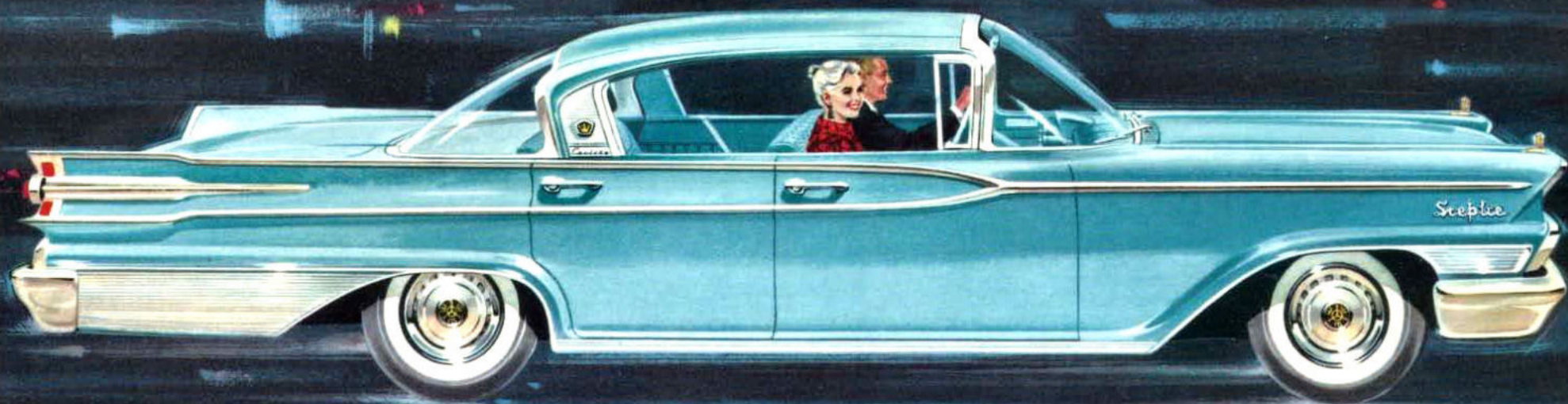




*A brilliant new blend of beauty, performance
and luxury, invites you to fine-car ownership*


MONARCH MARK II • 1959



*Mark of distinction
on the Canadian road*



MONARCH MARK II

 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 headroom and legroom. ✿ 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, presents the entirely new Mark II—in three superb series priced to invite you to the adventure of fine-car ownership.

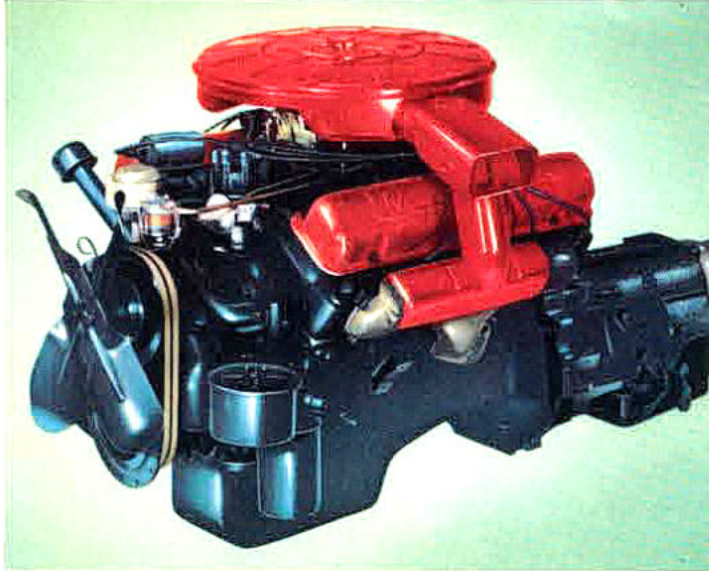
SCEPTRE—finest expression of Monarch Mark II luxury. The two-door and four-door Cruisers in this series are the crowning achievement in elegance.



RICHELIEU—brilliant performance and distinctive styling. In this series, Monarch Mark II presents a two-door Cruiser, a four-door Cruiser and a four-door sedan.



