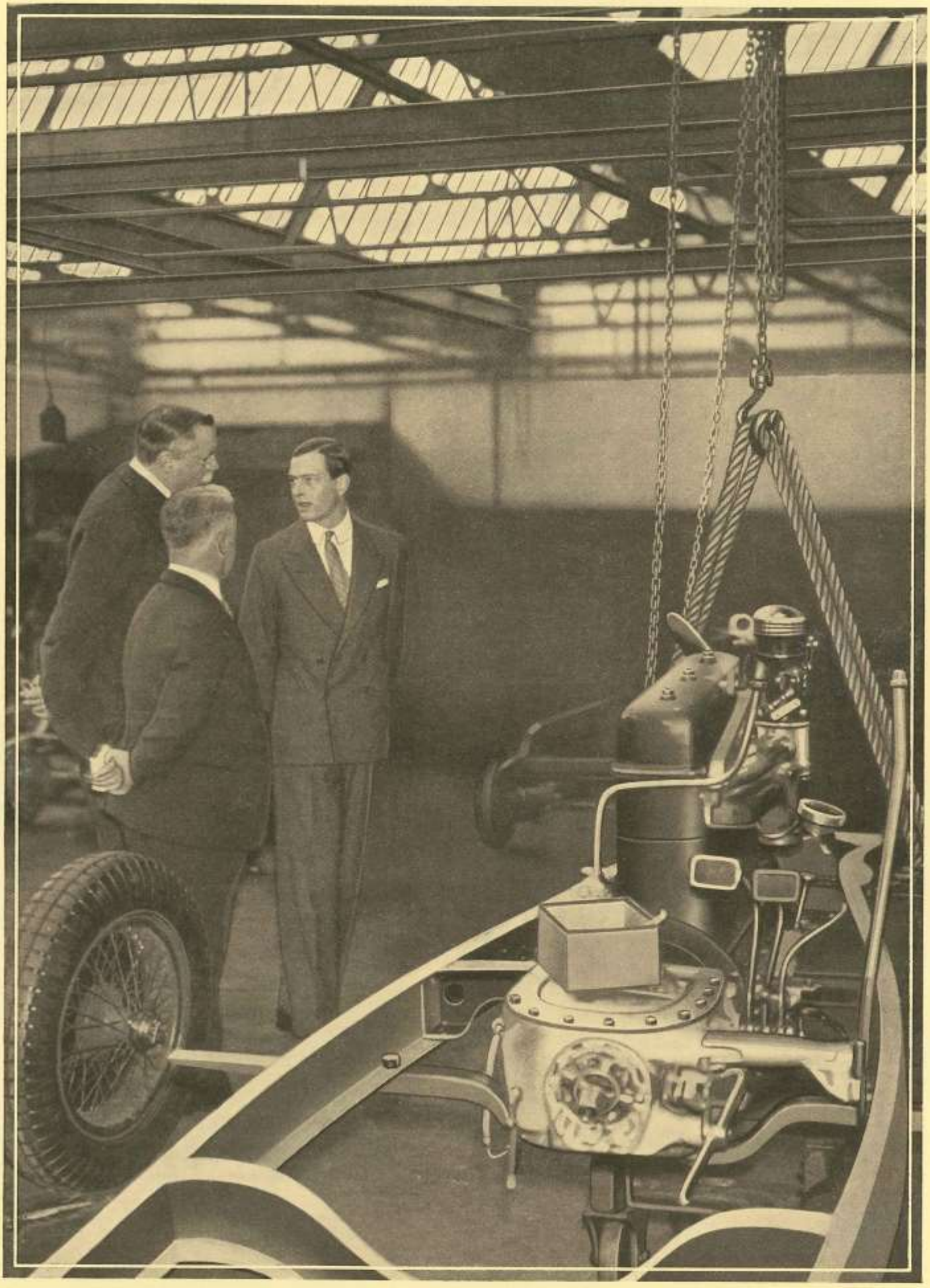
If you are interested in this account of the Talbot and wish to test one of these famous Cars, please inform :—Clement Talbot, Ltd., Barlby Road, Ladbroke Grove London, W.10

Telephone : Park 5000



H.R.H. Prince George, K.G., at the Talbot Factory—April 5th, 1933

The Story of the Talbot

THE Talbot car was born in London, 1902, the year of King Edward's Coronation. It developed as a typical product of the Edwardian epoch in British social life, and of metropolitan influences.

The distinctive personality of the Talbot car is constantly noted by critics. One describes it aptly as seeming to show a "joy in living." Certainly the Talbot is a cheerful car ; and in that reflects the influences moulding English thought and design during the reign of Edward VII. The fine but somewhat sombre dignity of the Victorian era was relaxed. Life took a brighter outlook. Buildings, furniture, fabrics, all the equipment of living, showed the change ; motor car manufacture, still in its plastic infancy, was particularly affected. The Talbot, beginning in this new epoch, had nothing to discard of the old horse-carriage tradition ; was free from its birth to develop the new method of transport in the spirit of the new times. It was modern from the outset.

Not growing up in a provincial centre but in the Metropolis had also its definite influence. To set up an engineering plant in London in 1902 was to be in advance of the age ; the tradition then was that you must manufacture near the Northern and Midland coal-fields ; the Southward tendency of industry is a post-war development. Yet, clearly, there are advantages, when a product is one that must quickly conform to the fashions of the day, in making it in the Metropolis. Ideas, fashions, have their origin in a nation's capital ; from there radiate to the provinces. The Talbot would not have grown up on precisely its present lines if it had not been of London—and of that London which spends its week-ends in the country.

Such the beginnings of Talbot personality—that measure of responsive personality which every owner of a fine machine recognises as he comes to a mutual understanding with it and finds it "can recognise his touch."

* * * *

Appropriately to its period, the Talbot was the result of an industrial *entente cordiale ;* and since France at the time led the world in motor production, it was of advantage to a British venturer in that field to be in close touch with our neighbour across the Channel. The association of a French engineer, M. Clement, with the Earl of Shrewsbury and Talbot created the Talbot. Lord Shrewsbury, not content with being premier Earl of the United Kingdom, aspired to the degree of immortality which comes to the man who gives his name to a chariot. Had not Lord Brougham with the "brougham" become known to millions who would never see a Debrett ? As a first effort, Lord Shrewsbury introduced to London streets a delightful hansom cab, with rubber tyres, jingling bells on its harness, lamp-lit interior ; just the thing for the Londoner on his way to his

favoured restaurant or the Gaiety, or the National Sporting Club (and the lamp-lit interior was not an inconvenience to the young and engaged, for a lady in those times would not think it proper to drive with a gentleman in a hansom!). This elegant cab duly became known as the "Shrewsbury."

But, alas, the horse cab was obviously coming to the end of its vogue, whether as hansom or growler. The Earl tried again; and fortunately avoided that monstrosity, the electric hansom cab which for a brief period defied all sense of humour and dignity in London's streets. His shrewd mind recognised the motor car as the herald of a new day in transport. With M. Clement he formed the Clement Talbot Company, bought an area of land in West London, built the first section of the Barlby Road factory and in 1902 began to produce the Clement-Talbot car. Thus the ambition to give his name to a vehicle was half-realised. Circumstances, apart from his wish, not a grasping ambition, later brought full realisation. Another firm produced a "Clement" car; to avoid confusion our car became the "Talbot" *tout court;* and ceased, at the same time, to describe itself in its catalogues as *une voiture légère*, as had been done up to 1904. An enterprising, as well as a courtly, gentleman, the Earl of Shrewsbury and Talbot; and it is pleasant to think of his name being commemorated as he wished.

* * * *

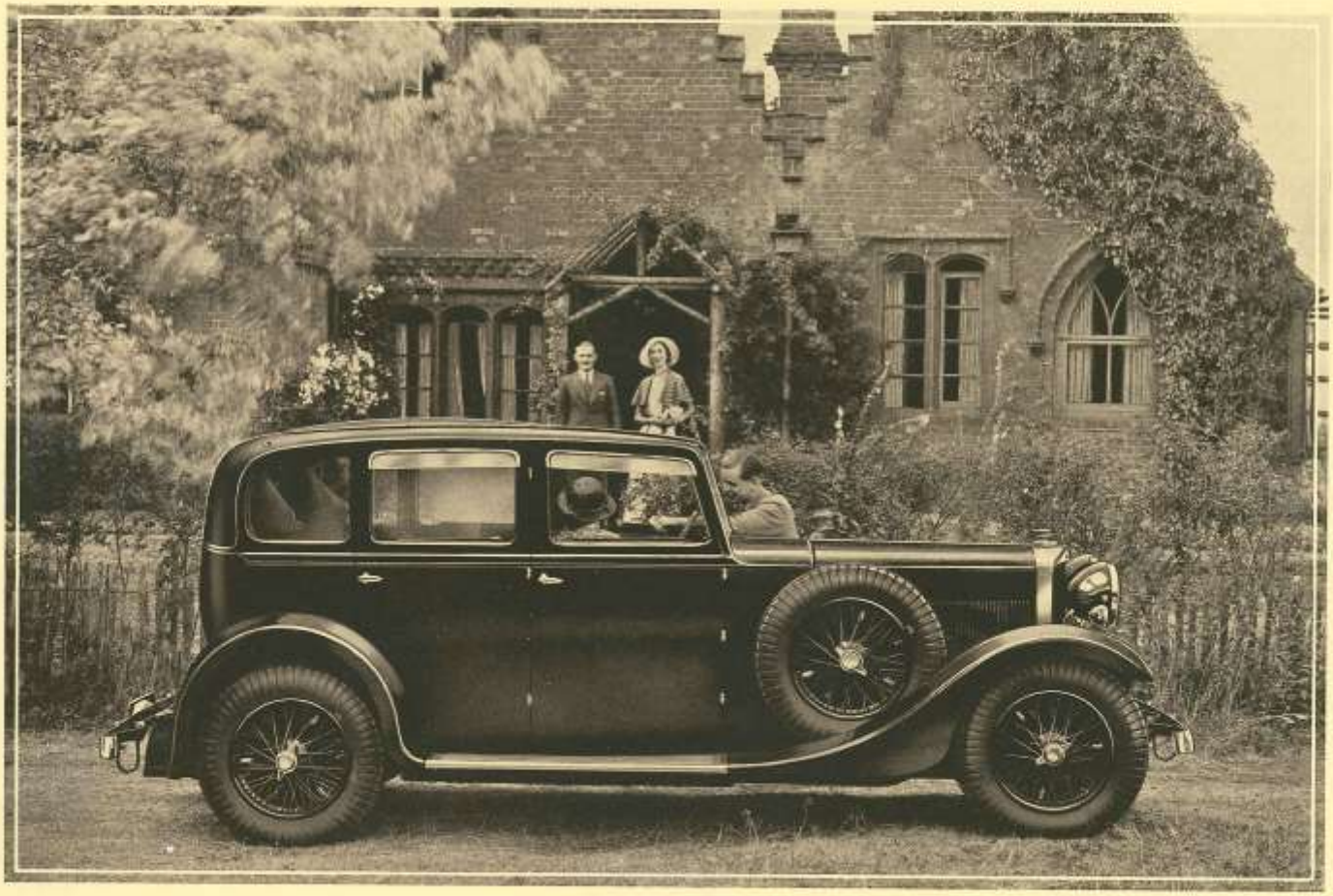
The Talbot at once began to make a name. As a child it was of forward growth and—perhaps reading its Kipling—felt that it could not be really British without knowing the Empire, and stretched out youthful hands for records in the Dominions as well as At Home.

Finely consistent was Talbot policy from the outset, as phrases in old catalogues show. From the first the engine was aspiring to be automatic in its actions, to be self-contained, to be simple. As far back as 1904 it proudly claimed that its carburettor was "perfectly automatic in hot or cold weather"; that its lubrication saved bother and soiled hands; and it was taking an interest in shock-absorbers, in petrol economy and in the "elegant improvements" it could make in its coach-work. Never content to be as good as before, it was always seeking some new element of efficiency, of comfort, of economy. The late Mr. Frank Shorland was in those days one of the chief artificers of Talbot prosperity.

Talbot records—what other car in the world has quite so comprehensive and impressive a list?—date back to 1904, with an interruption from the period of the World War when the factory was devoted to "Tanks," aero engines and other war-like gear. The Talbot Company did not build monsters to put up freak performances. It planned to send to the racing track, the hill test, the endurance trial, the elegance parade, its standard types, with little or no modification. Highest points in Melbourne to Sydney reliability contest, 1905; a World's record non-stop run in 1906; a crossing of the Australian continent—2,000 miles of mostly roadless wilderness—from north to south, in 1907; then great successes in New Zealand and South Africa—thus Talbot fame girdled the British Empire.

