

FERRIS AND JAMES

The Truth about their professional plans with Sturmev-Archer Gears Ltd.

FOLLOWING many rumours and counter-rumours—not published in *Cycling*—we are now able to state authoritatively that S. H. Ferris, Vegetarian long-distance road rider and three times winner of the North Road "24," last Wednesday signed a three-year professional contract with Sturmev-Archer Gears, Ltd.

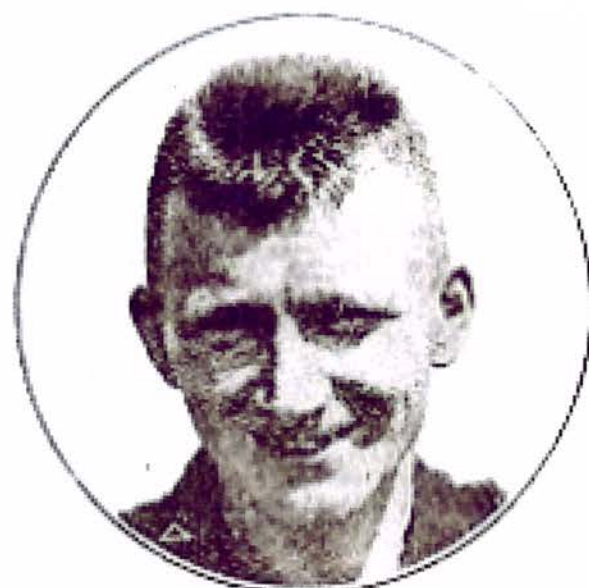
Ferris's immediate objectives are the Edinburgh-London and 24-hour R.R.A. records, whilst he plans to attack Opperman's Land's End to John o' Groats figures next year.



S. H. Ferris.

For the shorter distance record programme which the Sturmev-Archer concern have planned to demonstrate their famous hub gear, there is a distinct probability that H. James, another notable Vegetarian rider, will be engaged. It was James's great ambition that he should wind up his amateur career by winning the Best All-rounder Competition, but he was deposed from the leading position by C. Holland in the deciding race of the season on Sunday last.

S. H. Ferris has selected a Raleigh bicycle for his record activities. He has already accepted delivery of his new Raleigh Record Ace models. They have 21-in. frames and are finished in flamboyant green with chromium-plated forks. The specification includes Brooks B17 Flyer saddle; 15-in. by 4-in. Marsh bars; and 26-in. by 1½-in. Conloy rims



H. James.

fitted with Dunlop No. 3 cotton tubulars. But the most interesting feature of the machines that Ferris will ride is the new Sturmev-Archer hub gear with which each is equipped. This new racing gear is described in greater details on this page. Its chief feature is that the increase and decrease from normal is equivalent to only one tooth difference in sprocket sizes. Furthermore, the train of pinions within the hub is so slow moving that the gear is almost frictionless in action. Ferris has selected a normal of 79.7 ins., so that his new hub variable provides a high of 85.5 and a low of 74.3.

When James's plans are finally decided upon the details will appear in *Cycling*.

H. JAMES LOWERS PORTSMOUTH AND BACK BY 10 SECONDS!

The Story of a Magnificent Fight Against Wind and Punctures

ALTHOUGH delayed more than three minutes through two punctures, H. James, the plucky little Welsh professional, broke his first national bicycle record early on Tuesday morning of last week when he rode from London to Portsmouth and back in 6 hrs. 33 mins. 57 secs.—10 secs. better than the previous record put up by W. F. Stuart, of Australia, in 1935. This is the narrowest margin by which any national record has ever been beaten during the whole 50 years of the Road Records Association, yet this in no way reflects upon the greatness of James's ride, for Stuart's effort was a sterling record (beating as it did F. W. Southall's record by 15 minutes); rather does it add further glory to the epic account of one of the finest and pluckiest performances ever listed upon the books of the association.

Herbert James has been dogged with ill-luck ever since he turned professional in October of last year, and this was his second attempt upon Stuart's figures. The ride was timed and observed practically throughout by Mr. B. W. Best, the famous R.R.A. timekeeper, who has timed more road records than any other man living, and when Mr. Best gave him the signal to go at 2 a.m. on Tuesday, the morning was warm and cloudy, the prospects being that a faint wind would spring up later to assist him from Portsmouth. As is often the case the weather prophecy was inaccurate. The journey from the start at the 14th milestone, to Hyde Park Corner (where he turned after 33½ mins.—half a minute slower than schedule) was almost in a dead calm, but soon after he had repassed the starting point, heading towards the sea, a strong cross breeze sprang up, sending the clouds scudding across the sky, and causing James's advisers some apprehension.

James, however, using his gears of 74-79-84, continued to ride strongly and, after covering 22 miles in the first hour, reached Guildford (38½ miles) four minutes outside a schedule planned to beat record by five minutes. Two heavy showers of rain had not perturbed him, and although it was still raining as he sped down Guildford's steep and famous, but now deserted, High Street, the big yellow moon was peeping bravely through the heavy clouds.

Dawn came as James began the ascent of Hindhead. Up he climbed at a steady 15 miles an hour, the wind, now nearly due south, blowing stronger. Half a mile before the top



A fine "Cycling" impression of H. James at speed.

of this famous beauty spot James had covered his first 50 miles in 2 hrs. 24 mins. (first 25 miles in 1 hr. 9 mins.), but he had little time to admire the fine view of Surrey scenery spread below, nor the beauty of the shining moon hanging in a pale bluish sky of early morning, and down the other side he pedaled at a brisk speed until a puncture in the back tyre caused his first dismount.

