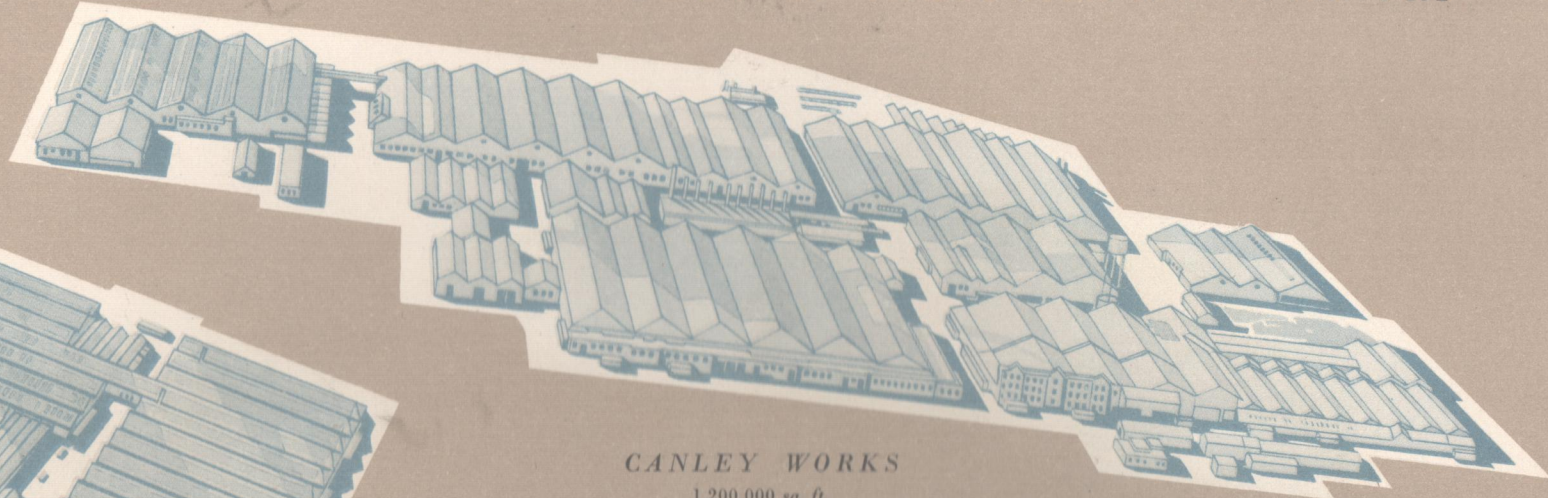


54-55



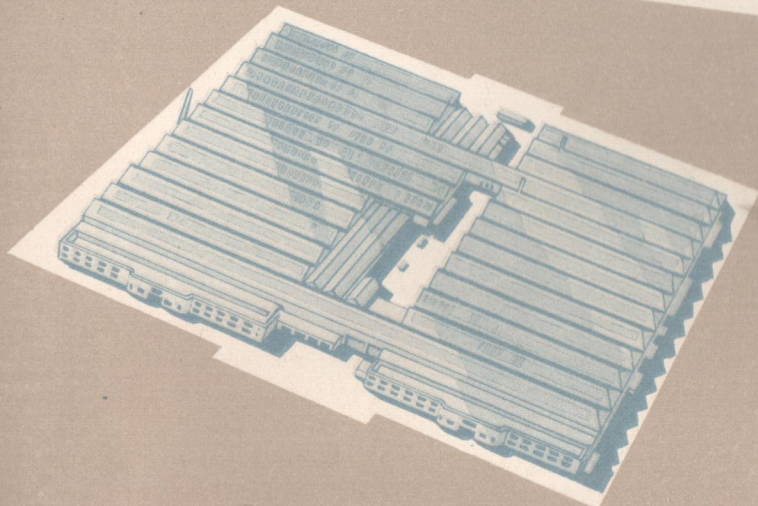
THE STANDARD EIGHT

THE STANDARD MOTOR CO. LTD. GROUP OF FACTORIES AT COVENTRY



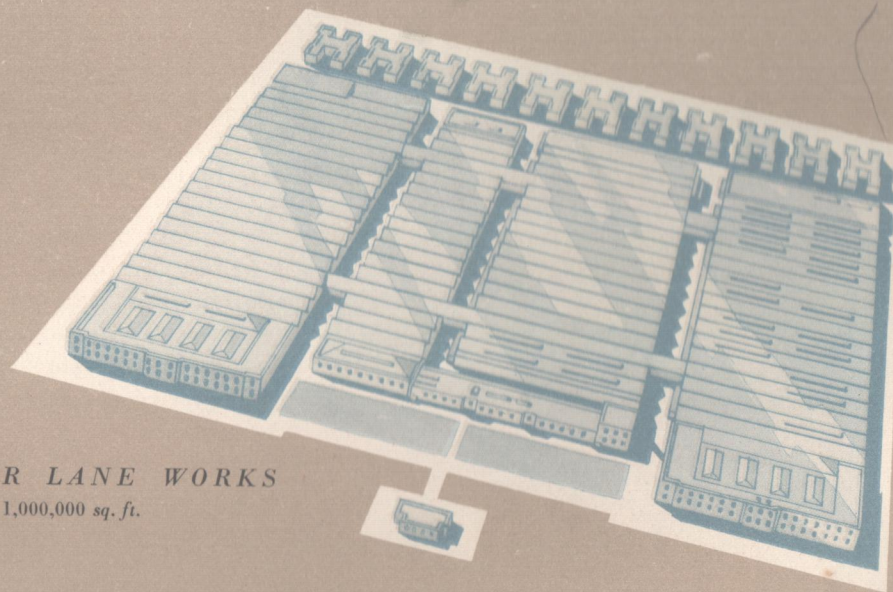
CANLEY WORKS

1,200,000 sq. ft.



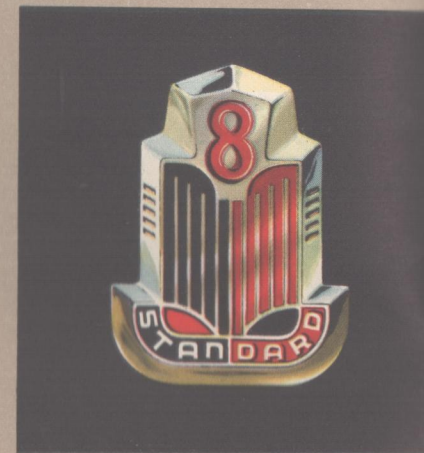
FLETCHAMSTEAD WORKS

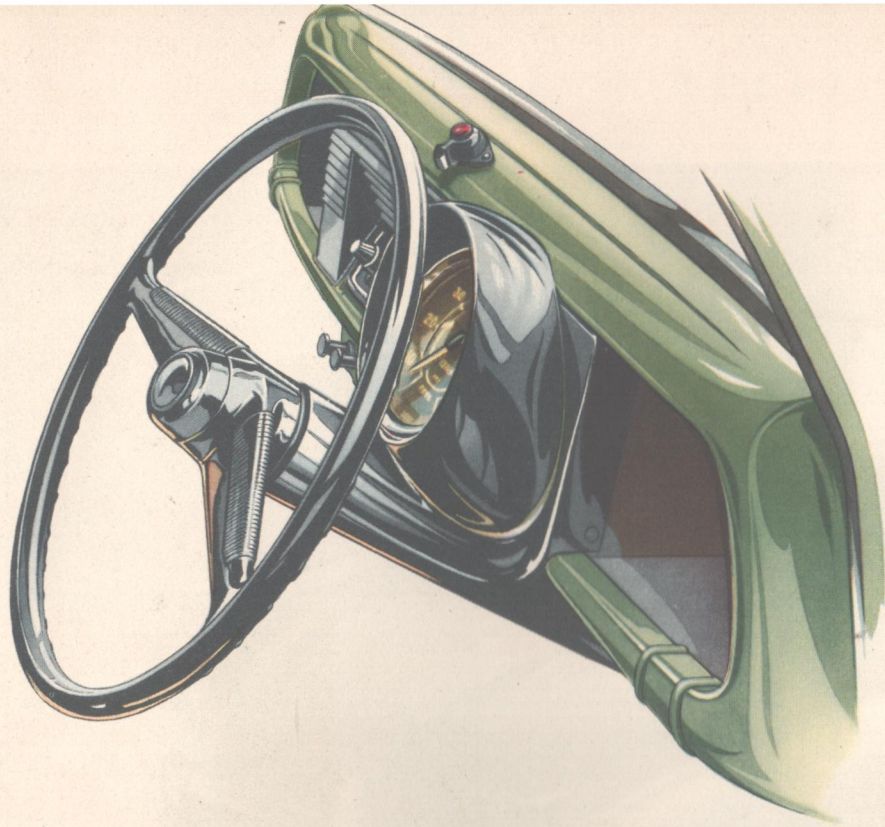
500,000 sq. ft.



