

EARLS COURT, 1954

*Next season's new models, equipment
and clothing described in this*

WORD AND PICTURE PREVIEW

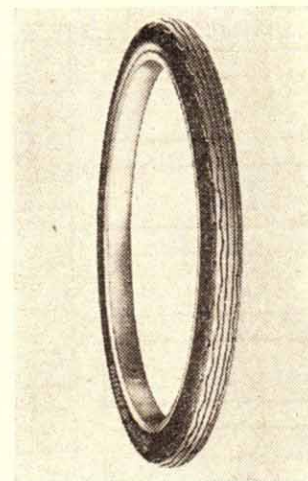
and Pollock.

Charlotte-road, Stroud,
30.
STAND No. 14

**Avon India Rubber
Co., Ltd.**

BRITISH roads are among the best in Europe, so much so that nowadays there are many of the "travel-light" clubworld who ride tubular tyres all the year round.

But still in the great majority are the all-rounders of the cycling game, whose range of activities is so great that the choice of tyres has to be determined not by the best roads on which they ride, but the worst.



Living up to its name, the Avon Speedster tyre is a lively cover and one which should satisfy the hard-riding clubman.

For these ride-anywhere cyclists there is a good selection of tyres to choose from on the Avon list, the Melksham firm having a long and distinguished record of service to the cycling world, being particularly well known before the war for tough-wearing translucent tyres.

A popular item with the club world is the Speedster, a good solidly designed cover, permitting the two outstanding necessities, speed and reliability. There is also a wide range of roadster tyres for the interest of the utilitarian rider.

Melksham, Wilts.
STAND No. 52.

B. and T. (Essex)

Catalogue number AVO05
Price code A
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