

Bluemel's
REG'D

FAMOUS for QUALITY



TRADE MARK

LOWE'S

BIRMINGHAM

Trade & Retail Prices, 1936/7

Celluloid Mudguards.

Trade 2/9, Retail 3/9 per pair, in Black or White, complete.

White Celluloid Coronation Rear Flap.

Carded in dozens. Trade 8/- doz. Retail 1/- each.

White Celluloid Rear Mudguard Extension.

Complete with all fittings and mud flap. Trade 8/- doz. Retail 1/- each.

Celluloid Cycle Pumps.

15" x 7/8"	Black	Trade 12/- doz.	Retail 1/6 each
5" x 3/4"	"	" 10/8 "	" 1/4 "
5" x 1 1/16"	"	" 9/4 "	" 1/2 "

Brass Cycle Pumps.

15" x 7/8"	Black enamelled	...	Trade 7/4 doz.	Retail 11d. each
15" x 7/8"	Plated	...	" 8/- "	" 1/- "

Juvenile Cycle Pumps (Brass).

8" x 3/4"	Black enamelled	...	Trade 6/- doz.	Retail 9d. each
8" x 3/4"	Plated	...	" 6/8 "	" 10d. "
9" x 3/4"	Black enamelled	...	" 6/8 "	" 10d. "
9" x 3/4"	Plated	...	" 7/4 "	" 11d. "

Motor Cycle Pumps (Metal-Lined Celluloid).

15" x 7/8"	Trade 18/8 doz.	Retail 2/4 each
18" x 7/8"	" 20/8 "	" 2/7 "

Cycle Pump Connections.

Carded in dozens. Trade 2/- doz. Retail 3d. each.

Motor Cycle Pump Connections.

Carded in dozens. Trade 4/- doz. Retail 6d. each.



Famous for Quality

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BLUEMEL BROS. LTD.

Registered Offices and Works :

WOLSTON, near COVENTRY, England

Telegrams: “Bluemel, Wolston.”

Telephone: Nos. 22 & 23 Wolston.

London Depot & Express Service Station for Car Registration Plates :

71, SCRUTTON STREET, GREAT EASTERN STREET, E.C.2.

Telegrams: “Bluemel, Finsquare, London.”

Telephone No. 1092-3 Bishopsgate.

Sub-Depot for Number Plates only : **3, GT. PETER STREET, WESTMINSTER, S.W.1.**

Telephone: Victoria 5016-7.

PRIVATE

All previous lists cancelled

TRADE TERMS

TERMS OF BUSINESS.

ORDERING.—Orders from firms having no ledger account should be accompanied by a remittance or Trade References if a ledger account is desired.

PACKING.—Cases and Hampers are charged at cost price and will be credited in full if returned in good condition, carriage paid, within 14 days.

FORWARDING.—Carriage paid on Cycle Agents' Orders, £2 and over.

SETTLEMENT TERMS.—2½% discount will be allowed on all accounts paid the month following delivery.

TO AGENTS ONLY.—3¼% discount will be allowed if cash is paid within seven days from date of invoice. Amounts under £1, net. Overdue Accounts, strictly net.

SPECIAL QUANTITY DISCOUNTS given overleaf.

IMPORTANT

CONDITIONS OF SALE FOR UNITED KINGDOM ONLY.

These Goods, whether bought direct from us or through any Factor or Dealer, are sold on the express agreement that they shall not be retailed or advertised at less than the Lowest Fixed Retail Prices as set out in our current Price List, and shall only be re-sold subject to these conditions and terms of sale.

The acceptance of these Goods by the Purchaser will be treated as an acknowledgment that they are sold to him on these conditions; that he agrees with the Vendor to him (as Agent in this respect for us) to observe the same, and that no plea of ignorance of prices or want of Price Lists whatsoever shall avail.

These Goods are supplied to Wholesale Factors or Dealers on the above express agreement, and also on the additional terms that the conditions shall remain attached to every packet sold wholesale, and shall form part of the terms upon which such Wholesale Factors and Dealers shall re-sell the same.

If these conditions are not agreeable, the Goods must be returned at once to the Vendor, carriage paid.

If and so far as these Goods may be patented or registered, Purchasers are licensed to re-sell or use the same, subject only to observance of these conditions, and any re-sale or user thereof in contravention of such conditions will be treated as an infringement.

BLUEMEL BROS. LIMITED, WOLSTON, near COVENTRY.

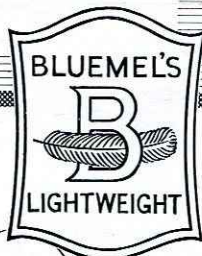
Telephone : Wolston 22 and 23 (2 lines).

Telegrams : "Blueme', Wolston."

LONDON DEPOT : 71, SCRUTTON ST., GT. EASTERN ST., E.C.2.

Telephone : Bishopsgate 1092-3.

Telegrams : "Bluemel, Finsquare, London,"

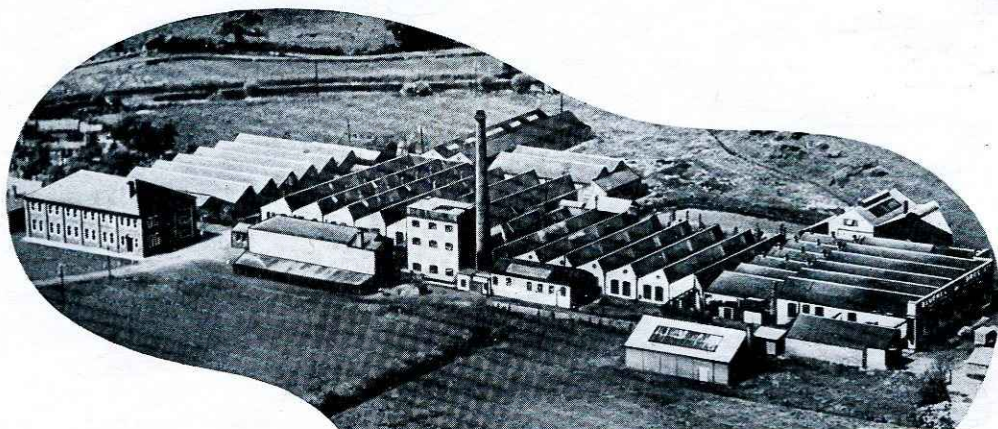


THREE TRADE-MARKS WHICH ARE ALL ...

Famous for Quality

IN presenting our new catalogue we would emphasize that we insist upon the best materials, a very high standard of workmanship and rigid inspection throughout to maintain and improve this quality.

Further refinements will be available as soon as circumstances permit, and will not be delayed until the beginning of a new season.



HEAD OFFICE
AND WORKS,
WOLSTON,
NR. COVENTRY

Bluemel's

IF

your bicycle costs less than five pounds, it would not be reasonable to insist on *Bluemel's* accessories throughout.

IF

you pay five or six pounds for your bicycle, you should have *Bluemel's* "Featherweight" mudguards, pump, and a "Prismatic" reflector.

IF

you spend more than that, then *Bluemel's* "Noweight" mudguards and pump should be fitted to your machine, as well as the "Prismatic" reflector.



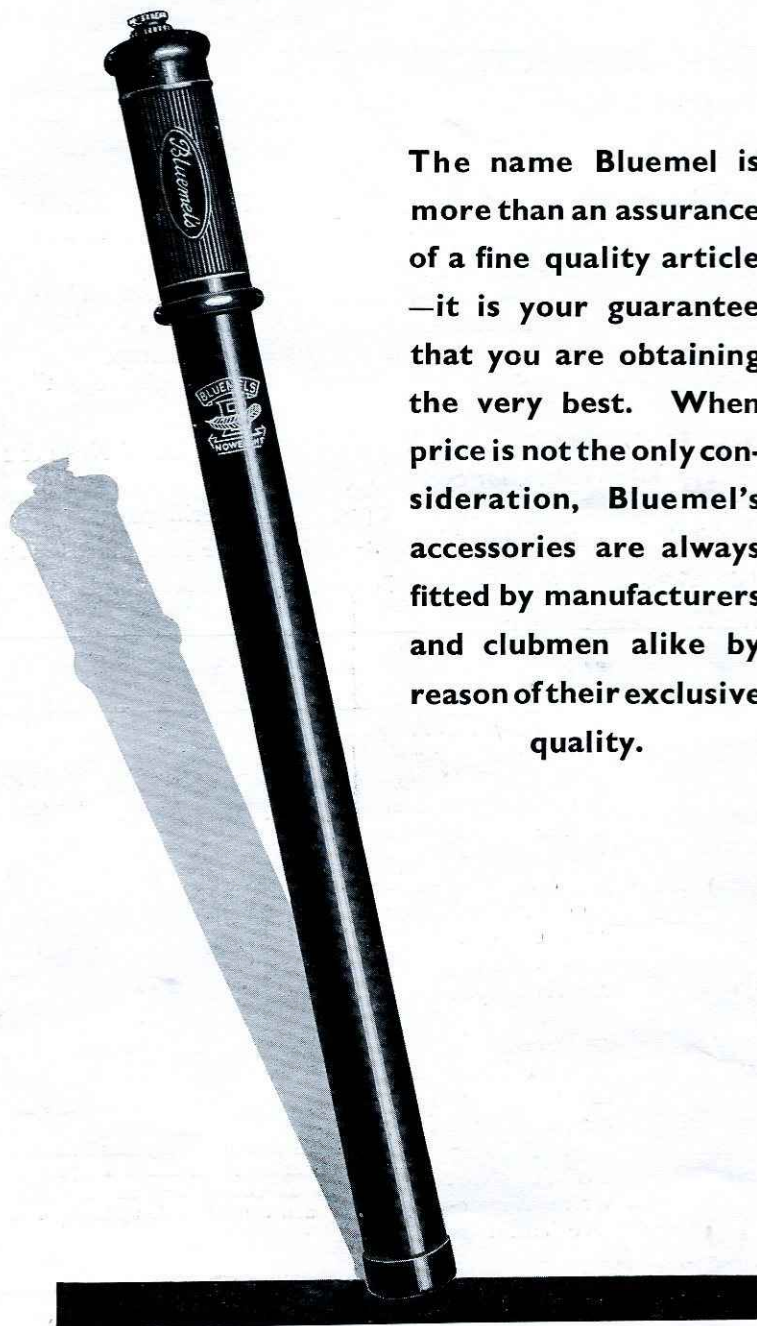
Bluemel's
REGD

FAMOUS FOR QUALITY



Bluemel's

FAMOUS for QUALITY



The name Bluemel is more than an assurance of a fine quality article—it is your guarantee that you are obtaining the very best. When price is not the only consideration, Bluemel's accessories are always fitted by manufacturers and clubmen alike by reason of their exclusive quality.

Bluemel's

Famous for Quality

SHOW MORE — SELL MORE!

WITH THESE ATTRACTIVELY CARDED GOODS

The practice of selling goods straight off the display card has proved so popular that we have decided to offer a number of our lines in this way, when required. A bright and attractive card has been produced in our well known blue, black, and white colour scheme, size 17" x 10" and we give here a list of the goods which can be carded on request. The items marked thus * are always supplied on cards, and the number per card is given in brackets.

Connections	*(12)	Handles (6 pairs)
Dualite R. Lamps	(3)	Horns for cycles (3)
Eye Shades, No. 3,		Inflator Clips *(12 prs.)
3a, and 4	(12)	Mudguard Extens.:-
Football Pumps	*(6)	Nos. 2, 6, 6a, & 7. (6)
„ Adapters	*(24)	

Rear Extension	
with flap	(2)
Mud Flap	
“Perfection” 10”	(3)
„ Flap, Duck	(6)
Rear Lamp,	
“Lightweight”	(6)
Reflectors	(12)
‘Safeguard’ Nos 1 & 2	(6)
„ No. 3	(12)
Safetiflaps	(12)
Side Mudguards	(1 set)
Trouser Bands	*(12 prs.)



