

March

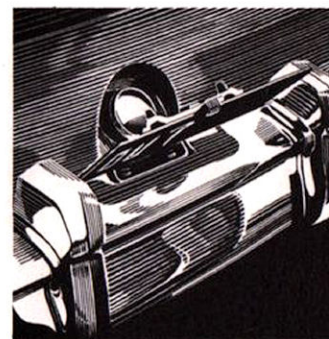
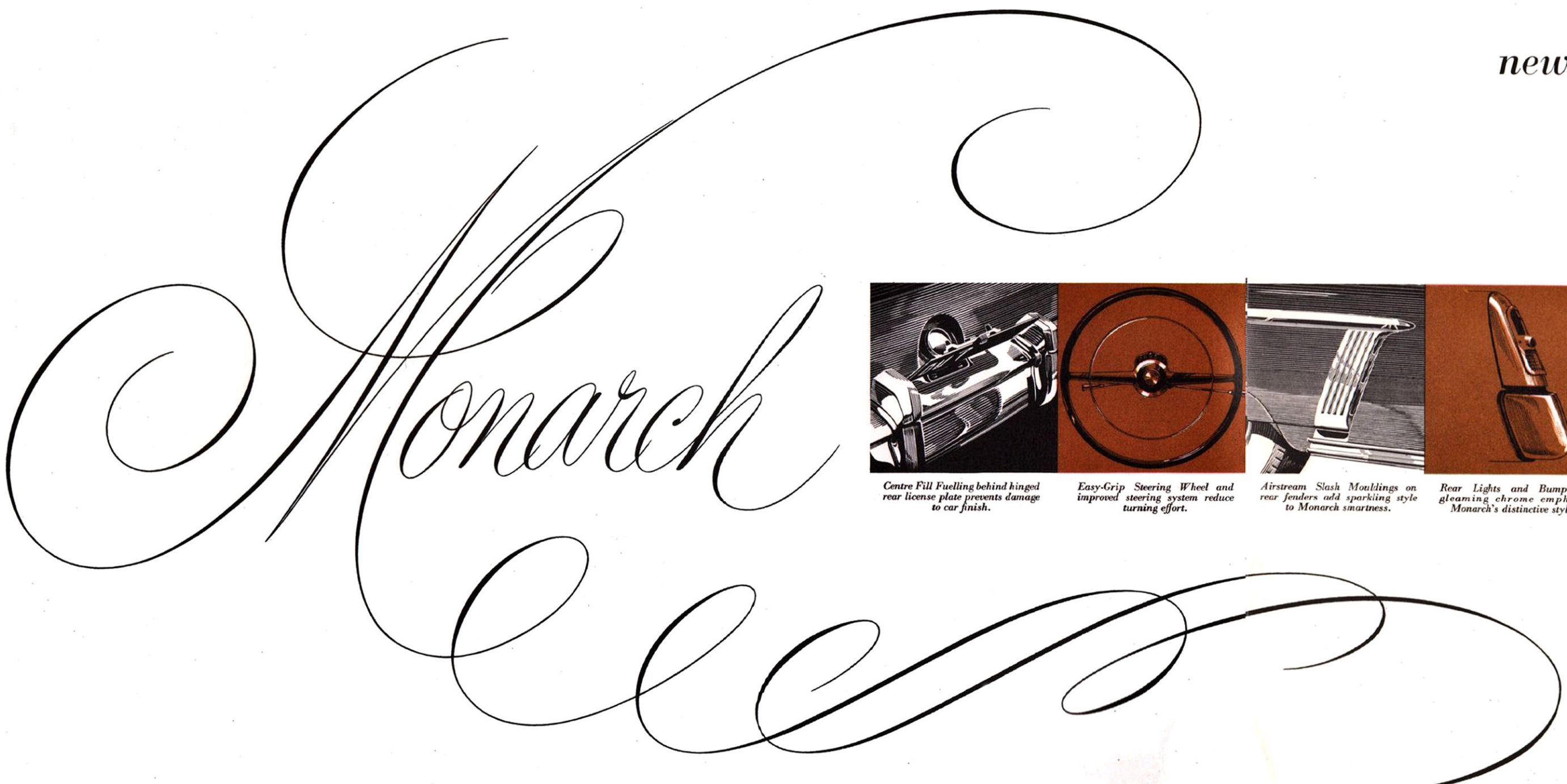
1952



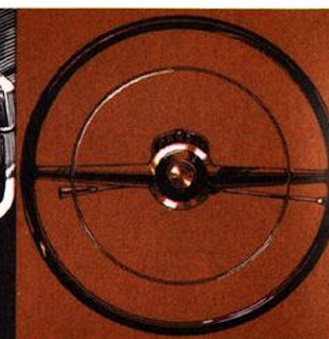
new all through

different every way

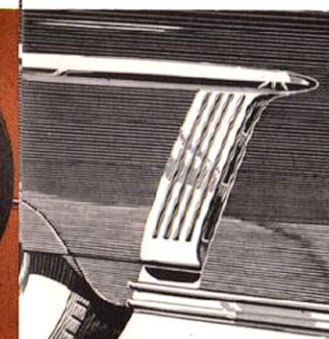
beautiful beyond compare



Centre Fill Fuelling behind hinged rear license plate prevents damage to car finish.



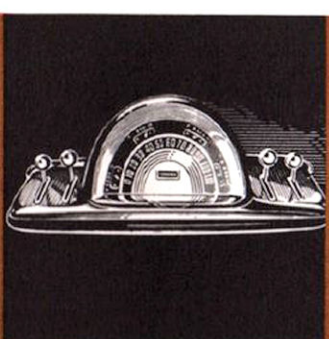
Easy-Grip Steering Wheel and improved steering system reduce turning effort.



Airstream Slash Mouldings on rear fenders add sparkling style to Monarch smartness.



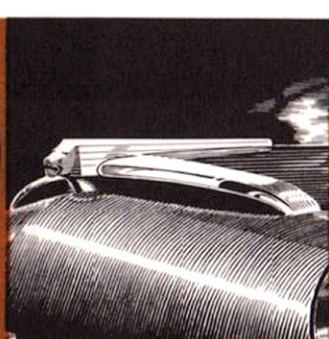
Rear Lights and Bumper in gleaming chrome emphasize Monarch's distinctive styling.



Flight-Style Instrument Panel groups controls in a single cluster for driving ease.



Hub Caps are crested with Monarch crowns. Full disc hub caps optional at extra cost.



Simulated Aircoop on engine hood adds style-making originality to the front end design.



Push Button Door Handles open at touch . . . rotary door latches close securely—quietly.



Pendant-type Pedals eliminate openings in the floor boards—reduce road noise and dust.

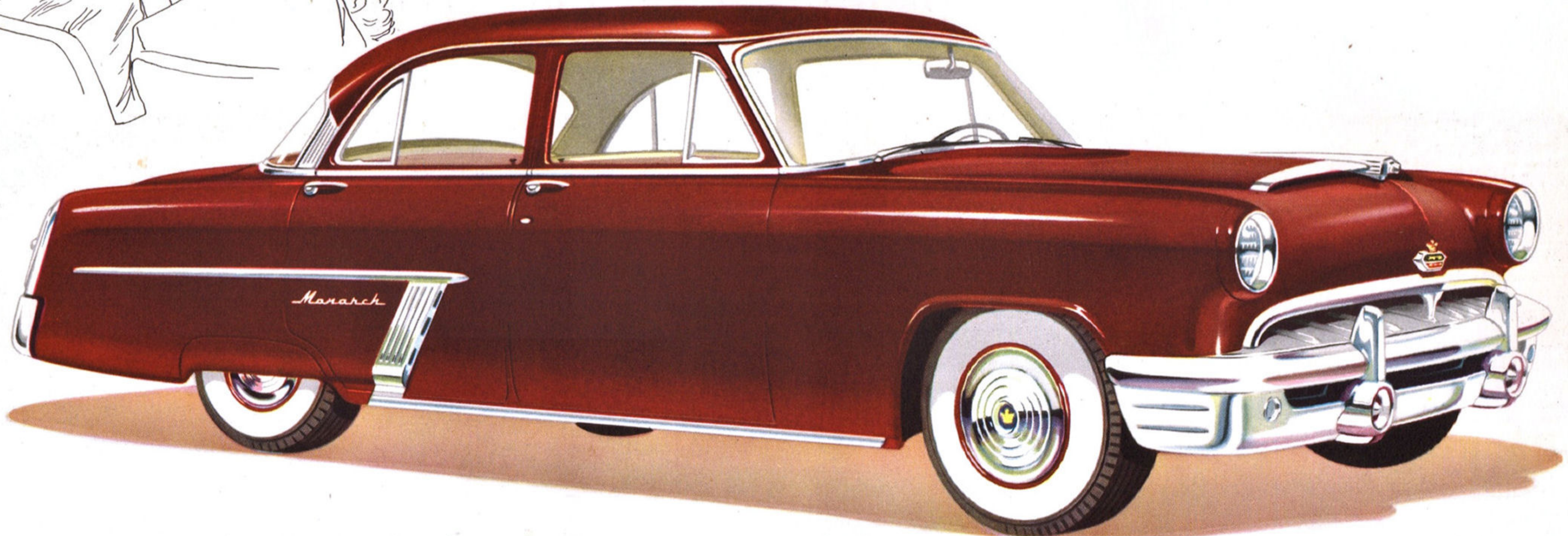
So new . . . so different . . . so truly beautiful—an all-new exciting interpretation of fine-car styling and design, combined with outstanding engineering achievements. There's a proud look to its massive front end and in the low broad sweep of the rear quarters . . . see the magnificent custom-appointed interiors—the curved one-piece windshield and contoured rear window. Drive this superb car yourself—feel the sure smoothness of its even more powerful 125-Hp. V-8 engine. Then you'll know why—in everything, in every way—the 1952 Monarch is *Beyond Compare . . . Anywhere.*

