

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. STOWER, fitted with English Four-seater torpedo body, hood, screen, five detachable wheels—**£340**

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

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

Northern Representatives 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. LATMAN WILL BE IN ATTENDANCE DURING THE SHOW AT THIS STAND.

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.

CUMMIKAR : 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.

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.

PIRELLI TYRES. FREE INSURANCE POLICIES issued to all Private and Professional Cars. (Agents wanted.)

CAVE & HIGGINS Ltd., 19 Hardman St. Manchester. Tel. No. 483 City.

NORTH OF ENGLAND MOTOREXHIBITION

JANUARY 1914

Further details are now to hand of the Northern Motor Show to be opened in Manchester, from which it is safe to say that a visit to the City Hall will be well repaid, for quite apart from its interest to motorists, it will prove a great educative force to all. No other industry has made such rapid progress. It seems but yesterday that the motor car was associated with noise, smell, and unreliability. To-day, the automobile is as reliable as the locomotive. In fact, many of the luxurious vehicles which will be seen via with the finest Pullman car and its appointments. Nor has progress stopped at mechanical construction and efficiency. Refinement and simplicity are so marked in the car of to-day, that hardly any mechanical skill or knowledge is required to control it. With automatic carburation, lubrication and the extreme flexibility of the modern internal combustion engine, the man at the wheel has practically nothing to do but watch the road. These refinements are not confined to the expensive automobiles, proof of which will be seen by an examination of the lower priced exhibits in the Hall. And although great strides have been made mechanically, the most surprising fact which will force itself upon the mind of the visitor will be the extraordinary value which is obtainable to-day. Never before, in the history of automobilism, has money ever commanded such value, for at no period of the history of the new locomotion has such remarkable value been offered. In many instances prices have been reduced. Where the prices of models remain stationary, many improvements and refinements have been incorporated for 1914. Nor are these refinements or improvements of a superficial character. In fact, they take in many instances the form of self-starters and electric lighting outfits. Although the exhibits of British origin are an evidence, Austria, Belgium, France, Germany, Holland, Italy, Spain, and America, between them contribute a prominent contingent.

The forthcoming show is marked by very high-class workmanship. Of the out-of-sensational the appears to be little, the manufacturers confining themselves to turning out chassis, bodywork and incidental of undoubted merit. Indeed, it is rather along these lines that one is to look for the tendencies of 1914 coupled with a very striking attention to detail improvements. That the exhibition will be representative in more ways than one is obvious from the wide range of style and price it represents. Accommodation for two, four or seven persons is provided, with a corresponding variation in power and price. The needs of the medical man, the tourist at home and abroad, and the ever-increasing use of the motor carriage, are equally studied. But a striking feature of the show is the catering for the man of moderate means. Attention has also been paid to the pressing problem of accessibility of the mechanism. Time saving is aimed at by a good disposition of working parts, automaticity of the functions of lubrication, ignition and carburation, and by the growing use of detachable wheels and rims. Metal wheels are now very general, and types are rather larger than before. As for comfort, the suspension shows here and there better design in the road springs themselves; also an alteration of pattern in a few instances, and a wide application of supplementary springing devices. Further, there is plenty of scope as to rake and height of seats, the width of doors and windows, while not a small item is the number of car makers who, if they do not actually fit dynamos for lighting their cars, have provided brackets so that they can be attached if required. Self-starting devices are gaining ground, and the fashion of selling a car complete, ready for the road, is also to be observed.

Mechanical changes are not particularly striking, existing designs giving so much satisfaction as to make the value of changes rather questionable. It is for this reason that the majority of the exhibits reveal but slight collective modification, with incidental small experiments here and there. Four-cylinder engines predominate, with sixes a good second, and monobloc casting is generally adopted. A slight tendency towards reducing the stroke-bore ratio is shown equally with a decided quietening of gear and reduction of friction. Working parts are adequate and well protected, and the 1914 chassis are strengthened to suit the highly-efficient modern engine and the hard service to which cars are put as a matter of course nowadays. Distinction in style is more noticeable this year than before, and pointed radiators, sloping bonnets and curved dashes combined with elegance in style and tone in coachwork. There is still some hesitation amongst makers as to which is the better, three or four forward speeds. The greater number is, however, becoming pretty general, especially with cars of moderate power. It will be found that gear boxes and differential casings are quiet and oil-retaining, and that provision for lubricating all working parts in the chassis is generally found.

We continue details of exhibits supplied in advance:—

EDGAR HARDING & CO., MANCHESTER.

ARGYLL-BELSIZE-MORS CARS. On Stand 62, Argyll's Limited will exhibit a couple of new models—a 15-30 streamline torpedo, painted green, with nickel finish; and a 25-50 cabriolet, painted green, with cloth trimming and brass finish. Each has single sleeve valve engine, four-speed gear box, worm-driven rear axle, detachable wheels, and Argyll non-skid four-wheel braking system. Both cars are mounted with Argyll streamline coachwork, and embody all the very latest refinements.

