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National Cycle Archive



MS. 328/121/512/

DAYTON

Cycles



PROOF OF "DAYTON" SUPREMACY

Excerpts from unsolicited letters lying at our office

AT HOME.

"I feel it is my duty to acknowledge the splendid performance of the Super Club machine I purchased last year.

Frankly, when I took delivery of the machine I was not at all certain how it would compare with the more expensive individually produced machines.

However, these doubts were quickly dispelled when I took a triple award in the Club's open "50," my first and fastest time at this distance.

This was my first year of cycle racing and am therefore very proud of the following :—

Distance.	Time.
25 miles	1- 5-49
30 "	1-21-52
50 "	2-15-40
100 "	5- 1-45"

ABROAD.

"About six weeks ago, the rental Agency asked me to try a new bicycle just received from England. This turned out to be one of your manufacture, the Dayton. Upon returning to the Agency, I was so enthused over the performance of the Dayton Bicycle that I immediately asked to have it reserved for me the following week-end. On each successive ride, the Dayton has appealed to me more and more. Its effortless pedalling on the straightaway and its wonderful flexibility and ease of handling in traffic, has instilled in me the desire to own a Dayton."

GUARANTEE

THE ALL TIME GUARANTEE

This guarantee means that should a defect show itself in one of our Bicycles at any time, we replace the defective part gratis.

CONDITIONS OF GUARANTEE

With all Bicycles and component parts sold by us, we give a special guarantee instead of the guarantee implied by Statute or otherwise, as to performance, quality or fitness for the purpose of cycling, of goods supplied by us, any implied guarantee in all cases excluded. In the case of Bicycles which have been used for hiring out purposes, or in respect of which our manufacturing number has been removed, no guarantee of any kind is given or is to be implied.

No statement, either verbal or written, by any person whatsoever, shall be construed as enlarging or varying the terms of this guarantee.

Should any defect be alleged in workmanship or material, we agree, on the return of the alleged defective part to our Works, carriage paid, that, should any defect be found on inspection to be solely due to defective workmanship or material, we will replace or repair such part, free of charge, but this does not include the cost of fitting such part, and we take no responsibility for any contingent or resulting liability or loss through any defects. This guarantee shall not apply to defects caused by wear and tear, crystallisation, misuse, neglect or accident; nor to any enamelling or plating, nor to any parts of a Bicycle which are not manufactured by us, and all conditions, warranties and liabilities whatsoever, implied, either by common law, statute or otherwise, relating to such parts, are hereby excluded, but we will assist the purchaser by any guarantee given to any person by the manufacturer of such parts as shall not have been made by us.

We do not appoint agents for the sale of our bicycles or other goods. We assign to Bicycle Dealers who carry on business on their own account areas in which they have the right to sell goods purchased from us. A Dealer purchasing from us may, on our behalf (as our agent for this purpose only), give the guarantee printed above.

Any such Dealer is not authorised to advertise, incur any debts, or transact any business whatsoever on our account; nor is he authorised, so as to bind us, to give any warranty or make any representation on our behalf save as aforesaid.

We guarantee only those machines which are bought either direct from us or from a dealer and under no other conditions. If a defective part should be found in our bicycles it must be sent to us 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 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, warranty or condition shall not be enforceable.

LIGHTWEIGHT TOURIST AND ROADSTER



- Frame** Modern design. Sizes 21", 22", 23". Tubing of high-grade British steel, brazed-up tapered seat and chain stays, brazed-on pump pegs. Low ground clearance, cut-away and fishtailed head lugs.
- Forks** Steel crown, reinforced steering column, tapered fork blades, with brazed-on mudguard eyes.
- Tyres** Dunlop Sports, 26" x 1 3/8".
- Wheels** Narrow barrel front hub. Dunlop rims, chromium plated.
- Gear** Sturmey Archer 3-speed in detachable oil bath gearcase.
- Bars** North Road raised skeleton, chromium finish.
- Chain** Coventry.
- Brakes** Front and rear Monitor "Climax" cable calliper, chromium finish.
- Saddle** Wright's or Dayton spring seat.
- Pedals** Full rubber.
- Guards** Lightweight metal streamline spearpoint front.
- Finish** The frame is treated with the patent Bonderite process and beautifully enamelled in black, producing a lustrous lasting finish and artistically lined.
- Equipment** Bluemel's pump, tourist bag, tools and Fairylite prismatic reflector.

LIGHTWEIGHT TOURIST

(AS ILLUSTRATED ABOVE)

GENTS' MODEL T.

LADIES' MODEL TL.

£6 9 6

£6 9 6

LIGHTWEIGHT ROADSTER

Same specification as Tourist, but less Sturmey Archer 3-speed and oil bath.

GENTS' MODEL Q.

LADIES' MODEL QL.

