



**National Cycle Archive**



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**National Cycle Archive**



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# ACCESSORY PRICES.

**D**URING TO THE WAR accessory prices are fluctuating to such an extent that we are not printing our usual list, as it is likely to be misleading.



L25



# “BLIZZARD”



THE CYCLE WITH THE TWO WHITE BANDS

# CYCLES.

THE TRADE MARK OF QUALITY

Also Machines Built throughout by the B.S.A. Co. & the Cycle Components Co.



THE LEYTONSTONE DEPOT.

You will receive **BETTER SERVICE** and **BETTER VALUE** at **RIVETT'S CYCLE DEPOTS** than any City Firm will give you.

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**C, C, FOR PRICES OF ALL MODELS, SEE SEPARATE SHEET, D D**

NOTHING UNEASY ABOUT OUR EASY TERMS.

COMPARE OUR SYSTEM OF  
INSTALMENTS WITH OTHERS.



It is not always convenient for purchasers to pay Cash for their Cycles, although it is the cheapest, but we have the following method, which we think

**Will meet the Requirements of Everyone.**

Presuming you wish to purchase a Cycle by Instalments, the CASH PRICE of which is £7 0s. 0d.

WE ADD 2s. in the Pound to the Cash Price, thus bringing the cost up to £7 14s. 0d. We require on this amount a deposit of £2 to be paid before the Cycle is delivered (at time of ordering, 5s. or 10s. only need be paid), and the balance is divided into 12 equal payments of 9s. 6d.

**Example.**

	£	s.	d.
Cash Price ... .. .	7	0	0
Extra for Monthly Payments at 2s. in the Pound ... .. .	0	14	0
<b>Total Cost by Instalments</b> ... .. .	<b>7</b>	<b>14</b>	<b>0</b>
Full Deposit ... .. .	2	0	0
Balance to pay ... .. .	5	14	0
£5 14s. 0d. divided by 12 ... .. .			9/6 per month.

To encourage customers to pay up in a shorter time than 12 months, we give 2s. 0d. IN THE POUND discount off all money paid before the time allowed. TAKING THE ABOVE EXAMPLE, after the deposit is paid the balance left is £5 14s. 0d., and if this amount is paid within six months, instead of the 12 allowed, you would be entitled to 2s. 0d. in the Pound discount off six payments of 9s. 6d.

9s. 6d. multiplied by six equals £2 17s. 0d.; discount at 2s. 0d. in the Pound amounts to 5s. 8d.

We do not stipulate that one must pay up in six months in order to obtain a discount. WE ALLOW A DISCOUNT whether completed in one month or any less number than 12.

**GUARANTEE.**

Our TWELVE MONTHS GUARANTEE is worth more to you than half-a-dozen of the Five or Ten Years SO-CALLED guarantees.

We give the following guarantee with our machines, instead of the guarantee implied by statute or otherwise, as to the quality and fitness for the purpose of cycling of goods supplied by us; any such implied guarantee being in all cases excluded.

WE GUARANTEE that all precautions which are usual and reasonable have been taken by the makers to secure excellence of material and workmanship, and we undertake to make good at any time within a year from the date of purchase any defects in these respects in our Cycles (**TYRES EXCEPTED**). This guarantee does not apply to defects caused by misuse or neglect. **NOR DOES IT ENTITLE THE PURCHASER TO CONSEQUENTIAL DAMAGES OF ANY KIND.**

**RELIABLE REPAIRS TO ANY MAKE OF CYCLE OR MOTOR.**



SPECIAL LIGHT ROADSTER.  
**No. 1 "BLIZZARD."**  
 B.S.A. FITTINGS THROUGHOUT.



SPEED.

STRENGTH.



AS ILLUSTRATED. WEIGHT 25 lbs.

The above illustration depicts a type of Cycle of which we have built a large number to the order of light-weight and expert riders.

It is our Road Racing Model, fitted with mudguards, two brakes, and free wheel.

While being a delightful machine to ride, it is not the type of Cycle the novice or the man who rides to work or business should purchase. It is, of course, only made lighter than our Roadster Model, by being built very close, and constructing it with 26 in. wheels, small tyres, light saddle, chain, etc. For these reasons, common sense tells one that if used for the very hard work our Standard Models are frequently put to, it will not give the same satisfaction.

To those who require a fast, light, fair weather Cycle, we can recommend it as being as near perfection in the way of light, easy running, as can be obtained.

**For Cash or Instalment Price, see separate Price Sheet.**

**SPECIFICATION.**

**B.S.A. Fittings throughout.**  
**Double-buttet Weldless Steel Tubes.**  
**Two Hand Brakes, or "Blizzard" Front and Coaster Hub.**  
**Celluloid Mudguards, Nickel Plated Stays.**  
**Wheels, 26 in. by 1½ in. or 1¾ in. Palmer Tyres.**  
**ALUMINIUM (Roman Jointless) RIMS.** (These make a Cycle nearly 2 lbs. lighter, and will not rust under any circumstances).

**B.S.A. or Renolds' ½ in. Roller Chain.**  
**Gear to Order.**  
**Any shape Handle-Bar.**  
**Brooks' First Grade Saddle.**  
**Best Quality Plating and Hand-polished Black Enamel.**

Complete with Tool Bag, Tools, Pump, and Pump Clips.

**EXTRAS :**

Badie Two-Speed, 15s. Two-Speed and Coaster combined, 17s. 6d. B.S.A. Three-Speed Gear, £1 3s. 0d.

