

**INTERNATIONAL
MOTOR
CYCLE
+ CYCLE SHOW**



**EARL'S COURT. LONDON
Nov 8-18 1972
CATALOGUE 12p**

• ORGANISED BY THE DAILY MAIL & THE NATIONAL CARAVAN COUNCIL
AND SUPPORTED BY THE CYCLE & MOTOR CYCLE ASSOCIATION

Castrol are all over Richmond Hall.

Inside the Cinema – A non-stop film show!

Our fast-moving films take you around motorcycle sport with some of the best action stuff you've ever seen. And a lot you've never seen before, as our new film of four top events gets its very first showing.

Outside the Cinema – The Castrol Trials Course!

After you've watched the White Helmets Motorcycle Display Team tackle our trials course, you might feel like having a go yourself. And you can! What's more, best rider of the day wins a smart Castrol Rally Jacket to prove it.



International Motor Cycle + Cycle Show

Earls Court London November 8~18

Organised by the Daily Mail
and the National Caravan Council
supported by the Cycle & Motor Cycle
Association.

1972

**SUPERIOR ACCESSORIES
BY**



Mobyke

**THE SPECIALIST
WHOLESALE AND EXPORTERS
with world-wide service
for all spares and accessories for
MOTOR CYCLES, SCOOTERS
and MOPEDS such as:-
BSA, TRIUMPH, NORTON, HONDA,
SUZUKI, YAMAHA, LAMBRETTA,
VESPA, MOBYLETTE, ETC.**

SEE OUR STAND No. 1

Catalogues available on request

MOBYKE ACCESSORIES LTD.

93-99 VILLIERS ROAD LONDON NW2 5QD

Telephone: 01-459 7216

Telex: 928333 Perei, Sunbury

Contents

	Page
Alphabetical Index to Exhibitors	7
The Big Bicycle Boom!	13
Castrol Cinema	15
Castrol Trials Course	15
The Fun Machines of the Modern Age	11
General Information	5
Plan of the Show	24/25
Stand Descriptions in Alphabetical Order	17
The Cycle & Motor Cycle Association	9

The 1972 International Motor Cycle + Cycle Show has been certified by the Department of Trade & Industry as an Exhibition for the purposes of Section 51 (2) of the Patents Act, 1949 and of Section 6 (2) of the Registered Designs Act 1949.

NOW THE **W.S.K.** 175cc at £199.50

newest and most exciting SPORTS MACHINE ever

- * Top speed 70 mph with 80 mpg.
- * 173 cc engine produces 14 bhp at 6000 rpm.
- * Compression ratio 9:1. Lubrication by petrol.
- * Final and primary drive by chain (on model illustrated).
- * Gearbox features four ratios. Robust wet multi-disc clutch.
- * Ignition by flywheel generator through coil.
- * Two 6 volt batteries in series give 12 volt performance.
- * Sports model features streamlined upswept exhaust system.
- * Spares readily available plus assured service.
- * Free comprehensive tool kit.
- * Deep tread multi-purpose tyres.



See and test the W.S.K. 175 cc Sports for yourself.
See too the W.S.K. de luxe 175 cc at £190.

W.S.K. Concessionaires (GB)
136/158 Brixton Hill,
London S.W.2.
Tel: 01-674 9436/7

**SEE W.S.K. MODELS FOR
YOURSELF AT
STAND NO. 36**

General Information

(see plan on pages 24/25)

Cloak Rooms

Cloakroom no 11 at the top of the escalators—
West Brompton Entrance.

Telephones

Public telephones can be found within the show
on the first floor.

First Aid Post

Staffed by trained personnel of the
St. John Ambulance Brigade.
Room 45 ground floor—Tel : 385 1234

Banking Facilities

The following bank is represented :
Lloyds Bank stand no 6.

Lost Property

Enquiries should be made at cloakroom no 11.

Daily Mail Office

On the first floor Room 76 Richmond Hall.

There is a special entrance on the first floor where visitors can
gain admission to the neighbouring International Caravan +
Camping Show. Admission from one show to the other.
Adults 10p Children 5p

Catering

This is under the direction of Gardner-Merchant
Caterers Ltd., who will be operating the South
Restaurant and Bars.



The best of Two Wheels

Stand No.35

THE MOTOR CYCLE SHOW
Earl's Court 8-18 November

The best from the past:

the famous *GILERA* 4 cylinder 500 cc on which Geoffrey Duke won the World Championship in 1953, 1954 and 1955

The best for the future:

the new range of *GILERA* the 50 cc Trial and Touring the 125 cc and 150 cc
the complete range of *VESPA SCOOTERS* including the new electronic ignition Rally 200 and the *CIAO AND BOXER MOPEDS*

U.K. Concessionaires
DOUGLAS (SALES & SERVICE) LTD.,
2 Oak Lane, Fishponds Trading Estate, Bristol BS5 7XB
Telephone: Bristol (0272) 654197 and 654882

Index to Exhibitors & Buyers' Guide

Bicycles, Mopeds, Motor Cycles, Scooters and Three Wheelers

	Stand No.	Page No.		Stand No.	Page No.
Agrati Sales (U.K.) Ltd.	13	17	Stadium Ltd.	24	45
B.S.A./Triumph	34	19	W. E. Wassell Ltd.	20	48
Barron Eurotrade	37	19			
Dave Bickers (Imports)	29	21			
Cycles Peugeot	28	27			
Honda (U.K.) Ltd.	27	31			
K.T.M. (U.K.) Comerfords Ltd.	14	33			
Brian Leask (Husqvarna Motorcycles)	42	35			
Motor Imports Co. Ltd.	16	41			
Nannucci Ltd.	25	43			
Norton Villiers Europe Ltd.	17	43			
Reliant Motor Co. Ltd.	31	44			
Rickman Bros. (Engineering) Ltd.	39	45			
Steyr—Daimler—Puch (G.B.) Ltd.	32	46			
Suzuki (G.B.) Ltd.	12	46			
Vespa—Gilera	35	47			
W.S.K. Concessionaires	36	47			
W. E. Wassell Ltd.	20	48			
Yamaha—Mitsui Machinery Sales (U.K.) Ltd.	30	48			

Components/Accessories & Tools

Amal Ltd.	53	17			
B.S.A./Triumph	34	19			
Bluemel Bros. Ltd.	8	21			
Britax (London) Ltd.	52	22			
Clemac Ltd.	45	26			
Clersite	43	26			
Ken Cobbing Ltd.	49	26			
Duckhams Oils	54	28			
Brian Leask	42	35			
Joseph Lucas Ltd.	2	37			
Middlemores (Coventry) Ltd.	3	37			
Midland Gear Case Co. Ltd.	3	39			
H. Miller & Co. Ltd.	3	39			
Mitsales Ltd.	55	39			
Mobyke Accessories Ltd.	1	39			
Motor Cycle Equipment (B'ham) Ltd.	11	42			
Nannucci Ltd.	25	43			
Norton Villiers Europe Ltd.	17	43			
Jim Pink (Wallingford)	47	44			
Plastifilm Products Ltd.	58	44			

Banking/Finance & Insurance

Cycle & General Finance Corporation	18	27
Devitt (D.A. Insurance) Ltd.	38	27
Hodge Industrial Securities Ltd.	10	31
Lloyds Bank Ltd.	6	37

Ancillaries

(Organisations, Books, Magazines etc.)		
Automobile Association	7	17
Auto-Cycle Union	23	19
Bike Magazine	46	23
British Speedway Promoters' Association	51	23
British Motor Cyclists Federation Ltd.	46	23
The Institute of Motor Cycling	23A	33
Bruce Main-Smith & Co. Ltd.	56	37
Motor Cycle	26	41
Motor Cycle & Cycle Trader	21	42
Motor Cycle Mechanics	19	42
Motor Cycle News	40	42

Clothing & Headwear

Belstaff International Ltd.	57	21
Britax (London) Ltd.	52	22
Ken Cobbing Ltd.	49	26
Everoak	4	29
Godfrey's—Goldtop	9	29
Hanger Studios	48	31
Helmets Ltd.	5	31
Kangol Helmets Ltd.	50	35
Brian Leask	42	35
D. Lewis Ltd.	41	35
Mitsales Ltd.	55	39
Mobyke Accessories Ltd.	1	39
Jim Pink (Wallingford)	47	44
Shane Hearty	44	45
Stadium Ltd.	24	45
W. E. Wassell Ltd.	20	48

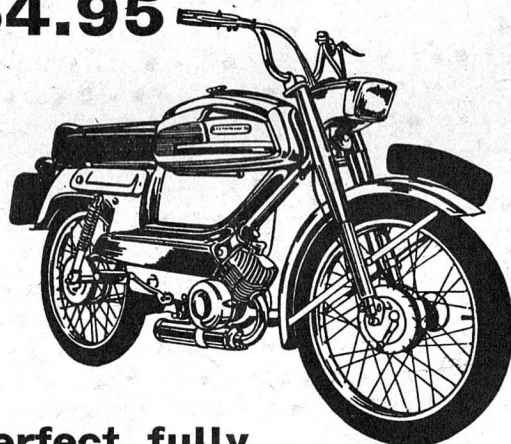
MOBYLETTE

MOPEDS

DESIGNED BETTER BUILT BETTER

SPORTS '50' Mk II

£154.95



The perfect, fully automatic Sports Model, for young men of all ages from 16 years.

