# THE STORY OF LONGBRIDGE

## An Industrial Romance

1934 '33

1934

# *To Visitors*

# Greeting!

IN handing you this booklet The Austin Motor Company expresses the hope that an insight into the history, activities and ideals of the organisation will enable you to appreciate the Company's desire to set the standard in Motor Car production. The traditions of the Company are such that nothing but the best is good enough. As efficiency is the keynote of the Longbridge factory so is it the characteristic of Austin performance in every part of the world.

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# The Founder

THE bright thread of individual personality must of necessity gleam in any well-woven industrial fabric.

A story of the Austin organisation, whose ramifications extend to every corner of the world, would be unsatisfactory and incomplete unless a prologue made reference to the individual whose inventive genius and organising ability rendered possible its success.

Herbert Austin found his birth and infant nurture at a little village in Buckinghamshire. He was educated at Rotherham Grammar School and Brampton College, and at the age of seventeen the hand of adventure, through the medium of an interested uncle, beckoned him to the Antipodes.

Sir Herbert Austin, K.B.E.

Very early in life the youngster had a decided inclination for things mechanical. The inclination was duly fostered by his uncle, who apprenticed him to the engineering profession. The apprenticeship served to impart sufficient knowledge of the principles of applied science which, coupled with his native genius, enabled him to delve very deeply into the mysteries of his profession.

WHILST in Australia, Herbert Austin became associated with a brother of Lord Wolseley in the marketing of sheep-shearing machines. The Australian pastoralist was not slow to see the possibilities of the appliance and considerable success attended the venture. On the long journeys to outback farms, Herbert Austin perceived the vital need for motor transport.

Soon the still youthful Herbert Austin decided that the machine he sold might be considerably improved and so he returned to England to superintend its manufacture.

It was not very long before he got busy in an endeavour to bring about the realisation of his dreams. Thirty-seven years ago he produced his first motor car. In 1896, a year later, it was exhibited at the Crystal Palace Exhibition. In 1900 it had been so perfected that it secured a Silver Medal for successful emergence from a 1,000 miles test. In 1905, over a quarter of a century ago, he established a factory at Longbridge in Worcestershire—seven miles from the City of Birmingham, and whatever monument posterity may choose to erect to the memory of a man who has excellently served a vital need, there is no doubt that the factory at Longbridge as it stands to-day will be the finest memorial that the founder could desire.

In the year 1914 the genius who had by then accomplished so much for the evolution of the motor vehicle, turned his attention toward the requirements of Armageddon. Until 1918 he directed the organisation at Longbridge, which turned out over eight million shells of all kinds and very many other instruments of war.

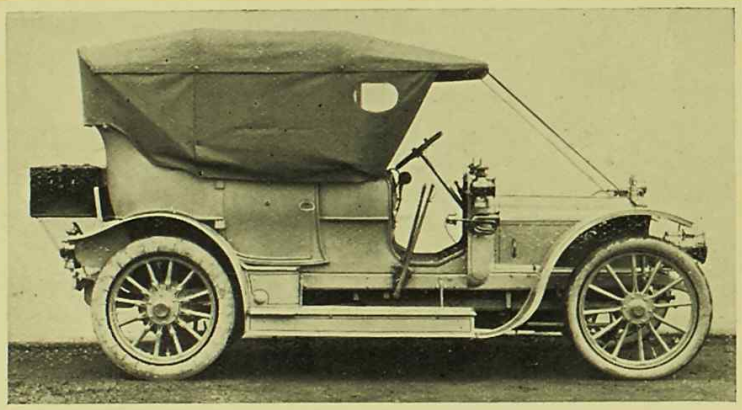
His Majesty's Advisors, being not insensible of the vital part played by Mr. Herbert Austin in the hour of England's very urgent need, recommended that His Majesty be pleased to confer upon him a Knighthood. He was created Knight of the British Empire.

Since the cessation of hostilities Sir Herbert Austin, K.B.E., has accomplished great things for British industry and in the cause of transport. The cars which bear his name are spreading his fame, not only throughout the Empire but in every part of the world, where man feels the need of efficient transport and wisely seeks solution of his difficulty in the purchase of an Austin.

# What of the Car?

THE story of the Austin car is the story of an ideal—that ideal which may have found place in its author's mind, 'neath a southern sky on an outback plain! The ideal car of Sir Herbert Austin's vision was one that should be able to serve man's transport need in those places where the need was greatest.

Many parts of the world are so well provided with excellent roads that a motor car need possess no particular merit in order to perambulate the highways. To serve man's purpose in the great outback, in those places where roads are not, a car must of necessity be built faithfully and well. The designer must understand the exigencies of the job, and must make allowance for every conceivable difficulty and the most atrocious working conditions.



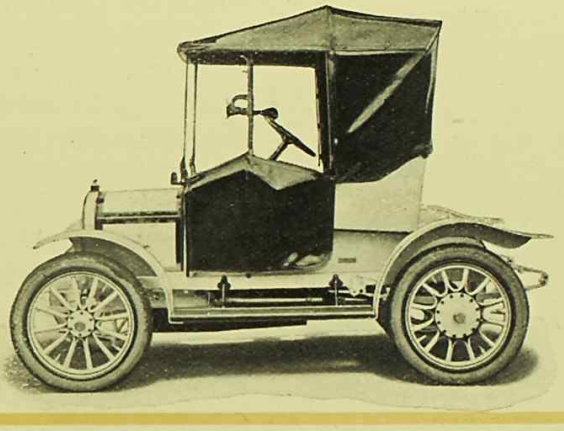
The earliest type of Austin car.

Sir Herbert Austin knew full well that if he could build a vehicle that would line up with his ideal, then there need be no fear but that it would successfully serve lesser purposes in more civilised places.

Euclid may not have had in his mind the case of the motor car when he asserted that the greater must include the less, but it is nevertheless true that the car which can accomplish the world's great demands will shine with remarkable brilliance in more humble rôles.

The fact that this designer, this automotive idealist, used his own name in order to brand the product of his factory, speaks volumes for his pride of production.

EVERY car that leaves the Austin factory is something of which Sir Herbert is justly proud, and every press report (and there are scores of thousands) which speaks of new achievement, must find pleasurable echo in the heart of the man whose name is incidentally honoured.

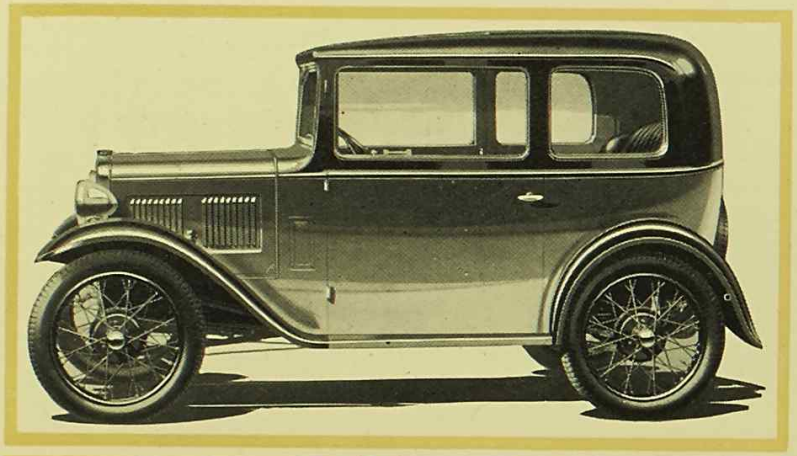


The first Austin Seven—1910.

The very earliest Austin may appear somewhat crude to the eyes of the modern motorist, but it was a remarkable achievement in its natal year—1906. It was a four-cylinder model, rated at 25/30 horse-power. The Austin Seven of to-day is undoubtedly the most famous car in the world and it would be difficult to think of any place where it is not known or not " doing its bit." It has been able to accomplish many things in which all others have failed. Even during the last twelve months there have been so many remarkable achievements to its credit that the world is no longer surprised when the Seven earns new laurels—merely regarding it as something to be fully expected.

Very early in Austin history representatives of the breed won honours on the track and in road trials. The blood of the motorist ran high in those days, keen was his enthusiasm ; favourites were backed, their chances discussed and " form " studied, as is the case with the speedsters of the turf in these days. Two of the well-known Austin flyers—Purley 3rd and Pobble, are still remembered by the experts and their merits still discussed in certain hallowed precincts.

