

ride in new beauty
ride with new power



Monarch

BREATH-TAKING

from every point of view !

ALL-NEW BEAUTY with new longer, slimmer styling

ALL-NEW ENGINE with completely new overhead-valve V-8 performance

ALL-NEW RIDE with amazing stability from new ball-joint front suspension

ALL-NEW CHOICE OF MODELS with two entirely new style-leaders in the line

POWERED THROUGHOUT FOR NEW DRIVING EASE

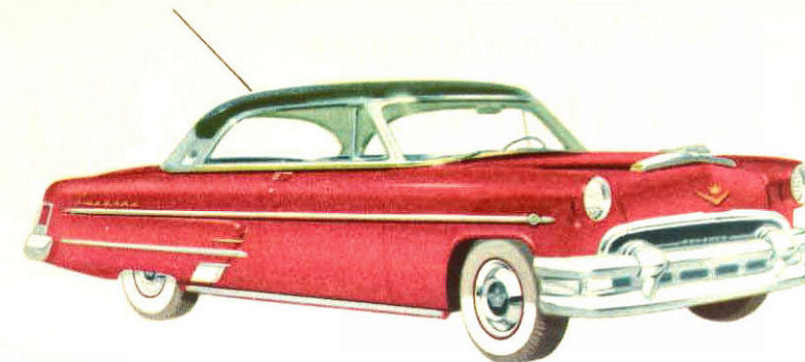
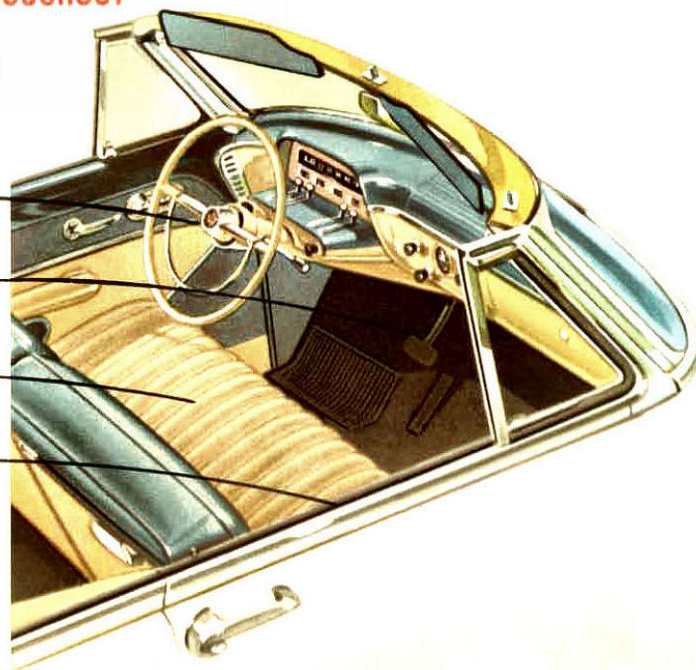
offering

