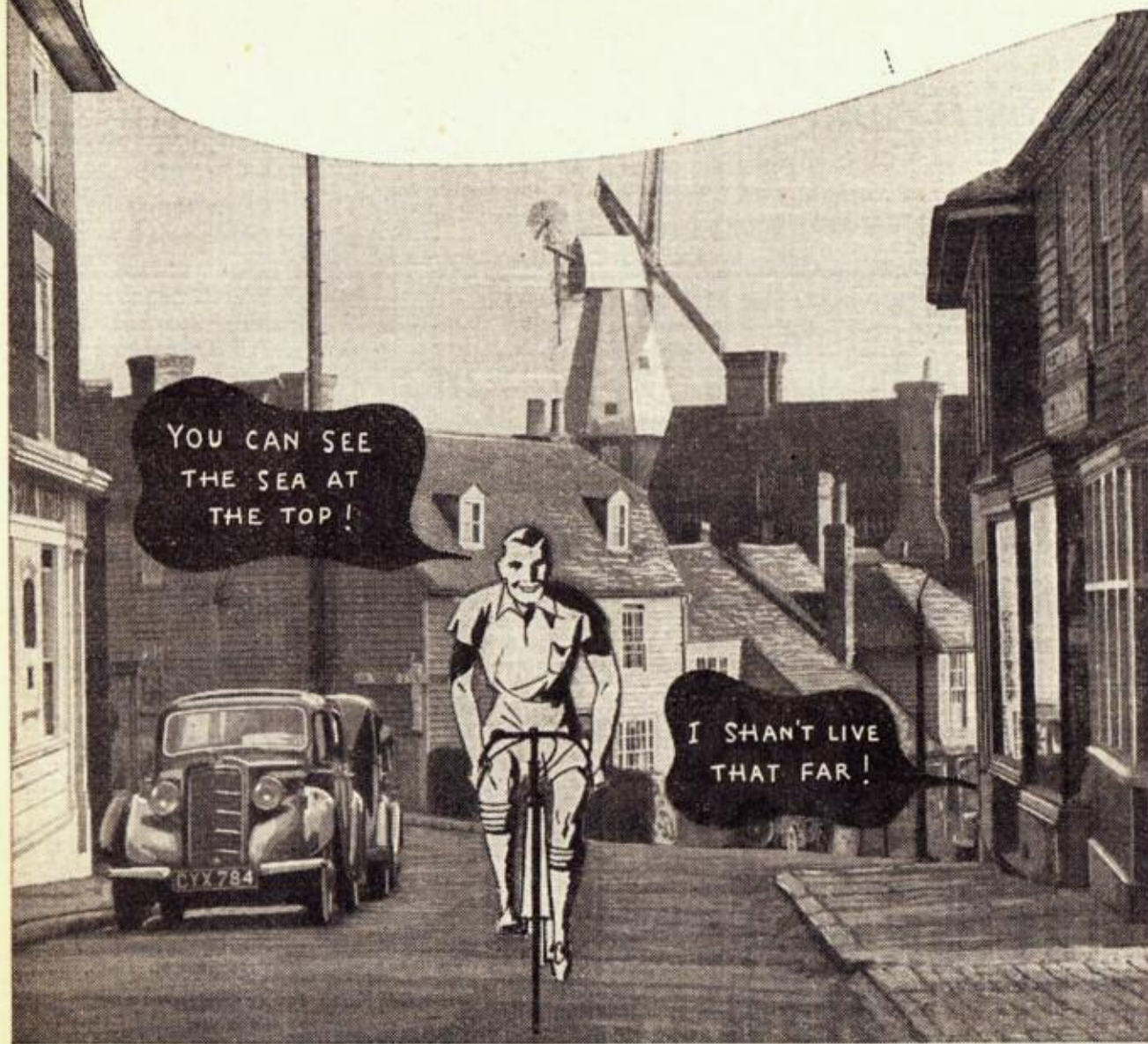


Which man arrived on a bike with a



KROMO *Frame?*

The difference between an ordinary carbon steel bicycle frame and a KROMO (Chrome Molybdenum) steel frame is 22½ ounces. That's the cold fact of it. In practice, it means that miles and minutes and *pounds* of extra effort are saved.

We wouldn't go so far as to say that "you're a healthier, wealthier cyclist if your machine has a KROMO frame"! But we do say that if you're thinking about a new bike, remember when you're examining new models to . . .