Super specification, completely automatic clutch and gearing. Ideal for every purpose, incredibly economical, safe and dependable—the perfect first bike. Seven other superb, fully automatic 49cc models, from £79.95.

SEE STAND No. 16

Mobylette the world's top selling moped, established in this country for over 22 years
Sole United Kingdom Concessionaires

MOTOR IMPORTS Co Ltd
7 Gresham Road, London S.W.9
Tel 01-733 3344

The Cycle and Motor Cycle Association

by Edward Wilson, Director

The Cycle and Motor Cycle Association traces its history back to the foundation of the Cycle Industry and the innovations which followed the development of the internal combustion engine. It came into being in Coventry in 1890. With the emergence of the motor car industry, Europe's oldest Trade Association for mechanical road vehicles concentrated on the two wheel industries. We still do! The opening words of a recently published book on professional bodies read, "Trade Associations . . . in their many varieties are the most important of our economic organisations". The truth of these words creates a daily challenge to an Association which is right at the heart of the Industries.

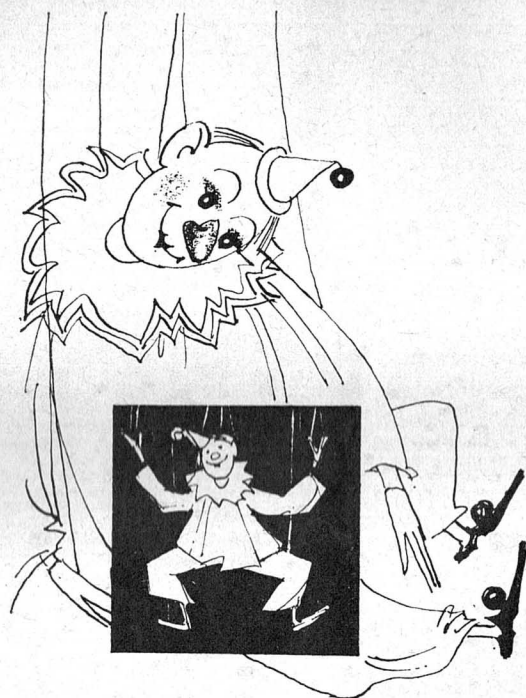


Edward Wilson

The CMCA is the spokesman for the Cycle and Motor Cycle Industries in Great Britain. It has to speak to our own Government, local authorities, international organisations and foreign governments and to the Public at large. To do this, it cannot just be a mouthpiece. It has to be—and is—the informed nerve centre. It has to formulate and co-ordinate policies and express points of view. It has to learn what the law demands and what the customer requires—both at home and abroad. It is responsible for passing on to the Industries what it learns.

The CMCA represents the interests of the Industries—and their customers—in a wide variety of fields; Road Safety, Vehicle Legislation, Export Promotion, Economic Aspects, Technical Innovations, to name only a few of the two dozen or more assorted involvements. The CMCA also runs an extensive press, public relations and information service. Much of what is reported about the Industries and, again, the customers and their welfare, is derived from the Association's news services.

A Trade Association can owe its duty only to its members and fight only for their interests, or it can devote its energies to the welfare of the Industries in the widest sense of the word. Perhaps the CMCA is fortunate because the interest of its members is best served by promoting the welfare of the Industries and their customers. In our language, the *customer* is very much part of the Industries, so that the members and their customers both obtain the benefit of the CMCA's work.



instant response

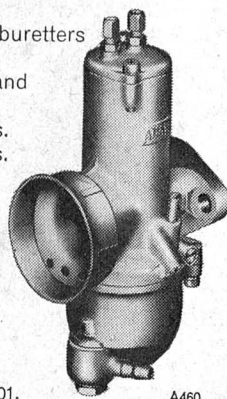
An Amal carburettor gives you smooth, controlled *instant* response. Places the ideal performance you've always wanted right in the palm of your hand. Fitting is a simple job and all the working parts are easy to adjust for slow-running, brilliant acceleration, and more m.p.g.

Series 600 and 900 Carburetters. This latest range of carburetters are of compact design with concentric float chambers for satisfactory functioning at increased downdraught angle and increased side tip angles without affecting carburation. Available in bore sizes of:- Series 600 22 24 & 26 millimetres. Series 900 28 30 & 32 millimetres.

AMAL

the carburettor of records and successes

Amal Ltd, Holdford Road, Witton, Birmingham 6. Phone 021-356 4801.



A460

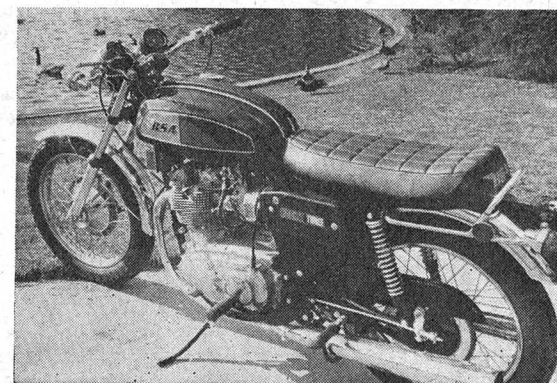
The fun machines of the modern age

Throughout Britain, motor cycling is on the upsurge. New registrations in 1971 totalled 127,922 machines of all types—a 20% gain on the previous year, and there is every indication that 1972 will bring an even greater increase.

With the cost of getting to work by public transport continually rising, and with travelling conditions on trains and buses becoming ever more difficult, thousands are turning to the natural alternative of a powered two-wheeler. Much of the growth in Britain at the moment is among the incredibly economic mopeds, lightweight two-wheelers with a 50 c.c. engine and pedals attached. Priced from £70 to £150, they are robust and easy to handle and they do an astonishing 120/150 miles per gallon of fuel, which works out at around three miles for 1p!

They are also among the safest forms of motorised transport, which is why the Insurance Companies provide a cheap, flat rate cover on the machine itself so that any member of the family old enough to hold a driving licence can ride. However, it is not only the smaller motor cycles which are attracting attention. The big capacity models up to 750 c.c. are suddenly enjoying a new found market in Britain—and they cost anything from £600 to £1,200! These are the machines for the trendy young executive or the older, established tycoon returning to two wheels and recapturing an almost forgotten zest for life. These people invariably own cars as well—but the motor cycle is their FUN machine. We are seeing today the late arrival in Britain of a trend which has been sweeping many parts of the world (particularly the U.S.A.) for the past two or three years—a trend which is fast establishing the motor cycle as the functional and fashionable, fun and leisure machine of the modern age.

All enquiries about motor cycling in Great Britain should be addressed to the Institute of Motor Cycling, 10, Doughty Street, London, WC1N 2PL. Telephone: 01-242 2522.



BE SAFE-BE SMART- BUY CROMWELL

Introducing the **NEW** Cromwell
G72 Motor Cycling
Racing Helmet.



As with the whole range of Competition Safety Helmets, the G72 is backed by more than 30 years' intensive research in Safety Headwear, and the name CROMWELL is your guarantee that it is not only correctly styled for maximum comfort and good looks, but is also safe.

The CROMWELL G72 is manufactured to B.S. 1869, and is A.C.U. approved. The shell, straps, harness, etc. are made of the highest quality materials, tested most rigorously to ensure conformity with the required specifications.

CROMWELL Helmets are seen on the most famous tracks and racing circuits everywhere.

CROMWELL *See us at Stand No 5*

Safety Headwear by Helmets Limited, Wheathampstead, St. Albans, Herts, England.

PLUS

THE HV2
CROMWELL
CLEAR VIEW
VISOR

- Maximum Vision
- High definition
- Excellent facial protection
- Easily fitted to helmets with 5 stud fixings
- "Flip-Up" action
- Positive stop

The big bicycle boom!

Did you know that more bicycles than cars will be sold in the U.S.A. this year? It seems an odds-on cert! The great American bike boom has meant big orders for Britain... Now, like the Americans, the British are also getting back in the saddle. Businessmen have been spotted cycling to the office and housewives to the shops. People are cycling for convenience, for fun and for the sake of their health. Like the Americans, the British are discovering the role of the bicycle in combating traffic, air pollution and noise. And, of course, there is no road tax on a bicycle!

Surrounded by the natural beauty of the countryside in England, Scotland and Wales, it is inevitable that the British should begin to explore by bike, shunning the crowds of holiday motorists. How much more peaceful and relaxing to discover at leisure the leafy lanes and picturesque villages off the beaten track far from the bustle of the highways! The British Cycling Bureau has compiled over 80 tours in the British Isles, specially chosen to include beauty spots and places of historic interest. These are free on request, and much in demand.

As a culmination of the efforts of the BCB, the most interesting of these tours have been put into a book entitled "Explore by Bike". Appearing in both paperback and hardback, this forms part of the Ward Lock

"Leisure" series, a collection of practical books on leisure pursuits, and similar in format to the well-known Red Guides. "Explore by Bike" covers choosing a machine, cycle maintenance, safety measures, and over 70 cycle tours. Maps are included where appropriate. Copies of the book are available through cycle dealers as well as bookshops and newsagents.

Enquiries about cycling—in this country and abroad—should be directed to the British Cycling Bureau, Greater London House, Hampstead Road, London, N.W.1.

Telephone: 01-387 0116.

