

Built for Quality—

THE QUALITY THAT MAKES SALES...

ARMSTRONG CYCLES

★
HAND MADE

★
NEW DESIGNS

★
BIGGER PROFITS

★
FREE DELIVERY

★
SOLE AGENCIES

Every Armstrong is built by hand—by experienced mechanics who know all those little points which make all the difference between a really good job and just another bike. You can rest assured—and assure your customers too—of the quality and never-failing reliability of Armstrong Cycles.

The new range of 1938 Armstrong models mean better business for you.

New models of the Armstrong Safety Fold-up Sidecar too—the finest proposition of its class on the market.

Unique H.P. Scheme with bonus of from 5/- to 30/- per transaction over and above standard generous trade terms.

New scheme by which even small quantities can be delivered carriage paid, crates free. (See Trade Lists.) Free delivery of single machines ex London Depot up to a radius of 12 miles from Charing Cross.

Write to-day for full details of sole agencies—a few districts still open.

ARMSTRONG

The Better Bike

ARMSTRONG CYCLES LTD., SAMPSON RD. NORTH, BIRMINGHAM, 11

Built for Big Sales....

ARMSTRONG CYCLES

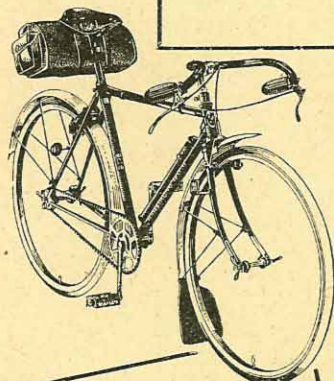
★ HAND
★ NEW DESIGNS
MADE

★ BIGGER PROFITS
★ FREE DELIVERY
★

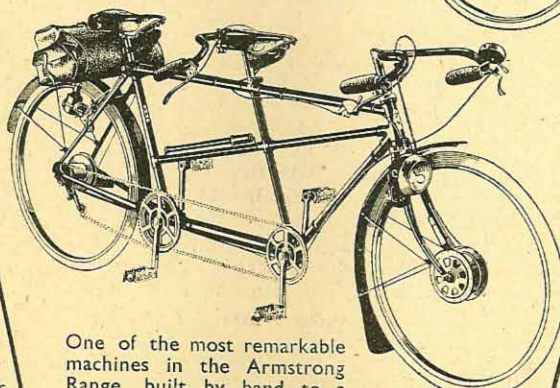
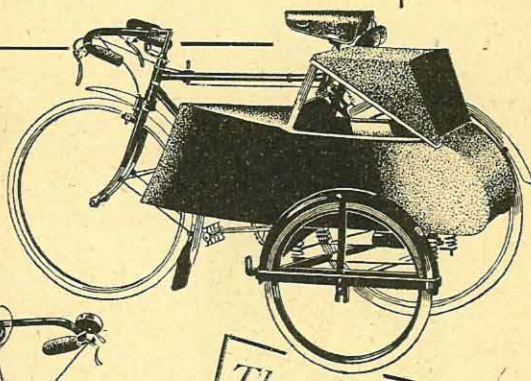
Designed to give the best possible quality at the lowest possible price. Built by hand, individually, to ensure absolute reliability. Priced at surprisingly reasonable figures—features that will make Armstrong the sales pace-makers for 1938.

In addition to the special quality features we offer the public, we offer our Dealers new and even better terms. A new scheme by which even small lots are delivered carriage paid, crates free (See Trade List)—free delivery on single machines even, ex London Depot, within 12 miles of Charing Cross.

Our unique Hire Purchase Scheme—financed entirely by ourselves—under certain conditions gives you an extra profit of from 5/- to 30/- per transaction—apart from normal generous trade terms. Send for particulars and register as an Armstrong Dealer to-day—still a few districts vacant.



