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IMPORTANT.— KEEP THIS REGISTERED AND NUMBERED CATALOGUE.

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FOR REFERENCE



**EAGLE CYCLE CO. BIRMINGHAM.**  
**£:100 INSURANCE POLICY FREE TO EACH RIDER OF AN "EAGLE" CYCLE.**

*See Lady's... Keep his Catalogue...*

## Press Notices

THE CYCLE EXPERTS TELL YOU  
WHAT THEY THINK OF US.

- "**THE CYCLE TRADER.**"—"Agents will do well with this well-known firm's new models."
- "**THE WHEELER.**"—"Turning out an excellent cyclist's mount. Much admired at their stand."
- "**THE CYCLIST.**"—"Embody every improvement and finish."
- "**WHEELING.**"—"Finished with care, attention and thought."
- "**THE IRISH CYCLIST.**"—"The machines show good workmanship, finish, and attention to detail."
- "**BRITISH SPORT.**"—"They embrace all the desiderata of a handsome, sound, and light machine."
- "**VELOCE SPORT (Bordeaux).**"—"A handsome machine, and more advanced than ever in technical details."
- "**LE VELOCIPEDE (Paris).**"—"Have a well-earned reputation for sound work, that we thoroughly endorse."
- "**LE CYCLISTE BELGE (Brussels).**"—"Splendidly designed and daintily finished lady's cycle."
- "**LA REVISTA VELOCIPIEDISTICA (Turin).**"—"Comprising great care in constructional detail and finish."
- "**LA VELOCIPIEDIA (Barcelona).**"—"Employing first-class mechanical skill—thorough artistic finish."
- "**CYCLEDITENDE (Copenhagen).**"—"We can thoroughly recommend this old-established firm for good work."
- "**LA VELOCIPEDE (St. Petersburg).**"—"Thoroughly commendable to any rider in the world—from experience."

We have thousands of personal testimonials, and they are a source of great pleasure to us. But to you they are worth little, as you have no certain proof that the writers are capable of judging cycle value. If, however, such letters have any weight with you, we shall be glad to submit innumerable copies.

DECIDE AFTER EVERY INSPECTION & TEN DAYS' FREE TRIAL. YOUR MONEY RETURNED IN FULL IF NOT APPROVED

## THE EAGLE CYCLE COMPANY BIRMINGHAM

Offices : SHERLOCK STREET

Works : GLOVER STREET

### Business Terms

ARE, FIRSTLY—YOUR MONEY CHEERFULLY RETURNED IF YOU ARE NOT SATISFIED.

We have calculated our prices this year on a rock bottom cash basis. Any accountant in the world, after working out prime cost, makes an allowance for the clerical work of book keeping, account collecting, and interest on the capital invested in book debts; further, an amount is provided for losses on unpaid credit accounts. These apparently small items become very important in the aggregate, and the percentage *must* be added to the factory cost of any article sold on credit.

FOR TWENTY-SEVEN YEARS THE "EAGLE" CYCLE CO. HAVE ALWAYS PAID "PROMPT CASH"

—in order to take advantage of cash discounts and bonuses, we have paid hundreds of thousands of pounds, Spot Cash, to such well-known firms as: Dunlop Tyre Co., Palmer Tyre Co., Clipper Tyre Co., Eadie and B.S.A. Co.'s, Cycle Components, Rose Tube Co., Perry & Co., Appleby & Co., Brampton & Co., J. B. Brooks & Co., Westwood Rim Co., Bowden Brake Co., Weldless Tube Co., etc., etc. Our Bankers for that period have been Lloyds Bank, and we can affirm that the above, or anyone with whom we have done business, will give us the best of honorable and sound financial characters.

HOW MANY FIRMS CAN TRUTHFULLY MAKE SUCH AN EMPHATIC STATEMENT AS THAT ?

MONTHLY ACCOUNTS. For those whose number of orders during the course of a month would make it inconvenient to remit the cash with each order, we shall be very pleased to open a monthly account on receipt of two satisfactory business references. "Eagle" Cycles are quoted free on rail Birmingham, and are despatched at Owner's risk, thus giving customers the benefit of the reduced rate of carriage, unless we receive contrary instructions. Crates are chargeable at 3/6 for one machine, 4/- for two, and 4/6 for three machines; and if returned are credited at full price charged.

OUR EASY PAYMENT TERMS FOR ANY OF THE "EAGLE" CYCLES ARE VERY SIMPLE

and based upon economical lines. It is of course evident that we cannot sell them on our rock bottom cash prices, but any purchaser has only to pay the extra cost in the official extra work and expense involved. We have calculated this extra expense on careful statistics, from experience, and whatever comparison is made, whether by purchasing for spot cash, or paying the additional charge consequent on Easy Payments, the buyer must recognise the advantages of the "Eagle" quality and price.

OUR TEN YEARS LIBERAL GUARANTEE WARRANTS EVERYTHING THAT WE EMPLOY

in the construction of a bicycle; we do not exclude *any* specialities, and do not refer you to the saddle makers, the tyre makers, etc., etc. You may depend upon it that if we have selected it, it is for its undoubted efficiency, and we are cheerfully prepared to guarantee it ourselves, so that in the case of any claim The Eagle Cycle Co. will give you complete satisfaction, without annoying yourself with any further address than The Eagle Cycle Co., Birmingham, but the best is, that if yours is an "EAGLE" Cycle

IT IS THE "EAGLE" QUALITY! THE "EAGLE" IS BUILT TO ELIMINATE ALL DEFECTS.

When the order is accompanied by the amount, we immediately despatch for your ten days' free trial, which is more than ample time to thoroughly examine and test the reliability and value of the "EAGLE" Cycle. If the cycle is not approved, and is returned, we will refund you the full amount, without any deduction or demur. These advantages are given for Cash with order only.

# £100 INSURANCE POLICY.

THE EAGLE  
ALL AND EVERYTHING GUARANTEE



£100 will be paid by The Ocean and General Insurance Company Ltd, Moorgate St., London, E. C. 2, to the next of kin of any person between the ages of 14 and 65, killed by accident whilst riding The Eagle Cycle numbered \_\_\_\_\_ to whom this policy has been issued, in any part, or throughout, of the United Kingdom twelve calendar months from the date of issue.

This is to Certify that

We agree with Mr \_\_\_\_\_

the purchaser of an Eagle Cycle, to make good, by repair or replacement when delivered at our Works, any defect in material or manufacture of such Cycle.

