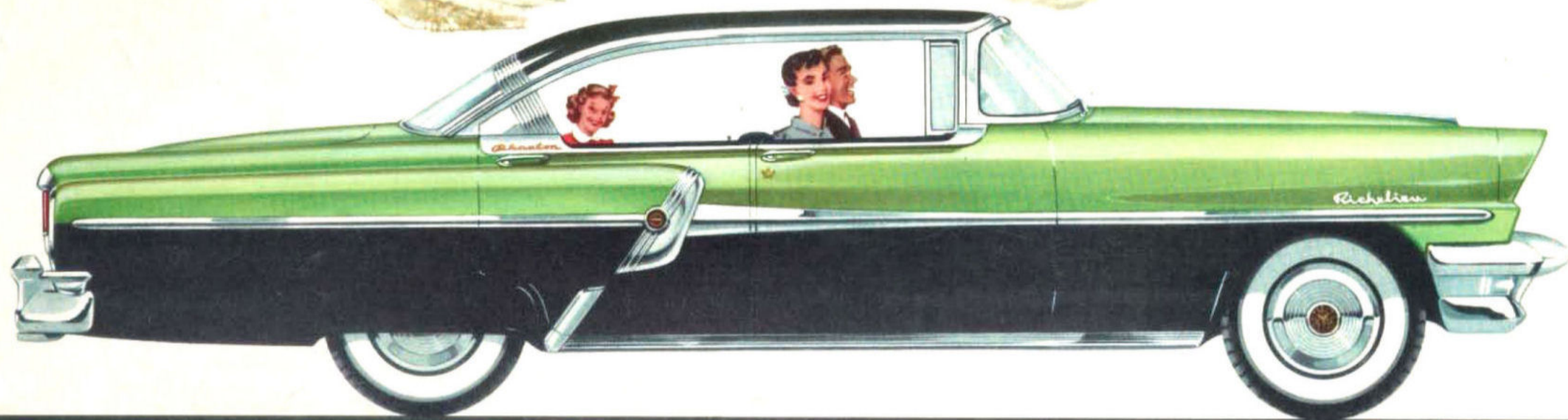


CANADA'S OWN CAR OF DISTINCTION

**Monarch**

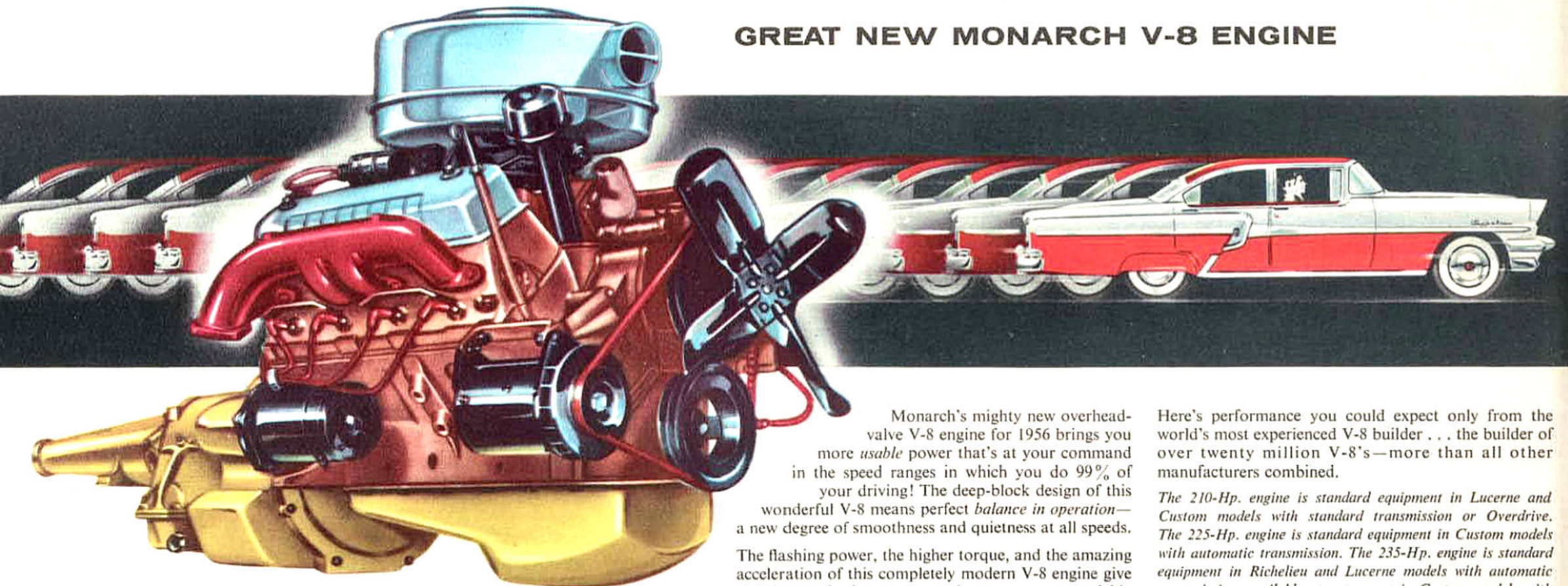
1956



9 NEW MODELS IN 3 SUPERB SERIES . . . LONG, LOW AND DISTINCTIVE OF LINE



# ENJOY THE ASSURANCE OF INSTANT SAFETY-RESPONSE with a GREAT NEW MONARCH V-8 ENGINE



Monarch's mighty new overhead-valve V-8 engine for 1956 brings you more *usable* power that's at your command in the speed ranges in which you do 99% of your driving! The deep-block design of this wonderful V-8 means perfect *balance in operation*—a new degree of smoothness and quietness at all speeds.

The flashing power, the higher torque, and the amazing acceleration of this completely modern V-8 engine give you the comforting assurance that you can pass quickly when the traffic situation calls for it.

Here's performance you could expect only from the world's most experienced V-8 builder . . . the builder of over twenty million V-8's—more than all other manufacturers combined.

*The 210-Hp. engine is standard equipment in Lucerne and Custom models with standard transmission or Overdrive. The 225-Hp. engine is standard equipment in Custom models with automatic transmission. The 235-Hp. engine is standard equipment in Richelieu and Lucerne models with automatic transmission, available at extra cost in Custom models with automatic transmission.*

**SHORT-STROKE, LARGE BORE DESIGN** delivers more power with less friction and engine wear. With stroke shorter than bore, pistons travel a shorter distance per mile of road travel.

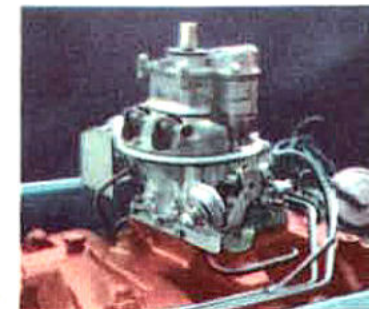
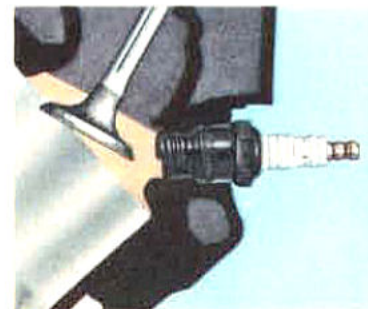
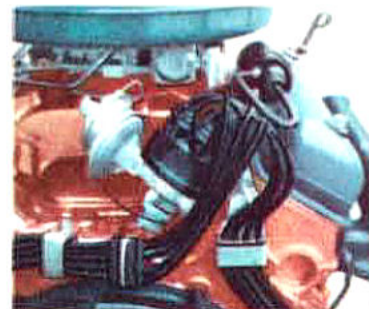
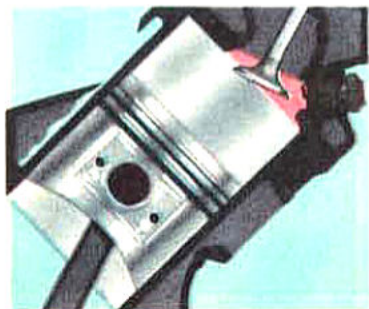
**NEW COMBUSTION CHAMBER DESIGN** creates maximum turbulence for smoother, faster burning of fuel. Intake and exhaust breathing at all speeds is improved by high-lift valves and larger ports.

