

BY APPOINTMENT TO THE

MOTOR MOWERS

Tov 1939

ATCO

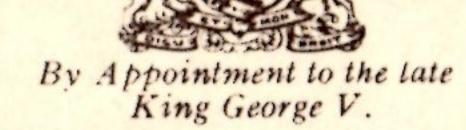
Sole Manufacturers :-

CHARLES H. PUGH LTD. WHITWORTH

Established over 80 years

WORKS BIRMINGHAM.

9



A MOTOR LAWN MOWER is an important purchase and if you are to be sure that it will give the length and degree of service you have a right to expect, you should satisfy yourself as to the reputation, experience and production methods of its makers.

You can invest in an Atco with complete confidence.

The Atco Motor Mower is manufactured by a firm with over 80 years successful engineering experience, a firm specialising in motor mowers and one which does not produce them merely as a "side line." With Atco, quality has become a tradition and extends right through the production, from the selection of the raw materials to the finished product.

It is a significant fact that over 50 per cent. of Atco 1921 models are still in use. Do you know anyone who is still using a motor car built in 1921? Moreover, between 80,000 and 100,000 Atco Motor Mowers are in active service giving every satisfaction to their owners who would tell you, if you asked them, that Atco Motor Mowers stand alone for efficiency, economy and freedom from trouble. Yes, you can buy an Atco with complete confidence.



MOTOR MOWING is now firmly established as the modern, sensible method of cutting grass. It has become a labour and time-saving service as natural a part of our daily lives as is electrical power.

And this is appreciated as much by the owners of quite small gardens as by those responsible for the maintenance of large estates, sports grounds and playing fields.

Something like a revolution in the methods of grass cutting has been achieved by the makers of the famous Atco Motor Lawn Mowers. But they have not ceased to carry on their research on lawn maintenance nor to raise still further their high standards of design and production.

A new and extensive metal treatment and finishing plant has been added to the "Home of Atco" as a result of which 1939 Atco Motor Mowers are greatly improved in the appearance and durability of their finish. A specialised finish of Atco green is standardised, and is relieved, in the "Middleweight" and "Heavyweight" models, by chromium plating. In beauty of appearance and resistance to weather and working conditions, the 1939 models are the most handsome as well as the most advanced in the history of Motor Mowers.

For the coming season there are three ranges. The famous Atco "Lightweight"—the machine which has brought the benefits of motor mowing to countless small gardens—is retained with the same specification as last year. The new "Middleweight" range com-

prises a 14-inch model which, though principally for small and medium lawns, has certain features as well as the attractive finish of the larger area machines; a 17-inch and a 20-inch; and an entirely new production, the 28-inch model, which combines the advantages of a large area motor mower with a remarkably low figure of first cost and maintenance cost, and incorporates features of design which scientific and practical experience has confirmed as essentially sound.

Experience shows that on the rare occasions when it is desirable, heavy rolling needs a slow-moving heavy roller; that a heavy motor mower is too light and rapid for real heavy rolling and too heavy for mowing once or twice a week throughout the season. While the heavier models are necessary for certain classes of mowing, the **lighter wide-cutting model** is more generally needed.

In the new Atco 28-inch "Middleweight" this reasoning is carried into practice. An Atco-Villiers two-stroke engine is embodied with the following advantages. It produces its power at relatively low engine speeds. It transmits twice the number of power impulses, thus giving a smoother torque. It is lighter and more economical. Having less than half the working parts (none of which is exposed) it is more reliable, EASIER TO MAINTAIN and operate, and can be started by a simple foot starter.

As a result it has been possible to design a model—the new 28-inch "Middleweight"—which is capable of mowing areas up to \{ \} of an acre per hour on a very modest fuel con-

sumption, which is light and easily manœuvrable and can be started as simply as a 14-inch machine—and can be marketed at a very reasonable price.

The Atco "Middleweight" range will be of special interest to those responsible for the superfine cutting of Bowling Greens, Golf Greens, Croquet Lawns, Cricket Tables, etc. There is no longer justification for the conservative outlook of the greenkeeper who, formerly, feared to allow a power-driven unit on his greens. In support of the modern tendency in superfine cutting the manufacturers of the Atco Motor Mower will welcome the opportunity of producing the evidence of Atco users and independent fine-turf authorities, and of proving by demonstration that their claims for Atco Motor Mowing for the most superfine work are not only justified, but produce practical benefits. The "Middleweight" models, by reason of their comparatively light weight and extremely close cut, enable them to deal with undulatory areas. These factors are inclining Bowling Green and Golf Green authorities to take advantage more and more of Atco Motor Mowers for mechanising the endless job of mowing and light rolling greens. The saving in the maintenance bill is considerable, but even more important is the resultant ever-ready condition of closely cut greens.

It is hoped that others responsible for fine-mowing will communicate with the makers of Atco Motor Mowers for the purpose of examining the possibilities of labour-saving for their own particular needs.

The Atco "Heavyweight" range comprises the 24-inch, the 30-inch, and 36-inch models for large area work where rolling as well as cutting is required—in all of which the new finishing processes stand for a fine and durable appearance.

This is the most comprehensive range of motor mowers ever made available to lawn and estate owners. Each model is designed and built for its specific job. This catalogue has been planned to help you decide which model meets your requirements but, in addition, the advice of Atco Dealers and our Atco Depots (whose addresses are given at the end of this catalogue) is "at your service."

We should like you to turn to that page because it will enable you to realise the scope of the Service Facilities which are available to you as an Atco owner, wherever you may live. We hope you will join the ranks of satisfied Atco owners (now approaching 100,000 strong) and we shall not be surprised if you say afterwards (as so many people have done)—"Why didn't I own an Atco years ago!"

(at right) An Atco is easy to manœuvre in confined spaces.

(centre) A child can use an Atco—no special mechanical knowledge is required.

(at extreme right) Cutting grass is soon done with an Atco, leaving your man free to do the real gardening jobs.



GENERAL SPECIFICATIONS

The Atco "Standard of Construction" implies certain features inherent in every model, without which no motor mower can hope to give lasting high-class service:—

(1) Finest quality materials, tested in practice for their particular function, built by skilled and experienced

workmen with up-to-date plant and factory facilities.

(2) All-steel construction wherever feasible, incorporating the most effective and durable anti-rust treatment.

(3) Engine units are built and tuned specially for the conditions under which they will work, viz., mowing. The capacity is in accordance with the cutting width and weight of each model, and is in excess of that

necessary to propel the machine up any gradient where the rollers will grip.

(4) Controls.—Single-lever carburettors are fitted with strangler for starting from cold. A light clutch lever operates cone-type, fabric-lined clutches of ample dimensions giving POSITIVE control of the machine. These two controls are located on the tubular guiding handles, and come to hand naturally.

Ball Bearings.—All shafts run on highest quality, self-aligning ball bearings of generous dimensions, in

dust and dirt-proof housings.

(6) Cutters and bottom blade are unique in design and construction. The unit is built up by the Atco process, giving maximum possible resistance to wear and shock, and the blades are of the finest Sheffield composite steel-faced iron, rolled to Atco specification, hardened, tempered and accurately ground. An adjustable and detachable delivery plate enables the angle of "throw" of grass to be regulated.