In 1913 came a crowning achievement when a Talbot 25 h.p. driven by the late Mr. Percy Lambert covered at Brooklands over 100 miles in an hour. It was the first time in human history that any motor car (or other form of transport) had scored a century of miles in an hour; and some thought that the history

The Talbot "65" brings the joys of perfect motoring to those of modest means.



The Talbot "75" Coachbuilt Saloon.

of transport improvement had definitely closed. But, of course, that was not so. The phrase used then, "speed is the highest expression of mechanical efficiency," has since inspired Talbot racing programmes to greater achievements, always carried out with the one purpose of improving the standard model.

On this point, will the reader note in the photographs of the Talbot "75," "95" and "105" the little white marks showing on the road wheels? They are balance weights. Their function is to balance the wheels completely when fitted with tyres and tubes, and thus help to secure safety and comfort at high speed. One of the small improvements taught by racing experience.

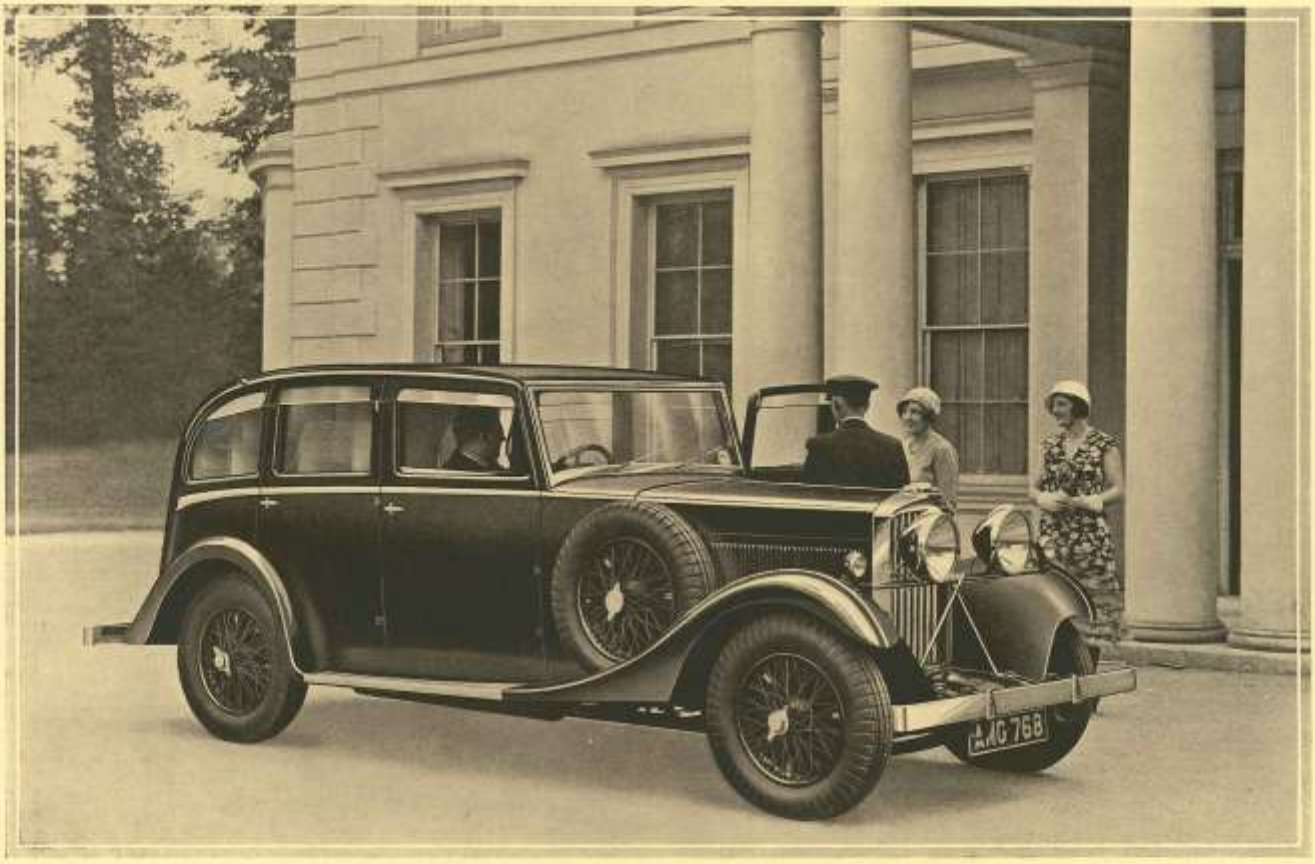
* * * *

By 1914 the Talbot car had won close upon a hundred highest awards in all kinds of competitions—speed, reliability, hill climbing, elegance, economy of oil and petrol; and the entrance hall to the works at Barlby Road might be mistaken for the showroom of a jewellery firm. There came the World War to put a term to this collection of trophies. Talbot, man and machine, "joined up," partly at first, then wholly. In August, 1914, the factory began war work with the production of chassis for ambulance use—a hint of the future development of the Talbot ambulance which is to-day the favoured model of the London County Council. The great extension premises, which had just been built to meet the growing demand for Talbot cars, were taken over by the Government and used to house the Westminster Dragoons—a happy pleasantry this on the part of the War Office, to put the old and the new means of transport into neighbourly relations. The cavalry got on very well with Talbot and had for exercise ground the large area of fields surrounding the works. Perhaps not too fanciful to suggest that it was to the advantage of Talbot designers and engineers to have been thus in close contact with a fine body of horsemen, and to have had the chance to learn from them the chivalry and courtesy of the road which modern transport must follow if the mechanical era is to preserve the amenities of travel.

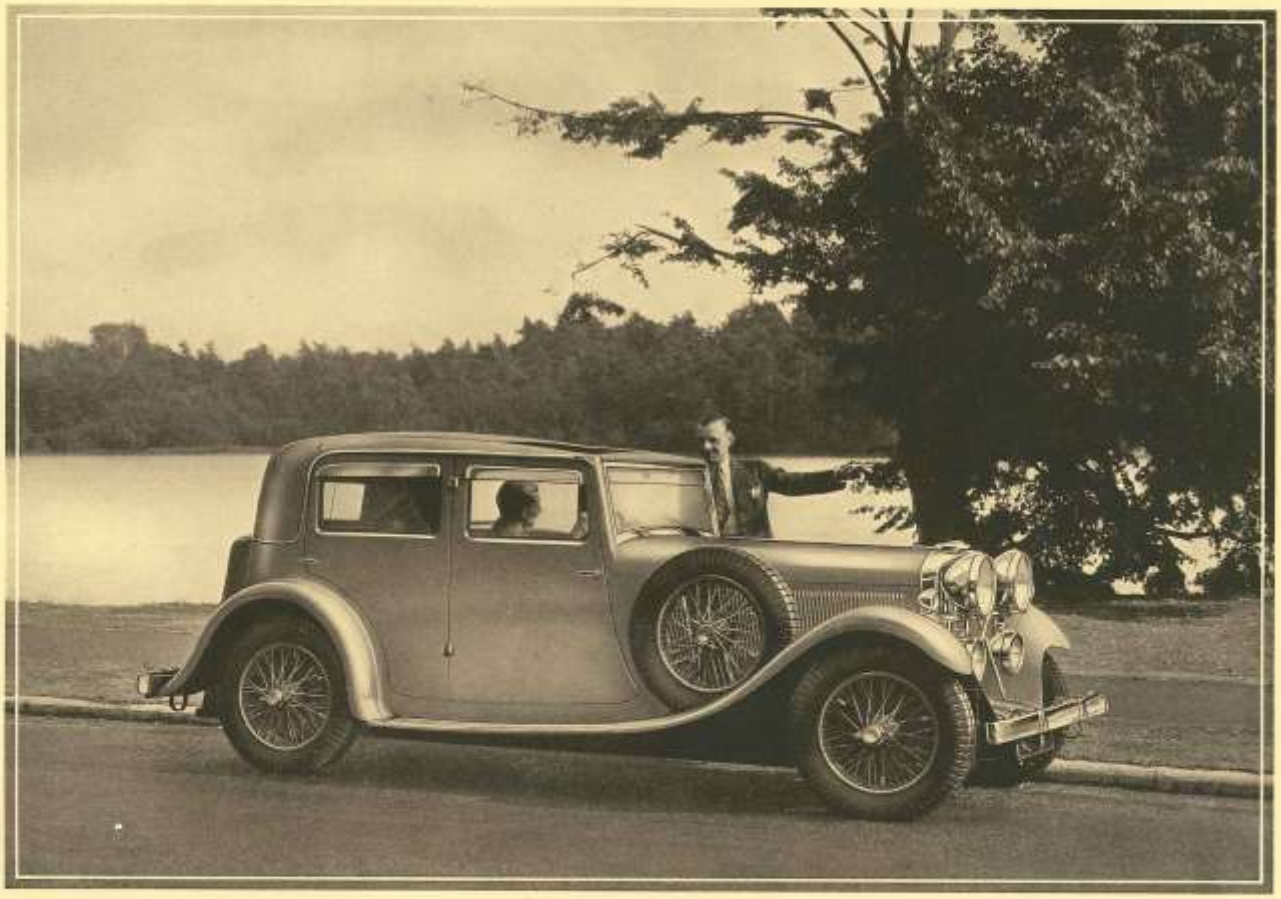
There were not many private cars being built at the Talbot works even in the early war days; and every month the number dwindled. Such machinery of precision as is employed in turning out a "hand-made" car like the Talbot is fitted for almost any delicate engineering task, and the plant was asked to meet a wide variety of national needs. Finally the whole organisation was taken over, lock, stock and barrel, by the Ministry of Munitions. Talbot to the last man and the last lathe was on Active Service; and had the honour, in March, 1918, of a parade before Their Majesties the King and Queen, who spent some hours in inspecting this great contribution to the task of defending the realm.

* * * *

With the signing of the Armistice, the Talbot works were handed back to the Company, which was faced with no simple problem in turning them again to the production of the Talbot car. But there was not a very critical market to approach. In the first post-war days anything on four wheels that could be called a motor car found an eager buyer, and the Talbot factory was besieged by distributors with offers of big premiums on prices for priority in delivery. Such offers were not entertained, and the Talbot factory did its utmost to keep up to a good standard of quality and not rush out scamped work.



The Talbot "95," the link between the beautiful homes of our land.



The Talbot "105," the perfect embodiment of speed with safety and comfort.

The first flush of prosperity following the Armistice soon faded. The illusion that in some mysterious way the British nation had made a fortune out of a cruelly devastating campaign, of which it had had to bear the chief brunt, did not long continue. Soon almost every industrial organisation had to face hard times. The Talbot Company, however, carried on. In 1919 it amalgamated with the Darracq Company, a first step towards taking its place in the great S.T.D. combination of motor and engineering firms.

