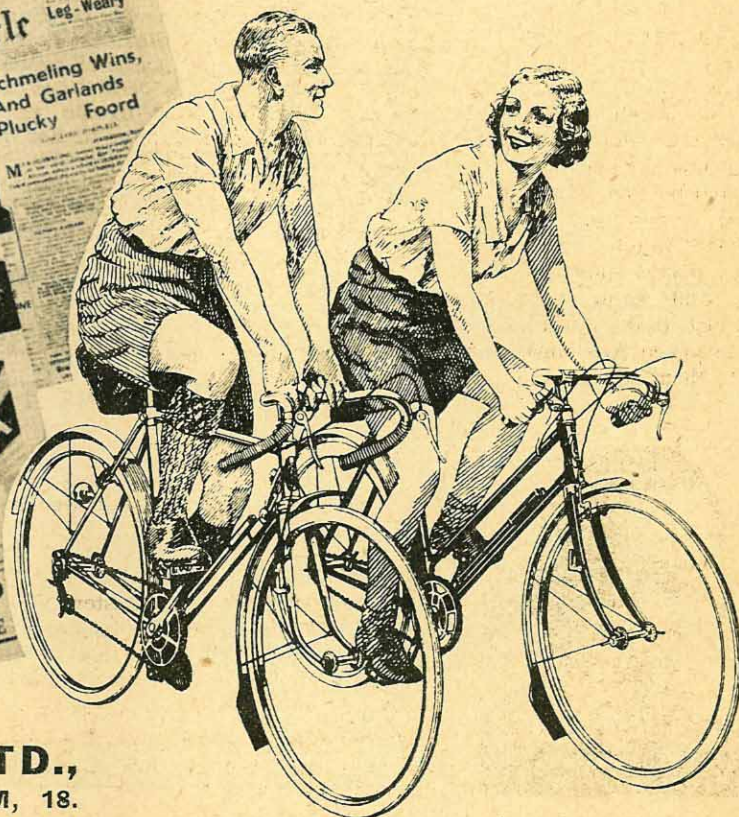


# NEW HUDSON *in the* NEWS

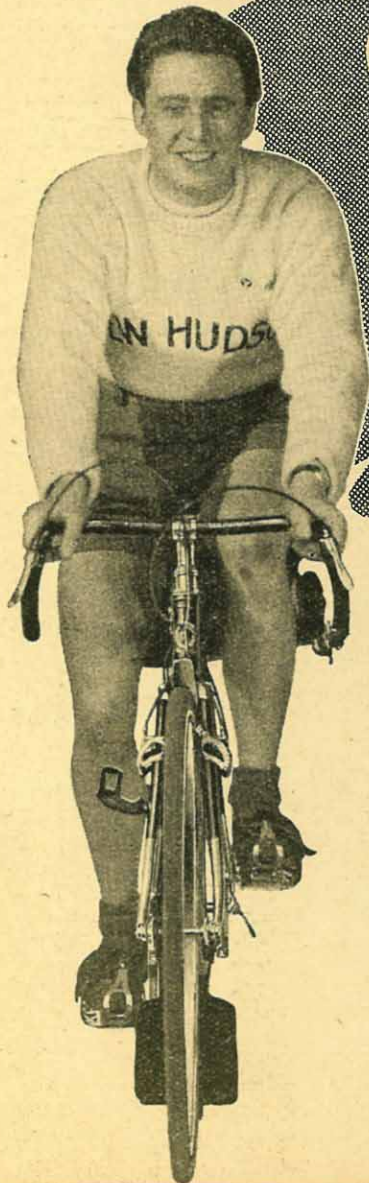


The main National Advertising is about to be launched—are you ready to meet the demand that such advertising is bound to create? "Cyclist," "Cycling," "Daily Herald," "News-Chronicle," etc., etc.—all are included in this great effort to stimulate sales. Link up with the New Hudson campaign. Full details will be supplied on request.



**NEW HUDSON LTD.,**  
Icknield Street, BIRMINGHAM, 18.

Please mention "The Motor Cycle and Cycle Trader" when replying to advertisers.



**NEW**  
*Worlds Records and*  
**NEW**  
*Attempts on*  
**NEW**  
**HUDSON**  
*The Bench Built Bicycle.*

Bernard Bennett, the 19-year-old Birmingham cyclist, holder of the World Amateur Record of 45,801 miles in one year, chooses NEW HUDSON for his attempt next year on Ossie Nicholson's record. This year this young cyclist has set off on a tour of the British Isles as a "training spin" preparatory to his 1939 attempt. He is taking this opportunity of visiting NEW HUDSON dealers in all areas—and if his experience and knowledge can help you in any way, make use of him. His choice of a NEW HUDSON is yet another tribute to this famous bicycle—it will pay you to get into touch with us right away and pave the way for a NEW, live, profitable Dealership.

*There is a complete range of models to meet every cycling demand, from the Gent's Club at £5 10s. to the famous Silver Featherlight at £11 11s. or to the Single or Twin Tube Single Speed Tandem at £12 12s. or the 3-speed at £14 14s. . . . and there's an easy payment scheme to meet every individual requirement.*

**NEW HUDSON LTD.**

**Icknield Street, Birmingham, 18**

*What is*  
**NEW**  
*in the*  
**Cycle**  
*Trade*



**NEW**  
**HUDSON**  
*Gives you all the answers.*

A "New Hudson" is a "New Hudson"—and there's no substitute for it! It is unique—entirely in a class of its own. The New Hudson range of models from £5 10s. or 2/3 weekly, has proved one of the most popular range of Cycles on the road this Season, and the demand continues to grow with ever-increasing rapidity. The design is right—it is proved by performance; the price is right—it is proved by demand; the materials and the workmanship are right—the New Hudson is known everywhere as "The Bench Built Bicycle"—the Bicycle that is built only by specialised craftsmen, and backed by a QUALITY Specification that is second-to-none in the Trade. Bernard Bennett—the World's Amateur Champion—who rode 45,801 miles during 1937, has chosen a New Hudson for his attempt next year on even greater records, and for his "training spin" this year of the British Isles.

Dealers who have not yet investigated the possibilities of the New Hudson Agency are invited to get into touch with us right away.

**NEW HUDSON LTD., Icknield Street, Birmingham, 18.**

# IceniCAM Information Service



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