

22 JULY 1966

# Motor Cycle and Cycle **TRADER**

SUPPLEMENT FOR THE  
TRUSTY MANUFACTURING CO LTD



**Why will this one  
go so much faster than the others  
see pages 10 and 11**

**THE SPEEDWELL GEAR CASE CO. LTD.**  
and Associated Companies

The industries leading supplier of  
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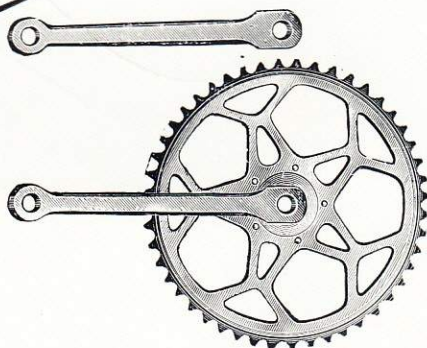
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- denotes

**QUALITY -**

**QUALITY**  
**Chain Wheels**

that is why they  
were chosen by:-



**TRUSTY MANUFACTURING CO. LTD.**  
*E. Nicklin & Sons Ltd.* **ROUNDCROFT WORKS,  
WILLENHALL, STAFFS.**





Trusty choose  
Michelin tyres  
as original equipment  
on every Tourmaster  
and Pavemaster cycle

66/66/GB

**...and more  
cyclists choose to  
ride on Michelin  
than on any other  
cycle tyre.**



**MICHELIN**





# E. ARROWSMITH LTD.

*are proud to be associated with*

**TRUSTY MANUFACTURING CO., LTD.**

*in supplying the*

## Special **ARROWSMITH CYCLE CARRIER BAG**

*designed exclusively for use on the new  
SPACEMASTER bicycle*

**E. ARROWSMITH  
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Bloxwich Works,  
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**Polaris**  
**LUG SET**

For many years  
we have been  
associated with  
Trusty Manufacturing  
Co. Ltd., in supplying  
them with special  
components.  
We wish them every  
success with their  
new  
"SPACEMASTER"  
Bicycle.



**THE WORLD'S LARGEST  
INDEPENDENT PRODUCERS  
OF CYCLE PRESSINGS.**

**HADEN BROS. LIMITED**

WESTLEY STREET, BIRMINGHAM 9, ENGLAND.



The Fichtel and Sachs Duomatic two-speed coaster hub, as fitted to the Trusty Spacemaster, dispenses with control-cables. Change-speed action is performed by slight backward pedal movement only, followed by forward pedalling to take up the drive.

When the gear is in low (direct-drive), the backward movement brings

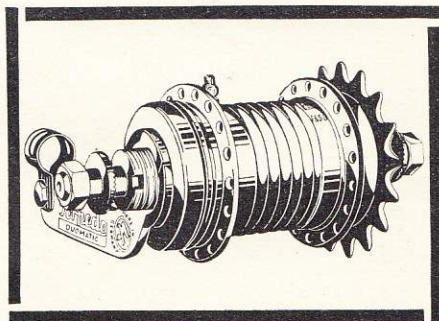
in the higher gear; when in high, the same movement gives low.

Additional backward movement of the pedals operates the smooth coaster (or back-pedal) hub brake.

The Duomatic represents the latest advance in hub-gearing and is especially suitable for folding bicycles.



**FICHTEL & SACHS AG  
SCHWEINFURT  
WESTERN GERMANY**





## A TRUSTY STEP FORWARD

# Spacemaster small-wheel bicycle opens a new market

Joe Levy, managing director of the Trusty Manufacturing Co. Ltd., has a lifetime experience of producing bicycles designed specifically for children. Numerous far-reaching and profitable innovations have been developed at his instigation, including the world-famed tricycle with "luggage" boot, and now the manufacturing and sales resources of this go-ahead company are behind the launch of the Spacemaster small-wheeler. In this Q & A session with Ken Martin, assistant Editor of the TRADER, Mr. Levy traces the development of the new model, which is suitable for both child and adult cyclists.

