



**ARMSTRONG
SIDDELEY**

INSTITUTE

®

ARMSTRONG SIDDELEY MOTORS LTD.

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BENTLEY—A.B.C. (5th Ed.)—MOTOR TRADE (S.M.M.T.)

NOTE.—This pocket book is supplementary to our main 4-colour catalogue, which will be sent post free on request.

ALL PREVIOUS LISTS CANCELLED

October, 1929

Introduction

THE six-cylinder Armstrong Siddeley models described in the following pages cover a very wide field of motoring. The smallest, a 12 h.p. car, falls into the most economical class of two or four-seater. The next, a 15 h.p., represents the very best in the family five-seater class of medium power, while the 20 h.p. model is a more powerful and rather more roomy edition of the 15 h.p. The same high quality of workmanship, material and design is found in all these models, which differ only in price, performance and size. Like the more expensive special 20 and 30 h.p. six-cylinder cars, which are described briefly in this list and more fully in a separate list, the 12, 15 and 20 h.p. cars are made side by side with the world-famous Armstrong Siddeley aero engines, a fact that guarantees the thoroughness of the work and the excellence of the materials built into them.

An "All-Six" Programme

The models under review are all fitted with six-cylinder engines. Ten years ago Armstrong Siddeley engineers realised the all-round superiority of this design of engine and were the first to produce cars of this type on a large scale and to sell them at a reasonable price. Some of the original Armstrong Siddeley sixes made ten years ago have now covered over 200,000 miles, and are still giving their owners every satisfaction.

The accumulated experience of this ten years' concentration on six-cylinder engines is built into the present models, which represent the best combination of qualities that it is possible to provide at the price. Of these, Reliability is the most important; reliability not for a few hundreds or even thousands of miles, but over a period of years. This high standard of reliability naturally accompanies prolonged economy of running, for it is

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repairs rather than the amount of petrol and oil used that play the most important part in the cost of the care and maintenance of a car. This enduring economy of running is due to the fine workmanship and excellence and sturdiness of the design. The running costs of the three smaller models are exceptionally moderate, as the following figures show:—

	Petrol.	Oil.	Tyres.
12 h.p. Six-Cylinder	30-32 m.p.g.	2,000 m.p.g.	10,000 miles.
15 " "	24 "	1,500-2,000 "	10,000 "
20 " "	21 "	1,500 "	10,000 "

Further, Armstrong Siddeley cars very seldom require decarbonising, distances of 15,000 or even 20,000 miles, which may represent several years' service, being frequently covered before this is necessary.

Maintenance of power over long periods without the need for constant adjustment is another feature of these cars, an interesting example of this characteristic being afforded by a car which recently was found to have developed 10% more power after having covered a distance of over 16,000 miles.

Point to Point Performance

On the road the outstanding feature of Armstrong Siddeley cars is their wonderful flexibility and top-gear performance. They possess remarkably strong pulling powers at low speeds and are capable of climbing slowly without showing any sign of effort. This characteristic is partly due to the employment of six cylinders and partly to the fact that a comparatively low compression is used. Combined with this smooth flow of power is a surprisingly good acceleration which is a most valuable feature in traffic. This combination of fine top-gear climbing, flexibility and acceleration account for the high average speeds that can be

Introduction—CONTINUED

maintained on any of these cars without any apparent effort. Even the lowest powered model is capable of averaging 40 m.p.h. on an average main road, while the 20 h.p. car has on many occasions averaged 50 m.p.h. The cruising and maximum speeds of the cars are as follows:—

	Cruising.	Maximum.
12 h.p. Six-Cylinder	35-40 m.p.h.	50-55 m.p.h.
15 " "	40-45 "	55-60 "
20 " "	45-55 "	60-65 "

All cars are fully equipped for long distance touring at home or on the Continent. Their springing has been enormously improved by the fitting of all springs with "Luvax" hydraulic shock absorbers, their turning circles are small and their cooling systems are equal to the most arduous conditions.

Special Features for the Owner Driver

From the owner driver's point of view, no car is easier to drive or manage. Such points as easy gear changing and steering, safe and easily adjusted braking, good visibility and comfortable seating have all received the most careful considerations. Such special features as the world-famous self-changing four-speed gear on the 20 h.p. model, central chassis lubrication system on the 20 and 15 h.p., automatic ignition control, chromium plating of external bright parts, and cellulose paintwork on all models, render these cars extraordinarily easy to drive and keep in order. Indeed, the whole design has been developed in order to make care and maintenance as easy as possible for the owner who drives. Thus the few points which require routine attention, such as oil and petrol fillers and filters,

Introduction—CONTINUED

brakes and batteries are all immediately accessible, while for owners who prefer to hand over the work to others there is a chain of Armstrong Siddeley Service Stations, stocked, staffed and managed from headquarters in Coventry, which are only too ready and willing to assist them in anything from a complete overhaul to the most trivial adjustment. It is not exaggerating to say that the Armstrong Siddeley service scheme is the most highly developed and most successful enterprise of its kind in this country.

A Complete Range of Coachwork

The coachwork of the latest models is built to the same high standards of workmanship and materials that have always been associated with Armstrong Siddeley products. Their quality becomes more and more evident as the mileage mounts up. The all-round freedom from rattles, the maintenance of the lustre of the paintwork and of the shape, tone and texture of the trimming, the prolonged comfort of the cushions and seats, and the general preservation of the appearance of the car after several years' service, are the outward and visible signs of the fine workmanship and materials built into these bodies.

The range of open and enclosed bodies offered with these three chassis is most comprehensive. The 12 h.p. six-cylinder is available with a two-seater and four-seater open tourer as well as with a four door fabric saloon body. The 15 h.p. six-cylinder is available with a handsome two-three-seater and five-seater open touring body, with a fabric and coachbuilt saloon and with a particularly smart foursome coupé by A. Mulliner Ltd., of Northampton. The 20 h.p. is available with the same range of bodies as the 15 h.p., with the addition of a four-door Weymann saloon.

The special 20 and 30 h.p. models carry the most luxurious types of seven-seater bodies of the enclosed limousine or landaulette type.

12 h.p. 6-Cylinder Chassis

Price - - - - £185

EQUIPMENT.—The following is standardised: Chromium plated one-piece windscreen, instrument board with concealed lighting, speedometer, clock, oil indicator, separate 12 volt, 51 amp. hour electric starter, dynamo, two Lucas head lamps with dimming control, two side lamps and tail lamp, strangler, spring gaiters, runner boards, oil gun, full kit of tools, substantial luggage grid, and five Dunlop 4.4 for 19in. rim balloon covers.