**CYCLING ON A "BLIZZARD": THE FINEST RECREATION**

# THE BLIZZARD "POPULAR" ALL BLACK.



*Sold with or without GEAR CASE.*

*For CASH or INSTALMENT price see separate price sheet.*

There has, of late years, been an increasing demand for cycles for business purposes. Cyclists who use machines for business have to use them in all weathers, and, as a rule, have but little time to spare for cleaning them. The demand for an "ALL BLACK" Cycle is the result. The doing away with plated parts that require cleaning is not the only item to be considered. Business machines, on account of the hard and regular use they get must be built of first-class material if they are to give satisfaction. Further, they must give the rider the maximum of protection from mud. Riders cannot obtain these requirements unless they are prepared to pay a reasonable price for them. The above Cycle will fill the business man's needs at a modest figure. (See also the B.S.A. ALL BLACK on page 9.)

### **SPECIFICATION.**

*Frame, 22 in., 24 in. or 26 in.  
Wheels, 28 in., Wired edge.  
Tyres, Palmer 28 by 1½ in.  
Fittings, Standard sizes.  
Chain, B.S.A. or Coventry.  
Pedals, 1st Grade Rat-trap or Rubber 4 in.  
Mudguards, Special design as illustrated.*

*Brakes, Front and Back with Roller Levers.  
Saddle, Brooks.  
Finish, Black enamel all over, with Bronze lining.  
B.S.A. or Hyde Free Wheel.  
Supplied with or without Gear Case.*

**FIRST CLASS REPAIRS AT MODERATE PRICES.**



# The POPULAR "BLIZZARD."

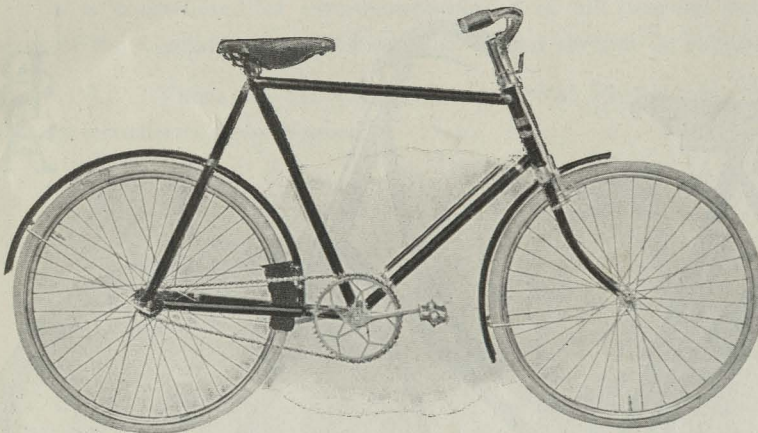
## LIGHT ROADSTER.



It meets the demand of those riders whose pockets will not permit of them purchasing one of our better grade machines, but who feel they want something

**BETTER THAN THE STANDARD PATTERN CYCLE.**

The Machine is designed on the same lines as our No. 1 SPECIAL LIGHT ROADSTER. It is strong, light, and racy in appearance, but will stand plenty of hard work and yet be a fast Machine. To produce such a Cycle at this popular price, we must adhere strictly to the specification given below.



Fitted with EADIE COASTER HUB.

### SPECIFICATION.

*All Fittings, Bearings, Cups and Cones are the Cycle Trade Standard Sizes and Threads.*

*Weldless Steel Tubes. 26 in. by 1½ in. Nickel-plated Wheels.*

*Palmer or Dunlop Tyres*

*Brooks' Saddle, Rat-Trap or Rubber Pedals.*

*North Road Bar, Up-turned.*

*B.S.A. or Coventry Chain.*

*Gear—75, or 84.*

*Cranks, 7 in.*

*Steel Mudguards with Extension.*

*Complete with Pump, Bag, Tools, Repair Outfit, and Oiler.*

**For Cash and Instalment Price, see separate Price Sheet.**

## The "POPULAR"

**Three-Speed Model.**

Fitted with B.S.A.  
THREE SPEED-GEAR  
and  
Two Hand Brakes.



There are NO  
CHEAP Pressed  
Steel Parts  
in these Cycles.

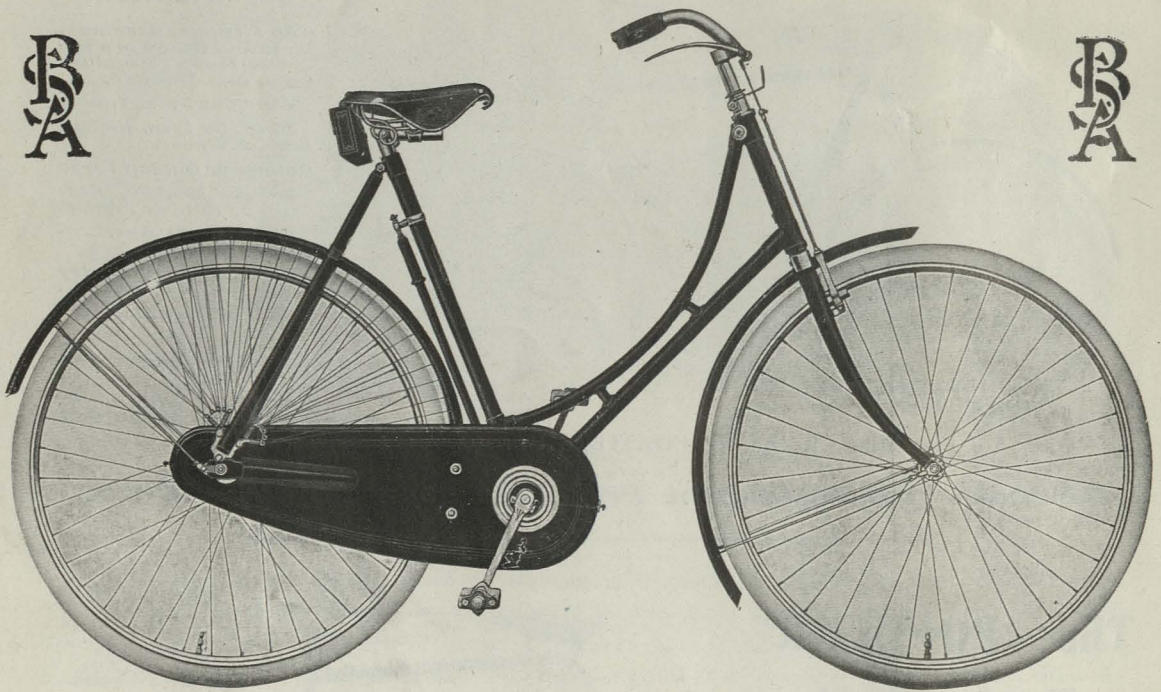
**For Cash and Instalment Price, see separate Price Sheet.**



