

PHILLIPS

THE TRUE TEMPER STEEL BICYCLE



*First choice
of the Dealer
who looks ahead*

A UNIT
OF THE

CYCLE
DIVISION

PHILLIPS CYCLES LIMITED

BIRMINGHAM 40

THE KINGFISHER
here is only one of the
Phillips Range which offers
so many low cost luxury
models with outstanding
"all-in" specifications.

Kingfisher



YOU can make this a record year

Everything is being done to sell more cycles in 1958. The National Bicycle Publicity Campaign already has a nation-wide appeal and we at Phillips are supporting it one hundred per cent., backing it with all our resources, and augmenting it with our own advertising.

This exceptional opportunity of EXTRA sales will make all the difference between a normal year and a really good one. MAKE THE MOST OF IT by displaying a good range of Phillips cycles in your windows and showrooms.

PHILLIPS

**THE TRUE TEMPER STEEL
BICYCLE**

A UNIT OF THE  CYCLE DIVISION

PHILLIPS CYCLES LTD • BIRMINGHAM • ENGLAND



It's NEW - it's SENSATIONAL!



Always a leap ahead...

PHILLIPS

THE TRUE TEMPER STEEL BICYCLE

Cantilette

REGD.

NEW cantilever frame

NEW in colour

NEW in specification

NEW in sales appeal



**TO
THRILL
EVERY
MODERN
YOUNG
RIDER**

A UNIT OF THE  CYCLE DIVISION

PHILLIPS

THE TRUE TEMPER STEEL
BICYCLE

PHILLIPS CYCLES LIMITED · BIRMINGHAM 40

The Teenager Special

PHILLIPS

Cantilette

R.G.D.

NEW cantilever frame

NEW in colour

NEW in specification

NEW in sales appeal

Always a leap ahead

PHILLIPS

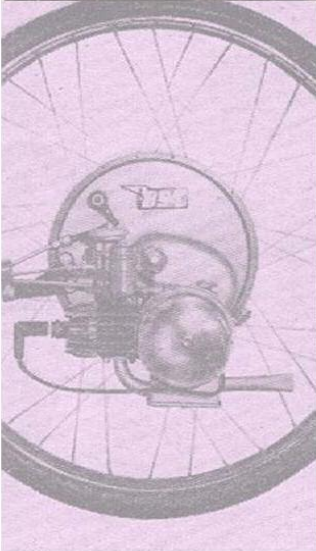
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Phillips Cycles Limited, Birmingham 40.

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