

From 'The Bicycle'
13 April 1940

Heat 1: 1. M. Ward, Fountain (26); 2.
Continued at foot of next column

Final.—1. R. Miller, 2 miles 366 yards;
2. D. Ricketts; 3. M. Richardson.

Team Race.—Ealing Manor, 3-40-52; 2.
Priory Wheelers, 3-43-37; 3. University
C.C., 3-51-17.

Team.
(Nightingale,
1-5-43) 3-11-45;
3. Middlesex R.

JACK WARNER says "THE 1940

RUDGE

IS *ver-ree good, Sir*

The Rudge Cycul appills to me a great dill;
in fact, I will not concill I fill a rill thrill
when I ride mine.

P.S. Don't laugh, but Littul Girl has bought
a Rudge too, and we shull journey through life
a-whill with joy unconcilled." FOLLOW JACK
WARNER'S EXAMPLE & SAY TO YOUR CYCLE
DEALER—"MIND MY BIKE IS A RUDGE."



POST THIS COUPON TO-DAY

To Rudge-Whitworth Ltd. (Dept. B3), Hayes,
Middlesex. Please send me fully illustrated
catalogue of the new RUDGE 1940 bicycles,
and particulars of the RUDGE "Helping
Hand" EASY PAYMENTS.

Name

Address



1939
WINS GL

ALL the nice
have been sa
Park were fully ju
end. Park won th
"25" in 1h. 4m.

Park had to be
and only Bill Scot
distance speed me

Brinkins is a kn
ing the wind, an
scratch-man, so t
home in 2 second
minutes, it was fe
over. Clubmate
shortly and was
Park was a late
a shock at the
qualified for the

1.—J. C. Park, W
2.—J. Brinkins, G
3. A. Hendry, G
4. J. Morgan, Gla
Cochrane, Dougla
Caledonian, 1-7-30
Wh. 1-7-42.

Handicap: 1. T
Howat, unattache
McCallum, Doug
Humphrey, Glasg

Team Race:
3-16-24; 2. Wes
and AC 3-23-27.

POLY
(Kent R
Wrens
Poly

From 'The Bicycle'
20 April 1940

... industry from its pie, so much so that over five tons of pork are
N.P. Continued at foot of columns 1 and 2

... Recognised for so long as Britain's Best Bicycle

Experience counts....

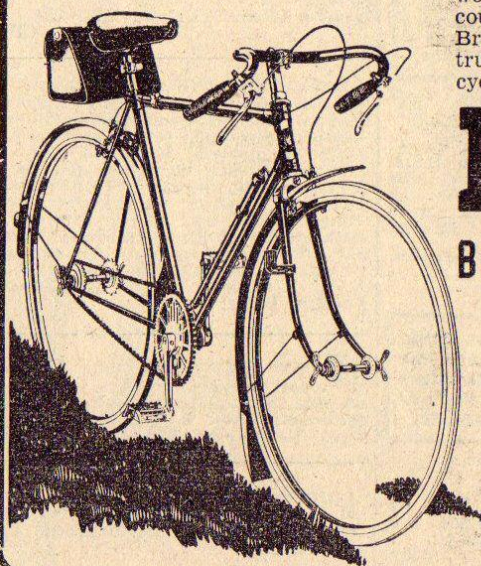
in the making of bicycles even more than in riding them. Your experienced eye can penetrate below the surface appearance of a machine. You know that it is in those unseen parts on which easy running and reliability depend that Rudge experience and workmanship tells. You know that Rudge could not have been recognised for so long as Britain's Best Bicycle if, in fact this were not true. As an experienced rider a Rudge is the cycle most likely to satisfy you.

70 years' tradition of craftsmanship is built into every Rudge.



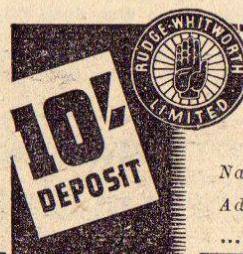
SOME FEATURES WHICH MAKE RUDGE BRITAIN'S BEST BICYCLE

- Rudge Frame ensures 'True-poise' riding position, maximum leg thrust with minimum effort.
- Rudge Front Fork, scientifically shaped for shock-proof steering.
- Rudge 'Pencil' Hubs for lightness and more Free-wheeling per mile.
- Rudge Bottom Bracket—bearings protected and oil-bathed.
- Rudge Spokes—rust-proofed by special "all-weather" process.