The years have witnessed a very great improvement in car design, and the Austin range now includes a car for every purse and purpose, but the Austin brand is still a guarantee of pre-eminent quality and super performance. The supremacy of the Seven remains absolutely unchallenged ; foreign countries have been content to manufacture the Austin Seven under licence because



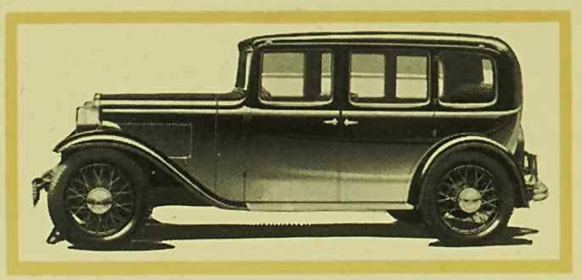
Most famous of small cars—the Austin Seven.

they could see no possibility of offering their public a similar model by any other means.

The Light Twelve-Six, introduced early in 1931, immediately won world-wide popularity, mainly on account of its pleasing performance, excellent lines and all-round value, backed by the family characteristic of dependability. It has inherited in large measure the reputation of the original Austin Twelve-Four, the four-cylinder car which is still in constant demand, although having been in production a full decade. Of how many other cars can this be said ?

The Austin Sixteen has been described as a challenge to foreign products in overseas markets. Realising the very large market for a high-class six-cylinder job to sell at a price reasonably low both at home and abroad, the Austin Company, in 1927, turned its attention to the production of a Six that should embody all the good qualities that the public most required, at the same time to be within reach of the man who could not afford or did not desire to pay luxury prices for his motoring.

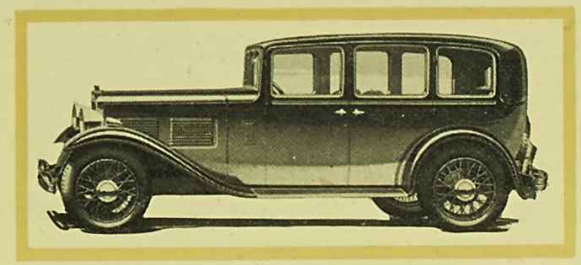
The incessant public response accorded to the Austin Sixteen is ample proof that the car most certainly fulfils its purpose. Indeed, it has been contended that the Austin Sixteen provides luxurious comfort hitherto only associated with



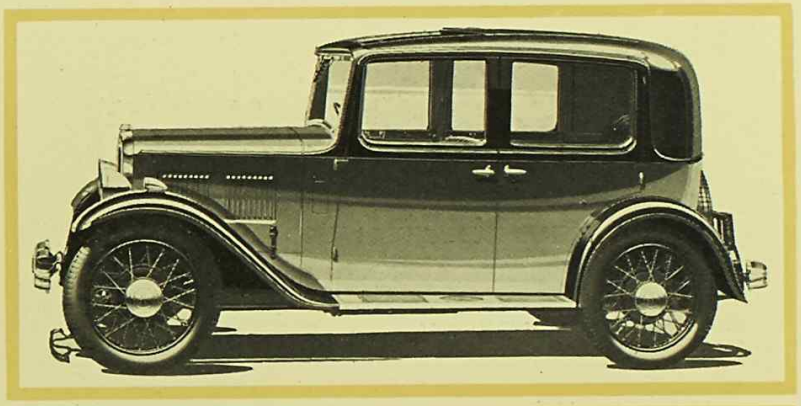
The Sixteen Berkeley de luxe Saloon.

cars in the £1,000 price class. Those who know have classed the Sixteen's top gear performance as a revelation, and one enthusiastic motor expert has said that its effortless motion has to be experienced to be believed. The consensus of opinion is that the Austin Sixteen is the ideal Colonial car and undoubtedly this is borne out by the fact that export markets are insistent in their demand for this popular model.

The latest Austin models are the Ten-Four, and Light Twelve-Four, the former car intermediate in size and power between the Seven and the Twelve-Six, but having characteristics all its own, and notable for its supreme comfort and a performance compelling admiration, and the latter similar to the Light Twelve-Six but having an efficient 4-cylinder engine of lower tax rating. That these two models will prove to be yet further best-sellers, no one who is acquainted with them and has handled them, has the least doubt.



The Austin Twenty Whitehall Saloon.



The popular Ten-Four de luxe Saloon.

Lastly, there is the six-cylindered Twenty—aristocratic choice of the connoisseur, and the acme of elegance and refinement—providing a performance of considerable distinction at a price that is remarkably low.

Everyone of these cars is the embodiment of Sir Herbert's ideal. They have all been tested, tried and proven under conditions where the least unworthiness would have been immediately apparent. By all of them Austin prestige is right well upheld.

# History and Development

MANY were the difficulties and obstacles of a motor manufacturer who started business nearly 30 years ago, when motor car designing was yet hardly out of its crude stages and production methods were very undeveloped.

Despite early difficulties the founder of the Austin organisation did not hesitate to press forward in every phase of motor car production and designing, and from the outset the advantage of a factory in an environment particularly healthy, no doubt assisted in establishing the foundation of future success—a success transcending anything that could be foreseen at that time.

The illustration on the next page of the original factory, which covered 2½ acres, employed 270 workers, and in the first complete year of operation, 1906, turned out 120 cars, forms sufficient comparison with our view of the factory as it stands to-day.

This factory at Longbridge is nearly seven miles south of Birmingham on the main Bristol Road. It is situated at the foot of the Lickey Hills, Birmingham's most extensive and most beautiful playground. The present factory occupies 220 acres and direct employment is given to over 12,000 people in the production of one car every three minutes, or some 60,000 a year. Throughout its history the growth of the factory and the whole organisation has been comparatively rapid, because Austin cars have been successful both at home and abroad in establishing a reputation for value and dependability almost unrivalled. Healthy expansion was continuous, until, in 1914 with the world crisis, the entire resources of what had become a vast works were instantly turned to the production of war materials. So rapid was the change-over that the deliveries of munitions commenced in October, 1914, within a few weeks of the outbreak of hostilities.

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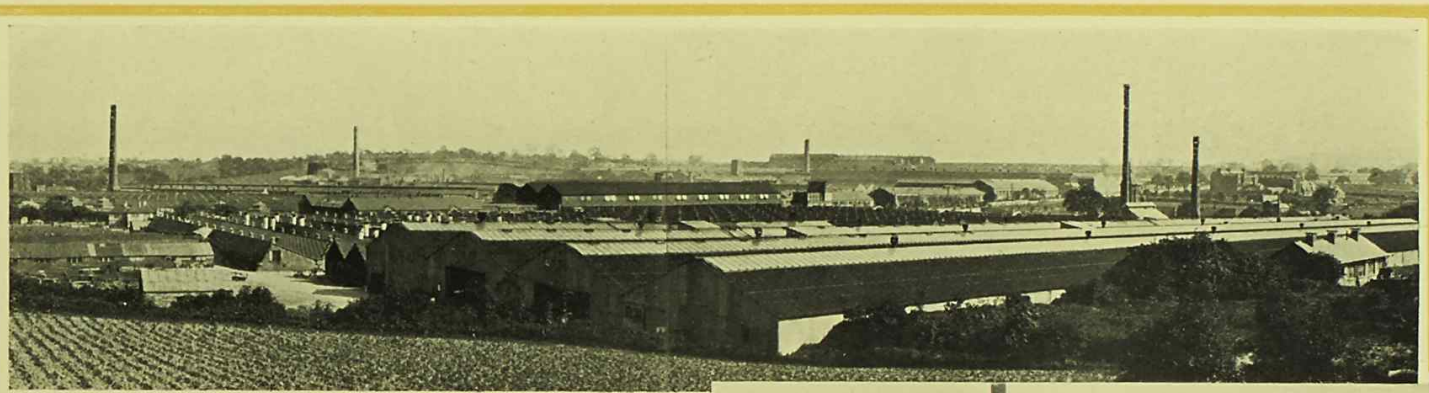
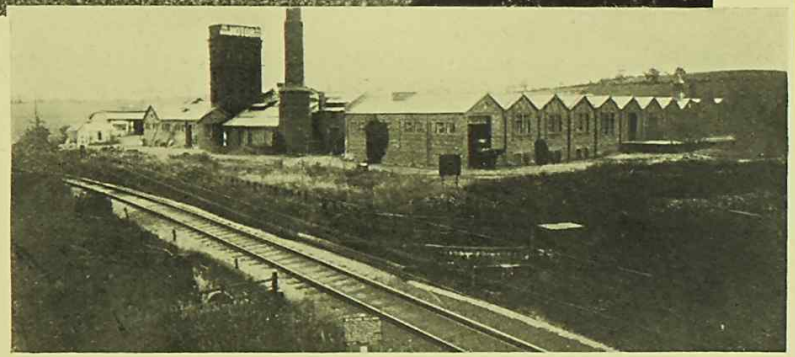


