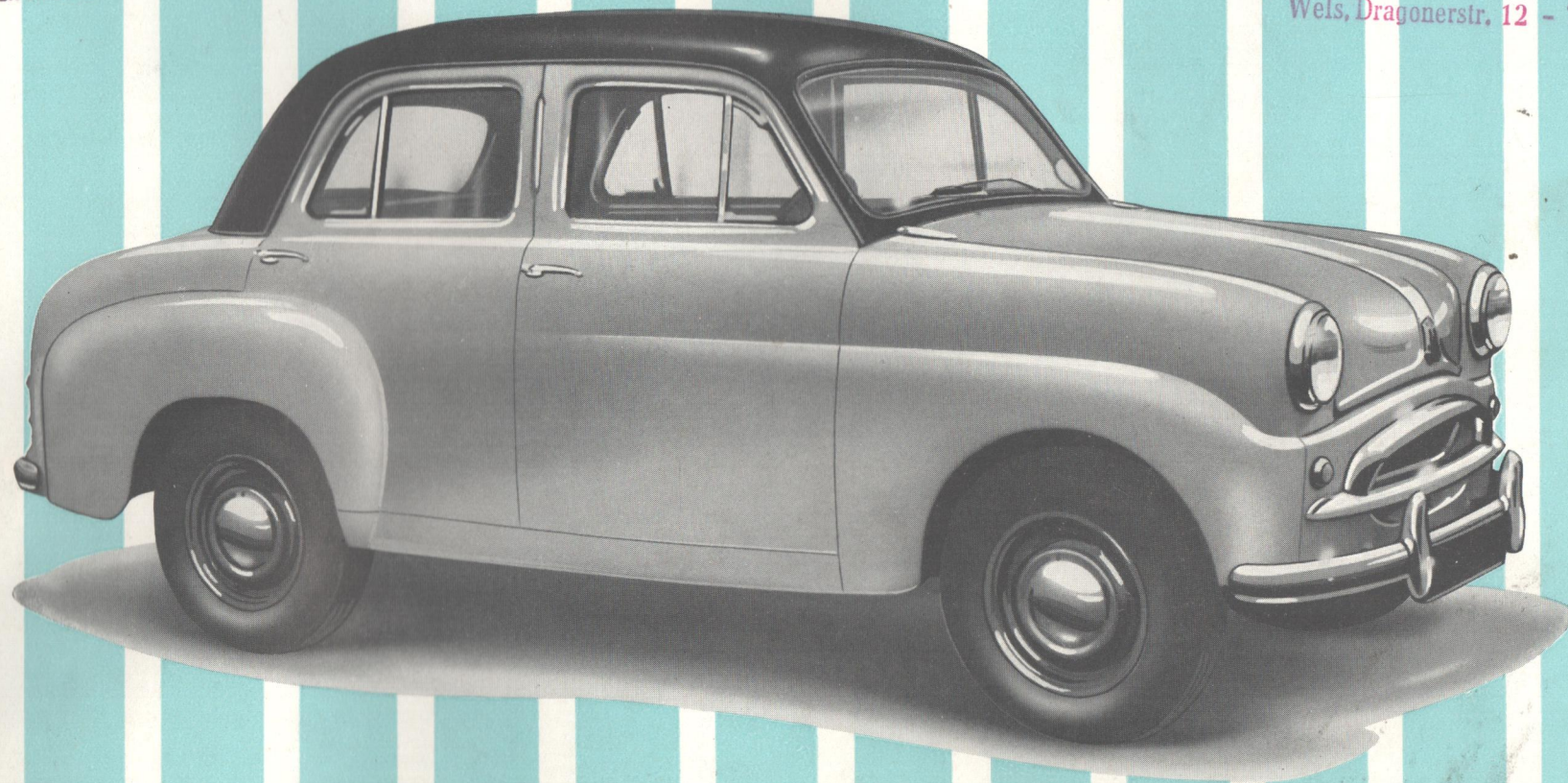


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THE STANDARD TEN



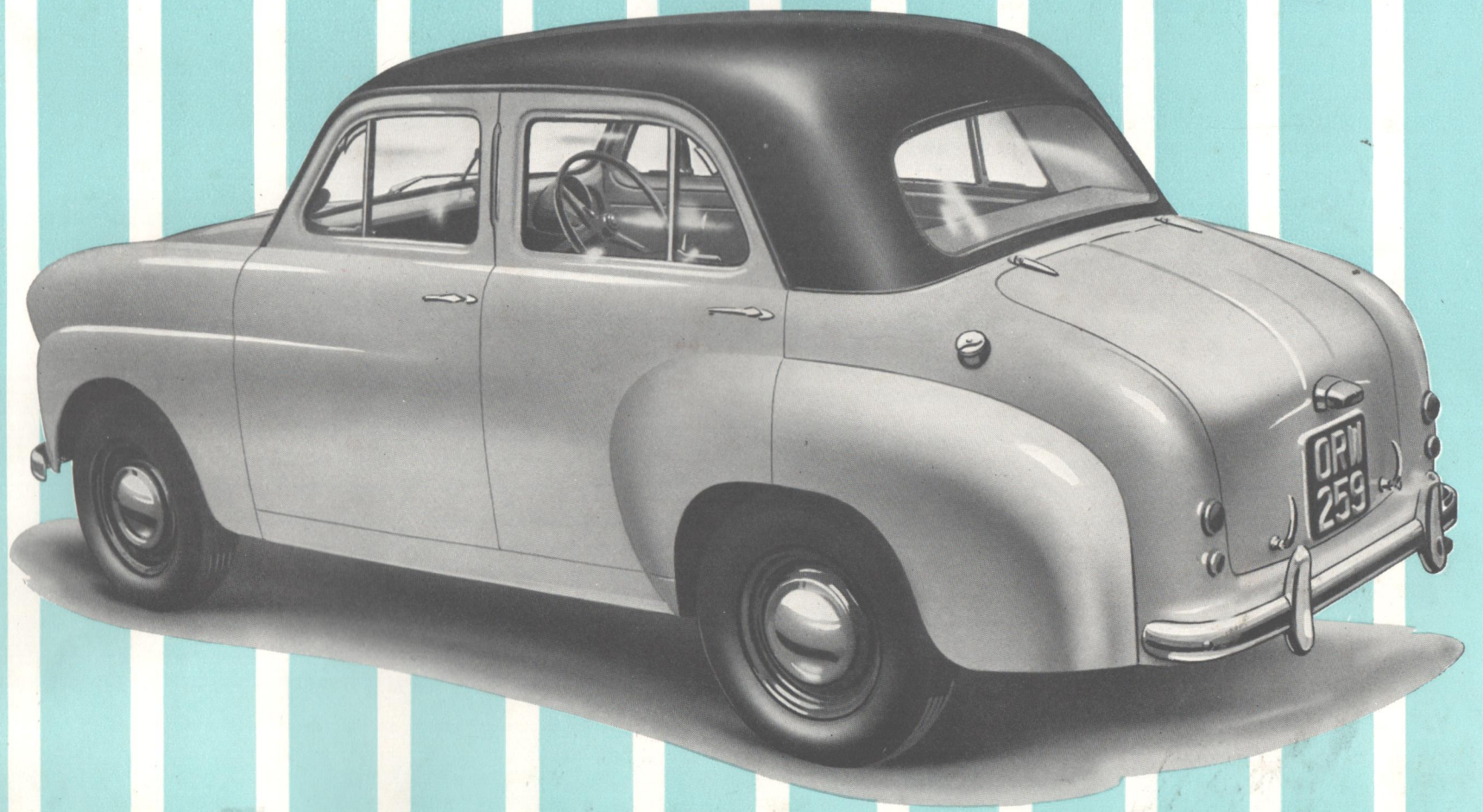
HE STANDARD TEN is a new model designed to meet the requirements of those who must have economical motoring combined with a degree of luxury and comfort usually associated with much larger cars. It is a four door, four seater saloon, steel panelled, and fully dust proofed.