DIMENSIONS.—Wheelbase, 8ft. 9in. Track, 4ft. Overall length, 13ft. Overall width, 5ft. 11in. Ample ground clearance.

ENGINE.—Six-cylinder monobloc, detachable head. Bore, 2.2in.=56 m.m. Stroke, 3.3in.=84 m.m. Capacity, 75 cubic inches=1,236 c.c. R.A.C. rating, 12 h.p. Tax £12 yearly or £3 6s. quarterly. Four long bearings, stiff crankshaft. Camshaft and accessories driven by adjustable roller 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 51 amp. hour. Separate starter with Bendix pinion. Accessible starter and dynamo.

IGNITION.—By B.T.H. magneto with automatic control situated high up on the off-side of the engine. Accessible contact breaker.

CARBURETTOR.—Automatic type, mixture warmed by hot spot. Easy detachable jets. A strangler is fitted.

12 h.p. 6-Cylinder Chassis—CONTINUED

PETROL TANK.—Gravity feed from 6 gallon tank situated under scuttle. Three-way tap giving 1½ gallons reserve controlled from driver's side of dash. Large filler under bonnet. Easily detachable filter.

COOLING.—Painted radiator, with chromium plated beading, situated in front of engine. Pump circulation. Water capacity, 2½ gallons. Cooling fan integral with flywheel.

CONTROL.—By accelerator pedal and slow-running setting on dash. 16in. diameter steering wheel. Worm and nut steering. Small turning circle.

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

GEARBOX AND REAR AXLE.—Three-speed gearbox mounted on front end of torque tube. Banjo axle with accessible crown wheel and differential. Spiral bevel drive. Gear ratios: 1st, 16·8; 2nd, 8·85; 3rd, 5·1 to 1. Reverse, 22·3 to 1.

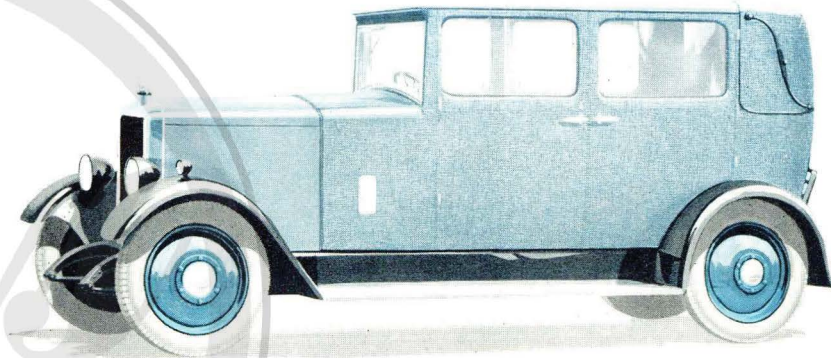
FRONT AXLE.—Stamped "H" section. Fitted with jaw type swivel axles on which the front hubs run on ball bearings.

SPRINGS.—Semi-elliptics with spring gaiters and "Luvax" hydraulic shock absorbers, the rear springs being under-slung.

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

PERFORMANCE.—Speed range on top gear from 5 to over 50 m.p.h.

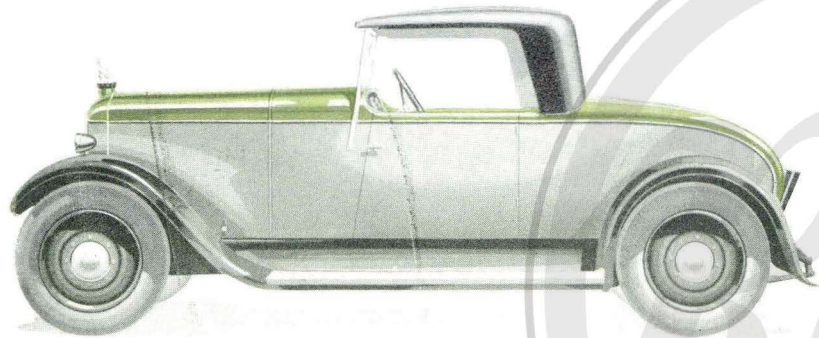
CONSUMPTION.—Petrol, 30-32 m.p.g. Oil, 2,000 m.p.g. Tyres, 10,000 miles. Decarbonising every 15,000 miles.



Fabric Saloon

DAINTY, distinctive four-seater saloon that is light and responsive to the controls and most economical to run. It is most completely equipped, very comfortable to drive or be driven in and most easy to handle. Constructed with all the care and experience that is characteristic of Armstrong Siddeley cars, this saloon appeals to those who prefer a light car of proved quality and endurance. Its chassis and coachwork are designed to give good service over a long term of years and to be very easily maintained.

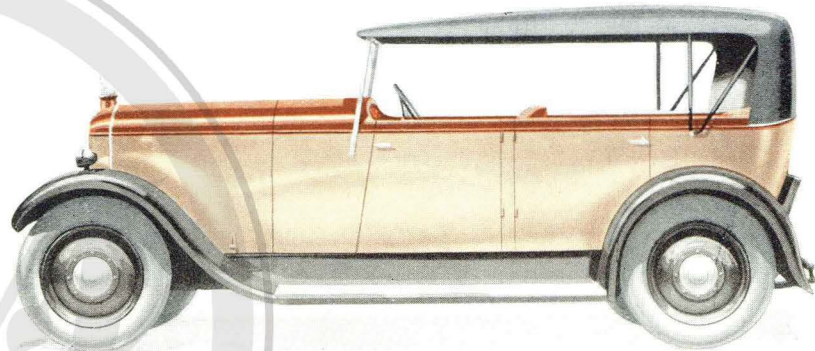
12 h.p. SIX-CYLINDER	-	-	-	-	£285
Triplex glass to all windows	-	-	-	-	£7 10s. extra.



Two-Seater

THIS model is built for those who want a lighter and more compact car than the 15 h.p. family type. The appearance is exceptionally smart, the lines of the windscreen and hood and the double tone colour scheme of the decking and waist being most attractive. Ample weather protection is provided by the rigid and rattle-proof metal framed side screens, which can be stored in a cupboard behind the dickey squab. The driving position is most comfortable, the one-piece Triplex glass screen being brought close up to the wheel and the deep squab automatically accommodating itself to the position of the front passengers.