Longbridge to-day—

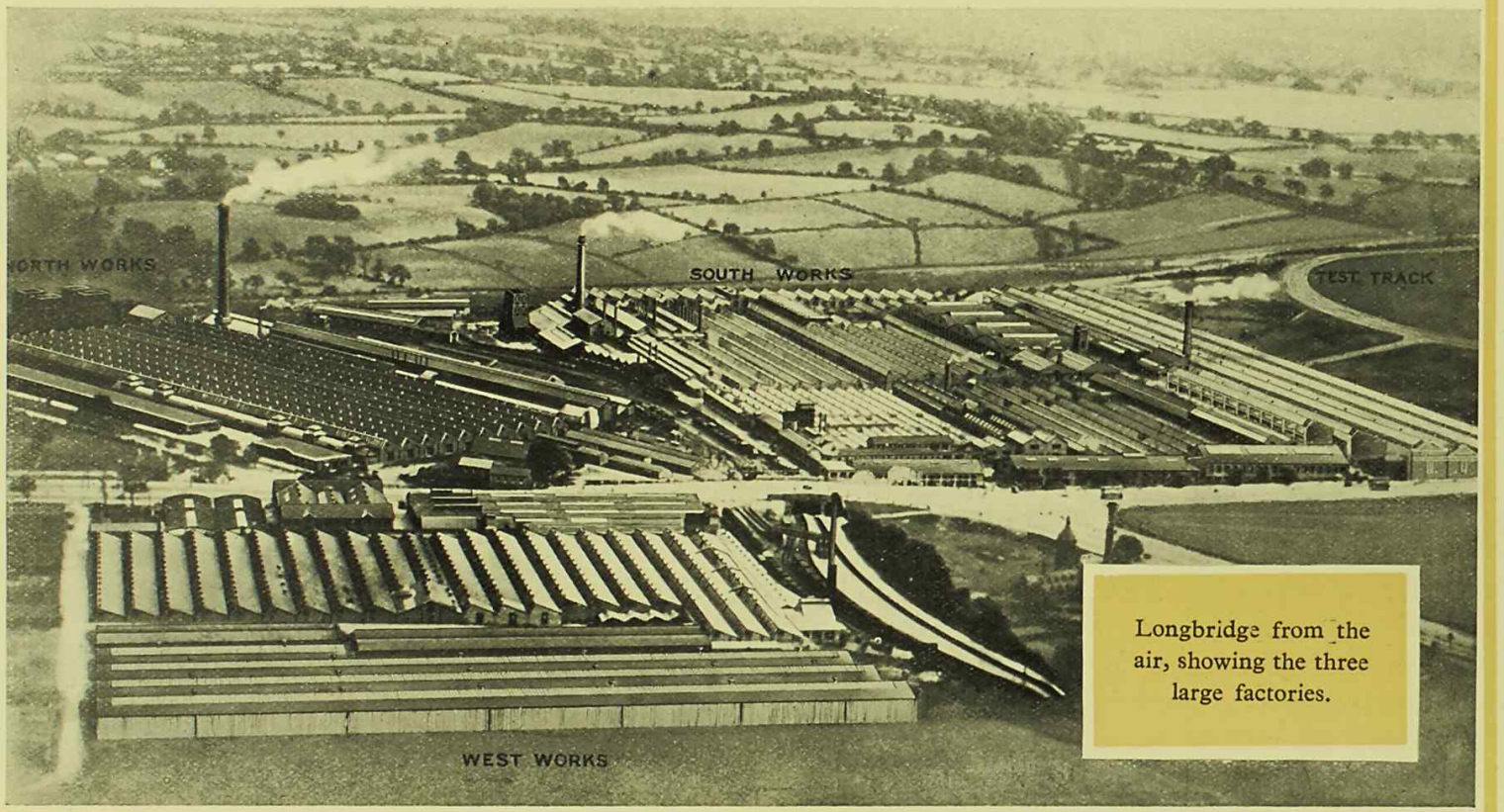


and Longbridge twenty-seven years ago.

DURING the war period the plant employed about 22,000 munition workers, and, despite the many members of the original staff who were retained for supervision of vital work, about 2,500 of the employees did their bit on the battle-fronts, many gaining commissions and distinction.

The period of reconstruction which followed the war was one of even greater difficulties than the nine years following the founding of the organisation.

During this period many concerns found it impossible to carry on. Their extinction was part of

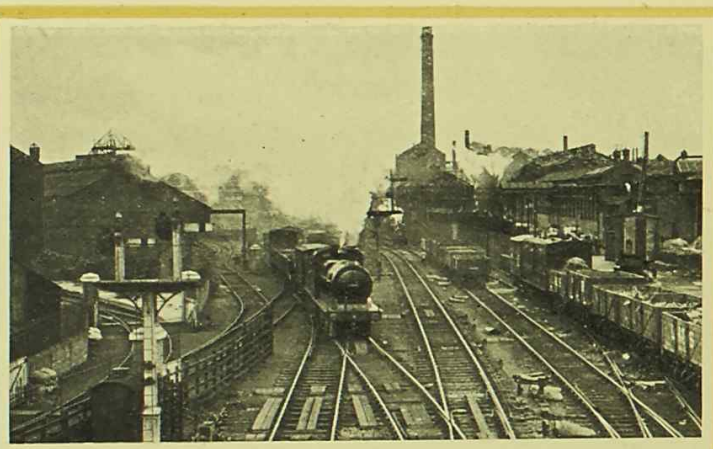



Longbridge from the air, showing the three large factories.

the price paid for the disorganisation of communities which results from war. For the Austin Motor Company it was a grim struggle, but determination and ability won through. The factory is now one of the most important centres of British industry, and additional to the workpeople actually employed at Longbridge, other industries are dependent in some measure upon Austin activities. Every year over one hundred and twenty thousand tons of raw material enter the works, additional to over sixty-thousand tons of fuel. Daily eight goods trains are necessary to feed this vast works with its raw materials.


The Main Gates—Employees leaving.

The Austin workers—there are 12,000 of them—are a very happy crowd which is probably due very largely to the fact that each individual worker is conscious of his or her responsibility to the organisation and all feel that their work is contributing towards a definite and worthy end. This *esprit de corps* is one of the secrets of the outstanding success of the Austin Motor Company. Each and every worker is able to take an intelligent interest in his or her job, recognising it as an essential function in the organisation, not merely as a negligible unit in a vast scheme of production. Tangible encouragement to the workers is also afforded in the form of a bonus system which forms an additional spur to be industrious. The Austin Company, recognising the importance of the skilled mechanic in industry, is, with its apprenticeship scheme, training a very large number of young men to become expert craftsmen.



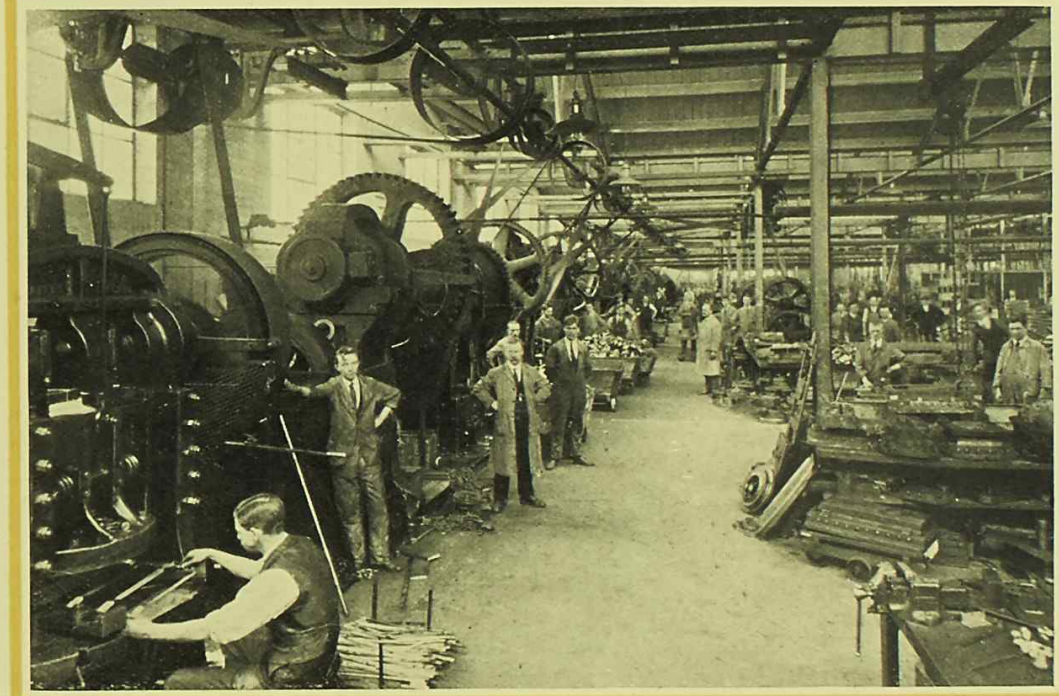
The busy railway sidings.

