

*The*  
**ARMSTRONG  
SIDDELEY**

~ **FOUR 14** ~

a full sized  
touring car for  
family use at  
a price which  
makes it a better  
investment than  
any foreign product



C. F. DINGW. L.

**THE  
ARMSTRONG  
SIDDELEY  
FOUR**

**14**



AC

1927

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C. F. DINGWALL.

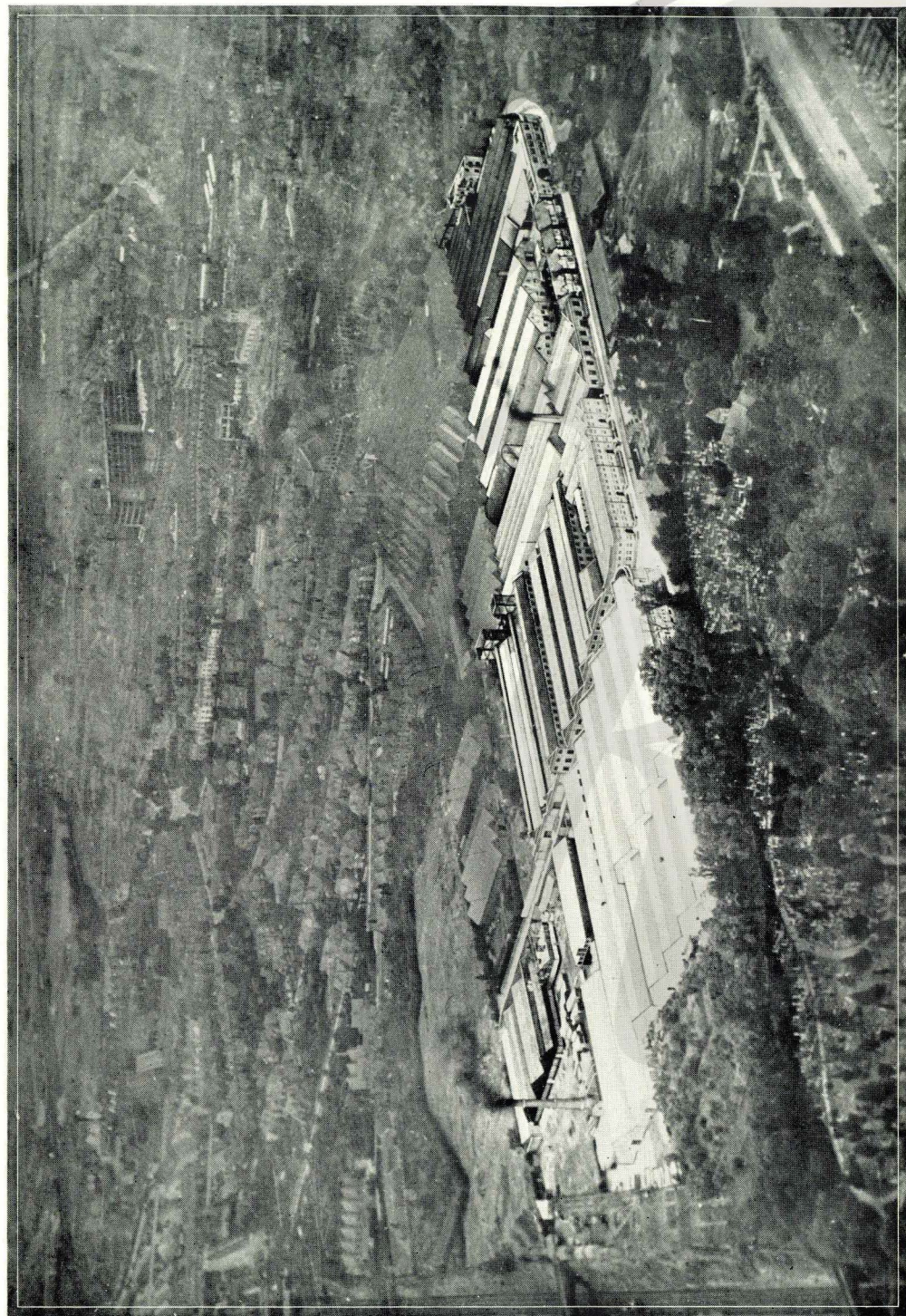


We reserve the right to alter any  
specification as may be considered  
advantageous, or to revise  
prices without  
notice

INSTITUTE







View of Armstrong Siddeley Works, Parkside, Coventry, taken from the air.

