



MONARCH
1961

The car i



1961 Monarch is new and different where differences count. New looks that are sleek, clean and crisp. New, more compact size outside—without sacrificing any of Monarch's traditional roominess inside. New anti-corrosion treated body. New Comfort-Zone ride. New easy-care features. New standards of V-8 performance. New quietness with more insulation, in more places.

class by itself the new kind of **MONARCH**

Here's what Monarch designers, stylists and engineers have done to bring you a new kind of car for 1961.

Today, there is a trend to more compact dimensions, and Monarch reflects this trend—beautifully. Inside, Monarch retains its famous stretch-out roominess and comfort with increased head room, hip room, shoulder room and leg room. Door openings, front and rear, are wider to make entry and exit even easier than last year.

You get all these great easy-care features! New pre-lubricated chassis that normally lets you go up to 30,000 miles without chassis lubrication. New Full-Flow oil filter lets you travel up to 4,000 miles before you change oil. Big, self-adjusting brakes eliminate periodic brake adjustment. Hydraulic valve lifters for quieter valve operation. New anti-corrosion treated body helps prevent rust; keeps your 1961 Monarch looking new far longer.

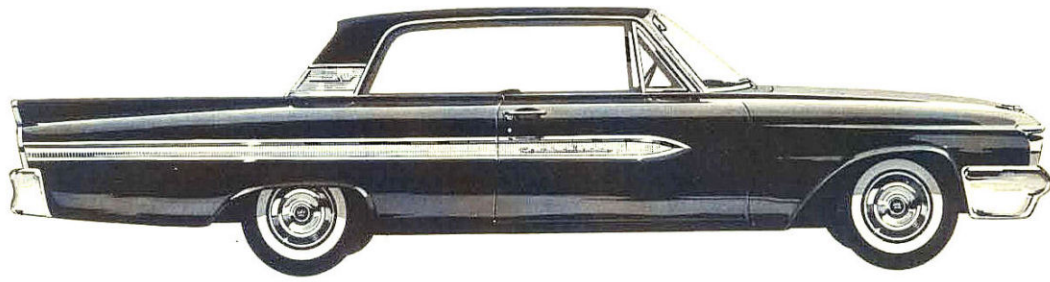
This year, Monarch's easy-handling and easy-riding characteristics are even better. New ball-action steering substantially reduces steering effort. Wide-tread wheels and Cushion-Link front suspension give a balanced easy-going ride with any load on any road.

And wherever you go in your Monarch, you'll travel relaxed in a new realm of silence, shielded against road sounds by generous amounts of extra-thick insulation.

Monarch for 1961—in a class by itself for looks, performance, easy-care, comfort and convenience.



