

Tiger 100 with sprung rear wheel

being chromium plated with red panels finished in gold. Wheels are chromium plated with red hubs and rim centres, the latter being lined with gold. All bright parts are chromium plated.

On the Tiger 100 the colour scheme is silver-sheen panels lined in blue on the chromium tank, silver-sheen mudguards with a black centre line, and chromium-plated wheel rims and spokes, with silver-sheen rim centres lined with blue. The 350 c.c. machine is listed at £128, the Speed Twin at £142, and the Tiger 100 at £152. The prop stand is priced at £1 11s. 9d.

Spring rear wheels are available in limited numbers and can be fitted on all models for an additional cost of £16.

Australian Publicity

Aberdale Cycle Company's enterprising campaign

MUCH interest has been aroused in Australia by the latest models of the Gresham Flyer tricycle for children, made by Aberdale Cycle Co. Ltd., Bridport Road, London, N.18. Described in our June issue, this machine has a large boot for carrying school books or parcels, and also, what chiefly interests mothers, a rear telescopic folding handle that enables parents to maintain adequate but unobtrusive control when crossing roads and in congested areas.

This machine has received favourable comment in the Australian press, and in order to further the interest, R. J. Lloyd, advertising manager of Aberdale, approached the authorities at Australia House in London with a view to a display linking up his product with those of the Commonwealth.

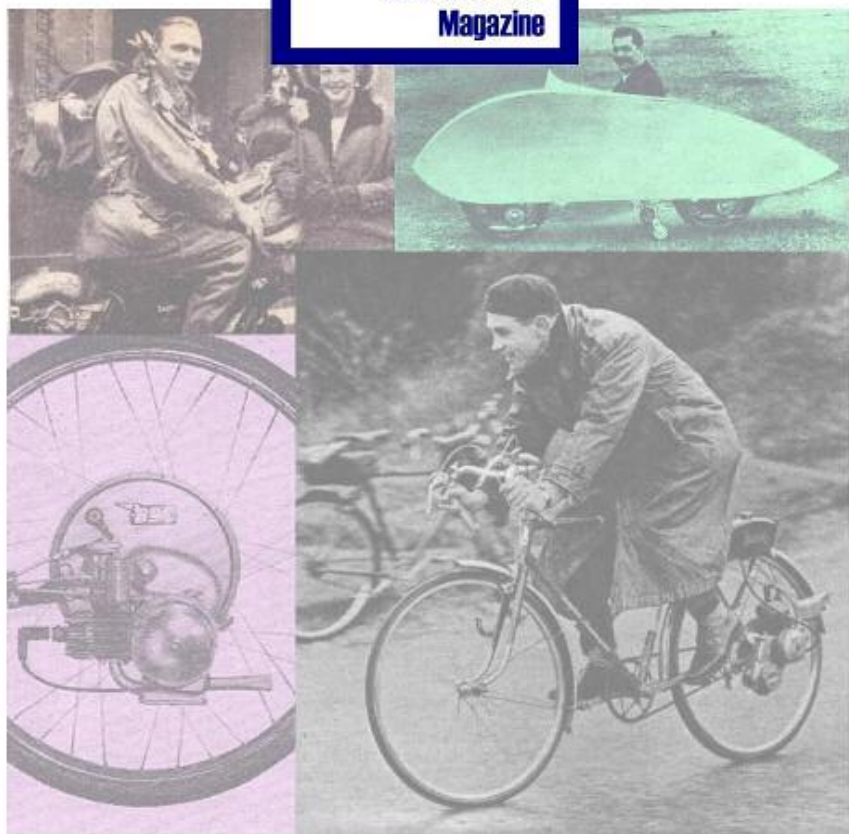
The result was a very attractive show window in Australia House during the Royal Wedding week and the one following. This was seen by many Australian and other overseas visitors to the capital during this period, the link-up between a typical manufactured commodity from England with a display of Australian foodstuffs emphasizing the value of trade within the Empire.

In conjunction with this and other export efforts the Aberdale concern is now making, a beautifully designed catalogue has been produced. Printed on good quality paper in colour, this is one of the best efforts a cycle manufacturer has yet made at catalogue work, comparing favourably with the high standard of printed publicity set by the British motor industry.



Picture shows the Aberdale Cycle Company's attractive display of their Gresham Flyer children's tricycles in one of the windows of Australia House, London, during the week of the Royal Wedding

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