£4 17 6

£4 17 6

With expanding Hub Brakes, 13/6 extra



SPEED TOURIST

DESIGNED FOR SAFE RIDING IN MODERN
TRAFFIC CONDITIONS

- Frame** Modern design. Sizes 21", 22", 23". Tubing of high-grade British steel, brazed-up tapered seat and chain stays, brazed-on pump pegs. Low ground clearance. Cut-away and fishtailed head lugs.
- Forks** Laminated steel crown, reinforced steering column, tapered fork blades with brazed-on mudguard eyes.
- Tyres** Dunlop Sports, 26" × 1 $\frac{3}{8}$ ".
- Gear** Sturmey Archer 3-speed in detachable oil bath.
- Wheels** Narrow barrel front hub, Dunlop rims, chromium plated centred and lined.
- Bars** North Road raised, chromium plated with forged levers.
- Brakes** Front and rear roller lever, pin fulcrum.
- Chain** Coventry.
- Saddle** Wright's or Dayton spring seat.
- Pedals** Full rubber.

Guards Lightweight metal, spearpoint streamline front.

Finish The frame is treated with the patent Bonderite rustproof process and beautifully enamelled in black, producing a lustrous and lasting finish, and artistically lined.

Equipment Bluemel's pump, tourist bag, tools and prismatic Fairykite reflector.

GENTS' MODEL ST.

LADIES' MODEL STL.

£6 5 9

£6 5 9

Lucas 6-volt Dynamo Lighting set fitted as equipment 18/6 extra.



SPEED ROADSTER

DESIGNED FOR SAFE RIDING IN MODERN TRAFFIC CONDITIONS.

- Frame** Modern design. Sizes 21", 22", 23". Tubing of high-grade British steel, brazed-up tapered seat and chain stays, low ground clearance, cut-away head lugs, brazed-on pump pegs.
- Forks** Steel crown, reinforced steering column, tapered fork blades with brazed-on mudguard eyes.
- Tyres** Dunlop Sports, 26" × 1 $\frac{3}{8}$ ".
- Wheels** Narrow barrel front hub, Dunlop rims, chromium plated, centre and lined.
- Gear** Villiers freewheel 18T.
- Bars** North Road raised, chromium plated, with forged levers.
- Brakes** Front and rear roller lever, pin fulcrum.
- Saddle** Wright's or Dayton spring seat.
- Pedals** Full rubber.
- Chain** Coventry.



- Guards** Light metal streamline spearpoint front.
- Finish** The frame is treated with the patent Bonderite rustproof process and beautifully enamelled in black, and artistically lined.
- Equipment** Bluemel's pump, tourist bag, tools, and prismatic Fairykite reflector.

GENTS' MODEL SR.

LADIES' MODEL SRL.

£ 4 12 6

£ 4 14 6

Sturmey Archer 3-speed Gear 21/- extra.



BAT SPORTS

- Frame** Size 21". Tubing of high grade British steel, cut-away and fishtailed head lugs, tapered chain stays, quick release fork ends.
- Forks** Laminated steel crown, reinforced steering column, tapered fork blades, with brazed-on mudguard eyes.
- Wheels** Lightweight double cog hubs with chrome steel cones. Dunlop rims, chromium plated.
- Tyres** Palmer black sports. 26" x 1 1/4".
- Handle-bars** Lauterwasser type, black finish with adjustable chromium stem, Shockstop grips. Ladies' model fitted with Comfort dropped handlebars.
- Brakes** Monitor Side pull Calliper, chromium finish.
- Saddle** Leather Race.
- Pedals** Adjustable Racing rat-trap. Ladies' model rubber.
- Chain** Coventry.
- Guards** Bluemel's Featherweight ivory celluloid.
- Finish** The frame is treated with the patent Bonderite process, and beautifully enamelled in black, producing a lustrous lasting finish.
- Equipment** Kit bag, Bluemel's pump, tools and prismatic Fairykite reflector.

GENTS' MODEL B2.

LADIES' MODEL BL.

(Two brakes, freewheel and cog, Bluemel's Featherweight guards).

£ 4 19 6

£ 4 19 6

Gents' model B. rear brake only and two fixed cogs, **£4/13/6**.

GENTS' MODEL BM2.

LADIES' MODEL BML.

(NOT ILLUSTRATED)

(Two brakes, freewheel and cog, white metal guards).

£ 4 15 6

£ 4 15 6

Gents' Model BM. Rear brake only and two fixed cogs, **£4/10/0**.





