



The Rover
Cycle Co.
Limited

(Late J. K. Starley & Co. Ltd.)

ROVER
CYCLES
FOR 1898

ARTS & CRAFTS
AND MORE

Meteor Works

Coventry

THE ROVER HAS SET THE FASHION
TO THE WORLD.
THE CYCLE

CATALOGUE

AND

PRICE LIST

Telegraphic Address :
METEOR, COVENTRY

National Telephone :
No. 56

E. J. FOWLES,
CYCLE AGENT & REPAIRER,
OLD TOWN,
WOTTON-UNDER-EDGE.

ROVER
CYCLES
FOR 1898

MANUFACTURED BY THE

ROVER CYCLE COMPANY LIMITED

(LATE J. K. STARLEY & CO. LTD.)

METEOR WORKS, COVENTRY

LONDON DEPOTS:

City: 4 & 5, Holborn Viaduct, E.C.

West End: 157, New Bond Street, W.

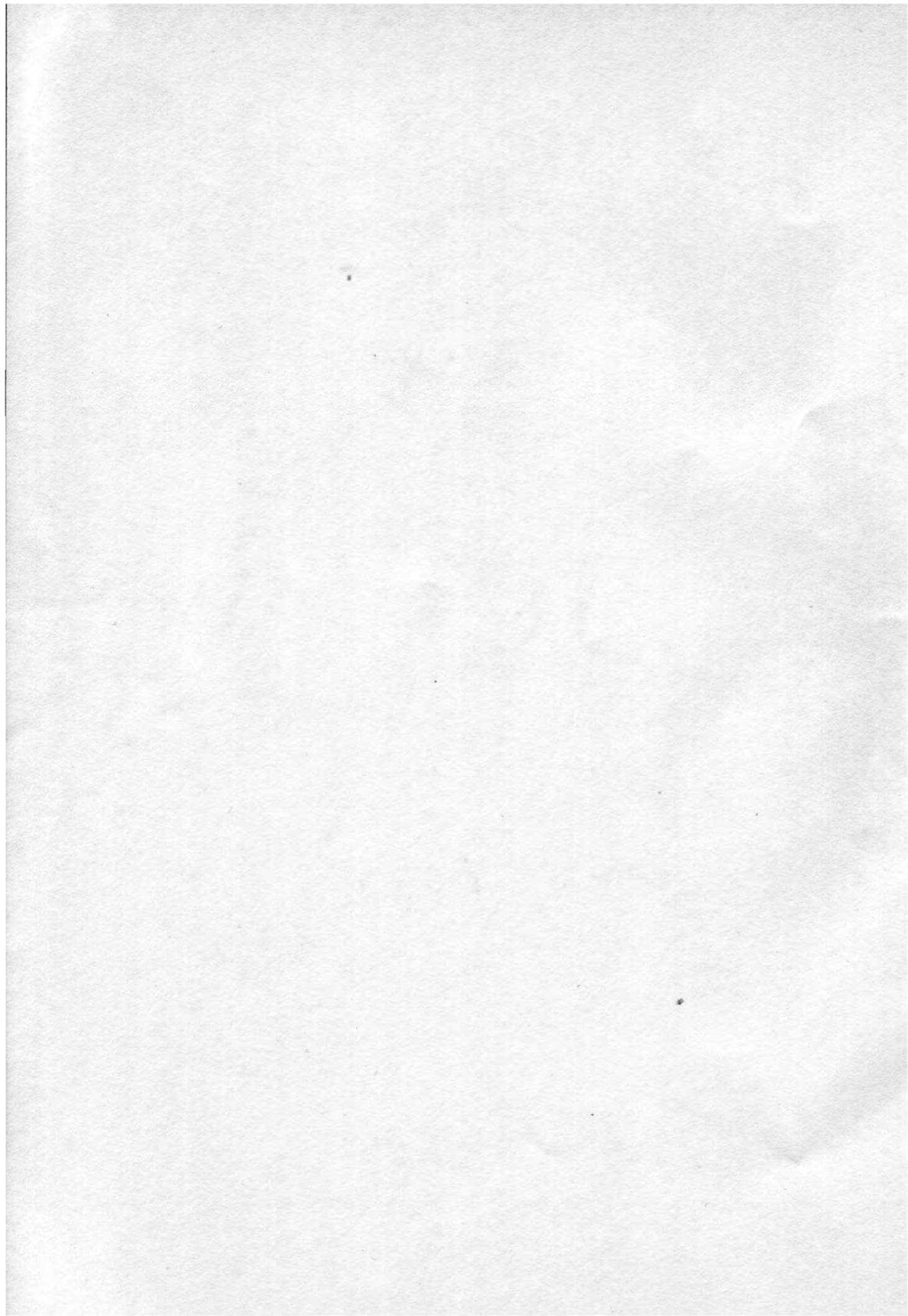
Repairs Department: 19 & 20, Old Bailey

(Late 55, Farringdon Street, E.C.)

Telegraphic Address :
LOCOMOTION, LONDON



Mr. John Kemp Starley, the introducer of the "Rover" Bicycle, the pioneer of the present-day cycle, and "Rover Cob" the first of its kind.



INTRODUCTION.



IN introducing our Catalogue for 1898, we deem it our first duty to express regret at having kept our clients waiting so long during the season that is just past; for notwithstanding the fact that we produced more machines than we have ever done before, the demand was so great that we were sometimes three to four months behind our orders. We are very pleased to state that our new factory is now nearing completion, and is one of the most perfect for the production of cycles that has ever been built; most of the machinery and tools we require have been purchased, and are at work in our old works, and we have, therefore, every reason to hope that we shall be able to meet the demand for 1898.

CHAINS.

With most manufacturers the principal point will most probably be the introduction of the $\frac{1}{2}$ -inch roller chain. This we have fitted to all our best machines during the past season with very great success, and shall therefore continue to do so in the future.

As there seems to be a desire for something new in substitution for the chain, we would point out that we have seen many things tried in former years, but so far nothing has been introduced which can in any way compare in efficiency and easy running with the chain. It is questionable whether any mechanism can ever take its place, and prove so satisfactory in the long run. For several years the chain was allowed to run uncovered, and exposed to dirt and grit, and it was no wonder that under these circumstances it did not prove entirely satisfactory, but with the efficient gear-cases we are now fitting it will be found hard to beat.

Too much importance is attached to the fact that the chain is made with links, and it is thought, by some, that it works as a chain only; the fact is, however, that a chain is equivalent to a rod between two levers, the two top teeth of the chain wheels upon which the chain runs being the levers for the time being, the chain between these two points forming a connecting rod. It is understood that a chain does not do any work except just at the point at which it runs on the front and off the back wheels; it is made in the form of a chain that it may retain its position on the outer peripheries of the wheels, and do its work over and over again.

DRIVING.

As there is some endeavour to make and push one or two alternative methods of connecting the driving wheels with the cranks, we deem it our duty to point out that we do not think that they are likely to last for any length of time, or that they will prove in any way so efficient or easy running as the chain.

Although there is so little apparent structural alteration in our machines for 1898, a great many details have been considerably improved and altered.

ALTERATIONS.

