

10 May 1938



Catalogue number R0416
Price code G (1 of 15)
Date 15 October 2013

IceniCAM Information Service

A.36 now goes on ahead and view.
right. A.442 goes on ahead and view.

6-Day Cycle Race

4 RECORDS

on

RUDGE

World Champion Karel Kaers riding a Rudge Bicycle broke the following records during the International Six-Day Race at Wembley

- ★ **1 MILE** Time Trial - - - 1 min. 52 $\frac{2}{5}$ secs.
(European Record)
- ★ **1 LAP** Time Trial (176 yds.) - - - 9 $\frac{3}{5}$ secs.
(European Record)
- ★ **2 MILES** Team Trial—Standing Start.
Riding with Georges Ronsse - - - 3.51 $\frac{4}{5}$ secs.
(European Record)

1 MILE WORLD RECORD

In 1 min. 50 $\frac{3}{5}$ secs.

Once again Rudge proclaims its traditional leadership on Road and Track

**For SPEED and RELIABILITY—Choose a RUDGE
BRITAIN'S BEST BICYCLE**

Rudge-Whitworth Ltd., Coventry

24 May 1938



Catalogue number RO416
Price code G (2 of 15)
Date 15 October 2013

IceniCAM Information Service

alley, set in lovely woodlands. If and a good map is essential. (Continued on page 6.)

A MAGNIFICENT RIDER ON A MAGNIFICENT BICYCLE

KAREL KAERS *and his* RUDGE

on which he broke the

1 MILE

Worlds Record

in 1 min. 50³/₅ secs



Photo by the courtesy of "The Cyclist."

A 6' 2" giant weighing over 15 stone, dashing into steep bankings of 60° at over 37.5 miles an hour on an attempt to beat Goulet's Mile record which, despite many attempts by crack riders, has stood since 1911.

The bicycle was "special" only in as much as the lugs were of a different angle from standard practice. In every other respect the machine was of standard materials exactly the same as are used in the Rudge any clubman can buy. Once again the record-breaking tradition of Rudge on road and track is maintained.

Whether it is for record breaking—1,000 miles or 1,000 yards—or for everyday riding Rudge workmanship, materials and design are in a class by themselves.

Ride the dependable

RUDGE

Rudge Whitworth, Limited, Coventry.

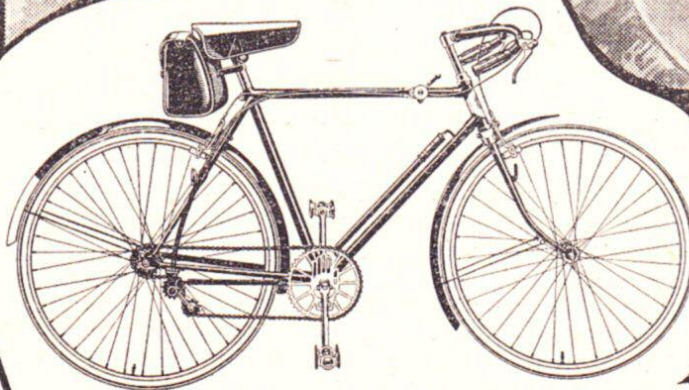
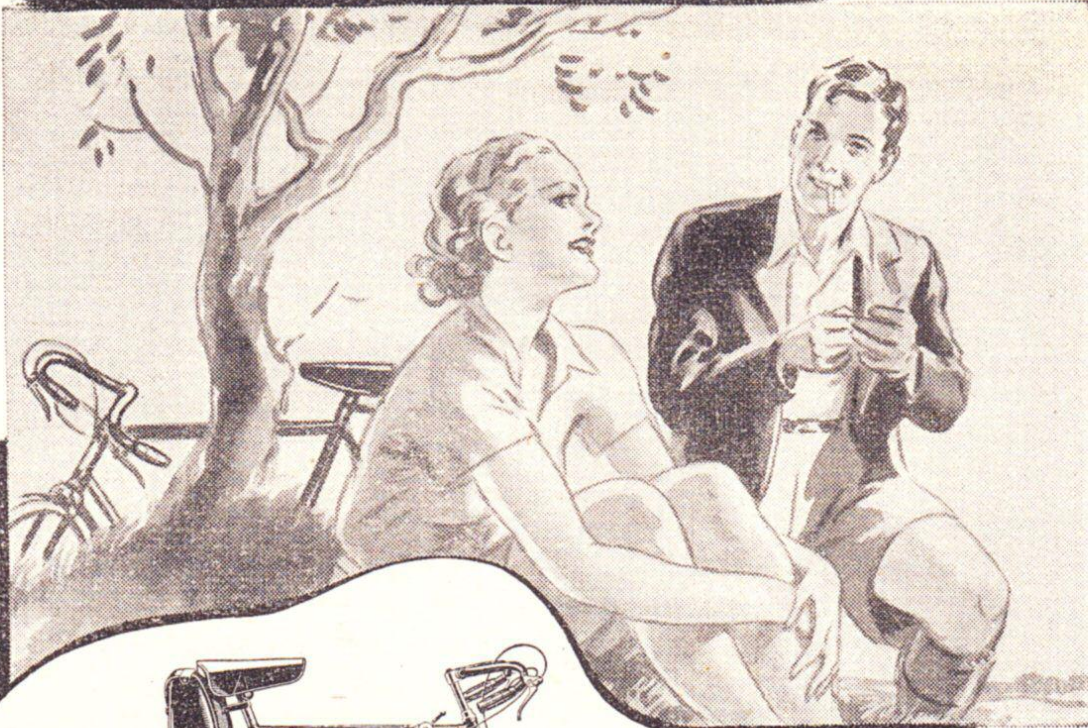
8 June 1938



Catalogue number R0416
Price code G (3 of 15)
Date 15 October 2013

IceniCAM Information Service

Perfection!



RUDGE bicycles bear the stamp of intelligent design and luxurious refinement in every detail of their specification and finish. They are machines on which every cyclist would be proud to be seen.

At each of those vital points on which smooth-running and long life depend, Rudge have **perfected** features which show a great advance on current practice, and **are only to be found on Rudge Bicycles**. With Rudge you get the perfection which comes from over 70 years' successful bicycle manufacture. Yet this costs you no more!

