

*Elswick  
& Cycles*

*The Cycle of the Century*

# *Time and tide...*



**T**ime and Tide move on and the great progress which Britain has made in bicycle construction is embodied today in the **ELSWICK**.

Indeed over the past 75 years the name **ELSWICK** has symbolised all that is best in cycle manufacture — **QUALITY IN MATERIAL, PERFECTION IN DESIGN AND EXCELLENCE OF FINISH.**

The very comprehensive range of models illustrated in this catalogue is designed by experts, built by craftsmen and we claim to have produced models suitable for each and every class of rider, embracing Tourist, Lightweight and Club models and, for the younger generation, Tricycles and Juniors. All are finished superbly in a choice of attractive colourings or lustrous black enamel.

Call in and see your local dealer — he will be pleased to give you all the information about the latest models.

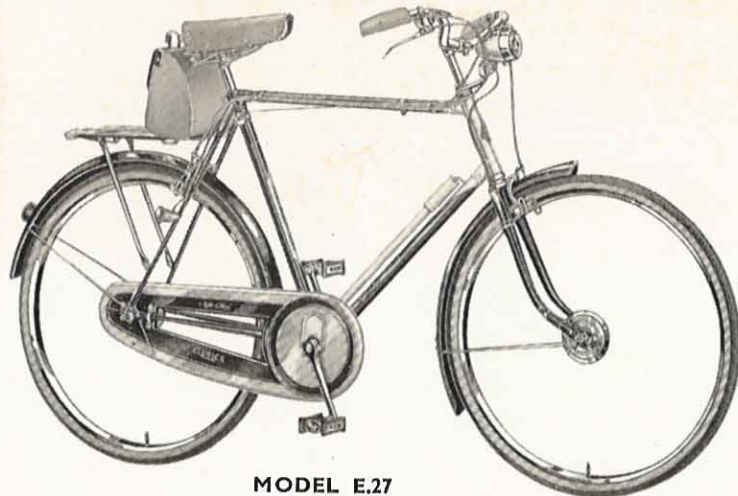
We feel confident that these will do much to enhance still further our world-wide reputation for manufacturing bicycles that are truly

*'Famous for Finish'*

# Specification

Gent's Model E.27    Lady's Model E.27.L

**Frame:** 21" and 23". Entirely brazed up. Feature-cut lugs. **Fork:** Distinctive Elswick pattern crown. Solid ends. **Wheels:** 26" x 1 $\frac{3}{8}$ " Endrick. **Tyres:** Dunlop Tourist Sprite with Airseal tubes and pressure valves. **Gear:** Sturmey-Archer 3-speed AW. **Handlebar:** Raised reversible, adjustable stem. Beige Shockstop rubber grips. **Brakes:** Caliper with Silvered cables. **Mudguards:** Special ribbed section steel guards with chromium plated emblem on front. **Saddle:** Tan with chromium plated chassis. **Chaincover:** Open centre type. **Finish:** Gent's Flamboyant Burgundy, Lady's Neptune Blue, with White head and peaks, White panel on seat tube and the chaincover edged in Silver. Continental Gold lining. **Equipment:** Tan kitbag, spanners and oiler, inflator, reflector, Shuresta stand, chromium plated rear carrier.



MODEL E.27

*Sturmey-Archer Dynohub lighting  
(as illustrated)  
available as an extra*

*Cycle - perfection*



MODEL E.27.L

TOURIST  
DE LUXE

SPORTS  
TOURIST



MODEL E.10



MODEL E.10.L



Sturmev-Archer Dynohub lighting  
(as illustrated)  
available as an extra

*Famous for Finish*

*Specifi*

Gent's Model E.10      Lady's Model E.10.L

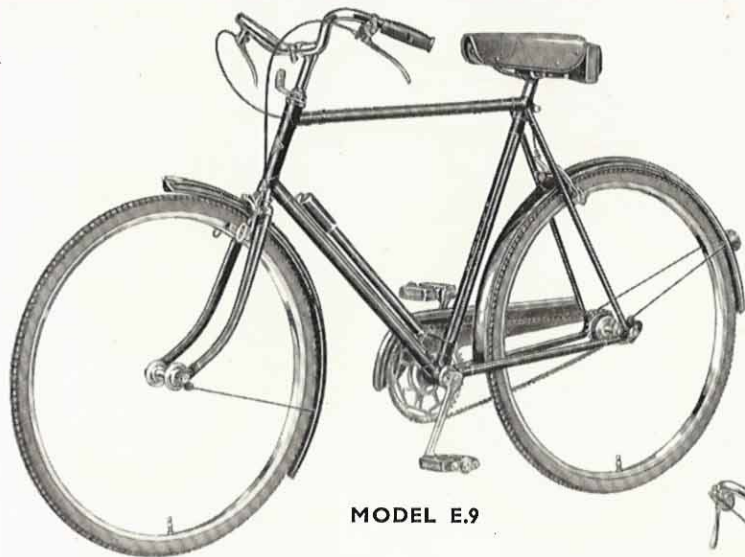
**Frame:** 19", 21" and 23". Entirely brazed up. Feature-cut lugs, brazed on pump pegs. **Fork:** Distinctive Elswick pattern crown. Solid ends. **Wheels:** 26" x 1 $\frac{3}{8}$ " Endrick. **Tyres:** Dunlop Roadster with Airseal tubes and pressure valves. **Handlebar:** Raised reversible, adjustable stem. Rubber Grips. **Brakes:** Caliper. (Roller Lever with N.R.R. Handlebar optional). **Gear:** Sturmev-Archer 3-speed AW, trigger control. **Gearcase:** Fully enclosed detachable. **Saddle:** Spring seat with chromium plated chasis. **Pedals:** Embossed Elswick rubber. **Mudguards:** Special ribbed section steel guards with chromium plated emblem on front. **Finish:** Bonderized for rust resistance. Enamelled Brilliant Black and lined Gold and Red. Bright parts chromium plated. Available in colour at extra charge. **Equipment:** Kitbag, tools, inflator and reflector.