Mark of Distinction on the Canadian Road 

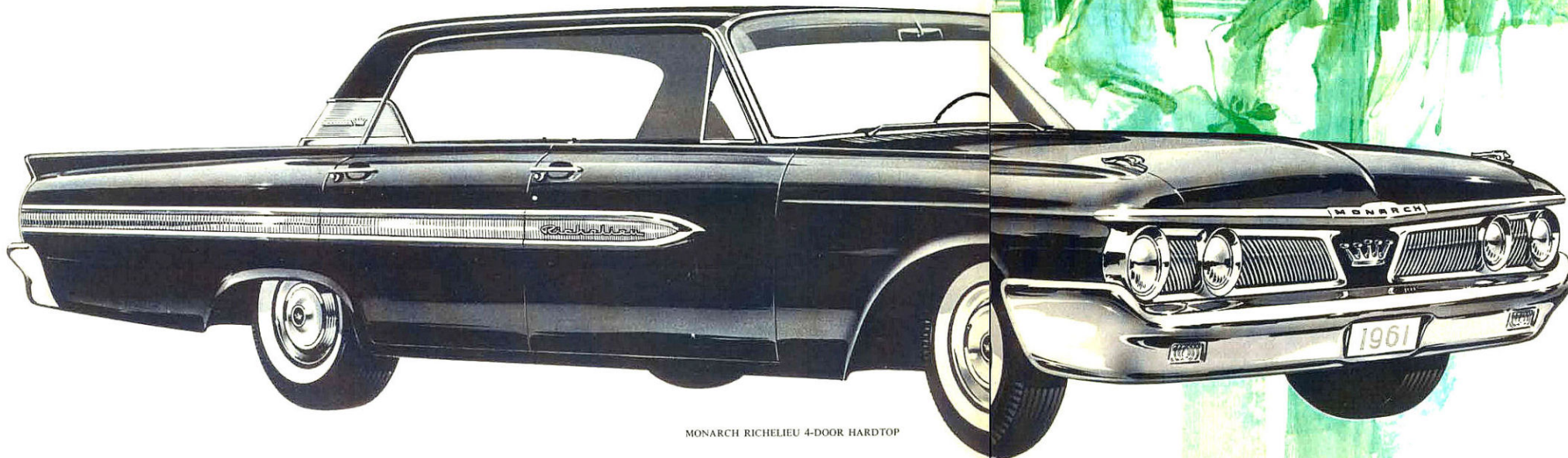


MONARCH RICHELIEU 2-DOOR HARDTOP



MONARCH RICHELIEU 4-DOOR SEDAN

The new kind of MONARCH—the car in a class by itself.



MONARCH RICHELIEU 4-DOOR HARDTOP

In a class by itself for style. Monarch's distinctive new look is sleek, clean and crisp. And that elegant roofline has a practical aspect; gives you extra head room in the rear seat. Slanted windshield posts eliminate the "dog-leg". Door openings are 8" wider at front and 3" wider at rear to make entry and exit easier.

In a class by itself for ride. Yes, Monarch's famous Comfort-Zone Ride is even better. New Cushion-Link front suspension gentles the ride. Butyl body mounts between body and frame eliminate noise and vibration. Front wheels are 61" apart for extra stability—this, combined with Monarch's unusually low centre of gravity and balanced weight distribution, gives you a smooth, road-hugging ride with secure, steady control on highway or byway.

In a class by itself for quiet, smooth performance. For '61 Monarch has more sound-deadening insulation, in more places, to hush road sounds. Two new Monarch V-8 engines are electronically balanced for extra smoothness and silence. The 220 horsepower V-8 is standard, the 300 horsepower is a spirited option. Automatic transmission is standard equipment.

As always, you get all of Ford of Canada's famous safety features! Safety glass in every window. Safety door locks. Safety steering wheel. Padded instrument panel. All-new bodies and a massive bowed-out safety frame for greater strength—more solid comfort.

In a class by itself for value. 1961 Monarch offers much more for your money—more car, more quality, more value, more of the things you want in a fine car.



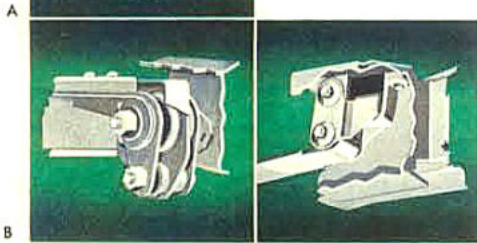
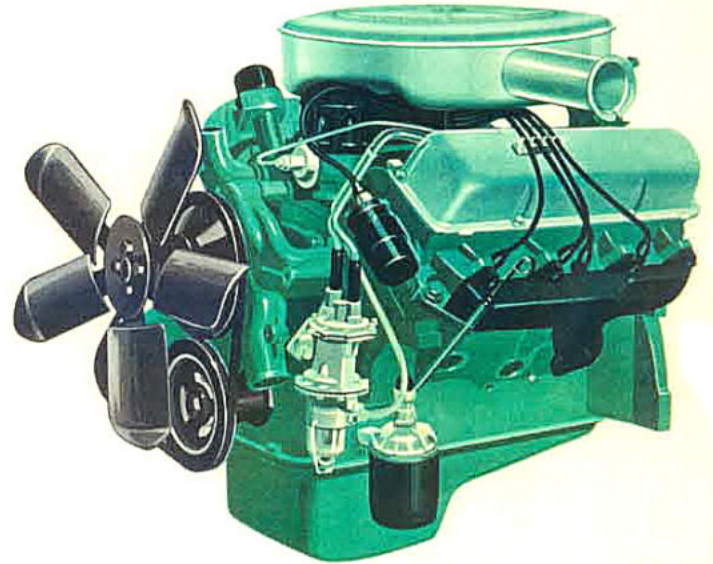
SPACIOUS, BEAUTIFULLY APPOINTED INTERIORS
 You'd expect to find this kind of luxury only in cars costing far more money. It's yours in every Monarch. The wall-to-wall carpeting is thick and deep, the upholstery is beautifully tailored in a combination of glove-soft metallic vinyl and 100% nylon-faced fabric in handsome patterns. Front and rear seats are foam cushioned to offer you the comfort of a favourite chair. There's plenty of room for shoulders and hips . . . legs and feet . . . and heads. Try the 1961 Monarch for size . . . you'll find it's your kind of car with your kind of comfort.

