

John W. Healey

Triumph



Cars

Manufactured by The Standard Motor Co., Ltd., Canley, Coventry

TWO NEW TRIUMPH CARS

*T*HESE are the first post-war models of the famous Triumph cars to be released to the public. They are of two types — the “1800” Town and Country Saloon, and the “1800” Roadster. Both are entirely new, and offer qualities, in regard to design, performance and appearance, which will ensure their welcome, not only by Triumph enthusiasts, but by all discriminating motorists . . .

The “1800” Saloon — The “1800” Coupé



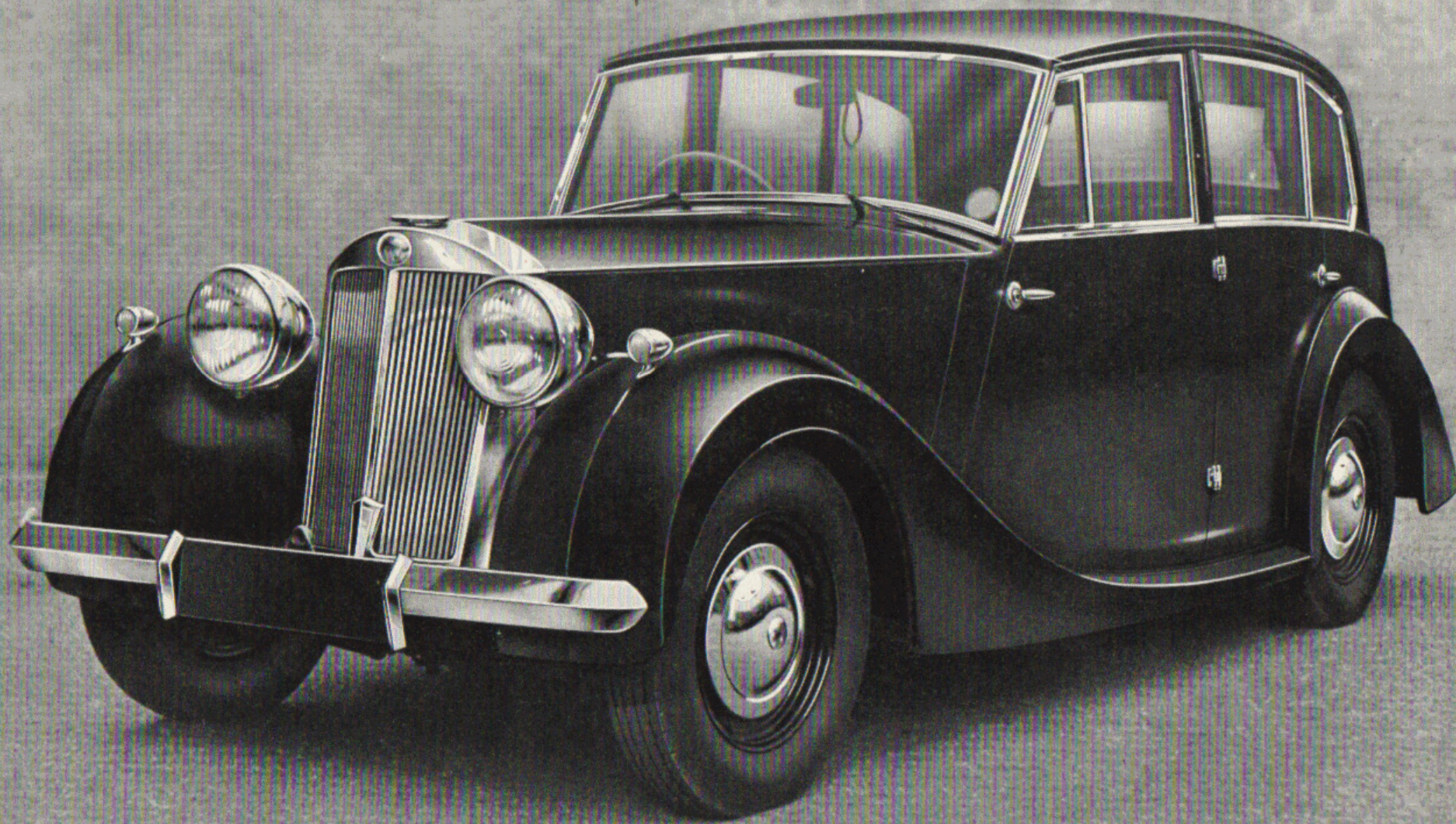
THE TRIUMPH "1800" TOWN AND COUNTRY SALOON

*T*HE Triumph "1800" Town and Country Saloon is a car of outstanding luxury and refinement and has been cleverly designed to fill a dual purpose. Its gratifying performance on the open road immediately places it in the fast touring class; yet it has everything to make it ideal as a town car.

The knife-edge coachwork body style, so long associated with the coach-makers' hand-made craft . . . the skilfully-blended wing design . . . the "landscape" visibility (made possible by the narrow chrome windscreen and window pillars) . . . the handsome disc wheels and large chrome nave plates — complete an effective and well-balanced design. A car which is pleasing to the eye, and a positive delight to drive!

The New Triumph "1800" Town & Country Saloon





The New Triumph "1800" Town & Country Saloon



Specification (1800 SALOON)

ENGINE

Four Cylinders, 73 mm bore x 106 mm stroke, capacity 1776 c.c. Overhead valves, push rod operated from harmonic cams. High efficiency combustion chambers, compression ratio 7.5. Three bearing crankshaft, with integral balance weights. Precision bearings. Aluminium alloy pistons. Thermostatically controlled pump cooling system, with 12" dia. four blade fan, vee belt drive. Chromium iron cylinder block, bores specially treated to resist wear. Hot spot induction pipe. Solex downdraught economy carburettor, combined air cleaner and silencer. Pressure lubrication by submerged gear pump, full flow oil filter. Coil ignition, automatic advance with micrometer adjustment. Ventilated dynamo. "Buoyant Power" flexible mounting for engine and gearbox unit, flexibly mounted exhaust system.

TRANSMISSION

Borg and Beck single dry plate clutch. Four speed synchromesh gearbox, remote control gear change on steering column, with positive stop for reverse. Silent double helical gears. Gearbox oil filler and dipstick. Hardy Spicer all metal propeller shaft, universal joints having grease nipple lubrication for the needle roller bearings.