**NEW FULL-VACUUM SPARK CONTROL**, with double diaphragm, is extra-sensitive to ignition timing needs of high-compression power. It adjusts instantly to rapid acceleration without hesitation.

**NEW TURBO-ACTION 18-MM SPARK PLUGS** last twice as long, go three times as long between cleanings. They resist fouling, they're far easier to clean and they perform better at all speeds.

**NEW, LARGER FOUR-BARREL CARBURETOR** gives faster starts, smoother idling and better economy; at higher speeds or for quick bursts of acceleration the two extra barrels provide instant response.

**NEW HIGH-LIFT CAMSHAFT** with reduced diameter accounts for Monarch's quieter idling, agile performance in normal driving range and high responsiveness at top highway speeds.



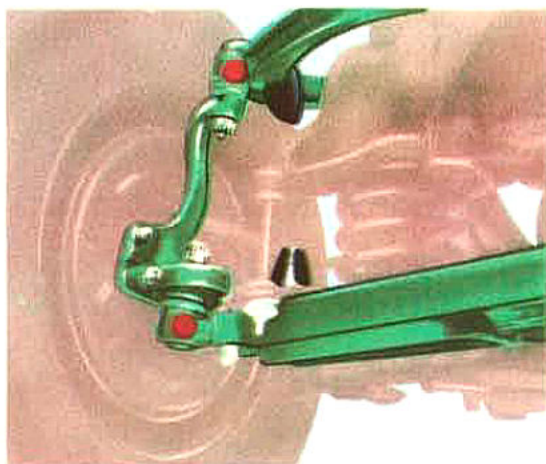


# COMFORT, STEADINESS AND SAFETY—KEYNOTES OF MONARCH'S ADVANCED CHASSIS

The skillful engineering and extra-rigid construction of Monarch's frame are the very foundation of its smooth, relaxing ride. The centre of gravity is low, which makes for steadiness and road-holding. Long-leaf Variable-Rate rear springs adjust automatically to weight of load, level out big and little bumps; double-acting shock absorbers give an especially smooth ride; high-ratio rear axles provide greater fuel economy. Turning and parking are made easy by Stedi-line steering. Extra strength and quality construction in every component mean greater safety wherever you drive!

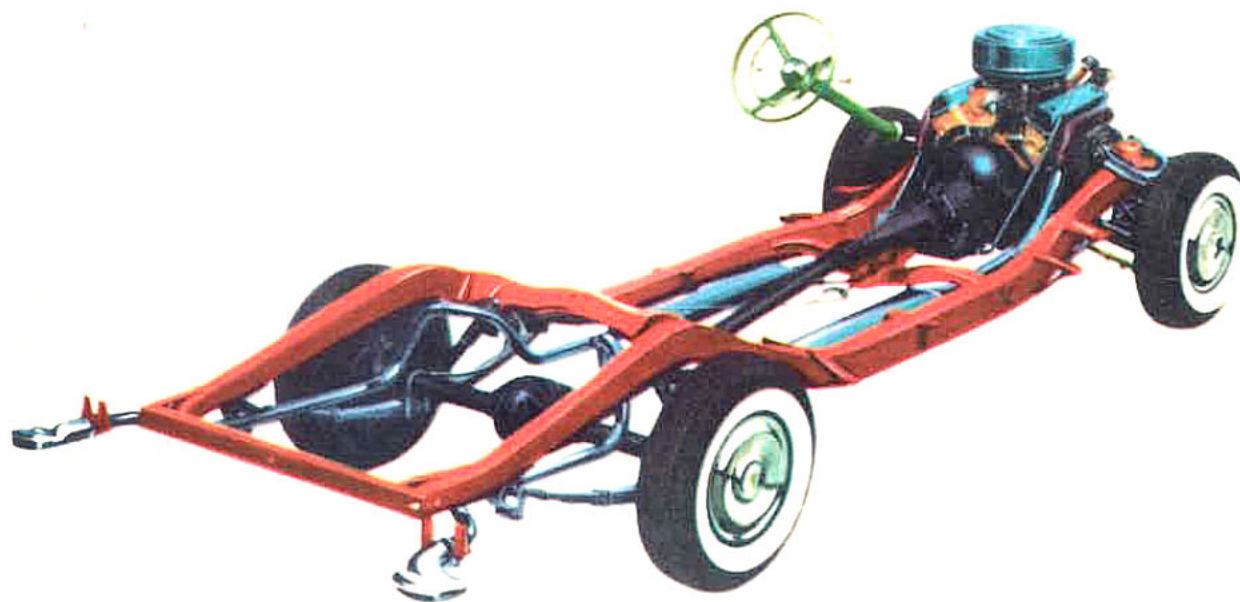
For the smoothest,  
steadiest, safest ride  
you've ever  
experienced...

## BALL-JOINT FRONT SUSPENSION



The renowned ball-joint front suspension system that makes Monarch's ride the smoothest on the road, plays a major part in making Monarch steadier and *safer*. With ball-joint suspension, steering is easier to control, you get far better road-holding on curves and corners, and even the smallest bumps, like the tar strips on

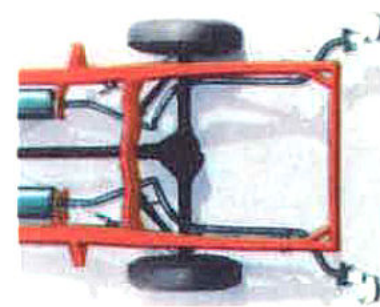
highways, are completely ironed out! The simplified ball-joint principle makes servicing much easier, by reducing the number of lubrication points from sixteen to four. Because Monarch's front springs are *angled forward*, they cushion shocks coming from *in front* as well as up-and-down shocks.



NEW 12-VOLT SYSTEM provides extra electrical power for the heavy demands of today's driving. It turns the starter twice as fast, for more reliable starting in winter weather.



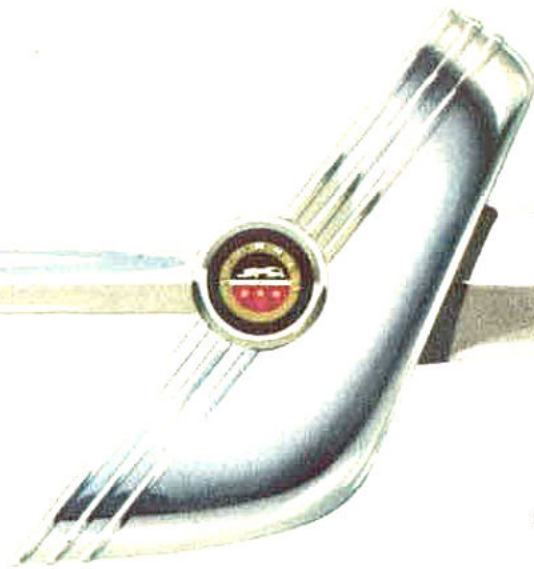
NEW MULTI-LUBER is optional on all '56 Monarch models. By touching a button on the instrument panel you automatically lubricate all front suspension and steering points.



DUAL EXHAUSTS improve performance and economy, cut power-loss. Standard equipment on all Richelieu and Lucerne models, optional at extra cost on Custom models.



