

# Delite

**14 TEETH**

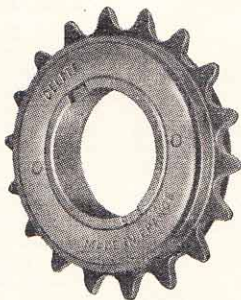
**JUNIOR FREEWHEEL**

**4/6d.** *suggested retail*

*Bubblepacked on cards in  
the same way as the popular*

**18T FREEWHEEL**

**6/11d.** *suggested retail*



*NEW*

**Delite**



**CYCLE CHAIN**

$\frac{1}{2}$  x  $\frac{1}{8}$  x 112 *Links*

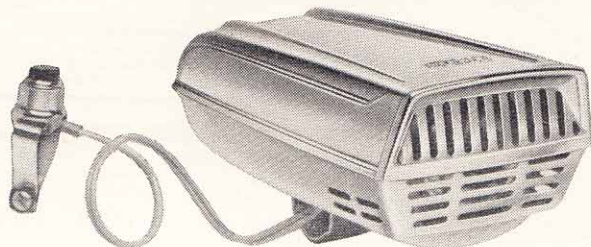
Five Star Value

- ★ **NEW** presentation in polythene containers.....  
*to aid SALES*
- ★ **NEW** attractive header card for display .....  
*to help SALES*
- ★ **NEW** superior quality chain .....  
*to support SALES*
- ★ **NEW** suggested R.S.P. **6/6d.** .....  
*to stimulate SALES*
- ★ **NEW** liberal discounts .....  
*to improve PROFITS*

*You've got to HEAR it, to believe it!*  
*The NEW*

# Delite

HOOTER No. 707



13/11d *suggested retail*

*No discordant blare  
but a musical air.  
The tone that will cheer  
your customer's ear  
will send your sales soaring  
in tune with its roaring.  
The stocks are now ample  
so ask for a sample.*

# Delite

*Introducing the new . . .*

T/16R



SPEEDOMETER

*Suitable for*

**Raleigh RSW16**

*with special new driving gear*

*Suggested retail*

**42/-**

*Supplies now available  
from your usual factors*



# Delite

*Introducing the new . . .*

T/16R



SPEEDOMETER

*Suitable for*

## Raleigh RSW16 & Compact

*with special new driving gear*

*Suggested retail*

**42/-**

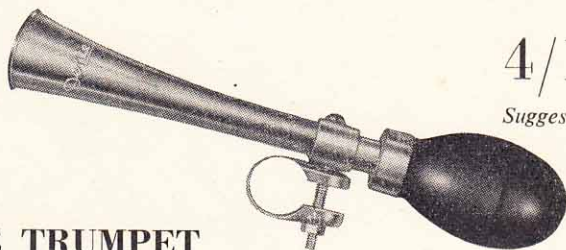
*Supplies now available  
from your usual factors*



# Delite

Introducing

## BULB HORNS



4/11d

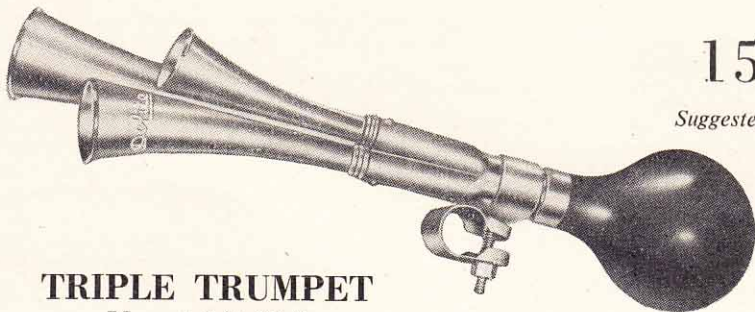
*Suggested R.S.P.*

### SINGLE TRUMPET

No. 106/3904

Overall length 8"

*Highly polished, Chromium plated  
Complete with handlebar fixing bracket*



15/-

*Suggested R.S.P.*

### TRIPLE TRUMPET

No. 19/1000

Overall length 12"

*Highly polished, Chromium plated  
Complete with handlebar fixing bracket*

# Delite



## CYCLE CHAIN

$\frac{1}{2} \times \frac{1}{8} \times 112$  LINKS

*Sells itself  
on VALUE  
alone*

and to stimulate your profits—

### OUR SALES AIDS

include:—

*NEW* presentation in polythene containers—to aid SALES

*NEW* attractive header card for display—to help SALES

*NEW* superior quality chain—to support SALES

*NEW* suggested R.S.P. **6/-**

**FOR  
YOU**

NEW liberal discounts to improve PROFITS

### DELITE ACCESSORIES LTD.

146A, Wardrobe Court, Queen Victoria Street, E.C.1.