INFLATOR DISPLAY

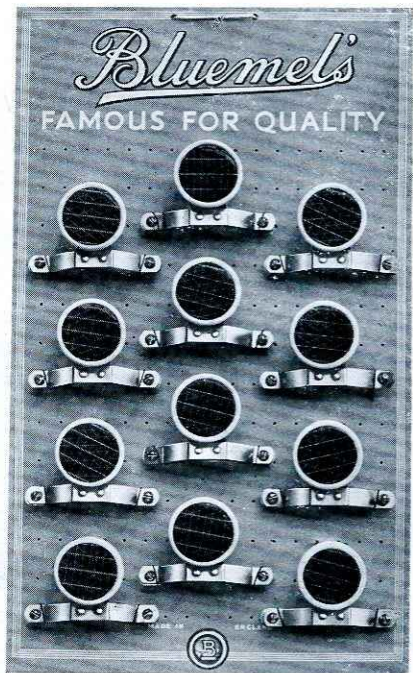
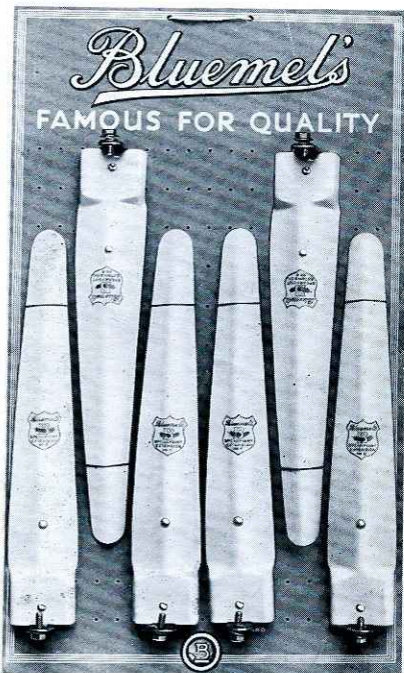
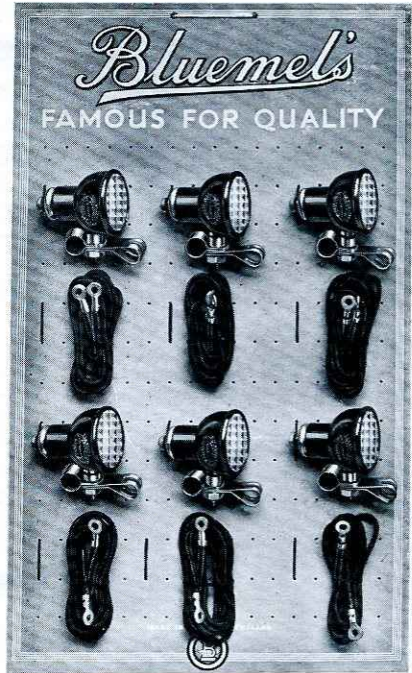
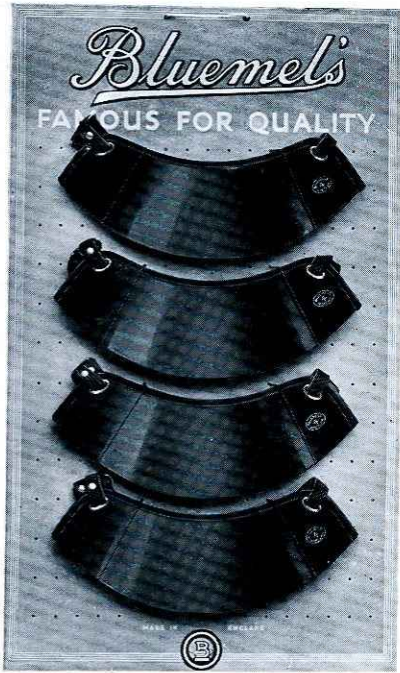
This display carton is free — only the contents are charged for. It is suitable for window or counter and has all names and prices clearly marked. There are three ranges, black Ref. IDC/810 and assorted colours or all white, Ref. IDC/907½. For full details write for descriptive leaflet F8.

LAMP DISPLAY



This metal display stand is free with an order for three dozen lamps. It is fitted up as shown and the balance of three dozen can be made up as desired.

CARDED GOODS READY FOR DISPLAY



WHY

Famous for Quality ?

Because

Bluemel's products are made of the finest materials available irrespective of price.

Bluemel's use first grade opaque celluloid, coloured a rich jet black and a clean ivory white ; not translucent material of weak colour which is less expensive.

Bluemel's front mudguards all have a mud-flap of double, extrastrong duck which cannot fray at the edges, unlike American cloth and other cheap substitutes.

Bluemel's staywires are made from high grade steel to our own specification and are specially treated in common with all our other metal parts.

Bluemel's accessories combine the best materials, faultless workmanship and fine finish producing the greatest value in both appearance and durability.

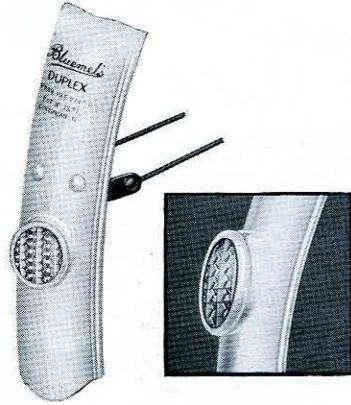
CELLULOID MUDGUARDS

THE LATEST IMPROVEMENTS

“DUPLIX” MUDGUARDS

incorporate our “Prismatic” reflector

The neatest combined mudguard and reflector ever produced. Our Improved “Prismatic” lens is actually moulded into the guard at the correct angle. There are no badly fitting joints to trap dirt. It cannot be lost, is easy to clean and adds considerably to the appearance of the cycle. Two patterns are available, “Noweight Duplex” and “Featherweight Duplex”, at an extra cost of **1/-** on the standard retail prices.

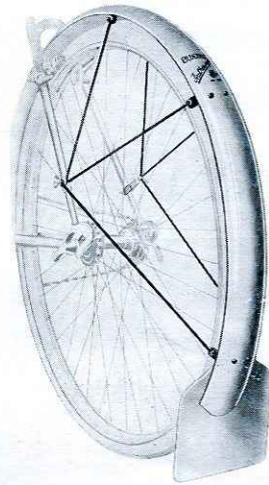


Patent No. 35284.
N.P.L. Certificate No. 151.

EXTRA-LONG REAR MUDGUARD

This is 13" longer than the standard guard and moulded in one piece, thus avoiding the unsightly joint so common to separate extensions. The guard terminates in a durable mud flap of double-japanned duck, and has a three-stay fitting as illustrated.

Both “Noweight” and “Featherweight” patterns are available at **1/6** extra, retail, to standard prices, in white only.

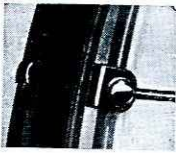


Bluemel's

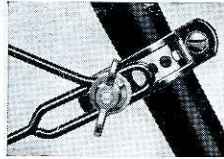
Famous for Quality

ADJUSTABLE MUDGUARD FITTINGS AND "WINTER" GUARDS

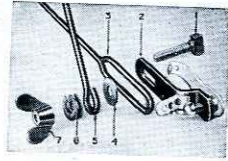
FOR "NOWEIGHT" AND "LIGHTWEIGHT"



The stays screw into swivelling nuts on the mudguard bridges. There cannot be any rattle.

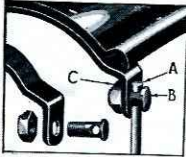


The flexible fork clips are adjustable to various sizes and shapes of forks, and the long looped end of stay provides the adjustment necessary to enable the guard to be fitted at the correct radius.

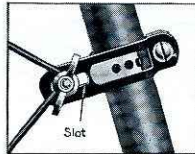


Order of assembly.—Instant removal of the stays is effected by a turn of the wing nut, the T bolt passing through the slot, and the stay clip remaining permanently fixed to the machine.

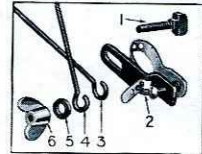
FOR "FEATHERWEIGHT" AND "WINTER"



For adjustment of stay length, loosen nut C and slide stay A up or down through bolt B to the required position. Then tighten nut C. Cut off any projecting portion of stay.



The flexible fork clips are adjustable to the various sizes and shapes of forks and the slot provides the adjustment necessary to enable the guard to be fitted at the correct radius.



Order of assembly.—Instant removal of the stays is effected by a turn of the wing nut, the T bolt passing through the slot and the strap clip remaining permanently fixed to the machine.

"WINTER" MUDGUARDS

These guards are deeply arched and made in an extra wide section, $2\frac{7}{8}$ ". The fittings are described above.

PRICES:

Black. Ref. No. 1428 /605 **9/8** per pair
White. Ref. No. 1428w/705 **11/2**
Fork Clips extra (if required):
Set of four. Ref. No. 1422 /003 **4d.**

Front Extension for above (can only be supplied separately).

Black. Ref. No. 1427 /1500 **1/9**
White. Ref. No. 1427w/1700 **2/-**

CELLULOID MUDGUARDS

Embodying the quick-release fittings shown at top of pages 10 and 14.



Illustration shows White Patch incorporated in the rear guard.
Prov. Patent No. 27917-35.

“NOWEIGHT”

Exclusively fitted by manufacturers of Individually Produced Lightweight Cycles.

For 26" or 28" wheels. Width $2\frac{1}{4}$ ". Spearpoint or full width extended front.

PRICES :

(Fork Clips extra if required).

Black, with extended front, per pair.	Ref. No. 1082/502	6/9
Black, without extended front, per pair.	Ref. No. 1080/408	6/1
Black, front guard only with extended front.	Ref. No. 1094a/209	3/7
Black, front guard only without extended front.	Ref. No. 1094/203	2/11
Black, rear guard only.	Ref. No. 1093/205	3/2

EXTRAS (if required). White patch incorporated in rear.	Ref. No. WP/004	6d.
Fork Clips, set of four.	Ref. No. 1424/006	8d.

COLOURS : Ivory White, Red, Blue, Green and Transparent, extra per pair.	Ref. No. 1081/006	9d.
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COLOURS extra, front or rear guard only.	Ref. No. 000/003	5d.
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“NOWEIGHT DUPLEX”

Full description on page 9.		
Extra cost.	Ref. No. 1521/008	1/-

EXTRA-LONG REAR GUARD

Full description on page 9.		
Extra cost.	Ref. No. 1523/101 $\frac{1}{2}$	1/6

Leather straps can be supplied instead of quick-release fittings at the same price.

Bluemel's

Famous for Quality

WHITE PATCH INCORPORATED IN REAR MUDGUARDS

Prov. Patent No. 27917-35.

This white patch, which is of regulation size, is integral with the guard. It gives a clean, neat appearance and has the advantage of additional strength. It can be supplied on all patterns of our mudguards, including "Duplex", at an extra cost of **6d.** per pair retail.

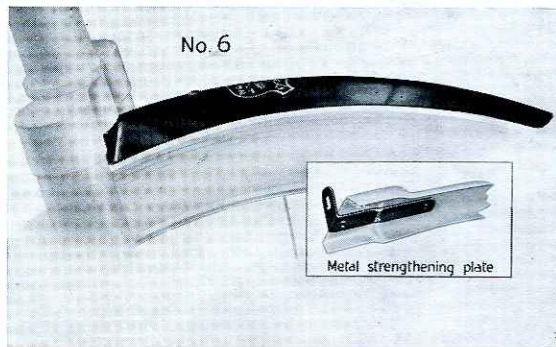


CELLULOID SPEARPOINT EXTENSIONS

A very light popular extension for use with any guard. Made V-shaped, 10" long, tapering to 1".

No. 6 has a bolt and spring washer for attachment to the fork crown, and a strengthening plate to ensure rigidity.

No. 7 is similar to **No. 6**, but with the standard fork clip fitting.



PRICES :

No. 6 Black. Ref. No. 1108/800. Each **1/-**
No. 7 Black. Ref. No. 1110/900. Each **1/2**
In Green, White or Transparent.
Ref. No. 1111/200. Extra **3d.**

CELLULOID MUDGUARDS

embodying the quick-release fittings shown
at top of pages 10 and 14



“LIGHTWEIGHT”

Narrow section, 1 $\frac{3}{4}$ " wide. Supplied only
with Spearpoint extended front
for 26" wheels.

PRICES :

(Fork Clips are extra if required).

