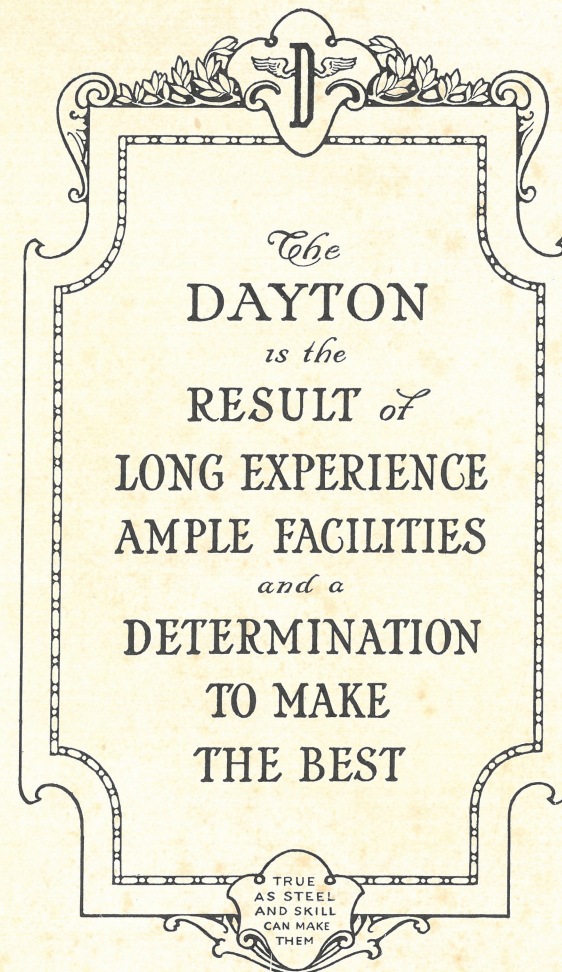




DAYTON BICYCLES



The DAYTON BICYCLE
THE DAVIS SEWING MACHINE CO.
MAKERS:
DAYTON, OHIO



J. W. GRADY & CO.
WORCESTER, MASS.

DISTRIBUTORS FOR NEW ENGLAND AND NEW YORK STATES

FOR SALE BY
A. N. PIERCE,
Sporting Goods & Bicycles,
28 Davis St., Greenfield.



GENERAL INSTRUCTIONS

In ordering bicycles, please keep as close to regular catalogue specifications as possible and thus facilitate shipment. In returning bicycles or parts for repairs, they must have tags securely attached and be marked with name and address of sender to insure identification and transportation charges must be prepaid.

For the benefit of DAYTON riders and those who may be interested, we give below, the names of the concerns from whom we purchase such equipment as we do not ourselves manufacture. Everything that goes on the DAYTON is fully guaranteed, but as we do not make our own tires, saddles and tool bags, we furnish these under the guarantee of the respective makers.

TIRES

The Continental Rubber Works, Erie, Pa. The B. F. Goodrich Co., Akron, Ohio.
The G. & J. Tire Co., Indianapolis, Ind. The Kokomo Rubber Co., Kokomo, Ind.
Hartford Rubber Works Co., Hartford, Conn.

SADDLES

The Troxel Mfg. Co., Elyria, Ohio. The Persons Mfg. Co., Worcester, Mass.

COASTER BRAKES

We manufacture the LESTER CLUTCH COASTER BRAKE and Guarantee it for THREE FULL YEARS.

NOTE—We positively do not guarantee any Coaster Brake except the LESTER. All complaints and orders for repairs must be sent to the respective makers.

Five-Year Guarantee

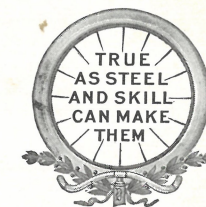
We agree with the purchaser of each DAYTON Bicycle to make good by repair or replacement, when delivered at our factory, transportation charges prepaid, any imperfection or defect in material or workmanship of said bicycle, not caused by misuse or neglect, provided that the factory serial number shall be on such bicycle at the time the claim is made, and that all imperfect or defective parts shall be referred to us before claim for repair or replacement shall be allowed.

This guarantee continues for FIVE YEARS from the date of sale by the agent.

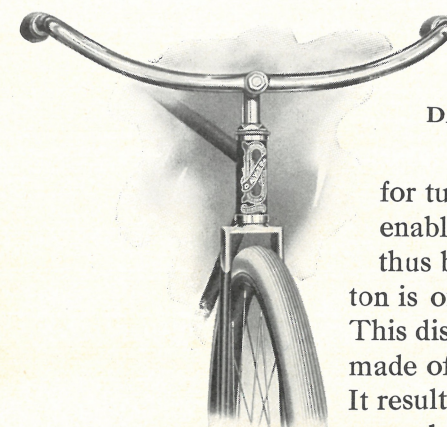
This guarantee does not cover tires, saddles, chains and rims as they are guaranteed by the manufacturers thereof, and should be returned to them for repairs or replacement.

FOR SALE BY
A. N. FIERCE,
Sporting Goods & Bicycles,
28 Davis St., Greenfield.

SEASON OF 1912



The Dayton Bicycle is so widely and so favorably known and has given such remarkable service in the hands of many thousands of riders that the mind instinctively regards DAYTON as synonymous with *superiority in bicycle construction*. The Dayton line of bicycles has been before the public for eighteen years and during all this time their popularity has increased from year to year. This constantly increasing demand has resulted in the largest and best equipped bicycle factory in the world. Making as we do a larger number of bicycles annually than any other manufacturer, we have naturally been able to perfect many new manufacturing methods. If this were not true and we were not building the best bicycles obtainable,



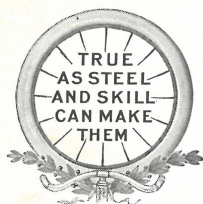
the demand for our bicycles would not be as it is—greater than that of any other manufacturer.

