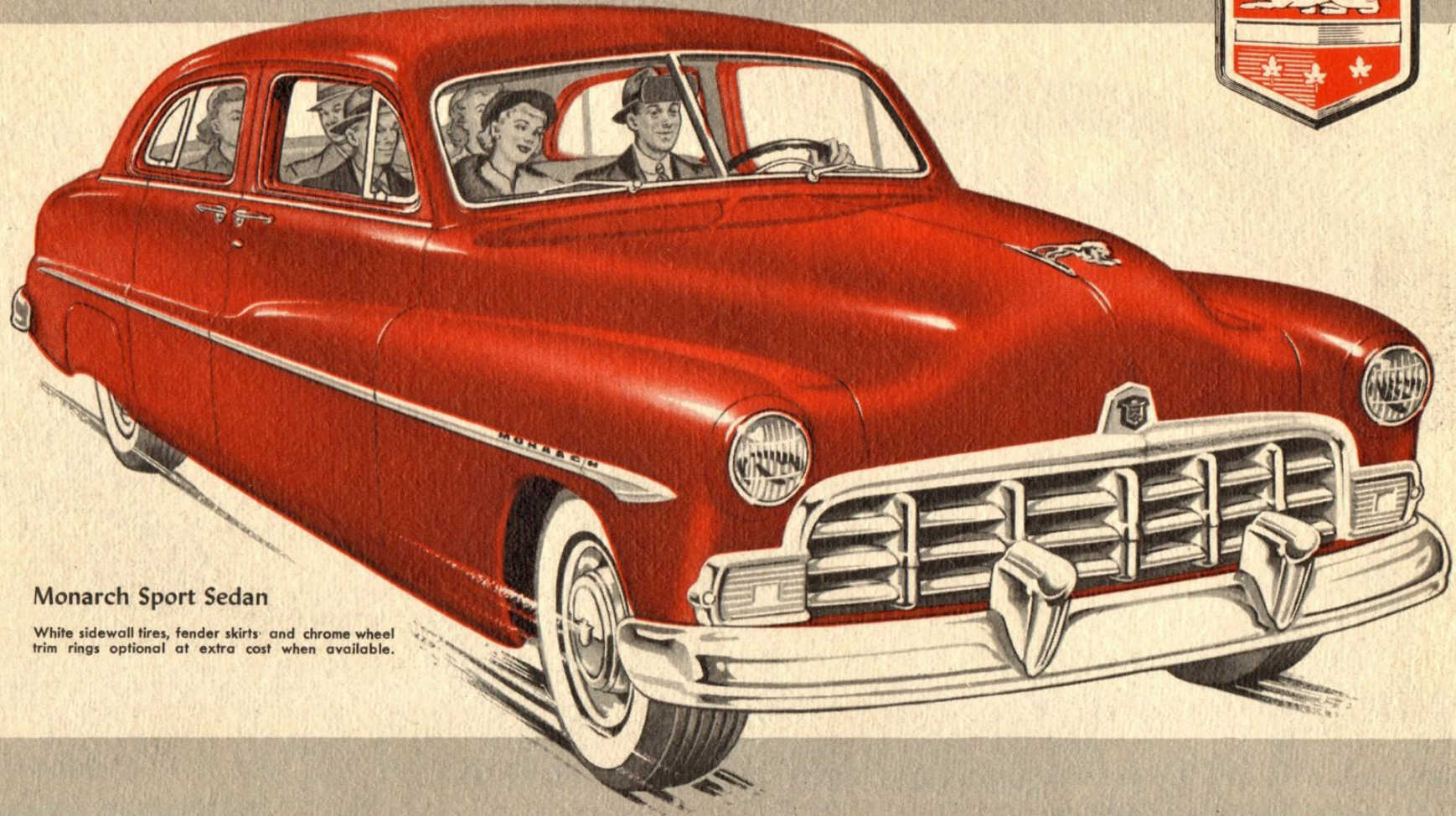


More Beautiful than Ever



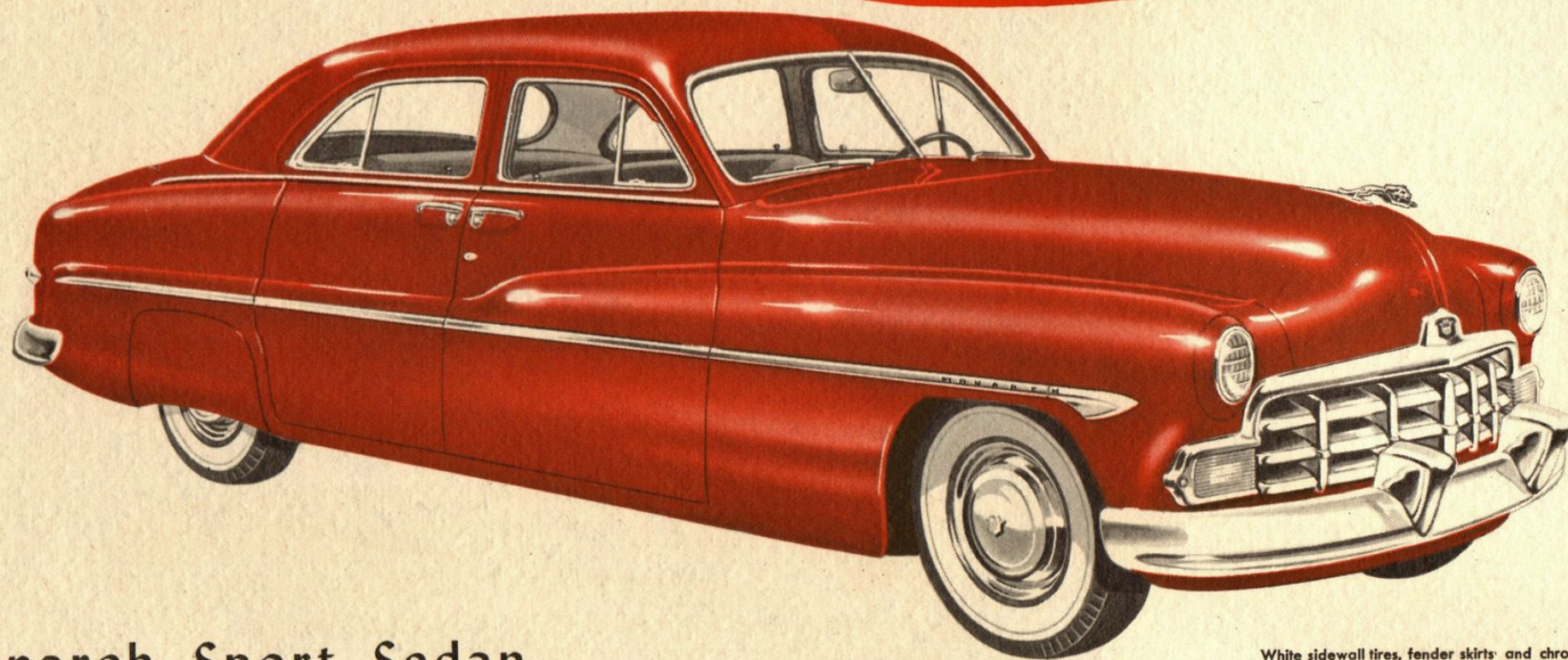
Monarch Sport Sedan

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

Ride like a King in a **Monarch**

NEW COMFORT

The Magnificent



Monarch Sport Sedan...

The advanced styling of the 1950 Monarch is admirably illustrated in the Sport Sedan. The distinctive grille, so broad and low; long, sweeping body lines; rich