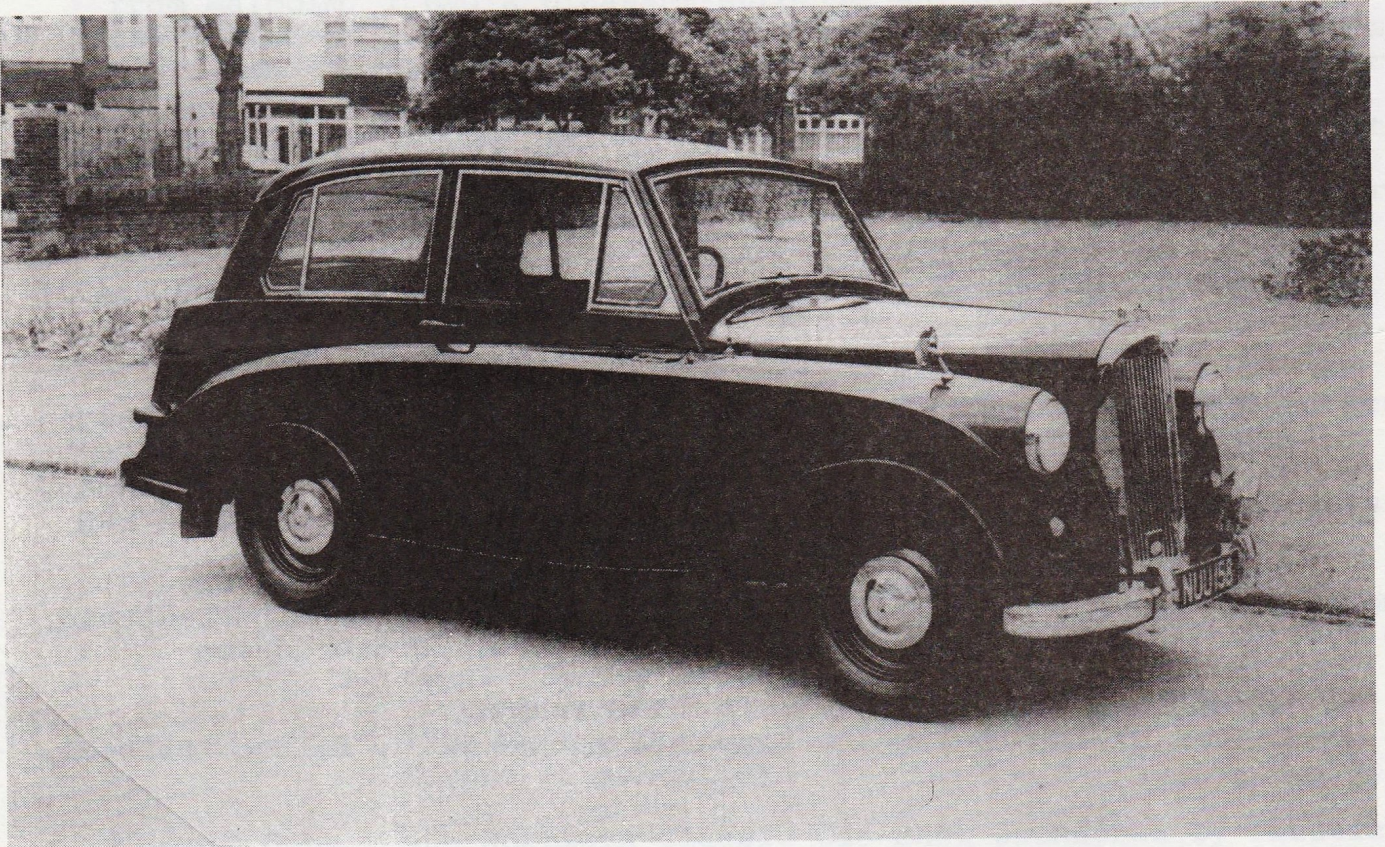




TRIUMPH
MAYFLOWER
CLUB



FLOWER
POWER

THE TRIUMPH MAYFLOWER CLUB

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When writing to a committee member and you require a reply, please enclose a stamped self-addressed envelope.

Please note that all the above committee members fulfil their posts in their spare time and not as a full time occupation. So when contacting them other than by letter, please ensure that you choose a reasonable time of day.

SUMMER ISSUENO. 43 - AUGUST 1986EDITORIAL

Quite the most difficult part of assuming editorship of Flower Power has been writing this editorial. As a picture framer and Art gallery proprietor I find myself eminently qualified for the post; the comparison brings to mind the iceberg spotter on the Titanic who left his white stick and guide dog at Southampton.

I hope you will bear with me for an issue or two if the magazine does not come up to the standard set by Malcolm in his period of tenure; I can only promise to do my best.

Having received the accumulation of paper relating to the job from Malcolm, I had a pleasant surprise whilst browsing through the copies of the Standard Review of the late 40's and early 50's. I gleaned that the Mayflower was introduced to the general public at the 1949 Motor Show which was opened on the Wednesday of the third week in October as usual. That date happened to be the 19th.

Maybe I am qualified in some small way to do this job. I was born on the same day.

FORTHCOMING EVENTS

- | | |
|--|--|
| 6-7th Sept | Best of British and Best of Europe Vehicle Spectacular
Southmere Park, Thamesmead, London SE2 |
| 13th Sept | Triumph Sports Car Club Bristol Rally and Concours
Ashton Gate, Bristol |
| 13th Sept | STIR 86. The eleventh Standard Triumph International
Rally to be held at Coughton Court near Stratford on
Avon. See previous issue for entry form. |
| 25th Sept | 17th Merton Concours d'Elegance
Morden Park, Surrey |
| 27-28th Sept | 5th Northern Classic Car Show sponsored by Practical
Classics. Advanced bookings can be made to:-
Northern Classic Car Show, P.O. Box 20,
Fishponds, Bristol BS16 3EY, Avon
enclosing cheque/P.O. for £2.75 ea |
| Hopefully we will have two 'Flowers on the stand | |
| 3-5th Oct | Round Britain Reliability Run. Tenth running of this
unique event organised by the North London Branch of
Club Triumph. London - John O'Groats and Lands End |
| 4-5th Oct | Malvern Motoring Event. Sponsored by Exchange & Mart.
At Three Counties Showground, Worcester. Entry charge
£2.00 per day. Auction mid afternoon 4th Oct (Sat) |
| 5th Oct | Mayflower Project/Bristol Museum - Bristol Docks
See article on page 4 |

WOMEN *and their* WHEELS

Buying a car is just as much of a personal statement for women as it is for men -- and they love their machines, whether old or new

"Women are very discriminating shoppers. Women are used to going to market. They apply the same discipline when buying a car."