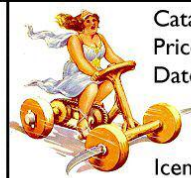
RUDGE

The Rudge "Fast Sports" Model No. 72 (Ladies' Model No. 82), fitted as standard with Deraillleur 3-speed gear (85in., 66.5in., and 54in.). CASH PRICE £6-12-6, or 10/- down and 12 monthly instalments of 12/5 or 2/11 a week.

Write for 1938 Rudge Catalogue and name and address of your nearest Rudge dealer.

Rudge Whitworth, Limited, Coventry.

25 June 1938



Catalogue number R0416
Price code G (4 of 15)
Date 15 October 2013

IceniCAM Information Service

...with two days in which to ...
through wild and country. The do it. ... tourist had ever spent.

'A BRILLIANT COMBINATION'

Another Star chooses the STAR FEATURE RUDGE

H. H. HILL in his first professional race defeated World Champion **ELOI MEULENBERG** in the Dunlop Jubilee Meeting at Herne Hill on June 11th, 1938.

Photo by courtesy of "Cycling."



A bicycle doesn't make the man of course — but it IS significant that yet another champion rode his way to victory on a

Rudge. If you wanted proof that a Rudge was the finest cycle for you, isn't that enough? Whether you ride a bicycle for sport, pleasure, or simply for getting to and from work—you can be sure of the very same **Rudge perfected features** that helped Harry Hill on his performance. Not only Harry Hill—but champions of the past have put their trust in Rudge. With this long line of successes behind them isn't it clear that **your** next cycle ought to be a Rudge?

Ride

THE DEPENDABLE

Write for Catalogue of the
1938 Rudge Models.

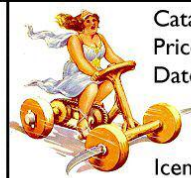
Rudge-Whitworth Ltd., Coventry

RUDGE

BRITAIN'S BEST BICYCLE

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9 July 1938



Catalogue number R0416
Price code G (5 of 15)
Date 15 October 2013

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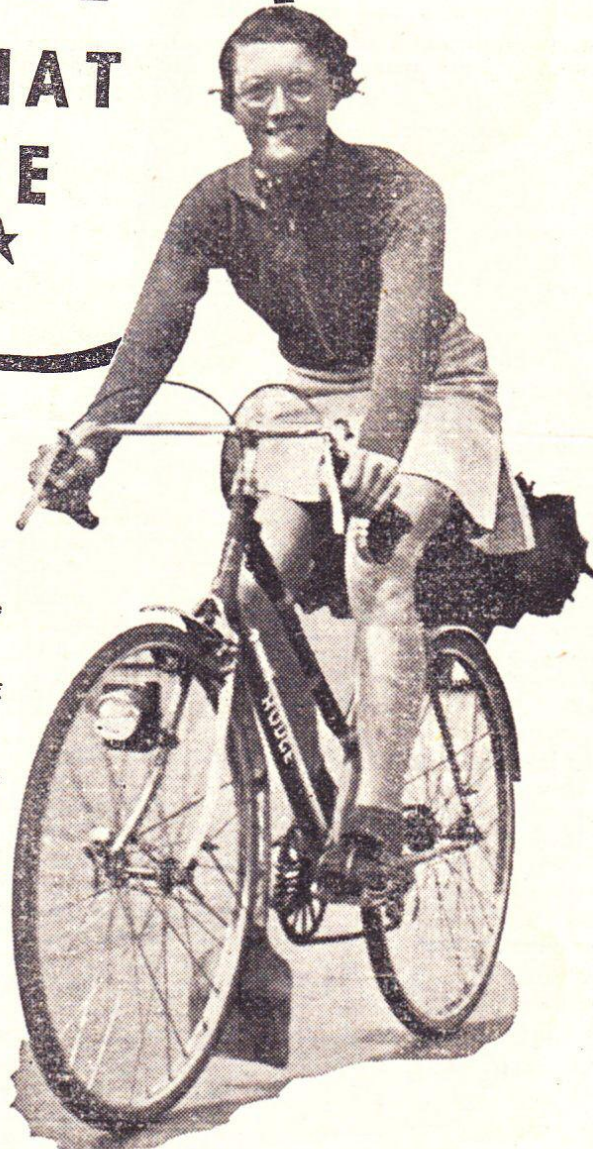
(Continued on page 14)

EVERY RUDGE WILL DO WHAT ANY RUDGE HAS DONE ★

Billie Dovey — the Rudge "Keep-fit" Girl, is making a 25,000 mile tour of Great Britain — just to demonstrate the benefits of cycling as a means to perfect health and fitness.

- ★ Billie Dovey has ridden over 14,000 miles since January 1st this year — ON A RUDGE!
- ★ Rene Menzies has topped the stupendous mileage of 90,000 since January 1st, 1937 — ON A RUDGE!!
- ★ Karel Kaers broke the World's Mile Record at the Wembley Six Days' Bicycle race — ON A RUDGE!!!

And this is the point — these performances prove beyond doubt a Rudge Bicycle has such an immense margin of strength and durability that you are assured of years of trouble-free, easy riding.



Ride THE DEPENDABLE
RUDGE
BRITAIN'S BEST BICYCLE

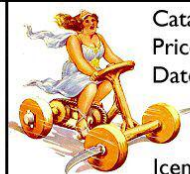
Write for 1938 Rudge Catalogue
and name and address of your
nearest Rudge Dealer.

Rudge-Whitworth, Limited, Coventry.

When replying to advertisers please mention "The Bicycle"

Longleys

23 July 1938



Catalogue number RO416
Price code G (6 of 15)
Date 15 October 2013

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parison to many such relics to be stands the picturesque Boat undespoiled.

PROOF

is better than promise!

It is out on the open road that the promise of smooth and effortless riding, which a study of Rudge's exclusive features holds out, is translated into the reality of PERFORMANCE.

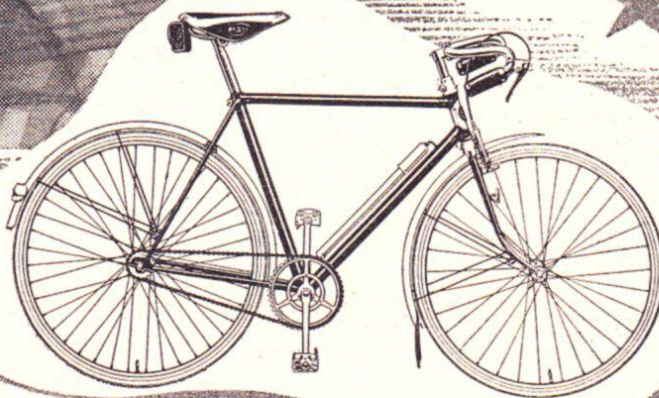
The Rudge "Aero-Special" comes from pedigree stock — stock which has proved itself for speed and staying power on track and road. Perhaps its greatest achievement was when, in the capable hands of Rene Menzies, it covered the astounding distance of 61,561 miles in 12 months without the slightest mechanical trouble or replacement. A standard machine taken straight from stock, that "Aero-Special" is still being ridden by Menzies!

