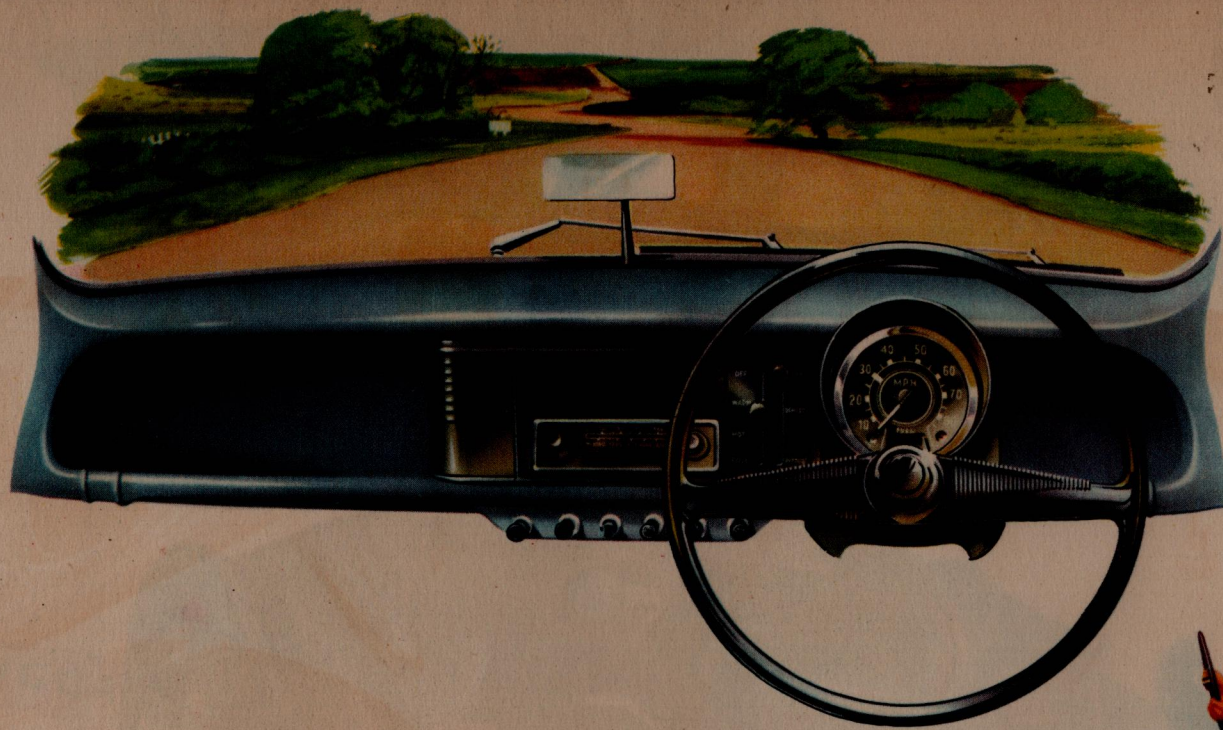




The STANDARD Ten



The **Driver's** choice



The instruments which include speedometer, fuel gauge, ignition and oil pressure warning lights are neatly grouped in full vision of the driver and are hooded to prevent reflection on the screen.

All controls including steering are light to operate.

