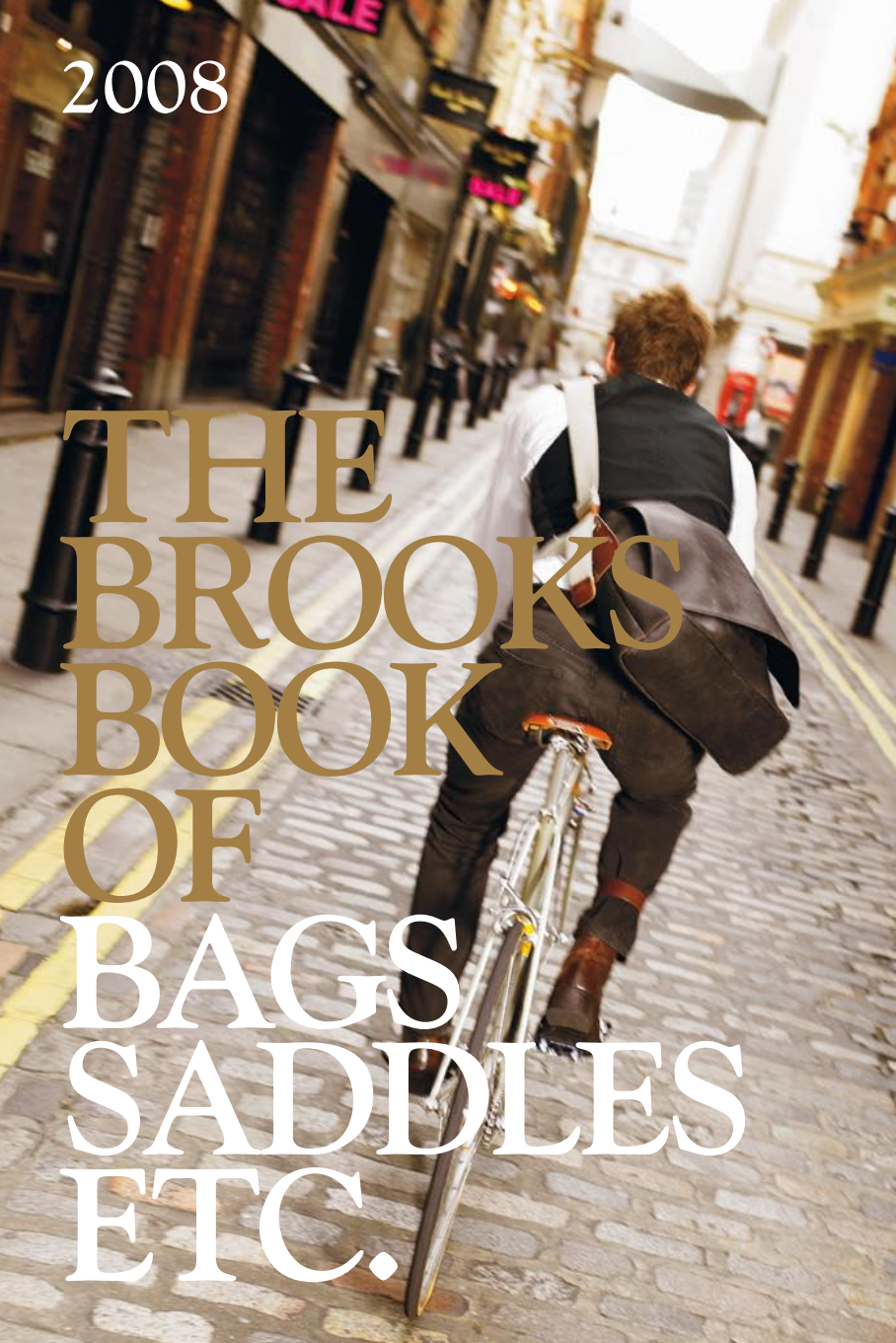


2008

THE  
BROOKS  
BOOK  
OF  
BAGS  
SADDLES  
ETC.



# 2008

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“It is as well to be assured that the saddle  
you buy as a Brooks bears the name Brooks at the rear;  
it may save you considerable disappointment.”

(The Brooks Book for Cyclists 1914)



## J.B. Brooks

Recently we received a letter from Brian Yates, great grandson of John Boulton Brooks, who revealed the true story of how the Brooks legend began. The facts were reported in writing by his father, Henry Bertram Yates, grandson of J.B. Brooks and last member of the family managing the company from 1941 to 1958.

In 1866 J.B. Brooks moved from the small town of Hinckley to Birmingham with £ 20 in his pocket. He established himself as a dealer in General Leather Goods under the name of J.B. Brooks & Co. The firm was only making steady progress until something happened in 1878. Mr. Brooks had been in the habit of riding a horse to and from his business, but this horse died. Mr. Brooks felt he could not afford to buy another horse, so a friend lent him a bicycle to make the journey. This introduced J.B. Brooks to cycling, but he found it so uncomfortable that he vowed he would make something more comfortable for the rider to sit on. On 28th October 1882, John Boulton Brooks filed his first patent on "Saddles for Bicycles and Tricycles".

The rest, as they say, is history.

*J.B. Brooks (1846-1921)  
Oil on Canvas Portrait, Reproduced with Kind Permission  
of Blackwell Court, Late House of the Brooks Family*



## 1. Bags

*Brooks England Ltd. has a world-wide reputation for the manufacture of Leather Saddles, and in every country is acknowledged to stand pre-eminent.*

A little less known fact is that John Boulton Brooks, his sons Wilfred Mason and Boulton Brooks, and John Holt, his faithful Manager of the Engineering Works, have also pioneered the design and manufacture of cycle bags and various other accoutrements for cycling and motorcycling.

Thanking our friends for their support during the past, and assuring them that every effort shall be made to retain it for the future, we direct your Special Attention to our new Cycle Bags & Accoutrements and to the original Tool Bags & Holdalls.



## Cycle Bags & Accoutrements

We have great pleasure in submitting to your notice our new Cycle Bags & Accoutrements inspired by J.B. Brooks's original designs of the 1890's and early 1900's. We trust that our present efforts will meet with that approval with which, in the past, our attempts to bring the Cycle Saddle to perfection have been rewarded by riders of the wheel. Our range of Cycle Bags and Accoutrements has been developed to fulfill the needs of different cyclists and uses of the bicycle.

### Shopping

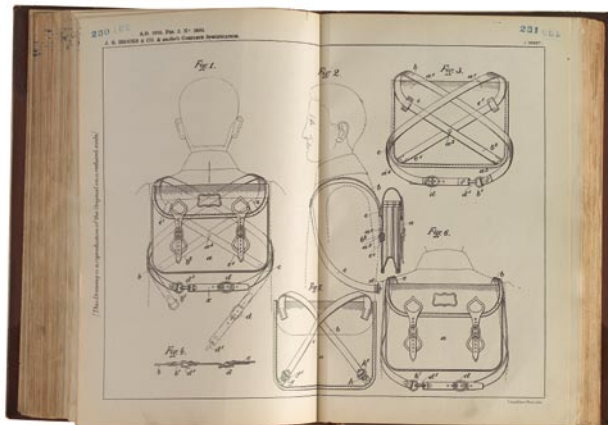
Our Shopping Bags include the Roll Up Panniers and the Tote Bag with its Wire Basket to carry it on the bicycle.

