

PICTORIAL A

FOR
YOU BUY A CAR BUT



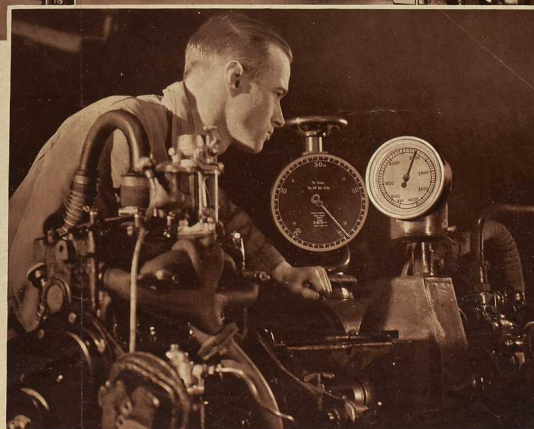
SPECIAL NEW-PROGRAM NUMBER



HERE'S TO POWER

Most Austin engines* now incorporate a high efficiency aluminium cylinder head of higher compression ratio, giving, in combination with larger inlet valves and an improved induction system, considerably greater power output, with better fuel economy. The scene above shows the new engines being tested with electric dynamometers, while to the right is a closer view of the Austin Big Seven engine on one of the hydraulic dynamometers used for verifying the power output of the smaller units. All Austin engines are tested in this way so that their performance is fully assured even before they are incorporated in the chassis.

*The Seven and Big Seven are exceptions.



Announcing the Austin Twenty-Eight

The dignified sweep of line of the new Twenty-Eight limousine stamps it as a worthy successor to the famous Twenty which it now supersedes. The long wheelbase of 11 ft. 4 ins. has been used to full advantage in providing luxurious accommodation for up to seven persons.



A NEW LUXURY LIMOUSINE

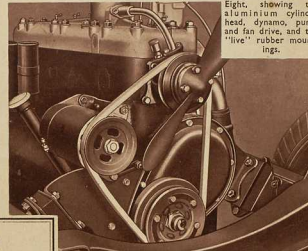
The successor to the Austin Twenty, a limousine of distinguished line and luxuriously appointed, is to be known as the Austin "Twenty-Eight." It has a six-cylinder engine rated at 27.75 h.p., having a bore and stroke of 83.36 mm. and 114.3 mm. respectively, and a capacity of 4,016 c.c. With its high compression aluminium cylinder head, as introduced on the other Austin models, and a h.p. of 90 at 3,200 r.p.m., this engine imparts a distinct lively performance to the car.

Following Austin practice, the engine has inclined side-valves and a detachable head, downdraught carburation, anodised aluminium pistons, a four-bearing crankshaft with vibration damper, and "live" rubber mountings. Special features are the pressure lubricated tappets and the floating filter pick-up for the oil pump.

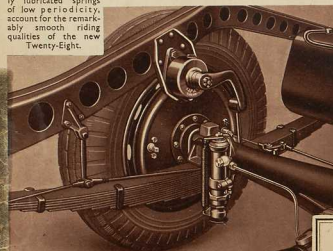
Transmission is from a four-speed gearbox with synchromesh for 2nd, 3rd, and top, through a two-plate propeller shaft to a three-quarter floating rear axle; Girling brakes, low-periodicity springing with positive lubrication, hydraulic shock absorbers and jacks are other chassis features.

The body combines sound practical qualities with beauty, and its numerous features include draught-free ventilation, wide doors, unobstructed floors, and sound and heat insulation. Fully equipped in every way, the Twenty-Eight Raleigh limousine fully meets the demand for luxurious motoring at reasonable cost.

The six-cylinder power unit of the Twenty-Eight, showing the aluminium cylinder head, dynamo, pump and fan drive, and the "live" rubber mountings.



