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City of London

THE FAMOUS

“SPUR”

CYCLES

1897-1937



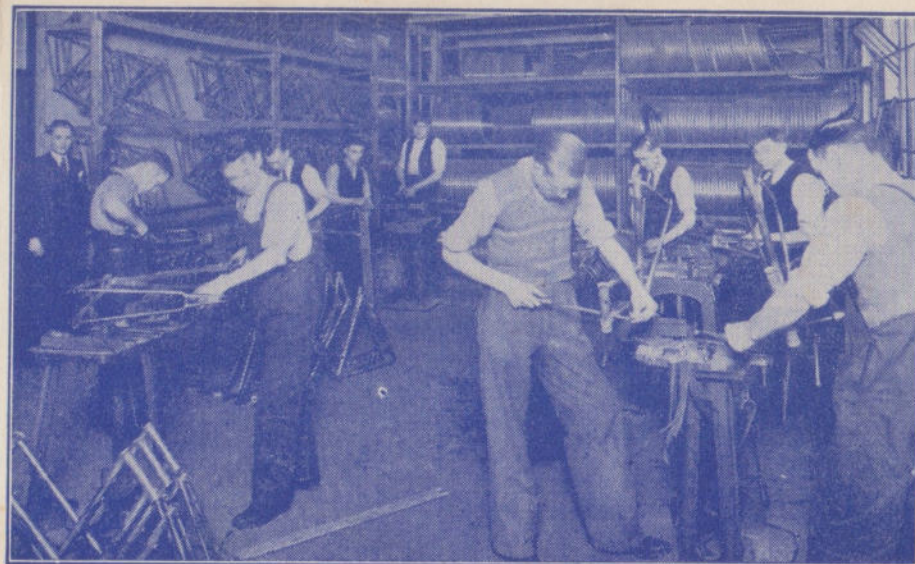
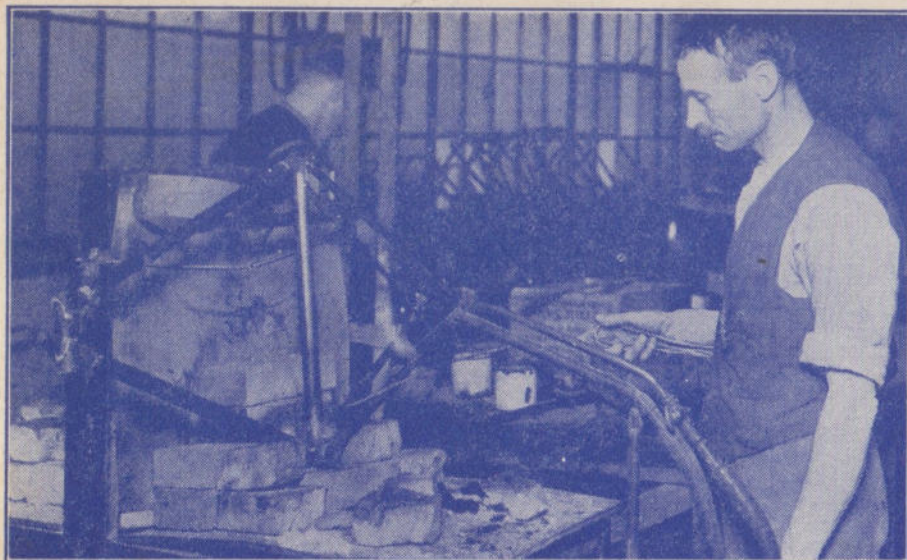
GEORGE

GROSE

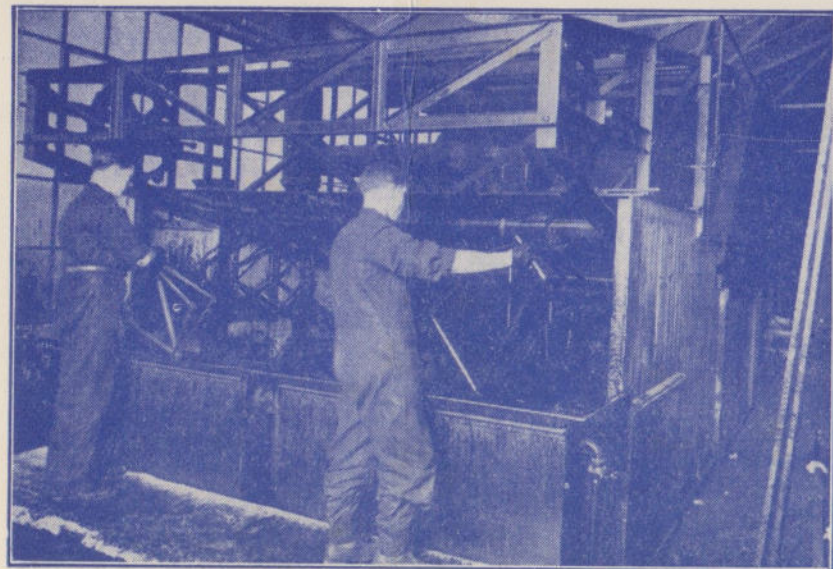
LIMITED

8 & 9 New Bridge Street, Ludgate Circus, London, E.C.4., England

HOW A "SPUR" CYCLE IS MADE



THE "SPUR" WORKS. Just a few photographs to show you the care with which a "SPUR" Cycle is made. Above, is a portion of the brazing shop, and to the right the modern conveyor-type enamelling machine. The "SPUR" Works is an up-to-date factory designed expressly for the production of high-grade Cycles.



A further photograph taken of the FILING SHOP, where each light-weight frame is carefully and skilfully filed by skilled craftsmen. This is a point which cannot be too highly stressed, as the majority of frames today receive very little individual attention at this stage.

GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S1

LADIES' MODEL S1L ... 55/-

FRAME: Built of high carbon steel tubing. Sloping top tube. 16in. for 22in., 18in. for 24in., 20in. for 26in., 22, 24 and 26in. for 28in. wheels, also 26in. wheels with low bracket.

FORKS: Built with butted steering column. "D" to round fork blades, thoroughly durable. Expander head fitting.

MUDGUARDS: Dome pattern, 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS: 28in. and 26in. Dunlop rims, British hubs, incorporating 3/4in. front spindle, 3/4in. balls.

TYRES: Dunlop Champion, 28x1 1/2in. or 26x1 1/2in.

FREE-WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry or Perry 1/2 x 3/4in. roller.

PEDALS: Phillips' or Brampton single rubber.

SADDLE: Wrights' or Leatheries 3-coil solid leather.

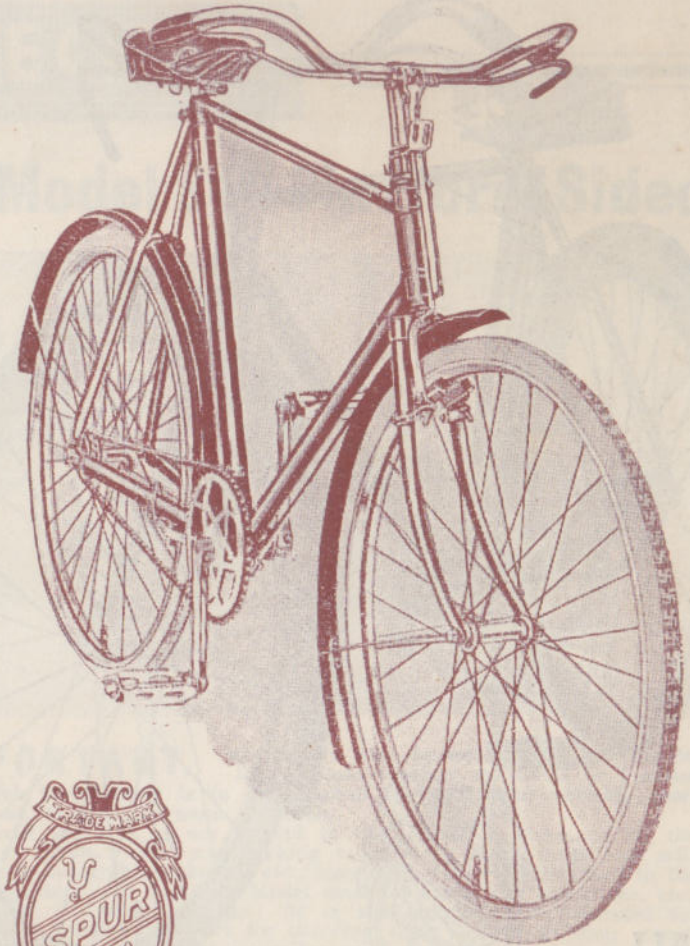
HANDLEBAR AND BRAKES: Monitor or Phillips, twin roller, spoon levers.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined two colours. ALL BRIGHT PARTS HEAVILY NICKEL PLATED.

Maroon or Blue frame 7/6 extra.

Girls' and Ladies' 6/6 extra.

S.A. 3-Speed Gear fitted 20/- extra.



ALL BRITISH

1/3 WEEKLY

Carriage Extra

SPECIAL CASH PRICE

48/6

A genuine £3/10/0 Cycle

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 2/6

Girls' or Ladies' Model:

24 Fortnightly Payments of 2/10

Dynamo Sets from 8/9 extra. Any extra article which you require can be added to your account.



ALL
BRITISH



1/5½ WEEKLY

Carriage Extra

GEORGE GROSE ◊ LUDGATE CIRCUS
NEW BRIDGE ST., LONDON, E.C.4.

“SPUR” MODEL S2

BOXER LIGHT ROADSTER

FRAME: Built of high carbon steel tubing. Sloping top tube. 16in. for 22in., 18in. for 24in., 20in. for 26in., 22, 24 and 26in. for 28in. wheels, also 26in. wheels with low bracket.

FORKS: Built with butted steering column. “D” to round fork blades, thoroughly durable. Expander head fitting.

MUDGUARDS: Dome pattern, 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS: 28in. and 26in. Dunlop rims, chromium plated, centred and lined to match frame. British hubs, incorporating 3/8in. front spindle, 1/4in. balls.

TYRES: Dunlop Champion, 28x1½in., or 26x1¾in.

FREE-WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry or Perry 1½x½in. roller.

PEDALS: Phillips' or Brampton single rubber.

SADDLE: Wright's or Leatheries 3-coil solid leather.

HANDLEBAR AND BRAKES: Monitor or Phillips, twin roller, spoon levers.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined two colours. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Standard set, comprising tool-bag, two spanners.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.

EASY PAYMENTS

SPECIAL CASH PRICE

NO DEPOSIT

55/-

24 Fortnightly Payments of 2/11

A genuine £3/19/6 Cycle

GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S3 LADIES' BOXER

FRAME: Built of high carbon steel tubing. 16in. for 22in., 18in. for 24in., 20in. for 26in., 22, 24 and 26in. for 28in. wheels, also 26in. wheels with low bracket.

FORKS: Built with butted steering column. "D" to round fork blades, thoroughly durable. Expander head fitting.

MUDGUARDS: Dome pattern, 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS: 28in. and 26in. Dunlop rims, chromium plated, centred and lined to match frame. British hubs, incorporating 3/4in. front spindle, 1/2in. balls.

TYRES: Dunlop Champion, 28x1 1/2in., or 26x1 3/4in.

FREE-WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry or Perry 1/2x3/4in. roller.

PEDALS: Phillips' or Brampton single rubber.

SADDLE: Wright's or Leatheries 3-coil solid leather.

HANDLEBAR AND BRAKES: Monitor or Phillips, twin roller, spoon levers.

CHAIN COVER: Metal, open-centre type. Lined suitably to match frame.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined two colours. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Standard set, comprising leather tool bag, two spanners.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.



ALL BRITISH

1/7 WEEKLY

Carriage Extra

SPECIAL CASH PRICE

59/6

A genuine 4 Gns. Machine

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/2

Fit the "SPUR" All-Chromium Dynamo Set to this Machine for 15/9 extra.



ALL
BRITISH



1/8½ WEEKLY

Carriage Paid

GEORGE GROSE • LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

“ SPUR ” MODEL S4
STANDARD ROADSTER

FRAME: Built of high-grade Reynolds' high carbon steel tubing. Sloping top tube. 16in. for 22in., 18in. for 24in., 20in. for 26in., 22, 24 and 26in. for 28in. wheels, also 26in. wheels with low bracket.

FORKS: Built with butted steering column. “D” to round fork blades, thoroughly durable. Expander head fitting.

MUDGUARDS: Dome pattern, 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS: 28in. and 26in. Dunlop rims, chromium plated, centred and lined to match frame. British hubs, incorporating ½in. front spindle, ¼in. balls.

TYRES: Dunlop Roadster, 28x1½in., or 26x1¾in.

FREE-WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' or Brampton single rubber.

SADDLE: Wright's or Leatheries 3-coil solid leather.

HANDLEBAR AND BRAKES: Monitor or Phillips, twin roller, spoon levers.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined two colours. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Standard set, comprising solid leather tool-bag, two spanners, Bluemel celluloid pump, clips.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/5

SPECIAL CASH PRICE

65/-

A genuine £4/10/0 Cycle

Any extra Accessory can be fitted to your Cycle and added to your account.

GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S5 LADIES' STANDARD

FRAME: Built of Reynolds' high carbon steel tubing. 16in. for 22in., 18in. for 24in., 20in. for 26in., 22, 24 and 26in. for 28in. wheels, also 26in. wheels with low bracket.

FORKS: Built with butted steering column. "D" to round fork blades, thoroughly durable. Expander head fitting.

MUDGUARDS: Dome pattern, 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS: 28in. and 26in. Dunlop rims, chromium plated, centred and lined to match frame. British hubs, incorporating 3/4in. front spindle, 1/2in. balls.

TYRES: Dunlop Roadster, 28x1 1/2in. or 26x1 3/8in.

FREE-WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry or Perry 3/8x3/4in. roller.

CHAIN COVER: Metal, open-centre type. Lined suitable to match frame.

PEDALS: Phillips' or Brampton single rubber.

SADDLE: Wright's or Leatheries 3-coil solid leather.

HANDLEBAR AND BRAKES: Monitor or Phillips, twin roller, spoon levers.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined two colours. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Standard set, comprising solid leather tool-bag, two spanners, Bluemel celluloid pump, clips.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.



SPECIAL CASH PRICE

65/-

A genuine £4/10/0 Cycle

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/5

ALL BRITISH

1/8 1/2 WEEKLY

Carriage Paid

Don't forget that "SPUR" Cycles are guaranteed for ever.



ALL
BRITISH



1/8¹/₂ WEEKLY

Carriage Paid

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST. LONDON, E.C.4.

"SPUR" MODEL S6

SPORTS BOXER

FRAME: Built of Reynolds' high carbon steel tubing. Brazed-on pump pegs. 20, 22 or 24in. for 26in. wheels, low bracket. Cut away head lugs.

FORKS: Built with butted steering column. "D" to round fork blades, thoroughly durable. Cut away crown. Expander head fitting.

MUDGUARDS: Special section ribbed pattern, giving smart streamline effect. 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS: 26in. Dunlop rims, chromium plated, centred and lined to match frame. Narrow barrel hubs.

TYRES: Dunlop Black Sports, 26x1¹/₂in.

FREE-WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry or Perry, ¹/₂x¹/₂in. roller.

PEDALS: Phillips' or Brampton single rubber.

SADDLE: Wright's or Leatheries 3-coil solid leather.

HANDLEBAR AND BRAKES: North or Monitor spoon roller lever brakes. Road drop or upturned with Phillips'.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined double green with gold head. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED. Maroon or Blue frame 7/6 extra.

EQUIPMENT: Standard set, comprising solid leather tool-bag, two spanners, Bluemel celluloid pump.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/5

SPECIAL CASH PRICE

65/-

A genuine £4/10/0 Cycle

All "SPUR" Cycles are fitted with Dunlop Tyres if required.

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4

"SPUR" MODEL S7 LADIES' SPORTS BOXER

FRAME: Built of Reynolds' high carbon steel tubing. Brazed-on pump pegs. 20 or 22in. for 26in. wheels, low bracket. Cut away head lugs.