luxurious interiors with the personalized comfort of Select-O-Seat front seat springing are only a few of the many refinements. The new colourful upholstery fabrics and skillfully styled fittings harmonize with new exterior finishes. This is the new Monarch—more beautiful than ever.

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

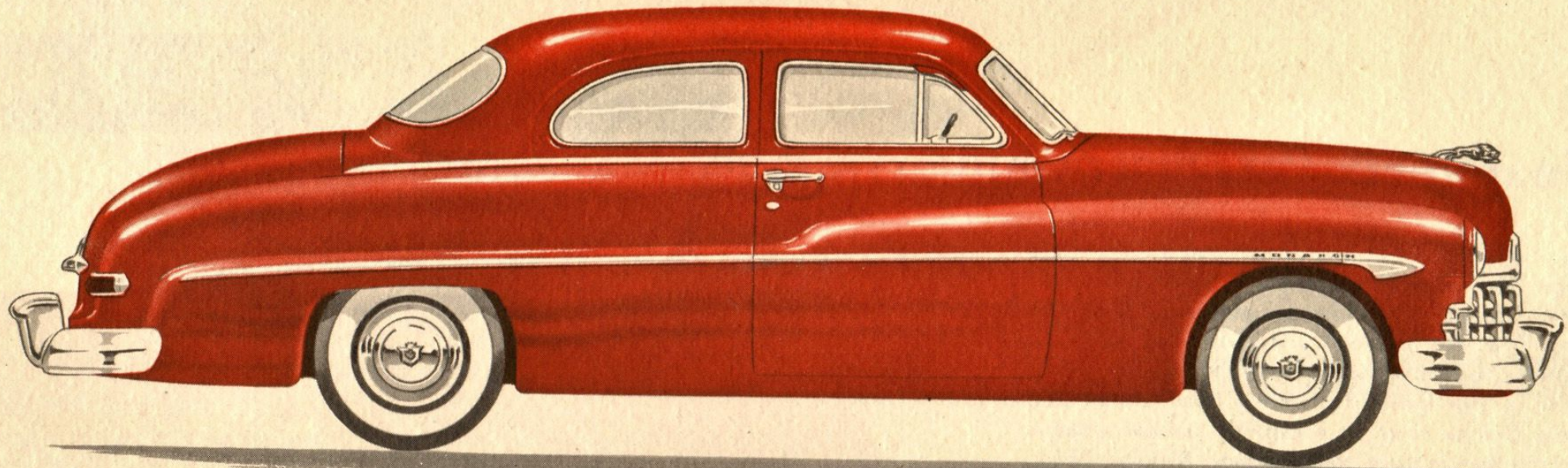
NEW APPEARANCE

Monarch

Monarch Six-Passenger Coupe...

