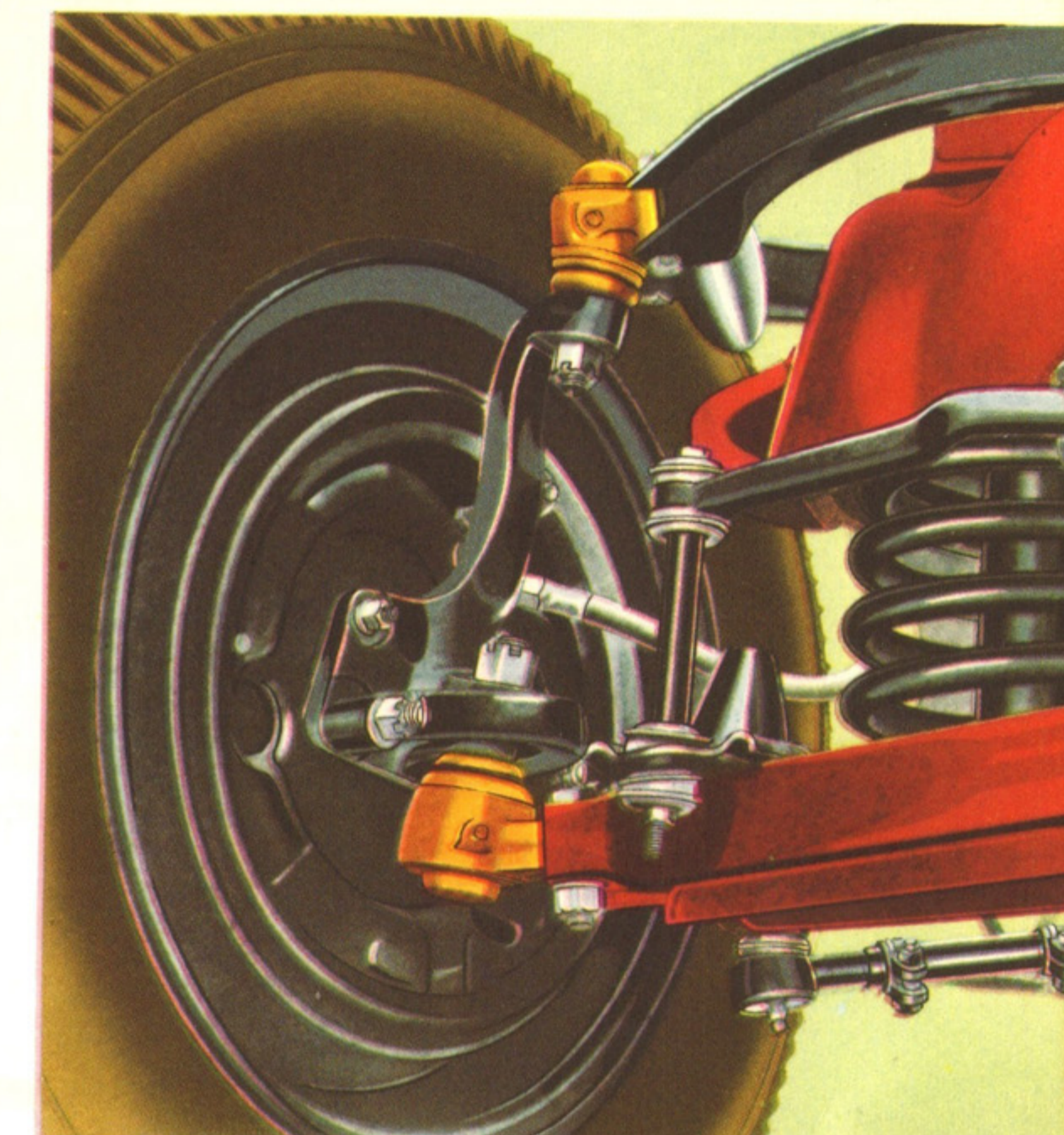
CONVENTIONAL TRANSMISSION

Monarch has the very finest in standard transmission with block-type synchronisers which make gear-clashing almost impossible. "Balanced tooth" gears are durable and long-lived.