With Rudge — you get guaranteed performance. Yet it costs you no more!



THE RUDGE "AERO-SPECIAL" MODEL No. 75

High tensile chrome-molybdenum tubing. Rustless double-buttet spokes. Dunlop specially light steel rims and high pressure tyres. Tecalemit gun lubrication. Rudge oil-bath bottom bracket. Rudge pencil-type hubs with $\frac{1}{4}$ in. DIAMETER HIGH DUTY ball bearings. Rudge patented caliper brakes. Rudge super-fitted front forks. CASH PRICE £8-11-0, or 10/- down and 12 monthly instalments of 16/4 or 3/11 a week.



RUDGE

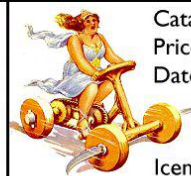
BRITAIN'S BEST BICYCLE

Longleys

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Rudge Whitworth, Limited, Coventry.

6 August 1938



Catalogue number RO416
Price code G (7 of 15)
Date 15 October 2013

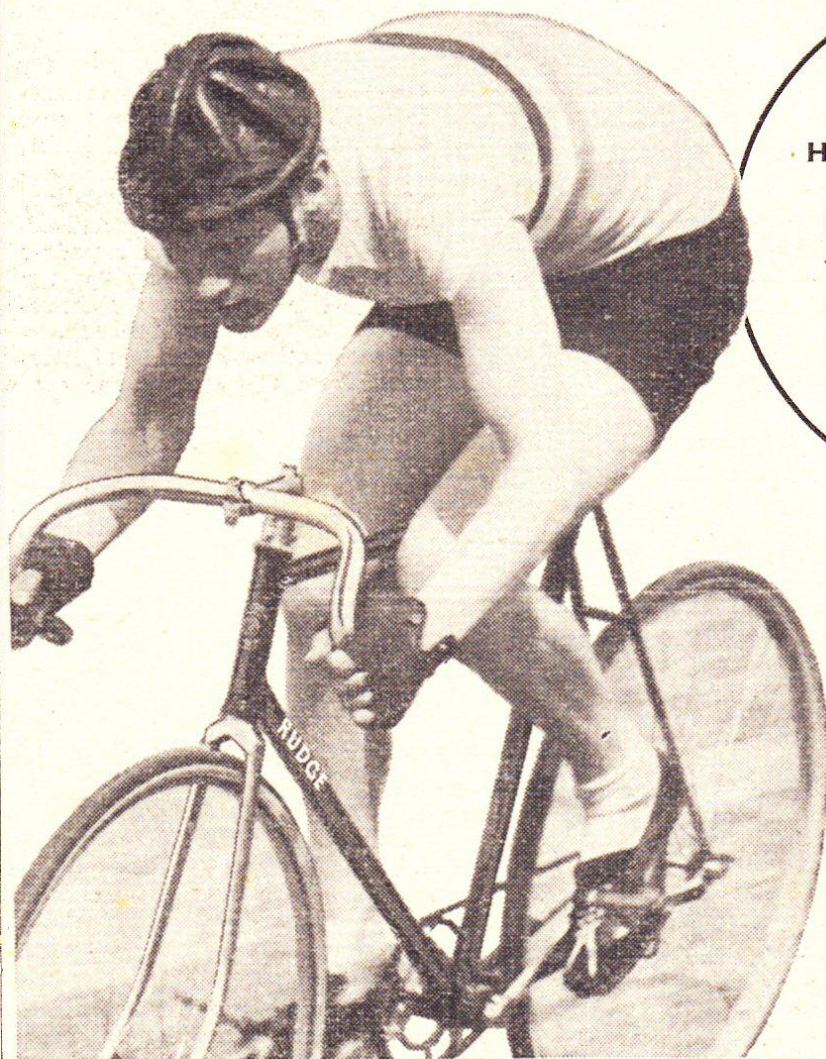
IceniCAM Information Service

the extent of about £1,000. proffered in dealers' catalogues.

YET ANOTHER TRIUMPH FOR THE DEPENDABLE RUDGE

RUDGE

breaks
the British **HOUR**
record



*Riding
at Paddington Track
on July 19th*
HARRY HILL on a RUDGE
covered

26 miles
1008 yards in
60 minutes

A NEW BRITISH RECORD

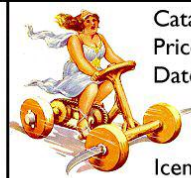
*(Subject to official
confirmation)*

This is not only yet another record captured by Rudge, but further proof of Rudge's superiority in every class of riding. Harry Hill joins the cream of the world's crack riders—Rene Menzies and Karel Kaers—who are carrying on the 70-year-old Rudge tradition of success in every field of riding.

