

Around the Trade . . .

COVENTRY-EAGLE NEW SEASON'S PROGRAMME

Important Development in Frame Design

FIRST of the big manufacturers to announce their full programme for the coming season is the Coventry-Eagle Cycle and Motor Co., Ltd. While there will be no change in the prices of their machines, every model in the range has been improved. An important development has been made by this concern in connection with frame design, while, as regards appearance, the latest Coventry-Eagles are even more attractive than their predecessors. Two entirely new models, both of the sports type, have been added to the range, which now comprises fifteen machines, each of which is, of course, available with both men's and open frames.

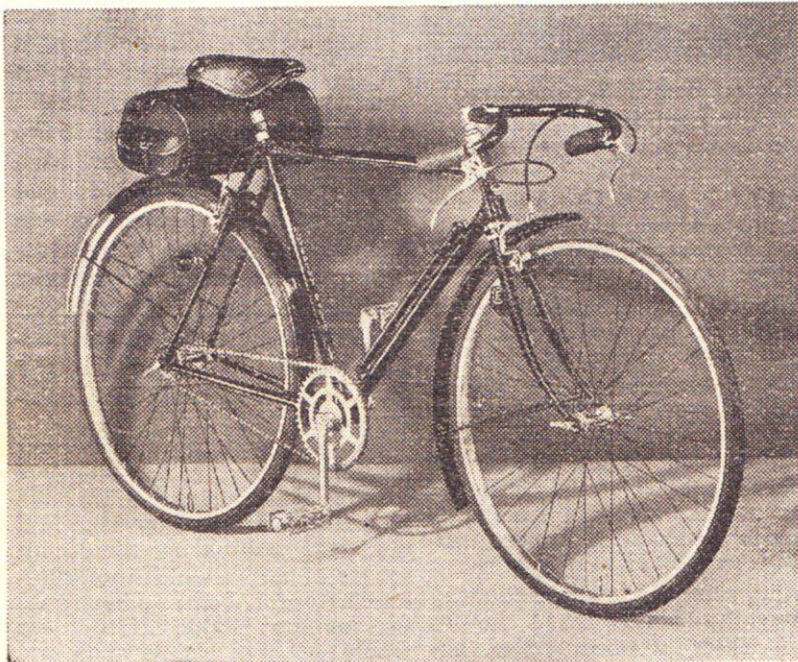
Quality is the keynote for 1939. "We have no desire to cheapen our machines," said Mr. A. Douglas Mayo, director of Coventry-Eagle. "On the contrary, our policy is to turn out as good a bicycle as can possibly be built, and we have spared no expense in planning our next season's productions. It is, without any doubt at all, the finest programme that this company has ever been able to place before its customers.

are now specially made to suit it. In no case has the designer had to sacrifice the efficiency of his layout in order to make use of lugs of standard pattern. Each frame is designed strictly for its particular purpose and jig-built to the finest limits of accuracy.

"From the production point of view this policy is, obviously, a costly one. But it will be duly appreciated by Coventry-Eagle buyers.

"Another technical development of importance is the use of sturdier bearings in the front hubs of all models; these have quarter-inch balls and larger spindles, ensuring great strength and extraordinarily long life."

Turning to the appearance of the machines, the company has been able, during the last few months, to effect considerable improvements in its enamelling methods. The result is that the latest finish shows a better gloss; it is confidently expected, too, to prove more durable. Attention has also been given to the matter of plating, and again with good effect; all gear-cases are now fitted with chromium discs, with the exception of that on the



Coventry-Eagle Model 34, priced at £5 2s. 6d.

"Months of preparation have, naturally, been necessary before the new specifications were finally decided upon, and a good deal of re-organisation has been involved at both the Bishopgate Green and Lincoln-street works. Extra equipment has been installed, and the enamelling plant, in particular, has been considerably extended.

"Every frame in the entire range has been redesigned. This alone was a colossal task, both for the design department and the production staff, and the step is one of even greater importance than might appear at first sight. What it means, briefly and in simple language, is that the frame lugs of each model

all-black model, while chromium-plated handlebars are much in evidence in the sports section of the range. Very attractive colour schemes, too, are offered to the clubmen.

Nameplates again take the place of transfers on the steering heads. These also add to the appearance of the models; they are of smart design and executed in chromium and enamel.

Here another innovation may also be mentioned: a Coventry-Eagle coat badge is included in the kit sent out with each machine.

Comfort has been well studied. Spring seats are being continued

COVENTRY-EAGLE 1939 RANGE

Classic Safety Tourist 3-speed caliper brakes, fitted with hinged detachable oil bath gearcase and chrome disc...	£6 12 6
Celebrity Sports, fitted with fully brazed-up racing frame and solid front fork ends ...	£5 2 6
New Flight Sports, now fitted with all chrome Russ forks	£5 10 0
New European Sports, fitted with Cyclo Star 3-speed, beautifully finished in pale green or pale blue, with silver panels or in all silver	£6 17 6
Flying Ace Sports, entirely redesigned, and also fitted with 3 arm chain wheel, Cyclo Deraileur 3-speed	£6 19 6
N.C.U. Sports, entirely redesigned with 73° head, Chater Lea fittings, 531 tubing, hiduminium handlebars and seat pillar, Dureal chain wheel, Ormonde saddle	£10 19 6
TANDEMS	
Flying Ace Tandem, entirely redesigned, single speed	£12 12 0
Flying Ace Tandem, entirely redesigned, and fitted with Cyclo Deraileur 3-speed	£14 14 0

and coil springs have been added. An interesting detail is a new type of rubber grip on the women's sports models. This, though no less resilient than its predecessor, is rather smaller in section, in order to suit the feminine hand. Girl riders report that it is much more comfortable to use.

Apart from their striking colour schemes, of which there is a considerable variety at the buyers' choice, the racing models feature all that is best in present-day lightweight bicycle practice. The lightest machine in the range, the N.C.U. Super Sports Model 88, weighs but 23 lb. complete.

Both the new sports mounts are fitted with Cyclo gear, one with the Cyclo-Deraileur and the other with the Cyclo-Star.

The list concludes with two tandems; these, in common with the rest, have frames of new design.

BLUEMEL'S ACCESSORIES

BRAKE the SAFEST WAY