

AUSTIN

50 YEARS OF CAR PROGRESS

1955

1954

1951-52

1948

1946

1939

1937

1935

1929-33

1924

1920

1913

1911

1909

1907

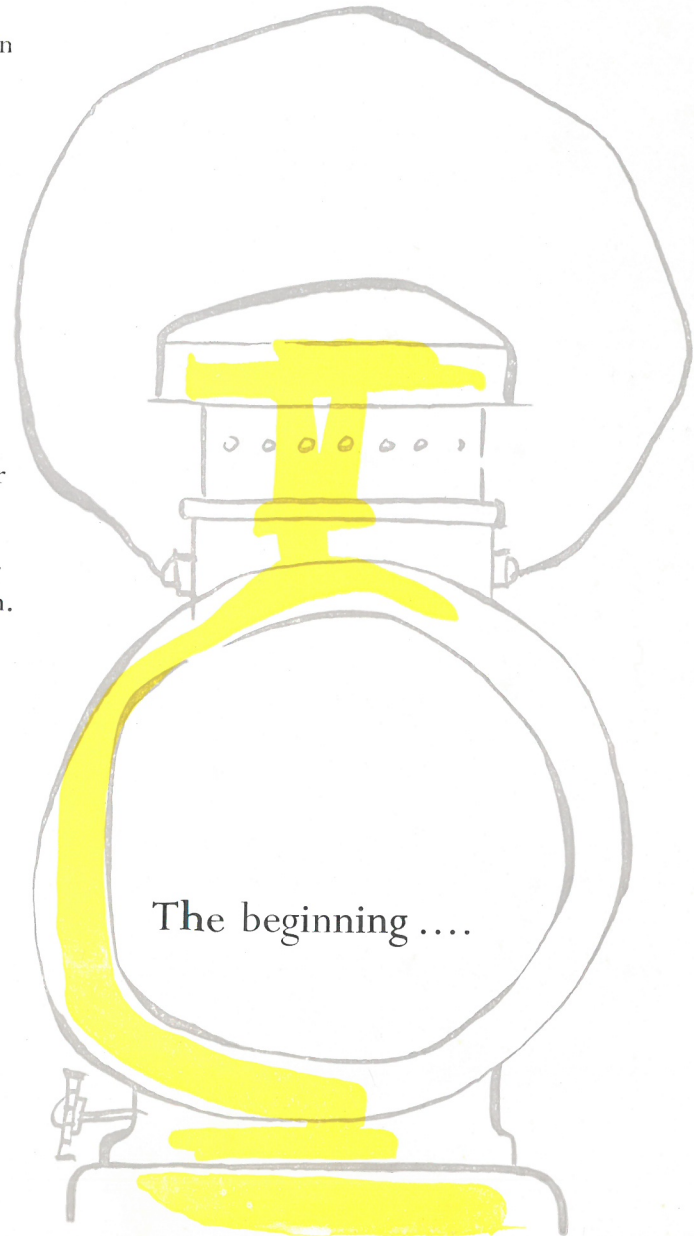
1905

HERBERT AUSTIN, the founder of the Austin Motor Company, was born at Little Missenden, Buckinghamshire, on November 8th, 1866.

At the age of sixteen he went to Australia and first joined an uncle who was Works Manager of a Melbourne general engineering firm. During the following years he worked with six different engineering companies until, soon after his twenty-seventh birthday, he was asked by Frederick Wolseley, by whom he was then employed, to return to Birmingham, England, to supervise the manufacture of sheep shearing equipment. He accepted, and the firm prospered. In 1895 he built, as an experiment, a tiller-steered three wheeler car. A second followed in 1896 and this was exhibited at the Crystal Palace. The experiments continued and in 1900 he built and entered for the Automobile Club of Great Britain 1,000 Mile Trial, a four wheeler, with a horizontal single cylinder engine. It won first prize. In 1901 the Wolseley Tool and Motor Car Company was founded at Adderley Park, Birmingham, and Herbert Austin was installed as Manager. Under his direction Wolseley cars of the next few years won international renown, but in the early summer of 1905 he resigned and looked around for somewhere to start on his own.

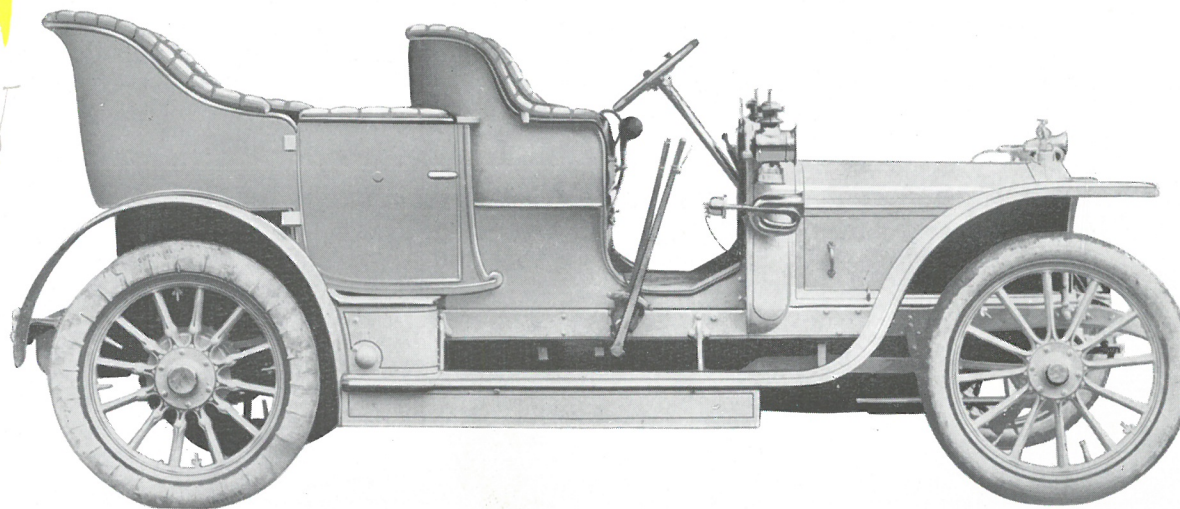
After numerous exploratory cycle rides around Birmingham, he came to Longbridge, seven miles out of the city. There he found a small derelict printing works, which proved to be just what he wanted.

Friends came forward with financial help and the Austin Motor Company was born.





Fashion of the period



On November 17th, 1905, the Motor Show opened at Olympia, and there Herbert Austin, complete with blue-prints, high hopes and enthusiasm, sought orders and got them. On paper, the first Austin was described as a 25-30 h.p. high class touring model with a $4\frac{1}{2}$ inch bore and a 5 inch stroke, magneto and coil ignition, a four speed gearbox, and a chain driven rear axle. Only the highest class of materials would be used in its construction and the supervision during manufacture would be such as to secure the best results. It was expected that the first model would be delivered at the end of March, 1906, at a list price of £650.

Before March, 1906, the car was ready for trial and, driven by Herbert Austin himself, left the

Endcliffe Phaeton
25/30 h.p.

1906

assembly shop, reached the road and made a very successful run.

Skilled workmen soon found their way to Longbridge and in the first full year 270 of them turned out 120 cars in the original 2½ acre factory. Expansion and extensions followed and other cars were added to the range. Austin coachwork, with its large selection of Phaetons, Limousines and Landaulets, came to be admired and respected as much as the dependability of the chassis. Herbert Austin was thorough in everything. It is said

First race meeting at Brooklands



First 18/24 h.p.

1907

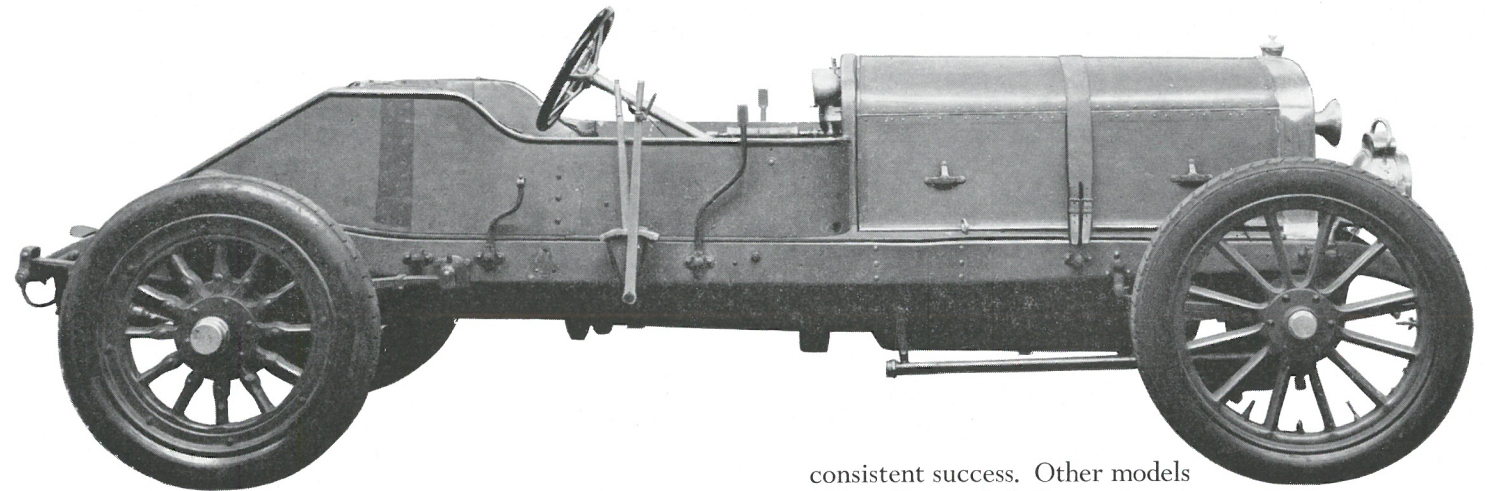
1905

Early air travel



of him at this time that he could do any job in his works, and that he knew the position of every machine.

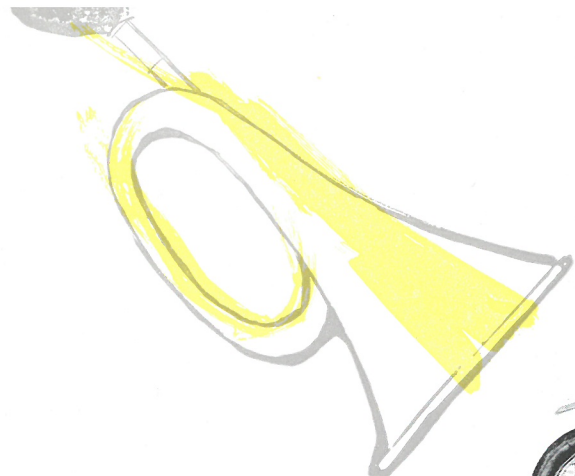
In 1908 three special 100 h.p. racers were built and entered for the French Automobile Grand Prix. Two of the cars driven by J. T. C. Moore-Brabazon (now Lord Brabazon) and Dario Resta, came in fifteenth and sixteenth respectively, having put up a very creditable performance. At Brooklands a private sportsman, O. S. Thompson, driving a modified 25-30 h.p. Austin named "Pobble," achieved



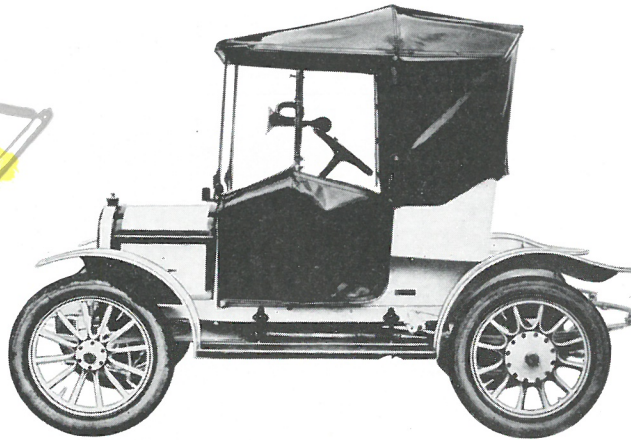
1908

100 h.p. Racer

consistent success. Other models did well in reliability trials and in the hands of the private motorists at home and overseas and the Austin reputation for dependability steadily grew.



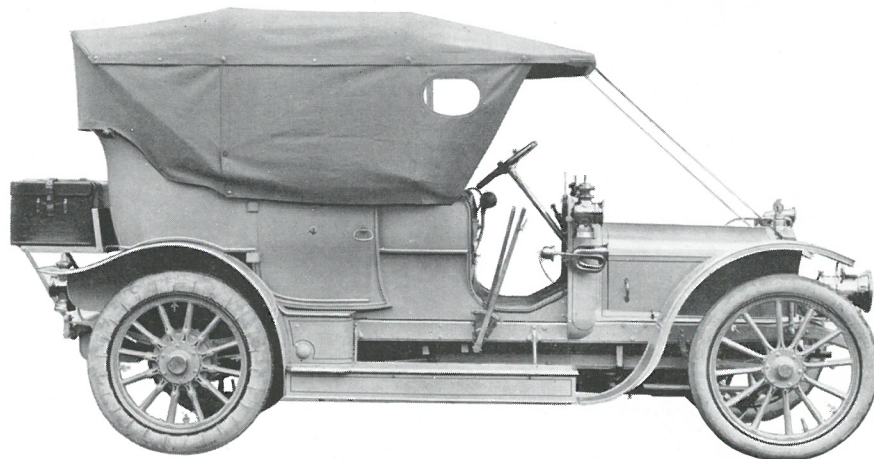
Single Cyl. 7h.p.



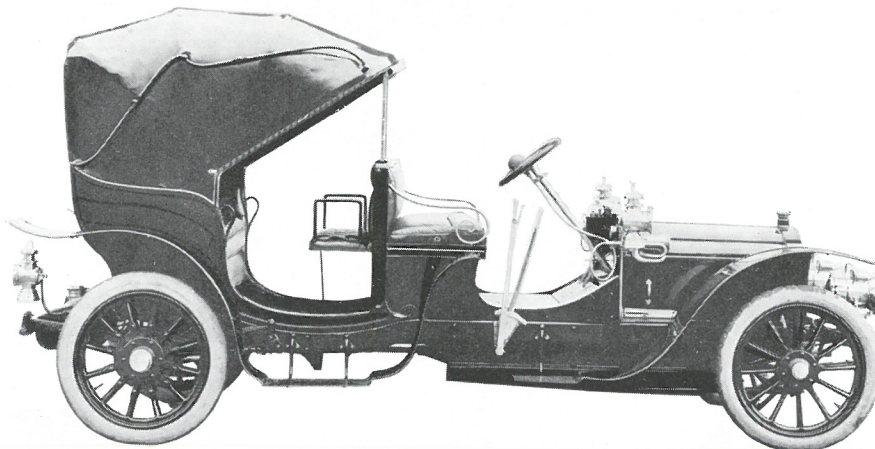
By 1910 nearly 1,000 workers were employed and a night shift was found necessary. A single cylinder 7 h.p. car and a 15 h.p. Town Carriage were added to a range that now included 10, 15-24, 40 and 50 h.p. models and a 15-cwt. van. More additions were made to the factory and an output of 1,000 cars a year was planned.

The interests of the Company spread to industrial and marine engines and in 1912 Saunders of Cowes built a speed-launch powered by two Austin twelve cylinder vee engines of 380 h.p. each. Named Maple Leaf IV, this launch won the British International Trophy contest two years in succession and was credited with a speed of 50.78 knots.

In 1913 a sturdy 2-3 ton lorry was produced which marked an excursion into yet another field.



Endcliffe 40h.p.



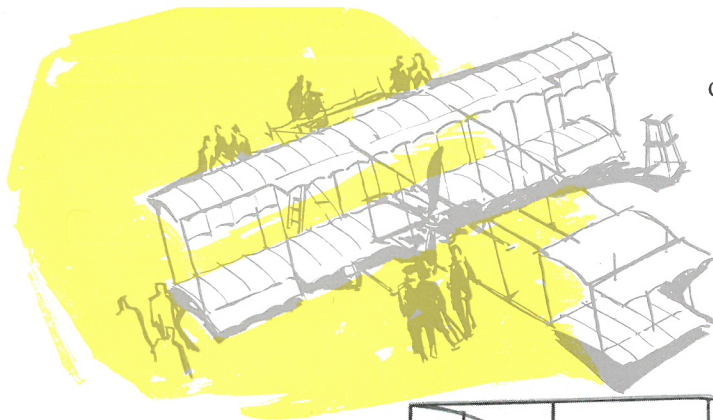
Park Phaeton 18/24h.p.

