



**National Cycle Archive**



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**National Cycle Archive**



Motor Cycle and Cycle

Supplement to **TRADER** 11th November 1966



*the vital  
link between  
manufacturers  
and traders  
everywhere*

**B**

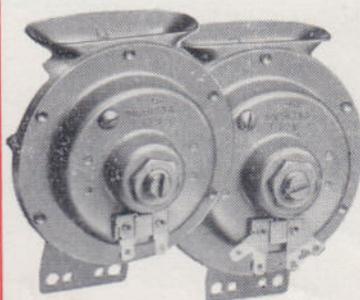


**Brown Brothers** LIMITED

THOMSON & BROWN BROTHERS LIMITED

## LUCAS GENUINE SERVICE PARTS

Only by replacing Lucas with Lucas can you guarantee satisfactory performance and customer satisfaction.

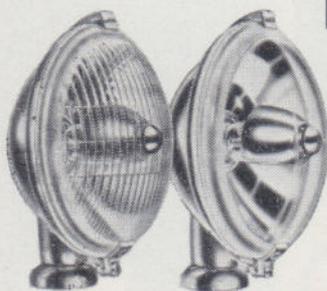


## HORNS

Strong, clear notes, excellent performance. Compact and light in weight.

9H Windtone for motorcycles **36/9**

6H for scooters. **36/9**

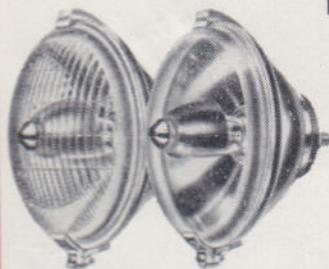


## FOG & LONG RANGE LAMPS

Auxiliary lighting equipment to suit individual needs.

SFT576 Fog Lamp and SLR576 Long Range Lamp **79/6** each

Bracket for  $\frac{7}{8}$ " or 1" dia. crashbars. **8/-**



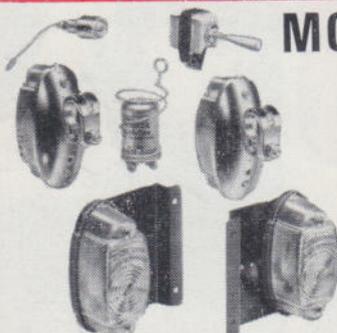
## FOG & LONG RANGE LAMPS

Back fixing for scooter aprons.

WFT576 Fog Lamp

WLR576 Long Range Lamp

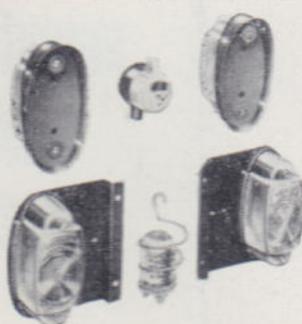
**75/-** each.



## MOTORCYCLE FLASHER SETS

Well styled to blend naturally with the machine. Four lamp set.

**107/6**. complete.



## SCOOTER FLASHER SETS

Similar styling and performance to the motorcycle set but with fixing brackets designed specially for scooters.

4 lamp set **95/-** complete.

(All available for 6 and 12 volt machines)

(Recommended prices)

# LUCAS electrical equipment for motorcycles & scooters

designed to give the same high standards of quality and performance that have been maintained through our many years association with the motor industry. Lucas motorcycle equipment is undoubtedly the best that you can sell.



**LUCAS**  
JOSEPH LUCAS LTD  
BIRMINGHAM 19

## The hard-riding Mercury GT

Featherlight, the MERCURY GT features a special wrap-around peak to protect the temples, shade the eyes. In white, silver or gold with black flash and peak, blue with striped red/white/red flash and black peak 69/6d.



# FROM KANGOL

## The racing-special Meteor

Approved by the ACU, the extra-strong METEOR provides maximum protection for the speed enthusiast. Luxuriously finished with a re-designed flash. In white/red, white/blue, gold/black. 80/-



# KANGOL

Kangol  
Limited,  
Carlisle

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**VITALITY**

**THE  
QUICK  
SELLING  
DYNAMO  
BULBS  
SHOWING  
66 $\frac{2}{3}$ %  
PROFIT**

**Every Brown Brothers Branch holds stocks.**

**100 bulb Sell-off Showcard again available — Include some when you order the full Vitality cartoned range from your Factor, or write:—**

**VITALITY BULBS LTD.**

BEETON'S WAY, BURY St. EDMUNDS, SUFFOLK

Tel: BURY 2071 S.T.D. 0284 2071

# T.D.C.

## Head Fittings of Distinction

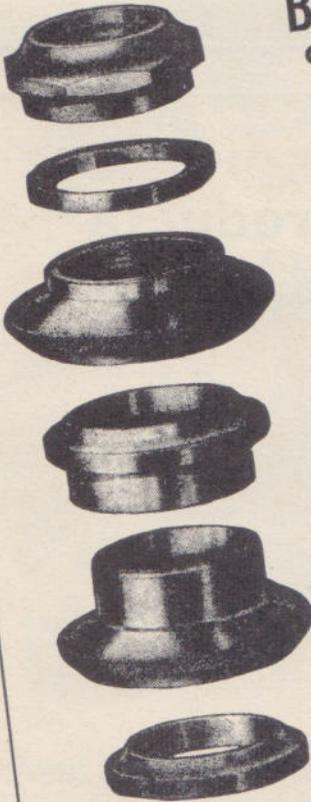
Old & New friends welcome  
on Stand 193 Earls Court.

*"Prima"*

AND

*"Italia"*

**British Quality  
COMBINED WITH  
Continental  
Elegance**



- Precision made from the finest steel.
- 1 in. x 24 T.P.I. ball races for 5/32 in. balls.
- Supplied for 20 or 22 gauge tubing.
- Packing (for Factors) per set in attractive cartons.
- Superb chromium plated finish.

**T.D.C.  
Head Fittings  
BUILD  
Perfect Heads**

RETAIL PRICE  
**11/6** per set

RETAIL PRICE  
**10/3** per set

As suppliers to Messrs Brown Bros. we are pleased to be associated with them in this supplement.

# T. D. CROSS & SONS, LTD.

**"VESEY WORKS"  
GREAT BARR, BIRMINGHAM**

TELEPHONE: GREAT BARR 1166/7/8

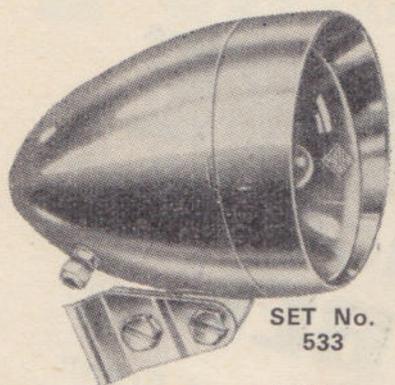
TELEGRAMS: FREEWHEEL BIRMINGHAM

# Holts

**make 150 chemical products  
in the automotive, domestic  
and industrial fields.**

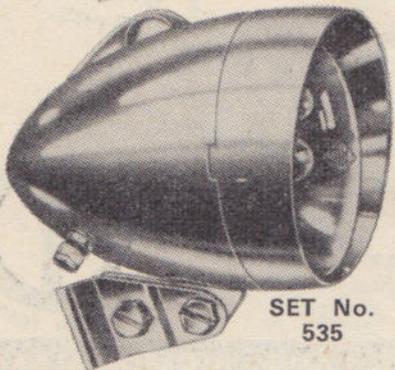
**Here are some that are in  
constant demand by  
motorcycle, scooter and  
cycle owners.**

HOLTS SPRAY PAINTS · ZINC PLATE · RUST REMOVER ·  
LYTOIL · SOLID OIL · DAMP START · CHROME CLEAN ·  
CATALYD GLASS FIBRE KITS · LOY · BRITECT · GUN GUM ·  
ENGINE CLEAN · PENETRATING OIL · PISTON SEAL ·  
SILICONE RAINPROOF · TWINBOND · NO-CRODE ·  
TIREWALL BLACK · MOTO-STIK · GASKET CEMENT ·  
HAND CLEANSER · RUSTOLA · VALVE GRINDING PASTE ·



