

21 January 1939



Catalogue number R0417
Price code 9 (1 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" Chromalium 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.

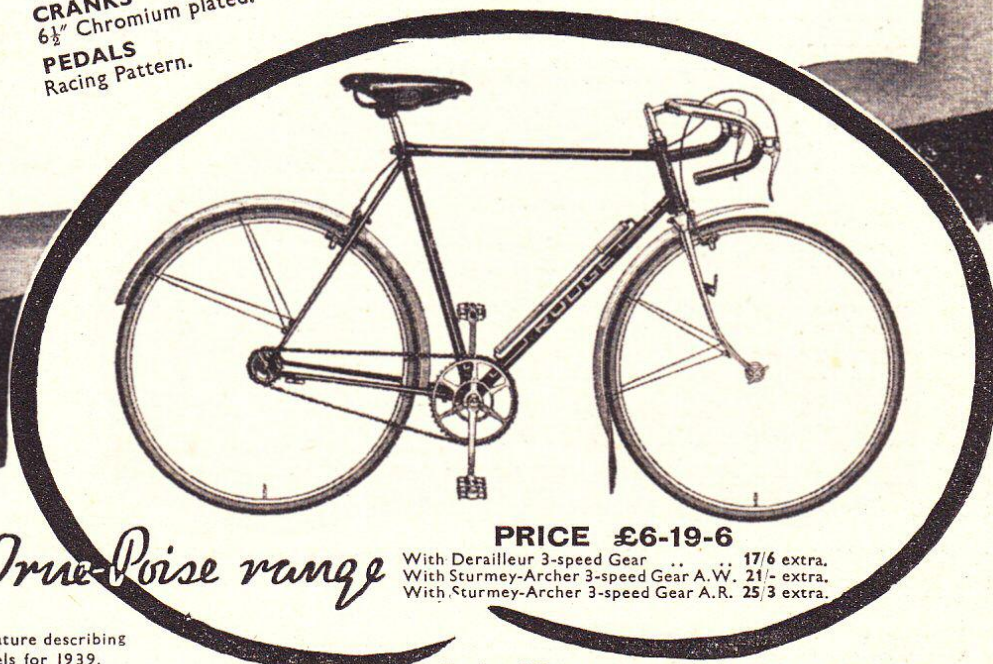
SADDLE
Brooks C32 or Springtop.

FINISH
Rudge high gloss multicat 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.

WHEELBASE
41 1/4".



One of the True-Poise range

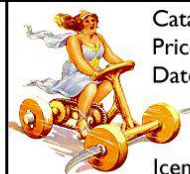
PRICE £6-19-6

With Deraileur 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.

4 February 1939



Catalogue number R0419
Price code 9 (2 of 15)
Date 15 October 2013

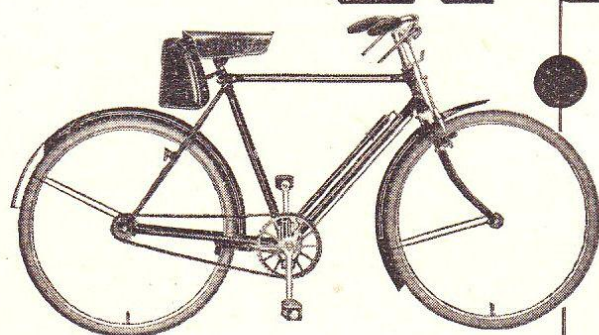
IceniCAM Information Service

The 'True-Poise' range for 1939

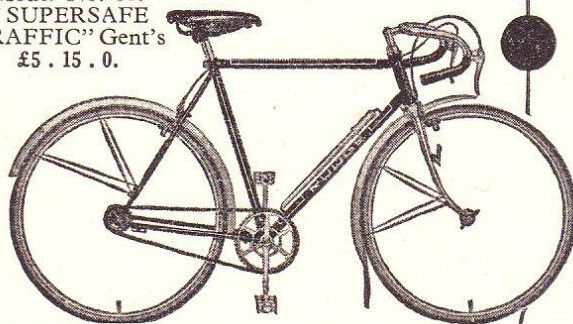
backed by the famous
name of

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., Hayes, Middlesex.

When replying to advertisers, please mention "The Bicycle"

