

THE CHAMPIONS ON

**SWANSEAS**

ARE UNBEATABLE IN COMPETITIVE  
ROAD AND TRACK CYCLING

W.A. ROAD & TRACK STARS

Ride **SWANSEAS**

1953-54



JOHN OLIVER  
W.A. Pro. Pursuit Champion



JOE MINCIULLO  
W.A. Pro. Sprint Champion



NICK LUCAS  
W.A. Amateur Road Champion

... as in every other road race in this State, SWANSEAS have an unbeatable record. No other make of cycle can in any way approach SWANSEAS phenomenal run of successes.

Since 1927 SWANSEAS has 'LED the WAY'  
Sound reasons why you should choose a....

**SWANSEA**

SWANSEAS, 64 BARRACK STREET, PERTH - - - B2465  
SWANSEAS, 9 WILLIAM STREET, FREMANTLE - - - L2096  
SWANSEA'S KALGOORLIE AND BUNBURY

Printed by The Mercantile Press, 8-10 Queen Street, Fremantle.

The League of



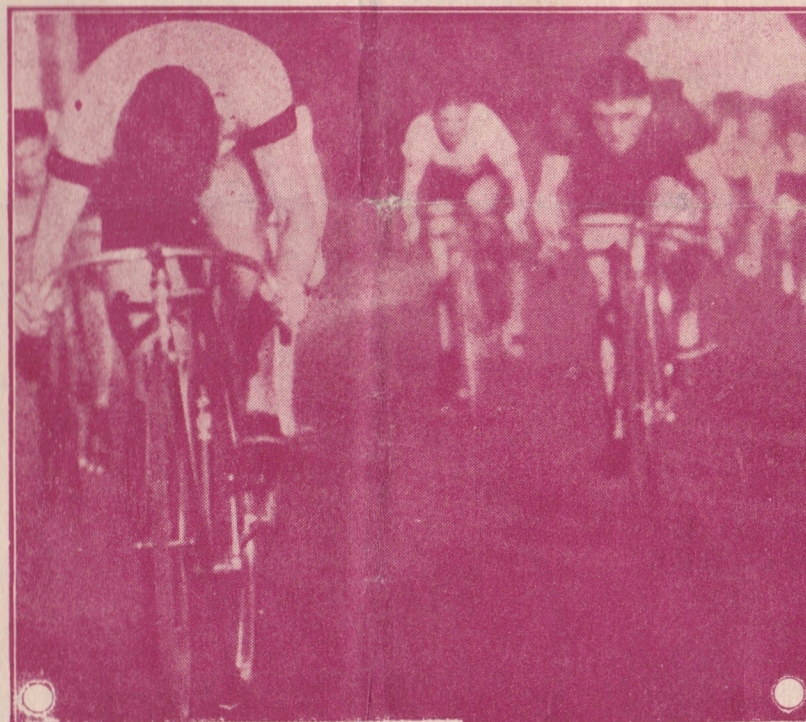
W.A. Wheelmen

250  
Marnou  
Coster

presents the

**Beverley -- Perth**  
**Road Race**  
and  
**W.A. Road Championship**

108 MILES



Saturday, September 4th, 1954

Commencing Beverley 9.30 a.m. Finishing Peninsula Hotel, Maylands approximately 3 p.m.

OFFICIAL SOUVENIR PROGRAMME .. .. PRICE 1/-

**You know these Champions**

**AMATEURS:**  
 TED ABBOTT  
 COL. HERRING  
 MERV. SUNDERLAND  
 FRED VUCAK  
 JACK VUCAK  
 KERRY WAHL  
 GEOFF. WALLIS

**PROFESSIONALS:**  
 GEOFF. BAKER  
 BARRY DAY  
 BILL GILBRIDE  
 FRANK JENNINGS  
 DUDLEY KELLY  
 FRANK SUCKLING  
 LEN SUCKLING  
 OWEN SUCKLING

AND these Champions KNOW AND RIDE the Cycle  
 of Outstanding Ability—THE PRECISION BUILT

**RAINBOW**



Rainbows are available  
 in models to suit EVERY  
 CYCLING NEED.

**SOLD BY  
 STORES**

**SANDOVERS**

Precision - built and  
 guaranteed by  
 Sandovers

PERTH  
 and  
 FREMANTLE

## The League of W.A. Wheelmen

### OFFICERS:

*Patron:* Senator J. HARRIS.

*President:* Mr. J. H. BAILEY.

