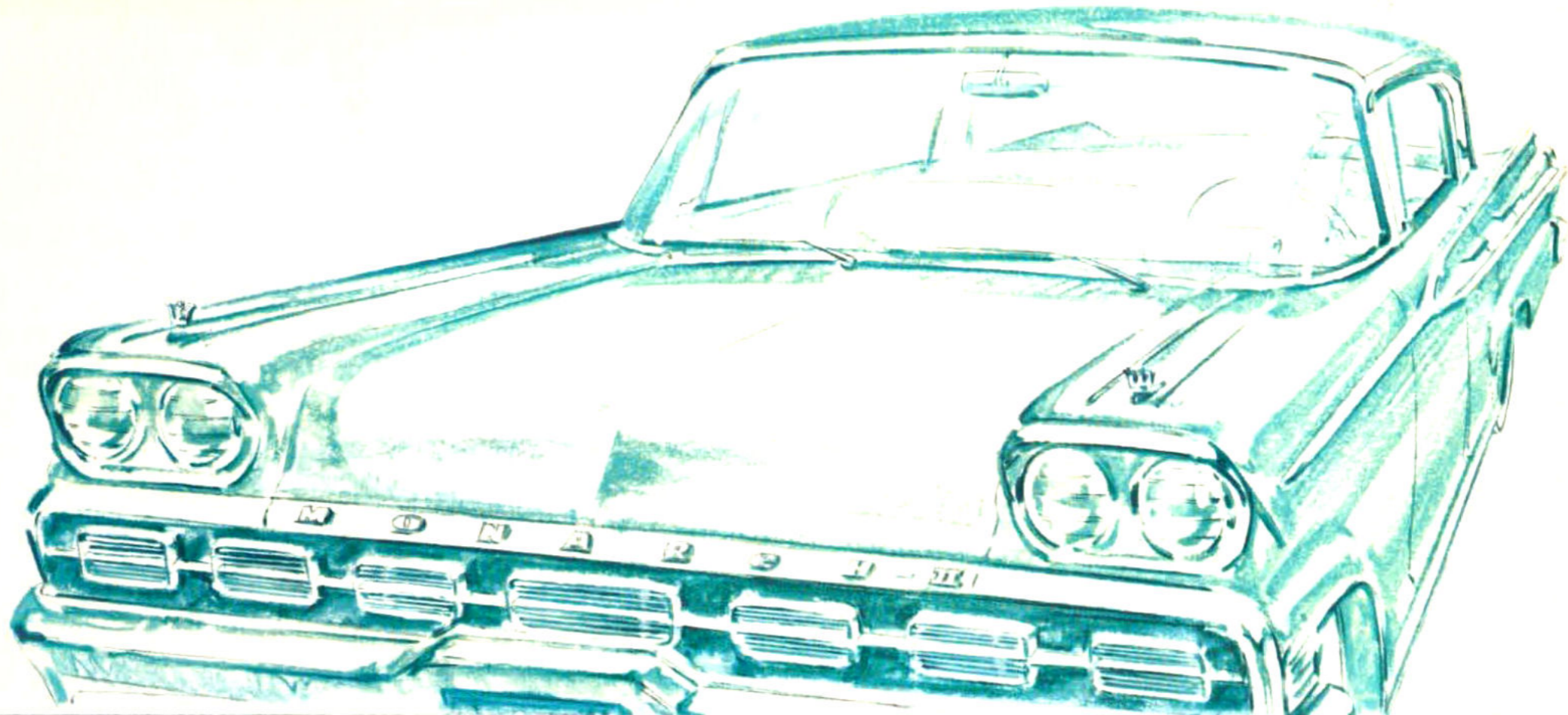
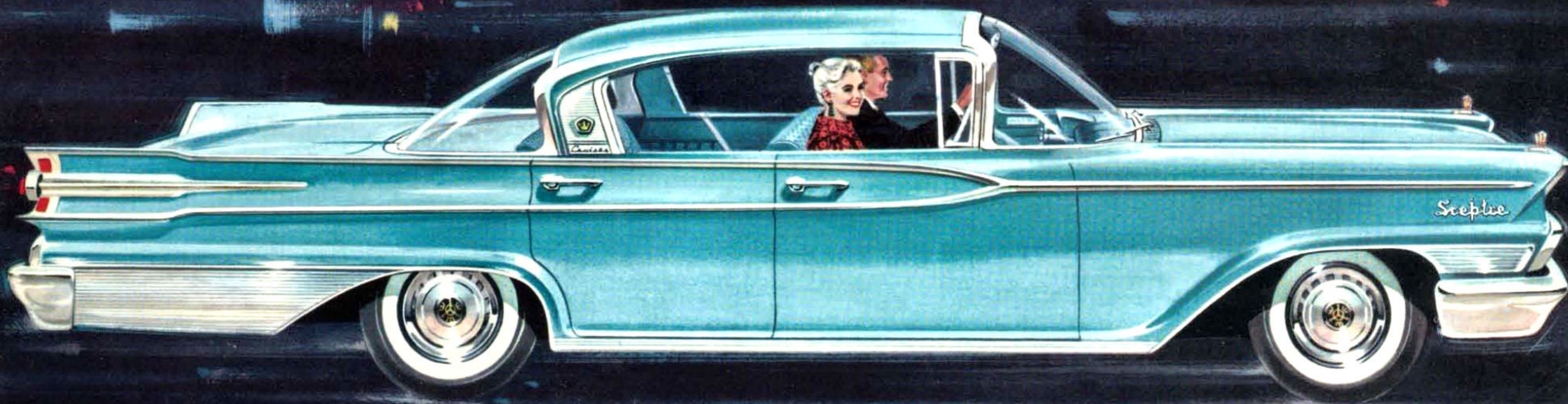




*A brilliant
new blend of
beauty, performance
and luxury
invites you
to fine-car
ownership*



MONARCH MARK II • 1959



*Mark of distinction
on the Canadian road*



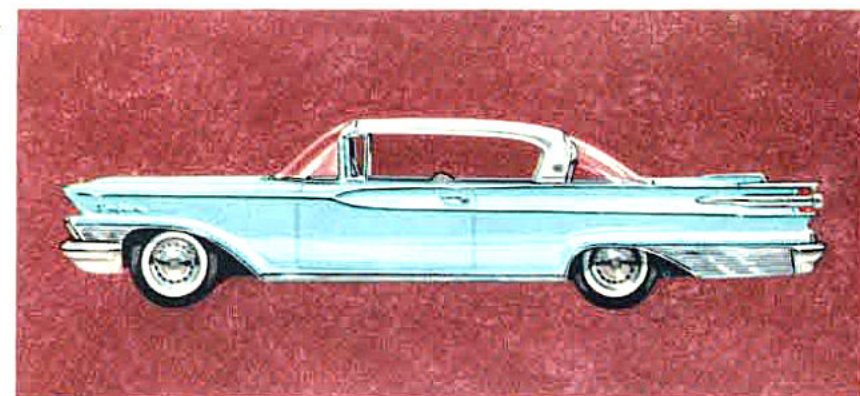
MONARCH *MARK II*



Introducing Monarch Mark II—the car created for Canadians. ✿ A glance through these pages will show you that Monarch Mark II has been designed to meet the needs of today's Canadian motorists. ✿ You ask for a spacious car—with true six-passenger comfort. Monarch Mark II answers this need, for it is a remarkably roomy car with exceptional head-room and leg-room. ✿ You want a distinctive car with handsome good looks that set it apart from the ordinary. Again, Monarch Mark II is the answer. ✿ You expect efficient performance, ride and handling ease. You ask for big, smooth, deep-breathing V-8 power—but you want economy too. You get all these things in Monarch Mark II. ✿ You say that interior fabrics and appointments are most important. You'll find Monarch Mark II interiors are frankly luxurious—and beautifully designed for your driving pleasure and comfort. ✿ Monarch Mark II is a car that offers every driving convenience. It is the car to change your ideas about fine cars. And it can be yours at a price which will change your ideas about automobile value. Certainly it will cost you more than a low-priced car—but it will cost less than many of your former choices in its field. ✿ Monarch, an honoured name on the Canadian road, is proud to present the entirely new Mark II—in three superb series priced to invite you to the adventure of fine-car ownership.