It will be seen that we are this year omitting from our list the Rover Roadster, the Rover Light Roadster, and the Gentleman's Rover, and are substituting for them the Imperial Rover Roadster, and the Imperial Rover Light Roadster. We have considerably lightened the Lady's Imperial Rover, and also the Lady's Royal Rover, and have brought the Royal Rover Road Racer down to 27 lbs. weight. The New Light Popular Rover has also been omitted from our list, but those who require a good serviceable machine without brake and mud-guards can obtain the New Popular Rover stripped to answer this purpose.

ROVER COB.

We have found the Rover Cob an unqualified success, and are now including one of these machines at a Light Roadster weight. We are strongly of the opinion that when the merits of these machines become known, not only will they be largely used by those for whom they are specially intended, but many riders who cycle in crowded thoroughfares, and who desire to start and stop without having to dismount from the machine, will find the Cob of great assistance.

ROYAL ROVER
COB.

In order to meet the demand for a cheaper quality of Cob, we are this year introducing a second-grade machine, under the name of the Royal Rover Cob, and we feel sure it will give very great satisfaction wherever it is tried.

AS REGARDS
TYPES.

While we are not bound in any way, and can fit any make of tyre required by our clients, we have no hesitation in saying that we have found Dunlops the best tyres for all-round purposes, and are therefore continuing to fit these as our standard patterns.

ROVER CYCLES.

Rover cycles have, from the first, held a unique position in the cycling world, and it is our object to continue to make them in such a way that for style and finish they will compare with, if not surpass, the best machines made; and where best fittings and all the latest improvements and devices for general handiness are included, it is impossible to make them at a lower price than we are now charging. The fact is, the value of a really first-class cycle can in no sense be said to be represented by labour and materials; for so costly are the changes in patterns and dies, establishment charges, supervision, etc., where the highest class machines are made, that it is a totally different matter to turning machines out by the gross, which are made strictly to a fixed cost.

DISTINGUISHED
PATRONAGE.

We have been favoured during the past year with a large amount of distinguished patronage, and we are pleased to say that we have never yet passed through a year when our machines have given greater or more universal satisfaction. Believing that there are many who desire to purchase the very best machines that money can buy, our object will be to cater for the the better class cyclists in every possible way; and we believe that in the coming year few cycles will be made equal to those which we are now offering.

ROVER
RECORDS.

The records which have been made on the Imperial Rover Path Racer during the past year prove that in point of speed Rovers are still as fast as any machines made; to the Rover belongs the honour of having first brought the mile record below 1m. 40s., and at the time of going to press records are still falling before it.

ROVER
NAME PLATE.

We would point out that there has been an attempt on the part of unscrupulous traders to use a shield similar to the one we have fitted to the Rover cycles from the first, and we would therefore caution intending purchasers to see that the machine bears our shield with the name of the machine and of the firm distinctly marked thereon.

The Rover Cycle Co. Ltd.

(LATE J. K. STARLEY & CO. LTD.).

Coventry.

Under the Distinguished Patronage of

- | | |
|--|--|
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| H.R.H. The Princess of Wales | The Right Honourable Lord Tewkesbury |
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 Colonel Finch
 Colonel-Surgeon Flottott
 Colonel Godfrey
 Colonel Blake Humphreys
 Colonel Hunter
 Colonel Jeff
 Colonel Lambton

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 Colonel Rogers
 Colonel Shewell
 Colonel Studdert
 Colonel Taylor
 Colonel Warde
 Colonel Wright
 Lieutenant-Colonel Mackinnon
 Lieutenant-Colonel Rogers
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 Major A. S. Drummond
 Major Pilkington
 Major Traill
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 Captain Bartelott
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 Captain Marston
 Captain McDonald
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 Captain Ridley
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 Captain Spicer
 Captain St. Aubyn
 Captain Turnbull
 Captain and Mrs. P. Umphreville
 Captain Urquhart
 Captain Wingfield
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TERMS.

REMITTANCES / / Remittances to be sent with order, or on receipt of invoice.
Cheques and Post Office Orders to be made payable to *The Rover Cycle Co., Limited*, and crossed London and Midland Bank, Coventry.

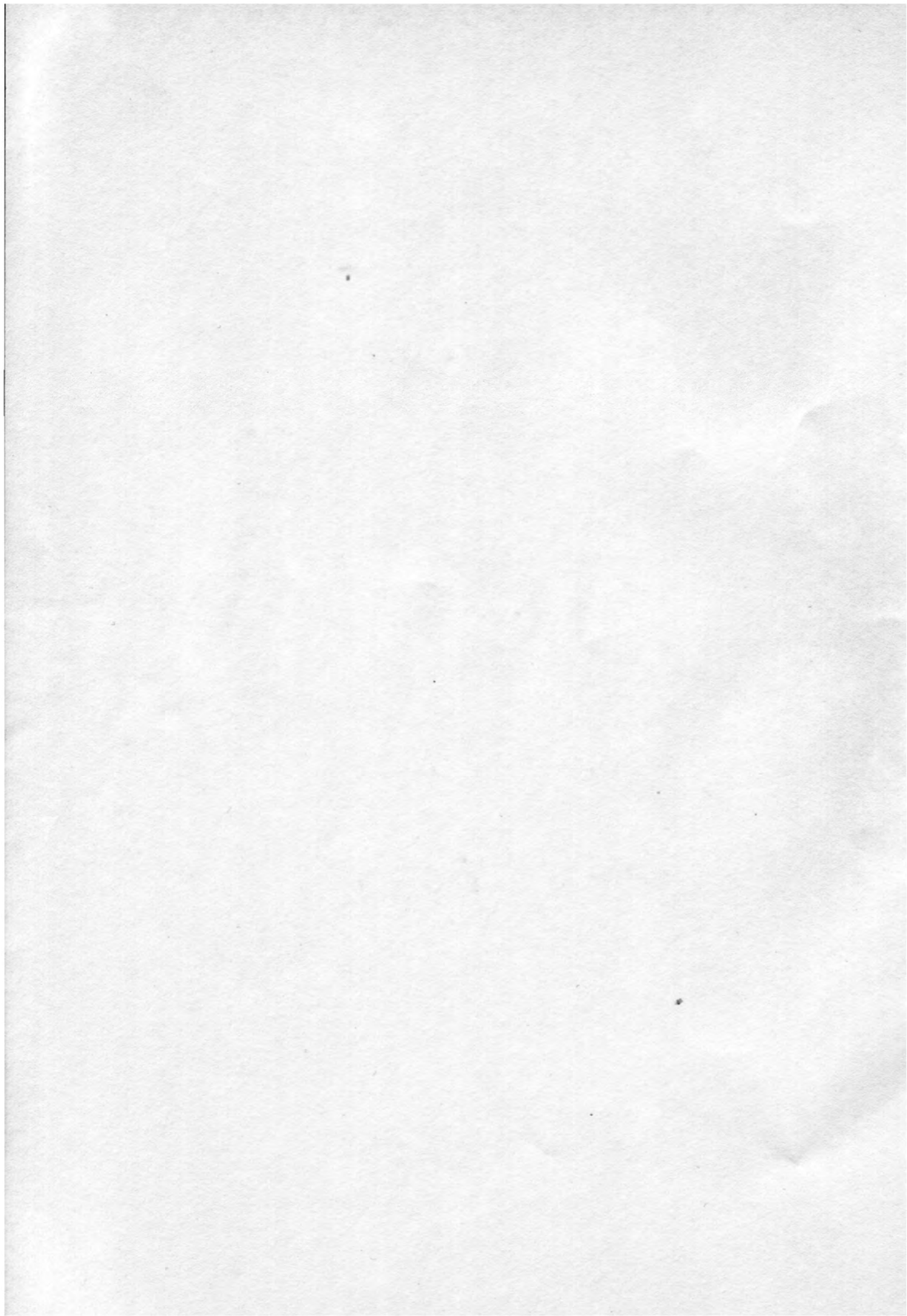
REPAIRS / / / It is very essential that all parts sent for repairs should be plainly addressed, with the name of the sender shown on the back of label, and that we should be advised at the time of despatch. We cannot be held responsible for the consequences if this is not done.
No parts received unless carriage is prepaid.
Charges for repairs are NET, and as we cannot open a ledger account for these it is our rule to request remittance against *pro forma* invoice, which is always sent.

