

TRIUMPH *Cycles*

The Original **STURMEY-ARCHER** and Best

The Sturmeley-Archer 3-speed hub is standard on Triumph models C.T.G., C.T.L., R.T.G., R.T.L., and on the Kenilworth Tourist. It can be fitted as an extra (to order) on all other models except the "King" and "Queen of Clubs" and Juveniles. The Sturmeley-Archer 4-speed hub can also be fitted as an extra (to order) on any model except the "King" and "Queen of Clubs" and Juveniles.

Choose your hub from this complete list

RACING GEARS



AC Three Speed Hub. Close Ratio. 4.4:1, increase 18% and 7.7% decrease from normal.



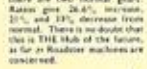
FC Four Speed Hub. Close Ratio. 4.4:1, increase 18% and 7.7% decrease from normal. Specially designed for Matchless Star Racer.

ROADSTER



AW Three Speed Wide Ratio. 3.3:1 increase, 25% decrease from normal. Specially suitable for Roadster machines.

FW Four Speed Wide Ratio



FW Four Speed Wide Ratio. They are advantages of this wide ratio set of gears, the three speed set is the best that there are. Close normal gears. Ratio, gear 26.4:1, increase 15%, gear 3.3:1, decrease from normal. There is no doubt that this is the best set of the kind as far as Roadster machines are concerned.



ABC Three Speed Wide Ratio. Increase in gear, expanding hub.



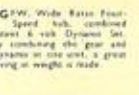
DYNOHUBS



GMA Four Speed Dynohub. Like all our Dynohubs is a completely indestructible.



AG AW Wide Ratio Three Speed Hub. Combined power & soft Dynohub.



FG FW Wide Ratio Four Speed Hub. Combined power & soft Dynohub. In use, a great saving in weight is made.

CLUB



ASC Three Speed Hub. The only Three Speed Hub manufactured in the world today. 18% and 25% decrease from direct drive.



AM Three Speed Hub. Close Ratio. 4.4:1, increase 18.4% and 7.7% decrease from normal. Specially suitable for Sports machines.



FM Four Speed Hub. Close Ratio. 4.4:1, increase 18.4% and 7.7% decrease from normal. Specially suitable for Sports machines.

TRIUMPH GUARANTEE

The Manufacturers of Triumph Bicycles hereby guarantee that all reasonable and usual guarantees are taken by them to ensure quality and reliability of the material and workmanship employed in the manufacture of their products but the damages for which they are prepared to accept responsibility in the event of defects being detected are limited to the following, viz:—

Should any defect in any material or workmanship to which this guarantee applies be detected in any new machine purchased from a particular Agent of the manufacturers, the manufacturers undertake to return the defective part to them, carriage paid, to repair the part or to supply a new part in place of the defective part free of charge. They do not accept liability for the cost of any work involved in removing a repaired or replaced part, neither do they give any express warranty in respect of Tyres, Saddles, Seats, Chains, Gears, etc., other than the usual Rider's guarantee.

This guarantee does not apply to defects caused by wear and tear, neglect, misuse or the employment of a motor attachment. When claiming under this guarantee, the claimant must send the defective part, carriage paid, to the address below, and must furnish the frame number of the machine, and name and address of Agent from whom purchased. All conditions or warranties implied by statute or otherwise are hereby excluded, and the manufacturers accept no liability for consequential loss or damage.

Prices and specifications subject to alteration without notice.



ASSOCIATED CYCLE MANUFACTURERS OF COVENTRY LTD
COVENTRY, ENGLAND

TRIUMPH CYCLES



*A TRIUMPH of Quality
Value and Reliability*

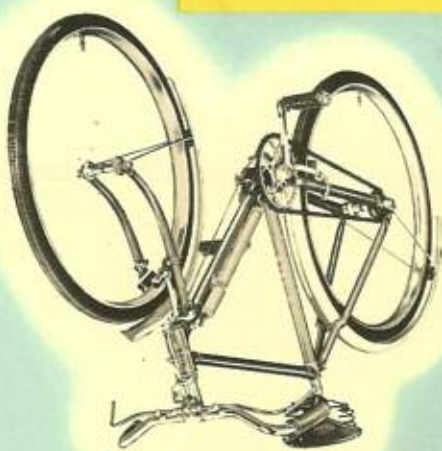
You'll Get there with a trusty TRIUMPH!