12 h.p. SIX-CYLINDER - - - - £250



Open Tourer

ALTHOUGH this car is smaller and lighter than other Armstrong Siddeley models, it retains many of their most important characteristics. Thus top-gear climbing, flexibility, ease of handling and simplicity of maintenance are important features. To them must be added economy of running, for owing to its light weight this car does over 30 m.p.g. of fuel, and is also exceptionally light on oil consumption and tyres. It can be kept in quite a small garage and is the sort of car that can be confidently driven by any member of the family.

12 h.p. SIX-CYLINDER - - - - £250

15 h.p. 6-Cylinder Chassis

Price - - - - £270

EQUIPMENT.—The following is standardised : Chromium plated one-piece windscreen, instrument board with shaded lighting, speedometer, clock, oil indicator, ever visible petrol gauge, scuttle ventilator, separate 12 volt 51 amp. hour electric starter, dynamo, two Lucas head lamps with dimming control, two side lamps and tail lamp, strangler, spring gaiters, runner boards carrying spare wheel, oil gun, full kit of tools, substantial luggage grid and five Dunlop 5in. for 20in. rim balloon tyres.

DIMENSIONS.—Wheelbase, 9ft. 6in. Track, 4ft. 8in. Overall length, 13ft. 6in. Overall width, 5ft. 8in. Ample ground clearance.

ENGINE.—Six-cylinder monobloc, detachable head. Bore, $2\frac{1}{2}$ in. = 63½ m.m. Stroke, 4in. = 101 m.m. Capacity, 117·8 cubic inches = 1,900 c.c. R.A.C. rating, 15 h.p. Tax, £15 yearly or £4 2s. 6d. quarterly. Four long bearings, stiff crankshaft, side valves enclosed in easily removable cover. Camshaft and accessories driven by adjustable roller 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, 11-12 pints. Chassis lubricated by central system.

ELECTRICAL EQUIPMENT.—Lucas 12 volt 51 amp. hour. Separate starter with Bendix pinion.

IGNITION.—By B.T.H. magneto with automatic control.

15 h.p. 6-Cylinder Chassis—CONTINUED

CARBURETTOR.—Automatic type, mixture warmed by semi-hot spot. Easily detachable jets. A strangler is fitted.

PETROL TANK.—Vacuum feed from tank situated at the rear. Capacity approximately 10 gallons. Easily detachable filter.

COOLING.—Painted radiator, with chromium plated beading, situated in front of engine. Circulation by centrifugal pump. Cooling fan integral with flywheel. Capacity, 3½ gallons.

CONTROL.—By accelerator pedal and slow running setting on the instrument board. Electric horn button in centre of 17in. diameter steering wheel.

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

GEARBOX AND REAR AXLE.—Three-speed gearbox 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, 20·5 ; 2nd, 10 ; 3rd, 5·5 to 1. Reverse, 26 to 1·4.

SPRINGS.—Semi-elliptics with spring gaiters and "Luvax" hydraulic shock absorbers. Rear springs are underslung.

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

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

CONSUMPTION.—Petrol, 24 m.p.g. ; Oil, 1,500-2,000 m.p.g. Tyres, 10,000 miles. Decarbonising every 15,000 miles.

20 h.p. 6-Cylinder Chassis

Price £350, or with Self-changing silent four-speed gear, **£35 extra**.

EQUIPMENT.—Chromium plated one-piece windscreen, instrument board with shaded lighting, speedometer, clock, oil indicator, ever visible petrol gauge, scuttle ventilator, separate 12 volt 51 amp. hour electric starter and dynamo, accessible battery, Lucas head lamps with dimming control, tail lamp, strangler, spring gaiters, runner boards carrying spare wheel, tools, substantial luggage grid, five disc wheels and 5.25in. for 21in. rim Dunlop balloon tyres.

DIMENSIONS.—Wheelbase, 10ft. Track, 4ft. 8in. Overall length, 14ft. 2in. Overall width, 5ft. 8in. Ample ground clearance.

ENGINE.—Six-cylinder monobloc, detachable head. Bore, 2½in.=73 m/m. Stroke, 4½in.=114.29 m/m. Capacity, 175.2 cubic inches=2,872 c.c. R.A.C. rating, 19.8 h.p. Tax, £20 yearly or £5 10s. quarterly. Stiff crankshaft. Alloy pistons. Overhead valve gear completely enclosed and automatically lubricated. Camshaft and accessories driven by easily adjusted duplex chain. Cylinder block cast with top half of crankcase.

LUBRICATION.—By submerged self-priming pump with positive distribution to bearings and valve gear. Filter can be cleaned without loss of oil. Large accessible filler cap. Ever visible oil gauge. Capacity of sump, 1¼ gallons. Chassis lubricated by central system.

CARBURETTOR.—Caudel Hobson with strangler and heated chamber to facilitate starting from cold. Accessible jets.

IGNITION.—By B.T.H. magneto with automatic control situated high up on the offside of engine.

ELECTRICAL EQUIPMENT.—Lucas 12 volt 51 amp. hour. Separate starter with Bendix pinion.

20 h.p. 6-Cylinder Chassis—CONTINUED

PETROL TANK.—Vacuum feed from tank situated at the rear. Capacity approximately 10 gallons. Easily reached filter.

COOLING.—Painted radiator, with chromium plated beading, situated in front of engine. Capacity, 4½ gallons. Circulation by centrifugal pump. Cooling fan integral with flywheel.

CONTROL.—By accelerator pedal and slow running setting on instrument board. Electric horn button in centre of 17in. diameter steering wheel. Small turning circle.

CLUTCH.—Large single plate clutch of special design, providing long life and light control (on three-speed model only). Dust and water shield under flywheel.

GEARBOX AND REAR AXLE.—Three or four-speed gearbox in centre of chassis attached by torque tube to rear axle, and providing three or four speeds forward and one reverse. Spiral bevel drive. Gear ratios: Three-speed, 1st, 17.08; 2nd, 8.02; and 3rd, 4.4 to 1. Reverse, 22.3 to 1. Four-speed, 1st or low, 17.55; 2nd or medium, 9.87; 3rd or normal, 5.88; and 4th or high, 3.9 to 1.

