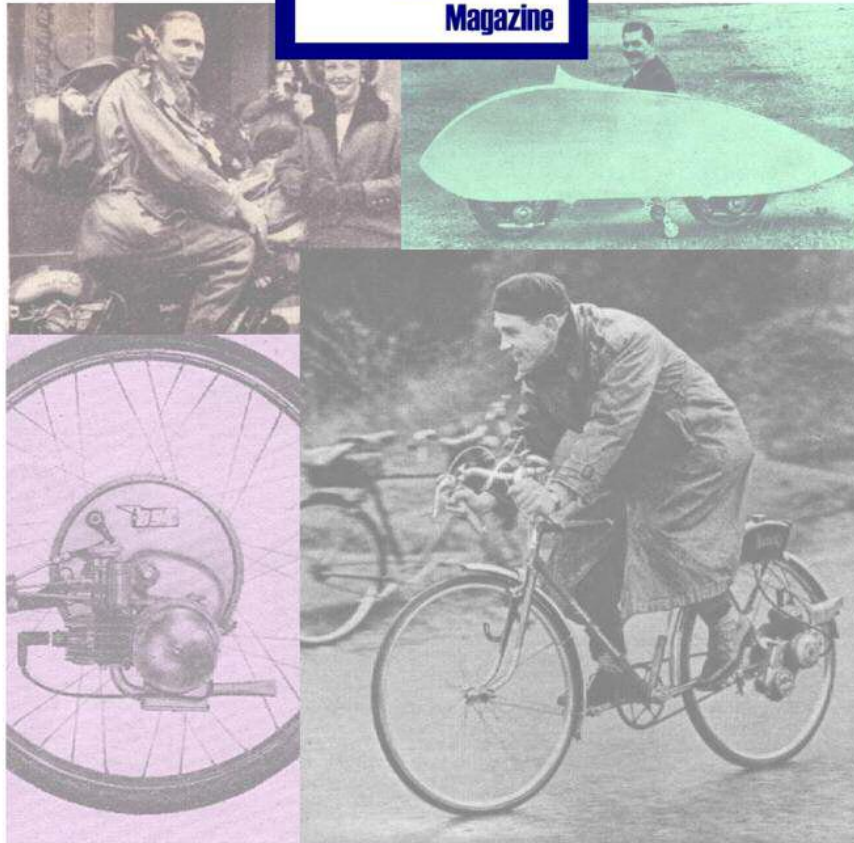
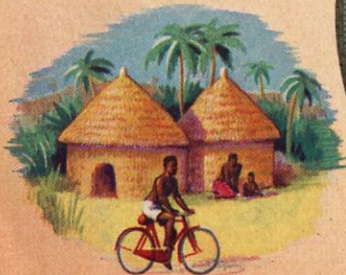
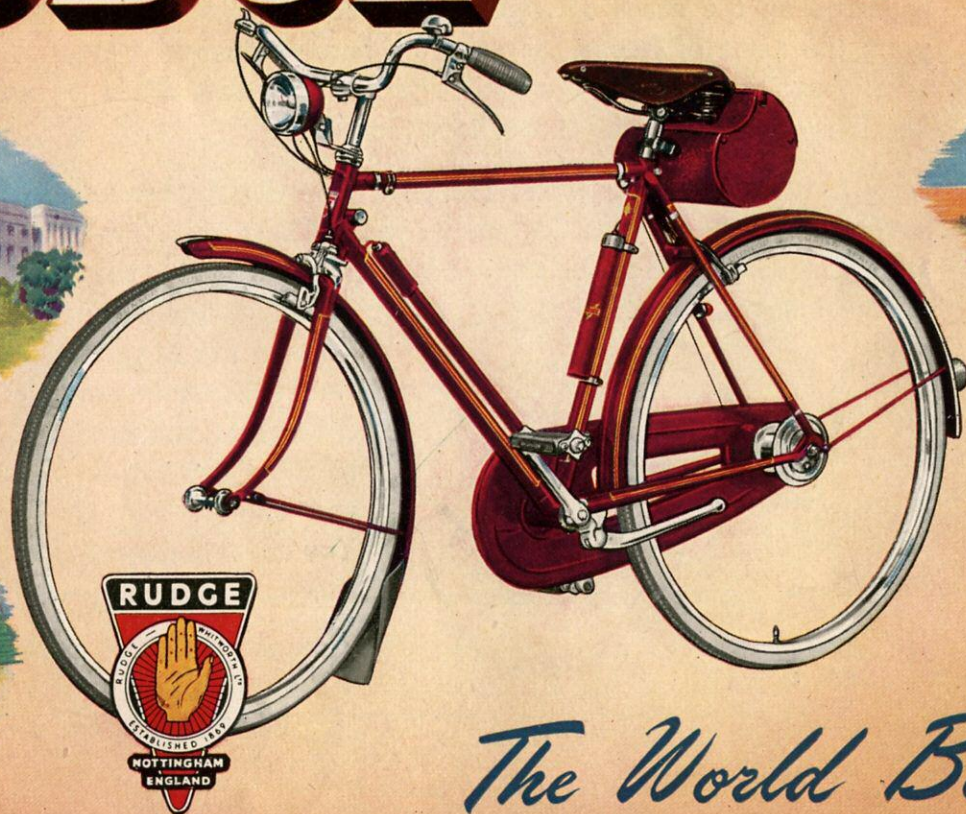


# IceniCAM Information Service



BRITAIN'S BEST BICYCLE

# RUDGE



*The World Beater*

A PRODUCT OF RALEIGH INDUSTRIES LIMITED, NOTTINGHAM







# Introduction

It was more than 80 years ago that a Rudge bicycle first appeared on the roads of England. In the subsequent years the name of Rudge has not only become famous throughout these islands, but has carried its fame and earned its reputation as "Britain's Best Bicycle" in markets throughout the world.

Now, in 1953, Rudge introduces a range of "New-Elizabethan models" to mark the start of a new era of cycling in this Coronation year. There is a New-Elizabethan cycle illustrated in the following pages to suit the needs of every rider, from the sturdy "Twinkie" tricycle for the youngest recruits to cycling, to the most completely equipped bicycles in the world.

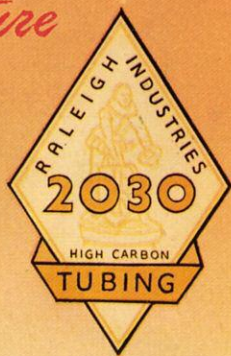
## A Great New Feature

Most Rudge cycles are now being fitted with Special '2030' High Carbon Steel tubing, giving them greater strength, rigidity and extra liveliness.

The introduction of this new material comes as the result of years of research to find the finest tubing for normal cycle construction.

Produced in their Nottingham factory by the most modern and up-to-date plant this is a special feature of products of Raleigh Industries Ltd.

Only the BEST is good enough for "Britain's Best Bicycle."



*Cycles built with this new tubing will bear this transfer*

To help you in your choice there is a qualified Rudge Dealer in almost every town and village throughout the British Isles. He is ever ready to show you the finer points of our products and explain our Gradual Payment Scheme. You can rely on your Rudge Dealer for efficient after-sales service.

**Remember—If you ride a Rudge, you ride "Britain's Best"—**

**Best in Britain and a World Beater, too.**



# *Three reasons why* **RUDGE** *is Britain's Best Bicycle*



Section of Drawing Office.

