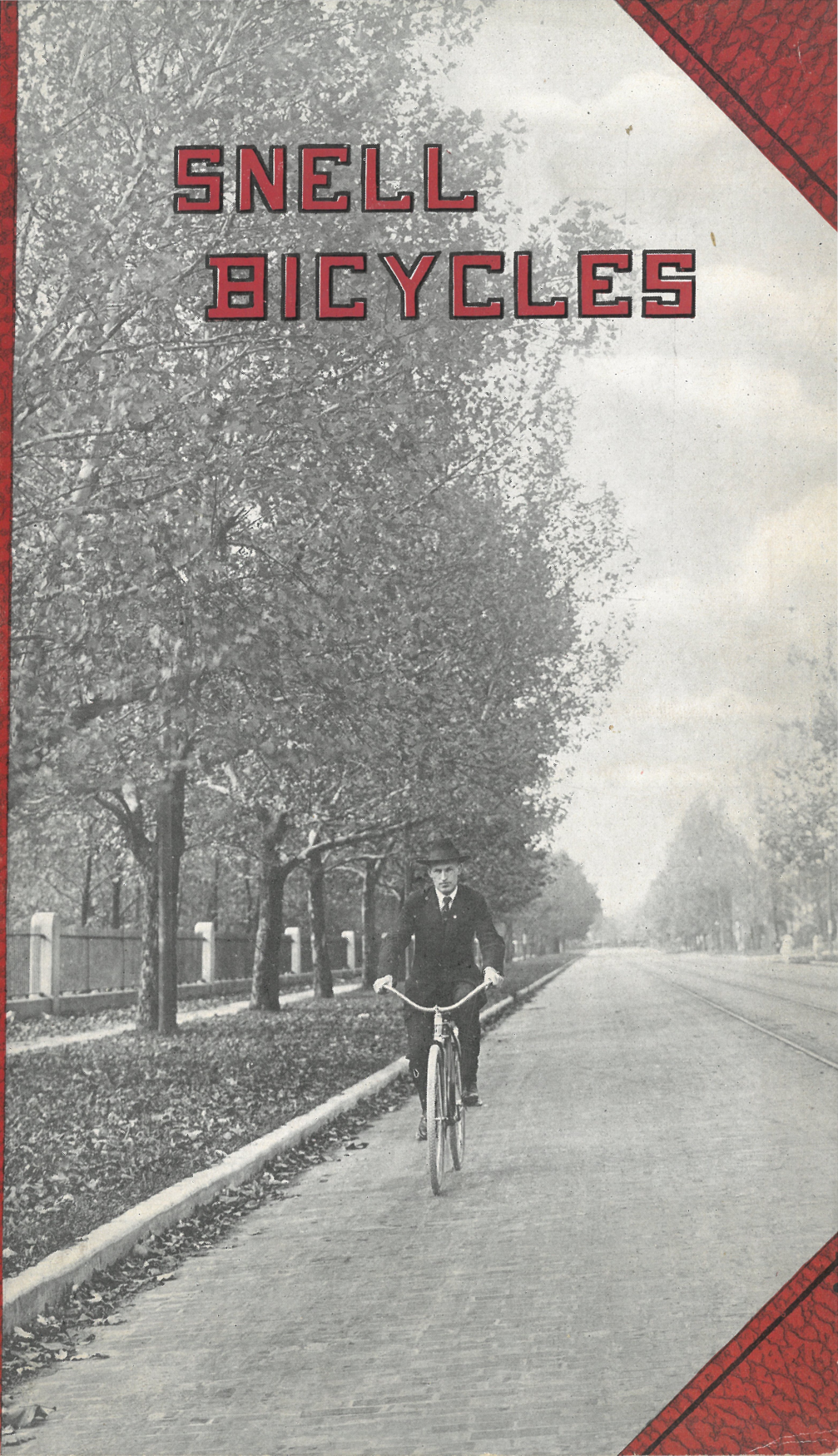
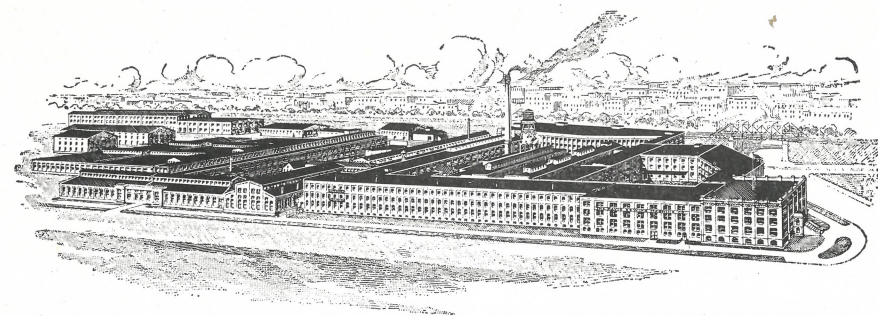