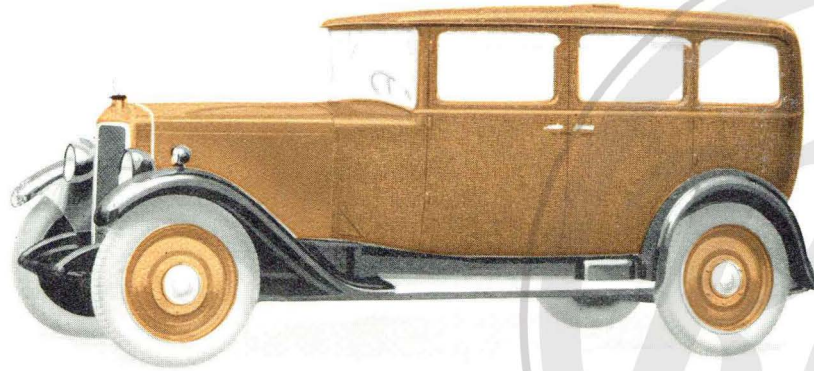
FRONT AXLE.—Stamped "H" section. Fitted with jaw type swivel axles on which the front hubs run on ball bearings.

SPRINGS.—Semi-elliptics with spring gaiters and "Luvax" hydraulic shock absorbers. The rear springs are underslung.

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

PERFORMANCE.—Speed range on top gear from 5 to over 60 m.p.h.

CONSUMPTION.—Petrol, 21 m.p.g. Oil, 1,500 m.p.g. Tyres, 10,000 miles.



Fabric Saloon

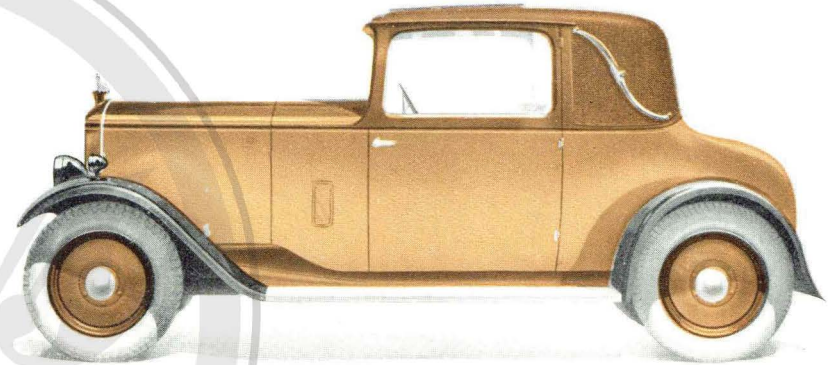
THIS fabric-covered saloon is light, silent and easily cleaned. The sliding semi-bucket front seats are soft and resilient and afford ample support for the figure by being inclined at a natural angle, which prevents strain or stiffness while driving over long periods. The rear seat easily accommodates three people and is fitted with arm rests. Pockets in the rear doors provide accommodation for personal luggage. The four front windows are fitted with winders and rain and draught screens.

15 h.p. SIX-CYLINDER - - - - £385

20 h.p. SIX-CYLINDER - - - - £485

20 h.p. with Self-changing silent four-speed gear £35 extra.

Triplex glass to all windows £12 extra.



Four-seater Coupé—By ARTHUR MULLINER LIMITED of Northampton

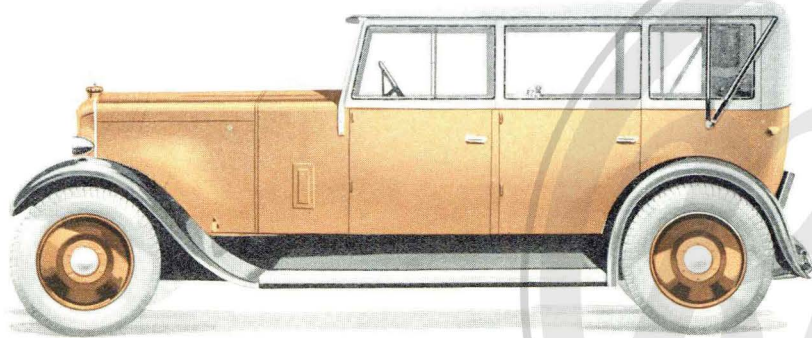
THIS body represents a very high degree of comfort for two people on the quickly adjustable front seat and an exceptional amount of room for luggage or sporting gear behind it and in the boot. For an occasional passenger or children there are folding seats in the rear compartment, access to which is obtained by sliding the front seat and tipping forward its back. The lid of the boot opens upwards from the back and reveals accommodation for several suitcases. A feature of the car is the sliding roof, which can be easily operated from the interior and so throws open the greater part of the head.

15 h.p. SIX-CYLINDER - - - - £475

20 h.p. SIX-CYLINDER - - - - £560

20 h.p. with Self-changing silent four-speed gear £35 extra.

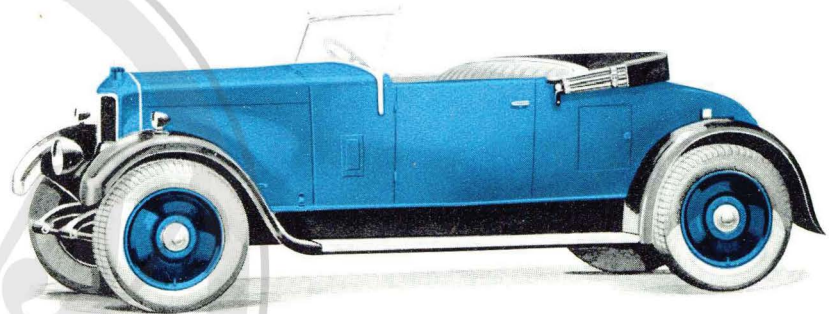
Triplex glass to all windows £5 extra.



Open Tourer

*T*HIS five-seater is a roomy and comfortable family car with an astonishing top-gear performance and an enduring economy in service that only quality of construction can account for. With the self-changing gear on the larger model, the performance of the car is still more remarkable. It has four wide doors, a readily adjustable front seat and a receptacle for coats behind the broad back seat. There is space for smaller articles in the door pockets and cubby hole and ample room for luggage on the folding grid.

