RUDGE-WHITWORTH LIMITED

RUDGE

WHITWORTH

1940

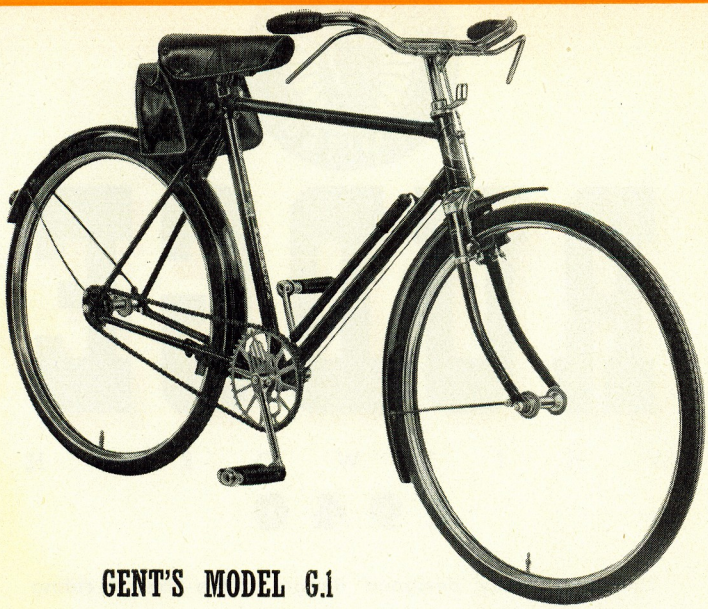
The scientifically designed Rudge "True-Poise" riding position ensures the maximum degree of forward motion in a bicycle, with the minimum of energy output. For lasting dependability, safe riding and light, easy steering, there is nothing like a Rudge — Britain's Best Bicycle

HANS OHRT
LIG TWEIGHT BICYCLES
9544 Santa Monica Blvd.
Beverly Hills, California
CRestview 6-4711
North Hollywood Branch
5153 Laurel Canyon Blvd.
SUnset 2-6822



BRITAIN'S BEST BICYCLE

SUPERSAFE TRAFFIC MODELS



GENT'S MODEL G.1

SPECIFICATION

FRAME.—*21", 23". Cut away lugs.*

WHEELS.—*26" × 1⅜" Westwood.*

TYRES.—*Dunlop.*

PEDALS.—*Rubber or rat trap.*

HANDLEBAR.—*North Road raised.*

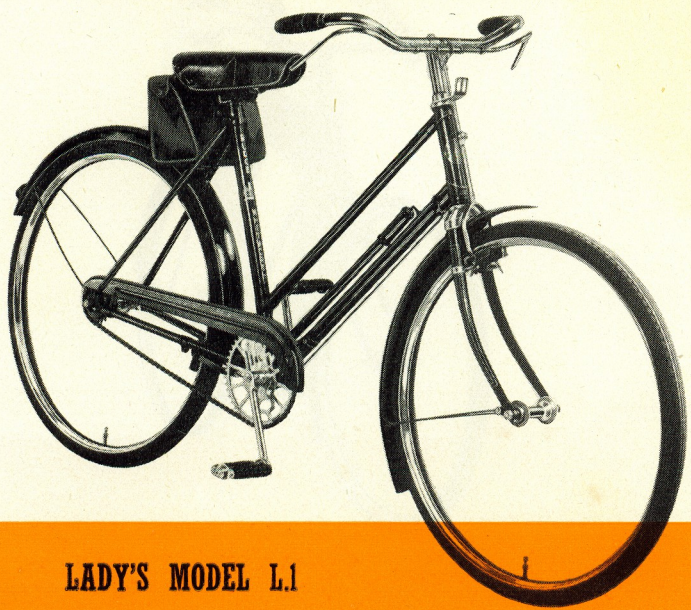
BRAKES.—*Operated by roller levers.*

MUDGUARDS.—*Steel. Enamelled black or white.*

SADDLE.—*Leather or super spring seat.*

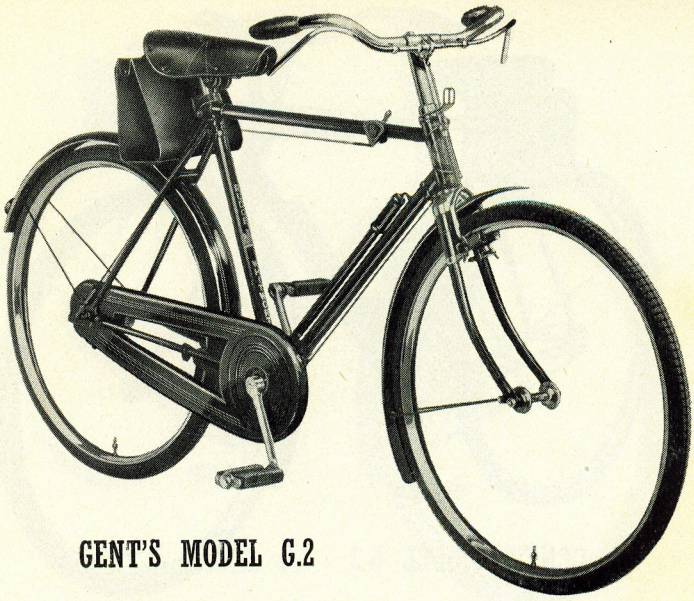
FINISH.—*Enamelled black with bronze lines.*

EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.1

SUPERSAFE TRAFFIC MODELS



GENT'S MODEL G.2

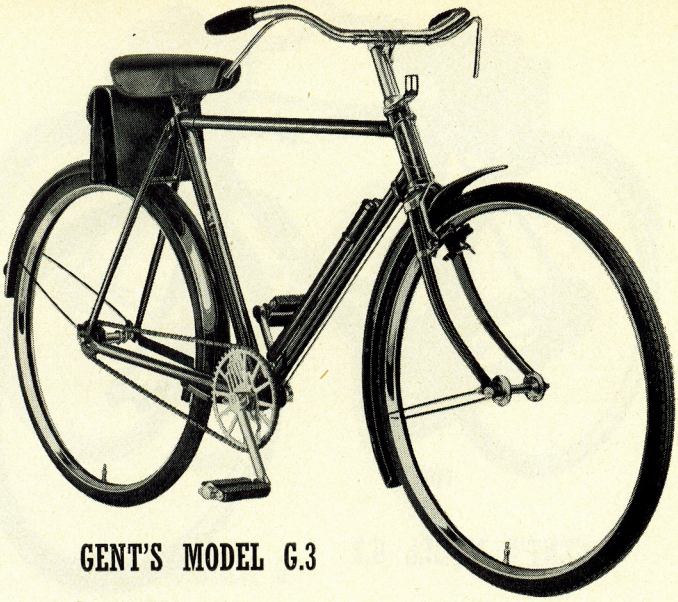
SPECIFICATION

FRAME.—*21", 23". Cut away lugs.*
WHEELS.—*26" × 1⅜" Westwood.*
TYRES.—*Dunlop.*
GEAR.—*Sturmey-Archer three-speed hub.*
GEARCASE.—*Oil bath.*
PEDALS.—*Rubber or rat trap.*
HANDLEBARS.—*North Road raised.*
BRAKES.—*Operated by roller levers.*
MUDGUARDS.—*Steel. Enamelled black or white.*
SADDLE.—*Leather or super spring seat.*
FINISH.—*Enamelled black with bronze lines. All black optional.*
EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.2