THE  
**B.S.A. LADY'S ROADSTER BICYCLE.**

You frequently hear the remark that Cycles are not built so good as they were, but invariably the complaints are made by people, who, years ago, purchased high priced machines, and now invest in the lowest priced factory made machines that they can buy.

For ourselves, we do not hesitate to say that our leading Models are better than ever they were, and a visit to any of our Depots will be convincing.



**For Cash or Instalment Price see Separate Price Sheet.**

**SPECIFICATION.**

*Frames 21 in., 22 in., 23 in., and 25 in.  
 B.S.A. Fittings throughout.  
 Weldless Steel Tubing.  
 Head Lock.  
 Palmer Tyres (first quality.)  
 Brooks' B 18 Saddle.  
 B.S.A.  $\frac{1}{2}$  in. Roller Chain.*

*Mudguards with Front Extension.  
 Upturned Bars.  
 Two Hand-applied Brakes, or one Hand Brake  
 and Eddie Coaster Hub.  
 Metal Gear Case.  
 B.S.A. Rubber Pedals and B.S.A. Free Wheel.  
 Nickel Plated Rims with Enamelled Centres.*

Complete with Tool Bag, Tools, Pump, and Pump Clips.

EXTRAS: B.S.A. Three-Speed Gear, £1 3s. 0d.

GO INTO OUR MONTHLY PAYMENT SYSTEM. (See Page 2).

**REPAIRS TO ANY MAKE OF CYCLE.**

# The LADY'S POPULAR "BLIZZARD."



An elegant, light, easy running Cycle, at a moderate price.

It has the same smart appearance as our higher priced models, thus making it quite distinctive from the usual factory made machines at similar price.



It is constructed of interchangeable parts, all bearings being the recognised standard sizes of the Cycle trade. (The same sizes and threads as B.S.A.)

NOTE.—There are No Cheap Pressed Steel Fork Ends, Frame Lugs or Clips used in the construction of this Frame.



**For Cash or Instalment Price see Separate Price Sheet.**

## SPECIFICATION.

**Standard Fittings throughout. Head Lock.  
Weldless Steel Tubes.  
Clincher Patent Forks.  
Palmer Tyres.  
28 in. Wheels, Nickel Plated Rims.  
Mudguards with Front Extension.  
Brooks' Saddle.**

**B.S.A. Free Wheel.  
Upturned Handle-bar with two Roller  
Brakes, or Eadie Coaster and Front  
Brake.  
Bluemel Celluloid Chain Cover, or Metal Gear  
Case.  
Pump, Tool Bag, Tools, Outfit, and Oil Can.**

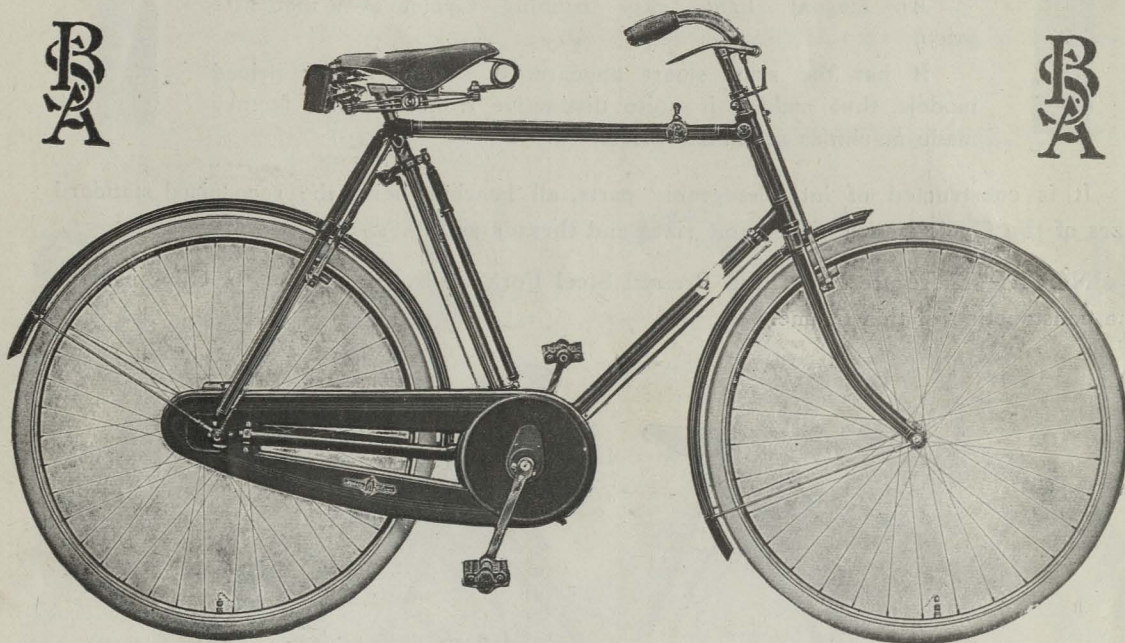
## EXTRAS:

B.S.A. Three-Speed Gear, £1 3s. 0d.