RUDGE

BRITAINS BEST BICYCLE



POST THIS COUPON—TODAY

To Rudge-Whitworth Ltd. (Dept. B), Hayes, Middlesex. Please send me fully illustrated catalogue of the new RUDGE 1940 bicycles, and particulars of the RUDGE "Helping Hand" EASY PAYMENTS.

Name

Address

Longleys

THERE'LL ALWAYS BE A CYCLO

War or no war, whilst there now records to be broken you can rely on Cyclo to be at the front.

From 'The Bicycle'
25 May 1940

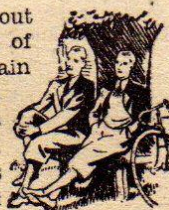
Twist it with a coin, and the seat
springs relax or grow taut to suit YOU!

Rudge-Whitworth Ltd., Reading, Eng.

1855

"..but it
doesn't compare with
RUDGE
BRITAIN'S BEST BICYCLE"

When Old Hands get talking about the merits of this and that make of machine, someone is pretty certain to say "but it doesn't compare with Rudge." Unconsciously one thinks of Rudge as a criterion of quality. Rudge has been for so many years Britain's Best Bicycle — designed and built to a tradition that most experienced riders consider to be in a class of its own. It seems sensible to choose the best when you pay no more for this advantage.



10'-
DEPOSIT

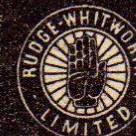
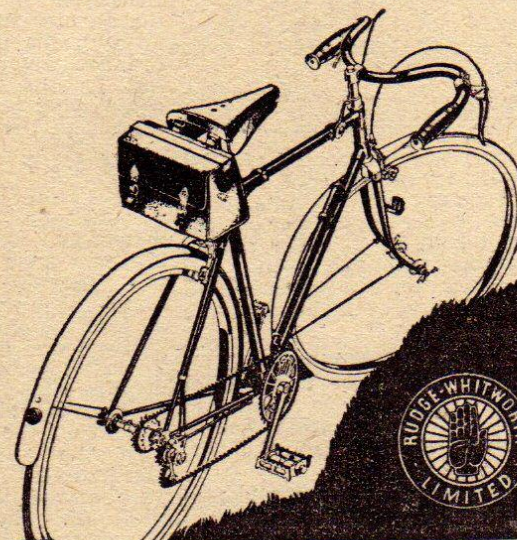
**POST
THIS
COUPON
TO-DAY**

To Rudge-Whitworth Ltd. (Dept. B), Hayes,
Middlesex. Please send me fully illustrated
catalogue of the new RUDGE 1940 bicycles,
and particulars of the RUDGE "Helping
Hand" EASY PAYMENTS.

Name
Address

**SOME FEATURES WHICH MAKE RUDGE
BRITAIN'S BEST BICYCLE ...**

- Rudge Frame ensures 'True-poise' riding position, maximum leg thrust with minimum effort.
- Rudge Front Fork, scientifically shaped for shock-proof steering.
- Rudge 'Pencil' Hubs for lightness and more Free-wheeling per mile.
- Rudge Bottom Bracket—bearings protected and oil-bathed.
- Rudge Spokes — rust-proofed by special "all-weather" process.



Longleys

FIT A 'CYCLO' GEAR to YOUR CYCLE The modern interpretation of three speeds is "CYCLO."

Hors
P
ROM
to t
put
combat
raid, be

FROM

"

IT was
a let
sport sho
at the B
Havi
well kno
really no
a meetin
ton, and
was neve
a big pro
ture, and
clubs resp
races was
this all-i
sport.

A quest
time and
"What is
massed st

Many O

Riders
races at
tors, h
aware
stand
the o
in w
sible
pre
U



254 High Street, Farnborough 25 (Terms of Sale)
Closing date, July 27. Events are half-mile and mile handicaps. Spring Pond Cottage, Tongham, Farnham).

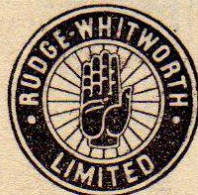
RUDGE STATEMENT

Like most great factories, we are busy on work of a National nature. This work means no less to you than it does to us. It must obviously take precedence.

If at times it makes it difficult for us to meet your needs we ask your understanding and indulgence.

Your Rudge Dealer may still have some stocks at hand, but may have to keep you waiting for any new models he needs to order.

