

**Elswick-Hopper successes,
over the last 78 years,
have been built on consistent
fair-dealing and mutual
goodwill with the Trade.
Today, Elswick-Hopper
maintains this policy more
jealously than ever before!**

Now! Many more successes!

SUCCESS IN SALES!

Heavy national advertising support and a specially organised nationwide competition have kept Elswick and Hopper dealers the way they like to be . . . *very, very busy!* Elswick-Hopper sales are creating an all-time record. Production has been stepped up and deliveries are assured for the advertised marques 'Lincoln Imp', 'Tour Anglais de Luxe', and 'Lincoln/Escort Tourist'. If there isn't an Elswick or Hopper dealer in your area, and you feel you might make a partner in success, why not write to:— The Sales Manager, Elswick-Hopper, Barton-on-Humber, Lincs.

SUCCESS IN CYCLING!

Wins and placings of the now famous Elswick-Hopper Road Racing team, 1958.
1st, 2nd. Tour of the Lakes Event.
1st. Buxton Spring Road Race.
1st, 2nd, 4th. Sheffield Mercury Road Race.
1st, 2nd. Huddersfield Road Race.
1st, 3rd. Cader Idris Grande Prix.
2nd, 3rd. Festival of Wales Championship.
1st Team awards in the above six races.
1st, 2nd. Bournemouth Three-Day Event.
1st. East Staffs Border Road Race.
1st. Loughborough Evening Road Race.
2nd. Langsett Road Race.
3rd. Havering Circuit Road Race.

ELSWICK-HOPPER

THE LARGEST INDEPENDENT CYCLE MANUFACTURER

IceniCAM Information Service



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