

Coventry 3181

Mrs. TENRICE

Mayfair 5011

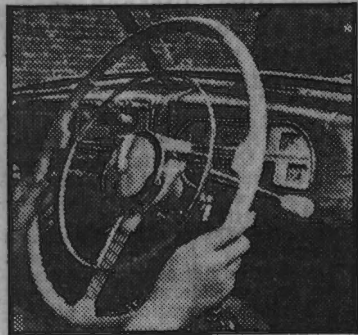
10/7/47

Family car for 1948



THERE is to be only one type of Standard car in future—the 16 h.p. square-engined "Vanguard."

Price, it was announced yesterday, will be "not a lot more than



the Standard 8" (£305 plus £85 9s. 6d. purchase tax).

The "Vanguard" will be a 5-6-seater family car, top speed 75 m.p.h.—on the market in about a year's time.

£400 British 6-seater to win foreign markets



The new Standard Vanguard—a 16 h.p. six-seater which will sell at approximately £400, plus Purchase Tax

By the Motoring Correspondent

THE big Standard Motor Co.'s factories will, in future, concentrate on the production of a single model—a smart 16 h.p. saloon. This was announced by Sir John Black, managing director of the company, in London yesterday.

The new model—the Standard Vanguard—is the first "Dalton" car, designed to make best use of the recent taxation changes. It will be equally suitable for home or foreign markets, and will sell for about £400—plus Purchase Tax.

Having seen the latest U.S.A. products at all the post-war motor

shows, my own opinion is that the Vanguard will steal overseas markets from the Americans.

It has stylish, easy-flowing lines, is a genuine six-seater, with steering wheel gear-change, a full dashboard, small wheels, independent front wheel suspension and 8in. ground clearance. A high power/weight ratio, three-speed gearbox and a speed of 74 m.p.h., plus British small-car economy, stability and manoeuvrability are other features.

The Vanguard will be in full production early next year, and the output for the first six months will be almost exclusively for the export market.

Mrs. Croft

Standard
10.30 am
37 Gavis St. (off Oxford St)
 Grosvenor Square