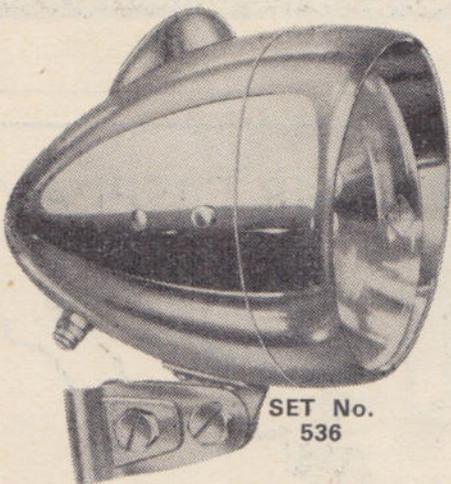
SET No.  
533

**YOU'LL**



SET No.  
535

**NEVER**



SET No.  
536

**SEE BETTER**

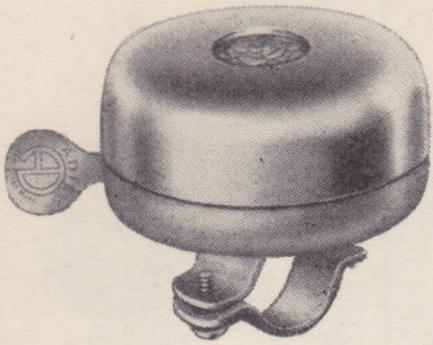
*—you'll never  
sell better!*

Available from all Brown Brothers Branches



**dynamo  
lighting  
sets**

H. MILLER & CO. LTD. · NEWHOUSE · Nr. MOTHERWELL · SCOTLAND.



# The ADIE RANGE OF CYCLE BELLS

Illustration shows the very popular Emblem Bell.

All Adie Bells have full rotary precision movements and are British Made.

Is stocked at all branches of Brown Bros. Ltd. & Thomson & Brown Bros. Ltd.

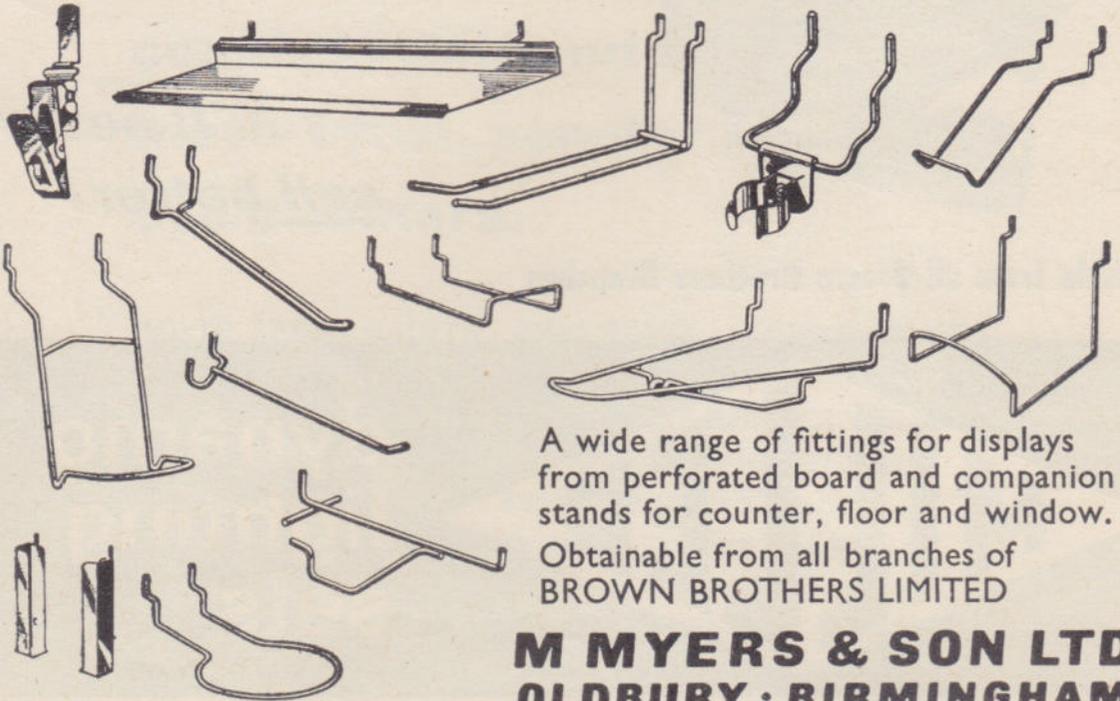
(except specialised component branches)

Established 1858



C. J. ADIE & NEPHEW LTD · 156 WARSTONE LANE · BIRMINGHAM · 18

## M\*Y\*E\*R\*S fittings for YOUR DISPLAYS



A wide range of fittings for displays from perforated board and companion stands for counter, floor and window.

Obtainable from all branches of BROWN BROTHERS LIMITED

**M MYERS & SON LTD**  
**OLDBURY · BIRMINGHAM**

# a vital accessory for every motorist cyclist and motorcyclist



## **EVO-STIK** 'IMPACT' ADHESIVE REGD

Next time your customers are in the market for fixing materials just count the number of adhesives available for specialised jobs around the car and motor cycle. Adhesives for woodwork, upholstery, metal, glass, fabric, plastic and so ad infinitum. Now multiply the lot by one tin or tube of Evo-Stik 'Impact' Adhesive. Because

there's no doubt about it: Evo-Stik does the lot. A tin of Evo-Stik takes the place and saves the space (not to mention the cost) of a shelf full of ordinary adhesives.

And because it's Britain's fastest selling adhesive; there's more profit in it for you too.

**Special large tube for motorists and m/cyclists 3/9**

always available from

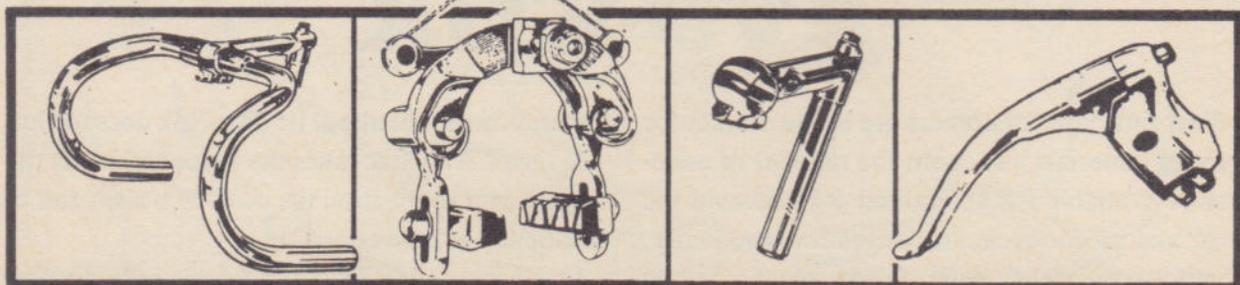
**Brown Brothers** LIMITED  
THOMSON & BROWN BROTHERS LIMITED

**WAY OUT IN FRONT**



## **G.B.'s NEW CAST ALLOY STEM**

Yet another addition to the well established G.B. range of cycle accessories, and as usual this stem is precision-made from top grade materials - it has been thoroughly tested and proven to be stronger than its foreign counterparts. Available in a 2 $\frac{3}{4}$ " size and retailing at 16/6.



*race successes & G.B. service mean extra reliability & extra value for the cyclist*

**G.B. CYCLE COMPONENTS LTD.**  
HANWORTH TRADING ESTATE, FELTHAM, MIDDLESEX.

## BROWN BROTHERS SUPPLEMENT

# Treasure-houses for the two-wheeler trade

A survey of the facilities offered to Britain's motor-cycle and cycle dealers by the branches of Brown Brothers Limited and Thomson and Brown Brothers Limited.

Written and presented by the Editor and Staff of the *Motor Cycle and Cycle Trader*, in conjunction with the advertising and publicity department of Brown Brothers Limited.

