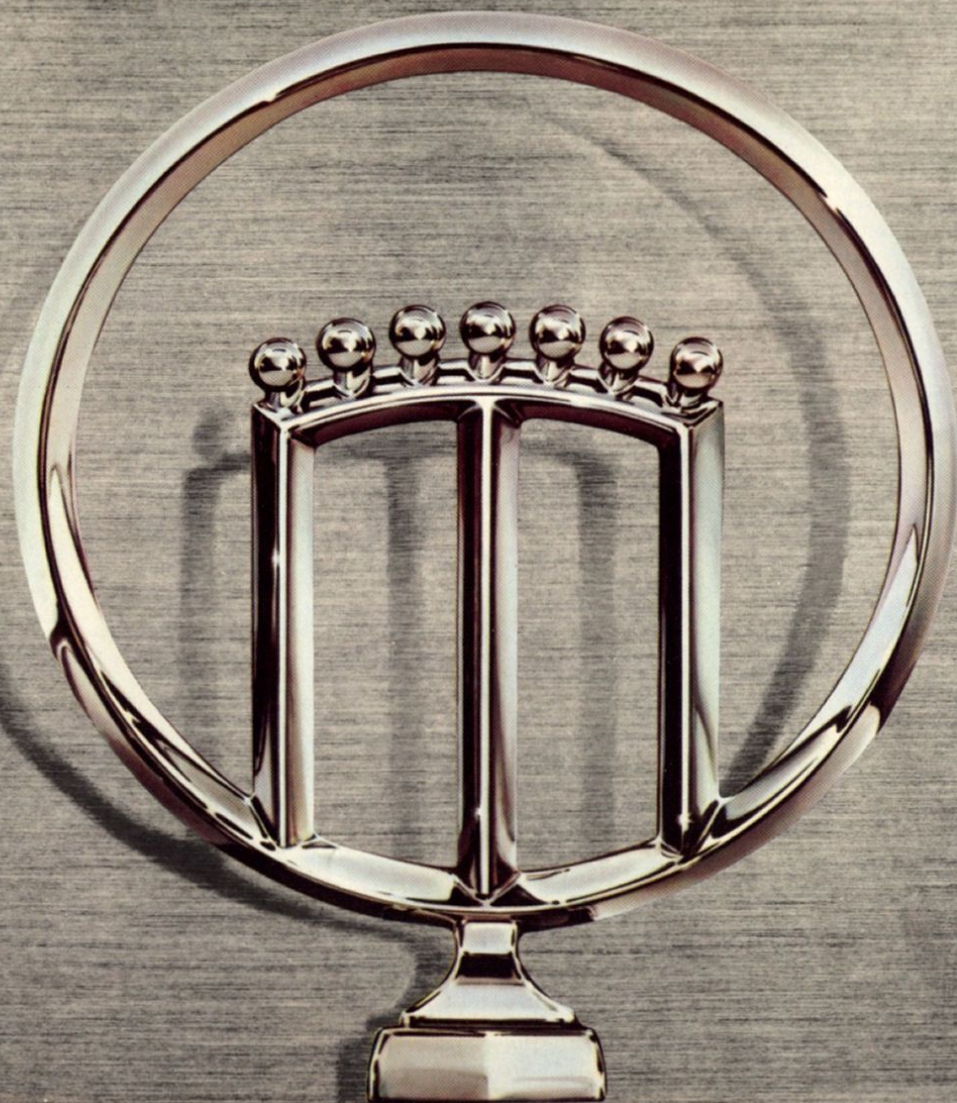


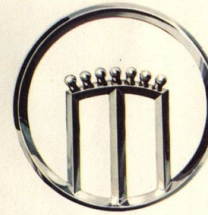
1977 MERCURY

MONARCH





1977 MERCURY MONARCH Personality—Distinctive. Debonair. Fashionable.



**Mercury Monarch
is reshaping
the concept of the
North American
automobile.
It's the car
of tomorrow,
here today.**

The car you are considering is much more than just another pretty car. It is a proven engineering achievement.

North America was ready for a new kind of car. A car that would reflect the changed conditions of today's driving. A car roomy enough inside to seat five passengers in comfort. A car trim enough outside to afford easy parking, handling and maneuverability. A car trimmed of unnecessary bulk and overhang. Without sacrificing luxury or the smoothness of ride for which Mercurys are noted. Without sacrificing strength or durability. Integrity of design in a sensibly-

sized package. Mercury Monarch—the 'Personality Car' for Canadians today.