GEAR RATIOS

Top	4.86
Third	7.06
Second	11.80
First and Reverse	19.18

AXLES

Semi-floating rear axle with one-piece steel casing. Spiral bevel final drive. Four bevel pinion differential. "Independent" front axles, linked by wish bone shackles at top and laminated spring at bottom, with robust shackle pins.

BRAKES

Girling "Hydrastatic" brakes, hydraulic operation by foot to four wheels. Automatic brake adjustment. Hand brake of "pull" type, mechanical operation to rear wheels. Alloy cast iron brake drums 1½" x 10" dia. front and rear.

FRAME

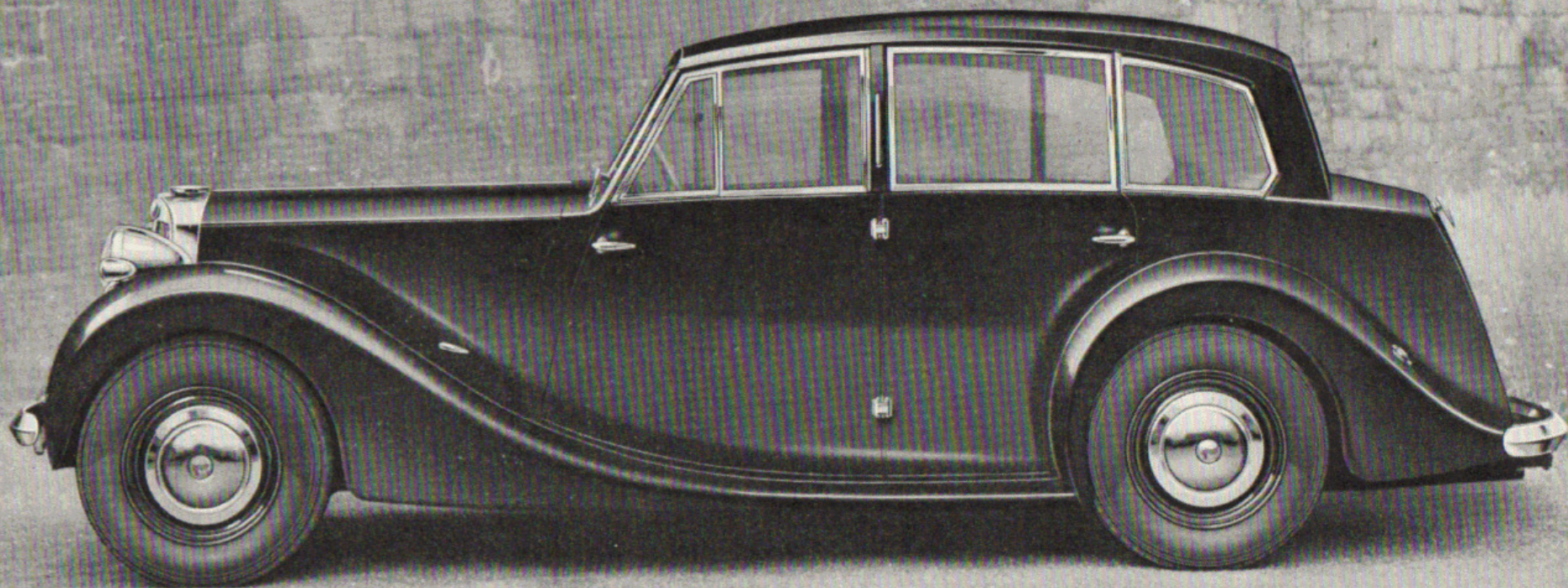
Exceptionally rigid tubular construction, 3½" dia. tubes for side and cross members, deep box sections welded to side members.

SUSPENSION

Independent suspension for front wheels, using a single transverse multiblade laminated spring of low periodicity. Two semi-elliptic springs of similar type are used for the rear suspension. Luvax Girling piston type hydraulic dampers, having pressure recuperation. Anti-roll bar at rear.

The New Triumph "1800" Town & Country Saloon





The New Triumph "1800" Town & Country Saloon



Specification (1800 SALOON)—continued

STEERING

"Marles" cam and twin roller. Two spoke sprung steering wheel, 17½" diameter.

ELECTRICAL EQUIPMENT

12 volt. 63 amp. hr. battery. Two headlamps with hand operated dip and switch anti-dazzle device, two side lamps. Enclosed rear number plate, illuminated by two rear lamps. Automatic reversing and stop lights. Wind-tone horns located under the bonnet.

BODY

Four door, six light, light alloy panelled 5-6 seater body, knife edge style. All windows fitted with Triplex toughened glass. Hinged and adjustable no-draught ventilators on front doors.

UPHOLSTERY

Fine quality deep sprung furniture hide.

SEATING

Front and rear seats of the bench type, each having centre folding arm rests, front seat adjustable for reach. Fixed side arm rests at rear, adjustable arm rests attached to front doors. No footwells.

EQUIPMENT

Instrument panel . . .

Gauges — Fuel. Oil pressure and water temperature. Speedometer with trip. Electric clock. Concealed lighting to above instruments. Ignition warning light.

Starter button. Easy start control. Main lighting switch and ignition key. Twin windscreen wipers, independent control, motor in scuttle.

Items . . .

Two glove lockers. Sunvisors, interior mirror. Ash trays, roof light with integral switch. Front doors fitted with pull handles, window winders and pockets. Rear doors fitted with window winders and pockets. Pull straps for rear passengers. Parcel shelf behind rear seat. Concealed blind, driver controlled. Sound deadening thick carpets with felt underside. Locks to all doors.

LUGGAGE

Accommodation for suitcases in roomy enclosed locker, locked by door key. Lid opens as firm flat platform, and can be locked in this position. Spare wheel and tools housed in locker lid. Capacity 13 cu. ft. (locker closed). Special-section rubber water seals to locker lid.

COLOUR SCHEMES

COACHWORK	UPHOLSTERY
BLACK	BEIGE
DARK METALLIC GREY	GREY
MAROON	RED

DUE TO WORLD SHORTAGE OF SUPPLIES, HARMONISING QUALITY CLOTH TRIM
MAY BE SUBSTITUTED FOR LEATHER, AT ANY TIME WITHOUT FURTHER NOTICE

The New Triumph "1800" Town & Country Saloon



Performance (1800 SALOON)

PERFORMANCE

Brake Horse Power (Road settings).

