

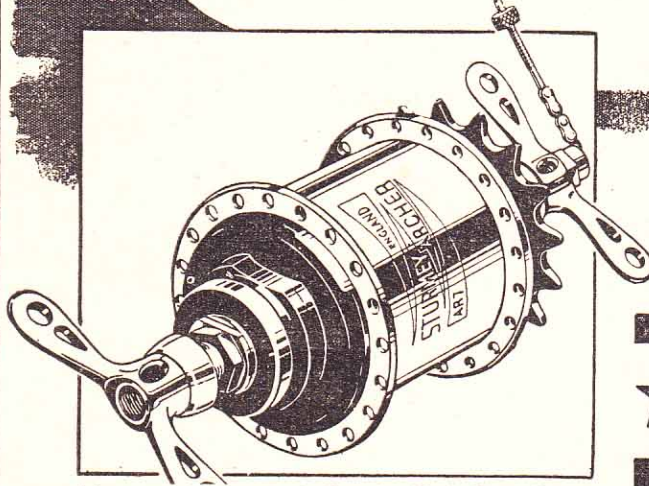
Sycharth, and so back to Wrexham by way of Llansilin, Selattyn, and Chirk, thus completing a satisfying round of 148 miles, fully detailed on Bartholomew's sections 12 and 16.

join at Blanchland via Snotley Bridge), thence to Grindon Hill and Housesteads on the Wall. Working now through Haltwhistle and by Tyneside to Haydon Bridge, follow the beautiful

proceeding homeward through Richmond, Gilling, Caldwell, Wanston, Staindrop and Bishop Auckland. Full round totals 192 miles. Use Bart's sections 2 and 4,

First- THE 'UNBEATABLE' 100 MILE RECORD BEATEN!

**NOW THE
'12-HOUR'
AND
LONDON-YORK RECORDS
SMASHED BY
STURMEY-ARCHER**



- following on all these big successes of 1937 -

★ **EDINBURGH - LONDON**
RECORD

★ **LAND'S END - JOHN O'GROATS**
RECORD

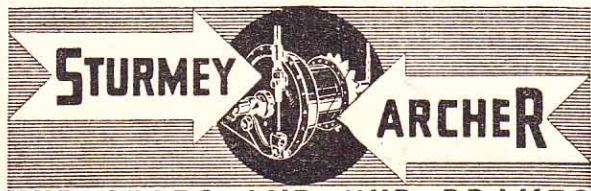
★ **THE 1000 MILES** RECORD

★ **LIVERPOOL - LONDON**
RECORD

STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

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.)*

FOLLOW THE LEADERS - FIT



HUB GEARS AND HUB BRAKES

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

24 May 1938

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Barham, author of the Ingoldsby Legends, and, of course, Charles Dickens.
Memories of David Copperfield are revived by a glimpse of the Sun Hotel, "the little inn" where Mr. Micawber used to sit at the window waiting for something to turn up, and of the cottage known as "the 'umble 'ome of Uriah Heep."
Then there is the House of Agnes, "the very old house bulg-

ing again for London, I rode out of Canterbury and along by the Great Stour as far as Chilham.
That was sufficient of the main road. The lanes were good enough for me. They led me straight away to a pearl of villages—Shotenden, and to another district rich in woods and meadowland.
For those who do not mind roads that go up and down regularly and determinedly, this stretch of the North Downs offers

much more would certainly have been destroyed.
And now, not far away, on the doorstep of an inn at Cobham, I will leave you—unless, of course, you care to come in with me. There could be no better conclusion to a journey in Kent than a gallant toast over a well-filled tankard in the Leather Bottle.
"Gentlemen, the toast is Kent, coupled with the name of Charles Dickens."

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AGAIN STURMEY-ARCHER "GO ONE BETTER!"