LIGHT ROADSTER MODELS



GENT'S MODEL G.3

SPECIFICATION

FRAME.—*22", 24". Lady's 22" only. Cut away lugs.*

WHEELS.—*26" × 1⅜" Westwood.*

TYRES.—*Dunlop.*

PEDALS.—*Rubber or rat trap.*

HANDLEBARS.—*North Road raised.*

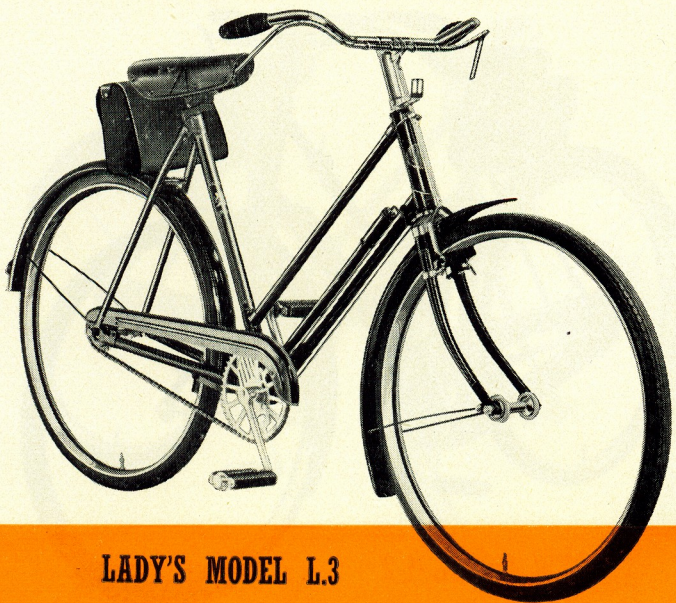
BRAKES.—*Roller levers.*

MUDGUARDS.—*Steel. Enamelled black or white.*

SADDLE.—*Leather or super spring seat.*

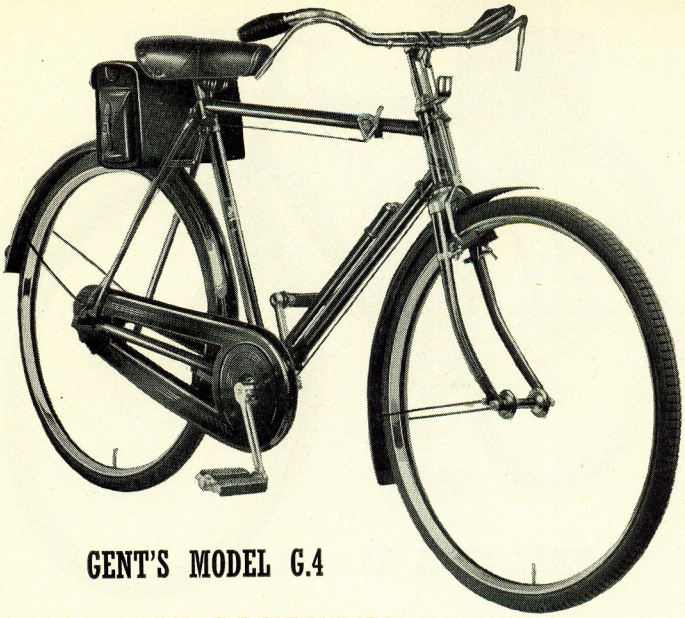
FINISH.—*Enamelled black with bronze lines.*

EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.3

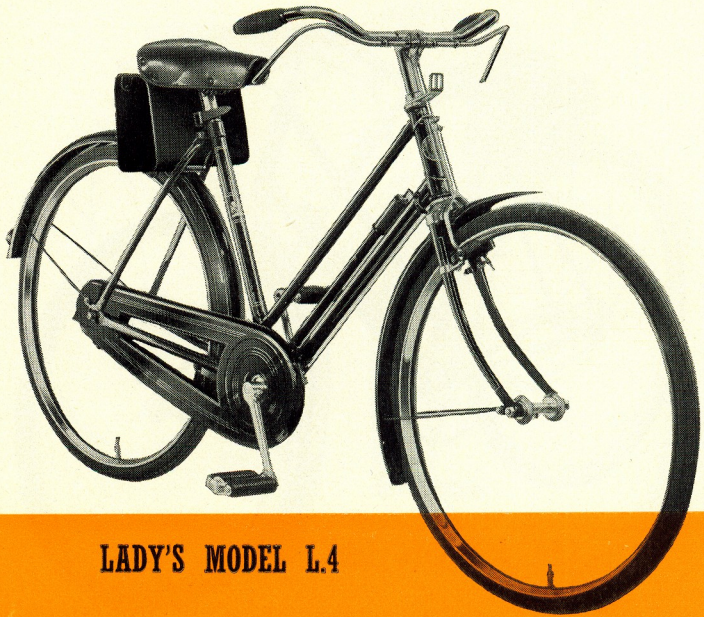
LIGHT ROADSTER MODELS



GENT'S MODEL G.4

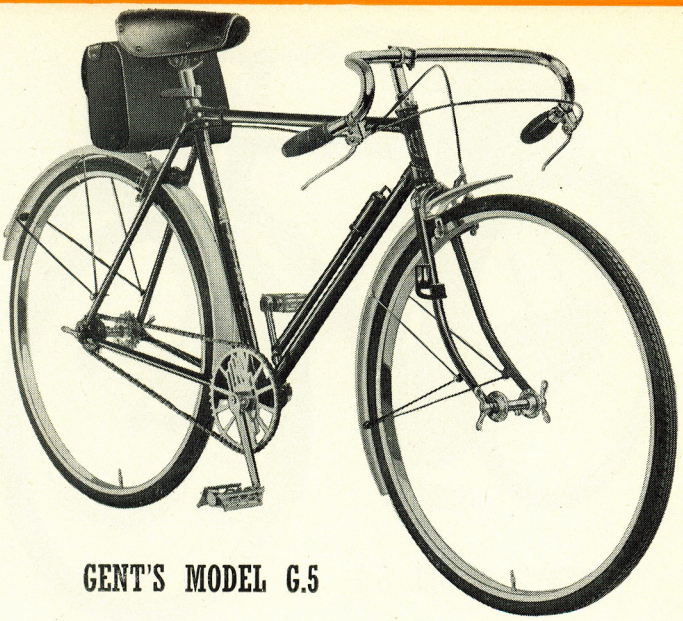
SPECIFICATION

FRAME.—*22″, 24″. Lady's 22″ only.*
WHEELS.—*26″ × 1⅜″ Westwood.*
TYRES.—*Dunlop.*
GEAR.—*Model G4 fitted with Sturmey-Archer three-speed gear. Lady's fitted with free-wheel.*
PEDALS.—*Rubber or rat trap.*
GEARCASE.—*Oil bath.*
HANDLEBARS.—*North Road raised.*
BRAKES.—*Roller levers.*
MUDGUARDS.—*Steel. Enamelled black or white.*
SADDLE.—*Leather or super spring seat.*
FINISH.—*Black enamel with bronze lines. All black optional.*
EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.4

