

Grams,
Motors,
Chislehurst,

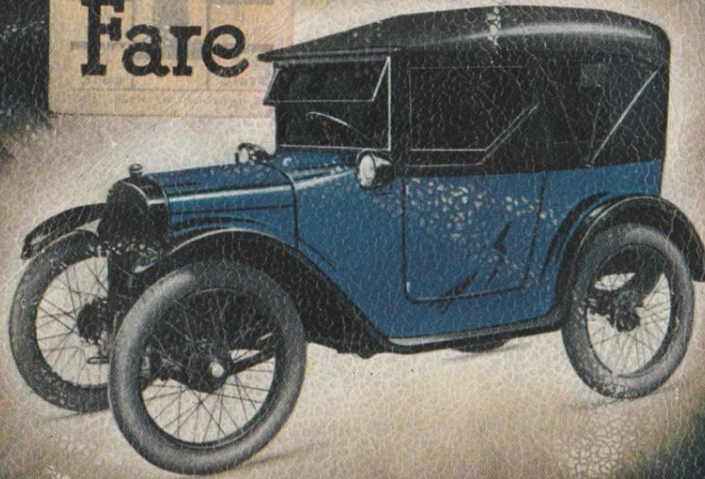
**WESTERN MOTOR WORKS,
Perry Street,
Chislehurst, Kent.**

Phone,
Sidcup 160,
(London
Area.)

Authorized Retail Agents throughout England
Immediate Delivery from our own Stock on Cash
or Deferred Terms.

Pub. 461

• **Motoring
at
Tram
Fare**



*Motoring
at
Tram Fare*

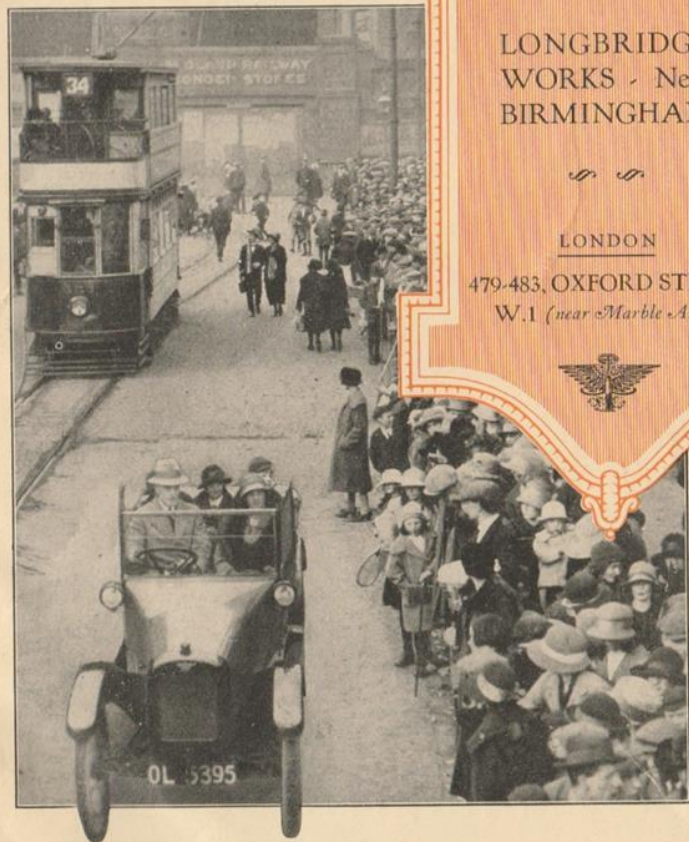
The
AUSTIN
MOTOR CO.
LIMITED

LONGBRIDGE
WORKS - Near
BIRMINGHAM



LONDON

479-483, OXFORD STREET
W.1 (near Marble Arch)



THE "AUSTIN SEVEN"

The Austin Seven

FEATURES

- Seats two adults, with children.
- Four-cylinder engine.
- Water-cooled.
- Detachable head.
- Automatic lubrication.
- Three-speed gearbox.
- Bevel drive.
- Differential.
- Brakes on all wheels.

EQUIPMENT

- Electric starter, lighting and horn.
- Dimmer switch.
- All-weather body.
- Spare wheel and tyre.
- Grease-gun system.