**GO INTO OUR MONTHLY PAYMENT SYSTEM.** (See page 2.)

# The "B.S.A." MODÈLE DE LUXE.

Built throughout by the Birmingham Small Arms Company.



FOR LADY OR GENTLEMAN.

These Cycles represent the highest point in construction and finish yet attained by any Firm in the World. Cyclists of experience know that to obtain to-day a Cycle that you can ride from one year's end to another, without any expenses or adjustment, costs money. In comparing Cycles the public glance at their general appearance and judge of their value accordingly. This is an entirely erroneous method, and to get a TRUE IDEA of their real worth you should compare the details of one machine with those of another.

**For Cash or Instalment Price see Separate Price Sheet.**

## SPECIFICATION.

**Frames, 21 in. to 27 in.**

**Wheels, 28 in.**

**Dunlop or Palmer Tyres.**

**Gear Case with Oil Bath, detachable. To take 48 Chain Wheel.**

**Three-Speed Gear and Two Roller Brakes.**

**B. 90/1 Brooks' Saddle with Plated Springs.**

**Handle-Bars to choice with Celluloid Grips.**

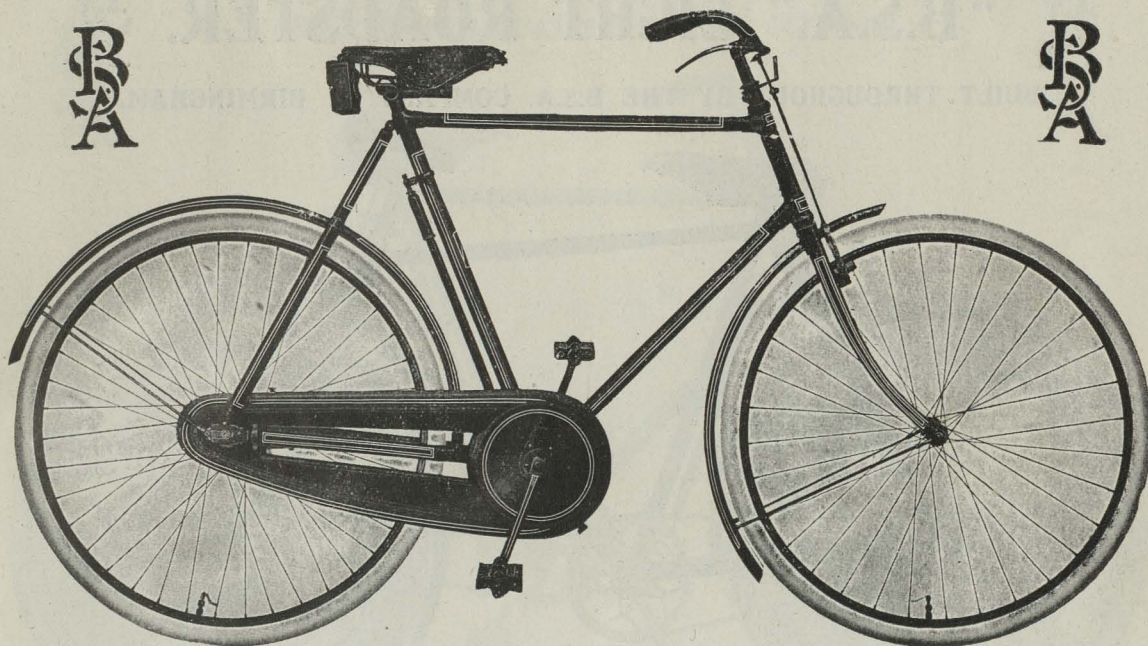
**Mudguards with Nickel Plated Stays, which are adjustable and detachable.**

**Finished in an artistic Green Enamel and lined with 22-carat Gold Leaf Lining.**

**Complete with Pump and Clips and full Kit of Tools.**

**RIVETT'S FOR THE HIGHEST GRADE CYCLES.**

# The "ALL BLACK" B.S.A. MODEL.



GEAR CASE FROM 10s. EXTRA.

**For Cash or Instalment Price see Separate Price Sheet.**

We find many of our Clients use their Cycles for business purposes all day long, and in all weathers. Our experience is that such users after a tiring day do not feel inclined to spend much time in cleaning Cycle. No matter how good the plating may be, it will not stand being neglected after being in the rain all day. In a short time the spokes and other bright parts become rusty and look far worse than if they were enamelled.

The B.S.A. Co. are consequently supplying a specially finished "ALL BLACK" CYCLE for such users.

The Machine is exactly similar in construction to the B.S.A. Roadster with the exception of the all black finish.