CARRIAGE / / / All goods are free, in good condition, at Works only. We do not pay carriage. Clients should examine machines before signing the carrier's book, and, if damaged, should sign for as such, and make an immediate claim.

PACKING CRATES		CRATES.		CASES.	
AND CASES		One machine	3/- net.	One machine	£1 0 0 net.
		Two machines	5/6 "	Two machines	1 5 0 "
		Three "	6/9 "	Three "	1 10 0 "
		Four "	8/6 "	Four "	1 15 0 "
				Five "	2 0 0 "
				Six "	2 5 0 "

Crates and cases not returnable.

FOREIGN ORDERS / Foreign Orders must in all cases be addressed direct to the Works, Coventry, and accompanied by Banker's Sight Draft on London, with cost of packing, as above, included. Insurance should be effected by the purchaser in every case.



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, and we undertake 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.

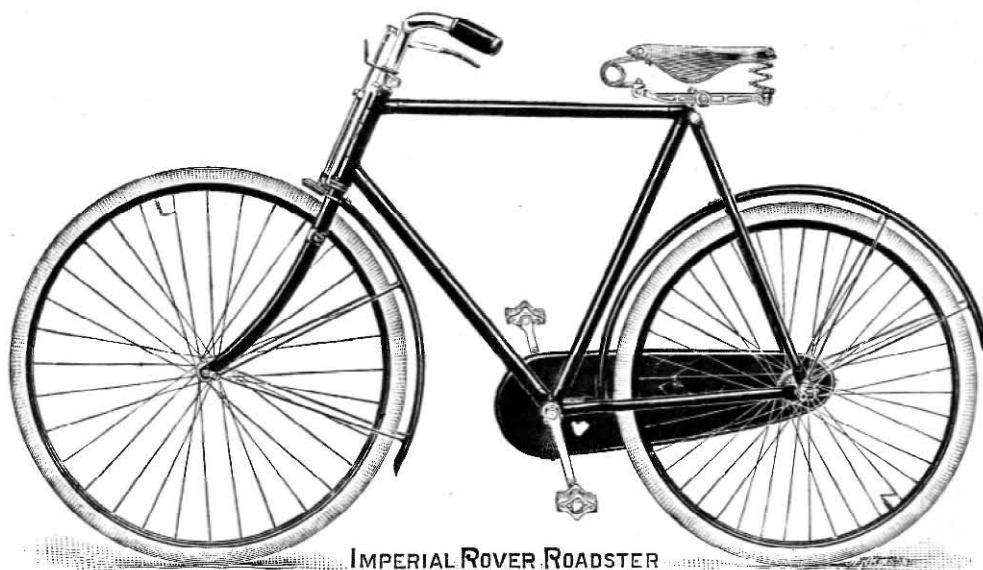
If a defective part should be found in any of our machines it must be sent to us by passenger train, carriage paid, and accompanied by an intimation from the sender that he desires to have it repaired free of charge under our guarantee, and he must also furnish us at the same time with the number of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

We do not guarantee the specialities of other firms, such as tyres, saddles, chains, lamps, gear-cases, bells, 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 in nearly 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

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.



The 
Imperial Rover
Roadster

The Imperial Rover Roadster



PRICE

£30

HIS machine takes the place of the Gentleman's Rover Roadster and the Rover Roadster shown in our price list of last season, and in it we combine all the best points of those two machines. It is specially recommended for heavy weights, and is a perfect touring bicycle. It is specially constructed to stand the strain of hard wear and weight-carrying, and we may mention that it was on a similar machine to this that Mr. R. L. Jefferson accomplished the unprecedented performance of riding from London to Irkutsk, the capital of Siberia, a distance of over 6,000 miles, without having to once adjust any of the bearings, or touch any part of the machine in any way. Mr. Budgett Meakin also used this bicycle in his celebrated ride through the countries of Northern Africa (Morocco, Algiers, Tunis, etc.)

WEIGHT, to specification below, (25in. frame) 35 lbs.

SPECIFICATION:

- SADDLE - Brooks's B 90, plated springs, 7 seat rod for 23½in. and 25in. frames; straight seat rod for 27in. frames and higher,
- FRAME - 23½in., 25in., 27in., or 29in., measuring from centre of crank spindle to top of seat lug.
- GEAR - "Rover" interchangeable, standard 60in. Other gears to order.
- CRANKS - Special "Rover" pattern, square, 6½in. for 23½in. and 25in. frames, 7in. for higher frames.
- PEDALS - 4in. rubber, best "Rover" pattern, thoroughly dust-proof. Other sizes to order.
- CHAIN - Improved "Rover" roller, ½in.
- HANDLE-BAR - "Rover" upturned (as illustrated) or "Rover" rational (at right-angles to steering tube); felt handles.
- WHEELS - 28in. for 23½in. frames, 30in. front and 28in. back for 25in. frames and higher; hollow rims.
- SPOKES - Tangent, double-butt, of the highest possible quality.
- TYRES - 1¼in. roadster Dunlop. Other tyres to order.
- FORKS - Best weldless steel tubes, with double crown-plates, "Rover" pattern; special taper steering tube; detachable foot-rests and lamp-bracket.
- BRAKE - Improved "Rover" detachable, with rubber block.
- GUARDS - Best steel, with strengthened edges, specially designed for easy removal; stays thickly plated on copper.
- GEAR-CASE - Special "Rover" pattern, easily detachable.
- STEERING - Special ball bearings top and bottom; improved "Rover" steering lock.
- BEARINGS - All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
- FINISH - Best black enamel, lined in two colours, all bright parts plated on copper.

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE, SEE PAGE 36.



The —————
Imperial Rover
Light Roadster

The Imperial Rover Light Roadster



HIS machine is introduced to take the place of the Light Gentleman's Rover and the Rover Light Roadster of last year.

It is a specially high-grade bicycle, suitable for riders up to thirteen stone weight, and as a touring machine for medium weights is unrivalled. Messrs. Fraser, Lunn, and Lowe, the "Three Musketeers of the Wheel," selected three machines of this pattern when they started from England, in May, '96, on their tour round the world: at the time of compiling this list they had reached Shanghai without having any trouble whatever, although they had cycled over the worst roads in the world—through Southern Russia, Persia, India, etc.

PRICE

£30

It was also on this bicycle that Mr. William Snell, of Hamilton, Victoria, rode from Menzies to Adelaide, across the West Australian deserts, 1,600 miles, and the same machine was used by Mr. A. Richardson in his memorable journey from Coolgardie to Adelaide, a distance of 1,600 miles.

