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National Cycle Archive



MS. 32A. 1512

Marshall

1904.

GLORIA

TELEGRAPH: "GLORIA, COVENTRY.

TELEPHONE
No 382.
COVENTRY.

CABLE CODE USED.
AI AND ABC



MANUFACTURED BY

The Gloria
Cycle Co., Ltd.

COVENTRY.

1904

ALL PREVIOUS LISTS CANCELLED.



GLORIA CYCLE WORKS,

COVENTRY,

JANUARY, 1904.

“A Perfect Cycle at a Low Figure.”

IT is a common saying now-a-days that the Acme of Perfection as regards the Construction of a Bicycle has been reached, but judging from the practical standpoint we venture to disagree. Practical and Theoretical Perfection are entirely two different things.

It is not egotism or self-flattery which leads us to think that all our endeavours are aimed at gaining for our manufacture the reputation of having succeeded to Practical Perfection.

Our endeavours in this respect have been fully responded to by the Buying Public, as is amply evident by the fact that we have increased our sales in one short year by about 50%. This support makes us bold to claim the right of styling ourselves the Manufacturers of a “Perfect Cycle at a Low Figure.”

Our range of Models is sufficient to meet the requirements

Long Wheelbase.

We increased our Wheelbase last year on the conviction that the principle is a correct one. This has been amply verified by the success we have obtained by adopting it. The strain being distributed over a larger surface by placing the Friction Centres further apart—this gives greater resilience and results in additional comfort to the rider, as well as in the durability of the machine. This important feature, in addition to the following specialities, will be retained in all our Models for 1904:—

Compensating Back Rim Brake.
Tapered D Front Forks.
Slotted Front Fork-end Lugs.
Flush-jointed Box Fork-crown.
Oval Chain Stays, and
Oval Cranked Back Stays.

All these are well-worthy of consideration of intending Purchasers.

The Modele Riche has been entirely re-designed. This Bicycle is fitted with Roman Rims, Brookes' Saddle, is lined in two colors, finished in a superior manner, and is listed at £12 12s. 0d. It is in every respect a smart machine, needing no further eulogy from the makers; commending itself as a Cycle of Sterling Worth.

In conclusion, we again point out that "THE GLORIA" is a bicycle which gives no trouble, costs nothing for repairs, and clings to life with great tenacity—in fact, *will not wear out.*

The Gloria Cycle Co., Ltd.,
Coventry.

GUARANTEE

WE give the following guarantee with our machines instead of the guarantee implied by statute, or otherwise, as to the quality or fitness for the purpose of cycling of goods supplied by us; any such implied guarantee being in all cases excluded.

In the case of machines which have been used for "hiring-out" purposes, no guarantee of any kind is given, or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for one year only from the date of purchase, and the damages for which we make ourselves responsible under this guarantee are limited to the cost of repairs to the cycle. We undertake, subject to the conditions mentioned below, to make good at any time within a year any defects in these respects in our cycles. This guarantee does not apply to defects caused by wear and tear, misuse, or neglect.

Conditions of Guarantee.

If a defective part should be found in any of our machines, it must be sent to us by passenger train, carriage paid, and accompanied by an intimation from the sender that he desires to have it repaired free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the name of the agent from whom he purchased, and the date of the purchase.

Failing compliance with the above, no notice will be taken of anything which may arrive, but such articles will lie here at the risk of senders, and this guarantee, and any implied guarantee, shall not be enforceable.

We guarantee only those machines which are bought either direct from us or from one of our duly-authorized agents, and under no other conditions.

We do not guarantee the specialities of other firms, such as tyres, saddles, chains, gear cases, etc., supplied with our cycles or otherwise. We endeavour to secure the highest quality of these articles, and the makers whose names usually appear thereon are, nearly in every case, willing to replace any defective part, and we will at all times furnish the maker's name as a proof of the quality.

The Term Agent

is used in a complimentary sense only, and those firms whom we style our agents are not authorised to advertise, incur any debts, or transact any business whatsoever on our account, other than the sale of goods which they may purchase from us; nor are they authorised to give any warranty or to make any representation on our behalf other than those contained in the above guarantee.

TERMS OF BUSINESS

Payment.