FORKS: Built with butted steering column. "D" to round fork blades, thoroughly durable. Cut away crown. Expander head fitting.

MUDGUARDS: Special section ribbed pattern, giving smart streamline effect. 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS: 26in. Dunlop rims, chromium plated, centred and lined to match frame. Narrow barrel hubs.

TYRES: Dunlop Black Sports, 26x1½in.

FREE-WHEEL: Villiers' all-ball bearing.

PEDALS: Phillips' or Brampton single rubber.

CHAIN: Coventry or Perry ½x¾in. roller.

SADDLE: Wright's or Leatheries 3-coil solid leather.

HANDLEBAR AND BRAKES: North Road upturned or drop, if desired, with Phillips or Monitor spoon roller lever brakes.

CHAIN PROTECTOR: All metal, heavily enamelled and lined to match frame.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined double green with gold head. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED. Maroon or Blue frame 7/6 extra.

EQUIPMENT: Standard set, comprising solid leather tool-bag, two spanners, Bluemel celluloid pump.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.



ALL BRITISH



SPECIAL CASH PRICE

65/-

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/5

A genuine £4/10/0 Cycle

1/8½ WEEKLY

Carriage Paid

"SPUR" Dynamo Sets complete with Front and Rear Lamps 8/9 extra fitted to your Cycle.



**ALL
BRITISH**

1/8½ WEEKLY

Carriage Paid

GEORGE GROSE • LUDGATE CIRCUS
NEW BRIDGE ST., LONDON, E.C.4.

“SPUR” MODEL S8

LADIES' & GENTLEMEN'S ALL-WEATHER ROADSTER

FRAME: Built of Reynolds' high carbon steel tubing. Brazed-on pump pegs. Parallel top tube. 20in. for 26in., 22, 24 and 26in. for 28in. wheels, or 26in. wheels, with low bracket. Unless the latter are specified, 28in. wheels will be supplied.

FORKS: Built with butted steering column. “D” to round fork blades, thoroughly durable. Expander head fitting.

MUDGUARDS: Semi-valanced, “U” pattern. Front extension, plate fixing.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type, heavily black enamelled.

WHEELS: 28in. and 26in. Dunlop black enamelled rims. British hubs, incorporating ½in. front spindle, ¼in. balls. Black spokes.

TYRES: Dunlop Roadster, 28x1½in., or 26x1½in.

FREE-WHEEL. Villiers' all-ball bearing.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' or Brampton single rubber, black enamelled.

SADDLE: Wright's or Leatheries 3-coil solid leather.

HANDLEBAR AND BRAKES: Monitor or Phillips, twin roller, spoon levers, enamelled lustrous black.

GEARCASE: Heavy gauge metal, enamelled and lined to match frame.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined double gold panels. All Black.

EQUIPMENT: Standard set, comprising tool-bag, two spanners, pump, clips.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.

SPECIAL CASH PRICE

65/-

A genuine £4/10/0 Cycle

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/5

GEORGE GROSE • LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S9

LADIES' & GENTLEMEN'S TOURIST 3-SPEED

FRAME: Built of Reynolds' high carbon steel tubing. Brazed-on pump pegs. Parallel top tube. 22, 24 and 26in. for 26in. wheels, low bracket.

FORKS: Built with butted steering column. "D" to round fork blades, thoroughly durable. Expander head fitting.

MUDGUARDS: Dome pattern, 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS AND 3-SPEED: 26in. Dunlop rims, chromium plated, centred and lined to match frame. Sturmey-Archer 3-speed gear, top tube control, narrow barrel front hub.

TYRES: Dunlop Roadster, 26x1½in.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' Celtonia single rubber.

SADDLE: Wright's or Leatheries special 3-coil loop front solid leather.

HANDLEBAR AND BRAKES: Phillips or Monitor, twin roller, spoon levers.

GEARCASE: Heavy gauge oilbath, open centre type. Enamelled and lined to match frame.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined two colours.

ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Standard set, comprising tool-bag, two spanners, pump.

FREE Insurance against Fire, Theft or Total Destruction.



ALL BRITISH



SPECIAL CASH PRICE

87/6

A genuine 7 Gns. Machine

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 4/7

2/3½ WEEKLY

Carriage Paid

Fit an All-Chromium Dynamo Set to your Cycle for 15/9 extra.

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.



ALL BRITISH

“SPUR” MODEL S10

LADIES' & GENTLEMEN'S LIGHT ROADSTER TOURIST

FRAME: Built of Reynolds' high carbon steel tubing. Brazed-on pump pegs. 21in. or 23in. Cut-away head lugs. Brazed-up seat and chain stays. Forward drop-out fork-ends. Low bracket.

FORKS: Built with butted steering column. “D” to round fork blades with provision for mudguard attachment. Expander head fitting. Cut-away crown.

MUDGUARDS: Narrow steel ribbed pattern, giving smart stream-line effect.

CHAINWHEEL AND CRANKS:

Wiltams' or Walton & Brown 3-arm fixed pattern, 6½in. cranks.

WHEELS: 26x1½in. Westwood pattern rims, chromium plated, black-centred with British narrow-barrel hubs. Black spokes and set of black wing-nuts.

FREE-WHEEL: Villiers' all-ball bearing frictionless.

TYRES: Dunlop Black Sports, 26x1½in.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' single rubber.

SADDLE: Spring mattress roadster saddle.

HANDLEBAR AND BRAKES: Phillips' or Monitor twin roller, spoon levers.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Gold head.

ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Cyclist's bag, two spanners, pump.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.

EASY PAYMENTS

SPECIAL CASH PRICE

NO DEPOSIT

75/-

24 Fortnightly Payments of 3/11

A genuine 5 Gns. Machine



Ladies' Model Same Price

1/11½ WEEKLY

Carriage Paid

This Machine was extremely popular last season on account of its comfort and easy running.

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

“SPUR” MODEL S11 LADIES' & GENTLEMEN'S SPORTS TOURIST

FRAME: Built of Reynolds' high carbon steel tubing. Sizes 21in. and 23in. Cut-away head lugs, brazed-up seat and chain stays, forward drop-out solid fork-ends. Pump pegs, cable clips and reflector eye brazed on frame.

FORKS: Built with butted steering column. “D” to round fork blades, with solid fork-ends incorporating mudguard eye attachment. Expander head fitting. Brazed-on lamp bracket, also head lamp bracket fitting, giving alternative uses as required.

MUDGUARDS: Narrow steel ribbed pattern spear-point extension giving smart stream-line effect, plate fixing.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown with 6½in. cranks.

WHEELS: 26x1½in. Endrick chromium plated, rims black-centred. British narrow-barrel hubs, with black spokes and set of black wing-nuts.

FREE-WHEEL: Villiers' all-ball bearing.

TYRES: Dunlop Black Sports, 26x1½in.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' single rubber.

SADDLE: Spring mattress top of exceptionally smart appearance.

HANDLEBAR AND BRAKES: “SPUR” North Road raised pattern, chromium plated, with shock-stop rubber grips, front and rear side-pull caliper brakes, solid handlebar levers, covered cables.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest enamel, resulting in an everlasting lustrous finish. Enamelled black with gold head. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Cyclist's bag, two spanners, pump.

FREE Insurance against Fire, Theft or Total Destruction.

S.A. 3-Speed Gear fitted 20/- extra.

SPECIAL CASH PRICE

EASY PAYMENTS

75/-

NO DEPOSIT

24 Fortnightly Payments of 3/11

A genuine 5 Gns. Machine

Fit the “SPUR” All-Chromium Dynamo Set to this Machine for 15/9 extra.



ALL
BRITISH

Ladies'
Model
Same
Price



1/11½ WEEKLY

Carriage Paid



ALL
BRITISH



2/7 WEEKLY

Carriage Paid

GEORGE GROSE ♦ LUDGATE CIRCUS
NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S12

LIGHTWEIGHT TOURIST

FRAME: Built of Reynolds' high carbon steel tubing. Sizes 21in. and 23in. Cut-away head lugs, brazed-up seat and chain stays, forward drop-out solid fork-ends. Pump pegs, cable clips and reflector eye brazed on frame.

FORKS: Built with butted steering column. "D" to round fork blades, with solid fork-ends incorporating mud-guard eye attachment. Expander head fitting. Brazed-on lamp bracket, also head lamp bracket fitting, giving alternative uses as required.

MUDGUARDS: Narrow section steel of attractive design.

CHAINWHEEL AND CRANKS:

Williams' or Walton & Brown double flanged, with 6½in. cranks.

WHEELS: 26x1½in. Endrick chromium plated, black-centred British narrow-barrel front hub. Sturmey-Archer 3-speed gear, top tube control, with black spokes.

GEARCASE: Oil-bath open centre model, with hinged back, allowing quick removal of wheel.

TYRES: Dunlop Black Sports, 26x1½in.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' single rubber.

SADDLE: Spring mattress top of exceptionally smart appearance.

HANDLEBAR AND BRAKES: "SPUR"

North Road raised pattern, chromium plated, with shock-stop rubber grips, front and rear side-pull caliper brakes, solid handlebar levers, covered cables.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined double gold. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Cyclist's bag, two spanners, pump.

FREE Insurance against Fire, Theft or Total Destruction.

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 5/2

SPECIAL CASH PRICE

99/6

A genuine 6 Gns. Machine

GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

“SPUR” MODEL S13 LADIES' LIGHTWEIGHT TOURIST

FRAME: Built of Reynolds' high carbon steel tubing. Sizes 21in. and 23in. Cut-away head lugs, brazed-up seat and chain stays, forward drop-out solid fork-ends. Pump pegs, cable clips and reflector eye brazed on frame.

FORKS: Built with butted steering column. “D” to round fork blades, with solid fork-ends incorporating mudguard eye attachment. Expander head fitting. Brazed-on lamp bracket, also head lamp bracket fitting, giving alternative uses as required.

MUDGUARDS: Narrow section steel of attractive design.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown double flanged, with 6½in. cranks.

WHEELS: 26x1½in. Endrick chromium plated, black-centred British narrow-barrel front hub. Sturmey-Archer 3-speed gear, top tube control, with black spokes.

GEARCASE: Oil-bath open centre model with hinged back, allowing quick removal of wheel.

SPECIAL CASH PRICE

99/6

A genuine 6 Gns. Machine

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 5/2

TYRES: Dunlop Black Sports, 26x1½in.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' single rubber.

SADDLE: Spring mattress top of exceptionally smart appearance.

HANDLEBAR AND BRAKES: “SPUR” North Road raised pattern, chromium plated, with side shock-stop rubber grips, front and rear side-pull caliper brakes, solid handlebar levers, covered cables.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined double gold. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Cyclist's bag, two spanners, pump.

FREE Insurance against Fire, Theft or Total Destruction.

ALL
BRITISH



2/7 WEEKLY

Carriage Paid



ALL BRITISH

2/7 WEEKLY

Carriage Paid

GEORGE GROSE • LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

“SPUR” MODEL S14

**LADIES' OR GENTLEMEN'S STANDARD
3-Speed
Hub Brakes**

FRAME: Built of Reynolds' high carbon steel tubing. Brazed-on pump pegs. Sloping top tube. 22, 24 and 26in. for 26in. wheels, with low bracket.

FORKS: Built with butted steering column. “D” to round fork blades, thoroughly durable. Expander head fitting.

MUDGUARDS: Dome pattern, 24 gauge, front extension, plate fixing. Lined to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown joggled type.

WHEELS: 26in. Dunlop rims, chromium plated, centred and lined to match frame. S.A. internal expanding hub brakes and 3-speed.

TYRES: Dunlop Roadster, 26x1½in.

FREE-WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' or Brampton single rubber.

SADDLE: Wright's or Leatheries 3-coil solid leather.

HANDLEBAR AND BRAKES: Monitor or Phillips, with twin roller, spoon levers. North Road upturned or dropped central front pull type, B.H. super solo internal expanding brakes.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish. Lined two colours. **ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.**

Maroon or Blue frame 7/6 extra.

EQUIPMENT: Standard set, comprising tool-bag, two spanners, pump.

FREE Insurance against Fire, Theft or Total Destruction.

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 5/7

SPECIAL CASH PRICE

99/6

A genuine 6 Gns. Machine

GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST. LONDON. E.C.4

"SPUR" MODEL S15

THE "SPUR" RACER

FRAME: Special Lightweight. Built with Reynolds' finest weldless steel tubing. Black. Brazed-on lamp bracket.

WHEELS: Built with Dunlop Endrick rims. B.H.C. double-cogged rear hub. Black spokes. Wing nuts fitted.

CHAINWHEEL AND CRANKS: Williams', heavily chromium plated. Racing type, round cranks.

SADDLE: Long Racer type. Wrights'.

HANDLEBARS: Lauterwasser or Marsh. Fitted with extension rubber grips, adjustable, chromium plated.

PEDALS: Phillips' Racing rat-trap or rubber.

BRAKE: Front or rear Caliper, chromium plated.

CHAIN: Coventry $\frac{1}{2}$ in. pitch roller.

MUDGUARDS: Light Racing, narrow section.

TYRES: Avon Red Speed, Covers and Tubes. Guaranteed for 6 months.

ENAMELLING: One coat of anti-rust process and three coats of black enamel, or any colour to order 7/6 extra. Bright parts heavily chromiomed.

Witmy or Villiers' 2-Speed Gear fitted ... 15/- extra.

S.A. 3-Speed Gear fitted 20/- ..

Cyclo or Simplex 3-Speed Gear fitted ... 25/- ..

Freewheel and extra Brake fitted for ... 7/6 ..

SPECIAL CASH PRICE

52/6

Compare this with a well-known £4/10/0 Cycle

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 2/9



ALL
BRITISH

1/4¹/₂ WEEKLY

Carriage Extra

Accessories can be fitted, including Touring Bag, Pump and Tools, for 3/6 extra.



ALL
BRITISH

1/7 WEEKLY
Carriage Extra

GEORGE GROSE ◊ LUDGATE CIRCUS
NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S16
THE "SPUR" RACER LADIES' MODEL
OXFORD BLUE FRAME

FRAME: Special Lightweight Racing frame. Built with Reynolds' weldless steel tubing. Enamelled Dark Blue.

WHEELS: Built with Dunlop rims. British double-cogged rear hub. Wing nuts fitted.

CHAINWHEEL AND CRANKS: Williams quality, heavily plated. Light Racing type.

SADDLE: Ladies', leather.

HANDLEBARS: Lauterwasser. Fitted with rubber grips.

PEDALS: Brampton Light Racing rat-trap.

BRAKES: Front or rear caliper, chromium plated. Solid lever.

CHAIN: Coventry 1/2 in. pitch roller.

MUDGUARDS: Light Racing, new pattern, enamelled to match frame.

TYRES: Avon Red Speed, Covers and Tubes. Guaranteed for six months.

ENAMELLING: One coat of anti-rust process and three coats of Dark Blue enamel. Mudguards attractive Ivory.

FREE Insurance against Fire, Theft or Total Destruction.

Witmy or Villiers' 2-Speed Gear fitted 15/- extra.

S.A. 3-Speed Gear fitted 20/- "

Cyclo or Simplex 3-Speed Gear fitted 25/- "

Freewheel and extra Brake fitted for 7/6 "

SPECIAL CASH PRICE

59/6

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/2

One of the finest value Cycles ever placed before the public.

"SPUR" MODEL S17

THE NEWBRIDGE SPECIAL

LIGHT GREEN FRAME

FRAME: Built of Reynolds' high carbon steel tubing. 19, 20 or 21in. Cut-away lugs. Brazed-up seat and chain stays. Brazed-on pump pegs, reflector eye and cable clips for brake cables. Forward drop-out fork-ends. Low bracket. Enamelled Light Green.

FORKS: Built with butted steering column. "D" to round fork blades, incorporating mudguard eye attachment, thoroughly durable. Expander head fitting, brazed-on lamp bracket.

MUDGUARDS: Narrow steel ribbed pattern, giving smart stream-line effect. Spear-point extension, plate fixing. Green to match frame.