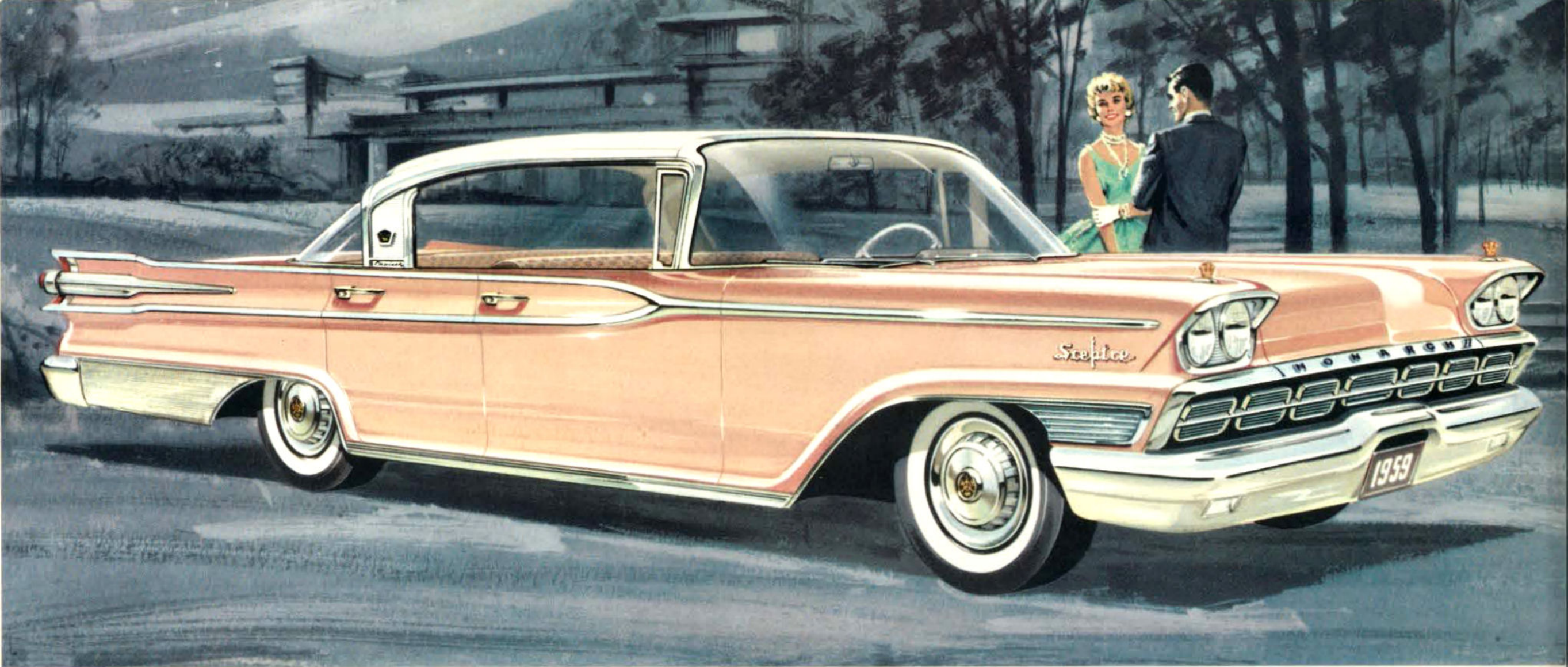
SCEPTRE—the finest expression of Monarch Mark II luxury. The two-door and four-door Cruisers in this series are the crowning achievement in elegance.



RICHELIEU—brilliant performance and distinctive styling. Here Monarch Mark II presents three models: A two-door Cruiser, a four-door Cruiser and a four-door sedan.



LUCERNE—most economical fine-car value. In this series Monarch Mark II offers a two-door Cruiser, a four-door Cruiser and a four-door sedan priced to invite you to make the move to fine-car motoring.



SCEPTRE

FOUR-DOOR CRUISER

The distinctive crown, the massive bumper, the clean-angled vee of the tail-lights, the wide stance, tell you that this is the Monarch Mark II. At your option, you may specify the triple reflectors and the powerful back-up lights as accessories. Beneath the broad rear deck there is more than 32 cubic feet of space—enough to store a mountain of family luggage.





THE MONARCH MARK II SCEPTRE SERIES

These are the big cars for a big country – broad-shouldered and built for the Canadian road.

✻ *See that majestic sweep of glass. It gives you a new horizon-wide outlook – a new feeling of spaciousness. See that fresh and functional styling. It has the timeless look of good taste – without the extremes and excesses that go out of fashion so fast.* ✻ *Colour plays an important role in modern living, and in Monarch Mark II the tasteful interiors are complemented by a magnificent range of exterior colours. Moonrise Grey, Satellite Blue, Talisman Red, Blue Velvet Metallic, Frosted Lime – these are some of the names indicative of the colours keyed to contemporary tastes.* ✻ *The*

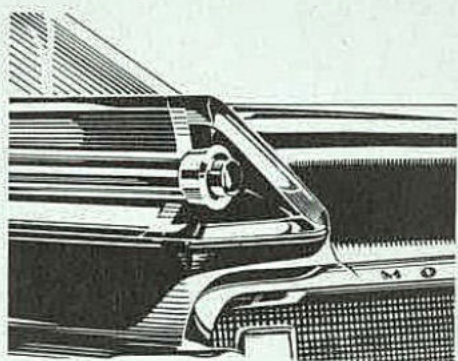


sleek Cruiser roofline with its distinguishing crown symbol, the sculptured metal side treatment and the sweep of bright metal along the rear quarter panel identify the Monarch Mark II Sceptre – the crowning achievement in elegance.



THE TWO-DOOR AND FOUR-DOOR CRUISERS

in the Monarch Mark II Sceptre series are beautifully proportioned, magnificently appointed. Over 18½ feet long, over 6 feet 8 inches wide, and a remarkable 4 feet 8 inches low, the Sceptre series offers you the relaxed pleasure of fully automatic driving. Power does all the work—yours is the



pleasure. As standard equipment you get all these luxury features you will find only as

