

1939



'I was behind
the times....'

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the times

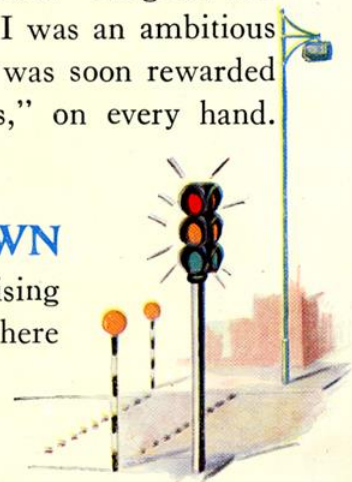


40 YEARS AGO I OWNED THE LARGEST STORE IN LOWER BRIDGE

At the time my father's business was left to me, life was a leisurely affair. The motor car was in its infancy, one-horse trams clattered lazily along, but "Shank's pony" was the general form of locomotion. Progress was slow but it was fast enough to satisfy our customers. I was an ambitious young man, however, and by dint of real hard work was soon rewarded by hearing the remark, "I always shop at Green's," on every hand.

But now LOWER BRIDGE IS A FLOURISHING TOWN

With the advent of telephones, mechanical transport and enormous advertising campaigns, large modern shops and competitive stores sprang up everywhere and I was realising that my own business was being thrust more and more into the background.



Despite extensive alterations
AND INCREASED ASSISTANCE it was becoming obvious that
"Green's" were fast losing prestige. EVEN OLD CUSTOMERS
WERE DROPPING OFF, whilst new ones were very rarely seen.
SOMETHING WAS UNDOUBTEDLY MISSING!



In desperation we put our heads together

TO FIND THE SOLUTION The high quality of my goods had always been maintained. My assistants had been chosen for their civility and alertness and I had behind me many years' of experience and a reputation for fair dealing; where, then, lay the weakness? Eventually a young and enterprising assistant suggested that

My service was at fault

I was quite ready to admit that the prompt delivery of my goods had always been my greatest difficulty, and often on arrival they were in a far from satisfactory condition.

UNDOUBTEDLY OUR TROUBLE WAS HERE

After days of indecision

hours spent poring over catalogues, folders and advertisements, and several visits to motor showrooms, I was finally convinced that I needed **MODERN TRANSPORT**



I decided to invest

My first choice was an **AUSTIN SEVEN VAN** which in itself formed an effective trade advertisement, and quite soon I was able to prove conclusively that all the claims made by the manufacturers were justified. In an incredibly short time **THE VAN HAD PAID FOR ITSELF**



Both fuel and oil consumption were extremely low, **Its loading capacity was surprising** and it safely carried the most **FRAGILE ARTICLES** as well as the **HEAVIER PACKAGES**



So successful was this innovation that a little while after I purchased a **LARGER AUSTIN VAN** for the heavy loads and long journeys, keeping the smaller van for local work.

Quite soon business showed a decided improvement, **Custom continued to increase** and I was once again able to hold up my head, secure in the knowledge that, in every way, Green's was "as good as the best."

AUSTIN VANS are the **FINEST INVESTMENT I HAVE EVER MADE!**



The roomy interior of the

AUSTIN 'SEVEN' DELIVERY VAN



This most economical of light vans will speedily transport loads up to 5 cwt. Its bulk capacity is 55½ cubic feet.

IT'S EQUIPMENT INCLUDES

6-volt electric starting and lighting; instrument panel with concealed illumination; foot-operated dip-and-switch headlamps; flush-fitting automatic return direction indicators; electric windscreen wiper; driving mirror; petrol gauge; ammeter; speedometer; electric horn; stop-and-tail lamp; spare wheel and tyre; full kit of tools stowed in a special compartment; and front screen and side windows of Triplex toughened glass.

INTERIOR DIMENSIONS

Length	- - - -	3 ft. 10 in. (1,168 mm.)
Width	- - - -	3 ft. 11 in. (1,194 mm.)
Height	- - - -	3 ft. 3¾ in. (1,010 mm.)
Width between wheel arches		2 ft. 10 in. (864 mm.)
Width of door opening	-	3 ft. 9 in. (1,143 mm.)
Height of door opening	-	3 ft. 1 in. (940 mm.)
Weight carrying capacity		5 cwts. (254 kilos.)

EXTERIOR DIMENSIONS

Length	- - - - -	10 ft. 8 in. (3,251 mm.)
Width	- - - - -	4 ft. 3 in. (1,295 mm.)
Height	- - - - -	5 ft. 4 in. (1,626 mm.)
Height, over number plate	- - - - -	5 ft. 8 in. (1,727 mm.)
Height of floor level from ground (Normal load).	- - - - -	1 ft. 9 in. (533 mm.)
Cubic capacity	- - - - -	55½ cubic ft. (1.57 cubic m.)



The Austin 'Seven' Van

The roomy interior of the

AUSTIN 'TEN' DELIVERY VAN



The 6-8 cwt. Ten van has a bulk capacity of fully 88 cubic feet and the engine develops 27 b.h.p. This large capacity van is speedy and dependable and easy to control.