Mustang
B.M.
When a child grows out of its Triumph tricycle, this is the ideal junior machine with which to begin those early days of two-wheel riding which generally start when a youngster is between five and six years of age. These strong, Triumph Juniors, constructed of Adult Tubing, will stand up to the roughest usage. SPECIFICATION INCLUDES: 16" frame, top tube for boys model. Strong, Green or Maroon, with special "Mustang" graphics. Blue, Green or Maroon. 2 Kick Start Brakes. Available in Red. 14" wheels and cushion Tyres.



Tricycle
DE-LUXE MODEL B.M.T. (illustrated)
This tricycle will appeal to any youngster with its large roomy boot (with spring locking lid) and bright colours, combining a most attractive design with the strongest possible construction. 16" x 1 1/2" Dunlop Pneumatic Tyres and Ball-bearing head, bottom bracket and rear drive ensure the easiest ride of all. Available in Red, Blue, Green and Maroon. Similar to above but with Plain Bearing Bottom Brakes and rear drive. 14" wheels and cushion Tyres.



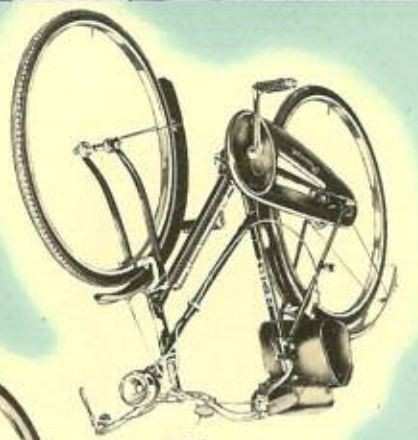
Mustang juvenile
B.J.
Suitable for children between the ages of eight and twelve years of age according to height. Built exactly like an adult machine, it is of extremely robust construction, so very necessary where hard riding. SPECIFICATION INCLUDES: 18" frame, 24" x 1 1/2" Westwood rim fitted with Dunlop Tyres. Special "Triumph" mudguards, 2 Roller Cover fenders. Complete with tool bag, foot, pump and fixed reflector. Specially "Mustang" graphics. Available in Red, Blue, Maroon or Green with gloss enamel with black. SPECIFICATION INCLUDES: 21" x 27" or 23" fully brazed frame with olive green or maroon at no extra charge. riding in all weathers. Attractively finished in black, which is now so very popular for all-year-round, example of the de-luxe Sports Tourist machine. This Popular Triumph model is a particularly fine



MODEL C.T.G.
This Popular Triumph model is a particularly fine example of the de-luxe Sports Tourist machine, which is now so very popular for all-year-round, riding in all weathers. Attractively finished in black, olive green or maroon at no extra charge. SPECIFICATION INCLUDES: 21" x 27" or 23" fully brazed frame with olive green or maroon at no extra charge. riding in all weathers. Attractively finished in black, which is now so very popular for all-year-round, example of the de-luxe Sports Tourist machine. This Popular Triumph model is a particularly fine



The Prince & Princess
LADIES MODEL C.T.L.
This magnificent luxury machine—truly the completely equipped bicycle—has been specially designed for safety and comfort. It is beautifully finished in a delicate shade of olive green and has won the admiration of thousands of cyclists at home and abroad. FULL LUXURY SPECIFICATION INCLUDES: 21" x 27" or 23" x 23" narrow section Westwood wheels; Sturmeley-Archer 3-speed or 4-speed hubs with exclusive Triumph forks and Colbatch gearcases. Complete with Matching Down "Princess" reflector, etc. SPECIFICATION as Gent's model but with staggered down tube, 21" x 27" or 23" x 23" narrow section Westwood wheels; Sturmeley-Archer 3-speed or 4-speed hubs with exclusive Triumph forks and Colbatch gearcases. Complete with Matching Down "Princess" reflector, etc. colours available at no extra charge on both models if required.



