

A NEW STURMEY-ARCHER GEAR

LATEST THREE-SPEED INTRODUCED

SW supersedes AW—Original equipment supplies first—Spares packs ready

THE world-wide popularity of the Sturmey-Archer hub gear is certain to be increased greatly by the "latest and greatest gear" (to quote D. S. Robinson, SA director), which the company has just announced. The gear is a wide-ratio, three-speed model, the SW, which will eventually supersede its immediate predecessor, the very popular AW design. The remainder of Sturmey-Archer gears, hub-brakes, and lighting sets will remain unaltered for the present.

Many of the questions that dealers are likely to be asking about the new gear are answered in the questionnaire on the opposite page. In general, the SW is much more compact, has fewer (and stronger) working parts, and it gives a rise of 38.4 per cent on normal and a drop of 27.7 per cent. A smaller and more compact trigger-control will be sold with the SW.

The introduction of the SW is a further great step forward in the constant development and marketing of hub-gears that have been carried on by Sturmey-Archer for the past 54 years. Simpler construction, smoother action, and longer wear without replacement are among the new gear's major characteristics which should continue to keep Sturmey-Archer in the forefront in hub-gear design and sales.

First of all, supplies of the SW will be available to British cycle makers as original equipment. Loose hubs for building into old machines will not be available to the retail trade for some months. The changeover should be completed by November, however, and although the AW will not be made after that time, spares will be available for the latter.

Trade and retail prices of the SW hub will be similar to the AW.

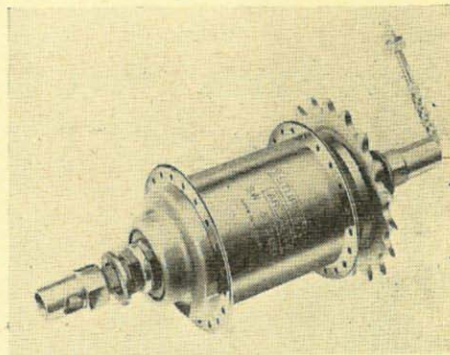
To help repairers to service the new hubs as they become available on bicycles or loose, Sturmey-Archer Gears Ltd., has already available a repair pack, which will be sold to the trade at a special trade price of £2 3s. 6d; the pack will be obtainable for a limited period only—thereafter supplies will have to be bought in the customary way. The packs can be obtained now from wholesalers.

The spare parts contained in the pack should permit normal servicing of 50 SW gears for approximately 12 months. For instance, the pack contains two axles, 12 pawls, and six indicator couplings, among the several separate fittings listed.

The selling points

Mr. Robinson emphasised to the "Trader" that among the best selling-points of the SW were its light weight (35 ozs. only, or 4 ozs. less than any previous model), its even loading and smooth action, and its increased simplicity.

He went on to say that development on the gear had taken three years, and besides conventional production tests, it had been



The new Sturmey-Archer SW gear.

subjected to road-testing at home and abroad in all sorts of conditions. Several thousand gears had been issued to selected traders for test, in one of the most extensive of practical trials that a manufacturer of a cycle component had ever conducted. As a result, important modifications had been made, cutting out possible weaknesses and ensuring perfect running and changing in the hub now being put on the market.

Mr. Robinson especially commended the spares-kit to repairers—it showed an extra profit of 10 per cent, and was an excellent stand-by for dealers who might have to face accidental damage caused by accidents or by careless use of hubs.

To manufacture the SW, batteries of new machines have been installed at Lenton, and there has been a great deal of new tooling-up.

A detailed "Trader" Service Data Sheet covering the new gear will appear in our issue dated July 7.

CHARACTERISTICS OF THE NEW SW HUB

Questions by the Trader—Answers by Sturmey-Archer

THE Trader asked Sturmey-Archer Gears Ltd., a series of 14 questions about the new SW hub. The questions and the replies to them are :

1. Why has Sturmey-Archer Gears Ltd., introduced the new SW 3-speed hub?

Sturmey-Archer, for half a century, has pioneered the variable hub gear. The SW design logically supersedes the AW in that a lighter, more compact and sturdier hub is offered to do the same work.

In short, the SW is one more generation in Sturmey-Archer's long and proud ancestry.

2. In what way does the new gear differ from the standard AW hub?

- 3½ ozs. lighter.
- ¼ in. smaller in hub diameter.
- Axle and sun pinion in one piece, and the axle drilled right through.
- Gear indication transferred to the left-hand end of the hub, making it easier to see the indicator rod.
- Six fewer working parts.
- Silent pawl action in all gears.
- Design such that incorrect assembly is virtually impossible.