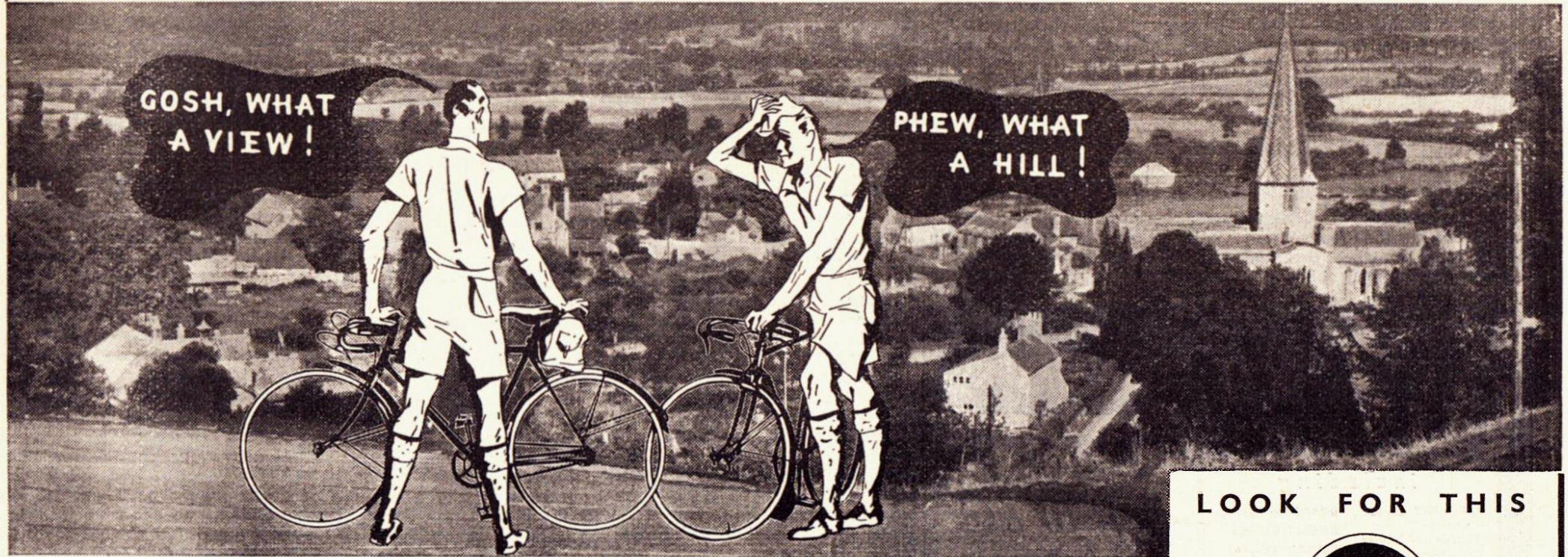
LOOK FOR THIS



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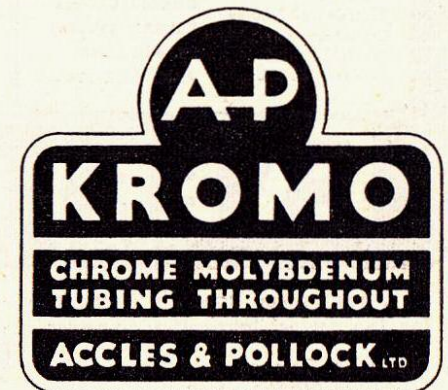
One of their machines has a **KROMO** Frame - which?



22½ ounces doesn't sound much to make a fuss about. Yet, on a long cycle run, every ounce of extra weight makes pounds of extra effort. A cycle with frame and components built from KROMO (Chrome Molybdenum) steel tubes—is 22½ ounces lighter than one made with ordinary carbon steel tubes—and this makes miles of difference. You go faster and, on the hills, infinitely easier. More and more makers are incorporating KROMO frames and components. So, next time you examine a new machine look for the KROMO transfer.

