

Claud Butler
Regd. Trade Mark

Season
1960

SHEPHERD'S CYCLE SPECIALISTS
11 & 12, WINDING ROAD, POOLE
DORSET



All Claud Butler Cycles and Frames are covered
by this Guarantee.

Guarantee

We give the following guarantee with all cycles of our manufacture instead of any guarantee implied by statute or otherwise.

"WE GUARANTEE that all cycles or frames and forks are built in our own workshops."

"WE GUARANTEE all frames and forks against defective workmanship and materials, excluding fair wear and tear, misuse, accident or neglect, for a period of 12 months from date of purchase, confined to replacement or repair, free of charge, of any such parts found defective during this period." The period of this guarantee is in accordance with the terms agreed by the British Cycle Manufacturers Union and does not apply to second-hand cycles, or where alterations or repairs have been made by other firms; nor does it apply to specialities of other manufacturers, such as tyres, saddles, stems, brakes, hubs, chains etc., since these are usually guaranteed by the respective makers. Taking delivery denotes acceptance of this guarantee in its entirety.

C. B. CYCLES, LONDON, S.E.20

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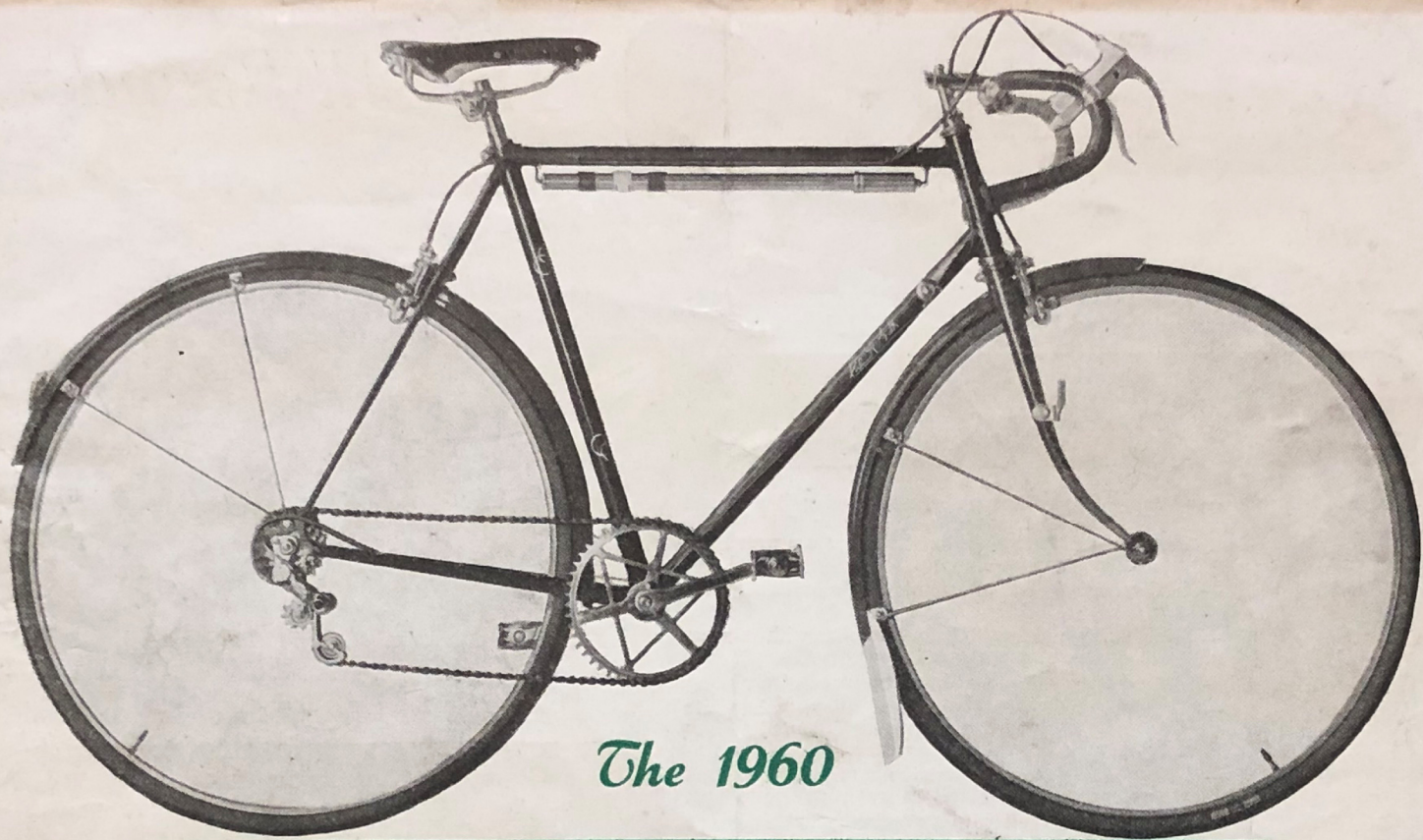
Cycles have
been famous during the past three decades.

