

Monarch 1957

Monarch's new concept of centralized control brings you 7-POSITION KEYBOARD CONTROL

Monarch's new Keyboard Control has a separate control for every driving requirement. Depressing the N/S button automatically cancels the previous setting, places the gears in the neutral position and starts the engine. Three other buttons control drive, low and reverse gears for the smoothest, liveliest automatic driving ever devised. An automatic safety device prevents accidental engagement of reverse gear above 10 m.p.h. Separate push-pull bar provides for safe parking. There's also a one-touch release bar

for the emergency brake. No single control feature before did so many things automatically to meet all your driving requirements and increase your motoring pleasure. Monarch's Keyboard Control is of mechanical design, located to the left of the steering column, at your fingertips, out of children's reach. At night, the keys and PARK bar are illuminated from within. The BRAKE RELEASE bar glows red until released. This new 7-position control is standard on all models with automatic transmission.



**Dial for comfort!
New Power Seat
"remembers" and
adjusts automatically!**

The whole family will agree on the superb comfort of Monarch's new ride—yet when it comes to the driver's favourite seat position, each driver in the family has different needs. With Monarch's new power seat you "dial" your most comfortable position and the seat moves forward, back, up or down into correct position. When the ignition key is turned "off" the seat automatically moves back to its rearmost position to give extra ease of exit. When the key is turned "on", the seat "remembers" the last position dialed and automatically moves forward into that position. Optional on all models.

For easiest control and added safety . . .

Monarch Power Steering does 80% of the muscle-work to reduce driver fatigue, to maintain steering stability and to give you better control for extra safety protection on rough roads and in emergencies. You always retain the feel of the road.

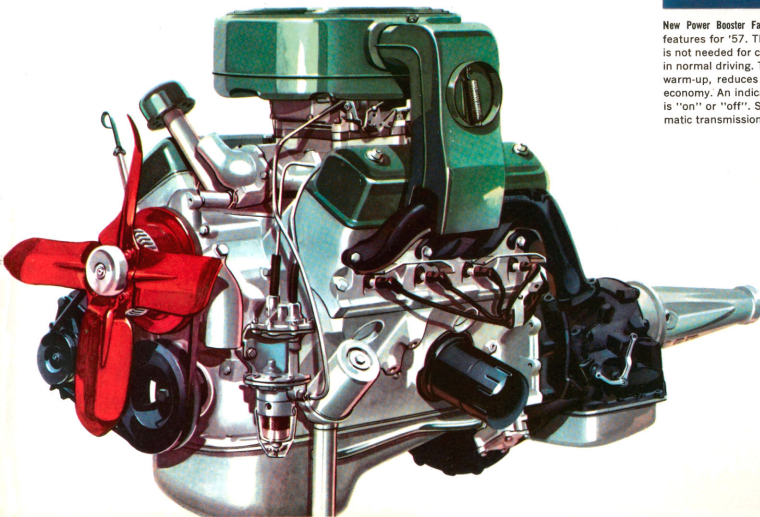
Monarch Power Brakes introduce you to greater ease of control than ever before. Silent power does more than half the work to bring you to a smooth, quick, straight-line stop.

Monarch Power Windows are driver-controlled by a newly-located master panel within inches of the steering wheel, or passenger-controlled by separate switches. They cannot be operated when ignition key is turned "off".

Monarch sets all-new standards of V-8 performance!

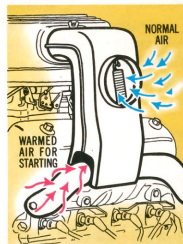
The finest and most advanced of V-8 engines powers the new '57 Monarch. New all through, it embodies design improvements that result in performance without peer in Monarch's field. Compression ratio is increased to 9.75:1. A new high lift camshaft, larger valves and a new 4-barrel carburetor with "Thermo-matic" air-intake combine to increase engine breathing efficiency—give you full-response power the

instant you say "action". Monarch sets the pace in design with a new-type air filter, more efficient, easy to clean; a new disposable-type oil filter; a new, optional Power Booster Fan. And, there's nothing to match the versatility and smoothness of its V-8 power when this great engine is teamed with Monarch's automatic drive. It's another great achievement by the world's number one builder of V-8 engines.



New Power Booster Fan is one of many entirely new Monarch engine features for '57. The engine fan automatically shuts off whenever it is not needed for cooling the engine, which is about 80% of the time in normal driving. This saves usable horsepower, gives faster engine warm-up, reduces noise, increases engine efficiency and aids fuel economy. An indicator on the instrument panel shows when the fan is "on" or "off". Standard on Richelieu models equipped with automatic transmission.