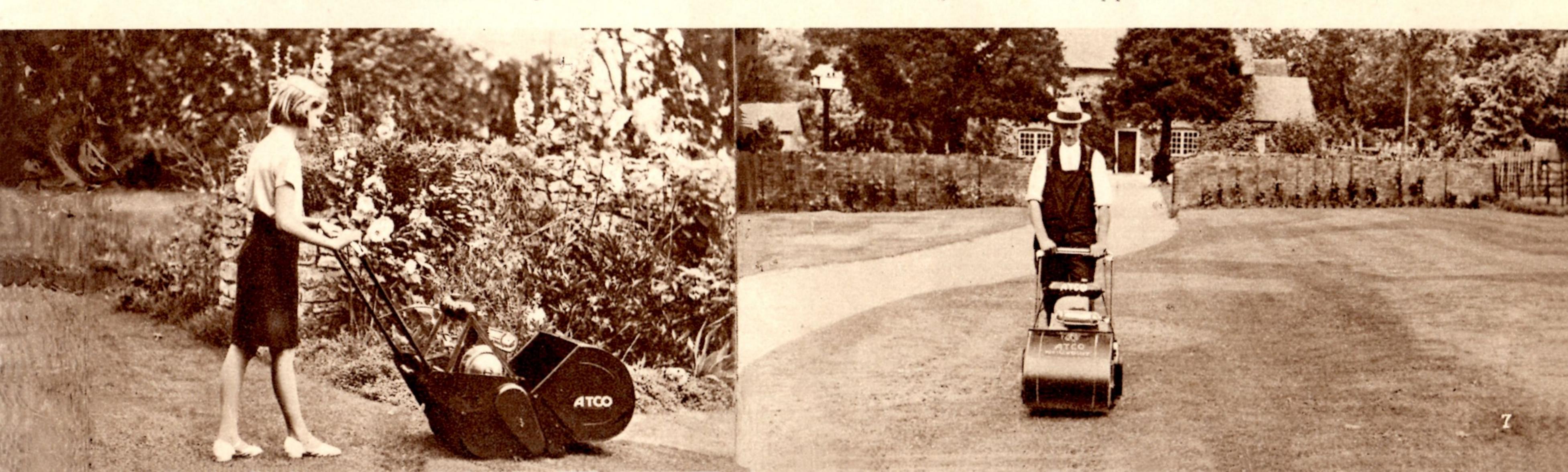
(7) Transmission is by Renold Roller Chains, through steel precision-cut chain wheels, no chain wheel having less than ten teeth. Chain cases are fitted, which are quickly detachable for inspection and

lubrication.

(8) Simple and positive adjustment is provided for front rollers, which controls the height to which the operator wishes to cut.

(9) Grass Boxes.—It is of importance to note that the design has been developed as a result of our own experience and that of our customers.

(10) Full kit of tools, including Instruction Book and Guarantee Register Card, supplied with each machine.





Mowing to tens of thousands of owners of quite small gardens. The smallest and lowest priced of the Atco range, it has the characteristics of the larger area machines—precision workmanship of the highest order and first-class materials. Like all Atcos, it is designed and built for its specific job—the mowing of smaller lawns, or confined areas of grass in larger gardens, where a push mower may at present be used.

It is very easy to handle. No mechanical knowledge is required. A simple foot-starter sets the engine in motion and when the clutch is let in the machine glides away on its job. You simply guide it.

The Atco "Lightweight" will mow up to 1,200 square yards (or nearly two tennis courts) per hour and can

GHMEGH

be housed in a small shed. Its twostroke l h.p. engine consumes only 3 of a pint of fuel per hour.

The enormous growth of Atco Motor Mowing in small gardens is due to the success of this famous model, which enjoys the largest sale of any type of motor mower in the world.

BRIEF SPECIFICATION.

Engine Unit.—Two-stroke Oilite bearings. 14 ins. Two-section mild steel rollers, incorporating efficient enclosed ratchet drive, giving smooth, easy Starter.-Foot turning under all conditions.

Cutter Unit.—Width 14 ins. Six blades. Frequency of cut, 0.76 in.

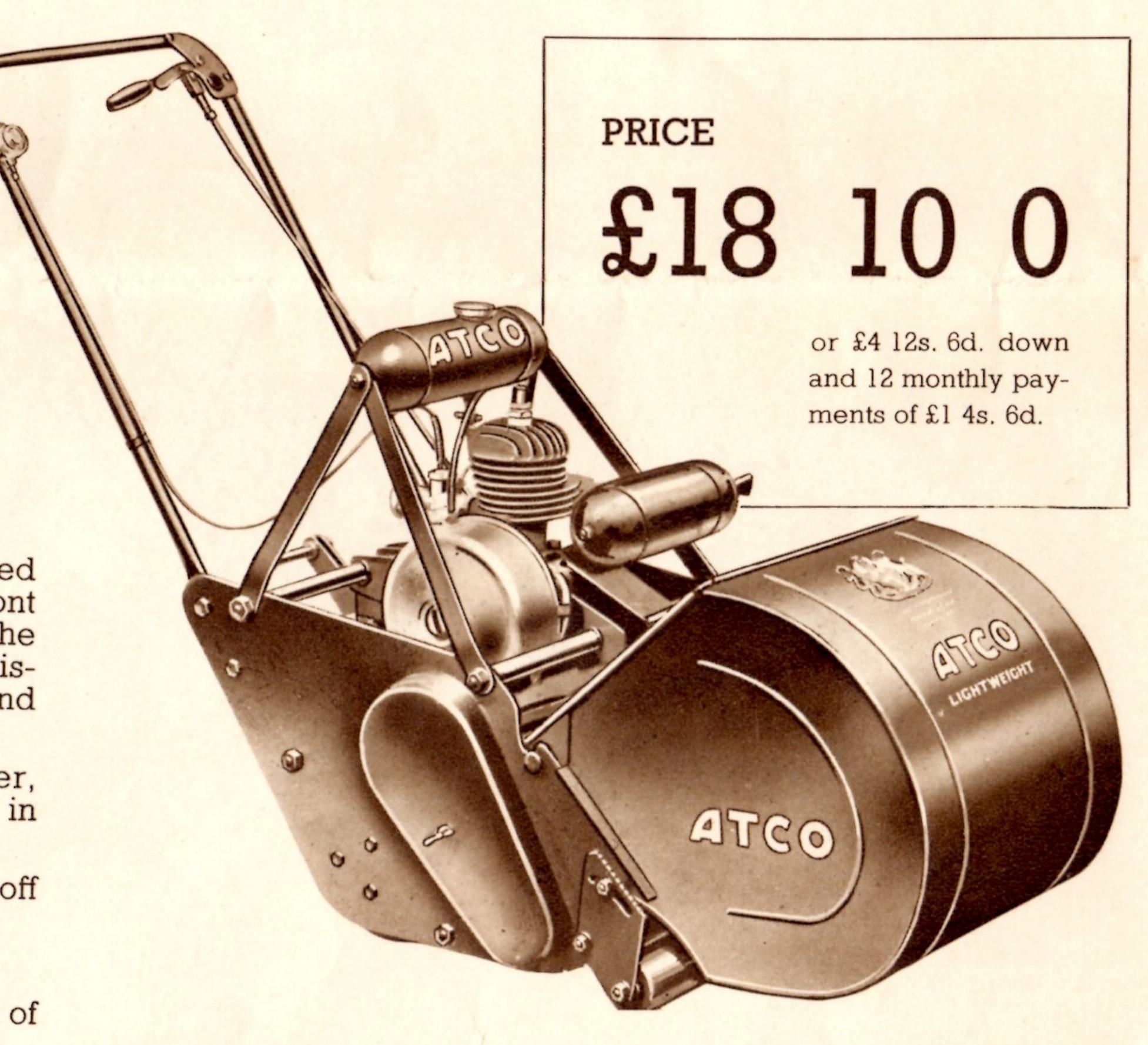
Front Roller Unit.—Two specially treated hard- Fuel Capacity .- 2 pints of wood rollers, mounted on Petroil.