Quickly another machine was unstrapped from the following car and, delayed a minute and a half, James rode hurriedly on his way again. Seven minutes later he punctured again—in the back tyre. This time no machine was ready immediately, the official car having been slightly delayed, and impatiently James had to wait more than two minutes before the car screeched up with another bicycle. Yet, notwithstanding these delays, James reached Petersfield only three minutes outside schedule, having covered a total of nearly 63 miles in the three hours.

There was still no signs of the wind

veering round to south-west as required for the return journey from Portsmouth when James negotiated the early traffic, via a longer route than usual owing to market day regulations, to the Post Office in the famous seaport; but the plucky Vegetarian kept plugging away hopefully.

He turned at Portsmouth two and a half minutes behind schedule, having covered the 80½ miles in 3 hrs. 52½ mins., with the wind on his side and the strong sun dazzling in his eyes, yet he rode determined to get the record, and by the time he had reached Petersfield, having climbed Butser at a steady 13 miles an hour, he had reduced his arrears on schedule to within a minute and a half. He had covered 100 miles in 4 hrs. 48 mins. Then his bad time set in. The next 13 miles up to the top of Hindhead were miles of suffering, and when he reached the summit he had fallen three and a half minutes behind, and the prospects of the record were beginning to fade. But the Welshman was not done yet. He had

London = Portsmouth = London



RECORD BROKEN

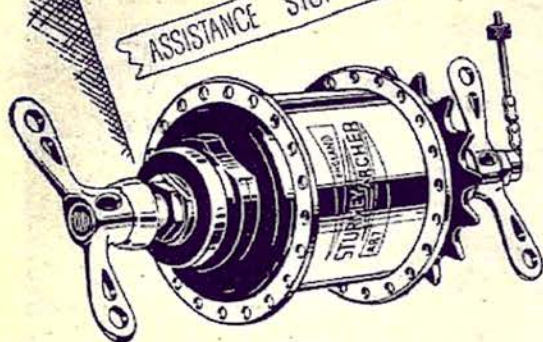
BY H. JAMES USING THE NEW STURMEY-ARCHER

A. R. ULTRA CLOSE-RATIO 3-SPEED GEAR

POST OFFICE TELEGRAM

LONDON TO PORTSMOUTH AND BACK TIME LOWERED TO 6 HOURS 33 MINUTES 57 SECONDS DESPITE TWO PUNCTURES

AND ROUGH CROSSWINDS STOP STURMEY-ARCHER HUB MAGNIFICENT ASSISTANCE STOP NEVER HAVE LOWERED RECORD WITHOUT IT STOP H JAMES



SPEED UP YOUR AVERAGE - CUT DOWN EFFORT - FLATTEN HILLS WITH A STURMEY-ARCHER HUB

A Sturmeley-Archer Gear will certainly add enormously to YOUR cycling pleasure. In the Sturmeley-Archer range there is a hub to suit every class of cyclist and every type of bicycle. Neat, light, totally enclosed, completely protected against dust, grit and rain, there is no gear that gives the same advantages and efficiency. See your dealer to-day and ask to see the famous Sturmeley-Archer hub brakes as well.

PRICES:

A.R. (Ultra close ratio 3-speed hub as illustrated). Gives 7.24% increase over normal and only 6.76% decrease from normal. Price as an extra on a new machine 25/3 (cash), or on easy payment terms. Supplied loose (additional charge for fitting) 29/- (cash)

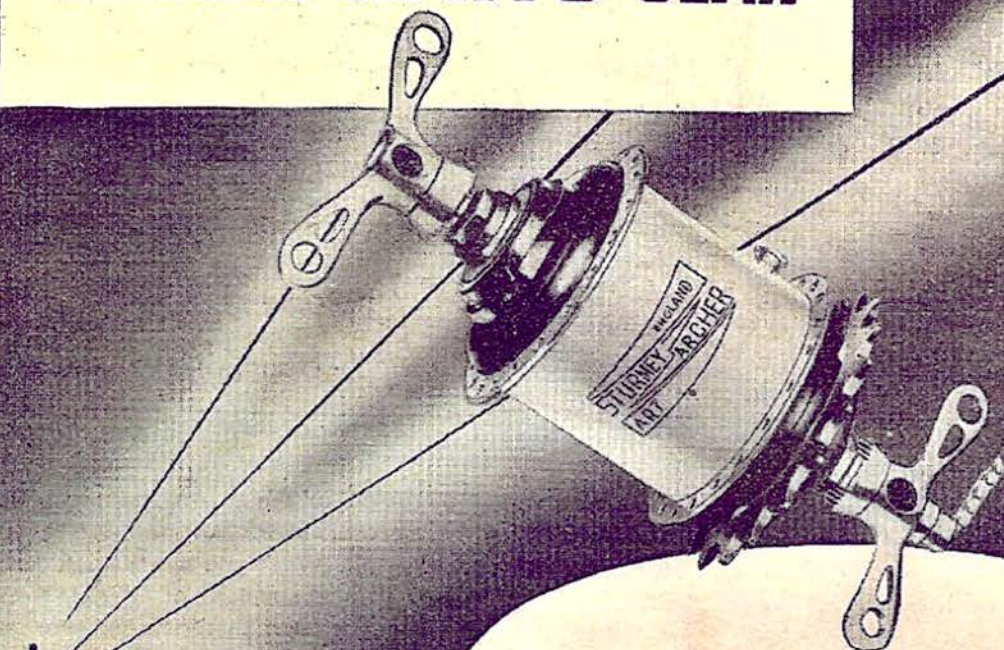
STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM



HUB GEARS AND HUB BRAKES

THE GEARS THAT 'MAKE CYCLING EASY'

S. H. FERRIS
joins the band of enthusiasts converted by the new
STURMEY-ARCHER 3-SPEED
 ULTRA
CLOSE-RATIO GEAR



"I admit I was sceptical at first — but this is the hub that helped me break the Edinburgh — London Record. It's exactly what we racing men have always been looking for — a totally enclosed *hub* gear with a really close ratio. I'll never ride without it."

