



Designed
for smart selling!

A smart **NEW** Town and Country cycle

CREAM WITH COFFEE DASH

VOGUE MODÈLE BY
ELSWICK-HOPPER

Makers of precision-built cycles since 1880.

A cycle of bewitching beauty with many very practical features, including a novel detachable Shopping Carrier with plastic shopping bag.

IT'S THE SHOW BIKE OF '59!

The 1959 **LINCOLN IMP**

is streaking ahead in popularity and demand. Are you displaying this sure-fire sales-winner?

ELSWICK-HOPPER
BARTON-ON-HUMBER, LINCS.

Lincoln Imp

with 5-speed Benelux gear

- sells fast at

£24.12.6



4-, 8- and 10-speed gears also available

Famous team rides the Lincoln Imp.

The Elswick - Hopper team wins more than victories—it wins sales for you! Keen cyclists read about the team's exploits ... decide they too want to ride the LINCOLN IMP ... are in the right frame of

mind to buy it. All you have to do is display it prominently—talk it up to your customers—and you'll sell it!

OWEN BLOWER
British Best
All-rounder
1958

BRIAN ROBINSON
Only Englishman
to win a stage of
the Tour de France

HARRY REYNOLDS
Army 100 Miles
and 100 Kms.
Champion 1958

RON COE
British Independent &
Road Racing
Champion 1957 & 1958

FRANK CLEMENTS
British
International

JOHN GEDDES
Olympic,
British International & 10 Mile
Champion



ELSWICK-HOPPER

Barton-on-Humber, Lincs.

Now off the secret list

ELSWICK-HOPPER

is proud and excited to announce a sensationally-styled new Cycle created specifically to capture the growing 12-15-year-old market

JETSTREAM 

Designed... Built... Ornamented

IN FULL COLLABORATION WITH

TRANS WORLD AIRLINES

All the glamour of the sleek, streamlined 'JETSTREAM' planes will be exploited to the full to double-insure that Elswick-Hopper's 'JETSTREAM' will break all sales barriers: 'JETSTREAM' planes and pilots will be featured in colourful Window Bills—Leaflets—hard-selling Advertisements in Teenage Magazines. *You personally* will reap a rich benefit from this jet-propelled promotion. Get set to take off and reach new high-altitude sales records!

**YOUR ELSWICK-HOPPER
REPRESENTATIVE WILL SHORTLY
BRING YOU DETAILS OF
'JETSTREAM'—FASTEST-SELLING
CYCLE YOU EVER HANDLED!**

IceniCAM Information Service



www.icenicam.org.uk