18 February 1939

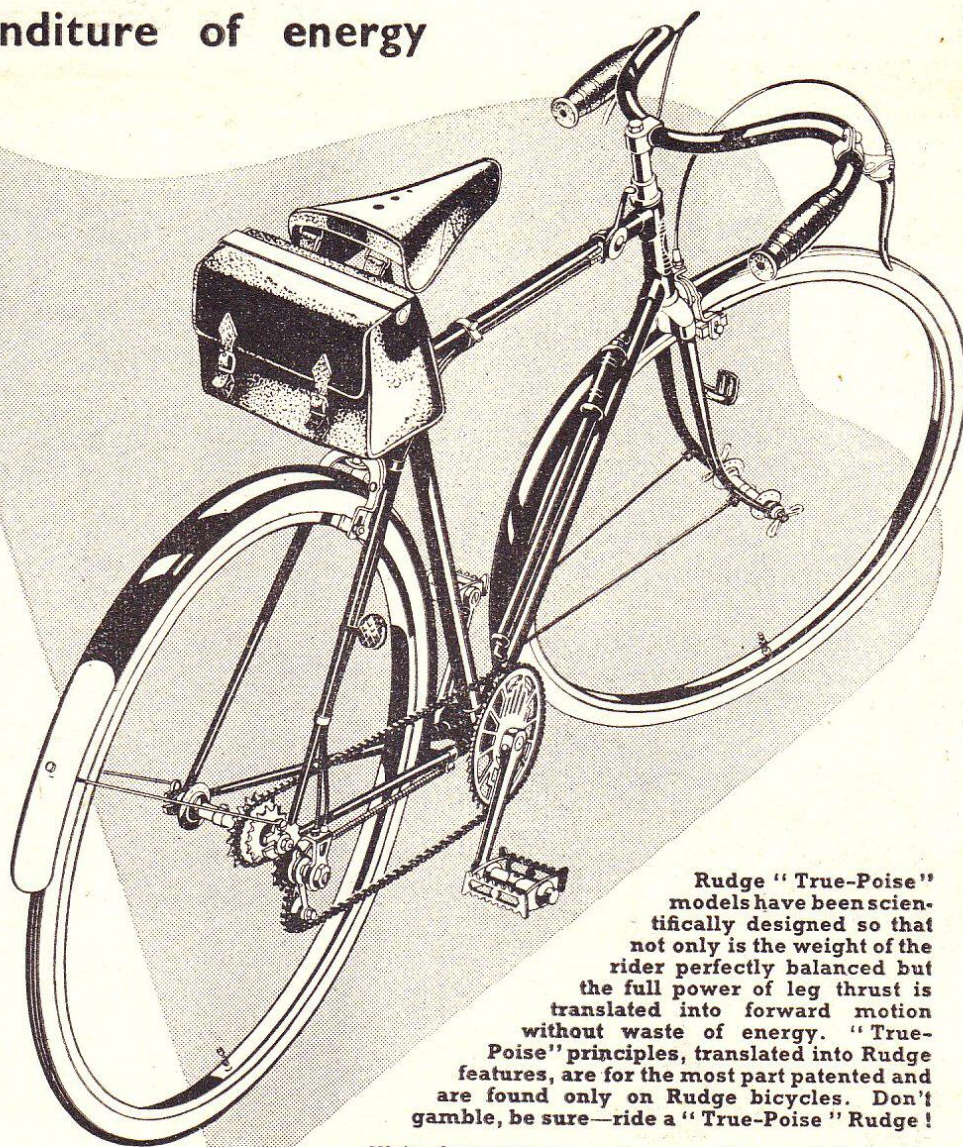


Catalogue number R0419
Price code G (3 of 15)
Date 15 October 2013

IceniCAM Information Service

...ain as though it had just I could not help thinking that (Continued on page 13)

"TRUE-POISE" *riding* gives maximum smooth running with minimum expenditure of energy



Built on "True-Poise" principles — maximum smooth running with minimum expenditure of energy — this scientifically designed Sports mount is fitted with a Deraillleur 3-speed gear, with specially designed back fork ends and brazed-on bracket, giving the rider the greatest advantage from this increasingly popular gear.

Model No. 72
RUDGE
"Fast Sports"

£6. 12. 6 or 10/- down
and 12 monthly payments
of 12/5 or 2/11 a week.
Ladies' model No. 82 same price and terms.

Rudge "True-Poise" models have been scientifically designed so that not only is the weight of the rider perfectly balanced but the full power of leg thrust is translated into forward motion without waste of energy. "True-Poise" principles, translated into Rudge features, are for the most part patented and are found only on Rudge bicycles. Don't gamble, be sure—ride a "True-Poise" Rudge!

Write for catalogue and name of nearest dealer to
Rudge-Whitworth Ltd., Hayes, Middlesex.

RUDGE

"TRUE-POISE" *Riding*

Longleys

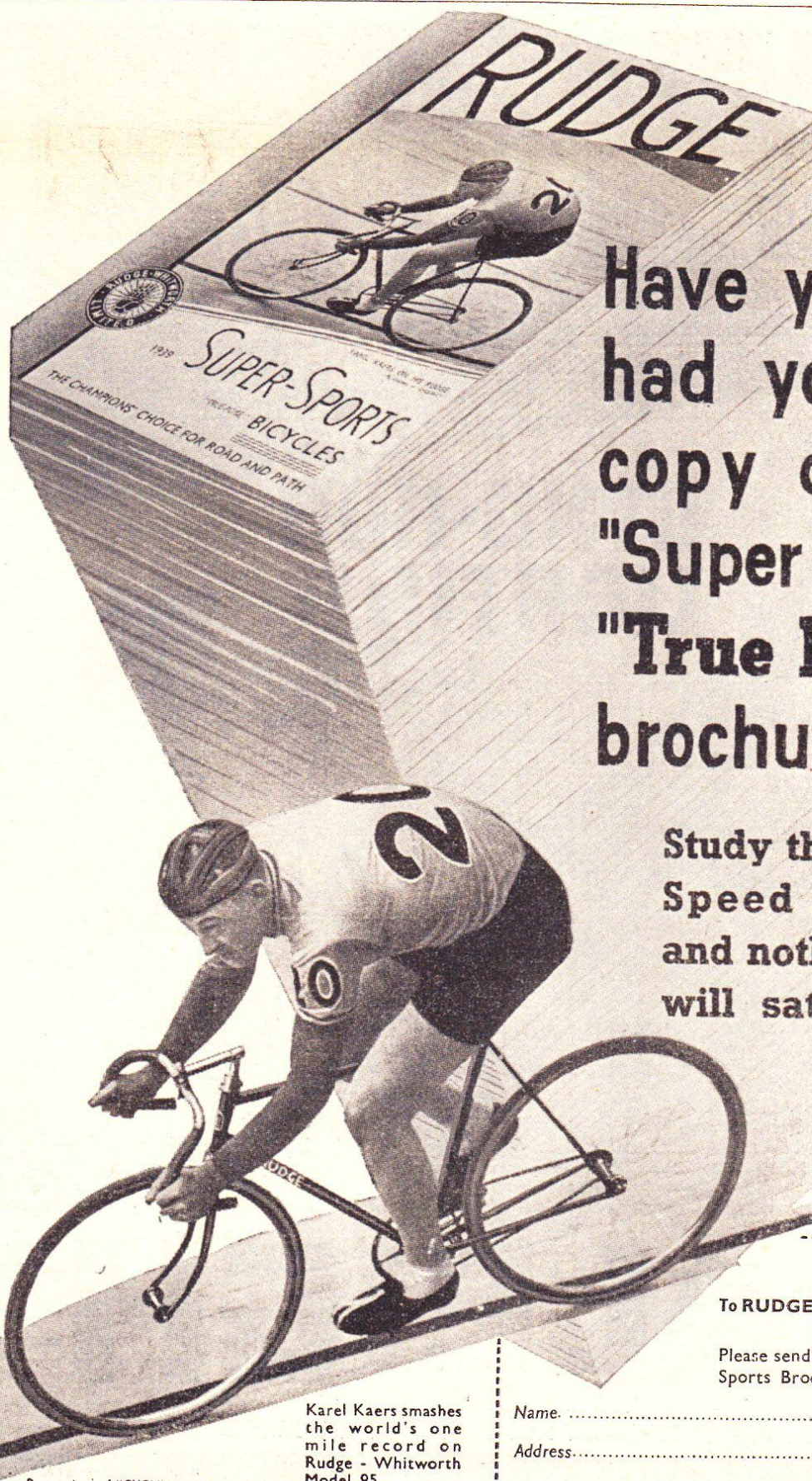
When replying to advertisers, please mention "The Bicycle"

