



Mr. ROSS (Works Manager)
says



A Triumph of
● QUALITY ● VALUE
● RELIABILITY

"Some of us at the 'Triumph' works have been in the cycle-making business for 40 years and more. To us, the building of fine bicycles is a labour of love as well as a means of earning a living. During 1948, our advertisements will introduce you to some of my long-service colleagues who have helped to make the 'Triumph' cycle world famous. If, in the meantime, you're interested in 'Triumph' representation in your part of the world, send a letter to the Managing Director at the address below."

TRIUMPH
Cycles



ASSOCIATED CYCLE MANUFACTURERS OF COVENTRY LTD., COVENTRY, ENGLAND



Bert Haywood (expert brazier) *says—*



A Triumph of
● QUALITY ● VALUE
● RELIABILITY

"You can't make a silk purse out of a sow's ear—neither can you produce a good, reliable bicycle merely by using the best raw materials. Experienced workmanship is vitally important. I've been working at the brazing hearth for many years and, like so many of my mates with equally long experience in cycle building, I know that in every "Triumph" bicycle the finest materials and the most conscientious craftsmanship are combined."

TRIUMPH
Cycles



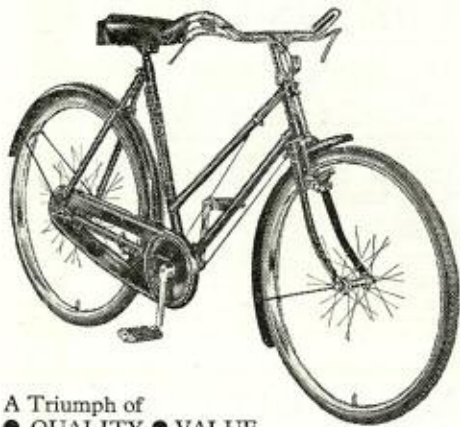
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ASSOCIATED CYCLE MANUFACTURERS OF COVENTRY LTD., COVENTRY, ENGLAND



"I couldn't look you in the face"

apologises TED BECK



A Triumph of
● QUALITY ● VALUE
● RELIABILITY

"When you're polishing a cycle frame on a wheel spinning at several thousand revs. a minute, it behoves you to keep your eyes on the job and to resist the appeals of the photographer to 'look up'."

Ted is another of our life-long craftsmen who has helped to create that "Triumph" leadership in quality which is recognised throughout the world. He's been "on the job" for nearly fifty years, and we hope he will be good for many more. True craftsmanship is not easily replaceable.

TRIUMPH
Cycles



T.8

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TRIUMPH *Cycles*

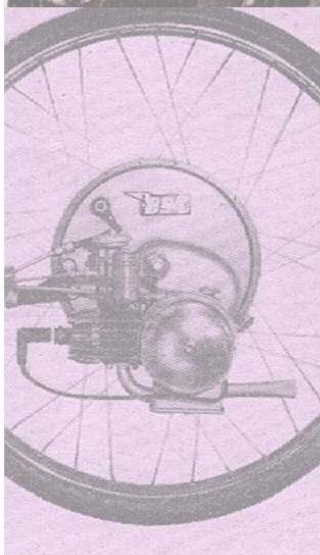


All round the world Triumph cycles have won a reputation for quality, reliability and good value for money. They give equal satisfaction in climates which are tropically hot or icily cold; on roads with a billiard-table surface or on tracks of pounded earth. Wherever you are, and whoever you serve, you can stock and recommend Triumph cycles with confidence.

ASSOCIATED CYCLE MANUFACTURERS OF COVENTRY LTD., TORRINGTON AVENUE, COVENTRY

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IceniCAM Information Service



www.icenicam.org.uk