RALEIGH INDUSTRIES'  
FIFTY-FIFTY  
ADVERTISING FOR DEALERS

RALEIGH INDUSTRIES LIMITED  
NOTTINGHAM  ENGLAND
RALEIGH INDUSTRIES'

FIFTY - FIFTY

ADVERTISING SCHEME

FOR DEALERS

To enable an accredited Dealer to advertise locally the Company's products which he is authorised to sell in his recognised area, the Company will contribute half the total amount he spends on approved advertising, provided the simple conditions laid down by the Company are strictly observed.

A Dealer associating himself with this scheme, benefits by doubling the amount of his local publicity at no additional cost, and establishes himself as local distributor of the goods advertised.

Before signing any contract the Dealer should submit the proposal to us for approval.

When considering any proposals under this scheme the Company must have regard to the extent and nature of existing advertising they are already operating in the Dealer's district, and they reserve the right to accept, modify or reject any advertising scheme submitted for their consideration in relation to their own.

All correspondence regarding these matters and applications for assistance in the preparation of suitable advertisements should be addressed to the Advertising Dept. of Raleigh Industries Ltd., Nottingham.

THE TYPES OF ADVERTISING COMING WITHIN THE LIMITS OF THIS SCHEME

The Company does not favour media with such circumscribed appeal as Menu Covers, Book and Library Covers, Directories, Cricket, Football or other Sports Fixture Lists, (except where featuring cycling).

The following, in order of preference, have been proved to be the most successful means of local advertising and are to be recommended.

1. Local Newspaper Advertising.

2. Poster Advertising undertaken by a recognised bill-posting concern and confined to the dealer's recognised area.

3. Slide or short documentary films in local cinemas, undertaken by recognised contractors.

4. Advertisements in local Cycling Club handbooks and programmes charging not more than £2 per page.

CONDITIONS TO BE OBSERVED BY THE DEALER

1. THE ADVERTISING SCHEME PROPOSED by the dealer must be 100% of one or more of Raleigh Industries Ltd. marks as handled by the dealer concerned, and should be confined to the cycling season—March to September, inclusive—except where contracts are essentially on a twelve-monthly basis; in such cases our agreement will be limited to one year only.

2. THAT THE DEALER NOTIFYS US OF HIS INTENTION TO ADVERTISE before he makes any contracts or commitments, and awaits our approval and confirmation to proceed.

   The following details must be supplied on the form provided:

   (a) THE TOTAL COST OF THE PROPOSED SCHEME, and the number of weeks it is intended to run.

   (b) THE ADVERTISING MEDIA (i.e., press, bus sides, cinema slides, etc.) giving names of newspapers and other relevant facts.
THE PRICE and the size of the space it is proposed to use.

AN EXACT COPY OF THE WORDING to appear in advertisements must first be submitted to the Company for their approval; nothing must appear in any of the dealer's advertisements that has not been approved, failing which the Company reserves the right to withdraw from participation in the scheme.

ACCOUNTS AND VOUCHERS. Copies of the newspapers containing dealer's advertisements, together with the original receipted invoice giving details of the insertions, must be sent to us within 2 months of the date of the last advertisement inserted, after which date no claim for credit can be recognised. For other forms of advertisement, the original receipted Invoice will be accepted in lieu of vouchers.

DEALER NAME PANELS IN LOCAL OR NATIONAL PRESS. Dealers inserting their own name and address, either above or below any of the Companies' advertisements, do so at their own expense; credit will not be allowed for such advertisements.

IMPORTANT

LIABILITY FOR PAYMENT.

Providing conditions 1, 2, 3 & 4 have been strictly observed, we agree to credit the dealer up to 50% of the amount he spends, in accordance with the agreed expenditure, against receipted invoices and vouchers (See Item 8).

FAILURE TO COMPLY WITH THE ABOVE CONDITIONS WILL HAVE THE EFFECT OF MAKING THE DEALER PERSONALLY LIABLE FOR THE WHOLE AMOUNT OF THE CONTRACT.

Before completing the proposal form the dealer should be fully conversant with all the above conditions governing the scheme.

ONE-INCH SINGLEs

Special Stereos for Small Display Advertisements.

Many of our dealers prefer to follow a policy of "little but often" where advertising is concerned.

They prefer to attract steady custom by the use of small eye-catching announcements inserted regularly in their local press rather than arouse a big, short-lived demand by an occasional and expensive large-scale "splash" in the bigger spaces.

For these small spaces we have designed this special series of stereo occupying, with dealer's name and address, a space equivalent to a single column advertisement one inch deep—known briefly as the "one-inch single".