**A flick of the finger...
CHANGES THE GEAR!**

**STURMEY-ARCHER
TRIGGER CONTROL**

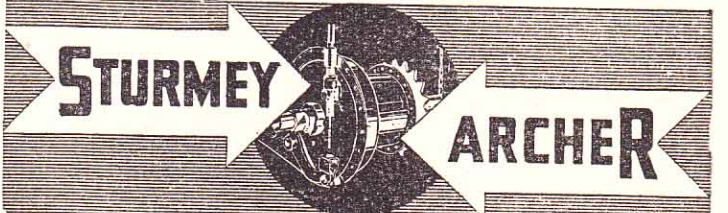
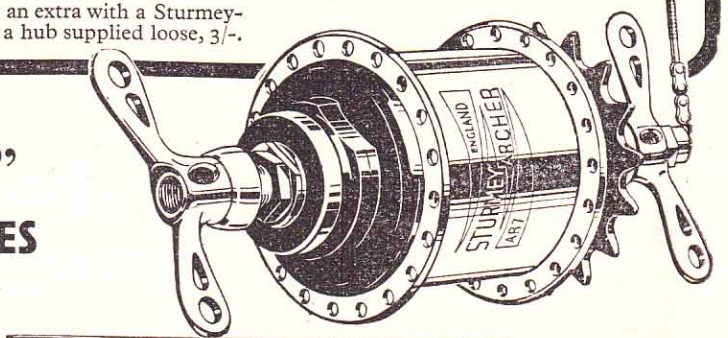
SO EASY! SO SAFE! SO SURE!

Supplied separately, complete, 8/-. Supplied as an extra with a Sturmeley-Archer 3-speed hub fitted to a new machine or a hub supplied loose, 3/-.

**"A wonderful help"
SAYS BERT JAMES**

I used a Sturmeley-Archer gear with Trigger Control on my recent record-breaking runs, so I know what an enormous advantage it is to be able to change gear with just a 'finger-flick'—hands remaining securely on the handlebars."

B. James



HUB GEARS AND HUB BRAKES

Standard ratio 3-speed hub—33 1/3% increase from normal to high and 25% decrease from normal to low. Supplied loose (additional charge for fitting) 23/9. As an extra on a new machine, 21/-.

Medium ratio 3-speed hub (AM) wing nuts and quick release cable connection standard. 15.55% increase from normal to high and 13.46% decrease from normal to low. Supplied loose (additional charge for fitting) 23/9. As an extra on a new machine, 21/-.

Close ratio 3-speed hub (AR) wing nuts and quick release cable connection standard. Supplied loose (additional charge for fitting) 29/-.

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

STURMEY-ARCHER GEARS LTD., NOTTINGHAM

8 June 1938

Averaging 21 mph for 10 hrs!



LIVERPOOL-EDINBURGH

RECORD SMASHED

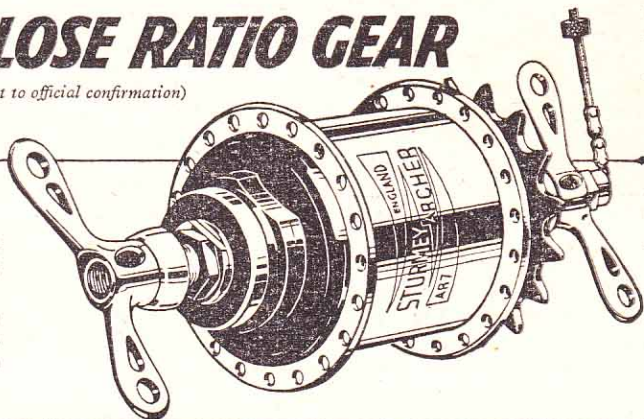
BY CHARLES HOLLAND RIDING A RALEIGH

fitted with a

STURMEY-ARCHER

3-SPEED CLOSE RATIO GEAR

(Subject to official confirmation)



Charles Holland's time was 10 hrs., clipping the existing record by no less than 12 mins. It follows all these big Sturmeley-Archer successes:

- '100 MILE' RECORD · EDINBURGH-LONDON RECORD
- '12 HOUR' RECORD · LIVERPOOL-LONDON RECORD
- LONDON-YORK RECORD : '1,000 MILES' RECORD
- LAND'S END-JOHN O' GROATS RECORD

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

STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

25 June 1938

So we left this old edifice which has gazed on Father Clyde for seven hundred years, and was once the home of the Stuart kings.

wandered, and was finally inspired to write "The Bonny Lass."

