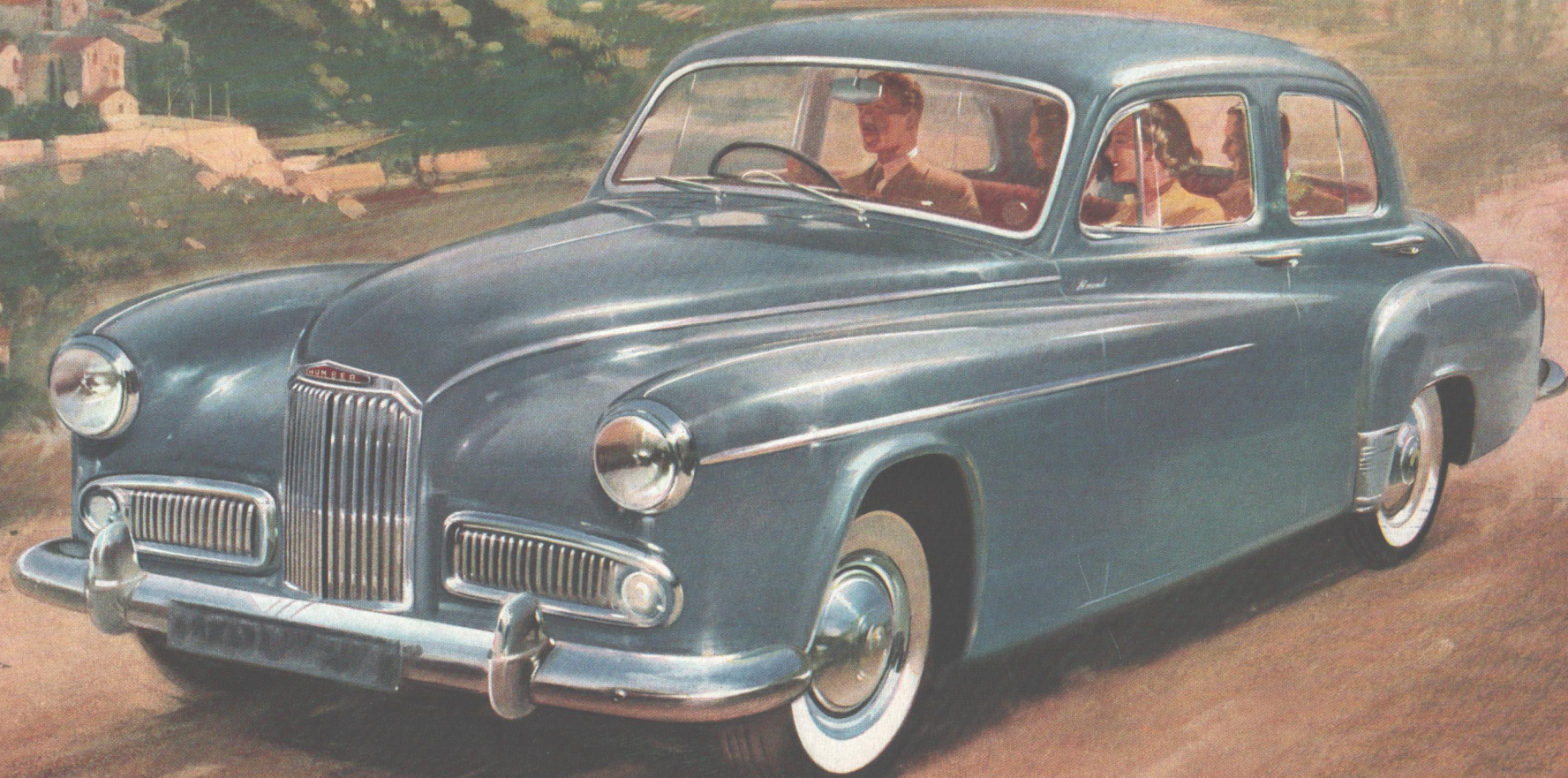
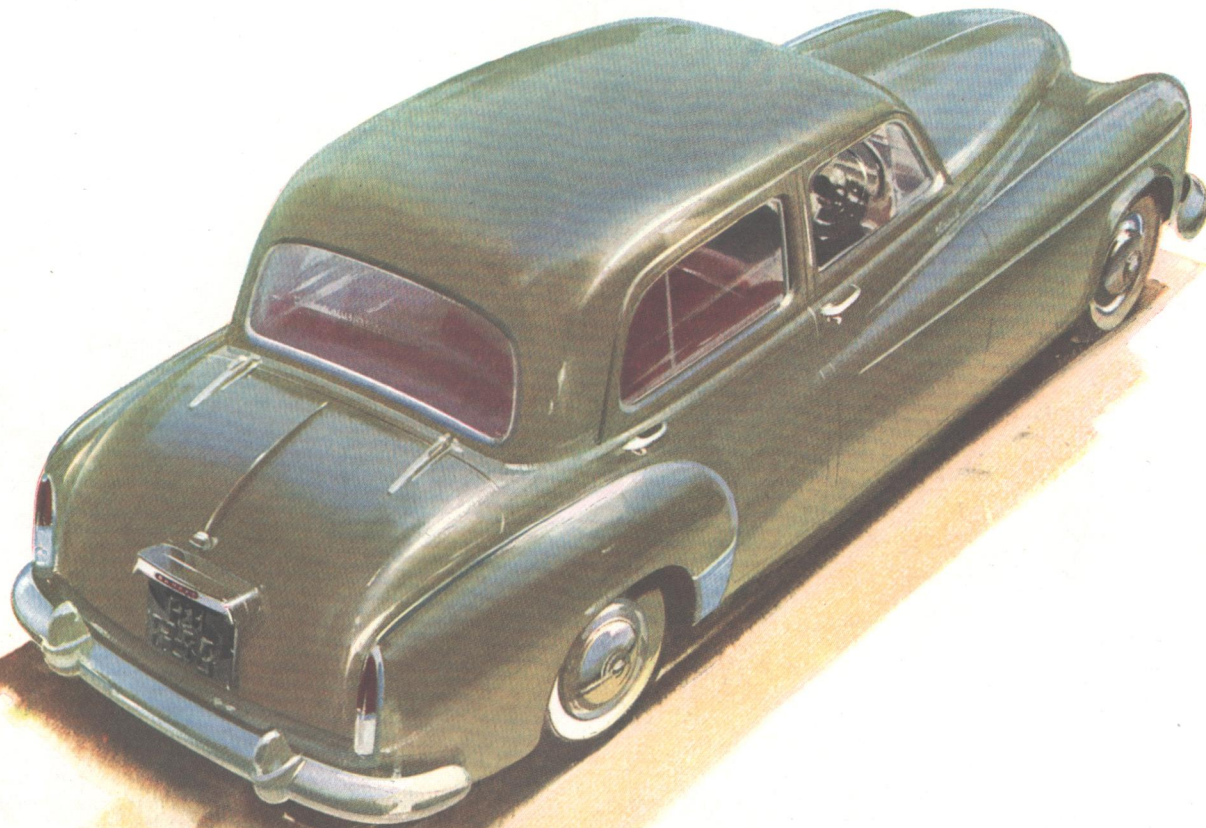


There's a Power of Difference . . .



. . . in the **NEW HUMBER HAWK**

POWER GOES UP . . .