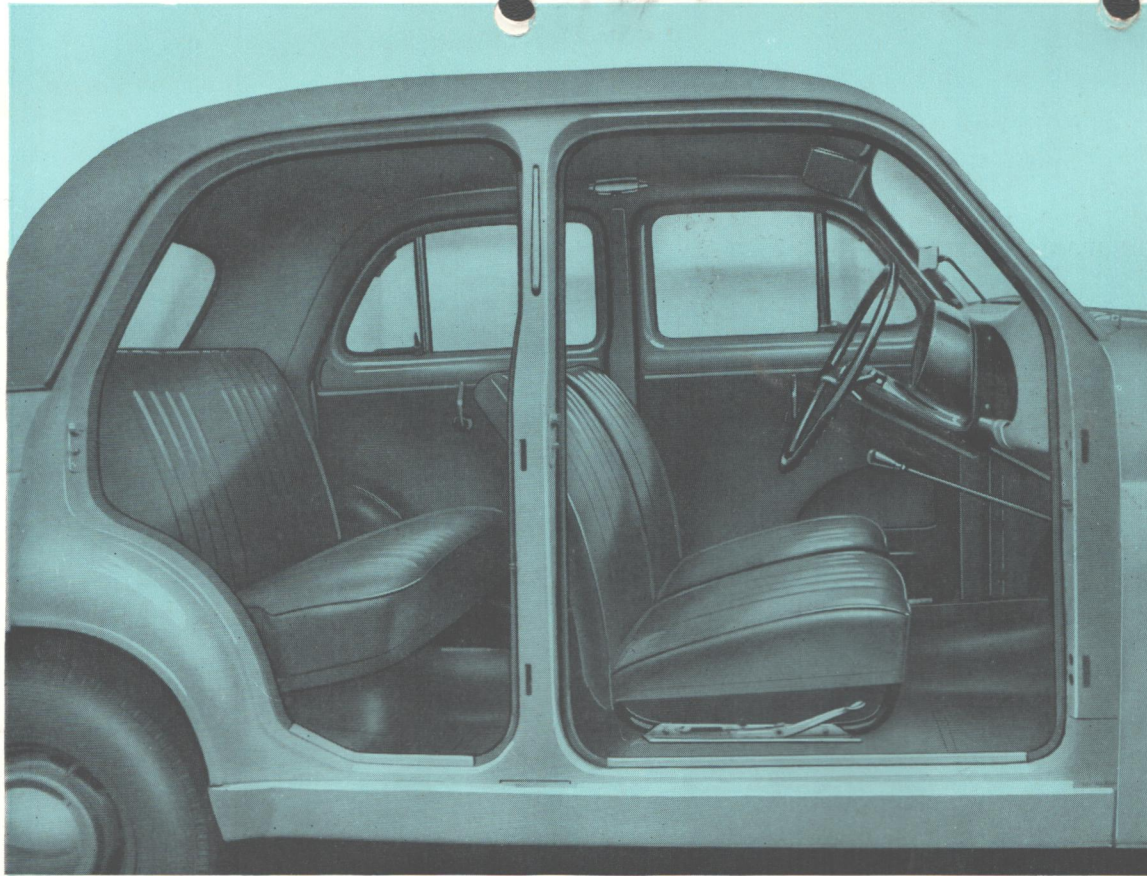
Following closely the general design of the now famous Standard Eight saloon it incorporates such desirable features as fully trimmed interior designed for maximum comfort. The four wide doors are fitted with wind-up windows and fully pivoted no-draught ventilators both front and rear. The substantial door handles are of the press button type.