Ride like a King in a **Monarch**



MONARCH FOUR-DOOR SEDAN

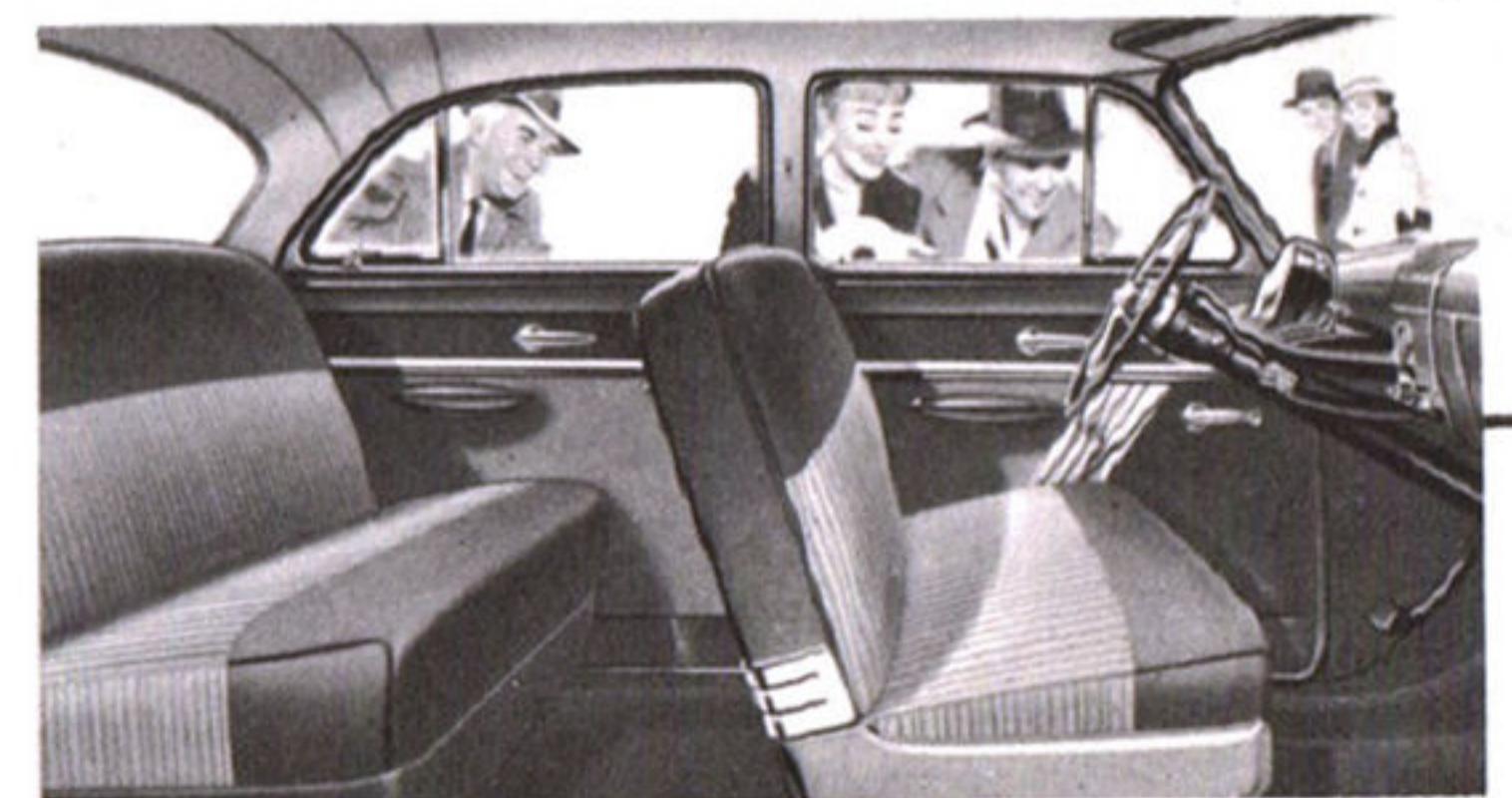
You'll feel a proud thrill whenever you drive this stunning Monarch model—you'll appreciate the extra wide doors all hinged at the front for safety—the extra spaciousness and luxurious appointments of its limousine interior. You can custom-choose from eight new body colours . . . eight new two-tone colour schemes.



Standard equipment, accessories and trim illustrated are subject to change without notice.

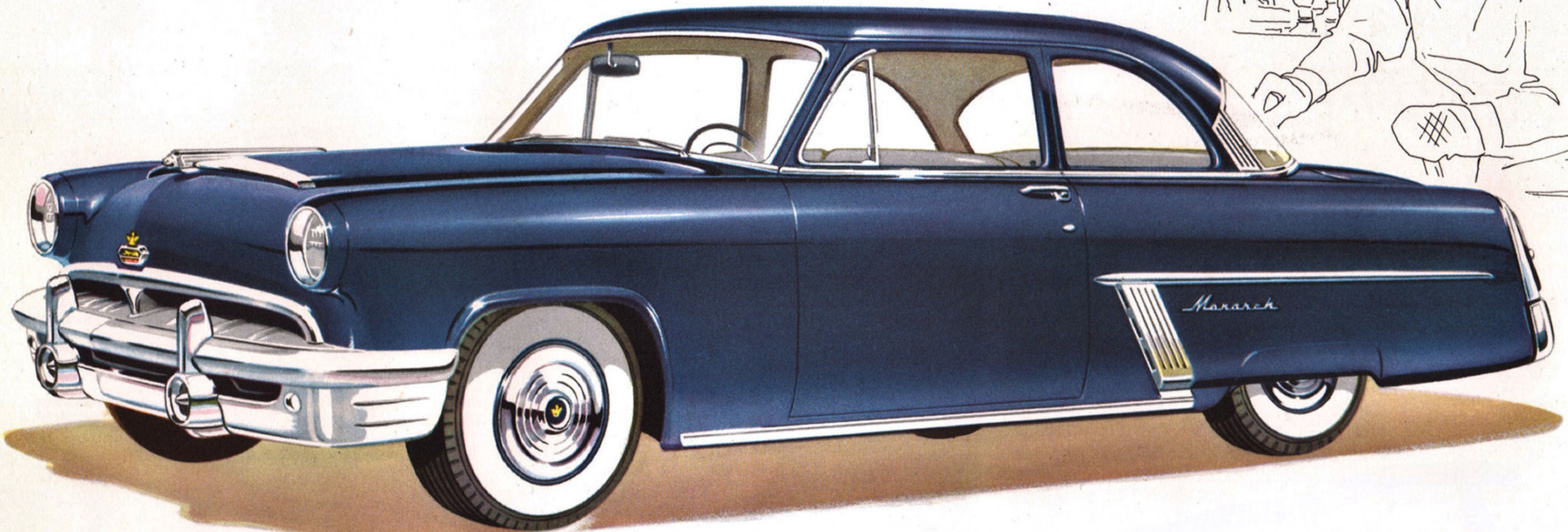
WHERE A FINE CAR MATTERS MONARCH BELONGS

Monarch Sedan interiors are dramatically tailored in broadcloth in a rich blend of gray or dark brown to harmonize with exterior colours.

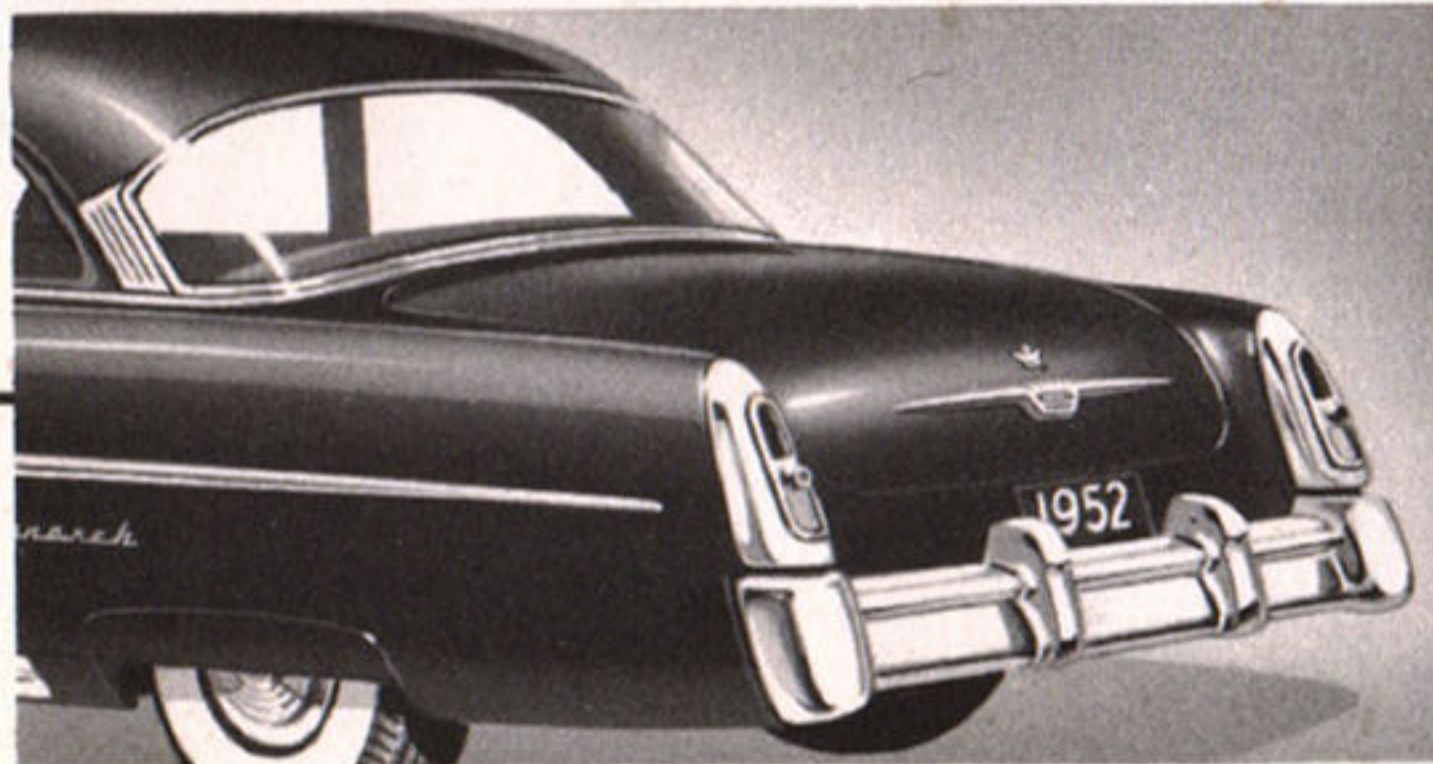


MONARCH TWO-DOOR SEDAN

There's a look of power—of brilliant performance in Monarch's broad, graceful lines. Behind the gleaming grille is a powerhouse, a full 125-Hp. strong. For business—for the family with small children, this two-door sedan is ideal . . . and there's room for six adults to relax on the deep, wide seats cushioned with foam rubber.

