

Daimler

- 1 The universal adoption of the Daimler Commercial Vehicle Chassis for public service is an acknowledgment of its supreme quality.
- 2 The Corporations of the big North Country Cities of Manchester, Sheffield, Halifax, Liverpool, Rotherham, Chesterfield, etc., are running Daimler omnibuses.
- 3 Have you not been impressed by their silence, speed, hill-climbing abilities, and easy control?
- 4 Visit the Daimler stand No. 17 at the Manchester Show and examine this wonderful chassis—note the accessibility to the driving parts—the powerful expanding metal to metal brakes—the compact arrangement of the gear box—the substantial width of the teeth in the worm wheel.
- 5 These are the qualities that ensure silent application of the power developed by a silent engine.
- 6 No other vehicle is to be found combining in the same degree reliability, efficiency, power, silence, speed, and low maintenance costs.
- 7 Daimler Commercial Vehicles carry a twelve months guarantee.
- 8 Spare parts are stocked and competent men are at hand always at the Daimler Depots at Manchester, 80, Deansgate; Newcastle, St. Mary's Place; Leeds, 82, Albion Street; and Nottingham, 88, Derby Road.
- 9 Our standard models for 1914 are for 2 Ton, 3 Ton, 4 Ton and 5 Ton Loads.

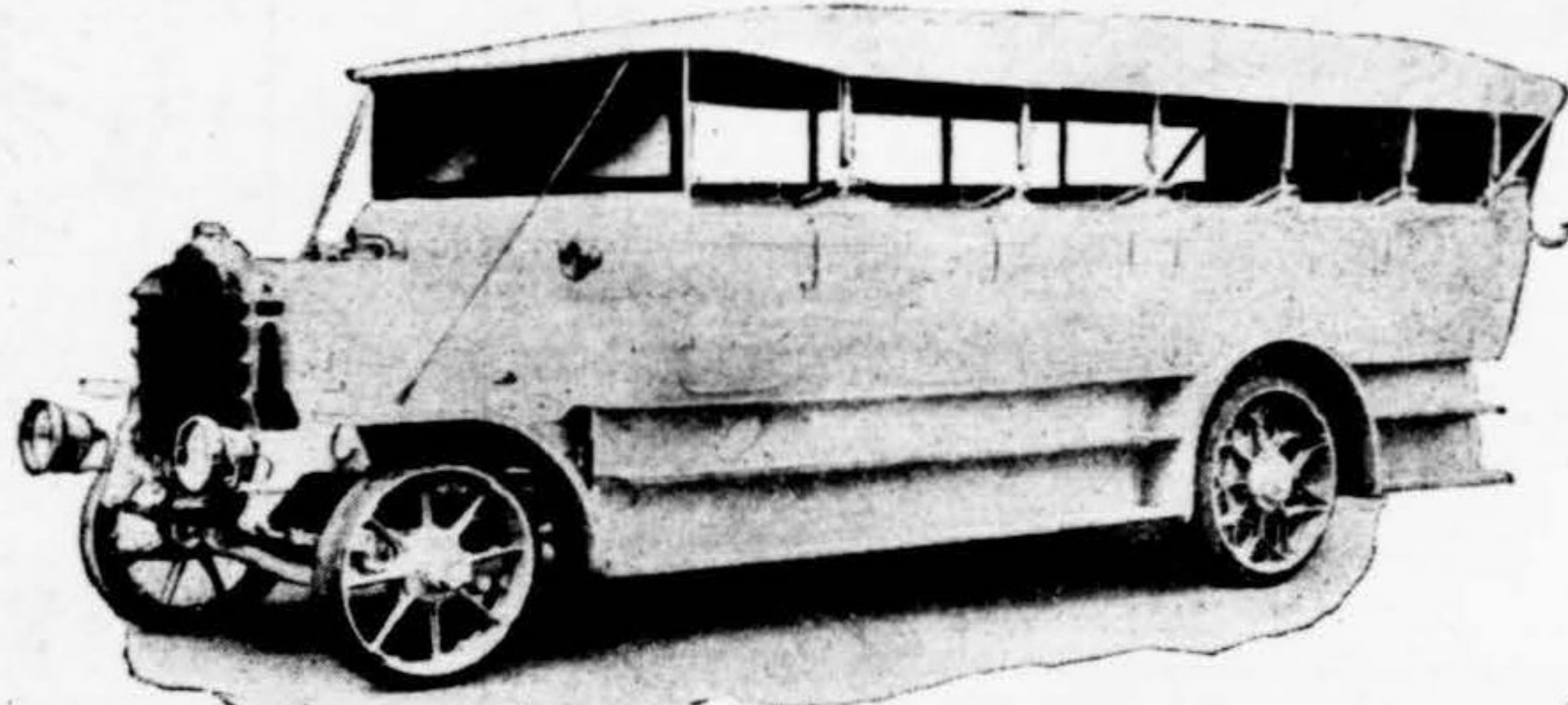
The Daimler Company Limited,
COVENTRY.

