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"The Bicycle," January 28, 1939

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**You Too  
CAN FLY**

Have you ever realised how Aircraft design has helped cycle craft? How the knowledge gained by Reynolds in lightening machines for the skyways has been applied to speeding up the machines of the highways?

Ask any pal who rides a machine built of **REYNOLDS '531'** and embodying **REYNOLDS R.R.56 COMPONENTS** — what he thinks—or preferably borrow his mount . . . try a spin on it for yourself and learn how to "fly through the air with the greatest of ease."

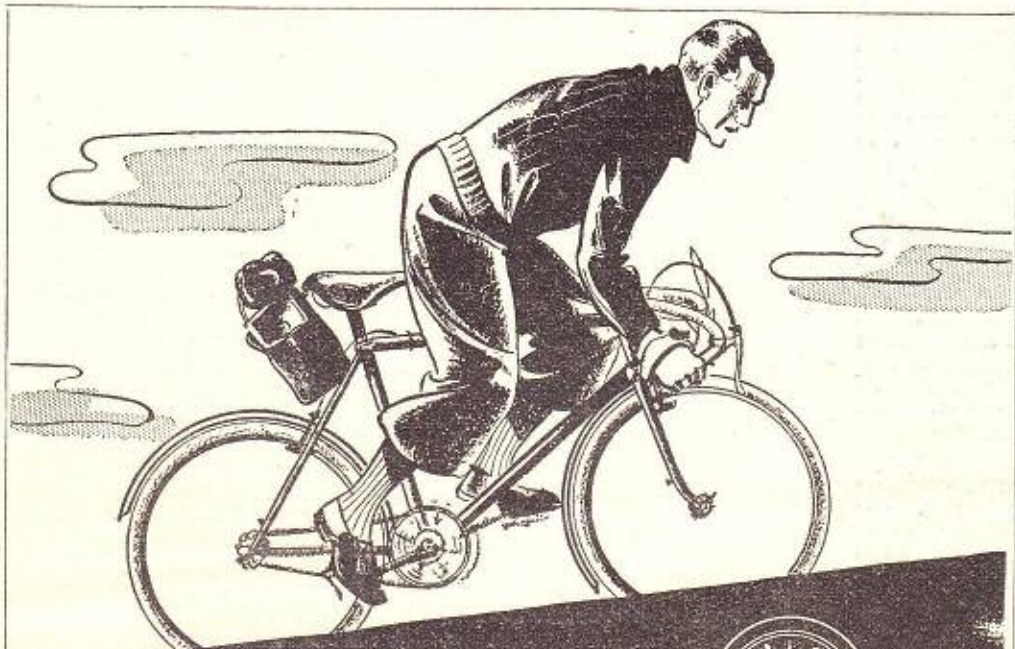
**Reynolds**

REYNOLDS TUBE COMPANY LTD.

TYSELEY, BIRMINGHAM, 11



whether he will emerge any better or practically see season in Europe.



**AFTER-NOON**



*The hills are Steeper*

Gradients are so easy to climb in the morning. You breeze along with little or no effort. Hills! You laugh at them.

But afternoon! Those hills seem just that little bit steeper, a little more tedious and the top always a little more distant. And that's just another reason why you should specify

**REYNOLDS '531' STEEL TUBING**

And as Spring is the herald of longer rides and greater freedom of the open spaces—the happiest cyclists of all will be those whose machines are built of REYNOLDS '531.'

For further lightening specify—Reynolds Handlebars, Extensions, Seat Pillars, Lamp Brackets and Wing Nuts in Hyduminium RR. 56 Aluminium Alloy.