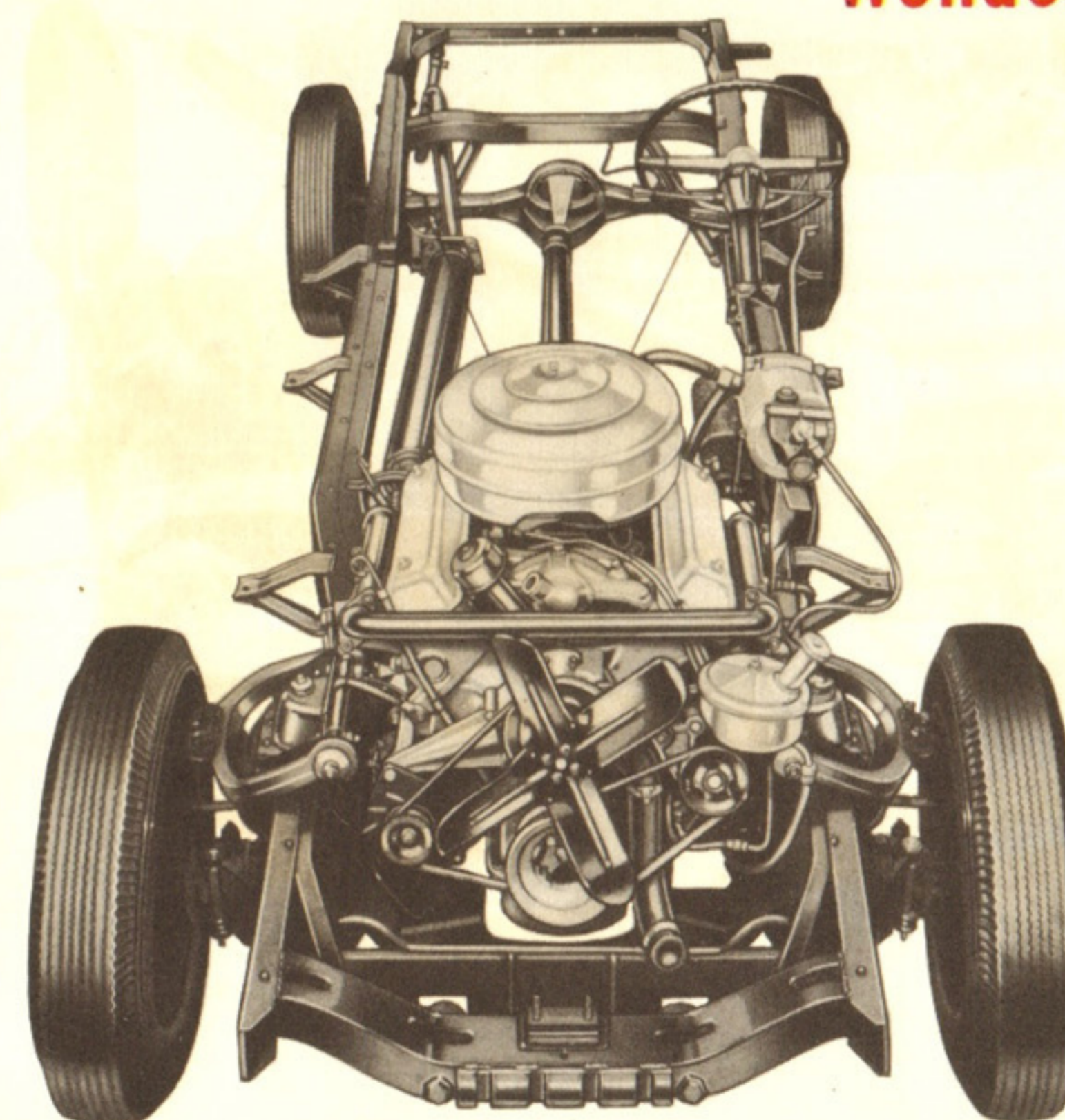
(*Optional at extra cost on certain models)



Amazing new stability!
Unbelievable new smoothness!
Wonderful new riding comfort!