WEIGHT, to specification below (25in. frame) 32 lbs.

SPECIFICATION:

SADDLE	-	-	Brooks's B93, plated springs; 7 seat rod for 23½ in. and 25 in. frames, straight seat rod for 27 in. frames and higher.
FRAME	-	-	23½ in., 25 in., 27 in., or 29 in., measuring from centre of crank spindle to top of seat lug.
GEAR	-	-	"Rover" interchangeable, standard 63 in. Other gears to order.
CRANKS	-	-	Special "Rover" pattern, square, 6½ in. for 23½ in. and 25 in. frames, 7 in. for higher frames.
PEDALS	-	-	3¾ in. rat-trap, best "Rover" pattern, thoroughly dust-proof. Other sizes to order.
CHAIN	-	-	Improved "Rover" roller, ½ in.
HANDLE-BAR	-	-	"Rover" upturned (as illustrated), or "Rover" rational (at right-angles to steering tube), felt handles.
WHEELS	-	-	28 in. for 23½ in. frames, 30 in. front and 28 in. back for 25 in. frames and higher; hollow rims.
SPOKES	-	-	Tangent, double-butt, of the highest possible quality.
TYRES	-	-	1 ⅝ in. front, 1 ¾ in. back, light roadster Dunlop. Other tyres to order.
FORKS	-	-	Best weldless steel tube with double crown-plates, "Rover" pattern, special taper steering tube; detachable foot-rests and lamp-bracket.
BRAKE	-	-	Improved "Rover" detachable, with rubber block.
GUARDS	-	-	Best steel, with strengthened edges, specially designed for easy removal; stays thickly plated on copper.
GEAR-CASE	-	-	Special "Rover" pattern, easily detachable.
STEERING	-	-	Special ball bearings top and bottom, improved "Rover" steering lock.
BEARINGS	-	-	All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
FINISH	-	-	Best black enamel, lined in two colours, all bright parts plated on copper.

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE. SEE PAGE 36.



The  Lady's Imperial Rover

The

Lady's Imperial Rover



HIS machine has given such great satisfaction during the past season that we have decided to continue making the same shape frame; but by specially lightening all parts where permissible we have succeeded in reducing the weight for the 20in. and 22in. frames, to the specifications given below, to 28lbs. net. This weight is "actual," not "reputed."

"Graphis" in the *Irish Cyclist* of October 13th, 1897, writes of the Lady's Imperial Rover as follows:

"As regards this matter of weights, my own investigations of this year—carried out in a strictly scientific manner, and in an entirely sceptical spirit—which means that I insisted on seeing all the machines I tested weighed in reliable scales before my eyes—I have come to the conclusion that the Imperial Rover is about the lightest full-size Lady's machine of the year. I believe the Rover people make no particular claim to special lightness, but they seem to have got it all the same. In spite of the many advertised featherweight machines, I did not come across a single Lady's machine that weighed, with brake, mud-guards, gear-case, and comfortable saddle, less than 30lbs., and the one that touched this bottom mark was an Imperial Rover, with a very high frame and two 28in. wheels. I may remark that most of the high-grade machines I saw weighed were about 33lbs. The second-grades were in many cases 35 or 36lbs."

PRICE

£30

SPECIFICATION,

WEIGHT, to specification below (20in. and 22in. frames) / 28 lbs.
" " " (24in. frames and higher) / 30 lbs.

- SADDLE - - Brooks's B 93 L, plated springs; straight seat rod.
- FRAME - - 20in., 22in., 24in., or 26in., measuring from centre of crank spindle to top of seat lug.
- GEAR - - "Rover" interchangeable, standard 59½in. Other gears to order.
- CRANKS - - Special "Rover" pattern, square; 6in. for 20in. and 22in. frames, 6½in. for higher frames.
- PEDALS - - New and improved "Rover" oval pattern, with light rubber strips, thoroughly dust-proof.
- CHAIN - - Improved "Rover" roller, ½in.
- HANDLE-BAR - "Rover" upturned (as illustration), or "Rover" rational (at right-angles to steering tube), cork handles, celluloid tips.
- WHEELS - - 28in. front, 26in. back, for 20in. and 22in. frames; 28in. wheels for 24in. frames and higher; hollow rims.
- SPOKES - - Tangent, double-butt, of the highest possible quality.
- TYRES - - 1½in. Lady's Dunlop. Other tyres to order.
- FORKS - - Best weldless steel tube with double crown-plates, "Rover" pattern, special taper steering tube, detachable lamp-bracket, foot-rests to order.
- BRAKE - - Improved "Rover" detachable, with rubber block.
- GUARDS - - Best steel, with strengthened edges, laced over back wheel for protection of the dress; rear portion of back guard detachable without interfering with back wheel or chain; special "Rover" chain cover, real calf, aluminium fittings, celluloid front, fancy stitched; mud-guard stays thickly plated on copper.
- STEERING - - Special ball bearings top and bottom, improved "Rover" steering lock.
- BEARINGS - - All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
- FINISH - - Best black enamel, lined in two colours, all bright parts plated on copper.

FOR LIST OF EXTRAS AND TELEGRAPHIC CODE, SEE PAGE 36.

The Lady's Imperial Rover

Its machine has given such great satisfaction during the past season that we have decided to continue making the same shape frame, but by specially lightening its parts where possible we have succeeded in reducing the weight for the 20 in. and 24 in. models to the following given below.

20 in. model "Imperial" and "Rover" to 28 lb.

24 in. model "Imperial" and "Rover" to 32 lb.

Our investigation into the matter has shown that the 20 in. model is the most suitable for the purpose, and we have therefore decided to make the 20 in. model the standard size for the "Imperial" and "Rover" models.



MR. J. K. STARLEY

MOUNTING THE "ROVER COB."

The

Imperial Rover Cob



have much pleasure in stating that since we introduced this specially useful bicycle for the use of middle-aged, nervous, or stout riders, who prefer mounting from the ground instead of using the step, it has met with a steadily increasing demand, and the following are a few of the distinguished patrons that have purchased this machine from us, all of whom express themselves highly pleased with its easy running and great safety;

PRICE

£30

Lord Raglan; Lord Avonmore; Field-Marshal Viscount Wolsley; Admiral Maxse; James Clarke, Esq. (*Christian World*); J. A. Christie, Esq. (Director London and Midland Bank); Rev. J. Adams; Justin McCarthy, Esq., M.P.; Val Prinsep, Esq., R.A.; Colin Hunter, Esq., A.R.A.; Rev. James Fraser; Thomas Hardy, Esq.

WEIGHT, to specification below (23½in. frame) 35 lbs.

