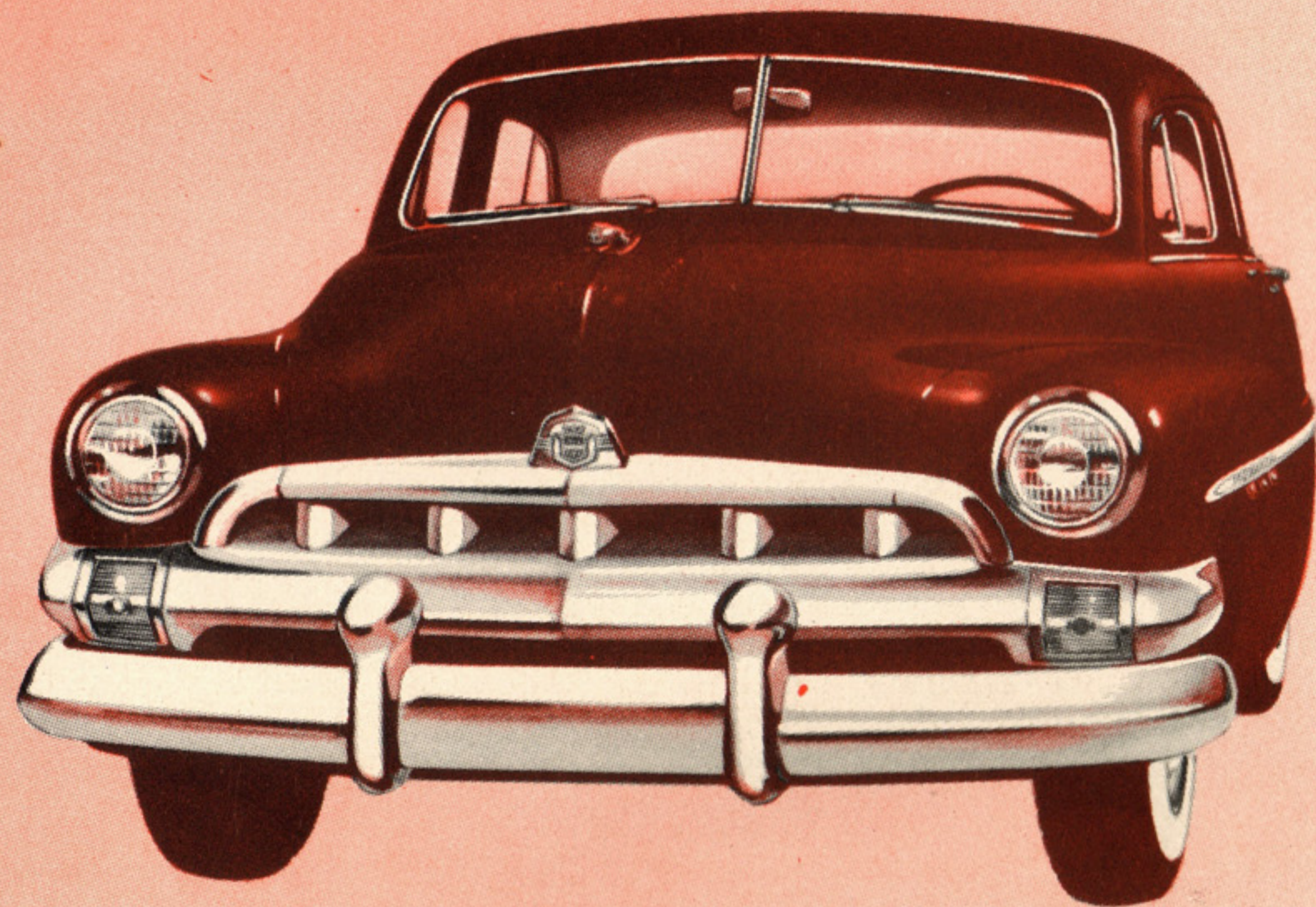


*Masterpiece
by every measure*

1951
Monarch





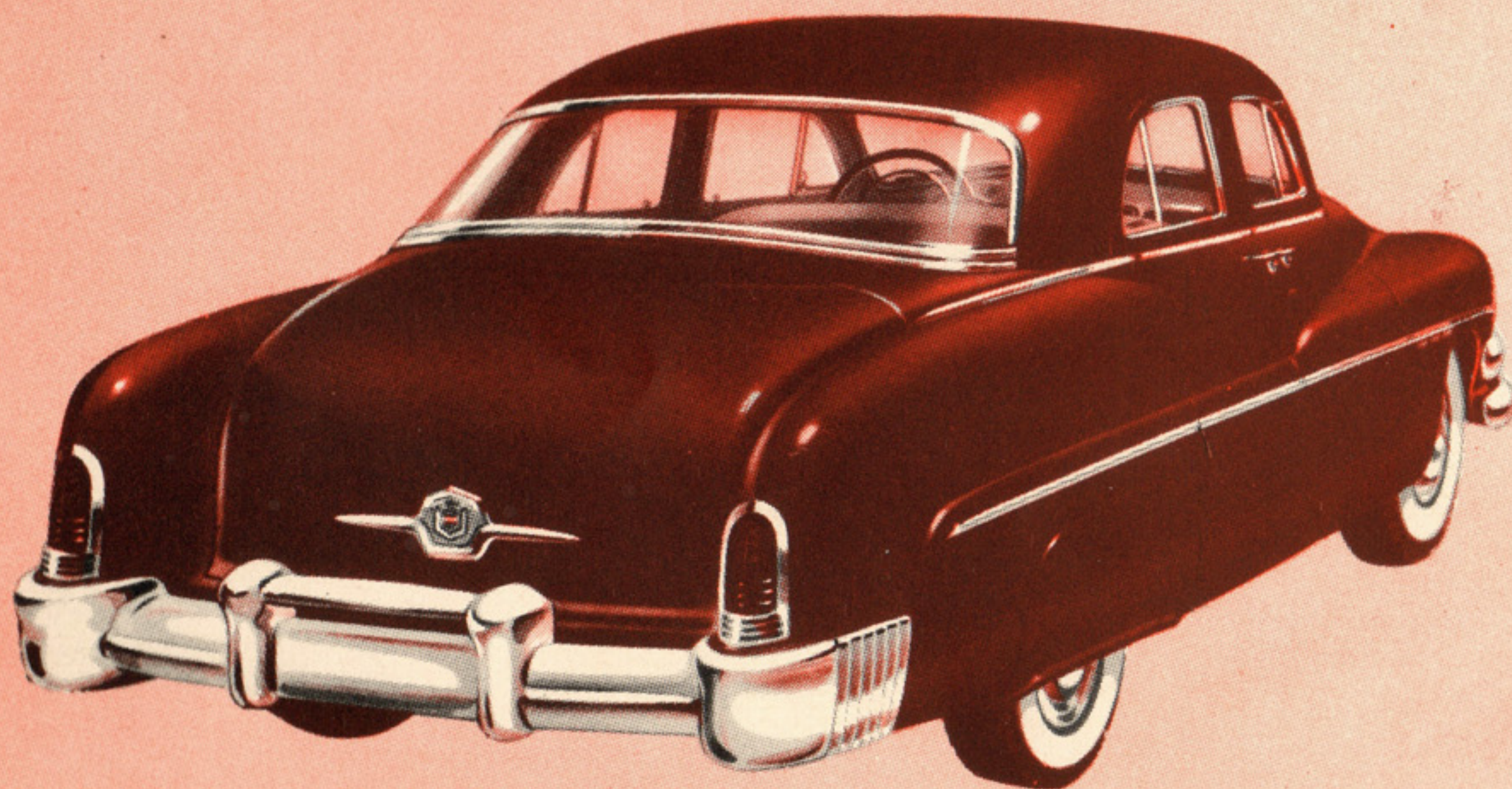
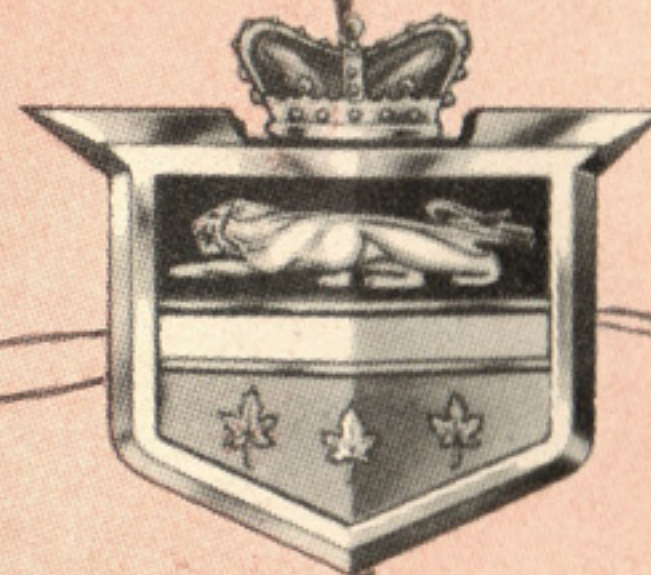
The **1951** **Monarch**

A Masterpiece by every measure

Look from every angle . . . and Monarch for 1951 catches the eye, captures your heart. There's breathtaking front-end beauty . . . thrilling new styling of rear end . . . graceful new fenders that sweep almost to the bumper line . . . contoured new rear window for horizon-wide visibility. Bumper to bumper, there's a streamlined loveliness that bespeaks the master touch of artistry—and perfectly complements the rich and roomy interior, itself a masterpiece of luxury.

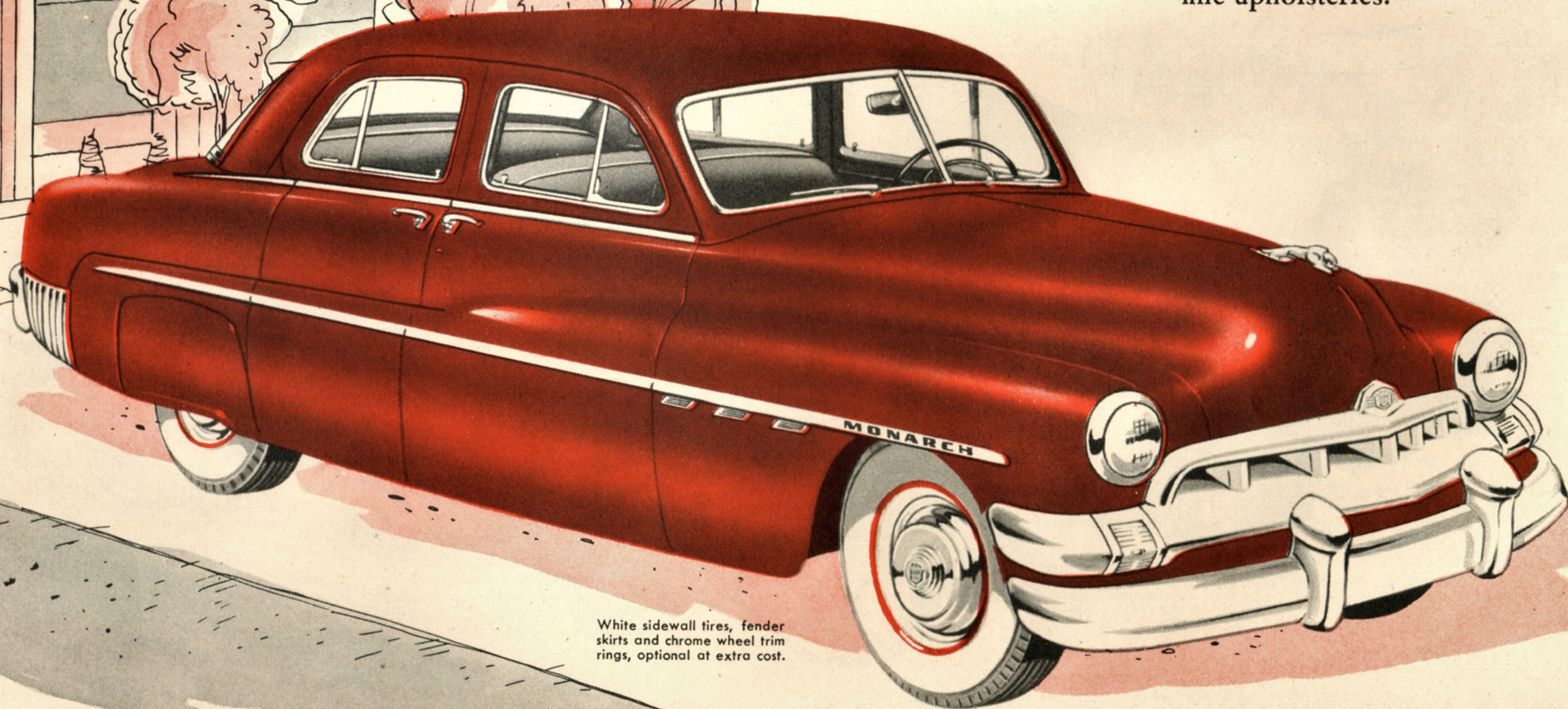
Drive on any road and you "ride like a King" . . . cradled in the comfort and safety of a rugged chassis, cushioned with every feature for riding ease . . . with that matchless Monarch V-type 8-cylinder engine—now even more improved—singing soft as a lullaby whatever the speed.

Compare the model of your choice in any way, by any standard, and you'll find that the 1951 Monarch is truly *A Masterpiece by Every Measure*.



the
1951
Monarch
sport sedan

The fleetier, lower, longer look will delight every member of the family. And the whole family rides in kingly comfort in this limousine-like Monarch Sport Sedan. Nine beautiful body colours, *plus* three lovely two-tone colour combinations. Three colourful new interior trim schemes featuring luxuriously fine upholsteries.

