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EARLS COURT
NOV 14-21

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Patron Her Most Gracious Majesty the Queen



Photograph by Anthony Buckley

international
**CYCLE &
MOTOR
CYCLE
SHOW**
EARLS COURT
NOV 14-21

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H. Geoffrey Jones
President of The British
Cycle & Motor Cycle
Industries Association
Limited

As President of the British Cycle and Motor Cycle Industries Association, which is responsible for the organisation of this great International Exhibition, I extend a warm welcome to all our visitors both from Britain and overseas.

As the curtain rises on this, the 36th Exhibition to be organised by the Association, I am proud of what we have to show, and confident that you will find this one of the most stimulating and interesting exhibitions of two and three-wheeled vehicles you have ever seen.

Throughout the world today Britain is recognised, not only as the world's leading supplier of two and three-wheeled vehicles, but as one of the most lively markets in the world for bicycles, motor cycles, mopeds and scooters, the use of which in our country has been steadily rising over the years.

Only eleven years ago we were proclaiming with pride that, for the first time, there were one million powered two-wheelers on our roads. Today we are nearing the two million mark, and I am quite certain that, with the great advantage which two-wheelers have over other traffic on our congested highways and in our towns, and the growing appreciation of the many health and other benefits of cycling and motor cycling, we have a long way to go before peak sales are achieved.

Britain has many achievements to her credit in the Cycle and Motor Cycle movement and we are proud of our export record of having sold to the world, two and three-wheeled vehicles and parts to the value of more than £310,000,000 over the last ten years.

Today we extend our greetings to you and, together with the manufacturers from abroad who are supporting us on this occasion, welcome you to the 1964 Earls Court Cycle and Motor Cycle Show, with the following message —

The two wheeler is the simplest, happiest, friendliest and healthiest means of transport so far invented. As a visitor to Earls Court you have shown your interest — at the end of your visit we hope you will share our enthusiasm.



H. Geoffrey Jones



The Daily Mail is happy to join with the British Cycle and Motor Cycle Industries Association in this exhibition.

Whatever other countries may claim, Britain was the first to put the modern age on wheels.

Those who innovate are not always those who follow through. It is to the credit of the makers of British cycles and motorcycles that they not only consolidated their pioneering efforts but are still outpacing their rivals.

A British machine is a good machine. This is clearly recognised abroad as well as at home. This is why our exports are received with confidence, and why orders come in despite competition from manufacturing countries jealous of the British reputation.

The slogan of my newspaper is "The Daily Mail leads". It is our aim to foster new ideas and to encourage the progress of industries which have proved themselves by good workmanship and lively salesmanship.

My congratulations and good wishes to all those who have presented this splendid demonstration of good ideas and good value.

Mike Randle,
Editor,
Daily Mail.



Mike Randle

Enjoy work & play—the two wheeled way

Something of a revolution has taken place in methods of personal transport since the last International Show was held two years ago. On the continent and here in Great Britain, the march of the mopeds and 'mini-bikes' has introduced the easy charm of powered two-wheeling to millions of people who, in the ordinary way, would either buy a car or a railway ticket.

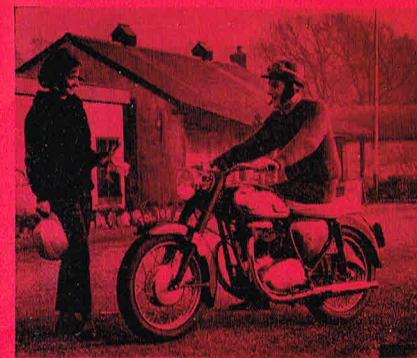
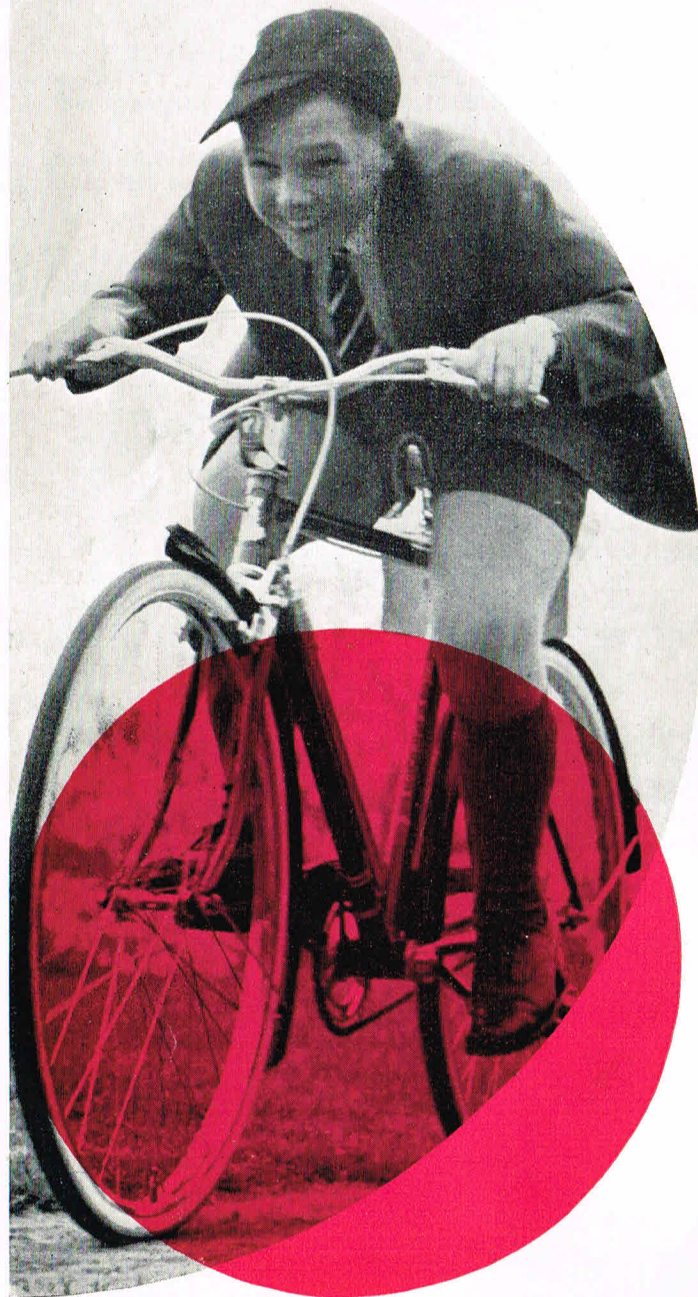
Today the Buchanan Report threatens the motor car with eventual expulsion from our overcrowded towns and the Beeching 'broom' is sweeping away thousands of miles of country and suburban railway lines. Either from necessity, or because we are finding it gay and exciting, we are learning the two-wheel way to work and play, and sales of mopeds and 'mini' motor bikes — powered by potent little 50 c.c. engines — have risen tenfold in two years.

Nearly 200,000 have gone into service in the last 18 months, many of them with car-owning families. In fact, we are fast becoming a nation of 'six wheel owners' — with a car in the garage for long distance journeys and a perky two-wheeler in daily use for trips to work, to the shops, to the golf course, or the tennis courts.

Small wonder! These bright and breezy little machines will run for a fortnight (200 miles) on five shillingworth of petrol and cost as little as £45.

FUN FOR THE YOUNG!
a bicycle brings great pleasure right through life.

MAN ABOUT TOWN
The busy business man in the city defeats the traffic problem by bike!



A BOY, A GIRL AND A BIKE — the perfect match for pleasure and relaxation.



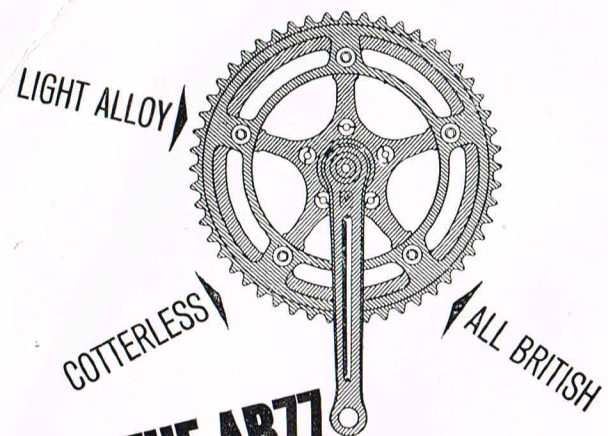
A PAIR OF PEACHES! enjoying the 'get away from it all' atmosphere that two wheels can bring.



THIS IS THE ONE THAT GOT AWAY — to the coast for a day — by motor cycle of course!



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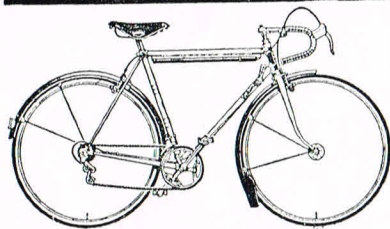
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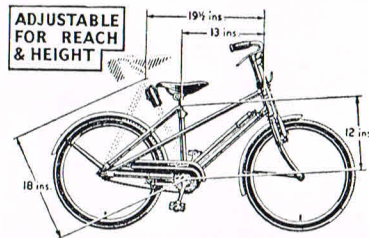
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GOLD MEDAL (Empire Games)..... 1962
GOLD MEDAL (Tokyo Games)..... 1963



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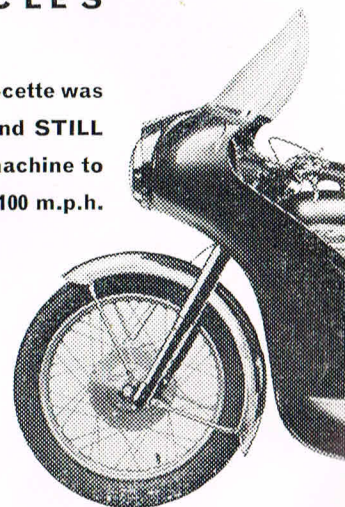
VIKING CYCLES LTD (EC) RUSSELL STREET
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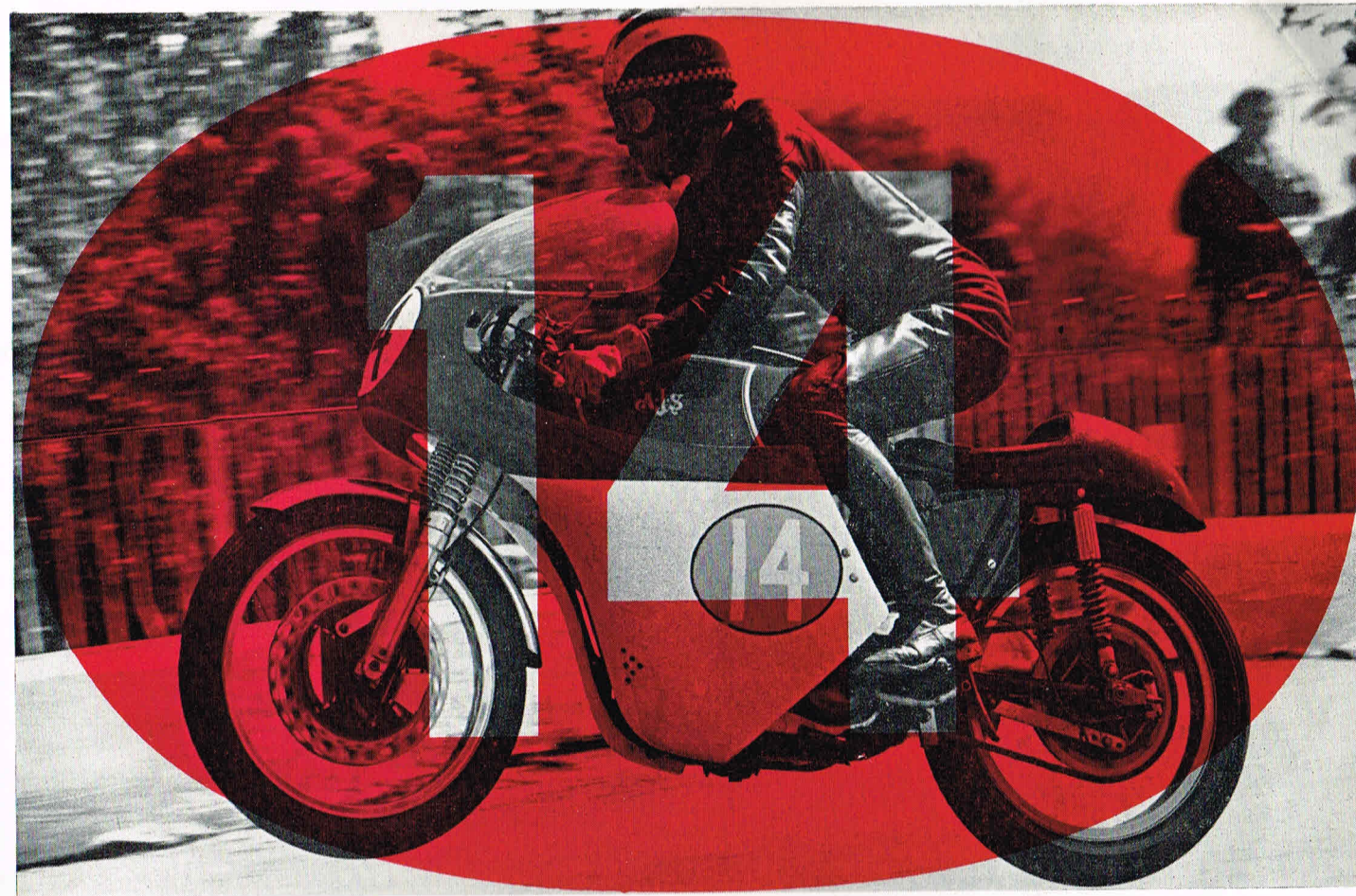
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Sporting highlights of the motor cycling year

What a fantastic year this has been for motor-cycle sport. Jeff Smith World 500 c.c. moto-cross champion after trying so hard over the years, Sammy Miller wins the Scottish 6-day trial in atrocious conditions, and Mike Hailwood won the Senior T.T. once again. These are but a few of the highlights of a season when events have had capacity entries, and the crowds were as great as ever.

(above)

Phil Read who finished second in the Junior T.T. leaps his 350 on Ballaugh Bridge.

(photos: 'Motor Cycle News')

Sammy Miller shows that typical look of concentration as he 'cleans' yet another section.



Jeff Smith—Britain's scrambling ambassador of 1964.



Dave Bickers breasts the top of the hill in typical Bickers fashion.





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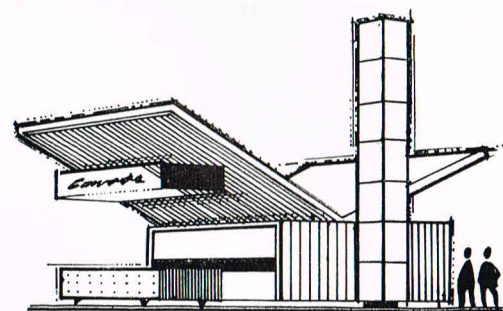
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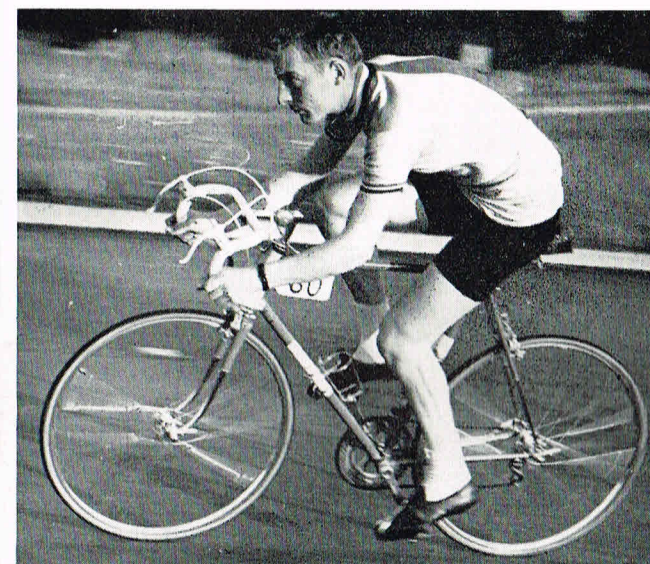
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**INTERNATIONAL CYCLE &
MOTOR CYCLE SHOW 1964**

Sporting highlights of the cycling year



The stars who helped to make the 1964 season so interesting
for the cycle sport enthusiast were undoubtedly Tom Simpson
who scored such a brilliant win in the Milan-San Remo classic,
Peter Hill, who, with some brilliant rides, again became
Britain's best all-round time trialist, and Beryl Burton, who
swept all before her once again, finishing the season by
winning Britain's only medal in the World championships.

(above)
Peter Hill of the Askern Cycling Club who became
British best all-round time trialist
for the second year in succession.

(top right)
One of the most consistent cyclists of 1964 was
Les West from the Potteries — he scored
an amazing treble by winning the Isle of Man
Time Trial, the Isle of Man International
Road Race and the R.T.T.C. 50 mile championship
all within one week.

(centre right)
Karl Barton — Britain's premier sprint cyclist who became
Britain's sprint champion for the third year running.

(right)
Beryl Burton, the modest Yorkshire housewife
who during 1964 received the M.B.E. for
services to cycling. Mrs. Burton was again
Britain's leading lady cyclist, and staggered
everybody with her exploits during the season.

(photos: 'Cycling')

WHEELS ACROSS THE WORLD

In the Service of Mankind

During the past ten years, Britain has exported £310 million worth of two wheelers to the markets of the world. Indeed, there are few places betwixt the Poles where you will not find the two wheeler performing some useful duty.

A high proportion of these exports go into public service — to police forces, to NATO units and to United Nations agencies in many vastly different lands.