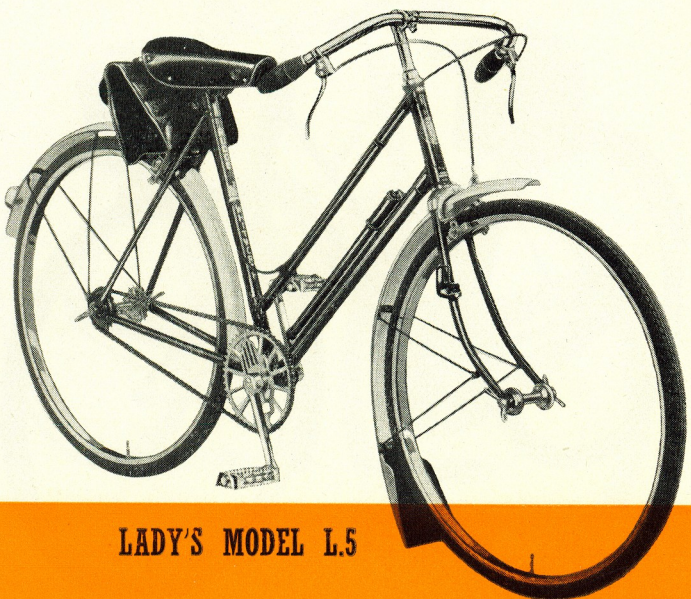
SPORTS MODELS



GENT'S MODEL G.5

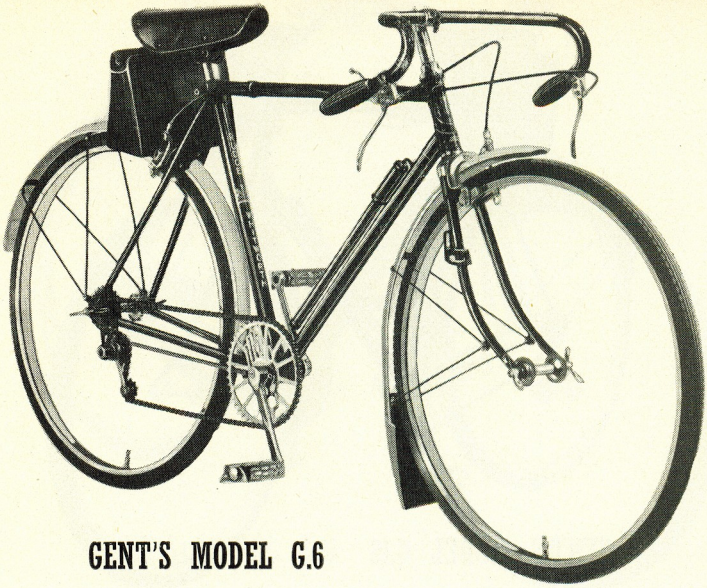
SPECIFICATION

FRAME.—*21", 23". Sports angles with cut away head and seat lugs.*
FORKS.—*Racing pattern, solid ends.*
HUBS.—*Quick-release. Wing nuts front and rear.*
WHEELS.—*26" × 1¾" Endrick rims.*
TYRES.—*Dunlop.*
PEDALS.—*Rubber or rat trap.*
HANDLEBARS.—*As illustrated.*
BRAKES.—*Caliper.*
MUDGUARDS.—*Celluloid. Steel, enamelled white or to match if specified.*
SADDLE.—*Leather or super spring seat.*
FINISH.—*Enamelled black, or super sheen blue, silver or gold.*
EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.5

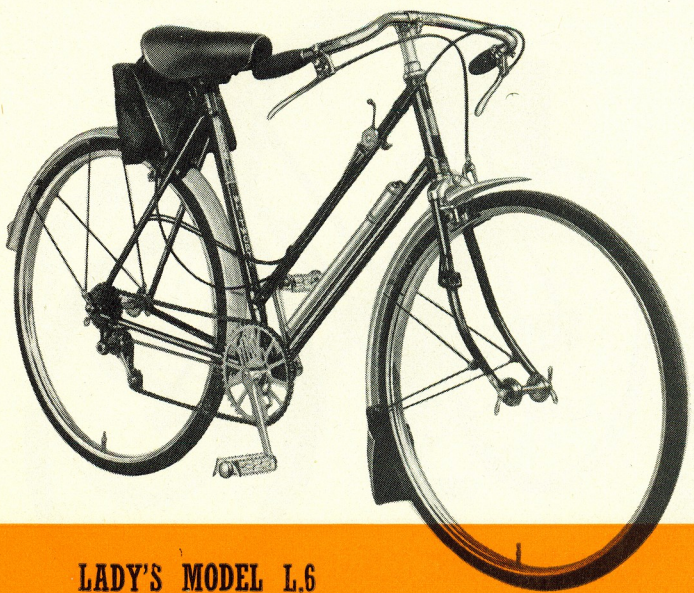
SPORTS MODELS



GENT'S MODEL G.6

SPECIFICATION

FRAME.—*21", 23". Sports angles, cut away lugs.*
FORKS.—*Racing pattern, solid ends.*
HUBS.—*Quick release. Wing nuts front and rear.*
WHEELS.—*26" × 1¼" Endrick rims.*
TYRES.—*Dunlop Black Sports.*
GEAR.—*Cyclo Derailleur three-speed, with Bayliss Wiley free-wheel hub unit.*
PEDALS.—*Rat trap or rubber.*
HANDLEBARS.—*As illustrated.*
BRAKES.—*Caliper.*
MUDGUARDS.—*Celluloid. Steel, enamelled white or to match if specified.*
SADDLE.—*Leather or super spring seat.*
FINISH.—*Enamelled black, or super sheen blue, silver or gold.*
EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.6