In one big advance, all previous performance is surpassed by the new Humber Hawk. The new 70 b.h.p. four-cylinder O.H.V. engine brings a sensational 20% rise in power—without any increase in running cost. Here is the comfortable, stylish Humber Hawk you know—but livelier, more vigorous, and still as economical to run. Restyled rear wings achieve a smart and modern appearance, with the new stop tail lights, incorporating reflectors, forming an integral part of the wing design. It is a thrilling experience to drive the new Humber Hawk. At any speed there is a feeling of mastery, for the new engine responds instantly to every command. A touch of the accelerator will give you an instant surge of power. Away on the road, you can top 80 m.p.h. and more, make faster average speeds, sustain higher cruising speeds . . . and provision is made, too, for the fitting of an Overdrive. There's a quiet efficiency and smooth operation in the new engine that makes driving much easier and vastly increases the pleasure of motoring.

The New **HUMBER HAWK**

NEW POWER WITH ECONOMY • NEW COMFORT

UP . . .

Running Costs stay DOWN

The NEW HUMBER O.H.V. GIVES 20%

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There's a quiet efficiency and smooth
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y increases the pleasure of motoring.

This is the remarkable new four-cylinder O.H.V. engine which powers the new Humber Hawk. Perfected after long research, the brilliant performance and reliability have been fully proved in rigorous tests under extreme road and climatic conditions. Using premium or other grade fuels, the new engine gives 20% more power without sacrifice of fuel economy.

The new Humber Hawk, powered by this new engine, is now the most responsive of cars, with a great reserve of power for lightning acceleration and a top speed of over 80 m.p.h. It will maintain high cruising speeds over long periods without effort, it has a higher maximum speed, faster average speeds and smooth, trouble-free performance under all conditions.

Extra power and smooth operation come from a highly efficient cylinder head of clean, compact design. Features include separate inlet and exhaust ports for each cylinder, a compression ratio of 7.0 : 1, large diameter inlet valves and unobstructed inlet and exhaust porting. Rear engine mounting is fully cushioned against vibration, has additional cushioning between cross-members and chassis frame. Thermostatically-controlled manifold system in conjunction with a highly efficient carburettor ensures quick starting from cold, greater operational efficiency, maximum power and low fuel consumption.

Provision is made for installing a Laycock-de Normanville Overdrive, described and illustrated in this folder.

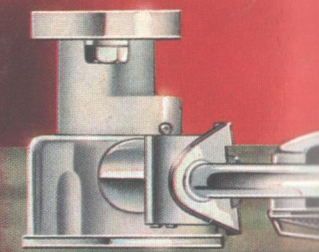
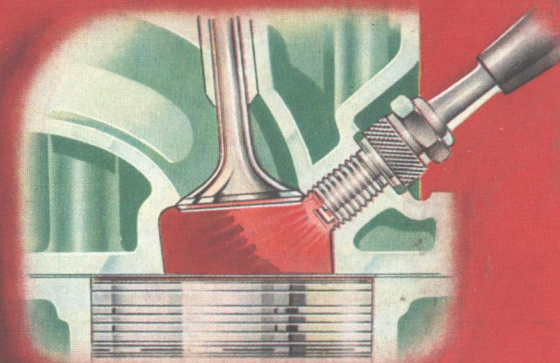
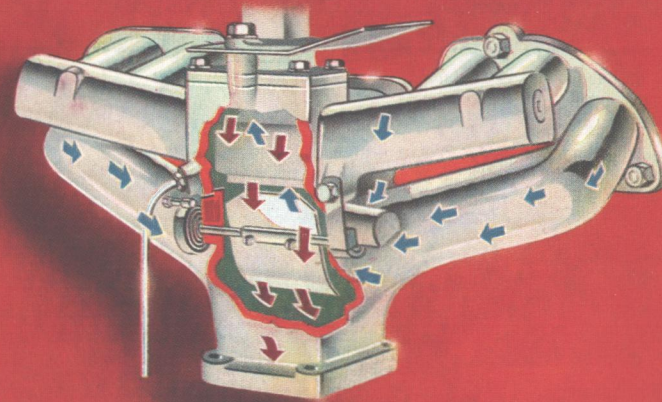
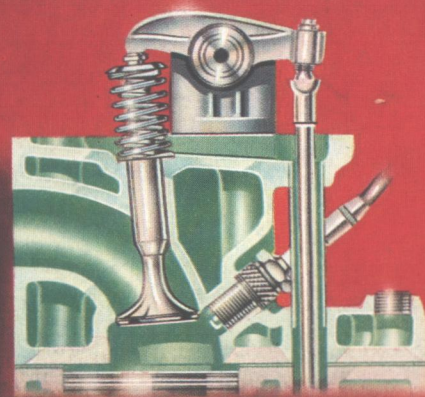
- ▶ Higher maximum speed
- ▶ Superb acceleration
- ▶ Faster average speed
- ▶ Assured reliability
- ▶ Proved running economy
- ▶ Excellent performance on all grade fuels
- ▶ Cylinder head of advanced design
- ▶ Thermostatically-controlled manifold system
- ▶ Fully cushioned rear engine mounting
- ▶ Light alloy connecting rods
- ▶ By-pass oil filter and pump intake
- ▶ Oil bath air cleaner and filter

Smooth, clean porting affords a free flow of fuel/air mixture.

Thermostatically-controlled manifold gives spontaneous starting.

The compression ratio of 7.0 : 1 extracts the maximum power from fuel.

Floating strainer on pump intake ensures clean oil.



R HAWK

NEW COMFORT

stay **DOWN**

Extra power and smooth operation come from a highly efficient cylinder head of clean, compact design. Features include separate inlet and exhaust ports for each cylinder, a compression ratio of 7.0 : 1, large diameter inlet valves and unobstructed inlet and exhaust porting. Rear engine mounting is fully cushioned against vibration, has additional cushioning between cross-members and chassis frame. Thermostatically-controlled manifold system in conjunction with a highly efficient carburettor ensures quick starting from cold, greater operational efficiency, maximum power and low fuel consumption.

Provision is made for installing a Laycock-de Normanville Overdrive, described and illustrated in this folder.

