



when I would be pleased to... he never accepted any of this
P. ARTHUR-HILL... well-known "filthy lucre."
Maida Vale, W. Handicapping is definitely the



A KEEP OF THE CONQUEROR'S DAYS

Where rude men highered the drawbridge, lowered the portcullis, and in the quaint tongue of the times said "Scramme" to even ruder men without the gates.

A KEEPSAKE FOR NOWADAYS

Around which fast men lower and raise pedals. A worthy component that turns your wish for "faster times" into reality. Fit a WILLIAMS Flanged set—the set that sets the fashion in transmission.

WILLIAMS—THE CONQUERORS
of Transmission Troubles

EDWARD WILLIAMS, FOUNDRY LANE, BIRMINGHAM

TOMMY GODWIN

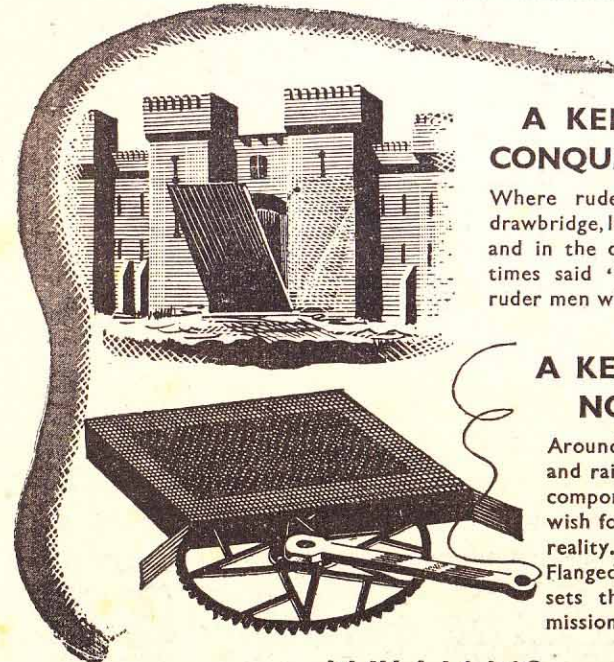
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'The Bicycle', 28 January 1939



...et, with accum...
autumn if we shouted loud enough.
I have thought of some things,
and have kept the ideas to myself
because I thought I might some day

music stopped and the pipes were
never seen again.
W. W. HAND.
Castle Bytham, Lincs.



A KEEP OF THE CONQUEROR'S DAYS

Where rude men highered the drawbridge, lowered the portcullis, and in the quaint tongue of the times said "Scramme" to even ruder men without the gates.

A KEEPSAKE FOR NOWADAYS

Around which fast men lower and raise pedals. A worthy component that turns your wish for "faster times" into reality. Fit a WILLIAMS Flanged set—the set that sets the fashion in transmission.

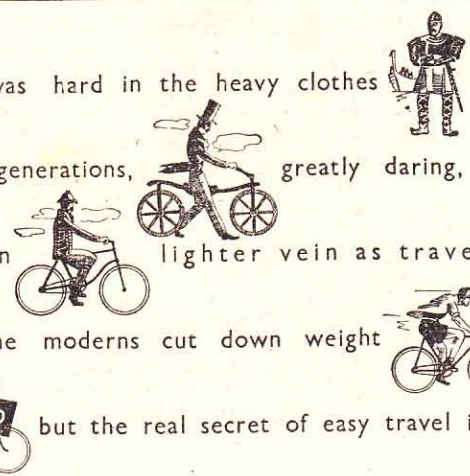
WILLIAMS—THE CONQUERORS
of Transmission Troubles
EDWARD WILLIAMS, FOUNDRY LANE, BIRMINGHAM

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'The Bicycle', 11 February 1939

...have been limited... vague... interested in cycling as for
 tion for tracks and similar activity the enthusiast? Why not emphasise
 designed to capture the interest only the touring articles with slogans

TRAVEL was hard in the heavy clothes of 1066. But
 succeeding generations, greatly daring, have treated
 the matter in a lighter vein as travel increased.
 And still the moderns cut down weight to a mini-
 mum but the real secret of easy travel is found to be
 not only in casting off things—but in fixing on—a



WILLIAMS
 THE CONQUERORS OF
 TRANSMISSION TROUBLES

EDWARD WILLIAMS, FOUNDRY LANE, BIRMINGHAM

Why carry additional weight?