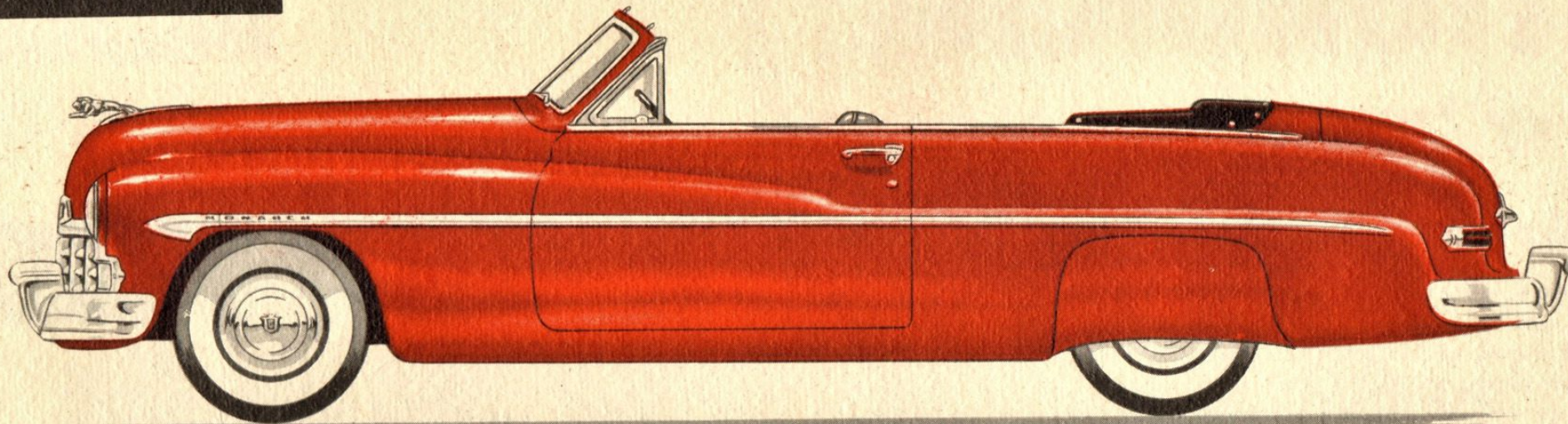
Here is a Monarch of many uses . . . a *personal* car for business or pleasure, in town or country. Full-width three-passenger seats are foam rubber cushioned for relaxed comfort. Easy entrance to the rear seat is assured by Monarch's extra-wide doors and divided front seat back, that turns in out of the way. And out front under the long, low hood, is the smooth, quiet power of Monarch's 110 Hp. V-type 8-cylinder engine, eager to go at your command . . . to ride like a king.

NEW POWER



White sidewall tires and chrome wheel trim rings optional at extra cost.