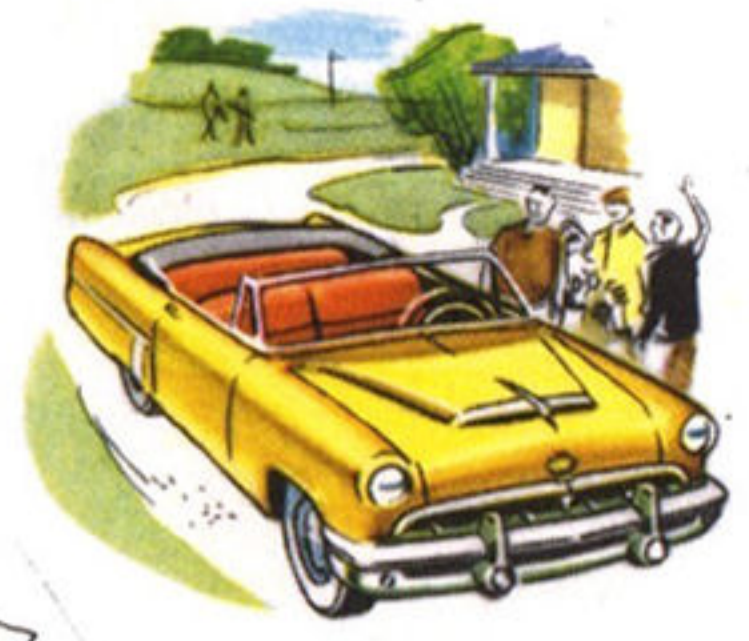


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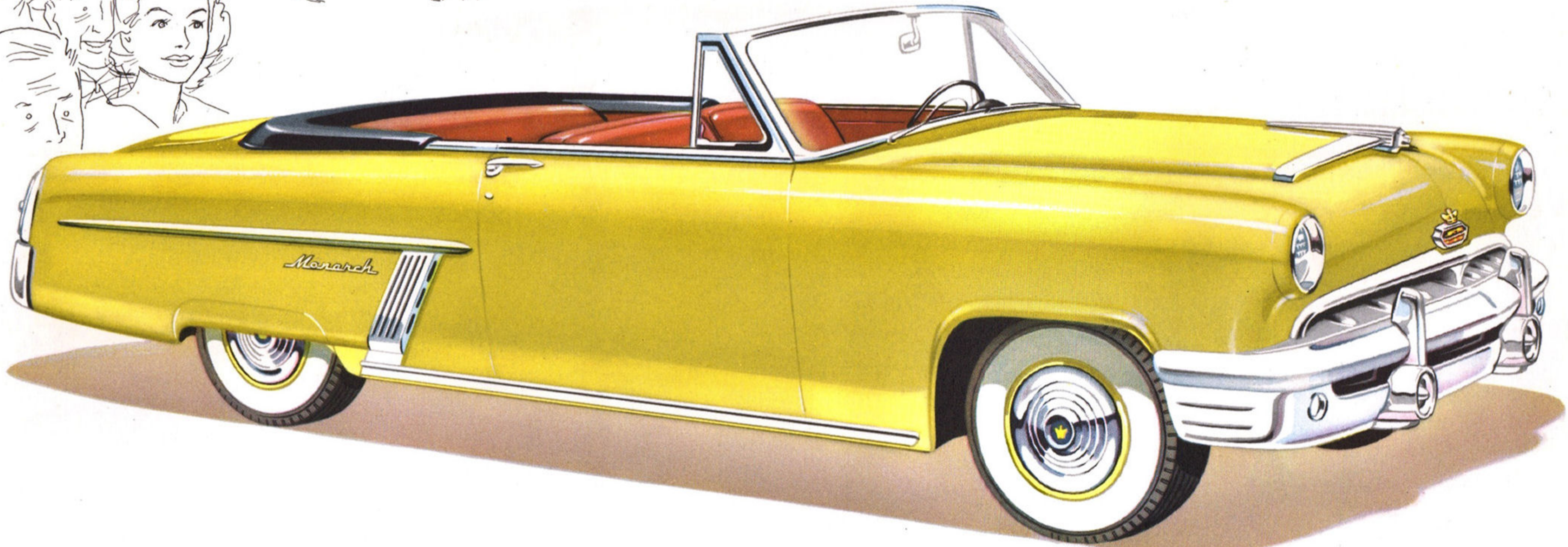
WHERE A FINE CAR MATTERS MONARCH BELONGS

The luggage deck lid with scissors-type hinges—counterbalanced for one-hand operation—opens at the turn of key to reveal 28 cu. ft. of space.



MONARCH CONVERTIBLE

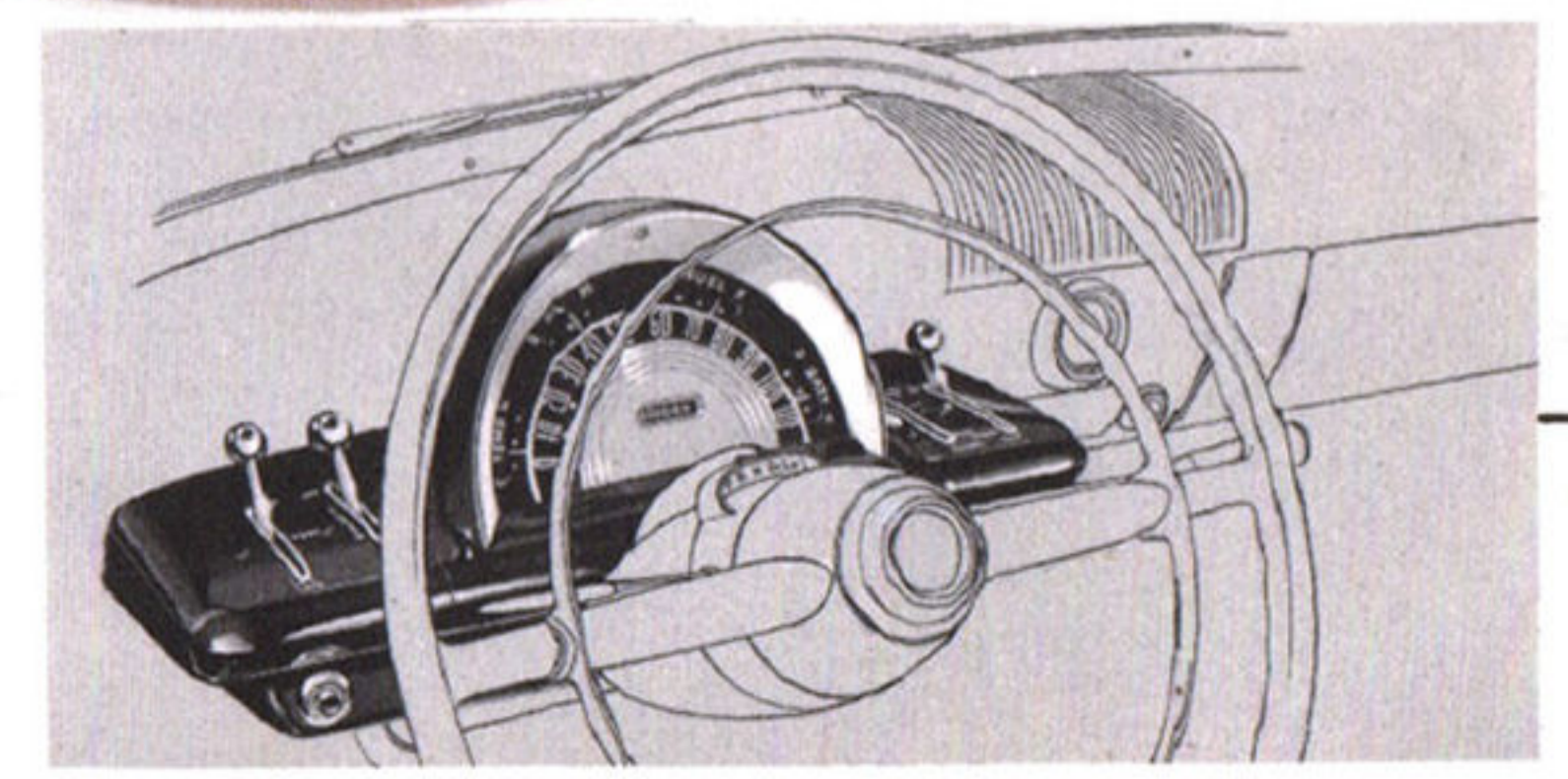
Here's the luxury ride that lets you feel the warmth of the sun and the sweep of the wind. With a touch of a button the electrically-operated top slips smoothly into position . . . front seat adjustment and windows, too, are push-button controlled the same easy way. Choose from eight standard body colours and in addition there's startling Vassar Yellow and Coral Flame Red.



