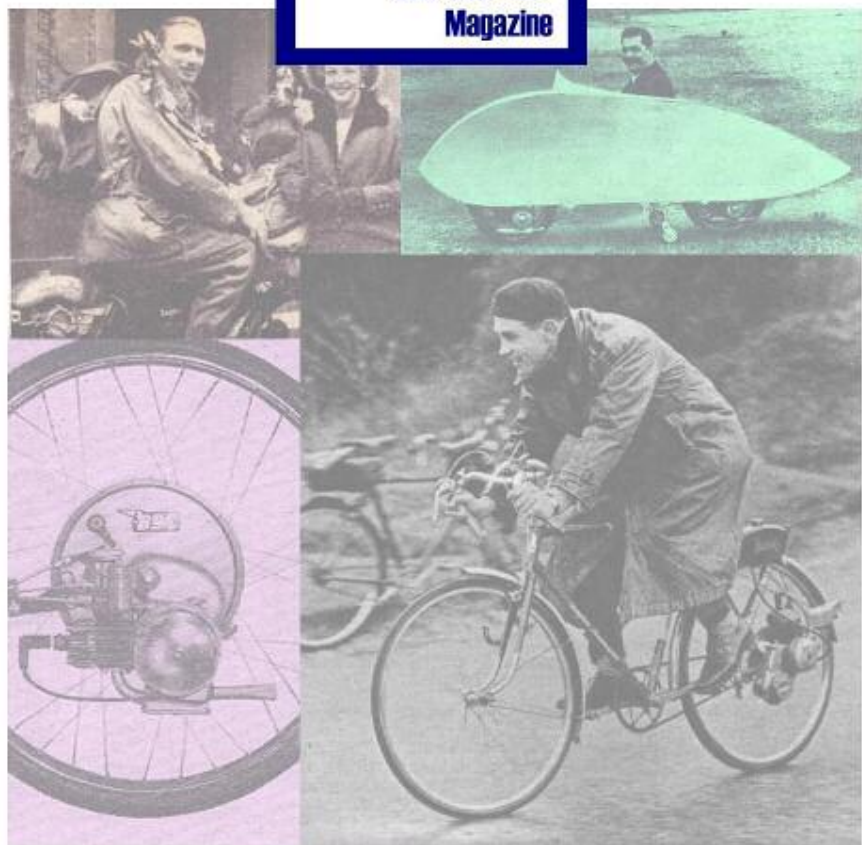


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the **NEW** firm . . .

. . . with familiar faces.

# TRUSTY

MANUFACTURING CO. LTD.



Yes, the familiar faces of Mr. Joe Levy, his brother Mr. Leslie Levy and their former colleagues at Aberdale, Mr. W. A. R. Bown, Mr. A. B. Kay, Mr. L. C. Hart, Mr. E. Silk and Mr. T. R. Rhodes have launched a new company for children's pavement cycles. This company has one aim:— UNRIVALLED SERVICE IN QUALITY PRODUCTS AT THE RIGHT PRICE.

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## TRUSTY COMPANY TO MAKE CHILDREN'S CYCLES

*Chairman is J. Levy, supported by other well-known personalities: Production area of over 9,000 square feet*

New chairman — Joe Levy.

A NEW manufacturing concern specializing in the production of junior bicycles and pavement cycles is the Trusty Manufacturing Co. Ltd., of Edmonton, London, N.18. Although the company is new, the directors and executives are very well-known in the industry and have had wide experience.

Chairman of the firm is J. Levy, who until January of this year was managing director of the Aberdale Cycle Co. Ltd. Mr. Levy, in an interview with the "Trader", remarked that his association with Aberdale ended on a happy and pleasant basis, and he hoped that the many acquaintances he made during that period would be continued. He had an especial high regard for T. J. Boulstridge.

Mr. Levy emphasized that the aim of the Trusty concern was to offer first-class products at competitive prices, and to give a personalized quality service to the dealer. When one observes Mr. Levy's extensive experience and understanding of the industry there is little doubt that the aim will be achieved. He has been connected with the trade since the age of

14, when he joined the Aberdale company, which was founded by his late father in 1919.

Two years later, he was to be seen 'on the road' with his bicycles on a wheel-barrow! Not to be denied success he became sales man-



Above: A corner of the assembly shop showing work proceeding on a balloon-tired junior model.



Left: A section of the Trusty frame and mudguard stock.

ager at 23, and in 1941 he took over the position of managing director. It was shortly after the war that Mr. Levy was personally responsible for the design and introduction of the car-type boot for Gresham Flyer tricycles, an innovation which proved an outstanding success.

In October, 1954, the Aberdale concern was acquired by Tube Investments Ltd. and Mr. Levy continued as managing director until recently.