1909

1907

1905

Grahame-White flies from London to Manchester



This vehicle had a 20 h.p. engine and employed many novel features including a twin bevel drive and an underslung rear axle. It was priced at £545 and a twenty seater coach on a similar chassis was available at £765.

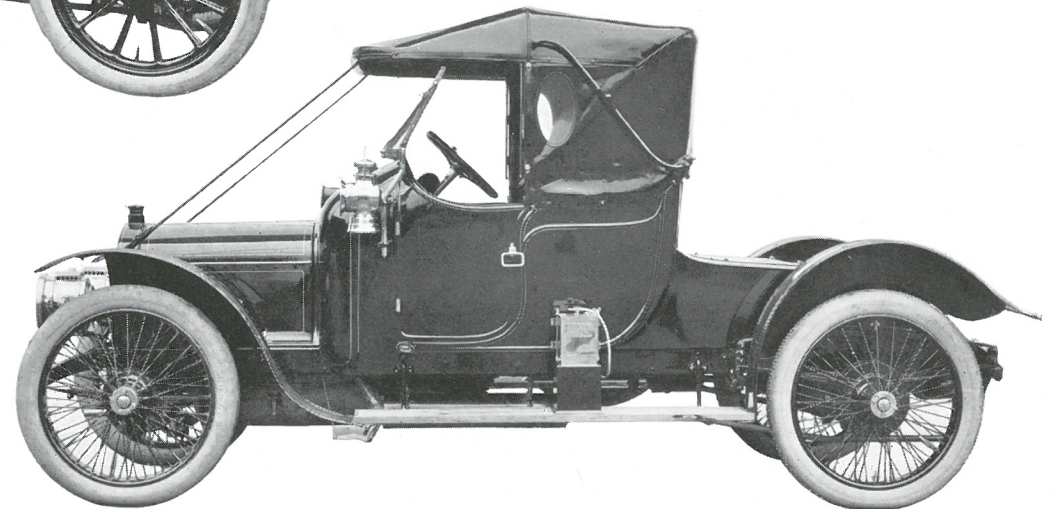
In February, 1914, the Company changed from private to public ownership and the capital was increased to £250,000. All seemed to be set fair and then the situation changed almost overnight. In August the Great War began.

Within a few weeks the machines that had been building Austin cars began to turn out munitions, and all the resources of the factory were harnessed to serve the country. As the appetite of the armed services for weapons



15 h.p. Westminster Landulet

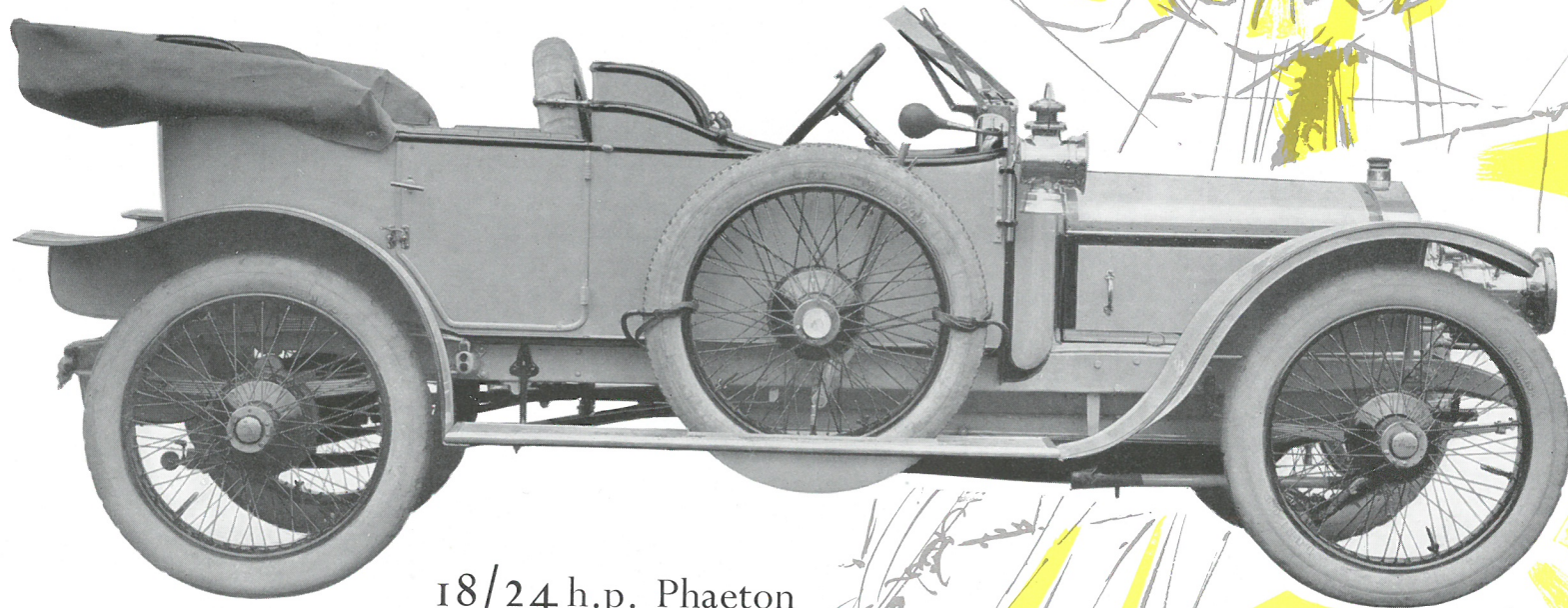
1910



15 h.p. Ascot

and equipment of every kind continued to increase, the rapid expansion of the Longbridge factory became inevitable, until by 1917 it had trebled its size and in addition had its own flying ground on a flat-topped hill south of the main works. The employees, many of them women, rose to over 22,000 during the peak years.

Captain Scott's ship at the ice-foot



18/24 h.p. Phaeton

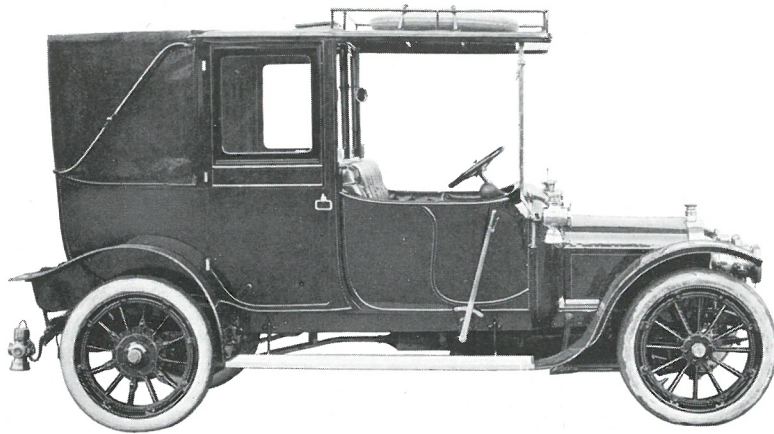
During the four war years over 8,000,000 shells were produced along with 650 guns, 2,000 aeroplanes, 2,500 aero engines and 2,000 trucks, plus a host of other items.

1911

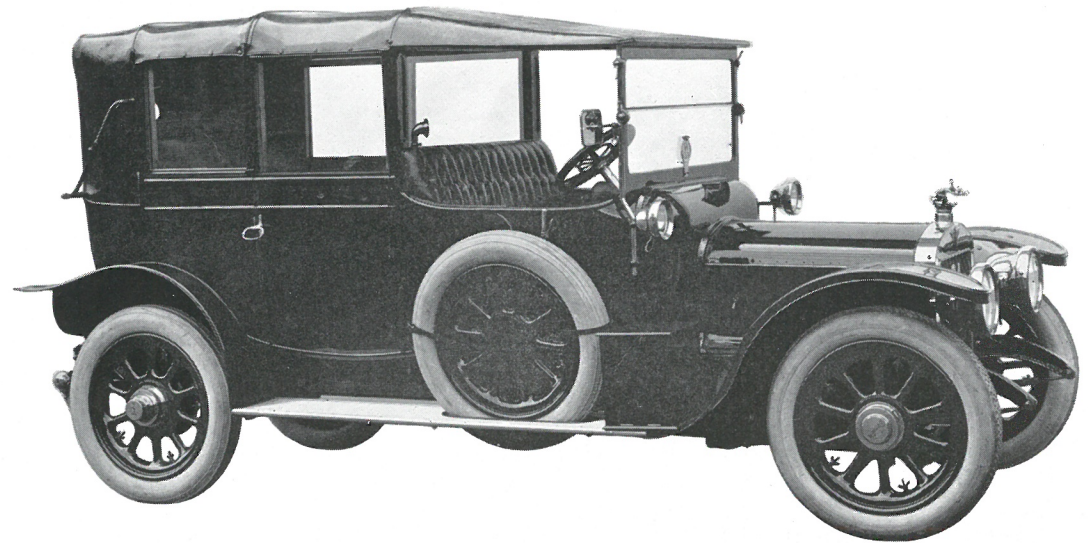
1909

1907

1905



15 h.p. Levée Single Landalet



20 h.p. St. Leger Cabriolet

Before the end of the war, plans were announced for concentrating, when peace returned, on the production of a 20 h.p. car only. It had a monobloc, four-cylinder, side-valve engine of $3\frac{3}{4}$ inch bore by 5 inch stroke, and a four-speed gearbox with a central change. The body was of much smoother and cleaner lines than pre-war and the car was available as either a four seater tourer, five seater colonial car or as a landalet. The price created a sensation, the tourer being only £495, compared

1912

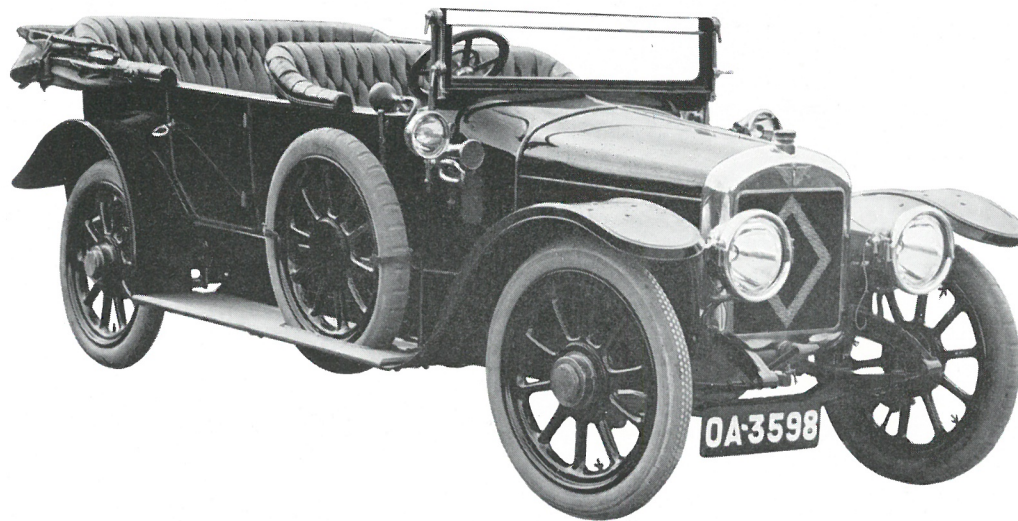


Titanic disaster

with £700 for its pre-war counterpart, and this despite the loss in value of the pound between 1914 and 1919.

The engine used for the 20 h.p. model was also adapted for an Austin tractor, running on paraffin, and having a drawbar pull of 3,000 lb. This tractor won many agricultural awards between 1919 and 1921. A 1½ ton truck was also produced, using the same engine.

The Company's post-war programme included, for a short time, a range of aeroplanes!



20 h.p. Vitesse

Suffragettes' decorated car

1913

1911

1909

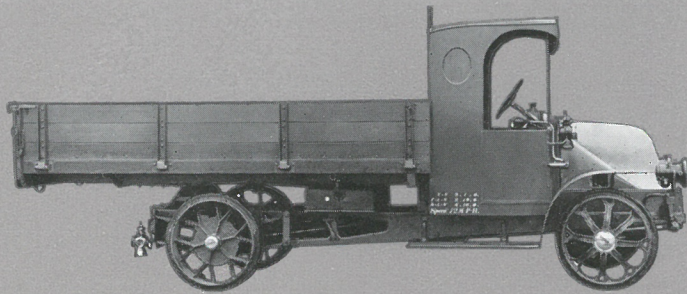
1907

1905



The war to end all wars

3 Ton Truck



The war years brought rapid expansion to Austin.

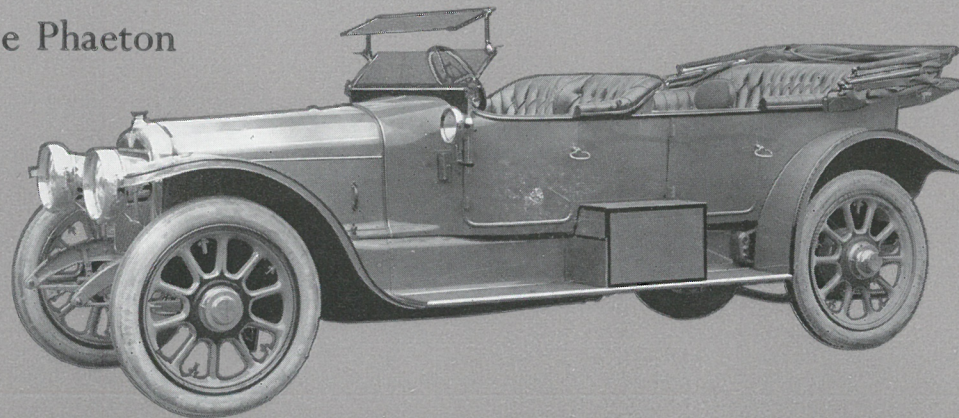
Not only was a wide variety of war materials produced but the factory itself trebled in size. Shells, guns, aeroplanes, aero engines, trucks, etc., flowed from its machine and assembly shops in ever-increasing numbers.



SE5a

1914

30 h.p. Vitesse Phaeton



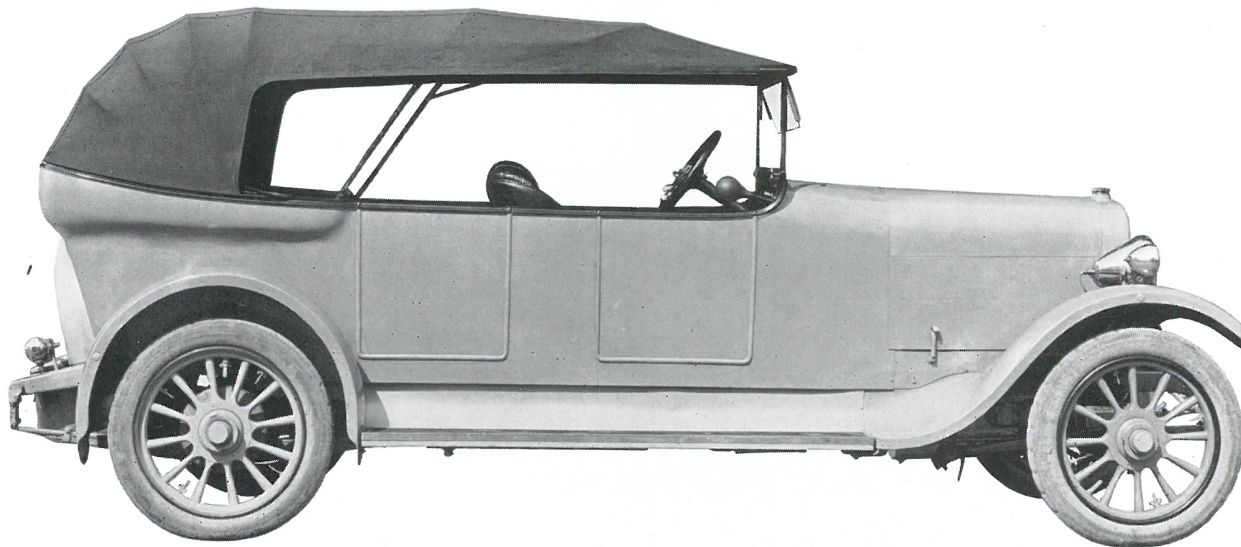
The Austin Greyhound 2-seater fighter was one, and the Austin Ball single seater another. Then there was a single seater biplane with folding wings, which sold at £500, and a fourth called the Austin Whippet.