The **NEW HUMBER HAWK** O·H·V ENGINE

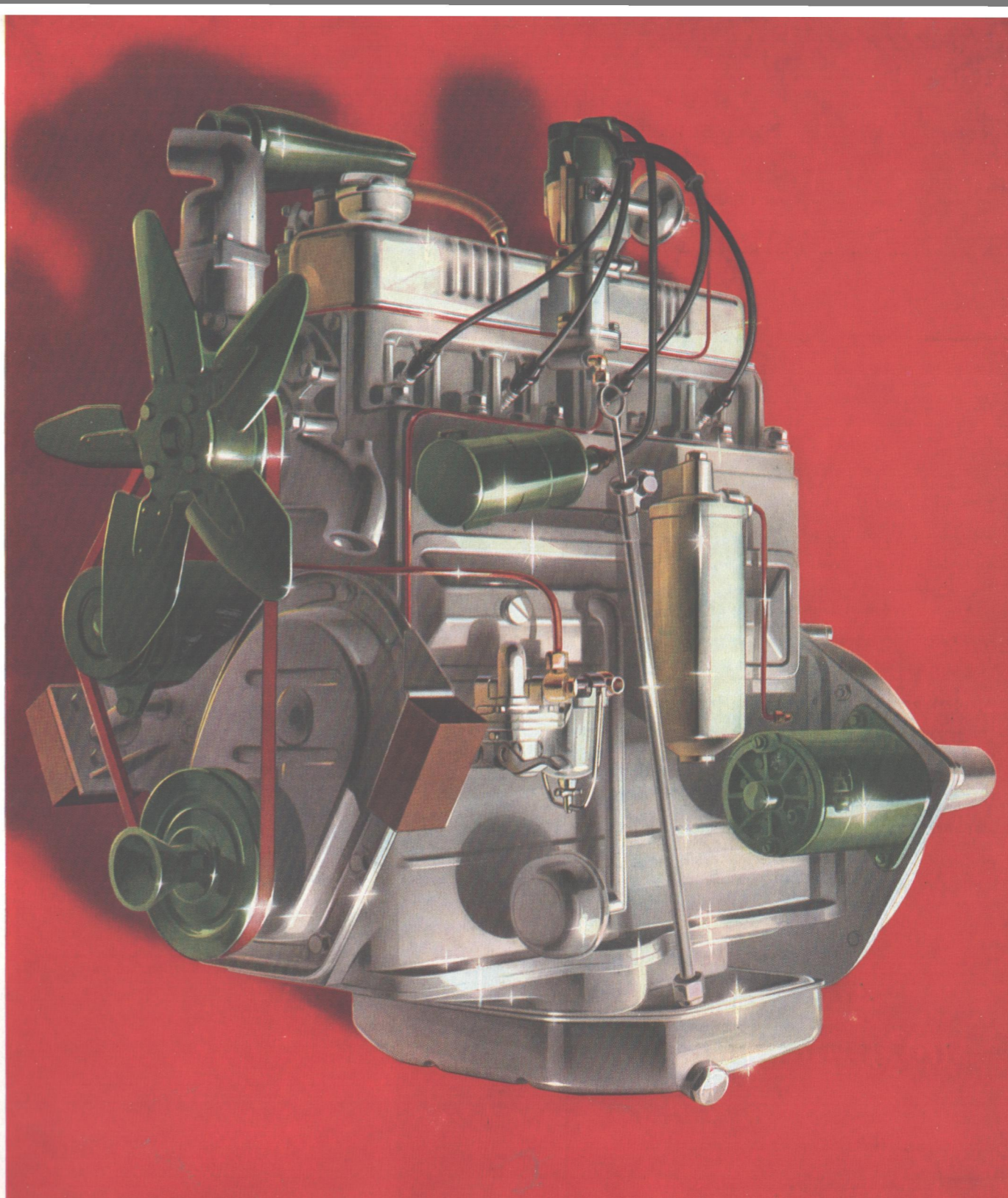
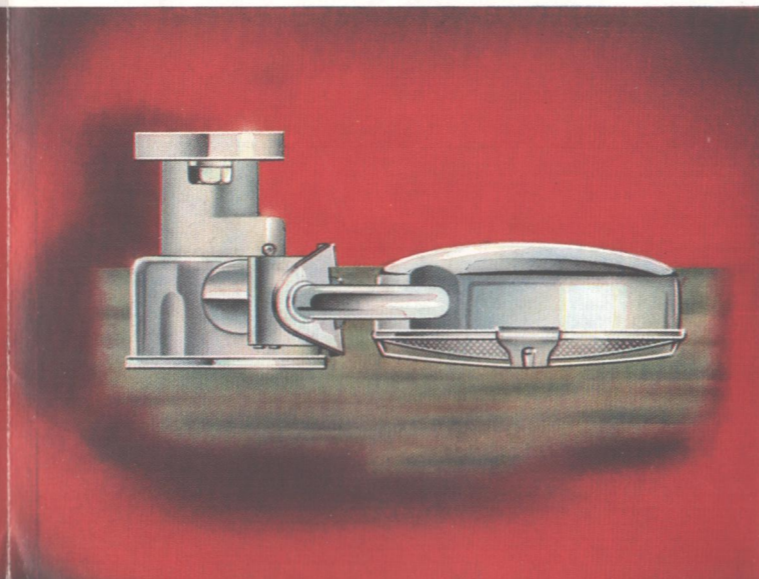
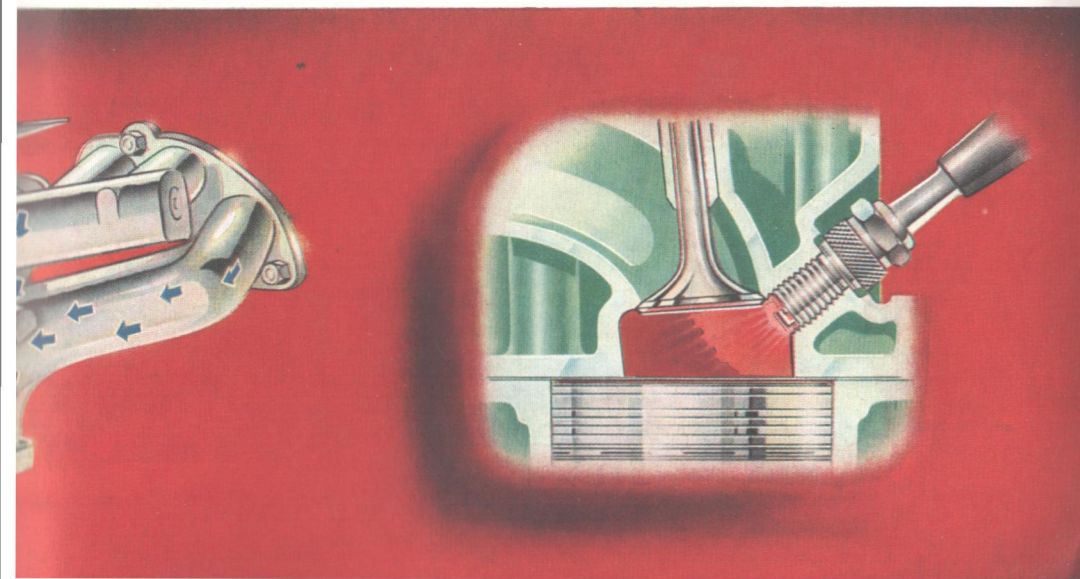
GIVES 20% MORE POWER

- ▶ *Higher maximum speed*
- ▶ *Superb acceleration*
- ▶ *Faster average speed*
- ▶ *Assured reliability*
- ▶ *Proved running economy*
- ▶ *Excellent performance with high or low grade fuels*
- ▶ *Cylinder head of advance design*
- ▶ *Thermostatically-controlled manifold system*
- ▶ *Fully cushioned rear engine mounting*
- ▶ *Light alloy connecting rods*
- ▶ *By-pass oil filter and floating strainer on pump intake*
- ▶ *Oil bath air cleaner and silencer*