*K.M.: To trace the basic manufacturing policy of the Trusty concern why has there originally been so much concentration on children's cycles?*

*J.L.:* Primarily because cycling starts with the youngsters, and there is a guaranteed market. Providing, of course, you have the right quality product at the right price.

*K.M.: Your vast experience of children's cycle designs is evident immediately when one examines the craftsmanship embodied in the Pavemaster range. When did your link with cycle manufacture begin?*

*J.L.:* You might say I was born into the bicycle industry. It was in 1924, at the age of 14, that I went to work in my father's factory — the Aberdale Cycle Co. From then on I had a keen desire to primarily interest myself in the perfection and production of children's cycles.

*K.M.: At Aberdale were you not personally responsible for the most successful launch ever of a kiddie's tricycle — the Gresham Flyer?*

*J.L.:* Yes, the then revolutionary tricycle with car-type boot and control handle set a new high standard, and resulted in considerable profitable business for the retail trade.

*K.M.: The Aberdale company was sold to a public*

*company — Tube Investments. Shortly afterwards you founded Trusty. With what aims?*

*J.L.:* It was about four years after the Aberdale-TI transaction that I set up the Trusty Manufacturing Co. Ltd. The prime purpose being to produce high grade juvenile bicycles — the Pavemaster models — with great stress on the quality and safety factors.

A measure of the success of this endeavour can be gauged by the fact that these models, and the Tourmaster 'teenage cycles, are stocked by all the leading retail establishments.

*K.M.: Following the acknowledged success of the Pavemaster and Tourmaster models, you have now entered the small-wheel sphere with the Spacemaster. Has this model a profitable future?*

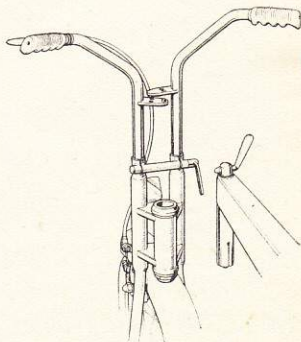
*J.L.:* If you consider conditions today, with traffic congestion on the roads in our major towns and cities, the advantages of the motor car are becoming less and less. What better than to park on the outskirts of town, take your foldable small-wheeler from the boot, and cycle on time to that important appointment?

Parking problems apart, the bicycle is a grand aid to continuing good health and I believe there is a tremendous future for the economically-

priced Spacemaster (only 25 gns tax paid), which can be used by virtually all members of the family. Another advantage of our model is that when not in use the frame can be divided at the head by a quick-release mechanism, and easily stowed away.

*K.M.: You would be the first to admit that the rapid progress of the Trusty company over the past eight years has not been due solely to your leadership. It can be attributed to what?*

*J.L.:* True; I would ascribe the advancement of Trusty to the team spirit and interest which flows through the whole organization — from management to the newest recruit on the workshop floor.





I feel, however, that I must mention a few people by name. There is F. C. Willcocks, chief accountant, and keeper of the company's purse, with whom I have worked in close harmony for many years, and who has always maintained a friendly and sympathetic relationship with all our dealers. I am also proud to claim a 30-year industry connection with works director B. J. Felber who is constantly mindful of the company's policy of making a high quality product backed by prompt and efficient service.

To ensure that retailers throughout the United Kingdom get the finest possible service and attention, we have set up an efficient and energetic sales team headed by Harry Lazarus, whose pleasing personality is known to dealers far and wide.

His team consists of seven representatives. There is A. B.

Kay, a colleague and good friend of mine since 1926, and there is not a customer in his NW and SW London area with whom he cannot claim personal friendship. In E London dealers can call upon the extensive knowledge and experience of Norman W. Scott. Giving equal exemplary service to the trade are: E. Silk, in the Midlands; R. Martin for Lancashire and NE England; Brian Lloyd, who covers Wales and part of S England; and D. B. Valentine, our appointed agent for the whole of the Scottish territory.

Special mention must be made of Tommy Rhodes, with whom I am proud to have been associated for the past 21 years, and whose cheerful personality is well known to all dealers in his Yorkshire and County Durham territory.