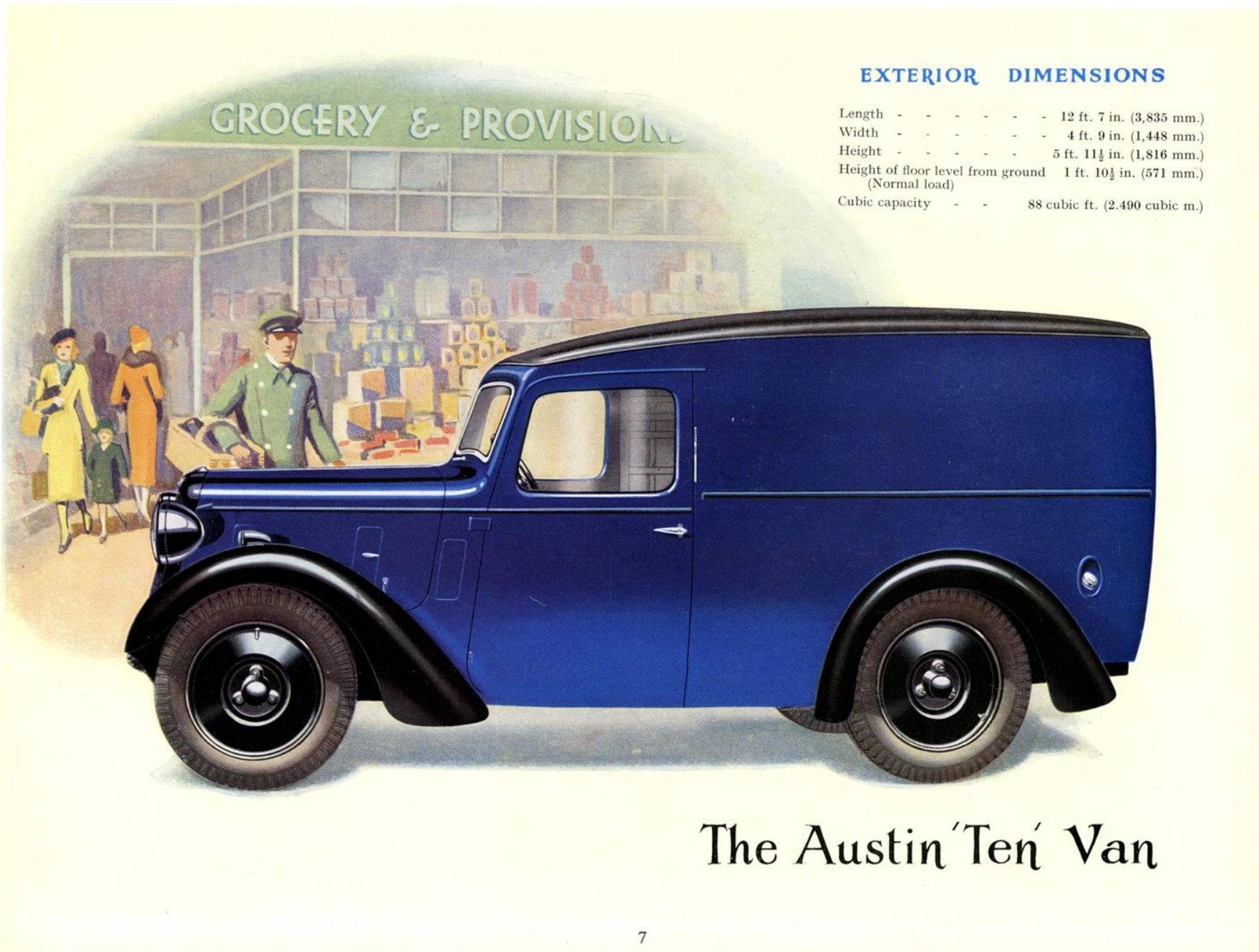
The body lines are attractive and the suspension is flexible.

IT'S EQUIPMENT INCLUDES

12-volt electric lighting and starting; large-dial illuminated instruments; foot-operated dip-and-switch headlamps; flush-fitting automatic return direction indicators; scuttle-mounted windscreen wiper; exterior driving mirror; petrol gauge; ammeter; speedometer; stop-and-tail lamp; electric horn; spare wheel and tyre; full kit of tools stowed in special compartment; and front screen and side windows of Triplex toughened glass.

INTERIOR DIMENSIONS

Length	- - - -	5 ft. 5½ in. (1,664 mm.)
Width	- - - -	4 ft. 3¼ in. (1,302 mm.)
Height	- - - -	3 ft. 7 in. (1,092 mm.)
Width between wheel arches	- - - -	3 ft. 1 in. (940 mm.)
Width of door opening	- - - -	3 ft. 6 in. (1,067 mm.)
Height of door opening	- - - -	3 ft. 2½ in. (978 mm.)
Weight carrying capacity	- - - -	6-8 cwts. (305-406 kilos.)



