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National Cycle Archive





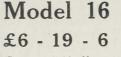
Introduction

IN the following pages we illustrate and describe our comprehensive range of models for 1924.

A machine is offered for every cycling requirement and each machine is the best that skill, foresight and efficiency can give to the lover of cycling.

Our standard of quality has never varied, and the name Coventry-Eagle in connection with cycles is recognised as being equivalent to "best."

In materials, design and finish, the 1924 models leave nothing to be desired and they are offered at the lowest possible prices.



Guaranteed 10 Years.



A light and graceful machine, intended to meet the requirements of those desirous of obtaining a reliable mount at a popular price.

SPECIFICATION

FRAME: 22", 24", 26" or 28". Finest quality English weldless steel tubing. WHEELS: 28" equal. Plated rims, black centres, edged green. TYRES: Dunlop Co.'s Cambridge, guaranteed by the makers 12 months. CHAIN: 2" pitch roller. HANDLEBAR: Upturned No. 4. FREE WHEEL: Frictionless clutch. BRAKES: Front and back rim

QUALI

brakes with roller levers. (Coaster Hub 10/- extra). GEAR: 70" (75" or 81" to order). MUDGUARDS: As illustrated. SADDLE: Three-coil springs. FINISH: Brilliant black enamel on rust-proof priming, artistically lined green, usual parts nickel-plated. ACCESSORIES: Celluloid inflator. inflator clips, toolbag, oilcan and spanners.

£6 - 19 - 6 Net Cash Price, or £1 Deposit and 11 Monthly Payments of 13/6

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Model 18 £6 - 19 - 6

Guaranteed 10 Years.



A machine of sufficiently strong calibre to resist road shock and strain and yet light and easy in running.

SPECIFICATION

FRAME : 22". 24" or 26". Finest quality English weldless steel tubing. WHEELS : 26" equal. Plated rims, black centres, edged green. TYRES : Dunlop Co.'s Cambridge, guaranteed by the makers 12 months. CHAIN : ½" pitch roller. HANDLEBAR : As illustrated (or to order). BRAKES : Front and back rim brakes with roller levers. (Short pull-up lever front rim brake, if desired, no extra. Coaster Hub 10/- extra). GEAR: 81". PEDALS: Rattrap. MUDGUARDS: As illustrated. SADDLE: Roadracing pattern. FINISH: Brilliant Black enamel on rust-proof priming. artistically lined green, usual parts nickel-plated. ACCESSORIES: Celluloid inflator. inflator clips, toolbag, oilcan and spanners.

£6 - 19 - 6 Net Cash Price, or £1 Deposit and 11 Monthly Payments of 13/6.

Model 19 £9 - 5 - 0

Guaranteed 10 Years.



This machine is sturdily built without being extra heavy. It will give its rider the maximum of pleasure and usefulness.

SPECIFICATION

FRAME : 22", 24", 26" or 28". Finest quality double butted steel tubing. WHEELS 28-in.equal. Plated rims with black centres. edged green. TYRES : Dunlop Co.'s Cambridge, guaranteed 12 months. CHAIN: 12" pitch roller. HANDLEBAR: Upturned No. 4. BRAKES : Front and back rim brakes, with roller levers. GEARS : B.S.A. or Sturmey-Archer Three-Speed Hub. Gears : Low, 55.4;

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Medium, 72.8; High, 95.7. Other gears to order. GEAR CASE: Highest quality Detachable Oil-bath. PEDALS: Rubber. MUDGUARDS: As illustrated. SADDLE: Three-coil. FINISH: Finest black enamel on rust-proof priming. artistically lined. all bright parts heavily plated. ACCESSORIES: Celluloid inflator, inflator clips, toolbag, oilcan and spanners.

£9 - 5 - 0 Net Cash Price, or £1 Deposit and 11 Monthly Payments of 18/6

Model 21 £8 - 5 - 0

Guaranteed 10 Years.