BANNER LANE WORKS

1,000,000 sq. ft.





N E V E R B E F O R E . . .

miles per gallon, a top speed in excess of 60 miles per hour, a high power to weight ratio, acceleration that is all that could be wished for, combine to give the Eight an excellent all-round performance.

The roomy all steel body provides seating for four adults, while the four wide doors give comfortable entrance and exit. The amount of luggage storage space is quite unique and is completely dust and rain proof.

The Standard Eight will be found to be ideal for parking in difficult and confined spaces, and although the seating and luggage room is so generous, the overall size of the car leaves plenty of room in a normal garage.

To enable the basic car to be available at the lowest possible price, only essentials of equipment are included. For those who like full equipment, standard extras are obtainable which will enable such refinements as chromium plated nave plates, pivoting rear window, heater, radio, over-riders, etc., to be fitted at moderate prices.

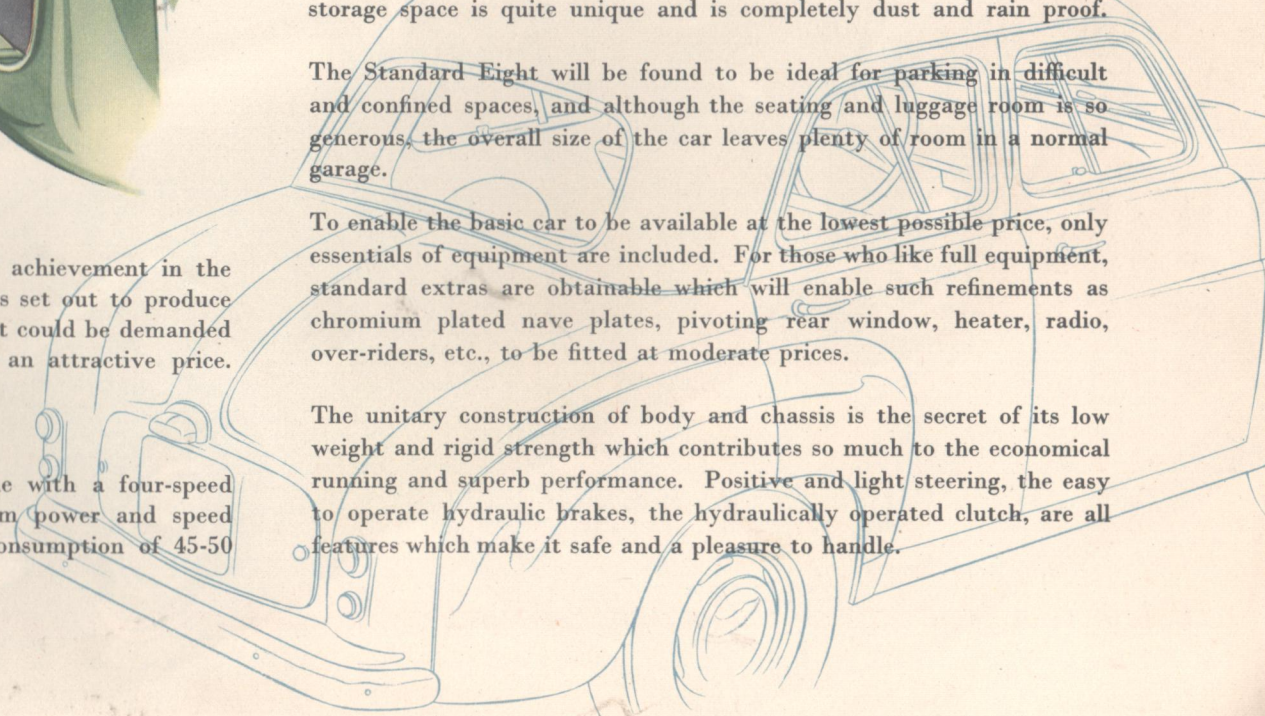
The unitary construction of body and chassis is the secret of its low weight and rigid strength which contributes so much to the economical running and superb performance. Positive and light steering, the easy to operate hydraulic brakes, the hydraulically operated clutch, are all features which make it safe and a pleasure to handle.

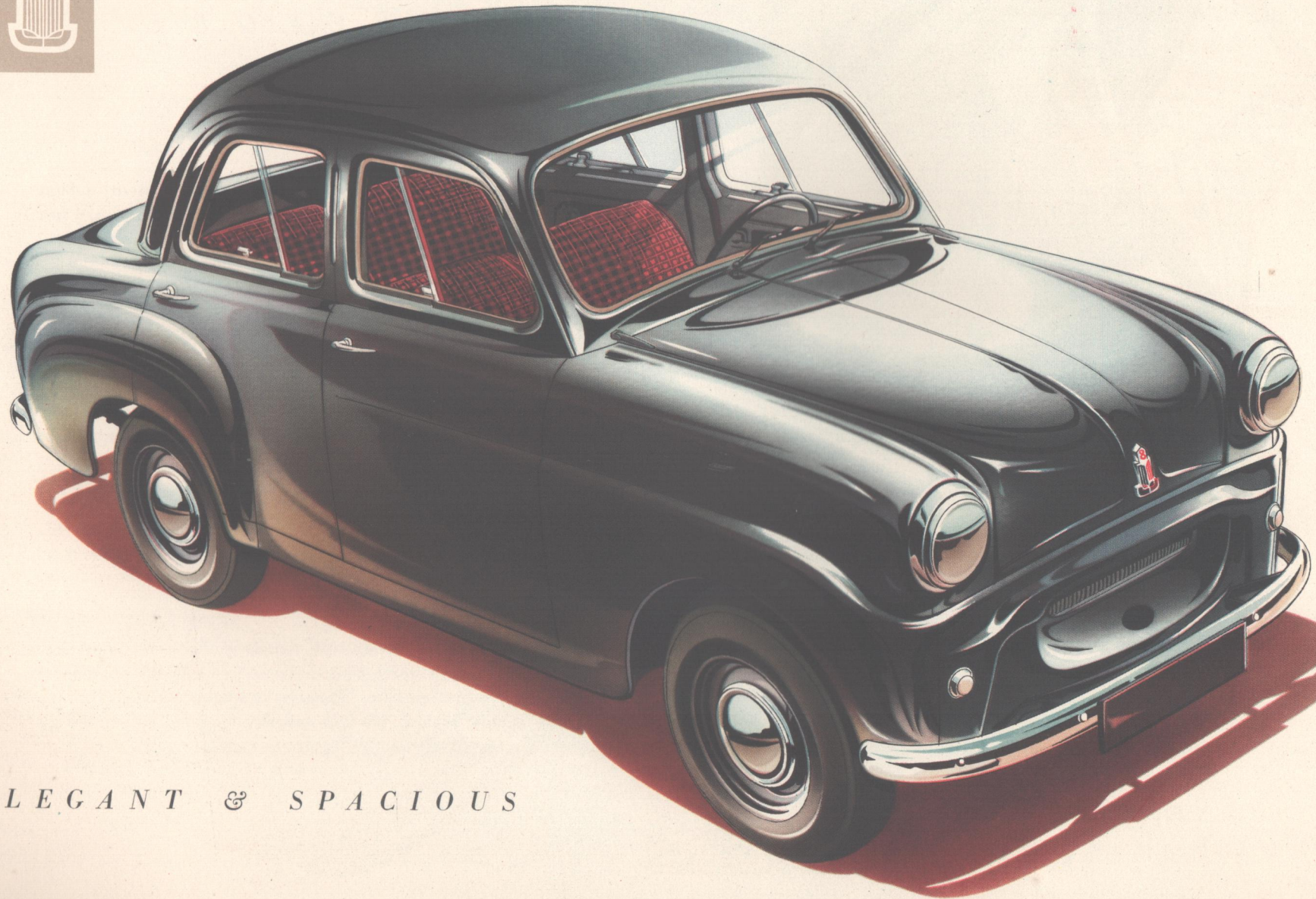
THE STANDARD EIGHT represents a major achievement in the realms of popular motoring. Its designers set out to produce a car which would give the family motorist all that could be demanded in the way of efficiency, economy and room at an attractive price. The Standard Eight incorporates these qualities.

