

## Berliet lorry parked in front of the 'Velauto' garage



Berliet lorry parked in front of the 'Velauto' garage  
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Object:	Berliet lorry parked in front of the 'Velauto' garage
Description:	A Berliet lorry is parked in front of the Velauto garage on a sunny day. A large advertising board is fixed along the open cargo area with the slogan 'Berliet – pogon sa drvima' (Berliet – driven by wood), and promoting the Velauto garage. The garage is a neat, new one-storey building with a large door and two almost equally large windows. It was established in 1920, as revealed on the somewhat pompuous turret above the garage door.
Comment:	The French Berliet automobiles ran on wood instead of petrol. The one depicted here was the first of its kind in Belgrade. It featured a wood-fired furnace positioned on the left side, next to the driver's seat. The average consumption of 100 kg of wood per 100 km cost almost ten times less than the petrol needed to cover the same distance: 40 dinars instead of 300 to 400 dinars.
Date:	1927
Location:	Belgrade
Country:	Serbia or Yugoslavia (contemporary) Yugoslavia (historical)
Type:	Photographic plate
Creator:	Grdijan, Svetozar (probably)
Dimensions:	Negative: 90mm x 130mm
Keywords:	490 Land Transport > 493 Vehicles 550 Individuation and Mobility > 552 Names of Animals and Things 490 Land Transport > 495 Auxiliary Highway Services 440 Marketing > 447 Advertising 440 Marketing > 446 Sales Promotion
Bibliography:	Automobil, koji se tera običnim drvima, umesto benzinom. Vreme 1985, 02 July 1927, 5.

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