LUCERNE—most economical fine-car value. Here Monarch Mark II offers a two-door Cruiser, a four-door Cruiser and a handsome four-door sedan, priced to invite you to make the move to Monarch—the car created for Canadians.



**BRILLIANT PERFORMANCE AND
EXCEPTIONAL OPERATING ECONOMY
BEGIN WITH THE BIG, SMOOTH,
HIGHLY EFFICIENT V-8 ENGINES**

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.

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 overhead valve 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 and performance because power formerly lost to heat and friction is put to work for you.



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 Skylight 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 in two sizes. 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, sealeg 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



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 and the classic look of good taste.

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.

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 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 wheel-base; a low centre of gravity; the swept-back, ball-joint front suspension; the triple-action shock absorbers—all combine to give you a ride unmatched for its deep-down comfort. Every driver will appreciate the wide expanse of glass in the Monarch Mark II windshield. It sweeps up, over and around to give you the maximum field of vision in every direction. Windshield wipers have a new overlapping pattern to eliminate centre blind spots—at all times, you enjoy a clear view of the road.

TWO DISTINCTIVE ROOFLINES FOR 1959. 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 doors and the new design of the front-door opening let you slide under the wheel with ease. And inside, because of a new floor contour, you are immediately aware that this fine car offers living room comfort to six passengers.

THE MONARCH MARK II LUCERNE SERIES. Here you see cars that outgrew their price tag. They're big in every way—except cost. 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 roof-lines—the sleek 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. To make all your driving easier, a selection of power features is available.

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 a feeling of positive control—you are master of the driving situation. Your dealer invites you to drive Monarch Mark II and experience the satisfactions of fine-car performance.

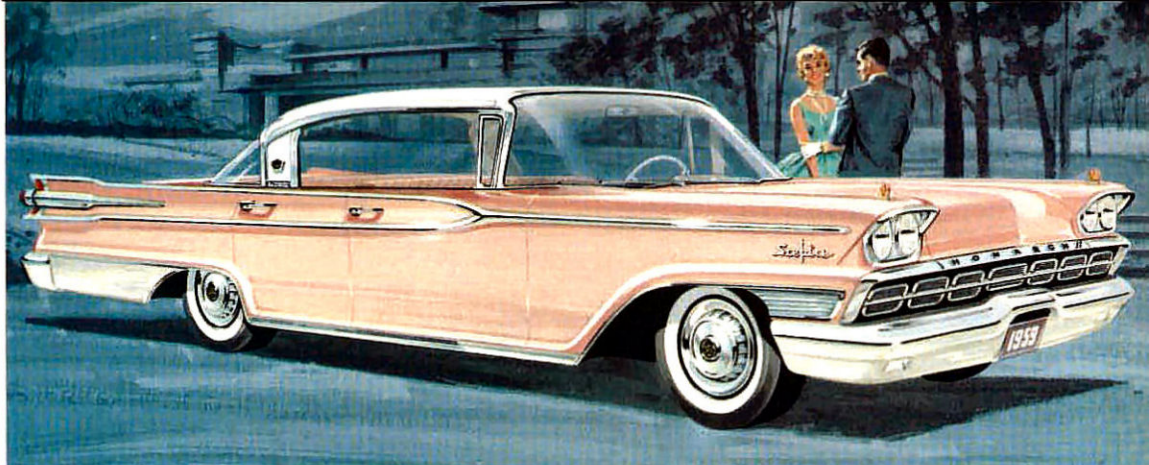
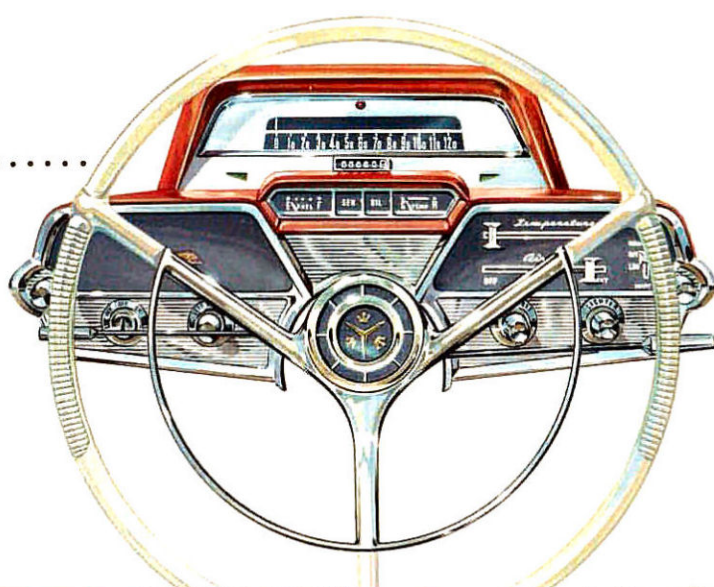
THE PRECISE ARRANGEMENT OF INSTRUMENTS AND CONTROLS IS THOUGHTFULLY PLANNED FROM THE DRIVER'S POINT OF VIEW