PERFORMANCE

The four cylinder 803 c.c. overhead valve engine with a four-speed gear box has been designed to ensure maximum power and speed combined with economical running. A petrol consumption of 45-50

DESIGNED FOR HAPPY
FAMILY MOTORING

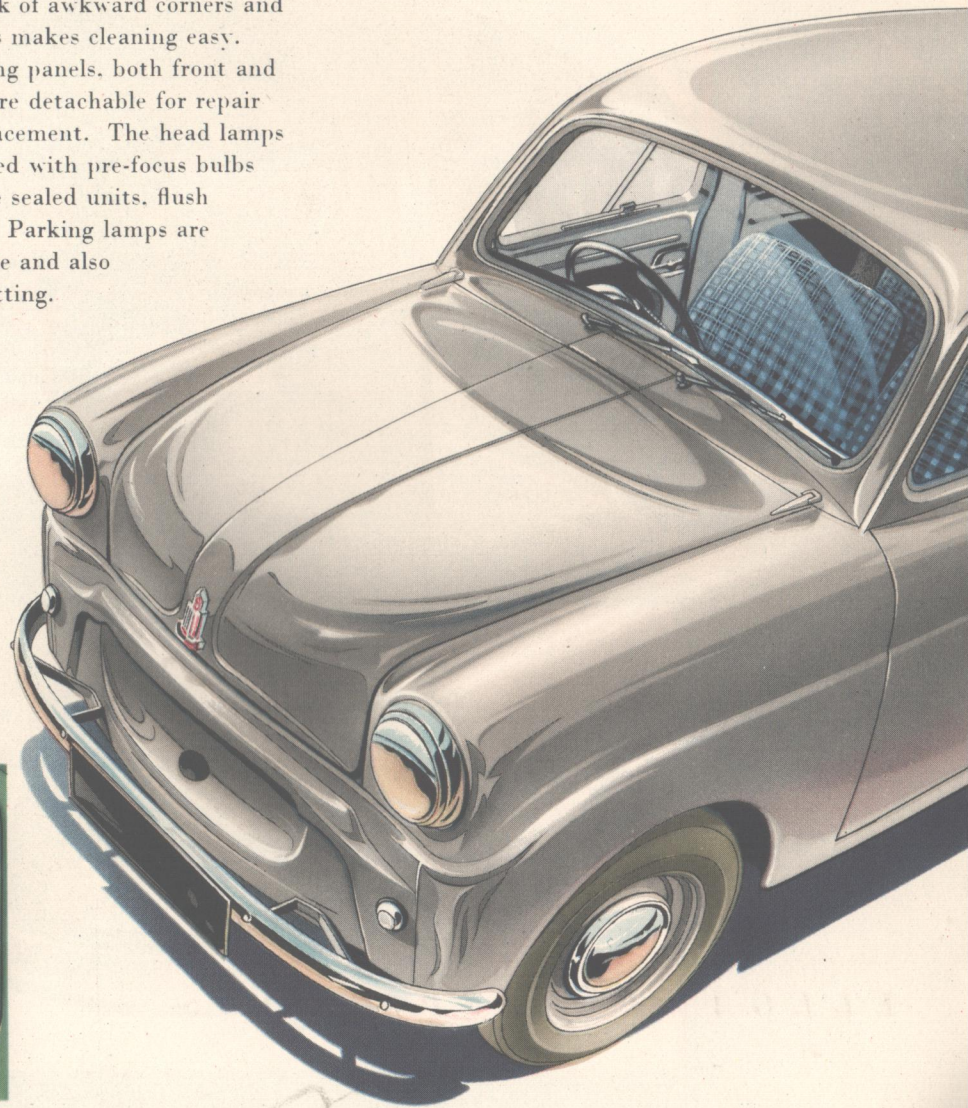




ELEGANT & SPACIOUS

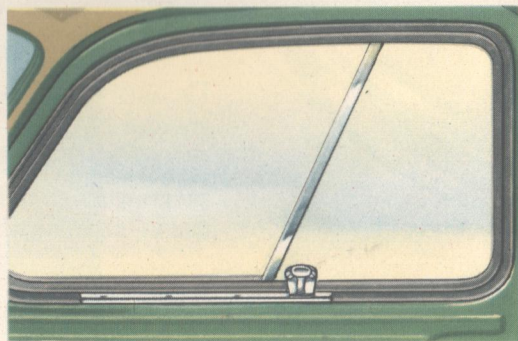
BUILT FOR THIS DAY AND AGE

The frontal appearance of the Eight is modern and pleasing yet practical. The lack of awkward corners and crevices makes cleaning easy. The wing panels, both front and back, are detachable for repair or replacement. The head lamps are fitted with pre-focus bulbs and are sealed units, flush fitting. Parking lamps are separate and also flush fitting.

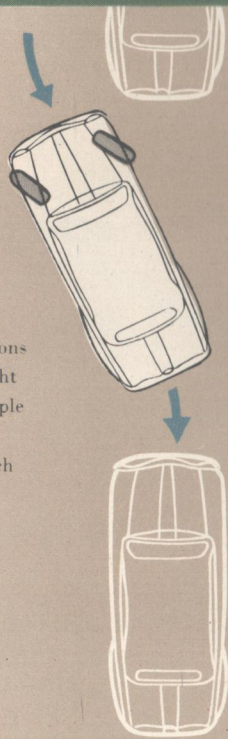


The styling of the air entrance to the radiator is practical yet pleasing to look at.

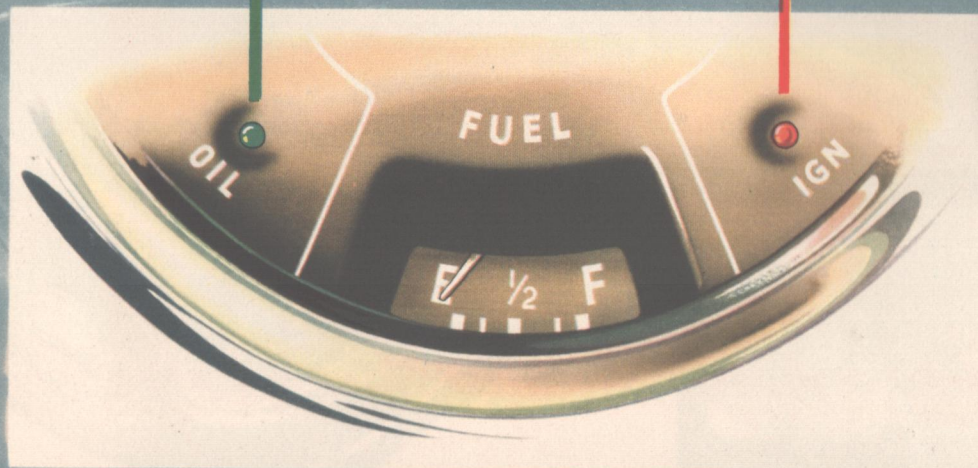
The sliding windows are quickly adjusted and can be locked simply and efficiently in any position.



The overall dimensions of the Standard Eight while providing ample room for passengers and luggage, are such that parking is no problem.