Black, per pair. Ref. No. 1083/409 **6/4**

Black, front guard only.
Ref. No. 1096/204 **3/1**

Black, rear guard only.
Ref. No. 1095/205 **3/3**

EXTRAS (if required) : White patch
incorporated in rear guard.
Ref. No. WP/004 **6d.**

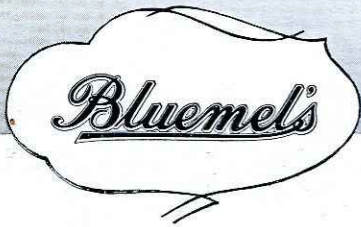
Fork Clips, set of four.
Ref. No. 1423/006 **8d.**

COLOURS: Ivory White, Red, Blue,
Green and Transparent, extra per
pair. Ref. No. 1081/006 **9d.**

COLOURS: Front or rear guard
only. Ref. No. 000/003 **5d.**

Leather straps can be supplied instead of
quick-release fittings at the same price.

NOTE. These guards are not available in
“Duplex” style as they are too narrow to
accommodate the reflector satisfactorily.



Famous for Quality

QUICK RELEASE FITTINGS FOR MUDGUARDS

“Noweight” and “Lightweight” Guards are fitted with Nos. 1, 3 and 4.

“Featherweight” Guards have Nos. 2, 3 and 4.

Fig. 5 shows the small slotted plate which is supplied to Cycle Manufacturers for brazing on to the forks, to carry mudguard stays.

Ref. No. 4111/400 (per gross)



Fig. 1. fixed.



Fig. 2.

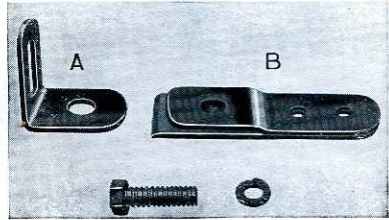


Fig. 1. apart.
Fork crown attachment plates

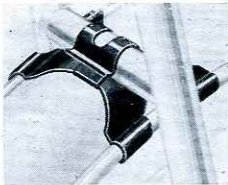


Fig. 3.
Sliding Bridge.



Fig. 4.
Bottom Clip.

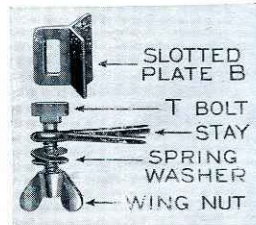
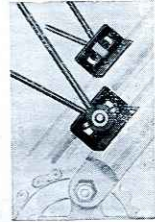


Fig. 5.



NARROW SECTION “FEATHERWEIGHT” CELLULOID MUDGUARDS

These are available with “Featherweight” fittings at the same price as the standard “Featherweight” Guards, but with strengthening rib and spearpoint front extension.

CELLULOID MUDGUARDS

embodying the quick-release fittings
shown on pages 10 and 14



For 26" or 28" wheels.

" FEATHERWEIGHT "

Width $2\frac{1}{4}$ ". Front guard is supplied with extended front, either full width or spear-point.

PRICES :

(Fork Clips are extra if required)

Black, per pair, Ref. No. 1091/306 **4/8**

Black, Front Guard only,

Ref. No. 1098/109 **2/3**

Black, Rear Guard only,

Ref. No. 1097/109 **2/5**

EXTRAS (if required), White patch incorporated in rear,

Ref. No. WP/004 **6d.**

Fork Clips, set of four

Ref. No. 1422/003 **4d.**

COLOURS: Ivory, White, Red, Blue, Green and Transparent, extra per pair

Ref. No. 1092/006 **9d.**

COLOURS extra, front or rear guard only,

Ref. No. 000/003 **5d.**

" FEATHERWEIGHT DUPLEX "

Full description on page 9. extra cost

Ref. No. 1522/008 **1/-**

EXTRA - LONG REAR GUARD

Full description on page 9. extra cost

Ref. No. 1524/101 $\frac{1}{2}$ **1/6**



Famous for Quality

HANDY BOX OF MUDGUARD PARTS

No. 4032/200 	No. 5400/108 	No. 5205A/206 	Nos. 4108-9-10/206
No. 4123/206 	No. 5344/206 No. 5266/206 B.S.A. Pattern 	No. 5402/103 	No. 5347/106
Nos. 5341-2/008 	Nos. 4092-171/109 	No. 5345/004 	No. 4007/103

Complete in
Box. Ref. No.
1426/1306.



This box saves time by enabling you to supply the spare parts from stock. Arranged so that contents can be seen at a glance, and replenishments ordered by quoting the appropriate reference number. The box is supplied free of charge providing there is no deviation from the set illustrated.

Reference Number and Quantity in Set

No. 4032, Sliding Mudguard Bridge for Straps	2
No. 5400, Fixed Bridge (Featherweight Guards)	2
No. 5205/A, Sliding Bridge (Lightweight Guards)	2
Nos. 4108-9-10, Fork Crown Fittings for Noweight and Lightweight Guards	6
No. 4123, Fixed Bridge (Noweight Guards)	2
No. 5344, Sliding Bridge for Noweight and Featherweight	3
No. 5266, Sliding Bridge Featherweight or Noweight, B.S.A.	3
No. 5402, Slotted Bar with Strap Clip	6
No. 5347, Wing Nut and T-bolt for Featherweight	12
Nos. 5341-2, Draw Bolt and Nut for Featherweight	12
Nos. 4092-171, Wing Nut, T-bolt, and Spring Washer for Noweight	12
No. 5345, Fork Crown Fitting for Featherweight	6
No. 4007, Leather Straps (2 lengths, 6 each)	12

Also 1 Threading Die for Stays and 1 Spanner.

Replacement Threading Die (singly). Ref. No. 1525/200

Replacement "Featherweight" Stay Wires (not threaded) in dozs. Ref. No. 1526/009

CELLULOID MUDGUARDS

DETACHABLE, SPINDLE FITTINGS

“PEERLESS”

For 26" or 28" wheels. Width $2\frac{1}{4}$ ". With attachment plates for spindles, and leather straps.

PRICES COMPLETE :

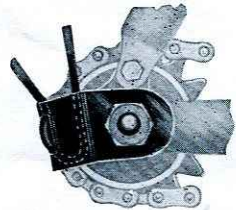
Black, per pair, with extended front guard	Ref. No. 1086/403	5/8
Black, per pair, without extended front guard	Ref. No. 1084/309	5/-
Black, front guard only, with extended front	Ref. No. 1421a/204	3/1
Black front guard only, without extended front	Ref. No. 1421/110	2/5
Black rear guard only,	Ref. No. 1420/111	2/7

EXTRAS (if required).

COLOURS: Ivory White, Red, Blue, Green and Transparent, extra per pair.
Ref. No. 1085/006 **9d.**

COLOURS, Front or rear guard only, extra,
Ref. No. 000/003 **5d.**
Replacement Leather straps for these guards, 5" and 6" long, Ref. No. 1425/103

The stays can be removed, leaving the attachment plates in position on the machine.





Famous for Quality

REAR EXTENSION WITH FLAP

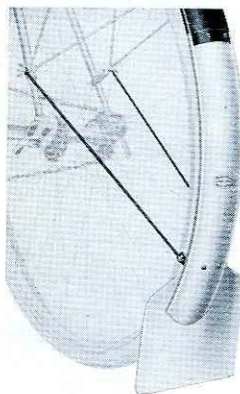
Ideal for club riders, (Patented)

The ideal extension for clubmen as it protects the rider and followers from mud thrown off the rear tyre, also it meets the requirements of the "white patch" regulations. It is also used as a long front extension to keep the cape from fouling the tyre.

Two stays are provided for fixing to existing fork clips or lugs, and two screws and plates for bolting to the mudguard. Length 14½". Weight 5 ozs., as illustrated. Width 2¼".

PRICES :

White, complete as illustrated,	Ref. No. 1114/1800	2/3
Without mud flap.	Ref. No. 1119/1600	2/-
Black, Less	Ref. No. 1112/200	3d.



TROUSER BANDS

CELLULOID-COVERED STEEL.

Comfortable to wear and cannot rust, or damage the trousers. Supplied in Black, Brown, White or Grey.

One dozen pairs on a card.

Ref. No. 1160/400 ... **6d.** per pair

LACQUERED STEEL.

A popular-priced line, one dozen pairs on a card.

Ref. No. 1164/200 ... **3d.** per pair

LACQUERED STEEL TROUSER CLIPS.

One dozen pairs on a card.

Ref. No. 1165/200 ... **3d.** per pair



MUDGUARD FLAPS AND EXTENSIONS

Double-Japanned Cloth Flap

An inexpensive flap which is very strong and durable, yet will not crack. The metal fixing band can be bent with the fingers to fit any guard.

PRICES :

Black or White. Ref. No. 1129/400 **6d.**

"Perfection" Mud Flap

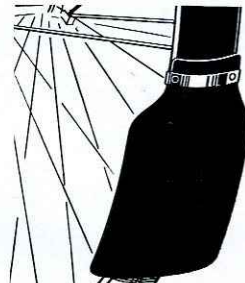
Very light, rigid, and efficient. Always retains the correct shape. Attached easily by the two metal clips. The flat lower half being flexible is not damaged if it comes into contact with the curb.

PRICES :

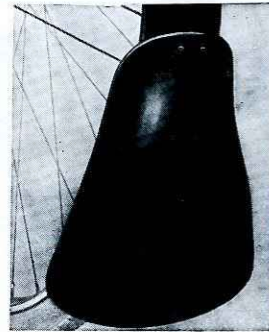
10" x 6 $\frac{3}{4}$ " Black. Ref. No. 1125/706 **11d.**

12" x 7 $\frac{3}{8}$ " Black. Ref. No. 1127/1100 **1/4**

COLOURS : Green, White or Transparent, extra. Ref. No. 1126/200 **3d.**



Japanned Cloth Flap



"Perfection" Flap

No. 6a Front Extension

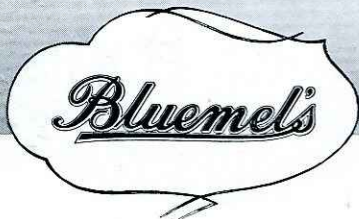


A V-section extension, similar to No. 6, but with parallel sides as illustrated.

Black. Ref. No. 1158/800 **1/-**
White. Ref. No. 1159/1000 **1/3**

No. 2 FRONT EXTENSION

The standard full-width extension for all mudguards. Black celluloid. Ref. No. 1100/1000 **1/3**
Colours : Green, White or Transparent. Ref. No. 1101/1200 **1/6**

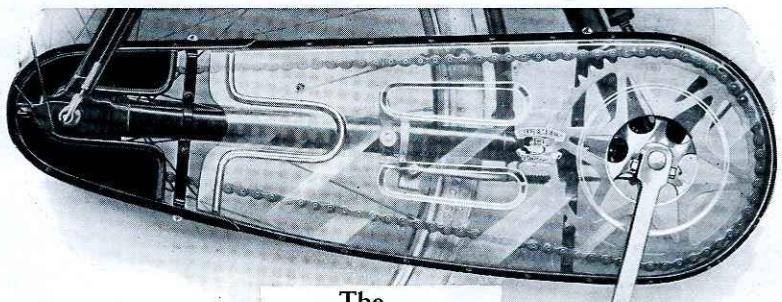


Famous for Quality

CELLULOID CHAIN COVERS

Suitable for Ladies' or Gents' Cycles

Extremely light, quickly fitted or detached with adjustments to ensure a perfect fit for cycles with centres varying from 18" to 20 1/2". Thus the Cycle Trader is not compelled to stock different sizes.



The "Featherweight"

Black.

Ref. No. 1133/306 5/-

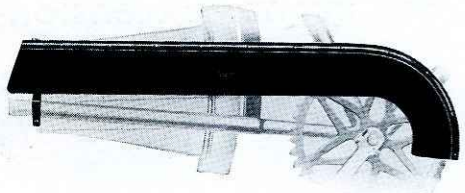
Transparent Celluloid.

Ref. No. 1132/309 5/6

HALF CHAIN COVERS

For Lightweight Cycles

This pattern has been re-introduced to meet the growing demand among riders of lightweight cycles for this type of chain cover, which, whilst affording protection from the greasy chain, adds the minimum of weight to the machine.



PRICES:

Black Celluloid.