In all cases where we have no ledger account an invoice will be submitted to intending purchasers, on payment of which the goods will be forwarded, or approved references must be given.

Repairs.

Repairs are charged at nett cash prices in all cases. Machines or parts for repair must be forwarded carriage paid to the works, with sender's name attached.

Carriage.

Carriage in all cases to be paid by the customer. Machines are signed for by the railway companies as being received in good condition. Unless otherwise ordered, bicycles are consigned at the lowest rates, that is, at consignee's risk.

Packing.

Crates and cases, being charged at less than cost price, are not returnable. We charge for single bicycle or safety crates, 1s. 6d. ; double, for two ditto, 2s. Closed cases for shipment are charged at, for one bicycle or safety, 10s. ; two, 12s. 6d. ; three, 15s. ; four, 17s. 6d. ; six, 20s. ; all including pitch-paper lining. Tin lining, if required, is charged extra—at cost price.

Easy Payment System.

Any of our cycles may be obtained from our head office or through our agents on our easy payment system.

The machine becomes the property of the purchaser as soon as the first installment is paid and the agreement signed. This is NOT the hire purchase system.

A special pamphlet dealing fully with this system will be sent to any address post free on application.

CODE WORDS

Telegraphic Address: "GLORIA, COVENTRY."

Telephone 382, COVENTRY.

"Glorias."

| | | | |
|-------------------------------|------------------------|--------------|----------|
| Standard Fixed Wheels. | | | |
| Model A | Roadster | 24 in. frame | Art |
| " AA | " | 26 in. " | Add |
| " AAA | " | 27 in. " | Admire |
| Standard Free Wheels. | | | |
| Model A | Roadster | 24 in. frame | Best |
| " AA | " | 26 in. " | Ball |
| " AAA | " | 27 in. " | Bath |
| Standard Fixed Wheels. | | | |
| Model C | Road Racer | 24 in. frame | Cart |
| " CC | " " | 26 in. " | Cab |
| " CCC | " " | 27 in. " | Carriage |
| Standard Free Wheels. | | | |
| Model B | Special Light Roadster | 24 in. frame | Dash |
| " BB | " " " | 26 in. " | Dark |
| " BBB | " " " | 27 in. " | Day |
| Standard Fixed Wheels. | | | |
| Model L | Lady's | 21 in. frame | Lovely |
| " LL | " | 23 in. " | Lady |
| " LLL | " | 25 in. " | Latest |
| Standard Free Wheels. | | | |
| Model L | Lady's | 21 in. frame | Serene |
| " LL | " | 23 in. " | Simple |
| " LLL | " | 25 in. " | Sand |

Gloria "Modele Riche."

| | | | |
|---------|----------------|--------------|--------|
| Model M | Roadster | 24 in. frame | Mat |
| " MM | " | 26 in. " | Match |
| " MMM | " | 27 in. " | Manage |
| " O | Light Roadster | 24 in. " | Owe |
| " OO | " | 26 in. " | Over |
| " OOO | " | 27 in. " | Often |
| " P | Lady's | 21 in. " | Please |
| " PP | " | 23 in. " | Penny |
| " PPP | " | 25 in. " | Pound |

The above Code Words represent standard patterns only. Any deviation or addition to specifications must be stated on cablegram.



Construction.

All the materials used in the construction of our cycles are selected, and of the best.

The workmanship is carefully examined, and none but skilled workmen are employed.

Every part has been designed on mechanical principles, great care being taken that strength should not be sacrificed in reducing the weight.

One of the most important features in the construction of our models is the increase of the wheelbase to 47 inches, our conviction being amply verified by the success we obtained in 1903, that by this principle we are adding life to the machine, and giving greater comfort to the rider.

Frame.

Weldless tubing (carefully selected), great attention being paid to the gauges, so that the proper strength should be used to equalise the strain.

Oval section back stays and compression stays, which are brazed to the fork-ends, are fitted to our "Standard Gloria" and "Modele Riche."

Bearings.

All bearings, including hubs, bottom brackets, head, etc., are carefully hardened and ground to gauge by special machinery to ensure the smoothness of their running.

Balls of superior quality, and gauged to a 1,000th part of an inch.

The "Gloria"—A perfect cycle at a low figure.

Chain Wheel.