11 March 1939



Catalogue number R0419
Price code G (4 of 15)
Date 15 October 2013

lcaniCAM Information Service



Have you
had your
copy of the
"Super Sports"
"True Poise"
brochure ?

Study the Rudge
Speed Models
and nothing less
will satisfy you

FILL IN THE
COUPON

To RUDGE-WHITWORTH LTD.,
HAYES, MIDDLESEX

Please send me a copy of the Super-
Sports Brochure.

Name.....

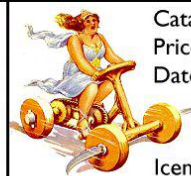
Address.....

Karel Kaers smashes
the world's one
mile record on
Rudge - Whitworth
Model 95.

By courtesy of "CYCLING"

When replying to advertisers, please mention "The Bicycle"

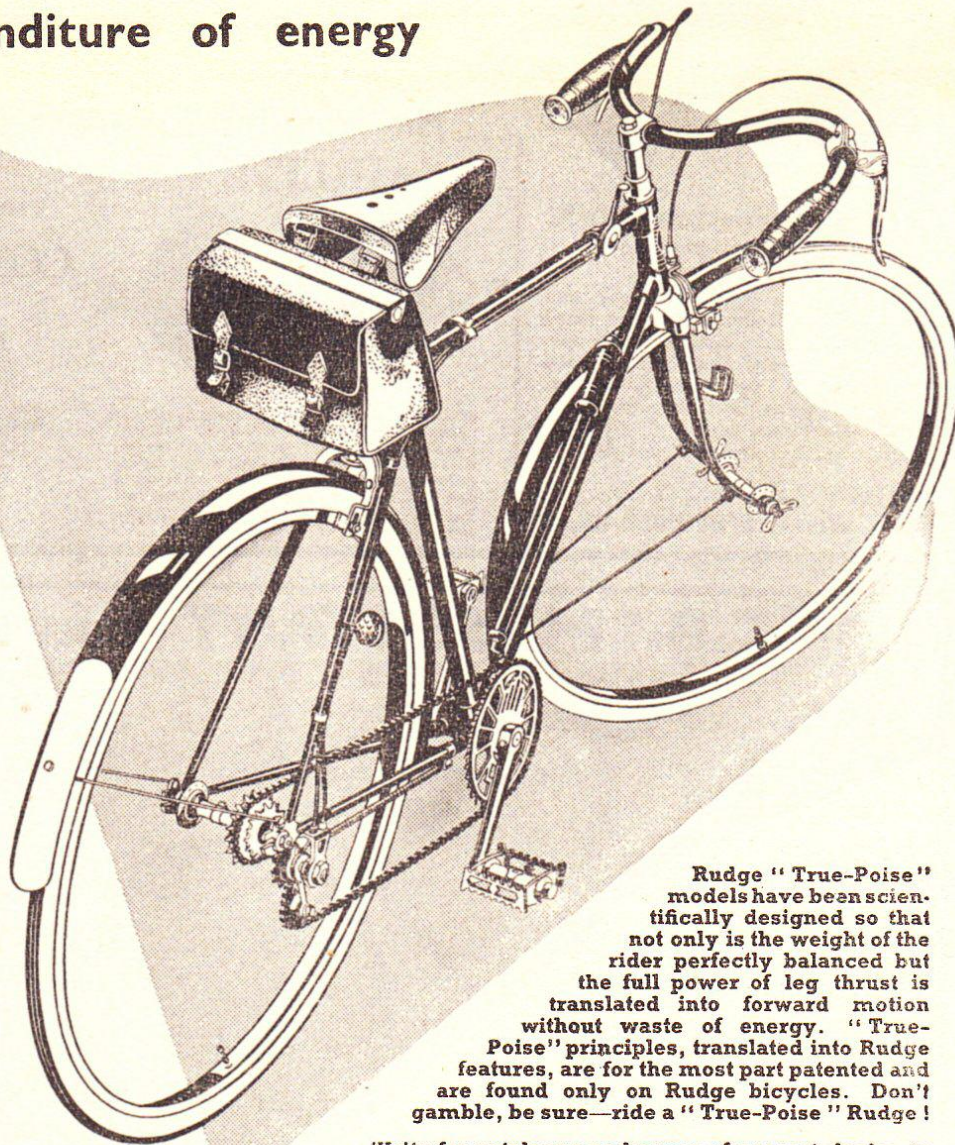
25 March 1939



Catalogue number R0419
Price code G (5 of 15)
Date 15 October 2013

IceniCAM Information Service

"TRUE-POISE" *riding* gives maximum smooth running with minimum expenditure of energy



Built on "True-Poise" principles — maximum smooth running with minimum expenditure of energy — this scientifically designed Sports mount is fitted with a Derailleur 3-speed gear, with specially designed back fork ends and brazed-on bracket, giving the rider the greatest advantage from this increasingly popular gear.

Model No. 72
RUDGE
"Fast Sports"

£6. 12. 6 or 10/- down and 12 monthly payments of 12/5 or 2/11 a week. Ladies' model No. 82 same price and terms.

Rudge "True-Poise" models have been scientifically designed so that not only is the weight of the rider perfectly balanced but the full power of leg thrust is translated into forward motion without waste of energy. "True-Poise" principles, translated into Rudge features, are for the most part patented and are found only on Rudge bicycles. Don't gamble, be sure—ride a "True-Poise" Rudge!