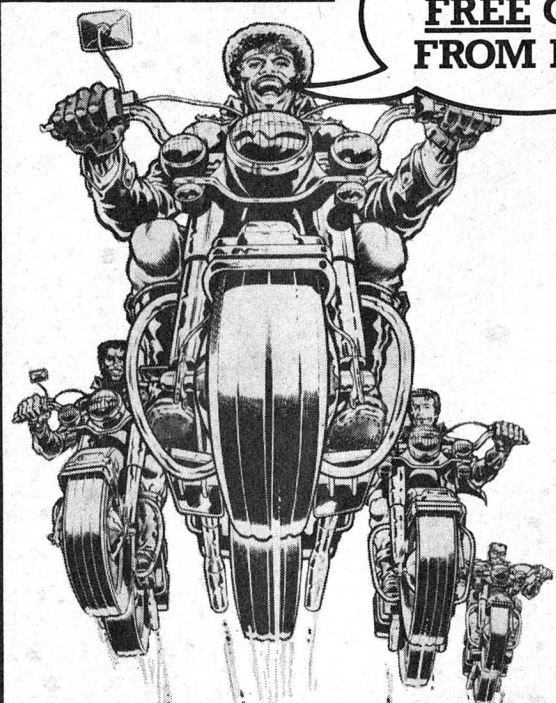


TAKE THE TWO-WHEEL TRIP TO STAND 46...

and meet the motorcycle magazine
that dares to be different

bike

**GRAB YOUR
FREE GIFT
FROM BIKE**



**GIANT TEST: SUZUKI-3 SHOOTOUT
COTTON'S LOW COST 175 ENDURO
CUSTOM COMPETITION WINNERS IN COLOUR
ROAD RACING'S CONTINENTAL CIRCUS
HOW TO GET YOUR BIKE STOLEN**

Castrol Cinema

Castrol Limited,
Burmah-Castrol House, Marylebone Road NW1 5AA
Tel: 01-486 4455



The Castrol cinema, which is located in the Richmond Hall, will be showing two motorcycle films daily. They are:—

Castrol's 1972 Motorcycle film, which at the time of going to press, has been provisionally entitled "The Champions", deals with four aspects of Motorcycle Sport. The film opens with an exciting International moto-cross at St. Anthonis, Holland. Next comes the Scott Trial complete with north country humour, World Championship Speedway at Sheffield and, finally, the Austrian Grand Prix at the Salzburgring starring Giacomo Agostini! This new film has its world première on the opening day of the Exhibition.

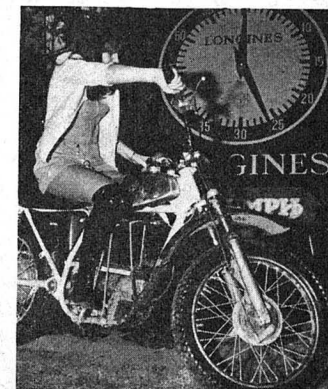
"Sometime Scrambler" is the second film that will be showing in the Castrol cinema. This film follows the fortunes of ace international scrambler Malcolm Davis during one of the rounds of the 1970 World Moto-Cross Championship.

Close to the cinema will be a Castrol Trials Course, which is being organised by the famous White Helmets Motorcycle Display Team. Members of the public will be invited to test their skill on this interesting and difficult course.

Castrol Trials Course

Organised by the 'White Helmets' Richmond Hall

The Royal Signals 'White Helmets' Display Team, have devised a Motor Cycle Trial Course on which visitors to the Show are invited to test their own driving skill. The motor cycles used have, with the co-operation of members of the C.M.C.A. been specially fitted with electric motors. The photograph shows a similar course built for another exhibition last year. The White Helmets are now 44 years old. The world's original Motor Cycle Display Team, they gave their first display in 1928 at Tidworth where they demonstrated the qualities needed as despatch riders. It is these qualities of skill, courage, precision and will-power which they still display with fast riders, balancing tricks and a variety of spectacular leaps. In mounting this display the White Helmets Display Team wish to acknowledge the help given by CASTROL LTD. and JOSEPH LUCAS LTD.



How will you get home tonight?

Queue for a bus? Squeeze on the tube?
Battle through a jam?
Or go your own way with Puch?

On a fabulous Puch moped. Engineered the way only Puch know how. With the built-in quality that took our Maxi to No. 1 in Britain.

Or on an exciting, shiny, brand-new bicycle maybe. Pedalling your way to freedom. Puch mopeds and Puch bicycles. They're the two-wheeler scene stealers.

At 3 miles for 1p a new Puch moped is a pretty economical way to get around.



Steyr-Daimler-Puch (GB) Ltd
Steyr-Puch House, 211 Lower Parliament Street
Nottingham NG1 1FZ. Telephone 56521

The Exhibitors

Descriptions appear in alphabetical Order.
Members of the Cycle & Motor Cycle Association
represented in this Show, are indicated below
the stand number as follows:

(C.M.C.A. Member)

Agrati Sales (UK) Limited

St. Marks Street,
Nottingham.
Tel: 0602 50616

We proudly present our full range of Kawasaki and Garelli machines. The Kawasaki range includes the new 100 single, the triple cylinder 250, 350, 500, 750 and shown for the first time in the U.K. the exciting 900 super four cylinder Z1.

The Garelli moped range includes single speed automatics, two speed automatics and the Garelli Record and Tiger Cross. Special show introduction of the Katia—a new concept in fun transport. These machines are designed for all age groups but are fitted with pedals, for sixteen year olds.

Stand 13

(C.M.C.A. Member)

Amal Ltd

Holdford Road,
Witton, Birmingham,
B6 7ES.
Tel: 021 356 4801

On show there will be a complete range of Concentric Carburettors covering bore sizes 22 to 38 mm together with Twist Grips, Cable Assemblies and boxed replacement parts. New lines of particular interest include aluminium racing type air tubes for all concentric carburettors and a completely new type of service kit.

Stand 53

(C.M.C.A. Member)

Automobile Association

Fanum House,
Leicester Square,
London, WC2H 7LY.
Tel: 01-839 8811

Join the largest motoring family in the world—there are nearly 4,750,000 members in it—by enrolling in the Automobile Association today.

There are many reasons why you should, and these include roadside help from more than 2,000 patrols, breakdown and emergency service, comprehensive legal and technical service, overseas travel facilities, skilled help and advice on motoring problems and a wide range of publications and merchandise at special rates for members.

To find out more about the AA visit stand No. 7.

Stand 7

SPEEDWAY

COME TO STAND 51 TO SEE

IVAN MAUGER'S GOLD SPEEDWAY MACHINE

36 Speedway Tracks in Britain
30-week Season each year — late March to mid-October
International and Test Matches
World Championship events
League Racing in two Divisions

Information available from

BRITISH SPEEDWAY PROMOTERS' ASSOCIATION

27 Gabriel's Hill, Maidstone, Kent

FANTIC MOTOR

A NEW CONCEPT IN TRAVEL

**STAND 37
FUNTASTIC
FANTIC
CHOPPER**

SOLE UK
CONCESSIONAIRES
BARRON EUROTRADE LTD
HIGH STREET
HORNCURCH
ESSEX



Auto-Cycle Union

31 Belgrave Square,
London, SW1X 8QQ.
Tel: 235 7636

The Auto-Cycle Union was founded in 1903 as a branch of the Royal Automobile Club. Details of membership and literature is available on the stand.

Visitors can also obtain information about the TT Supporters Club and purchase badges, tee-shirts etc.

Stand 23

B.S.A./Triumph

Meriden Works,
Allesley,
Coventry, CV5 9AU.
Tel: 0203-20221

The B.S.A./Triumph stand will exhibit a complete range of high performance motor cycles from 500cc to 750cc—single cylinder, twin cylinder and three cylinder. There will also be examples of fleet machines supplied to the police, A.A. and similar organisations. The highly successful three cylinder racing machines will be on show as well as a full range of the company's motor cycle accessories—windscreens, mirrors, fairings etc.

Stand 34

(C.M.C.A. Member)

Barron Eurotrade Ltd.

High Street,
Hornchurch, Essex.
RM11 1TR.

Shown for the first time in this country the 'Funtastic' range of 'Fantic' mopeds and motor cycles. The most spectacular of the models is a 50cc 100% original Chopper, fully equipped with pedals for the 16 year old market. The Chopper has many attractive features including a six speed gearbox, Ape Hanger Handlebars on raked forks, a 500 x 16 rear wheel set off by a full size King/Queen Dual Seat and easy rider b/rest. Other models in the range include the 'Ti' 50cc Moped which looks like a motor cycle. This also has six gears, quick change pedals/footrests and is equipped with a rear carrier as standard equipment. The 'Caballero' motor cycle is 100cc manufactured in a scrambles version with ordinary tyres for the road.

Fantichino is the name for the fun bike small enough for seven year olds—it is fully automatic with brakes being on the handlebars.

Stand 37



Always the Centre of Attraction

SUZUKI

Stand No.12

Suzuki (G.B.) Ltd. 87 Beddington Lane, Croydon CRO 4TD

Belstaff International Limited

Caroline Street,
Longton,
Stoke-on-Trent,
Staffs, England,
ST3 1DD.

Tel: 0782 33211

Belstaff International Limited: The full range of weatherproof clothing will be on show with the accent on new colours throughout. Surprise exhibits can also be expected in fabrics new to Belstaff and new to the industry.

Stand 57

(C.M.C.A. Member)

Dave Bickers (Imports)

Farthing Road
Industrial Estate,
Sproughton Road,
Ipswich, Suffolk.
Tel: Ipswich
45132 Stores.
45131 Sales.