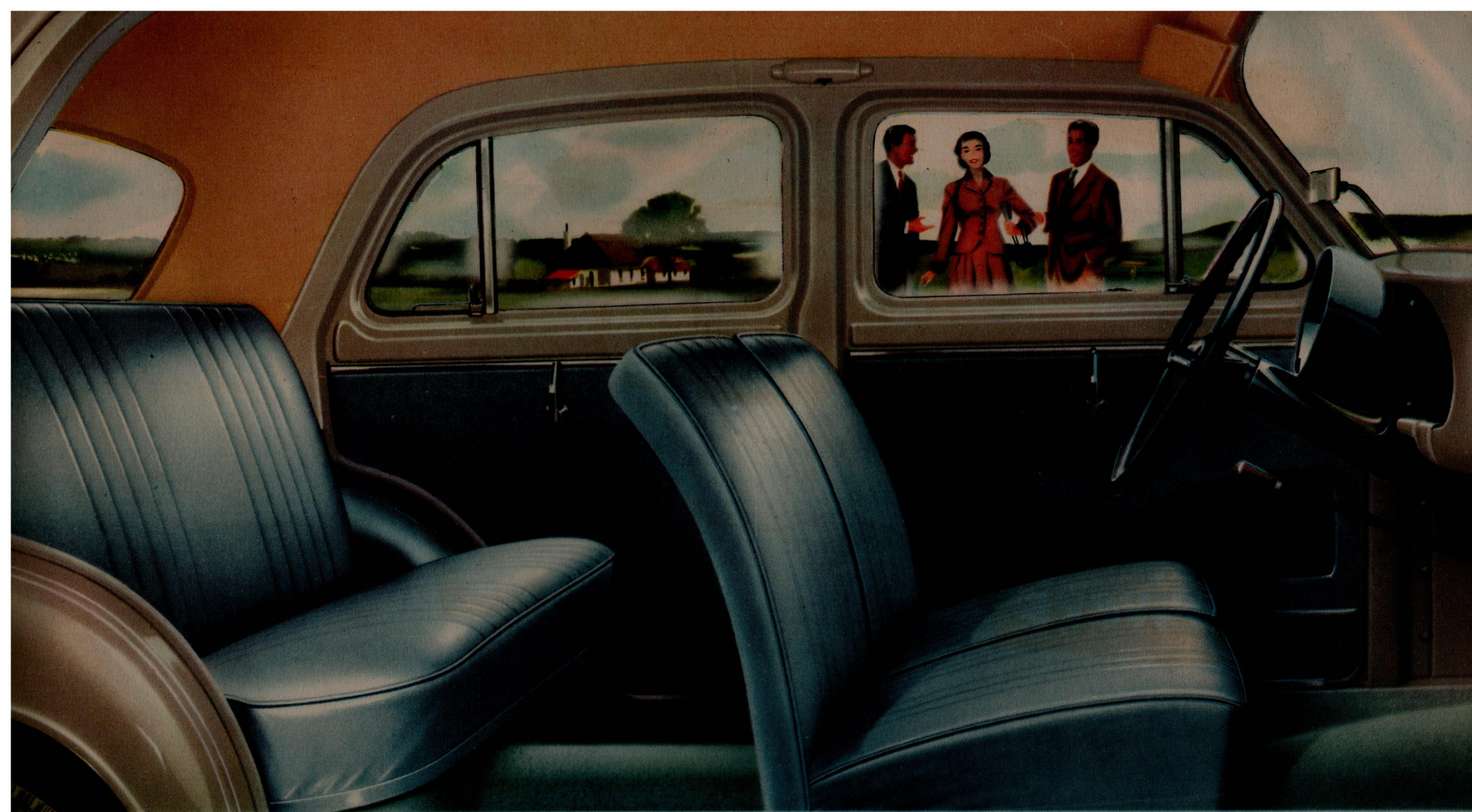
These features make handling a pleasure and ensure safe driving without fatigue.

Built in provision is made for the installation of heating, demisting, air conditioning unit and radio, as extra equipment if required.

The Standard Ten is a new model designed to meet the requirements of those who desire economy combined with a degree of luxury and comfort usually associated with much larger cars. It is a four door four seater Saloon, rust proofed, steel panelled, and fully dust proofed. The general finish of the car both inside and out is luxurious and typically British.

Study the specification and details in this catalogue and you will appreciate that here is a car built for "even happier family motoring."