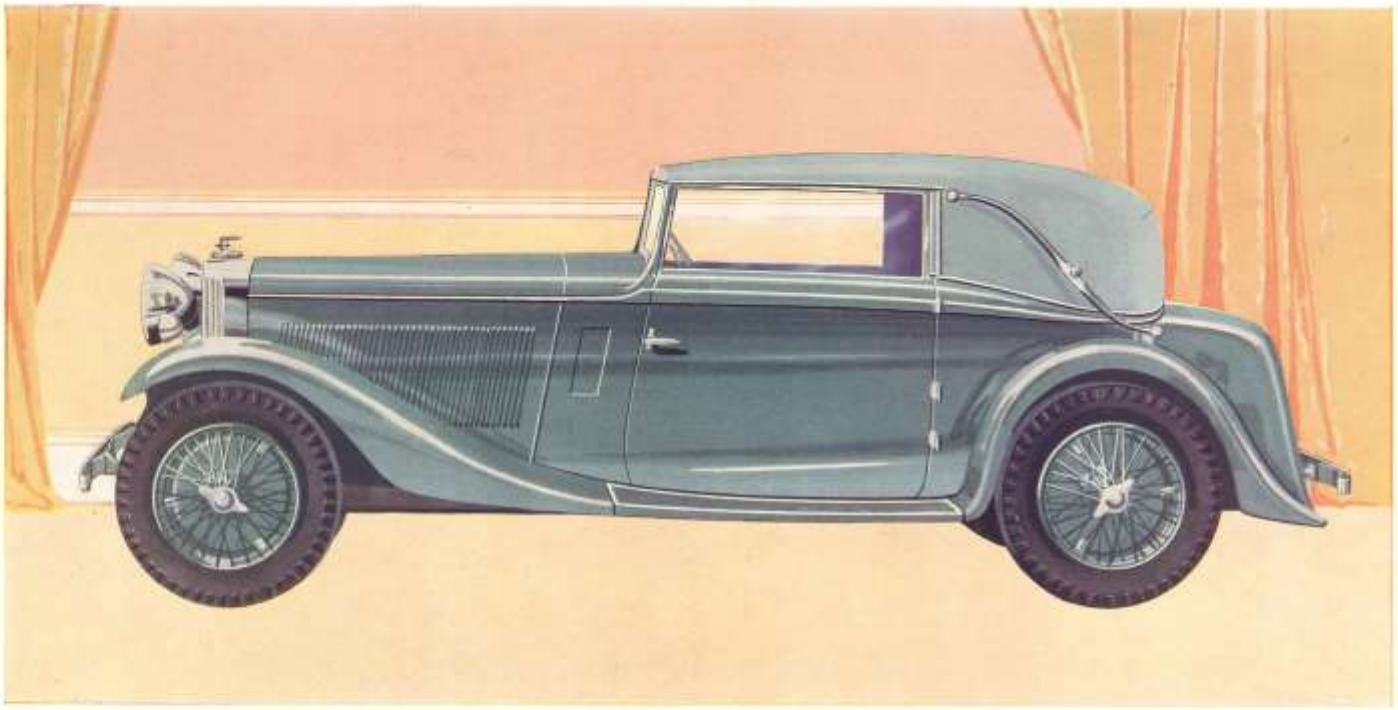
* * * *

In 1920 the existing organisation of Talbot began to take shape, when, because of his success with a great Army motor repair shop, a young Scottish engineer, Andrew Robertson, joined the staff. He had learned before the war in the school of experience to make almost everything in the nature of an engine, whether motors, coal-cutters or plant to crack oil-nuts. He had gone through the campaign as a machine gunner until an enemy shell made the mistake of blasting him into a more important sphere of activity with the Motor Transport. In 1917 Lt.-General Sir Travers Clarke had taken office as Quarter-master-General of the British Forces in France, and one of his convictions was the prime strategic importance of motor transport. The motor strength of the British Army was completely reorganised by him (to prove a factor of the first importance in withstanding the last enemy onrush in 1918) and every step was taken to ensure that vehicles were kept up to their task. Thus Mr. Robertson was drawn into the Army Motor Transport service. He designed and supervised the construction and equipment of a great motor repair shop in France. With some 150 British personnel as key-men and a big body of prisoners-of-war and of Chinese labourers, he carried on this shop and established a reputation for resource in meeting engineering emergencies and for skill in handling men. On that reputation he was brought into the Talbot organisation ; soon was Works Manager ; and in 1926 was appointed General Manager. To him and to the clever designer, Mr. George Roesch, is due the credit for the great success of the 14/45 Talbot of 1926, which put the car again " on the map."

A reorganisation of the S.T.D. group in 1931 brought into control of the Clement Talbot Company the present Board, with Sir Travers Clarke as Chairman, and ushered in the next stage of Talbot progress, the production of the models which at Olympia 1932 were acclaimed as the Cars of the Year, and came to Olympia again in 1933 with notable improvements. Of their merits let succeeding pages tell. They seem to-day to be the ultimate in efficiency and comfort ; but future years will probably produce something even better, for the Talbot Staff knows that there is no rest in the search for the best.

It is a notably young Staff, though most of its members have had long service with the Company. Mr. A. White, the secretary, joined, at the invitation of Lord Shrewsbury in 1917, giving up the managership of a City bank. Mr. G. Crane, the efficient Works Manager, was employed from the very beginning of the Company. Mr. G. Roesch, the designer, dates his connection from 1916. Mr. J. E. Scott, the Sales Manager, was brought in as a youth by Mr. Robertson in 1920. Every key official has grown up in the Talbot tradition ; the factory is proud, too, of the fact that several leading figures in other motor organisations had their first training at Barlby Road. Producing a car of personality it has proved an excellent school for cultivating talent.

Special Coachwork for Talbot Cars

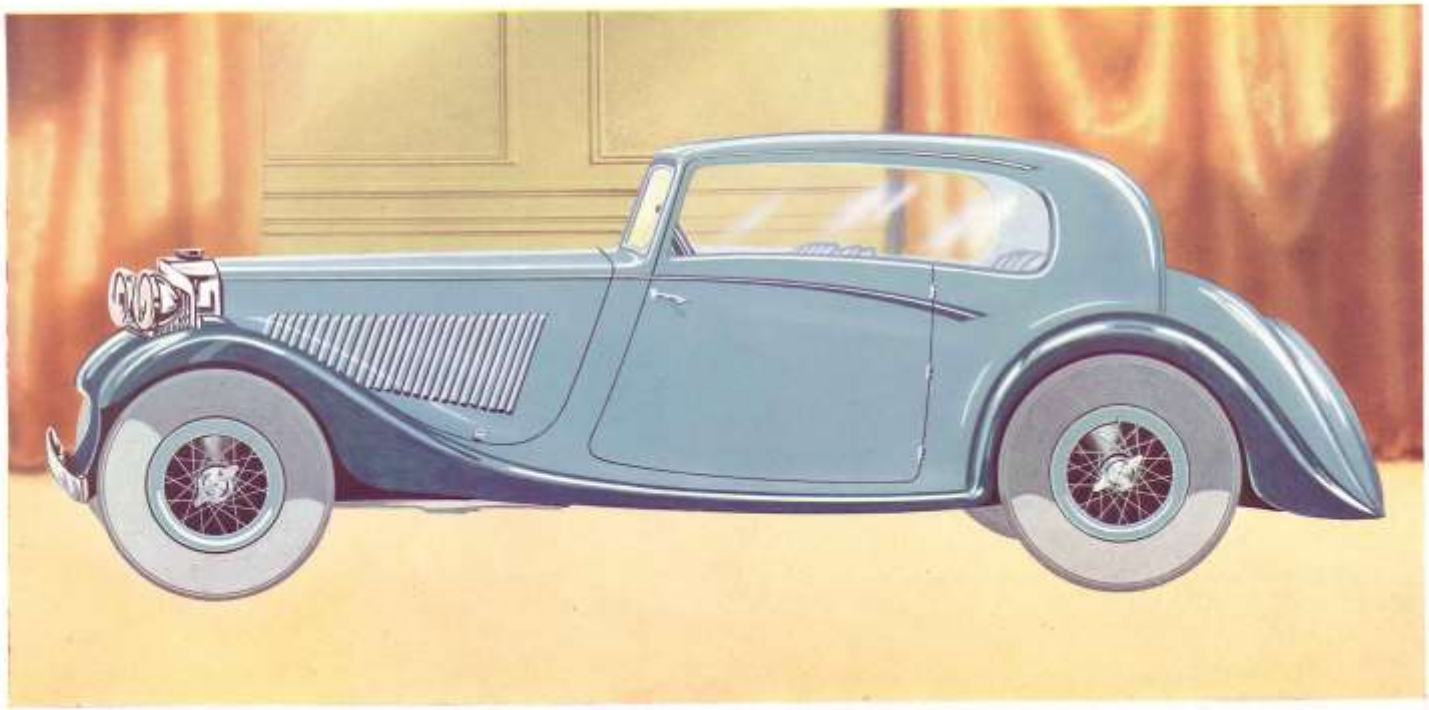


Model "65" Drop-head Foursome Coupé

by The Carlton Carriage Co., Ltd.

A striking supplement to the standard Talbot range, at very small extra cost. This car will attract those requiring a compact model (with comfortable seating for four persons inside the hood) which can be opened entirely when desired. The ease with which it can be converted from a closed to an open model, and vice versa, is a great feature, enabling full advantage to be taken of existing weather conditions.

Price - £495

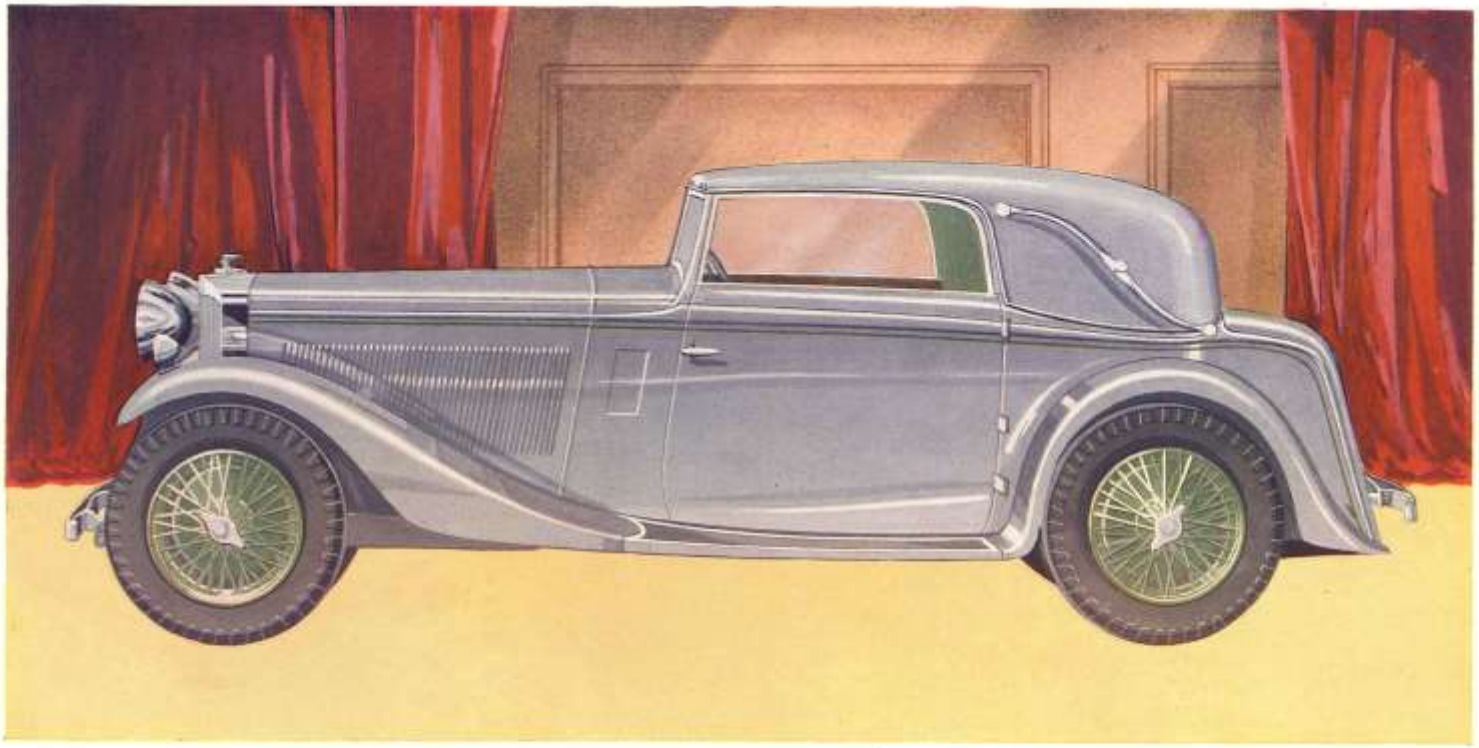


Model "65" Special "Open-air" Coupé

by The R.E.A.L. Carriage Works, Ltd.

A splendid example of a special Sports Coupé on the "65" Talbot chassis, fitted with patent sliding window, securing excellent vision and ventilation for all passengers. Two wide doors provide the easiest possible access to the front seats, and the graceful curves of the coachwork will at once be apparent to the connoisseur.