Our principle of fixing the bracket chain wheel to the axle is simple and secure.

The boss on the wheel receives the axle, and the crank fits over the same, both being fixed together by one cotter-pin, making them easily detachable.

Teeth of Wheels.

The utmost care is exercised in milling and finishing the teeth in order to secure positive accuracy of pitch.

Chain Adjustment.

By loosening both nuts on the axle, tighten the chain by turning the square nuts on the end of the adjustment, taking care to keep the wheel in the centre of back forks

Wheels.

We claim to make perfect tangent wheels of great accuracy and strength, using spokes of a special high tension wire, carefully bent at the flanges so as to avoid all possibilities of breaking.

Handle-bars.

We make five types of bars—

No. 1 is an upturned bar fashionable for both ladies' and gents' cycles, which we recommend, giving the rider an upright, comfortable position.

No. 2 is a flat bar.

No. 3, a forward dropped one for speed purposes.

No. 4, slightly raised cow horn—made to order.

No. 5, slightly dropped cow horn—made to order.

Cranks.

Made of a special quality crucible spring steel, and tested both for bending and twisting strains.

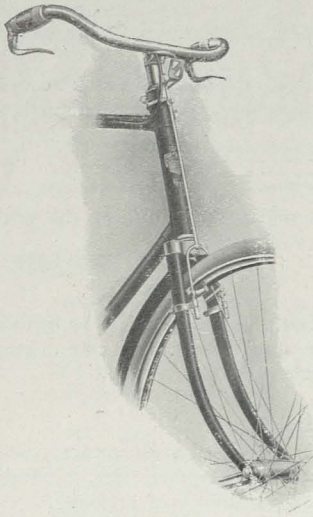
Brake and Mudguards.

Both are readily detached. The mudguards leaving no lug on the back stays.

Finish.

We pay great attention to the plating and enamelling of the "Gloria," and can safely guarantee that they are of the best and will withstand any reasonable wear. We have much improved the finish of our machines.

For Extras see page 22.



Front Rim Brake.

FITTED TO ALL
FREE-WHEEL MODELS.

We claim to have one of the neatest and most effective brakes on the market. The illustration and description shown will convince the reader of its utility.

Although using the Bowden wire, we have so arranged that none of it is exposed. Having done away with the old style of lever both of the Bowden and plunger type, by means of an inverted lever, the wire passes through the bar from lug to lever.

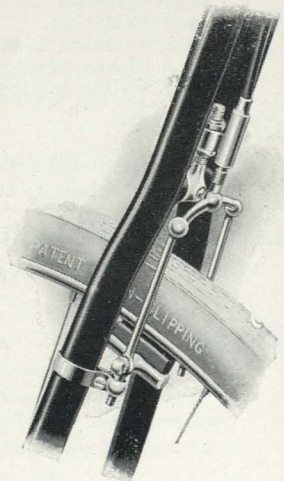
The brake is easily applied with the left hand, without effort or strain.

Back Rim Brake.

FITTED TO ALL
FREE-WHEEL MODELS.

This brake has been constructed on the same lines as our front rim brake—extremely neat and light, and easily adjusted—working behind the back stays in compensating ball slides attached to each stay in the form of a clip, a concealed spring being used, which easily releases the brake shoes from the rim.

The Bowden wire is used with this device attached to an inverted lever, corresponding with the one used for the front rim brake. This is undoubtedly the greatest novelty in brakes on the market, and exceptionally powerful.

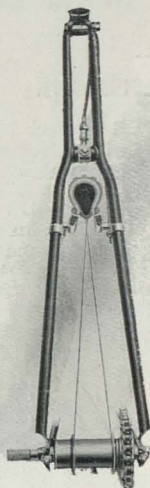


Cranked Oval Back Forks.

FITTED TO ALL MODELS.

The illustration clearly shows the design of our back forks.

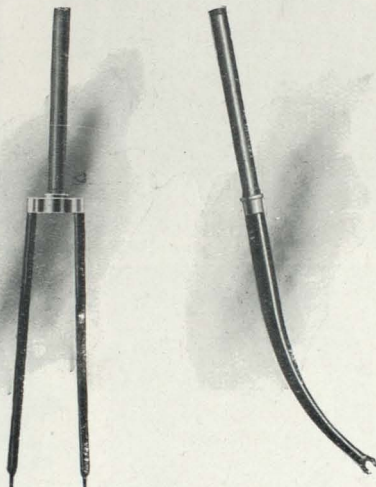
The cranked oval section, forming a fixed joint at the fork ends, greatly improves the appearance of the frame.



