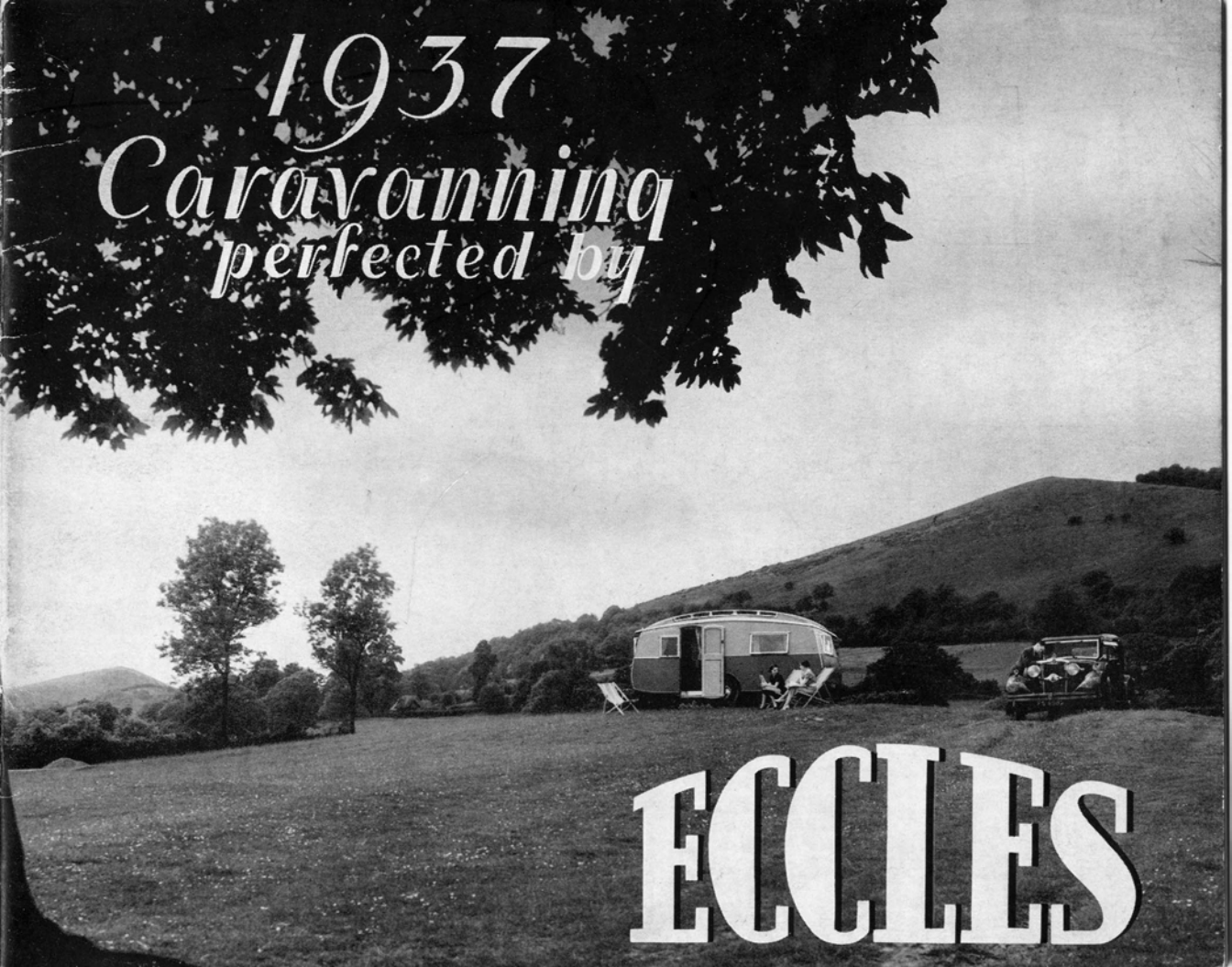


1937
Caravanning
perfected by

ECCLES





A consignment of caravans ready to leave the Eccles Works for destinations, including India, the Argentine and Holland.

TERMS OF BUSINESS

The goods herein offered are sold on the following terms and conditions.

Eccles Motor Caravans Ltd., hereinafter called the Company, desire customers to read these conditions before ordering, as no modification of these terms can be authorised.

The Company accepts orders only on the understanding that they are not subject to cancellation, and that vehicles are collected upon notification of completion, and paid for before leaving Works.

All prices quoted are net at Works, unless satisfactory hire purchase terms have been arranged.

The Company's goods are sold on the understanding that they must not be shown or exhibited in any exhibition without the written consent of the Company, under penalty.

The Company's goods must not be advertised other than as ECCLES Caravans, etc.

All orders for listed models should be accompanied by a deposit of 10 per cent.

All orders for Caravans varying from standard to be accompanied by a deposit of 20 per cent.

Carriage is customer's liability.

Customers' cars, trailers, etc., are only received, stored, and driven by the Company at owner's risk.

The Company do all in their power to adhere to promised delivery dates, but in the event of their not being able to comply therewith, they cannot accept any responsibility for any expense or damages or inconvenience caused to the customer.

All Caravans, Trailers and other goods left with the Company for any purpose are accepted on the understanding that the Company reserves to itself the right to charge the customer storage at the rate of 2/- per night for every day after seven days from the date upon which the customer is notified that his goods are ready for collection. The Company further reserves to itself the right to sell such goods if the same are not collected by the customer within one month of the date upon which such notification shall have been sent to him—after deducting all charges, costs and expenses owing to the Company from such price the balance will be forwarded to the customer.



The latest extension to the Eccles Factory in course of erection. It is because this factory is constantly maintained at the highest pitch of efficiency that Eccles Caravans constitute the greatest intrinsic value obtainable and fully justify the title—
THE BEST CARAVANS IN THE WORLD.

ECCLES MOTOR CARAVANS LTD. . STIRCHLEY . BIRMINGHAM

The best of all hobbies . . .

CARAVANNING

Those who are familiar with caravanning—especially Eccles caravanning—will not need to be told that here is a pastime that is unlike any other. The secret lies in the fact that caravanning never becomes monotonous. Every time the caravan is hitched to the car a new experience begins. There are new places to explore, new sights to see, often new people with similar tastes to meet—and the longer one indulges in the hobby the more it is realised that there is no limit to the new experiences one may enjoy.

But to those thinking of caravanning for the first time these things are yet to be discovered. A short while ago, many who are now enthusiastic owners of caravans, imagined, just as the newcomer now imagines, that a caravan is of use only during the annual fortnight holiday—and perhaps an odd week-end or so. But actual ownership shows, very quickly, that this is only the very beginning of the hobby.

