



# *monarch*

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SPIRIT OF THE 60'S

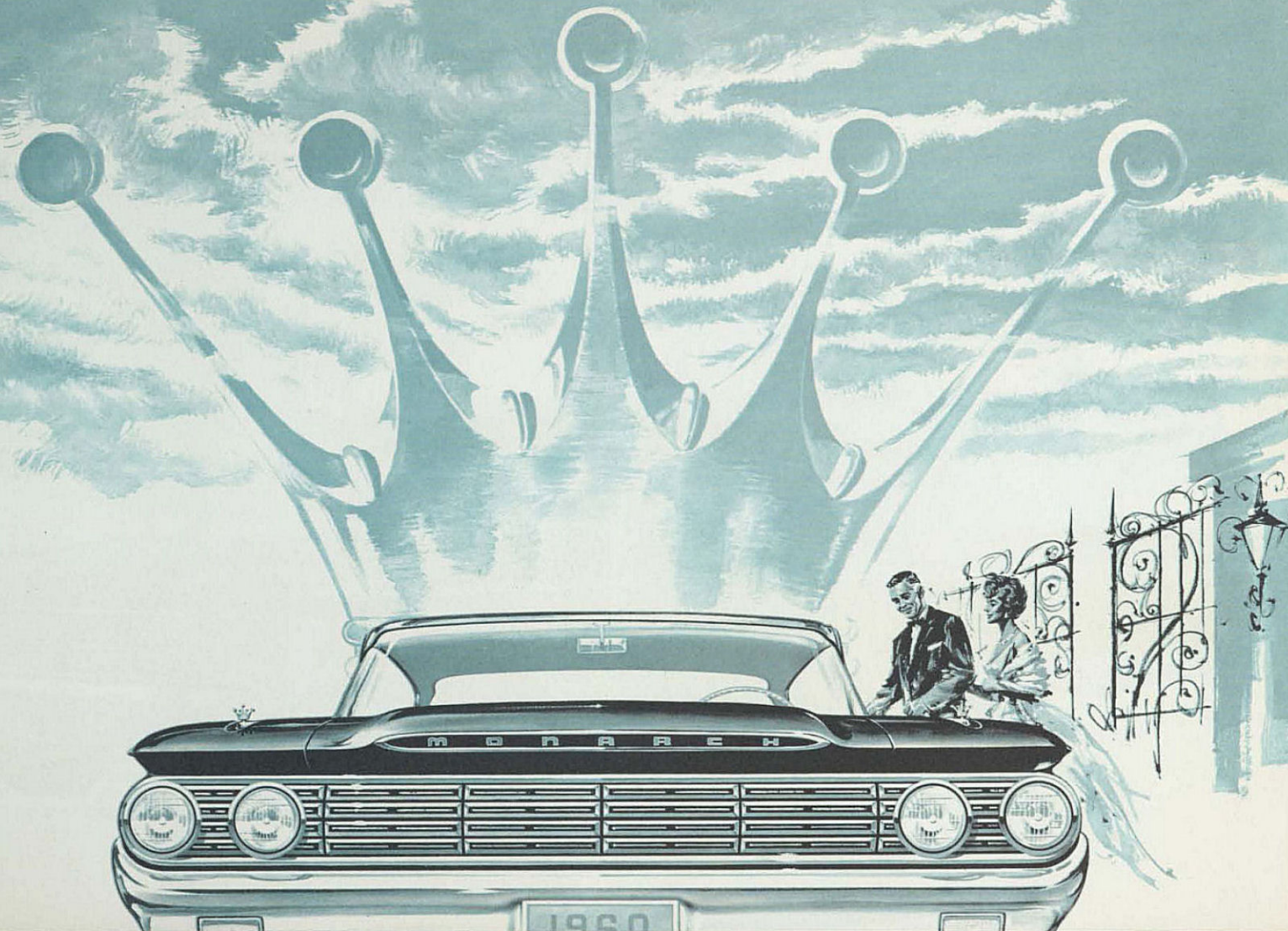


## DAWN OF A NEW DECADE IN FINE-CAR MOTORING, MONARCH '60

*This is a wonderful year to make the exciting move to Monarch. This is a wonderful year to discover the satisfactions and rewards that go along with Monarch ownership. ✦ Everywhere you look you will see things that are new and different and better in Monarch '60. ✦ New styling with sleek, smooth-flowing lines that is distinctively Canadian in the spirit of the '60's. ✦ New "Comfort Zone" Ride. Yes, the famed Monarch ride is even better this year. You ride in the "Comfort Zone" cradled by the finest combination of bump-smothering features ever offered by any car in Monarch's field.*

*Monarch '60 gives the smoothest ride for your fine-car dollar. ✦ New interiors that are beautifully appointed and perfectly planned for your driving comfort and pleasure. The craftsmanship is obvious and particularly evident in such details as the careful tailoring of the luxurious upholstery. ✦ New dimensions of comfort with stretch-out room for six people. The annoying centre tunnel that restricts leg room in most other cars has been cut 'way down in Monarch '60. And there's head, shoulder and hip room aplenty. ✦ New standards of performance and economy because the big, quiet Monarch V-8's*