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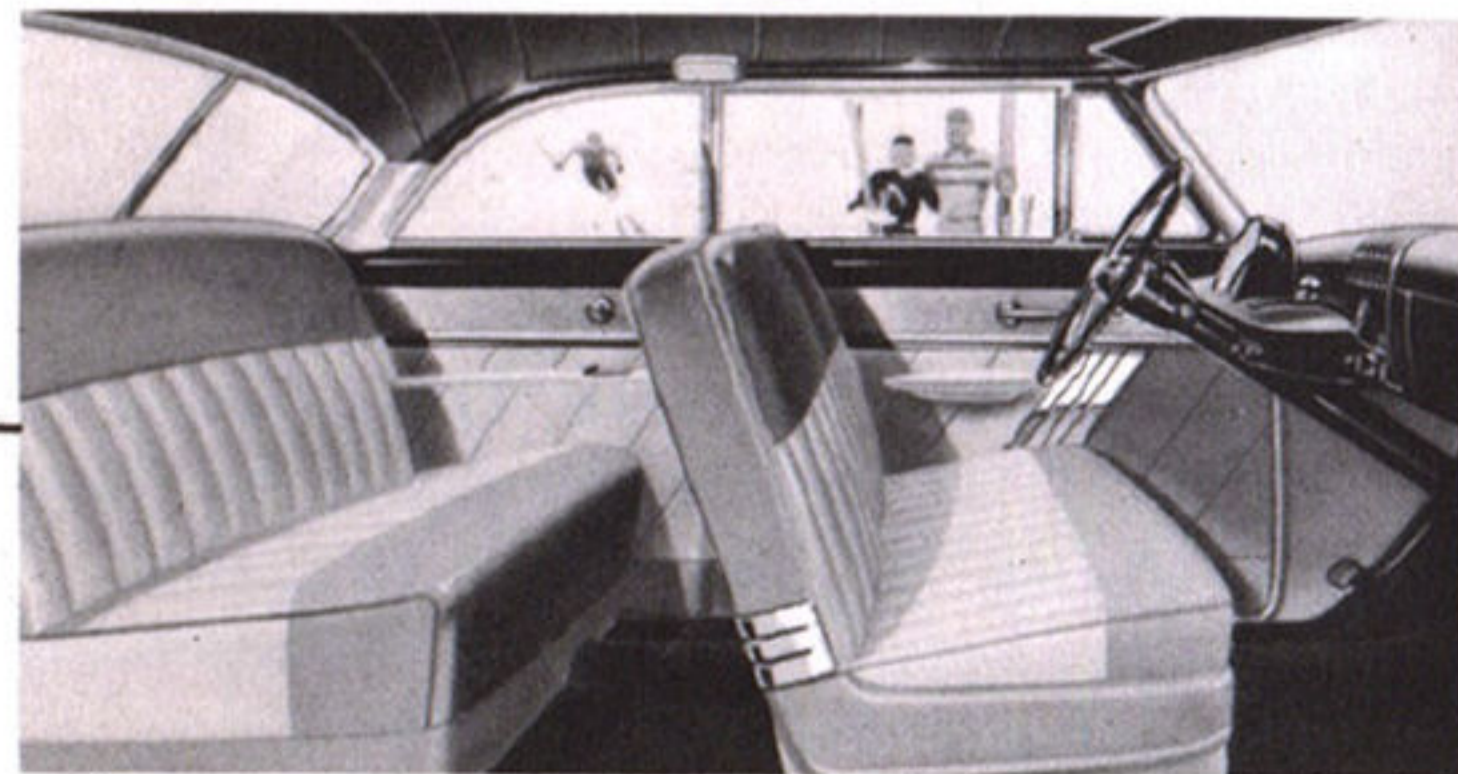
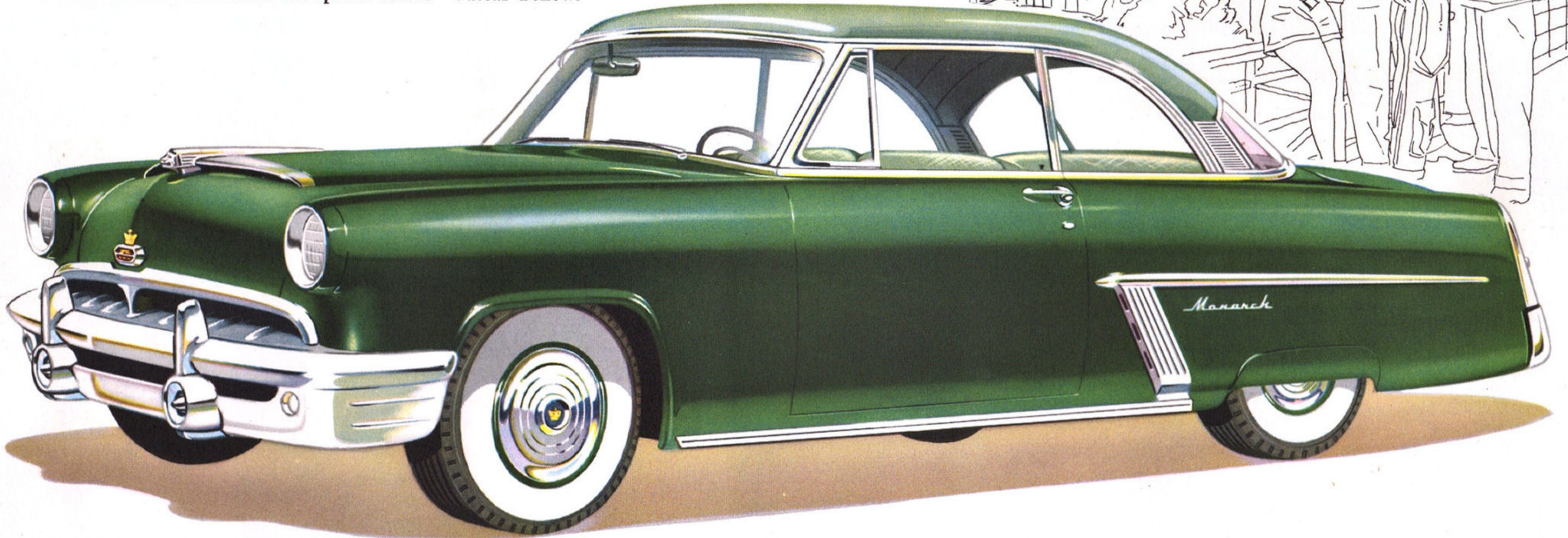
WHERE A FINE CAR MATTERS MONARCH BELONGS

All instruments and controls are grouped for easier, safer driving—and hooded to prevent glare. Ventilating and heating controls are simplified—at the driver's fingertips for convenience.



MONARCH MONTEREY

There's breathtaking beauty—sumptuous elegance in this newest Monarch—the Monterey—the spirited styling of a convertible, with the security and snugness of a sedan. It's a triumph in design and a thoroughbred in performance. The distinctive Monterey comes in seven standard and nine two-tone body colour combinations as well as one special colour—Vassar Yellow.

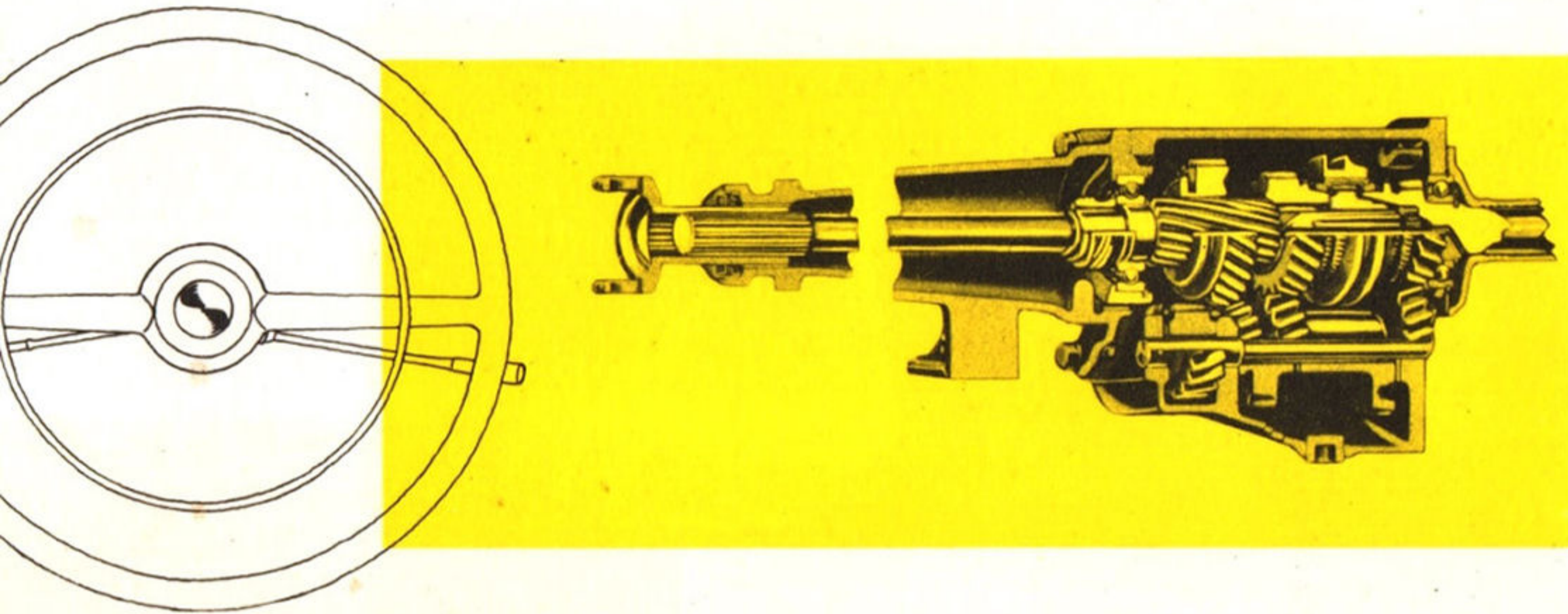


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WHERE A FINE CAR MATTERS MONARCH BELONGS

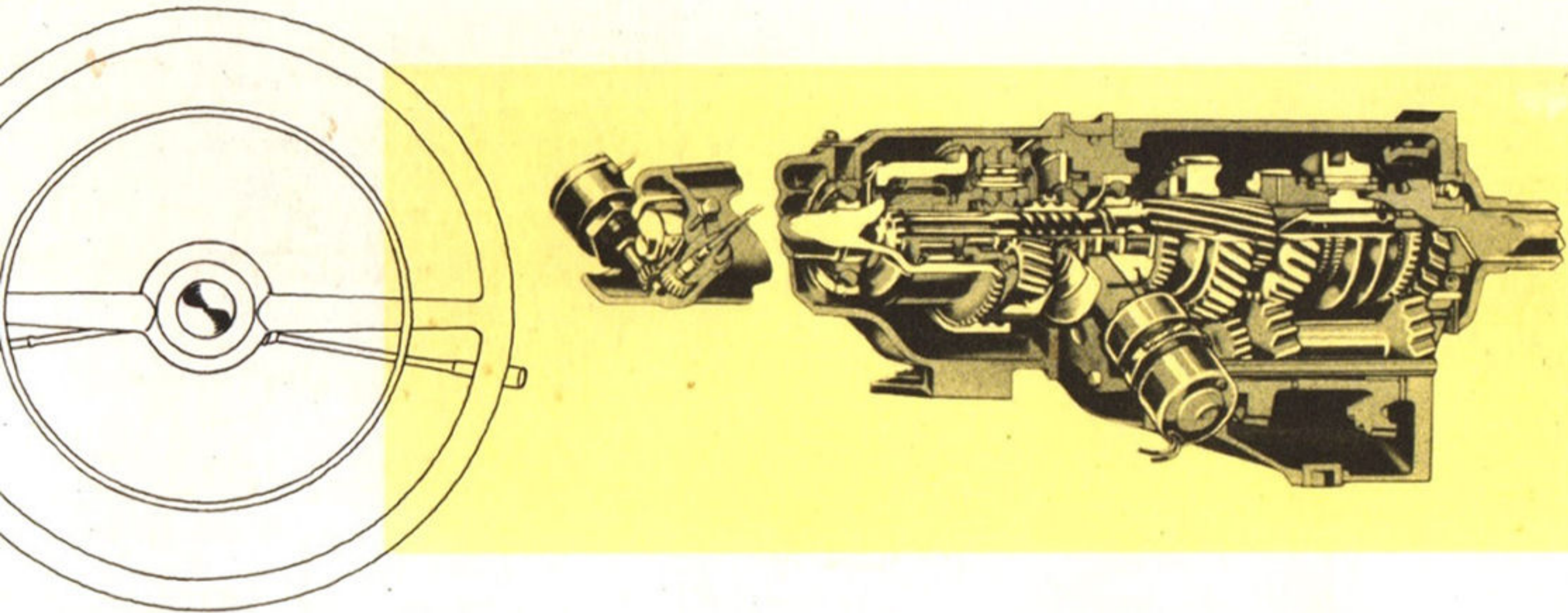
Monarch Monterey interiors are luxury styled in a handsome combination of vinyl and fabric in a colour choice of Gray, Cherry Red and Green.