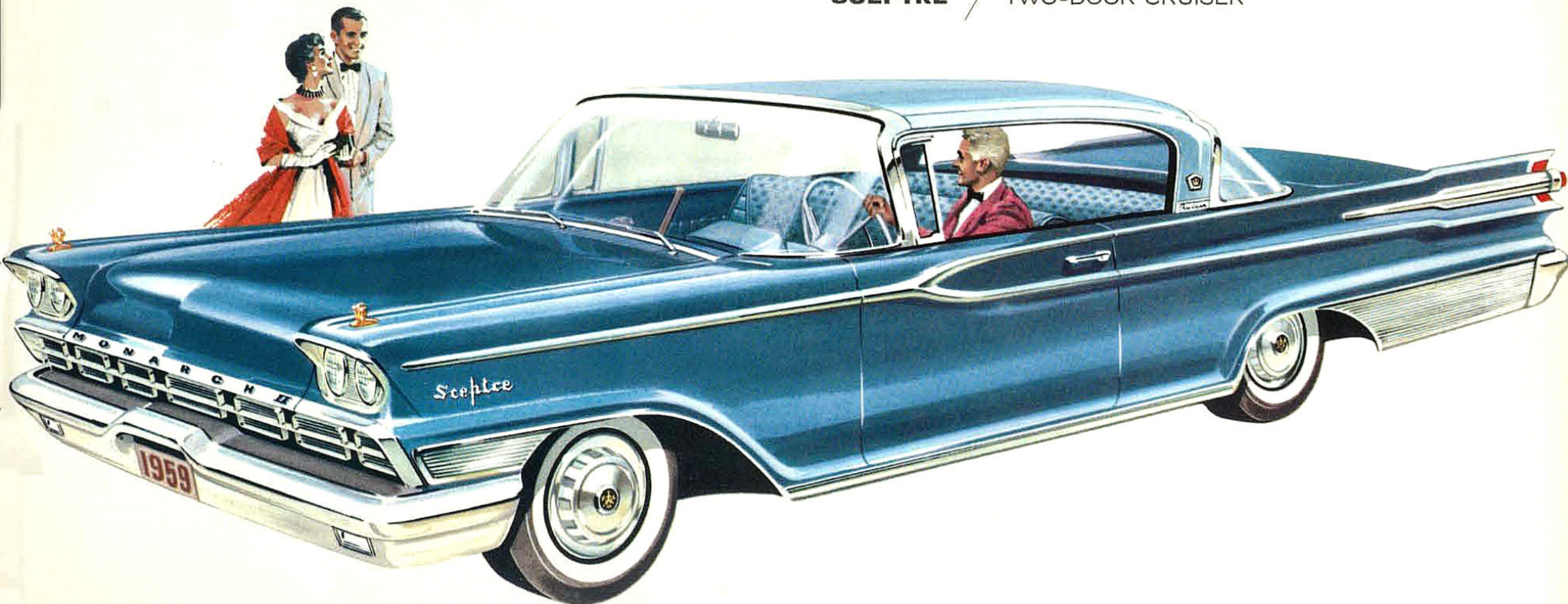
extra-cost options on other cars: A deep-breathing 345 horsepower V-8 engine teamed with Multi-Range automatic transmission; power steering that puts you in fingertip command of the road; self-adjusting power brakes to bring you to a smooth, level stop with a gentle nudge of your toe. As well, these important features contribute to your safety: The safety steering wheel with its deeply recessed centre; safety door-locks; safety glass in every window; safety front-hinged hood.

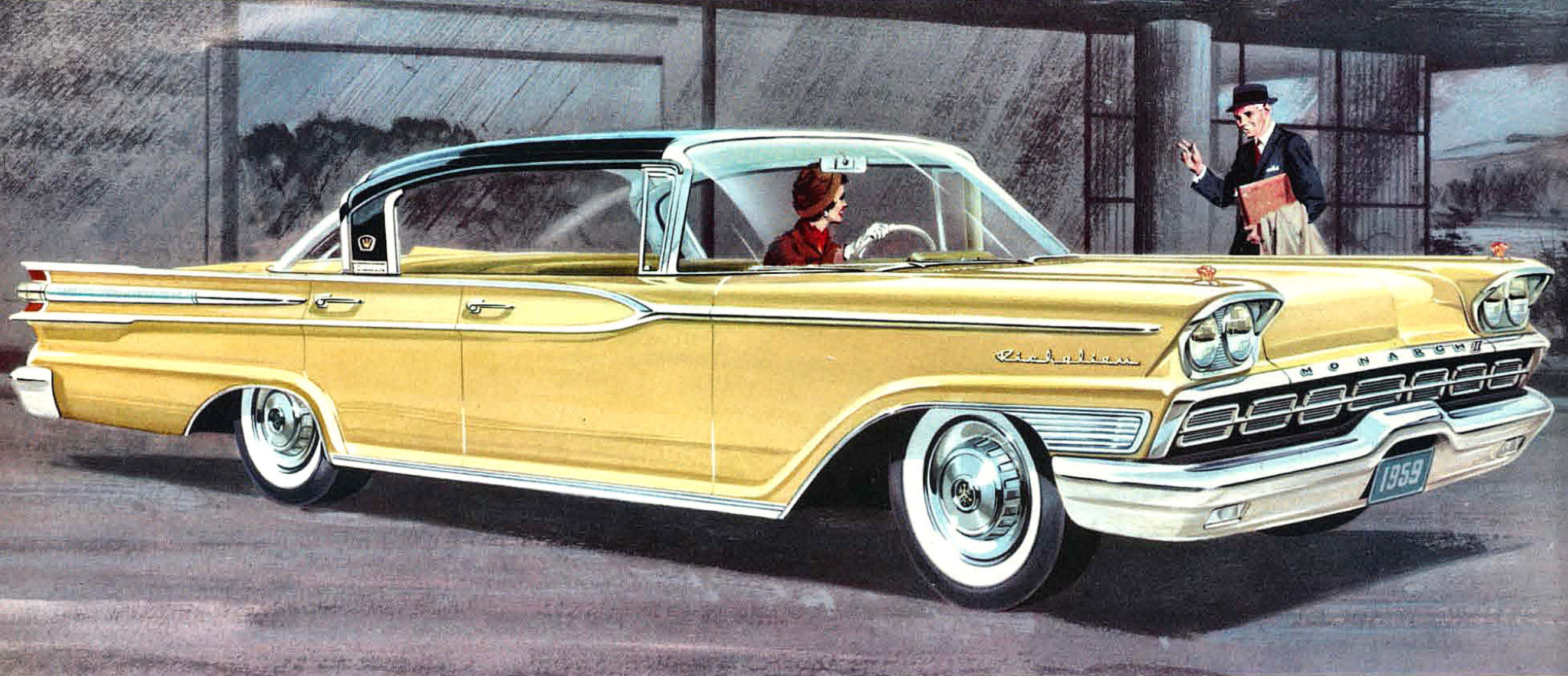


Here you see the tasteful elegance of the grille with its distinctive motif, the broad expanse of the gleaming hood, the twin crowns surmounting each fender which accent the broad-shouldered, handsome good looks of the Monarch Mark II.