(signed) S. H. FERRIS

- ★ Gives 7.24% increase over normal and 6.76% decrease from normal.
- ★ Combines, for the first time, all the advantages of a totally-enclosed hub gear with a change up and down of only ONE tooth's difference.
- ★ Slow running mechanism ensures virtually frictionless working.
- ★ Gear change can be effected whether pedalling or free-wheeling.

A.R. Ultra Close Ratio 3-speed Hub, wing nuts and quick release cable connection. Supplied loose (additional charge for fitting) 29/- (cash). As an extra on a new machine 25/3 (cash), or by easy payment terms.



HUB GEARS AND HUB BRAKES

POST THIS COUPON to Sturmeley-Archer Gears Ltd., Nottingham, for descriptive leaflet giving fullest details of this remarkable new Sturmeley-Archer Hub.

NAME.....
 ADDRESS.....

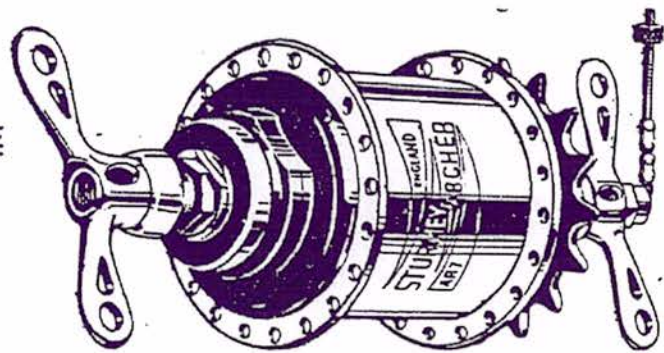
The gears that "make cycling easy"!

STILL ANOTHER RECORD SMASHED
 BY THE NEW
STURMEY-ARCHER

A.R. ULTRA CLOSE-RATIO 3-SPEED HUB

LIVERPOOL - LONDON
 RECORD BROKEN—COMPLETING

4 SPECTACULAR TRIUMPHS
 IN 4 MONTHS



PRICES:

A.R. (Ultra close ratio 3-speed hub as illustrated). Gives 7.24% increase over normal and 6.76% decrease from normal. Price as an extra on a new machine 25/3 (cash), or on easy payment terms. Supplied loose (additional charge for fitting) 29/- (cash).

STURMEY-ARCHER, GEARS Ltd., NOTTINGHAM

It's making even the experts rub their eyes—the cavalier manner in which the new Sturmeley-Archer A.R. Ultra Close-ratio hub is smashing records thought unbeatable! First, the Edinburgh-London record; then the Land's End-John o' Groats and the "1,000 Miles" records; now the Liverpool-London record—200½ miles in 9 hours 27 minutes in face of rain and driving wind—there's a lesson in this triumphant sequence of runs for you; see this sensational hub and the rest of the famous Sturmeley-Archer range at the Cycle Show (Earls Court), Stand 126, or at your nearest dealers.



HUB GEARS AND HUB BRAKES

THE GEARS THAT MAKE CYCLING EASY



THE LIVERPOOL - LONDON RECORD SMASHED!

On the 19th September, H. James completed the 'Liverpool-London' in the record time of 9 hours 27 minutes, thus reducing the existing time by three minutes.
A most creditable performance in the worst possible weather conditions.
(Subject to R.R.A. confirmation)

by **H. JAMES** using the
new **STURMEY-ARCHER**
A.R. ultra close-ratio **3-speed gear**



STURMEY-ARCHER GEARS LTD., NOTTINGHAM

NOW "LAND'S END" 1,000 MILES"



A spectacular ride—from which this practical message emerges—if you are interested in fast touring, if you want virtually to reproduce "track conditions on the road," see your local dealer about this remarkable new Sturmev-Archer A.R. Ultra Close ratio 3-speed gear to-day. Precisely as it helped Ferris to record achievement, so it can help you.



A.R. Ultra close ratio 3-speed hub on (Hubbick). Gives 7.24" increase over normal and only 6.25% decrease. (From 7.24" price an extra 25¢ new machine 26 3 (low) or on easy pay. STURMEV-ARCHER GEAR CO., NOTTINGHAM

LAND'S END TO JOHN O'GROATS IN 2 DAYS 6 HOURS 33 MINUTES!