Take a test drive. It's an experience you'll never forget. After this, there can be no compromise in your choice of a new car.

The 1977 Monarch, shown at left, is a new edition. It's called the Mercury Monarch Special Edition, and it's an extra-affordable version of the famous standard Monarch. With pleated vinyl bench seats, front disc brakes and an economical 200 cubic inch 6-cylinder engine...all standard equipment. Of course, you can order extra appointments for your Monarch Special Edition from the



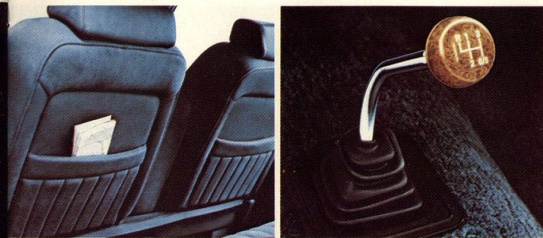
regular Monarch option list, but it's really a great value just as it stands.

The 1977 Mercury Monarch Special Edition. It's worth much more than just a look.

Mercury Monarch Special Edition interior

MERCURY MONARCH GHIA. The one with a touch of class in its personality.

1977 Mercury Monarch Ghia 4-Door



You'll find it hard to believe that such a luxurious car could be so practical too.

One beautiful thing about Monarch Ghia for people moving up from a smaller car is that you get luxury, quiet and a beautifully smooth ride, too.

You get a car with high standards of comfort, convenience and engineering. Note, as examples, the convenience of seat-back map pockets, shown upper left, and the new 4-speed manual transmission with economy fourth gear overdrive, standard on all Monarchs.

Note the simple elegance of Monarch Ghia's standard Flight Bench seating, shown here in optional blue luxury cloth and vinyl upholstery, and also available in standard all-vinyl or optional leather with vinyl in a wide choice of colours including dove grey, cream, dark red, jade and tan.

Adding to the Monarch Ghia's enviable interior comfort and good looks are 14-ounce cut-pile carpeting, a day/night mirror, padded door trim panels with wood-grain appearance sill and carpeted lower portion, deluxe colour-keyed belts and a deluxe steering wheel. And in addition to its many standard luxuries, you'll find few small cars offering a bigger choice of options. We've listed most of them on the back of this brochure, and your dealer can show you a number of others.

UPPER LEFT: Standard seat-back map pocket

UPPER RIGHT: Standard 4-speed manual overdrive shift

BOTTOM: Front seat interior

MERCURY MONARCH GHIA.

1977 Mercury Monarch Ghia 2-Door



A car that recognizes that times have changed and so have you.

Try it on for size, comfort and operating efficiency.

Quiet elegance; an apt expression for the Monarch Ghia interior. Note in the illustration, above left, how the doors permit graceful entry to the rear seat. Sensuous luxury—as in the superbly-tailored optional bucket seats, bottom illustration, presenting the softness of grain leather and vinyl. Shown in cream, this interior is available in five other fashionable colours and in all-vinyl. Ghia amenities: 14-oz. cut-pile carpeting and a deluxe steering wheel. Options range from the space-saver spare tire, illustrated top right, to automatic temperature control air conditioning.

Mercury Monarch Ghia standard features include: 250-1V "Six" engine • 4-speed manual overdrive transmission • Front disc/rear drum brakes • Deluxe steering wheel • Odense-grain wide bodyside moulding with integral wheelclips • Bodyside, hood and decklid paint stripes • Map pockets • Solid-state ignition system • Inside hood release • Wire wheel covers • BSW steel-belted radial tires • Opera window on 2-door model • 14-oz. cut-pile carpeting • Carpeted luggage compartment • Day/night rear view mirror • Left-hand remote control mirror • Courtesy lights (rear door switch only) • Deluxe sound insulation package • Full complement of Ford Motor Company Safety Design Features.



UPPER LEFT: Easy rear seat access

UPPER RIGHT: Optional space-saver tire

BOTTOM: Optional bucket seats with optional console

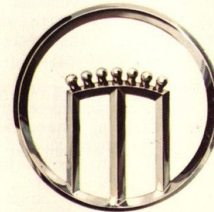
Mercury Monarch and Monarch with the "S" option groups.