Jawa and C.Z. Motorcycles from Czechoslovakia: and Imported to the United Kingdom by Concessionaires *Dave Bickers (Imports)* of Ipswich, over the past 4 years we have built a network of Dealers throughout the Country, selling the range of Jawa C.Z. machines from 50cc mopeds to the 500 D.T. machines. Over the past years both C.Z. and Jawa factories have won many world titles in all types of events from Moto-cross, and Speedway to the Inter-nation Six Day Trials. With these successes they have produced a wide range of road machines which can be seen on our Stand No. 29, or visit your local dealer.

Stand 29

(C.M.C.A. Member)

Bluemel Bros. Limited

Wolston,
Coventry, CV8 3FU.
Tel: 0203 35 2244

Bluemels, long established manufacturers of accessories and components will display a full range of their products covering the Cycle, Motor Cycle and Caravan Trades. **Cycle Accessories.** Plastic and alloy mudguards, plastic, alloy and steel inflators, connections, racing extensions, handlebar tape and end plugs, handlebar grips, mudflaps and reflectors. Also exhibited will be mudguard and inflator display stands which are available to the trade, details will be given on request. **Motor Cycle.** Registration number plates. **Caravan Accessories.** Trailer triangles and reflectors.

Stand 8

(C.M.C.A. Member)

Britax (London) Ltd

Proctor Works,
Chertsey Road,
Byfleet,
Surrey.
Tel: Byfleet 41121

We are exhibiting the following:

Safety Bars—Front and Rear for all British machines. Wrap round type suitable for Honda, Kawasaki, Yamaha and B.M.W. **Handlebars**—Standard—Hi-rider—Ace type—Honda and Clip on. **Safety Helmets** Centurion and Everoak. **Visors** Wrap round and Bubble type. **Rear Sets** Norton Commando, Honda, Yamaha, Kawasaki. **Exhaust Pipes** Hi-level and Swept back. **Silencers** Decibel, Megaton, Standard. **Rubbers** Footrest, Kickstarter, Footchange, Pillion, Handlebar—all carded. **Electrical** Tail Lamps, Lens, Stop Switches, Horn Switches, Dipper Switches, Ammeters, Flasher Units, Head Lamp Rims, Head Lamp Units. **Control Levers** Clutch, Front Brake, Air and Ignition. **Filler Caps** Petrol (Locking type) Petrol and Oil. **Luggage Straps**, Mirrors, Learner Plates, Petrol Flex, Rocker Box Covers, Dual Seats. **Valves**, Guides, Springs, Big End Assemblies, Small End and Timing Side Bushes, Gasket Sets. **Control Cables**, Speedo Cables, Windscreens. **Tools**—Including Clutch Extractor, Rocker Extractor, Valve Tools "C" Spanners.

Stand 52

(C.M.C.A. Member)



THE SUPER BIKE PAPER

VISIT US ON STAND 40

MEET US
ON

STAND 46

*"The only organisation
solely devoted to the
interests of the road
riding motorcyclist"*

OVER 20,000
MEMBERS

THE BRITISH
MOTORCYCLISTS
FEDERATION LTD.

225 Coventry Road
Ilford, Essex

British Speedway Promoters' Association

27 Gabriel's Hill,
Maidstone, Kent.
Tel: Maidstone 58841

Featuring the gold-plated speedway machine on which FOUR TIMES world champion Ivan Mauger won his third world title in Wroclaw, Poland. Also displaying various Speedway motor-cycles—vintage and modern, and mementoes of famous Speedway riders—past and present.

Illustrations and information about Speedway racing generally.

Stand 51**The British Motor Cyclists Federation Ltd.**

225 Coventry Road,
Ilford, Essex.
Tel: 01-554 4244

The British Motor Cyclists Federation is an organisation formed to look after the interests of motor cyclists on the roads of Britain.

Many well known clubs are among those affiliated to the BMF which exists to represent its members in speaking to Government or other official bodies on matters which affect motor cyclists. The BMF runs an associate section; The Fellowship of Riders; for individual motor cyclists who do not belong to a club.

Bike Magazine

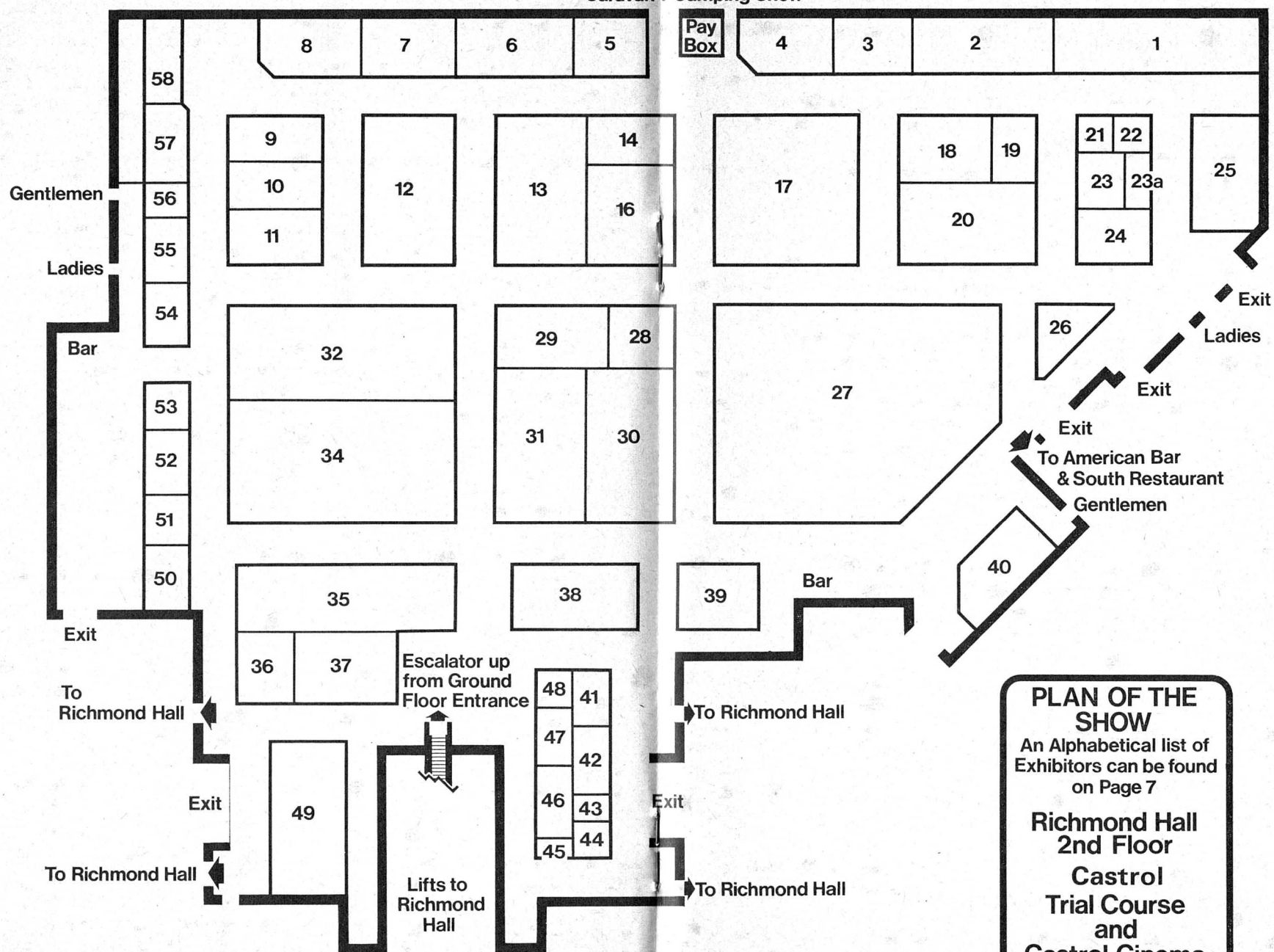
Chestergate House,
Vauxhall Bridge Rd.,
London, SW1V 1HF.
Tel: 01-834 2331

Tagged 'The Motorcycle Magazine That Dares To Be Different', BIKE was launched on an unsuspecting motorcycling public in May 1971, as a one-off. Almost all the initial 50,000 copies were sold within ten days and so plans were laid for further issues—plans which culminate in the regular bi-monthly appearance of *Bike*, starting January, 1973.

Bike believes that a motorcycle magazine should be entertaining as well as informative and that's why we've tried to set new standards in visual and literary presentation. It also abhors the attitudes that have done so much to stagnate the British motorcycle scene during a decade when the biking phenomenon has exploded elsewhere in the world. *Bike's* stand, which we're sharing with the BMF, is basically an information facility where an extra-special gift from *Bike* will be given away free!

Stand 46

Entrance to International
Caravan+ Camping Show



Clemac Ltd

69A Hammersmith Rd,
London, W.14.
Tel: 01-603 5157

We shall be showing our full range of tools together with C.M2 Rust Remover.

Stand 45

Clersite

c/o Colour
Processing
Laboratories Ltd,
Fircroft Way,
Edenbridge, Kent.
Tel: 073 271 2555

Clersite is an anti-static, non-abrasive cleaning cream for glass and perspex windscreens, goggles, lenses, etc. A single application destroys the surface film of dirt—further applications remove all the embedded dirt, giving better and longer lasting results. Amora machines waterproof maps, charts, working drawings, etc., against spillage, by laminating both sides, sealing the documents completely, thus eliminating grease and grime. Protected surfaces can be cleaned with a damp cloth. Also available are a range of decorative wall plaques.