Rudge-Whitworth, Ltd., Coventry

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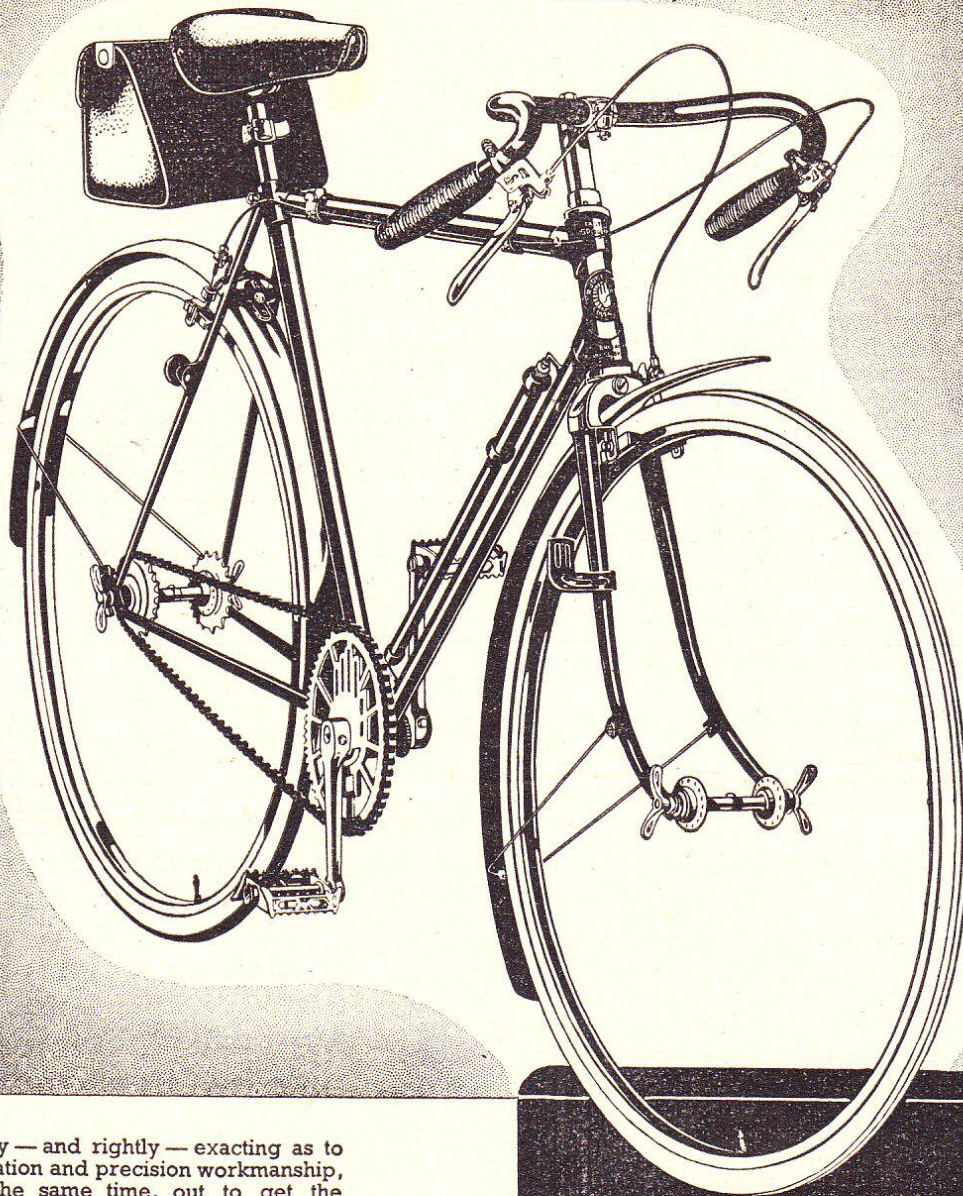
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Date 15 October 2013

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A Masterpiece of Precision FROM THE RUDGE 5-STAR FEATURE RANGE



Naturally — and rightly — exacting as to specification and precision workmanship, yet at the same time, out to get the highest value for money, the Clubman is safe in choosing RUDGE — famous for over 70 years for Quality. There is remarkable value in this model No. 67, with distinctive features not found on any other bicycle . . . The Clubman's ideal mount, for £5.10.0 cash, or 5/- down and 12 monthly instalments of 10/7, or 2/6 a week.

Write for Rudge catalogue, and name and address of nearest Dealer to Rudge-Whitworth Ltd., Coventry.

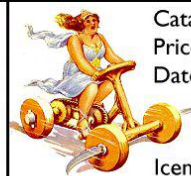
THE DEPENDABLE

RUDGE

B R I T A I N S B E S T B I C Y C L E

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1 October 1938



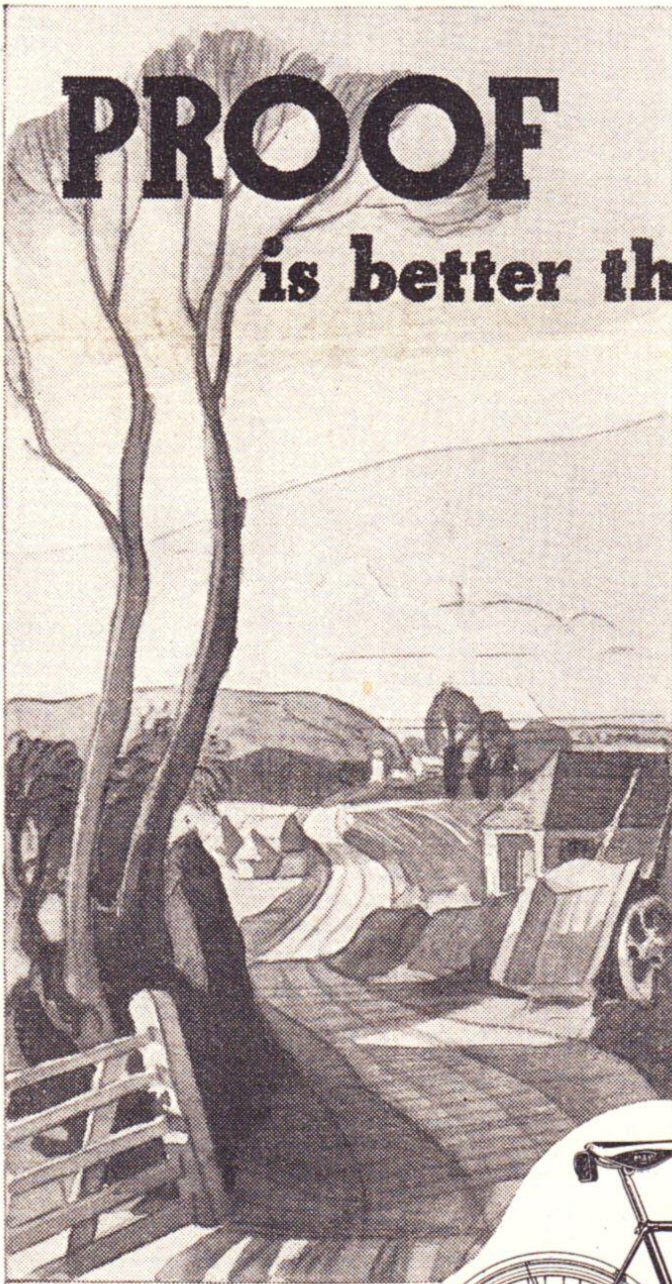
Catalogue number RO416
Price code G (9 of 15)
Date 15 October 2013

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England's storied West, make a picture that never fades or disappears.

