

The Motor for
the Million



The MOTOR for the MILLION.

The Austin Seven

*Built in the largest and most up-to-date
Motor Works in the British Empire.*



The AUSTIN MOTOR CO. L^{TD}.
NORTHFIELD, BIRMINGHAM, ENGLAND.

LONDON	- - - - -	479-483, Oxford Street.
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Agencies throughout the World.

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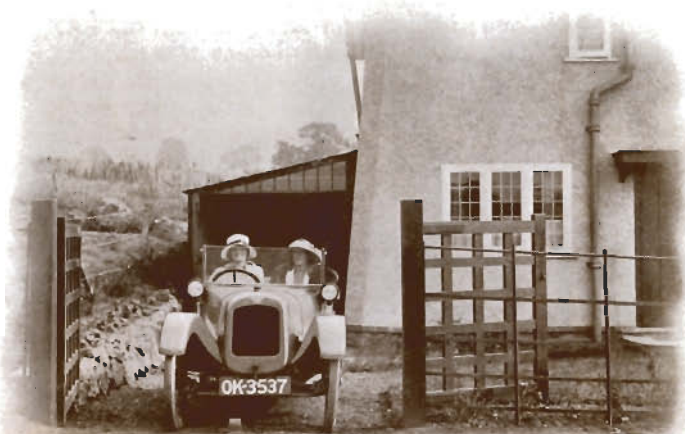
We're all comfortable now!

A REAL CAR at a possible price—what a long time the reality has been on its way to possibility. Now, with the introduction of the "Austin Seven," the reality is here—a real car, and at a price thousands of persons can pay. Health, recreation, travel and convenience are presented in a delightful small car, absurdly cheap to run, and assuring long wear. Those who motor know how much a car adds to enjoyment of life. The ability to run across to see friends at any time and "in no time," the thought that there is a ride in the fresh air to new scenes awaiting one at the week-end, the delight of handling the car, and the fact that while costing so little to run the "Austin Seven" will take the children in comfort, even in bad weather, are features that add new joy to life.

11' a Mile. This new broader interest and outlook can now be thought of seriously by many, for the cost of the car is but little more than that of a sidecar combination, while the value is ever so much greater, and so well is the car built that it can be purchased with every confidence. A tax of £8 and a running cost of about 1½d. per mile now make motoring possible for the majority. When one considers the return in health, happiness, convenience at a cost cheaper than tram fares, and the vastly widened interest in life assured by running an "Austin Seven," the wonder is that we have had to wait so long for it. In health alone—fresh air, new scenes and an interest—the price of the car in many cases can show an actual profit, particularly as the "Austin Seven" will banish that narrowing of interests and restriction of movement which



We hear you're getting a "Seven," too.



It's all our own: no waiting for the menfolk.

tell so heavily on the health of many women. As they can so easily handle the car, their shopping can be converted from a trouble to a pleasure. With the "Austin Seven" there is comfortable speedy travel, ease of management, perfect shelter in bad weather, and there are no lamp worries—a movement of the finger flicks on two fine head-lights and a tail-light fed with current by a gear-driven dynamo and accumulator. The car needs little mechanical attention and is very easy to clean, having stove-enamelled finish.

A Woman's Car. It is an ideal car for women's use, and there is no need to wait till the menfolk return from business to "get the car out." The clutch is delightfully light, and the changing of speed can be done with one finger. Starts from seat with minimum of effort. For those living

any distance from town an "Austin Seven" is really an essential, and within the purchasing capacity of almost anyone. It saves the time of the housewife in shopping, enables her to visit the best markets, while in many cases it makes it possible for a business man to live outside the city in the fresh air by giving him cheap and reliable transport. The "Austin Seven" will go anywhere and do anything a larger car can do. It surmounts ordinary hills on top gear with ease and certainty.

For the Commercial.

The "Austin Seven" is an ideal car for the business man. Traveling in it he is able to keep perfectly clean, warm and presentable when visiting clients, and he can carry quite a large sample case in the space behind the main seats. Long journeys can be made



Arriving fresh for 18 holes.

speedily and in comfort, and the "Austin Seven" confers ability to explore new markets in districts where bad train connections would make the expenditure of time unprofitable, and delays a weariness.

Accommodation. The "Austin Seven" has two main seats, both adjustable, of very roomy size, and at the back of the car is a seat, covering a tool box, which will accommodate three children, or at a pinch a third adult. When it is not required for passengers the space behind the main seats can be used for carrying luggage.

Comfort. The fullest comfort is given users of the "Austin Seven," and they have the very great advantage of being able to talk without difficulty, which of course is not the case with a sidecar. They are sheltered by the windscreen, and should bad weather be experienced, have the protection of a hood which can be



"Smart and Early."

raised and secured in a moment. The springing is exceptionally good. The car simply glides over the rough places. Wide doors on either side admit of free and easy entrance. In wet or very cold weather all the occupants, including those on the rear seat, have the full protection of the hood and side curtains. When children are carried they are safe and well protected, altogether better than on a dickey seat.

