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The Sun Cycle Fittings Co.'s 1907 Programme.

THE Sun Cycle Fittings Co. are now well advanced with their programme for 1907. It might be interesting to agents to know what they intend doing during the coming season. They have just introduced a set of racing fittings, tubes of 1in. diameter with 3in. drop at head, to suit 1/2in. chain line. They have greatly improved their free wheel, and have a phenomenal record, not having had any defects during the past year out of a total of over 50,000, and they have no desire to make many structural alterations; the prices will also be considerably reduced for season 1907.

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They are introducing for the first time, to meet the demand of their customers, a cheaper grade machine, which they have registered as the Solar. This machine will be finished in good style, and nothing of a cheap and shoddy nature will be included in its specification. The price is low enough to suit any agents who desire a reliable and well-finished cheap machine. Their standard Sun machine, which is so well known in the trade, will not receive much alteration, only improvement of finish. They are now introducing their Model Superbe. This machine is specially finished, and is fitted with Eadie two-speed coaster hub, Brook's B28 saddle, and is beautifully enamelled and lined, with two Sun roller brakes, Dunlop-Welsh tyres, Brampton's Superba chain, fitted up with metal gear case, toolbag, pump, pump clips and spanner. They are also including juvenile machines in their list for season 1907, but on no account will they sacrifice the finish or quality of these machines, as it is just as necessary for the juvenile rider to have reliable and well-fitted cycles, on account of the rough usage that is given them by the riders.

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The Sun Cycle Fittings Co. have decided to include easy-payment terms in their next season's programme, and to cope with the increase which they anticipate during the coming season, they are building a very large extension to their works for the purpose of plating, polishing, enamelling, and finishing. This department has always been their special study, and they have just made arrangements to put down an electric plant for polishing and plating, etc. The Sun Cycle Fittings Co., manufacture nearly all the parts of their cycles, and with their usual confidence in their goods they will be again prepared to guarantee all their products for two years against ordinary wear and tear. Sole agencies will be granted for these goods in towns, where agents are not already appointed. They are also exhibiting at the Stanley Show in the main hall on the ground floor. Their stand is No. 160, and their office is No. 39. They will have a good display of fittings, free wheels, brakes, frames, and machines, and they heartily invite all their old friends and any new ones who would like to examine their goods. The stand will be in charge of one of the directors, Mr. William Parkes, and he will be assisted by Mr. Smith, one of their managers, Mr. W. Balesford, Northern and Midland Counties representative, Messrs. A. & E. Woodward, London and South representatives, and Mr. J. Wishart, their Scotch representative. The Sun Cycle Fittings Co. invite correspondence and will be pleased to make appointments during Show week.