SPECIFICATION

FRAME: 22", 24." 26" or 28". Finest quality English weldless steel tubing. WHEELS: 28" equal, enamelled rims. TYRES: Dunlop Co.'s Cambridge, guaranteed 12 months. CHAIN: ¹/₂" pitch roller. HANDLEBAR: Upturned No. 4. Celluloid covered. FREE WHEEL: Frictionless clutch. BRAKES: Front and back rim brakes with roller levers. (Coaster Hub 10/- extra). GEAR: 70" (75" or 81" to order).

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GEAR CASE: Plain metal. PEDALS: Highest quality rubbe, or rat-trap. MUDGUARDS: Specially wide steel guards with patent all-weather side guards. SADDLE: Three-coil spring. FINISH: Finest brilliant black enamel on rust-proof priming, artistically lined. No plated parts whatever. ACCESSORIES: Celluloid inflator, inflator clips, toolbag, oilcan and spanners.

£8-5-0 Net Cash Price, or 22/6 Deposit and 11 Monthly Payments of 16/-.

Model No. 4. Road Racer £9 - 15 - 0



Specially designed, light and speedy mount, built on upto-date lines. A particularly classy machine for "Club Men" everywhere.

SPECIFICATION

FRAME: 23" Selected English weldless steel tubing. WHEELS: 28" or $26'' \times 14''$. RIMS: Centred and lined. Rustless spokes. TYRES: Moseley Red. GEAR: 74" Free wheel one s'de, fixed wheel reverse. quick detachable Hubs. BRAKES: Bowden Caliper front and rear brakes, as illustrated. HANDLEBAR: Continental pattern or Shirley dropped. PEDALS: Rat-trap or Rubber. Model No. 4. - Net Cash £9 - 15 - 0 or £1/0/0 Deposit and 12 Monthly Payments of 19/6

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CHAIN: Perry's best with N.P. links. SADDLE: Middlemore's Continental racing pattern. MUDGUARDS: These are fitted as standard, unless otherwise crdered. FINISH: Brilliant black enamel with head in Carmine. Specially lined. Usual parts nickel-plated. ACCESSORIES: Celluloid inflator, clips, toolbag, oilcan and spanner.

Model No. 4a. - Net Cash £10 - 15 - 0 (Fitted with laminated Wood Rims and Dunlop Racing Cord Tyres). or $\pounds 1/0/0$ Deposit and 12 Monthly Payments of 21/6

Model 11 £9 - 19 - 6

Perpetual Guarantee.



formance. There is no better machine for hard wearing continuous service.

This "All Weather"

Model is as hand-

SPECIFICATION

FRAME : 22", 24", 26" or 28". Finest quality English weldless steel tubes. WHEELS : 28" equal, Enamelled r ms. TYRES : Genuine Dunlop. CHAIN : 1/2 pitch roller. HANDLEBAR: Upturned No. 4. Celluloid covered. FREE WHEEL : Frictionless clutch. BRAKES : Front and back rim brakes with roller levers. (Coaster Hub 10/-extra). GEAR : 70" (75" or 81" to order). GEAR CASE :

Detachable oil-bath. PEDALS : Highest quality rubber or rat-trap. MUDGUARDS : Specially wide steel guards with patent all-weather side guards. SADDLE: L93, three-coil spring. FINISH: Finest brilliant black enamel on rust-proof priming. artistically lined. No plated parts whatever. ACCESSORIES : Celluloid inflator, inflator clips. toolbag, oilcan and spanners.

£9 - 19 - 6 Net Cash Price, or 20/- Deposit and 11 Monthly Payments of 20/-.

Model A £12-12-0 Perpetual Guarantee.

This is a beautiful machine, handsomely equipped. Fitted with three-speed gear, it affords the highest attainable degree of comfort to the rider on different roads.