There is a spacious luggage locker accessible from outside the car having a fully opening lid, which also covers the separate compartment below the luggage for the spare wheel and tools. The o.h.v. engine has a cubic capacity of 948 c.c. and develops 33 b.h.p. at 4,500 r.p.m. This lively engine propels the car comfortably at 65 m.p.h. when required, and yet gives a petrol consumption of 40-50 m.p.g.

The general finish of the car is luxurious both inside and out, and the basic specification provides every comfort. Built-in provision is made for the installation, either when ordered or later, of heater and radio.

Study the specification given overleaf and you will appreciate that here is a car built for "even happier family motoring."



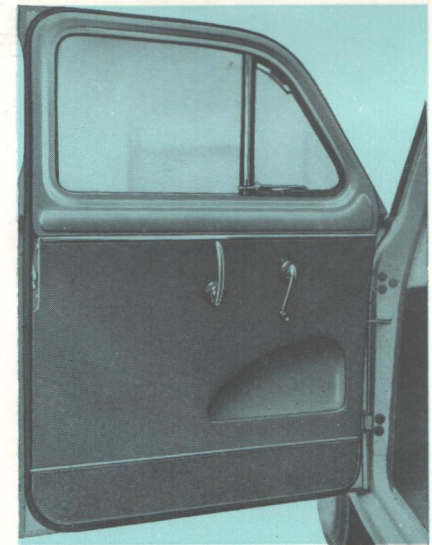


Showing the luxurious interior. The two front seats are separately adjustable fore and aft by means of a simple quick-action release lever. The divan type rear seat has a fixed squab. Note the ample leg room both front and back. There are parcel shelves in the facia and above the rear seat squab. A roof light, twin sun visors, and interior driving mirror are also fittings which will be appreciated.

