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**National Cycle Archive**



HUMBER

HSS. 328/121410

1936

CYCLE

ADVT. DEPT.

MODELS

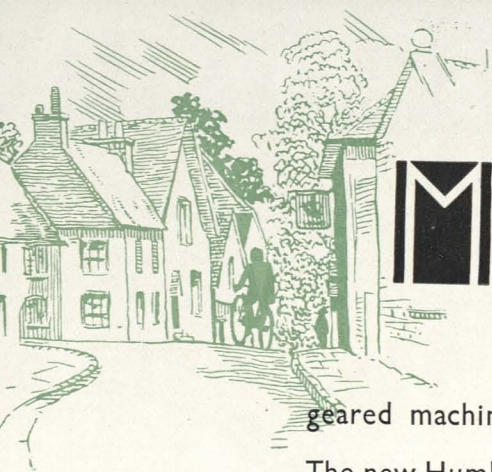


2,000.

13 locks. Nottm. 15/7/36.

£12.0s-0s

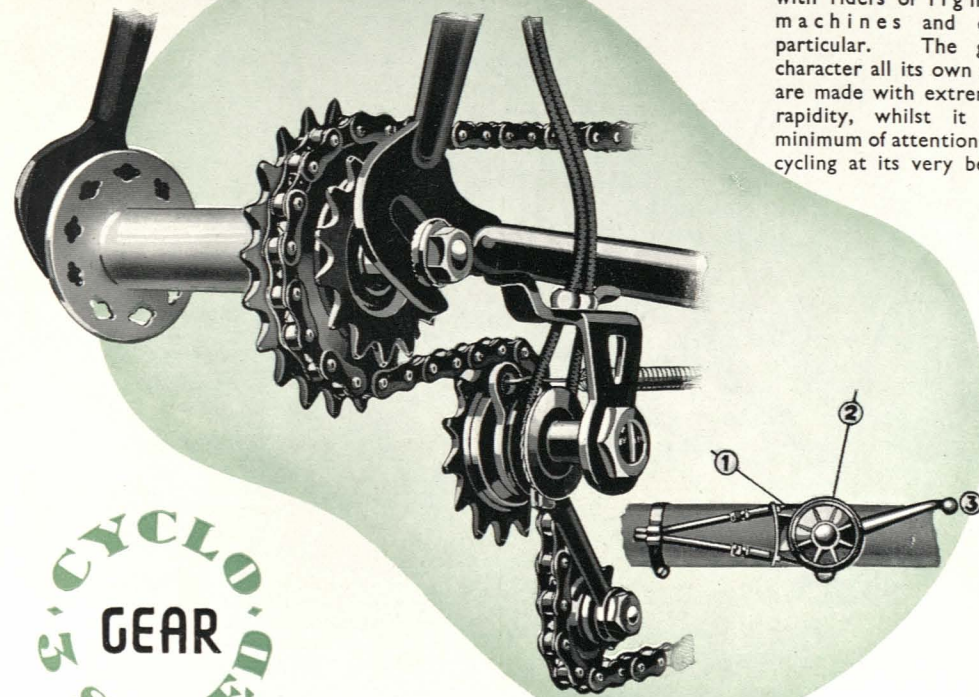




**M**ANY riders of sporting machines realise that to get the most out of their cycling they must have a machine fitted with a 3-speed gear. Those long pulls up a lakeland pass or hard miles into the teeth of a head-wind have put a damper on what would otherwise have been enjoyable rides, when it was obvious that a variable geared machine would have made just all that difference.

The new Humber Cyclo Model, which is a specially constructed machine fitted, as its name implies, with a Cyclo 3-speed gear as standard, has been designed to make that difference between ordinary cycling and cycling at its best.

If you want a machine for fast road work, and something a little out of the rut, just have a look at the new Humber Cyclo Model and your mind will soon be made up.



