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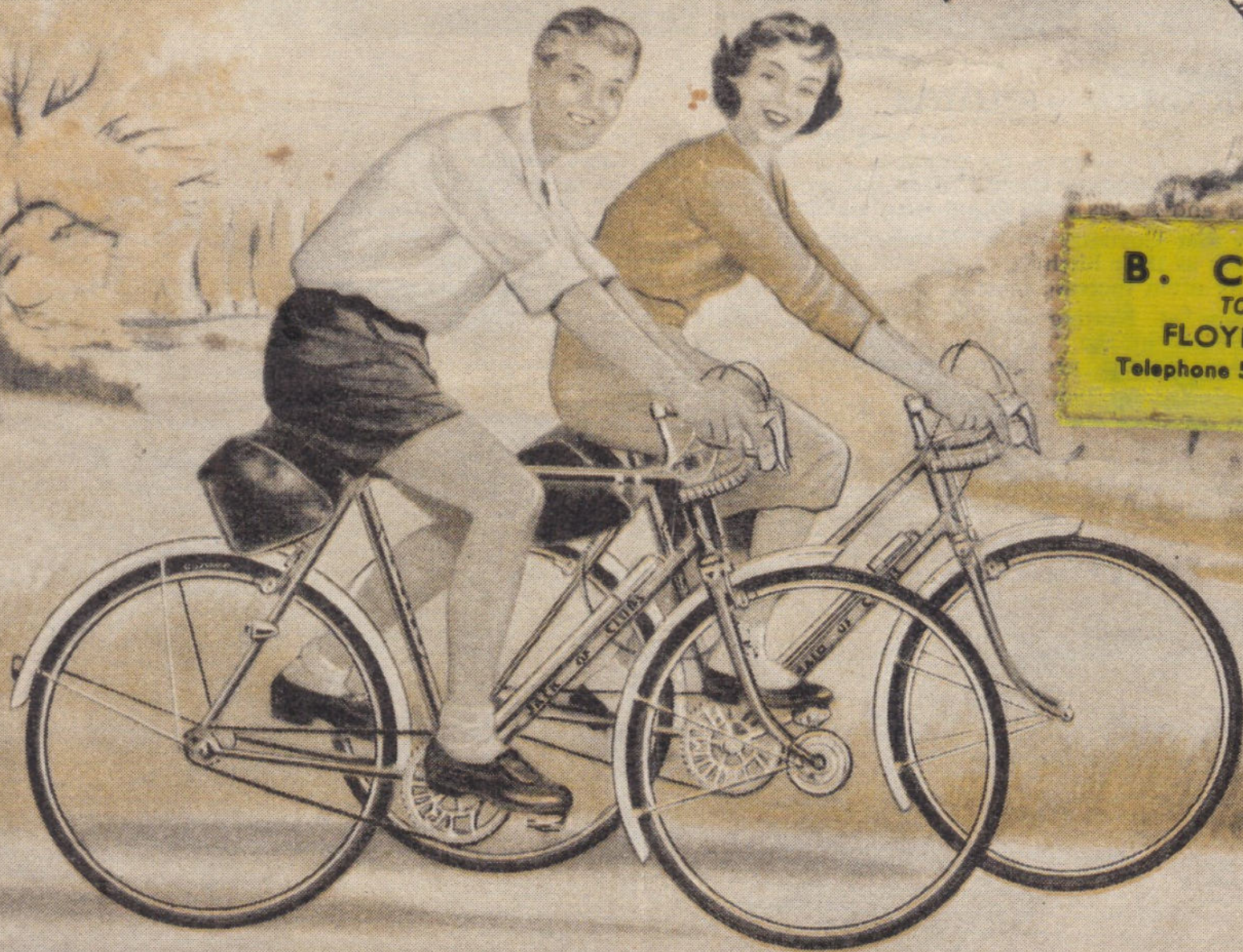
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National Cycle Archive



TRIUMPH *Bicycles*



B. C. FLOYD
TOOL STOCKIST
FLOYD'S CORNER
Telephone 57. LITTLEHAMPTON

You can trust a TRIUMPH to ride through every Season

INTRODUCING

TRIUMPH

CYCLES

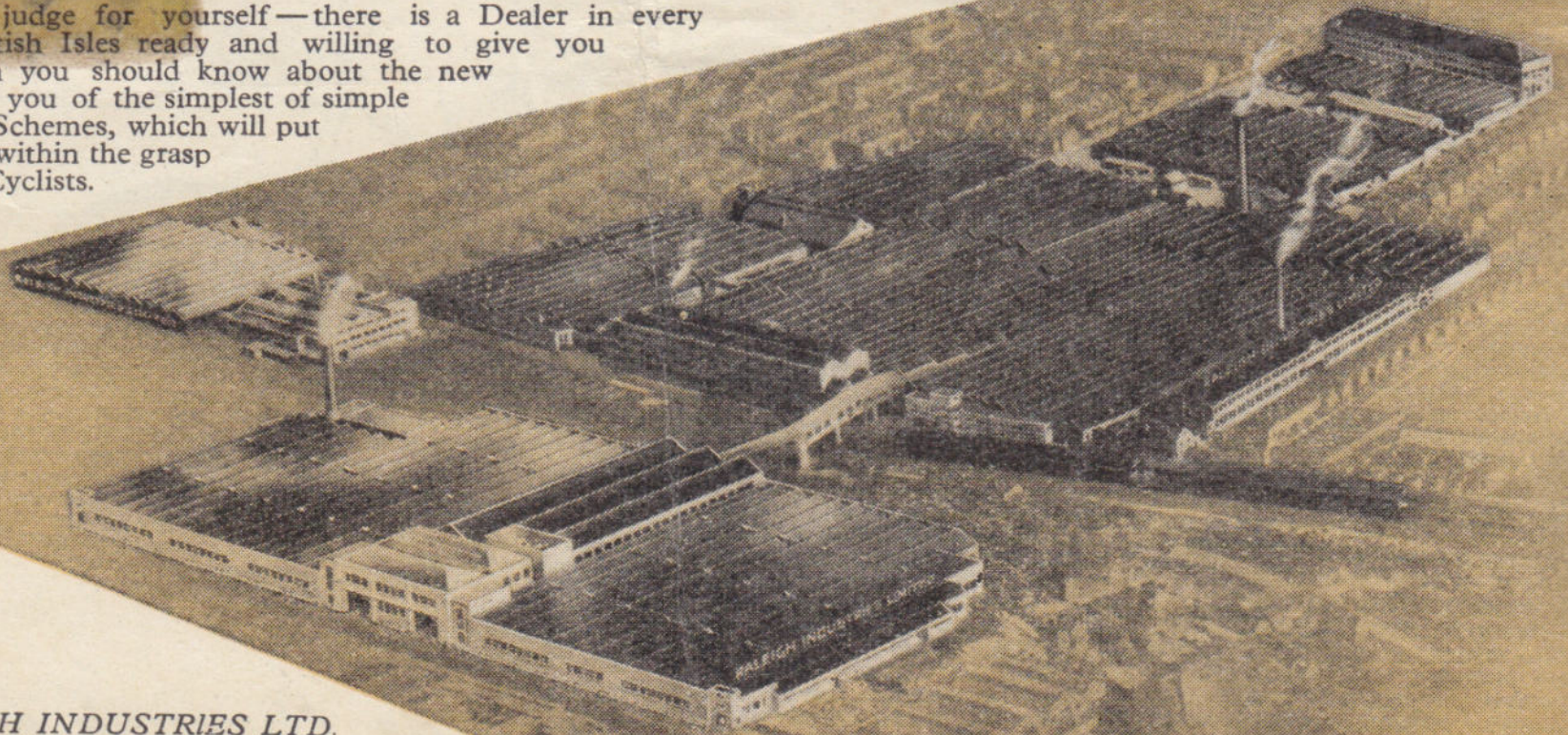
THE DEFINITION OF TRIUMPH . . .

. . . has been known for many centuries but was brought into great prominence in Coventry, the hometown of Lady Godiva, some seventy years ago. Akin to her fame, the Triumph Bicycle made history very rapidly, for in its make-up there was true character and it was soon found that, unlike "Peeping Tom", it could be trusted.

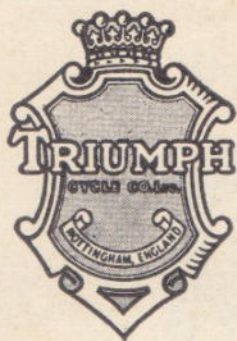
It is true to say that Coventry is the "Mother of the Cycle Industry" and many famous bicycles can claim it as their birthplace. As with peoples, so with products; they migrate, and in their new sphere often increase their benefits.

In the new home at Nottingham the "trust" will be given even greater meaning and the name will live on in the "Triumph of Tradition"—nurtured by foster-parents who have spent a lifetime producing healthy and trustworthy bicycles.

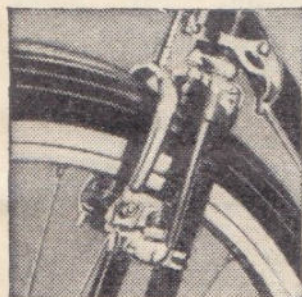
Go see them—judge for yourself—there is a Dealer in every locality of the British Isles ready and willing to give you all the information you should know about the new Models and to tell you of the simplest of simple Gradual Payment Schemes, which will put this trusted friend within the grasp of all discerning Cyclists.



A PRODUCT OF RALEIGH INDUSTRIES LTD.
NOTTINGHAM.

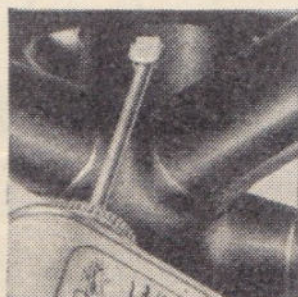


SPECIAL *Features*



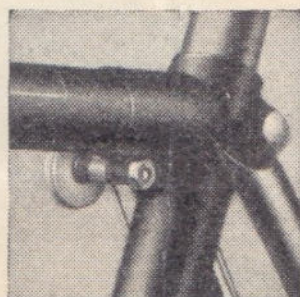
ANTI-VIBRATION PLATES

Examine this picture of the Raleigh Industries produced Triumph Roller Lever Brake mechanism. Full advantage can be taken of the powerful front brake by reason of the patented Anti-Vibration Plates. These make brake application extremely smooth and safe.



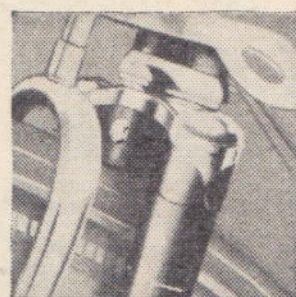
BOTTOM BRACKET LUBRICATOR

This spring loaded lubricator is neat, effective and out of harms way.



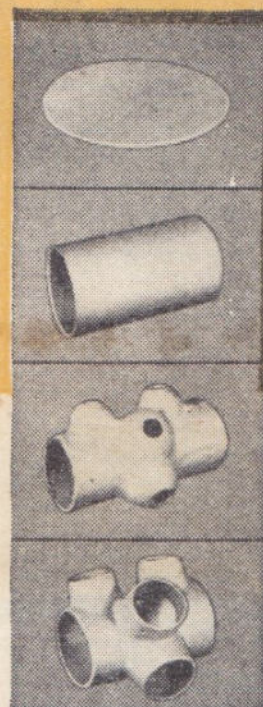
BRAZED-ON PULLEY BOSS

This neat and simple fitment ensures that the Pulley is always in the correct position thus enabling the 3- or 4-speed Gear to be adjusted correctly. Fitted to Gent's Models only (26" wheels).



FORK CROWN

This attractive chromium plated crown with its distinctive 'T', covers a unique box girder construction imparting to the fork crown great strength and rigidity.



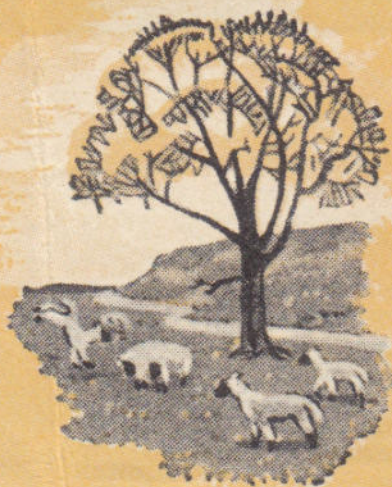
BOTTOM BRACKET

The Raleigh Industries produced Triumph seamless bottom bracket is cold pressed from a single piece of steel in 31 operations. Here we illustrate four of the operations which convert a piece of flat steel into the very heart of a bicycle.

