

**Ike's Doctor writes a
prescription . . .**

**"Just try a
bicycle ride
once a day"**

*How to become healthy and live long
enough to become Darbys and Joans—get
a bicycle.*

"Daily Express", March 19.

This is now endorsed by Sir Adolphe Abrahams

*a prominent Harley Street Specialist, honorary medical advisor to
the British Athletic Association and British Olympic Athletic Team
who says:*



"I strongly endorse the opinion recently expressed by President Eisenhower's physician that the modern-day frequency of heart disease is in great point attributable to neglect of regular exercise.

Cycling is the ideal exercise. The action of the legs assists the circulation; breathing is unimpeded; the degree of exertion is easily graduated.

The speed ensures the stimulating effect on the body as a whole that results from circulating air on the face."

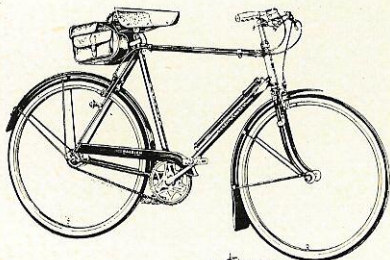
**TELL YOUR CUSTOMERS TO TAKE DOCTOR'S
ADVICE AND RIDE A BICYCLE**

RALEIGH
THE ALL-STEEL BICYCLE

A Product of Raleigh Industries Limited, Nottingham.

3 GREAT NEW WINNERS WITH THE RALEIGH THE ALL-STEEL BICYCLE

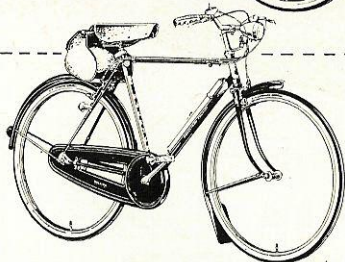
PEDIGREE!



These three glittering new Raleigh light weight tourists are proving outstanding sellers this season. Back them—they'll be strong favourites, paying you big dividends.

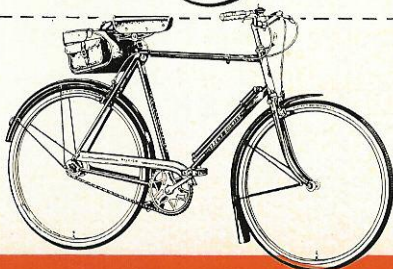
LENTON TOURIST

Prices from **£21. 1. 9d.**
Retail inc. tax.



BOULEVARD TOURIST

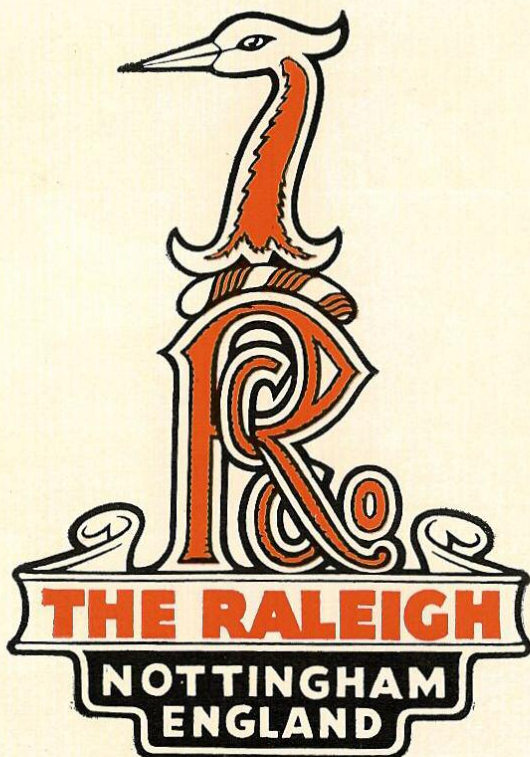
Prices from **£22.12.6d.**
Retail inc. tax.
(complete with Sturmey-Archer 3-speed gears combined with "Dynohub").



TRENT TOURIST

Prices from **£19.14.8d.**
Retail inc. tax.

NO BICYCLE IS COMPLETE WITHOUT A STURMEY-ARCHER 3- OR 4-SPEED GEAR AND "DYNOHUB" HUB LIGHTING EQUIPMENT.



SYMBOL OF

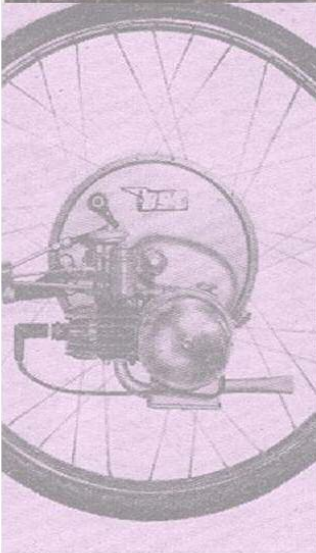
RALEIGH

THE ALL-STEEL BICYCLE

***Design, quality, specification
and finish second to none —
the bicycle you can sell
with complete confidence***

**NO BICYCLE IS COMPLETE WITHOUT A
STURMEY-ARCHER 3- OR 4-SPEED GEAR & 'DYNHUB' HUB LIGHTING EQUIPMENT**

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