

# TO TURN ALL YOUR TIME INTO MONEY,

And to ensure that every working hour of the Cycle Agents' year is devoted to profitable business, are the objects of the new Trading System we are preparing for the benefit of those Agents who handle the famous

A large, stylized logo for "NEW HUDSON CYCLES". The text is rendered in a bold, blocky, sans-serif font. "NEW" is at the top left, "HUDSON" is in the middle, and "CYCLES" is at the bottom right. The letters are white with a dark outline, set against a dark, rounded rectangular background with decorative flourishes at the corners.

**NEW  
HUDSON  
CYCLES**

This new Trading System will be ready for the use of New Hudson Agents at the forthcoming Stanley Show, and all who adopt it will be able to immediately commence to make money by it. Steady, profitable trade in winter, largely increased business in summer, and better profits all the time.

The New Hudson Bicycles which we shall exhibit at the approaching Stanley Show will contain many new features and improvements of great utility certain to greatly increase the popular demand for these famous cycles.

There are still a few places where we are open to appoint New Hudson Agents.

**THE NEW HUDSON CYCLE CO., LTD., 2, PARADE MILLS, BIRMINGHAM.**

**NEW FEATURES and IMPROVEMENTS  
TO ATTRACT THE CUSTOMER,  
AND NEW METHODS TO PLEASE THE TRADER,  
WILL MAKE IT WORTH YOUR WHILE TO STUDY  
OUR EXHIBIT OF THE FAMOUS**



**NEW  
HUDSON  
CYCLES**

**AT THE STANLEY SHOW.**

Every Trader knows it is not only the Goods that make the Trade, but the methods adopted to draw the Trade to the Trader. The New Hudson Cycles exhibited at the Stanley Show will be replete with numerous new and exclusive features of proved value, which will put these Matchless Machines in a position superior to those of any other make in attractiveness for the public. New methods of securing business and profit will also be introduced, placing the Trader who sells New Hudson Cycles in a better position to do trade than the holder of any other Cycle Agency.

**THE NEW HUDSON CYCLE CO., LTD., 2, PARADE MILLS, BIRMINGHAM.**



# NEW HUDSON CYCLES

WHICH WILL BE EXHIBITED ON

## STAND NO. 131, STANLEY SHOW,

will comprise many interesting New Models,  
including . . .

**NEW HUDSON COASTER HUB MODELS,** fitted with the New Hudson Coaster Hub, manufactured by us under license from Combination Hubs, Ltd.

**NEW HUDSON THREE SPEED MODELS,** fitted with the New Hudson Three Speed Gear, the best and simplest Three Speed Gear yet invented.

### IMPORTANT NEW DEVELOPMENTS

interesting to all Cycle Traders, will be submitted during the Show for the approval of those who hold the New Hudson Agency. These new proposals will tend to greatly improve the business prospects of the great majority of New Hudson Agents, enabling them to do larger and better trade during the busy season, and to tap new sources of business during the time when the cycle trade is dormant or inactive.

THERE ARE STILL A FEW PLACES WHERE WE HAVE NO AGENT,  
AND SOME AGENCIES WHICH WE ARE NOT RENEWING.

**THE NEW HUDSON CYCLE CO., LTD., 2, PARADE MILLS, BIRMINGHAM.**



Has long been waited for by Cycle Agents everywhere, and its coming is heralded by the opening of the present Stanley Show, where there will be issued the preliminary edition of the 1907 Catalogue

OF THE FAMOUS  
**NEW HUDSON CYCLES**

The contents of this Catalogue comprise many distinctly new features of the greatest importance and interest to all Cycle Agents, likely to prove of large permanent utility and profit to many Cycle Traders. They concern first of all

## OUR NEW MODELS FOR 1907.

### NEW HUDSON Coaster Hub Models.

Fitted with a new Coaster Hub manufactured by us under license from Combination Hubs, Limited.

### NEW HUDSON 3-Speed Models.

Fitted with a new but fully tested and proved 3-Speed Hub of greatly improved simplicity and efficiency.