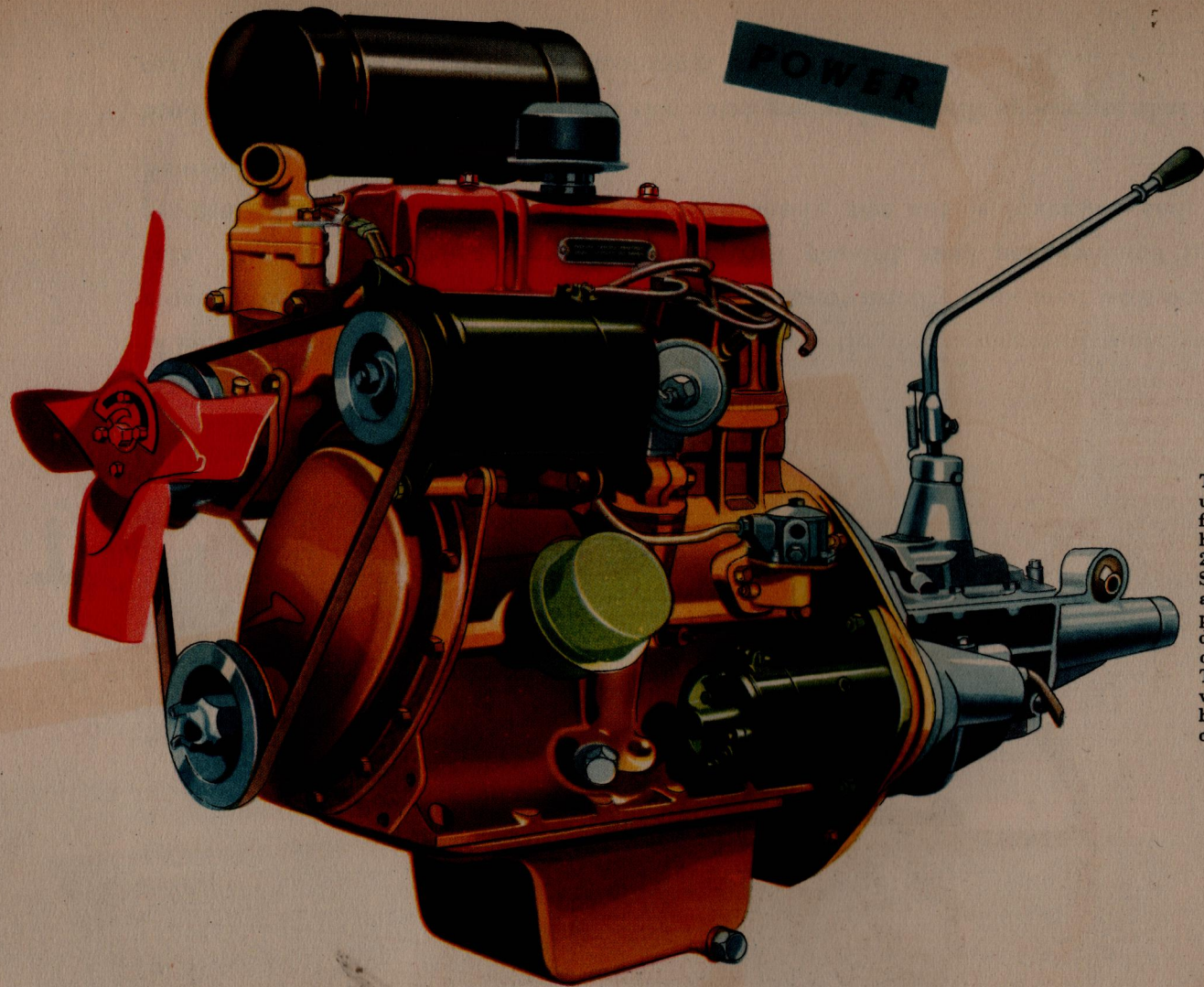
glims **A**



Family

favourite

The fully trimmed interior is designed for maximum comfort. The four wide doors are fitted with wind-up windows and fully pivoted no draught ventilators, both front and rear. The substantial door handles are of the press button type. The two front seats are separately adjustable fore and aft by means of a simple quick action release lever. The rear seat is of the divan type. There are parcel shelves in the facia and above rear squab and pockets in both front doors. A roof light, twin sun visors, twin screen wipers, interior driving mirror are also fittings which will be appreciated.



THE STAN

The sturdy 948 c.c. o.h.v. power unit of the Standard Ten has a four speed gear box with silent helical gears and synchromesh on 2nd, 3rd and top. It is fitted with Solex downdraught carburettor, air cleaner and silencer, mechanical petrol pump, Lucas ventilated type dynamo, mechanical and suctioned controlled automatic advance. Thermostatically controlled cooling with pump circulation and four bladed fan. By-pass type oil cleaner.



ARD TEN

for Families Everywhere!

