



**THE NEW**

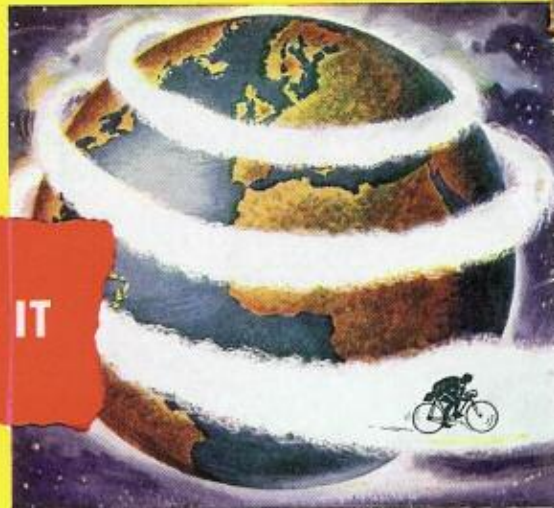
**TRIUMPH**

YOU will feel the difference when you set off for your very first ride—the new Triumph is more, much more, than just another bicycle. Yes, here it is at last—a scientific bicycle for a scientific age! Our backroom boys watched over it from the blueprint stage to the moment it appeared in your Dealer's window: they saw to it that the Triumph was tested for everything from metal fatigue to weather resistance. Whichever you choose from the new Triumph range, you are riding a bike whose first-class design has proved itself

## THE NEW TRIUMPH HAS SCIENCE BEHIND IT

over countless tests: wherever you go, in town or country, rain or shine, your Triumph is scientifically planned to give you better riding than you have ever known. There is a Triumph Cycle Dealer in your area—visit him and see the magnificent range of Triumph Cycles. Remember, too, that all Triumph Dealers offer you a first-class after-sales service.

*The bike we rode three times round the world*



That was one test—we rotated the spindle of a Triumph wheel under pressure for the equivalent of 75,000 miles. After the test, the bearings were found to be in perfect condition, although they had "travelled" three times round the world.



Ten million and  
thirty-nine steps

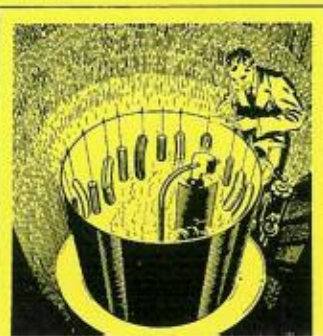


We devised the bumpiest ride ever—we vibrated a Triumph front fork more than ten million times—the equivalent of a few hundred miles of steps. Yet at the end there was no sign of a fracture.



Triumph enamelled parts were left on the factory roof for a year. Yet the finish remained perfect, despite twelve months' exposure to wind, rain and industrial grime !

In this weatherometer, various Triumph finishes were subjected to long periods of strong light and sprayed continuously with rainwater. Result ? No damage at all !



200 m.p.h. —  
for 24 hours



If you could ride your Triumph at 200 m.p.h., it could take it. We know, because we tried it, rotating a wheel at that speed under continuous pressure for 24 hours. At the end the bearings were still perfect.

# NEW TRIUMPH LIGHT ROADSTER

MODEL 411 — GENT'S  
MODEL 411L — LADY'S



FRAME	21" and 23", entirely brazed up, also 19½" in Rich Burgundy only.
WHEELS	26" x 1½" Westwood rims.
GEAR	Freewheel. Brazed-on pulley boss on Gent's only for use with STURMEY-ARCHER gears.
CRANKS	6½".
CHAINGUARD	Neat and effective.
HANDLEBAR	North Road raised.
BRAKES	Roller Lever. Front fitted with patent ANTI-VIBRATION plates.
MUD-GUARDS	Ribbed section with fixed stays and spearpoint extension.
PEDALS	Rubber. Gent's 4", Lady's 3½".
TYRES	DUNLOP with 'AIRSEAL' tubes and 'EASYPUMP' valves.
SADDLE	Gent's—Best Leather or Spring Seat. Lady's—Spring Seat or Best Leather. Lycett's or Wright's.
FINISH	Black enamel on Spra-Bonderized rustproof surface. Green and Bronze lining. Usual bright parts chromium plated.
FITTINGS	Toolbag, tools, inflator, reflector.