Write for catalogue and name of nearest dealer to Rudge-Whitworth Ltd., Hayes, Middlesex.

RUDGE

"TRUE-POISE" *riding*

When replying to advertisers, please mention "The Bicycle"

29 April 1939



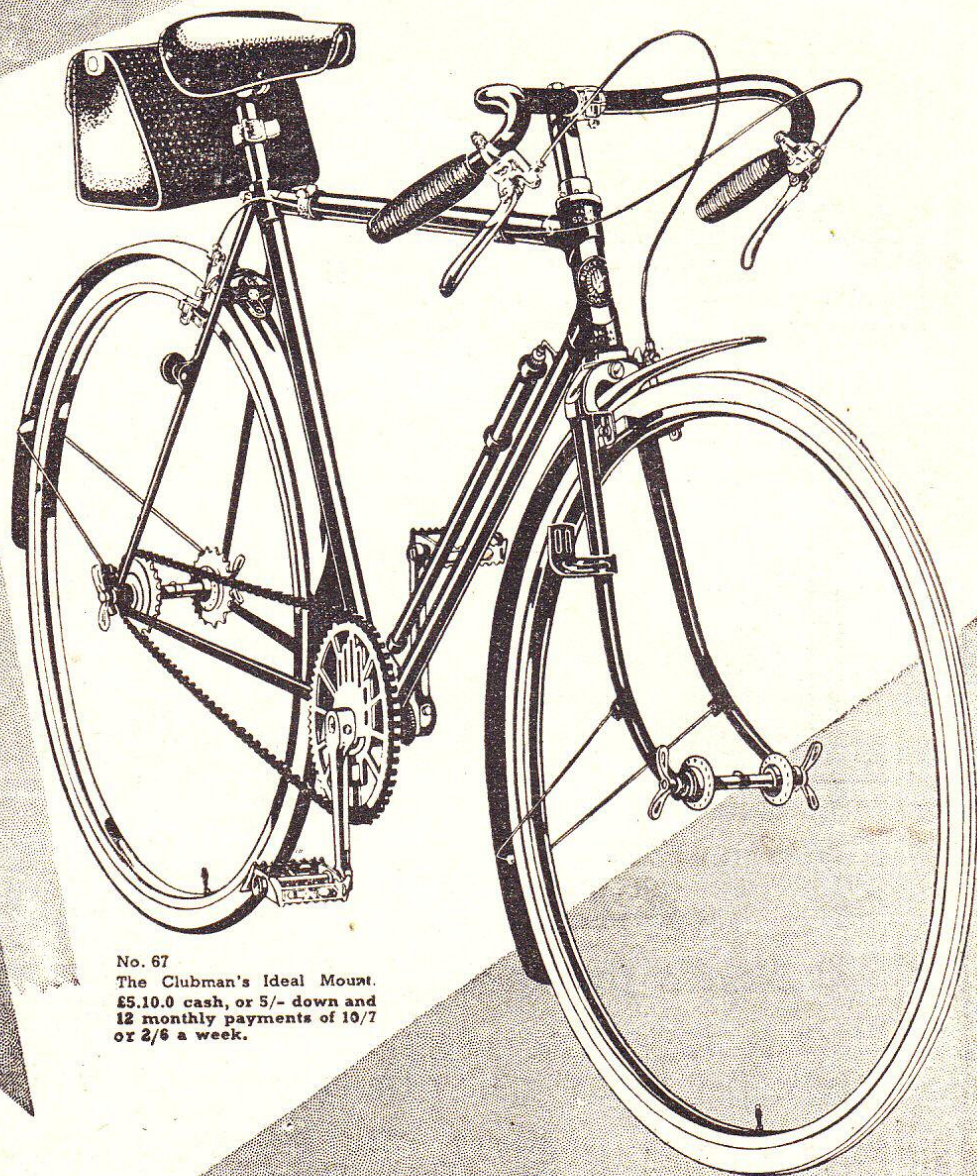
Catalogue number R0419
Price code G (6 of 15)
Date 15 October 2013

IceniCAM Information Service

because it is old

Another April anniversary means experience again

See the NEW "TRUE-POISE" SPORTS MODELS



No. 67
The Clubman's Ideal Mount.
£5.10.0 cash, or 5/- down and
12 monthly payments of 10/7
or 2/6 a week.

The Clubman is safe in choosing a "True-Poise" Rudge because he is assured of a standard of precision workmanship (famous for over 70 years) and a sum-total of distinctive features which are not found on any other bicycle at this price.

Write for fully illustrated catalogue and name of nearest dealer to Rudge-Whitworth Ltd., Hayes, Middlesex.

RUDGE

"TRUE-POISE" *Riding*

Longleys

When replying to advertisers, please mention "The Bicycle"