New "Thermo-matic" 4-barrel Carburetor! A major advance in carburetors, it features a temperature control on the air-intake to assure correct heating and mixture of the air for peak performance at all speeds. Helps prevent icing and vapor lock, and saves fuel. It also means quicker engine warm-up, as well as smoother operation.



MONARCH—ON A LONGER WHEELBASE—INTRODUCES YOU TO A COMPLETELY NEW "AIR-BORNE" RIDE!

New swept-back ball-joint front suspension with new air-cushion insulators soaks up road shocks to give riding comfort as never before!

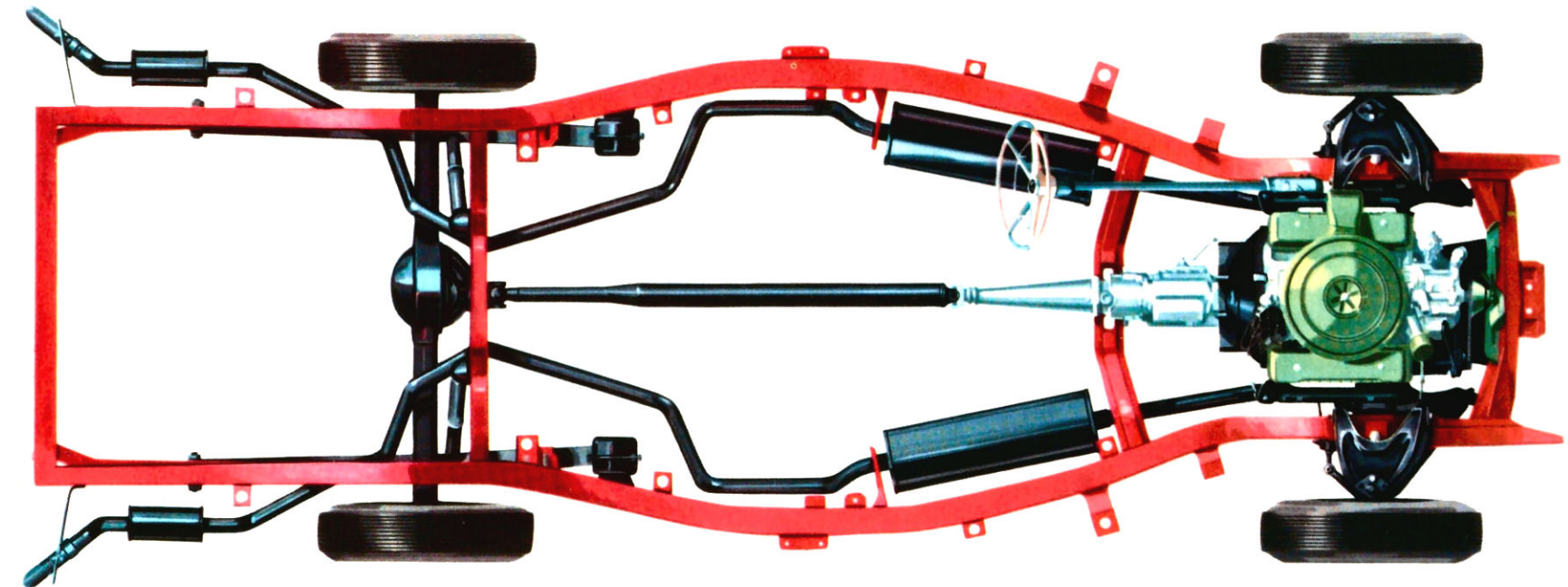


Monarch's revolutionary changes for '57 begin with the foundation of this all-new car. The frame is longer, lower and brawnier. The wheelbase is three inches longer than ever before—now 122".

There's a sturdier, more rigid floor. A new rear axle of unique design makes possible a lower drive shaft, and a lower floor tunnel, contributing to the lower height of the '57 Monarch. Completely redesigned

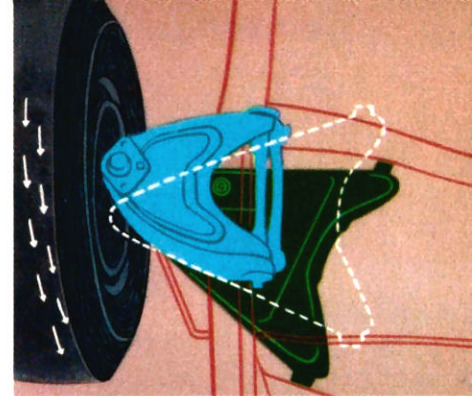
chassis components in the mighty '57 Monarch—new suspension, front and rear, new springs, new shock absorbers—work together with entirely new efficiency to revolutionize riding comfort.