Tapered D - shape Front Forks.

FITTED TO ALL MODELS.

We shall continue to use our special front fork blade introduced last year, it is designed on an excellent principle, giving at once STRENGTH and ELASTICITY. The D section is pronounced as it joins the crown, then gradually tapers off with an extremely graceful curve, terminating in a lug, slotted to receive the wheel spindle; a shouldered nut is inserted to keep the wheel in position. This device enables the wheel to be taken out at any time without expanding the fork blades.



The utility of these forks will at once be apparent, the tapered section allowing a distribution of the strain, which is at all times great on this portion of the cycle.

In bringing forward this excellent improvement, we are at once making our cycles GRACEFUL IN DESIGN, beside ADDING STRENGTH where it is mostly required.

Gloria Ball-bearing Free-Wheel Clutch.

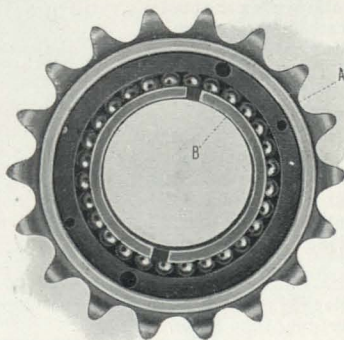
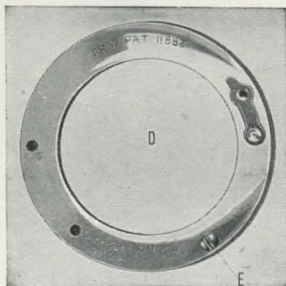
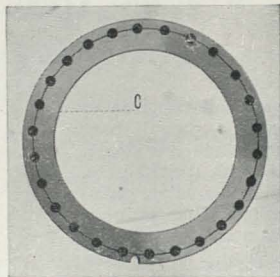
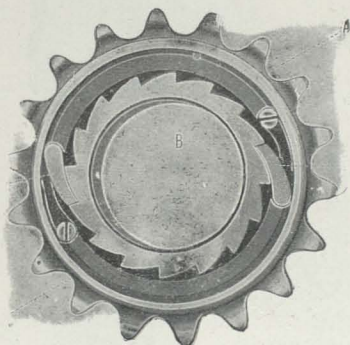
PATENT 11,883.

Description.

The block below will give a good idea of the mechanism of this successful device, the pawl and ratchet principle meeting with the approval of the cycle world.

The pawls are carefully hardened and tempered, and every care taken to turn out an article worthy of its name; the action is instantaneous.

The main feature of this clutch is the easy adjustment of the ball bearings, by which the wear is taken up, thus preventing the parts from getting into a loose and shaky condition.



A—Outer Ring and Cone.
B—Ratchet and Bearing Collar.

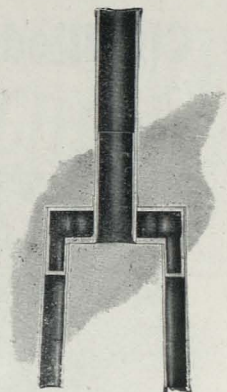
C—Adjustment Cone.
D—Locknut.

E—Locking Screw.
F—Pawls.

Crown.

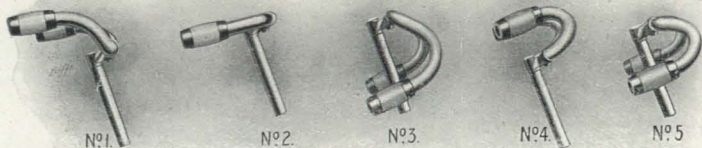
FITTED TO ALL MODELS.

Flush jointed, box pattern, D-section blades are specialities in themselves, and for appearance and strength cannot be surpassed. The blades take a continuous sweep from wheel centre to top of crown without visible joints. The large brazing surface making extremely strong and durable forks.



Handle-bars.

All our models are fitted with $\frac{7}{8}$ in. diameter bars with a neat forward lug.



