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20.

W. T. AKED & CO. LTD.
AUTOMOBILE ENGINEERS,
ST. ANNES-ON-SEA!

THE
AUSTIN SEVEN

The Pioneer

SIR HERBERT AUSTIN
K.B.E



PIONEERS and leaders of thought and action challenge fate, and few live to see their efforts crowned with success. Their great adventures are often carried through in the face of disheartening difficulties and opposition, and the "vision glorious" which comes to them, they in their turn frequently are not able to pass on to their companions.

But when success does come—when the world sees the accomplishment—then the labour, perseverance, genius and courage which the victor has put into his work receives its just reward.

Every advance in civilisation, each adding to the wealth and convenience of the community, is the result of a new thought—of an inspiration.

Undoubtedly, rapid and cheap transport has become one of the most valuable assets of modern times, and among the pioneers of our days, Sir Herbert Austin takes a prominent position; for the success of his invention of the Austin Seven has largely revolutionized the whole position of motoring, and made it not merely possible for the many, but rendered it so popular, that in almost every sphere of modern life the motor car has become a plain necessity.

THE AUSTIN SEVEN

The SEVEN SALOON DE LUXE

SEATING FOUR ADULTS IN COMFORT

PIONEERS

THE New Seven de Luxe Saloon sets a new standard in small cars. It is beyond question a little "luxury car," beautifully proportioned, handsomely finished and upholstered, and furnished in first-class style.

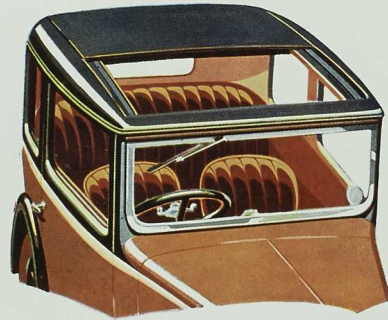
There is every convenience and comfort that the ordinary motorist would desire, head room, leg room, elbow room for four persons of even more than average stature.

The sliding sunshine roof is operated with the least effort.

The controls are so arranged that they are easily within the driver's reach without stretching from his comfortable driving position—the fittings to doors and windows are simple and efficient—the front seats tip up to allow ready access to the rear seats, and are separately adjustable, and the wide doors assist to make entrance or exit easy.

The longer wheel base—it is 6ft. 9ins., and the greater internal dimensions go to make this model one which must become a first-class favourite.

The upholstery is of leather from selected hides and is finished in the manner usual to high priced cars. The cushions are pneumatic.



Completely equipped, including electric starting and lighting, dipping beam device for headlamps, air strangles, electric horn, speedometer, driving mirror, windscreen wiper, licence holder, shock absorbers, spare wheel and tyre, and blank number plates

THE AUSTIN SEVEN

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SHACKLETON

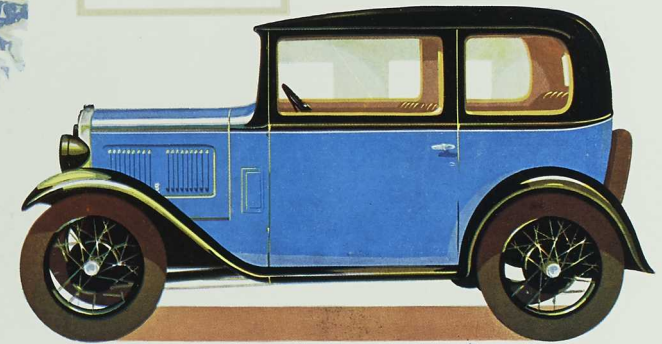
*Furthest South,
1907-9. Discovered
Magnetic Pole, 1909.*

PIONEERS

PRICE AT WORKS

£128.0.0

ALL EXTERIOR FITTINGS
CHROMIUM PLATED
TRIPLEX GLASS THROUGHOUT



THE FIRST—AND STILL THE FIRST

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The SEVEN SALOON

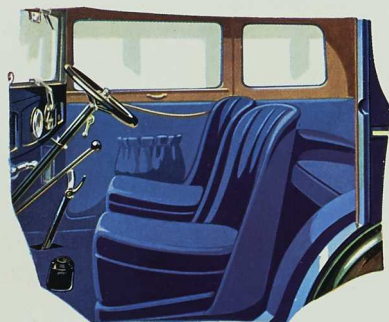
SEATING FOUR ADULTS IN COMFORT

THIS light and exceptionally strong coachbuilt saloon without sunshine roof is designed for long service under the most arduous conditions, and will be found to possess an exceptionally high degree of comfort and convenience. The lines of the body work are graceful and of pleasing proportions. All models are fitted with a new pattern mudwing, which in addition to being more shapely, is more efficient. New wheels of greater strength are standard. There is good seating accommodation for four adults and ample leg room for passengers.