## SPECIFICATION.

**FRAME.** Made in following heights, 21 in., 23 in., 24 in., 25 in., 26 in., and 27 in.

**TYRES.** Dunlop or Palmer.

**FITTINGS.** B.S.A. throughout, Roadster pattern with 7 in. cranks.

**BRAKES.** Eadie Coaster and Front Brake or 2 B.S.A. Roller Brakes.

**CHAIN.** B.S.A.  $\frac{1}{2}$  in. pitch tested to a strain of 2000 lbs.

**GEAR.** 74, or to order.

**PEDALS.** B.S.A. Rat-trap or Rubber.

**HANDLE-BAR.** B.S.A. upturned.

**SADDLE.** Brooks' latest design B18, fitted with enamelled springs.

**GEAR CASE.** See extras shown below.

**FINISH.** Frame, forks, mudguards and the usual bright parts are finished with four coats of brilliant best black enamel on one coat of rust proof preparation, and neatly lined out with bronze.

Equipped with 15 in. celluloid inflator, clips, complete with tool bag, oiler, and the necessary B.S.A. spanners, to fit all nuts, cones and cups.

## EXTRAS.

B.S.A. Three-Speed Hub, £1 3s. 0d.

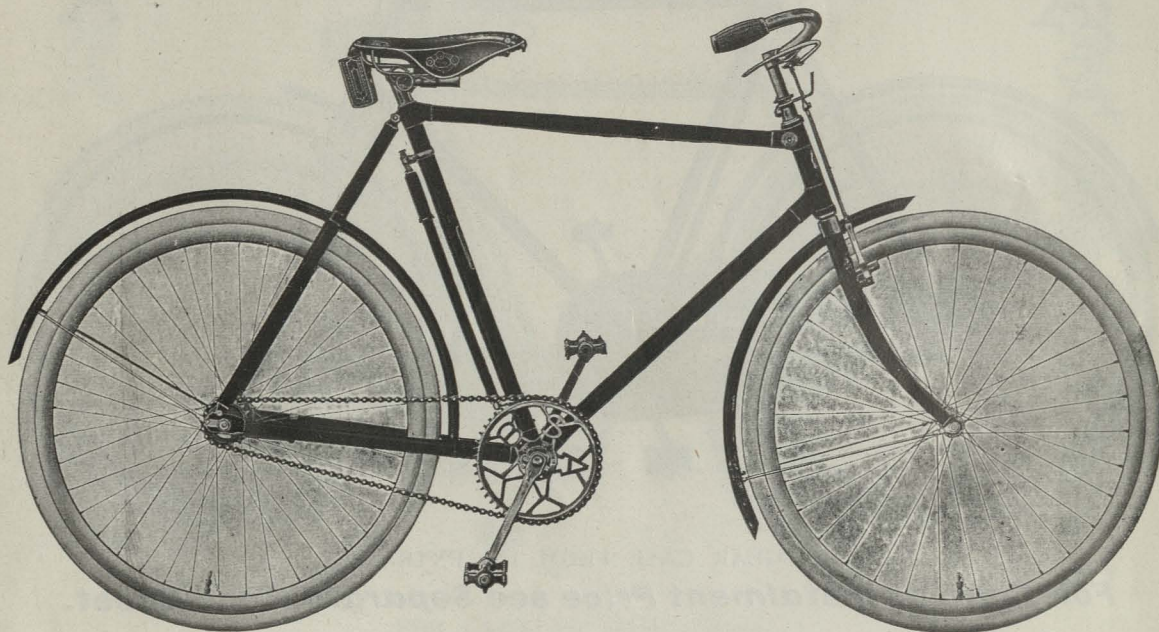
If fitted with Ordinary Metal Gear Case, 10s. extra nett.

If fitted with Oil Bath Detachable Gear Case, as illustrated, 20s.

THE

**“B.S.A.” LIGHT ROADSTER.**

BUILT THROUGHOUT BY THE B.S.A. COMPANY IN BIRMINGHAM.



26 in. WHEELS.

This Cycle is constructed on Roadster lines, but built with 26 in. wheels and  $1\frac{3}{8}$  in. tyres, which make it considerably lighter than the full Roadster Model with 28 in. by  $1\frac{1}{2}$  in. wheels.

During last season this was a favourite among clubmen and hard riders who take long week-end trips.

We again anticipate a good demand for it and hope to keep a good stock, War conditions permitting.

WE HOLD LARGER STOCKS OF GENUINE B.S.A. BUILT CYCLES than any other dealer in the suburbs.

**For Cash or Instalment Prices see Separate Price Sheet.**

**SPECIFICATION.**

*B.S.A. Fittings throughout.*  
*Weldless Steel Frame Tubes.*  
*26 in. Wheels.*  
*Plated Steel Rims, with enamel centres.*  
*Palmer Tyres, 26 in. by  $1\frac{3}{8}$  in.*

*Rat-Trap or Rubber Pedals.*  
*Gear 75, or to order.*  
*B.S.A. Chain,  $\frac{1}{2}$  in. pitch by  $\frac{1}{2}$  in. wide.*  
*Two B.S.A. Roller Brakes on North Road Bar.*  
*Brooks' B18 Saddle.*

Complete with Tool Bag, Tools, Pump, and Pump Clips.

