

## RICHMOND AND SAXON JUNIOR BICYCLES



New style R16 stabilizers by Richmond.

As reported in the last issue Richmond Components Ltd. and the Saxon Cycle and Motor Co. Ltd., of Godinton Road, Ashford, Kent (Ashford 1407), under the sales directorship of Ron Butler, are busily engaged in the quantity production of top quality junior and juvenile bicycles.

The Richmond models range from the R12, with 12in by 2½in balloon tyres (£12 13s 6d tax paid suggested retail) to the Model 24, in boy's and girl's versions, a 24in. wheeler at

£16 17s 9d tax paid. The R12, equipped with full protective mudguards and chainguard, features a chrome-plated rear carrier and wheel stabilizer. The R14 follows a similar specification, also embodying stabilizers but utilizes 14in by 1½in Dunlop tyres. Colour finishes are flamboyant blue or red, with contrasting mudguards. An R14 de luxe model is also produced with chromium-plated mudguards.

Next step up in the Richmond range is the Model 16, which can be fitted with stabilizers (18s) if required. This machine, in B and G versions, is fitted with 16in by 1½in Endrick wheels and has caliper brakes, front and rear, also kitbag and pump. Finish is in attractive flamboyant dual-tone colours. Chromium-plated mudguards and chainguard are features of the R16 de luxe models.

Adult size front fork and handlebar are employed in the Richmond 20, with 20in by 1½in Endrick wheels. Available in B and G designs, the 20 has caliper brakes and is presented in flamboyant dual-tone colours.

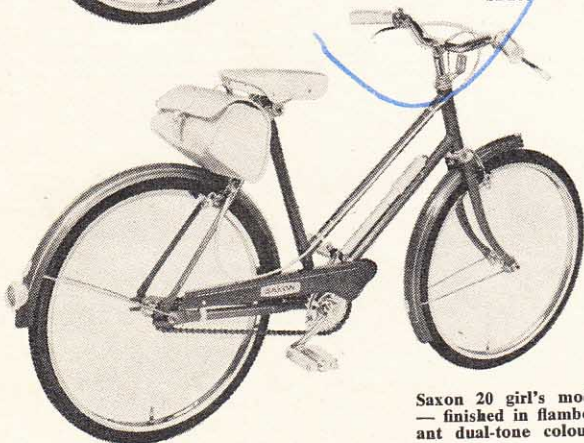
Model 24, already mentioned, has a top quality steel frame with tapered chain stays and sports-type front fork with solid ends. Specification includes caliper brakes, all-rounder bars and white saddlebag and pump. The boy's version has a curved top tube.

The Saxon range of cycles comprises three models, all available in boy's and girl's versions. De luxe versions of the Saxon 16, the smallest, are also produced. The Saxon 16, with new design frame enabling stabilizers to be fitted if required, utilizes 16in by 1½in Endrick wheels. Caliper brakes and kit-bag and pump are part of the specification. All Saxon bicycles are finished in flamboyant dual-tone colours.

Equipped with 20in by 1½in wheels the Saxon 20 should be a good seller at £15 13s 3d,



Curved top-tube boy's model — the Saxon SB20.



Saxon 20 girl's model — finished in flamboyant dual-tone colours.



tax paid, suggested retail. The boy's version of this model, and the Saxon Prince (24in. wheel), both feature a curved top tube.

Girl's version of the Saxon Prince is appropriately designated the Princess, and specification includes frame with tapered chain stays, sports front fork with solid ends and caliper brakes f. and r. All-rounder handlebar is fitted.

Brochures detailing the Saxon and Richmond ranges will be sent to interested dealers who apply to the God-

**This 16in. wheel Saxon SB16 model can be supplied with stabilizers.**



**Richmond R12 balloon-tyred junior.**

inton Road, Ashford, address.

It is also the intention to appoint overseas agents for the Richmond and Saxon marques and inquiries should be made to Richmond Components Ltd., Export Dept., St. Ives House, St. Ives Road, Maidenhead, Berks

Price details of the Richmond and Saxon ranges are:

	<i>Suggested retail price inc. tax</i>		
	£	s	d
<b>Richmond</b>			
R12	12	13	6
R14	12	3	0

R14 De Luxe	12	8	6
R16/B	}	14	3 9
R16/G			
R16 De Luxe	14	8	9
R20/B	}	15	3 6
R20/G			
R24/B	}	16	17 9
R24/G			
R16 Stabilizers			18 0

*Suggested retail price inc. tax*  
£ s d

**Saxon**

Saxon SB16	}	14	7 3
Saxon SG16			
Saxon SB20	}	15	13 3
Saxon SG20			
Saxon Prince	}	17	3 6
Saxon Princess			
Saxon 16 stabilizers			18 0

**FRANK CHICK (EXETER) TOY SHOW**

Frank Chick Ltd., the West Country factor, held a two-day trade toy show at its Guinea Street, Exeter, headquarters on March 23 and 24.

Although attendance was disappointing in relation to the number of invitations sent out, Keith Taylor, managing director of the firm, said that dealers who did attend the show thought that the visit was well worth while, and most placed useful stock orders.

The company, which has recently widened its range of toys, had on show a range of swings and Go-karts by Lew-Ways, Cyclo-scooters and products from Bantel and Wearwell. A full range of Li-Lo lines was also on display.

**FEWER ACCIDENTS**

Despite increasing traffic density and a startling rise of 9.9 per cent in personal injury accidents to car drivers and passengers, two-wheeler accidents last year showed all-round falls.

The number of motor cycles involved in personal injury accidents fell by 8.7 per cent, scooters by 3.9 per cent, mopeds by 8.7 per cent and bicycles by 7.9 per cent.

**MOULTONS MAKE SENSE TO CENSUS TEAM**

Moulton bicycles are being used by a team of interviewers who are taking traffic census of 1,500 households in Peterborough. The bikes have been supplied by Robertsons All Sports, of Cowgate

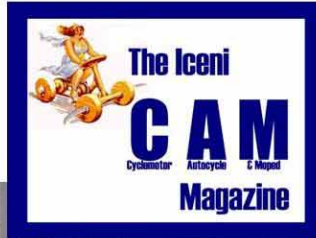
**BERLINER AID FOR AMC**

The directors of Associated Motor Cycles Ltd. announce that following substantially increased demands for the company's products, in particular from their North American distributors, the Berliner Motor Corporation Inc., the company was required to arrange further financing to meet the expanded demands for its products.

The board has stated that negotiations are being concluded with the Berliner Motor Corporation and with the co-operation of the company's bankers, whereby adequate funds will be provided.

Joseph Berliner, the president of the Berliner Motor Corporation, has been invited to join the AMC board.

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