In 1921 came the 12 h.p. car which was literally a smaller version of the 20 h.p. model. This proved so successful that it stayed in production for nearly nineteen years and at one time was used by over 90 per cent of the taxicab drivers in London. The four seater touring version at £550 was described as "a car of moderate dimensions which would fulfil ideals of service previously only obtainable in high powered cars of 20 h.p. or over." In fact,

so efficient was the design that it changed but little during its long life.

And then, in 1922, came the 7 h.p. infant prodigy. It was received with much laughter at first and few took it seriously. Not so Sir Herbert Austin (Knighted in 1917). He had designed it entirely on his own and despite all criticism, he knew it was a winner.

The engine, with its 2½ in. bore and 3 in. stroke, developed 10 h.p. at 2,400 r.p.m. and was one of the smallest four-cylinder power units yet made. In many ways the car was a large car in miniature, scaled down with that perfection of simplicity which is the hallmark of genius. It weighed only 9 cwt., had an overall length of 8 ft. 9 in., but still provided seating for four.



4 Cyl. 20 h.p. Tourer



1920

1913

1911

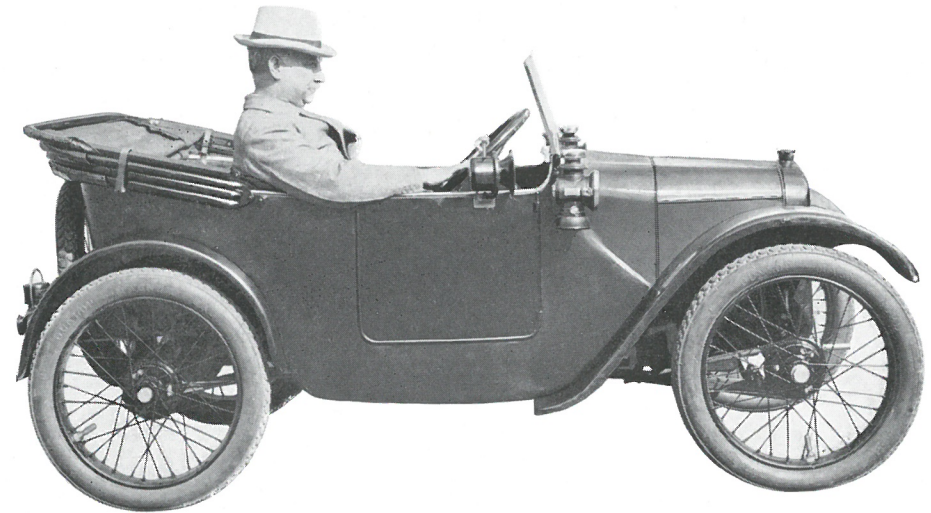
1909

1907

1905

When the first Seven was completed the mechanics of the Experimental Department watched Sir Herbert take his place in the driving seat to make the first run, just as he had done seventeen years ago, when the first Austin car was ready for its road christening. A new era in motoring had opened.

The Seven was exhibited at Olympia in 1922, at a list price of £225. The more adventurous members of the public purchased one. It exceeded their wildest expectations. The motoring journals published enthusiastic reports. A. C. R. Waite, who previously had won sporting events at Brooklands and at

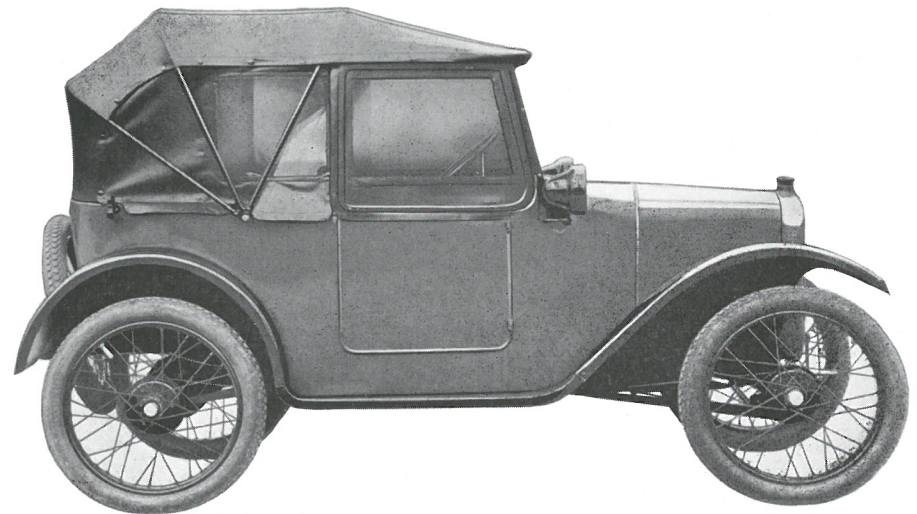


The Original Austin Seven
with (top) Sir Herbert Austin at the wheel

1921-23

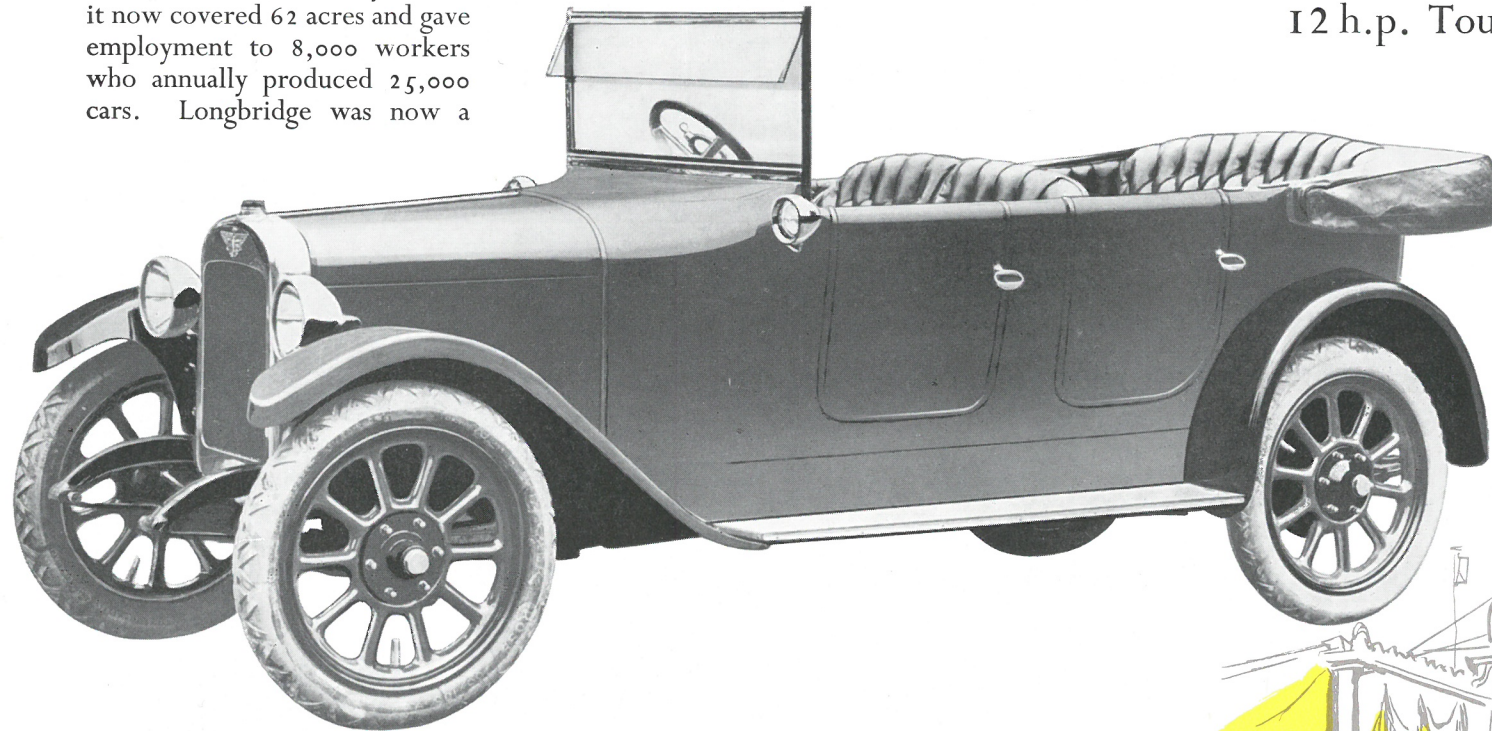


Tutankhamen's tomb



Shelsley with the 20 h.p. car, began racing the Seven. It won at Brooklands and at Monza in Italy. In fact, it became a vogue and orders began to roll in from all over the world.

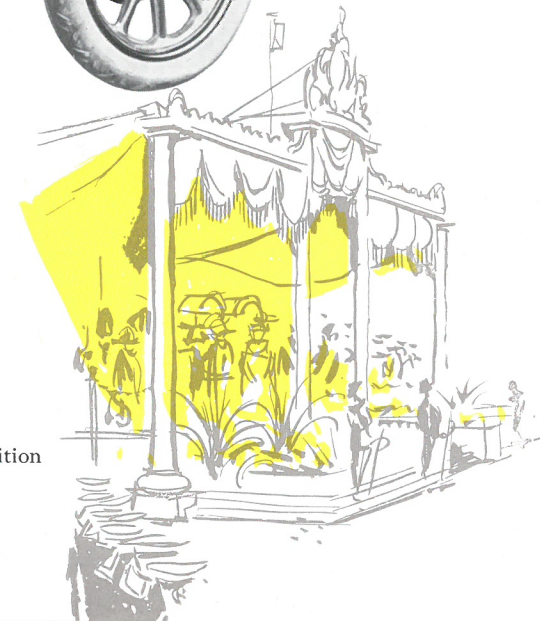
In 1925 and 1926 extensions were made to the factory so that it now covered 62 acres and gave employment to 8,000 workers who annually produced 25,000 cars. Longbridge was now a



12 h.p. Tourer

great engineering centre with its own foundry, forge and machine shops, its own body pressing, assembling and painting plant, which now included the new

The Wembley Exhibition



1924

1920

1913

1911

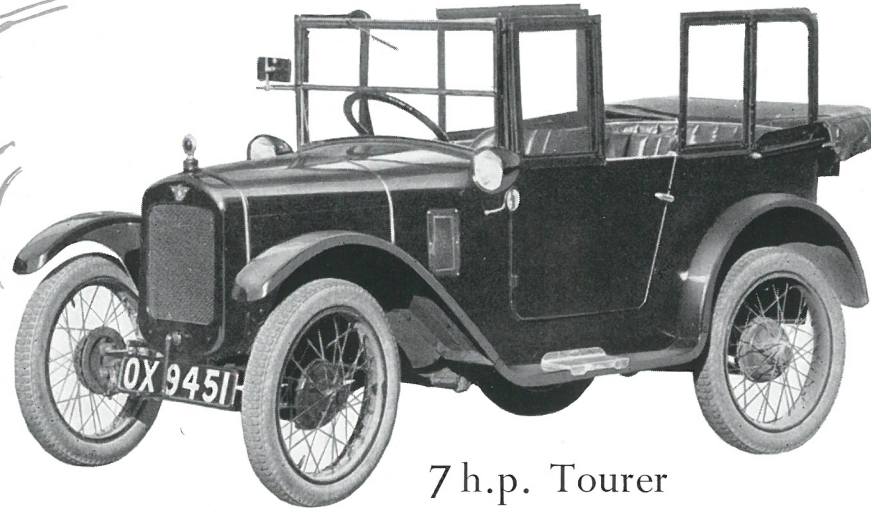
1909

1907

1905



Lindbergh's Atlantic crossing



7 h.p. Tourer

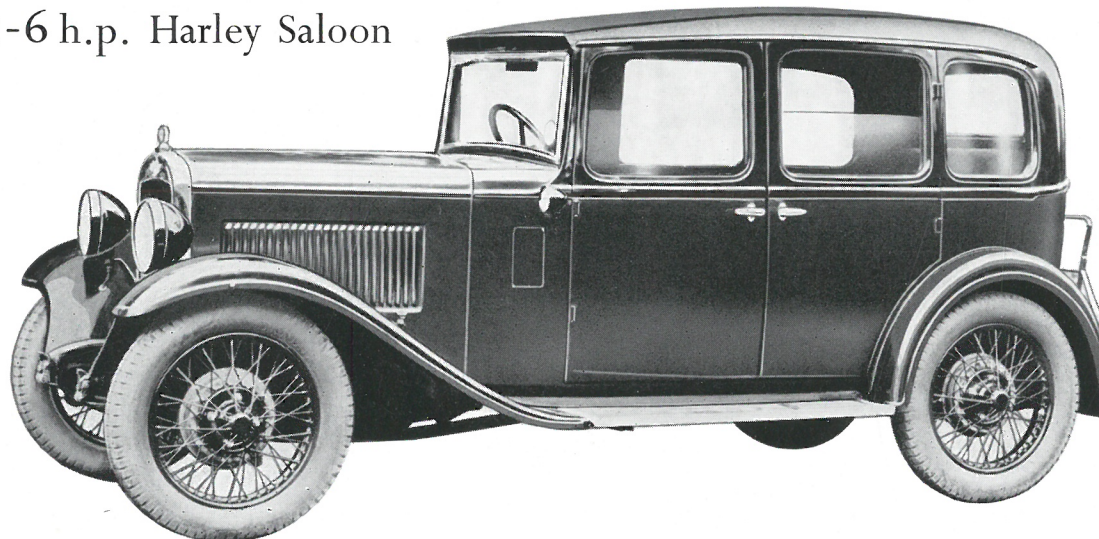
spray-applied cellulose, and its own erection shops for both individual units such as engine, gearbox, rear axle and steering, as well as for the final assembly of the finished car.

In 1927 a new six-cylinder 20 h.p. car was marketed which, for a brief while, ran in parallel production with the four-cylinder 20 h.p., and then replaced it entirely. This car became the aristocrat of the Austin range and with saloon and limousine bodywork that graduated through the names of "Carlton," "Ranelagh" and "Mayfair" over the years, offered motoring at its best at astonishingly low cost. In fact, prices were now beginning to reflect the increasing efficiency of the factory.

As six-cylinder engines were becoming more popular, Austin introduced, late in 1927, a new 16 h.p. car, with a six-cylinder engine. The range now comprised twenty-four distinct models. In 1929 the number had increased to twenty-eight and the prices had all fallen, the Seven tourer selling at the low figure of £130. Thus did flow production really justify itself.