This Guarantee continues for ten years from date of purchase, but does not cover the cost of repairing when damaged by accident, misuse, or neglect. No other guarantee is given or implied. Everything is guaranteed used in the manufacture of Eagle Cycles. Dunlop Pneumatic Tyres are guaranteed for fifteen months.

Eagle Cycle Co.



The above represents our ten years' "All and Everything Guarantee" and the one year's Insurance Policy issued to each rider of an Eagle Cycle.

Works : GLOVER STREET.

Telegrams : Eagerly, Birmingham

Telephones : Midland 799.  
Midland 711.

# THE EAGLE CYCLE CO.

SHERLOCK STREET, BIRMINGHAM.

## 27th Annual Catalogue.

WE PRESENT THIS CATALOGUE AS BRIEFLY AND CONCISELY AS IS CONSISTENT WITH clearness, for the purpose of interesting you in our cycles, to assure you truthfully of their merits, to honourably persuade you to their purchase, and to convince you by sound reason and practical demonstration why The "EAGLE" Cycle is worth all we ask for it. When all, from the highest and most scientifically equipped factory to the smallest assembler of parts, claim the possession of the "Latest Types of Automatic Machinery" and that their cycles are "The Highest Grade," and "Better than the Best."

WE LEAVE OUR TWENTY-SEVEN YEARS REPUTATION, WORLD-WIDE PERSONAL testimonials, the Cycling Press, and all the well-known firms in the trade to speak for us, merely stating the fact that we have, and do, as good as the best, without speaking of ourselves, and everything connected with us, in the superlative degree—but—we do assert and affirm beyond refutation, that our methods and specifications of attaining "EAGLE" excellence are rigidly adhered to.

WHAT WE STATE, WE DO; WHAT WE CLAIM WE PROVE OUR TITLE TO; WHAT WE promise we fulfil. Whether you make any examination or enquire to verify our statements, or whether you take us at our word, you will find us to deal with you honourably, honestly and straightforwardly, just as we wish to be dealt by. We are here, and have been, for twenty-seven years; we have given the cycling public faithful service and value for their money. Had we acted otherwise we should long since have been dismissed from their employ—and—we refer you to our testimonials and credentials.

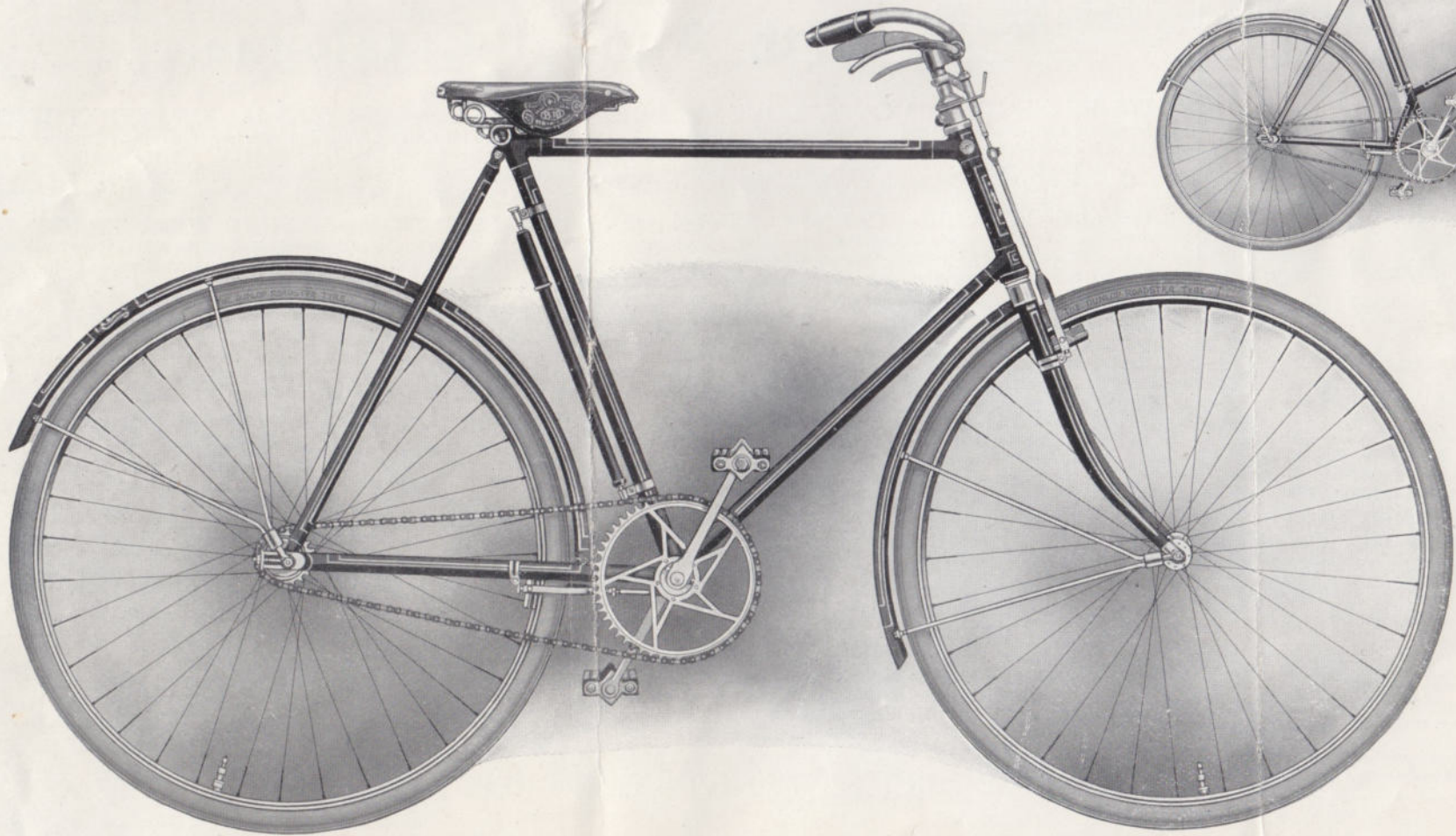
LEAVING YOU TO BE THE IMPARTIAL JUDGE AFTER INVESTIGATION AND COMPARISON. There are many good cycles on the market, and it would be an easy matter to choose, if there were not so many bad ones, whose makers claim more than all the qualities and virtues of the best. The market is flooded with cheap, shoddy, garret built cycles, so that the frequent impostures resulting from indiscriminate purchase are not at all surprising, and the suspicion and diffidence of a buyer in refusing to purchase unless after complete examination—are quite legitimate.