**POWER
STEERING**

**POWER
BRAKES**

**POWER
SEAT**

**POWER
WINDOWS**

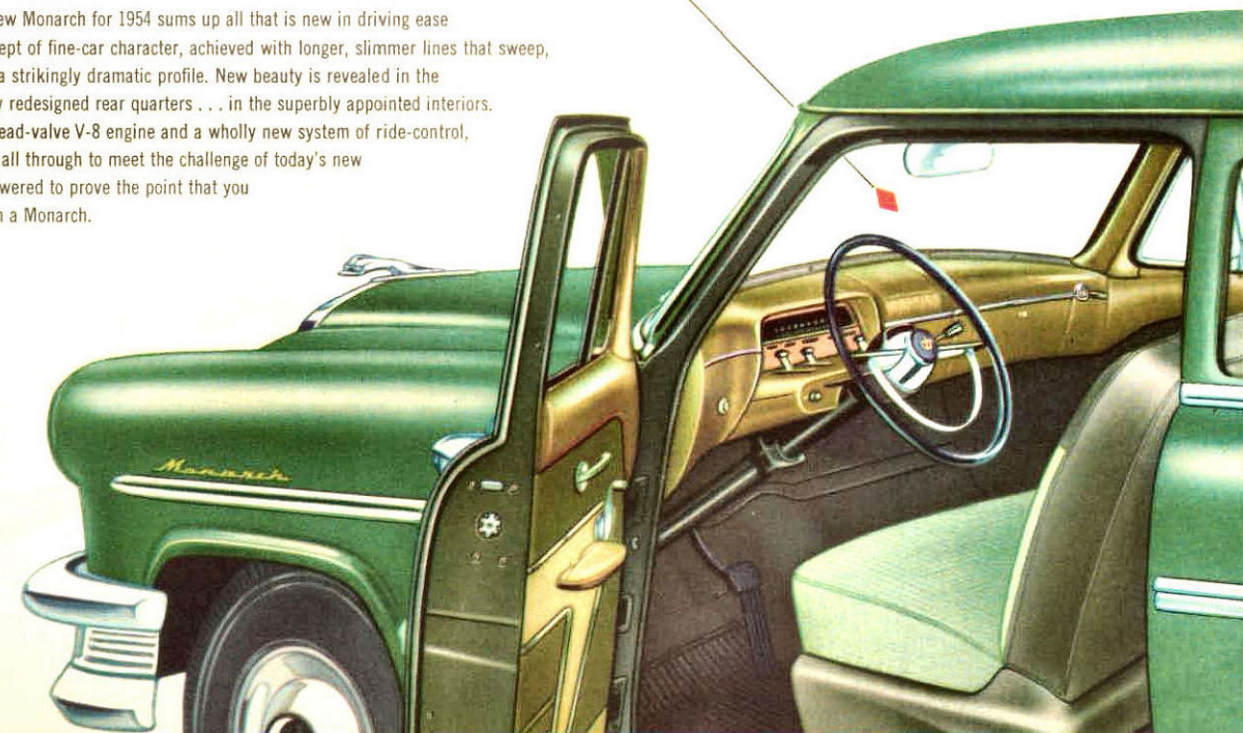


1954

Monarch opens the door to a new driving experience

The distinguished new Monarch for 1954 sums up all that is new in driving ease and luxury. Here is a new concept of fine-car character, achieved with longer, slimmer lines that sweep, clear and unbroken, along a strikingly dramatic profile. New beauty is revealed in the massive front grille and the completely redesigned rear quarters . . . in the superbly appointed interiors. And with a completely new overhead-valve V-8 engine and a wholly new system of ride-control, Monarch for 1954 is powered all through to meet the challenge of today's new driving standards . . . powered to prove the point that you

Ride like a King in a Monarch.



NOW sensational NEW performance

ALL-NEW 161-Hp. OVERHEAD-VALVE V-8 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.

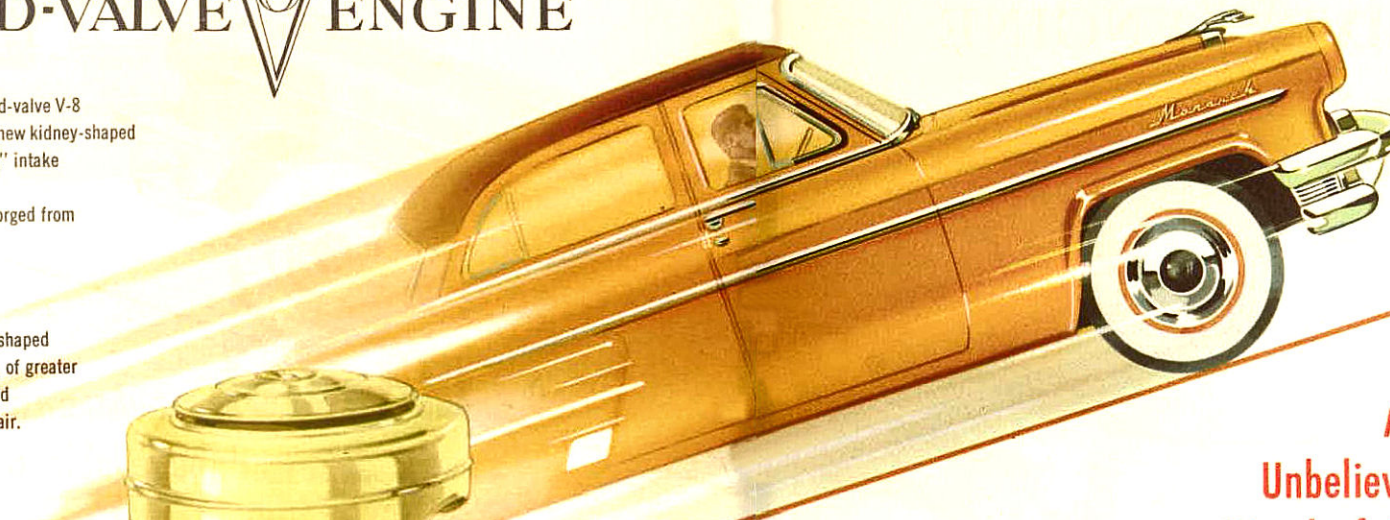
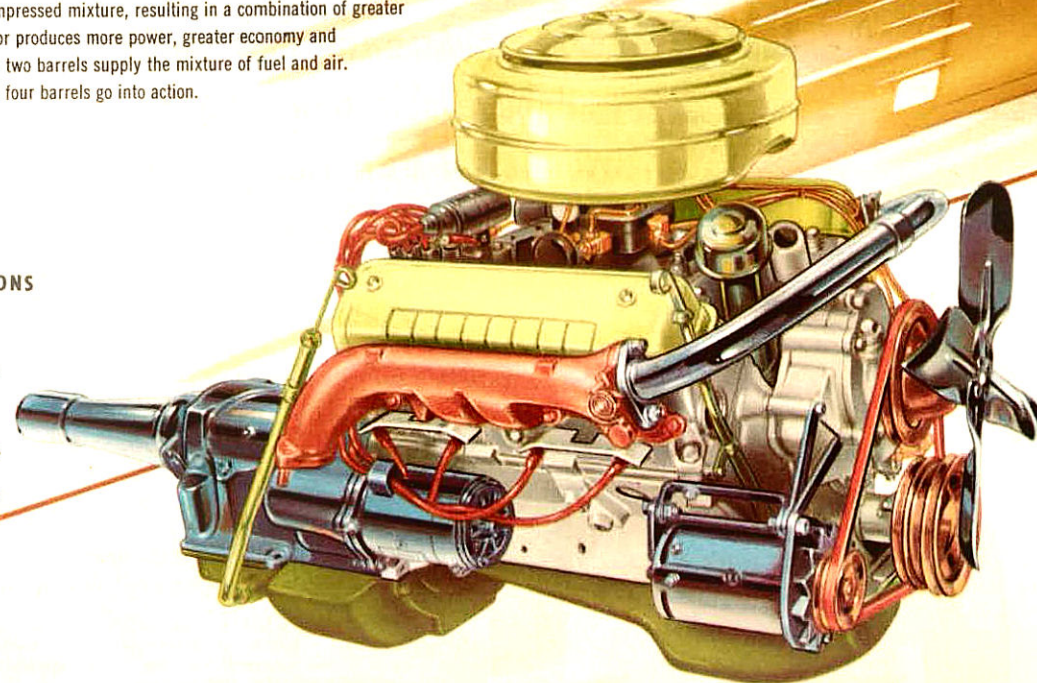
OVERDRIVE*