Jim Hartford, Ford Motor Co.

"The most important factors for shopping for a car for women are a car's reliability (98 per cent), value for money (87 per cent), durability (87 per cent), and safety features (81.5 per cent)."

Canadian Women and Her Car: A Different Love Affair, a 1985 study from the Chatelaine Research team

By Cathy Dunphy Toronto Star

Oh yeah?

Then how come a smart and successful businesswoman like Mary McDonald has just bought a 1978 silver-and-black Cadillac Seville — one with wire wheels?

And why did clothing store owner Beth Brady, businesswoman and mother of two, lose her composure right on Yonge St. and drape herself all over the hood of a black MGB convertible in the used-car lot of the Saab On Bay dealership?

Because women also love cars that's why.

Aerodynamic stylings

They've always loved 'em, and they've always bought 'em; even during all those years when salesmen chanted the merits of turbo-charged engines and aerodynamic stylings to the man of the house, ignoring the woman sitting there listening quietly but intently.

In the United States, women buy 42 per cent of the cars sold every year, spending about \$46 billion last year. In Canada, women buy at least 30 per cent of the cars sold — a conservative estimate, according to Curran of the Canadian Automobile Association.

And they don't always expect them to

Model Arlene Pastor, 27, loves the Jeep she bought last year because it's one tough car, always gets her where she's going, and also earns respect.

"The jerks who used to bother me on the road when I drove my Buick don't any more. They're not going to mess with a Jeep," she says.

Teacher Noreen Baker, 45, drives a silver '76 Corvette — the kind of car she has craved since she was a kid in Ajax, and watched them flash by on Highway 401.

And since '78, she's had it — even though she says it's sometimes "like a wild horse" to navigate in winter. Still, the kids at the Toronto inner-city public school where she teaches love it, and so does she. "It makes me think I've made it."

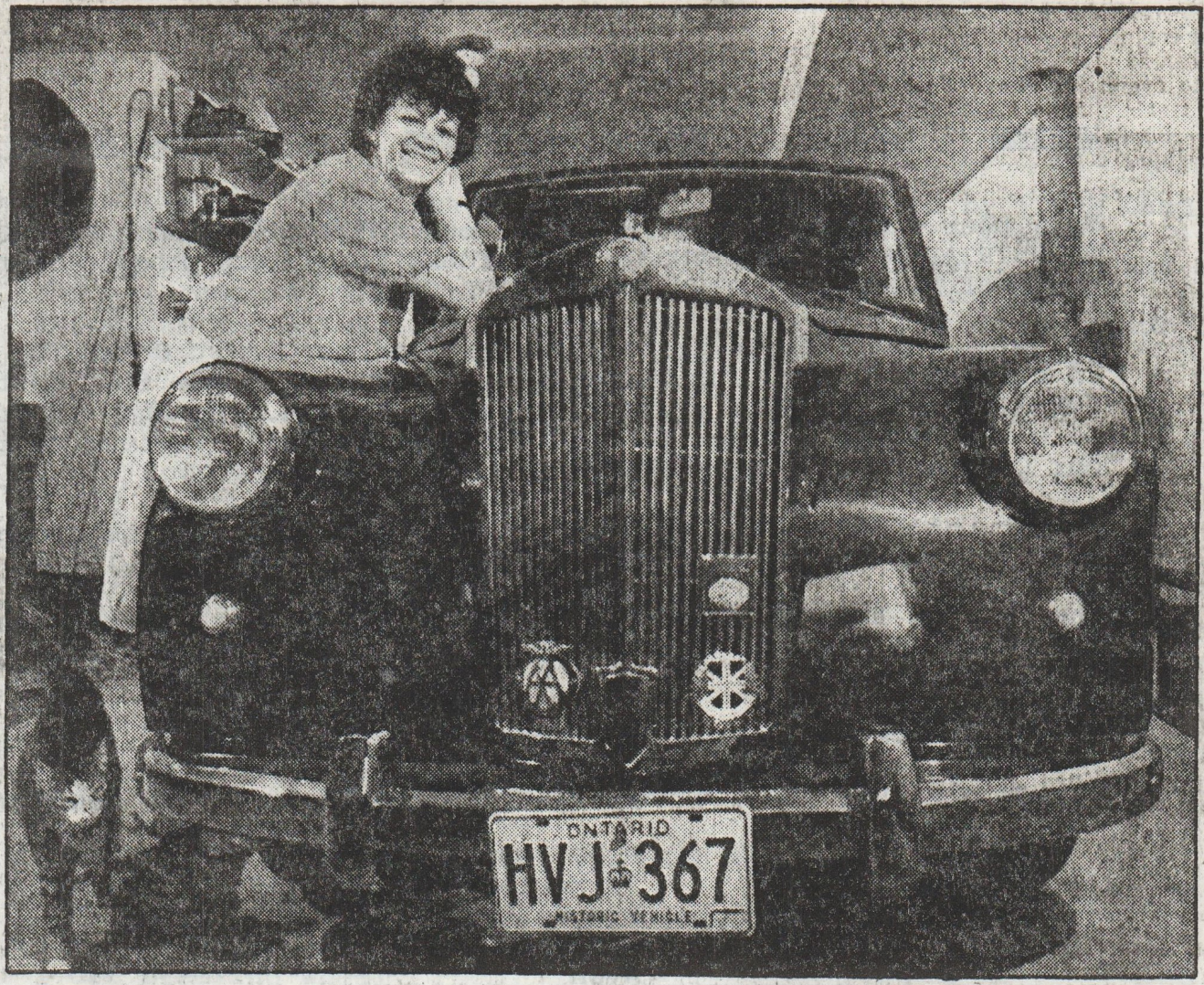
Administrative assistant Arlene Rostron, 45, owns one of the 300 Mayflowers left in the world. Made by the British car maker Triumph for only three years — 1951, 1952, 1953 — Rostron's "Flower" is unique, endangered — and beloved.