From Peru to Pakistan, from Malaya to Malta, both two and three wheelers are in the service of mankind. The famous 'Mounties' of Canada have forsaken their horses for tri-cars with motor cycle engines and pneumatic saddles for the rough tracks of the North Western Territories; The Highway Patrols of California find that husky motor cycles can penetrate beyond the bounds of any car; the sheep farmers of the Australian 'outback' depend for their lives on their reliable 4-stroke Wallabies.

And the emergent nations of Africa are turning to the motor cycle as the king-pin of their ever-widening lines of communication — easy to teach, simple to maintain and gentle on the national purse!

In Britain, on the new motorways and in remote country lanes, the high-speed police machine, the 'Noddy-bike' of the country copper, and the sidecar of the road patrols are friends in time of need, for only the motor cycle has both the speed and agility to get where it is needed—fast.

ESCORT FOR KRUSCHEV

When the Russian Premier visited Denmark earlier this year the Danish police escort were mounted on British machines.



Public Service—the two wheeled way!

A ROUND BONNET CONFERENCE!

The R.A.C. lends the usual helping hand to all road users.

THE HELPING HAND OF THE LAW

A motor cycle mounted policeman helps a young pedestrian.

THE FLEET-FOOTED FLEET AIR ARM
use scooters for maximum mobility.

A FORCE TO BE RECKONED WITH!

The Fijian police are very mobile on their large capacity machines

MOTORWAY PATROL
Motorway police rely on fast, reliable transport.

A TRUNK (ROAD) CALL?

The A.A. man is always ready throughout the country with help and advice.



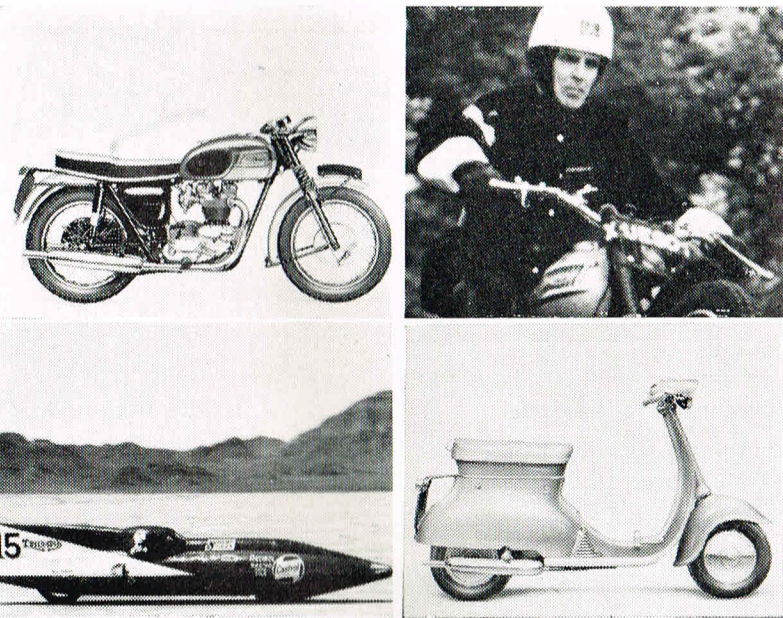
ONE LOOK WILL SAY "HERE'S POWER IN HAND"

This is the Triumph 650 c.c. Bonneville, pride of the Triumph range of motorcycles. This is the name that holds the world motorcycle speed record. These are the motorcycles that are chosen by more than 250 police and government organizations all over the world. This is the range that includes Tina, the world's first fully-automatic scooter at less than £100.

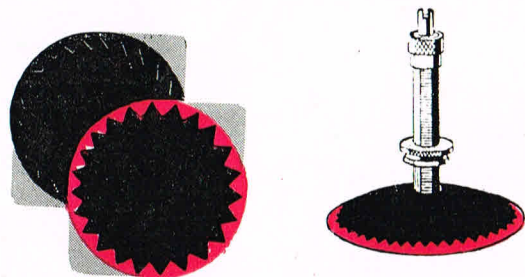
THIS IS THE RANGE THAT YOU MUST SEE ON STANDS 49 & 63

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PATCHES

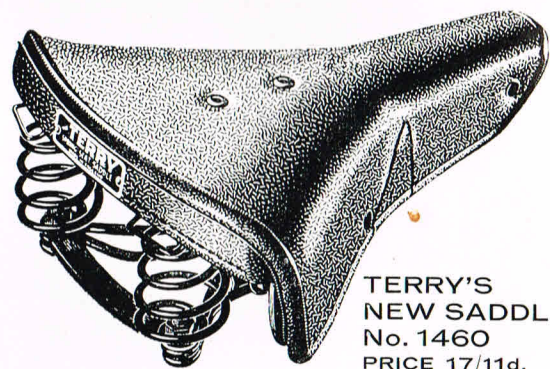
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fun,
fitness,
freewheeling**

The Bicycle is one of the simplest and most trouble-free means of transport ever invented by man, which has resulted in cycling being universally considered as one of the finest and healthiest of all pastimes.

The development of the bicycle in Great Britain has passed through many stages; it started with the "Hobby-Horse", then came the "Bone-shaker", the "Ordinary" or "Penny-farthing", and finally the "safety bicycle" which was the prototype of today's wide variety of streamlined models. Bicycle fads and rages highlighted these periods. One thing stands out above all others however, the bicycle has always been beloved for the utility and pleasure it has brought to its owner. Cycling as a sport shows no sign of flagging in its popularity for all age groups.

(left)

THE ENGLISH SCENE

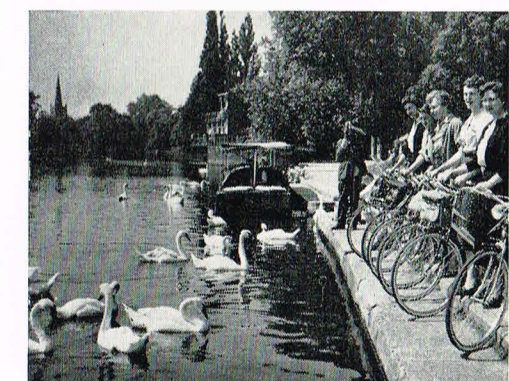
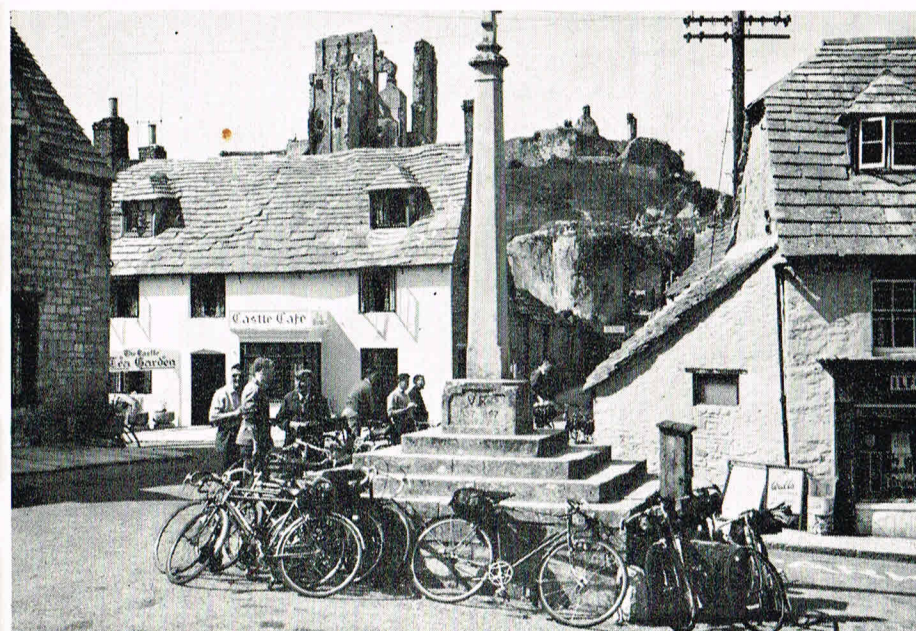
Two happy cyclists pause to watch a local cricket match.

(below left)

A MONUMENT TO ACTIVITY

A brief respite during a day's Club run.

(Photos: Cyclists Touring Club)



SHAKESPEARE'S COUNTRY
— and what finer way to see it than on two wheels.

On Stand 143 all riders admire

ROMAC

REGD

ACCESSORIES

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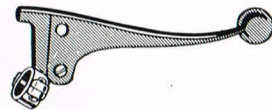
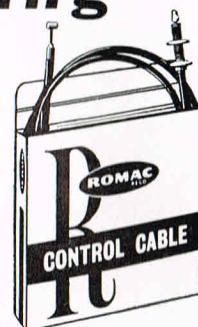
PUNCTURE REPAIR OUTFITS

Every rider praises the wonderful range of Romac Puncture Repair Outfits on Stand 143. Super value at 1/6 for the Cycle Outfit, 4/- Motorcycle Outfit, 2/6 Scooter Outfit. Sold by accessory shops, dealers Halford stores.



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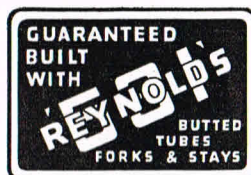
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Stand IIa



HISTORY
Stand I40

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Cycling—it's fun, it's fashionable and so economical

Paradoxically, the increase in motor traffic which once threatened to drive the bicycle off the road is now responsible for its tremendous popularity. Daily, more people become disillusioned by the endless frustrations of driving and turn once again with relief to cycling.

Today, cycles are lighter, stronger, more versatile than ever before. Original new designs, streamlined production methods, clever new uses of materials — these all contribute to the stylish appearance and performance of the mid-1960's bicycle.

Undeniably, it's smart to cycle — for shopping, work, or pleasure. And all the time you make your own pace. Even in the densest traffic there's a way through if you're on two wheels. There never has been a cheaper form of transport. Maintenance is practically non-existent, replacements are rarely required, fuel bills are precisely nil, and you don't have to pay tax or insurance.

What more can you want — unless it's a tandem?



(above)
JUVENILE PROFICIENCY
This year a million youngsters will have taken the Cycle Proficiency test organised by R.O.S.P.A. (photo 'Cycling')

(right)
PLAYTIME
Reading between the lines, we'd say that a boy and his bike are never far apart.

(left)
MOBILE SHOPPING BASKET!
Here's how a busy housewife gets through the shopping chores in double-quick time.

(below)
BINGO — eyes down for a fast start.
The start of the classic Milan-San Remo cycle race, won by Englishman Tommy Simpson. (Photo United Press International)



Three good reasons for three wheeling

Although sidecars have lost their popularity a little, sidecar club life grows from strength to strength. This year has seen more and more sidecar clubs formed, and the trend is towards the light-weight sports sidecars, which are low-built and when fixed to a lusty twin they become the perfect combination for enjoyable and speedy motor cycling.

The die-hard motor cyclist who meets the right girl but finds that she does not appreciate pillion riding finds that the sidecar is the easy answer — as he gets the best of both worlds — a continuance of motor cycling life for himself plus fresh air comfort for his partner.

The number of 3 wheeler cars on the roads of this country grows day by day in remarkable numbers — the owners of which find that they can have car comforts at overheads which the motor cyclist would not complain about.

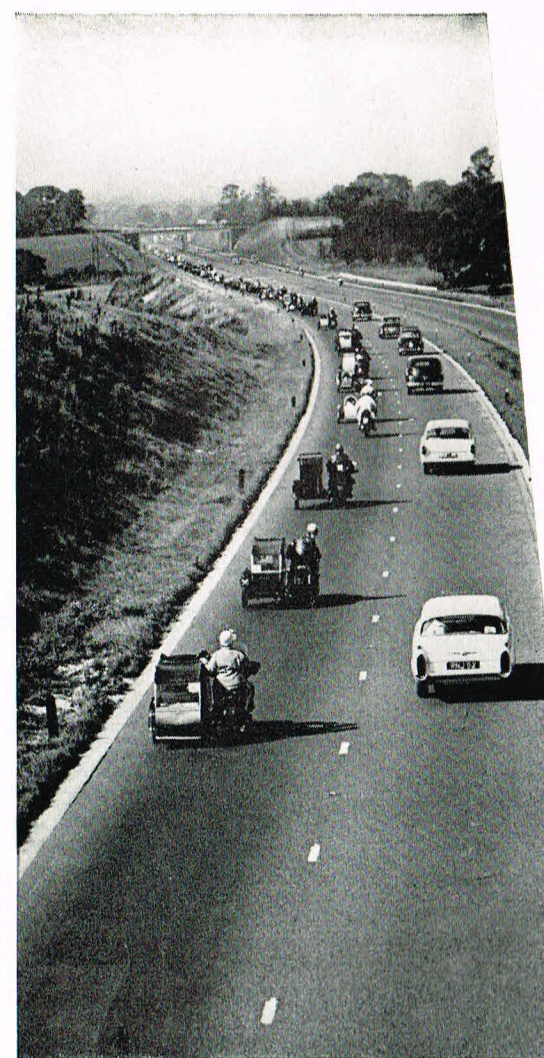
CHECK POINT!

a short respite for a smart combo in the A.C.U. National Rally. (Photo: 'Motor Cycle')



JIM CLARK ON 3-WHEELS

The world-famous racing motorist tries out this versatile 3-wheeler.

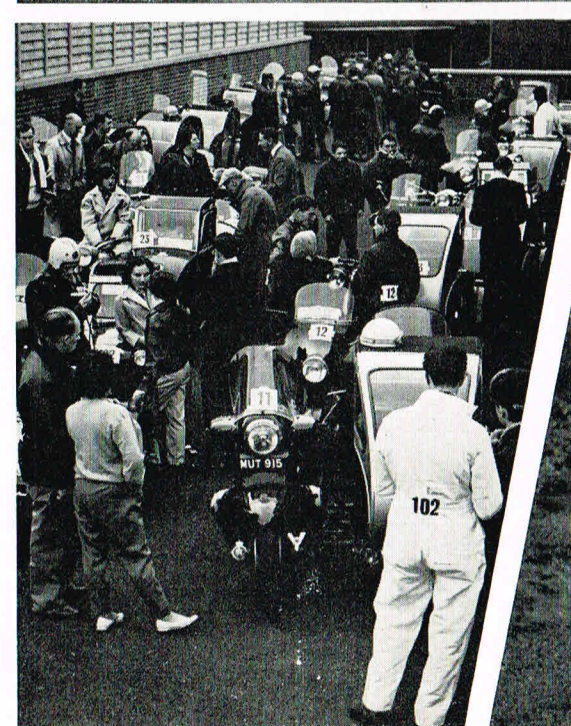


MOTOR-CYCLE CONVOY WITH OUT-RIDERS!

Out on the road on an organised event for combos and (below) last minute preparations for the start.

THE SKYE'S THE LIMIT

The motor cycle combination can take you off the beaten track and away from the crowds. (Photo: 'Motor Cycle')



RUDGE • HUMBER • TRIUMPH • B.S.A. • NEW HUDSON • ROBIN HOOD • PHILLIPS • HERCULE
EXCELSIS • RAY • RAYNAL
BROOKS • WRIGHTS • LYCETT • APH
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You're always in lively company
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UNDER INSTRUCTION
A group of scooterists undergoing instruction which
will ensure happy years of safe riding.

A teacher once asked her schoolgirl pupils: "What is Italy most famous for?" The answer might have been spaghetti or Sophia Loren, but one bright girl answered "scooters". Certainly the chubbiest and cheekiest of all powered two-wheelers were born in Italy and there is little sign of any end to the world's demand for them. Today many European countries produce the scooter in a variety of sizes with engines from 50 c.c. to 250 c.c. Clearly they were produced with women in mind — rugged, trouble-free engines; easy twist grip gear changes (and some with no gears at all); some even with built-in shopping baskets!

(top) SCOOTERS TO THE FORE!
More and more people of all ages are discovering independence — companionship of scooter riding.

YOU ONLY NEED REMEMBER ONE NAME
FOR SCOOTER ACCESSORIES!

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FUN AND FASHION. Behind the Mods and Rockers!

When 'Mods' and 'Rockers' became dirty words at the sea-side, one enlightened police force undertook a background survey of 36 youths who had appeared in the local police court. They found that four owned scooters (one of them borrowed) and two owned motor cycles. The rest of the rabble travelled by train and bus to their chosen 'jousting' ground.

Let's face it! These unkempt layabouts don't know the difference between a big end and a brake lever. In fact, nothing looks smarter than a 'Mod' maiden on her gaily decked scooter or a skilled 'Rocker' in clean black leathers on a well-chromed motor cycle.

The modern scooter fits the modern maid as snugly as her colourful jeans and sweaters — and even her safety helmet can be had with scarlet bows or a covering of ocelot skin! As for black leathers — they happen to be waterproof, windproof and warm for the long distance rider who loves the song of the wind in his ears.

For every ill-mannered 'Mod' or rowdy 'Rocker' there are ten thousand skilled and courteous riders who can put the renegades to shame. Fashion changes fast — even now the flag-bedecked and goggle-eyed scooter is giving way to the bare austere 'Skeleton-look'; and the black leathers are threatened by new fabrics in green and silver grey.

(below) **TWO FOR THE ROAD**
Machine and rider equipped to meet every need.

Small
power
great
versatility



(left) **SMALL POWER BIG SMILES**
A happy owner, and why not in such glamorous company.