Nothing short of a demonstration drive can do justice to the easy, effortless way the '57 Monarch floats you over the roughest roads as though on a cushion of air! Try it—there's a great thrill waiting for you.



Monarch's all-new frame is revolutionary in design. It is specially shaped to place all passengers within the side rails of the frame for greater safety. A wider front tread and a lower centre of gravity result in a steadier, more sure-footed ride. A new steering

system with ball-bearing action makes steering up to 50% easier when parking. Bigger brakes provide extra stopping power to match Monarch's extra "go" power. And new 14-inch wheels, with extra low pressure tires, mean an even softer Monarch ride.

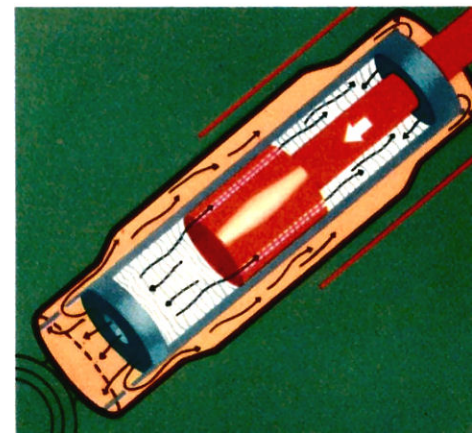


New, swept-back, ball-joint front suspension

Because of the slanted angle of the front suspension, the front wheels move through actions that pull them up and over road bumps instead of bouncing them into the bump. And new air-filled rubber cushions act as insulators to absorb vibration. You'll enjoy a far smoother, steadier ride in the exciting new '57 Monarch.

New full-action shock absorbers

New and more efficient valving of Monarch's shock absorbers results in faster reaction to every change in load, however slight. Yet another reason why you'll experience a totally new degree of comfort when you ride in a '57 Monarch.





C O N D E N S E D 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 alloy iron crankshaft with 5 steel-backed copper-lead main bearings. Rubber floated vibration damper. Autothermic closed type pistons. Two compression and one oil ring. Overhead free-flow intake and exhaust.

SIZE AND RATING: 312 cubic inch displacement, 3.8 in. bore and 3.44 in. stroke, 9.75 to 1 compression ratio, 255 horsepower.

FUEL SYSTEM: A four-barrel thermo-matic carburetor with temperature controlled dual air intakes and super-protective air filter is standard. Automatic choke and idling control. Mechanical, diaphragm-type fuel pump. Fuel tank capacity 16 gallons. Woven plastic type fuel tank filter.

ELECTRICAL SYSTEM: 12 volt system. Low cut-in speed, high-capacity 30-ampere generator with automatic current and voltage regulation. 6-cell, 66-plate battery. High torque, "folo-thru" starter.

IGNITION SYSTEM: High speed single breaker-arm distributor with combination centrifugal-vacuum spark advance control. Weatherproof ignition with high-tension wiring and anti-fouling 18 mm. spark plugs.

LUBRICATION SYSTEM: Controlled full-pressure lubrication with full-flow, disposable oil filter. Rotor-type oil pump. Directed-flow crankcase ventilation. Oil capacity 5 quarts with filter change—4 quarts without.

OVERHEAD VALVES: Free-turning, rotating-type valves with integral valve guides. Chrome steel intake valves have a diameter of 1.925 in. Austenitic steel exhaust valves have a diameter of 1.515 in. Silent, chain-driven camshaft.

COOLING SYSTEM: Pressurized series-flow cooling system with centrifugal-type high-capacity water pump. Full length water jackets. Positive action choke-type thermostat. Low-speed 4-blade silent fan. Coolant capacity, with heater, 16½ quarts.

EXHAUST SYSTEM: Overhead free-flow manifold with rear outlets, Dual

exhaust, standard on Richelieu models and Lucerne convertible, optional on other Lucerne models.

POWER BOOSTER FAN: Temperature controlled clutch, completely automatic, variable speed. Idles when not needed for cooling. Standard on Richelieu models with automatic transmission.

POWER TRAIN

AUTOMATIC DRIVE: Mechanical 7-position Keyboard Control. Combination of fluid torque converter with 3-speed planetary gear train. Multiplies engine torque more than 5 times. Fluid heat exchanger cooling. Oil capacity 9 quarts.

CONVENTIONAL TRANSMISSION: Selective gear type with three speeds forward, one reverse. All gears helical. Constant mesh second gear. Oil capacity 3 pints. Dry, non-centrifugal, disc-type clutch: 10½-in. diameter clutch face. Suspended pedal.

REAR AXLE: Hypoid gears with straddle-mounted pinion gear. Rear axle ratios 3.70 to 1 with conventional transmission; 2.91 or 3.22 to 1 with Automatic.