- No. 1, upturned, 15 in. wide $\times \frac{7}{8}$ in., forward lug, for models A, B, L, M, P.
No. 2, flat, 15 in. ,, $\times \frac{7}{8}$ in., ,, ,, fitted to order.
No. 3, dropped 15 in. ,, $\times \frac{7}{8}$ in., ,, ,, for model C.
No. 4, slightly upturned. 15 in. wide $\times \frac{7}{8}$ in. forward lug, fitted to order.
No. 5, ,, dropped, 15 in. ,, $\times \frac{7}{8}$ in. ,, ,, ,,

Nos. 4 and 5 are special bars of the cow-horn type.

The "MODELE RICHE." A Classy Cycle at a reasonable price.

The Modele Riche "Gloria."

ROADSTER.
Model M.

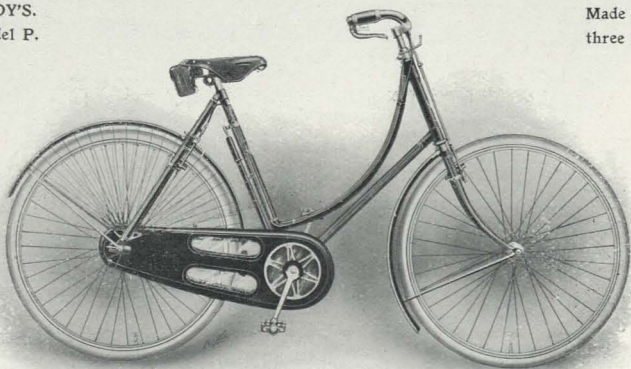
Made in
three sizes.



Model M, 24 in. frame; Model MM, 26 in. frame; Model MMM, 27 in. frame;
22 in. frame to order.

LADY'S.
Model P.

Made in
three sizes.



Model P, 21 in. frame; Model PP, 23 in. frame; Model PPP, 25 in. frame.

MODELE RICHE

Model M, Gent's.

THIS model is the highest grade in quality and finish we make, and is fitted with all the latest improvements and specialities.

Specification of Standard Pattern.

Frame.—Best weldless tube, oval compression and back stays.

Wheels.—28 in. \times 1½ in.

Rims.—Roman rims, enamelled centres, edged with fine red line.

Tyres.—Dunlop.

Bearings.—Dustproof, oil-retaining.

Free-wheel.—Ball clutch. (See page 12.) Patent No. 11,883.

Brakes.—Front and back rim (see page 10), fitted with two inverted levers.

Cranks.—7 in. to all gents' models.

Tread.—5 in. gear case clearance.

Steering Lock.—Improved pattern.

Handle-bars.—No. 1, upturned; Nos. 2, 4 and 5 to order.

Guards.—Detachable.

Pedals.—Rubber, best quality.

Chain Wheels.—48 \times 20 = 68 in.

Chain.—½ in. pitch roller.

Saddle.—Brooks' B 20, plated spring.

Finish.—Finest black enamel, bright parts heavily plated, tools, toolbag, celluloid pump and metal clips, lined out in two colours.

Weight.—About 32 lbs.

Model O, Gent's Light Roadster.

FRAME built with 4¼ in. tread, no gear case clearance. Rat-trap pedals.

8 $\frac{1}{2}$ Gear 48 \times 18 = 75 in. 52 T and 56 T chain wheels to order.

WEIGHT about 29 lbs.

Model P, Lady's Bicycle.

In addition to above specification the following requisites are fitted:—

Best leather gear case, with celluloid panels; detachable dressguards; 6½ in. cranks; gear, 62 in.

Price

(FOR THE UNITED KINGDOM ONLY):

| | | | | | |
|---|-----|-----|-----|----|---|
| With Dunlop tyres, nett cash | ... | ... | £12 | 12 | 0 |
| On the Hire Purchase or Exchange System | | | 14 | 14 | 0 |

For extras, see page 22.

No. 1. — as per Marshall's Letter.

“Gloria” Roadster.

Model A.

Made in three sizes.




Model A, 24 in. frame ; Model AA, 26 in. frame ; Model AAA, 27 in. frame ;
22 in. frame made to order.