# The **ARMSTRONG SIDDELEY** **FOUR 14**



**ARMSTRONG SIDDELEY MOTORS LIMITED**

(Allied with Sir W. G. Armstrong Whitworth & Company Ltd.)

**HEAD OFFICE & WORKS: COVENTRY**

Telephone : Coventry 954

Telegrams : 'Sidarm Coventry'

**LONDON: 10 OLD BOND STREET, W.1**

Telephone : Gerrard 6439

Telegrams : 'Armsidco, Piccy, London'

**MANCHESTER: 35 KING STREET WEST**

Telephone : City 6362

Telegrams : 'Armsidco Manchester'





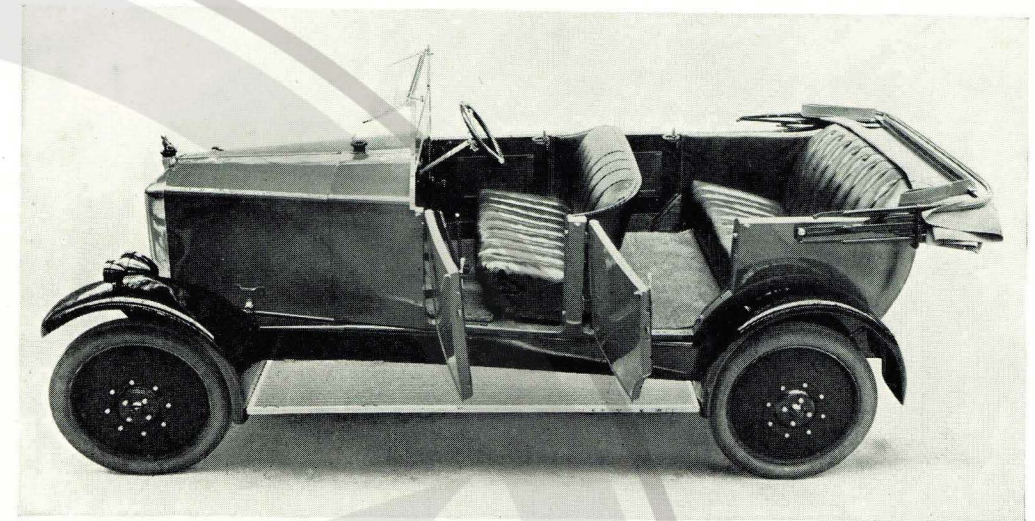
THE welcome given to the Armstrong Siddeley "Four-Fourteen" from public and press is recognition that its makers have achieved their object—a popular all-British medium-powered car for family use capable of competing easily in price and performance with imported productions.

The Armstrong Siddeley "Four-Fourteen" means family motoring in perfect comfort—and most economically.

To the man who wants a good sized car without big running bills, the unusual roominess of the "Four-Fourteen" will appeal. It will average 26-28 miles on a gallon of petrol, and because of the lightness of its construction and the scientific method of transmission of power, the wear on tyres is extremely light. The non-technical owner is easily able to handle it and keep it in trim. The designers have given particular attention to his requirements, and details needing attention or adjustment have been reduced to a minimum. Steering and control are both exceedingly easy.

The "Four-Fourteen" is a "top-gear" car. Its four-cylinder engine will take it over any main road hills without change of gear and maintain good average speeds with five up. It has a high ground clearance, and with a wide track is steady on any road. The coachwork is designed on the most modern lines with low, deep, comfortable seats. The equipment is generous.

The verdict of experts is that in the Armstrong Siddeley "Four-Fourteen" we have achieved the highest degree of inexpensive motoring of the quality with which our name is associated. The detailed mechanical perfection of the larger models has not been sacrificed. It is here embodied in a car of such capabilities that the Armstrong Siddeley reputation is even more enhanced.



An overhead view of the seating accommodation

The verdict of users is equally enthusiastic. On page 14 we give extracts from a few of the many letters which we have received.

The subsequent service afforded to all Armstrong Siddeley owners should be borne in mind when considering the purchase of a "Four-Fourteen." Not only do you get the best motor value yet offered to the British Public, but in addition you have at your disposal the most complete organisation existing in Great Britain for affording attention and advice on the running of the car as long as it remains in your possession. These advantages are afforded by our chain of Service Depots which are established in all the principal centres. A list with addresses will be found on page 15.