*Organiser/Secretary:* Mr. L. W. Cugley.

*Treasurer:* Mr. H. DURANT.

### OFFICIALS:

*Starter:* Mr. A. Cole.

*Timekeepers:* Mr. A. Cole and Mr. R. Mellar.

*Referee:* Mr. A. Jones.

*Stewards:* Messrs. H. Wells, H. Hyde, L. McKillop, K. Kosterich, M. J. Finn, E. Riley, E. Dillon, V. Waltham.

*Judges:* Messrs. M. Kosterich, C. Sumner, J. Bailey, T. Blanchard.

*Number and Dress Steward:* Mr. L. McKillop.

*Handicapper:* Mr. R. Felton.

*Claim Steward:* Mr. M. Kosterich.

*Progress Reports:* Mr. N. Reynolds (York), Mr. W. Appleton (Northam), Mr. R. Felton (Lloyds), Mr. A. Jones (Balup).

*Ambulance:* St. John Ambulance Association.

*Officer in Charge of Finish:* Mr. L. W. Cugley.

### THANKS

The League Council desires to express its thanks to the many donors, traffic authorities and all those who, by their assistance, have helped to ensure a successful "BEVERLEY." The public-address system you will hear at the finish has been kindly loaned by Swanscas. Thanks are due to Mr. Prendiville, of the Peninsula Hotel, for the use of his office and the supplying of hot showers at the finish.

### THE COURSE

Beverley—York—Northam—Lloyds Crossing—Balup—Midland Junction—Maylands. (On leaving Midland, the riders will travel along the Great Eastern Highway, over the Meadow Street Bell Crossing (Guildford), through Bassendean, turning up King William Street, Bayswater, under the Subway, turning left into Railway Parade, direct route then to finish.

## PAST PERFORMANCES

### PREVIOUS WINNERS

1897: J. Beck (45min.) 6.47.30  
 1898: J. Bigwood (32min.) 7.16.0  
 1899: W. Burville (60min.) 8.29.0  
 1900: No race.  
 1901: A. Jewell (scr.) 6.46.57  
 1902: No race.  
 1903: N. Salamons (30 mins.) 6.57.24  
 1904: T. W. Simpson (7min.) 8.27.26  
 1905: C. Howard (21min.) 8.50.30  
 1906: A. E. Wright (5min.) 6.10.38  
 1907: G. Beardon (60min.) 7.0.0  
 1908: C. Pegler (26min.) 6.4.30  
 1909: A. Pianta (18min.) 6.0.30  
 1910: C. J. Senior (30min.) 7.10.0  
 1911: E. M. Gray (45min.) 6.2.0  
 1912: A. Wann (22min.) 6.26.5  
 1913: M. Wann (35min.) 6.22.22  
 1920: T. Bridges (50min.) 7.2.10  
 1921: E. Eagles (35min.) 6.42.45  
 1922: J. W. Haydon (45min.) 7.11.6  
 1923: H. Williams (40min.) 6.10.10  
 1924: K. Block (42min.) 6.12.15  
 1925: R. Foy (34min.) 5.57.5  
 1926: K. Mellows (30min.) 6.40.45  
 1927: F. Jones (16min.) 5.35.0  
 1928: G. Pratt (40min.) 6.39.10  
 1929: W. Pender (36min.) 5.33.56  
 1930: J. R. Mouldsdale (25min.) 6.16.53  
 1931: E. Willis (38min.) 6.27.59  
 1932: J. Williams (44min.) 6.17.3  
 1933: R. Pingelly (30min.) 6.16.50  
 1934: Replaced by 2-day test race.  
 1935: R. Logue (48min.) 5.40.8  
 1936: A. W. Snelgar (35min.) 6.23.10  
 1937: W. J. Maher (90min.) 6.23.40  
 1938: J. H. Hall (42min.) 5.39.32  
 1939: F. Bassula (18min.) 5.35.58  
 1940: W. A. Bonser (3½min.) 5.35.25  
 1941: W. Kyrwood (26min.) 6.7.30  
 1946: W. McWhirter (15min.) 5.29.58  
 1947: A. R. Priestley (19min.) 5.32.18  
 1948: D. Dawson (13min.) 5.33.20  
 1949: G. Gerrard (21min.) 5.32.10  
 1950: W. Corti (10min.) 5.36.50  
 1951: D. Wilson (12½min.) 5.37.23  
 1952: F. Suckling (12½min.) 5.5.12  
 1953: C. Tregelles (32min.) 5.17.41