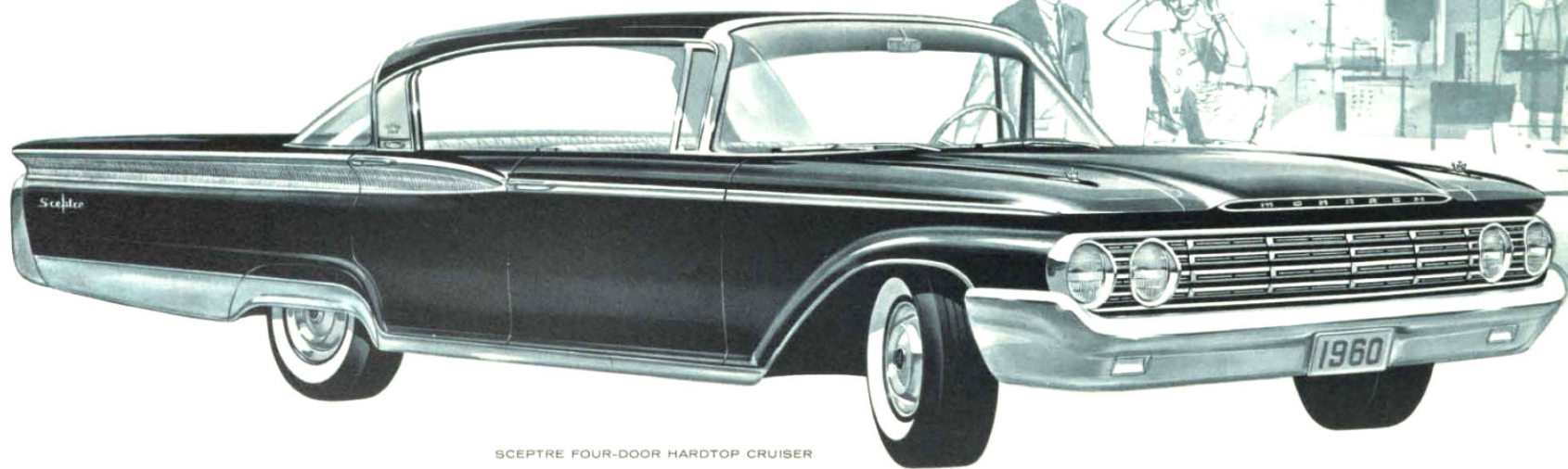
*for '60 feature a new carburetor. Their economy and ease of maintenance are things every owner will appreciate. These spirited Monarch '60 engines are teamed with the finest transmissions ever offered. ✦ For 1960 you get more in a Monarch—more style, more riding comfort, more performance, more economy, more of everything you want in a fine car. ✦ Three superb Monarch series invite you to the adventure of fine-car ownership: the economical LUCERNE, the spirited RICHELIEU, the luxurious SCEPTRE. ✦ Monarch—Mark of Distinction on the Canadian Road.*



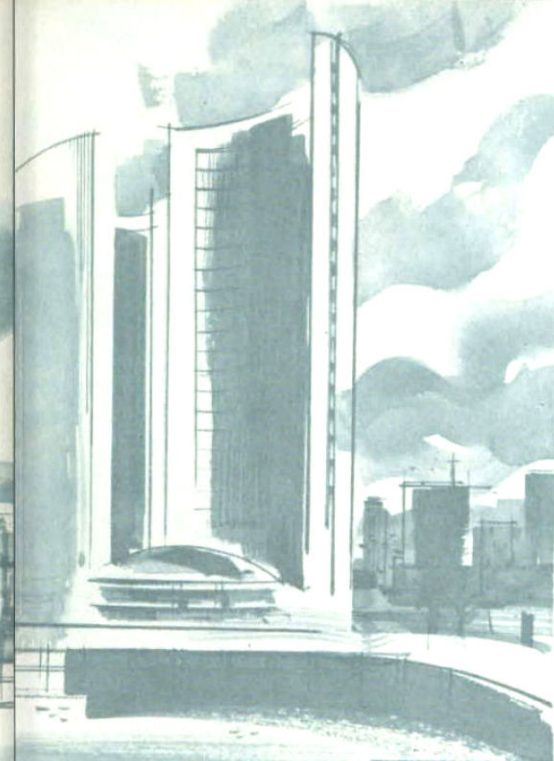


**THE SCEPTRE SERIES**—finest expression of Monarch luxury. These two-door and the four-door hardtop Cruisers offer you the relaxed pleasure of fully automatic driving. ✪ You enjoy these luxury features you will find only as extra cost options on other cars: Multi-Range automatic transmission that puts you in effortless command of the big, smooth, 310 horsepower V-8; Power Steering that reduces steering effort to the minimum yet retains the familiar steering feel that is the sign of complete control; Self-

adjusting Power Brakes for safe, level stops with a gentle touch of your toe. ✪ The Monarch Sceptre, like all Monarchs for 1960, offers true six-passenger comfort. There is more usable interior room. Recessed instrument panel and new low floor tunnel mean that every passenger has space to stretch long legs. The deep foam rubber cushioning offers passengers the comfort of a favourite chair. ✪ In every Monarch, the solid quality is your assurance that it will look and feel new in the miles ahead—in the years ahead.