**FROM THESE NOTABLE HEADQUARTERS, at Browns Buildings, Great Eastern Street, London, E.C.2, the network of Brown Brothers' branches throughout the British Isles is controlled.**

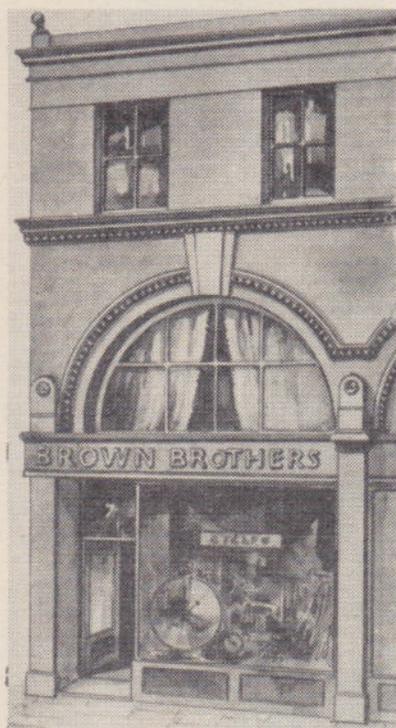


Issued as a supplement to the Show Number of *Motor Cycle [and Cycle Trader]* November 11, 1966. Copyright, 1966.

# Nearly 80 years' service from Brown Brothers

## AN APPRECIATION BY THE EDITOR

Those of us who have been connected with the two-wheeler trade all our working lives cannot imagine what the business would be like without "Browns". Successive generations of cycle and motor-cycle retailers have learned to rely for accessories components and fittings, as well as complete bicycles and many other items, on their local branches of Brown Brothers Limited or Thomson and Brown Brothers



FROM THIS SMALL DEPOT, at 7 Great Eastern Street, the great Brown Brothers' organization rose to its present-day magnitude.

Limited. Some dealers trade solely with "Browns" — they find that all their needs can be met adequately from the company's branches.

After nearly 80 years of serving the retail trade (the concern was founded in 1889), Brown Brothers Limited can be said to 'know all the answers'. While others have come and gone, this unique nationwide organisation has survived, and prospered, through changing times and conditions; its wholesale depots are treasure-houses for the trade.

In this supplement to the most important issue of 1966 of the *Trader*, the *Show Number*, we have tried to convey the facilities offered to the two-wheel trade by Brown Brothers. Some of these facilities are well-known, e.g., the provision of Vindex bicycles and the service of built-up cycle wheels. Others such as the wide ranges of camping equipment, garden equipment and domestic hardware are not so familiar. A careful study of this supplement, in conjunction with Brown Brothers' catalogues, must surely lead the way to additional business and increased profits.

J. T. Masterton, managing director of Brown Brothers has said; "The factor is needed today as never before". The reason for this plain statement of truth is not far to seek. In the complexities of modern trading, the dealer who does not stock up wisely and from his nearest factoring sources stands to lose sales every day to the chain-stores and supermarkets that are springing up everywhere. His stocks must be up-to-date, varied, displayed prominently, and turned over quickly. Given the modern touch, there is more business than ever before available to the private trader who takes full advantage of the service facilities and trading know-how which the wholesaler gladly offers.

Dealers — who want to make the most of this service provided by wholesalers — can help by avoiding the "pinch-penny" buying mentality that results in small orders. Rather than send a succession of small orders it is often advantageous for the dealer to order in larger quantities and enjoy the benefits of bulk rates. Many of the "smalls" cost the wholesaler far more than his profit to pack, invoice and deliver.

Finally, we are sure that our readers will wish to join with us in expressing the hope that "Browns" will continue to flourish and prosper. This supplement chronicles a proud past and a busy present. A successful future, not only for this national wholesaler but for the trade generally, lies in promoting the cordial relationships which exist on both sides.

HAROLD BRIERCLIFFE

# RETROSPECTIVE GLANCE

"The ability to deliver the goods when and where they are wanted is still the fundamental purpose of our distribution business," said J. T. Masterton, head of Brown Brothers, in a foreword to *Wheels of Progress*, a company publication issued to mark the 75th trading year.

The ability, shrewdness and wisdom of the company's founders is brought out in this booklet. Coupled with these attributes has been the equal sagacity of successive management boards. All possessed, or possess, the knowledge of trends of future demands in the trades covered by the organisation.

It was recalled in the publication that in the 90's (when cycling was booming for the first time), Brown Brothers opened a branch in Paris. Today, of course, the company does a very large business overseas.

It was in 1893 that Brown Brothers became the first cycle customer of BSA, with an order for 2,000 cycle hubs. For years afterwards, Brown Brothers took nearly all the BSA cycle-fittings output. The high repute of both concerns led to similar agencies in France, Spain and Portugal. Brown Brothers also acted as sole BSA fittings agent in London.

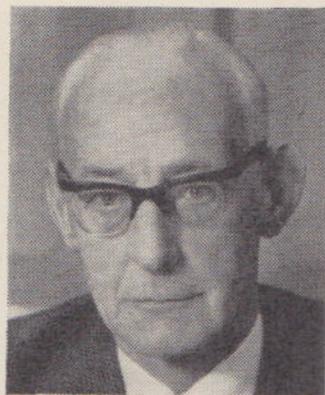
Anticipating the constant demands for cycle covers and tubes that would come with replacement business, Brown Brothers (by 1894) held big stocks of Dunlop, Clincher and Palmer tyres.

Similar prescience was shown with the coming of the motor-cycle and motor-car into popularity. In 1898, a motor department was opened at Great Eastern Street. Soon afterwards, showrooms were opened in the West End.

Since then, the growth of Brown Brothers', Ltd., has been steady. In both world wars, the manufacturing side of the business was extended to meet the national call. Today, the aircraft wing forms another thriving sector.

There does not seem to be any limit to the expansion of Brown Brothers, Ltd. Certainly, the whole of the two-wheeler business knows of, and admires, the company's continuing progress.

## PRESENT-DAY MANAGEMENT



**J. T. Masterton**, managing director and deputy chairman.



**E. G. Spearing**, marketing director.



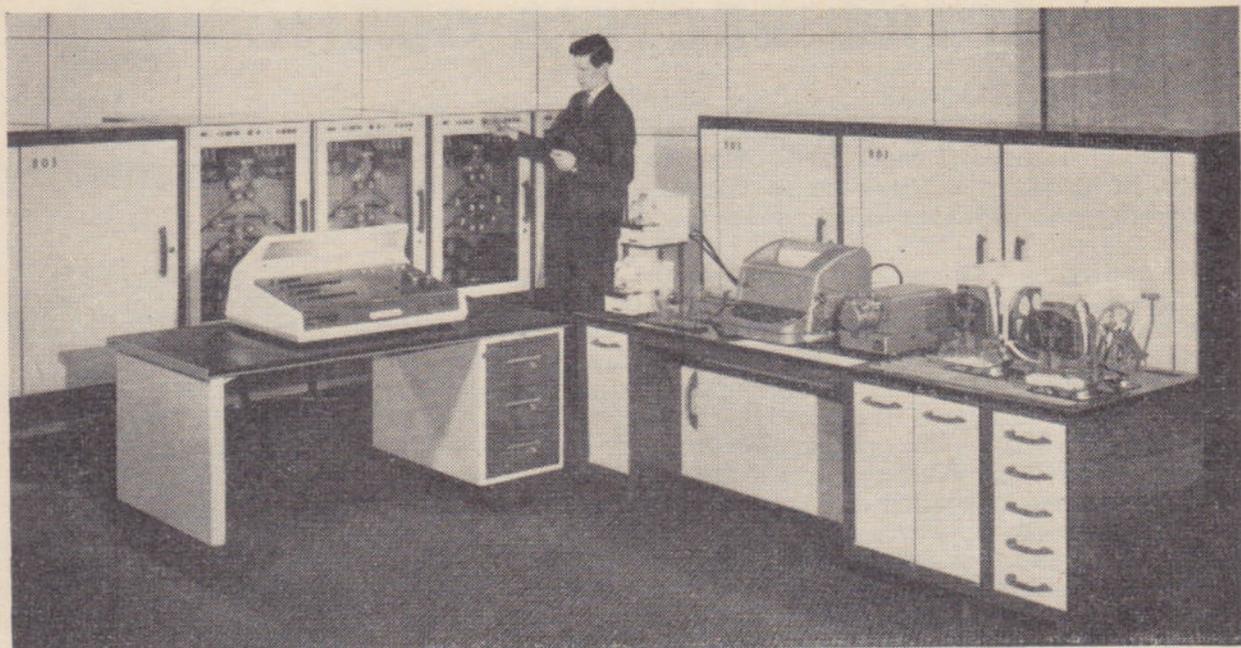
**R. C. Scott**, assistant general manager—cycle, radio and electrical.