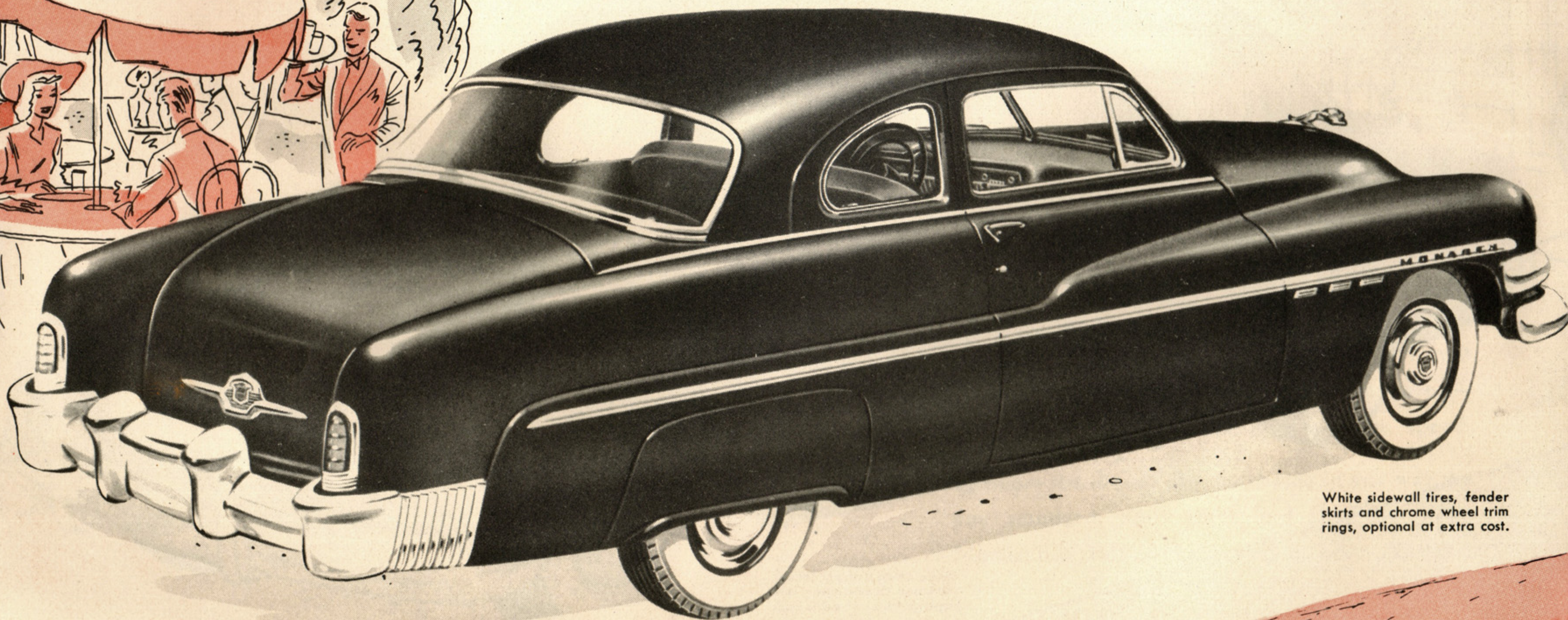


White sidewall tires, fender skirts and chrome wheel trim rings, optional at extra cost.

the
1951
Monarch
six-passenger
coupe

A versatile model for business and pleasure driving. Six passengers relax in luxury, in generous wide seats with modern foam-rubber cushioning. Extra-wide doors with push-button handles. And look inside the luggage trunk! . . .

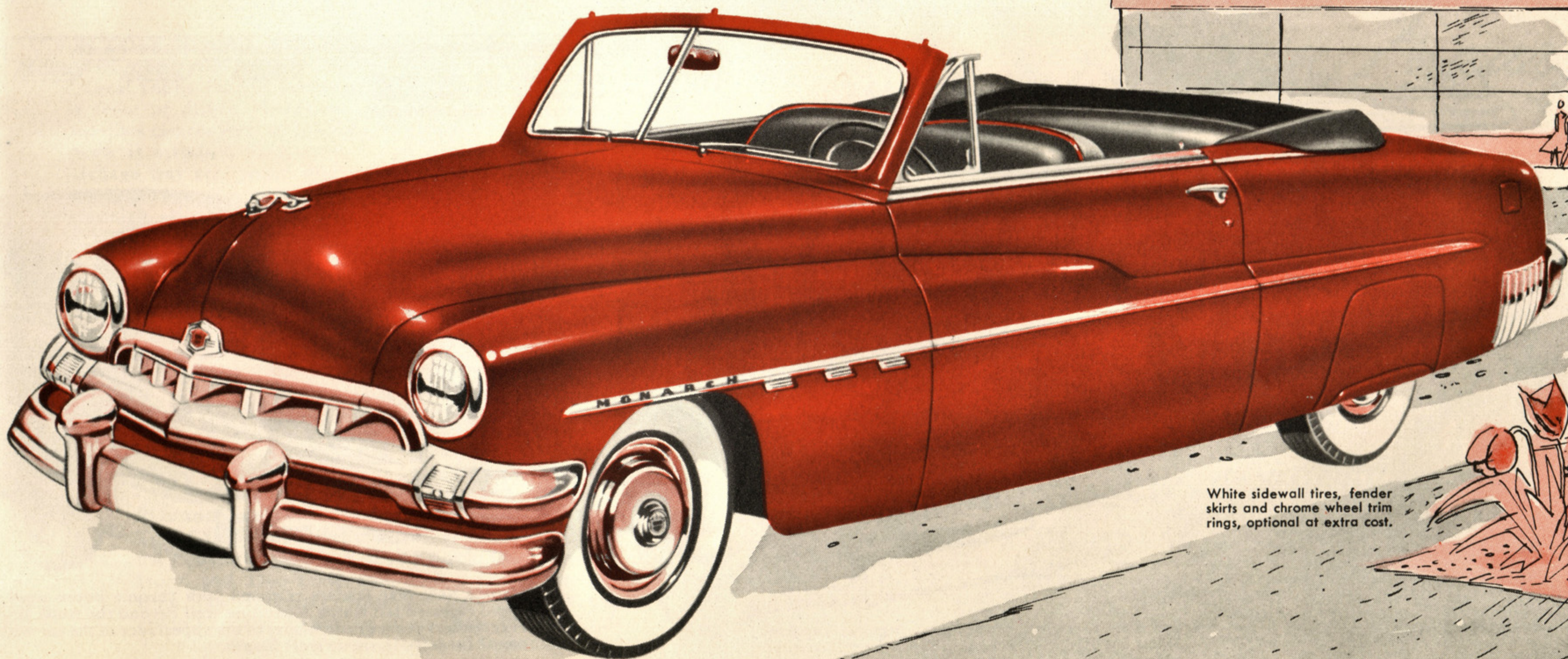
it gives you a *huge* 24.1 cu. ft. of space. Note the new "contoured" rear window, with 20 percent increased safe vision!



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

What could be lovelier than this superbly "sporty" car! From full wrap-around front bumper to sweeping new rear quarters, it's a dream of streamlined taste, of beauty with a truly distinctive *personality*. Push-button power control raises and lowers the close-fitting top. All windows and front seat adjustments are hydraulically operated. Extremely wide choice of body colours; three interior trim selections featuring rich genuine leather upholsteries.

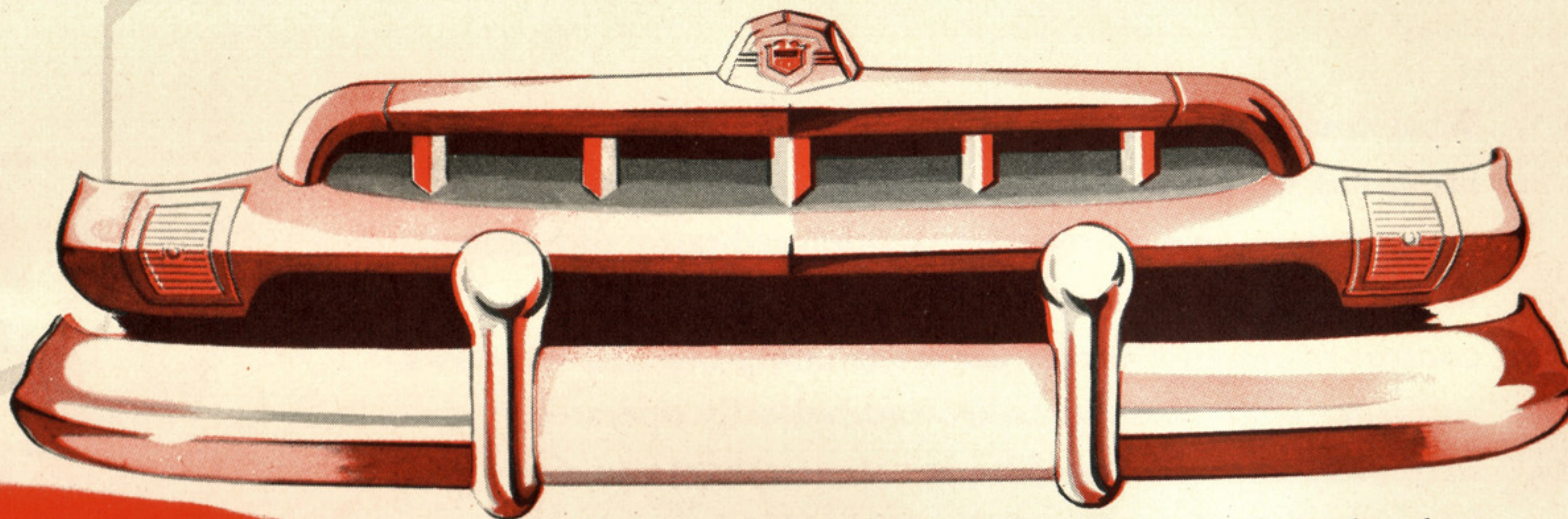
the
1951 Monarch
six-passenger
convertible



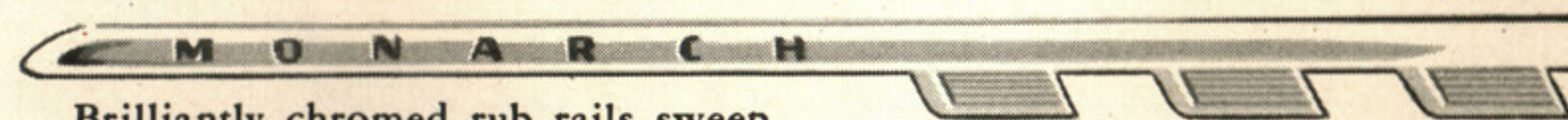
White sidewall tires, fender skirts and chrome wheel trim rings, optional at extra cost.

1951 Monarch

*A Masterpiece
in styling*

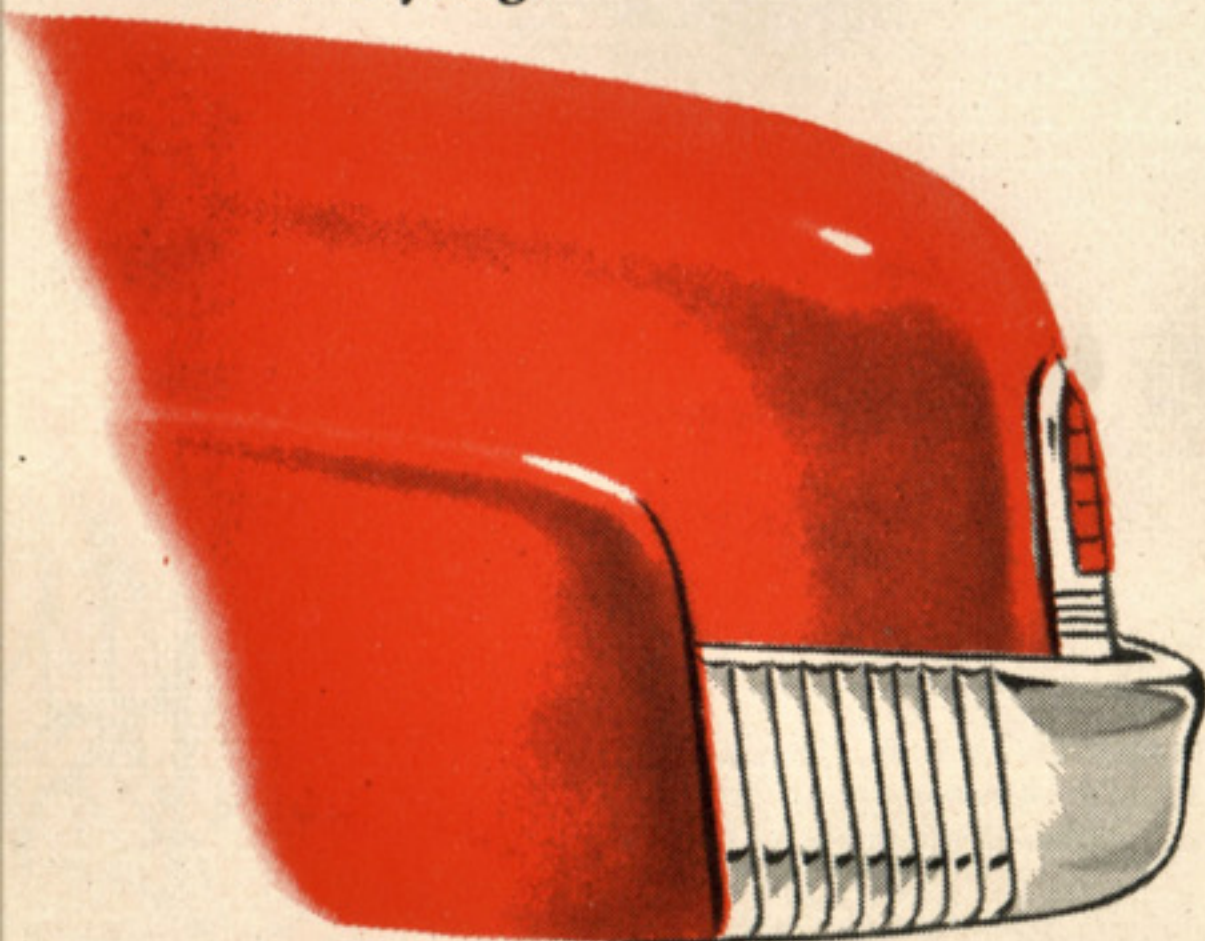


The new handsome grille is a bold, broad expanse of gleaming chrome which gives a lower, wider, more distinctive appearance. Parking lights fit flush in the smooth massive horizontal bars. Wrap-around bumper and improved bumper guards give extra protection and extra beauty.