### NEW HUDSON 2-Speed Models.

Fitted with the Hub 2-Speed Gear, and marketed at most popular Prices.

These and many other new models are catalogued at new prices representing greatly improved value to the public certain to lead to greatly increased trade. This improved trade will, we believe, arise not only from the re-arranged prices, but from the greatly improved value which all our models show.

**THE NEW HUDSON CYCLE CO. LTD BIRMINGHAM.**

# NEW IDEAS

the utility and value of which have been proved beyond question, figure largely in the 1907 Catalogue of

# NEW HUDSON CYCLES

These proofs demonstrate the value of the ideas for the Agents who may handle the cycles in which these new ideas are embodied. Take for instance:—

## THE NEW HUDSON THREE-SPEED MODELS

The Three-speed Hub, which is fitted to these Models, has been submitted to probably more exhaustive tests than have ever previously been applied to any speed gear. Many riders have with it covered great distances up to 6,000 miles, and in every case with the utmost satisfaction.

In August last Mr. C. G. Cooper, of the Hull Bicycle Club, on his record ride of 1,000 miles on British roads in 4 days, 15 hours, 55 minutes, rode a New Hudson Bicycle fitted with this gear, which stood the great test in the most perfectly satisfactory way, a proof of reliability which has not been approached by any other variable gear.

## THE NEW HUDSON COASTER MODELS AND THE NEW HUDSON TWO-SPEED MODELS

are also new machines which embody fully tested ideas in which New Hudson Agents cannot fail to do very large business, for they have the advantage of novelty without the disadvantages attaching to untested inventions, and they satisfy in the highest degree the public requirement of high quality and progressive improvement at small cost.

The superior merits of all these models, combined with their exceptionally moderate prices, are certain to create for them exceptional popularity and demand.

# NEW METHODS

for ensuring profitable, all-the-year-round Trade, are now being submitted for the consideration of Agents who sell

# NEW HUDSON CYCLES

Some of these new methods are indicated by a number of additional sections added to the 1907 Catalogue, and dealing with our . . . .

## SPORTING GOODS AGENCY SCHEME.

These pages contain details of a great selection of Sporting and Pastime Goods certain to be always in large demand at good profits, goods which are easy to be handled by the Cycle Agent, and universally recommended by the Cycle Press and experts generally as suitable, profitable side lines for Cycle Traders.

We offer to every New Hudson Cycle Agent the option of dealing in these Sporting Goods upon particularly favourable terms—the lowest trade rates for the smallest orders, and we give all who take this option unique catalogue and advertising advantages in the initiation of this new branch of trade, a quite unparalleled opportunity to engage in a new, most profitable business at the very minimum of cost.

THE CATALOGUE PRICES OF 1907 NEW HUDSON CYCLES WILL BE SUBJECT TO

**TEN PER CENT. FOR CASH,  
NO EXTRA FOR EASY PAYMENT,**

and this recognition of the modern tendency of Cycle Buyers, together with the assistance we accord our Agents in the handling of easy payment business, will, we believe, materially help all who hold the New Hudson Agency to do an increased trade on modern progressive lines.



**NEW  
HUDSON  
CYCLES**

ARE EXHIBITED ON  
**STAND No. 131, STANLEY SHOW,**

where we solicit an early visit of inspection from those Cycle Traders at present holding the Agency as well as from those desirous of taking up our representation.

There are still some places where we are not represented, and some places where we are not renewing present Agencies. If you are desirous of treating for our Agency, please pay us an early visit at

**STAND No. 131, STANLEY SHOW.**



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**THE NEW HUDSON CYCLE CO. LTD BIRMINGHAM.**



**FOR MORE TRADE & GREATER PROFIT**

GET THE AGENCY FOR THE FAMOUS

**NEW HUDSON CYCLES**

**WE GIVE WHAT THE  
WORLD WANTS, THE  
WORLD'S BEST VALUE.**

The splendid combination of highest excellence of quality with most moderate price, which has for so many years formed one of the outstanding New Hudson features is for the coming season more pronounced than ever.