DAYTONS ARE NOT "ASSEMBLED" BICYCLES

The completeness of our plant and our facilities for turning out every part required in bicycle building enables us to build bicycles "from the ground up" and thus be positive that every part entering into the Dayton is of the best material and faultless workmanship. This distinguishes the Dayton from assembled bicycles made of fittings and parts coming from various sources. It results in absolute uniformity and excellence and insures that all parts are interchangeable.

ALL PARTS MADE BY SKILLED WORKMEN WHO ARE EXPERTS

In our factory a complete drop forge department makes all the steel forgings used for cranks, fork crowns, and other parts so that we know that the quality of steel is right for the purpose. Hundreds of automatic screw machines in one department turn from solid bars of steel all Dayton hubs, cones, ball cups and every part subjected to wear in use. Fully equipped departments for frame making, enameling, assembling, and all other operations of bicycle building, are working under the direction of experts who have given years of study to the particular branch of bicycle building of which they are in charge. In each department are many skilled workmen who have been giving their best efforts to the Dayton since the days of the bicycle's first popularity.

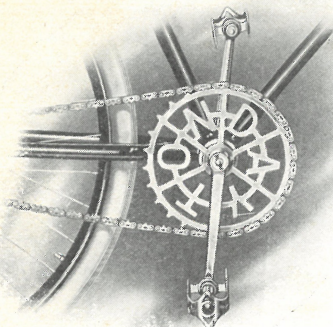
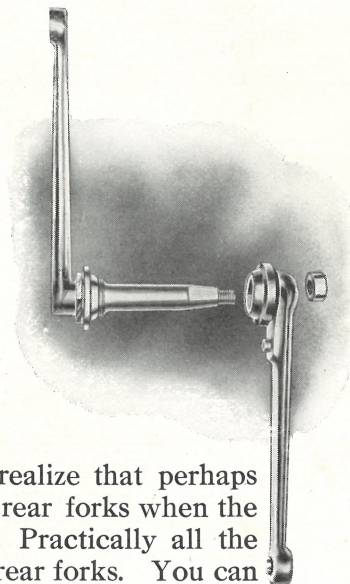
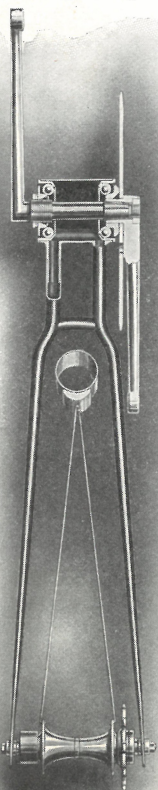


DAYTON CRANK HANGER CONSTRUCTION

One of the most vital parts of a bicycle is the crank hanger. All the power used in propelling a bicycle is delivered directly to the cranks and these must be strong and simple and of good mechanical construction in order that the greatest possible amount of power may be delivered to the rear wheel that the bicycle may run smoothly and easily. The Two-Piece Dayton Crank is used on Models 123, 125, and 127 and has no equal in simplicity and strength. The cranks on Model 120 and 121 are of the One-Piece Fauber pattern and are interchangeable with the Dayton Two-Piece Crank. All Dayton Crank Hangers have cups of large diameter, making it possible to use large balls and very much reduce the crank hanger friction and this taken in connection with the perfect bearings makes the Dayton Crank Hanger the smoothest and easiest running yet produced. Dayton cranks are made from steel bought on analysis, forged in our own drop-forging department, machined and finished in our own shops—undoubtedly the finest and strongest crank construction in use today. Special care is given to the finish of Dayton cranks which are heavily nickeled on copper and have a deep luster.

FRAME CONSTRUCTION

The illustration at the top of the page also shows a sectional view of the rear fork construction. In designing the Dayton frame great care has been taken to allow in the lower rear forks plenty of clearance for the tire and still leave ample clearance for the inside of the front sprocket. You no doubt realize that perhaps the greatest strain on the whole frame is on the lower rear forks when the Coaster Brake is applied. Practically all the shock is directly upon the rear forks. You can not afford to have a construction that will not resist all the strain that can possibly be applied at this point. The double reinforcements brazed into the lower rear forks of the Dayton at the vital points, afford absolute security. The Dayton frame is also strongly reinforced at the head, another point where the strain is severe. The new heavy gauge steel head reinforcements make the Dayton frame strong and dependable.



BEARINGS

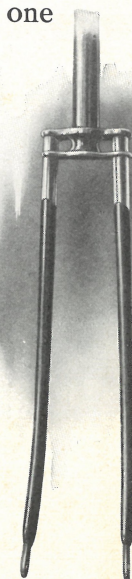
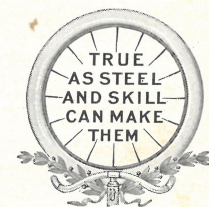
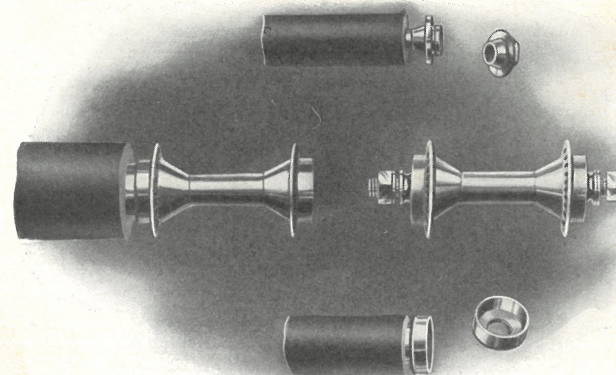
A very important consideration in the purchase of a bicycle is the bearings. A fancy finish alone does not make it satisfactory. To enjoy riding it must run easily and the secret of easy

