

14

C. F. DINGWALL

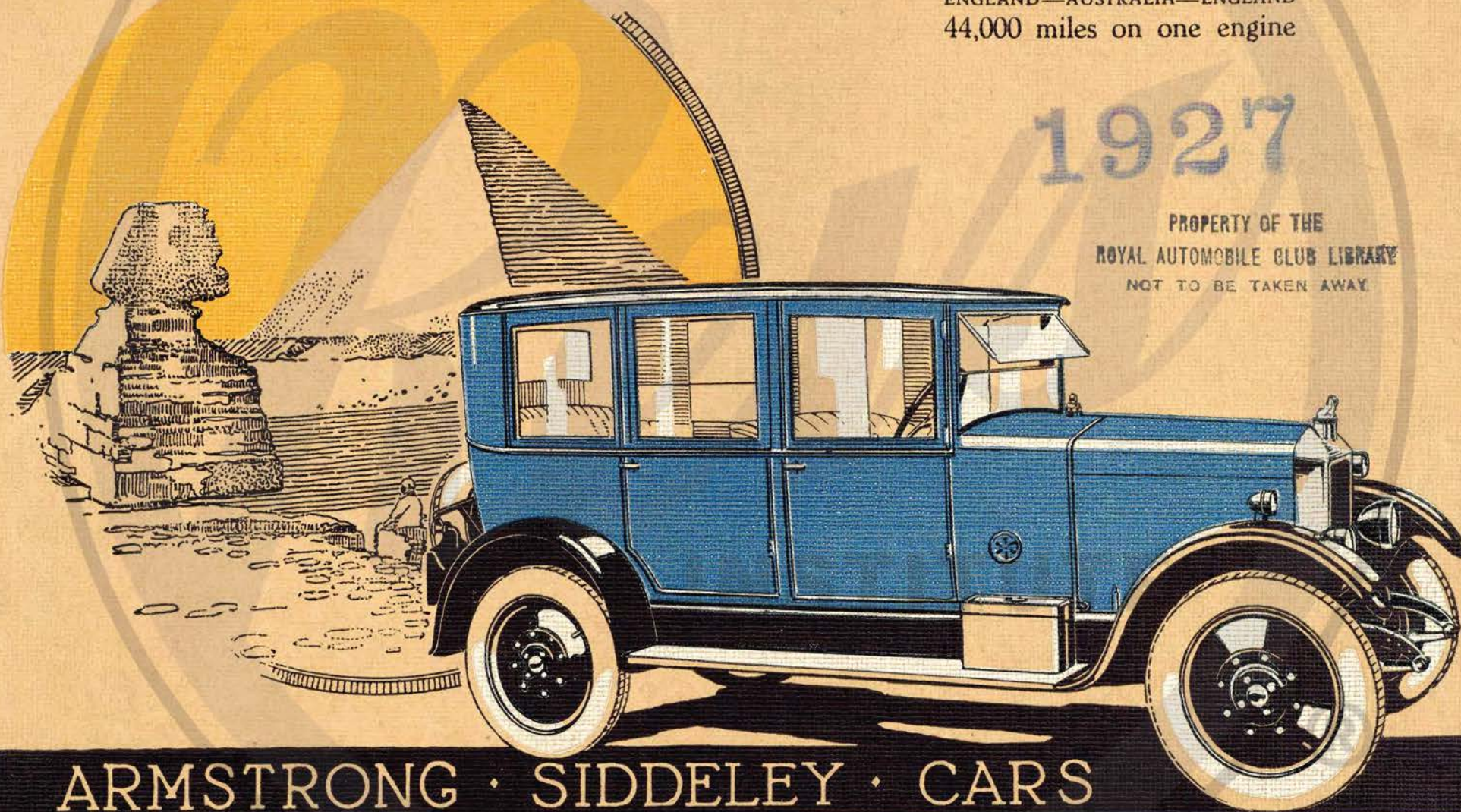
Sir Alan Cobham used
an Armstrong Siddeley Engine

LONDON—CAPETOWN—LONDON
ENGLAND—AUSTRALIA—ENGLAND

44,000 miles on one engine

1927

PROPERTY OF THE
ROYAL AUTOMOBILE CLUB LIBRARY
NOT TO BE TAKEN AWAY



ARMSTRONG · SIDDELEY · CARS

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 Guarantees, 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 recognized 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 organization 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, price and construction as we consider desirable.

No.....

THE ARMSTRONG SIDDELEY GUARANTEE

To

Address

IN CONSIDERATION of the purchase by you of the Armstrong Siddeley Chassis No. , delivered on the day of , 192 , which has been built with all usual and reasonable precautions to secure excellence of material and workmanship.

WE GUARANTEE to you personally that upon any part of such Chassis or its equipment (except tyres) being returned carriage paid to our Works or to any of our Service Depots in the United Kingdom at any time within one year from date of delivery, and upon examination by us being found defective in material or workmanship, we will, at our own expense, replace or repair such part and return it carriage paid to you at any place in the United Kingdom.

This Guarantee (which is given instead of and expressly excludes all conditions, warranties and liabilities whatsoever, whether statutory or otherwise, which might exist but for this provision) does not apply to any defects caused by wear and tear, improper adjustment, overloading, dirt, misuse, neglect or accident nor to any Chassis which has been altered or repaired by any person

whose workmanship after inspection we regard as defective, used for racing, let out on hire, or not continuously your property and in your possession, or from which our trade mark, name or serial number has been removed.

The damages for which we make ourselves liable under this Guarantee are limited to the free replacement and return of the defective part, and any consequential damage is excluded.

Any dispute or difference arising on this Guarantee, or in regard to this Chassis or out of its purchase, shall be submitted to the arbitration of the President for the time being of the Society of Motor Manufacturers and Traders, or of any Arbitrator nominated by him, and the acceptance by you of this Guarantee shall be deemed to be your submission to such arbitration.

In claiming under the above Guarantee, it is necessary to give notice to us in writing at the time of ordering replacements or giving instructions regarding repairs, quote the above Chassis number, and notify us of the defect as soon as it arises.