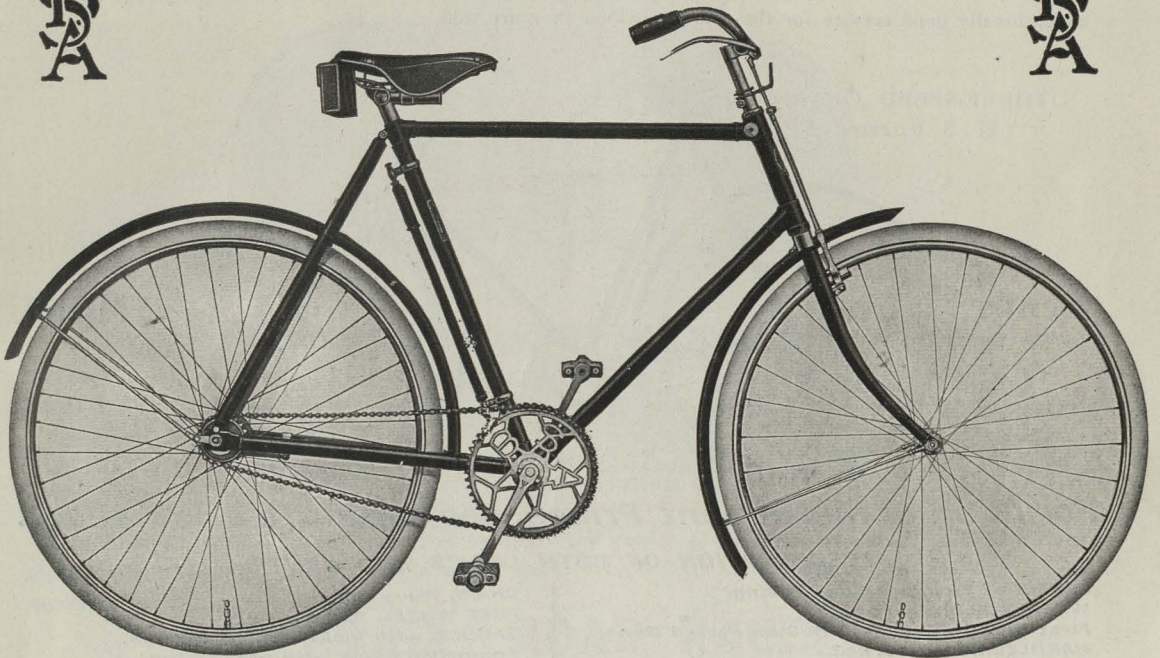
EXTRAS:

B.S.A. Three-Speed Gear, £1 3s. 0d.

**REPAIRS TO ANY MAKE OF MOTOR CYCLE.**

# The "B.S.A." ROADSTER.

THE SAME HIGH QUALITY AS B.S.A. FITTINGS.



28 in. WHEELS.

BUILT THROUGHOUT BY THE B.S.A. COMPANY.

***For Cash or Instalment Prices, see separate Price Sheet.***

This Model can be fitted with either two B.S.A. hand-applied Roller Brakes and Free Wheel, or a Coaster Hub and Front Rim Roller Brake without any extra charge.

### **SPECIFICATION.**

***B.S.A. Fittings throughout with Head lock.  
Weldless Steel Tubing.  
Palmer Tyres.  
28 in. Wheels, Nickel Plated Rims, with  
Enamelled Centres.***

***Brooks' B18 Saddle.  
B.S.A.  $\frac{1}{2}$  in. Roller Chain.  
Eadie Coaster Hub (or Hand-applied Roller  
Brakes).  
B.S.A. Pedals, Rat Trap or Rubber.***

Complete with Tool Bag, Tools, Pump, and Pump Clips.

### **EXTRAS:**

Three-Speed Gear, £1 3s. 0d.

GO INTO OUR MONTHLY PAYMENT SYSTEM. (See page 2).

**STUDY QUALITY AS WELL AS PRICE.**

## The "ESSEX" CYCLES.

These Cycles become more and more popular every year.

They have made a name for themselves as strong, reliable, hard-wearing Machines, that give exceptionally good service for the price at which they are sold.

THREE-SPEED GEAR,  
£1 6 0 extra.

Gent's



Model.

**For Cash or Instalment Prices, see separate Price Sheet.**

### SPECIFICATION OF BOTH LADY'S AND GENT'S.

FRAME of Weldless Steel Tubing.  
WHEELS 28 in. by  $1\frac{1}{2}$  in.  
First Grade PALMER TYRES on Plated Rims.  
HANDLEBARS, Upturned.  
BRAKES, Two Central Acting Roller.

CHAIN, Perry Roller.  
FREE WHEEL, Ball Bearing.  
SADDLE, with Nickel-Plated Springs.  
Enamelled Black with neat Lining.  
HEADLOCK of the best Friction Band Type.

The  
"Essex"



THREE-SPEED GEAR,  
£1 6 0 extra.

Lady's  
Model.

**For Cash or Instalment Prices, see separate Price Sheet.**

NOTE.—BOTH MODELS are complete with Pump, Tool Bag, Tools and Tyre Outfit.

**WE REPAIR ANY MAKE OF CYCLE.**

## CYCLES FOR BOYS AND GIRLS.



**For Cash or Instalment Prices, see separate Price Sheet.**

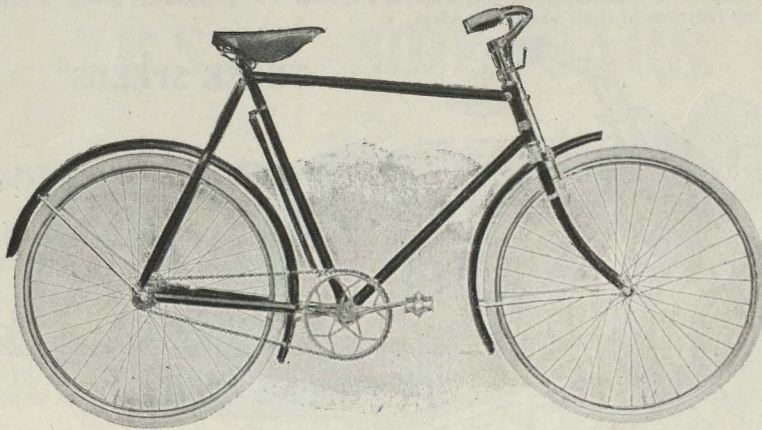
### SPECIFICATION.