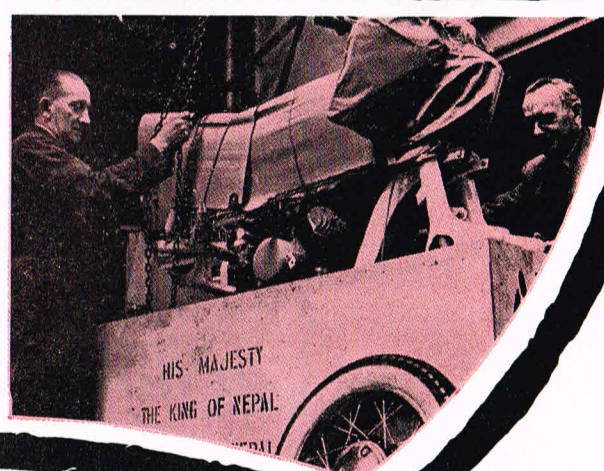
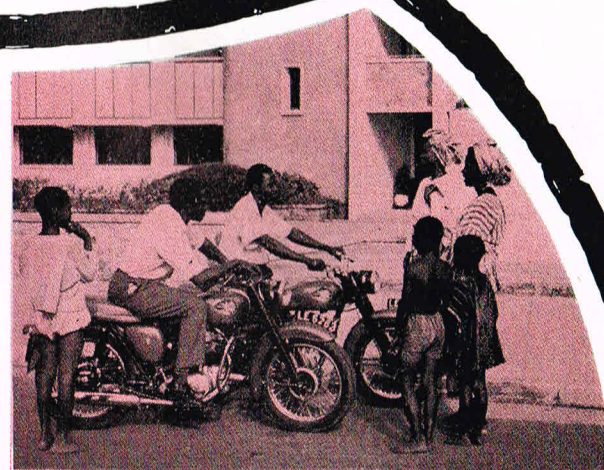
(below left) **GLIDING ALONG!**
Here are the means of doing so both in the air and on the ground.



(above) **A STEP IN THE RIGHT DIRECTION**
— towards her smart scooter waiting to transport the lady wherever she wishes to go.

(left) **BRIDGE THAT GAP!** (with apologies to the well-known advertiser). Between home and wherever you wish to travel.

Our industry in overseas markets



WORLD DEMAND FOR BRITISH TWO-WHEELERS

By H. M. PALIN, M.B.E., Director of the British Cycle and Motor Cycle Industries Association Limited

The world demand for two-wheeled vehicles seems to be quite insatiable, and if only all world markets had their doors as wide open to competition as Britain has, the prospects of expanding trade in bicycles and motor cycles would be limitless.

In this great field of two-wheel trade Great Britain still remains the world's principal supplier, exporting far more bicycles and parts than any other country, whilst being among the world's largest exporters of motor cycles, scooters and mopeds. Some idea of the magnitude of the British Industry's achievement in this field can be gained from the fact that over the last ten years she has exported products to a total value of over £310m. This impressive figure has to be seen against a background of steadily growing competition from other producing countries.

It is an interesting study to see where this vast flow of British bicycles and motor cycles went. Last year over 1½ million bicycles were exported. Of these, almost 1 million went to the American continent, a quarter of a million to the African continent, and a quarter of a million to Asian countries.

British motor cycle exports in the same period totalled some 30,000 machines, not quite such a high figure as that of our leading competitors, but impressive nevertheless in terms of value, for the greater part of these machines were high-powered heavy motor cycles. Rather more than half these machines went to the American continent, and their total value was almost £5m.

It is sometimes thought that as the standard of living rises in any country the use of two-wheelers will decline, but this is far from the truth. In the early part of this century Britain, then almost the only large exporter of bicycles, pioneered the great markets of the Africas, India and Asia, and it soon became commonplace for the natives of those countries to regard the British bicycle as a status symbol, a sign that they were moving up the ladder of success. Today in these countries the bicycle is by far the most widely used means of transport, and its innate simplicity and economy make it, even in these more advanced times, an indispensable article, particularly where local conditions make motor transport difficult.

At the other end of the scale we can look to countries such as those in Western Europe, and the United States, where there is a very high standard of living and vast numbers of motor cars, where not only has the bicycle *not* disappeared, but its use and popularity are fast growing.

First amongst the children, for every child undoubtedly longs for a bicycle or tricycle which provides him with his first ever means of transport. Then through the teen-age period before driving licences become available, bicycles are used in their hundreds of thousands by school children and college students. At one university alone, the University of Michigan, it is estimated that more than 7,000 bicycles are in daily use on the campus.

On the motorised side, the use of lightweight motor cycles, scooters and mopeds is steadily growing, and in Britain there are now nearly two million motor cycles of all kinds on our roads, double the number of ten to twelve years ago. This growth has been brought about by the appreciation, particularly of the younger generation, of the fun to be obtained from the two-wheeler, and also by the older people of the convenience and economy, particularly in congested towns and cities, of the small two-wheeler for purely utility purposes.

At the other end of the motorised scale, Britain is one of the few countries — and by far the largest — producing powerful motor cycles and, whilst in some countries the use of such machines has declined, world-wide demand is still growing. In America in particular the demand for large motor cycles is very buoyant and indeed it is difficult to keep pace with the call for more and more power. A few years ago 500 c.c. was the normal maximum size, but this soon grew to 650 c.c. and now 750 c.c. machines are quite common.

There is no experience in the world like riding a powerful motor cycle, and particularly where there are fine roads and wide open spaces the large British motor cycle provides an unforgettable and stimulating means of transportation, quite aside from the tremendous following it inspires in sporting circles.

The large British motor cycle is also in wide demand by police forces and the armed services throughout the world, for the radio-equipped, high speed single track vehicle, with modern weather protection, is a machine that can annihilate distance and laugh at traffic blocks.

So, here at Earls Court can be seen every type of two and three wheeled vehicle from all the world's major producing countries. Visitors cannot fail to be stimulated and excited by this display by a virile and go-ahead industry which is now completely confident of the future of the two and three wheeler throughout the world.

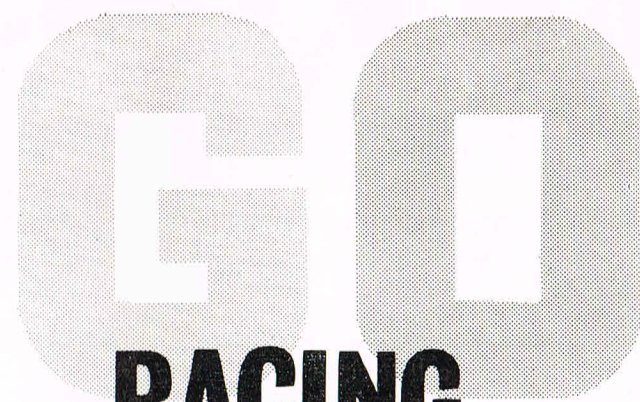


Moulton the new bicycle

Its revolutionary frame design and suspension system gives quicker acceleration, greater comfort, better manoeuvrability and more carrying capacity. And there's a Stow-away model for the boot of your car.

STAND No. 58

MOULTON BICYCLES LTD. BRADFORD-on-AVON WILTSHIRE



RACING WITH . .

**MOTOR
CYCLE
NEWS**

visit us
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**WEDNESDAYS
SIXPENCE**

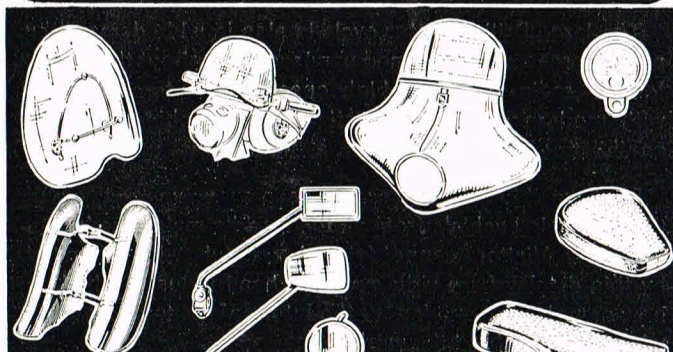
ACCESSIBLE! ALL

THE ACCESSORIES YOU'VE
EVER LOOKED FOR!

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**MOTODIAS
MOTOPLAS**

STAND
No. 106



MOTOPLAS LTD., ARMOURY ROAD, BIRMINGHAM 11

NATIONAL BENZOLE WELCOMES YOU TO 'CLUBMAN'S CORNER' ON STAND 125

GETAWAY
PEOPLE GET
NATIONAL BENZOLE
FUELS



Boys will be motorcyclists

50,000 Schoolboys Can't Be Wrong! They Want to Begin on a Motor Bike

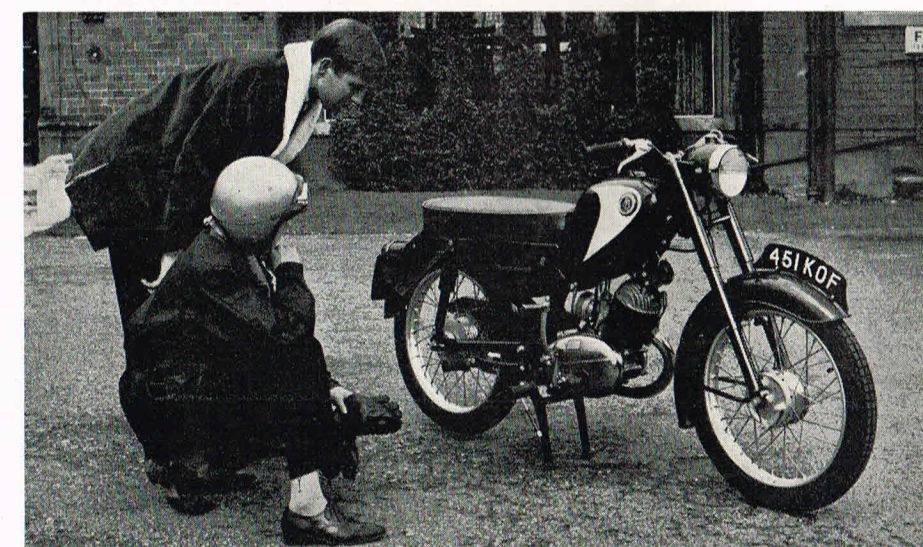
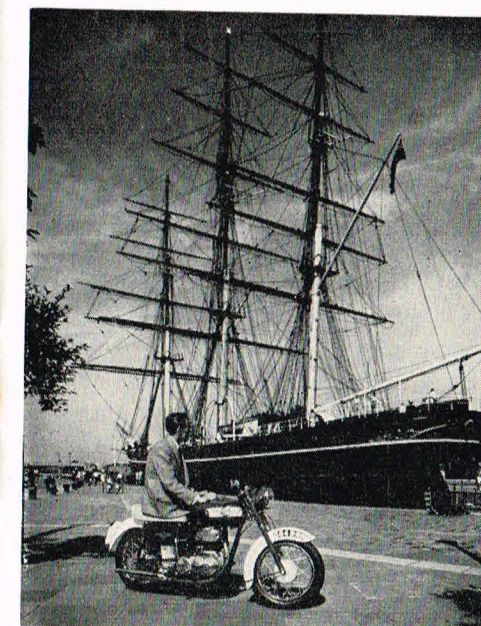
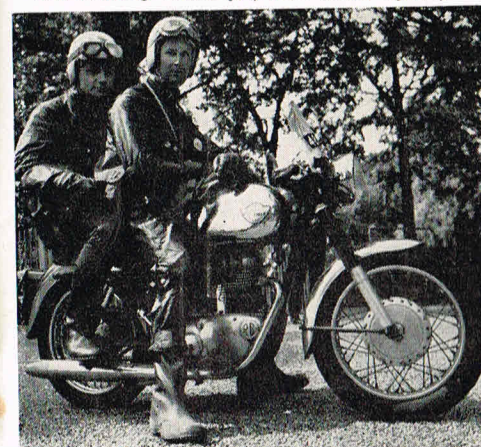
A recent survey in 250 schools in England showed that every year at least 50,000 schoolboys want to own a motor cycle or scooter before they own a car.

Many parents, of course, hold different views, and it is for this reason that a Ministry of Transport Working Party is examining ways and means of expanding the RAC/ACU Training Scheme which gives a thorough 26 weeks period of instruction to learner riders.

There are hopes that the Proficiency Certificate awarded at the end of each course may soon be accepted in lieu of the existing driving test, which, for two-wheel 'L-platers' is carried out by a static examiner who can see very little of his pupil's skill.

Many experts believe that the boy who starts with a bicycle at school and then learns to ride a motor cycle or scooter under skilled supervision, becomes the safest possible driver of a family car later on.

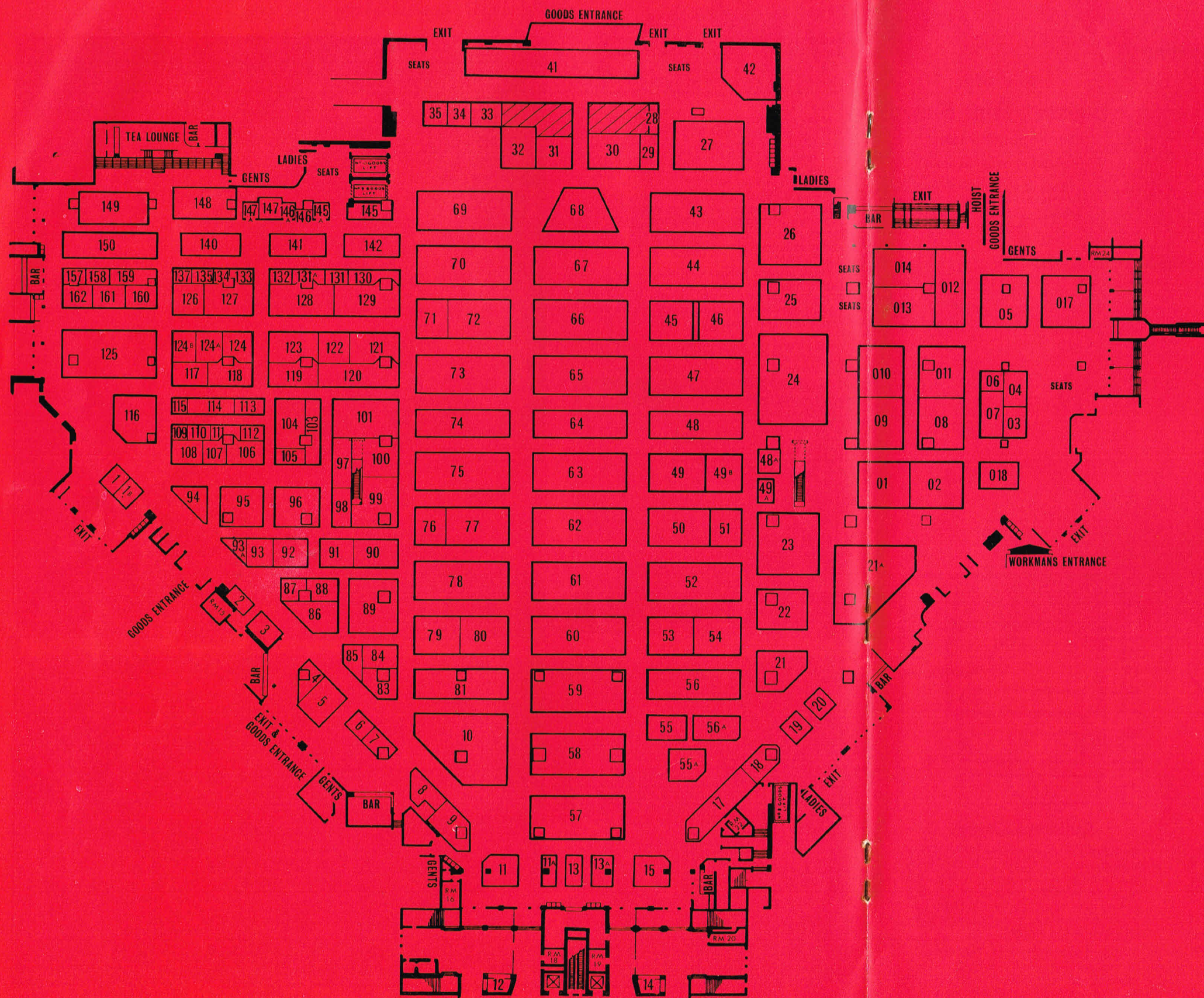
(below) **TWO UP AND POWER TO SPARE!**
Today's motor cycles offer riders sparkling performance with amazing economy. (Photo, 'Motor Cycle'.)



(left) **TRAVEL THE WORLD**
Yes, a motor cycle opens up opportunities for world-wide travel so economically.

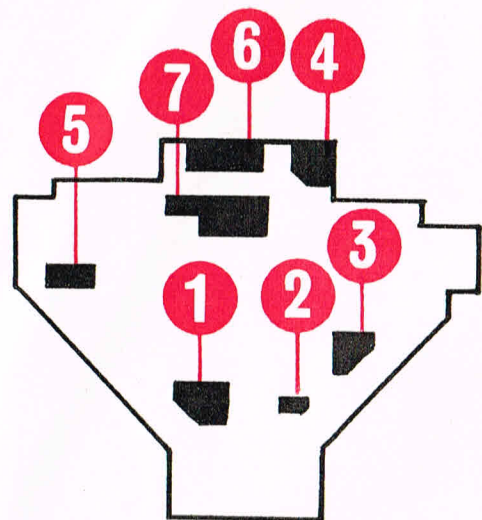
(top) **ONE GOOD TURN . . .**
. . . the art of good cornering is one of many pleasures the skilful motor cyclist enjoys.

(above) **INSPECTION PARADE**
A last check over then off for the day.