I am not enamoured with

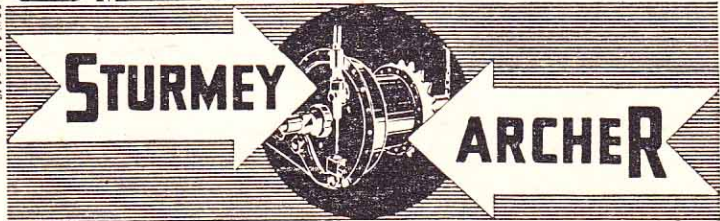
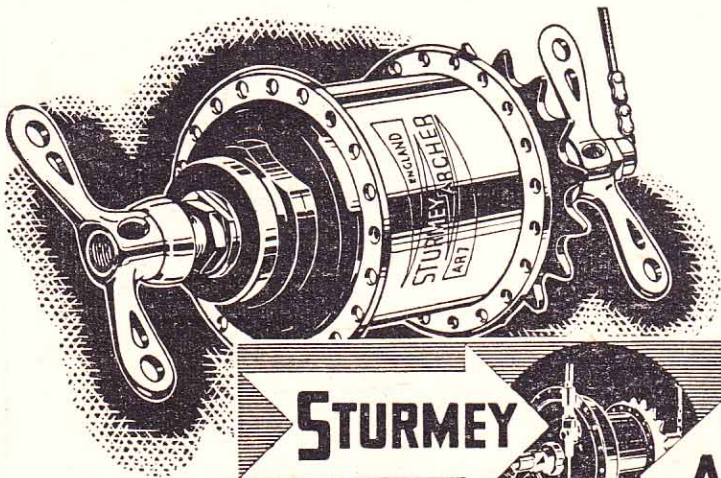
town of Galston while it was still twilight, but night had come upon us as we crossed the Fenwick moors to Newton Mearns. And so back to the city.

Choose STURMEY-ARCHER because



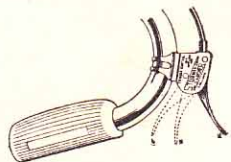
- It's the neatest, lightest, cleanest gear you can buy
- It's frictionless, totally - enclosed and continuously oil-bathed for sweet-running
- There's a Sturmey hub to suit every class of cyclist
- It's the hub that we record-breakers always use
- I used it when I broke the Liverpool - London, '100 mile,' '12 hour' and London-York records. It's the gear for results!

... that's what BERT JAMES, the famous record-breaker, would tell you if you asked his advice about variable gears



HUB GEARS AND HUB BRAKES

See the new Sturmey-Archer Trigger Control which the record-breakers are finding such a wonderful advantage? Just a flick of the fingers changes the gear—and as both hands remain securely on the handlebars there is no loss of steering control. Supplied separately, complete 7/-. Supplied as an extra with a Sturmey-Archer 3-speed hub fitted to a new machine or a hub supplied loose 3/-.



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Close ratio 3-speed hub (AR) wing nuts and quick release cable connection standard. Supplied loose (additional charge for fitting) 29/-. As an extra on a new machine, 25/3.

THERE'S A STURMEY-ARCHER GEAR FOR EVERY CLASS OF CYCLIST
STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

When replying to advertisers please mention "The Bicycle"

9 July 1938

the eye in its green, dancing brilliance. It was free, untamed; sweeping across the globe as it wished; answering to nobody; unconfined; unconquerable. Its great, restless spirit was an echo of our own heart's desire.

The following day was a home-ward trek, but the memory of that vast freedom of the East Coast was with us—and will ever remain to complete a colourful picture of one of England's fairest corners—the sky, the friendly lanes, and the sea.