BALL-JOINT FRONT SUSPENSION



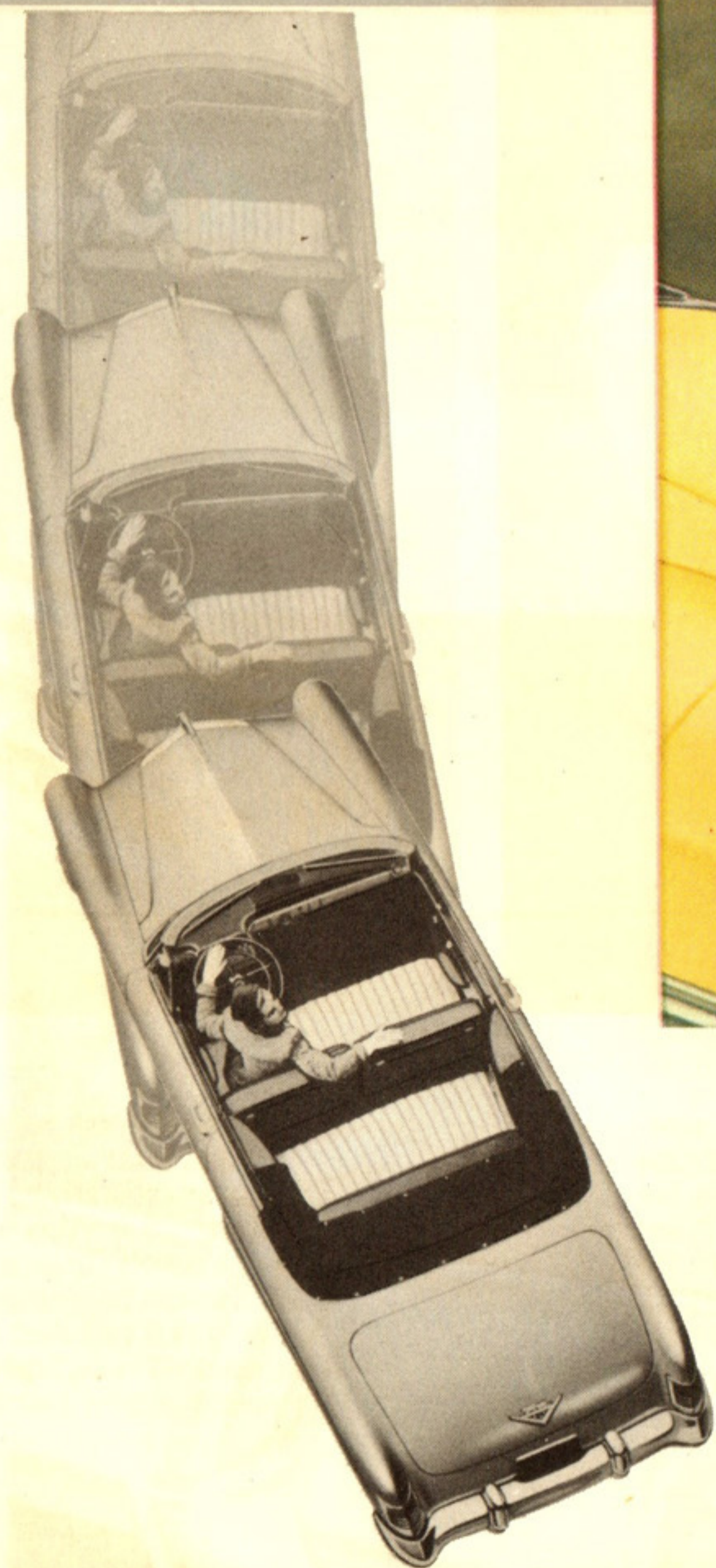
Monarch is first in its field to bring you another startling engineering advancement in automotive design . . . all-new ball-joint front suspension—the finest ride-control system ever devised to meet today's new motoring standards! With this revolutionary new ball-joint suspension system, the 1954 Monarch is the master of every road. It clings to the highway with reassuring steadiness, takes the sharpest curves with a smooth, unvarying sureness that you've never experienced before. This amazing new front-suspension unit utilizes massive, durable ball-joint sockets which precisely co-ordinate turning movements with up-and-down springing motions. Acting in combination with Monarch's new front springs and shock-absorbers, Monarch's ball-joint suspension gives you the smoothest, evenest, softest and safest ride you've ever known!

On Monarch's precision-built chassis you ride in luxurious ease in the "comfort zone" between the wheels. Variable-Rate Rear Springs, with controlled flexibility, smooth out the roughest roads by stiffening under heavy stress, then loosening again as bumps are passed. Stronger-than-ever frame construction incorporates extra-rigid tubular cross-member. Stedi-line steering, with 25.4-to-1 ratio, assures straight-line control, makes parking easier.

POWER

at your service...to take
effort out of driving!