COMMERCIAL VEHICLES SHOW CITY HALL-MANCHESTER JAN. 30th TO FEB. 7th 1914.

Yesterday brought the opening day of the North of England Commercial Motor Vehicle Show at the City Hall, Manchester. It will remain open until Saturday next, and is sure to receive the earnest attention of merchants and manufacturers of the northern counties. Promoted by the Society of Motor Manufacturers and Traders, it was originally intended to hold the exhibition simultaneously with the show of pleasure cars, but the destruction of the Washolme Exhibition rendered this impracticable. The pleasure car show, held a week or two ago in the same building—the City Hall, off Deansgate—was by general consent one of the best, though necessarily limited in scope, ever held in the

North, and there is good reason for the statement that the exhibition of commercial vehicles, following so closely on its heels, will be attended with marked success. It stands out prominently as the first show of Commercial Vehicles confined to the interests of this section of the motor industry held in the provinces. It is essentially an exhibition for the business man, and will demonstrate, as perhaps no previous show has proved, the wonderful progress made during the last few years in the manufacture of heavy cars for various commercial uses.

Developing at an astonishing rate in the North. Until one gives it careful thought it is impossible to realise how important is this Exhibition that opens on Friday. Sober though its title may be, and prosaic its scope, the show will nevertheless represent the high water mark of a means of transport, a stage of commercial possibilities and an unprecedented era of locomotion of world-wide application, the like of which was never thought feasible a few years ago nor can today be adequately appreciated, save by careful study.



DAIMLER 25 SEATER CHAR-A-BANC.

No fewer than six-and-thirty makers of commercial motor vehicles are represented at the Manchester Show, and the exhibits are valued at not less than £50,000. In addition, the gallery is filled with an extraordinary assortment of parts and devices relating to heavy vehicles, and ought certainly not to be missed. Included in the term commercial vehicles are, of course, the motor char-a-banc and the motor omnibuses, which are

ing engineers and commercial kings of the day. Moreover the Exhibition is thoroughly representative. The needs of every clime, the desires of widely differing groups of individuals, the exigencies of a variety of purposes have all been borne in mind and anticipated. For well-kept highway and ordinary track alike there are vehicles that have been proved to be satisfactory. Speed is provided, light perishable articles being rapidly borne to their goal, while weighty goods can be hauled long distances with a saving of time and cost beyond the scope of any other means of transport.

In another class are powerful slow-moving vehicles, drays, and heavy covered vans, by means of which ponderous and bulky articles can be conveyed from point to point, over great distances, without transhipment. Fast merchandise traffic is catered for by a wide choice of delivery vans, dust and wet proof, and comfortably sprung. Their loads may be as much as two tons, or restricted to perishable articles totalling a hundredweight or so; and that they are filling a long-felt want is clear from the variety of their service. For newspaper delivery, for the carriage of cotton, fruit, beer, mineral waters, flour and grain, for the removal of refuse, or the transport of timber, they are daily employed. For agriculture also the motor vehicle is in demand, since portable machines, capable of moving from place to place and threshing corn, elevating grain, and ploughing, are also represented. For the expeditious handling of minerals, and so on, another class is furnished with tipping

bodies, while yet another is convertible into use for passengers or merchandise alike. The large firm and the small trader also are provided for, the six or eight-ton loads of the one and the light packages of the other being rapidly and economically distributed by the same motive power.