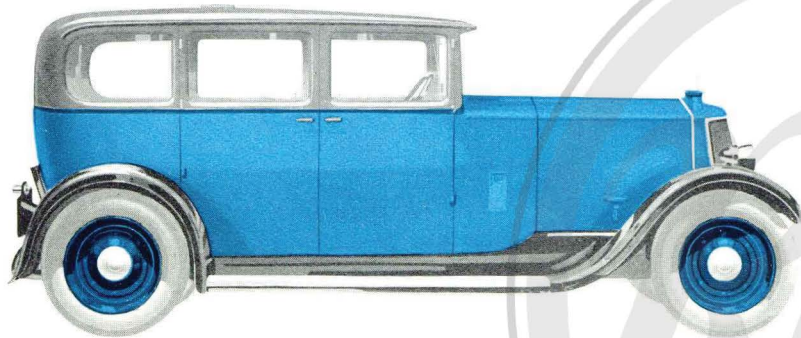
15 h.p. SIX-CYLINDER - - - £350
20 h.p. SIX-CYLINDER - - - £450
 20 h.p. with Self-changing silent four-speed gear
 £35 extra.



2-3 Seater

*B*EING of well-balanced proportions and ample roominess, this model appeals to those who require a touring car without the responsibilities of a full five-seater. Its wide front seat has a five-inch adjustment, while behind it is a golf bag locker which is approached by a small door on the near side of the body. The dicky seat accommodates two passengers and is opened by a single deep lid which forms a comfortable back rest. The all-weather equipment is thoroughly efficient, the side screens being positively locked to the top of the body and two wide doors, so that there is no chance of them rattling or working loose.

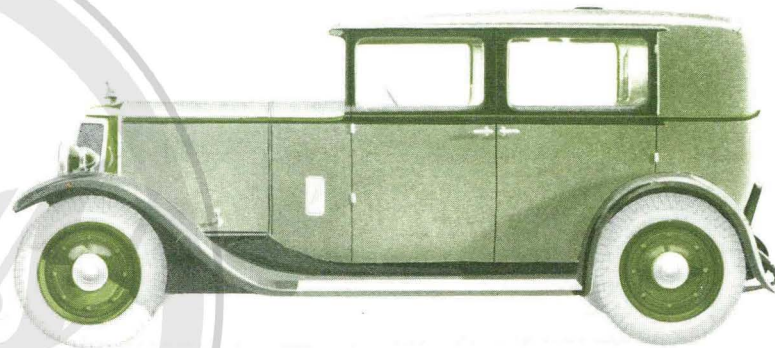
15 h.p. SIX-CYLINDER - - - £350
20 h.p. SIX-CYLINDER - - - £450
 20 h.p. with Self-changing silent four-speed gear,
 £35 extra.



Coachbuilt Saloon

THIS combination of chassis and four-door family saloon body makes up into a car of which anyone may feel proud. From its handsome radiator to the beautifully curved back panelling there is not a line, colour or contour to spoil the appearance of the whole. Combined with this attractive result are features of great practical value, such as the wide doors and windows, low entrances, ample head, leg and elbow room, easily adjusted semi-bucket seats and general sturdiness of construction.

15 h.p. SIX-CYLINDER	-	-	-	-	£410
20 h.p. SIX-CYLINDER	-	-	-	-	£515
20 h.p. with Self-changing silent four-speed gear £35 extra.					
Triplex glass to all windows - £12 extra.					



Weymann Saloon

THE special construction of the Weymann body eliminates all noise from the interior and produces a marked degree of restful comfort. The body is fitted with four wide doors and four drop windows, the rear pair being carried well back. This enables the rear passengers to enjoy a wide view of the road, and with its large rear light renders the interior bright and cheerful. The single piece Triplex windscreen and the quickly adjustable semi-bucket front seats are arranged to give the driver and front passenger a commanding view of the road.

20 h.p. SIX-CYLINDER	-	-	-	-	£515
Or with Self-changing silent four-speed gear £35 extra.					
Triplex glass to all windows - £9 extra.					

Special 20 h.p. 6-Cylinder Chassis

Price £450. With Self-changing silent four-speed gear **£35** extra.

EQUIPMENT.—Instrument board with shaded lighting, speedometer, clock, oil indicator, ever visible petrol gauge, electric horn, separate 12 volt 63 amp. hour electric starter and dynamo, Lucas head lamps with dimming control, tail lamp, strangler, spring gaiters, runner boards and wings, oil gun, full kit of tools, substantial luggage grid and five disc wheels with 6in. for 20in. rim Dunlop medium pressure tyres.

DIMENSIONS.—Wheelbase, 10ft. 9in. Track, 4ft. 8in. Overall length, 15ft. 5in. Overall width, 5ft. 8in. Ample ground clearance.

ENGINE.—Six-cylinder monobloc, detachable head. Bore, 2 $\frac{1}{4}$ in.=73 m/m. Stroke, 4 $\frac{1}{2}$ in.=114.29 m/m. Capacity, 175.2 cubic inches=2,872 c.c. R.A.C. rating, 19.8 h.p. Tax £20 yearly or £5 10s. quarterly. Stiff crankshaft. Alloy pistons. Overhead valve gear completely enclosed and automatically lubricated. Camshaft, magneto, dynamo and pump driven by adjustable duplex chain.

LUBRICATION.—By submerged self-priming pump with positive distribution to overhead valve gear and to main, big end and camshaft bearings. Filter can be cleaned without loss of oil. Large accessible filler cap. Easily read oil level indicator. Capacity of sump, 14 gallons. Chassis lubricated by central system.

ELECTRICAL EQUIPMENT.—Accessible flywheel starter with Bendix pinion.

IGNITION.—By B.T.H. magneto with automatic control.

CARBURETTOR.—Caudel Hobson with strangler and heated chamber to facilitate starting from cold. Easily detachable jets.

Special 20 h.p. 6-Cylinder Chassis—CONTINUED

PETROL TANK.—Vacuum feed from tank situated at the rear. Capacity approximately 16 gallons. Tap controlled from driver's side of dash.

COOLING.—Painted radiator, with accessible drain tap situated in front of engine. Capacity, 5 gallons. Circulation by centrifugal pump. Cooling fan integral with flywheel.

CONTROL.—By accelerator pedal and slow running setting on instrument board. Horn button in centre of 17in. diameter steering wheel.

CLUTCH.—Large single plate clutch of special design, providing long life and light control (on three-speed model only). Dust and water shield under flywheel.

GEARBOX AND REAR AXLE.—Three or four-speed gearbox in centre of chassis attached to torque tube and rear axle. Spiral bevel drive. Gear ratios: Three-speed, 1st, 19.8; 2nd, 9.3; and 3rd, 5.1 to 1. Reverse, 26 to 1. Four speed, 1st or low, 19.8; 2nd or medium, 11.13; 3rd or normal, 6.63; and 4th or high, 4.4 to 1.