Use can also be made of individual name blocks RS5, RWS5, HS5 and RHS5, which together make up the composite stereo CS6 shown on page 8.

As will be seen from the illustrations, the dealer's name is set in type by the newspaper publisher, who also provides the heavy rule at the foot of the advertisement.
MAKING-UP ADVERTISEMENTS

On these two pages we illustrate specimens of advertisements made up from a combination of various blocks chosen from this booklet, with provision for additional copy to be set in type by the publisher of the newspaper concerned. Note our insistence on giving the name of the cycle advertised as much emphasis as possible. This is not just because we are the manufacturers of the product, it is because we believe that the readers of an advertisement wish to know firstly what product is being advertised, secondly why that product should be of interest to them and thirdly (their interest having been aroused), where they can get it.

In addition to those who like to read newspapers (including advertisements) thoroughly there are many more who prefer to read editorial matter only. That is why we prefer to take, and publishers often charge more for “next to matter (editorial copy)” positions. And that is why we often base our layouts on a large name (Raleigh or Rudge, etc.), a cycle, and a prominent dealer’s name, so that these editorial readers, in spite of their reluctance to read advertisements, out of the corner of their eyes catch sight of our announcements and subconsciously register the fact that John Smith sells Raleigh (or Rudge, etc.) cycles.

If you take space at regular intervals in your paper and use similar layouts you will continue to hammer home this subconscious awareness that John Smith sells Raleigh, so that, although our reader may not be at all interested in bicycles at the time of the appearance of the advertisement, when he does become interested (on occasions such as a daughter’s 21st birthday or a son passing an exam, for instance) he immediately thinks of Raleigh and that John Smith sells Raleigh.

Many different arrangements of available stereos can be planned to give variety to your advertising, but remember that to drive the nail home one must hammer-hammer-hammer on the same spot—or keep on advertising the same points—little and often.

Left.—An unusual “Four-inch Triple”—short for Four inches across Three columns—made up with the help of Stereos GF28, GF29 and HN814. The Dealer’s Name, and other Copy is typeset.

Right.—Stereo R2 is here used to make up a “Three-inch Double”.

RALEIGH RUDGE HUMBER Cycles
All Models now on Show at
John Smith
40/45 HIGH ST., NEWTOWN
PHONE 2345.

John Smith
FOR
RALEIGH
THE ALL-STEEL BICYCLE
NO CYCLE IS COMPLETE WITHOUT A STURMEY-ARCHER 3- OR 4-SPEED GEAR
22 HIGH STREET, NORTH, BRIDGEND
STEREOS for PRESS ADVERTISING

Supplied Free of Charge

Dealers undertaking Press Advertising can be supplied with stereos of complete advertisements or individual items to suit their own layouts. When ordering such stereos please state clearly the reference number and size required. AT LEAST ONE WEEK SHOULD BE ALLOWED FOR DESPATCH; LONGER FOR SPECIAL SIZES NOT SHOWN. No variation in copy or models shown is possible in complete advertisement stereos. Cycles are kept up to date as far as possible but we cannot guarantee to include all the latest features or even all models, although every endeavour will be made to meet Dealers’ requirements. WE CANNOT UNDERTAKE THE PREPARATION OF SPECIAL DRAWINGS FOR IN-

VIDUAL DEALERS. Stereos of sketches of general cycling scenes such as shown in pages 18 to 22 can only be supplied for use in advertisements devoted to R.I. products.

MATRICES. Where several copies are required to cover the appearance of the same illustration in different papers or advertisements, we can supply matrices, from which any number of stereos can be prepared. Such requests should preface the appropriate reference number and size with the word MAT.

Comparing Sizes.

Certain of the stereos shown in these pages can be supplied in sizes suitable for use in both single column and double column advertisements. In such cases obviously the ‘SC’ stereo will be half the width of the ‘DC’ stereo, but it will also be only half the depth, so that a 4” DC stereo becomes a 2” SC.

Conversely where the SC stereo is shown the corresponding DC stereo will be double the width and also twice the depth.

A direct comparison of two such stereos is shown on this page. Note the difference in size between R1 and R81.

Stereos available in two sizes show two reference numbers with appropriate sizes indicated. For instance R1 is suitable for a 3” double column (8” DC) advertisement to include dealer’s own name and address. The corresponding single column stereo is R81, which with the dealer’s name would make up a 2” SC advertisement.

