

DAYTON-DUNKLEY TRADE SHOWROOMS IN LONDON

New capital in both companies

The largest motor-scooter and bicycle trade showrooms in the country have just been opened at 94 Archway Road, Highgate, London, by the recently re-organized Dayton Cycle Co. Ltd.

The new showrooms include an extensive spares and service department, where a skilled team of mechanics is permanently on duty. The showrooms are to be shared by Dayton and Dunkleys Products Ltd. The controlling interest of both firms is now vested in a holding company, of which Patrick Matthews (whose business interests range from hire-purchase to a chain of do-it-yourself shops) is the managing director. Other members of the board are Dr. N. Mayer Green (chairman) and Ronald Grew.

The re-organization took place a month ago, and the production lines of the Dunkley scooter, and all the affairs of the company are in the process of being transferred to the Dayton premises at Park Royal. There, they are being produced alongside Dayton motor scooters and bicycles in the extensive and recently modernized works.

Patrick Matthews said: "Our present aim is to develop and increase the production of both companies side by side. At a later date, we may well fuse the activities of the two companies into one, but our chief aim at the moment is to increase production as soon as possible."

The Dunkley Popular scooter, with its 50 c.c. four-stroke engine, is the cheapest motor scooter on sale in Britain to-day—the price being £77 11s. 1d. including purchase tax. Other models in the Dunkley range are the Whippet, Whippet Sports, Popular Major and the S65.

The Dayton Cycle Co. Ltd. produced the first all-British motor scooter after the war, and the Albatross twin, which sells for £235, and the single, which sells for £210, are most luxurious motor scooters. The new addition to the range is the Dayton Flamenco with its 173 c.c. two-stroke engine, a maximum speed of 50 m.p.h. and superb brakes.

Mr. Matthews said: "One of the chief aims is to step up the production of the Flamenco to meet the flood of orders and enquiries that has already come in. All of us concerned with this machine are convinced it is a world-beater."

In the course of the recent re-organization of Dunkleys Products Ltd. and the Dayton Cycle Co. Ltd. extensive new capital has been brought in. F. Durman, the joint managing director of the Dayton Cycle Co. Ltd., has resigned his position, and is no longer taking any active part in the direction of the company's affairs. The only resignation from the Board, says the company, is that of Mr. Durman; P. Matthews is now sole managing director.

BICYCLE REAR LIGHTS

—IA explanatory statement

The following statement has been issued by the British Cycle and Motor Cycle Industries' Association Ltd.:

At a recent meeting of manufacturers of cycle lighting sets and lamps held at the headquarters of the Industries' Association in Coventry, it was agreed that it was desirable for steps to be taken to clarify the position in the trade in regard to the new order affecting cycle rear lights (Road Vehicles Lighting (Amendment) Regulations, 1958).

These Regulations require rear lights carried on bicycles purchased on or after April 1, 1959, to comply with the technical requirements laid down in BS2516. It is clear, however, that the regulations do not affect lights carried on bicycles purchased prior to April 1, 1959, and there is therefore no objection in law as we understand it to the continued sale by the trade after April 1 of lamps which do not bear the mark BS2516, the onus being on the purchaser not to fit such lamps to machines purchased on or after April 1, 1959.

This statement represents the IA's official view of the new regulations as they affect the retail cycle trade, and has been issued by its Public Relations Officer.

Statement

S. R. Bennett, general manager of Feridax (1957) Ltd., of Birmingham, states that he has no connection with any other company in the motor-cycle trade.

Motor Cycle & Cycle TRADER

Founded 1895

TRADER PUBLISHING CO. LTD.
DORSET HOUSE, STAMFORD STREET,
LONDON, S.E.1

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Grams: "Cycle Trader, Sedist, London."

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Subscription home and overseas: £1 8s. 0d. per annum (16s. 6d. plus 11s. 6d. postage). Single copies, by post, 1s. 6d.

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