FOLDER 1/47



Still the Finest Value in MODERN DRUMS AND EQUIPMENT

SOLE DISTRIBUTORS: BEVERLEY MUSICAL INDUSTRIES LIMITED BEVERLEY, EAST YORKSHIRE, ENGLAND



REVERLEY NEW GENERATION BALL RACE BEARING B.D. PEDAL

Ref. No. 1416. (Incorporating Pat. No. 630694)

FEATURES : exclusive features can only be fully appreciated by a visual inspection and a practical test article. This Pedal is definitely a triumph of engineering, which is symbolic of all Beverley Pedals. Generation F.70 Pedal) and the Drummer will know that he can expect a first-rate quality The illustration indicates the attractive lines of the NEW GENERATION Pedal, but its many The BEVERLEY NEW GENERATION Pedal is built around its famous pre-war equivalent (the

NEW STYLE NON-SLIP FOOT PLATE PATENT SELF-LOCKING BEATER ROD OILITE BEARINGS HOFFMAN BALL RACE BEARINGS

ENCASED ADJUSTABLE SPRING PLUNGER ATTRACTIVELY FINISHED IN POSITIVE HOOP CLAMP LAMBSWOOL BEATER HEAD

BLACK AND CHROME

Speed Plus

Self Locking Device BEVLOCK (Reg.)

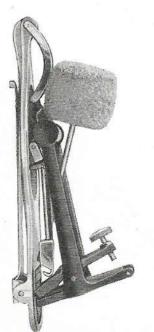
Pat. No. 630694.

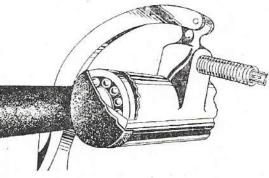
produce the perfect Bass Drum BEVLOCK DEVICE, which is the flying out from the Pedal entirely. Such a thing cannot happen with the introduction of the BEVERLEY Pedal. result of our determined efforts to worked loose. In some cases this has ment when their Beater Rod has Many Drummers have had embarrassresulted in the Rod falling through amming the action and alternatively the main casting and completely

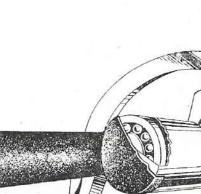
BEVERLEY definitely disposes of the that it is impossible to work loose or release itself. This original and exclusive feature introduced by which locates the Rod in such a way No Screws are used on the BEVLOCK DEVICE. This is instantly fitted by a downward thrust and a half turn loose beater head bogy.

The BEVLOCK DEVICE is supplied on both the No. 1416 and 1417 Pedals, illustrated on this page.

strong and light alloys, which are ideal for Bass Drum Pedals. dismantled rapidly. Whilst substantially made it is, nevertheand the NEW GENERATION Pedal can be assembled or With the exception of the Beater Rod there are no loose parts less, comparatively light as it is mainly constructed from special







Including Purchase Tax. £4



Protessional Bands very closely conform to the same tempi, but in terms of "bars per minute" the information is not generally known. The "Table of Tempi" outlines the most suitable bars per minute, as expressed by Victor Silvester, and if universally adopted this would, without doubt, settle the conflicting ideas on the subject in the mutual interest of both the Bands and the dancing public to the betterment of the business. VICTOR SILVESTER'S "TABLE OF

VICTOR SILVESTER'S "TABLE OF TEMPI" supplied free with both Bass Drum Pedals, illustrated on this page

Spotlight on Tempo !

Drummers and Band Leaders will welcome the ''Table of Tempi'' compiled by arrangement with that famous radio maestro and authority, Victor Silvester, star of the popular B.B.C. Dancing Club.

It is generally agreed that a standard of tempi laid down for the whole of the British Isles would fulfil a long felt want, which is also the sentiments of Victor Silvester



HEVERLEY NEW SPEED

Ref. No. 1417. B.D. PEDAL

Incorporating Pat. No. 630694. The No. 1417 Pedal is entirely new throughout and embodies exclusive features, including:-OILITE BEARINGS.

The first serious rival to Bail Race Bearings, having the essential feature of self-maintenance and therefore trouble free.

No squeaks or seizure is possible with OILITE Bearings and consequently they are ideal for Bass Drum Pedals.

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10005

BEVLOCK PATENT SELF-

LOCKING BEATER ROD.