Racing

May I be
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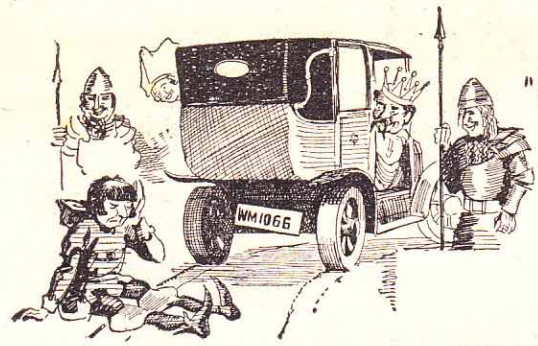
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 ...GEO. S. KAY.
 Edinburgh, 8.

...nated houses and killed sus-
 ...jects in the world.
 ...W. J. BAXTER.
 Southall, Middlesex.



**"WILLIUM THE CONKERER
 GROUND THE PEEPLE DOWN
 UNDER HEAVY TAXIS—"**

*Excerpt from "English History"
 —by Smith Minor*

But WILLIAMS—The conquerors of Transmission Troubles—are incapable of such conduct, not being interested in four-wheel fare-taxed travel but only in two-wheel "freer" journeyings

WILLIAMS CHAINWHEELS & CRANKS
 EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM

Specification:
 tube 53

**Model
 Champion**

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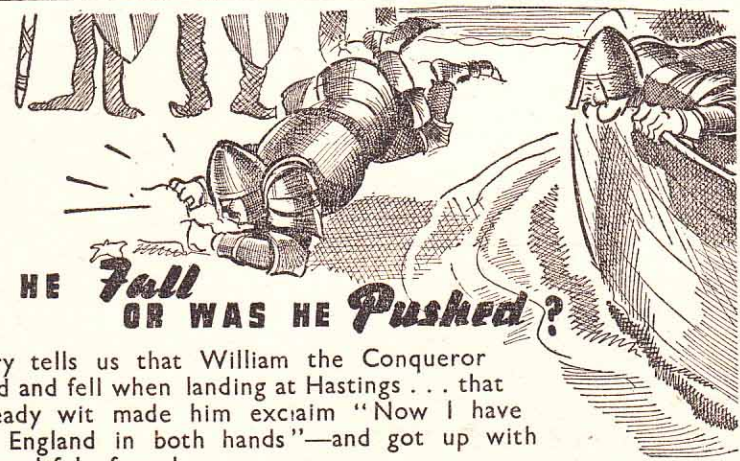
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'The Bicycle', 11 March 1939



ever welcome...
G. S. BROWN.
Stockbridge, Hants.

Pres...
[The question of the alleged police
trap has been passed on to the N.C.U.
legal department for attention.—Ed.]



DID HE *Fall* OR WAS HE *Pushed*?

History tells us that William the Conqueror slipped and fell when landing at Hastings . . . that his ready wit made him exclaim "Now I have taken England in both hands"—and got up with two handfuls of sand.

There's no "slip" and a minimum of "push" where WILLIAMS—THE CONQUERORS OF TRANSMISSION TROUBLES are in use . . . and thousands of enthusiastic riders annually take England on two wheels—with the aid of a third—

WILLIAMS

FLANGED CHAINWHEEL

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM

Club Riders! Your machine needs

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'The Bicycle', 25 March 1939

...ories - Scotland - est. 1859.


BATTLE OF HASTINGS 1066



Wily William! Realizing that Harold and his men were in a very strong position on the top of a hill, he pretended to retreat. The Saxons fell for it. Giving vent to loud cries of "Give them ye bending!" they left their position of security and Harold realized, too late, that he had been "done in the eye."

BATTLE OF HASTE-ING 1939

Usually fought on a Sunday. But the wily fellows to-day always use a WILLIAMS Flanged Racing Set. They know its packed shoulders pack more yards into seconds.

WILLIAMS THE CONQUERORS OF TRANSMISSION TROUBLES

EDWARD WILLIAMS - BENSON WORKS - FOUNDRY LANE - SMETHWICK - B'HAM



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'The Bicycle', 22 April 1939



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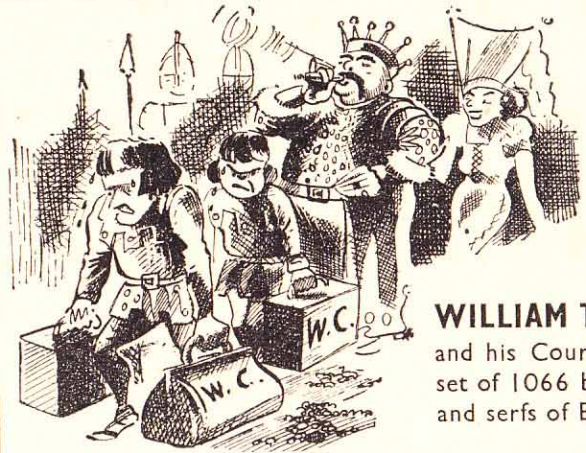
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...those who want them. Pedestrians have
...as much legal right to the roads as
...cyclists and motorists.—Ed.]