**Reynolds**

REYNOLDS TUBE COMPANY LTD., TYSELEY, BIRMINGHAM, 11

"The Bicycle," February 25, 1939



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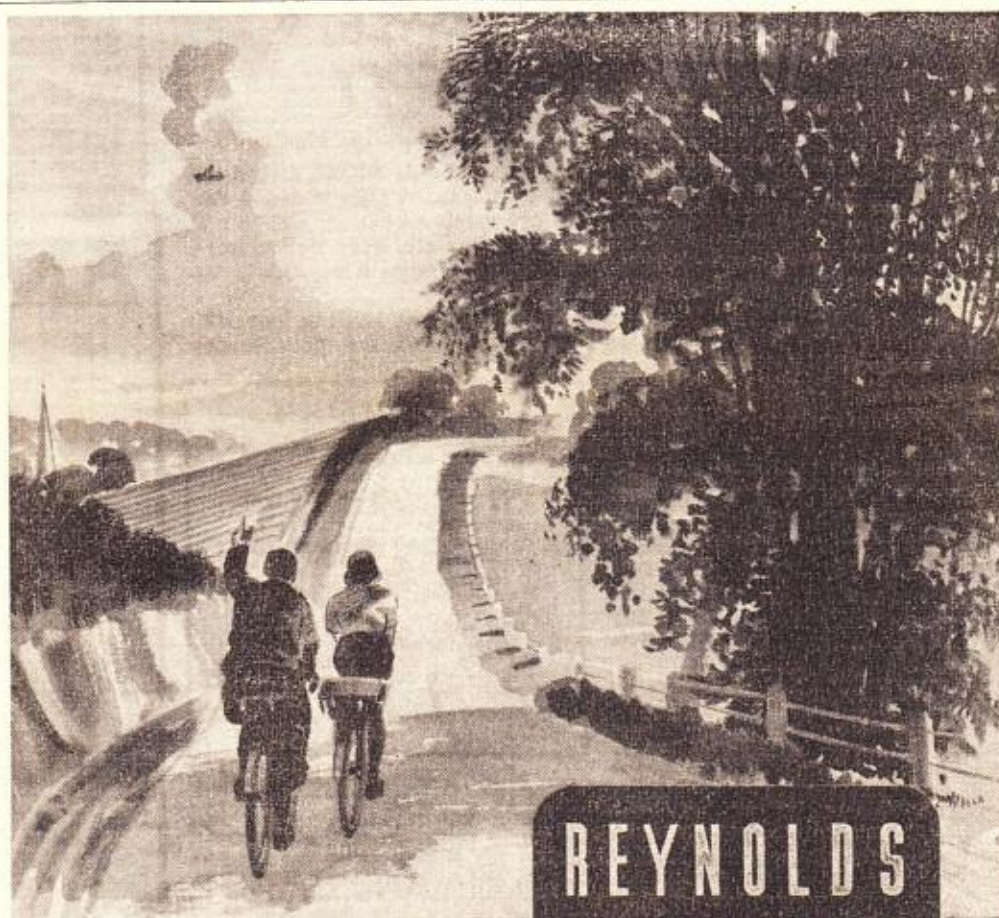
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Belgian "A" team

successfully with the highest class.



**REYNOLDS**  
FIRST IN THE SKY  
AND FIRST  
ON THE ROAD.

Have you ever realised how much improved cycle construction owes to Reynolds experience in constantly developing lighter and stronger metal members for Aircraft?

From such experience gained — cycledom first enjoyed in 1928 Reynolds H.M., then the lightest and strongest form of Steel Tube — later Reynolds Handlebars, Extensions, Seat Pillars, Lamp Brackets, Wing Nuts, etc., in **HIDUMINIUM RR '56'** and more recently the almost universally used **'531' STEEL TUBING.**

Make sure your new choice of mount is thus equipped so that you can "fly" on the ground. All the **BEST** Cycles by the **BEST** Makers embody—

**Reynolds**

**REYNOLDS TUBE COMPANY LIMITED, TYSELEY, BIRMINGHAM, 11.**

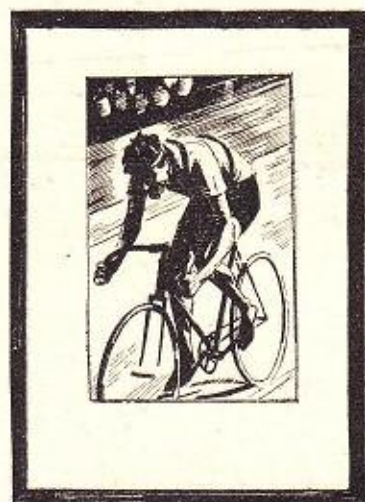
When replying to advertisers, please mention "The Bicycle"