SPECIFICATION:

- SADDLE - Brooks's B 90, plated springs; straight seat rod.
- FRAME - 21½in., 23½in., or 25in., measuring from centre of crank spindle to top of seat lug.
- GEAR - "Rover" interchangeable, standard 60in. Other gears to order.
- CRANKS - Special "Rover" pattern, square, 6in.
- PEDALS - 4in. rubber, best "Rover" pattern, thoroughly dust-proof.
- CHAIN - Improved "Rover" roller, ½in.
- HANDLE-BAR - "Rover" rational, felt handles.
- WHEELS - 28in. front, 26in. back; hollow rims.
- SPOKES - Tangent, double-butt, of the highest possible quality.
- TYRES - 1¾in. roadster Dunlop. Other tyres to order.
- FORKS - Best weldless steel tube, with double crown-plates, "Rover" pattern, special taper steering tube; detachable foot-rests and lamp-bracket.
- BRAKE - Improved "Rover" detachable, with rubber block.
- GUARDS - Best steel, with strengthened edges, specially designed for easy removal; stays thickly plated on copper.
- GEAR-CASE - Special "Rover" pattern, easily detachable.
- STEERING - Special ball bearings top and bottom, improved "Rover" steering lock.
- BEARINGS - All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
- FINISH - Best black enamel, lined in two colours, all bright parts plated on copper.

We also make the "Imperial Rover Cob" in a lighter form, 32 lbs in weight, by using the following parts instead of those mentioned in specification above: Saddle, Brooks's B 93; rat-trap pedals, 1½in. and 1¾in. tyres.

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE, SEE PAGE 36.

The Imperial Rover-Cop



PRICE
\$30

SPECIAL

WHEELS
CHAINS
PEDALS
CRANKS
GEARS
FRAMES
HANDLEBARS
SEATS
BRAKES
SPACERS
TUBES
RIMS
VALVES
SPECS

A. A. CHASE,

ON HIS

Imperial Rover Road Racer.

The Imperial Rover

Road Racer



HIS machine still holds the unique position of being unsurpassed for lightness and speed; and the following records broken and races won upon it during the past season will show that it is absolutely unrivalled, and quite top of its class:

PRICE

£27 10s.

*Hundred miles world's road record, A. A. Chase,
Birmingham to London and back.*

Midland twelve hours,

Essex fifty miles.

Irish Road Club's hundred miles championship.

*Twenty-five and fifty miles championships of
Western Australia.*

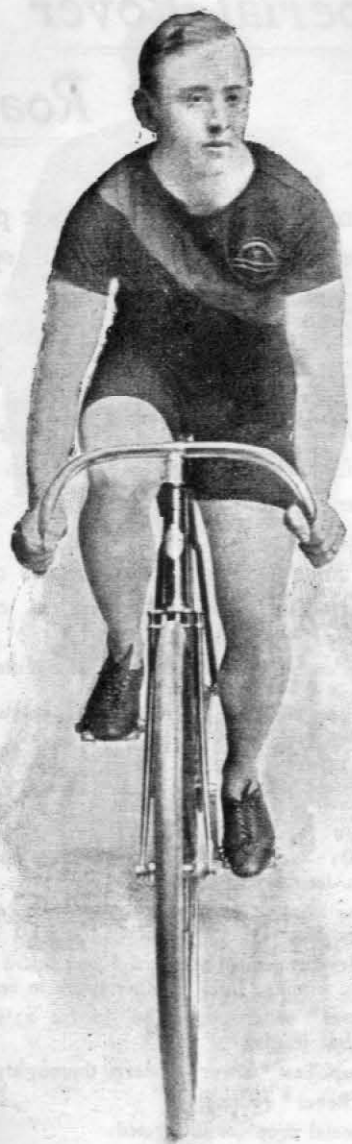
Besides many other important club events and records.

WEIGHT, to specification below (25in. frame) 25 lbs.

SPECIFICATION:

SADDLE	-	-	Brooks's B10; 7 seat rod for 23½in. and 25in. frames, straight seat rod for 27in. frames and higher.
FRAME	-	-	23½in. 25in., 27in., or 29in., measuring from centre of crank spindle to top of seat lug.
GEAR	-	-	"Rover" interchangeable, standard 66in.; extra chain wheel to raise gear to 73in. supplied free, or other gears to order.
CRANKS	-	-	Special "Rover" pattern, square, 6½in. for 23½in. and 25in. frames, 7in. for higher frames.
PEDALS	-	-	3¾in. rat-trap, best "Rover" pattern, thoroughly dust-proof.
CHAIN	-	-	Improved "Rover" roller, ½in.
HANDLE-BAR	-	-	"Rover" special drop (as illustrated).
WHEELS	-	-	28in. for 23½in. frames, 30in. front and 28in. back for 25in. frames and higher; hollow rims. 28in. wheels fitted to 25in. frames to order.
SPOKES	-	-	Tangent, double-butt, of the highest possible quality.
TYRES	-	-	1½in. road racing Dunlop. Other tyres to order.
FORKS	-	-	Best weldless steel tube, with double crown-plates, "Rover" pattern; special taper steering tube.
STEERING	-	-	Special ball bearings top and bottom; improved "Rover" steering lock.
BEARINGS	-	-	All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
FINISH	-	-	Best black enamel; all bright parts plated on copper.

FOR LIST OF EXTRAS AND TELEGRAPHIC CODE, SEE PAGE 36.



J. PLATT-BETTS, THE "RECORD KING,"

ON HIS

Imperial Rover Racer.

The Imperial Rover

Path Racer



HIS machine, during the past season, has met with phenomenal success; world's records, championships, challenge cups, and other races having been won upon it in large numbers.

The following are a few of the principal events:

*World's records, quarter-mile to thirty miles, by J. Platt-Betts,
Five miles amateur championship of England, by E. H. Ainsworth.
Championship of Holland, by Beisenherz.
Fifty miles championship of South Africa, by F. G. Connock.
South African hour record, by Griebenow.
Ariel challenge vase.
Sidmouth cup.
St. Austell, 25 guinea challenge cup.
Bristol Police, 50 guinea challenge cup.
Falmouth, 50 guinea challenge cup.
Salisbury, 30 guinea challenge cup.
Persore, 25 guinea challenge cup.*

PRICE

£27 10s.

WEIGHT, to specification below (23½ in. frame) 22 lbs.

SPECIFICATION:

SADDLE	-	Brooks's B11; 7 seat rod for 23½ in. and 25 in. frames, straight seat rod for 27 in. frames and higher.
FRAME	-	23½ in., 25 in., 27 in., or 29 in., measuring from centre of crank spindle to top of seat lug.
GEAR	-	"Rover" interchangeable, standard 84 in.; extra chain wheel to raise or lower gear supplied, free of charge, to order.
CRANKS	-	Special "Rover" Pattern, square; 6½ in. for 23½ in. and 25 in. frames, 7 in. for higher frames.
PEDALS	-	3¼ in. rat-trap, best "Rover" pattern, thoroughly dust-proof.
HANDLE-BAR	-	Special "Rover" drop.
WHEELS	-	28 in. wheels for 23½ in. frames, 30 in. front and 28 in. back for 25 in. frames and higher; hollow rims. (28 in. wheels fitted to 25 in. frames to order).
SPOKES	-	Tangent, double-butt, of the highest possible quality.
TYRES	-	1½ in. path racing Dunlops. Other tyres to order.
FORKS	-	Best weldless steel tube, with double crown-plates, "Rover" pattern, special taper steering tube.
STEERING	-	Special ball bearings top and bottom.
BEARINGS	-	All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
FINISH	-	Best black enamel, all bright parts plated on copper.

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE, SEE PAGE 36.



The  *Royal Rover Cob*

The

Royal Rover Cob



PRICE

£26 10s.