Price - £495

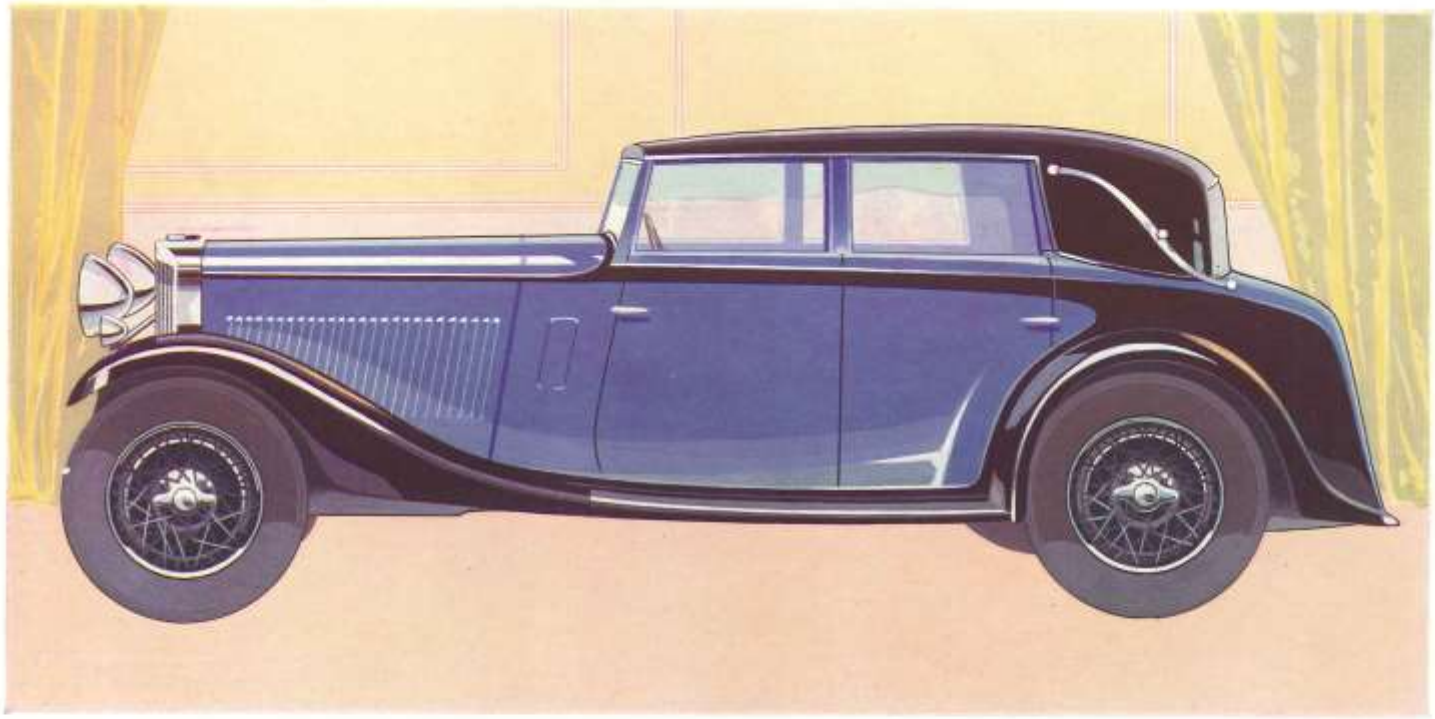


Model "75" Fixed-head Foursome Coupé

by The Carlton Carriage Co.

A model on sports lines which supplements the long and short saloons mounted as standard on the "75" chassis, and adequately meets the needs of those requiring a fast compact car for extended touring.

Price, complete with sliding roof, £645

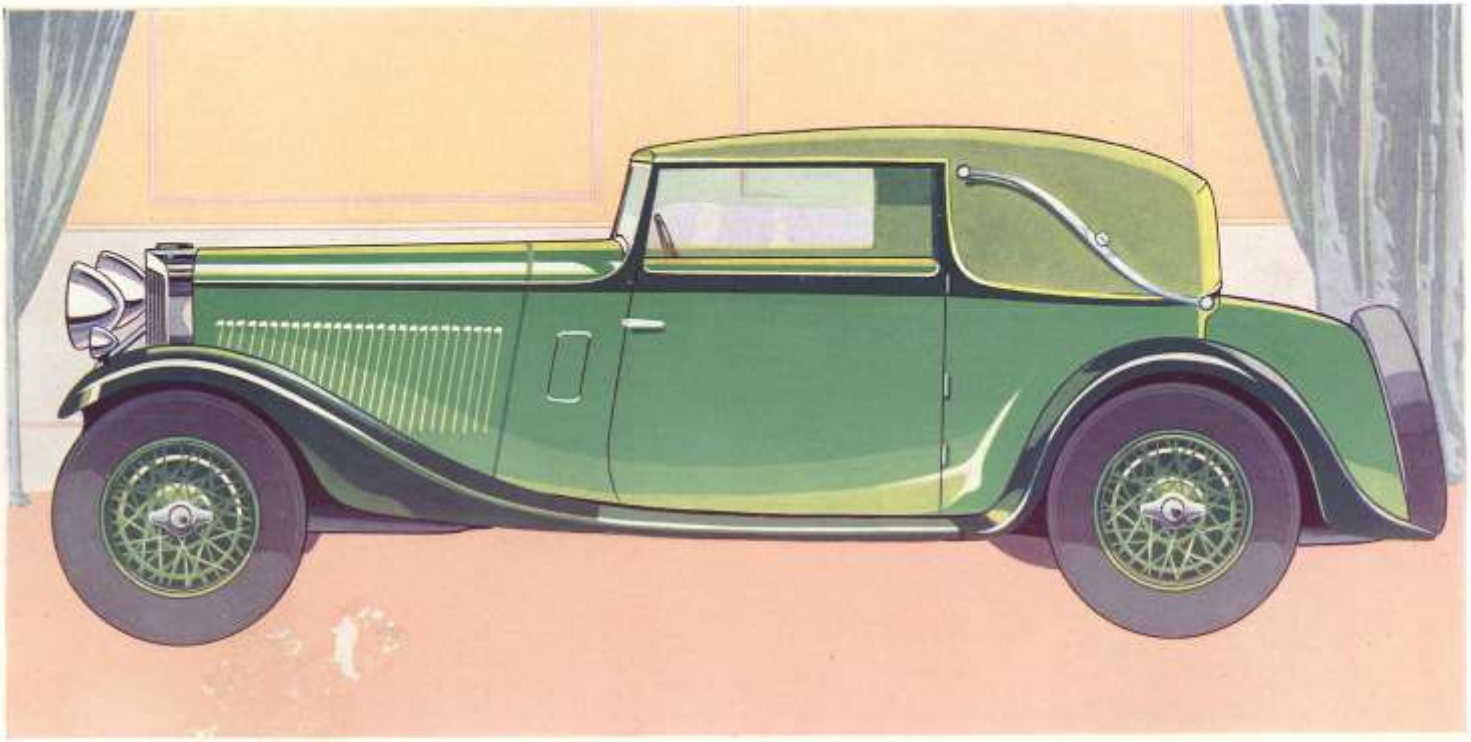


Model "95" "Antibes" Convertible Saloon

by Offord and Sons, Ltd.

A most useful type of body with four doors, convertible at will from a completely enclosed Saloon to an entirely open car. If desired, the side windows remain up with the hood down, giving excellent protection, and the hood lowers easily and quickly.

Price - £845

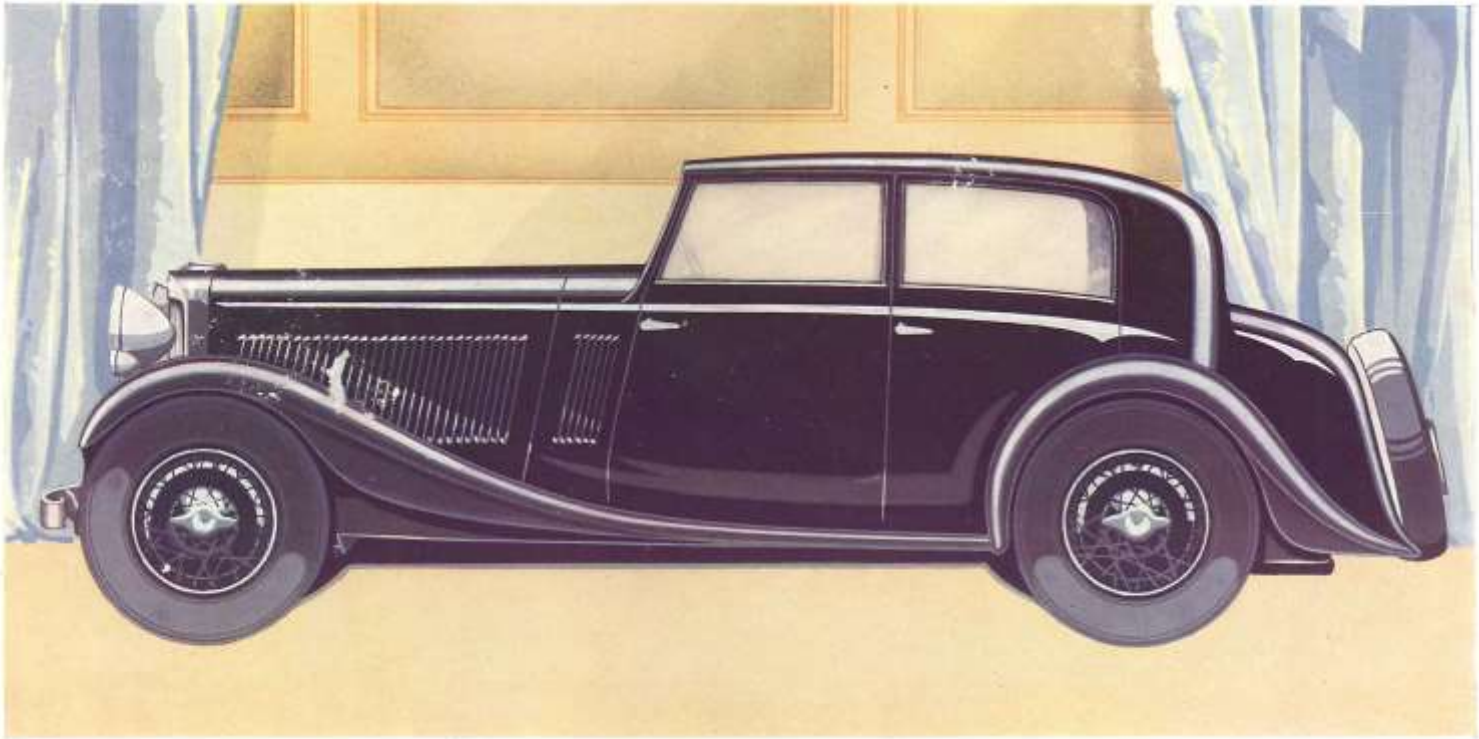


Model "95" Drop-head "Brioni" Coupé

by Offord and Sons, Ltd.

A most elegant drop-head model, seating four persons inside the hood, which, when open, lies particularly snug and flat. With a 6-in. longer wheelbase than the "105," this car gives generous room for five passengers, and ample luggage space.

Price - £765



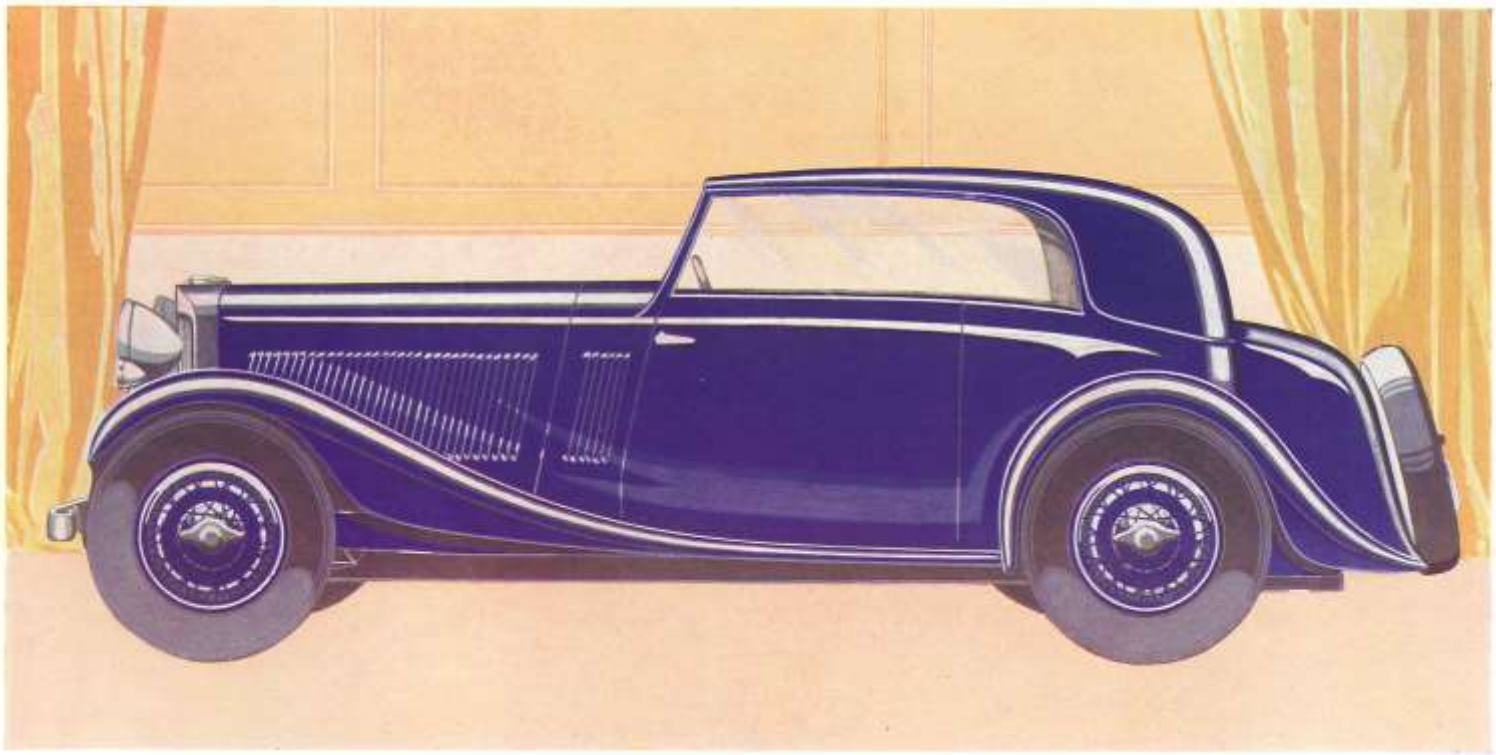
Model "105" 4-door Saloon

by James Young and Co., Ltd., Bromley.

