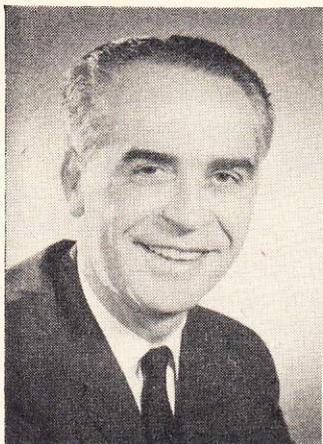


Never before...



A. A. Hutchison, Sales & Marketing
Director, Raleigh Industries Limited

... has there been so much to enthuse about. You will have already read of the massive advertising plans which we have made for the coming months which we know will instil confidence for the success of our current sales campaign.

The steps we are taking, and the money—big money—we are spending, is evidence of our unbounded enthusiasm for the future of the British cycle industry. Needless to say, our plans are based on a close and detailed study of the market, a study which confirms our belief that given enthusiasm and initiative, the future is a bright one.

We are using all the resources of modern marketing techniques to create a sales "explosion"; to be mutually successful it is of vital importance that every Raleigh dealer supports this scheme to the utmost.

In the past we have been told that the cycle market in this country urgently needs rejuvenation. Well, here it is. A 5-minute television commercial, a full-colour whole page advertisement in the Daily Express, whole and half-pages in the Daily Express, Daily Mail, Daily Mirror, the Sun and the Glasgow Daily Record, 4-colour half-page advertisements in a wide selection of juvenile papers, and new and compelling point of sale material. All these emphasise to the prospective customer the scintillating new range of R.I. bicycles.

The products are right, the prices are right, the advertising is right. Are you ready to take *full* advantage of this opportunity? I hope you are, for together, we can look forward to an exciting season of rewarding work and high sales.

RALEIGH

A Member of the  Group of Companies

R38

Never before...

has the Cycle Industry had a promotional campaign like the one Raleigh are now preparing for you!

Whole pages and half-pages in:

DAILY EXPRESS · DAILY MAIL · DAILY MIRROR · SUN

FIRST EVER NATIONAL COLOUR PAGE FOR CYCLES

The first colour page ever created by a cycle manufacturer appears in the "Daily Express"—Friday, Nov. 13th 1964. It may be the most exciting thing to happen to cycling since the invention of the wheel! Adult cycles, junior cycles, accessories — they'll all be *there!*

FIVE-MINUTE ITV FILM TOYS AND CYCLES

A five-minute—yes, five-minute—film! Nobody has ever presented a five-minute networked TV film for toys and cycles. But Raleigh will. It's going to be a sensation! And it will feature junior cycles and toys! If anything in the world can sell more bicycles for you this will! Remember the date: Sunday, Dec. 6th.

4 FABULOUS STANDS AT THE CYCLE SHOW!

One of the most *interesting* stands ever created will make Raleigh the high spot of the cycle show. Four powerful stands featuring the whole range of Raleigh Industries products will be selling for you too.

8 NEW MODELS

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5 BIG MARKETS REACHED

Never before has any manufacturing company meant business like Raleigh mean business now. We are staking our whole future on this campaign — and we need every ounce of your support. Any questions, any problems, any suggestions, let's have them *now!* Let's really get together and sell some bicycles! Good luck!

S.O.S From the Factory

Orders from all over the country are snow-balling *now*. So please — for your own sake don't leave your order too late. The balloon is going up now!

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BRISLINGTON TRADING ESTATE
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MR H. J. FOXTON
RALEIGH INDUSTRIES LTD
288/294 ECCLES NEW ROAD
WEASTE, SALFORD 5

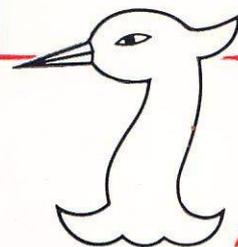
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MR H. SHAW
2 DUNSTAN DRIVE
ADEL, LEEDS 16



RALEIGH

RALEIGH · TRIUMPH · BSA · CARLTON · SUN
RALEIGH SUNBEAM TOYS · STURMEY-ARCHER
GEARS AND DYNOHUBS · BROOKS' SADDLES

RALEIGH INDUSTRIES LTD. · NOTTINGHAM

A member of the  Group of Companies

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Sidney C. Woods, Advertising
Manager, Raleigh Industries Limited

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All this exciting, non-stop activity is taking place because it is our belief that given enthusiasm and initiative, the future is a very bright one. The keyword, though, is CO-OPERATION. You have seen what we are doing—this is *your* vital part of the operation:—

Get your name in the local press—tell your potential customers where you are, where they can buy their new Raleigh cycles. Use the free advertisement blocks and cycle stereos to do this.

Use the free point-of-sale material and associated products to devise an attractive, appealing window display and shop interior. Get your customers in the buying mood.

Distribute the TV commercial leaflets as widely as possible. Remember, nothing as powerful as a five-minute TV commercial has ever happened in the cycle industry before. You *must* make the fullest use of this unique opportunity.