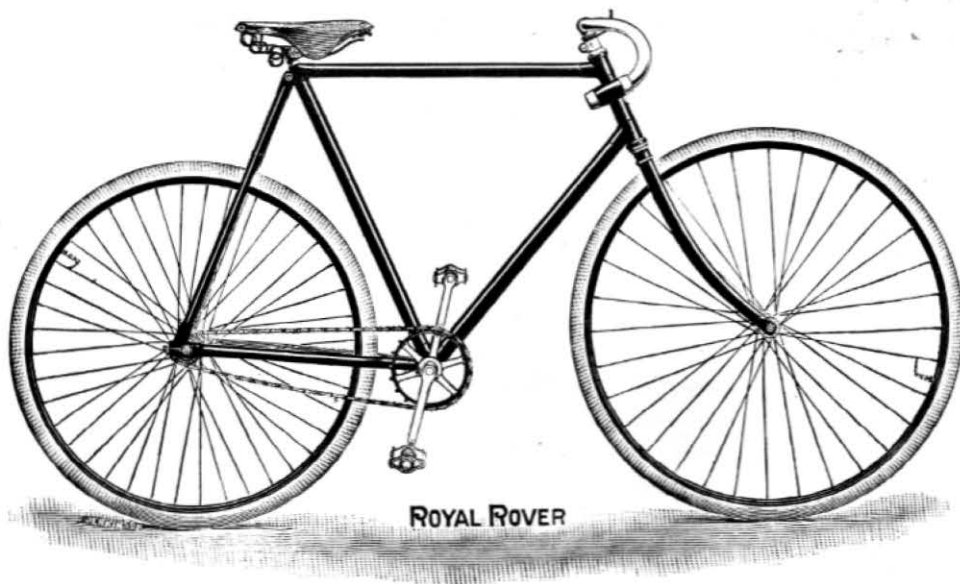
IN response to a very large demand, we have decided to put this machine upon the market to meet the requirements of those who desire a machine of this pattern at a lower price than the Imperial Rover Cob as shown on page 18. While having all the essential points of the latter, it is carefully and strongly made, and we can thoroughly recommend it.

WEIGHT, to specification below (21½in. frame) 35 lbs.

SPECIFICATION:

- | | | |
|------------|---|--|
| SADDLE | - | Middlemore's 833; straight seat rod. |
| FRAME | - | 21½in., 23½in., or 25in., measuring from centre of crank spindle to top of seat lug. |
| GEAR | - | Fixed, standard 60in. |
| CRANKS | - | "Rover" pattern, square, 6in. |
| PEDALS | - | 4in. rubber, best "Rover" pattern, thoroughly dust-proof. |
| CHAIN | - | Best quality "Rover" block, ¼in. |
| HANDLE-BAR | - | "Rover" rational. |
| WHEELS | - | 28in. front, 26in. back; hollow rims. |
| SPOKES | - | Tangent, double-butt. |
| TYRES | - | 1¾in. roadster Dunlop. Other tyres to order. |
| FORKS | - | Best toughened steel tube, with double crown-plates, "Rover" pattern, special taper steering tube; detachable foot-rests and lamp-bracket. |
| BRAKE | - | Improved "Rover" detachable, with rubber block. |
| GUARDS | - | Best steel, with strengthened edges, specially designed for easy removal; strong leather gear-case. |
| STEERING | - | Special ball bearings top and bottom, improved "Rover" steering lock. |
| BEARINGS | - | All cups, cones, and balls, of special diamond cast steel, separately and specially hardened. |
| FINISH | - | Best black enamel, bright parts plated on copper. |

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE, SEE PAGE 36.



The —
Royal Rover
Road Racer

The Royal Rover

Road Racer



PRICE

£24

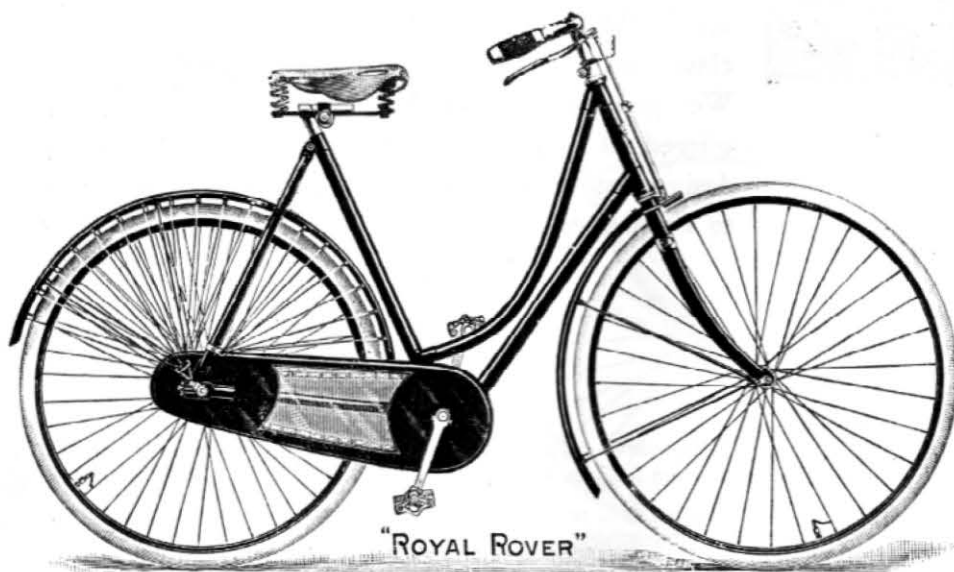
WE have greatly improved this machine since last season, and have reduced the weight to 27 lbs. We can thoroughly recommend it as a very serviceable mount for those who require a high-class road racing bicycle at a moderate price. We guarantee it to be equal to any bicycle offered at the same price and weight, while in design, appearance, and finish, it leaves nothing to be desired.

WEIGHT, to specification below (23½ in. frame) 27 lbs.

SPECIFICATION:

- SADDLE - Middlemore's 861; 7 seat rod for 23½ in. and 25 in. frames, straight seat rod for 27 in. frames.
- FRAME - 23½ in., 25 in., or 27 in., measuring from centre of crank spindle to top of seat lug.
- GEAR - Fixed, 66 in.
- CRANKS - "Rover" pattern, square, 6½ in.; 7 in. for 27 in. frames.
- PEDALS - 3¾ in. rat-trap, "Rover" pattern, thoroughly dust-proof. Other sizes to order.
- CHAIN - Best quality "Rover" block, ¼ in.
- HANDLE-BAR "Rover" special drop (as illustrated).
- WHEELS - 28 in. for 23½ in. frames, 30 in. front and 28 in. back for 25 in. frames and higher; hollow rims.
- SPOKES - Tangent, double-butt.
- TYRES - 1½ in. front, 1⅝ in. back, road racing Dunlop. Other tyres to order.
- FORKS - Best toughened steel tube with double crown-plates, "Rover" pattern.
- STEERING - Special ball bearings top and bottom; improved "Rover" steering lock.
- BEARINGS - All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
- FINISH - Best black enamel; bright parts plated on copper.

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE, SEE PAGE 36.



The —————
Lady's Royal Rover

The Lady's Royal Rover



SINCE the commencement of season 1897, we have altered the pattern of this bicycle to our new Rover "K" frame (as illustrated); we have also considerably lightened various parts of this machine, and are now offering it to the public at the weight hereunder mentioned.