Ref. No. 1136/203 each 3/-

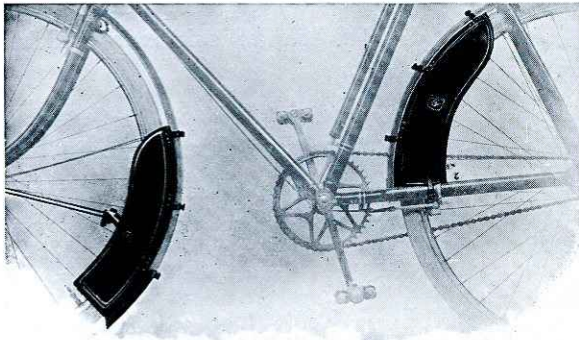
Transparent.

Ref No. 1137/206 each 3/4

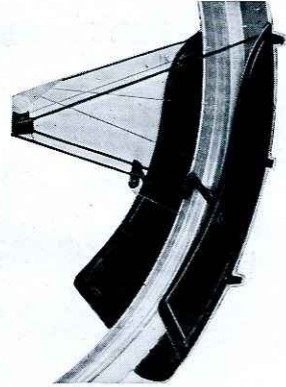
SIDE MUDGUARDS AND DRESS SHIELDS

The perfect auxiliary guards

affording complete protection in bad weather. Very light:—Front only $3\frac{1}{2}$ ozs. Rear $2\frac{3}{4}$ ozs. They are quickly attached and detached and are adjustable for width. Swivel jointed metal clips fitting to mudguard stays (front) and chain stays (rear).



Side Mudguards.



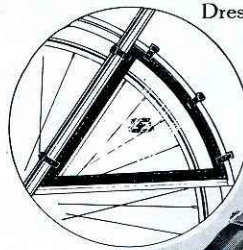
Front in Black
Ref. No. 1121/110 **2/6** each
Rear in Black
Ref. No. 1123/108 **2/4** each
COLOURS: Olive Green, Trans-
parent or White.
Ref. No. 1124/003 **5d.** extra

Dress and Overcoat Shields

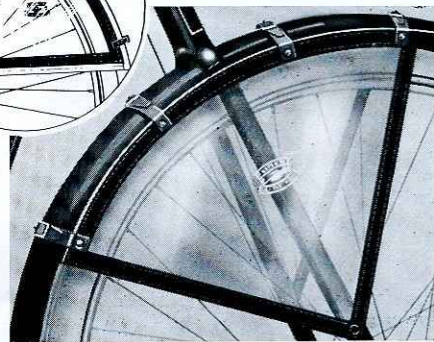
Invaluable in bad weather, they prevent the clothes from coming into contact with the wheel. Strongly made, easily fitted or removed, they are simple to adjust, and will fit any bicycle.

Overcoat Shields each
Transparent Ref. No. 1142/303 **4/8**
Black - - Ref. No. 1143/300 **4/4**

Lady's Dress Guard
Transparent Ref. No. 1144/303 **4/8**
Black - - Ref. No. 1145/300 **4/4**



Dress Guard



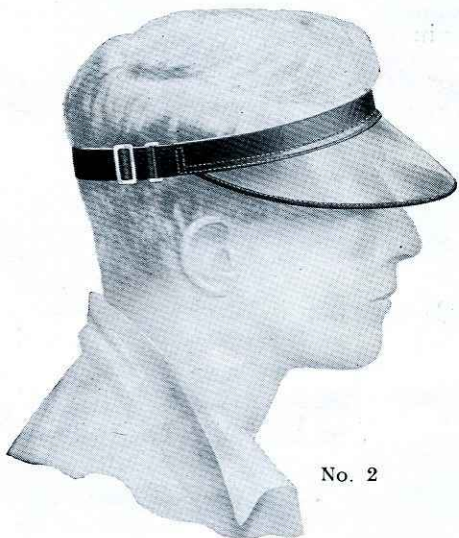
Overcoat Shield

Bluemel's

Famous for Quality

EYE SHADES OF SUPERIOR QUALITY

Transparent Green—Non-inflammable



No. 2

A shade of superior quality with a stiffening band round the top, a neat binding at the edge and wide adjustable elastic

Ref. No. 1231/1400 Price **1/9**



No. 3

This model has wide adjustable elastic as No. 2 but the edge is not bound. It can be carried flat in the pocket.

Ref. No. 1232/1000 Price **1/3**

No. 3a

This is similar to No. 3 but cheaper, having a narrower elastic similar to No. 4.

Ref. No. 1233/800 Price **1/-**

For Cycling and Motoring.

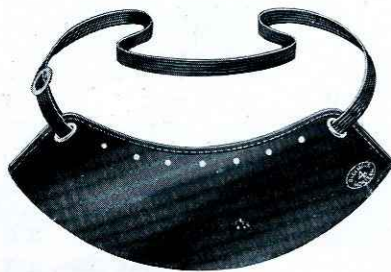
They afford ideal protection for the eyes when travelling against the sun, or powerful headlights at night, are light as a feather and adjustable to suit individual requirements.

and other Outdoor Sports.

They are very necessary for Tennis, Golf, Bowls, etc., where unimpaired vision is essential.

Reading and Writing.

They relieve eye strain by shading the eyes when working near a bright light such as a table lamp, and do not impair vision like tinted glasses as the wearer looks under the shade, not through it.



No. 4

A slightly smaller model at a keen price. This model also lies flat in the pocket.

Ref. No. 1234/600 Price **9d.**

REAR REFLECTORS FOR CYCLES

METAL - CASED REFLECTORS

Our Improved "Prismatic" Reflector lens is used in conjunction with a metal case to make possible an approved reflector at the low price. The popular fittings illustrated meet all requirements.

N.P.L. Cert.
No. 151.



Ref. No. 0026/406



Ref. No. 0034/406



Ref. No. 0035/406



Ref. No. 0037/406

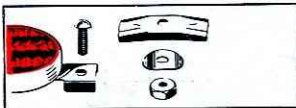
Retail Price, **6d.** each, with Black or White case.

UNIVERSAL REFLECTOR in celluloid case

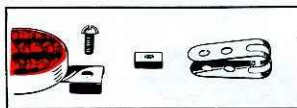
One very moderately priced reflector with four interchangeable fittings which can be assembled in a few minutes, thus ensuring that the four most popular types are available when required. They are carded in dozens with three of each fitting in separate envelopes.

PRICES :

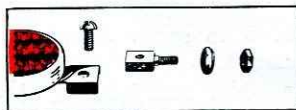
Fittings, Ref. No. 0027/104, 0028/104, 0029/104, 0030/104 ... **2d.** each
 Reflectors less fittings: In Black, Ref. No. 1076/504 ... **8d.** each
 In White case, Ref. No. 1076w, 600 **9d.** each



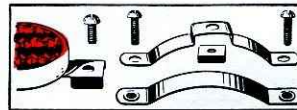
No.27 - Mudguard Fitting



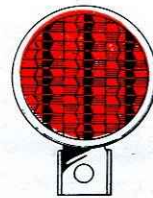
No.28 - Stay Clip



No.29 - Stay Fitting



No.30 - Mudguard Clip



N.P.L. Cert.
No. 151.

Prov. Pat.
No.
12455/35.

Bluemel's

Famous for Quality

IMPROVED "PRISMATIC" REFLECTORS IN CELLULOID CASES

Sell only APPROVED Reflectors !

The onus is on the seller !

" For selling as a Reflector an appliance which did not conform to the regulation, — of Havercroft, was fined 10/-. It was stated that this dealer sold to a cyclist a white celluloid flap fitted with a piece of red glass, which did not reflect when the headlights of a bus were turned on it."

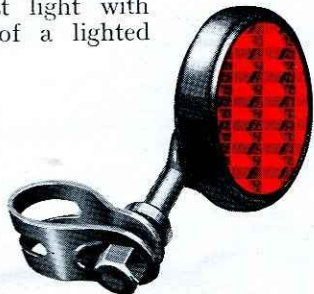
* * * *

It is gambling with life and safety to sell or use a cheap reflector designed only to pass the official tests whilst new.

The Bluemel Reflector is a high-quality lens fitted in a damp and dust-proof celluloid case.

It will not deteriorate but retains its high efficiency for all time, reflecting the poorest light with the brilliance of a lighted lamp.

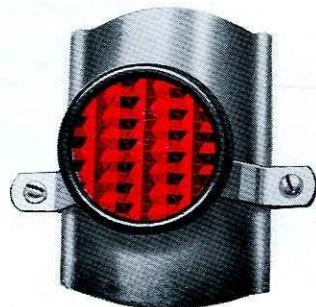
No. 7



Reflectors in White cases

These are ideal for use with white mudguards.

Ref. No. 0000/008 1d. each extra, retail.



No. 4



No. 5

PRICES ;

No. 4 with mudguard clip.

Ref. No. 1063/800 ... 1/-

No. 5 to screw on to the guard.

Ref. No. 1065/800 ... 1/-

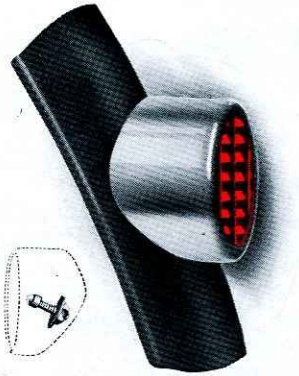
No. 7. A de luxe fitting for the seat stay.

Ref. No. 1066/1000 1/3d.

REAR REFLECTORS

N.P.L. Certificate Nos. 102, 123, 151.

“PRISMATIC” and “RAYLIGHT” REFLECTORS



No. 10

No. 10 “PRISMATIC”

(Pat. No. 316110, N.P.L. Cert. No. 151).

This model fits closely to the guard and is secured by a concealed nut and bolt.

Used as a standard fitment by the majority of leading cycle manufacturers.

Black celluloid case, each
Ref. No. 1064/1000. 1/3

White celluloid case, each
Ref. No. 1064w/1008. 1/4



No. 24

No. 24 “PRISMATIC” WITH RUBBER CASE

(Pat. No. 425138, N.P.L. Cert. No. 151).

The rubber case is of improved design. It is shock proof and, of course, rustless—in fact, everlasting. It has a similar fitting to No. 10 and looks particularly neat as the fitting is not visible.

Black or White.
Ref. No. 1074/600. 9d.

“RAYLIGHT” REFLECTORS

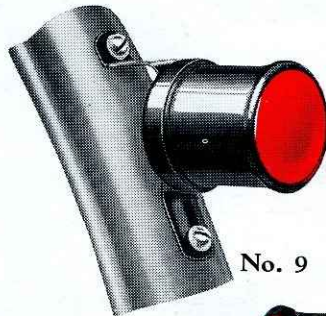
(N.P.L. Cert. Nos. 102 & 123).

With double convex lenses. No. 9 is the only reflector approved for use in the Channel Islands. The celluloid case is strongly constructed, is dust and watertight, and cannot rust or corrode.

No. 8, stay fitting with clip 1/3
Ref. No. 1062/1000.

No. 9, to screw on centre of guard. 1/-
Ref. No. 1075/800.

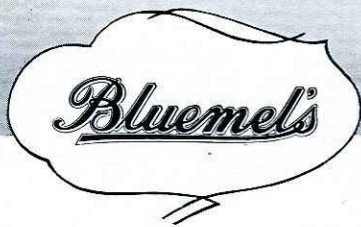
No. 14 to clip on to mudguard 1/-
Ref. No. 1061/800.



No. 9

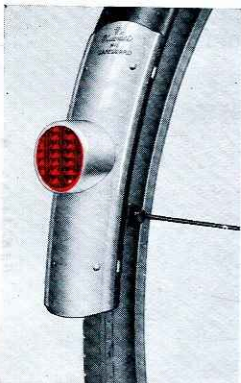


No. 14



Famous for Quality

TO COMPLY WITH THE "WHITE PATCH" REGULATIONS



No. 1 "Safeguard"



U-Section "Safeguard"

SUPER "SAFETIFLAP"

A rear extension for those cyclists to whom the cheaper article does not appeal. Same width as our "Noweight" Guards, with or without rib down centre. Clips on guard. Also supplied with hole to fit over reflector. Ref. No. 1117/800. Price each 1/-

"SAFETIFLAP"

A popular priced white "tail-flap" of high quality. To clip on to the rear guard. Also supplied with hole to fit over reflector. Ref. No. 1115/400. Price each 6d.