ENCASED DUST-PROOF AD-JUSTABLE TENSION SPRING. This is the first time that a tension spring principle has been encased, and as can be seen from the illustration this feature enhances the appearance of the Pedal.

The action is considerably improved as the spring is permanently fed with grease. FURTHER FEATURES.

OF RETAINING BEARINGS

Pressed steel non-slip foot plate, New design foot plate anchor. New super hoop clamp. Attractively finished in black and chrome.

ANOTHER TYPICAL BEVERLEY

VALUE FOR MONEY EXAMPLE



£3 2 4 Including Purchase Tax.

HEVERLEY ADJUSTABLE HI-HAT-PEDAL

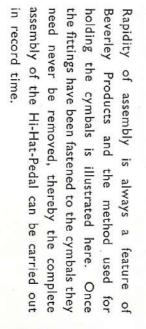
Ref. No. 1442. Patent No. 25179.

NOW we offer a thrilling new adjustable Hi-Hat-Pedal. An essential part of every modern Drummer's Kit must conform to modern requirements—the No. 1442 Beverley Hi-Hat-Pedal will have universal appeal, as it embodies all the refinements which the modern Drummer seeks.

FEATURES:-

- S POSITIVE NON-SLIP RUBBER BALL FEET.
- SELF-LOCATING ADJUSTMENT.
- © INSTANT RELEASE CYMBAL FITTINGS.
- S QUIET AND SMOOTH ACTION.
- © NON-SLIP FOOT PLATE.
- S NO SCREWS OR LOOSE PARTS.
- © RIGID IN ALL POSITIONS.
- S ACTUATING ROD RETAINED IN CLOSED POSITION (See illustration).
- CHROMIUM PLATED.

We would particularly draw attention to the rubber ball feet which are ingeniously held in steel cups in such a way that they can **NEVER** work loose. These feet definitely prevent the Pedal from creeping and with their adoption this new Hi-Hat-Pedal can be used with impunity on any type of floor.





The actuating rod is the patent feature of this Pedal as it can be locked into the Pedal in its folded position as illustrated. Drummers will appreciate this original feature as it is no longer possible for the rod to become lost in transit, rendering the Pedal useless at the very time it is required for action.

Without Cymbals.

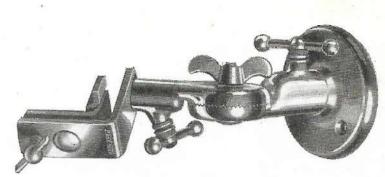
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With the present popularity of Tomtoms a practical Holder is essential.

HEVERLEY TOM-TOM HOLDER

Ref. No. 1445. Incorporating Pat. No. 576548. LEAVES NOTHING TO BE DESIRED AS IT IS AS RIGID AS THE BASS DRUM WILL ALLOW AND CAN BE ADJUSTED TO ANY POSITION TO SUIT INDIVIDUAL REQUIREMENTS.



In order to provide the utmost rigidity the hoop clamp has been extended along the diameter of the Bass Drum Hoop making adequate provisions for abnormally heavy Tom-toms.



The No. 1445 Tom-tom Holder incorporates an exclusive feature in the BEVERLEY Leverage Screws which enables the Drummer to easily fasten the Holder in any position in a vice-like grip. Please note that this dispenses with the problem of fabricating ways and means of achieving this firm fixing which is prevalent on other Holders. The Leverage Screws are so designed that they can be noiselessly set in any position.

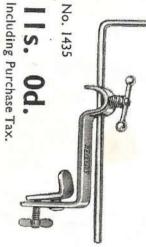
A 100% ENGINEERING SUCCESS

WITHOUT DOUBT THE LONG TYPE CYMBAL HOLDERS HAVE COME TO STAY AND WE NOW OFFER TWO ENTIRELY NEW RIGID CYMBAL HOLDERS SPECIALLY DESIGNED FOR STABILITY, SO NECESSARY TO THE MODERN DRUMMER.

