



Between now and Christmas, Raleigh—the world's biggest cycle manufacturers—are mounting the biggest cycle advertising campaign the world has ever seen. Make the most of it by mounting the biggest cycle display you've ever mounted. The better your display, the more you'll sell!

"I chose my
Bike
from the great new
Raleigh
Junior Cycle
Booklet!"

"I chose my
Sports Machine
from the great new
Raleigh
Sports Booklet!"

"I chose my
Moped from the
great new Raleigh
Moped Booklet!"

"I chose my
Tricycle
from the great new
Raleigh
Toy Booklet!"



Make sure you've got plenty of these magnificent new brochures for your customers. Each one shows a huge range of products, shown with full colour photographs. And don't forget—after looking through the booklets, your customers will want to examine the bikes and toys for themselves. So display as many as you have room for—the better your display, the more you'll sell.



Start dressing...and fast!

... for the **Raleigh Moped Window Competition.**
Closing date October 16th. Get moving *now* to win
one of the thirteen cash prizes.

RALEIGH



A COMPANY

*(If you have not yet received details, write immediately to Raleigh Industries, Nottingham
for your entry form and full details.)*



The current Raleigh campaign includes whole page colour spectacular in the Daily Express: half pages in Mirror, Express & Mail: hard hitting moped campaign in key nationals: five whole minutes of fabulous commercial on TV: special Xmas colour page in the Weekend Telegraph; complete range of booklets in full colour throughout; advertising in specialist magazines; and much other support. Everyone who sees the ads will want to see the bikes themselves—and they'll come to you. Are you ready for them? Act fast—act now! Remember, the better your display, the more you sell.

RALEIGH A  COMPANY

R114/1

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RALEIGH A  COMPANY



OCT
20

Not dressed yet?

WE WANT YOUR PHOTO!

There is still time to get *your* entry in for the **Raleigh Moped Window Display Competition**. All photographs must be at the Trader offices * by *first* post on Wednesday October 20th.

RALEIGH A  COMPANY

* Send 8" x 6" photograph to "Trader, Dorset House, Stamford Street, London S.E.1."



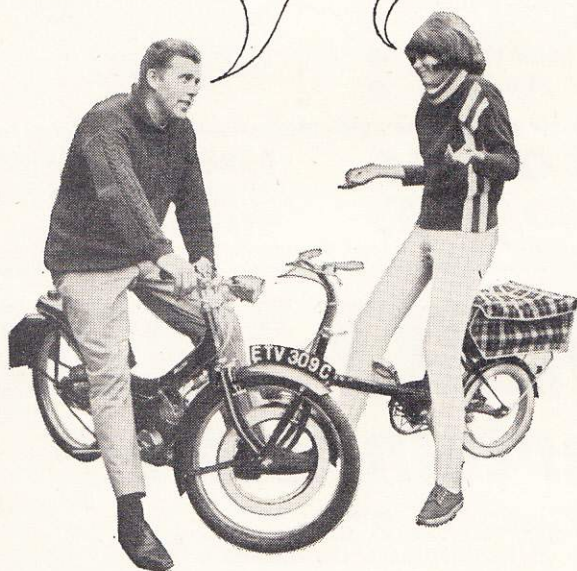
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RALEIGH A  COMPANY

R114/1

"Who are Ian, Richard, Julia, Humphrey, Sally, Philip, Christine, Terry, Polly, Belinda, David, Susan, Peter, Sebastian, Ianthe, Jane, Frank, Sandra, Jeremy and the Fairy Princess?"

"Look at the great new Raleigh Ads. in the Express, Mail and Mirror!"



Just in case you hadn't noticed, the world's biggest cycle manufacturer is currently mounting the biggest cycle advertising campaign the world has ever seen. What's in it for you? Plenty, if you make the most of it. Your customers want to see the bikes for themselves. Get ready for them—display as many models as you possibly can. The better your display, the more you'll sell.

RALEIGH A  COMPANY

R114/3

"see the
DAILY
EXPRESS on
DECEMBER 3rd!"

"a spectacular
whole page in
COLOUR —
and all for
RALEIGH!"



Another striking item in the current Raleigh campaign—the biggest cycle advertising campaign the world has ever seen. Now, they'll want to see the machines for themselves—be ready for them with the biggest show you've ever put on. Remember—the better your display, the more you'll sell.

RALEIGH A  COMPANY

R120

"Who are Ian, Richard, Julia, Humphrey, Sally, Philip, Christine, Terry, Polly, Belinda, David, Susan, Peter, Sebastian, Ianthe, Jane, Frank, Sandra, Jeremy and the Fairy Princess?"

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R114/3

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