

www.screamingstones.co.uk

C. S. ROLLS & Co.

Head Offices & Show-rooms:

14 & 15, Conduit St., Regent St., London, W.

Telegrams: "Rolhead, London."
Telephones: 1497 Gerrard, and 1498 Gerrard.

Branch Office and Show-room:

28, BROOK ST., BOND ST., LONDON, W.

Telegrams: "Rollicking, London."
Telephone: 2328 Gerrard.

Repair Shops and Garage:

LILLIE HALL, SEAGRAVE RD., FULHAM, S.W.
(Adjoining West Brompton Station.)

Telegrams: "Sideslip, London."
**Telephones: 1692 Kensington.
104 Kensington.**

WORKS: MANCHESTER.


Complete specification will be sent on application to C. S. ROLLS & CO., 14 & 15, Conduit Street, London, W. See post-card enclosed.

January, 1905.


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PERSONAL ATTENTION TO CLIENTS.

The **MANAGEMENT** of C. S. ROLLS & Co. is in the hands of



**THE HONOURABLE
CHARLES S. ROLLS,
M.A.**



AND
Mr. CLAUDE JOHNSON,

who, at their Head Offices in Conduit Street, will at all times be pleased to **PERSONALLY INTERVIEW** Clients as to their requirements.

See pages 18 and 19.

THE ROLLS-ROYCE CAR.

C. S. ROLLS & CO. have had practical experience for many years past with all the leading makes of cars. Until recently they have specialized in Panhard cars, which in their opinion, were among the best and most reliable on the market.

In consequence of the number of enquiries received by C. S. ROLLS & CO., and the constant pressure brought to bear upon them to produce in this country a motor vehicle of the **VERY HIGHEST GRADE**, which will compare favourably with the best Continental makes, they have after much experiment perfected and placed upon the market

AN ALL-BRITISH CAR.

In its design has been incorporated what experience has proved to be the best features in the leading types of cars, and to these have been added notable and most valuable improvements.

The vehicle which C. S. ROLLS & CO. now place before the public has been declared by experts to mark the **MOST NOTABLE ADVANCE** that has been made of late years in the brief history of Automobilmism.

WORKS.

The car is manufactured exclusively for C. S. ROLLS & CO. by Messrs. Royce, Ltd., of Hulme, Manchester, established in the year 1884, a firm of the highest standing in the engineering world.

**HONEST BRITISH WORKMANSHIP.
SOUND MATERIAL. BEST FINISH.**

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THE ROLLS-ROYCE CAR.

MANUFACTURE.

The ROLLS-ROYCE Car is constructed in a factory covering 5 acres of ground, equipped with the most modern tools and appliances, and in which none but the most up-to-date methods of manufacture are permitted. Only the finest steel and other materials are employed in its construction. In short, the ROLLS-ROYCE chassis is

A MODEL OF ACCURATE AND SCIENTIFIC CONSTRUCTION.

In their new car C. S. ROLLS & Co. have attained an unequalled combination of

**SIMPLICITY, SILENCE, LIGHTNESS & STRENGTH
ABSOLUTE RELIABILITY, EASE OF MANAGEMENT
& ECONOMY OF UPKEEP.**

SIMPLICITY.

C. S. ROLLS & Co. have aimed at producing a car that "A FOOL CAN DRIVE."

The mechanism of the Rolls-Royce car is SIMPLICITY ITSELF and is practically "FOOL-PROOF."

There are FEWER PARTS than in any other car of the kind.

The Engine

Is entirely closed in (though readily accessible at will), is self lubricating in all its moving parts, self-cooling, and its carburation is automatic.

The Ignition

Is of the simplest form, designed with the greatest care and thoroughness, and has given the utmost satisfaction during thousands of miles of running.

The Cooling

Of the motor is effected by a patent honeycomb radiator, and a simple gear-driven valveless pump which CANNOT FAIL. Only a small quantity of water is carried.

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THE ROLLS-ROYCE CAR.

The Power

Is transmitted from the engine to the back wheels by simple gear wheels running in oil; CHAINS, with all their objectionable features of noise, wear and tear, etc., have been ABOLISHED.

The Brakes

Are independent, extremely powerful, act EITHER FORWARDS OR BACKWARDS, and do not rattle.

ECONOMY & RELIABILITY.

The mechanism is designed, as to size of bearings, certainty of lubrication to all parts, and protection from dirt and grit, with a view to constant hard work in unskilled hands WITHOUT ATTENTION or REPAIRS.

