

**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.

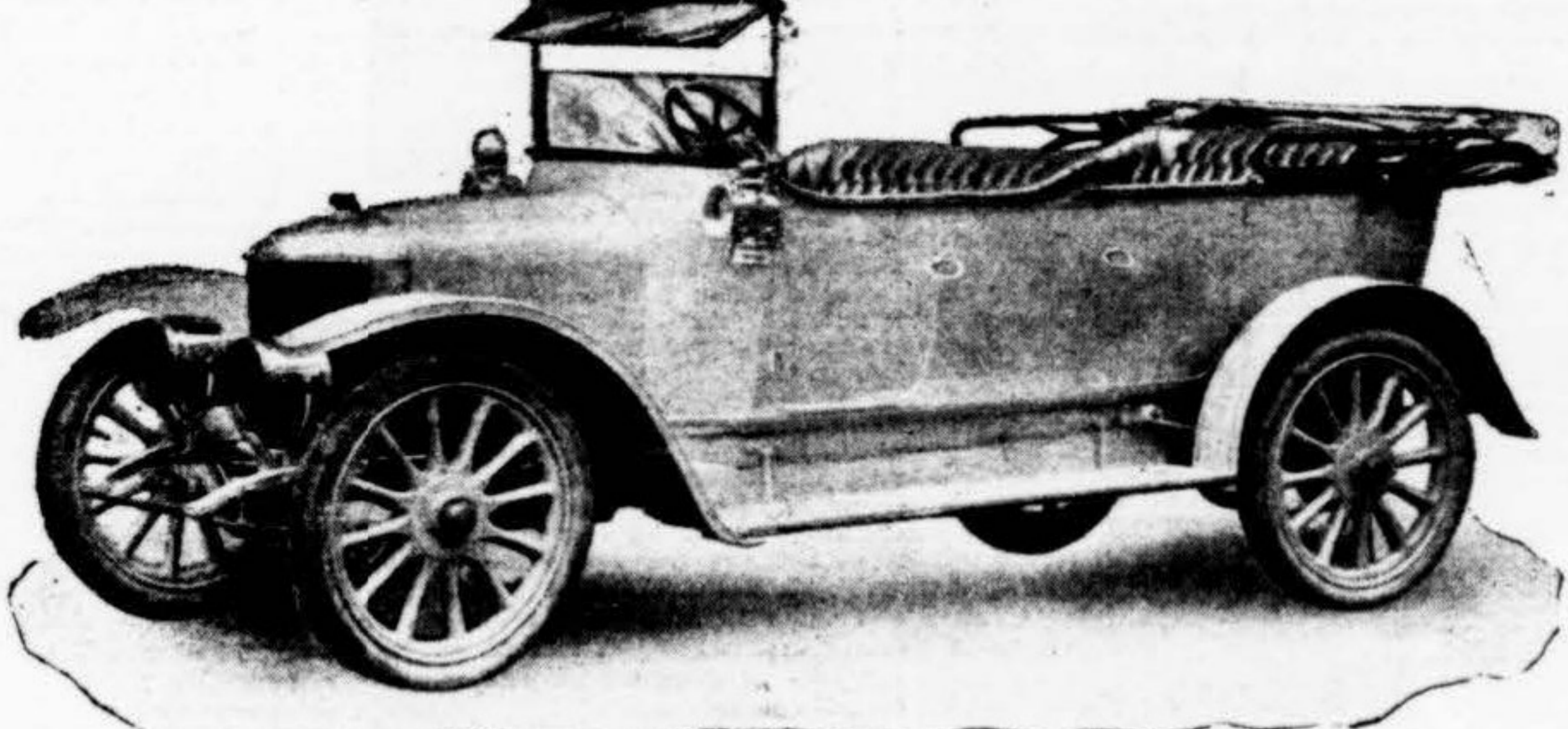
**NORTH OF ENGLAND MOTOREXHIBITION**  
 CITY HALL, MANCHESTER.  
 JANUARY 9th to 17th, 1914.  
**FOURTH ARTICLE.**