The sizes quoted are of course the minimum necessary to include dealer’s name. Other matter, such as easy payment terms, prices, models available, etc., can be included by increasing the depth of the advertisement.
Shorten the road—and increase the pleasure with a

RALEIGH
THE ALL-STEEL BICYCLE

R7 (4" DC) This size only.

RALEIGH
THE ALL-STEEL BICYCLE

RS12 (2" SC)
R8 (4" DC)

RALEIGH
RS9 (2" SC)
R9 (4" DC)

RALEIGH
THE ALL-STEEL BICYCLE

Designed Better
TO RUN EASIER!
Built Stronger!
TO LAST LONGER!

RALEIGH
THE ALL-STEEL BICYCLE

RS13 (5" SC only)
RS14 (5" SC only)
RS15 (4" SC only)

INDIVIDUAL PRODUCTION MAKES
RALEIGH
THE ALL-STEEL BICYCLE

your best investment

The last word in cycling refinements is always on a RALEIGH

see a
RALEIGH before you decide

Riding IS BELIEVING!

RALEIGH
BICYCLE FOR YOURSELF

RS16 (4" SC only)
RS17 (5" SC only)
RS15 (6" SC only)

Fitness wins!
when it's astride the easy-running
RALEIGH
THE ALL-STEEL BICYCLE

RS10 (5" SC only)
ADVERTISEMENT SIZES

Here we show part of a typical local newspaper page showing various sizes of advertisements from 1” Single Column ("SC") to a 4” Double Column ("DC"). Notice (1) the confusion that exists between certain advertisements (2) The extra strong shown in the blocks on the opposite page compared with the much weaker effect of overcrowded typesetting, and
(3) Some of the smaller advertisements stand out more than the expensive large spaces!

CASTLE CINEMA
HERTFORD CHEL
Once Nightly at 7 p.m.
SUN., JULY 2: Dorothy Lamour and
Arturo de Cordova in
MANHATTAN IN MEXICO (U)
MON., JULY 3: Mrs.ken stalks a Supernet (U)
TUES., JULY 4: Mrs. Lawrence Seibel (A)
WED., JULY 5: Joseph Cotten in
CALCUTTA
with William Bendix
FRI., JULY 7: James Stewart in
CALL NORTHWARD (U)
SATURDAY: Matinee at 1:30
LONE STAR, BRIGHTON
Cartoons — Flash Gordon: Episode 4

HAMPBELL’S SAILINGS FROM BRIGHTON
by T.S.S. "EMRESS QUEEN"
(Water and circumstances permitting)
July 2nd: SHANKLIN (1/4th Ret.),
leave Palace Pier 10.30 a.m. Back 6.30 p.m.
July 3rd: EASTBOURNE (1/4th Ret.),
HASTINGS (1/4th Ret.), CRUISE
towards STRATS OF DOVER (fare 12/6),
leave Palace Pier 10 a.m. Back 6.30 p.m.
July 4th: EASTBOURNE (1/4th Ret.),
HASTINGS (1/4th Ret.), or CRUISE
ROYAL DOWCOUNTRY LIGHTER,
SHIP (fare 10/6), leave Palace Pier 12.30 a.m.
Back 7 p.m.
July 5th: SHANKLIN (1/4th Ret.),
HASTINGS (1/4th Ret.), leave Palace Pier 1.30 p.m.
Back 8.15 p.m.
July 6th: SHANKLIN (1/4th Ret.),
leave Palace Pier 9.15 a.m. Back 5.30 p.m.
for particulars of Chaters Cruise see
advertisement, P. A. Campbell, Ltd.,
55 Old Steine, Brighton, Tel. 2871.

Now there is plenty of Petes come to
Elm Court
RINGMER
Telephone Ringmer 148
* LUNCHEONS * TEAS * SUPPERS
Open 10 a.m. to 10 p.m.
Club Licence
Tees served in the Garden. Pony
Rides for the children. Sunday afternoon
Parties catered for. Seating 80

GRAND FETE
At Newick Park
Car service between local bus stops and estate
ADMISSION FREE
Teas, Refreshments, etc. Grand Auction. Prize-giving
by a Bishop, a Film Star, an M.P.
Great TUG-of-WAR
Teams wishing to compete to notify
M上海er, Mrs. Osborne, The Chestnuts, Newick
DANCING on the Lawn 7 to 9 p.m.