running is perfect bearings. The cones and cups in all Dayton bicycles are carefully turned from selected bar stock. This means perfect bearing surfaces and insures a perfect running wheel. Furthermore the use of turned parts produces absolute uniformity in the entire pro-

duct. There is no chance of one bicycle being perfect and another one imperfect. The bearings of Dayton bicycles have been made this way for eighteen years. Their world wide reputation has been built up on just such points. The Dayton hub turned from the solid bar has no equal. Each cone and cup used in the Dayton hub is carefully inspected to insure that the bearing surface is absolutely perfect. In addition to being made from selected stock, all bearing parts are hardened by a special process which gives them great wear-resisting qualities.

INSPECTION

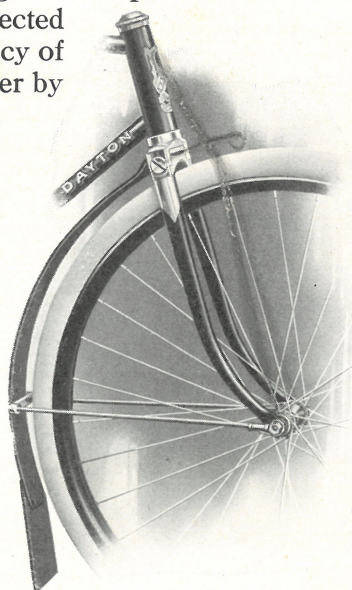
A great deal of attention is paid to inspection. This begins with the raw material when it comes into our plant and the parts are continually inspected while in process. When the complete bicycle goes to the Inspection Department and the final inspector places his stamp of approval on it, we know that the bicycle is reliable and that it will add to the reputation of Dayton quality.





THE "DAYTON" SPRING FORK

The "DAYTON" Spring Fork (Patented) is an entirely new feature for 1912. The principle of this fork is entirely different from any spring fork previously made. It has a double fork crown, one member of which is brazed to the fork stem and the other to the fork sides. The two parts of the crown are joined by a heavy bolt and operate on a perfectly fitting hinge. The heavy spring made of special steel is attached to the bottom of the upper crown and connected to the fork ends by strong steel braces. The resiliency of the spring can be adjusted to the weight of the rider by changing the position of the cross bar which fastens the braces to the spring according to a scale marked plainly on the spring. Unlike other spring forks, the new "DAYTON" Spring Fork adds to the attractive appearance of the bicycle and the heavily nickel-plated spring acts also as a front mud-guard. This fork can be supplied on any "DAYTON" bicycle and in fact can also be applied to any other bicycle if purchased separately. The "DAYTON" Spring Fork is bound to become very popular with riders who desire to eliminate all jolts and jars and obtain the highest degree of comfort in riding.



Patented Nov. 23, 1911

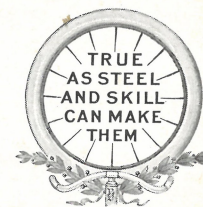
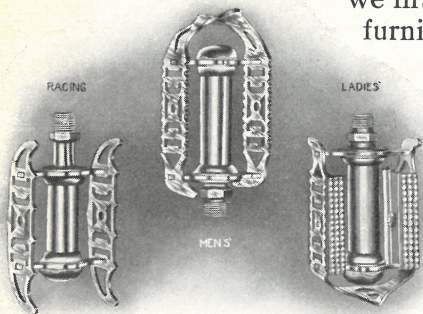
THE "THREE-ARCH-TRUSS" REINFORCED FRAME

The new "Three-Arch-Truss" Reinforced Frame supplied regularly on Model 125 and illustrated on page 10 is a novel feature worthy of special mention. The arch reinforcements add greatly to the strength and safety of the frame and also enhance the grace and symmetry of the entire bicycle. The popularity of this new and original feature is fully assured.

DAYTON PEDALS

Dayton Pedals have been manufactured by us ever since we first commenced to make Dayton Bicycles and are furnished as regular equipment on all the different models. They are the most perfect and best working pedals ever placed on the market and until recently were not used on any except the higher priced Daytons. They are now furnished on all models and will be found to give better satisfaction than any pedal that can be purchased on the market. These pedals are used exclusively for the equipment of Dayton Bicycles.

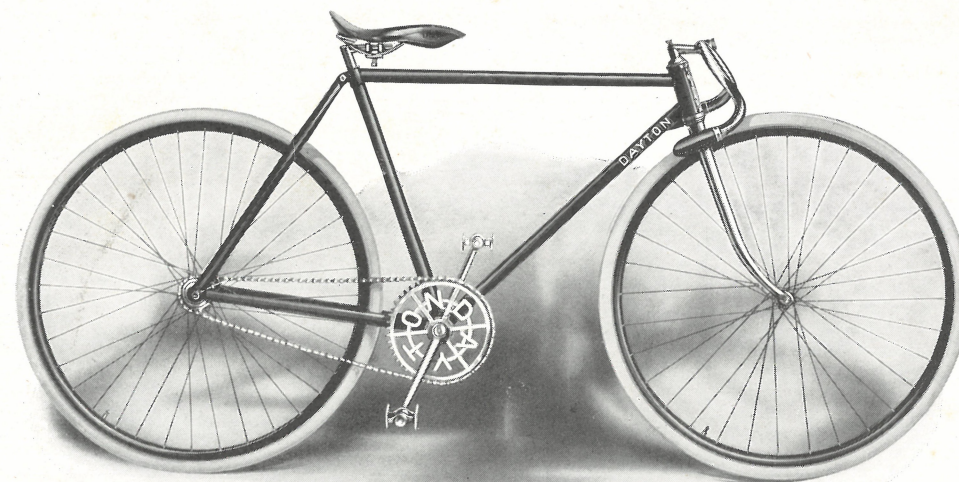
6



"DAYTON RACER"