## NEW HUDSON POPULAR-PRICED MODELS

**OUR BOLD AGGRESSIVE  
ADVERTISING SCHEME  
MAKE NEW HUDSON  
ADVANTAGES KNOWN  
EVERYWHERE.**

Offer to the public value which is positively unapproached by any other firm in the Cycle industry—Quality which is sure to satisfy, and Prices to enable the Agent to do business against any competition.

## NEW HUDSON THREE - SPEED MODELS,

BUILT UNDER LICENSE FROM THE OWNERS OF PATENTS Nos. 7796-05 and 18395-05.

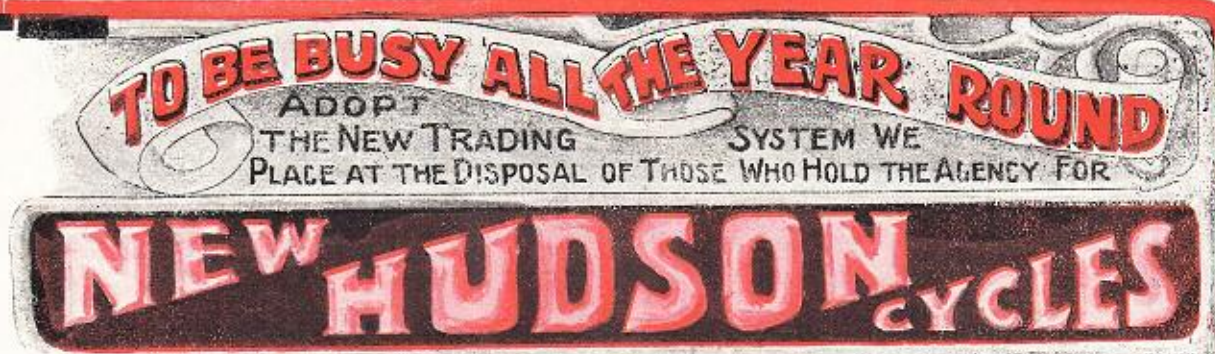
**OUR IMPROVEMENTS  
IN CYCLE CONSTRUCTION  
FOR 1907 ARE  
PRAISED EVERY-  
WHERE.**

**OUR NEW 3-SPEED  
WILL ENABLE OUR  
AGENTS TO DOUBLE  
THEIR BEST CLASS OF  
BUSINESS THAT PRO-  
DUCE THE LARGEST  
PROFITS.**

Are fitted with an entirely new Three-speed Gear, which is acknowledged by the best experts of the Cycle industry to be one of the most decided and unmistakable Bicycle improvements of the time. Greater simplicity, a smaller number of parts, and less complications than any other Gear, with greater efficiency and easier working. A Gear that has already been subjected to actual riding tests on the road, more severe and prolonged than have ever been applied to any other Gear, and has, under all, proved most triumphantly successful.

FIND OUT ALL ABOUT THEM AT STAND 131, STANLEY SHOW.

**THE NEW HUDSON CYCLE CO., LTD., BIRMINGHAM.**



**THIS IS A NEW IDEA THAT WILL MOST CERTAINLY GREATLY IMPROVE THE POSITION OF ALL TRADERS ADOPTING IT.**

We offer every New Hudson Agent the opportunity of uniting with his Cycle Business the finest, most popular and most profitable Side Lines trades. If you wish to make more money during the busy summer season, and never to know a slack time all the year round, consider carefully our

## **SPORTING GOODS AGENCY SCHEME,**

**PLENTY TO GET WITH PRACTICALLY NO RISK.**

Under which the Cycle Agent is offered an opportunity of entering a most popular and remunerative business at the minimum of trouble, and with only a nominal risk of capital.