1925-28

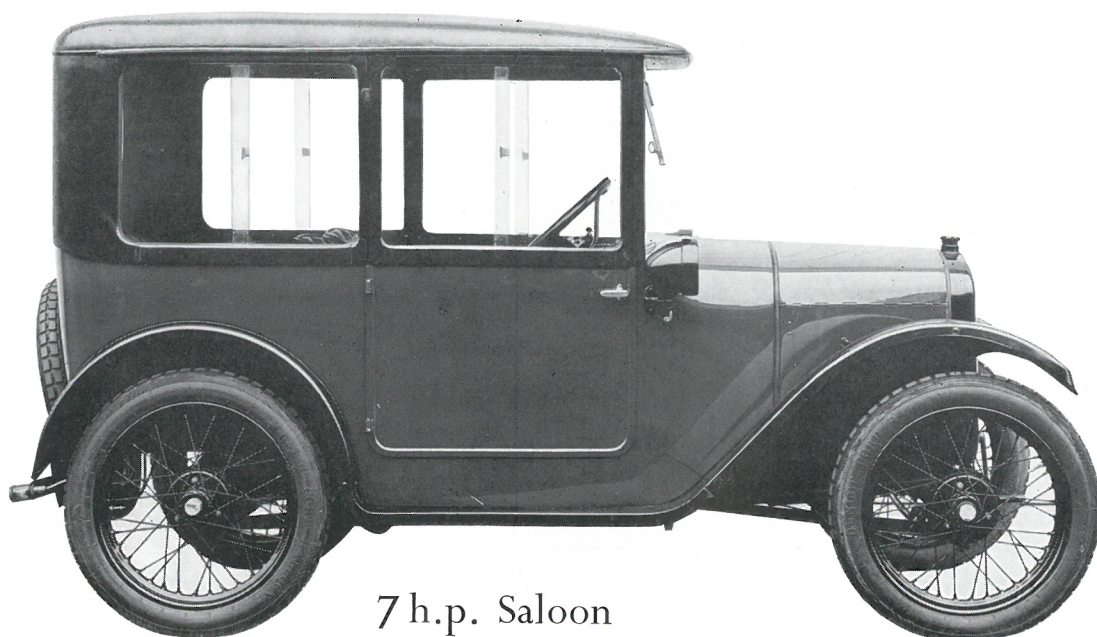
12-6 h.p. Harley Saloon



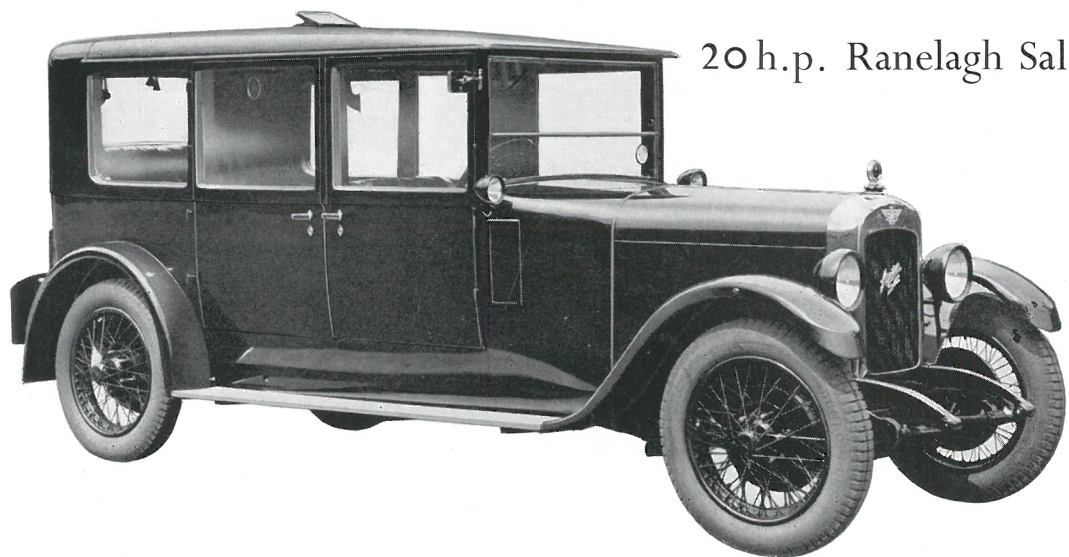
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7 h.p. Saloon



20 h.p. Ranelagh Saloon

By 1930 output had reached the record figure of 1,000 vehicles a week and the range of models tended to increase. In 1931 a 12-6 appeared, to be followed in 1932 by an entirely new 10 h.p. car. Meanwhile, the Seven had become the most popular small car in the world. It climbed Ben Nevis in 7 hours 23 minutes, and Table Mountain in 10 $\frac{3}{4}$ hours. Adding to its racing laurels, it came 3rd and 4th in the Ulster International Road Race in 1929, and won the 500 Mile Race at Brooklands in 1930. With Malcolm Campbell at Daytona Beach, in 1931, it



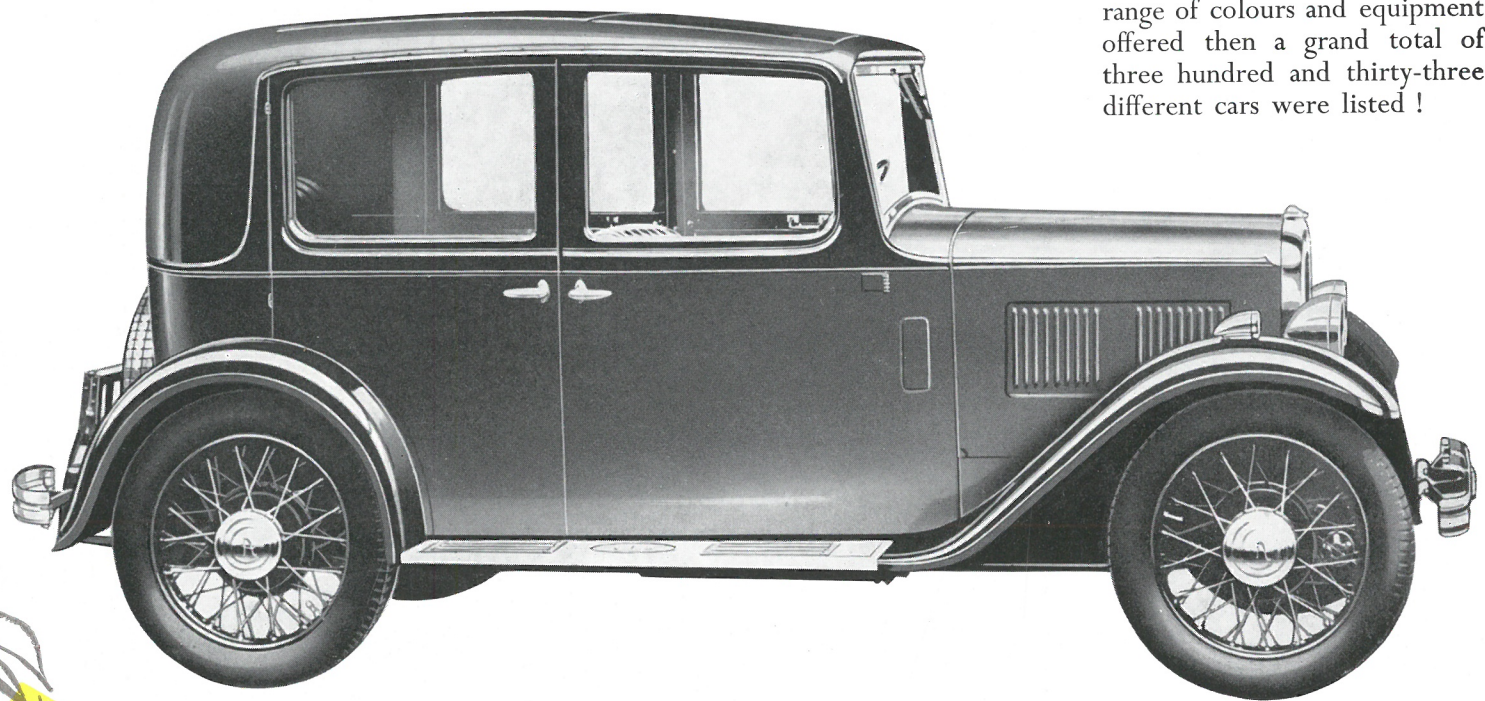
R.M.S. *Mauretania*, holder of the Blue Riband

1929-33
1924
1920
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1905

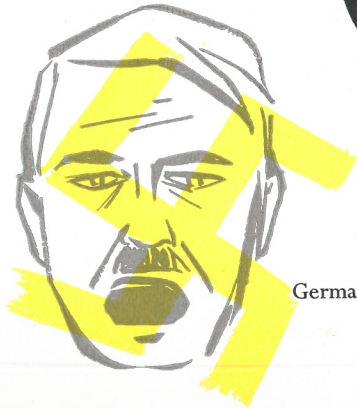
10-4 h.p. Saloon

achieved the commendable speed of 94.03 m.p.h. and later exceeded 100 m.p.h. at Brooklands with Cushman at the wheel, being the first 750 c.c. car to achieve this speed in England.

The elaboration of the Austin range continued until by 1934 there was a choice of forty-four separate models based on nine alternative chassis. If one takes into account the wide range of colours and equipment offered then a grand total of three hundred and thirty-three different cars were listed !



1934

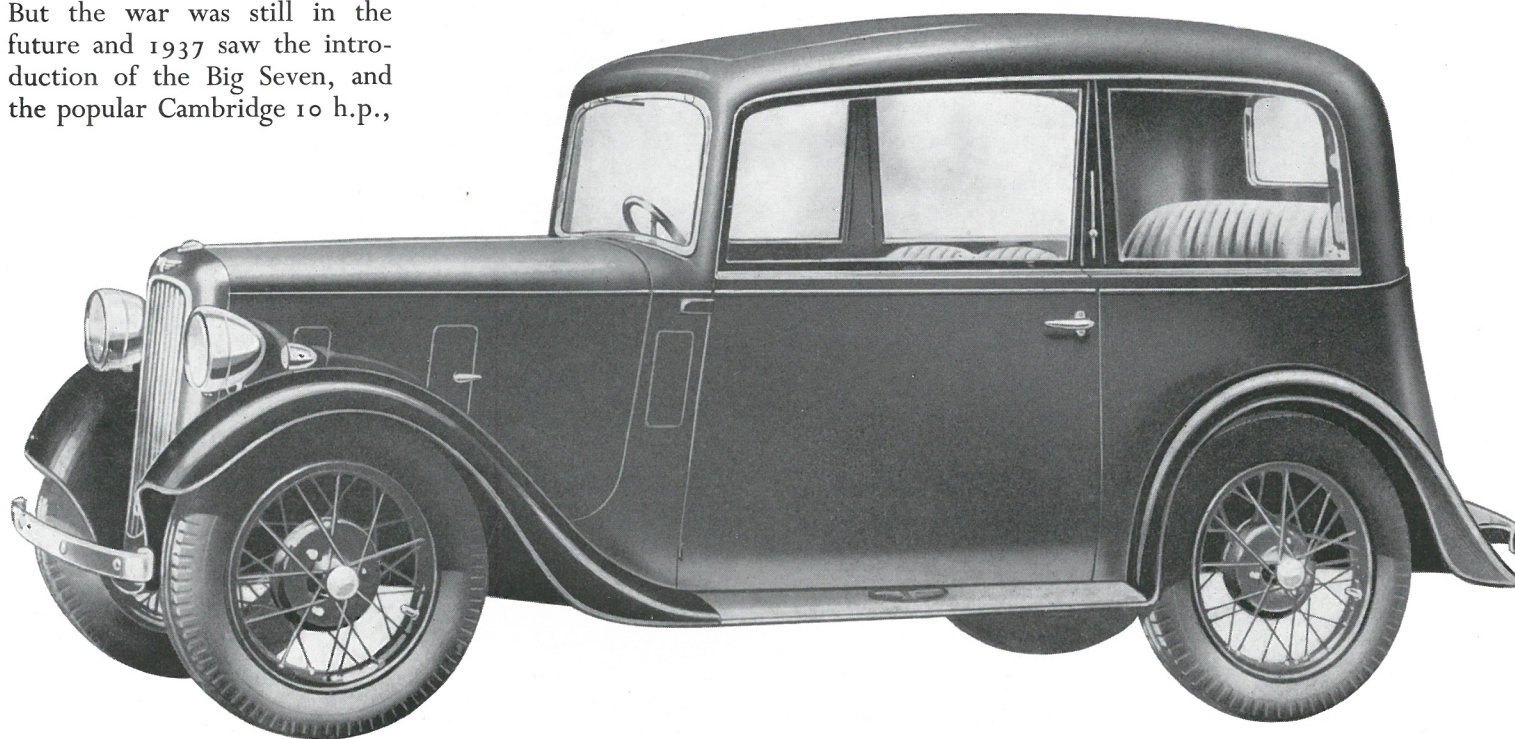


Germany re-arms

In the 1936 Honours List Sir Herbert Austin was created a Baron and elevated to the peerage. He took the title of Lord Austin of Longbridge.

In the same year, his sixty-ninth, he accepted the Chairmanship of the Government-sponsored shadow factory scheme for aero engine production, and during the next few years devoted much time to his new responsibility.

But the war was still in the future and 1937 saw the introduction of the Big Seven, and the popular Cambridge 10 h.p.,



7 h.p. Ruby Saloon

King George V Jubilee



1935

1929-33

1924

1920

1913

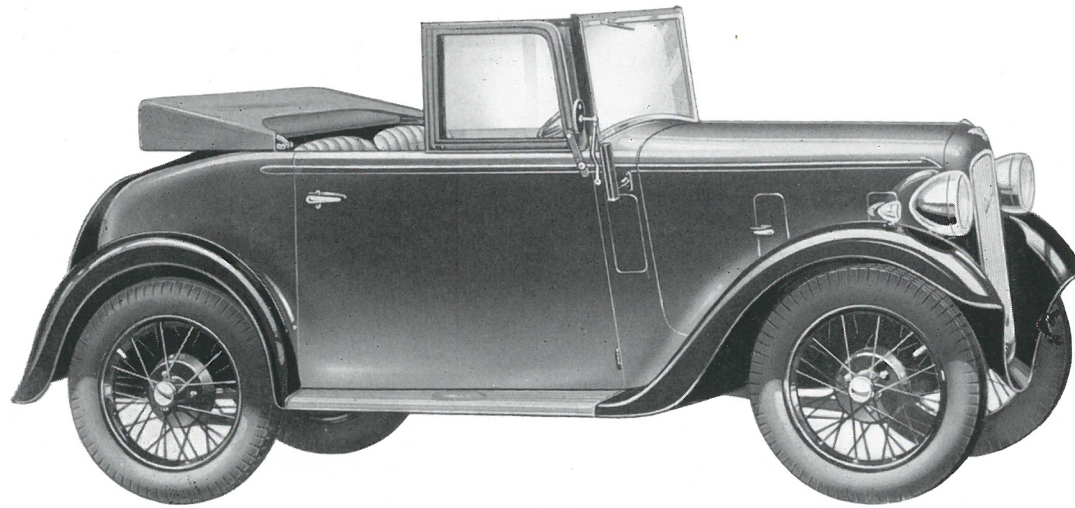
1911

1909

1907

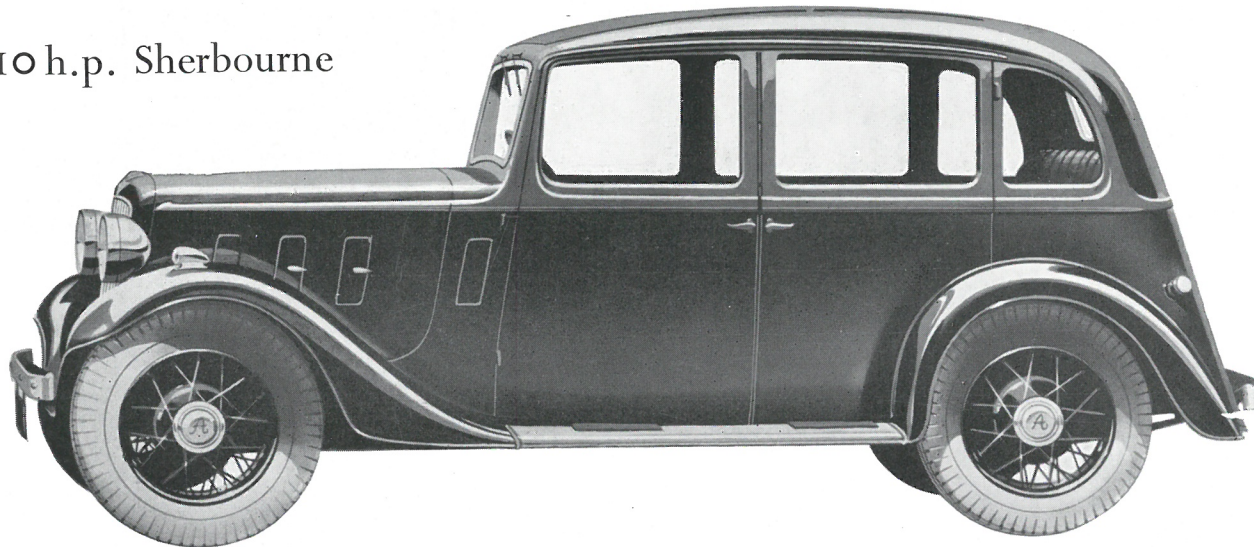
1905

1936



7 h.p. Tourer

10 h.p. Sherbourne



Ascot 12 h.p. and Goodwood 14-6 models. Also in the range at this time were the famous 18 and 20 h.p. saloons which offered such roomy and luxurious motoring, while on the race track the latest version of the Seven, with its twin-overhead camshaft engine producing 116 b.h.p. at 9,000 r.p.m., was sweeping all before it.