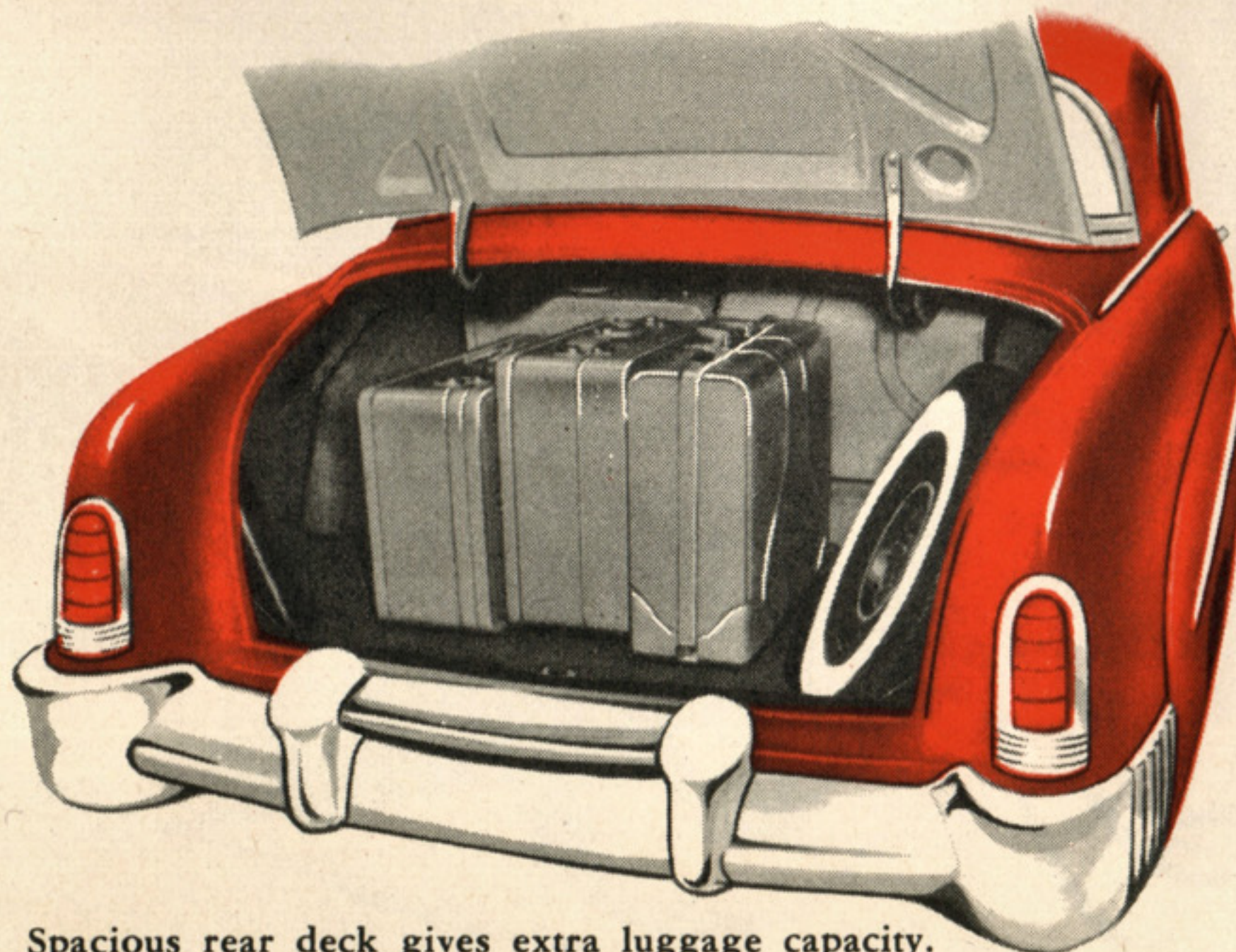


Brilliantly chromed rub rails sweep the entire length of the body—more than just beauty, they protect the finish from scrapes.

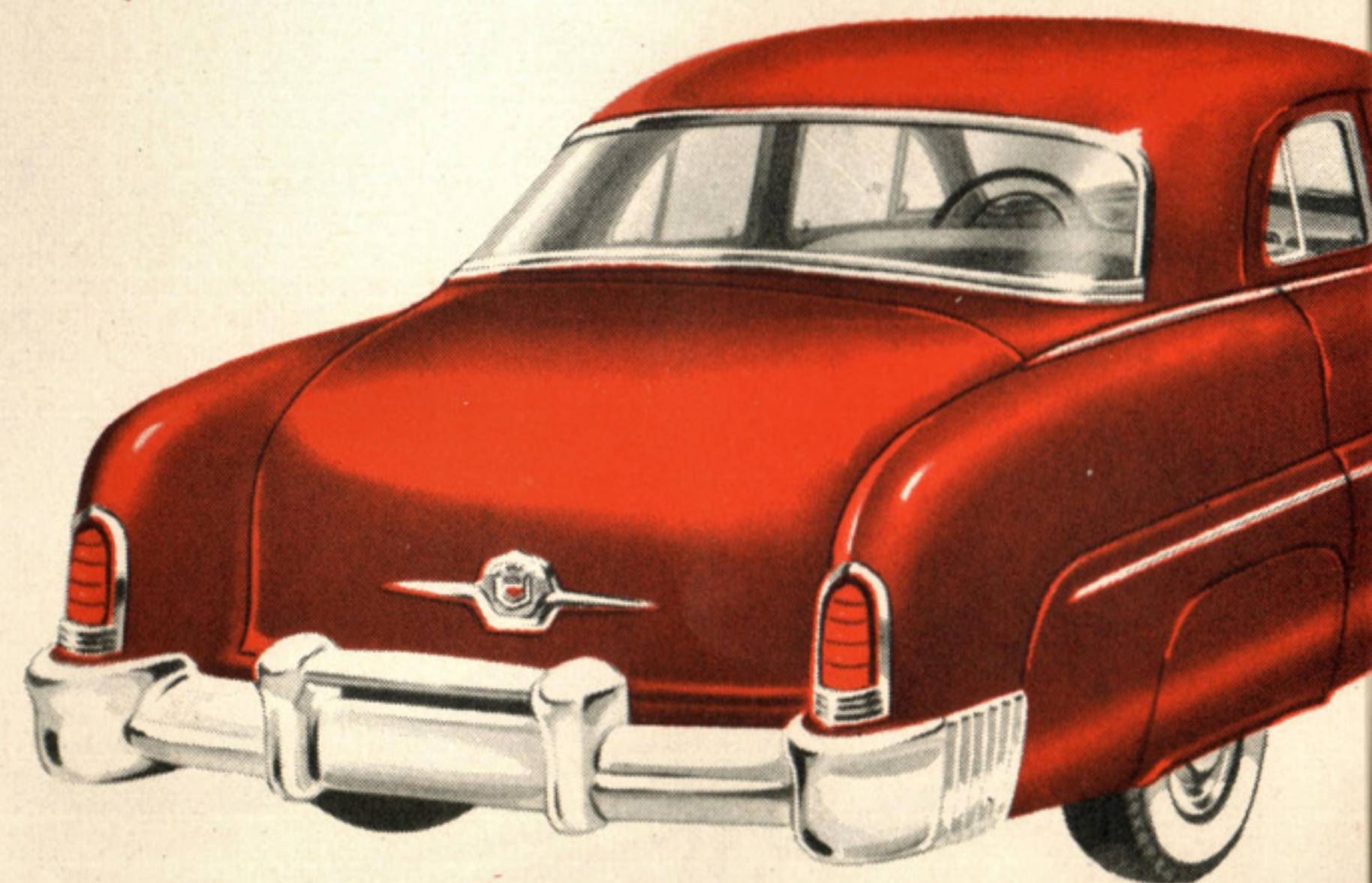
Wider-vision "contoured" rear window gives 20% more visibility for safer, more relaxed, more pleasant driving. Another touch of 1951 Monarch's distinctive new styling.



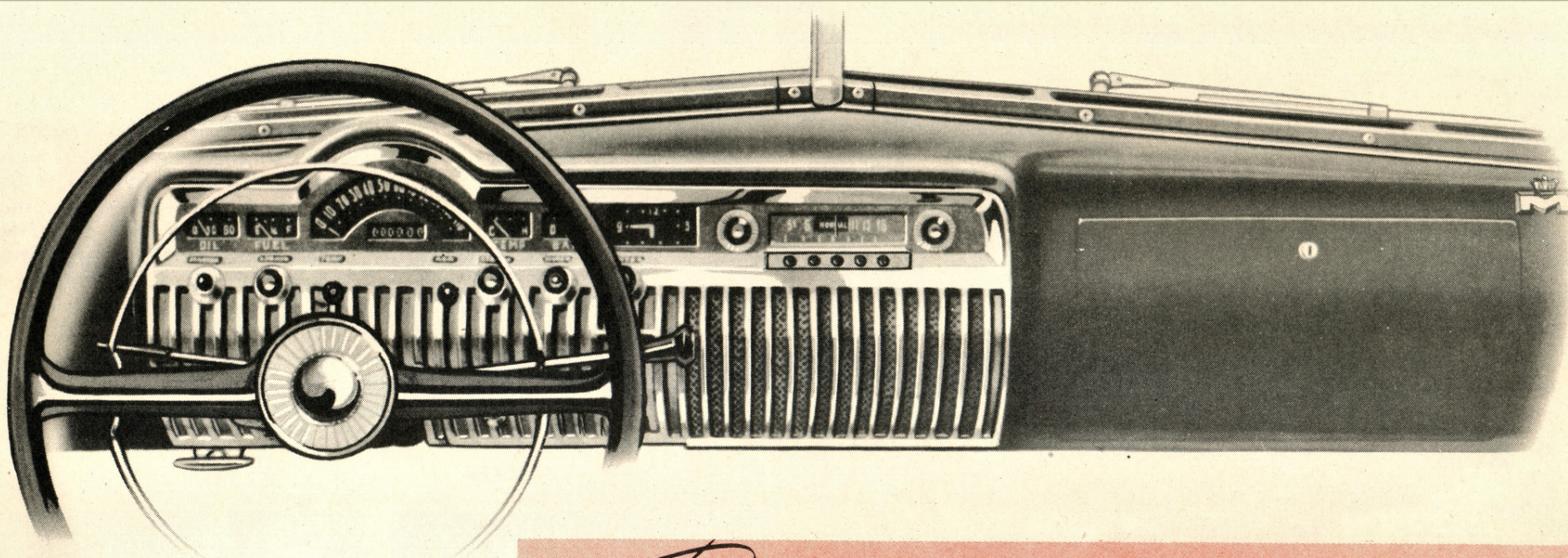
Could anything be handsomer than Monarch's stunningly revised styling! The positioning of the chrome trim emphasizes the car's "close-to-the-road" look.



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.



Handsome new rear fenders trimmed with chrome house newly-designed recessed tail lamps. Extending well beyond the trunk line, the rear fenders seem to add inches to the appearance of the car with no actual increase in the overall length.