1,000 r.p.m.	16 h.p.
2,000 r.p.m.	35 h.p.
3,000 r.p.m.	53 h.p.
4,000 r.p.m.	63 h.p.
4,500 r.p.m.	peak 65 h.p.

Max. Speeds.

Top Gear	80 m.p.h.
Third Gear	50 m.p.h.
Second Gear	30 m.p.h.

CONSUMPTION

Petrol (at 40 m.p.h. average speed)...	...	26 m.p.g.
Oil	2,000 m.p.g.

ACCELERATION

0-50 m.p.h. through gears	16 secs.
10-30 m.p.h. top gear	13 secs.
30-50 m.p.h. top gear	13 secs.
30-60 m.p.h. top gear	21 secs.

BRAKES

From 30 m.p.h.	Stopping distance 30 ft.
From 40 m.p.h.	Stopping distance 60 ft.

DIMENSIONS, ETC.

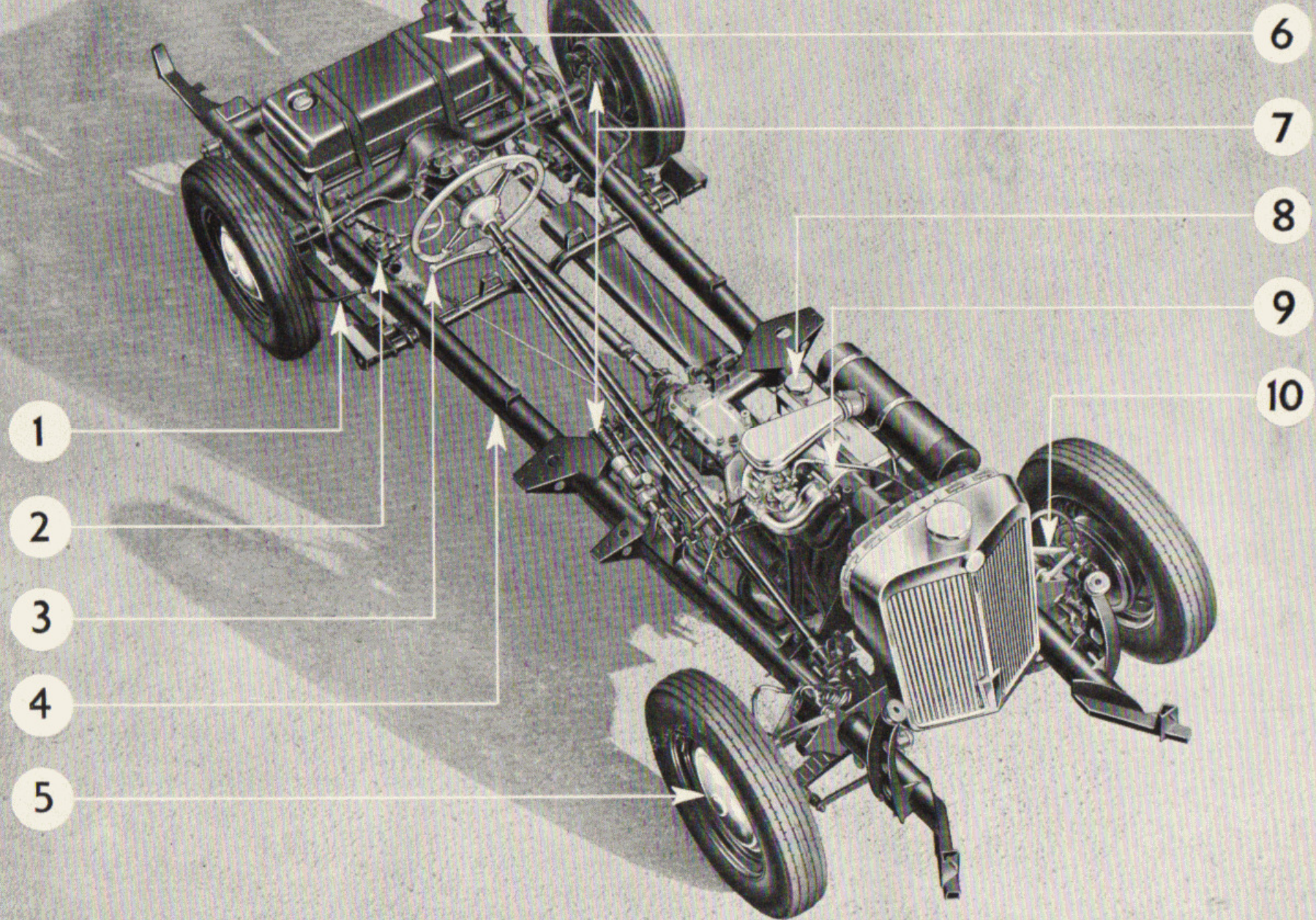
Petrol tank capacity	10 galls.
Tyre size	5.75"—16" disc wheels
Turning circle (between kerbs)	40 ft.
Wheelbase	9' 0"
Track (measured at ground)	Front 4' 1 $\frac{3}{4}$ "	Rear 4' 6 $\frac{3}{4}$ "
Ground clearance	7"
Length (overall)	14' 8"
Width (overall)	5' 3 $\frac{1}{2}$ "
Height (overall unladen)	5' 3 $\frac{1}{2}$ "
Dry weight (shipping weight)	24 cwt.	0 qr.	14 lbs.	
Weight (complete with fuel, oil and water)	25 cwt. 1 qr. 0 lbs.

TOOL KIT

Includes tool roll, portable "Bevelift" jack four corner individual operation, starting handle, "Hydraulic" grease gun, hub cover plate remover, hand tyre pump, wheel brace and tyre levers.

The New Triumph "1800" Town & Country Saloon





Outstanding Chassis features on

Details of chassis features

FOUR CYLINDER O.H.V. 14. H.P. ENGINE
DEVELOPING 65 B.H.P. AT 4,500 R.P.M.