### Commuter

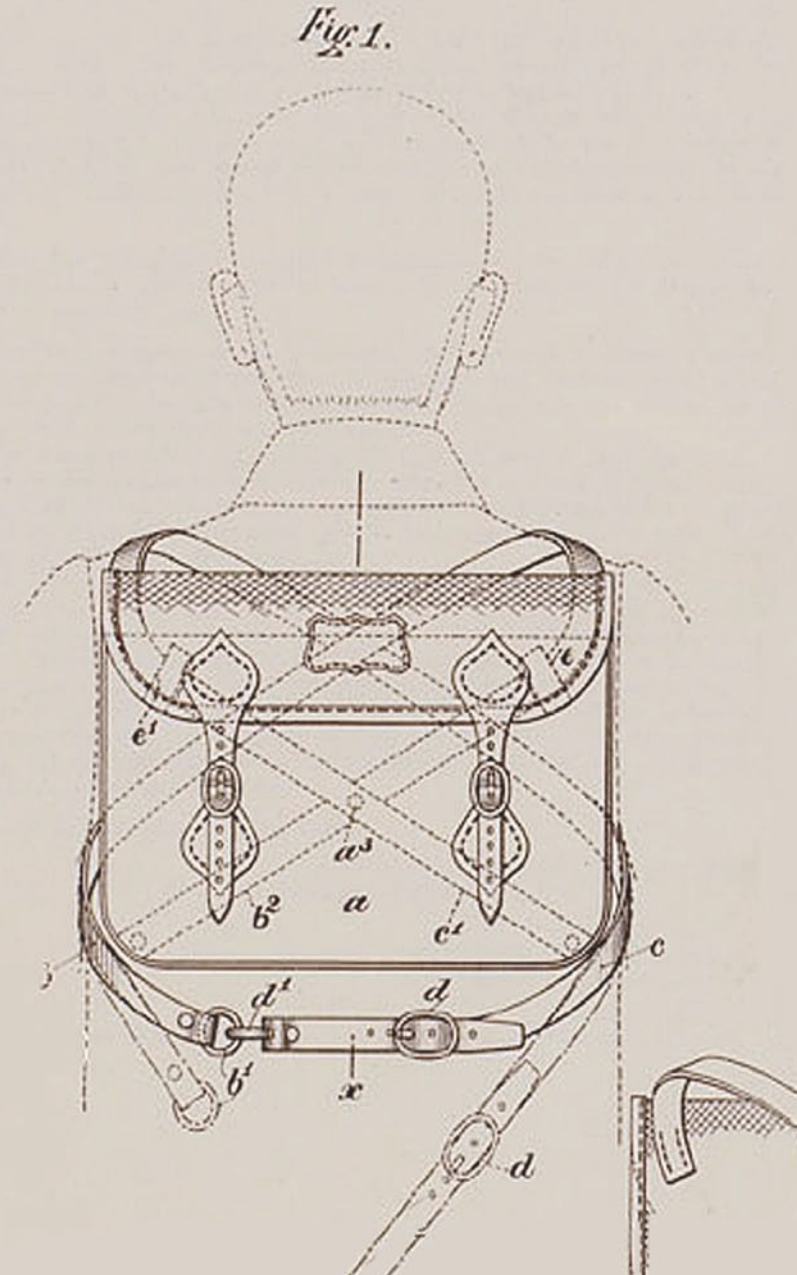
Our first Commuter Bag is the Messenger Bag to be complemented with a Laptop Bag.

### Travel

The Travel Bags range consists of the Handlebar Bag and the Rear Panniers.



Illustrations of Patent N° 2680 A.D. 1910

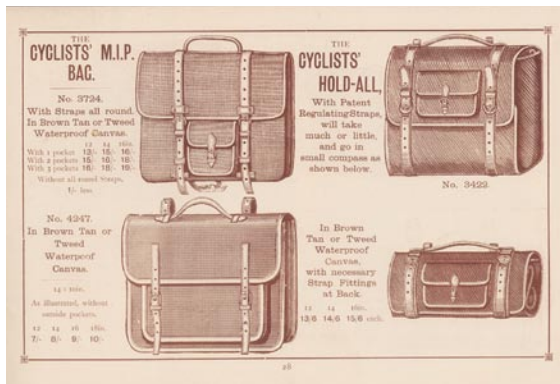
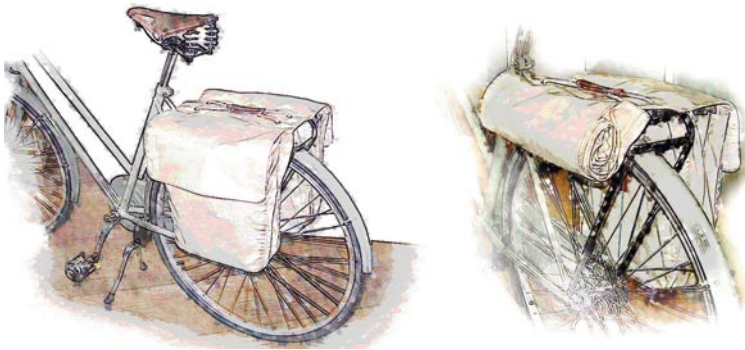




### Brick Lane - Roll Up Panniers

Our Roll Up Panniers are inspired by the Cyclist's Hold-alls, first featured in the 1890's catalogue.

Like the originals, the new panniers can be rolled up or easily released when needed.



Page 28 of the 1890 Brooks Catalogue

### Camden - Tote Bag (coming soon)

Our Tote Bag is the natural complement to the Wire Basket. When shopping the light and robust bag, made of strong woven fabric and leather, can be easily carried around. When cycling it can be placed in the basket, being designed to perfectly fit into it. The Tote Bag features a small inner pocket for your wallet and keys.



### Hoxton - Wire Basket

Since we first began making Cycle Saddles, our aim has been the BEST of EVERYTHING. The Best Materials, the Best Designs, the Best Constructions, that experience, skill and money can procure.

This is how we designed and manufactured our new Wire Basket.

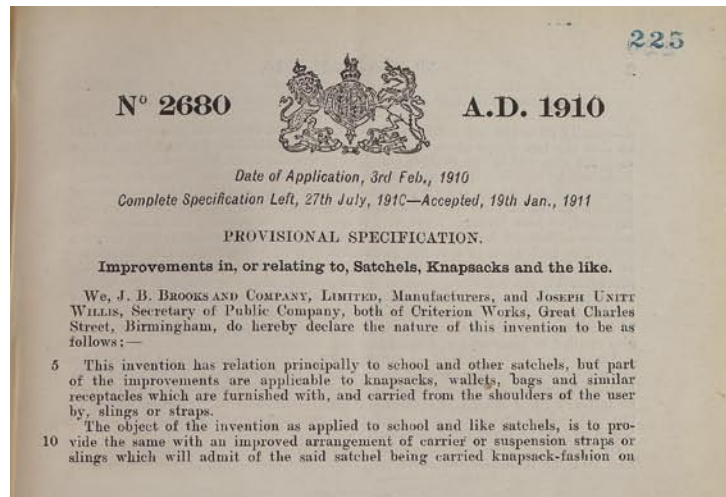


### Laptop - Bag (coming soon)

Had the computer existed back at that time, J.B. Brooks and his sons would have come up with the right bag to carry it on a bicycle. This bag protects your laptop while carrying it inside your Messenger Bag or Roll Up Panniers. We trust we designed it in the spirit of our forefathers.

### Barbican - Messenger Bag

In 1910 John Boulton and his son Wilfred Mason Brooks filed two patents related to improvements in satchels, knapsacks and the like. Both these patents guaranteed more equal distribution of the load over the straps and more stability of the bag whilst cycling. With this in mind we developed our new Messenger Bag, featuring a shoulder belt which can be easily secured around the waist during the ride.



Provisional Specification of Patent N° 2680 A.D. 1910



### Handlebar - Bag (coming soon)

The Special Touring Bag is the first handlebar bag of which we have record in the 1890 catalogue. Our new Handlebar Bag is inspired by the original model, adding the functions and employing the materials needed for the modern bicycle traveller.