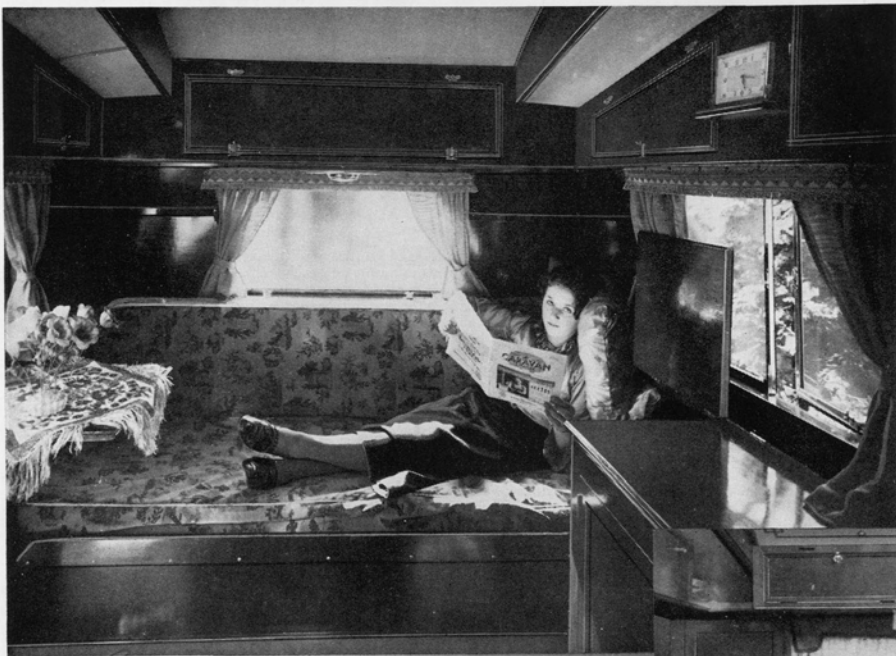
To-day, many owners, particularly those of independent means, or whose business activities permit them to roam far afield, live in their caravans the whole year round. Many an Eccles is serving as a permanent home for its contented owner! Not all of us can be so splendidly carefree, yet there is a wide field of activity between the annual holiday caravanner and the all-the-year-rounder.

Pause a moment and consider what caravan ownership could mean to the average family—what it could mean to you! Business demands attention five days of the week, certainly, but there are two days every week, there are breaks at Easter, Whitsuntide, August, and the annual holiday, at all of which times one's caravan can provide endless joy, comfort, and most important of all, radiant health. Imagine a caravan—*your* caravan—placed somewhere beside a river or the sea, within twenty or thirty miles of home. At the end of each week an hour's

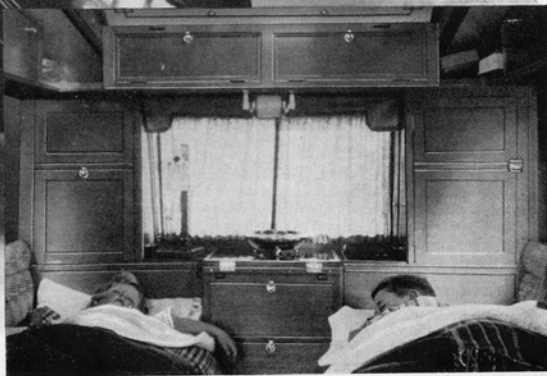
run takes you to it—and you leave all the cares of business and home behind. Your caravan awaits you each week-end—and when a change of scene is desired there is so little to do beyond hitching up to the car again and moving off in search of pastures new. When a longer holiday is due, it is equally simple to wander further afield. And always, whether the holiday be long or short—it is carefree! Remember too, that with your caravan, unlike a country cottage, you will not suffer disappointment because the neighbourhood becomes built up. No, you simply move your home to a new site as fancy dictates.

There is one fallacy about caravanning that experience quickly exposes—but it is one that must often cause prospective owners to hesitate. It is the old idea that one "takes the house work with one" when caravanning. This, as any experienced caravanner will be only too anxious to emphasise, is not the case. In the first place the modern caravan is so designed as to reduce work to a negligible minimum. What, after all, constitutes the work in the home? Cleaning, polishing, dusting and tidying many rooms! Even halls, landings, spare rooms, must have their daily attention and all this means *work*. The modern caravan eliminates unnecessary rooms—yet provides all the accommodation essential to the ordinary family. It reduces work because everything is easily ready to hand in a moment, yet out of the way. Just glance at the plans of the models in later pages and you will find everything arranged for your comfort and contentment!

The skilled designer has planned everything—on the most practical and adequate lines—to make the caravan of your choice a complete home with none of its worries, a luxurious flat with none of its expenses, and a country home with none of its limitations . . . No other pastime is so healthy, economical, or carefree, or provides such endless variety. Caravanning is, indeed, the best of all hobbies.



COMFORT. Above: A typical Eccles interior by day—with all the luxury of a modern home and none of its disadvantages. Right: Settees by day become cosy beds by night—and healthful sleep follows.



Guidance in the

CHOICE of a CARAVAN

How shall one set out to select the caravan best suited to one's needs? There are all sorts of caravans available—good, bad and indifferent, cheap, expensive and reasonable—and all too often the new caravanner looks only at the outward appearance and is attracted by numerous "gadgets" that experienced caravanners would disdain.

Perhaps the best possible guide, is the reputation of the manufacturer, the size of his organization and the extent to which leading Distributors and Caravan Agents themselves use his models for their own hire fleets. After all, a reputation is built up only by giving real value for money over a long period, a large organization grows out of satisfied customers and those business men who make their living out of caravan hire fleets and caravan sales—the Distributors and Agents—are not going to spend their own money on anything but the most reliable and most reasonably priced vehicles.

It is an unchallengeable fact that leading distributors all over the country have now practically standardized Eccles Caravans for their hire fleets—because they know that those caravans will give complete satisfaction to their clients—and equally important, the caravans will come in after hire, as safe and sound as they went out, even though they may have been towed from Land's End to John o' Groats in the meantime.

But perhaps the prospective purchaser will prefer to judge a caravan by his own particular standards. If so, there are a few points worthy of careful investigation. First, it is desirable to inspect the undergear and tow-pole of the caravan. Many caravans that look pleasing in the showroom may be built upon unsubstantial, unscientific, and unreliable chassis that will not stand the strain of towing over all kinds of roads! The chassis of all Eccles caravans are scientifically designed on the principles of the motor car chassis to withstand stresses in all directions and are sturdily built in steel to last.

Another point to consider is the construction of the cupboards, partitions and other features inside the caravan. Experience over many years has shown that the Eccles method of construction is the only sound one—cabinet making, not carpentry—in which all doors and lockers other than the smallest are built on mortised and tenoned framing that eliminates warping and twisting.

Many purchasers, when choosing a caravan, are tempted to demand alterations in construction, the inclusion of unusual fittings and special furniture and various other departures from a standardized model. It is appreciated that when a caravan is required for a very special purpose, a special caravan may be desirable—and Eccles can build such models (and frequently do so) to the entire satisfaction of the purchaser. It will be, however, readily understood that for general purposes, the purchaser will obtain far better value by selecting a standard model. In the first place, the standardization of size, shapes, and fittings, enables Eccles, the only manufacturer producing caravans in large numbers, to build far more economically than is the case where the caravans are made "one at a time." Small modifications of Standard Models can, of course, be carried out without adding materially to the standard price, but considerable departures from standard, while adding to initial cost, detract from the second-hand value of the caravan. In fact, experience shows that models built to special designs are, frequently, most difficult to dispose of later by very reason of their unusual design.

