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MOTOR CYCLE AND CYCLE TRADER, 5 FEBRUARY 1965

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EARNBOROUGH AUCTION

January 8

## RICHMOND COMPONENTS INCREASES PRODUCTION

Only six months after opening a small factory at Ashford, Kent, Richmond Components, manufacturer of Richmond junior cycles, has increased production capacity by a further 50 per cent. The move follows increasing demand from dealers in the south and anticipates a big increase in production when negotiations are com-pleted for marketing in the north and the mid-

Ron Butler, managing director, together with co-directors Fred Norman and J. W. Stevens, is confident of expanding business in what he terms a highly competitive market. All frame production has been moved into the new factory leaving the old factory and offices, opened in July last year, free for finishing, assembly and dispatch and dispatch.

Two new 14in and 24in wheel models will soon be introduced and the old Saxon Cycle Co. name has been acquired for use on future sports machines and export models. It is hoped

sports machines and export models. It is hoped that a complete and competitive range of junior and juvenile models from 12in to 19in frame sizes will eventually be produced at Ashford. Four representatives cover the home counties: L. Frewin, Essex, Sussex, Kent and Surrey; R. A. Hans, Central and West London; J. Worsell, Greater London; J. Morris, parts of the Home Counties. Discount on junior models is 33½ per cent and dealers interested should contact the factory at Godinton Road, Ashford. Kent. Ashford, Kent.

At the moment three basic models are listed; R12, R16 and R20. The R12, like all the models in the range, is available with boys' or girls' tubular steel frame. It has 12in by 2½ in girls' tubular steel frame. It has 12in by 2\(\frac{1}{2}\) in Dunlop balloon tyres, large section guards, rear carrier, chaincase, stabilizers and raised bars. The R12/1 is available with front caliper brake only and the R12/2 with caliper brakes at front and rear. Model R16 has 16in by 1\(\frac{1}{2}\) in Dunlop white wall tyres, caliper brakes at front and rear, chain guard and flat bars. Stabilizers cost an extra 16s 0d. With 16in frame and 20in by 1\(\frac{1}{2}\) in Endrick wheels shod with Dunlop white wall tyres, model R20 has caliper brakes, all-rounder bars, mattress saddle and chain guard. rounder bars, mattress saddle and chain guard. All the machines are finished in dual-tone colours. Prices are:

Model						Retail price inc. PT		
						£	S	d
R12/1			1000	5.17		11	18	6
R12/2	***		(4.4.4	10.00	***	12	19	6
R16	***	1.0	* + +	10.10	***	13	10	6
R20	1	14.4	4 4 5	1000		14	10	6

## Ben angling festival

of the Motor and Cycle