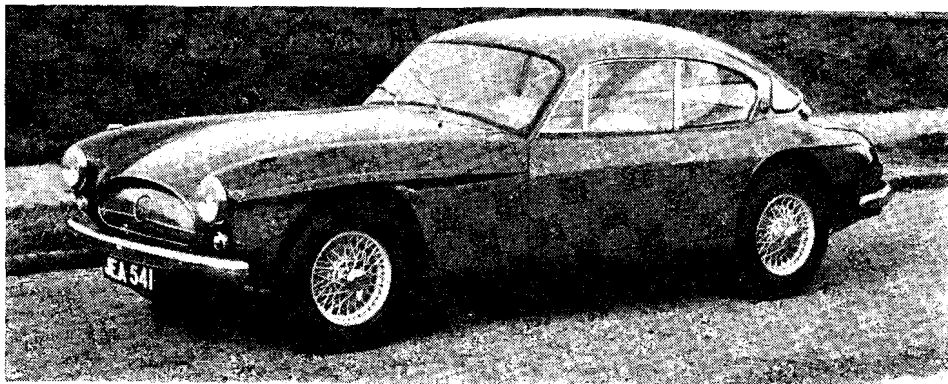


IN ADDITION to mechanical changes, the striking Type 541 now has a body constructed of resin-bonded Fibreglass. Its 6-cylinder, 4-litre engine is fitted with three carburettors.



1955 CARS

JENSEN

All-plastic Body Developed for Type 541

ONE of the outstanding cars of the 1953 Show was undoubtedly the Jensen 541, a four-litre sports saloon of surprising compactness whose likeness to a product of one of the master Italian coachbuilders was emphasized by the pillar-box red colour in which it was finished. The car on view was completed only at the very last minute as a result of day and night work by its makers, and development work has therefore proceeded during the ensuing 12 months. As a result of this work the 541 saloon differs in a number of

particulars from the car shown last year.

The six-cylinder 87 x 111 mm. engine of 3,993 c.c. now has three S.U. carburettors instead of the single instrument previously fitted. Gear ratios have also been altered and are now either 2.93, 4.18, 6.76 and 9.9 to 1 (reverse, 12.0 to 1) or, when an overdrive is fitted, 2.75 (overdrive), 3.54, 5.05, 8.14 and 11.98 to 1 (reverse, 14.5 to 1).

The body is made from resin-bonded Fibreglass and is therefore both light

and strong. A special feature is the pivoted shutter almost filling the radiator air intake and controlled from the cockpit. Price of the 541 is now £1,285 basic, or £1,821 10s. with purchase tax. In addition a drophead coupé body by E. D. Abbott, Ltd., of Farnham, is also now available on this chassis at a basic price of £1,735, or £2,439 0s. 10d. including purchase tax.

The four-litre Interceptor saloon and drophead coupé models are continued without alteration for 1955, but are now being produced in de luxe as well as standard form, the de luxe models being fitted with such items as radio, screen-washer, higher powered head lamps, pass and driving lamps and a two-speed windscreen wiper.

1955 CARS

The Swallow Doretti

EARLY this year a new sports car was announced, the Swallow Doretti, which is built by the long-established Swallow Coachbuilding Co., Ltd., at The Airport, Walsall, Staffordshire. Although our road test showed the newcomer to be capable of just over 100 m.p.h., the Doretti is designed to appeal to those requiring a comfortable and fully-equipped fast touring car

as well as to would-be sports-car owners.

Basis of the car is an exceptionally rigid tubular steel chassis frame into which is fitted the Triumph TR2 engine, gearbox and rear axle. The coil-spring and wishbone independent front suspension system also employs Triumph components although the actual wishbone links are made specially for the Doretti

and are attached to a tubular cross-member.

During and since the war, the Swallow Company and its associated concerns gained much experience in the aircraft industry, experience which has been put to very good use in the design of the light but very strong body shell. This shell consists of two skins, an inner skin of 22-gauge steel and an outer skin of 16-gauge aluminium.

Good All-weather Equipment

Considerable care has been taken to make the wet weather equipment both weatherproof and simple to operate. The hood, for instance, has the very considerable advantage that it can be both speedily and easily erected by the driver alone without needing to leave his seat behind the wheel, and Perspex side curtains are now supplied as standard equipment.

The excellent finish of the cars has aroused much favourable comment, some reward for the efforts of the company in this direction, which have included the installation of a paint plant of the very latest pattern.

Price of the Swallow Doretti is £777 (£1,101 17s. 6d. including purchase tax), and among the optional equipment available is the Laycock-de Normanville overdrive, wire-spoke wheels and special speed equipment for competition purposes.



COMFORT AND PERFORMANCE of a high order have been successfully blended in the Doretti; among the well-designed equipment is a hood which is easy to raise single-handed and offers good weather protection.