

BRITISH SALMSON



LTD

76 VICTORIA STREET · LONDON · S.W.1

DIRECTORS: DAVID MARTINEAU · GUY MARTINEAU · J. C. MACPHEE · J. CLEIFF

TELEPHONE: TATE GALLERY 9138/9

TELEGRAMS: SALMAERO, WESPHONE, LONDON

CABLES: SALMAERO, LONDON

YOUR REF:

OUR REF: DM/MEB

Dear Sirs,

A CYCLAID engine for £16. 0. 0. - incredible but true.

Revolutionary production methods, coupled with vastly increased sales both on the home market and abroad, have enabled us to reduce the price of our CYCLAID auxiliary bicycle engine to this attractive figure.

We are fully organised to meet the tremendous increase in sales which will follow our announcement in the National Press during next month. Further advertisements will appear from time to time, from the results of which our Dealers will benefit. A copy of our advertisement appearing on Sunday, November 14th, in 'The People', etc., is enclosed.

Dealers and those anticipating handling CYCLAID engines have our assurance that the same high standard of workmanship and quality of materials will be maintained in the manufacture of these engines.

Be sure you hold adequate stocks to meet the demand from this Sales Campaign.

Our Stand number at Earls Court is 123.

Yours faithfully,
for BRITISH SALMSON CYCLAID LTD.

Director.

ORDER FORM

To British Salmson Cyclaid Ltd,
76, Victoria Street,
London, S.W.1.

Please supply CYCLAID Engines @ £16 each less 25%, carriage
paid, to be sent to:

.....

.....

.....

I/We enclose cheque for £

Signed

VASTLY INCREASED PRODUCTION
 TO MEET GROWING WORLD DEMAND
 MAKES POSSIBLE SWEEPING PRICE REDUCTION



**NOW
 ONLY
 £16**

**THE CYCLE MOTOR
 WITH THE NON-SLIP DRIVE**

Exclusive V-belt drive is positive and ensures minimum tyre wear. Hill climbing capabilities of 31cc 2-stroke engine are really remarkable.

**FITS ANY STANDARD BICYCLE
 WITHOUT MODIFICATION**

£1 down and 5/- weekly
see it on

STAND No. 123
 INTERNATIONAL BICYCLE &
 MOTOR CYCLE EXHIBITION
 EARLS COURT NOV. 13-20

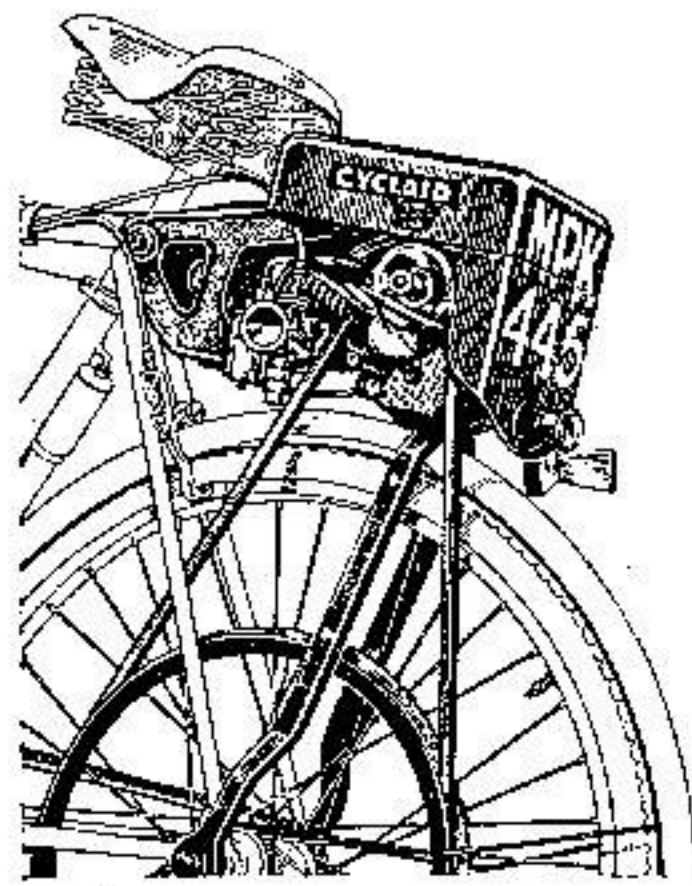
*Please send me details of the "Cyclaid"
 and name of nearest stockist.*

NAME.....

ADDRESS

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P



BRITISH SALMSON CYCLAID LTD.
 76 Victoria Street, London, S.W.1 'Phone: TATe Gallery 9138/9