NEW BEAUTY



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

NEW PERFORMANCE

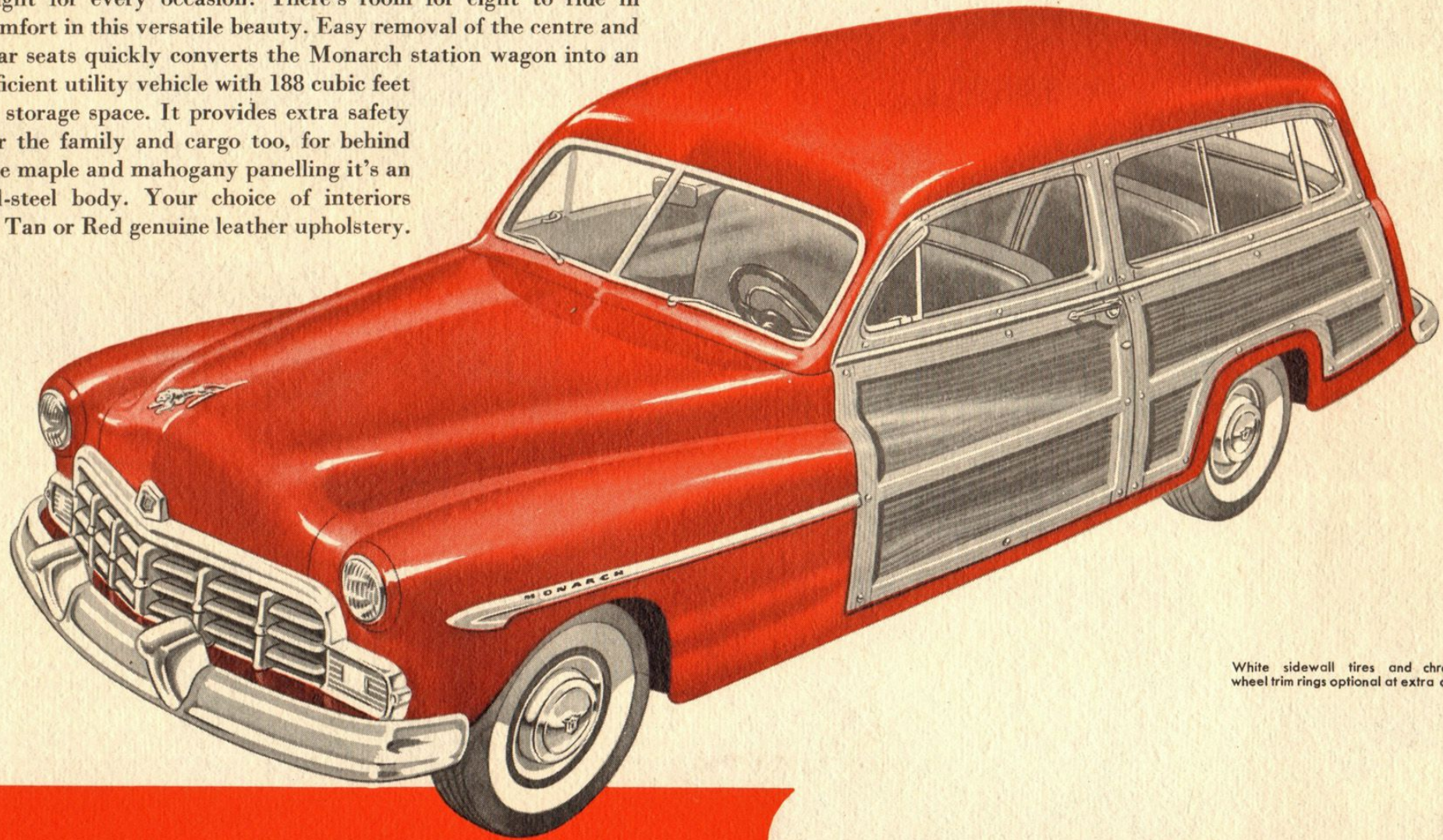
Monarch Six-Passenger Convertible...

Here's your invitation to enjoy weather at its best—defy its worst. The snug-fitting top can be raised or lowered in a few seconds time with an automatic hydraulic control. Even the windows and front seat are push-button operated. In addition to regular colours, there's a choice of two special colours—Mirada Yellow and Matador Red to blend with expertly tailored genuine leather interiors in three combinations: Red and Black, Two-tone Tan, Blue and Grey. Take the wheel of this superb beauty and enjoy the greatest driving thrill ever!

Luxurious and

Monarch Station Wagon...

Right for every occasion! There's room for eight to ride in comfort in this versatile beauty. Easy removal of the centre and rear seats quickly converts the Monarch station wagon into an efficient utility vehicle with 188 cubic feet of storage space. It provides extra safety for the family and cargo too, for behind the maple and mahogany panelling it's an all-steel body. Your choice of interiors in Tan or Red genuine leather upholstery.



White sidewall tires and chrome wheel trim rings optional at extra cost.