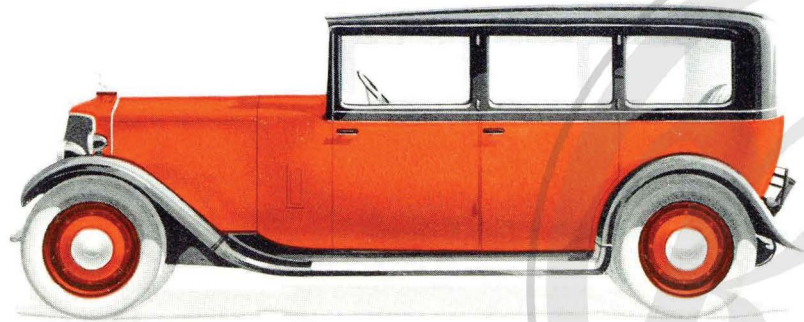
FRONT AXLE.—Stamped "H" section. Fitted with jaw type swivel axles on which the front hubs run on ball bearings.

SPRINGS.—Front, semi-elliptic, rear, cantilevers with adjustable shackles to suit load. Gaiters and "Luvax" hydraulic shock absorbers to all springs.

FOUR-WHEEL BRAKES.—A pair of 17in. diameter fabric-lined shoes act internally on each brake drum, all four being controlled by the brake pedal. The hand brake lever controls an additional set of brakes in the rear wheels. Control by rods fitted with easy adjustment.

PERFORMANCE.—Speed range on top gear from 5 to 60 m.p.h.

CONSUMPTION.—Petrol, 20 m.p.g. Oil, 1,500 m.p.g. Tyres, 10,000 miles.



Special 20 h.p. Enclosed Limousine or Landauette

ATTRACTIVE in appearance and spacious in the accommodation provided, this six-seven-seater denotes road travel of the most luxurious kind. Its design enables the owner to drive, or, if a chauffeur be employed, for the rear compartment to be shut off from the front by sliding glass windows. Two folding chairs are concealed in the back of the front seat, but even when these are erected there is ample leg room for all passengers in the rear compartment.

SPECIAL 20 h.p. SIX-CYLINDER - £850

Or with Self-changing silent four-speed gear - £35 extra.

Triplex glass to all windows - £18 extra.

30 h.p. 6-Cylinder Chassis

Price £850. With Self-changing silent four-speed gear, **£50 extra.**

EQUIPMENT.—Instrument board with shaded lighting, speedometer, clock, oil level indicator, ever visible petrol gauge, horn, separate 12 volt 68 amp. hour electric starter and dynamo, Lucas lamps with dimming control, tail lamp, strangler, spring gaiters, runner boards and wings, oil gun, full kit of tools, luggage grid, five disc wheels and 6.5in. for 20in. rim Dunlop tyres.

DIMENSIONS.—Wheelbase, 11ft. 3in. Track, 4ft. 8in. Overall length, 16ft. Overall width, 5ft. 8in.

ENGINE.—Six-cylinder monobloc, detachable head. Bore, 3.5in.=88.9 m/m. Stroke, 5.25in.=133.4 m.m. Capacity, 302.6 cubic inches=4,960 c.c. R.A.C. rating, 29.5 h.p. Tax, £39 or £8 5s. quarterly. Alloy pistons. Overhead valves. Valve gear completely enclosed and automatically lubricated. Camshaft, dynamo, pump and magneto driven by silent chain.

LUBRICATION.—By submerged self-priming pump with positive distribution to bearings and rocker arms. Filter can be cleaned without loss of oil. Large accessible filler cap. Ever visible oil gauge. Capacity of sump, 12 pints. Chassis lubricated by central system.

IGNITION.—By B.T.H. magneto with automatic control.

CARBURETTOR.—Dual Claudel Hobson with twin stranglers and heated chamber, to facilitate starting from cold. Heat controlled by tap.

30 h.p. 6-Cylinder Chassis—CONTINUED

PETROL TANK.—Vacuum feed. Capacity, 21 gallons, the tank being fitted at rear of frame. Tap controlled from driver's side of dash.

COOLING.—Painted radiator situated in front of engine. Circulation by centrifugal pump. Cooling fan integral with flywheel. Capacity, 7 gallons.

CONTROL.—By accelerator pedal and slow-running setting. Horn button in centre of 18in. diameter steering wheel.

CLUTCH.—Serrated multiple plate with ample bearing surface (on three-speed model only). Dust and water shield under flywheel.

GEARBOX AND REAR AXLE.—Constructed in one unit. Gearbox in centre of chassis attached by torque tube to rear axle. Spiral bevel drive. Gear ratios: Three-speed, 1st speed, 13·8; 2nd speed, 6·6; and 3rd speed (direct), 4·1 to 1. Reverse, 17·6 to 1. Four-speed, 1st or low, 13·8; 2nd or medium, 8·15; 3rd or normal, 5·57; and 4th or high, 3·75 to 1.

FRONT AXLE.—"H" type. Centre line of swivel pin passes through point of contact of tyre with ground. Designed to ensure easy steering.

STEERING.—Full worm and wheel mounted on ball bearings.

SPRINGS.—Front: Semi-elliptic. Rear: Cantilever, with shackles adjustable to suit load. All springs enclosed in gaiters and fitted with "Luvax" hydraulic shock absorbers.

FOUR-WHEEL BRAKES.—Two independent internal expanding brakes acting in drums integral with rear disc wheels. The pedal applies one set at the same time as the Perrot type front wheel brakes and the hand lever operates the other. The brake shoes are fabric-lined and of large diameter.

PERFORMANCE.—Speed range on top gear from 5 to over 60 m.p.h.



Special Enclosed Limousine or Landaulette

THIS magnificent seven-seater is a masterpiece of modern coach building. Every line, every aspect expresses extreme comfort, latent power and speed with safety. Long and low, its flowing sides, full mouldings, sloping front pillars, stately radiator and finely curved wings combine to make a carriage of rare distinction. There is ample body space in the interior and the two occasional seats fold flat into the division when not required.

30 h.p. SIX-CYLINDER - - - - £1,450

Or with Self-changing silent four-speed gear £50 extra.
Triplex glass to all windows - - £20 extra.