6 May 1939



Catalogue number R0419
Price code G (7 of 15)
Date 15 October 2013

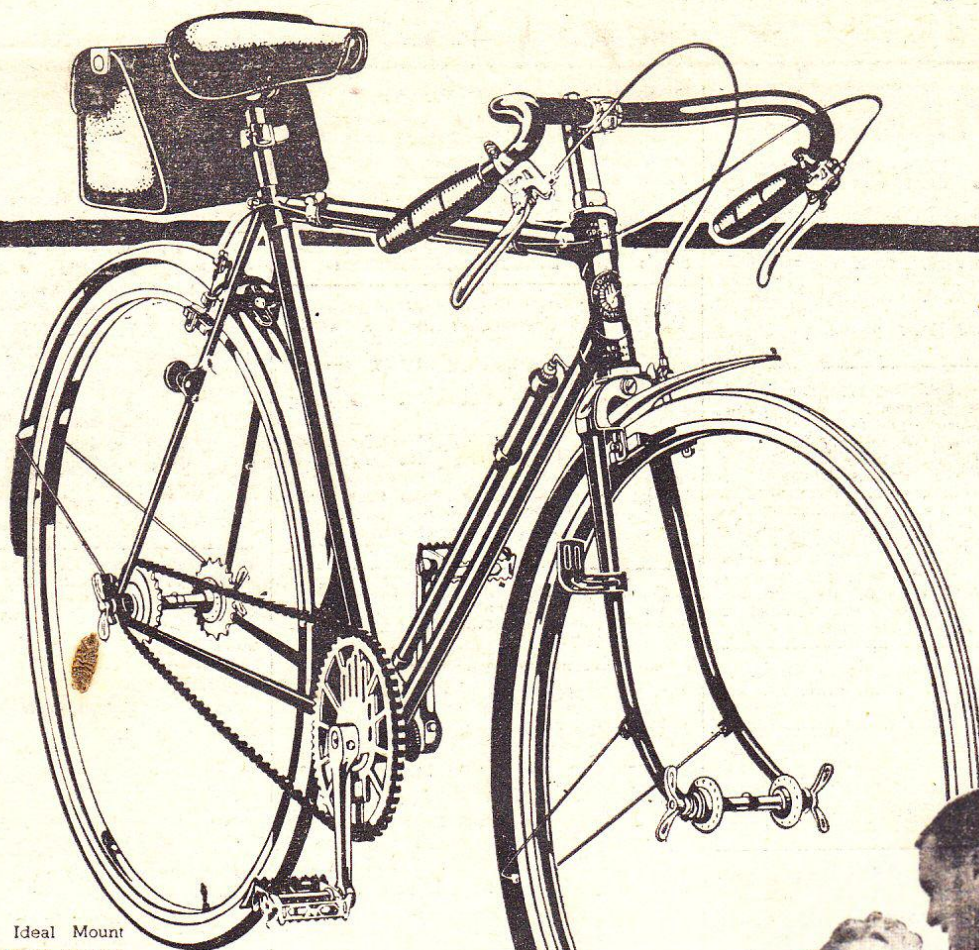
IceniCAM Information Service

holders of I.R.F.S.C. membership cards, for 1939.

plete a team.

RUDGE "TRUE-POISE"

a new conception of cycling that is converting hundreds of clubmen to "Britain's Best Bicycle"



The Clubman's Ideal Mount
RUDGE Model No. 67, £5 10 0
or 5/- down and 12 monthly payments of 10/7 (or 2/6 a week)

RUDGE are smoother running bicycles because they are designed and built on "True-Poise" principles — precision workmanship which eliminates the possibility of malalignment or minute friction in vital parts; scientifically designed frames giving a perfectly balanced riding position; and a totally enclosed oil-bath bottom bracket. "True-Poise" Riding means maximum easy running with minimum expenditure of energy. Ask your dealer to show you the 1939 Rudge "True-Poise" models.



WRITE for the NEW RUDGE CATALOGUE — profusely illustrated and full of information for cyclists. Write your name and address on the margin of this advertisement and post it today to Rudge-Whitworth Ltd., Hayes, Middlesex.

Longleys

10, Temple Avenue, London, E.C.4, England, by ARGUS PRESS, LTD., 10, Temple Avenue, London, E.C.4, and Published for the
for Australia and New Zealand, Messrs. Gordon and Gotch (Australasia) Ltd.; Canada, Gordon and Gotch, Ltd.;
Africa, Central News Agency, Ltd.

IceniCAM Information Service

When replying to advertisers, please mention "The Bicycle"

3 June 1939



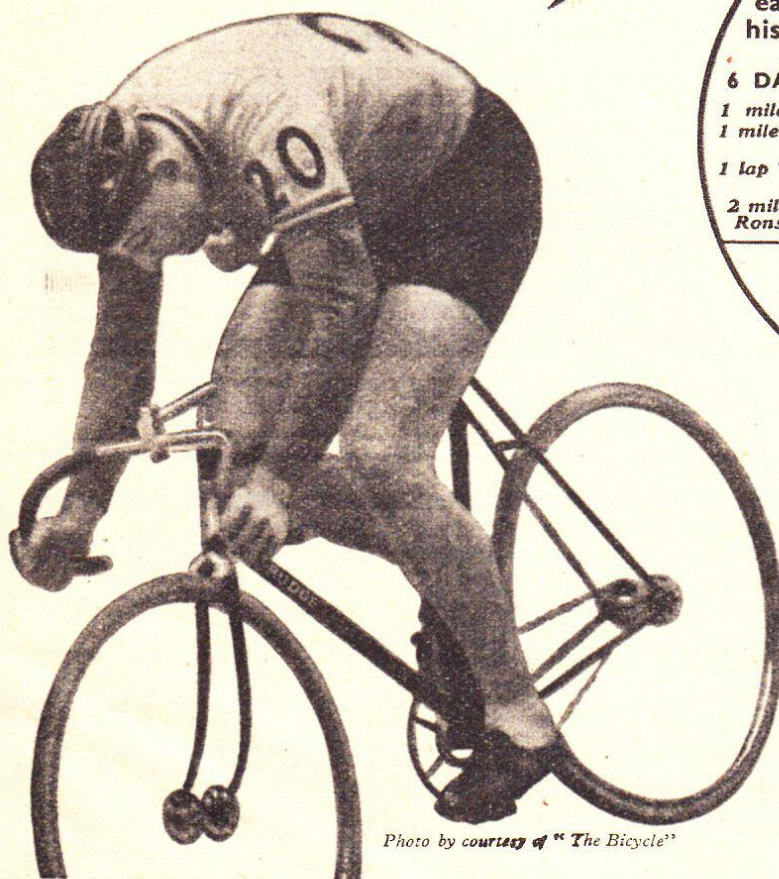
Catalogue number R0419
Price code G (9 of 15)
Date 15 October 2013

IceniCAM Information Service

THE WORLD'S FASTEST BICYCLE

*In the 6 days Race at Wembley—
ONCE AGAIN—*

**KAREL KAERS
IS RIDING A
RUDGE
SUPER SPORTS AERO PATH Model 95**



Longleys

Photo by courtesy of "The Bicycle"

KAREL
could not ask for a
sweeter - running bicycle.
Every ounce of power is so
easily turned into speed, and
his Rudge records prove it:—

6 DAYS' BICYCLE RACE, WEMBLEY 1938

1 mile World's Record in 1 min. 50.3/5 secs.
1 mile Time Trial in 1 min. 52.2/5 secs. (European Record)
1 lap Time Trial (176 yards) in 9.3/5 secs. (European Record)
2 miles Team Trial. Standing start with Georges Ronsse in 3 mins. 51.4/5 secs. (European Record)

HERNE HILL TRACK September 10th, 1938

New English 1,000 metres record
standing start unpaced time trial
in 1 min. 13 secs.