SCEPTRE

TWO-DOOR CRUISER

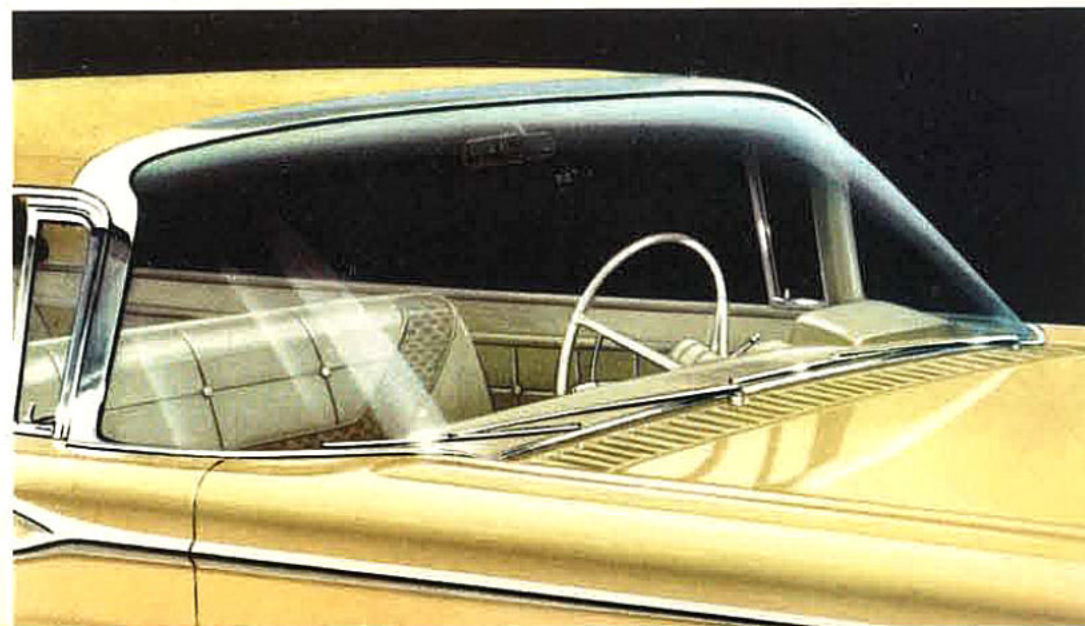




RICHELIEU

FOUR-DOOR CRUISER

See the majestic expanse of glass in the Monarch Mark II windshield. It sweeps up, over and around to give the driver's eyes the maximum field of vision in every direction. The windshield wipers have a new overlapping pattern to eliminate centre blind spots—you enjoy a clear view ahead at all times. High level air-intakes are correctly positioned on the cowl to draw in fresh clean air, even in heavy city traffic.





THE MONARCH MARK II RICHELIEU SERIES

Here is high-style automobile fashion matched by the brilliant performance of a big, overhead valve, 322 horsepower engine. A touch of your toe on the accelerator and you glide gently into motion with an easy flow of power – delivered through the smooth automatic transmission that is standard equipment in this series. On the highway the Richelieu's extremely efficient V-8 will eat up the miles with barely a whisper. Time and the



scenery flow smoothly by, as you relax behind the wheel. A big 126-inch wheelbase; a low centre of gravity; the swept-back, ball-joint front suspension; the super-efficient triple-action shock absorbers; all combine to give you a ride unmatched for its deep-down, fine-car comfort.

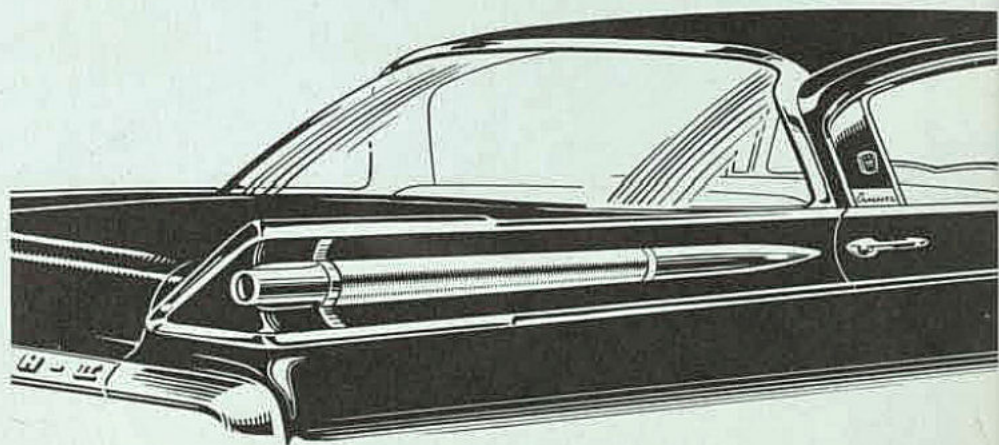


MONARCH MARK II, THE CAR CREATED FOR CANADIANS,
IS BUILT TO MEET YOUR MOTORING NEEDS. AND NOW,
WE INVITE YOU TO DRIVE THIS CAR AND EXPERIENCE
ALL THE SATISFACTIONS OF FINE-CAR PERFORMANCE



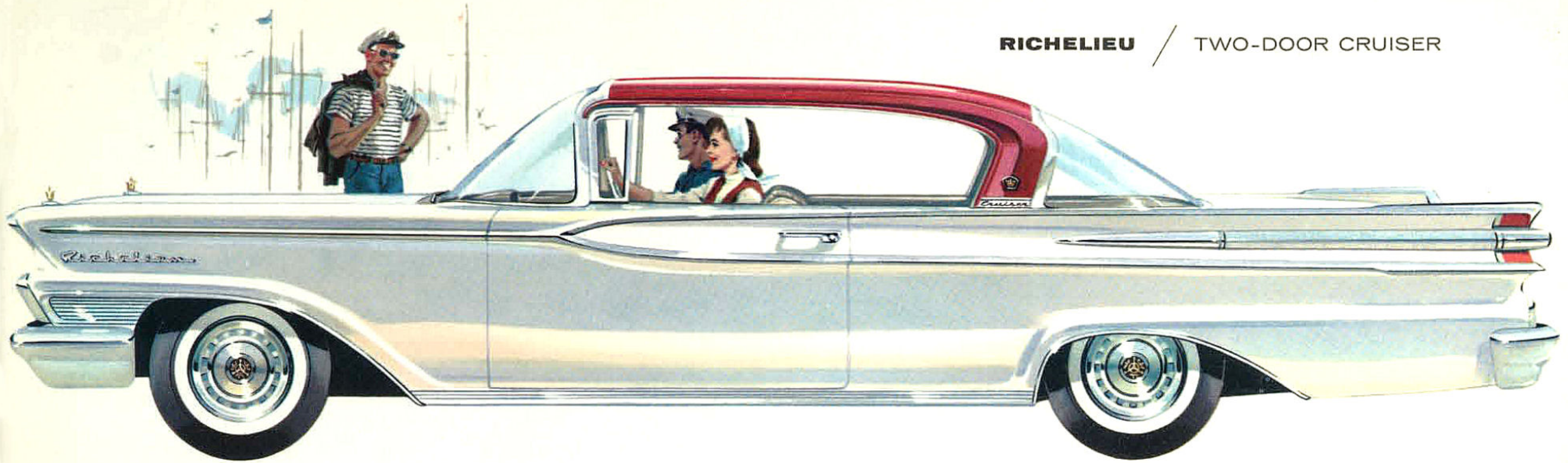
TWO DISTINCTIVE ROOFLINES FOR '59

The smooth contour of the Cruiser roof and the slender, graceful cantilever styling of the sedan roof demonstrate leadership design in fine-car fashion. The inspired blending of gleaming steel and shining glass into styling that captures the imagination, the sculptured side channels with their forward thrusting projectile, the canted tail-lights – these things brilliantly express the