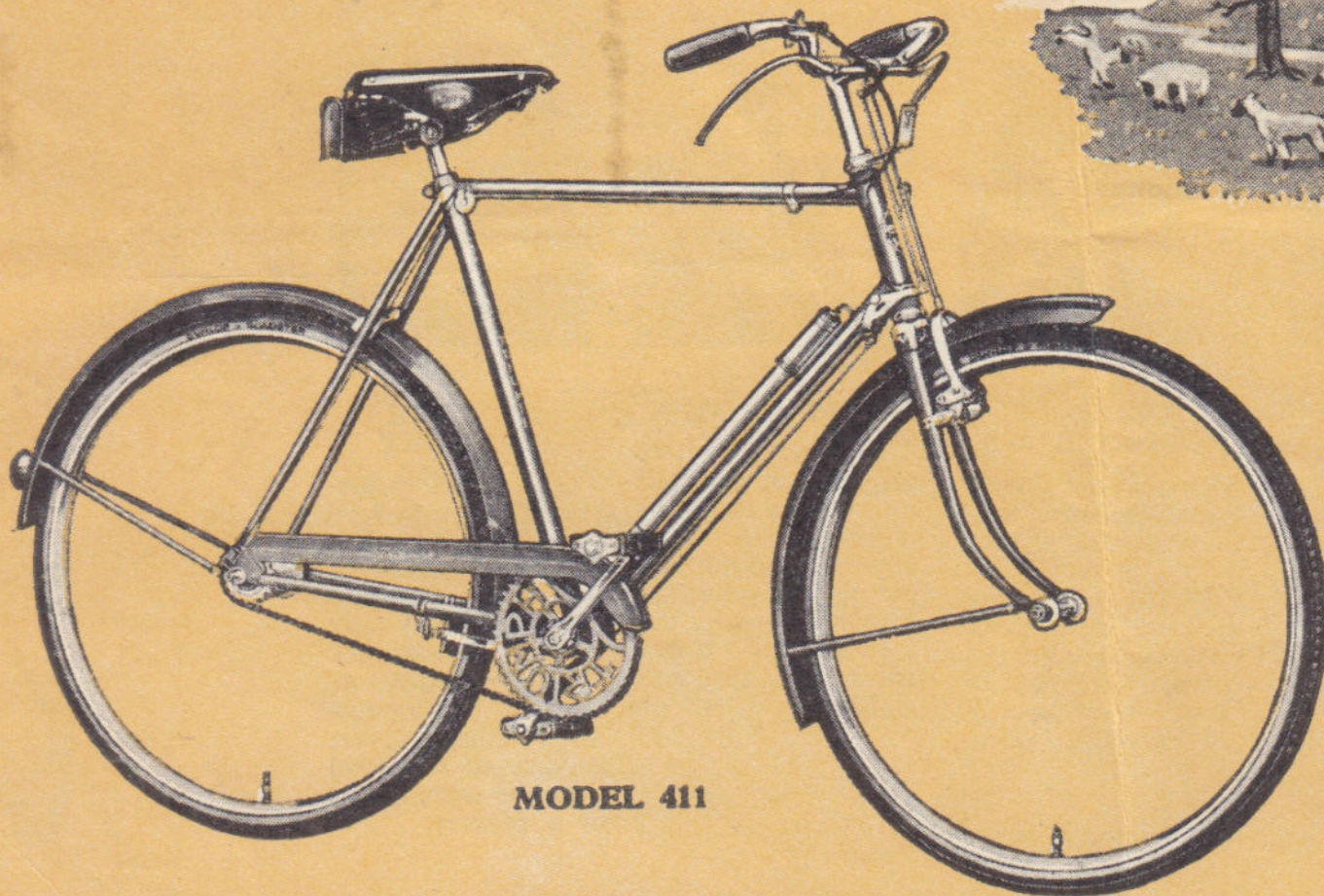


You can trust a **TRIUMPH**

LIGHT **Roadster**



MODEL 411L



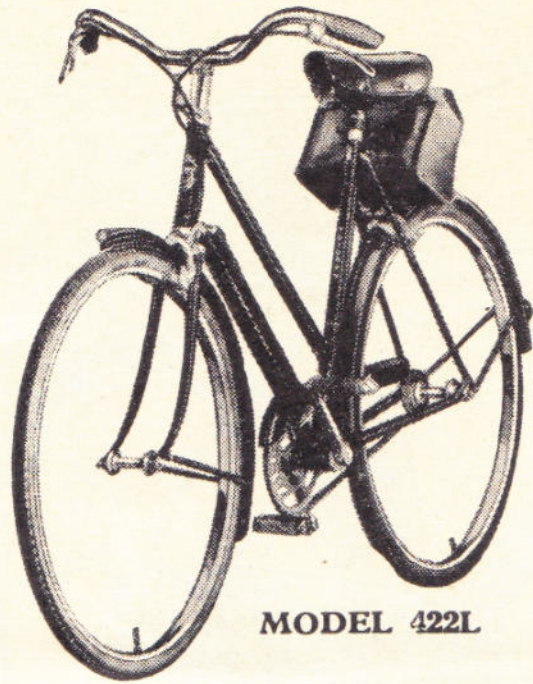
MODEL 411

Frame: 21" and 23". Entirely brazed up. Wheels: 26" x 1 1/8". Westwood rims. Tyres: Dunlop with Air Seal tubes and pressure valves. Brakes: Roller Lever. Mudguards: Ribbed section. Saddle: Leather or Spring Seat. Finish: Black enamel on rust-proof surface. Usual bright parts Chromium plated. Fittings: Tool-bag, tools, inflator, reflector. Extras: Sturmey-Archer 3-speed Gear, £2 0s. 9d. These Models, plus 19 1/2" Frame, are also available in Rich Burgundy—6/6 extra.

POPULAR. Model 401.

Frame: 24" Gent's only. Wheels: 28" x 1 1/8". Mudguards: Deep section. Remainder of specification as above.

Net Cash Price **£13 6s. 3d.** Tax Paid.



MODEL 422L

Net Cash Price
£13 6s. 3d.

Tax Paid.

Extras: *Sturmey-Archer 3-speed Gear*
£2 0s. 9d. *Sturmey-Archer Patent 6V.*
Dynohub D.B.U. £3 1s. 6d.

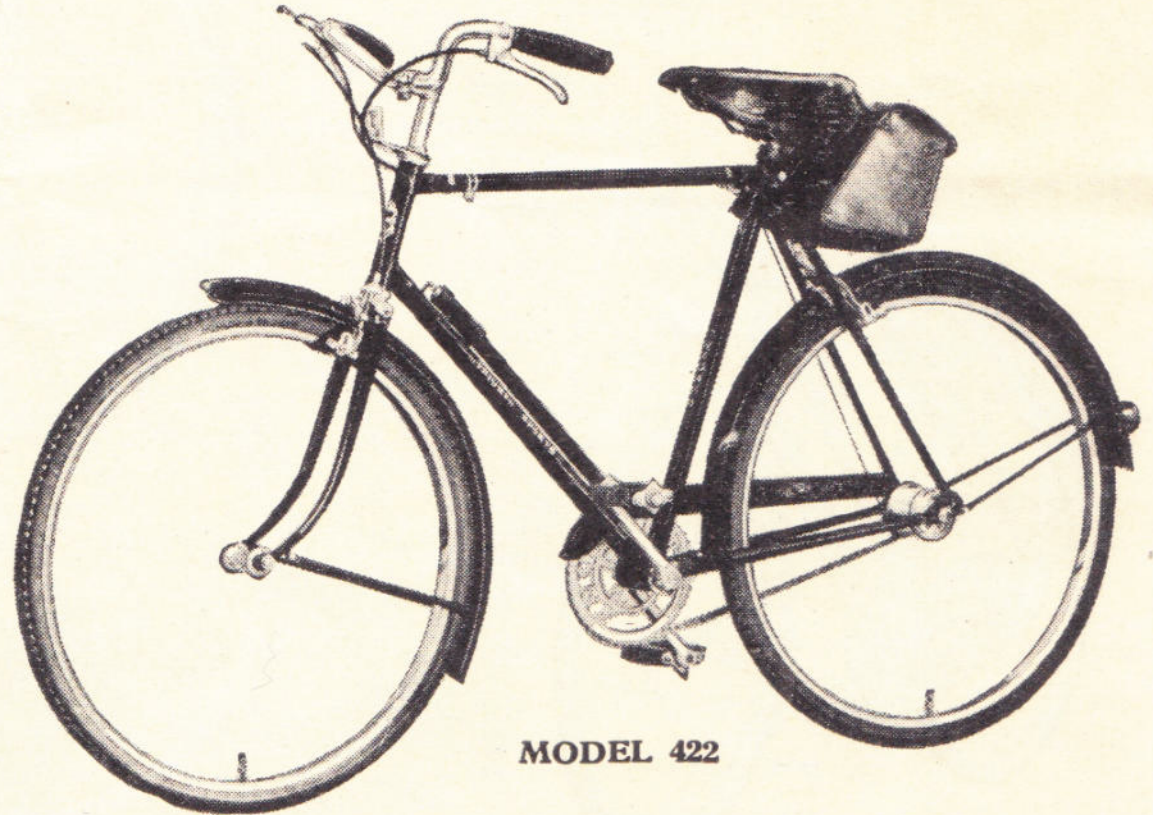
You can trust a **TRIUMPH**

SPORTSLIGHT Roadster

Easy Terms available, see inside rear cover.



Frame: 21" and 23". *Entirely brazed up.*
Wheels: 26" x 1 $\frac{3}{8}$ ". Endrick rims. **Tyres:**
Dunlop with Air Seal tubes and pressure valves.
Brakes: Calliper. **Mudguards:** Ribbed section.
Saddle: Spring Seat or Leather. **Finish:** Black
enamel on rust-proof surface. Usual bright
parts Chromium plated. **Fittings:** Kitbag, tools,
inflator, reflector.