PRICE AT WORKS

£155 COMPLETE

5th 1620

Distance	Fare
1st Mile	1d
2nd Mile	1d
3rd Mile	1d
4th Mile	1d
5th Mile	1d
6th Mile	1d
7th Mile	1d
8th Mile	1d
9th Mile	1d
10th Mile	1d
11th Mile	1d
12th Mile	1d
13th Mile	1d
14th Mile	1d
15th Mile	1d
16th Mile	1d
17th Mile	1d
18th Mile	1d
19th Mile	1d
20th Mile	1d

**Motoring
at Tram Fare**

5M 7149

Distance	Fare
1st Mile	1d
2nd Mile	1d
3rd Mile	1d
4th Mile	1d
5th Mile	1d
6th Mile	1d
7th Mile	1d
8th Mile	1d
9th Mile	1d
10th Mile	1d
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13th Mile	1d
14th Mile	1d
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17th Mile	1d
18th Mile	1d
19th Mile	1d
20th Mile	1d

The Car for business

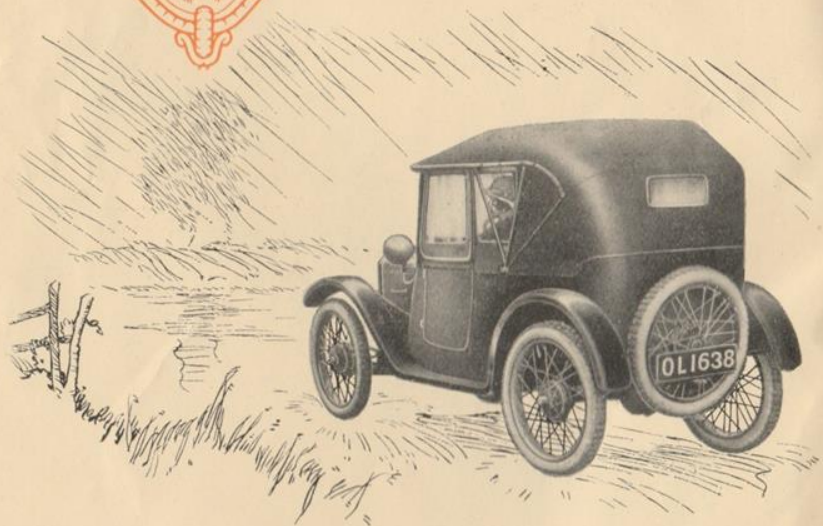


WHETHER for merely travelling to your own office or to make a round of business calls, the "Austin Seven" is cheaper and much more convenient than bus or tram. It also takes you from door to door, and thus effects an additional saving of time. Running cost is about 1d. per mile—with companion, and luggage when required.



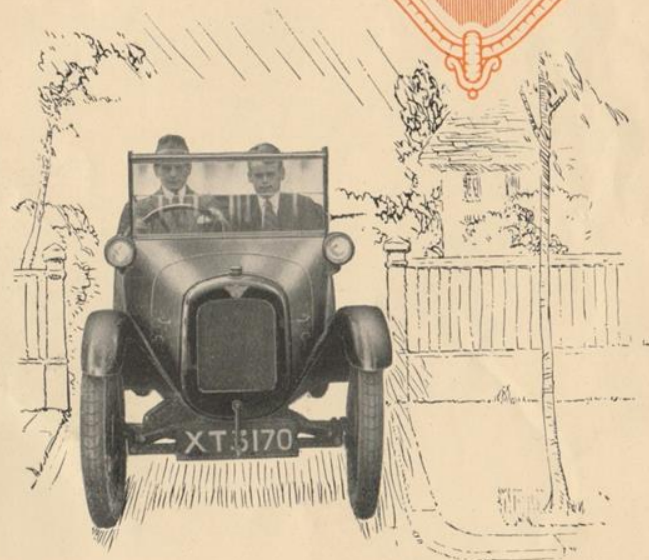
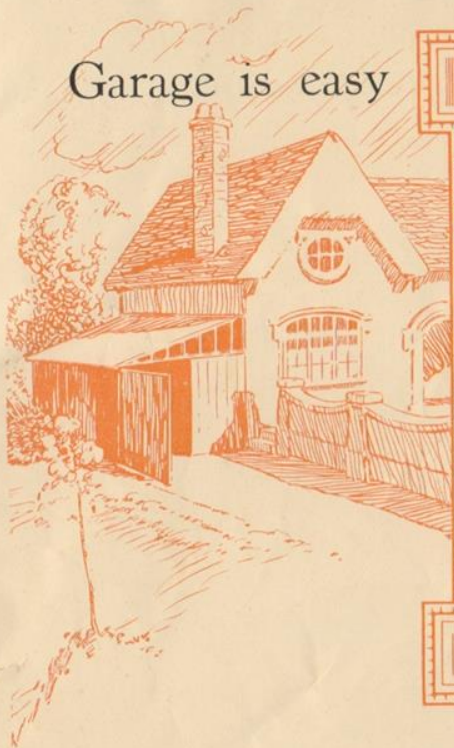
No more Sidecars

MAKERS of the "Austin Seven" receive innumerable letters from those who have abandoned the sidecar: once they have tried the "Austin Seven" their enthusiasm knows no bounds. In speed the "Austin Seven" is more than a match for any sidecar, and quite as "sporty," while both the driver and passenger have infinitely more comfortable seating, and a great deal more space for luggage.