Slotted 98 c.c. l h.p. Atco-Villiers. holes in adjustable front Rear Roller Unit .- Width roller brackets enable the unit to be rapidly dismantled for cleaning and additional lubrication.

> starter, simple and positive in action.

> Grass Box.—Atco lift-off type. Light and rigid.

Weight.—135 lbs.



The ATCO RANGE of MOTOR MC

ATCO'S ANNUAL SALES ARE GREATER TH.



14-inch "Lightweight"

The machine which has brought Atco Motor Mowing to countless owners of quite small gardens.

PRICE £18 ·10s.

or £4 12s. 6d. down and 12 monthly payments of £1 4s. 6d.

14-inch
" Middleweight"

Mows 1,200 sq. yds. or 1½ tennis courts per hour.

PRICE £23 10s.

or £5 17s. 6d. down and 12 monthly payments of £1 11s.

17-inch
" Middleweight"

Mows 1,850 sq. yds. or 2½ tennis courts per hour.

PRICE £32 10s.

or £8 2s. 6d. down and 12 monthly payments of £2 2s. 6d.

20-inch
" Middleweight"

Mows half an acre or 3½ tennis courts per hour.

PRICE £45

or £11 5s. down and 12 monthly payments of £2 19s. 6d.

28-inch
"Middleweig

Mows nearly an
6 tennis courts pe

or £16 17s. 6d. do 12 monthly payr £4 9s.

WERS - "A model for every grass mowing need"

AN THE COMBINED SALES OF ALL OTHERS



ht"
acre or
er hour.

own and nents of

In giving measurements of the areas for which various models are suitable we can only give a general guide.

Layout of the lawns, paths, etc., to be mown has an important bearing on the question, and the advice of Atco Dealers and our Atco Depots (addresses page 19) will willingly be given.

24-inch
"Heavyweight"

Mows three-quarters of an acre per hour.

PRICE £80

or £20 down and 12 monthly payments of £5 5s.

30-inch
"Heavyweight"

Mows an acre per hour.

PRICE £98

or £24 10s. down and 12 monthly payments of £6 8s. 6d.

36-inch

"Heavyweight"

Mows an acre and a

quarter per hour.

or £28 15s. down and 12 monthly payments of £7 11s.

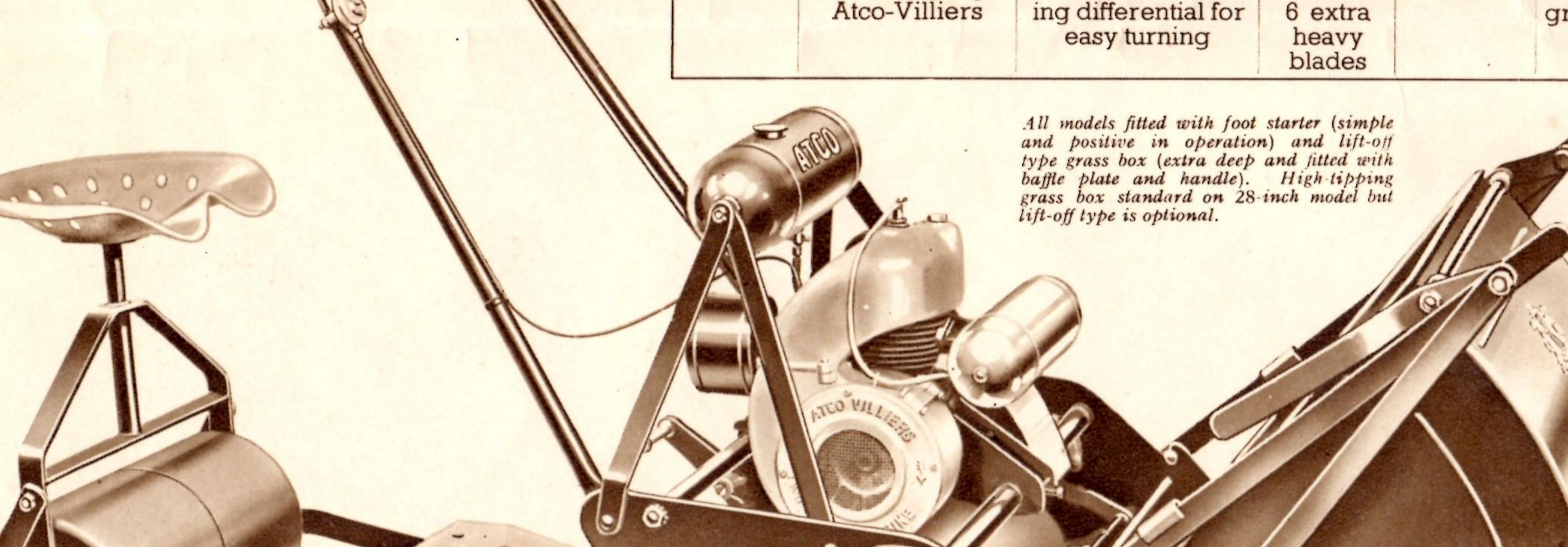
4160

Comparative Specifications "Middleweight"

Models

| Model | Engine Unit | Rear Roller Unit | Unit | of Cut | Weight | Capacity | Fuel Con- sumption |
|--------|---|--|--|----------|----------------------------------|---------------------|-----------------------|
| 14-in. | 2 stroke 98 c.c. l h.p. Atco-Villiers | 2 section all steel. Easy turn ratchet drive | Width 14 ins. 9 blades | 0.5 in. | 140 lbs. | 2 pints petroil | 3 pint per hour |
| 17-in. | 2 stroke 150 c.c. l½ h.p. Atco-Villiers | 2 section all steel. Easy turn ratchet drive | Width 17 ins. 9 blades | 0.5 in. | 170 lbs. | 3½ pints petroil | l pint per hour |
| 20-in. | 2 stroke 150 c.c. 1½ h.p. Atco-Villiers | 3 section all steel. Full self-lubricating differential for easy turning | Width 20 ins. 9 blades | 0.5 in. | 190 lbs. | 3½ pints petroil | l pints per hour |
| 28-in. | 2 stroke 250 c.c. 2½ h.p. Atco-Villiers | 3 section all steel. Full self-lubricating differential for easy turning | Width 28 ins. 6 extra heavy blades | 0.72 in. | 326 lbs. without grass box | 8 pints petroil | l pints per hour |

ATCO



PRICES

£23 10s. 14-in.

or £5 17s. 6d. down and 12 monthly payments of

17-in. £32 10s.

or £8 2s. 6d. down and 12 monthly payments of £2 2s. 6d.

