HOW TO GET THERE

a guide to the factories of the BRITISH MOTOR CORPORATION
WELCOME to the factories of the British Motor Corporation. The object of this booklet is to show the best routes of access to the various factories, some of which are situated in large and congested industrial areas. Directions and other information are contained opposite the relevant map of the area, but times of trains and bus services are not given as they are subject to periodic alterations. Every effort has been made to ensure accuracy at the time of printing, and it is hoped that any subsequent alterations which may occur will not cause undue inconvenience.

BIRMINGHAM

Austin Motor Co. Ltd.
Manufacture of Austin cars and commercial vehicles.
Longbridge is about six miles from the centre of Birmingham.
From Snow Hill Station it is about eight minutes' walk or from New Street Station three minutes' walk to Navigation Street bus terminus.
Take a No. 62 (Rednal) or No. 63 (Rubery) bus to Longbridge for West Works (car bodies), North Works (engines), South Works (car assembly), and Engineering Division Offices. A No. 62 bus only for General Offices and Lowhill Lane for Exhibition Hall, Service Department, and Commercial Vehicle Division East Works. There is no bus service along Lowhill Lane, but the farthest point, East Works, can be walked in about 10 minutes.
An all-night bus service (No. 62NS) commences at 11.30 p.m., with a second bus at midnight and one at each hour thereafter, from Colmore Row immediately outside Snow Hill Station to Longbridge.

Fisher & Ludlow Ltd.
Manufacture of Austin car bodies and commercial vehicle cabs.
Take a No. 66 from the City terminus, Steelhouse Lane (near Snow Hill Station), and alight at Kingsbury Road (right). Continue along Kingsbury Road to the junction with Chester Road. The Factory is on the corner with the entrance on the right-hand side of Chester Road.

Morris Commercial Cars Ltd.
Manufacture of commercial vehicles.
Service Technical Department for Morris-Commercial vehicles.
Take a No. 14 or No. 55 bus from the City terminus in Old Square, or a No. 56 from Martineau Street, to the Gate Inn, Saltley (junction of Alum Rock Road,
Washwood Heath Road, and Adderley Road). Alight here and take a No. 8 bus in Adderley Road (left-hand side) for Arden Road. Cross the road and the Reception Office is in Bordesley Green Road, about 100 yards past the bus stop.

Morris Motors Ltd.,
Tractors & Transmissions Branch
Manufacture of axles and steering gears and Nuffield Tractors. Nuffield Tractor Service Department.
Take a No. 56 bus from the City terminus in Martineau Street (off Corporation Street) and alight at Drew's Lane (left), the next stop after Common Lane. The Reception Office is in Drew's Lane.

Nuffield Metal Products Ltd.
Manufacture of complete all-steel bodies and general presswork.
Take a No. 56 bus from the City terminus in Martineau Street (off Corporation Street) and alight at Common Lane (left). The Reception Office is in Common Lane.

The S.U. Carburettor Co. Ltd.
Manufacture of carburettors and petrol pumps.
Take a No. 66 bus from the City terminus, Steelhouse Lane (near Snow Hill Station), and alight at Wood Lane (right). Proceed down Wood Lane for about 200 yards and the Factory is a few yards along the first turning to the left.

Taxi Services
City and Suburban Taxis, Suffolk Street. Tel.: Midland 2681.
Car Hire Service and Priory Taxis, 15 Lower Priory. Tel.: Central 5263 or Central 7115.
West End Taxis, Suffolk Street. Tel.: Midland 4919.
BIRMINGHAM

Austin Motor Co. Ltd., Longbridge, Birmingham
Tel.: Priory 2101. Grams: Speedily, Telex, Birmingham.

Fisher & Ludlow Ltd., Albion Works, Kingsbury Road, Birmingham 24.
Tel.: Erdington 2141.
Grams: Fishalow, Birmingham.
Morris Commercial Cars Ltd., Bordesley Green Road, Adderley Park, Birmingham 8.

Morris Motors Ltd., Tractors & Transmissions Branch, Drew's Lane, Birmingham.
Tel.: East 1501. Grams: Exactus, Telex, Birmingham.

Nuffield Metal Products Ltd., Common Lane, Birmingham.
Tel.: East 1591. Grams: Morpress, Birmingham.

The S.U. Carburetter Co. Ltd., Wood Lane, Erdington, Birmingham 23.
Tel.: Erdington 2150. Grams: Carburflex, Birmingham.
COVENTRY

Morris Motors Ltd., Bodies Branch
Manufacture of complete composite-type bodies and special coachwork.
There is no suitable bus service, but the Factory is only five minutes' walk from Coventry Station. From the station turn right into Park Road, and the second turning on the right is Quinton Road.