Nos. 1 & 2 "SAFEGUARD"

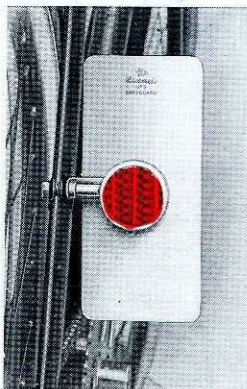
To meet the 1934 Lighting Regulations. No. 1 incorporates our Improved "Prismatic" Reflector (N.P.L. Certificate 151). Clips on guard. With or without rib down centre. No. 1 Complete, Ref. No. 1120/1200 1/6
No. 2 without reflector, Ref. No. 1151/400 6d.

U-SECTION "SAFEGUARD"

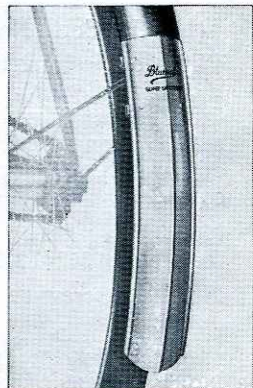
A special pattern for semi-valanced guards with deep sides. Ref. No. 1155/600 9d. without reflector.

No. 3 "SAFEGUARD"

A white patch for road racing cycles without mudguards. To be used with our No. 7 or similar stay fitting reflector. Less reflector. Ref. No. 1152/400 6d.



No. 3 "Safeguard"

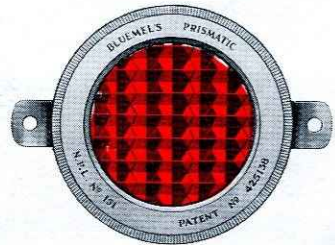


Super "Safetiflap"

WHITE PATCHES AND REFLECTORS FOR COMMERCIAL VEHICLES

TO COMPLY WITH "THE ROAD VEHICLES LIGHTING REGULATIONS, 1935"

These reflectors are fitted with Bluemel's Improved "Prismatic" lenses (N.P.L. Certificate No. 151), and comply with the above regulations which insist that no rear lamp 'shall be fixed to any vehicle at a height exceeding 3 feet 6 inches from the ground unless, in addition to such lamp, there is also fixed to the vehicle at a height not exceeding 3 feet 6 inches a red reflector which complies in all respects with the requirements of Regulation 14 hereof and a white surface which complies in all respects with the requirements of Regulation 20 hereof."



No. 32



No. 4 "Safeguard"



No. 5 "Safeguard"

No. 32.

2 $\frac{1}{4}$ " diameter rubber-cased reflector and plated fitting with screw holes.
Ref. No. 1156/2400 3/-

No. 4 "SAFEGUARD"

1 $\frac{1}{2}$ " celluloid-cased reflector on 6" equilateral white celluloid triangle.
Ref. No. 1153/1000 1/3

No. 5 "SAFEGUARD"

2 $\frac{1}{4}$ " rubber-cased reflector on 7" x 7" white celluloid square.
Ref. No. 1154/3200 4/-

Bluemel's

Famous for Quality

"DUALITE" COMBINED REAR LAMP AND REFLECTOR

OBVIATES ALL RISK OF PROSECUTION SHOULD LIGHT FAIL

Pat. Nos. 415,144, 415,334 and 423,464
N.P.L. Certificate No. 151.

In these lamps our Improved "Prismatic" Reflector, which is of approved type, takes the place of the usual red glass, thus enabling the battery to be switched off in well-lighted streets, saving current.

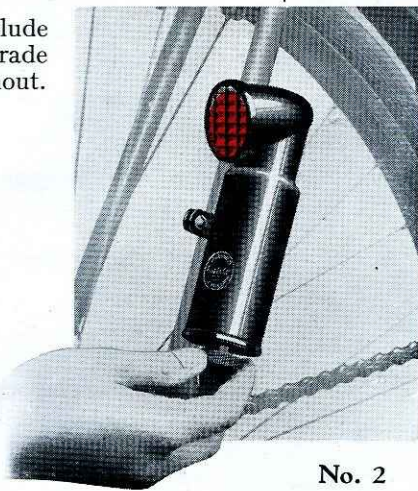
The body is extremely light and cannot rust, corrode or dent, whilst the low-consumption bulbs ensure economy. Be sure to obtain the correct replacement bulbs or the battery life will be shortened.

IMPORTANT

The retail prices include batteries but the trade prices given are without.

No. 2 "DUALITE"

Gives upwards of 35 hours' light from a battery costing $3\frac{1}{2}$ d., if a .1 amp., 1.5 v. bulb and an Ever-Ready large capacity unit cell No. U.2 are used.



No. 1

No. 1 "DUALITE"

With .1 amp. 2.5 v. bulb and Ever-Ready battery No. 1839.

PRICES :

Black body.
Ref. No. 1477/200 **3/3½d.** complete
White body.
Ref. No. 1478/202 **3/6½d.** complete

PRICES :

Black body.
Ref. No. 1457/200 **3/6** complete
White body.
Ref. No. 1467/202 **3/9** complete

CYCLE DYNAMO & BATTERY LAMPS



“FEATHERWEIGHT” DYNAMO HEAD LAMP

A compact little lamp of approximately a third of the weight of the average metal lamp. Although so light it is exceptionally strong owing to its scientific construction from stout celluloid which, of course, cannot dent, peel or corrode. Other features are a special bracket clip which prevents the theft of lamp or bulb, a silver plated reflector of finest quality and a detachable 3" glass. This lamp is shown in a complete set on page 30 and listed here also, (less bulb but with cable) as it can be used with any dynamo if a suitable bulb is fitted [M. E. S. screw type].

PRICES:

Black.

Ref. No. 1476/308 **5/6**

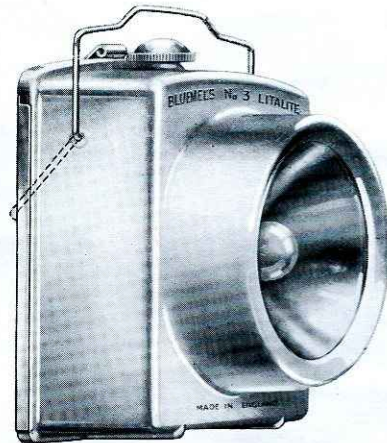
White.

Ref. No. 1482/310 **5/9**

No. 3 “LITALITE” BATTERY LAMP

A popular dual-purpose lamp embodying a high grade silver-plated reflector. The moulded body cannot become corroded from a spent battery or any other cause, and provides perfect insulation.

Improvements include a folding handle, enabling it to be used as a hand lamp in the house, garden, when out walking, and for a hundred and one purposes. A new clip-on back which saves time is a point to be appreciated when replacing batteries. This lamp has a 2.5v bulb of English make and takes the Ever Ready twin battery No. 800 or similar.



Retail prices with Batteries.

In Black, faint mottled green, red, or walnut; Ref No. 1465/108 **3/2d.**

In White, Ref. No. 1466/200 **3/8d.**

Trade Prices are less batteries which we do not supply.

Bluemel's

Famous for Quality

“LIGHTWEIGHT” & “FEATHERWEIGHT” SETS

The frictionless, easy running dynamo is over twenty per cent. lighter than the average, and its body is of special shock proof material which provides perfect insulation and is both rust and corrosion proof.

It is held in the “off” position by a spring catch, and swings into contact with the tyre on pressing the release lever.

The same dynamo and rear lamp are common to both sets. The latter incorporates our “Prismatic” approved reflector glass, thus obviating all risk of prosecution should the bulb fail.

The “Lightweight” set has a black and chromium metal head lamp with two-way switch operating a pilot or emergency light from a self-contained 4.5v. battery when required. It has a special ribbed glass and silver-plated reflector giving an extra-wide beam. There are no loose wires. The “Featherweight” Head Lamp is described in detail on page 29.



No. 2 Head Lamp
 (“Featherweight” Set)
 see description on page 29



“Lightweight”
 Rear Lamp and
 Reflector combined.



No. 1 Head Lamp
 (“Lightweight” Set)

CYCLE DYNAMO SETS

DETAILED SPECIFICATIONS

SPECIFICATION

No. 1 HEAD LAMP - "LIGHTWEIGHT" SET

Weight (less battery) ...	14 ozs.
Finish	Ebony with chromium parts.
Bulbs	Main bulb 6 v. .3 amp., Pilot bulb 4.5 v. .3 amp., best English make.
Reflector	Silver plated.
Glass	3¼in. diameter.

No. 2 HEAD LAMP - "FEATHERWEIGHT" SET

Weight	5½ ozs.
Colours	Black or White with cadmium plated bracket.
Bulbs	Not supplied (M.E.S.—screw type to suit the dynamo with which lamp is used).
Reflector	Silver plated.
Glass	Best quality bevelled, 3in. diameter detachable

DYNAMO

Weight	21¼ ozs.
Bracket	Right-hand rear stay.
Capacity	6 volts.

REAR LAMP

Bulb	6 v. .1 amp., best English make.
Glass	Bluemel's Improved "Prismatic" Red Reflector (Approved Type), Patent No. 423,464.
Weight	1¾ ozs.
Body	Polished black celluloid.
Bracket	For seat stay.

(It is vitally important that the correct bulbs be specified for replacement purposes.)

PRICES (lamps and dynamos can be bought separately)

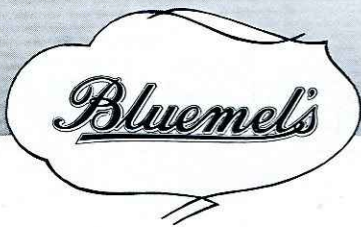
Complete Set with No. 1 Head Lamp including two bulbs for head lamp and one for rear lamp, (also stand-by battery for head lamp, included in retail price) ...	Ref. No. 1470/1511 ...	23/5
Set as above but less rear lamp	Ref. No. 1471/1407 ...	21/5
Complete Set with No. 2 "Featherweight" Head Lamp in black with bulbs for both lamps	Ref. No. 1475/1408 ...	22/-
Set as above but less rear lamp	Ref. No. 1479/1304 ...	20/-
Dynamo only complete with cable	Ref. No. 1472/904 ...	14/-
Head Lamp No. 1 only with pilot bulb, battery and cable (less battery to trade)	Ref. No. 1473/503 ...	7/5
"Lightweight" Rear Lamp in black only, with cable but less bulb	Ref. No. 1474/104 ...	2/-
"Lightweight" Rear Lamp in white only, with cable but less bulb	Ref. No. 1474W/105 ...	2/2

Prices of No. 2 "Featherweight" Head Lamp are given on page 29.

NOTE.—BATTERIES.

Trade prices are shown less batteries as we do not supply, although retail prices are inclusive of batteries where used.





Famous for Quality

CELLULOID INFLATORS FOR CYCLES

Fitted with our "Perfect" Connections, reinforced with strong braiding.



"NOWEIGHT"

12" x 7/8"	Black,	Ref. No. 1010/1800	-	Each	2/3
15" x 7/8"	"	Ref. No. 1011/2000	-	"	2/6
18" x 7/8"	"	Ref. No. 1012/2200	-	"	2/9
	White, extra,	Ref. No. NW/200	-	"	3d.



"STERLING"

15" x 7/8"	Black,	Ref. No. 1013/1800	-	Each	2/3
18" x 7/8"	"	Ref. No. 1014/2000	-	"	2/6
	Colours, extra,	Ref. No. SC/200	-	"	3d.
	Old Gold, extra,	Ref. No. SG/400	-	"	6d.



"FEATHERWEIGHT"

12" x 7/8"	Black,	Ref. No. 1027/1400	-	Each	1/9
15" x 7/8"	"	Ref. No. 1016/1600	-	"	2/-
18" x 7/8"	"	Ref. No. 1017/1800	-	"	2/3
	Colours, extra,	Ref. No. FC/200	-	"	3d.



"PUMPEESI"

12" x 3/4"	Black,	Ref. No. 1028/1300	-	Each	1/8
15" x 3/4"	"	Ref. No. 1015/1400	-	"	1/9
	White, extra,	Ref. No. PW/200	-	"	3d.