Stand 43

Ken Cobbing Ltd

Monro
Industrial Estate,
Station Approach,
Waltham Cross,
Herts.
Tel: Waltham Cross
24981

We shall be showing a comprehensive range of engine and machine parts for motor cycles, mopeds and scooters for standard road use, racing and moto-cross purposes. In particular CEAT tyres in standard and special sizes, with newly introduced tyres for moto-cross. Borani light alloy wheel rims, Tommaselli handlebars and controls, Meteor Pistons, Adige brake shoes and clutch plates, Centurion, Everoak, Kangol and Stadium Safety Helmets, Ashman Boots, Carriers, pannier equipment, contact sets, condensers, H.T. coils, lighting equipment, seats, sprockets, silencers, crankshafts, connecting rods, gears and general engine parts. The company has representatives covering the whole of Great Britain, and sells only through accredited motor cycle dealers for replacement purposes. A comprehensive range of scooter parts and accessories is still available.

Stand 49

The Cycle & General Finance Corporation Ltd

Hyde House,
The Hyde,
London, NW9 6LH.
Tel: 01-205 6591

The Cycle & General Finance Corporation Ltd, one of the United Dominions Trust Group of companies, offer Credit Sale facilities to approved dealers for all makes of motorcycles and three-wheeled vehicles. They have been a leading company in this field for many years.

Stand 18

(C.M.C.A. Member)

Cycles Peugeot

42 Avenue De La
Grande Armee,
Paris 17.

Cycles Peugeot, one of the oldest and largest manufacturers in Europe, are exhibiting through their new U.K. subsidiary. Peugeot are appointing specialist dealers throughout the country to sell initially a restricted range of sports models only. Also on display are other models to give visitors an idea of the extensive Peugeot range. Some of these models may be on sale later next year. The sports and racing models are probably best known, with a reputation that has travelled round the world for a long time. Peugeots are more than just bicycles. They embody technical perfection and have an exclusive style as well as an outstanding finish. They are refined, robust and immensely easy to handle. Acknowledged European leaders in bicycles since 1885, Peugeots arrival in the U.K. is exciting, stimulating and foretells a great contribution to British cycling.

Stand 28

Devitt (D.A. Insurance) Ltd

32 The High Street,
Stratford, E.15.
Tel: 555 0711

Devitt (D.A. Insurance) have specialised in two-wheel insurance since 1936 and operate exclusively through motor cycle dealers. The policies, which are underwritten at Lloyd's for security, offer realistic premiums and, in most cases, over-the-counter cover at your local dealer. Staff on the Devitt stand are on hand to help you with your insurance problems and give you an on-the-spot quotation for your machine. There will be an impressive display of the competition machines sponsored by Devitt—including Ray Pickrell's TT-winning Boyer Triumph.

Stand 38

(C.M.C.A. Member)

Duckhams Oils

Summit House,
Glebe Way,
West Wickham,
Kent, BR4 0SJ.
Tel: 01-777 8341

Display and demonstration of lubricants and associated products, for both two-stroke and four-stroke machines. Among the products shown are Q20-50 motor oil which gives immaculate lubrication and engine protection without the worry of rising oil consumption or falling oil pressure, even at sustained motor-way speeds. Two-stroke engine oil which is a high performance oil containing special ash-less additives, Chainguard chain lubricant and Hypoid 90 gear-box oil, this is the most popular grade generally recommended to motorists by the manufacturers for modern cars fitted with Hypoid final drives.

Stand 54

(C.M.C.A. Member)

**EVEROAK
GRAND PRIX
RACING HELMET**

DESIGNED FOR MOTOR CAR AND MOTOR CYCLE RACING

Approved to British Standards 2495 (to comply with RAC requirements for motor racing) and also Americas Standards Institute Z90. As used by the Metropolitan Police.

Everoak
made exclusively by
EVERITT W. VERO & CO. LTD.
LONDON SE 22

Everoak

41/43 East Dulwich
Road, London,
SE22 9AW.
Tel: 01-693 6121/5

Everitt W. Vero & Co. Ltd, will exhibit their full range of Everoak Protective Headwear and accessories for crash helmets featuring the **Everoak Grand Prix** as currently used by the Metropolitan Police, the **Everoak Maxmaster** integral helmet, **Everoak Racemaster & Clubmaster** models, together with the new **Everoak** Polycarbonate injection moulded safety helmet. Also touring safety helmets, the well established **Standard Everoak** and headwear for off saddle use.

Stand 4

Godfrey's - Goldtop

Goldtop House,
Anlaby Road,
Hull, HU3 2JE,
England.
Tel: 0482 36513

Featuring :— *Lifer Gloves* cut from first grade horsehide, lined real wool pile.

Scuftuf Leather Clothing—Thermal quilted lined and cut from hide, highly resistant to abrasion.

Trophy Motorcycling Boots manufactured from high grade side leather, the uppers and outer soles being fully chromed for maximum waterproofability and to minimise damage when using the kick starter there are double reinforcements below the heel aligned with the instep.

Special New Models

TROPHY 78 is a new conception in high grade, shapely motorcycling boots, the top of the boot being softly padded to form a weather-seal.

LIFER Aristocrats, distinguished from the standard models by being packed into Royal Blue Boxes—these gloves are the ultimate in motorcycling hand wear, cut from super-fine first grade extra supple horsehide and lined with curly lambskin. Transverse stitching is across the back of the hand to deflect driving rain.

GOLDTOP Products are available from appointed retail stockists almost everywhere where there are motorcyclists.

Stand 9

(C.M.C.A. Member)

JAWA/CZ*From***CZECHOSLOVAKIA***Range of***MOTORCYCLES***from***50cc to 500cc****STAND 29**

U.K. Concessionaires

DAVE BICKERS (Imports)Farthing Road Industrial Estate,
Sproughton Road,
Ipswich, Suffolk.Sales
45131Spares
45132T SHIRTS
T SHIRTS
T SHIRTS
T SHIRTS
T SHIRTS
T SHIRTS
T SHIRTS
T SHIRTS
T SHIRTS
T SHIRTSAT
STAND**48**AND MORE FLIPPIN'
T SHIRTS THAN YOU
CAN SHAKE A STICK AT!**HANGER STUDIOS**
21/23 Windham Rd,
Bournemouth Hants.

WE DO MAIL ORDER

'TWILITE'

SELF - ADHESIVE

R E F L E C T I V E
REGISTRATION PLATES

For Motorcycles, Scooters & Mopeds

SEE OUR RANGE
OF PRODUCTS ON**STAND 58****PLASTIFILM PRODUCTS LTD**
SOUTH ROAD · KINGSWOOD · BRISTOL
TELEPHONE 671848 & 672155**PLASTIFILM for PREFERENCE****Hanger Studios**21-23 Windham Road,
Bournemouth,
Hants.Tel: Bournemouth
27863

Hanger Studios will again be exhibiting a really fantastic array of their now well-known T shirts with motorcycle designs. For the more conservative minded the Fantasia range of bike names. Also displayed will be sew and stick on patches and Outlaw crests. As their products are usually a sell out before the show ends, we suggest you get there first.

Stand 48**Helmets Ltd.**Moat Factory,
Wheathampstead,
St. Albans, Herts.

A range of motorcyclists' helmets of the very latest design in Competition Safety Helmets by Crowell made especially for motorcycle racing drivers to competition standards BS 1869 and BS 2495. The name Cromwell is backed by more than 40 years' intensive research in safety headwear and is guaranteed that each helmet is not only correctly styled to ensure maximum comfort and good looks, but also safety.

The shell of each helmet, together with all straps, harness etc., are made of the highest quality materials. There is also a range of accessories.

Stand 5**Hodge Industrial Securities Ltd**Julian S. Hodge Bldg.,
24/26 Newport Road,
Cardiff, CF 11WW.
Tel: Cardiff 42571
(70 lines)

Full information with regard to credit facilities designed specifically for the requirements of the Motor Cycle and Three Wheeler market. Credit Sale and Loan Plans for retail customers, some incorporating FREE Benefits in respect of Sickness, Accident and Unemployment. Special dealer plans including stocking Finance and Specialist Merchant Banking facilities.

Stand 10

(C.M.C.A. Member)

Honda (U.K.) LtdPower Road,
Chiswick,
London, W4 5YT.
Tel: 01-995 9381

Honda U.K. are exhibiting a comprehensive range of their Motor Cycles: this will consist of all machines from the 50cc PF50 Moped to the CB750 4 cylinder super bike. Supplementing the general display of machines will be a section devoted to Motor Cycle safety, where

(continued page 33)

See the
latest
AVON
FAIRINGS
and
MITSALES
ACCESSORIES
on
Stand 55

MITSALES LTD·WINDSOR COURT·BULFORD RD.
DURRINGTON·WILTSHIRE TEL:098-05 594

JIM PINK (WALLINGFORD)

INTERNATIONAL MOTORCYCLE
DEALERS FOR

NORTON-HONDA-YAMAHA
TRIUMPH-BSA-PUCH
BULTACO-RELIANT

STOCKISTS FOR

BELSTAFF-GOLDTOP-KETT-OWEN
KANGOL-STADIUM-CENTURIAN
CLIMAX-BAFFIRILDI
ALLOY EQUIPMENT
RACING EQUIPMENT
CRANKSHAFT RECONDITIONING
SERVICE
ROAD-ROAD RACING-MOTO X-TRIALS

JIM PINK (WALLINGFORD)

21 St. Martins St., Wallingford, Berkshire.	33-35 London Rd., Newbury, Berks.
Tel: Wallingford 2017	Tel: Newbury 317

**MAILGEAR IS MADE FOR THE
OUTDOOR
LIFE.**



Mailgear is new-styled PVC waterproof clothing
wed to snug jersey nylon.

