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be deplored. On matters of food after being shackled to a juggling  
control, conscription, taxation and juggernaut, is increased tenfold.—  
other general topics, the motorist Ed.).



### When William the Conqueror Built the Tower of London

he strengthened it still further by adding a moat to withstand the attacks of his enemies. When Williams—the Conquerors of Transmission Troubles—built Chainwheel Sets, they added a flange that successfully withstands the attacks of distortion and gives added strength to the teeth—a flange that has proved a “tower” of strength to cycle transmissions.

# WILLIAMS

THE CONQUERORS OF TRANSMISSION TROUBLES

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

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‘The Bicycle’, 13 January 1940



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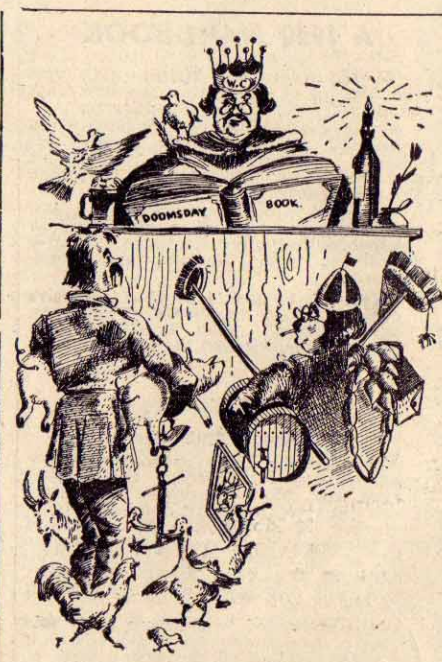
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...my way back to town—thereby miss-  
...ing a really jolly affair. W.J.M.



**WILLIAM the CONQUEROR  
ESTABLISHED A  
'VOLUME' OF 'RECORDS'**

He meant to know just what he'd conquered, so he set out to take England apart and find out what made it tick!

That was nearly nine hundred years ago. To-day volumes of cyclists have established personal "records" in happy carefree miles, using WILLIAMS—the Chainwheels that have conquered transmission troubles.

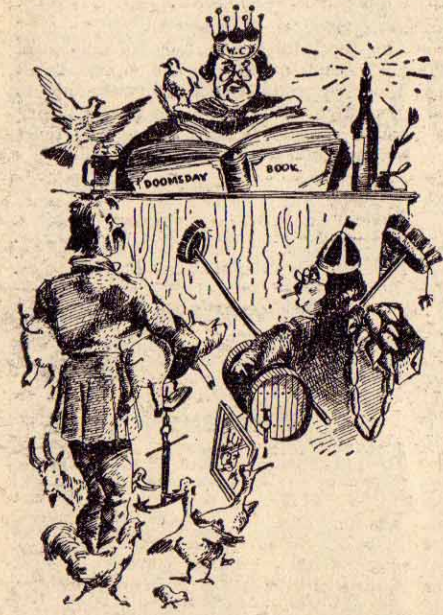
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'The Bicycle', 10 February 1940

behaviour, cheerfulness and con- sideration for caterers, and regard for lighting regulations. these articles would bring back to them of happy runs.



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He meant to know just what he'd conquered, so he set out to take England apart and find out what made it tick!

That was nearly nine hundred years ago. To-day volumes of cyclists have established personal "records" in happy carefree miles, using WILLIAMS—the Chainwheels that have conquered transmission troubles.

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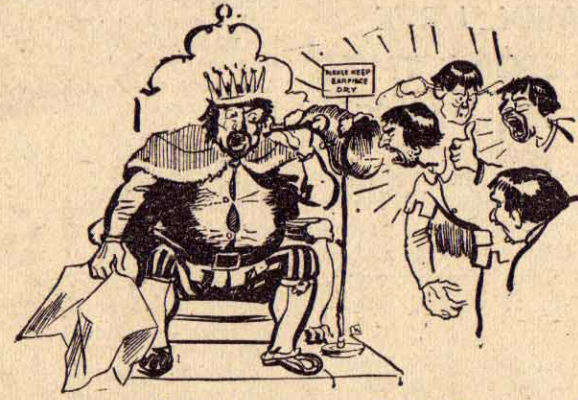
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'The Bicycle', 23 March 1940

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### The First Ministry of Information

When William the Conqueror became slightly deaf he invented a Receiving Set (see illustration) through which un-Civil Servants told him far more than he wanted to know.