CHASSIS

FRAME: Rigid, ladder-type, double-drop design with welded box section side rails and 5 cross-members. Internally and externally reinforced. Extra-strength reinforcements for convertible model.

FRONT SUSPENSION: Independent ball-joint front suspension of swept-back design. Suspension arm back sweep—20° lower, 0° upper. Suspension arm tilt—upward 3° for both upper and lower arms. Silent block rubber bushings. Helical coil springs. Full-cushion hydraulic shock absorbers. One-piece front torsion-bar stabilizer. Auxiliary rubber compression springs.

REAR SUSPENSION: Splay-mounted long-leaf type rear springs—55 inches long. Compression-type rear shackles. Hotchkiss Drive. Full cushion hydraulic shock absorbers, sea-leg mounted.

STEERING: Ball and rack type gear with 54 recirculating ball bearings. Steering shaft straddle-mounted between anti-friction bearings. Equal-length tie-rods. Overall steering ratio, 27 to 1 manual, and 24 to 1 with optional power steering.

BRAKES: Internal expanding, hydraulic self-energizing type, 11-inch brake drum. Total braking area, 212 sq. inches.

PARKING BRAKE: Independent mechanical parking brake operating rear brakes. Toe-set pedal.

WHEELS AND TIRES: Riveted steel wheels 14-inch diameter, 6-inch rims. Tubeless tires 8.00 x 14 standard; 8.50 x 14 optional on all models.

BODY

DIMENSIONS: Overall length 211.1 in., Overall height 56.4 in., Overall width 76.9 in., Hiproom (I) 63.5 in., (r) 63.5 in., Headroom (f) 39.1 in., (r) 38.3 in., Legroom (f) 46.5 in., (r) 45.1 in. (Dimensions are for 4-door Sedans.)

STRUCTURE: Welded steel body. Center-fill gas tank. Baked enamel finish. Front-hinged hood. Counterbalanced hood and rear deck. Double-panel door construction. Safety door locks on all doors. Two-stop front doors. One-piece windshield and rear window. Up to 1178 sq. in. windshield area, and up to 4122 sq. in. total window area.

VENTILATION: High-level cowl ventilation. Adjustable vent windows on all doors.

MAJOR OPTIONS*: Automatic Drive with Keyboard Control, power steering, power brakes, Seatomatic 4-way power seat, power windows, tinted windows, white sidewall tires, air conditioner and heater, padded instrument panel, sun visors and seat belts.

*Optional at extra cost.