No expense has been spared, either in material, workmanship, or to prevent the possibility of BREAKDOWN.

Carburator.

The "R-R" Automatic CARBURATOR gives a perfect carburation at ALL speeds, thus reducing the consumption of FUEL to a minimum. Such is the flexibility of the engine that the car may be driven from rest to the maximum speed without changing gear.

Weight.

The careful design and study of each and every part in relation to the strain it has to bear, and the employment of the finest and most suitable material for each purpose (regardless of cost) has resulted in the production of the LIGHTEST CAR OF ITS TYPE (for the same strength) that has yet been produced.

Economy in Tyres.

Great ECONOMY IN TYRES is secured by this special feature of LIGHTNESS with strength.

In short, the cost of UPKEEP of an "R-R" Car will be found to be EXCEPTIONALLY LOW.

EASY TO DRIVE AND LOOK AFTER

It is not necessary to employ a skilled and expensive CHAUFFEUR. The mechanism of the "R-R" car, as already explained, is so simple that the merest novice can learn it throughout in a few hours.

When driving, there is no carburation or mixture to adjust, there are no meters or gauges to look after, the steering, brakes and regulation of speed are all that require attention; the rest will look after itself.

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THE ROLLS-ROYCE CAR.

SILENCE.

All who have tried one of these cars declare it to be the quietest yet produced. It is certainly unique in this respect.

The engine is so accurately balanced, and the carburation so perfect that when the car is standing still there is an entire absence of noise and vibration, which makes it almost impossible to tell whether the engine is revolving or at rest.

Direct Drive.

The top speed is a "direct drive," and when running, not a sound can be heard but the rush of air past the car or the "swish" of the mud on the road.

Gear Wheels.

The teeth of the gear wheels are cut by special and very expensive machinery, which ensures the most accurate work, a very high efficiency, and silence of running.

— FINALLY —

THE ROLLS-ROYCE CAR IS NO EXPERIMENT

Having covered 15,000 miles, and having been submitted to EVERY KIND OF TEST, before being placed on the market.

FULL DETAILED SPECIFICATION

— OF THE —

ROLLS-ROYCE CAR

Will be mailed free to any part of the world on application to

C. S. ROLLS & Co., 14 and 15, Conduit St., Regent St., London, W.

NOTE.—Every ROLLS-ROYCE Car is sent out complete with full kit of tools and spare parts, two magnificent brass headlights with double lenses, horn, and regulation tail lamp, WITHOUT EXTRA CHARGE.

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TERMS OF BUSINESS.

PAYMENTS.

Orders for cars must be accompanied by a remittance of one third of purchase price, the balance being payable when the car is ready for delivery at our works. Cheques should be made payable to "C. S. Rolls and Co." and crossed "Barclay and Co., Ltd."

CARRIAGE

On goods forwarded by us is payable by Consignee. Parts sent to us for renewal or repair must be carriage paid and bear the name and address of the Sender.

PACKING.

Goods are packed by us with great care; we do not, however, hold ourselves responsible for any loss or damage in transit.

CASES

And Packing are charged for at cost, and are not returnable.

DELIVERY.

All quotations are for delivery at our Works in London, unless otherwise specially agreed by us, and goods are forwarded by rail or road at purchasers' risk, responsibility, and expense.

GUARANTEE AS TO ROLLS-ROYCE CARRIAGES.

In the manufacture of our cars we use all reasonable care and skill to ensure the selection and use of the best materials and the best workmanship. Accordingly in lieu of the warranty or guarantee as to the fitness for the purposes for which they are sold or otherwise implied by Common Law, Statute, or otherwise, which warranty or guarantee are in all cases excluded, we give to those purchasing from us the following guarantee with all new ROLLS-ROYCE cars purchased from us:

If any part of a new ROLLS-ROYCE car supplied by us should under normal conditions be found to be defective within three calendar months from the despatch thereof through faulty material or workmanship, we guarantee and agree, provided notice of the defect be communicated to us in writing at our head office forthwith on its discovery, with the number of the car and date of sale by us, and the car or the defective part unaltered and unrepaired by others than ourselves and such other parts as we may require be delivered to us carriage paid at our works with all reasonable despatch, to repair the defect FREE OF CHARGE or we will similarly supply a replica of the part.

Our guarantee does not apply to tyres, lamps, batteries and other articles not of our manufacture.

CUSTOMERS' CARS

Are driven by Members of our Staff at Customers' own risk and responsibility.

MODIFICATIONS IN CATALOGUE.

This Catalogue is subject to modification without notice.