A car in which grace of line and interior comfort have been most skilfully combined. The coachwork incorporates all modern ideas, and the chromium-plated moulding gives a final touch of distinction. Four wide doors make ingress and egress particularly easy.

Price - £795

Sliding roof - £10

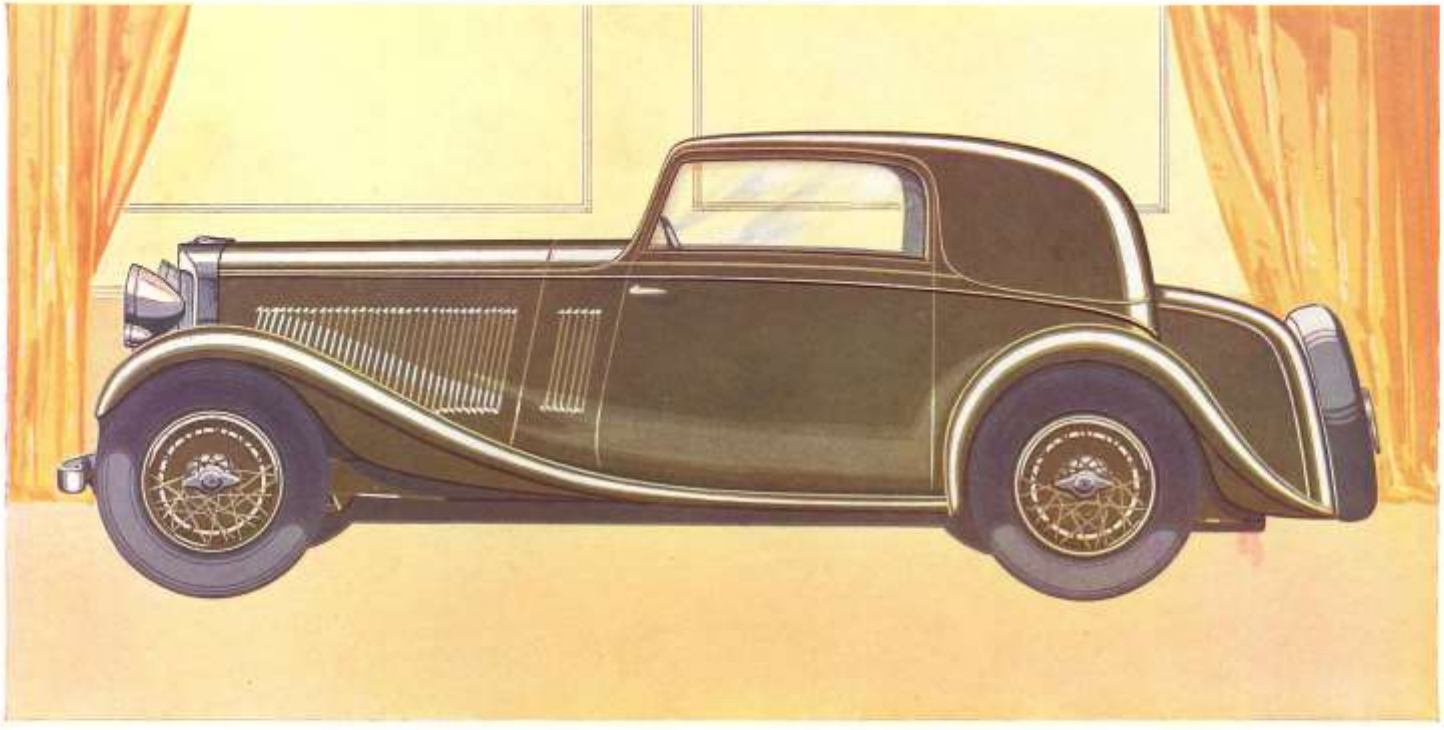


Model "105" Sports Foursome Saloon

by James Young and Co., Ltd., Bromley.

One of the most striking examples of coachwork yet produced, this Four-seater Saloon-Coupé with sliding roof has a unique patented feature in the form of a quarter window which slides back out of sight. With the door window down, the car virtually becomes an "all open" body, and motorists will appreciate the unrestricted vision afforded, with shade or sun accurately controlled by the sliding roof.

Price - £795
Sliding roof - £10

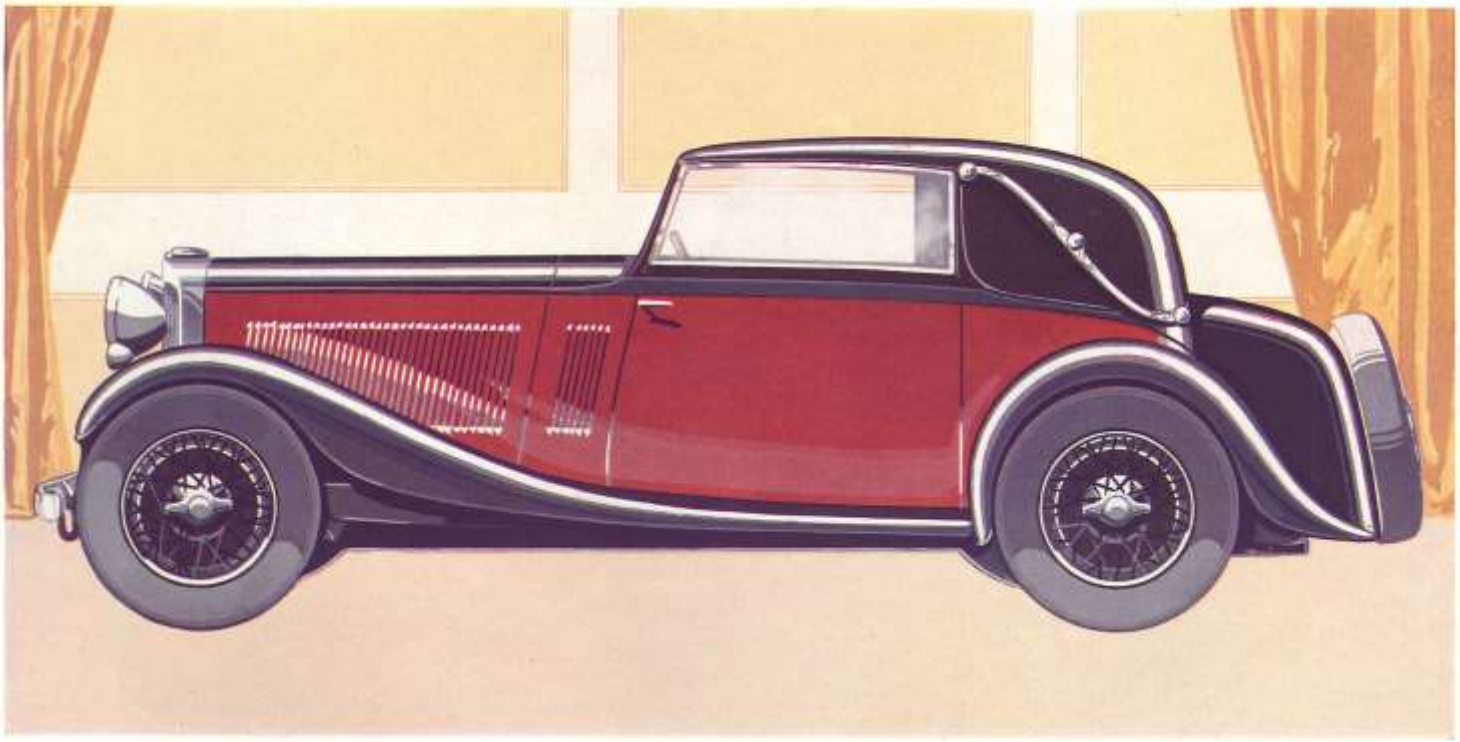


Model "105" Fixed-head Foursome Coupé

by James Young & Co., Ltd., Bromley.

A commanding model of superb line, this two-window model gives a somewhat more sporting appearance than the four-window type.
There is still ample seating space for four passengers and excellent luggage room.

Price - £795
Sliding roof - £10



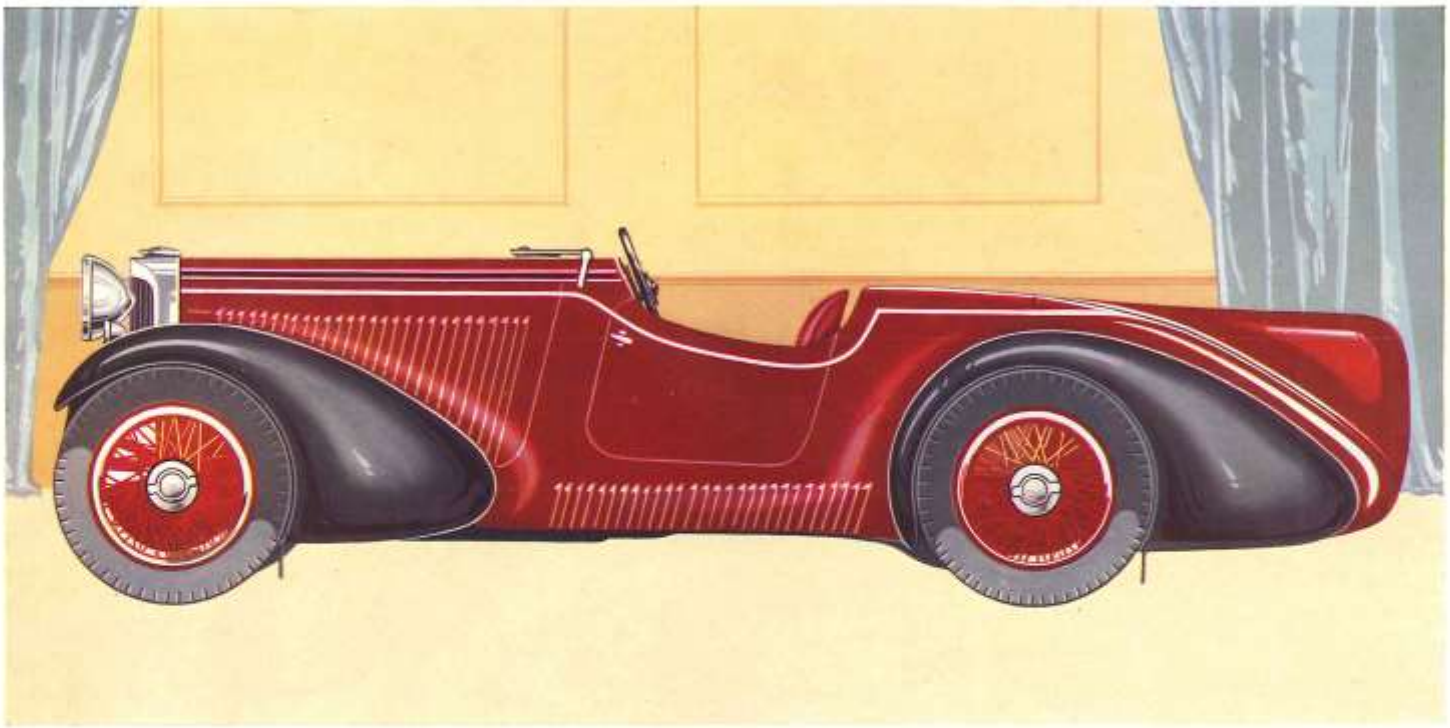
Model "105" Drop-head Foursome Coupé

by James Young and Co., Ltd., Bromley.

Many motorists require a car which will open and close at will, and in this model the raising and lowering of the hood has been designed to be carried out with negligible effort. If desired, the front portion of the hood can be rolled back without dropping the entire head.