Choose from these Three Power Drives



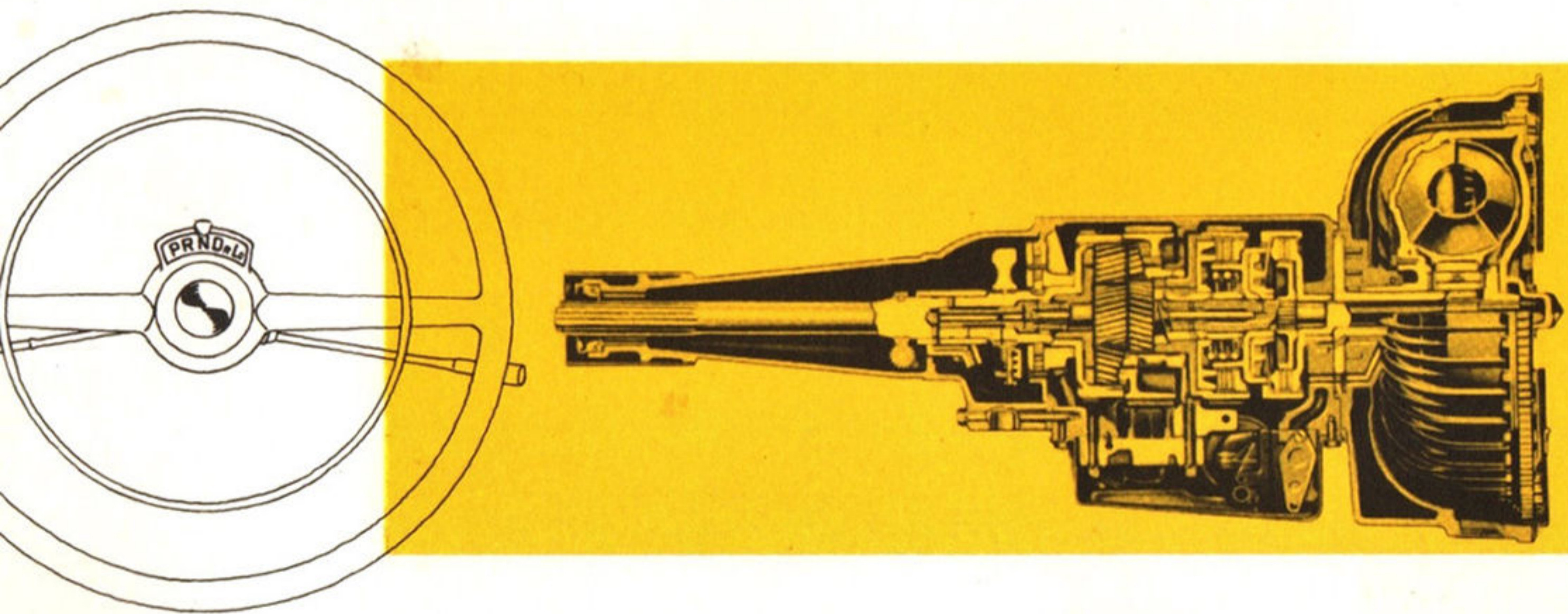
CONVENTIONAL

The silent, easy-shifting standard Monarch transmission has block-type synchronizers for smooth, quick shifting. The new pendant clutch pedal makes shifting easier than ever. "Balanced teeth" design on gears provides improved strength and longer life.



TOUCH-O-MATIC OVERDRIVE

Touch-O-Matic Overdrive* is an automatic fourth gear. At speeds over 26 m.p.h., it reduces engine speed 24% without changing car speed . . . increases gasoline economy up to 20% at highway speeds. For extra power and zip in passing or climbing long hills, car returns to direct drive by pressing accelerator to the floor.

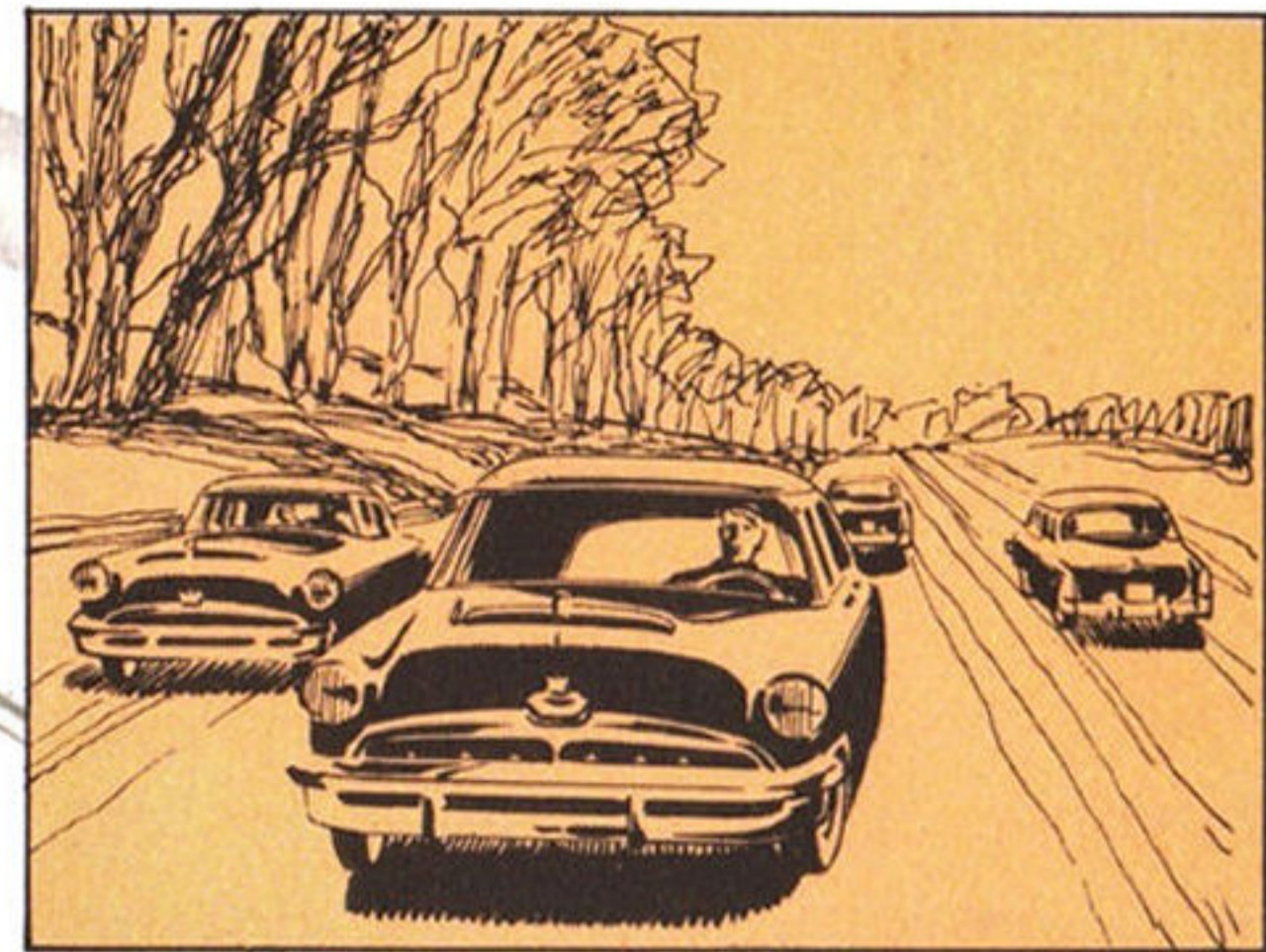
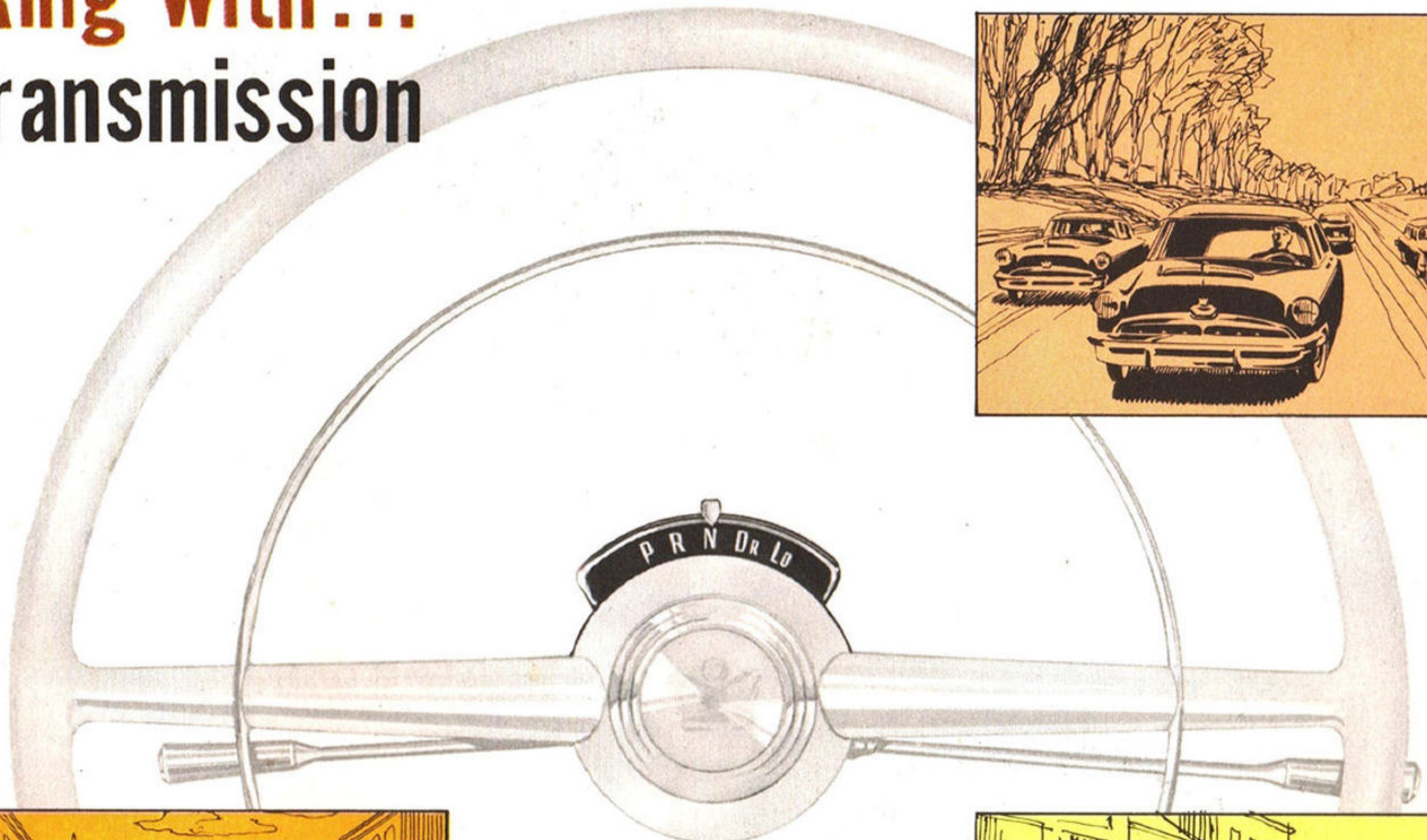


