

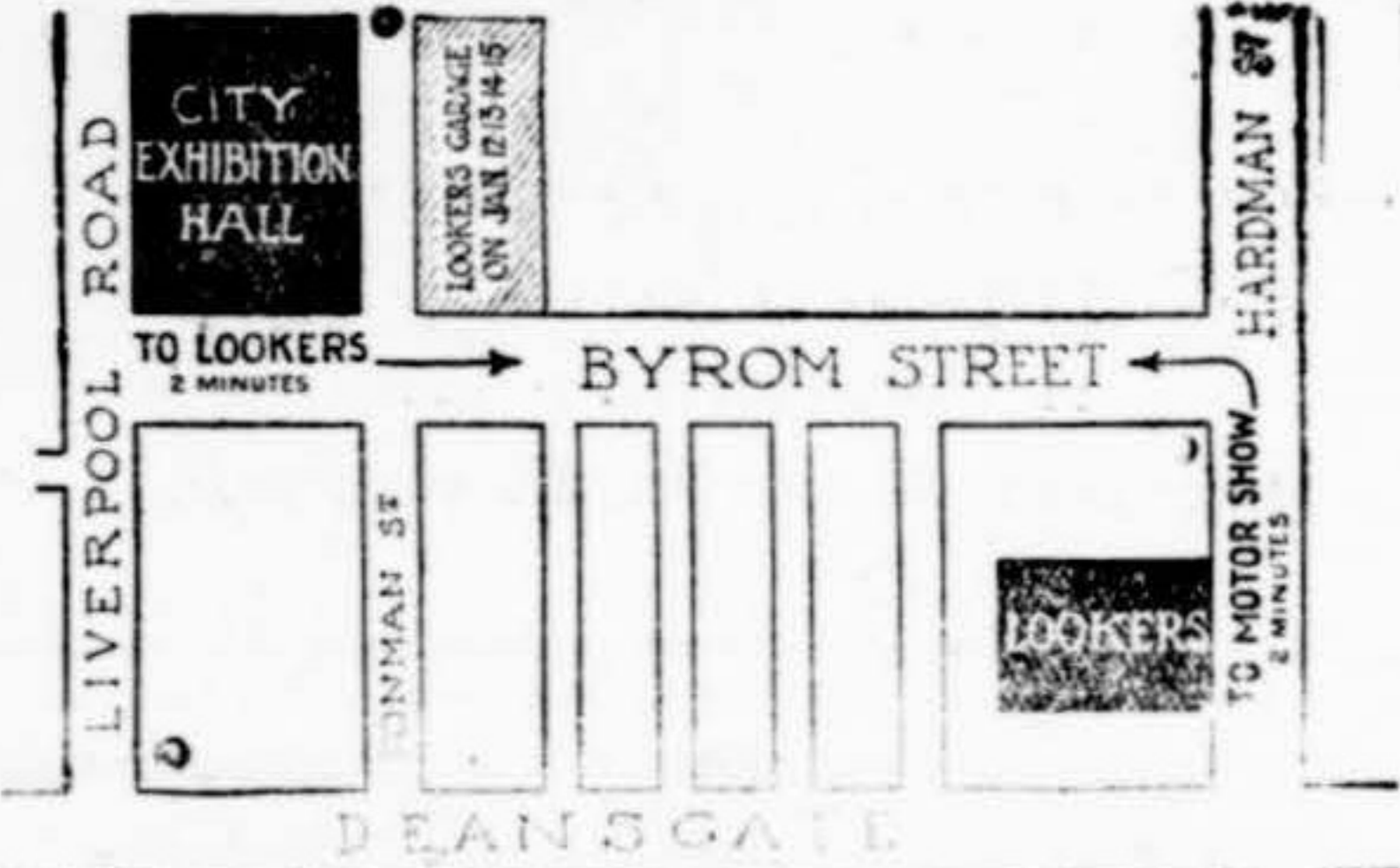
# LOOKERS LIMITED

AND THE

## Manchester Show

### To Our Patrons:—

On account of only a very limited space being available, through the transference of the Manchester Show to the City Hall, we are making arrangements to have a Special Exhibition at our HARDMAN STREET SHOWROOMS simultaneously with the General Show. Our Showrooms are within two minutes' walk of the City Hall.