The Armstrong Siddeley "Four-Fourteen" incorporates the knowledge gathered in 20 years' use and manufacture of motor carriages of the highest class. It has behind it all the experience, resources and reputation of one of the largest engineering organisations in the world, the firm of Sir W. G. Armstrong Whitworth & Co., Ltd.



# SPECIFICATION

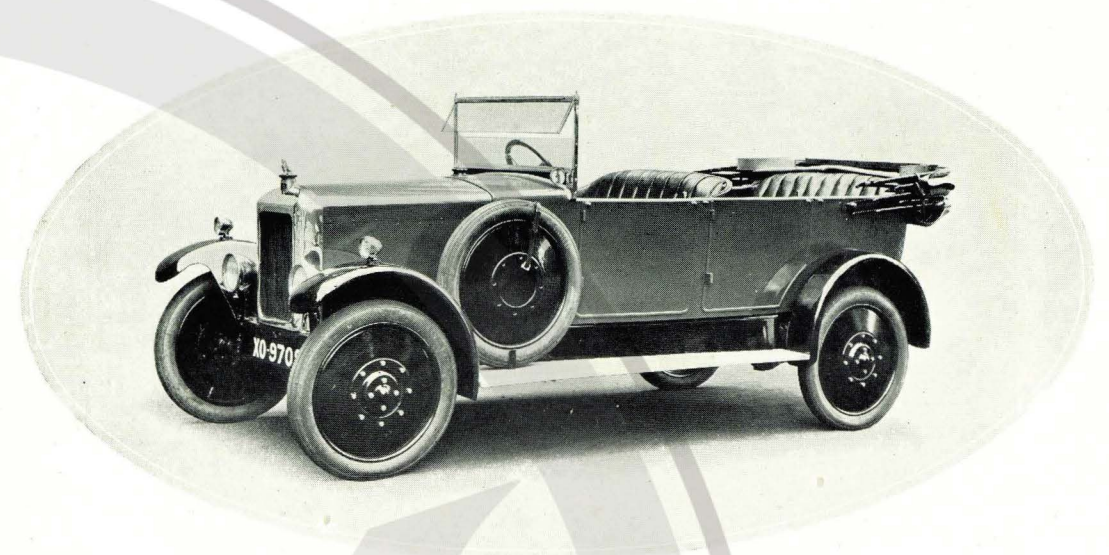
CHASSIS DIMENSIONS :	Wheelbase, 9 ft. 3 in. Track, 4 ft. 8 in. Overall Length, 12 ft. 6 in. Overall Width, 5 ft. 6 in. Ground Clearance, 9½ in.
FRAME :	Of pressed channel section steel.
ENGINE :	Four-cylinder mono-bloc detachable head. Bore 3 in., Stroke 4 in., R.A.C. rating 14.4. Overhead valves. Valve gear completely enclosed by easily removable covers.
LUBRICATION :	By pressure pump with positive distribution.
CARBURETTOR :	Claudel Hobson—bolted to cylinder block and warmed by exhaust gas.
IGNITION :	By high tension magneto situated on the offside of the engine.
CONTROL :	By accelerator foot pedal and by hand ignition and throttle levers.
CLUTCH :	Single plate clutch of special design providing easy engagement and change of speed.
SPRINGS :	Half-cantilever front and rear, fitted with spring gaiters.
GEAR-BOX & REAR AXLE :	Constructed in one unit. 3-speed gear box in centre of chassis attached by torque tube to rear axle and providing three speeds forward and one reverse. Drive by spiral bevel wheel.
FRONT AXLE :	Stamped H section. Fitted with jaw type swivel axles on which the front hubs run on ball bearings. Lubricated by grease pump.
WHEELS & TYRES :	Special disc wheels with one spare. Five 760 × 90 cord tyres.
BRAKES :	Two independent internal brakes acting in drums integral with rear disc wheels. The shoes are fabric lined. Hand brake lever is placed central in the chassis.
COOLING :	Radiator situated in front of engine. Circulation by centrifugal pump. Cooling fan integral with fly-wheel.
PETROL TANK :	Gravity feed from tank situated in the scuttle. Capacity, approximately 7 gallons.

## PRICE OF CHASSIS

Equipped with Runner Boards, Electric Engine Starter and Lighting Set Complete with 5 Lamps, Speedometer, Clock, Electric Horn, Five 760 × 90 Dunlop Clipper Tyres, Kit of Tools, Etc.