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"!

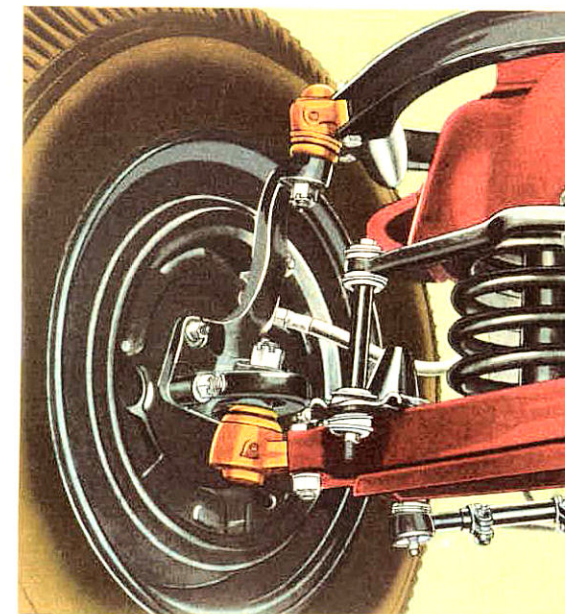
CONVENTIONAL TRANSMISSION

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)



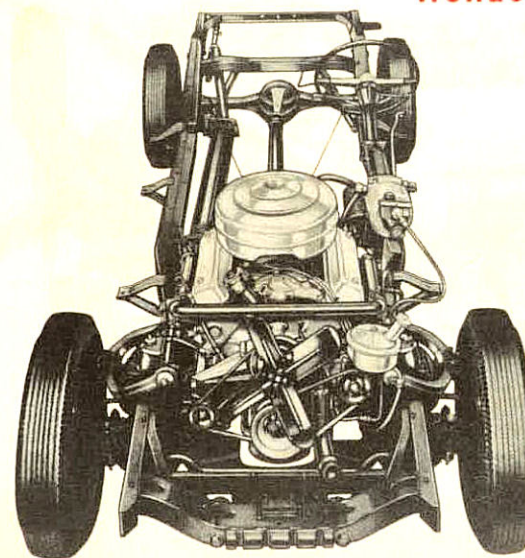
Amazing new stability!
Unbelievable new smoothness!
Wonderful new riding comfort!



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!