The following exhibits will be staged either at the City Hall or at our Showrooms:—

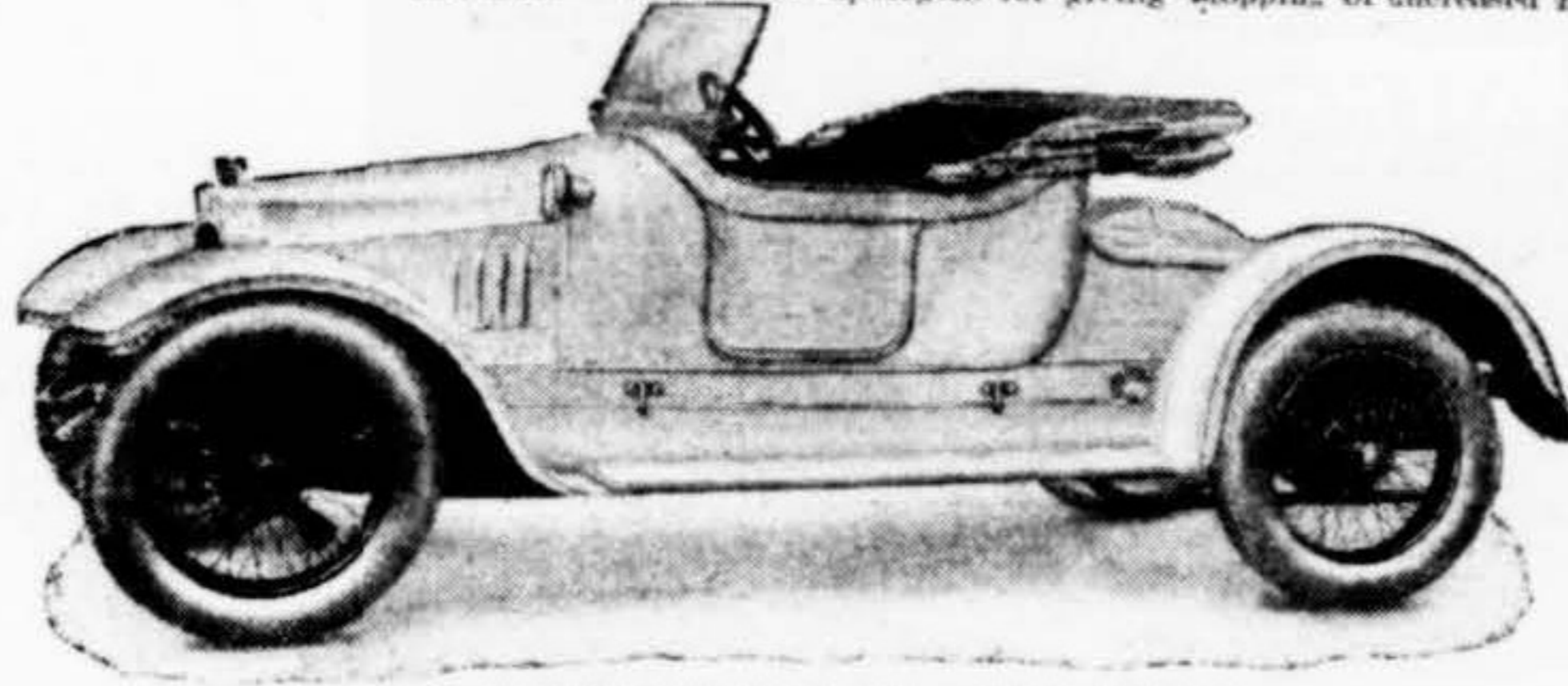
1. "Lancia," polished chassis of the new 35 h.p., 1914 Model.
2. "Lancia," 20.30 h.p., special "Palace" Limousine, luxurious body, by LOOKERS, which embodies many features exclusive to LOOKERS BODIES.
3. "Lancia," 15 h.p., Chic Limousine, with LOOKER COACHWORK. This is destined to be one of the most dainty and attractive carriages ever shown.
4. "Hispano-Suiza," polished chassis of the new 20.1 h.p. model. This chassis attracted great interest at Olympia, and has been purchased by H M. THE KING OF SPAIN.
5. "Hispano-Suiza," 15.9 h.p., Alphonso XIII. model, with LOOKERS Brooklands body, fitted with Lookers Patent Hood, Screen, Concealed Seat, &c., &c., &c.
6. "Straker-Squire," 15.20 h.p., new model, fitted with a very smart touring body by Lookers Ltd. The design of the body is unique, but not extravagant, and both in appearance and application is something quite fresh.
7. "Straker-Squire," 15.20 h.p., new model, with Landauette body by Lookers Ltd.
8. "Straker-Squire," 15.20 h.p., with touring body by Lookers Ltd. Fitted with sliding seats, bulbous back, &c.
9. "Straker-Squire," 15.20 h.p., polished chassis.
10. "Swift," 15.9 h.p., complete standard touring car, 5 seater, with lighting set.
11. "Swift," 15.9 h.p., New model, polished chassis.
12. "Swift," 13.9 h.p., new model, complete standard car, 4 seater.
13. "Swift," 11.9 h.p., new model, polished chassis.
14. "Swift," 11.9 h.p., complete standard car, 3 seater.
15. "Swift," Cycle Car, new model, complete car.
16. "Ford," new model, town car.
17. "Ford," new model touring car, five seater.
18. "Ford," new model runabout, two seater.

