

ONLY A FEW PENCE

To the maker of the Cycle

Between a CHAIN WHEEL with a FLANGE and a Wheel without a Flange,

BUT ALL THE DIFFERENCE IN THE WORLD TO THE MAN WHO RIDES THE MACHINE.

Williams' Patent Cold-Forged Steel Wheels

(ON THEIR CRANKS)

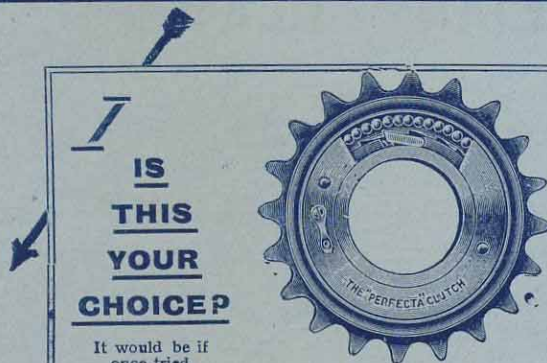
HAVE A FLANGE.

Wholesale only—

E. WILLIAMS, BENSON WORKS, SMETHWICK.



Trade Mark.



**IS
THIS
YOUR
CHOICE?**

It would be if
once tried.

"PERFECTA"

CLUTCHES,

with the perfect pawl action, are

SILENT AND FREE.

We specialise on special screwings and soft centres—Send us your enquiries, we can do just a little better for you than any other house.

**THE PERFECTA CLUTCH CO.,
COVENTRY.**



WILL POLISH

**ALL METALS
AND GLASS.**

In Liquid Form. Lasts longer, works
quicker than any other.

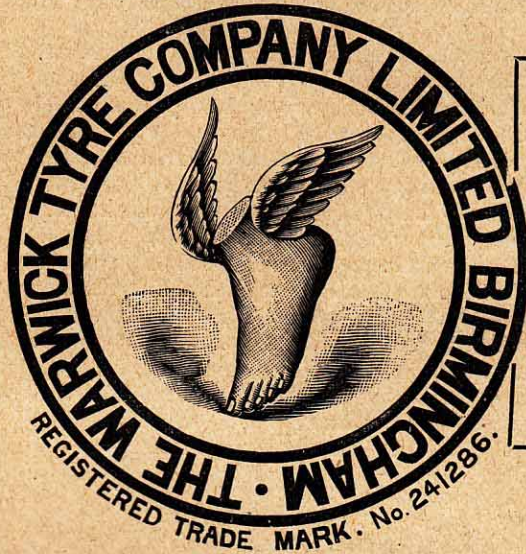
Guaranteed to be free from Acid, Grit
or Grease.

SOLARINE CO.,

15, Bernard Street, SOUTHAMPTON.



WARWICK TYRES.



A PRONOUNCED SUCCESS,
due to fine quality of rubber used in their construction and superior method of manufacture. PLEASSED CUSTOMERS being ensured thereby, you will find

WARWICKS
A PAYING LINE TO HANDLE.

Write for Trade Terms.

THE DUNLOP TYRE CO., Ltd. (and reduced), Aston Cross, Birmingham.

GLASGOW—61, Bath Street. COVENTRY—Alma Street. LONDON—146, Clerkenwell Road.
NOTTINGHAM—32, Lower Talbot Street. MANCHESTER—190, Deansgate.
BRISTOL—35, Victoria Street. DUBLIN—34, Westland Row. A.J.W.

WILLIAMS' PATENT COLD FORGED STEEL WHEELS & CRANKS.



The only way to tell the make of a Cycle, now-a-days, is by the CHAIN WHEEL.
Come to us for unique designs in Chain Wheels.

We register designs and reserve them for customers.

A reserved design is as good as a Trade Mark.

A reserved design is always advertising your machine to the public.

The public soon get to say, Oh! that is a —'s make, I can tell it by the Chain Wheel.

