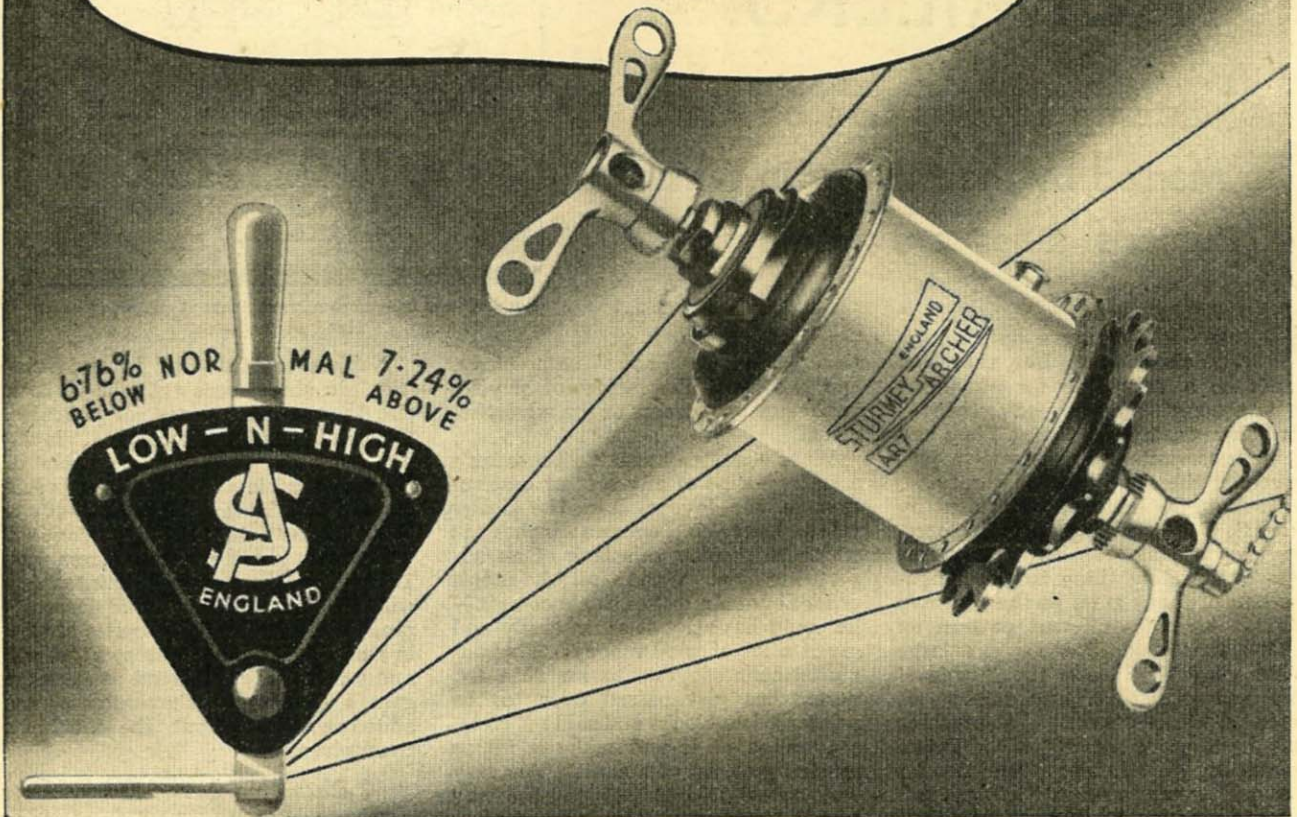


Dealers!

A totally enclosed 3-SPEED
ULTRA
CLOSE RATIO GEAR
with the equivalent of
ONE TOOTH DIFFERENCE



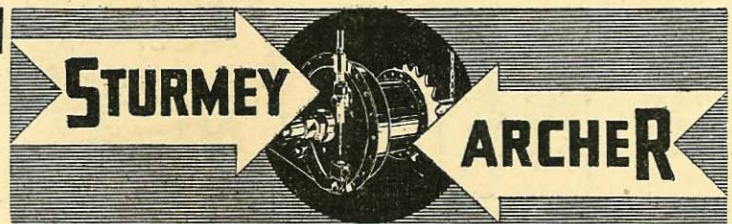
- ★ Change up and down equivalent to one tooth difference.
- ★ Slow running mechanism ensures virtually frictionless working.
- ★ Gear change can be effected whether pedalling or free-wheeling.

★ S. H. Ferris, famous racing cyclist and record breaker says: "From now on I'll never ride without this new Sturmev-Archer Hub. It's just what we specialists have been waiting for!"

● A.R. Close Ratio 3-speed Hub, wing nuts and quick release cable connection.

THE MORAL IS OBVIOUS

Sell Sturmev-Archer . . . there's a hub to suit every class of cyclist



HUB GEARS AND HUB BRAKES

THE GEARS THAT "MAKE CYCLING EASY"

STURMEV-ARCHER GEARS, LTD., NOTTINGHAM.