Lookers Ltd., - Hardman Street - Manchester.

petent driver when required. We recommend this scheme to the notice of all who have felt that the possession of a car would be of great benefit to them, but have been held back by the possible expense and trouble of erecting special premises.

Lobers, Ltd., it is interesting to note, have taken up the agency for the Crossley car, one of the leading medium-priced British-made cars, and are negotiating with other firms for the sale of cars to meet all purposes. The garage is centrally situated in Accrington, and is open day and night.

The following exhibits were dealt with on Saturday or Tuesday:—  
Crossley cars.  
Francis Motors, Ltd.—Ford, Bayard, Overland, Star cars.  
Lookers, Ltd.—Lancia, Straker-Squire, Hispano-Suiza.  
Vauxhall cars (Manchester Autocars)—On Slack Bros.' stand, and on W. Watson and Co.'s, of Liverpool.  
Edgar Harding and Co., Ltd.—Argyll, Bellside, Mors cars.



15 H.P. TWO-SEATER VAUXHALL ASCOT TORPEDO.

Humber cars.—On Stands No. 47, 12 and 6, Dunlop Tyres.  
Blackburn West End Garage, Ltd.—Star, Rover, Empire, and Hillman.  
Sam Heald.—Bristol, Alldays, and the Detroit; also agent for Mors and the N.S.U.

### AT THE MANCHESTER SHOW.

#### Our Artist's Imaginary Pictures.

Our Artist has been busy at the Manchester Motor Show sketching men of note in the motor world. The cartoons reproduced to-day constitute his first batch of facial drawings.

### MOTING NOTES.

**THE BENEVOLENT FUND.**  
Among the New Year's good resolutions which should commend itself to everyone connected with the motor trade, I should certainly give first place to the Cycle and Motor Trades Benevolent Fund. The change of date in the figure denoting the year carries with it an automatic suggestion of passing time and provision for the future. And in this respect the motor is exceptionally well favoured by having an already well established organisation with ample funds at its disposal, untrammelled by the ordinary rules which limit the benefits accruing in time of need. It is one of the most splendid monuments of the progression of the motor trade that the men who have been responsible in the first place for the organisation of this fund, commenced it at a time when they themselves might reasonably expect to share its benefits should any turn in the tide change the condition which obtained in their own individual case when the fund was established. Since then they have prospered until they have reached a state where the possibility of their becoming beneficiaries is almost impossible. Yet, they are still the most earnest workers for the cause, urging upon those less favoured with worldly possessions to put themselves in position where the fund will stand between them and want in case of business mishap.

**THE BENEFITS.**  
For a few shillings a year, everyone in the cycle or motor trade above the rank of

mechanic may become a member of this fund. To retail at length the benefits accruing in case of necessity will fill a page of this paper and still leave the story untold. One might as well try to classify the thousand and one acts of kindness which a friend may do for another in distress. Indeed, if I might summarise the aim and scope of the fund, I should say it is a friend in need in the widest sense of the word. And if there is one feature more than another which makes cycling and motoring distinct from other pastimes, it is the readiness to extend help to fellow cyclists or motorists one overtakes in distress. The commonest greeting one hears on the road, when detained by anything from a punctured tyre to a broken axle, is "Can I do anything for you?" It is the greeting of fraternity which minimises one's irritation in case of breakdown. And the Cycle and Motor Trades Benevolent Fund is exactly the passing commodity ready with this greeting, backed by the power to render timely assistance to another cyclist and motorist who may have had a breakdown on the road of commercial life. Hence, my suggestion for a New Year's resolution, "Join the Cycle and Motor Trades Benevolent Fund, if you are not already a member." I make no apologies for giving

### THE BURDEN OF ARMAMENTS.

Mr. Lloyd George's Appeal to the Nations.