Garage is easy

THE troubles of garaging are soon overcome with the "Austin Seven." Its requirements for space are as modest as its price. With hood down its height is only 4ft. 9in., while its width overall is 3ft. 10in.; the length is 9ft. 2in. Thus the owner can erect his own garage where he would not do so in the case of a larger car.



Cheaper than Taxis

WHERE it costs shillings to take a taxi you may use the "Austin Seven" for pence. What you spend on taxis every week would cover the running costs of an "Austin Seven," or alternatively cover the standing charges and leave your running costs at less than tram fare. The "Austin Seven" makes a very snug coupé, and it's really much nicer to have your own car.



Shopping a pleasure

WITH an "Austin Seven" car at command, shopping is merely an excuse for a pleasant jaunt. If necessary, purchases can be brought home for immediate use, the capacity of the car being designed with actual needs in view. Shopping is turned from toil into a pleasure, and there is no thought of expense, running costs being about 1d. per mile.



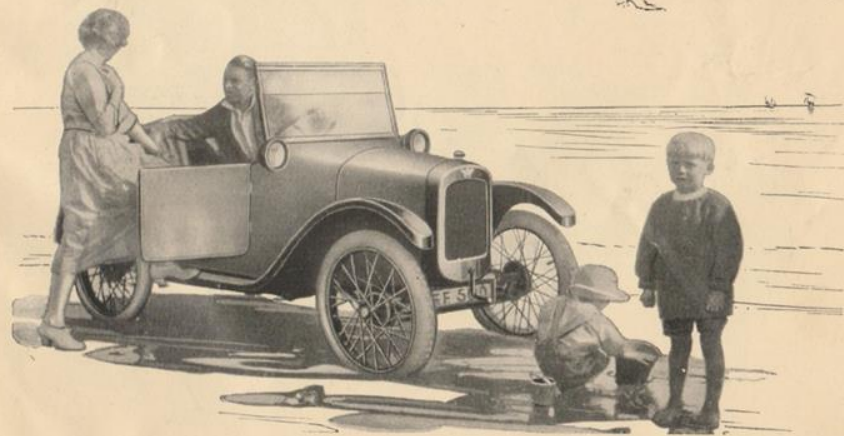
All under the Hood

THE whole family are protected under the hood of the "Austin Seven" in bad weather. It is but a moment's work to raise it, and its front edge is held down by a spring clip to the top bar of the double wind-screen, making a firm water-proof and draught-proof joint. With the side-screens one has quite a little gem of a saloon car.



At the Seaside

THE "Austin Seven" is as breezy as Blackpool — "full of beans" and bursting with life. With such a car at hand most places in the country are within reach of stimulating sea breezes. It will give you a country holiday in an evening, every moment of leisure is enjoyed and you can avoid the packed trains and weary hours of waiting.



The Children

THE children love the jolly little "Austin Seven." They have their own small seats on the back with plenty of room; they ride in perfect safety and comfort, and in bad weather are completely protected from the elements. The "Austin Seven" car is indeed the ideal car for economical family motoring, all for 1d. per mile—tram fare.

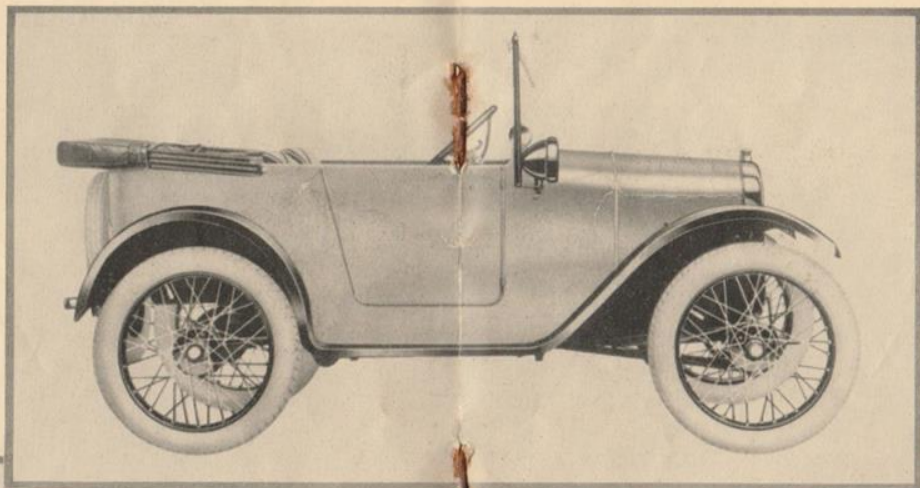


Auxiliary to the big car

THERE are many occasions where a big car is quite unnecessary and where a small car could be made of good use. For going down to post, fetching some small item of provisions, or calling at the station for a parcel. Behind the main seats there is quite a lot of space and the cost to run the car is a matter of pence only.