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FORD-MONARCH SALES DIVISION

FORD MOTOR COMPANY OF CANADA, LIMITED

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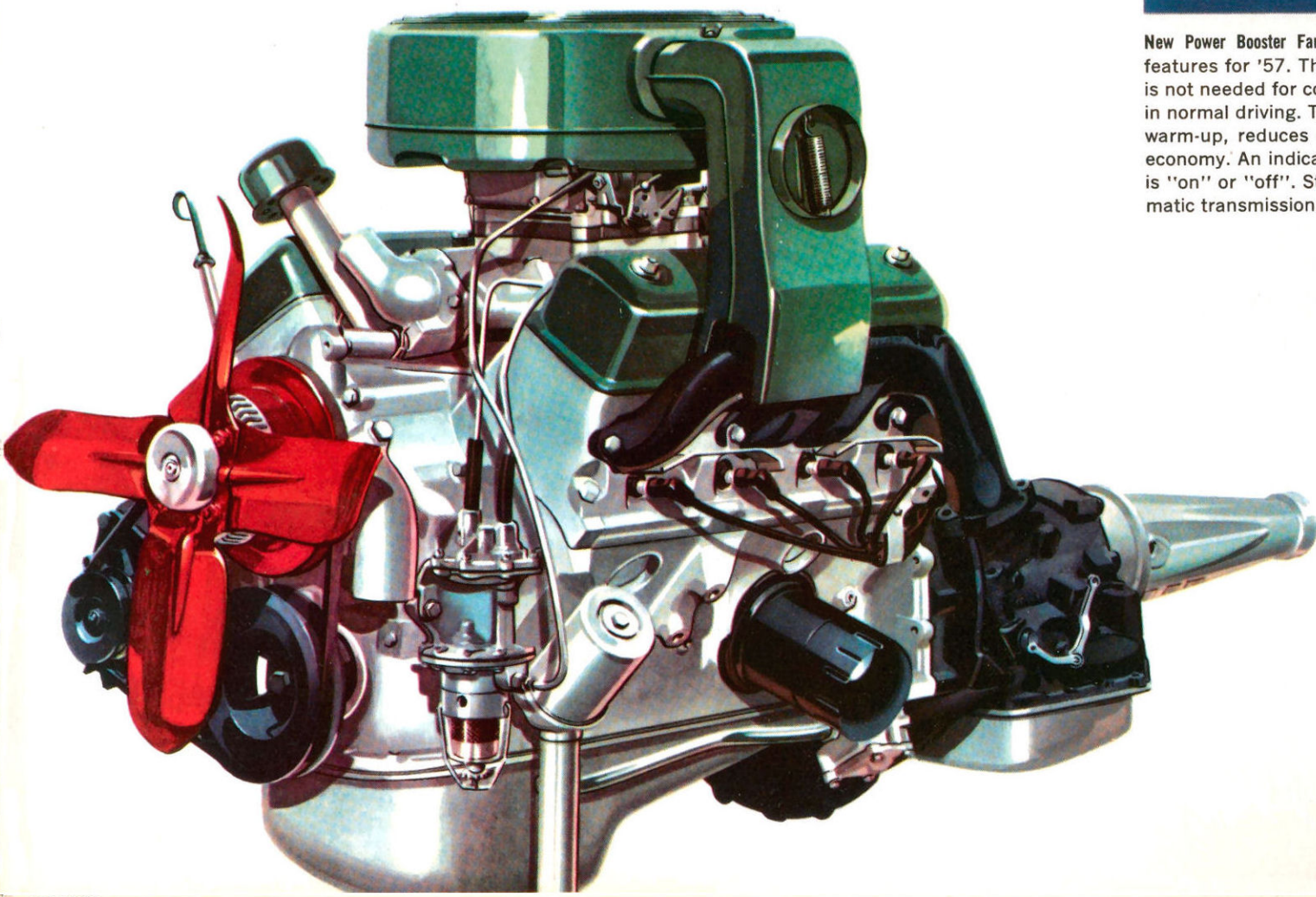
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instant you say "action". Monarch sets the pace in design with a new-type air filter, more efficient, easy to clean; a new disposable-type oil filter; a new, optional Power Booster Fan. And, there's nothing to match the versatility and smoothness of its V-8 power when this great engine is teamed with Monarch's automatic drive. It's another great achievement by the world's number one builder of V-8 engines.



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FORD-MONARCH SALES DIVISION
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CONDENSED SPECIFICATIONS

ENGINE
BASIC CONSTRUCTION: Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep-start crankcase. Precision-molded alloy iron crankshaft with 5 shear-backed copper-lead main bearings. Motor iron crankshaft with 5 shear-backed copper-lead main bearings. Two overhead valves per cylinder. Overhead free-flow intake and exhaust.

FUEL SYSTEM: A four-barrel Thermo-matic carburetor with temperature controlled idle air mixers and super-protective fuel filter is standard. Automatic choke and timing control. Mechanical diaphragm-type fuel pump. Fuel tank capacity 15 gallons. Woven plastic type fuel tank filter.

ELECTRICAL SYSTEM: 12 volt system. Low cut-in speed, high capacity 30-ampere generator with automatic current and voltage regulation. 6-cell, 66-plate battery. High torque, "veto-thru" starter.

IGNITION SYSTEM: High speed single breaker-arm distributor with combination centrifugal-vacuum spark advance control. Weatherproof ignition with high-tension wiring and anti-fouling 18 mm. spark plugs.

LUBRICATION SYSTEM: Controlled full-pressure lubrication with full-flow, disposable oil filter. Rotor-type oil pump. Directed-flow crankcase ventilation. Oil capacity 5 quarts with filter change—4 quarts without.

OVERHEAD VALVES: Free-turning, rotating-type valves with integral valve guides. Chrome steel intake valves have a diameter of 1.925 in. Exhaust valves have a diameter of 1.515 in. Silent.

COOLING SYSTEM: Pressurized series-flow cooling system with centrifugal-type high-capacity water pump. Full length water jackets. Coolant capacity, with heater, 16½ quarts.

EXHAUST SYSTEM: Overhead free-flow manifold with rear outlets. Dual exhaust system.

CHASSIS
FRAME: Rigid, ladder-type, double-drop design with welded box section side rails and 5 cross-members. Internally and externally reinforced. Extra-strength reinforcements for convertible model.

FRONT SUSPENSION: Independent ball-joint front suspension of shock absorbers. One-piece front torsion-bar stabilizer, auxiliary rubber compression springs. Helical coil springs. Full-cushion hydraulic shock absorbers. One-piece front torsion-bar stabilizer, auxiliary rubber compression springs.

REAR SUSPENSION: Splayed-mounted long-trail type rear springs—55 inches long. Compression-type rear shock absorbers. Hotchkiss Drive. Full custom hydraulic shock absorbers, seal-in mount.