They have won esteem and pride of ownership throughout the world based upon their resounding success at International "Prix", World and National Championships, Olympic and British Empire Games.

No other cycle has had such a record extending over so many years. This is not just chance but the result of craftsmanship and specialised design in combination with the best materials. We would further emphasise that these successes have been gained, not only in Massed Start Road Events but in every type of competition—on the fastest tracks—at grass meetings—in Time Trials—during Record Attempts.

The 1960 range, whilst appealing to all pockets, has been planned to ensure that this succession of wins will continue. You will always be proud to ride a cycle with the "Claud Butler" signature and the exclusive "Olympic" crest head-plate.

Look through this list, discuss it with your friends; with the local agent; select your model, and become a life-long "C.B." fan.



The 1960

C O U R E U R

Tops in value — a really classy Lightweight at a “down-to-earth” price; enabling you to exhibit the world-famous “Claud Butler” Signature and exclusive “Olympic” Head-plate on YOUR Cycle.

COUREUR CYCLES are hand-built and brazed into “Nervex” Continental high-grade steel Lugs. The angles of 73° Head and 71° Seat tubes are the accepted design for easy handling — light but sure. Front Forks are slender oval to round section. Drop-outs incorporate mud-guard eyes, front and rear. All brazed-on parts — Brake cable eyes, Gear-boss and stops, Lamp bracket boss and Pump Pegs.

FRAME 22”, 23” and 24”, with 22½” top tube
SIZES 21” with short reach 21¼” top tube ONLY

This famous Claud Butler five speed Cycle can be yours for only

£24 9s. 8d. INC. P. TAX

—or with the fabulous Campagnolo Gran Sport Gear

£26 19s. 4d. INC. P. TAX

FINISH:-

Brilliant PEACOCK FLAMBOYANT with RED contrast band or smart GUN METAL LUSTRE with YELLOW contrast band or DAWN GREY ENAMEL with BLACK forks and seat band.

All with smart Tricolour band on head tube, Olympic rings transfer and metal headplate.

SPECIFICATION :

INCLUDES THE FOLLOWING TOP CLASS FITMENTS

- GEAR—The famous “Benelux” Mark 7 double roller mechanism.
FREEWHEEL—Italian “Regina” Gran Sport Multiple Freewheel
BENDS—Polished “G.B.” Alloy with embossed tape, fitted to “Il Primo” Steel Stem with distinctive Badge.
BRAKES—“G.B.” Alloy Sport Mark 3 with finger grooved “Arret” hooded levers.
CHAINSET—“Williams” Chrome Plated Steel with 6½” Cranks.
SADDLE—Latest Chrome “L15” cutaway “Swallow”.
WHEELS—“Dunlop” Chrome Road Racing Rims on “British Hub Co.” Hubs.
TYRES—“Michelin” High Speed Road Racing 27” x 1¼”.
PUMP—“Apex” alloy pump with coloured rings and High Pressure connection.
GUARDS—“Bluemel” Celluloid Club Special in contrasting colours.

CHALLENGE

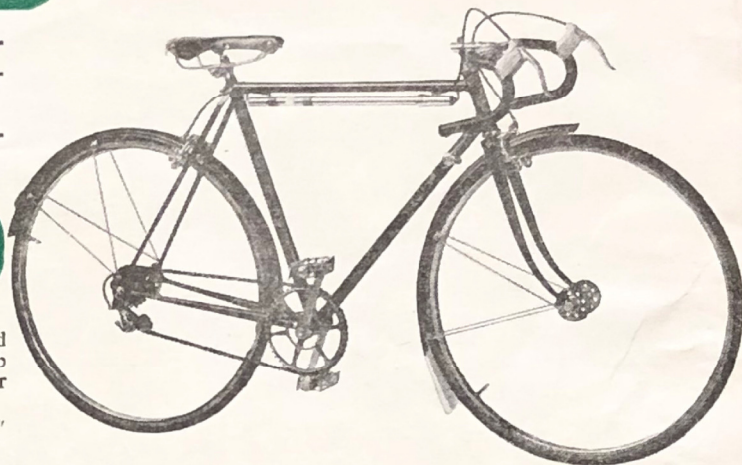
The All-Rounder

A lively machine built of Reynolds "531" and Continental lugs to the shape most suitable for use with multi-gears.

All riders will find an "easy" position and effortless style when astride the "CHALLENGE."

FRAME ONLY £8 19s. 6d.

Sizes : 21½", 22½", 23½" only. Ex Works.