CYCLISTS ARE SUFFICIENTLY EXPERIENCED TO JUDGE MECHANICAL DETAILS. UNLESS we could give you a good sound reason why you should entrust us with your order, you would not be convinced by theories; therefore, if for no other reason, we should be short sighted indeed to promise something on paper that would turn out to be an assemblage of inferior materials—however, to prove and to verify in a substantial manner how we can satisfy you and keep you satisfied:—

YOU MAY CHOOSE ANY MODEL THAT YOU THINK LIKELY TO SUIT; WE WILL FORWARD it to your address in any part, securely packed, for your free trial and ten days' approval, or disapproval; in the latter case you may return the bicycle, and we will refund your money in full. On the basis of better value than you can possibly get elsewhere, the best service, your order guaranteed to reach you in perfect condition, to prove perfectly satisfactory, or your money to be immediately returned to you; under our guarantee to please you in every way in your dealings with us—we respectfully solicit your orders.

ALWAYS AT YOUR SERVICE, THE EAGLE CYCLE CO.

WE PLEDGE OUR TWENTY-SEVEN YEARS' REPUTATION TO GIVE SATISFACTION



## SPECIFICATION OF THE "EAGLE SUPERB."

<b>TYRES</b>	Genuine Dunlop Best Quality Pneumatic Tyres, and guaranteed for 15 months.
<b>FRAME</b>	"Eagle Superb" Frame, 20in., 22in., 24in., 26in., other sizes to order—lined in English gold, superb finish.
<b>TUBES</b>	Weldless, cold drawn steel, double butted and re-enforced
<b>WHEELS</b>	Entirely nickel-plated, dust excluding & oil retaining hubs.
<b>RIMS</b>	Genuine Westwood nickel-plated rims, made by the Dunlop Co., lined centres to match frame.
<b>SPOKES</b>	Of double butted nickel-plated rustless piano wire. Nipples, all nickel-plated gun-metal, with machine-cut threads.
<b>FORKS</b>	Section D to round centre trapped. Steel Box Crown. Nickel plated.
<b>BALL HEAD</b>	Bearings of hardened steel cups, properly bedded in lugs. Specially designed locking device not affected by adjustment of handlebar.
<b>STEERING COLUMN</b>	Highest grade butted, tapered, 13 x 16 gauge, safest devised. "Eagle" design No 489,977, cold forged steel, 5-stud attachment, dished and flanged. Patent.
<b>CHAIN WHEEL</b>	Perry's Best. "Eagle" specification $\frac{1}{2}$ x $\frac{1}{2}$ in. pitch, ground & hardened rollers, pen steel bushes, spun shouldered rivets.
<b>CHAIN</b>	"Eagle" dust excluding, oil retaining, two-point ball bearings.
<b>BRACKET SADDLE</b>	J. B. Brooks & Co.'s saddle, four wire springs, English leather.
<b>CONES &amp; CUPS</b>	Cones, Cups and bearings throughout turned from solid steel bar and lapped true to size.
<b>HANDLEBAR</b>	The very latest pattern with concealed brake levers, the neatest and most expensive type of bar made, expander adjustment.
<b>GRIPS</b>	Bluemel's genuine fancy celluloid.
<b>FREEWHEEL</b>	Eadie-B.S.A. Ball-bearing Freewheel.
<b>BRAKES</b>	2 nickel-plated independent rim brakes, smooth & effective in action and with the best and latest concealed levers.
<b>MUDGUARDS</b>	Beaded steel, special section, easily detachable, duplex stays
<b>SEAT PILLAR</b>	Of best weldless steel tube, to contain oil can.
<b>PEDALS</b>	Rubber or Rat-trap, screwed right and left. Cycle Engineers' Institute standard.
<b>PUMP</b>	Bluemel's black celluloid 'Featherweight' inflator, tubular grips, with clips to frame. Patent push-in connection.

Fitted Complete as above **£11:15:0**

The small illustration is the "Eagle" Girder Frame fitted to this model. See p.11 For B.S.A. Coaster Hub with Back Pedalling Brake combined, B.S.A. Two-Speed and Sturmey-Archer Three-Speed Hubs, Gear Cases, etc., see page 11.

## DETAILS OF "EAGLE" QUALITY

:: "STRONG AND SURE." ::

(TRADE MARK).

TO DELINEATE THE INNUMERABLE FEATURES OF SPECIAL CARE, WATCHFULNESS AND honest efforts we bestow on our machines, and the minute details, would require a volume in itself. A bicycle is not a single piece of work, performed entirely by one man, but a multitude of parts involving the co-operation of many workers. Making a good cycle is not an easy task. It is even less easy to maintain present standards and uniform quality, but to surpass these present standards year after year is most difficult of all. Progressive, scientific manufacturing. It calls for the highest engineering ability and training, inventive ability, highly skilled labour of every character, and the most advanced equipments and methods. A good cycle includes best components and craftsmanship—that is of course understood.

