



NOVEMBER 10, 1954

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Beaver-road, Ashford, Kent
STAND No. 98

The Palmer Tyre, Ltd.

IF clubmen are looking for something new in the tyre section, then Stand 33 should be near the top of his list, and be visited without delay. Among the full range of tyres being exhibited the Pixie road-racing tyre will be found on display for the first time.

Into its design and production has gone all the knowledge of many past years' experience, with a consequence that the 27 x 1 1/2-in. Pixie is likely to prove a popular clubman's tyre.

In the comprehensive display of Palmer tyres for every kind and condition of cycling—the Tandem, Roadster, Sports, Viking, Pilot, Despatch, and Minor—will also be featured the Palmer high-pressure road racing tyre, which has earned a considerable amount of appreciation from cyclists, not only for its all-weather dependability, but for its economy.

Cycle wheels and rims, manufactured by the firm, will be on display and are available in all the popular sizes.

**Herga House, Vincent-square, London,
S.W.1.**
STAND No. 33

(Continued overleaf)