NEW ADVANCED-DESIGN MONARCH V-8 ENGINES

Every 1961 Monarch V-8 is electronically and dynamically balanced for smoothness of operation. 352 CUBIC INCH V-8 is standard. You get high power plus thrift—it delivers 220 h.p. (at 4,400 rpm) on *regular* gas. Advanced features: 2-barrel carburetion and intake manifold; high-lift camshaft matched with low-compression-height pistons. *Torque: 336 lbs. ft. at 2,400 rpm.*
 390 CUBIC INCH V-8*. This big V-8 is a great performer—built by the world's largest maker of V-8 engines. Features: 4-barrel carburetion; Precision Fuel Induction; hydraulic valve lifters; Anti-fume crankcase ventilation. 300 h.p. at 4,600 rpm. *Torque: 427 lbs. ft. at 2,800 rpm.*

TWO GREAT AUTOMATIC TRANSMISSIONS

MONARCH AUTOMATIC is standard equipment! Combination of fluid torque converter and 2-speed planetary gear set. Kick-down to low gear for passing at any speed below 55 mph. Effective engine braking in "low" position. 5-position selector lever.
MULTI-RANGE AUTOMATIC*. Two "Drive" positions: (1) Normal drive range, starting in low, gives high performance and economy. (2) A second drive range, starting in intermediate gear, provides easier, smoother starts on ice or snow. 6-position selector lever. **Extra cost equipment.*



1961 MONARCH'S NEW, IMPROVED COMFORT-ZONE RIDE WITH CUSHION-LINK SUSPENSION

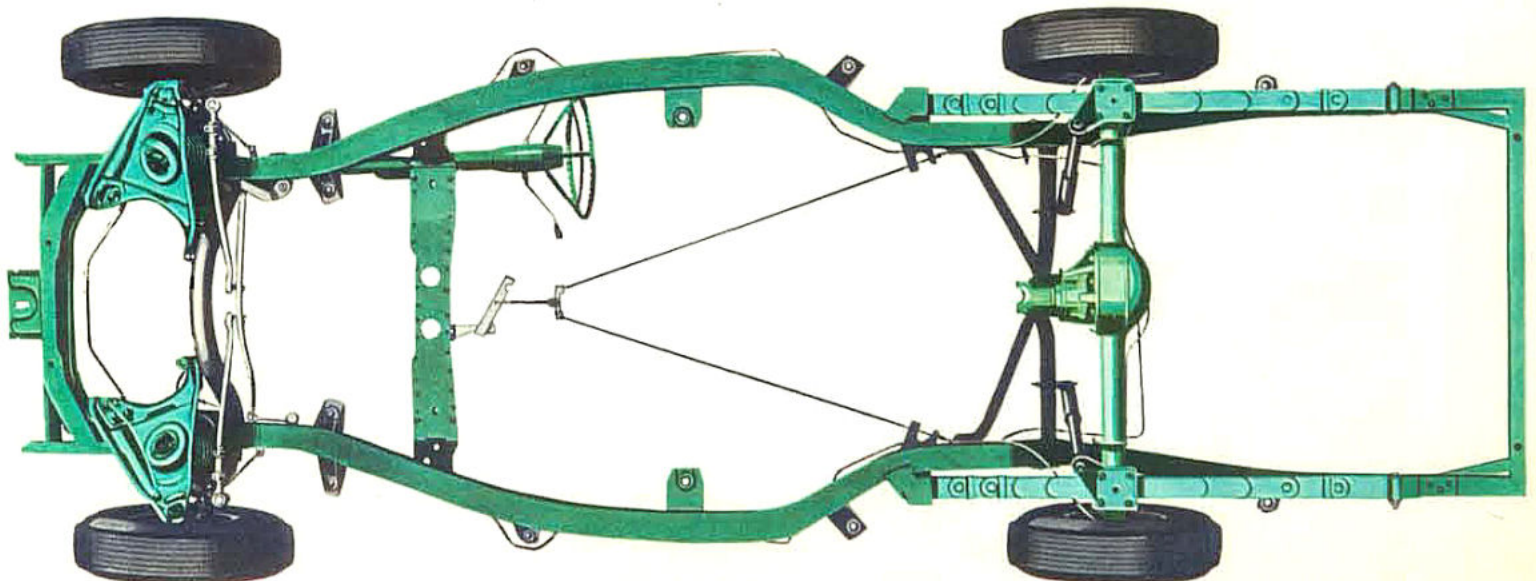
Some of the important components that contribute to Monarch's Comfort-Zone Ride as shown here.