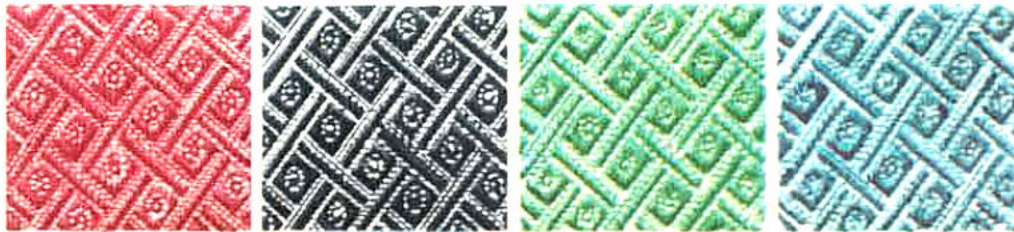
# 1956 MONARCH BRINGS YOU UPHOLSTERY FABRICS THRILLINGLY NEW, DIFFERENT AND DISTINCTIVE



The rainbow of colours on this page gives only a hint of the brilliant hues you'll find in the dazzling Monarch interiors for 1956. Each Series has its own distinctive designs and colour schemes—every one of them perfectly harmonized with trim colours and exterior tones!

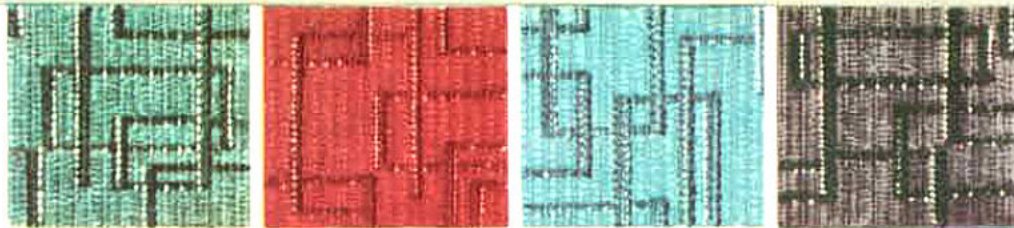
## **RICHELIEU SERIES**

*Silver-thread nylon*



## **LUCERNE SERIES**

*Silver- or gold-thread nylon*



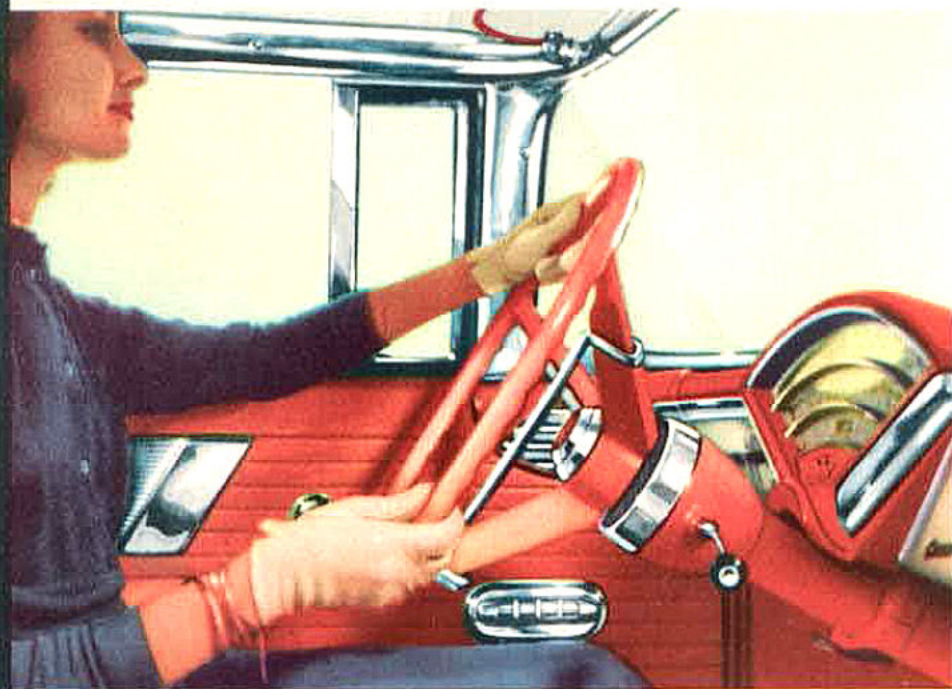
## **CUSTOM SERIES**

*Woven shell matelassé*





## SAFETY-PLANNED DESIGN...KEYED TO MODERN DRIVING CONDITIONS



**IMPACT-ABSORBING STEERING WHEEL** has a deeply recessed hub—actually six inches *below* the outer rim of the steering wheel! The wheel rim is specially designed to absorb impact; the spokes are made to bend without breaking and the driver is protected from contact with the hub.

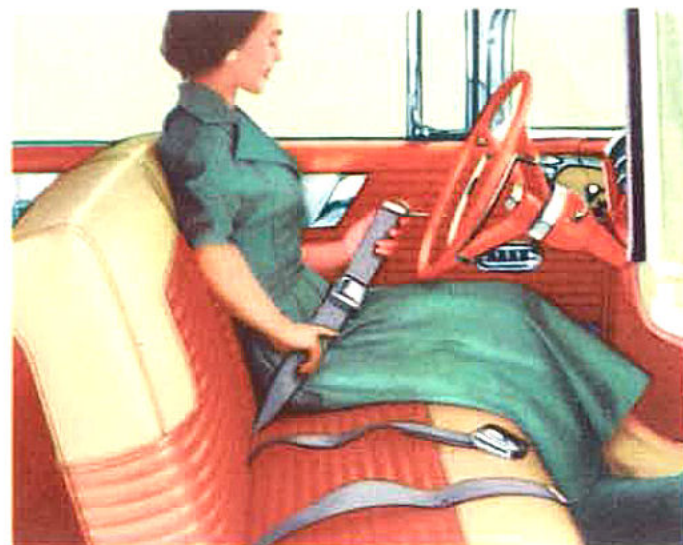
Years of research with safety experts has led to a new idea of car construction—*safety-planned design*. It's made up of many things: road-gripping ball-joint suspension; stronger frame construction; bigger brakes (now with 190.9 sq. in. of gripping area!); cooler-running tubeless tires that give added security in the event of

puncture; safety-beam highway lights with up to 80 feet more effective seeing distance—as well as specific new features and accessories safety-planned for your protection. And, of course, Monarch's responsive V-8 power is an added safety feature—making passing quick and sure! Safety is a prime consideration in '56 Monarch!

**NEW SAFETY SEAT BELTS**, made of nylon webbing with special clasps for one-hand adjustment, are firmly fastened to floor supports. They hold the driver and passengers securely in their seats. (*Available at extra cost.*)

**NEW SAFETY-HOLD DOOR LOCKS**, standard equipment on all Monarchs, have a new steel plate covering the rotor which prevents doors from springing open under moderate impact.

**PADDED INSTRUMENT PANEL COVER** is optional on all models. This protective pad of expanded plastic covers the horizontal sections of the instrument panel and the eyebrow over the instruments. Similar protection is available with new padded sun visors.



## MONARCH'S EFFORT-SAVING POWER ASSISTS

Monarch's famous *Automatic Transmission\** has been improved and refined to keep pace with the sensational performance of Monarch's great new V-8 engine. It gives you swift acceleration and smooth, silent operation, without a hint of "lag" as gears automatically change. By pressing the accelerator right to the floor you can make low-gear starts without moving the selector lever. You can "kick down", too, from intermediate to low at any speed up to 18 m.p.h. and you can use your low gear to provide extra braking power on steep downgrades.

*Overdrive\** saves fuel and wear by providing what amounts to a

"fourth gear". It can save you up to 20% on fuel costs and it assures quieter performance and longer engine life.