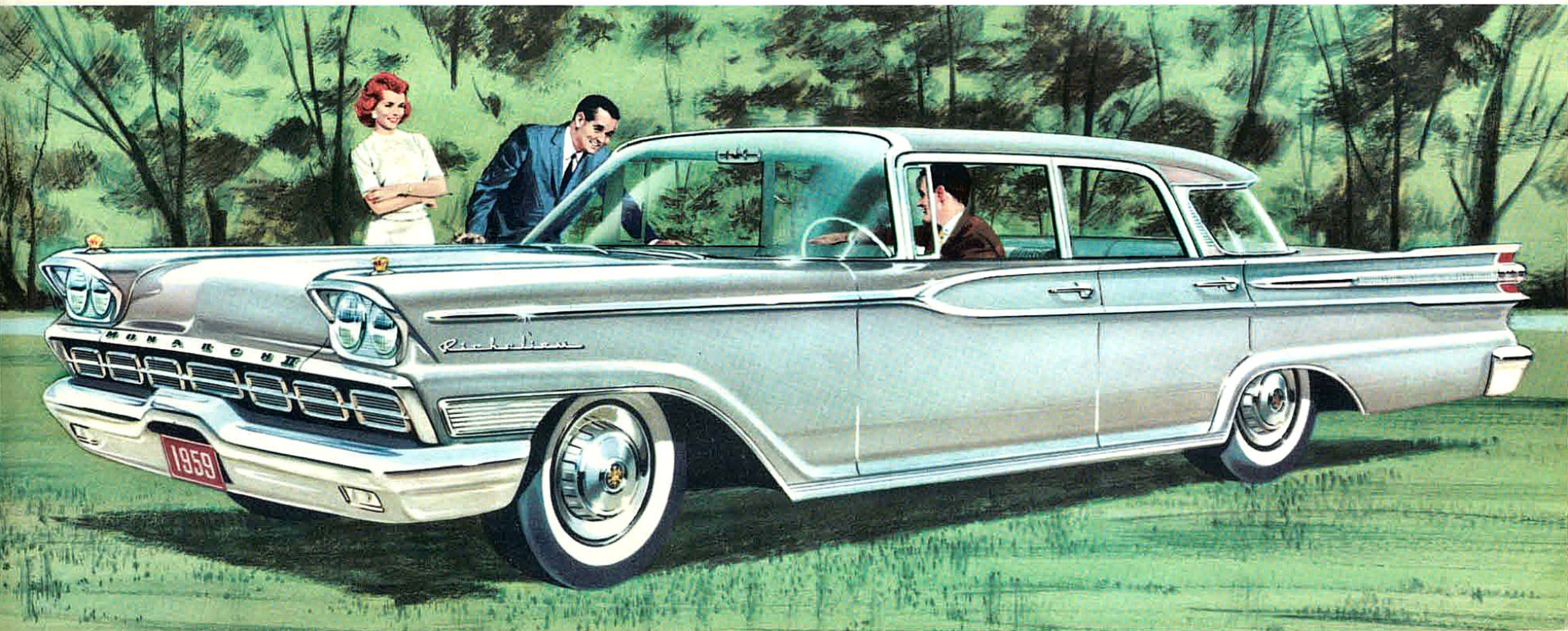


individuality of the Monarch Mark II. But there's more to Monarch Mark II – there are new dimensions of interior spaciousness. The wide, wide doors and the new design of the front-door opening let you slide under the wheel with ease. And once inside, because of a new floor contour, you are immediately aware that this fine car offers living room comfort to all six passengers.

RICHELIEU / TWO-DOOR CRUISER

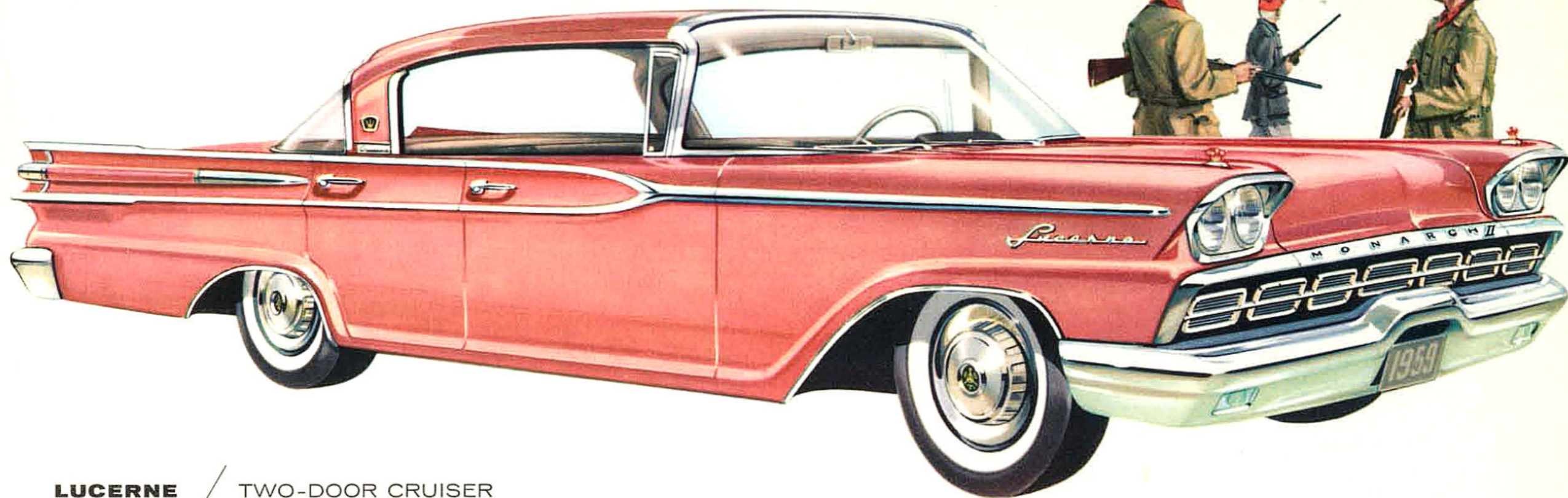


RICHELIEU / FOUR-DOOR SEDAN



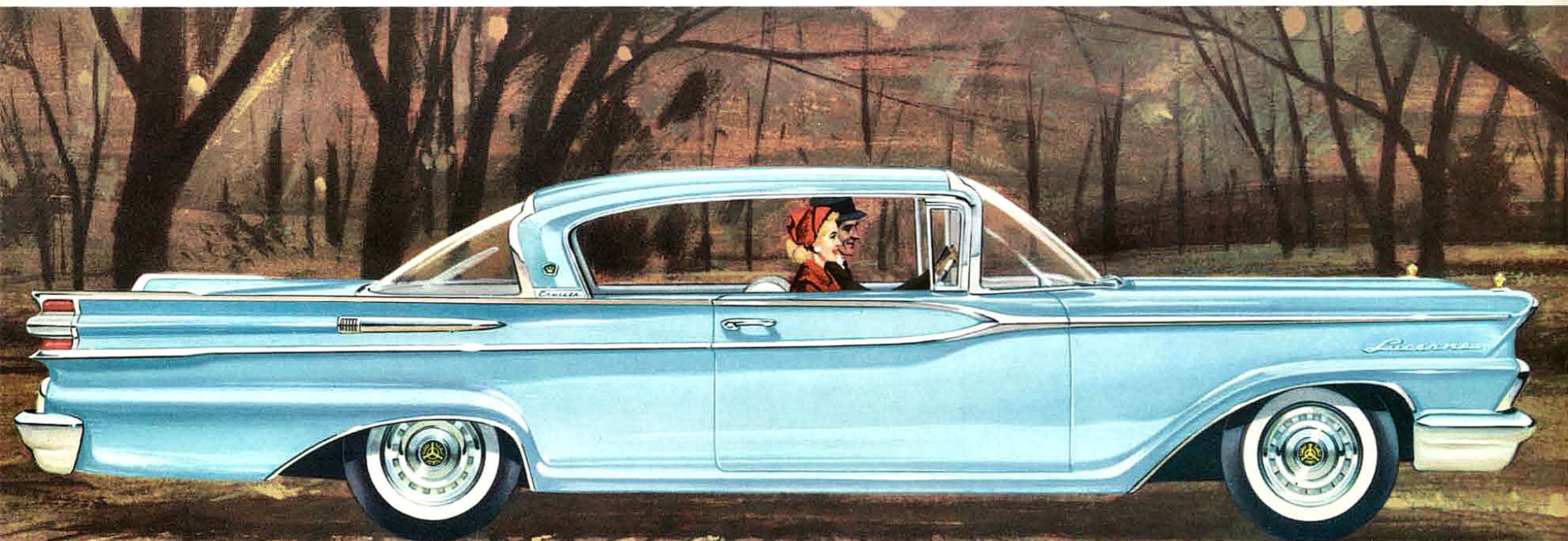
LUCERNE

FOUR-DOOR CRUISER



LUCERNE

TWO-DOOR CRUISER





THE MONARCH MARK II LUCERNE SERIES

Here you see cars that outgrew their price tag. They're big in every way – except price. The Lucerne series is your invitation to the satisfactions of fine-car ownership at its thriftiest.