The interior presents a dainty appearance, all seats have pneumatic upholstery, and the high back rest of the rear seat is fully sprung.

The wide doors are fitted with large windows which are mechanically raised or lowered, and a useful pocket is conveniently placed on the inside of each door.

Both front seats tip forward to allow easy access to the rear seats and are separately adjustable.



Completely equipped, including electric starting and lighting, dipping beam device for headlights, air struts, electric horn, speedometer, driving mirror, windscreen wiper, licence holder, shock absorbers, spare wheel and tyre, and blank number plates

THE AUSTIN SEVEN

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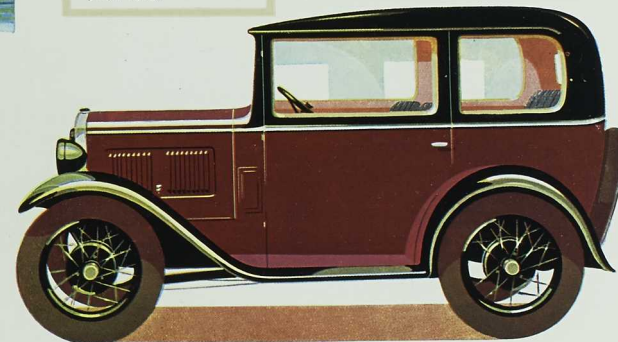
PIONEERS



BLERÍOT

First flew over the sea, France to England, July, 1909.

PIONEERS



PRICE AT WORKS
£118.0.0

ALL EXTERIOR FITTINGS
CHROMIUM PLATED
TRIPLEX GLASS THROUGHOUT

THE FIRST—AND STILL THE FIRST

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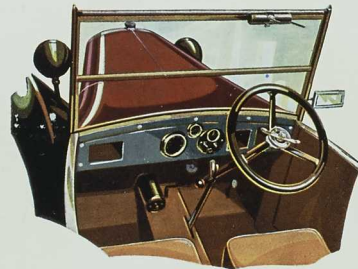
The SEVEN TOURER

SEATING FOUR ADULTS IN COMFORT, WITH
ADJUSTABLE DRIVING SEAT

THE Seven Tourer is the embodiment of everything that goes to make motoring easy and pleasant. It is a fine vehicle in summer with the hood down, and cosy in winter with the hood up. The smooth, sweet action of the clutch, the long lever for the change speed, upon which the hand falls without reaching forward, the brake pedal and hand brake lever, either of which applies brakes to all four wheels; an oil pressure gauge, speedometer, an electric horn operated by a button on the centre of the steering wheel, screen wiper and two-level petrol tap which provides a reserve of spirit will indicate how completely all the Sevens are furnished. Everything necessary is provided—there are no extras.

Forty-five miles to the gallon, and fifty miles an hour if speed is required, 12,000 miles on a set of tyres. These are some of the points of merit that have made the Austin Seven such a wonderful success.

PIONEERS



Completely equipped, including electric starting and lighting, dipping beam device for headlamps, air strangler, electric horn, speedometer, driving mirror, windscreen wiper, licence holder, shock absorbers, spare wheel and tyre, and blank number plates

THE AUSTIN SEVEN

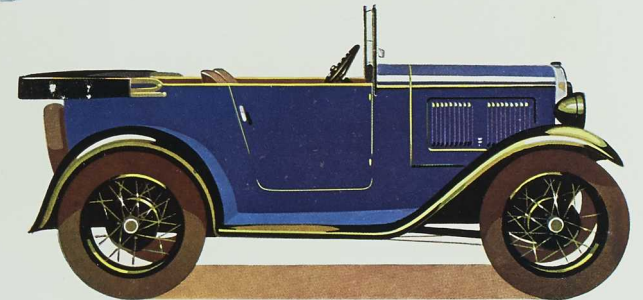
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FULTON