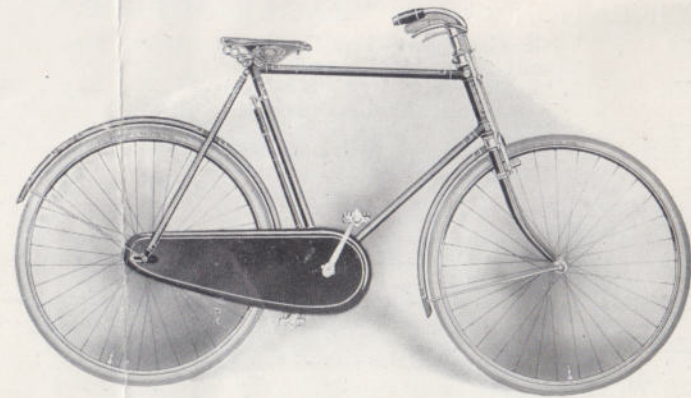
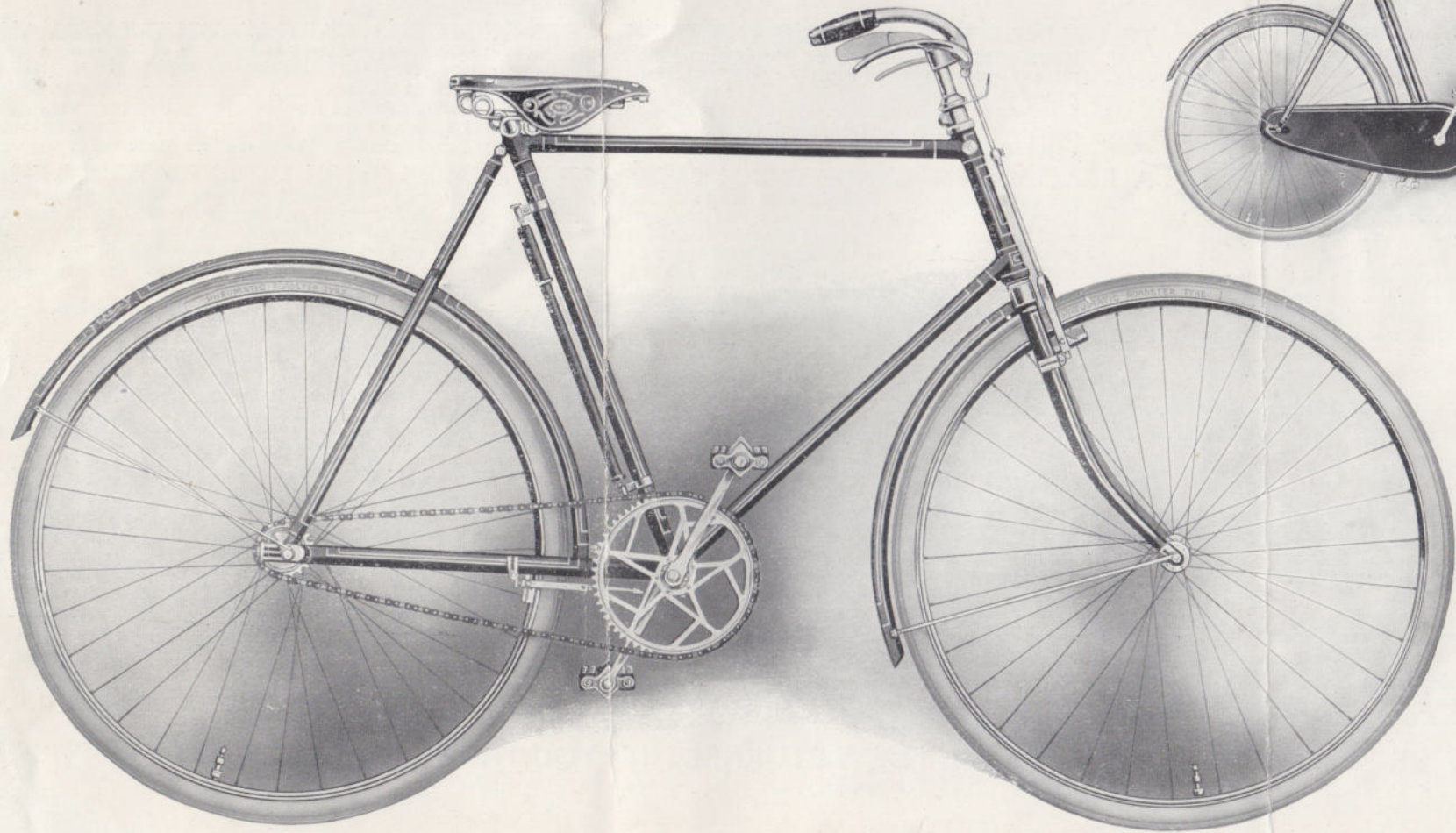
A REALLY HIGH-GRADE CYCLE MUST INCLUDE MORE THAN GOOD MATERIAL AND good workmanship. Skilled labour is not sufficient in itself. It must have the additional ability and resources to fashion a cycle that shall accurately reproduce the designer's plans and theories. Skill, brains and equipment must be combined to produce a highly organized and effective mechanical unit that shall embrace vitality, durability, and harmonious action. The degree of perfection will not depend solely on the quality of the material and labour, but on the perfection of the designing and accuracy of reproducing a design, and in the intelligent assembly of a multitude of parts. We simply describe a few of the more important parts, and assure you of our studious attention to all the other parts.

THE GENUINE DUNLOP ROADSTER PNEUMATIC TYRES. FULLY GUARANTEED FOR fifteen months. The tyre is the most costly article on a bicycle. The Dunlop Tyre costs more than double the price of 98 per cent. of the tyres sold under high sounding vague names and equivocal guarantees. If you will examine a cheap cycle, the first cheap article you will notice is the tyre, and yet the tyre is the very essence of the pleasure of cycling. The best bicycle is a very unsatisfactory article if the tyres are not good. Many a pleasant spin is spoilt by bad tyres, to say nothing of the annoyance—there is the expense of repairs and railway fares. We leave the quality and reputation of the Dunlop Tyre to speak for itself, it is the most expensive—it is the best—it is the only tyre we fit to the "Eagle Superb," unless otherwise requested, and we get No Requests from Cycling Experts. Always insist upon having the very best tyres.

THE "EAGLE" FRAME, THE MECHANICAL GROUNDWORK ON WHICH ALL EXCELLENCE attends. If the frame be not sufficiently stiff and strong to hold all bearings in accurate alignment, then, no matter how much attention is lavished on other details, there will be a cross strain on the bearings, the friction and torsion are greater, and *that means harder work* just when it should be the reverse. Every section of the "Eagle" Frame is composed of English cold-drawn weldless steel tubes, *double butted*, planned in heavy iron jigs, with connections true to angles. Instead of wire pins we use machine screws to connect tubes to the various lugs. All "Eagle" Frames are again trued and aligned accurately after brazing, and again after enamelling. It will be seen that they are centrally true in alignment, so that the wheel bearings and chain wheels will run true and smooth. The quality of material, of workmanship, and design, of all the parts, insures their remaining in this condition, even after years of service.

THE "EAGLE" NEW SPECIAL GIRDER FRAME IS DESIGNED TO MINIMISE THE TORSION —to compensate the alternate thrust, and to preserve the balancing properties in the whole of the bearings, so that every ounce of power expended is used in propelling you on the road, or up hill, and not in bending the machine with every thrust. It may be difficult to measure the exact difference, but on a journey it can certainly be felt.