In any case, why should one need a special caravan? As the following pages will show, there is, in the Eccles range, a wide variety of *standard* models—a range that experience proves will meet the needs of almost every type of caravanner. After all, those models have been designed with a vast experience behind them. That experience enables Eccles to offer practical caravans that are unequalled in the matter of quality, reliability, and real value. The wisest counsel on the choice of a caravan is, choose Eccles!



QUALITY. Above: One of the cabinet-making bays in the Eccles factory. Right: The extension to the factory immediately after its official opening in April, 1936, by Mr. Ronald Cartland, M.P.

The resources behind

ECCLES CARAVANS

The Eccles factory in Birmingham is the largest factory in the world solely devoted to the building of British Caravans. This fact in itself indicates that the resources behind Eccles Caravans are considerable. But it is not in the matter of mere floor space that the Eccles Works are important. As the pioneers of Trailer Caravan building, Eccles have built up an organization that is unequalled anywhere. Experienced designers and competent workmen have been engaged all the year round at the Eccles factory for many years and in this way the best type of skilled craftsman has been retained. New, modern machinery and plant for the efficient and economical production of caravans is constantly being installed and the production capacity of the factory is consistently maintained at a high level, thereby ensuring the quality that has made Eccles supreme.

The directorate and executive of the organization from the principals downwards are experienced and practical caravanners, whose personal knowledge, supplemented by the experience of Eccles owners themselves is constantly being used for the betterment of Eccles Caravans.

But the resources of Eccles are not confined by the factory walls. Throughout the country Eccles Authorized Distributors are working in close contact with the factory and acting as the liaison between Eccles owners and the manufacturers. These Distributors are carefully selected in the interests of owners and may be relied upon to render efficient service and offer reliable advice to owners in all matters relating to caravanning. These Authorized Eccles Distributors *are appointed for the benefit of the Eccles owners* and prospective owners and customers are recommended to deal either with them or with the factory to ensure complete satisfaction.

Agencies for the distribution of Eccles Caravans are established throughout the country and purchasers may feel that they are in direct contact with the largest organization of its kind when buying

an Eccles caravan. In fact, wherever the Eccles owner may be this organization will be at his service. In buying an Eccles caravan therefore, purchasers will be dealing with people who are personally concerned with their needs and whose whole interest is to see those needs fulfilled to their satisfaction.

Returning, for a moment, to the Eccles factory, it is of interest to note that early in 1936 further extensions of floor space became necessary and the total size of the factory was increased by more than 33 1/4 per cent. Because of this considerably larger working space and the consequent speeding up of production it has now become possible to increase the schedule of caravan production and at the same time reduce overhead and working costs. The result is that the 1937 range of models, better, even more complete and designed on even more modern lines are offered at even more attractive prices than those which proved so popular in 1936. In fact it is safe to say that never in the history of this or any other firm of Caravan builders has so remarkable a standard of value for money been achieved.

It is not possible in so small a space to deal with the actual method of production and the many devices planned to maintain both quality and value, but the directors are always pleased to welcome caravanners and prospective owners at their Works and if possible to arrange to show them some of the processes in the manufacture of Eccles Caravans. Such visitors must be impressed by one outstanding fact—that the quality of workmanship, not only in the parts that show but in the construction of frameworks, undergear and the parts that will ultimately be hidden, is unusually high. In fact, Eccles Caravans are not built merely to look well in Showrooms, but to give long and reliable service over years of use under strenuous conditions. It is the vast resources of the Eccles organization that make it possible to offer such value, such service and such quality at such remarkably attractive prices.



RELIABILITY. Eccles Caravans may be taken anywhere with the utmost confidence. Above: Lady owners exploring off the beaten track. Right: An Eccles in a Highland Glen.



Constructional details of ECCLES CARAVANS

It will be noticed by the observant caravanner that the Eccles models of 1937 are much improved. During the past few years there has been a "fashion" in streamlined caravans—a fashion that, like most, has been carried beyond reason. The result has been that even the "moderates" in streamline design have been compelled, by demand, to pander to this fashion—often against their better judgment. Eccles caravans have never belonged to the extremist section of this fashion because Eccles designers have proved to their own satisfaction that streamlining in caravans achieves little beyond a sleek appearance.

Experiments during the past two years however have definitely shown the disadvantage of extremely sloping sides and ends and this year, convinced that their policy is sound, Eccles designers have reduced streamlining to the minimum and made the ends of caravans very little removed from the vertical.

As far back as March, 1936, F. L. M. Harris, an accepted authority on all matters relating to caravanning wrote in "The Caravan":—

"This winter I have formed the definite conclusion that if you want the ends of a caravan to be more than a very few degrees out of vertical and to have your beds adjacent to them, you will rue your decision when it is cold or damp outside. I have tried many different caravans of streamlined type (with sloping ends). Not one of them has been dry behind the double bed or at the ends of the single beds. Sometimes the panels under conditions which provoke condensation have been just beaded with moisture, sometimes they have been positively streaming with water."

This authoritative statement confirms the views of Eccles designers and the results of considerable experiment and investigation. There can be no doubt that thoughtful caravanners will applaud this move because it offers them caravans built on scientific principles—built to be serviceable—not merely picturesque. In spite of this change, however, the outline of all models remains attractive and the additional space inside is used to excellent advantage.

The lantern roof, of which Eccles were the pioneers, has also been developed. All lantern roof cavity walled models now have the actual lantern sides double panelled at the ends. This important development

is another feature indicating Eccles thoroughness in the elimination of condensation. The advantages of the lantern roof are nowadays too well-known to need elaboration, for besides having exceptional value from a ventilation point of view and apart from their enhanced appearance, they probably do more to prevent condensation of moisture in cold weather than any other feature in caravan construction.

The cavity walling of caravans is another feature of which Eccles were among the originators. Cavity walls are now a standard feature of all but the lower-priced models and their value is considerable. Cavity walls—with ample air space between the outer and inner panelling—serve the dual purpose of maintaining an even temperature in extreme heat or cold and preventing condensation. For those who intend to use their caravan late or early in the season, this feature is most desirable since a cavity walled caravan, while remaining delightfully cool during hot weather, in winter, will retain internal warmth to a remarkable degree. In view of the foregoing remarks it is interesting again to quote F. L. M. Harris in "The Caravan," remarking upon Eccles developments:—

"... I found that much more practical outlines have been adopted for 1937. The end walls of all types are more vertical than has been the case in recent years and it has been my own experience that this method of construction opposes condensation while greatly adding to the interior room and comfort."

"The new luxury models the 'Senator' and 'Aristocrat' have bay windows and carry out the principles of construction and insulation which are embodied in my own caravan, 'Liberty Hall IV'—which was built by Eccles early this year."

"They should accordingly convey the advantages which I have enjoyed myself, 'Liberty Hall IV' having proved to be the coolest caravan in summer and the warmest and driest in winter that I have yet owned or tried."

Here then, is the complete justification for Eccles developments—the words of an authority whose experience is the guiding factor for thousands of caravanners.

Only major constructional details have been dealt with here. For other details see specification in later pages.