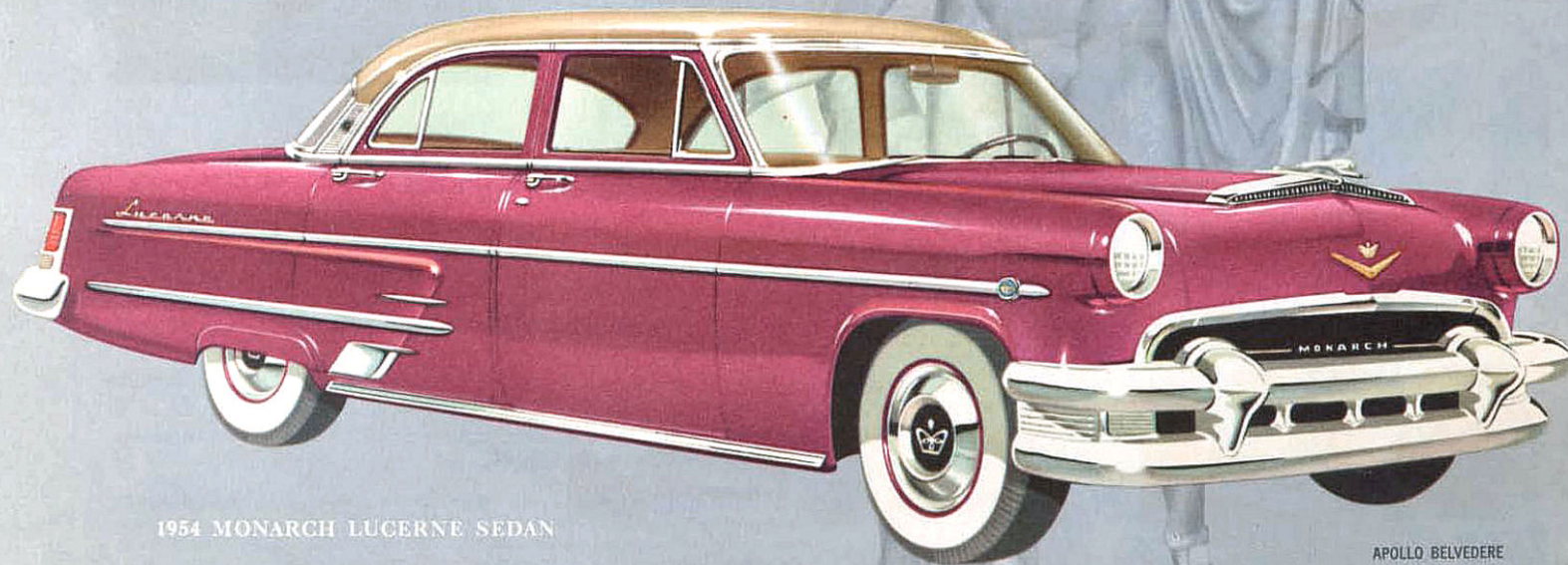
On Monarch's precision-built chassis you ride in luxurious ease in the "comfort zone" between the wheels. Variable-Rate Rear Springs, with controlled flexibility, smooth out the roughest roads by stiffening under heavy stress, then loosening again as bumps are passed. Stronger-than-ever frame construction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



ENDOWED WITH THE GRACE OF GREAT CRAFTSMANSHIP

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.

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!

