



Fashion Coordinates by JANE COLBY

Photographer admires British TRIUMPH's figure (*\$1500 less to buy, that is*)

Saves another \$350 a year in operating costs compared to average station wagon... and it's the "best engineered" economy estate wagon

We recently received this letter from a fashion photographer:

"The TRIUMPH Estate Wagon clicked with me the minute I saw the load space—and heard the price. Since most of my work is on location, the savings on upkeep and ease of parking are sweet, too."

The TRIUMPH Estate Wagon is made by the Standard-Triumph Company of Coventry, England—the people who make the TRIUMPH TR-3 sports car. Since the company's first cars appeared in 1903, they've gained a world-wide reputation for

fine engineering. And fine *British* engineering is very good indeed.

Well over 70 m.p.h.—60,000 miles without major overhaul

A TRIUMPH can cruise all day at 65—with *no* strain on the ultra-quiet engine. It will go up to 60,000 miles without a major overhaul—often 100,000. You get up to 40 m.p.g. And the single-unit body takes the *rough-est* treatment with nary a rattle.

Safety? TRIUMPH's body is solid Sheffield steel. With no big front end to peer over, visibility is excellent. You can turn about-face in less than 3 car lengths. And there are *two* leading brake shoes on each front wheel.

Full 38 cu. ft. load space

The TRIUMPH is 3 feet shorter than a typical station wagon. But there's

no wasteful overhang. So inside, there's more load space than in any other car in its class—a full 38 cu. ft. The single door in back makes loading easier. And *you* have 1 inch more front seat head and leg room than in a typical American station wagon.

How to get a demonstration

There are TRIUMPH dealers in every state—over 700 in all—each with service and parts. All of them believe in driving the car right to your door for a demonstration. Drop us a line at the address below, and we'll make the arrangements.

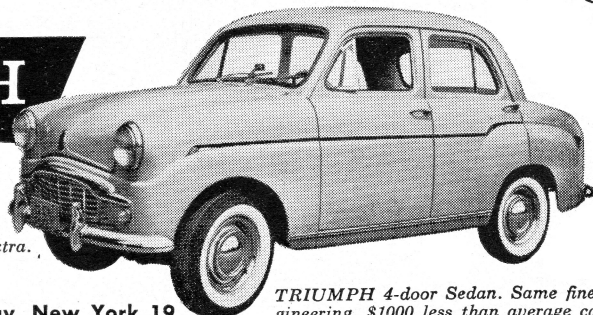
Be sure to drive a TRIUMPH soon. You see, we *can't* describe the pleasure a TRIUMPH brings back to driving. That you've got to experience for yourself.



TRIUMPH

Estate Wagon \$1899*
Sedan \$1699*

*At U.S. Ports of Entry, plus taxes.
Slightly higher in the West. White walls extra.



TRIUMPH 4-door Sedan. Same fine engineering. \$1000 less than average car.

Standard-Triumph Motor Co., Inc., Dept. TS-39, 1745 Broadway, New York 19.