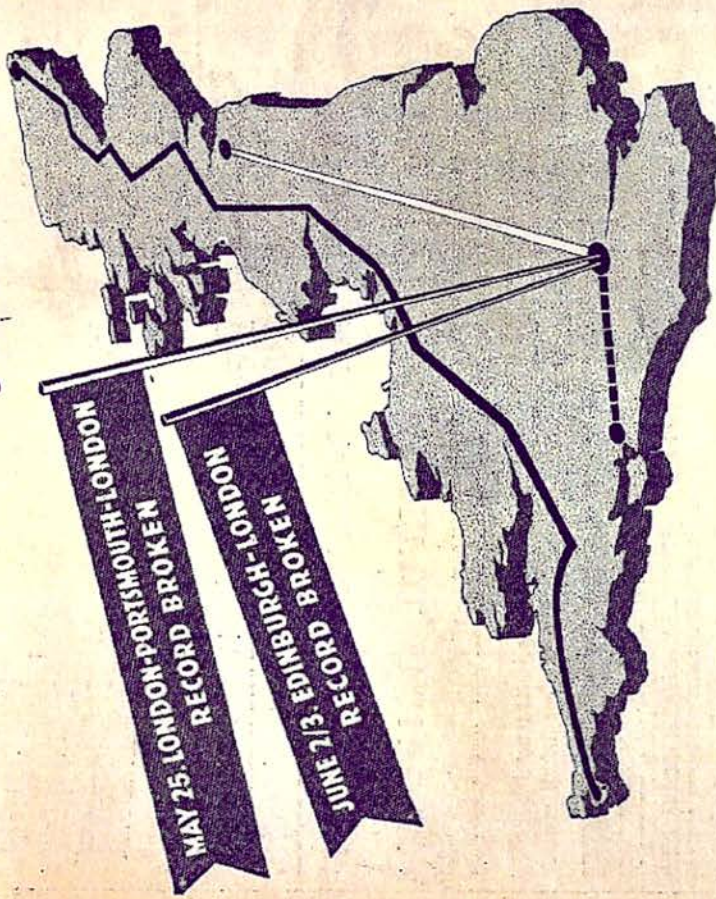
(Subject to Official Confirmation)

Existing record smashed by no less than 2 HOURS 28 MINUTES!
"1,000 MILES" IN 2 DAYS 22 HOURS 45 MINUTES, telescoping previous record by 3 HOURS 7 MINUTES!

These are the bare figures of S.H. Ferris' sensational run. But figures alone can never tell the full, triumphant story. At Taunton, so bad were conditions, it was actually considered abandoning the ride. At Shap, again the wind veered round to make stiff going still more stiff. What, then, is the secret of these new records—records which may stand for all time? The man: superbly trained and "tuned," with the will to win. The machine equipped with that phenomenal gear, the new Sturmev-Archer A.R. Ultra close ratio 3-speed, which has helped to smash four major road records in a few weeks!

THE GEARS THAT 'MAKE CYCLING EASY'

-JOHN O'GROATS and RECORDS telescoped!



ALL with the NEW



A.R. ULTRA CLOSE RATIO 3-SPEED GEAR

THE GEARS THAT 'MAKE CYCLING EASY'

There's a lesson in this for you -

NEW STURMEY-ARCHER THREE ROAD



**LAND'S END - JOHN O'GROAT'S
"1,000 MILES"
EDINBURGH to LONDON
smashed by S. H. Ferris**



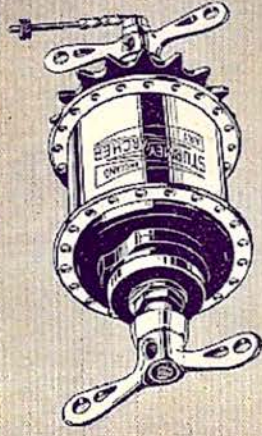
LAND'S END - JOHN O'GROAT'S. 870 miles in 2 days, 6 hrs. 33 minutes, beating previous record by 2 hrs. 28 minutes.

1,000 MILES in 2 days 22 hrs. 45 minutes, beating previous record by 3 hrs 7 minutes.

EDINBURGH - LONDON. 379 miles in 20 hrs. 19 minutes, beating previous record by 1 hr. 30 minutes.

THERE IS A GEAR IN THE STURMEY-ARCHER

HUB SMASHES MAJOR RECORDS within a few weeks!



Ferris's successes have made even the experts rub their eyes. Never has a hub received such practical endorsement. It will help you to new achievements in your sphere;—cut your average times—help you to freer finishes—give you a new insight as to how fast and effortless road cycling can be. See your local dealer to-day.

PRICES: (A.R. Ultra close ratio 3-speed hub, as illustrated) is 7.25. Increase over normal and only 6.25. Decrease from 5.25. New and improved. New and improved. (A.R. Close ratio) on any payment terms. Supplied loose. Address only change for STURMEY-ARCHER GEARS LTD., NOTTINGHAM.

5 PRINCIPAL REASONS WHY YOU SHOULD MAKE THE STURMEY-ARCHER GEAR A STANDARD FITMENT ON YOUR BICYCLE

- Gear change is positive and definite under any conditions.
- Efficient and trouble-free at all times.
- Always oil-bathed.
- Totally enclosed.
- Proof against dust and weather.

ALL with the new



A.R. ULTRA CLOSE RATIO 3-SPEED GEAR

RANGE TO SUIT EVERY CLASS OF CYCLIST

THE

EDINBURGH - LONDON RECORD SMASHED!

On the 3rd June, S. H. Ferris completed the 'Edinburgh-London' in the record time of 20 hours 19 minutes, thus reducing the existing time by no less than 1 hour 30 minutes. A wonderful achievement.

by S. H. FERRIS using the
new **STURMEY-ARCHER**
A.R. ultra close-ratio 3-speed gear



STURMEY-ARCHER GEARS LTD., NOTTINGHAM

*Through
Seven Counties in Record Time*

LAND'S END-LONDON RECORD

*Smashed by
25 minutes!*



BY CHARLES HOLLAND
RIDING A

-RALEIGH

THE ALL-STEEL BICYCLE
FITTED WITH A STURMEY-ARCHER MEDIUM RATIO (AM) 3-SPEED HUB

After riding over a hilly course, equipped by Continental, Charles Holland, equipped with a Sturmeley-Archer 3-speed gear! The result—a new and fast performance—evidence to buy the Land's End-London Record from the record-holder Charles Holland! In 25 minutes 25 seconds he smashed the previous record! and another spectacular machine—Shipped by Raleigh!—The Raleigh Charles Holland's record is the result of the Sturmeley-Archer 3-speed gear!—Raleigh's finest, well—found at

fit the Sturmeley-Archer 3-speed gear—the gear that "makes cycling easy"