MARTIN SPORTS

THE FREE-RUNNING SPORTS MODEL

- Frame** Semi-upright. Size 21". Tubing of high-grade British steel, brazed-up tapered chain and seat stays, quick release fork ends, cut-away and fishtailed head lugs, brazed-on pump pegs.
- Forks** Russ Type, all chromium finish, solid fork ends, brazed-on guard eyes, and Chater-Lea lamp bracket, reinforced steering column.
- Wheels** Lightweight narrow barrel hubs with chrome steel cones, double cog fitting. Chromium plated Dunlop rims.
- Pedals** Racing rat-trap ; Lady's model, full rubber.
- Tyres** Dunlop Sprite or John Bull Firefly, 26" x 1 1/4".
- Handle-bars** Lauterwasser type or Shallow Highgate, chromium finish, adjustable chromium stem with Shockstop Pneumatic grips ; Lady's model fitted with Comfort dropped handlebars.
- Brakes** Monitor side-pull Caltiper, all chromium finish.
- Saddle** Mansfield Leather Race.
- Guards** Bluemel's Featherweight ivory celluloid, spearpoint front.

Finish The frame is treated with the patent Bonderite process and beautifully enamelled in black, producing a lustrous lasting finish.

Equipment Large kit bag, Bluemel's pump, tools and prismatic Fairylite reflector.

GENTS' MODEL KM2. LADIES' MODEL KML.

(Two brakes, freewheel and cog)

£ 5 14 6

£ 5 14 6

GENTS' MODEL KM. Rear brake only and two fixed cogs
£ 5 8 6

GEARS EXTRA

Sturmey Archer A.M. Medium ratio, 3-speed Gear	21/-
Cyclo Deraillleur 3-speed Gear	21/-
Trivelox B. 3-speed Gear	25/-
Simplex "Champion of the World" 3-speed Gear	30/-





HAWK SPORTS

THIS MODEL IS FITTED
WITH A CHOICE OF CYCLO,
TRIVELOX B, OR SIMPLEX
3-SPEED GEAR.

- Frame** Semi-upright size 21". Tubing of high-grade British steel, brazed-up, tapered chain and seat stays, quick release fork ends, cut-away and fishtailed head lugs, brazed-on pump pegs.
- Forks** Russ type, all chromium finish, Chater-Lea adjustable lamp bracket, solid fork ends with brazed-on guard eyes.
- Wheels** Narrow barrel lightweight hubs with chrome steel cones.
- Tyres** Dunlop Sports or J.B. Firefly, 26" x 1 1/4".
- Handlebars** Lauterwasser, Shallow Highgate or Bailey, all-chrome finish, adjustable chromium stem, Shockstop pneumatic grips. Ladies' model, Comfort dropped bend.
- Brakes** Monitor front and rear "Climax" Calliper, chromium finish.
- Gear** Cyclo, Trivelox B, and Simplex 3-speed gear.
- Saddle** Mansfield Leather Race.
- Pedals** Racing rat-trap. Ladies' model, rubber.
- Chain** Coventry, 1/8" x 1/2".
- Guards** Bluemel's Featherweight ivory celluloid.
- Finish** The frame is treated with the patent Bonderite process and beautifully enamelled in black, producing a lustrous lasting finish.
- Equipment** Large kit bag, Bluemel's pump, tools, and prismatic FairyLite reflector.

GENTS' MODEL CH.
LADIES' MODEL CHL.

(Cyclo 3-speed).
£ 6 12 6

GENTS' MODEL TH.
LADIES' MODEL THL.

(Trivelox 3-speed).
£ 6 12 6

GENTS' MODEL SH.
LADIES' MODEL SHL.

(Simplex 3-speed).

£ 6 17 6

531 SNIPE

The Snipe Upright angle machine is built of "as sp

Frame: 20", 21", 22". Reynold's "531" Cut-away and fishtailed lugs, 10 1/2" ground clear ends. Brazed-on guard eyes and Chater-Lea n Dayton, all chromium finish, reinforced steering and guard eyes. **Chain wheel:** Williams' weight ivory celluloid with moulded prismatic Bailey or Lauterwasser, chromium finish with 2 grips. **Wheels:** Bayliss Wiley lightweight lightweight rims, chromium plated. Black do 26" x 1 1/4". **Brakes:** Resilion "A" Cantile Vitte racing, chromium finish. **Chain:** The frame is treated with the patent Bonderite producing a lustrous and lasting finish. **Equ** bag, tools and prismatic reflector.

GENTS' MODEL



Weight approxi-
mately (less ac-
cessories), 25 lbs.

Wheelbase 41 1/2"
nominal. Angles
73° head and
seat.

DAYTON CYC

SPORTS

531" Reynold's tubing and Chater-Lea fittings specified.

tubing. $\frac{3}{4}$ " chain stays and pencil seat stays. nce, wheel base $41\frac{1}{2}$ " nominal, quick release fork ump pegs. **Forks:** Russ type, A. & P. or ng column, brazed-on Chater-Lea lamp bracket C.34 set. **Guards:** Bluemel's Duplex No-reflector. **Handlebars:** Shallow Highgate, " girder extension, taped, or Shockstop Speeder racing hubs, Villier's cogs 15T and 17T, Dunlop able butted spokes. **Tyres:** Dunlop Sprite, ver rear chromium finish. **Pedals:** Grande Coventry. **Saddle:** Brooks B.15. **Finish:** e process and beautifully enamelled in black, **Equipment:** Bluemel's pump, Tecalemit gun, kit

v £ 7 12 0



Two Resilion brakes, freewheel and cog, 13/6 extra.