# A Tour of the Works

A TOUR of the Longbridge works is a task of some magnitude, for it has a main road frontage of nearly three-quarters of a mile, and employs over 5,300 machine tools. It is obviously impossible in one visit to make a close study of every department, and it would be equally entirely out of the question to make more than passing reference in a book of this description to the numerous activities involved. The factory is served with raw materials brought to its own sidings by eight goods trains daily, and with the exception of certain equipment and proprietary products, everything that goes to the building of an Austin car is manufactured and assembled at the factory. This gigantic task cannot but impress the visitor when he contemplates the manifold processes through which raw material must pass before it emerges in that form familiar to all the world, namely the efficient, dependable transport embodied in each Austin car. The equipment of the factory is modern *to the minute*, and alterations to plant and product are always adopted immediately their desirability is satisfactorily determined. It is because the organisation is so well conceived that the factory is able to take care of such changes without detriment to production. It is because such changes are constantly in progress that Longbridge is looked upon as the outstanding example of production efficiency.

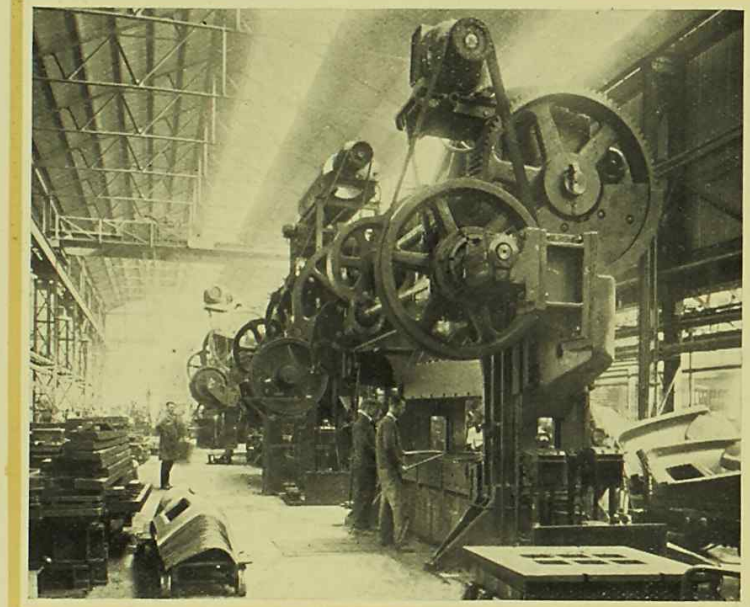
ALL raw materials and stores, whatever their description, enter the works through the Inwards Receiving Department. Most arrive by rail, although increasingly materials are being delivered by road. Some of these materials are of great bulk, some are fragile, some compact and heavy; their handling is therefore a complicated responsibility. Nevertheless, everything is carefully checked, sorted and deposited in various sections ready to be issued and distributed to the different departments, in accordance with the demands of production.

Above this Receiving Department is situated the Light Press Shop, where a great number of machines of various sizes turn out daily many thousands of parts, pressed or sheared from sheet metal, of which silencers, petrol tanks, luggage grids, are typical examples. This is a noisy shop where metal voices protest with a resonant din.



The Light Press Shop—where many sheet metal parts are made.

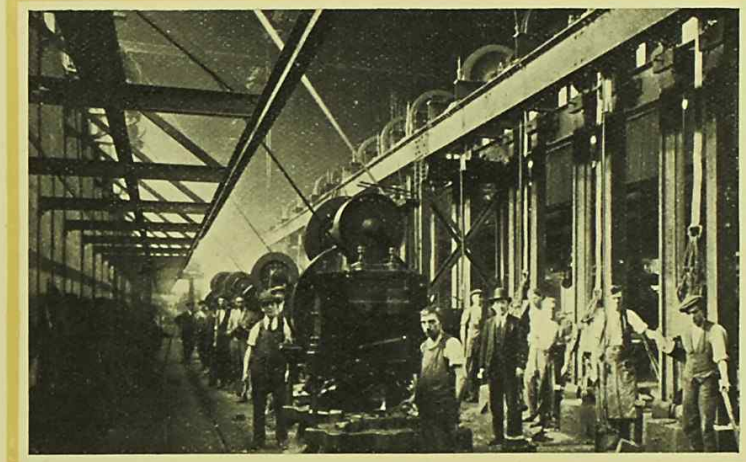
ACTUALLY there are two Heavy Press Departments apart from the Light Press Shops, and in these will be found the 500-ton presses, some of the finest examples of this type of tool in the country. The sheet metal is here in these presses formed into such parts as radiator cowls, wings and body panels. The versatility of these huge machines, as of the lighter presses, surprises the uninitiated onlooker, and their speed of production is a revelation. The work of several hours as formerly performed by hand, is now the task of a few seconds and the margin of error is very small indeed. The work done by these machines is much superior to the work by hand. Some of the parts are the product of two or three operations under several presses, but even so the accuracy of the work is not impaired.



500-ton presses produce body panels.

Although the making of the dies and the setting up of a press for each part it is called upon to produce, takes some considerable time, once the necessary preparations have been made large quantities of panels can be accurately formed with extraordinary rapidity—in fact as fast as the operators can insert the blank sheets and remove the finished pressings. These presses are the largest machines employed in the manufacture of motor cars.

The long line of drop hammers.



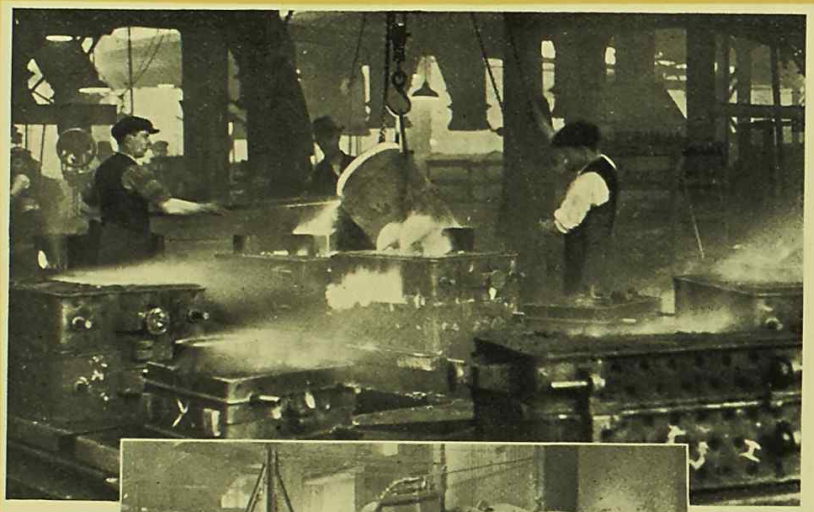
One of the heat treatment shops.

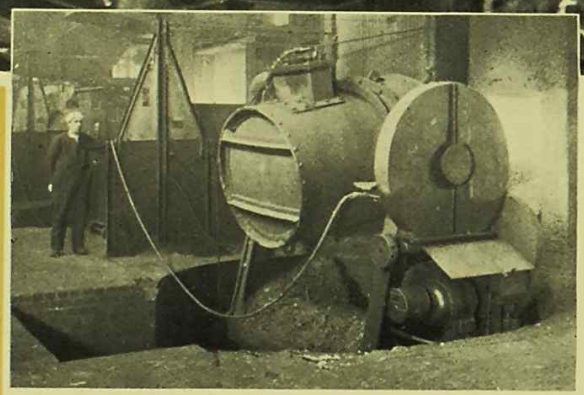
THE Forging Shop is perhaps one of the most interesting parts of the factory where raw materials receive their first impress of man's purpose. Drop-forgings are made under the blows of hammers of up to $2\frac{1}{4}$ tons in weight, and the parts produced range from $\frac{1}{2}$ ounce up to $1\frac{1}{2}$ cwt. each, the latter weight being that of the flywheel of the Austin Twenty.