Page 25 of the 1890 Brooks Catalogue

### Rear Panniers (coming soon)

In over 100 years of history Brooks manufactured a number of different touring panniers, both for bicycles and for motorcycles.

Our new Rear Panniers address the needs of the modern bicycle traveller, combining function and appealing design.





## Tool Bags & Holdalls

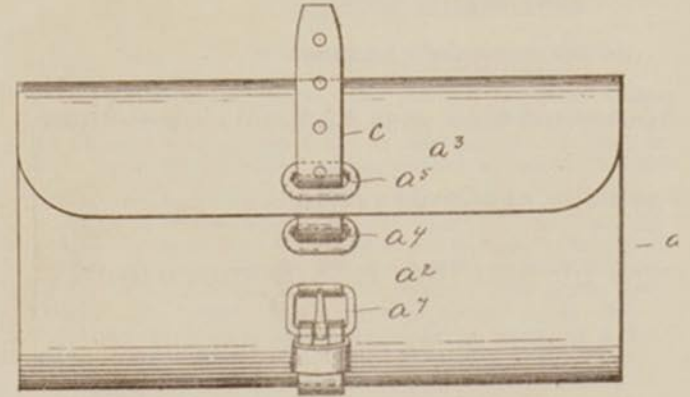
In the 1890's, the founder of our company, John Boulthbee Brooks, having patented a number of innovations in saddles, began to develop other cycling accessories, starting with tool bags. The Brooks range expanded until the 1960's, when the amount of products was much larger than nowadays. Recently at Brooks we reproduced some of the most interesting designs, from the Challenge and D-Shaped Tool Bags to the larger Millbrook and Glenbrook Holdalls. The design of the first Challenge Tool Bag was patented in 1896. For many years it has been heralded as being undoubtedly the foremost bag in the market for quietness, appearance and quality. Small wonder that this design has been widely copied ever since.

### Challenge

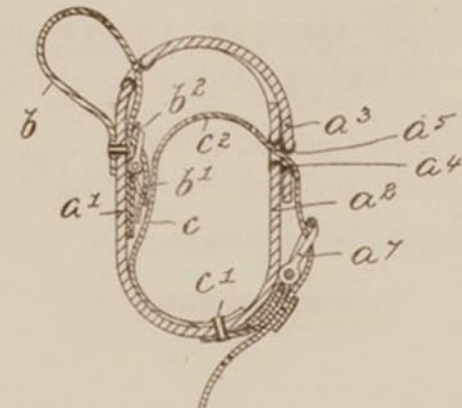
The Challenge Tool Bag is for fitment to the rear of a saddle bearing bag loops. It features buckles that whilst fastening the bag to the saddle, are located within the hold itself, thus ensuring greater levels of security and the strap that secures the unit encircles the tools it carries, to prevent them from rattling during transit.



*Fig. 17.*



*Fig. 16.*



### D-Shaped

The D-Shaped Bag was featured in Brooks catalogues as far back as 1910. This innovative design features a two piece construction which, whilst the outer sleeve remains permanently attached to the saddle, has an inner purse that may be removed so that its owner may retain it, thus securing its valuable contents. The purse is attached to the sleeve by a 'Sam Brown' fixing, preventing it from sliding out, even under extreme conditions.



### Tool Roll

Shown in the 1914 Brooks Book for Motor Cyclists, the Tool Roll is the most modern of the three designs made newly available. Made of stout leather, the Tool Roll contains:

- 3 Tyre Levers with spoke locating groove
- Spanners (8/9, 10/11, 12/13, 15)
- Interchangeable Screwdriver (phillips and flat nosed)
- Allen Keys (sizes 8/6, 5, 4, 3, 2 and 2.5)
- Spoke Wrench (dual size: 3.3 and 3.4 mm).



### Millbrook & Glenbrook

Millbrook and Glenbrook are original Brooks Saddle Holdalls first produced in the 1950's. Such designs were originally commissioned to cater for cyclists wishing to transport food, cameras, maps and handbooks and provided sturdy pockets for tools, repair outfits, oil cans and such like. These sympathetically reproduced, most stylish of designs, are suitable for both the tourers and the collectors, wishing to complement their vintage ride.

Made of vinyl, the Millbrook, the smaller of the 2 Holdalls, features black leather trims. The Glenbrook, which is larger, also features 2 side pockets.

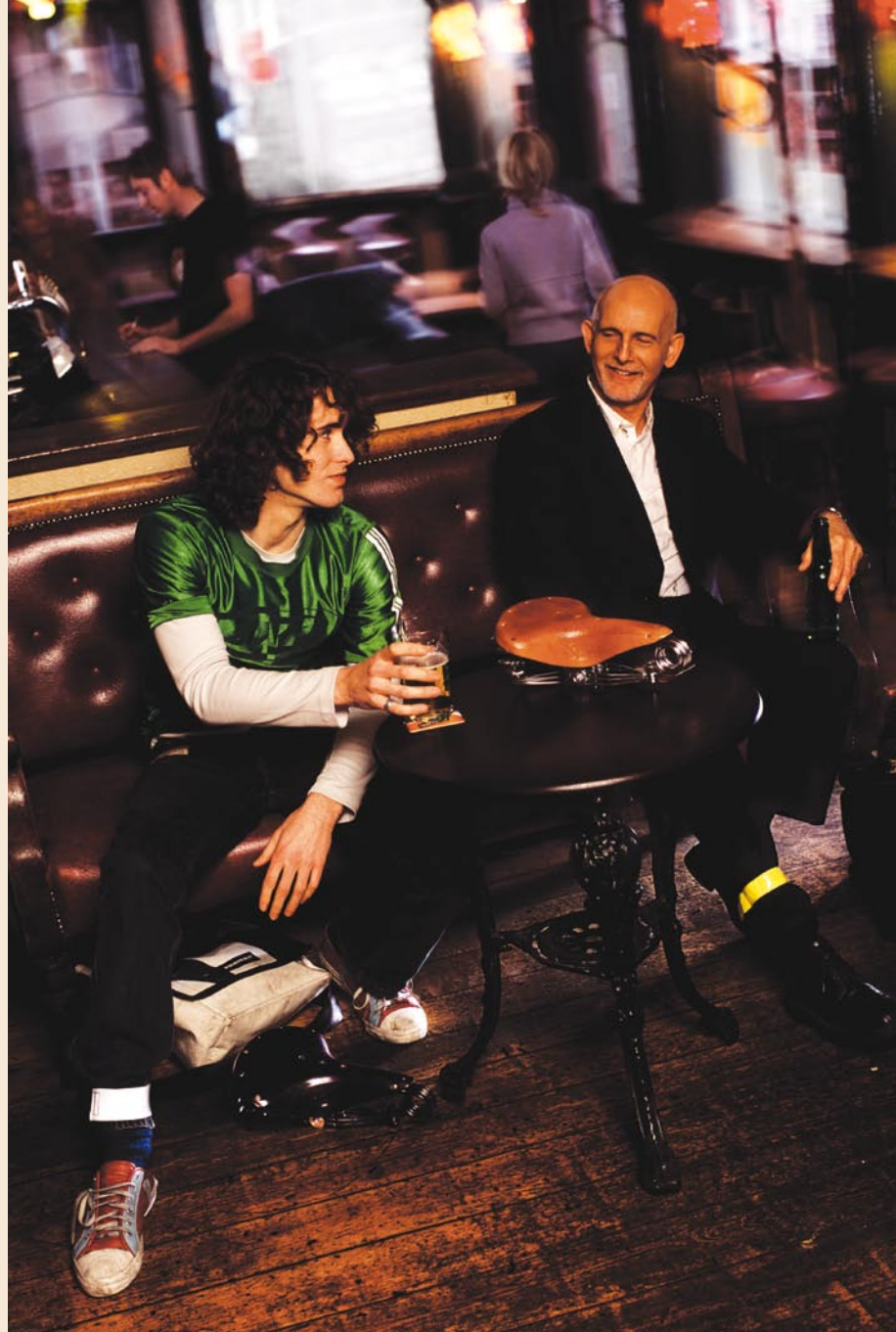


## 2. Saddles

Since the first patent on saddles was filed in 1882, many more have followed, but as early as the 1890's the product was almost identical to today's saddle.