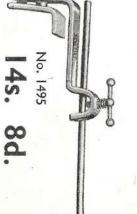
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The No. 1435 BEVERLEY CYMBAL HOLDER incorporates the patent BEVERLEY Leverage Screw which ensures positive fixing and is constructed from substantial diameter rod to minimise movement. As can be seen from the illustration the popular and practical V Lever Grip is retained. Upright 18". Chromium Plated.



accessories yet devised the finest Drummers with the advantages of improvement, together conceivable point This enables the Drummer to The BEVERLEY NEW Cymbal Holder one of is also fitted, makes this the Leverage Screw which this Holder (as illustrated) adjustment obtainable on you. The additional development to intrigue Incorporating Pat. No. 576548 CONCEPTION CYMBAI locate the Cymbal at any A further BEVERLEY HQLDER. Ref. No. 1495 ADJUSTABLE



Including Purchase Tax.

Including Purchase Tax.

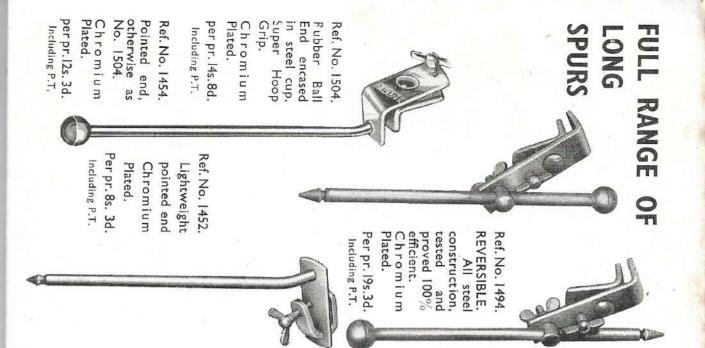
TO-MORROW YOU WILL BE GLAD YOU WAITED FOR HEVERLE TO-DAY

No. No. No. No. No. No. No. No. No. No No. No. No. No. No No. No. No. No. No. No. No. No. No. ZZO No. No. No. No. No No 1468 467 1466 1604 1602 Hi-Hat Cymbals, 11" spun brass, special cup 1425 1475 474 1403 1502 1607 1606 1605 1600 498 1514 493 44 1455 1438 453 1419 1418 1465 Rhythm Brushes, metal handles, C.P. 1480 Key for S.D. and T.T., die-cast, C.P. 1479 Key for S.D. and T.T., steel, N.P. 1603 Hi-Hat Cymbals, 12" spun brass, special cup 489 1503 Wood Block, standard type, 6" 1434 Cymbal Holder, 9" upright, V grip, C.P. 446 Wood Block Holder, V grip, C. 421 Bass Drum Pedal, C.P. Choke Cymbal Holder, C.P. .. Rhythm Brushes, adjustable, C.P. Rhythm Brushes, collapsible, C.P. Rhythm Brushes, short, metal handles Crash Cymbals, 8" spun brass Crash Cymbals, 10" spun brass Crash Cymbals, 12" spun brass Cymbal Holder, 9" upright, U grip, C.P. Hi-Hat Cymbals, 10" spun brass, extra Hi-Hat Pedal, Damper, bass drum, twin pad, C.P. (external) Damper, bass drum, one pad U Consolette Rail, C.P. (improved) Wood Choke Cymbals, 8" spun brass Cymbal Stand, C.P., super model Cymbal Stand, collapsible, aluminium, cast base Cymbal Stand, C.P., lightweight Cymbal Holder, 18" upright, U grip, Bass Drum Spurs, standard type Bass Drum Pedal, short foot Plate, C.P. Drummer's Stool, upholstered Bass Drum Pedal, long foot plate, C.P. cup (see Krut Cymbals, back page) Block, Chinese type, 8" C.P., standard type, nickel grip, : ; : : C.P. deep C.P. C.P. Including P.T. : : : : : : : per pair per pair per pair per pair each each each each . -: .. ** : -" . £ s. N 17 300 0 25686 SN _ 051 9683 ٩ G 7 9 8 0 No. Zo. No. No. No $\begin{array}{cccc} & 15\frac{5}{8}'' \text{ long, natural finish } & & & \\ \text{No. 1725 Steel Flesh Hoops (14'') for Beverley} \end{array}$ No. No No No. No. No. No. 1710 Sticks, 'C' Pattern, heavy weight, ball head No. 1470 Rhythm Brushes, aluminium No. 1490 Rhythm Brushes, short type, aluminium head, 16¹/_z" long, natural finish ... 1709 Sticks, 'D' Pattern, medium weight, 1708 Sticks, 1412 Snare Drum Stand, NEW TYPE, collapsible, 1483 Triangle, 6", best quality, with Beater 1485 Triangle, 8", best quality, with Beater 1459 1492 1415 Tom-Tom Stand (tripod), C.P. 1707 Sticks, 'B' Pattern, short pattern, medium 1706 Sticks 'A' Pattern, light weight, acorn head. 1410 Snare Drum Stand, light weight, bronze 1444 443 487 1400 Trap Tray, collapsible, C.P. ... 1402 Trap Tray, standard, C.P. ... 1408 Snare Drum Stand, heavy pattern, C.P. 1404 Trap Rail, 4 post, C.P. 1409 Snare Drum Stand, standard pattern, C.P... 1500 Triangle Holder for B.D. hoops, C.P. Triangle, 10", best quality, with Beater Tom-Tom Bracket for Consoles and Tom-Tom Stand, adjustable, C.P. Post for B.D. hoop, V lever grip, Post for B.D. hoop, U grip, C.P. weight, 145" long, natural finish ... icks, 'E' Pattern, medium weight, aluminium cast base, super model handle head, 15%" long, natural finish finish Counter Hoops, rust proof lette Rail (improved) 165" long, natural finish C.P. : Consoacorn S.D. ball • • Including P.T. per pail per pair each each .. : 3 : . -.. 3 3 -: : 33 -1 Th N s 4 G 4 S 5 S 4 00 0 C 6 0