Two Super Cam brakes instead of one Resilion "A" brake 2/- extra.

FLAMINGO SPORTS

FINISHED IN THE NEW DAYTON, FLAMBOYANT ENAMEL. CHOICE OF SIX COLOURS: BLUE, RED, GREEN, GOLD, SILVER, AMBER.



- Frame** Size 21". British tubing, upright frame, cut-away and fishtailed lugs, cotterless bracket, $10\frac{1}{2}$ " ground clearance, $41\frac{1}{2}$ " nominal wheel base, quick release fork ends, brazed-on guard eyes, pump pegs.
- Forks** Russ type, all chromium finish, quick-release solid forged fork ends, brazed-on guard eyes and Chater-Lea lamp bracket, narrow steel crown.
- Guards** Bluemel's Duplex No-weight ivory celluloid with moulded reflector.
- Brakes** Monitor front and rear cable Callipers.
- Wheels** Dunlop Lightweight rims, chromium plated, Bayliss Wiley Lightweight hubs fitted with Villier's freewheel and cog, black double butted spokes.
- Tyres** Dunlop Sprite or J.B. Firefly, $26" \times 1\frac{1}{4}"$.
- Handlebars** Shallow Highgate or Bailey type chromium finish, 2" girder stem. Shockstop cushion speeder grips or coloured tape to match frame.
- Pedals** Racing rat-trap.
- Chain** Coventry.
- Saddle** Mansfield Leather Race.
- Finish** The frame is treated with the patent Bonderite process and finished in a choice of six flamboyant colours, gold silver, amber, blue, red and green.
- Equipment** Large kit bag, Bluemel's ivory pump, Tecalemit gun, and prismatic reflector, tools.

GENTS' MODEL J2. LADIES' MODEL JL.
£ 6 6 0 £ 6 6 0

With Cyclo 3-speed, 21/- extra.
With Trivelox B 3-speed gear, 25/- extra.

CYCLES

RIDDEN FOR OVER 30 YEARS



HAWK SPORTS

THIS MODEL IS FITTED WITH A CHOICE OF CYCLO, TRIVELOX B, OR SIMPLEX 3-SPEED GEAR.

- Frame** Semi-upright size 21". Tubing of high-grade British steel, brazed-up, tapered chain and seat stays, quick release fork ends, cut-away and fishtailed head lugs, brazed-on pump pegs.
- Forks** Russ type, all chromium finish, Chater-Lea adjustable lamp bracket, solid fork ends with brazed-on guard eyes.
- Wheels** Narrow barrel lightweight hubs with chrome steel cones.
- Tyres** Dunlop Sports or J.B. Firefly, 26" x 1 1/4".
- Handlebars** Lauterwasser, Shallow Highgate or Bailey, all-chrome finish, adjustable chromium stem, Shockstop pneumatic grips. Ladies' model, Comfort dropped bend.
- Brakes** Monitor front and rear "Climax" Calliper, chromium finish.
- Gear** Cyclo, Trivelox B, and Simplex 3-speed gear.
- Saddle** Mansfield Leather Race.
- Pedals** Racing rat-trap. Ladies' model, rubber.
- Chain** Coventry, 1/8" x 1/2".
- Guards** Bluemel's Featherweight ivory celluloid.
- Finish** The frame is treated with the patent Bonderite process and beautifully enamelled in black, producing a lustrous lasting finish.
- Equipment** Large kit bag, Bluemel's pump, tools, and prismatic Fairylike reflector.

GENTS' MODEL CH.
LADIES' MODEL CHL.
(Cyclo 3-speed).
£ 6 12 6

GENTS' MODEL TH.
LADIES' MODEL THL.
(Trivelox 3-speed).
£ 6 12 6

GENTS' MODEL SH.
LADIES' MODEL SHL.
(Simplex 3-speed).
£ 6 17 6

531 SNIPE SPORTS

The Snipe Upright angle machine is built of "531" Reynold's tubing and Chater-Lea fittings as specified.