Promoted by
The British Cycle and Motor Cycle
Industries Association Ltd.
Starley House, Eaton Road, Coventry.

international CYCLE & MOTOR CYCLE SHOW PLAN

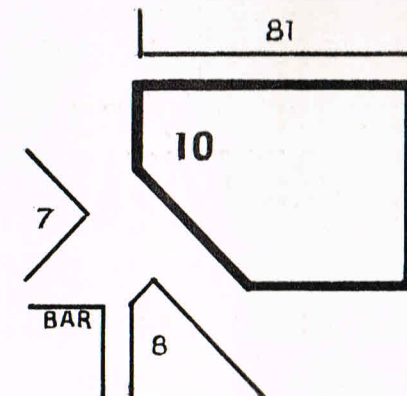
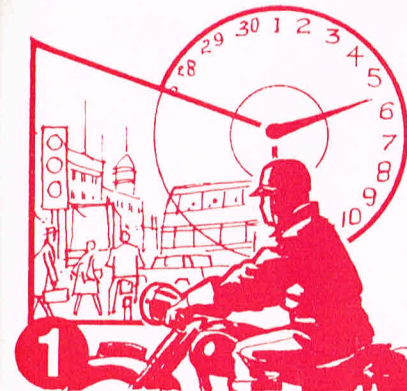


DON'T MISS THESE SPECIAL FEATURES AT THE BIG SHOW

See the Castrol Film Show

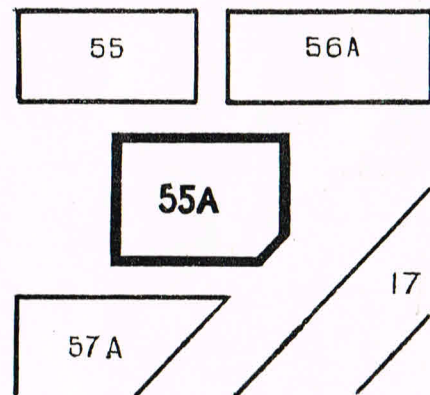
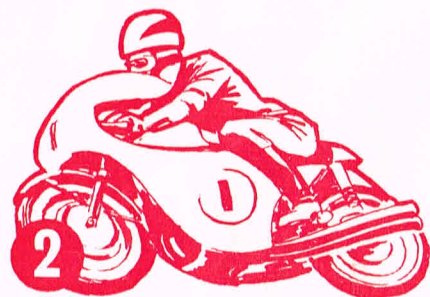
in Richmond Hall
(Second Mezzanine Floor)

Times of showing will be announced over the public address system at frequent intervals



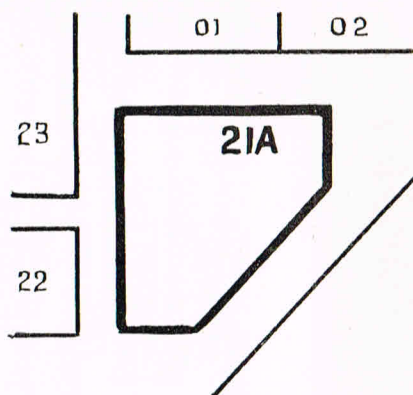
The "Daily Mail" Reaction Test

Stand No. 10. How quickly can you react to an emergency? Try this test astride a motor cycle, and be timed electronically to the nearest one-thousandth of a second. Trophies will be awarded for the fastest reaction times achieved during the Show. The "Daily Mail" also presents "Proto-Cycles"—a selection of unique machines drawn from all parts of the country.



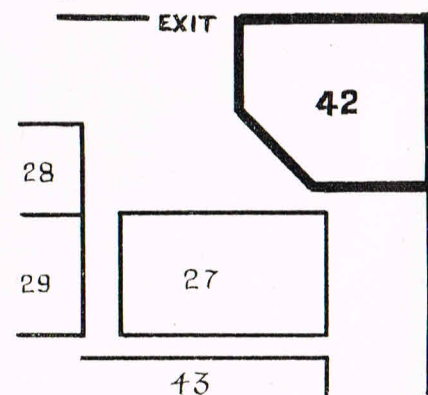
Motor Cycle Sporting Section

The Mecca of every enthusiastic motor cyclist, this feature is being presented by the proprietors of the Brands Hatch, Oulton Park, Mallory Park and Snetterton Racing circuits. Here will be found a unique display of famous racing motor cycles. Visitors will be able to purchase tickets for meetings at the various racing circuits for 1965.



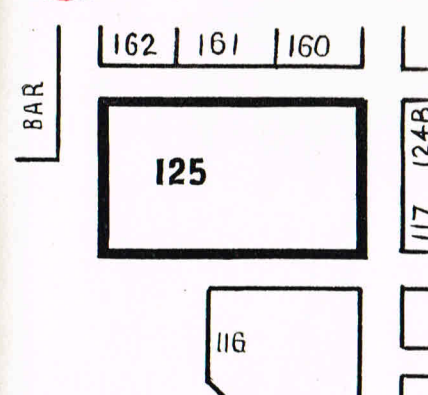
Cycle Sport Feature

This special feature which has been presented by the show organisers is staffed by members of the "Saddle Club" who are ready and willing to answer any questions relating to the Sport. On display will be a wide selection of racing bicycles which have been used with success by most of the British Champions of 1964.



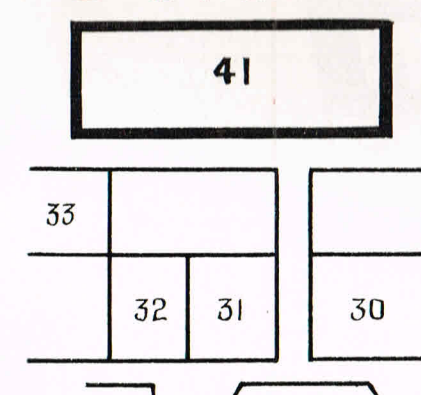
Childrens Corner

A delightful playground for the very young, full of exciting toys. Here, young children may be left in the care of trained nurses while their parents enjoy the Show. This amenity has been presented and organised by Dr. Barnardos Homes.



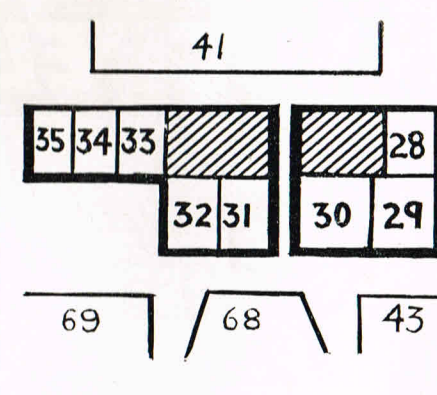
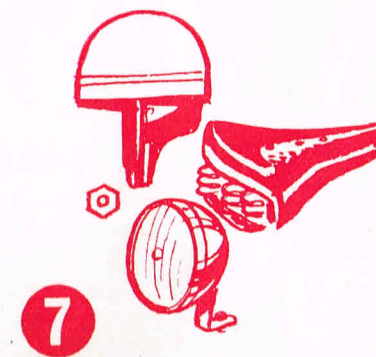
Clubmans Corner

By courtesy of the National Benzole Co. Ltd.,—in this feature will be found the office and meeting place of the following National Motor Cycling clubs and organisations. The Vespa Club of Great Britain; the National Scooter Association; the Federation of National and One-make Motor Cycle Clubs; the Fellowship of Riders; the Federation of Sidecar Clubs and the Motor Cycling Club Ltd.



Childrens Cycle Track

Youngsters can try their skill at riding a bicycle on the test track which is organised and staffed by the Royal Society for the Prevention of Accidents.



Retail Shopping Area

Within the area, Show visitors can stroll round the shops and purchase goods at their leisure.

The biggest
little scooter
in the world
the fabulous
JAWA '05'

only
71 gns
tax paid

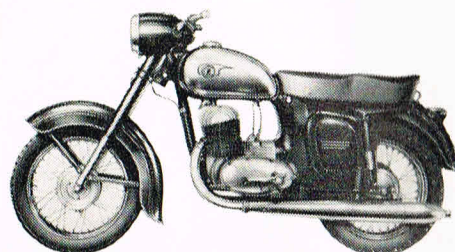


SEE THESE MODELS ON STAND No. 77

Sole U.K. concessionaires: INDUSTRIA (London) LTD., 248 HOLLOWAY ROAD, LONDON, N.7. Tel: NOR 8261

Supreme
motorcycle value
superb styling
CZ175

£136 18s 3d
(Including purchase tax)



The **MANET**
The only 98c.c.
scooter with
electric starter

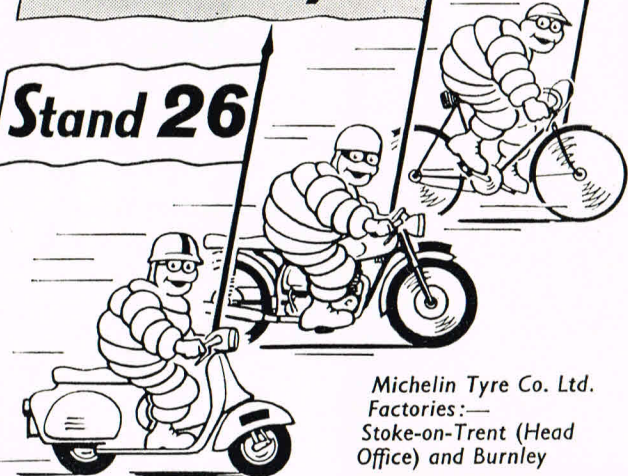
114 gns
tax paid



MICHELIN

welcomes you!

Stand 26



Michelin Tyre Co. Ltd.
Factories:—
Stoke-on-Trent (Head
Office) and Burnley

64/19/C

YAMAHA YAMAHA YAMAHA
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OFFICE NUMBER 18

Mitsui & Company Limited,
Camberwell Trading Estate, 117-9 Denmark Road S.E.5.

YAMAHA YAMAHA YAMAHA



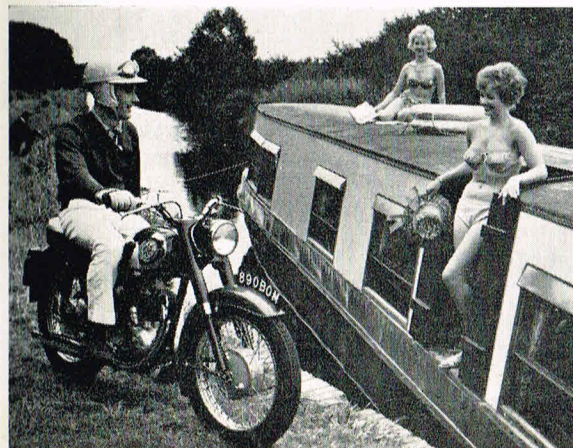
WELCOME TO THE CLUB. Thousands of Friends are Waiting

There are nearly two million riders of scooters and motor cycles on the roads of Britain today. Many thousands of them belong to Clubs which offer a wonderful variety of attractions not only to riders but to their families.

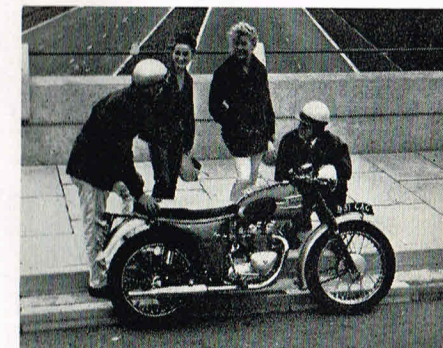
Not all Clubs are sporting establishments concerned with scrambles, trials and race meetings where youngsters can let off steam under strict regulations. In many Clubs the social aspect offers something for all the family, plus a wealth of help and 'know-how' when things go wrong — as they sometimes do!

The great Club Rallies — the Elephant run to Germany, the Dragon run to Wales, and the scooter runs to Scotland and the Isle of Man — are eagerly awaited year by year, and are thoroughly enjoyed.

It is in the best tradition of Club life that many of them often get together to give a grand 'day out' to orphaned or ailing children. Very recently, over 350 sidecar owners converged on a famous Zoo with 400 happy youngsters from Children's Homes all over the Midlands.



the
more
we
are
together



(top)
TAKING THEIR OWN MEDICINE!
A group of motor cycle manufacturers at one of their not infrequent meetings.

(second top)
AWAY FROM IT ALL
and yet still in good company with club comrades at a week-end get together. (Photo 'Motor Cycle')

(above)
MOTORWAY MEETING!
A stop for a chat before joining the motorway for a long straight run!

(far left)
SHORT CUT TO THE CANAL!
Everywhere is so accessible by motor cycle.

(left)
MOTOR CYCLE MOUNTAINEERS
A week-end group resting after taking the 'high road'. (Photo 'Motor Cycle')





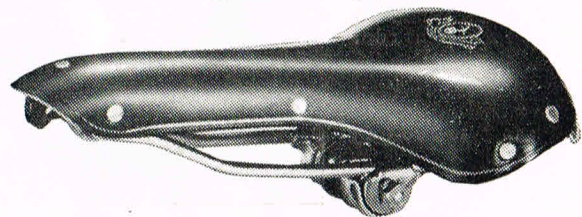
See The Latest in Lighting & Electrical Equipment



on STAND 27

JOSEPH LUCAS LTD · BIRMINGHAM 19

*The name that means
Quality*



MIDDLEMORES of Coventry

*Manufacturers of saddles since the
bicycle was invented — designed to
satisfy the needs of every cyclist.*

Also toolbags and touring bags.

MIDDLEMORES (COVENTRY) LIMITED.
TORRINGTON AVENUE, TILE HILL, COVENTRY



Banking at the Show

The Midland Bank has opened a sub-office to assist all visitors and exhibitors. Full banking services are available throughout the Show. Our staff will welcome the opportunity of meeting you, whether you are a customer of the Bank or not.