SPECIFICATION

FRAME : 22", 24", 26" or 28". Finest quality double butted | GEAR CASE : Highest quality Detachable Oil-Bath. PEDALS: steel tubing WHEELS : 28" equal. Plated rims with black centres, lined. TYRES : Genuine Dunlop. CHAIN : 1/2 pitch roller. HANDLEBAR: Upturned No. 4. BRAKES : Front and back rim brakes, with brazed on roller levers. GEARS : B.S.A. or Sturmey-Archer Three-Speed Hub. Gears: Low, 55.4; SORIES: Celluloid inflator, inflator clips, toolbag, oilcan and Medium, 72.8; High, 95.7. Other gears to order. spanners.

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Highest quality divided rubber with solid centres. MUD-GUARDS : As illustrated. SADDLE: Brooks' B302 plated. FINISH : Finest black enamel on rust-proof priming, artistically lined, all bright parts heavily plated. ACCES-

£12 - 12 - 0 Net Cash Price, or 25/- Deposit and 11 Monthly Payments of 25/-



TRADESMAN'S CARRIER.

GUARANTEED 10 YEARS.

This Carrier-Model has demonstrated, in a very practical manner, that it can more than hold its own against the numerous other makes now widely used by tradesmen for local deliveries. It is a strongly-built machine, strengthened to receive and withstand a degree of shock and strain which would quickly wreck many ordinary machines. A long life of useful service is what a buyer wants and it is just that which this Model assures to him.

SPECIFICATION.

FRAME: 23" only. Specially selected weldless steel tubing of heavy gauge and reinforced with liners where necessary. The best that modern skill can produce. FRONT FORKS: Exceptionally strong, graduated sides, with special heavy gauge butted Steering tube and machined Box Crown. ³/₄₆" Balls to Head. WHEELS: 26"×1³/₄" heavy gauge Westwood Rims and extra strong gauge spokes, nipples and washers. CHAIN: ¹/₂" pitch roller. HANDLE-BAR: No. 4 Raised, as illustrated. FREE WHEEL: Specially strong clutch as used on Government cycles; very reliable. BRAKES: Front and back rim brakes with heavy roller levers, specially designed for hard carrier wear. Levers fastened to brazed lugs on handlebar. CRANKS: 6¹/₂", of specially toughened steel for hard Carrier wear. GEAR: 61", with extra strong chain wheel. PEDALS : Extra wide with strong end plates and large balls. Dust caps secured by bolts holding pedal rubbers. Very strong and serviceable. SADDLE : Middlemore M66, particularly strong for Carrier use. MUDGUARDS : Extra wide and specially strong for Carrier use ; easily detachable. TYRES : Genuine Clincher Carrier. CARRIER : New and improved design, with strong square basket, as illustrated. NAME-PLATE : As illustrated. Lettered both sides free. FINISH : Brilliant black enamel all over on rust-proof priming. No plated parts whatever. The machine can be washed down with a hose and after being dried with a soft cloth looks like new. ACCESSORIES : Inflator and clips, tool bag, oilcan and spanners free.

£11 - 19 - 6 Net Cash Price, or 24/2 Deposit and 11 Monthly Payments of 24/2 Model T.B. (Second-Grade)

£10 - 10 - 0 Net Cash Price, or 21/- Deposit and 11 Monthly Payments of 21/-

Model 17 £7 - 10 - 0

Guaranteed 10 Years.



This is a very pretty and graceful machine. All superfluous weight has been dispensed with and a plentiful reserve of strength secured by the high quality of the materials employed.

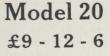
SPECIFICATION

FRAME : 22", 24" or 26". Finest quality English weldless steel tubing. WHEELS: 28" equal. Plated rims, black centres edged green. TYRES: Dunlop Co.'s Cambridge, guaranteed by the makers 12 months. CHAIN: ½" pitch roller. HANDLEBAR: Upturned No. 4. FREE WHEEL: Frictionless clutch. BRAKES: Front and back rim brakes with roller levers. (Coaster Hub 10/- extra). GEAR: 60".