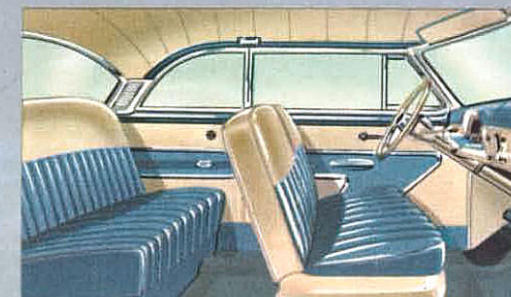


1954 MONARCH LUCERNE SEDAN

APOLLO BELVEDERE



1954 MONARCH LUCERNE COUPE



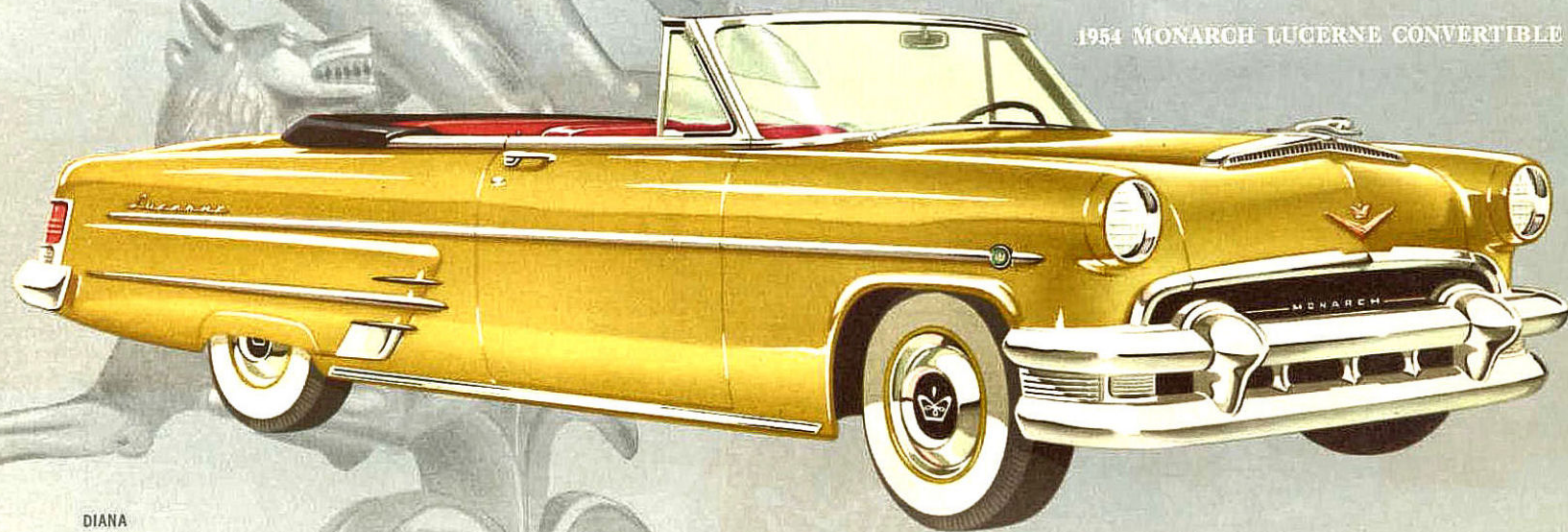
Lucerne Sedan interiors make provision for ample head-room, hip-room and leg-room. Foam-rubber seats, with firm zig-zag springing, are upholstered in rich-toned nylon, vinyl and broadcloth weaves.

The magnificent selection of Lucerne Coupe interiors is planned to complement the extensive range of exterior colours. Upholstery fabrics include smooth vinyls, pleasing modern weaves, durable nylons and fine leathers.

FLEET as the wind...and beautiful as all outdoors

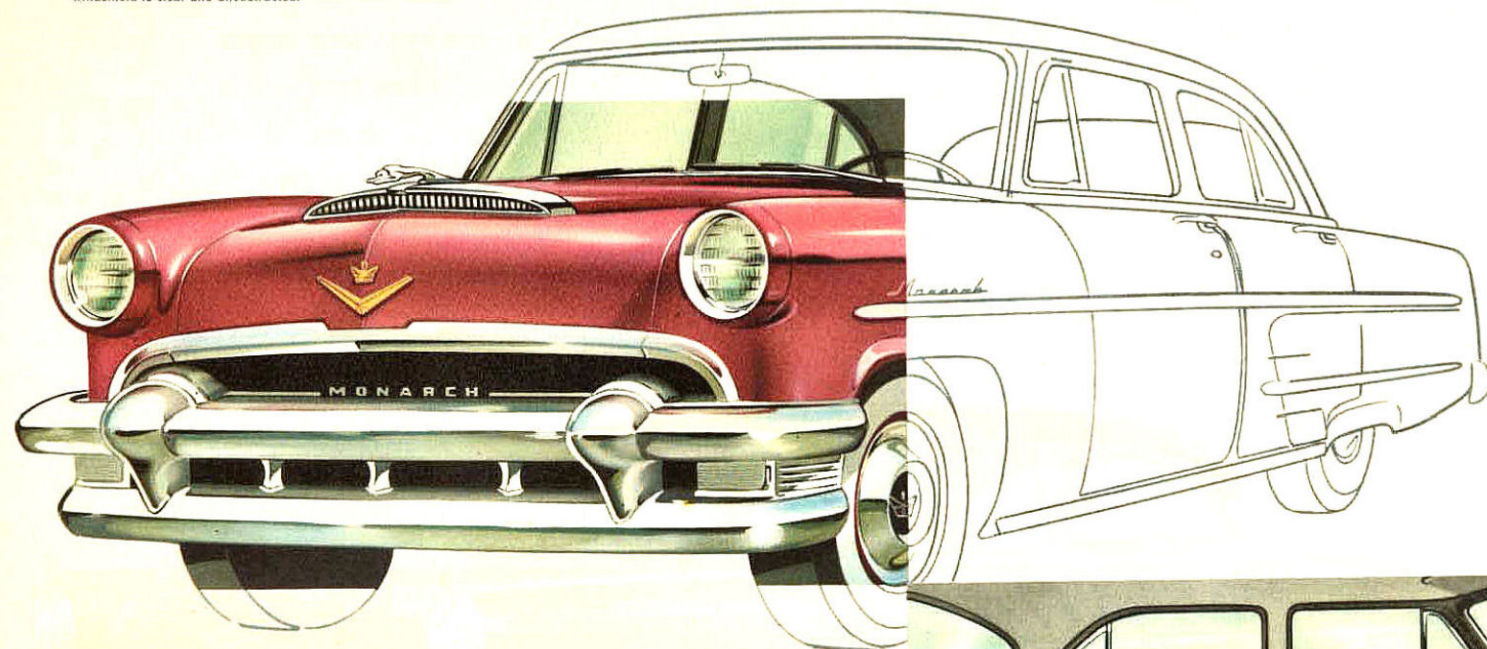
There's a thrill of excitement in the air whenever this sophisticated beauty passes by! If you're at home with the sun and wind, the Monarch Lucerne Convertible will set your spirits soaring. Everything about it—its fleet lines, its eager V-8 power, its quick responsiveness—is tuned to match your most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