EXTERIOR DIMENSIONS

Length	- - - - -	12 ft. 7 in. (3,835 mm.)
Width	- - - - -	4 ft. 9 in. (1,448 mm.)
Height	- - - - -	5 ft. 11½ in. (1,816 mm.)
Height of floor level from ground (Normal load)	- - - - -	1 ft. 10½ in. (571 mm.)
Cubic capacity	- -	88 cubic ft. (2.490 cubic m.)

The Austin 'Ten' Van

The roomy interior of the

AUSTIN 'TWELVE' DELIVERY VAN



The power unit of the Twelve van develops fully 33 brake horse power and handles loads up to half a ton with ease.

The attractive van body contains well over 100 cubic feet of storage space. The flexible suspension ensures that fragile goods are carried securely and without damage.

IT'S EQUIPMENT INCLUDES

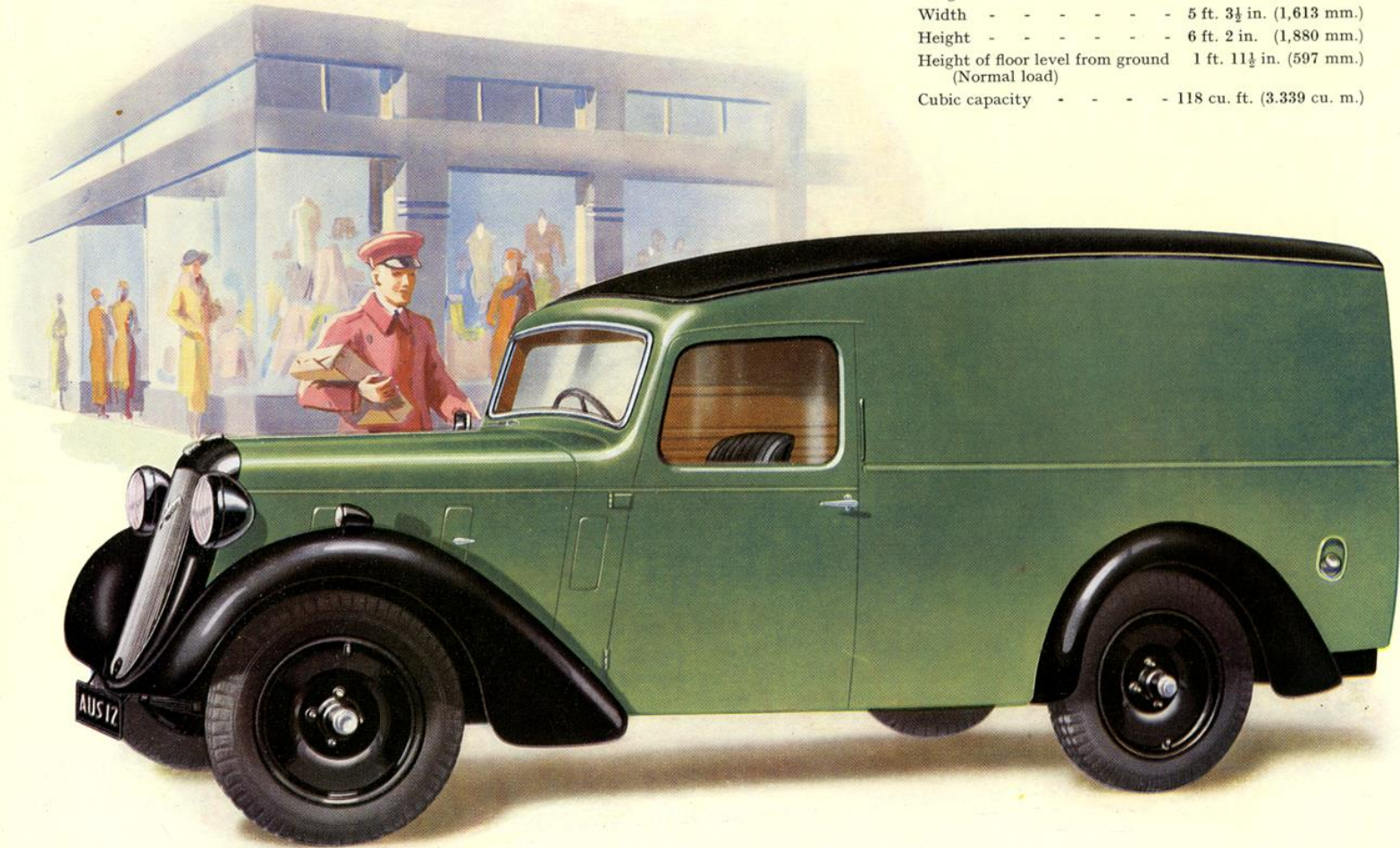
12-volt starting and lighting ; foot-operated dip-and-switch headlamps ; flush-fitting automatic return direction indicators ; electric windscreen wiper ; exterior driving mirror ; petrol gauge ; speedometer ; ammeter ; stop-and-tail lamp ; electric horn ; full kit of tools stowed in a special compartment ; front screen and side windows of Triplex toughened glass.