**WM. ARNOLD.—Stand 53.**  
 Luxurious bodies are the feature of Stand No. 53. Mr. William Arnold has enjoyed a reputation for good coachwork for a long period, and the exhibits at Manchester fully maintain the good name of the Upper Brook-street works. One of the models is a 25 h.p. Berliet chassis, with long wheelbase, fitted with Challiner detachable and divisible rims, taper bonnet, D-fronted limousine landaulette body, trimmed Bedford cord cloth, and painted dark green, picked out black; C.A.V. dynamo lighting equipment. The detail of the body includes frameless windows of triplex safety glass fitted with Neverfail patent window fittings, giving

There is also a Dunlop tyre-fitting stand and patent detachable rim brackets, also detachable spare rim carrier.  
 Dunlop accessories are numerous—tyre manipulator, fitter's stop, repair outfits, tyre gaiters, boot protectors, bolt valve plates, security bolts, patches for repairs, solution, rim paint, leather tread dressing to prolong durability, waterproof bags for spare rims or wheels, and for spare tyres, patent fork lever and tyre pick, etc.  
 The Dunlop people place great store upon the Dunlop detachable twin wire wheel for heavy cars, which is exhibited for the first time at a provincial exhibition. Several features are embodied in this wheel. One is the method of spoke construction, which is done in such a way as to make each rim a

devices, making interchangeability of covers to any position easy and simple, increasing mileage, lowering tyre costs, and eliminating side-slips, should not be missed. There is also a new steel wheel in which there is only one joint in the tubular spokes, this being on the inside of the wheel and so well fitted, in addition, that it cannot be detected after the wheel is painted.

**THOMPSON BROS., BLACKBURN.**  
 Messrs. Thompson Bros., Ltd., Blackburn, are agents for the Belsize, Talbot, and Armstrong-Whitworth cars. The first and last-named have already been referred to.



12 H.P. "N.B." BOAT SHAPED TORPEDO, EXHIBITED AT MANCHESTER SHOW.

automatic movement for the windows and obviating the use of glass strings. The head joints are concealed, and the all-metal wind-screen is also fitted with triplex safety glass.  
 A 25 h.p. Berliet chassis is fitted with a torpedo body of new design, with interesting details, such as a concealed hood and paneling and lockers inside the body. The scuttle dash is fitted with a deck to take the dashboard fittings. There is also a 25 h.p. Berliet chassis only, sporting type, with wire wheels.  
 To another Berliet chassis a limousine body is attached. The driving seats are trimmed with finest grey hides, and the rear portion of the interior with the best quality Bedford cord cloth. Bird's-eye maple paneling adorns the roof and doors. There are frameless windows of triplex safety glass, and hand-beaten aluminium mudguards. The top panels are painted blue-grey and the bottom panels pearl-grey. It is complete with C.A.V. dynamo lighting equipment, telephone to driver, and many other special fittings.

Two up-to-date models of the Talbot are exhibited on Stand No. 40—a 20-30 limousine landaulette, and a 12 h.p. with touring body. These embody the whole of the improvements that have been introduced into the 1914 models of the Talbot cars.  
 The Talbot system of standardisation is such that, except in dimensions, one specification covers the whole of the models. For this season the alterations have been mainly in increasing the cubical capacity of the engine. The 12 h.p. remains the same, and the new 15-20 h.p., with a similarly constructed engine, has a bore of 80 mm. and a stroke of 150 mm. Last year's 15 h.p. now becomes a 20-30 h.p., and the late 20 h.p. is now designated a 20-40 h.p. Last year's 25 h.p., useful in racing, will in future be known as the 25-50 h.p.