The Drop Forging Shop is very lengthy, and the large number of drop hammers ranged in a long row provide the visitor with a varied and interesting spectacle as he passes along. He cannot help but be impressed. In this shop 350 men produce as many as 180,000 parts per week.

Adjacent to the drop-forging plant is the Hardening Shop where, in furnaces of which the temperatures are controlled by electric recording instruments, parts are heat-treated subsequent to both forging and machining.

THE Foundry turns out over 300 cylinder blocks every day, amongst many other essential components in cast iron and steel. For both the steel and iron sections a complete system of conveyors is installed, so that sand, moulds, metal, and castings are moved with the minimum of effort and with the maximum of speed. Three large converters prepare the steel; their intense heat and the roar and bustling activity of the foundry hands never fail to intrigue the visitor. White hot steel pouring into ladles as a livid stream, at the control of an electric switch, is a sight not readily forgotten.

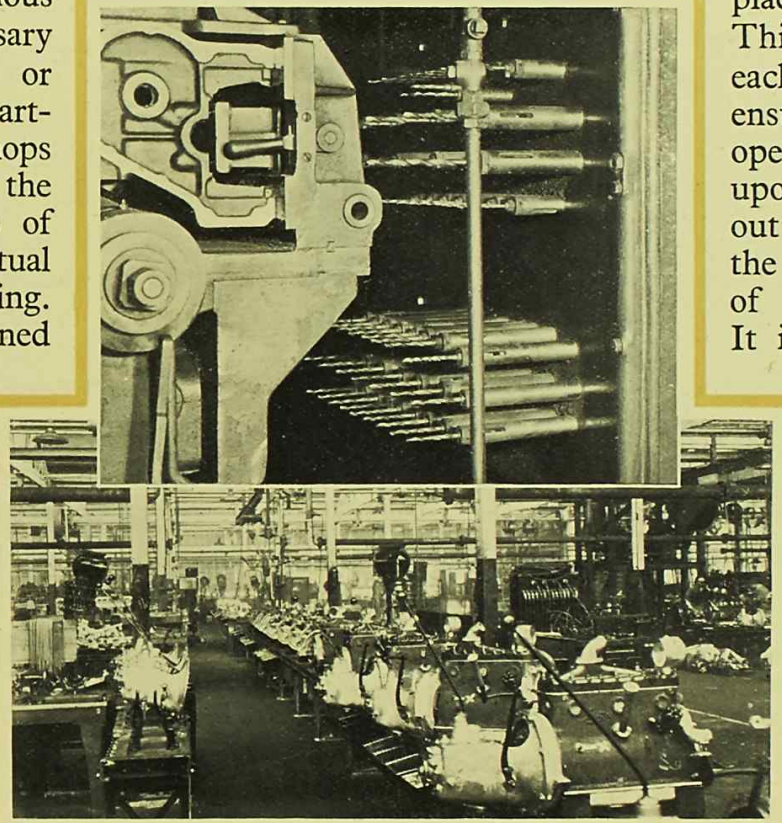




Busy foundry scenes.

The Foundry additionally contains most up-to-date hydraulic moulding machines for preparing the cores and moulds, and even the sand is carefully analysed several times a day to ensure that all the castings can come up to the fine standard of quality necessary in the construction of Austin engines and chassis. The well-equipped Pattern Shop, where both wood and metal patterns are constructed is located close by.

TO secure continuous output, it is necessary to avoid checks or overcrowding in any department. The Machine Shops are planned to deal with the separate important units of the chassis, both in actual machining and assembling. The details are machined and move in lines by steps during the progress of the work. They are erected at the end of these lines. Then they go to the testing machines and pass a standard test. The units, completely assembled, proved and ready for the chassis, are transported by slat conveyors to the main assembling lines to take their place in the chassis assembly. This system of conveyors at each stage of manufacture ensures that practically every operator can concentrate upon the work in hand without concerning himself with the "fetching and carrying" of motor car production. It is this undivided attention which ensures that perfection, detail by detail, for which Austin cars are noted the world over. Throughout the factory conveyors achieve this in addition to expediting almost every manufacturing function, and, in fact, the main erecting lines, one of which is illustrated on page 21, are but elaborations of the conveyor system.



Drilling cylinder blocks and assembling engines.

A crankshaft machining section.

THE larger Machine Shops are devoted to producing engines and gearboxes, and axles. At numerous points scrupulous inspection takes place and certain parts, such as the monobloc and head, are subjected to hydraulic tests. The finished crankshafts, after severe examination, have to pass a series of tests to prove their truth, because a crankshaft not truly balanced would, in use, fail to give that sweet and smooth running which is a characteristic of Austin engines. The latest improved balancing machine actually indicates the position and amount of error in balance. Conveyors of various kinds, mechanical and automatic, carry the parts from machine to machine, ready to the operator's hand. The secret of production lies in permitting a regular flow of components to be established and maintained between the various shops and assembly lines.

Throughout the factory over 5,000 machine tools are employed on a multitude of operations and a special staff is engaged in maintaining these machines at maximum efficiency so that the parts produced shall conform to the Austin standard of excellence. Many of the machines are specially designed and made in the factory, to meet Austin production requirements.

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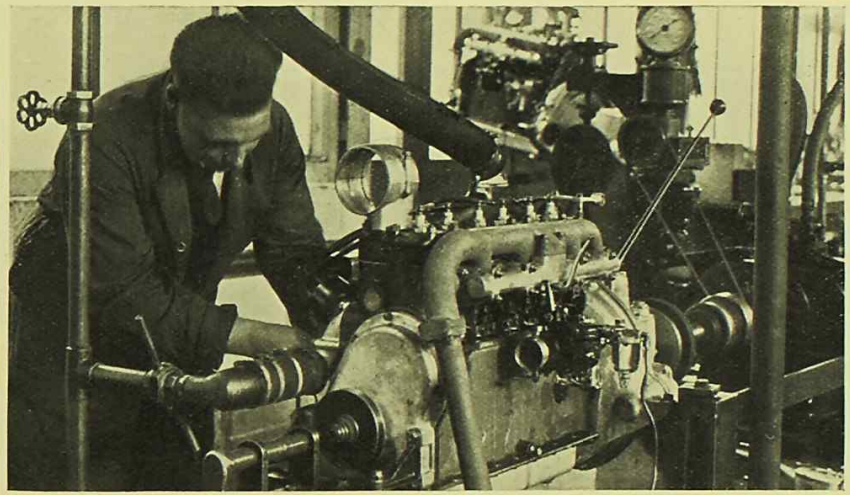
OUR illustration shows the engine of the Twelve-Six under test for power output. Each engine unit reaches a forward state of completion as it arrives at the end of the assembly track. Here it is taken by a conveyor to the testing department, which accommodates a large number of engines each having to pass its standard test. Very great care is exercised in the matter of testing to ensure the high efficiency for which Austin engines are famous.



Testing an engine by dynamometer.

Engines are mounted in pairs on special beds and each engine which has passed its power test is used to drive an engine which has yet to be tested. By this means the moving parts are run in by a gradual process, before being called upon to withstand the heavy stresses imposed during the tests for power output. Every member of the test shop staff is an expert in the practical tuning of internal combustion units, and each engine under test is subject to constant and critical scrutiny. Not even the smallest defect can pass unnoticed.

MANY of the tools in use have been specially designed, and it is easy to understand that the Tool Room, where they are made, and where all the tools are reconditioned, is one of the most important departments in any motor factory.