The *power steering\** system available in all Monarch models puts hydraulic power at your service in exactly the degree you need it, relieving you of up to 75% of the effort you would ordinarily expend in turning, parking or manoeuvring in traffic, yet you always retain the familiar steering feel that is a sign of complete control.

With *power brakes\**, power from the engine vacuum does half the work, relieving leg muscles of strain. Because the power brake pedal is on the same level as the accelerator, you can pivot your foot

from one to the other without raising your heel from the floor.

When you have *power window lifts\**, push-button controls operate all windows automatically. Each window has its own separate control and there is a master control panel by the driver's seat. For extra safety, power window lifts will not operate except when the ignition key is in "ON" position.

With *4-way power seat\**, touching a switch on the side of the seat raises or lowers the seat for best visibility; the same switch moves the seat forward or back for best driving control.

(*\*Optional at extra cost.*)





# Monarch 1956

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

**ENGINE—BASIC CONSTRUCTION:** Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep-skirt crankcase. Precision-molded crankshaft with 5 selectively fitted main bearings. Rubber-floated vibration damper. Wedge-shaped (high turbulence) combustion chambers. Solid-skirt aluminum alloy pistons with embedded steel struts. Two compression and one oil ring. Free-breathing intake and exhaust.

**SIZE AND RATINGS:** The Monarch V-8 is built in three 312 cubic inch versions, all with 3.80 in. bore, and 3.44 in. stroke. These are: the 210-hp version with 8.0 to 1 compression ratio and 312 ft-lb torque; 225-hp version with 9.0 to 1 compression ratio and 324 lb-ft torque; and 235-hp with 9.0 to 1 compression ratio and 324 lb-ft torque, (horsepower ratings at 4400 rpm.; torque at 2600 rpm.)

**FUEL SYSTEM:** Four-barrel carburetor with vacuum-controlled secondary barrels. Low-restriction air cleaner. Automatic choke and idling control. Camshaft driven diaphragm-type fuel pump. Fuel tank capacity 15 gallons. Plastic fuel tank filter.

**ELECTRICAL SYSTEM:** 12-volt system. High-capacity 30-ampere generator with low cut-in speed and automatic current and voltage regulation. 66-plate battery with 55-ampere-hour rating. Ratchet-type folio-thru-starter.

**IGNITION SYSTEM:** High-speed, single breaker-arm distributor with full-vacuum control by dual diaphragm unit. Weatherproof ignition with high-tension wiring and anti-fouling (18 mm) spark plugs.

**LUBRICATION SYSTEM:** Controlled full-pressure lubrication with full-flow oil filter. Gear-type oil pump. Directed-flow crankcase ventilation. Oil capacity 4 quarts (refill).

**OVERHEAD VALVES:** Intake valve diameter, 1.775 in.; exhaust 1.505 in. High-lift cams. Silent, chain-driven camshaft. Valve lift increased to .386 in. for intake, and .384 in. for exhaust. Free-turning, rotary-type valves. Integral valve guides.

**COOLING SYSTEM:** Pressurized full-flow cooling system operating with up to 15 lb. pressure. Impeller-type high-capacity water pump. Full length water jackets. Automatic by-pass thermostat. Low-speed 4-blade silent fan. Coolant capacity, with heater, 16.5 quarts.

**EXHAUST SYSTEM:** Overhead exhaust manifolds with rear outlets. Dual exhaust on Richelieu and Lucerne models. Low restriction single exhaust with Y-connector on Custom. Flexible tube exhaust pipe insulators.

**POWER TRAIN—AUTOMATIC DRIVE:** Combines turbine-driven fluid torque converter and 3-speed planetary gear set. Multiplies engine torque as much as 5.04 times. Fully automatic operation of all 3 forward gears in Drive range. Automatic "low-gear" starts with full open throttle. Forced air cooling. Selector dial: P-R-N-Dr-Lo. Positive gear lock in Park position. Engine starts only with lever at Neutral.

**STANDARD TRANSMISSION:** Selective gear type with 3 forward gears and reverse. All gears helical type. Constant mesh second gear. Ratios: 1st—2.49, 2nd—1.59, 3rd—1.00, reverse 3.15.

**OVERDRIVE:** 3-speed selective-type gear transmission with planetary gear train providing 4th forward gear (0.72 to 1 ratio). 4th gear cuts in at 28 mph (approx.) and cuts out at 22 mph (approx.).

**CLUTCH:** (With standard and overdrive transmissions): Dry, semi-centrifugal disc-type. Diameter clutch facing, 11 in. Ball-type throw-out bearing. Suspended pedal.

**REAR AXLE:** Semi-floating type with hypoid gears. Gear ratios: Standard transmission—3.73 to 1, or 4.09 to 1, optional; Overdrive—4.09 to 1, or 3.73 to 1, optional; Automatic Drive—3.15 to 1, or 3.54 to 1, optional.

**CHASSIS—FRAME:** Rigid ladder-type heavy-gauge steel frame with 5 cross-members and K-bar reinforcements. Double-channel box-section side rails. Yoke-shaped tubular cross-member under engine. Hardtop model frames made with extra-heavy outer side rails. Richelieu Convertible has X-member frame and extra-heavy side rails. Wheelbase 119 in., tread 58 in. (f) and 59 in. (r).

**FRONT SUSPENSION:** Independent ball-joint front suspension. Each wheel installed in pair of ball-and-socket joints. Upper and lower suspension arms cushioned with "silent-bloc" rubber bushings. Telescopic shock absorbers installed inside helical coil front springs. Steel-bar torsional stabilizer.

**STEERING SYSTEM:** Stedi-line steering with equal-length tie-rods. Worm and roller type steering gear. Overall steering ratio 25.4 to 1. Conical-type steering wheel of new impact-absorbing design.

**REAR SUSPENSION:** Long-leaf variable-rate rear spring with tension-type shackles that adjust springs to load. Wax-impregnated full-length spring liners. Telescopic "sea-leg" mounted shock absorbers. Hotchkiss drive propulsion. Rubber cored spring shackles.

**BRAKES:** New single-anchor brakes for easier adjustment, precision manufactured. Self-energizing, duo-servo type. Linings 2½ in. wide (f), 2 in. (r). Total braking area 190.9 sq. in. Independent mechanical parking brake.

**WHEELS AND TIRES:** Rivetted steel wheels with wide (5 in.) rims. Tubeless tires with high-traction tread. Tire size, 7.10 x 15 in., or 7.60 x 15 in. on Convertible.

**BODY—DIMENSIONS:** Overall length (over opt. front bumper guards) 206.3 in. Height (loaded) coupes and Phaetons 58.6 in., sedans, 61.2 in. Overall width 76.4 in. Coupe seat room 60.6 in. (f), 52.5 in. (r). Sedan seat room 60.6 in. (f), 60.5 (r).

**STRUCTURE:** Welded steel body. Combination bumper-grille. Centre-fill gas tank. Baked enamel finish. Counterbalanced hood and rear deck. Double-panel door construction. Safety door locks on all doors. Two-stop front doors. Unified tail lamp assemblies. One-piece windshield and rear window. Up to 1098 sq. in. windshield area, and up to 3409 sq. in. total window area.

**VENTILATION:** Individually controlled dual front ventilators. Adjustable vent windows on all doors.

**MAJOR OPTIONS\*:** Automatic Drive, overdrive, power steering, power brakes, 4-way power seat, power windows, Multi-Luber power lubrication, tinted windows, white sidewall tires, signal-seeking radio, air conditioning, instrument panel pad and seat belts.

\*Optional at extra cost.

These specifications were in effect at the time this catalogue was approved for printing. Ford Motor Company of Canada, Limited, Toronto, 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 the purchaser.

Certain features illustrated or mentioned are "Standard" on some models, available at extra cost on others.



