

Catalogue number V0684
Price code - (1 of 8)
Date 1 June 2025

IceniCAM Information Service

JUNE 17, 1936.

Cycling 13

IMPORTANT to CYCLISTS!

The Villiers Two-Speed reduces labour and enables you to ride farther with less fatigue. A single speed is a compromise, but the Villiers Two-Speed has a *direct drive* lower gear that makes headwinds and hills easier, and a simple higher gear that makes easy stretches faster—two really useful gears that will give you maximum cycling enjoyment. You can change gear while pedalling as there is no neutral position. The Villiers Two-Speed is the simplest gear you can buy, it has no jumping chains, no delicate parts and no internal drag. It can be easily fitted to most existing machines or supplied on your new one. Most manufacturers standardise it, most dealers sell it. Waste no more time and energy. Go joy-riding with a Villiers Two-Speed.

Special models for Tandems and Carrier Cycles 17/- each complete.

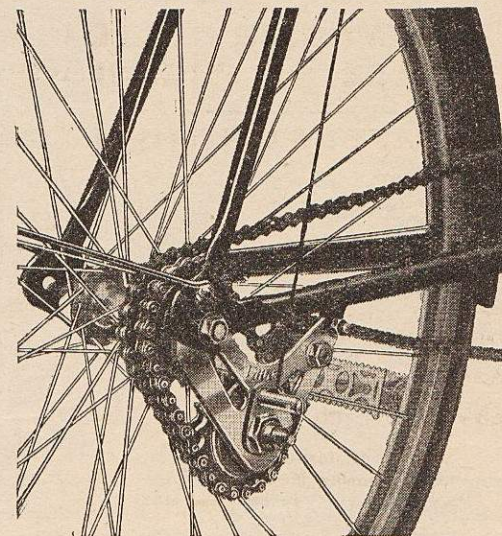
Write for Special Booklet and Gear Ratio Formula to:—

THE VILLIERS ENGINEERING CO., LTD., MARSTON ROAD,
WOLVERHAMPTON.

Also Manufacturers of the famous Villiers
Model-de-Luxe Freehubs and Sprockets.

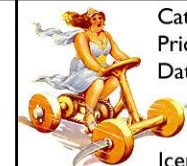
Villiers
two-speed

15/-
COMPLETE
WITH CONTROL
& CABLE



w.h.w.

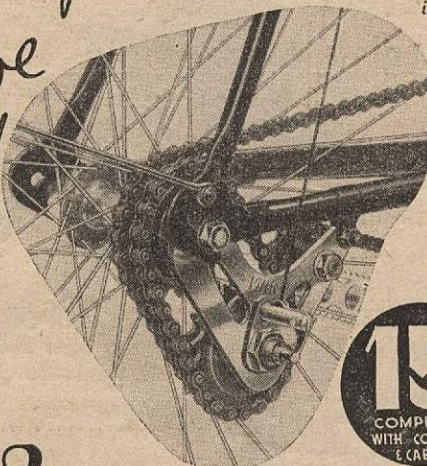
Own a 1936
R.F.A.



JUNE 24, 1936.

Cycling 11

"Far and away
the most satisfactory
Gear I have
ever used!"



Read this interesting letter
from an experienced user:—

WHITTON, Middlesex. 1st June, 1936.

Sirs,—Some time ago I wrote you re your Two-Speed Gear, and you were kind enough to send me the fullest particulars. A result of which was that I purchased and fitted the gear. It has given me every satisfaction, **being far and away the most satisfactory Gear I have ever used.** I prefer it for its ease of adjustment and its sturdy build. No fine mesh cogs to tear or slip; no star washer to slip and cause hub to bind. Coming into touch, as I do, with innumerable riders, I am landed into many discussions re the comparison between the VILLIERS and other Gears, and I insist upon one great advantage, viz.: the chain is ALWAYS in line and, further, there can be no fear of damage in changing, either pedalling or free-wheeling up or down hill.

Yours faithfully (Signed) W.J.H.