Morris Motors Ltd., Engines Branch
Manufacture of car and commercial vehicle engines and gearboxes.
From Coventry Station, in Warwick Road, opposite the Railway Hotel, take any City bus to Broadgate. Then take a No. 21 bus from Broadgate to the Factory gates.
(There is also a foundry at Wellingborough).

Taxi Services
Highfield Taxis (Day and Night), 67 Highfield Road.
Taxi Rank, Coventry Station.
Taxi Rank, Trinity Street.

Tel.: Coventry 20024.
Tel.: Coventry 22717.
Tel.: Coventry 23506.

Morris Motors Ltd., Bodies Branch, Quinton Road, Coventry.
Tel.: Coventry 27711. Grams: Holprai, Coventry.

Morris Motors Ltd., Engines Branch, Bell Green Road, Courthouse Green, Coventry.
Tel.: Coventry 86701.
Grams: Moreengines, Coventry.

Morris Motors Ltd., Engines Branch No. 1 Factory, Durbar Avenue, Coventry.
Tel.: Coventry 88051.
Grams: Moreengines, Coventry.

Nuffield Tools & Gauges Ltd., Mile Lane, Coventry.
Tel.: Coventry 28233.
Grams: Moreengines, Coventry.
B.M.C. Staff College,  
Haseley Manor, Nr. Warwick  
Tel. Haseley Knob 209.  

The inset map shows the position of Haseley Manor in relation to surrounding towns. The College is about 2½ miles from Warwick.
Oxford

Morris Motors Ltd., Cars Branch
Wolseley Motors Ltd.
Assembly of Morris cars and light vans and Wolseley cars. B.M.C. Service Ltd.
Nuffield Sales and Publicity Departments and Works Tours.

The Nuffield Press Ltd.
Printing of magazines, technical and publicity matter.
A City bus terminus is on the street which runs past the station. Take a No. 1
or No. 5C bus and alight at the Original Swan Hotel, Cowley. The works are
two to three hundred yards farther along the road. Enter No. 1 Gate (in Hollow
Way, the first road on the left after the Original Swan) for The Nuffield Press
Ltd., Technical Publications Department, and Central Publicity Stores.
Enter No. 10 Gate (on the main road) for the Administrative Offices.
Enter No. 15 Gate for Central Sales and Publicity Departments and Works
Tours.
Enter No. 16 Gate for B.M.C. Service Ltd.

Nuffield Exports Ltd.
Overseas export business.
Directions from Oxford Station as for Morris Motors Ltd. Nuffield Exports is
situated on the left-hand side of the road a few hundred yards past the Morris
Works and about one mile from the bus stop at the Original Swan.
Note.—No regular bus services pass
either Morris Motors Ltd., Cars Branch
or Nuffield Exports Ltd.

Morris Motors Ltd., Radiators
Branch
Manufacture of radiators, silencers, petrol tanks, and general presswork.
(There is a complementary factory at
Llanelli, South Wales.)

On leaving the railway station take a
No. 1 or No. 5C bus as for Cars Branch
Ltd., but alight at the Carfax stop.
Walk a few yards to Carfax and turn left
into Cornmarket Street. Take a No. 4
bus at the stop outside Barclays bank—
this bus passes Radiators Branch, which
is on the left-hand side of the road.

Taxi Services
A.B.C. Taxi Service, Castle
Street. Tel.: Oxford 57555.

Citax Car Hire Service, Castle
Street. Tel.: Oxford 44554.

Luxicar Taxi Service, 108 St.
Aldates. Tel.: Oxford 41641.
ABINGDON

The M.G. Car Co. Ltd.

Assembly of M.G. and Austin-Healey cars. Service Department for B.M.C. sports cars, B.M.C. Competitions Department.

Abingdon is not on any main railway line, and the service connecting it with Radley, which is on the London-Oxford main line, is infrequent. The best route if travelling by public transport is to travel by rail to Oxford and from there by No. 13 bus to Abingdon. There is a frequent service from the bus station in Gloucester Green, Oxford. The bus terminus for Abingdon is in Ock Street.

The entrance for Service Repairs, for Goods Inwards, and for the collection of new cars is in Marcham Road. The entrance for inquiries is in Cemetery Road.

For taxi services see under Oxford.
The M.G. Car Co. Ltd., Abingdon-on-Thames.
Tel.: Abingdon 251 PBX. Grams: Emsgee, Abingdon.
LONDON

London showrooms of the British Motor Corporation, Austin Motor Co. Ltd., and Nuffield Organization are situated in Piccadilly, near Piccadilly Circus. They can be easily reached by Underground from all principal London railway termini, or by the buses as indicated.


