

MESSERSCHMITT ACTION AND DECLARATION

Mr. Justice Ormerod, in the Queen's Bench Division on February 17, granted a declaration to the Messerschmitt Company, of Western Germany, that an agreement with Beulah Hill Engineering Co. Ltd., of Beulah Hill, Norwood, S.E., to manufacture, distribute and sell Messerschmitts' three-wheeled motor cabin-scooters was determined on October 8, 1955.

He also ordered Beulah Hill Engineering Company to pay Messerschmitts £7,000 under the agreement and directed an inquiry as to damages resulting from defendants' breach of agreement to manufacture and sell the cabin scooter.

Judgment was entered in default of a defence by the British company, who are now in liquidation.

Mr. Gilbert Paull, Q.C., for plaintiffs, said the agreement was made in July 1954, granting defendants sole and exclusive rights to manufacture and sell the cabin scooter invented by plaintiffs.

The judge: These are the things that run about London with little domes.

Mr. Paull said that under the agreement defendants were to pay plaintiffs £7,100 within two months but they paid only £100. There were lengthy interlocutory proceedings between the parties and in the meantime the defendants went into liquidation.

B.S.A. CLUB OF BELGIUM — W. L. Rawson presents awards

THE B.S.A. Club of Belgium, which was inaugurated a year ago at the Brussels Show, now has a membership of over 300 drawn from enthusiasts in all parts of that country. As a further example of the importance which the Birmingham firm places on the organisation of this club as a medium of establishing goodwill, and also because of its publicity value, W. L. Rawson, BSA general sales manager, flew to Brussels to present members with their awards won in the club's Autumn Rally.

The rally had a neat trade angle in that members were provided with small booklets for franking by dealers in all parts of the country. The first prize went to the motor cyclist who covered the greatest touring distance over two months, verification being by the dealers' stamps. The club itself is based around the dealer organisation of BSA distributors, Famo of Antwerp, in that each dealer has recruited a number of members.

Mr. Rawson, in addition to handing over the various cups and prizes, also presented a plaque to a dealer who had enrolled the most members—Mrs. L. Servais of Schaarbeek, Brussels. Apart from the distribution of trophies, which had all been provided by the club, an engraved table lighter from the BSA Company was handed to the winner, B. Kamiel by Mr. Rawson.

FREE DISPLAYS FOR RI DEALERS

Easter selling campaign

For the second year in succession, Raleigh Industries, Ltd is supplying dealers with window displays for use in a nation-wide sales drive during the Easter holidays.

Dealers taking part will be provided with pre-fabricated displays in most attractive colours. These take the form of two uprights, with colourful side panels, bearing a central signboard. They have been specially designed so that they will "frame" the exhibits rather than act as a background. There are three different designs.

The centre panel of the Raleigh display carries the slogan the All-Steel Bicycle, and the side panels emphasize that cycling is still the happiest, healthiest and handiest mode of transport.

The Rudge and Humber display pieces are respectively emblazoned Britain's Best Bicycle and the Aristocrat of All Bicycles.

The displays are strongly constructed of timber and hardboard and measure 6 ft. by 7 ft. 6 in. when fully extended. They can be dismantled and packed in the compact space of 6 ft. by 2 ft.

Colour schemes are Raleigh: Yellow name on red panel, black and pale blue side pieces. Rudge: Green name on maroon panel, black and pale green side panels. Humber: Yellow name on blue panel, black and yellow sides.

The scheme, which is expected to give a powerful impetus to sales at the start of the selling season, will be available to all RI dealers free of charge. The display pieces will automatically become the property of the dealers at the end of the display period.

Full details can be obtained by dealers from their nearest Raleigh depot.

STANDARD CYCLE PRICES

Retail prices of Standard K bicycles for season 1956 have just been announced by the Standard Cycle Co., Ltd., of Cambridge Street, Birmingham, 1.

Details:

Model	Basic Price		Price Inc. P.T.	
	£	s. d.	£	s. d.
1 G. Club	13	2 6	15	17 7
2 L. Club	13	6 0	16	1 10
3 G. Club Tourist	13	2 6	15	17 7
3A do. All-Rounder bend	13	2 6	15	17 7
4 G. Club Tourist	15	19 1	19	6 2
4L L. Club Tourist	17	19 4	21	14 10
5 G. Comfort Tourist	12	5 0	14	16 6
6 L. Comfort Tourist	12	8 6	15	0 9
7 G. Comfort Tourist	15	1 7	18	5 1
7L L. Comfort Tourist	15	1 7	18	5 1
8 G. Imperial Roadster	11	15 0	14	4 4
11 L. Imperial Roadster	11	18 6	14	8 7
9. Boy's Juvenile	11	11 0	13	19 6
10. Girl's Juvenile	11	14 6	14	3 9
Junior—Boy's or Girl's	9	12 6	11	12 11

ATTRACTIVE R.I. DISPLAYS



These three eye-catching displays featuring Raleigh, Humber and Rudge bicycles are available to Raleigh Industries' dealers. Full particulars are given in the accompanying news story.



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