SNELL BICYCLES





The Merit of the Product is Reflected in the Size of the Factory



We Back This
Trade-Mark With
Our Reputation

WHILE the size of the factory does not always denote the quality of the product, yet it is a significant fact that the Davis factory has enjoyed a reputation during the past twenty-four years for making bicycles of the highest quality, and is today the largest manufacturer of bicycles in the world. A reputation of this kind and the continuous growth of the institution could have been built only upon bicycles of recognized quality.

From a meagre beginning, the Davis factory has grown steadily, year by year, until today it comprises 60 buildings, contains 700,000 feet of floor space, occupying a tract of 35 acres and with a manufacturing capacity of 180,000 bicycles annually.

This growth has in a large measure been due to the efforts of the Davis factory to make bicycles that would give unrivaled service and to stand back of everything that it manufactures.

Modern Equipment and Skilled Workmen

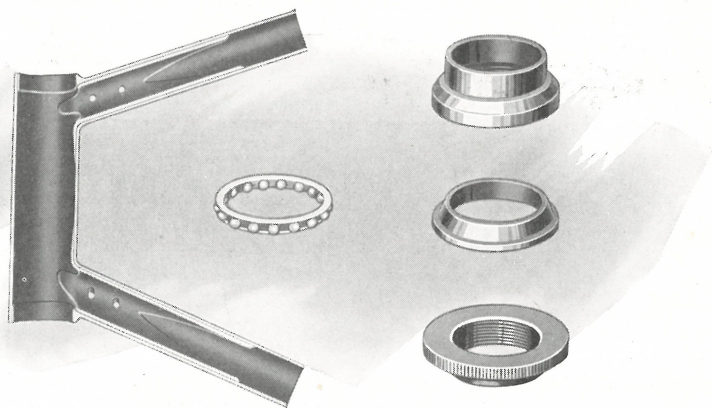
Always in the lead in the adoption of improved machinery to speed up production and enhance quality, the Davis factory is a striking example of progressive American industry. Three and a half million dollars will not cover the investment in plant and equipment. Nearly 2,000 skilled employees, many of whom having been employed continuously for more than 20 years, are required to produce Davis products in sufficient quantity to meet the demand.

Snell bicycles are built to uphold this reputation. They will give good, honest service and are popular with many riders because they are sold at a moderate price. You are invited to read the description of the four models on the following pages.

Cycle Department

THE DAVIS SEWING MACHINE CO.

DAYTON, OHIO



A Snell Bicycle will be Your Life-long Friend

AFTER all, a good bicycle is the most satisfactory kind to buy. There is a certain pride and genuine satisfaction in riding a bicycle that gives faithful service after many years of hard use. Figured in years of service per dollar of expenditure, the best bicycle you can buy is the cheapest, for it will give excellent service long after an ordinary bicycle has been discarded.

Riders who demand good value in bicycles choose the Snell. It is designed and built by experienced engineers and workmen in the world's largest bicycle factory. Modern machinery, complete facilities for bicycle manufacture, long experience and highest grade materials combine to make the Snell the best bicycle that money can buy.