"That's because it's funny looking and goes jiggledy-jiggledy. I giggle

every time I get in it, and everyone who looks at it laughs," says Rostron. The car cost her \$75 eight years ago. She's since spent about \$4,000 on parts and hours of labor on its restoration.

Today's women car buyers are noted for their purchasing power.

"Women can make or break a model of car," says Curran, noting that more than 70 per cent of the owners of the Nissan Pulsar and more than 60 per cent of the Buick Skylark owners are women. "Women have also had a long love affair with Mustangs."



Female market

But women now influence more than 80 per cent of all new car purchases, says Carol Koby, a Middleton, Wisc., public relations consultant who specializes in advising car manufacturers and dealerships on how to tap the female market.

"If you don't sell to the woman, you don't sell the car," she says. "Yet being

ignored is one of women's biggest problems."

Many car salesmen still believe a woman goes into a dealership looking for "husband material," not vehicles, Koby says.

They're wrong. Women are the biggest growth market for car manufacturers, say industry experts. In Ontario, there are now about 2.4 million licensed female drivers, 43.7 per cent of all licensed drivers, according to CAA statistics.

But, as with most other material things in life, women are still playing catch-up with men, says Koby.

"Traditionally, because they have made less money (than men), women have bought more economical cars. However, they were also paying a greater percentage of their income on cars than men and they are now beginning to look on cars as an extension of themselves the same way they would select their professional attires — as a

representation of their position. The way men do," says Koby.

"Women are now starting to go for more pizzazz; sportier models of cars. I predict the greatest growth in car sales to women will be when they buy more options. More toys. A car will be more than transportation for them. It will also be a professional toy."

Years ago — in 1956 — Chrysler produced a Dodge prototype strictly for women. It was called La Femme; it came in pink and other pastels; it was a flop.

Now Chrysler knows better, according to information manager Walt McCall. "We're paying a hell of a lot more attention to the women's market now."

Consequently, their Magicwagon minivans have low rear-end loading doors, step-in levels eight inches lower than usual and only one inch higher than the K cars that have been designed for women, says McCall.

"We've found women drivers don't want a totally different car," says Jim Hartford, Ford's public relations manager. "And the changes we have made reflect a need, as opposed to cosmetics like lace upholstery."

Funny girl:

"Flower," Arlene Rostron's 1951 Mayflower, is her pride and joy, despite the fact that its restoration has cost her more than \$4,000.

Vanity mirrors

Within the past few years, Ford has redesigned door handles so women don't tend to rip their longer fingernails as often. They've repositioned the angle of the gas pedal to better accommodate high heels, put vanity mirrors on visors on the driver's seat as well as on the passenger side, re-thought the seat design to give better support to backs of legs, and added options that light the car's interior the instant the outside door handle is touched. Other car manufacturers are doing the same.

A car is becoming a personal statement for women, industry-watchers say.

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

Yes, Dear Member, we need You and Your MAYFLOWER at the BRISTOL INDUSTRIAL MUSEUM on SUNDAY 5th OCTOBER in a Joint Project between the MUSEUM and the TRIUMPH MAYFLOWER CLUB.

You will see below an article concerning the Oldest Steam Tug still in existence; this Tug has been restored and it was felt by the COMMITTEE and MEMBERS present at this year's A.G.M. that it would be a worthwhile project to find out about a Joint venture to promote our CLUB and also the MUSEUM.

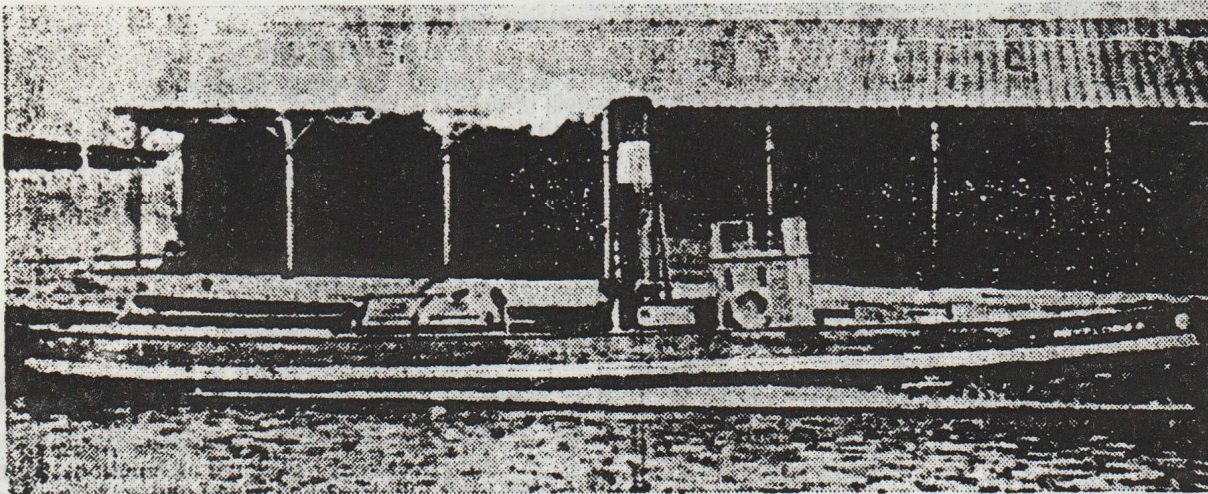
Former CHAIRMAN of the Club, Phil Hall, has done all the ground work; now it is up to You to come and support it.

The BRISTOL INDUSTRIAL MUSEUM is just off the City Centre, next to the LIFEBOAT MUSEUM. The time pencilled in, is to be at the MUSEUM by 2 o'clock.

The date once again is 5th October.