MODEL 123

PRICE \$50.00



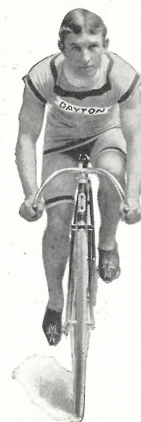
GENERAL SPECIFICATIONS

Main frame 1 inch best steel tubing, 18 gauge. Flush joints. Upper and lower rear fork tubes oval and tapered. Short head, 1 3/8 inch diameter. Forged fork crown. Flush head cones and cups turned from bar. Crank bracket dropped 2 3/4 inch. Binding bolt at seat post. 28 inch wheels. Wood rims. Dayton Racing hubs. Cut-thread spokes, heavily nicked, double butted and swaged, 32 front, 36 rear. Short wheel base.

REGULAR EQUIPMENT

OPTIONS

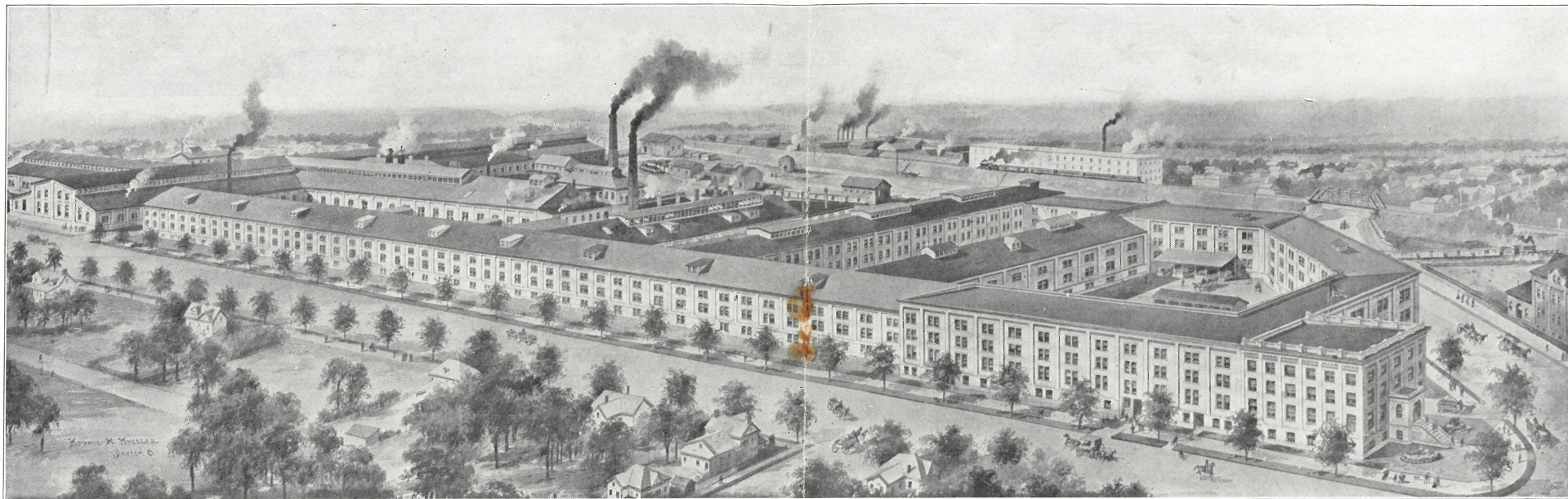
Frame	Height 21 inches.	19 or 23 inches.
Finish	Dayton Carmine, nickel trimmings. Full nickel. fork crown and sides. The word "DAYTON" in transfer on lower tube.	Black enamel, nickel trimmings.
Rim	DAYTON CARMINE center with BLACK EDGES. K & C pattern.	
Tires	Palmer Road, 1 1/4 inch.	1 3/8 inch Palmer Racing.
Gear	52 tooth sprocket, front. 18 tooth sprocket, rear. For 1/8 inch chain. 1/2 inch pitch. Further option—26 tooth front sprocket, and 7, 8 or 9 tooth rear, with 1 inch pitch chain.	14 or 16 tooth rear.
Cranks	Improved two piece as shown above and on page 4.	
Handle Bar	Ideal No. 4 Forward Extension.	
Pedals	DAYTON RACING.	
Chain	Diamond Roller 1/8 inch, 1/2 inch pitch.	3/8 inch, 1 inch pitch
Saddle	Troxel No. 10A.	Diamond Roller.



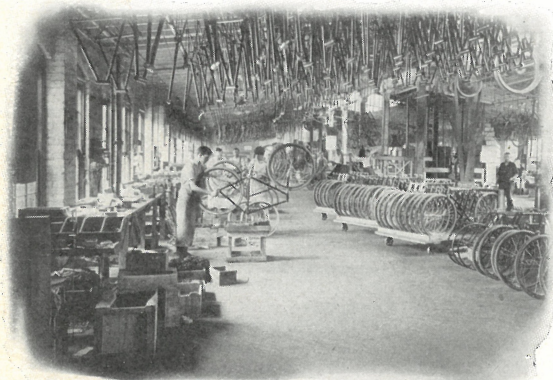
7



WHERE DAYTON BICYCLES ARE MADE



PLANT OF THE DAVIS SEWING MACHINE COMPANY, DAYTON, OHIO.