MIDLAND BANK

Stand No. 32



**The
companionship
of cycle
club life**

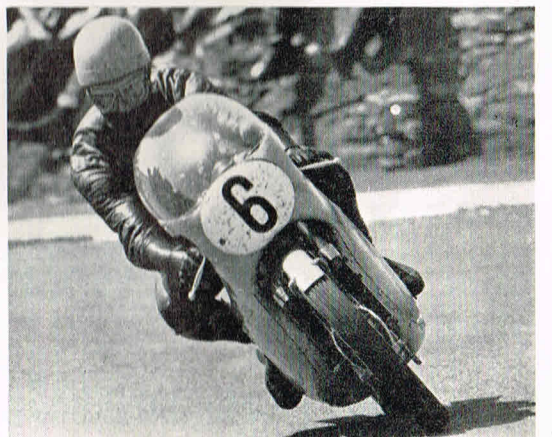
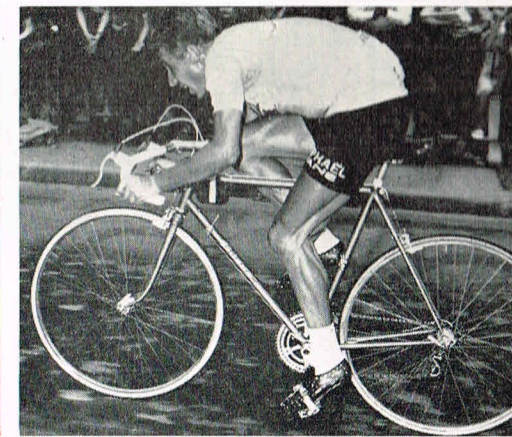
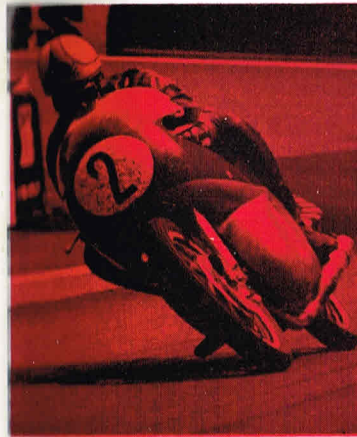
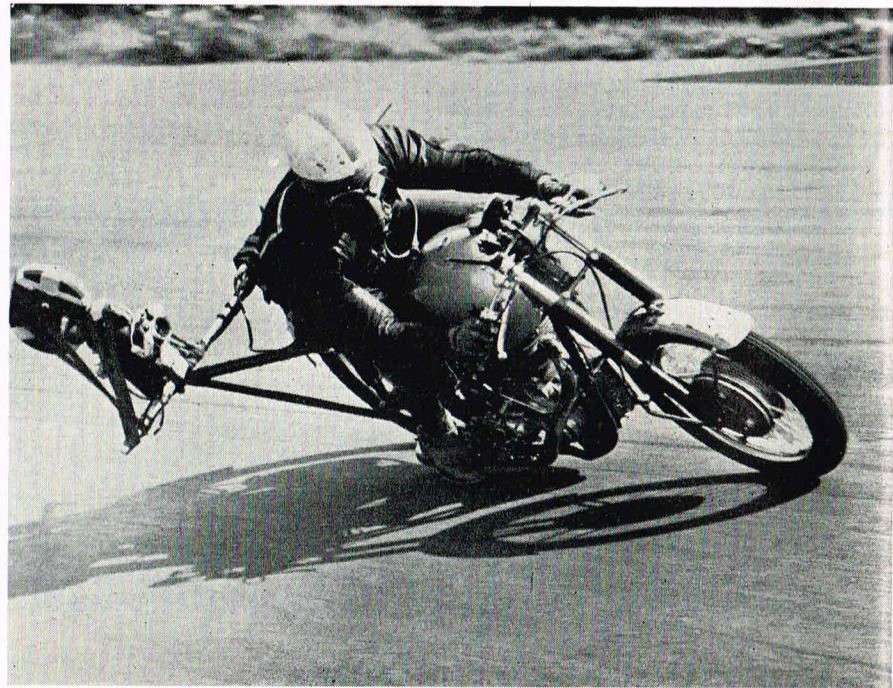
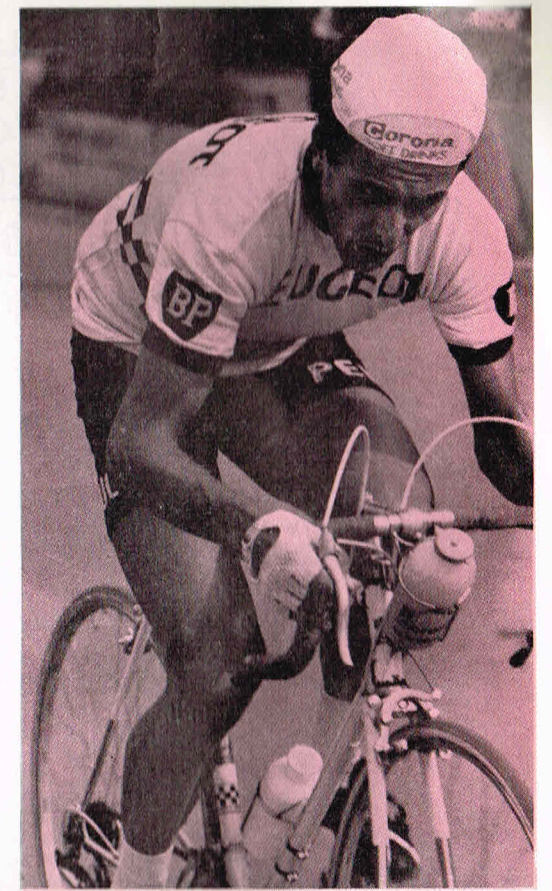
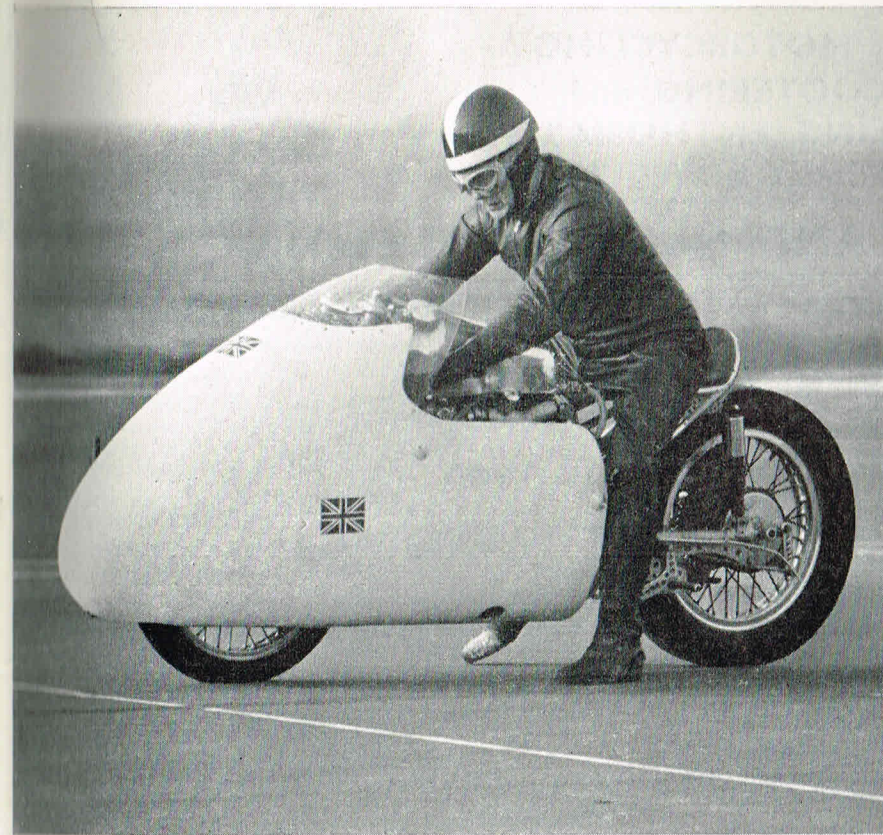
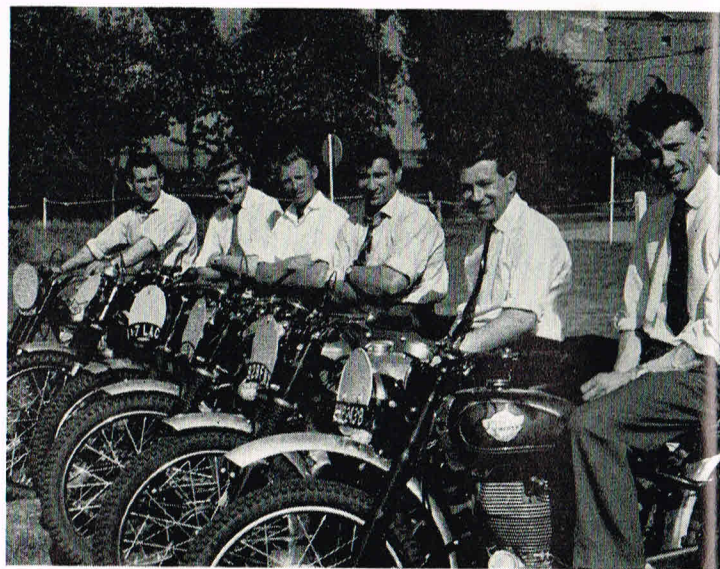
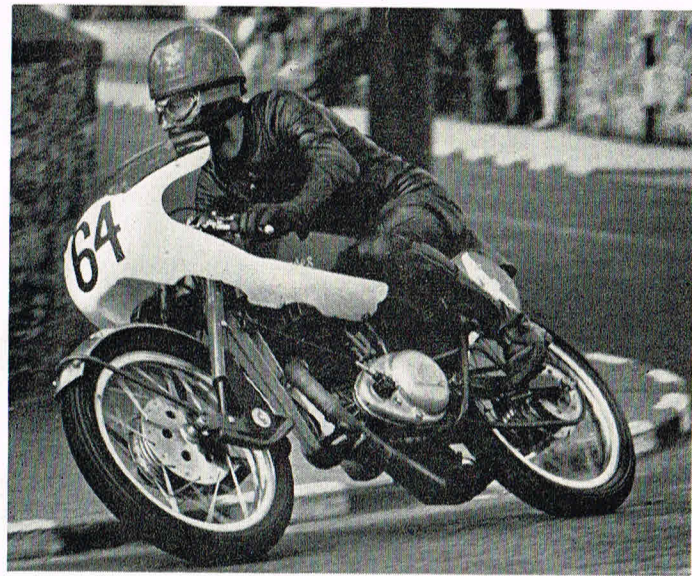
(above)
**THE MORE WE ARE
TOGETHER**
Every picture tells a story — this one tells of boys, bikes and a good day out. (Photo. 'Cycling').

(left)
PLEASURE!
One word that seems to sum up this happy rider.

(right)
SERIOUS BUSINESS
A competitor gets down to it in one of the many events that are such a feature of club life. (Photo. 'Cycling').

(below)
THEY LIKE IT!
A group of continent-bound riders advertise the joys of cycling.

The simplicity of cycling makes it the perfect way of "getting to know you". Joining a cycling club, preferably one that covers all facets of the pastime, i.e. touring, road-racing, time-trialing, etc., is the ideal way of enjoying your cycling to the full. You meet people who become friends and companions and you will find that friendship a wheel makes cycling an even more enjoyable pastime. When touring with a club, you can pedal along, unaffected by the temptation of speed, and you will find that you can wander at will through your favourite country, finding the quieter places and being literally 'at one' with the scenery through every mile of the journey.



People who made the news during 1964

(top left)

GORDON KEITH Winner of the 250 c.c. Manx Grand Prix for 1964.

(Photo: 'Motor Cycle News')

(bottom left)

ALBERT HITCHEN Britains premier independent racing cyclist, winner of the cycle industries 'Golden Wheel' competition.

(Photo: Len Thorpe)

(top right)

Britains Trophy team, who put up such a sterling performance in this year's International Six-days Trial held in East Germany.

(Photo: 'Motor Cycle News')

(bottom right)

JOHN SURTEES, Show Opener, now famed for his exploits on four wheels but who climbed the ladder to success on a motor cycle.

(top left)

GEORGE BROWN, the fastest man on land in Great Britain, smashed his own flying start $\frac{1}{4}$ mile record with an amazing speed of 189.3 m.p.h. (Photo: 'Motor Cycle News')

(bottom left)

MIKE HAILWOOD — winner of the Senior T.T. at an average speed of 100.95 m.p.h. achieving his 6th T.T. victory. (Photo: 'Motor Cycling')

(bottom centre)

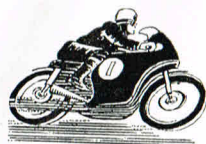
JACQUES ANQUETIL — the greatest road-racing cyclist of modern times, found fighting form to do what only the legendary Fausto Coppi had done before — win the Tour of Italy and Tour de France in the same year. (Photo: 'Presse Sports')

(top right)

TOMMY SIMPSON, fourth in the World Professional road-race championship, a consistent performer in continental road races and winner of one of Europe's most important classics — the Milan-San Remo road race. (Photo: 'Cycling')

(bottom right)

JIM REDMAN of Rhodesia, winner of the 350 c.c. world title again. (Photo: 'Motor Cycle News')



ALL MOTORCYCLING
SCOOTERING and
CYCLING ENTHUSIASTS
ARE CORDIALLY INVITED TO VISIT

STAND No. 5



FULL PARTICULARS AVAILABLE about EXCITING HOLIDAYS during 1965 in the

ISLE OF MAN

1965 HOLIDAY ISLAND EVENTS include

- ★ INTERNATIONAL T.T. MOTOR CYCLE RACES
(Two big Races each day, plus rallies, scrambles, gymkhanas, exhibition, etc.). JUNE 14th, 16th, 18th
- ★ INTERNATIONAL CYCLING WEEK
(Full daily programme, top professionals and amateurs). JUNE 19th to 26th
- ★ INTERNATIONAL SCOOTER WEEK
(Events every day. A big "Social" occasion for Scooterists). JUNE 26th to JULY 3rd (provisional)
- ★ SOUTHERN-100 MOTOR CYCLE RACES
(An outstanding Motorcycling event). JULY 7th and 8th (provisional)
- ★ MANX GRAND PRIX MOTOR CYCLE RACES
(Britain's Greatest Amateur Road Races on the T.T. Course for 250, 350 and 500 c.c. machines. Also 2-DAYS TRIAL SEPTEMBER 4th & 5th). SEPTEMBER 7th and 9th

The NEW fully illustrated Isle of Man Guide (1965 edition) will be available towards the end of December. Write for your copy to B. A. Bond, Tourist Board, Isle of Man.

HONDA

The most reliable
name on two wheels.

You've got to last
to be first.

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Hear the new

Sound Stories

L.P. releases of
The Isle of Man T.T. Races, 1964

STANLEY SCHOFIELD PRODUCTIONS LTD.
Specialist Producers of Documentary Recordings
6-7-8 Old Bond Street, London, W.1.

YOU MUST SEE THE LATEST

AVON FAIRINGS

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AVON still leads the field

OTHERS follow

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buyers guide

in alphabetical order

AGRATI SALES (U.K.) LTD.,
St. Mark's Street, Nottingham.
Phone: 50616/7 - - - Grams: Agrati, Nottingham
Capri Super 125 Scooter, Capri 98 Scooter, Garelli 98
Motorcycle, Garelli Sport 50 Motorcycle, Garelli Super
Delux 50, Garelli Bimatic Delux, Garelli Bimatic, Garelli
'M3' Moped, Garelli 'M' Moped.

STAND
69

AMAL LIMITED,
Holford Road, Witton, Birmingham, 6.
Phone - - - - - BIRchfields 4571
Grams - - - - - Amalcarb (Phone) Birmingham 6
Carburettors for all types of Motorcycles, Scooters and
Mopeds. Air Filters, Twist Grips, Controls and Handlebar
Assemblies. Cable and Wire, Flowmeters and Jet Cali-
brating Machines.

STAND
90

ARIEL MOTORS LIMITED,
Armoury Road, Birmingham, 11.
Phone - - - - - Victoria 5642
Grams - - - - - 'Ariel, Birmingham'
Ultra modern twin cylinder two-strokes, all with specially
designed accessories, 200 c.c. Arrow, 250 c.c. Super Sports,
250 c.c. Leader (in standard and police specification).
Fully sectioned working model.

STAND
49B
OFFICE
013

ASSOCIATED MOTOR CYCLES LTD.,
Plumstead Road, London, S.E.18.
Phone - - - - - WOO 1223
Grams - - - - - Matchless London Telex
One of two stands of which the group's five marques are
displayed. Roadsters from 150 c.c. to 750 c.c., including
two-strokes, four-strokes, singles and twins, are shown.

STAND
47
OFFICE
09

ASSOCIATED MOTOR CYCLES LTD.,
Plumsted Road, London, S.E.18
Phone - - - - - WOO 1223
Grams - - - - - Matchless London Telex
The display comprises three police models, eight com-
petition machines, eleven sports roadsters: represents
A.J.S., Francis-Barnett, James, Matchless and Norton; and
caters for all capacity classes.

STAND
65
OFFICE
09

AUTO CYCLE UNION
83, Pall Mall, London, S.W.1.
Phone - - - - - WHI 4022/3
Grams - - - - - Autocycle, London, S.W.1
Display of Trophies, Photographs and Badges.

STAND
160

THE AUTOMOBILE ASSOCIATION,
Fanum House, Leicester Square, London, W.C.2.
Phone: WHItehall 1200 - Grams: Fanum London Telex
Some of the major benefits are: Countrywide 24-hour
emergency service; radio patrols and breakdown service;
free legal defence; free technical advice; home and over-
seas touring service.

STAND
15

THE AVON RUBBER COMPANY LTD.,
Melksham, Wiltshire.
Phone: Melksham 3101 - - Grams: Rubber, Melksham
Avon shows a wide selection of tyres for motor-cycles,
scooters, mopeds, cycles and three-wheelers, including its
Mk. II range of cling rubber motor cycle and scooter tyres.

STAND
23

B. & T. (ESSEX) LIMITED,
Bantel Works, Rye Road, Hoddesdon, Herts.
Phone - - - - - Hoddesdon 5061
Lightweight plastic and aluminium cycle mudguards, cycle
accessories, i.e. Brake blocks and shoes, reflectors, handle-
bar grips, pumps, motor fog discs and learner plates.
Wooden and wheeled toys.

STAND
123

BLUEMEL BROS. LIMITED,
Wolston, near Coventry.
Phone - - - - - Wolston 244
Grams - - - - - Bluemel, Wolston
Cycle Mudguards; Mudflaps; Tyre Inflators; Connections;
Rear Reflectors; Handle Grips; Trouser Bands; Number
Plates; 'G.B.' and 'L' Plates; Control Knobs; Plastic
adhesive Letters and Figures; Drip Trays.

STAND
89

**B.M.W. CONCESSIONAIRES ENGLAND
LIMITED**
Victoria Road, Portslade, Brighton, Sussex
Phone Brighton 47814 Grams Brighton Telex 87145
A full range of the World famous B.M.W. horizontally
opposed shaft driven Motor Cycles of 500 c.c. and 600 c.c.
capacity including the R69S Sports and plus the 250 c.c.
Single cylinder R27.

STAND
46

**COUNTY BOROUGH OF BRIGHTON
BRIGHTON, SUSSEX, ENGLAND.**
Information centre with model of Exhibition Hall,
Brighton: a unique international centre for Exhibitions
and Conferences.

STAND
147A

**BRITISH MANUFACTURED BEARINGS
CO. LTD.,**
Fleming Way, Manor Royal, Crawley, Sussex
Phone: Crawley 28765 - - Grams: Briman, Crawley
B.M.B. will display a complete range of Steel Balls for the
industrial consumer, in addition to "Ballpaks"—the first
pre-packed Balls in handy sachets for the cyclist.

STAND
131A

BROWN BROTHERS LTD.,
Great Eastern Street, London, E.C.2.
Phone - - - - - Shoreditch 4321
Grams - - - - - Imbrowned, Phone, London, E.C.2
Manufacturers of 'Vindec' Bicycles and Tricycles. Whole-
sale Distributors to the Motor-cycle and Cycle Trades of
Accessories, Components and Tyres; Tools, Clothing and
Camping Equipment.

STAND
142

Cromwell the Champion of all Helmets



For over 30 years Helmets Limited have devoted their scientific resources to the study and development of safe protective headwear. Research and constant tests during this period have led to the accumulated knowledge now devoted to the perfection of every CROMWELL Helmet produced in their factory.

Be Sure ... Be Safe ... Choose Cromwell
SEE US AT STAND 132

Manufactured by

HELMETS LIMITED

WHEATHAMPSTEAD, HERTS. Telephone: Wheathampstead 2221/3



**GIRLING
SUSPENSION
UNITS**

**NOW
the New
GIRLING
pressurised
single tube
suspension
unit**

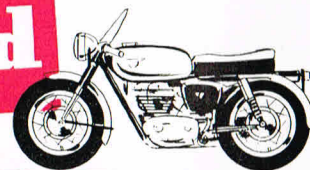


**The
smoothest
answer
to the
worlds
road
surfaces**

**STAND
122**

GIRLING LIMITED, KINGS RD, TYSELEY, BIRMINGHAM 11

**Royal
Enfield**



A TRUSTED NAME



**for CYCLES
and
MOTOR
CYCLES**

see us on- STAND N° 75

THE ENFIELD CYCLE CO. LTD. REDDITCH, WORCESTERSHIRE

A. P. C. BOWLES,
107 Wood Street, Walthamstow, London E.17.

Phone: - - - - - Coppermill 5281

Continental and British lightweight bicycles and accessories.

**STAND
158**

BSA MOTOR CYCLES LTD.,
Armoury Road, Birmingham, 11.

Phone - - - - - Victoria 2381

Grams - - - - - 'Selmoto, Birmingham'

Wide range of high performance motor cycles from 75 c.c. to 650 c.c. Sporting, Competition and police models. Sectioned 250 c.c. model and range of working sectioned engines. 175 c.c. Sunbeam scooter.

**STAND
61**

OFFICE

014

CARLTON CYCLES LIMITED,
Worksop.

Phone - - - - - Worksop 2475

An absorbing display of superbly made, handbuilt, Carlton Cycles and Accessories for the connoisseur. The famous Sun range is also shown on this stand.

**STAND
72**

OFFICE

**01
02**

CASTROL LIMITED,
Castrol House, Marylebone Road, London, N.W.1.

Phone - - - - - HUNter 4455

Grams - - - - - Castrol London, N.W.1.

The Castrol Company will be presenting daily film shows in the Richmond Hall.

