



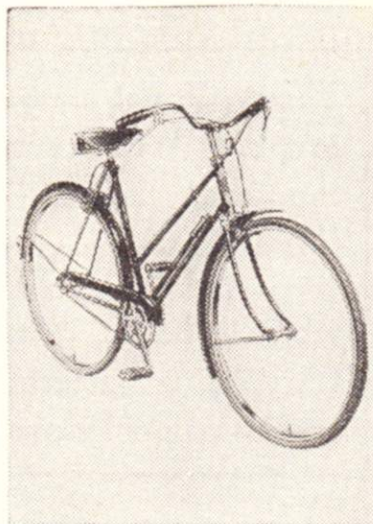
Cobra rim, 14s. 3d. pair; Conloy finish. Spokes and nipples. Standard W/O, Asp W/O, sprint Osgear Super Champion 4-sp. and ultra-sprint rims, prices re- derailleurs, 3s. extra each.

NEW BRITISH CYCLE FIRM

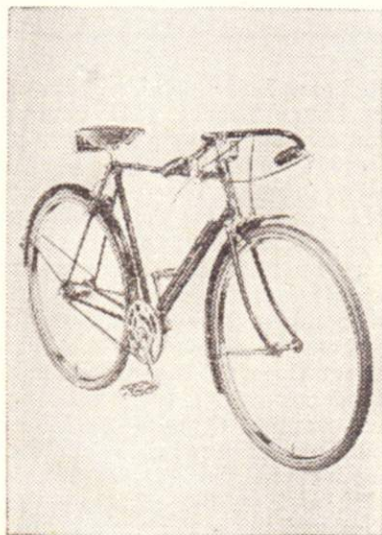
Ten Years' Guarantee

A LARGE output of bicycles during the coming season is planned by a new firm of bicycle manufacturers, the Gazelle Cycle Company, Ltd., of Nottingham.

The machines will be made in one of the world's largest and most up-to-date cycle factories, where the machinery and production methods are of the most modern type. Highest quality materials and fitments will be



The Model EL (Ladies' Sports Light Roadster) in the Gazelle range, costing £4 12s. 6d.



The Gazelle Sports Model D (gent.'s), priced at £4 12s. 6d.

used, but the cycles will be competitive with the cheapest models on the market to-day. Prices will range from £4 7s. 6d., and convenient hire-purchase terms are being arranged.

An important feature is that all Gazelle cycles will be guaranteed for ten years. Substantial orders for the new models have already been received from leading cycle dealers all over the country, and deliveries will commence in November.

The cheapest machines in the Gazelle range are the roadster gent's, model A, and the light roadster, model C, both priced at £4 7s. 6d. Other machines vary in price up to £5 19s. 6d., and there are three models at this figure. An interesting machine is the sports light roadster, models E and EL (gent's and ladies', respectively), priced at £4 12s. 6d.

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