**£260**

Delivery at Works



## *The* ARMSTRONG SIDDELEY Four 14 Open Touring Car *5-Seater*

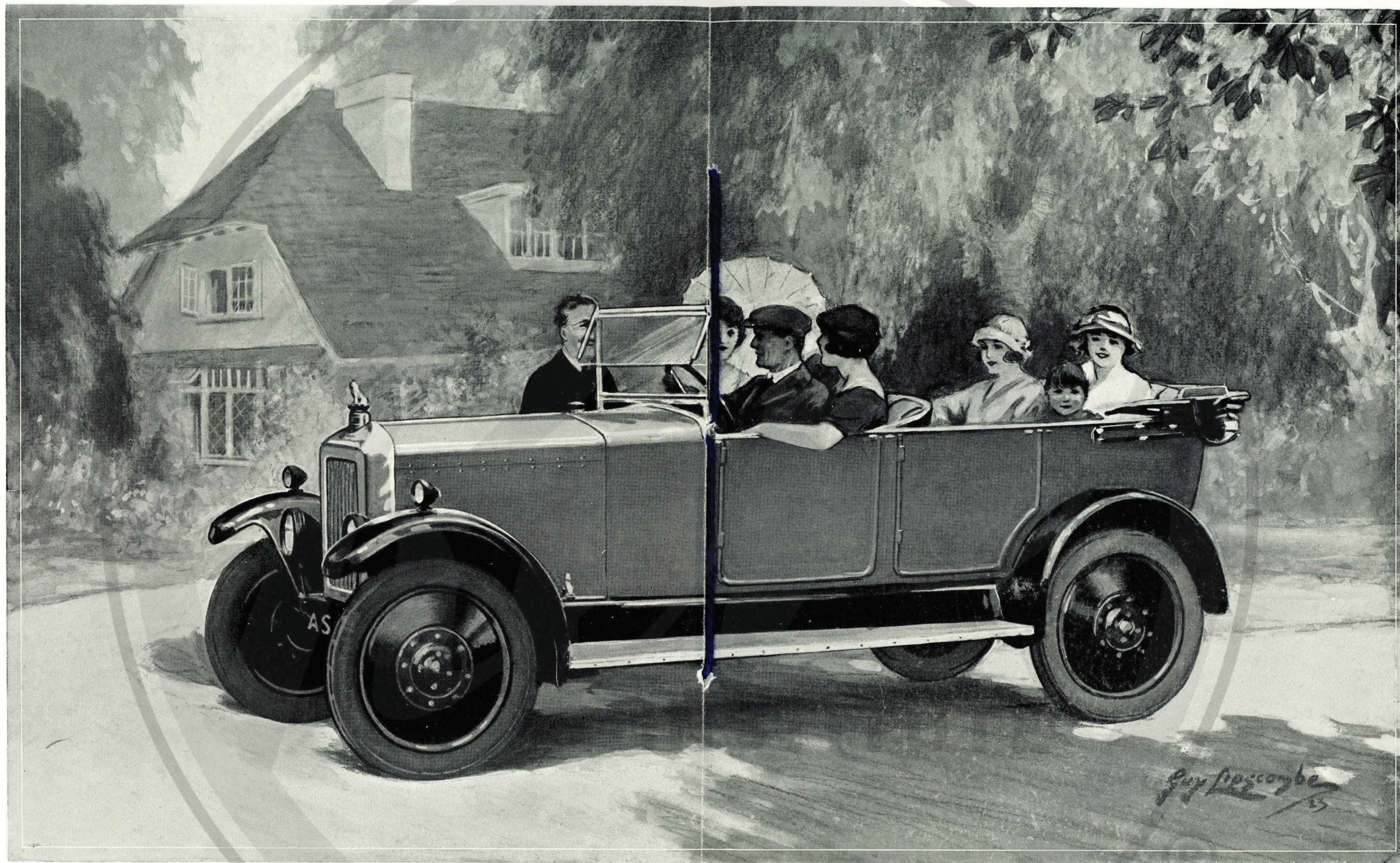
An ideal Touring Car for family use. It will seat three persons on the rear seat and two on the front. Fitted with hood and side curtains extending to windscreen and opening with the doors for protection against all weathers. Adjustable front windscreen with two planes. Fibre mat to front and pile carpet to rear floorboards. Upholstered in first quality leather. Finished in a mole colour with brown leather, or dark grey with dark green leather.