**STAND
72**

OFFICE

**01
02**

**CHAMPION SPARKING PLUG
COMPANY LTD.,**
Feltham, Middlesex.

Phone: SKYport 6442 Grams: Champlug, Phone Hounslow

Champion Spark Plugs, with silvery-plated, rust-resistant finish for Touring, Sports and Racing purposes. Rubber Waterproof Cover. Bakelite Cover. Spark Plug cleaning and testing equipment. Gap Gauge Tool.

**STAND
103**

GEORGE CLARKE (MOTORS) LIMITED.,
276/278 Brixton Hill, London, S.W.2.

Phone - - - - - Tulse Hill 3211

Retail Motorcycles and Scooters; New 125 GILERA Motorcycle; New PANTHER Combination; New Viceroy sidecar.

**STAND
29**

CLEMAC LTD.,
Corfe Chase, Hermitage Road, Kenley, Surrey.

Phone - - - - - UPLands 2771

CLEMAC Combination Tool a handy do-it-yourself tool for the cyclist and motor cyclist. C.M.2. Rust Remover. Rust disappears from chrome in seconds.

**STAND
28**

CLEMINSON'S AGENCIES LTD.,
14/15, Criterion Mews, St. John's Villas, London, N.19

Phone - - - - - ARChway 3101

U.K. agents for Radium tyres and tubes, Lucia Speedometers, Winston Saddles, etc., TORINO SPORT DIVISION U.K. distributors of Track Suits, Hose, Padova Shoes, Musclor embrocations.

**STAND
105**

KEN COBBING LTD.,
204, Chase Side, Enfield, Middlesex.

Phone - - - - - Enfield 8422 and 1829

"Ceat" Tyres, Compressors, Aluminium and Steel Wheel Rims, Accessories, Luggage Equipment, Dual Seats, Monza Crash Bars, Sports Silencers, Windscreens, etc., for Scooters, Mopeds and Motor-cycles.

**STAND
159**

COLORAL PRODUCTS LTD.,
Steward Street, Birmingham, 18.

Phone - - - - - EDGbaston 2969

Drinking Bottles and Carriers for Cyclists. We are exhibiting the very popular 'Continental' range introduced last year and an entirely new exciting series of Bottles and Carriers.

**STAND
117**

E. COTTON (MOTOR CYCLES) LTD.,
Vulcan Works, Quay Street, Gloucester.

Phone: Gloucester 22303 Grams: Cotton, Gloucester

The emphasis of the range is competition machines. Road Racer, Trials and Scrambles also a selection of road machines, 197 cc. to 250 cc. Sports or Touring.

**STAND
54**

COVENTRY-EAGLE CYCLE & MOTOR CO. LTD.
and **FALCON LIGHTWEIGHT CYCLES**

Grove Lane Works, Grove Lane, Smethwick, Staffs.

Phone: SME 1971/2/3 Grams: Eagle Birmingham

Coventry-Eagle and Falcon combine to give a comprehensive display of Juvenile, Sports, Tourist and Lightweight Bicycles of the best quality.

**STAND
64**

CRAVEN EQUIPMENT (LONDON) LTD.
61, Eden Grove, London, N.7.

Phone - - - - - North 5656/7

A wide range of carriers and glass fibre pannier cases and a new Dolphin frontal fairing.

**STAND
112**

T. D. CROSS & SONS LIMITED,
"Vesey Works", Shady Lane, Great Barr, B'ham, 22a

Phone - - - - - GREat Barr 1166-7-8

Grams - - - - - Freewheel, Birmingham

T. D. Cross & Sons are showing their usual range of high quality fittings and also have a working model of a 5-speed freewheel on display. Also a complete range of Motorcycle replacement Sprockets and Chainwheels will be exhibited.

**STAND
96**

**THE CYCLE & GENERAL FINANCE
CORPORATION LTD.,**

51, Eastcheap, London, E.C.3.

Phone - - - - - MINcing Lane 3020

Office for the discussion of proposals of business involving credit finance.

**STAND
4**

DAILY MAIL,
Associated Newspapers Ltd.,
Northcliffe House, E.C.4.

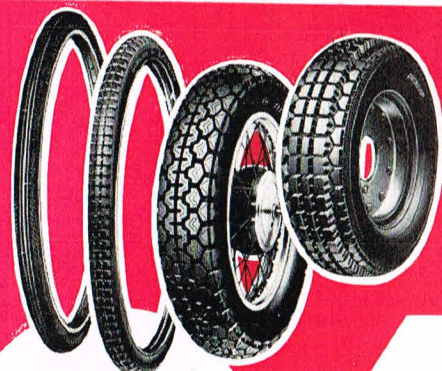
Phone - - - - - FLEet Street 6000

Grams - - - - - Daily Mail, London, E.C.4

Daily Mail printed in London, Manchester and Edinburgh. The Daily Mail has pleasure in presenting two features: A Road Safety Test with awards to be won; and "Proto-Cycles"—an interesting display of unique machines (see page 29).

**STAND
10**

DUNLOP STAND FOR TOP MILEAGE—TOP SAFETY



STAND

DUNLOP

Come and see the famous Dunlop range of cycle, motor cycle and scooter tyres — the tyres chosen as standard equipment by the majority of British manufacturers.

and all over the show

NEW

and exciting range
of competition
Motor Cycles!



FOR
THOSE
WHO
KNOW
BETTER

PLUS

complete range of
fibreglass for
racing, touring, trials
and scrambles — by
BUTLER of course

**BUTLER MOTOR CYCLES
& BUTLER MOULDINGS LTD.**
HOLLANDS ROAD, HAVERHILL, SUFFOLK
Telephone: Haverhill 2711

BE SURE TO SEE THE
OUTSTANDING RANGE OF

Vindec

INDIVIDUALLY BUILT BICYCLES

STAND
142

Brown Brothers LIMITED
THOMSON & BROWN BROTHERS LIMITED

THE LEADING NATIONAL
WHOLESALE DISTRIBUTORS
TO THE CYCLE AND
MOTOR CYCLE TRADES

DAWES CYCLES LTD.,
Wharf Road, Tyseley, Birmingham, 11.

Phone: ACOcks Green 1691 - - Grams: Chadaw

The cycles exhibited by Dawes Cycles Ltd., consist of Sports, General Purpose, Lightweight and Juvenile models from an extensive range finished in attractive colour schemes.

STAND
45

DELITE ACCESSORIES LTD.,
146a, Queen Victoria Street, London, E.C.4.

Phone - - - - - City 6842 or 2363

Grams - - - - - Efcadanex Cent London

Cycle Lamps, Dynamoset, Freewheels, Pedals, Chains and Lamp Batteries. Cycle and Moped Speedometers. Lighting Accessories for Motor Cars and Camping.

STAND
137

DEVITT (D. A. and GENERAL) INSURANCE COMPANY LIMITED,

Saracen's Head House, 92, Fenchurch Street, London, E.C.3.

Phone: Royal 3191 (16 lines) Grams: Dilate, London, E.C.3.

A complete insurance service for the motor trade, including the D.A. scheme of motor cycle insurance and the D.A. motor car scheme.

OFFICE
07

D.M.W. MOTOR CYCLES (Wolverhampton) LTD.,
Valley Road Works, Sedgley, Dudley, Worcs.

Phone - - - - - Sedgley 3051

Touring and Sports Motor Cycles. Special Deemster Police Motor Cycle. Hornet Road Racer.

STAND
55

DOUGLAS (SALES & SERVICE) LIMITED,
Hanham Road, Kingswood, Bristol.

Phone: Bristol 67-1881 - - Grams: Douglas, Bristol

The Vespa Range will include the 90 cc., the 150 cc. Sportique, the 150 cc. Sportique Grand Luxe, the 150 cc. Sportique Supreme, and the 160 cc. G.S. These models include the standard equipment of dual seat, stop lights, steering column lock, etc.

STAND
133
60
OFFICE
05

DUCATI (CONCESSIONAIRES) LTD.

80, Burleigh Road, Stretford, Lancs.

Phone - - - - - Longford 4674

A superbly produced range of specialized high quality machines including 48 c.c. De-Luxe Moped, 48 c.c. Sports Roadster, 200 c.c. Super Sports, 250 (5 Speed) G.T. and the 250 (5 Speed) Mach 1 Road/Racing Machine.

STAND
81

ALEXANDER DUCKHAM & CO. LTD.,
Rainville Road, Hammersmith, London, W.6.

Phone - - - - - FULham 3300

Grams - - - - - Duckham's Wesphone London

Q20-50 Multigrade engine oil; a complete range of gear oils and greases; a jelly type hand cleanser specially prepared for the motor cyclist.

STAND
124A

DUNLOP RUBBER CO. LTD.,
Fort Dunlop, Erdington, Birmingham 24.

Phone - - - - - Erdington 2121

Grams - - - - - Dunlop, Phone, Birmingham

A comprehensive range of tyres, for cycles, motorcycles scooters and mopeds; cycle and motor cycle rims, saddles and accessories.

STAND
24

THE ECONASIGN CO. LTD.,
19/21, Palace Street, London, S.W.1.

Phone - - - - - VICtoria 5662

Econasign stencils provide the perfect method for producing Artistic Showcards, Price Tickets, etc., and are particularly suited to the Display needs of the Motor Cycle and Cycle Dealer.

STAND
146

THE ENFIELD CYCLE CO. LIMITED,
Hewell Road, Redditch, Worcs.

Phone: Redditch 4222 - - Grams: Cycles, Redditch

A most comprehensive range of sporting and utility motor cycles up to 750 cc. including a new super sporting version of the Continental 250 cc. Also, a selection of cycles including Roadster, Clubmans and Junior models.

STAND
75

OFFICE
011

EUROPA IMPORTS LIMITED,

63-65 Reading Road, Pangbourne, Berkshire.

Phone - - - - - Pangbourne 482.

Sole concessionaires for the Italian Motobi range of scooters and mopeds, also German Victoria Moped.

STAND
56A

EUROPEAN HONDA MOTOR TRADING GmbH,
Power Road, Chiswick, London, W.4.

Phone - - - - - Turnham Green 9381-8

Grams - - - - - As above

Honda present a range of high quality machines ranging from the 50 c.c. Monkey Bike to the 305 c.c. Super Sport.

STAND
43

OFFICE
04

EVERIGHT ACCESSORY COMPANY,
142, Ilford Lane, Ilford, Essex.

Phone - - - - - Ilford 2188

Dual seat and saddle covers, pannier bags and other luggage including registered design utility bag for Honda scooterette, in popular attractive materials. Protective covers, windscreens.

STAND
113

FERIDAX (1957) LTD.,

Feridax House, Frederick Street, Birmingham, 1.

Phone: CEN 7158/9 - - Grams: Feridax, Birmingham

Scooter Fairings; Moped Windscreens; Motorcycle Windscreens; Fly Screens; Locking Twist Grips; Racing Seats.

STAND
104

FIBRAX LIMITED,
110 Ormside Street, London, S.E.15.

Phone - - - - - New Cross 6785

Grams - - - - - Fibraxdom-London, S.E.15

"FIBRAX BRAKE BLOCKS FOR BICYCLES" — All types in cartons of 1 dozen pairs. Blocks in Shoes on cards. "FIBRAX BRAKE & CLUTCH LININGS FOR MOTORCYCLES, SCOOTERS and MOPEDS".

STAND
145

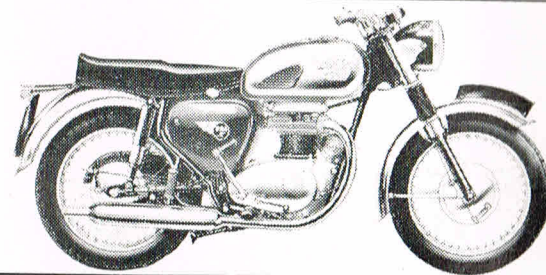
FILTRATE LIMITED,
Filtrate Works, Leeds 10.

Phone - - - - - Leeds 20773

Filtrate Oil present something NEW at the Show — electric 'trials' machines that YOU can ride on a real trials section. Bring your lubrication questions here — and ride one of these new machines.

STAND
149

Every BSA motorcycle is made with the skill and care developed in a century's experience of precision engineering. Models to meet every requirement from 75 cc to 650 cc. Unfailing reliability and sparkling performance — these are the hallmarks of BSA.



STAND 61

**BSA MOTORCYCLES LTD.,
ARMOURY ROAD,
BIRMINGHAM 11**



UNDER THE BP SHIELD

BP IS THE KEY TO BETTER MOTOR CYCLING



G.B. will exhibit a comprehensive display of light alloy cycle brakes, including centre-pull and Synchron designs, plus a range of alloy handlebar bends and forged alloy stems etc.

Motor Scooter Spares and Accessories.

Manufacturers of Control Cables for Cycles, Mopeds, Scooters, etc. "Fabriccoat" and "Duragrip" Waterproof Outer Casing. Stranded Steel non-fray Inner Control Wire. Cable components.

Girling Ltd. will be exhibiting a range of hydraulic suspension units for motor cycles, scooters and three-wheelers; hydraulic shock absorbers, mechanical and hydraulic brakes for three-wheelers.

Godfrey's the proprietors of Goldtop leather wear showing extensive ranges of Goldtop footwear and Lifer Motorway gloves for the Motor Cyclist, manufactured to highest specifications.

Inland and Overseas Telegraph, Telephone and Telex Services. Demonstrations of the invaluable service that Telex can provide for industry will be given.

A Comprehensive Range of Quality Built 250cc. Lightweight Motor Cycles including Specialised Models for Scrambles, Trials, Short Circuit Racing and Touring.

Cycle Accessories—Cycle clothing and lighting equipment.
Motor Cycle Accessories—Clothing, Oils, Tools, Batteries,
etc. Camping and Picnic Stoves. Tents and Equipment.

An interesting display of Heinkel Scooters — the Four-Stroke Tourist and the Two-Stroke "150", with a large selection of accessories for each model.
Three world-famous Kreidler Florett models.

"Cromwell" Touring & Competition helmets conforming to B.S.S. 2001/56, B.S.S. 1869, A.C.U. approved together with accessories including Body Belts, Detachable Peaks, Bubble Visors, etc.

Manufacturers of Hepolite Pistons, rings, pins and liners. Hplex Silicon Alloy Pistons. Vacrit Cylinder Liners. Vacrom Chromium plated Compression Rings. Packaged Ring Sets. Valve Seat Inserts.

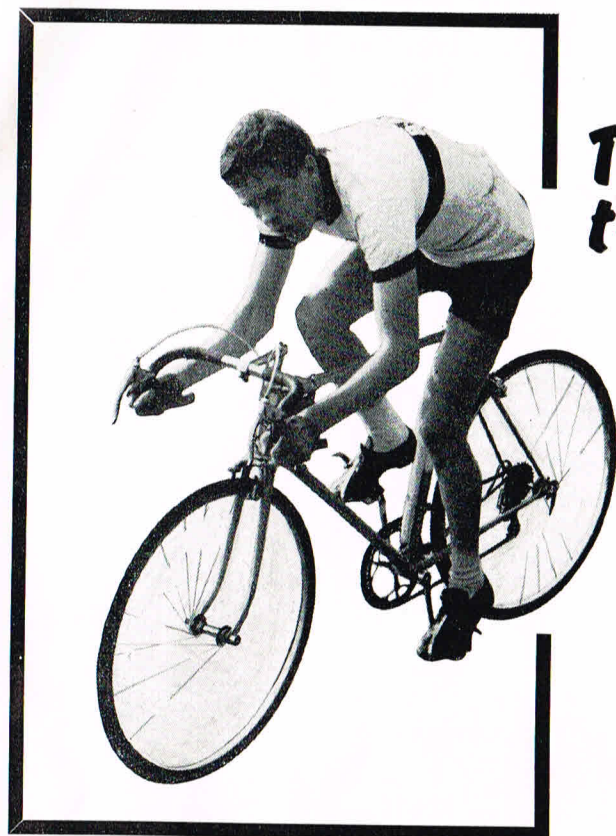
Stand 119 Handbuilt Racing & Touring Frames; English and Continental Lightweight and Racing Accessories. Speciality Cycle Clothing, both Racing and Touring.

1 — CZ 175 c.c. Motor Cycle, 3 — Jawa Manet Scooters
100 c.c. (Type S-100), 1 — Jawa Manet Scooter 125 c.c.
(Type S-125), 2 — Jawa 50 c.c. Scooters (Model 05).

Beneath I.M.T.C.'s blue and white badge in colourful display, are photographs, maps and illustrated itineraries to encourage British motorcyclists to travel abroad with their machines.

P. & A. Spare parts for Lambretta & Vespa.

Plan your 1965 Holiday in the Isle of Man. See Britain's only world classic motor cycle, cycle and scooter events. Full information and film shows.



**The Smooth Road
to Success!**

WITH

B.M.B

**BRITISH MANUFACTURED
BEARINGS CO. LTD.**

Fleming Way, Manor Royal, Crawley, Sussex.
Tel: Crawley 28765 (10 lines)

Cycle size, precision made stainless steel balls, manufactured at the modern B.M.B. Plant at Crawley, are currently in use by the majority of the leading cycle manufacturers. Replacements are available at most cycle and hardware stores where they are marketed in the handy B.M.B. "Ballpak".

Visit the B.M.B. stand at the Cycle Show and see for yourself the range of B.M.B. products for the cycle industry.

Bluemels



*Superior
Quality
Accessories*

Inflators and connections—mud-guards and mud flaps—drip tray and L-plates—M/C number plates and components—reflectors, handle grips and trouser bands etc.

See them on
Stand No. 89

Bluemel Bros. Ltd.
Wolston, Nr. Coventry



'Cling' to the road on

AVON

TODAY'S
leading TYRES

with the NEW
*** CLING RUBBER**
to give extra safety in the wet on
your motorcycle or scooter

See them on STAND 23

**JOHN BULL RUBBER COMPANY LIMITED,
(TYRE DIVISION),**

Allington House, 136-142, Victoria Street, London, S.W.1.