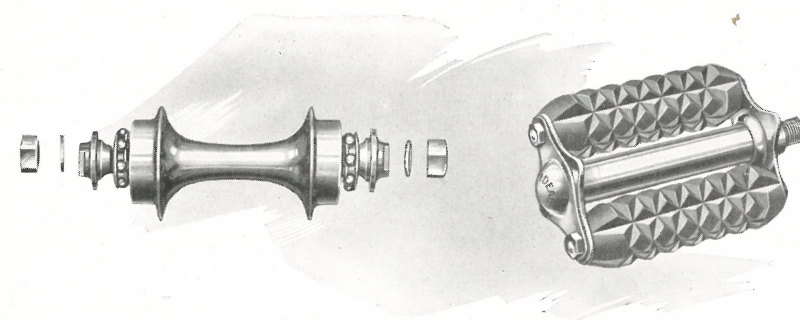
Carefully Designed and Built

Snell bicycles are not built by tin-shop methods. Every detail has been as carefully thought out and drafted by qualified engineers as the designing of an automobile motor. Davis engineers have a thorough knowledge of the essentials of bicycle construction and a keen appreciation of style that keeps the Snell just a little ahead of the ordinary bicycle.

Back of the Snell name-plate is a fixed responsibility—is the name and reputation of the Davis organization.



A Corner of the Engineering Department



Snell Bicycles are Built For Service

TO THE ability and craftsmanship of our workmen and the up-to-date equipment of our factory, are credited no small part of the service which Snell bicycles give their riders. Important among the facilities which help to make Snell bicycles are the brazing furnaces and the aligning tables.

By means of the dip-brazing method, all joints are united so perfectly that Snell frames seldom break. Each frame is completely immersed at every point where a joint occurs, in one of the brazing furnaces so that the white hot smelter brazes the entire frame into one solid unit.

Later, the frames are put on a steel aligning table where every angle is made absolutely true. This means that Snell bicycles always "track" and that Snell frames are in perfect alignment when they come to you.

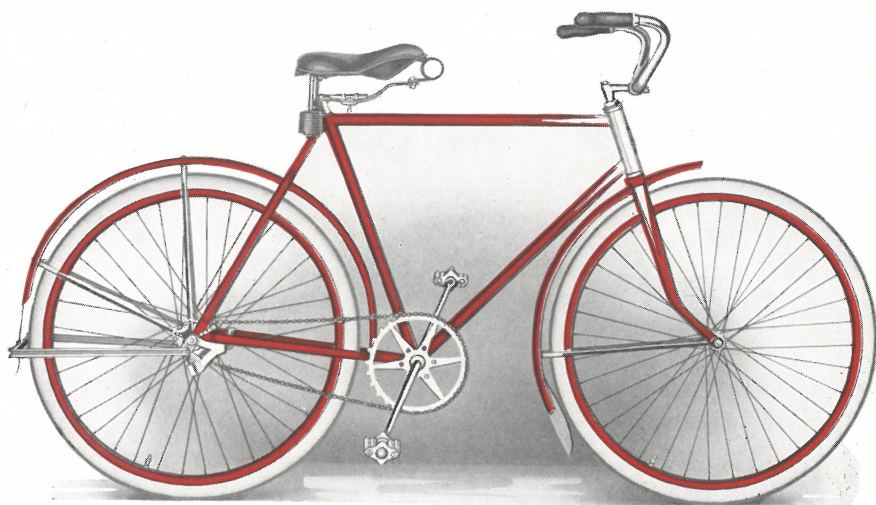
Every Part Rigidly Tested

Every part of Snell bicycles must be right. After every operation in their construction, Snell bicycles are inspected by one of the seventy-five inspectors to make sure that both the material and workmanship are up to the highest standard.

The equipment is also of known quality. To name it is to prove it: Goodrich and Kokomo tires, Troxel saddles, Chicago handle bars, Diamond roller chains, Davis Ideal pedals and a coaster brake of your own choice.



Main Office of the Bicycle Department



Model 319—Snell Roadster—\$45.00

West of the Rocky Mountains, add \$3.50 for delivery.

SPECIFICATIONS

Frame—22 in. regular, 20 in. optional. Constructed from the best 1 in. 18 gauge steel tubing with flush joints and extra strong fishmouth reinforcements.