*Built first paddle
steamship launched on
Seine, 1803, and sank.*

PIONEERS



PRICE AT WORKS

£118.0.0

ALL EXTERIOR FITTINGS
CHROMIUM PLATED
TRIPLEX GLASS THROUGHOUT

THE FIRST—AND STILL THE FIRST

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The SEVEN TWO-SEATER

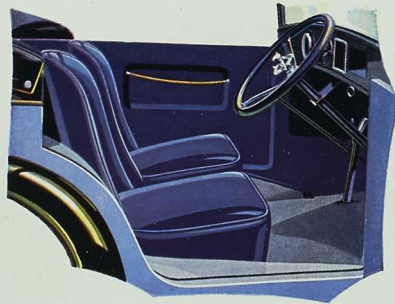
WITH AMPLE LEG ROOM AND ADJUSTABLE DRIVING SEAT

A two-seater model of this light, swift, easily managed car, was certain of a popular reception. "Sporty" in appearance, with bright and cheerful colouring it made instant appeal to those who do not require a car to seat more than two. The car is not only fast, it is extremely comfortable to travel in, and even after a long day's run there is no undue fatigue. The well upholstered seats are of ample proportions; and access or exit is very easy, for the doors are wide.

When the weather is inclement the easily erected hood and side curtains give full protection.

Behind the seats a suit or week-end case may be carried, and in addition, there is room for a considerable amount of luggage in the compartment at the rear of the car. The spare wheel is also carried here, and is easily taken out when required.

The two-seater is a smart car which is a strong favourite with the young folk.



Completely equipped, including electric starting and lighting, dipping beam device for headlamps, air strangler, electric horn, speedometer, driving mirror, windscreen wiper, licence holder, shock absorbers, spare wheel and tyre, and blank number plates

PIONEERS

THE AUSTIN SEVEN

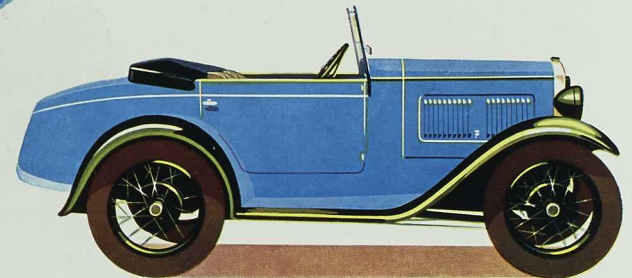
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STEPHENSON

*Opened first railway
—Stockton to Darlington,
1825.*

PIONEERS



PRICE AT WORKS

£118.0.0

ALL EXTERIOR FITTINGS
CHROMIUM PLATED
TRIPLEX GLASS THROUGHOUT

THE FIRST—AND STILL THE FIRST

Page Nine

The SEVEN SPORTS

TO meet the increasing demand for a light, high-speed two-seater sports model, these cars have been specially designed. The engine is of 747.5 c.c. (56×76 m.m.) so that it can be entered for any sporting contest of the 750 c.c. class.

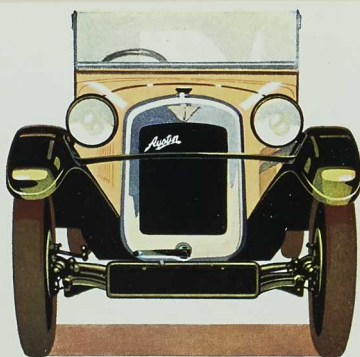
A few of the salient features are the specially lowered frame—which increases the stability of the car when travelling at over 70 m.p.h. (115 km.). The long bonnet fitted with louvres to assist cooling, ensures rapid accessibility to all vital parts. The road springs are specially bound with cord to increase stability, and a high second gear is an advantage for racing.

The windscreen folds forward flat. The hood is lowered very easily and very quickly, the spare wheel and luggage are carried in a very accessible well at the rear of the car. Air cushions are fitted, and these conform to the International Road Racing Rules, and special racing plugs are provided.

It is fully equipped to warrant its name and is renowned for its extraordinarily rapid acceleration, speed and "driveability."

Any reasonable colours to order without extra charge

PIONEERS



Completely equipped, including electric starting and lighting, dipping beam device for headlights, air transfer, electric horn, speedometer, engine revolution indicator, oil gauge, driving mirror, licence holder, shock absorbers, spare wheel and tyre, and blank number plates. On the Supercharged Model there is an air pump and pressure gauge for petrol feed.

THE AUSTIN SEVEN

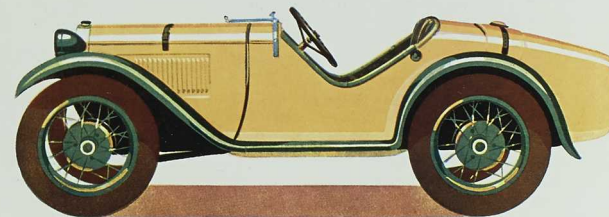
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COLUMBUS

Discovered Bahamas, Oct., 1492. American mainland, 1498.