CHAINWHEEL AND CRANKS: ... Williams' or Walton & Brown 3-arm fixed pattern 6½in. cranks.

WHEELS: 26x1¼in. Endrick rims, chromium plated, Brampton double-cogged hubs. Black spokes and set of black wing-nuts. Two fixed cogs.

TYRES: Palmer black (red, if desired) Sports, 26x1¼in.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Brampton Racing.

SADDLE: Wright's leather racing.

HANDLEBAR AND BRAKES: Lauterwasser bend chrome finish, with straight chromium-plated adjustable stem. Shock-stop rubber grips. Rear caliper brake with solid handlebar lever. Marsh level grip or Middleton bar if desired.

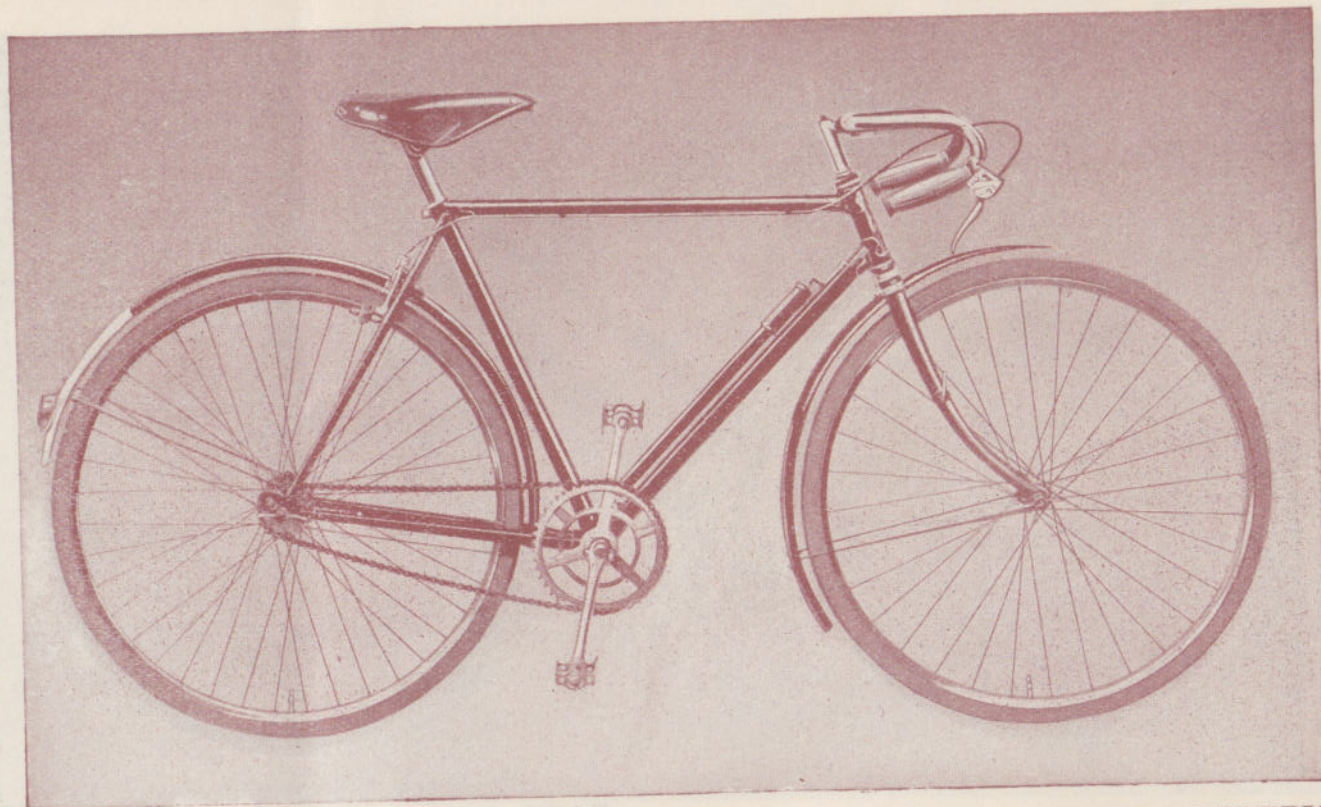
FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Light Green enamel, resulting in an everlasting lustrous finish. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

EQUIPMENT: Pump. Brazed-on pump pegs provided. **FREE** Insurance against Fire, Theft or Total Destruction.

Witmy or Villiers' 2-Speed Gear fitted ... 15/- extra.
 S.A. 3-Speed Gear fitted 20/- "
 Cyclo or Simplex 3-Speed Gear fitted ... 25/- "
 Freewheel and extra Brake fitted for ... 7/6 "

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.



EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/5

Carriage Paid

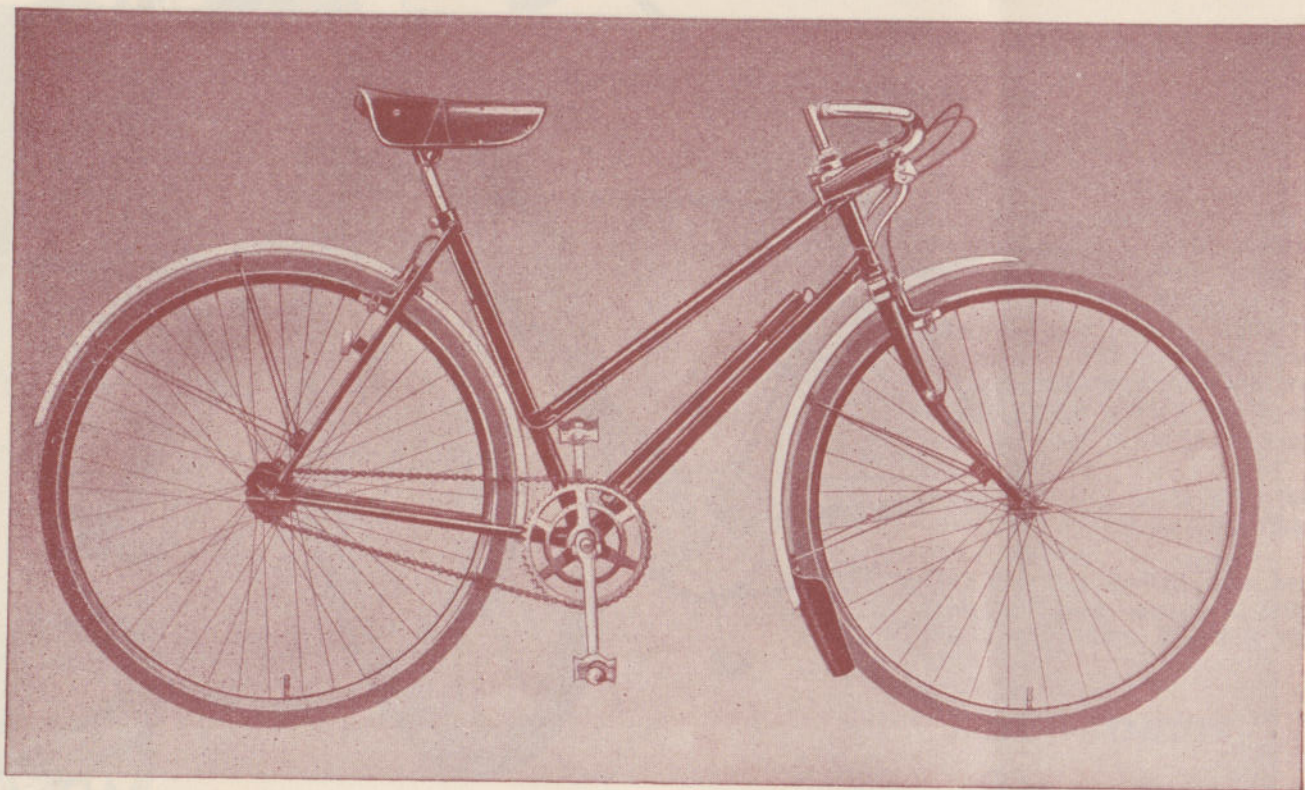
SPECIAL CASH PRICE

65/-

A Cycle to compare with machines £1's more expensive.

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.



“SPUR” MODEL S18

LADIES' NEWBRIDGE SPECIAL

CAMBRIDGE BLUE FRAME

FRAME: Built of Reynolds' high carbon steel tubing. 20in. and 21in. Cut-away and fish-tailed lugs, brazed-up seat and chain stays. Forward drop-out fork-ends. Low bracket. Brazed-on pump pegs and cable clips for attaching brake cables. Enamelled Pale Blue.

FORKS: Built with butted steering column. “D” to round fork blades, brazed-on adjustable lamp bracket.

MUDGUARDS: Ribbed pattern, giving smart streamline effect. Spear-point extension to match frame.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown 3-arm fixed pattern. 6½in. cranks.

WHEELS: 26x1¼in. Endrick rims, chromium plated narrow-barrel hubs, black spokes and set of black wing-nuts.

TYRES: Dunlop Black Sports (or Red, if desired), 26x1¼in.

CHAIN: Coventry or Perry ½x½in. roller.

PEDALS: Phillips' Racing.

SADDLE: Leatheries' Leather Racing.

HANDLEBAR AND BRAKES: Middleton with adjustable stem. Shock-stop rubber grips, rear side-pull caliper brake, with solid handlebar lever. Lauterwasser or North Road Drop bend with straight stem.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Pale Blue enamel, resulting in an everlasting lustrous finish. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

EQUIPMENT: Pump. Brazed-on pump pegs provided. FREE Insurance against Fire, Theft or Total Destruction.

Witmy or Villiers' 2-Speed Gear fitted ... 15/- extra.
S.A. 3-Speed Gear fitted 20/- ”
Cyclo or Simplex 3-Speed Gear fitted ... 25/- ”
Freewheel and extra Brake fitted for ... 7/6 ”

SPECIAL CASH PRICE

65/-

A really smart Cycle with Blue frame and chromium parts.

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 3/5
Carriage Paid

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S19

LADIES' OR GENT'S 3-SPEED "SPUR" RACER

BLACK FRAME

FRAME: Special Lightweight. Built with Reynolds' finest weldless steel tubing. Black. Brazed-on lamp bracket.

WHEELS: Built with Dunlop Endrick rims. S.A. 3-Speed rear hub. Black spokes. Wing nuts fitted.

CHAINWHEEL AND CRANKS: Williams' heavily chromium plated. Racing type, round cranks.

SADDLE: Long Racer type. Wrights'.

HANDLEBARS: Lauterwasser or Marsh. Fitted with extension rubber grips, adjustable, chromium plated.

PEDALS: Phillips' Racing rat-trap or rubber.

BRAKE: Front and rear solid lever side pull Webb brakes. Hub brakes supplied 15/- extra.

CHAIN: Coventry 3/4 in. pitch roller.

MUDGUARDS: Light Racing, narrow section.

TYRES: Avon Red Speed, Covers and Tubes. Guaranteed for 6 months.

ENAMELLING: One coat of anti-rust process and three coats of Black enamel, or any colour to order 7/6 extra. Bright parts heavily chromiomed.

EQUIPMENT: Pump; brazed-on pegs provided.

FREE Insurance against Fire, Theft or Total Destruction.



SPECIAL CASH PRICE

77/6

A real 5 Gns. Cycle.

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 4/1

ALL
BRITISH

2/0¹/₂ WEEKLY
Carriage Paid



ALL
BRITISH

2/0 $\frac{1}{2}$ WEEKLY

Carriage Paid

GEORGE GROSE ♦ **LUDGATE CIRCUS**
NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S20

LADIES' OR GENT'S HUB BRAKE "SPUR" RACER

MAROON FRAME

FRAME: Special Lightweight. Built with Reynolds' finest weldless steel tubing. Black. Brazed-on lamp bracket.

WHEELS: Built with Dunlop Endrick rims. B.H.C. hub brakes front and rear. Black spokes. Wing nuts fitted.

CHAINWHEEL AND CRANKS: Williams', heavily chromium plated. Racing type, round cranks.

SADDLE: Long Racer type. Wrights'.
HANDLEBARS: Lauterwasser or Marsh. Fitted with extension rubber grips, adjustable, chromium plated.

PEDALS: Phillips' Racing rat-trap or rubber.

BRAKE: C.P. hub brakes fitted, front and rear.

FREEWHEEL: Villiers all-ball bearing.

CHAIN: Coventry $\frac{1}{2}$ in. pitch roller.

MUDGUARDS: Light Racing, narrow section.

TYRES: Avon Red Speed, Covers and Tubes. Guaranteed for 6 months.

ENAMELLING: One coat of anti-rust process and three coats of Maroon enamel, or any colour to order 7/6 extra. Bright parts heavily chromiumed.

EQUIPMENT: Pump, brazed-on pegs provided.

FREE Insurance against Fire, Theft or Total Destruction.

Witmy or Villiers' 2-Speed Gear fitted ... 15/- extra.

S.A. 3-Speed Gear fitted 20/- "

Cyclo or Simplex 3-Speed Gear fitted ... 25/- "

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 4/1

SPECIAL CASH PRICE

77/6

An ideal Cycle for Club use.

"SPUR" MODEL S21

THE SUPER RACER

MAROON FRAME

FRAME: Built of Reynolds' high carbon steel tubing. 20in. and 21in. Cut-away and fish-tailed lugs throughout, brazed-up seat and chain stays. Forward drop-out solid fork-ends. Low bracket. Brazed-on pump pegs and cable clips for attaching brake cables. Mudguard and reflector eyes. Enamelled Maroon.

FORKS: Built with butted steering column. "D" to round fork blades, with solid fork-ends. Brazed-on mudguard eyes. Head clip fitting with hardened inserted race, brazed-on adjustable lamp bracket.

MUDGUARDS: White celluloid or black with white tips, narrow section ribbed pattern giving smart stream-line effect. Spear-point extension.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown 3-arm fixed pattern. 6½in. cranks.

WHEELS: 26x1½in. Endrick rims, chromium plated, black-centred Bayliss-Wiley narrow-barrel double-cogged hubs, two fixed sprockets, black spokes and set of black wing-nuts.

TYRES: Dunlop Black Sports, 26x1½in.

CHAIN: Coventry, ½x½in. roller.

PEDALS: Brampton Racing.

SADDLE: Lycett A2S, spring mattress top.

HANDLEBAR AND BRAKES: Shallow Highgate bend celluloid covered, with forward extension chromium plated adjustable stem. Long shock-stop rubber grips. Rear side-pull caliper brake, with solid handlebar lever, covered cable. Lauterwasser bend with straight stem or Middleton can be fitted if desired.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Maroon enamel, resulting in an everlasting lustrous finish. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

EQUIPMENT: Bluemel celluloid pump and prismatic reflector.

FREE Insurance against Fire, Theft or Total Destruction.