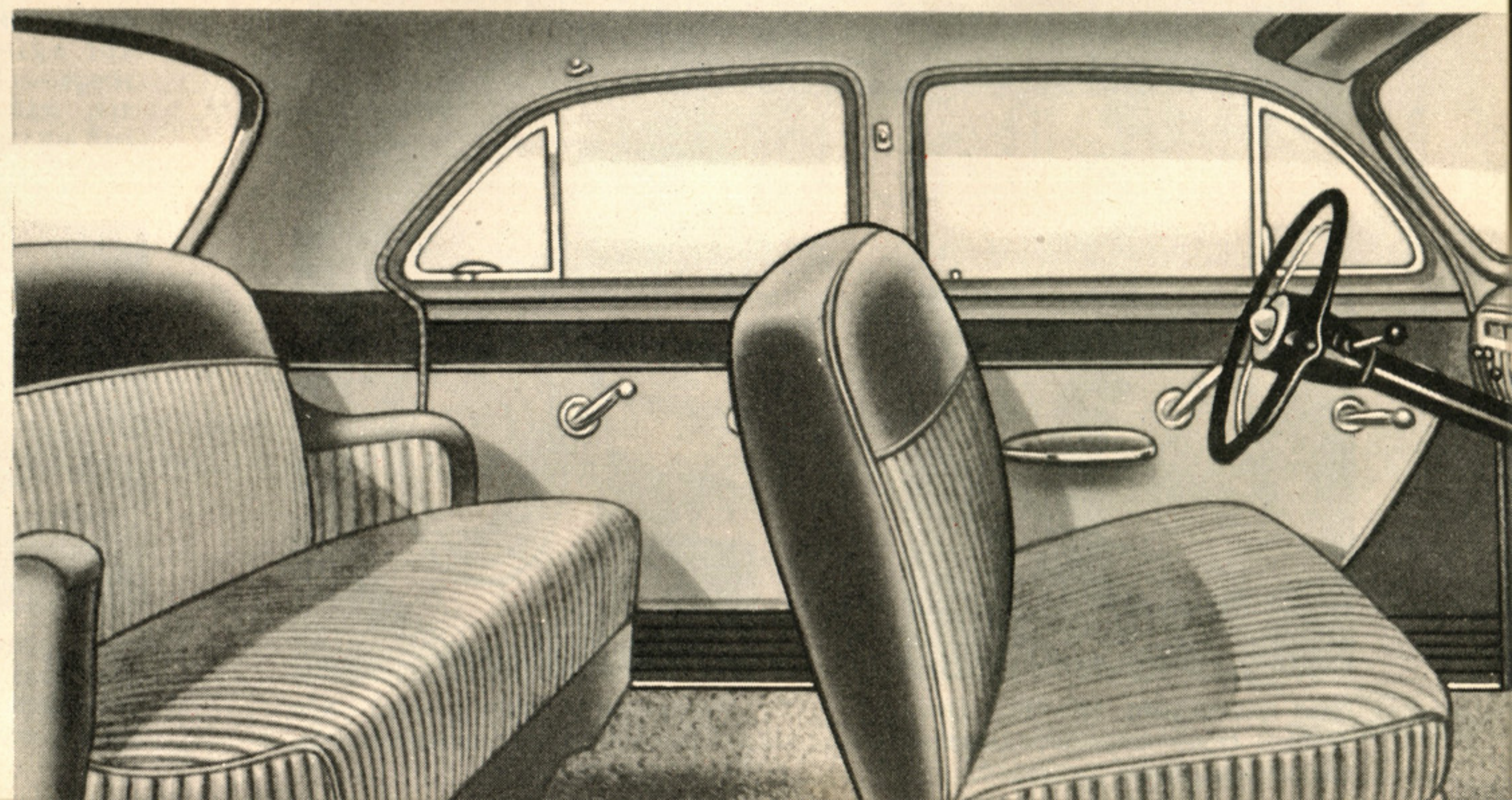


THE RICHLY DESIGNED INSTRUMENT PANEL finished in glowing new trim schemes, has convenient new-style control knobs. Easy to read instruments are grouped in front of driver. Handsome new steering wheel provides clearer view of controls. Electrically wound clock is standard equipment. Large ash tray and package tray are typical Monarch fine-car appointments. Dial mountings and speaker housing for 1951 Monarch six-tube super-heterodyne radio (optional at extra cost) are engineered for easy installation with provision for front and rear seat speakers.

TURN INDICATORS for extra driving safety with fingertip control mounted on the steering column. Front parking light and rear tail light flash warning to indicate turn.

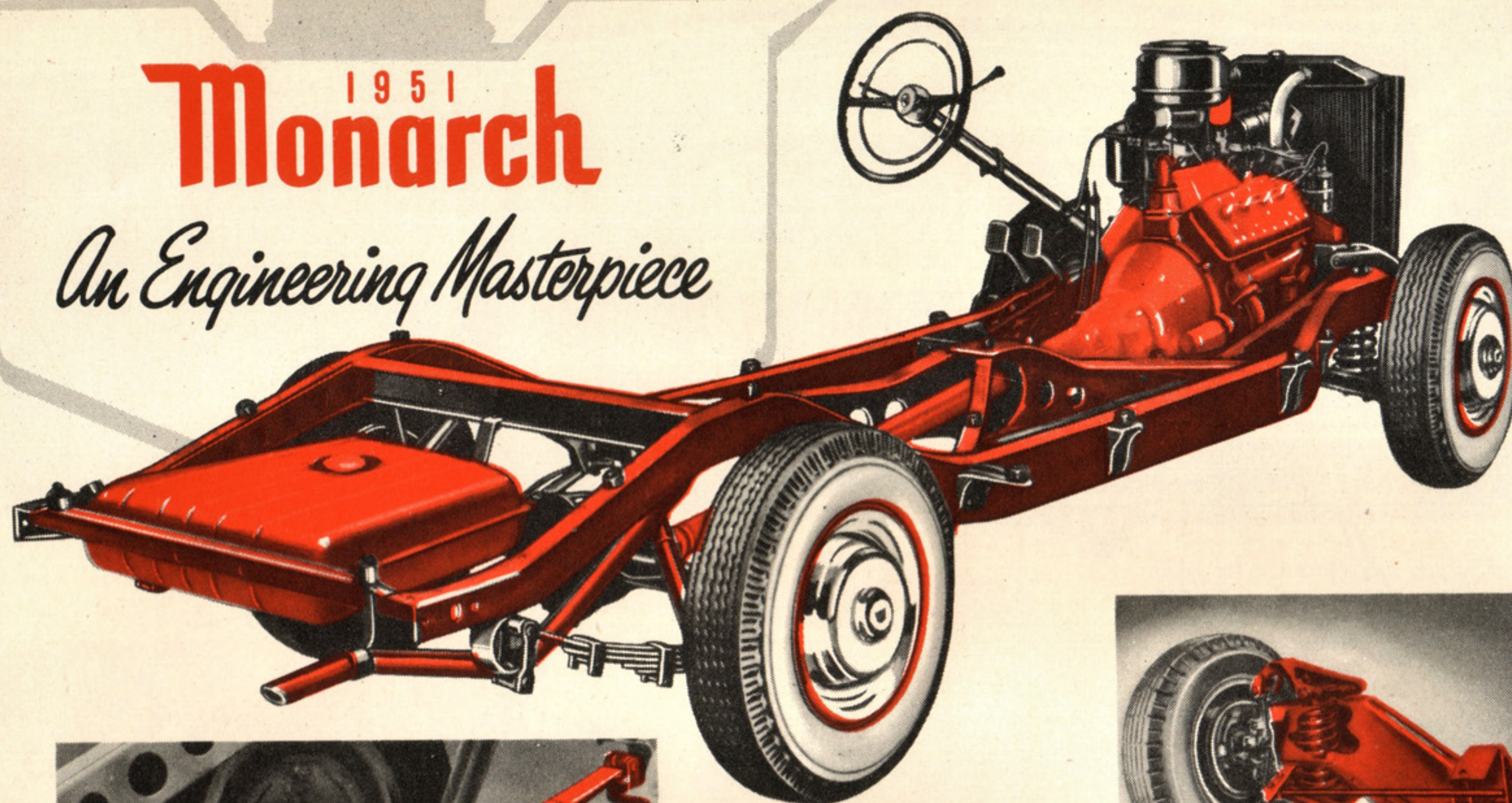
BEAUTIFUL, DURABLE NEW BROADCLOTH UPHOLSTERIES for the 1951 Monarch Sport Sedan and Six-Passenger Coupe are available in three sparkling patterns—Blue and Grey block, Tan and Grey Stripe, or Two-Tone Green Stripe. Genuine leather combinations for the Convertible are in Red and Black, Dark Blue and Ivory, and Two-Tone Tan, with matching interior trim. New vinyl trim choices for the Station Wagon are in Red and Dark Red, Two-Tone Tan, or Two-Tone Green, all with mahogany grain pattern.

Ride like a King in Luxury

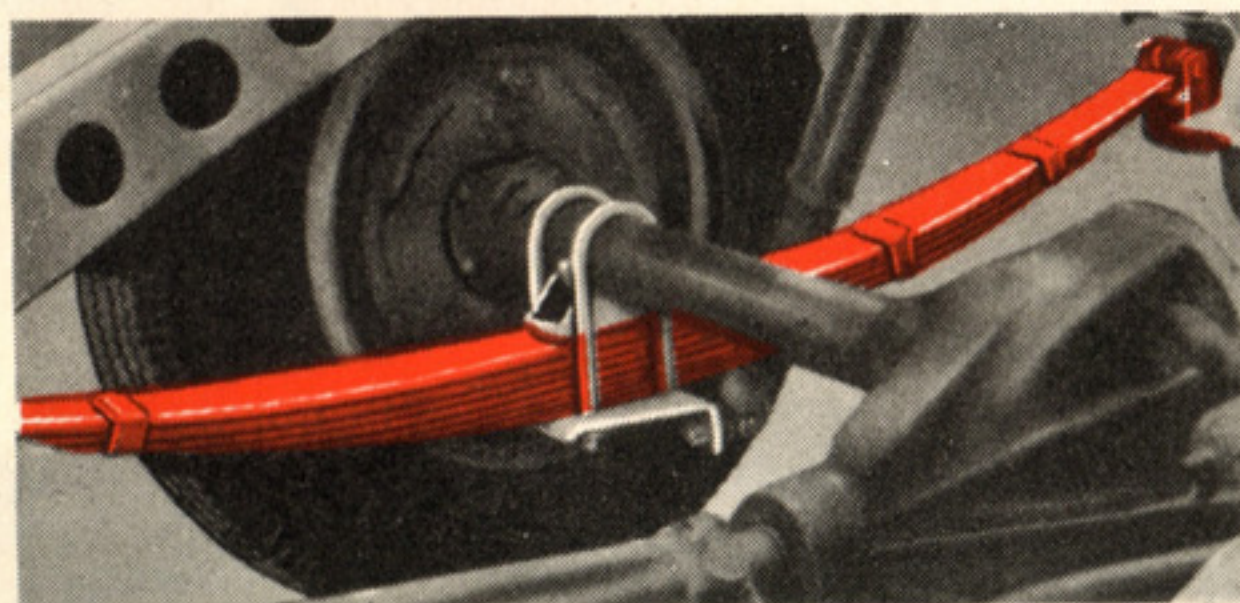


1951
Monarch

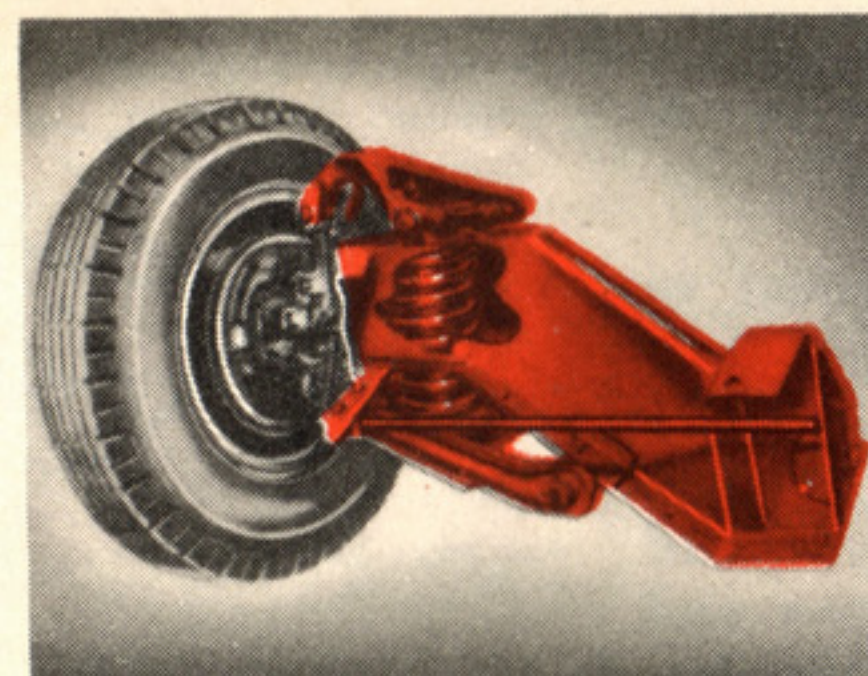
An Engineering Masterpiece



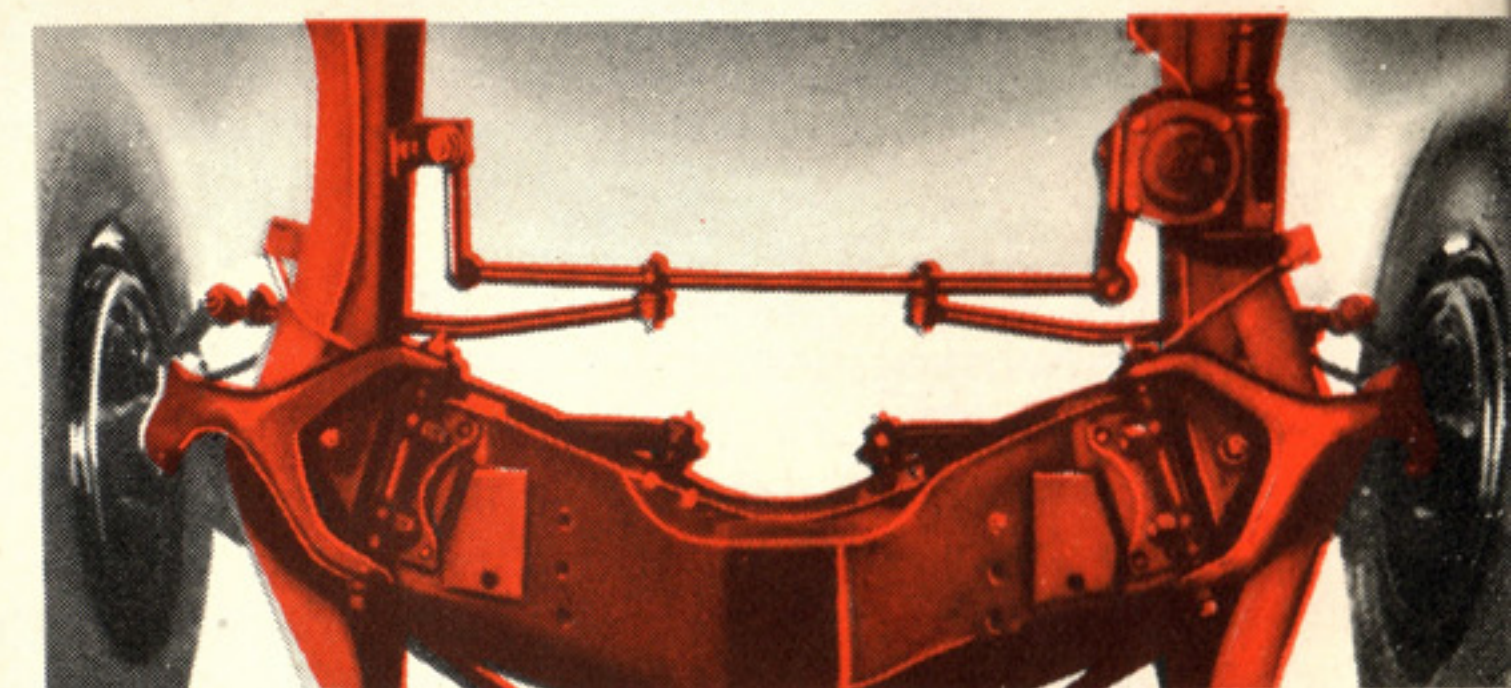
THE MONARCH 1951 CHASSIS is solid, sturdy—engineered for extra rigidity and strength, achieved by X-type frame design with K-type reinforcements. Frame joints are welded and cold-riveted for greater strength. Side rails are specially constructed to withstand strain, tension; they are wide, deep, strong. Your Monarch is built to stand the "gaff" in hardest service—with a chassis that brings you famous Hotchkiss Drive and many other *proved* advancements for riding comfort and ease of control.



