

Claud Butler

BICYCLES

SPORTS TOURIST RANGE

NO TAX ON FRAMES



CLAUD BUTLER
Head Office & Works
CLAPHAM MANOR STREET
LONDON, ENGLAND

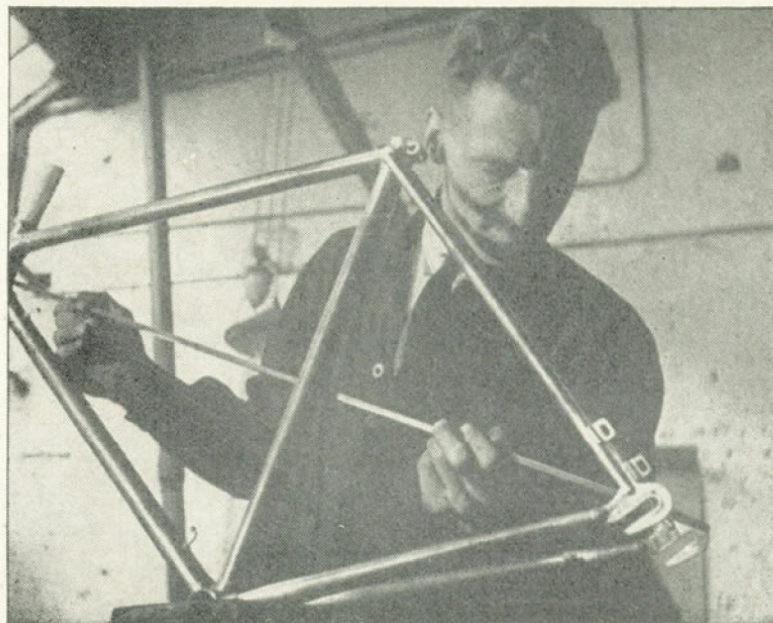
SUPPLEMENTARY WAR LIST 1941

INDIVIDUAL CONSTRUCTION

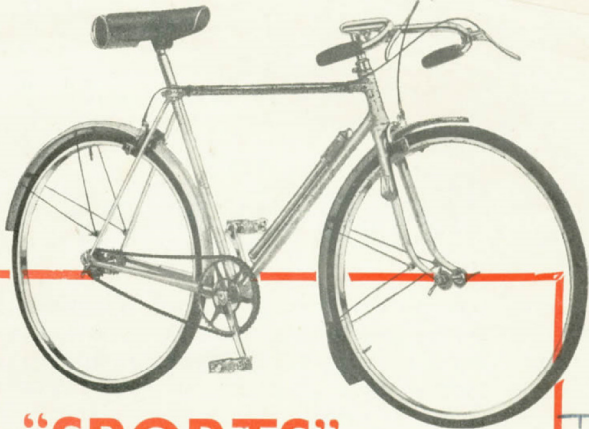


Every "C.B." machine is individually built by skilled craftsmen. Here the "bottom bracket" assembly is being securely brazed in position. During this vital operation on the "heart" of the bicycle it is essential to keep the heat "local" in order to avoid the destruction of essential properties in the high grade steel frame tubes and that is why "C.B." frames are brazed by hand.

SCIENTIFIC INSPECTION



Every "C.B." machine is rigidly checked with scientific thoroughness before and after enamelling and again on final assembly. Here the inspector is checking alignment of the frame—this ensures that your machine will be definitely "in track" when you ride away. No fear of skidding on wet roads and "hands-off" steering with featherlight but positive control at all times.



“SPORTS”

GENT'S MODEL No. 3.
LADY'S MODEL No. 3L.

A sturdy lightweight model built on particularly stylish lines with a powerful appeal to all sporting riders who require a “lively” machine at a moderate price.

SPECIFICATION.

FRAME: Sizes 21in. and 23in. Special Claud Butler semi-upright design with 69-degree head and seat angles and low bottom bracket. Built with best British steel tubing, light solid steel frame ends, and integral racing pattern seat and chain stays. Brazed on pump pegs. WHEELS: 26in. x 1½in. Dunlop Endrick rims, heavily Chromium plated. SPOKES: Double butted for lightness and strength. Specially laced ensuring maximum rigidity. TYRES: Palmer “Sports” 26in. x 1½in. GEARS: 46T chainwheel with 16T fixed (74 ins.) and 18T freewheel (66 ins.). HANDLEBARS: Dropped bend (as illustrated or to order) on adjustable stem. BRAKES: Front and rear caliper with waterproof cables. CHAIN: Coventry ½in. x ⅜in. roller. PEDALS: Light steel rat-trap. Chromium plated. SADDLE: Spring top sports model. MUD-GUARDS: White celluloid with quick release fittings. FINISH: Celebrated Claud Butler permanent Lustre in Copper, Medium Blue or Silver. Usual bright parts heavily Chromium plated.