### Company's directorate

Giving strong directorial support to J. Levy in his new venture are his brother Leslie Levy (managing director), W. Bown (works director), and A. B. Kay (sales director). Sales representation is being handled by L. C. Hart (London and Southern Counties), T. R. Rhodes (Yorkshire and the North), and E. Silk (Midlands). Secretary of the company is F. C. Willcocks.

Factory space covers an area of approximately 9,000 square feet, and production is already well under way. Certain dealers will no doubt already have seen the company's representatives and placed their orders.

### Models available

Available in boys and girls versions is the TP 12 cycle with 12 in. by 24 in. white balloon tyres and stabilizers. It is supplied in four

Further assembly operations being carried out at the Trusty factory. In the background can be seen completed machines.



colour-combinations, in enamel or flamboyant finishes.

Employing similar tyres is the TP scooter, which is produced in five colour-combinations. The scooter is equipped with a rear foot brake.

Price details are: TP 12/B or G (enamel), £11 5s. 1d. retail, £13 12s. 3d. tax paid; TP 12/B or G (flamboyant), £11 10s. 9d. retail, £13 19s. 2d. tax paid; and TP scooter, £7 18s. 8d. retail, £9 12s. tax paid.

### Evian innovations—cont.

cranks are sold boxed, at a retail cost of £1 17s. 6d. a pair. Single and double chainwheels are offered, and they are delivered to dealers in individual printed-paper sachets, which carry similar information to that on the crank-boxes. Head sets and parts are also sold under the Magistroni marque. Standard head-set dimensions are: 20G, 1 in., 24 i.p.c.

New to the retail trade in the Simplex-Evian list are the lists of stocks of boxed Nervex products. (This section should be of particular value to traders making up cycle and frame specifications for customers). Nervex lines consist of pressed-steel frame-lugs (and other parts) in a selection of cut-outs. The list is an abridged retail version of the larger maker's and builder's list already publicized in the "Trader".

Four Aurelia dynamo sets at retail prices from £1 12s. 6d.; the Ardav-42 cycle and moped dynamo booster set; and Aurelia head- and rear-lamps and generators; are featured in the Evian (GB) list as well.

Among the Ambrosio and Pivo goods are new lines in handlebar bends, stems and rims. Ambrosio bends in dural, for road and track, are shown in the list at retail prices of from £1 5s. 0d. There are also Ambrosio steel-stems (with expander bolts) with extensions from 2½ in. to 4½ in., at prices from £1 5s. 0d.

Ambrosio steel high-pressure rims (27 in. by 1½ in.) sell at prices from £1 13s. 9d. a pair. There are also dural rims, in the same size, from £1 13s. 0d. a pair, and sprint rims for tubulars at £2 2s. 9d. a pair.

The attention of the trade is especially directed by Mr. Merody to Pivo bends and stems. Pivo products are used by Louison Bobet, Anquetil and Roger Riviere, and victories have been won on them in the Tour de France and in the Grand Prix des Nations.

Pivo XB2 steel stems (£1 17s. 6d. each) have side flutings along the extensions thereby reinforcing them. The flutings have a red finish, with the name Pivo in white. The coloured flutings are patented and registered. (It is hoped to test the XB2 for durability against other handlebar stems). The 1959 range of Exceltoo steel racing hubs (large- and small-flanged types) includes the Model 40 BIS (small), selling at 17s. 9d.

A line of very wide interest is the new, patented, Vita single-speed freewheel for bicycles and mopeds, available in 18T by ½ in. or 3/32 in. (and in 16 and 20T) at a retail price of 6s. 9d. (4s. 6d. trade). The freewheel dispenses with conventional springs and pawls, is frictionless and silent, and its potential life is limitless.

For the dealer who wants to fulfil the road-racing and training tyre needs of club-riders, Evian has now available the Jenatzy tubular, at a retail cost of £1 9s. 6d.

For the fastidious, Evian has available the Detto Pietro range of cycle shoes (Evian says: "The best on the market"). There are two models of shoes, Model 12 Grand Sport (£3 2s. 6d.), and Model 6 Professional (£4 15s. 0d.), in sizes of 5½, 6½, 7, 8, 9, 9½, and 10½. The shoes are fully shaped, with a steel spring-plate between the soles, which are perforated, to allow air to circulate fully and to avoid foot troubles.

All the trade marks with British registration numbers used in the new Simplex-Evian No. 30 list are the property of these concerns, and cover de luxe lines in current stock. The lines are obtainable by retailers through their usual wholesalers. Those who have difficulty in obtaining Simplex or Evian goods locally are asked to write to 9 Drapers Gardens, London, E.C.2.

Finally, there is now available to the trade from Evian the 1959 illustrated catalogue (20 pages) of Stronglight cotterless and standard chainwheel sets and parts, together with bottom-bracket and head-sets.