*K.M.: I understand that Trusty has recently linked with a public company commanding*

*vast resources — Cope Allman International. Why?*

J.L.: It must be realised that in industry today, particularly the cycle industry, to be competitive one must have the most up-to-date, modern plant and that a steady flow production line must be kept going. Equally vital, a company must be able to service customers with credit facilities and market expertise. To do this requires capital to allow for continuing rapid progress.

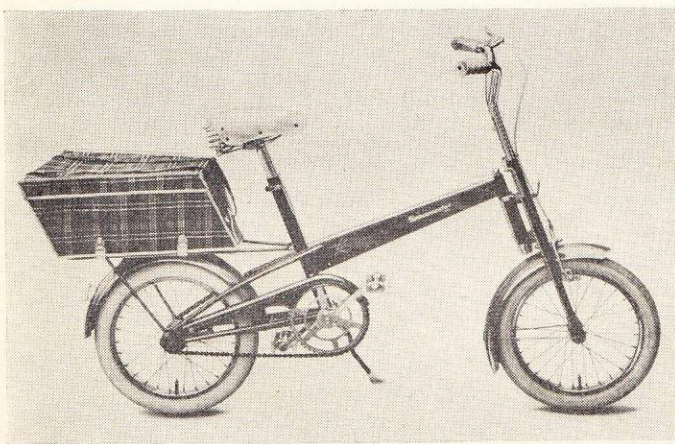
By linking with Cope Allman International we are now associated with a very large and highly successful public company, whose facilities are providing us with tremendous scope and resources to ensure our expansion.

*K.M.: Does this mean that many other new ideas will soon be emanating from your company?*

J.L.: The set-up sought by Trusty has been one in which craftsmanship is happily married with modern manufacturing techniques. We have always striven to be leaders of design in the industry with no small measure of success, and this policy will continue with vigour.

*K.M.: Can you give an insight as to the future of the cycle industry?*

J.L.: While the cycle trade has experienced a pretty tough passage over the past  
(Continued on page 8)



**ABOVE:** The latest bicycle from Trusty — the Spacemaster, with 16 in wheels and Torpedo Duomatic gear.

**RIGHT:** Trusty managing director Joe Levy and works director B. J. Felber examine the final design of the frame to head assembly lock joint for the Spacemaster.

**LEFT:** Detail showing how the Spacemaster is divided at the head by a q.r. mechanism.





## Trusty step forward

—continued

few years I am convinced that the bike industry is a good one. It can be further exploited and will come into its own again in a very big way.

As events have proved in

the United States, so will it be shown here, that cycling by children and adults is an essential part of modern-day living, since it provides pleasurable and healthy exercise and a viable means of transport.

K.M.: Thank you, Mr.

Levy for your tolerant replies. With its inventiveness and resources the Trusty concern seems set to bring about further profit for the retail cycle trade. I am positive the Spacemaster small-wheeler will be the successful forerunner of other exciting lines.

# MODERN IN CONCEPT— THE SPACEMASTER BICYCLE

The latest Trusty model, described and pictured here, will command a wide sales field. On its space-saving characteristic alone the Spacemaster will appeal to the household with limited storage room and to the motorist wishing to avoid parking problems.

The full-scale launch of the Spacemaster small-wheel bicycle by Trusty should be welcomed by far-seeing retailers. For at the economical retail price of 25 guineas, tax paid, the new model with its "all-size" tag offers the perfect bridge from child cycling to adult riding. It will enable the rider to grow up without losing the cycling habit, and that means continuing business for the dealer.

Trusty works director B. J. Felber, who carried through the Spacemaster design, has arranged the adjustments of the machine to cope with an average-size 8-year-old up to a 6ft 2in adult.

To facilitate storage, either

in a cupboard or the boot of a car, the all-welded frame of the new model can be divided at the head tube, by means of a quick-release mechanism. The re-assembly of the cycle can be effected in seconds.

A remarkable combination of square-section and round tubing is presented in the frame design. The main single beam is square-sectioned, with a tapering towards the head tube. Square tubing is utilized for the seat tube, which prevents the saddle deviating from front-to-rear alignment when being adjusted. Alteration to the saddle height is by means of a q.r. lever; similarly a q.r. lever permits up-and-down movement of the

handlebars and also a 5in adjustment in the reach position.