Witmy or Villiers' 2-Speed Gear fitted 15/- extra

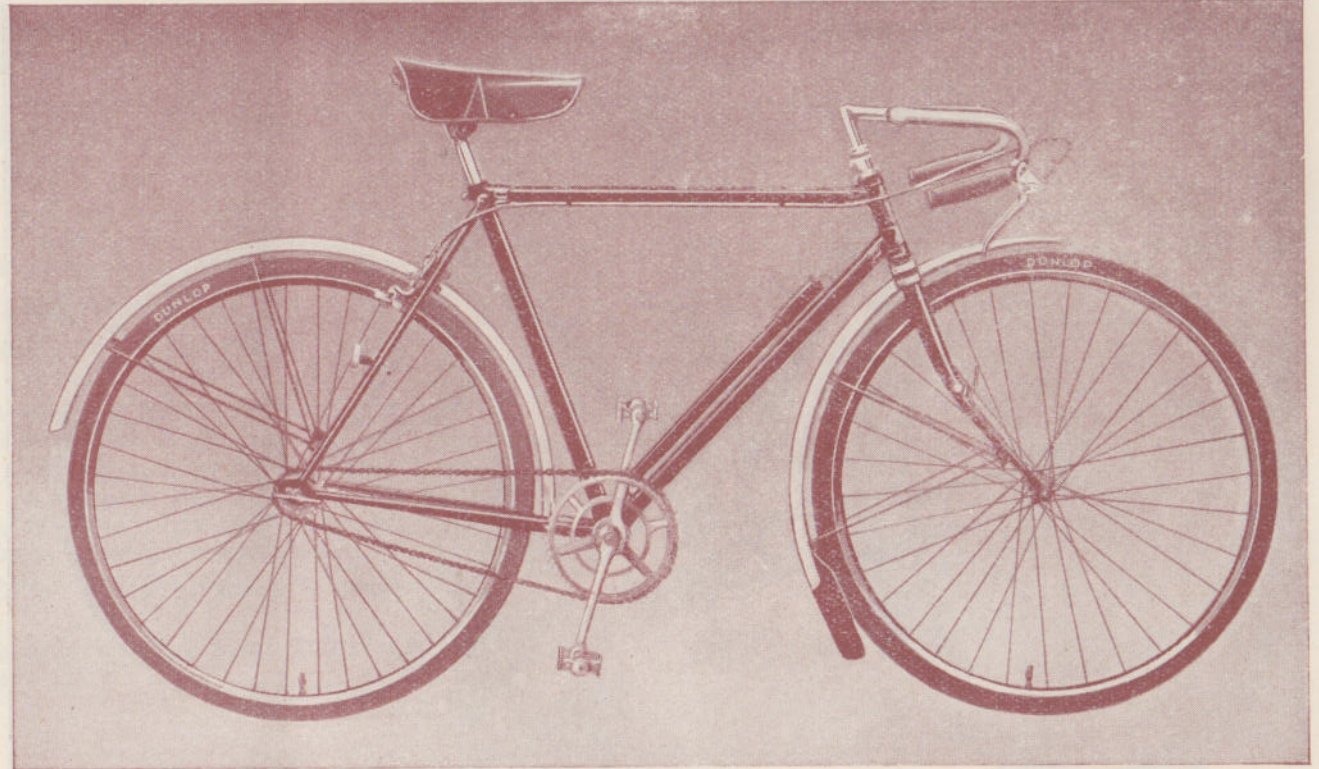
S.A. 3-Speed Gear fitted 20/- "

Cyclo or Simplex 3-Speed Gear fitted 25/- "

Freewheel and extra Brake fitted for 7/6 "

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.



EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 4/2

Carriage Paid

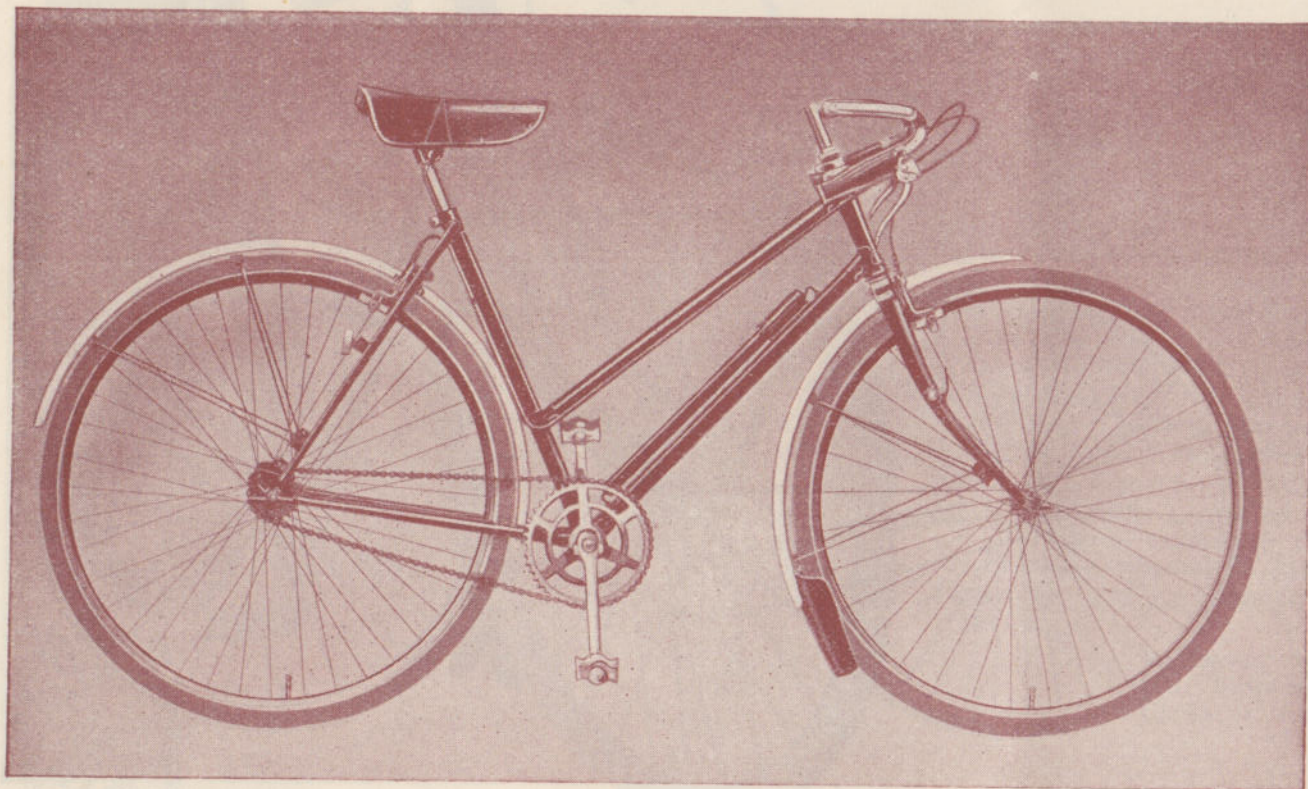
SPECIAL CASH PRICE

This is the new semi-upright frame.

79/6

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.



"SPUR" MODEL S22

LADIES' SUPER RACER

SILVER GREY

FRAME: Built of Reynolds' high carbon steel tubing. 20in. and 21in. Cut-away and fish-tailed lugs throughout, brazed-up seat and chain stays. Forward drop-out solid fork-ends. Low bracket. Brazed-on pump pegs and cable clips for attaching brake cables. Mudguard and reflector eyes. Enamelled Silver Grey.

FORKS: Built with butted steering column. "D" to round fork blades, with solid fork-ends, brazed-on mudguard eyes. Head clip fitting with hardened inserted race, brazed-on adjustable lamp bracket.

MUDGUARDS: White celluloid ribbed pattern, giving smart stream-line effect. Spear-point extension. Or black with white tips. Twin stays.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown 3-arm fixed pattern. 6½in. cranks.

WHEELS: 26x1¼in. Endrick rims, chromium-plated black-centred Bayliss-Wiley narrow-barrel hubs, black spokes and set of black wing-nuts.

TYRES: Dunlop Black Sports (or Red, if desired), 26x1¼in.

CHAIN: Coventry ½x½in. roller.

PEDALS: Brampton's Racing.

SADDLE: Lycett A2S spring mattress top.

HANDLEBAR AND BRAKES: Middleton celluloid covered, with adjustable stem. Shock-stop rubber grips. Front or rear side-pull caliper brakes, with solid handlebar levers, covered cable. Lauterwasser or North Road Drop bend with straight stem.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Silver Grey enamel, White mudguards, resulting in an everlasting lustrous finish. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

EQUIPMENT: Bluemel celluloid pump and prismatic reflector. Brazed-on pump pegs provided.

FREE Insurance against Fire, Theft or Total Destruction.

Witney or Villiers' 2-Speed Gear fitted 15/- extra.

S.A. 3-Speed Gear fitted 20/- "

Cyclo or Simplex 3-Speed Gear fitted 25/- "

Freewheel and extra Brake fitted for 7/6 "

SPECIAL CASH PRICE

79/6

A genuine
6 Gns.
Machine.

EASY PAYMENTS

YOURS FOR 4/2

24 Fortnightly Payments of 4/2

2/1 WEEKLY

Carriage Paid

"SPUR" MODEL S23

GENT'S CYCLO RACER

BLACK

FRAME: Special Lightweight built with Reynolds' tubing. 20in. or 21in. Forward drop-out fork ends. Low bracket. Brazed-on pump pegs.

FORK: Built with butted steering column. "D" to round fork blades. C.P. crown. Brazed-on lamp bracket.

MUDGUARDS: Narrow section light steel Racing, beautifully enamelled to match frame.

CHAINWHEEL AND CRANKS: Williams' 3-arm Racing, fixed pattern. 6½in. cranks.

WHEELS: Brampton front hub. Cyclo 3-Speed Gear rear. 26x1¼in. Dunlop Endrick rims. Wing nuts.

TYRES: Avon Red Speed Covers and Tubes.

CHAIN: Coventry ½x½in. Roller.

PEDALS: Brampton Racing.

SADDLE: Leatheries' leather top Racing.

HANDLEBARS: Lauterwasser on straight adjustable stem. Front and rear side-pull Caliper brakes, covered cable.

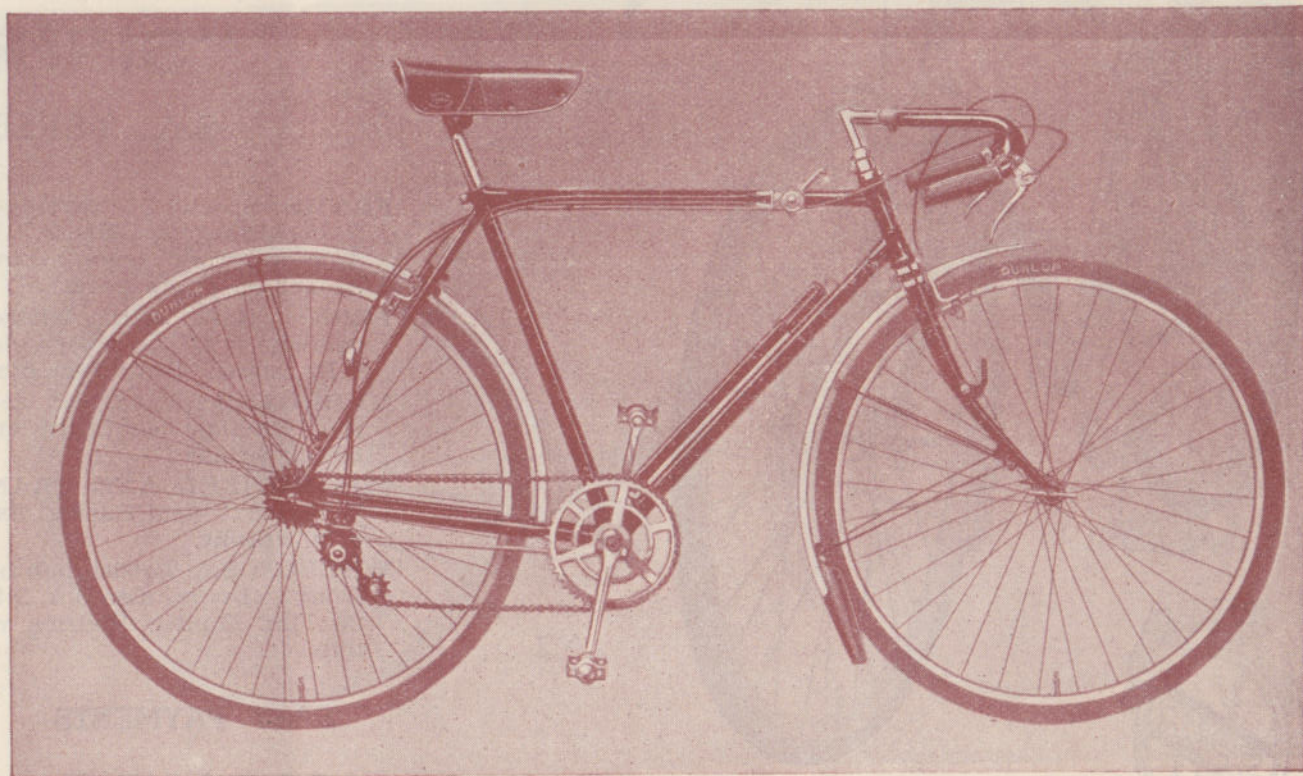
FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats finest Black enamel.

EQUIPMENT: Celluloid Pump. Brazed-on pump pegs provided.

FREE Insurance against Fire, Theft or Total Destruction.

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.



EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 4/2

SPECIAL CASH PRICE

A genuine
6 Gns. Cycle.

79/6

2/1 WEEKLY

Carriage Paid



GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

“SPUR” MODEL S24

S.A. 3-SPEED AND EXPANSION BRAKES

BLACK FINISH

FRAME: Special Lightweight built with Reynolds' tubing. 20in. or 21in. Forward drop-out fork ends. Low bracket. Brazed-on pump pegs.

FORK: Built with butted steering column. "D" to round fork blades. C.P. crown. Brazed-on lamp bracket.

MUDGUARDS: Narrow section light steel Racing, beautifully enamelled to match frame.

CHAINWHEEL AND CRANKS: Williams' 3-arm Racing, fixed pattern. 6½in. cranks.

WHEELS: S.A. British hub brakes fitted front and rear., also S.A. 3-Speed Gear. 26x1¼in. Dunlop Endrick rims. Wing nuts.

TYRES: Avon Red Speed Covers and Tubes.

CHAIN: Coventry ½x½in. roller.

PEDALS: Brampton Racing.

SADDLE: Leatheries' leather top Racing.

HANDLEBARS: Lauterwasser on straight adjustable stem. Front and rear S.A. hub brakes.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Black enamel.

EQUIPMENT: Celluloid Pump. Brazed-on pump pegs provided.

FREE Insurance against Fire, Theft or Total Destruction.

EASY PAYMENTS

SPECIAL CASH PRICE

2/6 WEEKLY

YOURS FOR 5/-

95/-

Carriage Paid

24 Fortnightly Payments of 5/-

A genuine 6 Gns. Cycle

"SPUR" MODEL S25

ALL-WEATHER LIGHTWEIGHT

DARK GREEN

FRAME: Built with Reynolds' high carbon steel tubing. Sizes 21in. and 23in. for 26in. wheels with low bracket. Cut-away head lugs, brazed-up seat and chain stays, forward drop-out solid fork-ends. Pump pegs, cable clips and reflector eye brazed on frame.

FORKS: Built with butted steering column. "D" to round fork blades, with solid fork-ends incorporating mudguard eye attachment. Expander head fitting. Brazed-on lamp bracket.

MUDGUARDS: Black celluloid, white tips, giving smart stream-line effect.

CHAINWHEEL AND CRANKS: Williams' or Walton & Brown, with 6½in. cranks.

WHEELS: 26x1½in. Westwood narrow section rims, black. B.H. Super Solo hubs, with black spokes and set of black wing nuts.

FREE-WHEEL: Villiers' all-ball bearing.

TYRES: Dunlop Black Sports, 26x1½in.

CHAIN: Coventry ½x½in. roller.

PEDALS: John Bull all rubber.

SADDLE: Extra wide spring mattress of exceptionally smart appearance.

HANDLEBARS AND BRAKES: "SPUR" North Road raised pattern, with shock-stop rubber grips, black celluloid covered lined gold with adjustable stem, solid handlebar levers, covered cables. Two B.H. Super Solo hub brakes.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Dark Green enamel, resulting in an everlasting lustrous finish, Gold lined.