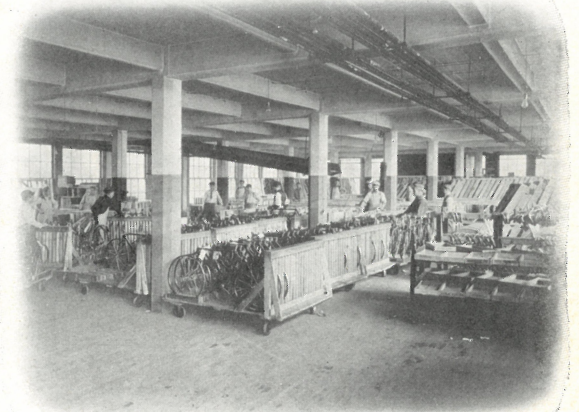
ASSEMBLING

THIS FACTORY with its fifteen acres of floor space and its various departments complete in each detail is an assurance that the Dayton Bicycle is not an "assembled" bicycle but is built from the ground up under one system of manufacture and one standard of excellence. Almost fifty years experience and constant and careful study of modern methods of manufacturing have resulted in this factory with its full equipment of modern high grade machinery. We have manufactured the well known Dayton Bicycles for eighteen years, resulting in a trained and efficient organization of experts and skilled workmen with long experience in each branch of bicycle building. This insures to the Dayton rider greater value in quality of material and perfection in workmanship and more durable service than can be secured in any other bicycle.

The factory behind the Dayton is one of the reasons for owning and riding a Dayton Bicycle.



FRAME BUILDING

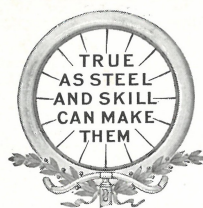


SHIPPING



WHEEL TRUING

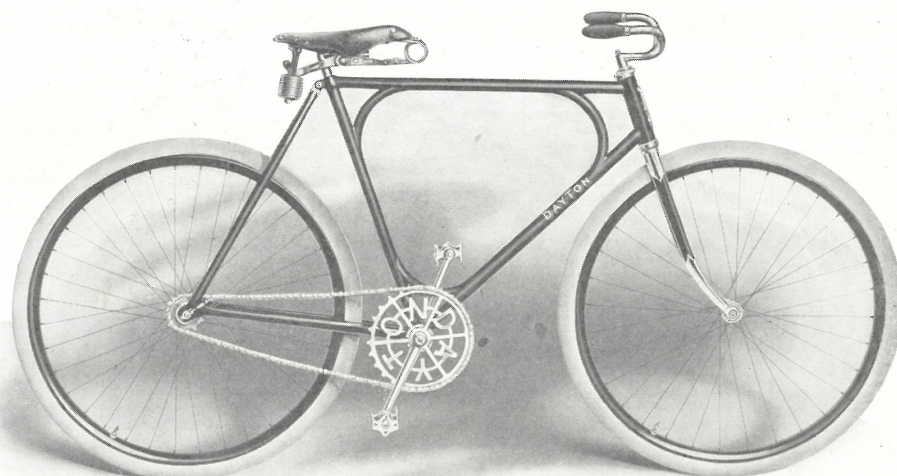
FOR SALE BY
A. N. PIERCE,
Sporting Goods & Bicycles,
28 Davis St., Greenfield.



MEN'S "THREE-ARCH-TRUSS" ROADSTER

MODEL 125

PRICE \$40.00



Note the exceptional strength and beauty of the Three-Arch-Truss Reinforced Frame. This frame design is an exclusive "DAYTON" feature and is fully protected by Design Patent (U. S. Patent Office No. 41,564 issued July 11, 1911.)

GENERAL SPECIFICATIONS

Main frame 1 inch best steel tubing 18 gauge. Flush joints. Special arch truss construction. Upper and lower rear fork tubes oval and tapered. Short head 1½ inch diameter. Forged fork crown, flush binding bolt at seat post. 28 inch wheels. Dayton Roadster hubs. Clincher Rims, wood steel lined. Cut thread spokes, nicked, double butted and swaged, 32 front, 36 rear.

REGULAR EQUIPMENT

Frame	Height 22 inches.
Finish	DAYTON CARMINE, nickel trimmings, nickel fork crown. Name "DAYTON" in transfer on lower bar.
Rims	DAYTON CARMINE center, with Black edges, K & C Pattern.
Cranks	Improved two-piece shown on page 4.
Gear	26 tooth front sprocket. 9 tooth rear sprocket.
Chain	⅜ inch Diamond Roller No. 61, nicked.
Tires	New England No. 20.
Handle Bar	Ideal No. 4 Forward Extension.
Saddle	Persons Simplex.
Pedals	DAYTON Rubber.
Mud Guards	Steel mud guards, enameled to match frame will be furnished on this model when so ordered.

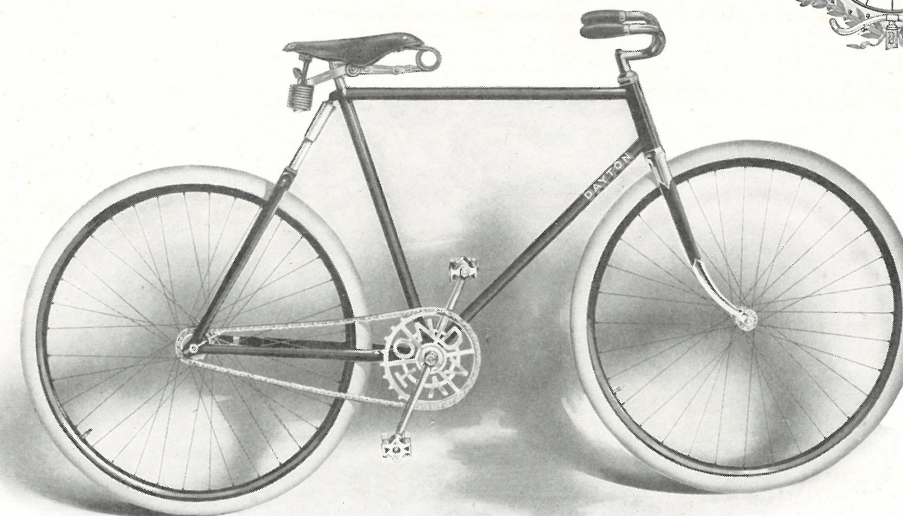
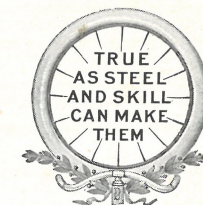
OPTIONS