Including Clock, Speedometer, Electric Horn, Spare Wheel and Tyre, and Number Plates.

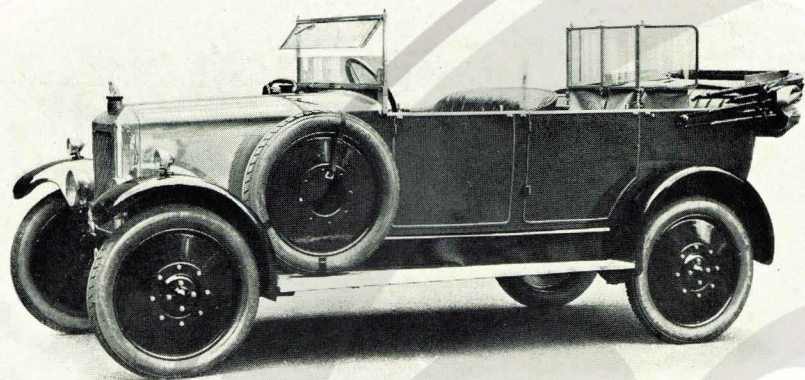
**£360**

*“MORE FOR YOUR MONEY”*









*The* ARMSTRONG SIDDELEY  
Four 14 Open Touring Car  
*With Special Equipment*

A Car suitable for all climates. Fitted with a four-panel rear screen to protect the rear passengers, adjustable front windscreen with two planes, windscreen wiper, dashboard lamp, bulb horn, five wheels and oversize tyres 765 x 105 mm., fibre mat to front and pile carpet to rear floorboards, staples and straps on running board for luggage. Finished in a mole colour with brown leather, or dark grey with dark green leather.

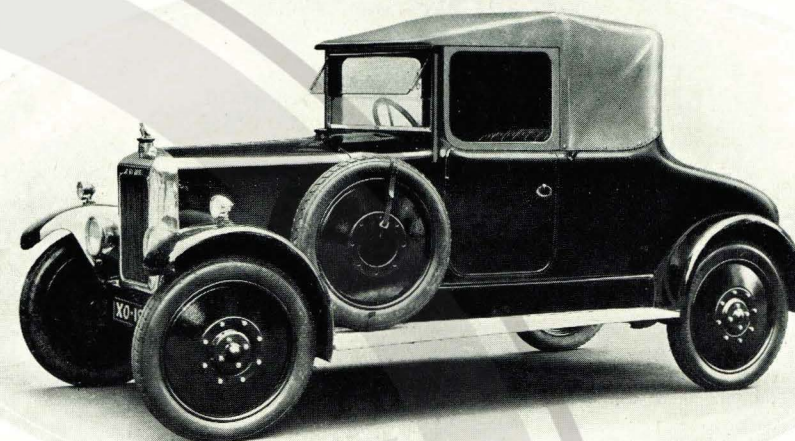
Including Clock, Speedometer, Electric Horn, Spare Wheel and Tyre, and Number Plates.

£385

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*"MORE FOR YOUR MONEY"*

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*The* ARMSTRONG SIDDELEY  
Four 14 Two Seater  
*With Dickey*

A delightful Car, seating two persons inside and two on the Dickey. Fitted with a hood extending to front windscreen and side curtains to completely enclose the front passengers. Adjustable windscreen with two planes. Fibre mat to front floorboards. Finished in a mole colour with brown leather, or dark grey with dark green leather.

Including Clock, Speedometer, Electric Horn, Spare Wheel and Tyre, and Number Plates.

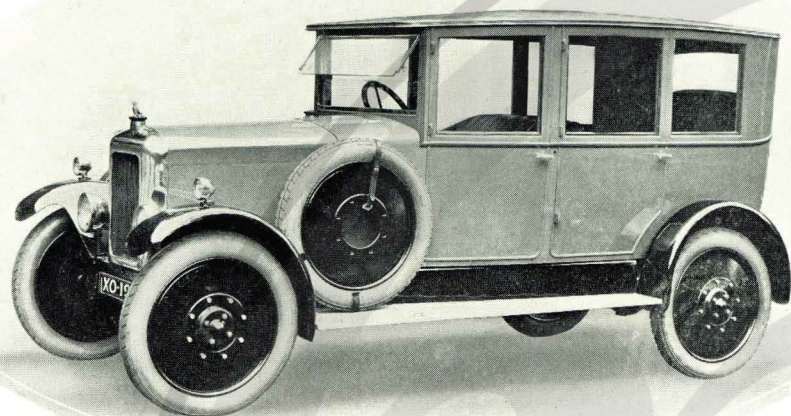
£360

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*"MORE FOR YOUR MONEY"*

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## *The* ARMSTRONG SIDDELEY Four 14 Saloon

An elegant Car suitable for all purposes. It accommodates four or five persons. The body is of light but strong construction. "Drumming" is entirely absent under all conditions. Sliding windows provide the maximum amount of light and air. Finished in best style throughout.