SELL THE HUBS THAT ARE "In the News"

ON THE ROAD

Sturmey-Archer are in the news on the road! The new A.R. Ultra Close-ratio 3-speed hub has smashed three major road records within a few months! Strong advertising and editorial publicity will continue to send customers into your shop for this and other Sturmey-Archer hubs. How are your stocks?

AT THE SHOW

The "hub" of the show—that will be the Sturmey-Archer Stand at Earls Court! Cyclists will crowd to see the record-breaking Sturmey-Archer A.R. Hub and the rest of the range. There is a hub in the Sturmey-Archer range to suit every class of cyclist—neat, light and totally-enclosed. More than 3,000,000 sales have been made with Sturmey-Archer hubs!

EARLS COURT

STAND
126

STURMEY

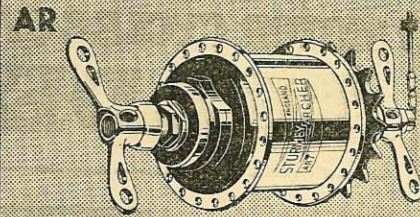
ARCHER

HUB GEARS AND HUB BRAKES

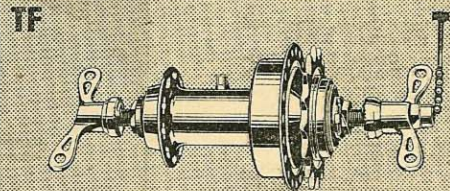
THERE'S A STURMEY-ARCHER GEAR FOR EVERY CLASS OF CYCLIST

STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

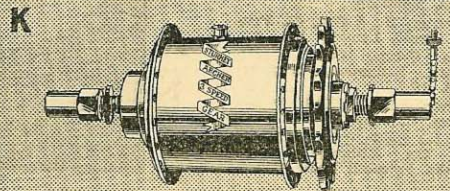
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AR Ultra close ratio 3-speed, 7.24% increase, 6.76% reduction.

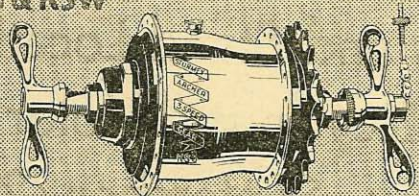


TF 2-speed, 25% reduction.

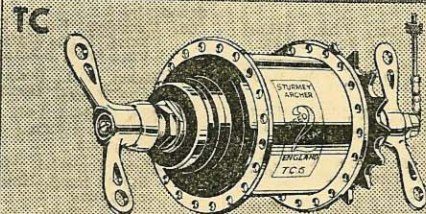


K 3-speed, 33% increase, 25% reduction.

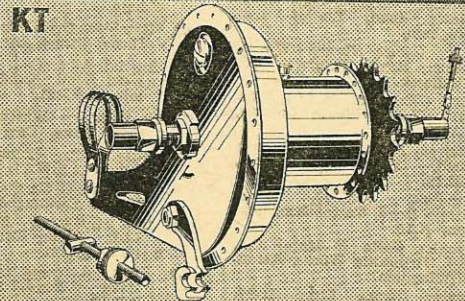
KS & KSW



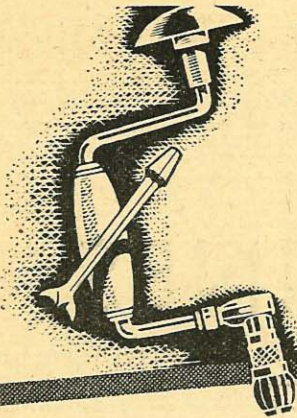
KS. Close ratio 3-speed, 12.5% increase, 11.1% reduction.
KSW. Medium ratio 3-speed, 16.6% increase, 14.3% reduction.



TC Close ratio 2-speed, 15.46% reduction.



KT 3-speed, 33% increase, 25% reduction.



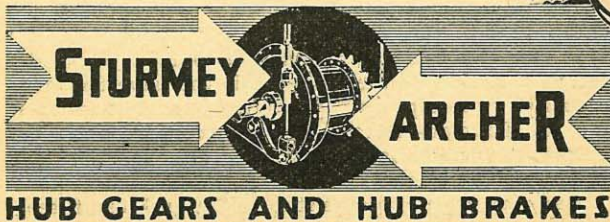
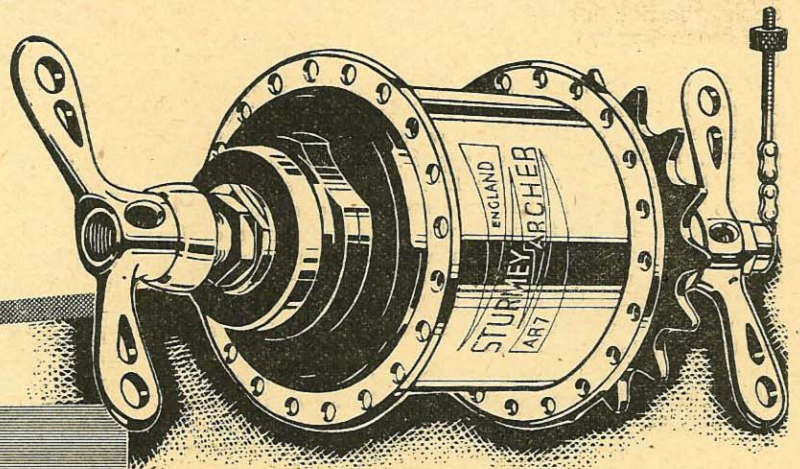
You wouldn't use a brace without a bit . . .