20 or 24 inches.
Black enamel, nickel trimmings.
7, 8 or 10 tooth rear.
⅜ inch Coventry Roller.
Troxel Eagle Empire or Eagle Monarch.
DAYTON Saw-tooth.

CUSHION FRAME ROADSTER

MODEL 127

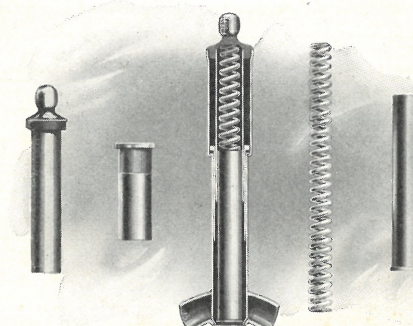
PRICE \$50.00



The general specifications of this model are identical with those of Model 125 as given on the opposite page, except for the construction of the frame. The regular and optional equipment will also be found on Page 10 opposite.

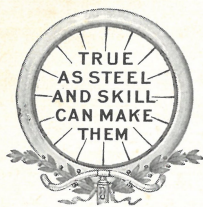
Model 127 has our Hygienic Cushion Frame Construction in the rear upright fork. From the detail cut on the right of this page you can see just how this construction operates to "iron out the road." For comfort in riding the cushion frame construction has never been equalled, for with it no shocks or jars are felt by the rider.

This model is also furnished regularly with the LESTER Clutch Coaster Brake without extra charge (other makes of coaster brakes optional.)



The new DAYTON Spring Fork illustrated on page 6, which is furnished at an extra charge on any DAYTON Bicycle, will be particularly popular on Model 125 and Model 127 with riders who desire to eliminate all jolts and jars and attain the highest degree of comfort in riding. This fork is made only of the very best material and adds to the appearance of the bicycle. Remember this fork can be adjusted in less than a minute to exactly suit *your* weight and to give just as much spring as you want.

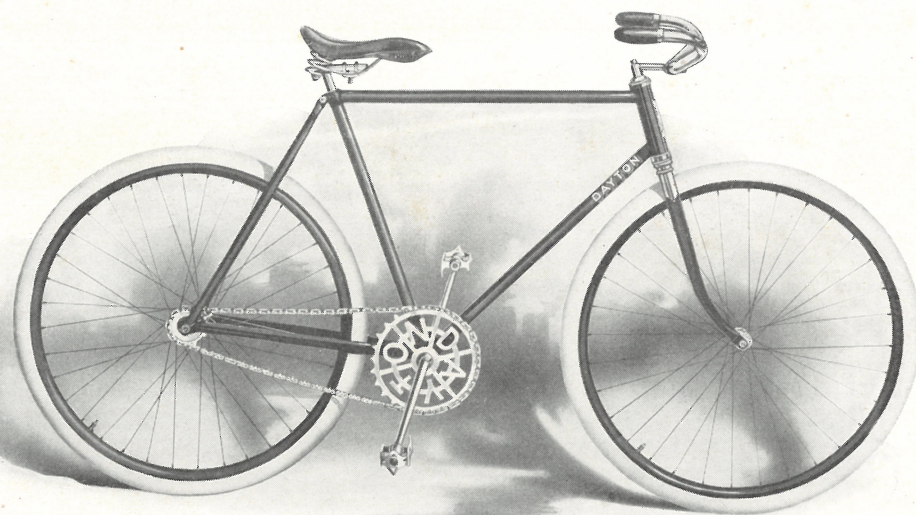




DAYTON ROADSTER

MODEL 120

PRICE \$30.00



GENERAL SPECIFICATIONS

Main frame 1 inch, best steel tubing, 18 gauge. Flush joints. Upper and lower rear fork tubes oval and tapered. Head 1½ inch diameter. Double plate fork crown. Flush head. Crank bracket dropped 2½ inches. Binding bolt at seat post. 28 inch wheels. Wood rims. Dayton Roadster hubs. Spokes nickeled, double butted and swaged, 32 front, 36 rear.

REGULAR EQUIPMENT

Frame	Height 22 inches.
Finish	DAYTON CARMINE, nickel trimmings. Nickeled fork crown. Word "DAYTON" in transfer on lower center tube.
Rims	DAYTON CARMINE center, with BLACK edges K & C pattern.
Cranks	One-piece "Fauber" pattern.
Gear	26 tooth front sprocket. 9 tooth rear sprocket.
Chain	$\frac{3}{16}$ inch Diamond Roller No. 61, nickeled.
Tires	New England No. 10.
Handle Bar	No. 4 Adjustable Ideal.
Saddle	Troxel Star "C"
Pedals	DAYTON Saw tooth.

