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Messrs. LOBERS LTD.,

beg to thank their friends who favoured them with orders last season, and in order to save disappointment, earnestly request them to reserve a date for their outing, as numerous fresh inquiries are coming in.

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STRAKER-SQUIRE

"No effort is spared in the continual perfection of this car."—Sketch.

Having concentrated our entire energies during the past six years in the construction of one model only, we can now justify claim to be nearing the stage of perfection aimed at in adopting this policy.

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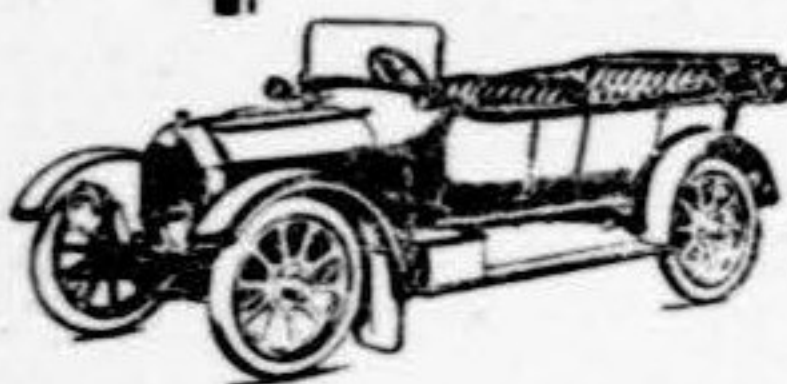
Humber

Examination

is invited of the cars we are exhibiting on our agent's stands at the North of England Motor Show:

Messrs. MERIDOLD BROTHERS, Stand 47
11 h.p. Closed Landauette, 14 h.p. Chassis with self-starter
Messrs. CENTRAL MOTOR GARAGE LTD., Stand 12
10 h.p. Two seater
Messrs. R. WOODHEAD & CO. LTD., Stand 6
11 h.p. Four seater
PRICES FROM £235.

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Stand No. 52.

The car for all Seasons, for all purposes, for all people.
How is it done at the price? The answer is—standardization.

Belsize

The car built with the accuracy of a watch, from a design of proved success, out of materials of unqualified excellence.
Ask a Belsize owner the kind of satisfaction he gets out of his car.

