



Catalogue number E0225  
Price code A  
Date 23/6/2007  
IceniCAM Information Service

## THE MOTOR CYCLE AND CYCLE TRADER

June 10, 1938

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### THE AUTOBYK

#### New Advertising Aids

**B**OB VAUGHAN, Excelsior sales manager, has just sent us a most interesting four-page folder in which are illustrated some twenty blocks which are available free to dealers who wish to feature the Autobyk.

The sizes vary from 2in. single column to 5in. double column, and all the designs feature the low running costs and other advantages of this popular motor-assisted bicycle.

That dealers like the layouts is proved by the fact that within forty-eight hours of the issue of the folder there was a really excellent response.