PIONEERS



PRICE AT WORKS

WITHOUT SUPERCHARGER £185

WITH SUPERCHARGER £225

THE FIRST—AND STILL THE FIRST

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SOME ACHIEVEMENTS of the AUSTIN SEVEN

PIONEER among small cars the Austin Seven has led the way along the road to success. In an amazing variety of feats this little car has achieved performances to mention which, in its early days, would have raised a smile of incredulity. It is safe to say that its inventor never visualized the extraordinary diversity of outstanding achievements in which the Austin Seven was the first and sometimes the last to make a "record."

It was not designed as a racing car, yet as long ago as 1923 it took first prize in its class in the Italian Grand Prix. Next year it set up no less than 19 records for the 750 c.c. class. In Austria, France, Germany and Italy the little car won prizes and fame in long and strenuous contests over continental roads.

One of the outstanding performances in 1926 was the Seven's victory in a 632 mile dependability trial in Australia, where the race was run under extremely difficult conditions. Three more records were gained at Brooklands.

Next year more class records from 3 hours to 500 miles were made at Montlhéry, and in 1928 on the same track five more were established up to 24 hours running.

The following year was notable for performances at home and abroad, especially in the T.T. race in Northern Ireland, and more class records were established at Brooklands and in South Africa.

1930 provided new records in New Zealand and South Africa, and the splendid race for the Double Twelve resulted in another Seven triumph.

T H E A U S T I N S E V E N

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SOME ACHIEVEMENTS of the AUSTIN SEVEN

Mrs. Stewart recently drove the Seven at nearly 110 miles per hour and made four more international class records. So much for racing.

In other fields—its robust construction, allied to an ingenious design enabled it to face and triumph over difficulties which those who drove the car must have viewed very often with dismay.

The Austin Seven was the first and only car to be driven to the top of Table Mountain.

It was the first car to ascend Ben Nevis and make the descent in one day.

It was the first car to be driven by a lady round the World.

It was the first baby car to be driven single-handed across Europe to Cairo.

It was the first car to reach Cape York in Northern Queensland.

It was the first car to be taken on a polar expedition and put to hard everyday hauling.

It was the first 750 c.c. car to cover the measured mile and the measured kilometre at over 100 m.p.h.

Thus it is clear that under the worst conditions of climate or road—and in many instances roads did not exist—in every part of the World, the Austin Seven has been called upon to do things that far surpass the ordinary requirements of a motor car owner, and has come through each ordeal with flying colours.

Acts speak louder than words and to comment further would be "to gild refined gold or paint the lily."

T H E F I R S T—A N D S T I L L T H E F I R S T

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The ENGINE of the AUSTIN SEVEN

A small high efficiency engine that has made a reputation for itself all over the world

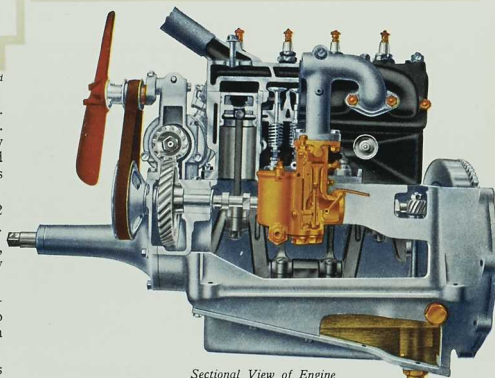
4-cylinder, water-cooled, detachable head; bore 2.2in. (56mm.); stroke 3in. (76mm.). Total capacity, 747.5 c.c. R.A.C. rating 7.8; b.h.p. 10.5 at 2,400 r.p.m. The sturdy crankshaft runs on roller bearings, and is statically and dynamically balanced, which ensure smooth vibrationless running. The pistons are of aluminium alloy.

FUEL SUPPLY. By gravity from 5-gallon tank (22 litres). A two level tap ensures a reserve supply from the tank.

IGNITION. By Coil and Battery. These components, together with dynamo and distributor are conveniently placed for inspection.

COOLING. Ample water cooling spaces in the monobloc, a large radiator and an easily adjusted fan combine to keep the engine temperature down to proper limits, even in hot climates.

LUBRICATION. Full and constant lubrication is maintained by means of a gear driven vane pump.



Sectional View of Engine

The ease with which the occasional adjustment of valves, tappets, carburettor, ignition and oil replenishings is performed, ensures that the engine will be kept in first class running order.