LIGHT TOURIST MODELS



GENT'S MODEL G.16

SPECIFICATION

FRAME.—*21″, 23″. Cut away lugs, round tapered chain and back stays.*

WHEELS.—*26″ × 1⅜″ Endrick rims.*

TYRES.—*Dunlop Black Sports.*

PEDALS.—*Rubber or rat trap.*

HANDLEBARS.—*North Road raised, or all rounder, with adjustable clip, chromium plated.*

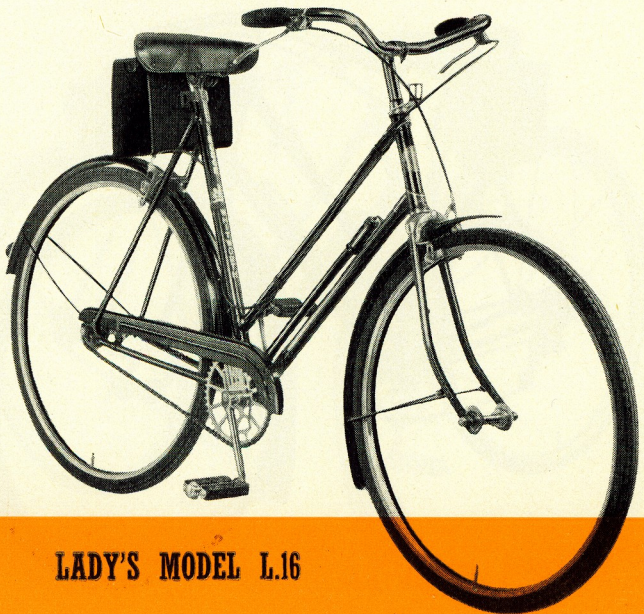
BRAKES.—*Caliper.*

MUDGUARDS.—*Steel. Enamelled black or white.*

SADDLE.—*Leather or super spring seat.*

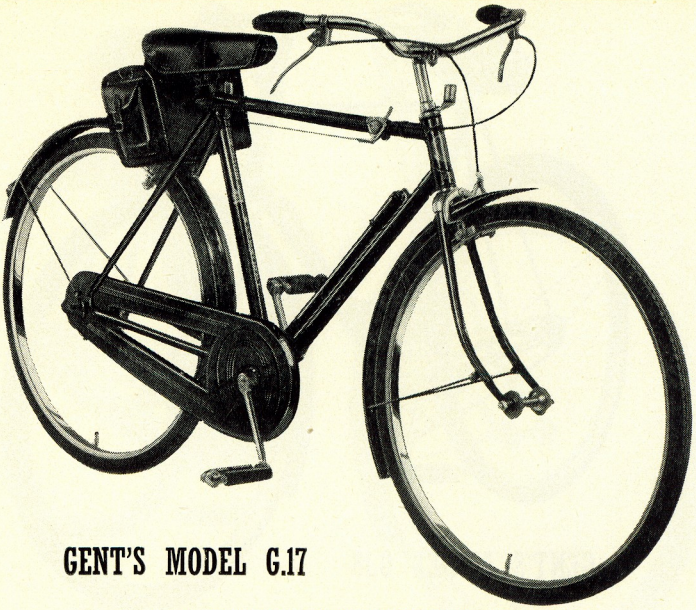
FINISH.—*Black enamel with bronze lines.*

EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.16

LIGHT TOURIST MODELS



GENT'S MODEL G.17

SPECIFICATION

FRAME.—*21″, 23″. Round tapered chain and back stays.*
FORKS.—*Solid ends.*
WHEELS.—*26″ × 1⅜″ Endrick rims.*
TYRES.—*Dunlop Black Sports.*
GEAR.—*Sturmey-Archer three-speed hub.*
GEARCASE.—*Oil bath.*
PEDALS.—*Rubber.*
HANDLEBARS.—*North Road raised, or all rounder, with adjustable clip. Chromium plated.*
BRAKES.—*Caliper.*
MUDGUARDS.—*Steel. Enamelled black or white.*
SADDLE.—*Leather or super spring seat.*
FINISH.—*Enamelled black with bronze lines. Usual bright parts chromium plated.*
EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.17