The B17 is the oldest model in the current range, having been featured in the late 1890's catalogues.

A total of about 20 models available in different finishes have lasted over the decades and are still manufactured as they have always been.





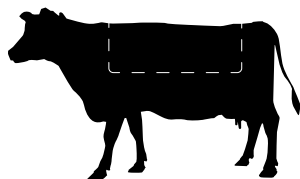
## The Saddle & its Manufacture

The undoubted supremacy of Brooks Saddles is largely due to their irreproachable quality in every detail.

The leather is absolutely of the best quality obtainable and is thoroughly adapted to its purpose. The attention subsequently bestowed upon its manipulation, enables it not only to take but to retain the shape and form so essential to comfort. This retention of shape, and even improvement after a few months use (the period known as break-in time), is the crucial test of a leather top, and is one of the chief characteristics of Brooks Saddles. Remember, a broken-in Brooks is the only saddle whose shape becomes truly yours.

Another, and even more important feature peculiar to leather, is that of porosity. Invisible pores in the animal hides provide natural ventilation. Brooks saddles are always cool to ride, thereby providing greater levels of comfort, even on the longest rides, on the warmest days.

The springs and framings are still fabricated at the Company's own works in England and are scientifically designed to obtain maximum elasticity and comfort, combined with strength and durability. The workmanship and finish of Brooks Saddles have never been equalled. Every process and detail receives careful attention, whilst the completed saddle imparts additional style to any bicycle.



### *The Hide*

*For Brooks Saddles only the "Butt" of a hide is employed: this is only the middle portion of the whole hide, and commands a much higher price. It is only by the use of such material, however, that the quality of Brooks can be maintained.*

## The Selection of a Saddle

At Brooks we recognise that to choose a saddle which is suited to both the rider and his machine, and also the class of road and terrain he intends to ride upon, is a matter worthy of more consideration than is normally devoted to this question.

Whilst endeavouring to give advice upon the choice of a saddle, it is necessary to bear in mind that riders vary considerably, not only in their requirements, but also in their preferences, which are frequently quite different from the type of saddle which would really suit them best.

There are many riders to whom we should unhesitatingly recommend a roomy saddle, with comfortable springs; but frequently these cannot be persuaded to ride anything other than a light small saddle, the neat appearance of which is the only cause of their preference.

Our catalogue is structured to make the saddle selection easier. The following pages feature 3 lines of products to address the needs of different types of cyclists.



**Classic**  
for the devoted cyclist



**Aged**  
for an easier start



**Collection**  
for our true fan

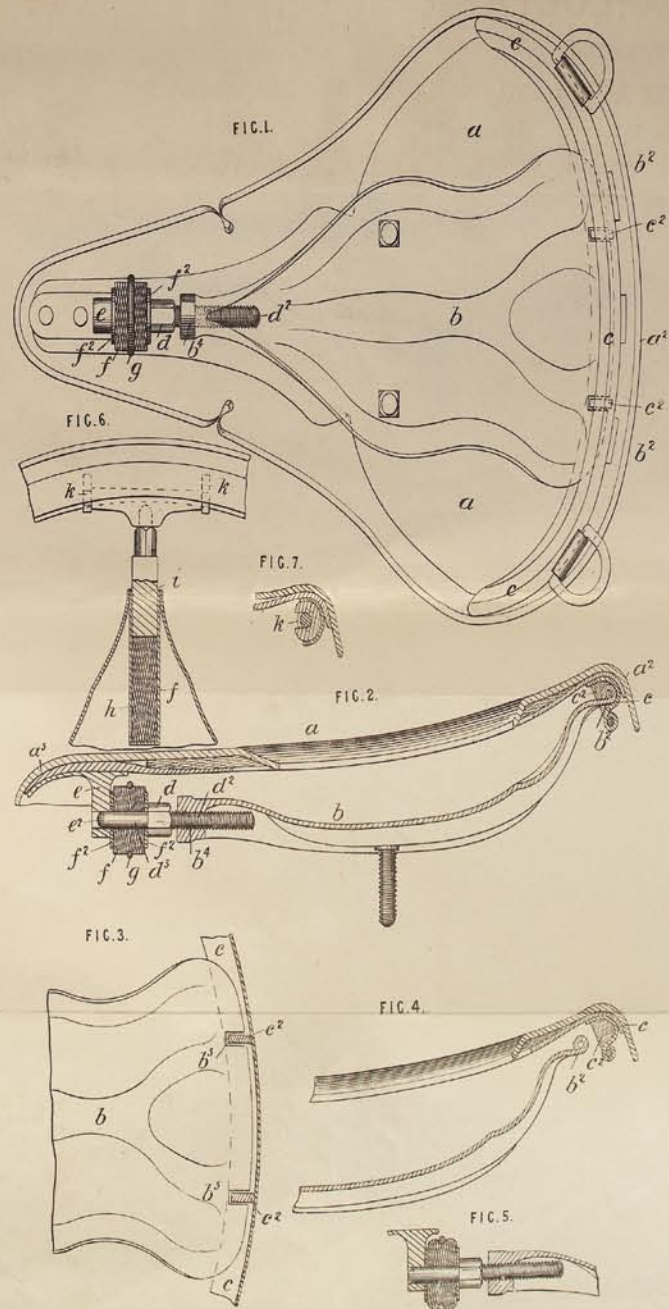
## Classic

Our Classic Saddles, traditionally manufactured according to century old standards, are addressed to cyclists used to riding very often or over long distances.

The firm leather used on these saddles can be broken-in easily over time and distance, forming perfectly to the anatomy of the rider.



Classic  
for the devoted cyclist  
(Gents & Ladies)



### B17 Narrow - Gents

The B17 Narrow was first featured in the 1910 catalogue. Since then it has been the choice of road racers looking for more freedom of thigh action without sacrificing comfort.



### Swift - Gents

The Swift is one of the first “modern” gent’s racing Brooks saddles. It was traditionally only available with titanium rails, but since 2007 it has also been manufactured with a chrome plated steel metalwork. Both versions feature chamfered sides and hand hammered copper rivets.



### Finesse -Ladies

The Finesse is our first class titanium framed racing saddle for ladies. Craftsmanship on this model is shown by the copper rivets hammered by hand and the chamfered leather on the skirts. The Finesse is also available with chrome or copper plated steel rails, but it is called the Team Professional S!



# BROOKS

REGISTERED TRADE MARK

## Patent Path and Light Road :: Saddles ::

“CHAMPION” MODELS



Illustration showing the domed or rounded shape of the seat.



Illustration showing the exceptionally long top and the manner in which the narrow back merges into the flaps.

## B 11C B 10C B 17C.

A specially designed leather top is embodied in the construction of these models. This top is exceptionally long and has a comparatively narrow back, considerably domed or rounded across the seat part, and merging imperceptibly into the flaps.

For long distance work either of these models will be found of special value, their design permitting of a perfectly free action of the limbs, and entirely eliminating all chance of chafing and consequent fatigue.