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GEAR CASE : Leatherette with transparent panels. MUD-GUARDS : As illustrated. Dress guard. SADDLE : Three-coil springs. FINISH : Brilliant black enamel on rust-proof priming, artistically lined green, usual parts nickelplated. ACCESSORIES : Celluloid inflator, inflator clips. toolbag, oilcan and spanners.

£7 - 10 - 0 Net Cash Price, or £1 Deposit and 11 Monthly Payments of 14/6.



Guaranteed 10 Years.



Though dainty in design and general appearance this is nevertheless a strong and serviceable machine.

SPECIFICATION

FRAME : 22". 24" or 26". Finest quality double butted steel tubing. WHEELS : 28" equal. Plated rims with black centres, edged green. TYRES : Dunlop Co.'s Cambridge, guaranteed 12 months. CHAIN : 12" pitch roller. HANDLE-BAR : Upturned No. 4. BRAKES : Front and back rim brakes, with roller levers. GEARS : B.S.A. or Sturmey-Archer Three-Speed Hub. Gears : Low, 47.1 ; Medium, 61.6; High, 86. Other gears to order. GEAR CASE: Highest quality Detachable Oil-Bath. PEDALS: Rubber. MUDGUARDS: As illustrated, with dress guard. SADDLE: Three-coil. FINISH: Finest black enamel on rust-proof priming, artistically lined green, all bright parts heavily plated. ACCESSORIES: Celluloid inflator, inflator clips, toolbag, oilcan and spanners.

£9 - 12 - 6 Net Cash Price, or £1 Deposit and 11 Monthly Payments of 19/6.

Model 22 £8 - 12 - 6

Guaranteed 10 Years.



This "All Weather" machine is lower in price than Model 12, but of equal reliability. The wonderful value and general utility are responsible for the great popularity of this model.

SPECIFICATION

FRAME : 22", 24" or 26". Finest quality English weldless steel tubing. WHEELS : 28" equal. Enamelled rims. TYRES : Dunlop Co.'s Cambridge, guaranteed 12 months. CHAIN : ¹/₂" pitch roller. HANDLEBAR : Upturned No. 4. Celluloid covered. FREE WHEEL : Frictionless clutch. BRAKES : Front and back rim brakes with roller levers. (Coaster Hub 10/- extra). GEAR : 60". GEAR

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CASE : Plain metal. PEDALS : Highest quality rubber. MUDGUARDS : Specially wide steel guards with patent all-weather side guards. Dress guard. SADDLE : Threecoil spring. FINISH : Finest brilliant black enamel on rust-proof priming, artistically lined. No plated parts whatever. ACCESSORIES : Celluloid inflator, inflator clips. toolbag, oilcan and spanners.

£8 - 12 - 6 Net Cash Price, or 22/6 Deposit and 11 Monthly Payments of 17/-.

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Model 12 £10 - 7 - 6

Perpetual Guarantee.



The "All Weather" finish and efficient mud-guarding of this model ensure the minimum of discomfort in riding in the dirtiest weather.

SPECIFICATION

FRAME: 22", 24" or 26" if desired. Finest quality English weldless steel tubes. WHEELS: 28" equal. Enamelled rims. TYRES: Genuine Dunlop. CHAIN: ¹/₂" pitch roller. HANDLEBAR: Upturned No. 4. Celluloid covered. FREE WHEEL: Frictionless clutch. BRAKES: Front and back rim brakes with roller levers. (Coaster Hub 10/- extra). GEAR: 60". GEAR CASE: Detachable OilBath. PEDALS : Highest quality rubber. MUDGUARDS Specially wide steel guards with patent all-weather side guards. Dress guard. SADDLE : L93 Three-coil spring. FINISH : Finest brilliant black enamel on rust-proof priming. artistically lined. No plated parts whatever. ACCESSORIES : Celluloid inflator, inflator clips, toolbag. oilcan and spanners.