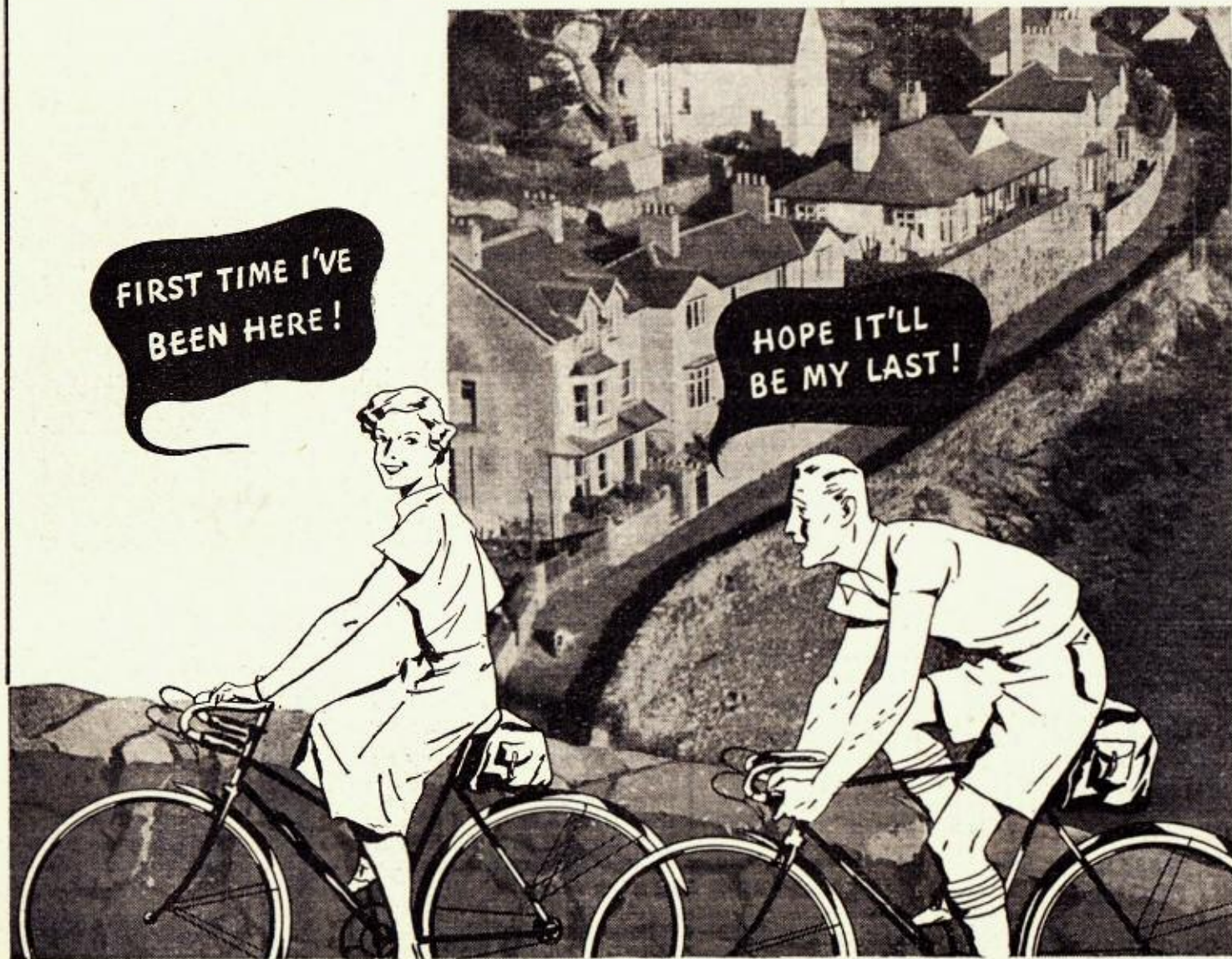
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Her machine has a **KROMO FRAME** - has his?



No prize is offered for the answer! Why, you've only got to try a bike with a KROMO frame and components for yourself! You'll soon see! You go miles better, minutes faster, you save pounds of extra effort on hills. Why? Because a bike made with KROMO (Chrome Molybdenum) steel tubes and components weighs 22 ounces lighter than one made from ordinary carbon steel. Yet it's incomparably stronger. And so next time you're in your dealer's examining the new models—

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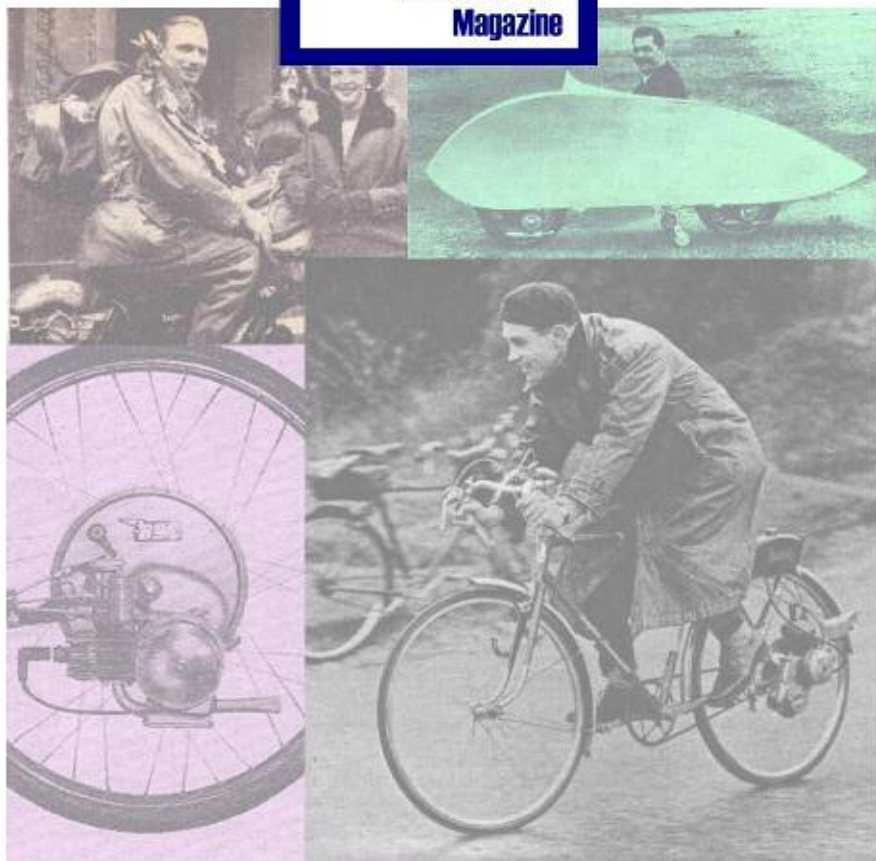
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K R O M O

**(CHROME MOLYBDENUM)
TUBES & COMPONENTS**

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