3. Is it intended that the SW should replace the AW as original equipment and as a replacement gear?

The AW hub will be dropped entirely from the range once manufacture has been converted to SW, which will take four to five months.

4. What are the external dimensions of the barrel?

See the answer to question 2.

5. What are the new gear ratios, and why have they been chosen instead of the 33 per cent increase and 25 per cent decrease of the AW?

The gear ratios are 38.4 per cent increase (as against 33.0 per cent) and a decrease of 27.7 per cent (as against 25.0 per cent). There was a demand for a wide-ratio gear with a greater decrease from normal, and any decrease has to have an equivalent increase.

6. When will the new gear be available to the retail trade for replacement purposes?

We cannot be quite certain when the new hub will be available for sale loose

to the trade, because first priority is being given, of course, to manufacturers. We imagine, however, that by the end of July we should be able to take care of trade demand.

7. Does the SW entail any change in the spoke lengths needed by dealers when building it into wheels?

Spoke lengths have to be increased by 1/32 in. but a spoking chart is being sent to the trade together with other details of the hub in a circularization which took place on May 31.

8. If so, what are the spoke lengths for 26 in. by 1¼ in. Endrick rims, 26 in. by 1½ in. Westwood, and 28 in. by 1½ in. Westwood?

See the answer to question 7.

9. What are the cog sizes available? Does the gear give a wider range than the AW?

The same range of sprockets will be available with the SW as with the AW.

10. Will most of the AW Sturmey-Archer spares fit the new hub?

With the exception of cones and axle nuts there is no interchangeability of spares between the AW and the SW.

11. What are the special features of the new hub—in what ways is it stronger and more reliable than the old?

Examination of the SW will indicate its more robust character, which is typified by the thickness of the sliding clutch, for example. There are fewer parts and in every way we feel that the hub represents a step forward in design and potential performance value, despite the fact that the AW itself is renowned for long life and reliability.

12. What is the retail cost of the new hub and how does this compare with the old?

The new hub will be offered at the same trade and retail prices as the old.

13. Will new SW hubs be available to export markets—if so, when?

The SW hub will be released to export markets in sequence when production enables us to cater completely for the

(Continued on page 121)

Child safety report — continued

ments; the industry and trade knew that cycling was not dangerous. This Report had come as a welcome breath of fresh air, which should serve to blow away some of the cobwebs.

He said that the Report gave a full and fair statement of the problem which the Committee had examined in an objective and unprejudiced manner. The Committee clearly recognised that responsibility for accidents on the roads could not be fastened on any particular section of the community.

The Report said that cycling was a desirable activity, and was the finest possible means of introducing children to roadcraft and road sense, and provided certain elementary precautions were taken, cycling could be a most valuable part of the education and upbringing of every child.

The Report went to great pains to analyse the causes of accidents to children, and while it did not attempt to absolve the child itself from blame, it did emphasise the many other contributory causes, and the responsibility of other classes of road user, and of the highway authorities.

Mr. Boulstridge continued: The attitude of every road user—and we all fall within this category—

is of the highest importance. When we meet a child on the pavement we normally treat it with kindness and understanding, but on the roads many drivers seem immediately to become irate when children appear and refer to them as "a menace". A menace to whom I wonder?

Apart from the responsibility of every road user, and of the highway authorities in providing roads and tracks suitable for cycling, the Committee follows its own logical argument to the conclusion that greatly increased facilities must be made available for training children. Cycle training, it says, should become a part of a child's normal upbringing.

It is worth noting that deaths among child cyclists have been substantially reduced since the war. In 1938, there were 205, and in 1954 105, notwithstanding the vast increase (almost two-fold) of our traffic density. This in itself is a splendid testimony to the work of all those who have devoted their time and energy to providing facilities for training children. More, however, must now be done.

The Committee clearly recognises that it is no answer to ban children from cycling. They will still run across the road after a ball. Every child born into the world wants a bicycle, and at present no less than three million of them have had this wish fulfilled and are cycling regularly. This represents about every other child under 15 in the country.

Major General Young also commended the Report to the industry and the cycling organisations, and added that a "Mind that Child" campaign would be launched publicly in September.

Commons interest charges suggestion rejected

In the House of Commons on May 15, the Parliamentary Under-Secretary to the Board of Trade, Mr. Derek Walker-Smith, said that he would not make it obligatory in hire-purchase transactions for the vendor, when quoting the number and amount of instalments, also to indicate the rate of interest being charged.

Existing legislation already provided that agreements to which the Hire Purchase Act, 1938, applied must show the cash price, as well as the hire-purchase price and other particulars, and it was not considered necessary to make the further requirement.