PRICE £7-2-6 NETT

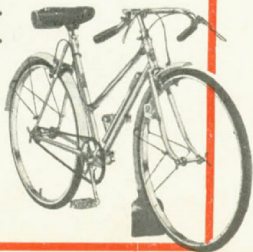
Alternative Equipment

Sturmev Archer wide ratio 3-speed gear 23/9
 Sturmev Archer trigger control 1/-
 Cyclo derailleur 3-speed gear 23/6
 Chain guard on lady's machine 2/6

“DE LUXE SPORTS”

Gent's Model No. 3C.
Lady's Model No. 3CL.

De luxe specification based on model No. 3, but with all chromium plated front fork and double box panel continental lining to frame in contrasting colour to frame finish. An outstanding model of especial merit.



PRICE £7-15-6 NETT

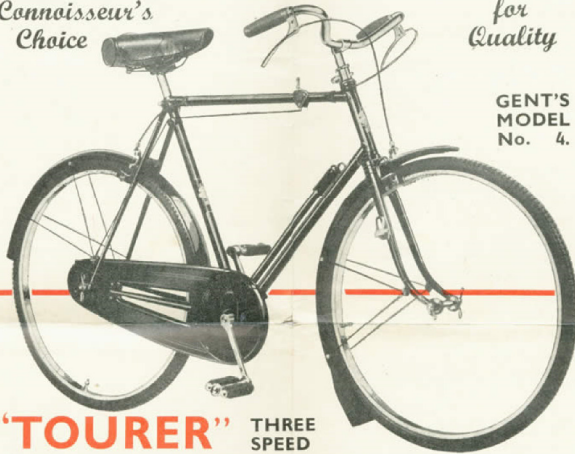
FRAME ONLY £15.0

FRAME ONLY £15.0

CLAUD BUTLER BICYCLES

The
Connoisseur's
Choice

Famous
for
Quality



GENT'S
MODEL
No. 4.

"TOURER" THREE SPEED

An easy running and attractive three-speed model which embodies everything to make your cycling more enjoyable, comfortable and economical. This machine is especially suitable for all-the-year-round business or pleasure riding, and in spite of its very complete equipment is extremely light.

SPECIFICATION.

FRAME: Sizes 21in. and 23in. Special Claud Butler comfort design with low bracket. Built with best British steel tubing, light solid steel frame ends, and integral seat and chain stays. Brazed on pump pegs. WHEELS: 26in. x 1 1/8in. Dunlop Endrick rims, heavily Chromium plated. SPOKES: Double butted for lightness and strength, especially laced, ensuring maximum rigidity. TYRES: Dunlop "Roadster." GEARS: Sturmey Archer 3-speed with 48T chainwheel and 18T cog giving gears of 52 ins., 69 ins. and 92 ins. GEAR CASE: Non-rattle oilbath type with detachable inspection cover. (Chain constantly running in oil). HANDLEBARS: North Road raised. Heavily Chromium plated. BRAKES: Positive action calipers front and rear. Waterproof covered cables. CHAIN: Coventry 3/16 in. x 1/2 in. roller. PEDALS: Rubber. Chromium plated. SADDLE: Coil spring comfort model with spring top. MUDGUARDS: White celluloid (or black with regulation white surface on rear guard) with quick release fittings. FINISH: Rustproofed and stove-enamelled lustrous Mirror-Black with delicate Gold lining. All bright parts heavily Chromium plated.

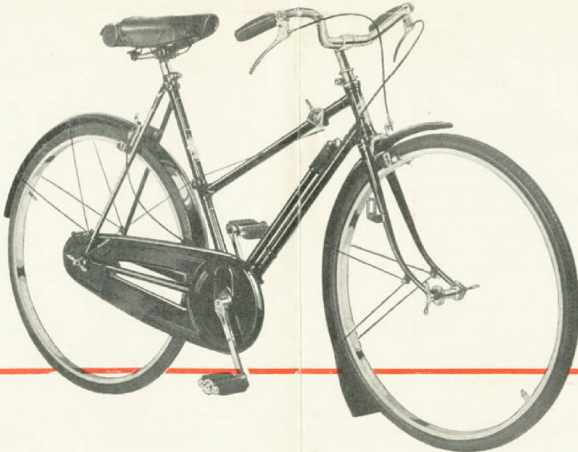
PRICE £9-10-0 NETT

Alternative Equipment

Sturmey Archer trigger control 1/- Silver finish with Chromium plated fork crown and Hub brakes front and rear ... 23/6 front and rear fork and frame ends (to order) ... 15/-

LADY'S MODEL No. 4L

Specification and price same as Gent's model above but with frame design as illustrated below.