Of more sober guise are the speedy ambulances, the fire engines and their tenders, the Royal Mail vans, and the War Office chassis for aviation purposes. The special type of light van is also to be seen, as well as turbine fire-fighting plant, capable of delivering 400 gallons of water per minute. And should local conditions favour one fuel more than another, or demand a special design, one has the option of petrol, paraffin, and steam on the one hand, and the internal combustion engine and the steam vehicle on the other. In the transmission again, is yet further choice, details such as three or four speed, automatic change-speed gearing, worm and bevel drive being a few of them. Steel wheels and wooden metal or rubber tyres, the latter single or in duplicate, are other features while machines capable of extricating themselves out of soft ground are now an everyday affair. Detachable wheel rims are also utilised for time saving, and a host of specially-designed tyres and accessories are on show, all of which tend to the reduction of expense, prevention of loss of time, and in other ways making business profitable.

Though the exhibition is decidedly international, it is equally a triumph for Great Britain. Whether in range, variety or number of exhibitors, England is in the forefront, and this not only in the case of vehicles intended for use in Europe, but also for the extensive ground beyond the seas. At the same time there are foreign competitors to be seen, some of which have secured the official sanction of the chief European powers, while other types have taken an active part in fierce conflicts.

As to the reason for so fine a show as the Commercial Motor Vehicle Exhibition there should be little doubt. The motor vehicle has been welcomed by every class of trader. No matter how large the firm, what the nature of the goods, the automobile is fast displacing the horse. It does so because it is more economical, it is untiring, it is cleaner, it is a real time-saver. Moreover it appeals to everyone, and the small trader, by judicious selection, can be benefited quite as much by his hundred guinea machine as the firm whose output is a hundred tons or more daily.

As it is experience alone that is of value, there must consequently be strong reasons for this wide adoption of mechanical road transport in place of the railway or the horse. The advantage of road over rail transport is very great in respect to the number of handlings goods require. For example, a firm sending goods to a store from one side of the county to another has anything between eight handlings and four haulages if the rail is employed. But if the load is sent by road by means of motor vehicles there are but two handlings and a single haulage. In fact, many firms are now delivering goods within a district fifty miles from the mill and factory at a cost considerably lower than carriage by railway, as well as much more promptly.

NORTH OF ENGLAND
MOTOR SHOW
CITY HALL
JANUARY 30th to FEBRUARY 7th
COMMERCIAL VEHICLES
Suitable for all Trades
Admission 1/- open 10 am-10 pm
MANCHESTER

NORTH OF ENGLAND COMMERCIAL MOTOR SHOW.
CITY HALL, MANCHESTER. Jan. 30 to Feb. 7.

COMMERCIAL VEHICLES

suitable for every Trade and Purpose.
Latest Novelties and Improvements
in Engines, Tyres and Accessories.

ADMISSION ONE SHILLING. Open daily 10 till 10.

COMMERCIAL VEHICLES' EXHIBITION, City Hall, Manchester.
A Second Article, with Photographs and Descriptions of some of the Leading Exhibits, will appear in Tuesday's "Observer and Times."

PEUGEOT CARS Since January, 1906, 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.

BRENNER CARS 1220 H.P., 2-seater £265, and 4-seater £280.

CUMMICKAR 10 H.P., 2-seater, complete, £190, 5 years' guarantee.

C.I.D. CAR 110 Guinea; complete ready for the road.

VICTOR TYRES.

Sole Agents:—BEATTIE, JACK & CO., LTD.,
287, DEANSGATE, MANCHESTER. Telegrams—"BEACKAR, Manchester."
Telephone—CITY 2245.

Challiner Solid Tyres

LONG MILEAGE WITH RESILIENCY

STAND No. 58.

MANCHESTER.

RESILIENCY WITH RELIABILITY

COMMERCIAL CARS

FOR RAPID & ECONOMICAL DELIVERIES.

STAND 34, CITY HALL.

Commercial Cars, Limited,
BRIDGE STREET, MANCHESTER.