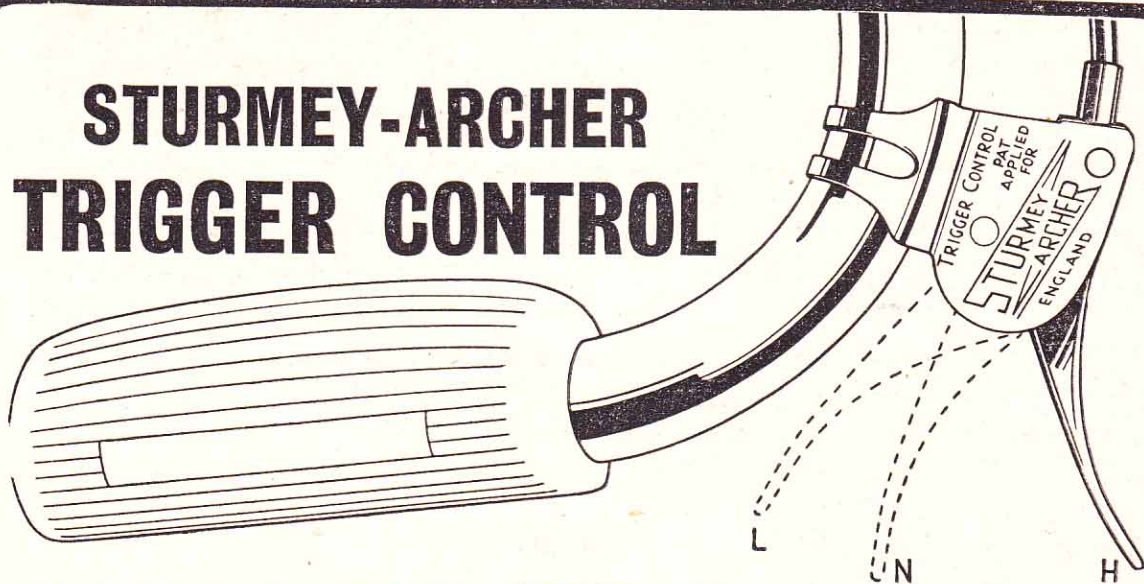


A friendly East Anglian lane near Mendlesham

AGAIN STURMEY-ARCHER "GO ONE BETTER!"

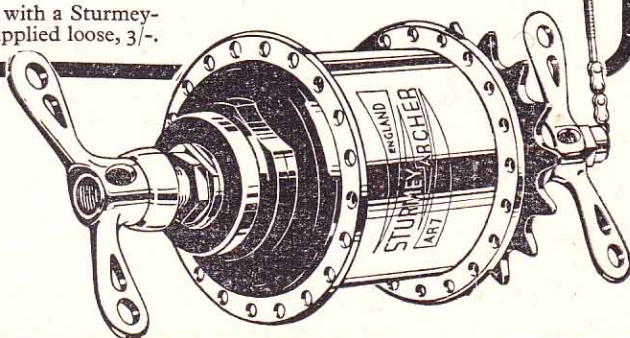
A flick of the finger... CHANGES THE GEAR!

STURMEY-ARCHER TRIGGER CONTROL



SO EASY! SO SAFE! SO SURE!

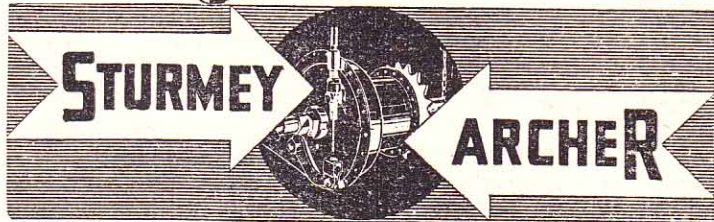
Supplied separately, complete, 7/-. Supplied as an extra with a Sturmeley-Archer 3-speed hub fitted to a new machine or a hub supplied loose, 3/-.



**"A wonderful help"
SAYS BERT JAMES**

I used a Sturmeley-Archer gear with Trigger Control on my recent record-breaking runs, so I *know* what an enormous advantage it is to be able to change gear with just a 'finger-flick'—hands remaining securely on the handlebars."