ADAPTABILITY. Above: An Eccles Caravan in a perfect river-side setting. Right: A camp in Ross-shire. An Eccles Caravan is a complete home wherever it is taken.



Caravanning from the OWNERS VIEWPOINT

Some of the questions that will arise in the minds of prospective caravanners are: Will my car tow a caravan? How is the caravan attached to the car? What are the legal restrictions in owning a caravan? What does maintenance cost? Let us deal with these four points.

Regarding towing, the size of the car must to some extent control the size of the caravan towed—but the more experienced driver towing a caravan will often find he can manage with a horse-power lower than we recommend simply because he knows just how to handle the car. For general purposes we advise that a car of not less than 10 or 12 h.p. be used for towing Models 55 and 65. A car of 14 h.p. should be adequate for the Regent and of course for the larger luxury models, the Aristocrat and Senator, a car of from 16 to 25 h.p. is desirable.

The caravan is attached to the car by means of a towing bracket which is rigidly fixed to the car. This can be fixed at small cost and in a few hours either at our works or by our Distributors. A coupling mechanism of the patented "Brockhouse Eccles" type fitted to the caravan renders the caravan instantly attachable or removable. The coupling provides silent universal movement in any direction, thus relieving the car of stress and strain even on rough roads or when starting. Simplicity and absolute security are the characteristics of this patent coupling.

As regards the legal aspects of Caravan ownership there are no difficulties and few restrictions. If the towing car is taxed on the horse-power basis no tax is payable for the caravan. Insurance of the caravan is usually arranged with the Company covering the car by an endorsement of the policy to make it valid for towing purposes and full comprehensive cover for the caravan itself can be arranged for a very small sum. An offside driving mirror must be fitted to the car and a number plate duplicating the registration number of the car must be fitted to the back of the caravan and illuminated at night. All Eccles caravans are fitted with a blank number plate and tail lamp so this presents

no difficulty or expense. The only other point to note is that the legal speed limit when towing a caravan is 30 m.p.h. Apart from these small points ownership of a caravan entails no other obligations (at time of publication).

The question of maintenance of a caravan is a matter entirely in the hands of the owner. Periodical attention and occasional examination will often save deterioration of course, and the following suggestions are offered with this end in view.

Little attention is required to the working parts of a caravan, but every 1,000 miles the hubs should be refilled with Shell-Mex Roller Bearing Grease.

The mud should be cleaned from the brake-operating cam rods and penetrating oil should be applied regularly.

After each 1,000 miles the screw of the scissor legs and the grease nipples should be oiled, and the nipples of the tow-box should be greased.

Apply a spot of oil to the fulcrum pin of the brake lever, from time to time.

See that tyres are well inflated before setting out. Periodical examination of paintwork is advisable, particularly if the vehicle is left standing outside. Should any small cracks appear between the panels and beadings and particularly between gutters or cowls over windows, and also on beadings on lantern roof (it is surprising where wet will percolate, even although a crack may appear very small), they should immediately be filled in with wet paint and putty and "lined in" with paint.

With these simple precautions an Eccles will give long and satisfactory service, and fully justify its title "The World's best Caravan."

A PERSONAL NOTE TO ALL CARAVANNERS.

We advise all caravanners to join the Caravan Club, a live organization which looks after their interest and provides numerous social amenities. The Secretary will be pleased to send particulars on application to:—12, Holborn, London, E.C.1.

The Equipment of

ECCLES CARAVANS

	Model 55	Model 65 Regent	Aristocrat	Senator		Model 55	Model 65 Regent	Aristocrat	Senator
Tail lamp and number plate ...	Yes	Yes	Yes	Yes	Clock	—	—	1	1
Electric interior lights ...	Yes	Yes	Yes	Yes	Wheel brace	1	1	1	1
Oil lamps... ..	1	1	—	—	Egg cups	4	6	6	6
Dust brush	1	1	1	1	Tumblers	4	6	6	6
Bevel plate mirror ...	Yes	Yes	Yes	Yes	Wine glasses	—	—	Yes	Yes
Towel rail	Yes	Yes	Yes	Yes	Wine cupboard	—	—	—	—
Stoves, paraffin	2	2	2	2	Bread knife	1	1	1	1
Oven and pan	1	1	1	1	Carving knife and fork ...	1	1	1	1
Paraffin can	1	1	1	1	Large knives	4	6	6	6
Water can	2	2	2	2	Small knives	4	6	6	6
Frypan	1	1	1	1	Forks	5	7	7	7
Saucepans	1	1	1	1	Table spoons	2	2	2	2
Pie dishes	2	2	2	2	Dessert spoons	4	6	6	6
Stewpans	2	2	2	2	Tea spoons	4	6	6	6
Kettle	1	1	1	1	Fish slice	—	—	1	1
Teapot	1	1	1	1	Tea strainer	—	—	1	1
Milkcan	1	1	1	1	Tin opener, bottle opener, corkscrew	1	1	1	1
Jugs	2	2	2	2	12 gallon copper water tank with pump feed to bowl can be fitted in any model for £9 ros. od., if ordered with the caravan.				
Cups	4	6	6	6	Any model can be equipped with Calor Gas and (or) Radio. Prices on application.				
Saucers	4	6	6	6					
Plates, small	4	6	6	6					
Plates, large	4	6	6	6					
Dishes	2	2	2	2					
Cruet	1	1	1	1					
Canisters	4	4	4	4					

SUPPLIED IN ALL MODELS.—Curtains. Doormat. Curtain to wardrobe for use when partition door is closed. Multi-spring box mattress beds (bedclothes can be tucked in underneath). Porcelain enamel sink with outlet and soap recess.

Spare toilet bowl. Pillow cushions. Airing cupboard. Portable food safe. Plate warming rack over stove. All caravans, except Model 55, 65, and Regent, are supplied with fitted carpet in addition to linoleum.

IMPORTANT.

It should be noted that where Eccles Caravans are listed with cavity walls, the walls and roof are so constructed throughout, even behind furniture and cupboards.

In the Aristocrat and Senator caravans in addition to the cavity, special insulation is also provided to withstand climatic conditions in any part of the world.

CALOR OR BOTTO GAS.

Space has been allocated in all models for the instalment of Gas cylinders. Clients desiring this method of cooking (and lighting) should please state so when ordering as it facilitates our concealing the piping in construction.

The 1937 Eccles "55"

Here is a very attractive caravan of modest dimensions to accommodate three in two rooms.

A single bed is fitted across one end and seats that can be drawn together to form a double bed are placed at the other end. In the daytime these, of course, form settees and a detachable table between provides ample meal-time accommodation for four. The wardrobe on the one side and the stove and sink bowl on the other have been placed nearer to the walls than in previous models, thus giving maximum floor space. The wardrobe door and a fold-away flap by the stove form the partition to provide two rooms for sleeping, and in the daytime with the wardrobe closed and the partition folded back, there is a feeling of exceptional airiness and spaciousness. This is an ideal model for holiday caravanning with a small car; in fact, a very sound job, modestly priced.

