



# AUSTIN

*Advertising Aids*

**Supplement**



# AUSTIN ADVERTISING AIDS

We have pleasure in producing a supplement to our booklet 'Austin Advertising Aids,' giving details of recent additions to the range of showroom signs, novelties, etc.

Every endeavour has been made to maintain the quality, and we offer each item to our Dealers with every confidence, knowing that they will be of assistance in their selling campaigns.

The majority of the smaller items will be forwarded by parcel post, but where crating is necessary carriage and packing charges will be incurred. Cases are charged, but will be credited if returned in good condition to the suppliers works.

*All enquiries should be sent to:*

**THE PUBLICITY DEPARTMENT  
AUSTIN MOTOR CO. LTD.  
LONGBRIDGE, BIRMINGHAM**

**THE COURIER DE-LUXE SIGN**

The courier projection sign listed in our Advertising Aids Booklet has now been redesigned and incorporates a complete perspex envelope, instead of the aluminium box casing.



Ref. No. 66

The moulded perspex sign, which gives maximum presentation of the name Austin is manufactured from white translucent perspex with interior fluorescent lighting. The letters which are of super-imposed, cut-out red perspex are beautifully finished with bevelled gold painted edges. All electrical gear is self-contained in the sign and is suitable for standard A.C. mains. The sign illustrated is double sided, but a single sided version is available for either indoor or outdoor use.

Size: 40½" × 23"

Price: Double Sided De Luxe Sign	...	£26 0 0
Single Sided De Luxe Sign	...	£19 10 0

**AUSTIN - HEALEY SIGN**

It has been felt for some time that there is a demand for an illuminated sign featuring the Austin-Healey franchise. This has now been produced as a white perspex panel with cut-out red letters illuminated by fluorescent tubes. The overall size is 36" x 14". Suitable for A.C. 230 volt lighting.



Ref. No. 67

Price: With twin fluorescent tubes	...	£12 0 0
With single fluorescent tube	...	£10 0 0
With bulbs	... ..	£ 9 0 0



Ref. No. 68

Size: 48" x 10"

Price: £9 10s. 0d.

**AUSTIN GIPSY SIGN**

To cover the 'Gipsy' franchise, a slightly larger edition of the indoor fluorescent sign has been produced. The individual script of the word 'Gipsy' has been faithfully reproduced, and the combination of colour and perspex lettering makes an attractive sign.



**POSTER DISPLAY BOARD**

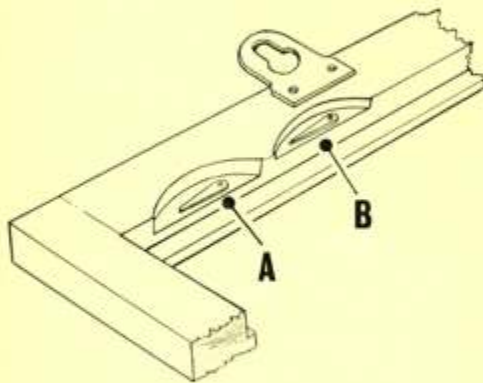
Many of our dealers' show-rooms lend themselves to the attractive display of our coloured car posters, and we have produced a de-luxe poster frame in light oak to take the standard 35" x 25" size.

The Poster Display Board, by repositioning the brass turn buttons can be fitted with glass if desired, and the brass keyhole slot brackets allow easy suspension. Altogether a well designed and constructed board using the best of materials, with glued mortice and tenon joints, it will give excellent service.

Price: £2 5s. 0d. each

Carriage and Packing extra.

Ref. No. 69



The illustration shows how the brass turn buttons can be moved from B to A, to give the necessary space for the glass and the suspension brackets which are turned round for easy transit.



Ref. No. 70

## SHOWROOM PRICE CARD

An improved, but inexpensive 'Austin' Price Card which can be used on all models. The size of the card has been enlarged in order to give a clearer impression of the letters, and a set of interchangeable price cards are included, which will be brought up to date when price changes occur. The card is embossed, has a strong supporting strut and is finished in maroon and grey, to avoid clashing with car colour schemes.

Size:  $9\frac{1}{2}'' \times 7\frac{1}{4}''$

Price: 3s. 6d. each



## AUSTIN ROSETTE POCKET BADGE

The new badge incorporates the B.M.C. Rosette with the name AUSTIN, and is for use on the white overalls of showroom personnel. On a white background the Rosette is embroidered in red, white and blue underlined with the AUSTIN in red.

Size:  $4\frac{1}{4}'' \times 4''$

Price: 3s. 0d. each



Ref. No. 72

## CIGARETTE CASE

A contemporary King-Size cigarette case of light metal construction; its surface will not stain or tarnish, and will retain its lustre indefinitely. The case is leather covered for that superior finish, and gold-blocked with the Austin Coat of Arms.

An ideal gift for personal friends, business colleagues and valued customers.

Price: 18s. each.

## LADIES POWDER COMPACT

The latest addition to our range of Advertising Gifts, is an extremely attractive Powder Compact for the increasing number of lady owner-drivers.

A 'Stratton' product in untarnishable gilded metal with the flying 'A' emblem in deep maroon, it is of up to the minute design and takes the popular solid make-up.

Each compact is supplied in a pouchette and individually boxed for presentation purposes.

Price: 12s. 0d. each



Ref. No. 73



## AUSTIN-HEALEY LAPEL BADGES

The demand by enthusiastic owner-drivers of Austin-Healey cars for the respective lapel badges can now be met, and two designs are available.

The 'Sprite' badge delightfully emphasizes the leading features of the car, and its friendly grin will appeal to the sporting owner. The badge is finished in white enamel and chrome with button fitting.

Price: 1s. each



Ref. No. 75

## CAR KEY RING

This key ring has been produced to give maximum value for money; the medallion has the official Austin Coat of Arms beautifully finished in a red and black colour scheme and is firmly attached to a good quality black leather fob.

The dealer's name and address can be gold blocked on quantities of 50 and over.

Price: 2/3d. each



Ref. No. 74

The 'Austin-Healey' badge is chromium plated and the lettering in red enamel, with button type fitting.

Price: 1s. 0d.



Ref. No. 76

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