B. James



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

STURMEY-ARCHER GEARS LTD. NOTTINGHAM

When replying to advertisers please mention "The Bicycle"

23 July 1938

lived. "You don't happen to know off in company on a successful where you are, do you?" was quest.

Together, we four sat on the grass by the wayside, with two tenaciously to the high flank of

showed its green acres in the distance. Ours was a track, high above the thudding footfalls of humanity, where one could linger (Continued on page 14.)



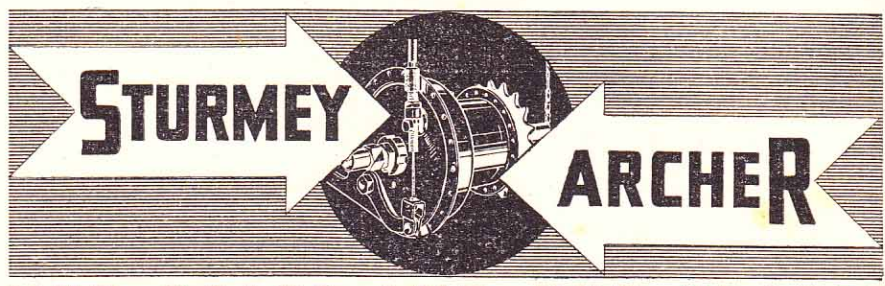
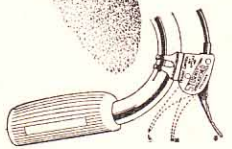
"If you asked me which I thought was the best variable gear, I'd say

STURMEY-ARCHER

because

- / It's the neatest, lightest and cleanest gear made.
- / It is totally-enclosed, frictionless and continuously oil-bathed for sweet-running.
- / There's a Sturmey gear to suit every class of cyclist.
- / I used it when I broke the Liverpool-Edinburgh record."

says **CHARLIE HOLLAND**



HUB GEARS AND HUB BRAKES

SEE the new Sturmey-Archer Trigger Control which the record-breakers are finding such a wonderful advantage? Just a flick of the fingers changes the gear—and as both hands remain securely on the handlebars there is no loss of steering control. Supplied separately, complete 7/-. Supplied as an extra with a Sturmey-Archer 3-speed hub fitted to a new machine or a hub supplied loose 3/-.

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

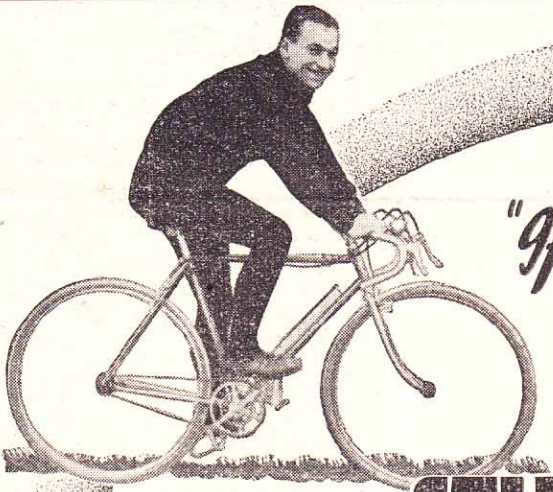
STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

When replying to Advertisers, please mention "The Bicycle"

6 August 1938

...dently the objectives for some through to that peaceful day
 great international contest be- lying unseen and untouched away
 tween the sand fleas of all from the world. It was a little
 nations. Those which were un- paradise.
 able to get a sufficiently good It was pleasant, too, to think

path to this paradise.
 That day was remarkable for
 several disappearances—notably
 of six beautiful "bangers," or
 (Continued on page 14)



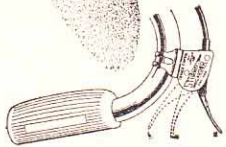
*"If you asked me which
 I thought was the best
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STURMEY-ARCHER

