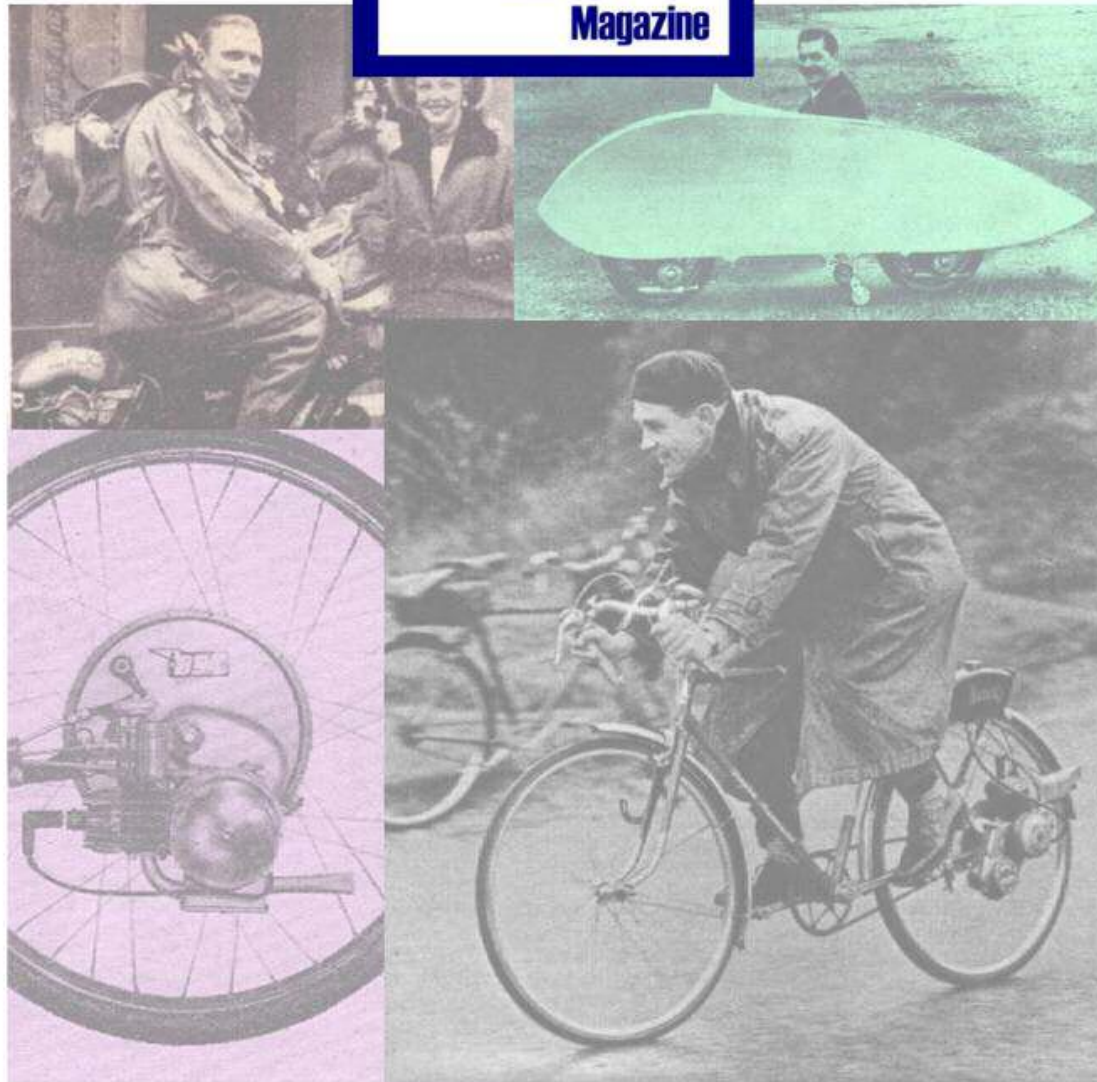


# IceniCAM Information Service







Learn why the Phillips Franchise  
will be so valuable to you in 1956

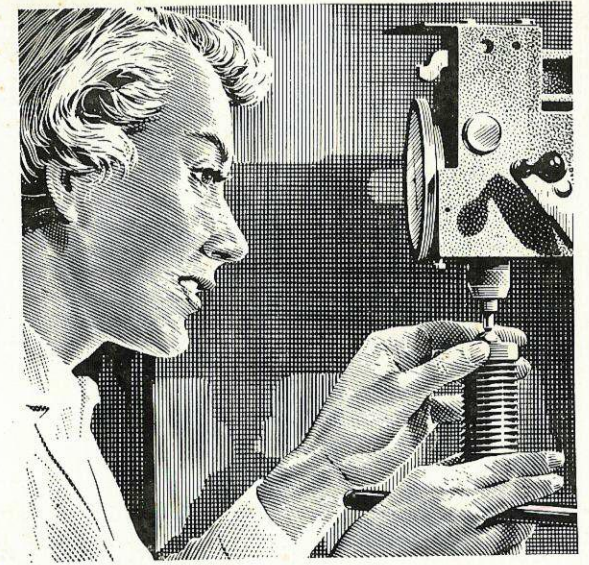
# Advertising

Phillips Advertising is designed to signpost sales to you. Nothing is left to chance. National circulations work overtime on your behalf. Proved Provincial Morning and Evening Newspapers "go home" with your sales story. Popular Journals and Magazines do profitable "armchair" selling for you long after you have called it a day. MILLIONS will see—read and buy through Phillips Advertising, and a fraction of this potential will be more than sufficient to give you record sales in 1956. "Make progress with Phillips" this year—the most progressive Manufacturers of Quality Bicycles.

**PHILLIPS**  
THE TRUE TEMPER STEEL BICYCLE

ONE OF A STRIKING NEW  
SERIES OF ADVERTISEMENTS  
WHICH WILL BE APPEARING  
THROUGHOUT THE COUNTRY.

IS SUCH CARE **REALLY** NECESSARY?



*Diamond Hardness Test for Hub Cones and Bottom Bracket Spindles.*

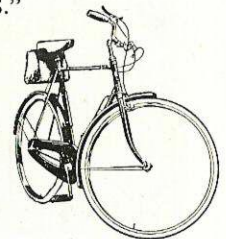
*We believe it is ....*

**FOR YOUR SAKE**

THE Diamond Hardness Test is but one of many examples of the infinite care taken to make every Phillips Bicycle as perfect as is technically possible.

To ensure smooth-running and your cycling pleasure, Cones and Spindles must be exactly the right hardness. If they are too brittle there is the possibility of fracture—too soft, then they may wear. That is why we believe "Such care is really necessary" and why such precision instruments are an integral part of our vast production resources. If such emphasis on Craftsmanship is also your feeling, you will never be satisfied with anything less worthy of you than a "PHILLIPS."