CYCLO  
GEAR  
SPEED

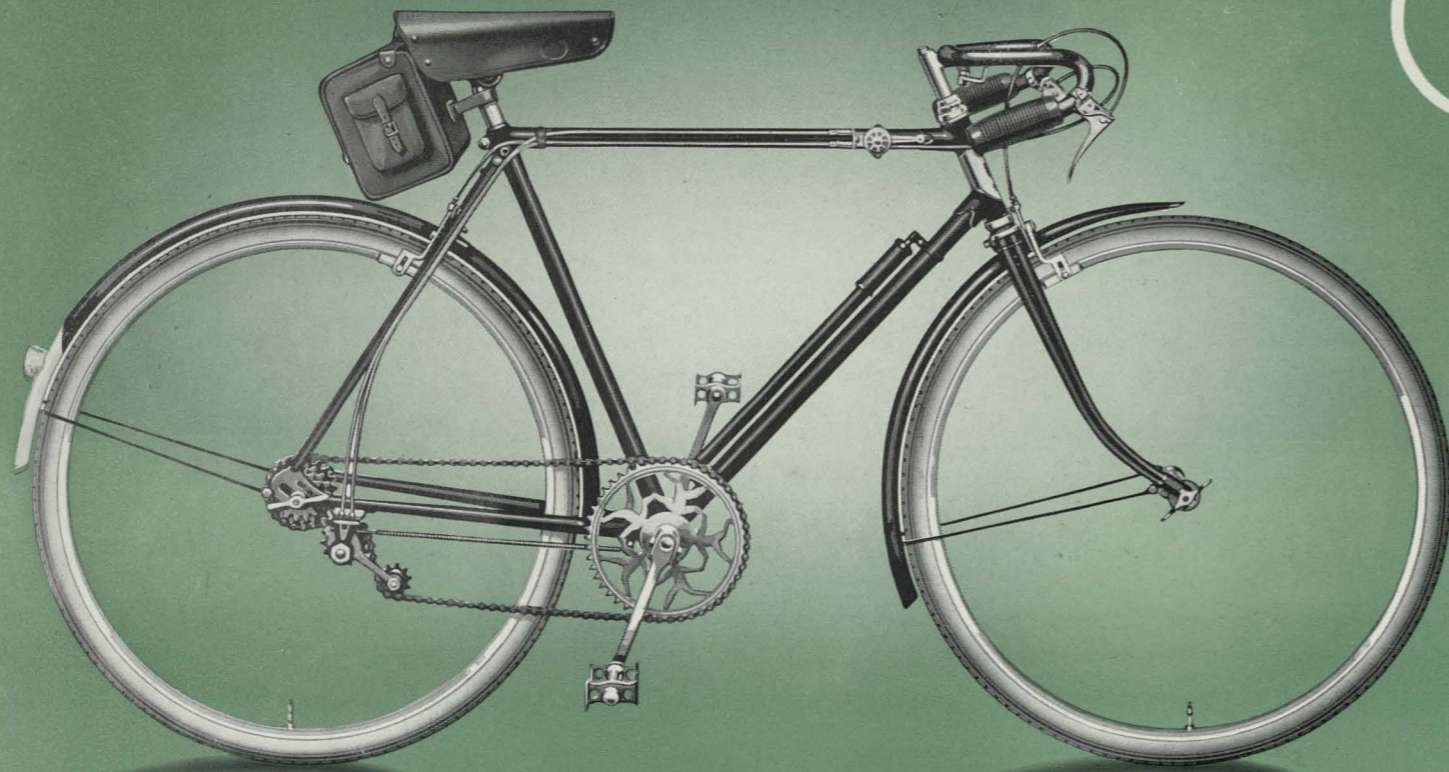
The Cyclo gear is very popular with riders of light weight machines and clubmen in particular. The gear has a character all its own and changes are made with extreme ease and rapidity, whilst it requires a minimum of attention and ensures cycling at its very best.



FOR 70 YEARS THE ARISTOCRAT OF CYCLES



# CYCLO MODELS



## HUMBER CYCLO 'X' MODELS

GENT'S: No. 96X. LADY'S: No. 97X

Both of the Humber Cyclo machines can be specially fitted with Sturmey-Archer hub brakes but all other particulars remain as given in the main specification.