Fork—No. 100, with drop forged crown.

Cranks—Davis 7 in. one-piece, diamond pattern.

Sprocket—No. 8 Snell sprocket, 26 tooth front, 10 tooth rear. 7, 8, or 9 tooth rear, optional.

Chain—Roller chain, $\frac{3}{16}$ in. wide, 1 in. pitch.

Finish—Cherry with Ivory head and 9 inch darts on frame and front fork.

Tires—Goodrich Safety Tread. Optional Kokomo Oxford.

Handle Bar—Ideal No. 6, 22 in. wide with $2\frac{1}{2}$ in. forward extension. Bull Dog stitched leather grips.

Saddle—Troxel Motor-Bike No. 3

Pedals—Davis Ideal, rubber tread.

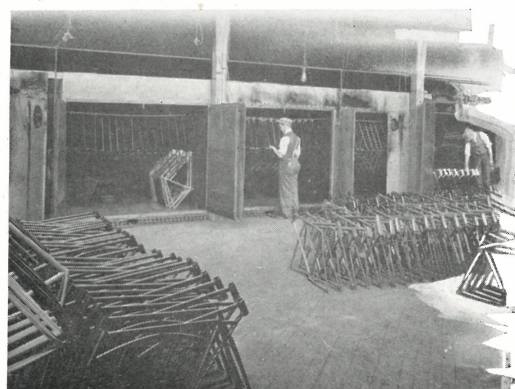
Guards—Front and rear steel mudguards with rubber splash protector.

Stand—Channel section steel stand with clip.

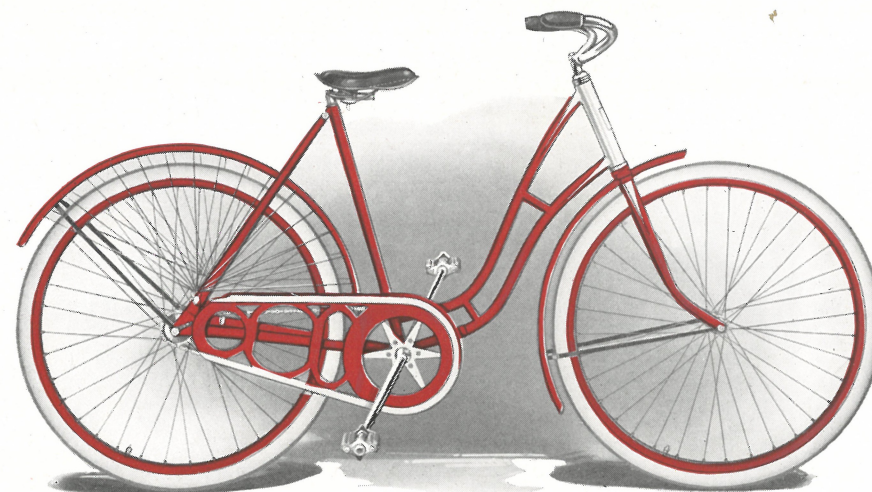
Brake—Any standard coaster brake.

The Snell "Long-Wear" Finish

Snell frames are finished with a coat of anti-rust, a base coat of black, two coats of the highest grade non-bleeding Cherry enamel and one coat of transparent bicycle varnish. The air-brush method of enameling insures an even and smooth finish. During the finishing operations, the frames are baked five times, which gives a hard, long wearing finish.



A Few of the Thirty-two Baking Ovens



Model 329—Ladies' Snell Roadster—\$47.50

West of the Rocky Mountains, add \$3.50 for delivery.

SPECIFICATIONS

Frame—20 in. only. Constructed from the best 1 in. 18 gauge steel tubing with flush joints and extra strong fishmouth reinforcements.

Fork—No. 100, with drop forged crown.

Cranks—Davis $6\frac{1}{2}$ in. one-piece, diamond pattern.

Sprocket—No. 8 Snell sprocket, 26 tooth front, 10 tooth rear. Optional 7, 8, or 9 tooth rear.

