

THE MOST ECONOMICAL MOTORING IN THE WORLD



THE
AUSTIN SEVEN
WILL
SAVE
YOUR
MONEY!

WHY THE AUSTIN SEVEN IS A SOUND MOTORING INVESTMENT



SAVE ON PRICE

THE lowest priced car is not necessarily the cheapest; value is the deciding factor. In the Austin Seven De Luxe Saloon you obtain a car of the highest quality at a price well within the reach of modest incomes.

You should note that the car is absolutely complete—no irritating "extras." All the necessary accessories are included—Pynchley sliding roof—bumper bars front and rear—chromium-plated fittings—Triplex glass in windscreen and all windows. Real leather of the best quality is used for the upholstery of the seats, and the general finish of the chassis and bodywork is of a quality that ensures the retention of its fine appearance during many years of service.

SAVE ON RUNNING COSTS

WE claim that the Austin Seven is the most dependable car you can own, and that it will give years of carefree motoring at the minimum cost.

Sound basic design and light weight ensure that you get a satisfactory high mileage from every gallon of petrol and oil used, and the longest life possible from the tyres.

Due to its compact size the Seven can be parked easily and garaged at the lowest charges.

In every way it is the most handy and economical vehicle on the road to-day.

SAVE ON DEPRECIATION

AUSTIN models fetch a higher resale price than other cars of similar type and age, because the Austin Company's policy has been to avoid the introduction of yearly models.

Changes in design are made when and where necessary, to keep abreast of automobile development. Improvements are only embodied after careful and rigorous testing. No novelties are introduced merely for novelty's sake. All materials used are of the highest quality obtainable, and every component is minutely examined at every stage of its manufacture.

The Austin Seven was the Pioneer of the small car, and has always been classed as a scientific and sound engineering proposition.



**You buy a car—but
you INVEST in an
AUSTIN—confirmed**

The letter quoted below is one of hundreds of others that, without solicitation are constantly being sent to us by owners, in appreciation of their AUSTIN SEVENS' economical running.

COPY.

*Brimington,
Nr. Chesterfield.*

THE AUSTIN MOTOR CO., LTD.,
Longbridge Works,
Birmingham.

Dear Sirs,

Re NEW AUSTIN SEVEN SALOON.

Will you kindly complete enclosed warranty and return. You will no doubt be pleased to know that I have just parted with my old Austin Seven after three years care-free motoring for an extremely good price. Moreover the car was doing 50 m.p.g. and one thousand miles to the pint of oil. Naturally I am delighted with the Austin Seven.

Thanking you,

Yours faithfully,

(Signed) P.C.I.

THE AUSTIN MOTOR CO., LTD.,
LONGBRIDGE, BIRMINGHAM.

Telegrams : "Speedily, Northfield."

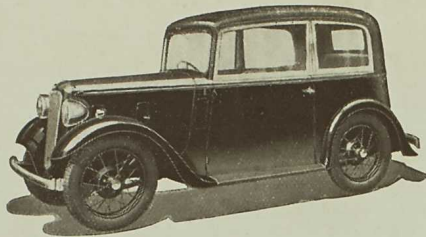
Code : Bentleys.

Telephone : Priory 2101.

Printed in England.

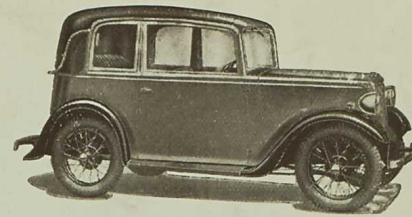
Publication No. 1346E.

THE AUSTIN SEVEN



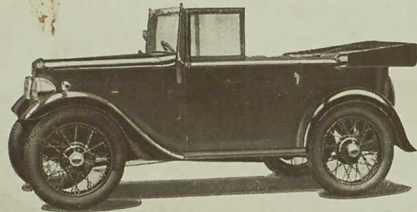
THE RUBY SALOON

A roomy four-seater saloon completely equipped. The front seats are adjustable. Pneumatic cushions to all seats.