THE BELSIZE MOTORS LTD., CLAYTON, MANCHESTER

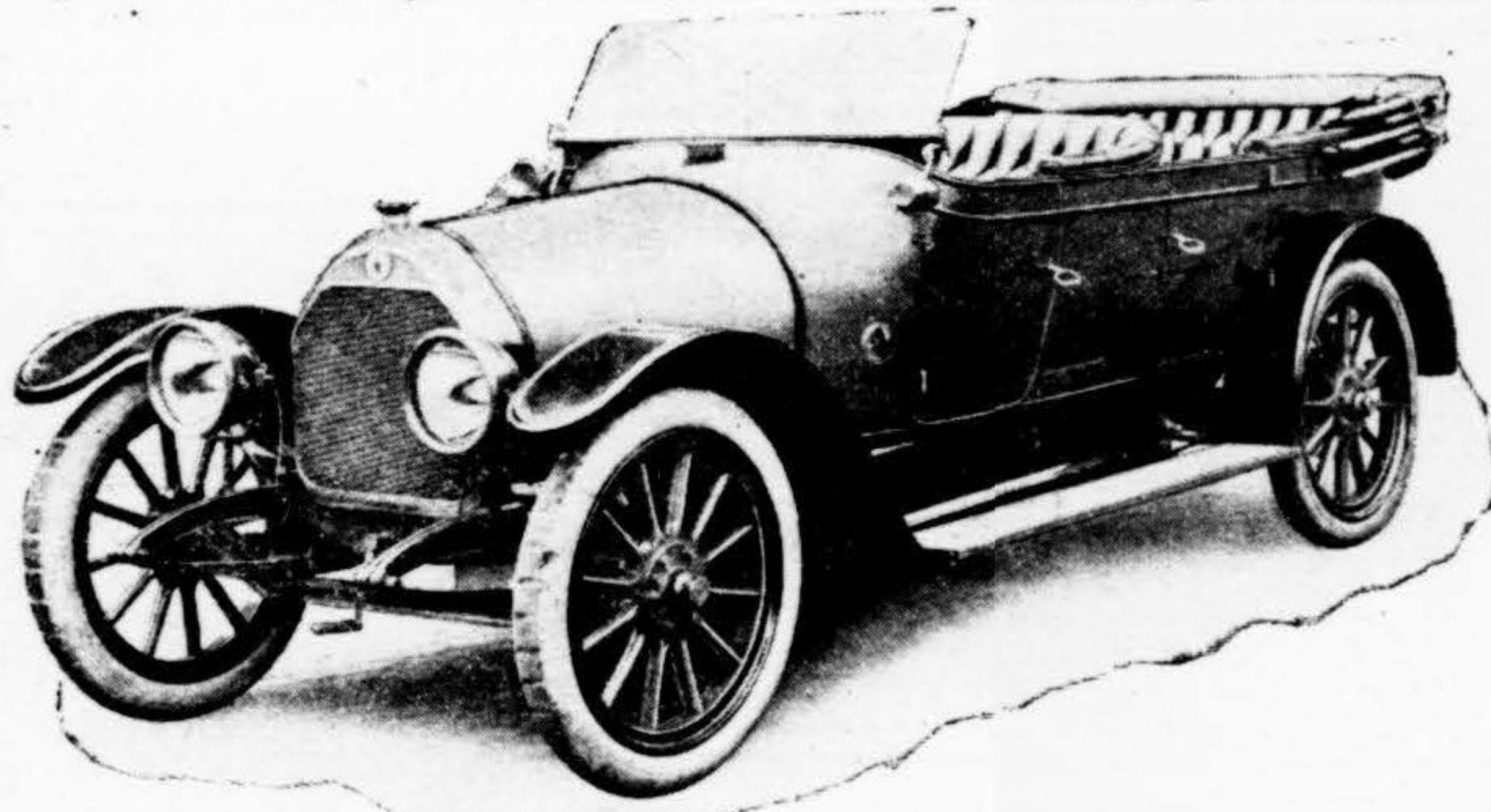


MOTORING.

(BY J. P. HOLLAND.)

THE MANCHESTER SHOW.

The Suffragettes who burnt down the Exhibition building at Rusholme did more to advertise the Manchester motor trade than all the technical papers and newspapers put together. They attracted attention to the show itself in quarters where a motor show would otherwise be as uninteresting as a corner's inquest, and they furthermore elicited sympathy for the motor trade by their crazy act. As a consequence the public, both motoring and non-motoring, have flocked to the City Hall, Knot Mill, and at this writing it would seem that the present show would eclipse all its predecessors as a successful venture.



THE NEW DARRACO WHICH IS CAUSING SO MUCH INTEREST AT THE MANCHESTER SHOW.

OF BENEFIT.

There is a second point from which the North of England Show, crabbled, cribbed and confined as it is, may be of incalculable benefit. It will be remembered that the original plan was to hold two shows at the same time, one at Rusholme for private cars, and the second at Knot Mill for commercial vehicles. When the suffragettes burnt down the Rusholme building as a holocaust to the idol of suffrage, the first question was, how to hold another show for pleasure or private cars. The only available building had already been spoken for the Commercial Vehicle Show, and it was therefore a question of displacing the commercial vehicles or holding an show.

GENEROUS.

The commercial vehicle exhibitors generously came to the aid of their burnt out fellows, and offered to postpone their show till the end of January, thus allowing the private car makers to use the City Hall for their show. But another difficulty arose here. The City Hall at Knot Mill is scarcely more than half the size of the Rusholme Hall. To crowd the exhibits intended for the latter into a space of half the area would

at Manchester to show only one or possibly two cars, with little or no appreciable diminution of business. Indeed it is questionable whether a single, or say two cars are not an advantage as against half a dozen. It certainly narrows down the purchaser's choice and so avoids the bewildering confusion which is the greatest drawback of a motor show.

MAKING THE BEST.

In this respect the promoters of the Manchester Show are certainly to be congratulated. Confronted with the problem of fitting a larger quantity in a smaller measure they had met the emergency in a spirit which has elicited the admiration of everybody. They have cut down their stand fittings, reduced the number of cars intended to be shown, squeezed their exhibits into the narrowest possible space, and generally made the best of a bad job. And it is quite probable that the result as shown in the number of cars sold will prove that their self sacrifice has not cost them anything. One thing I can vouch for, and that is, the amount of grubbing and discontent which appears to be an inevitable adjunct to every motor show appears to have diminished to vanishing point at Manchester this year.

SINGLE MODELS.

Of the show itself, as a show, I can only

the eleventh hour because one section of the trade felt that it had not received all the benefit it might otherwise receive. Under the zealous management of Mr. Joseph Stafford there is no possible question that Agents Section, Ltd., will ever suffer from lack of recognition, and the sooner the motor traders of Lancashire and Cheshire recognise this fact, the better for all concerned.

BLACKBURN CHAMBER OF TRADE.

PRESIDENT AND SUNDAY SHOP-OPENING.

The annual meeting of the Blackburn Chamber of Trade was held at the White Bull Hotel on Monday night.

