

His...



... CREATIVE FRESHNESS
 ... MASTERLY SKILL
 ... CLASSIC ITALIAN DESIGNS

TO MARK THE 80th ANNIVERSARY OF
ELSWICK-HOPPER

Top Italian designer Enrico Bertolini has re-styled the entire range to give each bicycle a new, contemporary look and classic Italian grace. Now, no other make of bicycle is easier on the eye ... or easier on the road. Let your customers choose from this exciting Anniversary Range which includes models for men and women for any and every purpose.

Top Italian designer Enrico Bertolini works on a new design for an Elswick-Hopper Cycle in his Milan studio. With him is Maurice Moss, Elswick-Hopper Managing Director.

"I am tremendously excited at being invited to design Cycles for Britain and sincerely hope that the British Cycle trade will like them."

E. Bertolini
 MILANO

Hers...



... SO ELEGANT
 ... SO PERSONAL
 ... SO DISTINCTLY FEMININE

THE ELSWICK-HOPPER FASHION RANGE
 STYLED BY Enrico Bertolini

The World's First
PERSONALISED BICYCLES
 in colours and patterns to suit her individual charm.

"Rosebud" for the English rose
 "Forget-me-Not" for the lady with charm
 "Itala" for the lass with the Latin look
 "Florentina" for the 'sunshine girl'
 "Fiora" for the gay and carefree
 "Violetta" for madame

And to make her bicycle *her very own*, her initials will be beautifully lettered on the chain guard.

SELL
ELSWICK-HOPPER

Hand made — Hand finished Bicycles

Free point-of-sale and other display material available
 Contact your Elswick-Hopper Representative now

ELSWICK-HOPPER LTD., BARTON-ON-HUMBER, LINCOLNSHIRE

'fashion' leads

and more and more new customers choose . . .

ELSWICK-HOPPER's fashion range*

80th anniversary

ITALIAN styling !

* Gay—feminine—elegant—styled by top Italian designer Enrico Bertolini to celebrate Elswick-Hopper's 80th anniversary. And it's the world's first-ever *personalized* bicycle: your customers can have their initials beautifully lettered on the chain guard—free!



FLORENTINA

Light green, light blue or red with gold filigree

ROSEBUD

Silver green, with rosebuds and ferns

FIORA

Venetian gold, with lily of the valley

ITALA

Flamboyant baby mink, with scrolls

VIOLETTA

Lilac, with violets

FORGET ME NOT

Light blue, with forget-me-nots and ferns

Cinema advertising to sell the Elswick-Hopper fashion range—and your shop!

Find out more about this sensational scheme . . . Complete the coupon below and post it to Elswick-Hopper to-day.

NAME

ADDRESS

CHOICE OF CINEMA



fashion model Liz Duke with her Elswick-Hopper Itala from the new Italian styled Fashion Range

ELSWICK-HOPPER

fashion range

styled in the Enrico Bertolini Studio, Milan

SPECIFICATION

Frame: 21" Lady's Sports Light Roadster, 2 parallel tubes, brazed-on pump pegs on top tube. Agrati Brianza frame lugs.
Fork: Italian Agrati Brianza, oval to round solid ends, brazed-on boss for lamp bracket.
Wheels: 26" x 1 $\frac{3}{8}$ " Endrick rims, Michelin White Wall tyres.
Handlebars: All-rounder, "R" pattern optional. Matching PVC grips.
Brakes: Caliper. **Chainguard:** Pistol type, attractively styled.
Saddle: Super-sprung—special colours.
Mudguards: Sports ribbed spearpoint, smartly decorated.
Finish: Bonderized for rust resistance and enamelled.
Equipment: Large holdall kitbag, matching saddle. Tools, inflator and reflector.
Optional Extra: Special detachable shopping carrier and basket.

they're
Italian designed!

they're
fashionable!

they're
going into films!

ELSWICK-HOPPER

now give you a much faster delivery service throughout the country! Get your Elswick-Hopper cycles from any of these depots

Elswick-Hopper Stores Depot,
 Lilybank Mill,
 Rankine Street,
 JOHNSTONE, Renfrewshire.
 Tel: Johnstone 788.

Elswick-Hopper Stores Depot,
 No. 10 Building,
 The Airport,
 WOLVERHAMPTON, Staffs.
 Tel: Ford Houses 3336.

Elswick-Hopper Stores Depot,
 Fore Street Hill,
 EXETER, Devon.
 Tel: Exeter 72079.

Elswick-Hopper Stores Depot,
 National Works,
 Bath Road,
 HOUNSLOW, Middlesex.
 Tel: Hounslow 8846.

Elswick-Hopper Western Depot,
 c/o 9 North Place,
 CHELTENHAM SPA, Glos.
 Tel: Cheltenham 56850.

Elswick-Hopper North-West
 Depot,
 Taylor Road,
 Barton Dock Road,
 URMSTON, Lancs.
 Tel: Urmston 6115.

Elswick-Hopper East Anglian
 Depot,
 Risbygate Street,
 BURY ST. EDMUNDS, Suffolk.
 Tel: Bury St. Edmunds 362.

Elswick-Hopper Stores Depot,
 Dalton Road,
 BARROW IN FURNESS, Lancs.
 Tel: Barrow in Furness 1419.

and don't forget...

Town & Country
 Price: £19.19.6

Jetstream
 Price: £17.19.6

ELSWICK-HOPPER CYCLE & MOTOR CO. LTD. Barton-on-Humber, Lincs.
 Barton-on-Humber 2167/8

the latest! gayest!

PRESENTING TAHITI

The **HIT** of the show. A light tourist cycle beautifully finished in eye arresting flamboyant burgundy with coral grey contrasts. Ladies and Gents models £18.15.0 Tax Paid.



most exciting new models by
ELSWICK-HOPPER



THE INVINCIBLE

A quality club bicycle competitively priced. Designed to satisfy the enthusiast. Specification includes Cyclo-Benelux five-speed gear, Weinmann brakes, 27" x 1 $\frac{1}{4}$ " speed tyres, racing cut-away saddle, **FEEDING BOTTLE**. Choice of three colour combinations £21.9.6. Tax Paid.

make their debut
at the
EARLS COURT CYCLE SHOW
on stand **51**

Makers of fine bicycles for
over 80 years

Elswick-Hopper Cycle and Motor (Manufacturing) Co. Ltd.
Barton-on-Humber, Lincolnshire

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