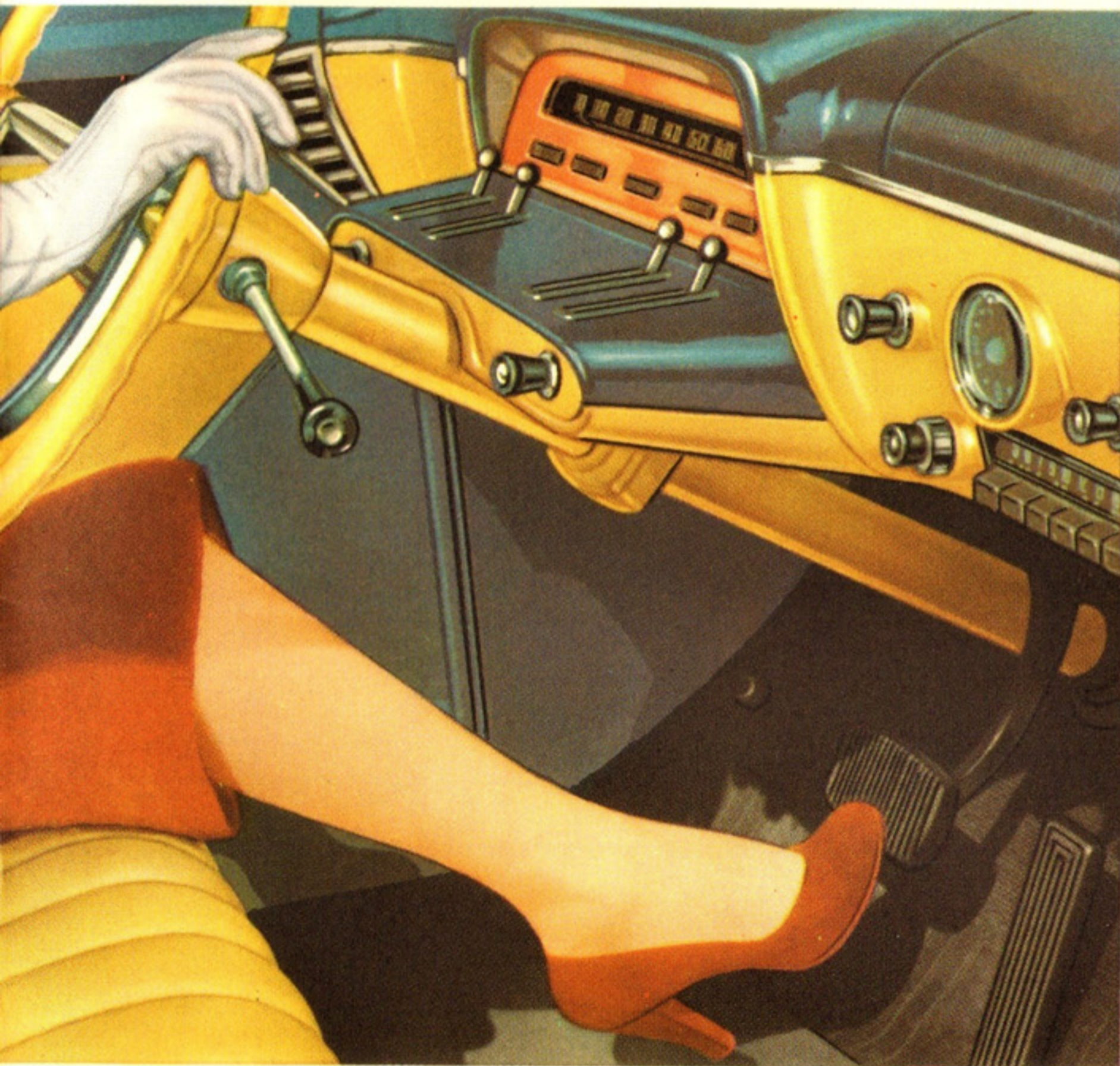
The miracle of "power assistance" banishes fatigue and effort when you drive a Monarch equipped with these modern-as-the-minute power features. Power Steering makes turning and parking easy and effortless. Power Brakes bring you to a safe, smooth stop at touch of pedal . . . Power Seat places you behind the wheel in exactly the right position for comfort and visibility. The 1954 Monarch is powered through and through to bring you the finest kind of driving you've ever known! What a "power story" Monarch can tell in 1954!



Completely effortless **POWER STEERING***

Monarch's power steering system provides complete freedom from strain and effort yet allows you to retain the "feel" of steering that is recognized as the sign of perfect control. Hydraulic power assists you in exactly the degree you require, supplies up to 75% of the energy you need to turn or park. Power Steering absorbs road-shock when the going is rough, preventing the unpleasant sensation of "wheel-fight". With Power Steering you drive relaxed and at ease, mile after mile.