### FASTEST TIMES

1897: J. Beck (45min.) 6.47.30  
 1898: A. E. Brown (5min.) 7.5.30  
 1899: J. Beck (scr.) 8.5.20  
 1900: No race.  
 1901: A. Jewel (scr.) 6.46.57  
 1902: No race.  
 1903: O. Prowse (scr.) 6.38.57  
 1904: T. W. Simpson (7min.) 8.27.26  
 1905: A. E. Wright (1min.) 8.41.25  
 1906: A. E. Wright (5min.) 6.10.38  
 1907: A. McDonald (scr.) 6.36.15  
 1908: W. J. Maher (12min.) 6.1.33  
 1909: A. Pianta (18min.) 6.0.30  
 1910: C. J. Senior (30min.) 7.10.0  
 1911: A. Kaiser (17min.) 5.58.33  
 1912: E. M. Gray (5min.) 6.23.30  
 1913: A. Wann (scr.) 6.8.53  
 1920: A. Schulze (scr.) 6.17.40  
 1921: A. Schulze (scr.) 6.27.36  
 1922: A. Schulze (scr.) 6.45.0  
 1923: H. Williams (40min.) 6.10.10  
 1924: K. Block (42min.) 6.10.10  
 1925: W. E. Marshall (6min.) 5.42.25  
 1926: H. K. Smith (scr.) 6.19.55  
 1927: F. Jones (16min.) 5.35.0  
 1928: H. Marshall (scr.) 6.1.12  
 1929: H. Marshall (scr.) 5.21.14  
 1930: F. Jones (3min.) 6.1.40  
 1931: F. Jones (scr.) 5.59.29  
 1932: A. Hargraves (10min.) 5.50.50 3/5  
 1933: W. Pender (5min.) 5.56.58  
 1934: Replaced by 2-day test race.  
 1935: D. Tosland (scr.) 5.15.38  
 1936: G. Hebbard (2½min.) 6.5.10  
 1937: W. R. Appleton (4min.) 5.12.25  
 1938: M. Martin (7½min.) 5.26.10  
 1939: C. M. Haupt (scr.) 5.28.52  
 1940: W. A. Bonser (3½min.) 5.53.25  
 1941: W. A. Bonser (scr.) 5.51.46  
 1946: E. Barron (scr.) 5.22.10  
 1947: W. Bonser (scr.) 5.22.12  
 1948: E. Barron (scr.) 5.28.46  
 1949: A. Kearns (scr.) 5.24.16  
 1950: T. Hunter (4min.) 5.31.55  
 1951: N. Burdus (scr.) 5.29.46  
 1952: N. Burdus (scr.) 4.57.45  
 1953: L. Suckling (10) 4.56.33

## List of Donors

Thanks are due to the following firms and gentlemen who have again generously given to the "Beverley" Prize List:—

Senator Harris (Patron), Mr. Prendiville (Peninsula Hotel), Boans Ltd., Swan Brewery, Elliott's Stores, Swansea Cycles, Collie Cycling Club, Flash Cycles, Beverley Road Board, West Cycles, Wholesale Cycle and Traders' Association of W.A., Collie Star Cycles, Fremantle Cycling Club, League of W.A. Wheelmen, Walsh's Ltd., Messrs. W. Atkinson, M. Finn, J. Wholagan, P. Prosser, H. Marshall, H. Durant, R. Felton, Ed. Riley, E. Barron, L. Baldwin, W. Pender, T. Leslie, L. W. Cugley, E. Dillon, J. Riley (senior), W. Appleton (Northam Cycles), A. McNab, and many other donors whose names arrived too late for publication.

### Important Notice

Friends of competitors following the race are requested to note that one of the rules of the race reads: That a car must not be nearer than 200 yards to a rider. Stewards will report to the Referee any rider who receives encouragement from a car nearer than this distance, and it is in the referee's power to disqualify that rider immediately.

