

The World's finest Bicycles made in England by

RALEIGH

Only a Raleigh is really a Raleigh





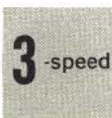
RALEIGH SUPERBE

Truly the world's most elegant bicycle. The Superbe incorporates such patented features as the Dynohub built-in generator, with tail-light and oversized head lamp, fork lock, Sturmey-Archer Hub, Brooks Butt Leather Saddle, shock-stop rubber grips, Dunlop Amber-Wall tires, large touring bag and pump. The perfect choice in Bronze Green for those who demand the ultimate.

Gents Model DL-24 available in 21" and 23" frame in Bronze Green.

Ladies Model DL-24L available in 21" frame in Bronze Green.

2



World Famous **RALEIGH**

RALEIGH SPORTS

World famous high quality classic touring bicycle, incorporating every feature for comfort and reliability. Standard equipment includes Sturmey-Archer 3-speed hub with trigger control, Brooks Leather Saddle, shock-stop rubber grips, Dunlop Amber-Wall tires, front lamp bracket, pump and touring bag.

Gents Model DL-22 available in 21" frame in Black, Burgundy and Bronze Green and 23" frame in Black and Bronze Green.

Ladies Model DL-22L available in 21" frame in Black, Sky Blue and Bronze Green, 19½" frame in Sky Blue.

Touring Cycles



26"
wheel

5-speed

RALEIGH SPRITE

Spirited addition to the Raleigh line of fine touring bicycles is the 5-speed Sprite. Built for effortless fun cycling . . . Dual shift-levers give fingertip control of a 5-speed gear range from extra-low to super-high . . . gears are fully enclosed in the new patented Sturmey-Archer 5-speed hub.

Standard equipment includes Sprite white-wall tires, rear wire spring carrier, Brooks Leather Saddle, shock-stop grips, pump and front lamp bracket.

Boys Model DL-70 available in 21" and 23" frame in Bronze Green.

Girls Model DL-70L has 21" frame in Bronze Green.

Racing and Sports Cycles



RALEIGH RECORD

A fine racing bicycle deserving of its reputation as a "Record Beater". Equipped with Huret 10-speed gears in 40-52 T. Chain Wheel, Alloy Mudguards, Chrome Fork Ends, Brooks Racing Saddle, Dunlop Sprite Tires 27" x 1 1/4". Includes toe clips, straps, stamina bottle plus many other deluxe features.

Model DL-73 has 22 1/2" frame in Bronze Green.

27"
wheel

10
-speed

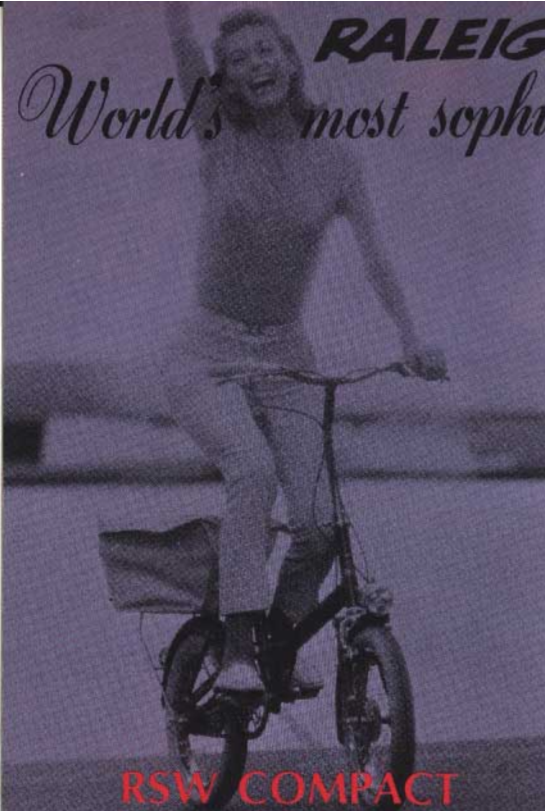
RALEIGH CARLTON

Hand-made in Raleigh's Carlton factory by the world's leading specialists in the racing field. The frame is precision built with 531 Reynolds Tubing. Equipped with Simplex Prestige 10-speed gears, Williams 40-52 tooth chain wheel and 14-28 T. Sprocket. Wide flange hubs, 27" x 1 1/4" Weinman Rims, Dunlop high pressure racing tires, Brooks B-15 racing saddle. Alloy equipment, including half mudguards.

Available in 21 1/2" and 23 1/2" frame sizes in coffee and Avion blue colors, accented with contrasting panels.

RALEIGH RSW SERIES

World's most sophisticated His and Her bicycles



RSW COMPACT

Designed with **you** in mind. Commuter, boat owner, sports enthusiast . . . whatever your leaning, this new "Shot Gun" COMPACT adds a new dimension to your life. Two clicks and the handle bars are folded down. Break the main member (as you would a shot gun) and the unit folds in two. Time: four and one-half seconds. The new RSW COMPACT offers pleasure and elegance combined with faultless functional performance. Available in Bronze Green.