It's lighter, stronger, suppler, more inexpensive
than old-styled waterproof clothing.

Its welded seams stay put permanently.

It has a wet lustrous look slinkily in line
with today's fashions.

Mailgear looks good, feels comfortable and comes
in red, dark blue, turquoise and orange.

Mailgear makes you wonder how you ever lived
your outdoor life without it.

This is Mailgear. Mail the coupon for full details.

Mailgear

To Mailgear Department, Daily Mail,
Temple House, Temple Avenue, London, EC4Y 0JA
Send me full Mailgear details of men's and women's
jackets, anoraks, overtrousers, sou'westers and
towelings scarves.

Name _____
Address _____

Honda (U.K.) Ltd *continued*

a Motor Cycle simulator, which is currently
used in Japan, will be demonstrated.
Also featured will be a range of Honda
generators demonstrating their versatility
for camping, caravanning and general domestic
use, together with examples of Honda's
newest product—the B75 Outboard Engine.

Stand 27
(C.M.C.A. Member)

The Institute of Motor Cycling

10 Doughty Street,
London, WC1N 2PL.
Tel: 01-242 2522

The Institute of Motor Cycling is mounting an
informative visual display outlining their
objectives and current activities.

Sponsored by the Cycle and Motor Cycle
Association, The Motor Agents' Association
and the National Association of Cycle
and Motor Cycle Traders, the Institute exists
to give impetus to the work of promoting
motorcycling in the United Kingdom.

Prominently featured is the Institute's recent
presentation to launch the Schools' Riding
Instruction Scheme in Surrey and East Sussex
in which senior pupils are receiving formal
training in the skills of riding and maintaining
motor cycles.

Stand 23a

K.T.M. (U.K.) (Comerfords Ltd)

Portsmouth Road,
Thames Ditton,
Surrey.
Tel: 01-398 5531

K.T.M. products are manufactured by K.T.M.
Motorcycles of Mattighofen, Austria and are
World famous for their quality, design and
reliability.

K.T.M. Automatic moped. This moped is
fast becoming one of the United Kingdom's
best sellers. It is attractively styled and comes
in three colours red, green and blue. It is
powered by a 47cc West German Sachs fully
automatic engine which is specially designed
to withstand the every day heavy use a moped
commands. U.K. Retail price £89.98, Delivery
charge £2.50.

Two entirely new Sports 50cc mopeds never
before imported into the U.K. are the
K.T.M. Comet Racer low and sleek and
powered by a Sachs 50cc Sports engine. The
machine is fitted with dual seat and chrome

(continued page 35)

**SCOOTER & MOTOR CYCLE
'SIDEWINDER' SPARES & ACCESSORIES
FORESTAL BICYCLES**

See our Display on
STAND 25

Supplied by
NANNUCCI LTD.
2 QUEENS ROAD, PECKHAM
LONDON, S.E.15
Telephone: 01-639 6457/01-639 0463

Lewis Leathers

**ARE ON
STAND 41**

D. LEWIS LTD

124 Great Portland Street, London, W1A 2DL
Tel: 01-636 4314/5 also at 124 Edgbaston Street, Bull Ring
Centre, Birmingham & 176 The Moor, Sheffield. Accessories
at 144 Gt. Portland Street, London; W1A 2DL Tel: 01-636 9975.

K.T.M. (U.K.) continued

plated guards.

K.T.M. Comet Cross. This moped in is sports trim with sports tyres and high handle bars and is designed as a dual purpose machine for the rider who may wish to travel "off road".

Stand 14

Kangol Helmets Limited

Norfolk Street,
Carlisle,
Cumberland.
Tel: 0228 31711

Among the range of Kangol helmets on show will be the Speedmaster, Gladiator, Speedace and the Constellation. There will also be a selection of the swivel and bubble visors. Included in the display will be replacement coloured visors for the Gladiator available in the following colours: smoke, blue, amber, green and translucent with extra studs for peak attachments.

Also on show will be peaks in white, black and translucent.

Kangol will be introducing an entirely new conception for motorcycle helmets which will be seen for the first time at the Show.

Stand 50

Brian Leask (Husqvarna Motorcycles)

County Oak,
Crawley,
Sussex.
Tel: 25037, 34305

Husqvarna Motorcycles, Swedish Moto Cross Clothing (Shirts, Peaks, Chestguards, Faceguards, Leathers, Gloves, Boots). Bike Covers, Plastic Mudguards, Apollo Helmets (Full Face & Std.), Alloy Petrol Tanks to fit Husqvarna, Akront Alloy Rims to fit any make, Trelleborg Moto Cross Tyres, Tee Shirts, Anoraks, Plastic Racing Number Plates, Schoolboy Moto Cross Clothing.

Stand 42

D. Lewis Ltd

124 Great
Portland Street,
London, W.1.
Tel: 01-636 4314

A large selection of motor cycle clothing specialising particularly in the manufacture and supply of leather jackets, trousers, suits, boots and gloves, for the every-day and sporting rider, in black and coloured hides. Export, trade and world-wide mail order enquiries are invited. Wholesale stockists for Aviakit Products, Barbour, Belstaff, Everoak, Helmets, Ltd., Melton Products and Stadium.

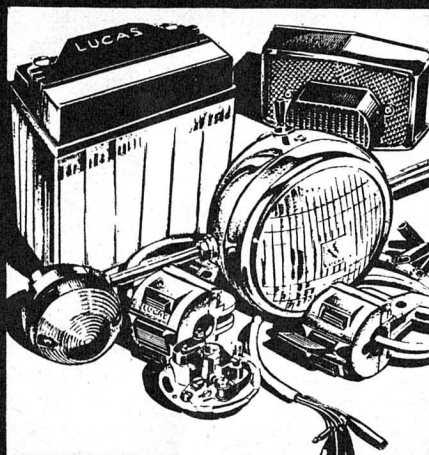
Stand 41

(C.M.C.A. Member)

LUCAS stands for electrical equipment

If you'd like to see the latest in electrical equipment for motorcycles—with the accent on safety and style—come along to stand no. 2.

We'll be pleased to see you!



Stand No 2

Joseph Lucas Ltd. Birmingham

Lloyds Bank Limited

71, Lombard Street,
London, EC3P 3BS.
Tel: 01-626 1500

Lloyds Bank provides banking facilities at its Stand to meet the needs of Exhibitors and visitors. Experienced officials are available to advise on financial problems connected with both home and overseas business. Copies of the booklets published by the Bank, giving full details of its many specialised services are obtainable from the Bank's Stand at the Show. Lloyds Bank offers a complete banking service through its branches in England and Wales and its agents throughout the world.

Stand 6

Joseph Lucas (Electrical) Limited

Great King Street,
Birmingham B19 2XF.
Tel: 021-554 5252

Transistorised Ignition equipment will be shown, the Lucas electronic ignition system being designed as a replacement for the conventional twin cylinder contact breaker units as fitted to most vertical twin machines. There will also be a working display of direction indicator lamps and presentations of 2 and 3 cylinder equipment, spares and original equipment and cycle equipment.

Stand 2

(C.M.C.A. Member)

Bruce Main-Smith & Co. Ltd

12 The Crescent,
Leatherhead, Surrey.
Tel: Leatherhead 75615

Publishing and retail selling of motorcycle books including the company's own 1972 "Book of Super Bike Road Tests" retailing at £1.35 and the 99p "Motorcyclists Encyclopedia" launched for the show in conjunction with Burmah-Castrol and Motor Cycle News. In addition to the above House publications, the company is selling to the public the Pitman, Goose, Transport Bookman and other ranges of motorcycle books for which it is a stockist in its normal business.

Stand 56

Middlemores (Coventry) Ltd

Torrington Avenue,
Tile Hill, Coventry.

In addition to our comprehensive range of Cycle Saddles, we are also displaying an extensive range of Derailleur Gears, Brakes, Hubs and Chainwheel sets.

Stand 3

(C.M.C.A. Member)

(continued page 39)



Mitsui Machinery Sales (U.K.) Limited
Camberwell Trading Estate, Denmark Road, London SE5 9LA

The Midland Gear Case Co. Ltd

705 Warwick Road,
Solihull, Warwickshire.

We are showing a wide range of Cycle Touring bags, Commuter bags, Panniers, Luggage Carriers, Saddle Covers, Lamp brackets, Toe clips, Chain guards, and Scooter and Motor Cycle Dual seat covers etc.

H. Miller & Co. Ltd

205 Aston Brook Street,
Birmingham, B6 4SB.

This company are showing Miller Cycle Dynamo Lighting sets and Motor Cycle accessories, together with a range of Doherty Motor Cycle Accessories including Twist grips, Front Brake and Clutch Levers, Decompression Levers, Air Control Levers etc.

