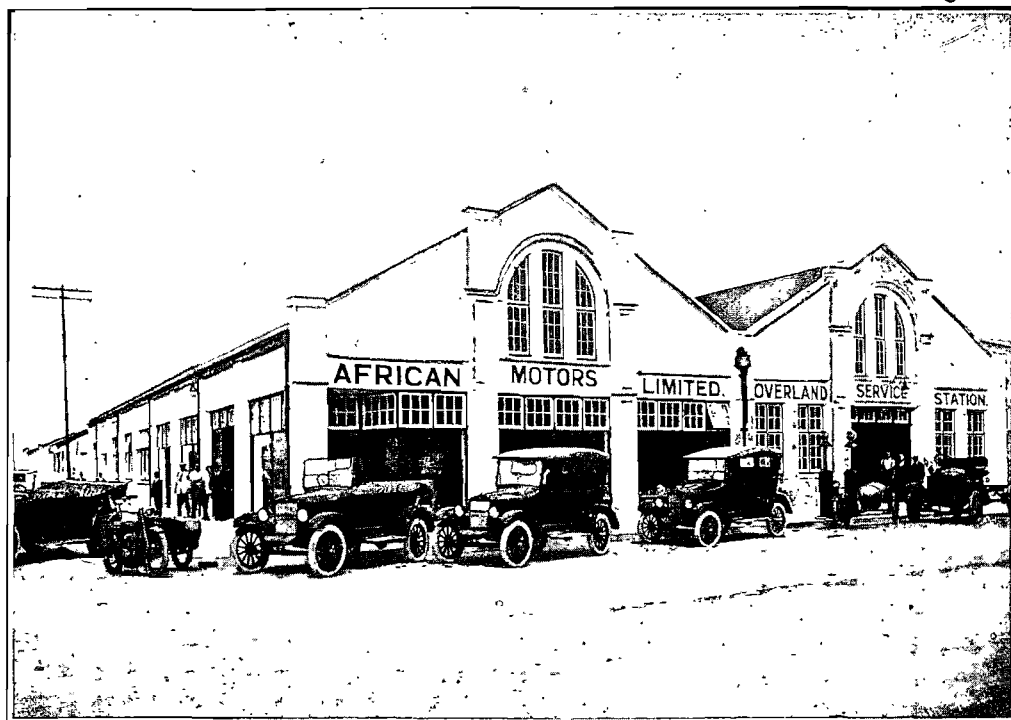


A STORY OF ACHIEVEMENT.

No. 2.

In the first chapter of our story I sketched the rise and progress of Messrs. Bartle and Company, Limited, and spoke of their enterprise in Johannesburg. In this issue I propose to deal with the expansion of their branch in Durban, which operates under the title of the African Motors, Ltd. In a pleasant airy building in Smith Street, at the corner of Stanger Street, I found Mr. Percy Briggs, General Manager for Natal.

Mr. Briggs was born in Bolton, North Lancashire, and served his apprenticeship with Messrs. Edward Bennis & Co., Engineers, Bolton. After a few years he was associated with the Belsize Motor Company, of Manchester. He also served for two years as draughtsman with the Empress Motor Company, of Manchester, the makers of one of the first Light Cars in England.