"RELIABLE"

15" x 1/16"	Black,	Ref. No. 1018/1200	-	Each	1/6
12" x 1/16"	Black,	Ref. No. 1019/1106	-	"	1/6
8" x 1/16"	"	for Fairy Cycles			
		Ref. No. 1025/1100	-	"	1/4
	Colours, extra,	Ref. No. RC/106	-	"	2d.

COLOURED INFLATORS—See Colour Table, page 33.

CYCLE INFLATORS METAL & METAL-LINED

COLOUR TABLE (additional to Black)

"STERLING"		"FEATHERWEIGHT"		"RELIABLE"	
White	Yellow	White	Green	White	Green
Vermilion	Dark Blue	Vermilion	Yellow	Vermilion	Yellow
Crimson	Light Blue	Crimson	Dark Blue	Crimson	Dark Blue
Maroon	Silver	Maroon	Light Blue	Maroon	Light Blue
Green	Old Gold (Wylde.)				
"NOWEIGHT" — White only.			"PUMPEESI" — White only		



A very strong Inflator with seamless metal barrel, celluloid covered.
15" x $\frac{7}{8}$ " Black. Ref. No. 1020/1800. **2/3** each.

"ACME"
(Metal-lined)



This celluloid Inflator has a special quickfit connector near the end of the barrel, which is pressed direct on to the valve.
15" x $\frac{7}{8}$ " Black. Ref. No. 1021/1600. **2/-** each

"QUICKFIT"



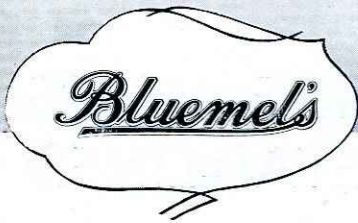
This pump, like the "Quickfit," is pressed direct on to the valve. The quickfit connector, however, is on the extreme end of the barrel at a suitable angle, as illustrated.
Ref. No. 1039

**SPECIAL PUMP
WITH DIRECT
CONNECTOR**



A pump of good quality fitted with our No. 9 connection. The finest shilling pump obtainable.
Size 15" x $\frac{7}{8}$ ". Black, Ref. No. 1034/800 **1/-** each
Plated, Ref. No. 1035/1000 **1/3** each

**METAL
PUMP**



Famous for Quality

FOOTBALL PUMPS & ADAPTERS



These pumps have seamless brass barrels and the same high-grade washers as fitted to all Bluemel's pumps. In two sizes, six on a display card.

8" x 1 1/8" complete. Ref. No. 1036/1408 1/10 each
6" x 7/8" complete. Ref. No. 1037/1000 1/3 each

SPARE ADAPTERS.

Carded two dozen per card. Ref. No. 1038/0008 1d. each

THE "MOTOBIKE" PUMP

A pump of extra-heavy construction with stout gauge, seamless brass barrel, celluloid covered, and solid brass base with folding foot stirrup. The same high-grade washer as fitted to all Bluemel's pumps ensures great power. The "Moto-bike" has a spring handle, and our No. 14 braided connection, 13" long.

Price in Black :

15" x 7/8" (or sizes 13" to 15 1/2" between pegs). Ref. No. 1030/2400 3/- each
18" x 7/8" (or sizes 15 1/2" to 18 1/8" between pegs). Ref. No. 1031/2600 3/3 each



THE "MAXIMA" CAR PUMP

This pump has a seamless steel barrel, 22" x 1 1/4", celluloid covered; a one-piece plated brass base with folding feet, and detachable handle with spring. The 24" connection with Boyce Lever dual Connector fits both Schrader and Dunlop Cycle valves, making it an ideal pump for use in the cycle workshop.

Ref. No. 1430/400 6/- each



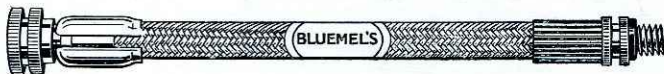
CYCLE INFLATOR CONNECTIONS

SYLKO BRAIDED — UNBURSTABLE — WILL NOT STRETCH

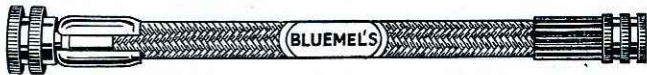
Only the highest quality rubber tubing is used. The fluted metal collar is shrunk on, ensuring great strength where it is most needed. Also it affords a secure grip when screwing the connection into the pump.

All our connections are attractively carded in dozens for window display.

- | | | |
|---------------|---|------------|
| No. 9 | The Standard Connection for Dunlop (Woods) Valves. 6" long.
Ref. No. 1040/400 | 6d. |
| No. 9a | For "Sclaverand" (known as the French valve) also for Dunlop High Pressure Tyre with "Presta" valve, and Tabucci Tyre with similar valve. This connection has the same thread as No 9, but deeper.
Ref. No. 1041/400 | 6d. |
| No. 9b | For "Schrader" or American valves to screw on the outside of the valve.
Ref. No. 1055/400 | 6d. |
| No. 9c | For "Schrader" or American valves to screw in the inside of the valve. Also for Constrictor Path Racing valves. This connection has two male ends.
Ref. No. 1056/400 | 6d. |
| No. 8 | With two female ends suitable for Dunlop (Woods) valve at both ends.
Ref. No. 1042/400 | 6d. |
| No. 10 | Same as No. 9 but with large spring collar for metal pumps.
Ref. No. 1043/400 | 6d. |
| No. 11 | Same as No. 9 but two inches longer.
Ref. No. 1044/406 | 7d. |
| | "Coventry" Connections, similar to No. 9 but 4 $\frac{3}{4}$ " long.
Ref. No. 1047/208 | 4d. |



No. 9



No. 8

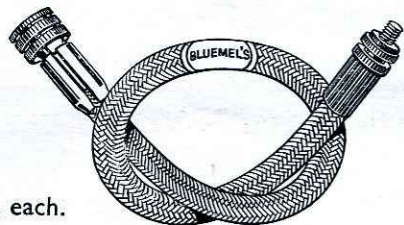


No. 9c

FOR MOTOR CYCLES

"MOTOBIKE" No. 14, 13" long, fitted with Swivel End for Schrader Valve, also with Dunlop Adapter.

Ref. No. 1045/600 9d. each.



Bluemel's

Famous for Quality

INFLATOR WASHERS

The same high grade washers as fitted to all Bluemel's pumps. They are ready oiled and conveniently packed in handy metal tubes, as shown, with the size stamped on the outside. Thus they are kept in good shape and condition almost indefinitely. They are unequalled.

(Prices are per dozen)

$\frac{7}{8}$ " (in 2 dozens)
Ref. No. 1051/007

$\frac{3}{4}$ " (in 3 dozens)
Ref. No. 1052/006

$\frac{11}{16}$ " (in 3 dozens)
Ref. No. 1053/005



Showing the correct way to push out of tube with a piece of wood or metal.



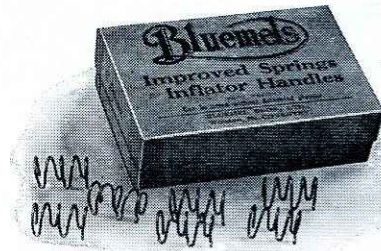
HANDLE SPRINGS

These springs can be fitted without detaching the plunger.

Ref. No. 1054/009 Price each $1\frac{1}{2}$ d.

Boxed in 3 dozen lots.

(Trade Prices are per dozen)



"NOWEIGHT" LOCKING INFLATOR CLIPS

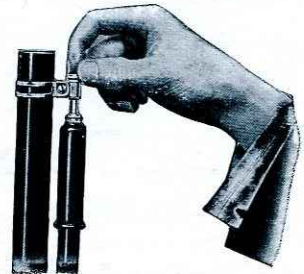
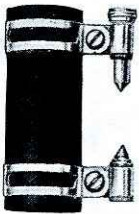
Carded in one dozen pairs.

WELL-FINISHED Spring Clips instantly locked by tightening the milled nut, at top thereby making inflator quite secure.

For 1" and $1\frac{1}{8}$ " tubes.

Black enamelled or plated.

Ref. No. 1050/600 9d. pair.



CELLULOID COVERED HANDLEBARS

The handlebar is the most prominent part of the bicycle and the one most exposed to the attacks of the weather; nothing is so unsightly as a rusty bar. The celluloid-covered handlebar obviates this; always retains its finish and is much warmer to handle in cold weather.

Covering Customers' Handlebars, full length any shape, dropped or raised

Please see that all brake fittings are removed before sending to be covered. Orders will be despatched 3 days after receipt at our works.

Plain Black or Check Design - - - - -	Ref. No. 1185/110	2/9
In Colours—Vermilion, Maroon, Green, Yellow, Dark Blue, or Crimson - - - - -	Ref. No. 1186/200	3/-
Motor Cycle Handlebars, Plain Black, Dull Finish - -	Ref. No. 1189/208	4/-

Handlebar No. B26 complete

This Handlebar is supplied complete with expander or without. Covered in black, fine check design, with the lug covered in plain celluloid and a loose celluloid sleeve on the stem, 6" long. Grips are charged extra.

PRICES :

Plain Black or Check Design, with expander.	Ref. No. 1180/406	6/9
Plain Black or Check Design, without expander.	Ref. No. 1182/403	6/4





Famous for Quality

CELLULOID CYCLE HANDLES

All handles are coated inside with a strong adhesive and only require moistening before placing on the handlebar.

Assortment "A"

Nos. 127-191.

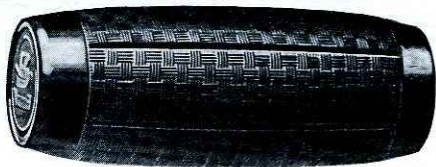
The handle occupies the most exposed position on the cycle where, whenever the cycle is propped carelessly against a wall or falls to the road, it receives the full force of the impact.

The Bluemel Handle is built to withstand rough use. Its tough foundation enables it to withstand severe treatment, as will no other handle.

A range of neatly embossed designs, well finished:—

Assortment "A" are sent out boxed in 1 doz. pairs.

Any pattern supplied separately.



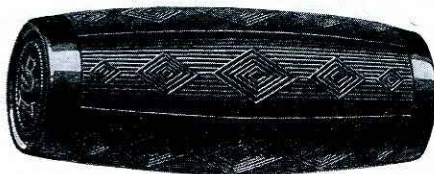
127



142



159



176



188



191

PRICES :

In Black. Ref. No. 1280/500
Per pair **7½d.**

COLOURS :

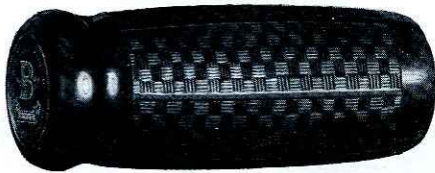
Our standard colours, supplied to special order, are as follows :

Vermilion, Maroon, Green,
Yellow, Dark Blue and Crimson.

In Colours, Ref. No. 1281/600
Per pair **9d.**

CELLULOID HANDLES CYCLE AND MOTOR CYCLE

All handles are coated inside with a strong adhesive and only require moistening before placing on the handlebar.



264

No. 264. A new embossed Cycle Handle with knob end. An attractive model at a very moderate price.

Black only.

Ref. No. 1291/400 **6d.** per pair



133

Coventry Handles

Two other neat embossed handles at a popular price. Boxed in one dozen pairs.

Nos. 133 and 190, Black only.



190

Ref. No. 1284/400 **6d.** per pair



213

Nos. 213 and 233

for

Cycles or Motor Cycles

For $\frac{7}{8}$ " or 1" bars. The longer handle with enlarged end gives pedal cyclists a more positive and comfortable grip.

No. 213, $3\frac{3}{4}$ " long, Black.

Ref. No. 1288/700 **10d.** per pair

No. 233, 4" long, Black.

Ref. No. 1286/800 **1/-** per pair

No. 239 for Juvenile Cycles

A good quality embossed handle for $\frac{5}{8}$ " and $\frac{3}{4}$ " bars.

Black Celluloid.

Ref. No. 1283/400 **6d.** per pair



233



239



Famous for Quality

THE NEW "CUSHION GRIP" RUBBER HANDLE FOR CYCLES

This handle will not absorb moisture like sponge rubber, yet is delightfully comfortable to use. It has a pleasing, clean-cut, embossed design—which also affords a firm grip. Length $3\frac{1}{2}$ ", suitable for $\frac{7}{8}$ " bars.