BASIC NET CASH PRICE **£16 · 7 · 6** TAX PAID

EXTRAS : STURMEY-ARCHER 3-speed gear, wide ratio, as illustrated, **£2 · 5 · 10**  
RICH BURGUNDY, 7/6



# NEW TRIUMPH ROADSTER TOURIST

MODEL 412L—LADY'S  
MODEL 412—GENT'S



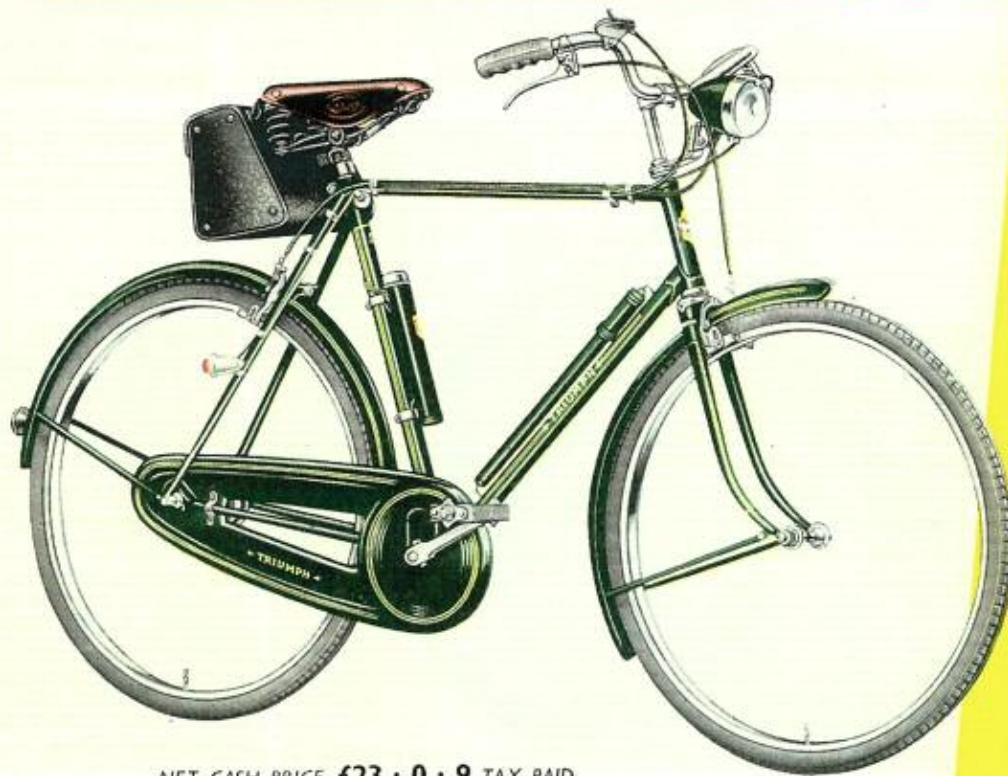
NET CASH PRICE £22 · 5 · 0 TAX PAID

FRAME	21" and 23", entirely brazed up.
WHEELS	26" x 1 $\frac{3}{8}$ " Westwood rims.
GEAR & LIGHTING	STURMEY-ARCHER 'Dynohub' hub lighting combined with 3-speed gear, patent 'Flick' Trigger Control and Dry Battery Unit. Brazed-on pulley boss on Gent's only.
CRANKS	6 $\frac{1}{2}$ ".
GEARCASE	TRIUMPH Special.
HANDLEBAR	North Road raised.
BRAKES	Roller Lever. Front fitted with patent ANTI-VIBRATION plates.
MUD-GUARDS	Ribbed section with fixed stays and spearpoint extension.
PEDALS	Rubber. Lady's 3 $\frac{1}{2}$ ", Gent's 4".
TYRES	DUNLOP with 'AIRSEAL' tubes and 'EASYPUMP' valves.
SADDLE	Lady's—Spring Seat or Best Leather. Gent's—Best Leather or Spring Seat. Lycett's or Wright's.
FINISH	Black enamel on Spra-Bonderized rustproof surface. Green and Bronze lining. Usual bright parts chromium plated.
FITTINGS	Toolbag, tools, inflator, reflector.