Airways Terminals
The B.O.A.C. terminal is situated at the rear of Victoria Station. The B.M.C. showrooms in Piccadilly are reached by No. 38 bus to Piccadilly Circus.

The B.E.A. and European Air Lines terminal is situated in Kensington High Street. Take a No. 9 bus for Piccadilly.

Car Parks
Strict police regulations exist concerning parking in the Piccadilly area. The nearest public parking place is in St. James's Square, which lies between Piccadilly and Pall Mall.

London Distributors
The London offices of Donald Healey Motor Co. Ltd. and Fisher & Ludlow Ltd. and the London showrooms of the Austin, Morris, Wolseley, M.G., and Riley Distributors are all within walking distance of Piccadilly.

The B.M.C. Service Depot, Holland Park Avenue, can be reached on a No. 12 or No. 88 bus from Piccadilly Circus. The nearest Underground Station is Holland Park.

Principal Distributors
Car Mart Sales Ltd., Austin House, 320/324 Euston Road, N.W.1. Tel.: Euston 1212.
Car Mart Sales Ltd., 150 Park Lane, W.1. Tel.: Grosvenor 3434.
Eustace Watkins Ltd., 12 Berkeley Street, W.1. Tel.: Mayfair 5951.
Eustace Watkins Ltd., Chelsea Manor Street, S.W.3. Tel.: Flaxman 8181.
Stewart & Ardern Ltd., Morris House, Berkeley Square, W.1. Tel.: Mayfair 7680.
University Motors Ltd., 7 Hertford Street, W.1. Tel.: Grovenor 4141.
VANDEN PLAS (ENGLAND) 1923 Ltd.,
Tel.: Colindale 1141. Grams: Vigilancy Hyde London.

The Vanden Plas factory is about 6½ miles north-west of Marble Arch. To reach it by road turn off Edgware Road at the Red Lion which is at the junction with Kingsbury Road. The Factory is about half a mile along Kingsbury Road on the left-hand side.

By rail the nearest station is Hendon (L.M.R.) and from there by No. 183 or 83 bus to Kingsbury Green. By Underground Northern Line to Hendon Central and then by No. 183 bus to Kingsbury Green. By Bakerloo Line to Wembley Park and then by No. 83 bus to Kingsbury Green, or to Kingsbury and then by No. 183 bus to Kingsbury Green.
## Scale of Miles

<table>
<thead>
<tr>
<th>S.U. Carburettor Co. Ltd., Birmingham</th>
<th>Fisher &amp; Ludlow Ltd., Birmingham</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tractor &amp; Transmissions Branch, Birmingham</td>
</tr>
<tr>
<td>1 1/2</td>
<td>Nuffield Metal Products, Birmingham</td>
</tr>
<tr>
<td>1 1/2</td>
<td>Morris Commercial Cars Ltd., Birmingham</td>
</tr>
<tr>
<td>1 1/2</td>
<td>Austin Motor Co. Ltd., Longbridge</td>
</tr>
<tr>
<td>2 1/2</td>
<td>B.M.C. Staff College, Haseley Manor</td>
</tr>
<tr>
<td>3 1/2</td>
<td>Bodies Branch, Coventry</td>
</tr>
<tr>
<td>4</td>
<td>Engines Branch No. 1 Factory, Coventry</td>
</tr>
<tr>
<td>5</td>
<td>Engines Branch No. 2 Factory, Coventry</td>
</tr>
<tr>
<td>6 1/2</td>
<td>Radiators Branch, Oxford</td>
</tr>
<tr>
<td>6 1/2</td>
<td>Morris Motors Cars Branch, Oxford</td>
</tr>
<tr>
<td>6 1/2</td>
<td>Nuffield Exports Ltd., Oxford</td>
</tr>
<tr>
<td>6 1/2</td>
<td>M.G. Car Co. Ltd., Abingdon</td>
</tr>
<tr>
<td>6 1/2</td>
<td>Vanden Plas (England) 1923 Ltd., London</td>
</tr>
<tr>
<td>6 1/2</td>
<td>Holland Park Depot, London</td>
</tr>
<tr>
<td>6 1/2</td>
<td>Donald Healey Motor Co. Ltd., London</td>
</tr>
<tr>
<td>6 1/2</td>
<td>British Motor Corporation, Piccadilly, London</td>
</tr>
</tbody>
</table>

All distances are approximations only.