YOUR MONEY WILL BE CHEERFULLY AND PROMPTLY RETURNED IF YOU ARE NOT PERFECTLY SATISFIED



## SPECIFICATION OF THE "EAGLE STANDARD."

<b>TYRES</b>	Pneumatic, manufactured by The Clipper Tyre Co., Ltd., guaranteed 12 months.
<b>FRAME</b>	'Eagle' Standard Frame, best cold drawn weldless English steel tube, finished in black enamel, tastefully lined in colours. Sizes 20 in., 22 in., 24 in., 26 in., other sizes to order. Entirely nickel-plated, dust excluding and oil retaining hubs.
<b>WHEELS RIMS</b>	Genuine Westwood rims, manufactured by the Dunlop Co. Nickel-plated and lined in colours.
<b>SPOKES</b>	Of nickel-plated rustless piano wire. Nipples, all nickel-plated gun metal, with machine-cut threads.
<b>FORKS</b>	Anti-vibration, section D to round centre trapped and tongued. Steel Fox Crown. Nickel plated.
<b>BALL HEAD</b>	Bearings of hardened steel cups, properly bedded in lugs. Specially designed locking device, not affected by handle-bar adjustment.
<b>STEERING COLUMN</b>	Highest grade steel, butted and tapered, 13 x 16 gauge, latest devised.
<b>CHAIN WHEEL</b>	Cold forged steel, 5-stud attachment, dished and flanged. Patent.
<b>CHAIN</b>	Perry's. "Eagle" specification $\frac{1}{8}$ x $\frac{1}{2}$ in. pitch, ground and hardened rollers, pen steel bushes, spun shouldered rivets.
<b>BRACKET SADDLE</b>	'Eagle' dust excluding, oil retaining, two-point ball bearings. The Eagle nickel-plated four-wire eight-coil springs. English tanned leather.
<b>CONES &amp; CUPS</b>	Cones, cups and bearings throughout turned from solid steel bars and lapped true to size.
<b>HANDLEBAR</b>	forward lug, nickelled steel, any chape illustrated, expander adjustment.
<b>GRIPS</b>	Fancy celluloid.
<b>FREEWHEEL BRAKES</b>	Eadie-B.S.A. Ball-bearing Freewheel. Two nickel-plated independent rim brakes, with latest roller levers, stud attachment.
<b>MUDGUARD SEAT PILLAR PEDALS</b>	Light beaded steel, special section, easily detachable, duplex stays. Of best weldless steel tube, to contain oil can. Rubber or Rat-trap, screwed right and left. Cycle Engineers' Institute standard.
<b>PUMP</b>	Bluemel's black celluloid "Featherweight" inflator, tubular grip, with clips to frame.

Fitted Complete as above **£9:15:0**

The small illustration is the "Eagle" Cycle fitted with Gear Case. See page 11 For B.S.A. Coaster Hub with Back Pedalling Brake combined, B.S.A. Two-Speed and Sturmev-Archer Three-Speed Hubs, Gear Cases, etc., see page 11

## DETAILS OF "EAGLE" QUALITY—Continued.

**THE "EAGLE" BALL HEAD BEARING ADJUSTMENT AND LOCKING DEVICE HAS BEEN** designed to provide an easy and certain means of adjusting the ball head bearings, without interfering with the position of locking of handlebar. Those who have had experience of assembling or adjusting the old type of ball head will appreciate this refinement and also the fact that the handlebar position can be altered without any need for interference with the bearings. The steering column is of cold drawn butted tube, constructed to give the resistance required with the expander method of tightening the handlebar, and also to provide extra thickness and strength at what is usually a weak part of a bicycle. The breakage of a butted "Eagle" Steering Column is unknown.

**"EAGLE" ANTI-VIBRATORY FRONT FORKS. AN INCREASED AREA OF METAL IS** provided with the same object in view as with the ball head. We use "Clincher" patent blades of D section, diminishing to round, of  $\frac{3}{8}$  inch diameter by 19 gauge, also centre trapped and tongued. Through the crown this is again re-enforced and constructed to bring the position of the front hub in perfect alignment, ensuring easy and well balanced steering.

**THE "EAGLE" BALL BEARING BRACKET IS SO DESIGNED AND MANUFACTURED** as to provide gearing that will be smooth running, easily adjusted and long lived. The cups, cones and axle are of the same Tungsten steel we have used for five years, and out of thousands we have not had one to cut or crack. The adjustment is simple, and all parts are interchangeable to Cycle Engineers' Institute standard, and easily detachable.

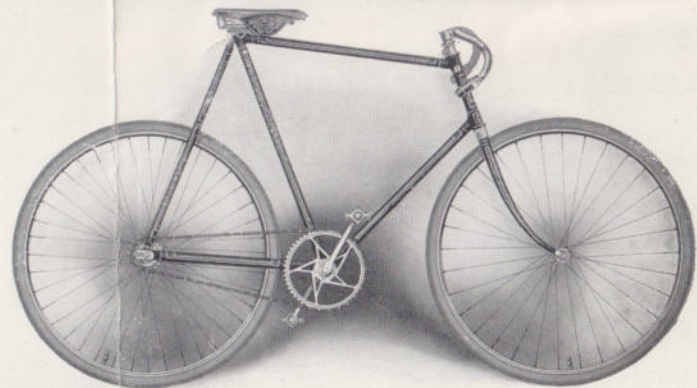
**THE PERRY'S BEST  $\frac{1}{8}$  x  $\frac{1}{2}$  in. PITCH ROLLER CHAIN IS MANUFACTURED FOR US OF** carefully hardened and tempered pen steel, bevelled side plates. Notice the hardened shouldered rivets with spun (not hammered) ends, also the hard steel bush on which the roller bears. Chains work under worse possible conditions than any mechanical device having bearings can possibly work under, namely: oil, wet, grit, some 110 working joints, 110 working rollers, and 550 separate pieces in all, loaded and jerked alternately from zero to 600 lbs. If you extend a bicycle chain at arm's length and give it a slight twist, you will be surprised to find how every link stiffens and becomes a friction point, the chain becoming almost as rigid as a bar. Thus, a chain which runs over chain wheels which are but slightly out of line, is losing power by grinding against the sides of the teeth of a certain section of the wheel, and an undue amount of energy and power is wasted in pedalling. Our bracket and hub teeth are cut by accurate machinery, and tested by gauges decimally true to the pitch of the chain, which is, in our opinion, the handsomest and most perfect chain yet made. It is impossible to obtain a sweet easy running machine without insisting on these points, which are disregarded by many manufacturers; 1st, perfect alignment; 2nd, a perfect chain, decimally true to pitch; 3rd, bracket and hub teeth cut decimally true to the specific chain pitch.

