

**THE**  
**'Bermuda'**  
**DE LUXE TOURIST**

*a fully equipped  
bicycle with a  
wide—and instant  
— appeal !*

**STURMEY  
-ARCHER  
3-SPEED GEAR**

**6V. DYNAMO  
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STAND**

**COLOURFUL AND  
ATTRACTIVE FINISH**

**Royal  
Enfield**

THE ENFIELD CYCLE CO. LTD., REDDITCH, WORCS.

**TIE UP WITH T.V. & CINEMA**

Make sure you get the utmost from the National Publicity Campaign for Cycling. Royal Enfield offer an unequalled FREE service, including: Dealer advertisement stereos featuring most models; special 'Save Fares' give-away leaflets; coloured cinema slides; and, shortly to be issued, a striking 20" x 30" 6-colour poster.

# IceniCAM Information Service



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