

**THE LANCASHIRE  
Motor & Engineering CO., LTD.**  
COUNTY GARAGE, PRESTON.

**STAND No. 29, CITY HALL, MANCHESTER.**

Owing to the Exhibition Buildings, Rusholme, having been burnt down, we are only able to show Three Models on our Stand at the City Hall, namely:—

**10-16 H.P. STOEWER**, fitted with English Four-seater torpedo body, hood, screen, five detachable wheels—**£340**

**10-16 H.P. STOEWER**, fitted with standard torpedo body, hood, screen, five detachable wheels—**£310.**

**10-16 H.P. STOEWER**, fitted with English two-seater body, hood, screen **£310.**

Sole Lancashire and Cheshire Agents for S.C.A.R. CARS.

Lancashire, Cheshire, Yorkshire, and Derbyshire Agents for OPEL CARS.

Preston and Fylde Agents for SINGER LIGHT CARS.

OWING TO SHORTAGE OF SPACE WE HAVE BEEN UNABLE TO SHOW ANY OF THESE MAKES, BUT TRIAL RUNS CAN BE ARRANGED AT THE STAND. OUR MESSRS. A. GILCHRIST AND E. LATHAM WILL BE IN ATTENDANCE DURING THE SHOW AT THIS STAND.

**NORTH OF ENGLAND  
MOTOR EXHIBITION**

CITY HALL, MANCHESTER.  
JANUARY 9th to 17th, 1914.

THIRD ARTICLE.—By J. P. Holland.

If there is one state in the National Anthem which finds more favour than another among motorists, it is "confound their politics." The motor car has no concern with party politics. No matter how a man can be disposed to vote, the motor car will carry him to the polling booth and bring him home again. And if every woman in the country had a vote too, and preferred to ride before and after casting her ballot, the motor car would be just as ready to convey her as it has done the anti-suffragist. But this ideal impartiality has proved no safeguard against the modern Petroleuse. The Exhibition building at Rusholme, Manchester, where the North of England Show was held to open January 9th, is a heap of charred ruins. And the exhibitors have perforce been obliged to content themselves with the City Hall in Knot Mill, where the floor space is much

into a miniature annex to the show, having on exhibition those models of cars originally intended to be exhibited at Rusholme, but for which it will be impossible to find room at the City Hall. The visitor to Manchester, therefore, will have no reason to complain that there is nothing to repay him for his journey, since in addition to the official show at Knot Mill, he may find dozens of smaller shows along Deansgate or within a half mile radius of the Exhibition itself.

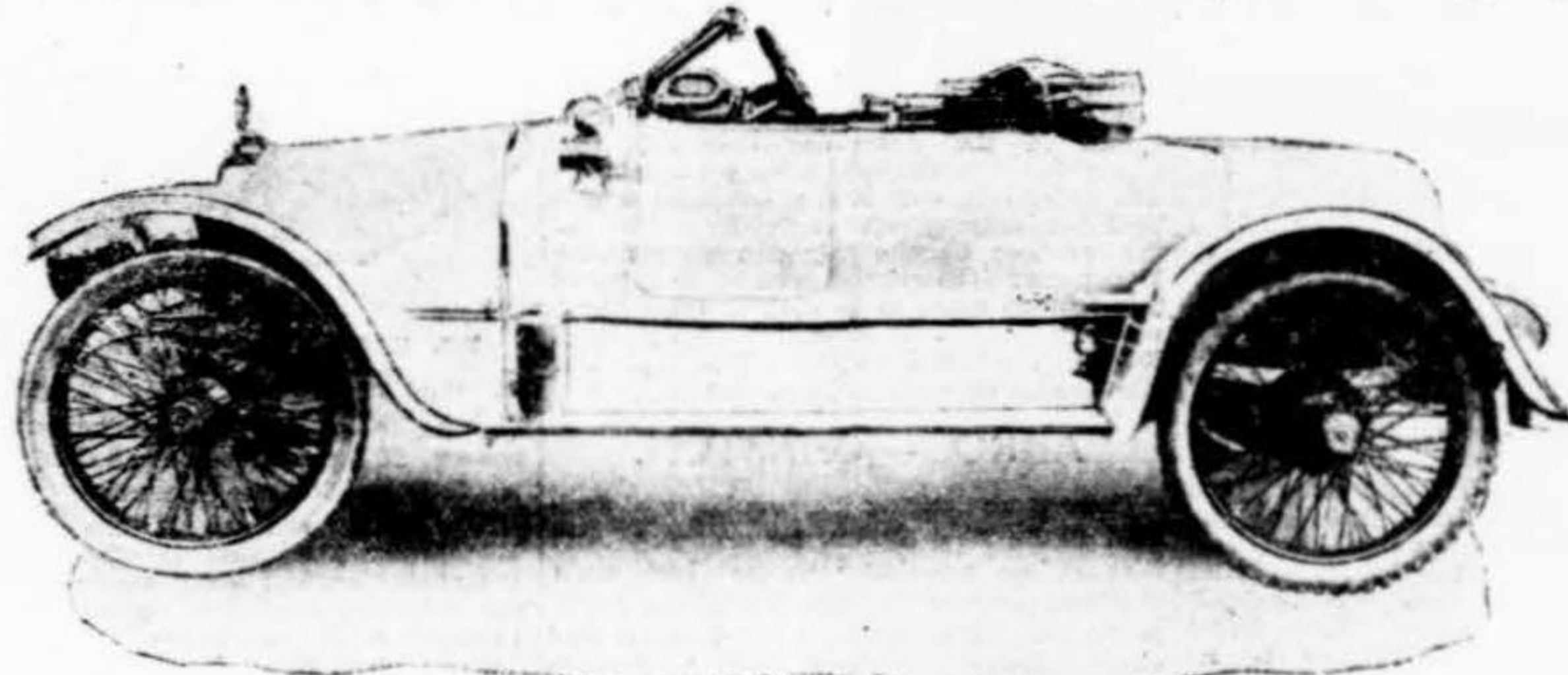
A COMPOSITE EXHIBITION. There is a diversity of opinion as to the advisability of holding another show so soon after Olympia. But in this the supporters of the show idea have many arguments in their favour. In the first place the Olympia Show is largely, almost over-whelmingly, a show for agents. Except for a few firms, the actual sales to individuals