FURTHER HEVERLEY EQUIPMENT

AVAILABLE THROUGH YOUR LOCAL DEALER

ALL PRICES QUOTED ARE SUBJECT TO ALTERATION WITHOUT NOTICE.









posts. Chromium Plated Suitable for all standard COWBELL CLIPS. Ref. No. 1457

Is. $7\frac{1}{2}d.$ each. Including Purchase Tax.

and Cowbell Holder. New Design Combination Wood Block Ref. No. 1497

of Wood Blocks. ported on felt cushions to prevent any metalic It holds a full size Wood Block, which is supnecessary to complete the modern lay out. pegs can be adjusted to suit all standard type noises and to assure the maximum tone. The This new design Combination Holder is

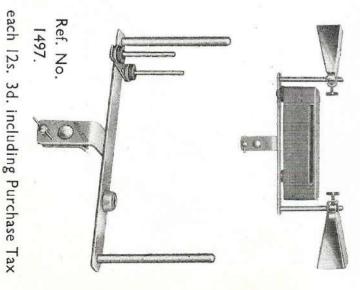
size professional Wood Block (Ref. No. 1502) thus shown in the illustration. It is, however, primarily designed for the ful

Clips illustrated above. Chromium Plated Finish ideal position with the No. 1457 Cowbel The Cowbells can be arranged in the most

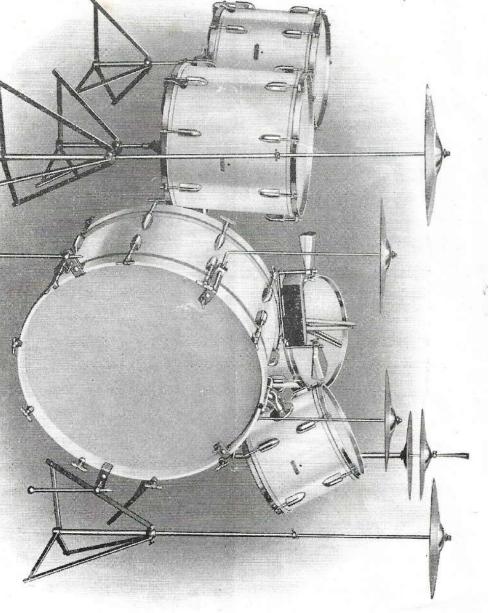
and are undoubtedly the finest Cowbells. Drummers' equipment as they have no overtone BEVERLEY Cowbells are a popular item to most

chromium plated and in sizes indicated below : These are obtainable in silver painted finish or all

	1507.	1506.	1510.	1509.	Ref. No.
	4"×3"	$3\frac{1}{4}$ × $2\frac{1}{4}$	4"×3" Silver Painted.	$3\frac{1}{4}$ " $\times 2\frac{1}{4}$ " Silver Painted.	Size
	AllCh	AllCh	Silver	Silver	
	All Chromium Plated 9s. 2d. each	$3\frac{1}{4}$ × $2\frac{1}{4}$ " All Chromium Plated. 8s. 7d. each.	Painted.	Painted.	
-	95	8 s.	5s.	4s.	Pu
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	each.	each.	5s. 0d. each.	4s. Od. each.	Including Purchase Tax.