SCEPTRE FOUR-DOOR HARDTOP CRUISER

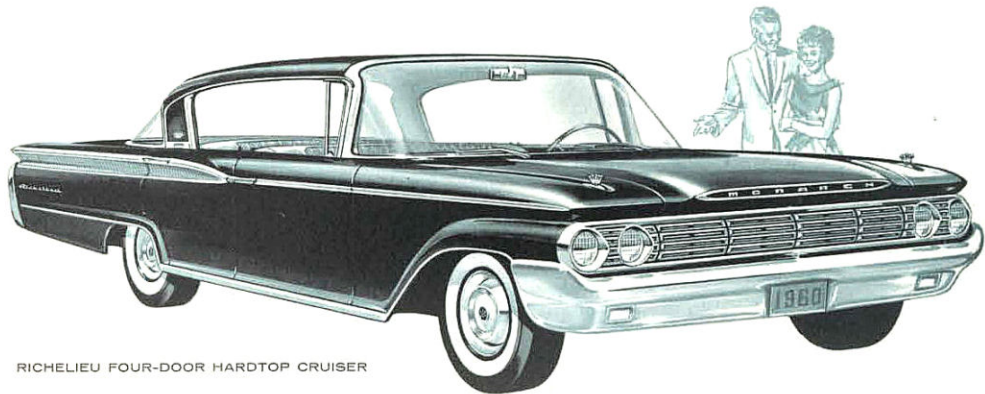


SCEPTRE TWO-DOOR HARDTOP CRUISER

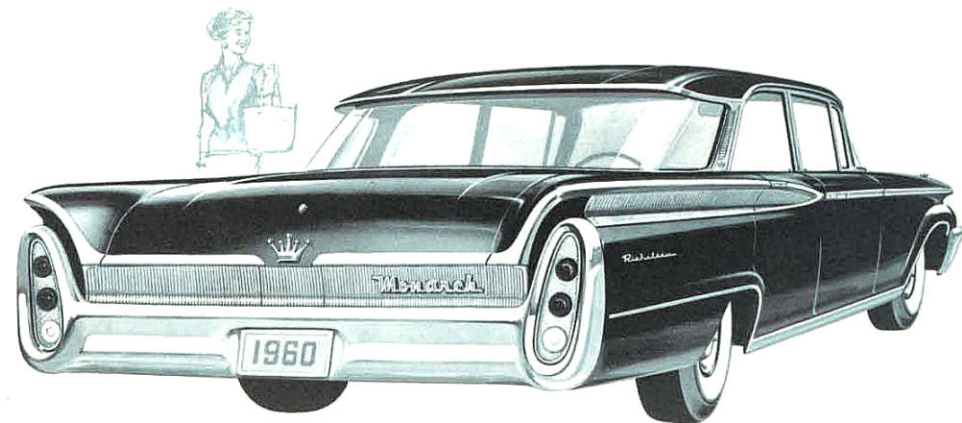
Here you see the way the clean-lined and distinctive Monarch '60 grille frames the dual headlights. There's extra safety too, with that massive front bumper.





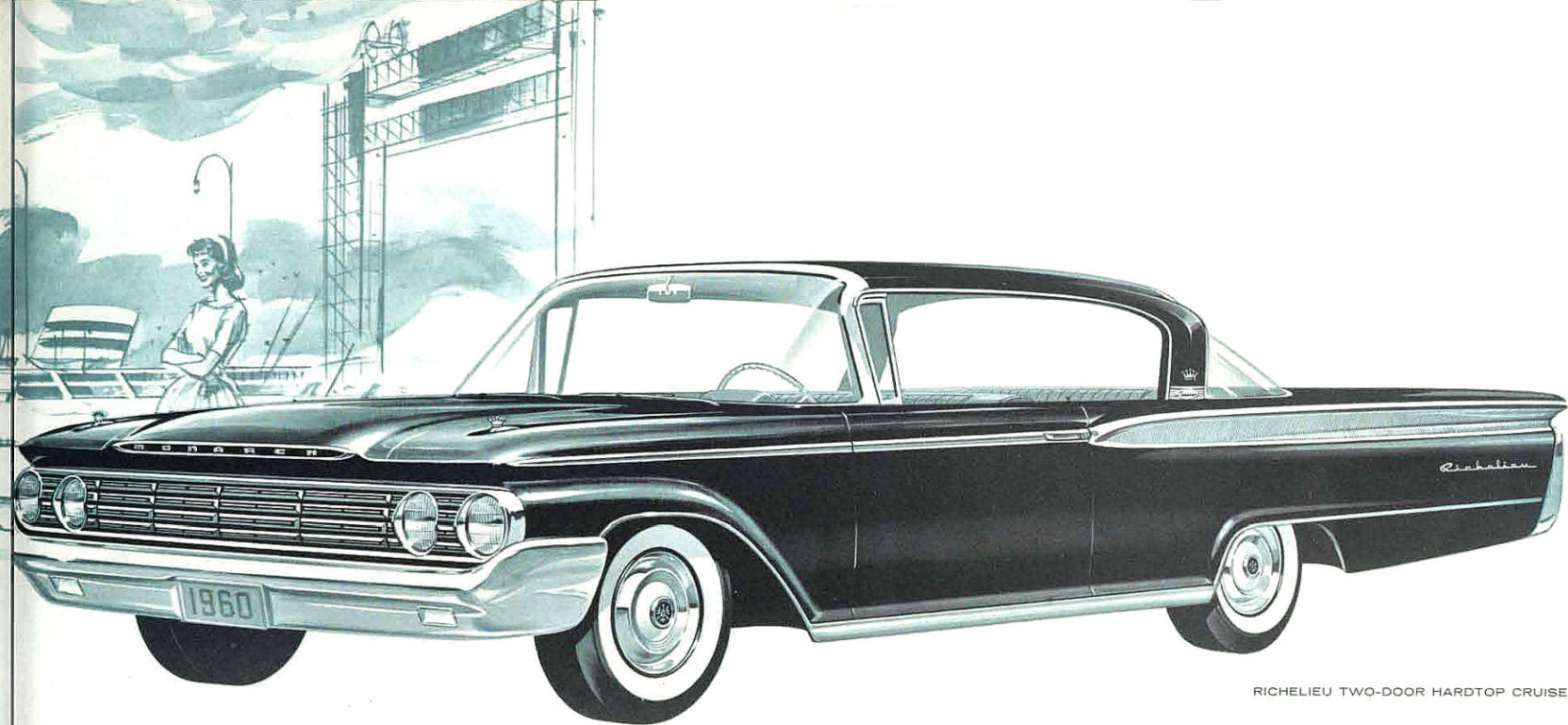
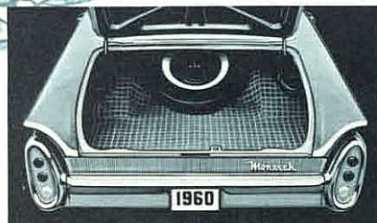


RICHELIEU FOUR-DOOR HARDTOP CRUISER



RICHELIEU FOUR-DOOR SEDAN

Beneath the broad rear deck there's space to store a mountain of family luggage. See how the spare tire is mounted to give you plenty of space in the right place—you get almost six feet of usable width at rear, where loading is easiest.