**A. S. G. Priest**, divisional manager—cycle.



**N. F. Seabright**, general manager, sales.



## Brown's "Protective mantle"

Although the "small" motor-cycle and bicycle trader may appear to be a tiny part of retail distribution, as soon as he begins to buy from Brown Brothers he acquires the protective mantle of an organization which not only serves 70,000 retail outlets but also has 4,000 employees, all concerned with keeping the individual trader in business.

### Trade only

The service of Brown Brothers is to the trade alone. This is a cardinal principle from which the company has never deviated. Severe restrictions are imposed by Browns to ensure that its service is for and to the trade only.

Before a new account is accepted, the would-be customer must demonstrate that he is genuinely in the trade, offering an adequate service to the public from suitable premises.

Another feature that Brown

Brothers can offer is the sales promotion of new lines for manufacturers. There is no distributive network in the business so well able to introduce fresh products. Thousands of dealers in accessories and two-wheelers can be supplied quickly, effectively "blanketing" the entire country.

In view of their long association with the trade, Brown Brothers are in an excellent position to help dealers plan their depots for the maximum appeal to the public and lend valuable aid in the selection of lines to stock for quick turnover and biggest profits. By buying big and buying well, Brown Brothers can pass on to retail customers some of the proceeds of the goodwill built up with manufacturers over nearly 80 years of existence.

### Immediate credit

The stocks on the shelves of the local depots are there in greater variety than any re-

tailer could ever hope to emulate, even if he had far more working capital than is usual among independent traders. When Brown Brothers send out goods ordered by retailers, they provide immediate credit; subject to the local knowledge and discretion of branch managers, ways have often been found in the past of tiding motor-cycle and cycle retailers over rough spells.

### Least affected

In a time of changing values, in a business which has seen vast changes lately in control, management, personnel, policies and attitudes, the least affected of all suppliers in the motor-cycle and scooter business has been Brown Brothers Limited whose faith in its future well-being remains unshaken.

**MODERN ACCOUNTING MACHINERY** including a computer (above).

# SEVENTY THOUSAND CUSTOMERS AND A TURNOVER OF £28 MILLION

The Brown Brothers' organization is unique; there is nothing like it anywhere in the world. It has branches in major centres throughout the whole of the British Isles, including the Republic of Ireland.

In the storerooms of Brown Brothers, there are millions of pounds worth of goods, ensuring a stock that frees manufacturers' capital and permits retail traders to replenish their stocks promptly. Group turnover last year exceeded £28,000,000; all told, there are 70,000 customers on the books in the cycle, motor cycle, motor, electrical and allied trades.

## Instant success

All this started in 1889, when four brothers from Braintree, Essex, set up at 7 Great Eastern Street, the now familiar Brown Brothers' organization. The first address soon proved too small for bicycle wholesaling, so a move was made to 28-30, today the centre of the vast complex which forms the London headquarters of the company. In May, 1897, the concern became a limited company with capital of £250,000—an impressive step after only eight years.

In 1919, the business of James Thomson and Sons,

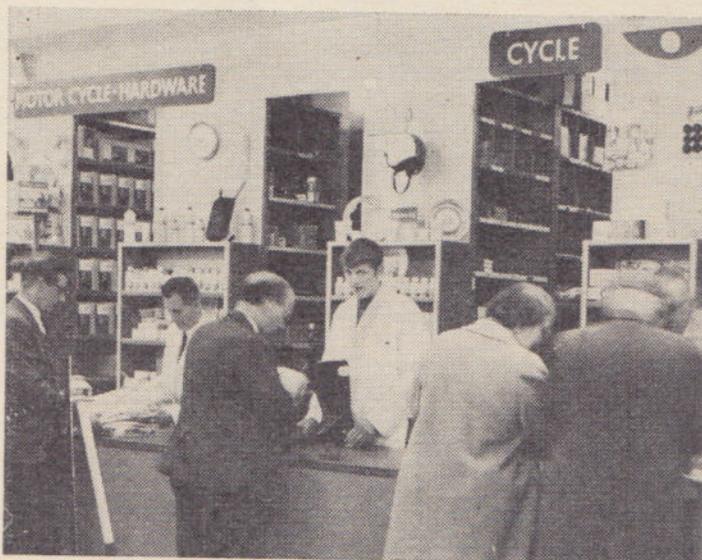
with Scottish, Northern England and Irish interests, was absorbed, and J. Albert Thomson became joint managing director.

## Men in charge

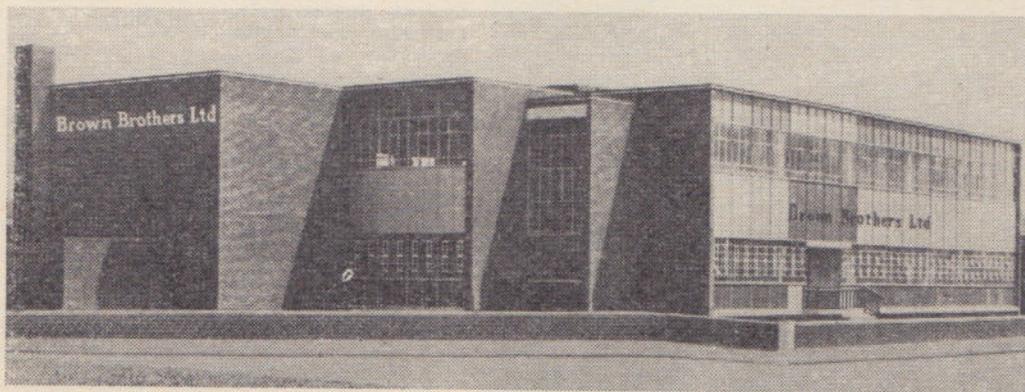
The present managing director, J. T. Masterton, has held office since 1952. The marketing director is E. G. Spearing, who joined Brown Brothers in 1946 after service in the RAF, and the general manager—sales, is N. F. Seabright. Activities of the cycle,

motor-cycle and hardware divisions are co-ordinated by R. C. Scott, an assistant general manager of the company and A. S. G. Priest, divisional manager.

**TWO-WHEELER GOODS ARE IN CONSTANT DEMAND:** (below) a scene from the busy trade counter of Thomson and Brown Brothers, Ltd., in Edinburgh.



**THE MODERN IMPOSING BUILDING** is the Oxford branch of Brown Brothers, Ltd., conveniently located on the Horspath Road light industrial estate, Cowley.



# THOSE AMAZING CATALOGUES!

Only careful perusal of the Brown Brothers' cycle and motor cycle catalogues can reveal what a wealth of knowledge and information they contain, what complete guides they are to all the accessories, components and fittings needed by the retailer; their scope is amazing.

Besides being utilitarian to the Nth degree, these catalogues are artistic, worthy of taking their place at the head of the wholesale trade literature of today.

The cycle catalogue, with its gentle green cover, has a distinction far beyond that normally reached in the business; the vivid red motor-cycle cover is equally arresting; and the lighter red of the hardware and camping catalogue also serves its purpose fittingly.

The compilation of these catalogues is a continuous process; when one is published, preparations start on the next. This is understandable. There is nothing else published in the trade today

by any wholesaler that matches in completeness, convenience and accuracy, the Brown Brothers' publications.

The cycle catalogue alone, of 88 pages, contains so many lines, mostly illustrated, all priced and keyed, that buying for the retailer is reduced to simplicity. It's all there, from steel balls to junior trikes, and including tyres.

## 96-pages

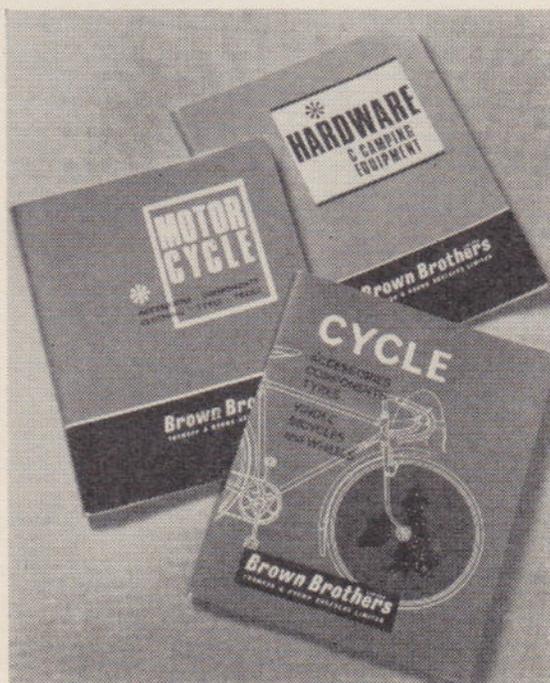
The motor-cycle catalogue runs to 96 pages and is, if possible, even more comprehensive. Turn to it for whatever items you like, (other than those obtainable only from the motor-cycle makers themselves), and you'll find something suitable.