Round-section tubing is utilized for the front forks, chain- and seat-stays.

Dunlop 16in by 2in Balloon tyres on Endrick rims ensure a smooth and comfortable ride, while the Torpedo Duomatic two-speed gear, with back-peddalling brake, calls for the minimum effort under all conditions combined with the maximum efficiency and safety in rear-wheel braking. The ratios of gears have been selected to give the most satisfactory service in varying terrains.

A comfortable coil-sprung saddle, in white, is fitted; grips and bow-fronted pedals are in white rubber. Wide-section steel mudguards, with beaded safety-edge, are used

(Continued on page 13)



LEFT: An operator is shown fitting the pedal assembly to a Spacemaster.

RIGHT: Harry Lazarus, who controls the energetic Trusty sales team.







Most British small  
wheel bicycles are  
fitted with  
DUNLOP tyres as  
standard equipment.  
And now, for the new  
**Trusty Spacemaster**  
the choice – with every  
good reason – is still

***DUNLOP***

➤ ***the best things on two wheels***



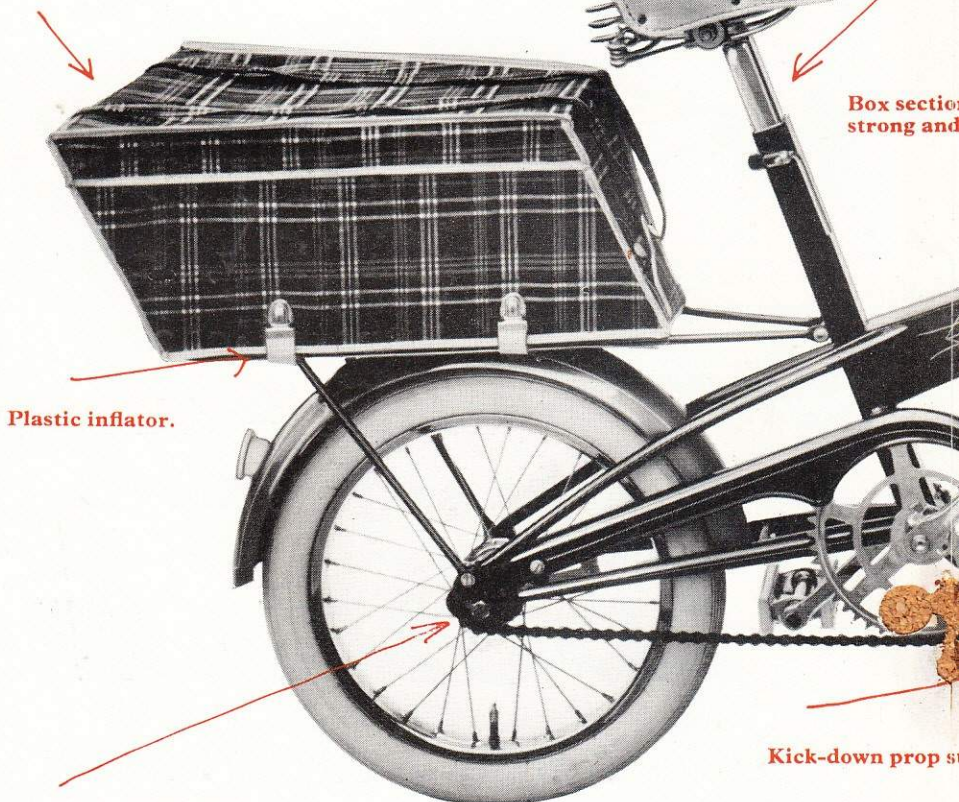
This bike is easier to "peddle" than any other.

# Because the Trusty Space

Colours. Bronze Green Flamboyant, Ruby Flamboyant, French Blue Flamboyant. Mudguards in complementary colours.

Easy reach saddle can be quickly raised and lowered to suit anybody from a 10-year-old child to a 70-year-old guardsman (any type of person fitted to the bike).

Tartan Holdall (optional) is held by four quick-release clips and has carrying handles for shopping.



Box section strong and

Plastic inflator.