Price :

| | | | |
|-------------------------------|--------|----------|----------|
| With Dunlop or | | } | £10 10 0 |
| Clipper Reflex wired-on Tyres | | | |

The “Gloria”—A perfect cycle at a low figure.



GLORIA ROADSTER

Model A.

THIS machine is built up on the most approved lines, and will give great satisfaction to the rider for use on any roads, on account of its easy running and general stability.

It is made of the finest quality material throughout, and fitted with all our latest improvements.

It will give no trouble, its construction being very carefully thought out, and, as our testimonials will prove, it will give points to many higher priced machines.

Specification of Standard Pattern.

Frame.—Best weldless tube, oval compression and back stays.

Wheels.—28 in. \times 1½ in.

Rims.—Westwood, plated, enamelled centres, red lined.

Tyres.—Dunlops.

Bearings.—Dustproof, oil-retaining.

Free-wheel.—Ball clutch. (See page 12.) Patent No. 11,883.

Brakes.—Back rim and front rim (see page 10), both with inverted levers.

Cranks.—7 in. to all gents' models.

Tread.—5 in., gear case clearance.

Steering Lock.—Improved pattern.

Handle-bars.—No. 1, upturned; Nos. 2, 4 and 5 to order.

Guards.—Detachable.

Pedals.—Rubber, best quality.

Chain Wheels.—48 \times 20 = 68 in.

Chain.—½ in. pitch roller.

Saddle.—Special quality, plated springs.

Finish.—Finest black enamel, bright parts heavily plated, tools, toolbag, inflator, and metal clips.

Weight.—About 32 lbs.

Price

(FOR THE UNITED KINGDOM ONLY):

| | |
|---|----------|
| With Dunlop or Clipper Reflex wired-on tyres, nett cash | £10 10 0 |
| On the Hire Purchase or Exchange System ... | 12 12 0 |

For extras, see page 22.

Lady's "Gloria."

Model L.

Made in three sizes.



Model L, 21 in. frame; Model LL, 23 in. frame; Model LLL, 25 in. frame.

Price :

| | | | | | | | |
|--------------------------------|-----|------|-----|-----|-----|----|---|
| With Dunlop or | ... | ...) | ... | ... | £10 | 10 | 0 |
| Clipper Reflex wired-on Tyres) | | | ... | ... | | | |

The "Gloria"—A perfect cycle at a low figure.

LADY'S GLORIA.

THIS model has found great favour with ladies in the past, and is well-known as a high-class bicycle. It is easy running, very strong, and reliable in all parts. It has been in great demand, and will, we are sure, continue to be, being fitted with all possible improvements.

Specification of Standard Pattern.

Frame.—Best weldless tube, oval compression and back stays.

Wheels.—28 in. × 1½ in.

Rims.—Westwood, plated, enamelled centres, and red lined.

Tyres.—Dunlops.

Bearings.—Dustproof, oil-retaining.

Free-wheel.—Ball clutch. (See page 12). Patent No. 11,883.

Brakes.—Back rim and front rim (see page 10), both with inverted levers.

Cranks.—6½ in.

Tread.—5 in.

Guards.—Detachable.

Steering Lock.—Improved pattern.

Handle-bars.—No. 1, upturned; Nos. 2 and 4 to order.

Dressguards.—Straight laced cord, easily detached.

Pedals.—Rubber, best quality.

Gear Case.—Leather, double panel.

Chain Wheel.—44 × 20 = 62 in.

Chain.—½ in. pitch roller.

Saddle.—Special quality, plated spring.

Finish.—Finest black enamel, bright parts heavily plated, tools and tool-bag, inflater, and metal clips.

Weight.—About 32 lbs.

Price

(FOR THE UNITED KINGDOM ONLY):

| | | | | | |
|---|-----|-----|-----|-----|----------|
| With Dunlop or Clipper Reflex wired-on tyres, | | | | | |
| nett cash | ... | ... | ... | ... | £10 10 0 |
| On the Hire Purchase or Exchange System | ... | | | | 12 12 0 |

For extras, see page 22.

Special Light Roadster.

Model B.

Made in three sizes.



Model B, 24 in. frame; Model BB, 26 in. frame; Model BBB, 27 in. frame.
22 in. frame made to order.

Model C.

Made in three sizes.



