

Current advertising campaign boosts sales of

TRIUMPH

Junior Models

The large-space Triumph advertisements now appearing in the 'Daily Mirror' and junior press are part of Raleigh Industries' long term plan to establish the New Triumph in the forefront of the popular price market. However, the advertisements have also produced an immediate effect on the youngsters not yet big enough to ride adult sized models—they want a Triumph now! That is why the Triumph 'Mustangs' are selling so well. These sturdy and attractive boys' and girls' bicycles are built with the same scientific precision as the full-sized Triumph models. This attention to production detail gives the 'Mustangs' an unequalled specification amongst junior cycles—and enables Triumph to market them at highly competitive prices.

As the advertising campaign continues the demand for Triumph 'Mustangs' will grow. Reap the benefit by displaying them prominently in your showrooms and ask your Triumph representative about future stocks next time he calls.

THE MUSTANG MAJOR

18" Frame—24" Wheels. Adult tubing—entirely brazed up. Available in the same finishes as the Mustang Minor.

Retail Price **£12.9.6** (Tax Paid)

THE MUSTANG MINOR

16" Frame—20" Wheels. Choice of flamboyant Royal Carmine or Polychromatic Mediterranean Blue finishes suitably lined with attractive transfers.

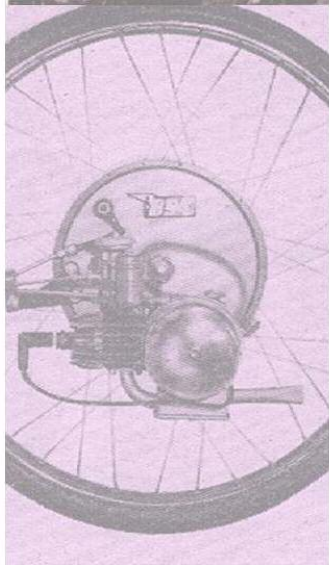
Retail Price **£11.9.6** (Tax Paid)



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