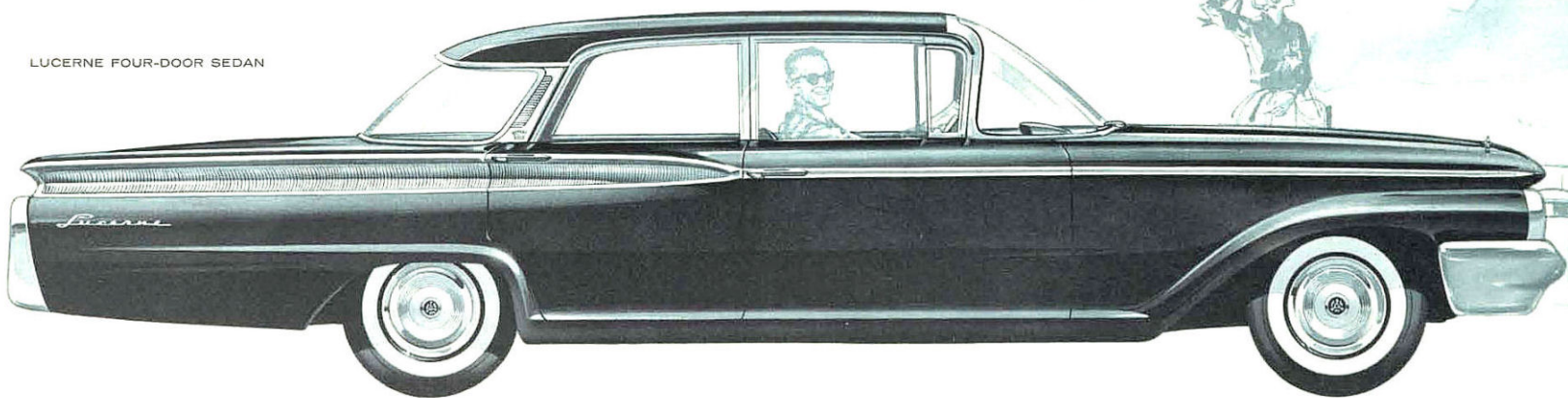
RICHELIEU TWO-DOOR HARDTOP CRUISER

**THE RICHELIEU SERIES**—brilliant performance is yours with the eager ability of the quietly competent 310 horsepower overhead valve V-8. A smooth, easy flow of power is delivered through the extremely efficient Monarch automatic transmission which is standard equipment in this series. ✪ Monarch's performance ability is matched by agility, for this is the easiest handling Monarch ever built. On curve or straightaway, guiding a Monarch beats driving anything else. ✪ Doors that open wide invite you inside—make entry and exit so easy. And because of the wide floor areas and the new low centre tunnel there's stretch out room for all six passengers. Another feature you'll

appreciate is the two-position door check. In close quarters, such as a parking lot, Monarch's doors will hold in a convenient two-thirds open position—other doors will swing shut. ✪ The two distinctive rooflines demonstrate Monarch leadership in fine-car fashion. The sedan features the straight-line roofline with slim centre pillars smartly concealed behind the window frames; the hardtop models show the smooth, sweeping contour of the Cruiser roofline. ✪ Wherever you go in your Monarch admiring glances are sure to follow—the handsome, broad-shouldered good looks of this car have a timeless elegance. Your Monarch complements your good taste and your good judgment.

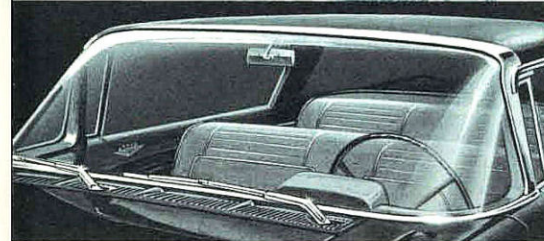


LUCERNE FOUR-DOOR SEDAN

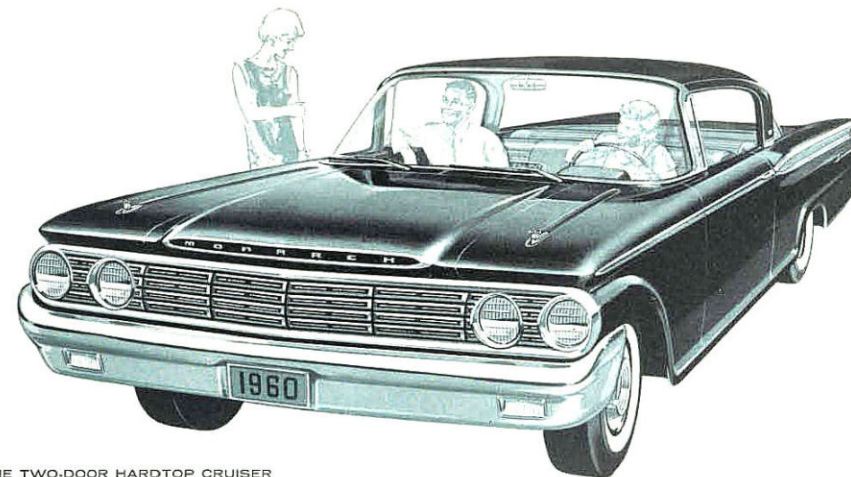


**THE LUCERNE SERIES** is your invitation to fine-car ownership at its thriftest. You get so much car, so much value for your investment. The satisfactions of Lucerne ownership start with the performance capabilities of the quiet-running 280 horsepower V-8. This highly efficient engine delivers lots of go—yet operates on regular gasoline to save you money every mile you drive. With it you have the choice of the smooth, silent standard transmission, the famed Monarch 3-speed automatic transmission or the Multi-Range automatic. Inside a Monarch Lucerne, quality is evident everywhere—in the luxurious nylon faced fabrics, in the elegant appointments, in the cloud-soft foam rubber