Phone - - - - - VICTORIA 6868

John Bull Motorcycle, Scooter, Moped and Cycle Tyres and Accessories.

STAND
22

KANGOL HELMETS LIMITED,

39, Fitzroy Square, London, W.1 and
Norfolk Street, Carlisle, Cumberland.

Phone - - - - - MUSEUM 8468 and Carlisle 25166
Grams - - - - - London: Anglobask Wesdo
Carlisle: Safety/Carlisle

A full range of motor cyclists' crash helmets, catering for every motor cyclist from the scooterist to the competitive rider.

STAND
87

KEITH PROWSE & CO. LIMITED,

90, New Bond Street, London, W.1.

Phone - - - - - GROSVENOR 6000

Grams - - - - - Stalls, London, W.1

The largest theatre ticket dealers in the world are at the service of exhibitors and visitors to provide seats for all London theatres and entertainments.

STAND
14

KERRY'S (GREAT BRITAIN) LTD.,

Warton Road, Stratford, London, E.15.

Phone: MAR 6611 - - - Grams: Akerene, London

Exhibits include the 1965 range of Kerry Capitano mopeds and accessories and also the new Weekend Cross and the well-known Kerry and Competition ranges of cycles.

STAND
62

RON KITCHING (Wholesalers) LTD.,

Hookstone Park, Harrogate, Yorkshire.

Phone: 85414 - - - Grams: Ronkit, Harrogate

MILREMO 'Miracle Marque' Lightweight Cycle Accessories. In addition the products of the most famous Cycle Accessory Manufacturers of France, Italy, Belgium and Germany.

STAND
94

LAVERDA MOTORS LIMITED,

4, Derby Street, Nottingham.

Phone - - - - - Nottingham 44609

"Laverda" 49 c.c. Moped fitted with Disc Brakes front and rear. "Laverda" Luxury 10 Minis scooter, 60 c.c. OHV, 3 Speed, 4 Stroke, complete with rear carrier. "Laverda" Gran Turismo Twin 200 c.c. OHV, 4 Stroke, 4 Speed,

STAND
147

D. LEWIS LTD.,

124, Gt. Portland Street, London, W.1.

Phone: MUSEUM 4314 Grams: Aviakit, Wesdo, London

"Aviakit" and "Lewis Leathers" riding kit for the everyday and racing rider. Guaranteed waterproof outer garments. Leather clothing, boots, gloves and goggles. "Aviakit" helmets.

STAND
31

LLOYDS BANK LIMITED,

Head Office: 71, Lombard Street, London, E.C.3.

Phone - - - - - Mansion House 1500

Grams - - - - - Branchage Stock London

Lloyds Bank provides banking facilities at its stand to meet the needs of exhibitors and visitors. Through its branches in England and Wales and its associated banks correspondents and agents overseas Lloyds Bank offers a world-wide banking service.

STAND
9

JOSEPH LUCAS LIMITED,

Great King Street, Birmingham, 19.

Phone: NORTHERN 5252 Grams: Lucas B'ham Telex

Comprehensive range of motor cycle electrical equipment. New range of batteries and switches shown for the first time. Animated working displays includes new 12 volt electrical system and twin cylinder A.C. Ignition System.

STAND
27

M.C.A. (ASTON) LTD.,

10, Aston Road North, Birmingham, 6.

Comprehensive range of Motorcycle Spares and Accessories

STAND
98

MICHELIN TYRE CO. LTD.,

Stoke-on-Trent, Staffordshire.

Phone: Stoke 48211 - - - Grams: Pneumiclin Stoke

Cycle Tyres covering every need: Roadster, Sports, High-Speed, Carrier, Juvenile, Black, White or translucent sidewalls. Butyl and red rubber tubes, Scooter, Moped and Motor Cycle Tyres.

STAND
26

MIDDLEMORES (COVENTRY) LIMITED,

Torrington Avenue, Tile Hill, Coventry.

Phone - - - - - Tile Hill 66426 & 66310

Grams - - - - - Middlemore Coventry

A comprehensive range of Spring Seat and Leather Saddles including new models of particular interest together with range of Toolbags and Touring Bags.

STAND
84

MIDLAND BANK LIMITED,

Head Office: Poultry, London, E.C.2.

Phone: MONARCH 9911 - Grams: Midbank London E.C.2

The Midland Bank provides a complete banking service at the Show. Exhibitors and visitors, whether customers of the Bank or not, are invited to make use of the services we provide.

STAND
32

MILK MARKETING BOARD

Thames Ditton, Surrey.

Phone - - - - - Emberbrook 4101

For the 8th year in succession the Milk Marketing Board of England and Wales are to sponsor and organise the Milk Race — the 1400 mile Cycle Tour of Britain. Details of the 1965 Route and other information, are available from the MMB Stand.

STAND
116

H. MILLER & CO. LTD., DOHERTY MOTOR-CYCLE ACCESSORIES LTD.,

205, Aston Brook Street, Aston, Birmingham 6.

Phone - - - - - AST 1575

Cycle and Motor Cycle Lighting Equipment. Control Levers, Twist Grips, etc.

STAND
130

MINISTRY OF DEFENCE

Old War Office Building, London S.W.1

Phone: - - - - - WHI 9400 ext: 888

The Army stand will depict two aspects of motor cycling in the Army; the Royal Artillery display team and the operational role of the Royal Military Police.

STAND
150

MINISTRY OF TRANSPORT, St. Christopher House, Southwark Street, S.E.1. Phone - - - - - Waterloo 7999 Showing Road Safety films continuously, and Check Points for Safe Cycling covering riders and machines and knowledge of Highway Code and Routes.	STAND 8	'MOTOR CYCLING' GO MAGAZINE LTD. 161-166, Fleet Street, London, E.C.4. Phone - - - - - FLE 5011 Publications.	STAND 19	NATIONAL PROVINCIAL BANK LTD., Head Office: 15, Bishopsgate, London, E.C.2. Phone - - - - - London Wall 2700 Exhibitors and visitors are invited to avail themselves of the banking facilities provided for the duration of the Show. Enquiries will be welcomed.	STAND 12	PLASTIFILM PRODUCTS LTD., South Road, Kingswood, Bristol. Phone - - - - - Bristol 671848 Self-Adhesive Registration Digets, Personalised Initials, 'L' Plates, County Crests, G.B. Plates, Emblems & Pennants, Racing Numbers & Backgrounds, Licence Holders, Name Plates, Pricing Letters and Signs.	STAND 85
MITCHENALL BROS. LIMITED., Bulford Road, Durrington, Nr. Salisbury, Wilts. Phone: Durrington Walls 561 - - Grams: Mitbros Here are a range of popular machines fitted with the latest types of "Avon" streamlining. Visitors can make "comparison tests" by sitting behind actual "Avon" fairings.	STAND 148	MOTOR CYCLIST ILLUSTRATED, City Magazines Ltd., 167/170, Fleet St., London, E.C.4. Phone - - - - - FLEet St. 9971 Publications—i.e. 'Motor Cyclist Illustrated' Magazine.	STAND 134	LEONARD NEWMAN LIMITED 100, Staniforth Street, Birmingham, 4. Phone: AST 1193 - - - Grams: Namwen Full range of "Union" cycle pedals and chains. "Ceylon" tyres and tubes. "Rentrop" cycle carriers. "Mayweg" small parts for cycles, mopeds and motorcycles. "Beaver" hoists.	STAND 146A	POWER AND PEDAL 1, Bridge Approach, Rochester, Kent. Phone - - - - - Chatham 46196 & 44342 Special Show Number of Britains leading Scooter and Moped Magazine with full report of Show Exhibits, description of New Machines and Floor Plan of Show.	STAND 7
MOBYKE ACCESSORIES LIMITED, Station Works, Lismore Circus, London, N.W.5. Phone - - - - - GULLiver 8661-2 Complete range of Motorcycle, Scooter and Moped Accessories of British and Continental manufacture. Sole distributors of Brilliant Ruberg Chain.	STAND 124	MOTOR IMPORTS CO. 7, Gresham Road, London, S.W.9. Phone: Redpost 3344 - - - Grams: Motim, London The Mobylette and Motobecane range of mopeds. Mopeds proved for reliability, economy and performance by over 5,000,000 owners.	STAND 70	NSU (Great Britain) LTD. and LAYFORD (Automotive) LTD., 134/136, King Street, London, W.6. Phone - - - - - RIVerside 3000 Grams - - - - - Enesu London W.6 Telex 25445 NSU Quickly Mopeds. LAYFORD Peugeot Mopeds, Bianchi Mopeds and Motorcycles.	STAND 44 OFFICE 010	PRIDE & CLARKE LIMITED, 158 Stockwell Road, London S.W.9. Phone: Brixton 6251. - - - Grams: PriClarke London. Retail Shop No. 34. A selection of outstanding, low priced motorcycles with details of Special Hire purchase, Part-exchange and Insurance facilities. Retail Shop No. 35. Motorcycle accessories and clothing, including specially imported lines at attractive cash prices or on easy credit terms.	STAND 34 35
MOTOPLAS CO. LIMITED, Armoury Road, Birmingham, 11. Phone - - - - - Victoria 1008 Grams - - - - - 'Motoplas, Birmingham'. Wide range of high quality accessories for all makes of mopeds, scooters and motor cycles. Windscreens, mirrors, pannier equipment, licence holders, inflators, fairings, dual-seat replacement covers, etc.	STAND 106	MOTOR IMPORTS CO. 7, Gresham Road, London, S.W.9. Phone: Redpost 3344 - - - Grams: Motim, London The Zundapp range of high quality machines including the new 49 c.c. and 100 c.c. Sports models	STAND 71	NUAGANE PRODUCTS, Coloquid Paints Limited, Willow Lane, Mitcham, Surrey. The Nuagane stand will feature the company's wide range of touch-ups which have been a speciality of Nuagane for many years and, of particular interest to visitors, will be the one-eighth pint tin specially developed with the cyclist and motor cyclist in mind.	STAND 145A	PURA PLASTICS (EASTBOURNE) LTD., Faraday Close, Brampton Trading Estate, Hampden Park, Eastbourne. Phone - - - - - 52283-4 Luggage, comprising Pannier Sets, Holdalls, Bags, Cases for all Mopeds, Motorcycles, Scooters and Scooterettes. Tailored Seat and Wheel Covers; Protective Covers; Small Car Seat Covers.	STAND 97
MOTOR CYCLE EQUIPMENT (B'ham) LTD., Watery Lane, Birmingham, 9. Phone - - - - - VIC 3964 A complete stock of quality accessories for Motor Cycles, Scooters and Mopeds including pattern silencers and exhaust pipes, windscreen fairings, handlebars, crash-guards, mirrors, prop stands, etc.	STAND 95	MOULTON BICYCLES LIMITED, Bradford-on-Avon, Wiltshire. Phone - - - - - 2258/9 The new bicycle with small wheels, large carrying capacity, unique rubber suspension system and an open frame suitable for men, women, or children.	STAND 58	CHARLES OWEN & CO. (BOW) LTD., 82/102, Hanbury Street, London, E.1. Phone - - - - - Bishopsgate 2488/9 Grams - - - - - Comfotilet, E.1 Safety Helmets: "Mastergarde" Jet Pilot, "Skulgarde", "Bowbilt Racer", "Moby" Safety Cap.	STAND 115	E. A. RADNALL & COMPANY LIMITED, Vauxhall Works, Dartmouth Street, Birmingham 7. Phone - - - - - ASTon Cross 1341-2 Grams - - - - - Cyclic, Birmingham Motor Cycle and Cycle accessories comprising of handlebars, control levers, caliper brakes, brake shoes, hubs, spindles, cones, sprockets, wing and track nuts, spanners, front forks, carded goods, etc., etc.	STAND 107
"MOTORCYCLE MECHANICS" (Mercury House Publications Ltd.,) 103/119 Waterloo Road, London, S.E.1. Phone - - - - - WATERloo 3388 (30 lines) The technical and editorial staff of MOTORCYCLE MECHANICS — Europe's largest selling motor cycling monthly — will give practical demonstrations and advice on the maintenance, care and performance of machines of various types.	STAND 20	NANNUCCI LTD., 5/6, Newman Passage, London. W.1. Phone - - - - - MUS 8112 Scooter Accessories and Machines.	STAND 141	HAROLD E. PEACE & COMPANY LIMITED, 22, Ludgate Hill, Birmingham, 3. Phone: CENTral 3781-2 - - - Grams: Hepaco Transfers—a complete range of all types for marking and decorating cycles, motor cycles, sidecars and accessories, Scooter Club Transfers, Window Translucents and Metal Nameplates.	STAND 83	RALEIGH INDUSTRIES LIMITED, Lenton Boulevard, Nottingham. Phone: Nottingham 77761 Grams: Ralind, Nottingham A comprehensive display of the vivid, vital range of Raleigh, B.S.A., Triumph, Phillips and Hercules Sports, Tourist and Junior Cycles.	STAND 66 OFFICE 01 02
MOTOR CYCLE/MOTOR CYCLE & CYCLE TRADER, (Iliffe Specialist Publications Ltd.) Dorset House, Stamford Street, London, S.E.1. Phone - - - - - Waterloo 3333 Grams - - - - - IliffePres, London, Telex MOTOR CYCLE, the complete weekly magazine. Thursday 1 shilling. MOTOR CYCLE & CYCLE TRADER, MOTOR CYCLE & CYCLE EXPORT TRADER for traders at home and overseas.	STAND 17	NATIONAL ASSOCIATION OF CYCLE TRADERS, 66, Grafton Way, London, W.1. Phone - - - - - EUSTon 9281/2 The President, General Secretary and officials are in daily attendance and will be delighted to meet cycle and moped dealers. Membership is open to all bona fide cycle and moped dealers.	STAND 1	PEEL ENGINEERING COMPANY, Viking Works, Peel, Isle of Man. Phone - - - - - Peel 590 Grams - - - - - Peel Engineering I.O.M. Racing and Touring Motorcycle Fairings are shown including several new models. The new 'Manx Kitten' 2-seater Threewheeler is shown for the first time.	STAND 108	RALEIGH INDUSTRIES LIMITED, Lenton Boulevard, Nottingham. Phone: Nottingham 77761 Grams: Ralind, Nottingham A scintillating display of Raleigh Mopeds and Scooters. Also a complete range of the exciting Sunbeam Children's Wheeled Toys.	STAND 67 OFFICE 01 02
MOTOR CYCLE NEWS, Dryland Street, Kettering, Northants Phone - - - - - 3138/9 See colour slides of the TT stars in action also magnificent line drawings of Mike Hailwoods M V Agusta etc. Meet the people who write for you each week.	STAND 93	NATIONAL BENZOLE CO. LTD., Mercury House, 195, Knightsbridge, S.W.7. Phone - - - - - Kensington 4511 Grams - - - - - Nabenzo-London-S.W.7 National Benzole's stand will once again take the form of a "Clubman's Corner" — where motor cycle and scooter enthusiasts will be able to relax in a comfortable surrounding and talk over their problems with their friends and representatives of 6 clubs.	STAND 125	PIRELLI LIMITED, 343-345, Euston Road, London, N.W.1. Phone: EUSTon 3131-9 - - Grams: Pirellicon, London Full range of Pirelli scooter tyres.	STAND 25	RALEIGH INDUSTRIES LIMITED, Lenton Boulevard, Nottingham. Phone: Nottingham 77761 Grams: Ralind, Nottingham Sturmey-Archer Gears and Lighting Equipment; Brooks and Wrights Saddles and Saddlebags; Lycett Saddles and Scooter Accessories; J. A. Phillips Cycle Components and Fitments are displayed on this stand.	STAND 129 OFFICE 01 02

RELIANT MOTOR CO. LTD., Two Gates, Tamworth, Staffordshire. Phone - - - - - Tamworth 3761 3-Wheeled 4-Seater saloon cars and commercial vehicles: water-cooled 4-cylinder light alloy engine; synchromesh gearbox: box-section pressed steel chassis: glass fibre coachwork.	STAND 73
RENA MOTORS & MOTORCYCLES LTD., 331-335, Green Lanes, Harringay, London, N.4. Phone - - - - - STA 7716 Sale of Scooter and Motorcycle Accessories, Helmets, Clothing, Spares. Tyres and Tubes for Ariel, Lambretta, Vespa, Puch.	STAND 33
RENOLD CHAINS LIMITED, Renold House, Wythenshawe, Manchester. Phone - - - - - Mercury 5221 Grams - - - - - Driving Manchester On show will be the Renold "Elite" and the Coventry cycle chains, Renold derailleur chain, Renold Mark 10 motor cycle chain and the recently introduced Coventry Moped chain.	STAND 99
REYNOLDS TUBE COMPANY LIMITED, Hay Hall Works, Tyseley, Birmingham, 11. Phone - - - - - ACocks Green 3333 Grams - - - - - Butted Birmingham Reynolds 531 Butted and Plain-Gauge Frame Tubes, Forks and Stays. Motor cycle and Scooter Frames and Components	STAND 92
RICKMAN BROS. (ENGINEERING) LTD. Old Milton Road, New Milton, Hants. Phone: - - - - - 2337 New "BULTACO-METISSE" Scrambler has latest Rickman Lightweight Frame with 250 c.c. Bultaco Engine. See also the 1965 Bultaco Trials Machine and 200 c.c. Metralia for touring.	STAND 157
ROMAC INDUSTRIES LIMITED, The Hyde, Hendon, London, N.W.9. Phone: COLindale 6055 - Grams: Strength, Hyde, London Equipment and Accessories including Replacement Speedometer and Control Cables, Puncture Repair Outfits and Materials, Control Levers and Twist Grips, First Aid Outfits, Foot Pumps and Connections.	STAND 143
RoSPA (The Royal Society for the Prevention of Accidents) Terminal House, 52, Grosvenor Gardens, London, S.W.1. Phone: SLOane 2246 - Grams: RoSPA Sowest London Feature of the stand is a new film for motor cyclists entitled "Improve Your Grip". Information and literature on accident prevention is also available.	STAND 6 41
THE ROYAL AUTOMOBILE CLUB, 83-85, Pall Mall, London, S.W. 1. Phone - - - - - WHlthall 4343 Grams - - - - - Raclubian, London, Telex Benefits of membership include: Radio Rescue Services; Road Patrols; Free Legal Defence; Insurance; Technical Assistance; 1600 Telephone Boxes; Home and Foreign Touring; Camping Information. Annual Subscription £2 2s. 0d.	STAND 11