**DO  
YOU  
KNOW**



*That the price of our Cycle Rear Lamp*

**No.814**

*has been REDUCED to*

**6/6d.**

*That this is the only Rear Lamp at present  
on the market conforming to the new*

**B.S.3648**

*for greater safety.*

*That this is one more example of the  
leadership of*

***Delite Accessories***



# Your first TEN YEARS

of suffering . . . . .

# Delite

are over  
TRADE MARK

*\*The time has come the muses said*

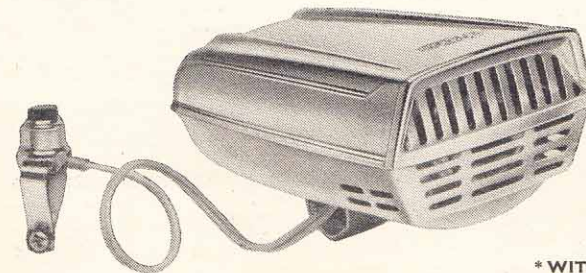
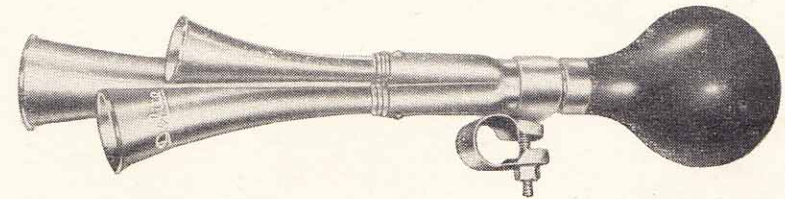
*To talk of noisy things . . . . .*

*. . . . . Of honking horns and sirens loud  
And hooters fit for kings . . . . .*

*. . . . . In years gone by  
(TEN to be sure),  
Our products beamed at night  
With dynamos and  
Speedos, too  
We served you with . . . . .*



*. . . . .* **Delite** TRADE MARK



*\* WITH APOLOGIES TO LEWIS CARROLL*

25

# Delite

TRADE MARK

## DYNAMO SETS were distributed as prizes for the BIRTHDAY COMPETITION of "Cycling"

Some of the winning entries of slogans

featuring **Delite Accessories** were:

"For accessories you can trust.  
Delite is a must."

A. Sparkes (Mr.)  
Oare, Wilts.

"Delite—what a bright idea."

David C. Handicott,  
Clapham, S.W.4.

"De Lite to lite de way"

J. F. Comley,  
Oakham, Worcs.

"Dark night bright light, light.  
True cyclist's delight, Delite."

F. W. Harris,  
Bletchley, Bucks.

"Be switched on, an' go,  
With a "Delite" Dynamo."

Roger A. Edwards,  
Beighton, Yorks.

"Dull light? Buy Delite  
and be bright."

J. A. Wright,  
West Hammingfield,  
Essex.

"Invest in a Delite  
and ride safe day and night."

Howard Walmsley,  
Blackburn, Lancs.

"If you're late home at night,  
you need a Delite."

Response from thousands of cyclists all over the  
British Isles was quite unexpected.

TAKE SOME "sound" ADVICE

FROM

*Delite*

*and increase your sales  
with the new*

**BUGLE HORN  
No. 9**

**Stand No. 181**

INT. CYCLE & MOTOR CYCLE  
SHOW,  
EARLS COURT,  
LONDON.