Freemans services are...
utilised.
FRED DRYSDALE.
Gateshead-on-Tyne.



WILLIAM THE CONQUEROR
and his Court became the smart
set of 1066 by making the vassals
and serfs of England sweat.

**WILLIAMS—THE CONQUERORS OF TRANSMISSION
TROUBLES** did better . . . by evolving the smartest set in
cycledom they made cycles "smarter" than with any other form
of transmission.

WILLIAMS

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM ·

LYOU ARE

BE ON THE SAFE SIDE—ALWAYS FIT

'The Bicycle', 6 May 1939



Catalogue number **EW26**
 Price code **H / 8 of 19/**
 Date **11 July 2020**

IceniCAM Information Service

Write for Folder: **BARNSHAW & CO., LTD.**
 Dept. B, MERSEY ST., PORTWOOD, STOCKPORT, Ches. Tel. STOCKPORT 107

B.S.107

The "wits" of 1066 described the coronation of William the Conqueror as the "crowning achievement of the Norman Conquest."

The keen wits of generations of cyclists, long ago recognised WILLIAMS—the Conquerors of Transmission Troubles—as the crowning achievement in all GOOD cycles.

WILLIAMS still continue to secure the enthusiastic support of an ever-increasing number of keen cyclists.



WILLIAMS

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM

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'The Bicycle', 20 May 1939



CYCL

JOIN YOUR LOCAL CYCLING CLUB AND ENJOY ALL THE ADVANTAGES OF CYCLING

The "wits" of 1066 described the coronation of William the Conqueror as the "crowning achievement of the Norman Conquest."

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WILLIAMS

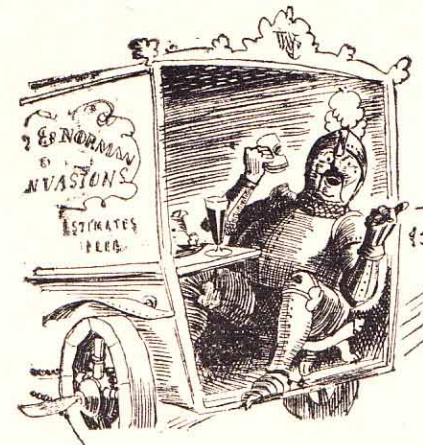
EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM ·

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'The Bicycle', 3 June 1939



**“When
 the
 Army
 attacked
 William
 was in
 the Van.”**

Thus does history record the start of all the bother at Hastings in 1066! Subsequent events proved that William the Conqueror knew a “good thing” when he saw one—and he certainly picked a “winner” that day!

Cyclists to-day are just as knowing—they use WILLIAMS—The Conquerors of Transmission Troubles—and they’re ALWAYS in the “van” of progress.

Don't land yourself “in the cart”—fit a

WILLIAMS FLANGED CHAINWHEEL

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM

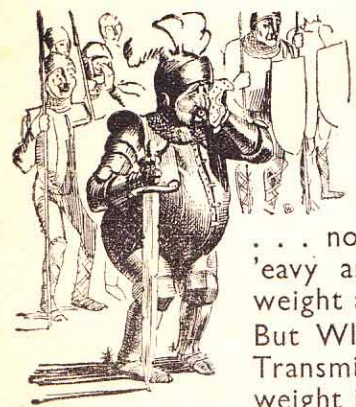


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‘The Bicycle’, 17 June 1939



**William the Conqueror
 carried weight!**

... not only physically but also in 'ard 'eavy armour! His orders also carried weight and over-rode all opposition. But WILLIAMS — The Conquerors of Transmission Troubles — pull far more weight in the aggregate—that of hundreds of thousands of cyclists. Their reputation “carried weight” all over the world, as they over-ride the opposition of the worst roads.

WILLIAMS literally get their teeth into the job — hence their “strong pull” everywhere.

WILLIAMS THE CONQUERORS OF TRANSMISSION TROUBLES
 EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM ·

CLUBMEN! RIDE AN ... more mileage with less effort, smooth, trouble-free, ...

A group Derby
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'The Bicycle', 1 July 1939

a true clown...
 K. EDWARDS.
 Birmingham, 20.

in the sports pages was in the of
 Man race, and that only because of



No false teeth here!

Back in the days of 1066 teeth were teeth — and when WILLIAM THE CONQUEROR got *his* into anything there was no fear of “toothache!”

