



ONLY
4/6
PER
PAIR!

This is how you appear to a Motorist when your cycle is fitted with the Amazing **Flash-O-Lite Moving Reflectors**. These Flashing Reflectors may well save your life!

LOOK AT THESE FEATURES

- * Easily fitted
- * Unbreakable
- * Weather Proof.
- * Sturdily Built from all Imported Materials.
- * Also available for racing pedals.
- * Can easily be seen against the glare of oncoming Head Lights.

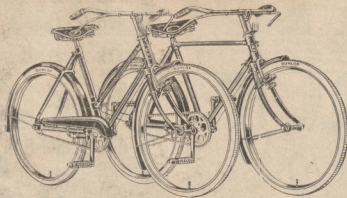


PROTECT YOURSELF FOR ONLY 4/6d.
Trade enquiries: I. Orin & Son (Pty.) Ltd., Phone: 24-3828
Safety Developments 24-6651

THE WORLD JULY 4 1956

COLUMBIA

JUVENILE BICYCLES



A wide range of sizes: From £11. 10 to £13. 5

Columbia Cycles, so light and yet so strong, are excellent for youngsters. Obtainable from all leading cycle dealers.

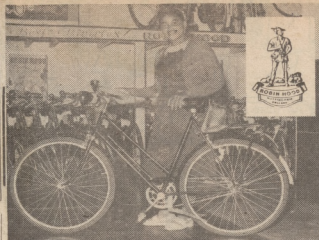
British made from high quality steel —

light but strong. Fully guaranteed



Trade enquiries:
CENTRAL AFRICAN CYCLES LTD.
127 Rhodes Street. :: BULAWAYO. :: Phone 5671.

Beauty Queen receives cycle...



Miss Gladys Ngwenya, *Beauty Queen*, elected by readers of the magazine *'Parade'* receives a *'Robin Hood'* bicycle as one of her prizes. This bicycle was presented to Miss Ngwenya by Messrs. Alick Stuart (Pvt) Limited of Bulawayo, distributors for *Robin Hood Cycles*.

ALICK STUART

(PVT) LIMITED,
BULAWAYO.

Printed and Published by The African Newspapers Limited at their Works, Simla Street Extension, Salisbury
The African Eagle Tuesday 21 Nov. 1956



Smith Alarm

British Quality. Reliability. Craftsmanship.

Trade Enquiries:
STANFIELD RATCLIFFE & CO. (Rhodesia) LTD.,
P.O. Box 254, Bulawayo, P.O. Box 1263, Salisbury.
Smiths Clocks and Watches Ltd., England.

THIS CASE LIKE A SHELL —
MEANS THE WATCH IS SWELL!



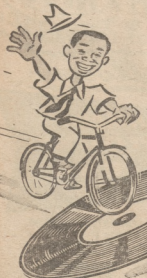
Tosca
WATCHES

SEE THEM AT YOUR JEWELLER TO-DAY

Golden City Post 11-11-56

Drawn July, 1956.

WIN A RUDGE CYCLE



FILL IN THE
COUPON
BELOW
FOR YOUR
FREE
RECORD



WHAT YOU HAVE TO DO —

4. The coupon entitles you to a free record. In this record Ricky Rudge describes the five points that make the Rudge Cycle the fine cycle it is. — 2. When you have written down these points send in your entry to Ricky Rudge. The first correct entry opened on the 31st August 1956 will be the winner of a Rudge cycle.

WRITE NOW FOR YOUR FREE RECORD

You will hear Ricky say "The front fork crown is solid cast, it carries the weight because it's bolted fast". Thus all you have to write down is — Front fork crown is solid cast, or... Solid front fork and so on with the other points.

HELLO FOLKS!

Now you see me as the artist pictures me — as always whenever I want to go anywhere I am riding my Rudge with the Solid Cast Fork crown, that's a feature to look for in a cycle. So long, you'll be hearing from

Yours truly,
RICKY RUDGE

TO RICKY RUDGE,
P.O. BOX 1989, JOHANNESBURG.
Please send me my free record so that I can enter the competition.

NAME _____
ADDRESS _____

Another ACE MAIL ORDER OFFER!

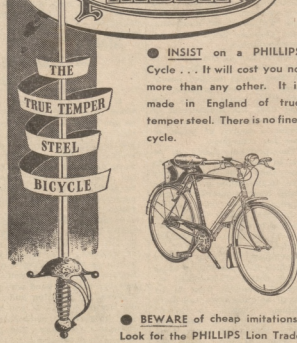


"ORMO" No. 117
LADIES Swiss Made WATCH
GOLD PLATED WITH SMART
LEATHER CORDED STRAP WITH
GOLD PLATED BANDS
FREE Postage and Insurance

"OTHELLO" No. 104
MENS' Gold Plated WATCH
ANTI-MAGNETIC • LUMINOUS
DIAL THAT SHINES AT NIGHT
STITCHED LEATHER STRAP
FREE Postage and Insurance

Page 32 *ZONK* SEPTEMBER 1956

RIDE A PHILLIPS



INSIST on a PHILLIPS Cycle... It will cost you no more than any other. It is made in England of true temper steel. There is no finer cycle.