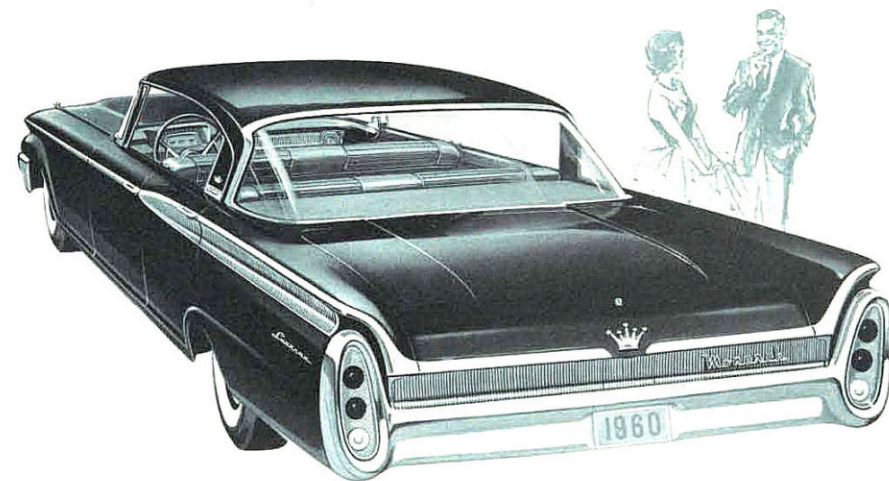
upholstery, in the deep piled wall-to-wall carpeting. These famous safety features are standard equipment in every Monarch: the massive bowed-out frame that surrounds you with solid steel for extra safety; deep-dish steering wheel; safety door locks; safety glass in every window. As options, you may specify padded sun visors, padded instrument panel and safety seat belts. In the Lucerne, as in all Monarchs, the visibility is remarkable—you are surrounded with a horizon-wide expanse of glass. The big, wide, safety glass windshield features wipers that operate in parallel. Their overlapping pattern eliminates the centre blind spot—rain or shine, the vision is fine in a Monarch.