# NEW TRIUMPH

## WARWICK

MODEL 424 — GENT'S  
MODEL 424L — LADY'S



NET CASH PRICE £23 · 0 · 9 TAX PAID

FRAME	21" and 23", entirely brazed up.
WHEELS	26" x 1 3/8" Endrick rims.
GEAR & LIGHTING	STURMEY-ARCHER 'Dynamo' hub lighting combined with 3-speed gear, patent 'Flick' Trigger Control and Dry Battery Unit. Brazed-on pulley boss on Gent's only.
CRANKS	6 1/2".
GEARCASE	TRIUMPH Special.
HANDLEBAR	North Road raised, adjustable stem. Special rubber cushion grips with finger recesses.
BRAKES	Calliper.
MUD-GUARDS	Ribbed section with fixed stays and spearpoint extension.
PEDALS	Rubber. Gent's 4", Lady's 3 1/2".
TYRES	DUNLOP with 'AIRSEAL' tubes and 'EASYPUMP' valves.
SADDLE	Gent's—Best Leather or Spring Seat. Lady's—Spring Seat or Best Leather. Wright's or Lycett's.
FINISH	Green enamel on Spra-Bonderized rustproof surface. Double Bronze lining. Usual bright parts chromium plated.
FITTINGS	Kitbag, tools, inflator, reflector.



# NEW TRIUMPH

## LEAMINGTON

MODEL 413—GENT'S

MODEL 413L—LADY'S



NET CASH PRICE £23 · 0 · 9 TAX PAID

FRAME 21" and 23", entirely brazed up.

WHEELS 26" x 1 1/8" Westwood rims.

GEAR & LIGHTING STURMEY-ARCHER 'Dynamo' hub lighting combined with 3-speed gear, patent 'Flick' Trigger Control and Dry Battery Unit. Brazed-on pulley boss on Gent's only.

CRANKS 6 1/2".

GEARCASE TRIUMPH Special.

HANDLEBAR North Road raised. Special rubber cushion grips with finger recesses.

BRAKES Roller Lever. Front fitted with patent ANTI-VIBRATION plates.

MUD-GUARDS Ribbed section with fixed stays and spearpoint extension.

PEDALS Rubber. Gent's 4", Lady's 3 1/2".

TYRES DUNLOP with 'AIRSEAL' tubes and 'EASYPUMP' valves.

SADDLE Gent's—Best Leather or Spring Seat. Lady's—Spring Seat or Best Leather. Wright's or Lycett's.

FINISH Green enamel on Sprayed-Bonderized rustproof surface. Double Bronze lining. Usual bright parts chromium plated.

FITTINGS Kitbag, tools, inflator, reflector.

# NEW TRIUMPH PALM BEACH TOURIST

MODEL 429—GENT'S



BASIC NET CASH PRICE £19 · 13 · 4 TAX PAID

EXTRAS : STURMEY-ARCHER 'Dynohub' hub lighting on 21" and 23" only, £2 · 16 · 4

Also available with single speed, less lighting equipment, £17 · 7 · 6

FRAME	19½", 21" and 23", entirely brazed up.
WHEELS	26" × 1½" Endrick rims.
GEAR	STURMEY-ARCHER 3-speed with patent "Flick" Trigger Control. Brazed-on pulley boss.
CRANKS	6½".
CHAINGUARD	Neat and effective.
HANDLEBAR	"All-Rounder," adjustable stem. Tan rubber grips with finger recesses.
BRAKES	Calliper.
MUD-GUARDS	White celluloid with twin detachable stays. Mudflap.
PEDALS	Rubber, 4".
TYRES	DUNLOP 'WHITE SPRITE' with 'AIRSEAL' tubes and 'EASY-PUMP' valves.
SADDLE	Tan Spring Seat—Wright's or Lycett's, with chromium plated undercarriage.
FINISH	Flamboyant Royal Carmine or Electric Blue, WHITE PEAK HEAD, on Spra-Bonderized rust-proof surface. Decorative transfers and lining. Usual bright parts chromium plated.
FITTINGS	Large Tan kitbag, tools, polished alloy inflator, reflector.