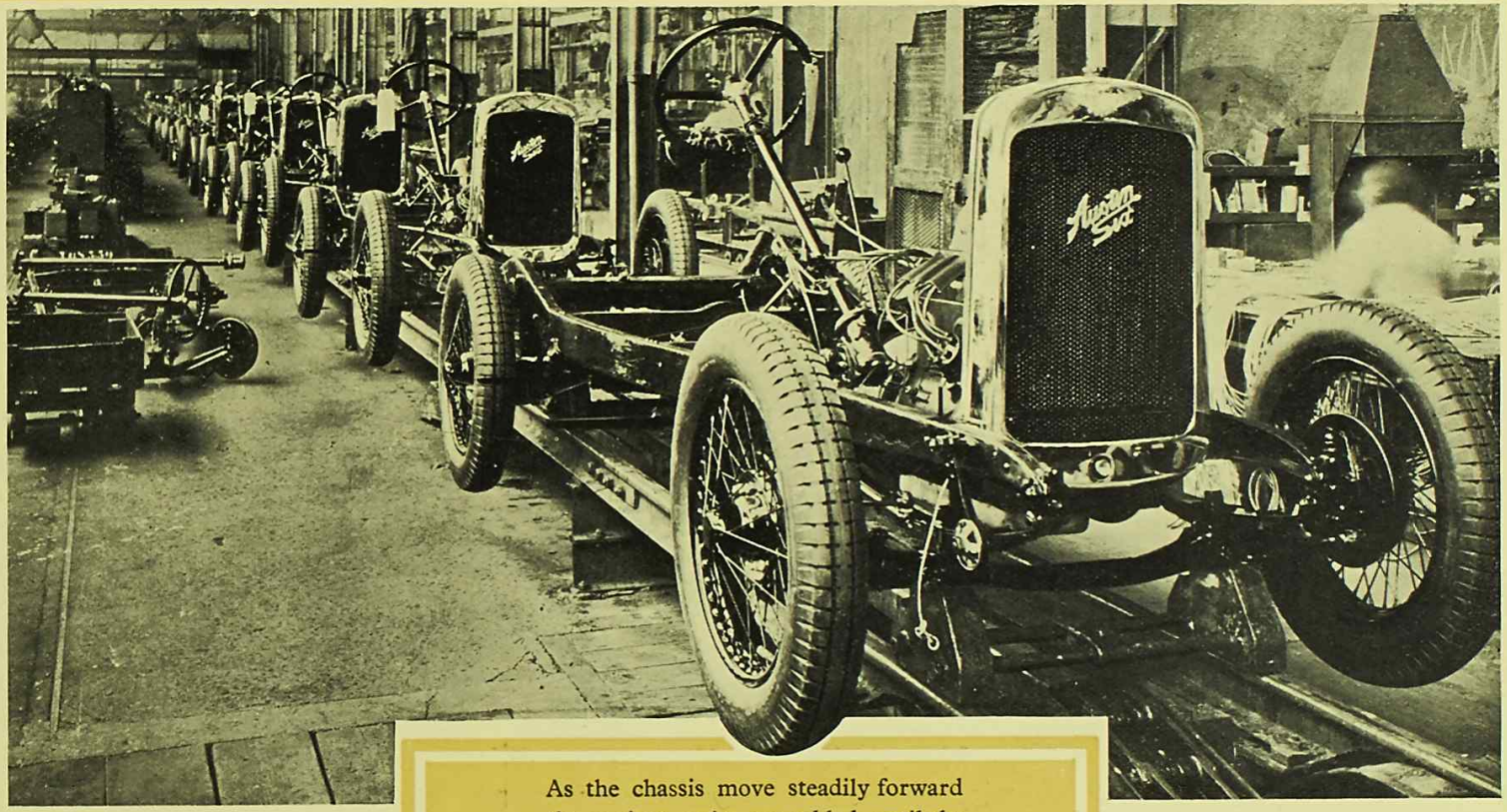
The busy bay where tools are made.

Jigs and fixtures which ensure rapid and accurate workmanship are made there to the designs evolved in a Tool Drawing Office, where forty draughtsmen are kept busy, and there are many examples of the ingenious work of the tool-maker. For cold pressings or hot stampings intricate and costly dies are required. Die-sinking is very painstaking work, requiring the greatest accuracy. Austin workmen produce the dies used in the factory.

Many processes contribute to the production of a motor car, and each requires tools of a special nature and design. Many are automatic or semi-automatic; all are designed to save labour and time, and are of the most modern type.

In the Chassis Assembly Shop are machined many of the lesser details which are not parts of units. These are of such a nature as to require no test until they are built into the chassis (although they are very closely inspected when under production).

They are assembled on sub-assembly lines arranged at right angles to the main chassis erecting track shown opposite, and these lines are located in correct order so that when such assemblies as the steering gear, propeller shaft, etc., are complete, they are adjacent to the chassis awaiting them. This synchronisation of operations is a noticeable feature throughout the factory organisation.



As the chassis move steadily forward the various units are added until the assembly is complete.



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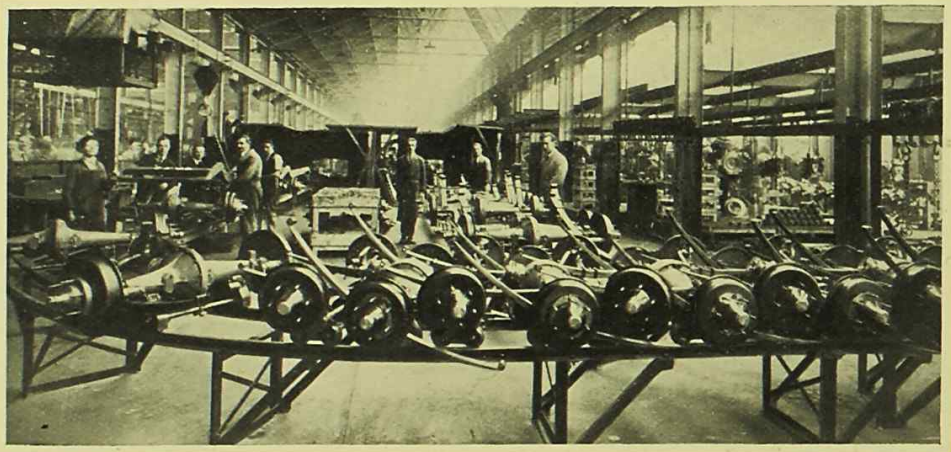


Axles awaiting assembly to the chassis frame.

UNITS such as front and rear axles, after having been painted, are deposited on a track in position for erection into the chassis. Gearboxes, engines, wings, each and all are carried forward on conveyors to the correct position in the assembly shop, where they will be incorporated in the chassis, at exactly the place and at the proper interval of time to ensure that the work of erection is neither hurried nor delayed. Wheels, already fitted with tyres, also travel by a gravity track, and arrive at the point at which they are required.

The tour through this department shows the completion of the chassis with the tested engine mounted in it. The visitor is able to see the structure grow, stage by stage, as it proceeds along the trackway, so that at the end of the shop the chassis is taken away to receive the coachwork and then undergo a rigorous test. This main trackway is, to the visitor, usually the most fascinating phase of Longbridge activities. Watching the chassis nearing completion, the spectator is inclined to wonder what lies in store for the completed jobs. Many will, of course, do duty upon the roads of the homeland, but many will be called upon to face resolutely the most difficult conditions in lands overseas.

THE first step in body building is the construction of the steel framework which forms the foundation of the body of the car. The various members, each designed to give the necessary strength where it is required, and specially stiffened at points where the great stresses occur, are riveted or welded together into a skeleton of great firmness and strength.

Upon this framework the shapely pressed sheets of steel are attached and the result is a structure of exceptional strength, rigidity and lightness. When the erection is completed the panels are rendered smooth and clean, for the body to receive its first coat of priming, as the base of the cellulose finish.