LEFT, the 1977 Mercury Monarch with the "S" interior and exterior option groups

RIGHT, the 1977 Mercury Monarch 4-Door Sedan



Versatile enough to let you personalize them precisely as you please.



Beyond Monarch's already impressive level of standard equipment, what you do with the options is limited only by your imagination.

If you do want to add some "custom" touches, the wide range of available options should please you. The "S" option groups illustrated on the opposite page, on the two-door model, are packages of options in themselves. The "S" exterior option group includes louvred opera window appliques, paint/tape accent stripes on bodysides, hood, decklid, styled steel wheels with trim rings, black-out mouldings, and more. The companion "S" interior option offers reclining bucket seats and unique door trim, a floor-mounted shifter and a leather-wrapped sports steering wheel. Ask your dealer about availability of these options. Other options range from power windows to electric trunk lid release and air conditioning with automatic temperature control.

The Monarch 4-Door Sedan offers the ride, room and comfort so necessary in a family car, plus the added convenience of four-door accessibility. It is beautifully trim in overall size, yet roomy enough to accommodate five adults in deep comfort. Nice.

Shown above left, the Monarch optional all-vinyl bucket seat interior. The optional Decor Group, shown at bottom, includes Flight Bench seats and the deluxe steering wheel. Bench seats in cloth-and-vinyl are standard.

Mercury Monarch standard features include: 200-1V "Six" engine • 4-speed manual overdrive transmission • Floor-mounted shift selector • Front disc/rear drum brakes • Solid-state ignition • Foot-operated parking brake • BSW steel-belted radial tires • High level ventilation • Inside hood release • Parking brake warning light • Cut-pile carpeting • Lockable glove box • Cigar lighter • Opera Window (2-door) • Full wheel covers • Full complement of Ford Motor Company Safety Design Features.



UPPER LEFT: Optional interior decor group with optional bucket seats; optional console also shown.

BOTTOM: Optional decor group with Flight Bench seats

For 1977 from the Mercury ride specialists: the engineered ride.

The Mercury ride is known far and wide. Among car owners and car makers alike, it is famous. "The Mercury ride" is a term that has become quite synonymous with "excellence" in an engineering sense. Actually it is the sum of a lot of things, large and small, that go to make up the Mercury ride.

"Road paving" smoothness, a geometry problem neatly solved.

Much of the riding comfort you'll experience in your 1977 Mercury Monarch stems from its road-tuned suspension design front and rear. In front, fully independent coil springs cushion front wheel movements, soaking up the bumps. A front link type stabilizer bar fights excessive sway and lean when cornering. The rear suspension is

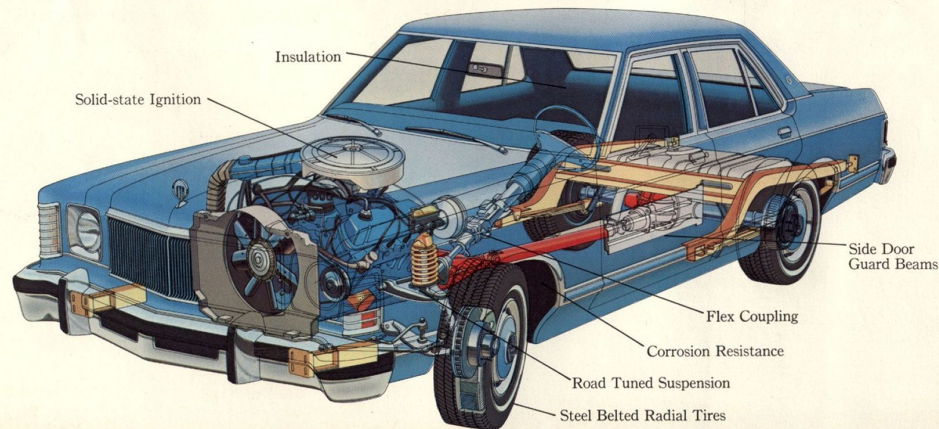
Hotchkiss design, featuring semi-elliptical springs over 4' long. Staggered rear shock absorbers help to counteract "wheel hop" and increase traction during acceleration.

One good turn leads to another.

Optional power steering on your 1977 Monarch gives you fingertip control and nearly effortless guidance. A flex coupling in the steering shaft helps isolate road jolts from reaching your hands at the wheel. Monarch's wide stance also contributes to its sureness on the open road and through the winding turns.

