

# IMPORTANT

## To Colonial Cycle Buyers.

No Machine is Complete without the Famous

# 3 STURMEY-ARCHER SPEED GEAR

(Guaranteed for 12 months.)

**YOU MUST FIT IT, AND IT WILL PAY YOU.**

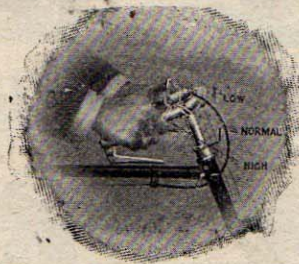
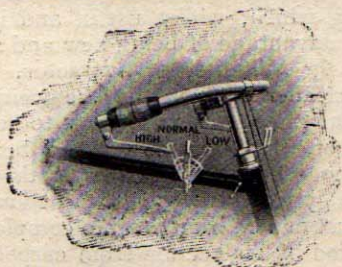
### SPECIAL OFFER.

In order that you may test this marvellous piece of mechanism

for yourself, we make the following special offer.

One only as sample, 26 or 28 x 1½ or 1¾ Driving Wheel, with rustless Spokes and plain Plated Rim, fitted with the latest Sturmeley-Archer 3-Speed Hub, with step and changing mechanism for the price of the Hub alone. Cash with order. Delivered Nottingham.—In closed case for export 1/- extra.

To this Specification only.



With Top Tube Control.

Handle-bar Control (Bowden Patents).

Retail £2 2 0  
Trade 1 12 9

CASH WITH ORDER, £2 6 0  
1 16 0

The "Trader" says: "We confidently look for a big future for the 3-Speed Gear, which Agents should put themselves in a position to supply."

The "Scottish Cyclist," for September 5, 1906, in the editorial column, says: "On one point we will make a prophecy, within a couple of years at most the 3-Speed Gear will be almost universal."

Illustrated Booklet post free.

**THE 3-SPEED GEAR SYNDICATE, Ltd., NOTTINGHAM.**



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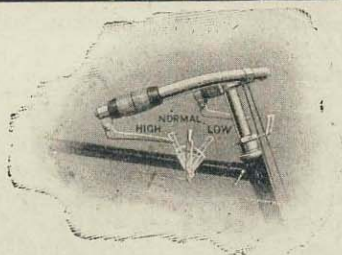
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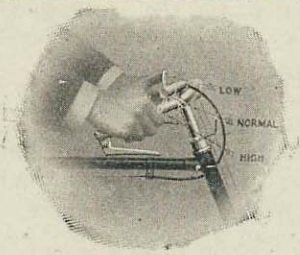
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IT  
IS  
FOOLISH  
TO  
ASSUME

*that any one kind of article is as good as another,  
or that any saving of expense is effected by selecting the cheaper class of goods—as a matter of fact, it  
is invariably more costly in the end.*

FOR  
INSTANCE  
LET US  
TAKE SUCH  
ARTICLES AS  
CYCLE BRAKES.

*All cycle makers, agents, and dealers are aware that there are a goodly number of these to select from, and many will, perhaps, be tempted to select and purchase some of those offered at extremely low prices, but anyone, on reflection, will be convinced that the cheap articles are ultimately more costly. Everyone knows the enjoyment of absolute confidence, and those manufacturers supplying agents who do a large hiring trade should see that their machines are all fitted with efficient brakes, and agents in return should demand them. There is no disputing the fact that the most efficient and reliable cycle brake of the day is The Bowden Brake, and the Trade should lose no time in getting full particulars and prices of our 1907 productions.*

THE BOWDEN BRAKE COMPANY, LTD, 151, Farringdon Road, LONDON, E.C.

No 1907 Machine will be Complete without the Famous

# 3-SPEED GEAR

## STURMEY-ARCHER

(GUARANTEED FOR 12 MONTHS.)

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Illustrated Booklet Post Free.

THE 3-SPEED GEAR SYNDICATE, LIMITED, NOTTINGHAM.



