

ALEXANDER
LAYSTALL

SUPER ECONOMY CONVERSIONS

FOR

AUSTIN A.40 & A.50

- ADDED M.P.G.
- REDUCED ENGINE WEAR
- GREATER
MOTORING PLEASURE



NOW SAVE WITH

For many years the name of Alexander Engineering Company Ltd., has been linked with the word "Conversion" and we have catered for the enthusiastic owner of a production car who required that extra something which raised their car into a class higher than that for which it was originally designed. These "Added Performance" conversions met with unprecedented success and now lead the world in this particular field. There is however, the family and business motorist who is not so interested in increased

performance but whose budget would benefit from a definite saving in petrol and general wear and tear on working parts.

The experimental and research team at the Company's Haddenham Works have been working for many months to achieve the answer to this particular problem without alteration to the individual characteristics of each particular car and as a result we can now proudly announce the introduction of

ALEXANDER
LAYSTALL

THE

SUPER

ECONOMY CONVERSION

WHAT CONVERSIONS MEAN

When we at Alexander Engineering undertook to produce an economy conversion for a range of popular cars, we first studied the design of the cylinder head, inlet manifold and exhaust systems to decide what modification to these was necessary, so that the maximum use could be gained out of the premium petrols and new higher octane fuels and to obtain a substantial reduction in fuel consumption. In order to gain the maximum benefit in performance and fuel consumption, the principle was adopted of raising the axle ratio to the optimum gearing, which would result in maximum performance and fuel economy. In fact this means that there is a reduction of between 10/15% in engine revolutions and consequent wear of moving parts.

WHY HAVE YOUR CAR CONVERTED

The combination of all our modifications to the engine and transmission gives the owner an overall economy which more than pays for the cost of the conversion in a year's average motoring. After conversion his enjoyment of driving will be increased because he has higher speeds in the intermediate gears together with less engine noise and smoother running at his normal cruising speeds. New Premium and high octane fuels have also allowed a greater use to be made of high compression ratios which in turn give added power, coupled with economy.

CONVERSION PROCEDURE

1. The cylinder head is modified and re-shaped to give full gas flow with modified ports and polished combustion spaces, also the compression ratio is raised to 8.25 : 1.
2. Special valve springs are fitted to ensure the perfect operation of the valve gear at all engine speeds.
3. The carburettor is modified and adjusted for the high compression ratio and improved gas flow and also for the use of premium and high octane fuels.
4. The rear axle is changed from the original 4.875 : 1 to 4.5 : 1 (on the A.50) and from 5.125 : 1 to 4.875 : 1 (on the A.40), to give more road miles per 1000 engine r.p.m. and by so doing reduces fuel consumption also engine and transmission wear.
5. The speedometer is recalibrated to suit the new axle ratio.
6. The engine is decarbonized, the valves specially ground in and the whole engine tuned for maximum economy without loss of performance.

PRICE LIST

1. Complete Alexander Laystall Super Economy Conversion carried out at these Works including decarbonizing grinding valves and generally tuning engine by our specialist mechanics and fully road testing £36 12s. 0d.
2. Complete set of parts for Alexander Laystall Super Economy Conversion (engine and axle) ... £24 0s. 0d. (N.B. A deposit of £15 0s. 0d. is charged in addition to the above pending the return, in good condition, of the displaced cylinder head, rear axle parts and speedometer, within 30 days of despatch.)
3. Returnable packing case £2 0s. 0d

FITTING CHARGES

1. Full Alexander Laystall Super Economy Conversion (engine and axle) including decarbonizing grinding valves, changing speedometer, etc., and generally tuning engine by our specialist mechanics and thoroughly road testing £12 12s. 0d.

N.B. WHEN BOOKING A CONVERSION, OR ORDERING A SET OF PARTS CUSTOMERS ARE REQUESTED TO GIVE THE FOLLOWING INFORMATION:

Car Registration No.
Date of first Registration.
Engine and Chassis No.

THE COMPANY RESERVES THE RIGHT TO ALTER PRICES AND SPECIFICATIONS WITHOUT PRIOR NOTICE

ECONOMY FOR EVERY DAY DRIVING

The Alexander Laystall Super Economy Conversion has been designed for the motorist who is looking for greater economy in his every day driving. It not only applies to the weekend family motorist who merely does his driving for

pleasure, but is of even greater interest to the professional man and fleet owner who counts his running costs most carefully in these days of high priced petrol and present day depreciation costs.

PAYS FOR ITSELF IN A YEAR

The conversion can easily pay for itself in an average years driving on petrol alone, even taking into consideration the fact that premium petrol must be used in all cases, but there is an additional hidden saving by the fact that the work of all engine and transmission parts is reduced by approximately 15%. This means longer engine life, longer periods of time between engine overhauls or the need for replace-

ments, and in fact a higher secondhand value, particularly if the cars are traded in through one of the Alexander group of Companies. Further details of this can be obtained on application to our Head Office.

In short, the Alexander Laystall Super Economy Conversion is a real money saver for every class of motorist on the vehicles to which it applies.

N.B.

The fitting of a Super Economy Conversion includes FREE OF CHARGE decarbonising and grinding in of valves, which in itself would be at least half the fitting charge

ALEXANDER ENGINEERING CO. LTD
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