Frame: 20", 21", 22". Reynold's "531" tubing. 3/4" chain stays and pencil seat stays. Cut-away and fishtailed lugs, 10 1/2" ground clearance, wheel base 41 1/2" nominal, quick release fork ends. Brazed-on guard eyes and Chater-Lea pump pegs. **Forks:** Russ type, A. & P. or Dayton, all chromium finish, reinforced steering column, brazed-on Chater-Lea lamp bracket and guard eyes. **Chain wheel:** Williams' C.34 set. **Guards:** Bluemel's Duplex No-weight ivory celluloid with moulded prismatic reflector. **Handlebars:** Shallow Highgate, Bailey or Lauterwasser, chromium finish with 2" girder extension, taped, or Shockstop Speeder grips. **Wheels:** Bayliss Wiley lightweight racing hubs, Villier's cogs 15T and 17T, Dunlop lightweight rims, chromium plated. Black double butted spokes. **Tyres:** Dunlop Sprite, 26" x 1 1/4". **Brakes:** Resilion "A" Cantilever rear chromium finish. **Pedals:** Grande Vitesse racing, chromium finish. **Chain:** Coventry. **Saddle:** Brooks B.15. **Finish:** The frame is treated with the patent Bonderite process and beautifully enamelled in black, producing a lustrous and lasting finish. **Equipment:** Bluemel's pump, Tecaletit gun, kit bag, tools and prismatic reflector.

GENTS MODEL V **£ 7 12 0**



Weight approxi-
mately (less ac-
cessories), 25 lbs.
Wheelbase 41 1/2"
nominal. Angles
73° head and
seat.

Two Resilion
brakes, freewheel
and cog, 13/6
extra.

Two Super Cam
brakes instead of
one Resilion
"A" brake 2/-
extra.

FLAMINGO SPORTS

FINISHED IN THE NEW DAYTON, FLAMBOYANT ENAMEL. CHOICE OF SIX COLOURS: BLUE, RED, GREEN, GOLD, SILVER, AMBER.



- Frame** Size 21". British tubing, upright frame, cut-away and fishtailed lugs, cotterless bracket, 10 1/2" ground clearance, 41 1/2" nominal wheel base, quick release fork ends, brazed-on guard eyes, pump pegs.
- Forks** Russ type, all chromium finish, quick-release solid forged fork ends, brazed-on guard eyes and Chater-Lea lamp bracket, narrow steel crown.
- Guards** Bluemel's Duplex No-weight ivory celluloid with moulded reflector.
- Brakes** Monitor front and rear cable Callipers.
- Wheels** Dunlop Lightweight rims, chromium plated, Bayliss Wiley Lightweight hubs fitted with Villier's freewheel and cog, black double butted spokes.
- Tyres** Dunlop Sprite or J.B. Firefly, 26" x 1 1/4".
- Handlebars** Shallow Highgate or Bailey type chromium finish, 2" girder stem. Shockstop cushion speeder grips or coloured tape to match frame.
- Pedals** Racing rat-trap.
- Chain** Coventry.
- Saddle** Mansfield Leather Race.
- Finish** The frame is treated with the patent Bonderite process and finished in a choice of six flamboyant colours, gold silver, amber, blue, red and green.
- Equipment** Large kit bag, Bluemel's ivory pump, Tecaletit gun, and prismatic reflector, tools.

GENTS' MODEL J2. LADIES' MODEL JL.
£ 6 6 0 **£ 6 6 0**

With Cyclo 3-speed, 21/- extra.
With Trivelox B 3-speed gear, 25/- extra.

DAYTON CYCLES

RIDDEN FOR OVER 30 YEARS



TANDEM DE LUXE

AS SPECIFIED BELOW AND FITTED WITH:—
 TRIVELOX "A" TANDEM 3-SPEED GEAR.
 LUCAS DYNAMO LIGHTING SET.
 WEBB'S SOLID CENTRE RACING PEDALS.
 WRIGHT'S GENUINE LEATHER SPRING SEAT.
 SHOCKSTOP SUPER SPONGE GRIPS.

DOUBLE GENTS' MODEL MMTD.

£16 16 0

Ladyback tandem 10/- extra.

TANDEM POPULAR

Frame Double Diamond size 21", rear 20½". Built of "A" quality tubing. Cut-away and fishtailed lugs, brazed-up seat and chain stays, brazed-on pump pegs and guard eyes. Wheel base, 64" or 60½".

Forks Chromium finish tapered blades, "D" to round, reinforced steering column, brazed-on guard eyes and Chater-Lea lamp bracket.

Tyres Dunlop Tandem Translucent or Sprite.

Wheels Dunlop Endrick Tandem rims, Sturmey Archer 3-speed hub brake, Super Special front hub brake, single butted 12-14-gauge black spokes.

Handle-bars Lauterwasser, Shallow Highgate or Bailey to choice, front or rear chromium finished, or North road rear black celluloid covered. Shockstop speeder grips.

Sturmey Archer 3-speed model MX.

£13 13 0

Pedals Brampton or Phillips adjustable Rat-trap or rubber.

Chain Coventry.

Saddle Wright's or Dayton spring seat.

Guards Bluemel's White celluloid, Spearpoint front.

