

## 1906 Motor Show (SMMT)



1906 Q4.



November 1906.

Olympia Motor Show held in November 1906

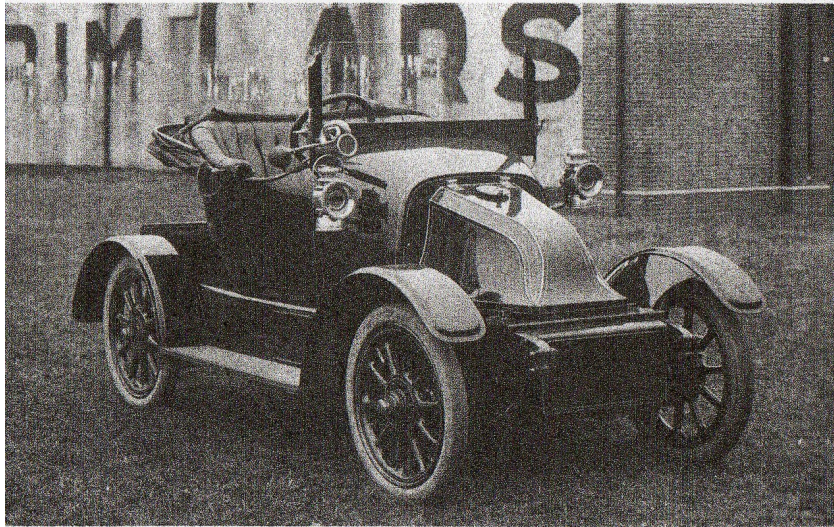
### **PILGRIMS. STAND 28.**

One can but admire the firm who make a radical departure from general lines in externals, necessitated by their use of a horizontal engine. The Pilgrim's Way Motor Co., Ltd., show two finished cars, with two-seated and landaulette bodies, and a 20 h.p. Pilgrim engine. The engine is most liberally "sectioned," so that one can see the actual progress of the function of each and every part of this recent addition to the ranks of horizontal models, and the Pilgrim stand has been a centre of attraction throughout the show. And as every crowd of fifty visitors contains one possible buyer, good business has resulted. The Pilgrim has set out on her progress along the stages of public appreciation with the happiest of auguries, both her Town Carriage Competition and Olympia showings having been excellent in every respect.

## Edwardian Farnham; Ewbank Smith

Niven, Wigglesworth and Falkner submitted plans in September 1905 for workshops at Weydon. The building when completed became the Pilgrims Way Motor Works..” The *Herald* reporter, shown round by Mr F Leigh Martineau, the manager, saw great possibilities for the future of the town. ‘Farnham bids fair’ he wrote, “to becoming quite the centre of the motor industry’. An entirely new make of car, the Pilgrim, was soon to make its appearance on the roads. Mr E Armitage of Greenhills, Tilford was the first Chairman of the company: they got off to a flying start” Pg 100

“The Pilgrims Way Motor Company, at a dinner in March (1907) predicted a great future for themselves. The Pilgrim motor car, for which there was a waiting list of several customers, had already won gold and silver medals. This 5 1/2 litre 4 cylinder, biggish town car had an under-seat engine mounted horizontally. Pilgrims made some eighteen of them before turning their attention in 1911 to a small 2 seater model” page 118



he Pilgrim Motor Car

“The pilgrim car was exhibited at the 1907 Motor Show. The firm were still making cars of varying horse power that were featured in the motoring journals. They were not cheap; the bodywork, even the tyres, were extra to the chassis prices. Servicing was available under contract at £200 a year. Pilgrims also advertised as sole agents for the Adams-Hewitt Light Car – the ideal ladies car” [page 124](#)

“A Pilgrim Landaulet was ordered by Sir Thomas Barlow, the King’s physician. Dr Hussey (4 Downing Street) also had a Pilgrim. Foreign Imports were hitting the Company badly and they were believed to be having cash flow problems, despite lowering their sights from the quality car market to cheaper, lower horse-power models. The Ford ‘tin lizzie’ of course was now flooding the country....” [page 129](#)

“Pilgrims’ new 9 hp model, the ‘Little Pilgrim’ attracted much admiration at the International Motor Show at Olympia. It sold for £185 complete. The firm’s standard thirty-two hp chassis, with coachwork by T Warren of Wrecclesham was considered one of the best looking cars at the show. But Pilgrims were suffering from the massive importation of foreign cars. Sturt had recorded early in 1908 that young Speed, whose parents kept the tobacconists in the Borough, had been sacked because of the shortage of work at Pilgrim works. British manufacturers, as well as foreign were jockeying for a place in the sun. [Page 136](#)

“The Pilgrim’s progress was negligible. Lack of capital was the main cause. The firm went bankrupt in 1908 and was since, with sheer determination, engaged in paying off their creditors. In this they were entirely successful, for by 1918 all debts had been cleared. In 1929 a dividend of twenty per cent was declared. But their future as a car manufacturing company had been sacrificed. The last Pilgrim car was made in 1915; thereafter they produced machine tools, fittings such as parts for the early AC cars, and later oil pumps for motorcycles. The firm survived until 1967. [Page 175](#)