Need we say more than to add that you can fit the VILLIERS TWO-SPEED to your single speed cycle without trouble—it simply screws on in place of the free-wheel. Specify the VILLIERS TWO-SPEED when buying a new cycle—all dealers will supply. Tandem and Carrier Models 17/- complete.

Write for V.T.S. Folder and Gear Ratio Formula to:—

The Villiers Engineering Company Limited,
Marston Road, Wolverhampton.

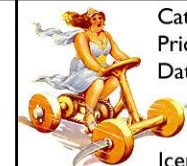
Also manufacturers of the famous Villiers Model-de-Luxe Freewheels and Sprockets.

15'-
COMPLETE
WITH CONTROL
& CABLE

Villiers two speed

w.h.w.

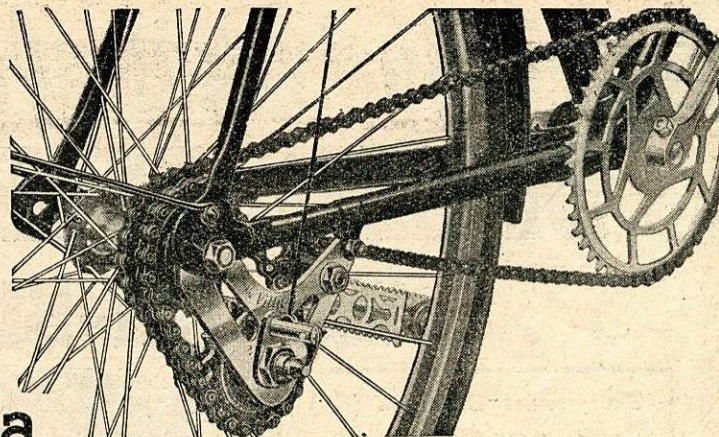
"SUN WASP" THE ALL-IN TANDEM



JULY 1, 1936.

Cycling 21

LESS fatigue with a



The Simple, Foolproof, Easy-to-fit Speed Gear. It runs entirely on Ball and Roller Bearings, its lower gear is direct drive, and its whole construction very simple. Friction is reduced to a minimum and internal drag is non-existent, that's why it is so easy on hills and so fast on the level. Other great features of the Villiers Two-Speed Gear are: no delicate parts, no jumping chains, and no neutral position—it is NEVER out of gear. It can be fitted to existing cycles almost as easily as a freewheel, or supplied on your new machine.

Waste no more energy, buy one to-day and enjoy cycling as you have never done before. Stocked by all good dealers. Special models for Tandem and Carrier Cycles 17/- each complete.

15/-
COMPLETE
WITH CONTROL
CABLE

Villiers

Two speed

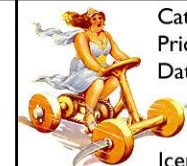
POST THIS COUPON for Special Booklet and Gear Ratio Formula to:—
THE VILLIERS ENGINEERING CO., LTD., Marston Road, WOLVERHAMPTON.

Name..... Address.....

..... 1.7

Also manufacturers of the famous Villiers Model-de-Luxe Freewheels and Sprockets

w.h.w.



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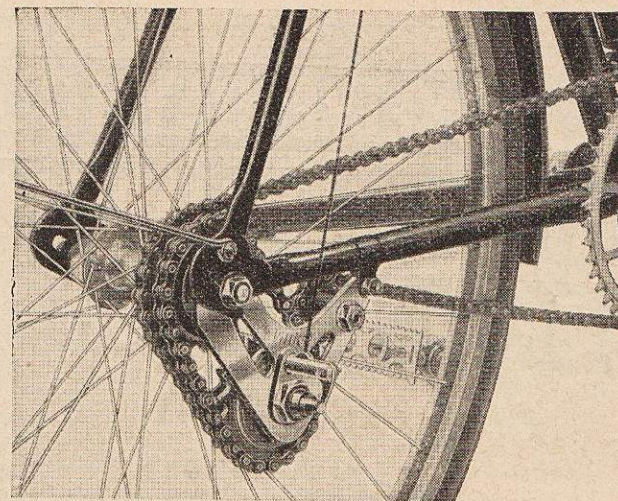
IceniCAM Information Service

JULY 15, 1936.