In addition to accessories there are 16 pages of specialised components covering such items as bearings, brake linings, chains, gaskets, oil seals, valves and springs. Large shelf-stocks of these items covering the majority of popular motor

cycles are maintained, not only at the 34 main branches but also at the many specialised service depots which the company operates.

There is a good final selection of sensible equipment and tools (between pages 89 and 96) that should be compulsory reading for any "small" repairer who wants to keep abreast of the times without spending a fortune. It is just conceivable that somewhere there might be motor cycle, scooter and moped dealers who have not yet got copies of the BB motor cycle catalogue. They are well advised to apply for a copy immediately.

Even more fascinating than the other two mentioned is the hardware and camping equipment catalogue. The careful phraseology of the title should be noted; this isn't just a fairweather catalogue; it serves throughout the year, pointing the way to extra profits on sidelines that are quite readily obtainable from Browns. The pages devoted to camping equipment generally warrant a special study — tents, beds, sleeping bags, water carriers, cooking utensils etc. are all featured and in particular, Camping Gaz stoves, lanterns, cartridges and spares are fully described and illustrated. Brown Brothers Ltd., acts as sole distributor to the cycle and motor-cycle trades of Camping Gaz equipment and ample stocks are readily available at all the company's branches.



**THREE BOOKS STUFFED WITH GOOD LINES,** the current motor-cycle, hardware and cycle catalogues of Brown Brothers, Ltd., available to traders from all local branches.

## Do-it-yourself

Ever thought about selling paint-brushes for the Do-It-Yourself brigade? There are several ranges listed. What about vacuum flasks; surely, there's an extra bit of trade there, Or oil heaters? They're all there, together with a host of other lines.



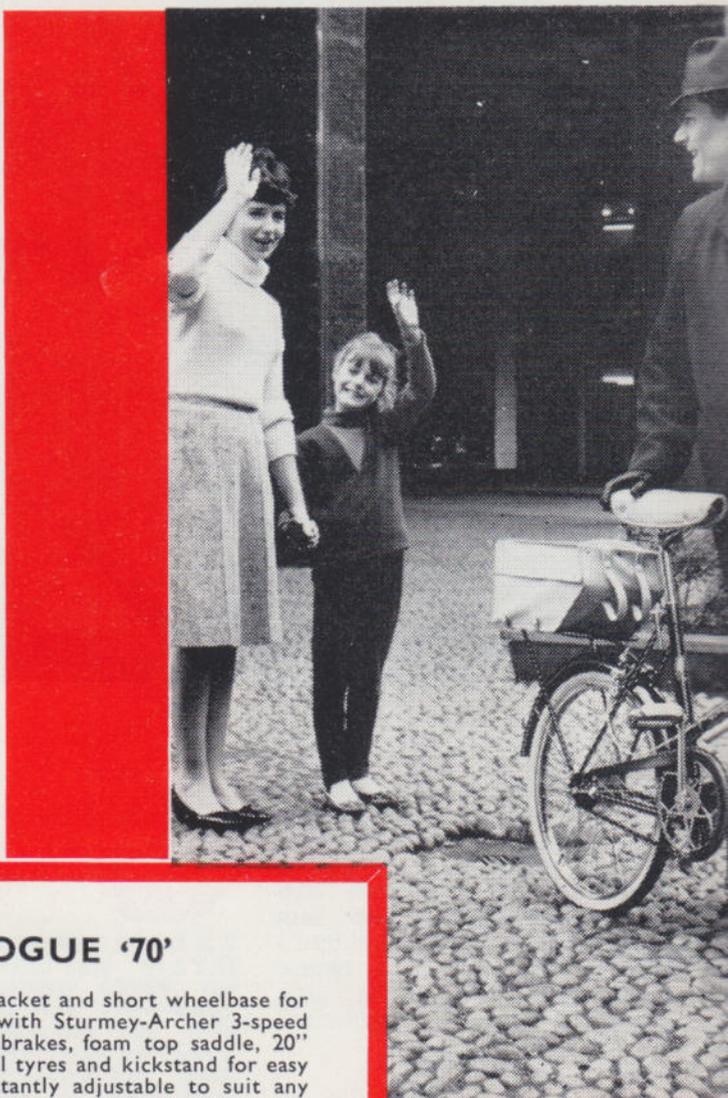
 **ROMAC  
INDUSTRIES  
LIMITED**

*wish*

**BROWN BROTHERS LIMITED**

*every success*

# Vi



## The New VINDEC VOGUE '70'

Modern styling with low bottom bracket and short wheelbase for safety and manoeuvrability. Fitted with Sturmey-Archer 3-speed gear, front and rear alloy caliper brakes, foam top saddle, 20" wheels with semi-balloon white wall tyres and kickstand for easy parking. Saddle and handlebars instantly adjustable to suit any rider aged 11 or 12 upwards. Special rear luggage carrier with large detachable holdall.  
Brilliant Flamboyant  
Ruby finish with White  
colour trim.

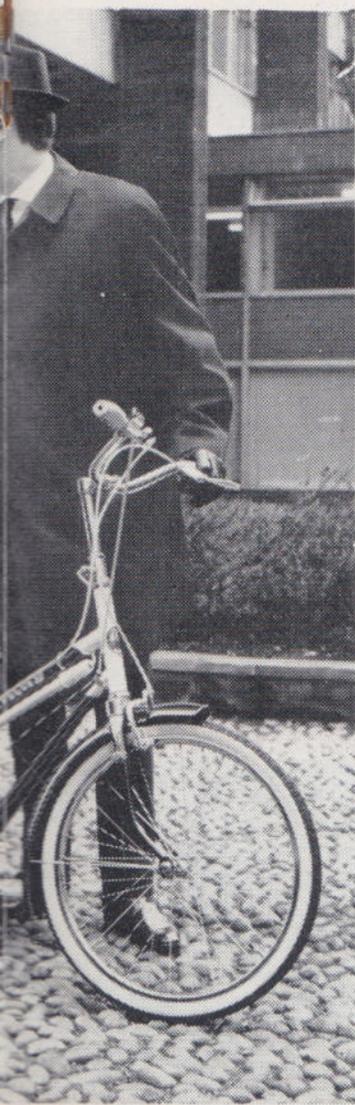
*Recommended retail*

# £25-11-6

BRANCHES THRU

# ndec

Regd



## **BICYCLES** *for STYLING* *RELIABILITY* *AND VALUE*

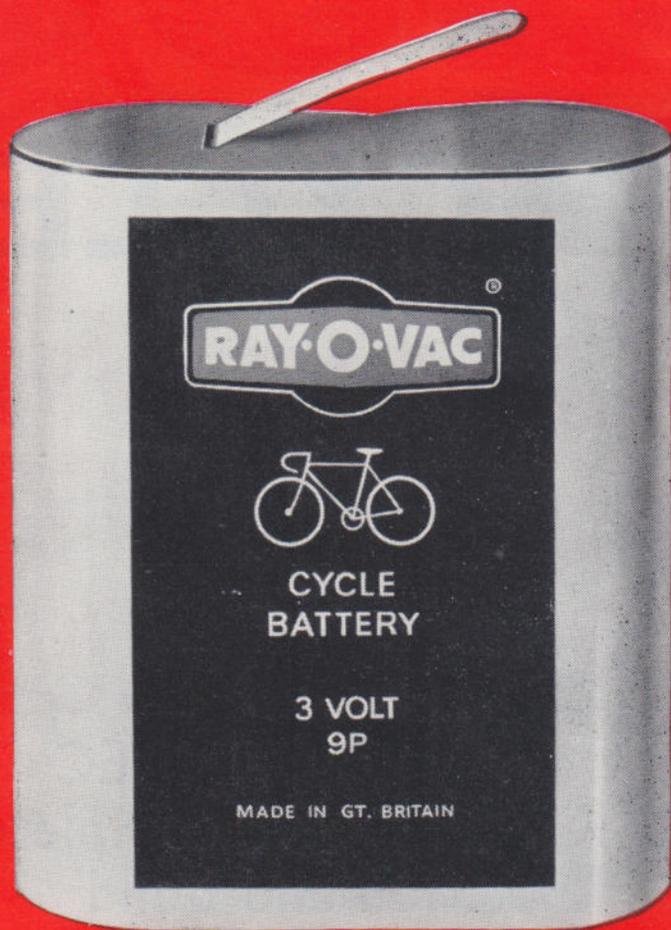
In every way VINDEC BICYCLES give complete satisfaction and build customer goodwill.