EVER READY VAN SALES CONFERENCES

A conference of van sales representatives of the London and South-Eastern Counties' areas of the Ever Ready Company (Gt. Britain) Ltd., was held at The Ship Hotel, Brighton, on May 3, under the chairmanship of R. O. Allston, joint general manager. C. H. Bayliss, joint general manager, attended the conference during the afternoon.

A conference of van sales representatives of the van sales representatives of the Ever Ready Company (Great Britain) Ltd., was held at the George Hotel, Edinburgh, on May 10, under the chairmanship of R. O. Allston, joint general manager.

E. N. Rowbotham, chairman of the company, together with L. W. Orchard, director, attended the conference during the afternoon.

SA Questionnaire—continued

three-speed wide ratio hub demands of British manufacturers and the home trade.

14. *Is it the intention of Sturmey-Archer Gears Ltd., to publicise the new gear extensively to the public, with a view to encouraging replacement of existing hubs?*

In due course there will be an advertising and sales promotional campaign to draw attention to the new hub but not until ample time has been allowed for the trade to clear any AW stocks that they may have and also bicycles fitted with the AW hub.

No effort will be made, however, to encourage people to buy the new hub in replacement for a satisfactory existing hub. The main emphasis in the publicity will be to encourage still more people to believe that no bicycle is complete without a Sturmey-Archer variable gear.

New openings

J. Costin and Sons, motor cycle and scooter traders, of 237 London Road, Westcliff-on-Sea, Essex, have opened a new showroom for motor cycles and sidecars on their premises.

Colton's, cycle dealers and repairers, of St. Martins Street, Millfield, Peterborough, are shortly opening a branch shop in Cumbergate, Peterborough, near the General Post Office.

NEW STURMEY-ARCHER SW 3-SPEED GEAR

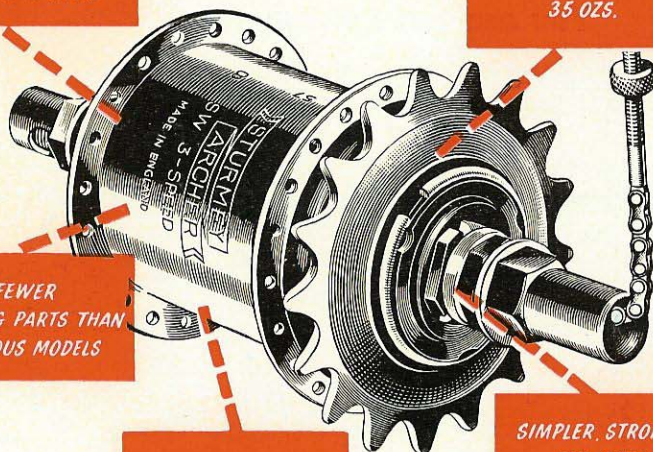
SMALLEST HUB GEAR
YET MADE—ONLY
2" IN DIAMETER

LIGHTEST HUB
GEAR—WEIGHS ONLY
35 OZS.

FEWER
WORKING PARTS THAN
PREVIOUS MODELS

BALANCED LOADING
GIVES SUPER SMOOTH
RUNNING

SIMPLER, STRONGER
AND GIVING
LONGER LIFE



THE SMALLEST, LIGHTEST WIDE RATIO HUB GEAR YET MADE

This spectacular new Sturmeley-Archer Gear will be backed by an intensive advertising campaign directed especially at the younger generation—the most cycle-conscious age group. And

interest will be widespread amongst all cyclists in this latest development by the pioneers of the hub gear. Be ready to meet the enquiries and demand which are certain to follow.

STURMEY ARCHER

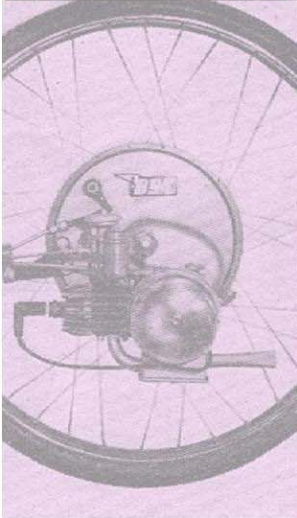
for speed with ease

3- AND 4-SPEED HUB GEARS • BRAKE HUBS • 'DYNOHUB' HUB LIGHTING EQUIPMENT • TRIGGER CONTROLS
LAMPS • BATTERY UNITS

Sturmeley-Archer Gears Ltd., Nottingham.

SP 13

IceniCAM Information Service



www.icenicam.org.uk