LUCERNE TWO-DOOR HARDTOP CRUISER

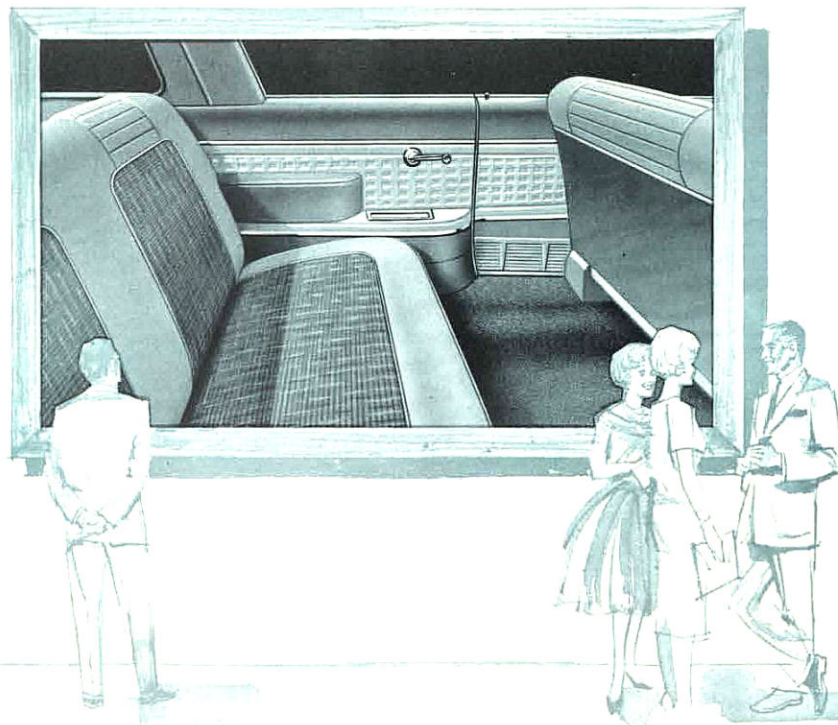


LUCERNE FOUR-DOOR HARDTOP CRUISER

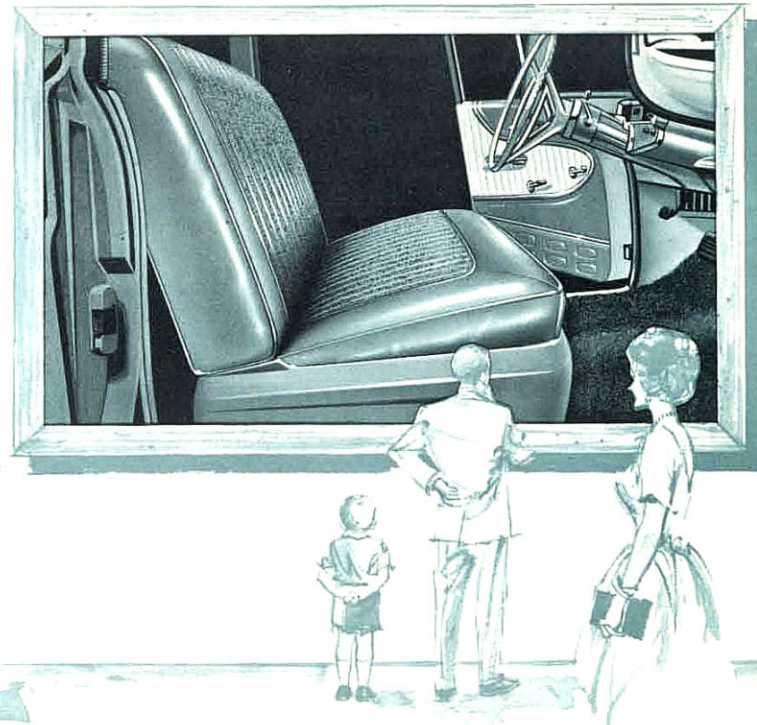




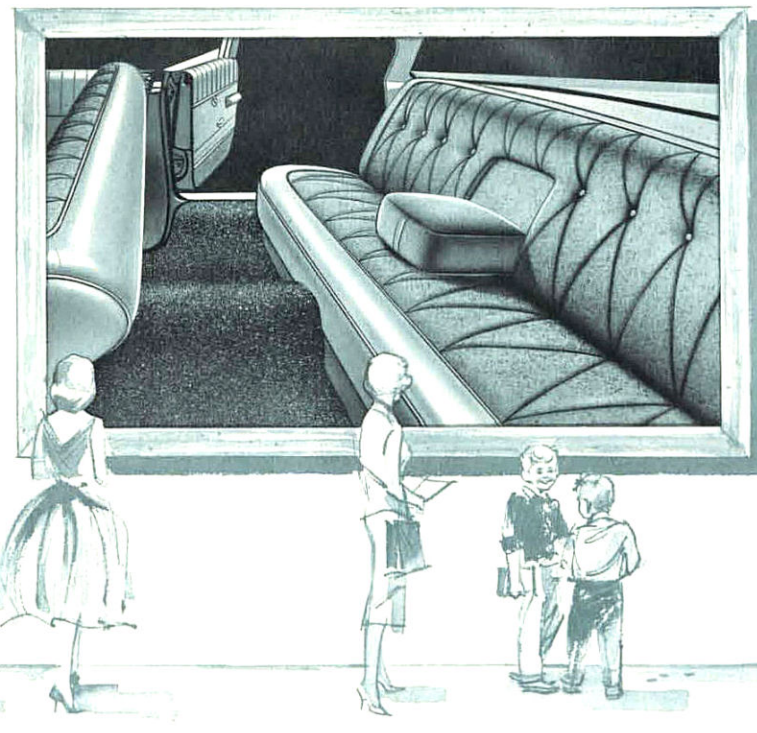
ELEGANT, SPACIOUS AND BEAUTIFULLY APPOINTED FOR YOUR DRIVING COMFORT AND PLEASURE



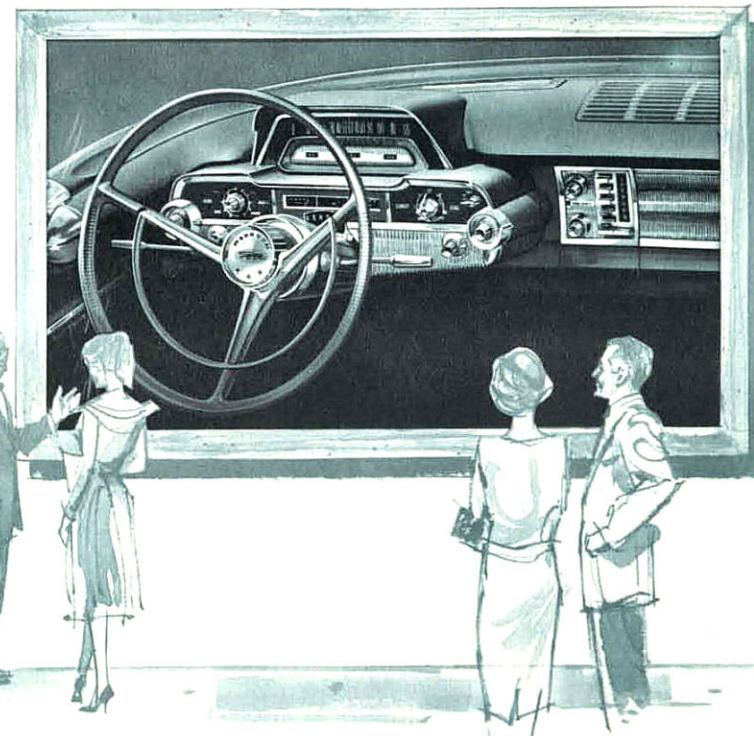
**LUCERNE INTERIORS** offer you the kind of luxury you'd expect to find only in cars costing far more. Rich, nylon-faced fabrics in handsome tweedy patterns are complemented with supple iridescent vinyls. Note the crisp, clean-lined treatment that distinguishes the interior trim. The tufted wall-to-wall loop-pile carpeting underfoot adds a final touch of luxury.



**RICHELIEU INTERIORS** are in keeping with the handsome outward appearance of the car. The glove-soft vinyls and rich Avalon cloth are tailored in a range of designer-inspired colour schemes. Foam cushioned front and rear seats, the deep-pile carpeting and Morocco-grained vinyl padding on the padded instrument panel are added high-fashion notes.