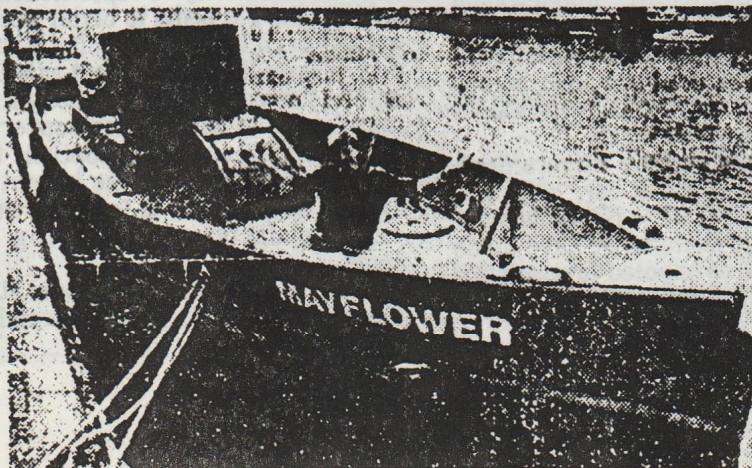
If you are sure you are able to come, please write and confirm to:-

P. J. Hall
75 Morley Road
Staple Hill
BRISTOL BS16 4QY
Avon



The Mayflower, pictured under steam in its heyday.

The Mayflower, built at Hotwells in 1861, was bought for £3,500 and returned to the city in 1981.



ABOVE: Andy King on board the hulk of the boat as restoration gets under way. RIGHT: The tug as it approaches completion.

USED SPARES

The extensive collection of used spares accumulated by Frank Lane is now safely gathered in and ready to be offered to members. Following the stop press in the previous Flower Power I have had several requests which have been dealt with, and those members attending the annual rally had first choice of some better items collected from Wantage on the third and final removals trip.

The following is a list of some of the items available:-

- 2 off Complete Crankcase, crankshaft, pistons, timing chain, etc.
- 2 off Stripped Crankcase
- 2 off Crankshaft
- 3 off Flywheels
- 3 off Camshafts
- 4 off Exhaust manifolds
- 2 off Distributors
- 6 off Generators
- 2 off Petrol Pumps
- 7 off Starter motors
- 7 off Cylinder heads, some good, some usable
- 3 off Carburettors
- 7 off Radiators
- 1 off Export model Air Filter Oil Bath type
- 4 off Windscreen
- 2 off Rear window large type i.e. after 1950
- 2 sets Rear seats (fawn vinyl, red leather)
- 1 off Steering wheel
- 3 off Interior lights
- 3 off 3 in 1 dials. Thermometers tube broken
- 3 off Speedometer and cable
- 13 off Gearboxes
- 1 off Front coil spring
- 2 off Front suspension units less springs
- 4 off Rear road springs
- 4 off Rear Axle assemblies
- 6 off Prop shafts
- 2 off Grille panels (L/R)
- 6 off Usable tyres 560 x 15; 590 x 15
- 3 off Wheels
- 3 sets Brake Shoes some unused
- 2 off Front Hubs
- 1 pr Bumpers (Rusty)
- 2 off Boot panels
- 1 off Front Window rubber
- 4 off Trafficator arms
- 1 pr Headlight chrome bezels
- 2 off Bonnets
- 8 off Assorted quarterlights
- 1 set Window glass

Several boxes of handles, knobs, bulbs, nuts and bolts etc.

This is by no means a complete list and there are many items which are still buried in boxes, and yet to be sorted, cleaned etc. Unfortunately there are no bonnet handles or radiator grille shells but I hope to be stripping another 'Flower ex scrap yard very soon and these items may become available.

Please phone 0643 84253 only between 7pm-9pm weekdays and anytime at weekends for prices, availability etc.

1986 JOINT RALLY WITH TROC - BURFORD

The weather early on was rather disappointing - dry but very overcast and threatening to rain at any moment. This it did later on in one very brief and light shower. By the middle of the afternoon, however, when festivities were in full swing, we were blessed with a mini heat-wave which sent us all home in good spirits so that the traffic jams we sat in (or some of us!) were that much more tolerable.

The day started with us waiting patiently for the grounds to open at 10.00 am. John Oglesby had trailed one of his (blue) Mayflowers to the ground because his best one was being resprayed - or some such major operation was being performed.

Another member had disappeared en route having set out before his wife who waited patiently outside the gates for him wondering where he had got to! For some time it looked as though John Oglesby's trailed Mayflower would be the club's sole representative of the marque and we watched dejectedly as Renown after Renown rolled on to the site. However our spirits rose as Ron Hagger and Graham Keeling's cars appeared to keep John's car company. Much much later Harvey Woods did arrive none the worse for wear having made a brief unscheduled detour.

The site was extremely civilised - being in beautiful countryside with wild animals in the near vicinity and no sheep or cow droppings to attract unwelcome visitors - a vast improvement on Blenheim Palace in the latter respect!

The final count was 21 Renowns plus 4 Mayflowers these being:-

NXA 806	Comet Blue	- John Oglesby
AEX 717	Black	- Harvey Woods
NOK 656	Cream/Maroon	- Graham Keeling
PMV 97	Deep Green	- Ron Hagger

After lunch the driving test was attempted by all and sundry, the winners being:-

1st TROC member	Paul Manning	NRL 546
1st TMC member	John Oglesby	NXA 806
1st Visitor	? in 1932 Triumph Pillarless Saloon?	

The T.M.C. Concours judging was as close as usual. Massive amounts of points were deducted from Ron Hagger's car when dust was found behind the nearside overrider. Seriously, Ron and his wife are to be congratulated on the splendid condition in which they present their car. It is a superb advert for the club and any club member who has not seen it must make the effort next year.

There then followed the children's games, the older children's games (adults to you) and finally the prize giving at which John Gogay was awarded the Chairman's prize for sterling service to the club; Ron Hagger the concours 1st prize; Harvey Woods the runner's up prize; John Oglesby the TMC driving test prize.