£10 - 7 - 6 Net Cash Price, or 21/- Deposit and 11 Monthly Payments of 21/-.

Model B £12-17-6

Perpetual Guarantee.



SPECIFICATION

FRAME : 22", 24" or 26". Finest quality double butted steel tubing. WHEELS : 28" equal. Plated rims with black centres, lined. TYRES : Genuine Dunlop. CHAIN : 4-in pitch roller. HANDLEBAR : Upturned No. 4. BRAKES : Front and back rim brakes, with brazed-on roller levers. GEARS : B.S.A. or Sturmey-Archer Three-Speed Hub. Gears : Low. 47.1 ; Medium, 61.6 ; High, 86. Other

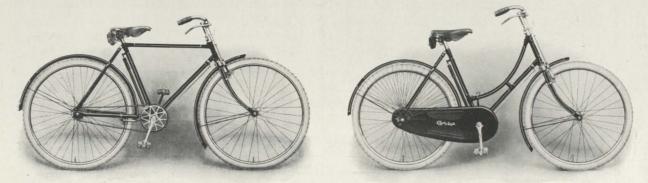
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gears to order. GEAR CASE : Highest quality Detachable Oil-Bath. PEDALS : Highest quality divided rubber with solid centres. MUDGUARDS : As illustrated, with dress guard. SADDLE : Brooks' B302 plated. FINISH : Finest black enamel on rust-proof priming, artistically lined, all bright parts heavily plated. ACCESSORIES : Celluloid inflator, inflator clips, toolbag, oilcan and spanners.

£12 - 17 - 6 Net Cash Price, or 25/- Deposit and 11 Monthly Payments of 25/11.

JUVENILE MODELS. GUARANTEED 10 YEARS.

Combining great strength with lightness and easy running. Juvenile machines are often subjected to excessive strain owing to the indiscretions of their youthful riders. These models are built of light-calibre, but super-tempered steel, and parents may rest assured that a "Coventry-Eagle" Juvenile mount is in every sense a *safe mount*.



£6 - 12 - 6 Net Cash Price or £1 Deposit and 11 Monthly Payments of 12/6

SPECIFICATION

FRAME: Boy's or Girl's 18" or 20". WHEELS: 24" with 18" frame and 26" with 20" frame. FREE WHEEL: Frictionless clutch. BRAKES: Two rim brakes. TYRES: Cambridge Juvenile, guaranteed 12 months. FINISH: Enamelled black and lined. (Girl's Model includes Gear Case and Dress Guard).

£6 - 17 - 6 Net Cash Price or £1 Deposit and 11 Monthly Payments of 13/-

A choice of Handle-Bars, as illustrated, is allowed without any extra charge.



EXTRAS.

THE FOLLOWING ARE EXTRA WHEN NOT IN-CLUDED IN THE STANDARD SPECIFICATION GIVEN IN THE CATALOGUE:—

B.S.A. or Sturmey-	Archer	Three-	Speed 1	Gear	£1	1	0	
Sturmey-Archer Th	ree-Spe	ed Ccas	ster Hu	b	1	7	0	
Handlebar Control	on Thre	ee-Spee	d Gears	s	0	2	0	
Detachable OIL BA					1	5	0	
Metal Gear-Case (P					0	15	0	
Coaster Hub					0	10	0	
Enamelled Green					0	5	0	
All-Black Finish					0	5	0	

PACKING.

Open Bicycle Crates: Single, 3/6; Double, 4/-; Triple 5/-; Closed Cases for Shipment: One Machine, 15/-; Two Machines. 17/6; Three Machines, 20/-; Six Machines 27/6 net. Neither Crates nor Cases are returnable.

Optional Gears for Three-speed Hubs.