In March of the following year L. P. Lord joined the Company as Works Director. At the early age of forty-two he had already made a brilliant name for himself as Managing Director of the Morris, Wolseley and M.G.



Reading the
Accession Proclamation of Edward VIII

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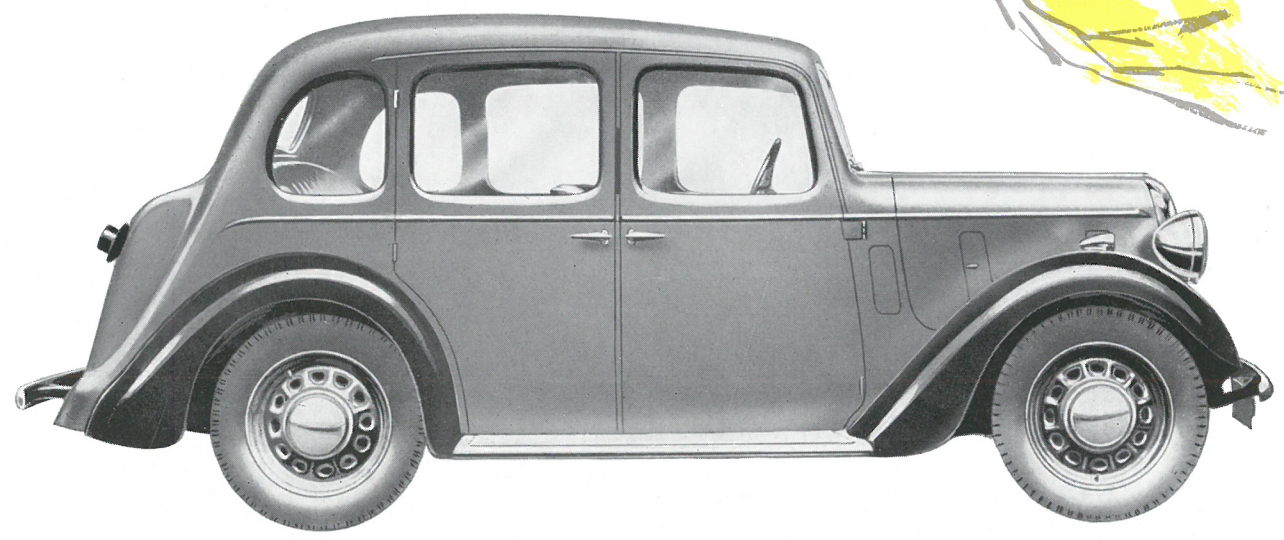
Companies, and subsequently as Director of Lord Nuffield's £2,000,000 trust fund for special areas.

The Cofton Hackett aero factory was then in operation and the first Austin-built aeroplane, a Fairey Battle, had flown from Longbridge. Austin was also re-entering the 2 and 5 ton commercial vehicle field and new trucks were announced in January, 1939.

In February, a new Eight was introduced to replace the Big Seven and a Ten followed in May. The last new model to be announced before the second World War was the Twelve, in August.

Immediately upon the outbreak of war, the change-over from peace-time to war-time production began. The same machines and hands that a short time back had turned out highly finished cars, took in their stride the production of a whole miscellany of intricate parts for the nation's war machine. The variety and quantities of articles produced were staggering. Over one-and-a-quarter million rounds of 2, 6 and 17 pounder armour-piercing ammunition and twice as many ammunition boxes.

Coronation of King George VI



10 h.p. Cambridge

1937
1935
1929-33
1924
1920
1919
1911
1909
1907
1905

Over half-a-million jerricans, nearly as many steel service helmets, and almost as many assemblies of one sort or another for mines and depth charges. A hundred thousand bogey suspension and driving gear units for Churchill tanks was considered almost a side-line.

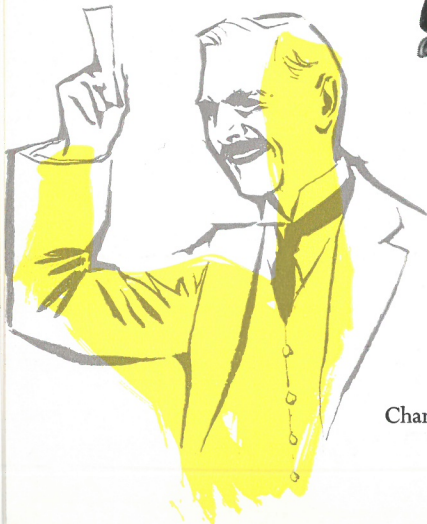
And all this against a steady output of wheeled vehicles of various types to a total of over thirty-six thousand.

The shadow factory at Cofton Hackett, which started production with Fairey Battle light bombers and Mercury and Pegasus aero engines, ended by turning out Lancaster four engined heavy bombers.

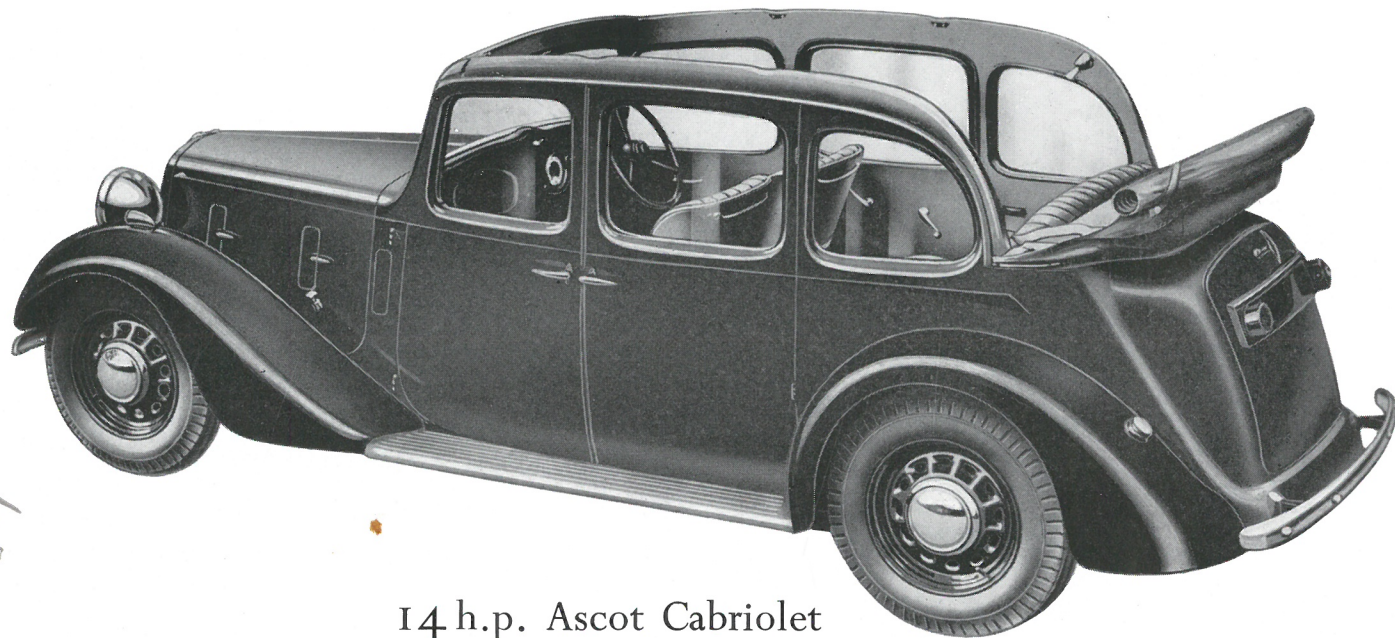
The latter were too big to be flown from the Longbridge flying ground and so they were assembled elsewhere, as were the Stirling bombers which preceded them. Nearly three thousand of these aircraft, along with Hurricane fighters, were ultimately produced, in addition to aero engines, Horsa Glider, Beaufighter and Miles Master fuselages.

Lord Austin died on May 23rd, 1941, after a short illness. He was succeeded by E. L. Payton, who retired four years later on November 28th, 1945, whereupon L. P. Lord became Chairman and Managing Director. The impact of the new Chairman's drive and vision on the fortunes of the

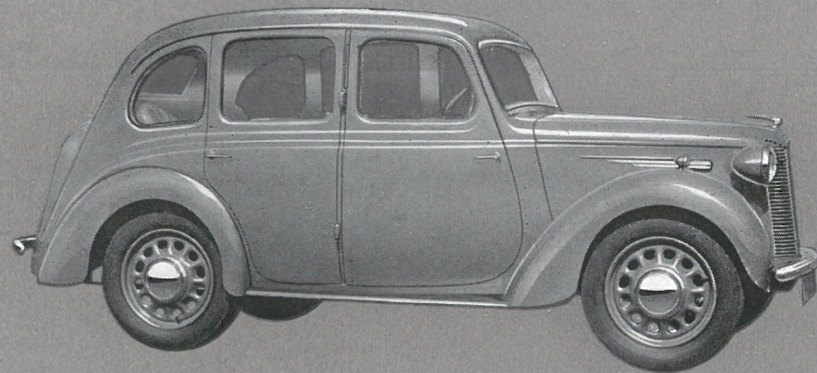
1938



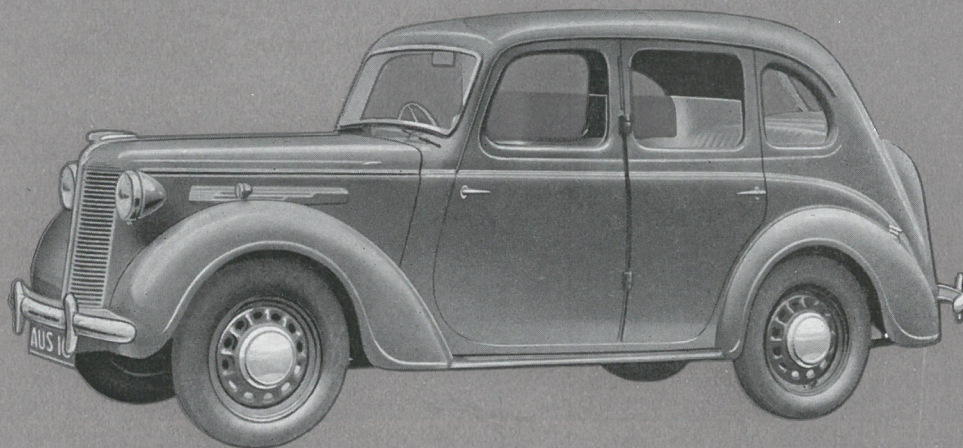
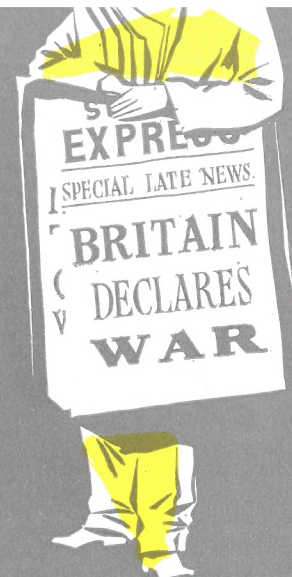
Chamberlain returns from Munich



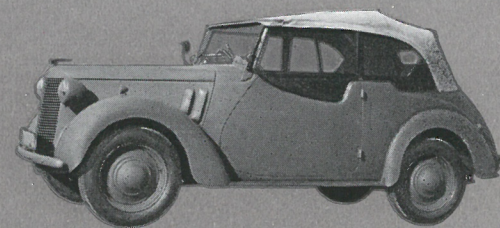
14 h.p. Ascot Cabriolet



8 h.p. A. R. Saloon



W.D. 8 h.p. Tourer



10 h.p. Saloon

As in the Great War period, the years 1939/1945 brought about many great changes at Austin.

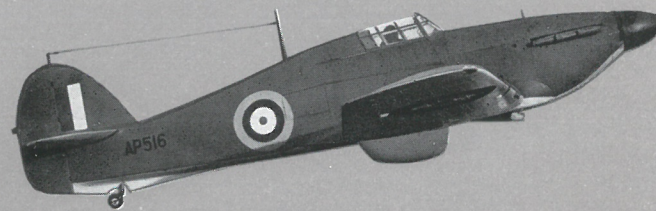
The switch to full war production was made in a matter of weeks and soon the munitions began to flow. They ranged from steel helmets to light bombers, jerricans to mechanism for depth charges, ammunition to tank suspensions.

1939
1937
1935
1929-33
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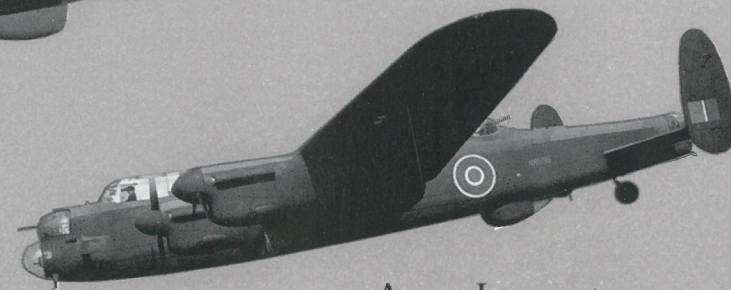
Over 36,000 wheeled vehicles of varying types and capacities, including small utility vehicles, four-wheel-drive trucks and ambulances were built at Austin during the War years.

The shadow factory at Cofton Hackett which adjoins the main Longbridge factory concentrated on aircraft, and nearly 3,000 were produced.

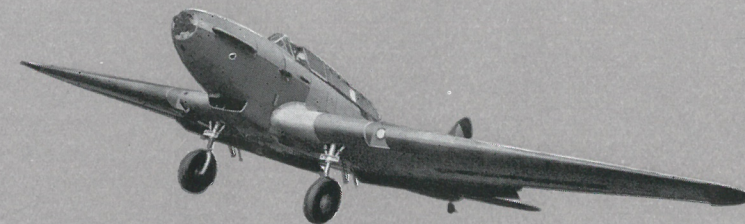
Fairey Battle light bombers, Lancaster heavy bombers and Hurricane fighters were assembled side by side with fuselages for Horsa gliders, Miles Masters and Beaufighters, while hundreds of engines were built for installation into aircraft made in other parts of the country.