THE RALEIGH CYCLE COMPANY, LIMITED, RALEIGH, ENGLAND



287 miles in 13 hrs. 44 mins

CHARLES HOLLAND RIDING THE RALEIGH
CHARLES HOLLAND MODEL, FITTED WITH A

STURMEY-ARCHER

MEDIUM RATIO (AM) 3-SPEED HUB

*Smashes the
Land's End-London Record
by 25 MINUTES*

Again Sturmeley-Archer accepts the record! Supported by a Raleigh Model with a Sturmeley-Archer 3-speed gear, equipped by 21-year-old Charles Holland, the result—a new and fast performance—evidence to buy the Land's End-London Record from the record-holder Charles Holland! In 25 minutes 25 seconds he smashed the previous record! and another spectacular machine—Shipped by Raleigh!—The Raleigh Charles Holland's record is the result of the Sturmeley-Archer 3-speed gear!—Raleigh's finest, well—found at



We are stocking at the South Coast Store and Motor Cycle Shop—November 25 to 28th, 1938—Stand 112

THERE'S A STURMEY-ARCHER GEAR FOR EVERY CLASS OF CYCLIST

STURMEY-ARCHER GEAR LIMITED, ROYAL EXHIBITION ROAD, LONDON, E.C.4, ENGLAND, by Appointment to the Royal Household, London, E.C.4, Sole Agents for Australia and New Zealand, J. E. Allen, Central Sales Agency, Ltd.

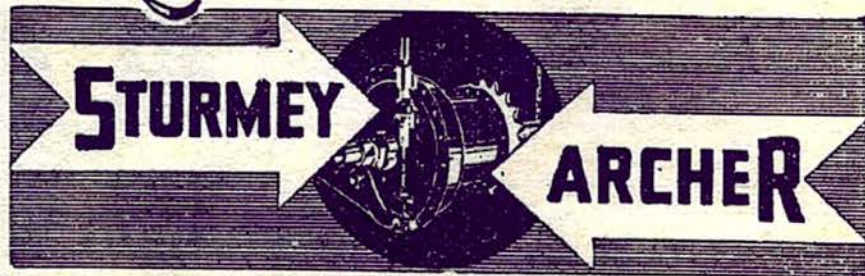
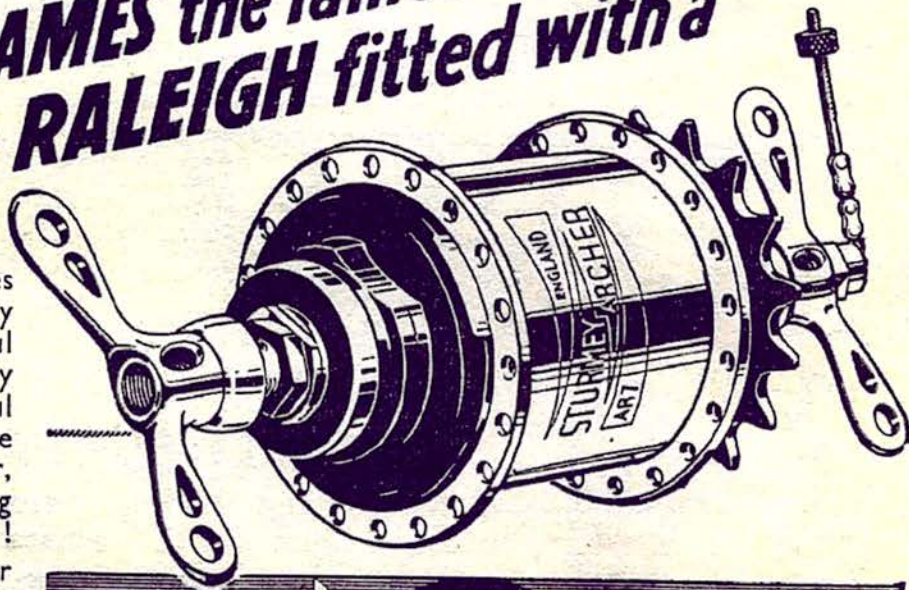


"100 MILE RECORD"

smashed by the astounding margin of

9 mins. 53 secs.

by BERT JAMES the famous cyclist riding a RALEIGH fitted with a



3-speed Close Ratio Gear

On Saturday, March 19th, Bert James lowered the 100-Mile Record by 9 mins. 53 secs., setting up a wonderful margin of 3 hrs. 45 mins. 51 secs. Every cyclist will be thrilled by these wonderful results. Think of it! Thanks to the use of his Sturmev-Archer 3-speed Gear, he was able to average the amazing speed of approximately 27 miles per hour!

"R." Hub. Specially designed for Road Racing and Record breaking. Ratios 4% Increase. 6.76% Decrease.

"M." Hub. This Hub is strongly recommended to the Club rider, for Massed Start Racing, and Record attempts in any Country. Ratios 15.55% Increase. 46% Decrease.

Sturmev-Archer TRIGGER CONTROL—for any Sturmev-Archer 3-speed hub; instantaneous changes with one finger; prevents loss of steering control when shifting; Supplied separately, complete, 8/-. Supplied as an option with a Sturmev-Archer 3-speed hub fitted to a new frame, or a hub supplied loose, 3/-.