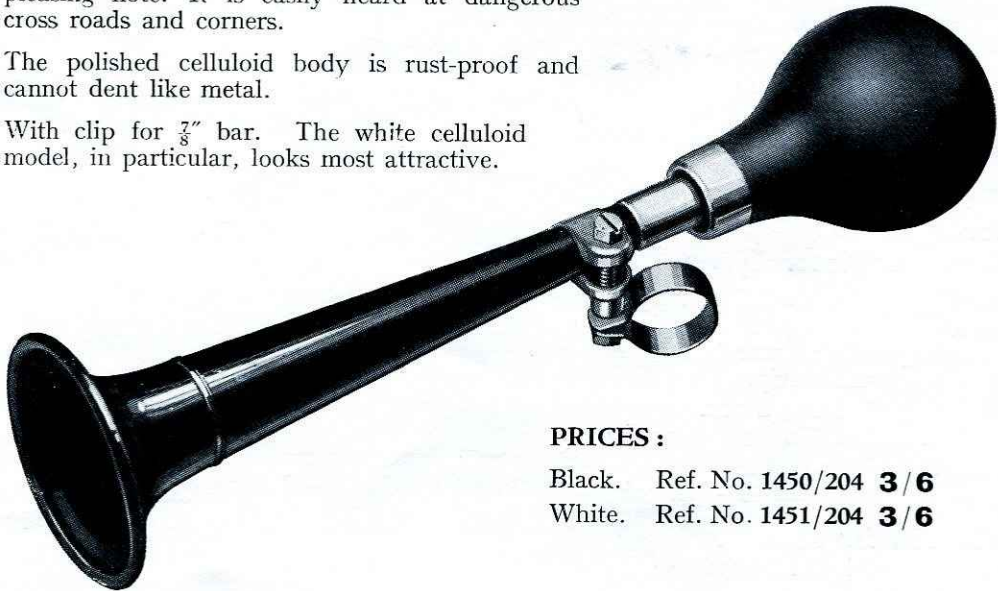
Ref. No. 1292/400 Price per pair **6d.**

"NOWEIGHT" CELLULOID HORN

This light celluloid horn has a clear, powerful and pleasing note. It is easily heard at dangerous cross roads and corners.

The polished celluloid body is rust-proof and cannot dent like metal.

With clip for $\frac{7}{8}$ " bar. The white celluloid model, in particular, looks most attractive.



PRICES :

Black. Ref. No. 1450/204 **3/6**

White. Ref. No. 1451/204 **3/6**

STEERING WHEELS FOR MOTOR VEHICLES

ALL CARS OF THE FUTURE WILL HAVE *Bluemel's* "TELESCOPIC" STEERING WHEEL

Brian Lewis said in "The News Chronicle."

"I was very interested in the Bluemel-Douglas "Telescopic" Steering Wheel by which one can adjust the wheel instantly to one's own length of arm. This is an innovation which many motorists will welcome, especially the tall man and the short wife who both drive the same car."

The day of the fixed steering wheel is passing. All cars of the future will have the Bluemel "Telescopic" Steering Wheel. Already it is standard equipment on over eighty British cars and the number grows rapidly. It fully compensates for the variation in height and build of car drivers and is indispensable where more than one person drives the same car. No tools are required for adjustment. It is the work of seconds to adjust the wheel to your liking.

This wheel is illustrated overleaf and a full description is given in our special folder, No. A270, post free on request.

FLEXIBLE STEERING WHEELS

The ideal steering wheel, of course, is the "Telescopic" with flexible spring steel arms (fitted as standard to a number of cars, including M.G., S.S., Triumph and Wolseley). The flexible arms damp out road shocks and vibration, reducing the consequent muscular fatigue. This lessens the strain of long distance and all-day driving to a marked degree.

Bluemel's Flexible Wheel has been used by the leading British racing drivers for many years, among the foremost being Sir Malcolm Campbell who used it for his last world's record run at 301.129 m.p.h.

Illustrations of flexible wheels are given on page 43. These are supplied in the following colours in addition to Black at no extra charge:—

COLOURS. Crimson, Chocolate, Dark Blue, Light Blue, Green, Ivory White.

"CAMPBELL" MODEL.

Drivers of fast cars will be particularly interested in the sporting appearance of the "Campbell" model with chromium centre, which is available at a slight extra cost.

OTHER TYPES OF STEERING WHEELS

RIGID TYPES. We manufacture these wheels with "Telescopic" adjustment or without, as required.

HEAVY DUTY WHEELS. In addition we make heavier types, either rigid or flexible for commercial and passenger vehicles. Ask for leaflet M8.

FOR MOTOR BOATS. For these we manufacture a special 3-arm flexible wheel. An ordinary wheel would soon be rendered useless by the rapid corrosive action of the salt spray, so on our wheel all exposed steel parts are heavily CADMIUM PLATED, as this treatment has proved most effective. Rigid wheels are also available, including a small type, 12" in diameter.



Famous for Quality

THE "TELESCOPIC" STEERING WHEEL

PAT. No. 417418

— FITTED AS STANDARD ON OVER 80
BRITISH CARS



The illustration above is reproduced by courtesy of Messrs. The Austin Motor Co. and shows a Telescopic Wheel with rigid arms. Flexible models are available for manufacturers' equipment purposes, similar to those illustrated opposite.

FLEXIBLE STEERING WHEELS

STANDARD MODEL with Finger Impressions



ILLUSTRATIONS

On the left is shown our standard flexible wheel (as fitted to a car with central controls and a pre-selector gear box). Below is the 'Campbell' model, with central controls fitted.

CAMPBELL MODEL

This wheel with chromium centre costs 5/- extra, retail, to the standard model. It is particularly suitable for sports cars.



REEDED GRIP

16" wheels have the Reeded Pattern Grip as above. 17" and 18" wheels have the finger-impression grip as shown at top of page, whilst 18" models are supplied with reeded grip if desired.

FOR PRICES SEE PAGE 44.





Famous for Quality

FLEXIBLE STEERING WHEEL PRICES

These prices are for STANDARD MODEL with boss bored to fit any of the following cars :—The " CAMPBELL " MODEL with chromium-plated centre 5/- EXTRA , 16" or 18" size. Ref. No. 1447/300			Diameter of Wheel	Prices for all models 1932/7 unless stated otherwise
MAKE OF CAR				
AMILCAR AUSTIN, 7 and 10 h.p. to 1934.	B.S.A. FIAT JOWETT	M.G. MIDGET MORRIS, 8 h.p. SINGER, 9 h.p.	16"	30/- Ref. No. 1441/2000
AMILCAR AUSTIN, 7 and 10 h.p. 1935/7 Ford, 8 and 10 h.p.	HILLMAN MINX M.G. MIDGET STANDARD, 9 h.p.	WOLSELEY HORNET & WASP	17"	40/- Ref. No. 1442/2606
AUSTIN (except 7 & 10 h.p. and 1937, 14 & 18 h.p.) A.C. ALFRA-ROMEO ALVIS ANSALDO ARMSTRONG SIDDELEY ASTON MARTIN AUSTRO-DAIMLER BENTLEY (up to 1933) BIANCHI BRITISH SALMSON BUGATTI CITROEN CROSSLEY, 10 & 15 h.p. DAIMLER (except 1936/7) DARRACQ	ESSEX TERRAPLANE FIAT FORD 14. 9 h.p. and V.8. FRAZER NASH (A.F.N.) IMPERIA INVICTA ITALA JOWETT LAGONDA LANCHESTER, 10 & 12 h.p. (18 h.p. except 1936/7) LANCIA LEA-FRANCIS MARENDAZ MINERVA MORRIS (except 8 h.p.) O.M.	PEUGEOT RENAULT RHODE HAWK RILEY, 9, 12 & 14 h.p. (except V.8) ROVER SINGER S.S. (except 1936/7) STANDARD, 1932/4 (except 9 h.p.) STAR TALBOT TATRA TROJAN VAUXHALL, 12 & 14 h.p. VOISIN WOLSELEY (except new 14, 16, 21 & 25 h.p.)	18"	45/- Ref. No. 1443/3000
NOTE—Prices of Wheels for any cars not mentioned above on application				

STEERING WHEELS AND POCKET MEMOS

FLEXIBLE WHEELS

FOR MORRIS '8', FORD 8 h.p. & 10 h.p.

These wheels are only available for the above-mentioned cars and are attractive in both appearance and price.

FOR MORRIS "8" ALL MODELS. This is a 3-arm wheel, 16" in diameter, with polished black covering, reeded pattern, as shown on page 43.

Ref. No. 1448/1600 **24/-**

FOR FORD 8 h.p. & 10 h.p. 1937 MODELS. A 17" 4-arm wheel with polished black covering and finger grips.

Ref. No. 1449/1608 **25/-**

A HANDY POCKET MEMO

INEXPENSIVE SOUVENIR FOR YOUR CUSTOMERS

Keep your notes in this handy pocket memo as a permanent reminder. It is made in two convenient sizes for the waistcoat pocket or handbag— $4\frac{1}{2}'' \times 2\frac{1}{2}''$ and $5\frac{1}{4}'' \times 3''$. Supplied carded ready for display when required.

Suitable refill pads are obtainable from any stationer.

Colours : Tortoiseshell, Mother-of-Pearl, Brown Marble or White.

Gold Blocked with Name

If desired your name and address, compliments or other messages can be tastefully gold-blocked in quantities of not less than six dozen. In type $\frac{1}{8}''$ deep, not exceeding three lines. Extra cost, **9d.** per dozen.

Not exceeding six lines,
1/- per dozen.

each
Small Size, $4\frac{1}{2}'' \times 2\frac{1}{2}''$
Ref. No. **1250/800 1/-**

Extra Refills
Ref. No. **1251/104 2d.**

Large Size, $5\frac{1}{4}'' \times 3''$
Ref. No. **1252/1000 1/3**

Extra Refills
Ref. No. **1253/108 2½d.**





Famous for Quality

CAR NUMBER PLATES

PAT. No. 284017.

WITH WHITE "FIRMOID" DOMED DIGITS

CANNOT CHIP OR PEEL

These are the original domed white letters and figures and the finest of their kind. Their white "Firmoid" covering is made to a special formula and will not chip or peel.

OFFICIALLY RECOMMENDED DESIGNS

They clearly interpret the Motor Car Acts which insist that the symbols "must be indelibly inscribed in white upon a black surface." They have been redesigned to conform to recent Ministry of Transport recommendations, resulting in an attractive range of modern characters which stand out clear cut and bold and cannot become blurred. Further they have been approved and adopted by the Scotland Yard Authorities.

EASY TO ASSEMBLE

The letters and figures are of an aluminium alloy with two rivets on each and improvements have been introduced to simplify and speed up the assembly of complete plates. Loose letters and figures are sent out with a template of the standard size for drilling the number plates; so that the Letters and Figures are in perfect alignment and are the regulation distance apart. A leaflet No. A232 is enclosed with each order giving full instructions.



Model K.

EXPRESS SERVICE

Turn to page 49 for particulars of increased facilities.

CAR REGISTRATION NUMBER PLATES

CHROMIUM-PLATED DOMED DIGITS



Bluemel's Domed Chromium Registration Numbers have been introduced to meet the demands of motorists who prefer these accessories to match their black and chromium coachwork.

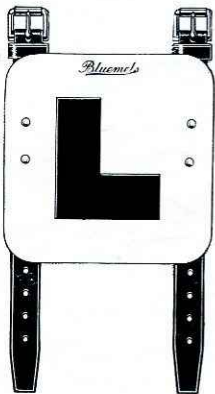
Diagrams of the complete range of standard plates will be found on page 48 overleaf.

POLISHED ALUMINIUM FLAT DIGITS



Although low in price, the same high standard of quality is maintained in these polished aluminium flat letters and figures as in our well-known white "Firmoid" domed pattern. The plates are of steel, rust-proofed, with beaded or bevelled edges. (See page 48).

LEARNER AND G.B. PLATES



LEARNER PLATES

These plates comply with the new law and are designed to strap on to bumpers or any other convenient position. Of stout gauge celluloid, they are strong yet extremely light and will not rust, or damage the paint work.