Hawker Hurricane

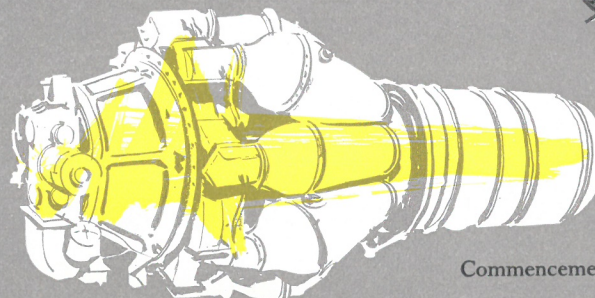
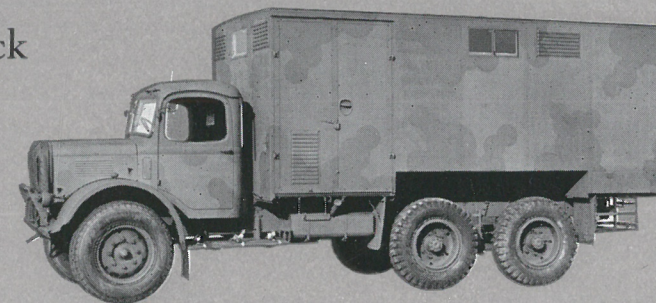


Avro Lancaster



Fairey Battle

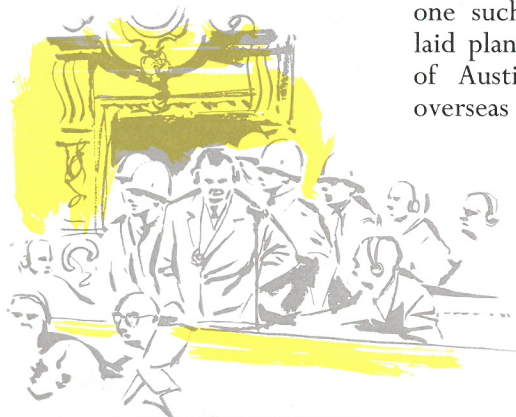
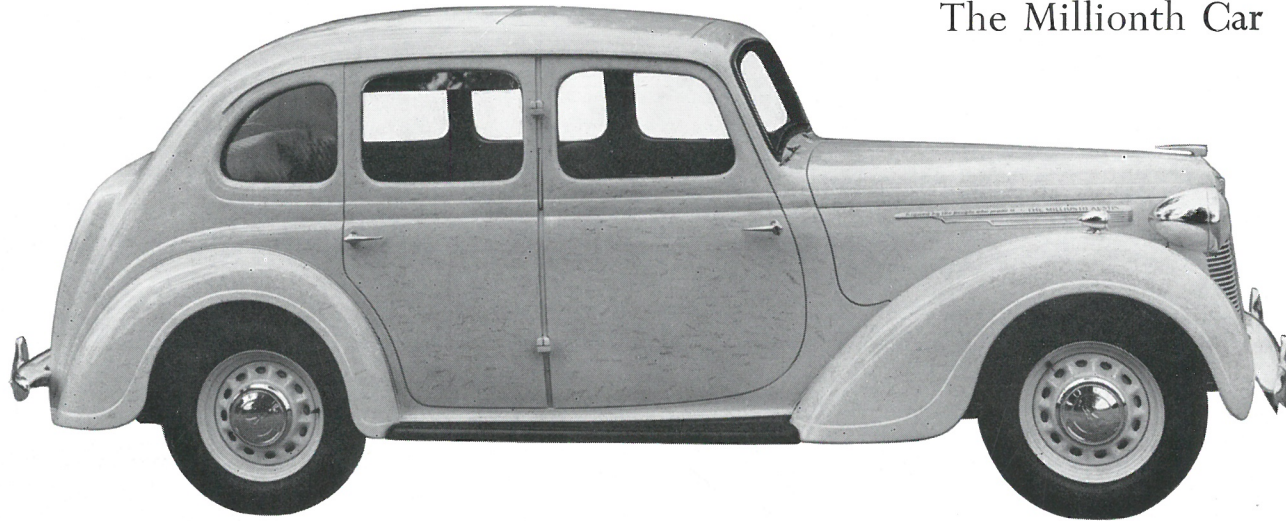
R.A.F. Wireless Truck



Commencement of the Jet era.

Company in the post-war years was to prove decisive. 1945 saw Britain victorious, triumphant and financially almost broke. Dreams and schemes of a higher than ever standard of living were many. Only the far-sighted realised it could only be earned by hard work and greater effort. L. P. Lord was

The Millionth Car



one such man and he at once laid plans for a rapid expansion of Austin car production for overseas marketing.

The Nuremberg Trials

1946

1939

1937

1935

1929-33

1924

1920

1913

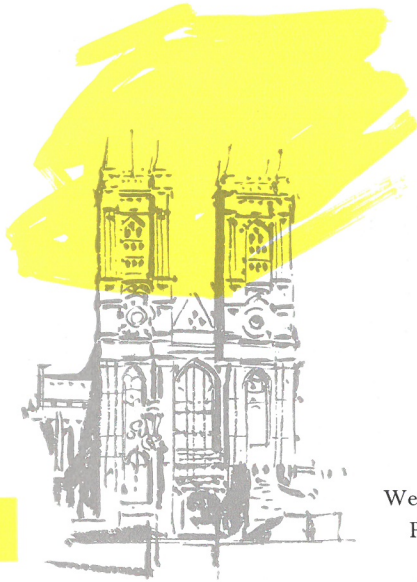
1911

1909

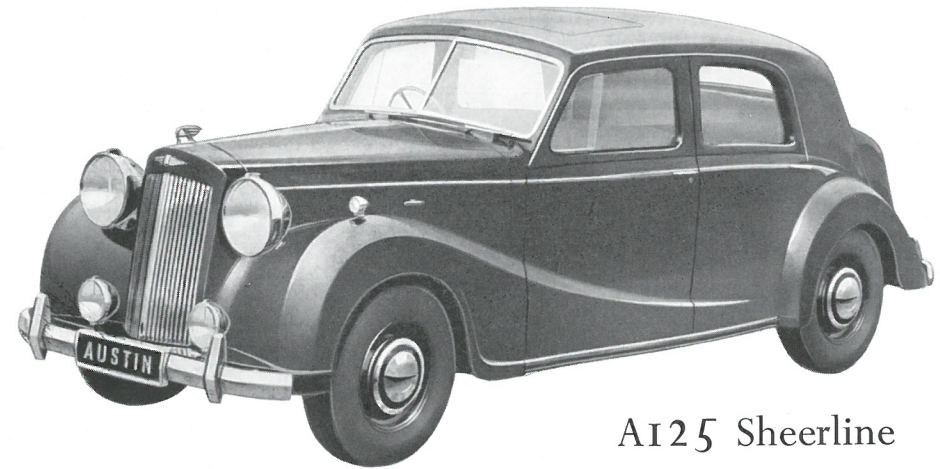
1907

1905

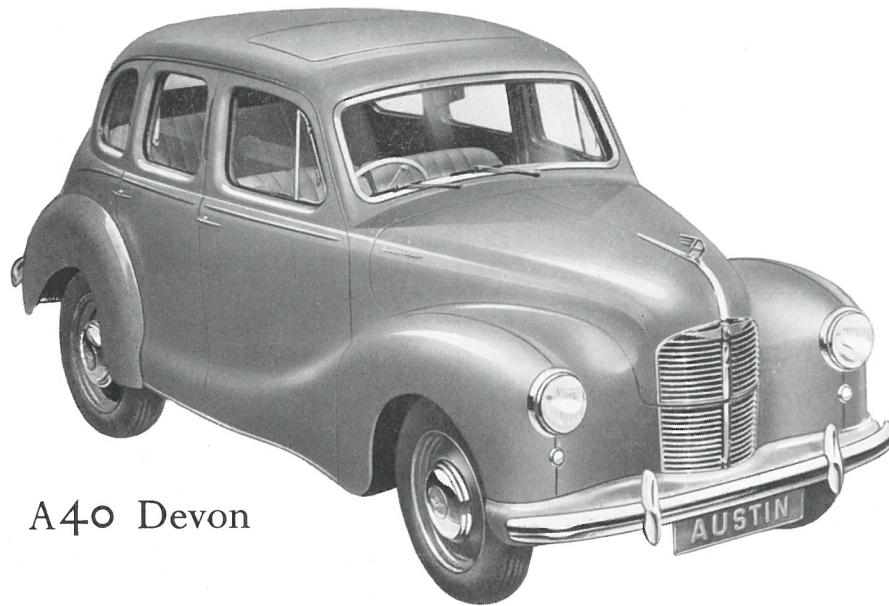
1947



Wedding of H.R.H.
Princess Elizabeth



A125 Sheerline

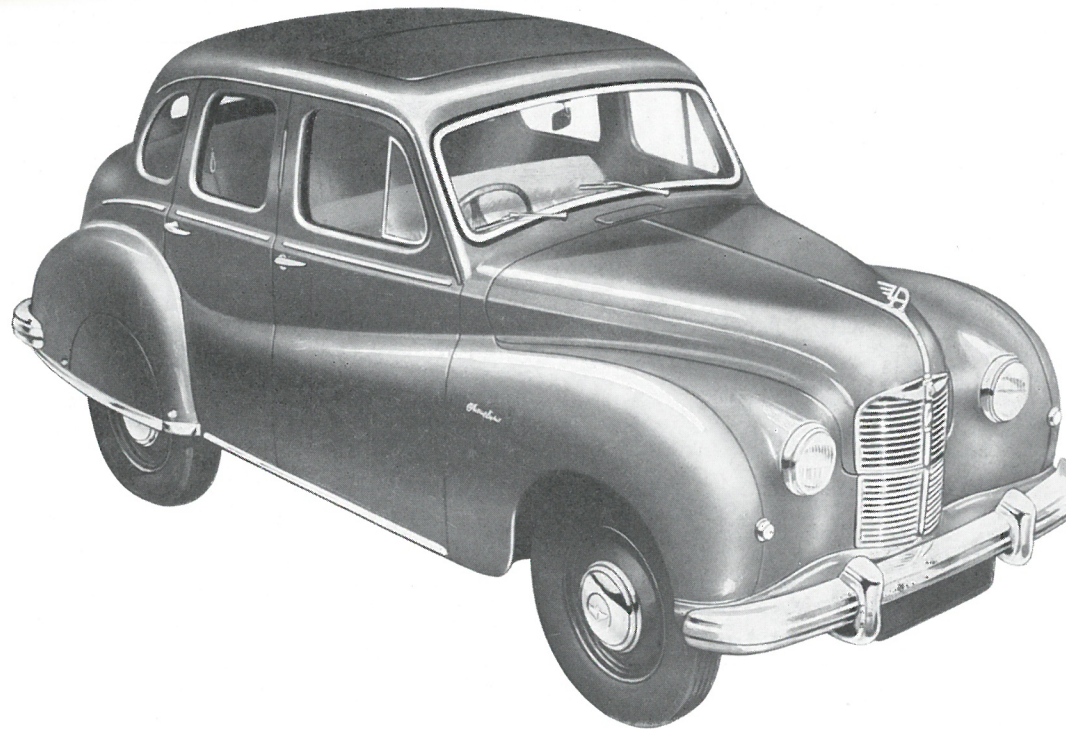


A40 Devon

A new post-war range would be produced. Eight, Ten, Twelve and Sixteens were planned, the latter being powered with an entirely new four-cylinder overhead-valve engine.

The first model away was the Ten and the Eight quickly followed. Then came the Twelve and the Sixteen.

In June, 1946, the Millionth Austin was produced, and this car, painted in a matt cream, was signed by the Chairman and the workpeople at a special celebration.



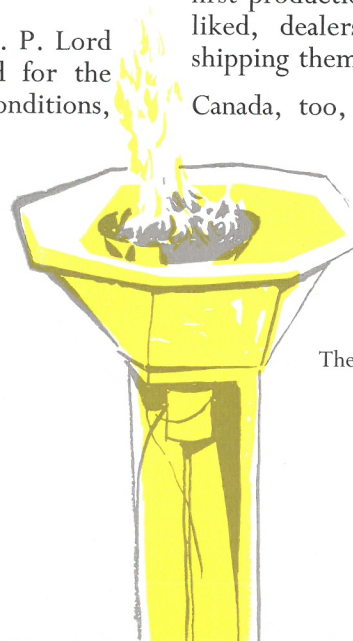
A70 Hampshire

The winter of 1946-7 was one of the severest on record, which gave added lustre to an epic "Seven Capitals in Seven Days" run made by three Austin Sixteens from Oslo to Geneva, where, for the first time, two entirely new cars, the A110 Sheerline and the A120 Princess, were exhibited.

Britain at this time badly needed dollars and L. P. Lord was determined to obtain them. He sailed for the U.S.A. in May, and after a close study of conditions,

returned to Longbridge and prepared for a large-scale attack on this most difficult of all markets, with a new car then in a forward stage of development. In August, accompanied by G. W. Harriman, his Works Director, the Chairman re-crossed the Atlantic, taking two of the first production A40 Devons with him. The cars were liked, dealers signed up and plans were made for shipping them.

Canada, too, became an integrated part of this drive



The Olympics held in London

1948

1946

1939

1937

1935

1929-33

1924

1920

1913

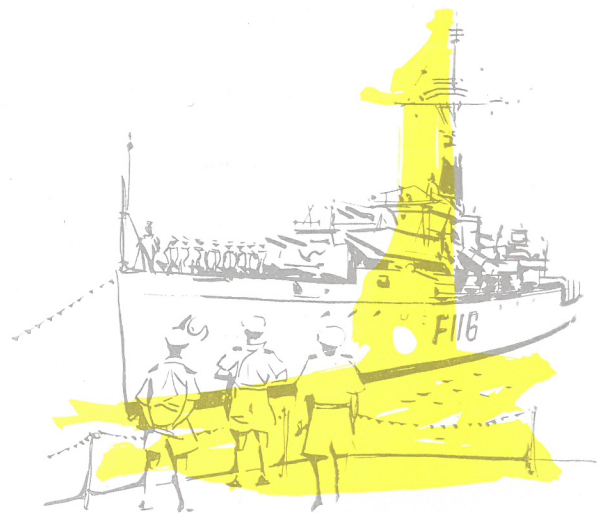
1911

1909

1907

1905

1949-50



H.M.S. *Amethyst* arrives at Hong Kong

and old Austin distributorships and dealerships there were greatly strengthened.

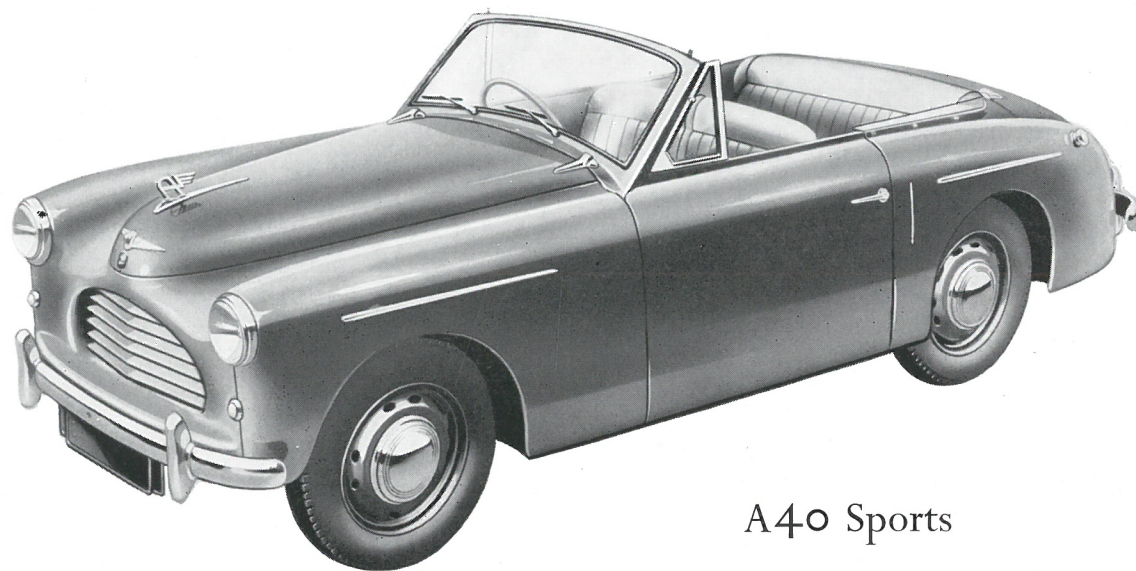
As the new A40s began to arrive and pass into the hands of the public, sales increased and dollars streamed back to Britain.

At Longbridge production was steadily rising. The Eight, Ten and Twelve cars which had served so well during the immediate post-war years, were now replaced by the A40. The Sixteen continued in production, along with the new luxury Sheerline and Princess cars, while the output of 2- and 5-ton trucks and of the 10-cwt and 25-cwt. light commercials proceeded apace. In the financial year ended July 31st, 1948, the total overseas earnings amounted to over £30,000,000.

