

A beefy British engine, 4 forward speeds and splendid traction make TRIUMPH a champion climber.

British TRIUMPH runs up hills... not bills...for San Francisco owner

Costs \$1000 less to buy, \$350 a year less to operate than a typical American sedan...yet it's the "best engineered" of all economy cars

A new TRIUMPH owner from San Francisco writes:

"A car needs guts to get up our steep streets. Our TRIUMPH has plenty...far more than other economy cars we tried, and it saves more money to boot."

The TRIUMPH is a true economy car, all right. It costs only \$1699* at Port of Entry. You can count on up to 40 miles per gallon.

The engineering is even more spectacular. And no wonder! This car is made by Standard-Triumph of Coventry, England...the people who make the TRIUMPH TR-3 sports car ("1st in class" in practically every European rally for the past 5 years).

Here's what the 1959 TRIUMPH Sedan will do.

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

Unlike many economy cars, the TRIUMPH has no trouble cruising at higher American highway speeds. It will do 65 all day with *no* strain on its quiet engine. It will travel up to 60,000 miles without a major overhaul—often 100,000.

The TRIUMPH performs beautifully under any conditions. The advanced front suspension system carries you smoothly over the roughest roads. The body, built as a unit with the chassis, takes any amount of hard treatment and stays rattle-free.

More head and leg room than American car

The TRIUMPH is only 12' 1" long—always easy to handle and park be-

cause there's *no* wasteful overhang. But inside you get 1 inch more front seat leg room and 3 inches more head room than in a typical American car.

Safety? The body is solid Sheffield steel. Visibility is excellent. And there are *two* leading brake shoes on *each* front wheel.

How to get a demonstration

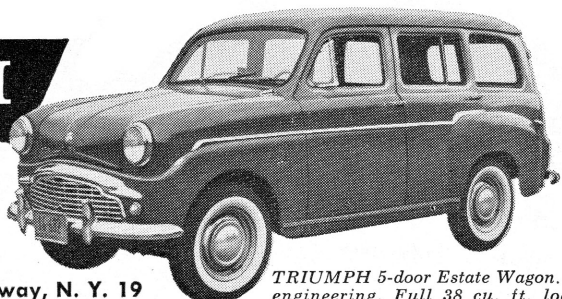
There are now more than 700 TRIUMPH dealers in the U.S.—each with service and parts. Phone the one nearest you, and he'll drive the car right to your door for a demonstration. No obligation, of course. If you don't know his name, just drop a line to the TRIUMPH people at the address below. They'll make all the arrangements for you. But don't delay. You see, we *can't* describe the best part of all—the pleasure a TRIUMPH brings back to driving. That you must experience for yourself.



TRIUMPH

Sedan \$1699*
Estate Wagon \$1899*

*At U.S. Ports of Entry, plus state and/or local taxes.
Slightly higher in West. White walls extra.



TRIUMPH 5-door Estate Wagon. Same fine engineering. Full 38 cu. ft. load space.

Standard-Triumph Motor Company, Inc., Dept. TS-49, 1745 Broadway, N. Y. 19