OPTIONS

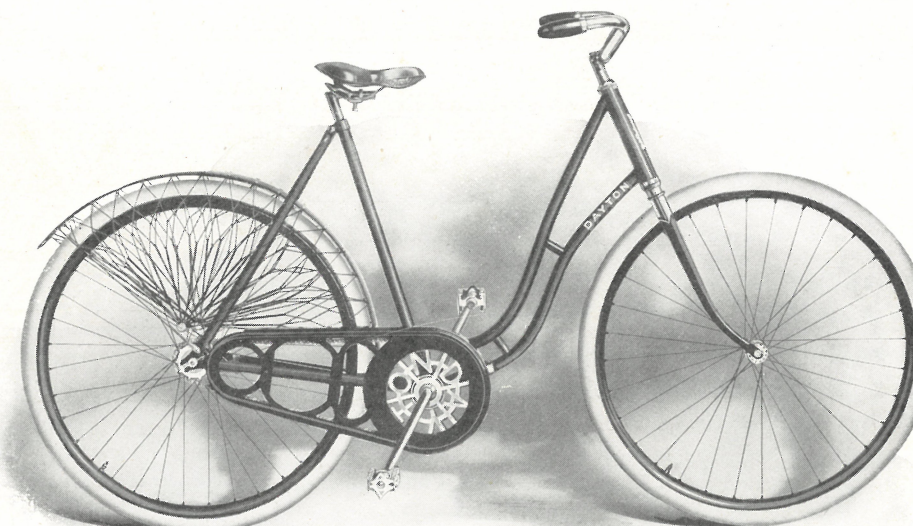
20 or 24 inches
Black enamel, nickel trimmings.
7, 8, or 10 tooth rear sprocket.
$\frac{3}{16}$ inch Coventry Roller.
2½ inch extension.
Troxel Triumph "A"
DAYTON Rubber.



LADIES ROADSTER

MODEL 121

PRICE \$30.00



GENERAL SPECIFICATIONS

New frame lines; increased wheel base. Main frame 1 inch best steel tubing, 18 gauge. Flush joints. Improved head 1½ inch diameter. Improved head bearings. Flush-head cups and cones turned from bar. Upper and lower rear fork tubes oval and tapered. Crank bracket 2½ inch drop. Binding bolt at seat post. Forged fork crown. 28 inch wheels. Wood rims. DAYTON turned hubs. Spokes nickeled, double butted and swaged, 32 front and 36 rear.

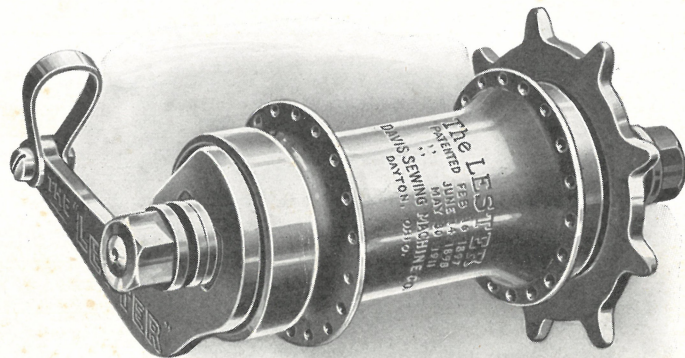
REGULAR EQUIPMENT

Frame	Height 22 inches.
Finish	DAYTON CARMINE, nickel trimmings. Nickeled fork crown. Word "DAYTON" in transfer on lower tube.
Rims	DAYTON CARMINE center, with BLACK edges K & C pattern.
Cranks	One piece "Fauber" pattern.
Gear	26 tooth front sprocket. 10 tooth rear sprocket.
Chain	$\frac{3}{16}$ inch Diamond Roller No. 61, nickeled.
Tires	New England No. 10.
Handle Bar	No. 4 Adjustable Ideal.
Saddle	Troxel No. 14-B.
Pedals	DAYTON Rubber.
Guards	Chain and Dress Guards.

OPTIONS

20 inches.
Black, nickel trimmings.
7, 8, or 9 tooth rear sprocket.
$\frac{3}{16}$ inch Coventry Roller.
Troxel No. 7. U.
Front Mud Guard.

The Lester Clutch Coaster Brake



Nothing is so certain today as the demand for simplicity, strength and efficiency in all kinds of machinery. The LESTER Clutch Coaster Brake possesses all of these necessary qualifications.

SIMPLICITY—The LESTER Brake is the simplest of all Coaster Brakes. It is so simple that anyone can take it apart and put it together again in a few seconds and is so constructed that it cannot be put together wrong. There are only six more parts in the LESTER Brake than in an ordinary rear hub.

STRENGTH—It is important that each part of a Coaster Brake be strong enough not only to do the work regularly expected of it, but to stand all the strains of an emergency. A Coaster Brake that will not repeatedly stand the greatest possible strains is unsafe. To possess this safety and reliability all parts must be large, substantial and of great strength. Compare the size and substantial design of the LESTER parts with those of other Coaster Brakes and you will see why the LESTER Coaster Brake has greater strength at every point. In addition each part of the LESTER is made of high grade steel and the braking and driving clutches are Vanadium Steel, the finest in the world for the purpose. The LESTER is a little stronger than seems necessary and isn't this the safest possible plan?

EFFICIENCY—With its positive forward drive, its smooth easy coasting and sensitive and sure braking, the LESTER is easily the most efficient Coaster Brake made. It accomplishes each required action with a minimum of effort on the part of the rider. The braking surface being greater than that of any other Coaster Brake makes the LESTER particularly sensitive in braking. A slight backward pressure on the pedals will "slow down" the bicycle while added pressure will bring the bicycle to a full stop as quickly as desired.

The Lester Clutch Coaster Brake

Three main operations are demanded of a Coaster Brake. The LESTER Brake never falters in performing any of the three; note how simple is each operation.