*Faster Than a Flash  
 Lighter Than Air - That's*

**SPEEDLITE**

*"The Cycle That Makes Good Riders Champions"  
 "Average Riders Extra Good" See*

**Speedlite Cycles**

177 Guildford Road, Maylands

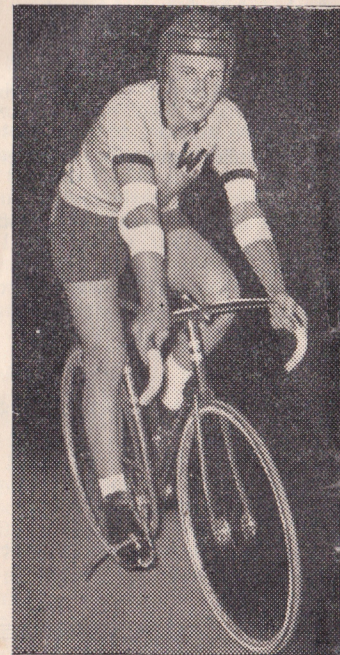
*For Your Next Road or Track Frame -- Cycles  
 in Stock for All Members of the Family  
 Repairs Our Specialty*

**REMEMBER SPEEDLITE "FOR A FASTER FINISH"**

# Handicaps

Riders' Nos.	RIDERS' NAMES (Club)	Handicap	Minutes	Arr. York	Northam	Lloyd Crossing	Batup	Midland	Maylands
				21 miles	40 miles	59 Miles	82 miles	100 miles	Finish 108 miles
44.	K. Everett (Midland)	60	60						
43.	B. Dagg (Belmont)	60	60						
42.	E. Willis (Midland) X	46	46						
41.	V. Host (Collie) X	48	48						
40.	M. Carrunna (City of Perth) X	48	48						
39.	R. Davies (Collie) X	48	48						
38.	W. McCaughan (Collie)	42	42						
37.	W. Fuller (Norseman)	42	42						
36.	P. Sanford (Belmont)	42	42						
35.	F. Biagoni	42	42						
34.	J. Barron (Midland)	38	38						
33.	J. de Wolde (Collie)	38	38						
32.	D. Knowles (Midland)	38	38						
31.	A. Bishop (Midland)	38	38						
30.	V. Williams (Belmont)	30	30						
29.	R. McKillop (Midland)	30	30						
28.	J. Sheedy (Bunbury)	30	30						
27.	I. Jackson (Belmont)	30	30						
26.	P. Tanner (Fremantle)	26	26						
25.	K. Hoskins (City of Perth)	26	26						
24.	B. Paxman (Victoria)	26	26						
23.	B. Day (Fremantle)	26	26						
22.	G. Saunders (Collie)	21	21						
21.	R. J. Host (Collie)	21	21						
20.	B. Deiderich (Fremantle)	21	21						
19.	N. Perrone (Fremantle)	21	21						
18.	N. Prentice (Bunbury)	17	17						
17.	D. Jones (Fremantle)	17	17						
16.	G. Drew (Midland)	17	17						
15.	R. Cleary (Belmont)	17	17						
14.	J. Pontall (Midland)	14	14						
13.	C. Newman (Midland)	14	14						
12.	S. McCracken (Victoria)	14	14						
11.	O. Suckling (Collie)	11	11						
10.	F. Suckling (Collie)	11	11						
9.	L. Suckling (Collie)	11	11						
8.	McG. Jack (Midland)	11	11						
7.	I. McKillop (Midland)	8½	8½						
6.	D. Kelly (City of Perth)	8½	8½						
5.	J. Vogels (Belmont)	8½	8½						
4.	J. Kollenberg (Belmont)	Scratch	Scratch						
3.	P. Panton (City of Perth)	Scratch	Scratch						
2.	John Oliver (Collie)	Scratch	Scratch						
1.	Jim Oliver (Midland)	Scratch	Scratch						
	J. Werdly	T.B.H.	T.B.H.						

1235 1135 1220



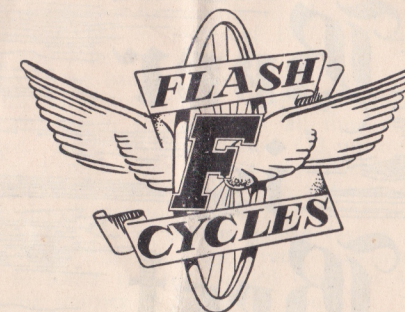
**BARRY WADDELL**  
Junior Australian  
Champion Cyclist on his "Flash"



**JIM OLIVER**  
Senior W.A. Champion Cyclist  
on his "Flash"

**BOTH THESE BRILLIANT CYCLISTS RIDE A FLASH**

So Don't Forget to Make Sure That Your Next New Cycle is a **FLASH**  
(Australia's Finest Cycle)



Shops at

**33 NEWCASTLE ROAD, MIDLAND - Phone UJ 411**  
**175 PERTH ROAD, BASSENDEAN - Phone UX 1769**  
**193 JAMES STREET, GUILDFORD - Phone UX 1436**  
**EDDIE BARRON, Prop.**

## Rules and Feeding Arrangements

The race will be run under the Rules of the League of W.A. Wheelmen.