OPTIONAL AT EXTRA COST.
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STEERING: Ball and rack type gear with 54 recirculating ball bearings. Steering shaft steady-mounted between and front-end bearings. Equal length tie-rods. Overall steering ratio, 22 to 1 manual, and 24 to 1 with optional power steering.

BRAKES: Internal expanding, hydraulic self-energizing type, 11-inch brake drum. Total braking area, 212 sq. inches.

PARKING BRAKE: Independent mechanical parking brake operating rear brakes. Toe-set pedal.

WHEELS AND TIRES: Riveted steel wheels 14-inch diameter, 6-inch rims. Tubeless tires 8.00 x 14 standard; 8.50 x 14 optional on all models.

CONVENTIONAL TRANSMISSION: Selection gear type with three speeds forward, one reverse. All gears helical. Constant mesh second gear. Oil capacity 9 quarts.

AUTOMATIC DRIVE: Mechanical 7-position Keyboard Control. Combination of fluid torque converter with 3-speed planetary gear train. Multi-plate engine torque more than 5 times. Fluid heat exchanger cooling.

POWER TRAIN
On Richelieu models with automatic transmission. Standard exhaust, standard on Richelieu models and Lucerne convertible.

POWER BOOSTER FAN: Temperature controlled clutch, completely automatic, variable speed. Idle when not needed for cooling. Standard on Richelieu models with automatic transmission.

EXHAUST: Standard on Richelieu models and Lucerne convertible.

MONARCH—ON A LONGER WHEELBASE—INTRODUCES YOU TO A COMPLETELY NEW "AIR-BORNE" RIDE!

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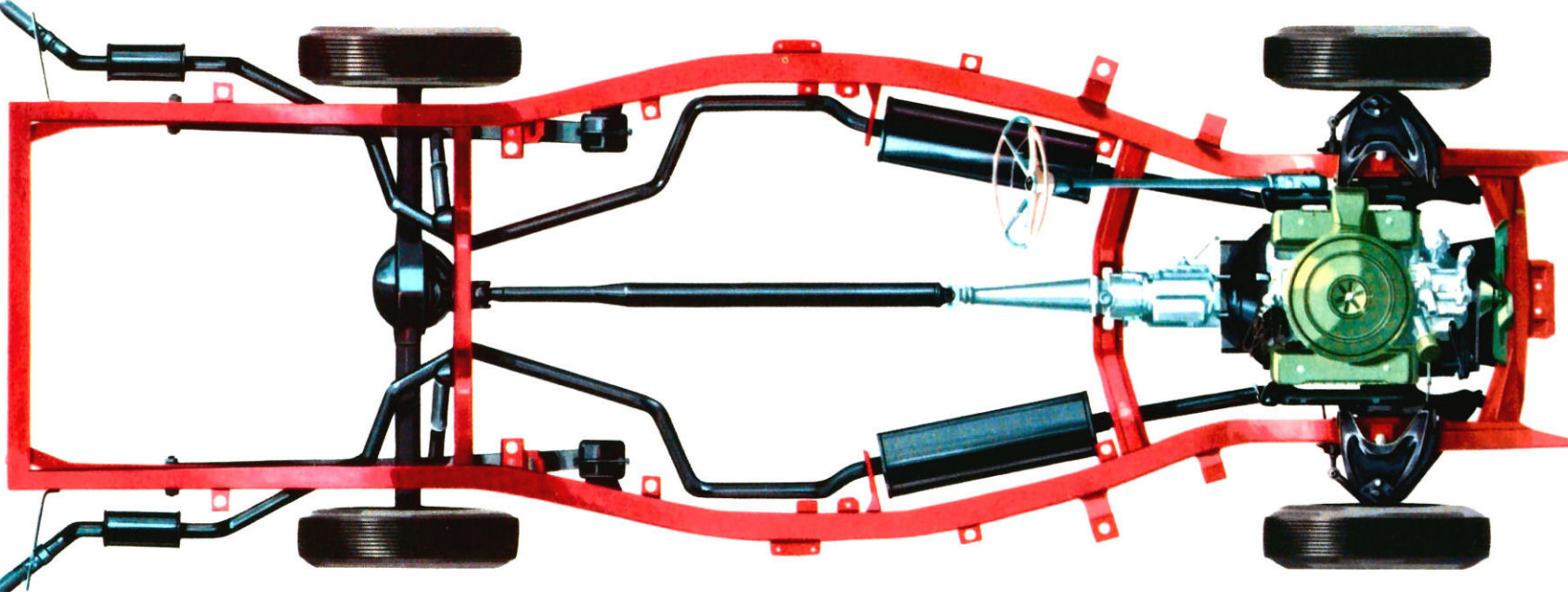