FIXED WHEEL.

Model C, 24 in. frame; Model CC, 26 in. frame; Model CCC, 27 in. frame.
22 in. frame made to order.

GLORIA LIGHT ROADSTER

Model B.

THIS model is specially designed to obtain the maximum strength with minimum weight. We can honestly recommend this machine to all riders who consider weight to be one of the chief characteristics in deciding on their new mount. The greatest attention has been paid to this feature, and we consider we have obtained a result where weight is compatible with safety.

We are building this machine with a $4\frac{1}{4}$ in. tread, which will not allow a gear case to be fitted.

Standard Specification.

Frame.—Best weldless steel tube, oval compression and back stays, 7 in. cranks, steering lock, $4\frac{1}{4}$ in. tread, no gear case clearance.

Wheels.—28 in. \times $1\frac{1}{2}$ in.

Rims.—Westwood, plated, enamelled centres, fine red lines.

Tyres.—Dunlop.

Bearings.—Dustproof, oil-retaining.

Free-wheel.—Ball clutch. (See page 12.) Patent No. II,883.

Brakes.—Back and front rim (see page 10), both with inverted levers.

Handle-bar.—No. 1, upturned ; No. 2 to order.

Guards.—Detachable.

Pedals.—Rat-trap, centre strut.

Chain Wheel.—48 \times 18 = 75 in. ; 52 and 56 to order.

Chain.— $\frac{1}{2}$ in. pitch roller.

Saddle.—Special quality, plated spring.

Finish.—Best black enamel, bright parts heavily plated ; tools and tool-bag, inflator, and metal clips.

Weight.—About 29 lbs.

Price

(FOR THE UNITED KINGDOM ONLY) :

| | |
|---|----------|
| With Dunlop or Clipper Reflex wired-on tyres, | |
| nett cash | £10 10 0 |
| On the Hire Purchase or Exchange System ... | 12 12 0 |

Model C.

Fixed wheel road racer, the same specification as above, minus brakes, guards, and free-wheel. We fit a No. 3 handle-bar, or others to order, large chain wheels. Standard, 56 and 20 = 78 n.

WEIGHT,*about 26 lbs.

Price

(FOR THE UNITED KINGDOM ONLY) :

| | |
|---|---------|
| With Dunlop or Clipper Reflex wired-on tyres, | |
| nett cash | £10 0 0 |
| Hire Purchase or Exchange System ... | 12 0 0 |

For extras, see page 22.



| | "Standards." | | | "Modele Riche." | | |
|--|--------------|----|----|-----------------|----|----|
| | £ | s. | d. | £ | s. | d. |
| Special sized frames | 0 | 15 | 0 | 0 | 15 | 0 |
| Enamelling in colours | 0 | 15 | 0 | 0 | 15 | 0 |
| Lining in colours or gold bronze | 0 | 8 | 6 | | | |
| Rims and spokes finished in electric blue or green | 0 | 7 | 6 | 0 | 7 | 6 |
| Palmer tyres | 0 | 10 | 0 | 0 | 10 | 0 |
| Dunlop, Multicycle, or heavy roadster tyres ... | 0 | 5 | 0 | 0 | 5 | 0 |
| Self-sealing air-tubes, per pair, extra | 0 | 15 | 0 | 0 | 15 | 0 |
| Brookes saddles—B9, B13 | 0 | 6 | 0 | 0 | 3 | 6 |
| " " B90, B91, B85 | 0 | 7 | 6 | 0 | 5 | 6 |
| Gear cases—metal and celluloid for gents ... | 1 | 5 | 0 | 1 | 5 | 0 |
| " " " ladys | 1 | 0 | 0 | 0 | 15 | 0 |
| " metal for gents | 1 | 0 | 0 | 1 | 0 | 0 |
| " " ladys | 0 | 15 | 0 | 0 | 12 | 6 |
| Front rim brake on Model C | 0 | 15 | 0 | | | |
| Mudguards on Model C | 0 | 5 | 6 | | | |
| Two-speed hub | 3 | 0 | 0 | 3 | 0 | 0 |
| Roman rims | 0 | 15 | 0 | | | |

TESTIMONIALS

Sheriff's Office, Zeerust, Transvaal, S.A., October 10th, 1903.