20-in. £45

or £11 5s. down and 12 monthly payments of £2 19s. 6d.

(Suitable for drawing Atco Trailer Seat. For particulars see page 18.)

£67 10s. 28-in.

or £16 17s. 6d. down and 12 monthly payments of £4 9s.

MIDDLEWEIGHT

R A N G

THE ATCO "Middleweight" Range of motor lawn mowers is designed to cover the whole realm of grass cutting and each can be confidently considered the finest value for money obtainable. There is a model in this range to cover every size of lawn or sports field and every model is a perfect unit. All Atco "Middleweights" are fitted with two-stroke engines giving the maximum economy in operation and maintenance. The engine for each "Middleweight" model apart from being specially developed for the job of motor mowing is powerful enough to propel the size immediately larger, thereby ensuring that the engines are not overstressed. This results in a large reserve of power and the great length of life for which Atcos are famous.

The Atco "Middleweight" models are extremely attractive in appearance. The bright chromium plating of the silencer, handles and controls relieves the green enamel finish.

In the Atco "Middleweight" range are:-

The 14-inch "Middleweight" for any area of lawn up

to 1½ tennis courts.

The 17-inch "Middleweight," which, apart from 3 in. extra width of cut, has a number of additional features to the 14-inch model and will mow up to $2\frac{1}{2}$ tennis courts per hour.

The 20-inch "Middleweight" which meets the needs of all areas between medium and really extensive. It will mow approximately 3½ tennis courts per hour.

The 28-inch "Middleweight" which is a large area machine at a very reasonable price and offers great economy in upkeep. It will mow approximately 6 tennis courts per hour.





THESE MODELS comprise the Atco "Heavyweight" range. They are the outcome of the world's widest experience in making and servicing these specialised types for extensive areas and they are essentially machines for rolling as well as cutting.

Atco "Heavyweight" are fitted with Atco-Jap four-stroke engines, equipped with mechanical oil pump, Amal carburettor and Wico magneto with fan and cowl-cooling equipment. The rear roller unit comprises three-section cast-iron rollers incorporating full differential drive for easy turning. Cutter units are made up of 6 extra heavy blades and extra heavy bottom blade. A cutter release enables the machine to be driven without the cutter revolving. The front roller unit comprises 5 cast-iron rollers machined all over and mounted on hollow shafts, lubricated by pressure gun. Starting is by geared handle starter with exhaust-lifting lever. The grass box is of the Atco tipping design, carried on extended arms. Lubrication of bearings is by pressure gun.

Finish.—These models are beautifully finished in Atco Green and Gold. Chromium plating is made use of in many places including the exhaust pipe, handles and controls, and greatly improves the appearance of these handsome machines.

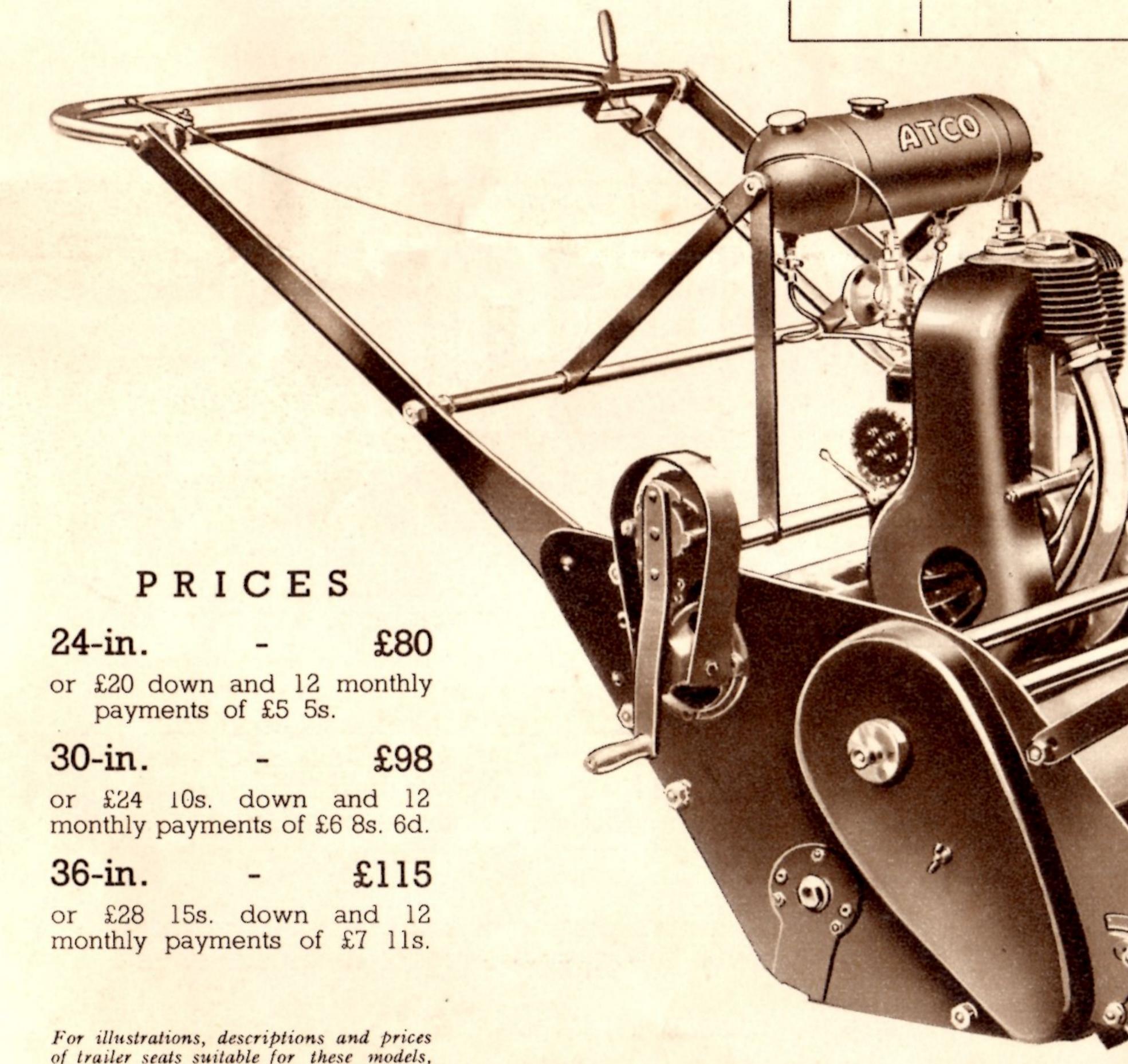
The Atco 24-inch is the first of the Atco "Heavyweights" for extensive areas. It will mow up to \(\frac{3}{4} \) of an acre per hour.

The Atco 30-inch "Heavyweight" is the model most frequently selected for large estates, cricket, football and hockey grounds, etc., and for playing fields where from 3 to 7 or more acres are to be mown. It will mow up to an acre per hour.