PROOF

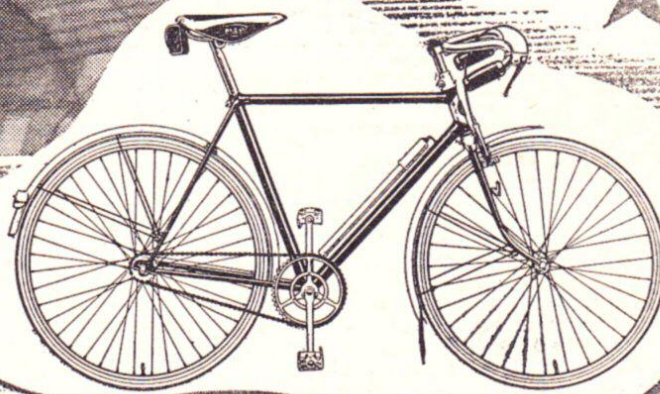
is better than promise!



It is out on the open road that the promise of smooth and effortless riding, which a study of Rudge's exclusive features holds out, is translated into the reality of PERFORMANCE.

The Rudge "Aero-Special" comes from **pedigree stock** — stock which has **proved** itself for speed and staying power on track and road. Perhaps its greatest achievement was when, in the capable hands of Rene Menzies, it covered the astounding distance of 61,561 miles in 12 months without the slightest mechanical trouble or replacement. A standard machine taken straight from stock, that "Aero-Special" is still being ridden by Menzies!

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RUDGE

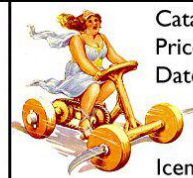
BRITAIN'S BEST BICYCLE

Longleys

Rudge Whitworth, Limited, Coventry.

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15 October 1938

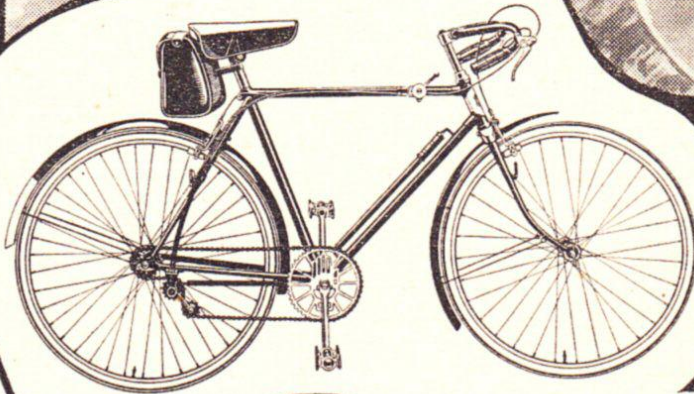
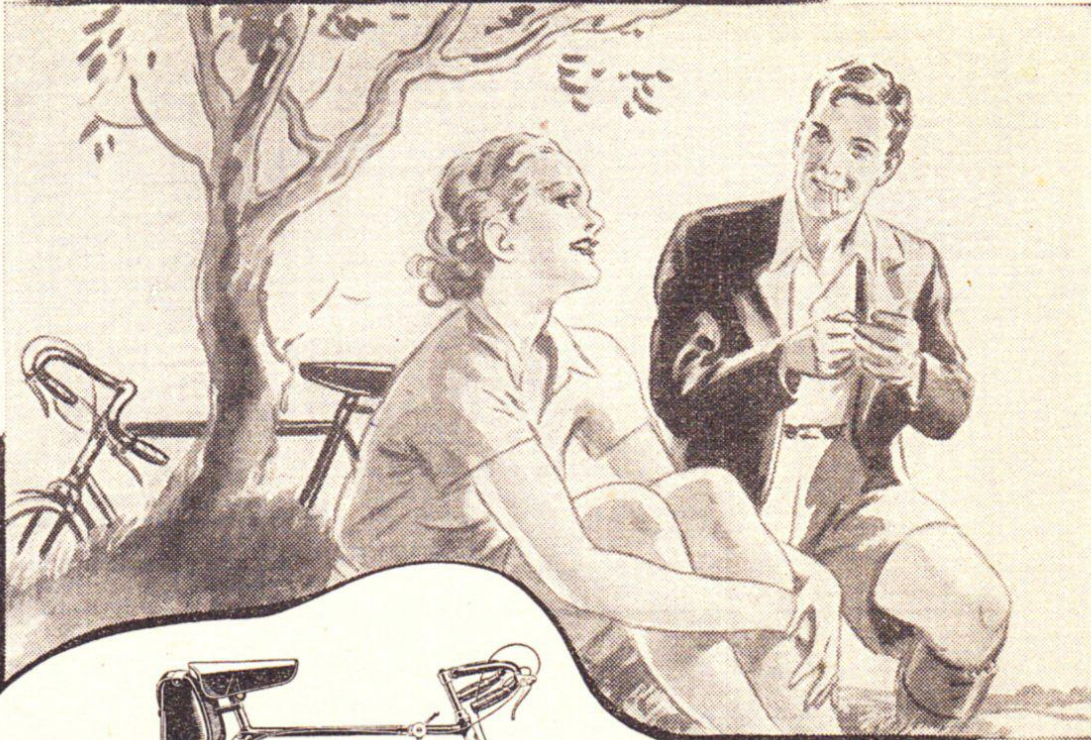


Catalogue number R0416
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Date 15 October 2013

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bits of toe straps, cape straps, and two apparently sane and normal (Continued on page 6)

Perfection!



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RUDGE

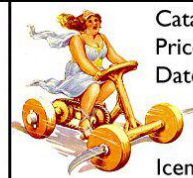
The Rudge "Fast Sports" Model No. 72 (Ladies' Model No. 82), fitted as standard with Derailleur 3-speed gear (85in., 66.5in., and 54in.).
CASH PRICE £8-12-6, or 10/- down and 12 monthly instalments of 12/5 or 2/11 a week.

Write for Rudge Catalogue and name and address of your nearest Rudge Dealer.