MODEL 422



You can trust a **TRIUMPH**

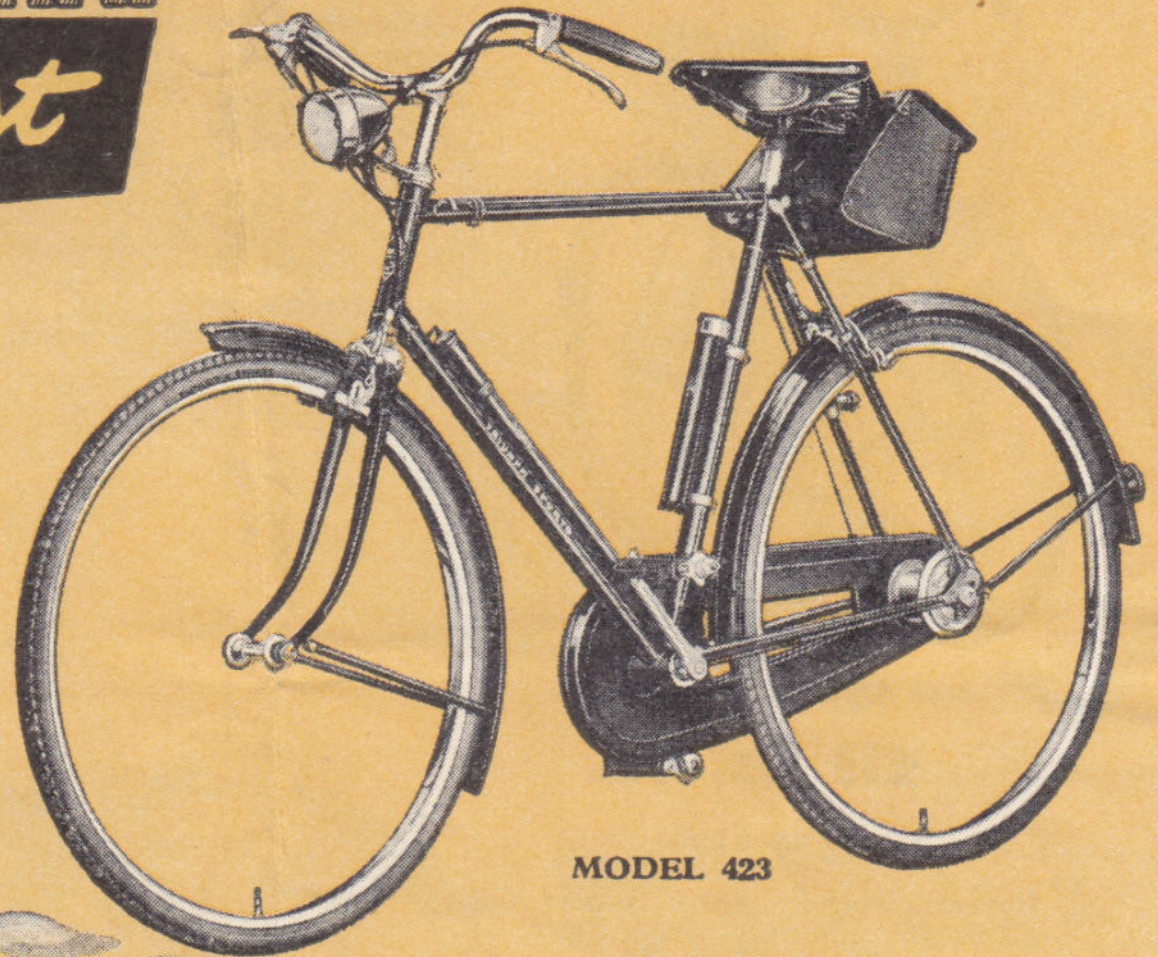
SPORTS *Tourist*

Net Cash Price

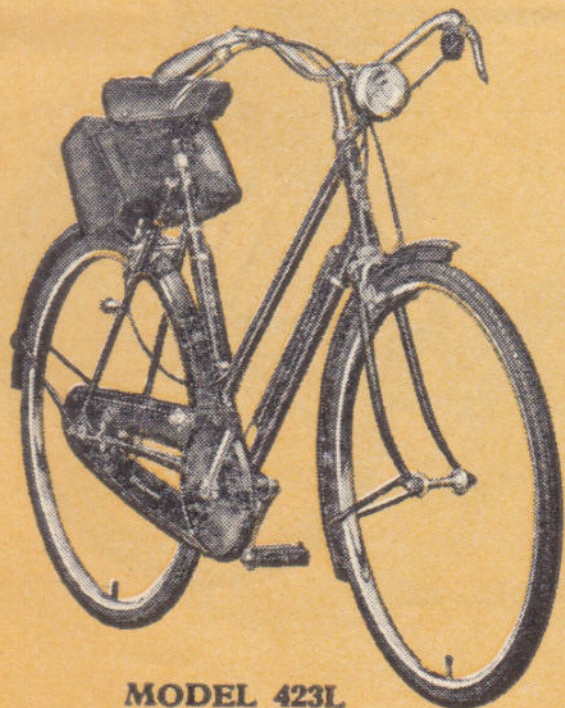
£18 14s. 9d.

Tax Paid.

Easy Terms available, see inside rear cover



MODEL 423



MODEL 423L

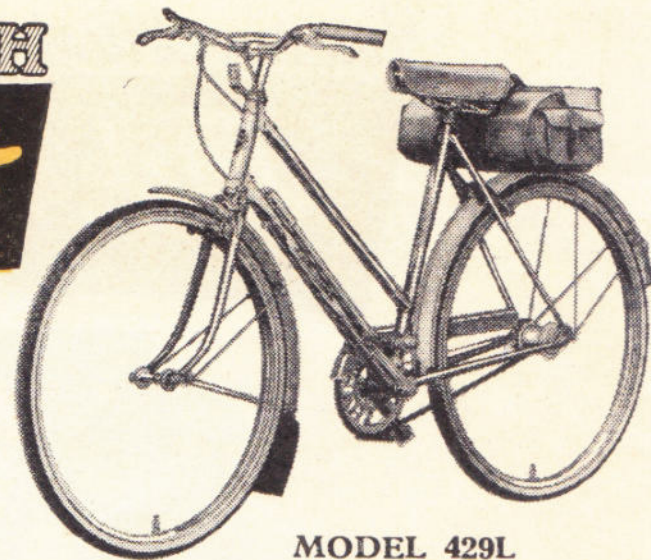


Frame: 21" and 23". Entirely brazed up.
Wheels: 26" x 1 3/8". Endrick rims. **Tyres:** Dunlop with Air Seal tubes and pressure valves.
Gear and Lighting: Sturmey-Archer Dyno-three, patent "Flick" Trigger Control, Dry Battery Unit. **Gearcase:** Triumph Special.
Brakes: Calliper. **Mudguards:** Ribbed section. **Saddle:** Leather or Spring Seat. **Finish:** Black enamel on rust-proof surface. Usual bright parts Chromium plated. **Fittings:** Kitbag, tools, inflator, reflector.

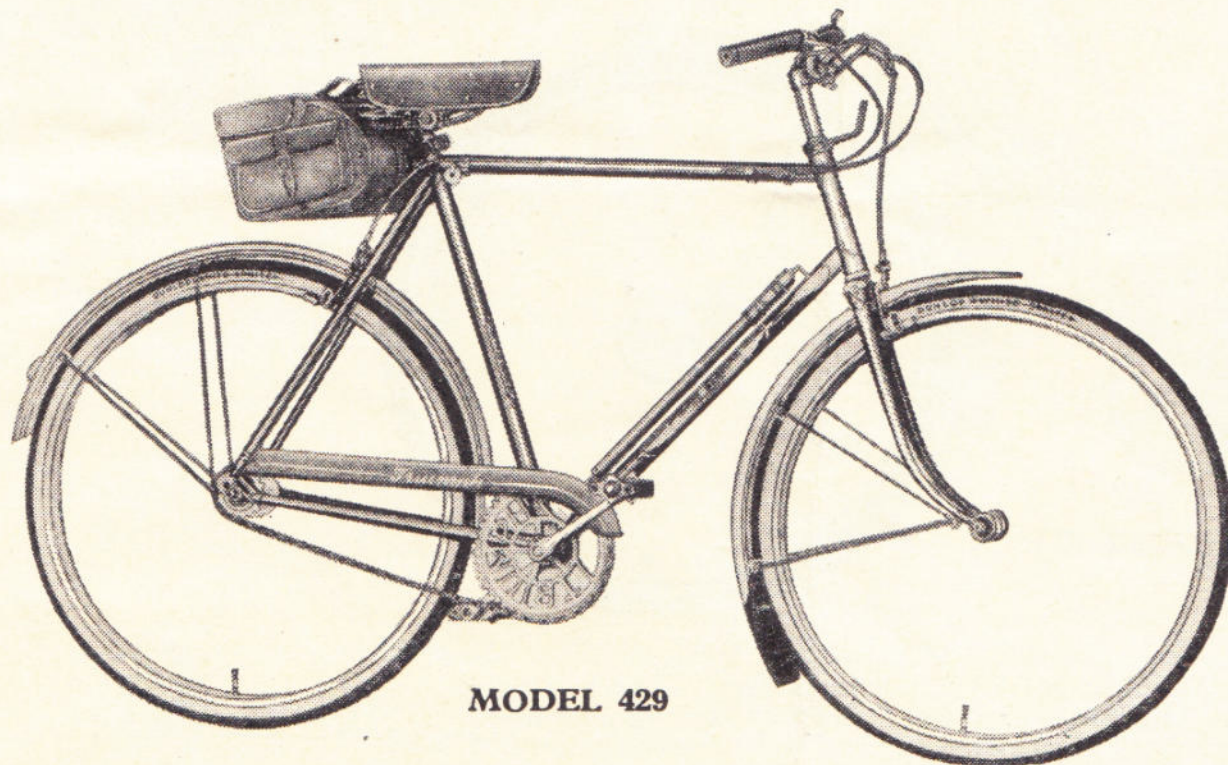


You can trust a TRIUMPH

PALM BEACH *Tourist*



MODEL 429L



MODEL 429

Frame: 19½", 21" and 23". Entirely brazed up.
Wheels: 26" x 1⅞". Endrick rims. **Tyres:** Dunlop White Sprite, with Air Seal tubes and pressure valves. **Gear:** Sturmey-Archer 3-speed, patent "Flick" Trigger Control. **Handlebar:** Steel All-Rounder with Silver Grey Sleeve Grips. **Brakes:** Calliper. **Mudguards:** White Celluloid, detachable stays. **Saddle:** Lycett's S 21, Tan. **Finish:** Polychromatic Mediterranean Blue or Flamboyant Royal Carmine, White Peaked Head on rust-proof surface. Usual bright parts Chromium plated. **Fittings:** Large Tan Kitbag, tools, polished alloy inflator, reflector. **Extras:** Sturmey-Archer patent 6V. Dynohub, £2 11s. 6d.

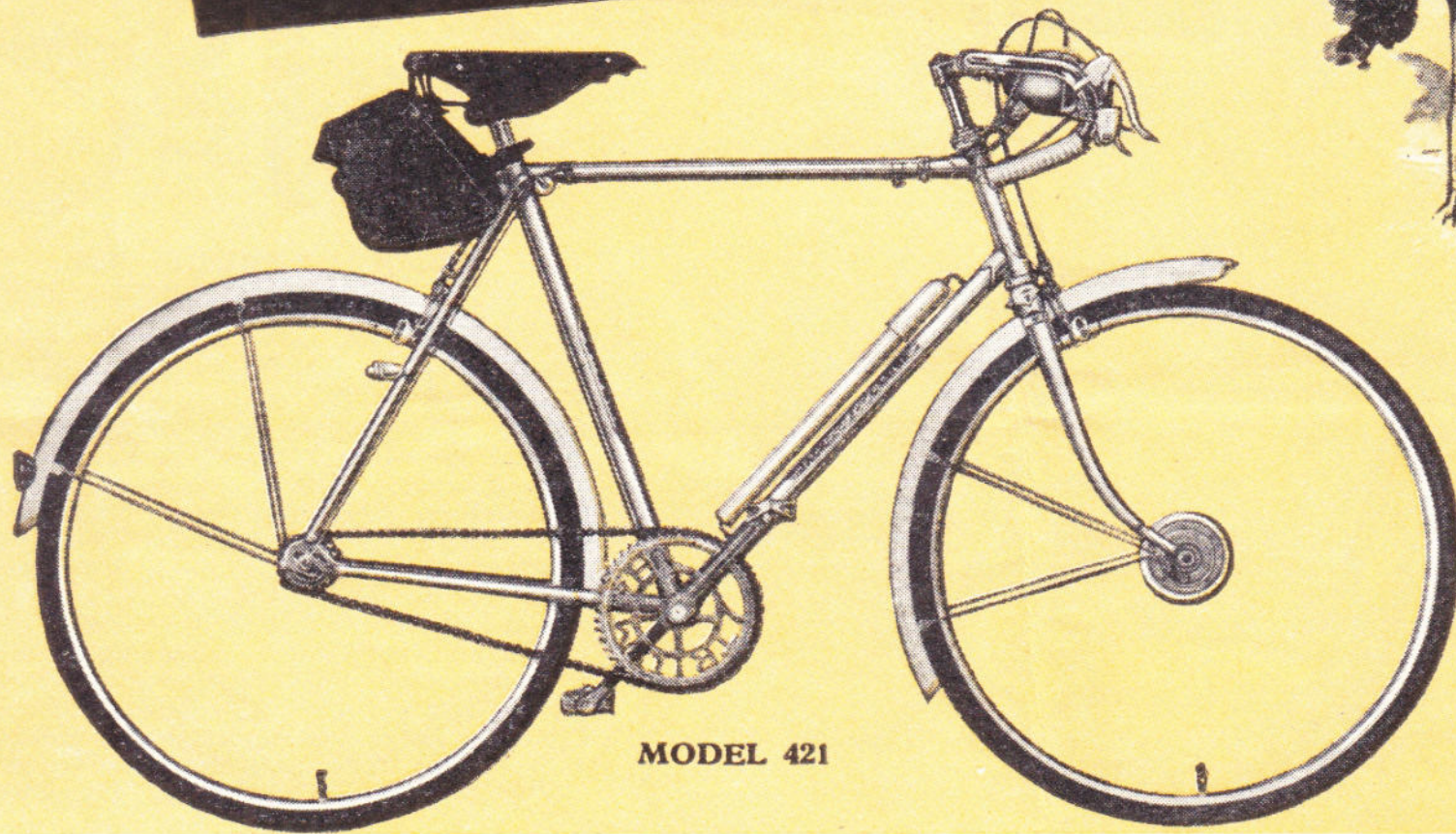
Net Cash Price

£16 9s. 6d.