**PHILLIPS**  
THE TRUE TEMPER STEEL BICYCLE



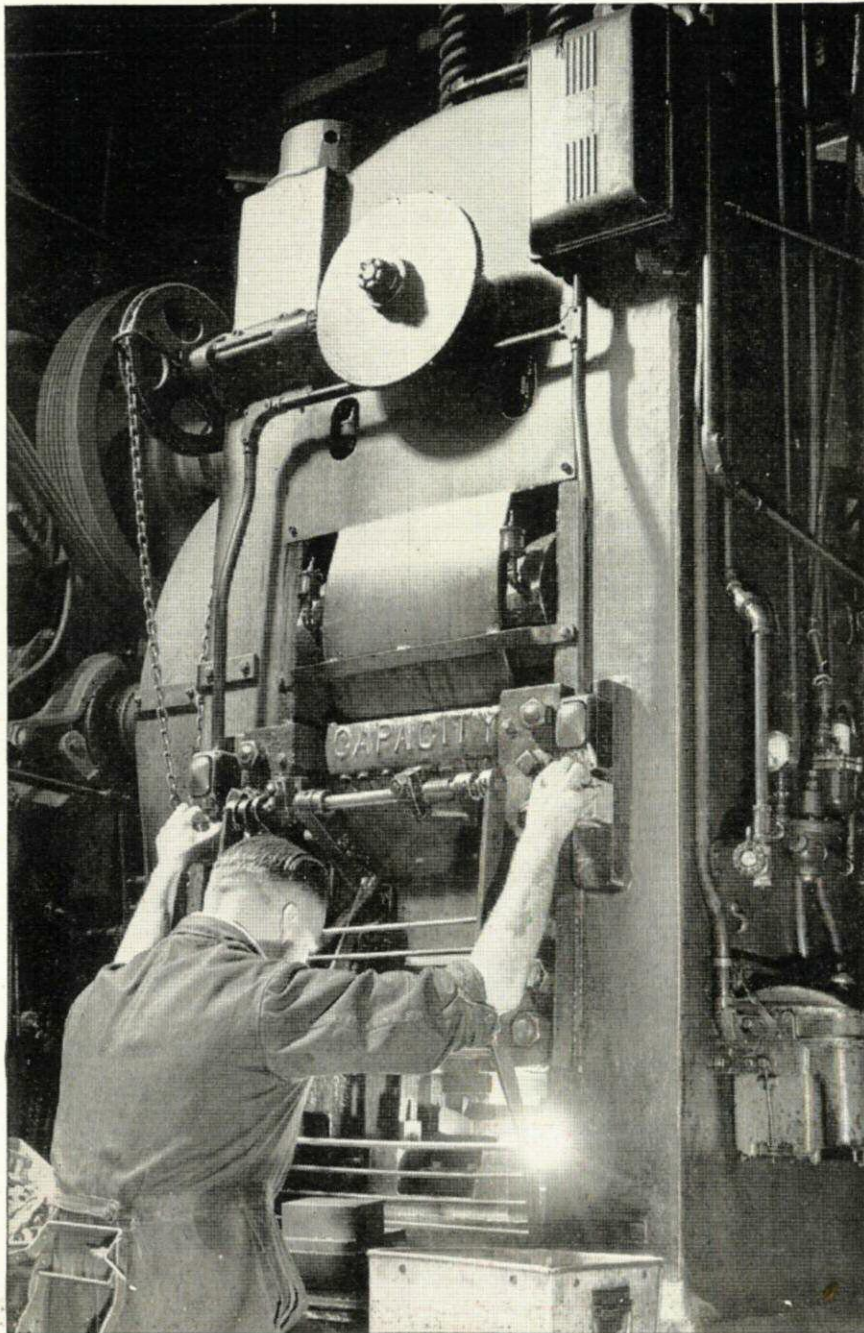
**ALWAYS A LEAP AHEAD**

*We shall be happy to send you details of the fine modern machines of our 1956 range. All of them are available on easy terms from £1 deposit.*

A UNIT OF THE  CYCLE DIVISION

PHILLIPS CYCLES LIMITED • SMETHWICK • BIRMINGHAM 40





*With the Phillips Franchise  
you will always be a LEAP AHEAD*



## **Modern Techniques**

**S**ales Appeal begins on the drawing board. It is the ultimate visual proof of inspired planning allied to a wide and intensive knowledge of modern techniques.

The creation and production of a truly outstanding range of Bicycles cannot possibly be fortuitous.

Here is good reason why the four vast Phillips Production Centres are equipped with the most advanced modern machinery, such as this 600 ton cold-forming press, operated by the most highly skilled craftsmen in the country and also why, with the Phillips Franchise, it will be greatly to your advantage to "make progress with Phillips."



**PHILLIPS**  
THE TRUE TEMPER STEEL BICYCLE





With the Phillips Franchise  
you will always be a **LEAP AHEAD**

# Smartest Gayest, Fastest Selling

## PHILLIPS

THE TRUE TEMPER STEEL BICYCLE

Why will the Phillips Range of Bicycle be so importantly *different* to you — over the next few months?

The answer is very simple and very sound — Quality at the right price, impressively augmented by extensive advertising, is going to get the sales — *and the outstanding Phillips Range gives you BOTH!*



**THE TWO-TONE MANHATTAN** only one of the many models in the 1956 Phillips Range. "Sales Appeal" includes brilliant styling. Two-colour frame in Flamboyant Italian Red with White head and down tube, offset by Tan saddle-bag and grips. **Men's & Lady's £21.4.10. (Tax paid)**

**ATTRACTIVE E.P. TERMS FROM £1 DEPOSIT**





# A popular **SELLER** with a **NEW** appeal

**It's a WINNER  
with the lads,  
and a SALES-  
WINNER  
for YOU**



The Phillips P19S Junior Sports Model is a perfect "Smaller Edition" of the famous full size sports model and is designed specially to appeal to the Keen Younger Cyclist. Superb Specification includes Brazed up 18 in. frame and solid fork ends with 24 in. wheels. All-rounder handlebars and cable brakes with hooded levers. Brilliant new colour finish - black frame with two white bands on seat tube, white chainguard and brake cables, red mudguards and pump and white headlug picked out in red. The New P19S is the ideal Christmas gift and means better business for Phillips dealers NOW and in 1957.

# PHILLIPS

THE TRUE TEMPER STEEL BICYCLE

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CYCLE DIVISION

PHILLIPS CYCLES LIMITED, BIRMINGHAM 40