

LONDON RALEIGH SHOW ATTENDED BY 1,000

The first spring-trade exhibition arranged by Raleigh Industries Ltd., at its depot in Great West Road, London, on March 19 and 20, was attended by 1,000 traders and members of their families during its two-day run. The new models described on the opposite page were on view and received very favourable comment.

Douglas Domleo, manager of the London depot, and his staff, utilised a section of the despatch department to put on the show, which was characterised by brightness and spaciousness. The centrepiece was a staging occupied by bicycles and tricycles.

A separate exhibit featured Sturmey-Archer hub gears and patented Dynohub lighting equipment, together with Raleigh servicing tools. Current cycle and Sturmey-Archer catalogues, details of the new frame finishes, particulars of 50-50 Raleigh Press advertising, and other publicity matter were available for dealers.

Good lighting-effects, plenty of circulating space, and a buffet were among the features most appreciated by dealers.

The main object of the exhibition was to give the London trade an up-to-date view of current designs and to show dealers the range of bicycles now available, including variations introduced since the last Show.

Among models exhibited were the "new look" models to be launched on April 1, consisting of 17 colour combinations over a range of 11 sports models. The new look is being put on to the market to stimulate extra sales during the spring and summer seasons, and to quicken consumer interest, particularly among the age groups of 16 to 24. A total of 42 machines was shown.

In the light of trade reaction, it may be decided to make the exhibition a regular feature in years following those in which the Earls Court Cycle Show is not held.

The stands and decorations at the London Raleigh show were the work of the firm's publicity department.

Concurrently with the running of the London Raleigh exhibition, a half-page advertisement appeared in the issue of the Evening News (London) dated March 20, and consisted of the names and addresses of many London and Home Counties dealers who sell the models of Raleigh Industries Ltd.

ISLE OF MAN DISASTER

A relief fund to help the families of the traders killed in the Isle of Man air-disaster has been opened by the Lieutenant-Governor of the Isle of Man.

Donations may be sent to the MAA, through any divisional office, or through the Association's headquarters at 201 Great Portland Street, London, W.1. Donations sent in this manner will be forwarded by the MAA to the Lieutenant-Governor.

MERCURY INDUSTRIES Birmingham meeting of creditors

At a meeting of creditors of Mercury Industries (Birmingham) Ltd. in Birmingham on March 20, it was stated that after profits had risen from £918 in 1952-53 to £10,784 in 1955-56, the firm lost £164,431 in 18 months.

Mercury Industries has premises at Dudley and Wolverhampton, and has gone into voluntary liquidation.

Big sums of money, it was stated, were spent on developing, and preparing to manufacture, a scooter, on which production started two months ago. There were now orders for £120,000 on the books for it.

The statement of account showed an estimated deficiency as regards creditors, subject to cost of realisation, of £87,468, and an estimated deficiency as regards contributories of £123,368.

Two liquidators were appointed, H. W. Pitt and R. F. Bendall, and a committee of inspection was formed.

"We hope some scheme can be formed to take advantage of the considerable development work on the scooter, for which there are large orders on the books," H. S. J. Abrahamson, a director, who started the company in 1947, said: "That would be in the interests of the creditors."

H. W. Pitt, a London accountant, who presided at the creditors' meeting, said there was a considerable amount of investigation to be made into the company, and possibly into the affairs of companies associated with it.

The company was formed in September, 1946, with an authorised capital of £3,000. This was increased to £8,600 in 1948, to £12,000 in 1949, to £27,000 in 1950, and to £57,000 in 1957. The present capital was £35,900.

In the 18 months to September, 1953, there was a turnover of £280,231, a gross profit of £45,510, directors' remuneration nil, and a net profit subject to tax of £918. In the year ended September, 1956, the turnover was £517,242, the gross profit £75,911, directors' fees £1,085, and net profits £10,784.

There are no audited accounts subsequent to September 3, 1956, but draft figures for the period October, 1956, to March, 1958, show a turnover of £731,757, directors' remuneration £4,370, and a net loss of £164,431.

The first of the new scooters, on which considerable sums of money had been spent in developing, came off the production lines last February, when the company ceased business. During last autumn and winter, bicycle trade sales were seriously affected by seasonal changes and by trade recession in North America.

Between January and March, 1957, Mr. Abrahamson was ill in hospital. He then visited the United States for two months seeking business, and had been able to attend the company's premises on about ten occasions since.

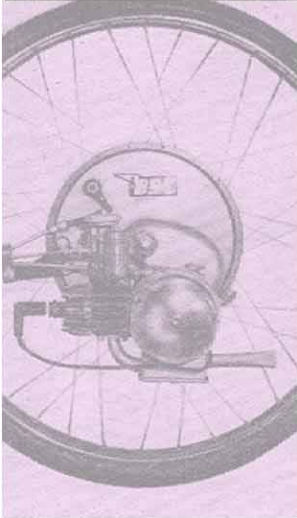
There was a claim for £20,000 for damages against the German manufacturers of an engine, which had proved most unsatisfactory. There were, Mr. Pitt said, reasonable grounds for success with that claim.

One creditor asked Mr. Abrahamson: "You were being pressed for money yet you carried on with this development work. Don't you think you should have done something before?"

Mr. Abrahamson: To show the confidence we had in the products of the company, we ourselves guaranteed a loan of £39,000—it was a personal guarantee by me.

Asked what would happen with regard to the associated companies, H. S. A. and Campbell Ltd., and Mercury Cycle (Sales) Ltd., Mr. Pitt said he was not in a position to say yet.

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