

## Hercules in America

### Orders for 7,000 machines

**H**ERCULES cycles for their new American markets will be assembled in New York and distributed throughout the States in attractively designed packages. This was mentioned by Arthur Chamberlain, managing director of the Hercules Cycle Co. Ltd., a subsidiary of Tube Investments, in an interview on his return from his visit to the States in an attempt to capture markets with a new lightweight cycle.

As a result of Mr. Chamberlain's visit 2,000 bicycles will be sent to the States immediately and total orders so far amount to 7,000 machines—representing a quarter of a million dollars. The special lightweight model which Mr. Chamberlain took with him to the States was kept secret until his arrival in New York. It weighs only 25 lb, which is not much more than half the weight of the standard American machine.

On his return to the factory on June 3 he said that he hoped there would be a greater flow of orders when this model became more widely known in the States.

"There is a market in the States for the British lightweight cycle," said Mr. Chamberlain, "but it is a tough market to conquer in bulk. The American cycle

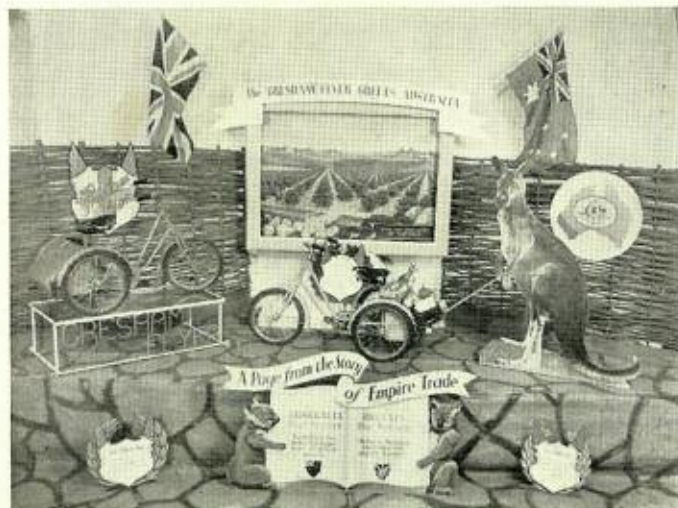
industry is efficient and powerful in its own domestic field. If British cycles are to sell in that market, we must pay the utmost attention to efficient assembly of the machines after their arrival over there and before they are dispatched to the customer, and to the supply of spares. I spent considerable time endeavouring to build a sure foundation in these respects for future sales. We shall have our cycles expertly assembled in New York and each will be packed separately in an attractive carton for carriage to any part of the States, thus giving the American consumer something he appreciates—an attractively-packaged article."

## More Australian Publicity

**I**N our December, 1947, issue we made reference to a window display staged by Aberdale Cycle Co. Ltd., Bridport Road, London, N.18, at Australia House in London. This linked up the Aberdale export effort in the Australian market with the products from Australia for which these exports are helping to pay.

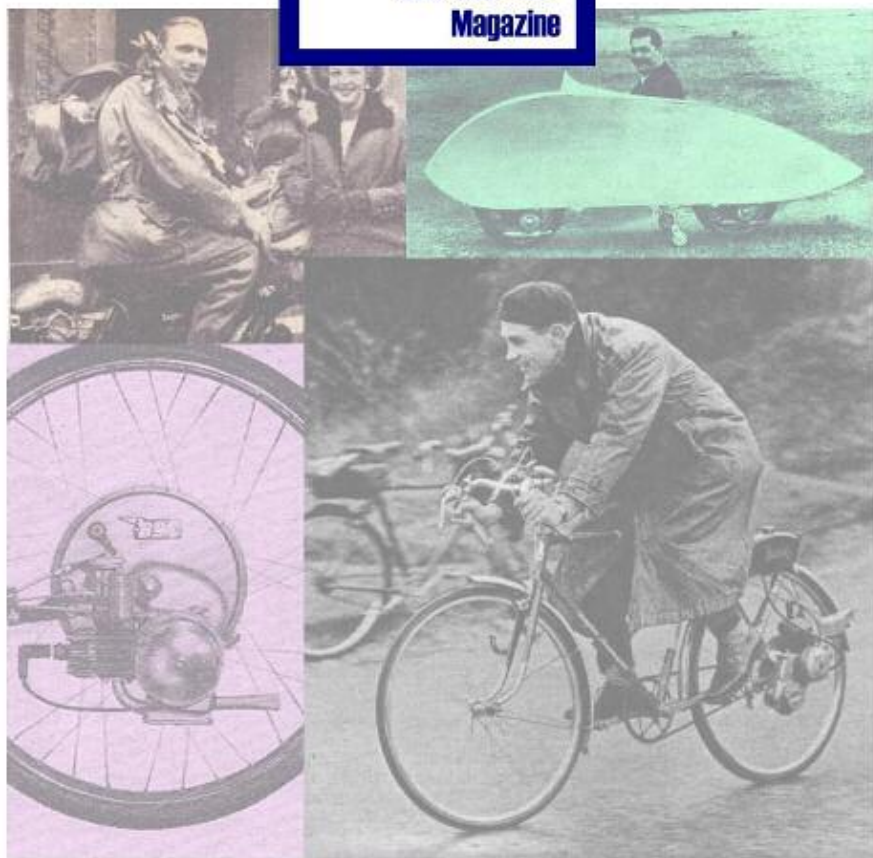
Maintaining this Australian trading link, a new Aberdale window display is being shown on dealer's premises in English cities where the Australian cricketers are playing. It again features the Gresham Flyer tricycle and typical Australian products, and as Australia and the Australians are very much in the news at present in this country the tie-up is particularly topical.

Cables have been received from Australian distributors of Aberdale machines in which great interest is expressed in the display campaign, and copies of these cables also form part of the dealers' window exhibitions.



*Picture of the attractive window display of the Gresham Flyer "on tour" with the Australian cricketers in England*

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