For years and years, Williams—the Conquerors of transmission troubles—have had a Ministry of Information broadcasting per thousands of “Sets,” whereby not only is “improved transmission” secured but “augmented reception” of testimonials from delighted cyclists regarding Williams Ministry of perfect “torques.”

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‘The Bicycle’, 6 April 1940



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IceniCAM Information Service

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## WILLIAM THE CONQUEROR—

*Put Smethwick (which he called "Smedewick") into the Doomsday Book. . . .*

**BUT —** Williams the Conquerors—of cycle transmission troubles—have put Smethwick properly "on the map"—as the "pivotal centre" of the World—of cycling—for all the World's Best Bicycles are fitted with WILLIAMS Chain-wheels and Cranks for "very excellent reasons."

**WILLIAMS —** specialists for years in Chain Wheel sets.

# WILLIAMS THE CONQUERORS OF TRANSMISSION TROUBLES

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

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might be interested in  
 lists of "the most attractive vil-  
 lage in England," here is my touring I find  
 choice:— my list of England's ten best



*William the Controller.*

Way back in the stormy days of 1066 William the Conqueror set out to "Control" everything in England. He turned the whole country upside down and after making notes of all we possessed, he settled down to "Rational" Government.

Nowadays, Williams — the Conquerors of Transmission Troubles — are virtual "Controllers" of the best cycle transmissions — per chainwheel sets that provide more "Rational" Cycling for all types of riders.

Williams — the largest Chainwheel set manufacturers in the world.

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'The Bicycle', 4 May 1940



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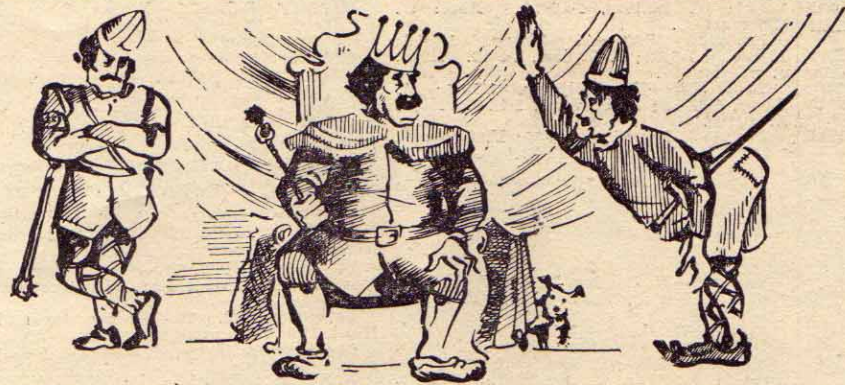
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## Was William the Conqueror the First Dictator?

The Serfs and Vassals of England thought he was—although he never wore a Maxton forelock or a "Charlie" moustache—and he never made his vassals hold up their hands—except when they wanted to leave the room.

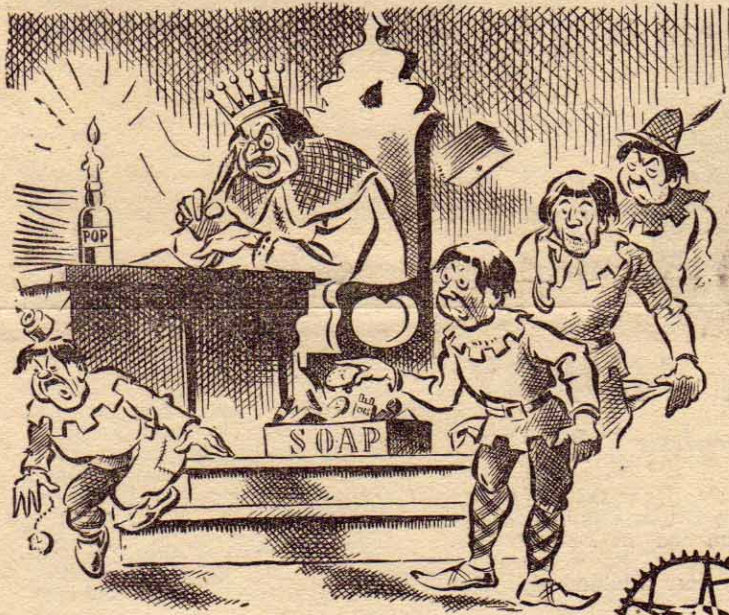


WILLIAMS—the Conquerors of Transmission Troubles—are proud of the fact that they have dictated progressive design in Chainwheel Sets for over 50 years and therefore have brought up cycling in "the way it should go."