Principal Body Dimensions

	TWELVE HORSE POWER			FIFTEEN HORSE POWER					TWENTY HORSE POWER					
	Fab. Sal.	Open T'r'er	Two- ster	Coa. built Sal.	Fab. Sal.	Four- some Cou.	Open T'r'er	Two- Three ster	Coa. built Sal.	Fab. Sal.	Wey- mann Sal.	Four- some Cou.	Open T'r'er	Two- Three ster
Overall width .	5' 1½"	5' 1½"	5' 1½"	5' 8"	5' 8"	5' 8"	5' 8"	5' 8"	5' 8"	5' 8"	5' 8"	5' 8"	5' 8"	5' 8"
Overall length.	13' 0"	13' 0"	13' 0"	13' 6"	13' 6"	13' 6"	13' 6"	13' 6"	14' 2"	14' 2"	14' 2"	14' 2"	14' 2"	14' 2"
Overall height.	5' 9"	5' 6"	5' 4"	5' 10"	5' 10"	5' 9"	5' 11"	5' 11"	5' 11"	5' 10"	5' 10"	5' 9"	5' 11"	5' 11"
Interior width .	3' 9"	3' 9"	3' 8½"	4' 1½"	4' 4½"	4' 2"	4' 4"	4' 4"	4' 4"	4' 4½"	3' 11"	4' 2"	4' 4"	4' 4"
Interior height	3' 8"	3' 7"	3' 6"	3' 10"	3' 10"	3' 7"	3' 11"	3' 9"	3' 10½"	3' 10"	3' 9"	3' 7"	3' 11"	3' 9"
Width of front doors .	2' 3"	2' 0"	2' 4"	2' 3½"	2' 4½"	3' 0"	2' 3"	2' 2"	2' 4½"	2' 4½"	2' 6"	3' 0"	2' 3"	2' 2"
Width of rear doors .	2' 3"	2' 0"	Dick. Seat	2' 3½"	2' 4½"	—	2' 4½"	Dick. Seat	2' 4½"	2' 4½"	2' 8½"	—	2' 4½"	Dick. Seat
From the rear squab to the back of the front seat .	2' 9"*	2' 9½"	3' 7"	3' 0½"	3' 0½"	2' 1½"	3' 2½"	4' 0½"	3' 2½"	3' 0½"	2' 9½"	2' 1½"	3' 2½"	4' 0½"
From the front of the rear cushion to the back of the front seat	11'*	1' 3"	2' 0"	1' 5"	1' 5"	—	1' 7"	2' 4"	1' 7"	1' 5"	1' 1½"	—	1' 7"	2' 4"

*Depending on how the front seat is set.

Principal Body Dimensions

	SPECIAL TWENTY HORSE POWER			THIRTY HORSE POWER	
	Enclosed Limousine or Landaulette	Town Limousine.	Open Tourer	Enclosed Limousine or Landaulette	Enclosed Limousine or Landaulette by Hooper
Overall width .	5' 8"	5' 8"	5' 8"	5' 8"	5' 8"
Overall length .	15' 5"	15' 5"	15' 5"	16' 0"	16' 0"
Overall height .	6' 0"	6' 0"	6' 3"	6' 2½"	6' 6"
Interior width .	4' 4"	4' 2"	4' 2"	4' 6"	4' 3"
Interior height .	3' 11"	3' 11"	4' 0½"	4' 0"	4' 0"
Width of front doors .	2' 7½"	2' 9"	2' 7"	2' 9½"	2' 9"
Width of rear doors .	2' 6"	2' 9½"	2' 6"	2' 5½"	2' 5"
From the rear squab to the back of the front seat .	4' 5"	3' 10½"	3' 8"-4' 0"*	4' 5"	4' 7½"
From the front of the rear cushion to the back of the front seat .	2' 9"	2' 2½"	1' 10"-2' 2"*	2' 8½"	2' 10½"

*Depending on how the front seat is set.

Colour Schemes

12 h.p. CARS

FABRIC SALOON

OPEN TOURER OR TWO-SEATER

Red or Blue, with trimming to match.
Maroon top with Mole body, or
Green top with Grey body.

15 and 20 h.p. CARS

FOURSOME COUPÉ

SPECIAL 20 and 30 h.p. CARS

Maroon, Blue, Grey and Brown.
Blue, Black or Cream.
Colours to choice.

The Armstrong Siddeley Self-Changing Silent Four-Speed Gear

TWELVE MONTHS WITH THE NEW GEAR

*T*WELVE months have elapsed since the introduction of the Armstrong Siddeley self-changing silent four-speed gear. It was then hailed by the Press and Public of two continents as the most remarkable and valuable technical advance that the motor world had witnessed for many years, its importance being due to the fact that it eliminated at one sweep all the old difficulties usually associated with the process of changing gear and thereby made driving simpler and safer than it had ever been before. Since its introduction the gear has been applied to vehicles totalling over 40,000 h.p., and has given their owners an entirely new conception of the pleasures of motoring and the ease of driving. It has amazed the novice by its extraordinary ease of control and thrilled the expert by the rapidity, certainty, silence and safety of its operation. In short, it has done everything and a great deal more than was claimed for it twelve months ago.

HOW THE SELF-CHANGING GEAR WORKS

The self-changing gear is contained in an ordinary box mounted on the front end of the torque tube and so follows the usual Armstrong Siddeley practice. There is no clutch in the flywheel as on an ordinary car, its function being supplied by extremely powerful self-adjusting contracting bands contained in the box itself. The contraction of each band brings into play a gear (with the exception of top gear where a cone is used), and as all gear wheels are always in mesh there is no possibility of noise or jar when a change is made.

Mounted on a dial above the steering wheel is a small finger or lever, the moving of which into the various notches marked reverse, low, medium, normal and high on the dial, pre-selects the corresponding gear. The actual change of gear takes place when the clutch or control pedal is fully depressed and released, the gear

brought into action being that which was pre-selected by the movement of the aforesaid small lever above the steering wheel. Unless the pre-selector lever is moved into a different notch from that which it occupied originally, the depressing and release of the clutch or control pedal merely puts the clutch out and so gives free engine, and then engages it again, whereupon the drive is taken up on the same gear as before. It will thus be seen that the clutch or control pedal can be and is indeed constantly used in the same manner as the clutch pedal on the ordinary type of car, and that there is nothing to unlearn in the general handling of the control.

ON THE ROAD—HILL CLIMBING

The marvellous confidence that this new gear and control give the driver must be experienced to be believed. In hill climbing the ability to select a lower gear in advance and to let it engage itself silently, smoothly and instantly at exactly the right moment merely by depressing and releasing a pedal and without even taking the hands off the steering wheel or the eyes off the road, is an enormous advantage. There is no need to fumble or feel for a lever, to grope for the correct notch in the gate and to attempt that elusive action or series of actions known as double clutching. The gear does all that and so allows the driver to focus his or her full attention on the far more important task of steering and watching other traffic.