**THE "EAGLE" BALL BEARINGS ARE EMPLOYED THROUGHOUT FOR HUBS, BRACKET, Pedals, Ball Head and Free Wheel.** In good bearings the running parts, cups and cones are made from steel of special formula, that in the hardening process takes just the degree of temper that experience has taught is proper. What is known as commercial tool steel is recognised as not suitable for this purpose. The cups and cones must be ground on their own centres, after hardening, and the bearing, when assembled in the hub, etc., must be thoroughly dust proof. All our bearings are designed on the two-point contact system, now conceded to be theoretically and practically correct.

**"EAGLE" CYCLES ARE FITTED WITH PERFECT RIM BRAKES, LATEST PATTERN LEVERS,** as we recognise that a Free Wheel Cycle without two reliable Brakes is dangerous, we are fitting the strong "Eagle" Brakes of latest pattern, to both front and back rims; they are of elegant design and beautifully nickel plated, either are full strength and absolutely safe and efficient.

**YOU WILL GET TRUE VALUE FOR YOUR MONEY. THAT IS THE SHORT AND SIMPLE STORY OF "EAGLE" QUALITY**





## SPECIFICATION OF THE "EAGLE POPULAR."

<b>TYRES</b>	<b>Pneumatic Guaranteed Tyres</b> , of substantial quality, non-skid tread.
<b>FRAME</b>	"Popular" sizes, 20 in., 22 in., 24 in., 26 in., or to order, built of reliable cold drawn English steel tubes.
<b>WHEELS</b>	Entirely nickel plated, dust excluding and oil retaining hubs.
<b>RIMS</b>	Dunlop section nickel-plated rims.
<b>SPOKES</b>	Of nickel-plated rustless piano wire. Nipples, all nickel-plated gun metal, with machine-cut threads.
<b>FORKS</b>	Blades, section D to round, centre trapped. Steel Box Crown. Nickel plated.
<b>BALL HEAD</b>	Bearings of hardened steel cups, properly bedded in lugs. Patent combined top cup and compression clip, all of steel.
<b>STEERING COLUMN</b>	Highest grade steel, butted and tapered, 13 x 16 gauge, safest devised.
<b>CHAIN WHEEL</b>	Cold forged steel, patent attachment, dished and flanged.
<b>CHAIN</b>	$\frac{1}{2}$ x $\frac{1}{2}$ in. Roller, bushed links.
<b>BRACKET</b>	"Eagle" dust excluding, oil retaining, two-point ball bearings.
<b>SADDLE</b>	"Eagle" saddle, eight-coil springs, English leather.
<b>CONES &amp; CUPS</b>	Cones, Cups and bearings throughout turned from solid steel bar and lapped true to size.
<b>HANDLEBAR</b>	Forward lug, nickelled steel, any shape illustrated.
<b>GRIPS</b>	Fancy celluloid.
<b>FREEWHEEL</b>	Ball-bearing Freewheel.
<b>BRAKES</b>	Two reliable independent rim brakes, with latest roller levers, nickel plated.
<b>MUDGUARDS</b>	Beaded steel, special section, easily detachable.
<b>SEAT PILLAR</b>	Of best weldless steel tube, to contain oil can.
<b>PEDALS</b>	Rubber or Rat-trap, screwed right and left. Cycle Engineers' Institute standard.
<b>PUMP</b>	Black celluloid inflater, tubular grips, with clips to frame.

Fitted Complete as above **£7 : 15 : 0**

The small illustration is the "Eagle" Road Racing Model. See page 11 For B.S.A. Coaster with Back Pedalling Brake combined, B.S.A. Two-Speed and Sturmey-Archer Three-Speed Hubs, Gear Cases, etc., see page 11.

**THE SMALLEST PIECE OF MATERIAL USED IN "EAGLE" CYCLES IS INTERCHANGEABLE & GUARANTEED TEN YEARS**

## DETAILS OF "EAGLE" QUALITY—Continued.

**THE EADIE - B.S.A. COMBINATION BACK PEDALLING BRAKE AND FREE WHEEL.** There will be an increased demand this year for these Coaster Hubs and Two-Speed Gears; we are therefore making the Eadie-B.S.A. Coaster Hub one of our standard fittings. Our choice was decided, because we have both used and fitted these hubs ever since they were made, and we have still to find a fault or difficulty with them—on the other hand, in our opinion, they are the finest free wheel hubs combining their own brake mechanism that have ever been put on the market. They are the most expensive Coaster Hubs, but this does not prevent us using them. We could save cost by fitting other makes, but the lengthy experience of our experts is overwhelmingly in favour of paying the extra for the "EADIE-B.S.A." Note.—Full descriptive booklet on application.

**THE TWO-SPEED GEAR ENABLES A RIDER BY SIMPLY CHANGING THE GEAR ON TO** the lower one to ride easily up hills, which even a strong cyclist is content to walk if an ordinary gear is used, whilst by changing to the top speed or highest gear, the advantages of inclines, stretches of good and level surface, can be ridden at a high rate of speed, without the fast pedalling required on the ordinary all-round gear that has to serve all purposes. A good Two-Speed Gear with a direct drive for hard work (hill-climbing) and a reasonably high gear for easy work is a most useful fitment for the pedal propelled cycle. The Two Speed Gear with B.S.A. free wheel we are fitting fulfil these requirements, and we recommend it to the experienced cyclist or to the inexperienced, who wish to select the best Two-Speed Hub, but of course we will fit any speed gear that is required by the customer.