Finish The frame is treated with the patent Bonderite rustproof process, and beautifully enamelled in black, producing a lustrous and lasting finish.

Equipment Large tandem kit bag, Bluemel's pump, tools, and prismatic reflector.

Ladyback tandems, 10/- extra.

Resilion Tandem brakes no extra.

Trivelox 3-speed model MT.

£14 8 0

THE FAMOUS 531 SUPER CLUB

THIS HAND-MADE AND SPECIALIST-BUILT MODEL IS DESIGNED TO MEET THE REQUIREMENTS OF THE FAST CLUB RIDER. BUILT OF REYNOLDS "531" TUBING, AND CHATER-LEA LUGS AND FITTINGS AS SPECIFIED.

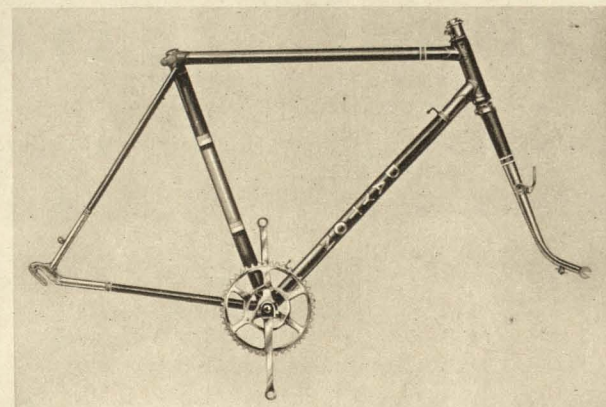
- Frame** 20", 21" and 22". Reynold's 531 tubing and rapid tapered chain and seat stays, with Chater-Lea ends. Chater-Lea lugs, cut-away, fishtailed and feathered. Chater-Lea cotterless bracket, axle and $\frac{5}{16}$ " ball-bearing fittings. Ground clearance, $10\frac{1}{2}$ "; wheelbase, $41\frac{1}{2}$ " nominal. Chater-Lea quick release fork ends, brazed on guard eyes, reflector attachment. Chater-Lea pump pegs. Chromium plated rear fork ends.
- Forks** All chromium plated, choice of Russ, A. and P. or Dayton Shock absorbing Reg. No. 807,677 with Chater-Lea solid forged quick release fork ends, brazed-on guard eyes and Chater-Lea adjustable lamp bracket, narrow cut-away steel crown.
- Guards** Bluemel's celluloid or Transparent Duplex No-weight with patent moulded-in Reflector.
- Handle-bars** Reynold's "Hiduminium" Shallow Highgate, Bailey or Lauterwasser type, on "Hiduminium" 2" forward extension, tape to match frame or Shock stop long barrel Super Sponge grips.
- Wheels** British "Airlite" hubs built into Dunlop High Pressure rims, double butted spokes black, "Hiduminium" wing nuts, Villiers 15T and 17T sprockets slotted type.
- Tyres** Dunlop High Pressure racing, 26" x 1 $\frac{1}{4}$ ".
- Brakes** Rear Resilion "A" Cantilever chromium finish.
- Pedals** Boa solid centre racing.
- Chain** Reynold's "Elite."
- Saddle** Brooks B.17 Flyer.
- Seat Pin** "Hiduminium" straight 12".
- C.W.&C.** Williams C.1000 set.
- Finish** The frame is treated with patent Bonderite rustproof process and beautifully enamelled in black, producing a lustrous lasting finish.
- Equipment** Large kit bag, Bluemel's pump, Tecalemit gun, tools and prismatic reflector.
- Weight** Less equipment approximately 21 $\frac{3}{4}$ lbs.



Can also be finished in attractive contrasting continental colours with international bands above and below colour band on seat tube. Suggested synthetic flamboyant colours : Blue, Green, Amber or Red with Silver or Gold Bands.

Price for colours suggested above, 15/-

For Gears, extra brake, etc., see list of extras on back page.



GENTS' MODEL Z £12 12 0



THE LIGHT ROADSTER

- Frame** Gents' 22", 24" with 26" wheels. Ladies' 20", 22" with 26" wheels. Tubing of high-grade British steel. Cotterless bracket, superior quality head and bracket bearings, cut-away head lugs.
- Forks** Laminated steel crown, reinforced steering column and tapered blades.
- Tyres** Dunlop Roadster on Gents', Dunlop Sports on Ladies.
- Saddle** Wright's or Dayton spring seat.
- Guards** Dome section with detachable stays and plate fastening.
- Wheels** Oil retaining hubs, with chrome steel cones. Dunlop rims, chromium plated, centred and lined.
- Gear** Villiers freewheel.
- Pedals** Full rubber.
- Bars** North Road raised, or North Road dropped, chromium plated.
- Brakes** Front and rear roller levers, pin fulcrum.
- Finish** The frame is treated with the patent Bonderite rustproof process and beautifully enamelled in black, producing a lustrous and lasting finish, and artistically lined in gold colour. Ladies' model with metal chain guard.
- Equipment** Bluemel's pump, tool bag, tools, pump clips, and prismatic reflector.