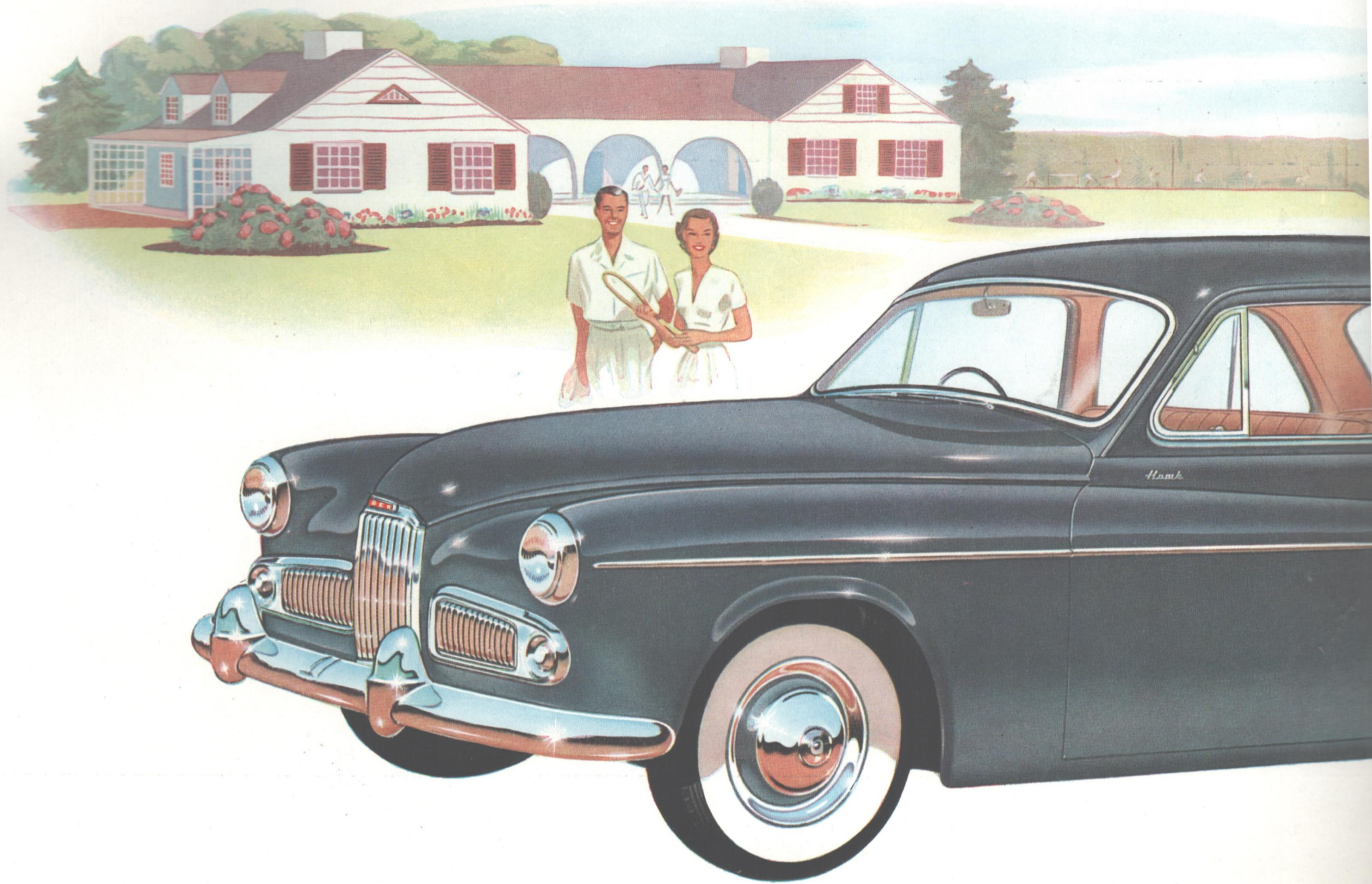
gives spontaneous starting.

The compression ratio of 7.0 : 1 extracts the maximum power from fuel.

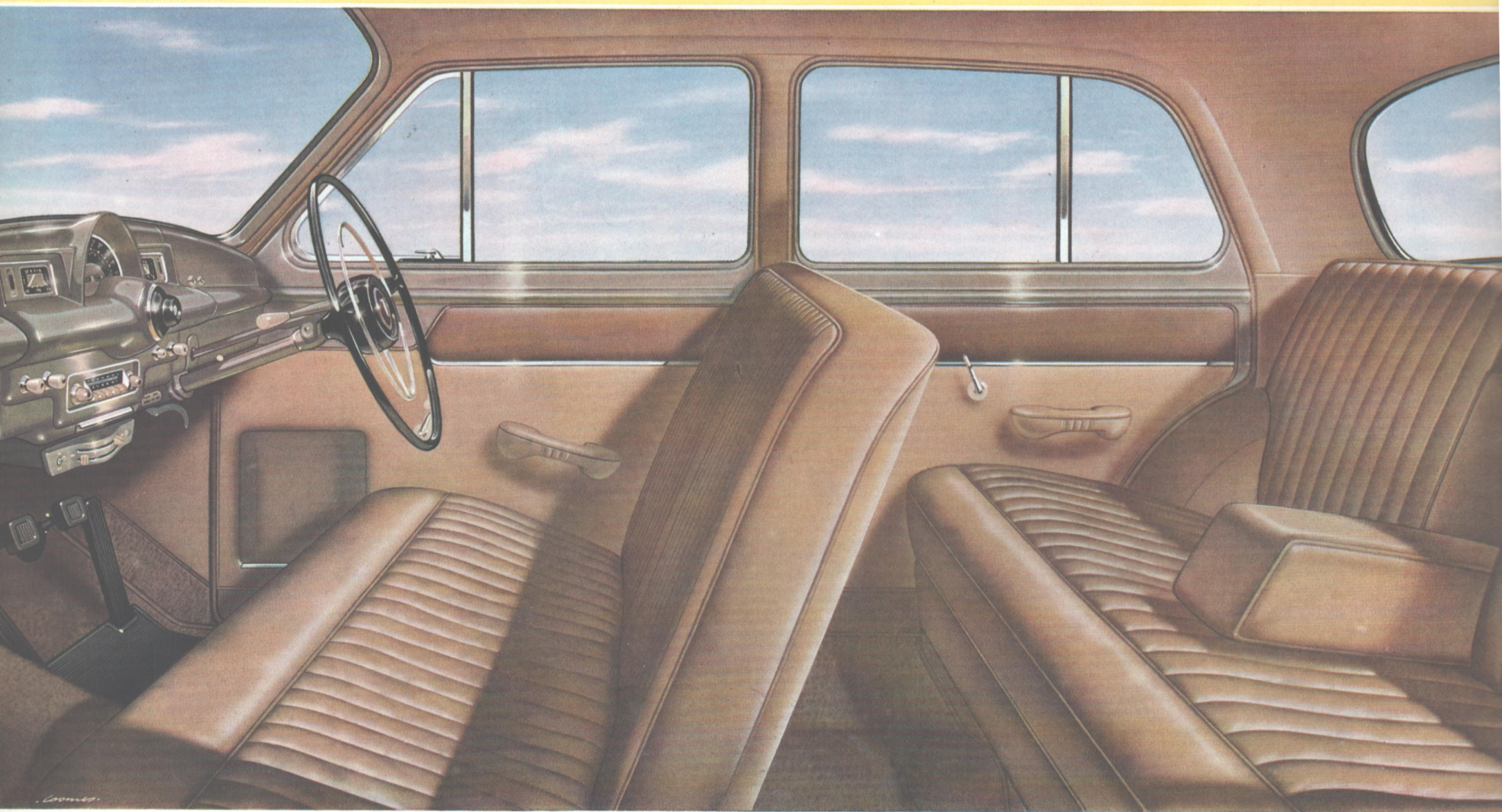
Floating strainer on pump intake ensures clean oil to engine.



THE GRACEFUL HUMBER HAWK...



Quality · Space · Elegance · Luxurious travel for 6 people



TRAVEL AT EASE... IN ARMCHAIR COMFORT. The interior affords added comfort and luxury with a new style of upholstery finish—a light, spacious interior with handsome appointments, generous room for six passengers... room to stretch out and relax... Soft, cushioned seating is correctly contoured for armchair comfort... the rear seat is now still wider to give greater ease... there are central folding armrests in both compartments, side armrests to all doors. The front seat can be quickly adjusted to any fore and aft position... further adjustments for height and rake. Wide opening

doors for easy entry and exit have press-button handles, both front doors now locking separately. Ventilation is easily controlled by draughtless ventilators and there is provision for a heating and air-circulating unit to regulate interior temperature.