## FIRST IN DESIGN

At our Nottingham factory, the World's Largest Cycle Plant, over 50 designers and draughtsmen, profiting by the experience gained from over 80 years' cycle production, make certain that the design of Rudge-Whitworth cycles is second to none.

## FIRST IN QUALITY

With every Rudge-Whitworth cycle leaving the Factory is an "Ever-lasting" guarantee (see inside back cover)—our products are guaranteed for ever. This guarantee can only be given because we know that, after the stringent tests to which all materials used in the construction of our cycles are subjected and after the most careful inspections during all stages of production, our cycles will give a lifetime of service.

Since 1901, when Rudge opened a magnificently-equipped Chemical and Metallurgical Research laboratory at their works, science has been applied to the construction of Rudge cycles. To-day, with the finest modern equipment, our laboratory is the guarantee that only the highest quality materials are used and only the finest quality product is manufactured.

As the cycle passes through the various stages of production every part is examined and checked to ensure that it is made exactly to the specification. In this work over 20,000 gauges are used by an army of examiners at stations throughout every department.



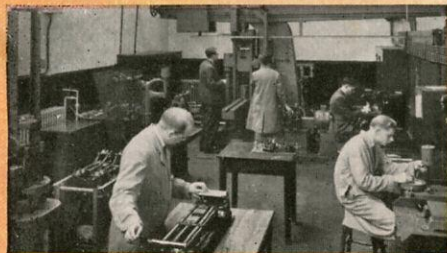
Part of the Chemical Laboratory.

## FIRST IN FINISH

All the enamels used in the finishing of our cycles are tested in our laboratories so that they are the best and the most durable. Before the coats of enamel are applied all parts are rust-proofed by Spra-Bonderizing.

The most careful preparation of the parts to be plated and the most modern plating equipment ensures that only the finest chromium plated finish, lustrous and durable, is on Rudge cycles.

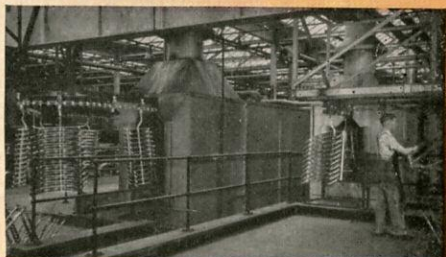
**Unbeatable in finish, quality and design . . . that is why RUDGE is "Britain's Best Bicycle".**



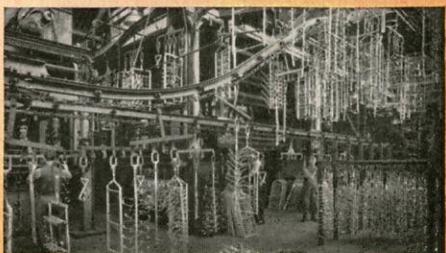
Part of the Physical Testing Laboratory.



Routine checking of gauges for accuracy.



Spra-Bonderizing Plant.



A section of the Plating Plant.



# Britain's **BEST**

FOR LIGHT, FAST TRAVEL —  
THAT'S WHY RUDGE IS A  
FAVOURITE THE WORLD OVER

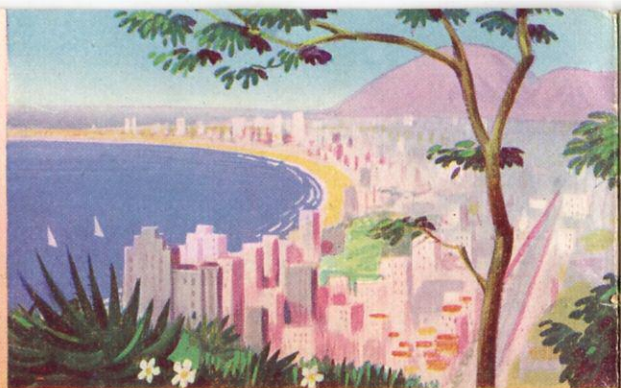


## MODELS 121 AND 121L

### SPECIFICATION

**FINISH:** A choice of two superb Polychromatic Finishes on Spra-Bonderized rust-proofed surface—either Napoleon Red or Periwinkle Blue. Bright parts chromium plated. Distinctive lining and decorative transfers.

**FRAME:** Gent's, 21" and 23", Lady's, 21". Built of Special '2030' High Carbon Steel Tubing. Entirely brazed-up. Cut-away lugs. **FORK:** "D" blades with solid ends. **GEAR:** Fixed and Freewheel. Brazed-on Pulley attachment on Gent's model for use when Sturmey-Archer hub gear is fitted. **CRANKS:** 6½" fluted. **HANDLEBAR:** Gent's, Maes pattern. Lady's, 16" x 4". Adjustable stem. 5" Silver Grey Sleeve Grips. **BRAKES:** Front and rear Calliper. **WHEELS:** 26" x 1½" Endrick Rims. **TYRES:** Dunlop Speed. **MUDGUARDS:** White celluloid with mudflap and detachable stays. **SADDLE:** Gent's, Brooks' B15. Lady's, Brooks' B72L, best Butt Leather. **PEDALS:** Gent's, Sports Steel. Lady's, 3½" Rubber. **FITTINGS:** Shaped kitbag, inflator, prismatic reflector. **EXTRAS:** Also available with Sturmey-Archer 3-Speed Medium Ratio Gear (AM) and Patent 6-volt Dynohub.



## Ulster Sports

For details of Cash Prices see page 14.

AVAILABLE ALSO BY GRADUAL PAYMENTS,  
full details on page 15.

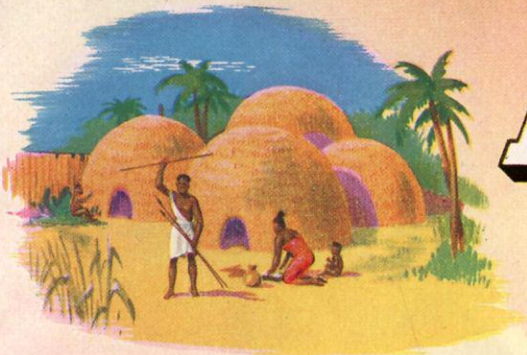
Due to the scarcity of materials, prices and specifications are subject to alteration without notice.





# RUDGE

*The World Beater*  
FOR LIGHTNESS



## Aero Special

The distinctive Sports model  
for the discriminating rider.

### MODEL 127

#### SPECIFICATION

**FINISH:** A choice of two brilliant colours—Flamboyant Electric Blue or Lustre Orange on Spra-Bonderized rust-proofed surface. Decorative transfers. White lining. Bright parts chromium plated.

**FRAME:** 22" and 23" Gent's only. Reynolds '531' tubing throughout. 73° Head and 71° Seat angles. Attractively cut-away lugs. Brazed-on mudguard and pump fittings. **FORK:** Reynolds '531' "D" blades. Solid ends. **WHEELS:** 27" x 1 1/4". Steel High Pressure rims. **TYRES:** Dunlop Road Racing. **HANDLEBAR:** Sylvere Maes 1/8" diameter, Light Alloy. 2 1/2" forward extension. Adjustable stem. Special rubber sleeve grips. **BRAKES:** Light Alloy front and rear with hooded levers. **GEAR:** 69-0" and 77-6" Fixed. Brazed-on Pulley attachment for use when Sturmey-Archer hub gears are fitted.



