



can only think of Cap...  
oh, and Judge Lynch!

Union funds), to enable a cheque  
accompany the gold badge.

## KEEP LOYAL TO THE BICYCLE

and by this we mean not only to the journal, but to the development of the cycling movement as a whole. Be patient with your Dealer if he cannot always supply exactly what you want at the time you want it — he is dependent upon the Manufacturers, who in turn have their difficulties. And don't grumble if you are unable to obtain Reynolds Hiduminium Cycle Components, or at a delay in obtaining a "531" tubed machine.....  
.....these materials are doing work of National Importance.

But if you are blessed with a machine incorporating these Reynolds "blessings" you can express your thanks to Reynolds in a most tangible way, by telling your friends, and thus put them on a good thing — after the War.



REYNOLDS TUBE CO. LTD. TYSELEY, BIRMINGHAM

When replying to advertisers please mention "The Bicycle"

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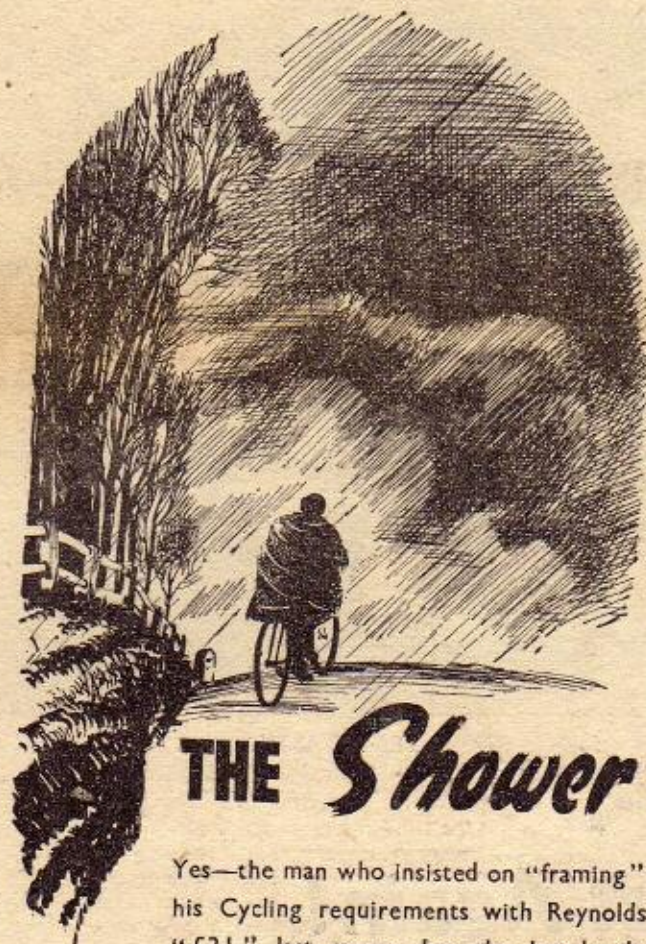
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## THE Shower

Yes—the man who insisted on “framing” his Cycling requirements with Reynolds “531” last season has the last laugh. Comes a sudden April shower and he is the “shower” of a clean pair of heels . . . homewards. He is sure of a hot pace with minimum effort.

The secret is, of course, the sheer lightness of his cycle—due to

**REYNOLDS**  
**“531”**  
**STEEL TUBING**

Despite present war-time conditions there are still certain Models of the Best Cycle Manufacturers constructed of Reynolds “531.”

Take our advice, even if you have to spend one Pound (£) extra—you will save Pounds (lbs.) for years to come. But you must act now—yes—at once.

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

When replying to advertisers please mention “The Bicycle”

The Bicycle  
 20 April 1940

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The Bicycle  
18 May 1940

have been now  
granted permission to use bicycles—or fessed to "no complaints."



## LOOKING AHEAD

There were—in the 1939 Season—thousands of cyclists who anticipated the sheer joy of Cycling the "Reynolds" way—a cycle built of Reynolds famous "531" ultra-light Steel tubing, and fitted with Reynolds incredibly-light Hiduminium Components.

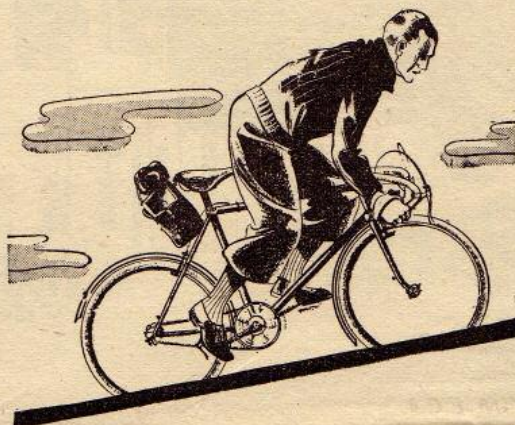
Many put their wish into immediate action. They are now congratulating themselves on their foresight. Others "put off" and are now kicking themselves. Now here's a grain of comfort to the latter. Although the Hiduminium materials of their anticipated lightened handlebars, seat pillars, etc., etc., are being utilised for purposes of National importance—quite a number of the BEST models of the BEST Cycle manufacturers are still available with Reynolds "531" construction.