Tax Paid.

Easy Terms available, see inside rear cover.

You can trust a **TRIUMPH**
Jack of Clubs



MODEL 421

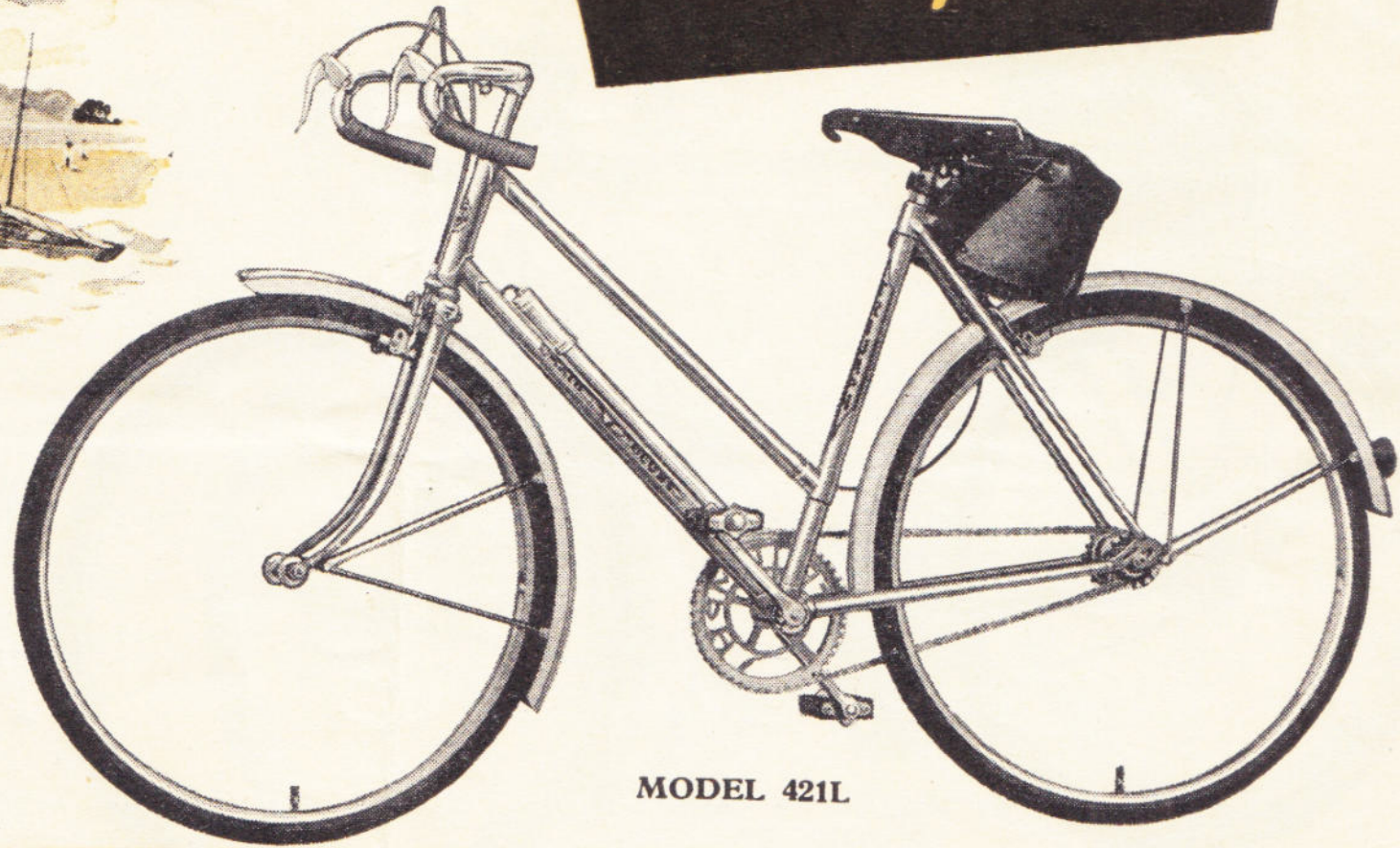


Frame: 21" and 23". Entirely brazed up. **Wheels:** 26" x 1 1/4". Endrick rims. **Tyres:** Dunlop Sports with Air Seal tubes and pressure valves. **Hubs:** Quick Release. **Gear:** Fixed and Freewheel. **Pedals:** Gent's, "Quill" type. Lady's, Rubber. **Handlebar:** Gent's, Maes pattern with 6" drop. Lady's, Special Design. **Brakes:** Calliper. **Mudguards:** Steel ribbed narrow section, with Spearpoint extension. **Saddle:** Best leather. **Finish:** Polychromatic Mediterranean Blue or Flamboyant Royal Carmine on rust-proof surface. Usual bright parts Chromium plated. **Fittings:** Kitbag, tools, inflator, reflector. **Extras:** Sturmey-Archer 3-speed medium ratio gear £2 6s. 5d. Sturmey-Archer Patent 6V. Dynohub, £2 11s. 6d.

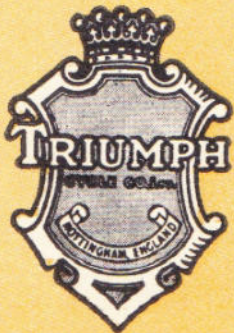
Net Cash Price
£13 18s. 8d.

Tax Paid.

You can trust a **TRIUMPH**
Maid of Clubs



MODEL 421L



Model 451. Gent's. Model 451L. Lady's.

Specification as opposite with the following modifications:—**Frame:** Gent's, 21" and 23"; Lady's, 21".
Mudguards: Celluloid. **Finish:** Lustre Napoleon Red.
Gear: Benelux 4-speed.

Net Cash Price **£16 7s. 6d.** Tax Paid.

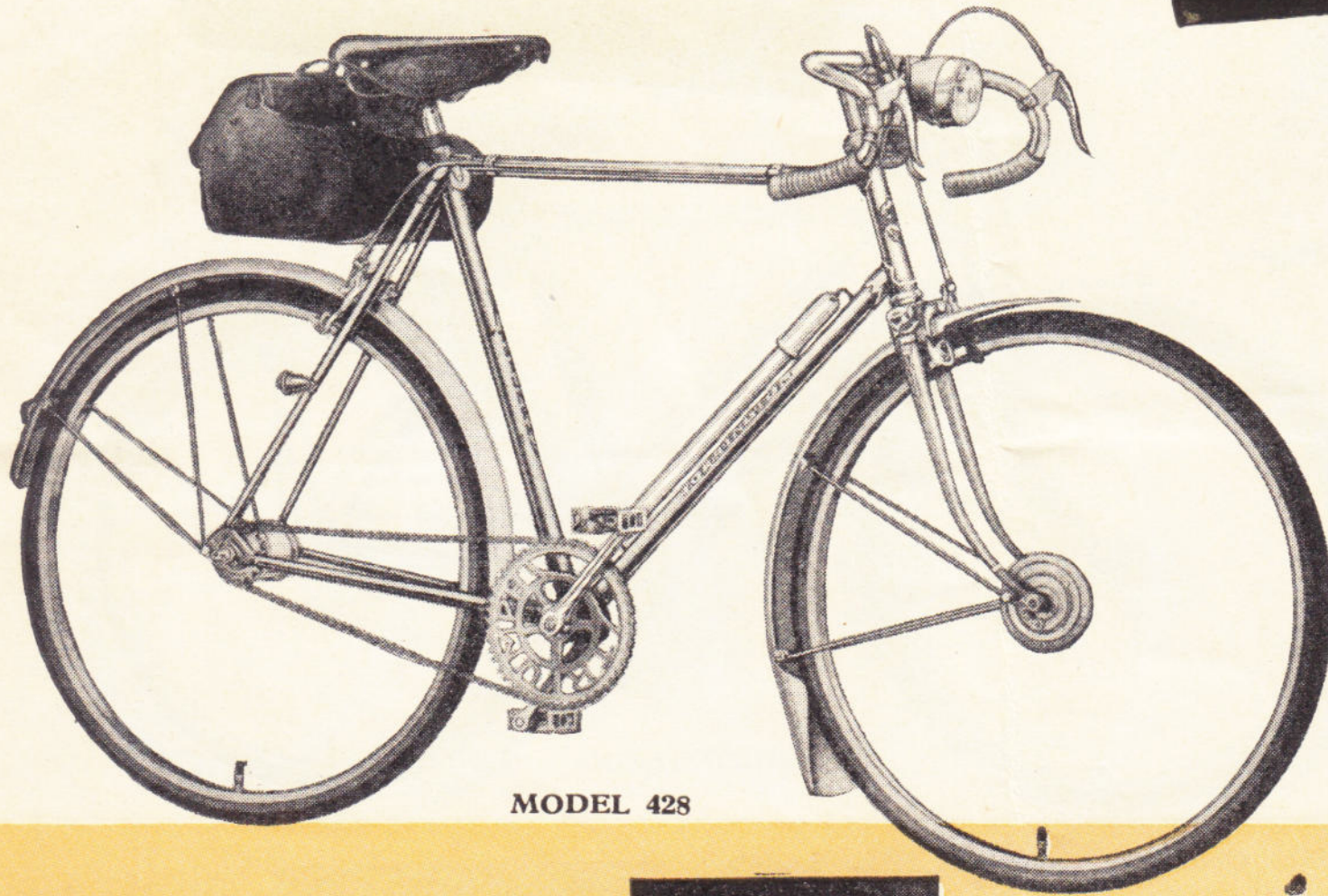
Easy Terms available, see inside rear cover.



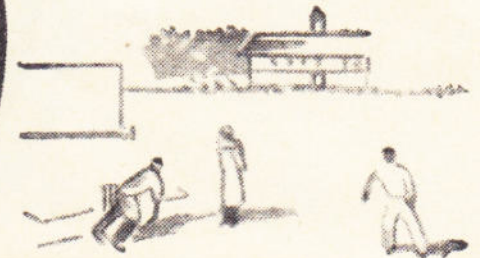
The Benelux
 4-speed gear
 fitted to
 Models 451
 and 451L.

You can trust a TRIUMPH

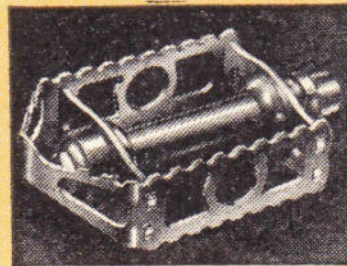
Torrington



MODEL 428



Quill Pedal.—A feature of all Triumph Sports Models (Gent's only) is this neat, highly efficient and attractive "Quill" Pedal.