Completely effortless
POWER BRAKES*
for safe, sure stops
with toe-touch pressure



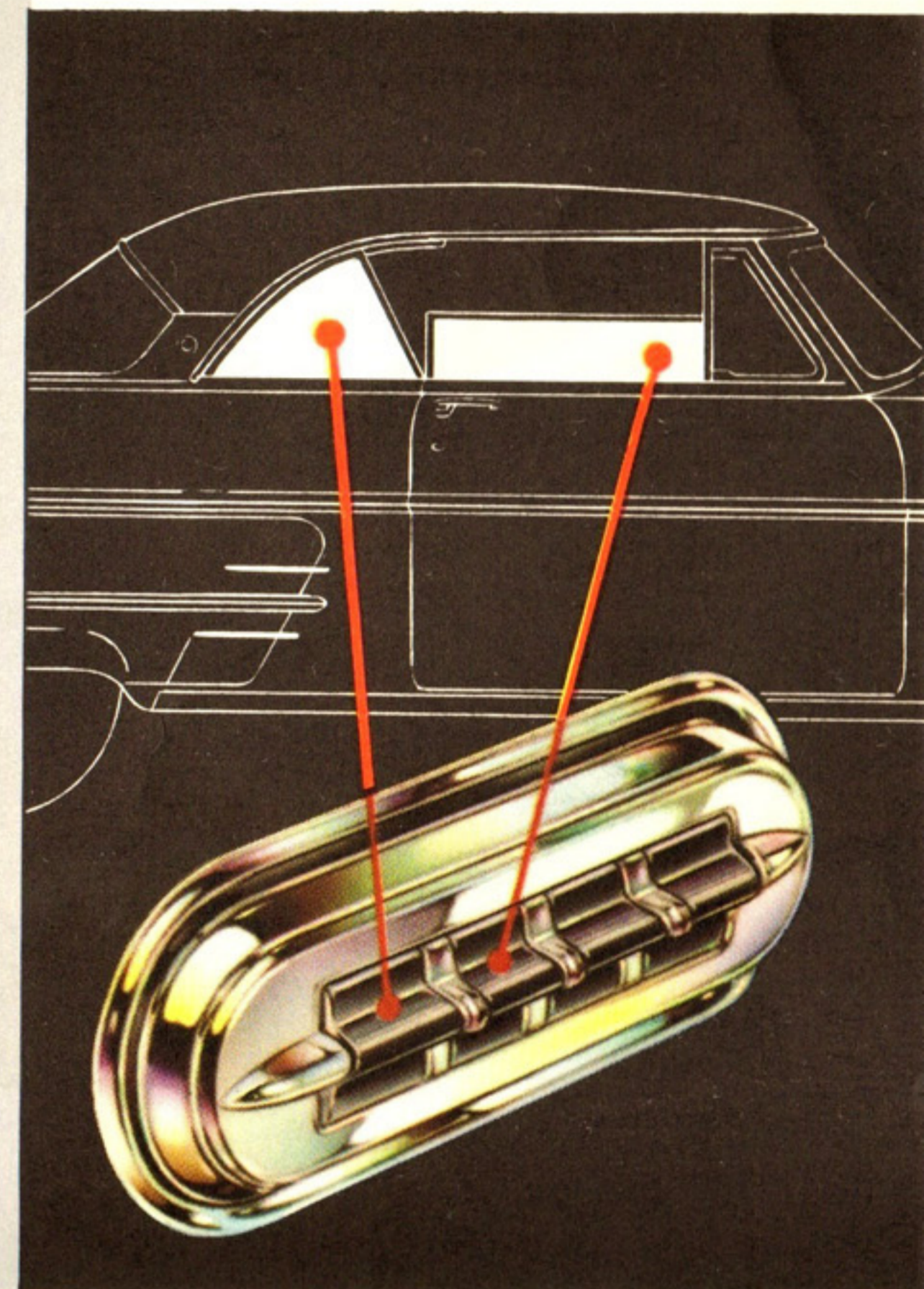
You can come to a smooth, straight-line stop with a gentle pressure on the pedal when your Monarch is equipped with Power Brakes. Engine vacuum provides the power for the braking action, eliminating physical tension and muscle-strain. Vacuum braking plus mechanical linkage means more safety with less effort. Because the Power Brake pedal is closer to the floor and therefore nearer the accelerator, "braking-reaction" time is shortened . . . which makes for added safety and confidence.

Completely effortless
POWER SEAT*
instant four-way adjustment
for maximum comfort



Your position behind the wheel—with relation to wind-shield-vision and pedal-control—is an important safety and comfort factor. Every driving member of your family can enjoy safer and more relaxed driving with Monarch's Power Seat. A touch of a switch raises or lowers you to the point where visibility is best for you . . . moves you forward or back to the point where you're ideally placed for complete operating control. You drive relaxed, arrive refreshed—with Monarch's Power Seat.

Completely effortless
**POWER
WINDOWS***
open and close
automatically



Convenient push-button controls raise and lower windows automatically for greater driving comfort and convenience in every kind of weather, at every time of year. All windows can be controlled from the driver's seat and each window can be operated individually by a conveniently located switch.

1954 Monarch

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

ENGINE SPECIFICATIONS

TYPE: The new 1954 Monarch 161-Hp. engine is an advanced design, overhead valve V-eight, developing 161 horsepower at 4400 rpm. Bore, 3.625 in., stroke 3.10 in. Displacement, 256 cu. in. Compression ratio, 7.5 to 1. Two "high-point" rubber engine mounts in front; compression rubber mount in rear. Counter-balanced precision moulded crankshaft with five selectively fitted main bearings of replacable micro-babbitt type. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating valves. Chain-driven camshaft, high-lift cams.

FUEL SYSTEM: Four-barrel downdraft carburetor of simplified, concentric bowl-design with vacuum-controlled secondary barrels mounted inside oil-bath air cleaner. Automatic idling control. Automatic choke with manifold mounted heat control. Camshaft-driven diaphragm-type fuel pump with vacuum booster for constant speed windshield wiper operation. Fuel tank capacity, 15½ gallons.

ELECTRICAL: High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wiring. High capacity, 57-plate, 100-ampere-hour battery. High-capacity, low cut-in generator with automatic current and voltage control. 6-volt system. Key-turn follow-through type drive starter on all cars.

