



THE

STANDARD-TRIUMPH MOTOR
COMPANY, INC.

OF NEW YORK AND LOS ANGELES

introduces four fine cars

FROM STANDARD OF COVENTRY:

the Triumph T. R. 2
the Vanguard Sedan
the Vanguard Cadet

FROM SWALLOW OF WALSALL:

the DORETTI

Two superb sports cars



OFFICIAL SPEED:

Speed Trim	Touring Trim (top up)
124 m.p.h. +	108 m.p.h. +

ACCELERATION:

0 to 30 m.p.h. in 3 seconds	0 to 50 m.p.h. in 7.5 seconds
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Price, Fed. Tax Inc. at ports of entry **\$2448⁰⁰**

New York Distributor:
FERGUS MOTORS INC.

SHOWROOM:
1717 Broadway—Columbus 5-6494
SALON:
290 Park Avenue—Murray Hill 8-1841
SERVICE:
444 West 55th Street—Judson 6-4045

performance that's practical...the

Triumph T.R.2

More speed and acceleration per dollar than any other car in the world... yet so easy to handle it's the ideal runabout. The true beauty of functional design... with ample leg room for six-footers, and roomy trunk for week-ending. The most exciting car in the low priced field.

*Product of The Standard Motor Co., Ltd.
Coventry, England*

BOTH THESE CARS ARE IMPORTED BY T
Offices in New

...new to America!



elegance without peer... the

DORETTI

A hand-finished car, in the aristocratic tradition... for those who prefer to own the finer things. The matchless craftsmanship of the tubular chassis gives exceptional rigidity... the superlative driving "feel" will win your heart.

*Product of Swallow Coachbuilding Co.
(1935) Ltd. Walsall, England*



\$3295⁰⁰

The Doretti chassis is tubular Chrome-moly — unique in its price class

THE STANDARD-TRIUMPH MOTOR COMPANY, INC.

York and Los Angeles

STANDARD OF COVENTRY *presents:*

*...roomy comfort
combined with
surprising economy*

Proved by years of sturdy service under rugged conditions throughout the world, the re-styled Vanguard is now introduced to the United States. The wide, deep-down seating comfort, folding arm-rests, steering-column gearshift are just what the American motorist demands... yet the car's low operating costs remain typically British. A roomy, rugged automobile, beautifully sprung and a pleasure to handle.

PRICE: \$2260 (Fed. Tax Inc.)
at Ports of Entry



The
VANGUARD
CADET

*...biggest little car
you've ever seen*

This is the lowest-priced 4-door sedan in America. Cleverly designed to combine maximum economy and parking ease with exceptional comfort and luggage space. Rear seats fold forward if desired, giving "Station-wagon style" stowage. Though small outside, the Cadet has full four-seater comfort. Here is a family sedan that does around 45 miles per gallon. Compactly designed, solidly built—extensively tested under the most grueling conditions, on mountain roads and proving grounds.

PRICE: \$1387 (Fed. Tax Inc.)
at Ports of Entry

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