MR. CHAMBERLAIN AND A PEEWEE.

I hear on reliable authority (writes a London correspondent of the "Sheffield Daily Telegraph") that the King offered a peerage to Mr. Joseph Chamberlain on his retirement from the House of Commons. The offer has always been made to the greatest statesmen when they leave the arena, and though everyone knew that Mr. Chamberlain's inclination and declaration forbade him to accept the offer he will certainly appreciate the compliment. By refusing the title he places himself beside Mr. Gladstone, who preferred his own name to a Dukedom.

THE HORSE MARKET.

At the last horse show and sale conducted by Messrs. T. Armstrong and Son, the well known dealers at the King's Arms repository, specially of heavy horses. The judges were P. Whitaker, of Rishon, and T. Hopwood, of Bamber Bridge. At the subsequent sale a good trade was done, the prices realised showing a further advance. The four horses in the class for heavy horses or geldings averaged nearly £60 apiece, and in this class made an average price of £55 per animal. Amongst the buyers were Whitaker (Rishon), Moore (Clayton-de-Moore), and Ashworth (Accrington).

-it-must-be-Bovril

Proved to have a body-building power of 10 to 20 times the amount taken.

SPORTS ITEMS.

COURTING AT BENTGATE.

At Bentgate Grounds, Haslingden, on Monday, Joney's Prince and Taylor's Min, both of Colne, contested the best of 21 courses for £50. The conditions were to run by weight, and Min had to concede 10 lb. 8 oz. start each course. Prince was the favourite, but Min won by eleven courses to six. Scores: Min, 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st—total 11; Prince, 4th, 6th, 7th, 11th, 15th, and 16th—total 6.

This was followed by the first round of a £20 sweepstakes for 10 dogs. Details—First round: Mangham's Prince, Burnley, beat Joney's Prince, Accrington, 4-3; Scott's Glass Doll, Burnley, beat Donald's Bob, Ramsbottom, 4-1; Barlow's Sall, Ramsbottom, beat Howarth's Prince, Accrington, 4-0; Barlow's Sleeper, Blackrod, beat Simpson's Woman from Wales, Burnley, 4-2; Holt's Old Lady, Great Harwood, beat Driver's Kruger, Burnley, 4-1; Driver's Sunshine, Burnley, beat Harvey's Molly, Bamber Bridge, 4-1; Welsh's Cherry Nose, Burnley, beat Clough's Prince, Earby, 4-0; and Driver's Fearless, Burnley, beat Donald's Bob (second chance), 4-2.

The event was concluded on Tuesday. Second round: Sunshine beat Glass Doll, 4-0; Cherry Nose beat Sall, 4-2; Fearless beat Prince, 4-2; and Old Lady beat Sleeper, 4-3. Semi-final: Sunshine beat Cherry Nose, 4-2; and Old Lady beat Fearless, 4-1. Final: Sunshine beat Old Lady, 4-2. The owner of the winner received £10, the loser in the final £5, and two other dogs £2 10s. each.

At the Black Bull Grounds, Haslingden, on Saturday, a £10 pigeon shooting sweepstakes was shot. The four competitors agreed to shoot at five birds each, 10z. shot, gun to be held six inches down till the bird was on the wing, 21 yards rise and 60 fall, for £2 10s. a corner. The birds provided were a capital lot. A. Lever, Nelson, succeeded in killing two, and he captured the pool. Scores—Lever, 1 1 0 0 0; M. Metcalfe, Haslingden, 0 0 0 1 1; A. Greenwood, Rosegrove, 0 1 0 0 0; P. Thompson, Oswaldtwistle, 0 0 0 0 1.

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"Z" ELECTRIC LAMPS.

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KNITTING WOOLS: Cheapest. Home for Small Parcels: samples free.—Kathleen's 1/44, Hexthorpe-road, Doncaster.



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Arrol-Johnston

A small Car that LASTS!

Fitted with 4-cylinder Engine, Four Speeds, Detachable Wheels with Dunlops and Spare, 4-seater Torpedo Body, Forwarded Locomotion, Non-sway Link Motion, etc.

£285

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EMBE GARAGE, AVENUE STREET, PRESTON. REPAIRERS SENT TO ANY PART. LARGE STOCK OF ACCESSORIES, TYRES, OILS, Etc. OFFICIAL REPAIRERS R.A.O. MERIGOLD BROS., PROPRIETORS. TELEPHONE 15. TELEGRAMS: "MERIGOLDS."

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The best that skilled British workmanship, coupled with sound material, can produce.
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ULVERSTON. KEY TO ENGLISH LAKES. GROUNDS, 19 ACRES. EXCELLENT CUISINE.