AUTOMATIC TRANSMISSION

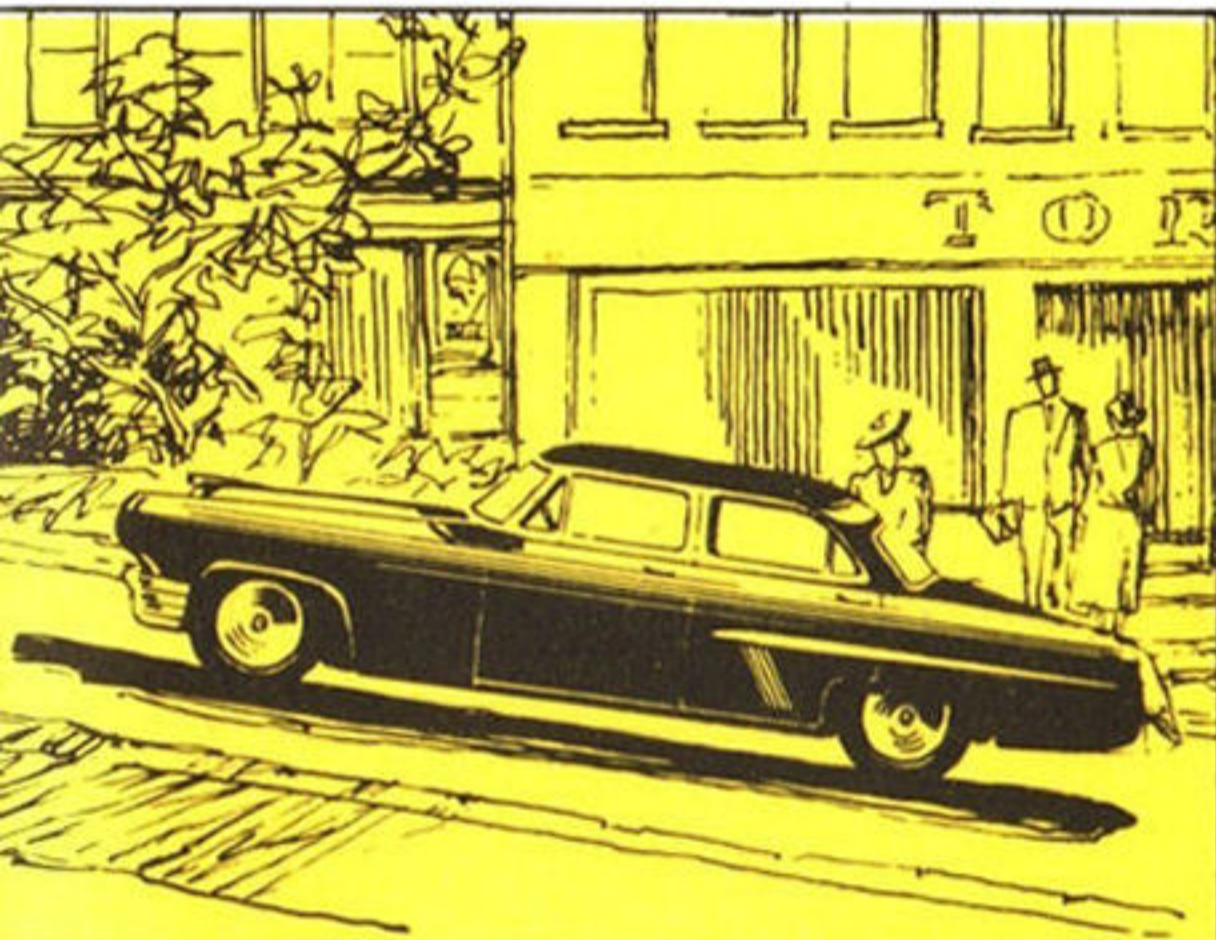
Owner-tested and performance-proved, Monarch's Automatic Transmission* is the easiest, smoothest way to drive. There's no clutch—no manual gear shifting—all you do is step on the gas to go. Monarch's Automatic Transmission combines the smoothness of a fluid Torque Converter with the control of Automatically-operated Mechanical Gears—plus the added safety of an automatic intermediate gear.

**optional at extra cost*

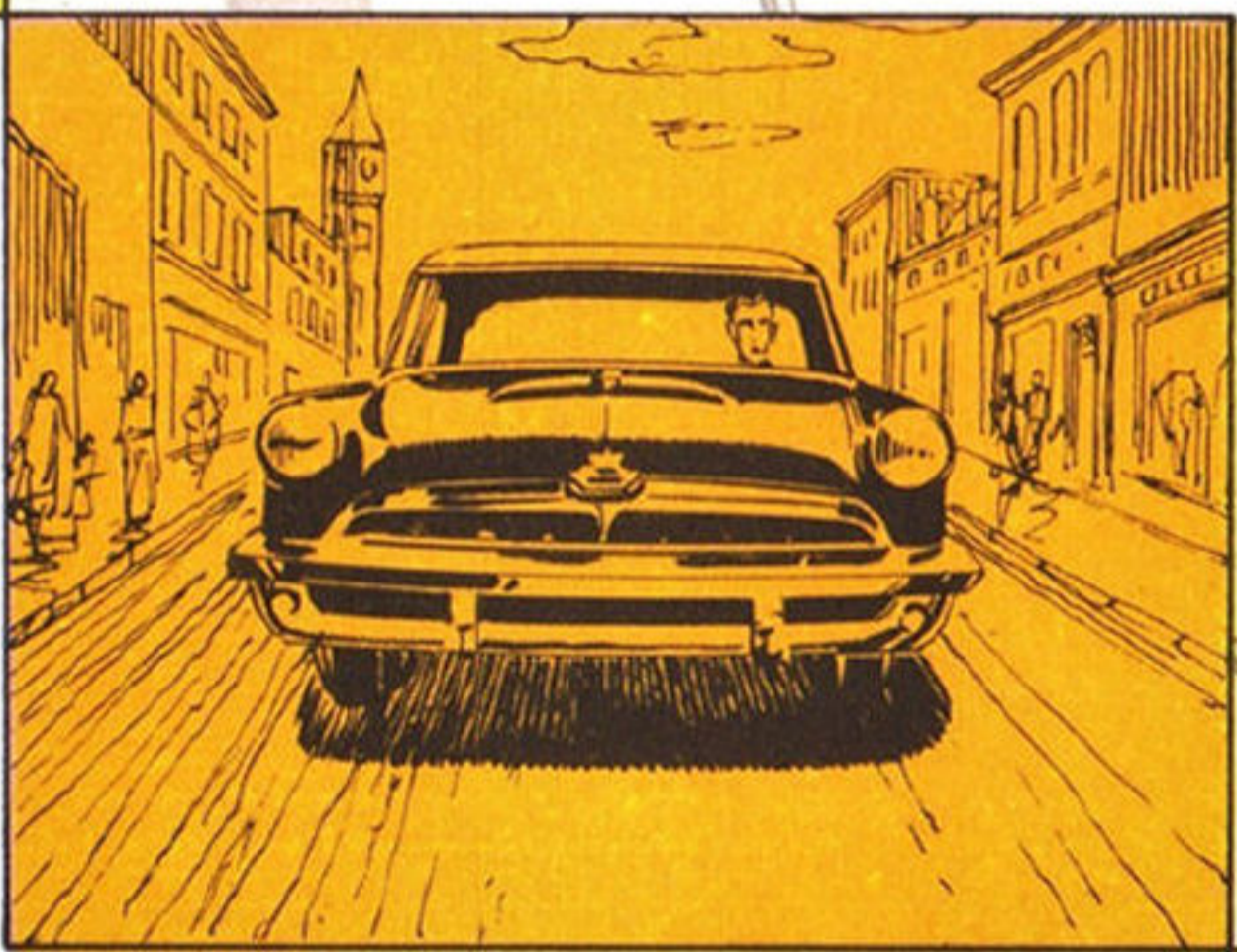
Ride like a King with... Automatic Transmission



For extra power when passing, simply press the accelerator all the way down—and the transmission returns to intermediate gear. Another feature is the safety selector—it must be at neutral (N) before the starter engages.



For added safety you can park your car in gear. All you do is move the selector to park position (P) after the car is parked. This locks the rear wheels—prevents them from being turned.