**FORD-MONARCH SALES DIVISION**  
FORD MOTOR COMPANY OF CANADA, LIMITED  
TORONTO, CANADA





## MONARCH PRESENTS

### ...THREE STUNNING SERIES FOR 1956 - RICHELIEU · LUCERNE · CUSTOM

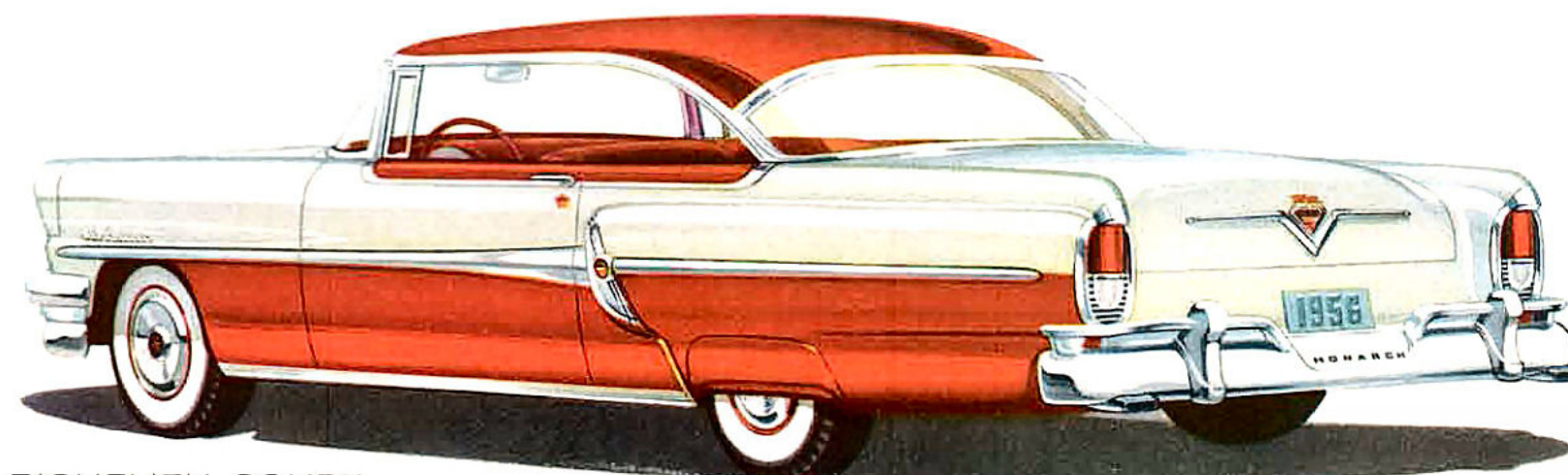
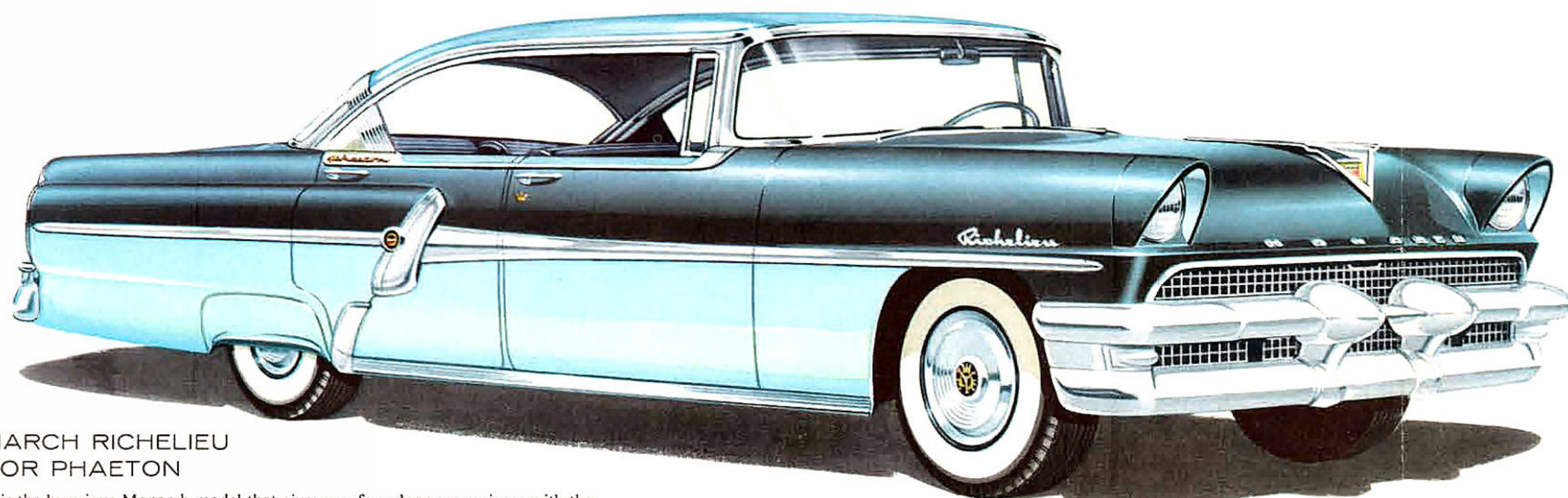
Styling craftsmanship is brilliantly displayed in the fabulously beautiful

## MONARCH RICHELIEU SERIES

In every beautiful, contemporary line, from the graceful new grille to the newly designed rear lights, the new Monarch Richelieu Series for 1956 is a masterpiece of long, low, big-car beauty. Each model presents a slim, lean silhouette that marks it as the truly *distinctive* car of the fine car field!

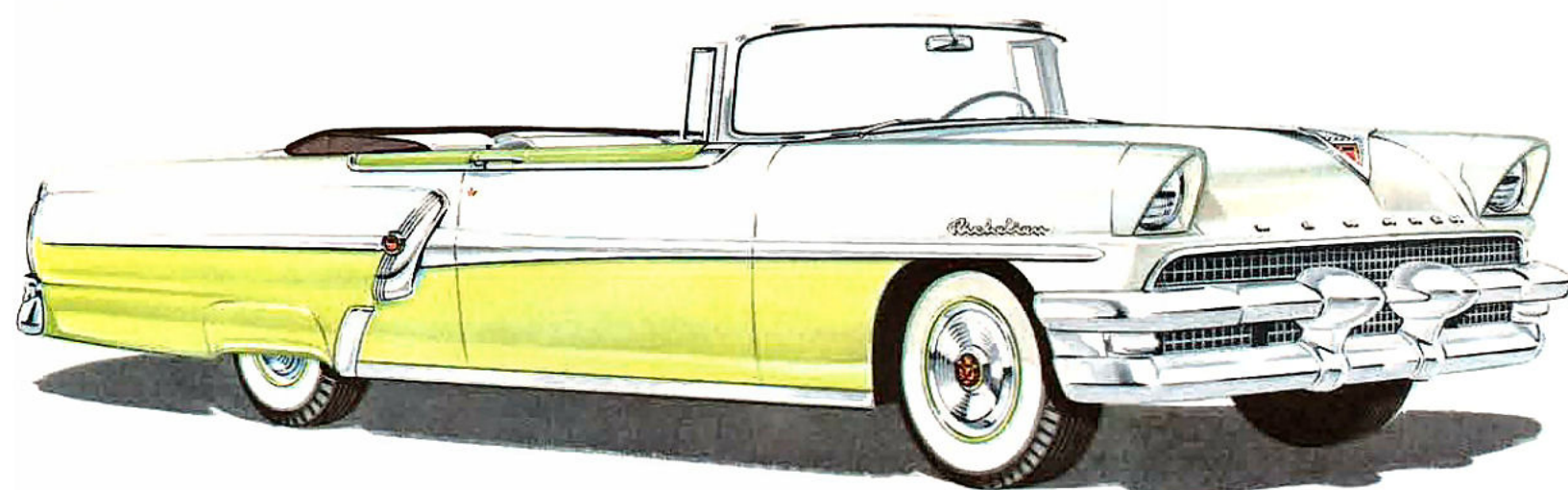
### THE MONARCH RICHELIEU FOUR-DOOR PHAETON

This is the luxurious Monarch model that gives you four-door convenience with the open-air flair of the hardtop! With the windows down, there is no centre post to interrupt the view, yet entry and exit for rear-seat passengers is easy and convenient through the wide rear doors. Only 58¾ inches high, this striking model wears an air of unmistakable distinction in its sweeping silhouette.