TRIUMPH
Models
with COMPLETE equipment
Outstanding

TRIUMPH
Juveniles & Tricycles

TRIUMPH

OF QUALITY VALUE & RELIABILITY



Kenilworth

The Lightweight Tourist machine is becoming increasingly popular with cyclists everywhere. The 'Kenilworth' has the performance and manoeuvrability of a lightweight, plus the elegance and comfort of a tourist.

SPECIFICATION INCLUDES: 21", 22" or 23" frame, made of Reynolds 531 tubing and forks with solid, drop-out ends; 26" x 1 1/2" Endrick rims; Sturmey-Archer 3-speed hub; Dunlop 'Tourist' Tyres; 'Allrounder' handlebar bends; close-up steel extension. Finished in rich Flambouyant or Polychromatic colours, lined in gold. Complete with Large Touring Bag, 'Hockey-stick' chain guard, Lightweight rubber pedals, Tools, etc.

LADIES MODEL

Specification as Gent's model but with staggered down tube; frame sizes 21" & 22".



MODEL CF/C

Popular Tourist

A light and lively machine, the Triumph Popular Tourist will appeal to all those looking for an all purpose mount capable of withstanding many years of hard riding. Sturmey-Archer Dynohub lighting (as shown) may be supplied as additional equipment.

SPECIFICATION INCLUDES: 21", 22" & 23" frame with drop-out fork ends; 26" x 1 1/2" Endrick rims with Dunlop 'Sports' Tyres. All usual parts bright chrome plated. Finished in lustrous Black Enamel and gold lining. (Colour finish available at small extra charge). Complete with Tool Bag, Tools, Pump and Reflector.

LADIES MODEL CM/C

Specification as Gent's model but with staggered down tube; 21" or 22" frame; 'Hockey Stick' Chain Cover.



Light Roadster

MODEL FC

A low priced all purpose Light Roadster for town or country use. Like all Triumph models, this machine is built from the highest grade steel tubing and all bright parts are heavily chrome plated.

SPECIFICATION INCLUDES: 20", 22" & 24" frame with 26" x 1 1/2" Westwood rims and Dunlop 'Roadster' Tyres; North Road Raised handlebars and Roller Lever brakes. Lustrous black enamel finish and gold lining (colour finish at small extra charge). Complete with Tools, Toolbag, Pump and Reflector.

LADIES MODEL MC

Specification as Gent's model with staggered down tube; frame sizes 20" & 22"; 'Hockey Stick' Chain Cover.



Jack of Clubs & Maid of Clubs

This Sports model is distinctive for its brilliant colour finishes and large decorative transfers. It is supplied in Polychromatic or Flambouyant colours, including new and exclusive 'Peak' finish at no extra cost.

SPECIFICATION INCLUDES: 21", 22" & 23" frame with cut-away lugs and solid, drop-out fork ends; 26" x 1 1/2" Endrick rims with Dunlop 'Sports' Tyres. Racing hubs (rear double-sided); Racetrack pedals; 'Maes' handlebar bends with forward extension. Complete with Tools, White Inflator, Holdall bag and Reflector.

LADIES MODEL

Specification as Gent's model but with staggered down tube; frame sizes 21" & 22"; North Road Dropped handlebars and Rubber Pedals.



King of Clubs & Queen of Clubs

MODEL 21/C

A first-class sports machine equipped with Benelux 3-speed gear for long distance riding. This attractive mount is finished in Brilliant Flambouyant or Polychromatic colours with large decorative transfers.

