



the New 1950 **Monarch**



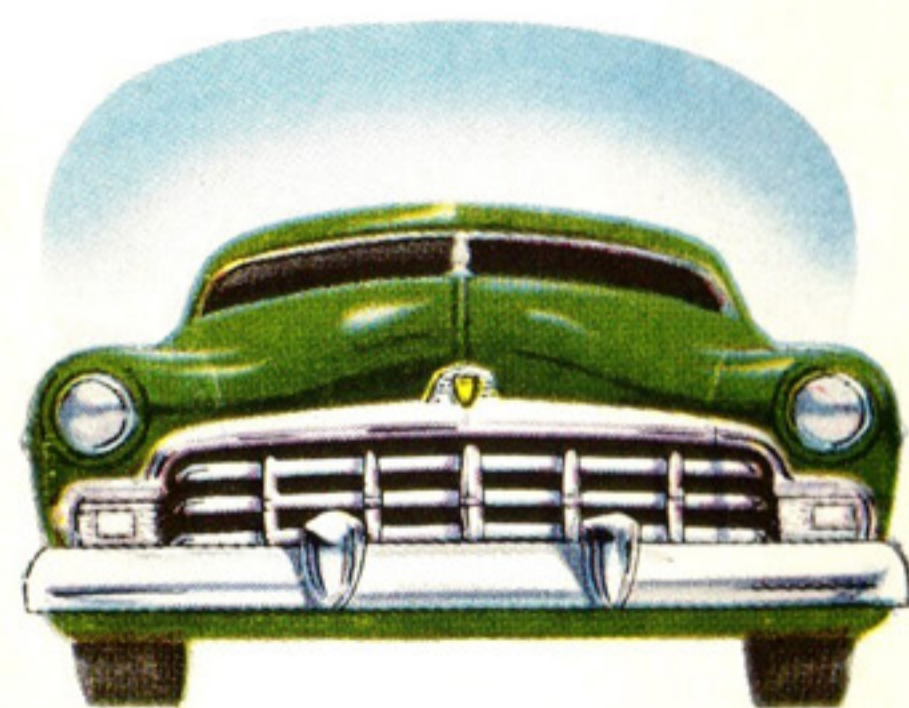
Presenting

the New

1950



Monarch

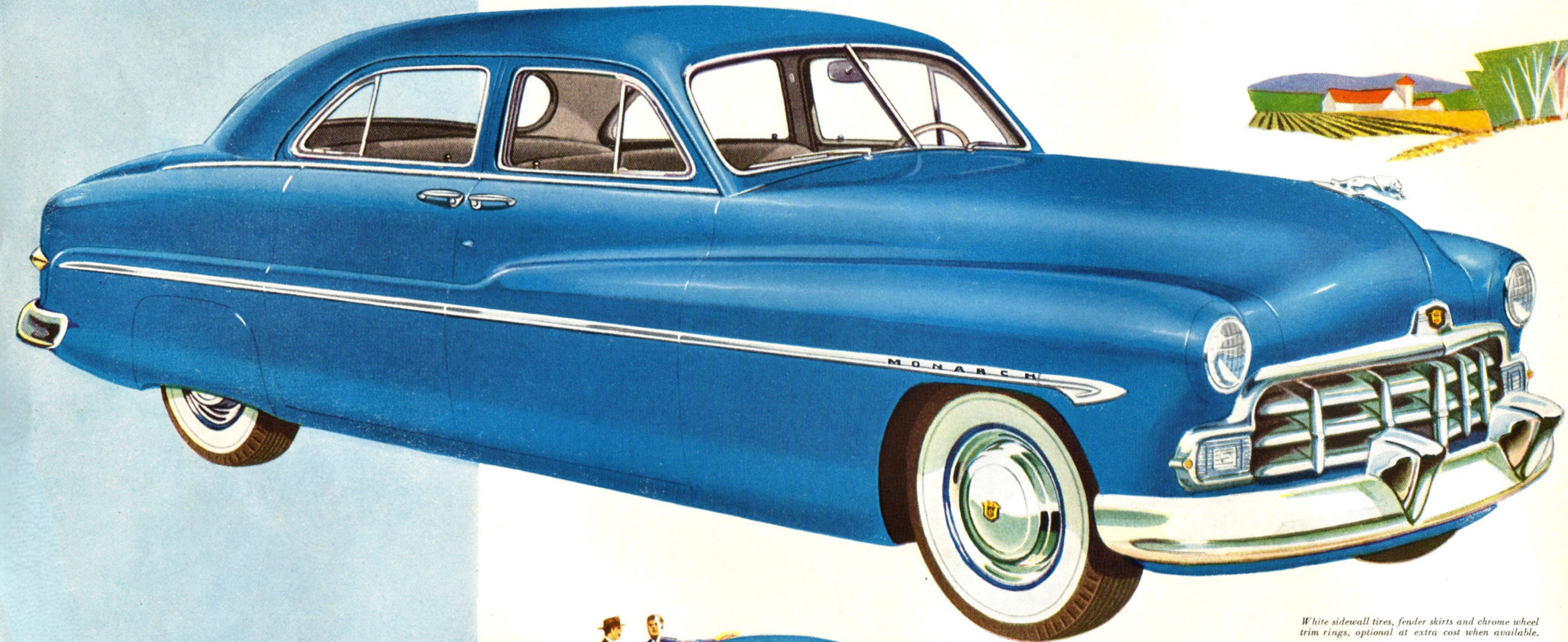


*I*t's beautiful—it's more beautiful than ever—it's the new Monarch for 1950—with long, luxurious lines that flow graciously from the broad distinctive Monarch grille. But you'll find more than fine-car styling in this magnificent new Monarch. There's new hushed quietness inside the spacious, well-appointed interior—new comfort on deep, wide seats, cushioned with soft foam rubber. There's new safety

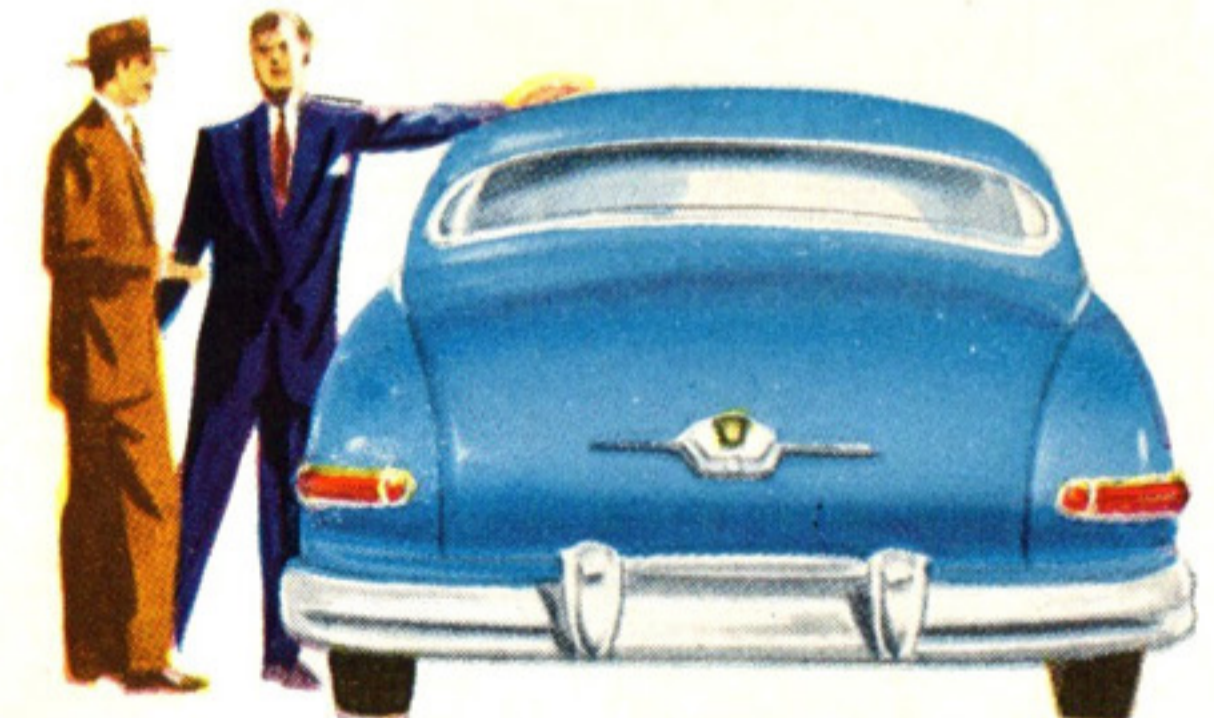
with Monarch's more rugged, rigid frame and improved structural bracing in the body.

But take the wheel of this truly superb car yourself—see how smoothly and easily it handles, on roughest roads, in busiest traffic—thrill to the responsive, spirited, surge of power from the great new Monarch engine, famed for thrift and performance.

Accept this invitation to new driving pleasure—to a new experience in fine-car motoring. Come in to-day and Ride like a King in a new 1950 Monarch.



White sidewall tires, fender skirts and chrome wheel trim rings, optional at extra cost when available.