The Luxurious Monarch Mark II Interiors

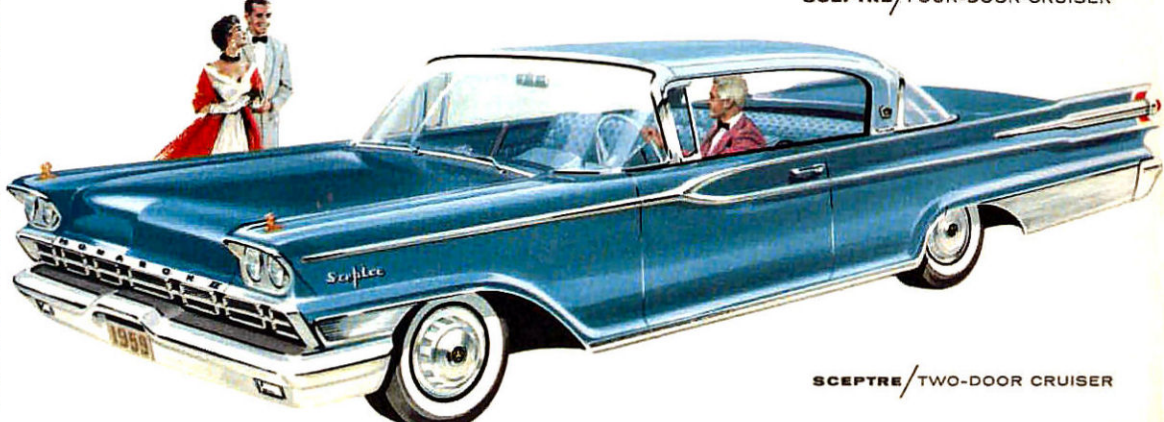
LEFT: SCEPTRE—Fashioned with a modern flair. The colour-keyed upholstery is beautifully tailored with a combination of glove-soft, crushed-grain vinyl and a specially selected rose-patterned bodycloth. The deep-piled floor carpeting says "welcome" to Monarch Mark II luxury. Note the crisp and colourful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

CENTRE: RICHELIEU—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 nylon-faced upholstery is permanently bonded to the deep foam rubber cushioning.