**CHAINWHEEL:** 46T 3-pin detachable. **CHAIN:** Renold "Elite." **CRANKS:** 6 1/2" fluted. **PEDALS:** Light Sports Steel. **MUDGUARDS:** Detachable white celluloid with mudflap and spearpoint extension. **SADDLE:** Brooks' B15, best Butt Leather. **FITTINGS:** Large kitbag, inflator, prismatic reflector. Right-hand fork lamp bracket. **EXTRAS:** Also available fitted with Sturmey-Archer 4-Speed Medium Ratio Gear (FM) and Patent 6-volt Dynohub, or with Sturmey-Archer 3-Speed (AC) or 4-Speed (FC) Close Ratio Gears.



# Britain's **BEST**

FOR FINISH AND DESIGN—  
THAT'S WHY RUDGE IS RENOWNED THE WORLD OVER



## The Famous

### MODEL 128 GENT'S

#### SPECIFICATION

Models 128 and 128L

**FINISH:** Polychromatic Rich Burgundy on Spra-Bonderized rust-proofed surface with attractive transfers and decorative Gold lining. Bright parts chromium plated.

**FRAME:** 21", 23" Gent's. Lady's 21". 71° Head and Seat angles. Reynolds '531' tubing. Entirely brazed-up with special cut-away lugs and brazed-on pump fittings. Brazed-on Pulley attachment on Gent's models. **FORK:** "D" blades. Solid ends. **WHEELS:** 26" x 1½" Endrick Rims. **TYRES:** Dunlop. **GEAR:** Sturmey-Archer 4-Speed Medium Ratio gear (FM) with Light Alloy Shell. 74·7" normal. Improved patent "Flick".

The chromium plating and colour finishes on Rudge cycles are second to none in lustre and durability—outstanding features of "Britain's Best Bicycle."



# RUDGE

*The World Beater*  
FOR QUALITY



*"Pathfinder"*

**MODEL 128L**  
**LADY'S**

Trigger Control with visual Gear Indicator.

**CHAINWHEEL:** 46T Detachable.

**CHAIN:** Renold "Elite." **CRANKS:**

6½" fluted. **PEDALS:** Gent's, Sports

Steel, Lady's 3½" Rubber. **HANDLE-**

**BAR:** Light Alloy 1½" diameter. Gent's

Maes pattern. Lady's 16"x4". Adjust-

able stem. 5" Silver Grey sleeve grips.

**BRAKES:** Front and rear Calliper.

**MUD-**

**GUARDS:** Detachable white celluloid with mud-

flap. **SADDLE:** Brooks' B15, best Butt Leather.

**FITTINGS:** Large kitbag, inflator, prismatic

reflector. Also available with Single Gear, Fixed

and Freewheel, or with Sturmey-Archer 4-Speed

Medium Ratio Gear (FM) and Patent 6-volt

Dynchub, as illustrated on Gent's model.



For details of Cash Prices see page 14.

AVAILABLE ALSO BY GRADUAL PAYMENTS, full details on page 15.

Due to the scarcity of materials, prices and specifications are subject to alteration without notice.



# Britain's **BEST**

FOR A LONG LIFE UNDER  
ANY CONDITIONS



## Super Safety and

For details of Cash Prices see Page 14.  
AVAILABLE ALSO BY GRADUAL  
PAYMENTS, full details on Page 15.

Due to the scarcity of materials, prices and  
specifications are subject to alteration without  
notice.



### MODELS 111 AND 111L SPECIFICATION

**FINISH** : High glaze Black enamel on Spra-Bonderized rust-proofed surface. Distinctive Gold lining. Bright parts chromium plated. **FRAME** : Gent's, 21" and 23". Lady's, 21". Built of Special '2030' High Carbon Steel Tubing. **FORK** : "D" blades with solid ends. **GEAR** : Single. Freewheel. Brazed-on Pulley attachment on Gent's models for use when Sturmey-Archer hub gears are fitted. **CRANKS** : 6 $\frac{1}{2}$ ". **HANDLEBAR** : North Road raised. **BRAKES** : Front and rear Roller Lever Rim. **WHEELS** : 26" x 1 $\frac{1}{4}$ ". Patent Section Rims. **TYRES** : Dunlop Tourist Sprite. **MUD-GUARDS** : Rudge-Whitworth ribbed section with fixed stays. **CHAINGUARD** : Rudge-Whitworth Design. **SADDLE** : Brooks' Gent's B66, Lady's B66L, or Terry's Spring Seat. **PEDALS** : Rubber. 4" Gent's, 3 $\frac{1}{2}$ " Lady's. **FITTINGS** : Shaped kitbag, inflator, prismatic reflector. **EXTRAS** : Also available with Sturmey-Archer 3-Speed Wide Ratio gear (AW) or 4-Speed Wide Ratio gear (FW) and with Patent 6-volt Dynohub and Dry Battery Unit.



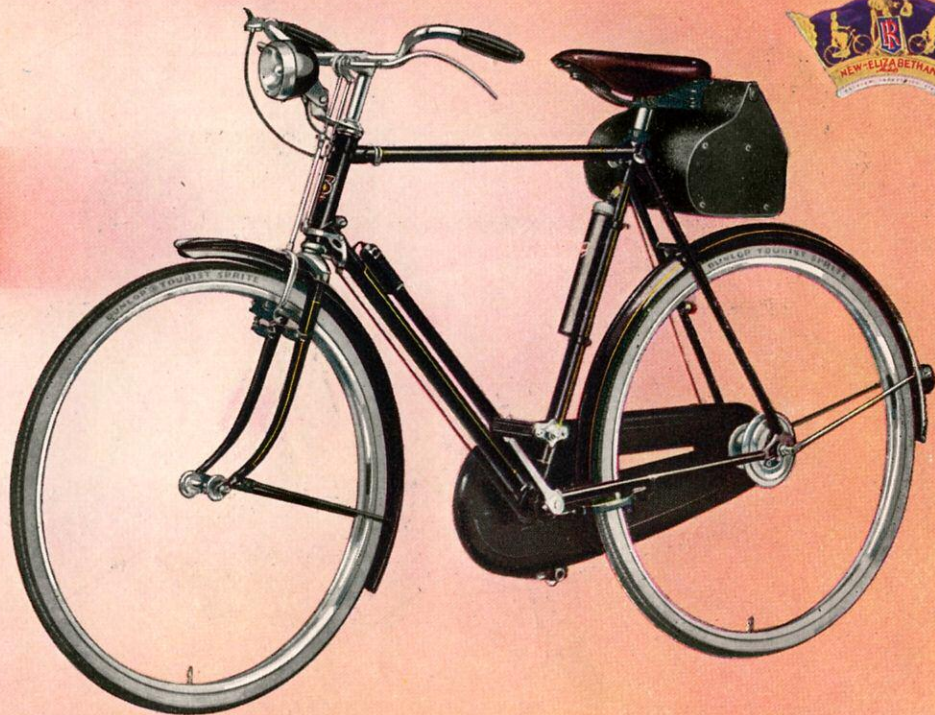
# RUDGE *The World Beater*

FOR STRENGTH



## *Super Safety Tourist*

For strength, rigidity and extra liveliness these bicycles are built with Special '2030' High Carbon Steel Tubing.