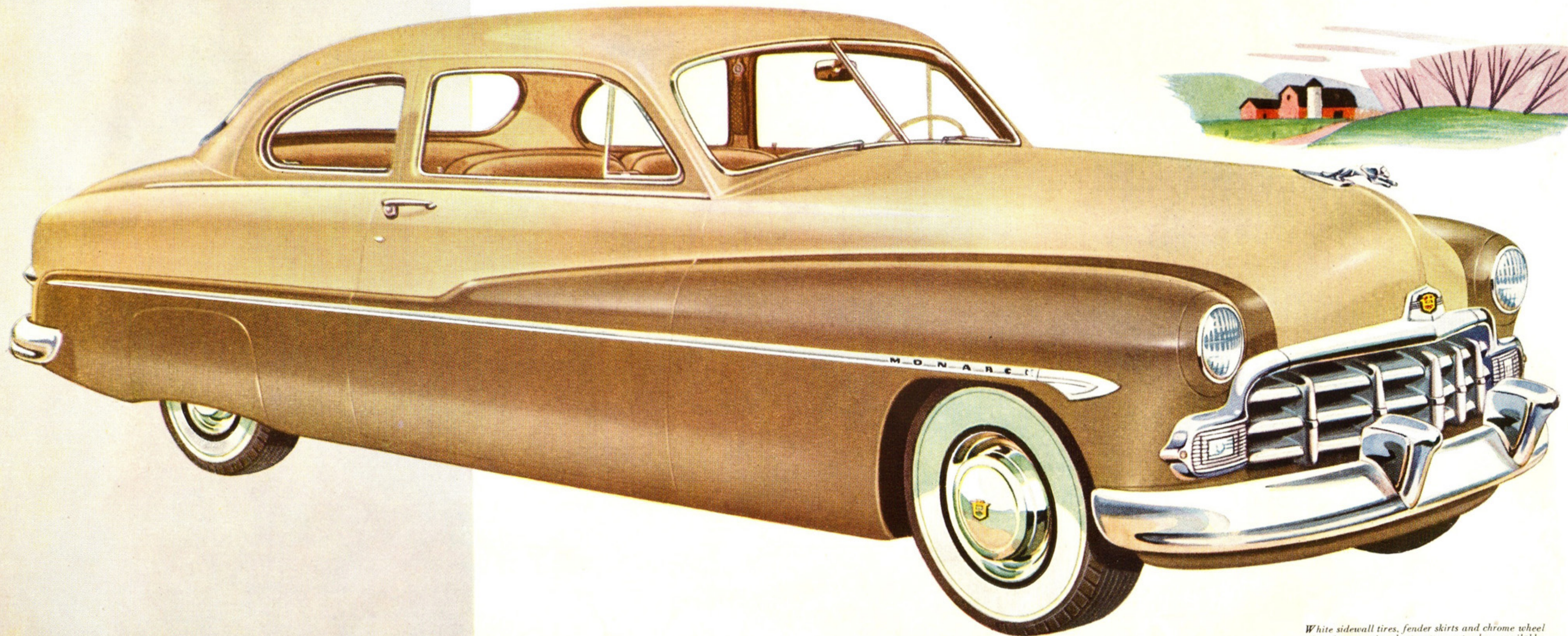
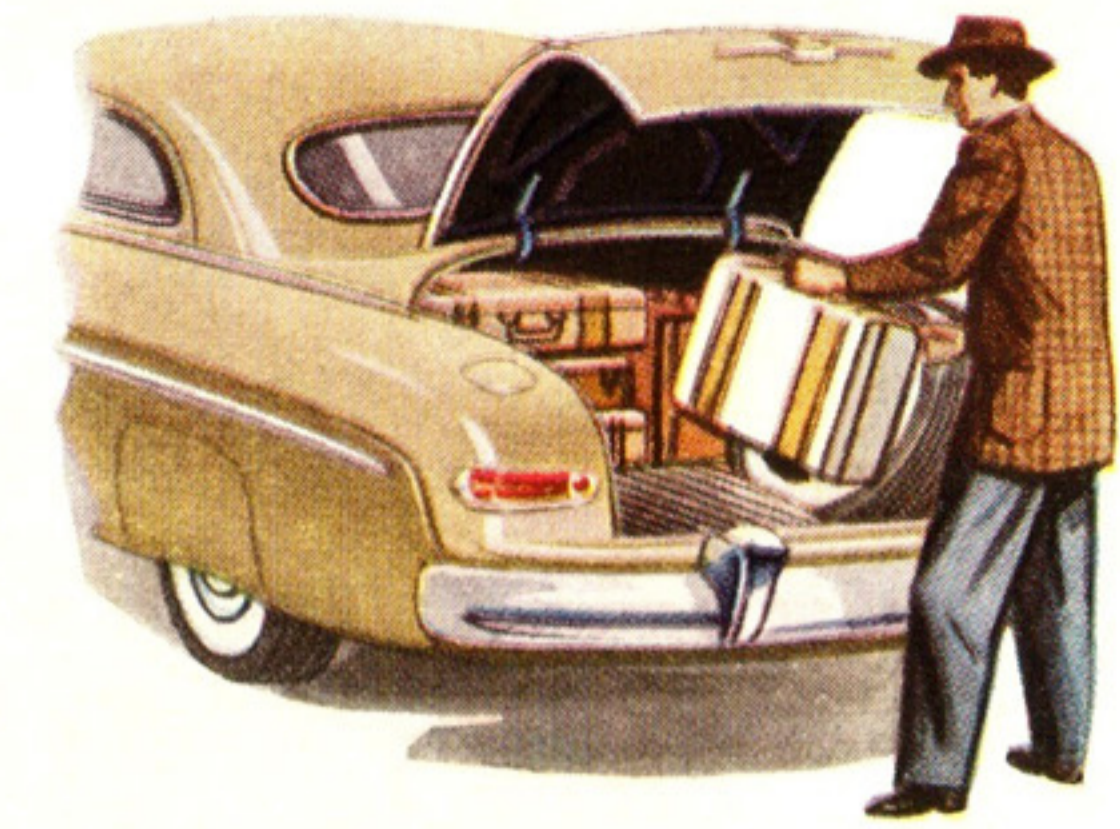
the
1950

Monarch
sport
sedan

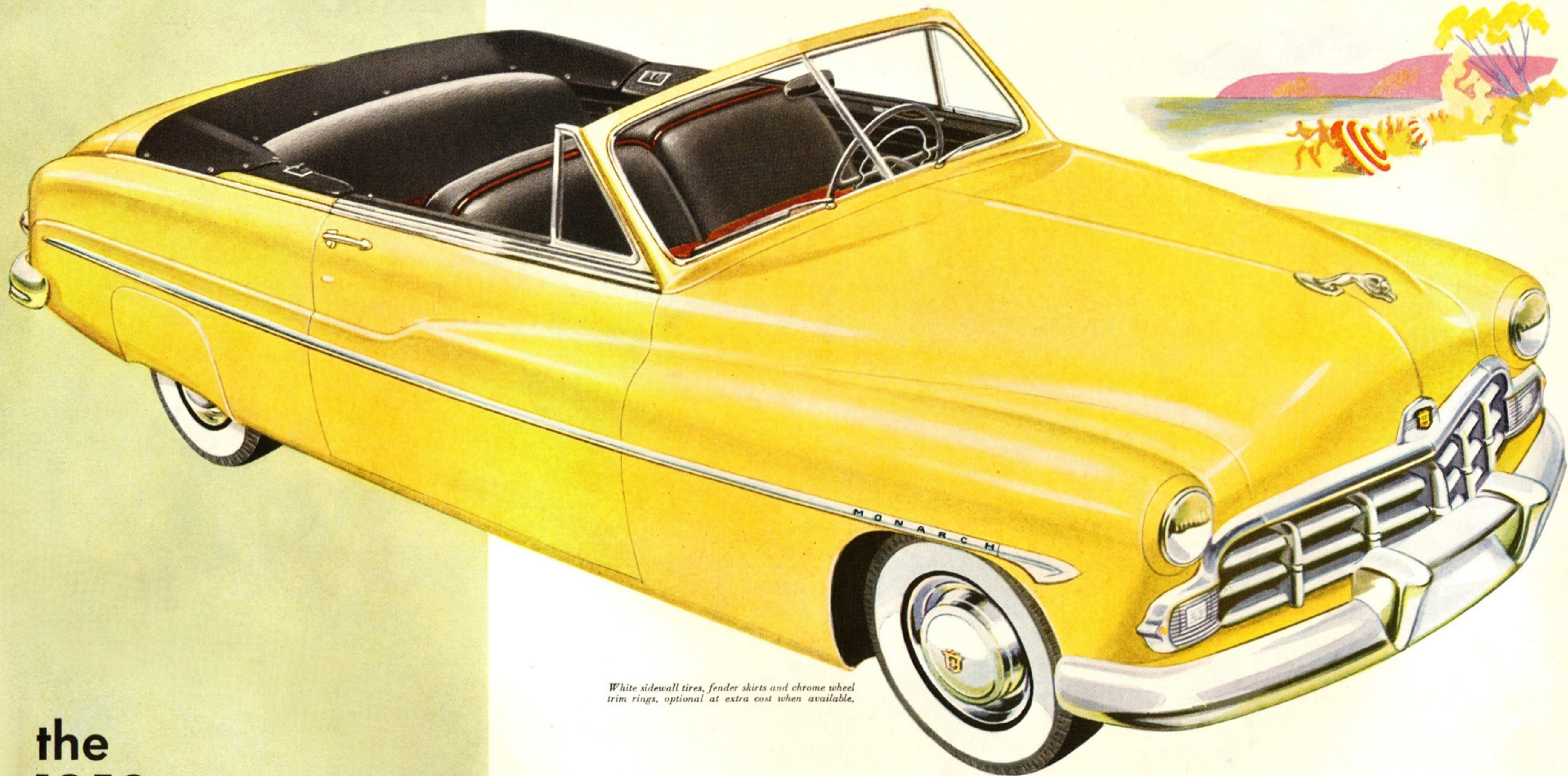
Here is the distinguished Monarch in the smart four-door Sport Sedan model. Its luxury styling enables you to *custom choose* your Monarch from a wide range of 12 sparkling body colours and combinations. Rich, durable upholsteries come in two colour schemes of Broadcloth and one in Bedford Cord. And for utmost comfort, there's "Select-O-Seat" springing in the front seat, engineered and adjusted to the average person's preferences. At slight extra cost, additional coil springs can be inserted, if required, to suit any owner's personal requirements.

the
1950
Monarch
six-passenger
coupe

*P*ress the push-button door handle and open the big wide door of this Monarch Coupe and you'll find sedan comfort and sedan roominess for six passengers to ride in relaxed comfort. It's a personal car for business or pleasure with a roomy luggage compartment. Sit inside . . . look around and know what Monarch's horizon-wide visibility really means in terms of driving pleasure and safety. Look down the long, broad hood—underneath is the Monarch 110 Hp. V-type 8-cylinder engine, eager and ready to take you places—smoothly, effortlessly, economically.



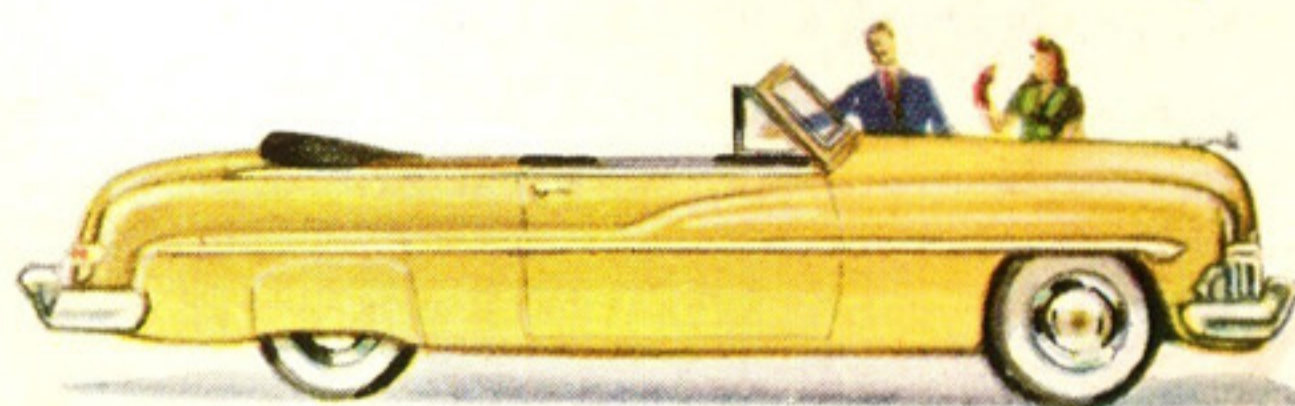
White sidewall tires, fender skirts and chrome wheel trim rings, optional at extra cost when available.



