



There goes one of your top salesmen

His name's *Jones*. And he's off selling the Pavemaster to parents who are busy keeping up with *his* parents. It's like this. Sell one Pavemaster—the most *impressive* junior cycle on the market—and you sell a whole neighbourhood on the if-he-can-have-one-so-can-my-boy idea.

How do you sell the first one? Safety. With 'Calimatic' braking, automatic stoplight, confidence-building stabilisers and rolled and tipped non-scrap edges, this is the safest child's bicycle ever.

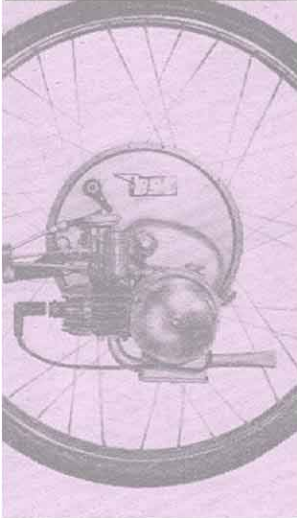
Pavemaster costs a little more. Young Jones up there is riding the Pavemaster 16 standard. It retails at £13-19-9. A little extra for so much more safety, prestige and lasting satisfaction. You'll sell it.

Pavemaster

children's safety cycles

TRUSTY MANUFACTURING CO LTD CRANBORNE WORKS POTTERS BAR MIDDLESEX

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