**BEFORE MAKING 1907 ARRANGEMENTS REFLECT ON THE ADVISABILITY OF AVOIDING CHEAP, INEFFICIENT BRAKES.**

# The BOWDEN BRAKE

will be found to be the most efficient, neatest, and lightest Cycle Brake of the age, and will be in greater demand than ever. The New Bowden Hub Brake will be one of the many features of the Show.

**WE SHALL BE PLEASED TO SEE YOU AT STAND 251, IN THE GALLERY, AT THE STANLEY SHOW.**

**THE BOWDEN BRAKE COMPANY, LIMITED,  
151, Farringdon Road, LONDON, E.C.**

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# The "Hardly Ever" 3rd Speed.

Do you ever use the 54 Gear of your Three-Speed?

No—well, **hardly ever**—it is too low.

Quite so. Then why drag around a lot of complicated mechanism which is superfluous.

What do you like about the Three-Speed?

The Middle Direct Drive, and Gearing Up for Speed.

Well! The Villiers Gear has these, and is free from the extra complication and expense.

It has all the advantages of the Three-Speed without the disadvantages.

Write for the New Booklet to—

**THE VILLIERS GEAR COMPANY, Blakenhall, Wolverhampton.**

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# CYCLE AGENTS!

Is there a Rifle Club in your district? If so, there should be an opening for you.

**WE CAN HELP YOU!**

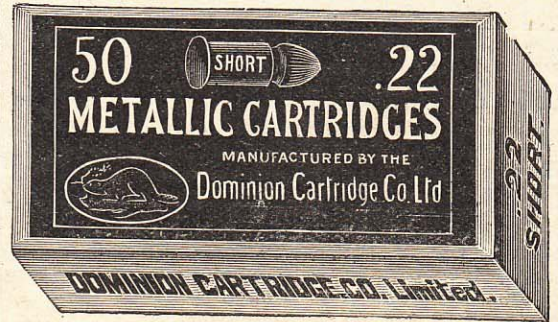
## H. A. KNOX & CO., L<sup>D</sup>.,

222-4, BOROUGH HIGH STREET,

LONDON, S. E.

Telegrams: "Highest, London,"  
Telephone: 2583 Hop.

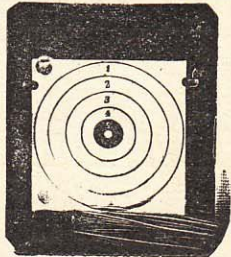
(WHOLESALE ONLY.)



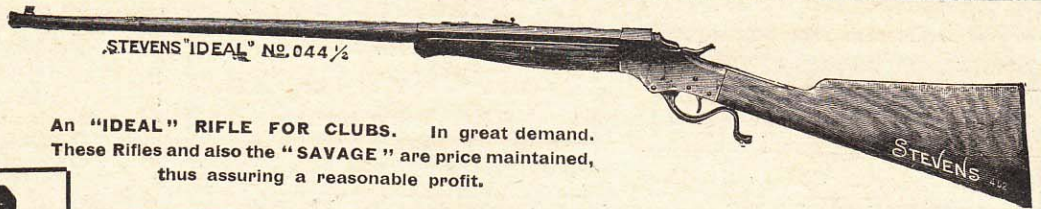
22. R.F. Cartridges, long, long rifle and short.



Best Results.

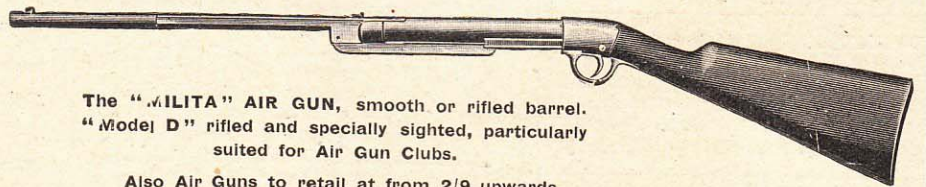


Card Targets obtainable on order.



.STEVENS "IDEAL" No. 044 1/2

An "IDEAL" RIFLE FOR CLUBS. In great demand. These Rifles and also the "SAVAGE" are price maintained, thus assuring a reasonable profit.