"The Bicycle," March 25, 1939



## "FRAMES"—

## THEN AND NOW!



Have you ever realised how cycling "to be in the picture" was, in early days, overburdened by ponderous frames—or how much pioneer work has been done by REYNOLDS to evolve the very light framing materials now enjoyed by hundreds of thousands of cyclists to-day? Is YOUR frame out of proportion to your picture of modern care-free cycling?

And the "materials" to complete the picture ... surely the whole "art" of cycling, as in Nature at Springtime, should be combined with lightness and brightness.

Don't envy the people who get "the last ounce out of cycling"—find out *why* they do, by writing for our FREE and interesting literature.

# Reynolds

REYNOLDS TUBE COMPANY LIMITED, TYSELEY, BIRMINGHAM



seasoned six-day rider.

uneasy about the affair.

## The Inevitable Penalty of Success

To our numerous friends who have patiently waited delivery of their new cycles built of '531', may we express our sincere regret for the delay that has occurred, due to an overwhelming demand that has made prompt delivery almost impossible.

To remedy this, our plant and personnel have been working night and day for some considerable time, and every extension in manufacturing resources is being undertaken to meet the insistence of thousands of cyclists in this country (to say nothing of abroad) upon '531' for their cycles.

May we ask your patience in our struggle to cope with this world-wide demand for a product, of such a highly specialised nature, which cannot be turned out on mass-production lines—as also the same degree of patience with Cycle Manufacturers and Dealers who in turn are dependent upon our deliveries.

While suggesting that "the BEST things of life are often those one has to wait for," we take the opportunity of wishing all our cycling friends a successful season—or that might be called (judging from our order books) a FIVE-THREE-ONE one.

# Reynolds

TUBE COMPANY LIMITED,  
TYSELEY, BIRMINGHAM, 11

When replying to advertisers, please mention "The Bicycle"

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"The Bicycle," May 20, 1939



that encircle the track, Cozens put out his able crash such as this.



## BANKING ON REYNOLDS

If the cycle frames of the machines at the Wembley Six Days' Race could have uttered their opinions audibly you would have been nearly deafened by their unanimous acclamation of **REYNOLDS 531 STEEL TUBING**. People all over the world are talking quite enough about its merits without cycles "butting" in. In a noisy world the vociferous enthusiasm of cyclists for '531' literally "speaks (or shouts) for itself," but thank goodness the world's best cycles are silent.

# Reynolds

TUBE COMPANY LTD, TYSELEY, BIRMINGHAM, II

"The Bicycle," June 17, 1939

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a chance to show what he could do. (Championship rules), and start to build up a real team for Italy.



## Summer Numbers

**S**

PECIAL numbers of "The Bicycle" are always a delight—some're (Summ-er) specially so.

There is one "special NUMBER" in cycling that hall-marks the best machines all over the world—we thought you'd guess it . . . 531.

But there is yet another Reynolds special number—with letters to its name—known as RR. 56, designating a welcome relief from otherwise "weighty" cycle adjuncts such as—

Handlebars & Stems  
Straight Seat Pillars  
Wing Nuts  
Lamp Brackets

The Summer Number of "The Bicycle" coincides with lighter evenings. Reynolds Numbers—531 and RR. 56—represent "lighter" cycling all the year round.