But you must act at once—to enjoy not only the lighter days provided during the summer—but also the "lighter" months "Reynolds "531" ensure.

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

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...guate C.C., recognising example which might well be fol-  
 lowed by other, more pessimistic,  
 arrangements to deal with it. All north London clubs.



## ANY GREEN IN YOUR EYE?

No—if your cycle bears that green transfer hall-  
 marking it as the summit of cycle-enlightenment.

Yes—if your envy makes you literally “kick your-  
 self” as you toil up the hill alone and your pal  
 has passed you, because his machine (and not yours)  
 is tubed with

### REYNOLDS

### “531”

### EXTRA LIGHT - SUPER STRONG

### STEEL TUBING

Now cease grouching and thank your lucky stars that  
 if you act AT ONCE you may acquire a new cycle,  
 guaranteed for almost gossamer lightness by the  
 famous green and gold transfer “531.”

A few seconds have passed while you have read  
 this. Don't waste any more time. Hop along  
 and see your nearest dealer straight away.



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

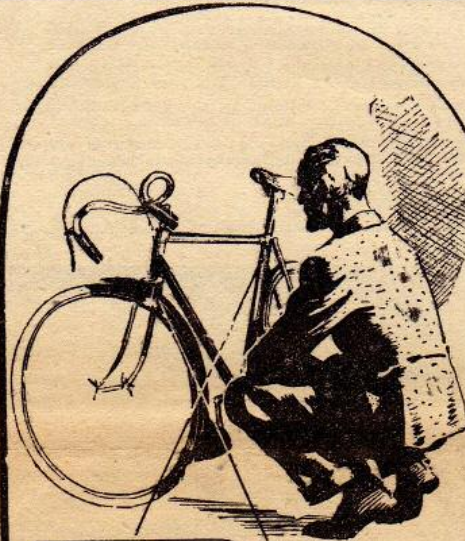
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The Bicycle  
 15 June 1940

Outstanding Feature

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be. "Yet the reasons are obvious, people from venturing on a bicycle. On to-day's comparison in the factories; petrol rationing tively traffic-free roads they are has ruled out the use of cars for gaining confidence which will



## Instinctively HIS EYE SEEKS TWO POINTS

The true cyclist is never swayed by the mere "eye-appeal" of a cycle. He looks ahead and visualises how he is going to get farther with the least effort. He knows how (before the war intervened) all the crack riders in England and on the Continent, pinned their faith on REYNOLDS '531'—the supreme achievement in cycle tubular construction.

There are available a number of the BEST machines of the BEST makers of '531' construction—place your order NOW to ensure minimum delay in obtaining a cycle with "all the best". . . . there's no time to waste since '531' will not again be available during the period of hostilities after present stocks are exhausted.

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

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# The Bicycle

PROP.: The Bicycle Publishing Co., Ltd.,  
8-10 TEMPLE AVENUE,  
London, E.C.4

Telephone: CENTRAL 3514 (6 lines) Telegrams: "Bicyclepress, Fleet, London"  
Edited by W. J. MILLS

4 Years Ago

There was still activity in the international cycling world—the Union Cycliste Internationale met in Brussels and principal decision

Sturmer Archer rider, was nearing the end of his year's record ride, and planning to complete his 75,000 miles jaunt in Hyde Park.

## "Gas"

"Gassers"—like gases—may be classified in two groups—Persistent and non-Persistent. Both are "irritating"—both are dangerous.

So this week, Reynolds devote their advertising space for an Anti-"gas" appeal to all cyclists who, on their travels, may acquire information that is not—in the National Interest—desirable to pass on—inadvertently to some "Gasser."

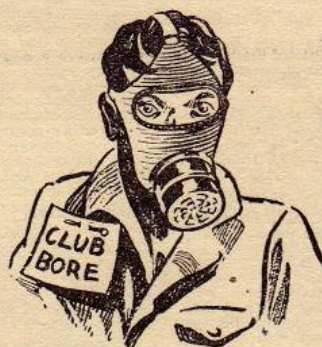
It is this latter species who is apt to spread alarm and also enable valuable information to reach—ultimately—enemy ears.

We make the gratuitous suggestion that all convicted "Gassers" should be condemned to wear a Gas Mask for "the duration." Some Cycling Clubs may wish to prescribe the same remedy for their Club Bore.

Meanwhile—let your motto be—

See all—hear all and say now't (except of course about the merits of Reynolds "531"—a subject by no means prejudicial to the SAFETY of the Realm).

**REYNOLDS TUBE Co. Ltd.**  
**TYSELEY, BIRMINGHAM**



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