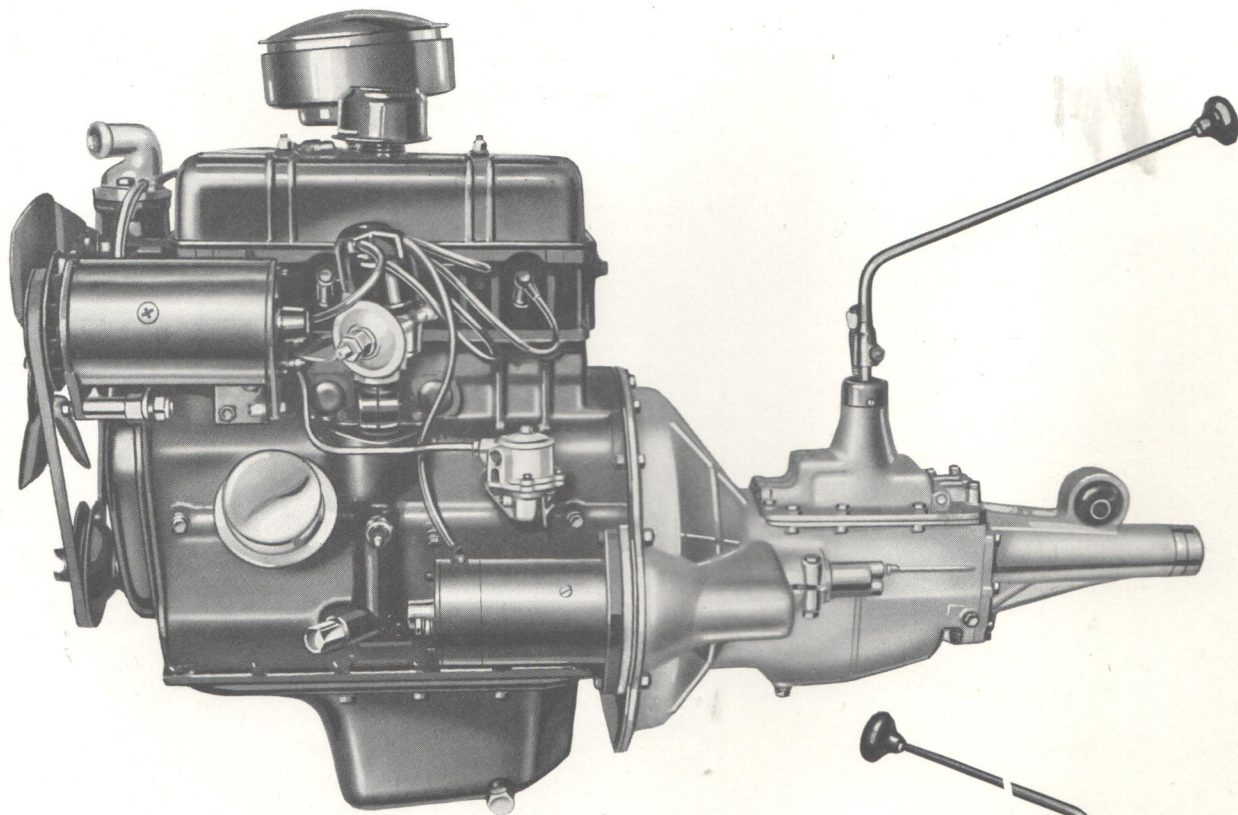
COMFORTABLE AND COSY

The generous interior dimensions of the Standard Ten make it an ideal family car. It is comfortably yet firmly sprung while all controls are light to operate. The instruments are neatly grouped in full vision of the driver and are hooded to prevent reflection on the screen. All these features make handling a pleasure and ensure safe driving without fatigue.

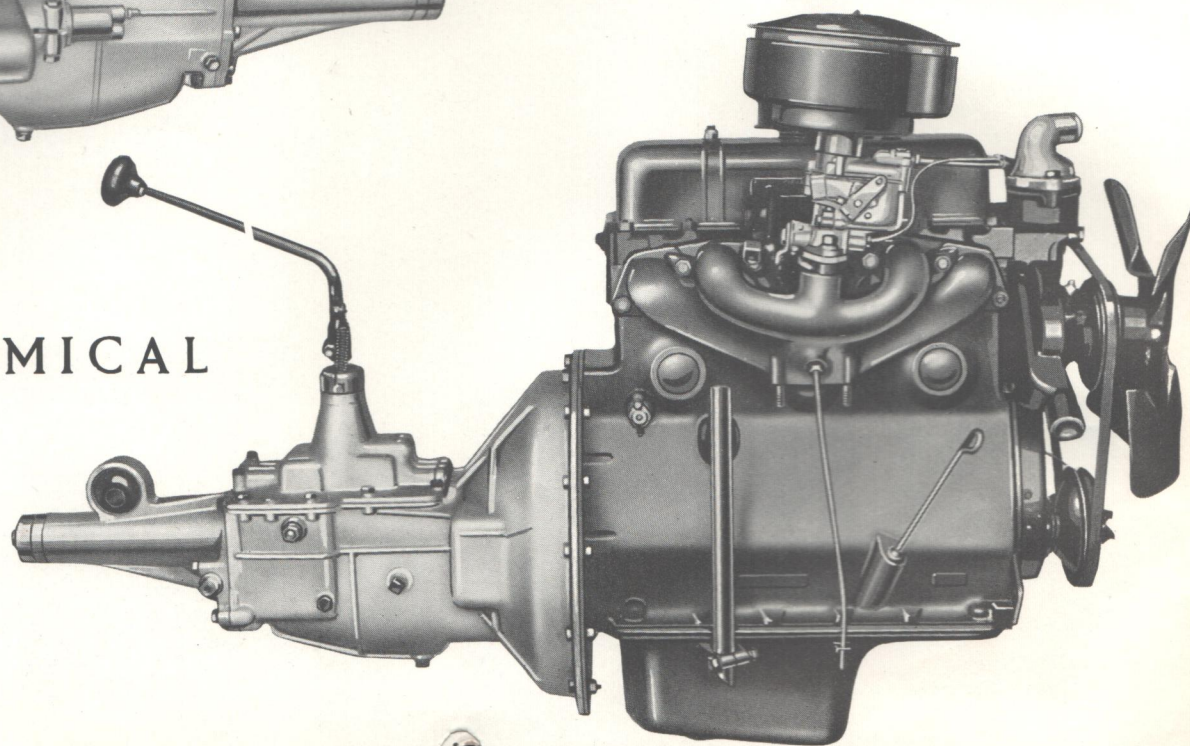
It seats four in generous comfort, while entry and exit can be made without effort through the four wide doors which are forward hinged and fully opening.



