



Loop-framed lady's model with balloon tyres, and one of the gent's machines with double top tubes



RALEIGH EXPORT EXHIBITION

Latest models displayed in London hall to overseas dealers

MANY overseas agents and distributors received invitations to a cycle exhibition staged in London last month by Raleigh Industries Ltd. This exhibition, held at the Seymour Hall, was a notable display of their coming season's models, and was carried out on an extensive and well-planned scale.

Dominating the centre of the hall was a large silver figure of Sir Walter Raleigh, symbolizing the company's trading name,

and the decorative scheme consisted of a display of the flags of countries to which Raleigh Industries products are shipped, and shields bearing the coats of arms of towns where their main depots are located.

The various display stands and fittings, made and designed in the Raleigh works, featured the five makes of cycle under the firm's control, Raleigh, Humber, Rudge-Whitworth, Robin Hood and Gazelle, a

new range of tricycles, Sturmey-Archer gears, and such activities as service, export and advertising. Large mounted photographs showed various factory

General view of the hall on the opening day of the exhibition



processes and operations, while another stand gave some details of wartime activities at the works. There were also animated figures mounted on cycles in various parts of the hall.

Many of the cycles on view were of particular interest overseas. On Raleigh, Rudge and Humber stands were new models with double top tubes, designed specially for export markets where such machines are particularly popular, such as the Middle and Near East and Latin America. The added strength of this design enables excessive weight to be carried with safety, a popular custom in many parts of the world.

Abnormal road conditions in other countries are being catered for by cycles fitted with large section balloon tyres, another popular export line, while many markets will be interested in the reintroduction of Raleigh, Rudge and Humber loop frame models for ladies.

Of novel construction are the new children's tricycles for next season. Known as the Raleigh "Winkie," Rudge "Twinkie" and Humber "Chunkie," these are in a range of bright colours and have patented front forks of girder type.

New club models

Since last year the Raleigh Lenton Sports, Rudge Aero Sports and Humber Beeston Sports models have been replaced by a new range of club machines, known respectively as the Lenton Clubman, Aero Clubman and Beeston Clubman. These are built in a frame size of 22 in, with Reynolds 531 tubing, the head and seat angles being 71 degrees. Features of the specification are pencil type seat stays, taper round fork blades, large three-pin detachable flanged racing type chain-wheel, 6½-in fluted cranks and racing pedals. A new design alloy racing handlebar is fitted on a two-inch forward extension, the tyres are high pressure, the saddle is a B17N, and an extra large kit-bag is provided. Finished in polychromatic green, lustre orange and metallic blue, respectively, the appearance is enhanced by super-flare transfers.

The Dyno-Luxe range in all three makes is continued with either car-type lighting having dry accumulators or with new dry battery units. Dyno-hub and either three- or four-speed gear are incorporated in a single unit, and the patented front fork lock described last year is also fitted. Attractive colours are available and the latest Dunlop Tourist Sprite tyres are fitted, stainless steel wheel rims being available if required.

In addition to the Clubman range, there will be new Raleigh Super Sports, Rudge Pathfinder and Humber Clipper gent's models, also built of 531 tubing and available in 21 and 23-in frame sizes, and a less expensive sports range in 20, 21 and 23-in gent's frame sizes and 20 and 21-in lady's sizes.

An improvement to Rudge-Whitworth machines now is a metal head crest in place of the previous transfer, and a metal head crest will also appear on Humber machines in the near future. The popular Robin Hood range of lower priced cycles is being continued without change.

Dunlop Sprite tyres are standardized on the Super Sports, Pathfinder and Clipper models, while the latest Tourist Sprite tyres will shortly be standardized on all models other than sports, junior and carriers. Certain tourist machines can now be fitted with the patent front fork lock, at extra cost.

On the gear side, three new Sturmey-Archer hubs are to be introduced, a four-speed medium ratio (FM), a four-speed close ratio (FC) and a three-speed close ratio fixed gear (ASC).

To return to cycles, one that aroused much interest at the exhibition was the hand-built Raleigh R.R.A. Individually produced for racing, this model weighed only 20½ lb, and its specification included a generous quantity of alloy fittings. It can also be supplied as a touring machine, with a Sturmey-Archer gear, and in that condition weighs 27½ lb.

Patented girder-type front forks are a feature of the attractive range of children's tricycles

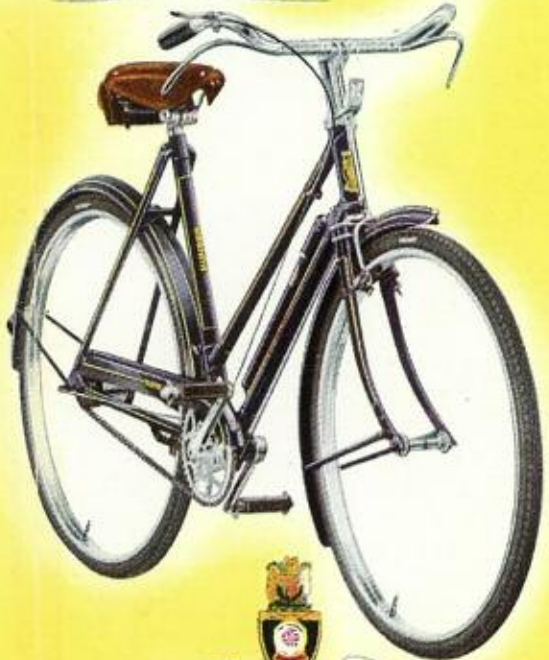





Presenting **THE WORLD'S MOST FAMOUS**
BICYCLES *with Cycling's most modern features* ★





RALEIGH




HUMBER




RUDGE

*No Bicycle
is complete without a*
STURMEY-ARCHER
3 - or 4 - SPEED GEAR
— the Original & Best

The products of Raleigh Industries are built and equipped in the world's largest cycle factory. They are the best known and most trusted Trade Marks the world over. With the very latest cycling developments as their outstanding features, this range of bicycles offers you an unprecedented opportunity for a profitable and reputation-building agency.



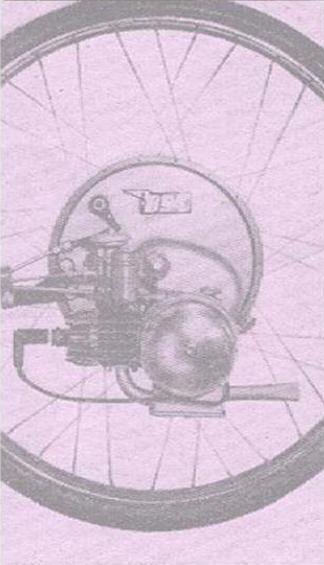
★ The following revolutionary features are standard equipment on Raleigh Superbe, Rudge De Luxe and Humber Royal models only:

- Dyno-luxe equipment—Dry Accumulators giving car-type lighting or Dry Battery Unit.
- Built-in thief-proof lock.

Stainless Steel Rims are available as an extra.

All bicycles fitted with Sturmey-Archer 3- or 4-Speed Gears have the Handlebar "Flick" Trigger Control.

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