Like to know why? Then write for our descriptive literature

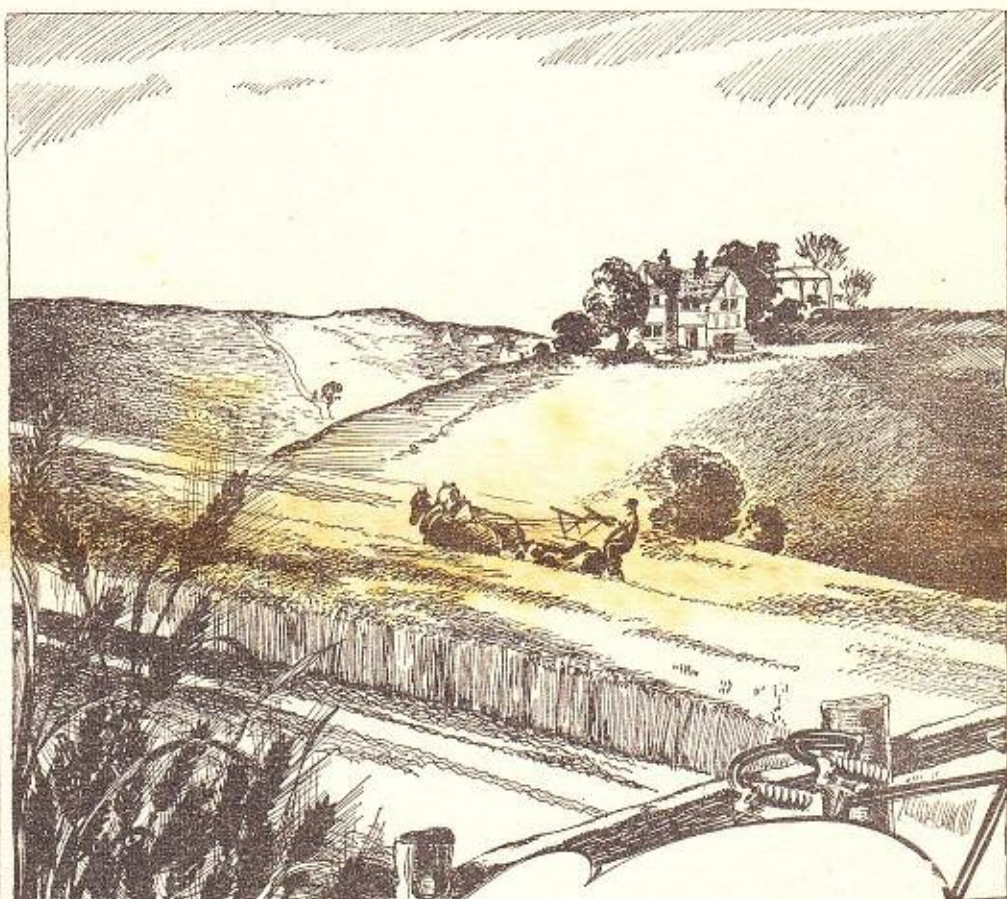
# Reynolds

REYNOLDS TUBE CO., LTD., TYSELEY, BIRMINGHAM, 11

"The Bicycle," July 1, 1937



date is August 20, which leaves a apparatus is used.



Why not a machine on which you can travel much farther afield with infinitely less effort? A new cycle or tandem built of **REYNOLDS '531' SUPER STEEL TUBING** would add 100% in sheer pleasure to your tour.

But—if funds won't permit such outlay—make your present mount more "light-hearted" (and yourself too) by replacing some of its heavier members with Reynolds **HIDUMINIUM RR. 56** components — Handlebars, Extensions, Seat Pillars, Wing Nuts, etc.

Your local dealer will be pleased to fit you up—because he knows you'll tell your pals about all the difference **REYNOLDS** made to your holiday. Call in and see him.

*Why not  
take a real  
cycling holiday?*

**Reynolds**

**REYNOLDS TUBE CO., LTD., TYSELEY, BIRMINGHAM**



thirds to his credit.  
In the National Championship at Don-

as a member of the police force, a fire  
brigade, or in the service or on behalf



## —To Be Continued

Cycling—as the best means of enjoyment of England's countryside—will, of course, continue. It means health to its proteges and a necessary wealth to the little cafes who rely upon your patronage being continued.

So also our announcements will continue to appear in this and other Journals—thus enabling us not only to fulfil our commitments with the Journals—but also as our contribution towards maintaining employment in the Printing and Publishing Trade. We sincerely hope that others will follow our example.