Painted dark grey or dark blue, and upholstered with fine hairline cloth or green or blue leather.

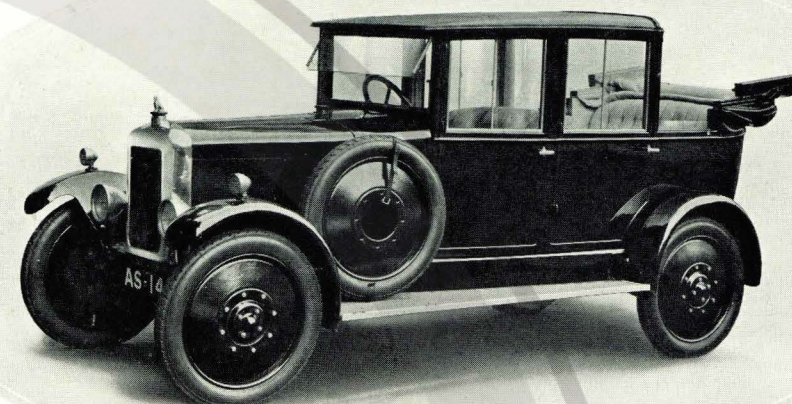
Including Clock, Speedometer, Electric Horn, Spare Wheel and Tyre, 765 x 105 mm. Tyres, and Number Plates.

£480

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*"MORE FOR YOUR MONEY"*

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## *The* ARMSTRONG SIDDELEY Four 14 Saloon Landaulette

Of dignified appearance. To seat two or three on the main seat and two on the front. All door windows made to slide, and the rear windows to drop and fitted with an automatic lifting device. The leather head folds down neatly with the minimum of overhang. Finished in best style throughout. Painted dark grey or dark blue and upholstered with fine hairline cloth or green or blue leather.

Including Clock, Speedometer, Electric Horn, Spare Wheel and Tyre, 765 x 105 mm. Tyres, and Number Plates.

£505

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*"MORE FOR YOUR MONEY"*

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## OWNERS' OPINIONS

### York

Since I took delivery of your 14 h.p. car it has exceeded my expectation in the smoothness of running and the power it possesses among the hills; in fact, it is the hills where it shows itself to advantage.

In my seventeen years' motoring I have not experienced its equal.

R. W. N.

### Bristol

The car has created a very great impression, and when she was tackling a strenuous hill near Hayton, Dartmoor, was greeted with many cries of appreciation from other motorists.

F. H. D.

### Dublin

I should like to say that the 4.14 is beyond praise. It can more than hold its own with much higher powered American cars, both in climbing and in slow running.

F. N. T.

### Broadheath

I have just returned from a tour in Devon, and have just completed 1000 miles in two weeks' running, during which time the car has given me no trouble, and has behaved itself as a car ought to do.

The petrol consumption works out at approximately 27 m.p.g., and during the time it has been run no water or oil has been added, so that both the cooling and the lubrication are very satisfactory.

H. A. A.

### Hexworthy

I must congratulate you on being able to turn out such a good car at the price.

I am at present on holiday on Dartmoor, so I have a good opportunity of testing her hill-climbing capacity, which is first-class.

W. S. C.

### Leigh-on-Sea

We are all very pleased with the car, and wonder how such good value can be turned out these days.

G. B.

### Yeovil

I am very pleased indeed with the car you have supplied. I think it is a most excellent car for family purposes. The engine in particular has struck me by its silence and sweetness.

R. A. B.

### St. James's St., S.W.1

I have already done over 2000 miles, much of it over hilly country, fully loaded, and I have nothing but praise for it.

My chauffeur is enthusiastic and tells me he had found several prospective buyers for this type already.

The engine keeps most extraordinarily cool, and as a resident in China, being one of H.M. Consuls there, I consider that these cars would be ideal for the Far East generally.