RSW-16

Designed as a convenient adjunct to modern living, the new Raleigh RSW-16 provides a perfect form of transport for easy commuting, shopping and moving quickly through traffic, 3-speed Sturmey-Archer Gear with twist-grip control, wide profile tires to cushion bumps, quick-release lever-adjusting saddle and control bar stems to fit any height, wrapover mudguards, fully sprung saddle with thick foam overlay and large capacity detachable carrier bag. **The RSW DeLuxe** incorporates Dynohub built-in generator. Both models available in Bronze Green and Flamenco Red.



RSW COMPACT

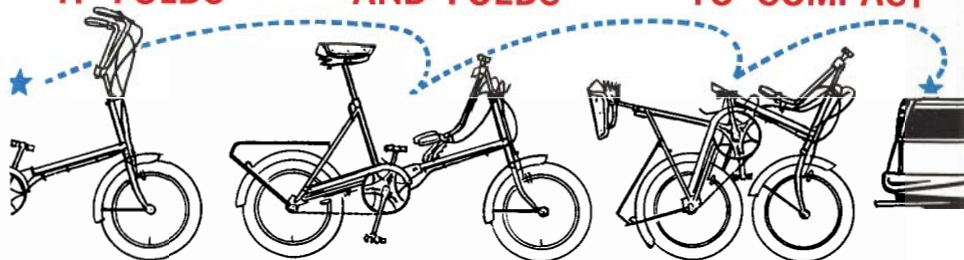


RSW-16

IT FOLDS

AND FOLDS

TO COMPACT



A RALEIGH BY ANY OTHER NAME IS NOT THE SAME!

The mark of a **Real** Raleigh is the Heron Crest and only bicycles bearing this emblem are made to the exact specifications and with all the special quality features described in this catalog and shown below:

RALEIGH SPECIFICATIONS

Unmatched Flamboyant Color Finishes . . . standard on all Raleigh Models, is achieved through an exclusive 5 step electrostatic coating process with layers of primer . . . bonded-rubber . . . undercoat and 2 coats of high gloss finishing lacquer.

FINISH — Raleigh enameling and nickel-chromium plating are recognized the world over as the finest due to the rust proofing method and over 90 years experience in the world market.

FRAMES — Made of highly tensiled (2030) steel tubing joined by lugs fitted with inner liners . . . every joint sealed and precision-brazed to hold a lifetime.

FORKS — Are of tubular steel especially designed and tapered for lightness, maximum durability and shock-absorbing resilience . . . individual brazed-in tips insure true axle alignment . . . identified by exclusive Raleigh Thimble Crowns.

BOTTOM BRACKET ASSEMBLY

Precision Machined through 30 separate operations features turned axle and cups fully lined with individual ball bearings for friction-free operation.

RIMS — All steel, section tubular Raleigh pattern rims for extra strength.

MOVING PARTS — Every moving part is fully ball bearing with machined cones and cups. Parts remain tight and dirt free.

New-design Raleigh **DURA-SPEED** wheels . . . Standard on all Rodeo bikes . . . are built for speed as well as rough riding. Special Raleigh Pattern Sectional rims for super strength and extra-spoked rear wheel. **DURA-SPEED** Wheels are the toughest and fastest set of bike wheels made. Tires are Heavy-Duty **TRAKWAY** by Dunlop.

BRAKES — Machined steel caliper hand brakes engineered to give a safe and a sure stop.

SHOCK-STOP RUBBER GRIP'S: standard on all 26" wheel models.

CRANK — Squared three-piece Machine forged cranks with turned spindle for strength and smooth pedaling. Famous Raleigh Chainwheel with forged Heron design.

HUBS — **STURMEY-ARCHER**, of course, our own hubs recognized the world over. They are dependable and trouble free.

AW—3-speed wide ratio free wheeling.

TCW—3-speed wide ratio with foot brake.

SC—single speed with foot brake only (coaster).

Another Raleigh Exclusive . . . Revolutionary New-design Sturmey-Archer patented 5-speed hub with fully enclosed gears gives smooth effortless acceleration from extra low to over-drive. Standard on Sprite and Rodeo 3+2 Models.

DOUBLE MUDGUARD STAY: double stay for rear Mudguard is standard on all 26" wheel models.

FENDERS — Heavy steel ribbed section with welded-on braces . . . rattle proof and trouble free.

SADDLE — Not only comfortable but will also outlast all others—beautifully designed leather saddles made by Brooks, of course.

THREE POINT CHAINGUARD ANCHORAGE: standard on all Raleigh models.

INTERNATIONAL CYCLE WARRANTY

All Raleigh made bicycles bearing this factory affixed emblem are **UNCONDITIONALLY GUARANTEED** against all defects in material and workmanship anywhere in the world and Raleigh will replace without cost any Raleigh made part which is found defective in manufacture.

This guarantee is alternative to any rights in law and does not cover defects from wear, accident or misuse nor defects in products not manufactured by us, nor dealer labor charges or transportation costs.

UNIVERSAL CYCLE & MOWER CO.

7229 D LITTLE RIVER TURNPIKE

KENNA DALE, VA. 22003 CL 6-2177

your authorized Raleigh Dealer

RALEIGH

INDUSTRIES OF AMERICA, INC.

1168-70 Commonwealth Avenue,

Boston, Massachusetts 02134