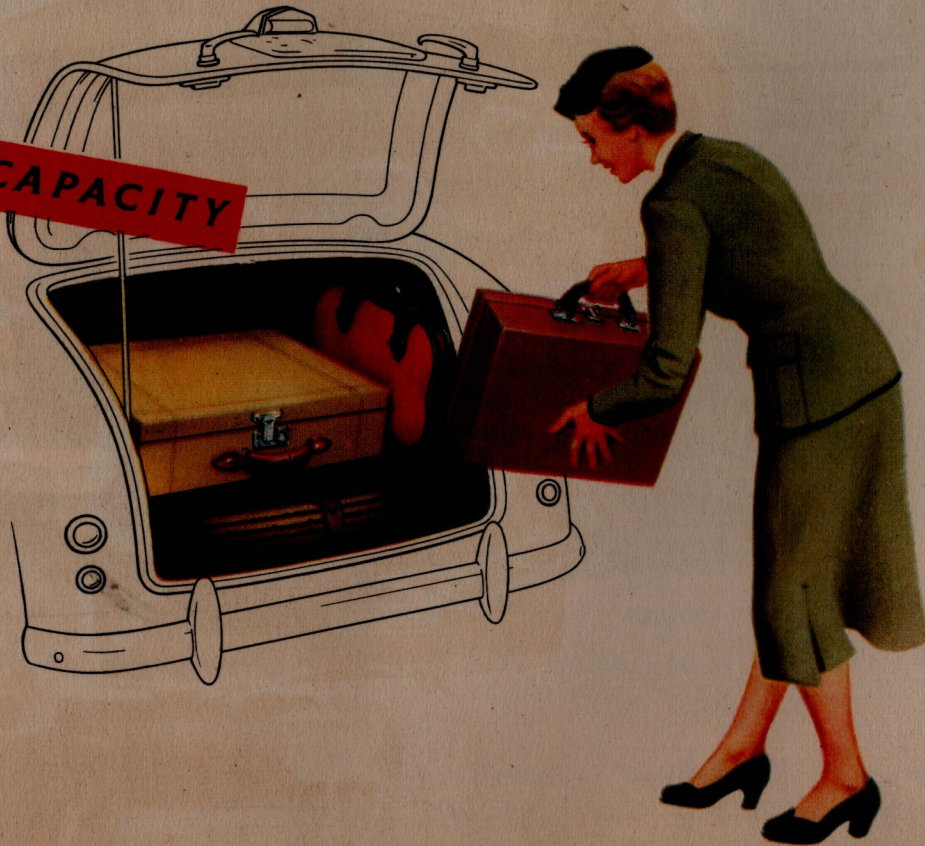




The radiator filler, engine sump oil filler, the fluid reservoir for the hydraulically operated brakes and clutch, the downdraught carburettor, battery and ignition distributor are all immediately accessible for servicing beneath the wide, fully opening bonnet.

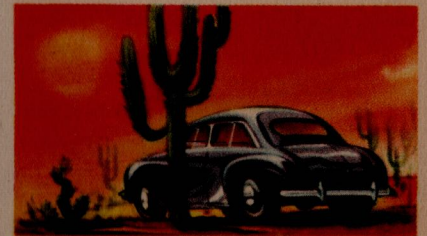


LUGGAGE CAPACITY



For those who prefer to have their luggage accessible from outside the car, the Ten has a spacious boot which is water- and dust-proof with a separate compartment for the spare wheel below the luggage.

The lid is fitted with two substantial handles, one of which is provided with a lock. This view also shows the twin rear and stop lights, with reflectors below, also the neat bumper bar, fitted with overriders.



Designed for COMFORT in

PERFORMANCE DATA

Engine. 33 b.h.p. at 4,500 r.p.m. Maximum torque, 550 lb. in. at 2,500 r.p.m. (equivalent to 120 lb./sq. in. b.m.e.p.). Piston speed 2,260 ft./min. at 4,550 r.p.m. (equivalent to road speed of 68 m.p.h.). Engine r.p.m. at 10 m.p.h.: Top 680 (425 at 10 km./hr.), 3rd 990 (615 at 10 km./hr.), 2nd 1,670 (1,040 at 10 km./hr.), 1st and reverse 2,900 (1,800 at 10 km./hr.). Approximate speed at 1,000 r.p.m.: Top 15 m.p.h. (24 km.p.h.), 3rd 10 m.p.h. (16 km.p.h.), 2nd 6 m.p.h. (9½ km.p.h.), 1st and reverse 3½ m.p.h. (5½ km.p.h.).

Car Performance (2 up). Maximum speed 68 m.p.h. (109 km.p.h.). Acceleration: Top, 10-30 m.p.h. (16-48 km.p.h.), 14 secs. Top, 30-50 m.p.h. (48-80 km.p.h.), 16 secs. Through gears: 0-50 m.p.h. (0-80 km.p.h.), 22 secs.

Brakes. From 30 m.p.h. (48 km.p.h.), stopping distance 30 ft. (9 metres).

Petrol consumption. For general all-in motoring 38-47 m.p.g., depending upon driving conditions.

Oil. 3,000 m.p.g.

CAPACITIES

Fuel tank .. 7 galls. 32 litres
Engine .. 7 pints 4 litres

Gearbox .. 1½ pints 0.85 litres
Rear axle .. 1½ pints 0.85 litres
Cooling system 7 pints 4 litres

BODY SPECIFICATIONS

BODY. Four door, four light, four seater saloon, rust proofed, steel panelled and fully dust-proofed. Fitted with Triplex safety glass all round. Flat screen. Forward hinged doors, all fitted with winding windows and hinged ventilators. Vynide upholstery. Dunlopillo front, spring seats rear. Separate adjustable front seats; rear seat of divan type. Effective seat width, front 43 in. (1,090 mm.); rear 38 in. (965 mm.). Seat width (door to door): front 50 in. (1,270 mm.); rear 48 in. (1,220 mm.). Front seats adjustable fore and aft by means of easily operated control.

