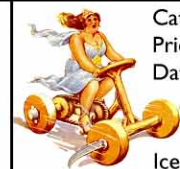


D. B. BARDAG... Somerset, cycle agent; court, Shoreditch, London, E.C. 4. September 13.

COMPANY NEWS.

James Cycle Co., Ltd.

The report of the James Cycle Co., Ltd., for the year ended August 31 last, to be submitted to the meeting on the 10th inst. at Birmingham, shows an available profit of £4,915, subject to depreciation and directors' fees. During the past season, the policy of the Company has been to consistently develop the trade for sound high-grade machines, at popular prices, and the directors consider that the reputation of the James has been fully maintained. Competition has been encountered with machines fitted with tyres and other important parts, bearing no makers' name, which can be produced at a large saving in the cost as compared with one fitted with Dunlop tyres and first-class accessories. The directors, however, have relied on the public gradually becoming better educated in the quality of materials, and for this reason they intend to continue to fit the Dunlop tyres and use best materials and workmanship, regardless of cost. The directors feel that



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THE CYCLE AND MOTOR

the Company is handicapped by the fact that the works are not laid out to enable it to meet the requirements of its growing trade, and they are considering the erection of suitable premises. It is therefore proposed to appropriate the profit as under: Directors' fees £200, depreciation fund £600, and to carry forward £4,115.

Birmingham Small Arms Co., Ltd.

SECRET RESERVE FUND CAUSES AN ANIMATED DISCUSSION. Sir Halliwell Rogers presided at the annual meeting of the shareholders of the Birmingham Small Arms Co., Ltd., held at Birmingham on Monday. There was a large attend

THE CYCLE AND MOTOR-CYCLE TRADER, OCTOBER 5, 1906.

WASTE RUBBER & R. WOOLF & CO., 270, MILE END ROAD, E.

For Present Prices see first "Trade Card" Advertisement inside.

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