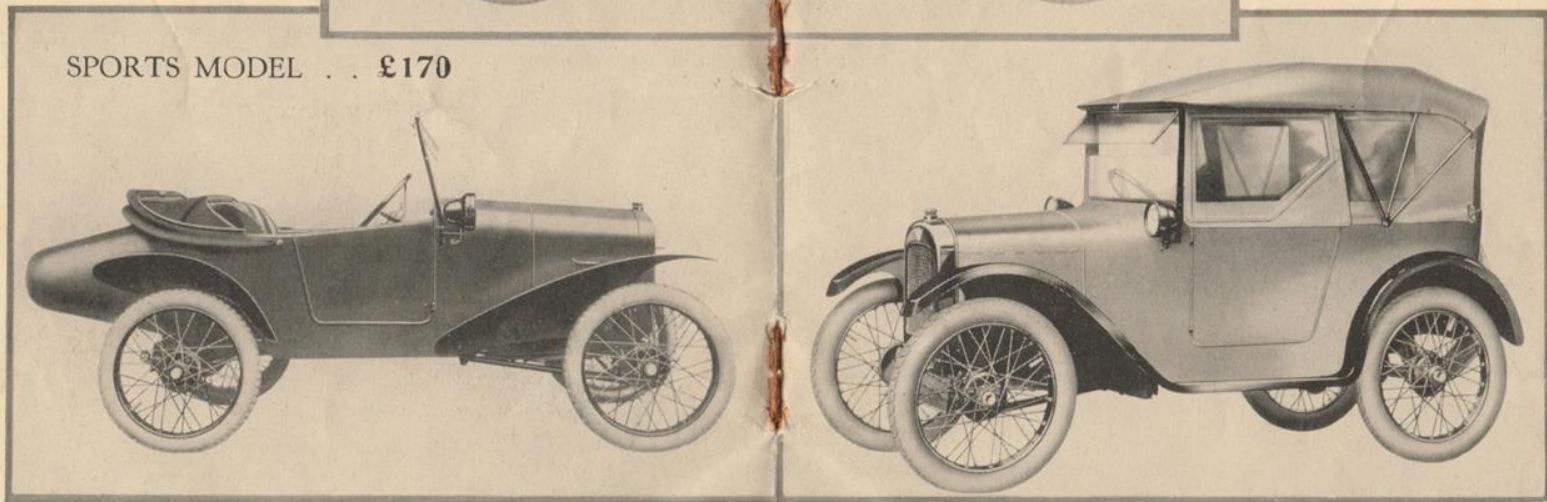


The
"AUSTIN
SEVEN"



Price at
Works
£155

SPORTS MODEL . . . £170



A real car in which two adults and three children can travel at less than tram fare. It is shaft driven, has three speeds and a water-cooled four-cylinder engine. Equipment includes electric lighting and starting, shock absorbers and four-wheel brakes.

IT is an easy journey into town for a "show," when one owns an "Austin Seven," and a stormy night does not keep one at home. There is no rush before the end for the last train or bus, with its crowd, but a delightful cosy drive home—all for no more than tram fare.