✿ *The satisfactions start with the brilliant performance of the 280 horsepower, precision-built, V-8 engine. As well, you get the economy of aluminized mufflers and the added safety of big self-adjusting brakes as standard equipment. You have a choice of two distinctive rooflines – the classic sweep of the Cruiser roof or the graceful cantilever overhang of the sedan roof. And everywhere you look, you see solid quality – craftsmanship without compromise. And to make all your driving easier, a wide selection of power features is available.* ✿ *These pages will give you some idea of the great things in store for you – and your first drive will show you how Monarch Mark II is built to meet your motoring needs.*



SPACE, IN FULL AND GENEROUS MEASURE,

is yours in every Monarch Mark II model. There's good reason for this, for Monarch designers think first of people – then of cars. The Monarch Mark II has been designed around you. There's headroom, legroom, shoulder-room to spare – even six-footers can stretch out and relax in the spacious comfort of a Monarch Mark II interior. For this, of all 1959 cars, is a true six-passenger family car. Yet the Monarch Mark II offers exhilarating



performance with spirit and verve. And, because of the new super-efficient V-8 engines, you get exceptional operating economy too. Ride? It's a big car ride at its very best – the ride that you get from a solidly-built, quality car. Handling? Try it. Obedience to the wheel is instant and precise. On curve, highway or country byway you have the feeling of positive control – at all times, you are master of the driving situation.



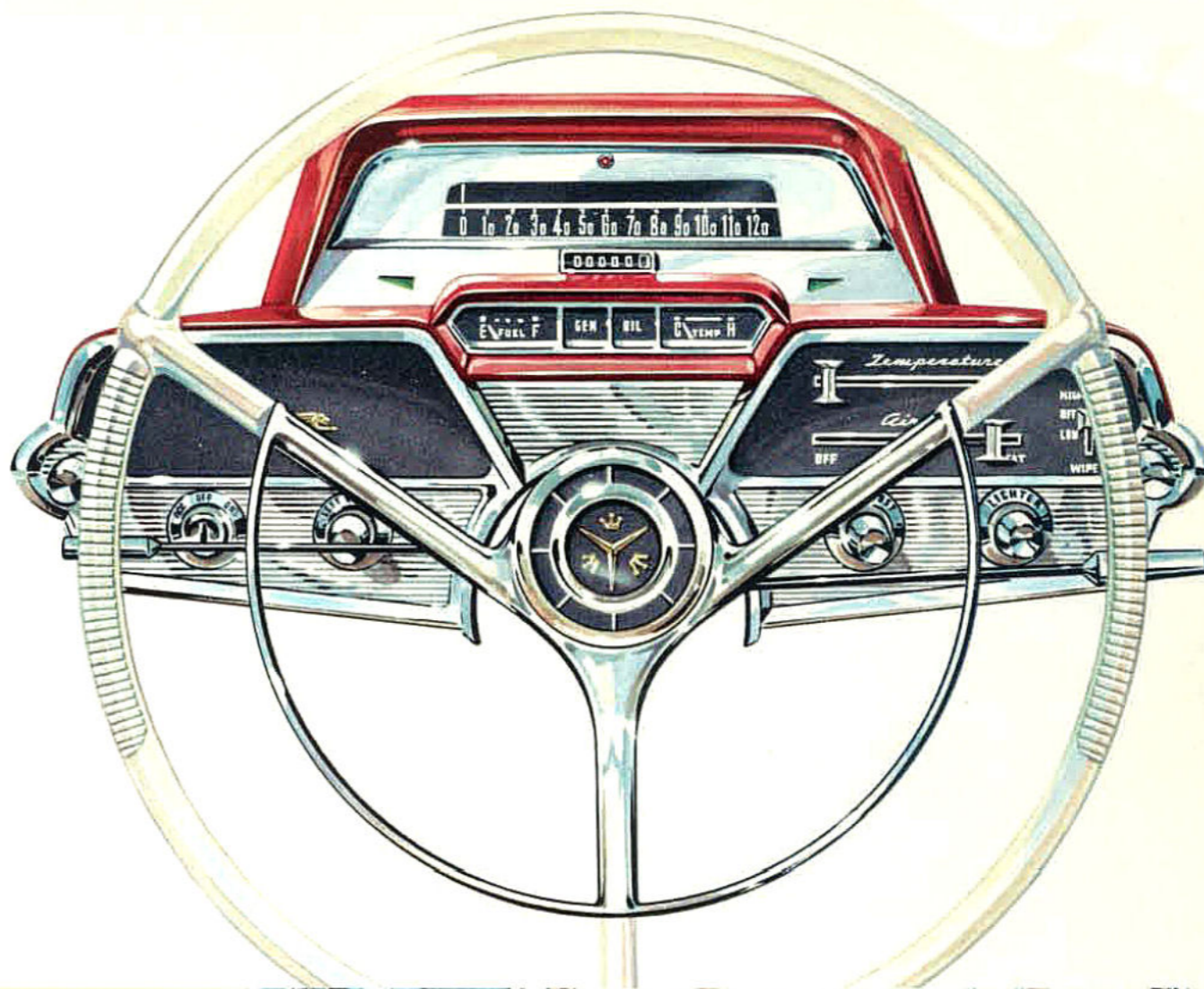
LUCERNE / FOUR-DOOR SEDAN



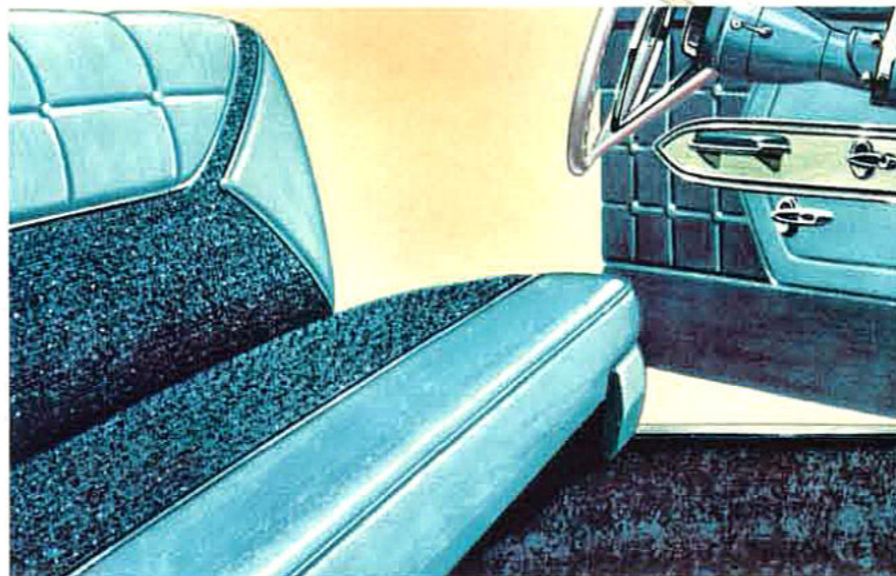
Here you see the broad clean-lined sweep of the gleaming hood, the forward thrust of the distinguishing projectile moulding, the uncluttered housing of the dual headlights, and the way the parking and turn-indicator lights are safely recessed in the massive bumper. The distinctive grille with its graceful motif identifies Monarch Mark II.