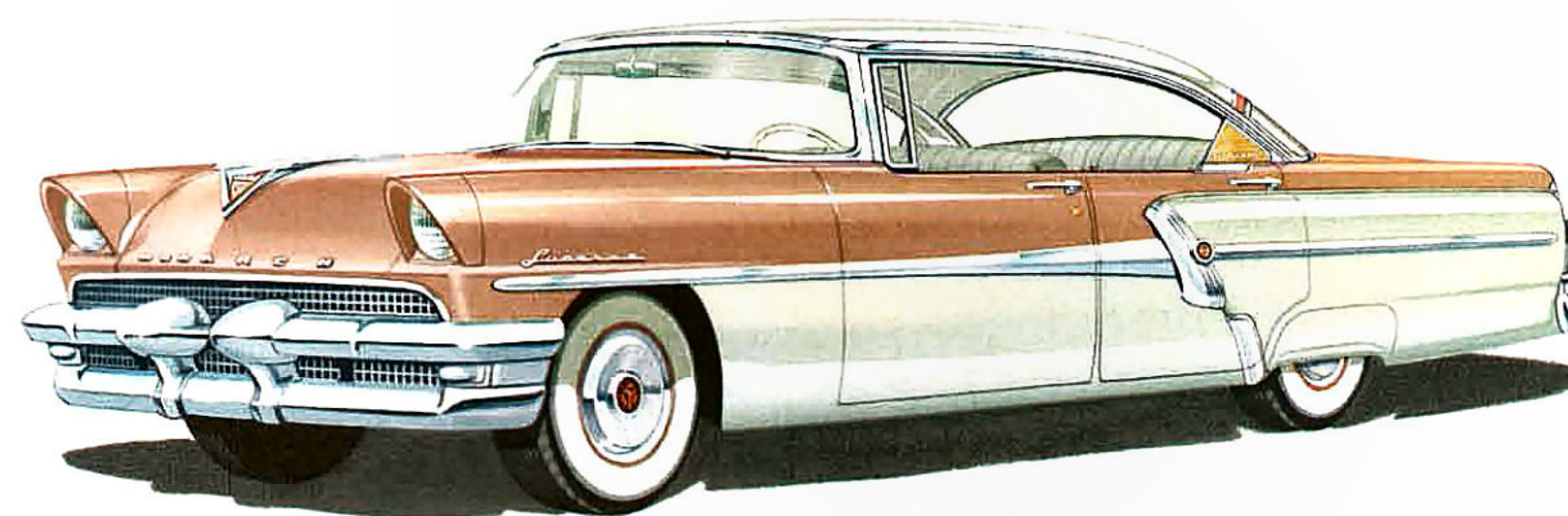
### THE MONARCH RICHELIEU COUPE

Destined to be the focus of admiring eyes wherever it goes, the 1956 Monarch Richelieu Coupe has a new air and a youthful flair. The massive rear lights and new rear-deck ornamentation accentuate that big-car look and its dashing, speed-filled profile proclaims it the style-leader of its field.



### THE MONARCH RICHELIEU CONVERTIBLE

The model that expresses, above all others, Monarch's youthfulness of style is the Richelieu Convertible... so long and sleek of line, so spirited in performance! The sky is your canopy, the wind your companion as you drive... and if the weather changes, a touch of a control brings the electrically operated top forward to offer complete weather protection.



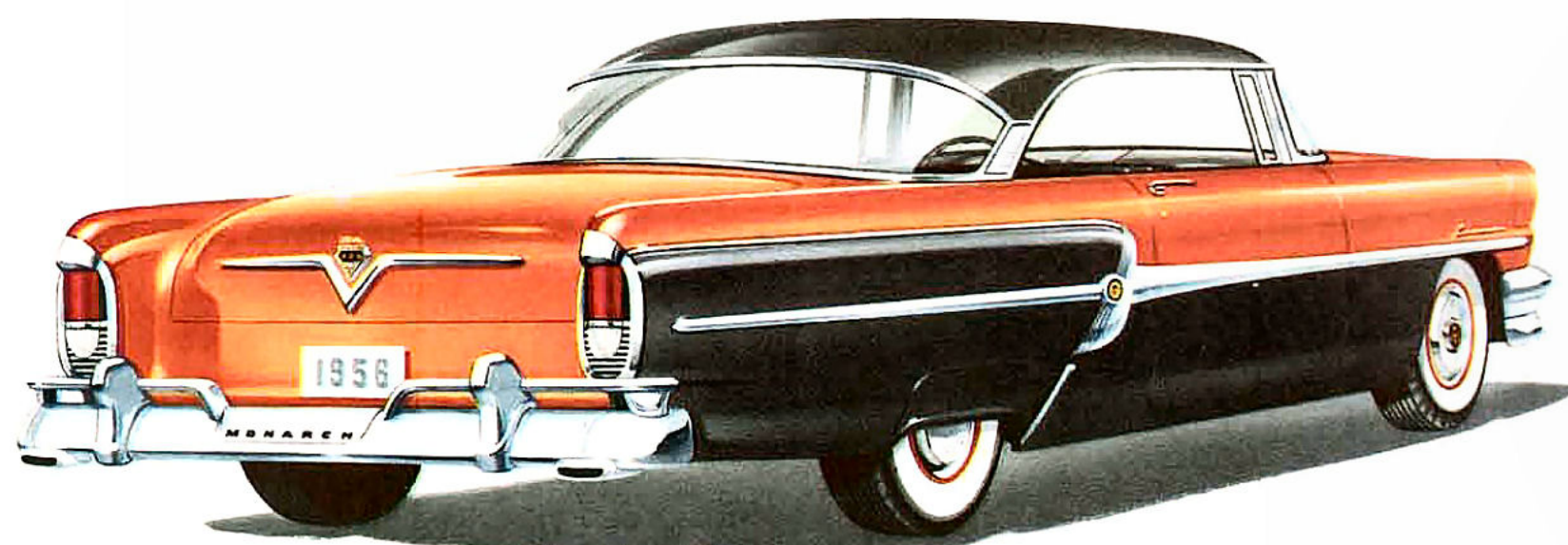
### THE MONARCH LUCERNE FOUR-DOOR PHAETON

Convenience and comfort combine, in this exciting model, with Monarch's famous low-silhouette styling. Its road-to-roof height of less than five feet, the dynamic forward sweep of the hood and the graceful taper of the rear deck create an impression of slimness and sleekness, yet you have all the roominess and ease of entry that go with four-door design.