ARMSTRONG SIDDELEY MOTORS, LIMITED.

Managing Director.

Head Office & Works
COVENTRY PLEASE NOTE HEAD OFFICE NEW
Phone Coventry 954 TELEPHONE No COVENTRY 4061
Wire Sales Coventry B.M.C.C.

:: February ::
FOURTEENTH
:: 1927 ::

CONTRACTORS TO H.M. GOVERNMENT
**ARMSTRONG SIDDELEY
MOTORS LIMITED**

Aligned with
Sir W.G. Armstrong Whitworth & Co. Ltd.
10 OLD BOND STREET
LONDON W. 1.
PHONE CIRCARS 3435 3436
WIRES ARMSTRONG PIGEON LONDON

Major C.F. Dingrell,
25 Thurlow Square,
LONDON, S.W. 7.

Dear Sir,

Further to your enquiry for one of our 14 H.P. closed cars with a partition, we have now received a reply from our Works regarding the upholstering of the front seat in leather and the interior of the car in cloth, and have pleasure in stating that this could be carried out for an extra charge of 25. 0. 0d.

With regard to the partition, although this is fitted to the completed car, we are certain that you would find it in every way satisfactory, and that it is impossible to tell the finished job from a car that has been originally constructed with a partition.

Waiting your further instructions, we shall receive our closest attention.

Yours faithfully,
ARMSTRONG SIDDELEY MOTORS LIMITED.

J.S. Griffiths
Sales Department.



Head Office, Wharfedale
COVENTRY
Phone Coventry 954 TELEPHONE COVENTRY 4000
Wire Sales Coventry 227.00

14 February ::
FOURTEENTH
:: 1937 ::

CONTRACTORS TO H.M. GOVERNMENT
**ARMSTRONG SIDDELEY
MOTORS LIMITED**

Allied with
ARMSTRONG WHITWORTH & CO. LTD.
10 OLD BOND STREET
LONDON W. 1
PHONE COVENTRY 5422 & 5423
WIRE ARMSTRONG SIDDELEY MOTORS

Major G.F. Dingwall,
25 Charles Square,
LONDON, S.W.7.

Dear Sir,

Further to your enquiry for one of our 14 H.P. closed cars with a partition, we have now received a reply from our Works regarding the upholstering of the front seat in leather and the interior of the car in cloth, and have pleasure in stating that this could be carried out for an extra charge of 25. 0. 0d.

With regard to the partition, although this is fitted to the completed car, we are certain that you would find it in every way satisfactory, and that it is impossible to tell the finished job from a car that has been originally constructed with a partition.

Awaiting your further instructions, which shall receive our closest attention.

Yours faithfully,
ARMSTRONG SIDDELEY MOTORS LIMITED.

J. H. B. Smith
INSTITUTE

Sole Importers.



ARMSTRONG SIDDELEY
MOTORS LIMITED

Head Office Works 100, 8
COVENTRY
Phone Coventry 114
Wire 100, 800, 800, 800

:: February ::
W I N T E R
:: 1927 ::

Alfred Smith
10 OLD BOND STREET
L O N D O N W. 1

Major C.F. Dingsell,
25 Thurlow Square,
LONDON, S.W.7.

Dear Sir,

We beg to acknowledge receipt of your letter dated 5th inst. and are very pleased to learn that you have had an opportunity of inspecting our 14 H.P. car which was having a partition fitted.

We are afraid the Works will not agree to fit partitions for us, therefore, the cars have to come through, and have them fitted in London. In reference to the question of whether they would fit leather in the front seats and cloth to the back seats, this we are taking up with them, and will write you in the course of a day or two. The upholstery is always of the plated type, and we do paint our cars cellulose. Therefore, there will be no difficulty in this respect.

The cost of fitting a partition into a 14 H.P. car is £35. 0. 0d.

Trusting this is the information you require, and assuring you of our best attention at all times.

Yours faithfully,
ARMSTRONG SIDDELEY MOTORS LIMITED

H. Griffiths

Sales Department.



TELEPHONE:
GERRARD 8315 & 8316.



TELEGRAMS:
HOYALIA, PICCY, LONDON.



THE HOYAL BODY CORPORATION LTD.



AUTOMOBILE ENGINEERS & COACHBUILDERS.

HOYAL WORKS, WEYBRIDGE.

(4½ ACRES)
TELEPHONE: WEYBRIDGE 785.
TELEGRAMS: HOYAL, WEYBRIDGE.

HAMWORTHY WORKS.

HAMWORTHY JUNCTION,
DORSET (6½ ACRES)
TELEPHONE POOLE 213
TELEGRAMS: HOYAL, POOLE.

DIRECTORS
H. HAMILTON HOYER
HENRY W. ALLINGHAM

YOUR REF.

OUR REF. **G00/CM**

Sales Office:

*Pollen House,
Cork Street,
London, W.1.*

Feb:22nd 1927.

**C.F. Dingwall Esq.,
25, Thurloe Square,
London.....S.W.7.**

Dear Sir,

Further to yours of February 20th, with regard to special HOYAL body on 14HP Armstrong Siddeley chassis. We have pleasure in enclosing herewith our official specification for a job of this description, and would do our utmost to give you delivery by the end of the first week in April, as we understand from Messrs. Armstrong Siddeley Motors Ltd. that we can get a chassis within one week. the

We shall be pleased to obtain a chassis for you, chassis price being £230, and in accordance with our usual practice we must ask you to be good enough to let us have a cheque for the chassis as soon as it is invoiced to us.

Trusting that we may be favoured with your instructions to put this order in hand at your earliest convenience,

We are,
Yours faithfully,

FOR AND ON BEHALF OF

THE HOYAL BODY CORPORATION LTD.

G. J. Purvis



25 THURLOE SQUARE

HWA/CM

LONDON S W 7.

February 20th 1927.

"14 H P Armstrong Siddeley Saloon with Division"

Sirs,

I thank you for your letter of the 12th inst and have much pleasure in enclosing you the drawing that you sent me.

I have been down to Weybridge and have seen certain models.