Rear wheel brake and two-ratio gear shift are operated by back pedalling.

Kick-down prop

Trusty Manufacturing Co. Ltd. Cranborne Works Cranborne Rd Potters Bar Middlesex



er collapsible small-wheel bike on the market.

**Spacemaster costs only 25 gns**

and handlebars can  
and lowered to suit  
year old to a  
type of saddle can be

on construction is extremely  
d very light weight.

Two positional plates allowing 4-inch  
adjustment of reach.

It stows. Simple quick-release lever locks  
two halves of bike together. Handlebars  
fold in. The Spacemaster can be stowed  
easily in a car boot.

Non-slip rubber pedals.

stand.

Standard tyres. Hard inflation (40 p.s.i.)  
tyres have Schrader valves.

ex. Telephone Potters Bar 57175



Member of Cope Allman International Limited.



# THE DISTINCTIVE COMPONENTS

## J SERIES CONTINENTAL HEAD FITTINGS



RETAIL  
PRICE  
**7/9**  
PER SET

British Quality  
COMBINED WITH  
Continental  
Elegance

- Precision made from finest steel.
- 1 in. x 24 T.P.I. ball races for 5/32 in. balls.
- Packing (for Factors) per set in attractive cartons.
- Superb chromium plated finish.

As suppliers to Trusty Manufacturing Co., we are pleased to be associated in their promotion of the "Spacemaster" and wish them every success in this project.

## K SERIES CONTINENTAL HEAD FITTINGS



RETAIL  
PRICE  
**7/9**  
PER SET

SEND FOR CATALOGUE AND PRICE LISTS

**T. D. CROSS & SONS, LTD.** "VESEY WORKS"  
GREAT BARR, BIRMINGHAM.



## Modern Spacemaster

—continued

and there is a hockey-stick type chain guard to protect clothing.

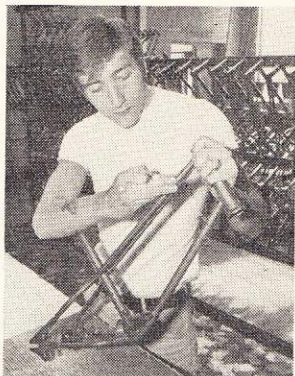
The latest dual-purpose small-wheeler has a prop stand and rear carrier as an integral part of the machine. As an optional extra Trusty supply a capacious pannier, in attractive tartan finish. The pannier can be quickly disconnected from the carrier, and attached straps convert it into a first-class shopping bag. The top of the bag is reinforced to prevent mis-shaping.

The design features alone of

the Spacemaster guarantee a strong sales demand, and Trusty, with typical thoroughness have enhanced further its appeal by presenting it in a choice of three sales-compelling flamboyant dual-tone finishes: ruby red, French blue, and dark bronze green.

Dealers who will be anxious to handle the new Spacemaster, and existing Pavemaster and Tourmaster machines, are invited to write to Trusty Manufacturing Co. Ltd., Cranborne Works, Cranborne Road, Potters Bar, Herts.

**Handlining — a combination of concentration and craftsmanship.**



## MODERN PLANT AND EFFICIENT STAFF Successful blend at Trusty's factory

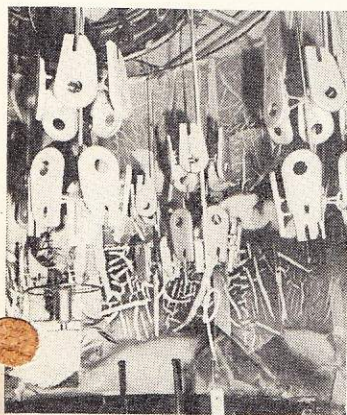
The retail cycle trade places great reliance on the quality and finish to be found in the Pavemaster and Tourmaster ranges. Trusty sales representatives have often been told by dealers that whilst they always consider it their responsibility to check and service

a machine before sale, they rarely find it necessary to carry out any adjustments to a Trusty product. All they have to do is to remove the individual carton and often the machine is ready to be ridden away.