Chain—Roller chain, $\frac{3}{16}$ in. wide, 1 in. pitch.

Finish—Cherry with Ivory head and 9 inch darts on frame and front fork.

Tires—Goodrich Safety Tread. Optional Kokomo Oxford.

Handle Bar—Ideal No. 4, 20 inches wide. Stitched leather grips.

Saddle—Troxel No. 14-B ladies saddle.

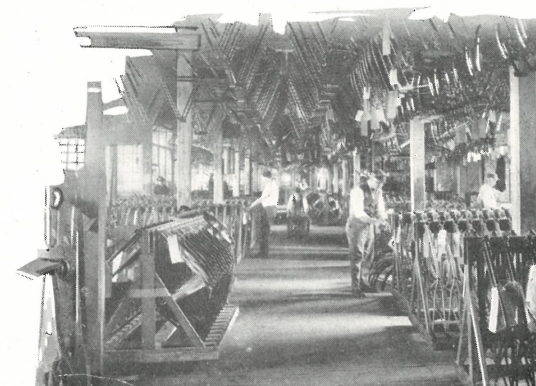
Pedals—Davis Ideal, Jr., rubber tread.

Guards—Front and rear mudguards with chain and dress guards.

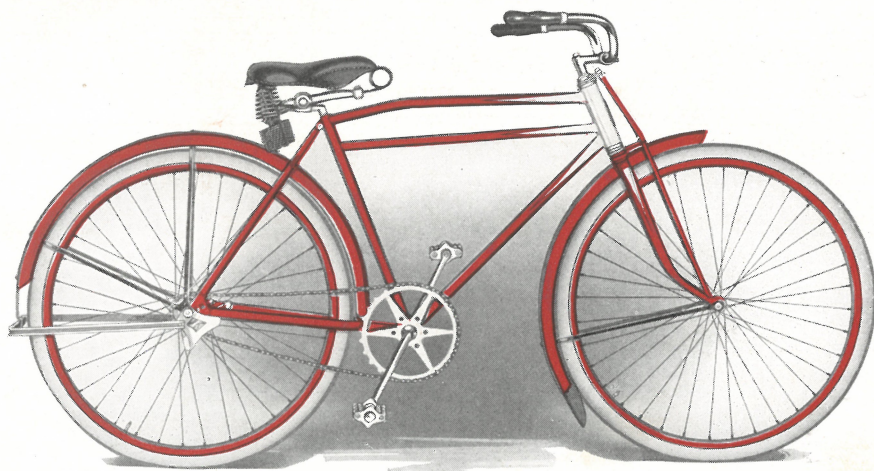
Brake—Any standard coaster brake.

Careful Attention to Details

After coming from the enameling rooms, Snell frames are placed in large store rooms until they are taken to the assembling room to be "built up." Notice how they are suspended from racks on the ceiling. This permits increased storage, giving prompt service on deliveries, and protects the frames from injury.



A Section of the Frame Store Room



Model 339—Snell Motor-Bike—\$49.75

West of the Rocky Mountains, add \$3.50 for delivery.

SPECIFICATIONS

Frame—22 in. only. Motor-bike construction with top bar dropped 2 in. at seat post. Constructed from 1 in. 18 gauge steel tubing with flush joints and extra strong fishmouth reinforcements.

Fork—Snell Motor-Bike Truss Fork.

Cranks—Davis 7 in. one-piece, diamond pattern.

Sprocket—No. 8 Snell sprocket, 26 tooth front, 10 tooth rear. 7, 8, or 9 tooth rear optional.

Chain—Roller chain, $\frac{3}{16}$ in. wide, 1 in. pitch.

Finish—Cherry with Ivory head and 9 inch darts on frame and front fork.

Tires—Goodrich Safety Tread. Optional Kokomo Oxford.

Handle Bar—Boy Scout, 22 in. wide with $2\frac{1}{2}$ in. forward extension. Bull Dog stitched leather grips.

