

Palmer
**DECLARE WAR ON
TYRE TROUBLES**

**YOU HAVE
BEEN
WARNED**

THE PALMER TYRE LIMITED, HERGA HOUSE, VINCENT SQUARE, LONDON, S.W.1

The Bicycle
6 July 1940

4 THE BICYCLE July 13, 1940.

MAJOR RODE AHEAD-
on
Palmer
TYRES

They're MILES ahead!

The advertisement features a central illustration of a man in a hat and suit riding a bicycle. To his right is a road signpost with three signs: a triangular warning sign, a rectangular 'SLOW' sign with a cross symbol, and a rectangular 'MAJOR ROAD AHEAD' sign. In the background, a winding road leads to a village with a church. In the foreground, two other cyclists are visible. The text 'MAJOR RODE AHEAD-' is at the top, 'on Palmer TYRES' is in the middle, and 'They're MILES ahead!' is at the bottom of the illustration.

THE PALMER TYRE LIMITED, HERGA HOUSE, VINCENT SQUARE, LONDON, S.W.1

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MAJOR RODE AHEAD-
 on
Palmer
 TYRES

They're MILES ahead!

THE PALMER TYRE LIMITED, HERGA HOUSE, VINCENT SQUARE, LONDON, S.W.1

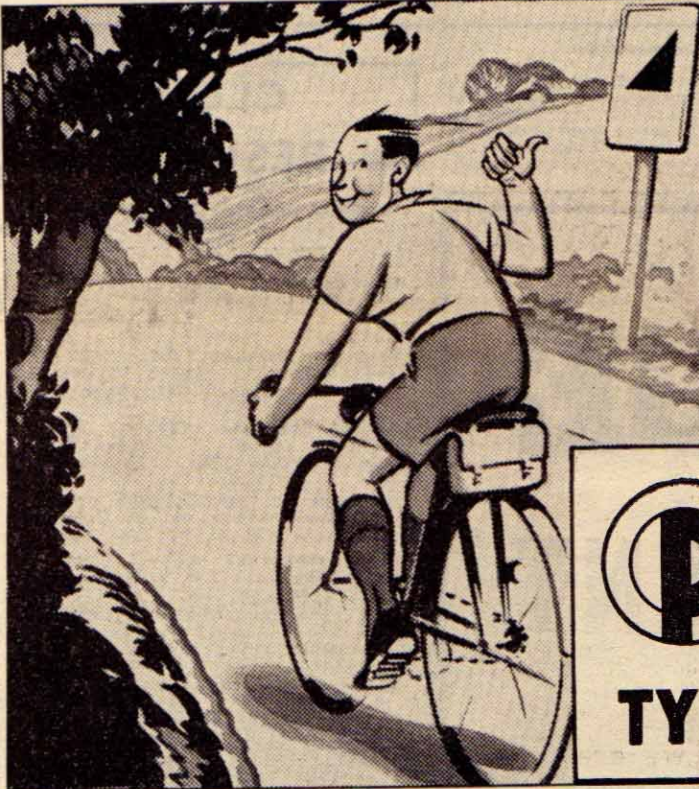
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STEEP HILL?
Watch me climb!
Palmers help me
every time

Palmer
TYRES - they GRIP!

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