SPECIAL RAIL EXCURSION TO WINDSOR
and RIVER Thames Steamer Trip to Maidenhead
and Cliveden Woods, SUNDAY, 9th JULY

From
EASTBOURNE
HAMPSHIRE PARK
POLEGATE
LEWES
FAZER
LONDON ROAD, BRIGHTON
BRIGHTON
PRESTON PARK
HAZELCROFT
BURGESS HILL
HAYWARD’S HEAD

Return Fares
3rd Class, including Rail and Steamer Trip

<table>
<thead>
<tr>
<th>From</th>
<th>Depart</th>
<th>Return Fares</th>
</tr>
</thead>
<tbody>
<tr>
<td>EASTBOURNE</td>
<td>9.10</td>
<td>16.3</td>
</tr>
<tr>
<td>HAMPSHIRE PARK</td>
<td>9.10</td>
<td>16.3</td>
</tr>
<tr>
<td>POLEGATE</td>
<td>9.10</td>
<td>15.6</td>
</tr>
<tr>
<td>LEWES</td>
<td>9.35</td>
<td>14.6</td>
</tr>
<tr>
<td>FAZER</td>
<td>9.40</td>
<td>14.7</td>
</tr>
<tr>
<td>LONDON ROAD, BRIGHTON</td>
<td>9.40</td>
<td>14.6</td>
</tr>
<tr>
<td>BRIGHTON</td>
<td>10.17</td>
<td>14.6</td>
</tr>
<tr>
<td>PRESTON PARK</td>
<td>10.17</td>
<td>14.6</td>
</tr>
<tr>
<td>HAYWARD’S HEAD</td>
<td>14.10</td>
<td>13.9</td>
</tr>
<tr>
<td>BURGESS HILL</td>
<td>10.14</td>
<td>13.9</td>
</tr>
</tbody>
</table>

ARRIVE WINDSOR AND ETON RIVERSIDE, 12.17 p.m.

ITINERARY

On arrival at Windsor an interval will be allowed for passengers to leave WINDSOR CASTLE, etc. Steamer departs Windsor Bridge at 2.15 p.m., passing Bray, Maidenhead, Boulter’s Lock and Cliveden Woods, returning to Windsor Bridge at approximately 6.15 p.m. Return train leaves Windsor and Eton Riverside at 6.45 p.m.

TICKETS OBTAINABLE IN ADVANCE AT ABOVE STATIONS
For further details please see handbills
For full particulars of the above and other excursions, Cheap Day Tickets, etc., please see handbills

TICKETS OBTAINABLE IN ADVANCE AT STATIONS OR AGENCIES

BRITISH RAILWAYS

The ASHFORD CARNIVAL AND SHOPPING WEEK
Saturday, July 1st - July 8th
GRAND CARNIVAL PROCESSION
Wednesday Evening, July 5th, at 7 p.m.
COMPETITIONS: DANCES: SUMMER FAYRE, ETC.

LEWES DIVISION CONSERVATIVE AND UNIONIST ASSOCIATION
HAMSEY AND COOKSBURGH BRANCH
GARDEN FETE

* AT "CONYBORO," COOKSBURGH
(by kind permission of Lady Monk Bretton) on
SATURDAY, 1st JULY, 1950, from 2.30 p.m.
Children’s Fancy Dress Competition at 3 p.m. & Display by Women’s
League of Health and Beauty at 5.30 p.m. * Dancing on the Lawn
SHORT ADDRESS: BY LORD KEYS OF ZEBRUGGE
who will be introduced by Major Tuften Beamish, M.P.
TEAS * ICES * STALLS * SIDE-SHOWS
ADMISSION: Adults 6d., Children 4d. * Car Park 1/4
**STURMEY-ARCHER**

**STURMEY—ARCHER HUB STEREOS**

Stereos of Hubs can be supplied in any of the 3 sizes shown above (AW1, AW2, AW3). The reference should therefore consist of the name of the Hub followed by 1 for the small, 2 for medium and 3 for the largest size. *e.g.*—Dealers requiring a large stereo of the FM hub would order Stereo FM3, or for a medium rear hub brake would order BRC2. Headlamps, Tail lamps and DBU are available only in the sizes shown.
GENERAL CYCLING FEATURES

For supply to dealers wishing to arrange their own layouts or for use where the normal double or single column advertisements are unsuitable. Although these stereos do not incorporate R.I. names it is understood that they should only be used in connection with the advertising of our products, and preferably in conjunction with the standard name blocks shown in this book. Sizes available are shown in conjunction with the appropriate reference number, the depth being shown first. Thus stereo GF6 2" x 3\frac{1}{4}" would be 2 inches deep and 3\frac{1}{4} inches in width.
Stereos of Bicycle Models

Stereos are available for all bicycle models except carriers, but can only be supplied in the position shown. Where more than one model number is specified stereos of those models are similar in size and position.