Distinctive

Comfort

FEATURES

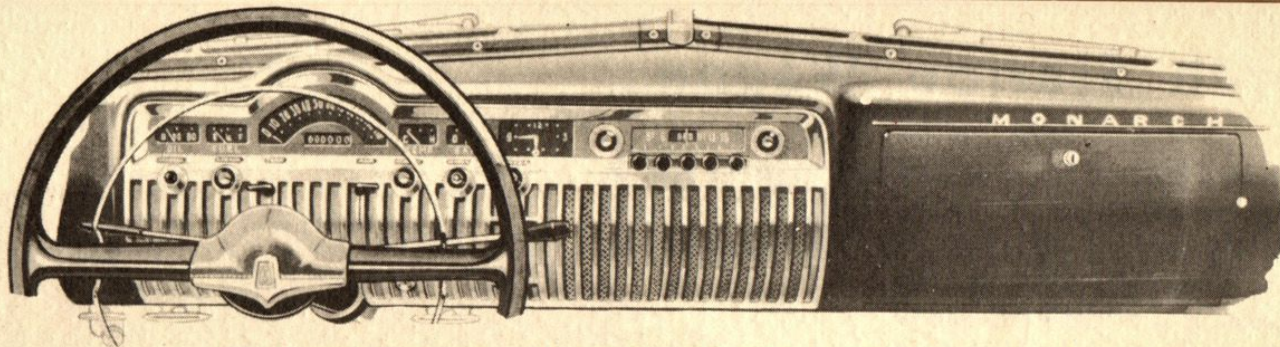
SPACIOUS LUXURY
OF INTERIORS

Monarch

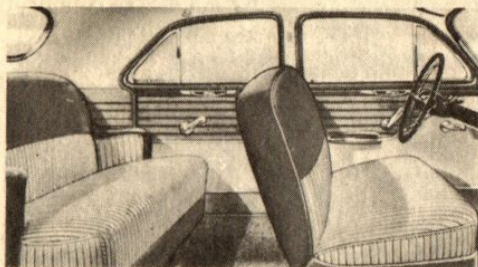
Styling

FEATURES

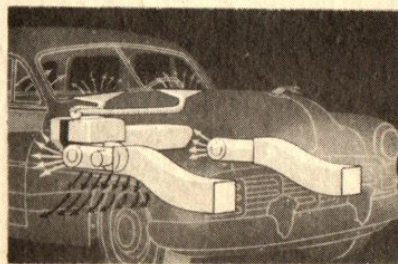
DISTINCTIVE BEAUTY
AND CONVENIENCE



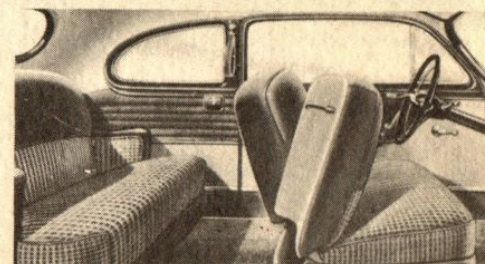
The Monarch instrument panel has been designed for the utmost in driving ease and convenience. Instruments are grouped in front of the driver for at-a-glance reading.



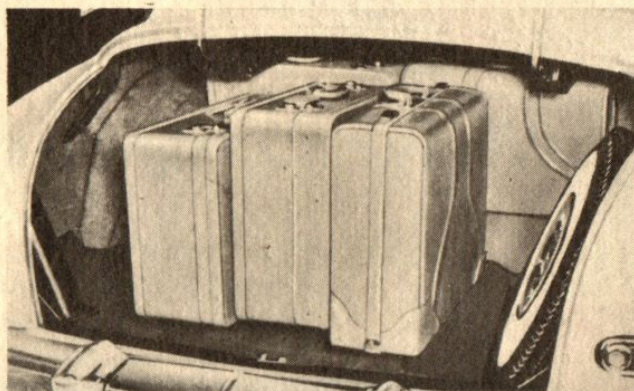
Superbly handsome interiors are spacious and comfortable. Choose from rich mohair, broadcloth or bedford cord materials.



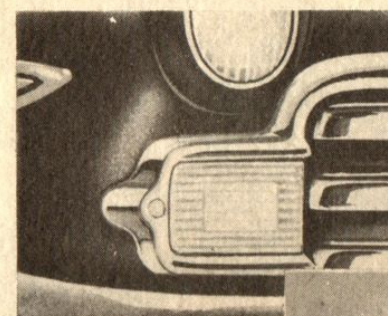
The new fresh air ventilating system and heating unit (optional at extra cost) gives "controlled weather" at all times.



Convenient interior appointments include courtesy lights when you open either front door, rear seat ashtrays, robe rails, assist loops.



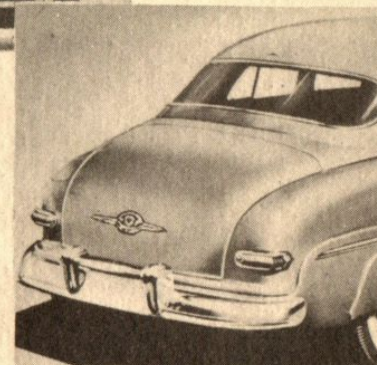
Spacious rear deck gives extra luggage capacity. Deck lid has a new finger-touch latch, counter-balanced for easy opening. Side mounted spare wheel is readily accessible.



The rear deck ornament with the handsome Monarch crest sweeps across the deck-lid and conceals the new deck-lid latch with its rich chrome styling.

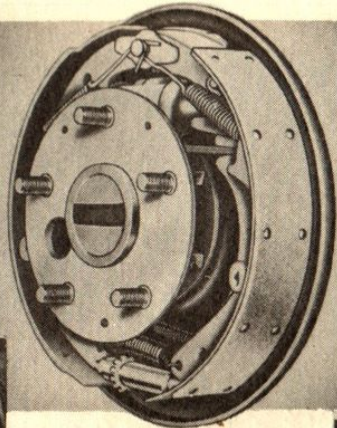


Typical of Monarch's smart, convenient features are the push-button exterior door handles that open with finger-tip touch yet lock solidly and securely.

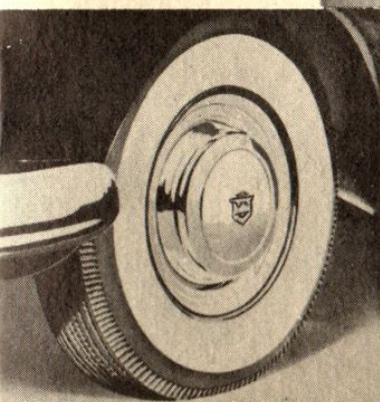
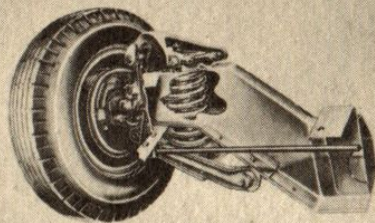


Large parking lights blend with the massive grille. The rub rail sweeps the full length of the body for extra beauty and protection.