FINGER-TIP CONTROL

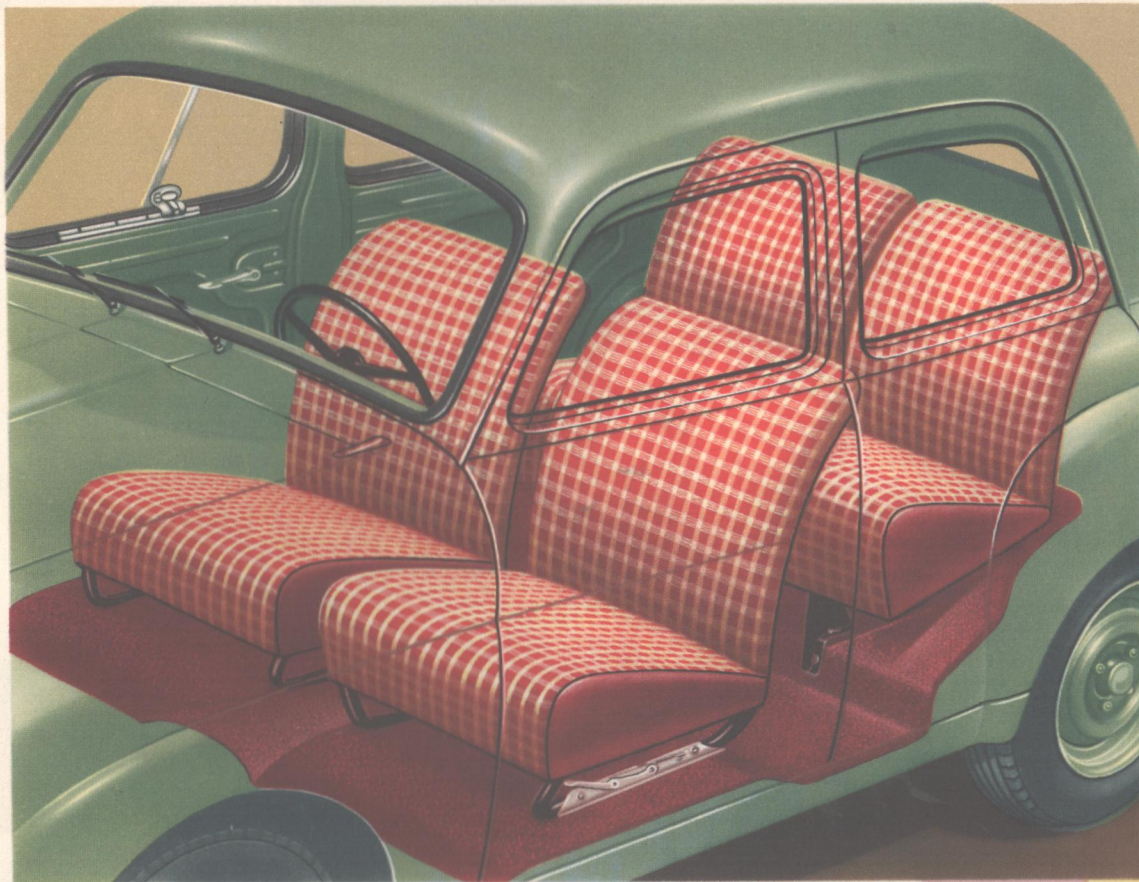


INSTRUMENTS NEATLY ARRANGED

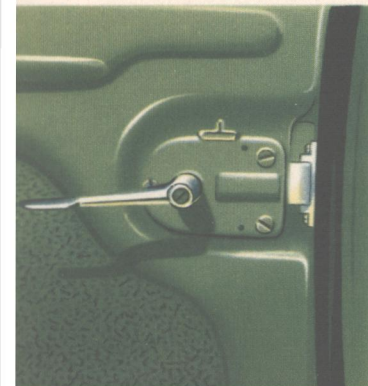
The instruments of the Standard Eight are neatly grouped in a 5 in. dial placed immediately in front of the driver. This includes speedometer, fuel gauge, ignition and oil pressure warning lights. The dial is hooded to prevent reflection on the screen.

The generous interior dimensions will surprise the family motorist. The Standard Eight will seat four, with easy access by the four doors and enable passengers to enjoy the maximum comfort. Both driver's and passenger's front seats are adjustable.

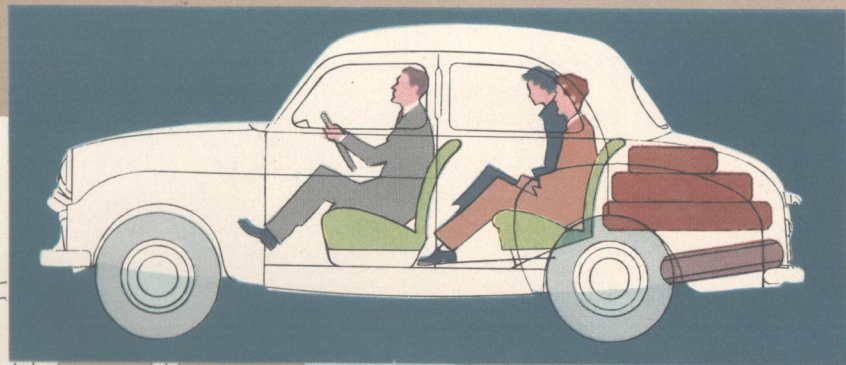
Passengers' doors are locked internally. Driver's door locked externally by key.



ADJUSTABLE FOR YOU
AND YOUR PASSENGER!



LUGGAGE THE space for luggage is quite unique, it is in fact much greater than is found in many larger cars. The completely water and dust proof luggage boot is more than adequate for most normal purposes but as the illustration below shows, with the two front seats occupied and the rear seats folded and tipped forward, the available luggage space is doubled. Access is through the rear doors and with the folding rear seats makes all luggage completely accessible.



LUGGAGE SPACE FOR ONE, TWO,
THREE OR FOUR

FOUR WIDE DOORS

It is easy to get into or out of the Standard Eight. The four wide doors are forward-hinged and fully opening.

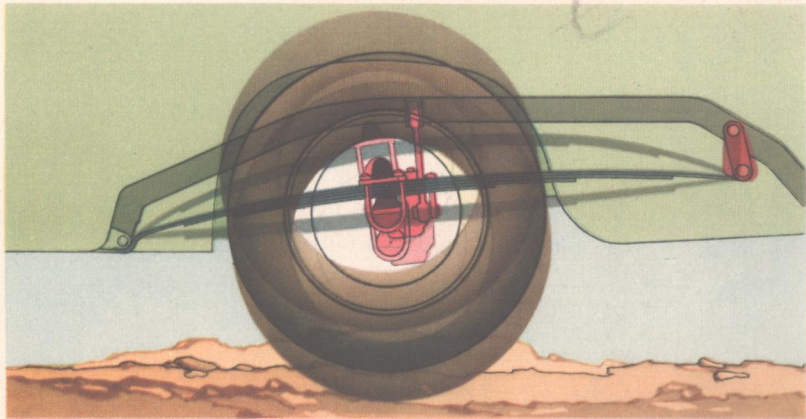
FOLDING REAR SEATS

When three seats only are occupied the back of one rear seat can be tipped down making a useful additional space for cases or other parcels. There are also two useful parcel trays in the fascia.



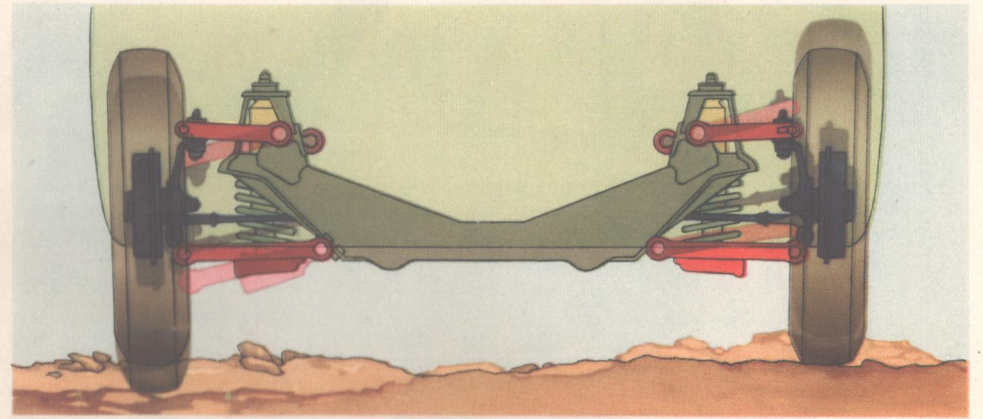
The spare wheel is housed in a separate locker accessible from outside the car.





S U S P E N S I O N

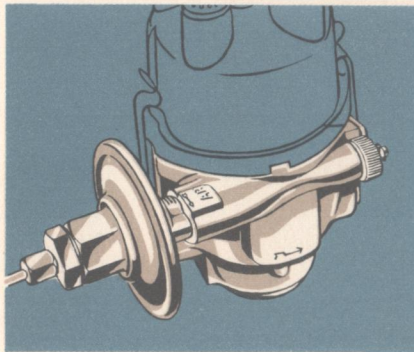
Tried and tested by experts the independent suspension system of the Standard '8' ensures stability, safety and comfort for its occupants under any road conditions.



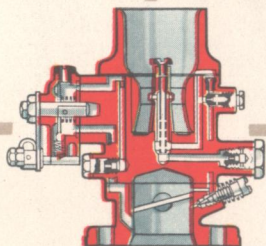
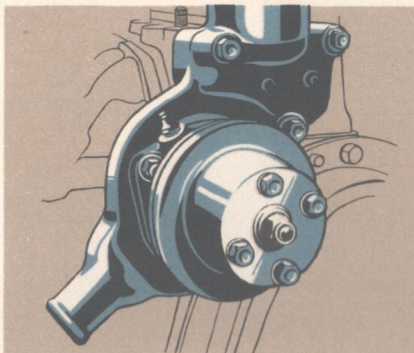
This suspension has been tested to its utmost limits on the Motor Industry Research Association's proving ground, and gives an extremely comfortable ride even when fully loaded. Cornering is exceptionally good as side swing and roll hardly exists.