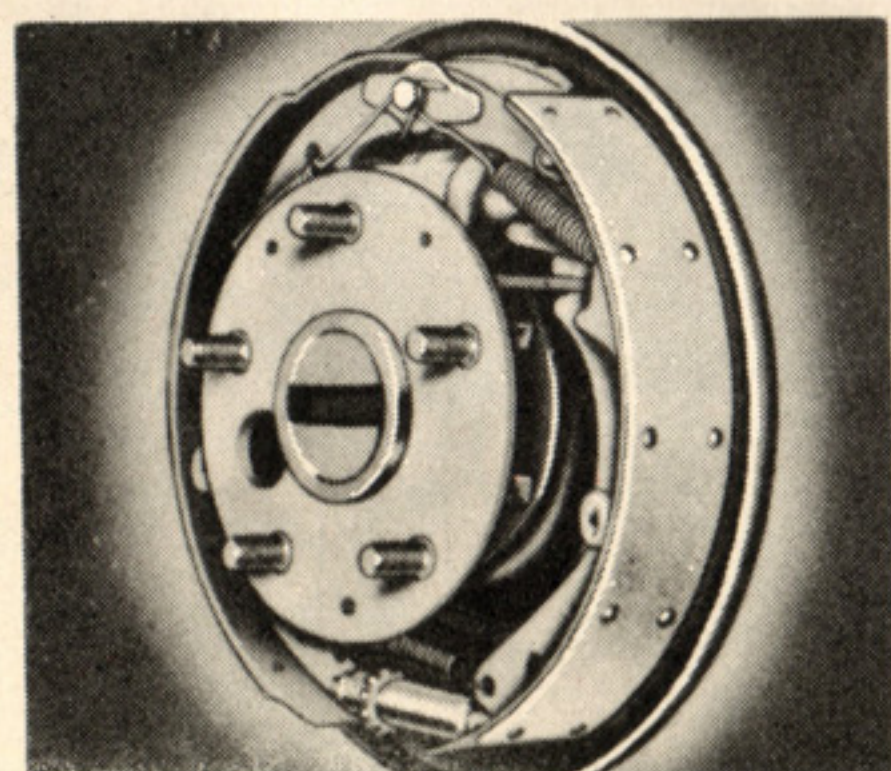
REAR SUSPENSION on two extra-long, semi-elliptic springs with "Sea-Leg" mounted shock absorbers means a superior ride on all roads. Full-length wax impregnated liners provide a permanent lubrication.



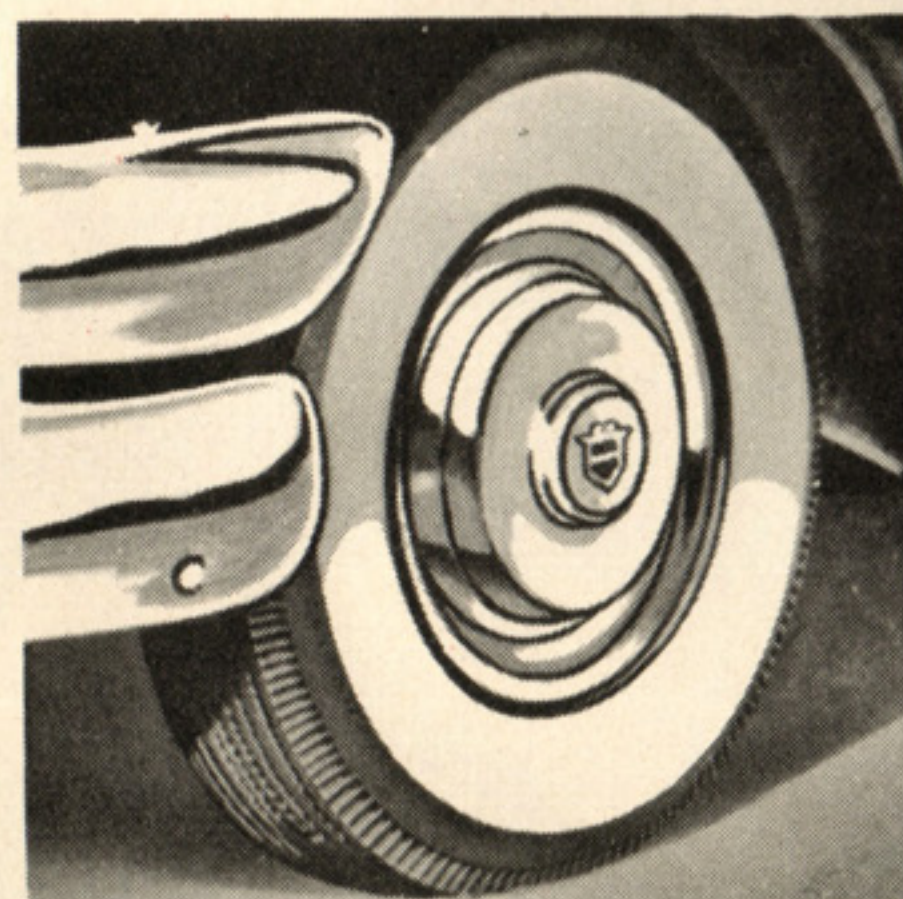
INDEPENDENT FRONT WHEEL coil springing, hydraulic telescopic-mounted shock absorbers, stabilizer bar minimizes roll on curves.



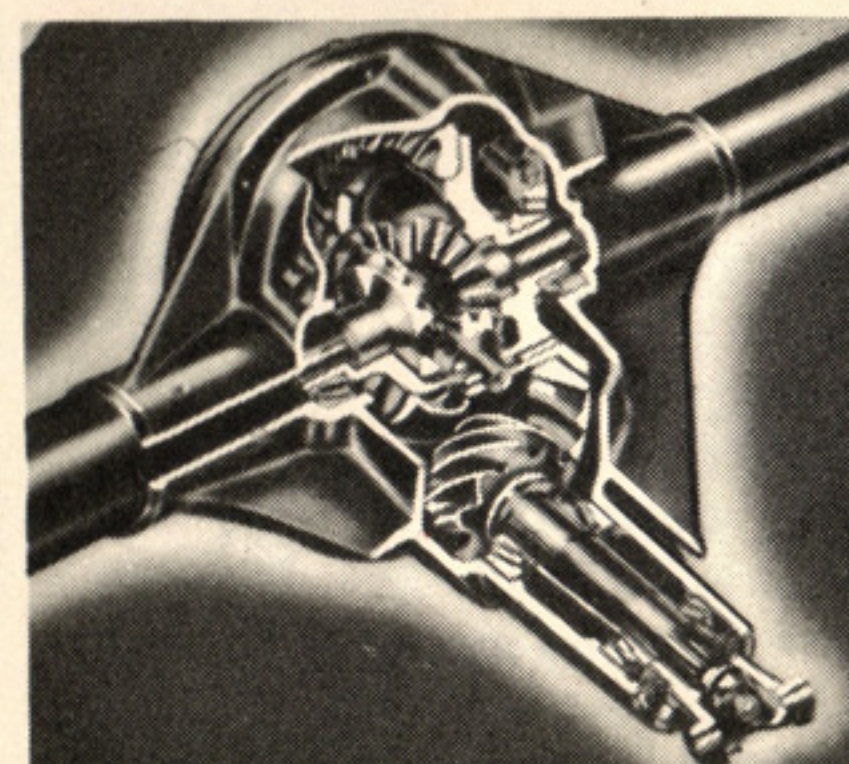
SYMMETRICAL BALANCED STEERING linkage has expertly engineered leverage for easier, safer, more efficient steering. True *finger-tip* ease in parking.



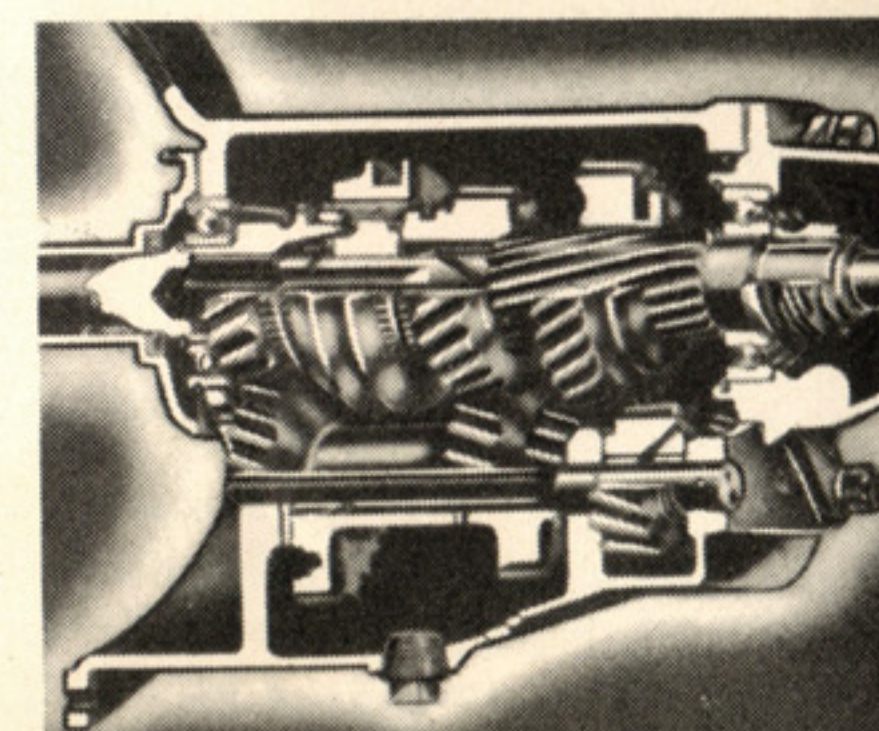
SELF ENERGIZING BRAKES, Duo-Servo type—hydraulic operation—less pedal pressure.



LOW-PRESSURE TIRES, extra low pressure type, for a softer ride, better traction.



REAR AXLE has hypoid-type gear and pinions, with lower driveshaft for a more stable, smoother, quieter ride.

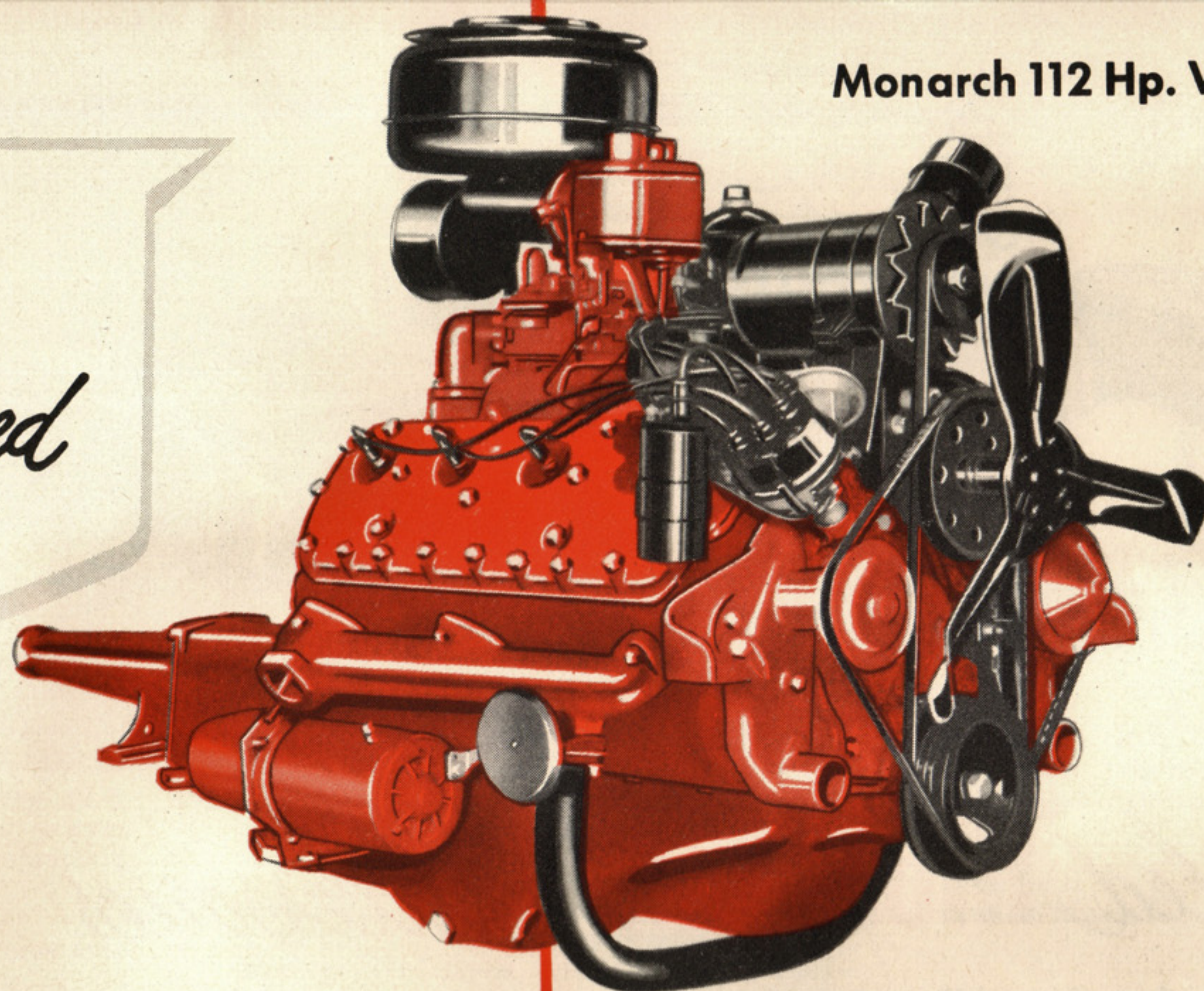


TRANSMISSION—With blocker-type synchronizers, provides smooth, quiet shifting. Silent-type helical gears are extra-tough, with wide teeth for strength and longer life.