#### "Organised Insanity."

A holiday conversation between Mr. Lloyd George and a Christmas visitor to his home at Criccieth—published with the Chancellor's consent in "The Daily Chronicle"—has furnished Europe with a topic for the newspapers, the politicians and the military and naval interests. Mr. Lloyd George recalled Lord Randolph Churchill's protest, in 1887, against "bloated and profligate" military expenditure, and said that if we had merely continued at the 1887 expenditure the saving to date would have enabled the whole of the duties on tea, sugar, coffee and cocoa to be swept away, and the Income-tax to be reduced to 2d. in the £. He thinks now is a time to take action for the stopping of increased naval expenditure. The

Continental nations are directing their energies more and more to the strengthening of their land forces. Germany, with her experience of many invasions, cannot take chances. She has become alarmed by recent events, and is expending huge sums of money on the expansion of her military resources. Mr. Lloyd George feels convinced that even if Germany ever had an idea of challenging our supremacy at sea, the exigencies of the military situation must necessarily put it completely out of her head. Under these circumstances it seems to him that we can afford just quietly to maintain the superiority we possess at present, without making feverish efforts to increase it any further. Then there is the most hopeful fact that there is a revolt against military oppression throughout the whole of Christendom, certainly throughout the whole of Western Europe. The common sense of the industrial classes, be they capitalist or labour, has risen against this organised insanity. This is a propitious moment for reconsidering the question of armaments, and unless Liberalism seizes the opportunity, it will be false to its noblest traditions, and those who have the conscience of Liberalism in their charge will be written down for all time as having grossly betrayed their trust.

The Liberal Press, as a whole, hails the Chancellor's declaration as highly necessary, but the Unionist Press raises the usual cry of "National Suicide" and "Little Navvies." During the last three months, in view of a foreboding increase in the naval estimates, there has been a very remarkable growth of feeling in all quarters—religious, industrial and commercial—against the crushing burden of expenditure on swollen armaments. The group of Liberal members set on making a stand against increased naval expenditure is said to have grown from the 70 who waited on Mr. Asquith just before Christmas, to 100, and they are determined to make their voices heard and felt. The Navy League has started a campaign for a "big, big Navy" and will endeavour to hold meetings in the constituencies of all Members of Parliament who are opposed to increased naval expenditure. Influential French and German papers have discussed Mr. Lloyd George's deliverance in a sympathetic spirit, but with some scepticism as to the possibility of anything coming of it. French papers are alarmed at the possibility of Germany being set free, by a naval arrangement, to increase her land forces, which would be regarded as a menace to France. It is suggested that the only way of securing reduction of naval and military expenditure would be the negotiation of a general arrangement between all the Powers concerned.

The net revenue of the country for the nine months ended December 31 was £141,281,607, an increase of £3,963,787 on the amount for the corresponding period in 1912.

## Reduction in Price

# ARGYLL

## CAR

FROM JANUARY 1, 1914.

	NEW PRICE	OLD PRICE
12/18 H.P. Two-Seater	£315	£355
12/18 H.P. Torpedo	£335	£375
15/30 H.P. Two-Seater	£475	£550
15/30 H.P. Torpedo	£495	£575
15/30 H.P. Limousine	£675	£710
15/30 H.P. Landauette	£675	£710
15/30 H.P. Cabriolette	£700	£735
25-50 H.P. Torpedo	£675	£750
25/50 H.P. Limousine	£825	£875
25/50 H.P. Landauette	£825	£875
25/50 H.P. Cabriolet	£850	£900

Complete with Full Equipment.

Models of the above Cars will be shown on

STAND No. 62,

AT THE City Hall, Manchester,

January 9 to 17, 1914.

SOLE AGENT:

# Edgar Harding

## BELSIZE Cars

will be exhibited on STAND No. 52,

AT THE City Hall, Manchester.

January 9 to 17, 1914.

10/12 H.P. Two Seater	£225
10/12 H.P. Torpedo	£255
15/9 H.P. Two-Seater	£325
15/9 H.P. Torpedo	£350
15/9 H.P. Landauette	£450
18/22 H.P. Torpedo	£460
18/22 H.P. Landauette	£575

Complete for the Road.

