

## AMC GROUP'S BIG LOSS

Group loss for the year ended, August 31, 1961, by Associated Motor Cycles, Ltd., and its subsidiary companies amounted to £279,458, compared with a profit of £219,179 previously.

In common with other manufacturers, the AMC Group loss for the year reflects the unprecedented fall in demand for motor cycles and the consequent under-employment of the Group's resources, says the company, and goes on to comment that currently the industry is experiencing further deterioration in demand and this has necessitated a substantial write-down of stocks, which forms part of the losses sustained by the Group.

The impact arising from the company's dependence on motor-cycle manufacture is being lessened by a vigorous policy of consolidation and diversification, which, together with details of negotiations taking place to re-organize the board, will be presented to shareholders in the chairman's annual statement accompanying the accounts.

## Greetings from Bert Crofts

H. J. (Bert) Crofts, group sales director of Elswick-Hopper, is gradually recovering from the indisposition which has kept him away from work since last September. He told the *Trader* last week that he hoped to be on the job again shortly.

Meanwhile, he sends greetings through our pages to all his friends in the trade. Letters posted to him c/o the Barton-on-Humber works will be forwarded to his home.

## STRONG IA AID FOR ISDT

IA announces that the British motor-cycle industry has agreed to give trade support in 1962 to the International Six Days' Trial to be held in Germany in September.

This means that the fullest possible factory support and backing will be given to the British national teams, and discussions regarding team management, organization and selection are now taking place between the Industries' Association and the ACU.

HEREWITH, ONE MOTOR CYCLE: Neatly laid out here are the component parts of the Excelsior Universal 150cc model, which is now offered in kit-form. The whole kit is delivered to dealers in two cartons.

## EXCELSIOR OFFERS MOTOR CYCLE IN KIT-FORM

In announcing that a Universal 150cc motor cycle is now to be available in build-it-yourself kit form, Excelsior Motor Co. Ltd., of Tyseley, Birmingham, 11, becomes the first British motor-cycle manufacturer ever to offer a machine for self-assembly.

This latest Excelsior sales winning idea—in September of last year dealers' discounts were increased to 20 per cent—follows the taking-over of the company by O. A. Proctor of Britax. Price of the Universal in kit-form will be £103 19s. 0d. (99 gns.) (no tax), a saving of approximately £40 on a factory-assembled Universal machine.

The kit will, of course, be sold through the trade and discounts remain as for assembled models. Dealers will receive the parts in two fibre-board cartons; a small one holding the Excelsior two-stroke engine and large one containing wheels, frame, etc.

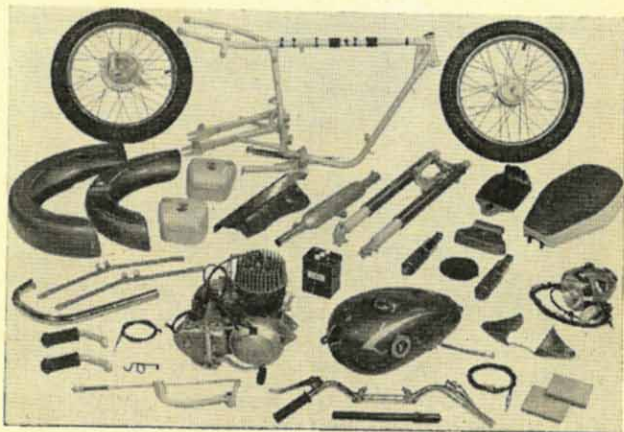
## IMPROVED KERRY'S DISCOUNTS

Kerry's (Great Britain) Ltd., Warton Road, Stratford, London, E.15, has introduced a new and increased discount structure for Capitano moped stocking dealers for 1962, as follows: 1-6 machines, 20 per cent; 7-15 machines, 22½ per cent; 16-30 machines, 23¾ per cent; 31 or more machines, 25 per cent.

These terms are retrospective and apply to all machines purchased during 1962. Settlement terms are 2½ per cent monthly, 3¼ per cent 7 days. Retail prices: 2-speed model, £69 16s. 9d.; 3-speed model, £81 16s. 0d.

## Battersea training scheme

Battersea Council's pilot training scheme for young cyclists at the William Blake Secondary School has proved a success and the local road-safety committee will now extend the scheme to the rest of the borough. So far, Battersea has been one of the few councils not operating a child-cyclist scheme.



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