should be a great educational factor to the ever widening circle of motor car owners.

MANY REFINEMENTS.

Speaking generally, the impression conveyed by the cars selected for exhibition shows no depreciation in the public taste for high class cars. The best is none too good for the modern motorist, hence the evidence of refinement upon refinement in the highest grade of cars, and improvement on improvement on the lower grades. Even the very lowest priced, meant for the million, possess refinements which would have been classified as "de luxe" only a year or two ago. While this is the case the visitor to the Manchester Show will find plenty to repay him without worrying over the antics of malignant suffragettes.

The Northern Show opened yesterday (Friday), and will continue to Saturday of



SMART SPORTING MODEL BY THE SIR W. C. ARMSTRONG-WHITWORTH CO.

more restricted, and where scarcely more than half the exhibits originally intended can be shown. Hence the popularity of "confound their politics" in Manchester for the next eight days.

MANCHESTER'S ATTRACTIONS.

But it will take more than a few firebrand females to hamper the forward movement of the motor car. With regard to this particular outrage, it is questionable whether or not it is a blessing in disguise. For there were many who, after last year's double-barrel experiment, had almost come to the conclusion that a motor show in Manchester might be discontinued, but who, in consequence of this action of the female fanatics will put aside their previous notions and do all in their power to make the show a big success. Every agency and depot in Cottonopolis will constitute itself

at Olympia would scarcely pay for the cost of exhibiting. The great bulk of sales effected during the show are to agents, who in turn must look to their individual clientele for the ultimate purchases. The public at large have no means of ascertaining which cars have found most favour with agents so far as any indication forthcoming at Olympia. Provincial buyers in this respect are more favoured than their London brethren. They at least are soon notified which cars their local agents have selected for the coming season and the reasons for such selection. At Manchester, however, the North of England Show will afford an opportunity for a composite exhibition of the agents' first choice of cars. And inasmuch as the general public must necessarily take its cue from the expert knowledge of the agents, this North of England Show

MORE EXHIBITS.

DARRACQ.—Stand 46.

On Stand No. 46 Messrs. R. H. Carlisle and Co., Ltd., 188, Deansgate, Manchester, are showing the 16 h.p. worm drive Darracq chassis by Owen Clegg, and a standard five-seater torpedo on the 16 h.p. chassis, complete with one-man hood, screen, C.A.V. dynamo lighting set with five lamps, detachable wheels, and spare wheel, four plain and one s.s. tyre, horn, pump, jack and tool outfit, £375 complete.

Motorists who carefully examine the new 16 h.p. Darracq chassis are apt to wonder how a car of so high a grade can be produced at the price. The reason is quite evident

(Continued on Next Page.)

**DARRACQ  
CARS for 1914.**

Highest Grade at a Moderate Price.

"KING OF ITS CLASS."