Would you please send me your standard specification embodying the division and one small flap up seat with a back to it. Cloth to rear and leather to the front. Cellulose is not required.

Supposing I gave my order within a week for the complete car including the chassis, could you give delivery by the end of the first week in April (viz April 5th)

Faithfully yours

The Hoyal Body Corporation Ltd

Pollen House,

Cork Street

London W 1.

INSTITUTE



14 H P ARMSTRONG SIDDELEY

=====

Chassis £230

Electric Horn

Boa Constrictor Horn on bracket
Black Plated

Petrol Guage
Runner Boards
Luggage grid

Lower Gears for closed body.

Leather in driving Seat

Cloth of rear portion

Cellulose
Rear Quarter Windows drop
Wing Clearance
Extra Seat
Parcel Net(front and rear)
Width of main seat.

Door Handles. H Y N Beatson

Pockets.blinds
Rear Quarter windows drop?

Blind over division and rear quarter windows.

Sliding window off side driving seat.

Number plates

Fibre mat inside and out. Pile Carpet

Side ventilators.

Head Lamps on Wings?

Electric Lights inside.

Windscre n wiper.

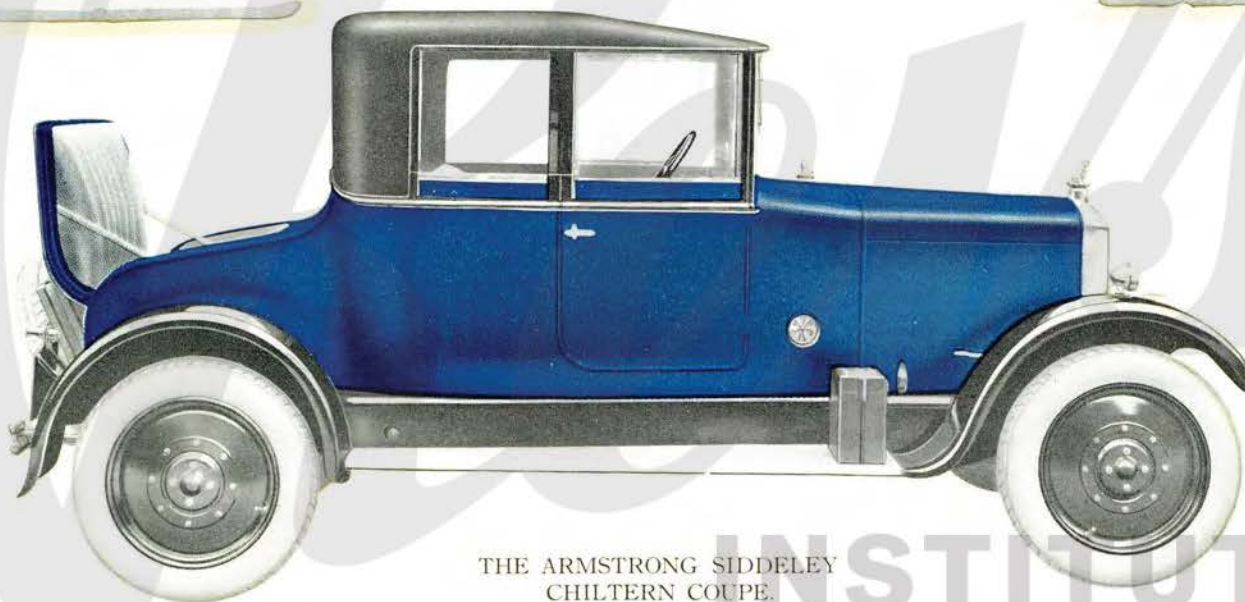
INSTITUTE



THE CHILTERN COUPE

The Chiltern Coupe is a handsome and economical model for town use, and when the head and glass windows are raised it is proof against the worst weather. The sliding front seat which accommodates three people abreast is provided with an adjustable back rest behind which is a deep receptacle for coats, rugs and personal property, other small articles being accommodated in the door pockets. There is ample room for two in the dickey seat which can also be used for storing luggage. Two wide doors are fitted so that entrance or exit is as easy on one side as the other. The generous amount of head, leg and elbow room is a feature of this body, while the ease with which the head and four windows may be raised or lowered is another practical convenience.

Price £425 (ex Works)



THE ARMSTRONG SIDDELEY
CHILTERN COUPE.



FITTINGS AND DIMENSIONS



Both the cushion and squab are adjustable.

THE CHILTERN COUPE

FEATURES—A sliding seat with adjustable back rest to carry three people, two-seater dicky with well padded back rest approached by two steps and closed by a single lid, two wide doors, four drop windows, neatly folding head, coat and rug cupboard above which is a shelf, deep door pockets and large tool locker.

FITTINGS—Adjustable windscreen with silent mechanical wiper, substantial luggage and spare wheel carrier, five lamps, a dash lamp, clock, speedometer, ever-visible petrol gauge, oil pressure indicator, scuttle ventilators, electric horn, door pulls, a mat to the front compartment and five 29"×4.95" Dunlop reinforced balloon tyres.

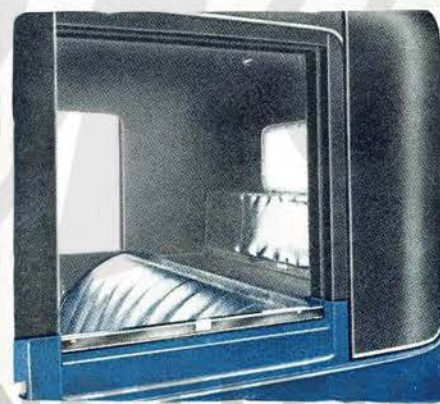
STANDARD COLOURS—Mole, Middle Blue, Dark Blue and Maroon with antique leather to match.

DIMENSIONS—Overall width 5' 8", length with head folded 13' 4", and height with head raised 6' 3". The approximate dimensions of the body are:—

Width of the front seat	44"
Width of the dicky seat	36"
From the dicky squab to the back of the front compartment	36"
From the front of the dicky cushion to the back of the front compartment	16"
Interior height from the floor boards to the roof	49"

Price £425 (ex Works)

Triplex Glass Windscreen and Windows extra.