CANCHER 7/6

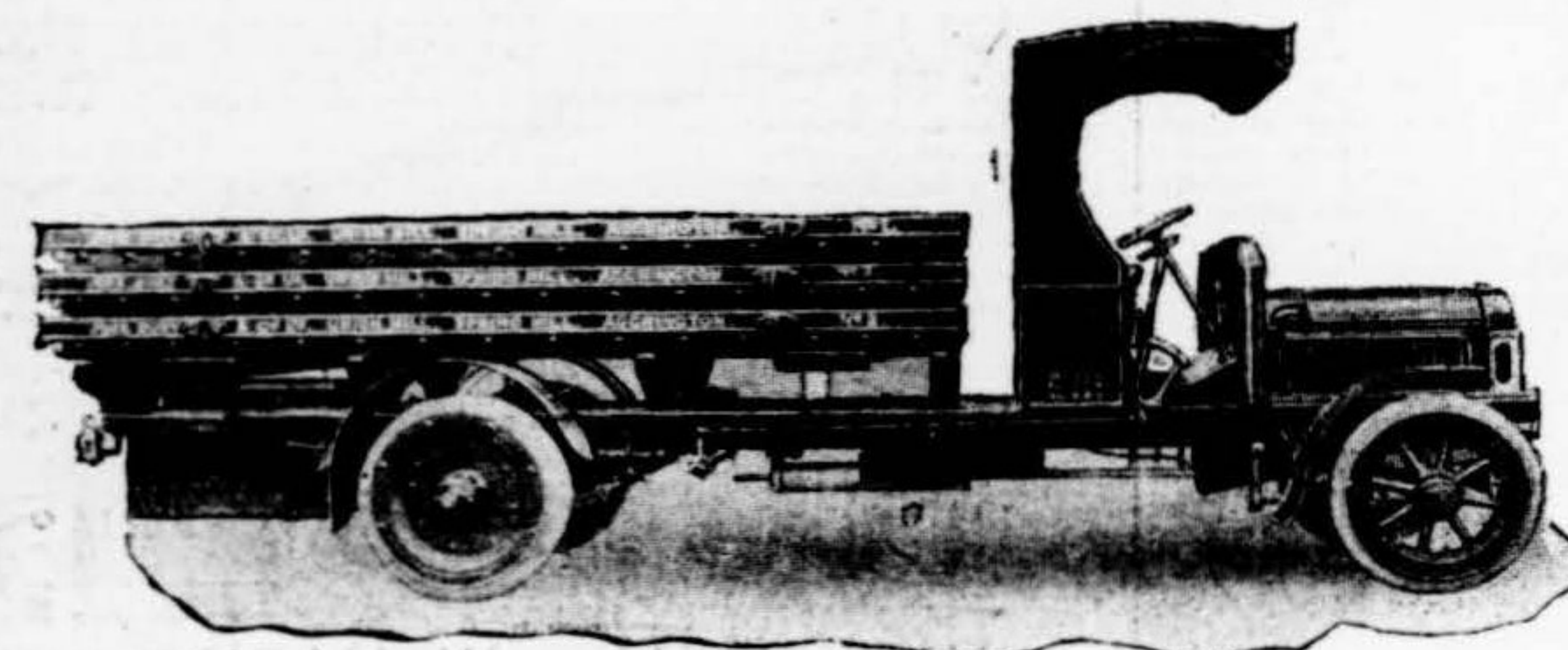
POPULAR COVER

WIRED OR BEADED

28x1 1/2
OBTAINABLE AT ALL AGENTS