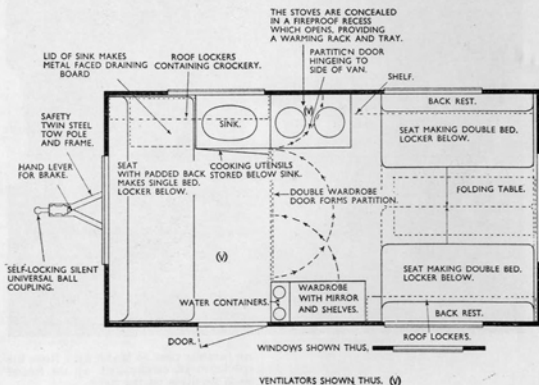


SPECIFICATION

Single panelled measurements: 11 feet 6 inches by 6 feet 2 inches, plain roof of insulated board, canvas covered. Interior finish and lines similar to those of Model 65, illustrated overleaf, with light roof walls and furniture. Wired and fitted interior electric lights, tail lamp and number plate, floor covered lino and supplied with full length carpet, fully equipped with china, cutlery, etc., for four persons and complete with equipment listed on page 10.

Price, at Works,

£145



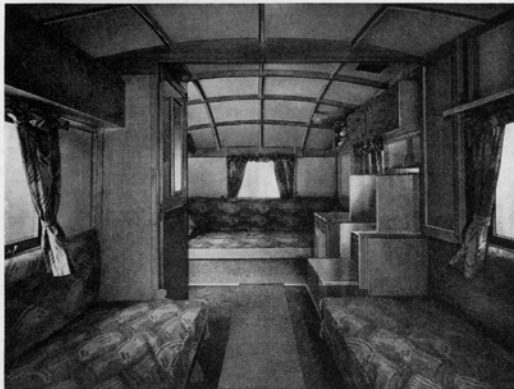
The 1937 Eccles "65"

The Model 60 of 1936 has, during the past season, been standardized by most of the leading caravan hire services throughout the country—tribute to its reliability and to the satisfaction it has given. In addition, Model 60 was one of Eccles "best sellers" of the past season.

Now comes Model 65, built upon the same proved principles as its predecessor but embodying improvements, even upon that popular model. The caravan has been made lighter without the smallest sacrifice of reliability and stability and without in any way reducing the size or usefulness of furniture or fittings. By building the furniture nearer to the walls the interior arrangements of the caravan have been much improved, and this, together with the feature that the portion of the partition by the stove hinges away to the wall, provides a caravan of real spaciousness. End lockers have been omitted and side lockers take their place, in this way providing more head-room. In this caravan and in all subsequent models a very excellent feature is the inclusion of a receptacle adjacent to the sink bowl for mops, brushes, etc.

Accommodation is provided for four. There is a single seat bed on each side in the rear compartment and a settee which forms into a double bed across the front. A really large and serviceable table is provided which, when in use, hooks rigidly to the chest of drawers in the back room. The arrangement of the stoves and sinks have been improved, the fitted china cupboard is placed most conveniently near the

sink and, in fact, the whole interior is a well-planned attractive job that will appeal alike to the experienced caravanner and the beginner seeking a holiday home. The arrangement of the furniture, roof lockers and the light interior finish render this the most practical and spacious caravan obtainable in its class. Here, indeed, is an unusually attractive holiday caravan embodying many refinements hitherto regarded as belonging exclusively to high-priced models.



An interior view of Model 65. Note the spaciousness, emphasized by the folded back partition on the right.

The 1937 Eccles

REGENT

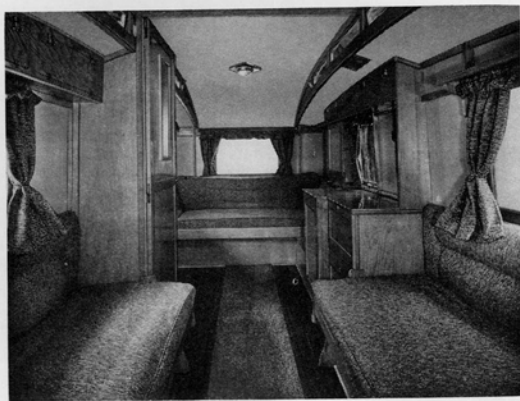
In the past there has been a wide gap between the popular holiday caravan suitable for cars of medium horse-power and for use in hire fleets—and the lantern roof, cavity wall type of “luxury” model. The new Regent model bridges the gap. It is half-way between the popular model and the super-luxury caravan—and it embraces many of the best characteristics of each type. What is perhaps more important, it offers the many advantages of lantern roof and cavity panelling (throughout) at a price not far removed from that of many ordinary caravans of the popular type, and in consequence is destined to be an important feature of the Eccles 1937 programme.

Here is a caravan that may be used early or late in the season when weather conditions are too severe for single panelled models. Its cool interior in the heat of summer and its winter snugness are such as can only be obtained by the combination of cavity walls (or double panelling) and lantern roof. As mentioned on page seven, the construction of the Eccles lantern roof has been further improved and this fact, combined with the really scientific design of the Regent, most certainly assures the elimination of trouble due to condensation.

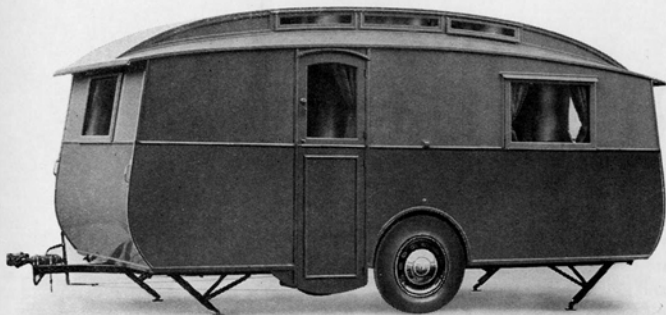
The interior arrangements follow closely the lines of Model 65. There is the new fold-away partition which, brought into use with the double wardrobe doors, makes two separate

rooms and when folded away gives unusual spaciousness to the caravan. It is only the extensiveness of Eccles purchasing and the manufacturing facilities enjoyed, that make possible the production of this model at so moderate a price. The Regent fills a definite need and as such has created a heavy demand.

For an *inexpensive* all-the-year caravan the Regent definitely offers the best value obtainable.



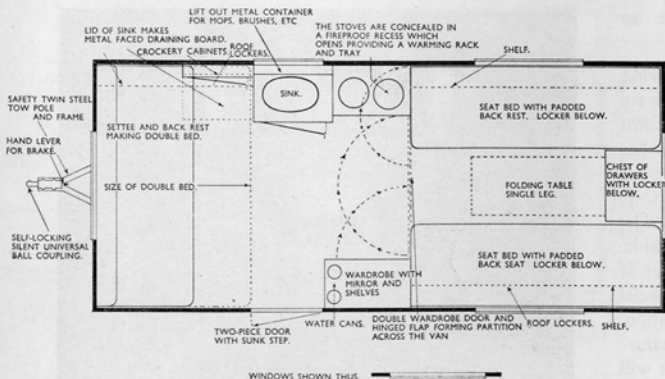
The Regent follows the general plan of Model 65, but has a lantern roof and double walls.