## **NEW HUDSON TWO-SPEED MODELS**

**KNOWN WELL & LIKED EVEN BETTER.**

Are for the coming season listed at more popular prices than ever. Certain to evoke great trade at all seasons, that will help make Traders busy all the year round.

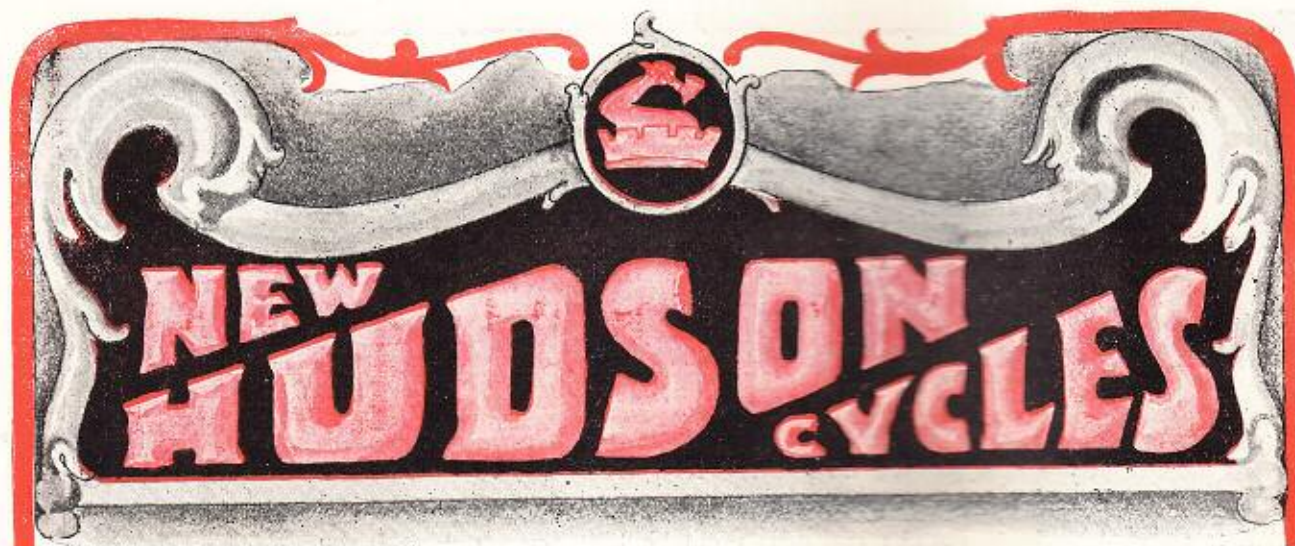
## **NEW HUDSON COASTER MODELS**

**A POPULAR LINE OF HIGHEST EXCELLENCE**

Are another new Line certain to help the Agent who wants all the year round remunerative trade. Built under the well known patents of Combination Hubs, Limited, absolutely the best, most reliable, and at the same time most moderate priced Coaster Models on the market.

**FIND OUT ALL ABOUT THEM AT STAND 131, STANLEY SHOW.**

**THE NEW HUDSON CYCLE CO., LTD., BIRMINGHAM.**



ARE EXHIBITED ON  
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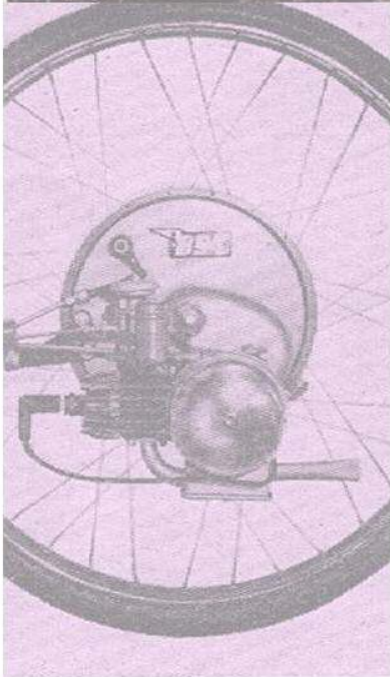
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# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)