



TRIUMPH SPORTS
OWNERS
ASSOCIATION

News Letter

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European Rally -

The enthusiasm and excitement concerning the Rally in Europe next year is growing by leaps and bounds. The departure date from New York will be May 3rd, and the plane will return to New York on the 22nd. We are presently oversubscribed and all reservations on a stand-by basis will be listed in the order they are received. Bulletin #2 will be sent to all those holding provisional reservations within the next week or two. This is just about last call for provisional reservations for this terrific deal - so if you plan on being aboard, don't delay in letting us know.

Western Influence -

A dispatch from Cal Sales, 1957 West 144th Street, Gardena, California, informs us that they now have Triumph "Bolo Ties". These are cord type ties with a slide closure decorated with the Triumph emblem. The cord is silky with metal tips, and the slide is finished in gleaming chrome and a black and red jeweller's porcelain emblem. (never knew we were fashion writers before). All Triumph owners and wives may purchase these from the above for \$1.95. Cal Sales also has cloth patches with the Triumph insignia done in color on a white background. These are 75¢.

New York Area -

Foreign Car Club of America is holding a navigation run on October 26th, starting at 254th Street and Broadway at 11:30 a.m. The run will go through Westchester County and will last about an hour. Fee is one buck which will go to the Olympic Fund. There'll be a social do following the run. They are also sponsoring through the NY Regional a rally and trials in Newton, N.J. on October 21st at 10:30 a.m. for any Triumph owners in that vicinity.

Back To The West -

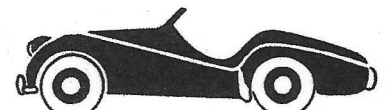
Dick Dye, Triumph booster in Oakland, California, reports that Austin D. S. Davis is really doing a bang-up job with his TR3. In the recent Aircooled Club's Gymkhana, which was held at night using only car lights, Davis swept the field both Overall and in Class!

Down In Florida -

The Triumph TR3 was a star attraction at the Swimming Pool and Equipment Show held at the Dinner Key Auditorium in Miami recently. More than 40,000 people attended the show each day. Wish we could show you the picture we received of the Triumph complete with bathing beauty.



It's A Triumph!



traveling the furthest distance to the event; G. F. Webb and Ron Darling in a TR2 took 2nd place under 2 litres; Dewey Blackmon and Natalie Blackmon in a TR2 took 1st place under 2 litres and 1st Overall. We understand that the Dallas team too home 8 trophies.

Applause -

"It is quite easy to enter the foreign sports-car field blindly. This I did, having only the average American's knowledge of sports-cars.

Having come to you with the intent of buying a particular make of sports-car, I allowed you to influence me into buying a Triumph TR3. Unheard of, especially since both cars are in the same price range and sports-car category.

Now, the methods of auto-dealers are the subject of much tongue-in-cheek humor. But, I must admit I find you are likened to an oasis in the veritable waste-lands of auto-dealers. You promised me a car of exact description. I received what you promised. You promised that I would receive great satisfaction from the handling and performance of the TR3. I am jubilant!

My Triumph has taught me the pleasures of driving.....pleasures I was unaware of in other types of cars. And driving the Triumph is a pleasure! More, I experience a new driving adventure every time I settle myself behind the wheel.

I thank you for steering me to a sports-car which would assuredly have been my original choice had I known more about sports-cars when I first came to you. I congratulate you on your integrity and assure you that I will, whenever the opportunity presents itself, steer any floundering neophyte sports-car enthusiast to your doors". Bert Kosow, Great Neck, L.I., New York.

"I take great pleasure in writing this letter to you. On July 24th 1956, I became the owner of a new "Triumph" TR3.

Prior to this purchase I made many enquiries about the different sports cars on the market. The end result was that the logical automobile for me to purchase was a "Triumph".

This evaluation was based on performance, durability, dependability, limited repairs, construction, and economy; economy not only in gasoline mileage but in maintenance. These particular points are of great importance to me due to the fact that my use of a sports car is not quite the same as an average car owner. First of all, I travel a great deal and the majority of my trips are long ones.

To illustrate what I mean, the first month I covered approximately 1500 miles. In September I drove from San Francisco, California to New York and back. On this trip I covered 7400 miles. This trip across the United States by the way, covers every possible kind of road condition such as high and low altitudes, hot desert country, high and cold mountain areas, heat and heavy rainfall, frost, city traffic and the wide open spaces for fast driving.

The result of this trip has prompted me to write this letter to you. I have owned a number of domestic cars but never have I had the pleasure and enjoyment on a trip of this sort, as I have had with your fine product. The journey was concluded without motor or other mechanical failure.

One other point I wish to mention - I purchased this vehicle from the Jim Massa Sports Car Co., 3460 Broadway, Oakland, California. Mr. Massa in my opinion is the perfect example of what a dealer should be - he has been extremely patient, courteous, interested and helpful to me, not only prior to my purchasing the "Triumph", but since then.

All in all, I am a happy and proud owner of your Triumph." Spero Anargyros,
San Francisco, Calif.