There is a large locker behind the squab.

THE SANDOWN SPECIAL TOURER

The special feature of the Sandown is the harmony of outline produced by sloping the adjustable V shaped windscreen, doors and stern at the same angle and thereby producing a subtle suggestion of speed, which is fully substantiated by the wonderful top gear performance of the car. The deep forward slope of the front doors and their central pillar hinging facilitate entrance and exit, while the mahogany style capping used to finish off the top of the body adds greatly to its already distinctive appearance. The driver's seat is adjustable, and, like the rear seat, is designed to support the figure and enable the occupants to sit well within the body. Wide rigid and rattle-proof side panels provide splendid protection as well as an excellent all-round view.

Price £360 (ex Works)



THE ARMSTRONG SIDDELEY
SANDOWN SPECIAL TOURER
with the rigid and rattle-proof side panels
in position.



FITTINGS AND DIMENSIONS



The rear seat and rigid side panels.

THE SANDOWN SPECIAL TOURER

FEATURES—Adjustable seat, four wide doors and pockets, the front doors sloped to facilitate entrance or exit, cupboard for coats, rugs or side panels, map case and mahogany finished capping to doors and body sides.

FITTINGS—Adjustable sloping V windscreen with silent mechanical wiper, three-panel rear screen and apron, hood envelope, substantial luggage grid and spare wheel carrier, five lamps, a dash lamp, clock, speedometer, ever-visible petrol gauge, oil pressure indicator, scuttle ventilators, electric horn, a mat to the front compartment, a carpet to the rear, and five 29" x 4.95" Dunlop reinforced balloon tyres.

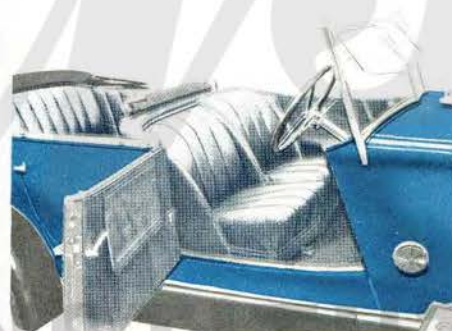
STANDARD COLOURS—Mole, Middle Blue, Dark Blue and Maroon. The trimming is antique leather.

DIMENSIONS—Overall width 5' 8", length with hood folded 13' 11", and height with hood raised 6' 3". The approximate dimensions of the bodies are:—

Width of the front seat	38"
Width of the rear seat	44½"
From the rear squab to the back of the front seat	38"
From the front of the rear cushion to the back of the front seat	20"
The interior height from the floor boards to the roof	48"

Price £360 (ex Works)

Triplex Glass front and rear windscreens extra.



The adjustable driving seat and wide door.

THE MENDIP TWO-THREE SEATER

This two-three seater is designed for those who require a touring car without the responsibilities of a five seater. There is ample head, leg and elbow room for three people in the front compartment and plenty of space for two more or luggage in the dickey. The back rest of the sliding front seat is adjustable and entrance and exit can be easily effected on either side. The provision of rigid and rattle-proof side screens and a very easily operated storm-proof hood quickly converts the car into a thoroughly weather-proof vehicle, while the appearance of the body is enhanced by the mahogany finish that crowns its sides and front seat, and its usefulness increased by the large door pockets and coat and rug cupboard.

Price £325 (ex Works)



THE ARMSTRONG SIDDELEY
MENDIP TWO-THREE SEATER.



FITTINGS AND DIMENSIONS



The deep and roomy dickey seat.

THE MENDIP TWO-THREE SEATER

FEATURES—A sliding seat with adjustable back rest to carry three people, two-seater dickey with high well padded back rest approached by two steps and closed by double lids, two wide doors, rigid and rattle-proof side curtains, storm-proof hood, coat and rug cupboard, large door pockets and tool locker.

FITTINGS—Adjustable sloping windscreen with silent mechanical wiper, substantial luggage and spare wheel carrier, five lamps, a dash lamp, clock, speedometer, ever-visible petrol gauge, oil pressure indicator, scuttle ventilators, electric horn, mahogany finish capping to tops of doors, dash and seat, door pulls, a mat to the front compartment, hood envelope, and five 29" x 4.95" Dunlop reinforced balloon tyres.

STANDARD COLOURS—Mole, Middle Blue, Dark Blue and Maroon with antique leather to match.

DIMENSIONS—Overall width 5' 8", length 13' 4" and height with hood raised, 6' 3".

The approximate dimensions of the body are:—

Width of the front seat	46"
Width of the dickey seat	36"
From the dickey squab to the back of the front compartment	37½"
From the front of the dickey cushion to the back of the front compartment	19"
Interior height from the floor boards to the roof	48"

Price £325 (ex Works)

Triplex Glass Windscreen extra.



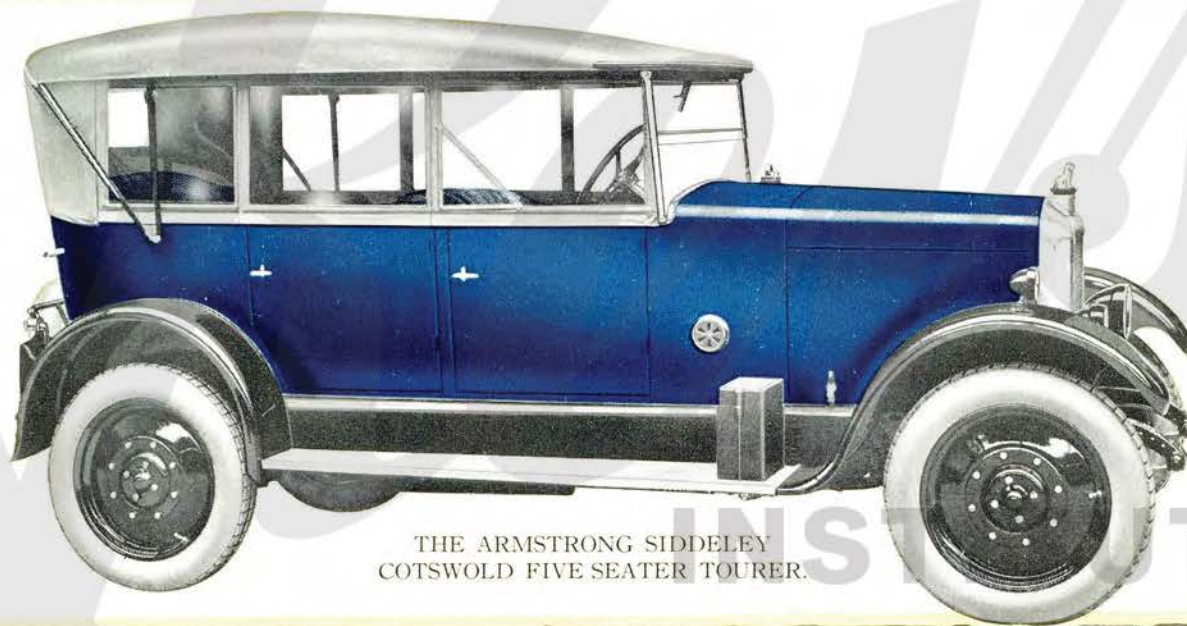
The rigid and rattle-proof side panels.