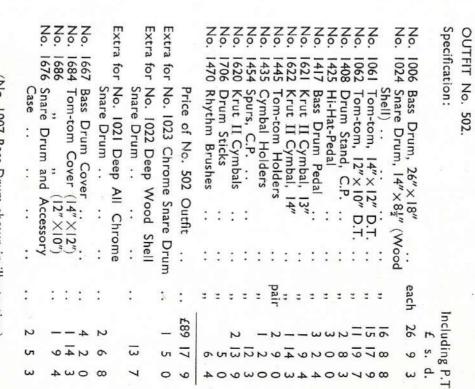


FOUR "GOOD SOUND" SUGGESTIONS FOR VOUR



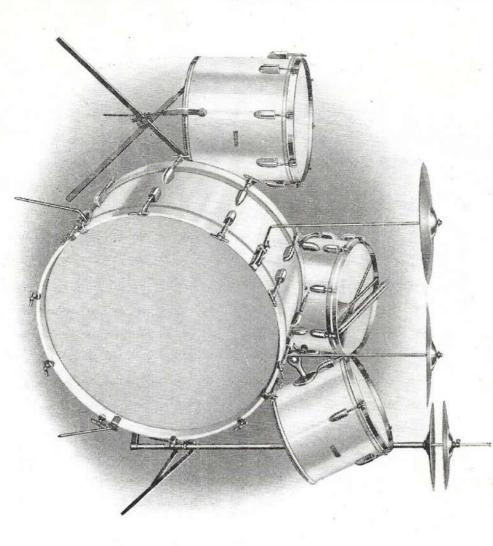
OUTFIT No. 503. Specification: No. 1006 Bass Drum, 26"×18" each 26 9 3
ification: £ s. 1006 Bass Drum, 26"×18" each 26 9
R HEVERLEY LAYOU





(No. 1007 Bass Drum shown in illustration)

6 Standard Type Double Tension Fittings with new type pressed steel Claw. Spun Brass Flanged Type Counter Hoops. Popular Sizes:—14"×6½" overall only, Reinforced Wood Shell or Spun Brass Chromium Plated Shell, with centre swage. Selected Heads, Snares. All metal parts Chromium Plated. Complete with Key. type Snare Release. Choice of Wire-on-Silk or True Lay Wire Range 1027 and 1028 Specification. extended ridge on the inside top edge to preserve the life of the Sticks which automatically reinforces the Hoop, making Sizes:— $14'' \times 8\frac{1}{2}''$ overall and $14'' \times 11\frac{1}{2}''$ overall of reinforced Wood Shell or Spun Brass Chromium Plated Shell with Plated. Flesh Hoops of steel, Rust-proof plated. Complete with is proved Key. Best available Heads. Internal Damper with fine adjustment. All metal parts Chromium fitted as standard). Choice of Wire-on-Silk or True Lay Wire Snares (the latter warping impossible. attractive centre swage. 16 Streamline Fittings. This Release is an exclusive BEVERLEY pattern and its efficiency Quick Action Snare Release which ensures a positive clearance. One piece Die-cast Floating type Counter Hoops which have an Range 1021/1023 Specification. HEVERLEY SNARE DRUMS 021 1022 1023 1027 1028 No. Ref. 1024 No. Ref. $|4'' \times 6\frac{1}{2}''$ $|4'' \times 6\frac{1}{2}''$ $|4'' \times ||\frac{1}{2}''$ $|4'' \times || \frac{1}{2}''$ $|4'' \times 8\frac{1}{2}''$ $14'' \times 8\frac{1}{2}''$ overall overall Size Size maintains its appearance indefinitely. Black or White finish is time, but such BEVERLEY finishes are not to be confused with optional and is available at the same price. covered in a hard and durable high gloss finish which painted finish. All BEVERLEY Drums and Tom-toms are These are still confined to Black and White only at the present Chromium Chromium Chromium Black or Black or Black or Plated Plated Finish. White Plated Finish. White White FINISHES :-Including Purchase Tax. Including Purchase Tax. • • • • : $\overline{\infty}$ 17 7 6 0 s. d. 5 ω 2 N œ 79 ω 8



