

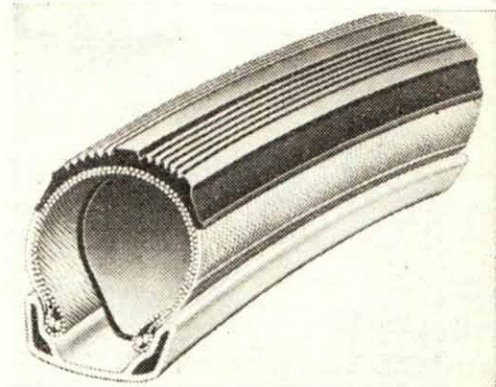
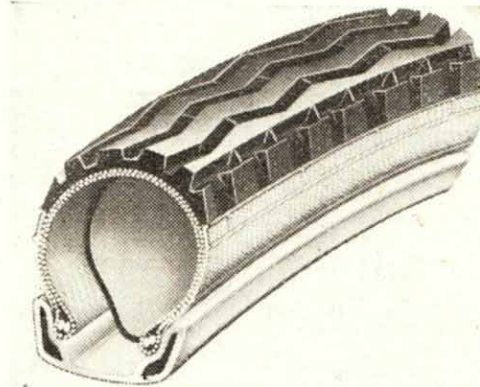
NOVEMBER 11, 1953

*The Bicycle*

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The new Michelin Sports (left) and the High Speed covers are both available in 26-in. and 27-in. sizes.

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...cyc.  
 Heathfield-road, Birmingham  
 STAND No. 66.

**Michelin Tyre Co., Ltd.**

SINCE the introduction last year of the popular Michelin 25 tyre it has been acclaimed by champions as a really good "buy" and comparable for lightness with a tubular. Priced at 16s. 6d., the "25" can be supplied in 26-in. x 1½-in. and 27-in. x 1½-in. sizes.

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Earls Court two other new tyres to their already comprehensive range, the Sports and High Speed. The latter is a fast, lively high-pressure tyre which is suitable for training and club touring, and is available in two sizes, 26 in. x 1½ in. and 27 in. x 1½ in.

"The Sports tyre has the famous Michelin "Zig-Zag" safety tread and translucent walls. An ideal tyre for all weathers, it is made in 26-in. and 27-in. x 1½-in., and 26-in. x 1½-in. sizes.

Other Michelin tyres on display will be the well known Roadster, Endurance, Carrier and Juvenile tyres.

Stoke-on-Trent, Staffs.  
 STAND No. 107

*Middlemore*