1951 Monarch

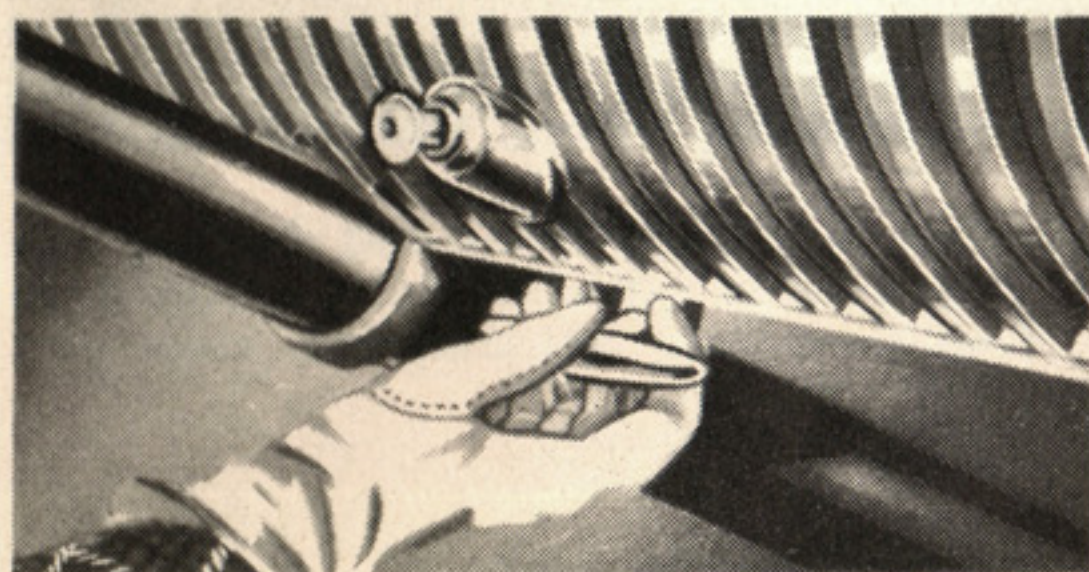
*Performance-proved
Power plant*

Monarch 112 Hp. V-Type 8-Cylinder Engine.

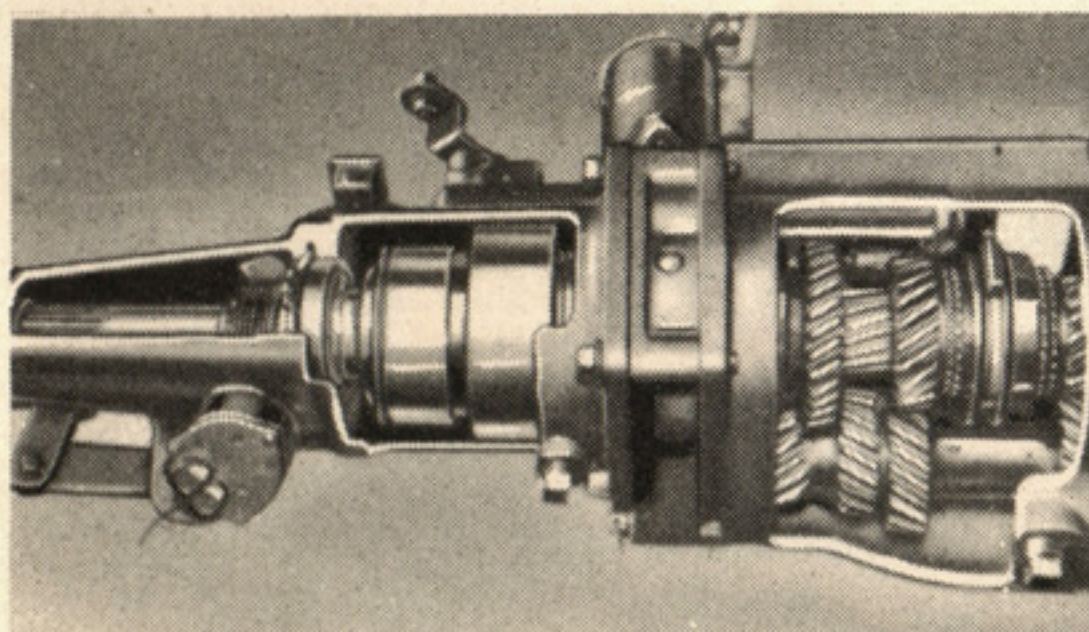


Now—with further improvements—the 1951 Monarch's V-type 8-cylinder engine is *action-packed*! It's an engineering achievement, with extra eagerness and split-second responsiveness that make driving a thrilling experience every time you take the wheel. By every measure, by every mile, you'll find the 1951 Monarch V-type engine outstanding in performance, economy and efficiency.

"TOUCH-O-MATIC" OVERDRIVE*— At speeds over 27 m.p.h., "Touch-O-Matic" Overdrive provides an automatic fourth gear that reduces engine speed 24% without changing car speed. Increases gas economy up to 15%. For extra power in passing other cars, for climbing long hills, press accelerator to floor board and car returns to direct drive.

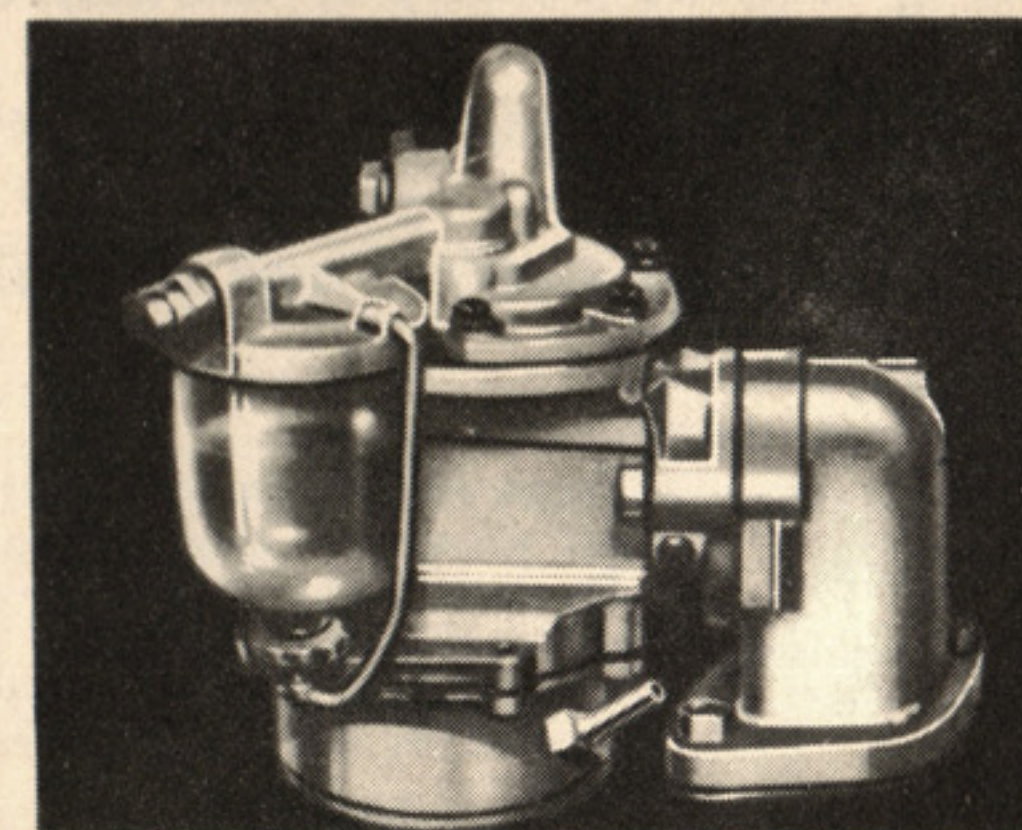


LOCKOUT HANDLE—conveniently located near steering column—permits Overdrive to be locked-out when not desired.

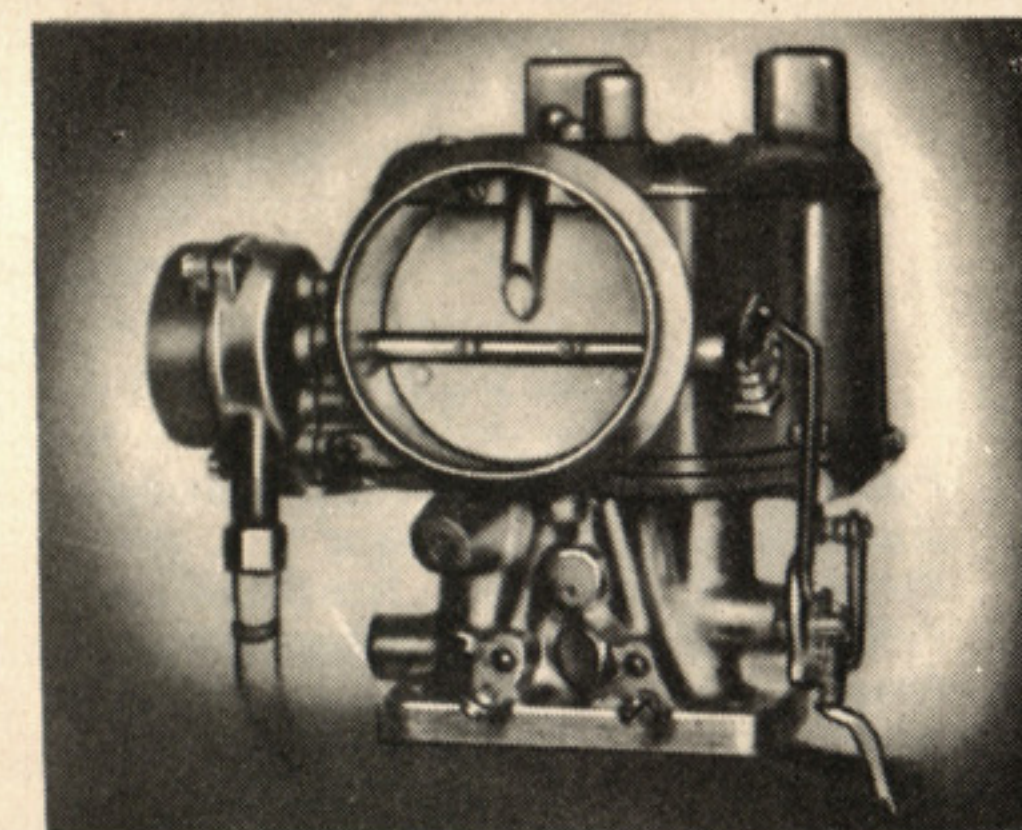


"TOUCH-O-MATIC" OVERDRIVE increases gas economy, provides longer engine life. The engine "loafs" while the car hustles!

*Overdrive optional at extra cost.