See how easy it is to <sup>TM</sup>clinch <sup>TM</sup>a sale with VINDEC.

THROUGHOUT THE COUNTRY

**Brown Brothers** LIMITED  
THOMSON & BROWN BROTHERS LIMITED

Ray-O-Vac do it again with the  
**PLASTIC CASED CYCLE BATTERY**



*Smart blue-and-yellow plastic case gives rigidity not possible with old paper casings.*

*Conforms to BSS. Fits all standard cycle lamps.*

*Plastic case greatly extends period of protection for lamp equipment.*

*Service life is second to none.*

**and with all these advantages the 9P doesn't cost a penny more!**

Paper-cased cycle batteries have had their day! Ray-O-Vac replaces them with an entirely new concept in batteries: the plastic-cased 9P. It makes so much sense it will sell and sell and sell. Be sure—very sure—of your stocks: contact your wholesaler NOW!

LIST PRICE

**1/6**



TREORCHY · S. WALES

PENTRE 3273/4/5

# MAJOR SOURCE FOR BICYCLES

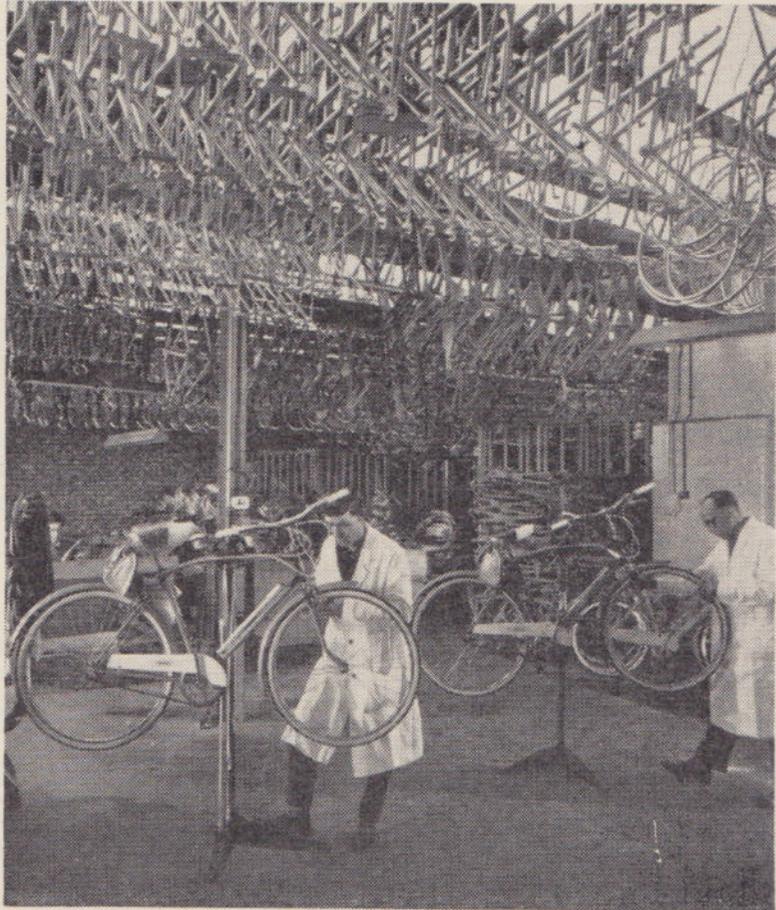
## Rising popularity of Vindec

As the number of sources of supply of new bicycles has gone down in recent times, so has the number of dealers drawing cycle supplies from Brown Brothers Limited increased. While others have been closing down local depots, the distributive network set up by Brown Brothers from Inverness to Plymouth, and from Belfast to Chatham, has assumed far greater importance as a source of supply.

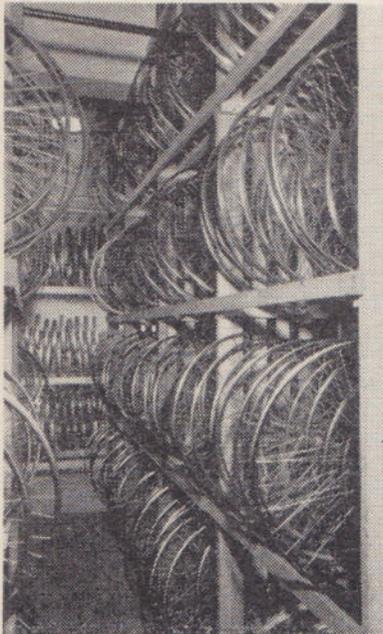
Instead of trying to stock extensive ranges of several marques of bicycle, with consequent slow turnover and much capital laid up, dealers have been taking a bigger interest in the comprehensive range of Vindec machines that can be bought from any of the local branches.

### Every need

Vindec bicycles cater for every modern cycling need and are reliable, very attractively finished and competitive in price. Indeed, some dealers



**WHEELS ARE SPECIALITIES** of Brown Brothers. Stocks of all sizes are kept at all depots (left). Trade customers have also ample supplies of Vindec bicycles on which to draw. A modern works ensures regular deliveries.



have found it economical and profitable to concentrate on Vindec sales, particularly in the pre-Christmas period, which has replaced pre-Easter as the retail trade's boom-time.

A particular advantage about stocking and selling Vindec bicycles is that when there is a rush on any model or models, and the dealer runs right out (as he can readily do with the modern Vindec range), stocks can be replenished most promptly from the local Brown Brothers' depot. Because there is a minimum of handling, machines collected from the

depots, or delivered in Browns' own vans, reach the trader in protective wrappings that keep finishes unscathed and frames and fittings undamaged—a big point for the busy dealer who wants to satisfy an urgent order, perhaps to a fastidious customer.

The 1966-67 range of Vindec bicycles is probably the finest ever offered by Brown Brothers. Models in the range are now in stock at the depots. Dealers drawing cycle supplies can obtain most persuasive illustrated folders,

*(Continued on page 22)*



# Vindec price list

Recommended  
retail price  
(inc. PT and  
surcharge)

Model	Recommended retail price (inc. PT and surcharge)
	£ s d
AW 3-speed (wide ratio) with trigger	2 13 3
VI Atlantic Tourist (Gent's) .....	19 13 0
V2 Atlantic Tourist (Lady's) .....	19 13 0
With SA gear and dynohub	25 7 0
V5 Vogue "70" small wheel .....	25 11 6
V10R Royal Albert, Black (Gent's) ...	16 19 9
V11R " " Black (Lady's) ...	16 19 9
V10C " " Black (Gent's) ...	16 19 9
V10C " " Burgundy (Gent's) ...	17 7 6
V11C " " Black (Lady's) ...	16 19 9
V11C " " Burgundy (Lady's) ...	17 7 6
V23 Speedwing 25 (Gent's) .....	23 9 0
V23A Speedster Special Sports (Gent's)	19 3 0
V28 Speedster Junior Sports (Boy's)	17 15 0
V29 Speedster Junior Sports (Girl's)	17 15 0
V33 Minor (Boy's) .....	15 17 0
V34 Minor (Girl's) .....	15 17 0
V35 Kiddies Cycle .....	14 3 6
V36 Hornet (Youth's) .....	18 2 6
V37 Bambi Cycle .....	15 3 9
VT15 Tricycle .....	13 19 0

## Vindec stocks—continued

and also separate retail price-lists. A cordial invitation is given by Brown Brothers Limited to visitors to the 1966 Earls Court Show to call at the company's stand (No. 223) and examine and order the bicycles displayed. Full trade discounts are available on all models.

Leading the 1966-67 Vindec range of bicycles is the newly-introduced Vogue 70, which may fairly be called the most handsome of the orthodox (i.e. unsprung) small-wheelers now being offered to the trade. It is realistically priced and is suitable for everyone, male or female, from the age of 11 upwards. It is easy to propel and control and marks a notable step forward in small-wheelers, being graceful, practical and without frills.

With Christmas demand already being felt, the Vindec Kiddies and Bambi bicycles, for young riders, and the Vindec juvenile tricycle, with 16in pneumatic tyres, are models that the trade should be snapping up now for the busy days ahead.