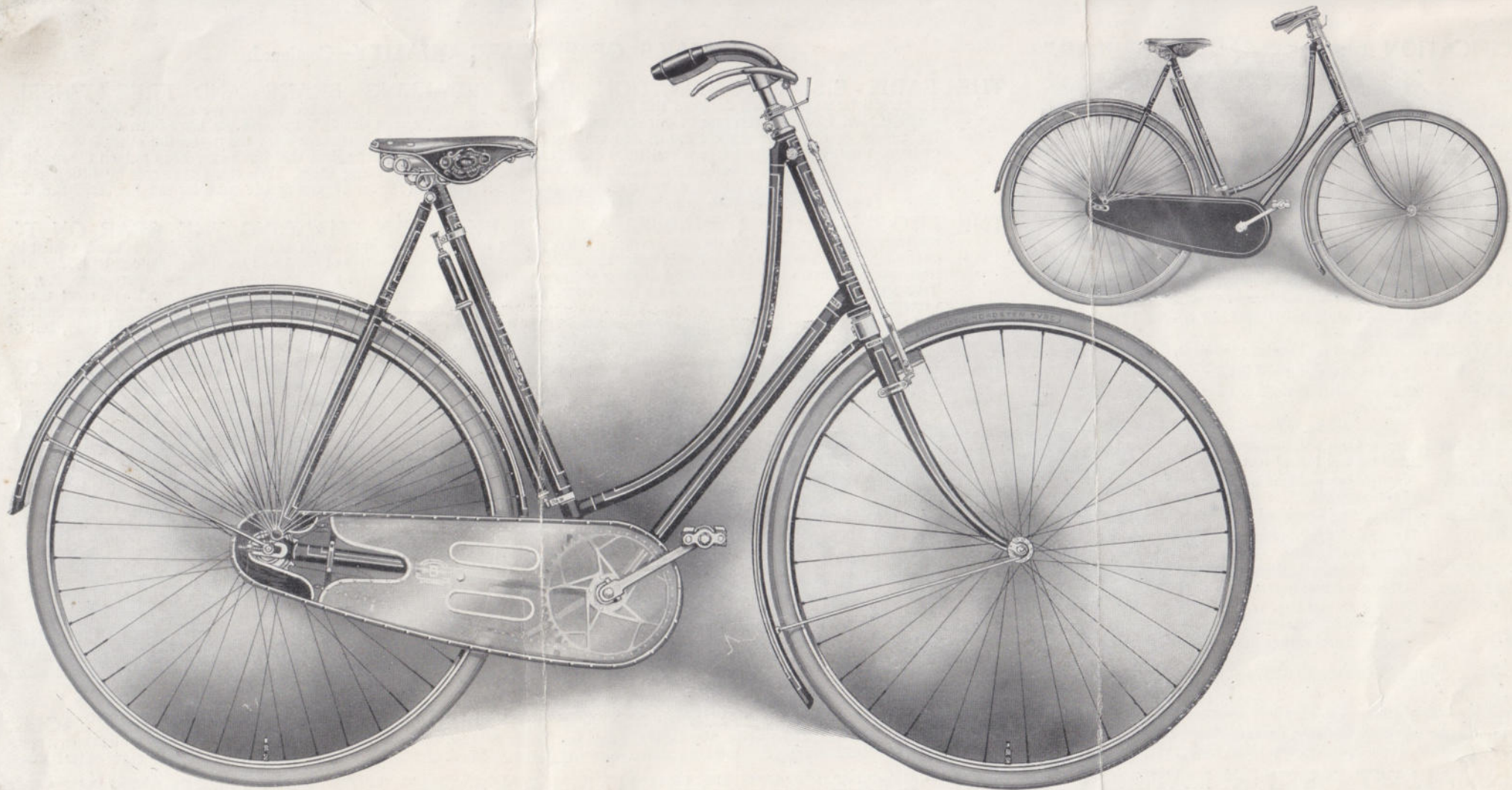
**THE STURMEY-ARCHER THREE-SPEED HUB. WITH DIRECT DRIVE ON NORMAL OR** middle Gear. Ball bearings throughout, no sliding pinions, and guaranteed 12 months. This well-known and thoroughly reliable hub is fitted to all our three-speed models unless otherwise ordered. We do fit, on request, the B.S.A. Three-Speed, or the Armstrong Three-Speed Hub, but we standardise the Sturmey-Archer. The demand in the past has proved that cyclists generally prefer and in fact insist upon the Sturmey-Archer, and consequently we know we are right, quite apart from our technical knowledge, in advising purchasers to select this one. With this model we always fit two GENUINE "EAGLE" BRAKES. Fully descriptive booklets free on request for either of the Three-Speed Hubs mentioned.

**"EAGLE" SADDLE OF ENGLISH OAK TANNED LEATHER WITH EIGHT COIL NICKEL-** Plated Springs. No cheap enamel work; manufactured to our own specification. The springs are of perfectly tempered steel, with eight resilient coils, which afford a seat that will be exceedingly comfortable after two or three hundred miles usage, and then its quality can be appreciated, because it is built on anatomical lines.

**THE "EAGLE" CHAIN WHEEL DESIGN.—(No. 489,977) IS THE STRONGEST WHEEL ON** the market. The teeth are milled to micrometer measurement. The cranks are machined and bevelled. The attachment is the five stud attachment. The whole beautifully finished and plated, and all to interchangeable standard of the Cycle Engineers' Institute.

**THE "EAGLE" TRUE TANGENT WHEELS ARE ENTIRELY NICKEL PLATED, DOUBLE** Butted Spokes are used, and the tension of each is tested for the weight it has to support, ensuring a true and easy running Wheel. The rims are genuine Westwood, manufactured by the Dunlop Co., and are a dead true fit for the tyres mounted on them, thus offering every facility for taking off or putting on the tyres.

**THE ACCESSORIES AND SPECIALITIES SUPPLIED AND FITTED WITH THE "EAGLE"** Cycles are all of the best make. We prefer to adopt the results of those who have studied these articles, and who make them a speciality. Our business is cycle designing and engineering, to the resultant efforts of this work we add the best products of other houses.