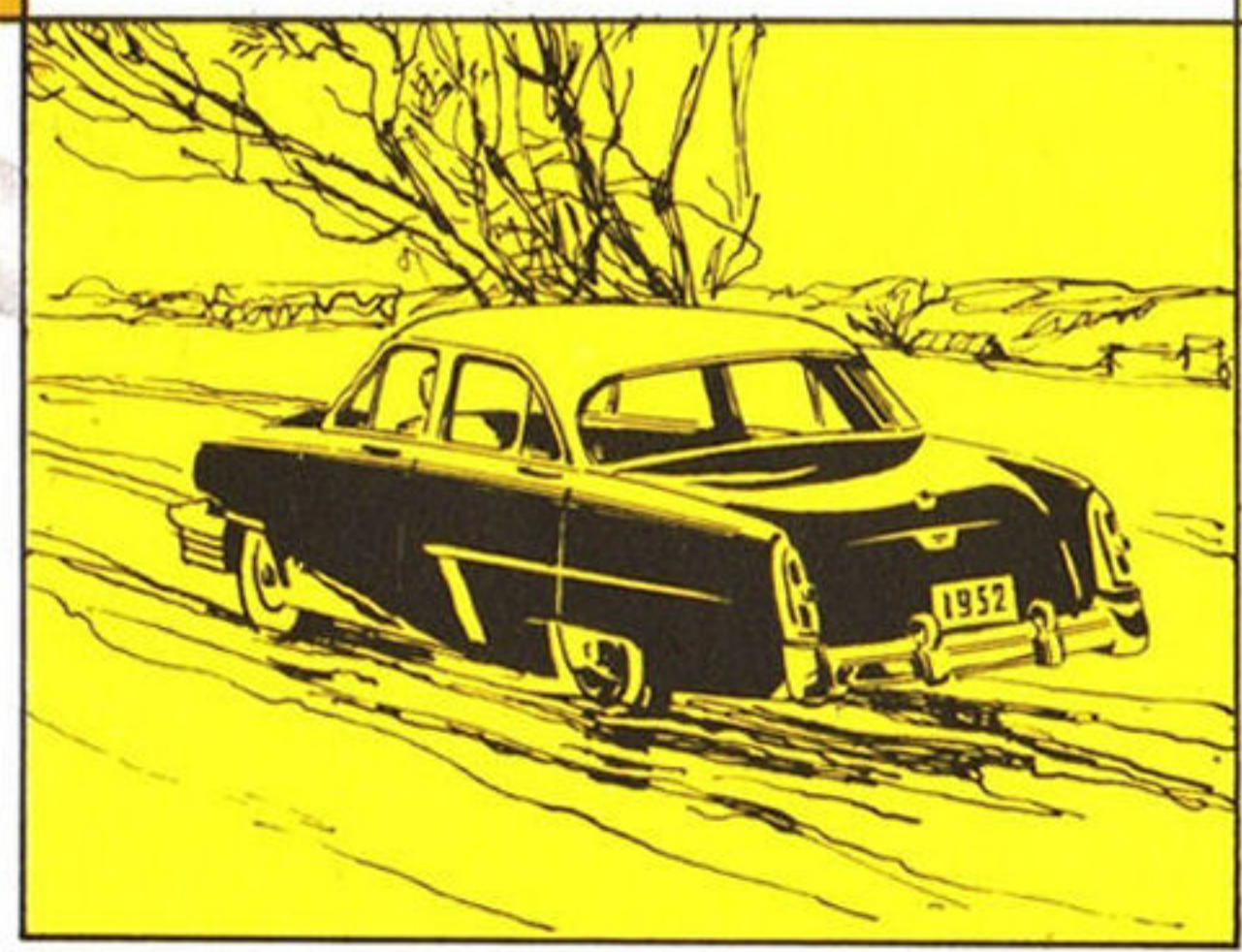


Rocking out of sand, mud or snow is easy with Monarch's Automatic Transmission. You merely move the selector back and forth between reverse (R) and (Lo). For "push starts" set the selector at (Lo).



For engine "braking" downhill or slippery pavement, you merely shift to (Lo). At speeds over 25 m.p.h. Monarch's Automatic Transmission shifts you down through intermediate gear smoothly and safely for sure, complete control.

Monarch's Automatic Transmission eliminates gear shifting and clutching. All you do is set the selector at (Dr) and step on the gas. The selector makes driving safer because all forward positions are separated from reverse (R) by neutral (N).



Monarch's Automatic Transmission gives flashing "get-away" with smooth even flow of power. You start in a combination of Torque Converter and automatic intermediate gear. Then, at the right instant, the Torque Converter takes over completely.

The Powerful New

MONARCH 125-HP. V-8 ENGINE

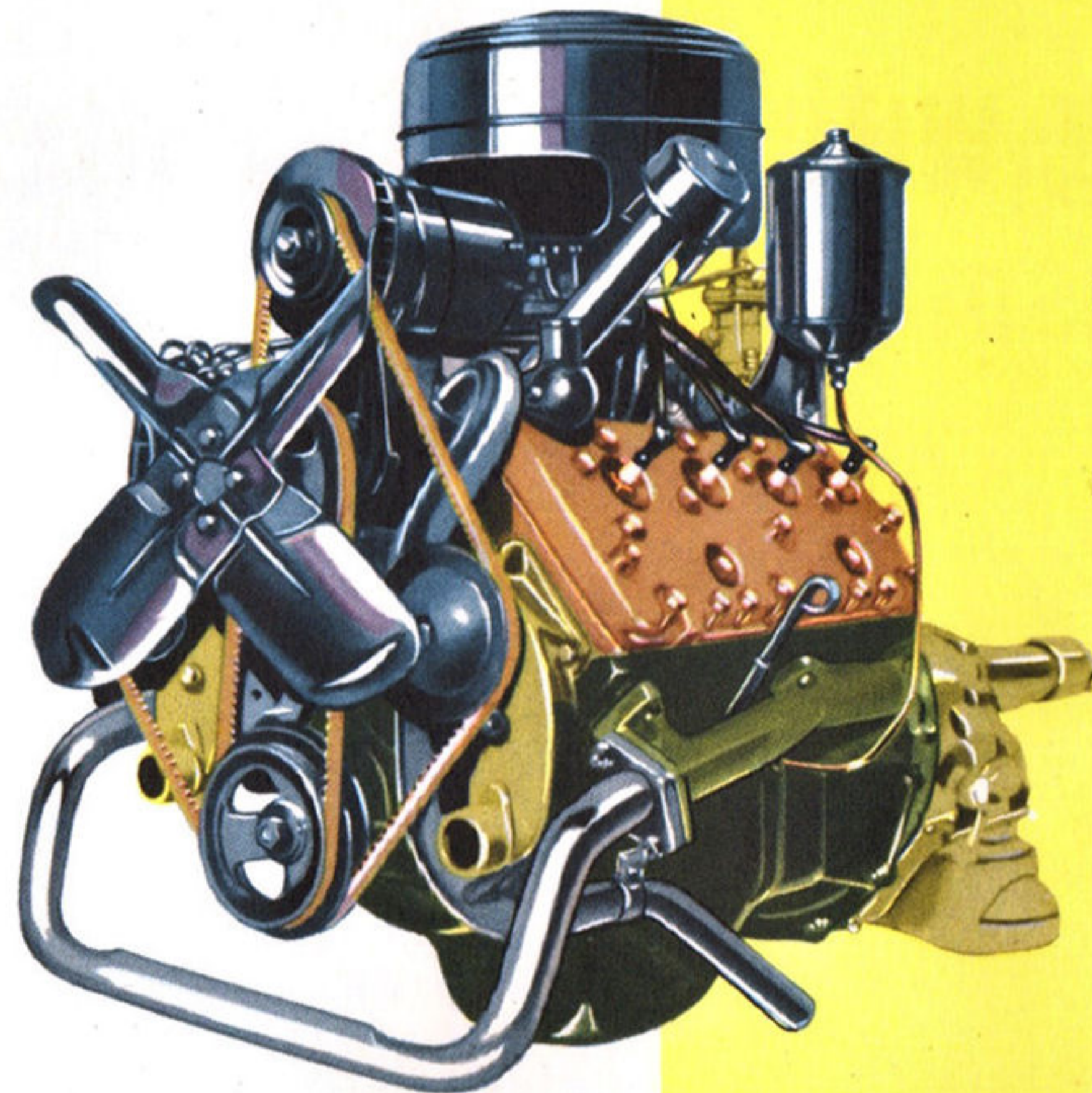
There's solid strength and riding comfort engineered in the new Monarch chassis. The box-type frame with five crossmembers provides extra ruggedness to resist strain—permits location of seats where the riding qualities are best. Improved front wheel suspension and springing—new heavy-duty rubber bumpers for rear springs—new mounting of rear shock absorbers—improved steering . . . and many other advanced-design features combine for easier, safer driving—greater roadability.

MONARCH CHASSIS

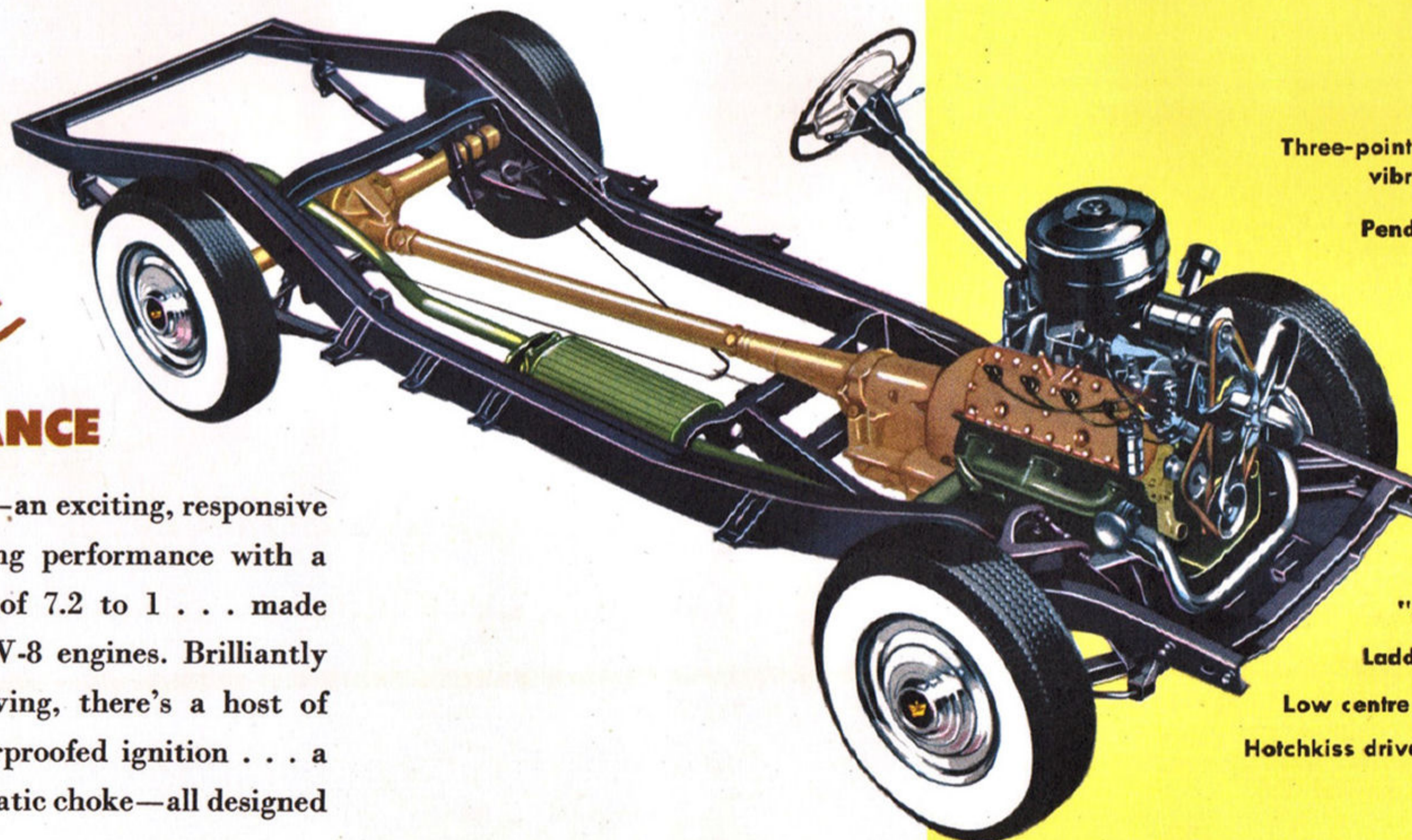
Engineered for

SAFETY and PERFORMANCE

Now . . . more powerful than ever before—an exciting, responsive 125-Hp. V-8 engine packed with thrilling performance with a stepped-up new high compression ratio of 7.2 to 1 . . . made by the world's largest manufacturer of V-8 engines. Brilliantly engineered for a new experience in driving, there's a host of advanced engineering features . . . waterproofed ignition . . . a new dual-downdraft carburetor . . . automatic choke—all designed for efficient and thrifty operation.