A bit is indispensable when you use a brace. A Sturmev-Archer Gear is just as essential to cycling at its best. And when you add the profit on your gear sale to the profit on your cycle sale you get a double return on every transaction.

But sell only Sturmev-Archer, the gear that leads the field with this unrivalled list of quality features

- ★ **NEATEST**
- ★ **LIGHTEST**
- ★ **TOTALLY ENCLOSED**
- ★ **CONTINUOUSLY OIL-BATHED**
- ★ **FRICTIONLESS**
- ★ **NO CHAINS OR PULLEYS**

A.R. Ultra close ratio 3-speed hub (as illustrated). Gives 7.24% increase over normal and 6.76% decrease from normal.



NO CYCLE SALE IS COMPLETE WITHOUT STURMEV - ARCHER PROFIT

THERE'S A STURMEV-ARCHER GEAR FOR EVERY CLASS OF CYCLIST

STURMEV-ARCHER GEARS LIMITED, NOTTINGHAM

First - THE 'UNBEATABLE' 100 MILE RECORD BEATEN!

NOW THE

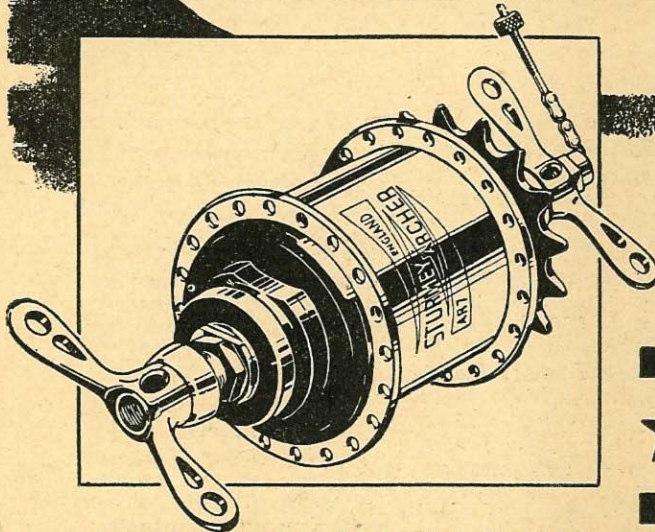
'12-HOUR'

AND

LONDON-YORK RECORDS

SMASHED BY

STURMEY-ARCHER



16 MINS. clipped off the London-York Record, 260 miles covered in '12 hours'—two more spectacular successes to the credit of Sturmeley-Archer! Bert James' wonderful performance was achieved riding a Raleigh fitted with a Sturmeley-Archer close-ratio 3-speed gear with trigger control! His "London-York" time was 8 hrs. 44 mins. and he added 7 miles to the '12-hour' record.

(Subject to official confirmation.)

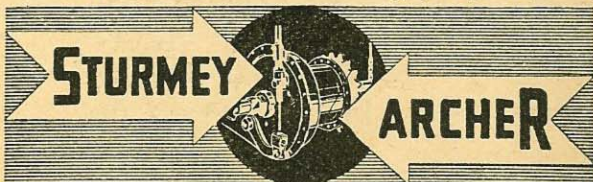
- following on all these big successes of 1937 -

★ **EDINBURGH-LONDON**
RECORD

★ **LAND'S END-JOHN O'GROATS**
RECORD

★ **THE 1000 MILES** RECORD

★ **LIVERPOOL-LONDON**
RECORD



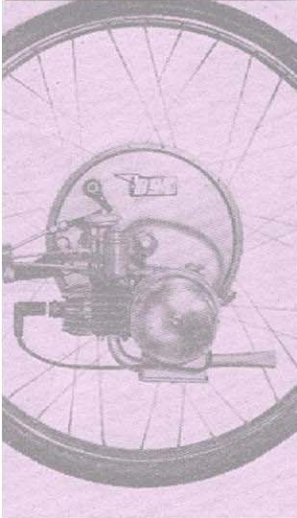
HUB GEARS AND HUB BRAKES

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THERE'S A STURMEY-ARCHER GEAR FOR EVERY CLASS OF CYCLIST

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