White sidewall tires, fender skirts and chrome wheel trim rings, optional at extra cost when available.

the
1950

Monarch
six-passenger
convertible

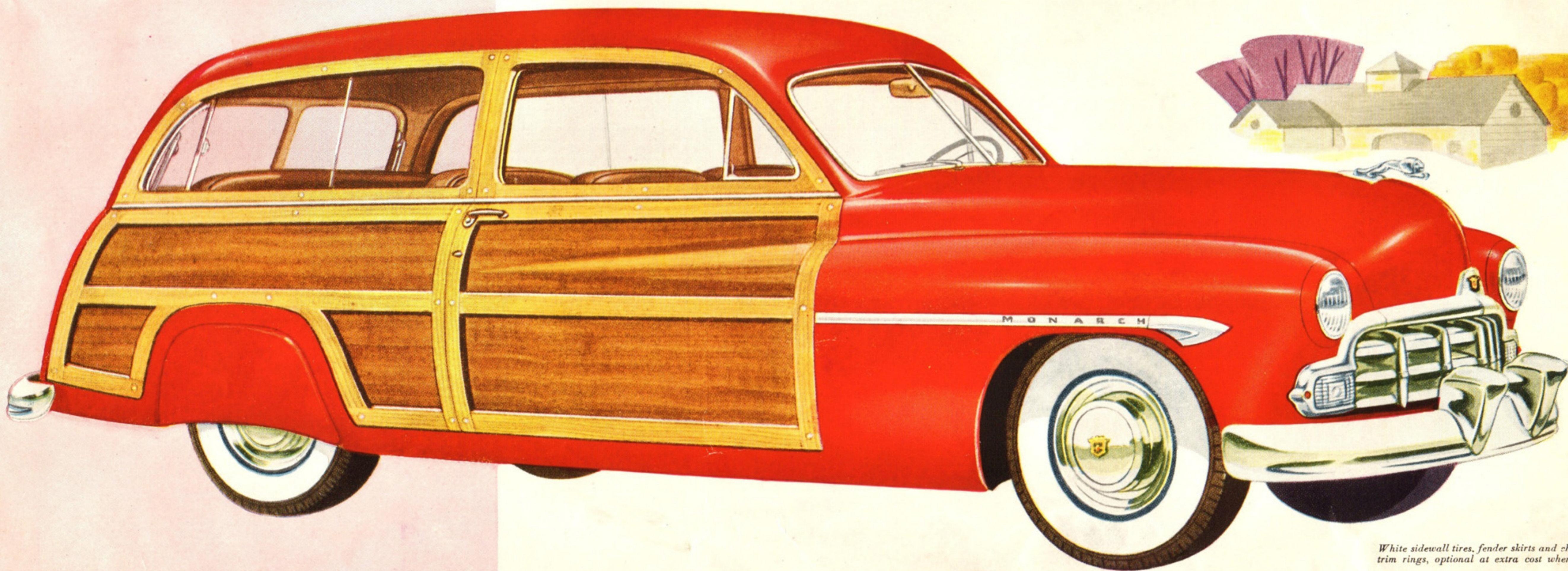
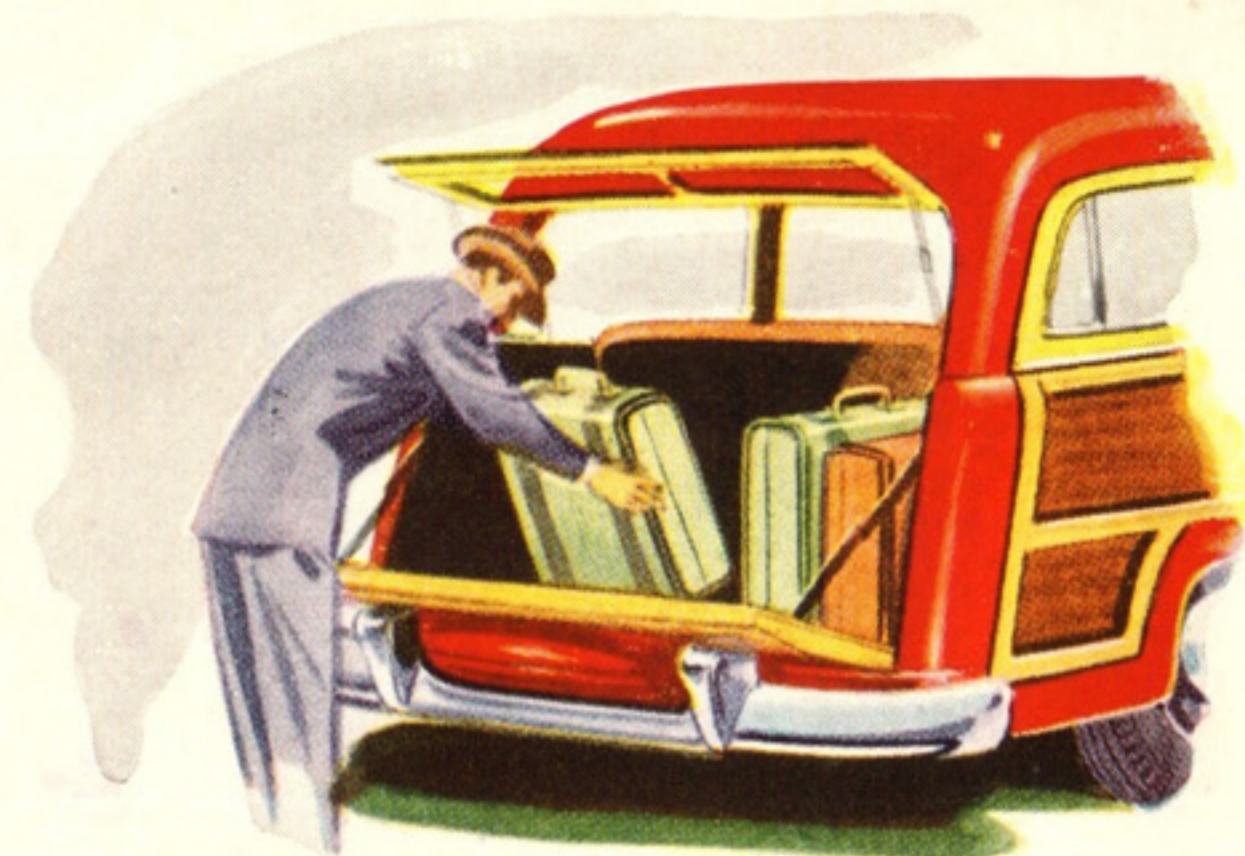


Sing the song of the open road in this Monarch masterpiece—the six-passenger convertible. Here's a year 'round convertible that lets you bask in the sunshine, feel the tang of the wind, and at the touch of a button, the snug-fitting top slides silently into place to defy the weather. Monarch's ventilating and heating* system gives "living room" comfort all year 'round. In addition to the 12 regular exterior colours and combinations, there's a choice of two special colours—Mirada Yellow and Matador Red . . . your choice of three decorator-styled genuine leather combinations. Touch-O-Matic Overdrive* lets this beauty cruise over the highway with extra smoothness and economy.

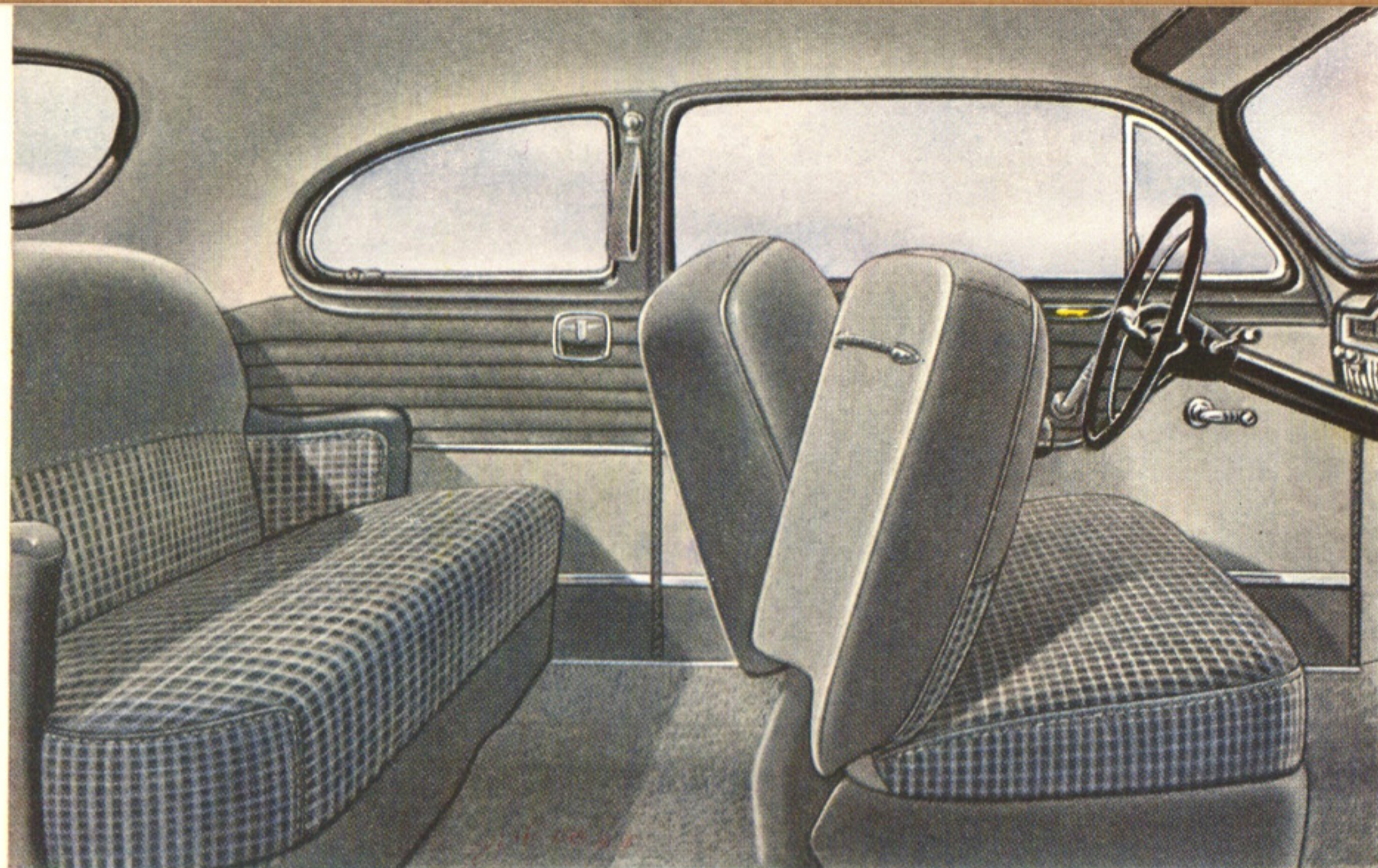
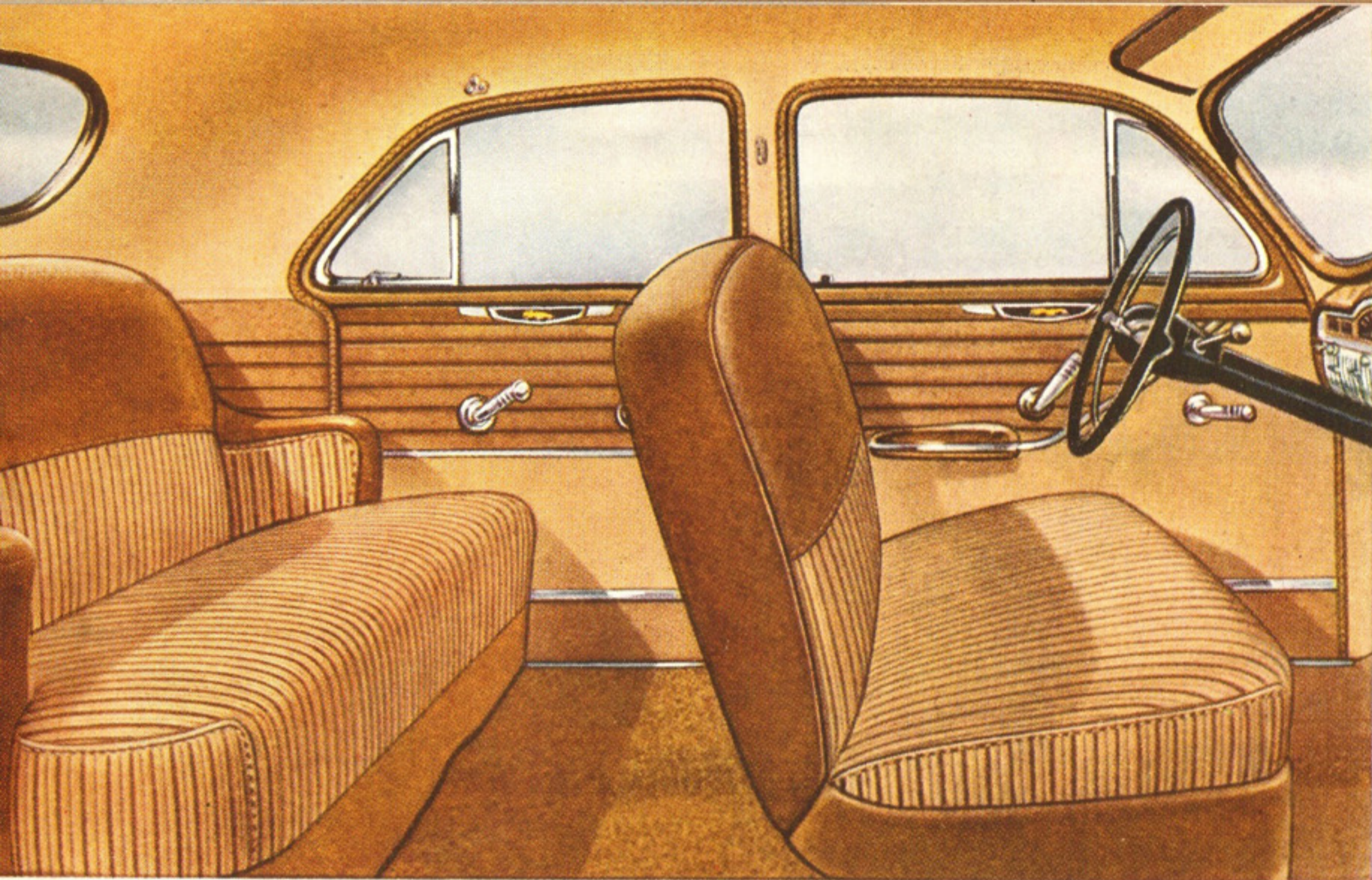
**Optional at extra cost*