1954 MONARCH LUCERNE CONVERTIBLE

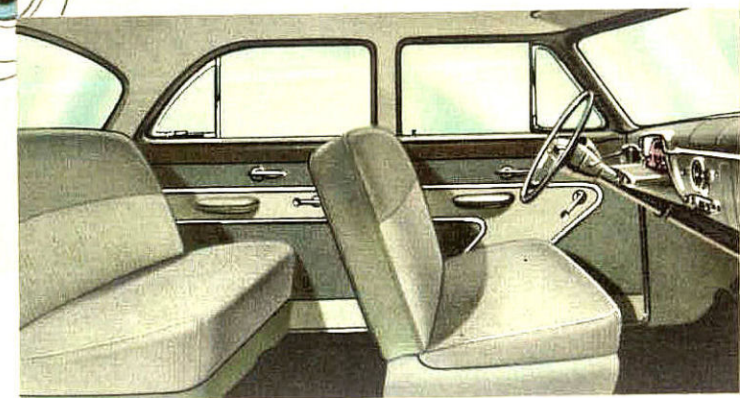


DIANA

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. View through the one-piece curved windshield is clear and unobstructed.



Monarch Sedan interiors are designed in every detail to contribute to riding comfort. Soft, foam-rubber seats are luxuriously upholstered in durable fabrics worked out in handsome ladder-stripe weaves. Decorator-planned trim combinations are exceptionally attractive.

