

HOW TO USE THE BLOCK CHART

*Your new block chart offers you
the following...*

- a. Ready-made printing blocks for use in newspapers.
 - i. Printing blocks of complete advertisements for each car in the Austin and Austin Healey ranges, requiring only the addition of your name and address. These are available in a number of different sizes.
 - ii. To help you make up your own advertisements, a range of printing blocks illustrating each car. These are available in two different types: line drawings or half-tone reproductions of photographs; and in a number of different sizes. There are also available blocks of the BMC Rosette and the BMC Service sign.
 - b. Special photoprints for making your own blocks.
- To enable you to have blocks made to any size or technical

specification, a range of specially prepared photoprints is available. From these, your printer can make blocks to your own, or your advertising agent's specification.

Although blocks are supplied in different sizes, photoprints are supplied in a single standard size. These are then reduced or enlarged to the required size during the blockmaking process.

The entire block chart, including these instructions, should be removed from the wallet and inserted in your loose-leaf binder. If you require a new binder, or an additional binder and block chart for the use of your advertising agent, please write to:—

Austin Publicity Stores, Longbridge, Birmingham.

**ALL THE ABOVE MATERIAL
IS SUPPLIED TO YOU ENTIRELY FREE OF CHARGE**

HOW TO ORDER BLOCKS OR PHOTOPRINTS

All you have to do is to choose the blocks or photoprints that you need, enter the reference numbers on one of the enclosed addressed order cards and post it to C. & E. Layton. Please make sure that you fill in the *full* key numbers for the block or photoprint that you require. These are quoted under each illustration in the block chart. **Failure to give the full, correct key number will result in delay or the supply of incorrect material.**

IMPORTANT

Messrs. C. & E. Layton are organised to give a fast and reliable service, **but the blocks or photoprints you order will be specially made for you and will take at least four days to produce. You should, therefore, order in good time.**

The department which produces blocks is different from the department which produces photoprints. In order to ensure the quickest possible processing of your orders, we supply two differently coloured order cards.

Blocks should be ordered on yellow cards.

Photoprints should be ordered on grey cards.

If you require a further supply of either kind of card, just put a tick in the box provided at the bottom of the card, or write to:—

C. & E. Layton Limited, Standard House,
56 Farringdon Street, London E.C.4.

1. This block chart contains:—
A *new* range of advertisements.
A *new* range of car illustrations.
A *new* photoprint service.
2. Previous Austin car block charts are now obsolete except the 1800 announcement block chart, publication number 2283.
3. Read the 'How to use...' section.
4. The following points are particularly important.
 - a) Always quote the *full, correct* key number.
 - b) Allow *at least* four days for your blocks to be made.
 - c) Order *blocks* on *yellow* cards.
Order *photoprints* on *grey* cards.

Big-car performance, big-car ride, small-car price.



That's the Austin Mini Cooper with Hydrolastic® Suspension.

The 998 cc Austin Mini Cooper (as you'll have noticed) is a livelier car than many a *big* car.

Its top speed is 87 mph. Its ride is Hydrolastic®—smooth as they come, and incredibly steady on corners. The gear change is smoother, clutch control lighter, braking power greater.

Many of the details inside have been changed to accent safety and convenience. For competition drivers there's the Austin Mini Cooper 'S' (970 or 1,275 cc) with speeds all the way up to 100 mph! Backed by 12-month Warranty. Wherever you are—BMC Service keeps you going.

Mini Cooper (including £103.0.5 P.T.)—£590.0.5.

Mini Cooper 'S' (including P.T.)—from £693.6.8.