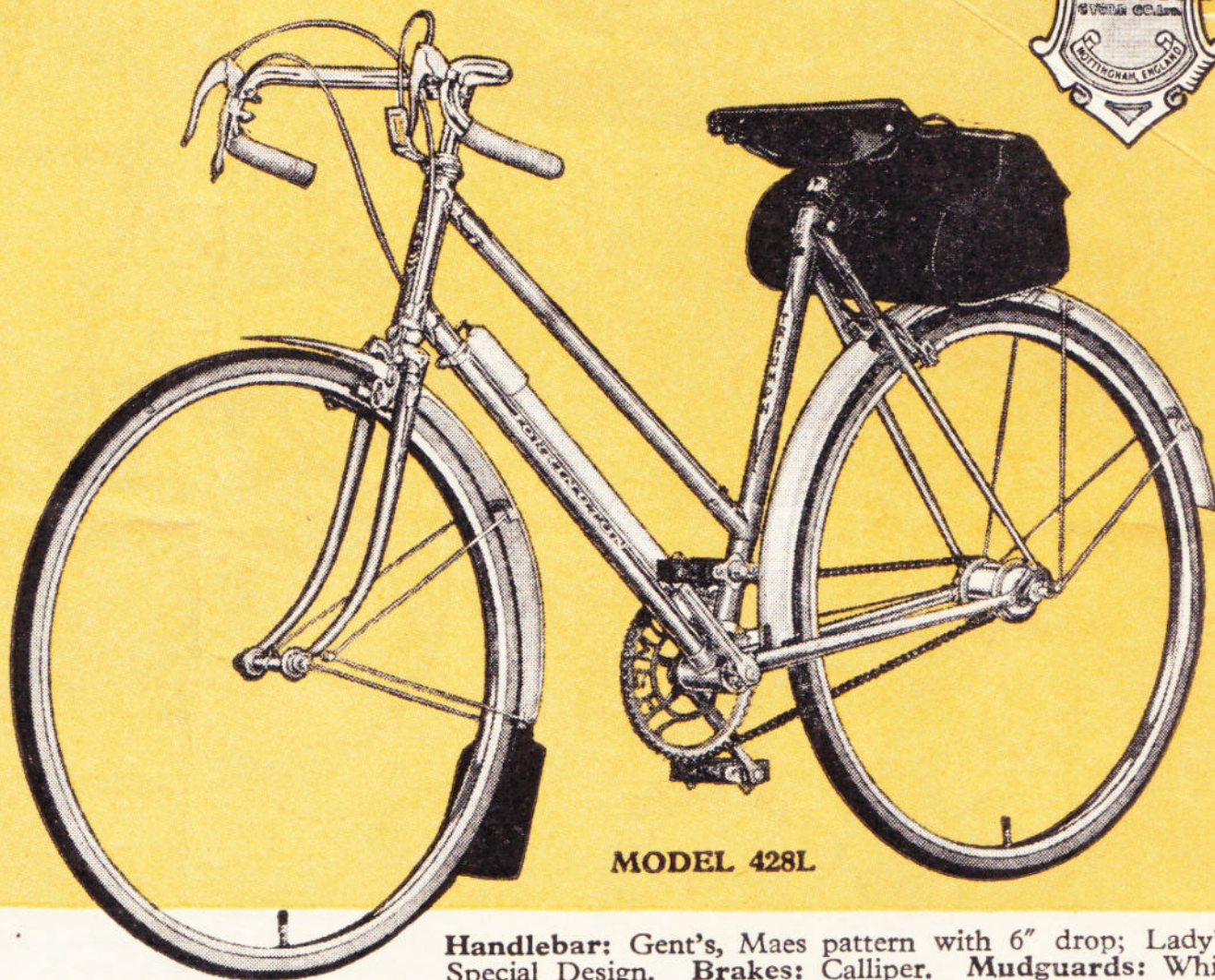
Net Cash Price

£17 2s. 6d.

Tax Paid, or

£14 16s. 1d.

Single Speed.



MODEL 428L

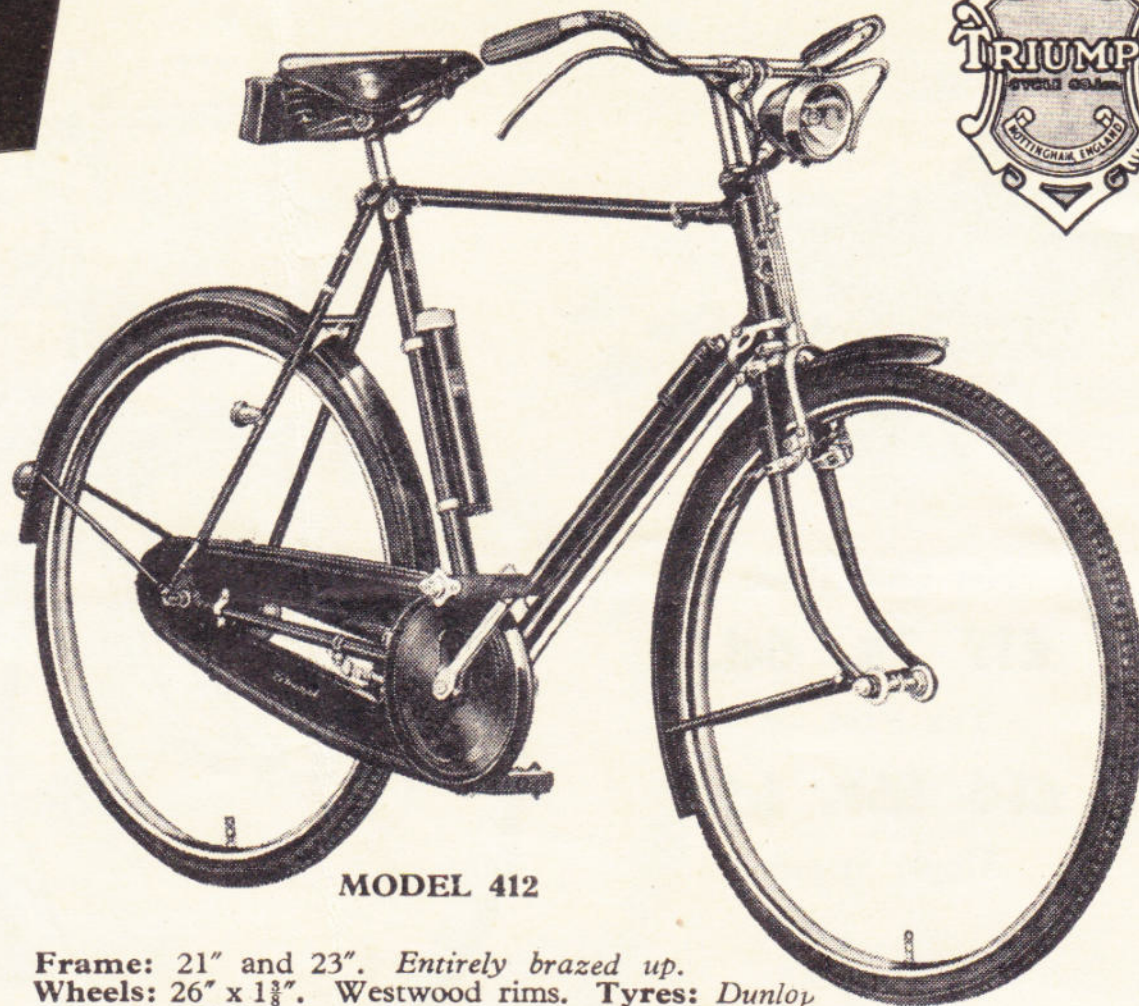
Frame: 21" and 23". Reynolds "531" tubing. Entirely brazed up. 71° angles.
Wheels: 26" x 1½" Endrick rims. **Tyres:** Dunlop Speed with Air Seal tubes and pressure valves. **Hubs:** Quick Release.
Gear: Sturmey-Archer 3-speed Medium Ratio, patent "Flick" Trigger Control.
Pedals: Gent's, "Quill" type; Lady's, Rubber.

Handlebar: Gent's, Maes pattern with 6" drop; Lady's, Special Design. **Brakes:** Calliper. **Mudguards:** White Celluloid, twin detachable stays. **Saddle:** Best quality leather. **Finish:** Flamboyant Royal Carmine or Electric Blue on rust-proof surface. Distinctive Lining and Transfers. Usual bright parts Chromium plated. **Fittings:** Large kitbag, tools, inflator, reflector.
Extra:—Sturmey-Archer patent 6V. Dynohub, £2 11s. 6d.

Easy Terms available, see inside rear cover.

You can trust a TRIUMPH

ROADSTER *Tourist*

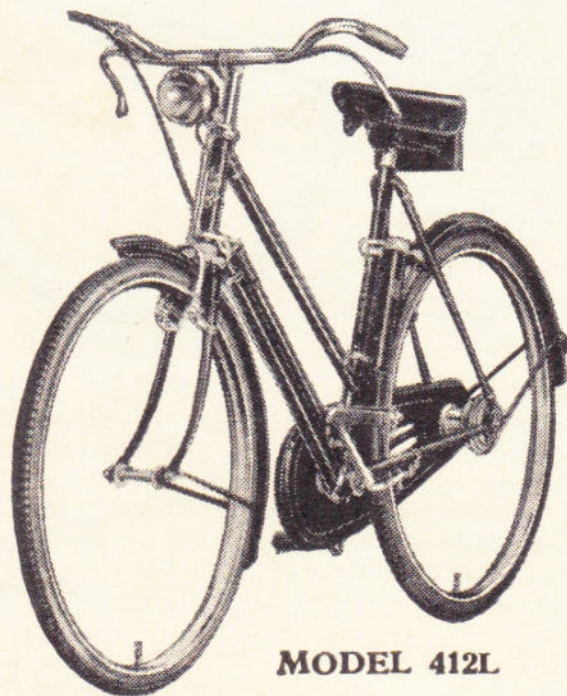


MODEL 412

Frame: 21" and 23". Entirely brazed up.
Wheels: 26" x 1 $\frac{3}{8}$ ". Westwood rims. **Tyres:** Dunlop with Air Seal tubes and pressure valves. **Gear and Lighting:** Sturmey-Archer Dynothree, patent "Flick" Trigger Control, Dry Battery Unit. **Brakes:** Roller Lever. **Mudguards:** Ribbed section. **Saddle:** Spring Seat or Leather. **Finish:** Black enamel on rust-proof surface. Usual bright parts Chromium plated. **Fittings:** Toolbag, tools, inflater, reflector.

MODEL 402.

Frame: 24", Gent's only. **Wheels:** 28" x 1 $\frac{1}{2}$ ". **Mudguards:** Deep Section. Remainder of specification as above.

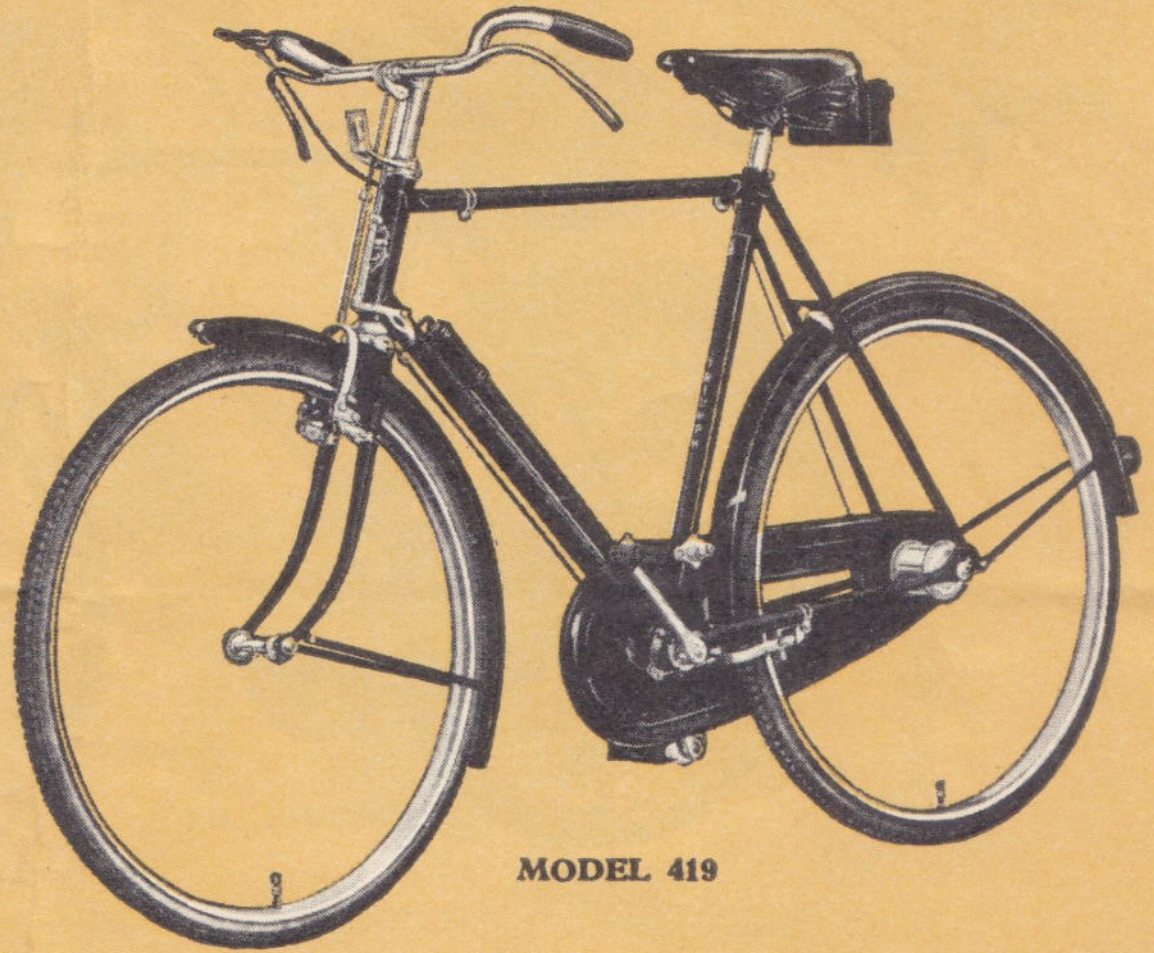


MODEL 412L

Net Cash Price **£18 14s. 9d.** Tax Paid.