$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	52 Teeth. Low Med. 69 91 61 81 55 73	High
Low Med. High Low Med. High 1 16 Tooth, 28-in. Wheel 58 77 101 64 84 110 18 Tooth, 28-in. Wheel 52 68 90 56 74 98 20 Tooth, 28-in. Wheel 47 61 80 51 67 88	69 91 61 81	119
20 Tooth, 28-in. Wheel 47 61 80 51 67 88	61 81	119
	55 13	106 95
LARGER CHAIN WHEELS, GIVING PROPORTIONATE HIGHER GEARS, FITTED		95
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PAYMENT OUT OF INCOME.

THE modern method of payment out of income has proved a great boon to many cyclists who might otherwise have been compelled to continue to trudge along on "shanks' pony."

The terms we are at present able to offer brings cycling within the reach of all.

Any Coventry-Eagle Pedal Cycle may be paid for on the easiest of easy monthly payment terms, which are given under the cash price with each model.

A special application form may be obtained free, on application to any of our authorised agents, and this, when handed back to him with deposit, is forwarded to us.

The application and particulars given are treated as strictly private and confidential and when the application is proved and accepted and the usual form of agreement signed, we promptly instruct our agent to deliver the machine selected from his stock, or we send the cycle chosen direct from Coventry.

In either case it is delivered to the customer free of all railway charges, the hire purchase price being the total amount payable by the customer.

If for any reason the order is not accepted, the deposit is returned in full without any deductions whatsoever.

The same guarantee, for either 10 years or perpetually, applies to all models as in the case of cash payment.

Please ask your agent to write us, or write direct for easy payment application form.

PAGE TWENTY-ONE

CYCLING FOR HEALTH AND PLEASURE.

EXERCISE is regarded by many as being just a necessary evil, and how to take just enough to keep one physically fit is a problem that engages quite a lot of attention.

All are not able to definitely allocate any part of their time to health giving exercise.

For these, cycling represents the ideal solution to their problem and the way to increased health and enjoyment of life.

The cyclist can ride when he pleases, where he pleases, at the speed he pleases and as long as he pleases. The amount, nature and extent is governed entirely by his own desires.

He can visit any part by the most pleasant and picturesque route and taste to the full the joys of the open road.

Even the spin to and from business has a beneficial effect upon one's physical well-being,

The cost of running is less than the cost of tram or 'bus fares, the annoyance of the missed means of transport is eliminated and a means of spending any spare time pleasurably and with benefit, is always at hand.

Get the cycling habit—it is a real aid to that efficiency which comes from physical fitness and mental alertness.

U A L I T Y F I R

PAGE TWENTY-TWO

PERPETUAL GUARANTEE.

(COPY)

The bereby guarantee that the "COVENTRY-EAGLE" BICYCLE, No..... has been built with all usual and reasonable precautions to secure excellence of material and workmanship. If any defect should appear in any part of it within the period stated below, we will make good or replace such part free of all charge.

The entire structural frame is guaranteed in perpetuity in the case of all "Modeléde-Luxe" and "Favourite" Grades, and for TEN Years in the case of all "Popular" Models.

Saddles, Chains, Enamelling, Plating, Aluminium, flexible One year parts (springs, etc.), and all parts not made of metal. from date of Invoice.

Tyres and Specialities of all kinds are guaranteed for 12 months by their respective makers and are not included in OUR Guarantee.

This Guarantee is given instead of, and expressly excluding, any kind of implied Guarantee (statutory or otherwise). and the damages for which we make ourselves responsible are limited to the free replacement of any defective parts. It does not apply to any defects caused by wear and tear, improper adjustment, dirt, misuse, or neglect, nor to any machine from which our Trade Mark or Serial Numbers have been removed, or which has been let out on hire, sent out of the United Kingdom, or whose Equipment differs from our Catalogue Specification. It is valid only while the machine remains the property of the original purchaser.

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THE COVENTRY-EAGLE CYCLE & MOTOR CO.,

Manager.



COVENTRY-EAGLE CYCLE & MOTOR Co., PROPRIETOR A. E. MAYO. St. Patricks Rd., COVENTRY. 'Phone 2166. 'Grams, Eagle, Coventry.