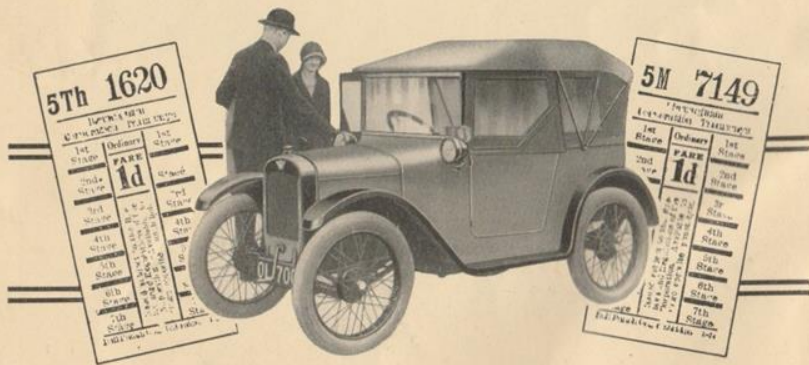
Off to the Play



It goes everywhere

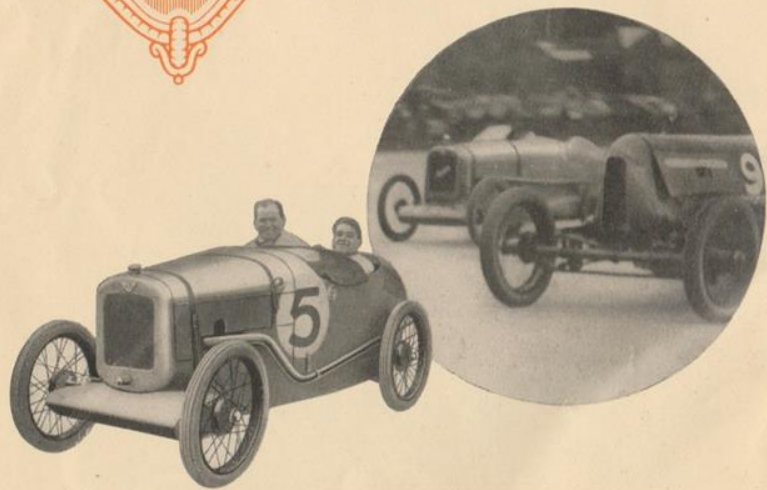


LITERALLY from Finland to Java the "Austin Seven" has conquered the world. In India it is the personal car of princes, and has pushed across the Himalayas nearer to Tibet than any other car, while the passes of Switzerland or the snows beyond the Arctic circle never daunt it. In speed and climbing ability this mighty miniature often beats rivals much bigger than itself.



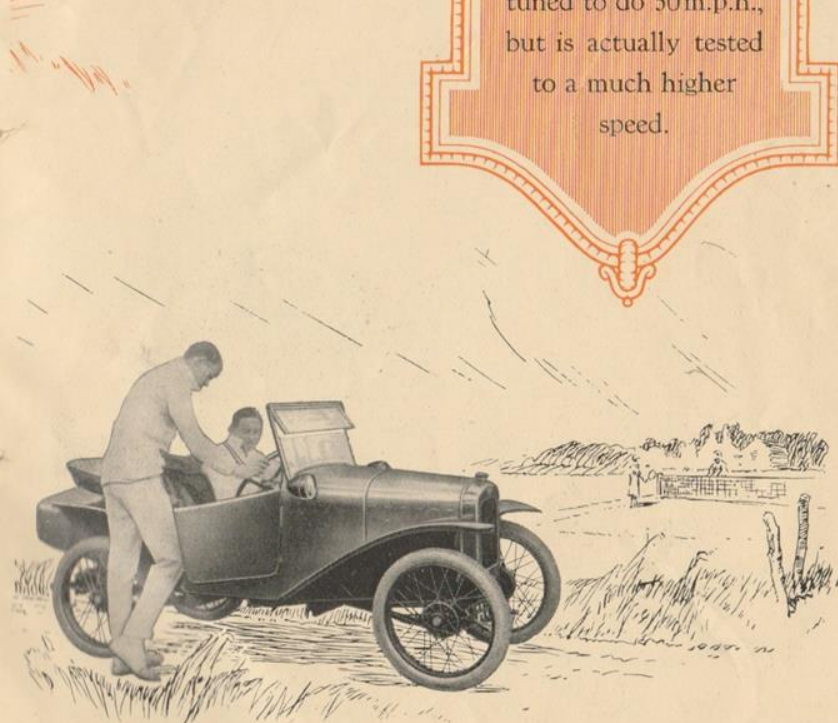
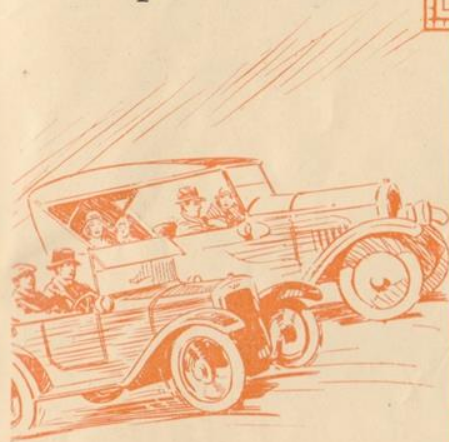
THIS is the "Austin Seven" in racing form. In 1924 it won many events at Brooklands. In 1923 it won the Italian Cyclecar Grand Prix and took third and fourth places in the French Grand Prix. The car holds several international records in class L (750 c.c.) and has lapped Brooklands track at 85 miles an hour. It has covered 152 miles odd in two hours.

85 miles an hour
with 747.5 c.c.