There is no other firm that can offer you so many designs to choose from, or better quality.

Submit us your own design, and we will tell you if we can make it.

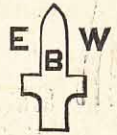
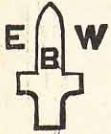
A Chain Wheel different to your competitor is what you want.

We are doing our best to supply it.

A design reserved by us to a customer is as secure as a paid for Government Trade Mark.

BENSON WORKS, FOUNDRY LANE, SMETHWICK, BIRMINGHAM.

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**BENSON WORKS, FOUNDRY LANE, BIRMINGHAM.
SMETHWICK,**

How _____ If
Is your _____ it is
Bank _____ £5 or
Balance? _____ £5,000
you can
make it
more by
adding to
your Business

the most profitable and suitable side line for
all Cycle Agents . . .

THE SALE OF SPORTING GOODS.

You can learn in five minutes the best goods to stock,
the most favourable prices, and how to display them to
the best advantage, by reading the only organ confined
entirely to this trade—

THE SPORTS TRADES JOURNAL

Send **2/6** to-day, for a year's subscription, to **The
Manager, "Sports Trades Journal," Harp Alley,
Farringdon Street, E.C.**

SPECIMEN COPY FREE ON RECEIPT OF TRADE CARD.



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AND GLASS.**

In Liquid Form. Lasts longer, works
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Guaranteed to be free from Acid, Grit
or Grease.

SOLARINE CO.,

15, Bernard Street, SOUTHAMPTON.

TRADE

E B W

MARK

WILLIAMS
FOR
WHEELS
AND
CRANKS.

TRADE

E B W

MARK

The advertisement features a central diamond-shaped logo with the text "WILLIAMS FOR WHEELS AND CRANKS." Inside the diamond, the letters "E B W" are arranged vertically. Surrounding the diamond are ten different designs of bicycle wheels and cranks, each with the "E B W" logo on the crank. On the left and right sides of the diamond, there are trade mark symbols consisting of a cross-like shape with "E B W" written on it, labeled "TRADE" and "MARK".

The advertisement features a central diamond-shaped logo with the text "WILLIAMS FOR WHEELS AND CRANKS." The logo is surrounded by ten different designs of bicycle wheels and cranks, arranged in a circular pattern. Each wheel and crank assembly is connected to the central diamond by a small cross-shaped element containing the letters "E B W".