## B 11N, B 10N B 17N

have been designed exclusively for track work. They embody all those features which are responsible for the exceptional popularity of B 11C, B 10C and B 17C with the addition that they are built specially narrow, a point in design which will be found to materially enhance both the comfort and speed of the path rider.

On page 9 we give illustrations of the framings adopted in the “Champion” Models, together with prices, sizes, etc., of the complete Saddles.





### Swallow Classic - Gents

The Swallow Classic reproduces the timeless design of the daddy of all modern racing saddles, first produced in 1937. It is available in 2 versions, one featuring the original chrome plated steel metalwork and one featuring much lighter titanium metalwork. The tensioning plate on the underside still bares the original patenting information retaining the word DEPOSÉ, as the patent for this model was first registered in Paris. Back then many Brooks saddles were in fact exported to the Continent to be used by racers in the tours.



### Team Professional - Gents & Ladies

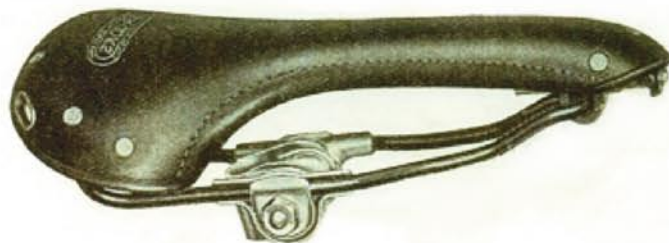
The Team Professional is a timeless Brooks Classic Saddle for sports riders. A lot of craftsmanship is needed for this model to hammer the big copper rivets and chamfer the leather on the sides with a special knife. The ladies version is called the Team Professional S. Both ladies and gents models are available with chrome or copper plated steel rails and with titanium rails. The ladies model with titanium rails is called the Finesse!



## BOOK OF SADDLES AND KIT

FOR CYCLISTS  
AND MOTOR  
CYCLISTS

1937





# BROOKS' PATENT Racing Saddles

FOR . . . . .  
PATH RACING



B 11 - - - 9/-

Improved for 1898.

This Saddle is undoubtedly the most comfortable, and  
leading Racing Saddle in the market.



B 17 - - - 7/6

A neat, light Saddle, of best quality.

B 17 may also be used for Road Racing.

Careful attention to detail.

Patentees and Sole Manufacturers

J. B. BROOKS & CO. LTD., BIRMINGHAM

WHEN ORDERING Saddles, please state **Diameter of Seat Pillar, and Colour of Leather.**  
Black, Brown, or Light Colour, can be supplied; but **BLACK** is specially recommended, as a far  
superior dressing can be used in preparing the Leather than is possible with the lighter colours.

## B17 - Gents & Ladies

The B17 is our flagship model, ideal for long distance sports touring, trekking and atb use. It has been on the market for over 100 years, being featured in the catalogue as early as 1896. The model is available for gents and ladies (B17 S) in different versions: the B17 and B17 S Standard featuring black steel rails, the B17 Special featuring chrome plated steel metalwork, and finally the lightest B17 Titanium.

Both the B17 Special and the Titanium also feature hand hammered copper rivets.



B17 Standard



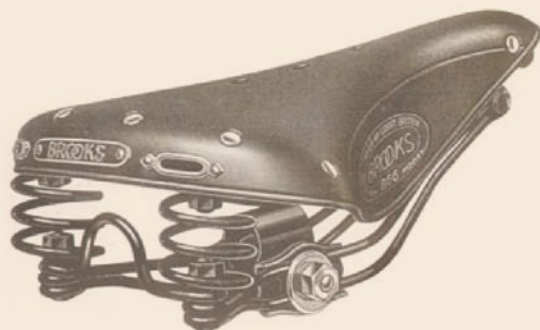
B17 Special



B17 Titanium



B17 S Standard



B 66 CH. "Champion."

## A Graceful New "Champion" Model

ANOTHER entirely new model intended particularly to replace the B 70 "Champion." Practically the same amount of resilience as was found in the replaced model is given, but this is held somewhat more rigidly by virtue of the pivoted peak in place of a third coil spring. This construction will prevent any tendency to side roll, and the greater stability which results will, in

turn, be noticeable over a long ride. The standard "Champion" shaped top, which has often been imitated, but never properly reproduced, is employed, and in addition to adding grace to any machine the rider knows that this perfect shape can be depended upon to last. This model is strongly recommended for energetic long distance road work at high average speeds.

### B66CH "CHAMPION" ROAD RACING SADDLE.

Gentlemen's Model only.

Enamel  
only.

13/6

Seat measurement, 11 in. x 6½ in.  
Height, 3½ in. Weight, 2 lb. 6 oz.

### Flyer - Gents & Ladies

The Flyer and its ladies model, the Flyer S, are classically sprung saddles for long distance trekking and touring. It is a direct descendent of the B66 Champion, first featured in the 1927 catalogue. Sharing the same leather tops of the B17 models, they combine the comfort of these popular saddles with the extra suspension granted by two rear springs. Both are available with tubular steel rivets or with hand hammered copper rivets under the names of the Flyer Special and the Flyer S Special.





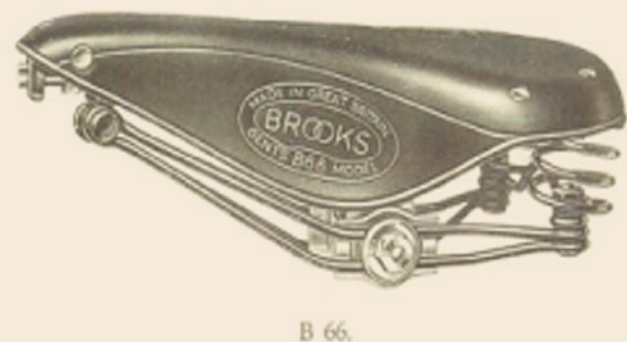
### B66 - Gents & Ladies

The B66 and B66 S are among Brooks's most loved products, having been on the market since 1927. Classically sprung with double rails for supreme comfort, the B66 and the B66 S are the ideal all-rounders for daily city or touring use in a rather upright posture. They are most appropriate for cyclists who set their handlebars higher than their saddles. In general, the more upright your riding posture, the wider, and more heavily sprung the saddle should be.



### B67 - Gents & Ladies

The B67 and B67 S are the modern versions of the B66 models, first featured in the 1927 catalogue. Classically sprung for supreme comfort, the B67 and B67 S feature single rails for the attachment on modern micro-adjust seat pillars.



### B68 - Gents & Ladies

The B68 and B68 S are the newest versions of the B66 models. These saddles feature the same leather tops of the B66 and B66 S, but without springs. They are the ideal saddles on modern full suspension city bikes.



### B72 - Gents

The B72 was first featured in the 1935 catalogue. It is a light weight touring saddle with unique loop springs incorporated within the saddle, one of the first suspension systems patented by J.B. Brooks at the end of the 1800's.



### B73 - Gents

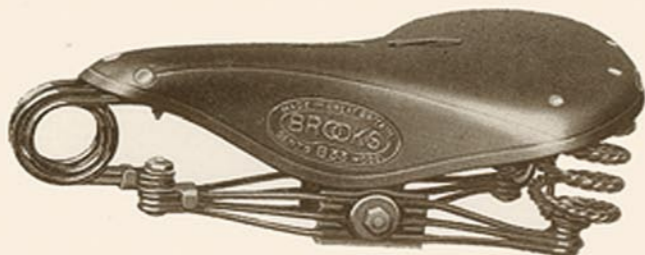
Back in the 1890's John Boulton Brooks developed the first saddles featuring 3 springs, 2 at the rear and 1 at the front. The B73, introduced in the 1935 catalogue, is the only model still featuring this construction.