The Sturmey-Archer hub brakes need no introduction and are fitted and recommended by practically every leading cycle manufacturer. They have many advantages over the ordinary rim or caliper brakes, the chief of which is perhaps the delightfully smooth and progressive braking which they give under all conditions.

PRICE FOR EITHER MODEL:

**£6 . 15 . 0**

Net Cash, or 5/- down and 12 monthly payments of 13/1

With 6-volt dynamo lighting **£7.14.0** or 5/- down and 12 monthly payments of 15/-

## SPECIFICATION

FRAME: 21in., low bottom bracket, fishtailed and cutaway lugs; entirely brazed up. FRONT FORK: Beeston-Humber Duplex. WHEELS: 26in. x 1½in. Quick release. Endrick steel, chromium-plated. Spokes chromium-plated by patented process. TYRES: Dunlop. BRAKES: Calipers, front and rear. GEARS: Cyclo 3-speed, giving ratios of 59.4in., 73.4in. and 89.1in. HANDLEBARS: Dropped, on adjustable stem. SADDLE: Brooks. CHAIN: ½in. x ⅛in. PEDALS: Rat-trap. EQUIPMENT: Tools, kitbag, inflator, rear reflector. MUDGUARDS: Narrow steel, spear-point extension. FINISH: Frame, etc., enamelled black on rustproof surface. Gold head. Usual bright parts chromium-plated.

### GENT'S MODEL

No. 96

**£6 . 2 . 6**

Net Cash, or 5/- down and 12 monthly payments of . . . 11/10

With 6-volt dynamo lighting **£7.1.0** or 5/- down and 12 monthly payments of 13/8

*Easy Payment Forms may be obtained on application to the Company or any Humber dealer. The prices quoted are subject to alteration without notice.*

The specification of the Lady's model is similar to that of the Gent's machine, but rubber pedals are fitted.