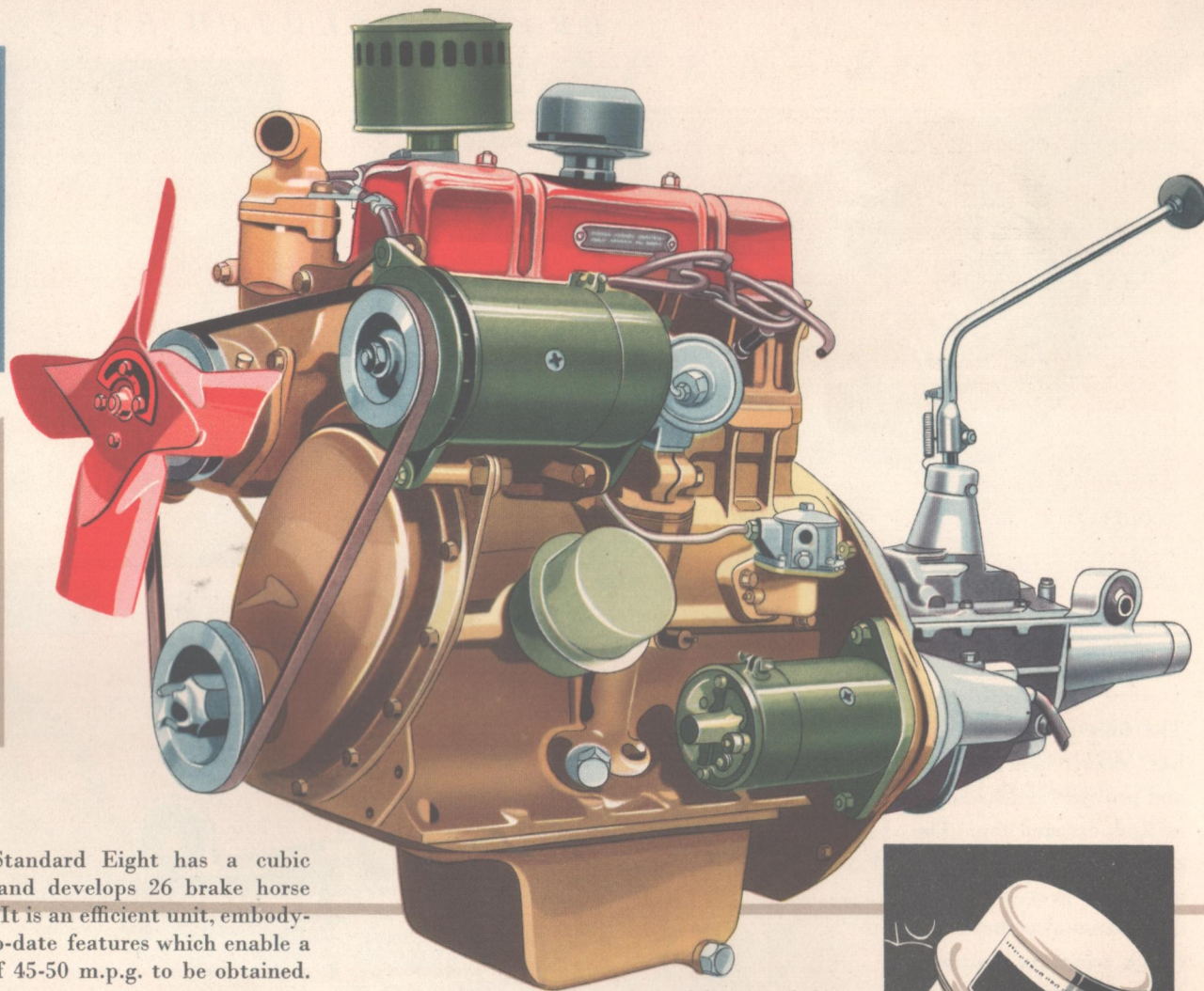
The distributor and contact breaker are situated on the side of the engine in a most accessible position. It incorporates automatic centrifugal advance and retard mechanism, while the additional vacuum control ensures correct ignition setting at all times.



The cooling system incorporates pump circulation and is thermostatically controlled. Below is illustrated the efficient downdraught carburettor.



The engine of the Standard Eight has a cubic capacity of 803 c.c. and develops 26 brake horse power at 4,500 r.p.m. It is an efficient unit, embodying all the most up-to-date features which enable a petrol consumption of 45-50 m.p.g. to be obtained.



A by-pass oil cleaner is fitted, which is easily changed when necessary, and which keeps the engine oil clean.

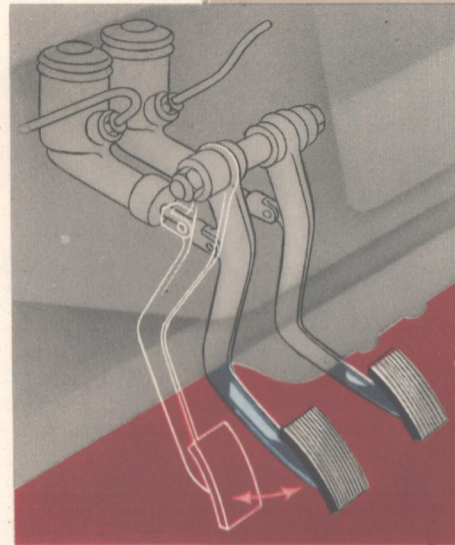


P O W E R A N D P E R F O R M A N C E

BRAKE & CLUTCH SYSTEM

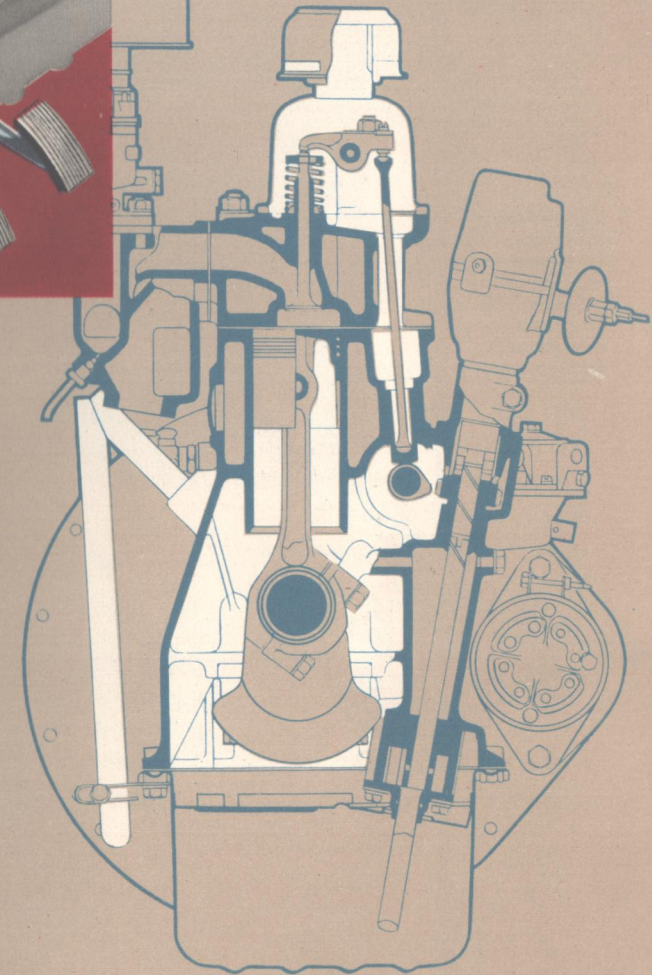
THE SYSTEM IS HYDRAULICALLY OPERATED

The illustration shows how the fluid reservoirs are situated in a conveniently accessible place under the bonnet. The clutch pedal is shown in the engaged and disengaged positions.



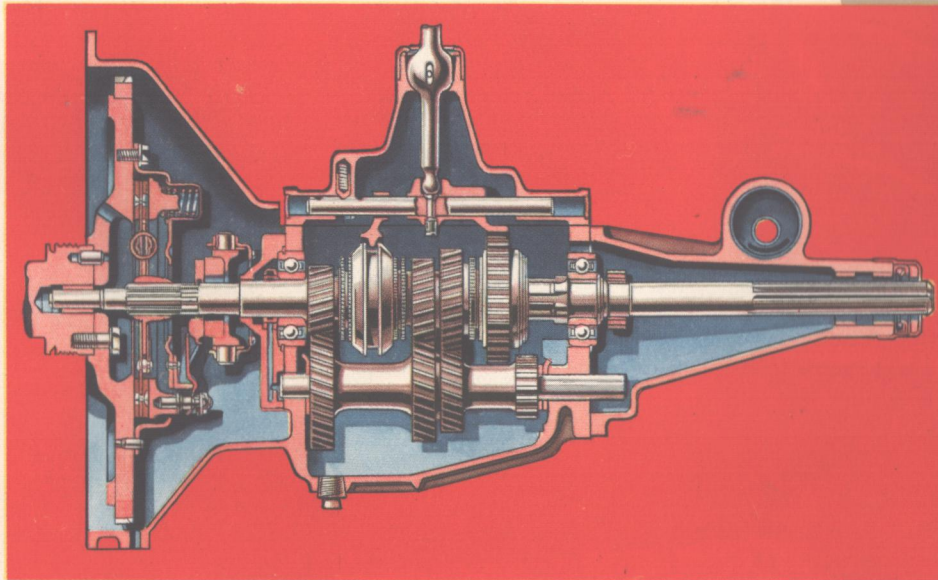
THE 803 C.C. O.H.V. ENGINE

End view section of the 803 c.c. overhead valve engine. (The white portion of the illustration shows how the engine breathes through the oil filler cap and the angular tube leading from the crank case).



D I F F E R E N T I A L

Sturdy rear axle incorporating hypoid final drive.