The driving position is planned for maximum comfort and minimum fatigue, with the steering column set to give ample legroom. All controls are ready to hand and there is a clear, unobstructed view—without glare or distortion—through a wide-angle, Opticurve screen.

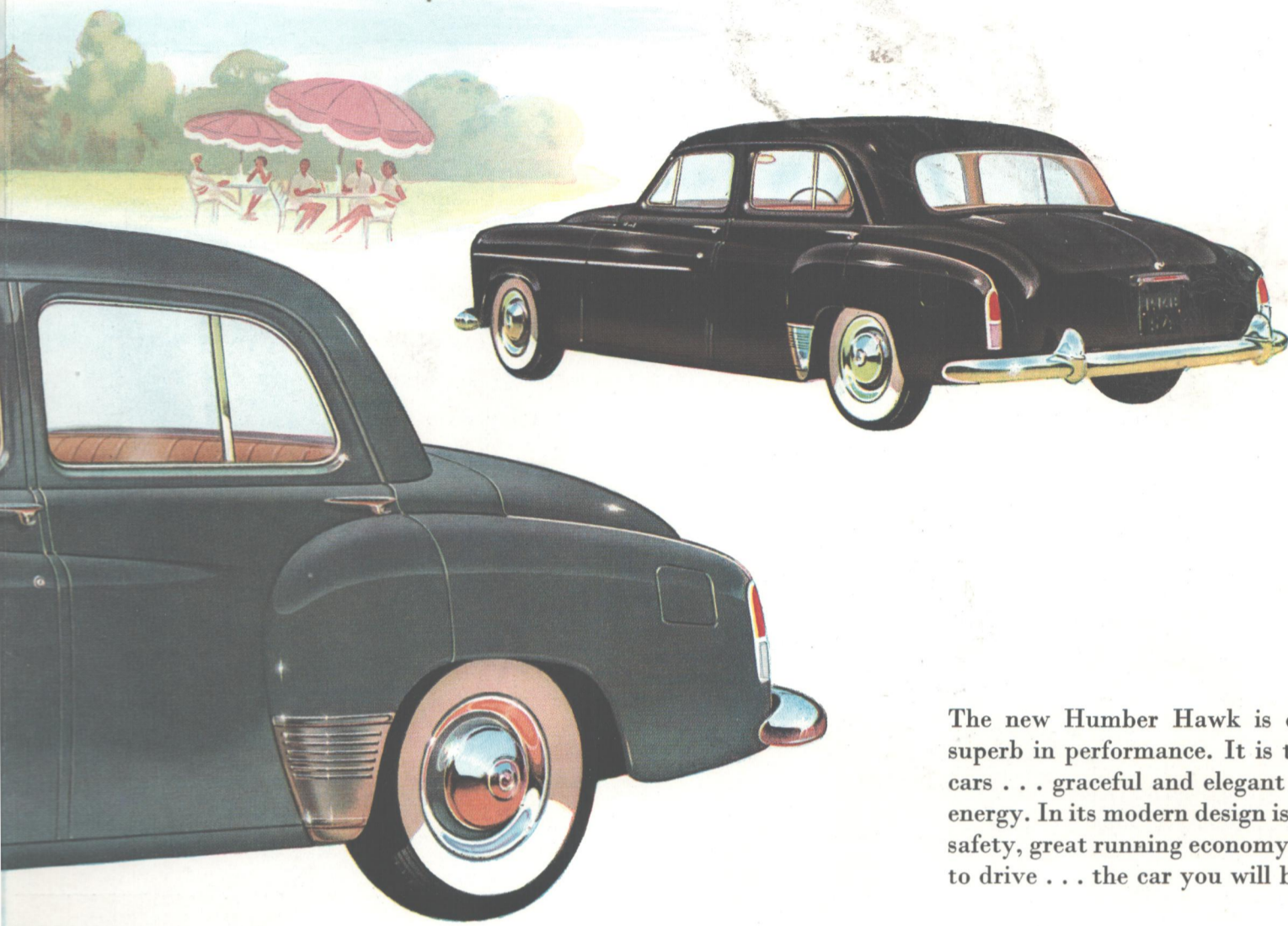
An extra large rear window aids admit full light, give passengers appointments... furnishings in visors... spacious pockets in each... a fascia locker... a useful illuminated clock on the top screen... luxury fittings throughout... will enjoy riding or driving in the

Right- or left-hand drive available according to market requirements.

ACTIVE WITH POWER...

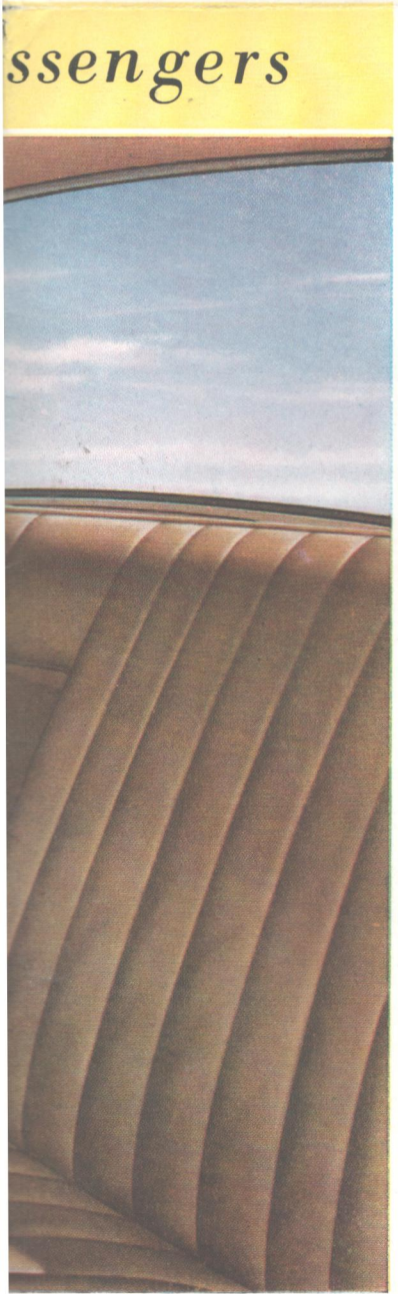


By Appointment to the late King George VI
Motor Car Manufacturers
Humber Limited.



The new Humber Hawk is distinguished in appearance, superb in performance. It is the latest of a line of famous cars . . . graceful and elegant . . . powerful and alive with energy. In its modern design is generous comfort, reassuring safety, great running economy. This is the car you will want to drive . . . the car you will be proud to own.

White-wall tyres and rimfinishers are extras.