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

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even... e Dovey,  
 Raleigh Sturley-Archer rider who req... sits for him, and due to the...  
 is also a vice-president of the Club, (up to the moment of writing, at but any T.A. member who wishes



# "OWING" TO WILLIAM THE CONQUEROR.

Historians tell us that quite a lot of taxes were owing from the comparatively small population of England in 1066. But to-day, millions of cyclists owe (gladly) everything to Williams—the Conquerors of Transmission Troubles—because their strength is not 'taxed' by cycling the 'Williams' way. So they pay tribute to Williams in enthusiastic recommendation.

**WILLIAMS**  
 THE *Conquerors* OF  
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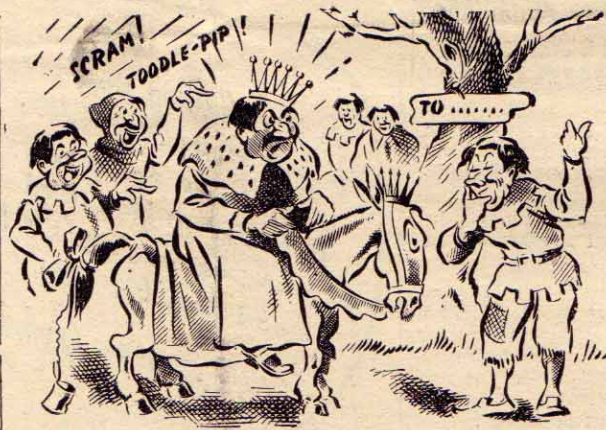
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'The Bicycle', 1 June 1940



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## DID THEY TELL WILLIAM THE CONQUEROR WHERE TO GO ?

It is presumed that—although no historical evidence is available—serfs and vassals told William to go to . . . . Normandy.

But strange'y enough—nobody can tell Williams—the Conquerors of Transmission Troubles—where to go, because all over the World you find "the Williams set" already well established.

So—apart from the alternative advice offered by senile pedestrians and impatient motorists to cyclists, the latter know quite well "where to go"—more speedily and with less effort—on WILLIAMS.



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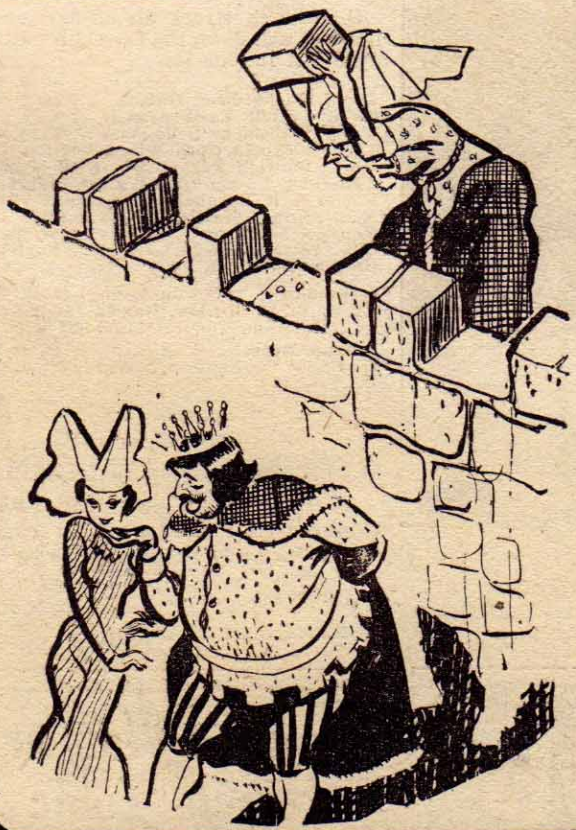


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**ALL-WEATHER BR.**  
**FERODO LIMITED · CHAPEL-EN-LE-FRITH**  
REGD. TRADE MARK  
**FERODO**  
BRAKE BLOCKS

... issued an appeal  
 to refrain from making  
 sary journeys to these localities,  
 and the response has been excel-  
 lent.