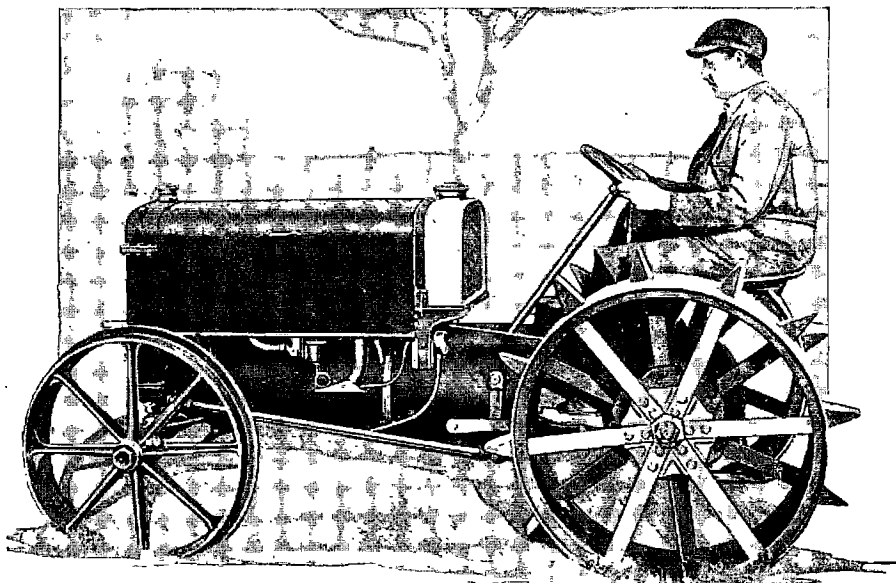


AFRICAN MOTORS, LIMITED.
CORNER SMITH AND STANGER STREETS, DURBAN.

(Box 564.)

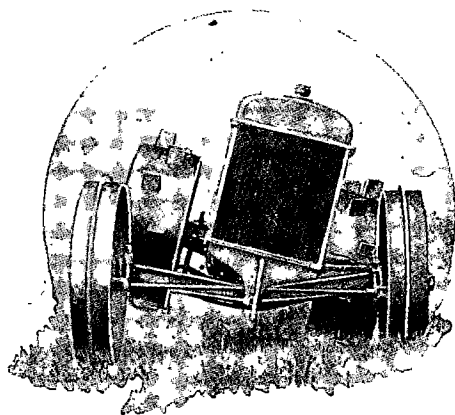
Sole Distributors in Natal for Overland Cars and Harley-Davidson Motor Cycles.

AUSTIN AGRICULTURAL TRACTOR.



General View of "AUSTIN" TRACTOR.

❖
Front View of
Tractor.



❖
Showing flexi-
bility of front
axle on uneven
ground.

TRANSVAAL AGENTS :

H. GILL & CO.,
45, Eloff Street, Johannesburg.

In 1911, Mr. Briggs came to this country under contract as Guarantee Engineer for Messrs. L. Gardiner & Sons, Ltd., of Manchester; who are the well-known Submarine Oil Engineers and build all kinds of internal combustion motors. Upon completion of his ten months' contract with this company, the sunshine and wide spaces of South Africa had proved such an irresistible magnet that Mr. Briggs abandoned any idea of returning to the Old Country and made up his mind to become a citizen of the Union. He was offered the appointment of Chief Lubricating Engineer of the Texas Company, and in that capacity toured the whole of the country. It was during these extensive journeys that Mr. Briggs saw the wonderful potentialities of South Africa, both as regards industrial and agricultural development. Accordingly, at the close of 1913, he determined to commence business on his own account and became proprietor and manager of what has since proved a highly prosperous concern called the Dundee Motor and Engineering Works. In February, 1919, Mr. Briggs was appointed general manager for Natal of the African Motors, Limited.

A Wonderful Car.

The A.M., Ltd., handle the Overland car, the Willys-Knight car, the Crossley car, Republic trucks and the Harley Davidson motor cycles, all of which may justly be classed as five of the world's finest commercial lines. If you want to see Mr. Briggs' face light up with enthusiasm, you have only to speak to him about the Overland Model 4. This wonderful car is the result of ten years' experience on the part of the Willys-Overland Company in the construction of over 500,000 motor cars. Their engineers spent 18 months in designing it, and 30

models were severely tested over 150,000 miles before it was placed upon the market.

Mr. Briggs maintains that the Overland is the finest car which has been specially built for the conditions prevailing in South Africa. Moreover, he holds that there is nothing that one seeks for in a high-priced car to the last detail that is not supplied in the Model 4.

For many years past, with few exceptions, the public have been accustomed to cars of a heavy and cumbersome type. The Overland represents a radical change in design and retains lightness with the comfort of the heavier car with a longer wheel base. This result has been attained through the 3-Point Suspension and Cantilever Springs, and the car, while having a wheel base of only 100 inches, has a spring base of 130 inches. That is to say, the chassis has a patented 3-point cantilever springing system, the design being such that no violent rebound is felt in the body over rough roads, while side sway is eliminated. The frame is suspended on the axles at two points only, and there is no twisting and racking with its attendant squeaks.