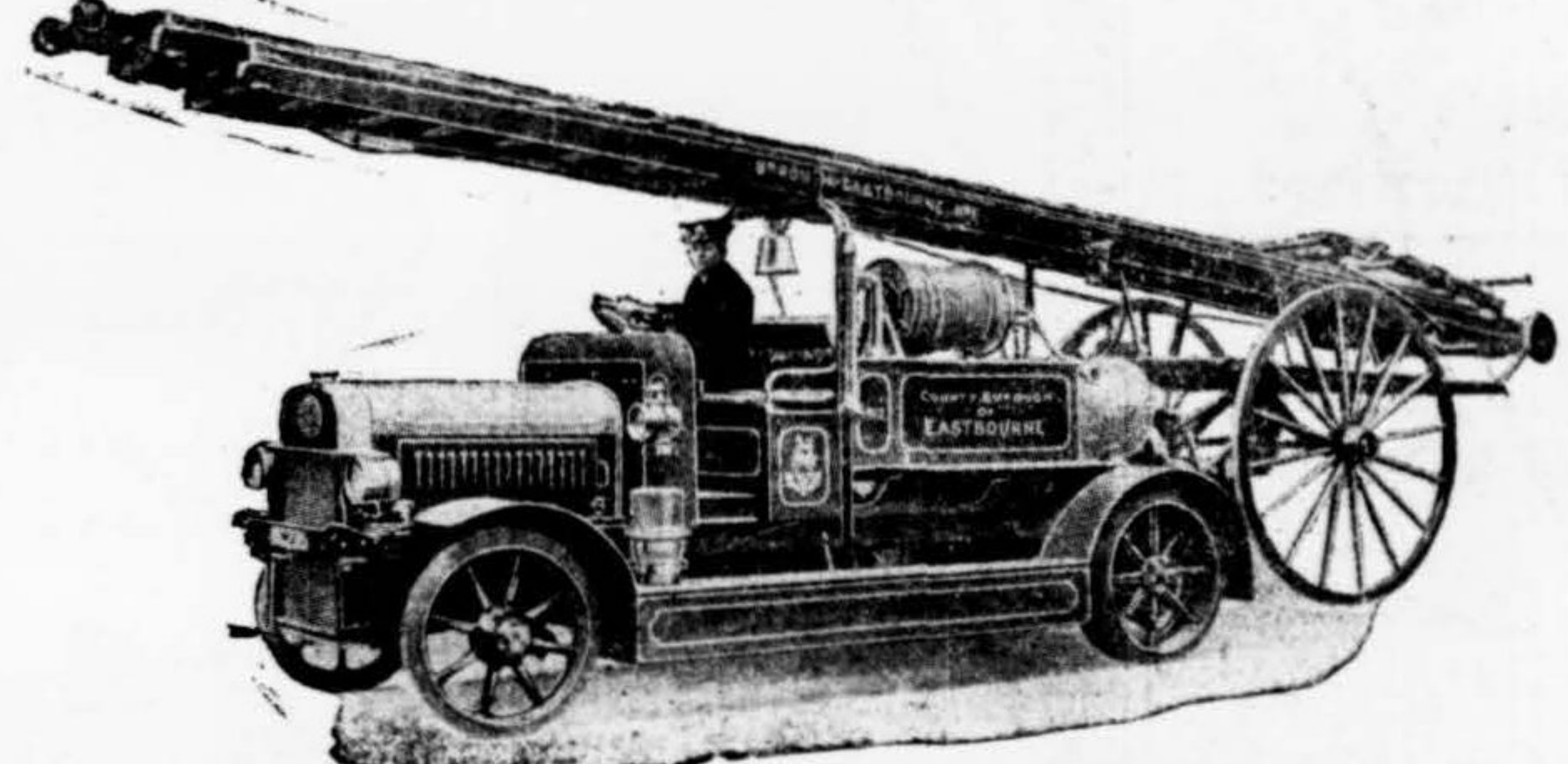
NORTH OF ENGLAND MOTOR SHOW, STAND No. 19.

LEYLAND COMMERCIAL VEHICLES.



"Leyland" 6-ton Petrol Chassis.