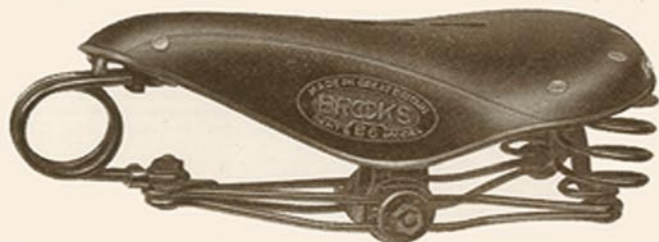


# LOOP FRONT **LEATHER** SADDLES

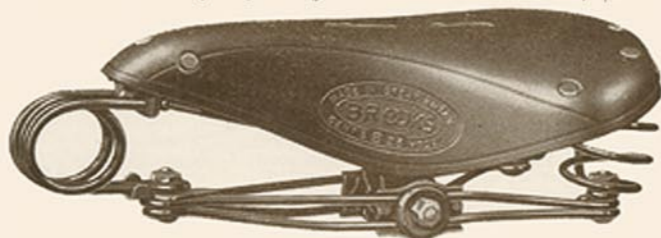
Heavy Duty



**B 33.** Brooks best quality leather top. Six-wire bracket. Double loop front spring. Stranded wire rear coil springs. Size: 12 $\frac{1}{2}$ " $\times$ 9 $\frac{1}{4}$ " $\times$ 3 $\frac{1}{4}$ ". Weight: 3 lbs. 4 ozs. Enamel, 9/9 Nickel, 10/6



**B 6.** A reliable comfort model at a popular price. Brooks good quality leather top. Four-wire bracket. Single loop front spring. Plain wire rear coil springs. Size: 10 $\frac{1}{2}$ " $\times$ 8 $\frac{1}{4}$ " $\times$ 3 $\frac{1}{4}$ ". Weight: 2 lbs. 6 ozs. Enamel, 7/6



**B 23.** Brooks good quality leather top. Four-wire bracket. Single loop front spring. Plain wire rear coil springs. Size: 12" $\times$ 8 $\frac{1}{4}$ " $\times$ 3 $\frac{1}{4}$ ". Weight: 2 lbs. 4 ozs. Enamel, 6/6

**BROOKS**

## **B33 - Gents**

Originally designed in 1938 for heavy duty cycling, the B33 is the only model still featuring stranded rear coil springs and a front loop spring. It's the perfect finishing touch to a traditional city bicycle.



## **B135 - Gents**

The B135 is one of our most sprung models, featuring double rear coil springs and a double loop front spring. The seating comfort is further improved by the leather top, which has the same shape as our well-known B66 model.



## **B190 - Gents**

The B190 is the newest of our heavy duty saddles, featuring double rear coil springs and a double loop front spring. The seating comfort is granted by the largest leather top Brooks manufactures.





### Aged

The Aged Saddles are meant for the urban commuter or recreational cyclist, a person who rides for transportation to work or for fun over shorter distances. Due to the limited use, this cyclist needs a saddle with a more supple leather enabling a shorter break-in time.

Brooks Aged saddles are easier to break-in because the leather has specially formulated waxes and balms skillfully worked into the hide. This results in a more comfortable ride, from day one.

To ensure durability and further adjustability of the leather top, the Aged Saddles feature a lace to tension the skirts on both sides of the saddle. This reduces friction on the inner thighs.



**Aged**  
*for an easier start*  
(Gents & Ladies)



**Aged for Gents**

This range of 4 models includes the Aged versions of our best seller, the B17, and its sprung variant, the Flyer. The famous B67 and its new rail version, the B68, complete the range.

*B17 Aged**B68 Aged**Flyer Aged**B67 Aged***Aged for Ladies**

The models for ladies of the same four saddles complete the Aged range: the B17 S and Flyer S, respectively rail and sprung saddle for trekking and touring, and the B68 S and B67 S for city bikes.

*B17 S Aged**B68 S Aged**Flyer S Aged**B67 S Aged*

## Collection

The purpose of the Collection section is to document the special products which have been made in the last few years as reproductions of yesteryear products or as current models with a special finish. Here you may find products which are sold out, but which might be still found in a shop or from collectors over the internet.



*Collection  
for our true fan  
(Gents & Ladies)*





### B18 Lady

In 1898 John Boulton Brooks patented a process to emboss leather saddles. We are proud to offer the B18 Lady, featuring the original embossed flowers design of 1905.



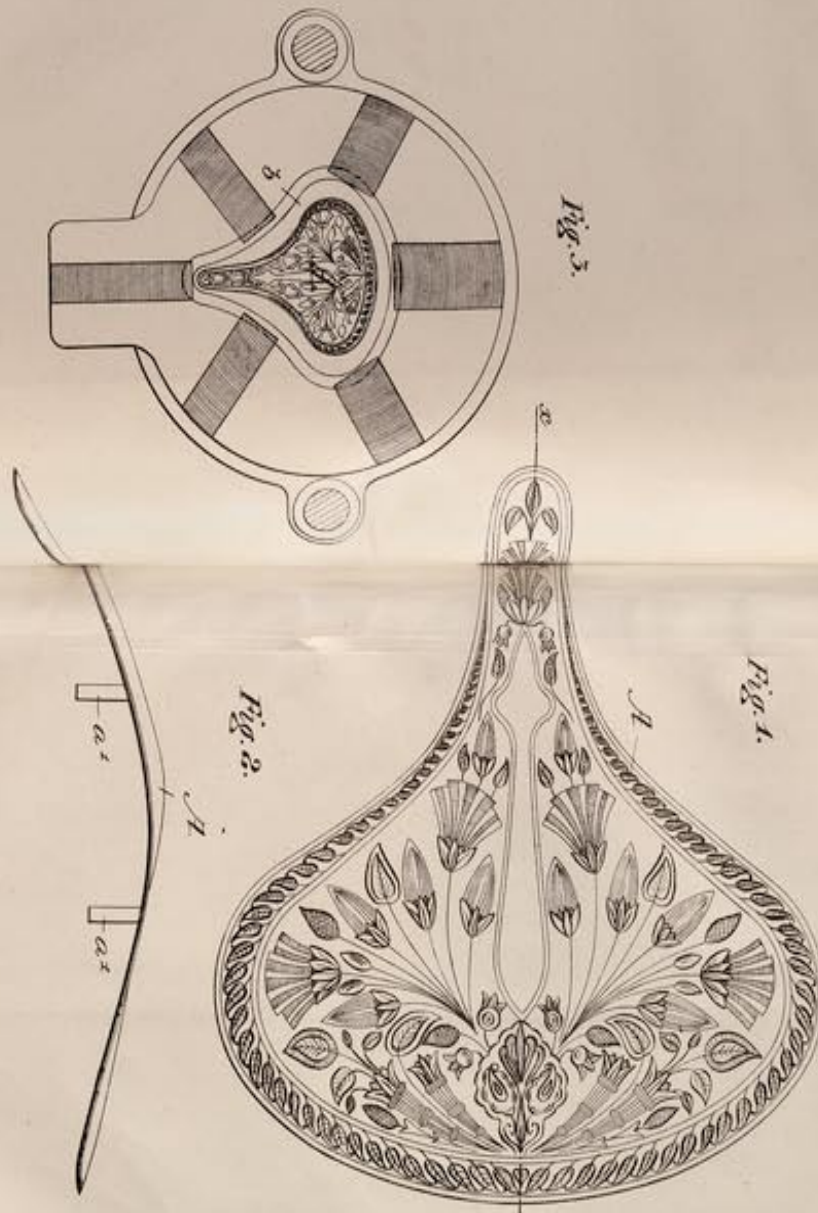
### B17 Champion Sprinter - Gents

The B17 Champion Sprinter was first built in 1925 for mile and half mile events and has been the choice of track riders until the 1960's. This edition is limited to 1925 pieces.