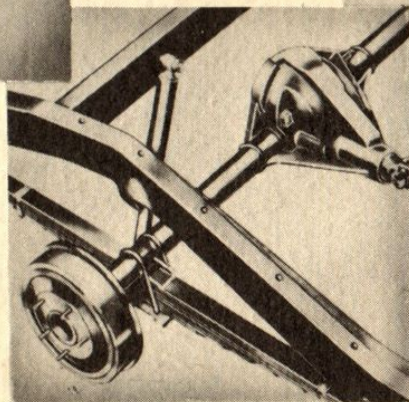
**SAFETY RESERVE
BRAKES**—Duo-Servo
type, hydraulic brakes
for safe, sure stops.



FRONT SUSPENSION
—independent soft-
acting coil springs
with shock absorbers
mounted inside the
coils for protection.



**EXTRA LOW-PRESSURE
TIRES** add to driving
comfort. Wide base wheel
rims ensure more safety.



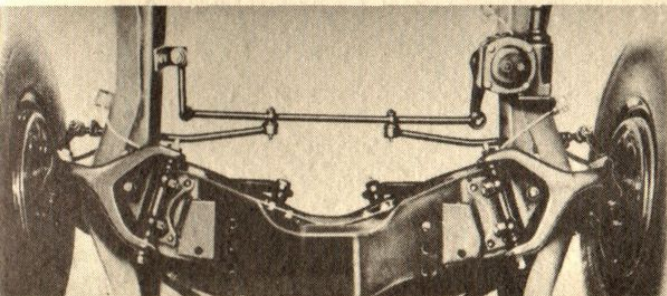
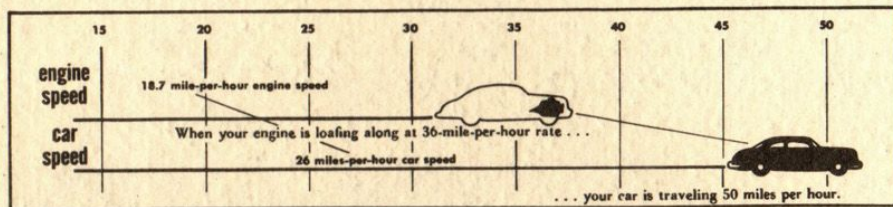
REAR SUSPENSION—
rear springs are extra
long, with "sea-leg"
mounted shock ab-
sorbers for a smooth,
level ride.

