

## ELSWICK-HOPPER INTRODUCES 80th ANNIVERSARY RANGE

**T**HE Elswick-Hopper Cycle and Motor Co. Ltd., of Barton-on-Humber, Lincolnshire, has released to the trade full details of its gay 80th anniversary bicycle range. The accent is strongly on appealing colour schemes and improved specifications, reflecting the influence of the company's own Italian designer, Enrico Bertolini, of Milan.

The complete Elswick and Hopper range of bicycles has been re-styled and a number of new models for men, women and the youngsters is included. The Italian-styled fashion range is notable for clean-cut styling, high-class Continental components and accessories, delicately attractive colour schemes and appealing names such as Fiora, Fiorentina, Forget Me Not, Itala, Rosebud, and Violetta. An attractive carrier rail and basket is an optional extra on all these fashion models and it retails at £1 1s. complete.

The Elswick-Hopper fashion cycles are the world's first "personalized" models. A space is left on the chainguard for the owner's initials. These are provided free of charge by the company through dealers.

When the customer buys her fashion bicycle, she completes a pre-paid card with the initials she requires to be affixed to her cycle. This card is sent to Elswick-Hopper, which then forwards the appropriate initials to the dealer. The scheme has the double advantage of providing the customer with a personal touch for her bicycle and of bringing her back into the shop to have the initials fixed.

A special 80th anniversary feature is a glamorous lady's bicycle with the name Gay Sixties. The machine has a colour scheme of black with primrose trim, primrose saddle and kitbag trimmed with black, and primrose handlegrips and brake cables. Complete with carrier, basket and Michelin white-wall tyres the Gay Sixties will retail at £19 19s. 0d.

A re-styled version of the popular Vogue Modele in Coffee 'n Cream features a West End tan and stone saddle with matching kitbag; a carrier and basket, white handlegrips and Michelin white-wall tyres and silver cables. The retail price is also 19 guineas.

The Vogue Modele, Gay Sixties and the complete Italian-styled fashion range have 21 in. frames.

### Sports machines revised also

The sports range features a number of high-quality machines. Of special interest is a luxury prestige bicycle called the Continentale.

The three popular sports models are the Milano Maestro, the Tour Anglais Prima and the Lincoln Imp. All three machines incorporate Italian-style feature-cut lugs and crown and leather racing cut-away saddles. Spoke protectors are also featured on all three models.

The Milano Maestro has Weinmann brakes and is standardized with a Cyclo Benelux four-speed gear. It retails at £22 9s. 6d.

The Tour Anglais Prima has Benelux five-speed gear and a 10-speed is an optional extra. Equipped with GB brakes with rubber hoods, the bicycle sells at £23 19s. 6d.

Weinmann quick-release brakes are a special feature of the new streamlined Lincoln Imp. This bicycle is also equipped with Benelux five-speed gear with a 10-speed as an optional extra. The Lincoln Imp has Bluemels Club Special mudguards and retails at £25 12s. 6d. All three machines are available with 21, 22 and 23 in. frames.

The Milano Maestro is available in two different



The Elswick-Hopper Itala.

colour schemes. The Tour Anglais Prima and Lincoln Imp are both available in four different colour schemes.

Retailing at £33 12s. 0d. is the piece de resistance of the Elswick-Hopper range, the Continentale. Into this machine Elswick-Hopper has put all its accumulated knowledge and experience of bicycle design and manufacture combined with the contemporary inspiration of the firm's Italian designer.

The combined racing and technical experience of the company's famous cycle racing team is also reflected in the specification and styling of the new bicycle.

The result is a luxury machine with many Italian characteristics and equipment, Continental pedals, specially designed saddle, Continental feature-cut lugs set and crown, and chromium-plated top and bottom head lugs. The Continentale, which is made in a 21½, 22½ and 23½ in. frame size is available in primrose with black contrasts and its luxury specification and high performance will undoubtedly appeal to the enthusiasts.

### Junior bicycle models

Elswick-Hopper has not neglected the younger generation in its 80th anniversary range. Jetstream, a 19½ in. frame machine in flamboyant blue silver, has its design based on the lines and colour of the famous TWA Jetstream airliner. It retails at £17 19s. 6d.

Another machine with appropriate 1960 connotations is the Olympic Orb, a juvenile sports model fitted with caliper brakes and standardized in 18 in. frame size with 24 in. by 1½ in. Endrick wheels. It is available in peacock blue, with red head and peaks, or in TWA red with peacock blue head and peaks. This machine costs £16 19s. 6d.

Another juvenile bicycle is the Black Beauty in 18 in. frame size and 24 in. by 1½ in. wheels, which is available in both boys' and girls' models. For boys, the machine is black with orange head and peaks; and for girls, black with peacock blue head and peaks. Both types retail at £15 19s. 6d.

Elswick-Hopper is producing attractive brochures and loose-leaf catalogues for its new range of bicycles which will be available for general distribution early this year.

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