Rudge Whitworth, Limited, Coventry

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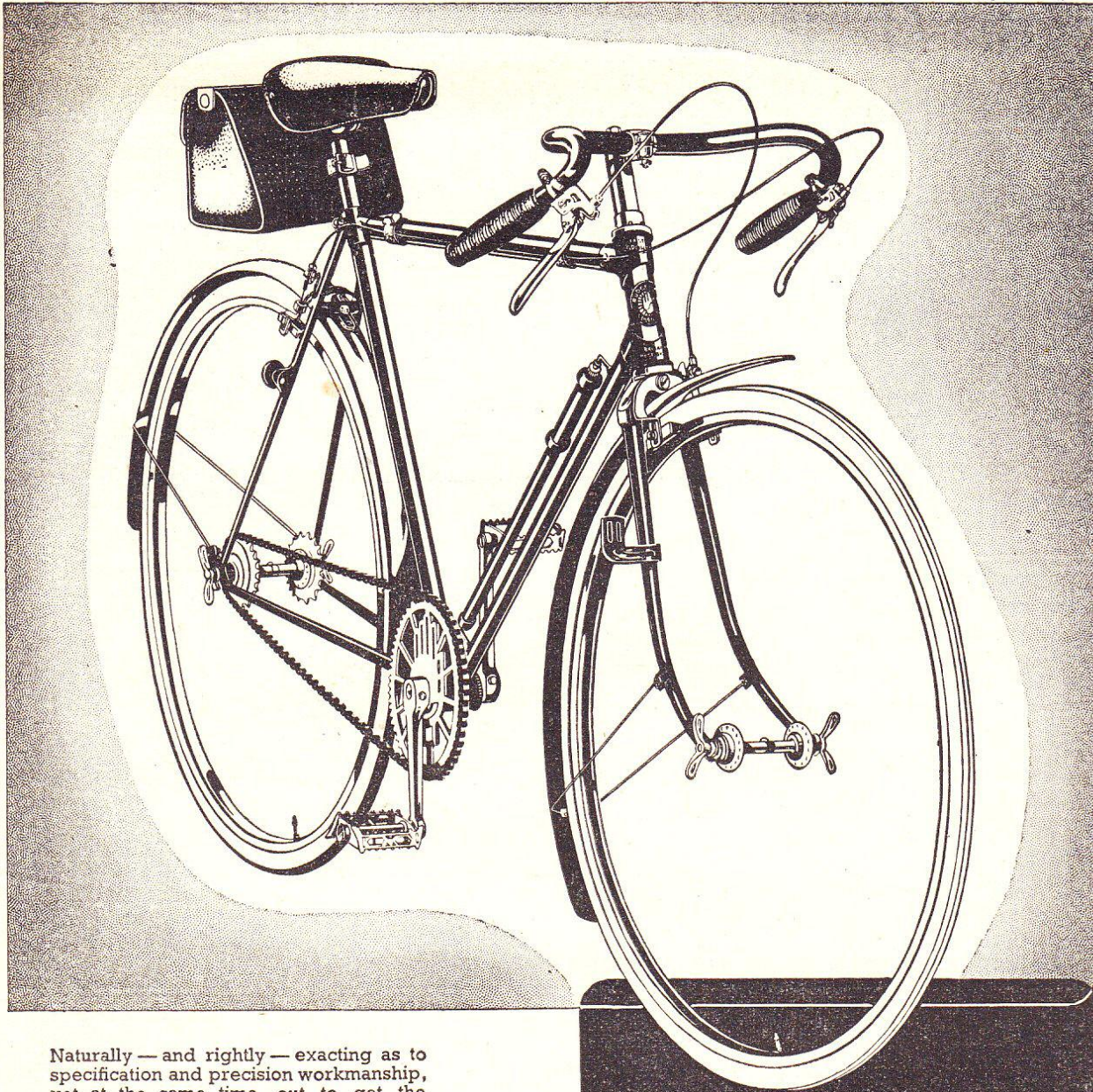
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Catalogue number R0416
Price code G (11 of 15)
Date 15 October 2013

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Write for Rudge catalogue, and name and address of nearest Dealer to Rudge-Whitworth Ltd., Coventry.

THE DEPENDABLE
RUDGE

B R I T A I N S B E S T B I C Y C L E

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THE "True-Poise" RANGE FOR 1939

backed by the famous name of

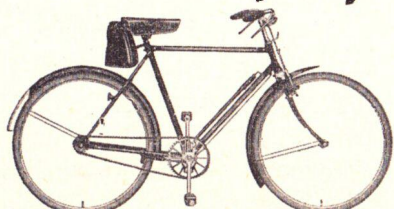
RUDGE

Come and see the new range
of RUDGE "TRUE-POISE"
models on

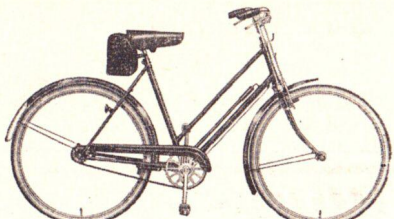
STAND 28
at Earls Court.

Talk it over with your Rudge
Dealer who will explain the ad-
vantages of Rudge's many exclu-
sive features. Study the new
Rudge fully illustrated Catalogue

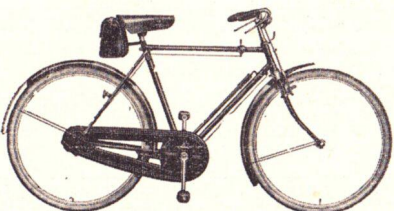
For the everyday rider



Model 86, "SUPERSAFE TRAFFIC," Gent's £5 15s.



Model 88, "SUPERSAFE TRAFFIC," Lady's £5 15s.



Model 87, "SUPERSAFE TRAFFIC," Gent's £7 5s.

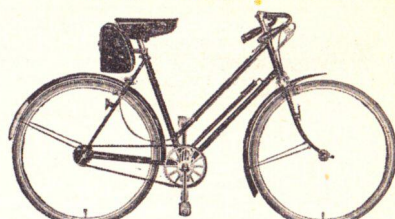
RUDGE have always made a special study of the needs of the "Everyday Rider." RUDGE "True-Poise" Riding gives him maximum easy riding with the minimum of energy expenditure. Now Rudge introduce a new series of "SUPERSAFE TRAFFIC" models specially designed for modern traffic conditions with specially low riding position, brazed up back stays, 26in. wheels and rolling lever brakes. This is only one of a series of models of special interest to the "Everyday Rider," every model incorporating "True-Poise" Riding and a number of exclusive Rudge features.

RUDGE successes on road and track have firmly established the popularity of these famous bicycles among Club Riders. Machines which have proved over and over again their speed and endurance in the hands of the Champions have that margin of quality at a reasonable price which the Clubman requires. The new 1939 range of Rudge "SPORTS" models suit the exacting needs of the Clubman in every respect. Every model is a "True-Poise" model offering a wealth of exclusive features. Make a point of seeing them at Earls Court.