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ONE OF THE MILDEST WINTER RESORTS IN ENGLAND. STABLES, GARAGE. For Reduced Winter Terms apply Managers.

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BIRKDALE PARK, SHELLEY HYDROPATHIC ESTABLISHMENT.

SOUTHPORT.—KENWORTHY'S HYDROPATHIC ESTABLISHMENT.—Near Pier and Golf Links. For Recreation, Treatment, or Residence. Tariff Prospectus from Managers. Tel. 20. "Kenworthy's."

ST. ANNES-ON-SEA.—IMPERIAL HYDROTEL. PLOMBIERE & BERGONIE Treatments. Special Week-End Terms. Ciderellas Every Fri. and Sat. Golf

A FINE EXAMPLE OF LUXURIOUS COACH WORK BY WILLIAM ARNOLD, OF UPPER BROOK-ST., MANCHESTER.

mean throwing out one half the exhibits in the first place, and then cutting down the stand signs, railings, etc., to fit the decreased space.

HUSTLE.

It is a matter of history that the fame of Chicago as a "hustling" city dates back to the day after the great fire and is founded on the celebrity with which her business men adapted themselves to their new surroundings, opening up temporary offices in the still smouldering ruins. In this respect the burning of the Manchester Exhibition Hall has afforded the motor trade of Manchester and vicinity an opportunity to give an illustration of its "hustling" powers which cannot be overlooked. Thus it happens that in the narrow space of the City Hall, there is showing as complete an exhibition of motor cars and accessories as anyone would wish to see, and certainly more than anyone could possibly visit and examine in the course of a day.

OLYMPIA.

Incidentally the success of this exhibition may have considerable bearing in solving the problem of Olympia. Year after year it has been a recurring question how to fit into the limited space of Olympia, a display thoroughly representative of the motor industry. Year after year there have been more and more would-be exhibitors left out in the cold for lack of elbow

THE DINNER.

The keynote of the business-like way this show has been managed, was struck at the opening dinner held at the Midland Hotel the evening before the show opened. From the opening speech by Mr. B. McInneson, called upon at the last moment to speak in place of Mr. Harry Smith who was unavoidably absent—every speech was far and away above the usual style of after-dinner oratory one is accustomed to hear at such gatherings. The Lord Mayor of Manchester was exceptionally felicitous in his speech, and the Mayor of Salford treated us to a polished discourse suggestive of Chancery. Deput. Sir William Byles, M.P., in the character of Advocatus-diaboli put forward the complaints of anti-motorists in succinct but emphatic terms. He was answered equally succinctly by Mr. S. F. Edge, Chairman of the S.M.M.T. Indeed, every speech was exceptionally brilliant, and every journalist present admitted that they had

without much further delay. Referring to the Town Tenants' Bill, Mr. Stanworth said the question dealt with directly concerned every business man. Personally, they would have preferred the bill to go through as a private member's bill, but after six years he thought the promoters might be excused for adopting any legitimate means for getting this important measure passed into law.

Mr. P. Lew, who had resigned the general secretaryship, was heartily thanked for his services, and presented with a gold watch by Mr. Stanworth on behalf of the members. The following officers were elected: President, Mr. J. Stanworth; hon. treasurer, Mr. H. Le Moine; hon. solicitor, Mr. E. Remison; hon. auditors, Mr. T. Sharples and Mr. R. H. Sagar; representative to the Chamber of Commerce, Mr. W. I. Garland; delegates to the National Chamber of Trade, Messrs. W. I. Garland and A. E. Brown; hon. secretary, Mr. E. Remison; general secretary, Mr. J. Shaw.

Two deaths have been caused by a cat in the Saxon village of Falkenberg. A girl of five years had, in spite of maternal warnings, been tormenting the animal, and when her mother left the house for a moment, says the "Daily Telegraph," she seized its tail into a cleft in a block of wood. Mad with pain, the cat flew at the child, tore both her eyes from their sockets, and inflicted such terrible injuries that the girl expired a couple of hours later. While she was struggling with the cat her infant brother was so terrified by her screams that a marble he was sucking got into his throat and choked him.

More Caricatures made at the Motor Show by the "Observer" Artist.



J. M. of A. W.



A. E. M. of Preston.



JAY GEE.



"ON WE GO!"

Manchester again endorses Olympia's verdict regarding the overwhelming popularity of

DUNLOP

MOTOR TYRES.

Census of tyres fitted to cars exhibited at the Manchester Motor Show:—

430 DUNLOPS

298

divided amongst all other makes, British and foreign combined.

The Dunlop Rubber Co., Ltd., Founders of the Pneumatic Tyre Industry,

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