**THE PRECISE ARRANGEMENT
OF INSTRUMENTS AND CONTROLS
IS THOUGHTFULLY PLANNED FROM
THE DRIVER'S POINT OF VIEW**

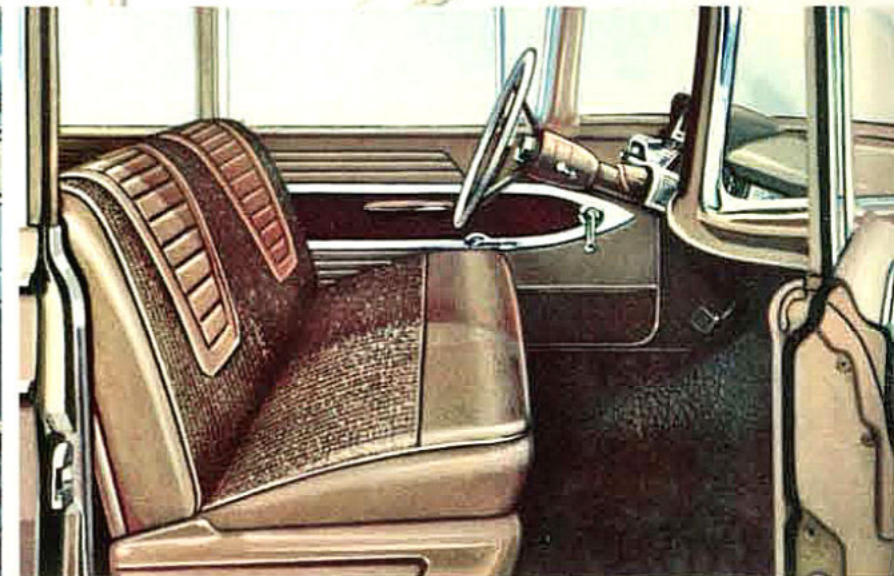
This symmetrical blend of function and styling groups the instruments in three integrated clusters. TOP: High and low-beam headlight indicator; speedometer with broad white ribbon-type indicator; fuel gauge; generator indicator; oil pressure warning light; engine temperature gauge. LEFT: Exterior light switch; ignition; left air-vent control; control for optional 4-way power seat. RIGHT: Windshield wiper; lighter; right air-vent control; heater controls—manual or Climate Dial. Every instrument is designed for instant recognition—every control for ease of operation. At the wheel you will feel poised and confident, because everything has been designed for your comfort and your safety.



SCEPTRE INTERIORS—Fashioned with a modern flair. The colour-keyed upholstery is beautifully tailored with a combination of glove-soft, crushed-grain vinyl and a specially selected rose-patterned bodycloth. The deep-piled floor carpeting says "welcome" to Monarch Mark II luxury. Notice the crisp, colourful, interior door treatment.

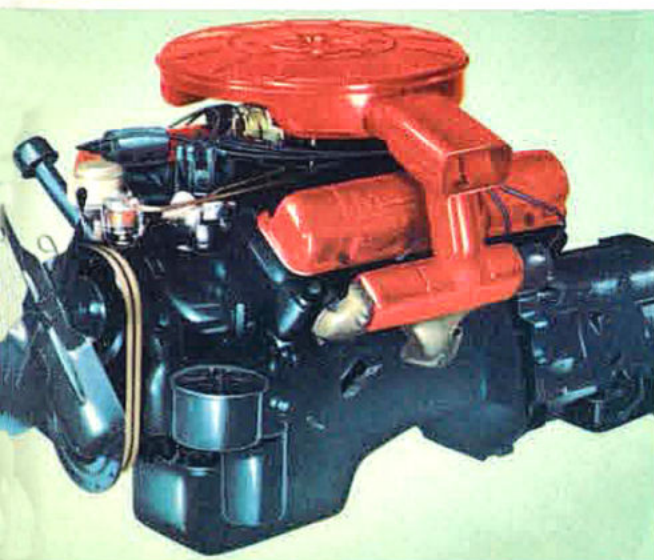


RICHELIEU INTERIORS—See the clean-lined design which distinguishes the interior treatment of the Richelieu series. The quilted-grain vinyl and a tweedy box-weave bodycloth accented with metallic threads offer you the lap of luxury. As with every Monarch Mark II, the luxurious upholstery is specially *bonded* to the foam rubber cushioning.



LUCERNE INTERIORS—Deep-cushioned seating upholstered in a combination of patterned vinyl and shell-design bodycloth. Here too, you see the way the forward post is located to make entry and exit easy. And look at that wide uncluttered floor area—where even six-footers can stretch their legs with ease and relax in luxurious, deep-down comfort.

**HERE IS WHERE BRILLIANT PERFORMANCE
AND EXCEPTIONAL OPERATING ECONOMY BEGIN
—THE BIG, SMOOTH, HIGHLY EFFICIENT V-8 ENGINES**



Precision-built and proven by millions of miles of on-the-road testing, the Monarch Mark II engines are the result of a new approach to V-8 design. Heat and friction are reduced to the absolute minimums through such special refinements as in-block combustion chambers, water-jacketed intake manifolds and three-stage engine cooling. As a result, you get maximum efficiency because the power formerly lost to heat and friction is put to work for you.

MONARCH MARK II ENGINE/TRANSMISSION COMBINATIONS

DISPLACEMENT CARBURETOR BORE X STROKE	HORSEPOWER TORQUE RATING COMPRESSION RATIO	TRANSMISSIONS	MODELS
383 cu. in. displacement 2-barrel carburetor Bore—4.30"; Stroke—3.30"	280 horsepower 400 foot-pounds torque 10.0 to 1 compression	3-speed manual; Monarch Automatic*; Multi-Range Automatic*	Lucerne Series
383 cu. in. displacement 4-barrel carburetor Bore—4.30"; Stroke—3.30"	322 horsepower 420 foot-pounds torque 10.0 to 1 compression	Monarch Automatic Multi-Range Automatic*	Richelieu Series
430 cu. in. displacement 4-barrel carburetor Bore—4.30"; Stroke—3.70"	345 horsepower 480 foot-pounds torque 10.0 to 1 compression	Multi-Range Automatic	Sceptre Series

*Optional at extra cost.

MONARCH MARK II SPECIFICATIONS

MAJOR DIMENSIONS: (4-door hardtop models)	LUCERNE/RICHELIEU	SCEPTRE
Wheelbase	126.0"	128.0"
Over-all length	217.8"	222.8"
Over-all height	55.8"*	56.1"
Over-all width	80.7"	80.7"
Wheel tread	60"(f); 60"(r)	60"(f); 62"(r)
*Richelieu over-all height—56.1"		
INTERIOR SPACE:		
Headroom—effective, front	38.5"	38.5"
Headroom—effective, rear	37.0"	37.0"
Legroom—effective, front	46.2"	46.2"
Legroom—effective, rear	43.1"	43.1"
Hip room—front	62.5"	62.5"
Hip room—rear	62.8"	62.8"
Shoulder room—front	60.5"	60.5"
Shoulder room—rear	60.8"	60.8"
TRUNK COMPARTMENT:		
Max. interior width	75.0"	75.0"
Capacity with spare tire	29.6 cu. ft.	32.5 cu. ft.
Capacity without spare tire	32.3 cu. ft.	35.2 cu. ft.