SPECIFICATION

Cavity walled, lantern roofed model. Measurements 15 feet by 6 feet 6 inches. Lantern roof sides double panelled at ends. Four berths. The interior can be divided into two rooms in the same way as Model 65 detailed in pages 12 and 13. Interior finish is light giving an added feeling of roominess. A removable table is provided and this may be fitted flush against the built-in chest of drawers at the back of the caravan. All lockers are at the side, allowing ample headroom even at the extreme ends of the caravan. The caravan is wired and fitted for interior electric lighting and tail lamp and number plate are fitted. Floor covered high-grade linoleum with full length carpet. Fully equipped with china, cutlery, etc., for six persons, two cooking stoves, supplied complete with equipment listed on page 10.

Price at Works, £225



Another interior view of the Regent. Note how the lantern roof renders extra light inside.

The 1937 Eccles

ARISTOCRAT

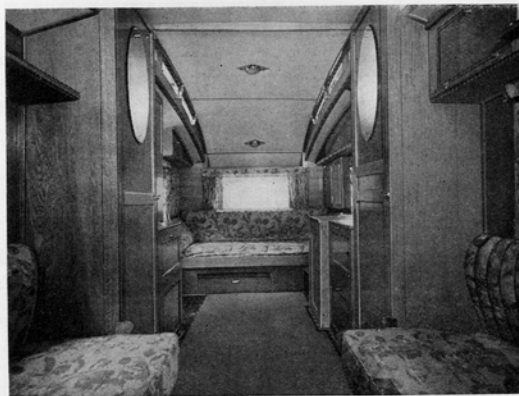
The name "ECCLES" for long has been associated with the production of luxury Caravans; in fact, it is safe to say that the majority of luxury living Caravans in use to-day are of Eccles manufacture. But luxury is a question of degree and it naturally follows that although the practicability and comfort of those Caravans already described in this catalogue is of a high order, yet still further luxuries are obtainable in the higher priced caravans in the Eccles range.

The Aristocrat and Senator Caravans illustrated on this and the following pages are indeed masterpieces which make an immediate appeal to the discriminating buyer.

The Aristocrat is a very desirable Caravan designed for living and for long occupation. There are two wardrobes which are so arranged that when the doors are folded across to form two separate rooms there is a wardrobe in each. Another feature that will be applauded by those responsible for the storage of food, is the combined food and grocery store, comprising a ventilated cupboard inside and a safe outside. Above this is a lined hinged flap to serve as a cooking table. Two tables are provided in the Aristocrat. In the matter of sleeping arrangements the plan follows the conventional four berth models. It will be seen from the illustration, however, that bay windows are built at each end, a feature that enhances both interior and exterior appearance. It will be seen also that the lantern roof overhangs the bays—and

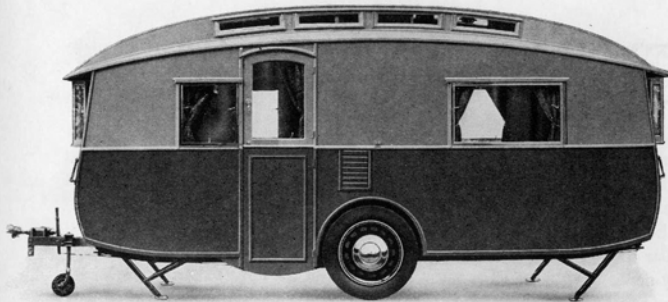
incidentally provides ingenious extra storage space. A ladies' toilet companion is inset into one of the wardrobe doors beneath the mirror.

The exterior appearance is a considerable improvement on any previous model and, in fact, resembles the prize winning "Eccles Special" at the Leamington Rally of 1936. This is indeed a delightful caravan for those who intend to use it in all seasons.



The interior of this luxury Caravan, the Aristocrat, is remarkably spacious yet complete in every detail of equipment.

SPECIFICATION

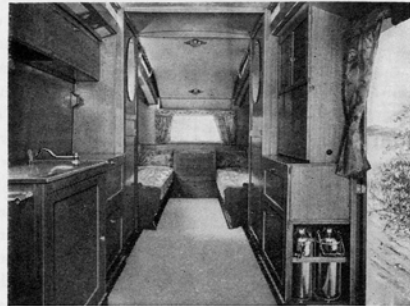
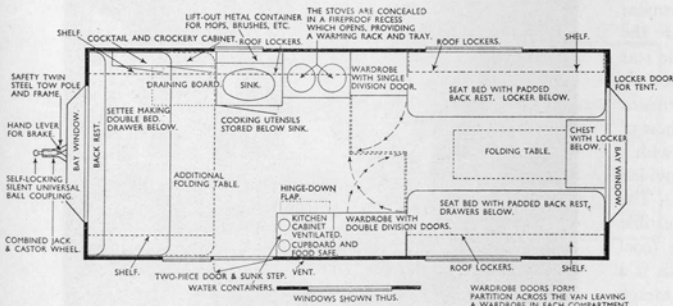


Dimensions. 16 feet by 6 feet, 6 inches, with lantern roof. The walls are not only constructed with a cavity but insulated in addition. Moreover, the lantern roof sides and ends are also cavity constructed and insulated, thus obviating condensation troubles. Special sills are provided for the windows which drain away any moisture. Copper water tank with filler to the outside is provided and finger operated pump supplies water either to the bowl or by means of a clever swivel fills kettle. The caravan is wired for electric lighting. Cocktail cabinet. Combined jack and castor wheel. All-metal fittings chromium-plated. Chrome plated metal windows. Tail light and number plate. Floor covered with linoleum and fitted carpet. Aerial in roof.

The interior appearance is light ceiling and light oak finish and provides a sunny attractive interior. China, cutlery, etc., for six persons and complete equipment, as listed on page 10, is provided.

Price at Works, £320

Calor or Botto compressed gas equipment extra.



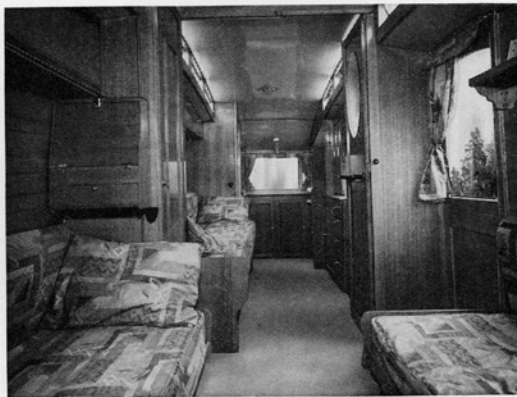
The Aristocrat as seen from the front end of the caravan.

The 1937 Eccles

SENATOR

This, the most luxurious of the Eccles range of standard models is essentially an all-the-year-round living caravan, for it has all the refinements, all the conveniences and all the advantages of a modern flat—plus many more that the immobile home cannot enjoy. Its exterior appearance is somewhat similar to that of the Aristocrat, but its inside layout is an entirely new departure. It will be seen that there are two entrances, the one at the rear providing access from outside to the kitchen compartment which is also, of course, approachable from the inside. A wardrobe is included in each compartment and the wardrobe doors are so arranged as to form a partition providing two very spacious rooms. The Elsan compartment has been ingeniously arranged so that when not in use the door folds back across it to provide a lobby way to the rear entrance to the caravan. Sleeping accommodation is provided for four persons. The forward compartment contains two settees convertible to single beds with a chest of drawers fitted between. The top of the chest is fitted with a concealed washbasin. For use at meal times a table is provided for easy and rigid attachment to the front of the chest. The seat and back rest in the central compartment are convertible to a double bed; facing the double bed is a radiator (coal stove can be fitted if preferred), and at the side of this is a chest of drawers. There is ample cupboard, locker and storage space. In fact, not an inch is wasted—yet the caravan is amazingly roomy.