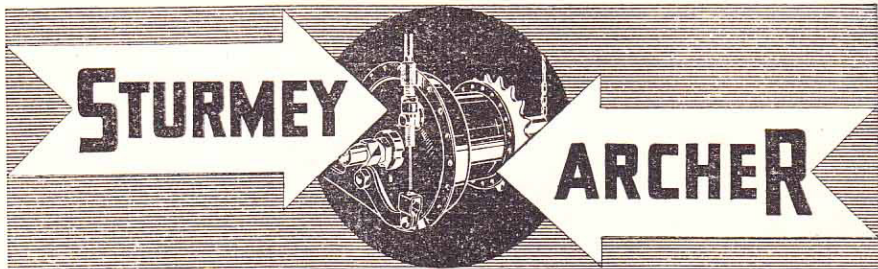
because

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

STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

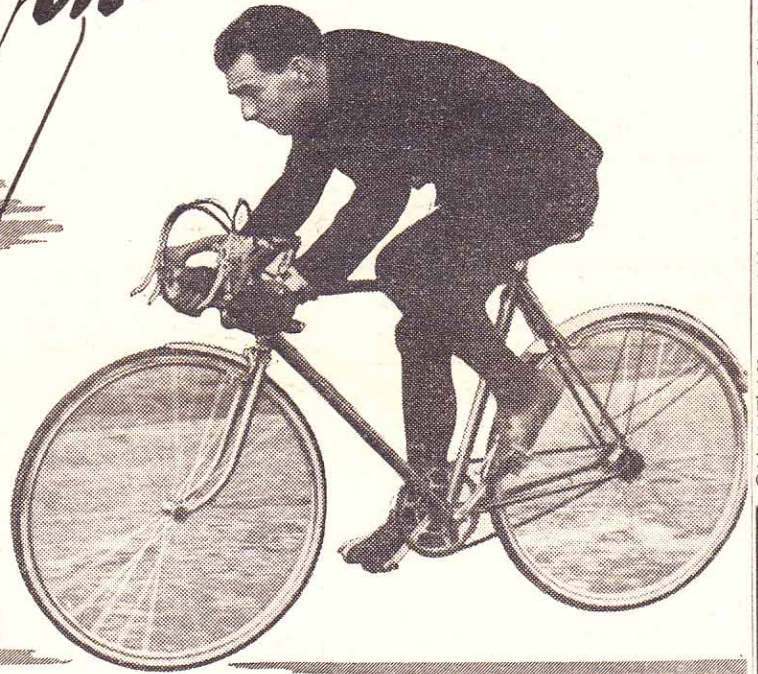
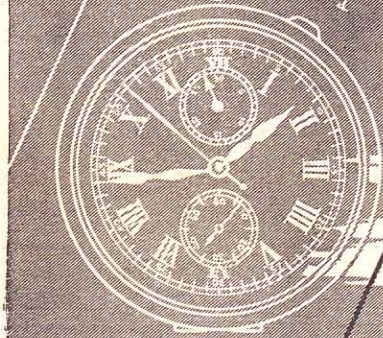
When replying to advertisers please mention "The Bicycle"

mile, yet another puncture.
With the result that at Basing-
stoke, 241½ miles, he was six minutes

ner, intent on a sound beating of the
record. His bitter disappointment
over his previous narrow failure was

And then a sickening moment when
a tyre hissed out its expiring breath.

287 miles in 13 hrs. 44 mins



CHARLES HOLLAND RIDING THE RALEIGH
CHARLES HOLLAND MODEL, FITTED WITH A

STURMEY-ARCHER

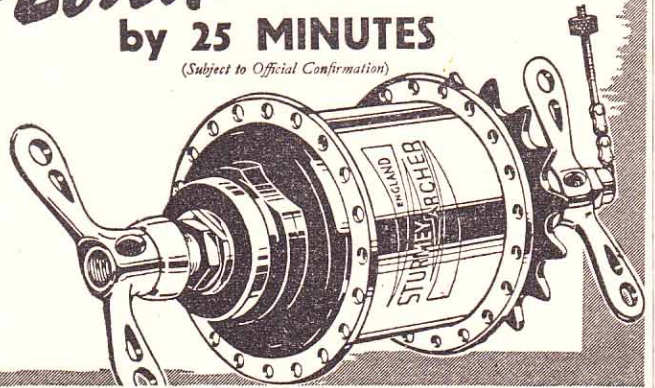
MEDIUM RATIO (AM) 3-SPEED HUB

Smashes the Land's End-London Record by 25 MINUTES

(Subject to Official Confirmation)