There are three models for older children, the Hornet, Speedster and Minor, while for utilitarian and club sales there are the Atlantic Tourist, the Royal Albert light roadster, the Speedwing 25 and the Speedster.

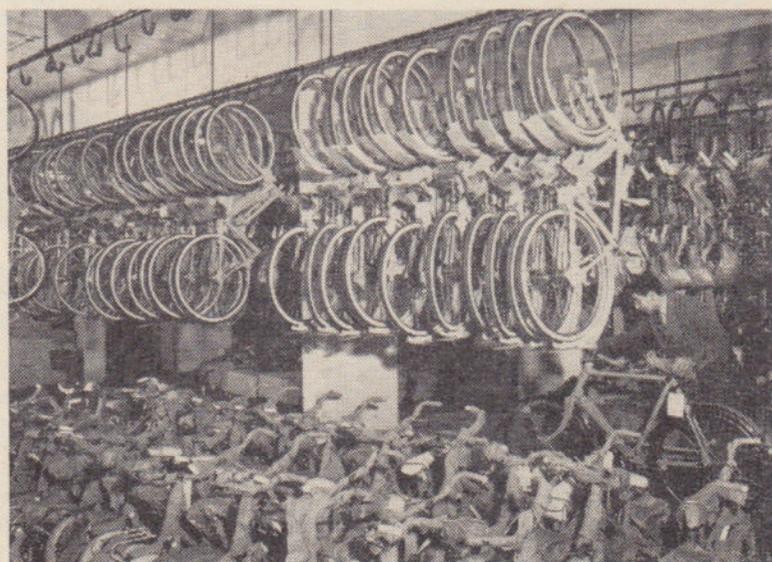
The Vogue 70 small-wheeler has already scored a hit (above).

In whatever part of Britain the trader does business, stocks of bicycles such as these await his orders (below).

## Additional equipment

On single-speed models

	Price (Inc. PT)
	£ s d
AW 3-speed (wide ratio) with trigger	2 13 3
AW 3-speed (wide ratio) with twist grip control	2 16 4
Benelux Mark 7 4-speed derailleur $\frac{3}{8}$ " in chain	2 10 2
Benelux Mark 7 5-speed derailleur $\frac{3}{8}$ " in chain	2 12 9
AG (Dyno Three) rear Dynohub and wide ratio 3-speed trigger control	5 2 0
AG (Dyno Three) rear Dynohub and wide ration 3-speed twist grip	5 5 0
GH6 front Dynohub .....	3 0 9



The modern-style  
Leeds depot of  
Brown Brothers.

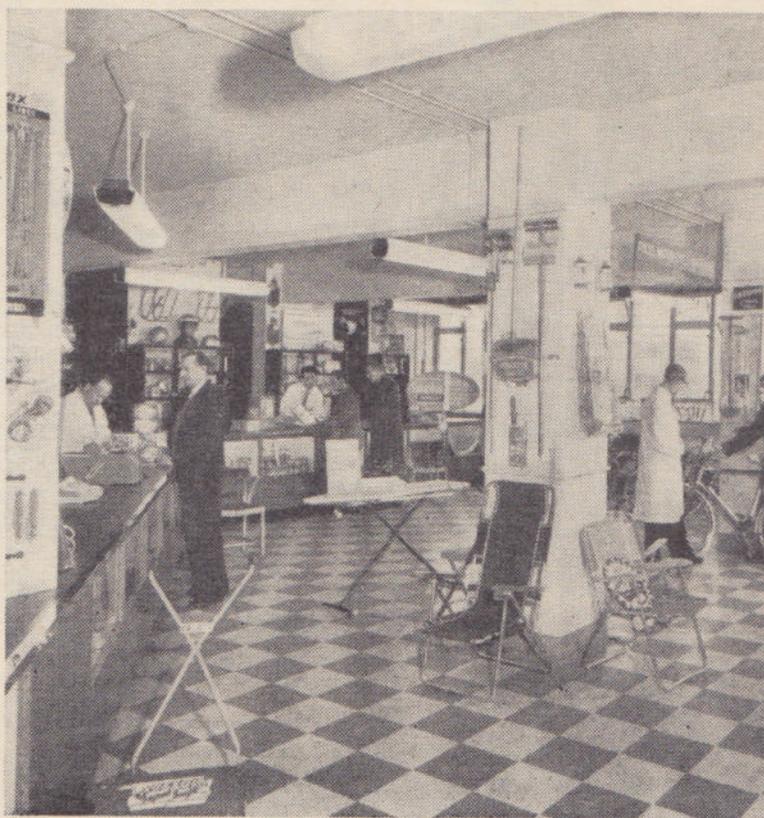


## Network of branches

MECCA OF LONDON CYCLE TRADERS—The showroom and counters at Great Eastern Street.

In recent times, Brown Brothers Limited has opened several new branches and re-housed others in new purpose-built premises. These branches are models of all that wholesale depots should be: accessible, businesslike in appearance, carefully planned, so that visiting dealers waste no time in getting to appropriate departments. They are very well stocked and manned by efficient and courteous staff.

A typical modern Brown Brothers' depot is to be found in Regent Street, Leeds, in the heart of the industrial West Riding and serving a total of more than 2½-million people. The Leeds depot has a total floor area of 30,000 square feet, a frontage of 120 feet and ample parking facilities. Cycle accessories at Leeds are housed on the first floor, with radio and electrical goods. Regular deliveries by van are made to the western limits of the West Riding and to York in the East.



# Brown Brothers network



■ MAIN DISTRIBUTION DEPOTS

ABERDEEN	LEEDS
ACTON	LEICESTER
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SWINDON
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# Main depots, addresses, telegraphic references and telephone numbers

**ABERDEEN:** 10, Whitemyres Avenue, Mastrick, Telegrams: Accessory, Aberdeen, Telephone: Aberdeen 41271.

**ACTON:** The Vale, London, W.3. Telegrams: Imbrowned, London, W.3. Telephone: Shepherds Bush 5511.

**BELFAST:** 191, Ormeau Road, 7. Telegrams: Imbrowned, Belfast. Telephone: Belfast 30474.

**BIRMINGHAM:** 120-129, Bromsgrove Street, 5. Telegrams: Imbrowned, Birmingham. Telephone: Midland 6572.

**BOURNEMOUTH:** Sharp Road, Parkstone, Poole. Telegrams: Vindec, Poole. Telephone: Parkstone 5671.

**BRISTOL:** 93-97, Victoria Street, 1. Telegrams: Imbrowned, Bristol. Telephone: Bristol 292051.

**CARDIFF:** Frederick Street. Telegrams: Imbrowned, Cardiff. Telephone: Cardiff 27261.

**CARLISLE:** Willowholme Industrial Estate. Telegrams: Accelerate, Carlisle. Telephone: Carlisle 25442.

**CHATHAM:** 9, Clover Street. Telegrams: Imbrowned, Chatham. Telephone: Medway 46141.

**CROYDON (EAST):** Cherry Orchard Road. Telegrams: Vindec, Croydon. Telephone: Croydon 4411.

**DUBLIN:** 35, Lower Abbey Street, 1. Telegrams: Imbrowned, Dublin. Telephone: Dublin 46761.

**DUNDEE:** 80, North Lindsay Street. Telegrams: Factor, Dundee. Telephone: Dundee 22651.

**EASTBOURNE:** Faraday Close, Brampton Road Trading Estate, Hampden Park. Telegrams: Vindec, Eastbourne. Telephone: Eastbourne 52261.

