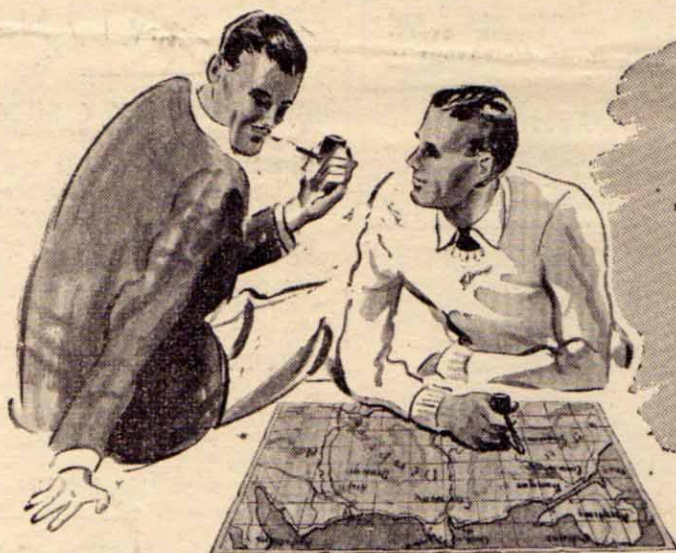


*The Bicycle*  
 5 June 1940

a suggestion of exchanging addresses but I was paying the bill at the time and didn't take a kerchief story seemed to be the young hypocrite!



**WAYS  
 and  
 MEANS**

There's less money to spend on holidays this year—that's the rub and a good reason for making "North British" your choice in tyres. They're just right on the road and easy on the pocket—and they're more than tough enough to keep trouble at a distance. Get a bigger mileage this summer with "North British!"

# NORTH BRITISH

## CYCLE TYRES & TUBES

*Not only British — but NORTH BRITISH*



**NORTH  
 BRITISH  
 6!**

High Grade  
 Roadster (Pure  
 Latex Tube 3/-)



**SPEEDEE  
 5/3**

Ribbed Sports  
 Type (Pure  
 Latex Tube  
 3/-)



**SCOTIA  
 4/9**

Excellent  
 value—  
 (Tube 2/-)

**MADE IN EDINBURGH BY THE NORTH BRITISH RUBBER CO LTD**  
**Inventors of the first detachable Pneumatic Tyre**

When replying to advertisers please mention "The Bicycle"

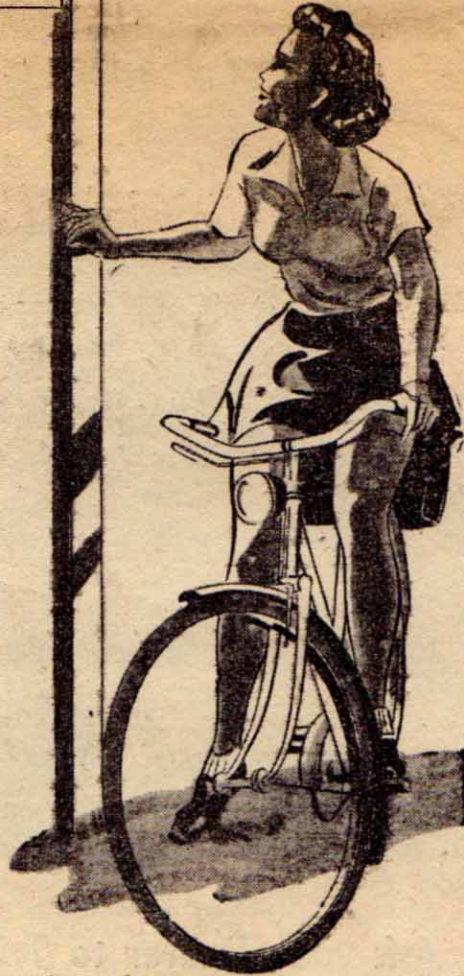
The Bicycle  
13 July 1940

TO ANYWHERE AT  
LESS COST

Via

# NORTH BRITISH CYCLE TYRES & TUBES

You get there at less cost per mile if you ride on NORTH BRITISH. They've always been great value for money. Now, with economy essential in the private exchequer, and in the national interest, their value is doubly appreciated.



Not only British — but NORTH BRITISH



**NORTH  
BRITISH  
6L**  
High Grade  
Roadster (Pure  
Latex Tube 3/-)



**SPEEDEE  
5/3**  
Ribbed Sports  
Type (Pure  
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The Bicycle  
27 July 1940

... has joined the Royal Navy, and E. O. Shead, of 83, Fawe Park Road, Putney, S.W.15, is taking over his work for the club. ... he has frequently ... man of the team this season. ... T.R.S. ... wheelers ... Rodney Record.



Unrationed  
Mileage

Via

# NORTH BRITISH

CYCLE  
TYRES  
AND  
TUBES

North British bicycle tyres and tubes give you maximum mileage per penny. They've always been grand value for money and to-day, with the necessity of making the pennies go even further their value is doubly appreciated.



