

# IceniCAM Information Service







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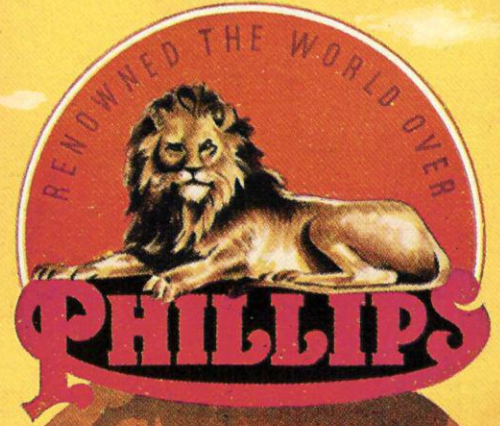
THE BICYCLE FOR ALL ROADS AND ALL CLIMATES



**PHILLIPS**  
RENOWNED THE WORLD OVER

J. A. PHILLIPS & CO. LTD. BIRMINGHAM, ENGLAND

*The Sign  
of*



*International  
Reputation*

For the best part of half-a-century, from all Nations of the World the demand for Phillips Bicycles has grown to prodigious figures. North, South, East and West, the Phillips Hallmark represents THE international symbol of Cycle Quality in all languages.

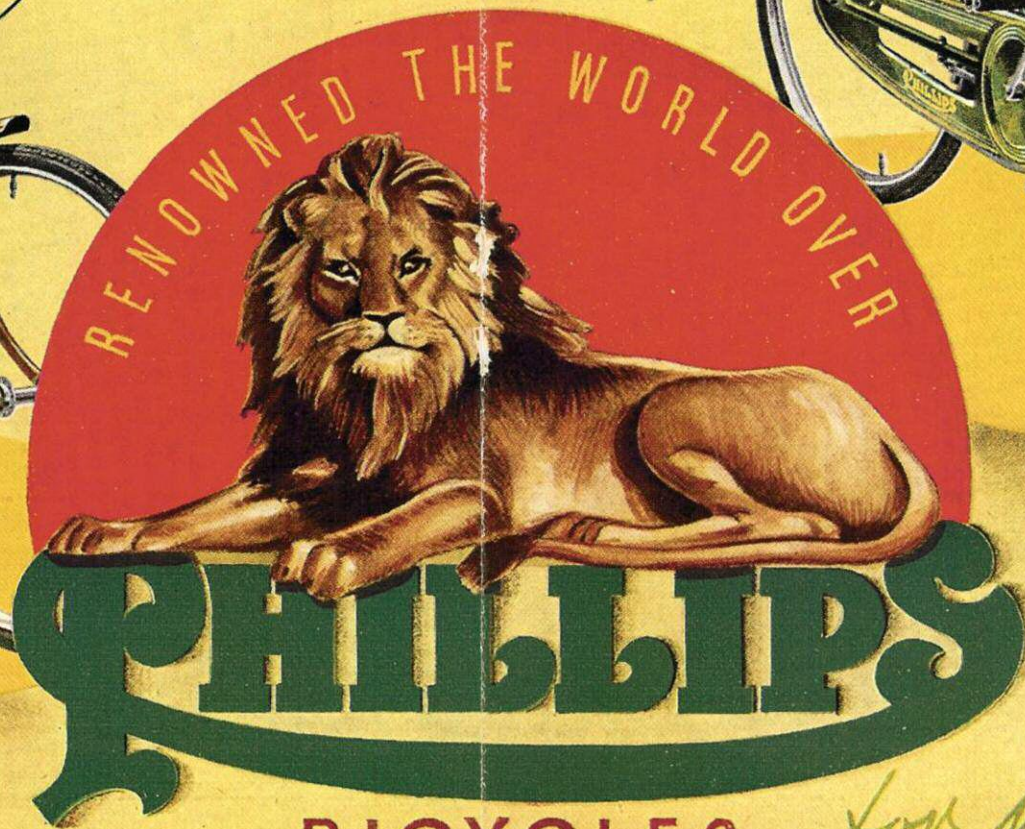
To-day, the insistent demand from overseas is greater than ever—proving that Quality-production inevitably results in Quality-demand.

Thus is the Firm of Phillips rendering invaluable help to Britain's Export Trade.



*Just the job*

for  
everybody  
- everywhere



BICYCLES

*for preference*