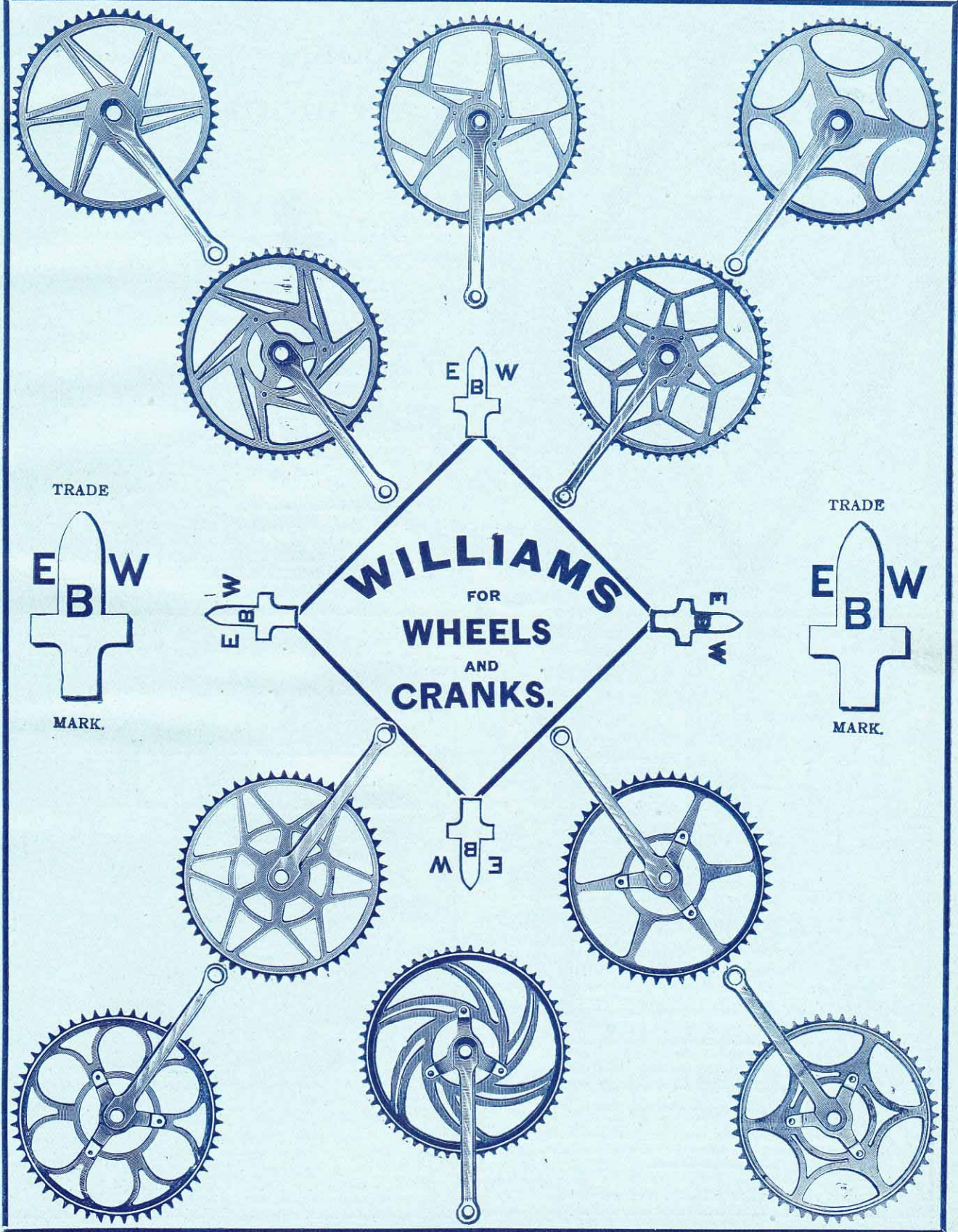
On the left and right sides of the central diamond, there are two identical trade mark logos. Each logo consists of a cross shape with the letters "E" on the left arm, "B" in the center, and "W" on the right arm. Above each logo is the word "TRADE" and below it is the word "MARK."

The wheels and cranks shown include various designs, such as spoked wheels, solid wheels, and different crank shapes, illustrating the variety of products offered by Williams.

SUPPLEMENT

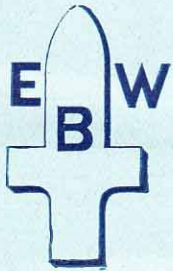
to THE CYCLE AND MOTOR-CYCLE TRADER.

DECEMBER 14, 1906.



TRADE

TRADE



MARK.



MARK.

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AND
CRANKS.

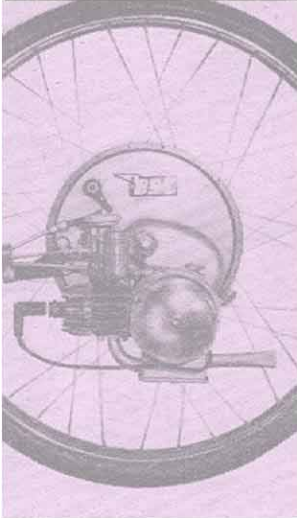
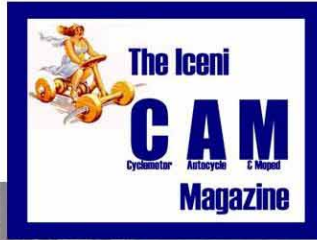
E B W

E B W

E B W

E B W

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