Also present was our newly appointed Second Hand Spares Secretary with a van full of assorted greasy bits which were sorted and prodded by everyone. Several useful items were purchased by the members present, and it is hoped to supplement this service at future rallies.

In conclusion a good day was had by all and it was encouraging to see 3 different cars join Ron Hagger's at the National Rally apart from the other old faithfuls who unfortunately could not attend this year. It was also good to see Paul Norton, Terry Gordon and Phil Hall who attended "carless" and it would be nice to see some more new faces!

*** *** ***

LUCAS PARTS FOR MAYFLOWERS

<u>Part</u>	<u>No.</u>	<u>Also used on Vehicles listed</u>
Contact Points	DSB122	16HP Dolomite 1939 1800 Saloon 1946-48 2000 Saloon 1949 Roadster 1949 Renown 1950-53 Vanguard 1948-53
Rotor Arm	DRB101	Herald 1959-70 Renown 1953-54 TR2 1955-56 TR3 1956-62 TR4 1962-67 1300 1966 1300-TC 1966-70 2000 Saloon 1949 2000 Saloon 1964-66 (L.C.) All Standards from 1954 '8' to 1962 Vanguard except Vanguard 1950-53
Ignition Coil	DLB101	All Standard Triumph models from 1934 Gloria to 1970 2000

*** *** ***

STOP PRESS STOP PRESS STOP PRESS STOP PRESS

Shaun Spooner desperately needs volunteers to help man the entrances for Stir '86. Please contact Shaun if you are able to help in any way. It is hoped that Dave Toguri will be able to attend the Brighton Classic Car Show, with his 'Flower. Any other volunteers to stand by as reserves should contact Shaun.

STOP PRESS STOP PRESS STOP PRESS STOP PRESS

SHOWTIME SOUVENIR



**A NEW MAYFLOWER IS LAUNCHED
1950 MODELS INTRODUCED**

FOR SALE

ITEM 1

1953 Mayflower 57,000 miles, 2 owners, original log book, new brake system, black respray, new carpets. Has been standing for several years since owner died. Offers in the region of £900 to Mrs E. Emerson, 296 Bitterne Road, Southampton SO2 4BQ, tel: 0703-225240.

ITEM 2

The following letter is from M. J. Taylor, 64 Oatlands Road, Shinfield, Reading RG2 9DN, tel: 0734-883038.

I have a Mayflower which I wish to sell and wonder whether you may wish to publicise this to your members. I purchased the vehicle some years ago with a view to restoring it; however, it is a project I have never commenced.

The car would form a very good basis for restoration. It is complete and basically sound but not running. The major bodywork requiring attention, as always, is the sills; however the chassis rails and all structural parts are sound.

It was first registered in 1952 and has leather upholstery. The reg. number is HJB 187 and has been logged on the Swansea computer ready for re-use.

I wish only to recoup my original outlay and would therefore be looking for about £150. If anybody should be interested before I make other arrangements to sell the car, I should be pleased to hear from them any time after the 23rd August 1986.

ITEM 3

B. H. G. RICHARDS of Netherbury, Bridport, Dorset, tel: 030888-288 and 030888-211 has a Mayflower in his dismantlers.

ITEM 4

Mike Moody of 6, The Houses, Aston Road, Bampton, Oxford OX8 2AQ, tel: 0993-850605, has a Mayflower for which he would like £140 - probably a non-runner.

*** *** *** ***

If any member has any used and useful bits which he would like to dispose of through the club please phone Second Hand Spares Secretary. Several items have been requested by members i.e. bumpers, rusty or not, overriders, front coil springs etc. Tel: 0643 84253.

STOP PRESS ITEM

FOR SALE:- Mayflower 1952, registration 439 HYO, dark green. Body reasonable, engine needs attention; not on road since 1978. £175 o.n.o. Apply to:- P. J. Hall, 75 Morley Road, Staple Hill, Bristol BS16 4QY (Buyer collects).

WOTS YOURS CALLED?

Some time ago Peter, our revered Chairman, suggested I should write a piece about the names inflicted on cars, official and unofficial - no, he meant the printable ones, not the passing endearments so colourfully employed when you've just dropped that very tiny and very important bit down in amongst.

But I'm rather chary of the subject. Is it of too trifling a nature to be of interest to all you practical and mechanical genii, you dedicated yesterday-a-chicken-coop-today-a-concours-winner types?

Still, a Chairman's behest must be heeded - so here goes.

The reasoning behind the labels on most cars is pretty obvious; and from time to time pretty boring. M.M.C. for instance - the Motor Manufacturing Company. I ask you! Some names are plain and logical; everyone knows that Rolls-Royce, Ford, Bugatti and Citroën are just the originators. Other people got in on the act too, people who were nothing to do with the manufacturing process - like Daimler's daughter Mercedes, and Pontiac, an Indian Chief. Presumably the car was equally durable and dignified; because quite apart from bearing the maker's identification, cars were named to be sold.

So, the Adler was hopefully swift as an eagle - and there's another one, Swift. Not to mention Swallow, Hawk, Kestrel, Falcon - and even Robin. Travelling like a bird must be smooth, comfortable, and light on petrol!

For the animal kingdom there is of course the proud, snarling speed of the Jaguar - very macho - the tireless bounding of the Gazelle (do they bound?) and the popular and faithful Rover, obviously named for man's best friend (I wonder if I've got that quite right?)!

The Velox is fast, the Zephyr goes like the wind, the Javelin speeds to its target, and the Zodiac will go round the world. The Torpedo is unstoppable - but don't think that one through. Exploding upon arrival is not what is wanted of the family car.

Imps and Elves invoke the supernatural to keep your garage bills down, while Ghosts, Wraiths and Phantoms, silver or otherwise, can be relied upon for silent, effortless travel. For those of us not in the silent, effortless travel bracket there is the cheap and reliable Wagen built for the general run of cack-handed, non-technical, simple-minded Volk; or the Trojan, a small, family car into which, I suppose, you can pack more bodies than would seem possible to those not in the know.

Some names, of course, do not work as well as others. A Bean, for instance, is not an inspiring mode of transport (remember, I'm speaking only of names. Myself, I rather like the Bean.). And Standard is fine if you envisage a flag proudly flying - but to most people doesn't standard mean average, conventional, even mediocre?