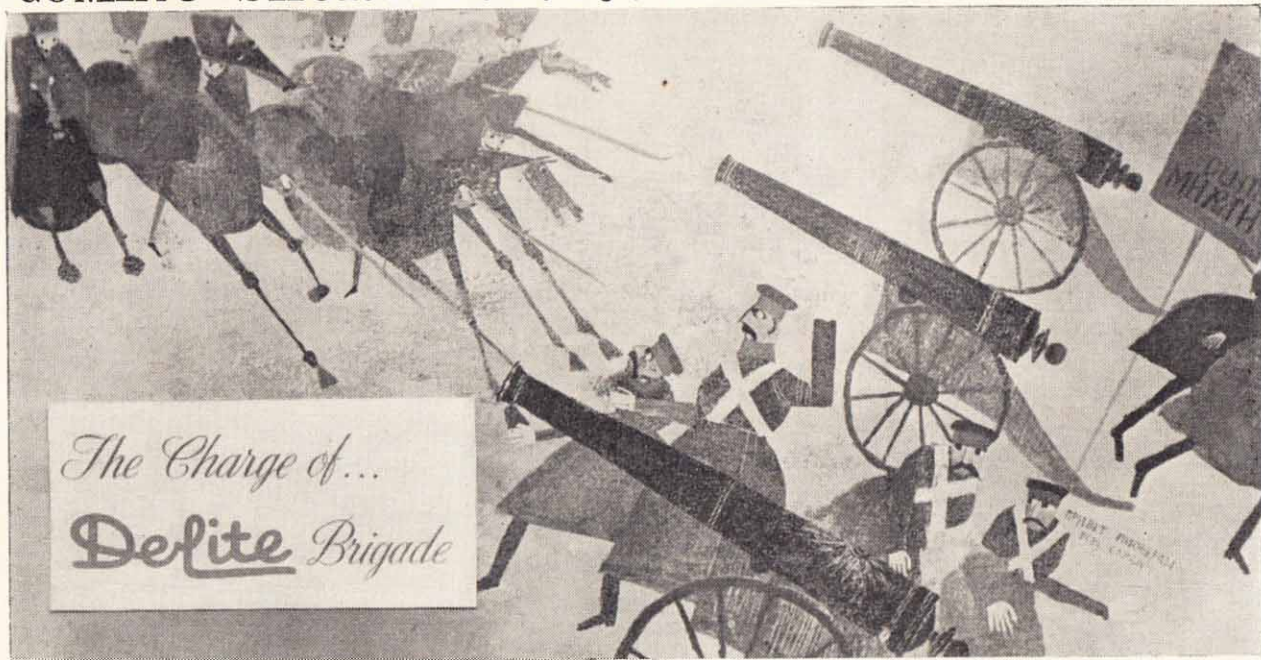


BRASS,  
HIGHLY POLISHED,  
CHROMIUM PLATED.

suggested retail price **17/6d.**

COMPLETE WITH HANDLEBAR FIXING BRACKET

**COMING SHORTLY.....**



*Showing Daily 10 a.m. to 9.30 p.m. on Stand No. 181*

**INTERNATIONAL CYCLE & MOTOR CYCLE SHOW  
EARL'S COURT, LONDON  
1966**

*Presented by*

***Delite Accessories***

# Delite

are "Miles Ahead"

again . . .

## CYCLOMETER

For 16", 20", 24", 26" and 27" wheels.

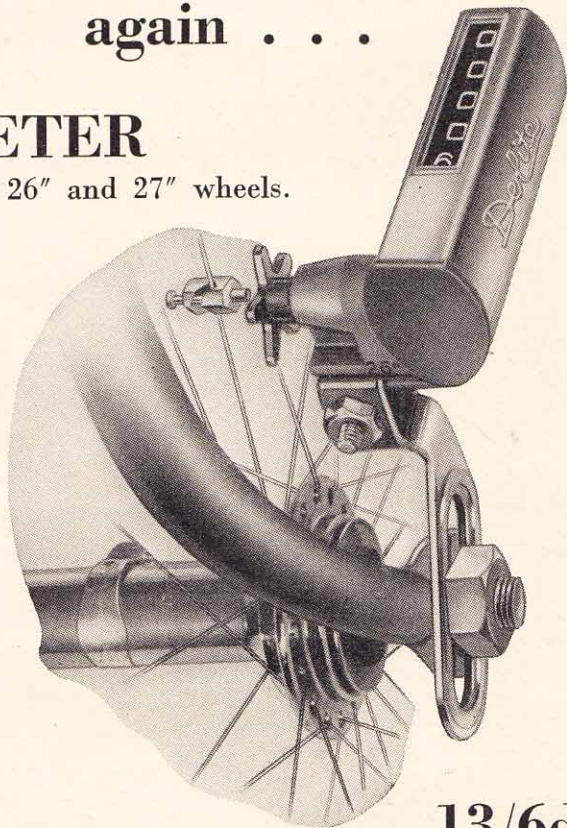
*Revolutionary  
Design*

Full Instructions and

**12 MONTHS'**

**GUARANTEE**

with each set.

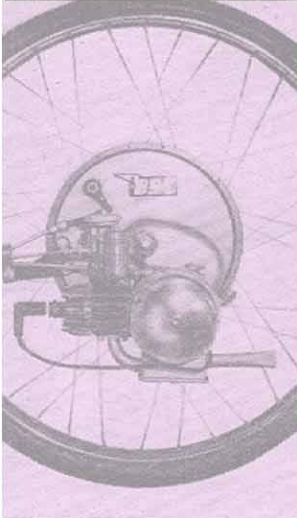
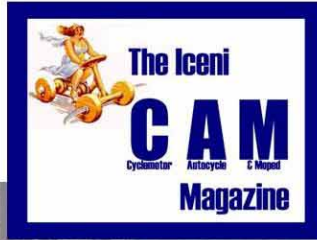


**13/6d.**

Now available from your wholesaler.

Suggested R.S.P.

# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)