

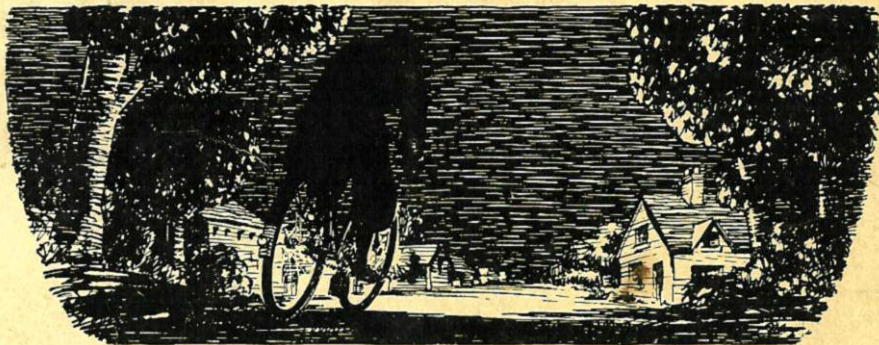
PROGRESS IN THE 'LIGHT' DIRECTION



Another highlight in the history of Lucas was the first satisfactory cycle lamp, the famous Lucas "King of the Road" Hub Lamp introduced in 1879, which quickly set a new standard for illumination and dependability. Already the Lucas "Tom Bowling" ship lamps had gained a wide reputation. There followed the many other historic lamps and accessories of the "King of the Road" series, remembered with affection by all old time cyclists, right up to the modern Dynamo Lighting and other equipment so that for over seventy years Lucas "King of the Road" has been the accepted standard all over the world for quality and progress in the "light" direction.

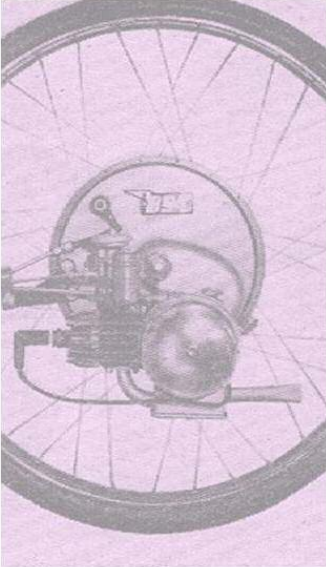
LUCAS

"King of the Road" Quality Equipment



JOSEPH LUCAS LTD., BIRMINGHAM, ENGLAND

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