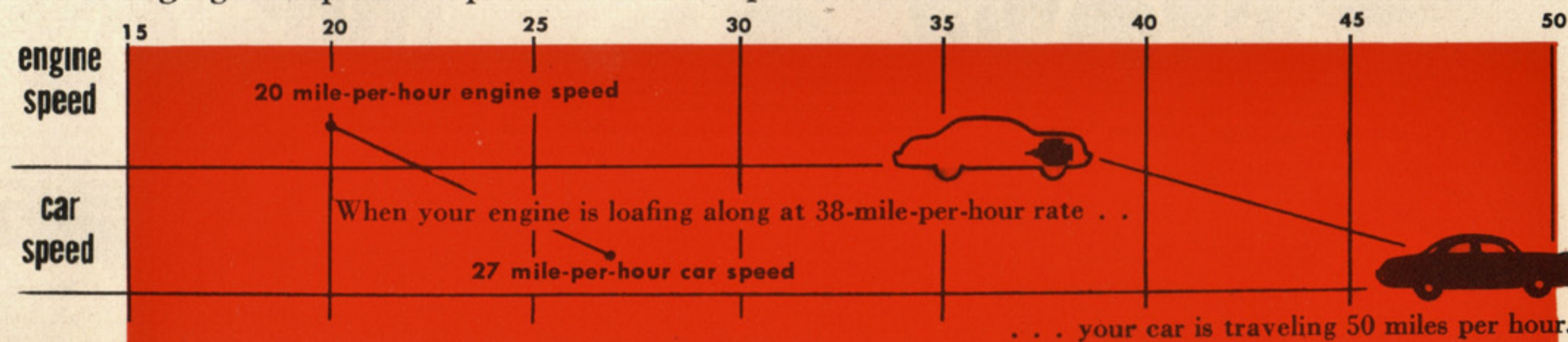


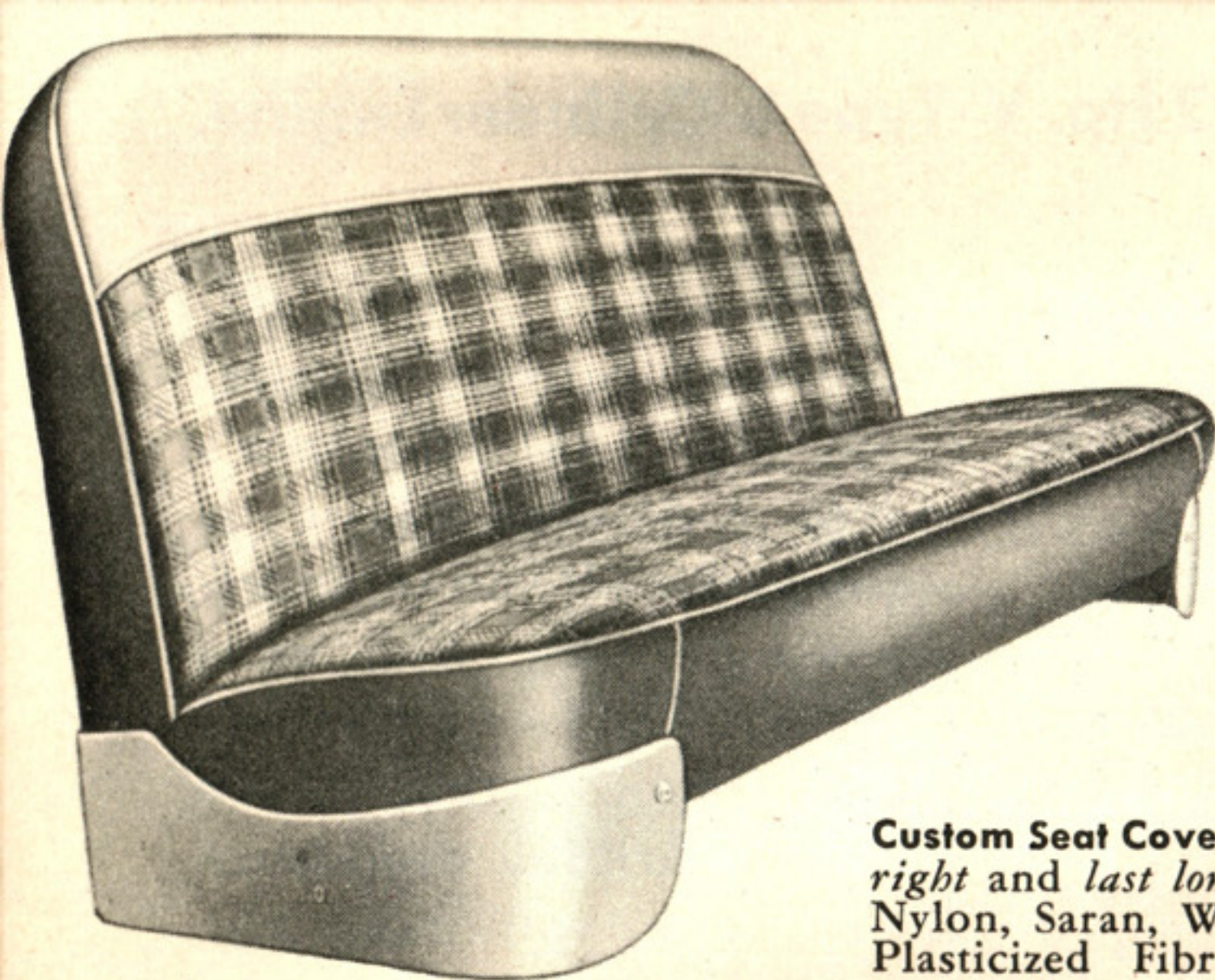
VACUUM BOOSTER PUMP—for constant speed operation of the Monarch's windshield wipers.



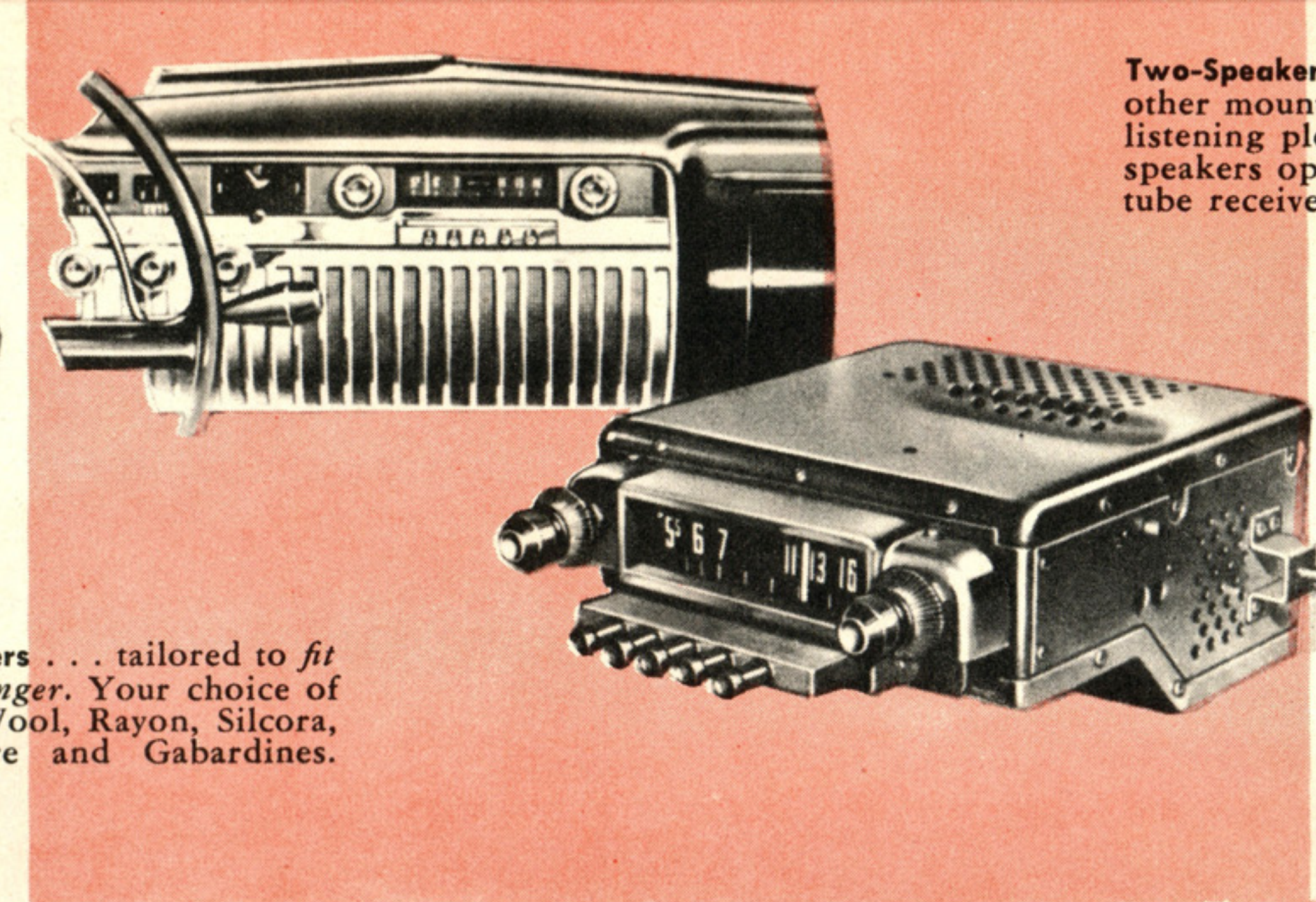
CARBURETOR—dual downdraft concentric bowl-type with new, improved automatic choke for gas-savings.

OVERDRIVE—reduces engine speed 24% without changing car speed at speeds over 27 m.p.h.





Custom Seat Covers . . . tailored to fit right and last longer. Your choice of Nylon, Saran, Wool, Rayon, Silcora, Plasticized Fibre and Gabardines.



Two-Speaker Radio . . . one behind the instrument panel, the other mounted back of rear seat . . . gives the ultimate in listening pleasure . . . three-way control—front and rear speakers operate independently or together. Powerful 6-tube receiver with push-button tuning and tone control.

Custom styled **Monarch** 1951 Accessories

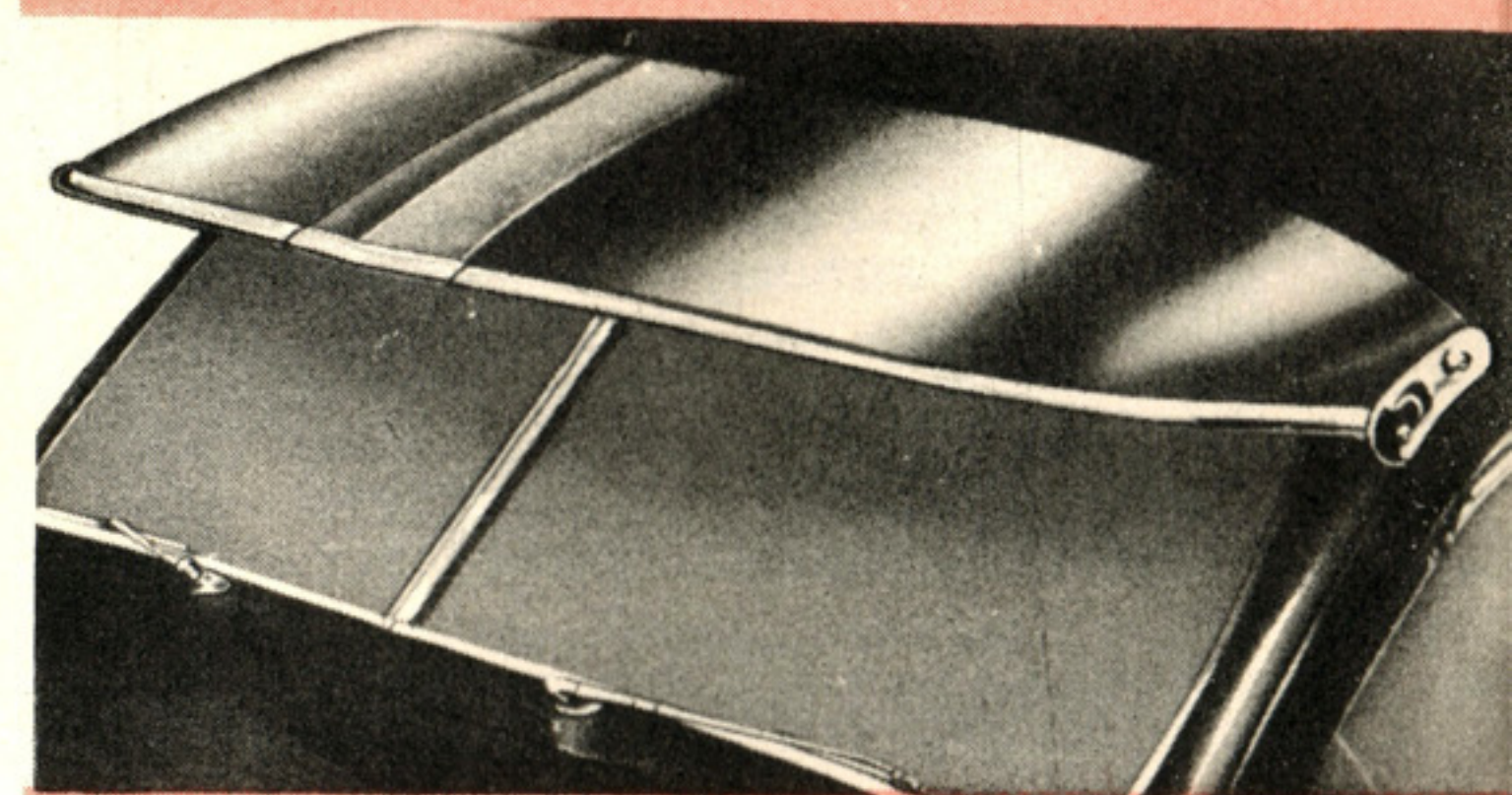
Shown here are just a few of a wide variety of attractive

accessories, custom styled to "dress up" your new Monarch

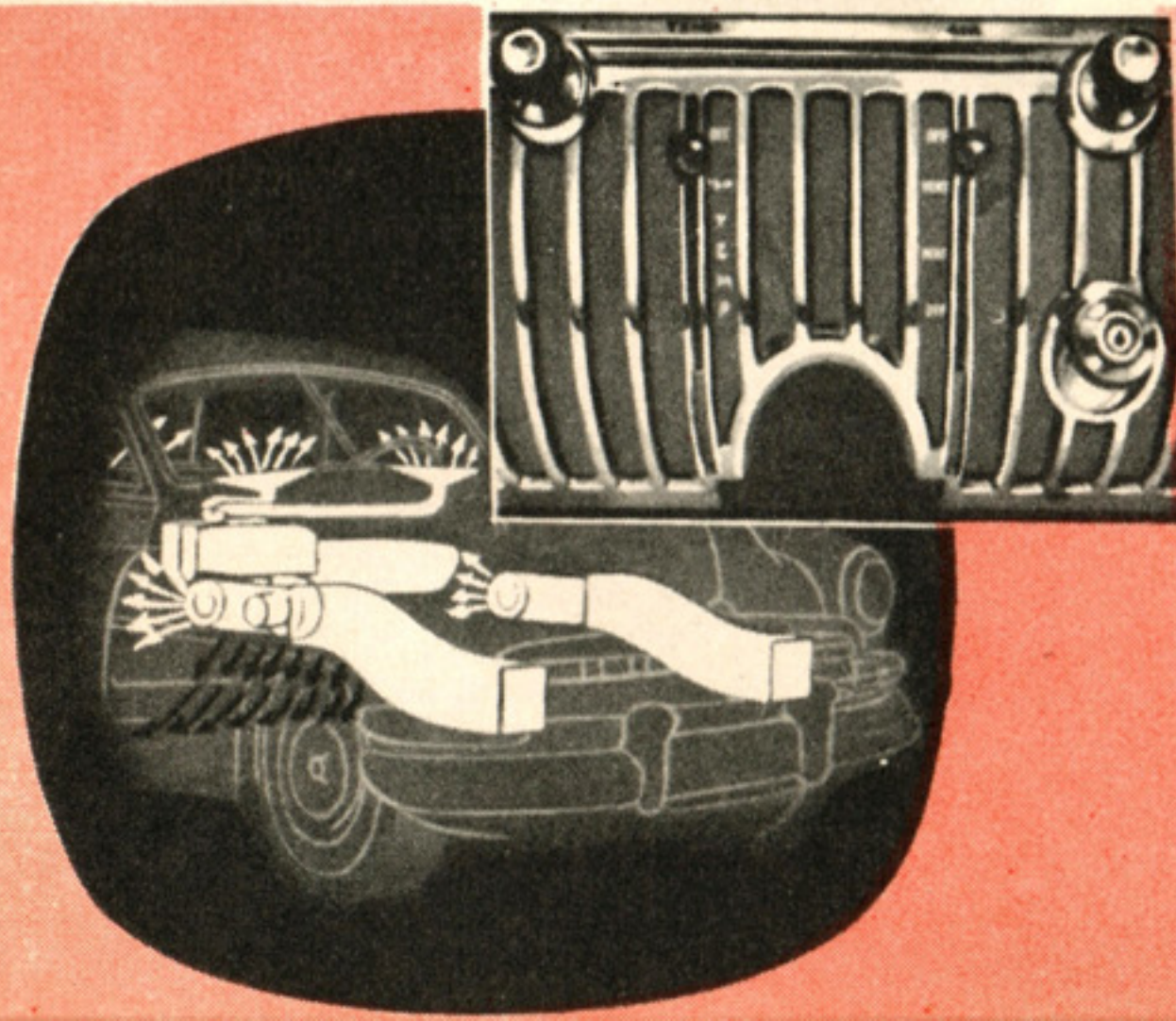
while adding greatly to your comfort and motoring pleasure.