Model Four for Rough Roads.

The demand for Model 4 has been greater than for any other car previously handled by the African Motors, showing that the public are quick to appreciate its general utility. The most noticeable feature about the sales are that fully 90 per cent. of the orders come from up-country towns, where rough veld roads are to be expected. In course of conversation Mr. Briggs made an instructive comparison between British and American cars. There is undoubtedly a demand for the high-class British car, but the comparatively low price of the American car is putting

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A HIGH-CLASS DISINFECTANT.

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KILLS ALL TICKS.

Non-Poisonous. Does not Scald.
Saves the Udders of Cows.
Affords considerable protection
against re-infection.

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For Sore Eyes.

Specially prepared to cure Infectious and Verminous Ophthalmia. A liquid which is applied to the eye without the addition of water. It relieves the inflammation, clears the cloudiness and brings about a cure. 4/6 per 8oz. bottle.

Cooper's Medico.

Valuable Stock Tonic & Worm Destroyer for Cattle, Horses, Sheep and Pigs.

Medico is a powder which simply requires to be mixed with ordinary salt and kept before the animals. They dose themselves.

6/- per 5lb. packet.

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A PREVENTIVE AND CURE FOR GEILZIEKTE.

A REMEDY FOR TAPEWORMS. AN EXCELLENT GENERAL TONIC.

ENSURE SAFE AND CORRECT DOSING.

IN TINS OF 200 TABLETS.

3/- per Tin.

Cooper's Wireworm Tablets.

THE BEST WORM REMEDY EVER OFFERED TO SHEEP OWNERS.

ERADICATE INTESTINAL AND STOMACH WORMS OF ALL KINDS, INCLUDING TAPEWORMS AND WIREWORMS.

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ENSURE CORRECT DOSING.

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Cooper's Ear Tick Remedy.

The only effective Remedy against Ticks which inhabit the ear, such as the Spinose Ear Tick, the Larvae and Nymphae of the Red and other Ticks which, in their young stages live in the ear; also the Goat Ear Scab Mite.

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COOPER'S SHEEP DIPPING POWDER.

Annual Sales Sufficient to Dip 300,000,000 Sheep,

Cures Sheep and Goat Scab; Protects against re-infection; Kill Keds; Prevents and stops Maggot Fly; Kills Ticks; Improves Quality of Wool; Increases Quantity of Wool; Kills Lice; Stops and Prevents Bluetongue and Heartwater; Acts as General Tonic to System.

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the English car out of the market entirely. What is wanted in South Africa is lightness, cheapness, power, and a gear ratio to suit this country, not based on Home experience. It is hardly necessary to state that American manufacturers are paying special attention to these four fundamental factors.

The Motor Truck.

Mr. Briggs informed me that people in all parts of the country are rapidly taking to the motor truck as the best and most economical form of transportation in place of the old-fashioned and slow-moving ox-wagon. The Company are now selling trucks to farmers for carting their produce from the farm to the railhead.

During the past few months the utility of the motor truck has been demonstrated in a striking manner. Quite recently a well-known Natal farmer purchased a Republic truck for hauling 5-ton loads of wattle wood to the sawmill, and has since entirely discarded the large spans of oxen which he had employed for this purpose. Furthermore, he is so satisfied with the petrol motor truck as a time and money-saver on the farm that he has already given a repeat order for two more. With the present prosperity of South Africa Mr. Briggs sees a limitless field of expansion on the farm and in the city for pleasure cars and commercial vehicles, and it is easy to foretell a rapid development of this business under his own bright and strong personality.

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FOR ITS PURITY, OR ITS
BRILLIANCY, OR ITS FLAVOUR,
OR ITS REFRESHINGNESS, OR
ITS MILDNESS, OR ITS
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The Standard Motor Company of Africa, Limited.

DIRECTORS, BRANCH MANAGERS AND PRETORIA STAFF.



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