6 DAYS BICYCLE RACE WEMBLEY 1939

Rudge No. 1 Team:

**KAREL KAERS
DEBRUYCKERE**

Rudge No. 2 Team:

**JEFF SCHERENS
(6 times World's Sprint Champion)
DEKUYSSCHER**

Write for fully illustrated and
descriptive catalogue of Rudge
"True-Poise" Bicycles to Rudge-
Whitworth Ltd., Hayes, Middlesex

When replying to advertisers, please mention "The Bicycle."

17 June 1939



Catalogue number R0419
Price code 9 (10 of 15)
Date 15 October 2013

IceniCAM Information Service

Team Race.—1, Addiscombe, 3.26.4; 2, Eltham Paragon, 3.51.16. miles; and his lowest was 204. W. L. Corrin (scr.).

Another Triumph for "TRUE-POISE" DESIGN

1939 SIX DAYS' CYCLE RACE
WEMBLEY

Karel Kaers } **1st**
Debruycker }

(Subject to Official Confirmation)

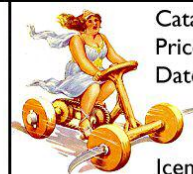
on **RUDGE**

*"The World's Fastest
Bicycle"*

THIS means far more than the winning of the "Six Days." It is a triumphant proof under the most gruelling conditions of the superiority of Rudge "True-Poise" design. Every Rudge model is built on "True-Poise" principles. Whether you want a mount for Sunday morning trials, for Club Runs or just for pottering about, your Rudge will give you the very features that mattered most in the winning of the

coveted prize — maximum speed and smooth-running with minimum expenditure of energy. That is "True-Poise" Riding — an entirely different conception of cycling. Ask your dealer for the Rudge catalogue fully describing "True-Poise" Riding, and illustrating the full range of Rudge "True-Poise" models for 1939. Or write direct to Rudge-Whitworth Ltd., Hayes, Middlesex.

1 July 1939



Catalogue number R0419
Price code 9 (11 of 15)
Date 15 October 2013

IcenicAM Information Service

and, thanks to its help, the leaders covered the next mile—still climbing—Messer nor an effort against him.

They kept together—even on the



A Girl can't be too careful

RUDGE have made a special study of the bicycle design necessary for comfortable speed on the open road, combined with safety in modern traffic. Remember—you can't be too careful, choose a "True-Poise" Rudge.

RUDGE

'TRUE-POISE' MODELS

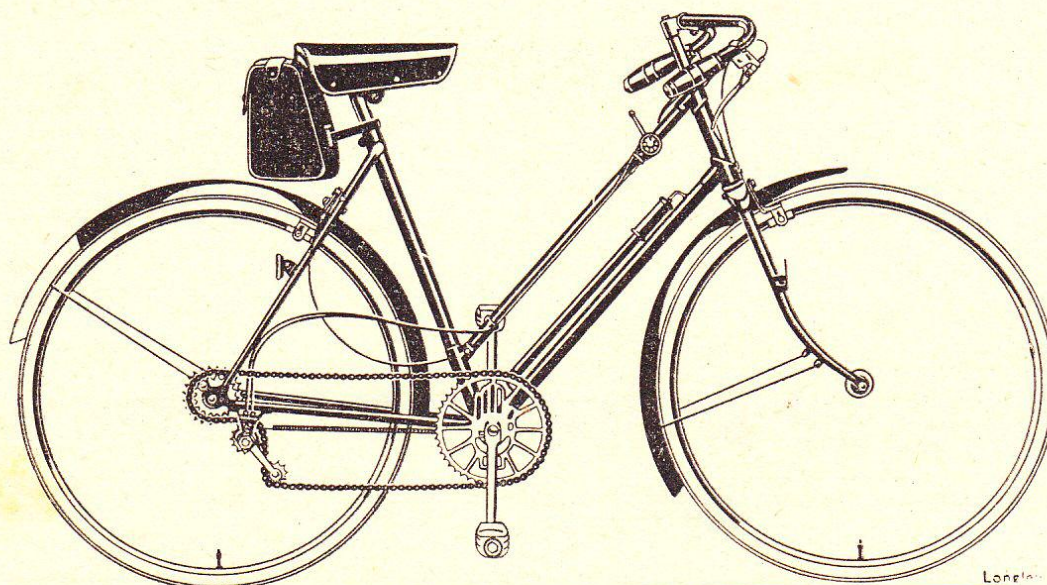
Illustrated above is Rudge Model 68. Cash Price £5-10-0 or 5/- down and 12 monthly payments of 10/7

Rudge "True-Poise" principles ensure an anatomically correct riding position for really comfortable speed. The same principles are apparent in traffic conditions, so that when you stop, you can support yourself without ungraceful stretching. On Rudge

models there are many other features which only Rudge skill, experience and thoroughness can give you—all at no extra cost. Ask your Dealer to demonstrate the advantages of Rudge "True-Poise" models for ladies