# NEW TRIUMPH PALM BEACH TOURIST

MODEL 429L—LADY'S



BASIC NET CASH PRICE £19 · 13 · 4 TAX PAID

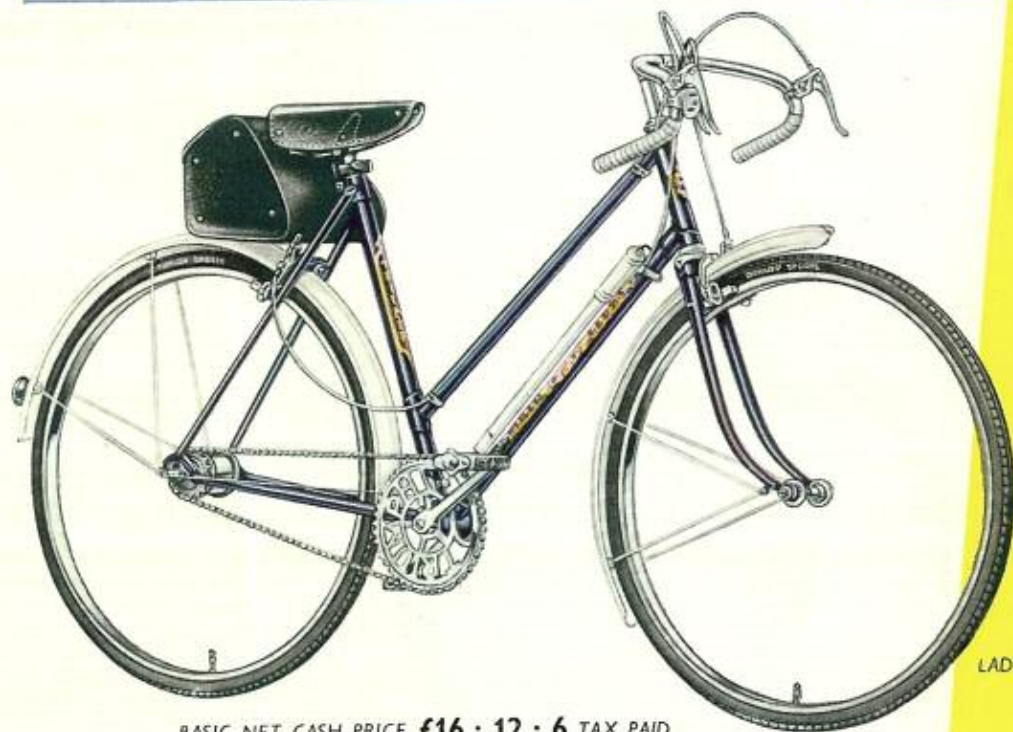
EXTRAS : STURMEY-ARCHER 'Dynohub' hub lighting on 21" and 23" only, £2 · 16 · 4  
as illustrated. Also available with single speed, less lighting equipment, £17 · 7 · 6

FRAME	19½", 21" and 23", entirely brazed up.
WHEELS	26" × 1½" Endrick rims.
GEAR	STURMEY-ARCHER 3-speed with patent "Flick" Trigger Control.
CRANKS	6½".
CHAINGUARD	Neat and effective.
HANDLEBAR	"All-Rounder," adjustable stem. Tan rubber grips with finger recesses.
BRAKES	Calliper.
MUD-GUARDS	White celluloid with twin detachable stays. Mudflap.
PEDALS	Rubber, 3½".
TYRES	DUNLOP 'WHITE SPRITE' with 'AIRSEAL' tubes and 'EASY-PUMP' valves.
SADDLE	Tan Spring Seat—Lycett's or Wright's, with chromium plated undercarriage.
FINISH	Flamboyant Royal Carmine or Electric Blue, WHITE PEAK HEAD, on Spra-Bonderized rust-proof surface. Decorative transfers and lining. Usual bright parts chromium plated.
FITTINGS	Large Tan kitbag, tools, polished alloy inflator, reflector.

# NEW TRIUMPH

## MAID OF CLUBS JACK OF CLUBS

MODEL 421L—LADY'S  
MODEL 421—GENT'S



BASIC NET CASH PRICE **£16 · 12 · 6** TAX PAID

EXTRAS : STURMEY-ARCHER 3-speed gear, wide ratio, as illustrated, **£2 · 5 · 10**  
STURMEY-ARCHER 3-speed gear, wide ratio and STURMEY-ARCHER 'Dynahub'  
hub lighting. **£5 · 2 · 2**

### FRAME WHEELS GEAR

21" and 23", entirely brazed up.  
26" x 1½" Endrick rims.