Inset into the floor is a useful foot bath and, at the forward end storage batteries to provide the lighting. This model, of course, incorporates the latest developments in lantern roof construction and has cavity insulated walls of the most modern design. The exterior is more than pleasing—it is superb. (The same can be said of the light oak interior finish.) Its whole construction is of a standard never previously achieved, even by Eccles. It is a caravan that will prove the leader of the luxury class wherever it is seen.



Luxury, comfort and completeness—the Senator is a superb example of caravan craftsmanship.

Useful Accessories for

CARAVAN OWNERS



LAVATORY TENT.

The usual practice when caravanning is to erect a small Lavatory tent such as that illustrated at a convenient distance from the caravan. We can supply this convenient accessory complete with bag into which it packs, and with polished folding seat and small spade.

Price at Works, £2 10 0

LEAN-TO TENTS.

Even with a four-berth caravan many people still require more accommodation—a lean-to tent meets these requirements in a very useful manner as it serves as an extra room either for sleeping or the preparation of meals outside.

If the tent is purchased with the caravan we fit free at our Works.



PRICES AT WORKS.

	£	s.	d.
7ft. 3in. suitable for Model 55	7	0	0
9ft. suitable for Model 65 and "Regent"	8	15	0
11ft. 4in. suitable for "Aristocrat"	8	15	0
12ft. suitable for "Senator"	9	10	0

ECCLES AUXILIARY HAND BRAKE.

The Automatic Brake fitted to all Eccles Caravans is quite efficient but there are many who, when touring hilly country, will welcome the greater feeling of security provided by this neat gear operative from the driving seat. The price is **£1 17s. 6d.** complete with all fittings. It will fit on any size of steering column in any position, or if desired it can be fitted by four screws or bolts to any part of the body convenient to the driver.



The building of

SPECIAL MODELS

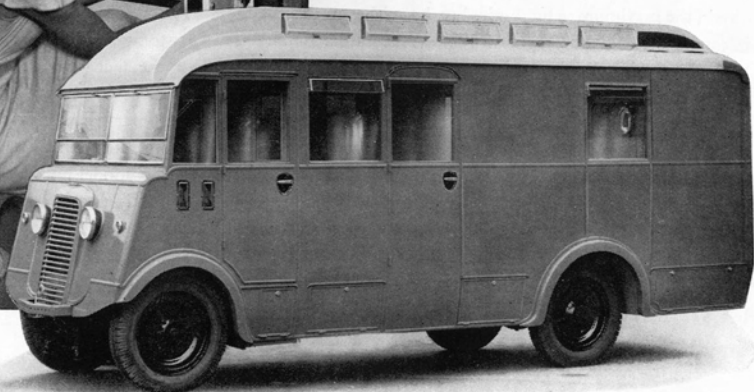
Throughout this catalogue much emphasis has been placed upon the desirability of choosing a caravan built to standard specifications and the intending purchaser, if he reflects for a few moments, will see readily the obvious benefits of so doing. Firstly, with a standard production the purchaser obtains far greater value. To make a comparison, if a special motor car is required to be built the price would be far above that of a manufacturer's listed model. The same applies to caravans—and in his own interest we cannot too strongly advise prospective buyers to give proper consideration to the purchase of a standard model in the Eccles range. Thus, he will obtain the maximum value, and when he wishes to dispose of it, can always demand a high price on the second-hand market. We appreciate, however, that clients frequently have ideas of their own which they wish to incorporate in a caravan and we are always happy to discuss these in a sympathetic attitude and endeavour to embody them. It is much more economical to embody these ideas in a standard or slightly modified caravan than to have a single caravan built to some special plan. On the other hand, we appreciate that circumstances do arise that sometimes necessitate the construction of a caravan to one's specific requirements. These caravans are not always but very frequently are, a good deal more expensive and

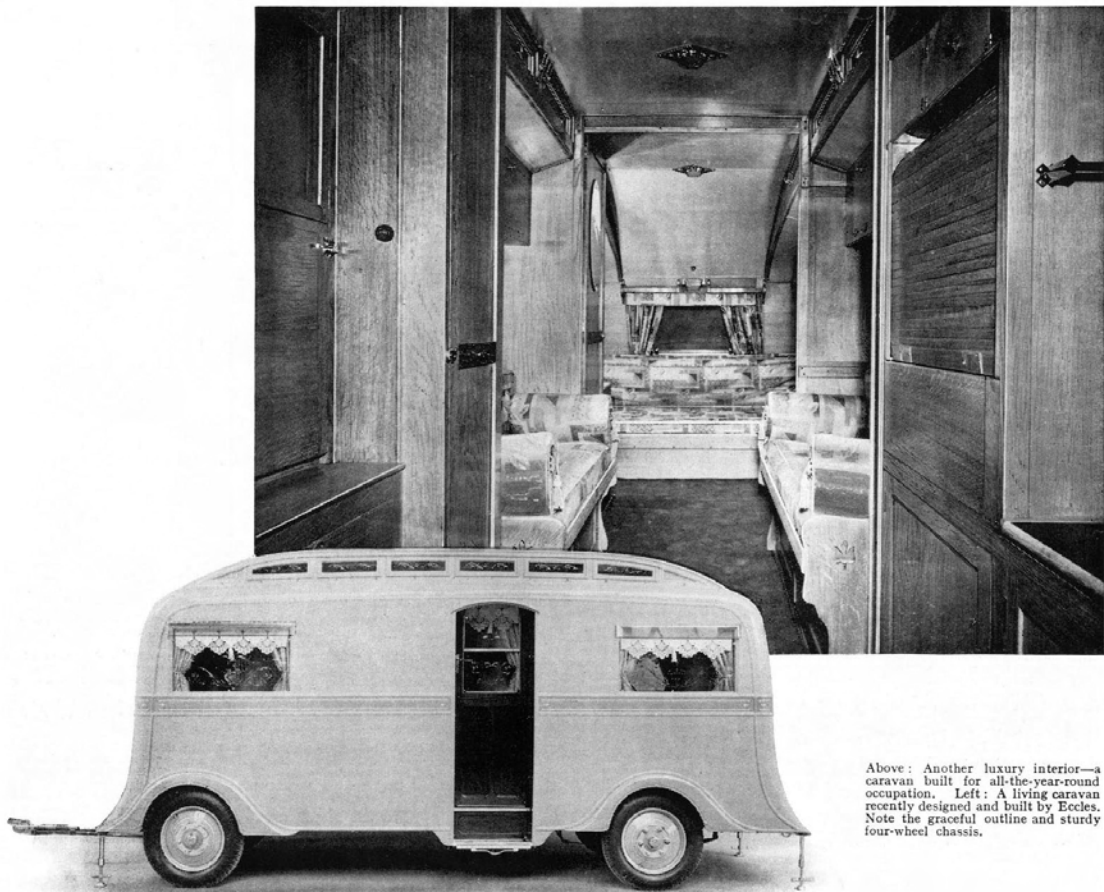
intending purchasers should bear this in mind. No one, not even Eccles, can build caravans to special plans and designs, to provide the same value as a catalogue model.