**ROVER CARS.—Stand 41.**  
 The Rover "12" grows in popularity every season. It is now only made in one model, namely, 12 h.p. four cylinder style, and can be had in two-seaters, four, or five-seater, and landaulette form. Although the price is still the same—£350—the 1914 model includes a 12-volt dynamo lighting set, Leitner system, and the purchaser has the option of a 6in. longer chassis with body to suit (2in. longer for the front seats and 4in. in the back). Improvements in hood and screen, and ventilator in the dash, are noted.  
 Rover cars are fitted with 12-volt dynamo lighting set, spare detachable wheel with steel studded tyre, and the touring cars with hoods, screens, etc., and the prices are: Two-seater complete, £351; four-seater complete, £359; coupe complete, £425; landaulette complete, £475.  
 Two models are shown by the Northern Supply Co. on Stand 41. The first is a two-seater completely equipped with hood, screen, five electric lamps with 12-volt lighting set, spare wheel, and horn. This has three speeds and reverse gear, with "gate" change-plate clutch, worm drive, 810 by 90 millimetre

**LANCASHIRE MOTOR AND ENGINEERING CO.**  
 Stand 29.  
 Three models of the famous Stoewer car are exhibited on Stand 29 by the Lancashire Motor and Engineering Co., Preston. They are all of the same horse-power—10-16—but different in equipment. A fine example of the two-seater with which Mr. Gilchrist car-

Messrs. Beattie, Jack and Co., of Deansgate, Manchester, the sole agents, are showing Peugeot models on Stand 63. The success of the Peugeot is familiar to every motorist. During the past three or four years the Peugeot car has been awarded prizes in 42 out of 48 contests including the Great races in France. The Peugeot had a wide reputation before many of the motor industry firms were heard of, and has succeeded in retaining its good name.  
 Messrs. Beattie, Jack and Co. are also agents for the Brenna and the Cumnikar cars.



THE NEW ARROL-JOHNSTON TOURING CAR, AS SHOWN AT MANCHESTER. DESCRIPTION APPEARED IN SATURDAY'S ISSUE.

ried off honours in the Lancashire Reliability Run for the smallest petrol consumption is displayed. Fitted with English body, hood, screen, etc., it is listed at £310. A second car, a four-seater, sold at a similar price, is fitted with torpedo body, hood, screen, and five detachable wheels. The third Stoewer has a like chassis with English body, torpedo, for four passengers, and this, too, is complete with five detachable wheels for £340.  
 The Lancashire Motor and Engineering Co. are also sole agents for Lancashire and Cheshire for S.C.A.R. cars, northern agents for the Opel cars, and agents for the Preston district for the Singer light cars.

tyres, S.U. carburettor and touring body, of handsome design, and good finish. The motor car has a similar chassis, but a four-seater body. The Rover cars carry an annual tax of only £4 4s.

**SHREWSBURY AND CHALLINER TYRES.**  
 Stand 91.  
 At the end of the gallery furthest from the entrance, on Stand 91, Shrewsbury and Challiner, Ltd., Manchester, have a decidedly attractive show. There are the Challiner patent standard detachable rims, which have been fitted to something like 20,000 cars during the past few years and now running.  
 A great novelty is the new Challiner collapsible or contractible rim. This is interchangeable with plain rims on the earlier cars, and reduces unnecessary tyre wear, and all strenuous labour as usually employed in fitting tyres to rims. The most obstinate covers can be fitted or taken off this rim without trouble. The steel rim is contracted in size or expanded by means of a very simple tool supplied, and when contracted the cover falls off the rim, while the act of expanding it again to its proper size automatically makes the tyre fit perfectly.  
 The Challiner patent twin detachable

both listed at a moderate price, and for the Victor tyres.

**PRATT'S SPIRIT.—Stand 16.**  
 It is almost superfluous to mention Pratt's Motor Spirit, for it is known to every motorist. At the same time it is well to remind motorists that in their own interests it is imperative that they should use the best fuel available. To say that Pratt's is a spirit of merit is simply repeating an axiom of the trade.

**MICHELIN TYRES.—Stand 88.**  
 No motor show would be complete without a Michelin stand. The "rib of life" is the latest designation—and not a bad cognomen either. All that motorists want to be reminded of is the number of the stand, and that is 88. They will not fail to see the Michelin exhibit.