### Swallow Ltd. Edition - Gents

The Swallow Limited Edition was faithfully recreated utilizing the original 1936 model and has been stitched by hand, in time honoured fashion. The first and second limited editions of 999 pieces are both sold out.



## The Adjustment of a Saddle

The rider's comfort will depend to a much greater extent than is generally supposed, upon the correct adjustment of the saddle upon the machine. The great thing to bear in mind is that, to obtain comfort and immunity from injurious pressure the weight must be carried by the broad part of the saddle. The peak should not carry weight; it is only intended to ensure a steady and secure seat, which a peakless saddle would not do. By attention to the following hints the correct position should be readily attained.

The saddle should be placed:

1. Just sufficiently behind the crank-axle to allow the rider to sit upon the broad part of the saddle, while riding, without being pulled forward on to the peak by the ownward thrust of the leg.
2. Just low enough to enable the rider to reach the pedals comfortably all round, without even a suspicion of stretching after them.
3. With the peak positioned just high enough to prevent the rider from slipping forward.



**Saddle Position**

*Saddle position should be such that the leg need never be straightened when pedalling.*

## Maintenance and Repairs

Each Brooks Saddle comes with a care leaflet. Maintaining your saddle, as described therein, will ensure that it becomes the most comfortable and durable saddle you could ever wish for. A maintenance kit is available through your local dealer.

Some breakages of Brooks saddles can be repaired by your bicycle mechanic. On the Brooks website you can find the updated Spare Parts List, the purpose of which is just to inform you whether the spare part you require is available or not. Not every failure can be repaired but if the leather top of your saddle is formed, and in good condition, chances are we can save you the cost of buying a new saddle or having to break-in a new top. For safety reasons Brooks needs to ensure that the repair is carried out by a bicycle mechanic.

Should you need a spare part, make a note of the spare part number and ask your local mechanic to order it for you through one of our distributors listed on the Brooks website.



**Maintenance Kit**

*A maintenance kit is available through your local dealer.*

### 3. Etc.

The genius of John Boulton and of his sons invented and manufactured many other products for cycling, motor cycling, travelling in general and much more. We delved into the old patent books and catalogues and found designs for satchels, knapsacks, golf bags, tea and picnic cases, tools, cycling clothes, shoes, car trunks, and even for a punch ball.

Craftsmanship, attention to detail and authenticity are imperatives at Brooks when designing new products or re-introducing old ones. One of our latest introductions is the Leather Grip, newly designed but totally respecting the Brooks heritage: leather, metal and an ingenious idea to assemble the parts. For the comfort of the cyclist's hands we also offer our Leather Bar Tape. A few more accessories complete the range: the Mud Flap, the Wheel Kit and our period Brooks Jersey.





### Leather Bar Tape

In the Brooks tradition, this bar tape is made of natural leather to make it the perfect complement to your Brooks saddle.

The bar tape comes in a kit including:

- 2 strips of light, perforated leather bar tape,
- 2 natural cork and wood bar-end plugs,
- 2 adhesive cloth strips.



### Leather Grips

In the Brooks tradition, our grips are made of natural leather, the same long wearing leather used for our saddle tops. Each grip is made with a stack of leather washers, enabling it to be adjusted to the desired length. Leather colours: Black, Brown, Honey, Dark Tan.



### Toe Clips and Toe Straps

Our new Toe Clips reproduce the original racing pattern of the 1930's and are to be used with Brooks Toe Straps, featuring the unique quick release buckle, also designed in the 1930's.



### Trouser Strap

Our Trouser Strap helps the urban cyclist to fasten his trousers and prevents them from being caught in the chain ring.



### Mud Flap

Inspired by the design of the 1937 mudguard flap, our new mud flap is made of the same leather used for Brooks Saddles. It is provided with 2 screw bolts to fix it on the mudguard. Colours: Black, Honey, Brown.



### Wheel Kit

This set of tools includes all you need to take care of your bicycle's wheels:

- 3 Tyre Levers made of chromium coated high quality carbon steel with spoke locating groove
- 1 Spoke Wrench made of titanium coated stainless steel (dual size: 3.3 and 3.4 mm).



### Brooks Jersey

Our Brooks woollen jersey has been produced specifically for Team Brooks's participation in L'Eroica, and is available as a standard production item. The jersey is inspired by the original designs of the 1960's and 70's and features embroidered logos, a metal zip and three buttoned rear pockets. It is manufactured in Italy using the finest quality wools.

Available in 5 sizes: S, M, L, XL, XXL



## 4. L'Eroica

As can be read in one of our old catalogues, Brooks saddles were once the choice of all participants in the Tour de France.

Of course time and technology has moved on, but the atmosphere of that bygone era can still be experienced at L'Eroica, the world's most gruelling daily cycle tour. At the end of each summer the village of Gaiole in Tuscany, Italy, plays host to a community of cyclists determined to keep the spirit of that era alive.

They don period clothing and ride vintage bikes which, given the course, can only be described as truly heroic. A set of dirt road courses, ranging from the easy 40 km to the hardest 200 km tour, await the participants who ride L'Eroica. Brooks England participates in this event, which is changing not only the way people enjoy cycling, but is also challenging professional cyclists. In fact, for the first time in years, during the 2005 Giro D'Italia, the racers climbed over a mountain on a dirt road for about 8 km. L'Eroica is more than reliving a bygone era of cycling, it is about bringing back the values of "heroism" to modern professional, enthusiast and recreational cycling. Brooks England is proud to sponsor L'Eroica and supports the worthy cause of the organisers by increasing the participation in this event, hence the fundraising to preserve Tuscany's last "strade bianche", or dirt roads.

The first Team Brooks included several journalists contributing to cycling magazines worldwide. Brooks aim is to make L'Eroica a truly international event. Come and ride the race, sporting your new old Brooks Jersey.





## 5. Our Website

More information about Brooks England, our history, values and products can be found at [www.brooksengland.com](http://www.brooksengland.com). Enjoy our collection of yesteryear catalogues available as PDF documents to download. On our website you have a few opportunities to interact with our company and with other Brooks users by reading other peoples' cycling experiences and posting your own story. When you log on, don't forget to take the Factory Tour to see our works and how our products are manufactured.

SINCE  
1866  
**BROOKS**  
ENGLAND  
SADDLES  
BAGS  
ETC.

Heritage

People and Their Stories

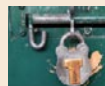


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Leather & Maintenance

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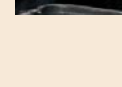
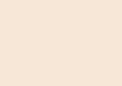
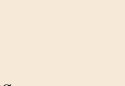
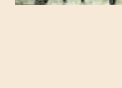
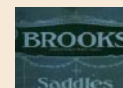
Etc

Virtues of riding leather

Caring for your Brooks

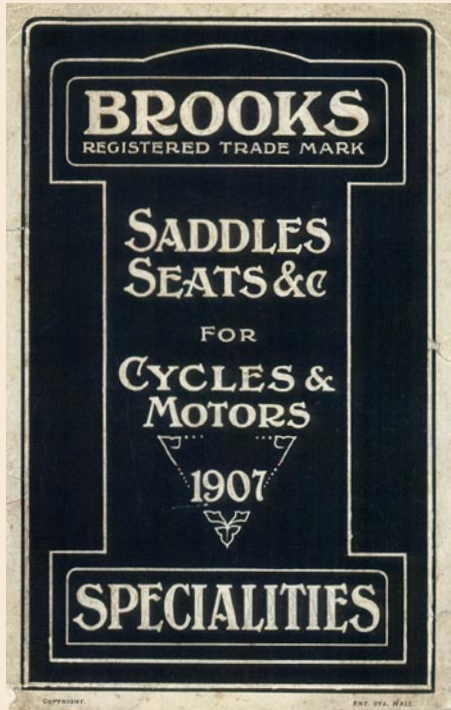
Correct Saddle Positioning

Spare Parts



## 6. Yesteryear Catalogues

A collection of Brooks yesteryear catalogues is available for download on our website.