Sports Model

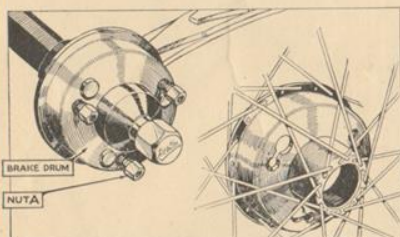
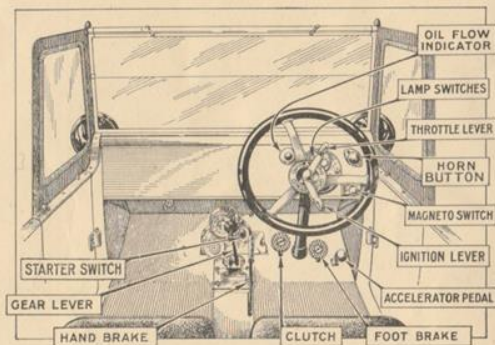
THE "Austin Seven" is as "sporty" a car as one could wish. It gets off the mark like a tiger, and on the road can tease many a big car, particularly with its hill climbing speed on second gear. The Sports model is tuned to do 50 m.p.h., but is actually tested to a much higher speed.



Mechanical Features of the "Austin Seven"

THE CONTROLS

As in other respects, the "Austin Seven" car resembles more expensive vehicles in that it is provided with engine controls fitted above the steering wheel. Note that the change speed gear lever works in a gate.



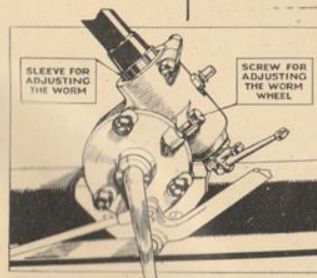
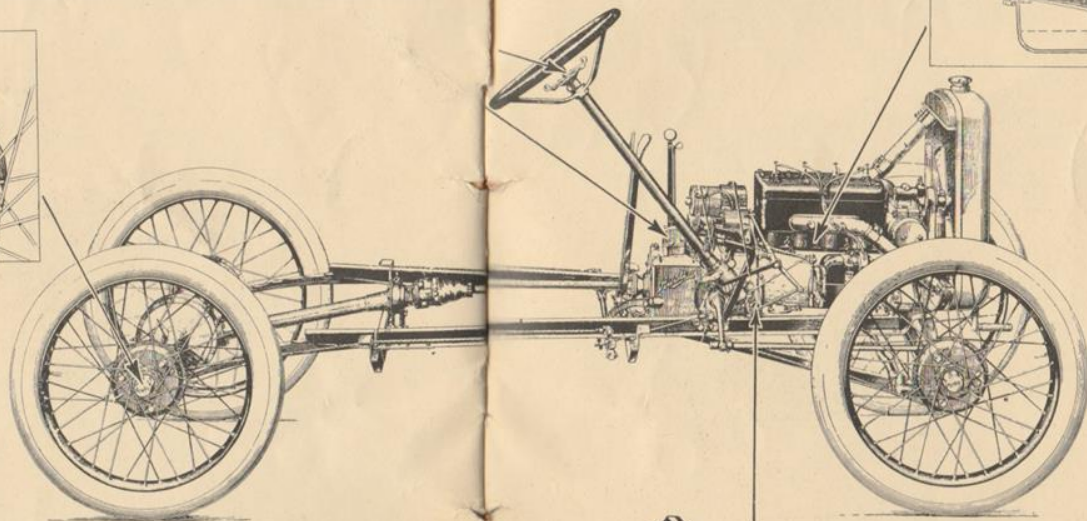
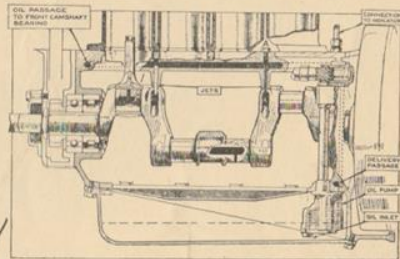
THE PATENT DETACHABLE WHEEL

The drive is transmitted through the three studs shown, and not by the bolts which hold the wheel on. To remove a wheel, it is only necessary to unscrew, and not to remove the nuts.

The "Austin Seven" has a four-cylinder water-cooled engine with pump lubrication, three speeds, shaft and bevel drive, four-wheel brakes, and electrical starter.

THE ENGINE OILING SYSTEM

The crankshaft runs on roller bearings. Oil is forced by the pump through the jet into scoops on the big-ends, and is strained before passing through the pump again. An indicator shows that the oil is circulating.