FAMOUS PRODUCTS OF A FAMOUS HOUSE



FRAME ONLY £12.6

“UTILITY” (with Welded Frame)

GENT'S MODEL No. 1T.
LADY'S MODEL No. 1TL.

The world's cheapest high class utility model. An individually built machine which, in addition to the qualities of comfort and durability so essential to utility riding, incorporates also those famous “C.B.” properties of lightness, rigidity and strength that make for effortless cycling under all conditions.

SPECIFICATION.

FRAME: Sizes 21in. and 23in. Claud Butler special design including low bottom bracket. Built with best British steel tubing, light solid steel fork ends front and rear, and integral seat and chain stays. WHEELS: 26in. x 1 $\frac{3}{8}$ in. Endrick rims, heavily Chromium plated. British hubs. SPOKES: Double butted. TYRES: Palmer “Pilot.” GEARS: 48T chainwheel and 18T freewheel giving gear of 69 ins. HANDLEBARS: North Road raised pattern as illustrated. Heavily Chromium plated. BRAKES: Caliper type front and rear enabling rapid wheel replacement. Heavy duty cables. CHAIN: Coventry $\frac{1}{2}$ in. x $\frac{3}{8}$ in. roller. PEDALS: Steel or rubber. SADDLE: Weatherproof or spring top. MUDGUARDS: White or black with regulation white surface on rear mudguard. FINISH: Permanent lustrous Black stove enamel. All bright parts heavily Chromium plated.

CASH PRICE £6-10-0 SINGLE SPEED

Alternative Equipment -

Sturmey Archer handlebar trigger control	1/-
White or coloured enamel finish...	5/-
Silver finish	6/6
Chain Guard on lady's machine...	2/6

“UTILITY” THREE SPEED

Lady's Model No. 1TLS.
Gent's Model No. 1TS.

Specification as above, but fitted with Sturmey Archer wide ratio 3-speed hub gear. 18T cog, giving gears of 52 ins., 69 ins., and 92 ins.

PRICE £7-13-9 NETT



BUTLER QUALITY PROVED

OF SIXTEEN BICYCLE RECORDS!

Miss Marguerite Wilson has another six records on her Claud Butler bicycle during 1940!

Once again the superiority of Claud Butler design and craftsmanship is demonstrated with unparalleled conviction, proving beyond all shadow of doubt that this is the most reliable and easy running bicycle in the world to-day. And thus, by these new Records, by successes in Olympic Games, World's Championships and Six-Day Races, the Claud Butler bicycle is tested and proven. So, too, is found the means of ensuring maximum speed for minimum effort, combined with that high degree of comfort so essential to the tourist and utility rider.

1940 RECORDS BY MISS MARGUERITE WILSON ON HER "CLAUD BUTLER."
Timed and checked under the supervision of the Women's Road Records Association.

LONDON TO BIRMINGHAM	... 108 miles in 5 Hours 45 Minutes	... (19 m.p.h.)
LONDON TO BRIGHTON AND BACK	... 104½ " " 5 " 20 " "	... (20 m.p.h.)
LIVERPOOL TO LONDON	... 201 " " 10 " 2 " "	... (20 m.p.h.)
EDINBURGH TO GLASGOW AND BACK	... 88½ " " 4 " 33 " "	... (20 m.p.h.)
25 MILES RECORD	... 25 " " 1 " 6 " "	... (22 m.p.h.)
50 MILES RECORD	... 50 " " 2 " 7 " "	... (23 m.p.h.)

HERE SHE IS — our Marguerite

... smiling as usual and waving a greeting to the cameraman on her way home after a successful record ride. A "live" and extremely attractive advertisement for the health bringing benefits of cycling, she remains modestly the typical Miss Modern cyclist, entirely unaffected by the fame she has so brilliantly won on her "Claud Butler." Here, surely, is the answer to the National call for fitness, challenging all who have not yet responded to the call of the open road.

"MARGUERITE" ALSO HOLDS THE FOLLOWING W.R.R.A. RECORDS:-

- 100 MILES RECORD in 4 hours 31 minutes.
- 1,000 MILES RECORD in 3 days 11 hours.
- 12 HOURS RECORD, 230 miles.
- 24 HOURS RECORD, 396 miles.
- LONDON TO YORK in 11 hours 23 minutes.
- LONDON TO PORTSMOUTH AND BACK in 7 hours 15 minutes.
- LAND'S END TO LONDON in 17 hours 9 minutes.
- LAND'S END TO JOHN O'GROATS in 3 days 20 hours.
- LIVERPOOL TO EDINBURGH in 12 hours 10 minutes.
- LONDON TO BATH AND BACK in 10 hours 50 minutes.