In addition to the stereos illustrated we can supply an alternative stereo three-eighths of an inch wider than those shown, but otherwise identical. When considering the use of these larger sizes it should be remembered that the height is also increased proportionately, and due allowances made when arranging to incorporate them in layouts. Requests for stereos should state clearly which size is required.
CINEMA SLIDES (IN FULL COLOUR)

When Ordering Cinema Slides please state
Reference Number and specify full details
of Overprinting Required.

Allow 14 days for
preparation of
slides and films.
CINEMA ADVERTISING

CINEMA SLIDES can be supplied free of charge overprinted with the Dealer’s name and address in the designs shown on pages 26 and 27. Details of overprinting required should be supplied with copy of contract and completed proposal form, stating clearly the reference number of the design required. Where it is desired to advertise more than one mark, we can supply separate slides, and arrangements should be made with the cinema to display the slides alternately as required.

CINEMA FILMS. Certain contractors show either fixed designs or animated films featuring the dealer’s name and address in conjunction with bicycles or other products. Where a dealer desires to advertise by this means under our fifty-fifty scheme, he must submit to us, in addition to the copy of contract and completed proposal form, a copy of the proposed layout or scenario for our approval.

An essential condition of our approval is that in such layouts or scenarios THE NAME OF OUR PRODUCT (Raleigh, Rudge, etc.), MUST BE AT LEAST EQUAL IN SIZE AND BOLDNESS TO THE NAME OF THE DEALER, so that the advertisement is fifty-fifty in value as well as cost, and that NO OTHER PRODUCT MUST BE MENTIONED.

Most companies engaged in the preparation of advertising films have been supplied with up-to-date references covering our products, so that little, if any, difficulty should be experienced in obtaining their co-operation.

One further “must”—and this applies to all forms of advertising—please do not call yourself a Raleigh “Agent”. Dealer, yes, Distributor, perhaps, Specialist, yes, but “Agent”, no. Not unless we’ve given you a power of attorney!

SCENARIOS OF CARTOON FILMS

SPECIAL RALEIGH, RUDGE AND HUMBER CARTOON FILMS.

Dealers undertaking cinema publicity can be supplied with special films of the coloured cartoon type featuring Raleigh, Rudge or Humber bicycles. Before signing any contract, however, dealers should ensure that the advertising contractors concerned will be able to include this special film in their usual display. The film is of the standard 85 mm. width and runs for approximately 12 seconds with the dealer’s name and address. A charge of £2 is made for each film, this amount being shared on a 50/50 basis as part of the general scheme.

Where it is proposed to exhibit weekly for a complete year two copies of the film are usually supplied (at a combined charge of £3) and shown during alternate weeks. In such cases dealers could arrange for the Raleigh film to be alternated with the Rudge, or Rudge with Humber, if desiring to advertise more than one mark, but the cost will then be £2 per film.

Full details of wording required for the final announcement should be supplied with copy of contract and completed proposal form, but in order to obtain full advertising value from the film, such wording should be confined to the shortest possible statement of the dealer’s name, address and telephone number if required.

The three SCENARIOS are described hereunder.

RALEIGH.

The following introduction is carried out in true cartoon style and occupies the initial 10’ of film. A penny-farthing cyclist appears dressed in the appropriate costume. He cycles across the screen but passes behind a hoarding. When he reappears the other side he is then seen to be riding a modern Raleigh cycle and dressed in up-to-date cycling kit. During the action wording appears:

YOU, TOO SHOULD CHANGE TO A RALEIGH FROM . . . .

No alteration should be made in context or wording of the above. When the action is completed all changes to a final layout consisting of dealer’s name and address.

RUDGE.

Against the background of a cycling map the words:

“CYCLING PLEASURE” appear, changing to:

“ANY ROUTE!”

A hole then gradually appears in the map, revealing a sports cyclist (cartoon style) and panel worded:

“ BY RUDGE ” followed by a second panel “ YOUR RUDGE DEALERS ARE . . . .”

All fades out to final shot showing dealer’s name and address.

HUMBER.

There gradually fades in a scene showing in cartoon style two children riding cycles, with the wording “ FROM ‘HUMBER’ BEGINNINGS ”. The wording disappears and from the right a figure in white sports shirt crosses the foreground, followed by a be-whiskered figure on a “sit-up-and-beg” model. The wording:

“YOU’LL ALWAYS RIDE A HUMBER, THE LONG-LIFE CYCLE” appears with a panel:

“YOUR DEALERS ARE . . . .”

The whole scene fades to final announcement of dealer’s name and address.