IN TRAFFIC

In traffic the advantages of the self-changing gear are equally outstanding. For ordinary running normal gear is recommended. It provides very silent and smooth acceleration and a fine degree of flexibility. For extra acceleration from very low speeds medium gear can be employed with advantage. Owing to the instantaneous action of the change a car fitted with this gear can flash in and out of traffic in a most remarkable manner, the response of the engine to the various gears and the silence of the running under all conditions suggesting propulsion by steam rather than by petrol.

ON TOUR

When touring the general impression created by a car fitted with the self-changing gear is one of restful comfort. Gear-changing becomes as simple and automatic as steering. The absence of effort and sound

on the lower gears enhances the pleasure of driving—especially in hilly country—and produces quite a new sensation and fresh possibilities of the full command and utilisation of power.

Very high average speeds may be maintained by the aid of this self-changing silent four-speed gear, and, what is more important still, they can be maintained with an absence of fuss or anxiety that is most comforting.

The rapidity and ease with which the gears change are advantageous on corners or cross roads where the speed has to be reduced considerably. The surging flow of power that is obtainable when accelerating on the far side of a corner or cross road is one of the most thrilling sensations that the gear provides.

Another advantage of the gear is the ease and quickness with which free engine may be called upon when a long descent invites coasting. The pre-selector has only to be brought back to the neutral position and the control pedal depressed and released to give the free-wheeling position. At the foot of the descent the pre-selector is moved into the high gear notch, the pedal is depressed and released, the engine speeded up, and the car is being driven again.

From these remarks it can well be understood that there is far more pleasure in driving and far more opportunity for getting the best out of a car fitted with the self-changing gear. Also, and this is not surprising in view of the fact that the gear when properly used enables the very best to be got out of the engine, the fuel consumption is reduced, a car with the self-changing gear generally averaging 2 or 3 m.p.g. more than similar models fitted with the ordinary type of transmission.

FOR EXPERT AND NOVICE

When the gear was first introduced it was suggested that the operation of the control, while admittedly excellent from the point of view of the novice, was too childishly simple to interest the expert. Since then many experts, including some of those whose names are world-famous in the motor racing world, have tried the gear themselves, and their unanimous opinion is that while they know the satisfaction that correct gear-changing gives with the normal type of box, the pleasure of using the self-changing box is still greater, and the action is still more rapid, safe and certain than the old type can ever be.

The novice, on the other hand, was enchanted by its extreme ease of control.

Owners' Opinions

"I have just completed a trip to Scotland via the Lakes on my 12 h.p. car. Its performance on some of the steep gradients was certainly remarkable. The body is exceptionally comfortable. Petrol consumption worked out at approximately 31 m.p.g. . . ."—J. B., Crowborough.

August, 1929.

" . . . I have now driven my 12 h.p. 8,066 miles. Petrol consumption worked out at 31 m.p.g. The car is just as delivered, no adjustments and no alterations. It is a real gem of comfort and speed."—A.A., Northumberland.

23rd July, 1929.

" . . . I feel I must express appreciation and ask you to accept my thanks for the workmanlike finish of the 12 h.p. Saloon. I have owned several makes of car, and in my opinion yours excels all in the matter of value given for a low price. The car is most comfortable. Its ease is like a dream."—J.H., London.

15th April, 1929.

" . . . My 1926 car has now covered 30,600 miles and the engine has just been decarbonised for the first time. I get an average of 26 m.p.g."—J.W., Bristol.

30th August, 1929.

" . . . My car has just been decarbonised after doing 16,856 miles in three years. On Sunday I met a proud owner of a similar car who assured me it had done over twenty-eight thousand miles without attention and without being decarbonised."—S.J., Rainham.

22nd June, 1929.

" . . . As regards the general performance of the 15 h.p. car, I think the engine might be described as 'The light six with the aeroplane touch.'"—E.B., Leicester.

3rd June, 1929.

" . . . My car has now done 28,300 miles and has not been decarbonised or the valves ground . . ."

2nd June, 1929.

—J.W., Bristol.

26th May, 1929.
" . . . The mileage of my 15 h.p. car to date is 11,200 odd. I have never done a single thing in the way of repairs or adjustment and never had a moment's trouble. My garage people complain that they never see me . . . "—R.G., Carlisle.

30th April, 1929.
"I am writing to tell you how quickly, efficiently and politely I was treated at your Service Depot at Leeds yesterday. The whole atmosphere of the establishment breathed efficiency . . . "—H.H., Durham.

27th April, 1929.
" . . . I have done 104,000 miles in two years and four months on Irish roads, and during all that running I have never had an item of trouble. I did 47,000 miles before I removed the cylinder head for cleaning . . . "—W.D., Newbridge.

3rd September, 1929.
"I have now run this 20 h.p. car 17,500 miles, and, although the engine is still pulling well, I suppose that it is about time it was taken down and decarbonised. I have never had a car (I have owned twelve) which has been so light on tyres or so absolutely reliable."—R.S., Weybridge.

1st August, 1929.
" . . . I should like to place on record my great appreciation of my 20 h.p. car with the new self-changing silent four-speed gear. I have just returned from a tour through the lakes in Scotland, covering over 1,500 miles, during which time the car has not given a minute's trouble, and the efficiency of the new gear is beyond all praise. We never used first speed on any hill, two of which were the famous 'Rest and be Thankful' and 'The Devil's Elbow' . . . "—H.D., Cheshire.

1st July, 1929.
" . . . We are delighted with the ease of the self-changing gear . . . "—A.R., Pendleton.

6th May, 1929.
"My new 20 h.p. car is a delight to drive with the marvellous gearless arrangement. I could never go back to the old style of gear . . . "—H.K., Birmingham.

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, price and construction as we consider desirable.



Special Fittings

Folding head on 15 and 20 h.p. coachbuilt saloons	£20	0.
Sunshine sliding roof on 12 h.p. saloon	£10	0.
„ „ „ „ 15 and 20 h.p. saloons	£12	0.
Bumpers (double type) on 12 h.p. cars	£5	0.
„ „ „ „ 15 h.p. cars	£5	15.
„ „ „ „ 20 h.p. cars	£7	15.
„ „ „ „ 30 h.p. cars	£8	8.