Cycling 9

*Cut out
hard work
with a*
**Villiers
two-speed!**

The simplest and strongest of all cycle gears; runs entirely on Ball and Roller bearings, and has no delicate parts to become damaged by misuse, no internal drag to waste energy. No jumping Chains—in alignment always. No Neutral position—it is NEVER out of gear. No trouble to fit to existing cycles.



The Villiers Two-Speed Gear is ideal for all conditions and costs so little

See your dealer about it to-day!

Special models for Tandems and Carrier Cycles 17/- each complete.

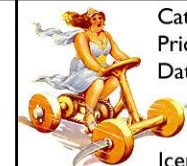
Let us send you Special Booklet and Gear Ratio Formula. Write to:—The Villiers Engineering Co., Ltd., Marston Road, Wolverhampton.

Also manufacturers of the famous Villiers Model-de-Luxe Freewheels and Sprockets

15/-
COMPLETE
WITH CONTROL
CABLE

W.H.W.

—and now



JULY 22, 1936.

Cycling 7

More miles—less fatigue—

with a

**Villiers
Two-Speed**



15/-
COMPLETE
WITH CONTROL
CABLE

Write for Special Booklet and Gear Ratio Formula to:—
The Villiers Engineering Co., Ltd., Marston Road, Wolverhampton
Also Manufacturers of the famous Villiers Model-de-Luxe Freewheels
and Sprockets.

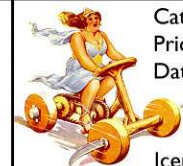
The DIRECT DRIVE lower gear will cut out hard work and the higher gear will give you easy speed. Ball and Roller bearings throughout reduce friction to a minimum. Nothing to go wrong. Nothing delicate, no internal drag, no jumping chains and no possibility of missing your gear.

The Villiers Two-Speed can be added to most existing cycles, dealers stock it, most manufacturers standardise it.

Don't waste any more energy, fit the Villiers Two-Speed Gear now and enjoy easier cycling.

Special models for Tandems and Carrier Cycles 17/- each complete.

w.h.w.



JULY 29, 1936.

Cycling 7

Hill climbing and Headwinds no longer a hindrance!

Another satisfied user—
Mr. G. Brackenridge writes from a HILLY country —

Dear Sirs, . . . I had a Villiers 2 speed gear fitted to my sports machine. I have given it stiff tests and it has lived up to everything that is said about it. It is an amazing help, and makes hill-climbing and head-winds obstacles which no longer are a hindrance, while it also gives an extra turn of speed on the level, and takes the greatest advantage of a following wind. . . .

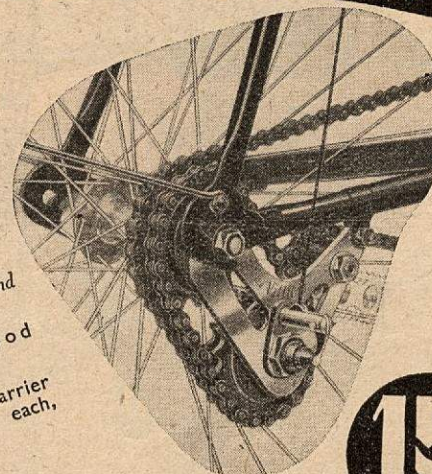
From another satisfied customer.
(Signed) G. Brackenridge.
26, Whinfield Road.
PRESTWICK, Ayrshire.

You are missing the best of cycling if you do not fit a Villiers Two-Speed Gear. It's simple, strong, and so wonderfully reliable, and can be added to most machines with ease.

Why not fit it here and now!

From all good dealers.

Tandem and carrier models, 17/- each, complete.