ROADSTER MODELS



GENT'S MODEL G.18

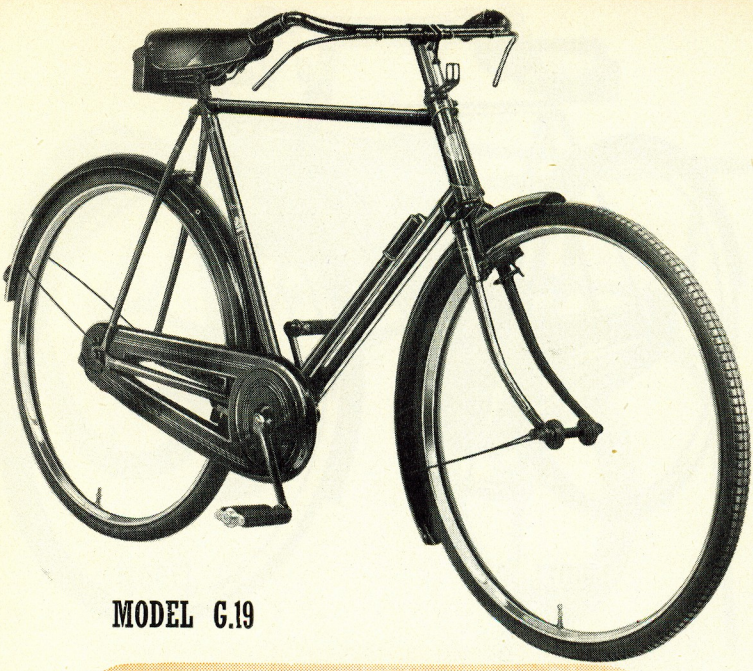
SPECIFICATION

FRAME.—*22", 24", 26". Lady's 22", 24" only. Cut away lugs.*
WHEELS.—*28" × 1½" Westwood rims.*
TYRES.—*Dunlop Roadster.*
PEDALS.—*Rubber or rat trap.*
HANDLEBARS.—*Raised, chromium plated.*
GEARCASE.—*Oil bath on Lady's Model.*
BRAKES.—*Roller levers.*
MUDGUARDS.—*Steel. Enamelled black or white.*
SADDLE.—*Leather or super spring seat.*
FINISH.—*Enamelled black, with bronze lines. All-black finish optional.*
EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*



LADY'S MODEL L.18

ROADSTER MODEL



MODEL G.19

SPECIFICATION

FRAME.—*22", 24", 26". Cut away lugs.*
WHEELS.—*28 × 1½" Westwood rims.*
TYRES.—*Dunlop Roadster.*
GEARCASE.—*Oil bath.*
PEDALS.—*Rubber or rat trap.*
HANDLEBARS.—*Raised, black enamelled. Chromium plated optional.*
BRAKES.—*Roller levers.*
MUDGUARDS.—*Steel. Enamelled black or white.*
SADDLE.—*Leather or super spring seat.*
FINISH.—*All-weather black enamel with bronze lines. Chromium plated, if specified.*
EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*

STURMEY ARCHER

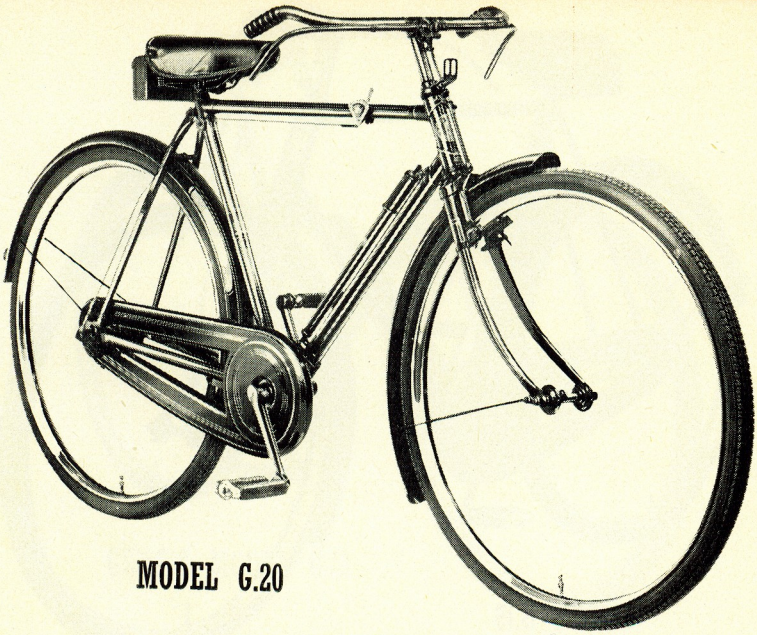
HUB GEARS AND HUB BRAKES

WE recommend Sturmey-Archer Gears and Hub Brakes as fitments to our machines. Every Cyclist desirous of obtaining the fullest advantage and enjoyment out of Cycling should have a Sturmey-Archer Gear. Neat, light, totally enclosed, the bearings run in oil, reducing friction to a minimum and ensuring a sweet and silky running. Sturmey-Archer Hubs comprise a comprehensive range of Gears to suit every form of Cycling, and they are unsurpassed for durability and reliability.

The 4-speed gear is the latest addition to the range of Sturmey-Archer Hubs, and with its ideal alternative gear ratios, makes a powerful and popular appeal to all classes of cyclists.