Handling. Ease of handling is a distinctive feature of the "Austin Seven," and one that commends it particularly as a car for women's use. It is fitted with a reverse gear for manœuvring and there is no need to use any effort in moving it into the garage or any awkward position. Its lightness (it weighs but 6½ cwt.) and its ease of running, however, make it quite simple to move the car by hand with none of the physical strain necessary to haul a motorcycle combination about.



Shopping is now a pleasure.



My Car is always at my service.

Steering is well planned and the simple control of the car is quickly mastered by the novice. The size and handiness of the "Austin Seven" particularly commend it for shopping visits, pleasure jaunts and journeys to one's friends, all made quickly and easily.

Power and Stability. The sidecar combination till now was the only refuge of those who had a great passion but little money for motoring, and its shortcomings were suffered on the score of first cost. With the "Austin Seven" the speed and economy remain, but one has a car instead of a makeshift, and all the advantages of a car in the way of easy travelling, roominess and protection from bad weather for driver and passengers. The physical strain upon the driver is banished—a great consideration when a woman wishes to motor, and there is no necessary

hauling of the car about by hand. One point to which the designer has given the most careful attention is that of stability, and in road-holding qualities the "Austin Seven" is at least the equal of the sidecar combination, and on left-hand corners is superior. Accordingly, the wealth of power in the 4-cylinder water-cooled engine can be utilised to the full for speed and hill-climbing when desired. There are three speeds and reverse in a strong and compact gearbox.

Reliability. Unqualified dependence may be placed on the performance of the "Austin Seven," and the mechanical attention required is very small. Ignition is by magneto, and as lubrication is effected by pump there is no anxiety on that score. As the engine is water cooled the attention necessary is still further reduced: there is no danger of valve breakage or distortion of cylinder heads, while de-



Hills are no trouble at all.



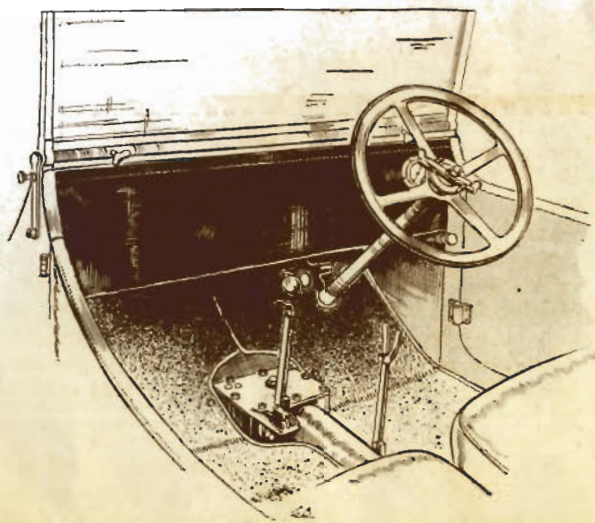
Off for a jolly week-end.

carbonising and adjustments are called for very seldom. Brakes are fitted to all wheels. Those on the front wheels are applied by hand, and those on the rear wheel by pedal. All parts of the brakes are interchangeable. A very powerful effect is secured with each set of brakes, and when both sets are applied together the car can be pulled up at once on the steepest hill. Controls are of the simplest, wheels are quickly detachable, and a spare is carried at the rear of the car. Materials and workmanship of the very best quality are incorporated.

Economy. Economy is a great feature of the "Austin Seven." Petrol consumption is at least as small as that of the motorcycle, oil consumption is reduced to a very small amount by water

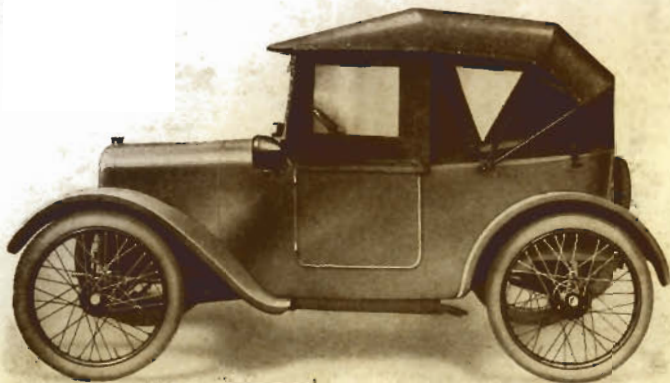
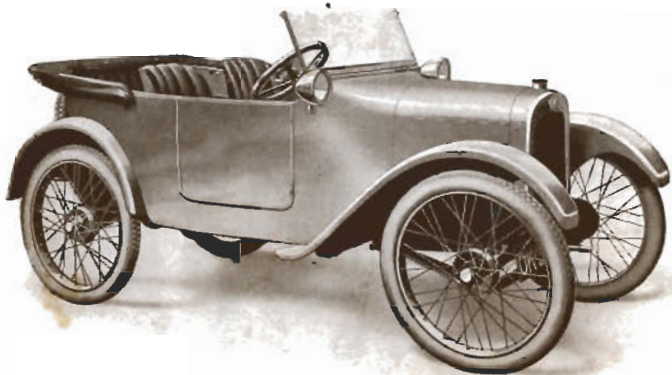
cooling, and the only other running expense to be considered is that of tyres, reduced to a very small figure by the lightness of the car and the even pull of the four-cylinder engine. Running costs are calculated at under 1½d. per mile.