NUMBER NINE

GIRLING 'HYDRASTATIC' BRAKES WITH
AUTOMATIC COMPENSATING ADJUSTMENT

NUMBER SEVEN

CHASSIS FRAME OR LARGE DIAMETER STEEL
TUBE, GIVING EXCEPTIONALLY RIGID
CONSTRUCTION

NUMBER FOUR

LUVAX GIRLING PISTON TYPE HYDRAULIC
DAMPERS HAVING PRESSURE RECUPERATION

NUMBER TWO

REMOTE "FINGER-LIGHT" GEAR CHANGE ON
STEERING COLUMN

NUMBER THREE

INDEPENDENT FRONT WHEEL SUSPENSION

NUMBER TEN

EASY CLEAN WHEELS WITH LARGE DIAMETER
CHROMIUM NAVE PLATES

NUMBER FIVE

EASY ACCESS LARGE DIAMETER OIL FILLER
CAP

NUMBER EIGHT

TEN GALLON PETROL TANK

NUMBER SIX

MULTIBLADE LAMINATED SPRINGS

NUMBER ONE

The New Triumph "1800" Models



\$ 4280.00 F.O.B. Vancouver, B.C.

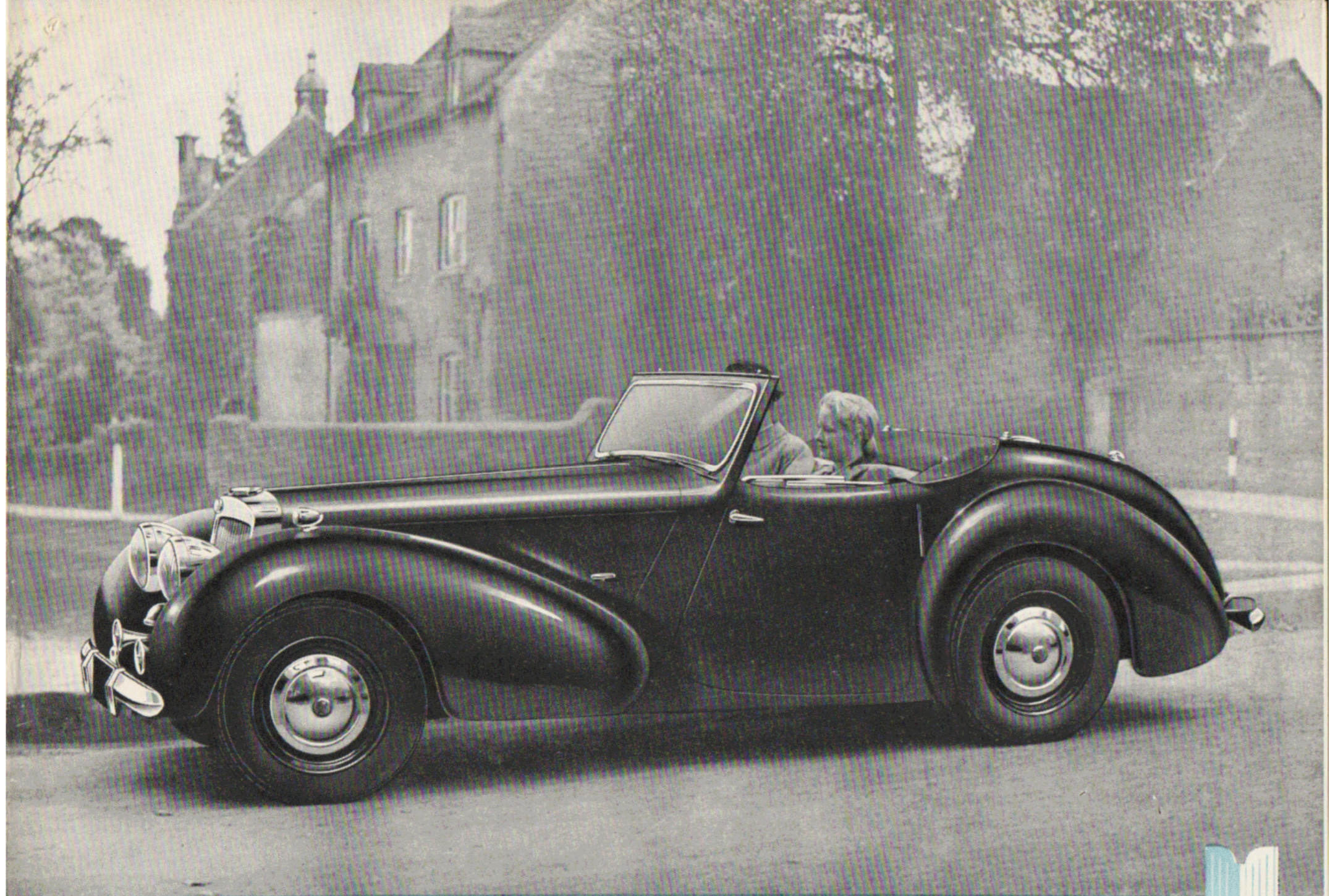
THE TRIUMPH "1800" ROADSTER

THE new Triumph Roadster has the appearance of a low-built, well-proportioned sports car. Closer inspection, however, reveals that there is ample room for three people on the front seat, while two extra passengers may be accommodated on folding upholstered seats in the spacious rear compartment. The safety glass-panelled hinged lid, when opened, forms an adjustable windscreen for the protection of rear passengers. When not used for passengers, this rear compartment enables large quantities of luggage to be carried, completely enclosed and protected.

The whole car is designed primarily for comfort, but the powerful 14 h.p., 1776 c.c., O.H.V. engine . . . the exceptionally rigid tubular chassis . . . the independent front suspension . . . the Girling "Hydrastatic" brakes . . . and the four-speed synchromesh gearbox controlled from the steering column — combine to make a car capable of high performance, which is both safe and comfortable to handle.

The New Triumph "1800" Coupé





The New Triumph "1800" Coupé



Specification (1800 ROADSTER)

ENGINE.

Four cylinders, 73 mm bore x 106 mm stroke, capacity 1776 c.c. Overhead valves, push rod operated from harmonic cams. High efficiency combustion chambers, compression ratio 7.5. Three bearing crankshaft, with integral balance weights. Precision bearings. Aluminium alloy pistons. Thermostatically controlled pump cooling system, with 12" dia. four blade fan, vee belt drive. Chromium iron cylinder block, bores specially treated to resist wear. Hot spot induction pipe. Solex downdraught economy carburettor, combined air cleaner and silencer. Pressure lubrication by submerged gear pump, full flow oil filter. Coil ignition, automatic advance with micrometer adjustment. Ventilated dynamo. "Buoyant Power" flexible mounting for engine and gearbox unit, flexibly mounted exhaust system.