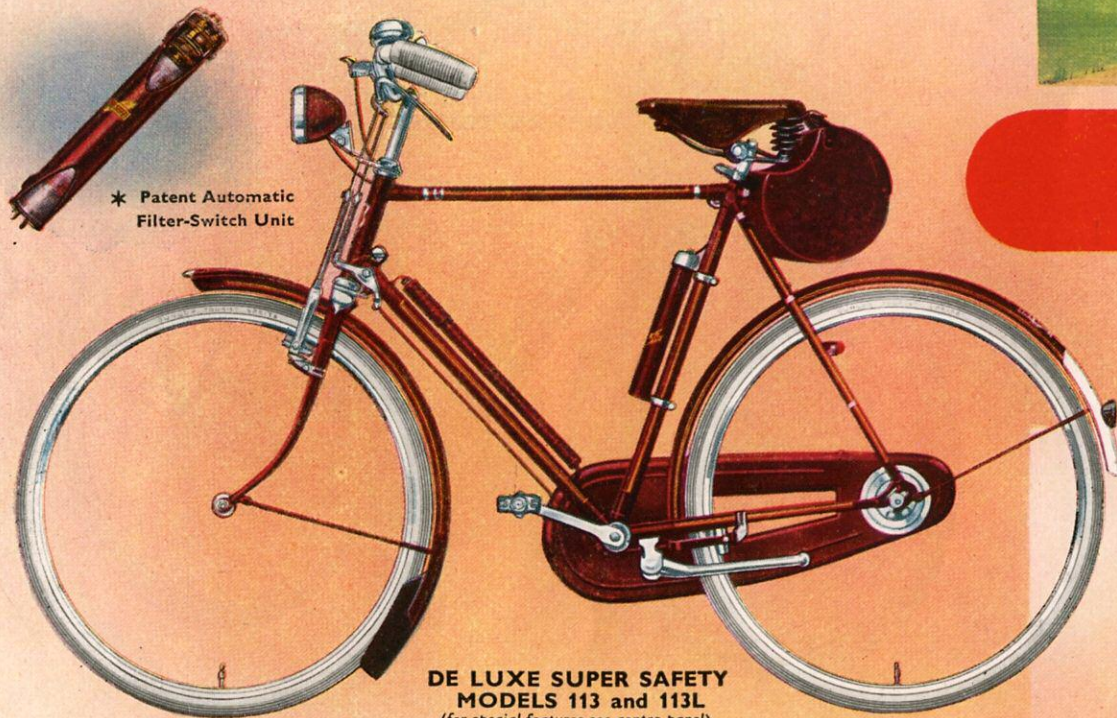
### MODELS 112 AND 112L SPECIFICATION

**FINISH** : High glaze Black enamel on Spra-Bonderized rust-proofed surface. Distinctive Gold lining. Bright parts chromium plated. **FRAME** : 21" and 23". Built of Special '2030' High Carbon Steel Tubing. **FORK** : "D" blades—solid ends. **GEAR and LIGHTING** : Sturmey-Archer Dynohthree (AG) (Dynohub combined with 3-speed Gear in rear hub shell). **PATENT FRONT FORK LOCK**. **BRAKES** : Front and rear Roller Lever Rim. **WHEELS** : 26" x 1 1/4". Patent Section Rims. **TYRES** : Dunlop Tourist Sprite. **GEARCASE** : Rudge-Whitworth Special. **SADDLE** : Gent's, Brooks' B66 or Terry's Spring Seat. Lady's, Terry's Spring Seat or Brooks' B66L. **FITTINGS** : Shaped kitbag, inflator, reflector.



# Britain's **BEST**

FOR THE CONNOISSEUR OF CYCLING THE WORLD OVER



\* Patent Automatic Filter-Switch Unit

## DE LUXE SUPER SAFETY MODELS 113 and 113L (for special features see centre panel)

21" and 23" frames. Roller Lever Rim Brakes. 26" x 1 1/2" Rims. Brooks' B66 best Butt Leather Saddle on Gent's, or Terry's Spring Seat. Terry's Spring Seat or Brooks' B66L on Lady's. Gearcase. Ribbed section mudguards. Best quality mudflap. Coloured kitbag. Prismatic reflector. Inflator. Rubber cushion handlegrips. Bell.

## DE-LUXE TOURIST MODEL 103 (not illustrated)

24" frame. Gent's only. Roller Lever Rim Brakes. 28" x 1 1/4" Westwood Rims. Brooks' B73 best Butt Leather Saddle or Terry's Spring Seat. Deep Section Mudguards. Best quality mudflap. Coloured kitbag. Prismatic reflector. Inflator. Rubber cushion handlegrips. Bell. Rudge-Whitworth Special Gearcase.

For details of Cash Prices see Page 14.

AVAILABLE ALSO BY GRADUAL PAYMENTS, full details on Page 15.

\* Patent Automatic Filter-Switch Unit

A completely non-mechanical automatic changeover from Dynohub to dry battery and vice versa, providing a constant light at all speeds.



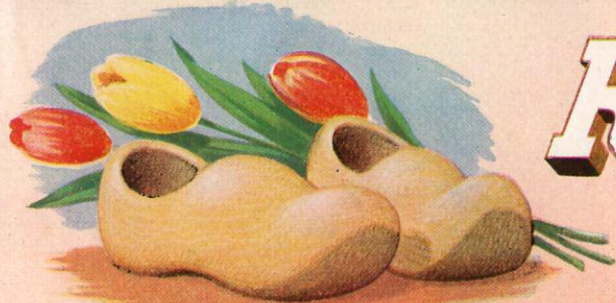
## The **RUDGE** De

### SPECIAL

- ★ Built of Special '2030' Steel Tubing throughout
- ★ Finest Maroon finish and Chromium plate
- ★ Patent thief-proof lock
- ★ Dunlop Tourist Sprite Tyres







# RUDGE

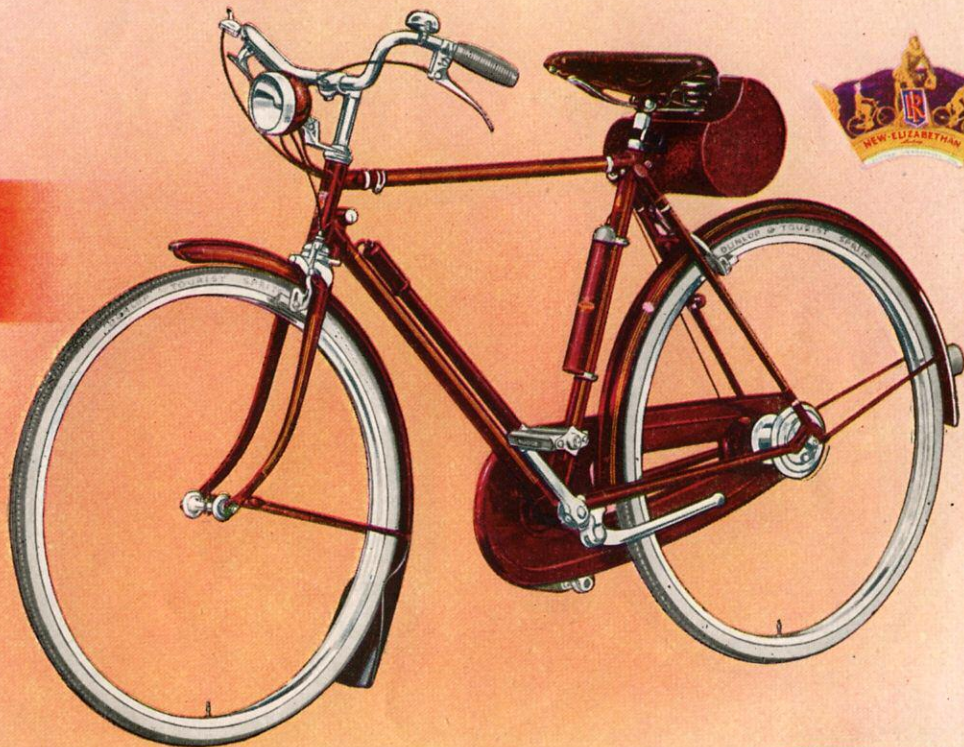
*The World Beater*  
IN FULLY EQUIPPED BICYCLES



