

ELSWICK-HOPPER CONSOLIDATION

Marques combined - New model - Reduced prices

THE Elswick-Hopper Cycle and Motor Co. (Manufacturing) Ltd., of Barton-on-Humber, Lincolnshire, announces to dealers that the company's products will no longer be marketed under the separate Elswick and Hopper trade marks. The two marques have been combined and trading will take place under the name Elswick-Hopper.

Sales director H. J. (Bert) Crofts told the Trader this week that the new arrangement virtually doubles the company's stock availability, which will have the effect of considerably reducing the delivery time required for all orders. Elswick-Hopper also announces that the company has reduced the prices of many of its bicycles, with effect from January 2, 1961.

The reduced retail prices on Elswick-Hopper machines are substantial in some cases: As much as £1 on models in the Fashion range; 10s. on the Sports Milano; and £1 on the Lincoln Imp and Tour Anglais models.

Elswick-Hopper starts the new season by introducing a streamlined lightweight club bicycle, the Whirlwind. Delivery to dealers of the new machine has started.

The Whirlwind bicycle is built with Reynolds 531 tubing and two frame sizes are offered: 21½ in. and 22½ in. Features include Cyclo Benelux Super Sixty five-speed gear, Weinmann brakes, large-flange hubs, high-pressure rims, Michelin high-speed tyres, and racing cut-away saddle.

Retail prices of Elswick-Hopper bicycles for the 1961 season:

LADIES' FASHION TOURIST RANGE

	Retail Price Inc. PT	£ s. d.
L Gay Sixties	...	18 19 6
L Vogue Modele	...	18 19 6
Fiora	...	19 19 0
Florentina	...	19 19 0
Forget Me Not	...	19 19 0
Itala	...	19 19 0
Rosebud	...	19 19 0
Violetta	...	19 19 0

TOURIST RANGE

	£ s. d.
G Light Roadster	15 15 0
L Light Roadster	15 15 0
G Escorta	18 19 6
L Escorta	18 19 6
G Sports Tourist	23 19 6
L Sports Tourist	23 19 6
G Town and Country	19 9 6
L Town and Country	19 9 6
G Tahiti	18 9 6
L Tahiti	18 9 6

JUVENILE RANGE

B Jetstream (19½ in. and 21 in. frame size)	17 19 6
G Jetstream (19½ in. and 21 in. frame size)	17 19 6
B Olympic Orb	16 9 6
G Olympic Orb	16 9 6
B Black Beauty	15 9 6
G Black Beauty	15 9 6
Model W Carrier	18 15 0
Utility Carrier	21 0 0

SPORTS RANGE

G Milano Maestro (Benelux 4-sp.)	21 19 6
L Milano Maestro (Benelux 4-sp.)	21 19 6
Both models with Benelux 5-sp.	22 2 0
G Tour Anglais Prima (Benelux 5-sp.)	22 19 6
L Tour Anglais Prima (Benelux 5-sp.)	22 19 6
Both models with Benelux 10-sp.	24 15 6
G Lincoln Imp (Benelux 5-sp.)	24 12 6
L Lincoln Imp (Benelux 5-sp.)	24 12 6
Both models with Benelux 10-sp.	26 12 6
G Continentale	30 19 6
G Invincible	21 9 6
L Invincible	21 9 6
G Whirlwind	24 19 6
L Whirlwind	24 19 6



ELSWICK-HOPPER CONTEST WINNER Mrs. J. Cawthorne of 23 Church Crescent, South Hackney, a 31-year old housewife, who won first prize in the E-H road-safety competition. Picture shows (l to r) J. L. Turner chairman of Elswick-Hopper and Scootomatic which jointly ran the competition with RoSPA. Centre is Lord Waleran, vice-president of RoSPA, presenting a cheque for £200 to Mrs. Cawthorne.

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