In ensuing announcements we may touch unusual themes—as also occasionally your pockets (we hope) on behalf of some deserving National Charity. But whatever the topic—we trust you will look for and read the Reynolds announcements as exemplary of the British Tradition of “carrying on.”

**REYNOLDS TUBE COMPANY LIMITED**



The Bicycle  
7 October 1939

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The Bicycle  
4 November 1939

his amateur days, and he has certainly



*Make  
a mental  
note of  
this date!*

Every Saturday is a play-day following Pay day. Make Saturday, Nov. 11th, YOUR "Pay" day towards one of the most deserving causes —

### **LORD HAIG'S POPPY FUND for EX-SERVICEMEN**

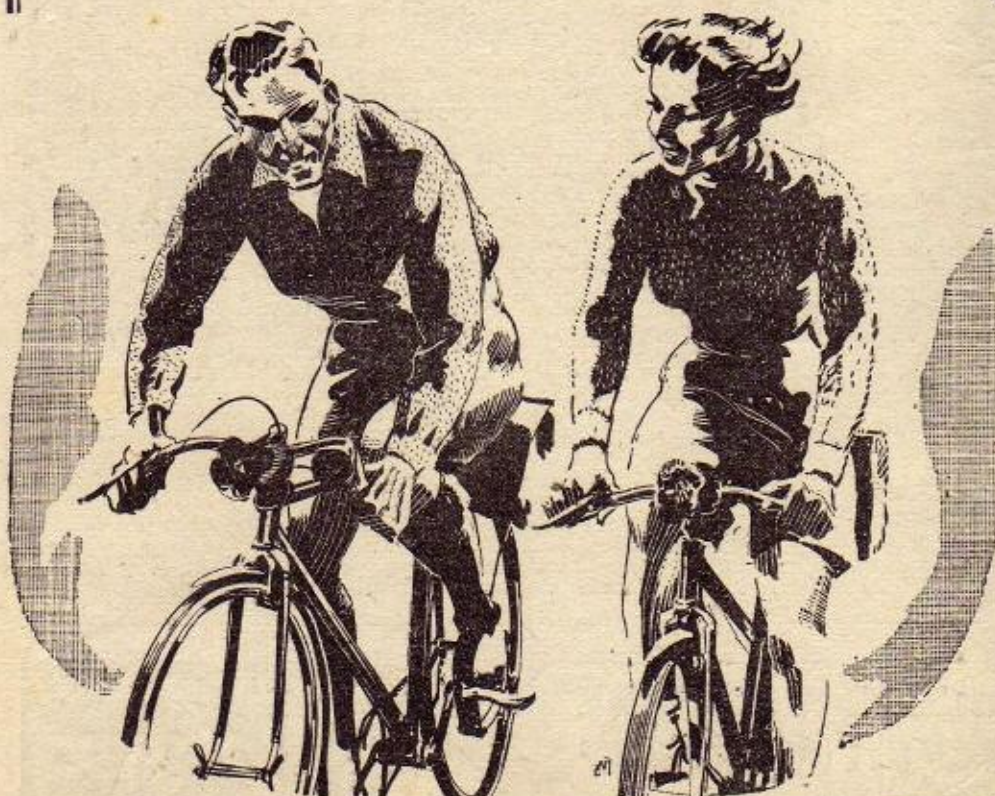
In addition to the Poppy you buy yourself . . . give a few coppers for an extra one for your handlebars.

Reynolds Tube Company who have done such a lot to lighten cycle construction now ask cyclists to make a special effort to lighten the lot of Ex-Service Men.

If you are of Aberdonian ancestry and feel you cannot "bang thrappence" all at once for the extra "decoration" to your cycle, you can, by saving a farthing a day, nearly manage the required sum by November 11th.

Shall us? Let's . . . "see red" as we bend o'er the bars — and let others see too evidence of cyclist's effort in a good cause.

**REYNOLDS TUBE COMPANY LIMITED**



January, as they temporary Trader, the

"We felt many 'pop' 60,000 miles that it would very few.

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