INTERIOR DIMENSIONS

Length	- - - -	6 ft. 2 in. (1,880 mm.)
Width	- - - -	4 ft. 10 in. (1,473 mm.)
Height	- - - -	3 ft. 9½ in. (1,156 mm.)
Width between wheel arches	- - - -	3 ft. 5¾ in. (1,060 mm.)
Width of door opening	- - - -	4 ft. 1 in. (1,245 mm.)
Height of door opening	- - - -	3 ft. 5½ in. (1,054 mm.)
Weight carrying capacity	- - - -	8-10 cwt. (406-508 kilos.)

EXTERIOR DIMENSIONS

Length	- - - - -	13 ft. 10 in. (4,216 mm.)
Width	- - - - -	5 ft. 3½ in. (1,613 mm.)
Height	- - - - -	6 ft. 2 in. (1,880 mm.)
Height of floor level from ground (Normal load)	- - - - -	1 ft. 11½ in. (597 mm.)
Cubic capacity	- - - - -	118 cu. ft. (3,339 cu. m.)



The Austin 'Twelve' Van



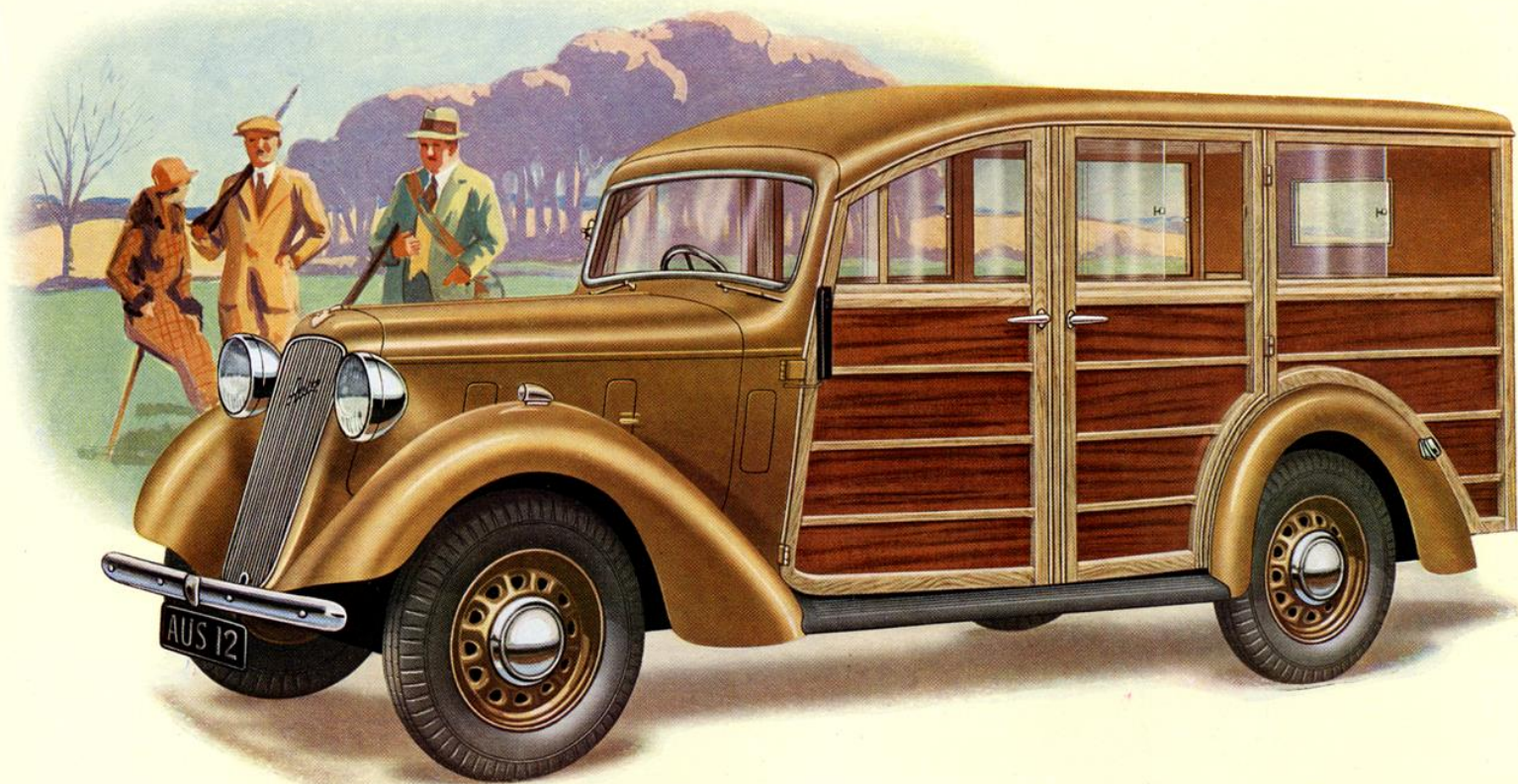
Above is an interior view of the seating and other accommodation. All seats behind the driver are collapsible and fold flat, allowing for the use of an unrestricted floor space of 5' 8". The width of floor is 4' 2" (3' 5½" between wheel arches). The height from floor to centre of roof is 3' 7", height of floor approximately 2' 4" and height of sides from floor to waist line 1' 9".