THE COTSWOLD OPEN TOURER

The Cotswold Tourer is a four cylinder family five seater possessing remarkable powers of endurance and top gear hill climbing. Front and rear compartments are equally roomy and comfortable, the deep sides of the body and rigid and rattle-proof all-weather side panels thoroughly protecting the passengers from the worst wind and weather. The adjustable front seat provides the driver with a commanding view of the road and all the controls are designed to come to hand most easily. Entrance and exit on either side of the body are facilitated by four wide doors which incorporate deep and capacious pockets. A big folding luggage grid, concealed cupboard behind the rear squab, and a tool locker easily accommodate luggage, spare parts, wraps and other personal equipment.

Price £325 (ex Works)



THE ARMSTRONG SIDDELEY
COTSWOLD FIVE SEATER TOURER.

FITTINGS AND DIMENSIONS



The body seats five comfortably.

THE COTSWOLD OPEN TOURER

FEATURES—Four wide door-pockets, scuttle ventilators, a cupboard behind the rear seat for storing rugs, coats or side curtains, a large receptacle for tools and spares, and a strong luggage grid which forms the support for the spare wheel.

FITTINGS—Sloping adjustable front screen fitted with silent mechanical wiper, three panel rear screen and apron, hood envelope, five lamps four of which are fitted in spherical housings to facilitate their setting, ever-visible petrol gauge, oil pressure indicator, dash lamp, clock, speedometer, electric horn, strangler, fibre mat, carpet and five 29"×4.95" Dunlop reinforced balloon tyres.

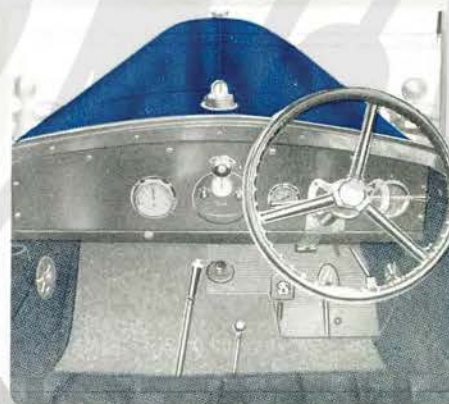
STANDARD COLOURS—Mole, Middle Blue, Dark Blue and Maroon. The trimming is antique leather.

DIMENSIONS—Overall, width, 5' 8", length with hood folded 13' 11", and height with hood raised 6' 3". The approximate dimensions of the body are:—

Width of the front seat	40"
Width of the rear seat	46"
From the rear squab to the back of the front seat, depending on how the front seat is set	37" to 40"
From the front of the rear cushion to the back of the front seat, depending on how the front seat is set	17" to 20"
Interior height from the floor boards to the roof	48½"

Price £325 (ex Works)

Triplex Glass Equipment extra.



All controls are easily reached.



THE BROADWAY SALOON

With its beautiful range of colours and well-proportioned appearance, the Broadway Saloon can hold its own in any company. The interior is rendered airy and spacious by broad windows through which wide angle views unfold the country. There is ample head, leg and elbow room on the well shaped seats where plenty of support is provided for the shoulders and small of the back, thus reducing driving strain. The front seat is adjustable, and the sliding front windows facilitate signalling. The windows over the rear doors are fitted with automatic lifts, while there is a large window in the back panel to enable the driver to see where he is going when reversing. The non-drumming roof, exceptionally light steering and controls, the four wide doors, and a very complete and excellent equipment are other important features.

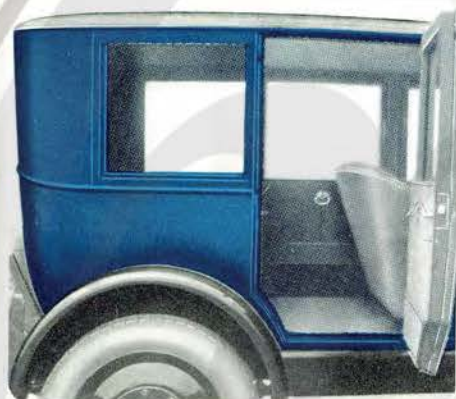
Price £375 (ex Works)



THE ARMSTRONG SIDDELEY
BROADWAY SALOON.



FITTINGS AND DIMENSIONS



Broad windows and wide doors are a great convenience.

THE BROADWAY SALOON

FEATURES—Two wide pockets in the front doors, door lock, scuttle ventilators, a broad back window, fitted with double sliding curtains, mahogany finished companions matching the interior woodwork, a large receptacle for tools and spares and a substantial luggage grid which forms the support for the spare wheel.

FITTINGS—Adjustable windscreen fitted with silent mechanical wiper, interior driving mirror, five lamps, four of which are mounted in spherical housings to facilitate their setting, ever-visible petrol gauge, oil pressure indicator, dash lamp, roof light, clock, speedometer, electric horn, strangler, fibre mat, pile carpet and five 29" x 4.95" Dunlop reinforced balloon tyres.