The Atco 36-inch "Heavyweight" has the capacity for even more extensive areas and will mow up to an acre and a quarter per hour.

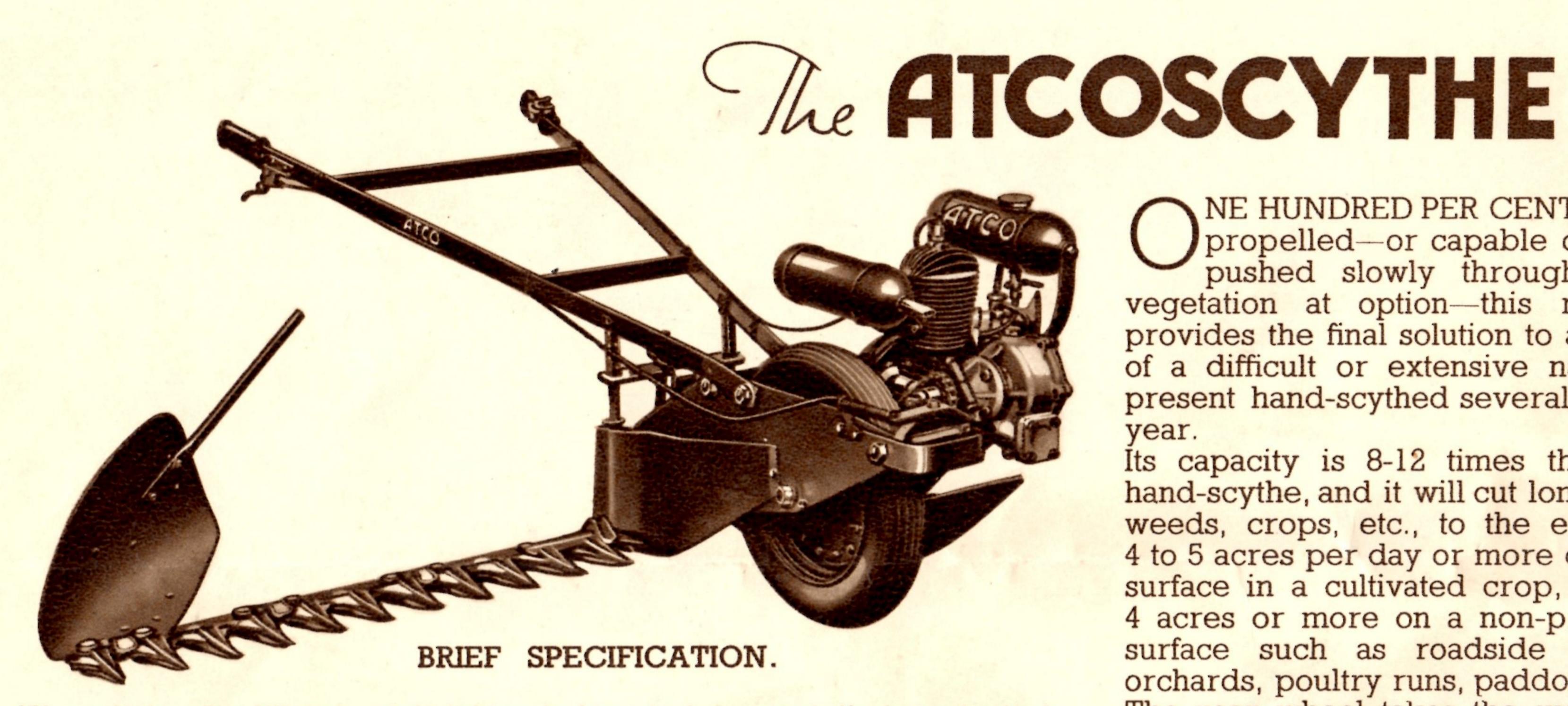
Comparative Specifications—"Heavyweight" Models

| Model | Engine Unit | Width of Rear Rollers | Width of Cutters | Frequency of Cut | Weight | Fuel Capacity | Fuel Consump- tion |
|--------|--------------------------------------|--------------------------|---------------------|---------------------|----------|----------------------------|--------------------------------|
| 24-in. | 4 stroke 350 c.c. 3½ h.p. Atco-Jap | 24 ins. | 24 ins. | 0.72 in. | 425 lbs. | 6 pints petrol | l pints petrol per hour |
| 30-in. | 4 stroke 600 c.c. 6 h.p. Atco-Jap | 30 ins. | 30 ins. | 0.78 in. | 700 lbs. | 7 pints petrol l pints oil | 2 pints petrol per hour |
| 36-in. | 4 stroke 600 c.c. 6 h.p. Atco-Jap | 36 ins. | 36 ins. | 0.78 in. | 750 lbs. | 7 pints petrol l pints oil | 2½ pints petrol per hour |



For illustrations, descriptions and prices of trailer seats suitable for these models, see page 18. Extra for water-cooled Atco-Jap engine with fan and radiator, £35.

15



150 c.c. la h.p. Atco-Villiers engine drives the reaper bar at correct relative speed through a belt which acts as a shock minimiser should stones. etc., be struck; and also, through a worm reduction gear box clutch and roller

chain, it drives the front wheel which is fitted with a pneumatic tyre. One of the most remarkable labour-saving machines of recent years, the Atcoscythe is supplied complete with efficient swath-turner and one