THE AUSTIN SEVEN

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GENERAL SPECIFICATION of the AUSTIN SEVEN

DIMENSIONS. Full car length, Tourer, 9ft. 3in. (2,821 m.m.); Standard Saloon, 9ft. 6in. (2,896 m.m.); De Luxe Model, 9ft. 8in. (2,947 m.m.); full car width, 4ft. 2in. (1,270 m.m.); De Luxe Model, 4ft. 5in. (1,346 m.m.); wheelbase, 6ft. 3in. (1,905 m.m.); De Luxe Model, 6ft. 9in. (2,057 m.m.); track, 3ft. 4in. (1,016 m.m.); road clearance, 8 $\frac{1}{2}$ in. (220 m.m.); height to top of screen, 4ft. 9in. (1,450 m.m.); height to top of hood when raised, 5ft. 4in. (1,625 m.m.).

TRANSMISSION. Single-plate clutch. The ratios of engine to road wheels are:—1st speed, 16 to 1; 2nd speed 9 to 1; top 4.9 to 1; reverse 21 to 1. Gear changes are easily effected by a lever mounted centrally on the top of the box. Final drive is by helical bevel gear. The rear axle is of the three-quarter floating type, with differential and torque tube.

BRAKES. Both the pedal operated and the hand lever apply brakes to all four wheels. The adjustment is readily accessible and quickly carried out.

STEERING. Steering is of the worm and worm wheel type with provision for taking up wear. Over the steering wheel are the throttle and ignition control levers.

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

TYRES. Tyres are 26 x 3.50 Dunlop, and the wheels are of special wire type.

EQUIPMENT. 6-volt electric starting and lighting, dipping beam device for headlamps, automatic windscreen wiper, carburettor air strangler, spare wheel and tyre, electric horn, speedometer, dial oil pressure gauge, driving mirror, licence holder, blank number plates, exterior parts chromium plated, triplex glass throughout.

STANDARD COLOURS for 7 h.p. Tourer and Two-Seater—Royal Blue, Maroon and Opal Blue. Saloons—Light Royal Blue and Light Maroon. In addition to these two colours, De Luxe Saloons can be had in Light Auto Brown, Opal Blue, or Fawn with Black Tops.

THE FIRST—AND STILL THE FIRST

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MANUFACTURERS' WARRANTY

THE goods manufactured by the Company shall be accepted by the purchaser subject to the conditions hereinafter mentioned and subject to the following express warranty, which excludes all warranties, conditions and liabilities whatsoever, whether statutory or otherwise, which might exist against the Company, but for this provision, viz.:—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, carriage paid, to the Company's works, which in any case must be within twelve calendar months of the first delivery of the goods by the Company, 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 repair the defective part or supply, free of charge, a new part in place thereof.

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, 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, speedometers, electrical equipment or other goods (including coach-works) not of its own manufacture. The Austin Motor Co., Ltd., issues no warranty of the goods except as stated herein, but desires and expects that customers shall make a thorough examination before purchasing. This warranty is limited to the despatch to the purchaser without charge, except for transportation of the part or parts, whether new or repaired, in exchange for those acknowledged by the Company to be defective.

The purchaser shall, if required at the time of purchase, personally sign the form supplied by the Company, and register his name, address, date of purchase, number of car and name and address of Seller with the Company, and shall obtain from the Company a signed copy of this warranty, and shall, if required, 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 number 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 Austin Motor Co., Ltd., 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 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

TERMS OF BUSINESS. The Company reserves the right to vary the list prices at any time for any reason whatsoever. 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 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, lockouts or any cause over which the Company has no control.

ALTERATIONS IN DESIGNS AND EQUIPMENT. The Company reserves the right on the sale of any car to make, before delivery, without notice, any alteration to, or departure from, the specification of designs or equipment detailed in this catalogue. Triplex glass will be generally fitted, but the Company, if supplies are not available, will substitute other approved laminated glass. Cars for Export have plate glass.

DEPOSIT. A deposit of £5 to accompany the order for each car or chassis, and the balance of the purchase money becomes payable on delivery of goods.

The AUSTIN MOTOR CO. LTD LONGBRIDGE BIRMINGHAM

Telegrams: "Speedily, Northfield" Telephones: Central 4140 and Priory 2101/2116 Code: Bentley's

479-483 OXFORD STREET, LONDON, W.1

(Near, MARBLE ARCH)
Telegrams: "Austinette, London" Telephone: Mayfair 7620-7639

And at HOLLAND PARK HALL, W.11