A—The ball-joints, top left, are an important part of the swept-back front suspension that allows wheels to "step-over" bumps rather than into them. This front suspension gives you better control on curves too!

B & C—Illustrations at left show the strategically placed Cushion-Links at front and rear that allow each wheel to "give" rearward slightly on impact

—to smother bumps and road shock so they pass virtually unnoticed by passengers.

Below, you see Monarch's massive bowed-out frame that surrounds you with solid steel for extra safety . . . the sea-leg mounted rear shock absorbers and 60" long rear springs . . . the wider-tread front wheels. These features, plus the torsion stabilizer bar, recirculating ball-type steering and soft-tread tires make Monarch a pleasure to drive . . . give you sure-footed stability and positive ride control on both highway and byway.



1961 MONARCH POWER ASSISTS* †

POWER STEERING DOES UP TO 75% of the steering for you, yet retains that important "feel of the road". Makes parking 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 CURB SIGNALS TINTED WINDSHIELD†

FENDER SHIELDS FLOOR-SAVER MATS LICENCE TRIM FRAMES

HEAVY-DUTY SUSPENSION† LOCKING GAS CAP UNDERCOATING

NON-GLARE INSIDE REAR-VIEW MIRROR ENGINE BLOCK HEATER

RADIO, ANTENNA AND REAR-SEAT SPEAKER SAFETY SEAT BELTS

REMOTE CONTROL OUTSIDE MIRROR REAR DOOR SAFETY LOCKS

SPOTLIGHT TINTED GLASS† POWER-TRANSFER REAR AXLE

TISSUE DISPENSER WINDSHIELD WASHER VANITY MIRROR

*Extra cost equipment †Factory installed

Specifications for nineteen sixty-one

MONARCH

BODY FEATURES—high-strength rigidized construction: welded steel with full-width floor panel cross-braces. Full length roof panel with wide centre reinforcement bow. Double-panel rear-hinged hood. Double-panel rear deck lid. Double-panel doors with interior-reinforcements. Safety plate glass compound-curved windshield. Vacuum powered windshield wipers with variable speed control. Cowl-level fresh air intake. 3-spoke safety steering wheel. Exterior finish: Baked Super-Enamel in a wide choice of solid colours and two-tone combinations. Interiors: Sedan and Hardtops: Shadow Weave fabric and vinyl combinations. Floor covering: twisted loop carpet, 100% bright-finish rayon yarn, all models.

ENGINE FEATURES—18mm spark plugs; deep block wedge-shaped combustion chambers; pressurized hydraulic valve lifters; flat top pistons on 352; slipper type pistons on 390.

ENGINE CAPACITIES—oil, 5 quarts with filter change; fuel, 16½ gallons; coolant, 16 quarts (16½ quarts with heater).

AXLE RATIOS—rear axles: 2.91 to 1 or 3.10 to 1 with both Monarch Automatic and Multi-Range Automatic transmissions.