You can trust a **TRIUMPH**

Tourist

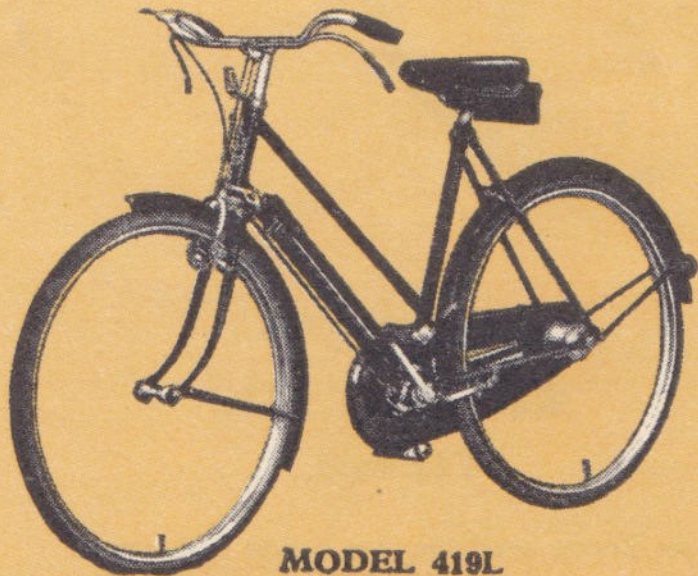


MODEL 419

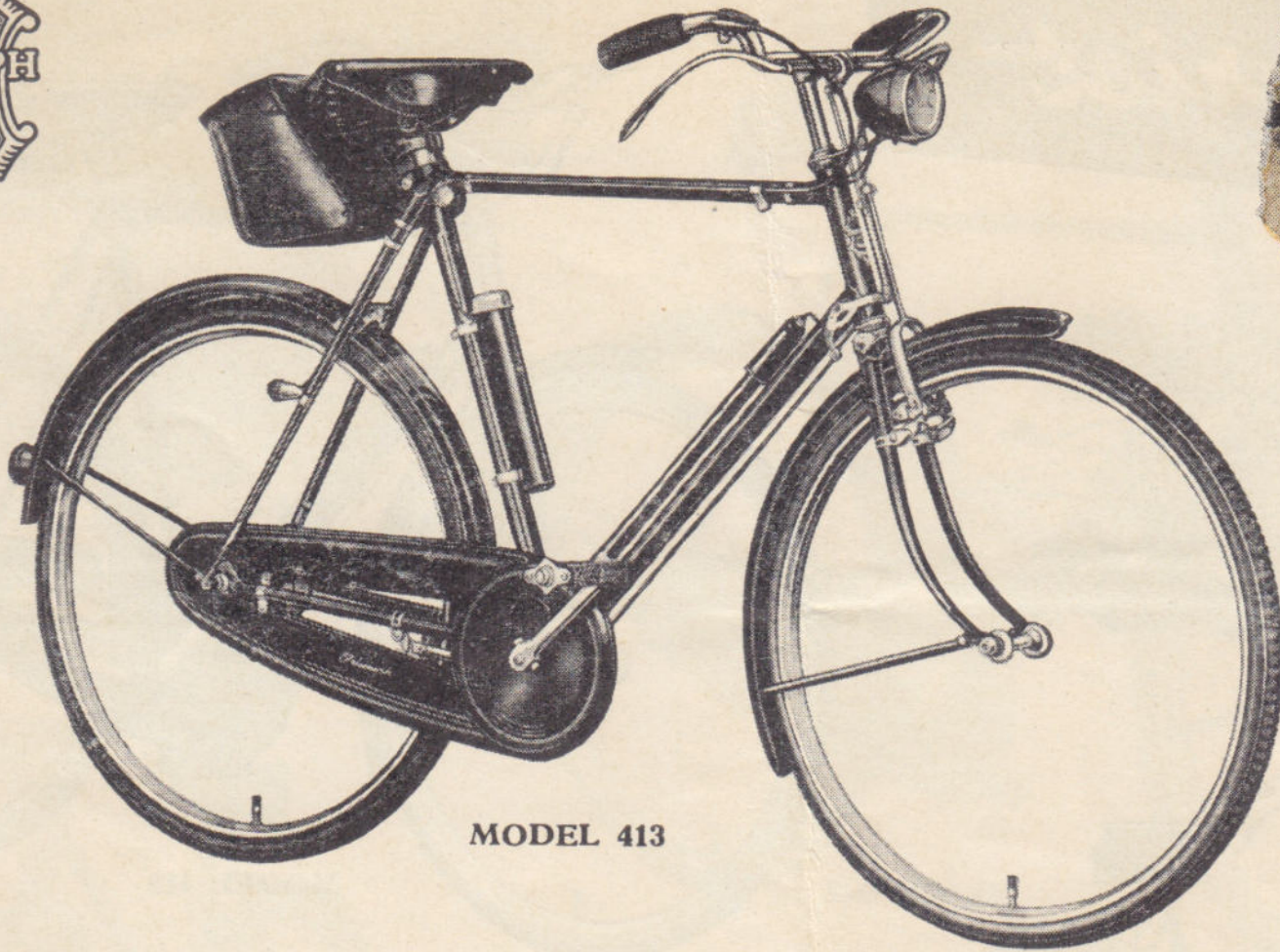
Frame: 21" and 23". Entirely brazed up. **Wheels:** 26" x 1½". Westwood rims. **Tyres:** Dunlop with Air Seal tubes and pressure valves. **Gear:** Sturmey-Archer 3-speed, patent "Flick" Trigger Control. **Brakes:** Roller Lever. **Mudguards:** Ribbed section. **Saddle:** Leather or Spring Seat. **Finish:** Black enamel on rust-proof surface. Usual bright parts Chromium plated. **Fittings:** Toolbag, tools, inflator, reflector.

Net Cash Price **£16 3s. 5d.** Tax Paid.

Easy Terms available. see inside rear cover.



MODEL 419L



MODEL 413

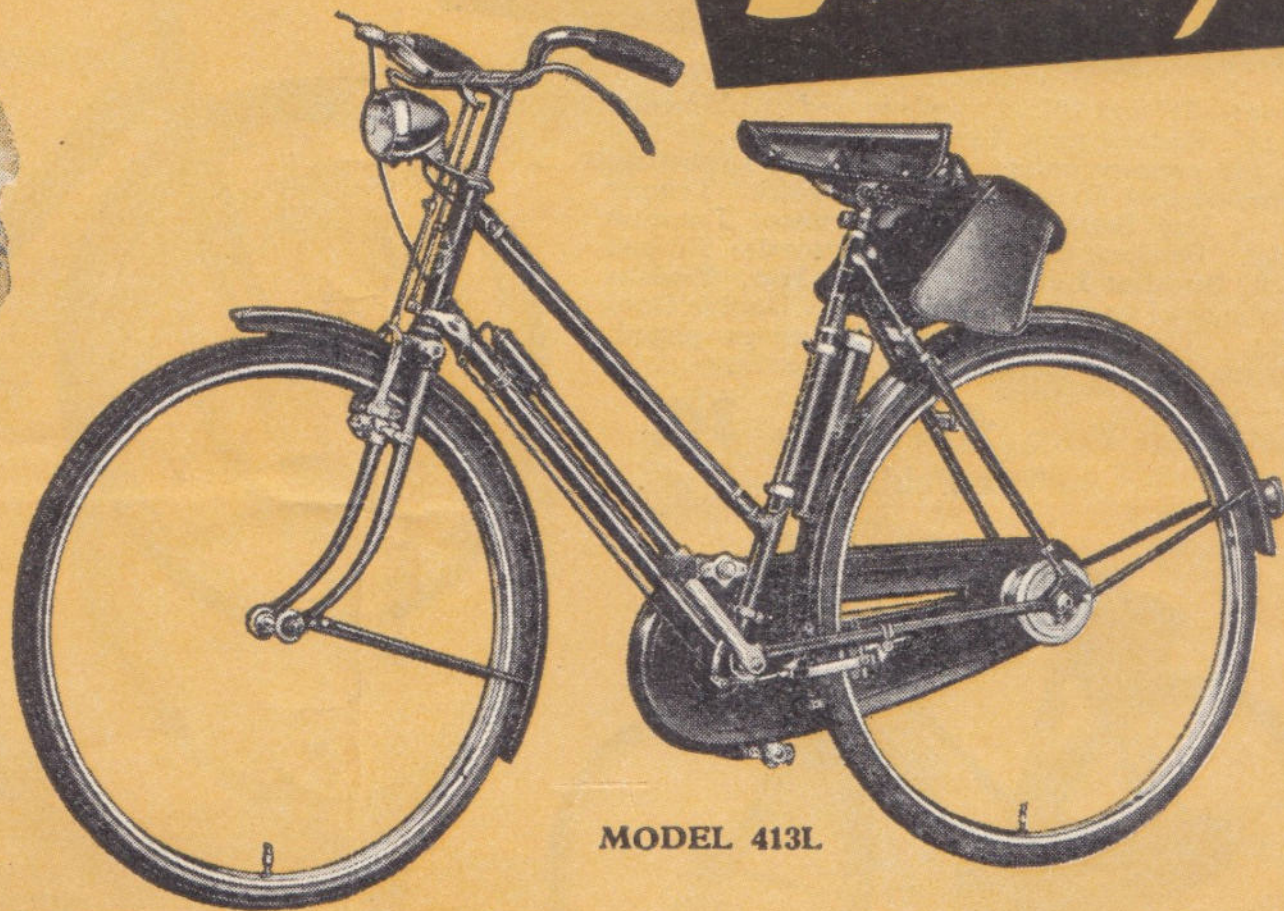


You can trust a **TRIUMPH**
Leamington

Net Cash Price
£19 11s. 3d.
Tax Paid.

Easy Terms available, see inside rear cover.