EQUIPMENT. The equipment includes 12-volt starting and lighting, with automatically compensated charging control. Head and side lamps are chromium plated, with a foot-operated dip-and-switch control.

The instrument board carries oil and petrol gauges, ammeter, lighting and ignition switch box, starter button, trip speedometer, ignition warning lamp, concealed instrument lamps, combined throttle and strangler control, and inspection lamp plug points.

Front bumpers are fitted, and a full kit of tools is provided.





Here is a model new to the Austin range—the popular Twelve Saloon chassis mounted with a mahogany panelled Shooting Brake body of a design and with equipment which will make an instant appeal in the sporting and commercial world. The sturdiness and power of this chassis is well-suited to the needs of a vehicle of this kind, with its four doors and completely opening back. The construction of this body naturally varies considerably from normal car coachwork and full attention has been given to its equipment to meet the special duties for which it is designed. It can cope with the heavy demands not only of Country Estate work, but also of Hotel and Station work.

This body provides ample accommodation for the needs of this special service, seating six persons with room for bulky sporting equipment and luggage.

The rear view of the Austin Shooting Brake shows the tail-board type of opening for both top and bottom of body, giving not only ease of loading, but extended floor space when necessary, as the tail-board can be secured horizontally.

This special four-door body is constructed of $\frac{1}{4}$ " Mahogany panels and Ash framing, with Triplex toughened glass screens. The hinged and detachable tail-board (to which the spare wheel is attached) is also of Mahogany.

All upholstery is of real leather throughout, and the roofing is carried out in heavy waterproof material.

THE 'SEVEN' VAN

ENGINE. 4-cylinder, water-cooled, detachable head. Bore, 2.2 in. (56 mm.); stroke, 3 in. (76 mm.) Total capacity, 45.6 cub. in. (747.5 c.c.); R.A.C. rating, 7.8; b.h.p. 17 at 3,800 r.p.m. The crankshaft is carried on three bearings.

FUEL SUPPLY. The tank has a capacity of 5 gallons (22 litres). A contents gauge is included on the instrument board.

IGNITION. By coil and battery.

COOLING. By thermo-syphon and fan.

LUBRICATION. Engine lubrication is by means of a vane pump. Chassis lubrication is by grease gun.

CHASSIS. Patented triangular design with sturdy cross members and longitudinal bracing.

TRANSMISSION. The single plate clutch has a flexible centre and is very light in operation. The gearbox has four speeds forward and a reverse. The ratios of engine to road wheels are: 1st speed, 22.94 to 1; 2nd, 13.85 to 1; 3rd, 8.73 to 1; top, 5.25 to 1, with synchromesh engagement for second, third and top. Gear changes are easily effected by a lever mounted centrally and convenient to the driver's hand. Final drive is by spiral bevel gear. The rear axle is of the three-quarter floating type, the hubs being mounted on large ball bearings.

BRAKES. The brakes are applied to all four wheels by either the hand lever or pedal. Adjustments are readily carried out and all parts are accessible.

STEERING. The light and responsive steering is of the worm and sector type, with provision for taking up wear.

SUSPENSION. Semi-elliptic transverse spring in front; those at the rear are quarter-elliptic. Shock absorbers front and rear.

WHEELS AND TYRES. Tyres are 4.00×18 Dunlop, and the wheels are of special wire type.

THE 'TEN' VAN

ENGINE. 4-cylinder monobloc; bore, 2.4995 in. (63.5 mm.); stroke, 3.5 in. (89 mm.). Total capacity, 1125 c.c.; R.A.C. rating, 9.9 h.p.; b.h.p. 27 at 4,000 r.p.m. The cylinder head is detachable and the valves are all on the near side. The crankshaft is carried on three bearings. Pistons are of special low expansion aluminium alloy.

FUEL SYSTEM. The tank at the rear, has a capacity of 6 gallons (27 litres). The supply to the engine is by a petrol pump. A contents gauge is included on the instrument board.

IGNITION. By battery and coil, the distributor is easily accessible and incorporates an automatic advance and retard mechanism.

COOLING. By thermo-syphon and fan.

LUBRICATION. By means of a gear wheel pump, forcing oil to all bearings of the crankshaft and camshaft and connecting rod big ends. Chassis lubrication by grease gun.

CHASSIS. Strong, cross-braced frame.

TRANSMISSION. The clutch is of the flexible single-plate type. The gearbox has four speeds forward and a reverse. It forms one unit with the engine, and the whole is suspended at three points and power insulated. The ratios of engine to road wheels are: 21.1, 12.78, 8.04 and 5.25 to 1, with synchromesh engagement for second, third and top. Gear changes are easily effected by a lever mounted centrally. Final drive is by spiral bevel gear mounted on ball bearings. The rear axle is of the three-quarter floating type.