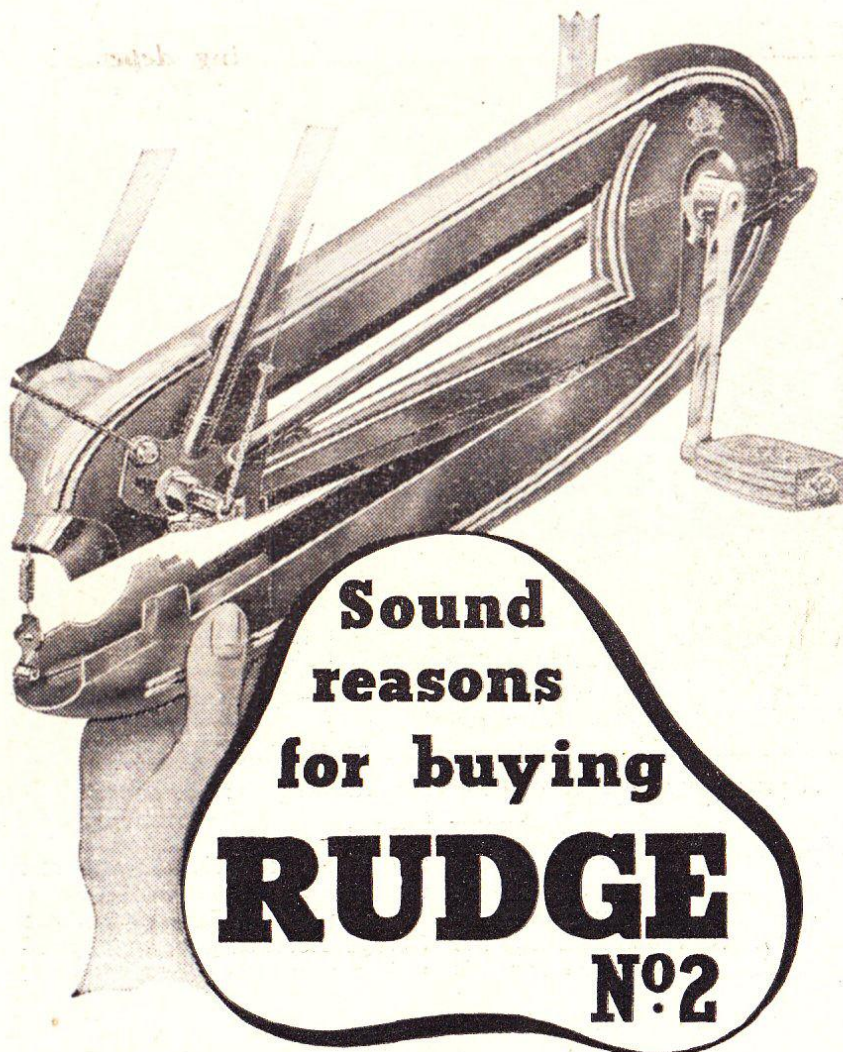
Rudge Model 82 with Derailleur 3-speed gear. Cash Price £6-12-6 or 10/- down and 12 monthly payments of 12/5

Write your name and address on the side of this page and post to Rudge-Whitworth Ltd., Hayes, Middlesex, for a copy of the fully illustrated and descriptive catalogue



When replying to advertisers, please mention "The Bicycle"

London



Sound
reasons
for buying
RUDGE
No. 2

A gearcase should be a real protection and not a rattling tin contraption that lets in dust and rain—and keeps it there!

The Rudge patented (Patent No. 270062) oil-bath gearcase is an engineering job intelligently designed to fulfil its function efficiently. It seals the chain and sprockets in oil. There are no loose parts. It opens like a pocket-knife and as quickly, nor is there any interference with wheel removal.

This is the handiest, most efficient gearcase ever designed. It costs more to make, but nevertheless Rudge bicycles are priced normally at from £5 10s. 0d., or 2/6 a week.

Ask your Dealer to show you the Rudge "True-Poise" features and study the fully illustrated Rudge Catalogue, or write direct to

RUDGE-WHITWORTH LTD., HAYES, MIDDLESEX



S
ham
two
Cycl
foun
Stan
medi
ried
loped
organ
tate
Afr
ary w
a gat
Stray
1878.
Bicycl
with
riders
imme
was
the
to C
later
that
med
the
club

Uni

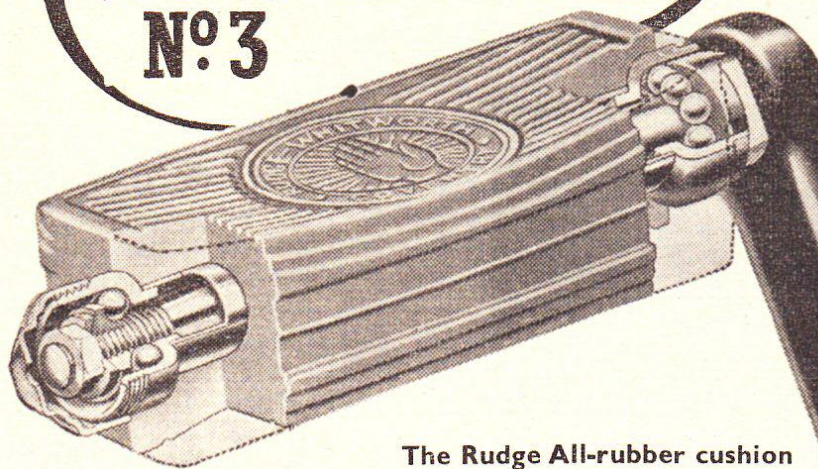
It
hist
the
par
tion
achi
when
appe
cycl
year
his c
ing
to po
His
was
of w
assem
nowle
Cotte

SI

N

Keep your...
Something just had to be done where I was making for. This

Sound reasons for buying **RUDGE** N°3

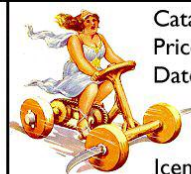


The Rudge All-rubber cushion pedal combines a touch of distinction with practical common sense. There are no sharp corners and the pedals have a longer life as there is no direct contact with the pedal spindle. This is only one of a number of exclusive features which have caused Rudge to be accepted as "Britain's Best Bicycle." These features add to the cost of making a Rudge, but the unique manufacturing qualities behind the Rudge organisation make it possible to price Rudge Bicycles at the normal price of from £5 10s.

Ask your Dealer to show you the Rudge "True-Poise" features and study the fully illustrated Rudge catalogue, or write direct to

RUDGE-WHITWORTH LTD., HAYES, MIDDLESEX.

