

save weight
SAFELY
with
KROMO

TUBULAR STEEL FRAMES AND COMPONENTS



Track, Racing, or Roadster machines—all benefit with KROMO


SEE THEM ON

STAND NO.
38

CYCLE AND MOTOR CYCLE SHOW

Earls Court · London · Nov. 14th-21st 1953

ACCLES & POLLOCK LTD.

OLDBURY · BIRMINGHAM A  COMPANY

TBW/30



NOVEMBER 11, 1953

The **Bicycle**

EARLS COURT, 1953

Word and Picture Preview

STAND-BY-STAND ROUND-UP

Accles and Pollock, Ltd.

IF it had not been for people's laziness, A and P might not have been celebrating their fifty-third birthday this year! The early bicycle was heavy and, naturally, the public did not like pedalling a weighty machine around—so a demand grew for lightness, plus strength.

A and P supplied the needs, and found the lightness and strength in tubes which made bicycles easier to handle.

Visitors to their stand will be able to see the ingenuity which the firm has put into their tubing products.

On show will be the "Kromo" tubing and tubular fittings for cycles, which has assisted greatly in making the cycle lighter, stronger and a far more pleasant job to ride than those early machines which were on the road when A and P was founded.

Oldbury, Birmingham,
STAND No. 38

Amal, Ltd.

ALTHOUGH Amal con...

For the enthusiast who likes to build up his own machine there are plenty of frames to use as the foundation — Continental, mass start, track, club, and dual-purpose.

Oldbury, Birmingham,
STAND No. 16

Frank Ash Sons,

IT'S only 6 in. ... only half-a ... light, cheap ... seen on the ... of interest to ... the tourist, ... "It" is

brakes, lamp brackets, reflectors, supports for the touring bag, and light but strong pannier carriers.

Charlotte Road, Birmingham.

to stand practical try. Reynolds the constr which has and seat ap on cable control, bars, chain, spec

T