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H	ing P	ncluding P.T.	=	Specification :	Specific
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Ref. No. 1060 Shell $16\frac{1}{2'' \times 14''}$ Finish. Black $14'' \times 12''$ $1062 Including12'' \times 10'' Purchase Tax.No.12'' \times 10'' Ref.No.1065 Shell14'' \times 12''1065 Shell14'' \times 12''1065 Including14'' \times 12''1065 Purchase Tax.11 Including1065 Purchase Tax.11 Ref.1065 Size.14'' \times 12''1067 Finish.12'' \times 10'' Including1065 Purchase Tax.11 Including1005 Purchase Tax.11 Including1005 Purchase Tax.11 Including 1 Purchase Tax.11 Including 1 Purchase Tax.11 Including 1 Purchase Tax.11 Including 1 Purchase Tax.10 Including 1 Purchase Tax.11$ Including 1 Purchase Tax. 11 Including 1 Purchase Tax. 10 Including 1 Purchase Tax. 11 Including 1 Purchase Tax. 10 Including 1 Purchase Tax. 10 Including 1 Purchase Tax. 10 Including 1 Including 1 No. 1006 No. 20'' $24'' \times 18''$ No. 20 No. 20 Including 1 Including 1 Including 1 Including 1 No. 1007 $24'' \times 18''$ 12 No. 12 1	Mailge IVID IVID specification.	Banco INIC/INIC CONTRACT	best available Heads.	with the Streamline Fittings. Internal Damper.	type pressed steel Claw is now fitted together	Shells with Laminated Counter Hoops. New	Six sizes now available as outlined. Reinforced	Range 1005/1010 Specification.		HEVENEY	.	Surround which is extruded Aluminium Section, very attractively finished as can be seen from the illustrations on the No. 501 Outfit	metal parts Chromium Plated with the exception of the Bottom	Spun Brass Flanged Type Counter Hoop. Internal Damper. All	12"×10" with 5 Streamline Fittings	Sizes:—16½"×14" with 8 Streamline Fittings.	Single Tension. Specification.	Heads. All metal parts Chromium Plated. (See outfits 502 & 503).	Soun Brass Flanged Type Counter Hoops Internal Dampers on both	14"×12" with 16 Streamline Fittings.	Shell Sizes:— $16\frac{1}{2}$ × 14" with 16 Streamline Fittings.	Double Tension. Specification.
Shell Size. Finish. Size. I4"×14" Black 14"×12" or 12"×10" White Shell Size. Finish. Size. Finish. 16½"×14" Black Shell or Shell Size. Finish. 16½"×14" Black 12"×10" White 12"×10" White No. overall Finish. 1005 28"×15" White 1006 26"×15" 20 1007 26"×15" 20 16 1008 24"×15" 16 16 1010 20"×18" 12 12												1067	1066	1065	No.	Ref.		1062	1901	1060	No.	Ref.
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VERLEY TOM-TOMS

Now available in the popular $26'' \times 18''$ overall size. Reinforced Shells with Laminated Counter Hoops. Standard Type Double Tension Fittings with new type pressed steel Claw. Chromium Plated. Selected Heads.

lliustration of the one-piece die-cast handle used on all Beverley Bass Drums. The substantial length and general design assures easy tuning at all times.