DRIVING—The sprocket is screwed to threaded portion of the Driving Worm (E) which by ordinary forward pedaling locks the Driving Clutch (D) with the Hub Shell (C). The result is a positive forceful drive with every ounce of energy delivered to the Hub Shell and in consequence to the rear wheel. There is no slipping, no hesitation, the rear wheel turns as soon as there is a forward pressure on the pedal.

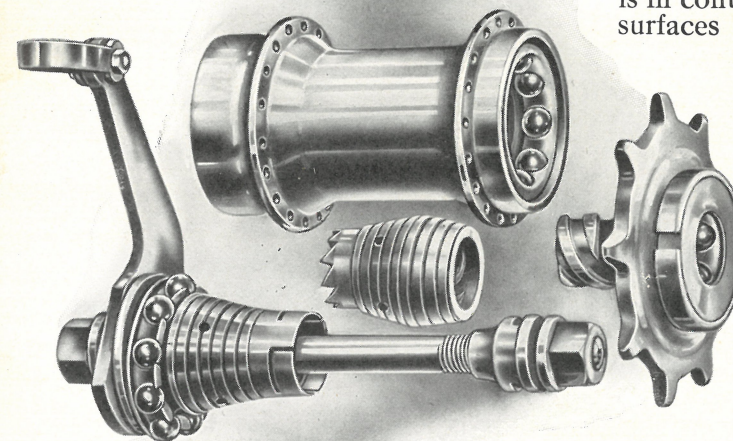
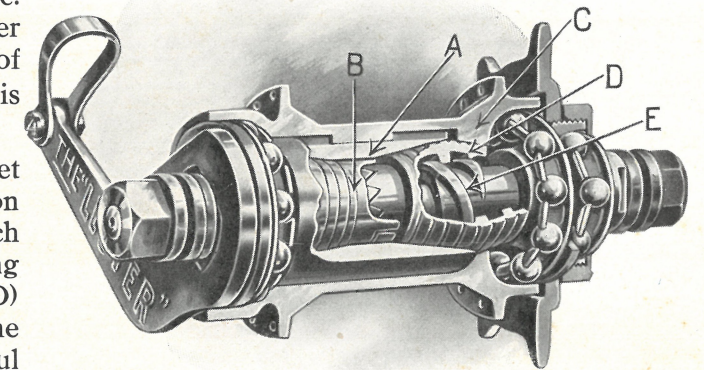
COASTING—Stop pedaling and the LESTER Brake coasts freely and smoothly. It is not necessary to back pedal for the Driving Clutch automatically releases. This is another place where the LESTER removes one of the disagreeable features of the ordinary Coaster Brake.

BRAKING—A backward pressure on the pedal and the Driving Worm (E) to which the sprocket is screwed forces the Driving Clutch (D) against the movable Clutch Sleeve (A) which slides into contact with the Stationary Clutch (B). The Clutch Sleeve rotating with the Hub Shell is in contact with the entire braking surfaces of the Braking Clutches which remain stationary. The large amount of braking surface is what makes the brake so sensitive and yet so sure.

THE LESTER 3-YR. GUARANTEE

The LESTER Clutch Coaster Brake is fully guaranteed against defective material, workmanship or finish. Should any part prove defective within three years from date of sale, we will replace same free of charge.

BE SURE TO SPECIFY THE "LESTER."



PRICE LIST OF PARTS

Parts must be returned prepaid in ordering others to replace them.

Cash must accompany order as we cannot open accounts for repair parts.

Head, Adjusting Cone	\$ 25	Sprocket, Front	\$ 2 50
" Stationary Cone	20	" 1 inch Pitch Rear	30
" Ball Cup	25	" ½ inch Pitch Rear	40
" Ball Retainer (loaded)	20	" Rear Sprocket Locknut	25
" Locknut	25	Frame, Model 120	10 00
" Locknut Washer	02	" " 121	12 00
Front Hub, complete	75	" " 123	15 00
Rear Hub, complete and with		" " 125	14 00
Sprocket	1 00	Fork, Front complete and finished	3 00
Hub cone, Front or Rear	25	Seat Post	75
" Ball Cup, Front or Rear	20	Seat Post, Cluster Frame Bolt	10
" Ball Retainer, Front or Rear		Guards, Chain Guard	1 50
(loaded)	15	" Mud Guards per pair, complete	2 00
" Axles, Front or Rear	25	Mud Guard Braces, Front	30
" Axle Nut, Front or Rear	10	" " " Rear	50
" Axle Nut Washer, Front or Rear	02	Rims, Wood or Steel Cement (each)	90
Crank, One-Piece Model 120 or 121	2 00	" " " G. & J. (each)	1 00
" Model 123-125-127 Two-Piece,		" Wood Steel Lined Clincher	
Right Hand	1 00	(each)	1 10
" Model 123-125-127 Two-Piece,		Chains, Coventry Roller	2 75
Left Hand	1 50	" Diamond No. 46	2 50
" End Nut Model 123 125-127	15	" " No. 61 (1 inch pitch)	2 50
" Ball Cup	30	" " No. 65 (½ inch pitch)	2 50
" Ball Retainer (loaded)	30	Chain Adjusting Screw	10
" Stationary Cone	25	" " Sleeve	10
" Adjusting Cone	30	Wheels, Front Built up with Cement	
" Adjusting Cone Locknut	20	Rim	2 40
" Adjusting Cone Locknut		Wheels, Rear Built up with Cement	
Washer	02	Rim	3 00

In ordering parts always mention the serial number stamped on the under side of the crank-hanger bracket.



This sign on the Dealers Window shows that he sells the DAYTON.
It is your guarantee that there you will secure the best.

FOR SALE BY
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A. N. PIERCE,
Sporting Goods & Bicycles,
28 Davis St., Greenfield.