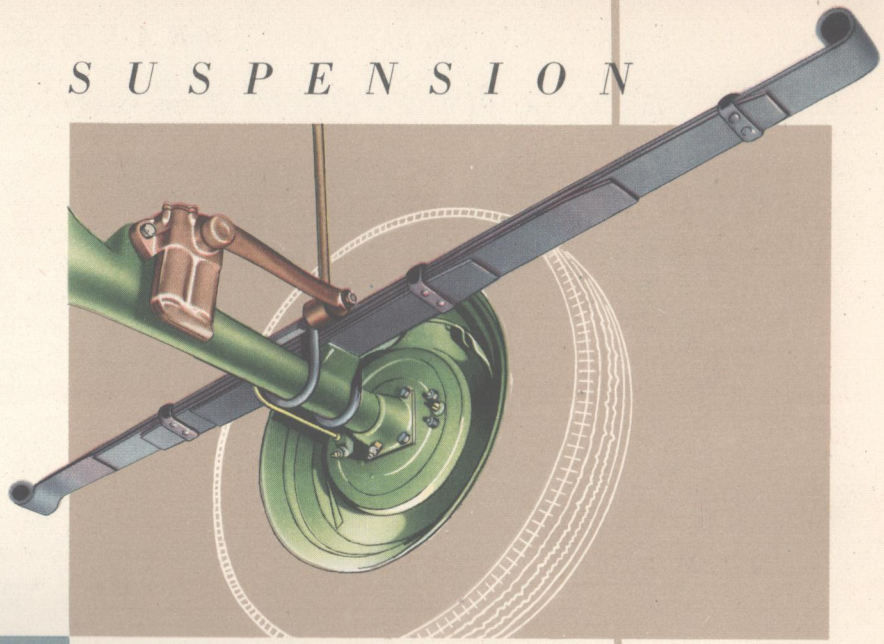
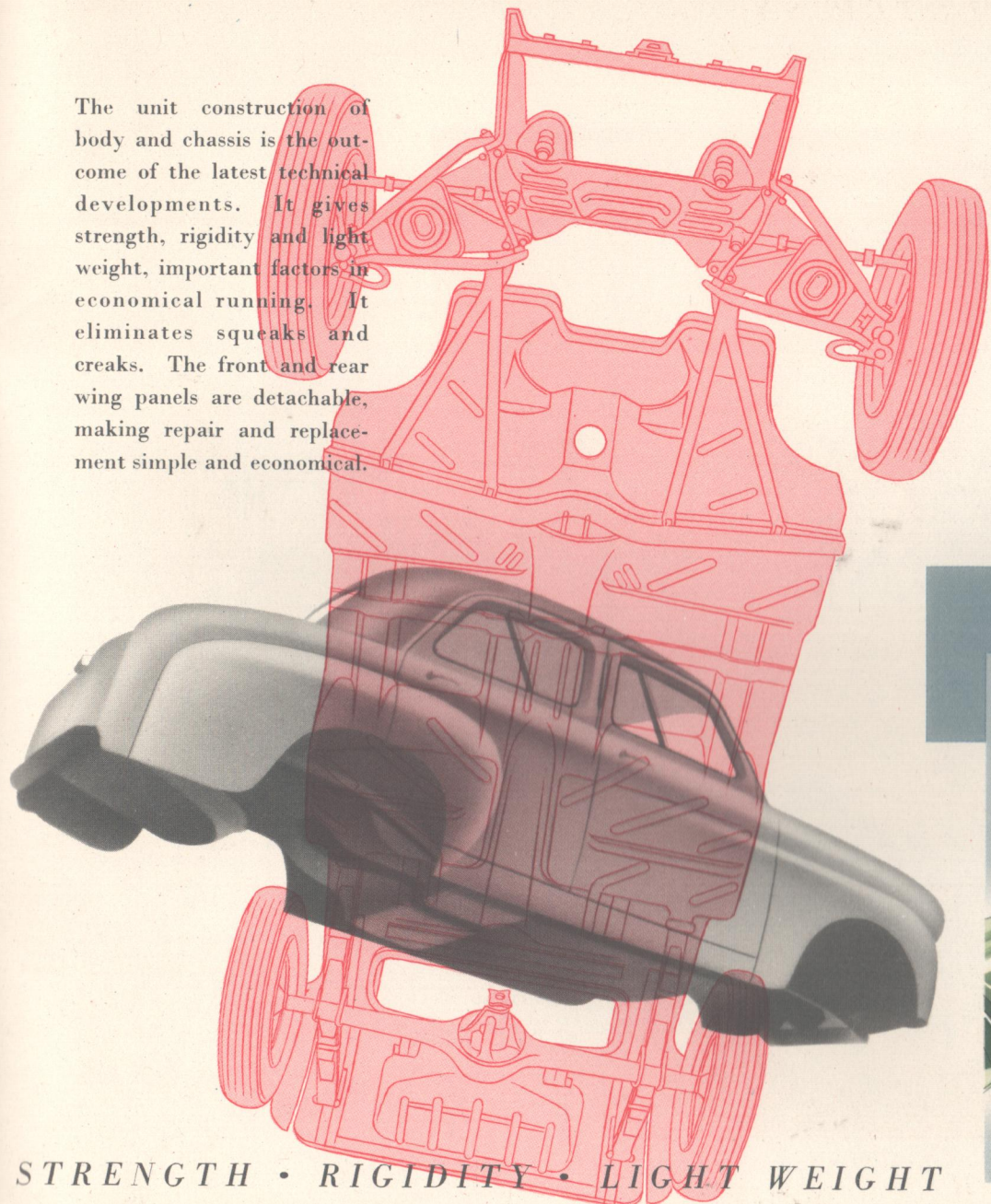


The four speed gear box has silent helical gears and provides synchromesh on 2nd, 3rd and top. The gear lever operates direct on to the gear box. The illustration also shows the clutch which is hydraulically operated, and the neat flexible rear mounting of the engine and gear box unit.

G E A R B O X A N D C L U T C H

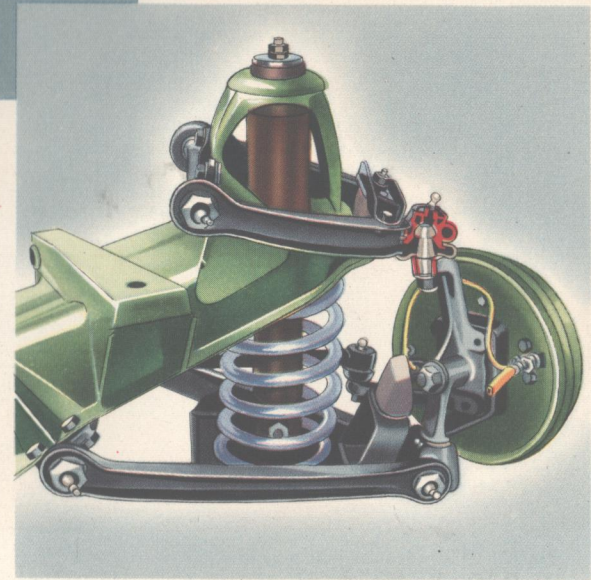
S U S P E N S I O N

The unit construction of body and chassis is the outcome of the latest technical developments. It gives strength, rigidity and light weight, important factors in economical running. It eliminates squeaks and creaks. The front and rear wing panels are detachable, making repair and replacement simple and economical.



R E A R

Exceptionally wide semi-elliptic springs at rear with piston type dampers.



Low periodicity coil springs for independent front suspension, controlled by telescopic direct acting dampers.

F R O N T

S T R E N G T H • R I G I D I T Y • L I G H T W E I G H T

S P E C I F I C A T I O N

ENGINE. Four cylinders; 58 mm. bore (2.283 in.); 76 mm. stroke (2.992 in.); 803 c.c. capacity (49 cu. ins.); Compression ratio 7.25; Three bearing crankshaft, precision, microbearings. Push rod operated overhead valves. Chain driven camshaft with four bearings and hyposine cams. 7 pints capacity cooling system (8 pints if heater fitted). Pump circulation flow thermostatically controlled. Fuel tank 7 gallons (32 litres). A.C. mechanically operated pump. Solex downdraught carburettor. Hot spot manifold, inlet and exhaust integral. Combined air cleaner and silencer. Oil sump capacity 7 pints. Hobourn-Eaton high capacity oil pump, with feed to main bearings, big end and all camshaft bearings under pressure. Purolator by-pass oil cleaner. Coil ignition, with centrifugal and vacuum automatic advance control.

TRANSMISSION. Single dry plate Borg and Beck clutch, 6½ ins. dia. Hydraulic operation. Gearbox, four forward speeds and reverse, with change lever centrally placed above gearbox. Oil filler, screwed plug on right-hand side of gearbox, correct oil capacity to plug level. Synchromesh gears 2nd, 3rd and top. Silent helical gears. Overall ratios: Top 4-875, 3rd 7-088, 2nd 11-99, 1st 20-820, Rev. 20-820. Hardy-Spicer all-metal propeller shaft, with needle roller bearings and grease nipple lubrication.

SUSPENSION. Low periodicity coil springs for independent suspension at the front, controlled by telescopic type direct acting hydraulic dampers. Wide semi-elliptic springs on rear, controlled by piston type dampers.