SPECIFICATION INCLUDES: 21", 22" & 23" frame; 26" x 1 1/2" Endrick rims with Dunlop 'Silver-Sprite' Tyres. 'Maes' pattern handlebar bends and steel forward extension. Racetrack pedals. Leatheries L-404 racing saddle, and Lightweight celluloid mudguards. Complete with Large Touring Bag, Tools, White Celluloid Inflator and fited Reflector.

LADIES MODEL 22/C "QUEEN OF CLUBS"

Specification as Gent's model but with staggered down tube frame, North Road dropped handlebars and rubber pedals.



Chain wheel

Another Triumph feature of rigidity and strength. Only the highest quality steel is used and high precision machine tools ensure strict accuracy. The finish is in Quality-chrome plate.

Triumph Features

Mudguards

Manufactured from the highest grade steel; special Triumph design known the world over. The front mudguard is fitted with a new spear-point extension with chrome motif (as illustrated).



Forks

All Triumph models are now fitted with this redesigned fork which is fully resilient and exceptionally strong. The crown cover (as shown) is finished in quality chrome plate.

See this brilliant range of new Triumph models now on show at your local dealer. There's a Triumph of quality, value and reliability in every model—whether designed for sporting, touring or everyday use.



Torrington

Top of its class, the new Torrington carries a specification worthy of such a thoroughbred.

FULL SPORTS RIDER'S SPECIFICATION INCLUDES: Frame made of High Carbon 'TRITON' tubing with cutaway lugs; 72 1/2" Head; 70 1/2" Seat Angles and Short rake forks, giving 41" wheel base. Sizes 21", 22" or 23"; 26" x 1 1/2" Endrick rims; drop out racing hubs, fitted with Dunlop 'Sprite' Tyres. 'Maes' Alloy handlebar bend with 3" 'Clear' featured steel extension. Racetrack pedals and 5-pin detachable chainwheel. G.B. Alloy brakes with hooded levers, quick release Lightweight celluloid mudguards and Leatheries L-404 racing saddle. Available in rich Flambouyant Burgundy, Blue, Green, Cherry or Magenta, with large decorative transfers. Complete with Large Touring Bag, Tools, etc.

LADIES MODEL

Specification as Gent's model but with 21" or 22" staggered down tube frame.



Light Tourist

MODEL RTG

One of today's best sellers in machines of the Light Tourist type. This model is a general all-purpose mount, finished in black, maroon or olive green. Sturmey-Archer Dynohub lighting (as shown) supplied as additional equipment.

SPECIFICATION INCLUDES: 20", 22" or 24" frame, special 'Triumph' forks and Oilbath gearcase; 26" x 1 1/2" Westwood rims; Sturmey-Archer 3-speed hub and Dunlop 'Roadster' Tyres. Finished in lustrous Black Enamel, also available in colour at no extra charge. Complete with Bag, Tools, Pump and Reflector.

LADIES MODEL RTL

Specification as Gent's model but with staggered down tube; frame sizes 20" & 22".

POLICE MODEL

Specially designed for Police Duties.

Similar to RTG, but with double top tube frame (in 24" or 26" sizes) for extra strength; 26" or 28" wheels optional.

Jack of Clubs & Maid of Clubs

SPECIAL TOURIST MODELS

This entirely new model has been specially introduced to meet the demands of those riders who are looking for a low-priced tourist machine of this type.

NOTE THESE SPECIAL FEATURES: 26" x 1 1/2" Endrick rims, Dunlop 'Sports' Tyres, 'Allrounder' handlebar bends, steel extension, 'Lyette' mattress saddle, White Celluloid 'quick-release' mudguards. Head and Down tubes finished in high-gloss white enamel (with extending peak on top tubes) in rich contrast to the brilliant finish of the rest of the frame; available in Blue, Green, Cherry, Burgundy or Magenta; large decorative transfers. Complete with Holdall Bag, Tools, Polished Alloy Inflator, fited Reflector, and 'Hockey-stick' chain guard.