HERE'S A STURMEV-ARCHER GEAR FOR EVERY CLASS OF CYCLIST

STURMEV-ARCHER GEARS LIMITED, NOTTINGHAM.



Just think what this means!

210½ MILES IN 10 HOURS

On June 9 Charles Holland broke the Liverpool-Edinburgh Record in 10 hrs., thus beating the previous record by 12 mins. For 210½ miles he averaged the incredible speed of 21 m.p.h.—much of it over difficult, hilly Scottish country.

CHARLES HOLLAND RIDING A
RALEIGH

fitted with Sturmey-Archer 3-speed gear

**SMASHES
LIVERPOOL-EDINBURGH
RECORD!**

(Subject to Official Confirmation)

This brilliant performance follows hard on the heels of Bert. James' recent successes—The '100 Mile' Record, the '12 Hour' Record and the London-York Record—all achieved with the help of a Raleigh fitted with a Sturmey-Archer gear!

**YOU'RE MISSING SOMETHING
IF YOU DON'T BUY A**

RALEIGH

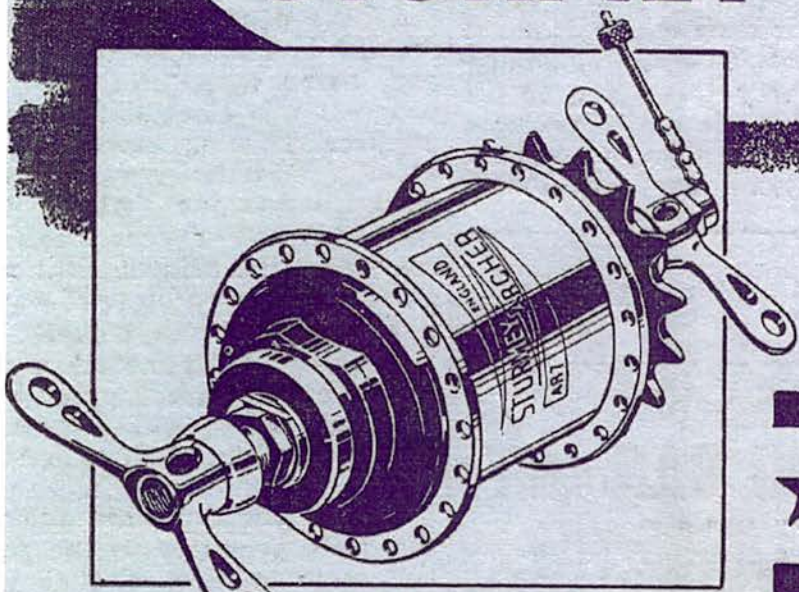
THE ALL-STEEL BICYCLE

Fit the Sturmey-Archer 3-speed gear—the gear that "makes cycling easy"

THE RALEIGH CYCLE COMPANY LIMITED, NOTTINGHAM

First- THE 'UNBEATABLE' 100 MILE RECORD BEATEN!

NOW THE
'12-HOUR'
AND
LONDON-YORK RECORDS
SMASHED BY
STURMEY-ARCHER



16 MINS. clipped off the London-York Record, 260 miles covered in '12 hours'—two more spectacular successes to the credit of Sturmeley-Archer! Bert James' wonderful performance was achieved riding a Raleigh fitted with a Sturmeley-Archer close-ratio 3-speed gear with trigger control! His "London-York" time was 8 hrs. 44 mins. and he added 7 miles to the '12-hour' record.

(Subject to official confirmation.)

- following on all these big successes of 1937 -

★ **EDINBURGH-LONDON**
RECORD

★ **LAND'S END-JOHN O'GROATS**
RECORD

★ **THE 1000 MILES** RECORD

★ **LIVERPOOL-LONDON**
RECORD

STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

FOLLOW THE LEADERS - FIT

STURMEY

ARCHER

HUB GEARS AND HUB BRAKES

THERE'S A STURMEY-ARCHER GEAR FOR EVERY CLASS OF CYCLIST

Averaging 21 mph for 10 hrs!



LIVERPOOL-EDINBURGH

RECORD SMASHED

BY CHARLES HOLLAND RIDING A RALEIGH

fitted with a

STURMEY-ARCHER

3-SPEED CLOSE RATIO GEAR

(Subject to official confirmation)



Charles Holland's time was 10 hrs., clipping the existing record by no less than 12 mins. It follows all these big Sturmey-Archer successes:
'100 MILE' RECORD - EDINBURGH-LONDON RECORD
'12 HOUR' RECORD - LIVERPOOL-LONDON RECORD
LONDON-YORK RECORD - '100 MILES' RECORD
LAND'S END-JOHN O' GRAIS RECORD

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STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

Just think what this means!
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fitted with Sturmey-Archer 3-speed gear
SMASHES

LIVERPOOL-EDINBURGH **RECORD!**

(Subject to official confirmation)

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IF YOU DON'T BUY A**

RALEIGH

THE ALL-STEEL BICYCLE

Fit the Sturmey-Archer 3-speed gear—the gear that "makes cycling easy"

THE RALEIGH CYCLE COMPANY LIMITED, NOTTINGHAM

Three of the World's most Famous Riders who use Sturmey-Archer Gears



Sid Ferris.



Bert James.



Charles Holland.

RECORDS THEY HAVE ACHIEVED

In 1937 and 1938 on Bicycles fitted with the AR Close Ratio and AM Medium Ratio 3-speed Hubs.