**CRANHAM.—Stand 42.**  
 The complimentary notice of the Morris-Oxfords in this journal at the time of the Olympia Show will still be fresh in the memory of local motorists. In the interval (Continued on next page.)

**ECONOMICAL MOTORING**

**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.  
**FRANCES MOTORS LTD.**  
 2-10, St. Mary's St., Deansgate, MANCHESTER

**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—  
 ire, Cheshire, Shropshire, North Westmoreland, and Cumberland,  
**Carlisle & Co., Ltd.,**  
 DEANSGATE, MANCHESTER.  
 Representatives will be in attendance at  
**Stand 46,**  
 NORTH OF ENGLAND SHOW,  
 CITY HALL, MANCHESTER.

**Peugeot CARS.**

Since January, 1909, these cars have competed in 48 races of which they have won 42, including the Grand Prix de l'A.C.F., the Coupe de la Sarthe and the Grand Prix de France.

**BRENNA CARS.** 12/20 H.P., 2 seater £265. and 4-seater £280.

**CUMNIKAR :** 10 H.P., 2-seater, complete, £190. 5 years' guarantee.

**VICTOR TYRES.**

In addition to our Stand No at City Hall, we shall exhibit the above Cars at our Deansgate Showrooms

**STAND 63, CITY HALL**

SOLE AGENTS  
**Beattie, Jack & Co., Ltd.,**  
 287, DEANSGATE, MANCHESTER.  
 Telephone—CITY 2245 Telegrams—"BEACKAR, Manchester."

**The Car of the Year.**  
 THE ROVER "12"  
 Complete with 12 Volt. Ratax Lighting Set, One Man Hood, Horn, Spare Wheel and Tyre, all Wheels Detachable.

The Northern Supply Co., DEANSGATE, MANCHESTER. **£350** The Rover Co., Limited, METEOR WORKS COVENTRY.

**Argyll Cars, No. 62.**  
 A Trial on the Famous Single Sleeve Valve Car will be a revelation  
 The local agent, J. S. HORSFALL, of Nelson, will be in attendance on this Stand, when all enquiries will receive prompt attention.  
 Trial Runs Arranged in your Own District.  
 Apply—HORSFALL, Nelson.

**MERIGOLD BROS.,**  
 Will be pleased if you will inspect their exhibit of **Humber Models**  
 ON STAND 47.  
 Trial Runs arranged—Mr. A. E. Merigold, Stand 47, or  
 147-148 Church St., PRESTON.  
 TELEPHONE 16.

**burn West End Garage, Limited.**  
 Telephone 932.  
 ACCOMMODATION FOR 60 CARS.

THE FOLLOWING FIRST-GRADE CARS:—

12 h.p. Completely Equipped,	290 Gns.
15 h.p. Completely Equipped, including Dynamo lighting set,	340 Gns.
15-9 h.p. Completely Equipped, including Dynamo lighting set,	385 Gns.
20.1 h.p. Completely Equipped, including Dynamo lighting set,	460 Gns.

**ROVER** 12 h.p. with Complete Equipment, including Ratax Leitner Dynamo lighting set. 2-Seater **£331**  
 4-Seater **£350**

**EMPIRE** "The Aristocrat of American Cars." 20-25 h.p. 5-Seater, Ready for the Road ..... **200 Gns.**

**HILLMAN** The Smartest 2-Seater on the Road. 9 h.p., 4 Cylinder, 60x120, 3 Speeds and Reverse, 5 Sankey Wheels and Dunlop Grooved Tyres. Fully Equipped. A car any lady can drive. **£200**  
 With Limousine Body ..... **£235**  
 Any Make of Car Supplied.

SOLE AGENTS FOR  
**SUNBEAM Motor Cycles,**  
 2½ H.P., 3½ H.P., and 6 H.P.  
 THE CYCLE THAT HAS WON EVERY COMPETITION IN WHICH IT HAS ENTERED.  
 GARAGE, SHOW ROOMS, and REPAIR WORKS,  
**Crosshill, Preston New Rd., BLACKBURN.**