the
1950
Monarch
station
wagon

*L*ight in styling . . . right in construction . . . right for every occasion—room for eight to ride in comfort in 3-2-3 order in this versatile beauty. Rear and centre seats can be removed quickly and easily to provide 118.4 cubic feet of storage capacity, with load space more than nine feet long—tailgate down. Two wide doors instead of four small ones give added safety as a family car—provide unhampered visibility. Behind its maple and mahogany panelling there's an all-steel body with an all-steel top for extra strength and protection. Tailgate is counter-balanced. Your choice of two genuine leather upholstery combinations, tan or red.



White sidewall tires, fender skirts and chrome wheel trim rings, optional at extra cost when available.



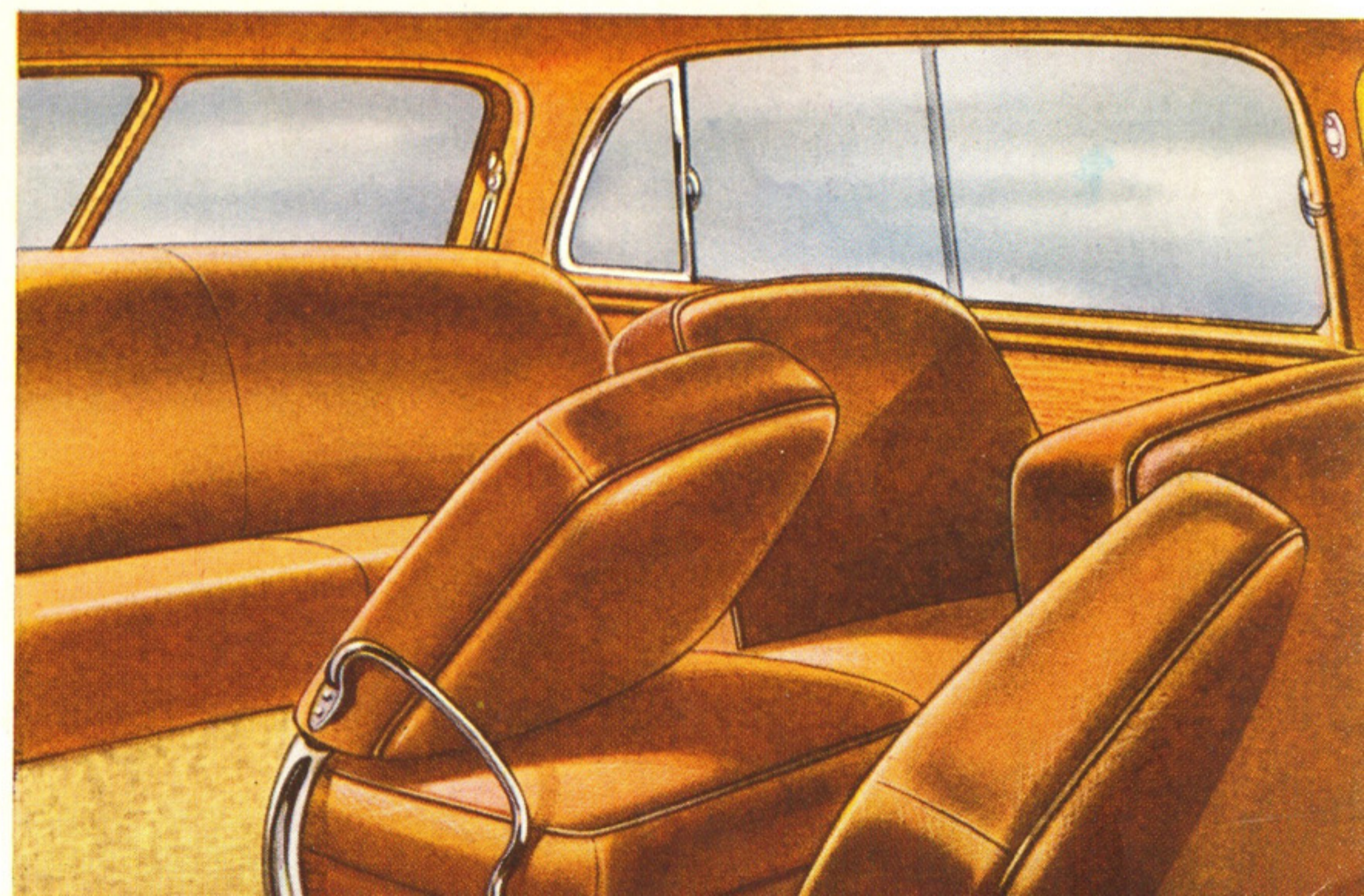
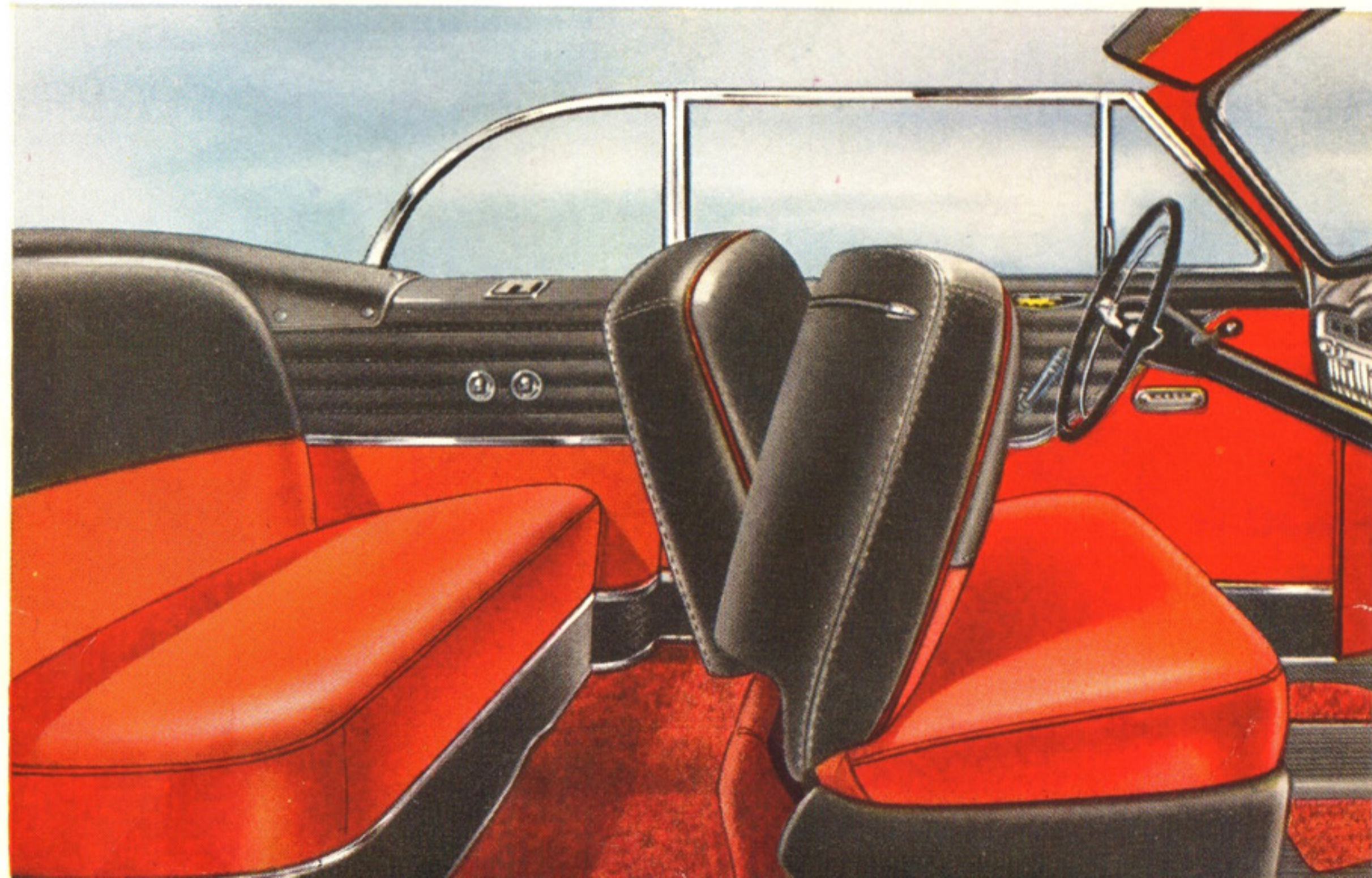
Rich, luxurious interiors in harmonizing upholsteries that complement your choice of exterior body colour. The Monarch Sport Sedan and Six-Passenger Coupe interiors are available in a choice of two colour schemes in Broadcloth—Blue and Grey, and in Bedford Cord in tones of Brown and Tan—custom tailored interiors in the Monarch manner.