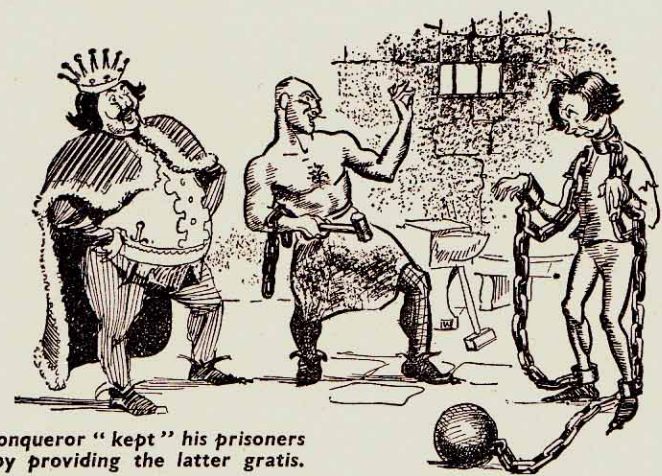
And when WILLIAMS — the CONQUERORS OF TRANSMISSION TROUBLES—get *THEIR* teeth into a chain there’s not only little fear of “toothache,” there’s a certainty of smoother running and absence of snatch or grind.

WILLIAMS THE CONQUERORS OF TRANSMISSION TROUBLES

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM ·

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‘The Bicycle’, 29 July 1939



William the Conqueror "kept" his prisoners "in chains" by providing the latter gratis.

But there's no need for WILLIAMS—the Conquerors of Transmission Troubles—to "keep" cyclists in chains, because chain replacements become fewer and fewer on cycles equipped with WILLIAMS—the chainwheels that put "their shoulders to the 'wheel."

WILLIAMS THE CONQUERORS OF TRANSMISSION TROUBLES

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM ·

WILLIAMS

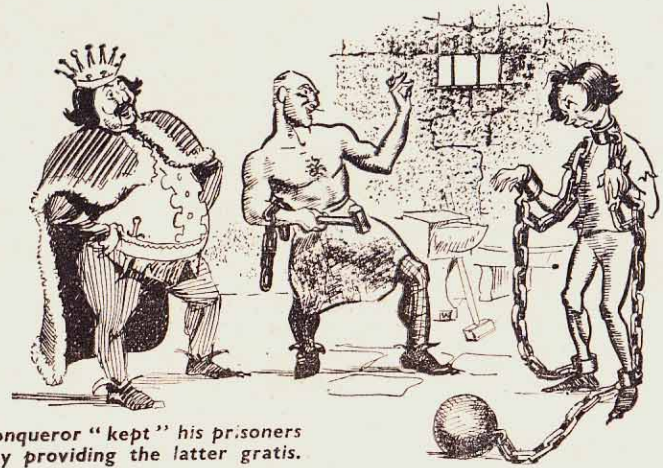
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'The Bicycle', 12 August 1939

the usual disclaimer,
 "MUDLARK."
 Greenford, Middlesex.

positive picture before the feet
 E. RAYNER.
 London, S.W.10.



William the Conqueror "kept" his prisoners "in chains" by providing the latter gratis.

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WILLIAMS THE CONQUERORS OF TRANSMISSION TROUBLES

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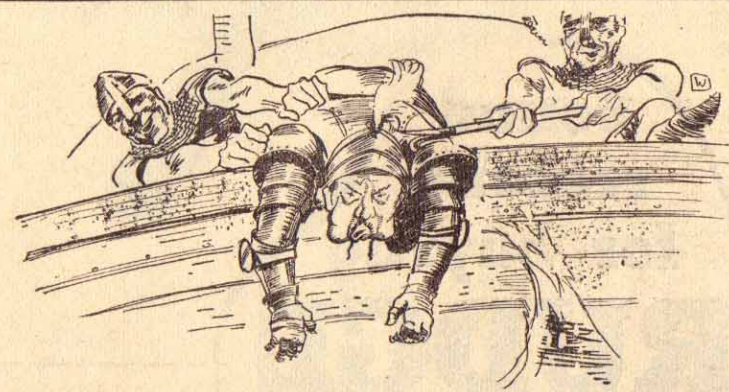
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London, S.W.2. G. LEWIS.

Manchester.
[Jackets of the type described are obtainable from any of the waterproof clothing manufacturers advertising in THE BICYCLE See page 15 for details.]



Did William the Conqueror have a smooth crossing?

The reason why he looked green when he landed is hotly disputed amongst historians of the period, as follows:—

- Because he was sick of the journey.
- Because he was green with envy of Harold.
- Because he WAS green — i.e., simple.