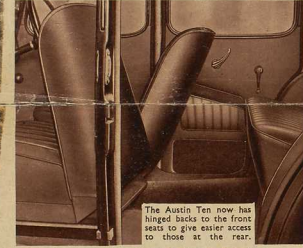
Large shock absorbers, extended box section to the frame, and positively lubricated springs of low periodicity, account for the remarkably smooth riding qualities of the new Twenty-Eight.



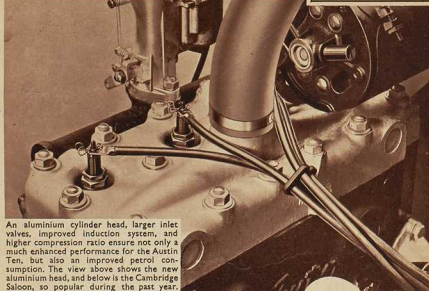
SUMMARY OF IMPROVEMENTS

The following NEW features are announced in the Austin programme. They do not apply to Austin Vaux.

Aluminium cylinder head with high compression (as on the Fourteen) ...	On Ten, Twelve, Eighteen and Twenty-Eight models.
Piston-Grip Handbrake under the seat ...	On Ten, Twelve and Fourteen models.
Positively lubricated springs ...	On Twelve and Fourteen models.
Increased luggage accommodation ...	On Ten, Twelve and Fourteen models.
Piston-Type Hydraulic Shock Absorbers ...	On Ten, Twelve and Fourteen models.
New Body with higher and wider doors ...	On Twelve and Fourteen models.
Full Girling Rear Brakes ...	On Seven models.
Improved Clutch (with spring drive plate) ...	On Ten and Twelve models.
Steel panel sliding roof ...	On Seven and Big Seven models.
Hinged squabs to front seats ...	On Ten models.
More accessible batteries ...	On Ten, Twelve and Fourteen models.
Improved Engine Mountings ...	On Twelve models.
Running boards ...	On Big Seven models.
Sturdier Rear Axle (to suit increased payload) ...	On Seven, Ten, Twelve and Fourteen models.
A new luxury limousine ...	The Austin Twenty-Eight.
Improved rear suspension ...	On Big Seven models.
Quick-filling petrol tank ...	On Ten, Twelve and Fourteen models.
Longer bonnet, giving improved line ...	On Twelve models.

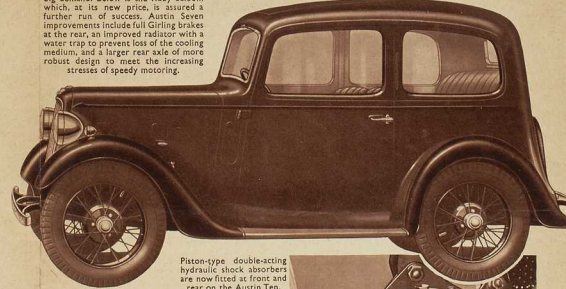


The Austin Ten now has hinged backs to the front seats to give easier access to those at the rear.



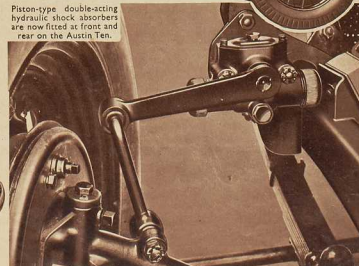
An aluminium cylinder head, larger inlet valves, improved induction system, and higher compression ratio ensure not only a much enhanced performance for the Austin Ten, but also an improved petrol consumption. The view above shows the new aluminium head, and below is the Cambridge Saloon, so popular during the past year.

The Austin Seven continues to enjoy a big demand. Below is the Ruby Saloon, which, at its new price, is assured a further run of success. Austin Seven improvements include full Girling brakes at the rear, an improved radiator with a water trap to prevent loss of the cooling medium, and a larger rear axle of more robust design to meet the increasing stresses of speedy motoring.