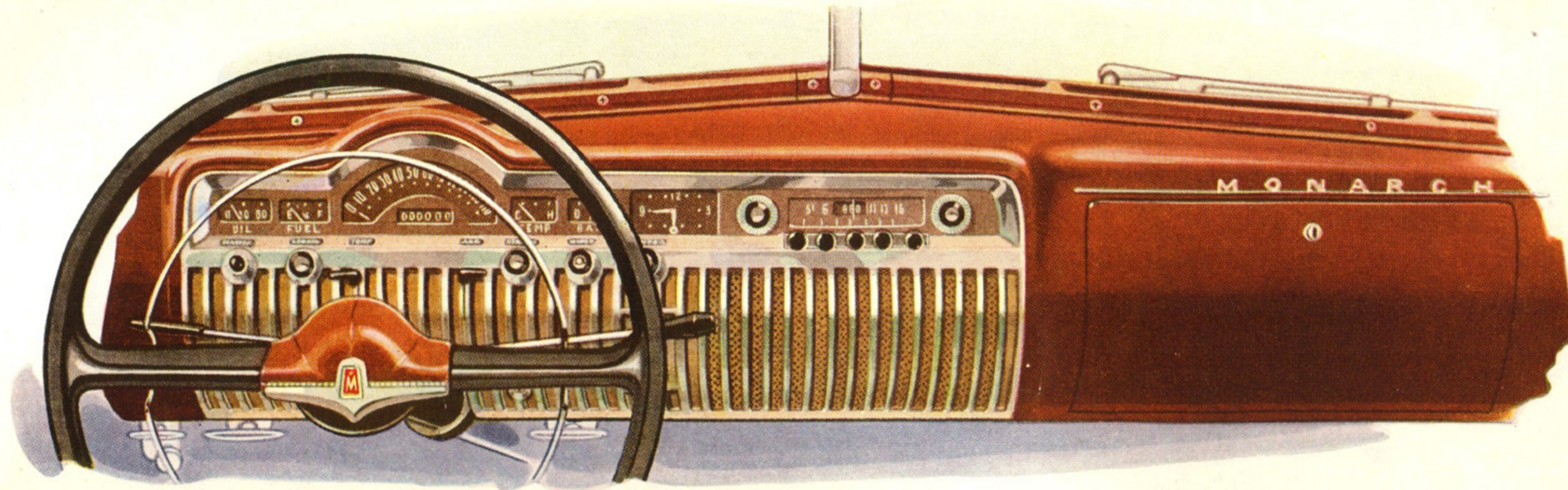
Dramatic colour stylings sparkle with regal appointments that will please the most discriminating—features that anticipate your every need. Courtesy lights when you open either front door, ashtrays, robe rails, assist loops—all the finer appointments. You ride like a king—in luxury—in a new 1950 Monarch.

Striking beauty, long-lasting durability in the genuine leather upholsteries for your Monarch Convertible. Three glorious colour schemes—Red and Black, two tones of Tan or Blue and Grey . . . combine with your choice of exterior colours—to satisfy your own individual tastes for your Monarch Convertible.

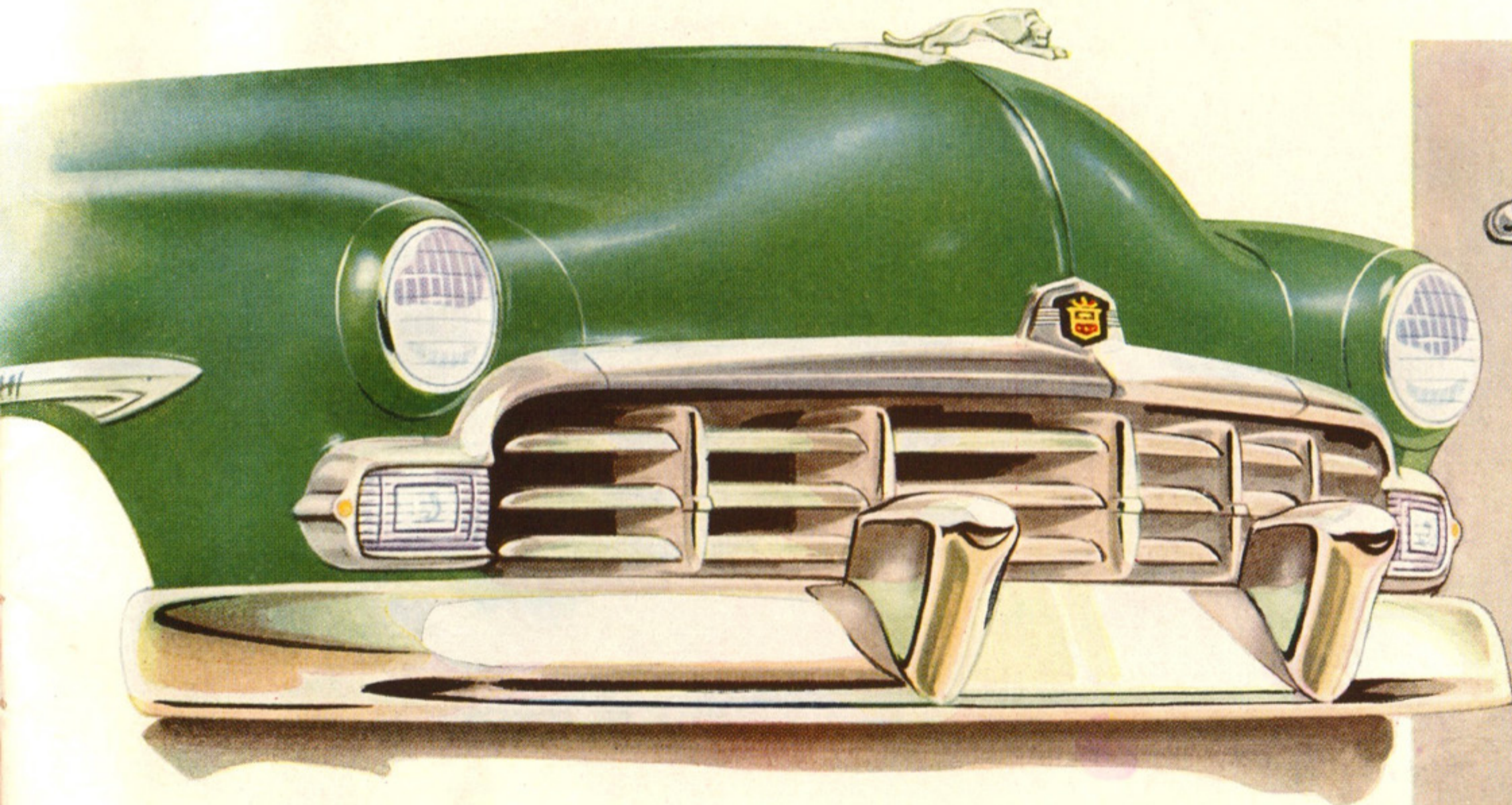
For the Station Wagon that comes in for really rugged wear, upholstery is available in long-wearing genuine leather in a choice of two colour schemes—Tan or Red. Whatever your choice, it will pleasantly contrast with the rich hardwood in the Station Wagon interior—blend beautifully with your choice of exterior colours.

*Ride
like
a
King
in
Luxury*





The Instrument Panel is indicative of Monarch's co-ordinated styling to make your driving easier, safer, more convenient. All instruments are grouped in front of the driver in a recessed chrome panel for simplicity. Ventilating controls are integrated into the panel design at the driver's fingertips. There's built-in space for a radio with a smart, attractive grille, and a roomy, spacious glove compartment that opens at the touch of a finger.



Monarch's Front End is flawless in design—bright metal bars that taper into the large, rectangular parking lights with brilliant cat's-eye reflectors to emphasize its broad-beamed sturdiness. Massive wrap-around bumper and guards protect the grille and fenders. The full colour Monarch crest and lion surging from the hood give an added note to Monarch's finer, distinctive styling.



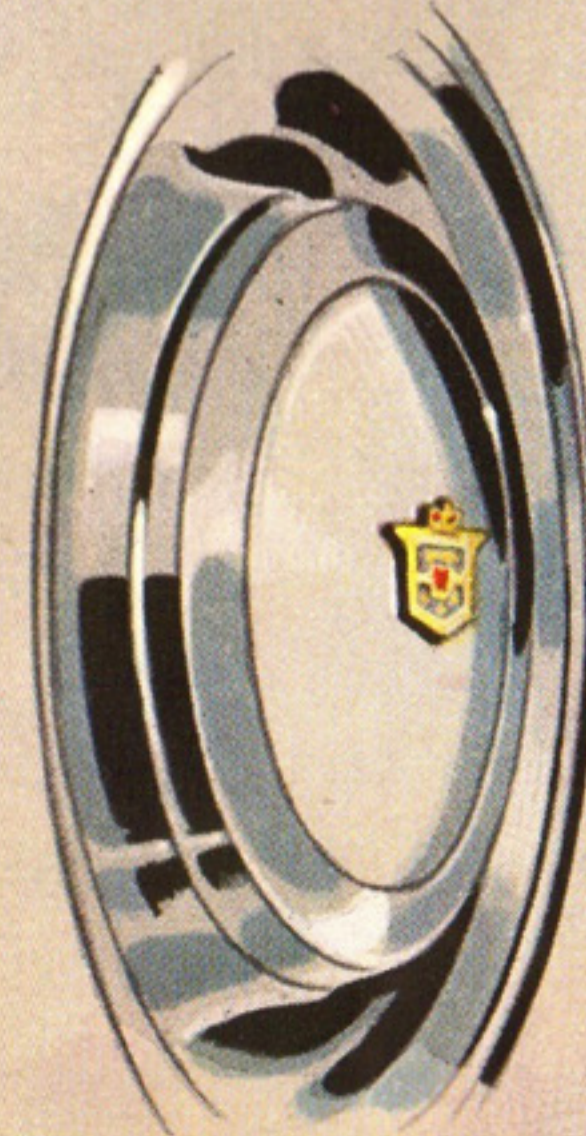
PUSH-BUTTON DOOR HANDLES open at the touch of a finger. Doors have rotary latches and close with feather-light touch . . . quietly, securely.