Price - - £795

Leather Hood - - £10



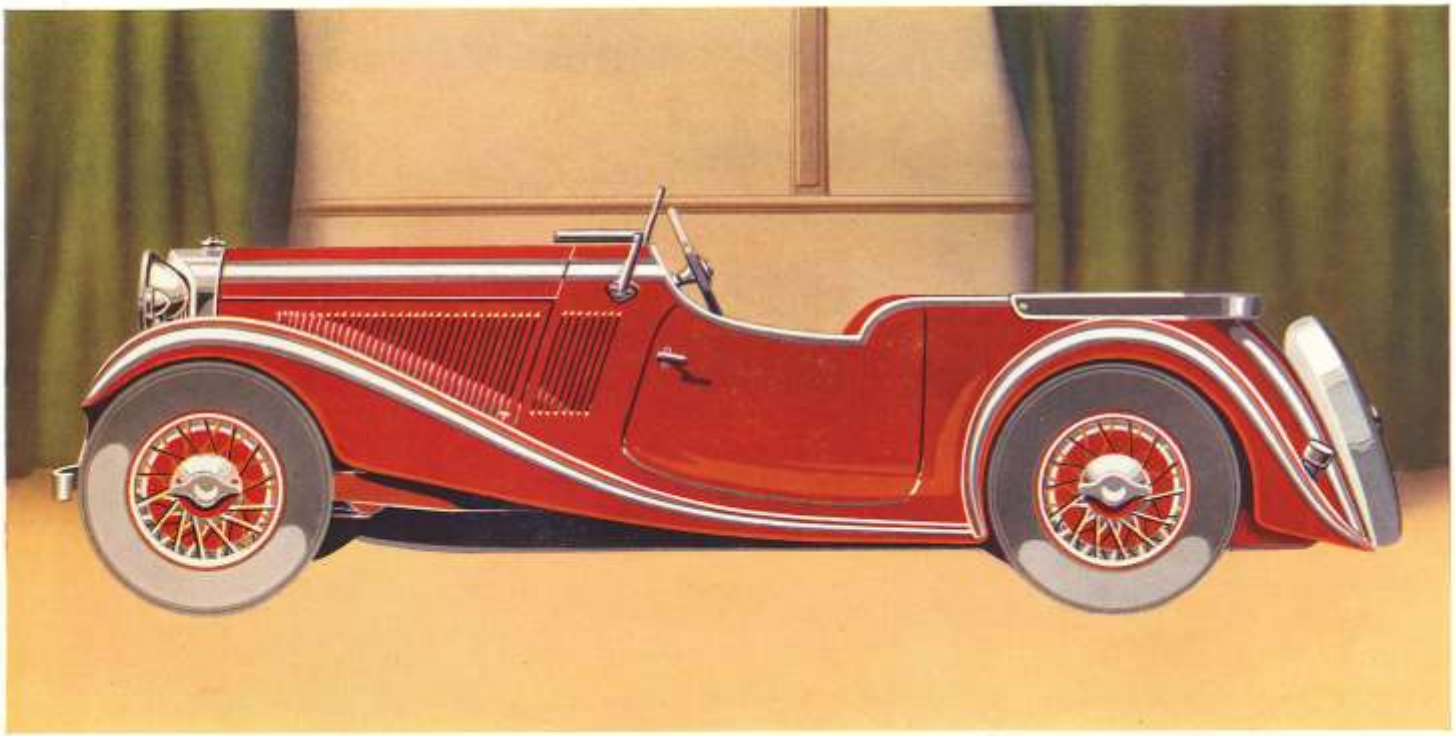
Model "105" Special Sports 2-4 Sealer

by E. D. Abbott, Ltd., Farnham.

A unique model fitted with coachwork of a type that gained distinction and a special prize at a recent Concours D'Elegance. A revolving scuttle discloses two extra seats which, when not required, are fully covered in.

This car has the advantage of exclusiveness and is undoubtedly one of the most handsome models on the road.

Price - £875



Model "105" Sports Tourer

by Vanden Plas.

A model that will appeal at once to the sports motorist by reason of its bold yet graceful lines. The weight question has not been forgotten, and the car is undoubtedly one of the fastest of its type on the road today. With a full complement of passengers there is still splendid luggage space in the rear locker.

Price - £735

A standard model of similar type, but somewhat less elaborately equipped, is listed at **£695**

The quality and workmanship in both bodies is, however, identical.

The Talbot Quality Explained

The Talbot

—appealing to the critical motorist who wants the best value in a moderately priced car—calls attention to the following general specifications and special features of the "65," the "75," the "95" and the "105" models. The quality of these models is *unsurpassed in every detail, e.g., Fort Dunlop* tyres are fitted on all models. Batteries are of very great capacity and the electrical wiring is *armoured* throughout and special to our design. Many other original features will interest the experienced motorist.

Complete *automatic lubrication* to the chassis and springs gives freedom from inconvenience to the owner.

Engine

Six-cylinder monobloc casting, forming with the gearbox a single unit. The gearbox can be separately detached. The bottom of the crank chamber is detachable without interfering with the gearbox.

MODEL "65"—
Bore—61 mm. c.c.—1,666
Stroke—95 mm. R.A.C. Rating—13.8 h.p.

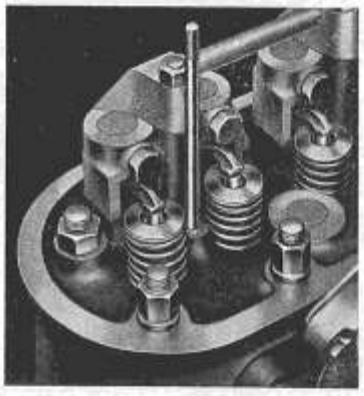
MODEL "75"—
Bore—69.5 mm. c.c.—2,276.
Stroke—100 mm. R.A.C. Rating—17.9 h.p.

MODELS "95" & "105"—
Bore—75 mm. c.c.—2,969.
Stroke—112 mm. R.A.C. Rating—20.9 h.p.

Power of all engines has been increased, with improved timing gears, camshaft and dynamotor drive. All engines have new large oil radiator cooling sump. The top half crankcase and cylinder block, of special chromidium cast iron, form one casting ; the detachable cylinder head is of similar material.

Valve Gear

Overhead push-rod-operated valve gear is fitted. On the "65" and "75" the valves are in line, and are staggered on the "95" and "105" models. All valve gear is of a specially balanced design fitted with extremely simple means of adjustment. An oil-tight cover encloses the whole gear and forms a chamber which is in direct communication with the crankcase, thus allowing the valve gear to work in an oil vapour. The rocker gear is lubricated under pressure from the main oil system. The new type camshaft also operates the petrol pump which can now be primed by hand.



One Screw Rocker adjustment.

The Crankshaft

is of exceptionally liberal dimensions of the disc-web type, and machined all over. Carried on four bearings and balanced on the "65" ; and seven bearings and counter-balanced on "75," "95" and "105" models ; both types are attached to the upper half of the crankcase. Lubrication is effected

Crankshaft machined from the solid.

by a gear pump driven from the crankshaft, forcing oil through it to each journal and big-end bearing and all other rotary bearings.

Pistons and Connecting Rod

The pistons are of a very sturdy design, though light in weight. They are made with a high tensile aluminium alloy crown and a cast-iron skirt, ensuring long life. Connecting rods are of the lightest section consistent with strength; the bearings are of white metal integral with the rod; the main bearings are die-cast white metal, fixed in suitable bearings.

High Efficiency bi-metal Piston.

Lubrication, Oil Filler and Filter

An exceptionally accessible combined oil filler, filter and breather is embodied on the off-top-side of the crankcase on the "65" and "75"; on the "95" and "105" the breathing is taken through the carburettor inlet. The filter can be easily withdrawn for cleaning; it is placed on the pressure side of the pump, an important point for oil-cleansing. Another small filter is in the bottom crankcase on the suction side of the pump; when the oil pressure drops below a safe minimum a warning light appears on the instrument board. The handle for the chassis lubrication pump, which is automatically filled when replenishing the engine, is located alongside the oil filler.

Carburation

The induction system is of the hot-spot type, the induction pipe being in contact with the exhaust pipe at one point, giving very good carburation with maximum economy and quick starting from cold. A Zenith Pump Type Down Draught Carburettor is fitted to the "95" and "105"; Zenith Vertical Pump Type to the "75"; and Zenith Horizontal to the "65."

Cooling

Cooling is effected by a large "V" shaped honeycomb radiator of ample capacity, the system being thermo-syphon on the "65." On the "75," "95" and "105" *thermo-statically operated shutters* working on *stainless steel pivots* (chromium plated finish on the "105," the "95" and the long wheelbase "75") are fitted to the radiator. A gear-driven water pump has its bearings lubricated by oil pressure inside the engine.

Automatic Chassis Lubricator.

The pump spindle, provided with a really adjustable gland, runs in oil pressure lubricated bearings. By this method the rotor spindle, which is *nitrided and stainless*, cannot wear or become slack. All radiators are mounted on the engine feet and form an *integral part of the power unit*, thus eliminating all strains usually received from the chassis.

A special quick-acting filler cap is fitted to

the "95" and "105," and a large diameter round cap to the "65" and "75."

The radiator temperature gauge for the "95" and "105" is mounted in the instrument board, and on the "65" and "75" it is contained in the radiator mascot. *A large drain tap* is fitted under the radiator foot to empty at one operation the whole of the

Radiator mounted on Engine.

water contained in the system. A point of special interest is that the bottom water pipe and its rubber pipe connection are eliminated. *A large and efficient radiator fan,* designed on the lines of an aeroplane propeller, is fitted to the "75," "95" and "105."

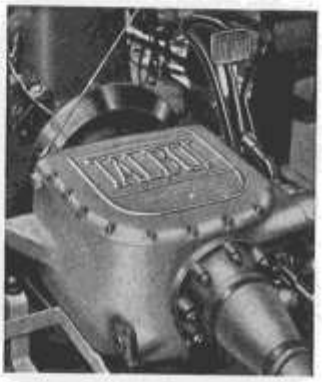
The Self-Changing Accelerating Gearbox

is of a new Talbot design (Wilson patents) and will have an equal appeal to the lady driver or to the enthusiastic racing motorist. It is silent on all gears. The box is a sturdy one-piece casing bolted to the engine; the whole of the mechanism is fitted in the box from the top, which is accessible when the single cover is removed.

The lubrication of all bearing and gears in the box is a Talbot feature and is effected *under pressure* centrally from the engine. It cannot fail, for in addition the box is fitted with *another pump* at the rear of the box, always running. This precludes any possibility of seizure in case of the engine oil supply failing when the car might be running down an Alpine pass with the gearbox in neutral and the engine stopped.

The operation of the clutch gear changing pedal is a special feature giving light, uniform and smooth operation, enhancing the pleasure of driving the car.

The clutch brake bands are of special steel friction material and improved design, giving very smooth and most efficient engagement coupled with wearing quality due to their special lubrication. The gears are case-hardened finest steel mounted on ball and roller bearings.



Self-changing accelerating Gearbox.

The power of the engine is transmitted to the box through a *resilient coupling* eliminating all shock to the box itself. *Indiscriminating and instantaneous changes* are possible without the complications of other devices. The propeller shaft has also been designed in order to give extreme smoothness to the transmission. The pre-selective gear lever is of stainless steel, conveniently placed under the steering wheel giving free access to the front seats on both sides of the steering. The hand-brake lever, which is mounted on the box itself, is well forward and out of the way, completely accessible and efficient.

Two types of gearbox are available, the Self-Changing Accelerating and the Silent Third with clutch. Both are of unit construction and can be detached without interfering with any part of the engine. They have four forward speeds and reverse. Ball and roller bearings are fitted and both types of boxes are automatically lubricated

from the engine, while the universal joint is automatically lubricated from the gearbox.

Chassis and Frame

The cars have been designed with the lowest centre of gravity consistent with maximum safety. *The low frame passes on top of the axle at the rear enabling easy removal of the back axle as a unit.* The chassis is stiffened by the mounting of the engine at four points and has been made *vibrationless.* The frame itself is of pressed steel of deep section and has been designed with a special view to rigidity over its whole length, thus sparing the body from distortion stresses of all kinds. The shape of the frame is such that it follows the body contour, giving a very sound foundation for the body when mounted.

A well-designed head-lamp cross bar, making a rigid structure, is fitted to all models, and to give special strength, tie rods are fitted. Special Talbot design bumpers are fitted front and rear on all models. These bumpers are made in sections to minimise collision damage.

Front Axle

is of "H" section in the centre portion, with rounded section ends of special strength to carry the high stresses imposed by the operation of the front wheel brakes, which are of mechanical self-servo type. The steering pivots and the roller bearings carrying the front wheels are of ample dimensions.