TRANSMISSION.

Borg and Beck single dry plate clutch. Four speed synchromesh gearbox, remote control gear change on steering column, with positive stop for reverse. Silent double helical gears. Gearbox oil filler and dipstick. Hardy Spicer all metal propeller shaft, universal joints having grease nipple lubrication for the needle roller bearings.

GEAR RATIOS.

Top	4.57
Third	6.64
Second	11.1
First and Reverse	18.04

AXLES.

Semi-floating rear axle with one-piece steel casing. Spiral bevel final drive. Four bevel pinion differential. "Independent" front axles, linked by wish bone shackles at top and laminated spring at bottom, with robust shackle pins.

BRAKES.

Girling "Hydrastatic" brakes, hydraulic operation by foot to four wheels. Automatic brake adjustment. Hand brake of "pull" type, mechanical operation to rear wheels. Alloy cast iron brake drums 1½" x 10" dia. front and rear.

FRAME.

Exceptionally rigid welded tubular construction, 3½" dia. tubes for side members and cross members, deep box sections welded to side members.

SUSPENSION.

Independent suspension for front wheels, using a single transverse multiblade laminated spring, of low periodicity. Two semi-elliptic springs of similar type are used for the rear suspension. Luvax Girling piston type hydraulic dampers, having pressure recuperation. Anti-roll bar at rear.

STEERING.

"Marles" cam and twin roller. Two spoke sprung type steering wheel 17½" diameter.

The New Triumph "1800" Coupé



Specification (1800 ROADSTER)—continued

ELECTRICAL EQUIPMENT.

12 volt 63 amp. hr. battery. Two headlamps with hand operated dip and switch anti-dazzle device, two side lamps. Enclosed rear number plate, illuminated by rear lights. Automatic reversing and stop lights. Chromed wind-tone horns, situated in front of radiator.

TOOL KIT.

Includes tool roll, portable "Bevelift" Jack, four corner individual operation, starting handle, "Hydraulic" grease gun, hub cover plate remover, hand tyre pump, wheel brace and tyre levers.

BODY.

Two door light alloy panelled 3-5 seater Roadster body. Triplex toughened glass windscreen, door windows and folding rear windshield. The hood folds down completely behind front seat.

UPHOLSTERY.

Fine quality deep sprung furniture hide.

SEATING.

Front seat is of the bench type, providing room for three persons. A folding centre arm rest is fitted.

Two upholstered occasional seats are provided, when not in use these may be folded forward into the recess behind the front seat. Access to these seats is gained from the rear of the car. The rear compartment has a divided lid, the rear portion being opened to allow access to the occasional seats, and the forward portion can be raised to provide a transparent windshield.

EQUIPMENT.

Instrument panel . . .

Gauges — Fuel. Oil pressure and water temperature. Speedometer with trip. Electric clock. Concealed lighting to above instruments. Ignition warning light.

Starter button, easy start control, main lighting switch and ignition key, on facia panel.

Three windscreen wipers, independently controlled, with motor in the scuttle.

Items . . .

Two glove lockers.

Doors fitted with window winders and pockets. Locks to both doors.

Sound deadening thick carpets with felt underside. Interior mirror.

LUGGAGE.

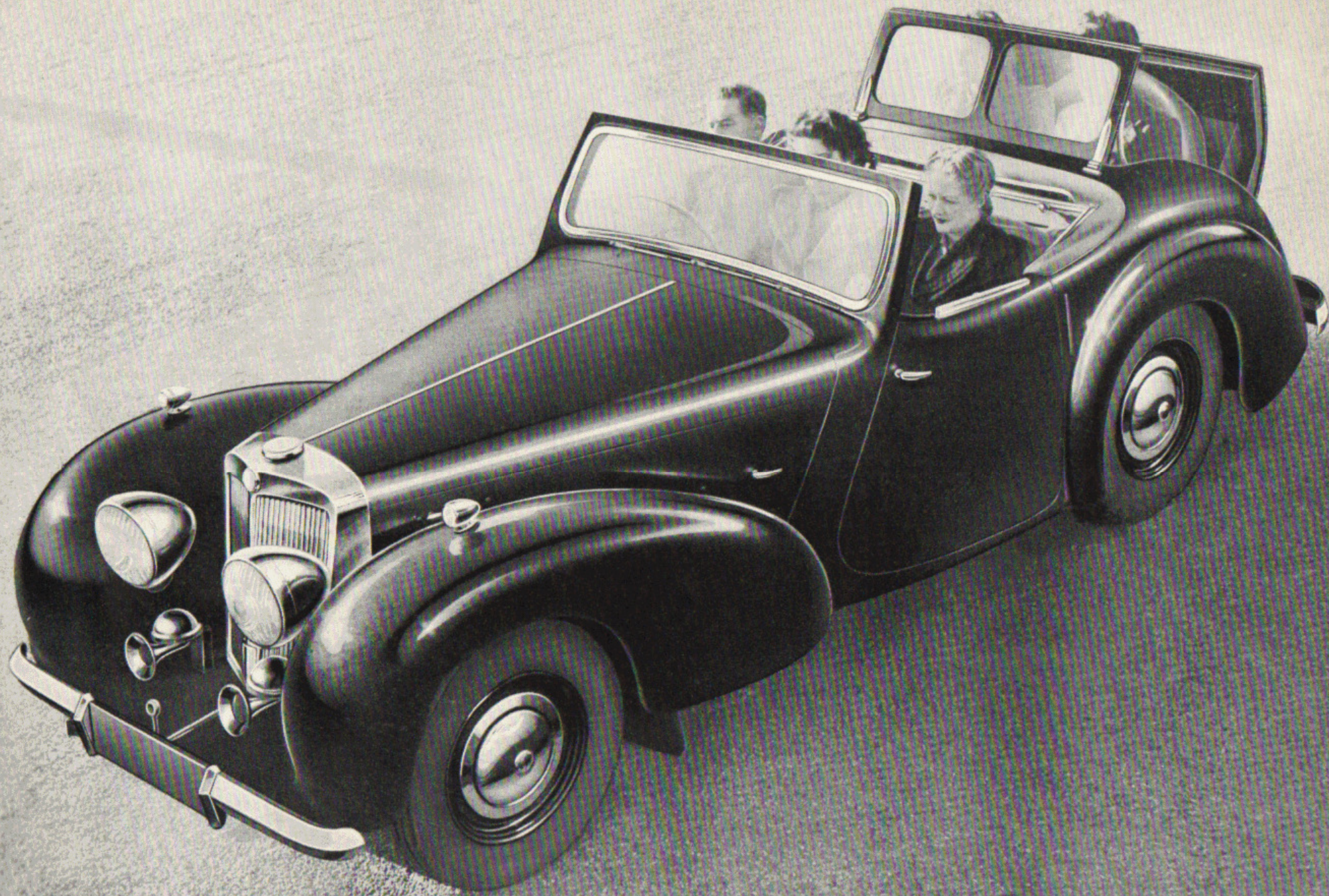
Ample accommodation for suitcases in rear compartment, locked by door key. Spare wheel is housed in the rear portion of divided lid. Tools are located on the scuttle.