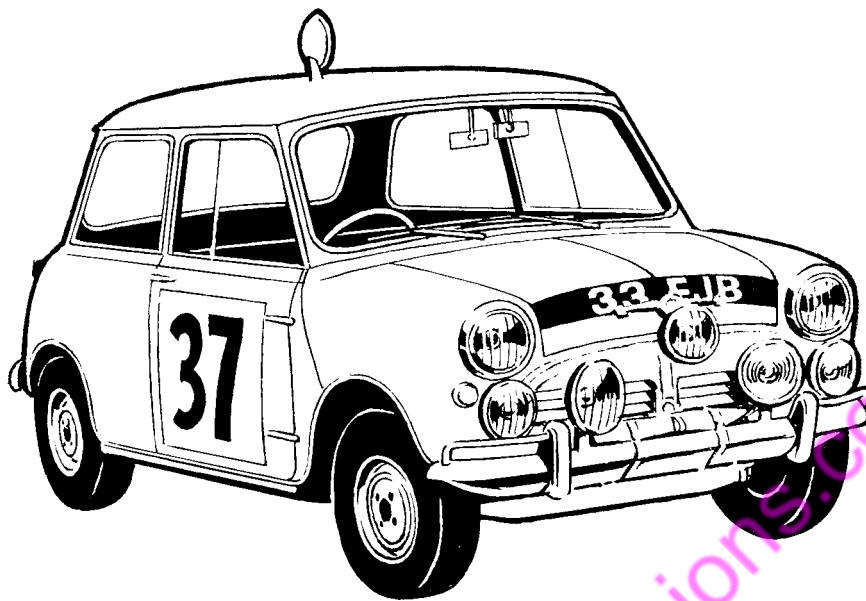
AUSTIN



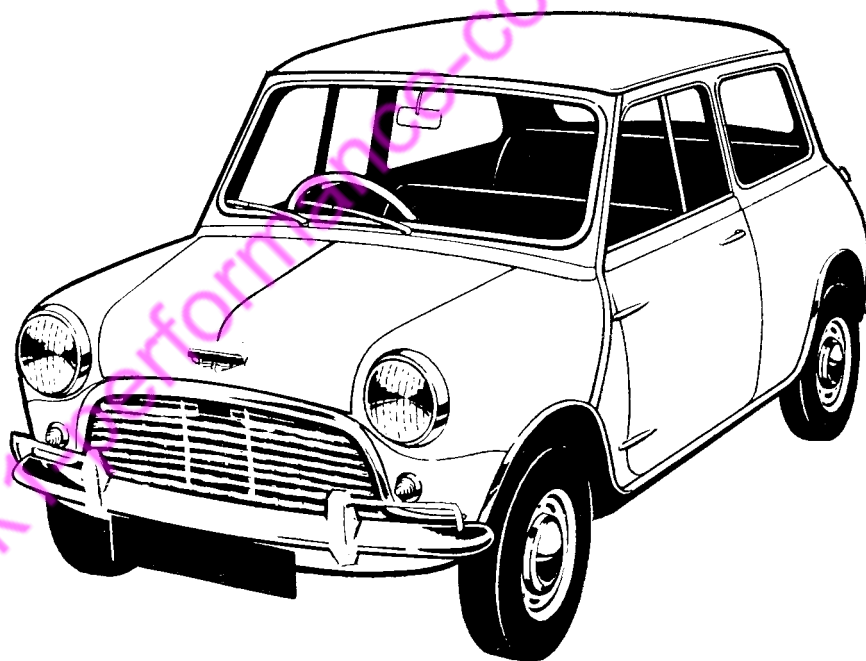
THE BRITISH MOTOR CORPORATION

Ask for a free trial run at

THIS ADVERTISEMENT MEASURES 8" x 5½".
(DEALER'S NAME AND ADDRESS)
WHEN ORDERING, PLEASE QUOTE CPV 1921.



1½" wide SB 227A · 3" wide SB 227C · 4½" wide SB 227E



1½" wide SB 228A · 3" wide SB 228C · 4½" wide SB 228E

AUSTIN *mini*

COOPER

1½" wide SB 229A · 2" wide SB 229B · 3" wide SB 229C

Big-car performance, big-car
ride, small-car price.



**That's the Austin Mini Cooper
with Hydrolastic Suspension.**

Extra braking power. Lighter clutch control. Smoother gear change. Oil filter warning lamp. Key starter. Interior courtesy light. Backed by 12-month Warranty. Wherever you are—BMC Service keeps you going.

Mini Cooper (including £103.0.5 P.T.)—£590.0.5.

Mini Cooper 'S' (including P.T.)—from £693.6.8.