Room at the top—and everywhere else.

Monarch's passenger compartment/wheelbase ratio retains generously dimensioned headroom, hiproom and legroom. The rugged all-steel unitized body is strong and rigid, designed to maximize strength with a minimum of weight.



A secret between you and the outside world.

Monarch offers extension insulation and sound proofing in such major areas as roof, floor, fenders, roof pillars, cowl, dash, hood, luggage compartment—even behind the rear seat. A welcome addition to your sense of peaceful quiet as you drive.

Put a stop to all that.

Optional power brakes (front disc, rear drum) put a sophisticated hydraulic power assist system at your command to afford positive stopping power.

Reduced scheduled maintenance

The 1977 Monarch features 7,500 mile oil and oil filter change intervals, and 30,000 mile chassis lubrication intervals (applies to engines that are designed to operate on unleaded fuel).

Better spark, Quicker starts.

For 1977, Mercury engines designed to use unleaded fuel offer our new DuraSpark solid-state ignition system, which has a substantially increased voltage output compared to our 1976 system. This contributes to longer spark plug life.

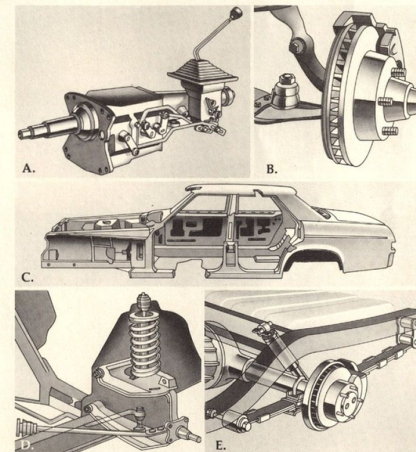
Monarch really puts it together with 'Personality'.

Now you can see why we think of the "Mercury ride" as more than just a system of components, wheels, tires, suspension, steering. It is the *total environment* of the car—a personality you can attune to . . . a considered concern for all the elements which go to make up the way a car rides and handles, the quietness of its interior, the certainty with which it negotiates difficult terrain, the ease of parking it, and more. This is what we mean when we say "Mercury ride"—the *total environment*! And you make it all your own with a touch of your own personality. Your Monarch can be as individual as your own fingerprint. Be distinctive. See how a 1977 Mercury Monarch can be a part of you. Because you too are distinctive, debonair and fashionable.

A. Four-Speed Manual Overdrive. It offers good overall performance in first-through-third gears with the advantage of low rpm cruising in fourth.

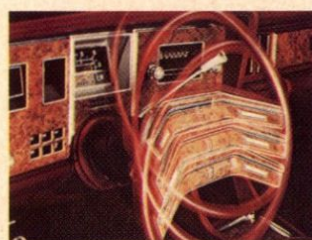
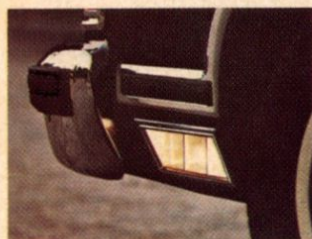
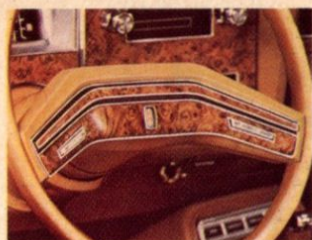
B. Manual Front Disc Brakes. Provides for fade resistance. Together with rear drums they have a brake swept area of 348 square inches.

C. Unitized Body. In addition to maximum strength with minimum weight, a unitized body offers improved fit and alignment of doors, hood and deck lid.



D. Coil Spring Front Suspension. Fully independent. Link-type stabilizer bar helps prevent excessive "lean".

E. Rear Suspension. Hotchkiss design. Semi-elliptic springs, stagger-mounted shock absorbers and rubber bushings. Optional four-wheel power disc brakes shown.



Options & Specifications

Options

Performance Related

250-1V 6-cylinder (Standard on Monarch Ghia)
 • 302-2V V8 • 351-2V V8 (Not available on Monarch and Monarch Special Edition) • Floor-mounted Transmission Selector • Select Shift Automatic Transmission • Cold Weather Group • Engine Block Heater • Heavy Duty Group • Heavy Duty Suspension.