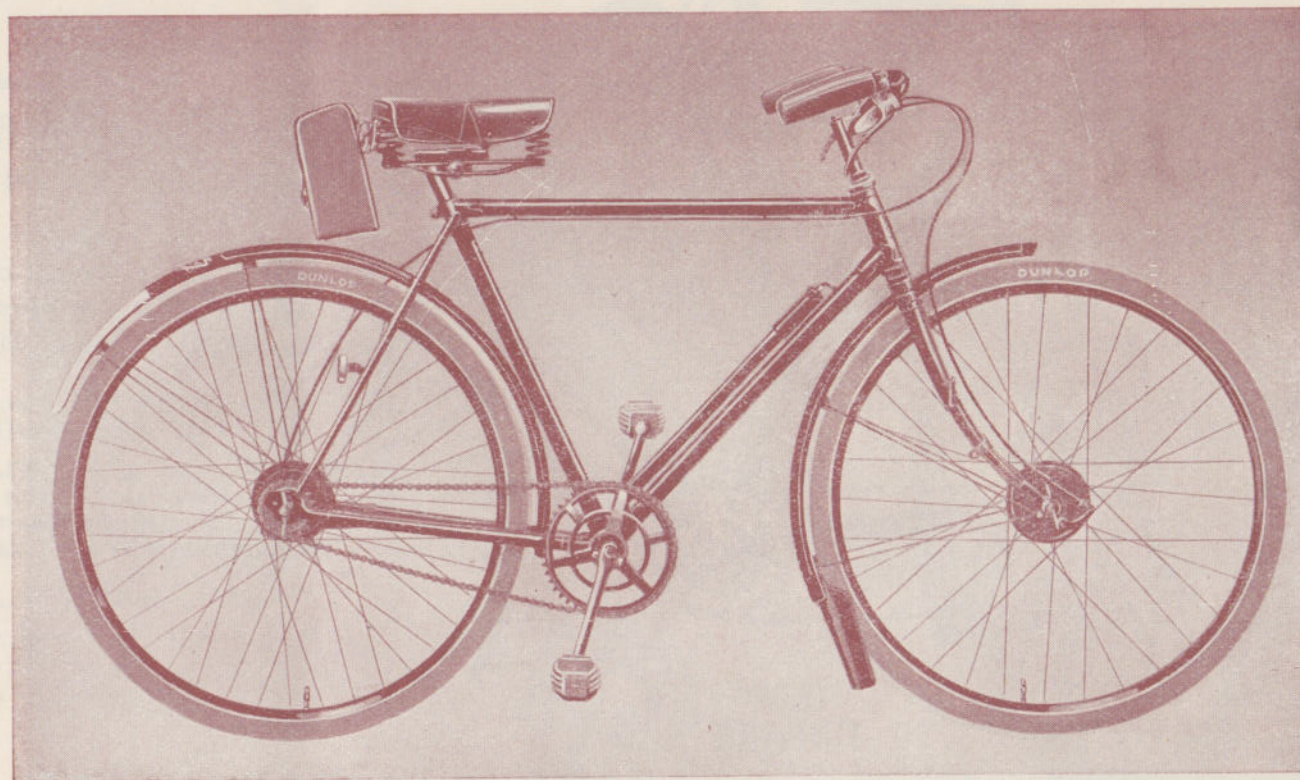
EQUIPMENT: Bluemel celluloid pump and prismatic reflector. Brazed-on pump pegs.

FREE Insurance against Fire, Theft or Total Destruction.

2/7½ WEEKLY

Carriage Paid

GEORGE GROSE ♦ LUDGATE CIRCUS
NEW BRIDGE ST., LONDON, EC4.



EASY PAYMENTS

YOURS FOR 5/3

24 Fortnightly Payments of 5/3

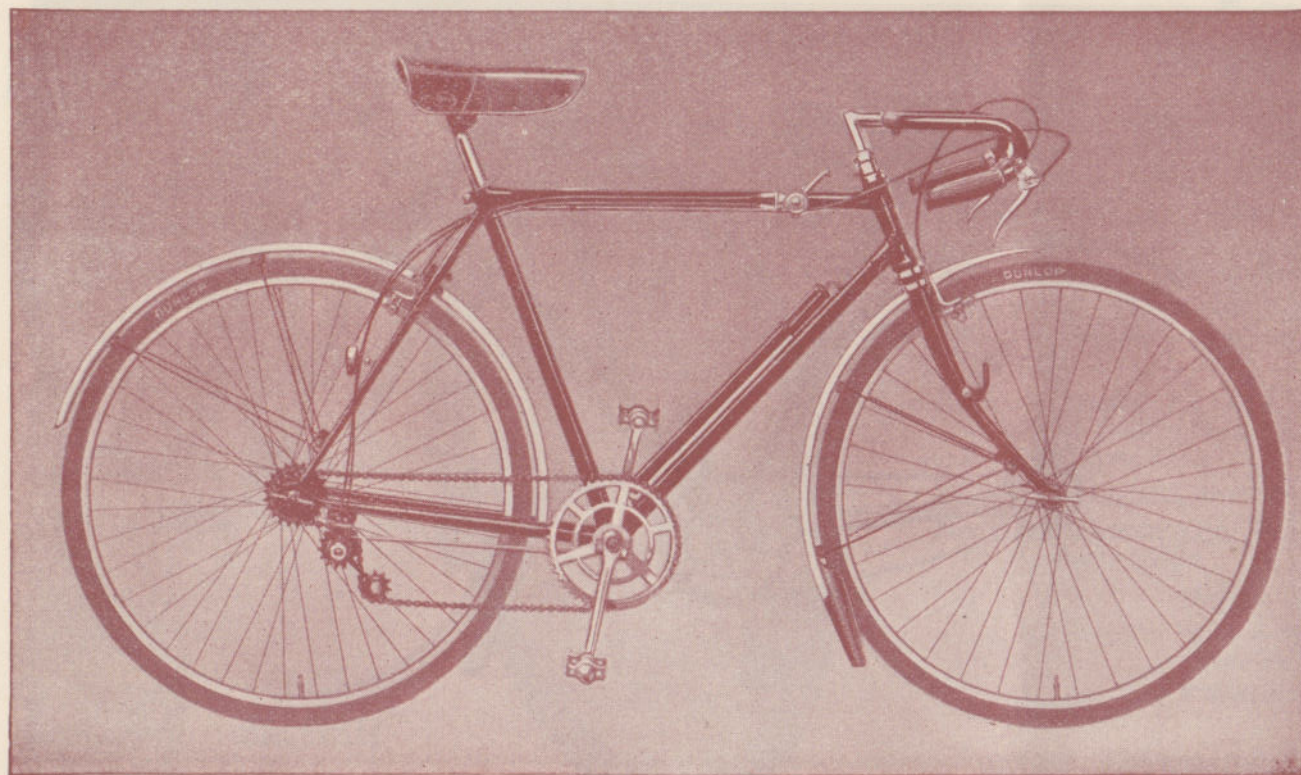
This Machine
cannot be
purchased
elsewhere
under £6.

SPECIAL CASH PRICE

99/6

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.A.



“SPUR” MODEL S26

THE SPEEDSPUR

CAMBRIDGE BLUE

FRAME: Built of Reynolds' special high carbon steel tubing. 20in. and 21in. Cut-away and fish-tailed lugs throughout, brazed-up seat and chain stays. Forward drop-out solid fork-ends. Low bracket. Brazed-on pump pegs and cable clips for attaching brake cables. Mudguard and reflector eyes. Cambridge Blue frame.

FORKS: Built with butted steering column. “D” to round fork blades, solid fork-ends, brazed-on mudguard eyes. Head clip fitting, with hardened inserted race, brazed-on adjustable lamp bracket.

MUDGUARDS: White celluloid narrow section ribbed pattern, giving smart stream-line effect. Or black with white tips. Spear-point extension.

CHAINWHEEL AND CRANKS: Walton & Brown light-weight flanged pattern. 3-pin fixing. 6 $\frac{3}{4}$ in. cranks.

WHEELS: 26x1 $\frac{1}{4}$ in. Endrick rims, chromium plated black-centred Rear Cyclo hub with narrow barrel, front Bayliss-Wiley. Black spokes and set of black wing-nuts. Villiers' free-wheel and fixed sprocket.

GEAR: Cyclo 3-speed. Ratios to order.

TYRES: Dunlop Black Sports, 26x1 $\frac{1}{4}$ in.

CHAIN: Coventry $\frac{1}{2}$ x $\frac{3}{8}$ in. roller.

PEDALS: Brampton New Racing.

SADDLE: Lycett A2S or Leatheries spring mattress top.

HANDLEBAR AND BRAKES: Lauterwasser chromium plated or black celluloid covered, with adjustable stem. Shock-stop rubber grips. Front and rear side-pull caliper brakes, with solid handlebar levers, covered cable. Shallow Highgate or Marsh bend if desired.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Cambridge Blue enamel, resulting in an everlasting lustrous finish. ALL BRIGHT PARTS HEAVILY CHROMIUM PLATED.

EQUIPMENT: Bluemel celluloid pump and prismatic reflector. Brazed-on pump pegs.

FREE Insurance against Fire, Theft or Total Destruction.

SPECIAL CASH PRICE

99/6

A really fine
Machine for
Club use.

EASY PAYMENTS

YOURS FOR 5/3

24 Fortnightly Payments of 5/3

LADIES' MODEL SAME PRICE.

2/7 $\frac{1}{2}$ WEEKLY

Carriage Paid

"SPUR" MODEL S27

"SPUR" KING

BLACK FRAME

FRAME: Built of Reynolds' high manganese butted tubing. 20in. and 21in. Lugs cut-away and fish-tailed throughout. Brazed-up straight tapered seat and chain stays, forward drop-out solid fork-ends. Brazed-on pump pegs, mud-guard stay eyes, chain hook, reflector clip, and cable clips for attaching brake cable. Low bracket.

WHEEL BASE: 41½ins.

FORKS: Built with butted steering column, solid crown, cut-away. Accles & Pollock Russ pattern tapered fork blades. Solid fork-ends. Brazed-on adjustable lamp bracket, mudguard eyes, and head clip fitting. Chromium plated ends.

MUDGUARDS: White celluloid or black with white tips. Narrow section. Forward extension.

CHAINWHEEL AND CRANKS: Walton & Brown light-weight flanged 3-pin fitting. 6½in. cranks.

WHEELS: 26x1¼in. Endrick rims, chromium plated and centred. Black spokes and set of chromium plated wing-nuts.

HUBS: Bayliss Wiley Nos. 9 and 10 narrow-barrel racing.

SPROCKETS: Fixed and Freewheel.

TYRES: Dunlop Sprite, Speed, or John Bull Firefly, 26x1¼in.

CHAIN: Coventry or Perry, ½x¼in. roller.

PEDALS: Phillips' No. 49 Grand Vitesse.

FREEWHEEL: Villiers' all-ball bearing.

SADDLE: Lycett A2S Aero Special or Leatheries Spring Mattress Saddle.

HANDLEBAR AND BRAKES: Shallow Highgate bend celluloid covered, with forward extension, chromium plated adjustable stem. John Bull shock-stop grips. Front and rear caliper brakes, covered cables.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Black enamel, resulting in an everlasting lustrous finish.

EQUIPMENT: Bluemel celluloid pump and prismatic reflector. Brazed-on pump pegs.

TECALEMIT LUBRICATION

FREE Insurance against Fire, Theft, or Total Destruction.

Witney or Villiers' 2-Speed Gear fitted 15/- extra.

S.A. 3-Speed Gear fitted 20/- ..

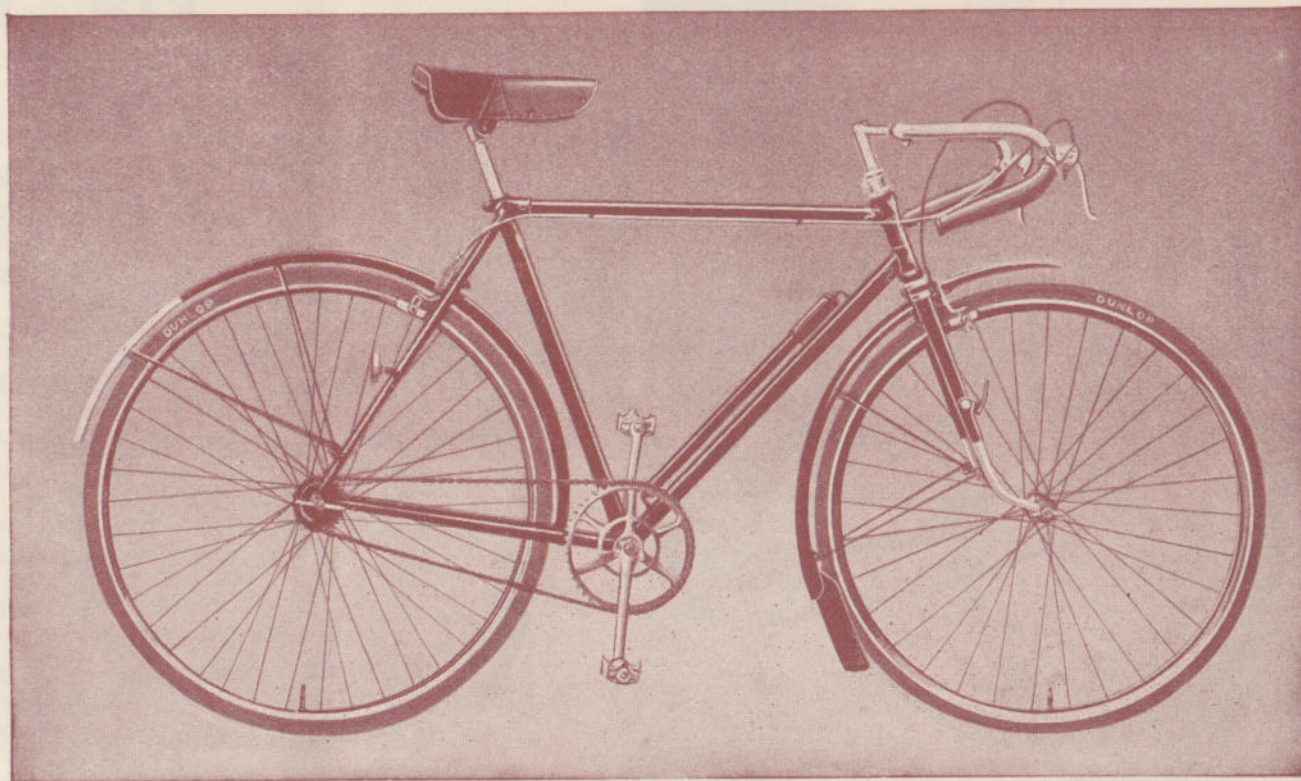
Cyclo or Simplex 3-Speed Gear fitted 25/- ..

2/7½ WEEKLY

Carriage Paid

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, EC4.



EASY PAYMENTS

YOURS FOR 5/3

24 Fortnightly Payments of 5/3

SPECIAL CASH PRICE

This is the much talked of "SPUR" upright frame.