Stand 3

(C.M.C.A. Member)

Mitsales Ltd

Windsor Court,
Bulford Road,
Durrington,
Salisbury, Wilts.
Tel: Durrington
Walls 694/5

Large variety of Accessories, Melton Eyeshields, Vizors, etc. Centurion Helmets. Mitsales Handlebars etc. Avon Fairings including the latest releases for new machines. The B.M.W. Police Fairing and machines fitted with Avon Fairings for you to make a Comparison Test. Mudguards, Silencers, Chopper Screens, Scooter Flyscreens, Mitsales Flyer and Gnatknocker. The Chopper Screen to fit almost any High Rise Handlebar. Details of new scheme to fit your Fairing at the Works.

DIRECT EXPORT SCHEME FOR MOST FAIRINGS ETC., SEE THE ORIGINAL AVON FAIRING ON THE MITSALSAES STAND.

Stand 55

Mobyke Accessories Ltd

93-99 Villiers Road,
London, NW2 5QD.
Tel: 01-459 7216
(3 lines)

Spares and accessories for most makes of British and foreign made motor cycles, scooters, and mopeds including :— backrests, batteries, brake shoes and drums, bumpers, bulbs, cables, chains, clutch components, condensers, contact sets, conversion sets, dampers, dualseats and covers, exhaust pipes, flyscreens, gaskets, goggles, grips, handlebars, horns, jointing compounds, kickstart assemblies, lamps, levers, carriers, mirrors, mudguards, number plates, panniers, petrol taps, footrests, piston kits, plugs, reflectors, relay units, rubbers, saddles, silencers, speedometers, switches, tools, transfers, twistgrips, tyres and tubes, valves, windscreens. For the rider :— Leathers, gloves, boots, helmets, woven badges.

Stand 1

(C.M.C.A. Member)



Daily Mail

A paper that over five million people wake up to and enjoy every day.

Compare the size.
It's modern and convenient.

We've made a paper that's easy to read without making it brash or sensational.

We've also found a way to put more in.
More news. More interest. More style.

You'll find the Daily Mail intelligent friendly and absorbing.



Tomorrow

Mobylette Presented by: Motor Imports Company Ltd

7 Gresham Road,
London, S.W.9.
Tel: 733 3344

Mobylette. World's Largest Moped Manufacturers. All models fully automatic, can be ridden on car driving licence. 18w double beam lighting (except XI).

XI Fold away, carry away.

Newest newcomer to the market, 25 mph pleasure machine.

Three versions of the famous and popular Major model.

Minor – single speed with unsprung forks, legshields etc. Brilliant Silver.

Majorette – De luxe version, sprung front forks, legshields, single speed, stainless steel guards etc. Red or Green.

Majomatic – as Majorette but with variable gearing. Coral finish.

Mono 50 – Single speed machine for comfort. Sprung front and rear. Blue finish.

Duamatic – Increased power, fully sprung, variable gearing, dual seat, legshields and de luxe finish. Blue.

Mastermatic – Advanced sophisticated design. 2.7 bhp engine fully automatic wide ratio gearing. Dual seat, legshields, large capacity tank etc. Coral.

Sports 50 – Basically as Mastermatic. Knee tank, larger tyres, no legshields. Black, Red, Chrome.

Sports Speciale – Short wheelbase "action" machine. Upswept exhaust. Black, Red, Chrome.

Stand 16

(C.M.C.A. Member)

Motor Cycle (IPC Specialist & Professional Press)

161-166 Fleet Street,
London, EC4P 4AA.
Tel: 01-353 5011

Motor Cycle: Every Wednesday. Weekly coverage of news and major sporting events throughout the world; widest coverage of British events and superb action pictures, backed by authoritative comment columns on road racing, moto-cross, trials, grass-track and speedway. Regular electronically timed tests of current roadsters. Sports machine track tests. Descriptions of new models; detailed engine and component drawings; technical comment. Practical riding and maintenance features; readers' enquiry service.

Stand 26

Motor Cycle and Cycle Trader

Wheatland
Journals Ltd
157 Hagden Lane,
Watford, Herts.
Tel: Watford 22470

Motor Cycle and Cycle Trader is the oldest and most respected two-wheel journal in the world, and has the support of all the leading advertisers. The circulation is aimed at the motor cycle, cycle, moped, scooter, three-wheel and wheeled-toy trade. The editorial department of the Trader brings to all readers regular features, including selling assessments of new products, statistical information on regional selling trends and repairing techniques.

The Overseas edition which is published six times yearly, covers the same field, but is aimed specifically at selling two-wheeled goods in the markets of the world. The overseas edition of the Trader is the only English language magazine circulating among motor-cycle and cycle dealers in export markets.

Stand 21

Motor Cycle Equipment (B'ham) Ltd

Watery Lane,
Birmingham 9.
Tel: 021-772 5765

A comprehensive range of Motor Cycle, Scooter and Moped accessories—both English and Foreign—including tools, windscreens, exhaust systems, Yuasa batteries and, of course, the latest in the well-known MCE Clearance items.

Stand 11

(C.M.C.A. Member)

Motor Cycle Mechanics

Mercury House,
Waterloo Road,
London, SE1 8UL.
Tel: 01-928 3388

The Motorcycle Mechanics stand will provide a technical information service for visitors to the Motorcycle show and also display a number of interesting sporting motorcycles. The latest issue of the largest circulation practical motorcycle magazine will also be on sale.

Stand 19

Motor Cycle News

Park House,
Park Road,
Peterborough.
Tel: 69201

Motor Cycle News:—The world's top selling motorcycle newspaper—Published every Wednesday Price 7p. Every week it includes reports and pictures of road racing, moto-cross, grass tracks, trials and speedway. Plus features by star riders, road tests. All you need to know every week.

Stand 40

Nannucci Ltd

2 Queens Road,
Peckham,
London, S.E.15.
Tel: 01-639 6457

Here you can see the Forestal Cycle with front and rear shock absorbers, three speed gear and Forestall saddle.

Suggested Retail price £43.95, with front shock absorbers only £39.95.

We are also showing a most comprehensive range of Motor Cycle accessories including Seats, Backrests, Carburettors, Silencers, Carriers, Crash Bars, Mats, Mirrors, Grips, Spanners etc.

Stand 25

(C.M.C.A. Member)

Norton Villiers Europe Limited

Central Way,
Andover,
Hampshire.
Tel: Andover 61414

Norton Villiers Europe will exhibit their current range of Norton Commando Motorcycles and A.J.S. Motocross machines.

The machines exhibited will include various types of the 750cc Norton Commando, voted "Machine of the Year" by readers of Motor Cycle News. These will include the 750cc Fastback, the Roadster, the Interpol police machine, and the new Interstate. All incorporate Norton's patented Isolastic construction, and their Norton-Lockheed disc brake.

The stand will also feature the John Player Norton racing machines, and John Player Norton accessories will be available on the stand.

Stand 17

(C.M.C.A. Member)

Jim Pink (Wallingford)

21 St. Martin's Street, Wallingford, Berks.
Tel: Wallingford 2017

Motorcycle accessories, motorcycle clothing, tools, technical books, goodies badges, T-shirts, helmets, and racing spares.

Stand 47**Plastifilm Products Ltd**

South Road,
Kingswood,
Nr. Bristol,
BS15 2JN.
Tel: 671848 &
672155

Manufacturers of "Twilite" Self Adhesive Plastic Reflective Registration Plates, also in Rigid Plastics and Metal. Self Adhesive Racing and Scrambles Numbers and Backgrounds, in various colours. Helmet Emblems, Scooter Symbols, Learner Plates, Crossed Flags and Chrome Embossed Self Adhesive Badges. Wet and Dry Emery Paper carded in three grades to a pack (Size 1/3). A large range of Bicycle Pennants is also produced.

Stand 58*(C.M.C.A. Member)***Reliant Motor Company Limited**

Two Gates,
Tamworth,
Staffordshire.
Tel: Tamworth 4151

Bond Bug 700ES—a sporty Three Wheeler, the ideal fun car (with glass fibre body) is the luxury variant in the range. Its Reliant 700cc engine develops 31 bhp (max) at 5,000 rpm; max speed of vehicle is 75 mph, around 55 mpg.

Reliant 21E Saloon—four seater, is the luxury version of the standard Regal 3/30 Saloon. The 21E has a lightweight, strong, glass fibre body and the highly efficient Reliant 700cc engine, is mechanically identical to the Regal 3/30 but has 21 "extras" as standard equipment. Up to 60 mpg on the cheapest grades of petrol.

Regal 3/30 Saloon—four seater. Up to 60 mpg. A lively and comfortable Saloon, easy to drive and park with a rustproof glass fibre body. Powered by the Reliant 700cc engine developing 29 bhp (max) at 500 rpm.

Regal 5 cwt Supervan 111—the Supervan 111 is the latest version of Britain's most economical light van. Its lightweight glass fibre body and highly efficient 700cc engine give up to 60 mpg on long runs on the

*(continued page 45)***Reliant Motor Company Limited—continued**

cheapest grades of petrol. Maximum of 50 cu. ft. loading capacity.

Stand 31*(C.M.C.A. Member)*

In addition there are two special exhibits showing cut-away sections of the Regal 21E and Bond Bug.

Rickman Bros. (Engineering) Limited

Stem Lane,
New Milton, Hants.
Tel: New Milton
613838

A range of lightweight 125 and 250cc motorcycles for competition riding in Moto-cross races, Enduro events and other leisure activities.

A new 175cc Trials machine.
Lightweight machines for Police duties in urban areas and for country patrols.
Rugged Cross-country motorcycles for economical service as military vehicles and for use on Estates, Plantations, Surveys and Maintenance duties.