LUBRICATION: Pressure lubrication to all main, connecting rod, and cam-shaft bearings. Gear-type oil pump. Full-flow oil filter. Positive crankcase ventilation. Oil capacity, including filter, 5 quarts (Imp.).

COOLING SYSTEM: Full-flow pressure cooling, single high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed, 4-blade silent fan. Coolant capacity, 15 quarts.

BODY SPECIFICATIONS

DIMENSIONS: Wheelbase, 118 in. Over-all length, 205.38 in. Height, loaded, 62.2 in. (Two-Door and Four-Door Sedans), 60.55 in. (Lucerne Sun Valley and Coupe), 61.13 (Convertible). Over-all width, 74.40 in. over mldg. Tread 58.0 in. front, 56.0 in. rear.

CONSTRUCTION: All-steel welded body with reinforced floor, dash, and rear cross-section. Insulated with glass fibre pads and other materials against weather, noise, and dirt. Counterbalanced hood and deck lids.

VENTILATION: Dual air-duct ventilation system with individual controls. Full-length defroster vent. Front and rear ventilating windows on four-door sedans.

EXTERIOR COLOURS: A wide selection of solid enamels and two-tone combinations.

UPHOLSTERY: Matching Colours and Upholstery in a variety of combinations.

CHASSIS SPECIFICATIONS

FRAME: Heavy steel, cold-riveted and welded ladder-type frame with double channel box-section side rails and 5 cross-members. Lucerne Coupe and Sun Valley have extra-heavy outer side rail sections for extra strength. Lucerne Convertible has X-member frame with heavy reinforcement.

SUSPENSION: Independent ball-joint front wheel suspension. Telescopic shock absorber mounted inside front coil springs. Front torsional stabilizer bar to dampen sway. Long-leaf, semi-elliptic rear springs, with full-length liners for permanent lubrication. Tension type rear spring shackles. Telescopic rear shock absorbers "sea-leg" mounted.

STEERING: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 25.4 to 1.

DRIVE: Hotchkiss drive with tubular propeller shaft, carrier-type axle with hypoid gears. Rear wheel bearings permanently lubricated.

BRAKES: "Duo-Servo" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

TIRES AND WHEELS: Extra-low pressure tires, 7.10 x 15, on pressed-steel wheels with extra-wide rims. (7.60 x 15 on Lucerne Convertible and on Lucerne Coupe and Sun Valley with Automatic Transmission.)

Optional equipment at extra cost applicable to certain models: Touch-O-Matic Overdrive, Automatic Transmission, power steering, power brakes, 4-way power seat, electric window lifts, heater, radio, sea-tint windows, white sidewall tires, rear fender skirts and windshield washer.

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, reserve the right, however, to discontinue or change at any time, specifications, design, or prices without notice and without incurring any obligation to purchaser.

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.

