

BROOKS

The Finest Saddle in the World

Quality has been built into every saddle bearing the BROOKS name. For this reason it is BROOKS which is demanded by cyclists who understand the importance of a good saddle and BROOKS which is specified by cycle manufacturers who believe in fitting the best components.

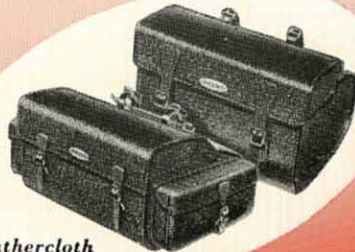
The astute dealer not only stocks BROOKS but specifies BROOKS on his new machines, as he knows that goodwill is the corner-stone of a sound business.

*... and the fitting complement
to the Finest Saddle in the World
is undoubtedly a*

BROOKS

Cycle Bag

— in Canvas or Leathercloth

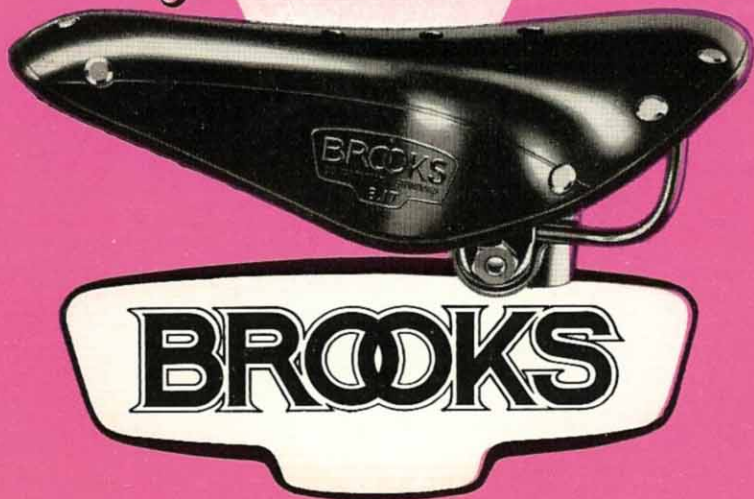


Full particulars from the manufacturers : J. B. BROOKS & CO. LTD., B'HAM 3.

It's the Saddle that sells the Cycle

Confidence is at once created when a prospective purchaser finds first-class components fitted to a machine. A BROOKS Saddle is evidence of the Cycle Manufacturer's desire to give his machine the best possible specification.

Confidence thus created between manufacturer and purchaser is shared by the dealer and a satisfied customer means further business—specify BROOKS Saddles on your machines and also keep them in stock.



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J. B. BROOKS & CO. LTD., BIRMINGHAM, 3

STAND 54 MOTOR CYCLE AND CYCLE SHOW, EARLS COURT, Nov. 12-19

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