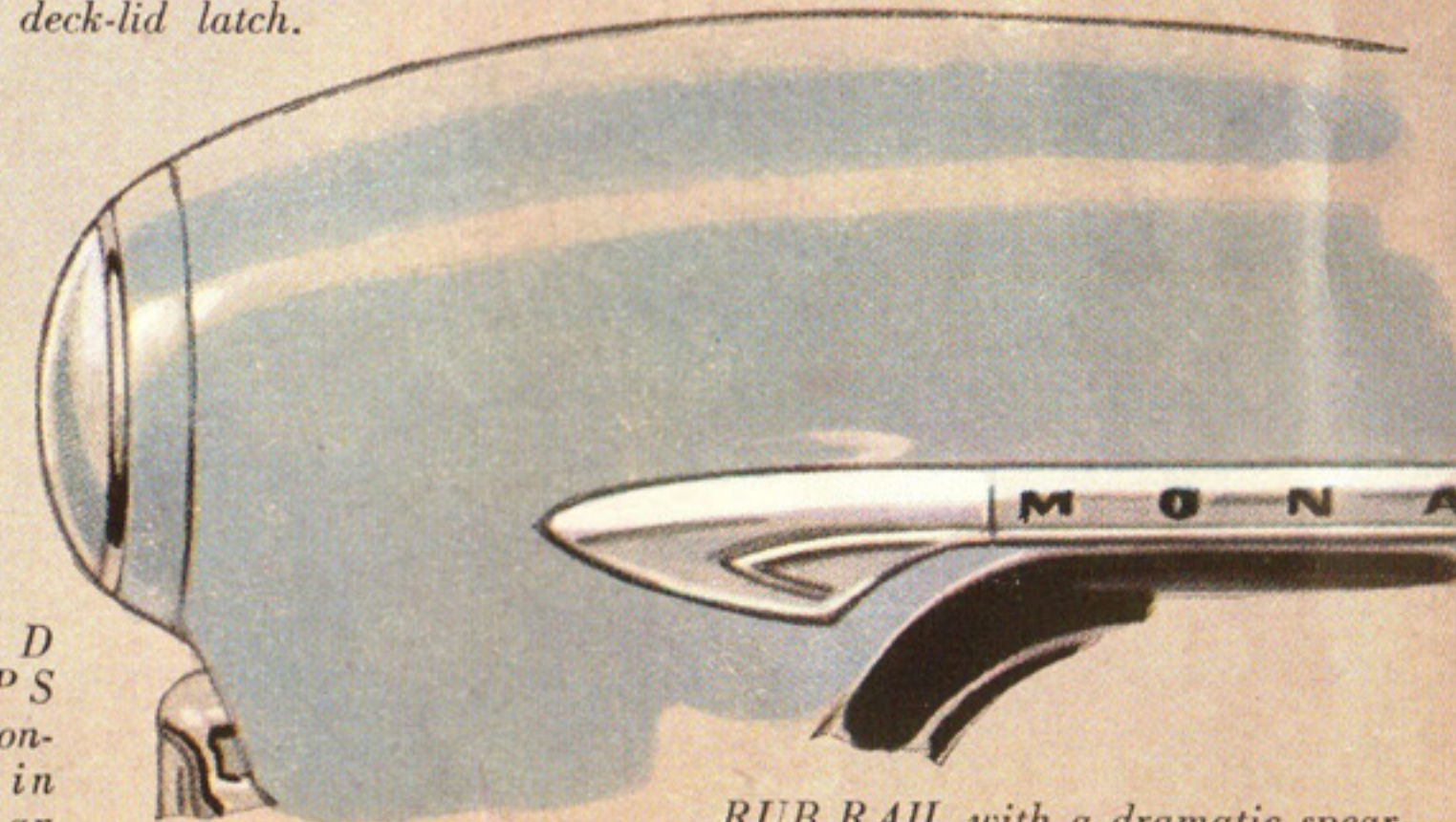
INTERIOR DOOR HANDLES trim, clean design; safety-type must be pulled up to open.



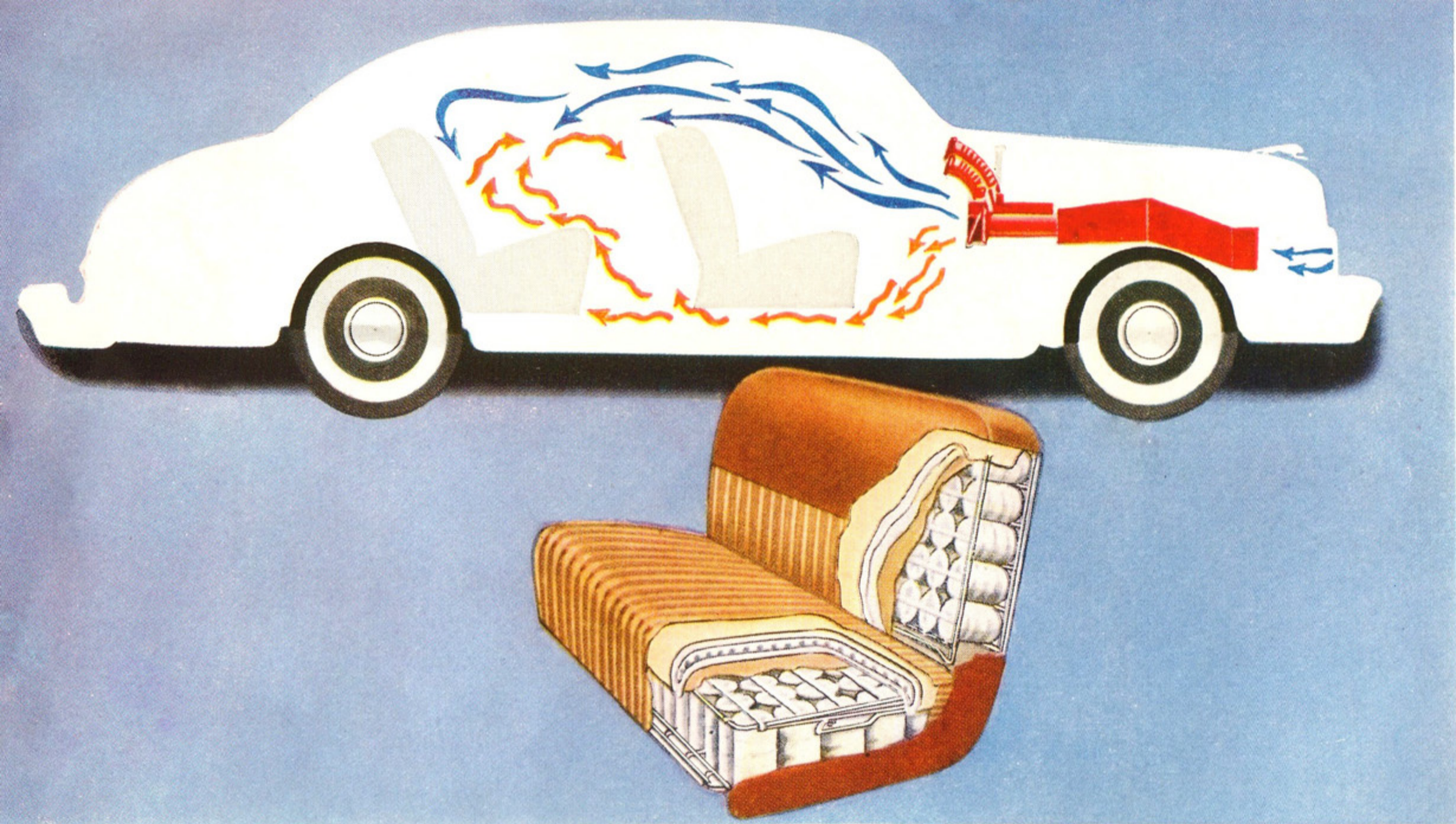
REAR DECK ORNAMENT conceals finger-touch deck-lid latch.



CRESTED HUBCAPS with the Monarch crest in colour for an extra touch of luxury.



RUB RAIL with a dramatic spear-head on the front fender, sweeps the full length of the body for protection.



Ride like a King in Comfort

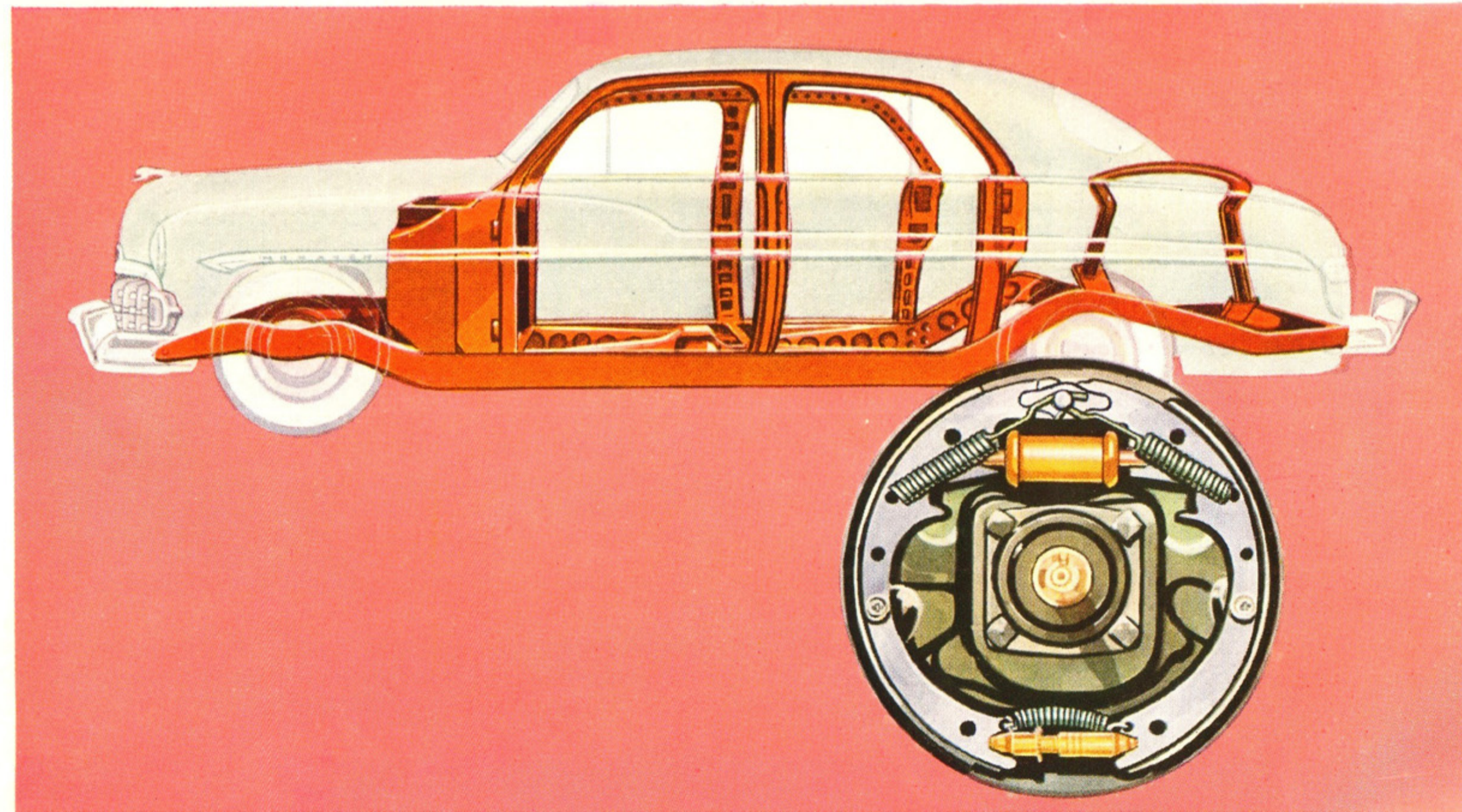
Drive a Monarch and know the satisfaction of superlative comfort that is engineered into every feature. Low pressure tires . . . independent front wheel suspension on coil springs with shock absorbers mounted inside the coils . . . extra-long rear springs . . . balanced weight distribution . . . a low centre of gravity . . . all these add to the gliding-on-air ride you get with Monarch. Then, feel the all-weather comfort from its new design fresh air ventilating and heating* system that gives you a complete change of air in your car in a matter of seconds. Completely automatic, you simply set three convenient instrument panel controls and the desired temperature is maintained throughout the car. It's comfort in the Monarch manner. *Optional at extra cost.