FORD MOTOR COMPANY OF CANADA, LIMITED • WINDSOR, ONTARIO



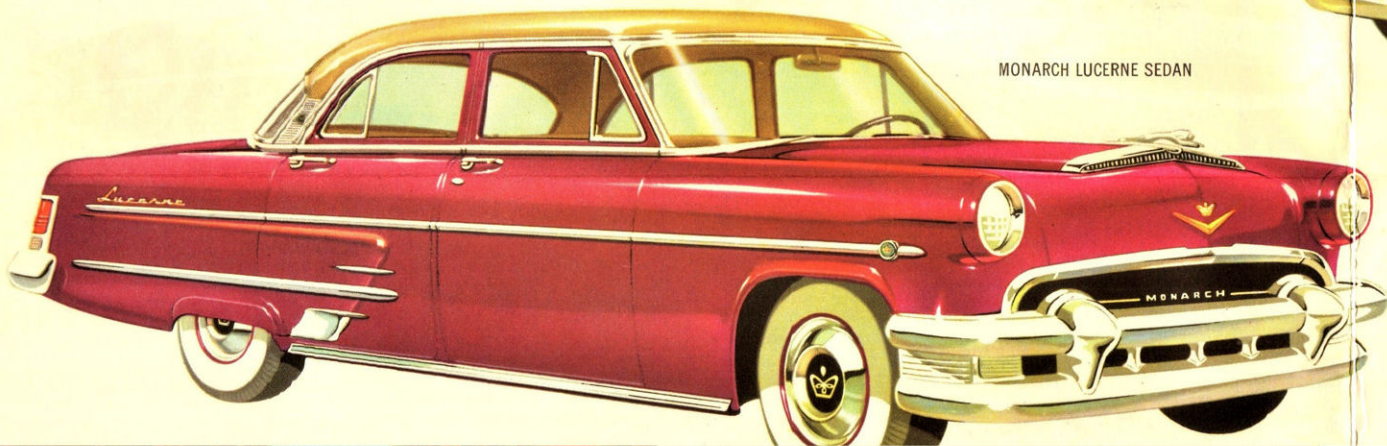
AD. 430

Breathtakingly beautiful... completely new in concept and design

1954 **Monarch**
Lucerne

Everything that Canada's contemporary-minded motorists want most in a truly fine car is exemplified in the thrilling new 1954 Monarch Lucerne Series! Here is a completely new, utterly different concept of fine-car design that proclaims the ultimate in beauty, power and convenience. Automatic Transmission, Power Steering, Power Brakes, Power Seat, Heater, Radio, Tinted Glass, Windshield Washer and Turn Indicators are some of the features these magnificent cars include... features that have been planned and perfected to satisfy, and even exceed, the demands of today's most discriminating fine-car buyers. All the things that are newest, finest and most in demand are summed up in this breath-takingly beautiful group of cars, styled to make tomorrow's dreams come true today—the 1954 Monarch Lucerne Series.

The family with a liking for luxurious comfort and an eye for exciting styling will welcome this new addition to the Monarch line of fine cars—the Lucerne Sedan. This fine new car offers deep-seated comfort for six... the "extras" that count for so much... full-throated power and smooth-cruising ride-control to meet the demands of the modern-minded motorist.

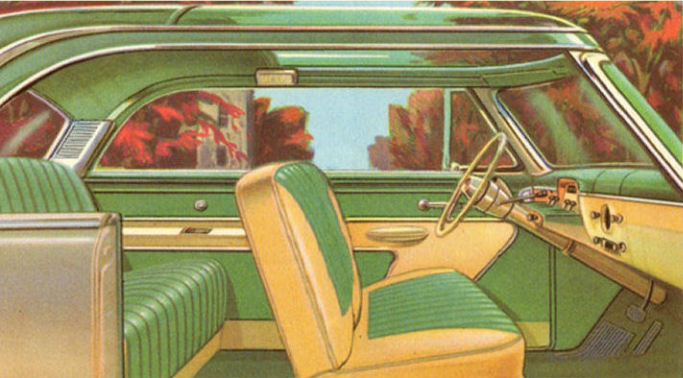
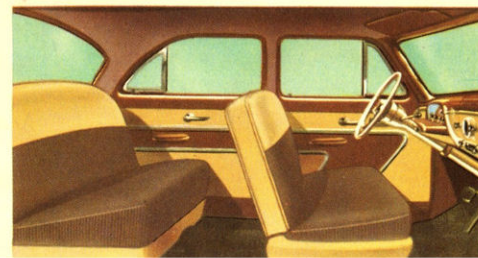


MONARCH LUCERNE SEDAN



MONARCH LUCERNE COUPE

There's more than a hint of the "convertible look" about the Lucerne Coupe... with all the comfort and security of the closed-top model. Visibility is complete in every direction... with the windows down there's not even a centre post to mar the view!



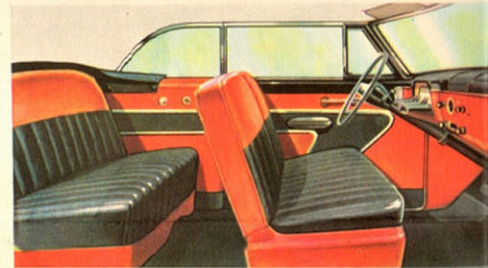
MONARCH LUCERNE SUN VALLEY

Distinguished quality, beauty and elegance are immediately apparent in the Sun Valley interiors. Interior trim is of high-grade leather, sleek vinyl and durable basket-weave fabric. An unusual and attractive pleated pattern has been adopted for seat-back and seat cushion.



Here is a totally new fine car... a car that expresses today's completely new idea of what modern motoring can mean! In this excitingly different, brilliantly original Monarch model you drive beneath a transparent dome of plexiglass, enjoying the thrill of all-over visibility while relaxing, secure and at ease, in closed-car comfort! The delicately tinted plexiglass dome invites the sunshine but filters out heat and glare. Wherever you drive... at home in town, on a country week-end or a holiday trip... you'll find there's far more to enjoy—in the unique and beautiful Monarch Lucerne Sun Valley!

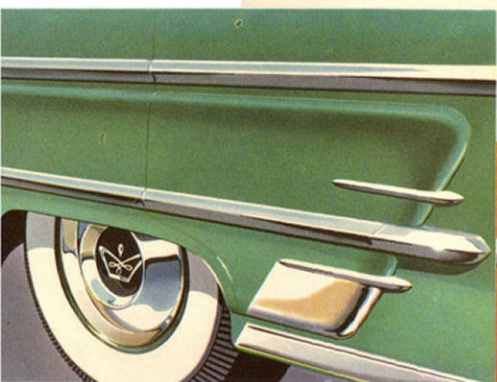
The interiors of the Monarch Lucerne Convertible match the modern mood of its body styling. There are three basic colours for the top which complement body tones, and a broad choice of trim and upholstery fabrics, including smooth vinyls, attractive basket weaves and soft, pliable leather.