Fixed and Free on Gent's,  
Freewheel on Lady's. Brazed-on  
pulley boss on Gent's for use  
with STURMEY-ARCHER gears.  
Latest Continental pattern, ad-  
justable stem. Tan sleeve grips  
on Lady's, Grey on Gent's.  
Alternatively, "All-Rounder,"  
Tan rubber grips with finger  
recesses.

### HANDLEBAR

### PEDALS TYRES

Lady's, 3½" Rubber. Gent's, Quill.  
DUNLOP SPORTS with 'AIR-  
SEAL' tubes and 'EASYPUMP'  
valves.

### SADDLE

Lady's — Lycett's Tan, with  
chromium plated undercarriage.  
Gent's — Best Leather.

### FINISH

Lustre Napoleon Red or Flam-  
boyant Electric Blue on Spra-  
Bonderized rustproof surface.  
Decorative transfers and lining.  
Usual bright parts chromium  
plated.

### FITTINGS

Tan kitbag on Lady's, Black on  
Gent's, tools, inflator, reflector.

### LADY'S MODEL 451L

### GENT'S MODEL 451

Specification as Models 421L and 421, except—  
FRAME : Lady's 21" only. GEAR : Benelux  
4-speed. Standard to both these models are—  
White celluloid mudguards, Leather saddle,  
Black kitbag and Grey sleeve grips.

NET CASH PRICE **£18 · 18 · 3** TAX PAID

EXTRA : STURMEY-ARCHER 'Dynahub' hub lighting. **£2 · 16 · 4**



# NEW TRIUMPH

## TORRINGTON

MODEL 428 — GENT'S  
MODEL 428L — LADY'S



BASIC NET CASH PRICE **£16 · 19 · 3** TAX PAID

EXTRAS : STURMEY-ARCHER wide ratio 3-speed gear, **£2 · 5 · 10**  
STURMEY-ARCHER wide ratio 3-speed gear and STURMEY-ARCHER "Dynohub"  
hub lighting, as illustrated, **£5 · 2 · 2**

- FRAME** 21" and 23". Reynold's "531" tubing. Special cut-away lugs and thin taper backstays.
- ANGLES** Head 73°. Seat 71°.
- WHEELS** 26" x 1 1/2" Endrick rims.
- GEAR** Fixed and Free. Brazed-on pulley boss on Gent's only, for use with STURMEY-ARCHER gears. 6 1/2" fluted.
- CRANKS** Maes pattern, adjustable stem.
- HANDLEBAR** R.I. Silver Grey sleeve grips. Alternatively, "All-Rounder" and Tan rubber grips with finger recesses.
- BRAKES** Calliper.
- MUD-GUARDS** Narrow section celluloid with twin detachable stays. White on Red models, Red on Blue models. Mudflap.
- PEDALS** Gent's — Quill. Lady's — 3 1/2" rubber.
- TYRES** DUNLOP "SPEED" with "AIR-SEAL" tubes and "EASYPUMP" valves.
- SADDLE** Best quality Leather — Wright's or Lycett's.
- FINISH** Lustre Napoleon Red or Flamboyant Electric Blue on Sprayed rustproof surface. Decorative transfers and lining. Usual bright parts chromium plated.
- FITTINGS** Kitbag, tools, reflector. White inflator on Red models, Red on Blue models.

# NEW TRIUMPH SUPER SAFETY TOURIST

MODEL 420L—LADY'S  
MODEL 420—GENT'S



NET CASH PRICE £22 · 14 · 3 TAX PAID

FRAME	Lady's 21", Gent's 21" and 23", entirely brazed up.
WHEELS	26" x 1 1/2" Endrick rims.
GEAR & LIGHTING	STURMEY-ARCHER 3-speed combined with Hub Brake. Patent 'Flick' Trigger Control. STURMEY-ARCHER 'Dynohub' hub lighting, in front wheel. Brazed-on pulley boss on Gent's only.
CRANKS	6 1/2".
GEARCASE	TRIUMPH Special.
HANDLEBAR	North Road raised, adjustable stem.
BRAKES	STURMEY-ARCHER internal expanding in rear wheel, Calliper front.
MUD-GUARDS	Ribbed section with fixed stays and spearpoint extension.
PEDALS	Rubber. Lady's 3 1/2", Gent's 4".
TYRES	DUNLOP with 'AIRSEAL' tubes and 'EASYPUMP' valves.
SADDLE	Lady's—Spring Seat or Best Leather. Gent's—Best Leather or Spring Seat. Lycett's or Wright's.
FINISH	Green enamel on Spra-Bonderized rustproof surface. Bronze lining. Usual bright parts chromium plated.
FITTINGS	Kitbag, tools, inflator, reflector.