You can trust a TRIUMPH
Leamington



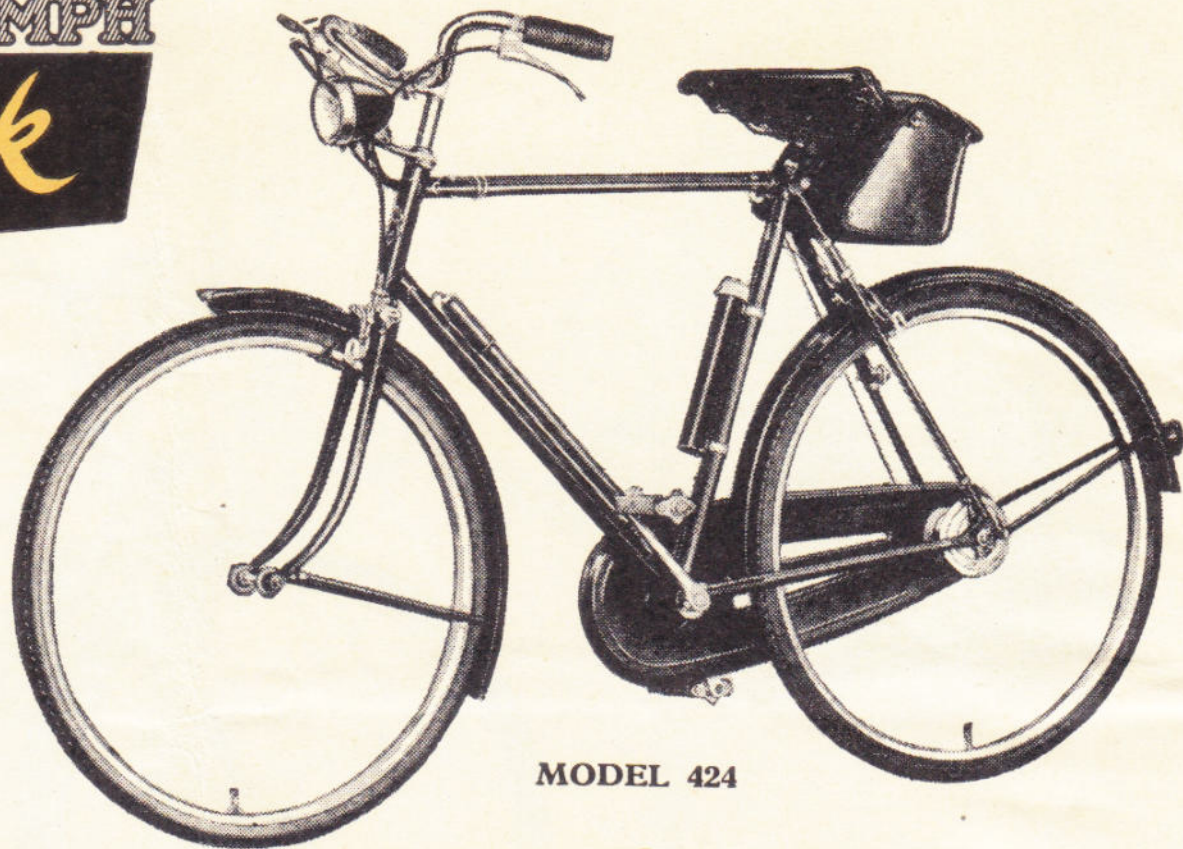
MODEL 413L

Frame: 21" and 23". Entirely brazed up. **Wheels:** 26" x 1 $\frac{3}{8}$ ". Westwood rims. **Tyres:** Dunlop with Air Seal tubes and pressure valves. **Gear and Lighting:** Sturmey-Archer Dynothree, patent "Flick" Trigger Control, Dry Battery Unit. **Gearcase:** Triumph Special. **Handlebar:** North Road Raised. **Brakes:** Roller Lever. Front brake fitted with special Anti-Vibration Plates. **Mudguards:** Ribbed section. **Saddle:** Spring Seat or Leather. **Finish:** Green enamel on rust-proof surface. Double Gold Lining. Usual bright parts Chromium plated. **Fittings:** Kitbag, tools, inflator, reflector.

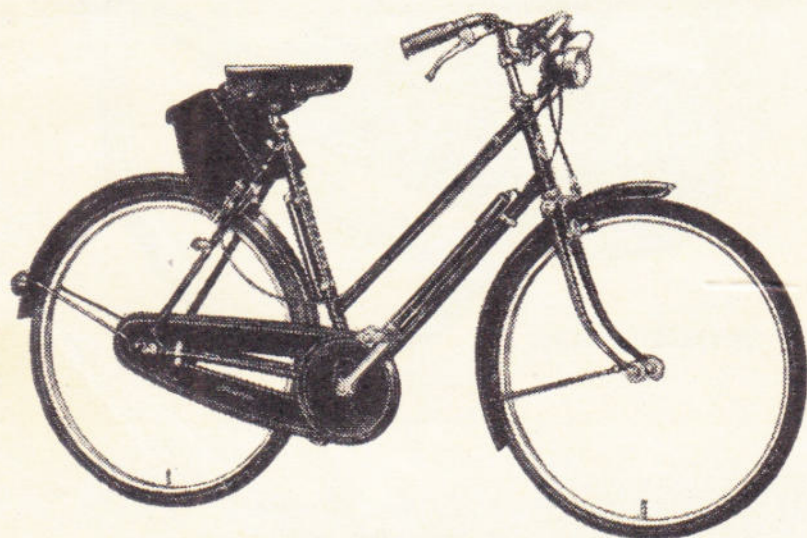
You can trust a **TRIUMPH**
Warwick

Frame:—21" and 23". Entirely brazed up. **Wheels:** 26" x 1 $\frac{3}{8}$ ". Endrick rims. **Tyres:** Dunlop with Air Seal tubes and pressure valves. **Gear and Lighting:** Sturmey-Archer Dynothree, patent "Flick" Trigger Control, Dry Battery Unit. **Gearcase:** Triumph Special. **Brakes:** Calliper. **Mudguards:** Ribbed section. **Saddle:** Leather or Spring Seat. **Finish:** Green enamel on rust-proof surface. Double Gold Lining. Usual bright parts Chromium plated. **Fittings:** Kitbag, tools, inflator, reflector.

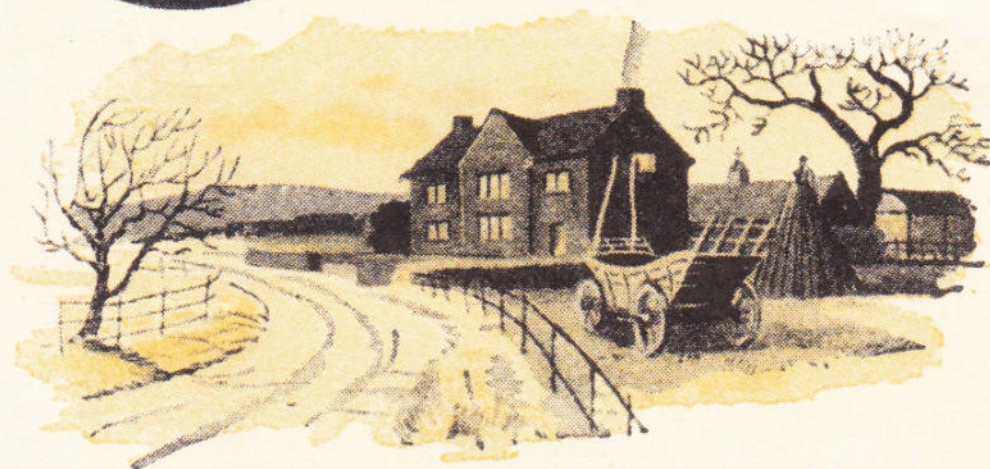
Net Cash Price **£19 11s. 3d.**
Tax Paid.



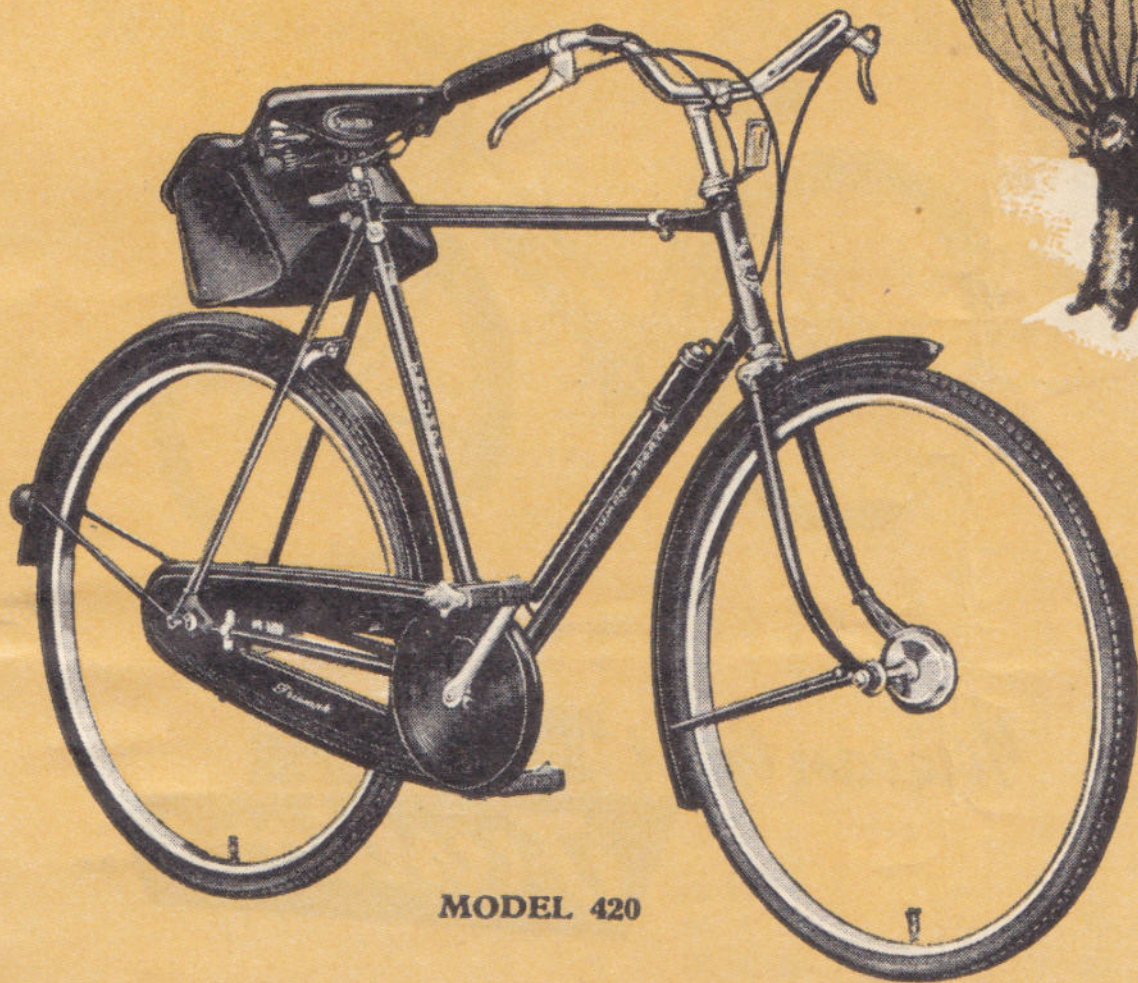
MODEL 424



MODEL 424L



Easy Terms available, see inside rear cover.

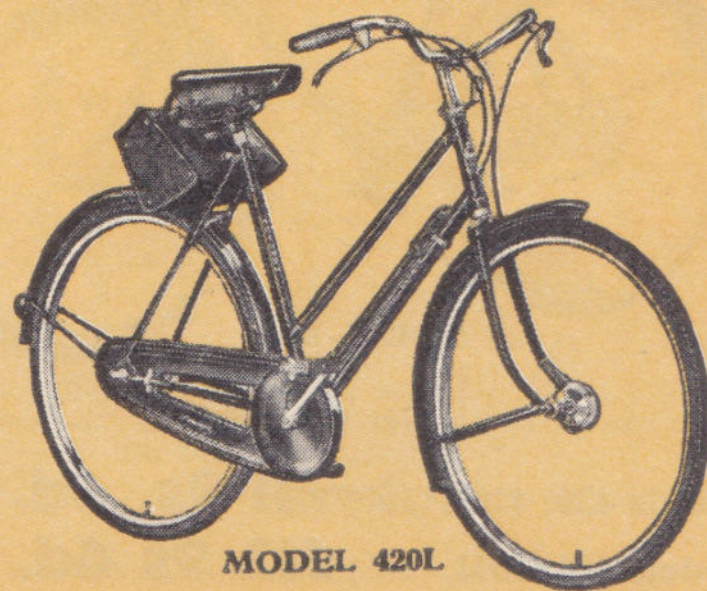


MODEL 420



Frame: 21" and 23". Entirely brazed up. **Wheels:** 26" x 1 1/8". Endrick rims. **Tyres:** Dunlop with Air Seal tubes and pressure valves. **Gear:** Sturmey-Archer 3-speed, patent "Flick" Trigger control. **Brakes:** Sturmey-Archer internal expanding. **Mudguards:** Ribbed section. **Saddle:** Spring Seat or Leather. **Finish:** Black enamel on rust-proof surface. Usual bright parts Chromium plated. **Fittings:** Kitbag, tools, inflator, reflector.