## THE MONARCH LUCERNE SERIES

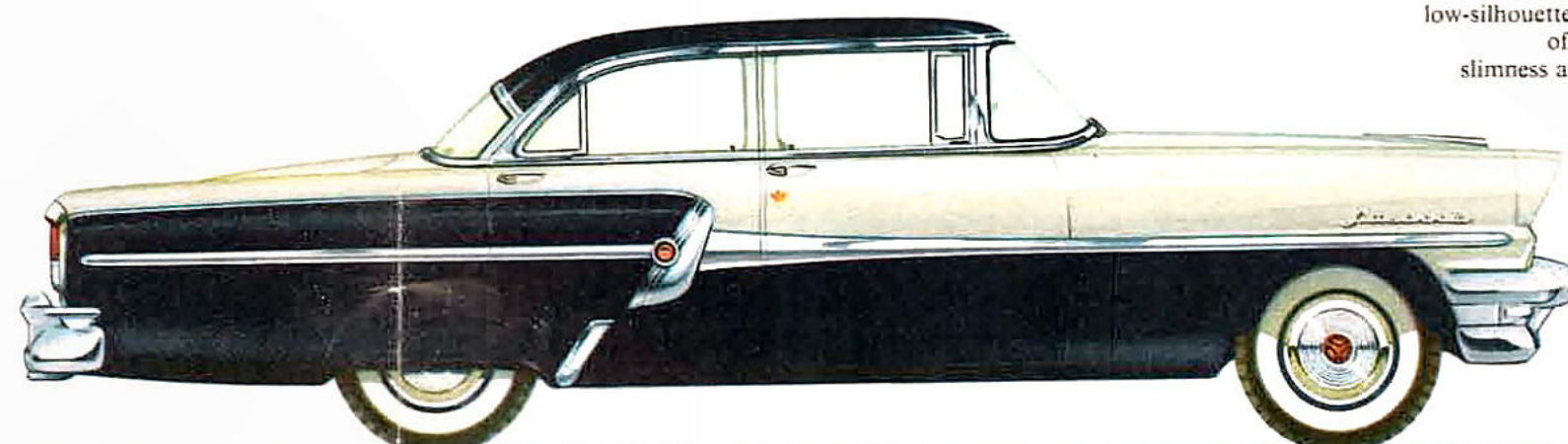
presents three striking new beauties for 1956

All of Monarch's advanced features are yours in the lovely Lucerne Series... the instant responsiveness of a new deep-block V-8 engine... the smoothness and road-holding steadiness of ball-joint front suspension... the effortless ease of Monarch's modern power assists... and of course the reassuring feeling of security that goes with safety-planned design.



### THE MONARCH LUCERNE COUPE

A glance will tell you that the '56 version of this popular hardtop is more dashing and dramatic than ever! With its huge wrap-around windshield and rear window, and its clean, uninterrupted sweep of side window, this young-in-heart model gives you the airiness and visibility of a convertible with the security of a solid roof.



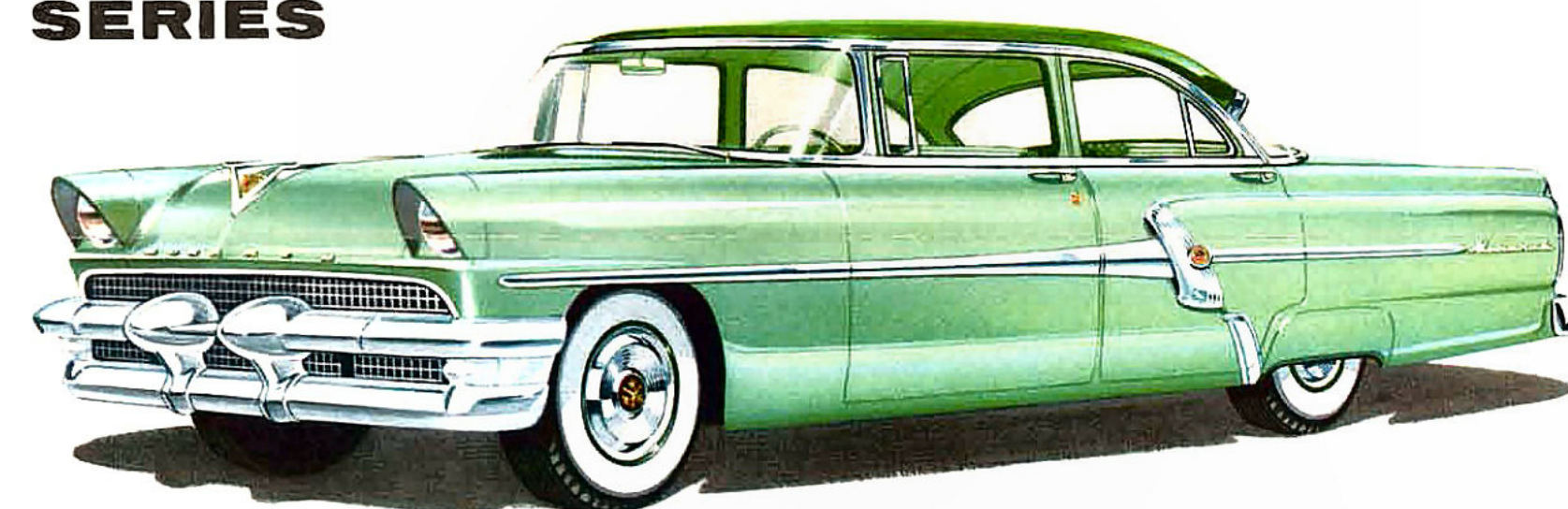
### THE MONARCH LUCERNE FOUR-DOOR SEDAN

Plenty of space, lots of leg-room and head-room, deep-down restful comfort on wide, deep-cushioned seats... these are the big features of this roomy sedan—along with trim, fleet lines, lively V-8 power and easy-driving features, such as Canada's smoothest automatic transmission. Here is the perfect choice for the modern travel-loving family.

## THE MONARCH CUSTOM SERIES

offers all today's fine-car advantages for far less than you would expect!

Here is distinctiveness of style, dependability of performance, driving ease and safety of ride... considerably less cost than you would expect! The spacious Four-Door Sedan, the complete! new Four-Door Phaeton and the racy Coupe bring you all the luxurious big-car features that have made Monarch foremost in its field.



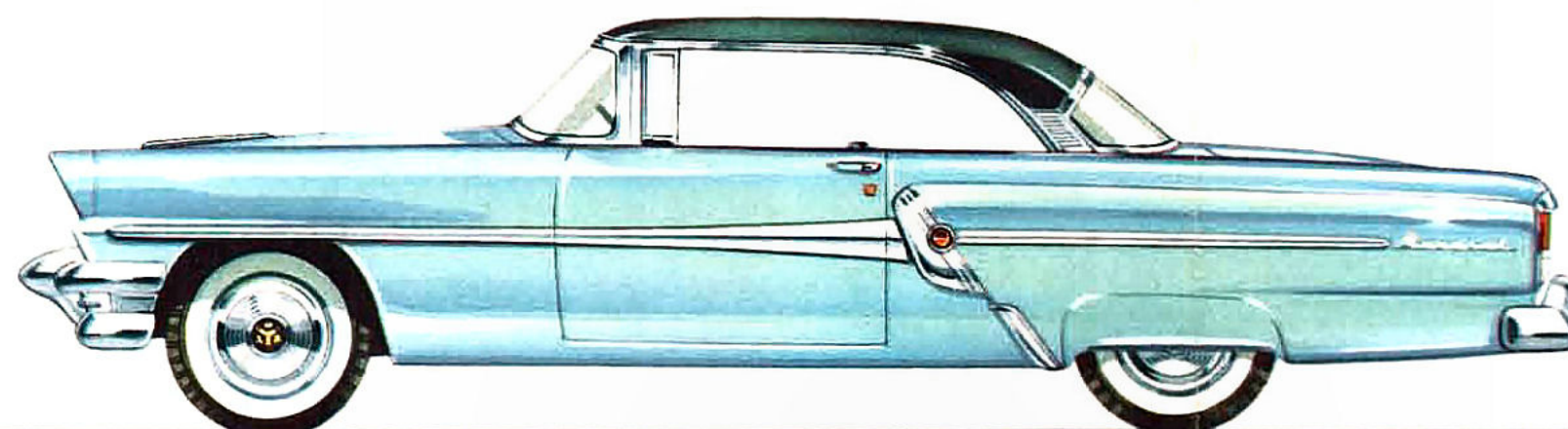
### THE MONARCH CUSTOM FOUR-DOOR SEDAN

The newly styled Monarch Custom Four-Door Sedan proclaims the elegance of simplicity, its slim profile scarcely suggesting the spaciousness of its beautifully appointed interiors. As in all Monarch models, you get new engineering features, such as four-barrel carburetor, 12-volt electrical system and new, larger safety-grip brakes.