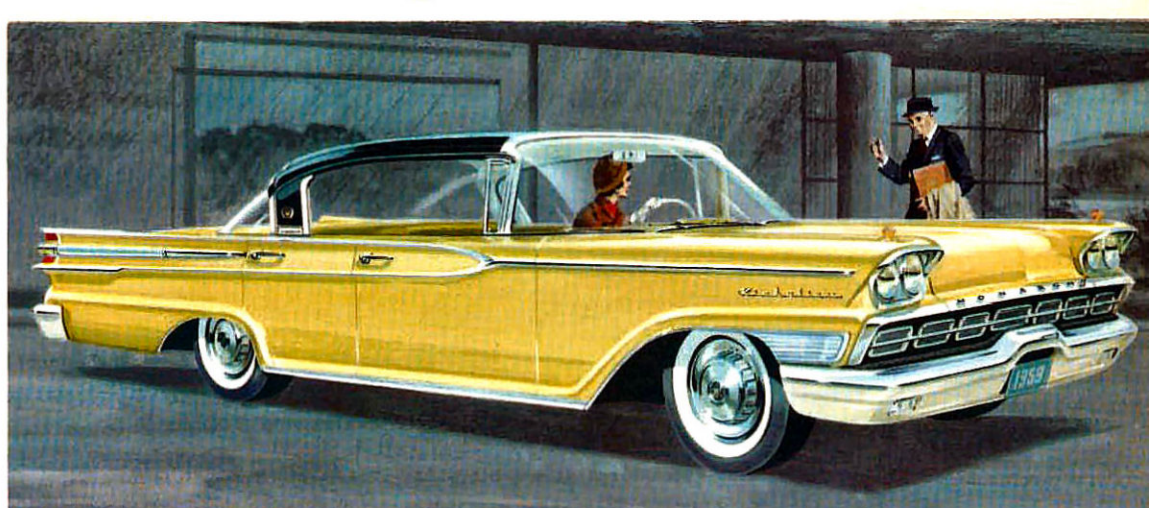
RIGHT: LUCERNE—Deep-cushioned seating upholstered in a combination of patterned vinyl and shell-design bodycloth. Here too, you see the way the forward post is located to make entry and exit easy. And look at that wide uncluttered floor area—where even six-footers can stretch their legs and relax in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