Fresh Air is drawn into car through ducts alongside radiator . . . then circulated through heating and defrosting system. Thermostatic Control regulates and constantly maintains selected temperature.

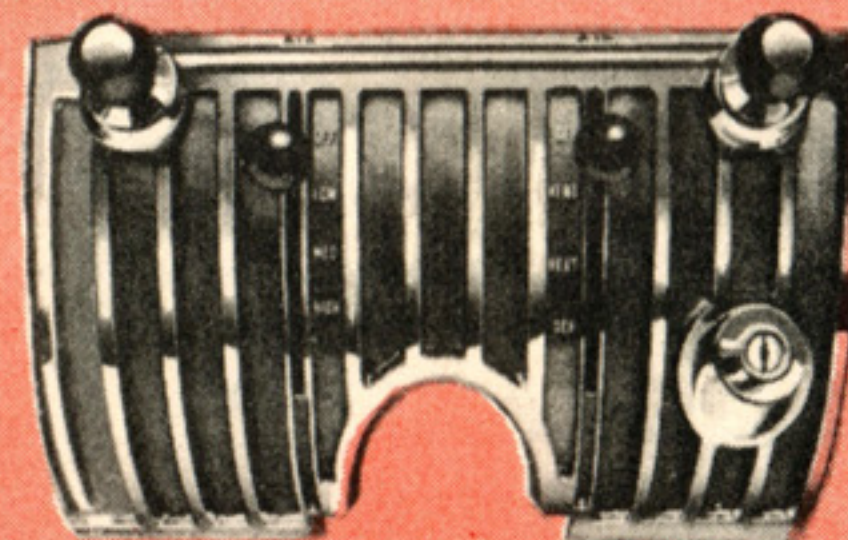
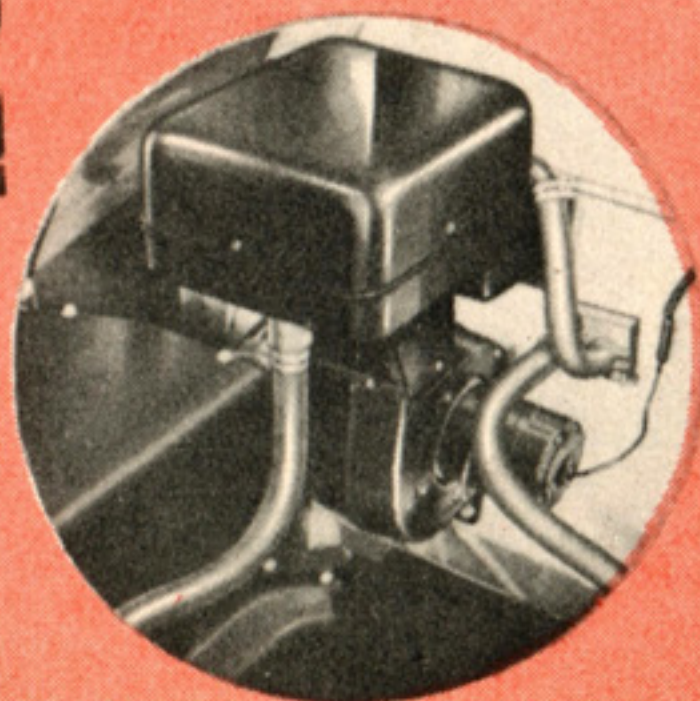
Fresh Air Heating (at extra cost) and ventilating system for all-season comfort and healthful motoring pleasure. In winter the Fresh-Air Heater provides snug warmth throughout the interior . . . powerful Defroster keeps windshield clear of mist, sleet or snow. In summer, you enjoy constantly circulating fresh air in your car.



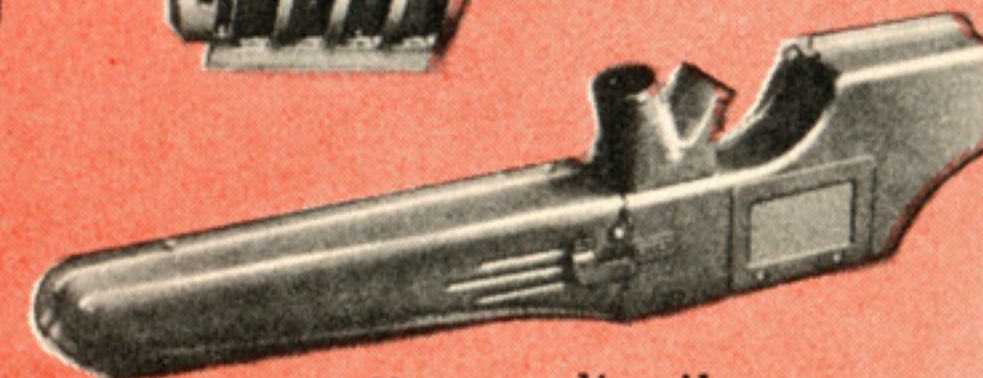
Exterior Visor for added safety and driving enjoyment. Shields eyes against sun and glare—helps keep windshield free from bug splatter, ice, sleet and snow.



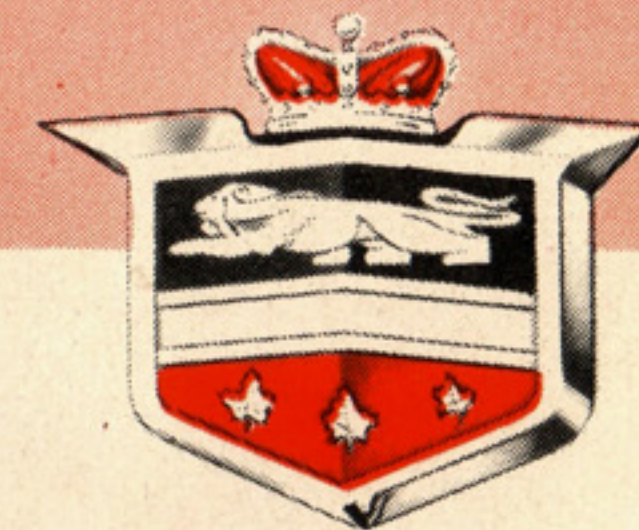
Heater Unit is in engine compartment for extra quietness and added legroom.



Heating, Ventilating and Defrosting Controls are conveniently located directly in front of driver.



Heater distributes warmth the full width of the floor.



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

Engine: 8-cylinder, V-type, L-Head, develops 112 Hp. at 3600 r.p.m. Maximum torque: 206 ft. lb. at 2000 r.p.m. Taxable Hp. 32.5. Bore, $3\frac{3}{16}$ in.; stroke 4 in. Four degree, 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 Full-Flow oil filter (optional at extra cost). Positive crankcase ventilation to reduce moisture condensation. Oil capacity, 7 pints; 11 pints when oil filter cartridge 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. Three blade silent fan. Coolant capacity, 19 quarts; 20.2 quarts when fresh-air heating unit 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. Pressure-type 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, with front and rear bumpers, 207 inches.

Body: Heavily reinforced, welded all-steel. Weather sealed and sound conditioned throughout. Fibreglas insulation in top and engine compartment wall.

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. Touch-O-Matic Overdrive (optional at extra cost). Axle ratio supplied for overdrive is 4.27 to 1.

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

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

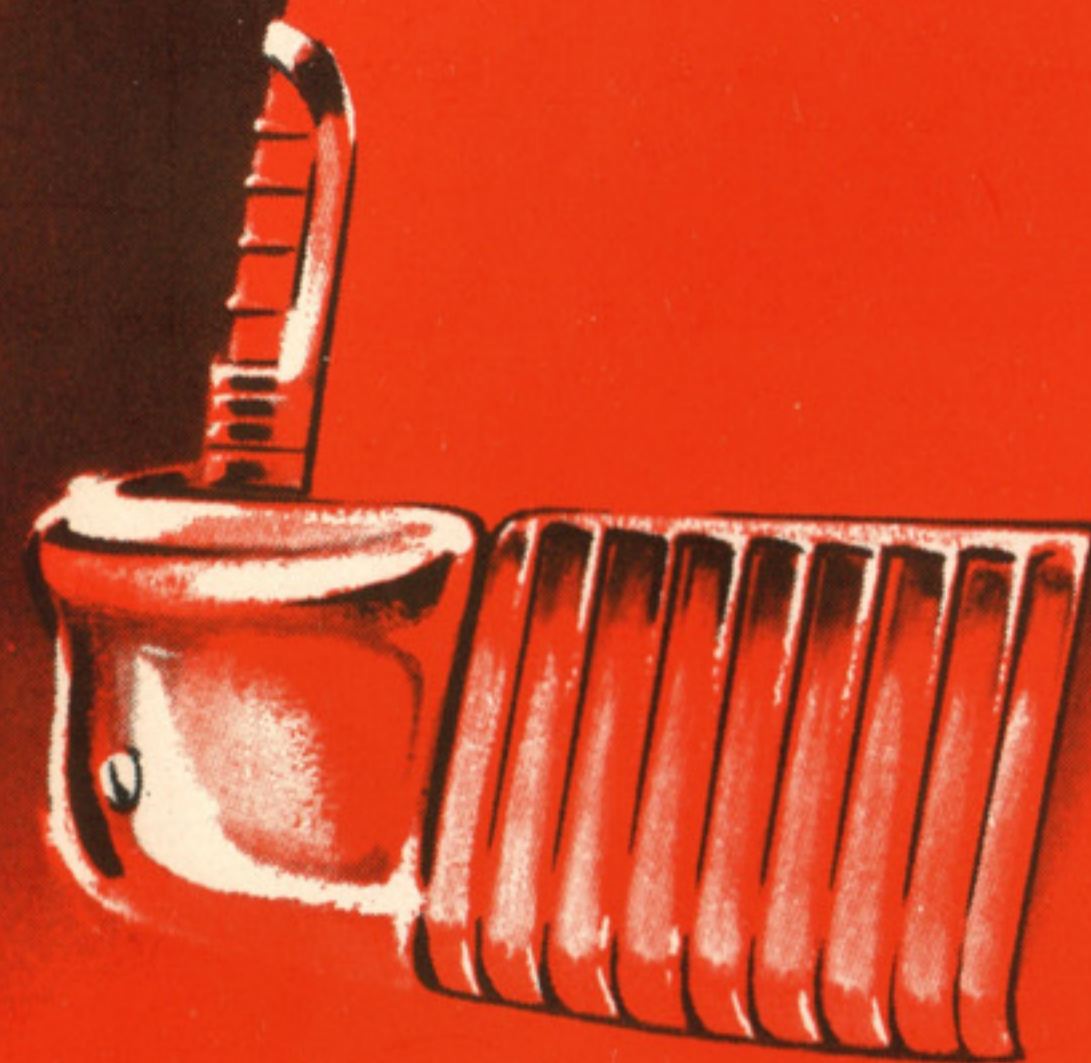
Exterior Colours: Solid enamels: Black, Sheridan Blue, Everglade Green, Sheffield Green, Mission Gray. Metallic enamels: Banning Blue, Luxor Maroon, Culver Blue and Starlight Green. Two tones (at extra cost)—(First colour listed is upper colour): Dune Beige and Penrod Tan; Mission Gray and Sheridan Blue; Sheffield Green and Everglade Green. Special Convertible Colours: Sulphur Yellow and Fez Red.

Upholstery: Closed models: Tan and Gray Stripe Broadcloth with Brown Metallic trim; Blue-Gray Block Broadcloth with Dark Blue Metallic trim; Two-tone Green Stripe Broadcloth with Green Metallic. Genuine leather available at extra cost. Convertible: Red and Black all leather with Black trim; Two-tone Tan all leather with Brown Metallic trim; Dark Blue and Ivory all leather with Blue Metallic trim. A choice of Black, or Gray-Tan top with any colour scheme.

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F O R D M O T O R C O M P A N Y O F C A N A D A , L I M I T E D
W I N D S O R , O N T A R I O



Ride like a King in a **1951 Monarch**