THE RAC/ACU TRAINING SCHEME FOR MOTOR CYCLISTS AND SCOOTERISTS 83-85, Pall Mall, London, S.W.1. Phone - - - - - WHlthall 4343 Grams - - - - - Raclubian, London, Telex This national scheme, founded in 1947, offers learners initial tuition on private ground; training machines provided; insurance during instruction; cost of course 36s.	STAND 11A
THE ROYAL AUTOMOBILE CLUB, 83-85, Pall Mall, London, S.W.1. Phone - - - - - WHlthall 4343 Grams - - - - - Raclubian, London, Telex Exhibition of Historic Motor Cycles organised by the Royal Automobile Club in conjunction with other bodies interested in the Veteran and Vintage Motor Cycle movement.	STAND 140
RYDERS AUTOSERVICE (G.B.) LTD., Knowsley Road, Bootle, Liverpool, 20. Phone - - - - - BOOtle 2781/2/3 Grams - - - - - Ryderauto Lpool. Telex 62179 The products of Steyr Daimler Puch A.G. of Austria including the X30 Moped, 60 c.c. Scrambler, Alpine SR.150 Mark II, 175SVS Motor Cycle and 250 S.G.S. Motor Cycle.	STAND 76
STANLEY SCHOFIELD PRODUCTIONS LTD., 6-8, Old Bond Street, London, W.1. Phone: Mayfair 4643/2 Grams: Eskofilms, Piccy, London "Sound Stories" hi-fidelity motor-cycle records will be featured and visitors will be able to hear the latest recordings of the Isle of Man T.T. Races.	STAND 18
SCOOTER & THREE WHEELER, Link House Publications Ltd., Link House, Dingwall Avenue, Croydon, Surrey. Phone: MUNicipal 2599 - Grams: Aviculture, Croydon The Special Exhibition Number of SCOOTER & THREE WHEELER magazine will be on sale together with a limited supply of back numbers. SCOOTER & THREE WHEELER presents every month all that is latest and best for scooter and three wheeler enthusiasts.	STAND 13A
SCORPION MOTORCYCLES LIMITED, Silverstone Works, Ashburnham Rd. Northampton. Phone - - - - - Northampton 33184 Scorpion Racer: 250 cc. Scorpion engine. Frame incorporates a large diameter backbone, giving exceptional torsional rigidity. Scorpion Avenger: A revised version of the proven Scorpion Scrambles machine is on display.	STAND 48A
SHARP'S COMMERCIALS LIMITED, Ribbleson Lane, Preston, Lancashire. Phone - - - - - Preston 54002/5 Grams - - - - - Bondcar Preston BOND MINICARS—Economy, style and comfort combined with simple maintenance and outstanding manoeuvrability. TREK TRAILER TENT—Mobile holiday home, easily erected and towed by any car.	STAND 68 OFFICE 015
SIBA ELECTRIC LIMITED, Frimley Road, Camberley, Surrey. Phone - - - - - Camberley 3252 Grams: Sibadyne, Camberley. Telex: Camberley 8549 Range of:- Crankshaft Mounted and Belt Driven Dynastarts, Voltage Regulators; Coil Ignition Equipment; Switches, Recoil Starters; Inertia Starters; Clutches and Reversible Transmissions; Battery Chargers; Electrical Test Equipment; Peak Voltmeters.	STAND 91

S. SMITH & SONS (England) LTD., Cricklewood Works, Edgware Rd., London, N.W.2. Phone: Gladstone 3333 - Grams: Speedofac, London Smiths are showing a selection of motor-cycle equipment including 60 mm. and 80 mm. speedometers, chronometric and magnetic revolution indicators, flexible drives, batteries, nylon and armoured fuel pipes and a large range of K.L.G. and Lodge sparking plugs.	STAND 120
SUZUKI (Gt. Britain) LTD., Golden Hillock Road, Small Heath, Birmingham, 10. Phone - - - - - Victoria 0991 Introducing a varied selection of Japanese manufactured machines from the 50 cc. M-30 'SUZY' to the 250 cc. T.10 with press-button self starter and hydraulic rear brakes.	STAND 57 OFFICE 017
JACK TAYLOR CYCLES, Church Road, Stockton-on-Tees, Durham. Phone - - - - - Stockton 67615 Manufacturers of high-class cycles, tandems, triplets and tricycles and accessories for same. To suit sports, club, touring and racing cyclists (ladies, gents, and juniors). Available through dealers and for export.	STAND 49A
HERBERT TERRY & SONS LTD., Redditch, Worcestershire. Phone: Redditch 4261 - Grams: Springs Redditch Spring Seat Saddles; Cable Controls; Tyre Levers; Trouser Bands and Clips; Hockey Stick Carriers; Inflator Clips; Pedal Spanners; Watch Holders; Aero Valve springs.	STAND 100
TIP TOP VULCANISING PRODUCTS, Holmethorpe Industrial Estate, Redhill, Surrey. Phone - - - - - Redhill 3472 Tyre and Tube Repair Materials for Workshop Use, Cycles, Mopeds and Motor Cycles. Repair Outfits for Retail Resale. Continuous Demonstrations.	STAND 93A
TRAUBERMAN DISTRIBUTORS LTD. 54, Crews Road, Childs Hill, London, N.W.2. Phone: MEAdway 2357 "Sonnenschein" Dry Charged Accumulators. "Magura" Gustav Magenwirth. Handlebars and all Controls. "Schier" Richard Schier. Ignition Points. "C.E.V." Fratelli Paganì. Electrical Equipment and Speedometer Equipment for Mopeds, Scooters and Motor Cycles. "Mega" Adolf Schmidhammer. Carbon Brushes.	STAND 109
TRIUMPH ENGINEERING CO. LTD., Meriden Works, Allesley, Coventry. Phone: COV 20221 - Grams: Trusty Coventry "Tina"—The revolutionary fully automatic lightweight 100 c.c. Scooter in a range of optional colour schemes.	STAND 49 OFFICE 012
TRIUMPH ENGINEERING CO. LTD. Meriden Works, Allesley, Coventry. Phone: COV 20221 - Grams: Trusty Coventry Triumph offers for 1965 high performance vertical twins of 350 c.c., 500 c.c. and 650 c.c. and the popular 200 c.c. Tiger Cubs in road, sports and competition trim.	STAND 63 OFFICE 012

LAMBRETTA-TROJAN, Purley Way, Croydon, Surrey. Phone - - - - - Municipal 2499 Grams - - - - - Lambretta, Croydon The Lambretta-Trojan Group will be exhibiting a new range of scooters, their Trojan 200 three-wheeler with all their spare parts, accessories and service facilities. The British Lambretta Owners' Association will also be represented.	STAND 52 OFFICE 08
TRUSTY MANUFACTURING COMPANY LIMITED Cranborne Works, Cranborne Road, Potters Bar, Middlesex. Phone - - - - - Potters Bar 57175 Grams - - - - - Trubar Potters Bar A superb and comprehensive range of top quality adult and junior cycles, including Boys' and Girls' models in wheel sizes 12", 14" (New) 16" and 20".	STAND 53
UNION TRANSPORT FINANCE LTD., 3, Endcliffe Crescent, Sheffield, 10. Phone - - - - - 64466 A comprehensive finance service for the Motor Cycle Trade. Literature and a fully trained staff to deal with any finance problems.	STAND 3
UNIVERSAL FOREIGN TRADE ENTERPRISE Wspólna 3/5, Warsaw, Poland, Phone: 28-40-71 - Grams: Univer-Warszawa UNIVERSAL exhibits: Bicycles for children, boys, girls, ladies, gentlemen; type: touring—sport with rear coaster hub, Cantilever—lightweight folded (new model) & bicycle spare parts.	STAND 51
VELOCE LIMITED, York Road, Hall Green, Birmingham, 28. Phone: SPRingfield 1145 Grams: Veloce, Birmingham A selective range of single cylinder and twins from 192 c.c. to 500 c.c. including the Police and Civilian Silent L.E. and the 24 Hour Record Holder.	STAND 48 OFFICE 03
VERO, EVERITT W. & CO. LTD. 41/43, East Dulwich Road, London, S.E.22. Phone: Townley 6121/5 Grams: Everoco, London, S.E.22 Full range of Everoak Motor Cyclist Crash Helmets and Tweed Hats and Caps.	STAND 124B
VIKING CYCLES LIMITED, Russell Street, Wolverhampton. Phone - - - - - Wolverhampton 25231/3 Grams - - - - - Viking, Wolverhampton Lightweight Sports and Tourist Cycles, in wide range of contemporary finishes and specifications. Racing Cycles and framesets for Road and Track. Exclusive designs in Children's Cycles (with Stabilisers).	STAND 59
THE VILLIERS ENGINEERING CO. LTD., Marston Road, Wolverhampton, Staffs. Phone: W'ton 22399 - Grams: Villiers, W'ton 250 c.c. Starmaker six-speed racing and four-speed scrambles and trials engines; 250 c.c. twin-cylinder motor-cycle and three-wheeler engines; 197 c.c., 173 c.c. and 147 c.c. motorcycle and scooter engines.	STAND 101

VINCENT HRD OWNERS' CLUB,
38, Fowler Road, Farnborough, Hants.

The Club is an independent organisation founded in 1948 by private owners for the furtherance of motorcycling in general and the Vincent marque in particular.

STAND
161

THE VOLUNTEER EMERGENCY SERVICE,
1, Plough Lane, Wallington, Surrey.

Phone - - - - - Wallington 6183

A voluntary organisation of motor cycle, scooter and mo-ped riders who offer to use their machines for emergency help to hospitals and others. The display will include the famous Brough Superior 'Golden Dream'.

STAND
135

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Phone - - - - - Central 6741-2-3

Specialist Company of Motor Cycle and Scooter Trades with most comprehensive range of Accessories and Components available from large stocks. Special facilities for Overseas Buyers.

STAND
128

WATSONIAN SIDECARS LTD.,
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Phone: VIC 1987 - - - Grams: Sidecars, B'ham

An extensive range of High Quality Sidecars including Sports, Tourer, Saloon and Commercial Models; some of Glass Fibre construction suitable for Motor Cycles and Scooters.

STAND
74

WEARWELL CYCLE CO. LTD.,
New Griffin Works, Colliery Road, Horseley Field, Wolverhampton

Phone: Wolverhampton 23241 - - Grams: Wearwell

Complete range of Adult, Juvenile and Junior cycles including lightweight racing and touring models, childrens' tricycles and wheel toys, tradesmens' carrier cycles, suitable for home and export markets.

STAND
80

WESTPOLE PRODUCTS,
Trent House, 89/93, Bramley Road, Southgate, London, N.14.

Phone - - - - - PAL 8331

"Weslite" Motor cycle Fairings including Sportsman Dolphin, Junior Sportsman Dolphin and lightweight Sportsman Dolphin displayed on several machines.

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111

F. D. WICKS & COMPANY LIMITED,
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Phone - - - - - Malvern 1814

Grams - - - - - Siretzepp, Malvern
Transmission Control Cables in Conventional Form and Anti-Friction (Nylon) for all purposes.
Scooter and Motor Cycle Windscreens. Pattern replacement Silencers for Scooters, Mopeds, and Motor Cycles.

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131

EDWARD WILLIAMS,
Benson Works, Foundry Lane, Smethwick, 40, Staffs.

Phone: SMethwick 1286-7-8 - - Grams: Sprockets

Chain wheels and cranks, single and double sets for all purposes. A.B.77 light alloy cotterless chain wheel set.

Motor Cycle Sprockets.

STAND
121

WIPAC GROUP SALES LIMITED,
London Road, Buckingham, Bucks.
Phone: Buckingham 3031 - - Grams: Wicomagsco
Wipac Head and Tail Lamps; Wipac Ignition Units; Wipac Ignition Coils; Wipac Generators and Magnetos; Wiflex Mirrors; Wipac Filters; Wipac Flashing Indicators; Clear Hooter Horns and Pushes; Wipac Battery Chargers; Wipac Fog and Spot Lamps; Wipac Replacement Light Units; Wipac Spark Plugs.

STAND
86

WISTONIA LIMITED,
Sycamore Trading Estate, Squires Gate Lane, Blackpool.

Phone - - - - - 46367

Manufacturers of Carriers, Panniers and Screens for Motor Cycles, Scooters and Mopeds.

STAND
127

YAMAHA MOTOR CYCLES,
Mitsui & Co. Ltd., 117/119, Denmark Road, London, S.E.5.

Phone - - - - - Redpost 3321

New 49 c.c. Yamaha motor cycles and scooterettes and the latest versions of 55 c.c., 125 c.c., and 250 c.c. sports and touring motor cycles.

STAND
56

OFFICE
018

MOTOIMPORTS OF WARSAW.

Exhibiting Motor Cycles, Mopeds and Scooters.

STAND
1B

STAND No. 98



**Manufacturers & Wholesale
Distributors of Motor Cycle
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CAPRI SCOOTERS**

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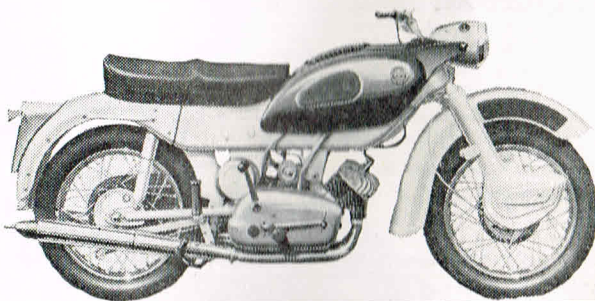
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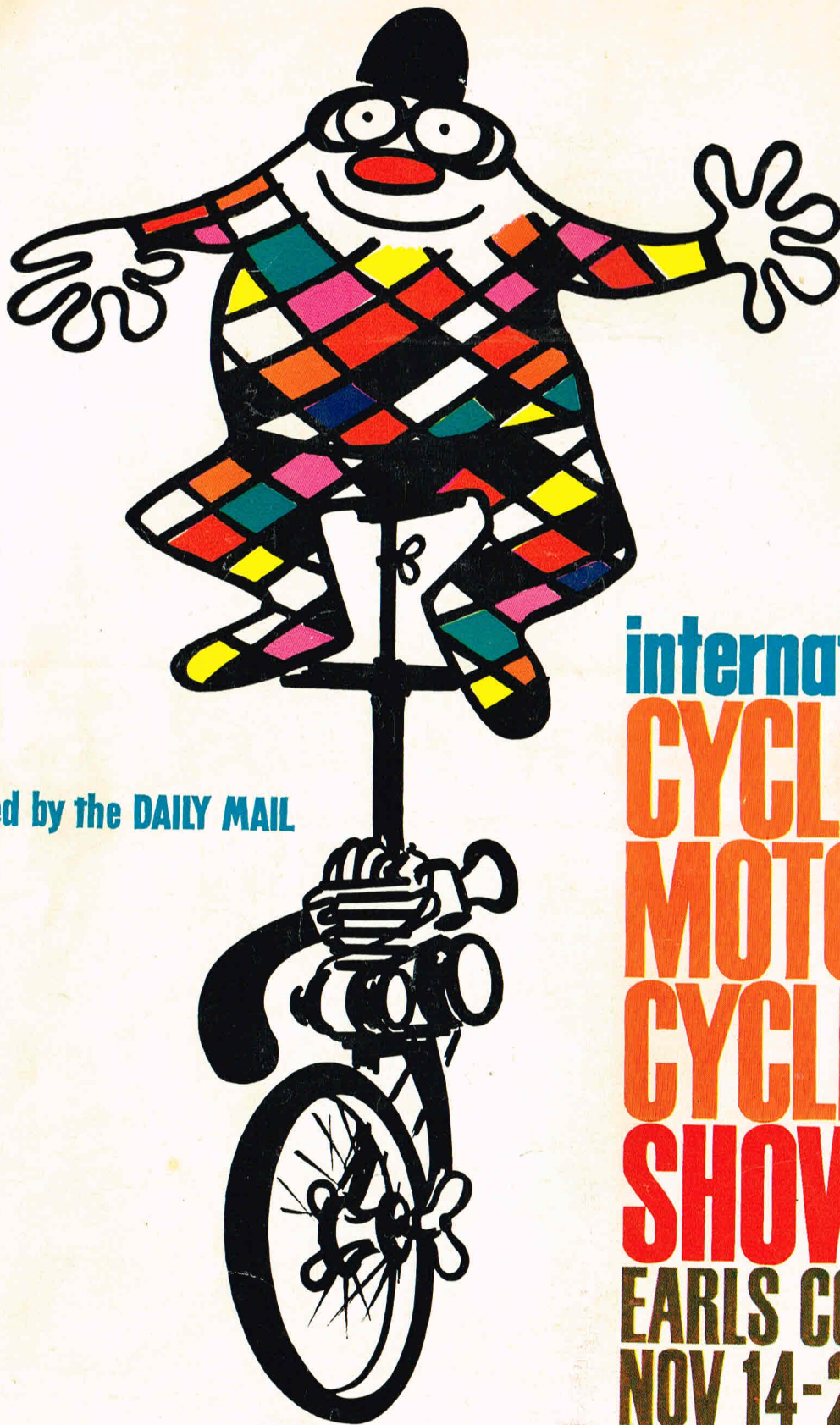
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