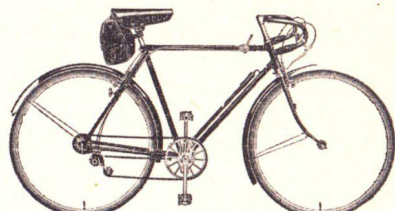
For the Club Rider



Model 67, "SPORTS," Gent's £5 10s.

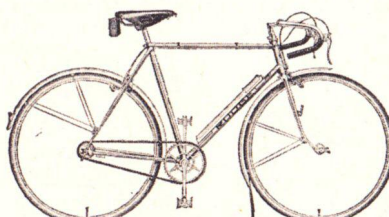


Model 68, "SPORTS," Lady's, £5 10s.

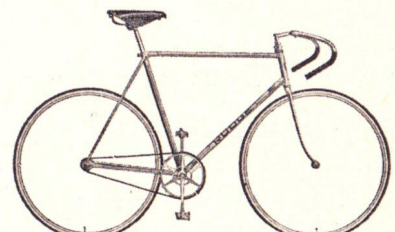


Model 72, "SPORTS," Gent's £6 12 6d.

For the Champion



Model 92, "OLYMPIC ROAD," £9 15s.



Model 95, "AERO PATH," £12 10s.

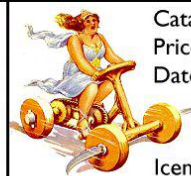
*** True-Poise Riding**

If you find it hard work pushing your bicycle sometimes, it may be it is the faulty design of your machine that is wasting your energy. Rudge bicycles for 1939 reduce effort to a minimum thanks to scientifically designed frames and many patented Rudge features which reduce friction and wear. Rudge "TRUE-POISE" Riding will be front page news in the coming season. Write for full particulars. Rudge-Whitworth Ltd., Coventry.

RUDGE announce an entirely new range of the famous "AERO-SPECIAL" SPEED machines whose specification is based on the experience gained by Rudge in their long line of successes on road and track. Every model is a "True-Poise" model incorporating Rudge exclusive features and patents.

BRITAIN'S BEST BICYCLE

3 December 1938



Catalogue number R0416
Price code G (13 of 15)
Date 15 October 2013

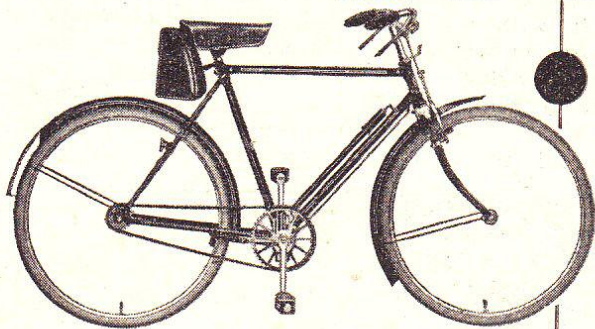
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The 'True-Poise' range for 1939

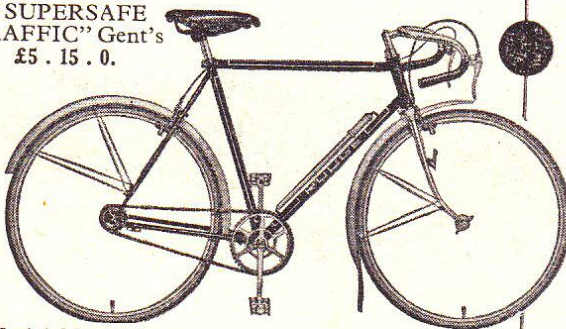
backed by the famous name of

RUDGE

For the everyday rider



Model No. 86.
"SUPERSAFE TRAFFIC" Gent's
£5. 15. 0.



Model No. 90.
"AERO SPECIAL CLUB" £6. 19. 6.

RUDGE "TRUE-POISE" Riding
makes the fullest possible use of your energy and offers the minimum of resistance to friction. Rudge design gives you a perfectly balanced riding position. Rudge patented features ensure smooth running and reliability. Enjoy a new kind of cycling on a "True-Poise" Rudge.

Longleys

RUDGE have always made a special study of the needs of the "Everyday Rider." RUDGE "True-Poise" Riding gives them maximum easy riding with the minimum of energy expenditure. Now Rudge introduces a new series of "SUPERSAFE TRAFFIC" models specially designed for modern traffic conditions with specially low riding position, brazed-up back stays, 26 in. wheels and rolling lever brakes. This is only one of a series of models of special interest to the "Everyday Rider," every model incorporating "True-Poise" Riding and a number of exclusive Rudge features.

For the club rider

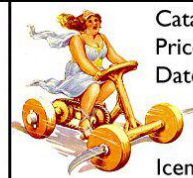
RUDGE successes on road and track have firmly established the popularity of these famous bicycles among Club Riders. Machines which have proved over and over again their speed and endurance in the hands of the Champions have that margin of quality which the Clubman requires.

The new 1939 range of Rudge "SPORTS" models suit the exacting needs of the Clubman in every respect. Every model is a "True-Poise" model offering a wealth of exclusive features. Make a point of seeing them at your Rudge Dealers.

BRITAIN'S BEST BICYCLE

Write for fully illustrated catalogue of Rudge 1939 models.
RUDGE WHITWORTH LTD., COVENTRY