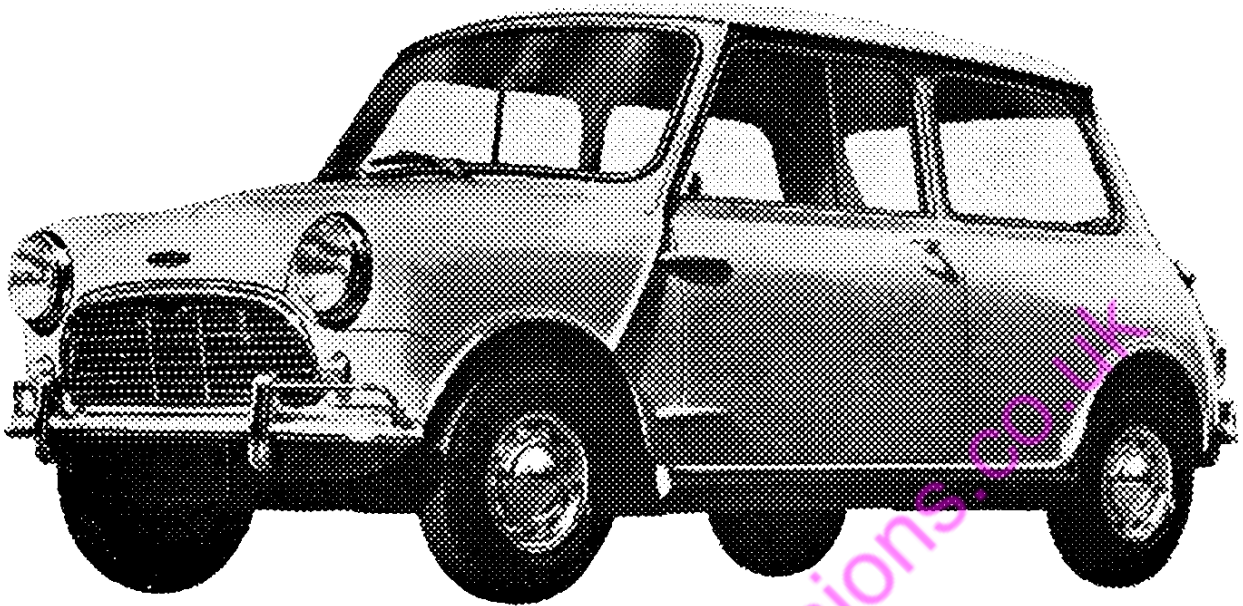
AUSTIN



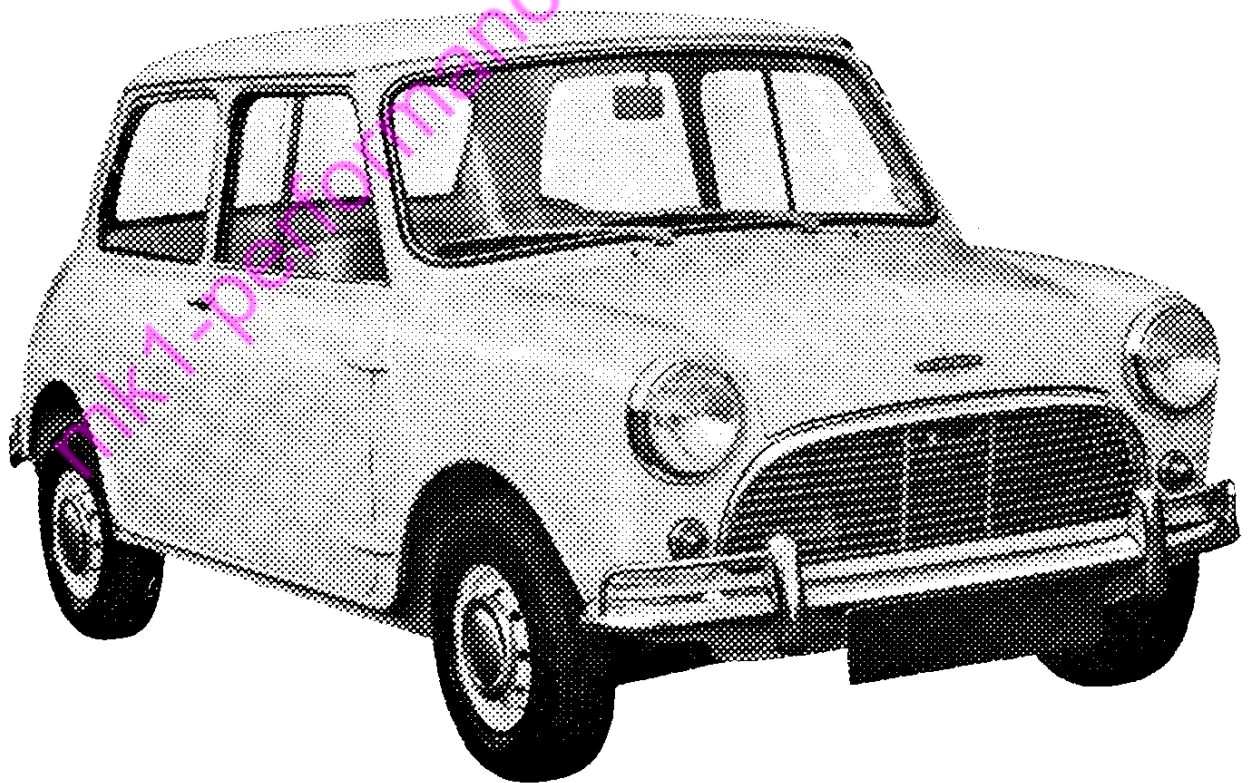
THE BRITISH MOTOR CORPORATION

Ask for a free trial run at

THIS ADVERTISEMENT MEASURES 6" x 3½".
(DEALER'S NAME AND ADDRESS)
WHEN ORDERING, PLEASE QUOTE CPV 1922.



4½" wide SB 238E • 6" wide SB 238F • Photoprint P 38



4½" wide SB 239E • 6" wide SB 239F • Photoprint P 39