BRAKES. Girling hydraulic brakes, two leading shoe type for front wheels, leading and trailing shoe type for rear wheels. Alloy cast iron drums. Foot brake operating to all four wheels (hydraulic), handbrake to rear wheels only (mechanical). Handbrake lever centrally mounted.

FRAME. Unitary body and chassis construction forming light and rigid assembly.

STEERING. High efficiency gear steering. Steering wheel 16 ins. dia. (406 mm.), two spoke. Optional right- or left-hand drive.

ELECTRICAL EQUIPMENT. 12 volt battery.

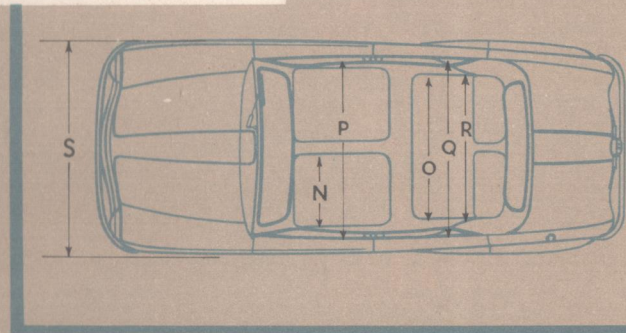
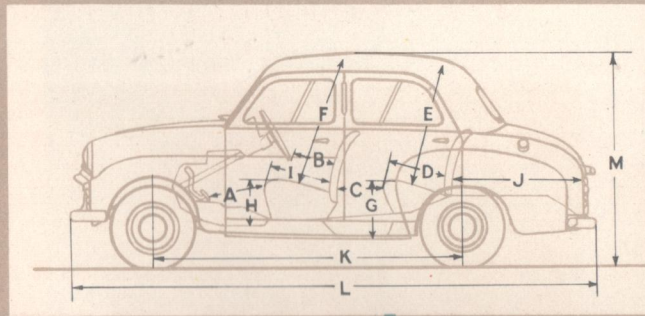
BODY. Four door, four light, clean line, four seater saloon, steel-panelled, rust-proofed by Bonderizing process and fully dustproofed. Fitted with Triplex safety glass. Flat screen. Forward hinged doors, horizontally sliding windows. Tygan upholstery. Separate front seats. Rear seat of divan type with separate folding squabs. The whole rear seat folds forward to give added luggage space. Effective seat width, Front: 43 ins. (1,090 mm.), Rear: 39 ins. (990 mm.). Rear seat width (door to door): 48 ins. (1,220 mm.). Front seats adjustable fore and aft by means of easily operated control. Maximum interior body width inside doors: 54 in. (1,370 mm.). **Instruments** in one 5 in. dial placed in front of driver, containing speedometer, fuel gauge, ignition and oil pressure warning lights. Dial is cowlid to prevent reflection on screen. Centrally grouped control buttons below parcel shelf for starter, choke control, head and side lamps and screen wiper.

PARCEL and LUGGAGE ACCOMMODATION. A substantial parcel shelf is available in the fascia panel. There is a capacious luggage boot at the rear, access being from the rear compartment of the car, the rear seat squabs folding forward. The rear seat also folds forward to give added luggage space. The spare wheel is housed in a tray below the luggage boot, access being from the rear by removing a panel containing two budget locks.



CONDITIONS OF SALE. The goods manufactured by The Standard Motor Company Limited are supplied with an express warranty which excludes all warranties, conditions and liabilities whatsoever implied by Common Law, Statute and otherwise. The Company reserves the right to vary the list prices at any time and all goods are invoiced at the prices current on day of delivery, ex-works. The Company reserves the right on the sale of any vehicle to make before delivery without notice any alterations to or departure from the specification, design or equipment detailed in its various publications. Every precaution has been taken to ensure accuracy, but the Company accepts no liability for errors or omissions.

THE STANDARD MOTOR COMPANY LIMITED, COVENTRY, ENGLAND



VENTILATION. There are sliding lights to all doors. Air may also be admitted into the car through the scuttle ventilator.

LOCKS. The passenger doors are locked internally. The driver's door is locked externally by key. The one piece bonnet is fitted with a lock release.

GENERAL EQUIPMENT. Interior driving mirror. Headlamps, flush-fitting sealed unit with pre-focus bulbs, and also a foot operated dipswitch. Side-lamps are also flush fitting. Number plate illumination light. Twin rear lamps, combined stop and tail lamps. Twin rear reflectors. Horn button in steering wheel centre boss. Speedometer illuminating light. Rubber flooring throughout. Direction indicators, central control, light indicator. Chromium plated bumpers. Screen wiper electrically operated, with motor under bonnet. Spare wheel and tyre. Jack. Combined wheel nut spanner, jack handle and starting handle. Fittings are included for installation of all optional extras.

WEIGHT: Dry (excluding extra equipment): 13½ cwt. (670 kg.), complete (including fuel, oil and water): 14 cwt. (710 kg.).

TYRE SIZE: 5-20—13 in.

EXTRAS

AIR CONDITIONING. Smith's heater unit, which receives fresh air from the scuttle ventilation and passes it through to interior. The de-mister provides a current of air to the windscreen and controls are provided for varying the amount of air and temperature.

RADIO. Radiomobile. Push-button controls centrally grouped. A telescopic aerial is mounted on the wing.

REAR WINDOW. This can be fitted so that it may be opened.

NAVE PLATES.

OIL BATH AIR CLEANER.

TOOL ROLL.

SECOND VISOR.

SECOND WINDSCREEN WIPER BLADE.

OVER-RIDERS.

ROOF RACK.

PERFORMANCE. Maximum speed 62 m.p.h. (100 Km.p.h.).

Consumption—Petrol 45 to 50 m.p.g. Oil 3,000 m.p.g.

DIMENSIONS

	Steering wheel clearance from seat cushion	Min.	5½ in.	140 mm.
A	Seat front to clutch pedal	Min.	1 ft. 1 in.	330 mm.
		Max.	1 ft. 7½ in.	495 mm.
B	Steering wheel clearance from seat squab	Min.	9½ in.	241 mm.
		Max.	1 ft. 4 in.	406 mm.
C	Rear seat knee room	Min.	8 in.	203 mm.
		Max.	1 ft. 2½ in.	368 mm.
D	Rear seat depth		1 ft. 5 in.	431 mm.
E	Rear head room		2 ft. 11 in.	890 mm.
F	Front head room		3 ft. 2 in.	965 mm.
G	Rear seat height		1 ft. 3 in.	381 mm.
H	Front seat height		11½ in.	292 mm.
I	Front seat depth		1 ft. 6 in.	460 mm.
J	Boot: Length behind rear seat squab		3 ft. 3 in.	990 mm.
	Cubic capacity		12 cu. ft.	
	With rear seats folded forward		38 cu. ft.	
K	Wheel Base		7 ft.	2,134 mm.
	Track: Front		4 ft. ½ in.	1,232 mm.
	Track: Rear		4 ft. ½ in.	1,232 mm.
	Ground Clearance		7 in.	177 mm.
	Turning Circle		32 ft.	9.8 metres
L	Overall length		11 ft. 10 in.	3,607 mm.
M	Overall height (unladen)		5 ft.	1,524 mm.
N	Front seats, width of each		1 ft. 8 in.	508 mm.
O	Rear seat width (effective)		3 ft. 3 in.	990 mm.
P	Door to door		4 ft. 2 in.	1,270 mm.
Q	Rear seat width (door to door)		4 ft.	1,220 mm.
R	Between wheel arches		3 ft. 3 in.	990 mm.
S	Overall width		4 ft. 10 in.	1,473 mm.
	Maximum interior height		4 ft. ½ in.	1,230 mm.
	Maximum interior width inside doors		4 ft. 6 in.	1,370 mm.