Again SturmeY-Archer scoops the news! Impeded by driving rain and four punctures Charles Holland, riding a Raleigh fitted with a SturmeY-Archer 3-speed gear, operated by Trigger Control, smashed the Land's End-London Record by the magnificent margin of 25 minutes. His actual time of 13 hrs. 44 mins. — and the long list of records already held by SturmeY-Archer — is unassailable proof that to better your best times you MUST fit SturmeY!

We are exhibiting at the Earls Court Bicycle and Motor
Cycle Show — November 7th to 12th, 1938 — Stand 132



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

STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

Printed for the Proprietors, THE BICYCLE PUBLISHING Co., LTD., 8-10, Temple Avenue, London, E.C.4, England, by ARGUS
Proprietors by ARGUS PRESS, LTD., 21, Tudor Street, London, E.C.4. Sole Agents for Australia and New Zealand, Messrs
S. Africa, Central News Agency, Ltd.

22 October 1938

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spined smart, the chain being always in line. This gear fulfilled the ideal, not only as regards chain alignment, but also as an engineering job.
 Trivelox gears can be supplied with either a close or a wide ratio to

drop-out fork-ends by employing the special attachable fork-end monobloc supplied by the firm.

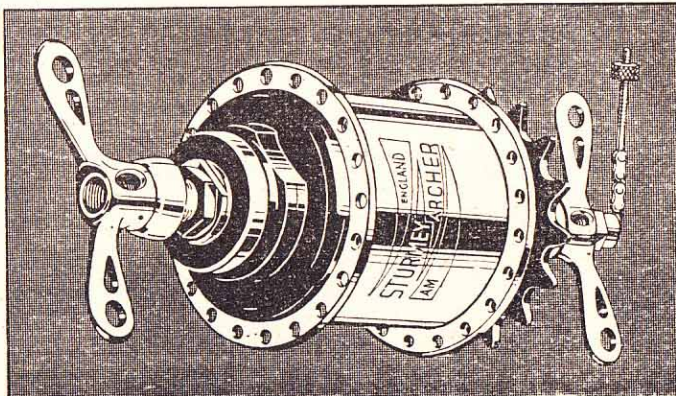
Even though their direct drive derailleur gave every satisfaction, this company, nevertheless, had so

ready for screwing to an existing hub. This has the advantage of detachable sprockets. Model "C1," for solos, retails at 25s., and Model C2, for tandems, at 26s.
 (Continued on page 19.)

IN ONE DAY & NIGHT
SID FERRIS
 cycles the
 incredible distance of
465 1/4 MILES
 TO SMASH THE



'24 HOUR' record
(Subject to Official Confirmation)
 riding a Raleigh fitted with a
STURMEY-ARCHER
MEDIUM RATIO (AM) 3-SPEED GEAR



To the long list of records won by Sturmey-Archer comes this latest and greatest: the '24 Hour' record — smashed by Sid Ferris in spite of poor weather and five punctures! Sid Ferris, Charles Holland, Bert James or one of our technical experts will be on the Sturmey Stand at the Cycle Show to advise on your gear problem—to tell you how this "gear of champions" can gear you to championship class!

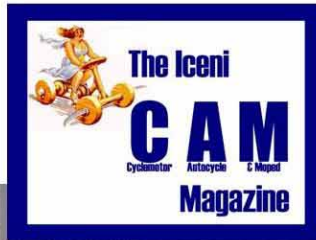
EARLS COURT STAND 132

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

STURMEY-ARCHER GEARS LTD., NOTTINGHAM

11 December 1938

IceniCAM Information Service



www.icenicam.org.uk