PRICE

£24

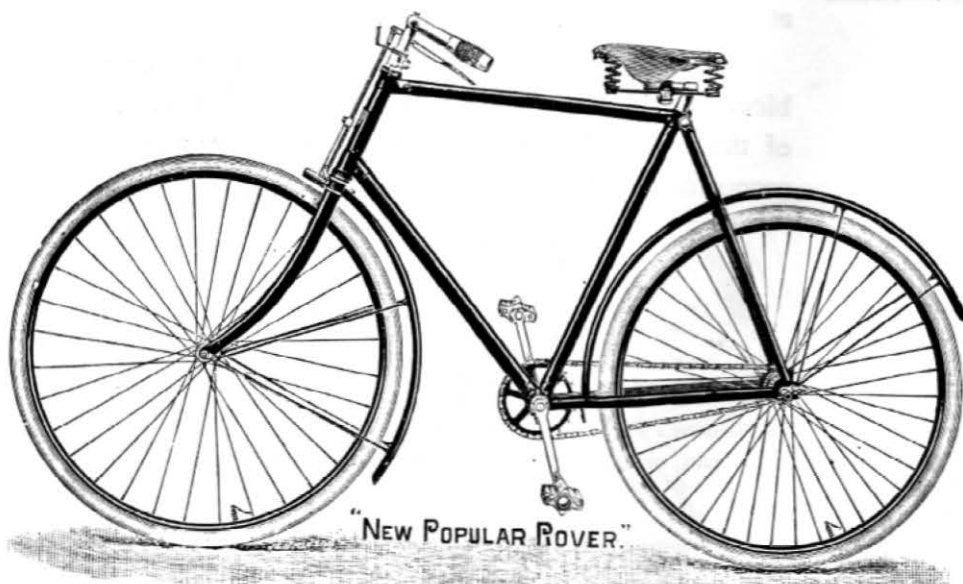
For those requiring a thoroughly reliable bicycle, and who do not care to pay the price of the Lady's Imperial Rover, we can thoroughly recommend it.

WEIGHT, to specification below (20in. frame) 30 lbs.

SPECIFICATION:

SADDLE	-	Middlemore's 873; straight seat rod.
FRAME	-	20in., 22in., or 24in., measuring from centre of crank spindle to top of seat lug.
GEAR	-	Fixed, 59in.
CRANKS	-	"Rover" pattern, square, 6in. for 20in. and 22in. frames, 6½in. for higher frames.
PEDALS	-	New and improved "Rover," oval pattern, with light rubber strips, thoroughly dust-proof.
CHAIN	-	Best quality "Rover" block, ¼in.
HANDLE-BAR	-	"Rover" rational (as illustrated).
WHEELS	-	28in. front and 26in. back for 20in. and 22in. frames, 28in. wheels for 24in. frames; hollow rims.
SPOKES	-	Tangent, double-buttcd.
TYRES	-	1½in. Lady's Dunlop. Other tyres to order.
FORKS	-	Best toughened steel tube, with double crown-plates, "Rover" pattern; detachable lamp-bracket.
BRAKE	-	Improved "Rover" detachable, with rubber block.
GUARDS	-	Best steel, with strengthened edges, rear guard laced (as illustrated) for the protection of the dress.
GEAR-CASE	-	Leather with celluloid front.
STEERING	-	Special ball bearings top and bottom; improved "Rover" steering lock.
BEARINGS	-	All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
FINISH	-	Best black enamel, lined in two colours, bright parts plated on copper.

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE, SEE PAGE 36.



The —————

New Popular Rover

The

New Popular Rover



HIS machine has now been before the public for six years, during which time it has made countless friends, and is universally regarded as the best bicycle at the price and weight that has ever been offered to the public. Fitted, as it is, with best saddle, chain, etc., it stands unrivalled, and we thoroughly recommend it for hard wear and general use.

PRICE

£17

net cash.

WEIGHT, to specification below (25in. frame) 32 lbs.

SPECIFICATION:

SADDLE	-	Middlemore's M 33; 7 seat rod for 23½in. and 25in. frames, straight seat rod for 27in. frames.
FRAME	-	23½in., 25in., or 27in., measuring from centre of crank spindle to top of seat lug.
GEAR	-	Fixed, 60in.
CRANKS	-	"Rover" pattern, square, 6½in. for 23½in. and 25in. frames, 7in. for 27in. frames.
PEDALS	-	4in. rubber, "Rover" pattern.
CHAIN	-	Best quality "Rover" block, ¼in.
HANDLE-BAR	-	"Rover" rational (as illustrated).
WHEELS	-	28in. for 23½in. frames, 30in. front and 28in. back for 25in. frames and higher; hollow rims.
SPOKES	-	Tangent, double-buttet.
TYRES	-	1½in. front, 1¾in. back, light roadster Dunlop. Other tyres to order.
FORKS	-	Best toughened steel tube, with double crown-plates, "Rover" pattern.
BRAKE	-	Improved "Rover" detachable, with rubber block.
GUARDS	-	Best steel, detachable.
STEERING	-	Special ball bearings top and bottom, improved "Rover" steering lock.
BEARINGS	-	All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
FINISH	-	Best black enamel, bright parts plated on copper.

This machine can be supplied without guards and brake, as a Road Racing or Club Bicycle, fitted with rat-trap pedals, modified drop handle-bar, and Middlemore's M 61 saddle, to order, and at a corresponding reduction in price.

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE, SEE PAGE 36.



The *Lady's Popular Rover*

The Lady's Popular Rover



As will be seen from the illustration, this machine has been altered in design to the new pattern Rover "K" frame; in other respects it has undergone no change whatever, such great satisfaction having been given by it wherever tried.

PRICE

£17

net cash.

As in the case of the Gentleman's Popular Rover, we can recommend it as being as good as can be bought at the price and weight, and we unhesitatingly recommend it to those who desire to purchase a thoroughly reliable machine at a low price.

WEIGHT, to specification below (22in. frame) 32 lbs.

SPECIFICATION:

SADDLE	-	Middlemore's M 73; straight seat rod.
FRAME	-	20in., 22in., or 24in., measuring from centre of crank spindle to top of seat lug.
GEAR	-	Fixed, 59in.
CRANKS	-	"Rover" pattern, square, 6in. for 20in. and 22in. frames, 6½in. for 24in. frames.
PEDALS	-	New and improved "Rover" oval pattern, with light rubber strips, thoroughly dust-proof.
CHAIN	-	Best quality "Rover" block, ¼in.
HANDLE-BAR	-	"Rover" rational, (as illustrated).
WHEELS	-	28in. front and 26in. back for 20in. and 22in. frames, 28in. wheels for 24in. frames; hollow rims.
SPOKES	-	Tangent, double-buttet.
TYRES	-	1½in. Lady's Dunlop. Other tyres to order.
FORKS	-	Best toughened steel tube, with double crown-plates, "Rover" pattern; detachable lamp-bracket.
BRAKE	-	Improved "Rover" detachable, with rubber block.
GUARDS	-	Best steel, rear guard laced (as illustrated) for the protection of the dress.
CHAIN COVER	-	Good quality leather.
STEERING	-	Special ball bearings top and bottom; improved "Rover" steering lock.
BEARINGS	-	All cups, cones, and balls, of special diamond cast steel, separately and specially hardened.
FINISH	-	Best black enamel, bright parts plated on copper.