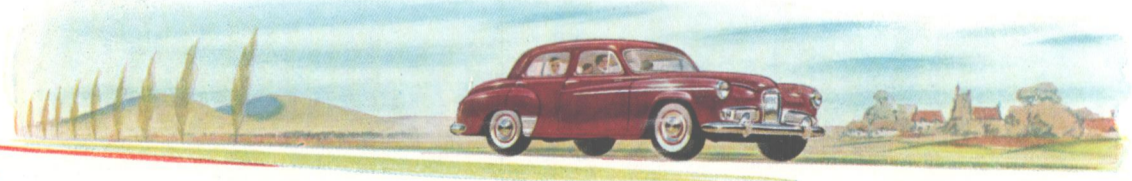
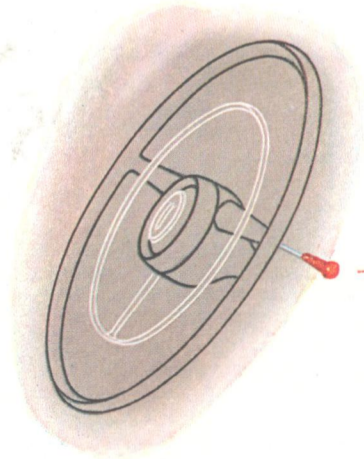
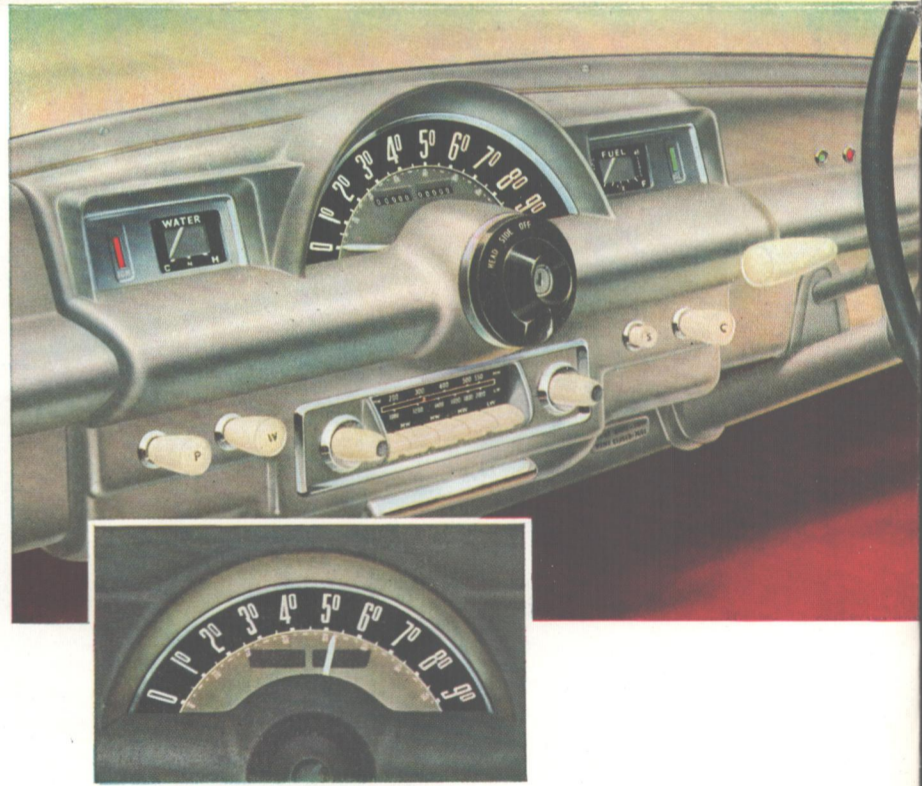
Passengers

*New ease of control . . .
New driving pleasure*

The Control Panel of the new Humber Hawk is a beautifully-styled, compact unit, with all essential instruments and controls centrally grouped for quick, easy use. The steering wheel is re-designed with a plated horn ring for finger-tip operation. Instruments have soft, edge lighting for clear definition, the half-circular speedometer is shrouded against windscreen reflection.

ADD to your motoring pleasures

In the fascia there is a roomy locker which can be secured. Above the control panel (in the top screen rail) are an illuminated travel clock, driving mirror and twin sun visors—the visor opposite front seat passengers being fitted with a mirror. A press-button "His Master's Voice" Automobile Radio and a ventilating and heating unit (styled to harmonise with fascia) can be fitted as extras.



The Laycock-de Normanville Overdrive

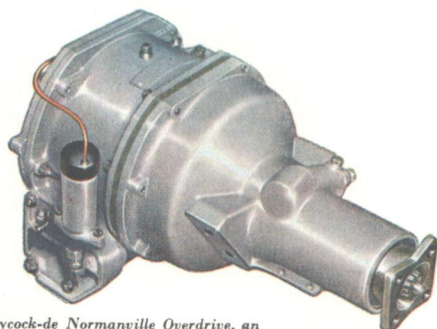
A 'fifth gear' for the new Humber Hawk

Provision is made for the fitting, as an extra, of a Laycock-de Normanville Overdrive unit—to give you the advantages of a fifth gear.

When engaged, the Overdrive enables you to increase speed without increasing engine revolutions or petrol consumption. Or you can cruise at normal top gear speed with lower engine revolutions and decreased petrol consumption. Your engine has less work to do, wear is reduced.

It is very simple to operate. A lever on the steering column is depressed to change the normal top gear ratio from 4.55 : 1 to 3.54 : 1, flicked back for direct drive: it is not necessary to manipulate clutch or accelerator. The operation is immediate and enables you to make rapid changes of speed in top gear.

Your Humber distributor or dealer will gladly give you full information.



The Laycock-de Normanville Overdrive, an entirely self-contained unit—provision is made for installation at the rear end of the gearbox.

versing . . . expansive side windows
round vision. High quality interior
pleasant colour schemes . . . twin sun
front door for maps and guide books
shelving shelf below rear window . . . an
rail and many other amenities . . .
radio and heater as extras . . . you
powerful new Humber Hawk!

Ample accommodation for all your luggage

There is abundant luggage space, compatible with the 6-seater capacity of the Humber Hawk. The deep and wide compartment will house all that requires to be taken. Golf clubs and other bulky articles can be easily accommodated. The new balanced boot lid, is extremely smooth and light in operation. The floor is rubber-covered for extra protection, the compartment insulated against weather.

Here, too, is the spare wheel—stowed upright for quick, easy and clean removal. Reversing lights can be incorporated in tail lights and are available as extras.



Boot Lock Control
Chromium, slam-type lock; opens easily, shuts firmly.



Number Plate Plinth
Illuminates rear number plate, also combines hand grip to open luggage compartment.

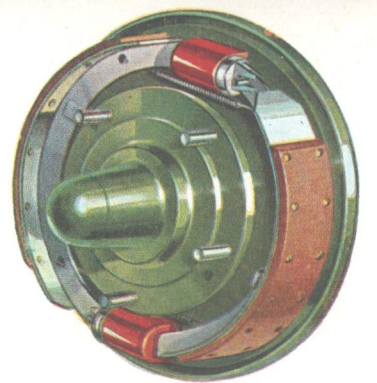


Petrol Filler
Hinged panel in rear wing conceals petrol filler cap: neat, accessible.