BRAKES. Girling type, direct coupled four wheel expanding brakes operated either by hand or foot. All brakes are easily and separately adjustable.

STEERING. Steering of the hour-glass worm and sector type, with provision for taking up wear. In the centre of the steering wheel are the electric horn button and the automatic switch for the direction indicators.

SUSPENSION. Road springs are semi-elliptic and mounted with non-lubricated "Silentbloc" shackles. Luvax hydraulic shock absorbers to front and rear of van.

WHEELS AND TYRES. Disc wheels, with Dunlop 4.75×18 in. tyres, spare wheel carried in enclosed locker in van.

THE 'TWELVE' VAN & SHOOTING BRAKE

ENGINE. 4-cylinder monobloc; bore, 2.73 in. (69.3 mm.); stroke, 4 in. (101.6 mm.). Total capacity, 1535 c.c.; R.A.C. rating, 11.9 h.p.; b.h.p. at 3,600 r.p.m., 33. The cylinder head is detachable and the valves are all on the near side. Induction and exhaust manifolds are mounted to provide a hot-spot. The crankshaft is carried on three bearings of ample diameter. Pistons are of special low expansion aluminium alloy.

PETROL TANK AND GAUGE. The tank has a capacity of 8 gallons (36 litres). The supply to the engine is by a petrol pump. A contents gauge is included on the instrument board.

IGNITION. By battery and coil, the distributor is easily accessible and incorporates an automatic advance and retard mechanism.

COOLING. By thermo-syphon and fan.

LUBRICATION. By means of a gear wheel pump, forcing oil to all bearings of the crankshaft and camshaft and connecting rod big-ends. A large gauze filter in the oil reservoir is easily removed for cleaning. Chassis lubrication by grease gun. The number of greasers is reduced to a minimum.

CHASSIS. Strong, cross braced frame.

TRANSMISSION. The single-plate clutch has a flexible centre. The synchromesh gearbox has four speeds forward, and a reverse. It forms one unit with the engine, and the whole is suspended at three points. The ratios of engine to road wheels are: Van, 20.37, 13.28, 8.44 and 5.375; Shooting Brake, 18.53, 12.08, 7.68 and 4.89 to 1. Gear changes are easily effected by a lever mounted centrally. Final drive is by spiral bevel and the rear axle is of the three-quarter floating type. The hubs are carried on ball bearings.

BRAKES. Efficient Girling brakes operated by hand or foot on all four wheels. Separate adjustment at each wheel is easily effected.

STEERING. Steering of the worm and sector type, with provision for taking up wear. Over the steering wheel are the electric horn button and the automatic switch for the direction indicators.

SUSPENSION. Road springs are semi-elliptic and zinc interleaved. All springs are mounted with non-lubricated "Silentbloc" shackles. Luvax hydraulic shock absorbers front and rear.

WHEELS AND TYRES. Disc wheels with Dunlop 5.00 x 18 in. tyres. Fort at rear and spare, and standard at front.

Shooting Brake: Pressed steel spoke wheels with Dunlop 5.75 x 16 in. tyres.

PRICES

THE 'SEVEN' VAN - - Tax £10

Weight carrying capacity 5 cwt. + driver.

Brake Horse Power (at 3,800 r.p.m.) - - 17

PRICE, in Grey Priming (at Works) - - **£115**

Additional Bucket Seat - - - £1 11s. 6d.

Painted in one of five standard colours: Red, Blue, Green, Yellow or Black, £3 10s. extra. Other colours, £5 extra.

THE 'TEN' VAN - - - Tax £15

Weight carrying capacity 6-8 cwt. + driver.

Brake Horse Power (at 4,000 r.p.m.) - - 27

PRICE, in Grey Priming (at Works) - - **£169**

Additional Bucket Seat - - - £2 2s.

Partition - - - - £1 15s.

Painted in one of five standard colours: Red, Blue, Green, Yellow or Black, £4 5s. extra. Other colours, £7 10s. extra.

THE 'TWELVE' VAN - Tax *£15

Weight carrying capacity 8-10 cwt. + driver.

Brake Horse Power (at 3,600 r.p.m.) - - 33

PRICE, in Grey Priming (at Works) - - **£192**

Additional Bucket Seat - - - £2 2s.

Partition - - - - £1 15s.

* Either of these extras will bring the weight of the vehicle over one ton.

Painted in one of five standard colours: Red, Blue, Green, Yellow or Black, £5 extra. Other colours, £10 extra.

THE 'TWELVE' SHOOTING BRAKE - - - Tax *£15

Weight carrying capacity 8-10 cwt. + driver.

Brake Horse Power (at 3,600 r.p.m.) - - 33

PRICE (at Works) - - - **£277-10**

Suggested colours: Cream or Pueblo Brown finish. Other colours at no extra charge.

Available on the Fourteen chassis for an additional £10.

