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**THE COVENTRY**

**BICYCLE COMPANY,**

1903.

THE  
COVENTRY BICYCLE CO.,  
MANUFACTURERS,



COVENTRY.

Offices: SILVER STREET.

General Manager,  
G. HERITAGE SMART

# COVENTRY,

SEASON 1903.

**C**OVENTRY is renowned all the world over as the manufacturing centre of the world's best bicycles.

The bicycles we illustrate and describe in the subsequent pages are made entirely in Coventry, by Coventry's best workmen.

The employment of the latest and best automatic machinery, and the production of machines in numerous quantities to one specification, not only enables us to manufacture economically but accurately. Never before in the history of the trade has it been possible to offer a machine embodying in its specification every item of the up-to-date bicycle at anything approaching our prices.

By the methods we adopt it is quite impossible to manufacture any parts which are not exact and accurate duplicates of the original pattern, and a result is consequently attained which is quite beyond the reach of the small maker or limited capitalist. Indeed, no such economy or perfection of manufacture is possible unless every part of the complete bicycle is produced under the supervision of one organisation; and in the matter of cost, as well as efficiency, we defy all competition.

We wish particularly to impress upon the public that the extremely low prices at which we offer our machines is by no means an indication that they are in any sense inferior to Coventry's best bicycle.

THE COVENTRY BICYCLE CO.

# GUARANTEE.

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WE give the following guarantee with our machines instead of the guarantee implied by statute, or otherwise, as to the quality or fitness for the purpose of cycling of goods supplied by us; any such implied guarantee being in all cases excluded. In the case of machines which have been used for "hiring out" purposes no guarantee of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for one year only from the date of purchase, and the purchaser shall not be entitled to claim any damages whatever save compensation for injury to the bicycle. We undertake, subject to the conditions mentioned below, to make good at any time within a year any defects in these respects in our bicycles. This guarantee does not apply to defects caused by wear and tear, misuse or neglect.

## CONDITIONS OF GUARANTEE.

If a defective part should be found in any of our machines it must be sent to us by passenger train, carriage paid, and accompanied by an intimation from the sender that he desires to have it repaired free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the name of the agent from whom he purchased, and the date of the purchase.

Failing compliance with the above no notice will be taken of anything which may arrive, but such articles will lie here at the risk of senders.

We guarantee only those machines which are bought either direct from us or from one of our duly authorised agents, and under no other conditions.

We do not guarantee the specialities of other firms, such as

# TERMS OF BUSINESS.

## CASES AND CRATES

are charged at under cost price, *and are not returnable.*

Crate for one bicycle, 1/6 ; for two, 2/- ; for three, 2/6

|          |     |      |       |      |      |      |
|----------|-----|------|-------|------|------|------|
| Case for | One | Two  | Three | Four | Five | Six  |
|          | 7/6 | 10 - | 12 6  | 15/- | 17,6 | 20/- |

## RAILWAY TRANSIT.

All goods are consigned carriage forward, in good condition, and are signed for as being so by the railway company's servant, the railway company then becoming the agent for the purchaser.

Clients should, therefore, carefully examine machines when received, and if damaged sign accordingly, immediately claiming all expenses from the carriers.

**We send all machines per goods train at railway company's risk unless distinctly ordered otherwise.**

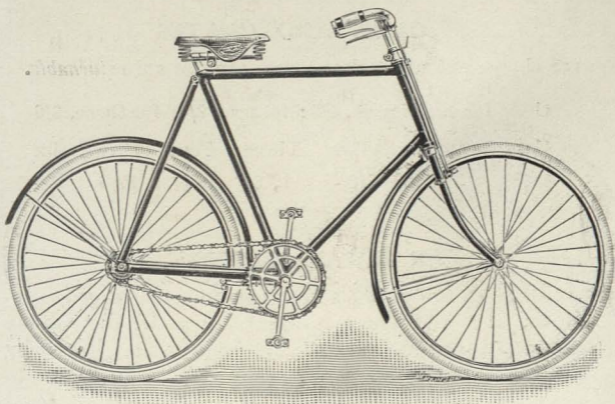
Cheques and P.O.O. should be made payable to THE COVENTRY BICYCLE COMPANY, and crossed "Lloyd's Bank."