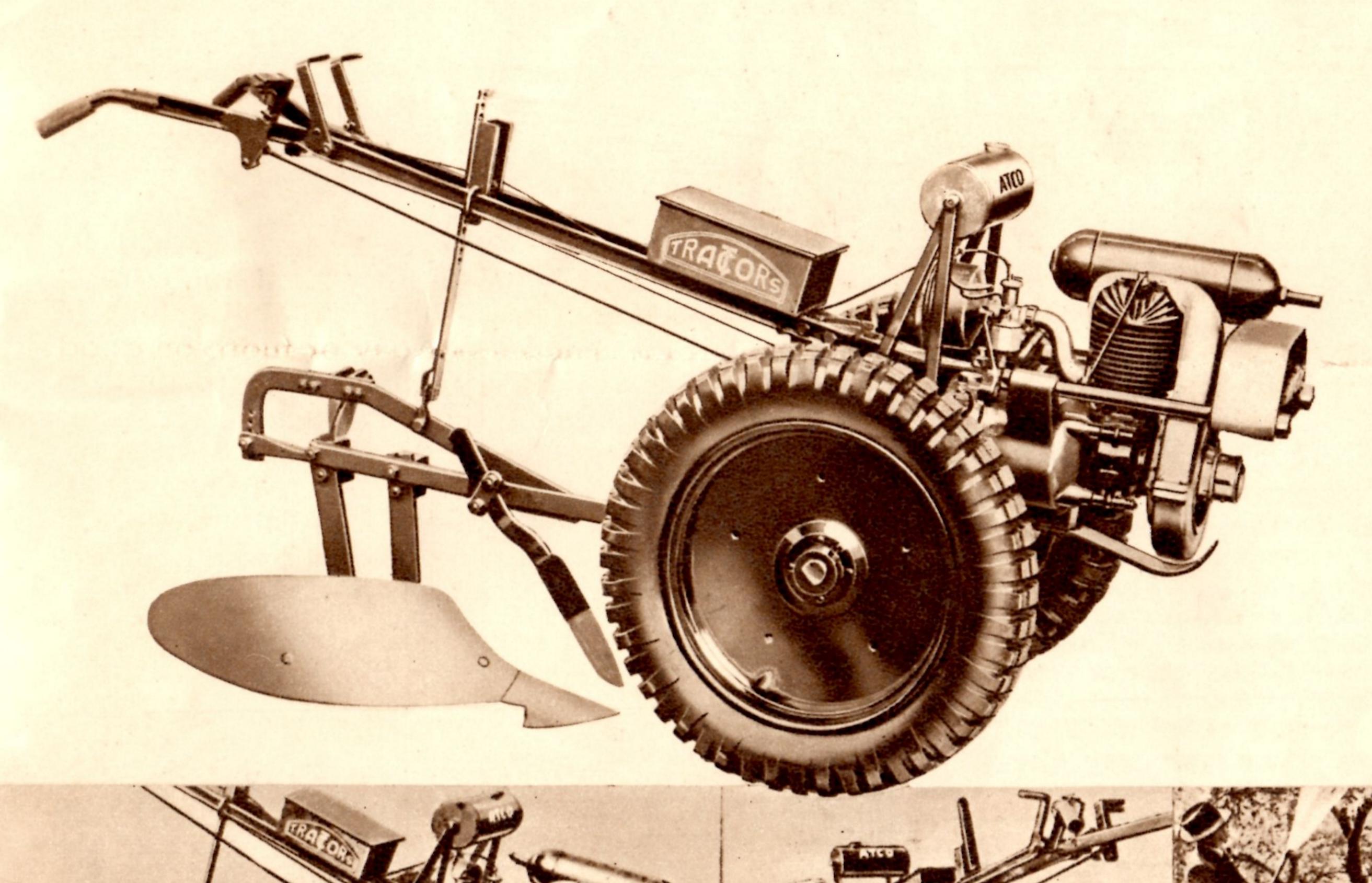
spare knife, instruction book and tool kit. Detailed catalogues and prices will be sent and demonstrations gladly arranged on application to our Sales/Service Depots (addresses, see inside back cover).

NE HUNDRED PER CENT. power propelled—or capable of being pushed slowly through dense vegetation at option—this machine provides the final solution to all work of a difficult or extensive nature at present hand-scythed several times a year.

Its capacity is 8-12 times that of a hand-scythe, and it will cut long grass, weeds, crops, etc., to the extent of 4 to 5 acres per day or more on good surface in a cultivated crop, or 3 to 4 acres or more on a non-prepared surface such as roadside verges, orchards, poultry runs, paddocks, etc. The rear wheel takes the weight off the operator's hands, and also counteracts the drag of the reaper bar, so that normally only guiding is necessary.



The ATCO TRACTOR



THIS TWO-WHEELED, multipurpose Tractor has been designed for use by the farmer, fruit grower and market gardener, together with owners of private estates, and is capable of doing work for which two horses are used, and many other stationary jobs besides. To those interested we shall be glad to send a separate catalogue, dealing with the countless functions of this remarkable machine, which should be investigated by all who have any considerable extent of agricultural, park land, gardens, etc., under their control.

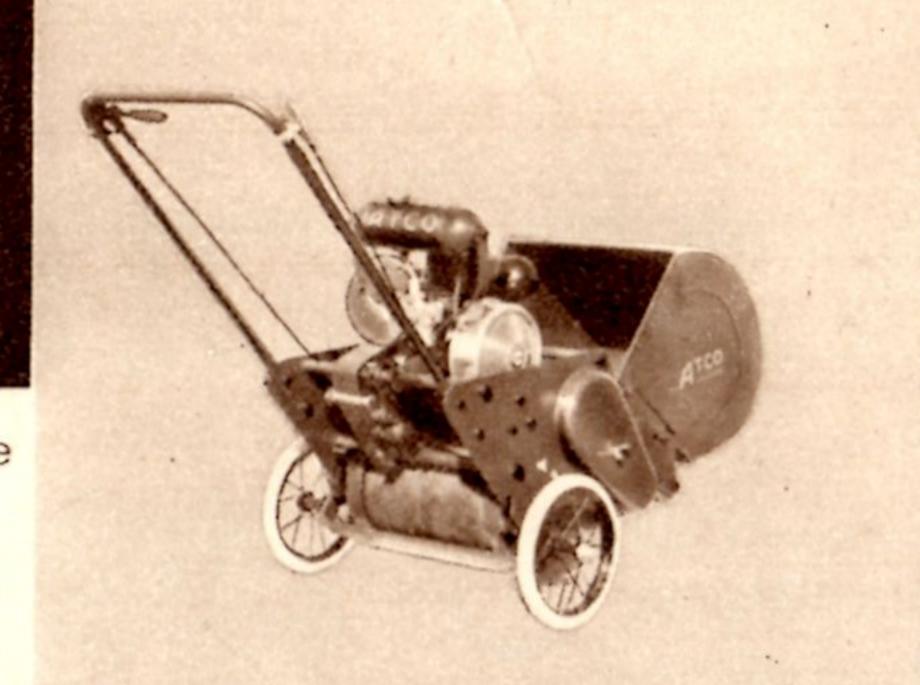
Our Atco Sales/Service Depots will be pleased to arrange for those interested to attend one of the demonstrations which are being carried out continually throughout the country, or, in the case of an intending purchaser, to demonstrate the machine and its various functions on his property.

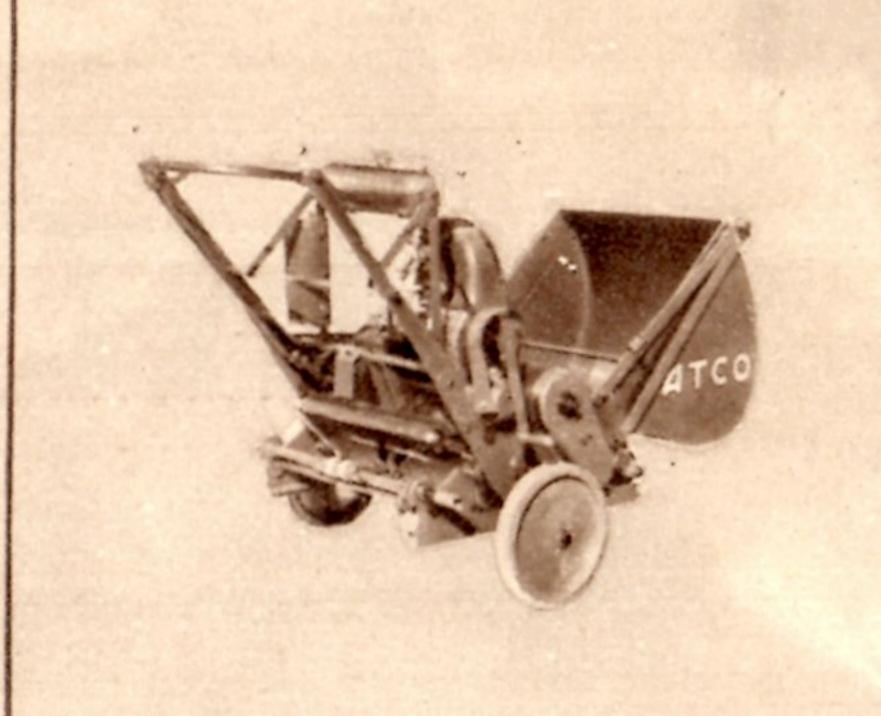
No effort, money, or research has been spared in making this product the finest of its kind yet produced. Full particulars and prices on application.