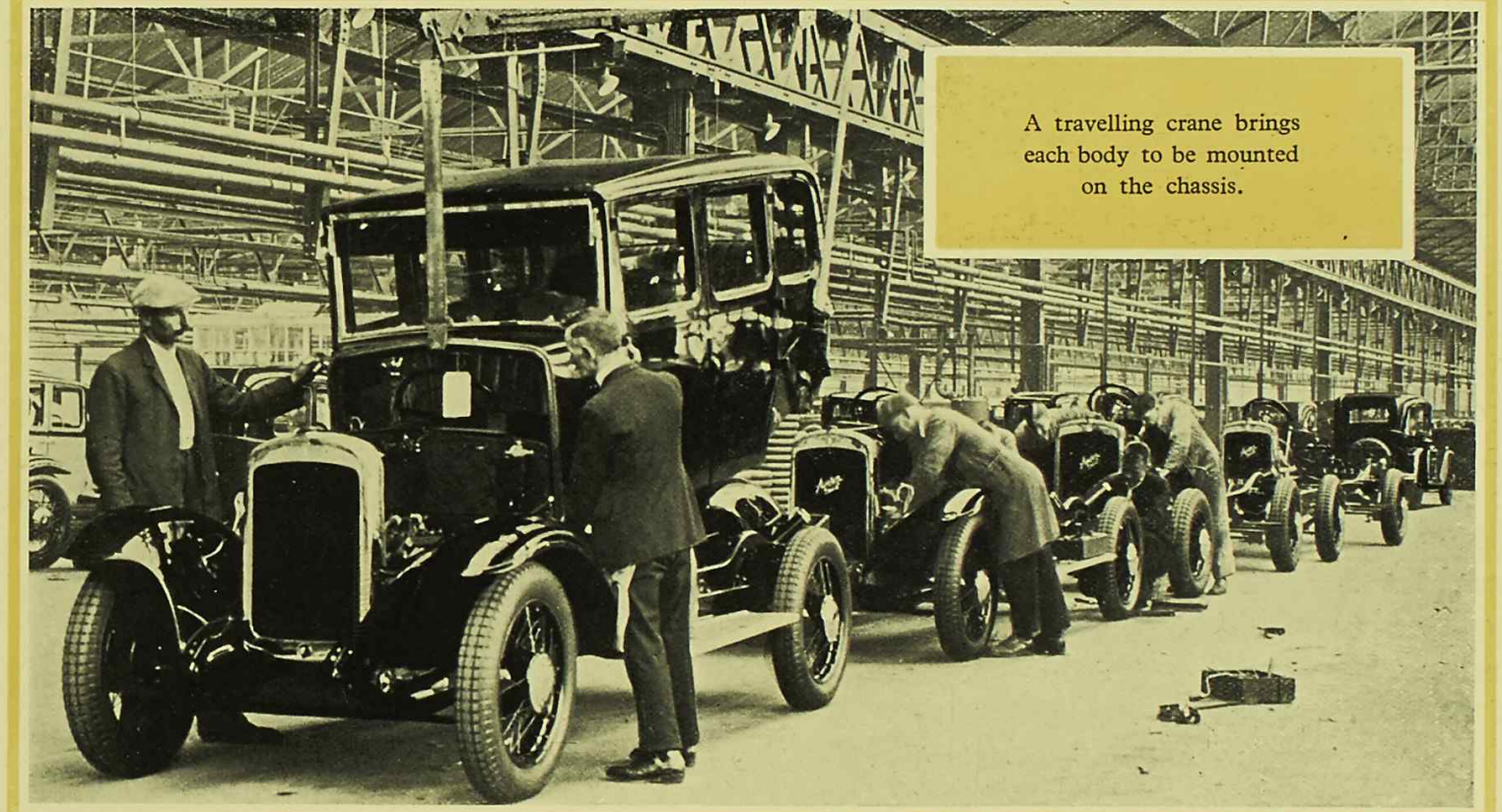
The advantages of metal body construction have been recognised, and its superiority to wood is no longer questioned. Each part is welded or fastened so securely to its neighbour that there is no possibility of seams opening through distortion. Moreover, the metal surface is exceptionally suitable to give the best result when covered with a lustrous cellulose finish. Durability of both bodywork and finish is thus achieved.

Building Austin bodies in the West works.

IT may interest the visitor to know that great care and considerable skill are necessary to the proper application of the series of coats of cellulose, but even this process is carried out continuously while the bodies move forward on a conveyor, some eight hundred yards long. They are placed on the conveyor in bright metal form, and leave it in a resplendent vestment of scintillating cellulose. A large number of workers, many of them women, are engaged upon the production of upholstery and trimmings. Thousands of yards of material, carpet, etc., go through cutting machines daily to receive the form and dimensions required.

Sewing the upholstery.

The continuous process painting plant — rubbing down.



A travelling crane brings each body to be mounted on the chassis.

THE bodies approach completion as the upholstery and trimming processes are effected, and when ready for mounting on the finished chassis each is taken up by an overhead sling and carefully dropped into position on the chassis selected to receive it, then being securely bolted down. The rear wings are fitted and then the seats and cushions.

Accessories are added, and the car, when the inspector has passed it, goes upon its road test. If this proves satisfactory and the final inspection reveals no defect, the car is ready for issue after being cleaned and polished to remove the travel stains resulting from the road test.

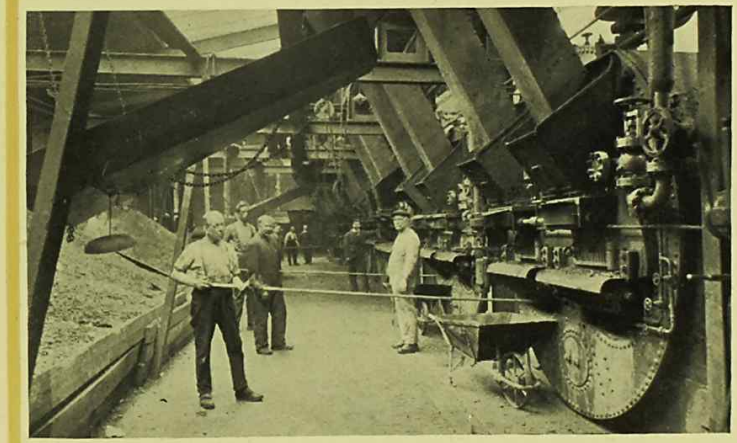
The Dispatch Bay for finished cars.

It is passed into the despatch bays when complete to await allocation to an Austin dealer. Every care is ensured at this stage that the finished cars are not damaged or tampered with in the smallest detail, and only authorised employees are allowed in these bays. A special vacuum pipe system enables all dust to be removed from the large floor area of the despatch bays so that the cars leave the factory in perfect condition.

It is an imposing sight to see the large variety of models in all colours, and in the proud brilliance of their lustrous finish.

Over 1,000 cars leave this department each complete working week.

THE Power House is situated in the North Works, where three 1,500 k.w. B.T.H. Turbines and Generators supply the power for the factory. This plant has been greatly supplemented by power taken from the City Corporation to cope with the increased demand of the expanding organisation. In addition there is another Power House situated in the South Works, which is supplied with steam from the North Works Boiler House, and, in reducing high pressure steam to low pressures for process work, furnishes the works with a further 750 k.w. Night and day, 365 days of the year, is the power plant in operation, for a great factory such as Longbridge is never entirely idle.



The Main Boiler House.

Power Generating Plant.

TAKING into consideration the nature and magnitude of the work done at the factory, serious accidents are extremely rare. Minor injuries, cuts, burns and bruises, receive skilled attention at the First Aid Stations.

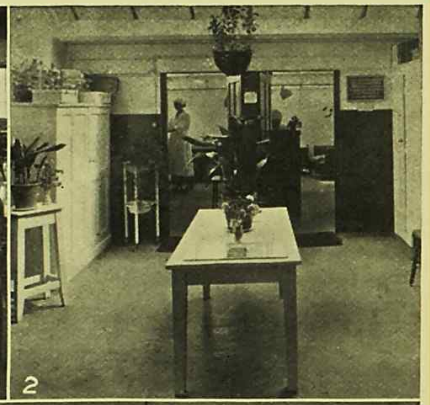
An efficient Fire Brigade has its own station in the works, and a smart force of Austin Police control all entrances and traffic within Longbridge's 220 acres.

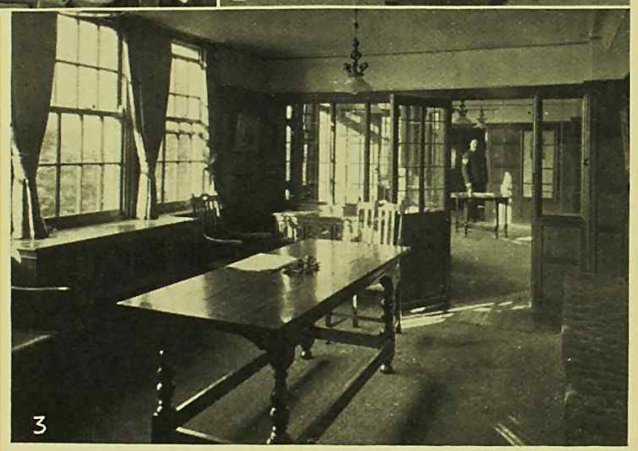
We have already mentioned that large numbers of the staff and workers live at a considerable distance from the works, consequently they find it convenient to take their midday meals at the well-equipped messrooms, of which there are five.