FOR LIST OF EXTRAS, AND TELEGRAPHIC CODE SEE PAGE 36.

PRICE LIST OF SUNDRIES.

					£	s.	d.
SEATS	Seat rod	-	-	-	0	7	6
	Small flat spanner	-	-	-	0	0	9
	" wire "	-	-	-	0	0	6
	Set of spanners	-	-	-	0	3	0
	Valise (only)	-	-	-	0	2	3
	Valise and set of tools	-	-	-	0	6	6
	Oil can, plated	-	-	-	0	0	9
FRAMES	Bottom socket lugs	-	-	-	0	2	0
	Crank brackets	-	-	-	0	2	3
	Back fork ends	-	-	-	0	1	0
	Seat lugs	-	-	-	0	1	9
	Chain adjustments, per set	-	-	-	0	1	9
	Cups for crank brackets	-	-	each	0	1	6
	Frame complete (no fittings)	-	-	-	2	7	0
CRANKS	Right crank	-	-	-	0	4	0
	Left "	-	-	-	0	4	0
	Right crank with centre for chain wheel	-	-	-	0	7	6
	Crank keys	-	-	per pair	0	2	0
	Crank spindle	-	-	-	0	4	0
	Chain-wheel centre	-	-	-	0	3	6
	Chain-wheel ring, enamelled	-	-	-	0	5	0
	" " " plated	-	-	-	0	7	6
	Chain, best, 1/2 in. roller	-	-	-	1	2	0
	" " 1/4 in. block	-	-	-	0	11	0
	Gear, complete (less rings and bolts)	-	-	-	0	12	0
	" " (with one ring enamelled)	-	-	-	0	19	6
	" " (" " " plated)	-	-	-	1	2	0
HANDLES	Handle-bar, complete	-	-	-	0	17	6
	Handles, Waterson's	-	-	-	0	3	0
	" cork	-	-	-	0	1	9
WHEELS	Back hub	-	-	-	0	13	6
	Front "	-	-	-	0	5	6
	Back wheel pin and cones	-	-	-	0	6	6
	Front " "	-	-	-	0	4	6
	Hub chain wheel	-	-	-	0	3	6
	Back hub with pin, cones, and balls	-	-	-	1	0	0
	Front " " "	-	-	-	0	10	0
	Hollow rim, drilled and enamelled	-	-	-	0	15	0
	Solid " " "	-	-	-	0	5	0
	Tangent spokes	-	-	per gross	0	15	0
	Nipples	-	-	" "	0	6	0
	Back wheel, with pin and cones (no tyre)	-	-	-	2	5	0
	" " with rim, tyre, pin, and cones	-	-	-	3	18	6
	" " without tyre, pin, and cones	-	-	-	1	17	6
	Front " with rim, tyre, pin, and cones	-	-	-	3	14	6
	" " without tyre, pin, and cones	-	-	-	1	15	0
	Back " solid rim, tyre, pin, and cones	-	-	-	3	9	9
	Front " solid rim, tyre, pin, and cones	-	-	-	3	6	0

PRICE LIST OF SUNDRIES.—Continued.

					£	s.	d.
BRAKES	/ /	Brake, complete	-	-	-	1	2 6
		" lever	-	-	-	0	5 0
		" lugs for handle-bar	-	-	-	0	3 6
		" spoon	-	-	-	0	4 6
		" rod	-	-	-	0	1 6
		" coupling and bolt	-	-	-	0	2 6
		" clips	-	-	per pair	0	4 6
		" spring	-	-	-	0	0 6
FORK	/ /	Best fork, enamelled (no fittings)	-	-	-	1	7 6
		Popular fork	-	-	-	1	0 0
		Crown-plates	-	-	per pair	0	5 6
		Best fork sides	-	-	"	0	5 0
		Popular	-	-	"	0	3 0
		Top collar, with bolt and nut	-	-	-	0	6 6
		Adjusting nut for head	-	-	-	0	1 0
FORK	/ /	Bottom male cone	-	-	-	0	1 6
		Foot-rests	-	-	per pair	0	2 0
		Lamp-bracket	-	-	-	0	1 6
GUARDS	/ /	Back guard, complete	-	-	-	0	5 6
		Front	-	-	-	0	4 6
PEDALS	/ /	Rubber pedals	-	-	per pair	0	17 6
		Rat-trap	-	-	"	0	17 6
RE-ENAMELING	/ /	Re-enamelling safety frame only	-	-	-	0	17 6
		" front forks	-	-	-	0	6 0
		" mud-guards	-	-	each	0	1 6
		" wheels	-	-	"	0	2 6
		" gear-cases	-	-	-	0	4 0
These prices do not include taking the machine to pieces, and only apply when parts are sent separately, or when machine is in for repairs.							
		Re-enamelling safety complete	-	-	-	1	5 0
This price includes taking machine to pieces, scraping off old enamel, and putting machine together complete, but does not include any repairs or plating.							
RE-PLATING	/ /	Re-plating parts of safeties, except hubs	-	-	-	1	0 0
		This price applies only when machine is in for enamelling, or for repairs which necessitate taking machine to pieces.					
		Re-plating hubs, including taking wheel to pieces	-	-	-	0	10 0
		" handle-bar only	-	-	-	0	5 6
		" complete set of brake parts	-	-	-	0	6 6
		" cranks	-	-	-	0	1 0
		" saddle pillars	-	-	-	0	2 6
		" chain wheels	-	-	-	0	2 6
		" handle-bar clip	-	-	-	0	1 3
		" fork crown and tips when in for enamelling	-	-	-	0	3 0
		" pedals	-	-	-	0	5 0

List of Extras.

	Imperial Rover and Rover Cob	Imperial Road Racer	Royal and Popular Rovers
"ROVER" GEAR CASE	—	20/-	30/-
LEATHER CHAIN COVER	—	20/-	25/-
EXTRA RING FOR RAISING OR LOWERING GEAR GUARDS (detachable)	10/-	Free	Do not fit
BRAKE ("Rover" rubber detachable)	—	10/-	10/-
	—	22/6	22/6

TELEGRAMS:

"METEOR, COVENTRY."

Telegraphic Code.

TELEGRAMS

"LOCOMOTION, LONDON."

	FRAMES.			
	23½in.	25in.	27in.	29in.
IMPERIAL ROVER ROADSTER	Arch	Ark	Acme	Adder
IMPERIAL ROVER LIGHT ROADSTER	Bat	Bolt	Bag	Book
IMPERIAL ROVER ROAD RACER	Dime	Desk	Drawer	Draft
IMPERIAL ROVER PATH RACER	Easy	Ear	Earnest	Emery
ROYAL ROVER ROAD RACER	Goer	Grace	Gift	Grime
NEW POPULAR ROVER	Hand	Heart	Hide	Hamper

	FRAMES.			
	21½in.	23½in.	25in.	
IMPERIAL ROVER COB	Car	Cart	Carriage	
ROYAL ROVER COB	Far	Fast	Fram	

	FRAMES.			
	20in.	22in.	24in.	26in.
LADY'S IMPERIAL	Ionic	Israel	Ice	Image
LADY'S ROYAL	Knife	Knapp	Kudos	Kingdom
LADY'S POPULAR	Lamb	Lemon	Link	Lounge

WHEN TELEGRAPHING FOR MACHINES, PLEASE SPECIFY TYRES REQUIRED.