Remember, however, that he is as anxious as we are to supply you as quickly as possible.



BRITAIN'S BEST BICYCLE

RUDGE-WHITWORTH LTD.
HAYES - - - MIDDLESEX

When replying to advertisers please mention "The Bicycle"

work
Pill
1-11
B
win
G.
(14)
B
Hen
Gree
1-38
Ce
1-6-5
R. D
1-5-4
De
W. T
2-22-31
Der
1-5-55
Hep.
East
Kinch.
V. Cole
(20), 5-
Fount
E. Tayf
Hep., W
Gates
F. Wins
Hep., F.
Hemel
wood, 1-7
1-7-38.
(44).
Herts
shaw, 1-7
ford, 1-1
North
derson C
Greenhal
Hep., J.
(14), 1-6-
Phoenix
Stacey,
Alexande
W. C. St
Rickma
4-36-51;
4-50-12.
send (32)
Rickm
1-1-37;
1-4-53.
(44); W
Rodne
1-7-32;
Stafford
1-10-58;
man (S
St. N
G. Oak
Norman
Hep., R
West
N. Ro
Hep., 1
Wolv
Jones,
Pountr
1-12-13
Ealin
Road
in R.T.
Collins
London
West
Fletche
Uppe
J. Eva
bury.
Bar
J. Ber
Far
Wood
Nr. J
Ma
T. Man
W
from
gow

*From 'The Bicycle'
27 July 1940*



RUDGE

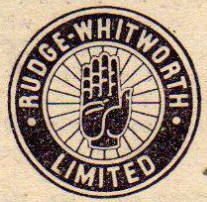
SECOND STATEMENT

The priority demands of the Ministry of Supply and of the Export markets are making an increasing drain upon our supplies of bicycles for the Home Market. We feel, therefore, that we owe a further statement to the Public on this subject.

The present position is that all outstanding orders are being despatched in strict rotation, but it may be some time before all orders in hand can be cleared.

We would emphasize that limited supplies of new models will still reach our Dealers, and every endeavour will be made to meet your order with the minimum delay.

The limitation of supplies will not involve the slightest change in the high standards of quality for which Rudge has so long been famous.



BRITAIN'S BEST BICYCLE
RUDGE-WHITWORTH LTD.
HAYES - - - MIDDLESEX

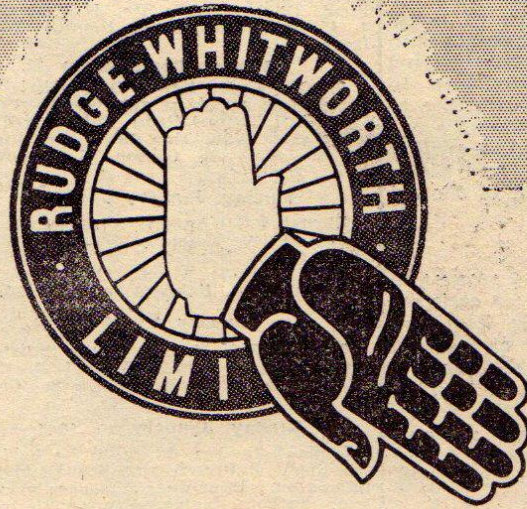
1. —
2. —
3. —
4. —
A. A.
L. Ke
N. La
N. La
Meers
caster
R.C.
C.R.
Har
2. P.
G. B
Lon
N. L
Tea
eux.
HA
FO
confi
figur
For s
to th
of th
hour
Har
Jo
mar
not
could
place
1. —
2. —
3. —
4. —
Dav
ton
1-6-2
1-6-6
1-6-6
E. R
Rho
H
(5) 1
(7) 1
Te
H. R
J
a s
oper
lh.
1. —
2. —
3. —
4. —
R.
Shar
Jone
L po
Unit
1-8-3
12. 7
Ja
in e
1-7-1
T
ent
Sco
the
mos
year
Sco
1. —
2. —
3. —
4. —
Nic
Cen
K
2. —
(T)

From 'The Bicycle'
31 August 1940

From 'The Bicycle'
28 December 1940

Here's a "GLAD HAND"

for Christmas
and the New Year



We wish all our Cyclist Friends
the Best of Luck and an early
return to "Cycling-as-usual" with

RUDGE
BRITAIN'S BEST BICYCLE

RUDGE WHITWORTH LIMITED, HAYES, MIDDLESEX.

might Longleys