COLOUR SCHEMES.

COACHWORK	UPHOLSTERY	HOOD
BLACK	BEIGE	BLACK or FAWN
DARK METALLIC GREY	BLUE	BLACK or GREY
MAROON	RED	BLACK or FAWN

The New Triumph "1800" Coupé





The New Triumph "1800" Coupé



Performance *('1800' ROADSTER)*

Brake Horse Power (Road settings).

1,000 r.p.m.	16 h.p.
2,000 r.p.m.	35 h.p.
3,000 r.p.m.	53 h.p.
4,000 r.p.m.	63 h.p.
4,500 r.p.m.	peak 65 h.p.

Max. Speeds

Top gear	84 m.p.h.
Third gear	50 m.p.h.
Second gear	30 m.p.h.

CONSUMPTION.

Petrol (at 40 m.p.h. average speed)	...	26 m.p.g.
Oil	...	2,000 m.p.g.

ACCELERATION.

0—50 m.p.h. through gears	...	15 secs.
10—30 m.p.h. top gear	...	12 secs.
30—50 m.p.h. top gear	...	12 secs.
30—60 m.p.h. top gear	...	19 secs.

BRAKES.

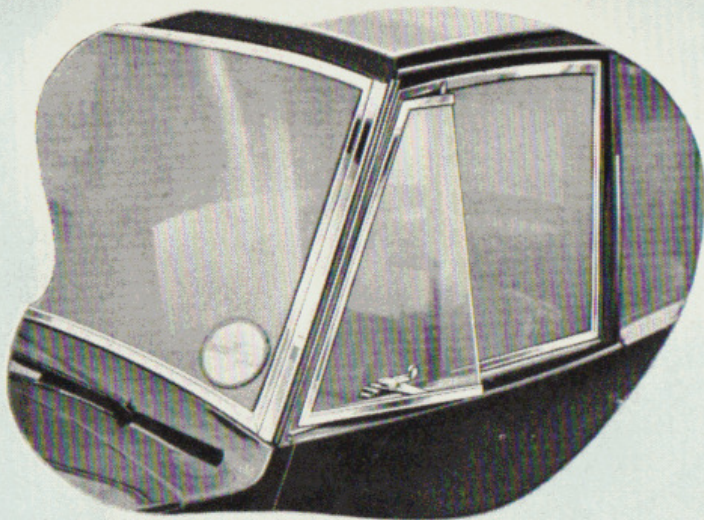
From 30 m.p.h.	...	Stopping distance 30 ft.
From 40 m.p.h.	...	Stopping distance 60 ft.

DIMENSIONS, ETC.

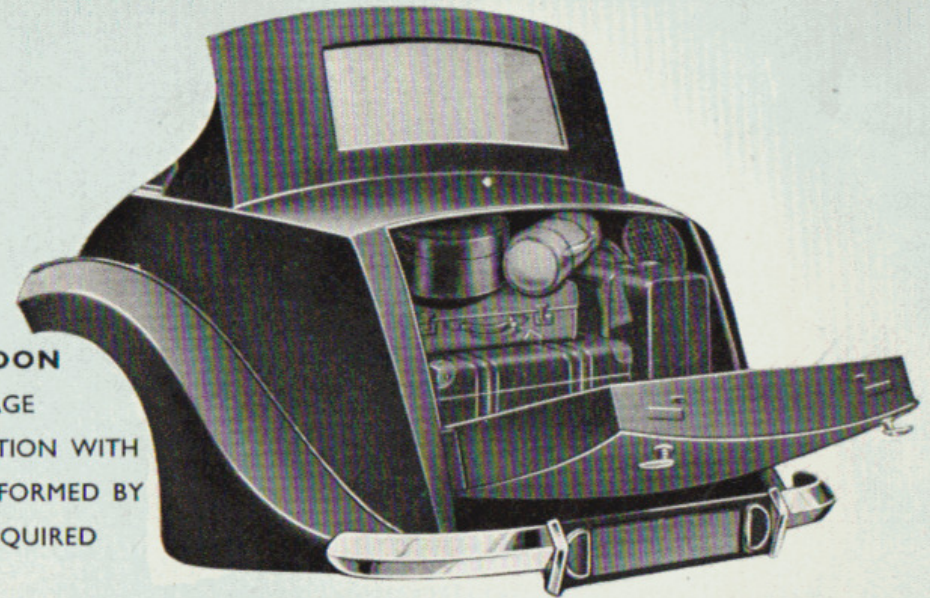
Petrol tank capacity	...	10 galls.
Tyre Size	...	5.75"—16" disc wheels
Turning circle (between kerbs)	...	39 ft.
Track (measured at ground)	...	Front 4' 1 $\frac{3}{4}$ "
		Rear 4' 6 $\frac{3}{4}$ "
Wheelbase	...	8' 4"
Ground clearance (under axle)	...	6 $\frac{1}{2}$ "
Height (overall, unladen, hood up)	...	4' 8"
Width (overall)	...	5' 5"
Length (overall)	...	14' 0 $\frac{1}{2}$ "
Dry weight (shipping weight)	21 cwt. 1 qr. 0 lbs.	
Weight (complete with fuel, tools, oil and water)	...	22 cwt. 2 qr. 21 lbs.