YOU'LL BE PROUD TO OWN A "CLAUD BUTLER"

CLAUD BUTLER

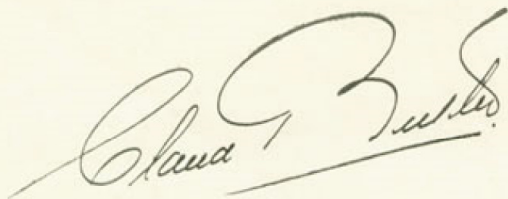
LIGHTWEIGHT RANGE, 1941.

PURCHASE TAX PRICE REVISION

CODE NO.	NAME OF MODEL	LIST PRICE	PURCHASE TAX	TOTAL PRICE
5	Tourist Anglais	16 0 0	74/8	19 4 8
5.GC	Tourist de Luxe	16 18 0	78/11	20 16 11
6	Super Velo Steels	10 15 0	50/2	13 5 2
6.SP	Super Velo Sprints	12 10 0	58/4	15 8 4
7	Supreme Tourer	11 11 0	53/7	14 4 7
8	Anglo Continental	15 17 6	74/1	19 11 7
9	Mass Start	15 17 6	74/1	19 11 7
10	Super Arrow	9 15 0	45/6	12 0 6
10 AM	Super Arrow "A M."	11 6 6	52/10	13 19 4
11	Continental Club	12 10 0	58/4	15 8 4
12	Sport Anglais	12 10 0	58/4	15 8 4
13	Silver Arrow	8 15 0	40/10	10 15 10
13.O	Silver Arrow with "Oppy" gear	10 7 6	48/5	12 15 11
14	International Path	14 14 0	68/7	18 2 7
14.R	International Road	13 15 0	64/2	16 19 2
15	Continental Classique	13 17 6	64/9	17 2 3
16.B	Lady Lightweight (Brampton)	10 5 0	47/10	12 12 10
16.C.B.	Lady Lightweight (CB)	11 10 0	53/8	14 3 8
17 B	Miss Modern (Brampton)	10 5 0	47/10	12 12 10
17.B	Miss Modern (CB)	11 10 0	53/8	14 3 8
18 S	Hyperlite Tourer	20 10 0	95/8	25 5 8
18	Hyperlite single-speed	18 2 6	84/7	22 7 1
18.SPS	Hyperlite Sprints three-speed	20 10 0	95/8	25 5 8
18.SP	Hyperlite Sprints single-speed	18 2 6	84/7	22 7 1
20	Ultra Club Tan. single-speed	18 7 6	85/9	22 13 3
20.S	Ultra Club Tan. three-speed	19 19 0	93/2	24 12 2
20.F	Ultra Club Tan. four-speed	20 7 0	94/11	25 1 11
21	Ultra Shortbase single-speed	21 8 6	100/-	26 8 6
21.S	Ultra Shortbase three-speed	23 0 0	107/4	28 7 4
22	Ultra Sportif single-speed	21 8 6	100/-	26 8 6
22.S	Ultra Sportif three-speed	23 0 0	107/4	28 7 4
23	Polobike	5 9 6	25/7	6 15 1

Guarantee

We guarantee every cycle bearing our transfer and purchased from us or through our agents, and all reasonable precautions have been taken to secure excellence in materials and workmanship. Should any defect in material or fault in workmanship be suggested at any time after purchase, we undertake to examine that part provided same is returned to us carriage paid. If after examination any fault should be found by us, we will replace or repair that part entirely free of charge. This guarantee does not apply to defects caused by accident, misuse, wear and tear, lack of proper oil or general neglect. Nor does it apply to parts not manufactured by us such as pedals, tyres, saddles, etc. In the case of defects arising with such parts however or where customers do not consider same are giving satisfactory service we will be prepared to give the benefit of any guarantee made by the manufacturers of such parts and will endeavour to assist customers in coming to a satisfactory arrangement with them. In the event of any claim under this guarantee, the alleged defected part must be returned to us carriage paid with name and address of sender attached. Covering letter must also be sent stating date of purchase and number of machine. Unless this is carried out, any part or complete machine returned to us will remain on the premises at the sender's (or owner's) risk. We do not hold ourselves responsible for any consequential damage or expense which may arise as a result of defective materials or workmanship. Machines from which our transfer has been removed or which do not bear our manufacturing number or that have since purchase been resold, or been repaired by any other firm (unless an approved Claud Butler dealer) are not covered by this guarantee.



Claud Butler

"C.B." WORKS, CLAPHAM MANOR ST.,
LONDON, S.W.4. MACaulay 2241 (³ lines)

NOTE.—According to materials available from time to time it may be necessary, in order to expedite delivery, for us to vary specifications in some way or another. At all times however no effort will be spared to deliver machines as nearly as possible to the specifications quoted and with the minimum delay.

