

NOVEMBER 10, 1954

The Bicycle

lightweight models, the Girls' 16-in. Ranger fitted with

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STAND No.

John Bull Rubber Co., Ltd.

FOR nearly 50 years this famous all-British company has maintained a high standard of cycle tyres and accessories for dis-

(Continued overleaf)

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EARLS COURT PREVIEW

(Continued from preceding page)

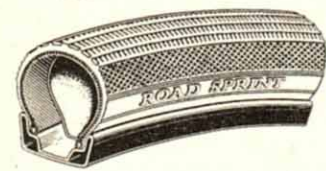
criminating clubfolk, and a very wide range of "J.B." products will be displayed on Stand 49.

Apart from one or two minor items, such as finger pattern handlegrips and file pattern sleeve grips, the company are not introducing any new product into their 1955 range.

Tyres, to meet the demands of every type of cyclist, will be given great prominence, and among them will be the popular Safety Speed, Light Speed, and Road Sprint. Each has the same traditional quality about it, for John Bull's maxim is that quality and value are the best forms of advertising.

The fluttering Union Jack will be flying high over the exhibits—while the rotund John Bull (an 8 ft. 6 in. papier mâché figure) will again be gracing the stand.

Evington Valley Mills, Leicester.
 STAND No. 49



Looking for new tyres this winter? Then make a point of inspecting the John Bull Light Speed and the Road Sprint.

Kerry's Ltd

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