GENTS' MODEL S.

£ 4 10 0

LADIES' MODEL SL.

£ 4 12 0

WHEN FITTED WITH STURMEY ARCHER 3-SPEED GEAR.

GENTS' MODEL SX.

£ 5 11 0

LADIES' MODEL SLX.

£ 5 13 0

Lucas Dynamo Lighting set, 18/6 extra.



THE "NEWTON" ROADSTER

- Frame** 20" with 26" wheels. 22", 24" with 26" or 28" wheels. Tubing of high-grade British steel, cotterless bracket, superior quality head and bracket bearings.
- Forks** Laminated steel crown, reinforced steering column and tapered blades.
- Tyres** Dunlop Roadster.
- Saddle** Wright's or Dayton spring seat.
- Guards** Dome section with detachable stays.
- Wheels** Oil retaining hubs with chrome steel cones. Dunlop rims, chromium plated, centred and lined.
- Gear** Villiers freewheel.
- Pedals** Full rubber.
- Bars** Raised, chromium plated.
- Brakes** Front and rear roller levers, pin fulcrum.
- Finish** The frame is treated with the patent Bonderite rustproof process and beautifully enamelled in black and artistically lined in gold colour.
- Equipment** Bluemel's pump, tool bag, tools, pump clips, and prismatic reflector.

ALL BLACK FINISH OPTIONAL

GENTS' MODEL N.

LADIES' MODEL NL.

£4 10 0

£4 15 9

Sturmey Archer 3-speed gear 21/- extra.



Please state which size wheels when ordering



Please state which size wheels when ordering

SPECIAL ALLWEATHER

- Frame** 22", 24", with 28" wheels. Cob model 22", 24" with 26" wheels. Tubing of high-grade British steel.
- Tyres** Dunlop Roadster.
- Saddle** Wright's or Dayton spring seat.
- Guards** Valance, detachable stays.
- Gear** Sturmey Archer 3-speed fitted into detachable oil bath.
- Wheels** Black enamelled Dunlop rims and lined. Oil retaining front hub.
- Bars** Raised, all black.
- Finish** The frame is treated with patent Bonderite rustproof process and enamelled in black, lined in gold colour. Chrome finish optional.
- Equipment** Bluemel's pump, tool bag, tools, pump clips, prismatic reflector.

GENTS' MODEL A.

LADIES' MODEL AL.

£6 3 9

£6 5 9

DE LUXE ALLWEATHER

Sizes and Specification as Special Allweather, but with Dunlop Fort Tyres. Terry saddle. Celluloid covered handlebars.

GENTS' MODEL DW.

LADIES' MODEL DWL.

£6 19 6

£7 1 6

Lucas Dynamo Lighting Set 18/6 extra.



BOYS AND GIRLS

Frame: Sizes: 16" frame, 24" wheels; 18" frame, 24" wheels; 20" frame, 26" wheels. Tubing of high-grade British steel, Superior quality bearings. **Forks:** Bevelled steel crown, reinforced steering column. **Tyres:** DUNLOP JUVENILE. **Saddle:** 3-coil Leather. **Handle-bars:** Raised, chromium plated. **Pedals:** Full rubber, ball bearings. **Guards:** Dome section, high quality British steel. **Brakes:** Double roller levers, operating on front and rear rims. **Finish:** The frame is treated with the patent BONDERITE RUSTPROOF process and beautifully enamelled in black, and artistically lined. **Equipment:** Tool bag, tools, pump, pump clips, and prismatic reflector.



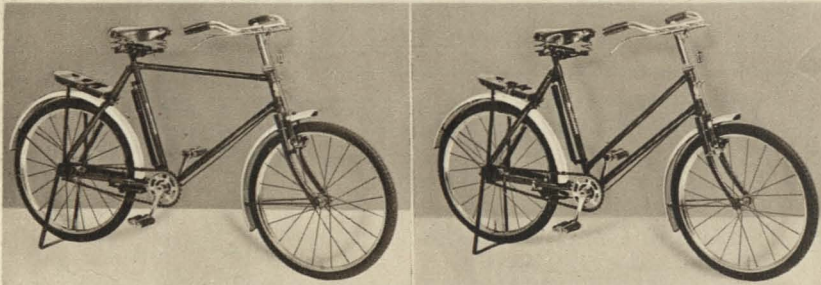
BOYS' MODEL G. £ 4 5 6
(16" and 18" frame)

Sturmev Archer 3-speed gear, 21/- extra.