For Illustrations and Descriptions see overleaf

DE LUXE ROADSTER MODEL

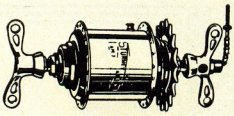


MODEL G.20

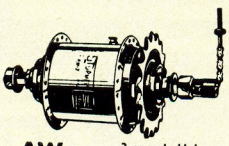
SPECIFICATION

FRAME.—*22", 24", 26".*
WHEELS.—*28" × 1½" Westwood rims.*
TYRES.—*Dunlop Fort.*
GEAR.—*Sturmey-Archer three-speed hub.*
PEDALS.—*Rubber.*
GEARCASE.—*Oil bath.*
HANDLEBARS.—*Raised, black enamelled.*
BRAKES.—*Roller levers.*
MUDGUARDS.—*Steel. Enamelled black or white.*
SADDLE.—*Large leather or super spring seat.*
FINISH.—*Enamelled black, with bronze lines. All-weather finish.*
EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector.*

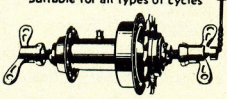
The Gears that Make Cycling easy



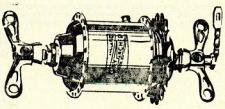
AM Medium-ratio 3-speed Hub. 15.55% increase, 13.46% decrease. Suitable for Sports and Racing Cycles.



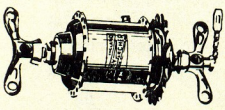
AW 3-speed Hub. 33⅓ increase, 25% reduction from normal Suitable for all types of cycles



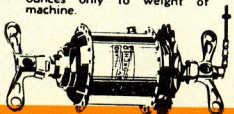
TF 2-speed Hub. 25% reduction from normal Supplied with either fixed or freewheel. Suitable for Sports, Tandem or Carrier Cycles. Adds 9½ ounces only to weight of machine.



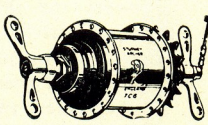
AF Close-ratio 4-speed Hub 1st (Low Gear) 25% decrease from Normal Gear 2nd (Intermediate Low Gear) 10% decrease from Normal Gear. 3rd (Normal Gear) Direct Drive. 4th (High Gear) 9.1% increase over Normal Gear. Specially suitable for Sports and Racing Cycles.



FM Medium-ratio 4-speed Hub. 1st (Low Gear) 33⅓% decrease from Normal Gear. 2nd (Intermediate Low Gear) 14.3% decrease from Normal Gear. 3rd (Normal Gear) Direct Drive. 4th (High Gear) 12.5% increase over Normal Gear. Suitable for all types of Cycles. Handle-bar Trigger Control is a standard fitment to AF and FM 4-speed Hubs.

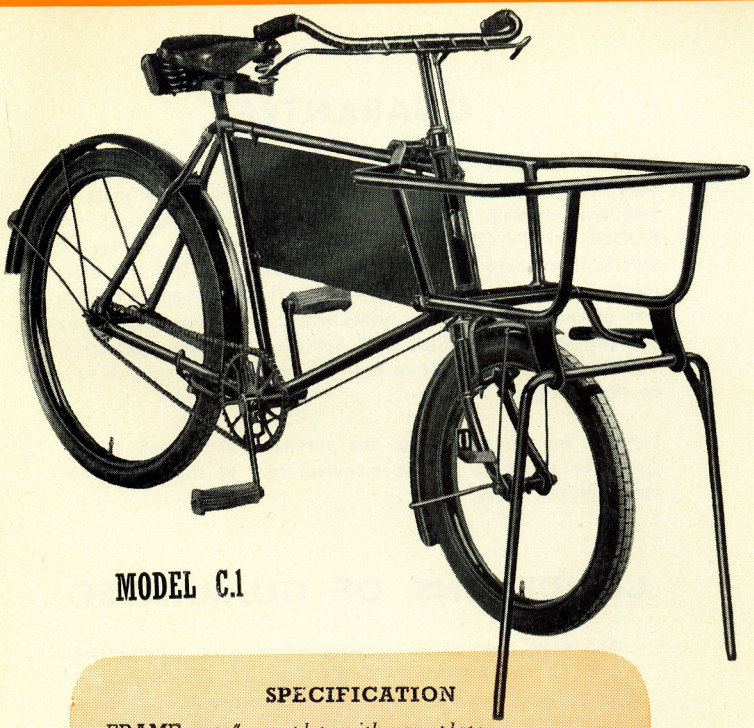


AR Close-ratio 3-speed Hub. 7.24% increase, and 6.76% decrease. Specially suitable for Racing and Record events. As used by Ferris in his "End to End" and 1,000 miles record rides.



TC Close-ratio 2-speed. Hub. 13.45% reduction from normal. Supplied with either fixed or free wheel. Essentially a Hub for the sporting rider.