Comfort and Convenience

Automatic Temperature Control Air Conditioning • Manual Air Conditioning • Bucket Seat, Reclining • Drivers Bucket Seat, Four-Way Manually Adjustable • Digital Clock • Console • Convenience Group • Cornering

Lamps • Rear Window Defogger • Electric Rear Window Defroster • Electric Trunk Lid Release • Illuminated Entry System • Light Group • Deck Lid Luggage Carrier • Illuminated Visor Vanity Mirror • Dual Colour-Keyed Racing Mirrors • Power Brakes • Four-Wheel Power Disc Brakes • Power Door Locks • Power Glass Moonroof • Power Seats, Four-Way Bucket • Tinted Glass • Power Seats, Flight Bench • Power Steering • Power Windows • Radio, AM • Radio, AM/Stereo Tape • Radio, AM/FM Monaural • Radio, AM/FM/MPX • Radio, AM/FM/MPX With Stereo Tape • Space Saver Tire • Tilt Steering Column • Speed Control • Visibility Group.

Appearance and Protection

Appearance Protection Group • Deluxe Seat Belts (Standard on Ghia) • Bumper Protection Group • Interior Decor Group • Glamour Metallic Paint • Luxury Cloth and Vinyl Trim • Protective Bodyside Mouldings • Rocker Panel Mouldings • "S" Option Groups • Vinyl with Leather Seating Surfaces • Landau Vinyl Roof • Full Vinyl Roof • Westminster Cloth Trim • Cast Aluminum Wheels (4) • Cast Aluminum Wheels (white finish) (4) • Wire Wheel Covers • Deluxe Wheel Covers • Full Wheel Covers • Wide Band WSW Tires • Styled Steel Wheels With Trim Rings (4) • White Sidewall Tires.

Specifications

All dimensions in inches unless otherwise specified	2-door Sedan	4-door Sedan
General		
Wheelbase.....	109.9	109.9
Tread—Front.....	59.0	59.0
—Rear.....	57.7	57.7
Height—Overall.....	53.2	53.3
Length—Overall.....	197.7	197.7
Width—Overall.....	74.0	74.1
Front seat room		
Headroom Effective.....	38.0	38.2
Shoulder Room.....	55.1	55.1
Hip Room.....	54.1	54.1
Leg Room.....	40.5	40.5
Rear seat room		
Headroom Effective.....	36.5	37.6
Shoulder Room.....	53.2	55.2
Hip Room.....	50.4	51.2
Leg Room.....	33.9	35.6
Luggage compartment (cu. ft.)	14.0	13.8
Fuel Tank Capacity (Imp. gals.)	16.0	16.0

Powertrain Combinations

	Monarch Special Edition	Monarch	Monarch Ghia
200-1V 4-speed manual overdrive trans....	Std.	Std.	N/A
250-1V 4-speed manual overdrive trans....	Opt.	Opt.	Std.
250-1V Select-Shift automatic trans.....	Opt.	Opt.	Opt.
302-2V 4-speed manual overdrive trans.....	Opt.	Opt.	Opt.
*302-2V Select-Shift automatic trans.....	Opt.	Opt.	Opt.
351-2V Select-Shift automatic trans.....	N/A	**N/A	Opt.

*Powertrain is also available with an engine that is designed to use regular (leaded) fuel. **Available with "S" exterior option group.

Corrosion Resistance

We take extra steps to see that your new Mercury is engineered and built to high quality standards. And in order to help your car remain new-looking longer, we have increased the use of galvanized steel, corrosion-resistant primer coats, precoated steel in critical areas, aluminized wax, and acrylic enamel as a finishing coat.

And in addition to the many other Monarch anti-corrosion measures, a new feature for 1977: a new protective vinyl coating has been added behind the wheel house openings. This vinyl coating is sprayed on and, by providing a flexible base for the enamel, results in improved resistance to stone chipping and abrasion from sand.

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Mercury Dealer for the latest, most complete information on models, features, prices and availability.

Motorcraft 



REPLACEMENT PARTS—For continued top performance specify genuine Motorcraft parts and Autolite Spark Plugs whenever they need replacement.

FUEL WARNING: Unless you have selected an optional engine that is designed to use regular gasoline (leaded), all Monarch engines require **UNLEADED FUEL ONLY**. The use of leaded fuel in these engines can damage the catalytic converter and affect other emission control components.

Litho in Canada

2/77

MERCURY MONARCH