STANDARD COLOURS—Mole, Dark Blue, Middle Blue and Maroon. The standard trimming is cloth, leather being extra.

DIMENSIONS—Overall width 5' 8", length 13' 4", height 6' 3". The approximate dimensions of the body are:—

Width of the front seat	40"
Width of the rear seat	45"
From the rear squab to the back of the front seat, depending on how the front seat is set	37" to 40"
From the front of the rear cushion to the back of the front seat, depending on how the front seat is set	17" to 20"
The interior height from the floor boards to the roof	47½"

Price £375 (ex Works)

Triplex Glass Equipment extra.



A wide off-side door for the driver.



THE LYNTON SALOON LANDAULETTE

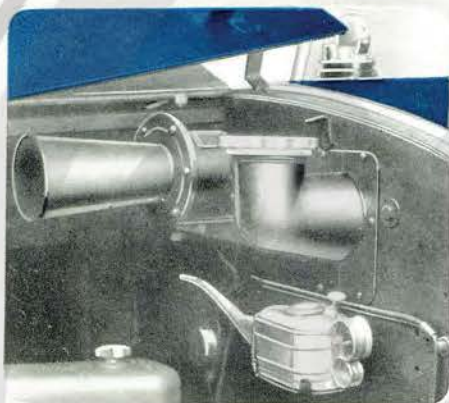
This car combines the advantages of the saloon with those of the enclosed landaulette for there is no partition between the front and rear seats and the leather head can be neatly folded back to open up the interior. The front seat is adjustable, and there is ample room for three people on the rear seat. Entrance or exit is equally easy on either side of the car owing to the four large doors, the front pair of which are fitted with sliding windows to facilitate signalling while the rear pair carry automatically raised windows. Through these and the quarter lights which are of the same pattern, wide angle views may be obtained from the back seat. From the driving seat an excellent view of the road ahead makes for safety, while the design of the seat, by supporting the back and shoulders, reduces driving fatigue to a minimum.

Price £400 (ex Works)



THE ARMSTRONG SIDDELEY
LYNTON SALOON LANDAULETTE.

FITTINGS AND DIMENSIONS



The petrol gauge, horn, and under-bonnet filler.

THE LYNTON SALOON LANDAULETTE

FEATURES—Adjustable front seat, four wide doors with lock, six broad windows, the front pair sliding to facilitate signalling and the remainder being fitted with automatic lifts, accommodation for three people on the rear seat, and neatly folding leather head.

FITTINGS—Adjustable windscreen with silent mechanical wiper, substantial luggage and spare wheel carrier, five lamps, dash and roof lamps, clock, speedometer, ever-visible petrol gauge, oil pressure indicator, scuttle ventilators, electric horn, mahogany finish to the interior woodwork and companions, a mat to the front compartment, a pile carpet to the rear and five 29" x 4.95" Dunlop reinforced balloon tyres.

STANDARD COLOURS—Mole, Dark Blue, Middle Blue and Maroon, with cloth trimming, leather being extra.

DIMENSIONS—Overall, width 5' 8", length with head folded 13' 6" and height with head raised, 6' 4". The approximate dimensions of the body are:—

Width of the front seat	40"
Width of the rear seat	42"
From the rear squab to the back of the front compartment, depending on how the front seat is set	37" to 40"
From the front of the rear cushion to the back of the front seat, depending on how the front seat is set	17" to 20"
Interior height from the floor boards to the roof	47"

Price £400 (ex Works)

Triplex Glass Windscreen and Windows extra.



The spare wheel is attached to the folding luggage carrier.

THE GRASMERE THREE-QUARTER LANDAULETTE

As this car is principally intended as a chauffeur-driven vehicle the driving seat can be closed off from the main compartment by means of sliding panels. Three people can sit abreast on the back seat and two more on occasional seats which, when not required, are folded flush into the partition. A generous amount of head, leg and elbow room is available in the back compartment which can be opened up by an easily and neatly folding leather head. When this is erected there is still an excellent all-round view owing to the provision of four wide automatically raised windows. There are four wide doors to facilitate entrance or exit on either side of the body, and the driving seat commands an extensive view of the road and so makes for safety in travel and decreased driving strain.

Price £425 (ex Works)



THE ARMSTRONG SIDDELEY
GRASMERE THREE-QUARTER
LANDAULETTE

FITTINGS AND DIMENSIONS



The front compartment.

THE GRASMERE THREE-QUARTER LANDAULETTE

FEATURES—Accommodation for five in the rear compartment and two on the front seat, ample head room, four wide doors with lock, the front fitted with deep pockets and the rear with drop windows and automatic lifts, sliding windows above the partition, folding leather head and two comfortable occasional seats.

FITTINGS—Adjustable windscreen with silent mechanical wiper, substantial luggage and spare wheel carrier, five lamps, dash and roof lamps, clock, speedometer, ever-visible petrol gauge, oil pressure indicator, scuttle ventilators, electric horn, mahogany finish to the interior woodwork and companions, a mat to the front compartment, a pile carpet to the rear, and five 29" x 4.95" Dunlop reinforced balloon tyres.

STANDARD COLOURS—Mole, Middle Blue, Dark Blue and Maroon with cloth trimming, Leather upholstery extra.

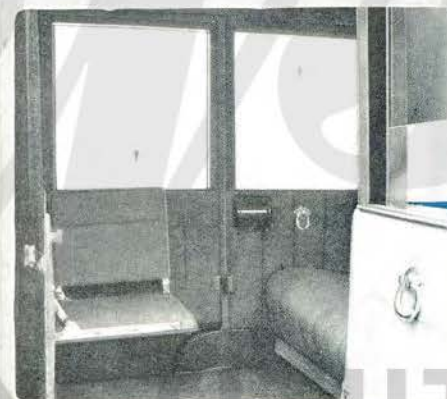
DIMENSIONS—Overall width 5' 8", length with head folded 13' 6", and height with head raised 6' 4".