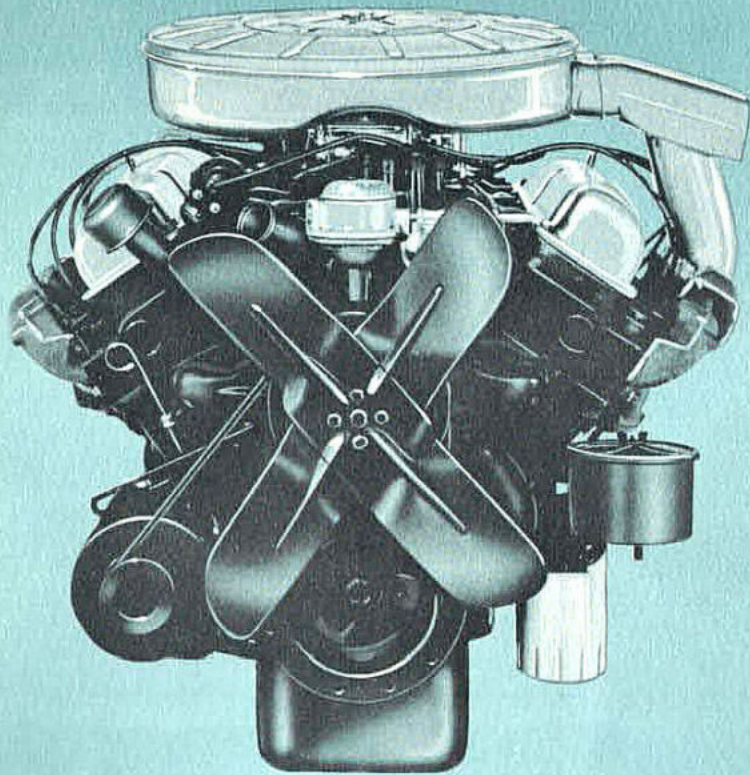


**SCEPTRE INTERIORS** show the ultimate in distinctive elegance. The wall-to-wall carpeting is thick and deep, the upholstery is beautifully fitted 100% nylon-faced Jamaica cloth and crush-grain vinyl, the foam rubber cushioning offers you the lap of luxury. Every detail of the Sceptre interiors reflects careful craftsmanship and good taste in contemporary style.



**MONARCH INSTRUMENT PANELS** blend function and styling. Instruments are designed for instant readability—controls for ease of operation. An important feature is the famous safety steering wheel. You will feel relaxed and confident behind this wheel because you know that everything has been thoughtfully planned from the driver's point of view.





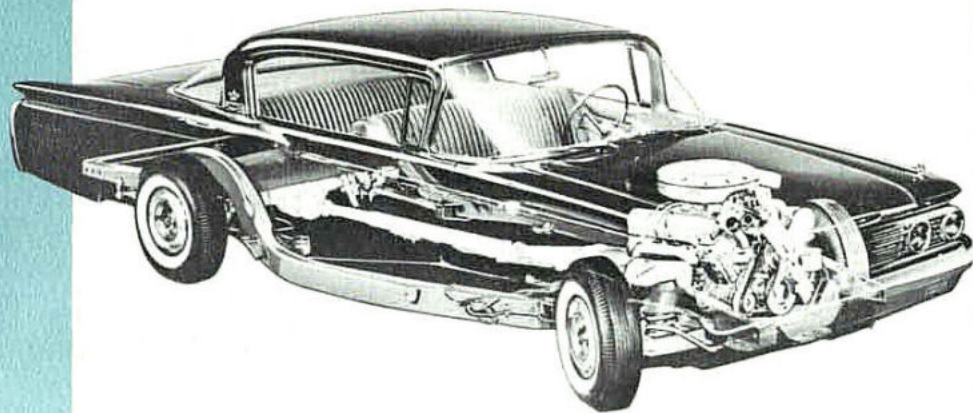
## MONARCH V-8 ENGINES

*These are the newest and most advanced V-8's offered by any Canadian manufacturer. They are short-stroke, low-friction engines with large cylinder bores and short piston strokes. Every 1960 Monarch V-8 is electronically balanced for smoothness of operation to assure you the quietest, best-running engine you've ever enjoyed.*

### 1960 MONARCH POWER/DRIVE COMBINATIONS

| Series    | Displ.      | Hp. | Comp. Ratio | Fuel  | Transmission   |
|-----------|-------------|-----|-------------|-------|--|
| Lucerne   | 383 cu. in. | 280 | 8.5 to 1    | Reg.  | 3-speed manual<br>Monarch automatic*<br>Multi-Range automatic* |
| Richelieu | 430 cu. in. | 310 | 10.0 to 1   | Prem. | Monarch automatic<br>Multi-Range automatic*                    |
| Sceptre   | 430 cu. in. | 310 | 10.0 to 1   | Prem. | Multi-Range automatic  |

\*Optional at extra cost.

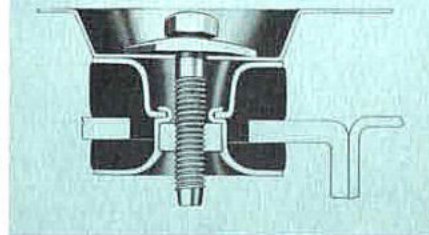
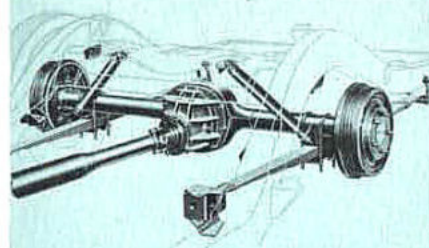


## SMOOTHEST RIDE FOR YOUR FINE-CAR DOLLAR

*Here you see some of the components that contribute to Monarch's superlative "Comfort Zone" ride.*

*You ride inside a massive bowed-out frame that surrounds you with solid steel for extra safety . . . you are cradled between the 126 inches of wheelbase . . . the ball-joint front suspension is swept-back so that wheels are pulled over bumps rather than pushed into them . . . the sea-leg mounted rear shock absorbers and the variable-rate rear springs are carefully matched to provide a smooth, steady ride with any load, on any road . . . the new Butyl body mounts absorb energy better than rubber and because they're located for maximum dampening action, they help eliminate noise, vibration and harshness.*

*The 1960 Monarch offers the greatest combination of bump-smothering features ever—gives the smoothest ride for your fine-car dollar.*





## 1960 MONARCH POWER ASSISTS\*†

**POWER STEERING†** does up to 75% of the steering for you yet retains that important "feel of the road". And parking is so easy.