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There's a sturdier, more rigid floor. A new rear axle of unique design makes possible a lower drive shaft, and a lower floor tunnel, contributing to the lower height of the '57 Monarch. Completely redesigned

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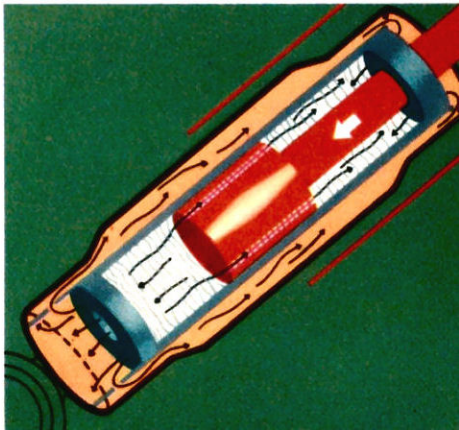


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Because of the slanted angle of the front suspension, the front wheels move through actions that pull them up and over road bumps instead of bouncing them into the bump. And new air-filled rubber cushions act as insulators to absorb vibration. You'll enjoy a far smoother, steadier ride in the exciting new '57 Monarch.

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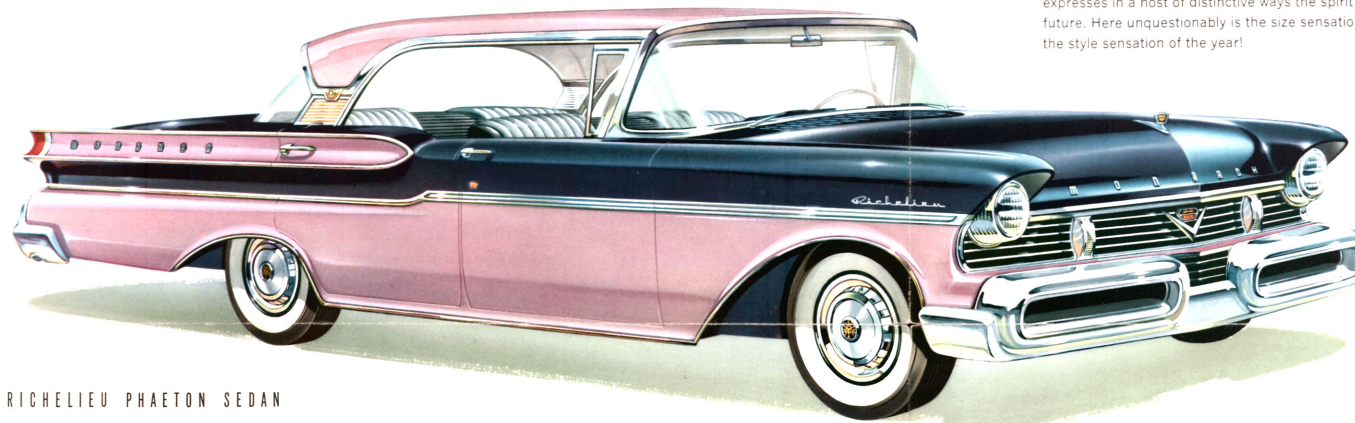
1957 Monarch

BIGGEST MONARCH EVER!

OVER 17½ FEET LONG! 6½ FEET WIDE! ROOMIER ALL THROUGH!

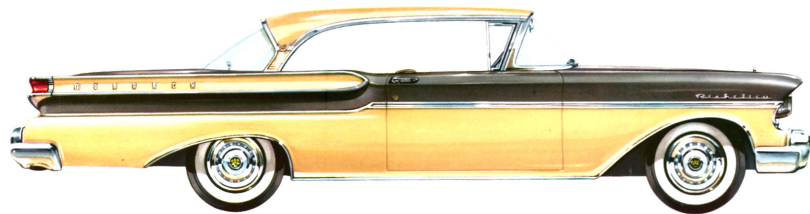
Created all new...and fired with the spirit of the future!

THE MONARCH RICHELIEU SERIES



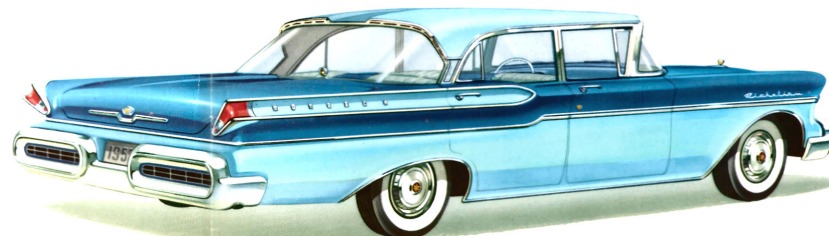
MONARCH RICHELIEU PHAETON SEDAN

There's action in every line of this big beautiful hardtop! Fluted channels along the rear fenders give a distinctive "sculptured" look.