The approximate dimensions of the body are:—

Width of the front seat	44"
Width of the rear seat	42"
From the rear squab to the back of the front compartment	46"
From the front of the rear cushion to the back of the front seat	29"
Interior height from the floor boards to the roof	49 1/4"

Price £425 (ex Works)

Triplex Glass Windows and Windscreen extra.



A glimpse of the interior showing one of the folding seats.

THE ENGINE OF THE 14 (14.4 h.p. R.A.C.)

THE principal charm of this four cylinder engine is its tremendous power at low speed, a characteristic that accounts for the wonderful top gear climbing of the car. Furthermore the engine can be driven all day at full throttle without showing any sign of distress. Time spent in its maintenance is negligible, and when adjustment is necessary, the magneto, carburetter, petrol, oil and electrical systems are all arranged to be easily accessible.

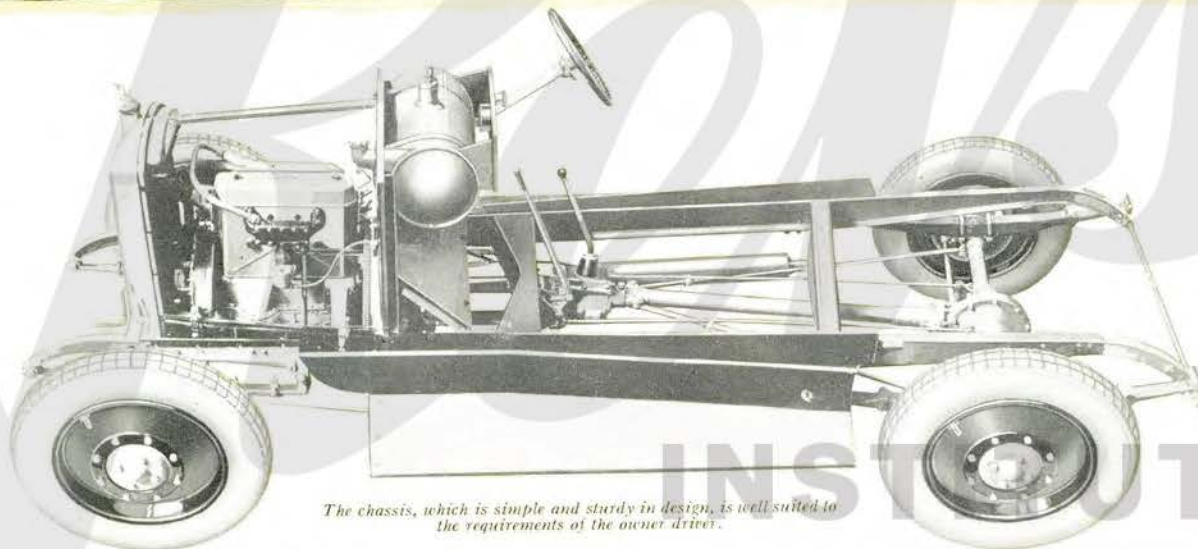
Economy of running is a strong point, petrol consumption averaging 26-28 m.p.g., and the oil consumption being extraordinarily low as the engine, being so cleanly designed and carefully built, does not waste its lubricant. Owing to the efficiency of the flywheel fan and the centrifugal pump, the cooling is remarkably effective, the water consumption is nil and decarbonisation is only necessary every 12,000 to 15,000 miles.



The sub-units, fillers and filters are easily accessible.



The carburetter side of the engine shows its clean design.



The chassis, which is simple and sturdy in design, is well suited to the requirements of the owner driver.

THE CHASSIS OF THE FOURTEEN

EVEN a casual inspection of the chassis reveals its simplicity and sturdiness, its main features being the push-rod-operated overhead valve, detachably headed engine, three-speed centrally controlled gear box mounted on the front end of the torque tube, long flat semi-elliptic springs, disc wheels and large diameter four wheel brakes.

The principal chassis dimensions produce a vehicle that is at once compact, roomy and able to go anywhere where its wheels will grip, the 56" track, 9" to 10" ground clearance and 9' 6" wheel-base affording evidence of this.

From an owner driver's view point, the chassis requires extraordinarily little attention, as the few points that require periodical adjustment are all easily reached. For instance, the large petrol and oil fillers and filters, easily removed jets, contact breaker and oil strainer should be noted. The fillers for gear box and axle, which also act as oil level indicators, the position of the battery on the running board where it is most easily reached, and the method of adjusting the four wheel brakes from outside the car are other points that make for easy maintenance. Indeed maintenance has been so cut down that it is estimated that a total of only twelve hours a year should be spent in effecting all routine adjustments.

The arrangement and design of the controls aim at light and yet positive operation, the steering being exceptionally light, the braking system powerful and progressive, and the clutch and gear controls both light and fool-proof. The result is that the car is a most restful one to drive or be driven in. Its ability to climb most main road hills on top gear, and its wonderful stability and smoothness, also reduce driving fatigue to a minimum.

Price £230 (ex Works)

DIMENSIONS—Wheelbase, 9' 6". Track, 4' 8". Overall length, 13' 2". Overall width, 5' 6". Ground clearance, 9" to 10".
ENGINE—Four cylinder monobloc, detachable head. Bore 3"=76.2 mm. Stroke 4"=101.6 mm. Capacity 113.14 cub. ins.=1,852 c.c. R.A.C. Rating 14.4. Stiff crankshaft. Alloy pistons. Overhead valves. Valve gear completely enclosed by easily removable covers. Camshaft and accessories driven by adjustable chain.

LUBRICATION—By submerged self-priming pump with positive distribution. Filter can be cleaned without loss of oil. Large accessible filler cap. Capacity of sump, 9 pints.

ELECTRICAL EQUIPMENT—Lucas 12 volt, 40 amp. hour. Separate starter with Bendix pinion, chain driven dynamo. Five road lamps. Dash lamp. Accessible battery.

IGNITION—By B.T.H. magneto situated high up on the off side of the engine.

CARBURETTER—Caudel Hobson—bolted to cylinder head and warmed by exhaust gas. Lid of heated chamber detachable for cleaning. A strangler is fitted.