99/6

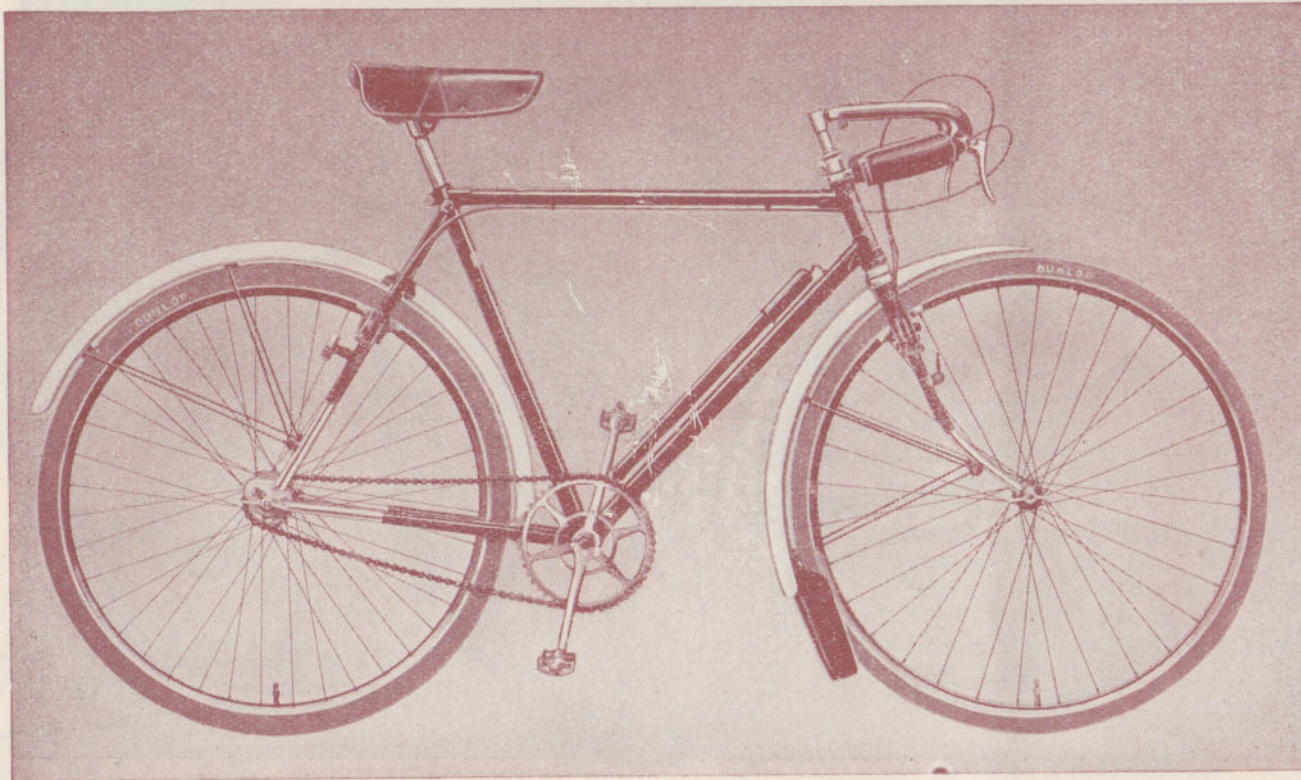
GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S28

SUPER H.M. RACER

IVORY FRAME



FRAME: Built of Reynolds' high manganese butted tubing. 20in. and 21in. Lugs cut-away and fish-tailed throughout. Brazed-up straight tapered seat and chain stays, forward drop-out solid fork-ends. Brazed-on pump pegs, mudguard stay eyes, chain hook, reflector clip, and cable clips for attaching brake cable. Low bracket.

FORKS: Built with butted steering column, solid crown, cut-away. Accles & Pollock curved tapered fork blades. Solid fork-ends. Brazed-on adjustable lamp bracket, mudguard eyes, and head clip fitting. Enamelled Ivory.

MUDGUARDS: Bluemel featherweight white celluloid with mud-flap. Forward extension and twin stays.

BRACKET: Bayliss Wiley oil-bath bottom bracket unit, ensuring a perfectly smooth running, frictionless axle, eliminating possibilities of dirt or dust entering bracket.

CHAINWHEEL AND CRANKS: Williams' C34 flanged 3-pin fitting. 6 $\frac{1}{2}$ in. cranks.

WHEELS: 26x1 $\frac{1}{2}$ in. Endrick rims, chromium plated and centred. Black double-butted spokes and set of chromium-plated wing-nuts.

HUBS: Bayliss Wiley narrow-barrel racing.

SPROCKETS: Two fixed, light and accurately machined.

TYRES: Dunlop Sprite, Dunlop Speed or John Bull Firefly, 26x1 $\frac{1}{2}$ in.

CHAIN: Coventry or Perry $\frac{3}{4}$ x $\frac{1}{2}$ in. roller.

PEDALS: Phillips' Grand Vitesse.

SADDLE: Lycett A2S Aero Special.

HANDLEBAR AND BRAKES: Lauterwasser bend, celluloid covered, with straight chromium plated adjustable stem. John Bull eccentric grips. Front and rear "Resilion" cantilever "A" quality brakes.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest Ivory enamel, resulting in an everlasting lustrous finish.

EQUIPMENT: Bluemel celluloid pump and prismatic reflector. Brazed-on pump pegs.

FREE Insurance against Fire, Theft or Total Destruction.

TECALEMIT LUBRICATION.

Whitney or Villiers' 2-Speed Gear fitted 15/- extra.

S.A. 3-Speed Gear fitted 20/- "

Cyclo or Simplex 3-Speed Gear fitted 25/- "

SPECIAL CASH PRICE

119/6

Not obtainable
elsewhere
under 7-8 Gns.

EASY PAYMENTS

YOURS FOR 6/3

24 Fortnightly Payments of 6/3

3/1 $\frac{1}{2}$ WEEKLY

Carriage Paid

GEORGE GROSE • LUDGATE CIRCUS

NEW BRIDGE ST. LONDON, E.C.4

"SPUR" MODEL S29

ALL CHROMIUM PLATED RACER

FRAME: Special Lightweight. Built with Reynolds' finest weldless steel tubing. Brazed-on lamp bracket. Frame all chromium plated and specially polished for show.

WHEELS: Built with Dunlop Endrick rims. B.H.C. double-cogged rear hub. Black spokes. Wing nuts fitted.

CHAINWHEEL AND CRANKS: Williams', heavily chromium plated. Racing type, round cranks.

SADDLE: Long Racer type. Wrights'.

HANDLEBARS: Lauterwasser or Marsh. Fitted with extension rubber grips, adjustable, chromium plated.

PEDALS: Phillips' Racing rat-trap or rubber.

FREEWHEEL: Villiers' all-ball bearing.

BRAKE: Front and rear Caliper, chromium plated.

CHAIN: Coventry $\frac{1}{2}$ in. pitch roller.

MUDGUARDS: Light Racing, Bluemels transparent celluloid.

TYRES: Avon Red Speed, Covers and Tubes. Guaranteed for 6 months.

FREE Insurance against Fire, Theft or Total Destruction.

Witmy or Villiers' 2-Speed Gear fitted ... 15/- extra.

S.A. 3-Speed Gear fitted 20/- "

Cyclo or Simplex 3-Speed Gear fitted ... 25/- "

SPECIAL CASH PRICE

119/6

A real show Model.

EASY PAYMENTS

YOURS FOR 6/3

24 Fortnightly Payments of 6/3



ALL
BRITISH



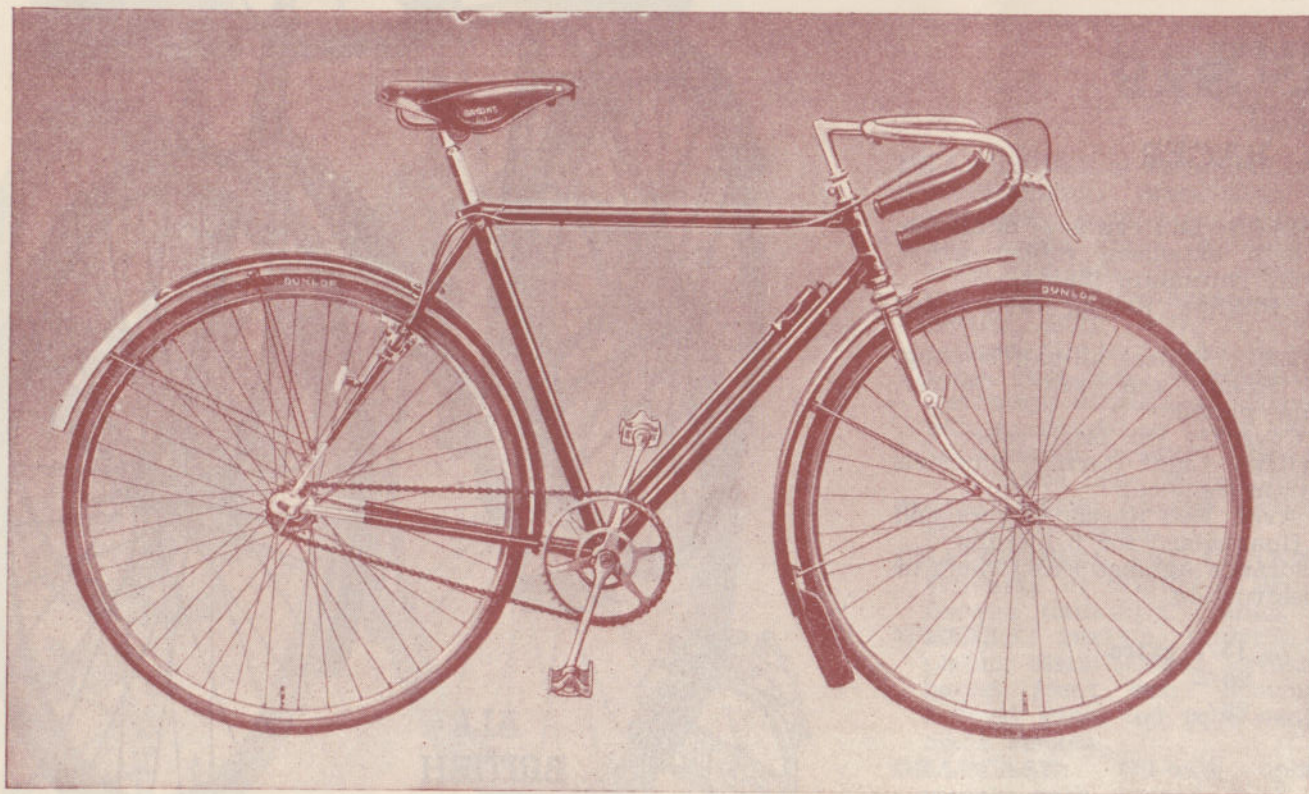
3/1 $\frac{1}{2}$ WEEKLY

Carriage Paid

Accessories can be fitted, including Touring Bag, Pump and Tools, for 3/6 extra.

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.



OSGEAR derailleur 3-speed and Dunlop high-pressure Tyres fitted standard.

SPECIAL CASH PRICE

135/-

A genuine
10 Gns.
Machine.

EASY PAYMENTS

YOURS FOR 7/-

24 Fortnightly Payments of 7/-

"SPUR" MODEL S30 THE "ELITE"

BRIGHT RED FRAME

FRAME: Built of A. & P. 531 high manganese butted tubing. Molybdenum Tubing. 20in. and 21in. Lugs cut-away and fish-tailed throughout. Brazed-up straight rapid tapered seat and chain stays, forward drop-out solid fork-ends. Brazed-on pump pegs, mudguard stay eyes, chain hook, reflector clip, and cable clips for attaching brake cable. Low bracket. Rear chain and slot stays all chrome.

WHEEL BASE: 40 $\frac{3}{4}$ in. Upright frame. Russ pattern forks.

FORKS: Built with butted steering column, solid crown, cut-away. Accles & Pollock curved tapered fork blades. Solid fork-ends. Brazed-on adjustable lamp bracket, mudguard eyes and head clip fitting. Fork blades chromium plated ends.

MUDGUARDS: Black celluloid with White tips or White celluloid if desired. Forward extension.

CHAINWHEEL AND CRANKS: Williams' C34 flanged 3-pin fitting. 6 $\frac{1}{2}$ in. cranks.

WHEELS: 26x1 $\frac{1}{2}$ in. or 27x1 $\frac{1}{2}$ in. Dunlop high-pressure rims. Chromium plated and centred. Black double-butted spokes, chromium wing nuts.

HUBS: Baillyss Wiley Lightweight.

GEAR: Osgear derailleur 3-speed gear.

TYRES: Dunlop high-pressure 26x1 $\frac{1}{2}$ in. or 27x1 $\frac{1}{2}$ in.

CHAIN: $\frac{1}{2}$ x $\frac{1}{2}$ in. roller. Reynolds.

PEDALS: Brampton Light Racing.

SADDLE: Brooks' B17

HANDLEBAR AND BRAKES: Shallow Highgate bend, chromium plated, with forward adjustable stem. Shock-stop grips. Two Monitor Super Cam brakes with lightweight levers.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest enamel, resulting in an everlasting lustrous finish.

EQUIPMENT: Extra large touring bag, two spanners, Blumel celluloid pump and prismatic reflector.

TECALEMIT GREASE GUN LUBRICATION

FREE Insurance against Fire, Theft or Total Destruction.

3/6 WEEKLY

Carriage Paid

"SPUR"

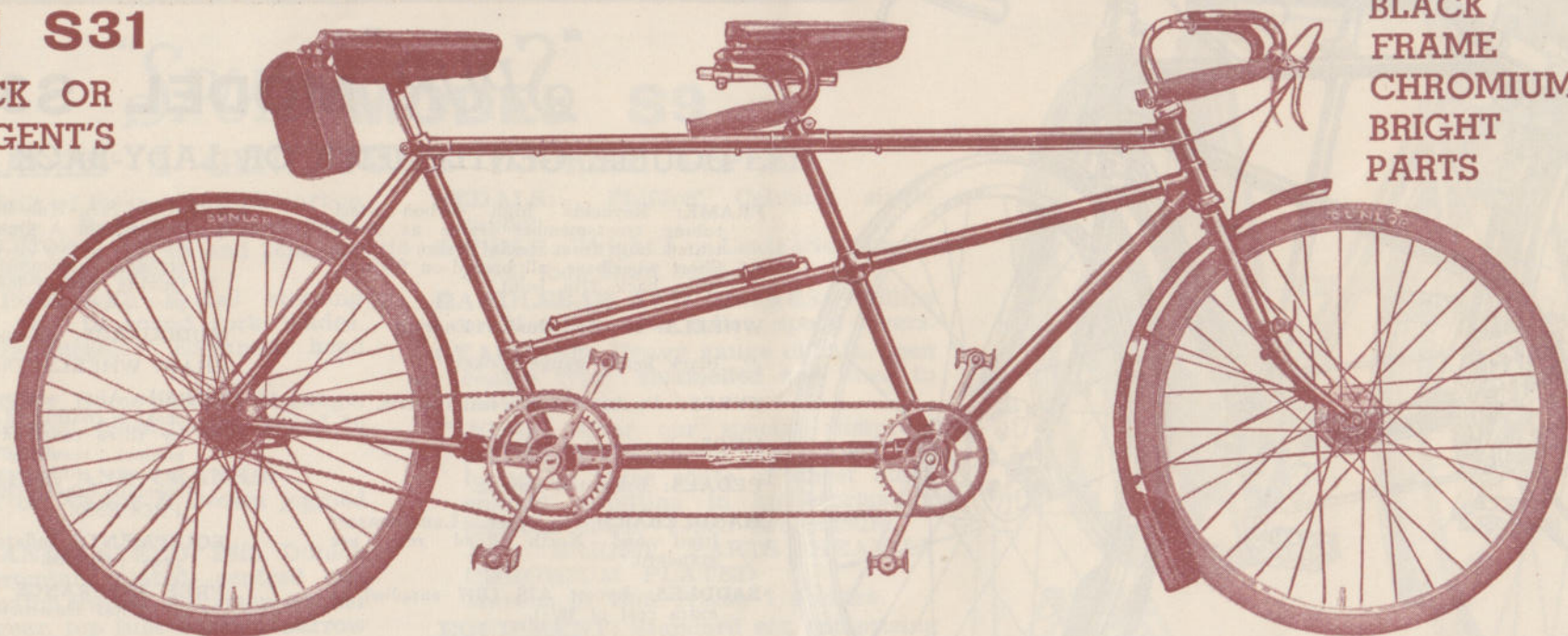
GEORGE GROSE • LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

Model S31

LADY-BACK OR
DOUBLE GENT'S
TANDEM

BLACK
FRAME
CHROMIUM
BRIGHT
PARTS



FRAME: Built of Reynolds' or Accles & Pollock "A" quality steel tubing. Central tube (as illustrated). Brazed-on mudguard eyes, pump pegs, reflector clip, etc. Size 20 $\frac{1}{2}$ in. front, 20in. rear.

FORKS: Extra strong solid cast crown. Reynolds' or Accles & Pollock. "D" to round section blades, brazed-in solid fork-ends. Brazed-on mudguard eyes on lamp bracket.

MUDGUARDS: White celluloid feather-weight.

CHAINWHEEL AND CRANKS: 42-48T 6 $\frac{1}{2}$ in. cranks. Direct drive.

HUBS AND BRAKES: Special B.H. Tandem with Resilion B Quality Brakes.

WHEELS: 26x $\frac{1}{2}$ in. Dunlop Endrick rims, chromium plated and centred.

TYRES: Dunlop tandem translucent.

CHAIN: Coventry.

PEDALS: Phillips' Racing or rubber if required.