In view of the large increase in the sale of Argyll single sleeve valve cars the makers have decided to make a substantial reduction in the list prices of Argyll cars for 1914. The exclusive features of the Argyll are the single sleeve valve engine and the

four-wheel braking system. The Brooklands performance of the 15-30 h.p. standard model is still fresh in the memory of motorists and should tend further to greatly increase the popularity of this well-known Scottish production. In addition to the models shown on Stand No. 62, Messrs. Argyll are producing a 12-16 h.p. model with four-cylinder propeller valve engine, four-speed gear box, worm-driven rear axle, and four-wheel braking system. This model is listed at £335, including detachable wheels, spare wheel and tyre, hood, screen, three lamps, horn, tool outfit, etc.

BELSIZE CARS. In East Lancashire the cars manufactured by the well-known Manchester firm are well known and very popular. Belsize models are to be shown on Stand 52, and they are certain to arrest the attention of visitors. While the Belsize Co. make larger motors, they are paying special attention to the smaller car, for which there is a great demand. Their 10-12 four-cylinder model, with two-seater body, and fitted with electric lamps and other accessories ready for the road, is listed at £215, with hood and wind screen £225; or with sleeker and more powerful higher power car advertised at proportional rates.

THE MORS CAR. The Mors car had a great reputation before some of the motor firms now doing a prodigious business were known. Over a dozen years ago the Mors achieved many successes in international races, and has been prominent in motor records ever since. The 1914 12-15 model, upon which the firm lay great store, has four speeds and a 12 volt dynamo lighting set, and a special feature is the Citroën gear which, it is claimed, solves the noise problem in the back axle. With its double helical gear, the gears are exceptionally strong, and the power, it is claimed, is transmitted without noise, shocks or vibration.

Mr. Edgar Harding, of 241, Deansgate, Manchester, is the representative of Argyll, Belsize and Mors cars, and will be in attendance at the Manchester Show.

HUMBER CARS.

Arrangements have been made to exhibit Humber cars on the stand of Messrs. Merigold Bros. (No. 47), where an 11 coupe landaulette, a 14 chassis, and a 14 h.p. engine in section will be on view. Also on the stands of the Central Garage, Ltd. (No. 12) a 10 h.p. two-seater, and Messrs. R. Woodhead and Co., Ltd. (No. 6), an 11 h.p. four-seater; and on Stand No. 42, a 14 h.p. engine in section will be seen.

The 11 h.p. Humber, with minor improvements in detail, has now stood the test of two years on the road, and continues to grow in favour. The fine performance of this little car at Brooklands when it broke all records for the flying half-mile, will still be remembered. The 14 h.p., shown for the first time at Olympia twelve months ago, has in the new edition many improvements and refinements, including an increase of 10 mm. in the stroke, a five-seater body with loggare carrier, a lower frame, steel artillery wheels, and a new form of radiator of artistic design. It is also fitted with a dynamo lighting set, and electric self-starter. The 20 and 28 h.p. cars, with minor improvements, are recommended as excellently adapted for landaulette, cabriolet, and seven-seater touring bodies.

DUNLOP TYRES.

The Dunlop Rubber Co.'s revised list of prices for the repair and the retreading of tyres is one of importance to all motorists, inasmuch as it gives details of substantial reductions in the cost of retreading any make of tyre. For example, the price of retreading a plain or grooved cover equals exactly one-third of the list price of a new cover. The standard retreading prices are 52 per cent of the list price of a new cover. It is well-known that Dunlop's system of retreading gives a second and lasting lease of life, which, reckoned by mileage, may exceed that of the original tread; so that the tyre bill can be largely restricted. Although there can be retreaded within 48 hours, a longer allowance of time is desirable; indeed, in order to get the best results, the rejuvenated tyre should be carried as a spare for at least a week before being used. Another suggestion issued by the Dunlop Co. is, never neglect cuts in covers, for, if left unattended, water gets in and damages the casing. Careful motorists will have cuts plugged at once, and plugged with real rubber.

BLACKBURN WEST END GARAGE, LTD.