PETROL TANK—Gravity feed from tank situated in the scuttle. Capacity approximately 8 gallons. Tap controlled from driver's side of dash. Large filler under bonnet.

COOLING—Radiator situated in front of engine. Circulation by centrifugal pump. Cooling fan integral with flywheel. Water capacity, 3 gallons.

CONTROL—By accelerator pedal, hand ignition and throttle levers mounted on quadrants below 17" diameter steering wheel. Electric horn button.

CLUTCH—Single plate clutch of special design providing easy engagement and change of speed. Dust and water shield under flywheel.

GEAR BOX AND REAR AXLE—Constructed in one unit with central change speed lever. Three speed gear box in centre of chassis attached by torque tube to rear axle and providing three speeds forward and one reverse. Spiral bevel drive. Gear ratios: 1st, 17.5; 2nd, 8.63 and 3rd, 4.7 to 1. Reverse 22.25 to 1.

FRONT AXLE—Stamped "H" section. Fitted with jaw type swivel axles on which the front hubs run on ball bearings. Lubricated by grease pump.

SPRINGS—Semi-elliptics with spring gaiters and rebound plates.

FOUR WHEEL BRAKES—A pair of fabric-lined shoes act internally on each brake drum. The central hand lever and also the pedal control all four brakes. Control by rods fitted with easy adjustment from outside the body.

WHEELS AND TYRES—Special disc wheels with one spare. Five 29" by 1.95" Dunlop reinforced balloon tyres.

EQUIPMENT—Runner boards, speedometer, clock, oil gauge, vertical petrol gauge, kit of tools, etc.

PERFORMANCE—Speed range on top gear from 5 to 55 m.p.h.

CONSUMPTION—Petrol, 26-28 m.p.g. Oil, 1,500-2,000 m.p.g.

THE SERIOUS MATTER OF BUYING A CAR

BUYING a car is a serious matter. For one thing it represents quite a lot of money and for another a servant you engage for a term of years might just as well be willing, helpful, and trusty as the reverse.

A car buyer is faced with many excellent propositions—they must be excellent because most makers claim unblushingly that their cars are the best procurable. If only a few made this claim selection would be easier. Or if instead of claiming the best—a delightfully vague adjective—they claimed, the fastest, the slowest, the largest or smallest you could put their claims to a test.

As it is the best may mean anything, besides that which is best for one man is not necessarily best for another, any more than there is one best diet for all ailments.

The quest for information and advice invariably leads to a maze of indecision from which we will now endeavour to extract you. In buying a car you are influenced by its Reputation, Value, Performance, Appearance and Service, five considerations of paramount importance. Let us deal with them one by one.

REPUTATION. By buying a car with a reputation (of the right sort) you buy a share in something the winning of which has cost many years of labour and vast sums of money. This something is the most cherished asset of any responsible manufacturer. The Armstrong Siddeley reputation is based on the good service of thousands of cars going their daily rounds in many different corners of the world. It is closely allied with the immense resources of Sir W. G. Armstrong Whitworth & Co. Limited, whose name is a household word for engineering excellence. Furthermore the fact that Armstrong Siddeley Aero engines which won the King's Cup race in 1923 and 1925 and were used in Sir Alan Cobham's

London—Capetown—London and England—Australia—England flights, are supplied to our own as well as foreign Governments, and built in the same shops and by the same men that build the Armstrong Siddeley cars is another striking example of the international prestige that attaches to the name.

VALUE.—The next point, chiefly depends on getting the most out of a factory, for obviously if the place only worked half time the cost of the product would increase enormously.

The great Armstrong Siddeley works at Coventry provide employment, night and day, winter and summer for thousands of skilled British mechanics operating the latest type of machinery under the best conditions and most modern methods. The advantages of this economical all-the-year-round production are shared by manufacturer and customer.

PERFORMANCE. —Perhaps Performance is rather too vague a term. It might be stretched to mean Endurance, Speed or Flexibility, while the engineer would probably regard it in cold terms of pints of petrol per horsepower per hour. But to the owner, Performance generally means the feel of the car. The Armstrong Siddeley owes its Performance to the scientific design and simplification of the body and chassis by means of which all unnecessary weight is eliminated. This done, the efficient up-to-date overhead valve engine is free to develop its power without being overtaxed. At the same time there is no attempt to build an ultra efficient engine for excessive speed to the detriment of its useful life, the intention being rather to concentrate on the soft, smooth, every-hill-on-top type of unit that is so simple to drive and so economical to maintain in enduring tune.

APPEARANCE.—No one can deny that the Armstrong Siddeley has a distinctive appearance. A subtle suggestion of quality, dignity and strength pervades the sweeping lines of the bodies while a close up of the interiors conveys an impression of comfort and airy roominess.

The Armstrong Siddeley would never be taken for a cheap car. It is too imposing, too solid to be confounded with the ordinary type. "Presence" is perhaps the term that best conveys the true Armstrong Siddeley atmosphere.

SERVICE.—To maintain Armstrong Siddeley cars in a serviceable condition for a period of years with the least possible expense to their owners Armstrong Siddeley has organised a unique chain of Service Stations, not only in England but also in the British Dominions overseas. Here Armstrong Siddeley experts, imbued with the idea of rendering prompt and willing service, are equipped with special plant and stocks of spares, in some cases referring to cars that were put on the road 12 or 15 years ago.

Besides this service the Armstrong Siddeley owner can rely on the most liberal interpretation of the Armstrong Siddeley 12 months guarantee which, unlike most motor guarantees, covers (with the single exception of tyres) every single part of the car, whether of Armstrong Siddeley or other manufacture.

Such, then, are our claims. We have stated them briefly and with a minimum of trumpet blowing, because a successful bugler need not blow loud or long if his melody be sweet. In the Armstrong Siddeley we believe we have a car that is worth the exertions of a whole band, but preferring harmony to hub-bub we would rather that the tune rang true than deafen our friends with a blast of trumpets.

Armstrong Siddeley Motors Limited

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

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Telegraphic Address for all Service Depots :

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AGENTS IN ALL PARTS OF THE WORLD