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## Rob Newton-Allen

# 50 YEARS AGO....

**T**he fanfares, The Royal Albert Hall, with Bob Monkhouse and a New Herald built in 4 minutes.

When Harry Webster called into Michelotti's design studio in Turin on his return trip from a touring holiday in late 1957, it was supposed to be a quick check up on the designs for project 'Zobo'. Nine hours later he returned to his car to find his wife and daughter fast asleep and curled up on the back seat. It was Harry Webster's dedication to 'Zobo' that was the driving force to the Herald's launch and who would have thought that half a century later we would be celebrating the 50th anniversary of a car that turned around the fortunes of an ailing car manufacturer.

Standard Triumph were going to make the launch of "The new experience in motoring" as big as possible. The Albert Hall was hired and decked out to take the display of saloons and coupes as well as press, distributors and celebrity

people from around the world, even Bob Monkhouse was brought in to help the whole evening go with a laugh. The big event of the whole show was a team of factory apprentice

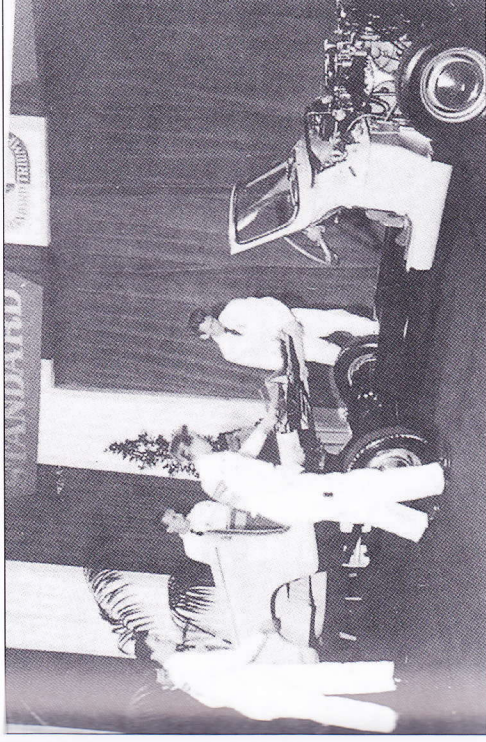
**STANDARD TRIUMPH**

**A new experience in motoring...**

THE NEW  
**TRIUMPH Herald**

... and the Standard-Triumph organisation express their appreciation of the way in which everyone concerned has collaborated with the Company's designers and research engineers in this remarkable achievement.

THE TRIUMPH HERALD WAS THE FIRST OF THE STANDARD TRIUMPH GROUP TO BE LAUNCHED IN BRITAIN. IT WAS THE FIRST TO BE LAUNCHED IN BRITAIN.

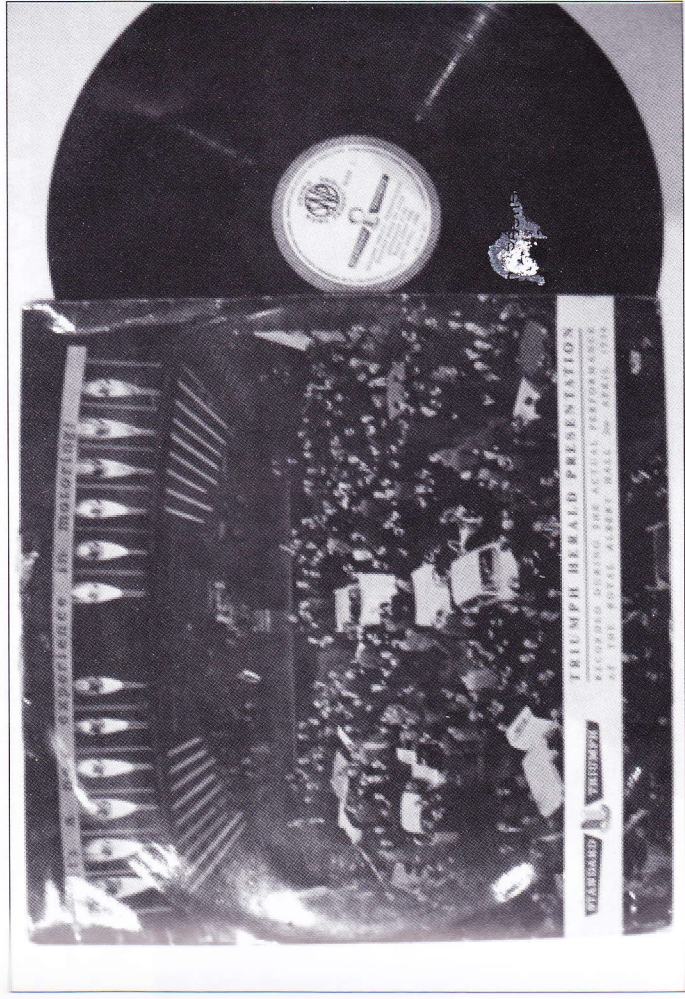


engineers bringing onto the stage a series of Herald Coupe parts, these were carefully bolted together to make a complete car.