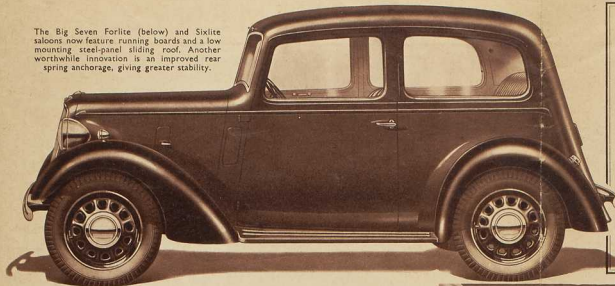
Full Girling back brakes on the Seven give promise of still better braking on the popular baby car.

Piston-type double-acting hydraulic shock absorbers are now fitted at front and rear on the Austin Ten.



Consistently the most popular Ten saloon—the Cambridge is now improved in many details as well as reduced in price.

The Big Seven Forlite (below) and Sixtite saloons now feature running boards and a low mounting steel-panel sliding roof. Another worthwhile innovation is an improved rear spring anchorage, giving greater stability.



AUSTIN MODELS AND PRICES

Effective from July 27th, 1938

FOUR-CYLINDER MODELS		SIX-CYLINDER MODELS	
AUSTIN SEVEN—7.8 h.p.			
Pearl Cabriolet	£159	Goodwood Cabriolet	£252
Ruby Sliding-Head Saloon	£125	Goodwood Sliding-Head Saloon	£245
Ruby Fixed-Head Saloon	£122	Goodwood Fixed-Head Saloon	£235
Open Road Tourer	£115		
Two-Seater	£108		
AUSTIN BIG SEVEN—7.99 h.p.			
Sixtite Sliding-Head Saloon	£146 10s.		
Sixtite Fixed-Head Saloon	£145		
Forlite Sliding-Head Saloon	£139		
Forlite Fixed-Head Saloon	£137		
AUSTIN TEN—9.99 h.p.			
Conway Cabriolet	£189		
Cambridge Sliding-Head Saloon	£185		
Cambridge Fixed-Head Saloon	£175		
AUSTIN TWELVE—11.9 h.p.			
Ascot Cabriolet	£232		
Ascot Sliding-Head Saloon	£225		
Ascot Fixed-Head Saloon	£215		
Private Hire Car (Fleet of 10 or more)	£225		
AUSTIN EIGHTEEN—17.9 h.p.			
Five Saloon (with division)	£283		
Windsor 7-Seater Saloon	£375		
Windsor Fixed-Head Saloon	£370		
Norfolk 5-Seater Saloon	£355		
Norfolk Fixed-Head Saloon	£350		
Long Wheelbase			
AUSTIN TWENTY-EIGHT—27.75 h.p.			
Ranelagh Limousine	£700		
DELIVERY VANS, etc.			
Seven 5 cwt.	£110		
Ten 6-8 cwt.	£159		
Twelve 8-10 cwt.	£187		
Twelve Shooting Brake	£222		
Fourteen Shooting Brake	£282		

These Prices (except for Delivery Vans which are in printing) are for Standard Colours at Works.



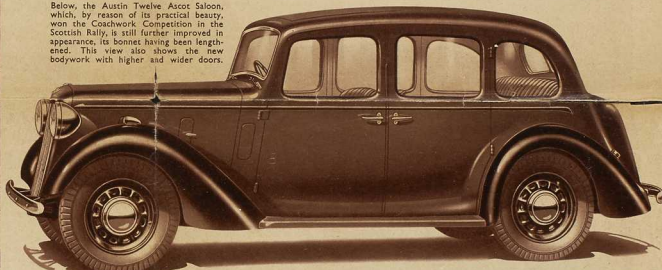
The new running boards on the Big Seven Forlite and Sixtite models, besides enhancing appearance, afford extra protection for the body against mud splashes.

Left, already generously provided with luggage space, the Ten, Twelve and Fourteen now have a rear luggage compartment extending the full width of the rear seating.