## 7. As Others See Us

In the 1938 catalogue Brooks published the first selection of unsolicited testimonials. We are proud to see that 70 years later Brooks is still fascinating cyclists in that same deep manner. This is the privilege of excellence.

*"Once I got over the luxury and gorgeous looks, and actually rode with it, I was amazed that this minimalist construction could be so comfortable. It was actually much more comfortable out of the box than the Swift. It fills completely its purpose and transforms any fine traditional frame into a statement of style and culture. Looks kind of silly on my Fuel EX though, but are we sensitive to looks?"*

Alan



## AS OTHERS SEE US

### A SELECTION OF UNSOLICITED TESTIMONIALS

Wolverhampton.  
" . . . I have, in regular use, one of your Cycle Saddles which was purchased direct from your Company by my father about 35 years ago. After my father had used this saddle for many years, I transferred it to my own cycle in the year 1908. From that time up to the present I have ridden on it just over 106,000 miles (nearly eleven complete revolutions of my "Veeder" Cyclometer).  
—W.G.B.—

Southgate, N.14  
" . . . Obviously one remedy is to buy a new saddle but the present one has been such an old and staunch friend for about 150,000 miles that I hesitate to part with it.  
—J.B.—

Wembley Park.  
" . . . I am one of the visiting Australian professional cyclists and have been competing in various road and track events both here and elsewhere in Europe in company with my friend Hubert Opperman . . . I have brought a saddle over with me that I have been using in competitive road and track racing for the last 10 years including races behind the motor to 1,000 miles and a try from the South to North of Australia and it has been a grand old friend."  
—J. J. BAKER.

Middleton, Lancs.  
" . . . One of my B 17's, a friend of almost eight years' standing, if that is not an inappropriate word to use . . . May I add my voice to the chanting of the faithful, 'There is nothing like leather and there is no leather like Brooks.'  
—G.H.O., B.A., B.Sc.

Cambridge.  
"I thought you might be interested to know that I have in daily use a Raleigh cycle which was purchased in Hull in 1910 and it still has the original Brooks Saddle.  
"I think this speaks well for your leather and springs."  
H.B., B.A.

From a well-known Racing Man:  
"Re Swallow saddle which you sent me for my latest B.S.A. cycle, I have now covered several thousand miles on it and I can truthfully state that it is without question the most comfortable saddle I have ever ridden. The complete absence of friction between the legs is a great asset to speed and coolness.  
"Thanking you very much for designing such a wonderful saddle."

North Reddish, Stockport.  
"This saddle (Brooks B 90), is in perfect condition after 19 years' wear.  
—A.H.—

Ossett, Yorks.  
"I think I shall have had it for more than 40 years and I have never sat on one as comfortable. No saddle soreness with it at all. I am an old cyclist from the Grand Old Ordinary days and am now close to my 70th birthday."  
—E.D.—

Ontario, CANADA.  
"Incidentally it (B 90/2), has carried me nearly 30,000 miles and is—well! perfect, yet . . .  
"There is nothing like leather . . .  
"As one who cycles all the year round in a varied climate and can fully recognize the superb quality of your product and you are only too welcome to use this letter as you like."  
C.B.R.—

Rylands Street, Warrington.  
"May I add that I had already done very near 60,000 miles on this saddle—Brooks B 19."  
—F.L.—

Pulloxhill, Beds.  
"After some 11 years riding your saddles I can honestly say there's nothing like leather and nothing like "Brooks."  
"Assuring you that any new machine I may purchase in future will be fitted with one of your saddles."  
—A.B.—

Waterloo.  
"Having a B 70 bicycle Saddle in use which has done at least 30,000 miles without ever being adjusted, I do not think I can do better than specify another of your saddles."  
—T.W.D.—

Fallsworth, Nr. Oldham.  
"As an old timer, I have got a lovely saddle which I have returned to you to have the spring repaired. I am nearly 62 and do over 8,000 miles a year. I got a new B.S.A. on February, 1932, and have done nearly 25,000 miles on it up to the present and the saddle I have returned to you was on my previous machine, so I have covered well over 60,000 miles on it."  
—J.H.W.—

Crewe.  
"The Brooks saddle I am still using (B 70), has, during the past 9 years, eaten about 50,000 miles. "Saddle soreness or any other form of discomfort is absolutely unknown."  
—T.B.—

Norwich.  
"It may interest you to know that my father has had one of your B 90's in constant use for over 20 years and is now using it on another new cycle! This, I think, you will agree is a splendid performance."  
—R.A.Y.—

**BROOKS**  
SADDLERY





"I have only Brooks saddles on my cycles, a Swift on my racer, a Pro on my tourer and a B17 on my trekker, I won't ride anything else. Since changing to these saddles 5 years ago I no longer have back ache and I don't creep on the saddle in hard efforts anymore, I guess that's all due to the saddle adjusting itself to my hip contours. I recommend these highly for every type of rider. I love sitting on my cycle now and I've never pedalled better."

Lou Morace from Switzerland

"I was very disappointed when my bike got stolen, because it had a perfectly broken-in B66. It took me more than a year to shape my leather saddle, since I'm riding seldom and for short distances within the center of Verona. I then bought a new bike which came with a modern saddle. Not too bad in terms of comfort, but surely not as beautiful as my previous Brooks. Fortunately my retailer showed me a new B67 for ladies with the Aged leather, and convinced me that this would solve my problem. No break-in time needed! He was right."

Paola Rossini from Italy

"Dear Sirs, I am writing to let you know how very pleased I am with a B66 saddle that I bought yesterday. I had a Raleigh Superbe cycle in 1952 fitted with an identical saddle and it is fascinating to find that the quality of the new one is exactly as I remember the earlier one. Even the box and the enclosed leaflets are works of art. I had no idea that you still made such a range of traditional cycle accessories - my next purchase is likely to be a Millbrook Holdall. Also, you are to be congratulated on your excellent website where I have just spent a very enjoyable half-hour."

With Thanks, Yours faithfully Tony

"I have a Brooks B17 Standard saddle which I used for 68 years. The saddle is in beautiful condition, being firm and in perfect shape. During its early years I treated it regularly with Proofide and proper white shoecream. It was first fitted to my taper-tube Selback in 1936, being subsequently transferred over the years to replacement machines, including the F.W Evans, after WW2 it adorned a Gillot, then my two George Longstaff trikes. [...]"

Len Levesley (full story at [www.brooksengland.com](http://www.brooksengland.com))

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BROOKS ENGLAND LTD.  
Downing Street, Smethwick B66 2PA  
West Midlands, England UK

Photography  
A. Bon, M. Bozzetto, P. Maulini, F. Herholdt

Texts  
A. Meneghelli, N. Grigg

Communication and Design  
Bianchi & Kerrigan

T +44 121 565 2992  
F +44 121 565 1630

E [info@brooksendland.com](mailto:info@brooksendland.com)  
W [www.brooksendland.com](http://www.brooksendland.com)

It is not the name of Brooks  
which makes the saddle good, but the saddle  
and its excellence which makes the name supreme.

(The Brooks Book for Cyclists 1912)

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