BODY FEATURES

RIGIDIZED BODY CONSTRUCTION. Welded steel. Panoramic Skyline Windshield with 1853 sq. in. area. Compound back window with 1880 sq. in. area for 2-door and 4-door Cruiser models. Safety-sweep electric-powered windshield wipers. Aircraft-type instrument panel. Safety steering wheel. Front-hinged hood. Convertible-type doors for all hardtop models. Cross-flow ventilation. Double-panel hood, doors, and rear deck lid.
CURB WEIGHTS, 4-door Cruiser models: Lucerne—4257 lb.; Richelieu—4423 lb.; Sceptre—4591 lb.
TOTAL GLASS AREAS, 4-door Cruiser models: 5041 sq. in. safety glass.
EXTERIOR FINISH: Baked Super-Enamel in choice of 18 solid colors and a multitude of Two-Tone combinations.
UPHOLSTERY: Regular or metallic vinyl and fabrics with 100% nylon face.

POWER TRAIN

ENGINES: Overhead valve V-8 engines. 12-volt-electrical system. Combination vacuum-centrifugal spark control. Full-flow oil filter. Full-pressure lubrication. Dry-type carburetor air filter. Self-cleaning 18mm spark plugs. The 383- and 430-cubic-inch engines have in-block combustion chambers; 3-stage cooling system; water-jacketed intake manifolds; step-top pistons. Approximate capacities: Oil—4 quarts (or 5 quarts) with filter change; fuel—16.5 gallons; coolant—17.0 to 17.5 quarts (without heater). Aluminized mufflers.
MONARCH AUTOMATIC TRANSMISSION: Combination of fluid torque converter and 3-speed planetary gear train. 5-position selector lever control. Oil capacity 17.5 pints. Water cooled.
MULTI-RANGE AUTOMATIC: Dual drive ranges with 6-position selector lever control.

CONVENTIONAL TRANSMISSION: Selective gear type with three forward speeds, one reverse. All gears helical. Constant-mesh second gear. Standard for Lucerne models.

CHASSIS FEATURES

LADDER-TYPE FRAME: with bowed box-girder side-rails. **FRONT SUSPENSION:** Swept-back ball-joint design with anti-dive. Helical-coil springs. Full-cushion shock absorbers. Link-type front torsion-bar stabilizer. **STEERING:** Ball and rack-type with 54 recirculating balls. Steering ratios—29.1 to 1 for Lucerne; 31.1 to 1 for Richelieu; 20.5 to 1 with power steering. **REAR SUSPENSION:** Splay-mounted leaf-type rear springs—60 inches long and 2½ inches wide. Compression-type rear spring shackles. Full-restricted hydraulic shock absorbers, seal-mounted. Hotchkiss drive. **SELF-ADJUSTING BRAKES:** Internal expanding, hydraulic brakes. 11-inch brake drum with full-circle ribs for extra cooling. Self-adjusters keep brakes properly and equally adjusted for life of linings. Brake shoe width—3 in., front, 2½ in., rear. Total brake lining area—233.1 sq. in. **TIRE SIZES**—8.00 x 14, 8.50 x 14, 9.00 x 14.

MAJOR OPTIONS*: Monarch Automatic Transmission†; Multi-Range Automatic‡; power steering‡; power brakes‡; automatic power seat; power windows; heater-defroster; air system heater-defroster with Climate Dial control; tinted windshield and windows; whitewall tires; padded instrument panel‡; dual exhaust with aluminized mufflers‡; accessories.

*At extra cost on certain models. Ask your Monarch dealer for prices.

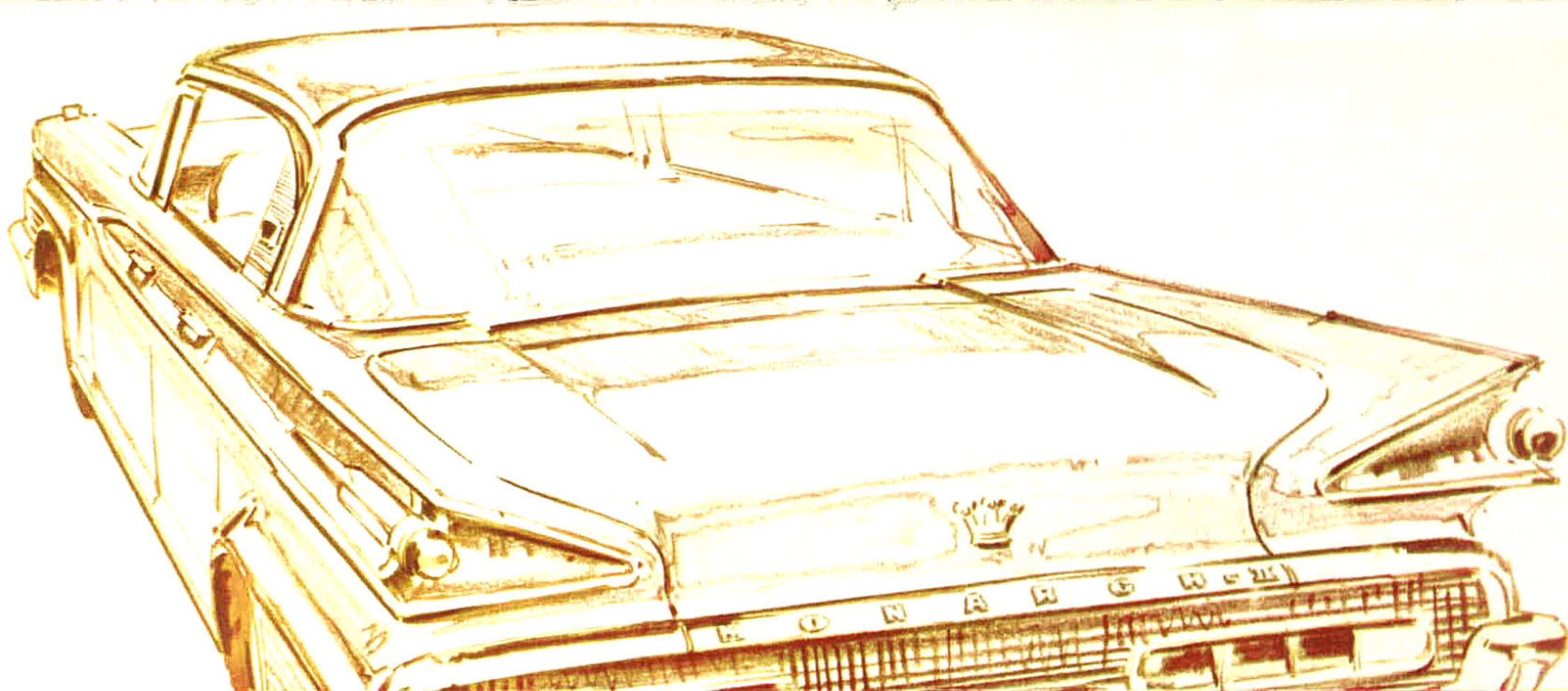
†Optional at extra cost on Lucerne models.

‡Standard on Sceptre models, optional other models.

The specifications contained herein were in effect at the time this catalogue was approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Certain of the features illustrated in this catalogue are "Standard" on some models, "Optional" at extra cost on others. For the price of the Monarch Mark II with the equipment you desire, see your Ford-Edsel-Monarch dealer.

FORD MOTOR COMPANY OF CANADA, LIMITED





MONARCH *MARK II* • 1959