STEERING ADJUSTMENT

Adequate provision is made for the adjustment of the steering gear to take up wear in all directions. Instead of a sector, a complete worm wheel is fitted, and if one sector should wear, the wheel can be turned to present another to the worm.

Topping Twenty Thousand

The following four letters prove conclusively that the "Austin Seven" will stand up well to large annual mileages and long continuous journeys, and further that the running costs are quite as low as claimed—tram fare—and that repair bills are practically unknown.

"A VERY HARD DRIVER."

T.P.B., Birmingham, writes: "I have been using this car (March, 1923) daily and have attained a mileage of 26,000, using the car for business purposes and travelling all over the country. . . The engine is without doubt a wonderfully efficient design and will leave cars of three times the horse-power behind. I am a very hard driver, running my car for three and four hours non-stop. . . It is certainly very easy if you wish to hurry to make an average of 30 miles an hour. The 'Austin Seven' is clean and reliable, and one of the most efficient cars on the road to-day."

"OVER 13,000 MILES."

G.M.B., Southampton, writes: "I have run this car ('Austin Seven' A1-563) over 13,000 miles since the middle of June last, without the slightest mechanical trouble, and the distance given in the time shows that the car has been run at high speeds. I can speak very highly of the car, and what initial fear I had of such a small engine standing up to hard work has long ago evaporated."

"OVER 12,000 MILES."

I.C.C., of Golders Green, writes: "It may interest you to know that we had a very successful run to Scotland and back at Easter on our 1923 'Seven'—720 miles in four days with 2½ up and luggage. An extra (light) passenger was carried for half the distance, but the 'pack in' after a halt was of distressing accuracy, and the half was seriously inconvenienced in his sleeping accommodation aft. We did 240 miles the first day and enjoyed every bit of it. The petrol consumption was almost exactly 50 m.p.g., oil 1,500 m.p.g., and running time average 25 m.p.h., and we had no punctures and no trouble whatever. The little car had already had 12,000 miles hard service to its credit. Why do owners of 'Austin Twelve' and 'Austin Twenty' cars grin when we meet them, or pass them on hills?"

"OVER 10,000 MILES."

N.W.P., of Addiscombe, writes: "The following facts may be of interest to you. Something less than 12 months ago I purchased one of your 7 h.p. cars—No. A1673—since when it has done over 10,000 miles, in all kinds of weather. It has brought me from home to business in London and back—11 miles each way—every day, except holidays, during this period, regardless of the weather. . . It has done this without an involuntary stop. The only mishap I have had is one broken spring leaf. My petrol consumption has been fairly accurately kept, and works out at approximately 50 m.p.g. The highest speed the indicator has registered is 57 m.p.h. The original tyres are still on the wheels, and the general mechanical condition is excellent as also is the paintwork, considering its constant use in all weather. I consider this a most satisfactory performance of a marvellous little car, and I feel I must give expression of my appreciation of a wonderful British car. You may, of course, use this unsolicited testimonial in any way you care."

A Sequence of Successes

Austin cars in 1924 won 187 awards—102 firsts, 48 seconds, 30 thirds and 7 special awards. The "Austin Seven" has 157 awards to its credit. The following are the chief, but not all, "Austin Seven" awards during June, July, August and September, 1924.

JUNE - - A.C. of France, Fougères and Rennes Hill Climbs - 2 firsts, London-Edinburgh Reliability Trial (4 entered) - 4 gold medals.
Blackpool Speed Trials - - - - - first.
Skegness Motor Races - - - - - 2 firsts.
Cairn O'Mount Hill Climb - - - - - 2 firsts.
Herne Bay Speed Trials - - first, 4 seconds and 3 special awards.
Spread Eagle Hill Climb - - 2 seconds and a third.
Yeovil to Land's End Reliability Trial (2 entered) - 1 gold medal, 1 silver cup.

JULY - - Brooklands Meeting - - - - - second and third.
Birmingham to Llangollen and return (1 entered) - silver rose bowl.
Colwyn Bay Speed Trials - 2 firsts, 2 seconds and 2 thirds.
Madresfield Speed Trials - - 2 firsts and 2 seconds.
Brooklands, British Motor Cycle R. C. - third (50 mile handicap race), and established a new record for class J.2 with an average speed of 77.70 m.p.h.
Birmingham to Holyhead and return (2 entered) - 1 gold medal, 1 silver medal.
Porthcawl, S. Wales A.C. Speed Trials - first and second.
Caerphilly, S. Wales A.C. Hill Climb - 2 seconds and 4 thirds.
Brooklands, Surbiton M.C. Meeting - 3 seconds.