FRAMES, 16 in., 18 in., and 20 in.  
WHEELS for 16 in. and 18 in. frame, 22 in.  
by  $1\frac{3}{8}$  in.  
WHEELS for 20 in. frame, 24 in. by  $1\frac{1}{2}$  in.  
WESTWOOD PLATED RIMS.  
GEAR 44 or 52.  
CHAIN,  $\frac{1}{2}$  in. pitch Roller.

PEDALS, Rubber.  
MUDGUARDS, Steel.  
SADDLE, Gough's.  
FREE WHEEL, Ball Bearing.  
BRAKES, Two Roller Lever.  
TYRES, Dunlop.

NOTE.—We advise where prospective users are tall enough the purchase of small size adult Essex Cycles, fitted with 26 in. wheels. The prices are a little higher, but the service obtained is far more satisfactory.

## “ESSEX” ROAD RACER.



A VERY POPULAR MODEL.

**For Cash or Instalment Prices, see separate Price Sheet.**

### SPECIFICATION.

SLOPING TOP RAIL. 26 in. Wheels with plated rims. Extension Guards.  
PALMER 1st GRADE TYRES. North Road Bar, with Front Brake and Eadie Coaster Hub.

**AGENT FOR FORD, DARRACQ AND WOLSELEY MOTOR CARS.**

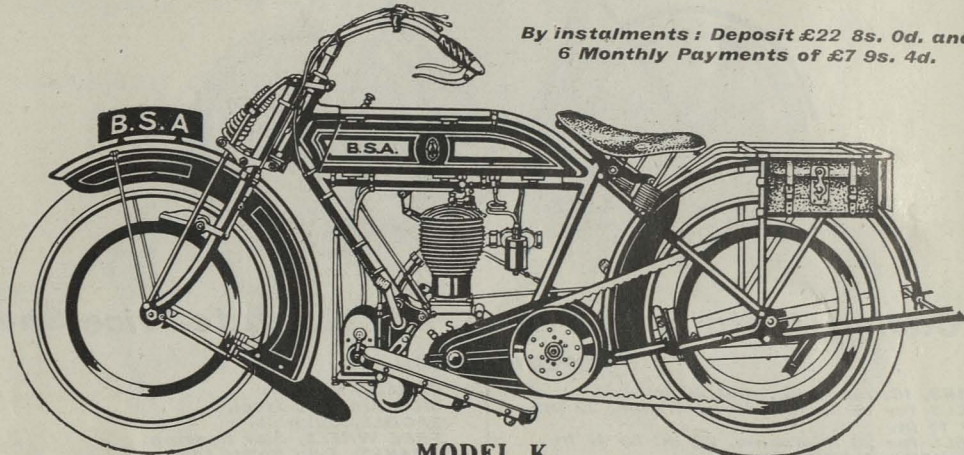


# "B.S.A." MOTOR CYCLES

(For Cash or Instalments).

Full Descriptive List of all Models on Application.  $4\frac{1}{4}$ -h.p. 85 by 98 mm. Bore and Stroke.  
**Price £64 Nett Cash.**

By instalments: Deposit £22 8s. 0d. and  
 6 Monthly Payments of £7 9s. 4d.



**MODEL K.**

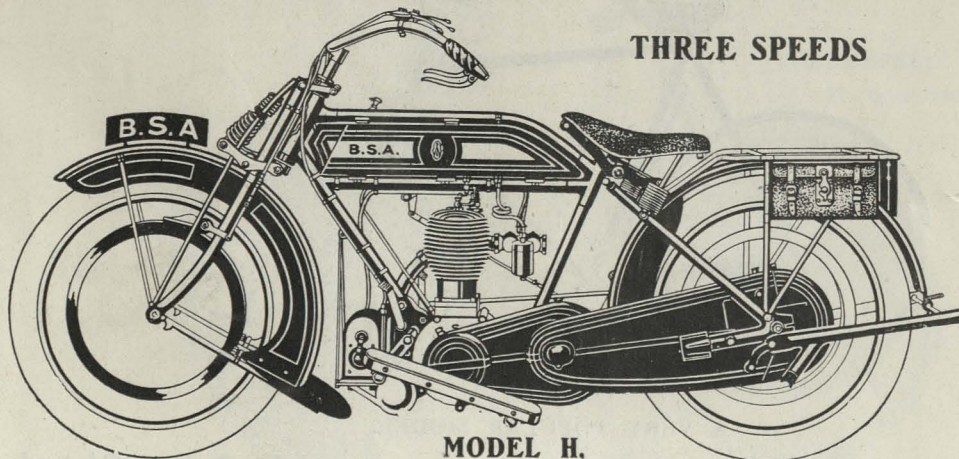
**BRIEF SPECIFICATION:** Countershaft 3 Speed Gear Box; Ball Bearings to Engine shaft kick starter; Stands to both wheels; Combined Chain and Belt Drive; Spring Forks (improved); B.S.A. Variable Jet Carburetter; 26 by 2½ in. Palmer Cord Tyres or Dunlops; Front Wheel detached by undoing one nut only; Special Silencer.

The B.S.A. Motor Cycles are built with that beautiful finish and accuracy, for which the B.S.A. Company is so justly famed.

It is an extremely comfortable machine to ride, and the flexibility and quietness of its engine is remarkable. It is generally conceded by the experienced Motor-Cyclists to be the best finished Motor Cycle.

We shall be pleased to send any prospective buyer a special B.S.A. Booklet, giving a full description of the many interesting features of their various models.