## - Luxe Range

### FEATURES

- ★ Patent Automatic Filter-Switch Unit
- ★ Sturmey-Archer Dynofour (Dyna-hub and 4-Speed gear)
- ★ Light Alloy Prop Stand
- ★ Renold "Elite" chain



### DE-LUXE SPORTS TOURIST MODELS 124 and 124L

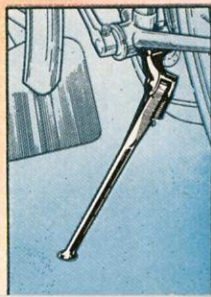
(for special features see centre panel)

21" and 23" frames. Calliper brakes. 26" x 1 1/2" rims. Brooks' B66 best Butt Leather Saddle on Gent's, or Terry's Spring Seat. Terry's Spring Seat or Brooks B66L on Lady's. Rudge-Whitworth Special Gear-case. Ribbed section mudguards. Best quality mudflap. Coloured kitbag. Prismatic reflector. Inflator. Rubber cushion handlebars. Bell.

For details of Cash Prices see Page 14.

AVAILABLE ALSO BY GRADUAL PAYMENTS, full details on Page 15.

**PROP STAND.** Constructed of Light Alloy and highly polished, this Prop Stand is of the single leg type, hinged and firmly secured adjacent to the Bottom Bracket, enabling the cycle to be parked in an upright position without dependence on racks, kerbs or walls, etc.





# Britain's **BEST**

FOR ROUGH ROADS AND  
LONG DISTANCES—THAT'S  
WHY THE RUDGE IS A  
FAVOURITE THE WORLD OVER



## MODELS 122 AND 122L

### SPECIFICATION.

**FINISH:** High glaze Black enamel on Spra-Bonderized rust-proofed surface. Distinctive Gold lining. Bright parts chromium plated.

**FRAME:** Gent's, 21" and 23". Lady's, 21". Entirely brazed-up. Built of Special '2030' High Carbon Steel Tubing. **FORK:** "D" blades. Solid ends. **GEAR:** Single. Freewheel. Brazed-on Pulley attachment on Gent's model for use when Sturmey-Archer Hub gears are fitted. **CRANKS:** 6½". **HANDLEBAR:** North Road raised, with rubber grips. Adjustable stem. **BRAKES:** Front and rear Calliper. **WHEELS:** 26" x 1½" Patent Section Rims. **TYRES:** Dunlop Speed. **CHAINGUARD:** Rudge-Whitworth design. **SADDLE:** Brook's Gent's B66, Lady's B66L, best Butt Leather or Terry's Spring Seat. **PEDALS:** Rubber 4" Gent's 3½" Lady's. **FITTINGS:** Shaped kitbag, inflator, prismatic reflector. **EXTRAS:** Also available fitted with Sturmey-Archer 3-Speed Wide Ratio Gear (AW) or 4-Speed Wide Ratio Gear (FW) and with Patent 6-volt Dynohub and Dry Battery Unit.



## *Sports Light Roadster*

The high glaze enamel and chromium plate finish on Rudge bicycles is our finest recommendation to the prospective purchaser.





# RUDGE

*The World Beater*  
FOR EASY RIDING



*and Sports Tourist*

For details of Cash Prices see page 14.  
AVAILABLE ALSO BY GRADUAL  
PAYMENTS, full details on page 15.

Due to the scarcity of materials, prices and  
specifications are subject to alteration without  
notice.



## MODELS 123 AND 123L SPECIFICATION

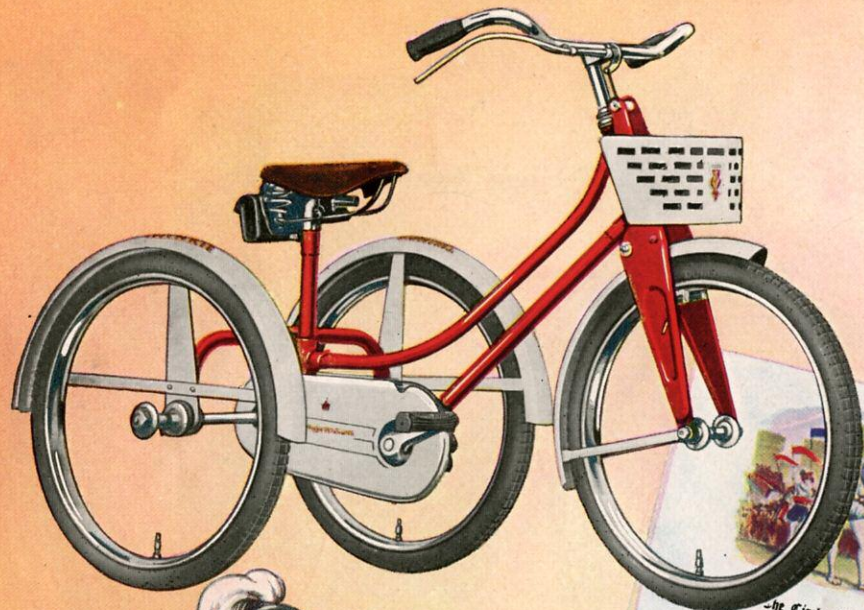
**FINISH:** High glaze Black enamel on Spra-Bonderized rust-proofed surface. Distinctive Gold lining. Bright parts chromium plated.

**FRAME:** 21" and 23". Entirely brazed-up. **Built of Special '2030' High Carbon Steel Tubing.** **FORK:** "D" blades with solid ends. **GEAR:** Sturmey-Archer 3-Speed (AG). Improved Patent "Flick" Trigger Control with visual Gear Indicator. Brazed-on Pulley attachment on Gent's models. **CRANKS:** 6½". **LIGHTING:** Sturmey-Archer Dynohub (AG) (Dynohub combined with 3-Speed Gear in rear hub shell) with dry Battery Unit. **HANDLEBAR:** North Road raised, with rubber grips. Adjustable stem. **PATENT FRONT FORK LOCK.** **BRAKES:** Front and rear Calliper. **WHEELS:** 26" x 1½". Patent Section Rims. **TYRES:** Dunlop Tourist Sprite. **MUDGUARDS:** Rudge-Whitworth ribbed section with fixed stays. **GEARCASE:** Rudge-Whitworth Special. **SADDLE:** Gent's—Brooks' B66 best Butt Leather, or Terry's Spring Seat; Lady's—Terry's Spring Seat, or Brooks' B66L. **PEDALS:** Rubber. 4" Gent's, 3½" Lady's. **FITTINGS:** Shaped kitbag, inflator, prismatic reflector.