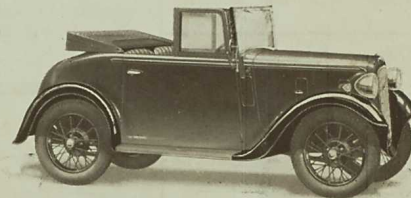
THE PEARL CABRIOLET

An attractive model with a roof that is easily opened or closed and can be fixed in either of two opened positions.



THE SEVEN TOURER

A four-seater open car with an easily operated hood. Both front seats are separately adjustable.



THE SEVEN TWO-SEATER

It is provided with a quick-lift hood that will withstand heavy weather.

SPECIFICATION

ENGINE. Mounted on rubber buffers which absorb vibration. Four-cylinder water cooled, detachable head, bore 2.2in. (56 mm.), stroke 3in. (76 mm.), total capacity 45.6 cu. ins. (747.5 c.c.). R.A.C. rating 7.8 ; b.h.p. 13.5 at 3,000 r.p.m. The strong crankshaft has roller bearings.

PETROL TANK & PUMP. The tank at the rear has a capacity of 5 gallons (22 litres). Contents gauge on instrument board. The fuel supply is by a petrol pump.

IGNITION. By coil and battery. Automatic advance and retard.

COOLING. By thermo-syphon and fan.

LUBRICATION. Engine lubrication is by means of a vane pump.

TRANSMISSION. The clutch is of the single plate type, and takes up the drive very smoothly. The top, third and second gears have synchromesh engagement. The ratios of engine to road wheels are—top, 5.25 to 1 ; 3rd, 8.73 to 1 ; 2nd, 13.85 to 1 ; 1st, 22.94 to 1. The gear change lever is mounted centrally, and convenient to the driver's hand. The final drive is by spiral bevel gear. The rear axle is of the three-quarter floating type with differential and torque tube.

BRAKES. The improved brakes are of the expanding type and act smoothly and powerfully.

CHASSIS. Exceptionally strong, light and of patented triangular design.

STEERING. Is of the worm and worm wheel type.

SUSPENSION. Semi-elliptic transverse spring in front, those at the rear are quarter-elliptic. Shock absorbers front and rear to damp out road shocks.

WHEELS AND TYRES. The wheels are of special wire type. Tyres 4.75 x 16in. Dunlop E.L.P. and on Sports model 4.00 x 18 Dunlop.

GENERAL DIMENSIONS. Length—"Ruby" and "Pearl," 10ft. 7in. (3,226 mm.), "Open-Road" and Two-Seater, 10ft. 3in. (3,123 mm.), "Nippy," 9ft. 10in. (2,997 mm.). Width—"Ruby," "Pearl," Two-seater and "Open-Road," 4ft. 3in. (1,295 mm.), "Nippy," 4ft. 1½in. (1,257 mm.). Height—"Ruby," 5ft. 3in. (1,600 mm.) (ventilator closed), "Pearl," 5ft. 2in. (1,574 mm.), "Open Road" and Two-Seater, 5ft. 1in. (1,549 mm.), "Nippy," 4ft. 4in. (1,320 mm.). Wheelbase—6ft. 9in. (2,057 mm.). Track—3ft. 4in. (1,016 mm.). Road Clearance—7½in. (194 mm.), sports model 7in. (178 mm.). Turning Circle—38ft. 2in. (11,633 mm.).

EQUIPMENT. 6 volt electric lighting and starting with hand starter switch. Chromium plated dip and switch head lamps with foot control, side lamps, combined stop and tail lamp, *bumpers front and rear, combined carburetter air strangler and throttle control, electric petrol gauge, magnetic speedometer, electric horn, spare wheel and tyre, and number plates. The full set of tools is stowed in a special compartment. *On Ruby Saloon de Luxe and Pearl Cabriolet.