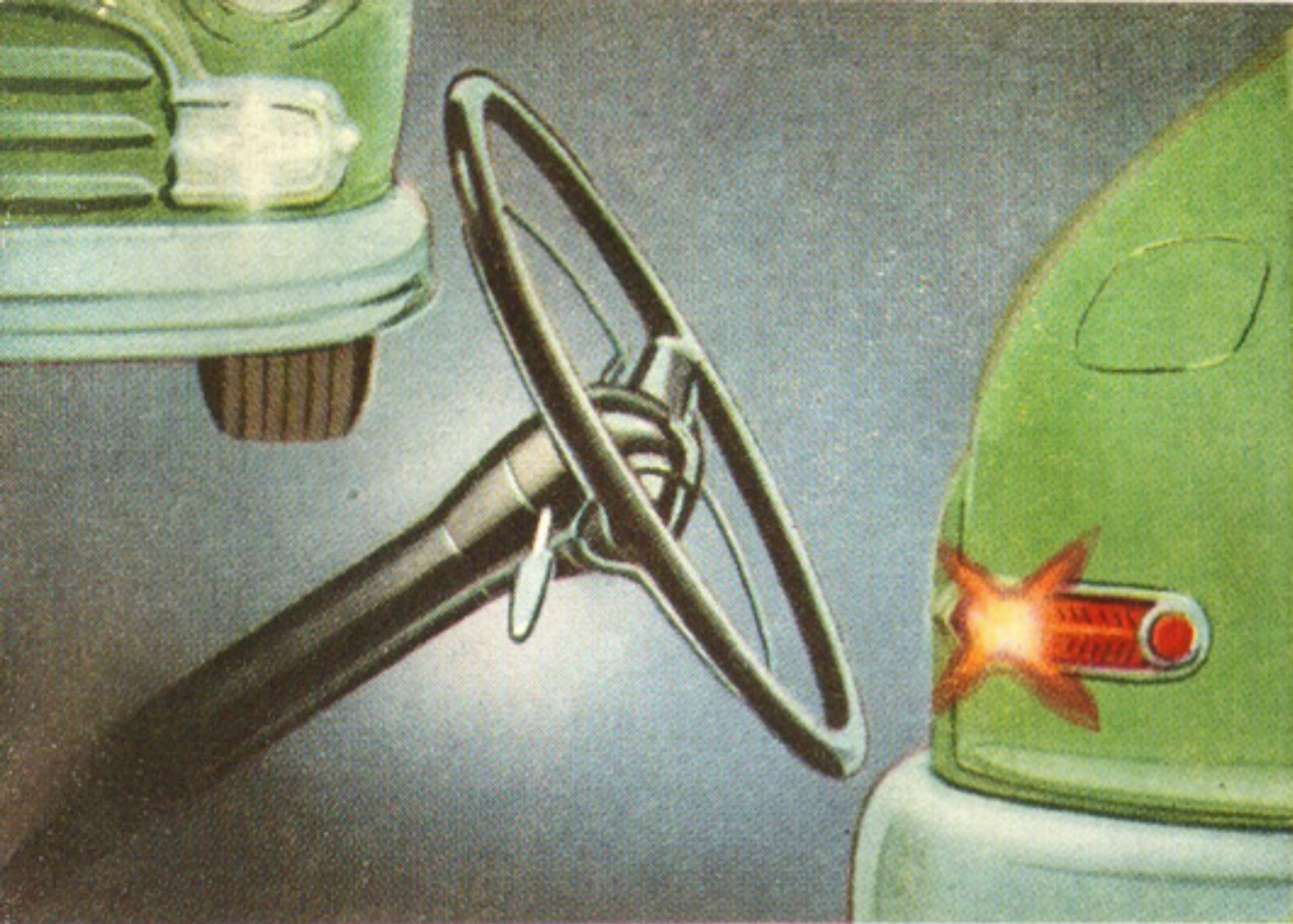
Kingly Comfort with room to spare for three on seats cushioned with soft foam rubber. Select-O-Seat Springing on front seat permits you to "personalize" the comfort by adding individual coil springs, at slight extra cost, as desired.

Ride like a King in Safety

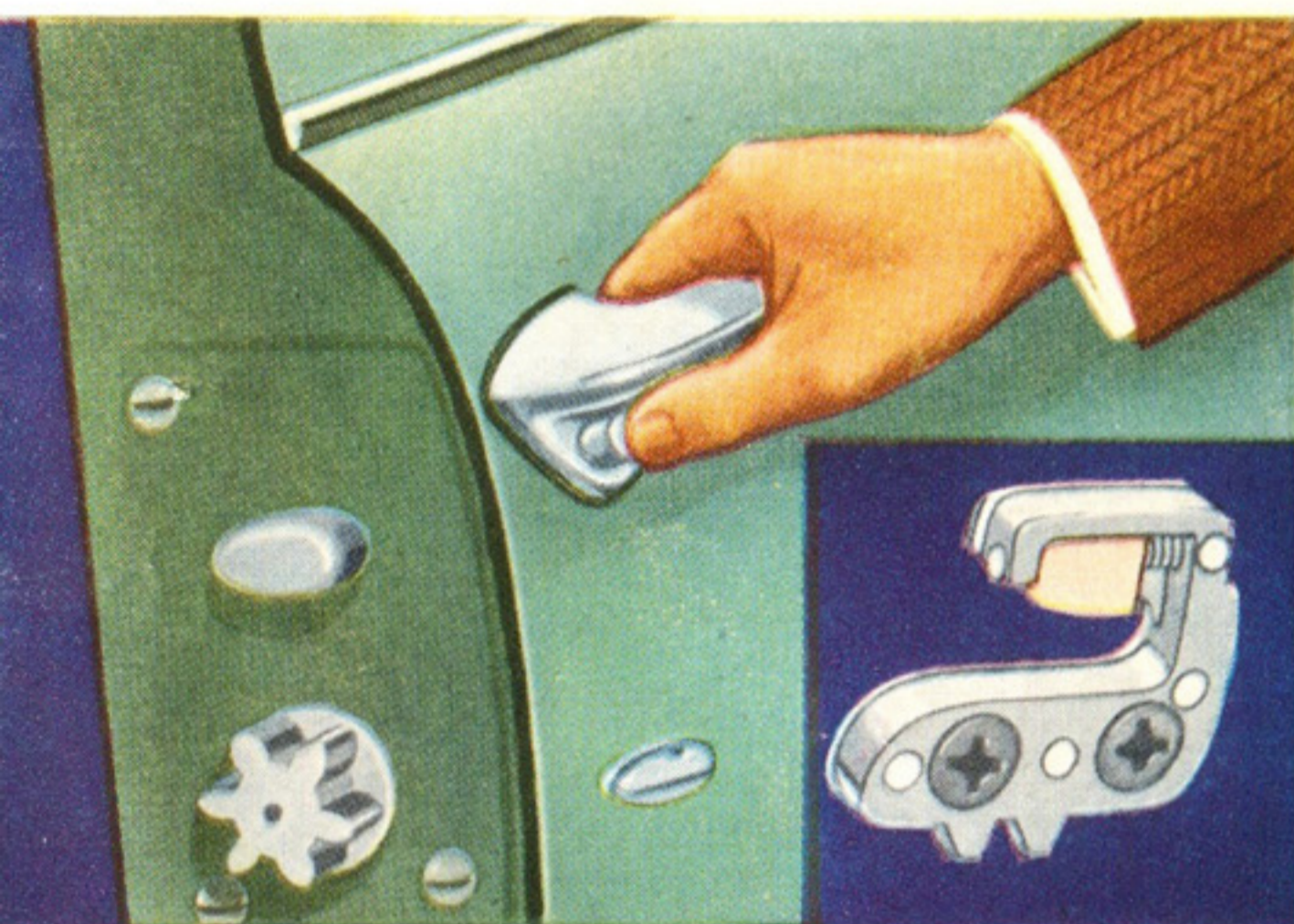
Safety, too, is built into the Monarch—from the massive chassis members to the tiniest detail. The X-type frame with K-type reinforcements—is one of the strongest ever designed. And underneath its shining, glittering, all-steel, all-welded body is a bridge-like structure that is rugged and rigid. There's symmetrical steering linkage with stabilizer bar that gives Monarch its roadability without wind-wander or sidesway. Monarch's body and chassis construction is an engineering triumph in safety and construction.

Safety Reserve Brakes, duo-servo type, hydraulically operated, utilize the car's momentum for easy operation, for safe, straight-line stops.