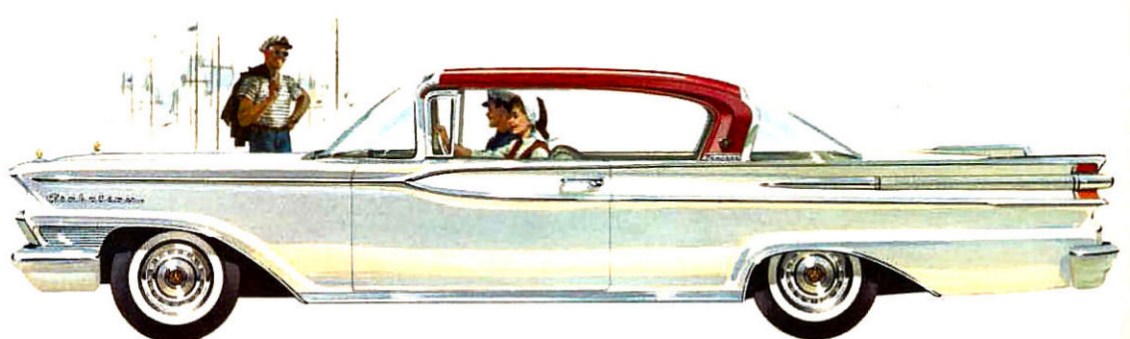
SCEPTRE / FOUR-DOOR CRUISER



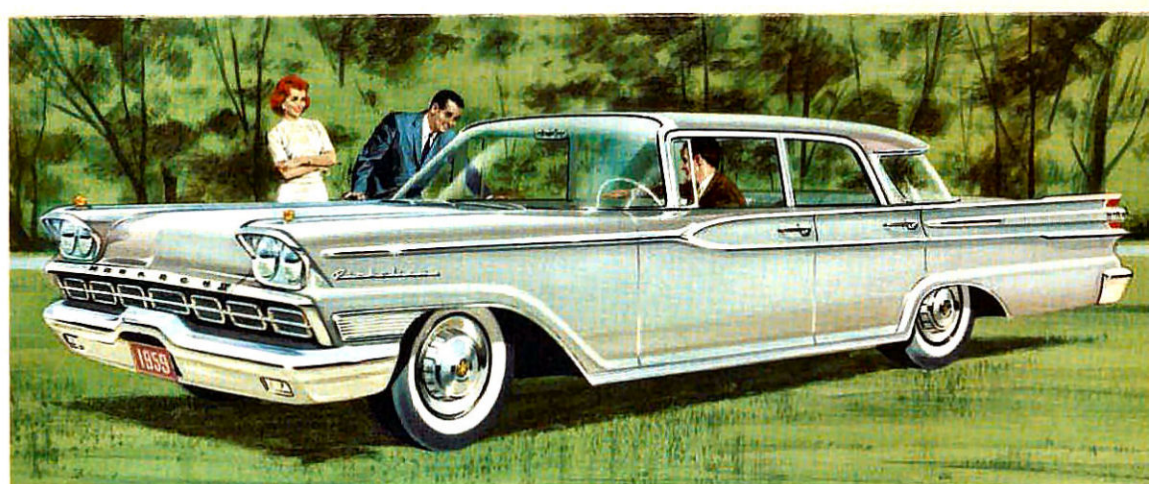
SCEPTRE / TWO-DOOR CRUISER



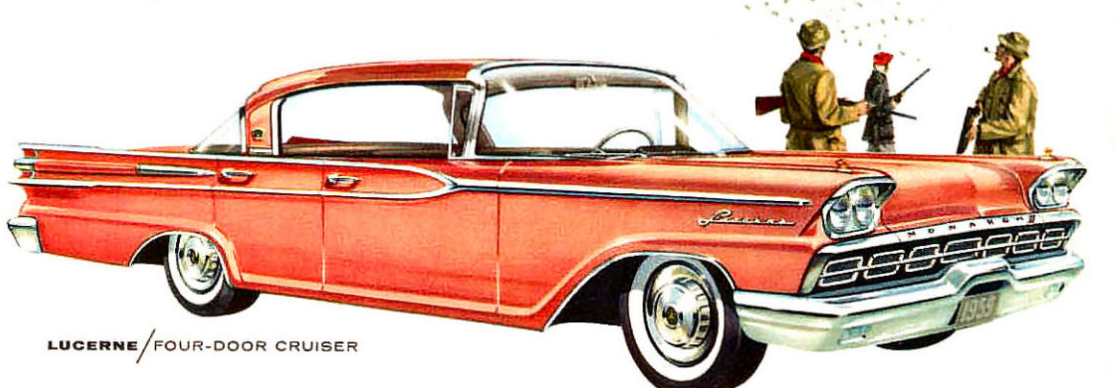
RICHELIEU / FOUR-DOOR CRUISER



RICHELIEU / TWO-DOOR CRUISER

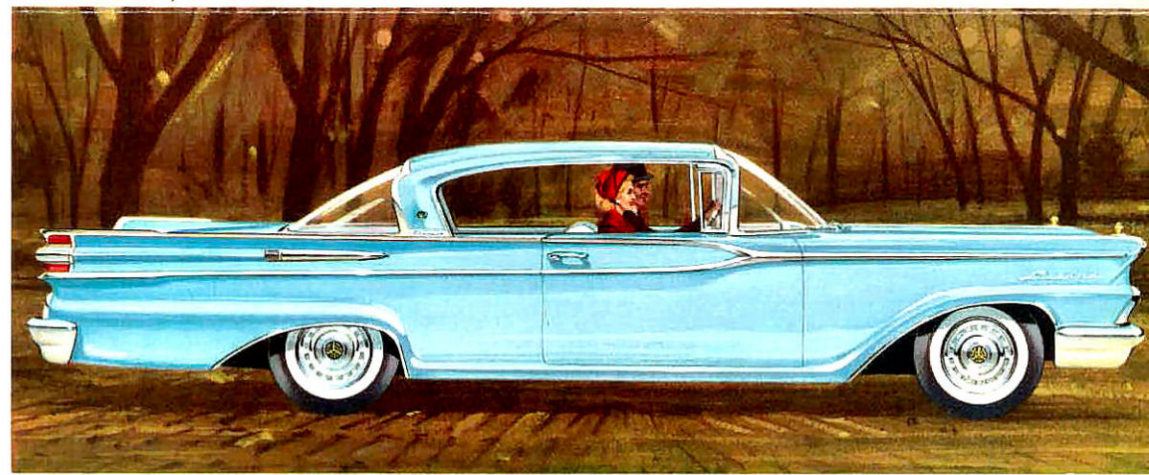


RICHELIEU / FOUR-DOOR SEDAN



LUCERNE / FOUR-DOOR CRUISER

LUCERNE / TWO-DOOR CRUISER



LUCERNE / FOUR-DOOR SEDAN