THE EDINBURGH—LONDON RUN. Distance 386 miles. This was made by "Sid" Ferris in 20 hours, 19 minutes, thus beating the previous record by 1 hour, 30 minutes, on the 3rd June, 1937.

THE LAND'S END—JOHN O' GROATS RECORD, by "Sid" Ferris, covering a distance of 870 miles in the remarkable time of 2 days, 6 hours, 33 minutes, thus beating the previous record by 2 hours, 28 minutes, July 1937.

THE 1,000 MILES RECORD BY S. FERRIS in 2 days, 22 hours, 40 minutes, thus beating the existing record by the astonishing margin of 3 hours, 12 minutes, July 1937.

THE LONDON—PORTSMOUTH AND BACK. Distance 137 miles, by "Bert" James, covering the distance in 6 hours, 33 minutes, 57 seconds.

THE LIVERPOOL—LONDON RECORD smashed by "Bert" James on the 19th September, 1937, covering a distance of 200½ miles in the record time of 9 hours, 27 minutes, thus beating the previous record by 3 minutes.

THE 100 MILE RECORD. Achieved by "Bert" James on March 19th, 1938, smashing the previous record by 9 minutes, 53 seconds.

THE LONDON—YORK and 12 HOUR RECORD. "Bert" James' time for the London—York ride was 8 hours, 44 minutes, beating the previous record by 16 minutes, and he carried on to cover 260 miles in 12 hours, adding 7 miles to the 12 Hour Record on May 12th, 1938.

THE LIVERPOOL—EDINBURGH RECORD. Distance 210½ miles, covered in 10 hours on June 9th, 1938, by Charles Holland, beating the previous record by 12 minutes.

October 13th, 1938. Charles Holland broke the Land's End—London Record, 287½ miles in 13 hours 44 minutes. 25 minutes better than previous record held by Opperman.



CHARLES HOLLAND
 PARIS DE FRANCE
 LAST OLYMPIC TEAM
 BEST ALL ROUND RYER

BURT JAMES
 LONDON LIVERPOOL
 BIRMINGHAM KEN BAKER
 IN 1937 THREE GEAR
 MORE THAN 21 RIDE

30 YEARS
 EDINBURGH - LONDON
 END TO END 180 MILES



THE WORLDS
Most Famous Riders
 USE AND RECOMMEND

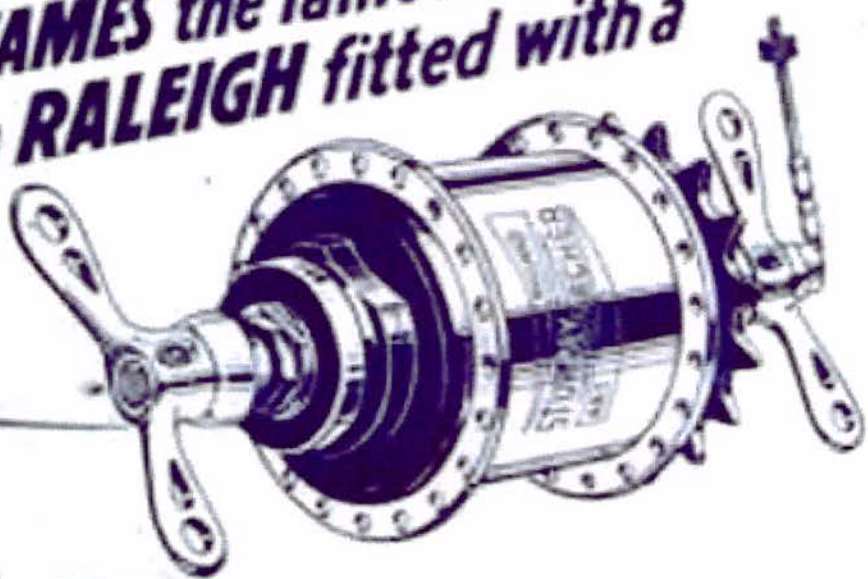
STURMEY-ARCHER
 THREE SPEED GEARS





"100 MILE RECORD"
smashed by the astounding margin of

9 mins. 53 secs.
 by **BERT JAMES** the famous cyclist
 riding a **RALEIGH** fitted with a



○ **N** Saturday, March 19th, Bert James lowered the 100-Mile Record by 9 mins. 53 secs., setting up a wonderful time of 3 hrs. 45 mins. 53 secs. (subject to official confirmation). Every cyclist will be thrilled by these wonderful figures. Think of it! Thanks to the help of his Sturmev-Archer 3-speed Gear, James was able to average the amazing speed of approximately 27 miles per hour!

"A.R." Hub. Specially designed for Road Racing and "Record" breaking. Ratios 7:24, Increase 6-76%, Decrease



3-Speed Close Ratio Gear

"A.M." Hub. This Hub is strongly recommended to the Club rider, for Massed Start Racing, and Record attempts in Hilly Country. Ratios 15:55, Increase 13-46%, Decrease

THERE'S A STURMEV-ARCHER GEAR FOR EVERY CLASS OF CYCLIST



SID FERRIS

24-HOUR RECORD. Sid Ferris beat this record by well over 3 miles, distance 46½ miles (subject to official confirmation).



BERT JAMES

RECORDS ACHIEVED BY THOSE FAMOUS RIDERS — SID FERRIS, BERT JAMES, CHARLES HOLLAND
in 1937 and 1938 on bicycles fitted with the AR close ratio and AM medium ratio 3-speed hubs.

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COMMENTS BY FAMOUS RECORD BREAKERS ABOUT STURMEY-ARCHER 3-SPEED GEARS
"This is the Hub (AR) that helped me break the Edinburgh-London, 1,000 Miles record. It's a really brilliant looking lot—a really close ratio. I'll never ride without it."