This faith in the assembly

and workmanship of Trusty bicycles vindicates fully the policy of managing director Joe Levy to produce up to a high standard and not down to a price. It also highlights the excellent co-operation obtaining between management

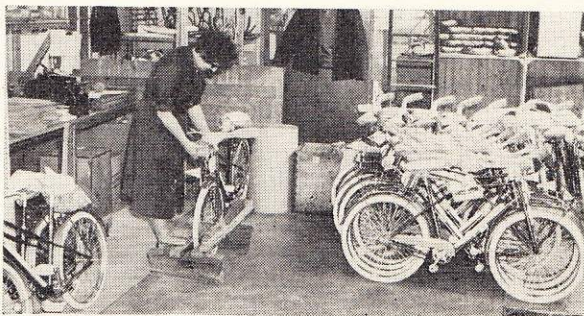
(Continued on page 14)



**ABOVE:** View of the automatic electrostatic spraying plant.

**ABOVE, RIGHT:** Every Trusty bicycle is wrapped and packed in individual cartons.

**RIGHT:** Frame assembly being carried out by skilled operators.





### Trusty's efficient factory —continued

and workers in the company's ultra-modern factory situated in Cranborne Road, Potters Bar, Hertfordshire.

Flow-line production is

maintained in the extensive factory, and the adjoining spacious warehouse enables excellent stocks to be carried to cope with the seasonal nature of the cycle business.

As the photographs on these pages tell so vividly, the Trusty

factory is a blend of modern plant — i.e. the electrostatic enamelling plant — and craftsmanship, exemplified by handlining used on guards and frames, and the meticulous scrutiny and examination of the finished product.

## BICYCLES FOR THE YOUNG

### Pavemaster and Tourmaster ranges

Although in recent years overall bicycle sales have not attained the heights makers and dealers alike would have wished, there is one section where no despondency should have been experienced. For the demand for children's bicycles has continued to grow, and in the forefront of this expanding trade is the Trusty company with its quality-produced Pavemaster cycles and Tourmaster models for teenagers.

In the Pavemaster series, the

range extends from the De Luxe 12in balloon tyre model to the Model 20, in boys' and girls' versions, fitted with 20in white wall tyres. In all, nine different bicycles are offered with braking variations.

The Tourmaster range starts with a 17in frame/24in wheel Tourist single-speed b and g model and progresses, size-wise, to a gent's 22in frame/26in wheel Tourist three-speed bicycle. The number of models carrying the Tourmaster nomenclature is nine.

Safety- and sales-feature of the Pavemaster range is the exclusive Calimatic braking system employed. The system incorporates the use of a cable and rod, and has been specially evolved for the juvenile machines. Brazed tubular frames are used throughout the range and the front forks have overhead bracing giving additional strength.

Ball bearings are utilized in all moving parts—a Trusty feature which makes for easy handling and smooth running.

A. B. Kay.



N. W. Scott.



E. Silk.



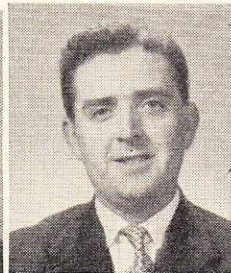
R. H. D. Martin.



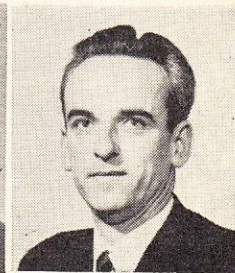
T. Rhodes.