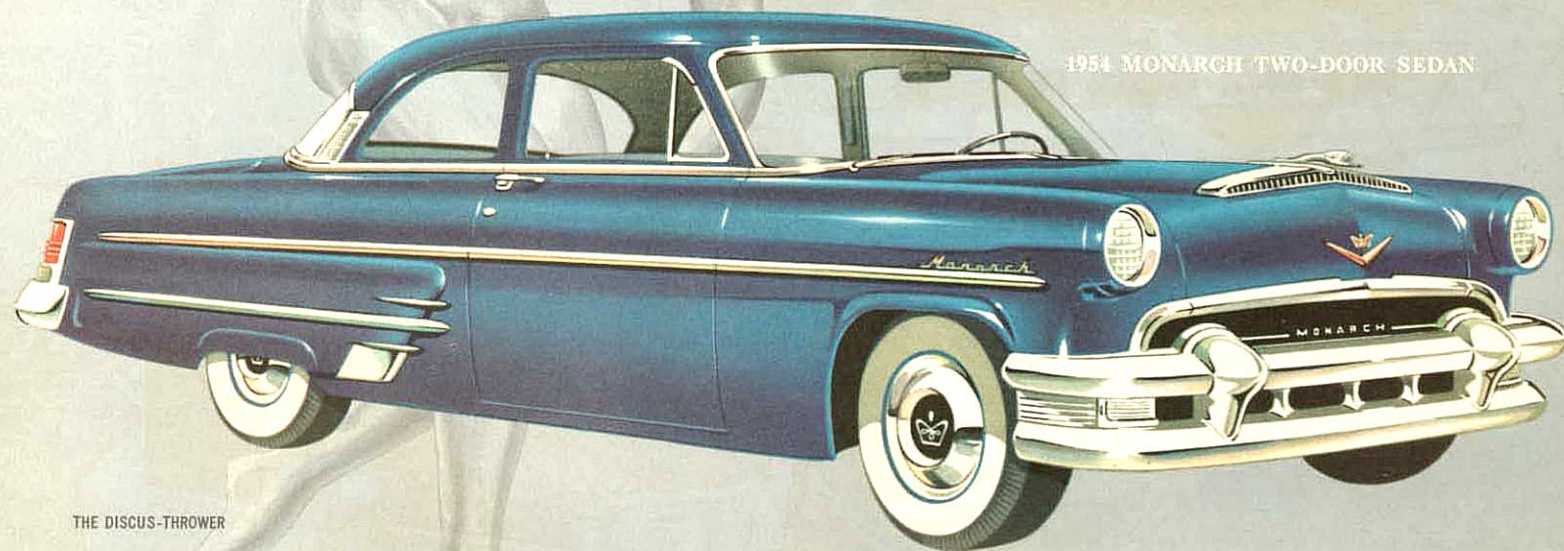


POWER

under perfect control

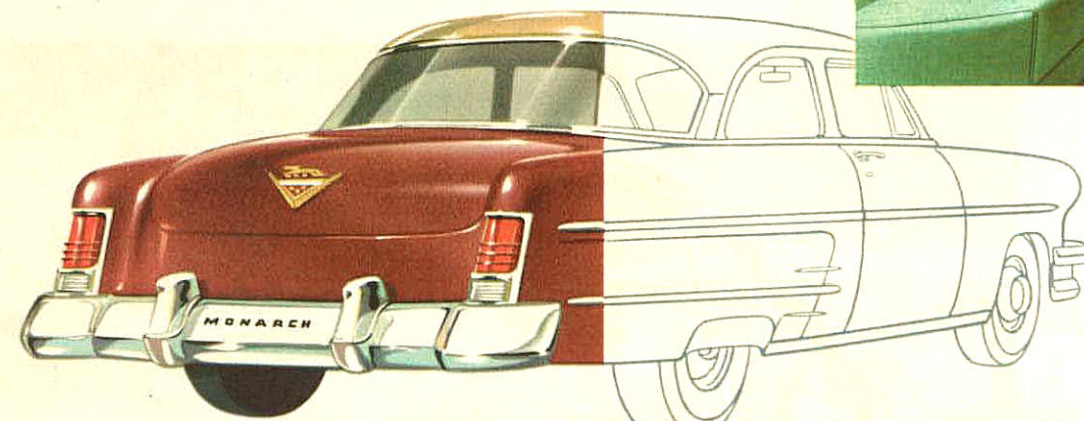
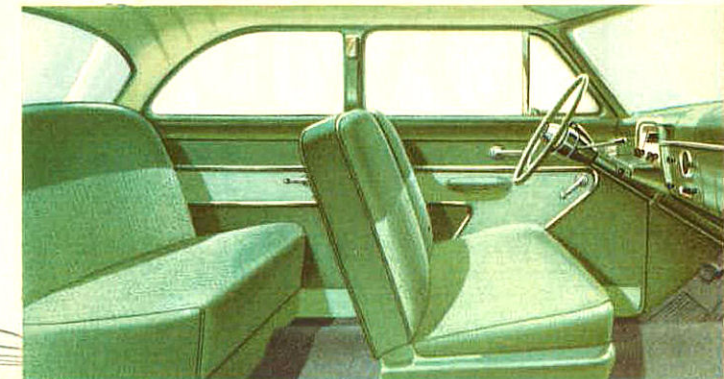
The ideal car for the man-of-business . . . ideal, too, for the family with small children. Here is full sedan roominess with reassuring safety features . . . flashing performance that goes hand-in-hand with surprising economy! Front seat backs pivot forward at a touch to give easy access to the wide rear seat. The roomy luggage compartment, with a big bonus of load-space, makes this popular, practical model ideal for family outings and holidays.