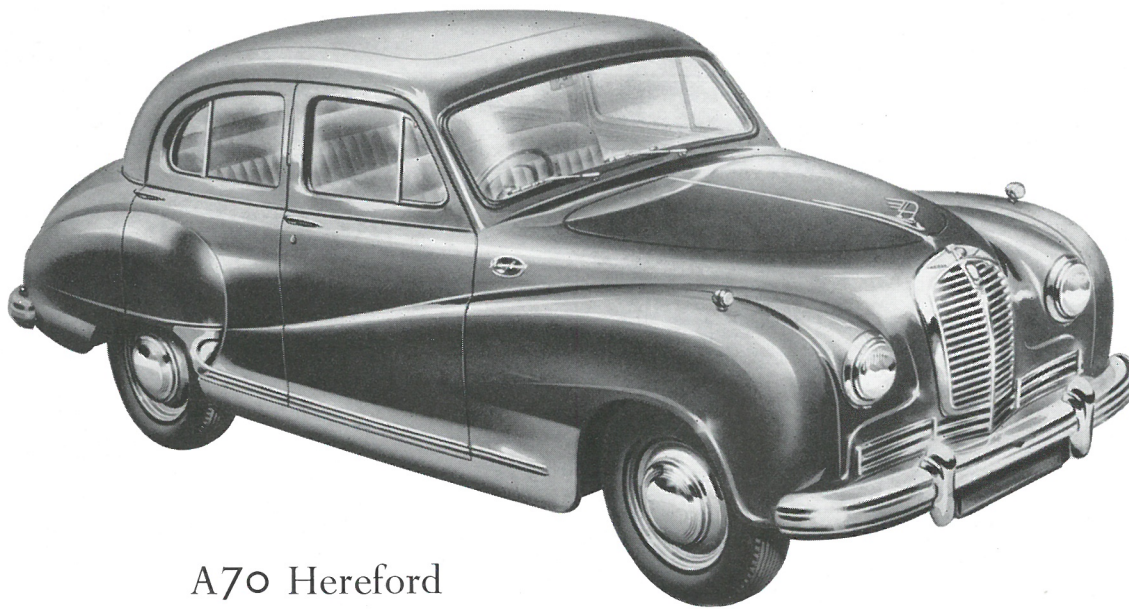
At the 1948 International Motor



A90 Atlantic



A40 Sports



A70 Hereford

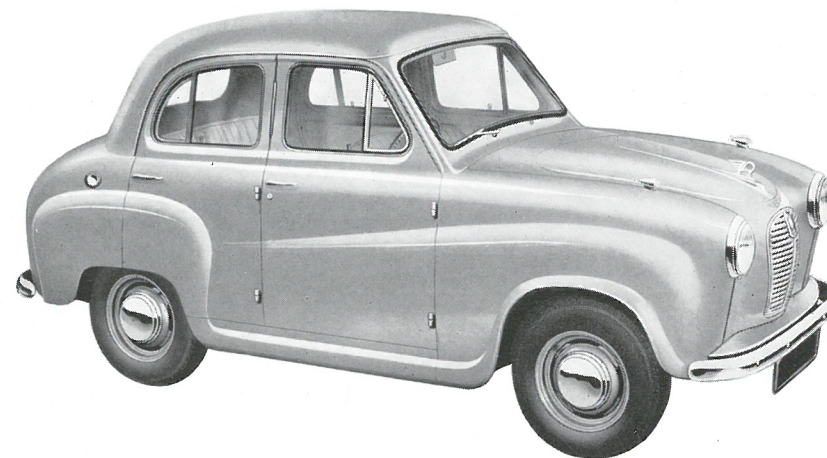
Exhibition at Earls Court, two new models, the A70 Hampshire and the A90 Atlantic Convertible, were announced. The latter had a twin-carburettor overhead-valve engine, and streamlined bodywork quite unlike any previous Austin.

That the A90 had a superb performance was later proved at Indianapolis in 1949, when a standard model covered 11,850 miles at an average speed of 70.54 m.p.h.

By July 3rd, 1949, annual production had reached a total of 126,685, in 1950 it reached 157,628, and in 1951 the magnificent total of 162,079 was achieved, with 114,609 of these going to export markets.



Festival of Britain



A30 Seven

1951-52

1948

1946

1939

1937

1935

1929-33

1924

1920

1913

1911

1909

1907

1905

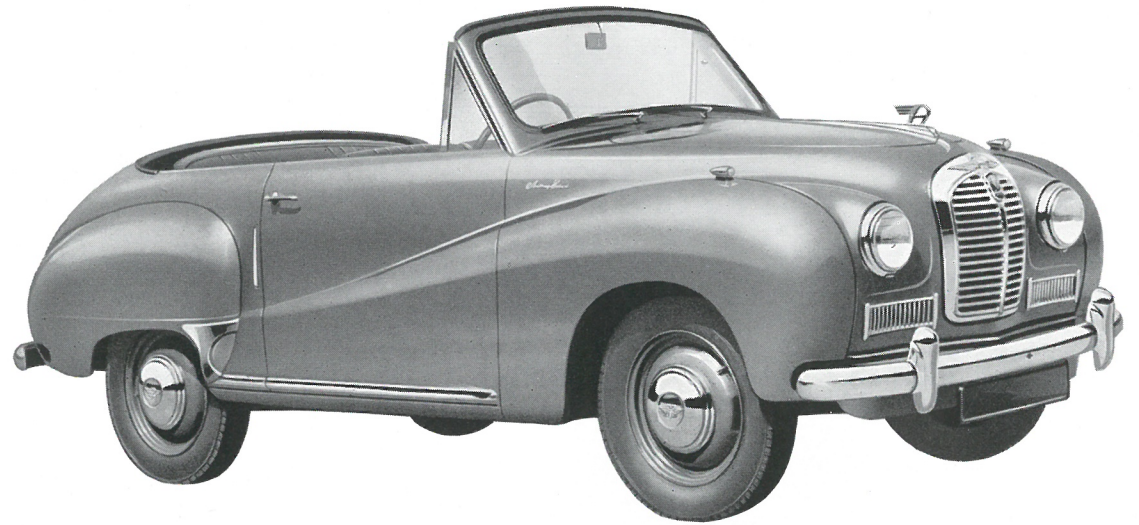
1953



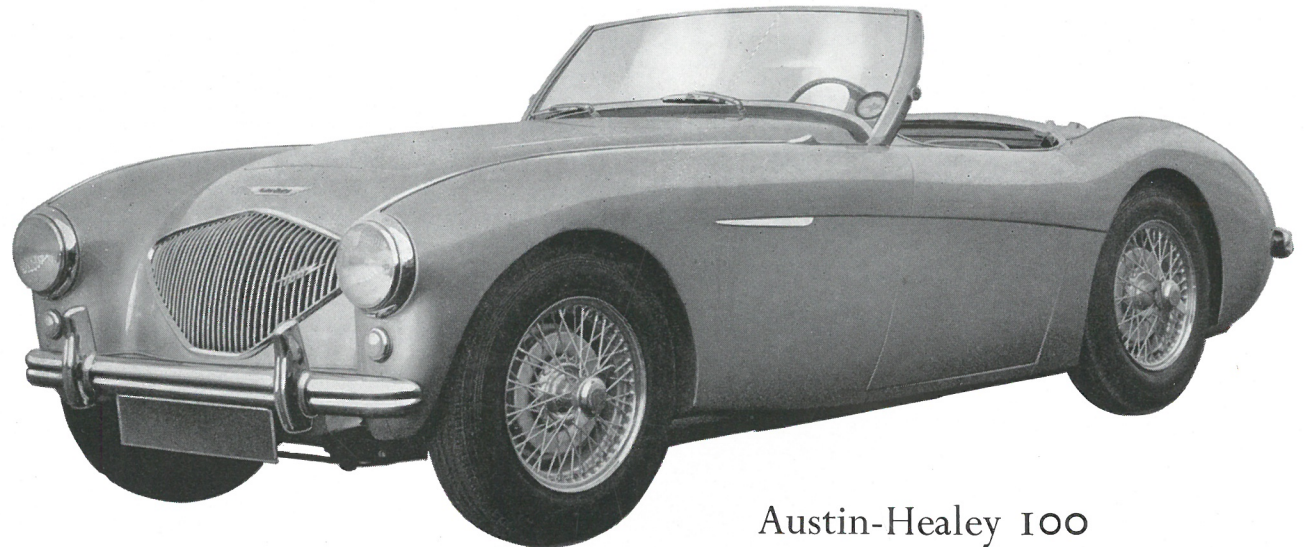
Everest conquest

Thus, within five full years of the end of the war, production at Longbridge had increased by over 50 per cent on pre-war output, and this without any significant change in factory acreage or in the number of employees.

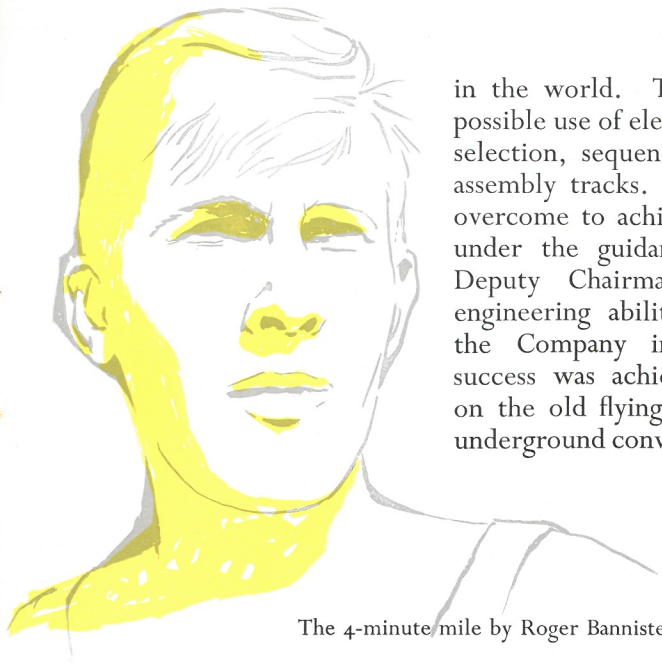
But while all these records were being achieved, the Longbridge engineers were pursuing even further, plans for increasing production efficiency. A new car assembly building was being erected, which would be the most modern of its kind



A40 Coupé



Austin-Healey 100



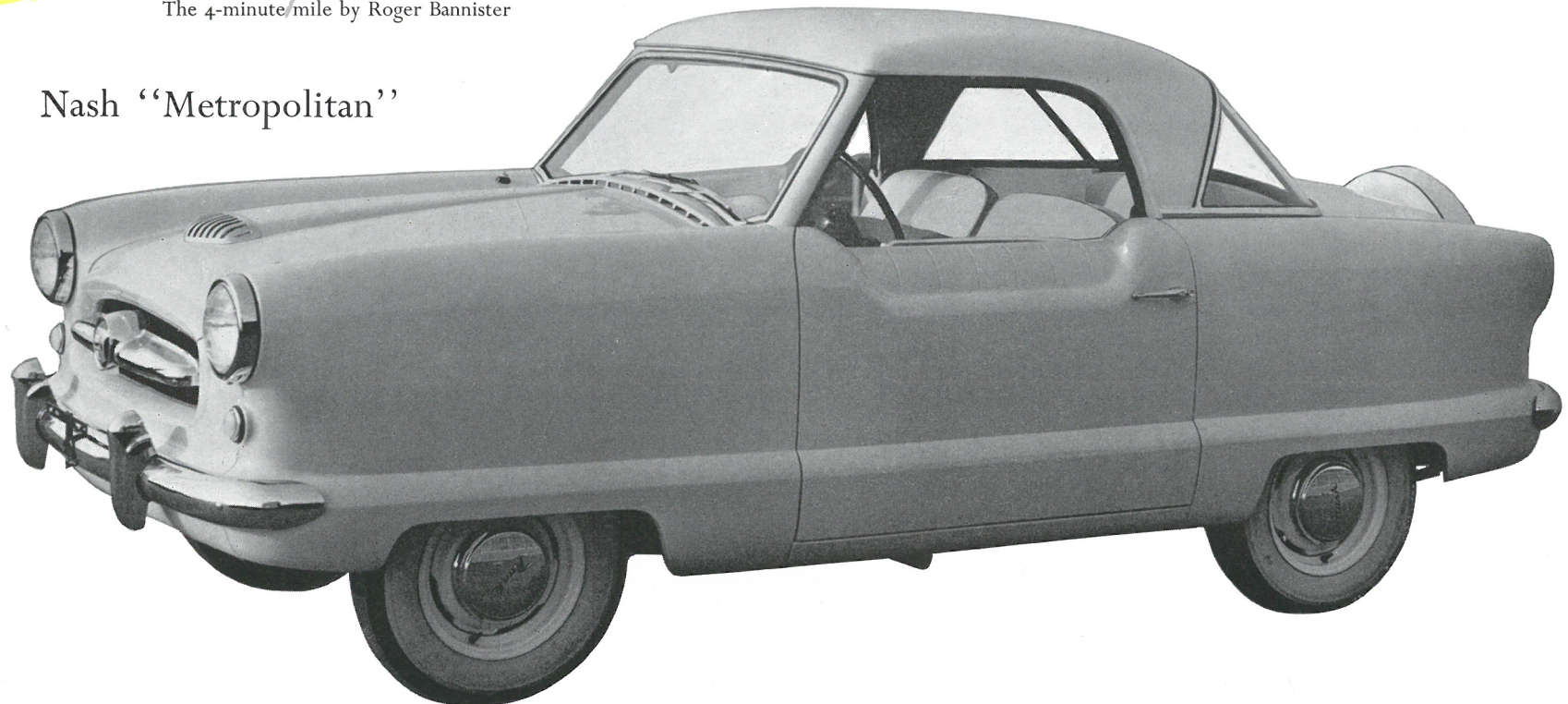
The 4-minute mile by Roger Bannister

in the world. The aim was to make maximum possible use of electronic controls for the automatic selection, sequencing and feeding of parts to the assembly tracks. The problems which had to be overcome to achieve this aim were immense, but under the guidance of G. W. Harriman, now Deputy Chairman, whose unique production engineering ability had proved so invaluable to the Company in its post-war reconstruction, success was achieved. The new building, sited on the old flying ground, and fed by a system of underground conveyors, was opened by the Minister

of Supply on July 19th, 1951. With its four assembly tracks, it had an output potential of one vehicle every forty-five seconds and provided first-class working conditions for the employees.

The 1950 Motor Show saw the announcement of the A70 Hereford, and twelve months later came the A30 Seven. These models were followed early in 1952 by the A40 Somerset as successor to the popular Devon. At the 1952 Show a new sports car, with the A90 engine and other basic Austin units, was exhibited by the Donald Healey Motor

Nash "Metropolitan"