And what of Dolomite? Did they mean that it had all the subtle design features of a chunk of rock? The mobility of a mountain? Or just that its edges were likely to crumble?

But enough of this and no word about the Mayflower. Why Mayflower? Well, no-one seems willing to be dogmatic, but Triumph (now there's a name!) did rather go in for marine labels. Anyone with a Winter '76 copy of Flower Power will see it stated there that both the Renown and the Vanguard were named for ships, and obviously Ensign and Pennant were along the same lines, while also tying in rather well with the Standard theme.

But to bring it even closer to home, what do you call your car?

Or don't you? Peter thinks that most men don't, and that's the majority of club members; though a friend of mine called his Mayflower Maisie, and a back number of Flower Power reveals a 1933 Hillman called George by its (also male) owner. But flicking through further copies I can only find a Mayflower called Samantha (owned by a feller, but probably christened by a previous lady owner) and one called Tracey, this one definitely a lady's car. And that's it. Two more friends of mine have a Morris Minor known as The Duchess and another called Boris, but they are both female. So, is Peter right?

It is, of course, a Chairman's prerogative.

My car? Well, if you look at Issue 34 of Flower Power you'll see that Peter and Malcolm between them conspired to broadcast my private correspondence to the world; and if you bother to plough through it (they might at least have printed a précis!) you'll find on p.8 that my Mayflower is called Speedwell; and on p.10, why.

Cynthia Lydiard Cannings.

*** *** *** *** *** ***

Ed:-

As you will read from the subsequent article taken from the November 1949 edition of the Standard Car Review it may be that the name 'Mayflower' was nothing more than a whim of Lady Black!!!!....

Many thanks to Malcolm for his assistance and of course to Tom Robinson for doing the hard work again.

PRESS and TRADE CONVENTION

Sir John Black introduces the Triumph Mayflower and outlines the Company's 1950 Programme. 1949 compared with 1939.

MEMBERS of the Press and Distributors of The Standard Motor Co. Ltd. foregathered at the Banner Lane factory on 23rd September for a pre-view of Standard and Triumph cars as planned for 1950.

The cars were displayed in a specially prepared section of the main dining hall at the Banner Lane factory. Before the new models were inspected Sir John Black addressed the visitors. In the course of his speech he first gave the following interesting details regarding the past year's trading:

"First of all then a few comparative figures between pre-war and last year. Our turnover in 1939 was six million pounds—last year it exceeded thirty-one millions. We produced 50,000 vehicles in 1939 and last year 97,000. Our best export year before the war was 7,000 vehicles and in the last twelve months we exported 60,000 valued at over twenty million pounds. During the year, the output of Vandards has steadily increased and is still increasing and these models have now established themselves in every country throughout the world with which we are free to trade. With the various improvements that we have effected in our 1950 models, to which I shall refer later, we anticipate increasing our overall export, providing there is a relaxation of restrictions in certain countries."

TRACTOR PRODUCTION

Before proceeding with further details of the car side, Sir John referred to the production and sale of tractors.

"I must make some reference to the production and sale of tractors. The actual demand for tractors is just as great as ever and I am confident that when trade agreements with overseas countries have not only been concluded, but have been put into effective action, we shall be able to increase the output of the Ferguson tractor once again. In the meantime the sales organisation, Harry Ferguson Ltd., are doing all they can to open up new markets by educating farmers

in the use of agricultural machinery and they have recently been particularly successful in India, Pakistan and in the Middle East. Substantial monthly shipments continue to be made to Europe, Africa, Australia and New Zealand, in addition to the maintenance of a large volume to the Home Market.

1950 IMPROVEMENTS

"I now turn to our car plans for the future. We have made many modifications to the Standard Vanguard. We have re-designed the doors and door openings to effect a complete dust-proofing. We have increased the leg room in the back, covered in the rear wheel, added a wide centre arm rest to the front seat, introduced vacuum control ignition which gives a great improvement in petrol consumption and altered the change speed lever to bring us into line with international practice. Other new features include new heating equipment and battery mounting position and a host of other improvements in mechanical and equipment details.

"The Triumph Two Litre Saloon has a completely new chassis frame with independent front coil suspension, new hydraulic braking and new steering. In addition to this drastic alteration in the mechanical specification, we have effected outstanding improvements in the bodywork. Principally, they include Dunlopillo overlay in conjunction with a new trim style, a new instrument panel and lighting, luggage boot, head lamps and, as in the Vanguard, many improvements in mechanical and equipment details.

"All the alterations to both the Vanguard and Triumph, to which I have referred, have been carried out without any increase in price.

NEW TRIUMPH MAYFLOWER

"And now, ladies and gentlemen, I come to the immortal development of our re-entry into the light car field. When a new model is first shown, it is essentially the designer's day

and I therefore want to say first of all that I cannot exaggerate upon the importance of the part played by my colleague, Mr. Grimham, and his staff.

"The design is based upon all our accumulated experience in the overseas markets with the Vanguard and we have paid particular attention to their special requirements covering such important features as: 1. Suspension. 2. Dust-proofing. 3. Heating and ventilation. 4. Luggage carrying capacity.

"The main engineering details of the new light car are these: A completely sealed four cylinder engine of 1,250 cubic centimetres capacity, developing thirty-eight brake horse power; a body and chassis of integral design; a three-speed gearbox, interchangeable with the rest of our range; hypoid rear axle; Lockheed hydraulic brakes; independent front spring, coil suspension.