S. H. Ferris

B. James

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THE 100-MILE RECORD. Achieved by "Bert" James on March 19th, 1938, smashing the previous record by 9 minutes, 53 seconds.

THE LONDON-YORK AND 12-HOUR RECORD. "Bert" James' time for the London-York ride was 8 hours, 44 minutes, beating the previous record by 16 minutes and he carried on to cover 260 miles in 12 hours, adding 7 miles to the 12-hour record on May 12th, 1938.

THE LIVERPOOL-EDINBURGH RECORD. Distance 210½ miles covered in 10 hours on June 9th, 1938, by Charles Holland, beating the previous record by 12 minutes.

COMMENTS BY FAMOUS RECORD BREAKERS ABOUT STURMEY-ARCHER 3-SPEED GEARS
"On the occasion of my record-breaking ride from Liverpool-Edinburgh, I put my fish in the AM medium ratio hub. In very hilly country, at an odd route, this hub gear is ideal. The frictionless running ensures maximum speed for minimum effort."

Charles Holland



CHARLES HOLLAND



1939.

"24-HOUR" RECORD SMASHED BY S. H. FERRIS

Riding a Raleigh fitted with a

STURMEY-ARCHER

MEDIUM RATIO (AM) 3-SPEED HUB

(Subject to official confirmation.)



In breaking the "24-Hour" Record Ferris covered 465½ miles in the 24 hours—a brilliant addition to the large list of SturmeY-ArchER successes.

RIDER	RECORD	TIME	BEATING PREVIOUS RECORD BY
S. H. FERRIS	Edinburgh—London . . .	20 hrs. 19 m.	1 hr. 30 m.
"	Land's End—John O'Groats	2 days 6 hrs. 33 m.	2 hrs. 28 m.
"	1,000 miles	2 days 22 hrs. 40 m.	3 hrs. 12 m.
BERT JAMES	Liverpool—London	9 hrs. 27 m.	3 m.
"	100 miles	1 hr. 45 m. 51 secs.	0 m. 53 secs.
"	London—York	8 hrs. 44 m.	16 m.
"	12-hour	(Distance) 260 miles	7 miles
C. HOLLAND	Liverpool—Edinburgh	30 hrs.	12 m.
"	Land's End—London . . .	23 hrs. 44 m.	25 m.

★ SEE THESE FAMOUS RIDERS ON STURMEY-ARCHER STAND 132

STURMEY-ARCHER GEARS LIMITED, NOTTINGHAM

TO DAY'S Outstanding Performance!

RIDER	RECORD	TIME	BEATING PREVIOUS TIME BY
S. H. FERRIS	Land's End—John o' Groat's	2 days, 6 hrs., 33 mins.	2 hrs., 28 mins.
	1,000 miles	2 days, 22 hrs., 40 mins.	3 hrs., 12 mins.
BERT JAMES	Liverpool—London ..	9 hrs., 27 mins.	3 mins.
	100 miles	3 hrs., 45 mins., 51 secs.	9 mins., 53 secs.
	London—York	8 hrs., 44 mins.	16 mins.
C. HOLLAND	12 hour	(Distance) 259½ miles	6½ miles
	Liverpool—Edinburgh	10 hours	12 mins.
	Land's End—London	13 hrs., 44 mins.	25 mins.

All these 9 major road records were broken with the help of the Scurmey-Archer A.R. Ultra Close Ratio 3-speed hub!

ALL BY



HUB GEARS AND HUB BRAKES
THE GEARS THAT "MAKE CYCLING EASY"
STURMEY-ARCHER GEARS LTD., NOTTINGHAM

SURBURY'S TUBBACHER

THE GEARS THAT MAKE
THE CYCLING EASY



TYPES
AW
AM
and AR

NEW RANGE OF 3-SPEED HUBS

RECORDS MADE WITH THE AR HUB

THE EDINBURGH-LONDON RUN. Distance 386 miles. This was made by "Sid." Ferris in 20 hours, 19 minutes, thus beating the previous record by 1 hour, 30 minutes, on June 3rd, 1937.

THE LAND'S END-JOHN O'GROATS RECORD by "Sid." Ferris, covering a distance of 870 miles in the remarkable time of 2 days, 6 hours, 33 minutes, thus beating the previous record by 2 hours, 28 minutes, July, 1937.

THE 1,000 MILES RECORD BY S. FERRIS in 2 days, 22 hours 45 minutes, thus beating the existing record by the astonishing margin of 3 hours, 7 minutes, July, 1937.

THE LONDON-PORTSMOUTH AND BACK. Distance 137 miles, by "Bert" James, covering the distance in 6 hours, 33 minutes, 57 seconds.

THE LIVERPOOL-LONDON RECORD. Distance 200 miles, by "Bert" James, covering the distance in 9 hours, 27 minutes. September, 1937.

COMMENTS BY TWO FAMOUS RECORD BREAKERS ABOUT THE "AR" HUB

"This is the Hub that helped me break the Edinburgh—London, Land's End—John o'Groats, and 1,000 Miles Records. It's exactly what we racing men have always been looking for—a totally enclosed hub gear with a really close ratio. I'll never ride without it."

(Signed) "SID." FERRIS.

"My recent success in the ride from London—Portsmouth and back in 6 hours, 33 minutes, 57 seconds (in spite of rough weather and punctures), could not have been accomplished without the invaluable assistance I derived from the use of the AR Ultra Close Ratio 3-Speed Gear."

(Signed) "BERT" JAMES.