The "MILITA" AIR GUN, smooth or rifled barrel. "Model D" rifled and specially sighted, particularly suited for Air Gun Clubs.

Also Air Guns to retail at from 2/9 upwards.

# 3-STURMEY-ARCHER 3-SPEED GEAR

The-Much-Imitated-But-Never Equalled

CALL AND SEE US AT STAND No. 51, STANLEY SHOW.



HERE'S only one opinion held by the leading authorities on cycling matters as to which is the best speed gear on the market, and that is in favour of the STURMEY-ARCHER 3-Speed gear.

The public is of the same opinion too, and so are most of the Agents.

Cyclists in every part of the country are never tired of praising the STURMEY-ARCHER. They say it is far superior to any other make.

And so it is. No other variable gear is made so well or causes so little trouble. There's nothing about the STURMEY-ARCHER that easily gets out of order, and that's one of the reasons why so many Agents are taking it up in preference to 2-Speed substitutes and 3-Speed imitations.

And there are other reasons. A big demand, and good profits are two of them.

But send for our terms, together with our splendidly illustrated Booklet, "All about the STURMEY-ARCHER 3-Speed gear." You will then understand exactly why YOU should stock the STURMEY-ARCHER. WRITE TO DAY.

THE THREE-SPEED GEAR SYNDICATE Ltd. NOTTINGHAM.



There's no getting away from the fact that the STURMEY-ARCHER 3-speed is the gear the cycling public wants — and is going to have.

The Much-Imitated But Never-Equalled  
**STURMEY - ARCHER**  
**3 SPEED GEAR**

(CALL AND SEE US AT STAND No. 51, STANLEY SHOW.)

**N**OW that the STURMEY-ARCHER 3-speed gear has firmly established its merits, it's no use trying to put people off with 2-speed substitutes or 3-speed imitations; — they won't have them.

For every cyclist knows that the ideal variable gear is the STURMEY-ARCHER — that it is vastly superior to all other makes in quality, utility and reliability.

And, consequently, you will find that nine times out of ten your customers will ask for the STURMEY-ARCHER to be fitted to their machines.

So you had better lay out your plans accordingly. There's big business to be done.

You can make a good profit on each STURMEY-ARCHER you sell, and there's no need for "free-repairs" once it is fitted, for the gear never gets out of order.

Send to-day for full particulars, and ask for our illustrated booklet "All about the SturmeY-Archer 3-speed gear."

If you don't want your competitors to be ahead of you—

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SYNDICATE, Ltd.,  
NOTTINGHAM.**



THE UNEQUALLED

STURMEY-ARCHER

# 3-SPEED GEAR

Was again the feature of the Stanley Show.

CLOSE INVESTIGATION revealed the superiority of the STURMEY-ARCHER.

It is years ahead of other gears in

## SIMPLICITY, LIGHTNESS & EFFICIENCY.

Tens of thousands in use on the roads, giving perfect satisfaction.

Fitted and recommended by all the leading makers.

Retails at £2 2s., with top tube control. Handlebar control, with Bowden patent wire, &c., 3s. extra.

GUARANTEED FOR 12 MONTHS.

The "Trader" says:—Be prepared—  
are you?

A fine winter trade may be done. The SturmeY-ArchEr fits any cycle, old or new.

Write for terms and "All about the SturmeY-ArchEr 3-Speed Gear." Free for the asking.

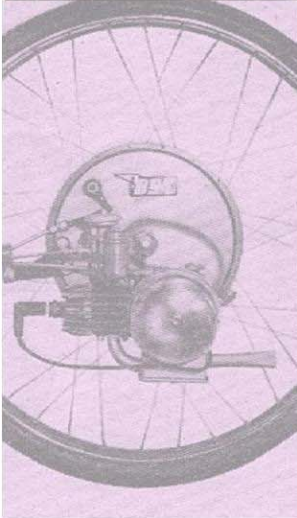
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# IceniCAM Information Service



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