16 h.p. (85 x 130) Model de luxe, with London built 5 Seated Body, One man Hood, Windscreen, C.A.V. Electric Lighting Set with 5 Lamps, Detachable Wheels with Spare Wheel and Tyre, Tools, Pump, Jack and Horn, Worm Driven Rear Axle. .... Ready for the Road **£375**

16 h.p. (85 x 130) with London built 5 Seated Body, and all accessories as above, Bevel Driven Rear Axle. .... Ready for the Road **£350**

12 h.p. (75 x 120) with London built 4 Seated Body, Cape Hood, Windscreen, C. A. V. Electric Lighting Set, with Five Lamps, Detachable Wheels, with Spare Wheel and Tyre, Tools, Pump, Jack, and Horn, Bevel Driven Rear Axle. Ready for the Road ..... **£310**

The Motor, October 14th, says:—

"We have rarely met with a model on which such careful attention has been paid to all those details likely to interest the fastidious driver. —It marks the entire breaking away from the older design."

The Manchester Daily Despatch, Oct. 16, says:—

"After testing, during the last six months, practically every well known make of car under 20 h.p., I have no hesitation in saying that the Poppet valve Darracq is the King of its class."

SOLE DISTRIBUTING AGENTS—

Lancashire, Cheshire, Shropshire, North Wales, Westmoreland, and Cumberland,

**R. H. Carlisle & Co., Ltd.,**  
188, DEANSGATE, MANCHESTER.

Our Representatives will be in attendance at

**Stand 46,**

**NORTH OF ENGLAND SHOW,  
CITY HALL, MANCHESTER.**

**Rudge - Whitworth  
Detachable Wire Wheel**

The Strongest  
and Simplest  
part of the Car.



THE NEW LOCK NUT.

Wire Wheel Catalogue post free from  
**Rudge-Whitworth, Ltd.,**  
Dept. 450, Coventry.