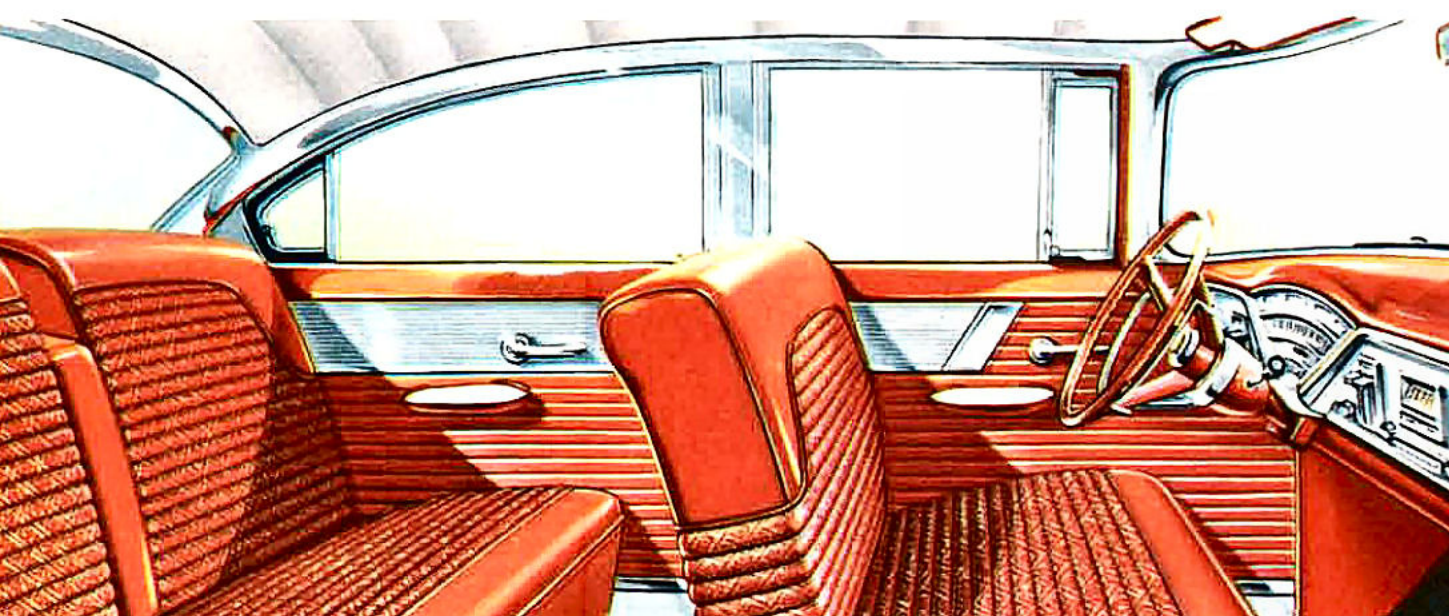
### THE MONARCH CUSTOM COUPE

At surprisingly low cost the Monarch Custom Coupe brings you low-silhouette styling (58¾ inches in height), crisp, uncluttered lines and an impressive choice of new-as-tomorrow baked enamel finishes, including many of the smartest two-tones on the road!

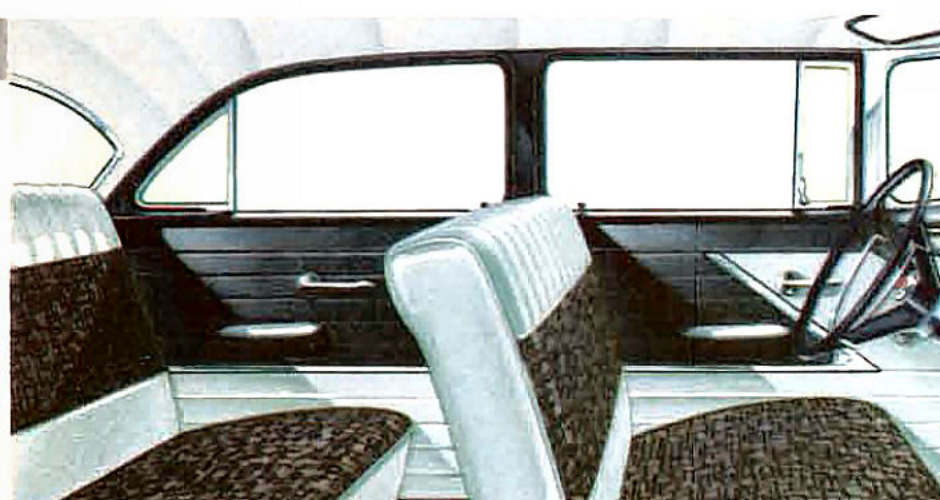
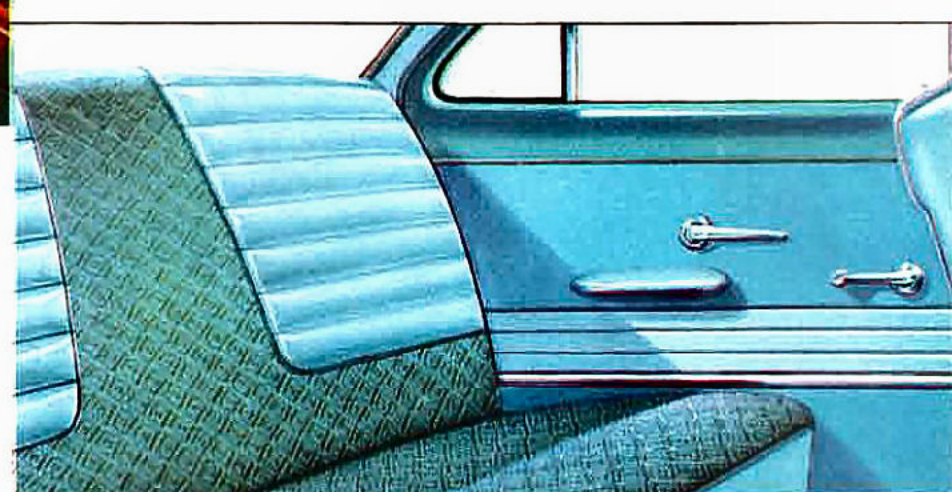
THE FOUR-DOOR PHAETON is also available in the Custom Series, bringing you the newest and smartest in styling at very moderate cost!



MONARCH LUCERNE INTERIORS for 1956 feature matching vinyls and nylons in fashionable stylized designs. Vivid contrasts of pattern-on-plain highlight the decorative schemes; pastel tones blend beautifully with new exterior colours. Brilliant new colours include the striking new "Persimmon" shade, available on the Lucerne Coupe.



MONARCH RICHELIEU INTERIORS feature the finest fabrics, the most glamorous designs ever seen in Monarch's field! The gleaming vinyls and smooth, colourful nylons are thrillingly different, excitingly original! The richly toned trims and glittering appointments harmonize perfectly with the smart, contemporary fabric designs to create effects that are unsurpassed for luxury and loveliness.



MONARCH CUSTOM INTERIORS offer woven shell matelassé upholstery with matching vinyl trims to enhance the luxurious comfort you enjoy in this beautifully designed, quality-built car. Truly, you ride like a king in a '56 Monarch!

MONARCH'S STRIKING NEW INSTRUMENT PANEL blends beautifully with all the other fine interior appointments. But more than that, it is designed for the utmost safety and convenience, with all gauges grouped just below the driver's normal line of vision and all controls within easy reach.

