

## The Austin Prosperity Programme

Lord Austin Says: "The World is Becoming Bored by Bogies and Threats"

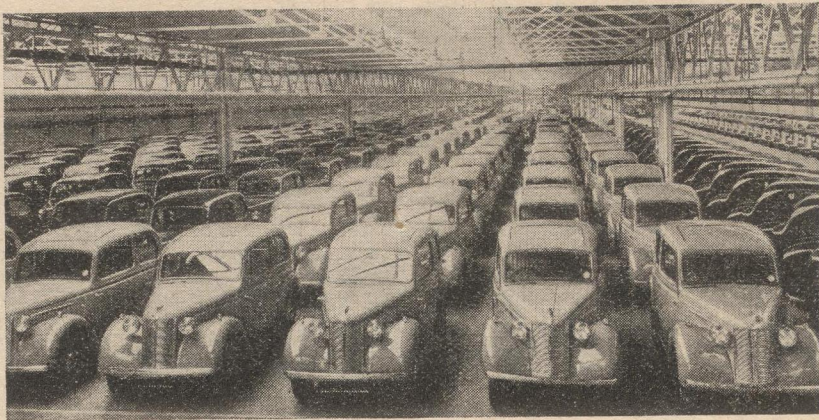
ON the occasion of the introduction of the Austin Eight at the Austin works, Longbridge, Birmingham, last week, it was announced by Lord Austin that the new car marks the second stage of the Austin Prosperity Programme for 1939 (a range of commercial vehicles was the first).

Said Lord Austin: "The continued talk of the possibilities of war, the seizing of every trivial international incident as an excuse for a fresh outburst of pessimism, is bound to cease because already the world is becoming bored by bogies and threats."

Regarding the new car, they were aiming at a very big production schedule per week in addition to a large output of higher powered models. They estimated that during the next six months their purchases of materials and plant alone will amount to at least £4,000,000, while in the past six months no less than £3,500,000 has been spent on materials and plant.

He mentioned that no fewer than 400,000 of the famous "Seven" model have been built since it was introduced in 1922. The Eight, that succeeds it, fully described in this issue, is based on experience of that model and is otherwise entirely new, from its very distinctive radiator to an attractively designed tail.

been exported to the Dominions and Colonies, to India, the United States and several European countries. Actually cars were dispatched to Australia six months ago we were told by Mr. L. P. Lord, who is the production genius responsible for the new car.



**READY FOR THE ROAD.** The new Austin Eight is already in full production and when the announcement was made last week hundreds of the cars were ready for immediate delivery to agents.

We saw in a huge shop 500 of the new Eights ready for collection by the dealers last Thursday. Actually it has been in production for some time, gathering momentum week by week, and a good number of cars has already

Owing to the release date for the new Eight being February 24, the new car was not on the Austin stand at the Berlin Show when it opened on February 17. Herr Hitler, visiting the Austin stand, immediately exclaimed: "What have you done with the Seven?" As reported last week, Hitler's first car was an earlier model of the Austin Seven. On Friday last three models of the new Eight were duly installed on the stand and immediately attracted considerable attention.