H. P.

### Manchester

I may say that my new car is giving me entire satisfaction; particularly I am delighted with its hill-climbing capacity, in fact I rarely use my second gear unless in starting.

R. S. (M.D.)

### Birkenhead

The car is giving me every satisfaction and is a great pleasure to drive.

L. S. G.

### Exeter

The car is all that can be desired, and is giving every satisfaction. You may rely on my recommending it to my friends.

G. G.

### Paignton

I am very well pleased with the car; the more I drive it the better I like it.

H. P.

## AT YOUR SERVICE



OUR INTEREST in each Armstrong Siddeley Car continues throughout its life. We wish every owner to enjoy the greatest possible satisfaction from its use; that its highest efficiency may be always maintained.

For the purpose of affording to all our customers means of obtaining reliable advice concerning their cars, together with an efficient Maintenance and Repair Service, we have established Service Depots in Coventry, London, Manchester, Leeds, Newcastle-on-Tyne, Bristol and Glasgow.

These Depots are at the entire disposal of our customers. Each takes the form of a small self-contained Works, staffed with trained mechanics, thoroughly equipped, and in intimate touch with our main Works.

### SERVICE DEPOTS

#### LONDON

Address : CHURCH STREET,  
OFF EDGWARE ROAD, N.W. 8  
Telegrams : Sidarm, Padd, London  
Telephone : Paddington 3451-2

#### BRISTOL

Address : FILTON, BRISTOL  
Telegrams : Sidarm, Bristol  
Telephone : Filton 8

#### NEWCASTLE

Address : SCOTSWOOD,  
NEWCASTLE-ON-TYNE  
Telegrams : Sidarm, Newcastle  
Telephone : Central 3061

#### COVENTRY

Address : PARKSIDE, COVENTRY  
Telegrams : Sidarm, Coventry  
Telephone : Coventry 954

#### MANCHESTER

Address : GT. NORTHERN GARAGE,  
WATSON STREET, MANCHESTER  
Telegrams : Sidarm, Manchester  
Telephone : City 6362

#### LEEDS

Address : GRANT AVENUE, ROUNDHAY  
ROAD, LEEDS  
Telegrams : Sidarm, Leeds  
Telephone : Leeds 24909

#### GLASGOW

Address : HUGHENDEN ROAD,  
KELVINSIDE, GLASGOW  
Telegrams : Sidarm, Glasgow  
Telephone : Western 4144



# TERMS OF BUSINESS

1. Delivery is made at our Works, Coventry, in good running order. Chassis and Cars only forwarded at Customers' risk and expense.

We will do our utmost to adhere as nearly as possible to dates for delivery forecasted. Such dates, however, are estimated and cannot be guaranteed, and we are not to be liable for delay in delivery due to manufacturing or labour difficulties, accidents, fires, strikes, lockouts or force majeure.

2. Should the purchaser not pay for the vehicle and/or goods on due date, the Company reserves the right, unless otherwise mutually arranged, to cancel the order and retain the deposit, to re-sell the same at any time after ten days' notice, and to claim from the purchaser any loss sustained.

3. Chassis and Cars are only sold subject to the terms of the Company's Guarantee, which is instead of and expressly excludes any other Guarantee, statutory or otherwise.

4. All claims as regards alleged errors in despatching or invoicing must be made by the customer within seven days after delivery, and after that time no claims will be recognised by the Company.

5. All goods are sold upon the express condition that they are not to be exhibited at any Exhibition held in the United Kingdom of Great Britain and Ireland without the previous written permission of the Company, other than any Exhibition held by the Society of Motor Manufacturers and Traders Ltd., or approved by that Society for exhibition of motor goods by its Bond-signers. The purchaser agrees that in case of any breach of the provisions of this clause the purchaser will forthwith pay to the Company the sum of £250 for every such breach as liquidated damages, which damages may be assigned to any person.

6. The term 'Agent' in relation to our chassis goods or selling organisation is used in the business sense of a Dealer, who purchases the goods of a Manufacturer for re-sale by himself as Principal, and not in the legal signification of the word. The persons and firms therefore whom we style Agents for Armstrong Siddeley Cars have no authority to incur any debt, liability or transact any business, or to give any warranty or representation as to quality, or delivery of goods or otherwise on our behalf.

7. Brief descriptions of our products are published in lists, etc., for the information of intending Customers, but we do not guarantee strict adherence to detail and reserve the right to make such alterations in design and construction as we consider desirable.



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