1954

1951-52

1948

1946

1939

1937

1935

1929-33

1924

1920

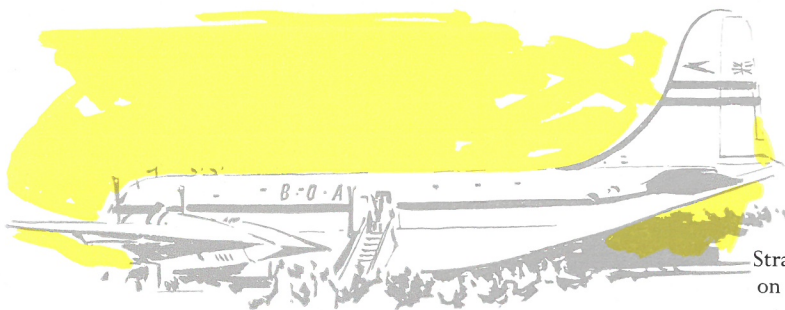
1913

1911

1909

1907

1905

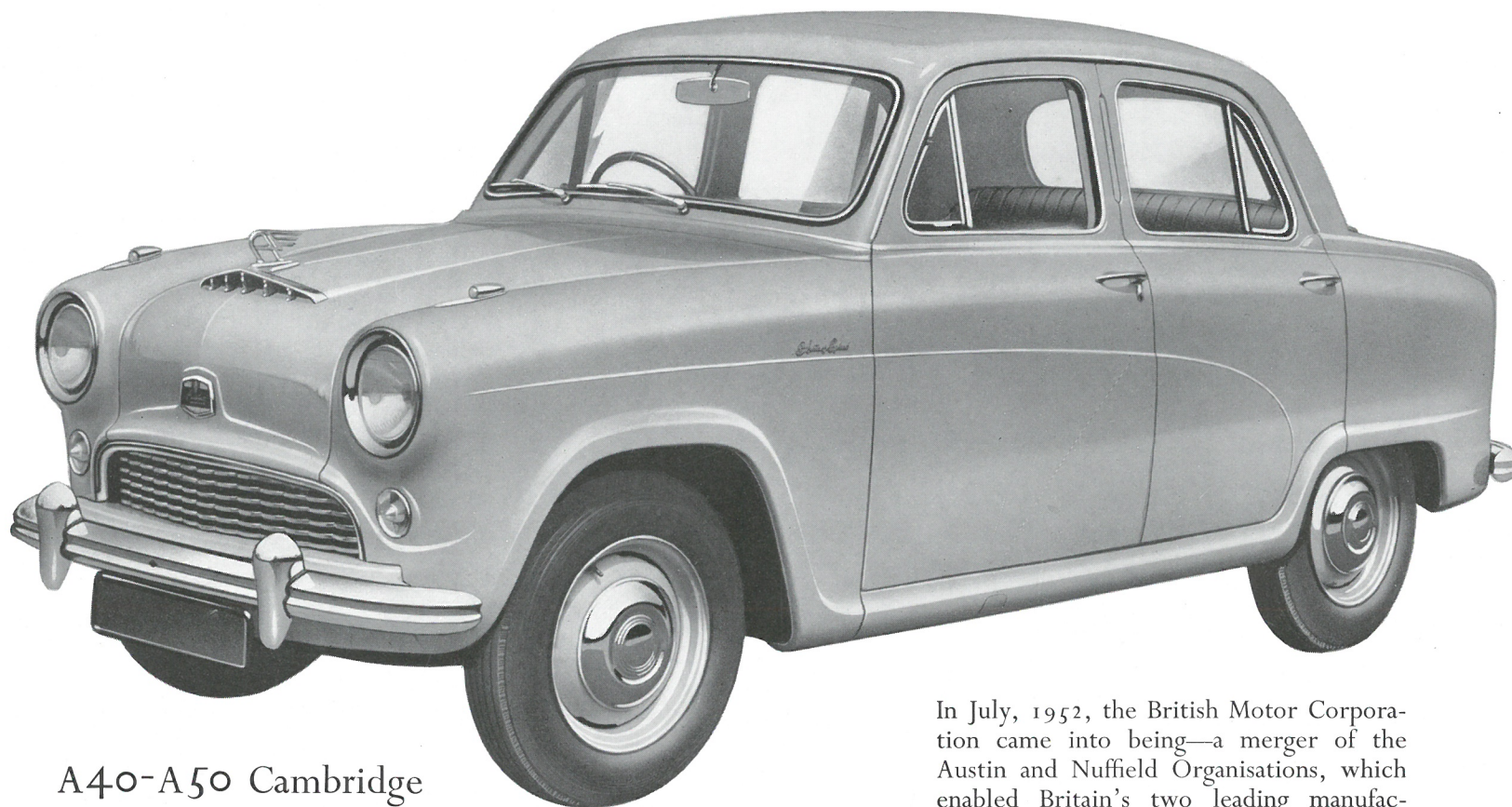


Stratocruiser "Canopus"
on Commonwealth Tour

Company. This led to an agreement with Donald Healey for the cars to be produced at Longbridge under the title of the Austin Healey Hundred. And so another famous model joined the Austin ranks.

By 1952, the Company's factory site covered 250 acres, over 19,000 men and women were employed and the Company had earned well over £150,000,000 in foreign currency since the end of the war.

1954

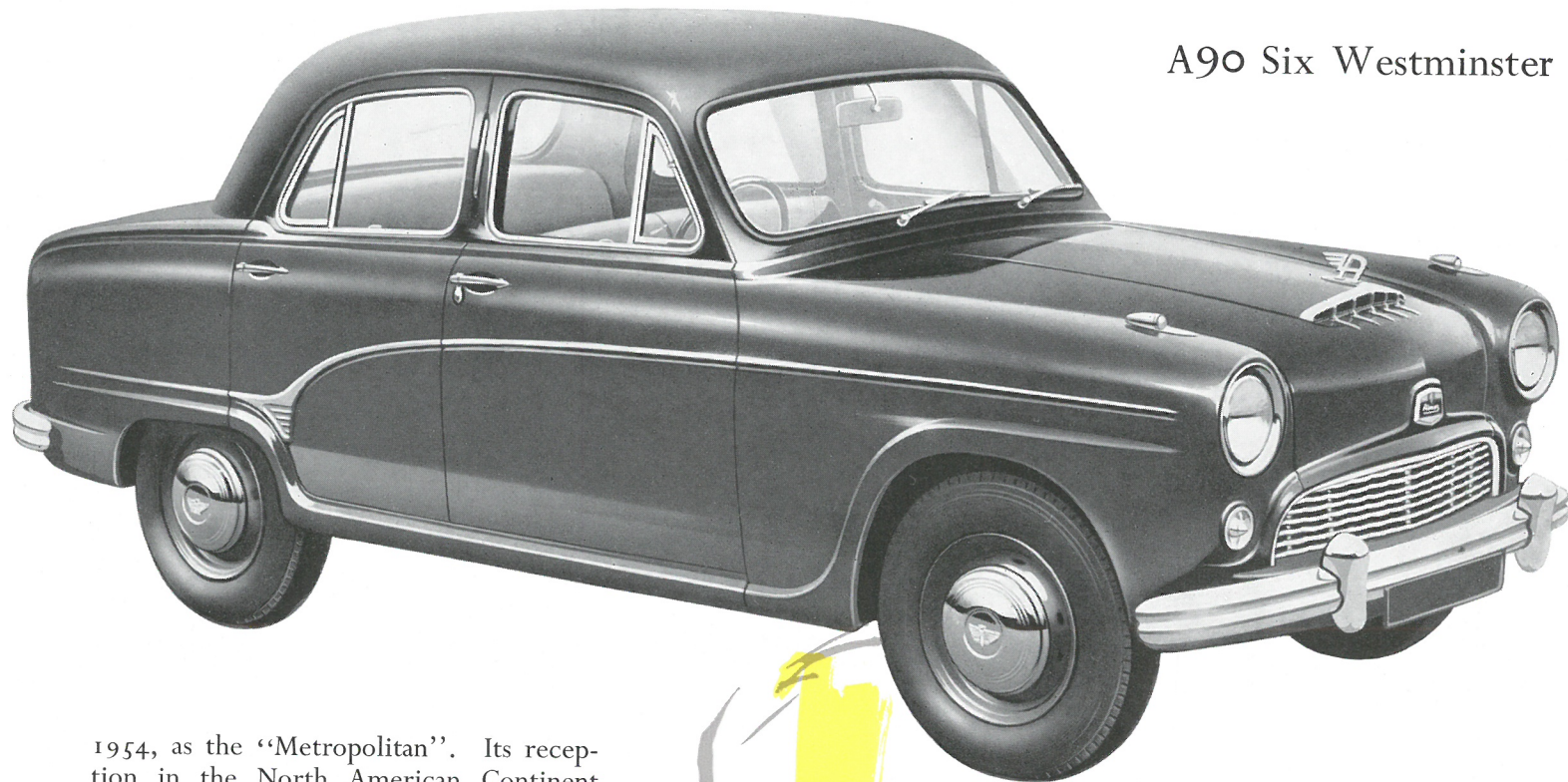


A40-A50 Cambridge

In July, 1952, the British Motor Corporation came into being—a merger of the Austin and Nuffield Organisations, which enabled Britain's two leading manufacturers to pool experience and productive capacity to give the customer even finer motoring at competitive prices, supported by a comprehensive parts service.

On November 26th, 1953, the second

millionth car was despatched and plans were well advanced for the production, in co-operation with Fisher and Ludlow Limited, of Birmingham (which later became a B.M.C. plant), of an American light car for the Nash Company of the U.S.A. This new model, which Nash were anxious should make use of as many A40 parts as possible, including the engine, was ultimately announced on March 19th,



A90 Six Westminster

1954, as the "Metropolitan". Its reception in the North American Continent where it was to be exclusively marketed, was at once most encouraging.

Another product which had also established itself as a dollar earner, was the Austin-Healey Hundred, which, at the Utah Salt Flats in 1954, achieved a speed of 192.6 m.p.h. over the measured mile.



Churchill retires

1955

1954

1951-52

1948

1946

1939

1937

1935

1929-33

1924

1920

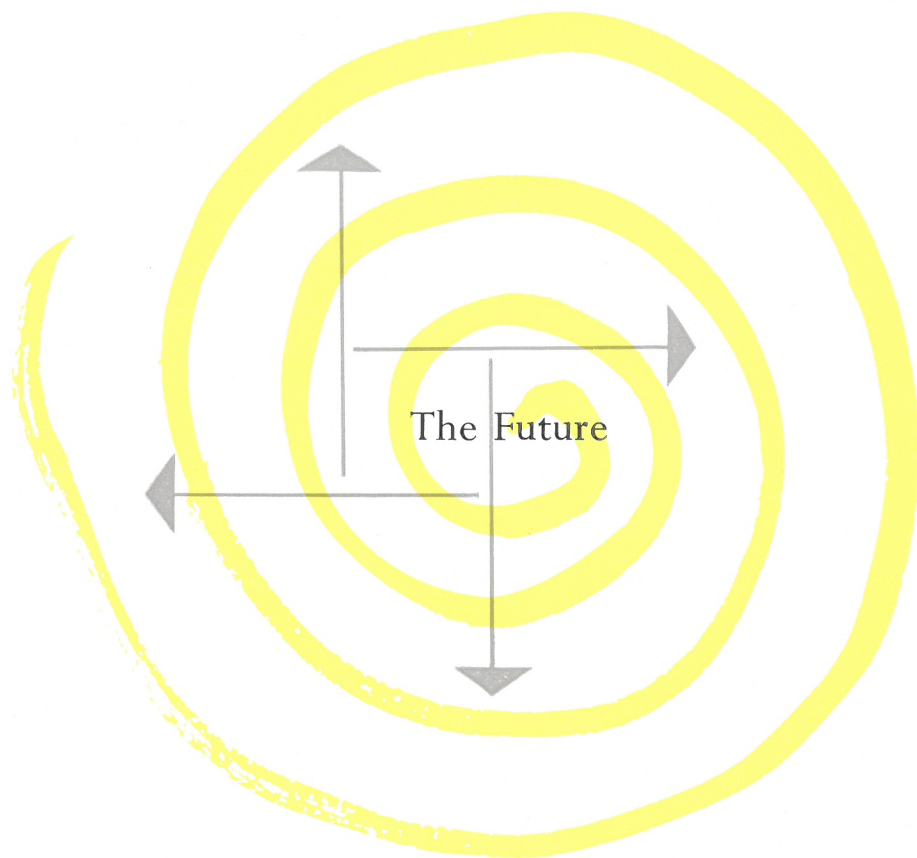
1913

1911

1909

1907

1905



On September 28th, 1954, the successor to the A40 Somerset was announced. It was a completely new car, of unit construction, with sweeping lines, and a choice of 1200 c.c. or 1500 c.c. engines. Named the "Cambridge," the new car was at once in great demand. It was shortly followed by a new six-cylinder car, the A90 Six Westminster. On the commercial side a range of light vehicles from 5 to 30 cwts. was displayed at the Commercial Motor Show and on March 9th, 1955, newly designed 2/3 and 5 ton trucks with normal or forward control and petrol or diesel engines, were in production.

This, then, in brief outline, is the story of the Austin Motor Company's first fifty years. Its present Chairman, Sir Leonard Lord, who was created a Knight of the British Empire in the 1954 New Year Honours List, is carrying the torch handed on by Lord Austin. Under his inspiring leadership we await the future with eagerness and optimism.

Facts and Figures

FACTORY AREA

1905	2½ acres
1925	62 acres
1945	110 acres
1955	165 acres

FACTORY SERVICES (1954)

Length of internal roadways	8 miles
Length of internal railway track	7½ miles
Total length of cable in internal works telephone system	20 miles
Coal used per year	74,338 tons
Oil fuel used per year ..	1,712,233 galls.
Water consumption per year	350,558,660 galls.
Gas consumed per year	541,198,320 cu. ft.
Power House generating capacity	8,650 kW.
Total electricity load	18,000 kW.
Total volume of works buildings	86,232,930 cu. ft.

CAR ASSEMBLY BUILDING

Length	900 ft.
Area of glass	60,000 sq. ft.

Length of main supply tunnel ..	1,120 ft.
Depth of tunnel below ground ..	20 ft.
Volume of air circulated per minute	1,000,000 cu. ft.
Length of conveyor system ..	16 miles
Load capacity of conveyor ..	708 tons
Length of electric cable in control system	100 miles
Number of automatic switches ..	600
Electricity load per day	400 kW

EMPLOYEES

1905	200
1925	8,000
1945	16,000
1955	21,000

PRODUCTION

1905-6	23 vehicles
1925-26	24,920 vehicles
1946-47	86,388 vehicles
1953-54	193,810 vehicles

CUMULATIVE PRODUCTION

1906-7	170 vehicles
1925-26	78,402 vehicles
1946-7	1,122,163 vehicles
1953-4	2,135,292 vehicles

EFFICIENCY

In 1905-6 one car was a week's work for	112 employees
In 1925-6 one car was a week's work for	16 employees
In 1946-7 one car was a week's work for	9 employees
In 1953-4 one car was a week's work for	6 employees

MATERIAL FOR PRODUCTION Per Week (1954)

Timber (for door frames, truck bodies, etc.)	7,654 cu. ft.
Carpet	5½ miles
Roof lining and fabrics	4½ miles
Hides	2,500
Hair and fibre (for upholstery)	8 tons

Facts and Figures

MATERIAL FOR PRODUCTION—Contd.

Sound insulating material	6 tons
Glass (windscreens and windows)	40,000 sq. ft.
Paint	12,000 galls.
Paint abrasives, polishes, stopping, etc.	5 tons
Rubber solution	4½ tons
Steel pressings	2,500,000
Total body parts	21,000,000
Ball and roller bearings	64,300
Steel tubing	9½ miles
Lamp bulbs	50,000
Sparking plugs	17,500
Length of electric wiring cable (approx.)	180 miles
Total chassis parts	12,000,000

SPARE PARTS (1954)

Orders handled per week	3,000
Individual lines stocked	35,000
Spare parts despatched per week	300,000
Average weight of parts despatched per week	400 tons

USE OF SALVAGED MATERIAL (1954)

YELLOW METALS (brass and phosphor bronze)	333 tons
Re-smelted for the production of ingots.	

ALUMINIUM and Light Alloys .. 734 tons
Re-smelted for the production of ingots.

LEATHER CUTTINGS 50 tons
Used for making slippers, shoes, industrial gloves and artificial fertilizers.

ROOF LININGS and Calico 7 tons
Used for incubator curtains and boot, shoe, slipper and glove linings.

CARPET CUTTINGS 9 tons
Used in the toy trade and for making hassocks, slipper inner soles, polishing pads, etc.

PAPER 105 tons

FIREWOOD 680 tons

PACKING FOR EXPORT Per week (1954)

Number of complete crates	1,500
Total of timber used	27,000 cu. ft.
Waterproof lining paper used	180,000 sq. ft.
Nails used in crates	2¼ tons

WORKS POST OFFICE per week (1954)

Letters and postcards despatched	52,850
Average cost of letter post	£575
Parcels despatched	1,500

Average cost of parcel post	£179
Internal works post—number of postmen	11

WELFARE SERVICES

Dining rooms	16
Snack bars	4
Cooked meals served a year	700,000
Subsidiary meals served a year	1,000,000
Canteen staff employed	215
Ambulance stations	8
Qualified Nurses	25
Works Police	69
Firemen (full time)	33

A modern Health Department, built as a memorial to the late Lord Austin, includes X-ray apparatus and deep ray and radiant heat equipment. There are two resident medical officers, and two specialists attend two or three times a week.

Operated in close association with the Health Department is the Rehabilitation Shop. Here injured workers can exercise stiff limbs, and at the same time do a useful paid job of work by operating light machines fitted with special manual or foot controls.

EARLY AUSTIN TRADE MARKS

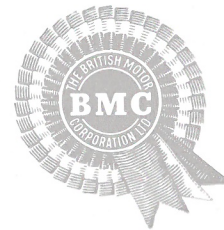


Registered 1906

Austin

Registered 1909

THE AUSTIN MOTOR COMPANY LIMITED
LONGBRIDGE BIRMINGHAM



AUSTIN MOTOR EXPORT CORPORATION LIMITED
LONGBRIDGE, BIRMINGHAM and OXFORD ST., LONDON, ENGLAND



1955