

# LATEST ELSWICK-HOPPER ORIGINALITY

## Junior Sports model with two-speed derailleur — Ingenious 15-speed Club machine

Few cycle manufacturers have the "on the spot" resources of the Elswick-Hopper Cycle and Motor Co. Ltd., which at its Barton-on-Humber works can be said to be practically self-contained in cycle-making. Because of these exclusive facilities, Elswick-Hopper can often offer to retailers designs and finishes that are unlikely to be paralleled. In the 1957 programme of the company, for instance, there is much originality, allied to the traditional quality of the firm's bicycles and juvenile tricycles.

Very properly, at this time of the year, Elswick-Hopper directs attention to its juvenile tricycles, models 22 and 23 in both ranges. These are built with the company's dual-tube frames, which are particularly resistant to head-on pressure. In the Elswick range, the machines are known as the Little Drummer; in the Hopper, as Little Giant. They can be had with or without pneumatic tyres. Model 22 has ball-bearings throughout and a full chain-cover. Extras include a metal basket (7s. 10d.); luggage-boot, supplied separately (18s. 8d.); control handle, supplied separately (7s.); and flamboyant finishes (5s. 2d.). For the new season, all models have improved finishes, in bright colours, with white head and peaks on top and bottom tubes and fork-blades. White mudguards are standard on model 23 and optional on model 22.

Following the company's initiation of model 16 as the first Sports Juvenile of its kind, Elswick-Hopper has this year brought out the Junior Imp (16I), which is in every respect a replica of the adult Tourist model. Among the novel features of the Junior Imp is a two-speed Cyclo Benelux gear, with positive control (always firmly in either low or high gear), exposed cabling and brazed-on stops. An all-rounder bend is fitted. The finishes available on this striking juvenile machine are polychromatic blue, with red head and panels, or red with blue. Saddle, inflator, cables, and other fittings are in matching colours.

### Other children's models

Other juvenile and junior machines are models 17, 18 in., 24 in. wheels; 21, 16 in. Junior, 20 in. wheels, adult tubing; and 21A, 16 in. Junior, 22 in. wheels, adult tubing. These models are offered in a series of attractive colour combinations, the frame in one colour, with head, seat-panel, and mudguards in contrasting enamel or polychromatic shades.

Incidentally, maintaining the Elswick-Hopper tradition of ample mudguarding, pistol, or hockey-stick chainguards on 1957 junior,

juvenile, and other models, wrap well over the freewheel. The new guard is of robust construction—and it is designed by Elswick-Hopper and produced exclusively in the firm's own factory.

A popular club model which is being retained for the new season is number 30, the Tour Anglais de luxe, which can be ordered by dealers in any combination of the various coloured finishes available. Since February of this year, Elswick-Hopper has had on the market, the Invincible Tourist de luxe. Again, this is being retained because of its popularity. Numbered 31, the machine has 26 in. by 1½ in. Endrick wheels, Dunlop White Sprite tyres, caliper brakes with hooded levers, all-rounder bend, tan mattress saddle, Cyclo Benelux gear, and a choice of two-tone colour schemes.

### The Lincoln Imp

Skilfully exploiting a local association, the principal innovation for 1957 in adult sporting bicycles is the Elswick (or Hopper) Lincoln Imp. The origin of the name is the grotesque, grinning gargoyles which peers lovably from one of the walls of Lincoln Cathedral, and which has become the unofficial symbol of the city and the shire.

The Lincoln Imp is an entirely new model for Earls Court and it has a very sound specification. The frame is built from Reynolds' 531 tubing, in 21, 22, and 23 in. sizes, and with 73 degrees head and 71 degrees seat angles. Among its brazed-on gadgets are a gear-control boss and a cable guide, the latter including a cable-tunnel on the bottom-bracket. The hubs are special large-flanged, built into 27 in. by 1½ in. high-pressure rims. There are also Dunlop high-pressure tyres, Maes alloy bends, GB Sports brakes, a five-speed Cyclo Benelux gear, a double chainwheel, a 3/32 in. chain, 18 in. Bluemel inflator, and black and ice-blue finish. The gearing can be varied as desired—including the use of a five-speed Benelux derailleur and a three-speed hub-gear, giving 15 speeds in all.

An unusual machine which is available to order in either the Elswick or the Hopper ranges is a spastic's tricycle, which has 16 in. and 20 in. wheels, pneumatic tyres, back-rest, knee-guides, cross-over coupled-drive, and foot-plates complete with retaining straps.

Besides the models mentioned, the Elswick-Hopper company has also roadster, light-roadster, club, and carrier machines. Additionally, there is a group of models for export, consisting of roadster machines, and including double top-tube, balloon-tyred, and North American styles.