The wide fully trimmed front doors include parcel pockets, wind-up windows and no-draught pivoted ventilators are adjustable to suit all weather conditions.



POWERFUL—ECONOMICAL



Two views of the sturdy power unit of the Standard Ten. All the main components are readily accessible and include Solex carburettor, Lucas ventilated type dynamo, thermostatically controlled cooling with pump circulation and four-bladed fan. Air cleaner and silencer (*Export type illustrated*). Mechanical and suction controlled advance and retard mechanism, mechanical petrol pump, four speed gearbox with synchromesh on 2nd, 3rd and top gears.

SPECIFICATION: STANDARD TEN

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.

WEIGHT. Dry (excluding extra equipment) 14¼ cwt. (720 kg.); complete (including tools, fuel, oil and water) 15 cwt. (760 kg.).

TYRE SIZE. 5.60—13 in.

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.

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 2,200 ft./min. at 4,420 r.p.m. (equivalent to road speed of 66 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 66 m.p.h. (106 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.), 17 secs. Through gears: 0-50 m.p.h. (0-80 km.p.h.), 24 secs.

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

Petrol consumption. For general all-in motoring 40-50 m.p.g., depending upon driving conditions.

Oil. 3,000 m.p.g.

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

ELECTRICAL EQUIPMENT. 12 volt battery, located under bonnet.

BODY. Four door, four light, four seater saloon, 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. Maximum interior body width, 50 in. (1,270 mm.).

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, central control, with warning light. 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.

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. |

INTERIOR BODY DIMENSIONS

| | | |
|-----------------------------------------------|--------------|-----------|
| Steering wheel clearance from seat cushion .. | 7 in. | 178 mm. |
| Steering wheel clearance from seat squab .. | Min. 8½ in. | 216 mm. |
| | Max. 15 in. | 380 mm. |
| Rear seat knee room | Min. 7½ in. | 190 mm. |
| | Max. 13½ in. | 342 mm. |
| Front seat height | 9 in. | 228 mm. |
| Rear seat height | 15 in. | 380 mm. |
| Seat front to clutch pedal | Min. 14 in. | 355 mm. |
| | Max. 20 in. | 508 mm. |
| Maximum interior height | 48½ in. | 1,230 mm. |
| Front head room | 38 in. | 965 mm. |
| Rear head room | 33½ in. | 850 mm. |
| Front seat width (effective) | 43 in. | 1,090 mm. |
| Door to door | 50 in. | 1,270 mm. |
| Front seat depth | 18 in. | 460 mm. |
| Rear seat width, effective | 38 in. | 965 mm. |
| Rear seat width (door to door) | 48 in. | 1,220 mm. |
| Rear seat depth | 16½ in. | 420 mm. |
| Maximum interior width | 50 in. | 1,270 mm. |