The New Triumph "1800" Coupé

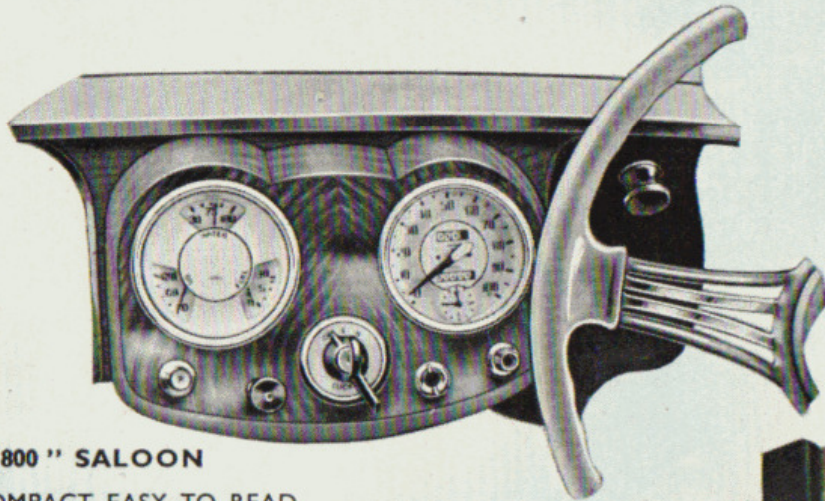




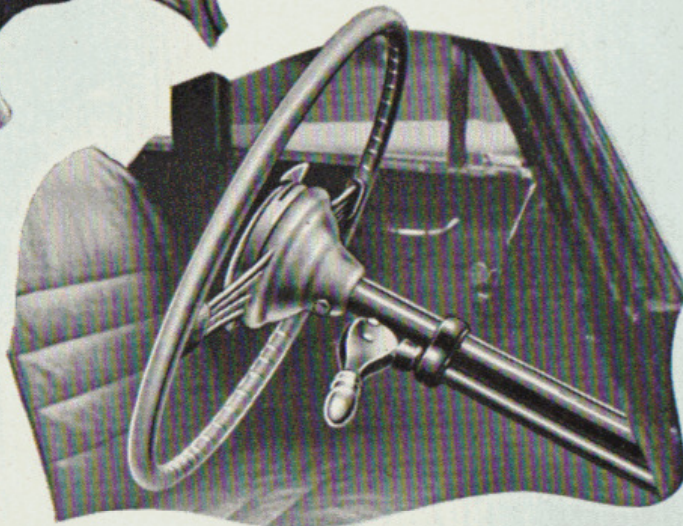
" 1800 " SALOON
DRAUGHTLESS QUICK-
ACTION VENTILATORS



" 1800 " SALOON
AMPLE LUGGAGE
ACCOMMODATION WITH
EXTRA AREA FORMED BY
THE LID IF REQUIRED



" 1800 " SALOON
COMPACT EASY TO READ
INSTRUMENT PANEL. INDIRECTLY
LIGHTED FOR NIGHT DRIVING



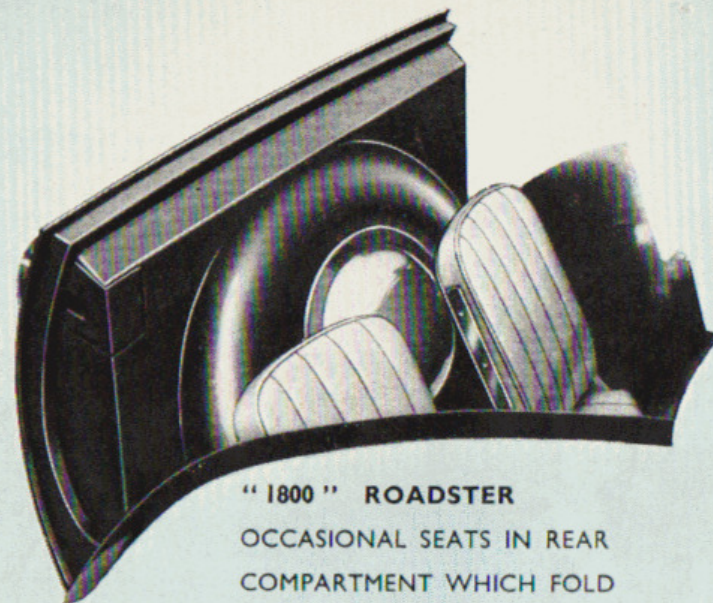
" 1800 " SALOON
SPRUNG STEERING WHEEL WITH
" FINGER-LIGHT " CHANGE
SPEED LEVER

" 1800 " SALOON
BENCH TYPE FRONT SEAT
WITH FOLDING ARMREST

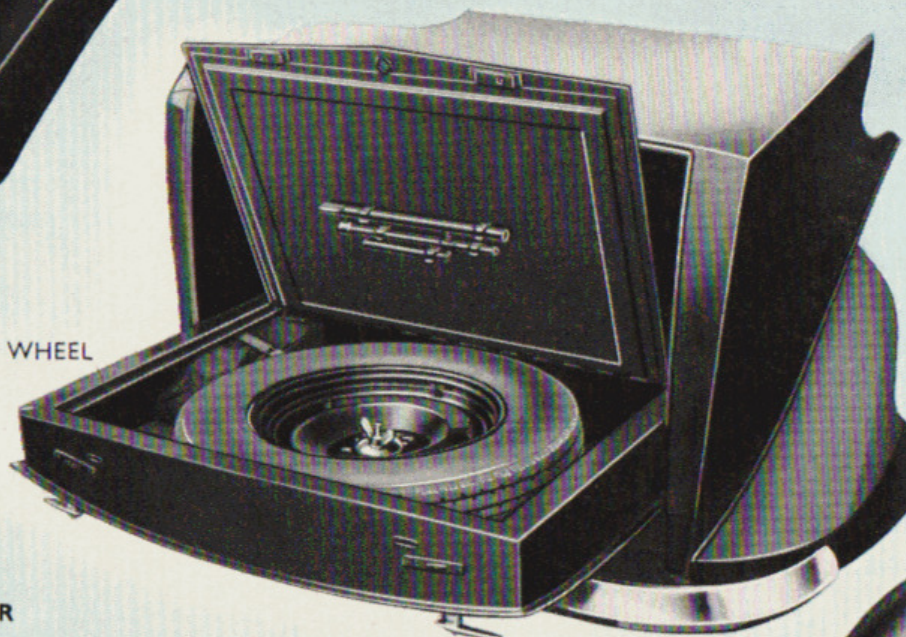




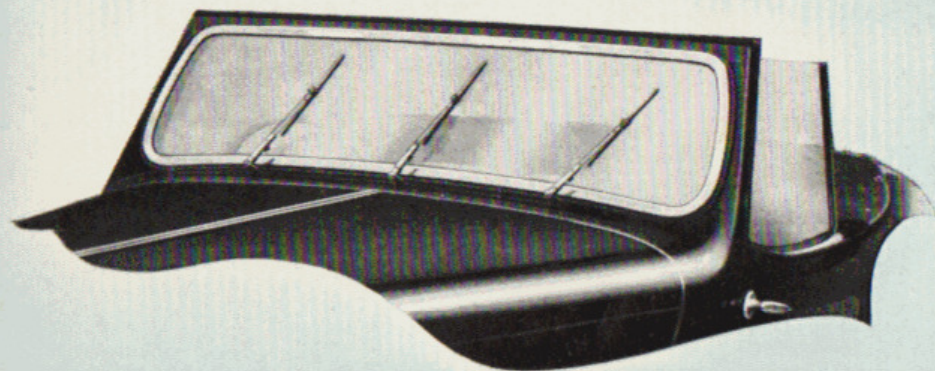
"1800" ROADSTER
TELESCOPIC FILLER CAP
FOR NON-SPILL FILLING



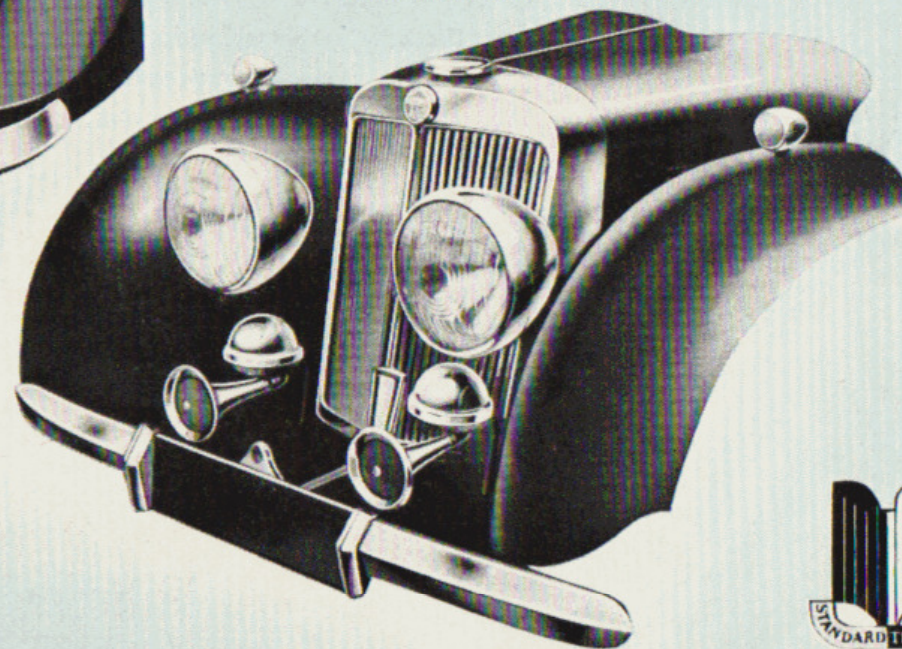
"1800" ROADSTER
OCCASIONAL SEATS IN REAR
COMPARTMENT WHICH FOLD
FORWARD WHEN NOT REQUIRED



"1800" SALOON
CONCEALED SPARE WHEEL
AND TOOL KIT
IN REAR
LOCKER LID



"1800" ROADSTER
TRIPLE WINDSCREEN WIPERS,
INDIVIDUALLY CONTROLLED



"1800" ROADSTER
THE HANDSOME FRONT SHOWING WIND-
TONE HORNS & NEW DESIGN BUMPER



Your Guarantee

The "Triumph" is a thoroughly tested and trustworthy car. You do not have to buy it "in the dark." Ask anyone who has owned a product of the Standard organisation to tell you about its reliability and its solid worth.

As a further safeguard every Triumph owner receives the Triumph guarantee, which, for a period of six months, covers defective workmanship or materials.

Terms of Business