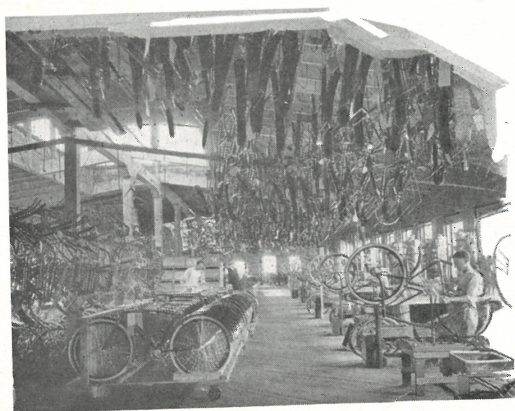
Saddle—Troxel Motor-Bike No. 2

Pedals—Davis Ideal, rubber tread.

Guards—Drop side front and rear steel mudguards with rubber splash protector.

Stand—Channel section steel stand with clip.

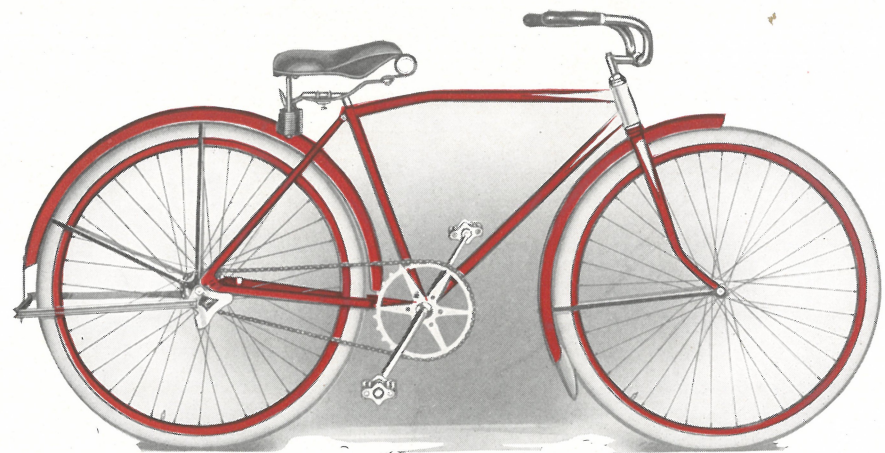
Brake—Any standard coaster brake.



Where Snell Bicycles Are Assembled

Correct Assembly and Perfect Adjustment

In this room the forks, wheels, guards, crank hanger assembly and various other parts are assembled on the frame, and the bearings skillfully adjusted by expert workmen. Then each bicycle is thoroughly inspected to make sure that every part is in perfect adjustment and good running condition before it is forwarded to the shipping room.



Model 379—Snell Bikeabout—\$46.75

West of the Rocky Mountains, add \$3.50 for delivery.

SPECIFICATIONS

Frame—20 in. regular, 22 in. optional. Top bar dropped 2 in. at seat post. Constructed from the best 1 in. 18 gauge steel tubing with flush joints and extra strong fishmouth reinforcements.

Fork—No. 100 with drop forged crown.

Cranks—Davis 7 in. one-piece, diamond pattern.

Sprocket—No. 8 Snell sprocket, 26 tooth front, 10 tooth rear. 7, 8, or 9 tooth rear optional.

Chain—Roller chain, $\frac{3}{16}$ in. wide, 1 in. pitch.

Finish—Cherry with Ivory head and 9 inch darts on frame and front fork.

Tires—Goodrich Safety Tread. Optional Kokomo Oxford.

Handle Bar—Boy Scout, 22 in. wide with $2\frac{1}{2}$ in. forward extension. Bull Dog stitched leather grips.

Saddle—Troxel Motor Bike No. 3.

Pedals—Davis Ideal, rubber tread.

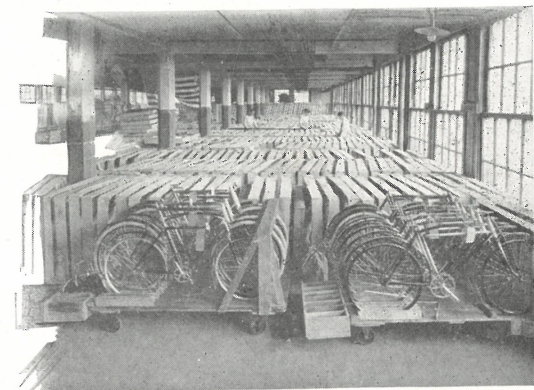
Guards—Drop side front and rear steel mudguards with rubber splash protector.