Retail prices of home-market machines will be found on the following page.

## 1957 Programmes—Cont.

## ELSWICK

		Price	
Model		Inc. P.T.	£ s. d.
E.6	6.L. G & L Light Roadster ..	14	3 3
E.7	G Roadster .. .. .	14	13 6
E.7.L.	L Roadster .. .. .	15	14 1
E.9	9.L. G & L Sports Light Roadster ..	15	19 3
E.10	10.L. G & L Sports Tourist ..	19	1 1
E.11	11.L. G & L 531 Lightweight Tourer ..	18	15 11
E.13	13.L. G & L Lincoln Imp (Benelux 4-sp.) ..	22	13 2
E.13	13.L. G & L Lincoln Imp (Benelux 5-sp.) ..	22	18 3
E.13	13.L. G & L Lincoln Imp (Benelux 8-sp.) ..	24	9 2
E.13	13.L. G & L Lincoln Imp (Benelux 10-sp.) ..	24	14 3
E.13	13.L. G & L Lincoln Imp (12-sp.—Benelux 4-sp. with 3-sp. hub gear) ..	24	19 5
E.13	13.L. G & L Lincoln Imp (15-sp.—Benelux 5-sp. with 3-sp. hub gear) ..	25	4 7
E.14	14.L. G & L Escort Sports ..	16	9 6
E.15	15.L. G & L Avenger Clubman (Benelux 4-sp.) ..	27	17 5
E.16	16.G. B & G Juvenile Sports ..	15	8 11
E.16.I.	16.G.I B & G Junior Imp ..	18	0 5
E.17	17.G. B & G Juvenile ..	13	12 10
E.18	Model W Carrier ..	15	19 2
E.19	Utility Carrier ..	18	10 3
E.20	20.G. B & G Junior, 15in. ..	11	16 10
E.21	21.G. B & G Junior, 16in. ..	12	12 3
E.21.A	21.G.A B & G Junior, 16in. (22in. wheels) ..	13	2 7
E.22	Little Drummer tricycle, Cush. ..	11	16 10
	Pneu. ..	12	17 5
E.23	Little Drummer tricycle, Cush. ..	9	15 7
E.24	Cyclette, 13in. ..	10	5 11
E.25	25.L. G & L Tour Anglais Clubman (Benelux 3-sp.) ..	18	15 11
E.26	26.L. G & L Escort Tourist ..	16	9 6
E.27	27.L. G & L de Luxe Tourist ..	22	2 9
E.28	G Avenger Convincible (Benelux 5-sp.) ..	38	17 5
E.29	Juvenile Tricycle (24 in. wheels) ..	20	11 11
E.30	30.L. *G & L Tour Anglais de Luxe (Benelux 4-sp.) ..	20	1 7
E.30	30.L. *G & L Tour Anglais de Luxe (Benelux 5-sp.) ..	20	6 9
E.30	30.L. *G & L Tour Anglais de Luxe (Benelux 8-sp.) ..	22	2 9
E.30	30.L. *G & L Tour Anglais de Luxe (Benelux 10-sp.) ..	22	8 0
E.30	30.L. *G & L Tour Anglais de Luxe (12-sp. — Benelux 4-sp. with 3-sp. hub gear) ..	22	18 3
E.30	30.L. *G & L Tour Anglais de Luxe (15-sp. — Benelux 5-sp. with 3-sp. hub gear) ..	23	3 5
E.31	31.L. G & L Invincible Tourist de Luxe ..	19	1 1
E.32	Spastic's tricycle ..	24	4 0
*High pressure tyres and large flange hubs at extra charge.			

Note : Models 6, 7, 9, 10, 17, 18 and 19 available in Coloured Enamel at no extra charge.

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H.13	13.L. G & L Lincoln Imp (15-sp.—Benelux 5-sp. with 3-sp. hub gear) ..	25	4 7
H.14	14.L. G & L Lincoln Sports ..	16	9 6
H.15	15.L. G & L Vampire Clubman (Benelux 4-sp.) ..	27	17 5
H.16	16.G. B & G Juvenile Sports ..	15	8 11
H.16.I.	16.G.I B & G Junior Imp ..	18	0 5
H.17	17.G. B & G Juvenile ..	13	12 10
H.18	Model W Carrier ..	15	19 2
H.19	Utility Carrier ..	18	10 3
H.20	20.G. B & G Junior, 15in. ..	11	16 10
H.21	21.G. B & G Junior, 16in. ..	12	12 3
H.21.A	21.G.A B & G Junior, 16in. (22in. wheels) ..	13	2 7
H.22	Little Giant tricycle, Cush. ..	11	16 10
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H.23	Little Giant tricycle, Cush. ..	9	15 7
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