CARRIER MODEL



MODEL C.1

SPECIFICATION

FRAME.—*21", complete with nameplate.*

WHEELS.—*26" × 1¾" rear, 20" × 2" front.*

TYRES.—*Dunlop Carrier or John Bull.*

BRAKES.—*Roller levers.*

MUDGUARDS.—*Steel. Enamelled black or white.*

PEDALS.—*Rubber.*

SADDLE.—*Carrier type three-coil.*

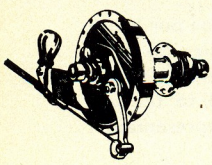
CHAIN.—*Heavy Carrier type.*

FINISH.—*Black Enamel.*

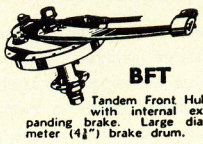
CARRIER.—*As illustrated.*

EQUIPMENT.—*Bag, tools, oiler and pump. Rear reflector. Large basket* [illegible] *extra.*

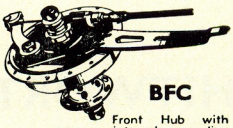
The Brakes that Make Cycling safe.



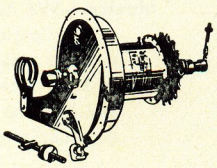
BRC Rear single-speed Hub with internal expanding brake. Suitable for all types of Solo Cycles.



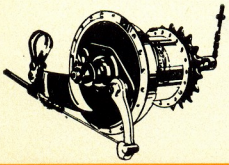
BFT Tandem Front Hub with internal expanding brake. Large diameter (4½") brake drum.



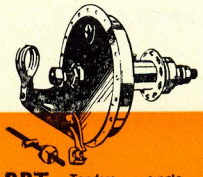
BFC Front Hub with internal expanding brake. Suitable for all types of Solo Cycles.



AT Tandem 3-speed Hub. With internal expanding brake, large diameter (4⅜") brake drum. 33⅓% increase and 25% decrease from normal. Suitable for all types of Tandems.



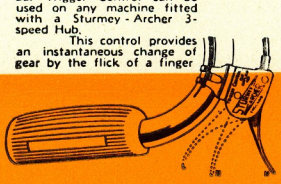
ABC Ratios as AW pattern Hubs, incorporating a hand-operated internal expanding brake. Suitable for all types of cycles.



BRT Tandem single-speed Rear Hub. Large diameter (4½") brake drum. Suitable for Derailleur.

The Sturmey-Archer Handlebar Trigger Control can be used on any machine fitted with a Sturmey-Archer 3-speed Hub.

This control provides an instantaneous change of gear by the flick of a finger.



GUARANTEE

WE GUARANTEE that all precautions that are usual and reasonable have been taken by us to secure excellence of material and workmanship and WE GUARANTEE all parts of the RUDGE-WHITWORTH bicycle manufactured by us against defects in material and workmanship FOR ALL TIME. Subject to the Conditions set out below, we will make good or replace free of charge any part or parts which, upon examination by our authorised distributor shall prove to have been defective, but we do not undertake to bear the cost of refixing such new or repaired parts.

Further, we will pass on to the purchaser the benefit of any guarantee given us by the manufacturers of such parts not manufactured by us.

CONDITIONS OF GUARANTEE

1. Any parts deemed to be defective must be sent carriage paid to our authorised distributor, accompanied by an intimation from the owner that he desires it repaired or exchanged free of charge under our guarantee, and he must also furnish the number of the machine, name of dealer from whom he purchased it, and date of purchase.

2. Enamelling, plating, aluminium, flexible parts (Springs, etc.) are guaranteed for one year from date of invoice only.

3. No guarantee is given or is to be implied in respect of a Rudge-Whitworth bicycle that has been used for "hiring-out" purposes or from which the trademark or manufacturing number has been removed, or that has been used for racing. Nor does it apply to defects caused by wear and tear, misuse or neglect.

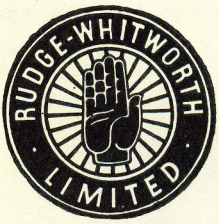
This guarantee is in substitution for any statutory or other warranty or condition expressed or implied and we are not responsible for any consequential or resulting liability, damage or loss arising from any defects.

Notice.—We do not appoint agents for the sale on our behalf of our cycles or other goods; but we assign to cycle dealers, areas in which we supply to such dealers for re-sale in such areas. No such dealer is authorised to transact any business, give any warranty, make any representation or incur any liability on our behalf.

RUDGE-WHITWORTH LTD.

HAYES - MIDDLESEX

ENGLAND


RUDGE-WHITWORTH
LIMITED

RUDGE-WHITWORTH LIMITED

RUDGE

W H I T W O R T H

1940

The scientifically designed Rudge "True-Poise" riding position ensures the maximum degree of forward motion in a bicycle, with the minimum of energy output. For lasting dependability, safe riding and light, easy steering, there is nothing like a Rudge — Britain's Best Bicycle



RUDGE WHITWORTH LTD

H A Y E S M I D D L E S E X.

Printed in England (R. 164-1239 F.I.)