# Britain's **BEST**

CYCLES FOR CHILDREN THE  
WORLD OVER



*For Safety's Sake*  
MAKE YOUR CHILD A  
SILVER KNIGHT



## Twinkie Tricycle

The coloured enamel finishes and chromium plating on Rudge cycles are unbeatable for lasting brilliance.

### MODEL 132 SPECIFICATION

**FINISH:** A choice of attractive colours—Bright Red on Worcester Blue on Spra-Bonderized rust-proofed surface. Mudguards, Metal Basket and Chainguard finished in White enamel. Bright parts chromium plated. **FRAME:** Main frame Twin Tube, brazed throughout. Rear frame is detachable to facilitate chain adjustment and storage. **FORK:** A "safety" fork designed to enclose the front brake and restricting the turning angle to a maximum of 85° either side. **HANDLEBAR AND FRONT BRAKE:** North Road raised with Roller Lever front Rim brake. **WHEELS AND TYRES:** 16" rims. Rustless Spokes. Specially designed Dunlop "Airsprung" puncture proof or Pneumatic tyres. Free wheel on rear axle. **MUDGUARDS:** Rudge-Whitworth Deep Section, strongly mounted. **CHAINGUARD:** Designed for smartness, strength and complete protection from chain, gearwheel and free wheel. **BOTTOM BRACKET:** Standard cycle design. **CHAIN:**  $\frac{1}{2}$ " x  $\frac{1}{4}$ " Best Roller. **PEDALS:** 3" rubbers. **BEARINGS:** Fully Ball Bearing and adjustable in steering head, front wheel, rear axle, bottom bracket and pedals. **FITTINGS:** Toolbag.





# RUDGE

*The World Beater*  
FOR SAFETY



## *and Junior Models*

### JACK and JILL—Models 130 and 130L

#### SPECIFICATION

**FINISH**: Distinctive, durable coloured enamels on Spra-Bonderized rust-proofed surface—Crimson or Worcester Blue. **FRAME**: 15½". Built of Special '2030' High Carbon Steel Tubing. **HANDLEBAR**: North Road raised. **BRAKES**: Front and rear Roller Lever Rim. **WHEELS**: 20" x 1½" Westwood Rims. Rustless Spokes. **GEAR**: Single. Freewheel. **TYRES**: Dunlop Roadster. **SADDLE**: Brooks' J4 best Butt Leather. **PEDALS**: Rubber. **FITTINGS**: Toolbag, inflator, prismatic reflector.



### JUNIOR—Models 131 and 131L

#### SPECIFICATION

**FINISH**: Distinctive, durable coloured enamels on Spra-Bonderized rust-proofed surface—Crimson or Worcester Blue. **FRAME**: 17" and 19". Boy's and Girl's. Built of Special '2030' High Carbon Steel Tubing. **HANDLEBAR**: North Road raised. **BRAKES**: Front and rear Roller Lever Rim. **WHEELS**: 22" wheels with 17" frame, 24" wheels with 19" frame. 1½" Westwood Rims. Rustless Spokes. **TYRES**: Dunlop Roadster. **GEAR**: Single. Freewheel. **SADDLE**: Brooks' J5 best Butt Leather. **PEDALS**: Rubber. **FITTINGS**: Toolbag, inflator, prismatic reflector.

For details of Cash Prices see page 14.

AVAILABLE ALSO BY GRADUAL PAYMENTS full details on page 15.

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# Prices

## RUDGE CYCLES

### NET CASH RETAIL PRICES OF ALL MODELS (TAX PAID)



Model No.	Page	Model	Extras	£ s. d.
103	8	DE-LUXE TOURIST ...	...	23 11 6
111/111L	6	SUPER SAFETY	Single Speed ...	15 13 6
			With Sturmey-Archer 3-Speed Wide Ratio Gear (AW) ...	17 16 3
			With Sturmey-Archer 3-Speed (AW), Patent 6-volt Dynohub and Dry Battery Unit...	21 7 0
			With Sturmey-Archer 4-Speed Wide Ratio Gear (FW) ...	18 1 3
			With Sturmey-Archer 4-Speed (FW), Patent 6-volt Dynohub and Dry Battery Unit...	21 12 0
112/112L	7	SUPER SAFETY TOURIST ...	...	21 19 6
113/113L	8	DE-LUXE SUPER SAFETY TOURIST ...	...	23 11 6
121/121L	2	ULSTER SPORTS	Single Speed ...	15 13 6
			With Sturmey-Archer 3-Speed Medium Ratio Gear (AM) ...	18 2 3
			With Sturmey-Archer 3-Speed Medium Ratio Gear (AM) and Patent 6 volt Dynohub	21 2 6
122/122L	10	SPORTS LIGHT ROADSTER	Single Speed ...	15 13 6
			With Sturmey-Archer 3-Speed Wide Ratio Gear (AW) ...	17 16 3
			With Sturmey-Archer 3-Speed (AW), Patent 6-volt Dynohub and Dry Battery Unit...	21 7 0
			With Sturmey-Archer 4-Speed Wide Ratio Gear (FW) ...	18 1 3
			With Sturmey-Archer 4-Speed (FW), Patent 6-volt Dynohub and Dry Battery Unit...	21 12 0

Model No.	Page	Model	Extras	£ s. d.
123/123L	11	SPORTS TOURIST ...	...	21 19 6
124/124L	9	DE-LUXE SPORTS TOURIST ...	...	23 11 6
127	3	AERO SPECIAL	Single Speed ...	21 19 6
			With Sturmey-Archer 3-Speed Ultra Close Ratio Gear (AC) ...	24 18 6
			With Sturmey-Archer 4-Speed Close Ratio Gear (FC) ...	24 18 6
			With Sturmey-Archer 4-Speed Medium Ratio Gear (FM) ...	24 15 3
			With Sturmey-Archer 4-Speed Medium Ratio Gear (FM) and Patent 6-volt Dynohub	27 15 6
128/128L	4 & 5	PATHFINDER ...	Single Speed ...	17 4 0
			With Sturmey-Archer 4-Speed Medium Ratio Gear (FM) ...	19 19 9
			With Sturmey-Archer 4-Speed Medium Ratio Gear (FM) and Patent 6-volt Dynohub	23 0 0
130/130L	13	"JACK AND JILL" ...	...	12 15 0
131/131L	13	JUNIOR ...	...	13 19 6
132	12	"TWINKIE" TRICYCLE ...	Airsprung tyres ...	11 12 6
			Pneumatic tyres ...	12 5 0

Due to the scarcity of materials, prices and specifications are subject to alteration without notice.