1954 MONARCH TWO-DOOR SEDAN

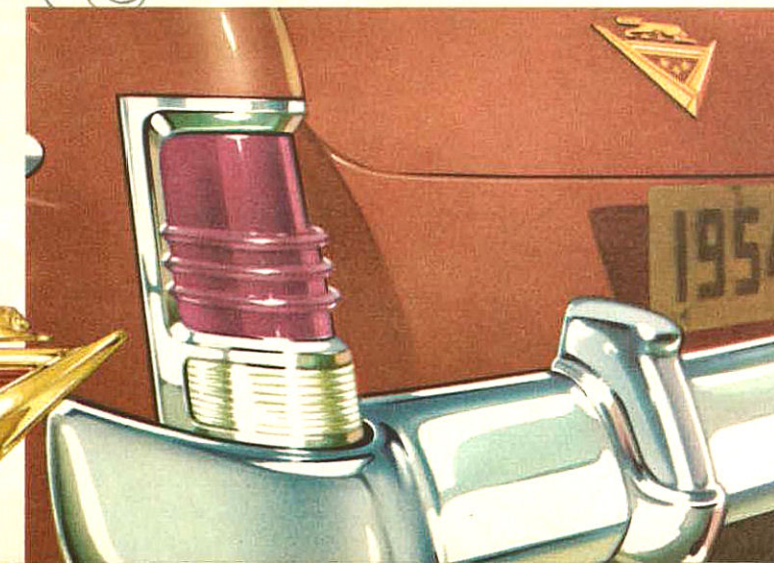


THE DISCUS-THROWER

The spacious interiors of the Monarch Two-Door Sedan have been planned with an eye to the practical as well as the beautiful. The decorator-designed ladder-stripe broadcloths are durable enough to withstand the activity of energetic youngsters . . . and colour-keyed trim fabrics are as long-wearing as they are handsome.



The newly re-styled rear quarters of the 1954 Monarch contribute to the longer, slimmer look that characterizes this distinguished car. The picture-window rear glass area affords perfect visibility. Rear lights are inset in the fenders, enhancing the straight, clean sweep of the profile. Functional beauty is the keynote of the smartly redesigned rear-deck ornament which serves as an easily operated hand-grip for the luggage compartment lid.



POWER

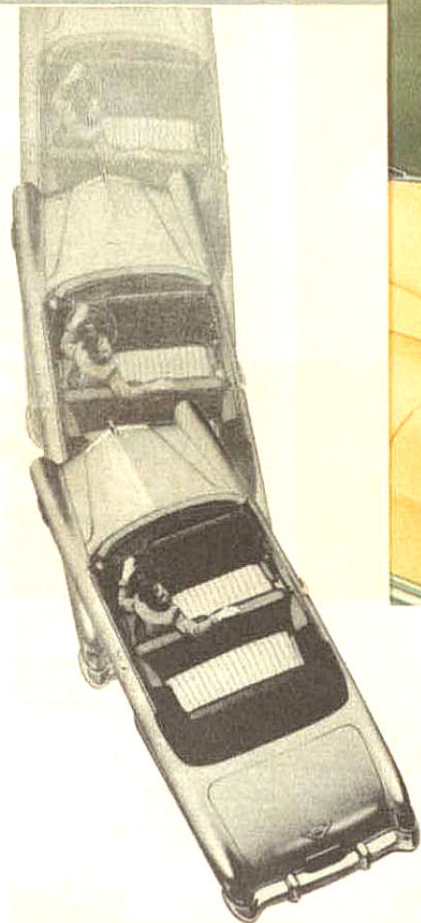
at your service...to take
effort out of driving!

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

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

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



Completely effortless **POWER STEERING***

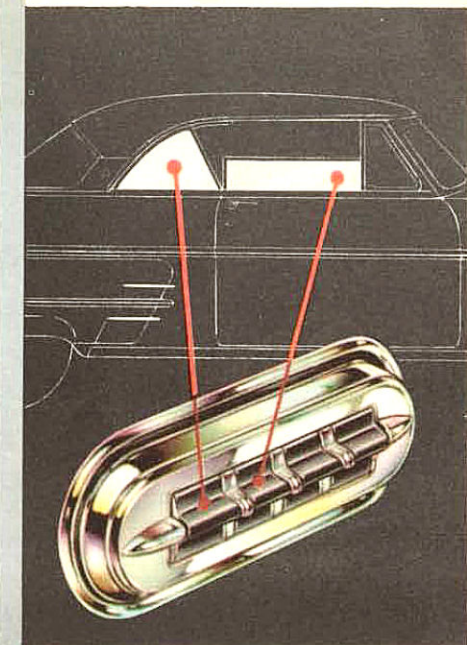
Monarch's power steering system provides complete freedom from strain and effort yet allows you to retain the "feel" of steering that is recognized as the sign of perfect control. Hydraulic power assists you in exactly the degree you require, supplies up to 75% of the energy you need to turn or park. 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.



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.



Your position behind the wheel—with relation to windshield-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.



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.

(*Power Steering, Power Brakes, Power Seat and Power Windows are optional at extra cost on certain models.)



1954 Monarch

Beauty, safety and convenience combine
in this distinctive new instrument panel

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. To start the engine, simply turn the key to beyond the "on" position. Everything in this ultra-modern, ultra-efficient Monarch front compartment is designed for convenience, safety and good looks!



Perfect comfort at any temperature is yours with Monarch's high-capacity heating* and ventilating system. In warm weather fresh air is circulated through the car . . . in winter fresh air is heated to the desired temperature to keep the car comfortable and the windows clear. Four easy-to-reach controls regulate heating, ventilation and defrosting.

(*Heater optional at extra cost on certain models.)

1954 Monarch

SPECIFICATIONS

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 midlg. 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

ride like a king in a

1954

Monarch