## IMPORTANT.

When immediate delivery of machines is essential, clients are particularly requested to order standard patterns and sizes, which can invariably be supplied from stock. Any deviation must necessarily cause delay and extra expense.

# THE "COVENTRY"

## Gentleman's Bicycle.



Made in 22in., 24in., and 26in. frames.

### SPECIFICATION. . . . .

**Frame.**—Best English weldless steel tube.

**Wheels.**—28in. x 1½in.; plated Westwood rims with plated spokes; Scott tyres.

**Free-wheel.**—Micrometer patent, frictionless and noiseless.

**Brakes.**—Inverted lever front rim brake on left handle; pull up lever back rim brake on right handle.

**Bearings.**—Best steel.

**Steering Lock.**—Registered design.

**Gear.**—72in., or at option.

**Chain.**—Best roller.

**Pedals.**—Rubber or rat-trap.

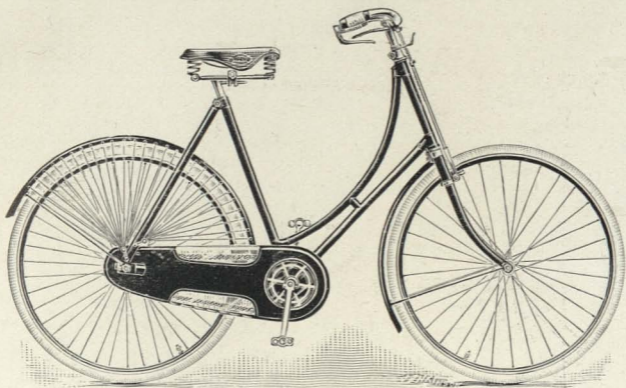
**Finish.**—Best black enamel, with usual bright parts plated.

**Accessories.**—Spanners, oilcan, and inflator.

Price, nett cash on delivery - - £8 8s.

# THE "COVENTRY"

## Lady's Bicycle.



Made in 21in., 23in., and 25in. frames.

### SPECIFICATION. . . .

**Frame**—Best English weldless steel tube.

**Wheels.**—28in.  $\times$  1 $\frac{1}{2}$ in.; plated Westwood rims with plated spokes; Scott tyres.

**Free-wheel.**—Micrometer patent, frictionless and noiseless.

**Brakes.**—Inverted lever front rim brake on left handle; pull up lever back rim brake on right handle.

**Bearings.**—Best steel.

**Steering Lock.**—Registered design.

**Gear.**—63in., or at option.

**Gear Case.**—Leather and celluloid.

**Chain.**—Best roller.

**Dressguards.**—Special waterproof cord.

**Pedals.**—Rubber.

**Finish.**—Best black enamel and lined, with usual bright parts plated.

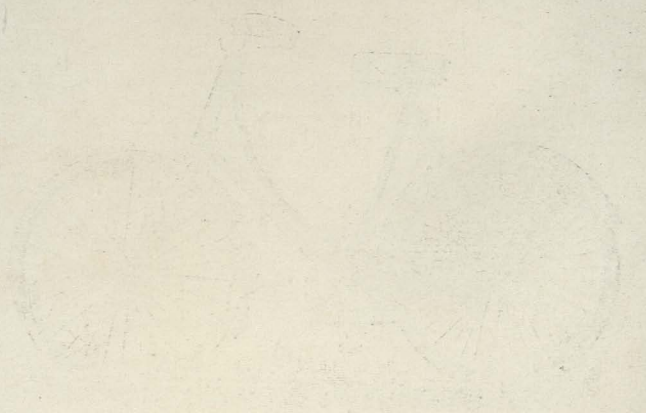
**Accessories.**—Spanners, oilcan, and inflator.

**Price, nett cash on delivery - £8 12 6.**



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