The
ARMSTRONG
"MOTH MAGNIFICENT"
TANDEM



The
ARMSTRONG
MOTH MAGNIFICENT

Designed and built to appeal to the clubman, the Armstrong "Moth Magnificent" represents the finest machine of its kind on the market. Specification includes Reynolds H.M. Super Steel Tubing, Williams Special Racing Chain-wheel, Brooks C.32 Saddle and many other refinements. Price £7 10 0

One of the most remarkable machines in the Armstrong Range, built by hand to a specification equalled by no other tandem in the same price class. Reynolds Tubing used throughout. Fully equipped and attractively finished. Price £17 17 0

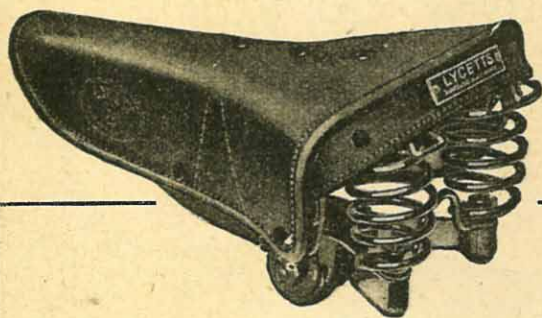
**ARMSTRONG
CYCLES LTD.,**

SAMPSON ROAD NORTH - BIRMINGHAM, 11

The
ARMSTRONG
SAFETY FOLD-UP
SIDECAR

Easily and securely attached to any make of cycle or tandem—and 100% safe. Ideal for the family man. The range includes a platform model—for carrying camping kit, tradesman's delivery model, and new luxurious 1938 passenger models. Prices range from 47/6.

LYCETT'S 'AERO'
the finest of 'soft-tops'—
its construction is full
of selling points ●



Patent Aeroplane ELASTIC STRANDS
absorb all vibration. Tops Waterproof
and Flaps Non-spreading. Made through-
out by highly-skilled workmen, using
best possible materials.

Latest List and
Terms from—

LYCETT SADDLE & MOTOR ACCESSORIES CO., LTD., SMAL' HEATH, BIRMINGHAM, 10

It's easier to sell

Fibrax
REGISTERED
TRADE
MARK

**BRAKE BLOCKS
OR LINERS**

**they know there is a pattern
for every machine.**

— FIBRAX LTD. 2, TUDOR ST. E.C.4. —

*Built for
Big Sales...*

**ARMSTRONG
CARRIER
CYCLES**



**ARMSTRONG
QUALITY
SELLS THE
QUANTITY**

Every keen cyclist realises the value of individual construction by hand—and hand built quality has always been Armstrong's policy. That's the reason for the amazing increase in Armstrong sales of 90.8% for the six months ended February 28th, 1938, over the corresponding period for 1937. Nor do Armstrong neglect their dealers. Armstrong's unique Hire Purchase Scheme offers an extra profit of from 5/- to 30/- on every transaction, over and above standard, generous trade terms. In addition, even small lots are now delivered carriage paid, crates free. (See Trade List.) Write for full details of sole agencies—still a few districts vacant.

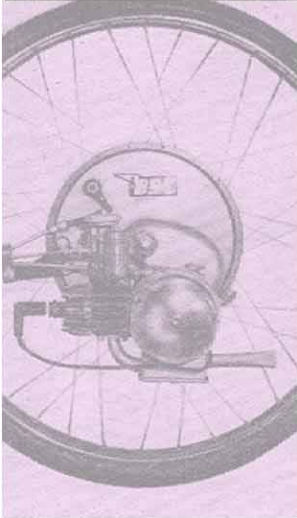
Models to suit every trade, and prices to appeal to every tradesman—sell the carrier that makes the quickest, surest appeal—ARMSTRONG.

Prices range from £6-19-6.

**ARMSTRONG
CYCLES LTD.**

SAMPSON RD. NORTH · BIRMINGHAM, 11

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www.icenicam.org.uk