# Take advantage of Our Gradual Payments Scheme to buy the model you have chosen



—ON REDUCED TERMS

For guidance only, an abridged list of the alternative schemes is shown. The intermediate prices and terms not shown will be provided on request by your Dealer

DEPOSIT 25% of Cash Price and 52 weekly instalments							
TOTAL CASH PRICE	Minimum Deposit	G.P. Price	Weekly Instalment	TOTAL CASH PRICE	Minimum Deposit	G.P. Price	Weekly Instalment
£ s. d.	£ s. d.	£ s. d.	s. d.	£ s. d.	£ s. d.	£ s. d.	s. d.
11 0 0	2 15 0	12 14 4	3 10	23 0 0	5 15 0	26 11 0	8 0
11 10 0	2 17 6	13 5 6	4 0	23 10 0	5 17 6	27 2 2	8 2
12 0 0	3 0 0	13 16 8	4 2	24 0 0	6 0 0	27 13 4	8 4
12 10 0	3 2 6	14 7 10	4 4	24 10 0	6 2 6	28 4 6	8 6
13 0 0	3 5 0	14 19 0	4 6	25 0 0	6 5 0	28 15 8	8 8
13 10 0	3 7 6	15 10 2	4 8	25 10 0	6 7 6	29 6 10	8 10
14 0 0	3 10 0	16 1 4	4 10	26 0 0	6 10 0	29 18 0	9 0
14 10 0	3 12 6	16 12 6	5 0	26 10 0	6 12 6	30 9 2	9 2
15 0 0	3 15 0	17 3 8	5 2	27 0 0	6 15 0	31 0 4	9 4
15 10 0	3 17 6	17 14 10	5 4	27 10 0	6 17 6	31 11 6	9 6
16 0 0	4 0 0	18 6 0	5 6	28 0 0	7 0 0	32 2 8	9 8
16 10 0	4 2 6	18 17 2	5 8	28 10 0	7 2 6	32 13 10	9 10
17 0 0	4 5 0	19 12 8	5 11	29 0 0	7 5 0	33 5 0	10 0
17 10 0	4 7 6	20 3 10	6 1	29 10 0	7 7 6	34 0 6	10 3
18 0 0	4 10 0	20 15 0	6 3	30 0 0	7 10 0	34 11 8	10 5
*18 10 0	4 12 6	21 6 2	6 5	30 10 0	7 12 6	35 2 10	10 7
19 0 0	4 15 0	21 17 4	6 7	31 0 0	7 15 0	35 14 0	10 9
19 10 0	4 17 6	22 8 6	6 9	31 10 0	7 17 6	36 5 2	10 11
20 0 0	5 0 0	22 19 8	6 11	32 0 0	8 0 0	36 16 4	11 1
20 10 0	5 2 6	23 10 10	7 1	32 10 0	8 2 6	37 7 6	11 3
21 0 0	5 5 0	24 2 0	7 3	33 0 0	8 5 0	37 18 8	11 5
21 10 0	5 7 6	24 13 2	7 5	33 10 0	8 7 6	38 9 10	11 7
22 0 0	5 10 0	25 4 4	7 7	34 0 0	8 10 0	39 1 0	11 9
22 10 0	5 12 6	25 15 6	7 9	34 10 0	8 12 6	39 12 2	11 11

\*Example: Bicycle plus Extras, Cash Price £18 10s. 0d.  
Total G.P. Price including deposit will be £21 6s. 2d. at 6/5 weekly.

DEPOSIT £2 and 38 weekly instalments.					
TOTAL CASH PRICE	G.P. Price	Weekly Instalment	TOTAL CASH PRICE	G.P. Price	Weekly Instalment
£ s. d.	£ s. d.	s. d.	£ s. d.	£ s. d.	s. d.
11 0 0	12 12 2	5 7	23 0 0	26 14 0	13 0
11 10 0	13 4 10	5 11	23 10 0	27 6 8	13 4
12 0 0	13 14 4	6 2	24 0 0	27 16 2	13 7
12 10 0	14 7 0	6 6	24 10 0	28 8 10	13 11
13 0 0	14 19 8	6 10	25 0 0	29 1 6	14 3
13 10 0	15 9 2	7 1	25 10 0	29 11 0	14 6
14 0 0	16 1 10	7 5	26 0 0	30 3 8	14 10
14 10 0	16 14 6	7 9	26 10 0	30 16 4	15 2
15 0 0	17 4 0	8 0	27 0 0	31 9 0	15 6
15 10 0	17 16 8	8 4	27 10 0	31 18 6	15 9
16 0 0	18 9 4	8 8	28 0 0	32 11 2	16 1
16 10 0	19 2 0	9 0	28 10 0	33 3 10	16 5
17 0 0	19 11 6	9 3	29 0 0	33 13 4	16 8
17 10 0	20 4 2	9 7	29 10 0	34 6 0	17 0
18 0 0	20 16 10	9 11	30 0 0	34 18 8	17 4
*18 10 0	21 6 4	10 2	30 10 0	35 11 4	17 8
19 0 0	21 19 0	10 6	31 0 0	36 0 10	17 11
19 10 0	22 11 8	10 10	31 10 0	36 13 6	18 3
20 0 0	23 4 4	11 2	32 0 0	37 6 2	18 7
20 10 0	23 13 10	11 5	32 10 0	37 15 8	18 10
21 0 0	24 6 6	11 9	33 0 0	38 8 4	19 2
21 10 0	24 19 2	12 1	33 10 0	39 1 0	19 6
22 0 0	25 8 8	12 4	34 0 0	39 10 6	19 9
22 10 0	26 1 4	12 8	34 10 0	40 3 2	20 1

\*Example: Bicycle plus Extras, Cash Price £18 10s. 0d.  
Total G.P. Price including deposit will be £21 6s. 4d. at 10/2 weekly.

**COMPREHENSIVE INSURANCE COVER** against **LOSS** and **DAMAGE** is provided **FREE** on the **RUDGE SCHEME**  
NOTE: If an independent finance scheme is offered, customers should not assume that insurance cover is provided. An enquiry should be made before the transaction is entered into. The fitting of a motorised unit renders the Insurance VOID.

**It will pay you to ask for THE RUDGE SCHEME**



*Choose your hub from this complete range*



All variable geared hubs are fitted with **SPLINED SPROCKETS** which enables you to alter gear range easily and quickly.

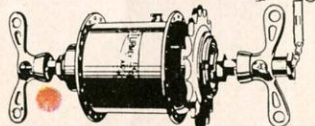
These hubs have the following exclusive refinements - Alloy Shell - one third the weight of steel. **WING NUTS. QUICK RELEASE FITTINGS.**

Due to the scarcity of materials, we reserve the right to supply Hexagon Nuts in lieu of Wing Nuts.

### CLUB

**AM** Three-Speed Medium Ratio. 15.55% increase. 13.46% decrease from normal. Ideally suitable for Sports machines.

**ASC** The only Three-Speed Fixed Hub manufactured in the world today. 10% and 25% decrease from direct drive.



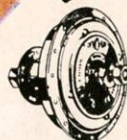
**FM** Four-Speed Medium Ratio. 12.5% increase. 14.3% and 33.1/3% decrease from normal. Unquestionably the best all-round Club gear.



Note the visual gear indication

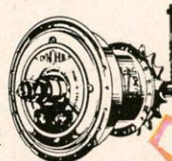
The Sturmey-Archer Patent "Flick" Trigger Control provides an instantaneous change of gear by the flick of a finger.

### DYNOHUBS



**GH6** Patent 6 volt Dynohub. Like all our Dynohubs it is absolutely trouble-free and mechanically frictionless.

**AG** A.W. Wide Ratio Three-Speed hub, combined patent 6 volt Dynohub.



**FG** F.W. Wide Ratio Four-Speed hub, combined patent 6 volt Dynohub. By combining the gear and Dynohub in one unit, a great saving in weight is made.