LUGGAGE BOOT

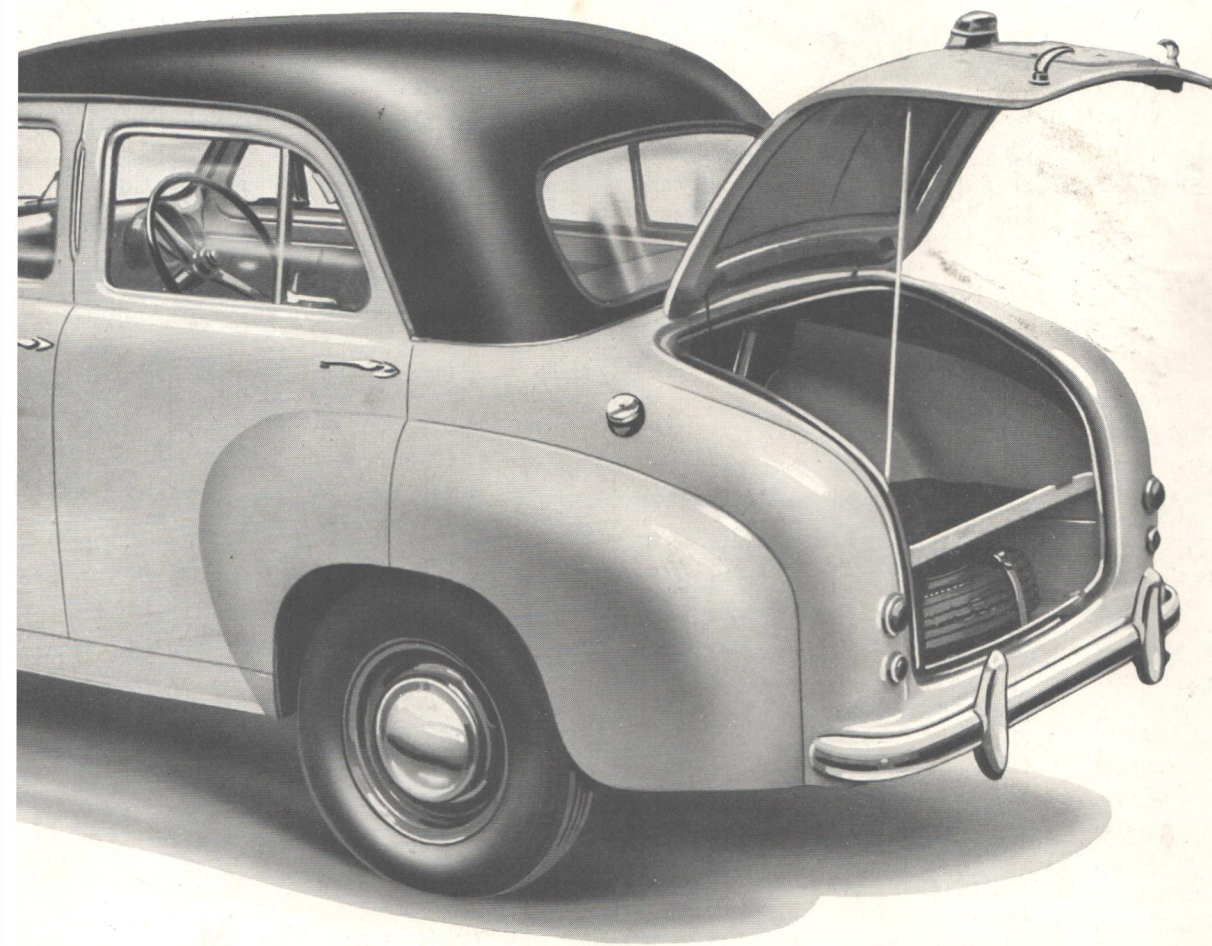
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|------------------------|--------------|-----------------|
| Height | 16-18 in. | 406-460 mm. |
| Length | 33 in. | 836 mm. |
| Width | Min. 38½ in. | 976 mm. |
| | Max. 44 in. | 1,120 mm. |
| Cubic capacity | 10 cu. ft. | 0·28 cu. metres |

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 |

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ROOMY LUGGAGE ACCOMMODATION



OUTSIDE LUGGAGE BOOT

For those who prefer to have their luggage accessible from outside the car, the Ten has a spacious boot with a water and dust-proof lid which also encloses the 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 over-riders.

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. PRICES: 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. SPECIFICATION: 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. LITERATURE: 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