A FULL RANGE OF THE NEW

## MORS Cars

WILL BE ON VIEW AT OUR

Gaythorn Showrooms,

from January 7, 1914.

12/15 H.P. Two-Seater	£355
12/15 H.P. Torpedo	£365
12/15 H.P. Single Landauette	£450
12/15 H.P. Coupe	£425
12/15 H.P. Cabriolet	£475
12/15 H.P. Three-quarter Landauette	£475

All complete with Electric Lighting Equipment and Detachable Wheels.

# Edgar Harding

241, Deansgate,

MANCHESTER.

Telephone 2239 CENTRAL.

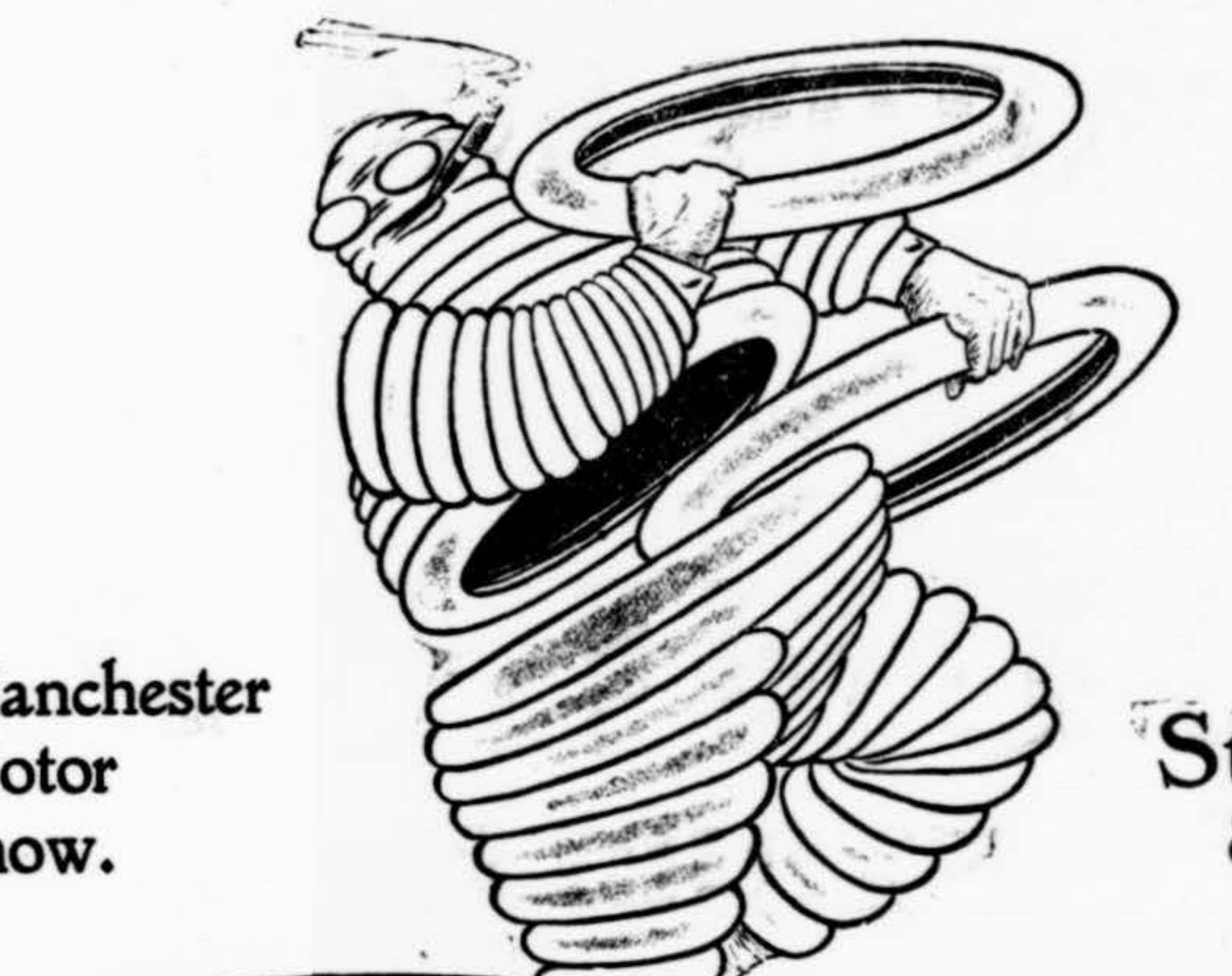
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57, North John Street, Liverpool.