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No.	Ref.	0101	6001	800	1007	1006	1005	No.	Ref.
overall 28"× 15"	Size	20"×18"	24"×15"	24"×18"	26"×15"	26"×18"	28"×15"	overall	Size
Fittings. 8	No. of	12	16	16	20	20	20	Fittings.	No. of
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All Prices subject to alteration without notice. NOTE. Specification : No. No. No. OUTFIT No. 500 No. No. No. 1016 Bass Drum, 26"×18" ... No. 1028 Snare Drum, 14"×6¹/₂" (Wood No. 1667 Bass Drum Cover No. 1676 Snare Drum and Accessory Extra for No. 1027 All Chrome Snare No. No. or write for details direct. Mark envelope "offer." All BEVERLEY Bass Drums are now sent out with an offer To;-BEVERLEY MUSICAL INDUSTRIES, LIMITED, you are also entitled to this offer. See your Dealer to-day Should you have purchased a BEVERLEY Bass Drum already, which enables you to have your initials supplied free of charge. YOUR INITIALS 1706 1419 45 620 470 62 42 434 (No. 1015 Bass Drum shown in illustration) Krut II Cymbal
 Krut II Cymbals
 Spurs, C.P.
 Rhythm Brushes
 Drum Sticks Bass Drum Pedal .. Cymbal Holder .. Hi-Hat-Pedal, N.P. only Drum .. Price of No. 500 Outfit Case ... : : Grovehill, BEVERLEY, E. Yorks. : FREE ! each pai Including P.T. €43 21 12 s. d. 7 0

ordering please state overall measurements including all fittings.	Ref. No. 1676. £2 5 3 Including Purchase Tax.
four Dealer will be pleased to receive any enquiries for special Covers. when	when heavily loaded. Osual partition piece.
	-
	Specification.
	SNARE DRUM AND ACCESSORY CASE
	684 4"x 2" 4 3
	Size.
	For Tom-tom
	but without shoulder strap, as illustrated.
	TOM-TOM COVERS Specification
	24"×18"
	24"×15"
	26"×15"
	1661 28"X15" overall 3 9 0
$ 4^{\prime\prime} \times ^{\frac{1}{2}}$ overall	Drum Size.
SIZE.	Ref. For Bass Including Purchase Tax.
Sna	, as illustrated.
For	
but without shoulder strap.	Cotton Duck
same construction and essential details as the bass Drum Covers	easier. Constructed from best quality hard wearing, closely
Company the set of the late is the Bate Darm Course	Entirely new design making their application and their removal
SNARE DRUM COVERS Specification.	BASS DRUM COVERS. Specification.
RS AND CASES	HEVERLEY COVERS



THE SYMBOL OF THE FINEST BRITISH MADE CYMBAL

The Biggest Post-War Sensation!

The experimental staff at Beverley can well be proud as their achievements are recognised not only in the British Isles but in all countries abroad, including the U.S.A.

GOOD NEWS TRAVELS FAST !

Without any advance propaganda the first quantities of Krut Cymbals were absorbed in record time. The tone and sensitive response of the Krut were immediately heralded by the profession and the trade, who in their unanimous opinion christened them THE FINEST BRITISH CYMBAL EVER MADE.

Krut Cymbals have been particularly designed to fulfil modern requirements and they are without doubt the ideal cymbal for the Drummer of to-day and to-morrow.

Despite the present cost of raw materials and the added burden of purchase tax, the all-in price of the Krut Cymbals is far below the anticipated price of a Cymbal approaching the Krut quality; this is by no means the least remarkable aspect of the first super British Made Cymbal.

								£	\$.	d.
No.	1617	Krut	Π	Cymbal,	8″		•		17	1
No.	1618	Krut	Π	Cymbal,	10"		•	1	0	9
No.	1619	Krut	Π	Cymbal,	11"			1	3	2
No.	1620	Krut	Π	Cymbal,	12″			I	6	10
No.	1621	Krut	Π	Cymbal,	13″			I	9	4
No.	1622	Krut	П	Cymbal,	14″			I	14	3
No.	1623	Krut	Π	Cymbal,	15″			1	19	.0
		Inclue	lin	g Purcha	se T	a	ĸ.			



BEVERLEY Non-1430 RUBBER CYMBAL SEAT For BAXIMUS BYRBAL TONE

HIS ISPROVED "REVENLEY " FUBBLE "WHAT STATE WILL FT ANY TTPE OF COST." Alternal is be required to fit a pre-war type, which meansly took a NY TTPE OF the pase fast in order to make up the request tamater. The base shifts are the same torough the hole is the Crubel, mouther the make counting, which is the counting pathad every the source to camplet the searchy. There of the count is as counter the the same of the source of the same of Crubel, there found it as counter the source of the source of the source FILT PARCHARE TAX

FOR MAXIMUM TONE INSIST ON GENUINE BEVERLEY CYMBAL SEATS AND CUSHIONS.

Ref. No. 1436, each Is. $0\frac{1}{2}d$. Including Purchase Tax.