The Blackburn West End Garage, Ltd., Preston New-road, hold quite a number of important agencies for motor cars, including the Star, the Rover, the Empire, and the Hillman. The two first named have a great reputation; and the Hillman are not so well known in East Lancashire, and

a few remarks about them may be of interest. First then the Empire. It is well-known and highly popular in the States, and has been described as "the aristocrat of the American cars." A five-seater of 20-25 h.p., it is listed, ready for the road, at 200 guineas. The chassis is wonderfully simple, and it is claimed that it is as strong and as durable as it is simple. The gears are unusual y.b.g. and the radiator has also the advantage of being on the large size. The motor is the approved long stroke type with paired cylinders 3 1/2 in. with enclosed valves. The entire power plant, including motor, clutch and transmission, is built and assembled in one unit, anchored to the frame at two points, and staunchly pivoted at a third. Thus the Empire has the scientifically correct three-point suspension unit power plant. The construction acts as a shock absorber to the motor and vital parts which are insulated by the three-point suspension from road shock and the twisting of the frame, which always responds to the inequalities and roughness of the road. The Empire has a flexible straight line drive from crankshaft to the rear axle; thus every gallon of gasoline is converted into power delivered to the rear axle. The Empire's ample wheel base, big resilient springs, large artillery type wheels, fitted with demountable rims and oversize tyres (32 x 3 1/2), and the rubber shock bumpers on front and rear are the basic foundation of its easy riding.

The Hillman comes from Coventry, and is of the lighter type of car—it is spoken of as "a large car in miniature." It is a smart two-seater of 9 h.p., with four cylinders, three speeds and reverse, and can be purchased for £200 fully equipped, or £235 with limousine body. Its maximum speed is 45 miles per hour, and the petrol consumption 35 miles per gallon. Everything about the Hillman is standardised, and that is one reason why the car is listed at such a low figure.

MR. SAM HEARD.

Mr. Sam Heard, of Fanam, Blackburn, specialises in three makes of cars, the Briton, the Alldays, and the Detroit, and is also agent for the Mors and the N.S.U. The Briton, described as the "All Ready" car, is a 10-12 listed fully equipped at 175 guineas. The Detroit, as the name suggests, is an American, and one of its great merits is the accessibility of all the parts. Although the concern in Detroit responsible for its production is comparatively young, the car has achieved remarkable success. It is an attractive, straight line automobile with the long stroke motor, multiple disc clutch, full floating rear axle, platform rear springs, left-hand drive, and electric control—six important features. Many other ideas are embodied, such as a unit power plant with enclosed fly wheel mounted on a three-point support, a selective three-speed transmission, and ball bearings.

THE SAFETY OF FLYING.

MR. GRAHAME-WHITE'S VIEW.

"Always, in writing of aviation, one feels the presence of a writer of prejudices," says Mr. Claude Grahame-White, who contributes some flying reminiscences to the January "Penny" Magazine. "If you leave 'terra firma' in an aeroplane you risk your neck every moment you fly—such is the delusion, and there is excuse for it. In the newspapers day by day there are reports of aeroplane accidents, and, should you read enough of them, you picture the pilot as an aerial equilibrist, balancing himself perilously in every gust. "Yet, in each accident that happens—let us picture the pilot as a man of common sense, who would only realise the fact—many thousands of miles are flown safely. At the aviation schools for instance, now springing up—out of which there are more than a dozen in regular operation in this country, and a vast majority number on the Continent—hundreds of miles a day are flown without mishap; while aerial journeys between London and Paris, and Paris and Berlin, have lost their novelty for the reason that they are made so often—and in high winds as well as calm. "It is not easy—unless one has flown to realise the stability of a well-designed aeroplane, or to grasp the fact that a machine losing equilibrium in gust may pitch earthward only to regain its balance—sometimes automatically—before there is danger of striking the ground. An instance occurs in what is known as 'side-slip.' Here an aeroplane tilts over laterally under the impact of a gust until it ceases to move forward, and begins to skid like a car on a greasy road. But the airman—granted he is flying high enough—is not unduly concerned. He dives abruptly, checking the sideways slip by a forward plunge, and then brings back his craft to an even keel. Strange illustrations, which are well authenticated, have been given of the inherent stability of aircraft."

HE WAS QUITE SLOW.

A shy young man had been calling on the sweetest girl in the world for many moons, but, being bashful, his suit progressed slowly. Finally she decided it was up to her to start something, so the next time she called she pointed to the rose in his buttonhole and said: "I give you a kiss for that rose." A crimson flush overspread his countenance, but the exchange was made after some hesitation on his part. Then he grabbed his hat and started to leave the room. Why, where are you going? she asked, in surprise. "The rose—forget for more roses," he called from the front door.

Mr. William O'Brien speaking near Cork on Sunday, said that Ireland could have been saved from the existing quagmire had the Nationalist leaders accepted Lord Loreburn's suggestions without equivocation. But he did not believe a rumour of treachery to the Nationalists of Ulster—i.e., that they were weakening on the question of exclusion.

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— 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.

Blackburn West End Garage, Limited.

Telephone 932. Telephone 932. ACCOMMODATION FOR 60 CARS.

AGENTS FOR THE FOLLOWING FIRST-GRADE CARS:— **STAR** 10.12 h.p. Completely Equipped, 290 Gns. 12.15 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,** 2 1/2 H.P., 3 1/2 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.**