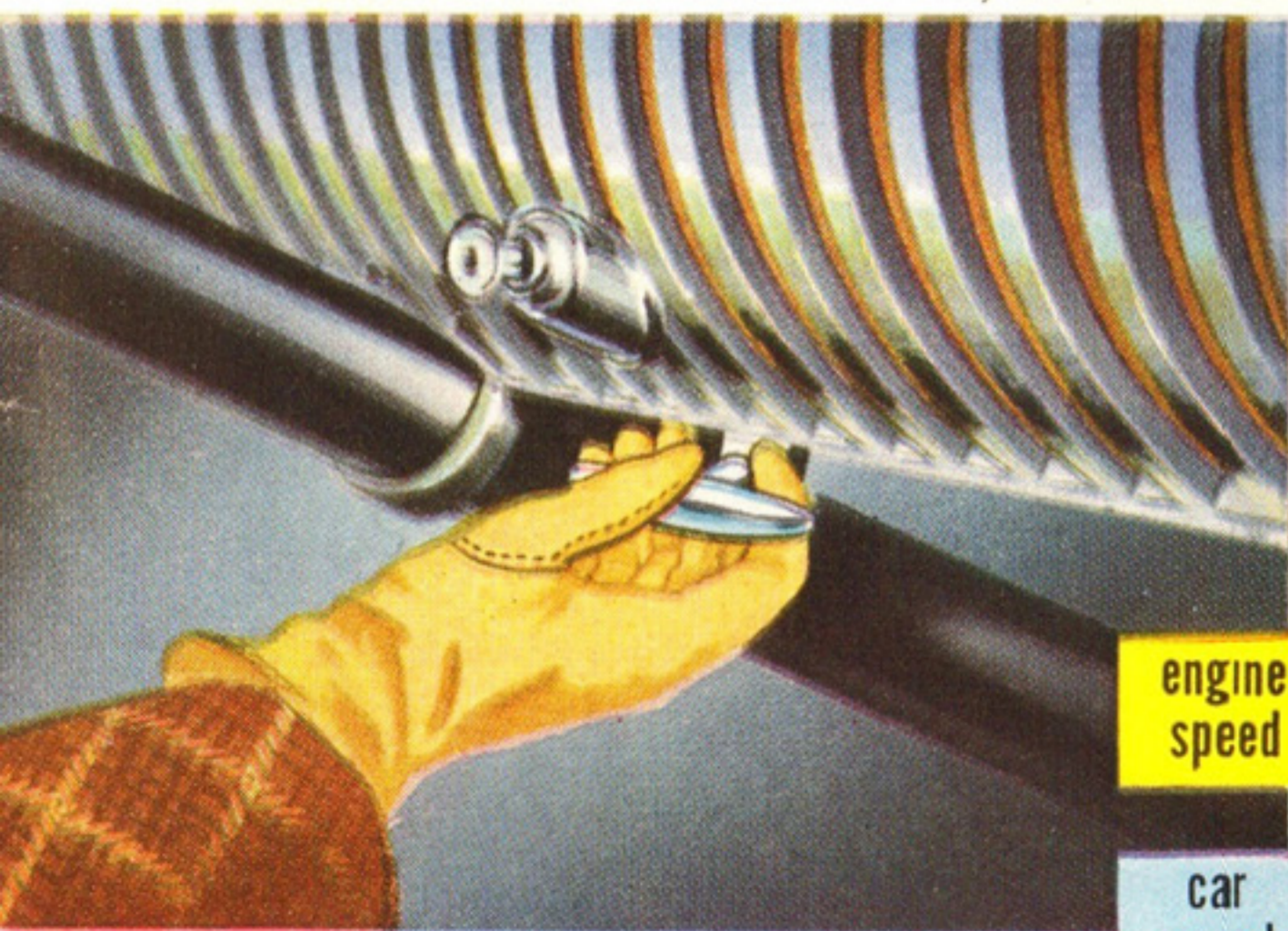




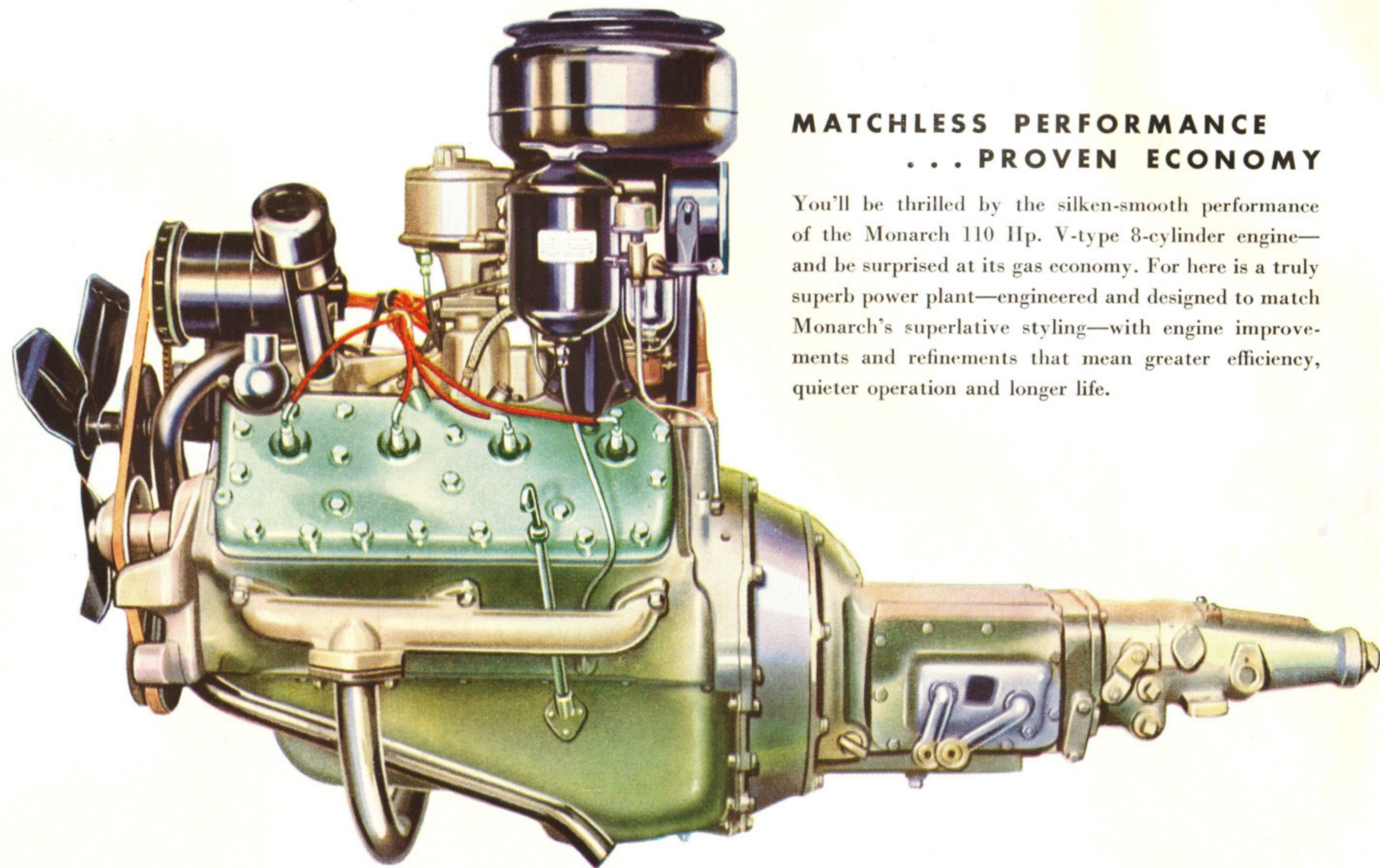
Turn Indicators for extra driving safety with finger-tip control mounted on the steering column. Front parking light and rear tail light flash warning to indicate turn.



Push-button door handles with rotary locks give positive action . . . open easily and smoothly—close quietly and securely. Handles are anchored at both ends—no snagging of sleeves.



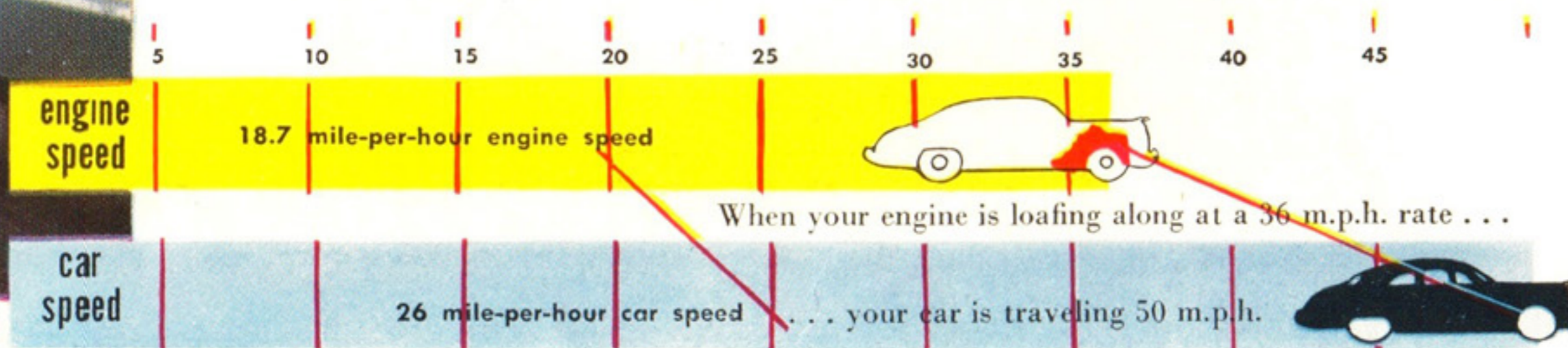
Overdrive "lock-out" handle conveniently located on instrument panel in front of driver, permits Touch-O-Matic Overdrive to be locked-out quickly when not desired.



MATCHLESS PERFORMANCE ... PROVEN ECONOMY

You'll be thrilled by the silken-smooth performance of the Monarch 110 Hp. V-type 8-cylinder engine—and be surprised at its gas economy. For here is a truly superb power plant—engineered and designed to match Monarch's superlative styling—with engine improvements and refinements that mean greater efficiency, quieter operation and longer life.

AN OVERDRIVE EXAMPLE



Touch-O-Matic Overdrive (optional at extra cost) reduces engine speed 24% without affecting car speed. Gas economy is increased 20% at highway speeds. Releasing accelerator at any speed over 26 m.p.h. automatically puts Overdrive in operation. For extra power in passing other cars or climbing long hills, car is returned to direct drive instantly by pressing accelerator right down to the floor board.



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

Engine: The 1950 MONARCH 8-cylinder, V-type, L-head engine develops 110 Hp. at 3600 r.p.m. Maximum torque: 200 ft.lb. at 2000 r.p.m. Taxable Hp. 32.5. Bore, 3 $\frac{3}{16}$ in.; stroke, 4 in. Total displacement, 255 cu. in. Three-point rubber mounting. Compression ratio, 6.8 to 1.

Lubrication: Gear-type oil pump. Force feed to crankshaft, camshaft, and connecting rod bearings. Replaceable cartridge-type oil filter. Positive crankcase ventilation to reduce moisture condensation. Oil capacity, 7 pints, 9 pints when oil filter changed.

Cooling System: Full-flow system circulates all coolant all the way through block and cylinder heads, for uniform cooling and longer engine life. Two sealed, pre-lubricated double-row ball bearing water pumps. Full length water jacket warms oil in cold weather—cools oil on long drives. New 3-blade silent fan. Coolant capacity, 19 quarts, 20.2 quarts when fresh air heating unit is installed.

Fuel System: Fuel tank capacity, 15 $\frac{1}{2}$ gal. Camshaft driven diaphragm-type fuel and vacuum booster pump. Automatic choke. Oil-bath air cleaner. Concentric bowl, dual-downdraft carburetor, with "Econ-O-Miser" Valve control.

Electrical System: Battery, 17 plate, 100-ampere hour. High-capacity generator with automatic voltage

control. Automatic spark control. Single-breaker point distributor.

Frame: Heavy steel, cold-riveted and welded. X-member frame with "K"-type reinforcement bracing. Wheelbase, 118 inches. Overall length, 207 inches; station wagon, 214 inches.

Body: Heavily reinforced, welded all-steel. Weather sealed and sound conditioned throughout. Fiberglass insulation in top and engine compartment wall to control noise and heat.

Wheel Suspension: Front, independent coil springs, with hydraulic telescopic shock absorbers inside. Stabilizer bar to reduce roll. Rear, semi-elliptic leaf springs, with full-length impregnated liners. Telescopic shock absorbers mounted "sea-leg" fashion to reduce vertical shocks and sidesway.

Drive: Single dry-plate clutch with low pedal pressure. Standard 3-speed silent transmission with synchronizers to provide quiet shifting. Hotchkiss rear drive with semi-floating rear axle and hypoid-type ring gear and pinion. Gear ratio 3.9 to 1. Integral hub and axle. Wheel bearings permanently lubricated. Touch-O-Matic Overdrive (optional at extra cost). Axle ratio supplied for overdrive is 4.27 to 1.

Touch-O-Matic Overdrive: gives maximum gas economy and increases engine life. It's an automatic "fourth" gear which operates at any speed over 26

miles per hour, reducing engine revolutions 24% without affecting car speed. Gas economy is increased 20% at highway speeds.

Brakes: Hydraulic "Duo-servo" type, giving low pedal pressure. Equalized, cable-type parking brake operates rear wheel brake cylinders.

Tires: Extra low pressure—7.10 x 15 tires mounted on pressed-steel wheels with extra-wide rims for safety and riding comfort.

Exterior Colours: Black, Sheridan Blue, Forest Green, Palisade Green, Dover Grey. Metallics: Alpine Blue, Bimini Blue, Cambridge Maroon, Maywood Green.

Two-tones (at extra cost)—(First colour listed is upper colour)—Dune Beige and Penrod Tan; Dover Grey and Forest Green; and Palisade Green and Forest Green.

Special Convertible Colours, in addition to regular colours above—Mirada Yellow and Matador Red.

Upholstery: Choice of Grey Block Broadcloth, Tan Bedford Cord or Two-tone Blue Broadcloth. Genuine leather upholstery in a combination of Tan and Red available at extra cost.

Choice of Black and Red, Blue and Grey or two tones of Tan, using genuine leather and art leather combinations on Convertible, Tan or Red genuine leather on Station Wagon.

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