Rear Axle

The back axle gives the maximum efficiency and reliability in transmitting power by virtue of its *torque tube design enclosing* the propeller shaft running on ball bearings and fitted to a single automatically lubricated universal joint ; this, owing to the length of the propeller shaft, hardly articulating at all. This system, although more costly, eliminates the inconvenience and disadvantage of an open propeller shaft, suspended between two universal joints, which, owing to movement of the back axle being checked by the springs only, are working at a lower efficiency and exposed to the elements.

The axle is a built-up unit of great rigidity, consisting of a centre case with back inspection cover. The axle shaft tubes are spigoted into the case, thus ensuring perfect alignment, stability and stiffness of all the bearings. The driving shafts are of exceptional strength and are mounted on ball bearings. The axle is of a semi-floating type. The final drive is by spiral bevel and is mounted on ball and roller bearings throughout. The propeller shaft runs in a torque tube, which is attached to the rear end of the gearbox through a hemispherical bearing, the whole housing encasing the universal joint. The centre of the propeller shaft is supported by a ball bearing fitted in the torque tube, the whole assembly giving a completely enclosed drive. The back axle also includes the speedometer drive, rendering the latter independent of gear ratios.

Steering

The steering is mounted on a pedestal giving a very comfortable angle to the steering wheel. It is of a worm and nut type, very light and devoid of any shocks in operation. The articulations are all lubricated automatically ; great care has been taken to make the entrance of dust and water impossible. Wear is taken up automatically. The fore and aft rods are spring-loaded at both ends. An excellent steering lock is obtained and a flexible steering wheel is fitted. In the centre of the steering wheel on the "65" is mounted a throttle control lever, direction indicator switch, horn push button and control switch for near-side head lamp. On the "75," "95" and "105" the switch controls both head lamps giving one or two on, or both off, and a carburettor starting control is fitted.

Brakes

are of the most reliable kind, self-servo operated. The foot brake operates on all four wheels and the hand brake on the rear ; the brake drums are large, being 16 in. diameter, having 40 mm. wide shoe for the "95" and "105" and a 32 mm. wide shoe for the "65," and "75" ; on the "95" and "105" the drums are aluminium ribbed, the steel of the drums and friction lining have been specially designed through racing experience to give minimum wear with the least need of adjustment and constant high efficiency. All shoes are of stamped steel to counterbalance expansion of the drum. These ample dimensions eliminate distortion and promote good cooling. The front brakes are operated mechanically by a special enclosed armoured cable, operating in oil and sealed, to eliminate dirt and prevent corrosion. The rear brakes are operated by a large diameter tube and one rod.

Self-Servo, cable-operated brakes.

Springing

The suspension of the chassis is carried out by semi-cantilever type springs at the rear, fitted underneath the chassis, the front springs being semi-elliptic anchored at the rear end and shackled at the front end. Silent bloc shackles which require no attention are fitted throughout. Stability and accurate steering are obtained by this method of spring anchorage ; road shocks of every type are eliminated and no disturbance of any sort can be felt at the steering wheel. Extra wide front springs are fitted to the "95" and "105" and all springs are automatically lubricated to obviate squeaks and to render their flexibility constant.

Road Wheels

Centre locknut racing type Rudge Whitworth wire wheels are fitted to all models. *Fort Dunlop* tyres are fitted to all models.

Shock Absorbers

Hand-controlled Luvax hydraulic shock absorbers, combined with Hartford, are fitted front and rear on the "95" and "105" models, the control for the Luvax being on the steering column. On the "75" Luvax only are fitted front and rear, and on the "65" Hartford are fitted front and rear. Hand controlled shock absorbers are recommended as an extra on the "65" and "75" models.

Petrol Tank

A three-point suspended petrol tank is fitted at the rear of the chassis, holding 19½ gallons for the "95" and "105" and 16 gallons for the "65" and "75." Fuel is supplied to the carburettor by an A/C petrol pump. A petrol gauge is fitted in the instrument board. In the centre of the large filler cap is fitted a metal dip stick. This stick can also be used for screwing and unscrewing the filler cap and locking and unlocking the luggage grid.

Luggage Grid

This is a special Talbot feature, designed to form an integral part of the rear of the chassis. When closed it gives a neat appearance, and when open it is well supported to carry ample luggage for touring purposes.

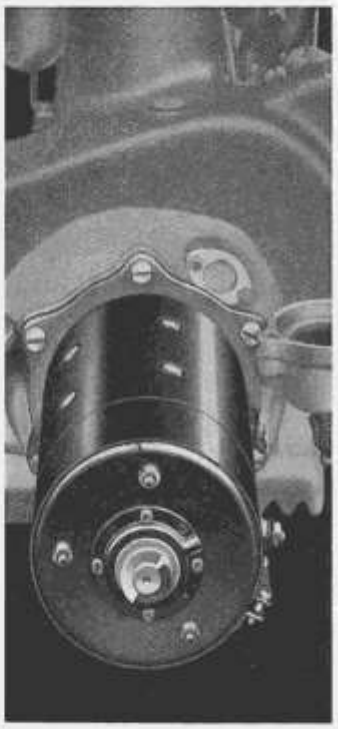
Electrical Equipment.

Dynamotor and Starter

These are contained in one unit, a dynamotor giving a very high torque effort, being directly coupled to the crankshaft in the front of the engine. This gives complete silence of operation to the starter and eliminates any engagement of pinions, etc.

Specially large batteries are fitted. On the "95" and "105" model two 12-volt 75-amp. batteries are connected in series by a switch giving 24 volts for starting. After starting, the switch automatically connects both batteries in parallel giving 12 volts 150 amps. for lighting.

On the "75" model a large 12-volt 105-amp. battery is used for starting and lighting, and on the "65" one 12-volt 90-amp. battery is used for starting and lighting.



A Starter you can't hear.

Ignition

This is a Delco-Remy 12-volt coil with automatic advance, each type of engine, owing to its very high efficiency, requiring a special automatic advance curve which has been arrived at after long experiment. The distributor is provided with two contact breakers, thus halving the rate of wear of a single arm distributor and ensuring utmost reliability.

Instrument Board and Lighting

The instrument board is mounted on the dash, and, together with the wiring, forms part of the chassis. By removing the black polished front cover all instruments and wiring connections are readily accessible.

On the "105" and "95" de luxe models the instrument board contains a 5 in. speedometer, 5 in. rev.-counter and clock combined, triple oil, heat and petrol gauge, cigar lighter, ignition and oil pressure warning lights, direction indicator tell-tale lights, windscreen wiper, ignition-starter and lamp switches, ammeter, instrument board light switch, plug-in for lead ; also a lock which cuts out all the electrical connections or locks the switches in any position.

On the "95" the instrument board contains a speedometer, clock, triple oil, heat and petrol gauges, cigar lighter, ignition and oil pressure warning lights, direction indicator tell-tale lights, windscreen wiper, ignition, starter and lamp switches, ammeter, instrument board light switch, plug-in for lead, and lock controlling all switches.

On the "75" and "65" the instrument board contains a speedometer, clock, petrol gauge, ignition and oil pressure warning lights, windscreen wiper, ignition, starter, half-charge dynamotor and lamp switches, ammeter, instrument board light switch, plug-in for lead and lock controlling all switches.

Junction Box and Direction Indicators

An accessible junction box also containing the cut-out is placed on the near-side of the dash underneath the bonnet, thus simplifying and reducing the length of the wiring. On the "75," "95" and "105" front indicator arrows are fitted in the bottom of the radiator casting. At the back of the car a combined rear number plate, stop and dual rear lights and direction arrows unit is fitted. On the "95" and "105" a reverse light is included in the unit. All the indicator arrows are controlled from the steering, and tell-tale lights show up on the instrument board. On the "65" a switch on the steering wheel

operates a dimming device which switches off the near-side head lamp and leaves on the off-side one (which is slightly inclined to the left) for illumination purposes. On the "75," "95" and "105" both head lamps are controlled in a similar manner. This system of lighting has the effect of giving a clear view of the near-side of the road and does not cause any inconvenience to oncoming traffic.

The above specifications, in carrying out of which the most scrupulous care has been taken in every detail, will convince the discriminating motorist that his Talbot will give pride of possession, complete freedom from care, and genuine delight in driving. **Upkeep has been reduced to merely filling with petrol, oil, and, occasionally, water. All lubrication is automatic.**

Only the best quality material is used. All the stressed internal parts are made of the finest steel obtainable, and all structural assembly fitted with a large proportion of alloy steel bolts and split pin nuts.

Coachwork

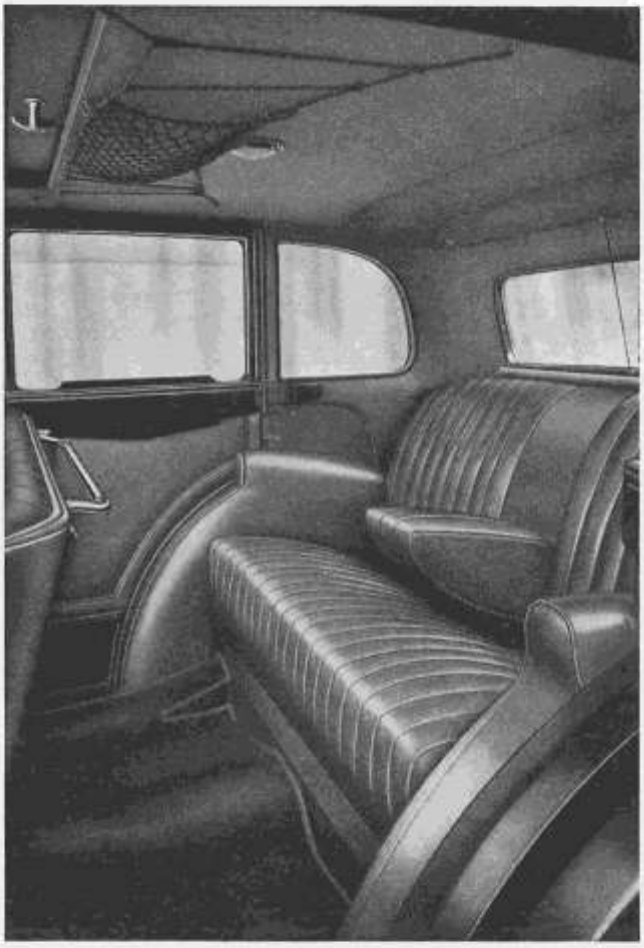
Talbot bodies are designed and built in our own workshops ; only the best seasoned timber and materials are used in their construction.

Special attention is given to comfort, to provide ample leg room and head room. To prevent noise meticulous care is taken ; all joints in woodwork are either lined with cloth or impregnated with suitable lubricant, and cloth and greased material is used between the panels and woodwork.

The materials used for the upholstery are selected after careful examination and test. The filling used is chiefly rubber or a combination of lactic rubber and hair, moulded to shape.

The mudguards, bonnet and all metal panels (where practicable) go through a rust-proofing process under the Carletto patents. The woodwork, before being covered with either cloth or metal, is sprayed with a preservative to prevent damp and rot.

Before leaving the Assembling Department each body is subjected to a severe test for the detection of creaks and flaws on a machine specially built for imparting twists and strains more severe than any developed in actual use. After exhaustive experiments a method of cellulose lacquer finish has been adopted and cannot be surpassed for durability or finish.



A Talbot Interior.

Among the many special coachwork features, attention is drawn to the draught fillets round the doors, clean appearance of door shuts and pillars, locks with double striking plates and adjustable silencers, the strongly constructed windscreen which can be opened and securely fixed without vibrating, and the easily operated sliding roof.

★ *Built-in aerials for Radio Installation are fitted standard on all cars.* ★

Talbot Records

From 1904 to 1933 Talbot cars have won so many trophies in national and international contests for speed, reliability, petrol and oil economy, elegance and comfort, that to publish the full list would take at least ten of these pages. The following is a selection of a few of the most notable records. (From 1930 onwards Talbot racing cars were entered by Messrs. Fox & Nicholl, Surbiton) :

1904. A Talbot won the Dewar Cup for World's Non-Stop Record (2,017 miles), also established a World's Non-Stop Record on a track in New York (2,058 miles). Three World's Records for speed won in France and Belgium.

1905. The 10 h.p. Talbot gained highest points in Australian Reliability Contest.

1906. World's Record won for petrol economy. In the Australian Reliability Trials three Talbots tied for first place. In an Indian test three Talbots gained full points. In the Paris-Monte Carlo Reliability Trials three Talbots won in their respective classes. Twenty first prizes in Home contests.

1907. Nine gold medals won in Australian contests. Talbot established a new record from Melbourne to Sydney. Twenty-nine first prizes in Home contests.

1908. For the first time the Australian Continent crossed from south to north in a motor car—a Talbot (2,000 miles of roadless country). Talbot first in Irish Reliability Trials ; first, second and third in Australian Automobile Club contest. Over thirty first prizes in various Home contests.