ALTERATION TO PRICES. The Company reserves the right to alter the list prices of all or any of its cars at any time and without notice. Orders are accepted at prices current at the time of acceptance, but cars are invoiced at prices ruling on day of delivery, irrespective of price previously quoted.

ALTERATIONS TO SPECIFICATION. The Company reserve the right to make any modification in the design of, or fitments to, any models, or make improvements to its products at any time without incurring any obligation to

install the same on its products previously purchased. *Illustrations and specifications must be taken as a general guide, and not as binding in detail.*

DELIVERY. Delivery is made at our Works, Coventry, and dealers must therefore charge cost of delivery from Coventry to destination. The Company makes every endeavour to deliver at time specified, but accepts no responsibility for delay or non-delivery and orders are accepted on the understanding that there shall be no claim for damages against the Company or the Company's dealer in this respect.

HEAD OFFICE AND WORKS :
THE STANDARD MOTOR CO., LTD.,
COVENTRY, ENGLAND

Telegrams : "Flywheel," Coventry.
Telephone : Coventry 3181 (14 lines)

SERVICE AND SPARES DEPOT :
THE STANDARD MOTOR CO., LTD.
FLETCHAMSTEAD HIGHWAY, COVENTRY

Telegrams : "Flywheel," Coventry
Telephone : Coventry 62471

WEST END SHOWROOMS :
"STANDARD CARS," 37 DAVIES STREET,
GROSVENOR SQUARE, LONDON, W.1

Telephone : Mayfair 5011

LONDON SERVICE DEPOT :
THE STANDARD MOTOR CO., LTD.
STANDARD ROAD, CHASE ESTATE, PARK ROYAL,
LONDON, N.W.10

Telephone : Elgar 6511-7