LADIES MODEL

Specification as Gent's model but with staggered down tube frame.



Have a good run for your money—with a TRIUMPH Cycle!

TRIUMPH



Cycles

RETAIL PRICES

As from APRIL, 1953

(Specifications and prices shown in this list are subject to alteration without notice)

MODEL No.	MODEL		RETAIL LESS TAX	PURCHASE TAX	TOTAL RETAIL INCL. TAX
C.T.G.	† GENT'S SPORTS TOURIST With oilbath gearcase and S.A. 3-speed gear	Black or Bronze Green finish	14 1 3	2 9 3	16 10 6
C.T.L.	† LADY'S SPORTS TOURIST With oilbath gearcase and S.A. 3-speed gear	Black or Bronze Green finish	14 1 3	2 9 3	16 10 6
C.F./C.	* GENT'S POPULAR SPORTS TOURIST	Black, lined Gold Colour	11 17 10 12 5 11	2 1 8 2 3 1	13 19 6 14 9 0
C.M./C.	* LADY'S POPULAR SPORTS TOURIST	Black, lined Gold Colour	11 17 10 12 5 11	2 1 8 2 3 1	13 19 6 14 9 0
R.T.G.	† GENT'S LIGHT TOURIST With oilbath gearcase and S.A. 3-speed gear	Black or Bronze Green finish	14 1 3	2 9 3	16 10 6
R.T.L.	† LADY'S LIGHT TOURIST With oilbath gearcase and S.A. 3-speed gear	Black or Bronze Green finish	14 1 3	2 9 3	16 10 6
10/C.	†* GENT'S "JACK OF CLUBS"	Colour finish	12 6 5	2 3 1	14 9 6
—	†* GENT'S "JACK OF CLUBS" TOURIST	Colour finish	12 14 11	2 4 7	14 19 6
14/C.	†* LADY'S "MAID OF CLUBS"	Colour finish	12 6 5	2 3 1	14 9 6
—	†* LADY'S "MAID OF CLUBS" TOURIST	Colour finish	12 14 11	2 4 7	14 19 6
21/C.	GENT'S "KING OF CLUBS" With Derailleur type gear	Colour finish	15 3 10	2 13 2	17 17 0
22/C.	LADY'S "QUEEN OF CLUBS" With Derailleur type gear	Colour finish	15 3 10	2 13 2	17 17 0
—	†* "TORRINGTON" SPORTS (Gent's or Lady's)	Colour finish	14 9 4	2 10 8	17 0 0
—	†* IMPERIAL	Colour	21 5 2	3 14 4	24 19 6
—	† "KENILWORTH" "531" (Gent's or Lady's) Alloy fittings, cell, guards & S.A. 3-speed gear	Colour finish	15 19 2	2 15 10	18 15 0
—	† "PRINCE" & "PRINCESS" With Full Luxury Specifications including Sturmey-Archer A.G. Dynohub	Colour finish	17 8 6	3 1 0	20 9 6
D.C.	* GENT'S ROADSTER	Black, lined Gold Colour	11 0 10 11 8 11	1 18 8 2 0 1	12 19 6 13 9 0
G.C.	* LADY'S ROADSTER (Loop Frame)	Black, lined Gold Colour	12 14 11 13 3 0	2 4 7 2 6 0	14 19 6 15 9 0
F.C.	* GENT'S LIGHT ROADSTER	Black, lined Gold Colour	11 0 10 11 8 11	1 18 8 2 0 1	12 19 6 13 9 0
M.C.	* LADY'S LIGHT ROADSTER	Black, lined Gold Colour	11 0 10 11 8 11	1 18 8 2 0 1	12 19 6 13 9 0
—	† POLICE MODEL (Double Top Tube)	Black or Bronze Green finish	14 9 4	2 10 8	17 0 0
—	MOTORISED ATTACHMENT MODEL (Less Rear Wheel)	Grey	10 14 0	1 17 6	12 11 6

Models marked * can be supplied to order with Sturmey-Archer A/W 3-speed Hub for £2 0 9 extra, or with Medium Ratio, A/M Gear, £2 6 5 extra (incl. tax). Models marked † include Sturmey-Archer A/W 3-speed Hub in the standard specification but can be supplied to order with the F/W 4-speed Hub 4/10 extra (incl. tax). Models marked ‡ £2 16 1 extra for Benelux or Simplex 3-speed.

