

BERTRAND'S

ALL BRITISH

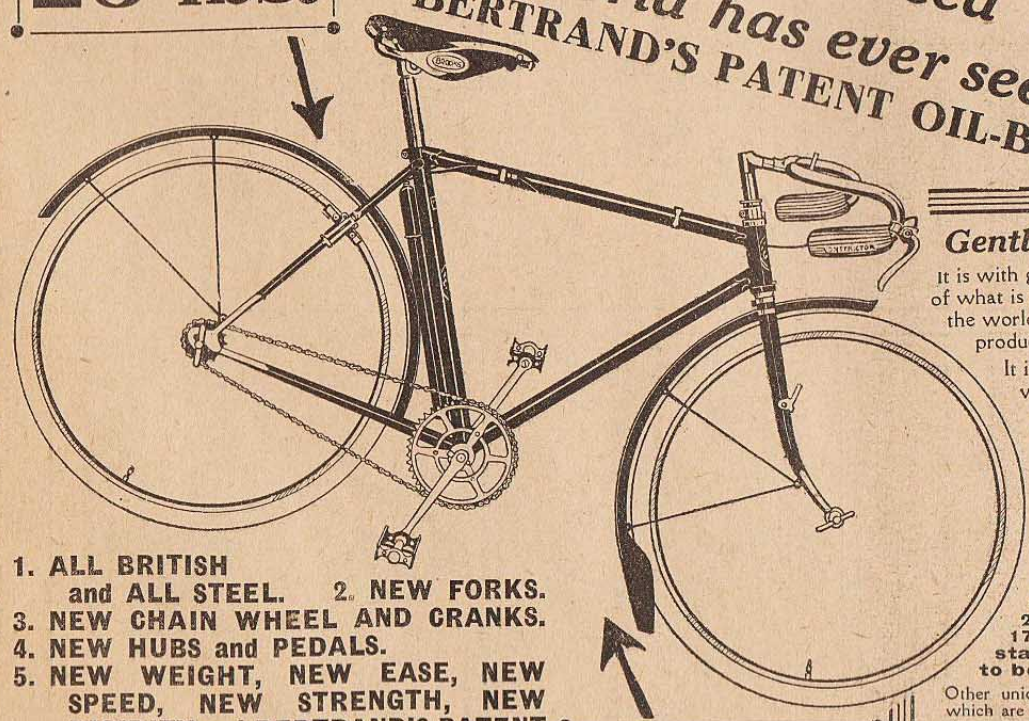
— and gentlemen, meet now

"Pursued Often, Overtaken NEVER!"

ELECTRIC

weight equipped 25 lbs.

the most advanced Lightweight the world has ever seen, incorporating BERTRAND'S PATENT OIL-BATH BOTTOM BRACKET



Gentlemen:

It is with great pride that we announce the 'birth' of what is unquestionably the most advanced Lightweight the world has yet seen—the "ELECTRIC HARE"—a masterly product of the old-established house of Bertrand.

(Provisional Patent No. 666/31.)

It is safe to say that no matter how much you could afford to spend on a Lightweight, it would be *absolutely impossible* to get better than this. In fact you could not do as good because one of the beauties of this model is the OIL-BATH BOTTOM BRACKET, protected by Patent, and, therefore, exclusive to Bertrand's. This remarkably simple but highly efficient invention is fully described and illustrated in a beautiful two-colour folder that has been prepared for this model, so there is no need to say more about it here other than to remark that months of exhaustive tests of a most severe character have proved, beyond all shadow of doubt, that here at last is a definite solution to all bracket problems.

Another big feature is the weight. Without undue filing of lugs, etc., or other doubtful weight-reducing methods, Bertrand's have been able to market an all-steel and equipped machine at 25 lbs. Stripped for speed work the weight comes down to 17½ lbs. only - - a triumph of modern engineering. Notwithstanding the exceptionally low weight we guarantee this model to be stronger and more rigid than any that have gone before.

Other unique features are entirely new HUBS, PEDALS, CHAIN-WHEEL and CRANKS, all of which are made of the purest steel and lightest ALL-BRITISH Steel. The FORKS are of an entirely new pattern and are exceptionally resilient, whilst the CHROMIUM PLATING finish is of the same quality as used on the highest grade cars.

"Pursued Often, Overtaken NEVER!" is a slogan that this wonderful mount will always live up to—it will "always be in front," like the little chap from which it takes its name.

The Price fully £12 or 20/- down and 11 monthly payments of 22/- equipped is £12 50 Years' Guarantee in Writing.

Scribble a card or telephone Hillside 0847, at once for YOUR folder.

weight stripped and fitted with sprints 17½ lbs.

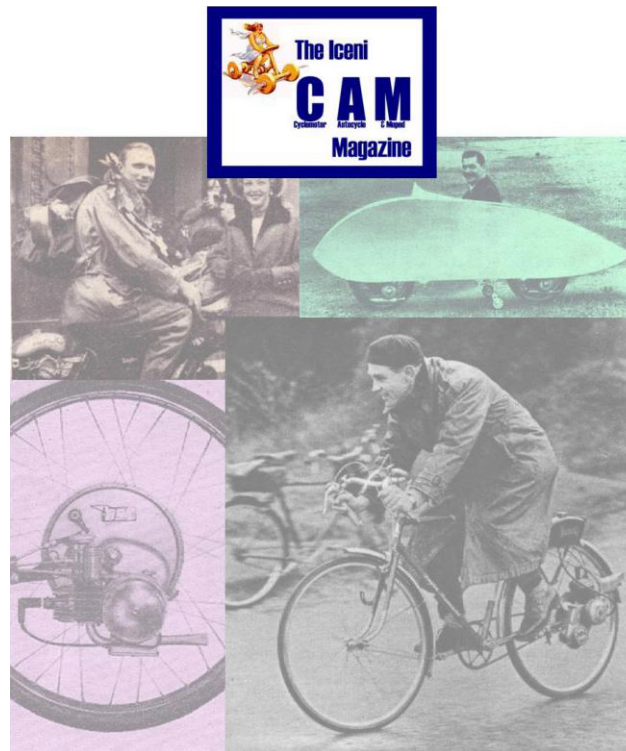
- 1. ALL BRITISH and ALL STEEL.
- 2. NEW FORKS.
- 3. NEW CHAIN WHEEL AND CRANKS.
- 4. NEW HUBS and PEDALS.
- 5. NEW WEIGHT, NEW EASE, NEW SPEED, NEW STRENGTH, NEW RIGIDITY and BERTRAND'S PATENT OIL-BATH BOTTOM BRACKET.

C. BERTRAND & CO.
Showrooms:— 10, Woodhouse Parade, Finchley, London, N.12 (near "Tally Ho" Corner).
Works:—42, Hutton Grove, London, N.12. Phone: Hillside 0847.

Get the two-colour folder NOW it tells you all!

Assist progress of the pastime by mentioning "Cycling" when writing to advertisers.

IceniCAM On-Line Library



www.icenicam.org.uk