Each rider will be supplied with a number which will be securely fastened and worn on the lower portion of the back. Numbers must be returned to the Number Steward immediately after the finish.

Immediately a rider becomes a non-contestant he must remove his official number.

Any person not being a competitor shall not ride with or near any competitor, nor assist him in any way. Any competitor breaking this rule shall be fined or disqualified for any period that the Referee and Stewards may determine.

Two brakes must be fitted to each machine and handle-bars must be plugged.

Riders must claim places with the Claim Steward.

Riders may accept refreshments at any stage of the race other than after entering Great Northern Highway, Midland, to the finishing line.

Refreshments cannot be accepted from a moving vehicle; must be given to competitors by persons on foot, in a non-breakable container.



## HISTORY OF THE RACE

Down through the hills they come once again, the gravel-stained warriors of this year's "Beverley," coming along that same old red road as their predecessors came more than half a century ago, chasing the immortal honour of a first or "fastest" in the greatest of all West Australian road races—the "Beverley." From the quiet town of Beverley, through York, Northam and Lloyd's Crossing, into the lonely hills, up those dreaded climbs of Nine Mile, Wooroo, the Gidgies, down the breathless glide of Red Hill, down to Perth, to fame and heart-break, to exultant success and shattered ambitions.

Long before the automobile, in 1897, Johnny Beck had won first and fastest in the first Beverley. What a venturesome expedition it was in those days; the rider went unescorted from town to town, the telegraph flashed his progress down to Perth, then he was swallowed up in the uninhabited hills, and nothing was known of him until he came into Midland Junction several hours later. And so history recorded the early Beverleys, of such feats as Alec Jewell winning off scratch in 1901, a performance never since equalled; of Charlie Howard winning at 12½ m.p.h. through a sea of mud in 1905; of Gus Kaiser, in 1911, reducing the record to 5.58.33, being the first man to come down from Beverley in under six hours.

The 1914-18 war called a halt to the now well-established race. On resumption, the old war-horse, Alf Schulze, made three successive fastest times off scratch, an unbroken record which may be equalled today. K. Williams and K. Block won and gained fastest time honours off fantastic handicaps in 1923 and 1924. Free-wheel devices were introduced in 1925, and a new generation of fast-peddalling cyclists came into being and drove out the old-time big-gear slugger. This was the golden age of the "Beverley," of such giants as Freddie Jones, H. K. Smith, Bill and Horrie Marshall. What epic duels were fought between Jones and Marshall! Jones gained three fastest times and a first, but Marshall brought the record down to 5.21.14.

The 1934 race lapsed, but the 1935 "Beverley" saw a record high in prize money and starters, and the flying South Australian, Deane Toseland, lowered the record to 5.15.38.

Because of the now deteriorating condition of the ancient road, a change of course—through Baker's Hill and Sawyer's Valley—was adopted in 1937. The 54-year-old veteran, W. J. Maher, who had been fastest in 1908, won off the generous mark of 90 minutes on a freak bicycle, while W.R. Appleton rode down in 5.12.25, the fastest of all "Beverleys" to that date.

The new course demanded shorter limits and handicaps, until "Toti" Bosser won first and fastest off the tight mark of 3½ minutes in 1940. The same rider also gained fastest time in 1941 and 1947, and thus stood on the same pedestal as Schulze and Jones.

In 1947 the race went back to the original road, Andy Priestley winning comfortably from the 19 minute mark. With the shortest limit (25 minutes) and the biggest scratch bunch (7 riders) of all time in 1948, a back-marker's victory was predicted. However, D. Dawson (13 minutes) and J. Truran (16 minutes) engaged in a memorable pursuit race from Red Hill to the finish. Dawson caught Truran 20 yards from the line and won by inches only.

Another drastic change was to run the race in the reverse direction in 1951 and 1952. The celebrated Norm Burdus gained fastest time both years. The 1952 race was won with distinction by Frank Suckling and Burdus covered himself with glory to lower the race record down to 4.57.45 and became the first man to cover the journey in under five hours.

Last year the race was once again from Beverley to Perth along the famous old road. Cec. Tregilles, a champion rider 25 years earlier, won at the tender age of 44 years, while Les Suckling, 18-year-old brother of Frank, made a name for himself by reducing the record to 4.56.33.