The "Austin Seven" is an economical car, not only because its ingenious design has brought its price within the sidecar range, but because the soundness of this design and the thoroughness with which all parts are made ensures a long life and the fullest dependability. This inherent soundness means also a very low rate of depreciation in market value.



Convenience. Convenience has been carefully studied. Garaging is as easy as in the case of the sidecar, and cleaning is particularly simple as the panels are stove-enamelled and do not hold the dirt. Possible trouble arising from punctures is minimised by the provision of a spare wheel and tyre. When the hood is raised entrance to the car is facilitated by the side curtains opening with the doors. All mechanical components are readily accessible. Ample tool accommodation under seats.





The Austin Seven

Its Leading Features.

- DIMENSIONS** . . . Overall length, 8ft. 8in.; Overall width, 3ft. 10in.; Wheelbase, 6ft. 3in.; Track, 3ft. 4in.; Weight, 6½ cwt.
- ENGINE** . . . Four-cylinder water-cooled detachable head.
Bore 2½ in. } 696 c.c., R.A.C. rating, 7·2 h.p.
Stroke, 3 in. }
Brake horse-power : 10 at 2,400 rev.
Ignition : Magneto.
Oil circulation : by pump.
Cooling : Thermo-syphon with film radiator.
Roller crankshaft bearings.
- CLUTCH** . . . Single-plate.
- GEARBOX** . . . Three speeds forward, and reverse ; ratios (approx.) : 4½, 8½, and 14½ to 1 ; 17 to 1 reverse ; Ball bearings throughout.
- REAR AXLE** . . . Semi-floating, with differential and torque tube. Ball bearings and thrusts throughout. Final drive by shaft and helical bevel ; metal universal joints.
- SPRINGS** . . . Semi-elliptic cross spring in front. Quarter elliptics at rear.
- STEERING** . . . Worm and sector, having provision for taking up wear.
- FRONT AXLE** . . . Forged, "H" section.
- BRAKES** . . . On all four wheels, compensated and instantly 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. x 3in. non-skid tyres. One spare wheel with tyre.
Of magneto and carburetter on steering wheel.
- CONTROLS** . . . Of magneto and carburetter on steering wheel.
- PETROL TANK** . . . 4 gallons.
- LIGHTING** . . . By gear-driven dynamo, with accumulators.
- CARRIAGE-WORK** . . . Two bucket seats for driver and passenger, instantly adjustable and detachable. Rear seat to carry two or three children. Ample tool box accommodation under seats. Spare wheel carried on back of car. Hood, double screen, and full side curtains (those over the doors open with them). Electric horn, operated from the steering wheel. Road clearance, 9in. The panels are stove-enamelled for durability of finish and ease of cleaning.
- WORKMANSHIP AND MATERIALS** . . . Austin quality.

Price £225 at Works.

ON MATLOCK BANK.

A member of "*The Commercial Motor*" staff writes:—

"The famous Matlock Bank I know well, having climbed it with all makes of vehicles, and my present bus, with its 27 horses, thunders up it on second gear at 25 m.p.h. It is a rise of nearly a mile, mostly 1 in 8, finishing up with a nice bit of about 1 in 6. The driver of the 'Austin Seven' knew nothing of this pimple, had never seen it even, but gaily volunteered to take me up, although I do not believe he had noted my avoirdupois, which tilts the accusing finger of the weighing machine round to just under 16 stone. To my mind it was a marvellous performance. Lowest gear was engaged about half-way up, and I do not think the speed ever *dropped* below 17 anywhere, but the driver fixed it at 15 m.p.h. It certainly never faltered; one had the idea of a reserve of power and the feeling that it would have carried on had the hill been three times as long. The return was made the same way on low gear, with a touch of the brake now and again, quite comfortably."

In its first competition appearance, at Shelsley Walsh in 1922, although its engine capacity is 696 c.c., the "Austin Seven" was faster up the hill than cars with engines of 1,500 c.c.



LONGBRIDGE WORKS, NORTHFIELD, BIRMINGHAM.