* With all rear seats removed, together with other permitted items, this vehicle is under 1 Ton unladen.

ERRATUM. THE 'SEVEN' VAN.
Additional Bucket Seat should read £1 17s 6d.

FLEETS OF AUSTIN VANS

have been installed by the following firms of national importance

Messrs. J. H. Dewhurst, Ltd. (including
Eldorado Ice Cream).

Messrs. Chivers.

Messrs. Electrolux Ltd.

Messrs. National Cash Register Co.

Messrs. Kearley & Tonge.

Messrs. Stretford & District Gas Board.

Messrs. Halifax Industrial Society Ltd.

Messrs. Worlds Stores.

Messrs. Carter Paterson, Ltd.

Messrs. Kodak Ltd.

The Navy, Army & Airforce Institute.

Messrs. George J. Mason Ltd.

Messrs. Coty (England), Ltd.

Messrs. Currys Ltd.

“The Bristol Evening World.”

“The Star.”

Messrs. Burdall's Ltd.

Messrs. Shell Mex and B.P.

Messrs. Unilever Ltd.

Messrs. Carreras Ltd.

Messrs. Dunlop Company, Ltd

Messrs. S. Smith & Sons, Ltd.

Messrs. Simpsons Ltd., Birmingham.

Messrs. The Vacuum Oil Co., Ltd.

Messrs. B.T.H., Ltd.

Messrs. Hercules Cycle Co., Ltd.

“The Leicester Mercury.”

Messrs. J. Lyons & Co., Ltd.

Messrs. Sheldons Ltd., Birmingham.

Messrs. Smith's Potato Crisps, Ltd.

Messrs. Cridland & Company, Ltd.

Messrs. Andrews & Sons, Ltd.

Messrs. J. Robinson & Sons, Ltd.

Messrs. J. Prosser & Co., Ltd.

The London & North Eastern Railway.

Messrs. William Hollins Ltd. (Vyella).

The Co-operative Wholesale Society, Manchester.

Messrs. Bourne & Hollingsworth Ltd.

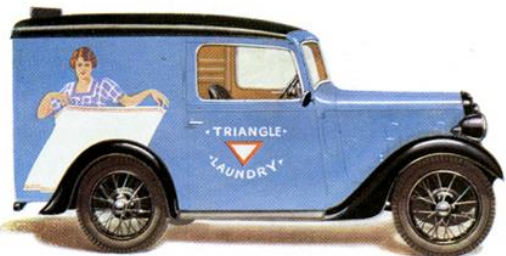
Messrs. Geo. Newnes Ltd. (Strand Magazine).

Messrs. Absalom, Crocker & Company, Ltd.

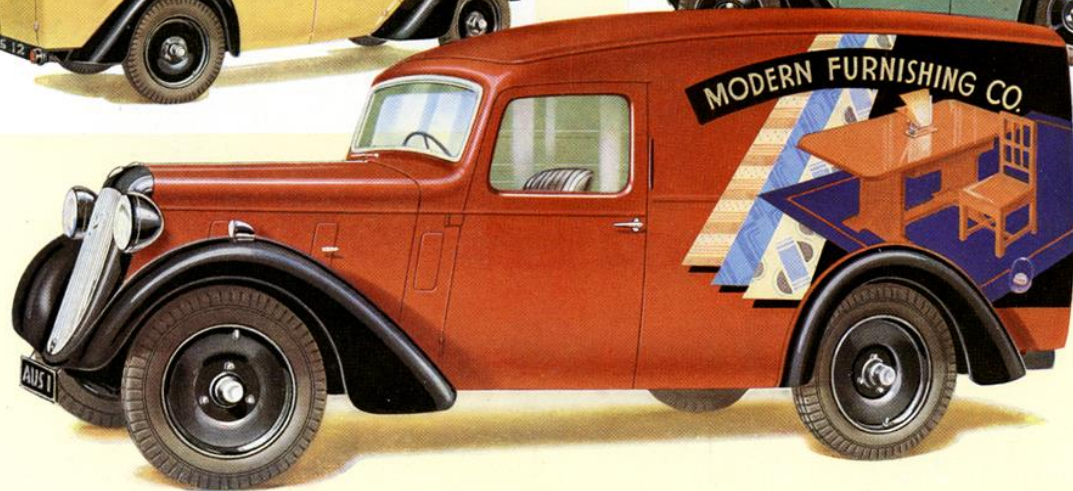
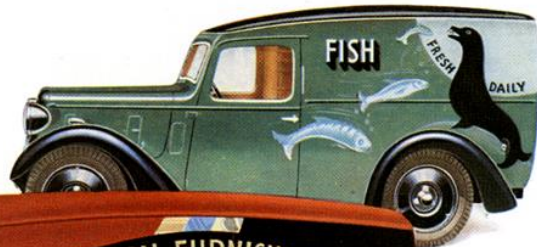
Messrs. Astley Dye & Chemical Company Ltd.

Messrs. Horlick's Malted Milk Co., Ltd.