But adherents to the cause of WILLIAMS — the Conquerors of Transmission Troubles — never get sick of their journeys, envy no others, and are certainly not "simple" enough to accept a machine with anything less than a genuine WILLIAMS Flanged.

WILLIAMS THE CONQUERORS OF TRANSMISSION TROUBLES

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM ·

FOR BETTER SHOES—

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'The Bicycle', 9 September 1939



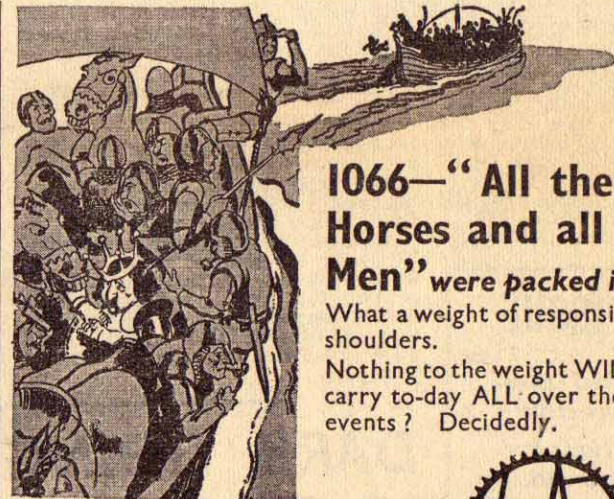
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1066—"All the King's Horses and all the King's Men" were packed into 3,000 ships.

What a weight of responsibility on William's shoulders.
Nothing to the weight WILLIAMS' shoulders carry to-day ALL over the world. Chain of events? Decidedly.

WILLIAMS
THE *Conquerors* OF
TRANSMISSION TROUBLES

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM ·

'The Bicycle', 23 September 1939



often h...
thing took am...g form not two... brother and I m...
yards in front of my wheel. sisters, and we are tandem...



DID WILLIAM CONQUER HIS TRANSMISSION TROUBLES?

We don't know, but we can't imagine his "fiery charger" having much "fire" left after half-an hour of steady charging with William-cum-armor on his back.

Coming down to present times, we DO know the WILLIAMS of cycling fame have conquered transmission troubles — and though fiery chargers are right out of date, the WILLIAMS-equipped cycle of to-day possesses a "fire" all its own that no amount of top-weight can subdue.

WILLIAMS THE CONQUERORS OF TRANSMISSION TROUBLES

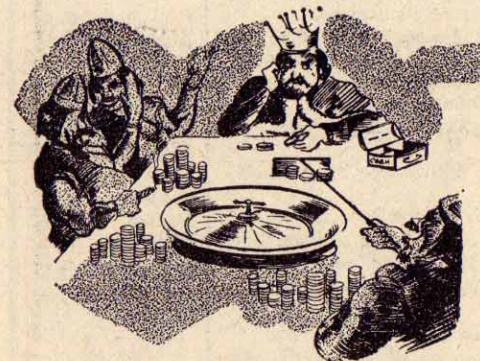
EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM ·

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'The Bicycle', 7 October 1939



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could work out a simplified code
of rules under which road sport "En route to France"



William's wheel of fortune

Obviously he wasn't always lucky—as this reproduction (?) from the Bayeux Tapestry shows. Perhaps the wheel didn't run true.

But the Wheels of WILLIAMS—the Conquerors of Transmission Troubles—may always be relied upon to run true. Their double shoulder construction ensures a "packing" of the metal at the point where most strain occurs.

Don't gamble with Fortune—insist upon WILLIAMS Flanged on the cycle you buy.

WILLIAMS
THE *Conquerors* OF
TRANSMISSION TROUBLES

EDWARD WILLIAMS · BENSON WORKS · FOUNDRY LANE · SMETHWICK · B'HAM

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'The Bicycle', 4 November 1939

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 its valleys, its plains and I love on, because it is the property
 them all. of Lord So-and-So. The land is
 I have not seen enough of these most probably being kept so



William the Conqueror had a poor reception.

But the British people weren't the whole cause. Fact is, his "set" was defective—so he blamed his "cat's whiskers."

What a triumph for WILLIAMS—the Conquerors of Transmission

WILLIAMS
 THE *Conquerors* OF
 TRANSMISSION TROUBLES

Troubles—that WILLIAMS' "sets" are so popular everywhere for "tireless" reception of broadcast rhythm.

EDWARD WILLIAMS BENSON WORKS FOUNDRY LANE SMETHWICK B'HAM

When replying to advertisers please mention "The Bicycle"

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'The Bicycle', 18 November 1939