- WHEELS — Dunlop High Pressure Road Racing Tyres and Tubes fitted to Dunlop Steel Rims on British Hub Co. Large Flange Racelite Hubs, for use with Gear or Fixed Sprocket.
- CHAINSET — Williams 6½" with detachable single or double ½" rings.
- GEAR — Benelux famous Mark 7 double roller with Benelux hand changer for ten speed.
- FREEWHEEL — Italian Regina five speed and narrow ½" chain.
- BRAKES — Swiss Weinmann highly finished alloy, with White Rubbers on Hooded Levers and Coloured Cables to bare wire stops under top tube.
- BENDS & STEM — Alloy G.B. Maes 1⅝" section, attractively badged Primo stem, Plastic Taped to match colour scheme.
- SADDLE — Brooks B15 "Swallow" type (cutaway) with Chrome Plated frame.
- PEDALS — Continental Chrome Plated Racing pattern.
- GUARDS — Bluemel Club Special domed Celluloid in colour.
- PUMP — Apex 18" Racer, Alloy with coloured rings.
- LAMP BRACKET — Plated steel on serrated brazed-on boss.

ALTERNATIVE FINISHES: Brilliant RUBY FLAM with GREY head and seat tube band, or, TURQUOISE ENAMEL with BLACK forks, head tube and seat band. Olympic rings transfer and metal headplate with script Signature and "Challenge" on top tube.

Complete Cycles including P. Tax

Single Speed . . .	£25	2s.	0d.
Five Speed . . .	£27	10s.	6d.
Ten Speed . . .	£29	15s.	0d.

The OLYMPIC

Road-Path

Built particularly for the man who likes to mix short distance road work with pursuits and grass track riding.

This frame has 73° parallel angles, round fork blades and very rigid rear triangle. Reynolds famous "531" tubing is brazed into Continental lugs and solid cast fork crown, drilled for a shallow brake. Sturdy long slot path ends are fitted, allowing a choice of gears without constant alteration of chain length which is difficult when using 1" pitch. No lamp bracket boss or pump pegs are fitted and this, combined with bare mudguard clearance, gives a "clean look" when on the track. The ideal frame for riding an "under-the-hour" or track event.

Remember Claud Butler frames have been successful at:-

FINISH

In any of the Modern Flams, or Enamels, colour to choice.

All lugs lined and top eyes and crown picked out by hand.

Contrasting transfer bands and Signature etc. as Cordon Bleu.

FRAME ONLY

£10 5s. 0d.

Ex Works

OLYMPIC GAMES
WORLD

CHAMPIONSHIPS
EMPIRE GAMES

and on

SIX DAY TRACKS
THE WORLD OVER



CORDON BLEU

Road racing frame 'par excellence'

Designed from the experience of leading exponents of the massed start game both on the Continent and in Great Britain. The result is a frame which can be relied upon to give stability combined with response to every effort made by the rider striving towards "International" status.

Constructed from Reynolds "531" double-buttet High Carbon Steel tubing, finest Continental lugs by Nervex, angles 72° parallel. Wrap-over top eyes with Agrati ends and oval to round chain stays give a solid back, which is balanced by a lower than normal bottom bracket. Fork blades of finely tapered oval section are set into a sturdy crown. All usual brake and gear cable eyes are fitted. NO pump pegs or lamp bracket boss are fitted. A special stop under the down tube acts as anchor to the lever and allows any make gear to be fitted.

FRAME ONLY

£13 13s. 0d.

Ex Works

FINISH. Any colour Flamboyant, Lustre or Hard-wearing Enamel to choice. The top eyes, crown and lug profiles carefully picked out by hand and contrasting bands on seat tube. Metal Head plate and Transfer Crest with Script Signature plus Model name on top tube give the final smart "touch".



The EUROPEAN



* BRITISH — † FRENCH — † ITALIAN

other accessories fitted include :-

- *WILLIAMS — C45 6 $\frac{1}{2}$ " fluted chain set with detachable rings.
- ‡LYOTARD — Single sided 15S chrome plated pedals.
- *G.B. — Alloy $\frac{1}{8}$ " section Maes handlebars.
- †CINELLI — Steel handlebar extension with attractive badge.
- *APEX — Alloy pump with coloured rings and H.P. connector.
- †REGINA — Multi Freewheel and narrow $\frac{3}{32}$ " chain.
- *DUNLOP — Road Racing High Pressure Tyres and Tubes.

A Massed Start 72° parallel Continental Lugged "531" frame. Finished in any colour Brilliant Flamboyant with contrasting head tube and complete set of transfers.

Fitted with the World's Best

- †GEAR—Campagnolo Gran Sport front and rear.
- ‡BRAKES—Mafac bolt-on "Racer" with hooded levers.
- *SADDLE—Brooks B17 Narrow or any of range C.P.
- †HUBS—Campagnolo instantaneous Quick Release.
- †RIMS—Fiamme 27" wired-on H.P. alloy.

at a price you can afford!

A well balanced combination of the best Europe can offer, built into a really responsive machine for racing or general riding.

CAMPAGNOLO GRAN SPORT

FIVE SPEED

£35 16s. 9d.

TEN SPEED

£38 15s. 6d.

Inc. P. Tax

FRAME SIZES 21 $\frac{1}{2}$ ", 22 $\frac{1}{2}$ ", 23 $\frac{1}{2}$ " ONLY