- High compression ratio 7.2 to 1
- Redesigned Combustion Chamber
- Dual-downdraft concentric carburetor
- Four-ring aluminum pistons
- Integral air cleaner and silencer
- Automatic choke
- Rotating-type valves
- Full pressure lubrication
- Positive crankcase ventilation
- Automatic spark control
- Waterproof ignition
- Two high-capacity water pumps
- Full length water jackets
- Redesigned exhaust manifolding
- Automatic heat control for fast warm-up
- Reverse-flow muffler



- Three-point puck-type engine mounting for vibration-absorbing support
- Pendant clutch and brake pedals for easier, more convenient operation.
- Symmetrical steering linkage for effortless driving.
- Independent front wheel suspension on coil springs.
- Stabilizer bar controls body roll on turns.
- Extra-long rear springs with swinging shackles for safer riding.
- "Sea-leg" mounted rear shock absorbers.
- Ladder-type frame with 5 crossmembers.
- Low centre of gravity for unusual road stability.
- Hotchkiss drive for smooth starts and stops.

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

Engine: L-head, V-eight, developing 125-Hp. at 3700 r.p.m. and 211 ft. lb. torque at 1900-2200 r.p.m. Bore, 3 3/16 in.; stroke, 4 in. Displacement, 255.4 cu. in. Compression ratio, 7.2 to 1. Three-point rubber mountings. Counter-balanced crankshaft with 3 main bearings—4-ring aluminum-alloy pistons—two compression and two oil rings. Rotating-type valves for smoother, quieter engine operation and longer valve life.

Lubrication: Pressure lubrication to all main, connecting rod and camshaft bearings. Gear-type oil pump. Heavy-duty oil filter (*Optional at extra cost*). Positive crankcase ventilation. Oil capacity, 7 pints.

Cooling System: Full-flow cooling system with two high-velocity water pumps. Full-length water jackets. Automatic by-pass thermostat for quick warm-up. Pressure radiator cap. Coolant capacity, 19.5 quarts.

Fuel System: Dual-downdraft, concentric-bowl carburetor of simplified design, mounted inside oil-bath air cleaner. Automatic idling control. Automatic choke with manifold-mounted heat control. Camshaft-driven diaphragm-type fuel pump with vacuum booster for constant speed windshield wiper operation. Fuel tank capacity, 15.5 gal.

Ignition: High-speed, single breaker-arm distributor with full-pressure type automatic spark control. Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wirings.

Body Dimensions: Wheelbase, 118 in. Over-all length, 202.15 in. Over-all height, 63 in. Over-all width, 77 in. Tread, 58.0 in. front, 56.0 in. rear.

Construction: All-steel welded body with heavily re-

inforced floor and dash. Insulated with Fiberglas pads and other materials against heat, cold, noise, and dirt. Counter-balanced hood and deck lids.

Ventilation: Dual air-duct ventilation system with separate controls for driver. Full-length defroster vent. Front and rear ventilating windows.

Electrical: Lightweight, long life, 51-plate, 100-ampere-hour battery. High-capacity generator with automatic current and voltage control. Ratchet-type starter for cars equipped with automatic transmission.

Chassis Frame: Heavy steel, cold-riveted and welded ladder-type frame with double-channel box-section side rails and 5 cross-members. Monterey has additional reinforcing for extra rigidity. Convertible has X-member frame with heavy reinforcing for extra rigidity.

Suspension: Independent front wheel suspension with coil springs. Telescopic shock absorbers mounted inside the springs. Torsional stabilizer bar to reduce roll. Longitudinal, semi-elliptic leaf springs in rear, with full-length liners for permanent lubrication. Telescopic rear shock absorbers mounted "sea-leg" fashion to reduce sidesway.

Steering: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 26.4 to 1.

Drive: Hotchkiss drive with tubular propeller shaft and permanently lubricated universal joints. Carrier-type rear axle with hypoid ring gear and pinion. Hub and axle are integral. Rear wheel bearings permanently lubricated. Rear axle gear ratios: 3.73 to 1 with standard transmission; 4.1 to 1 with Overdrive; and 3.15 to 1 with Automatic Transmission.

Brakes: "Duo-serve" type hydraulic brakes. Self-energizing action decreases pedal pressure required for quick straight-line stops. Cabletype parking brakes on rear wheels.

Tires and Wheels: Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Convertible) on pressed-steel wheels with extra-wide rims for greater safety, more traction.

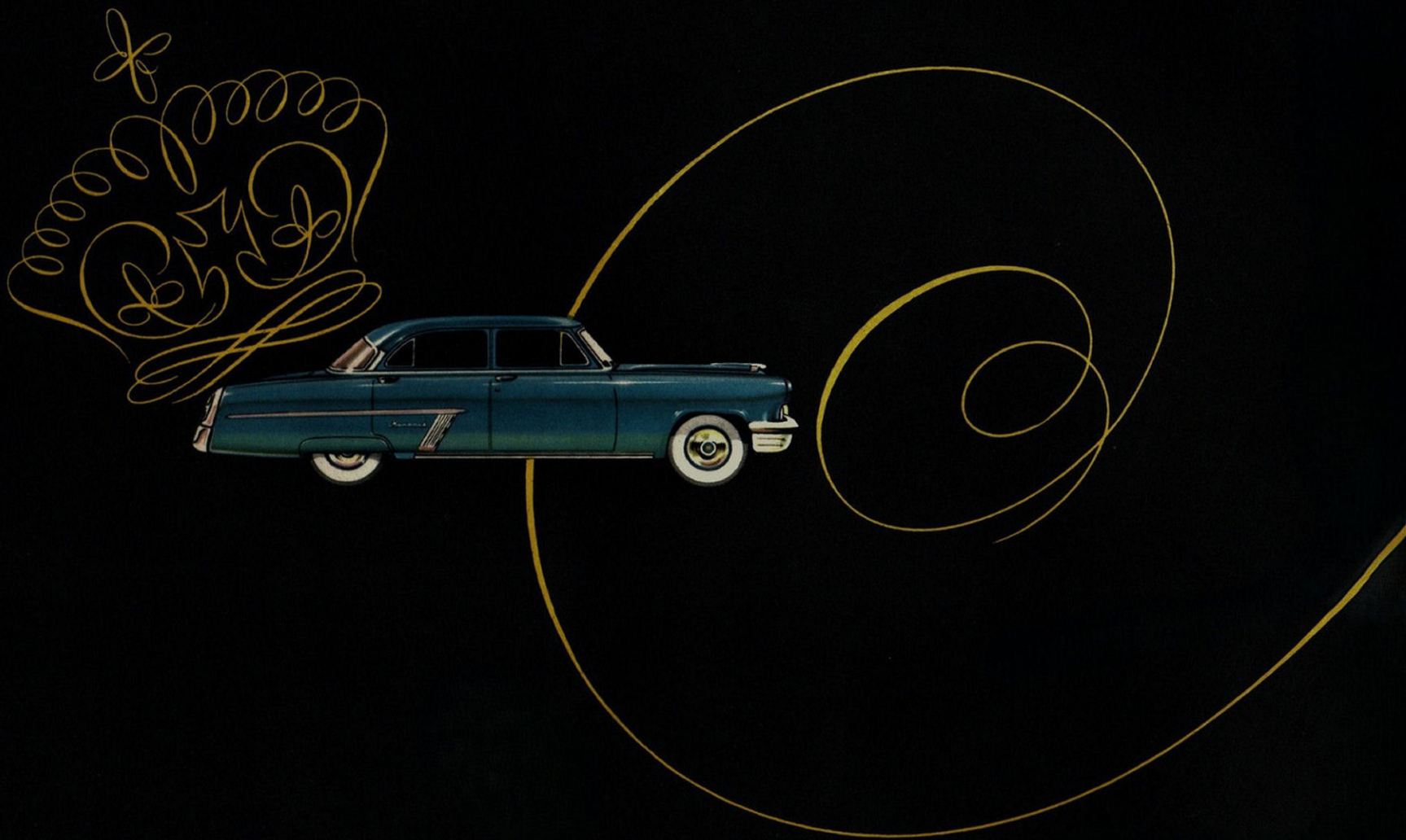
Exterior Colours: Solid enamels—Raven Black, Newport Gray, Lucerne Blue, Pebble Tan, Coventry Green Gray. Metallic Enamels—Fanfare Maroon, Pacific Blue, Cumberland Green. Two-tones (at extra cost)—(First colour listed is upper colour.): Lucerne Blue and Pacific Blue Metallic; Pacific Blue Metallic and Lucerne Blue; Cumberland Green Metallic and Coventry Green Gray; Coventry Green Gray and Cumberland Green Metallic; Raven Black and Vassar Yellow; Raven Black and Newport Gray; Raven Black and Fanfare Maroon Metallic; Raven Black and Lucerne Blue. Special Monterey Two-Tone: Pebble Tan and Fanfare Maroon Metallic. Special Monterey Colour: Vassar Yellow. Special Convertible Colours: Vassar Yellow, Coral Flame Red.

Upholstery: (Bolster material listed first, with seat material second.) Closed Models: Light Gray Cloth and Gray Stripe Broadcloth; Dark Brown Cloth and Brown & White Broadcloth; Golden Tan Vinyl and Chestnut Brown Vinyl (at extra cost). Monterey: Blue Vinyl and Gray Moderne Weave; Cherry Red Vinyl and Gray Moderne Weave; Green Vinyl and Gray Moderne Weave. Convertible: Blue Vinyl and Ivory Vinyl; Cherry Red Vinyl and Ivory Vinyl; Green Vinyl and Ivory Vinyl.

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FORD MOTOR COMPANY OF CANADA, LIMITED • WINDSOR, ONTARIO







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