Dear Sirs,—The "Gloria" machine I had sent direct from your works here I may say has given me every satisfaction, and I have covered close on 4,000 miles on it since its arrival in March—which has been for the most part over South African veldt roads.

Yours faithfully, MAX. H. SMITH,
Sub. Sheriff for Marico.

A further addition to testimonial of Mr. Max. H. Smith of Zeerust, December 5th, 1903.

You may make whatever use you like of my former letter, and I may now add that I have done a further 15 or 16 hundred miles since I wrote you. My total mileage for the nine months ended the third inst. being 5,629 miles. I have had nothing more serious than a puncture, and I have done some "climbing."

Yours faithfully, MAX. H. SMITH.

High Street, Hurstpierpoint, October 28th, 1903.

Dear Sirs,—As the season is drawing to a close, I should like to express the satisfaction I have had with the cycles I have bought from you this season, also to let you know that every customer I have supplied with your machines, has in every way been pleased with them. Wishing you a prosperous season in 1904,

I am, yours faithfully, C. OLDER.

33, Victoria Road, Dundee, October 8th, 1903.

Gentlemen,—Allow me to express my thanks for delivery during the past season. I have had between 70 and 80 "Glorias" which have given me complete satisfaction. In fact, during the five seasons I have sold "Glorias," I have had no complaints. They are really a perfect cycle at a low figure.

Yours faithfully, P. T. JACKSON.

3, Beaumont Terrace, Branksome, Bournemouth, October 10th, 1903.

Dear Sirs,—It may be of interest to you to learn that I am still riding the "Gloria" machine which I purchased from you three years ago, and although it has been run 5,833 miles it is still in good condition. It has cost me very little in repairs, which have only been of a very minor character.

Yours truly, J. H. MORRIS.

Camden House, Ashley Road, Upper Parkestone, October 9th, 1903.

Dear Sirs,—I have now ridden my "Gloria" bicycle for some months, it has been in constant use and in all kinds of weathers, and I have much pleasure in testifying to its good qualities and superior make. I have never ridden a machine with greater ease, and I can speak from an experience of considerably more than 20 years.

Yours faithfully, W. G. RENDELL.

Managing Editor of "Yorkshire Herald, Coney St., York, May 21st, 1903.

Gentlemen,—With regard to the "Gloria" machine I have just decided to discard: It has been a most excellent machine; I have ridden it many hundreds of miles (sometimes 100 miles in one day), and it has now, I believe, a few years life in it. I ride 14 stone weight, so that I require a strong machine. Kindly send me particulars and quotations for 1904 Models.

Yours faithfully, ALFRED H. FLETCHER.

Mary Street, Bovey Tracey, Devon, March 25th, 1903.

Gentlemen,—My "Gloria" machine which I have had two years, has run 2,248 miles, and has only cost me 1/2.

Yours faithfully, F. HARRIS.

27, Lewisham Park, Lewisham, London, March 10th, 1903.

Dear Sirs,—I am glad to say that having five machines during the last ten years, your "Gloria" Model Riche machine has given me the least of trouble and works the best of them all.

Yours faithfully, D. SMITH.

Hucknel Huthwaite, October 22nd, 1902.

Dear Sirs,—I can testify to the splendid value one gets in buying a "Gloria" machine. I rode one last year upwards of 2,000 miles, without receiving a puncture or spending a penny in repairs, and I can with confidence recommend them anywhere.

Yours faithfully, W. J. SPENCER.

Police Head-Quarters, New Amsterdam, British Guinea.

Dear Sirs,—We are very pleased with our cycles; they have worn splendidly, and have not a fault to find with them. I ride every day and although I keep three horses I do all my town work on my "Gloria" machine.

Yours truly, (Capt.) G. C. DEKINZY.

Holy Trinity Rectory, Chesterfield, October 19th, 1902.

Dear Sirs,—I have the greatest possible pleasure in testifying to the merits of a "Gloria" cycle. I have had one now in constant use for two seasons and nothing has ever needed repair in the whole time. The smoothness of the machine when in motion is admirable, and I could wish for no better cycle.

Yours faithfully, NOEL LAKE ASPINALL, M.A. (Rector).

1904.

GLORIA

CYCLE CO. LTD



COVENTRY