SADDLE: "SPUR" mattress top.

HANDLEBARS: Lauterwasser front, North Road drop rear,

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest enamel, resulting in an everlasting lustrous finish.

ALL BRIGHT PARTS CHROMIUM PLATED.

EASY PAYMENTS

YOURS FOR 9/0

24 Fortnightly Payments of 9/-

S.A. 3-Speed Gear 20/- extra.

SPECIAL CASH PRICE

£8.10.0

4/6 WEEKLY

Unobtainable elsewhere at
anywhere near the same
price.

GEORGE GROSE ♦ LUDGATE CIRCUS
 NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S32

DOUBLE GENTLEMEN'S OR LADY-BACK TANDEM



BLUE FRAME, WHITE GUARDS

5/6 WEEKLY

FRAME: Reynolds' high carbon steel tubing cross-member frame as illustrated, built from special design fittings. Short wheelbase, all brazed-on fittings. 20½in. back, 21in. front.

WHEELS: 26x1½in. Dunlop Endrick.

Black heavy gauge spokes.

TYRES: Dunlop Translucent Tandem.

HUBS: Brampton Tandem.

PEDALS: Brampton Racing.

HANDLEBARS: To order. Lauterwasser front and North Road rear are standard.

SADDLES: Lycett A2S (B17 supplied at extra cost of 10/-).

BRAKES: S.A. Hub Brakes front and rear or Resilion A Quality front and rear. **SPECIAL NOTICE** is given that we strongly recommend the Resilion A Quality Brakes for our Tandems from past experience.

MUDGUARDS: Bluemel's White Celluloid.

CHAIN WHEELS: Direct Drive 48T.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finish Bright Blue enamel, resulting in an everlasting lustrous finish. All bright parts specially heavily chromium plated (NEW PROCESS).

EQUIPMENT: Inflator. Brazed-on pump pegs provided.

FREE INSURANCE against Fire, Theft, or Total Destruction.

EASY PAYMENTS

YOURS FOR 11/-

24 Fortnightly Payments of 11/-

Trivolex 3-Speed Gear 30/- „
 Cyclo or Simplex 3-Speed Gear 25/- „
 S.A. 3-Speed Gear 20/- extra.

SPECIAL CASH PRICE

10 Gns.

A Machine usually sold at 15 Gns.

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S33

DOUBLE GENTLEMEN'S OR LADY-BACK TANDEM

FRAME: Reynolds' H.M. tubing (three times as strong as ordinary tubing) cross-member frame as illustrated, built from special design fittings. Short wheelbase, all brazed-on fittings. 20½in. back, 21in. front.

WHEELS: 26x1½in. Dunlop Endrick. Black heavy gauge spokes.

TYRES: Dunlop Translucent Tandem.

HUBS: Brampton Tandem.

GEAR: Cyclo Special Tandem 3-Speed Gear. Ratios to order.

PEDALS: Brampton Racing.

HANDLEBARS: To order. Lauterwasser front and North Road rear are standard.

SADDLES: Lycett A2S (B17 supplied at extra cost of 10/-).

BRAKES: S.A. Hub Brakes front and rear or Resilion A Quality front and rear. SPECIAL NOTICE is given that we strongly recommend the Resilion A Quality Brakes for our Tandems from past experience. Resilion A brakes are fitted unless otherwise stated.

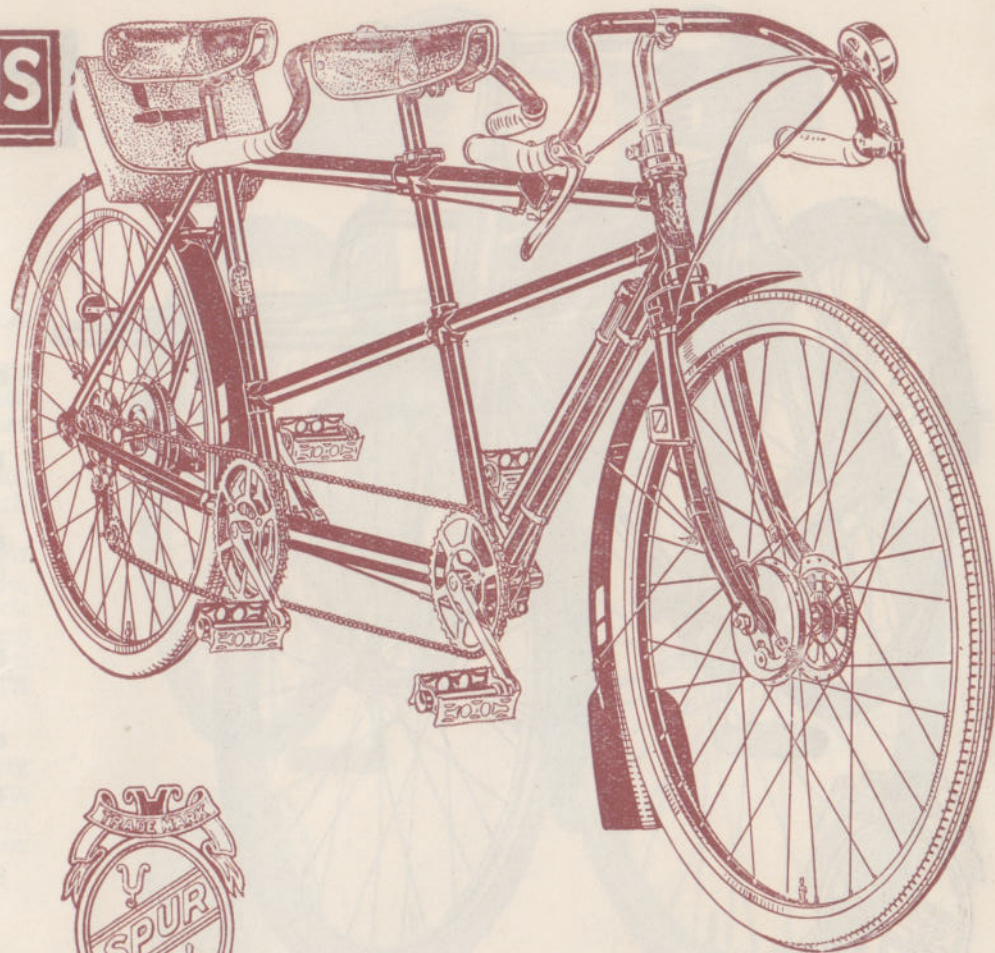
MUDGUARDS: Bluemel's White Celluloid.

CHAIN WHEELS: Direct Drive 48T.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finish Bright Red enamel, resulting in an everlasting lustrous finish. All bright parts specially heavily chromium plated (NEW PROCESS).

EQUIPMENT: Inflator. Brazed-on pump pegs provided. Large week-end Touring Bag.

FREE INSURANCE against Fire, Theft, or Total Destruction.



RED FRAME, WHITE GUARDS



SPECIAL CASH
PRICE

EASY PAYMENTS

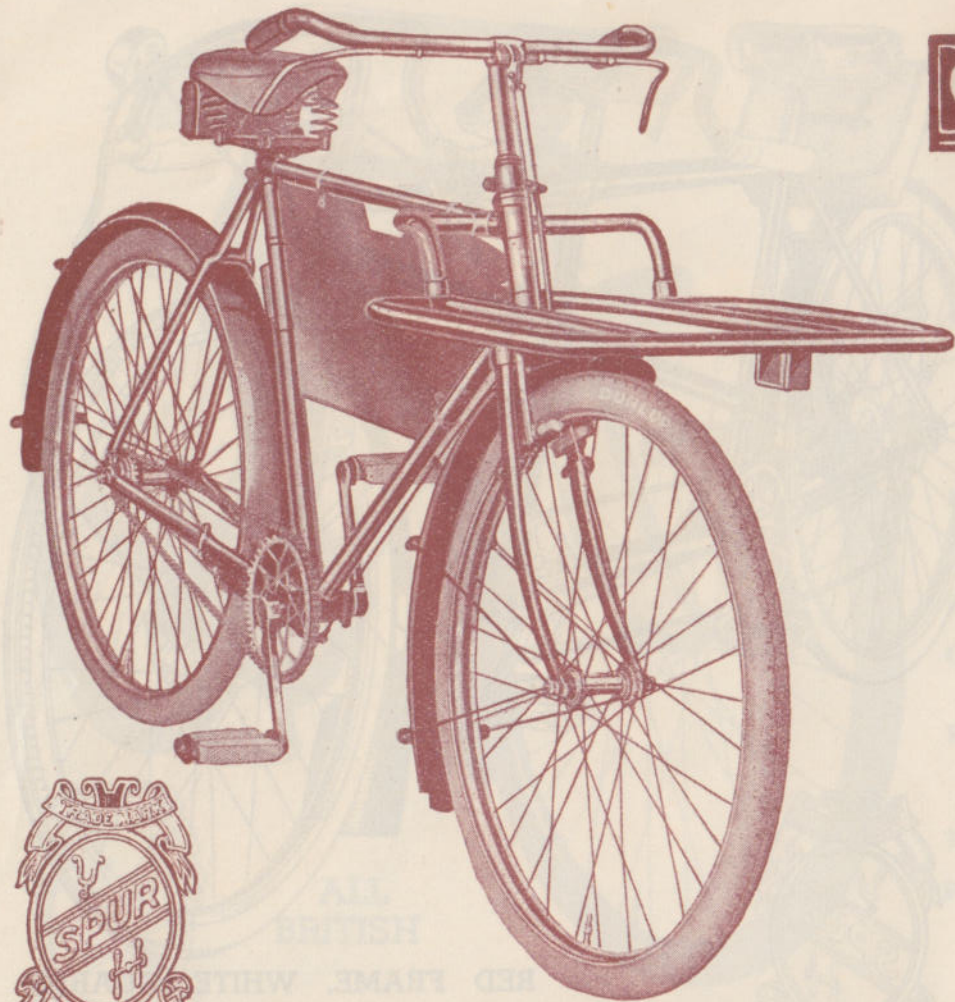
12 Gns.

YOURS FOR 13/2

A genuine 17 Gns.
Machine.

24 Fortnightly Payments of 13/2

6/7 WEEKLY



2/2 $\frac{1}{2}$ WEEKLY Carriage Extra

GEORGE GROSE ♦ LUDGATE CIRCUS
NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S34

FLAT CARRIER

FRAME: Built of Reynolds' high-grade cold-drawn heavy-gauge steel tubing. Size 22in.

FORKS: Built with extra-strong butted steering column, $\frac{3}{16}$ in. heavy ball races. Head clip fitting.

BRACKET: Cottered 1 $\frac{3}{4}$ in. chain-line.

CARRIER: 16x20in. with special drop lamp bracket, giving unobstructed flat surface.

MUDGUARDS: Extra wide pattern, heavy gauge, strong twin stays, front extension. Heavily black enamelled.

CHAINWHEEL AND CRANKS: Heavy special carrier.

WHEELS: 26x1 $\frac{3}{4}$ in. Dunlop rims, black enamelled, extra heavy gauge black spokes. Special carrier hubs.

SPECIAL RIGID STAND to lift front wheel from ground 7/6 extra.

TYRES: Dunlop clipper carrier, 26x1 $\frac{3}{4}$ in.

FREE - WHEEL: Villiers' all-ball bearing.

CHAIN: Voventry, $\frac{1}{2}$ x $\frac{3}{16}$ in.

PEDALS: Phillips' rubber, 4 $\frac{1}{2}$ in. carrier type.

SADDLE: Lycetts' L23 solid leather weatherproof.

HANDLEBAR AND BRAKES: Phillips' or Monitor special carrier type. Heavily black enamelled.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish.

BOXES can be made to order.

SPECIAL CASH PRICE TO TRADE

85/-

Generally sold at half as much again.

EASY PAYMENTS

YOURS FOR 4/5

24 Fortnightly Payments of 4/5

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S35

BASKET CARRIER

FRAME: Built of Reynolds' high-grade cold-drawn heavy gauge steel tubing. Size 22in.

FORKS: Built with extra-strong butted steering column, $\frac{3}{16}$ in. heavy ball races. Head clip fitting.

BRACKET: Cotteded 1 $\frac{1}{2}$ in. chain-line.

CARRIER: Size 19 $\frac{3}{4}$ x13 $\frac{1}{2}$ x5in. (inside measurement).

MUDGUARDS: Extra wide pattern, heavy gauge, strong twin stays, front extension. Heavily black enamelled.

CHAINWHEEL AND CRANKS: Heavy special carrier, $\frac{1}{2}$ x $\frac{3}{16}$ in.

WHEELS: 26x1 $\frac{1}{2}$ in. Dunlop rims, black enamelled, extra heavy gauge black spokes. Special carrier hubs.

SPECIAL RIGID STAND to lift front wheel from ground 7/6 extra.

TYRES: Dunlop clipper carrier, 26x1 $\frac{1}{2}$ in.

FREE - WHEEL: Villiers' all - ball bearing.

CHAIN: Coventry, $\frac{1}{2}$ x $\frac{3}{16}$ in.

PEDALS: Phillips' rubber 4 $\frac{1}{2}$ in. carrier type.

SADDLE: Lycetts' L23 solid leather weatherproof.

HANDLEBAR AND BRAKES: Phillips' or Monitor special carrier type. Heavily black enamelled.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish.

BASKET to fit 5/6 extra.



Unobtainable elsewhere
at the same price.



SPECIAL CASH PRICE

85/-

EASY PAYMENTS

YOURS FOR 4/5

24 Fortnightly Payments of 4/5

2/2 $\frac{1}{2}$ WEEKLY

Carriage Extra

GEORGE GROSE ♦ LUDGATE CIRCUS

NEW BRIDGE ST. LONDON, E.C.4



Also obtainable
with
parallel top tube.

"SPUR" MODEL S36

LOW GRAVITY FLAT CARRIER

FRAME: Built of Reynolds' high-grade cold-drawn heavy gauge steel tubing. Size 22in.

FORKS: Built with extra-strong girder fork, butted steering column, 16 gauge heavy "D" fork blades. Head clip fitting. $\frac{3}{16}$ in. ball heavy races, heavy crown.

BOTTOM BRACKET: Cotted. $1\frac{3}{4}$ in. chain-line.

CARRIER: 16x20in. with special drop lamp bracket, giving unobstructed flat surface.

MUDGUARDS: Extra wide front extension, heavy gauge, twin stays. Heavily black enamelled.

CHAINWHEEL AND CRANKS: Heavy special carrier, $\frac{1}{2} \times \frac{3}{16}$ in.

WHEELS: 20in. front. Dunlop rims, 26in. rear, black enamelled, heavy - gauge black spokes, special carrier hubs.

TYRES: Dunlop carrier 20x2x1 $\frac{3}{4}$ in. front, Clipper carrier 26x1 $\frac{3}{4}$ in. rear.

FREE-WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry heavy $\frac{1}{2} \times \frac{3}{16}$ in.

PEDALS: Phillips' rubber, 4 $\frac{1}{2}$ in. carrier type.

SADDLE: Lycetts' L23 solid leather waterproof.

HANDLEBAR AND BRAKES: Phillips' or Monitor special carrier type. Heavily black enamelled.

FINISH: After our special rust-proof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish.



2/9 WEEKLY

Carriage Extra

BOXES made to order at extra charge.

SPECIAL RIGID STAND to lift front wheel from ground 7/6 extra.

EASY PAYMENTS

YOURS FOR 5/6

24 Fortnightly Payments of 5/6

SPECIAL CASH PRICE

105/-

GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S37

LOW GRAVITY BASKET CARRIER

FRAME: Built of Reynolds' high carbon British cold-drawn heavy gauge steel tubing. Size 22in.

FORKS: Built with extra-strong girder fork, butted steering column, 16 gauge heavy "D" fork blades. Head clip fitting. $\frac{3}{16}$ in. ball heavy races, heavy crown.

BOTTOM BRACKET: Cottered. $1\frac{3}{4}$ in. chain-line.

CARRIER: Size $19\frac{1}{2} \times 15\frac{1}{2} \times 9\frac{1}{2}$ in.