### RACING GEARS



**AC** Three-Speed Ultra Close Ratio: 6.66% increase and 7.7% decrease from normal.

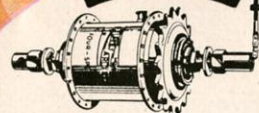


**FC** Four-Speed Close Ratio: 9.1% increase, 10% and 25% decrease from normal. Specially designed for Massed Start Races.

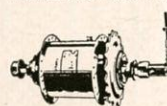
**HEADLAMP & REARLAMP.** The headlamp is fully enclosed and of pleasing shape. It is supplied in either Black or Silver finish. The Rear light is unique in its simplicity and appearance.



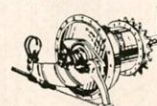
### ROADSTER



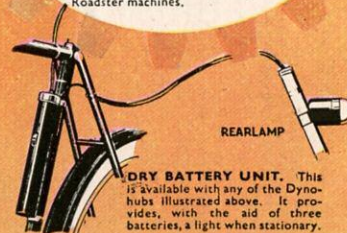
**FW** Four-Speed Wide Ratio. The great advantage of this Hub against the corresponding three-speed, lies in the fact that there are two normal gears. Ratios give 26.6% increase, 21% and 33% decrease from normal. This hub is now fitted with **ALLOY SHELL**.



**AW** Three-Speed Wide Ratio. 33.1/3% increase, 25% decrease from normal. Specially suitable for Roadster machines.



**ABC** Three-Speed Wide Ratio. 33.1/3% increase, 25% decrease from normal. Specially suitable for Roadster machines.



**DRY BATTERY UNIT.** This is available with any of the Dynohubs illustrated above. It provides, with the aid of three batteries, a light when stationary.

# STURMEY - ARCHER

*The Original and Best*





# The RUDGE-WHITWORTH Everlasting Guarantee

Rudge-Whitworth Bicycles are guaranteed by us against defects of manufacture WITHOUT ANY TIME LIMIT ; no matter when such defect shows itself, we replace the defective parts gratis as long as the machine shall remain the property of the first retail purchaser. This guarantee is subject to the conditions specified below.

## CONDITIONS OF GUARANTEE

With all machines and component parts of our manufacture we give a special guarantee instead of the guarantee implied by statute or otherwise as to the quality or fitness for the purpose of cycling of goods supplied by us, any such implied guarantee being in all cases excluded. In cases of machines which have been used for "hiring-out" purposes, or in respect of which our trade mark or manufacturing number has been removed, no guarantee of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but damage for which we make ourselves responsible under this guarantee is limited to the free supply of a new part in exchange for the part of the bicycle or tricycle which may have proved defective or (at our discretion) to the repair of the original part, and does not include the cost of fitting. The purchaser shall not be entitled to claim any damage whatever save replacement of the defective parts. **THIS GUARANTEE DOES NOT APPLY TO DEFECTS CAUSED BY WEAR AND TEAR, MISUSE OR NEGLIGENCE. THE EMPLOYMENT OF A MOTOR ATTACHMENT CONSTITUTES MISUSE OF THE MACHINE.**

If a defective part should be found in any of our machines it must be sent to us carriage paid, accompanied by an intimation from the sender that he desires to have it replaced free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the name of the dealer from whom he purchased, and the date of purchase.

Failing compliance with the above, no notice will be taken of anything which may arrive, but such articles will lie here at the risk of the sender, and this guarantee shall not be enforceable. We guarantee only new machines which are bought either direct from us or from one of our duly authorised dealers. This guarantee does not include rims, tyres and saddles, in respect of which the purchaser is referred to the respective Manufacturers.

## TERMS OF BUSINESS

**DELIVERY.** The Company will not be held responsible for any delay in delivery of any article whether such delay is caused by circumstances over which the Company has control or otherwise.

**ALTERATIONS IN PRICES AND SPECIFICATIONS.** The Company reserves the right to alter any Prices or Specifications at any time without notice and all Goods are sold subject to Prices and Conditions ruling at the time of delivery.

**EXHIBITIONS.** All goods are sold on the condition that they must not be exhibited at any exhibition in the British Isles without our written consent.

## The Company's Wholesale Distributing Branches

LONDON	...	"Raleigh House," Gt. West Road, Brentford, Middlesex...	Tel. : Ealing 6721
ABERDEEN	...	62/66, Leaside Road	27171
BEDFORD	...	46, Ashburnham Road	4913
BELFAST	...	57, Linenhall Street	20086
BIRMINGHAM, 10	...	377, Bolton Road, Small Heath	VICtoria 2268-9
BRISTOL, 2	...	Asher Lane, Redcross Street	24825
CHESTER	...	Delamere Street	23906
EXETER	...	Alphington Street	54477
GLASGOW, C.4	...	212-216, St. James' Road	
HULL	...	24, Park Street	36052
LEEDS	...	421, Kirkstall Road	38050
MANCHESTER, SALFORD, 5	...	288/294, Eccles New Road, Weaste	Pendleton 2251
NEWCASTLE-ON-TYNE, 1	...	38, St. Mary's Place	22988
NORWICH	...	Castle Hill	23894
NOTTINGHAM	...	199, Lenton Boulevard	77539
OXFORD	...	387, Cowley Road	77391
SHEFFIELD, 1	...	86, Charlotte Road	21603
SOUTHAMPTON	...	"Raleigh House", Millbrook Road	72536
STOKE-ON-TRENT	...	Mars Street, Smallthorne	84421

## NOTICE

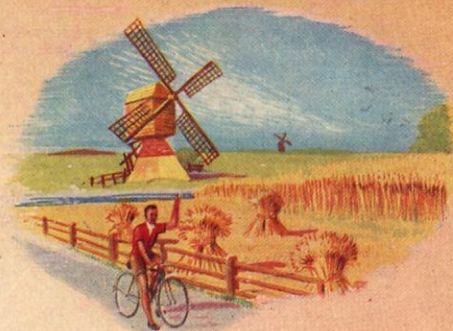
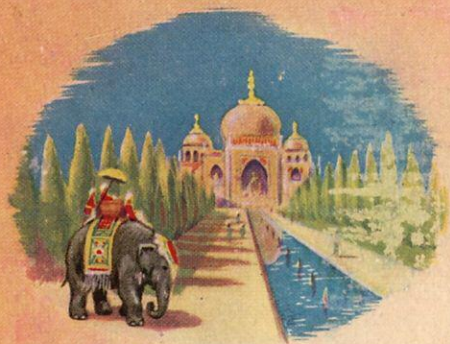
Dealers selling our products are not our Agents, and have no authority to transact any business, give any warranty, make any representation or incur any liability on our behalf. Any of our goods which they sell have been bought by them from us and are their property.

Every new Rudge-Whitworth bicycle and tricycle carries a Guarantee envelope. On a bicycle this contains a very comprehensive Maintenance Book. The tricycle envelope contains the application form for the Circle of Silver Knights and an illustrated story book.





*The World Beater*



**RUDGE**

*BRITAIN'S BEST BICYCLE*



A PRODUCT OF RALEIGH INDUSTRIES LIMITED, NOTTINGHAM