## TRIUMPH HUNTINGTON TOURIST

MODEL 419 — GENT'S  
MODEL 419L — LADY'S

FRAME : 21" and 23". WHEELS : 26" x 1 $\frac{3}{8}$ " Westwood. GEAR : STURMEY-ARCHER 3-speed. GEARCASE : TRIUMPH Special. BRAKES : Roller Lever. TYRES : DUNLOP with 'AIRSEAL' tubes and 'EASYPUMP' valves. SADDLE : Best Leather or Spring Seat—Wright's or Lycett's. FINISH : Green enamel. FITTINGS : Toolbag, tools, inflator, reflector.

NET CASH PRICE £19 · 15 · 9 TAX PAID



## TRIUMPH WELBECK SPORTS TOURIST

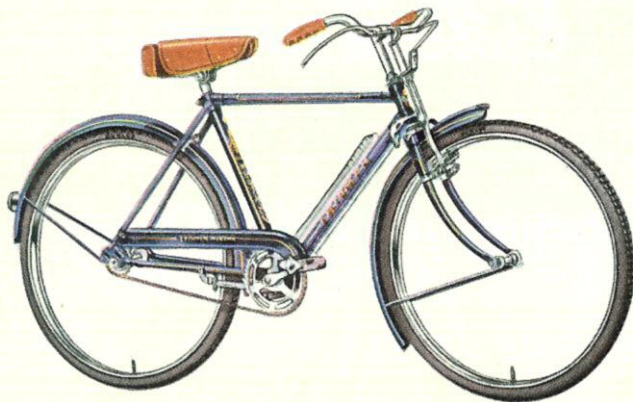
MODEL 423 — GENT'S  
MODEL 423L — LADY'S

FRAME : 21" and 23". WHEELS : 26" x 1 $\frac{3}{8}$ " Endrick. GEAR AND LIGHTING : STURMEY-ARCHER 'Dynohub' hub lighting combined with 3-speed gear, Dry Battery Unit. GEARCASE : TRIUMPH Special. BRAKES : Calliper. TYRES : DUNLOP with 'AIRSEAL' tubes and 'EASYPUMP' valves. SADDLE : Best Leather or Spring Seat—Wright's or Lycett's. FINISH : Black enamel. FITTINGS : Kitbag, tools, inflator, reflector.

NET CASH PRICE £22 · 5 · 0 TAX PAID

# NEW TRIUMPH "MUSTANG" JUNIORS

MODELS 430/431 — BOY'S  
MODELS 430L/431L — GIRL'S



BOY'S MODEL 431, GIRL'S 431L  
FRAME 18" ADULT TUBING,  
ENTIRELY BRAZED UP.  
WHEELS 24" x 1 3/8".  
CRANKS 5 1/2".



GIRL'S MODEL 430L, BOY'S 430

FRAME 16".  
WHEELS 20" x 1 3/8".  
CRANKS 4".

GEAR	Freewheel.
CHAINGUARD	Neat and effective.
HANDLEBAR	North Road raised. Tan rubber grips with finger recesses.
BRAKES	Roller Lever.
MUD-GUARDS	Ribbed section with fixed stays. Spearpoint extension to Models 431—431L.
PEDALS	Rubber, 3 1/2".
TYRES	DUNLOP with 'AIRSEAL' tubes and 'EASYPUMP' valves.
SADDLE	Lycett's Tan Spring Seat with chromium plated undercarriage.
FINISH	Flamboyant Royal Carmine or Polychromatic Mediterranean Blue on Spra-Bonderized rust-proof surface. Decorative transfers and lining. Usual bright parts chromium plated.
FITTINGS	Tan toolbag, tools, polished alloy inflator, reflector.