## THREE SPEEDS



**MODEL H.**

**SIDE CAR MODEL.** 85 by 98 mm. BORE AND STROKE.

**Price £66 Nett Cash.**

By instalments: Deposit £23 2s. 0d., and 6 Monthly Payments of £7 14s. 0d.

**ORDER EARLY, DELIVERIES MAY BE SLOW.**

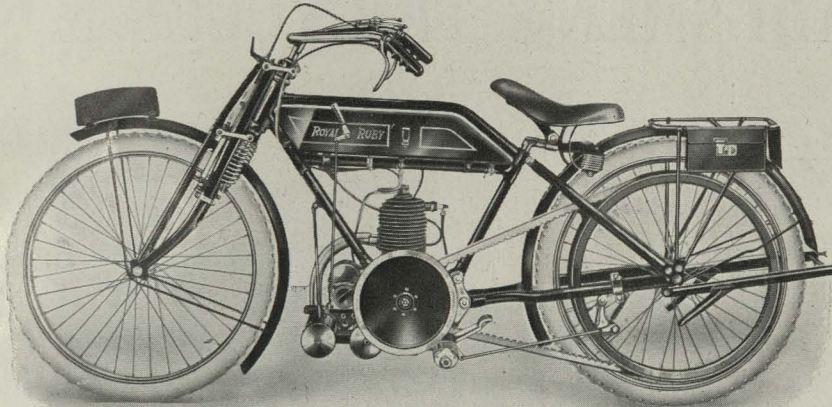
## CHAIN DRIVE,

Fitted with spring chain wheel to take up transmission shocks.

## A POWERFUL, WELL-BUILT MOTOR CYCLE AT A LOW PRICE.

With the advent of the TWO STROKE Motor Cycle engine, it is possible to buy a reliable light weight Motor Cycle that is easy to handle, and powerful enough to take an adult practically anywhere, at a very low figure.

We have THE SOLE AGENCY for the ROYAL RUBY two stroke, and can recommend it to our clients as the best value obtainable, as the specification will show. The many TWO STROKES we sold in 1915 and 1916 gave entire satisfaction in every instance.



**SPECIFICATION.**  
**ENGINE.** "Villiers"  
 2½ h.p. 70 mm. by  
 70 mm.  
**FRAME** as illustrated  
**FORKS.** Druid light-  
 weight.  
**MAGNETO** Ignition.  
**CARBURETTER**  
 A.M.A.C. special.  
**BRAKES.** Front Bow-  
 den, Back, foot-  
 brake on belt rim.  
**BELT.** Dunlop ½ in.  
**SADDLE.** Pan seat,  
 padded top.  
**CARRIER.** Tubular.  
**TANK** holds 1½ gall.  
**CONTROL** from  
 handlebar.  
**STAND** on Rear  
 Wheel.  
**WHEELS** 26 by 2 in.  
 B. E. rims.  
**TYRES** 26 by 2 in.  
 Dunlops.  
**ACCESSORIES.** Tool  
 bag, tools, pump,  
 and number plates

Owing to supply difficulties, it may be necessary to deviate slightly from the Specification given.

**For Cash or Instalment Prices, see separate Price Sheet.**

TWO SPEED COUNTERSHAFT GEAR, EXTRA.

## "B.S.A." SIDE CARS.

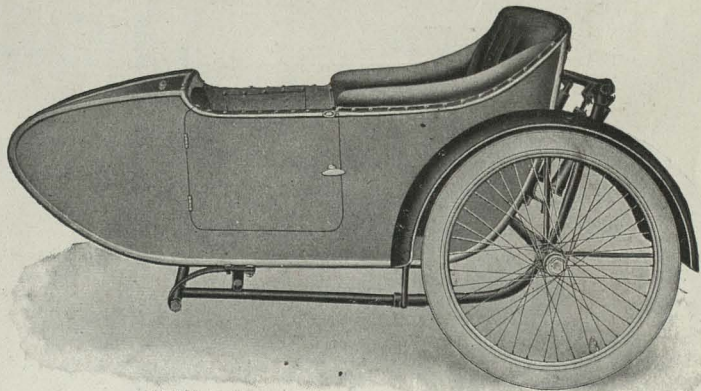
**TWO MODELS.**

**No. 2. £21 0s. 0d.**

and

**No. 1. £17 17s. 0d.**

Full particulars are given in  
 "B.S.A." Motor Cycle Price  
 List, which will be forwarded  
 upon request.



This is a beautifully finished vehicle, painted in dark green, and upholstered in a superior manner. The seat and back are spring fitted. The body suspension is on novel lines, "Helical" springs being employed, working vertically inside two cylinders, resulting in a particularly comfortable and pleasant vehicle, free from road shocks and side sway.

**ASK FOR FULL DESCRIPTIVE LIST.**



## TO TRADESMEN!

### SAVE TIME, MONEY AND WORRY



By sending for our **SPECIAL LIST** dealing with Tradesmen's vehicles. We **HIRE OUT BICYCLES AND TRICYCLES** AT A FIXED WEEKLY CHARGE, and **MAINTAIN THEM** in good running order, including all repairs and renewal of tyres due to wear or accident.

## TRADESMEN'S TRICYCLES.

*Cash Prices from*  
*£14 10s. to £22.*



## TRADESMEN'S BICYCLES.



Properly strengthened to withstand the hard work they are put to.

*Cash Prices from £7 15s. to £10 10s.*

Including Basket, Carrier, and Panel.

The Largest Caterers for Tradesmen's Cycles in the East of London.

**ECONOMY MEANS INCREASED PROFITS. TRY A CARRIER.**