1910. Record run, Sydney to Melbourne in 19 hrs. 47 mins. ; first in New Zealand Reliability Trials ; five first prizes in South African tests ; fourteen British trophies won.

1912. Record run, Sydney to Brisbane.

1913. A 25 h.p. Talbot car, driven by Mr. Percy Lambert, achieved a speed on the Brooklands track of 103.84 miles in an hour, the first time in the world's history that man had travelled at that speed. Previously the 100 miles an hour record had been sought in vain by motors with engines three times the size of the Talbot's. The car was all-British, including the tyres. The success was hailed by the Press as a credit " not only to the Talbot car but to British science and industry."

1914. Talbot cars won over forty first prizes in various competitions, including four highest awards in Transvaal (S. Africa).

NOTE.—Between 1914-1930, the Talbot did not compete in any events of the first importance.

1930. Irish International Grand Prix, Dublin : the three Talbots 1st, 2nd and 3rd in their class. R.A.C. Tourist Trophy Race, Ulster : the three Talbots 1st, 2nd and 3rd in their class. 500 Miles Race, Brooklands : the three Talbots 1st, 2nd and 3rd in their class.

1931. Double 12-Hours Race, Brooklands : the three Talbots 1st, 2nd and 3rd in their class. Alpine Trial : the "105" Talbot won a Coupe des Glaciers.

1932. British 1,000 Miles Race, Brooklands : team of three " 105 " Talbots won Team Prize and were 1st, 2nd and 3rd in Class 4.

International Alpine Trial : team of three standard " 105 " Talbot Vanden Plas Tourers awarded the Coupe des Alpes, having completed the six days' trial without the loss of a mark. First British team to win the Alpine Cup for eighteen years and the first occasion that a British team completed the trial without the loss of a mark.

In this year the Talbot revived its pre-war policy of entering for " Elegance and Comfort " events, winning many notable successes with various models, including first prizes at Torquay, Ramsgate, Brooklands, Bangor, Eastbourne and in Scotland.

1933. Concours de Confort, Monte Carlo : the Talbot won first prize in its class and the Grand Prix d'Honneur.

List of Talbot Models and Prices

"SIXTY-FIVE" STANDARD SALOON

Price £395 Tax £14

A full saloon seating five persons with perfect comfort (adjustable split front seat). Four doors ; generously fitted with travel amenities.

Standard colours : black with cream, red, green or blue panel and wheels ; also blue and two-tone green.

Upholstery : furniture hide, brown, blue, red or green.

Extra for Sliding Roof £7 10s.

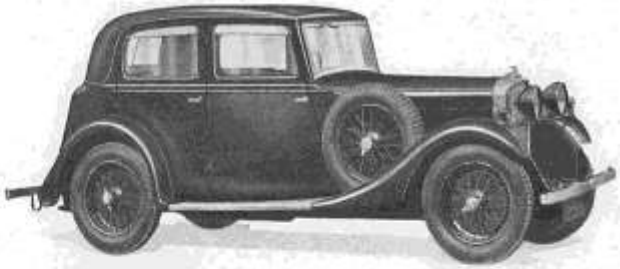
"SIXTY-FIVE" SPECIAL 4-LIGHT SALOON

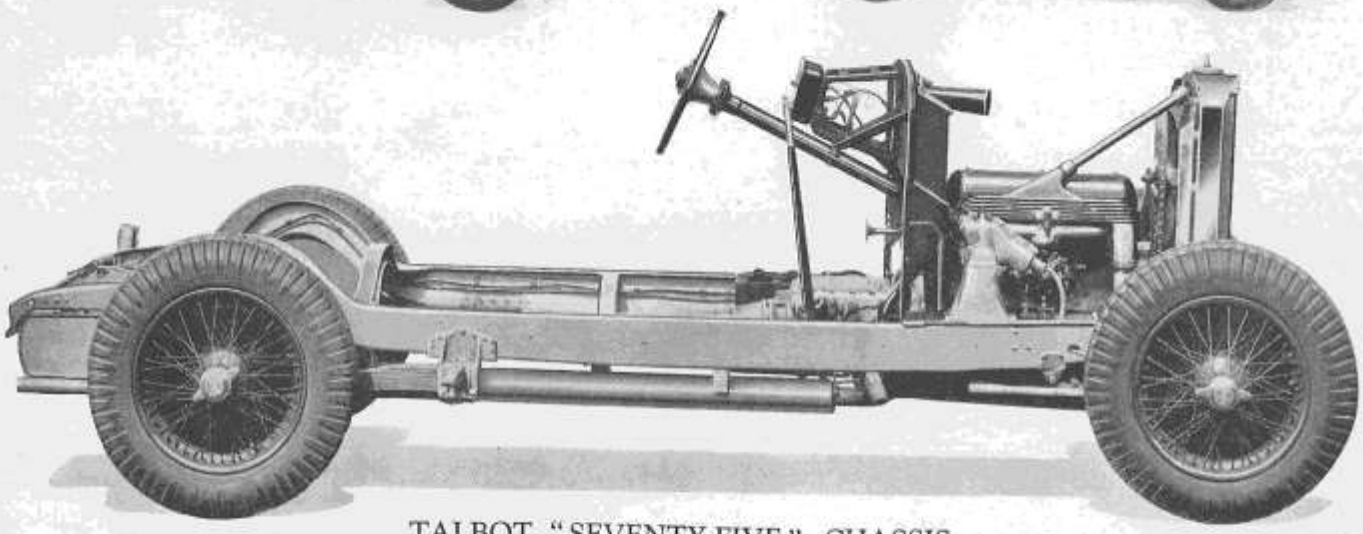
Price £425 Tax £14

An attractive close-coupled saloon ; four large doors ; centre arm-rest ; single-piece split front seat adjustable for position; provision for luggage in rear boot ; and boot door specially constructed to form luggage platform.

Standard colours ; black with cream, red, green or blue panel and wheels, Royal blue, dark green.

Upholstery ; furniture hide, brown, blue, red or green.





TALBOT "SEVENTY-FIVE" CHASSIS

Six-Cylinder Price £395 Tax £18

Long Wheelbase, £30 extra

For specifications see pages 11 to 17

"SIXTY-FIVE" SPECIAL SALOON

Price £425 Tax £14

An impressive and roomy body ; four large doors ; centre arm-rest to rear seat ; exterior body fittings chromium plated ; louvres over each door ; head cushions and rope pulls ; sliding roof ; interior light ; provision for luggage in rear boot.

Standard colours : black with cream, red, green or blue panel and wheels, Royal blue, dark green.

Upholstery : furniture hide, brown, blue, red or green.

"SEVENTY-FIVE" SPORTS SALOON

Price £495 Tax £18

Extra for Sliding Roof £7 10s.

An extremely comfortable and roomy saloon to seat four or five with four large doors ; adjustable bucket seats in front ; boot at rear for luggage, fitted with suit-case. Generously fitted with travel amenities.

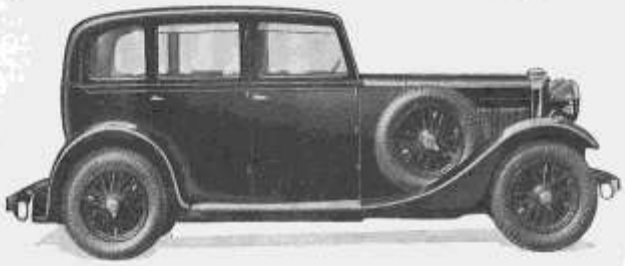
Standard colours : black, blue, dark green.

Upholstery : furniture hide, brown, blue, red or green.

"SEVENTY-FIVE" (LONG WHEELBASE) COACHBUILT SALOON

Price £545 Tax £18

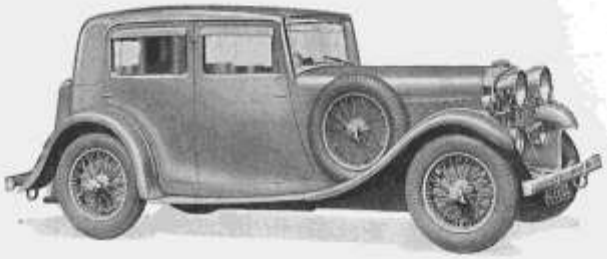
A really impressive saloon car to seat five, remarkably roomy and comfortable ; table and foot-rests in front of rear seats ; bumper bars of special design front and rear ; sliding roof. Generously fitted with travel amenities.
Standard colours : black with cream, red, green or blue panel and wheels, Royal blue, dark green or maroon.
Upholstery : furniture hide, brown, blue, red or green.

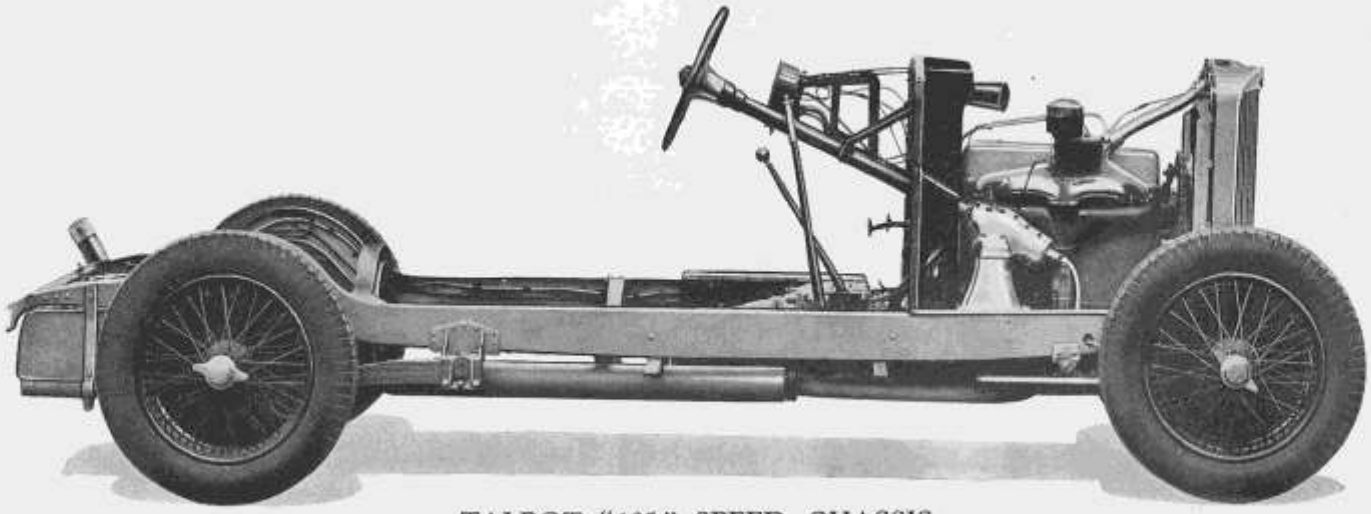


"105" SPORTS DE LUXE 4-DOOR SALOON

Price £795 Tax £21

A luxurious sports saloon, admirably suited for fast and long-distance touring ; good provision for luggage ; two interior lights ; head cushions ; interior sun visors ; bumper bars of special design front and rear ; sliding roof. Perfectly fitted with travel amenities. Safety glass throughout.
Colours to choice.
Upholstery : brown, blue, red or green hide.





TALBOT "105" SPEED CHASSIS

Six-Cylinder Price £525 Tax £21

For specifications see pages 11 to 17

"NINETY-FIVE" COACHBUILT SALOON

Price £645 Tax £21

A luxurious, roomy saloon, admirably suited for city and touring use ; good provision for luggage ; two interior lights ; head cushions ; interior sun visors ; bumper bars of special design front and rear ; sliding roof. Perfectly fitted with travel amenities. Safety glass throughout.
Standard colours : black, Royal blue, dark green or maroon.
Upholstery : brown, blue, red or green hide.

TERMS OF BUSINESS

All designs, weights, measurements, prices and quantities mentioned must be taken as approximate. Illustrations are given as a general guide, and are not binding in detail.

DEPOSIT.—Ten per cent. of the full amount to be deposited when the order is placed, the balance becoming payable on delivery of the car at our Works.

All Talbot cars are sold without express or implied guarantee of their fitness or otherwise ; but in case of breakage of any part within six months from date of sale, owing to defective material or workmanship proved to our satisfaction, the defective part shall be repaired or a new one supplied free of charge.

EXPORT.—Where cars are required for use overseas we supply models embodying certain special modifications to suit the conditions under which cars are used. Full particulars will be supplied by our Export Department. We recommend clients who intend taking their cars abroad to acquaint us of this fact at the time of placing their orders. For full particulars as to terms of business and of guarantee, please apply to CLEMENT TALBOT LTD., Barlby Road, Ladbroke Grove, London, W.10.

VACHER—8907