CHASSIS—Full-length ladder type frame with bowed box-girder side-rails.

SUSPENSION—Front suspension: swept-back ball-joint design. Helical coil springs. 3-phase hydraulic shock absorbers. Link-type front torsion bar stabilizer. Cushion-Links with 3 rubber cushions and shackle-type link. Rear suspension: Semi-elliptic leaf-type rear springs—60" long and 2½" wide. All models have 5-leaf springs. Diagonally mounted hydraulic shock absorbers.

STEERING—Symmetrical linkage-type with recirculating ball-and-nut type steering gear. Over-all steering ratios—30 to 1 manual; 23 to 1 with power steering.

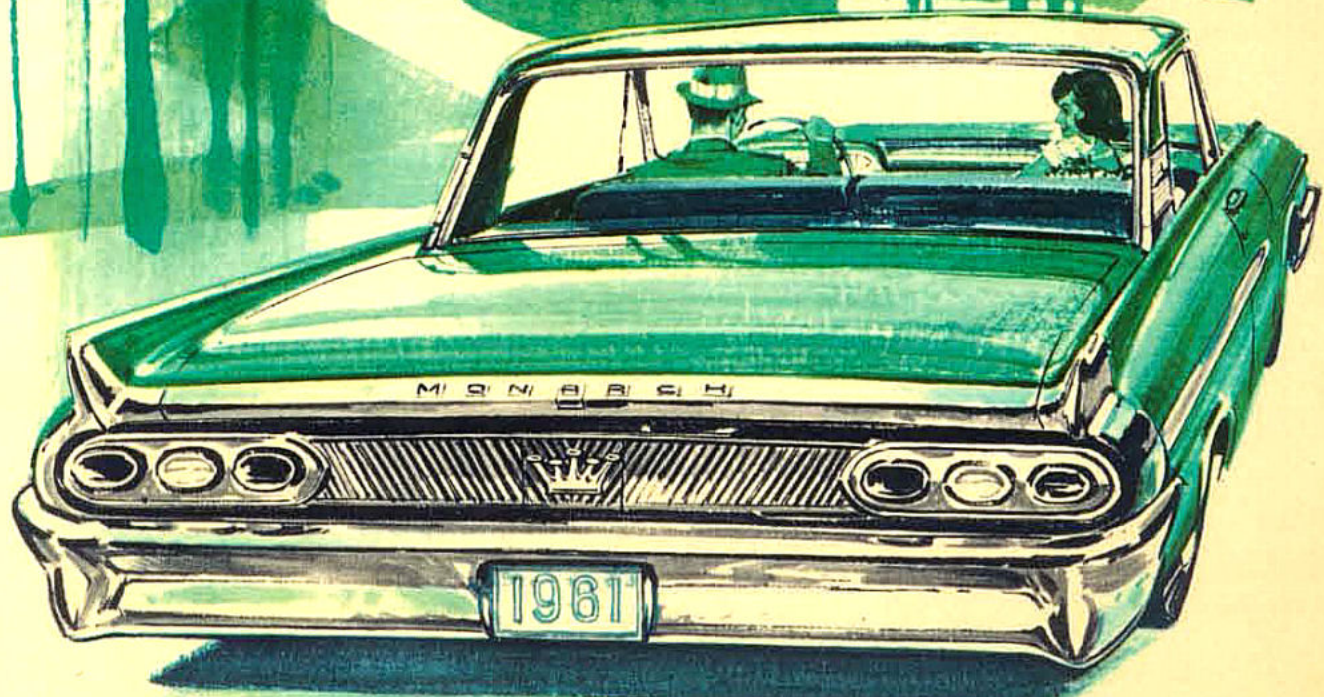
BRAKES—Self-adjusting brakes: self-energizing, hydraulic. 11-inch brake drums, labyrinth double-sealed, with integral cooling ribs. Brake width: 2½" (front and rear). Total brake lining area: 212.5 sq. in.

TIRES—Tyrex cord tubeless—sizes: 7.50 x 14, 8.00 x 14.

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 designs, without notice and without incurring obligation. Some items illustrated or referred to are standard on some models, optional at extra cost on others.



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