Stand 39*(C.M.C.A. Member)***Shane Hearty**

96 Beckenham Lane,
Shortlands, Bromley,
Kent.
Tel: 01-464 4700

We are selling Bell Helmets and accessories, JAK jackets, Motomodelli kits and Speed Factory Posters.

The range of Helmets on sale includes Bell Star helmets at £27.50, Bell Super Magnum helmets at £19.90 and visors. Full range of peaks including the 'duck bill' long peak, Bell sew-on badges and Bell Stickers.

The jackets by JAK are in red with black and white stripes and blue with a double yellow stripe, and a Bell Helmets badge. Prices are light weight £3.15, cosy-lined proofed jacket £6.15.

In addition there will be the full range of Motomodelli scale motor-cycle construction kits and speed factory posters.

Stand 44**Stadium Limited**

Queensway,
Enfield, Middx.
Tel: 01-804 4343

Stadium Limited will be showing their new A.C.U. Stamped racing helmet "Project 8" in brilliant bike matching colours together with helmets to BS2001. Also newly announced is a wind-screen with a universal fitting making it suitable for a large range of bikes. The well known Stadium mirrors and goggles will also be exhibited.

Stand 24

Steyr-Daimler-Puch (GB) Ltd

Steyr-Puch House,
211 Lower
Parliament Street,
Nottingham, NG1 1FZ.
Tel: 0602 56521

Steyr-Daimler-Puch (GB) Ltd is the U.K. subsidiary of Steyr-Daimler-Puch A.G. Austria, and imports to the U.K. a wide selection of its parent company's range of bicycles, mopeds and motorcycles. Established less than five years ago in the U.K. the company has quickly established a reputation for quality and reliability and backs all its bicycles with a unique 5-year guarantee. The Puch Maxi moped reached Number One spot in moped sales some 3 years ago and has maintained its unrivalled position ever since.

A complete range of bicycles, mopeds and motorcycles will be on show including the following recently introduced models:

VS 50 Sports: Big news for the 16 year old, a moped that looks, rides and handles like a lightweight motorcycle and converts to one as soon as the rider is ready.

MS 50 V de Luxe: Another moped designed for the 16 year old who wants a reliable and sporty-looking first machine.

Stand 32

(C.M.C.A. Member)

Suzuki (Great Britain) Ltd

87 Beddington Lane,
Croydon, Surrey,
CR0 4TD.
Tel: 01-689 3471

Suzuki: Lambretta: Demm

A complete selection of models will be on display, ranging from the Suzuki F50 Scooterette to the 750 three-cylinder water cooled luxury superbike. Also on display for the first time will be the new 550 three cylinder super touring bike, featuring electric starter and high performance figures. The sister machine—the 380—completes the "Suzuki Three" three cylinder machines. There is also the new Suzuki fun machine—with big balloon tyres suitable for track, sand and road riding—displayed for the first time ever in this Country.

The ever-popular Li150 and SX200 Lambretta Scooters from the latest Spanish production will be featured on the stand.

The Demm "Dove"—latest in the moped field—completes the range; in short: everything in the two-wheel line to suit the individual.

Stand 12

Vespa - Gilera U.K. Concessionaires: Douglas (Sales & Service) Ltd

2 Oak Lane,
Fishponds
Trading Estate,
Bristol, BS5 7XB.
Tel: Bristol
(0272) 654197
(0272) 654882

Douglas (Sales & Service) Limited, the U.K. concessionaires for Vespa Scooters and Mopeds and Gilera Motorcycles are displaying the full range of Vespa Scooters namely the 90, 90 Racer, 125, 150, Rally 180 and the new electronic Rally 200. Also on display are the latest Ciao Super Comfort and Boxer Mopeds.

The Gilera Marque is represented by the 50cc Touring and Trial Models and the 125cc and 150cc Models. In addition, as one of the highlights of the display, is the famous 500cc four cylinder Gilera on which Geoffrey Duke won the World Championship in 1953, 1954 and 1955. An added attraction is the opportunity to enter a competition to win one of the machines on display on the stand—the proceeds of the competition entry money will be donated to the Motor and Cycle Trades Benevolent Fund.

Stand 35

(C.M.C.A. Member)

WSK Concessionaires (GB)

George Clarke
(Motors) Ltd.,
276/8 Brixton Hill,
London, S.W.2.
Tel: 437 4741

Four exciting "WSK" machines are featured by WSK Concessionaires (GB) (an associated company of the George Clarke Motor Group). The machines include the newest and most striking WSK Sports 175cc design to retail at £199.50.

Highlights of the WSK 175 include a top speed of 70 mph with an economy consumption rate of 80 mpg. The 173cc engine produces 14 bhp at 6,000 rpm. Compression ratio 9-1. Gearbox features 4 ratios and ignition by flywheel generator through coil.

Two six volt batteries in series produce 12 volt performance. Other features are the Cerani type front forks, the lockable steering head and deep tread multi purpose tyres.

The streamlined upswept exhaust is chrome finished, as indeed are the front forks, the tank and mud guards, and the price of £199.50 includes a comprehensive tool kit.

Less spectacular in appearance, but equally efficient in service is the Standard WSK

(continued page 48)

WSK Concessionaires (GB)—continued

Commuter Model, possessing all the foregoing mechanical features but with downswept exhaust system, and designed to retail at the highly competitive price of £190.00.

Stand 36**W. E. Wassell Ltd**

Prospect Road,
Burntwood,
Staffs.
Tel: 05-436 5661

Main interest on the W. E. Wassell stand is centred on the introduction in Great Britain of their range of Competition Motorcycles. Wassell Competition machines are fitted with the World famous German made 125cc Sachs six-speed engines. They can be bought in three stages of tune, dependent upon the price paid, and which branch of the sport the rider prefers. The frame is of duplex construction ensuring strength and good handling. Light-alloy parts (including petrol-tanks and hubs) keep weights low. Two models will be presented at Earls Court, the 125ST and 125SS. Accessory stocks at the Wassell headquarters in Walsall cover over 20,000 motorcycle items—too large, of course, for presentation at any show. However at Earls Court there will be a representative selection of Wassell lines, covering components, accessories and clothing. All customers and prospective customers will, of course, be welcome on the stand at any time during the Show.

Stand 20

(C.M.C.A. Member)

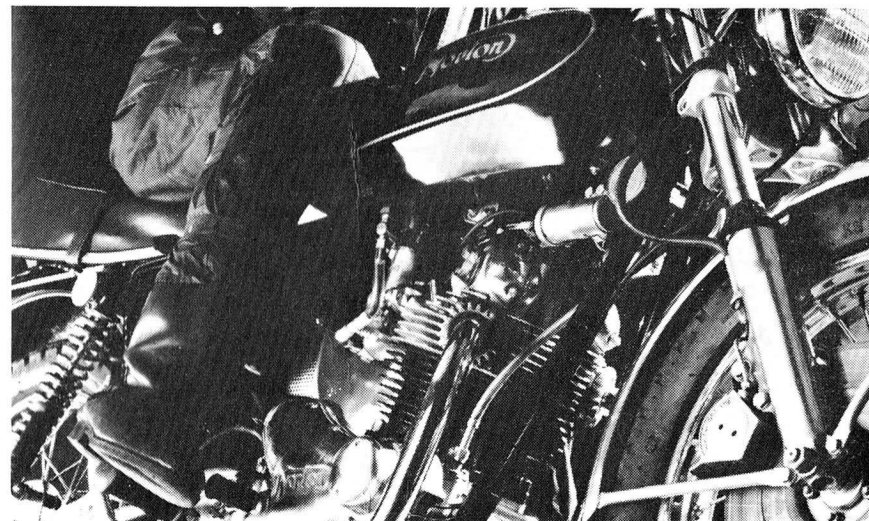
Yamaha—Mitsui Machinery Sales (U.K.) Ltd

Camberwell
Trading Estate,
117 Denmark Road,
London, SE5 9LA.
Tel: 01-733 3321

Complete range of eleven Yamaha motorcycles and accessories available in the U.K., plus one of the world championship winning Yamaha racers. New to the U.K. are the very latest trail models and a completely new lightweight machine specially designed to appeal to young riders. A selection of approved accessories will also be shown. Yamaha motorcycles are imported and distributed in the U.K. by Mitsui Machinery Sales (U.K.) Ltd, and retailed through appointed Yamaha dealers throughout the country.

Stand 30

(C.M.C.A. Member)



‘Don’t take our word for it,
read what the experts say’

“The uncanny smoothness of the Norton Interstate when it is searing along at over the 100 mph mark—even when topping 120 mph—is the key to its sparkling character.

Steering is excellent, road-holding and handling almost impeccable, and the front disc brake superb.

Bend-swinging was a joy, with the bike feeling much lighter than its weight and far more agile than most others of its size.

In the superbike class, the Norton Interstate is hard to better. It gives high performance, race-bred steering, magnificent braking and ample comfort.”

Motor Cycle Road Test 26th July 1972

See the Isolastic
Commando Interstate
on Stand No.17



NORTON VILLIERS EUROPE LTD ANDOVER HAMPSHIRE

Winning races is not enough

BSA/Triumph build into every road motor cycle they make the technical knowledge and experience learnt from their many great race successes. The qualities that win are in the machines you ride. See them on the BSA/Triumph stand.



The Successful ones