If, however, a special caravan is contemplated we are happy to place our experience and that of our designers at the disposal of our clients. Because of our considerable experience we are able to offer valuable assistance and advice in the matter of design. We know what is feasible and what is unpractical, and customers can depend upon any special caravan we design adequately fulfilling the purpose for which it is built. The satisfaction that we have given to many hundreds of customers requiring special models is, in itself, an indication of the fact that we can build to meet your requirements whatever they may be. We are always happy to show our customers their caravans in the course of construction and co-operate with them in every possible way to ensure that a special model built by Eccles shall be a caravan of which the owner is very proud indeed. While, obviously, the price for special models cannot be quoted here, customers may rest assured that these are undoubtedly reasonable. Examples of two special caravans recently built are illustrated in the following pages.



An interior of an Eccles luxury Caravan in which is included a refrigerator. Below: An Eccles "Special" built upon a commercial chassis. Eccles specialize in building caravans to special designs and a considerable experience of this class of work is at the disposal of those requiring caravans for particular purposes.





Above: Another luxury interior—a caravan built for all-the-year-round occupation. Left: A living caravan recently designed and built by Eccles. Note the graceful outline and sturdy four-wheel chassis.

"DISTINGUISHED COMPANY"

A few users of Eccles productions

Prince Henry de Ligne
Lord Glentanar
Lord Forester
Honourable Mrs. Heywood Lonsdale
H.H. The Maharajah of Travancore
H.H. The Maharajah of Morvi
Lord Churchill
Lord Manners
Sir Mortimer Singer
Lord Baden Powell of Gilwell
Sir Archibald Langham, Bart.
Sir G. R. Lowndes
H.H. The Regent of Kedah
H.H. The Nawab Sahib Bahadur
Viscount Dunsford
Sir James Croft
H.H. The Maharajah of Mysore, G.S.S.I., G.B.E.
Sir Everard P. Duncombe, Bart., D.S.O.
Earl Howe
Countess Jellicoe

Lady Fripp
Miss Gracie Fields
Miss Evelyn Laye
Lady Fitzgerald
Lady Waring
The Hon. Olive Lawson-Johnston
The Hon. Kathleen W. Smith
Lady Huntington Whiteley
Lord Lovelace
Viscount Combermere
Sir Robert Bird
The Hon. William Douglas
Lady Liddell Grainger
Her Grace the Duchess of Hamilton
Sir H. W. A. Ripley, Bart.
Sir Edward Lysett Green, Bart.
Sir Reginald Rankin, M.A., F.R.G.S., F.R.H.S.
Sir John Mann, K.B.E.
Lt.-Col. Sir Francis MacClean
Lady Mary E. Shields
Lady Wills

H.H. Lt.-Col. The Maharajah of Bharatpur, K.C.S.I.
H.H. The Maharajah of Kalsia.
Lady Helena Gleichen, O.B.E.
Dowager Viscountess Rhondda, D.B.E.
Lord Elphinstone
Lord Garvagh
Lt.-Col. Lord Glanusk, C.B., C.B.E., D.S.O.
Sir Malcolm Campbell
Sir Alan Cobham
Lord Redesdale
Lady G. Kenyon
Hon. R. D. L. Alexander
Lady Conys
H.H. Maharajah of Dhrangadira
Sir Frank Madge
Hon. Mrs. Joan Davidson
Lord Minter
Sir N. Waterhouse
Hon. R. Henderson
H.H. Maharajah of Idar

THE ECCLES GUARANTEE

To secure your Guarantee you must fill in the postcard supplied with all new caravans within seven days of collection and forward to Eccles Motor Caravans, Ltd. Your name will then be entered on the register of Eccles owners and Guarantee Form will be sent to you.

We hereby guarantee that all precautions which are usual and reasonable have been taken to secure excellence of materials and workmanship, but in the event of complaint or breakage we undertake to replace the defective part or parts or repair same or to give good defective workmanship without charge, provided the same or the whole vehicle are returned to our Works clearly labelled with the name and address of the Sender and the above Guarantee Number (and the serial number is intact on the vehicle for the purpose of identification). In the event of any new part or parts and not the whole vehicle being sent to us, the cost of refitting such part or parts shall be borne by the Owner, but in any case this guarantee shall operate only for twelve months of the date of purchase and shall apply only to the original purchaser (all subsequent purchasers during that period being hereby expressly excluded).

THIS GUARANTEE shall not in any case extend to payment by us of any freight or carriage or cost of transit or Customs duties which may be involved or which may be payable in respect of any part or parts sent in exchange or repaired all which shall be paid by the Owner.

THIS GUARANTEE shall not apply to any vehicle which shall have been repaired or altered in any way outside our Works so as, in our opinion, to affect its road-worthiness or reliability or weatherproofness, or any vehicle which has been subjected to mis-use, negligence or accident.

ECCLES MOTOR CARAVANS LTD.

Telephone: KINGS NORTON 1181 (Private Branch Exchange).

THIS GUARANTEE does not apply to paintwork, as the effects of climatic conditions and periods of exposure are incalculable. Any complaints regarding paintwork should be notified to us immediately as neglect of paintwork may cause consequential deterioration to the caravan. Any complaints as to paint will be dealt with in a reasonable manner on their merits.

The decision of Eccles Motor Caravans, Ltd., on any question arising under the foregoing clauses shall be accepted as final and binding upon the Purchaser.

We make no guarantee whatsoever with regard to tyres, wheels, stoves, or other fittings or apparatus which bears its own proprietary guarantee from their makers, but will render what assistance we can, if asked, to the client, in obtaining satisfaction.

THIS GUARANTEE is operative only in favour of the Purchaser named above and shall not be assignable and no warranty or guarantee is given by or shall be implied in favour of any other person or persons.

Purchasers of Eccles Caravans and products are requested to make a thorough examination of their caravans before taking delivery and purchasers of Eccles Caravans and products shall be deemed to purchase the same after full inspection and approval, subject to and with the benefit of this guarantee and all other conditions, guarantees, representations and warranties, whether expressed or implied and which might exist but for this provision, and every liability (if any) for consequential damage by reason of any defect latent or otherwise are hereby expressly excluded, and we neither assume or authorise any other person to assume for us any other liability in connection with the sale of Eccles Caravans and products.

:: STIRCHLEY :: BIRMINGHAM

Telegrams: "CARAVANS BIRMINGHAM."



THE ECCLES FACTORY.

The largest, best equipped factory devoted to the manufacture of British caravans—and backed by a nation-wide organization of Distributors ready to ensure that Eccles Caravan owners shall remain Eccles enthusiasts.

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