Designed exclusively for YOUR business



Original sketches
by experts supplied
at small cost by
**THE AUSTIN
MOTOR CO LTD**
LONGBRIDGE - B'HAM



MANUFACTURER'S WARRANTY

The goods manufactured by the Austin Motor Company Limited (hereinafter called "the Company") are supplied with the following express Warranty which excludes all warranties conditions and liabilities whatsoever implied by Common Law Statute or otherwise that is to say :—

In the event of any defect being disclosed in any part or parts of the goods and if the part or parts alleged to be defective are returned to the Company's Works carriage paid within six months from the date when the goods are delivered new to the retail customer the Company undertakes to examine same and should any fault due to defective materials or workmanship be found on examination by the Company it will repair the defective part or supply free of charge a new part in place thereof. This Warranty is limited to the delivery to the purchaser free at the Company's Works of the part or parts whether new or repaired in exchange for those acknowledged by the Company to be defective.

The Company gives no warranty of the goods except as herein stated but desires and expects that customers shall make a thorough examination before purchasing. Persons dealing in the Company's goods are in no way the legal Agents of the Company and have no right or authority to assume any obligation on its behalf express or implied or to bind it in any way.

For the purpose of this Warranty the term "goods" means and includes new cars or vans or chassis or parts thereof including replacement parts manufactured by the Company. It does not include tyres speedometers or electrical equipment or other proprietary articles or goods (including coach work) not of the Company's own manufacture although supplied by the Company. Proprietary articles are covered by the warranty (if any) given by the separate manufacturers. On second-hand goods no warranty is given by the Company or is to be implied.

The Company's responsibility is limited to the terms of this Warranty and it shall not be answerable for personal injuries or consequential or resulting liability damage or loss arising from any defects. This Warranty shall not apply to defects caused by motor racing wear and tear misuse or neglect or to the defects in any goods which have been altered outside the Company's Works, or which have been let out on hire or the identification numbers or marks on which have been altered or removed. This Warranty is dependent upon the strict observance by the Purchaser of the following provisions :—

The Purchaser shall at the time of purchase personally sign the form supplied by the Company and register his name address date of purchase price paid and car and chassis numbers and name and address of Seller with the Company and shall obtain from the Company a signed copy of this Warranty and shall produce same to the Company's representative for inspection in case of any claim being made. This Warranty shall not be assigned or transferred to anyone unless the Company's consent in writing has first been obtained.

The Purchaser shall send to the Company's Works such part or parts as are alleged or claimed to be defective promptly on the discovery of the claimed defect. Transportation is to be prepaid by the Purchaser and said part or parts to be properly packed for transit and clearly marked for identification with the name and full address of the Purchaser and with the car and chassis numbers of the vehicle from which the said part or parts were taken. The Purchaser shall post to the Company at its Works on or before despatch of such part or parts alleged to be defective a full and complete description of the claim and the reasons therefor. The judgment of the Company in all cases of claims shall be final and conclusive, and the purchaser agrees to accept its decision on all questions as to defects and to the exchange of part or parts. After the expiration of six days from the despatch of notification of the Company's decision the part or parts submitted may be scrapped or returned carriage forward by the Company.

TERMS OF BUSINESS

PRICES : The Company reserves the right to vary the list prices at any time and all goods are invoiced at the prices current on day of delivery. Should the price be increased prior to delivery the Purchaser has the option of cancelling the order within seven days after being notified of such increase and of calling for the return of his deposit which shall be accepted in satisfaction of all claims.

DEPOSIT : A deposit of £25 is to accompany the order for each vehicle.

SPECIFICATION : The Company reserves the right on the sale of any vehicle to make before delivery without notice any alteration to or departure from the specification design or equipment detailed in this catalogue. Triplex toughened glass will be generally fitted but the Company will if supplies are not available substitute another make of glass approved by them.

DELIVERY : At the Company's Works, Longbridge, Birmingham. The Company is not responsible for damage occurring after delivery. The cost of transport (if any) from thence to destination is payable by the Purchaser. The Company shall not be liable in any way for delay in delivery from any cause whatsoever.

COUNTERFEIT PARTS : All goods manufactured by the Company are sold with the express warranty printed in the current catalogue which excludes all warranties conditions and liabilities implied by the Common Law Statute or otherwise. The use on any vehicle of the Company's manufacture of replacement parts not made by or for the Company will invalidate the Warranty.

EXPORT PROHIBITED : No vehicle may be exported within 6 months of purchase.

THE AUSTIN MOTOR CO LIMITED
LONGBRIDGE · · · BIRMINGHAM

Telephones - - - - Priority 2101-2120.
Telegrams - - - "Speedily, Telex, Northfield."
Cables : "Speedily, Birmingham, England." Code: Bentley's.

479-483, OXFORD STREET, LONDON, W.I.

(NEAR MARBLE ARCH)

Telephone : Mayfair 7620-7637. Telegrams : "Austinette, Telex, London."

and at

HOLLAND PARK HALL, HOLLAND PARK AVENUE,
LONDON, W.II.

AUSTIN



DELIVERY VANS