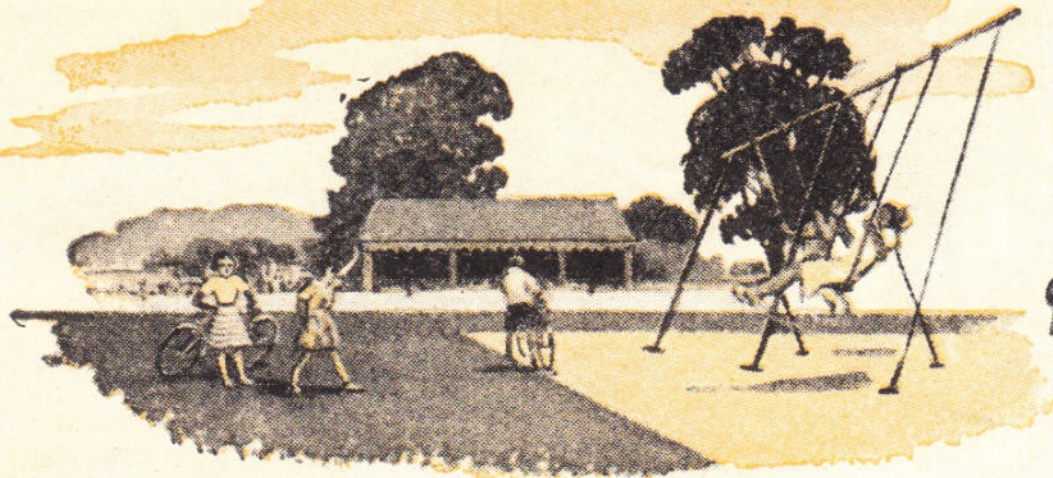
Net Cash Price **£17 9s. 6d.** Tax Paid.



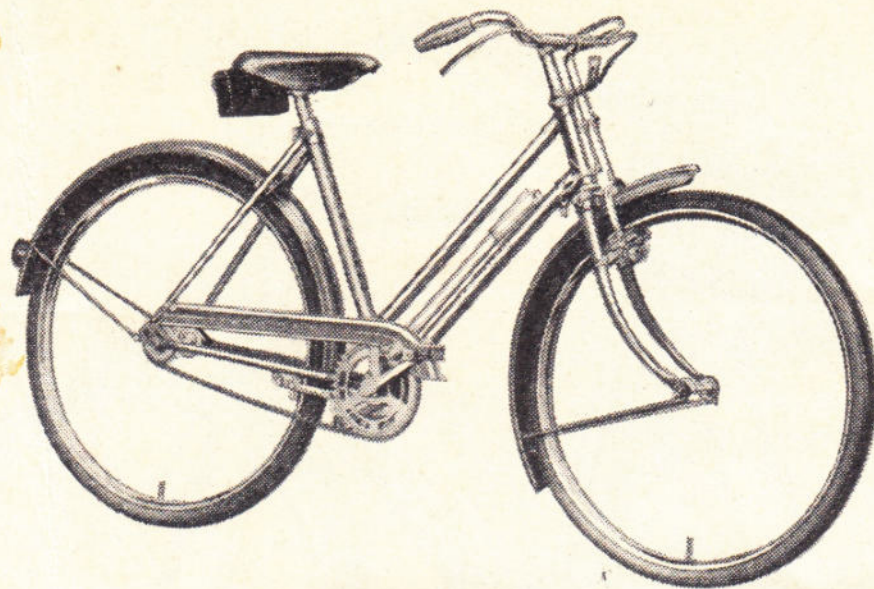
MODEL 420L

You can trust a **TRIUMPH**
SUPER SAFETY *Tourist*

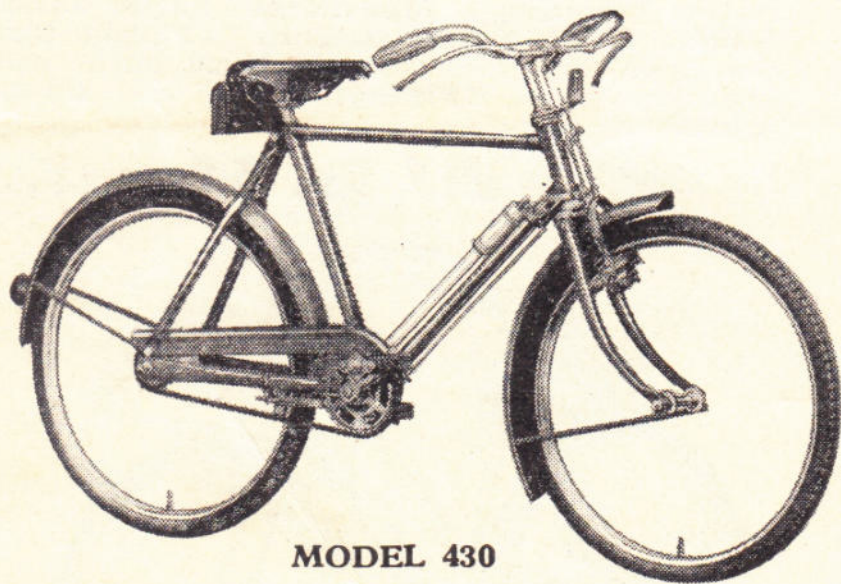




"MUSTANG" Boy's and Girl's Models



MODEL 431L



MODEL 430

Net Cash Prices:

Models 430, 430L (16") **£11 9s. 6d.** Tax Paid.

Models 431, 431L (18") **£12 9s 6d.** Tax Paid.

Extra: Sturmey-Archer 3-speed Gear £2 0s. 9d.

You can trust **TRIUMPH**
Juniors!

Frame: 16" and 18", Boy's or Girl's. *Adult tubing used on 18" Model.* **Wheels:** 20" x 1 $\frac{3}{8}$ " with 16" Frame. 24" x 1 $\frac{3}{8}$ " with 18" Frame. **Tyres:** Dunlop with Air Seal tubes and pressure valves. **Gear:** Freewheel. **Handlebar:** North Road Raised. **Brakes:** Roller Lever. **Saddle:** Wright's or Lycett's. **Finish:** Super-chromatic Lenton Green, Flamboyant Royal Carmine or Polychromatic Mediterranean Blue on rust-proof surface. Attractive Lining. Usual bright parts Chromium plated. **Fittings:** Toolbag, tools, inflator, reflector.

You can trust the **TRIUMPH** Gradual Payment Scheme

£1 DEPOSIT AND 52 WEEKLY PAYMENTS

THROUGH THE TRIUMPH SCHEME

THE EASIEST, FINEST, and most popular in the Industry

For guidance only, an abridged list of the terms is shown. The intermediate prices and terms will be provided on request by your Dealer

TOTAL CASH PRICE	G.P. PRICE	WEEKLY INSTALMENT	TOTAL CASH PRICE	G.P. PRICE	WEEKLY INSTALMENT
£ s. d.	£ s. d.	s. d.	£ s. d.	£ s. d.	s. d.
9 10 0	11 3 8	3 11	17 10 0	20 14 4	7 7
10 0 0	11 16 8	4 2	18 0 0	21 7 4	7 10
10 10 0	12 9 8	4 5	18 10 0	22 0 4	8 1
11 0 0	12 18 4	4 7	19 0 0	22 13 4	8 4
11 10 0	13 11 4	4 10	19 10 0	23 2 0	8 6
12 0 0	14 4 4	5 1	20 0 0	23 15 0	8 9
12 10 0	14 17 4	5 4	20 10 0	24 8 0	9 0
13 0 0	15 6 0	5 6	21 0 0	25 1 0	9 3
13 10 0	15 19 0	5 9	21 10 0	25 14 0	9 6
14 0 0	16 12 0	6 0	22 0 0	26 2 8	9 8
14 10 0	17 5 0	6 3	22 10 0	26 15 8	9 11
15 0 0	17 18 0	6 6	23 0 0	27 8 8	10 2
15 10 0	18 6 8	6 8	23 10 0	28 1 8	10 5
16 0 0	18 19 8	6 11	24 0 0	28 10 4	10 7
16 10 0	19 12 8	7 2	24 10 0	29 3 4	10 10
17 0 0	20 5 8	7 5	25 0 0	29 16 4	11 1

Example: Bicycle plus extras. Cash Price £18 10s. 0d. Total G.P. price including Deposit will be £22 0s. 4d. at 8s. 1d. weekly. The Finance Charge is based on the balance of the cash price after deducting the deposit. A HIGHER DEPOSIT will reduce the charge, i.e., £5 deposit on a cash price of £18 10s. 0d. would save 19s. 8d.

COMPREHENSIVE INSURANCE COVER AGAINST LOSS AND DAMAGE IS PROVIDED FREE ON THE TRIUMPH SCHEME

NOTE: If an independent finance scheme is offered, customers should not assume that insurance is provided.

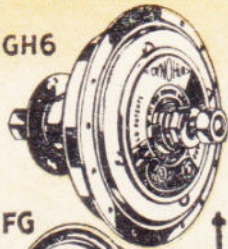
It will pay you to ask for the TRIUMPH SCHEME

LIGHT

AND EASY RIDING

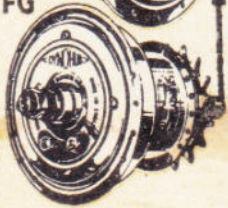
DYNOHUBS

GH6



GH6 Patent 6-volt Dynohub. Like all our Dynohubs it is mechanically frictionless and troublefree.

FG



AG AW Wide Ratio Three-speed hub, combined patent 6-volt Dyno.

FG FW Wide Ratio Four-speed hub, combined patent 6-volt Dyno. By combining the gear and Dyno in one unit, a great saving in weight is made.

REAR LAMP

A much improved edition of the original model, all plastic, giving a wide range of visibility. Unique in its simplicity and appearance and designed to comply with the new light laws.



DRY BATTERY UNIT

This is available with any of the Dynohubs illustrated above. It provides, with the aid of three batteries, a light when stationary.



HEADLAMP (Roadster)

The Roadster headlamp is fully enclosed and of pleasing shape. It is supplied in either Black or Silver finish with Chrome Rim.



HEADLAMP (Sports)

Introduced in response to many requests for a small streamlined Headlamp. Attractively designed, it is fully enclosed and can be supplied in Silver finish.

CHOOSE YOUR HUB FROM THIS COMPLETE RANGE

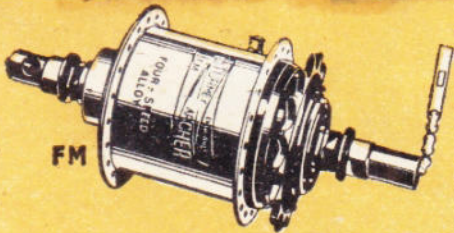
TRIGGER CONTROL

The Sturmey-Archer Patent 'Flick' Trigger Control provides an instantaneous change of gear by the flick of a finger.



NOTE THE VISUAL GEAR INDICATION

CLUB GEARS

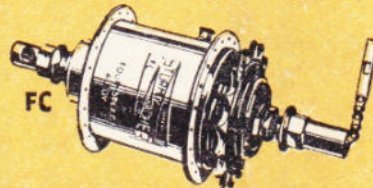


FM Four-speed Medium Ratio. 12.5% increase, 14.3% and 33.3% decrease from normal. Unquestionably the best all-round Club gear.

ASC The only Three-speed Fixed Hub manufactured in the world today. 10% and 25% decrease from direct drive.



RACING GEARS



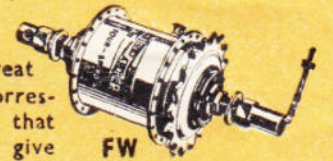
FC Four-speed Close Ratio. 9.1% increase 10% and 25% decrease from normal. Specially designed for Massed Start Races.

AC Three-speed Ultra Close Ratio. 6.66% increase and 7.7% decrease from normal. The time trial gear!

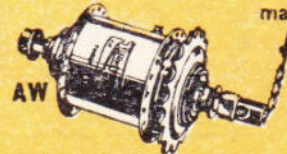


ROADSTER GEARS

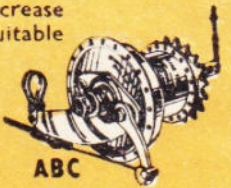
FW Four-speed Wide Ratio. The great advantage of this hub against the corresponding three-speed, lies in the fact that there are two normal gears. Ratios give 26.6% increase, 21% and 33% decrease from normal. There is no doubt that this is THE Hub of the future, as far as Roadster machines are concerned.



AW Three speed Wide Ratio. 33.3% increase, 25% decrease from normal. Specially suitable for Roadster machines.



ABC Three-speed Wide Ratio incorporating hand-operated internal expanding brake.



STURMEY ARCHER

THE ORIGINAL AND BEST