There are also a number of recreation rooms, and a first-class technical library with a large collection of general literature.

The reception room, where visitors are received, is usually a busy spot, evidencing the important part played by Longbridge in the concerns of the world.


1. One of the Messrooms.



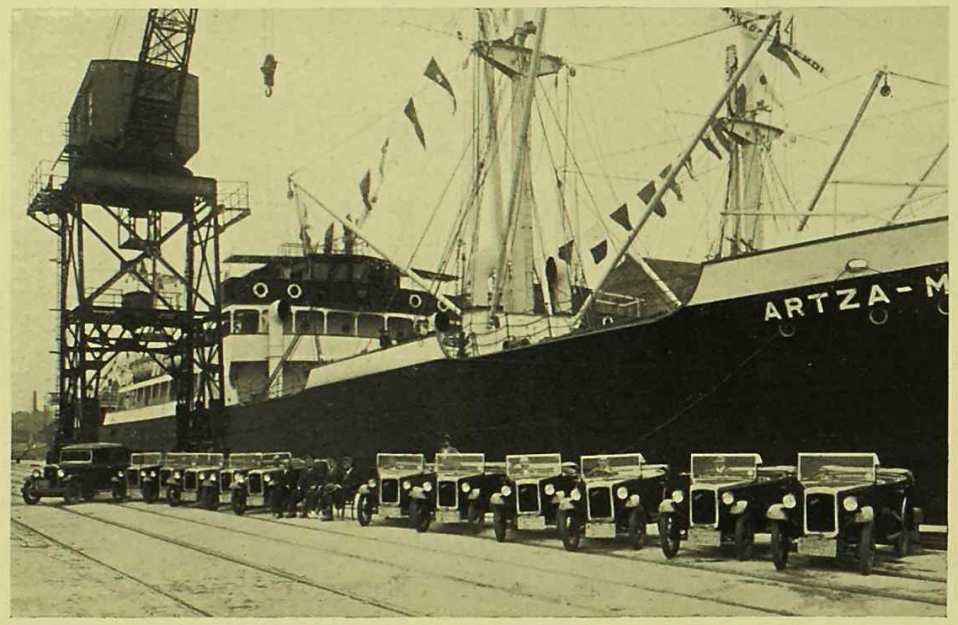

2. An Ambulance Station. 3. Reception Room.

# Distribution and Service

IT is easily understood that although Austin activities have their beginning at Longbridge, their ends would need to be sought for far and wide. The Company's ramifications extend to every corner of the world; a production of over 1,000 cars a week necessitates a very thorough and complete system of distribution. There are Austin agents in England whose business with the Company runs into six figures annually, and there are many overseas distributors who are disposing of all the cars that can be shipped to them and are still clamouring for more. To-day the Austin Company finds itself in that happy position that its sale of cars is restricted only by its ability to produce them, and this, despite the continual extension and improvement of the plant at Longbridge.

Export Despatch Siding.

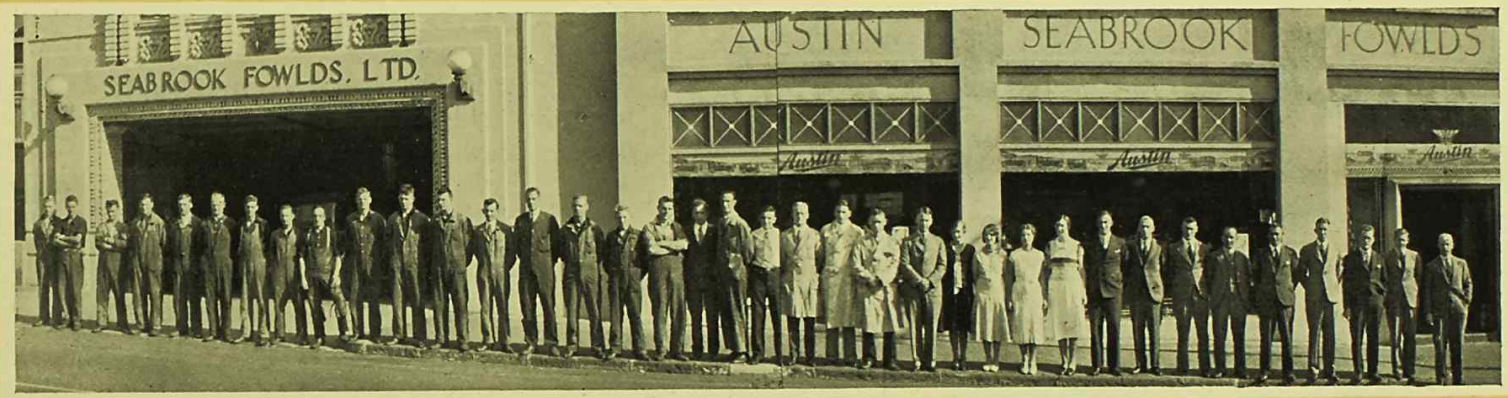
It is fascinating to visit the Export Despatch Siding and watch the great cases loaded into trucks — the first stage of their journey to all quarters of the globe. Some of the cars which lie so snug within the cases are destined for arduous careers under tropic skies or amid snow-clad hills, but all reports indicate that they thrive even under the worst conditions and the flow of new orders goes to prove the sincerity of the assertion. Despite the acknowledged excellence of the actual cars it cannot be denied that other things have also




Austin cars being unshipped in Spain.

contributed to the success of the Austin organisation, and chief among these is service. From the very beginning of the Company's history it was recognised by the directors that a properly complete and highly efficient service system was necessary to building up and maintaining Austin popularity. It was appreciated at Longbridge that it was not " good enough " to hand over a car in exchange for a certain sum of money and then leave the buyer to his own devices.

Much consideration was given to this important subject, and an organisation has been evolved that is now remarkably complete and maintains the satisfaction of Austin users throughout the world. The authorised Austin Service Dealers are *really* competent to carry out repairs, they all carry comprehensive stocks of Austin spare parts and not least in importance, they operate to a scale of charges laid down by the Company. It matters not how excellent the design and workmanship behind a car, the day must surely come when for one reason or another, mechanical assistance will be required. Accidents will happen and time unavoidably takes its toll in wear and tear.




An Austin distributor's premises in New Zealand, and the staff employed.

Austin Service encourages owners to have matters attended to immediately such attention becomes necessary, and this promptness in seeking assistance undoubtedly obviates a good deal of expense, which is usually the outcome of continued neglect. The average motorist hesitates to "let himself in" for an unknown expense, preferring to rattle along as best he can, but when he is assured that a *job* will cost no more than a definite figure, then he is encouraged to have it carried out immediately the necessity arises.

That Austin cars maintain high second-hand values is partly due to the fact that longevity is built into them, but also to the existence of the service policy which robs the second-hand car of most of its terrors.

The new Service Department at Longbridge has an area of 150,000 square feet and the visitor will find it hard to realise that there could be any justification for carrying such an enormous stock of spare parts, seeing how seldom an individual Austin requires attention. However, the call

comes from a vast area, and every day the Service Despatch consigns something or other somewhere or other. No matter what part a dealer or owner may require, the order is attended to immediately, so that it is not hard to understand the never - ending bustle which characterises this department. It is not only spare parts in which the Service Department is interested ; owners and dealers write in for advice or information, and a large staff is kept busy attending to such queries because nothing is too much trouble which shall make for the satisfaction of Austin users throughout the world. The most minor or elementary enquiry is acknowledged and replied to with courtesy and promptitude.

Above, Main Service Shop. Below, Parts Conveyor.

In the Service Repair Shop, to which special jobs are brought for the attention of the Company's experts, the most modern servicing plant is installed, as our illustration full well reveals. This, too, is a busy place, but it should be remembered that it is only the node of a vast repair organisation comprehending every service dealer, equipped to handle the average job efficiently and expeditiously.

Asia, Africa, India, Australia—wherever the Austin owner may find himself with his car—there, too, will he find the Austin Dealer, ready to provide every assistance or any spare parts required.

# THE AUSTIN MOTOR CO. LTD.

## LONGBRIDGE, BIRMINGHAM

*Telegrams*: " Speedily, Northfield " *Code*: Bentley's
*Telephones*: - - Central 4140 and Priory 2101/2116

## 479-483, Oxford Street, London, W.1

(Near Marble Arch)
*Telegrams*: " Austinette, Wesdo, London "
*Telephone*: - - - - - Mayfair 7620/7639

and

## Holland Park Hall, W.11

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