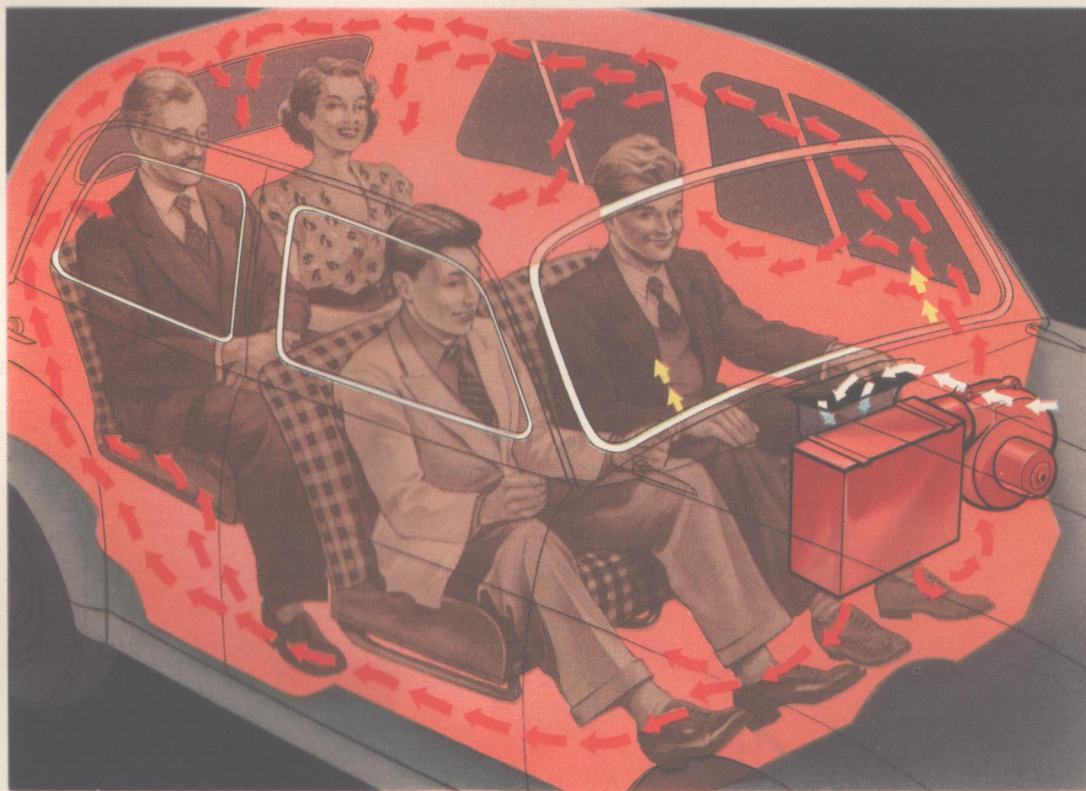
AIR CONDITIONING AT THE TOUCH OF A SWITCH



In extremes of heat the booster blower forces fresh air from a forward intake to the car interior.

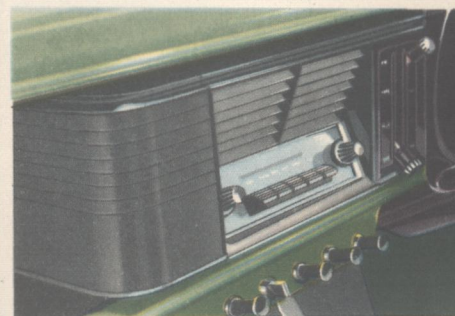


In icy conditions the heating system also affords a demisting/defrosting air supply direct to the windscreen ensuring maximum visibility for safe driving.

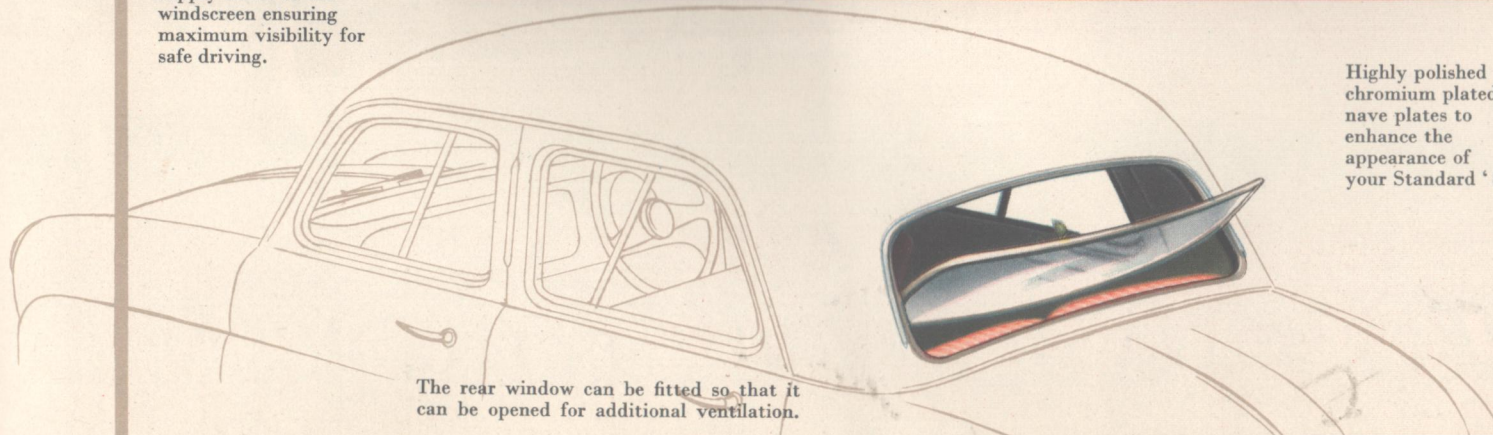


FITTINGS are included for the ready installation of all optional extras.

The heating and ventilating system shown will keep the interior of your Standard '8' snugly warm in winter—cool and fresh in summer. Air conditioning to suit all climates at a mere touch of the controls.

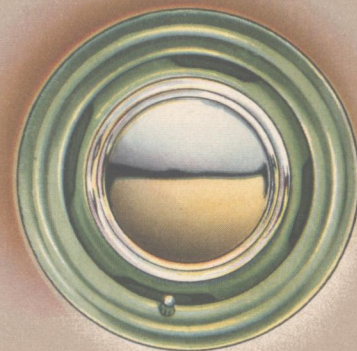


The radio fits neatly in the fascia. The control of these receivers is by push button and the set will maintain a steady and reliable receiving strength.

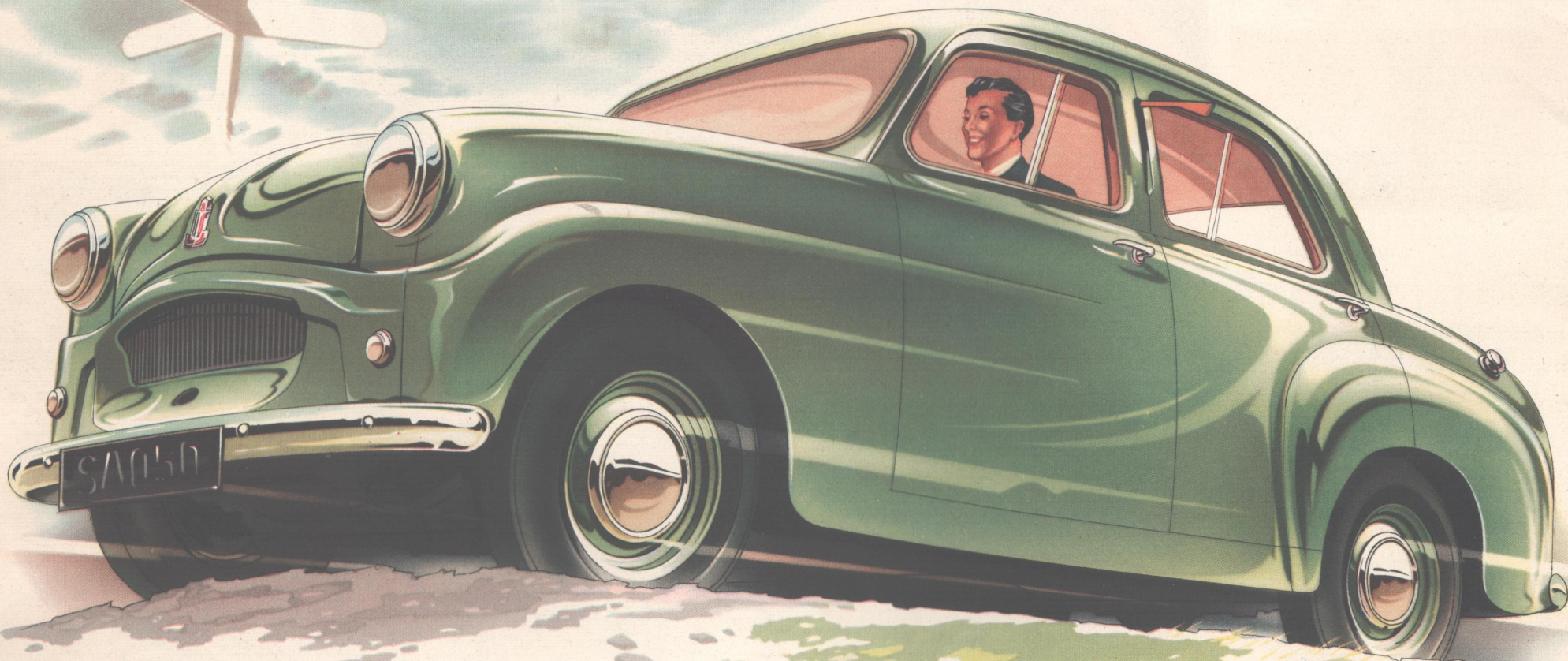


The rear window can be fitted so that it can be opened for additional ventilation.

Highly polished chromium plated nave plates to enhance the appearance of your Standard '8.'



0011



T H E S T A N D A R D E I G H T