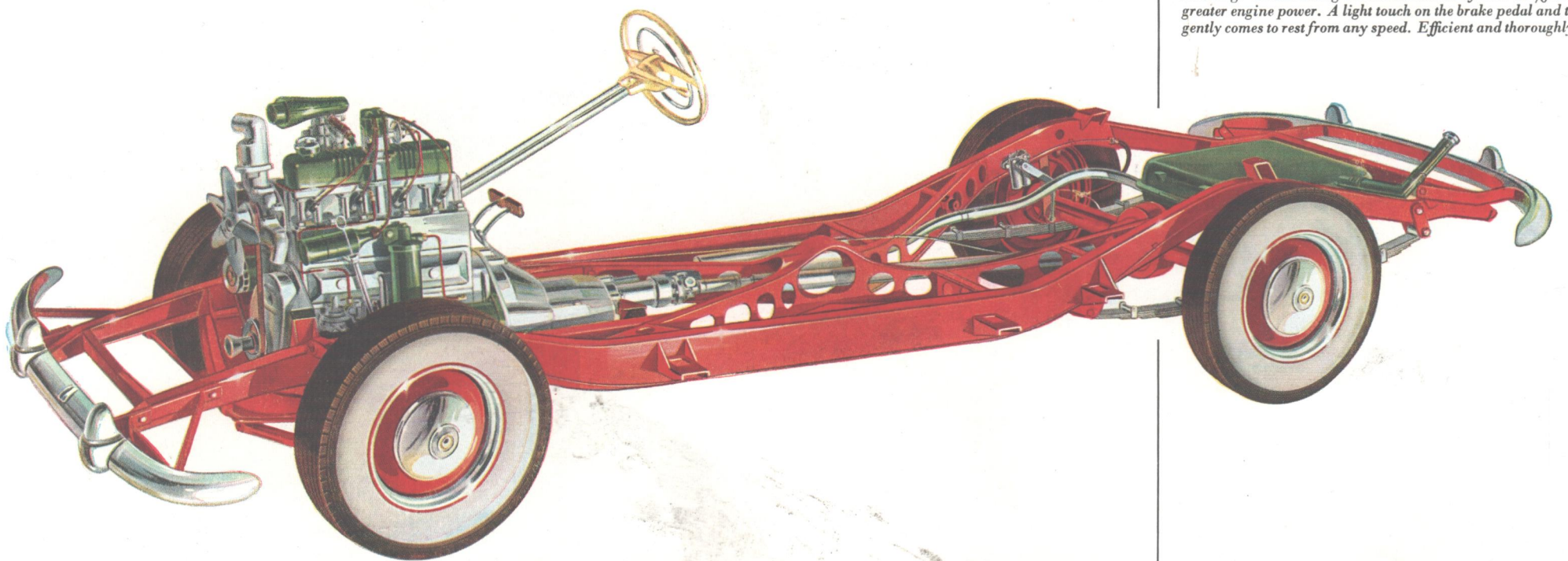


There's greater **BUILT-IN SAFETY** in the **HUMBER HAWK** chassis

The chassis is immensely strong . . . and safe. The rigid boxed girder frame with cruciform cross-members stands up to the toughest conditions, resists strains of rapid acceleration and braking. Robust front coil suspension, wide-leaf under-slung rear springs and high capacity shock absorbers ensure excellent riding and steering characteristics. The new Hawk has fully compensated clutch control, lighter clutch operation, simplified exhaust system.

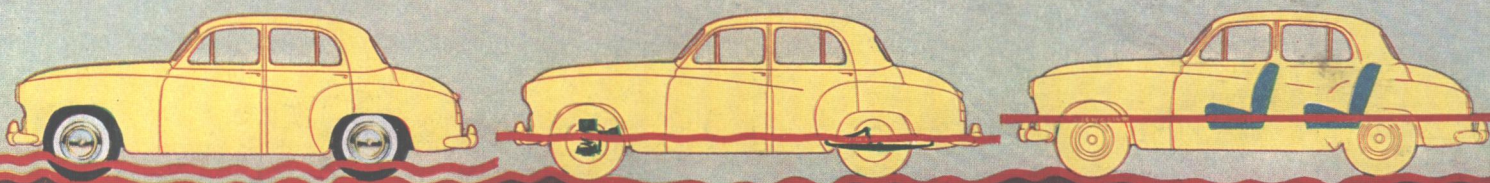


Brakes
Powerful Lockheed hydraulic brakes are fade and moisture resisting. Brake lining area is increased by over 40% to match greater engine power. A light touch on the brake pedal and the car gently comes to rest from any speed. Efficient and thoroughly safe.



Suspension

1. Anti-sway bar is fitted to front of chassis for extra stability—thick rubber cushions between coil spring and mounting absorb vibration.
2. A combination of efficient front-roll suspension system with semi-elliptic rear springs and efficient shock absorbers eliminates road shocks and vibration.
3. With extra-low-pressure cushion tyres and well-sprung upholstery, you are assured smooth, stable travel free from sway—with accurate, light control.



Running Costs stay **D O W N**

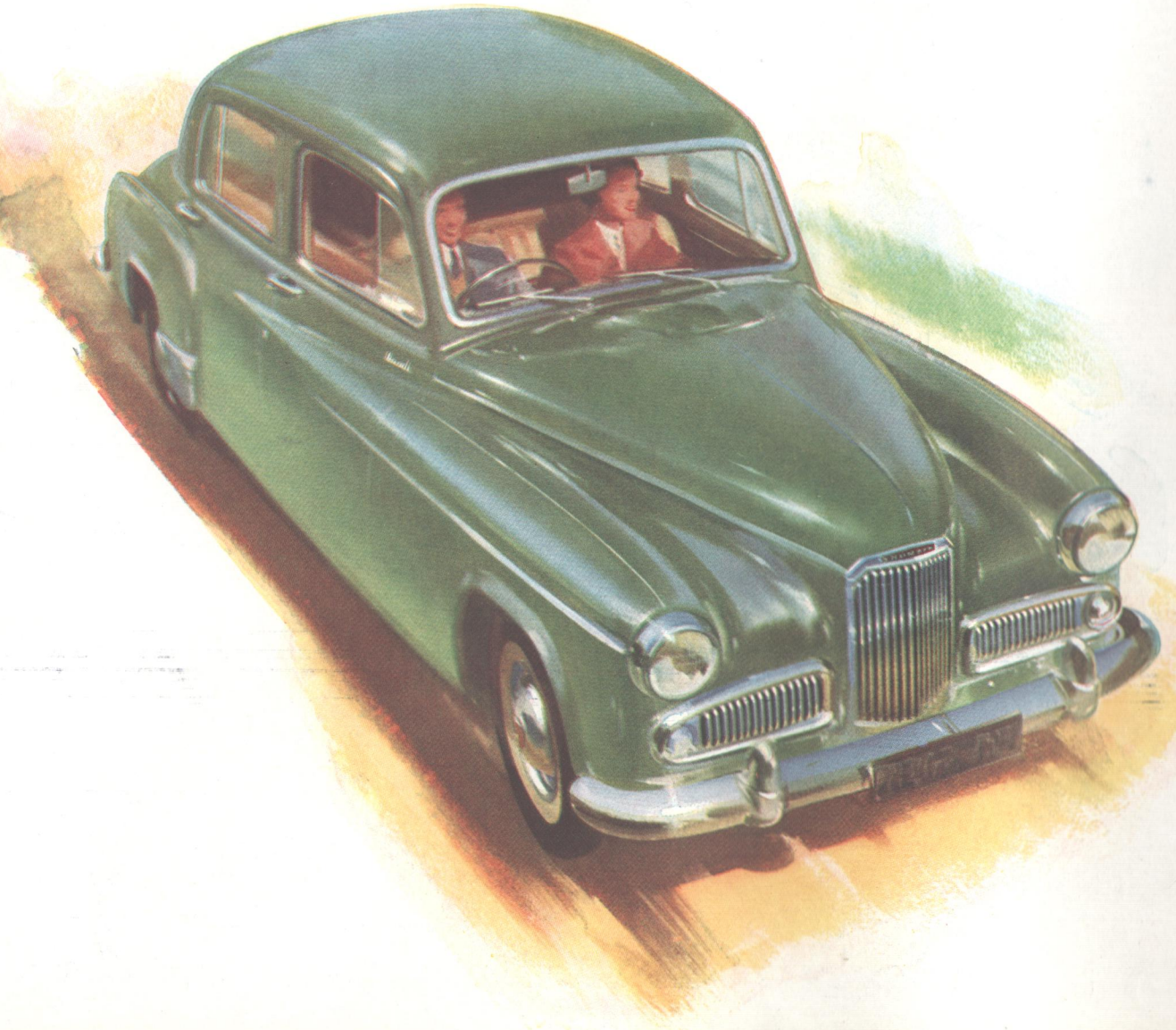
To match the greater engine power, the brake lining area is increased by over 40 per cent . . . larger, wider brakes for sure, quick control. The clutch operation is lighter and smoother.