BEWARE of cheap imitations! Look for the PHILLIPS Lion Trade Mark... It is your guarantee of quality.

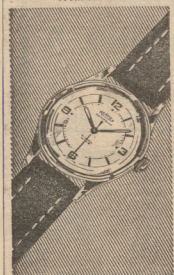
Trade Enquiries:
RHODESIA ECONOMIC CYCLE WORKS (PVT) LTD.
P.O. Box 154 — Bulawayo

The SANTI MIRROR SEP. 1 1956

G.C. Post 11-11-56

BE SMART BUY A ROAMER

One of the world's best known and most popular watches. They are good to look at... sturdily made... and they always keep perfect time. Roamer Popular Models From £6-7-6.



ROAMER
WATCHES
Finest value you can buy!
From Jewellers and good stores everywhere.

A SMITHS Clock never lets you down



A Smiths Clock never lets you down... Smiths 'Floating Balance' Strike clocks embody a new revolutionary development which improves the efficiency of hand wound clocks. If one of these clocks happened to be placed on an uneven base or was moved about frequently, its accurate timekeeping would be quite unaffected. The model shown here is the 'Revolution' Strike clock. Ask your stockist to show you the range.

SMITHS CLOCKS

BRITISH QUALITY. RELIABILITY. CRAFTSMANSHIP.
Trade Enquiries:
STANFIELD RATCLIFFE & CO. (Rhodesia) LTD.,
P.O. Box 254, Bulawayo, P.O. Box 1263, Salisbury.
Smiths Clocks and Watches Ltd., England.

August 29 1956. *The African Eagle*



Accuracy and Distinction at a reasonable price
Your Jeweller will give you a **YEAR'S GUARANTEE** approved by the S.A. Jewellers' Association.

Golden City Post 16-12-56



HO! njinga ya Hercules



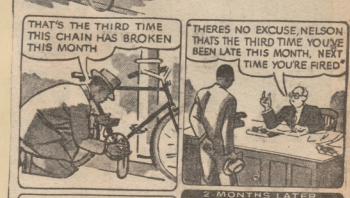
NJINGA YOPAMBANA KUKONGOLA YA LERO

KAONEN KU STORO IRI PAFUPI NANU
Agiitisi:

THE LONDON & BLANTYRE SUPPLY CO. LTD. 1, BASSAN JARIMANOHED BROS. LTD., LIMBE - JOSHI BROS. BLANTYRE
MASES VITHEBES, BLANTYRE & PORT HEROLD - OSWALD ADAM, BLANTYRE - LAJJI KURJI LTD., BLANTYRE

THE HERCULES CYCLE & MOTOR COMPANY LTD. BIRMINGHAM, ENGLAND

NELSON IS ALWAYS ON TIME



THAT'S THE THIRD TIME THIS CHAIN HAS BROKEN THIS MONTH

THERE'S NO EXCUSE, NELSON! THAT'S THE THIRD TIME YOU'VE BEEN LATE THIS MONTH, NEXT TIME YOU'RE FIRED!

...YOU SHOULD HAVE BOUGHT A COVENTRY CHAIN, NELSON! THEY COST MORE, BUT THEY LAST FIVE TIMES AS LONG

2 MONTHS LATER

...AND I'M VERY PLEASED WITH YOUR WORK NOWADAYS, NELSON! I AM GOING TO GIVE YOU MORE MONEY.



EVERY MAN WITH A BICYCLE SHOULD KNOW ABOUT COVENTRY CHAINS, THEY LAST FOR YEARS

THE COVENTRY CYCLE CHAIN

Made in ENGLAND
JOHANNESBURG, DURBAN, BASS LONDON, PORT ELIZABETH, CAPE TOWN, BLOEMFONTEIN, WATSON, SALISBURY, NEWELL, LISAKA, NUSILA and TONDRANG

Hubert Davies & Co. Ltd.
ZONK NOVEMBER 1956. Page 29

Collection Number: A427

Collection Name: African newspaper advertisements, 1953-1957

PUBLISHER:

Publisher: Historical Papers Research Archive

Location: Johannesburg

©2014

LEGAL NOTICES:

Copyright Notice: All materials on the Historical Papers website are protected by South African copyright law and may not be reproduced, distributed, transmitted, displayed, or otherwise published in any format, without the prior written permission of the copyright owner.

Disclaimer and Terms of Use: Provided that you maintain all copyright and other notices contained therein, you may download material (one machine readable copy and one print copy per page) for your personal and/or educational non-commercial use only.

People using these records relating to the archives of Historical Papers, The Library, University of the Witwatersrand, Johannesburg, are reminded that such records sometimes contain material which is uncorroborated, inaccurate, distorted or untrue. While these digital records are true facsimiles of paper documents and the information contained herein is obtained from sources believed to be accurate and reliable, Historical Papers, University of the Witwatersrand has not independently verified their content. Consequently, the University is not responsible for any errors or omissions and excludes any and all liability for any errors in or omissions from the information on the website or any related information on third party websites accessible from this website.

This document is part of a private collection held at the Historical Papers Research Archive, University of the Witwatersrand, Johannesburg, South Africa.