

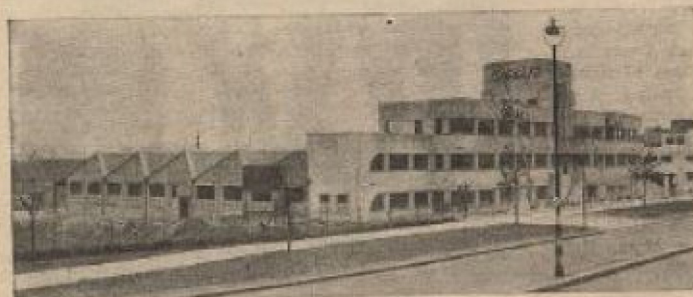
We Call on the Trade—

25 YEARS OF PROGRESS

TWENTY-FIVE years ago Currys, Ltd., had only seven shops mainly devoted to the production and selling of bicycles and accessories. Since that time there has been a phenomenal expansion of the business and there are now over 200 branches of Currys, Ltd., that cater for the camper, hiker and

The shop in Leicester became two shops, more bicycles were manufactured and sold. The four sons now carry on the business.

Until recently the head offices and warehouses were at Cowell Road, London, E.C.1, but so great and ever-growing was the need for more space



The new headquarters of Currys, Ltd., on the Great West Road.

cyclist; in fact, several of the branches are actually departmental stores. When Henry Curry opened his first little cycle shop in Leicester, 52 years ago, he forged the first link of what has become a gigantic business chain throughout England and Wales.

that removal became imperative. Accordingly magnificent new premises have been erected on the Great West Road, Brentford, Middlesex, and in these new headquarters Currys, Ltd., are now installed with huge stocks to meet the needs of every branch.

"CYCLING LIGHTLY"

THE growing popularity of light aluminium handlebars, rims, chainwheels and other parts suggests that the day is not far distant when the all-aluminium bicycle will become a standard commercial proposition. A most interesting booklet has been published by the British Aluminium Co., Ltd. (Adelaide House, King William Street, London, E.C.4), called "Cycling Lightly," which shows the progress that has been made towards lighter cycling. There is a page by page comparison of the weight reduction effected by the fitting of alloy accessories. Every cyclist should read this booklet—it is free from the address given—and discover how, and where, weight can be judiciously saved.

The following firms are manufacturers of cycle components made from aluminium alloy:—The Reynolds Tube Co., Ltd., Tynley, Birmingham; Edward Williams, Foundry Lane, Birmingham; Perry and Co., Ltd., Tynley, Birmingham; the Tabacchi Tyre Co., Ltd., East Sheen, S.W.14; J. A. Phillips and Co., Ltd., Bridge Street, Southwick; Mansfield and Co., Ltd., Mardonald Street, Birmingham; the Constrictor Tyre Co., Forest Gate, E.7; J. B. Brooks and Co., Ltd., Great Charles Street, Birmingham; the British Hub Co., Ltd., Womman Street, Birmingham.

PEMBERTON'S NEW WORKS

THE old established cycle building firm of Pemberton's, whose business was first started at Ashton Old Road, Openshaw, Manchester, in 1896 and, 25 years ago, moved to 675, Stockport Road, Longsight, Manchester, have opened a new depot and works at Washway Road, Sale, Cheshire. The new depot is near the old Pelican Hotel which is an historic landmark with northern cyclists of the "older school."

The proprietor is Mr. J. F. Pemberton who has carried on the business of building Pemberton-Arrow light-weight cycles and tandems since the death of his father some years ago. The Longsight branch will be managed by Mr. Frank Pemberton, who is a keen cyclist.

B.S.A. BICYCLES FOR NAIROBI

THE Crown Agents for the Colonies have just placed an order with the B.S.A. Co., for twelve bicycles on behalf of the Postmaster-General, Nairobi, Kenya Colony.

CLAUD BUTLER'S LATEST TANDEM

A NEW design tandem, for which there is a patent pending, has been introduced by Claud Butler (Manor Street, Clapham, London, S.W.4). This tandem will be in production in about three weeks' time, but, as the castings have not yet been completed, the price has not been decided at the present.

Only brief details of the machine are available at the time of going to press but the most important feature is that the rear seat tube is curved in order to permit the rear wheel to be built close to the rear bottom bracket and thus shorten the wheelbase as much as possible without detracting from the rider's position and comfort. The rear triangle has been strengthened due to the alteration in design. While the wheelbase has been brought down to 60 ins., the top tubes are 23 ins. long—an impor-

tant point this. The wheelbase could, of course, be reduced even more by using shorter top tubes to the customer's own requirements.

In order to bring the rear road wheel as "close up" as possible the bottom



The new C.B. short-wheelbase tandem with 23-in. top tubes.

bracket shell is squared at the rear and "channelled" so that the wheel runs "through" the shell. This channel gives ample clearance for 1½-in. tyres. Another feature of the tandem is that the usual size front drive chainwheels are used. This is made possible by the off-side chainstay being of special design, oval shaped and cut away.