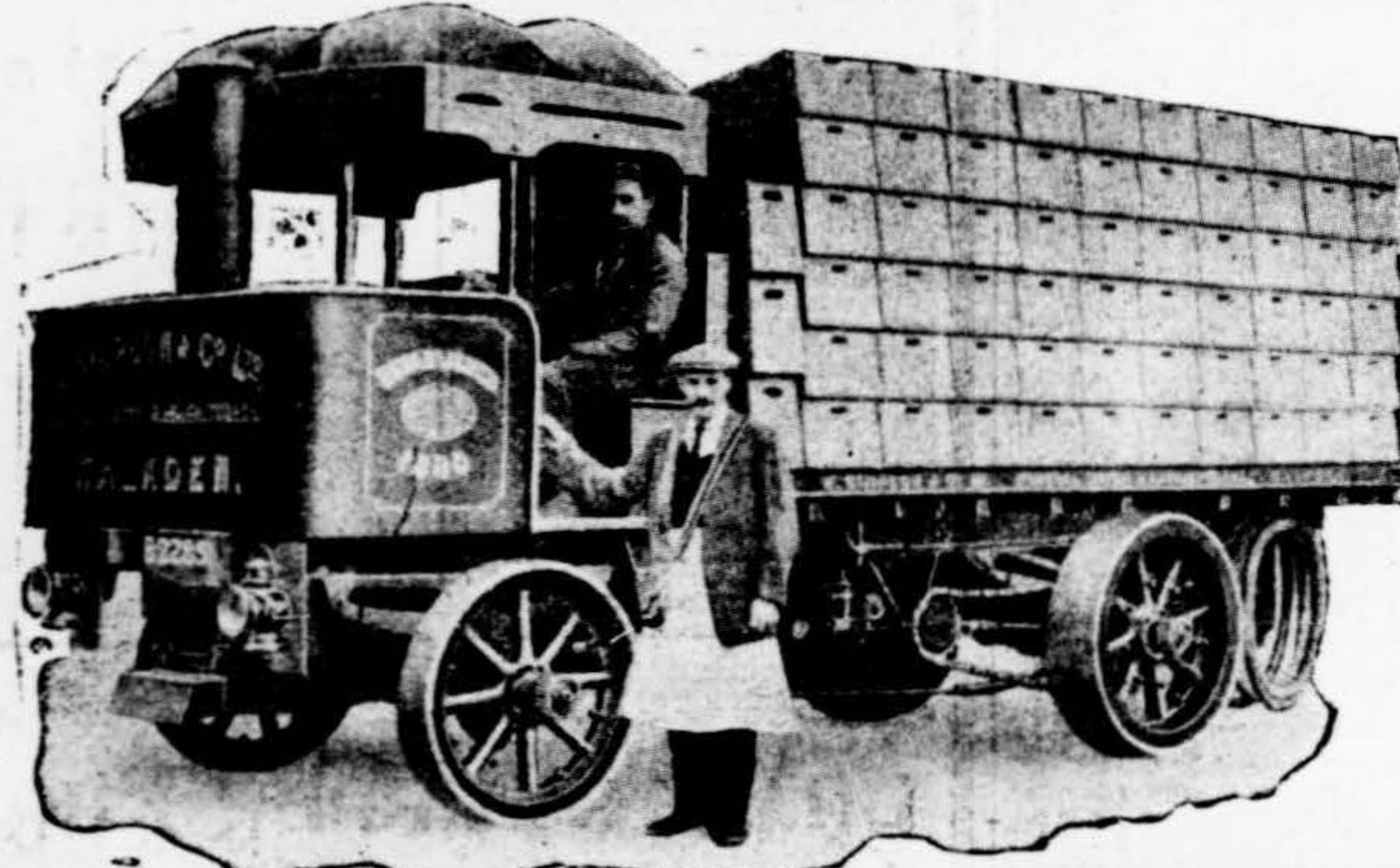
The recognised leading make
FOR
**INDUSTRIAL
AND
MUNICIPAL
WORK.**



"Leyland" Standard Fire Engine, with Wheeled Escape and First-Aid Outfit.

TYPES TO SUIT ALL REQUIREMENTS.

15 cwt. to 6 tons in Petrol. 5 to 10 tons in Steam.



"Leyland" 5-ton Steam Wagon.

SOME RECENT ORDERS.
WAR OFFICE - - - 63 Wagons.
British Electrical Federation 55 Motor Buses.
London County Council 24 Fire Engines.

MR. W. H. LOBER will be in attendance at the forthcoming Show daily, to answer inquiries for the Accrington & Rossendale Districts.

Catalogues and Programmes for the Show may be obtained in advance on application at our office.



"Leyland" 2-ton Chassis with Sheet Van Body.

LOBERS LIMITED, Cannon Street, Accrington