MONARCH RICHELIEU PHAETON COUPE

The thin, graceful roof... the forward-thrusting corner posts... the full-length sweep of side chrome... every detail calls for a long, long look!



MONARCH RICHELIEU FOUR-DOOR SEDAN

Here's massive new grace that comes to an impressive conclusion in V-angle tail-lights and twin-oval bumpers that accentuate Monarch's increased width.

Elegance, sophistication and futurity are the keynote throughout these bigger Monarchs. New nylon fabrics, rich new weaves and patterns, provide a contrasting decor with glove-soft vinyls... carry forward Monarch's proud reputation for matchless interior beauty to new heights of grandeur.

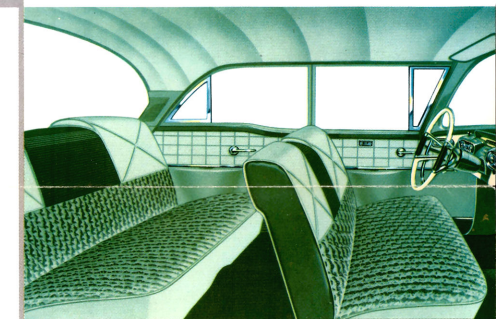


In Monarch Richelieu interiors, imaginative styling gives majestic scope to the finest fabrics, the finest appointments ever to grace a Monarch.

Step into new realms of spaciousness!

The entire passenger area of the '57 Monarch is five inches longer than any Monarch before! There's more leg room, more head room, more hip room, more shoulder room. From outside, Monarch looks lower—is lower than ever before—yet headroom is increased as much as three inches for rear seat passengers. Leg room, front and rear, is greatly increased. So is hip and shoulder room! Seats are contoured, specially designed for greater passenger comfort. An entirely new wrap-around windshield, increased in size by 180 square inches provides increased angle of vision. The rear window is larger, too—490 square inches!

Monarch Lucerne interiors offer the smartest combination of tasteful elegance and functional simplicity ever created in a car that's big in everything but price!



King-size in everything! Style, performance, value!

THE MONARCH LUCERNE SERIES

When you size up the Lucerne Series here's what you'll find. Bigger cars, outside and in, than any before in the Monarch family. Styling that steals from the future... truly ahead of its time. Power that takes all in its stride with boundless zest. And—in sum total—the greatest value ever designed and built into a truly fine car!



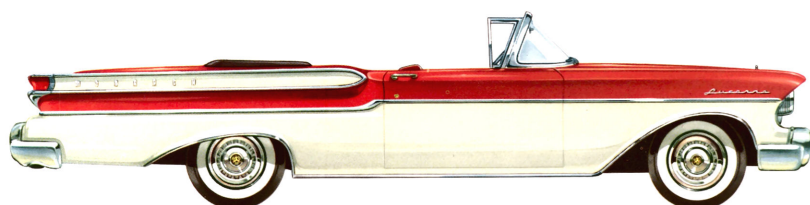
MONARCH LUCERNE PHAETON SEDAN

There's over 800 square inches more glass area than in any Monarch before. The huge windshield wraps further around to new rakish-angle corner posts.



MONARCH LUCERNE PHAETON COUPE

Because the new Monarch is so low to the road, you're sure to notice the decorative channel in the centre of the roof and the rear deck.



MONARCH LUCERNE CONVERTIBLE

The top may be lowered without unzipping the rear window, which is of new full wrap-around design—over six feet wide—for sedan-like visibility.



MONARCH LUCERNE FOUR-DOOR SEDAN

The unusually thin centre-pillars of Monarch's new sedans give these spacious beauties the flair of hardtop design.

All-new instrument panel centralizes controls for unprecedented driving ease!

In the driver's seat, you'll be immediately impressed with the functional beauty of the new instrument panel. Every instrument is under your eye at a glance. Every control located for easiest operation, including of course, Monarch's new Keyboard Control that has a separate control for each driving requirement.

New protection rides with you in the '57 Monarch.

New strength, new solidity, new brawn in the frame, chassis and body of the new Monarch, plus a lower centre of gravity, all contribute to greater safety and stability on the road. New, thicker doors feature improved safety-hold latches. The new safety steering wheel is of four-spoke, impact-absorbing design, giving unique driver protection. Protective padding over the instrument panel, padded sun visors, and the newest-design safety seat belts are optional on all models.