W. B. J. Lloyd.



D. B. Valentine.



★  
Trusty  
sales  
team

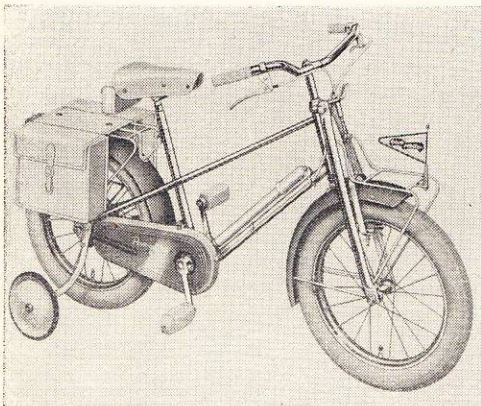




## Pavemaster and Tourmaster recommended prices

### Pavemaster Models

	Retail price tax paid £ s d
<b>De Luxe Pavemaster 12 (B or G)</b> Rear Calimatic brake and rear stoplight. Colours 12, 15 and 22 only ... ..	13 19 9
<b>De Luxe Pavemaster 12 (B or G)</b> Front and rear Calimatic brakes and rear stoplight. Colours 12, 15 and 22 only ... ..	14 10 0
<b>Standard Pavemaster 14 (B or G)</b> With 14in by 1½in tyres. Rear Calimatic brake only. Colours 12, 15 and 23 only ... ..	12 10 0
<b>Standard Pavemaster 14 (B or G)</b> With 14in by 1½in tyres. Front and rear Calimatic brakes and rear stoplight. Colours 12, 15 and 23 only. ... ..	13 10 0
<b>Duo Cycle Pavemaster 14</b> With 14in by 1½in tyres. Rear Calimatic brake only. Colours 12, 15 and 22 only ... ..	11 19 9
<b>Duo Cycle Pavemaster 14</b> With 14in by 1½in tyres. Front and rear Calimatic brakes and rear stoplight. Colours 12, 15 and 22 only ... ..	12 19 9
<b>Standard Pavemaster 16 (B or G)</b> With 16/1½in tyres. Front and rear Calimatic brakes and rear stoplight. Colours 12, 15 and 22 only. ... ..	14 10 0



ABOVE: Pavemaster 16 de luxe model, girl's version, has front and rear carriers as an integral part of the frame.

RIGHT: Equipped with 12 in Balloon tyres is the Pavemaster 12, boy's version. It is supplied fitted with stabilizers.

<b>De Luxe Pavemaster 16 (B or G)</b> Front and rear Calimatic brakes and rear stoplight. Colours 12, 15 and 22 only ... ..	15 10 0
<b>Standard Pavemaster 20 (B or G)</b> Front and rear Calimatic brakes and rear stoplight. Colours 12, 15 and 22 only ... ..	15 10 0

### OPTIONAL EXTRAS

Stabilizers for Pavemaster 14 ... ..	12 6
Stabilizers for Pavemaster 16 ... ..	17 6
Stabilizers for Pavemaster 20 ... ..	19 6
Rear stoplight complete with switch ...	11 9
Double pannier bag for 12in and 14in models (Inc. tax) ... ..	11 6

Double pannier bag for 16in model (Inc. tax) ... ..	12 6
Double pannier bag for 20in model (Inc. tax) ... ..	15 0

### Colour combinations

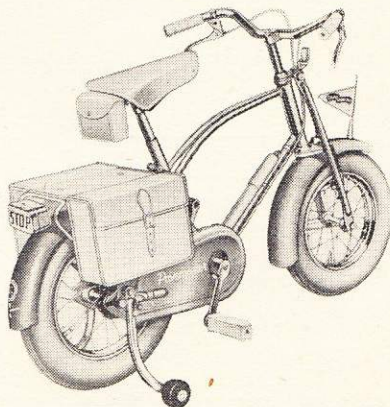
Colour	Frame, fork and carriers	Mudguards and chaincover
No. 12	Red flamboyant	Blue flamboyant
No. 15	Neptune blue flamboyant	Red flamboyant
No. 22	Amber flamboyant	French blue flamboyant
No. 23	Amaranthe flamboyant	Blue enamel

### Tourmaster Models

	Retail price tax paid £ s d
<b>Tourmaster Tourist (B or G) 17in by 24in</b> Single speed with rear carrier and stoplight ... ..	18 15 6
<b>Tourmaster Tourist (B or G) 17in by 24in</b> Sturmey-Archer 3-speed gear, rear carrier and stoplight ... ..	21 3 4
<b>Tourmaster Tourist (B or G) 18in by 26in</b> Single speed with rear carrier and stop- light ... ..	19 10 0
<b>Tourmaster Tourist (B or G) 18in by 26in</b> Sturmey-Archer 3-speed gear, rear carrier and stoplight ... ..	21 17 9
<b>Tourmaster Tourist (Gent's 22/26in)</b> Single speed ... ..	18 14 0
<b>Tourmaster Tourist (Gent's 22/26in)</b> Sturmey-Archer 3-speed gear ... ..	21 1 10
<b>Tourmaster Tourist (Lady's 21/26in)</b> Single speed ... ..	18 14 0
<b>Tourmaster Tourist (Lady's 21/26in)</b> Sturmey-Archer 3-speed gear ... ..	21 1 10
<b>Tourmaster Sports (Boy's 19½/26in)</b> Cyclo/P2. 5-speed derailleur gear ... ..	22 10 0

