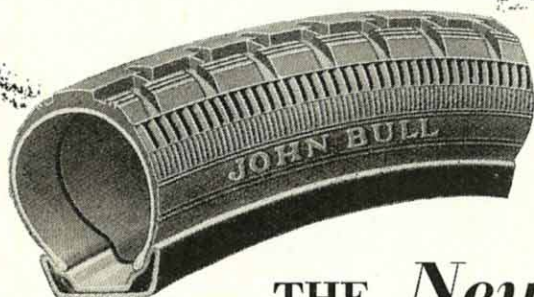


Something  
**ENTIRELY NEW**

Demonstrated on Stand 95



THE *New*  
**JOHN BULL "Service"**

—an entirely new product—singularly responsive because it is made virtually of pure rubber. It is a genuine dual-purpose tyre—suitable alike for the fast cyclist who wants maximum speed coupled with greater reliability than is afforded by the ordinary light cover, and for the hard-riding tourist who, while insisting primarily on reliability, is appreciative of any extra speed achieved with reduced exertion.

★ LIGHTER ★ LIVELIER ★ MORE RELIABLE



**JOHN BULL**

★ MADE FOR THE MAN WHO WILL HAVE THE BEST



*Stand No.*

**95**

# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)