The main thing is, *make your shop known*. You can be assured of our full support in this, the biggest publicity campaign the cycle industry has ever seen. There's an old saying—two heads are better than one. Let's put our heads together and make the most of this unique opportunity *to sell and sell BIG!*

Sidney Woods.

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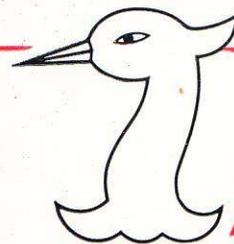
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RALEIGH INDUSTRIES LTD. · NOTTINGHAM.

A member of the  Group of Companies

Never before...



*F. Donnelly, Home Sales Manager,
Raleigh Industries Limited*

have we had so much to show at the Show! The Raleigh Industries stands are really going to be something to see this year, painting up in every way the vivid vital world of Raleigh, with glittering new models on all our stands.

On the Raleigh Cycle stand, Eric Parkinson, our Cycle Sales Manager is waiting to welcome you, in the midst of our Autumn Collection of newcomers from Raleigh, supported by waves of publicity and full of enthusiasm for the season ahead.

Mopeds too are big news this Show-time as you'll find when you call on Sam

Mclver on our Motorised Division stand. Our Motorised Sales Manager looks forward to seeing you at the Show, and there's something new to see here, too. Michael Claye, Sunbeam Sales Manager will be waiting to see you on a highly original and very striking Toy stand. As always he will be ready to help you make your Christmas Sales even better. Sun and Carlton models in all their practical elegance are the speciality of Kevin O'Donovan, hoping to meet old friends and make new ones on the Carlton stand.

In a word, Raleigh has more to offer in 1964 than ever before—see you at the Show!



Eric Parkinson



Sam Mclver



Michael Claye



Kevin O'Donovan

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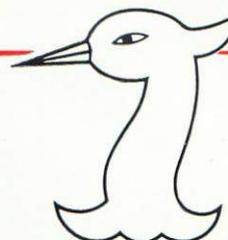
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**YOU'VE SEEN THE BIG, HARD-SELLING
ADS-INCLUDING THE DAILY EXPRESS
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**YOU'VE SEEN THE COMPELLING
POINT-OF-SALE MATERIAL**

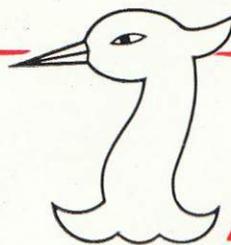
**YOU'VE SEEN THE DYNAMIC STANDS
AT THE CYCLE SHOW**

**YOU'RE GOING TO SEE ONE OF
THE LONGEST AND MOST EXCITING
TV COMMERCIALS EVER SCREENED**

**NEVER BEFORE HAVE YOU HAD
SUPPORT AS POWERFUL AS THIS !**

**ARE YOU SURE YOUR
CHRISTMAS STOCKS
ARE BIG ENOUGH ?
CHECK UP NOW!**

| | | | |
|--|---|---|--|
| THESE ARE THE PEOPLE TO CONTACT | MR D. A. DICKENSON RALEIGH INDUSTRIES LTD EMERY ROAD BRISLINGTON TRADING ESTATE BRISTOL 4 | MR E. A. H. DEAVIN 'MANORFIELD' COLESHILL HEATH ROAD MARSTON GREEN BIRMINGHAM | MR D. C. BICKLE 61 BLACKETTS WOOD DRIVE CHORLEYWOOD, HERTS |
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RALEIGH

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Never before...



Peter Seales, Marketing Manager,
Raleigh Industries Limited

Well, what do you think of it? You're living through the final stages of the biggest sales-building campaign the cycle industry has ever seen . . . a campaign designed to send thousands of new customers to your shops. I hope, when this gigantic pre-Christmas effort draws to a close during the next few days, you'll be able to see a solid and substantial increase in orders over previous years. What I want to say to you now is this: The enthusiasm and power we have put into our selling efforts during the past three months is going to *continue right through 1965*. New models, new ideas, new creative selling plans are being developed at this very moment. I say, in all sincerity, that the New Year can see a decisive and steady improvement in your sales position.

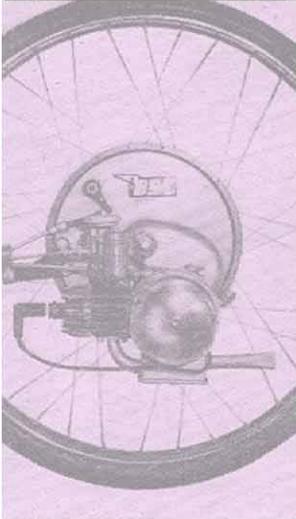
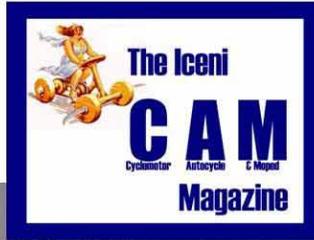
But of course, as always, *you* are the key men. Without your continuous and unremitting effort nothing we can do will have the slightest effect. So let's keep working together right through the next twelve months. Let's make 1965 the year we'll remember as the one that broke *all* the records.

My very best wishes for a pleasant—and profitable—Christmas.

RALEIGH

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