AUGUST - Brooklands Meeting - - - - - second and third.
Mr. A. Waite ran a very close second—a few inches—to a 3-litre Lanchester, to whom he conceded 20 seconds. A very creditable performance.
Wessex Centre A.C.U. - - - - - 3 firsts, 3 seconds.
Edenfield Speed Trials (1,100 c.c. class) - - - first.

SEPTEMBER Andover M.C. & L. C. C. Hill Climb - 2 firsts.
Junior Car Club Reliability Trial - silver medal.
Brooklands Meeting - 2 firsts, 2 seconds, 2 thirds.
Junior Car Club 200-mile Race (750 c.c. class) - first (non-stop) and second.

Specification

DIMENSIONS.—Overall length, 9ft. 2in. (2,794 mm.); Overall width, 3ft. 10in. (1,169 mm.); Wheelbase, 6ft. 3in. (1,905 mm.); Track, 3ft. 4in. (1,016 mm.); Weight, approximately 7½ cwt. (375 kg.). Road Clearance, 9in. (230 mm.)

ENGINE.—Four-cylinder, water cooled.
Detachable head.
Bore, 2.2in. ; Stroke, 3 in.—747.5 c.c.
R.A.C. rating 7.8 h.p.
Brake horse-power, 10.5 at 2,400 rev.
Ignition : magneto.
Oil circulation : by pump.
Cooling : thermo-syphon with film radiator and fan.
Roller crankshaft bearings.

STARTER.—Electrical.

CLUTCH.—Single-plate.

GEARBOX.—Three speeds forward, and reverse ; ratios, 4.9 to 1, 9 to 1, and 16 to 1 ; reverse, 21 to 1 ; ball bearings throughout.

REAR AXLE.—Semi-floating, with differential and torque tube. Ball bearings and thrusts throughout. Final drive by shaft, differential and helical bevel.

SPRINGS.—Semi-elliptic cross spring in front ; quarter-elliptics at rear.

Specification—Continued

STEERING.—Worm and wheel, having provision for taking up wear.

FRONT AXLE.—Forged, "H" section.

BRAKES.—On all four wheels ; compensated and easily adjustable. (All parts of the brakes are interchangeable.) Hand brake to the front wheels. Foot brake to the rear wheels.

WHEELS.—Special wire detachable, fitted with 26in. × 3in. non-skid tyres. One spare wheel with tyre.

CONTROLS.—Gear lever, in gate, and brake lever mounted centrally. Throttle and magneto control levers mounted on the steering wheel. Foot accelerator is also provided.

PETROL.—4-gallon tank.

LIGHTING.—By gear-driven dynamo, with accumulator.

CARRIAGE WORK.—Bucket seats for driver and passenger, adjustable and detachable. Rear seat to carry two or three children. Ample tool accommodation under seats. Spare wheel and tyre carried on back of car. Hood, double screen and full side-screens (those over the doors open with them). Electric horn. The panels are stove-enamelled for durability of finish and ease of cleaning.

WORKMANSHIP and MATERIALS.—Austin quality.

INSURANCE.—Special insurance has been arranged at £8 10s. per annum.

Guarantee and Terms of Business

All goods manufactured by the Company carry the following express warranty, which excludes all warranties, conditions and liabilities whatsoever which might exist against the Company but for this provision, viz. :—In the event of any defect being disclosed in any of the goods, and if the part or parts alleged to be defective are returned to the Company's Works, carriage paid, within twelve months after delivery, the Company undertakes to examine same, and should any fault due to defective material or workmanship be found on examination by the Company, it will supply, free of charge, the necessary parts for replacements. The Company's responsibility is limited to the terms of this guarantee and it shall not be answerable for any contingent or resulting liability or loss arising through any defect. This Guarantee does not relate to defects caused by motor racing, wear and tear, dirt, misuse or neglect, or to the defects in any motor, motor vehicle or goods which have been altered after leaving 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. The Company accepts no responsibility for tyres.

TERMS OF BUSINESS :

The Company reserves the right to add to the list prices such increases as may, in its opinion, be justified by the cost of labour and materials. Should the price be increased prior to delivery, the client 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 sum shall be accepted in satisfaction of all claims.

DELIVERY :

At the Company's Works, Longbridge, Birmingham.
The Company will not be responsible for any delays in connection with the manufacture or delivery of any products listed herein, if such delays are caused by scarcity of labour or material, strikes, lock-outs, or any cause over which the Company has no control.

ALTERATION IN DESIGNS :

The Company reserves the right to make, without notice, any alterations to, or departures from, the specifications of design detailed in this Catalogue, whenever such alterations are considered advantageous.

DEPOSIT :

A deposit of £25 to accompany the order for each car or chassis, and the balance of the purchase money becomes payable on delivery of the goods.