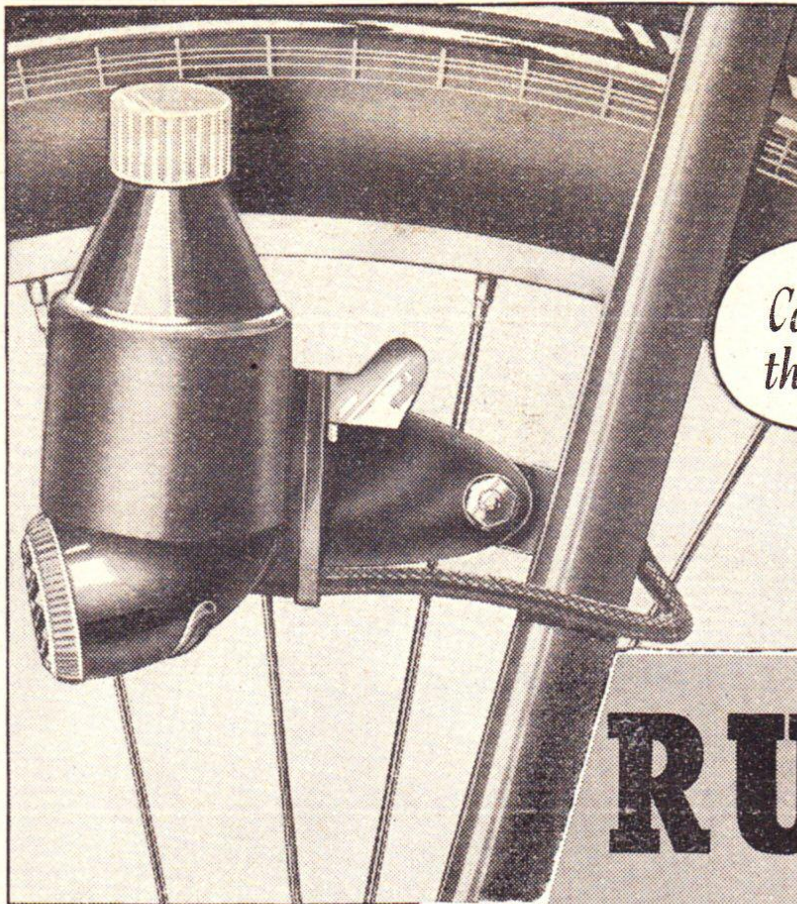
10 December 1938



Catalogue number R0416
Price code G (14 of 15)
Date 15 October 2013

IceniCAM Information Service

branch of it, suddenly grandina, in the settle, was mak- that is little touched by machines.



*The Only
Complete Solution to
the Lighting Problem*

RUDGE

Built-in Thief-proof Dynamo Lighting Set

**Absolutely exclusive to
RUDGE Bicycles—
(Rudge Pat. No. 417895)**

The set comprises a MOTOR CAR TYPE HEAD LAMP with dimming device and walking light and a LIVE REAR LIGHT NEATLY HOUSED IN THE DYNAMO CASING.

Exposed cables are reduced to the minimum. The head lamp and dynamo are definitely THIEF-PROOF and always in adjustment. This is a feature that only Rudge-Whitworth offer.

Not only is the Rudge Dynamo Lighting Set available on all Rudge models except the Aero range, but every Rudge bicycle (again other than the Aero range) is constructed so that this built-in equipment can be added at any time. The lugs are

pierced with the necessary holes and white pegs are fitted so that should a Rudge owner desire to add the Rudge Lighting Set to his machine, it is only necessary to take out the pegs and wire up the machine which will then have the finest lighting system it is possible to obtain.

When you are not using the light—the dynamo is not running—common sense!

This is yet another instance of the thoroughness and intelligence of Rudge-Whitworth design.

Write for 1939 Rudge Catalogue and name and address of your nearest Rudge Dealer. Rudge-Whitworth Limited, Coventry.

**Every RUDGE bicycle (other than sports models) has
lugs pierced ready for this unique lighting system**

Longleys

When replying to advertisers, please mention "The Bicycle"

24 December 1938



Catalogue number *RO416*
Price code *G (15 of 15)*
Date *15 October 2013*

IceniCAM Information Service

RUDGE New 1939 AERO SPECIAL CLUB (No. 90). A "TRUE-POISE" MODEL

FRAME
21", 22" and 23". Precision built from high-grade steels. Sports angles. Tapered chain stays. Pencil-tapered seat stays. Sliced seat lug cluster. Forward drop-out fork ends. Low-built Oil Bath Bottom Bracket.

FORKS
Rudge Sports, with sloping crown. Brazed-on lamp bracket lug and mud-guard plates. All Chromium Plated.

WHEELS
26" x 1 1/4" Endrick Rims with RUSTLESS SPOKES.

TYRES
Sprite. (Speed tyres optional.)

HUBS
Bayliss - Wiley No. 9 quick release. Wing nuts front and rear.

GEARS
46T 3-pin chain-wheel. 16T fixed sprocket. 18T freewheel sprocket. 44 and 48T optional.

CRANKS
6 1/2" Chromium plated.

PEDALS
Racing Pattern.

HANDLEBARS
Steel, chromium plated, with long flexible celluloid or rubber racing grips to match frame. Rudge, Bailey, Continental or Lauterwasser Bends optional. Adjustable on 2" or 3" forward extension.

BRAKES
Rudge side-pull caliper with Rudge-Whitworth Levers.

MUDGUARDS
New de Luxe "V" section celluloid, quickly detachable.

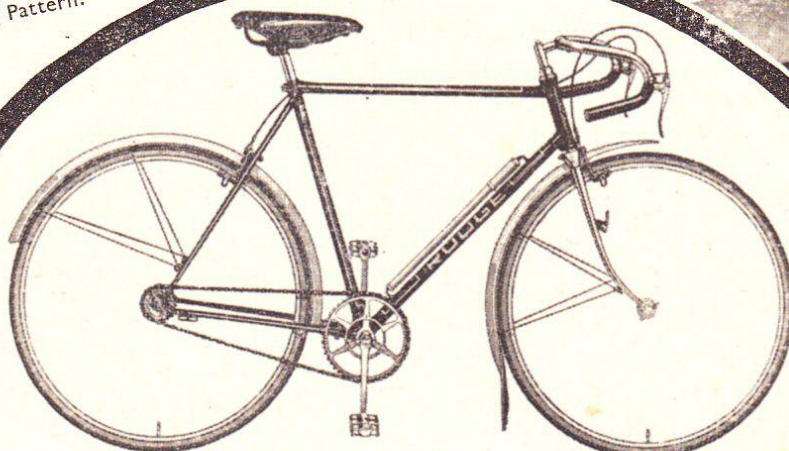
SADDLE
Brooks C32 or Springtop.

FINISH
Rudge high gloss multicoat enamel in black and white—blue—green with bold box lining. All usual bright parts heavily chromium plated on deep nickel base.

EQUIPMENT
Toolbag, tools, oiler and pump. Rear Reflector (approved by National Physical Lab.).

WEIGHT
28 lbs. 12 ozs.

WHEEL BASE
41 1/2".



One of the True-Poise range

PRICE £6-19-6

With Derailleur 3-speed Gear ... 17/6 extra.
With Sturmey-Archer 3-speed Gear A.W. 21/- extra.
With Sturmey-Archer 3-speed Gear A.R. 25/3 extra.

Write for fully illustrated literature describing the new "True-Poise" models for 1939.

Rudge-Whitworth, Limited, Hayes, Middlesex.

Longleya