Instruments. In one 5 in. dial placed in front of driver, containing speedometer, fuel gauge, ignition and oil pressure warning lights. Dial is cowled to prevent reflection on screen.

Controls. Centrally grouped control buttons below parcel shelf for starter, choke control, head and side lamps and screen wiper.

PARCEL and LUGGAGE ACCOMMODATION. Very roomy luggage boot at rear with separate compartment to house spare wheel and tools. Access to boot by hinged lid fitted with two handles, one of which locks. A substantial parcel shelf is available in the fascia panel and also behind rear squab.

VENTILATION. Winding windows, with fully-pivoting glass ventilators to all doors. Air may also be admitted into car through the scuttle ventilator.

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

GENERAL EQUIPMENT. Head lamps, 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. Interior roof light. Horn button in steering wheel centre boss. Speedometer illuminating light. Rubber flooring throughout. Direction indicators. Twin screen wipers electrically operated, with motor under bonnet. Interior driving mirror. Twin sun visors. Ash tray. Chromium plated bumpers, with over-riders. Chromium plated hub cover plates. Spare wheel and tyre. Jack. Combined wheel nut spanner, jack handle and starting handle. Fittings are included for installation of all optional extras.



climates!

S P E C I F I C A T I O N O F T H E S T A N D A R D T E N

ENGINE. Four cylinders; 63 mm. bore (2.48 in.); 76 mm. stroke (2.992 in.); 948 c.c. capacity (57.8 cu. in.); compression ratio 7.0. Aluminium alloy, split skirt pistons. Three main bearing crankshaft of robust construction with integral balance weights. Push-rod operated overhead valves. Chain driven camshaft with four bearings, hyposine cams. 7 pints capacity cooling system (8 pints if heater fitted). Pump circulation thermostatically controlled flow. 12½ in. dia. four-blade fan with vee belt drive. 7 gallons (32 litres) fuel tank at rear. A.C. mechanically operated petrol pump. Solex downdraught carburettor. Hot spot manifold, inlet and exhaust integral. Combined air cleaner and silencer. Hobourn-Eaton high capacity oil pump, with feed to main bearings, big end and all camshaft bearings under pressure. Sump capacity 7 pints. By-pass type oil cleaner. Coil ignition, centrifugal and vacuum automatic advance control. Dynamo ventilated type with vee belt drive. Flexible rubber mountings for engine and gearbox unit.

TRANSMISSION. Single dry plate Borg and Beck clutch, 6¼ in. dia., hydraulically controlled. Gearbox, four forward speeds and reverse, with change lever centrally placed above gearbox. Synchromesh silent helical gears 2nd, 3rd and top. Overall ratios: Top 4.55, 3rd 6.62, 2nd 11.2, 1st and reverse 19.45. Hardy-Spicer all-metal propeller

shaft, with needle roller bearings and grease nipple lubrication. Final drive hypoid bevel gears, ratio 4.55.

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

BRAKES. Girling hydraulic brakes, two leading shoe type for front wheels, leading and trailing shoe type for rear wheels. Alloy cast iron drums, 7 in. × 1¼ in., area 68 sq. in. 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.

JACKING. Mid-point side jacking.

GENERAL DIMENSIONS

Wheelbase	7 ft. 0 in.	2,134 mm.
Track: Front	4 ft. 0½ in.	1,232 mm.
Rear	4 ft. 0½ in.	1,232 mm.
Ground clearance ..	7 in.	177 mm.
Turning circle	32 ft.	9.8 metres

OVERALL DIMENSIONS

Length	12 ft. 1 in.	3,683 mm.
Width	4 ft. 10 in.	1,473 mm.
Height (unladen) ..	5 ft. 0 in.	1,524 mm.

LUGGAGE BOOT

Height	16-18 in.	406-460 mm.
Length	33 in.	836 mm.
Width .. Min.	38½ in.	976 mm.
Max.	44 in.	1,120 mm.
Cubic capacity	10 cu. ft.	0.28 cu. metres

OPTIONAL 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.

LEATHER UPHOLSTERY.

ROOF RACK.

TOOL KIT.

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.

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