Chassis

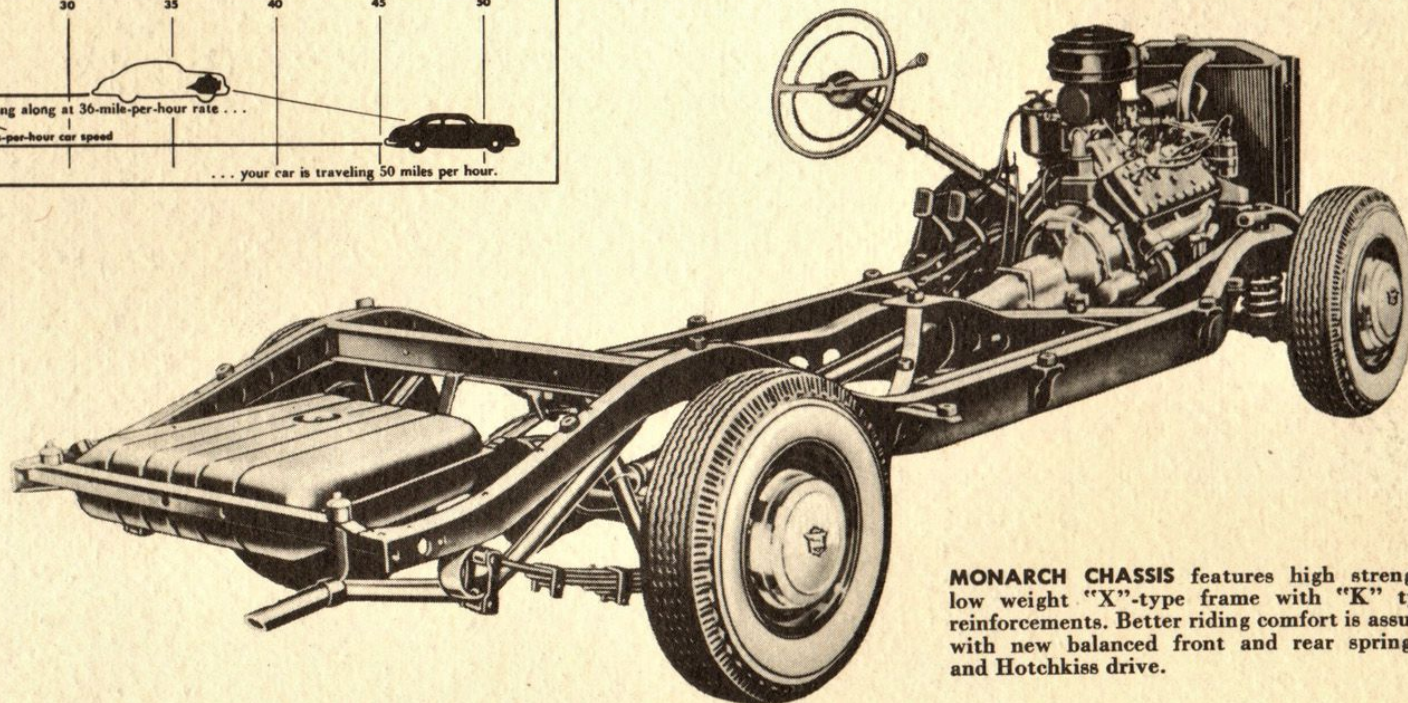
FEATURES

FOR EXTRA SAFETY
AND PERFORMANCE

"TOUCH-O-MATIC" OVERDRIVE
—Optional at extra cost, gives an
automatic fourth speed, and re-
duces engine revolutions, saves
on wear, on fuel and oil costs.



SHOCK-PROOF STEERING—balanced symmetrical design
of entire steering system provides easy, effortless steering.



MONARCH CHASSIS features high strength,
low weight "X"-type frame with "K" type
reinforcements. Better riding comfort is assured
with new balanced front and rear springing
and Hotchkiss drive.

SPECIFICATION HIGHLIGHTS

ENGINE: The 1950 MONARCH 8-cylinder, V-type, L-head engine develops 110 Hp. at 3600 r.p.m. Maximum torque: 200 foot pounds at 2000 r.p.m. Taxable Hp. 32.5. Bore, 3-3/16 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 all crankshaft and camshaft bearings. Heavy-duty cartridge-type oil filter optional. 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.

FUEL SYSTEM: Fuel tank capacity, 15½ 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 plates, 100-ampere hour. High-capacity generator with automatic voltage control. Automatic spark control. Single-breaker 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. Insulated top, floor and side panels against noise and heat.

WHEEL SUSPENSION: Front, independent coil springs, with hydraulic telescopic shock absorbers inside. Stabilizer bar to control sideways. Rear, semi-elliptic leaf springs, with full-length impregnated liners—no lubrication required. Telescopic shock absorbers mounted "sea-leg" fashion to reduce vertical shocks and sideways.

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. Integral hub and axle. Wheel bearings permanently lubricated. Gear ratio 3.9 to 1. Axle ratio for overdrive is 4.27 to 1.

TOUCH-O-MATIC OVERDRIVE: Gives you several free miles on every gallon. It's an automatic fourth gear that permits your engine to loaf while your car skims ahead. Engine wear is reduced. You get a smoother, quieter, more economical ride. Optional at extra cost.

BRAKES: "Duo-servo" type, four-wheel hydraulic brakes. Cable-type parking brake.

TIRES: 7.10 x 15, tires, mounted on pressed steel wheels with wide base rims.

EXTERIOR COLOURS: Black, Sheridan Blue, Forest Green, Palisade Green, Dover Grey, Metallics—Alpine Blue, Bimini Blue, Cambridge Maroon, Maywood Green.

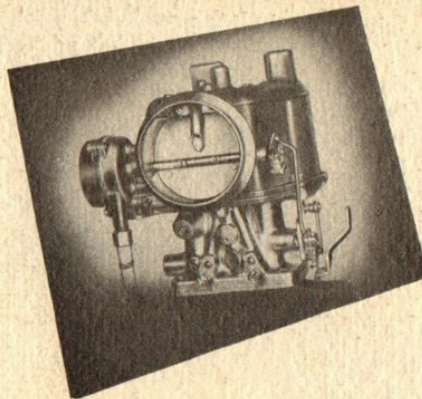
Two-tones (at extra cost)—(First colour listed is upper colour)—Dune Beige and Penrod Tan; Dover Grey and Forest Green; and Palisade Green and Forest Green.

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

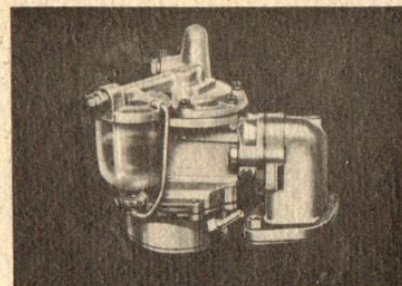
UPHOLSTERY: Grey Block Broadcloth, Tan and Brown Stripe Bedford Cord, Green Stripe Broadcloth (except with Blue exterior colours), Genuine leather Two-tone, Tan and Red leather upholstery at extra cost.