MUDGUARDS: Extra-wide front extension, heavy gauge, twin stays. Heavily black enamelled.

CHAINWHEEL AND CRANKS: Heavy special carrier, $\frac{1}{2} \times \frac{3}{16}$ in.

WHEELS: 20in. front. Dunlop rims, 26in. rear, black enamelled, heavy gauge black spokes, special carrier hubs.

TYRES: Dunlop carrier, front, 20x2— $1\frac{3}{4}$ in. Clipper carrier 26x $1\frac{3}{4}$ in. rear.

FREE - WHEEL: Villiers' all-ball bearing.

CHAIN: Coventry heavy, $\frac{1}{2} \times \frac{3}{16}$ in.

PEDALS: Phillips' rubber, $4\frac{1}{2}$ in. carrier type.

SADDLE: Lycetts' L23 solid leather weatherproof.

HANDLEBAR AND BRAKES: Phillips' or Monitor special carrier type. Heavily black enamelled.

FINISH: After our special rustproof process, a coating of rust-primo, followed by three coats of finest black enamel, resulting in an everlasting lustrous finish.

BASKET to fit this Cycle supplied at extra cost of 7/6.

SPECIAL RIGID STAND to lift front wheel from ground 7/6 extra.

Also obtainable with parallel top tube.



SPECIAL CASH PRICE EASY PAYMENTS

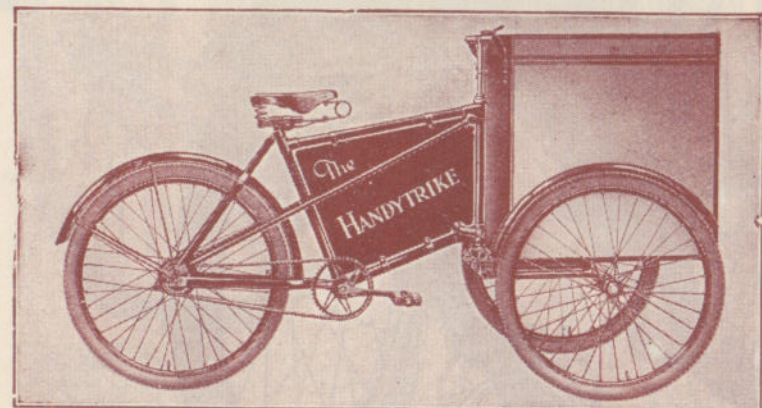
105/- YOURS FOR 5/6

24 Fortnightly Payments of 5/6

2/6 WEEKLY

Carriage Extra

ALL BRITISH



GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

"SPUR" MODEL S38

"HANDYTRIKE"

FRAME: 20in., built throughout with best quality material.

STEERING ASSEMBLY: Special heavy cast double "T" crown, lower "T" taking two 12 gauge tubes, to forward solid axle 7/8in. dia., top "T" and spring clamps combined, to take leaf springs to which body is bolted, rubber buffers being placed between axle and springs.

TYRES: Palmer Special or Moseley Damos Commercial, 26x1 3/4in. W.O.

WHEELS: Dunlop 26x1 3/4in. W.O. Rear wheel built up on an internal expanding brake hub (control wire being enclosed in truss tube), brake lever being mounted on handlebar.

BODY: Top or front opening, 3-ply on wood framing, top of box covered with steel panel, all corners fitted with aluminium beading. Finish, dark blue with black border lines.

MEASUREMENTS: 24x19 1/2x26 1/2in. deep O/D.; width overall 24in.

NOTE: All boxes fitted with lock and key. Any type of box quoted for.

EXTRAS: Sliding Shelves	each	7/6
If fitted with Internal Expanding Front Brake Hubs, with Compensating Brake Work		40/-
Basket Rail		7/6

EASY PAYMENTS

NO DEPOSIT

24 Fortnightly Payments of 10/10

5/5 WEEKLY

These Tradesmen's Tricycles are fully guaranteed and we have no hesitation in recommending them.

SPECIAL CASH PRICE

£12

Generally sold at half as much again.

GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.A.

"SPUR" MODEL S39 SIDECAR



A PERFECT SIDECAR FOR BABY AND THE YOUNGSTER

There is no longer any need to leave the little one behind or to carry it in discomfort and danger on the bicycle; discomfort and danger to yourself as well as the youngster. Our Safety Fold-up Sidecar allows the young passenger to enjoy with ease and comfort the benefit to health and happiness of a day's outing in the country fully protected against rain and the too hot rays of the sun. No longer need the overcrowded roads worry you, there is 100% Safety in the Safety Fold-up Sidecar for both rider and passenger.

The body of the Sidecar is comfortably upholstered and well sprung on the same principle as Motor-Cycle Sidecars. Hood and Screen are easily adjusted. By the removal of four thumb screws the body of the Sidecar instantly comes away and the Sidecar will then fold up as shown. The bracket is constructed in such a way to enable the Sidecar to be attached to any type of Cycle or Tandem whether fitted with 26in. or 23in. wheels. The weight of the Sidecar with hood and screen complete is only 28lbs., and its ideal construction permits of such perfect alignment and the weight is so evenly distributed that the extra effort required to push the Sidecar is surprisingly small—with a Tandem it hardly makes itself felt. Easy running is, in fact, one of the chief points we claim for our invention. The price of the Safety Fold-up Sidecar, Model 4, complete with hood and screen, is only:—

EASY PAYMENTS

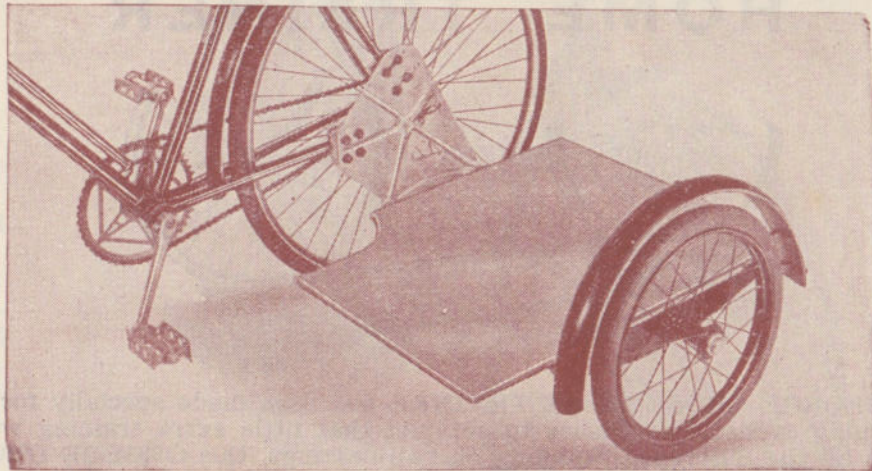
NO DEPOSIT

24 Fortnightly Payments of ... 3/11

77/6

CASH
Carriage Paid

"Spur" Model S40 Platform Sidecar



IMPORTANT. Customers are requested when ordering to kindly state whether the Cycle or Tandem to which the Sidecar is to be attached is fitted with variable gear, and if so, to give the name of maker.

With this Model the bulk is not limited to the size of a basket as on the orthodox Carrier Cycle. Good size packing cases, beer boxes, large size self-contained parcels or cardboard boxes, etc., may quite easily be attached to the platform. Out-porters will find this Model ideal for conveying suit-cases, etc., to and from local Railway Stations. It is also specially recommended for Dairymen and to Window Cleaners for carrying their ladders on their round. Again, what better conveyance at a similar price could be found for carrying Camping outfits? In both cases so much safer than attaching same to ordinary bicycles with danger to life and limb.

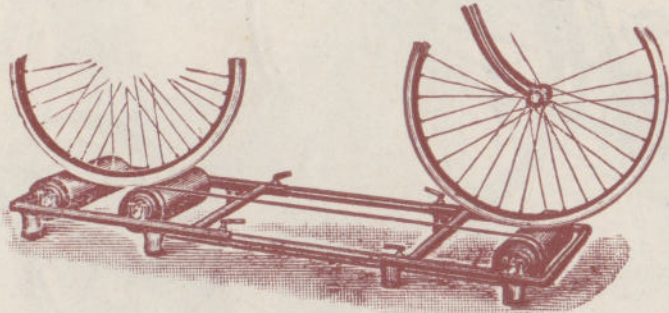
EASY
PAYMENTS

NO DEPOSIT 42/-

24 Fortnightly Payments of ... 2/3

CASH
Carriage Paid

**THE GEORGE GROSE
 HOME TRAINER**



The GEORGE GROSE HOME TRAINER has been made specially for the discerning cyclist who wishes to get just that little extra training which makes all the difference. Running on ball-bearings, this GEORGE GROSE HOME TRAINER reduces vibration and noise to a minimum. It can be adjusted to all wheel bases and cannot possibly slip or move when fixed. The frame is made of seasoned ash, strengthened with girder side pieces. This GEORGE GROSE HOME TRAINER is undoubtedly a revelation.

NO DEPOSIT

EASY PAYMENTS

24 Fortnightly Payments of 2/1

Fitted with Speedometer 59/6

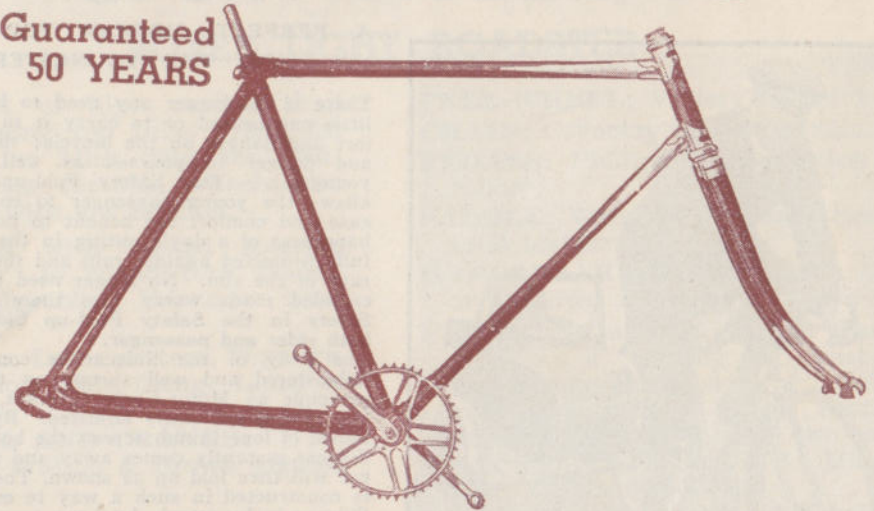
SPECIAL CASH
 PRICE

39/6

EACH

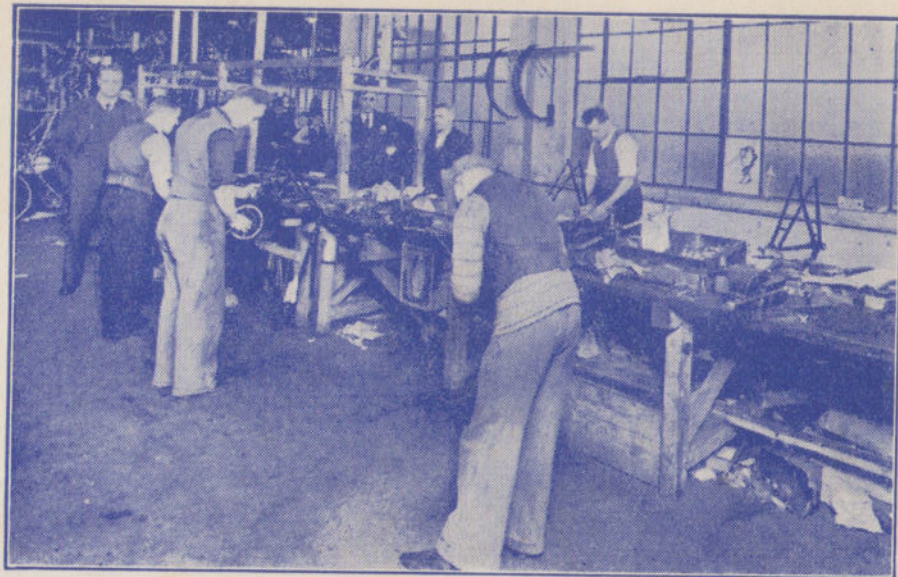
SPUR FRAMES

Guaranteed
 50 YEARS



- "SPUR" No. 1. Light Roadster Frame, complete with forks, chainwheel and cranks, mudguards and seat pillar. Black enamelled, green lining. All sizes 20/-
 - "SPUR" No. 2. As "SPUR" No. 1, with better quality Reynolds' tubing 25/-
 - "SPUR" No. 3. Light Racing frame, complete with forks, chainwheel and cranks, mudguards and seat pillar, C.P. bright parts, drop-out fork ends ... 23/6
 - "SPUR" No. 4. As No. 3, with brazed-up rear stays, fish-tailed and cut-away lugs... .. 30/-
 - "SPUR" No. 5. High Manganese tubing, A. & P. Resilion forks, brazed-on pump pegs, lamp bracket, mudguard eyes, chain hook and cable clips 55/-
- Special Frames built to order. Write to us—quotations by return.

HOW A "SPUR" CYCLE IS MADE



THE WHEEL BUILDING SHOP, as shown above, is well equipped with the latest wheel building jigs and no wheel is allowed to pass to the client until it has been subjected to a careful inspection. This, together with the fact that only the best British materials are used, ensures the customer a really first-class wheel.



Above, we see the last stage of the Cycle, where it is assembled with the utmost care. Before the machine is passed into our stockrooms, it is inspected by two final testers. On the left is a photograph of our STOCKROOM. Mr. Francis Grose is showing Mr. George Grose the first 1937 Model S30 which came through the Works, the machine which has created such great interest in the Cycling World.

SPUR CYCLES

GEORGE GROSE ◊ LUDGATE CIRCUS

NEW BRIDGE ST., LONDON, E.C.4.

better than most

TERMS

CASH

Should you wish to purchase your machine against cash, cheque, postal order, money order or cash by registered post may be sent. Machines sent by return (except "Specials"), and any machine may be returned and cash refunded if not satisfied within 7 days.

C.O.D.

Should you prefer us to send your machine Cash-on-Delivery, just advise us by letter and your machine will be sent by return.

EASY PAYMENTS

Should you wish to purchase your machine on Easy Terms, send us your first instalment and we will do the rest. Time for delivery is approximately 4 to 5 days.

CARRIAGE. We pay carriage on all Cycles in this List up to 25 miles round London, where marked "Carriage Paid." On some machines our very low profit does not allow this, and we are reluctantly compelled to charge this amount. If you purchase for Cash, C.O.D. or on Easy Terms, these "Carriage Extra" Machines are sent carriage forward.

HOURS OF BUSINESS.

Monday to Thursday	8.30—7.0
Fridays	8.30—7.30
Saturdays	8.30—1.30

TO THE TRADE. We regret that owing to our very keen prices we are not able to give any discount off our "Spur" Cycles.

To Shippers and Agents: Send for Special Quotations.

'PHONE: CENTRAL 5561 and 5562.

GUARANTEE

FOR EVER



FOR EVER

This Guarantee means that should a defect show itself in one of our "Spur" Cycles at any time, we replace the defective part free, providing the said part or accessory is returned to us Carriage Paid.

With all Cycles and component parts sold by us, we give a special guarantee for ever 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 Cycles 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. Proprietary parts and accessories carry the makers' guarantee.

ADDRESS:

Please address all communications to Main Depot.

Main Depot:—8 NEW BRIDGE STREET, LUDGATE CIRCUS, E.C. 4.

Showrooms:—9 NEW BRIDGE STREET, LUDGATE CIRCUS, E.C. 4.

Works:—26 PILGRIM STREET, LUDGATE CIRCUS, E.C. 4.

We have been making "SPUR" CYCLES now for nearly 35 years, George Grose carrying on and enlarging upon the knowledge passed on to him from his father who started business in 1876.

We are rightly proud of the extensive range of Cycles which we are offering in this brochure, and each cycle carries a Guarantee, second to none. Our Free Insurance scheme has also proved itself of immense value to our clients.