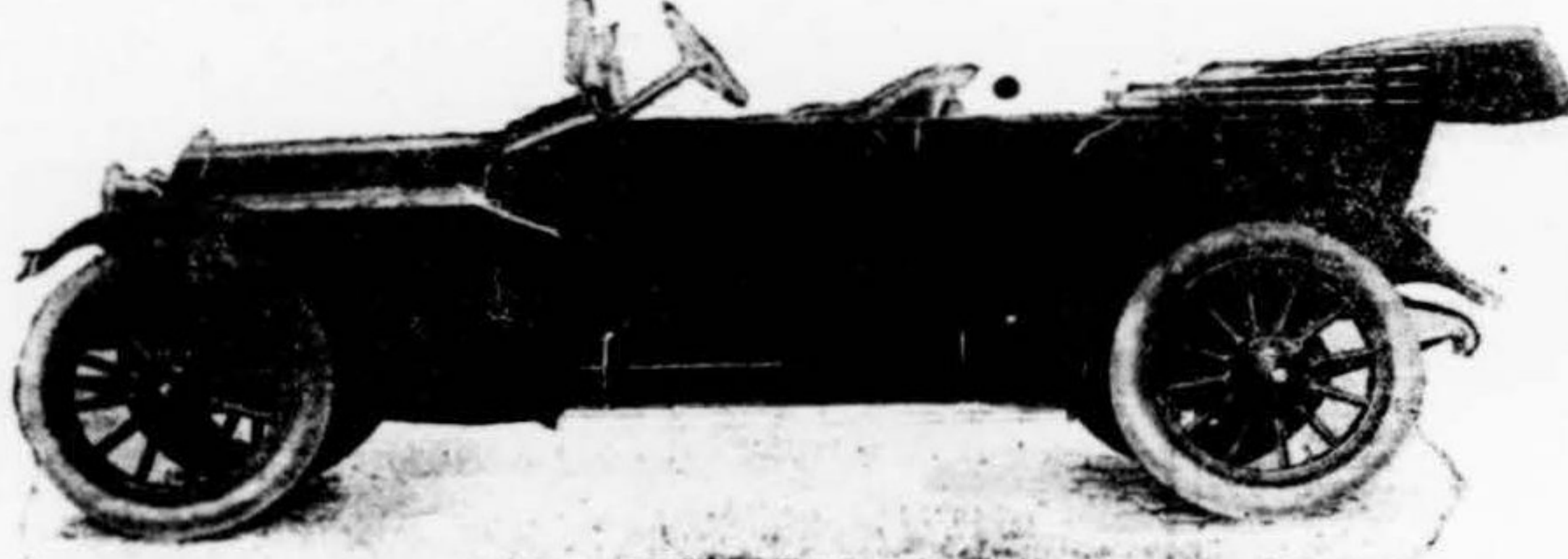
**ECONOMICAL MOTORING.**



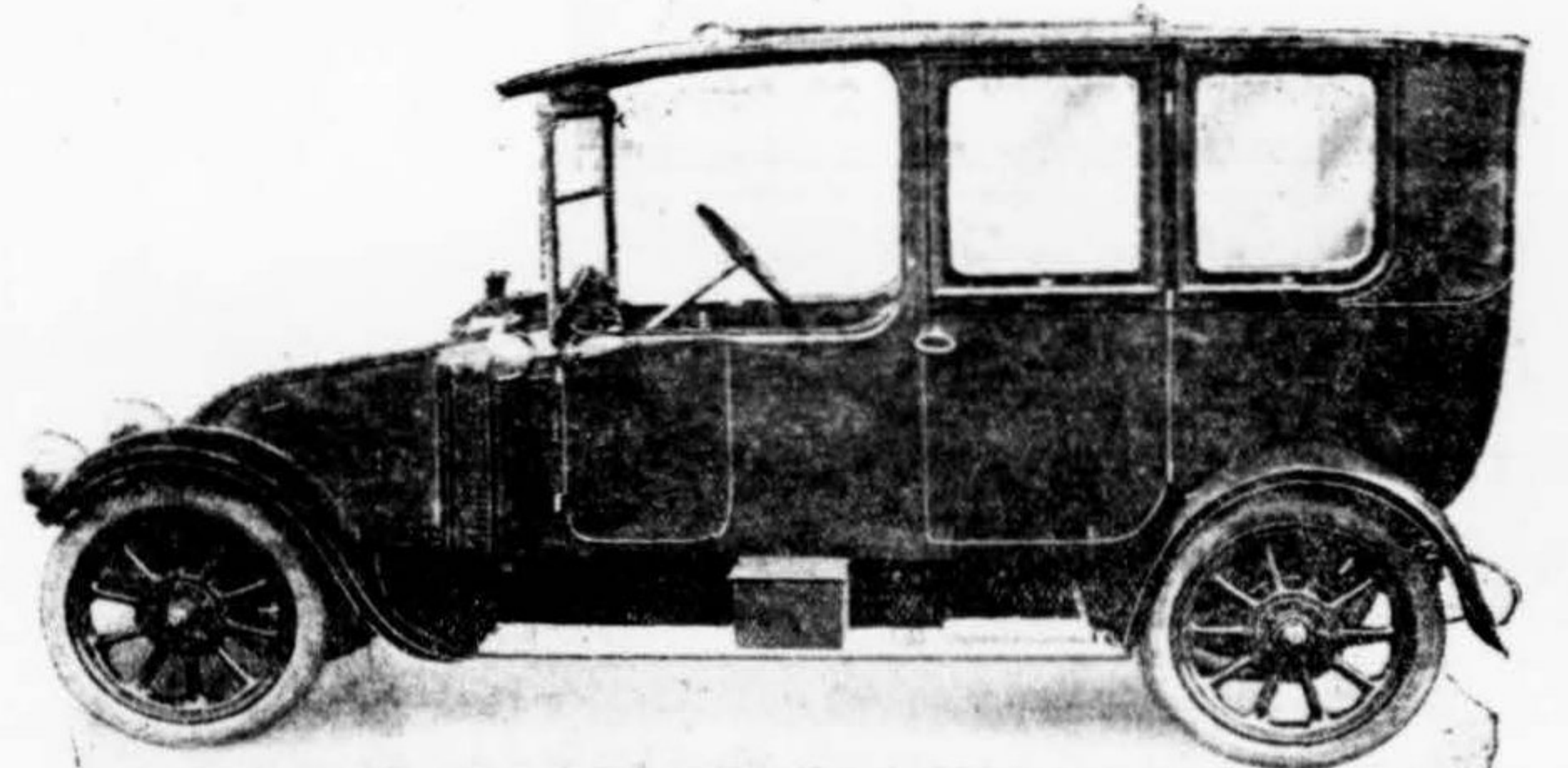
**FORD £135.**

FRANCES MOTORS Ltd. make economical motoring a live thing instead of a dead phrase. Our 1914 Programme consists of the Ford, the most serviceable car extant; the Overland, with engine starter, and lighting installation (no more completely equipped standard car in the show) and the Bayard, King of small cars, and Star, the sturdy British car.

Stand No. 69.  
CITY HALL, January 9th to 17th, 1914



**OVERLAND £275.**



**BAYARD, SELF-STARTING AND LIGHTING.**



**STAR 350 Gns.**

TELEPHONE 5060 CITY.

TELEGRAMS:  
FRANCOC, MANCHESTER.

**FRANCES**  
MOTORS LTD.

2-10, ST MARY'S STREET,

DEANSGATE,  
MANCHESTER.