## One on the Conk !

Although bombs were not dropped—as is the habit in this more Civilised age—Historians state that Matilda was in the habit of dropping “bricks.” It is recorded that William took his punishment well.

But that’s nothing to the punishment a modern Williams Flanged set sometimes has to take—yet it always keeps the chain “in its place” and brings it up in the way it should run.

**WILLIAMS**  
 THE *Conquerors* OF  
 TRANSMISSION TROUBLES

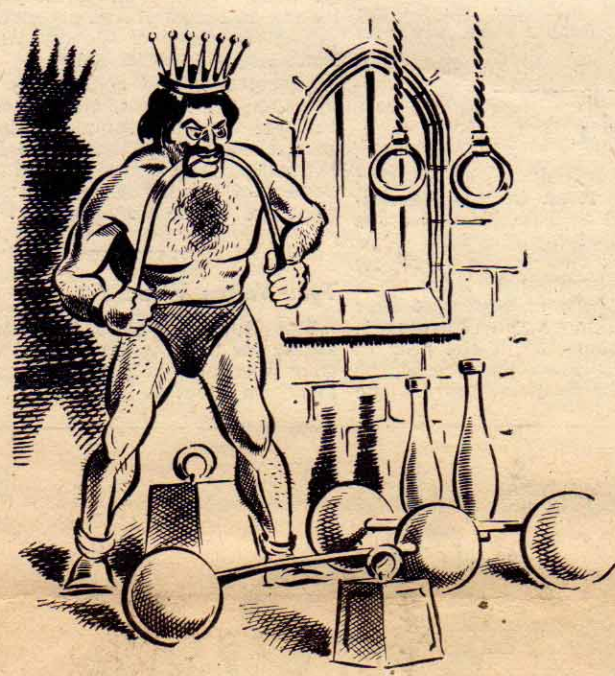
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'The Bicycle', 29 June 1940

THE P... R TYRE LIMITED, HERGA...



William the Conqueror was  
 a **STRONG, SILENT Man!**

History records that William possessed a magnificent physique, with broad shoulders and a strength of character that is reflected in those parts of the Tower of London which he built.

The Williams Flanged Chainwheel of to-day is like that . . . strong, with packed-metal "shoulders," silent . . . even when subjected to the most gruelling treatment—and a "Tower" of strength to both cycle and cyclist.



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

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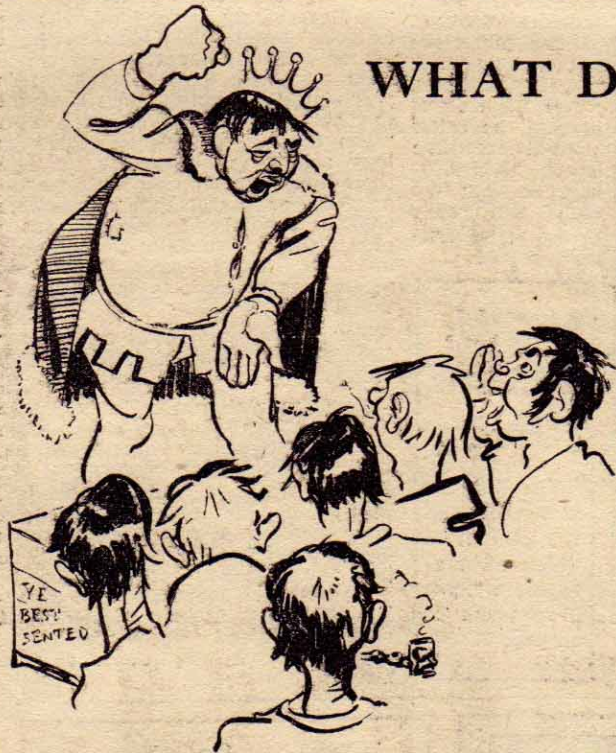
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SINCE 1855 GENT'S or LADIES' ROADSTER MODEL 1086 and 1087 . . . 13/-

Journeys . . . Saddle is the greatest investment you can make

HERBERT TERRY & SONS LIMITED, REDDITCH, ENGLAND.



# WHAT DID WILLIAM SAY IN 1066 ?

We don't suppose it was much different to what Gladstone said a few hundred years later, but William being a strong, silent man, it was probably more forceful than polite.