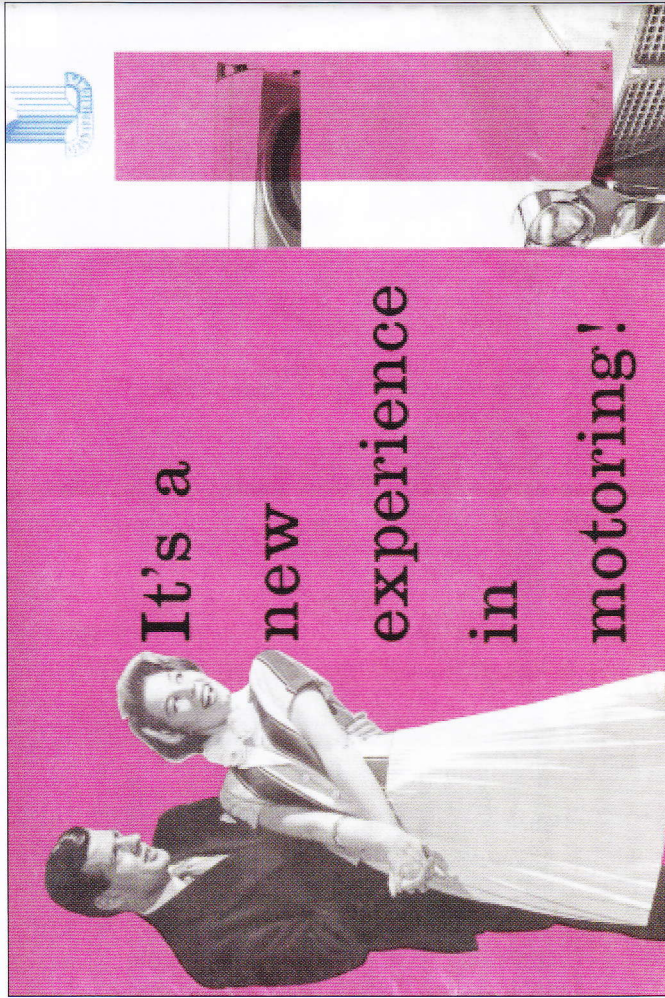
4 minutes later development engineer Maurice Lovatt got into the car, started it up, beeped the horn, flashed the lights, did a 'U' turn to show the 25ft turning circle and drove off of the

stage to an ovature of drunken applause. Behind the scenes only a few knew of the secrets that made the 4 minute car work. The heater box was now a petrol tank, quick clip aircraft type fixings were being used as well as 'dry break' hoses for the fuel, clutch and brake lines.

The Herald was an instant success and 'The Motor' magazine from the launch date of April 22, 1959 states "**Few cars designed by a British manufacturer in recent years display so much original thinking as the new Triumph Herald.**"







**It's a new experience in motoring!**

organisers to plead with the hundreds of you who are coming in your Herald to PLEASE pre book your weekend tickets, it's so they can guesstimate how many Heralds are going to turn up and try and get in the main hall. It is strictly first come first served, except for those cars who are forming part of the main Herald display. Bingley Hall will only hold around 120 cars on the ground floor and around another 30-40 cars on the balcony. With nearly 50 cars making up the official display I reckon on space for the first 100 members cars through the door. Please don't forget the display is on Saturday only and it would be great if all cars could be in place by 10am when the doors open. Those of you who have promised your cars for the main display.. I will get an email out to you next month with more details.

My 948 convertible has now moved a step further forward with the main body tub being reunited with the bulkhead.

I have also found a local upholstery company

that is prepared to take on the rebuilding of the complete interior. More news as that progresses and I will also go into more detail next month on the re-fitting of the body tub. Don't forget to Pre-book Stafford and when you do just tell them you are bringing a Triumph Herald.

See you next month at SEM



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