### Colour combinations

Colour	Frame, fork and chaincover	Mudguards
No. 23	Amaranthe flamboyant	Light blue
No. 24	Ruby flamboyant	Light blue
No. 25	French blue flamboyant	Light blue





# Cyclo Benelux

Derailleur Gears  
and Accessories  
are featured in  
many "TRUSTY"  
Specifications

It is gratifying to  
look back over fifty  
years of friendly trading  
and to co-operate  
again in providing  
British fittings and  
components  
for their latest  
"Modern Age" cycle the  
"TRUSTY SPACEMASTER"

**CYCLO GEAR  
CO. LIMITED,**  
Precision Engineers,  
Aston, Birmingham, 6.

As makers of  
high quality  
press work  
we are proud  
to be  
associated  
with

**TRUSTY MANUFACTURING  
COMPANY LIMITED** in the

manufacture of  
**SPACEMASTER  
BICYCLE**

**THE MIDDLETON TOOL &  
ENGINEERING CO., LTD.**

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metal workers and  
manufacturers of metal  
fabrications and pressings  
are pleased to be associated  
with Messrs. Trusty  
Manufacturing Co., Ltd.,  
in their new venture.

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A Cope Allman Company

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“ The Plastics Division of our Company has for many years had the pleasure of supplying plastic injection mouldings, which are used in conjunction with all models made by the

**Trusty Manufacturing Company, Ltd.**

We are proud to be associated with this Company and wish them every success with their latest project, the Spacemaster Bicycle. ”

## KIVETON PARK STEEL & WIRE WORKS LTD.

are proud to be associated with

**TRUSTY MANUFACTURING CO., LTD.**

on the introduction of the

**TRUSTY PACEMASTER STOWAWAY BIKE**

in the manufacture and supply of High Grade  
Bright Steel Bars and Wire, for headed,  
threaded, screwed and turned parts.

**KIVETON PARK Near SHEFFIELD**



# VAN SCHOTHORST RIMS FOR BICYCLES AND MOPEDS

are renowned the World over  
for Superior Quality and Finish

Also your

## TRUSTY BICYCLES

are fitted with Van Schothorst rims

Sole agent for Great Britain: Queensmead Components Ltd., 16 Queensmead,  
London, N.W.8. JUNiper 0383.

*Increase  
your sales*

By permanently  
marking your goods with

**AERO  
TRANSFERS**

Your inquiries invited  
**HAROLD E. PEACE & CO. LTD.**  
LUDGATE HILL, BIRMINGHAM 3

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## LEMET METAL WORKS

*are happy to be associated with*

## TRUSTY MANUFACTURING Co Ltd

*in the production of their new*

**"SPACEMASTER"** Cycle

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### Lemet Metal Works Ltd

(for the finest) SPOKES, NIPPLES and WASHERS

**26 NEWHALL HILL, BIRMINGHAM, 1**

Telephone: CEN 6676

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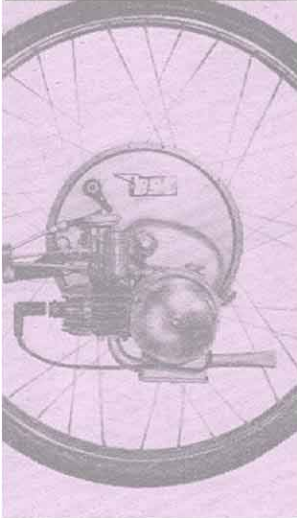
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**Why will this one  
go so much faster than the others  
see pages 10 and 11**

# IceniCAM Information Service



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