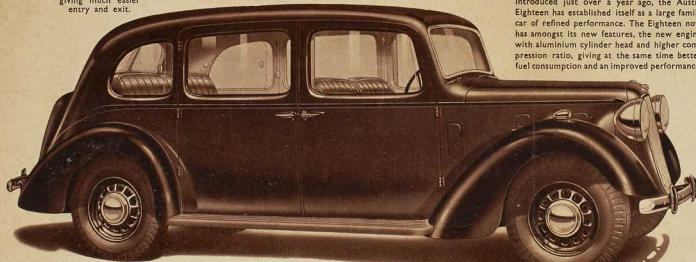
Right, the convenient pistol-grip hand-brake control, now fitted on the Austin Ten, Twelve and Fourteen, is a valuable safety feature on account of its handiness.



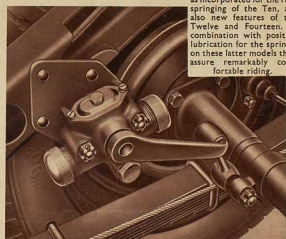
Without any sacrifice of the sweeping body lines for which the Twelve and Fourteen saloons have always been noted, higher doors have been incorporated, giving much easier entry and exit.



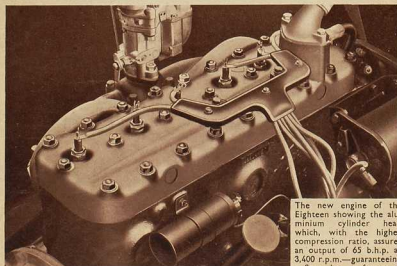
Below, the Austin Twelve Ascot Saloon, which, by reason of its practical beauty, won the Coachwork Competition in the Scottish Rally, is still further improved in appearance, its bonnet having been lengthened. This view also shows the new bodywork with higher and wider doors.



Introduced just over a year ago, the Austin Eighteen has established itself as a large family car of refined performance. The Eighteen now has amongst its new features, the new engine with aluminium cylinder head and higher compression ratio, giving at the same time better fuel consumption and an improved performance.



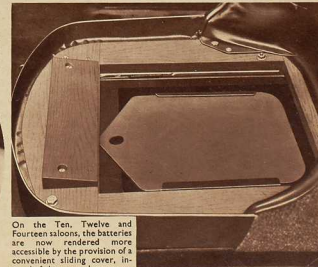
The piston-type hydraulic shock absorbers, here seen as incorporated for the rear springing of the Ten, are also new features of the Twelve and Fourteen. In combination with positive lubrication for the springs, on these latter models they assure remarkably comfortable riding.



The new engine of the Eighteen showing the aluminium cylinder head which, with the higher compression ratio, assures an output of 65 b.h.p. at 3,400 r.p.m.—guaranteeing a first class performance.



The Austin Fourteen, Eighteen and Twenty now boasts a small but valuable refinement in the shape of over-riders on the bumpers at front and rear.



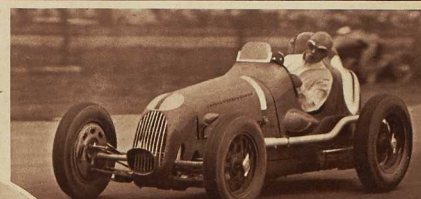
On the Ten, Twelve and Fourteen saloons, the batteries are now rendered more accessible by the provision of a convenient sliding cover, instead of the screw-down cover formerly fitted.

A PAGE OF AUSTIN ACHIEVEMENTS



Crossing Honister Pass in the R.A.C. Blackpool Rally.

IN THE RALLIES—Austin cars have participated with success in this year's important Rallies. In the R.A.C. Blackpool Rally, the Big Seven, Fourteen and Eighteen covered the Rally route without loss of marks, and the Big Seven was runner-up in its class in the final test. In the Scottish Rally, C. D. Buckley's Austin Twelve (seen below), although nearly two years old, won the Coachwork Competition for cars of up to £250 list price.



THE BRITISH EMPIRE TROPHY WINNER—A striking action picture of C. J. P. Dodson at speed on the Donington circuit in his single-seater o.h.v. Austin Seven.