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

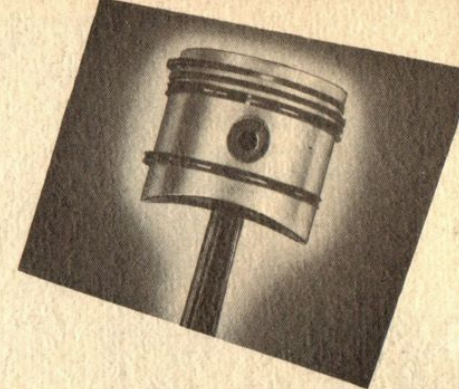
ACCESSORIES: Custom styled accessories designed for extra driving pleasure—the Monarch Fresh-Air Heating Unit, Radio, Seat Covers, Exterior Visor, Road Lamps and Back-up Lamps.



CARBURETOR: Dual downdraft concentric bowl type Monarch carburetor is efficient at all engine speeds, road angles, and temperatures. The automatic choke with filtered air supply gives reliable, gas-saving operation.

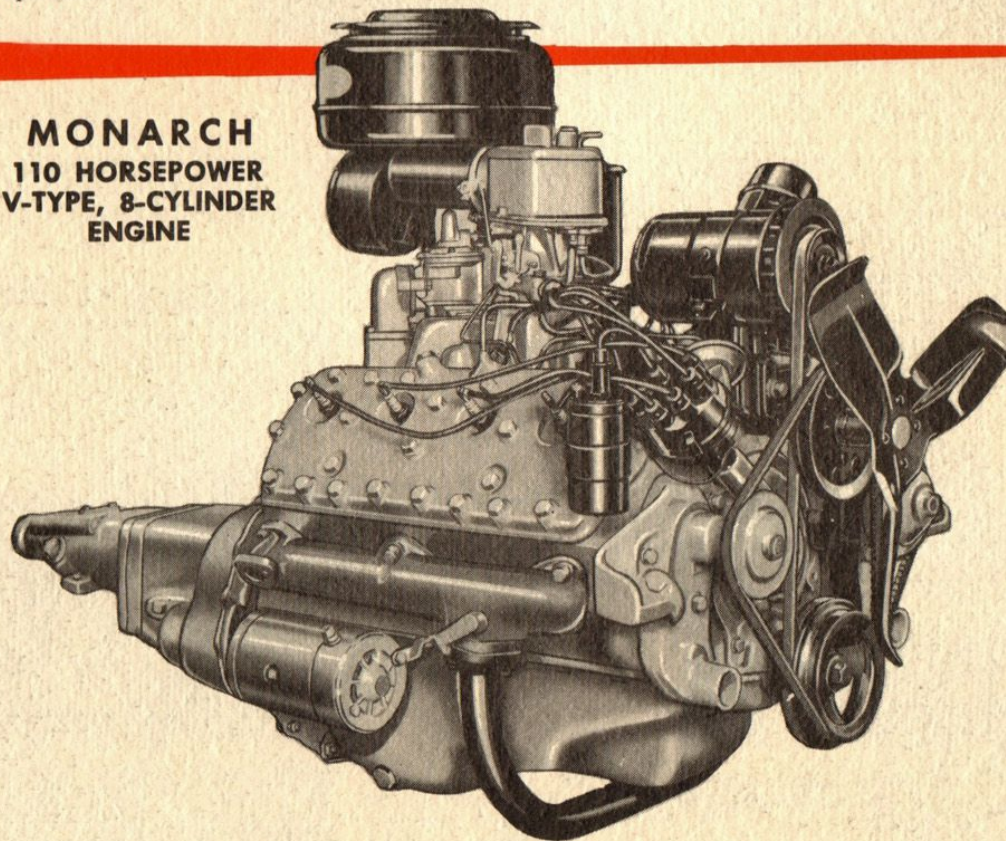


VACUUM BOOSTER PUMP—maintains high vacuum for constant speed operation of windshield wipers during acceleration or hill climbing. Assures clear vision always.



PISTONS—are of light-weight aluminum alloy, "cam ground" for quiet starts and extra gas economy. Each piston has 4 rings to provide high power performance, and long engine life. Protective coating allows the piston to "break-in" slowly, to assure proper fit.

MONARCH 110 HORSEPOWER V-TYPE, 8-CYLINDER ENGINE



FEATURES

- Exhaust Valve Seat Inserts
- Positive Crankcase Ventilation
- Series-Flow Cooling
- Four-Ring Plated Aluminum Alloy Pistons
- Engine Top Setting of Accessories
- Automatic Spark Advance
- Concentric Bowl Dual Downdraft Carburetor
- High-Capacity 3-Blade Silent Fan
- Cylinder Block and Crankcase Cast in One Piece
- Cartridge-type Oil Filter
- Straight Stem Valves
- Controlled Finish Cylinder Walls
- Narrow V-type Belts for Accessory Drive
- Sealed Pre-Lubricated Ball Bearing Water Pumps



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