BOYS' MODEL GB. £ 4 7 6
(20" frame)

GIRLS' MODEL GL. £ 4 11 0
(16" and 18" frame)

GIRLS' MODEL GBL. £ 4 13 0
(20" frame)



PRINCE AND PRINCESS

Frame: Sizes: 16" frame, 18" wheels; 18" frame, 20" wheels. Tubing of high-grade British steel. **Tyres:** DUNLOP JUNIOR PNEUMATIC. **Wheels:** Chromium plated. Ball-bearing hubs. **Saddle:** SPRING SEAT. **Mudguards:** WHITE METAL. **Pedals:** Ball bearing, full rubber. **Brakes:** Front and rear roller lever. **Finish:** The frame is BONDERITE RUSTPROOFED, and enamelled in BLACK, ROYAL BLUE, or RUBY RED. **Equipment:** Pump and pump clips, Carrier and Stand.

PRINCE AND PRINCESS JUNIOR CYCLE. £ 3 6 0



PRINCE TRICYCLE

Sizes: 14" and 16" wheels. The frame is Bonderised and Enamelled in Turquoise Blue, Ruby Red and Lustrous Black. All ball bearing—head, front wheel, pedals, bracket and rear axle. **Tyres:** Dunlop Cushion. **Brake:** Front roller lever. **Mudguards:** Front and two rear, white metal.

MODEL Y4.
(14" and 1½" wheels)

£ 3 3 6

MODEL Y4P.
£ 3 12 0

(Dunlop Pneumatic tyres).

MODEL Y6.
(16" × 1½" wheels)

£ 3 4 6

MODEL Y6P.
£ 3 13 0

(Dunlop Pneumatic tyres).



MODEL E. £6 5 6

Basket, 7/6 extra.



Large Basket, 11/6 extra.

Coloured Carriers to order from
7/6 extra.

E. CARRIER

- Frame** Size 22". Tubing heavy gauge British steel. $\frac{3}{8}$ " Head bearings. Front Carrier brazed to frame. Extra strong crown with heavy fork blades. Extra strong cranks and chain wheel.
- Tyres** Dunlop Clipper Carrier, 26" x $1\frac{3}{4}$ "
- Wheels** Dunlop Carrier rims, Transport hubs. $\frac{1}{4}$ " ball bearings and 13" gauge spokes.
- Bars** Carrier with rubber grips.
- Brakes** Carrier front and rear roller levers.
- Pedals** Carrier. Large size rubber.
- Free-wheel** Villiers De Luxe, 20T x $\frac{3}{16}$.
- Finish** Frame, forks and name plate are Bonderized to effectively prevent rusting, then heavily coated with black enamel.
- Equipment** Pump, bag, tools and reflector.

LOW GRAVITY C. CARRIER

WITH PATENT STRUTTED STAND
AND LARGE CARRYING CAPACITY

Dunlop Carrier Tyre 20" x 2" front,
Dunlop Clipper Tyre 26" x $1\frac{3}{4}$ " rear.

Note Redesigned Tubular Carrier and stand.

MODEL C. £7 2 6

MODEL CL. £7 16 6
(Flat Front Carrier)

LIST OF EXTRAS ON CYCLE MODELS

GEARS

Sturmey Archer "K" 3-speed	21/-
Sturmey Archer "AM" medium ratio 3-speed	21/-
Sturmey Archer "AR" Ultra close ratio 3-speed	25/3
Sturmey Archer "T" 2-speed	16/9
Cyclo Derailleur 3-speed	21/-
"Poly" 3-speed Derailleur	30/-
Trivelox A1 3-speed	30/-
Trivelox B, 3-speed	25/-
Simplex "Champion of the World" 3-speed	30/-

Coloured enamel finish on Solo models	5/6
Coloured Dayton flamboyant finish on Solo models	7/6
Coloured enamel finish on Tandem models	10/6
Coloured Dayton flamboyant finish on Tandem models	15/-
Genuine flamboyant finish	20/-
Certain synthetic flamboyant continental finishes	15/-

Extra Monitor Super cam brake	6/6
Extra Resilion "A" front brake	13/6
Extra Resilion "A" rear brake	12/6

Lucas or Miller 6-volt Dynamo Lighting Set	18/6
Smith's Cycle Speedometer and Mileage Recorder	19/6

Chromium plated handlebar bend where not standard	2/6
Chromium plated rear fork ends (solo)	7/6
Stainless steel Endrick rims	18/6
Chromium plated spokes (per cycle)	2/6

Expanding Hub brakes on Model T,T.L, S.T., S.T.L, A,A.L. and D.W, D.W.L.	16/-
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WE SHALL BE PLEASED TO QUOTE YOU FOR ANY
OTHER EXTRAS THAT YOU MAY REQUIRE

Prices and specifications are subject to alteration at any time
without notice, and prices are subject to conditions ruling at time
of delivery.

1938

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