Branches:

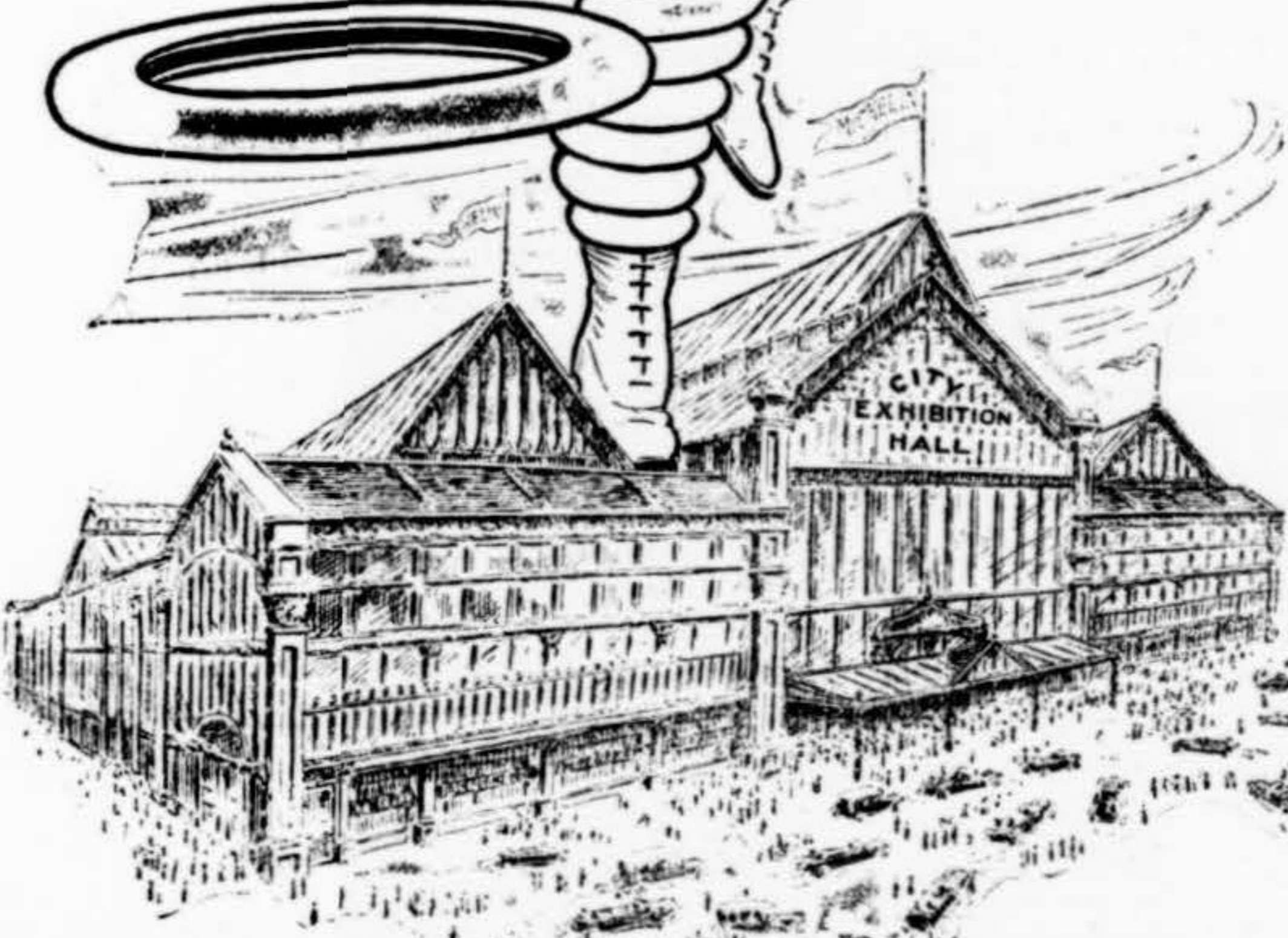
Gaythorn, Manchester.

## THE RIB OF LIFE



Manchester Motor Show.

Stand 88



# MICHELLAN