**EDINBURGH (Scottish Head Office):** 83, Pitt Street, 3. Telegrams: Accelerate, Edinburgh. Telephone: Waverley 5301.

**GLASGOW:** 588-598, Lawmoor Street, C.5. Telegrams: Accelerate, Glasgow. Telephone: South 4801.

**HULL:** Francis Street. Telegrams: Vindec, Hull. Telephone: Hull 29851.

**INVERNESS:** 55-67, Castle Street. Telegrams: Accelerate, Inverness. Telephone: Inverness 32604.

**LEEDS:** Regent Street, 2. Telegrams: Imbrowned, Leeds. Telephone Leeds 30481.

**LEICESTER:** P.O. Box No. 61, 64, Mansfield Street. Telegrams: Imbrowned, Leicester. Telephone: Leicester 21715.

**LIVERPOOL:** 110-114, Duke Street, 1. Telegrams: Imbrowned, Liverpool, 1. Telephone: Royal 8666.

**LONDON (Head Office):** Great Eastern Street, E.C.2. Telegrams: Imbrowned, London, E.C.2. Telephone: Shoreditch 4321.

**MANCHESTER:** 10, Irwell Street, Salford, 3. Telegrams: Imbrowned, Manchester. Telephone: Blackfriars 2472.

**NEWCASTLE UPON TYNE:** Carloliol Square, 1. Telegrams: Distribute, Newcastle on Tyne. Telephone: Newcastle 20631.

**NORTHAMPTON:** Browns Way, Bedford Road. Telegrams: Vindec, Northampton. Telephone: Northampton 36351.

**NORWICH** 4-6, Heigham Street, Nor 55K. Telegrams: Imbrowned, Norwich. Telephone: Norwich 28266.

**NOTTINGHAM:** Huntingdon St. Telegrams: Vindec, Nottingham. Telephone: Nottingham 55071.

**OXFORD:** P.O. Box No. 11, Horspath Road, Cowley. Telegrams: Vindec, Oxford. Telephone: Oxford 77331.

**PLYMOUTH:** Martin Street. Telegrams: Imbrowned, Plymouth. Telephone: Plymouth 62014.

**PRESTON:** Margaret Street, North Road. Telegrams: Imbrowned, Preston. Telephone: Preston 58101.

**READING:** P.O. Box No. 33, 71-73, Caversham Road. Telegrams: Tyredom, Reading. Telephone: Reading 53031.

**SHEFFIELD:** Hill Street, 2. Telegrams: Imbrowned, Sheffield, 2. Telephone: Sheffield 78181.

**SOUTHAMPTON:** Marsh Lane. Telegrams: Imbrowned, Southampton. Telephone: Southampton 25055

**STOKE-ON-TRENT** 10-16, Howard Place, Shelton. Telegrams: Vindec, Stoke-on-Trent. Telephone: Stoke-on-Trent 22166.

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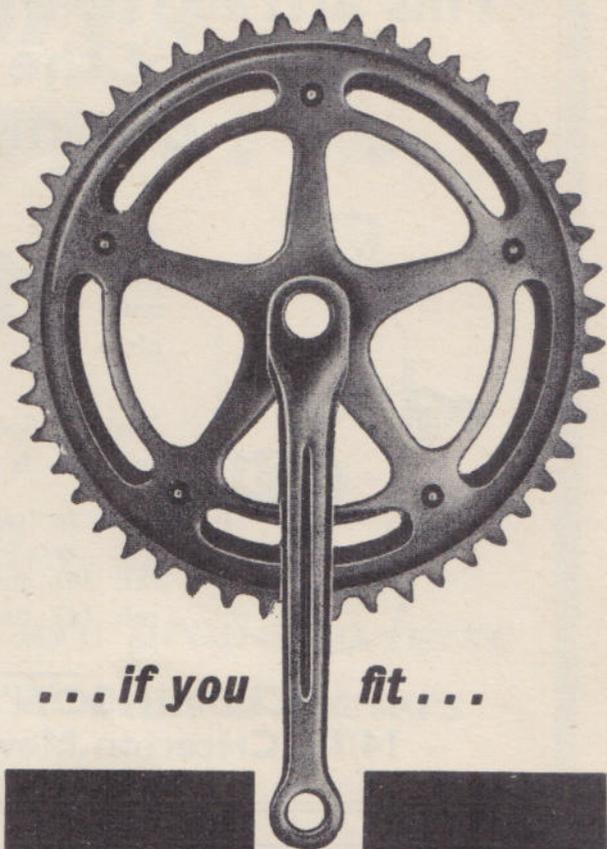
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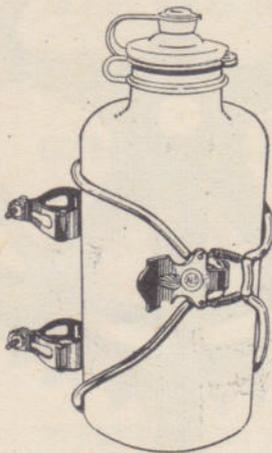
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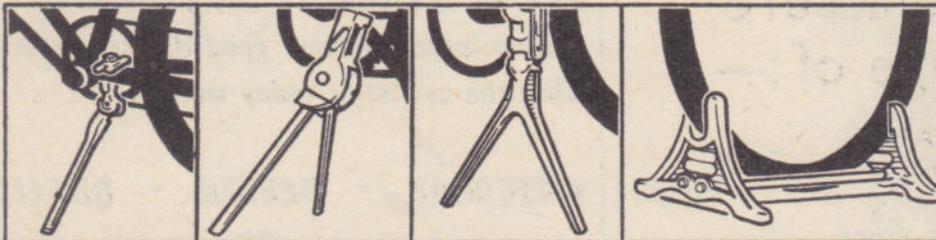
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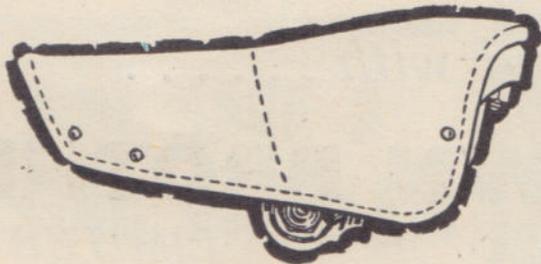


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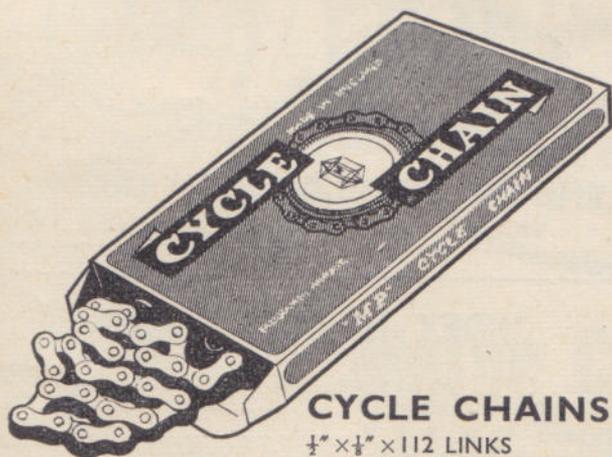
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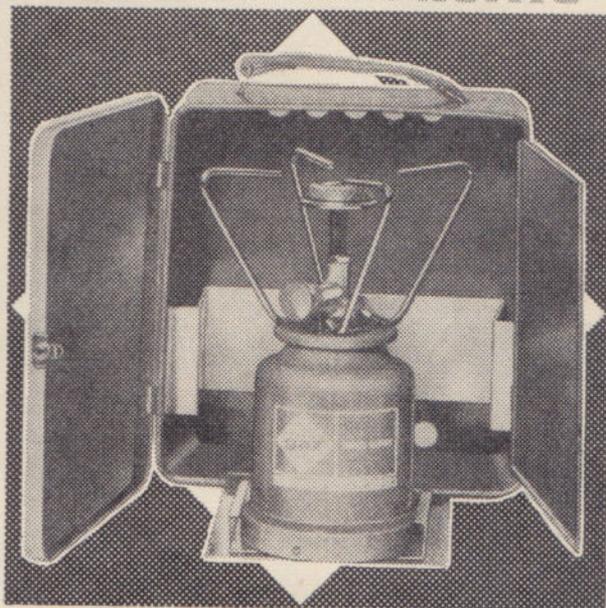
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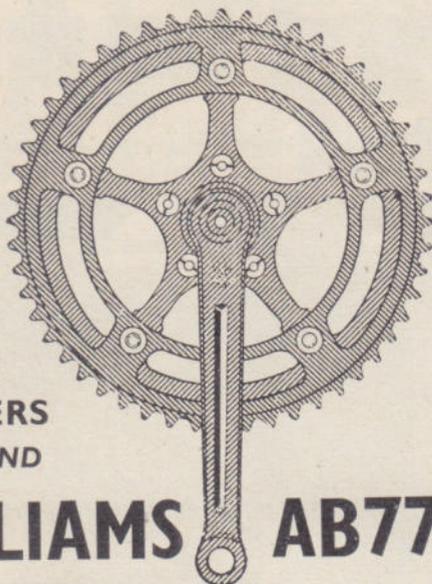
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