Who will be the winners of today's race? Will the flying Oliver brothers or Peter Panton be the first to win from scratch for more than 50 years? Will they break the record? By four o'clock today we will know. Another "Beverley" is run, another name raised to the roll of honour, and the glorious traditions of the old race remain with undiminished lustre.

"MUMBALLUP."

## PRIZE LIST

1st—£100 Cash. Silver Tea-set, £11/11/- (donated by Mr. Ed. Riley, of Collie). Elliott Shield and Replica, £32/11/-

2nd—£30 Cash. Trophy, £5/5/- (donated by Swanseas).

3rd—£15 Cash. Silver Cup, £3/3/- (donated by L. W. Cugley).

4th—£7 Cash. 1 pair Cycle Hubs, £6 (donated by Bruce Small Ltd.).

5th—£4 Cash 8th—£1 Cash

6th—£3 Cash 9th—£1 Cash

7th—£2 Cash 10th—£1 Cash

FASTEST TIME—£30 Cash. Stan Gurney, V.C., Trophy, £10/10/-.  
Championship Sash, £5/5/- (donated by the Patron, Senator J. Harris).

Second Fastest Time—£5 Cash.

### SPECIAL PRIZES

First Midland-Bassendean rider to finish—Trophy (donated by Mr. Ed. Barron, Flash Cycles).

First Collie rider to finish—£3/3/- Cash (donated by the Collie Cycling Club).

First Fremantle rider to finish—£1/1/- Cash (donated by the Fremantle Cycling Club).

First City of Perth rider to finish—£1/1/- (donated by Mr. E. Dillon).

Each rider finishing within one hour of the winner will receive a handsome bronze and enamel time medallion, donated by the League of W.A. Wheelmen.

**SPECIAL NOTE.**—Should a visiting rider gain fastest time, he will take all prizes other than the Sash, which will be taken by the fastest time W.A. rider, who will be known as the W.A. Road Champion.

**THE H. ELLIOTT SHIELD.**—This shield is presented by Elliotts Cycles, to be held for 12 months. Elliotts Store Permanent Trophy is donated by Mr. H. Elliott (of Elliotts Store), an ex-amateur cyclist and an ex-secretary and president of the W.A. Amateur Cyclists Union, as permanent trophy. It is designed to add to the value of the Beverley Prize List, a trophy which will accord with the high tradition of the "Blue Ribbon" event of professional road cycling in West Australia. Value of the Herb Elliott Shield, 25 guineas; value of the Replica, 6 guineas.

**THE GURNEY TROPHY.**—This trophy is donated each year to the memory of Stan Gurney, who was awarded a posthumous Victoria Cross for gallantry and unselfish bravery in silencing enemy machine-gun posts by bayonet assault at Tel El Eisa on July 22, 1942. Donors to this trophy are: Mrs. D. Hill, Messrs. H. Opperman, H. C. Elliott, H. Baldwin, D. Roberts, W. J. Lucas, A. McD. Haddow, A. Schulze, J. Bailey, and V. Waltham.

Last year we mentioned that one of the founders of this trophy, Mr. J. Smith, had passed on. Since last year's "Beverley" the actual founder of the trophy, Mr. D. Hill, has passed on after a long illness. Mr. Hill was an Amateur Official for many years, and was held in high esteem by all who knew him. It is Mrs. Hill's wish that Don's name should remain with the donors.

### THE LEAGUE'S DANCE OF THE YEAR

Don't fail to be at the League's Presentation Dance, Monday Night, September 20th, 1954 at the A.N.A. Ballroom [Riverside Drive]. Presentation of Prizes for both the Beverley and the 3 Day Tour.

## Turning Back the Pages



THE WINNER AND RUNNER-UP, 1922 "BEVERLEY."

Those in the photo, from left to right, are: The Colonial Secretary Mr. R. S. Sampson), Patron of the League; the winner, J. K. Haydon, a member of the Fremantle Cycling Club; Mr. Haydon (senior); the runner-up, S. H. Condon, of the North Suburban Bicycle Club, and Mr. D. S. Fraser.

After all the tumult and after all the shouting, we'll all,  
winners and losers alike, adjourn to

*P. G. Prendiville's*

*Peninsula Hotel*

*Maylands -- (Opp. Railway Station)*

FINISHING POINT OF THE BEVERLEY

*There's only one Beverley and only one*

*Peninsula Hotel*