ATCO ACCESSORIES

TRANSPORTING CARRIERS WITH RUBBER TYRES.—For use where the Atco has to be moved over rough ground, yards, drives, roads, cobblestones, etc.

| | | | | | Cash | n Pric | ce |
|--------|------------|--------|------------|--------|------|--------|----|
| | Cash Price | | Cash Price | 24-in. | 8 | 0 0 |) |
| 14-in. | 1 10 0 | 20-in. | 3 10 0 | 30-in. | 10 | 0 0 |) |
| 17-in. | 2 10 0 | 28-in. | 5 10 0 | 36-in. | 12 | 0 0 |) |



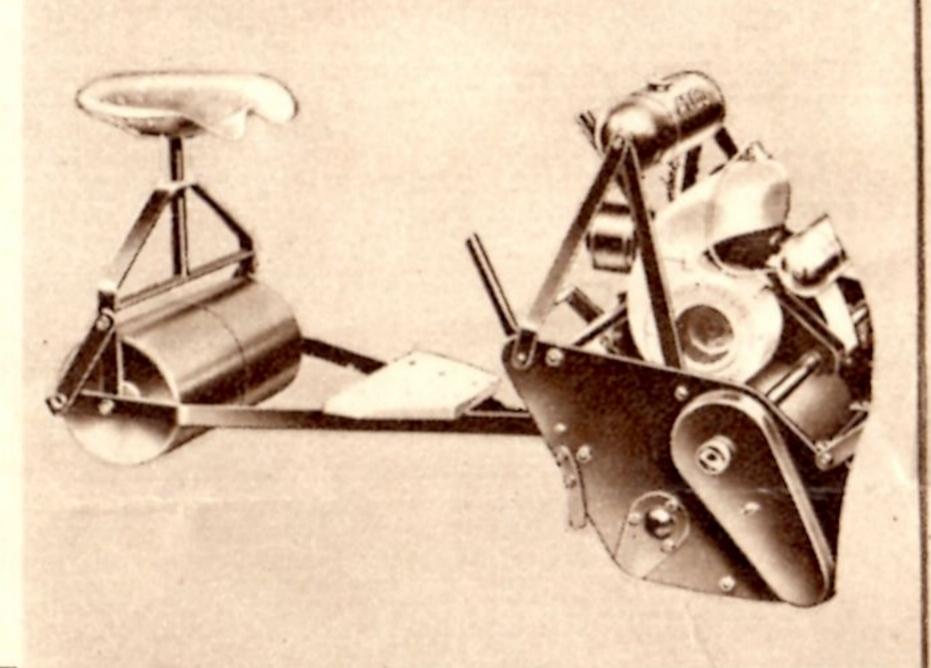


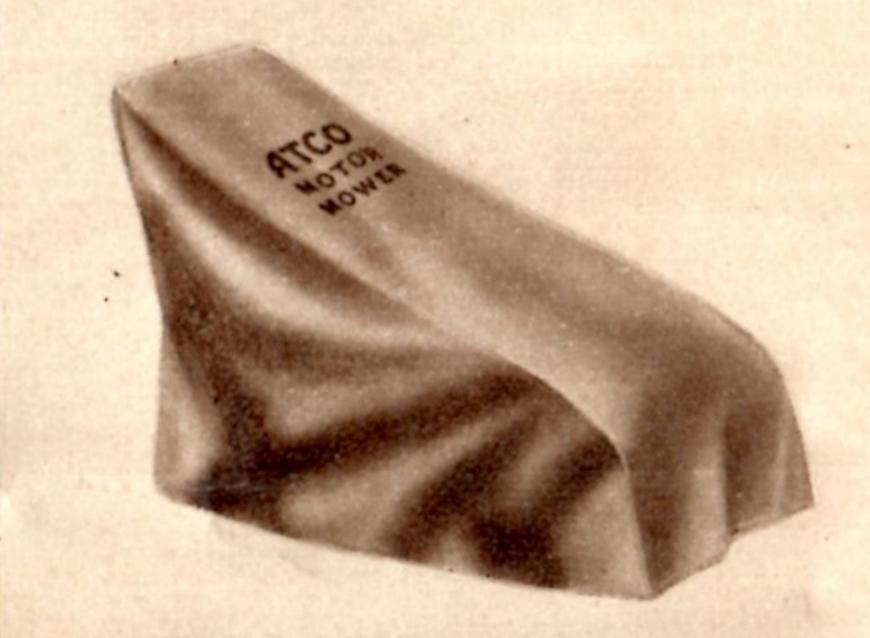
TRAILER SEAT ATTACHMENTS

Recommended for use with 24-in., 28-in., 30-in. and 36-in. models on all straightforward work. Easily attached and detached.

Cash Price £6 10 0

| | OFED | CANVAS | MO Cash | | RS |
|-----|----------|--------|------------|----|----|
| For | 14-in. 1 | model | £1 | 2 | 6 |
| For | 17-in. 1 | model | £1 | 7 | 6 |
| For | 20-in. 1 | model | £1 | 12 | 6 |
| For | 28-in. 1 | model | £2 | 12 | 6 |
| For | 24-in. r | model | £2 | 5 | 0 |
| For | 30-in. 1 | model | £3 | 0 | 0 |
| For | 36-in. 1 | model | £3 | 10 | 0 |
| | | | | | |