FOR JUVENILE PRICES — PLEASE SEE OVER

TRIUMPH

JUVENILES, PAVEMENT CYCLES, TRICYCLES

RETAIL PRICES

As from APRIL, 1953

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MODEL No.	MODEL		RETAIL LESS TAX	PURCHASE TAX	TOTAL RETAIL INCL. TAX
B.J.	BOY'S "MUSTANG" JUVENILE	Colour finish	10 17 0	1 18 0	12 15 0
G.J.	GIRL'S "MUSTANG" JUVENILE	Colour finish	10 17 0	1 18 0	12 15 0
B.M.	BOY'S "MUSTANG" MINIATURE	Colour finish	9 13 7	1 13 11	11 7 6
G.M.	GIRL'S "MUSTANG" MINIATURE	Colour finish	9 13 7	1 13 11	11 7 6
P.B.T.	TRICYCLE (Plain Bearings)	Colour finish	7 15 4	1 7 2	9 2 6
B.B.T.	TRICYCLE-DE-LUXE (Ball Bearings)	Colour finish	9 9 4	1 13 2	11 2 6

FOR CYCLE PRICES — PLEASE SEE OVERLEAF

STURMEY-ARCHER DYNO-HUB LIGHTING UNITS

These popular lighting units may now be fitted to all standard machines in the 1953 Triumph range. Details and prices of the various types of Sturmey-Archer Lighting equipment are shown below. (The Triumph "PRINCE" & "PRINCESS" are supplied with A.G. Lighting equipment as a standard fitting at no extra charge).

Code Ref.	DESCRIPTION	RETAIL LESS TAX	PURCHASE TAX	TOTAL RETAIL INCL. TAX
G.H.6	Front Hub Unit	2 8 10	8 7	2 17 5
A.G. Hub	Rear Unit incorporating 3-speed	3 11 6	12 6	4 4 0
F.G. Hub	Rear Unit incorporating 4-speed	3 16 3	13 4	4 9 7
A.G. Hub	Extra charge for models already including 3-speed in specification	1 16 10	6 5	2 3 3
F.G. Hub	Extra charge for models already including 3-speed in specification	2 1 7	7 3	2 8 10
D.B.U.	Dry Battery Unit	8 6	1 6	10 0

N.B.—WHEN ORDERING DYNO-HUBS PLEASE STATE IF REQUIRED WITH OR WITHOUT D.B.U.
* All Orders accepted at price ruling at Date of Delivery. Specifications subject to alteration without notice.

GUARANTEE

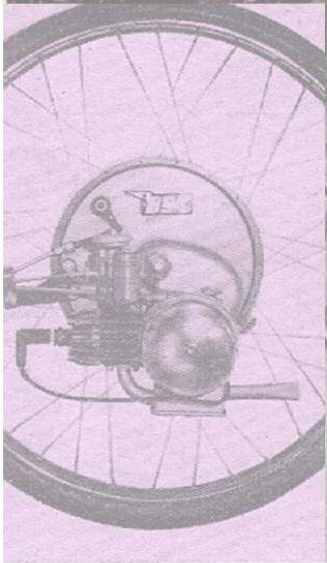
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ASSOCIATED CYCLE MANUFACTURERS OF COVENTRY LTD. · TRIUMPH WORKS · COVENTRY

IceniCAM Information Service



www.icenicam.org.uk