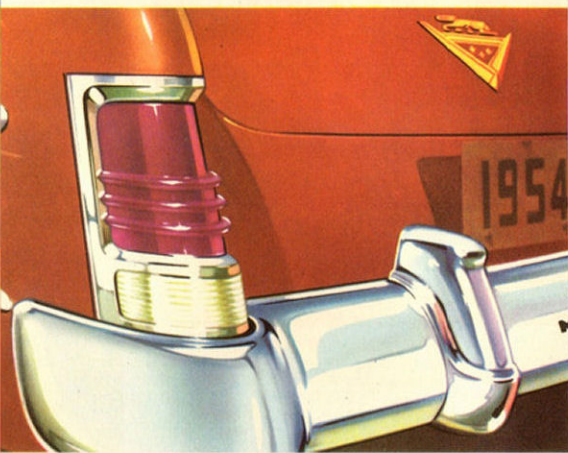
LUCERNE CONVERTIBLE



There's a thrill of excitement in the air whenever this sophisticated beauty passes by. If you're at home with the sun and wind, the Monarch Lucerne Convertible will set your spirits soaring. Everything about it—its fleet lines, its eager V-8 power, its quick responsiveness—is tuned to match your most carefree mood. The electrically operated top moves forward and back at the touch of a handle... windows operate electrically, too.

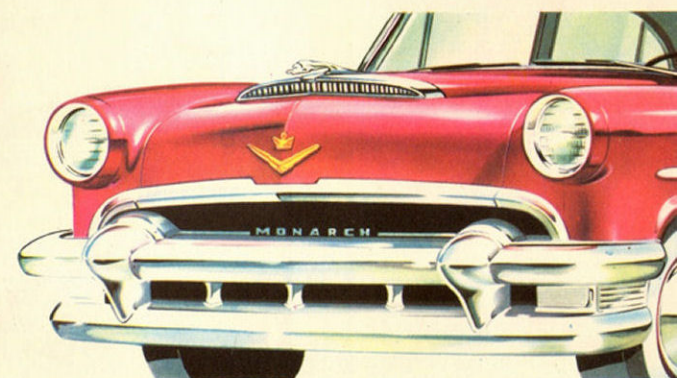
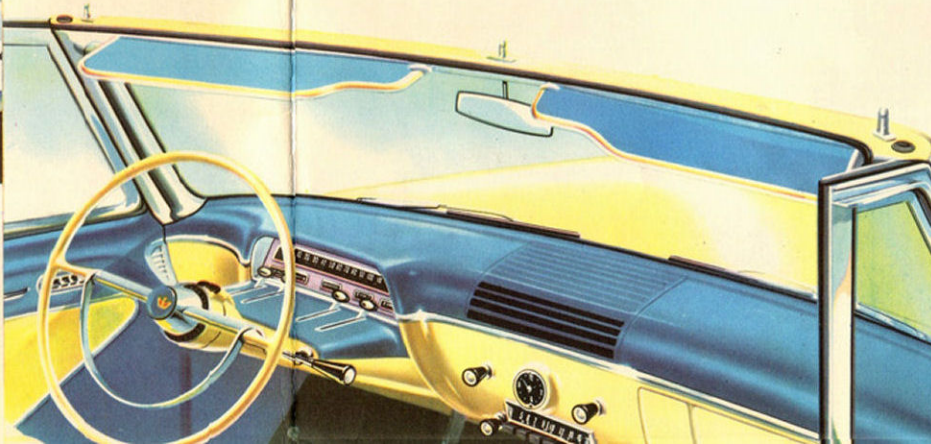


Long, low and lithe is the silhouette of the 1954 Monarch... its sleek speedlines enhanced by the gleaming rub-rail that sweeps arrow-straight from front to rear, the ultra-modern wrap-around bumpers, the smart, contemporary styling of the rear-lender slash mouldings.



The newly re-styled rear quarters of the 1954 Monarch contribute to the longer, slimmer look that characterizes this distinguished car. Rear lights are inset in the fenders, enhancing the straight, dean sweep of the profile.

Easy to see... easy to read... easy to reach... and beautiful to look at... that describes Monarch's all-new instrument panel. The instrument cluster is set in a clean, uncluttered dash-line. The instruments themselves appear horizontally, for easy reading... they're hooded to reduce light reflection... lighting can be quickly varied for maximum visibility without glare.



Planned to inspire a stunning "first impression", the 1954 Monarch sets a new style with a completely new grille, new hood scoop, new ornamentation. Its feeling of massive strength is tempered by the graceful curve of the downswept hood, the smartly integrated design of grille and bumper.