High Grade Roadster (Pure Latex Tube 3/-)



Ribbed Sports Type (Pure Latex Tube 3/-)



Excellent value—(Tube 2/-)

Not only British — but NORTH BRITISH

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The Bicycle  
3 August 1940

If I make any enquiries they think first two weeks—but much more is needed. I am a Fifth Columnist."

penny paper

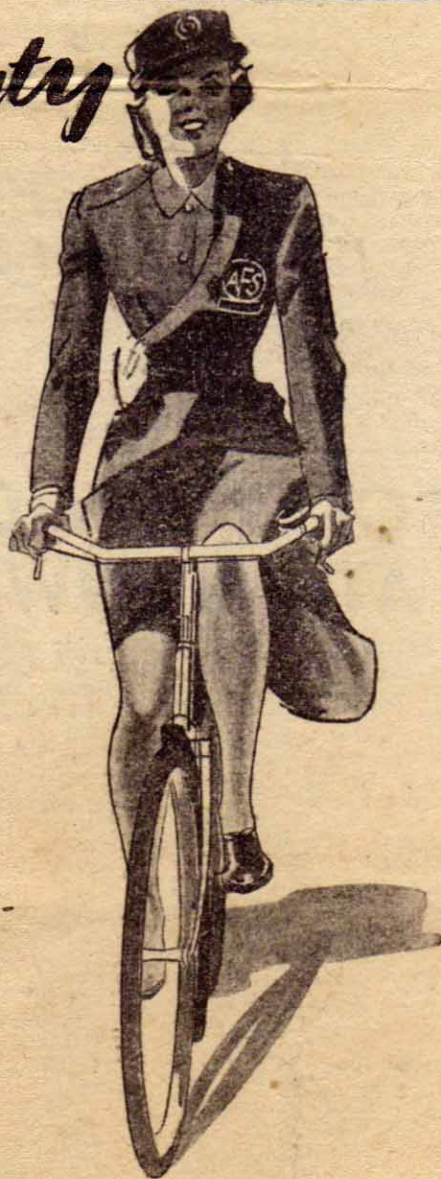
*Going on duty*

Via

# NORTH BRITISH

## CYCLE TYRES & TUBES

The bicycle is certainly being called on today to cover the ground. The lion's share of the work, of course, is upon the tyres—so fit a set of sturdy NORTH BRITISH and get maximum mileage per penny!



Not only British — but NORTH BRITISH



**NORTH BRITISH**  
**6/1**

High Grade Roadster (Pure Latex Tube 3/-)



**SPEEDEE**  
**5/3**

Ribbed Sports Type (Pure Latex Tube 3/-)



**SCOTIA**  
**4/9**

Excellent value—(Tube 2/-)

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The Bicycle  
24 August 1940



Catalogue number NBR04  
Price code D (5 of 5)  
Date 2 February 2015

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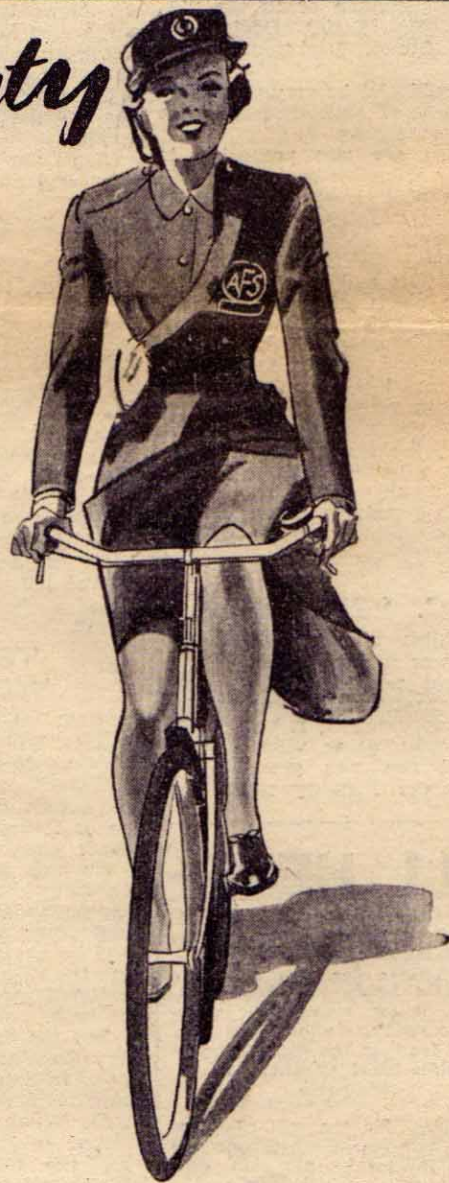
ms.—1, Lanes. R.C. (Haslam, and Harry Batty, who occ  
allineux, Nottingham), 3-17-49; 2, second and third places in 1-16-5  
Warrington R.C., 3-23-24, and 1-19-7 respectively. 1-14-44; 2, 7.

Going on duty

Via

**NORTH  
BRITISH**

**CYCLE TYRES & TUBES**



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