

**NEW**  
**BORGWARD**  
**1500**



**ISABELLA "1500" 6 passenger Sport Coupe**

The all new beautiful Borgward "Isabella" 6 passenger Sport Coupe is Europe's finest engineered masterpiece in the economical Small Car Field. The Isabella has:

- Big Car Room**—6 passenger comfort . . . Lots of leg room . . . Huge trunk . . . 4 arm rests
- Big Car Look**—Modern styling . . . Wraparound windscreen
- Big Car Performance**—Cruises at 75 MPH . . . Top speed above 80 MPH
- Sports Car Handling**—Swing axles . . . Weight 2160 . . . 4 speed synchromesh gear box . . . Monobill step-down design . . . Low center of gravity . . . Quick steering
- Bantam Car Appetite**—4 cyl. short stroke, overhead valve, 1493 cc engine, over-80 HP . . . 35 miles per gallon . . . Uses Regular gas.

The Sensational "Isabella," a product of the Famous Carl F. W. Borgward Werkes, Bremen, Germany, is taking the Continent by storm and for the first time is available with complete parts and servicing in the United States, at the attractive low price of \$2350.00 f.o.b. port of entry (New York or Los Angeles).

Price includes: 2 heaters, defrosters, turn signals, clock, oil filter, cigar lighter, dual electric wipers and custom coach work.

We are specialists in Overseas Deliveries. See us for big savings on deliveries in Germany, France, England or any other country in the world. The Fergus Service is the safest, quickest and most courteous of the industry.

**FERGUS IMPORTED CARS INC.**

Show Room  
 290 Park Avenue (49th St.)  
 Tel. MU 8-1841

Show Room and  
 Executive Offices  
 1717 Broadway (54th St.)  
 Tel. CO 5-6494

Parts & Service  
 444 West 55th Street  
 Tel. JU 6-4045

**Fergus for the Finest**

*A Personal  
Invitation*

**to those  
who will accept**

**no compromise!**

## There are **BORGWARD** dealers at your service the world over

You are most cordially invited to test ride a Borgward car whenever it's convenient for you.

Borgward is no newcomer in the automobile industry. Born in 1890, Carl Borgward was a well known designer and inventor by 1919 and everything he ever did was governed by his determination to build his own car some day. The Borgward group got their chance in 1929 when they acquired control of the Hansa-Lloyd works in Bremen, Germany. They have always had one ideal: "To make a car that would embody the finest achievements in the industry". That ideal has never wavered.

This year Borgward presents a full line of Family Sports Cars. Smartly styled the new Isabella models include the Coupe-Sedan, Station Wagon, Sunroof, full Convertible and the fabulous Touring Sports. Two 4-cylinder engines to choose from, 65 and 82 BHP, ensuring high cruising speeds in the seventies and eighties. You will be delighted with the economy too! — up to 35 miles per gallon.

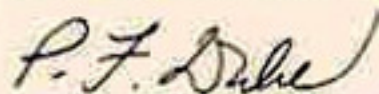
Excellent overall construction—body and chassis (frame) being welded in one unit gives greater strength and rattle-free performance during the entire life of the car. You will also enjoy the amazing comfort of the independent 4-wheel suspension.

The fifteen cubic feet trunk is ample for the luggage of your entire family, plus for long trips, you can get a metal rack on top of the sedan or station wagon for only a few dollars extra.

I can promise you that it will be a thrilling pleasure to test drive a Borgward. Come to see us soon, will you?

Sincerely yours,

FERGUS IMPORTED CARS, INC.



P. F. Dabe, President.

You can see these popular Borgward Models at Fergus showrooms pictured on the back cover.

...or your nearest Borgward Dealer

Fergus will accept any Domestic or Imported car on Trade, and will deliver a Borgward car to you anywhere in the world.



- Isabella Sports Sedan with 65 BHP engine, — 82 BHP in the Touring Sports.



- Isabella Convertible Coupe — beautifully built by Karosserie Deutsch-Cologne.



- Side view of the Isabella Station Wagon and rear view with rear seat down showing unsurpassed accessibility through wide rear door.

#### GENERAL SPECIFICATIONS ON BORGWARD CARS

**ENGINE**  
**TRANSMISSION**  
**BODY AND FRAME**  
**BRAKES**  
**GAS TANK**  
**PERFORMANCE**  
**COLORS**

4 Cylinder, overhead valves, Water-cooled. Compression 6.8—1 to 8.2—1.  
4 forward speeds synchronized. Single plate dry disc hydraulic clutch.  
Unitized chassis structure. Front and rear coil spring independent suspension for maximum comfort with double action telescopic shock absorbers. Road clearance loaded: 6 3/4".  
Hydraulic 4 wheel brakes with two wheel cylinders on each wheel. Emergency mechanical brake operating on rear wheels.  
Capacity 11 US Gallons — 40 litres —  
Top speed: 102 MPH, gas consumption: about 35 mpg  
Black, turquoise (metal), turquoise, silvergrey (metal), madaya grey (very light) acrobatic, cherry red.  
Prices subject to change without notice.

You will be glad you bought your car from . . .

## FERGUS IMPORTED CARS, INC.

Service & Parts Departments  
at 444 West 55th St. (10th Ave.)  
Tel. JU 6-4045



After visiting the 60,000 square feet which comprise your parts, service and experiential departments you will agree that Fergus is the best place to buy your car.

Salon at 290 Park Avenue (49th St.)  
where Borgwards are displayed  
Tel. MU 8-1841



Quick, Efficient and Economical overseas delivery service from this Salon.

HOME OF FERGUS AND EXECUTIVE OFFICES  
at 1717 Broadway (54th Street)  
Tel. CO 5-6494

# F E R G U S



At this address your managers and staff members are familiar with your motoring needs and with your problems in taking delivery in a Foreign country, they will be glad to answer your questions.

TEST RIDE A CAR WITH FERGUS BEFORE YOU DECIDE  
FERGUS TAKES BOTH DOMESTIC AND FOREIGN CARS IN TRADE.