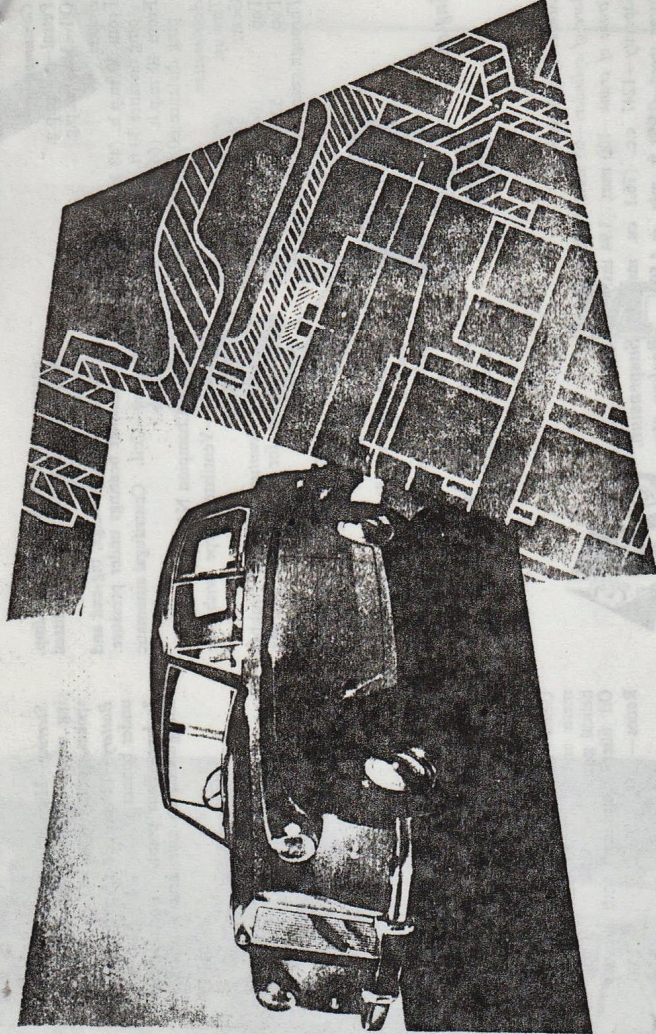
"The overall length is 13 feet, and it has a speed of over sixty-five miles per hour, with an acceleration in top gear from ten to thirty miles per hour in 12 seconds."

Concluding, Sir John said:

"We have named this car the Mayflower and in presenting it to the world we do so with the same spirit of enterprise which prompted the Pilgrim Fathers to sail in the original 'Mayflower' exactly 329 years ago, to what is now known as the United States of America."

After members of the Press had inspected the cars, Mr. T. Wisdom, well known motoring correspondent of the *Daily Herald*, thanked Sir John on behalf of the Press.

Following the inspection of the new models by the Company's Distributors, Colonel R. E. Maude, O.B.E., replied to Sir John on behalf of those present. After discussing the improvements to the existing range he said "Now we come to the Triumph Mayflower and indeed we should be a happy band of pilgrims. I think you should know that Lady Black christened this model—the name Mayflower was her inspiration."



THE TRIUMPH MAYFLOWER SPECIFICATION

Height (unladen) 5' 2"
 1.57 metres
 Weight—dry (excluding extra equipment) 17 cwt.
 865 kg.
 Weight—complete (including tools, fuel, oil and water) 18 cwt.
 915 kg.
 Fuel tank capacity 37 litres
 5.50—15

Wheelbase 7' 0"
 2.13 metres.
 Track—Front 3' 9"
 1.14 metres.
 Rear 4' 0"
 1.22 metres.
 Ground clearance (laden) 7"
 .178 metres.
 Turning circle 34' 0"
 10.4 metres.

Performance Figures

Engine. R.P.M. B.H.P. Torque (lb. in.)
 1,000 10 630
 2,000 22 693
 3,000 32 673
 4,200 (peak) 38 570

Maximum torque 702 lb. in. at 2,500 r.p.m., equivalent to 116 lbs./sq. in. b.m.e.p.
 B.H.P. per sq. in. piston area—1.96.
 Peak piston speed ft. per min.—3,000 at 4,560 r.p.m.
 Piston area sq. in. per ton, dry 22.75.
 Brake lining area sq. in. per ton, dry 106.
 Top gear m.p.h. per 1,000 r.p.m. 14.42.
 Top gear m.p.h. at 2,500 ft. min. piston speed 55.

Litres per ton-mile, dry 3,040.

Maximum speeds—M.P.H. Km.P.H.
 Gear. Top 65 105
 2nd 40 64
 1st 18 29

Engine R.P.M.—Road speed. Gear. at 10 m.p.h. at 10 km.p.h.
 Top 690 430
 2nd 1160 720
 1st 2460 1530
 Reverse 2850 1770
 Road Speed at 1,000 Engine R.P.M.
 Top 14.42 m.p.h.; 2nd 8.63 m.p.h.;
 1st 4.07 m.p.h.; Reverse 3.52 m.p.h.



Consumption.
Petrol—35 m.p.g.
Oil—3,000 m.p.g.

Brakes.
From 30 m.p.h. (48 km.p.h.)—Stopping distance 30 ft. (9 metres).
From 40 m.p.h. (64 km.p.h.)—Stopping distance 60 ft. (18 metres).

Acceleration.
Two up.
Gear. Speed. Time (secs.)
Top 10-30 m.p.h. 12
Top 30-50 m.p.h. 16.50
Through gears 0-50 m.p.h. 23

Engine



Number of cylinders—4.
Bore of cylinders—63 mm. (2.48 ins.)
Stroke of crank—100 mm. (3.94 ins.)
Capacity—1247 c.c. (76.1 cu. ins.)
Piston speed—2,950 ft. min. at 4,500 r.p.m. (Equivalent to 65 m.p.h. in top gear.)
Piston area—124.750 cm. (1,935 sq. in.).
Firing order—1, 3, 4, 2.
Compression ratio—6.7.

Cylinder block—Chromium iron.
Pistons—Aluminium alloy, split skirt.
Connecting rod—40 ton steel, with floating guide-gon pins.
Crankshaft—Robust construction with integral balance weights. Three main bearings.
Bearings—Precision, micro bearings.
Valves—Side operation.

Camshaft—Four bearings, harmonic cams. Drive by chain.
Cooling system—14 pts. capacity, thermostatically controlled.
Circulation—Pump.
Fan—12½ dia.
Drive—Vee Belt.

Fuel system—8 gallon tank (37 litres). Pump—A.C. mechanically operated. Carburettor—Down draught type (Zenith).
Main fuel—Inlet and exhaust integral. Hot spot.
Air cleaner—Combined air cleaner and silencer.