Longleys



Catalogue number R0419
Price code 9 (13 of 15)
Date 15 October 2013

IceniCAM Information Service

me
ing
too
wo
assu
woul
then
well-c
ment
obvious
The
politen
man v
rather
never
courtly
mornin
always
me, tha
place
forcibly
curtsey

Going

(Well
still at
on to t

The
housek
numere
in char
other v
have r
the oth
keeper
sunny
home
times
little
jaunts
of the

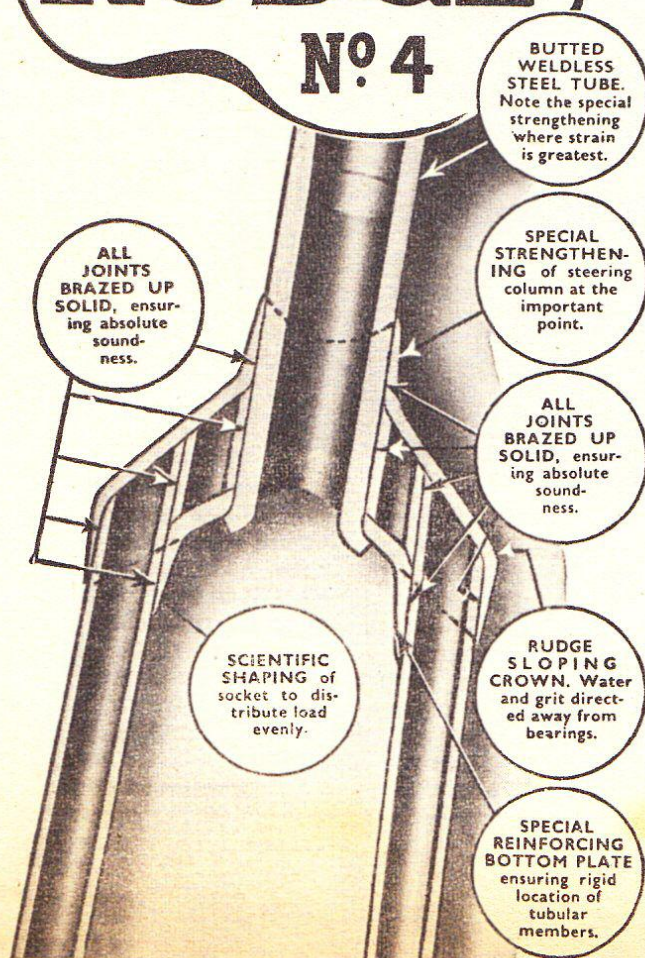
Incid

On
rescu
derec
lake
the
cons
one
has
occ
she
the
fee
oth
fro
wa
Th
ha
of
to

12 August 1939

th
h
e
r

Sound reasons for buying **RUDGE** N° 4



The Rudge Front Fork has enormous strength at the very points where it is needed most. The butted weldless steel tube is strengthened where the strain is greatest. The steering column is reinforced and a bottom plate further ensures rigid location of the tubular members. All joints are brazed up solid, ensuring absolute soundness. Here, again, is an instance of the extra margin of safety that is built into every Rudge. Yet Rudge bicycles are priced at the normal figure of from £5.10.0. Write for fully illustrated catalogue.

RUDGE-WHITWORTH LTD., HAYES, MIDDLESEX.

Longleys

F

H

Tues
the
stan
H
rec
26 n
ton
Hill
the
ride
pur
T
for
eas
lap
bel
mil

“
S
and
be
Lon
Natr
annu
popu
bicy
Th
the
sent
old
men
over
rece
was
long

on
to
ed
C
W

the
has
the
ch
lat
sl
gu
ha
wh
or
im
su
gu

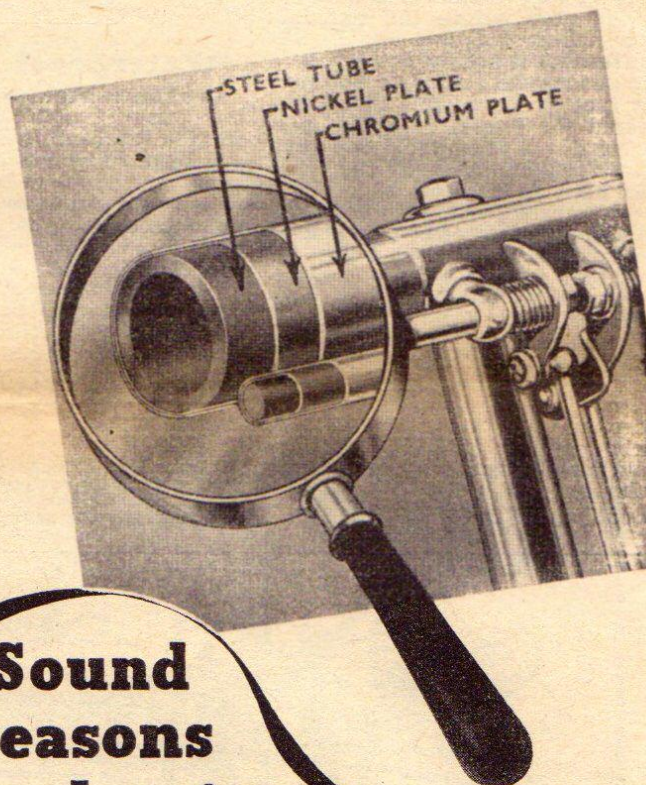
9 September 1939



Catalogue number R0419
Price code 9 (15 of 15)
Date 15 October 2013

IceniCAM Information Service

were not beautiful. They were all (Continued on page 4)



Sound reasons for buying **RUDGE** No 5

Rudge Chromium Plating is absolutely rust-resisting. The steel tube is highly polished and electrolytically etched to give maximum adhesion. A base coating of nickel twice the usual thickness is then provided. Finally a heavy coat of chromium is deposited by a Rudge process on highly polished nickel

This thoroughness costs money but it is not reflected in the prices of Rudge bicycles which are from £5. 10. 0

Ask your Dealer to show you the Rudge "True-Poise" features and study the fully illustrated Rudge catalogue, or write direct to:

RUDGE-WHITWORTH LTD., HAYES, MIDDLESEX

Longleys

When replying to advertisers please mention "The Bicycle."