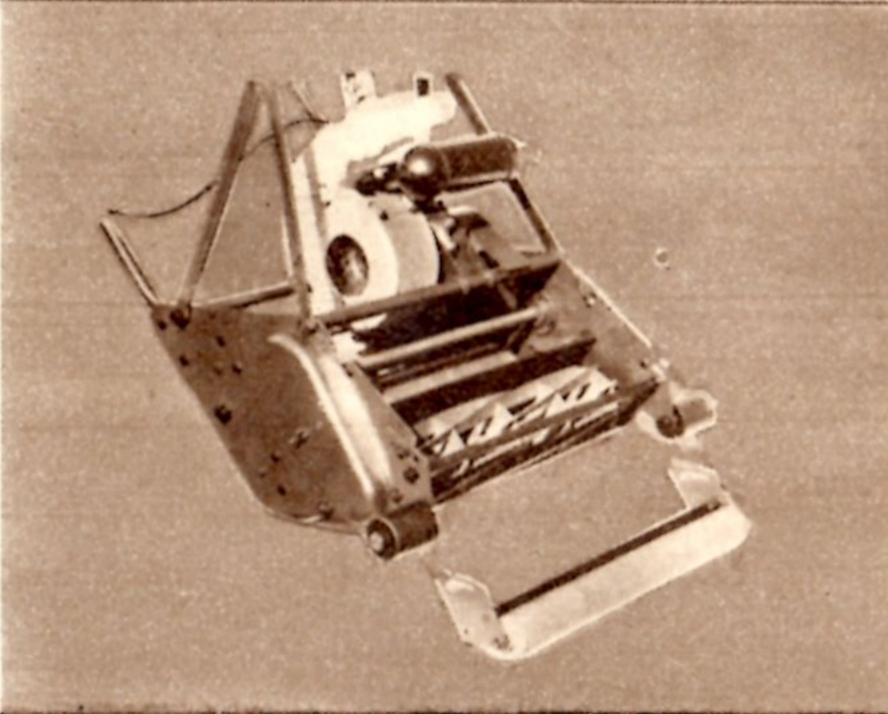
SIDE FRONT ROLLERS

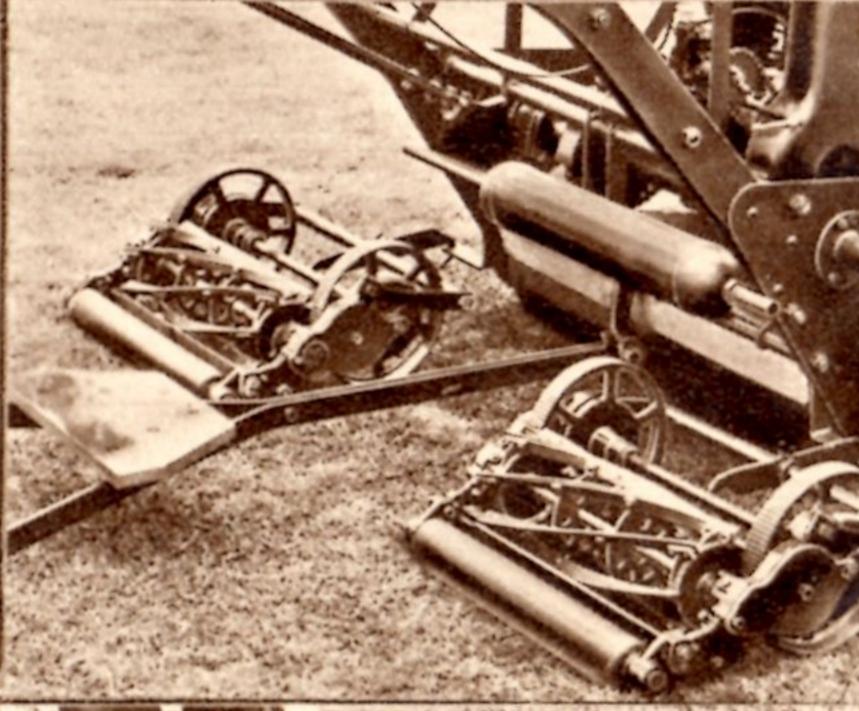
| | | Cash Price | | |
|--------|---------|------------|----|---|
| 14-in. | Per set | £1 | 5 | 0 |
| 17-in. | ,, | £1 | 10 | 0 |
| 20-in. | , , | £2 | 0 | 0 |
| 28-in. | , , | £3 | 5 | 0 |
| 24-in. | , , | £3 | 0 | 0 |
| 30-in. | ,, | £3 | 10 | 0 |
| 36-in. | , , | £4 | 0 | 0 |
| | | | | |

WIDECUT TRAILER UNITS

Designed economically to increase the cutting area of the larger models, viz., 30-in. and 36-in. by 2 ft. 6 ins. each (without collecting grass). Fixed to the frame of the mower on either side, they are free to follow the movements of the machine.

Cash Price per set £24 10 0





ATCO BENTSCYTHE

For use when bents, daisy and dandelion heads or plantain stalks stand in the path of the mower and are not cut. The Atco Bentscythe, which has a 9 ft. sweep, will rid a freshly-cut lawn of these ugly growths in a few minutes, obviating the labour of clipping each individual stalk with shears or scissors.

Cash Price 17s. 6d.

18

ATCO LAWN EDGE TRIMMER

This handy tool, fitted with a detachable trough for collecting the grass clippings, enables this tedious job to be done quickly and efficiently

Cash Price £2 0 0





ATCO NATION-WIDE SERVICE FACILITIES

Addresses and phone numbers of the Atco Service Depots, comprising the unique organisation at the service of all Atco users, are listed below.

Adequate stocks of replacement parts, including sets of exchange cutters, are carried at each Depot, to meet the normal requirements of the Atcos in use in the territory covered by any particular Depot.

All instructions and enquiries should be sent direct to the Atco Depot concerned, and not to our Head Office. The personnel at Atco Depots is encouraged to co-operate cheerfully and enthusiastically with Atco users and Dealers in overcoming difficulties, and ensuring the efficient execution of all repairs and supplies of replacements, etc.

LONDON: Atco Depot, Progress Way, Croydon. Telephone: Croydon 3471.

CAMBRIDGE: Hills Road. Telephone: Cambridge 87462.

BIRMINGHAM: Atco Dept., Whitworth Works, Birmingham 9. Telephone: Victoria 2524 (4 lines).

NEWPORT, MON.: 419 Chepstow Road. Telephone: 3470.

ORMSKIRK, LANCS.: County Road. Telephone: 239.

SHEFFIELD: Rotherham Road, Eckington. Telephone: Eckington 73.

DARLINGTON: 396 North Road. Telephone: 2671. EXETER: Alphington. Telephone: 3882.

READING: 106 Bath Road, Calcot. Telephone: 3443.

GLASGOW: Kilmarnock Road, Newton Mearns. Telephone: Newton Mearns 2502.

And at BELFAST and DUBLIN.

GUARANTEE

For a period of twelve months from date of the dealer's sale, we undertake to make good or replace free of charge any part of our manufacture which may prove to be defective through faulty material or workmanship, provided same is returned carriage paid to our nearest depot, and the failure is found to be due to either of these causes.

All other conditions, warranties, or liabilities whatsoever, whether statutory or otherwise, are excluded. We do not authorise any of our agents or representatives to advertise, incur any debts, or transact any business whatsoever on our account, otherwise than the sale of goods, nor are they authorised to give any warranty or make any representation on our behalf other than those contained in our form of guarantee.

It must be understood that in the event of our representatives being summoned for adjustment or other items which occur in the running of any machine, and where there is no question of defective material or workmanship, a charge has to be made to cover the cost. The fullest instruction and hints are given in the Instruction Books issued with each new machine, and our Sales/Service Depots are always ready and anxious to suggest what should be done if the symptoms are explained over the telephone or by letter.

TERMS OF BUSINESS

ACCOUNTS.—The prices of new machines and accessories are net. Accounts for spares and repairs are strictly net and are payable during the month following the date of invoice of the goods.

CARRIAGE.—New machines are normally delivered free. Accessories, spares and replacements supplied other than with new machines are charged carriage extra.

DELIVERY.—No liability can be accepted for loss caused through delay, and the right is reserved to suspend delivery so long as payment for goods previously invoiced is in arrear.

Terms, Specifications and Prices subject to alteration without notice.

CHARLES H. PUGH, LTD., WHITWORTH WORKS, BIRMINGHAM, 9. ESTABLISHED 82 YEARS.

Telephone: VICTORIA 2524 (4 lines).

Telegrams: ACCURACY, B'HAM.

Printed in Great Britain.