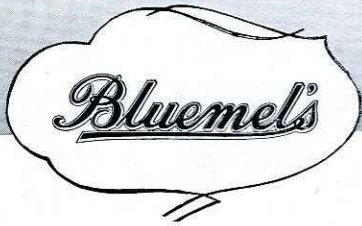
Ref No. 1439A/500
Per pair - - 7/6



OVAL G.B. PLATE

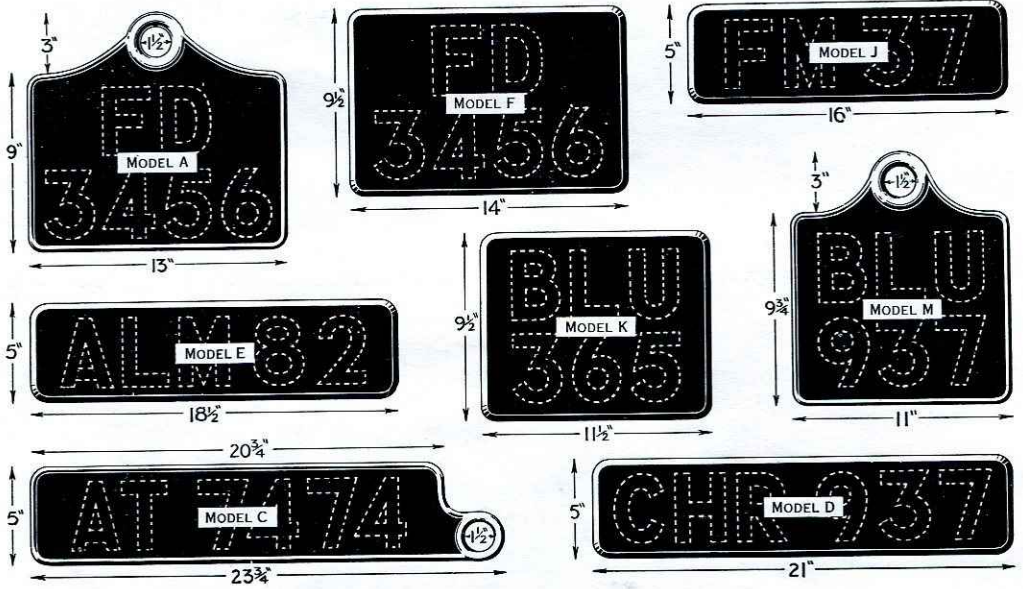
This neat plate has 4" Black "Firmoid" letters on a white ground, to meet international regulations.

The size is 12" x 7"
Ref. No. 1440/309 - - 5/6 each



Famous for Quality

STANDARD SHAPES AND SIZES



The diagram above shows the purpose of each plate. Models A, C and M have beaded edges and holes, $1\frac{1}{2}$ " or $\frac{3}{4}$ " diameter, for rear lamps, whilst the remainder are bevelled.

Special sizes and shapes on application.

Bluemel's can supply blank plates ready drilled without extra charge. Orders for these should be sent direct to Wolston.



PRICES OF CAR NUMBER PLATES

LOOSE DIGITS for Traders to assemble

Traders carrying a stock of these can make up complete number plates or fit digits to customers' existing number plates in a few minutes. When ordering plates the appropriate ref. letter should be quoted (see page 48). Where the registration letters of a district are altered, dealers' stocks can always be exchanged provided they are returned in good and saleable condition.

LOOSE DIGITS

	Ref. No.	Retail
Domed White "Firmoid" pattern, per dozen	1433/606	10/-
Chromium-plated domed pattern, per dozen	1495/1306	22/6
Flat polished aluminium pattern, per dozen	1490/309	5/8

IMPORTANT! When ordering specify exact type of digits required, otherwise white "Firmoid" will always be supplied.

BLANK PLATES

Bevelled plates, oblong each	D, E & J/104	2/-
Bevelled plates, square, each	F & K/106	2/3
Beaded Plates with lamp extension, extra	A, C & M/003	

Before enamelling, the steel plates are "Parkerized" to prevent corrosion or rust.

COMPLETE PLATES with digits riveted on:—

	Ref. No.	Retail
Domed White "Firmoid" digits, two oblong	1493/1100	21/-
Domed White "Firmoid" digits, one oblong and one square, per pair	1496/1103	21/-
Chromium-plated domed digits, two oblong	1497/1706	27/9
Chromium-plated domed digits, one oblong and one square, per pair	1498/1806	27/9
Flat polished aluminium digits, two oblong	1491/706	15/-
Flat polished aluminium digits, one oblong and one square, per pair	1492/800	15/-

SPECIAL FORD 'V8' REAR PLATE for 22 H.P. models

This is a flat celluloid plate of the illuminated type, each ... 1501/706 11/3
Orders for this plate should be sent direct to our London Depots.

* * * *

COMPLETE PLATES SUPPLIED BY RETURN OF POST FROM

Main London Depot: 71, Scrutton Street, Gt. Eastern Street, London, E.C.2.
Telegrams: Bluemel, Finsquare-London. Telephone: Bishopsgate, 1092 & 1093.

London Sub-Depot: 3, Great Peter Street, Westminster, S.W.1.
Telephone: Victoria, 5016-7.

Head Office and Works: Wolston, near Coventry.
Telephone: Nos. 22 & 23, Wolston.

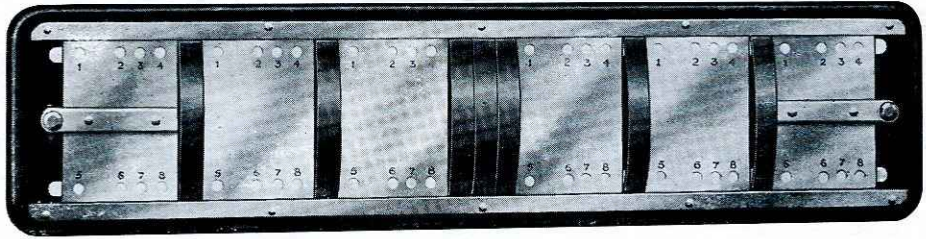
Telegrams: "Bluemel Wolston."



Famous for Quality

WORKSHOP TEMPLATES

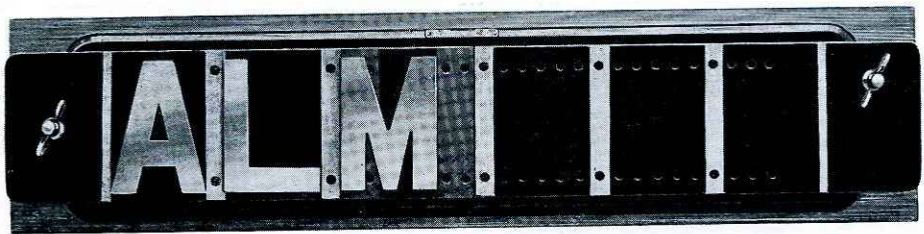
FOR "FIRMOID" AND "CHROMIUM" DIGITS



Model D.

These workshop templates more than justify their moderate cost in time and labour saved. Model D illustrated is for all oblong Plates, and for square Plates A, F, K and M appropriate templates can be supplied. All are boxed complete with full working instructions. The Template is placed over the plate to be drilled and is very simple to use in conjunction with the chart supplied. Ref. No. 1499/706.

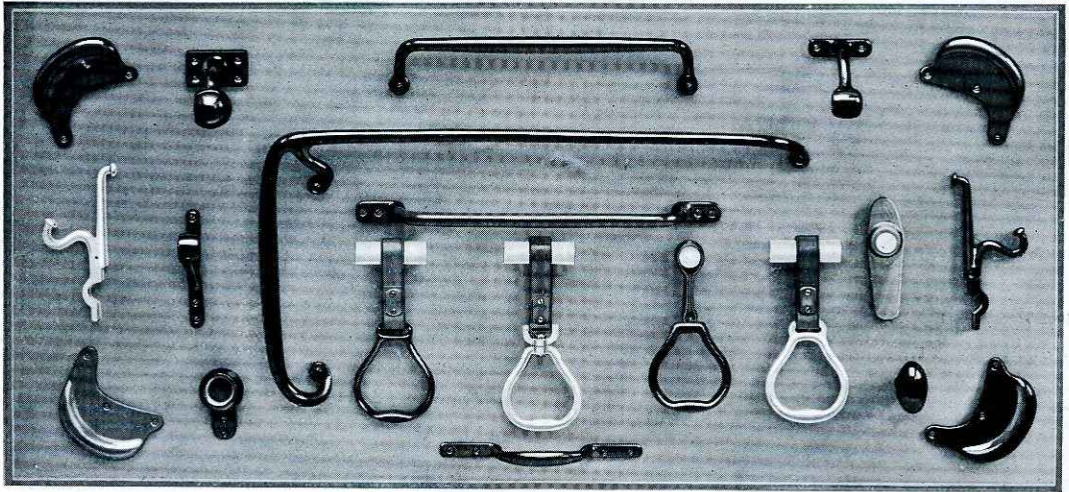
FOR FLAT ALUMINIUM DIGITS



Model D.

The wing nuts are slackened off and the plate to be drilled is inserted between the template and its wood base. The letters can be correctly placed in position as above to find which holes are to be drilled. The operation is simple and speedy. Ref. No. 1494/406.

OTHER BLUEMEL PRODUCTION



“FIRMROID” COVERING (Non-inflammable) for 'bus, Tram and Railway Carriage Fittings, etc.

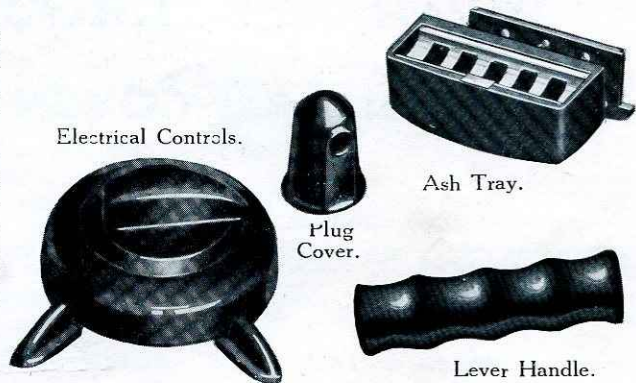
Bluemel's "Firmoid" covering has been adopted by many of the leading municipal and other large transport organisations because it retains its good appearance over exceptionally long periods of hard service; will not chip or peel, and only requires a wipe down with a damp cloth occasionally. Furthermore, in Winter, it is not so cold to handle as plated metal surfaces.

Standard colours as applied to all kinds of wood or metal articles are Brown, Red, Blue, Black and White. Others by special arrangement. Write for pamphlet M.4., giving full details.

Bakelite Mouldings for Motor and other Trades

Bluemel's Moulding Service is extensively used throughout the Motor, Electrical, Toilet and Perfumery, Stationery and Fancy Goods Trades.

It is equipped for the design and production of many types of repetition work and produces, also, a variety of standard shapes of control lever knobs and handles. Full details will be sent gladly on request.



Electrical Controls.

Plug Cover.

Ash Tray.

Lever Handle.

James

III

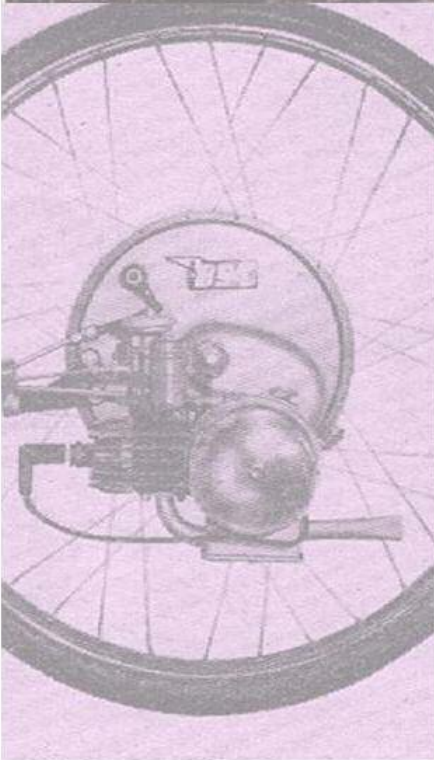
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