MODELS 430 430L

NET CASH PRICE £12 · 19 · 6 TAX PAID

MODELS 431 431L

NET CASH PRICE £14 · 7 · 6 TAX PAID



# GRADUAL PAYMENTS

ANY MODEL AVAILABLE FOR AS LITTLE AS

£1

DEPOSIT

Ask your Dealer for details of the

**TRIUMPH**  
EASY PAYMENT SCHEME

INCLUDING COMPREHENSIVE INSURANCE ★ GENEROUS DISCOUNTS FOR EARLY SETTLEMENT

**TRIUMPH**

*Guarantee*

**Note.**—If an independent finance scheme is offered, customers should not assume that insurance is provided.

All Triumph bicycles are guaranteed against defects of manufacture for a period of 12 months from the date of sale provided they remain during that period the property of the first retail purchaser. This Guarantee does not apply to damage caused by wear and tear, misuse or neglect. The employment of a motor-attachment constitutes misuse for the purpose of this Guarantee.

All conditions or warranties implied by statute or otherwise as to the quality or fitness for the purpose of cycling are hereby excluded. The liability which we accept under this

#### TERMS OF

**DELIVERY.** The Company will not be held responsible for any delay in delivery of any article whether such delay is caused by circumstances over which the Company has control or otherwise.

**ALTERATIONS IN PRICES AND SPECIFICATIONS.** The Company reserves the right to alter any Prices or Specifications at any time without notice and all Goods are sold subject to Prices and Conditions ruling at the time of delivery.

#### WHOLESALE DEPOTS AT

LONDON, ABERDEEN, BEDFORD, BELFAST, BIRMINGHAM, BRISTOL, CARDIFF, CHESTER, EXETER, GLASGOW, LEEDS, MANCHESTER, NEWCASTLE-ON-TYNE, NORWICH, NOTTINGHAM, OXFORD, SOUTHAMPTON.

**TRIUMPH CYCLE CO. LIMITED • NOTTINGHAM • ENGLAND**

A PRODUCT OF RALEIGH INDUSTRIES LIMITED

Guarantee is limited to the free supply of a new part in exchange for the part which may have proved defective, or at our discretion to the repair of the original part, excluding in either case the cost of fitting, and does not extend to any resulting loss or injury.

If a defective part shall be found in any of our machines within the period specified above it must be sent to us carriage paid with a request that it be replaced free of charge under the Guarantee. The number of the bicycle (stamped on the Seat Lug of the Frame), the name of the Dealer from whom it was purchased and the date of purchase must also be stated. This Guarantee extends only to those bicycles which are purchased either direct from us or from one of our duly appointed Dealers and does not apply to bicycles which have been used for hiring out purposes or from which our Trade Mark or manufacturing numbers have been removed.

This Guarantee applies only to those parts of the bicycle manufactured by us and in the case of defects in components such as tyres, rims and saddles, the purchaser should refer to the respective manufacturers of these components.

#### BUSINESS

**EXHIBITIONS.** All Goods are sold on the condition that they must not be exhibited at any exhibition in the British Isles without our written consent.

**NOTICE.** Dealers selling our products are not our Agents, and have no authority to transact any business, give any warranty, make any representation or incur any liability on our behalf.

# STURMEY ARCHER

**...Serving Cyclists Everywhere.**

## VARIABLE GEARS



The famous and extensive Sturmeley-Archer range includes three- and four-speed hubs of wide and medium ratios:

- SW (3-speed wide)
- AM (3-speed medium)
- FW (4-speed wide)
- FM (4-speed medium)

Lighting and braking are also combined with gears in the hubs described in adjacent paragraphs.

## BRAKES



Internal expanding Sturmeley-Archer front (BF) and rear (BR) brakes are world famous. This principle is combined with a 3-speed wide ratio gear in the AB.

The TCW is a coaster type of brake combined with a 3-speed gear for those who prefer this method of braking.

## BUILT-IN LIGHTING UNITS



Sturmeley-Archer "Dynohub" Hub Lighting Equipment is offered in a front wheel unit (GM6) or combined with 3-speed or 4-speed gears in the famous AG or FG hubs. Choice of Sports or Roadster headlamps.

A Dry Battery Unit which provides a constant light is available with any of the above alternatives.

**No Bicycle is complete without**

# STURMEY ARCHER



# IceniCAM

## Information Service