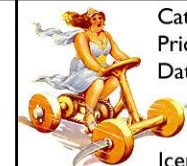
15'
COMPLETE
WITH CONTROL
& CABLE

Write for descriptive leaflet and gear ratio formula to the manufacturers:

The Villiers Engineering Co., Ltd., Marston Rd., Wolverhampton

Villiers two speed

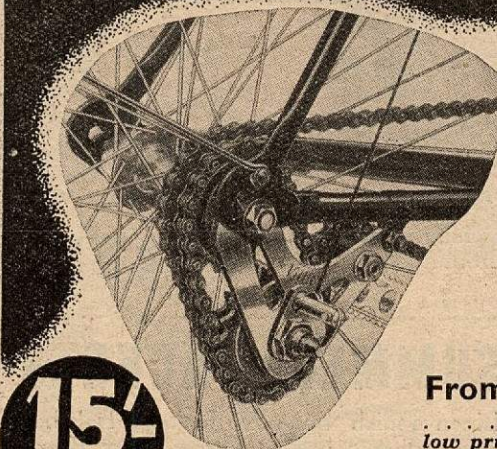
W.H.W.



AUGUST 5, 1936.

Cycling 5

"Never known such ease of pedalling before!"



**Another satisfied user, traveller
in the LAKE DISTRICT, writes :**

Dear Sirs,
I would like to express my appreciation of "The Villiers Two-Speed Gear" I had one fitted on my cycle, and I have never known such ease of pedalling before. It changes riding into gliding! Since I had it put on I have been in the Lake District, Southern Scotland and toured Northern England. I travel 120 miles a week to and from business, and the 2 speeds are a great benefit. Hills are no object. A pal of mine has had one fitted and he is delighted with the performance of his.
Yours gratefully, (Signed) R. A. Hodgson.

"Fruit Stores," Main Street, BRAMPTON, Cumberland.

From yet another :

. I thank you very much for producing such a fine 2-speed at a **very low price** (Signed) J. Terresfield. 6, Lancaster Villas, BRIGHTON, Sussex.

Don't struggle along any more—*sail* along with the Villiers Two-Speed. You'll never realize the joy you've been missing until you fit the Villiers Two-Speed—

You cannot do better than fit one now! From all good dealers
Tandems and Carrier Models 17/- each complete

Villiers *two speed*

WHY LET RAIN
HOLIDAY?



AUGUST 12, 1936.

Never found one so SIMPLE & EASY-RUNNING"

says another satisfied user, Mr. Frank Rogers of Southport

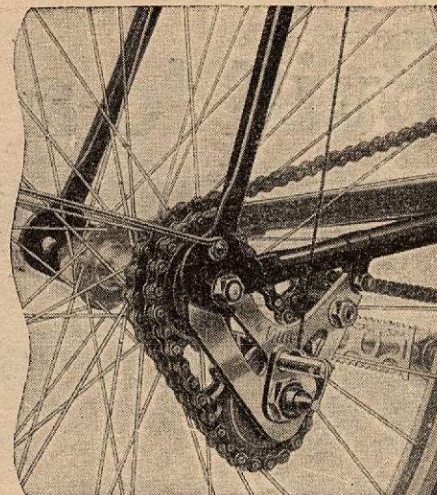
Dear Sirs,

Some time ago I purchased one of your Two-Speed Gears, and I am highly satisfied with it. I get a great deal more pleasure out of cycling since I had it fitted. One of the great advantages with this gear is that you have not to stop pedalling when changing gear, thus losing speed. I have tried different kinds of gears, but never found one so simple and easy running. I shall always recommend it.

You'll never find one so simple and easy running either. Nor one at a lower price. Fit the Villiers Two-Speed Gear now, it's easy to attach—screws on in place of the freewheel. Ball and roller bearings throughout.

Villiers

TWO-SPEED



Write for Special Booklet and
Gear Ratio Formula to:—

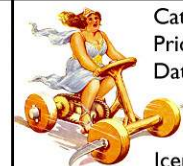
The Villiers Engineering Co. Ltd.
Marston Road, Wolverhampton.

Tandem & Carrier
Cycle Models 17/-
each complete.

From all good
dealers.



Cycling 9



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