In addition you have all the approved, exclusive Humber features: the characteristic clean, flowing lines and smart appearance; the calm, buoyant ride; generous built-in comfort for six passengers with ample luggage space; smartly-fashioned fittings; the thoughtful provision of many travel amenities.

For driver and passengers, there is a perfect view through wide, all-round vision windows. Steering is light and precise, with synchromatic gear-change at your finger-tips, and beautifully responsive controls.

Finally, there is the complete security of the immensely strong chassis and all-steel body, thoroughly dependable and safe.

Powered by the exhilarating
NEW O·H·V ENGINE



SUPERB ACCELERATION • EXTRA SAFETY

0001



S P E C I F I C A T I O N



ENGINE. Four cylinders in line; overhead valves push-rod operated; advanced design detachable cylinder head; compression ratio 7.0 : 1; three-bearing counterbalanced crankshaft; steel-backed main and big end bearings; high duty light alloy connecting rods; three-bearing camshaft with harmonic cams; Stromberg down-draught carburettor with hand controlled choke; thermostatically operated manifold system for rapid warm-up and easy starting; full-pressure lubrication; floating filter on pump intake and separate external by-pass filter with renewable element; mechanical petrol pump; combined oil bath air cleaner and silencer; fully cushioned engine mountings.

Bore and stroke, 81 mm. x 110 mm.; Cubic capacity, 2267 c.c.; Engine develops 70 b.h.p. at 4000 r.p.m.

IGNITION. Coil and distributor; centrifugal and suction controlled automatic advance and retard Champion NA8 plugs.

COOLING SYSTEM. Pump and five-bladed fan; special distribution tube in head provides maximum cooling for the hottest parts of the engine. Automatic thermostatic control.

CLUTCH. Borg and Beck 9 in. diameter single dry plate; fully compensated operation ensures smoother engagement.

GEARBOX. Proved four-speed synchromatic gearbox with control ring synchromesh on top, third and second gears; operation by finger-tip lever on steering column. Combined dipstick and filler accessible through floor.

REAR AXLE. Semi-floating design with hypoid final drive. Ratios: The standard rear axle ratio is 4.55 : 1 and an alternative ratio of 4.22 : 1 is available for special conditions (consult your Dealer).

OVERALL RATIOS. Top, 4.55 : 1; 3rd, 6.79 : 1; 2nd, 11.26 : 1; 1st, 14.52 : 1; Reverse, 18.39 : 1. Top, 4.22 : 1; 3rd, 6.297 : 1; 2nd, 10.43 : 1; 1st, 13.455 : 1; Reverse, 17.04 : 1.

FRAME. Box-section side members rigidly braced by a stout channel-section cruciform and box-section cross members to form a single structure of immense strength.

FRONT SUSPENSION. Independent with silico manganese coil springs.

REAR SUSPENSION. Long semi-elliptic springs attached to frame by steel and rubber bushes to eliminate greasing points.

SUSPENSION CONTROL. Armstrong double-acting lever arm type shock absorbers. Anti-roll bar located between bottom links of front suspension.

WHEELS. "Easi-clean" disc wheels with plated nave plates; spare wheel vertically located at side of rear locker.

TYRES. Dunlop cushion type, 6.40 x 15 in.

BRAKES. Latest Lockheed two leading shoe system with hydraulic operation; Cast-iron 10 in. diameter brake drums; 172 sq. in. of lining area; handbrake operates on rear wheels mechanically; inverted lever under scuttle.

STEERING. Burman high efficiency, variable ratio type. Attractive two-spoke steering wheel with plated horn ring. Right- or left-hand drive available according to market requirements.

PETROL TANK. 10 Imperial gallons capacity; located at rear of chassis.

ELECTRICAL SYSTEM. 12 volt, 51 amp. hour Lucas battery housed under bonnet; powerful starter operated through a solenoid from control on fascia; Lucas ventilated dynamo with compensated voltage control; Lucas coil; two powerful, flush-fitting sealed reflector head lamps with foot-operated dipper control; separate side lamps; self-cancelling flashing indicators; built-in twin tail lamps incorporating reflectors and twin stop lamps operated by brake pedal pressure; independent illumination for rear number plate; concealed edge lighting for instrument panel; dual wind-tone horns; courtesy roof lamp.

FOUR-CORNER JACKING SYSTEM. Geared mechanical pillar type jack fitting into permanent sockets on chassis frame.

TOOL KIT. Comprehensive kit of tools including large tyre pump, wheelbrace, etc.

ACCESSORIES (available at extra cost). Radio; Heater and air circulating equipment; Rootes Group "Rimfinishers"; White-wall tyres and Reverse lamp kit. For details of the full range of Rootes Group Special Accessories apply to your Dealer.

OVERDRIVE UNIT (available at extra cost). For those owners wishing to enhance the degree of pleasure to be derived from the Humber Hawk, a Laycock-de Normanville overdrive is available. It is designed for use in top gear and is operated in conjunction with a final drive ratio of 4.55 : 1.

OVERALL DIMENSIONS. Length, 181½ in. (4.610 m.). Width, 72 in. (1.829 m.). Height, 65 in. (1.651 m.). Unladen weight, 3180 lb. (1442 kg.).

COLOUR SCHEMES. Black with Bright Red upholstery. Black with Light Fawn upholstery. Black with Dark Fawn upholstery. Seal Grey with Bright Red upholstery. Cactus Green with Light Fawn upholstery. Cactus Green with Dark Fawn upholstery. Golden Sand with Bright Red upholstery. Claret with Light Fawn upholstery. Severn Blue with Light Fawn upholstery. Severn Blue with Bright Red upholstery.

The Company reserves the right to alter any prices or specifications at any time without notice, and all goods are sold subject to prices and Conditions of Sale ruling at the time of delivery.

Sales and Service
in 132 Countries

EXPORT **ROOTES** DIVISION

DEVONSHIRE HOUSE,
PICCADILLY LONDON, W.1



Printed in England

Ref. No. 3152/Ex/104/20.

THE HUMBER HAWK TOURING LIMOUSINE is a dual-purpose car with a specially designed interior. It can be used either as a chauffeur-driven limousine, or, with the glass partition lowered, as an owner-driven saloon.

The partition dividing the two compartments is unique in that the entire unit, comprising the front seat together with the glass division, is adjustable, and permits a variable degree of leg-room for the driver or rear-seat passengers. This adjustment can be quickly effected by means of a handle control at the base of the seat.

In addition, the spring-assisted glass division may be locked in any position by means of a centrally placed, quick action lever, within easy reach of all passengers. The illustration shows this lever above a neatly recessed ashtray; a cigar lighter is available as an extra.

The Humber Hawk Touring Limousine satisfies all the requirements of a saloon for business or personal use: it has exceptional comfort, great power and quiet efficiency.