SPECIFICATION OF

**THE "EAGLE" LADIES' STANDARD MODEL**

<b>TYRES</b>	"Pneumatic," manufactured by The Clipper Tyre Co., Ltd., guaranteed 12 months.
<b>FRAME</b>	"Eagle" Standard Frame, best cold drawn weldless English steel tube, finished in black enamel and tastefully lined in colours. Sizes 20 in., 22 in., 24 in., other sizes to order.
<b>WHEELS RIMS</b>	Entirely nickel plated, dust excluding and oil retaining hubs. Genuine Westwood patent rims, manufactured by the Dunlop Co., lined in colours.
<b>SPOKES</b>	Of nickel-plated rustless piano wire. Nipples, all nickel-plated gun metal, with machine-cut threads.
<b>FORKS</b>	Anti-vibration, Section D to round, centre trapped and tongued. Steel Box Crown. Nickel plated.
<b>BALL HEAD</b>	Bearings of hardened steel cups, properly bedded in lugs. Specially designed locking device, not affected by handlebar adjustment.
<b>STEERING COLUMN</b>	Highest grade steel, butted and tapered, 13 x 16 gauge, safest devised.
<b>CHAIN WHEEL CHAIN</b>	Cold forged steel, 5-stud attachment, dished and flanged. Patent Perry's "Eagle" specification $\frac{1}{8}$ x $\frac{1}{2}$ in. pitch, ground and hardened rollers, pen steel bushes, spun shouldered rivets.
<b>BRACKET SADDLE</b>	"Eagle" dust excluding, oil retaining, two-point ball bearings. "Eagle" lady's saddle, three-coil girder springs, very comfortable.
<b>CONES &amp; CUPS</b>	Cones, Cups and bearings throughout turned from solid steel bar and lapped true to size.
<b>HANDLEBAR</b>	Forward lug, nickelled steel, any shape illustrated, expander adjustment.
<b>GRIPS</b>	Fancy celluloid.
<b>FREEWHEEL BRAKES</b>	Eadie-B.S.A. Ball-bearing Freewheel. Front rim brake and back rim brake, actuated by new pattern roller levers, nickel plated.
<b>MUDGUARDS CHAIN COVER</b>	Light beaded steel, special section, easily detachable, duplex stays. Bluemel's transparent celluloid "Featherweight" and elastic cord detachable dress guard.
<b>SEAT PILLAR PEDALS PUMP</b>	Of best weldless steel tube, to contain oil can. Rubber, screwed right and left, Cycle Engineers' Institute standard Bluemel's black celluloid "Featherweight" inflator, tubular grips, with clips to frame.

Fitted Complete as above **£10:10:0**

The small illustration is the "Eagle" Ladies' Cycle fitted with a Metal Gear Case, instead of the Celluloid Chain Cover as given in the large illustration, 15s. extra. For B.S.A. Coaster with Back Pedalling Brake combined, B.S.A. Two-Speed, Sturmey-Archer Three-Speed Hubs, Gear Cases, etc. See opposite.

**IN COMPARISON, IT IS AS BEAUTIFUL IN**

**DETAILS OF "EAGLE" QUALITY—Continued.**

**THE SUPERB FINISH OF ALL "EAGLE" CYCLES IS A MOST DISTINCTIVE FEATURE OF**

our manufactures, we recognise the fact that the merits of a superior cycle must be such as to arrest immediate attention. The art of cycle construction has progressed to so advanced a stage that a machine must possess unusual refinements to bring it notably before the critical and expert eye. The "Eagle" Cycle represents the ideal in cycle construction. We desire and invite deeper criticism than that which stops at mere superficial finish, but for graceful and beautiful appearance the "Eagle" is unparalleled. We enamel our machines by first giving a coat of special rust-resisting composition which is stove on, and then three coats of best quality super-ground enamel, each coat being flatted down prior to the succeeding application. The result is a beautifully intense lustrous glass-like enamel. Our nickle plate is deposited from special double salts and pure nickel anodes giving a splendid white colour and brilliance; in short and in fact, the "Eagle" Cycle is all that we claim and our reputation implies, it warrants its ten years guarantee, and the proprietor of an "Eagle" Cycle has the latest creation that refined

**ART, CRAFTSMANSHIP AND PERFECT DETAILS CAN PRODUCE IN THE NAME OF CYCLE**

We fit, when ordered at same time as the model chosen, any of the following specialities at the prices quoted following, which are extra to the price as given at the foot of the specification of each Cycle.

	£	s.	d.
Eadie-B.S.A. Coaster Hub, combining Freewheel and Back Pedalling Brake ... ..	0	8	0
Two-Speed Hub, B.S.A. Ball-bearing Freewheel ... ..	0	15	0
Sturmey-Archer Three-Speed Hub ... ..	1	10	0
Sturmey-Archer Three-Speed Hub with Back Pedalling Brake ... ..	1	17	6
Girder Frame, as per illustrated inset—see page 4 ... ..	1	0	0
Metal Gear Case .. ..	1	10	0
Wood Rims ... ..	1	0	0
Ladies' Models in the "Superb," "Standard," or "Popular" qualities are extra to the price of the gentlemen's ... ..	0	15	0

The "Eagle" Road Racing Model, illustrated on page 8, is the same price in each quality as the models "Eagle Superb," "Standard" and "Popular."

When ordering, please give, if possible, the exact height, leg measurement, and weight of the rider. This enables us to forward an exactly fitting model to that rider's requirements.

**GUARANTEES.**

Ten years "All and Everything" Guarantee with the "Eagle Superb" Models. Six years "All and Everything" Guarantee with the "Eagle Standard" Models. Three years "All and Everything" Guarantee with the "Eagle Popular" Models, and **£100 FREE INSURANCE POLICY FOR TWELVE MONTHS IS ISSUED TO EACH RIDER.**

**MECHANISM AND FINISH AS AN ERARD PIANO IS TO A STREET ORGAN**

# THE "EAGLE, ALL AND EVERYTHING" GUARANTEE ISSUED WITH EACH CYCLE.



We supply when ordered, a very good and complete set of Accessories, comprising beautifully Nickel-plated Oil Lamp, Ladies' or Gent's pattern; English Leather Tool Bag; a serviceable Nickel-plated Double Chime Bell; Patent Oil Can, fitted into seat Pillar; Nickel-plated adjustable Spanner and combined Tyre Lever, and a hardened and blued cone and Peg Spanner with Screw-driver tip; Tyre Repairing Outfit and pair of Trousers Clips; a detachable Front Mudguard Flap, at **12/-** per set. If with Acetylene Lamp, or Oil Lamp showing red rear light to fit on Handlebar, as illustrated, **1/-** per set extra. Strongly made Parcel Carrier to fit back or front of cycle as shown, **3/-** each. Cyclometer or Distance Recorder, **3/6**.

## 10 YEARS WARRANTY (DUNLOP TYRES 13 MONTHS) & 1 YEAR'S FREE INSURANCE POLICY.