The modern Williams—Conqueror of transmission troubles—is both forceful and polite—maintaining its strength over rough roads and smooth, and providing a strong, silent performance that "speaks" for itself.



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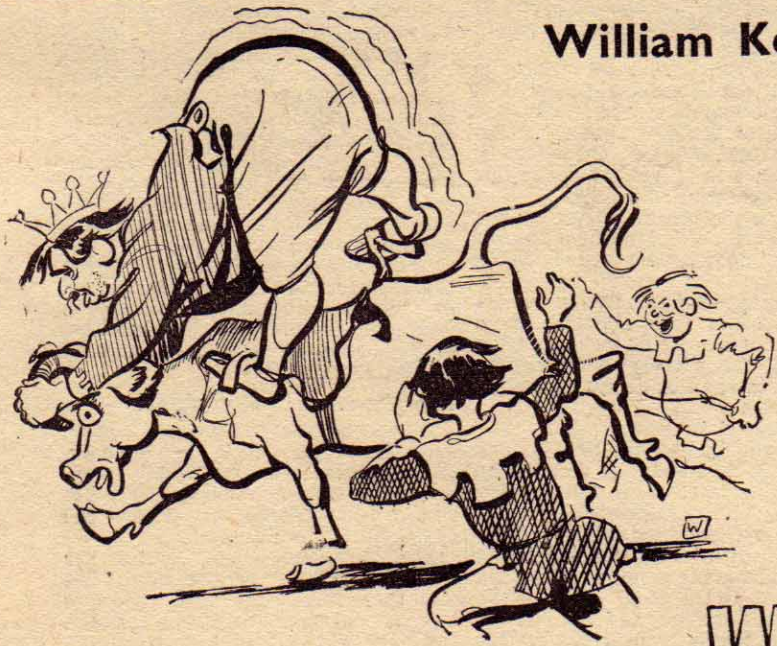
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'The Bicycle', 27 July 1940



## William Kept His End Up!



The merits and demerits of this or that riding position were just as hotly disputed in 1066 as they are to-day. William, for instance, maintaining that every true knight of the road should adopt a "recumbent posture."

Though, to-day, no two cyclists may agree on the subject, there's ONE point on which ALL riders are unanimous—a WILLIAMS Chainwheel gives the best results with ANY riding position.



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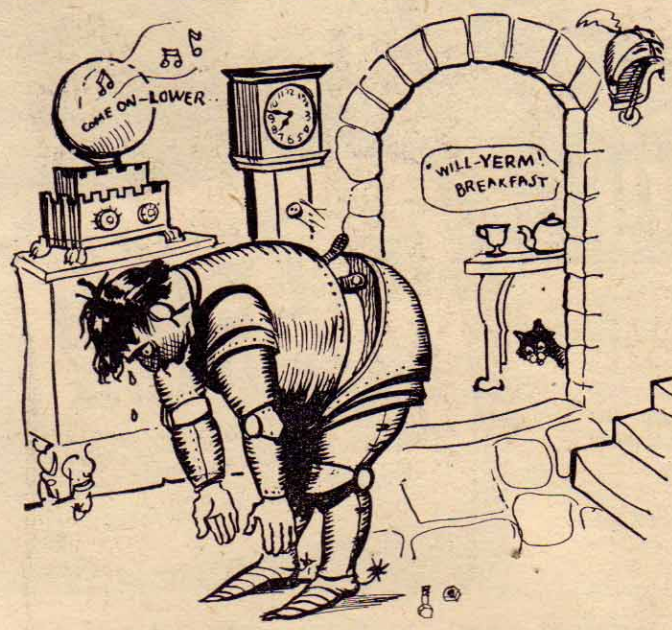
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IceniCAM Information Service

THE PALMER TYRE LIMITED, HERGA HOUSE, VINCENT SQ., LONDON, S.W.1



## William The Conqueror Was an Expert at Physical Jerks

He could (and did) throw his weight about to some effect, both at Hastings in 1066 and elsewhere afterwards. In these days of "enlightened" travel, cyclists all over the World find physical or mechanical "Jerks" conspicuous by their absence, since the cycles they ride are equipped with Williams Chainwheels.

**WILLIAMS**  
 THE *Conquerors* OF  
 TRANSMISSION TROUBLES

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