**POWER BRAKES†** give you safe stops with up to 1/3 less effort. They make driving in traffic so much easier and less tiring.

**4-WAY POWER SEAT** moves up, down, forward or back. A touch of the button automatically adjusts the seat to your best and most comfortable driving position.

**POWER WINDOW LIFTS** make it easy to raise or lower windows without taking your eyes off the road. Each window has its own separate control. The driver's master control panel features a separate locking button which locks all windows in position.

## OPTIONAL EQUIPMENT AND ACCESSORIES\*

ARCTIC WIPER BLADES  
COLOURWALL WHEEL TRIM RINGS  
COURTESY LIGHT GROUP\*‡  
CURB SIGNALS  
ENGINE BLOCK HEATER  
EXHAUST DEFLECTORS  
FENDER SHIELDS  
FLOOR-SAVER MATS  
HEAVY-DUTY SUSPENSION†  
LICENCE TRIM FRAMES  
LOCKING GAS CAP  
LUGGAGE RACKS  
NON-GLARE INSIDE REAR-VIEW MIRROR×  
OUTSIDE REAR-VIEW MIRRORS  
PADDED INSTRUMENT PANEL\*‡  
RADIO, ANTENNA AND REAR-SEAT SPEAKER  
REAR DOOR SAFETY LOCKS  
ROCKER PANEL TRIM  
SAFETY SEAT BELTS  
SELF-REGULATING ELECTRIC CLOCK\*‡  
SPARE WHEEL CARRIER  
SPOTLIGHT  
TINTED GLASS†  
TINTED WINDSHIELD†  
TISSUE DISPENSER  
UNDERCOATING†  
VANITY MIRROR  
WINDSHIELD WASHER×

\*Extra cost equipment †Standard on Sceptre models

×Standard on Richelieu and Sceptre models

‡Factory installed

Ask your Monarch Dealer for an illustrated catalogue.

## 1960 MONARCH SPECIFICATIONS

### STANDARD EQUIPMENT ON ALL 1960 MONARCHS

- Self-Adjusting Brakes • Directional Signals • Back-Up Lights • Safety Steering Wheel
- Padded Garnish Mouldings • 3-Speed Electric Wipers • Safety Glass in Every Window
- Foam Front-Seat Cushion • Disposable Carburetor Air Cleaner • Disposable Fuel Filter
- Full-Flow Oil Filter • 8.00 x 14 or 8.50 x 14 Tyrex Cord Tires • Dual Fender Ornaments
- Aluminized Muffler • Teflon Bearings in Ball-joint Front Suspension • Super-enamel

### MAJOR SPECIFICATIONS (4-Door Hardtop Models)

| Over-all Dimensions                           | Passenger Space               |
|---|-------------------------------|
| Wheelbase.....126.0"                          | Front head room*.....38.5"    |
| Wheel tread, front and rear.....60.0"         | Rear head room*.....37.1"     |
| Over-all length.....219.2"                    | Front leg room*.....46.2"     |
| Over-all width.....81.5"                      | Rear leg room*.....43.0"      |
| Over-all height (design load).....55.8"/56.1" | Front hip room.....62.5"      |
|   | Rear hip room.....62.8"       |
|   | Front shoulder room.....60.5" |
|   | Rear shoulder room.....60.8"  |
|   | *Effective Dimension          |

### Trunk Compartment

Capacity with spare tire.....31.5 cu. ft.  
Capacity without spare tire.....34.5 cu. ft.

### BODY FEATURES

**Rigidized body construction**—with double-panel hood, deck lid and doors. Compound windshield. Safety-Sweep windshield wipers. Cross-flow ventilation. Safety steering wheel. **Exterior finish**—baked Super-Enamel in 15 colors; 36 two-tones. **Interiors**—exclusive designs for each series. Fabrics with 100% nylon face.

### POWER TRAIN

Overhead valve V-8 engines in two sizes, 12-volt electrical system. Combination vacuum-centrifugal spark control. Full-pressure lubrication. Gas-saving 2-bbl. carburetors. Self-cleaning 18mm spark plugs. Both the 383- and 430-cu in. engines have in-block combustion chambers; 3-stage cooling; water-jacketed intake manifold; hydraulic valve lifters; step-top pistons. **Monarch Automatic**: Combination of fluid torque converter and 3-speed planetary gear set. 5-position selector lever. **Multi-Range Automatic**: 6-position selector lever and dual drive ranges. **Standard transmission**: Selective gear type with 3 forward speeds, **High-economy rear axles** with 2.71 to 1 or 2.91 to 1 ratios with either 383- or 430-cu in. engines.

### CHASSIS FEATURES

**Ladder-type frame**—with bowed box-girder side-rails. **Front suspension**: Swept-back ball-joint design with anti-dive. Helical-coil springs. Full-cushion shock absorbers. Link-type front torsion-bar stabilizer. **Steering**: Ball and rack-type with 54 recirculating balls. Over-all steering ratios—31.1 to 1 for manual steering; 20.5 to 1 with power steering. **Rear Suspension**: Splay-mounted leaf-type rear springs—60" long, 6-leaf springs. Compression-type rear spring shackles. Hotchkiss drive. **Self-adjusting Brakes**: 11-inch brake drum with full-circle ribs for extra cooling. Brake width 3" (f), 2 1/2" (r). Total lining area—233.1 sq. in.

*The specifications contained herein were in effect at the time this catalogue was approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Certain of the features illustrated in this catalogue are "Standard" on some models, "Optional" at extra cost on others. For the price of the 1960 Monarch with the equipment you desire, see your Ford-Edsel-Monarch dealer.*

FORD MOTOR COMPANY OF CANADA, LIMITED





*monarch*



MARK OF DISTINCTION ON THE CANADIAN ROAD