Stand—Channel section steel stand and clip.

Brake—Any standard coaster brake.

Securely Crated for Shipment

Snell bicycles must reach the purchaser in perfect condition. With this idea in view, Snell bicycles are securely packed in strong crates with as much care as they are built. The photograph of the shipping room shows a few car loads crated and ready for shipment.



A Section of the Shipping Room

Price List of 1919 Snell Parts

In ordering parts always give the model number or name and the serial number of your bicycle. The latter is stamped on the under side of the crank hanger bracket.

FRAMES

Model 319.....	\$15.00
Model 329.....	16.50
Model 339.....	17.50
Model 379.....	16.00

FRONT FORKS

No. 100	3.30
Motor-Bike Truss Fork.....	5.00

HEAD PARTS

Head adjusting cone.....	.30
Head stationary cone.....	.20
Head ball cups.....	.25
Head ball retainers (not loaded)...	.12
Head ball retainers (loaded).....	.25
Head locknut.....	.35
Head locknut washer.....	.05
Head truss rod plate (Motor-Bike) ..	.25
Head truss rod acorn nut.....	.20
Head truss rod locknuts.....	.15

FRONT HUB PARTS

Front hub shell.....	.80
Front hub cone.....	.25
Front hub axle.....	.18
Front hub axle nut.....	.12
Front hub axle nut washer.....	.02
Front hub ball retainer (not loaded).....	.10
Front hub ball retainer (loaded)...	.20

REAR HUB PARTS

Rear hub shell.....	1.50
Rear hub cone.....	.28
Rear hub axle.....	.18
Rear hub axle nut.....	.12

Rear hub axle nut washer.....	\$0.02
Rear hub ball retainer (not loaded) ..	.10
Rear hub ball retainer (loaded)...	.20

CRANK HANGER PARTS

One-piece crank for models 319, 339 and 379.....	2.40
One-piece cranks for model 329...	2.60
Crank ball cups.....	.35
Crank stationary cone.....	.40
Crank adjusting cone.....	.40
Crank adjusting cone locknut (Hex).....	.25
Crank adjusting cone washer.....	.03
Crank ball retainer (not loaded).....	.17
Crank ball retainer (loaded).....	.35

SPROCKET

26 tooth front sprocket.....	2.40
7, 8, 9, or 10 tooth rear sprocket...	.40

Mudguard and Miscellaneous Parts

Chain adjusting screw.....	.15
Seat post.....	.75
Frame bolt and nut.....	.20
Ladies' chain guard, less fittings...	1.75
Ladies' chain guard brace.....	.30
Ladies' dress guard lacing rings (2) ..	.05
Ladies' dress guard lacing screw (2) ..	.03
Mudguard fork crown screw (2)...	.03
Mudguard brace, front single.....	.30
Mudguard brace, rear double.....	.60
Mudguard brace screws (3).....	.02
Mudguard brace nut (3).....	.02
Mudguard bolt and nut, rear for frame (2).....	.05

Address All Orders for Parts to

Service Manager, Cycle Department

THE DAVIS SEWING MACHINE CO.

DAYTON, OHIO

Snell Guarantee

SNELL BICYCLES are warranted in accordance with the universal warranty as adopted by the Bicycle Manufacturers' Association as follows:

"We agree with each purchaser of a Snell Bicycle, to repair, or to replace, without charge, within one (1) year of date of sale by us, any part showing defect due to material used or imperfect construction, provided it is returned to us transportation charges prepaid. This agreement does not cover the cost of repairing bicycles when damaged by accident, misuse, or neglect. Tires, saddles, pedals, rims, handle-bars, coaster brakes, chains, or any other finished parts manufactured by others than ourselves are not guaranteed by us, and any claim must be taken up with their respective manufacturer."