Lubrication—Sump capacity, 7½ pts. Oil pump—Hobourn-Eaton high

capacity pump, submerged in sump. Oil cleaner—Floating type intake fitted to pump in sump.
Feed to—Main bearings, big-end and all camshaft bearings under pressure.
Ignition—Coil. Centrifugal automatic advance.
Plugs—Champion NA.8.

Dynamo—Ventilated type with vee belt drive.

Engine mounting—Flexible rubber mountings for engine and gearbox unit.

Exhaust system—Flexibly mounted and insulated against noise transmission to body.

Crankcase ventilation—Automatic suction from induction system, together with bearing seals, providing a sealed engine.
Flywheel—High carbon steel with hardened integral teeth.



Axles, Suspension, Brakes, etc.

Front Axle—Independent suspension system with rubber bushed wishbone shackles top and bottom. Patented screwed bottom bush and top ball joint wheel swivels. Hub taper roller bearings.

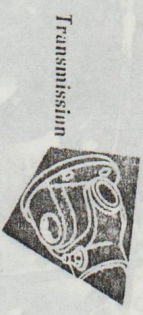
Rear Axle—Semi-floating axle shafts, three piece casing. Ball bearings in hubs. Drive—Hypoid bevel gears, taper roller bearings.
Ratio—5.125.
Wheels—Steel disc type with chrome plated nave plates.

Suspension—Low periodicity, coil spring for independent suspension at front. Semi-elliptic springs at rear. Controlled by Girling telescopic type direct-acting hydraulic dampers.

Brakes—Lockheed hydraulic. Two leading shoe type for front wheels, leading and trailing shoe type for rear wheels.
Drums—Alloy cast iron, 8" x 1½" 90 sq. in. area.
Operation—Foot to all four wheels Hand brake to rear wheels only (mechanical).
Handbrake—Lever under scuttle.

Frame—Unitary body and chassis construction forming light and rigid assembly.

Steering—High efficiency gear. Steering wheel 17" dia. (432 mm.), three spokes, spring type.
Battery—12 volts, 38 amp. hr. located under bonnet.
Jacking—Four point. Portable jack triangulated to give firm support.



Transmission

Clutch—Single dry plate type, Borg and Beck. 7½ dia. Light action pedal with balanced control linkage.
Gearbox—Three forward speeds and reverse. Remote control gear change on steering column, light action.
Gears—Patented positive synchromesh on all forward ratios. Silent helical gears.

Oil filler—Combined with dipstick.
Ratios—
Top 1.00
2nd 1.67
1st 3.54
Rev. 4.11
Overall ratios—
Top 5.125
2nd 8.56
1st 18.14
Rev. 21.06

Propeller shaft—Hardy Spicer all metal shaft, needle roller bearings, with grease nipple lubrication. Sliding spline formed by gearbox manshaft.



Body

Type
Two door, four-light, knife edge, four seat saloon. Steel panelled, rust-proofed by Bonderizing process and fully dust-proofed. Fitted with Triplex toughened glass. Flar screen. Pivot type door handles. Easy-close doors hinged on front pillar.

Upholstery.
Specially designed to give both maximum comfort and room.

Seating.
Separate front seats and rear seat of divan type. Effective seat width, from 48" (1219 mm.) overall, rear 38" (965 mm.).
Width over elbow rests at rear 50" (1270 mm.). Arm rests for rear passengers.
Front seats adjustable fore and aft, by means of easily operated control. Front seats moveable for easy access to rear of body.
Maximum interior body width 53" (1346 mm.).

Instruments.

Attractively grouped in central position on fascia panel comprising:
Speedometer with clock.
Fuel gauge, oil pressure gauge, water temperature gauge.
Ignition warning light.

Controls.

Centrally grouped buttons for starter, choke control, head and side lamps, panel and roof lamps and wiper motor. Ignition key. Screen wipers operated by electric motor housed in scuttle.

Extra Equipment.

Fittings have been arranged for the fixing of a heater and wireless.

Parcel and Luggage Accommodation.

A substantial parcel shelf is available either side of the fascia panel. Parcel shelf behind rear seat. Capacious luggage boot at rear with lid hinged at bottom to form a luggage platform when necessary. Boot interior light, automatic on opening of lid, cut-out switch provided for use when carrying luggage with lid open.
Spare wheel housed in retractable sling below luggage boot with securing mechanism operated from inside lockable boot.

Ventilation.

Anti-draught ventilation by hinged deflector lights in doors.
Air may also be admitted into car by the scuttle ventilator.
Window winders to both doors. Careful design of handles avoids excessive projection into body.

Locks.

Passenger's door locked internally. Both doors fitted with spring straps to hold doors when fully opened.

Driver's door locked externally by ignition key.
Rear boot locked externally by ignition key.
One piece bonnet arranged with external lock operated by ignition key.



Equipment

General Equipment.

Sun visors.
Interior driving mirror.
Headlamps, flush fitting sealed unit. Pre-focus bulbs.
Side lamps, flush fitting.
Dip switch, foot operated.
Horns. Burton in steering wheel centre boss.
Rear lamps, combined stop and tail lamp and number plate illumination light.
Horns. Twin windtone, concealed mounting.
Roof light, remote switch on fascia.
Ash trays.
Carpet with thick felt underlay.
Direction indicators, self cancelling, control at centre of steering wheel.
Provision for heater, screen de-mister and radio.
Bonnet is spring counterbalanced for ease of opening and will remain open automatically.
Bumpers, ample protection provided by substantial bumpers and over-riders at front and rear. Chromium plated. Screen wipers, twin electric.
Spare wheel and tyre.
Tools. Complete kit with wheel brace, jack and starting handle.

Extras:

Air Conditioning.

Heater unit. Receives fresh air from scuttle ventilation and passes it through to interior. De-mister provides draught of air to windscreens. Controls, provide a variable amount of air at a variable temperature.

Radio.

Radio mobile.
Push-button control centrally grouped. Telescopic aerial, wing mounted with interior control.

Useful Addresses

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THE STANDARD MOTOR CO. LIMITED,
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