A SHELSEY RECORD—H.L. Shelsley at the wheel of his o.h.v. Austin Seven with which he established a new 750 c.c. record for Shelsley Walsh with the time of 40.09 seconds the second fastest time for the May meeting. It is interesting to note that the Seven has reduced the 750 c.c. record for the hill by fully 10 seconds during the past five years.



CONGRATULATING THE VICTOR—C. J. P. Dodson receiving the congratulations of his mechanics after winning the British Empire Trophy at a record speed of 69.82 m.p.h.—5 m.p.h. faster than the winning speed of Raymond Mays in the 1937 event.

AUSTIN SUCCESSES IN 1938

Below is a list of Austin successes in Racing, Trials, and Rallies during the first part of 1938. Except for the R.A.C. and Scottish Rallies, each success was achieved by the Seven.

RAND GRAND PRIX (Johannesburg)
Won at an average speed of 60.85 m.p.h.
Driver: D. Van Riet.

M.C.C. EXETER TRIAL
Eight Premier Awards, one Bronze Medal.

M.G.C.C. SPORTING TRIAL
"Bryant Cup," "Ludlow Cup," "Kilmer" Team Trophy, and two Premier Awards.

S.U.N.B.A.C. COLMORE TROPHY TRIAL
"Trial to Trial" Trophy, One 1st Class Award, one 2nd Class Award, and two 3rd Class Awards.

WEST OF ENGLAND M.C. SPRING TRIAL
Team Prize, M.C.C. Cup, Class Cup, one 1st Class Award.

B.R.D.C. EMPIRE TROPHY RACE
Won at record speed of 69.82 m.p.h.
Driver: C. J. P. Dodson.

S.U.N.B.A.C. INTER-CLUB TEAM TRIAL
First Award.

R.A.C. RALLY
The Austin team comprising a Big Seven, a Fourteen, and Eighteen completed the Rally route without loss of marks, and the Big Seven was placed second in its class in the final tests.

M.C.C.C. ABINGDON TRIAL
"Watkinson" Cup and two 1st Class Awards.

M.A.C. SHELSEY WALSH HILL CLIMB
2nd fastest time of the day and new 750 c.c. Record—40.09 seconds, 1st and 2nd fastest times in 750 c.c. Class and Ladies' Challenge Trophy.

THE SCOTTISH RALLY
The Austin Twelve Ascot Saloon, entered and driven by C. D. Buckley, won the Coachwork Competition for cars of up to £250 list price.



EN ROUTE FOR THE TASSIL N'AJER—These two views (above and right) present the more picturesque side of motoring in the Sahara. They were taken during H. E. Symons' journey to Fort Polignac with an Austin Eighteen Norfolk Saloon.



PIONEERING IN THE SAHARA—One of the most adventurous journeys of recent times was that of H. E. Symons, the well-known motoring Journalist, who drove an Austin Eighteen Norfolk saloon from Algeria to Fort Polignac, 1,260 miles across the Sahara desert amongst the Tassil N'AJer mountains. The rigours of desert travel are evident from the fact that the petrol consumption, which was 20 m.p.g. for normal running, rose to 10 m.p.g. in the desert. Not a single spare part was used and Mr. Symons, who holds the record for the Sahara crossing, states that the Eighteen withstood the ordeal magnificently. Left—the Eighteen negotiating soft sand.

TO THE CAPE AND BACK—Below is A. E. Filby, the motoring explorer, with the Austin Twelve in which he has just returned after travelling to Capetown and back, blazing a new route down the West Coast of Africa after crossing the Sahara. In view of its age of 12 years the car put up an amazing performance and averaged 26 m.p.g. over the whole distance of 36,000 miles covered in the course of the trip. No mechanical breakdown was experienced, and Mr. A. E. Filby, who can claim to be the World's most travelled motorist, is convinced that only an Austin could have seen him through.



IN THE AFRICAN BUSH—The Austin Twelve meets a flight of locusts while en route for the Cape.



Mr. Filby and his travel-stained Twelve on arrival back in England after eighteen months en route through the deserts and forests of Africa.