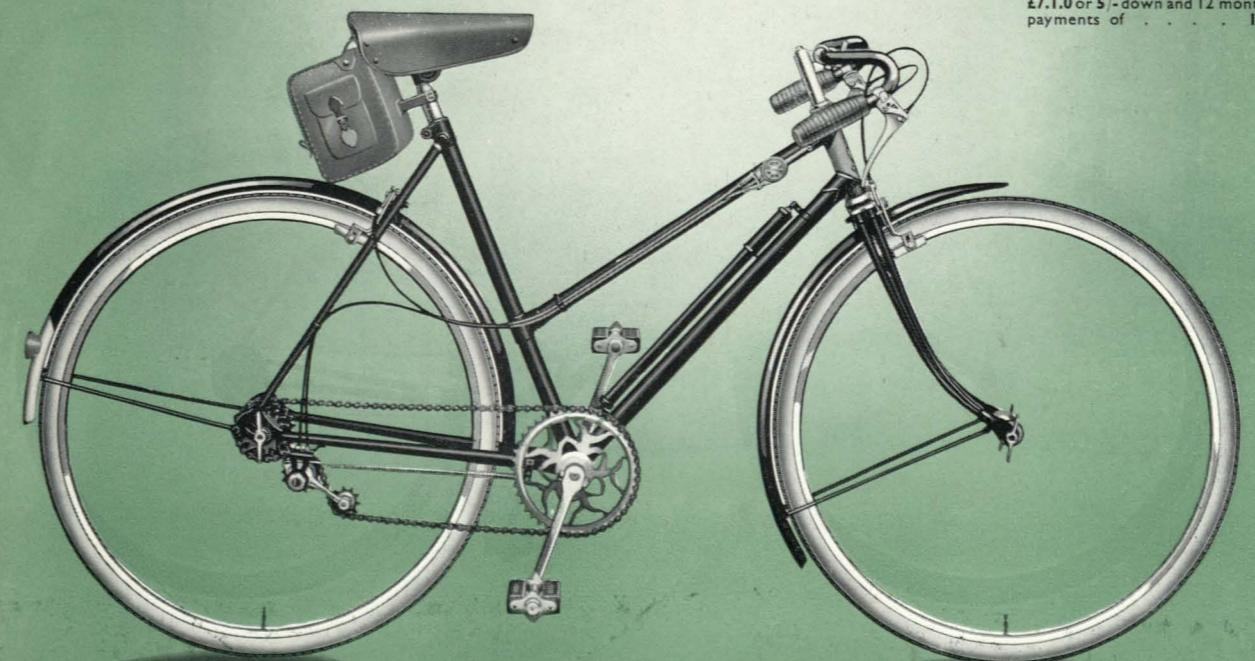
### Lady's Model

No. 97

**£6 . 2 . 6**

Net Cash, or 5/- down and 12 monthly payments of . . . 11/10

With 6-volt dynamo lighting **£7.1.0** or 5/- down and 12 monthly payments of . . . 13/8



*Humber Ltd (Cycle Dept) Lenton Boulevard Nottingham*



# GUARANTEE

## "NO TIME-LIMIT"

Humbers are guaranteed by us against defects of manufacture WITHOUT ANY TIME LIMIT; no matter when such defect shows itself, we replace the defective part gratis. This guarantee is subject to the conditions specified below.

### CONDITIONS OF GUARANTEE

With all machines and component parts herein specified, we give a special guarantee 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 cases of machines which have been used for "hiring-out" purposes, or in respect of which our trade-mark or manufacturing number has been removed, 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 damage for which we make ourselves responsible under this guarantee is limited to the free supply of a new part in exchange for the part of the bicycle which may have proved defective, and does not include the cost of fitting.

This guarantee does not include tyres,\* rims, chains, saddles, variable gears, coaster hubs, etc., in respect of which we give the guarantee furnished by the makers, usually twelve months. And the purchaser shall not be entitled to claim any damage whatever, save replacement of the defective parts. THIS GUARANTEE DOES NOT APPLY TO DEFECTS CAUSED BY WEAR AND TEAR, MISUSE OR NEGLIGENCE.

If a defective part should be found in any of our machines it must be sent to us carriage paid, 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 dealer from whom he purchased, and the date of 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 the sender, and this guarantee and any implied guarantee shall not be enforceable. We guarantee only new machines, which are bought either direct from us or from one of our duly authorised dealers, and under no other condition.

\* **TYRE GUARANTEE.** *Dunlop, Fort Dunlop and Dunlop Sprite tyres carry a no-limit guarantee. Those failing by reason of bad workmanship or defective material will be replaced or repaired at a charge proportionate to the wear they have given.*

### TERMS OF BUSINESS

**ORDERING, ETC.** All communications, orders and remittances should be directed or made payable to Humber Ltd. (Cycle Dept.) (Bankers, Lloyds Bank Ltd.), and not to individuals.

**RAILWAY TRANSIT.** Bicycles conveyed by Goods or Passenger Trains are at Owner's Risk, unless otherwise instructed, and any damage or shortage should be noted on Carrier's delivery sheet when signature is given.

Such damage or shortage should be confirmed in writing to the Railway Co., within three days, and reported to us immediately.

Non-delivery of the whole of a consignment or of any separate package forming part of a consignment should be advised to us within eight days of despatch.

We do not accept responsibility for any loss or damage during transit unless these regulations are complied with.

**REPAIRS AND SUNDRIES.** Every Humber dealer realizes the importance of making adequate provision for the purpose of maintaining in constant service all Humber bicycles in his territory. He has available competent mechanics, adequate facilities for repairs, also a good stock of spares; therefore in all questions of maintenance Humber riders should approach the local Humber dealer. We should be advised if any difficulty arises. This subject is treated comprehensively in our "Spare Parts and Renovations" List.

**ALTERATIONS TO PRICES AND SPECIFICATIONS.** The prices and specifications given in this list are subject to alteration at any time without notice, and prices are subject to conditions ruling at time of delivery.

**CONDITIONS OF SALE.** All goods are sold on the condition that they must not be exhibited at any exhibition in the British Isles without our written consent.

**NOTICE.** We do not appoint agents for the sale on our behalf of our cycles or other goods, but we assign to cycle dealers areas in which we supply to such dealers for re-sale in such areas. No such dealer is authorized to transact any business, give any warranty, make any representation or incur any liability on our behalf.