*options*

Gent's Model E.9

Lady's Model E.9.L

**Frame:** 19", 21" and 23", Entirely brazed up. Feature-cut lugs, brazed on pump pegs. **Fork:** Distinctive Elswick pattern crown. Solid ends. **Wheels:** 26" x 1 $\frac{3}{8}$ " Endrick. **Tyres:** Dunlop Roadster with Airseal tubes and pressure valves. **Handlebar:** Raised reversible, adjustable stem. Rubber Grips. **Brakes:** Caliper. **Chainguard:** Pistol type. **Saddle:** Spring seat. **Pedals:** Embossed Elswick rubber. **Mudguards:** Special ribbed section steel guards with chromium plated emblem on front. **Finish:** Bonderized for rust resistance. Enamelled Brilliant Black and lined Gold and Red. Bright parts chromium plated. Available in colour at extra charge. **Equipment:** Toolbag, tools, inflator and reflector.



MODEL E.9

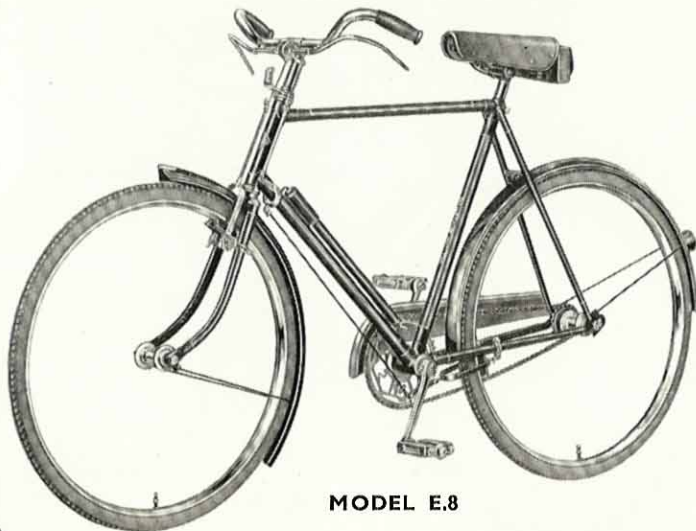
*A joy to ride!*



MODEL E.9.L

SPORTS  
LIGHT  
ROADSTER

LIGHTWEIGHT  
SAFETY



MODEL E.8



MODEL E.8.L

*A pride to own!*

Gent's Model E.8

Lady's Model E.8.L

**Frame:** 19", 21" and 23". Entirely brazed up. Feature-cut lugs, brazed on pump pegs. **Fork:** Distinctive Elswick pattern crown. Solid ends. **Wheels:** 26" x  $1\frac{3}{8}$ " Westwood narrow section. **Tyres:** Dunlop Roadster with Airseal tubes and pressure valves. **Handlebar:** North Road Raised. Rubber Grips. **Brakes:** Front and rear roller lever. **Chainguard:** Pistol type. **Saddle:** Spring seat. **Pedals:** Embossed Elswick rubber. **Mudguards:** Special ribbed section steel guards with chromium plated emblem on front. **Finish:** Bonderized for rust resistance. Enamelled Brilliant Black and lined Gold and Red. Bright parts chromium plated. Available in colour at extra charge. **Equipment:** Toolbag, tools, inflator and reflector.

*Specifi*

*ations*

Gent's Model E.6

Lady's Model E.6.L

**Frame:** (Gent's model) 20", 22" and 24". Brazed on pump pegs. (Lady's model) 20", 21" and 23". **Wheels:** 26" x 1 $\frac{3}{8}$ ", Westwood. **Tyres:** Dunlop Champion. **Handlebar:** North Road Raised. Rubber Grips. **Brakes:** Front and rear roller lever. **Saddle:** Spring seat. **Chainguard:** Pistol type. **Pedals:** Rubber. **Mudguards:** Special ribbed section steel guards with chromium plated emblem on front. **Finish:** Bonderized for rust resistance. Enamelled Brilliant Black and lined Gold and Red. Bright parts chromium plated. Available in colour at extra charge. **Equipment:** Toolbag, tools, inflator and reflector.



MODEL E.6

LIGHT  
ROADSTER



MODEL E.6.L

*For comfort and safety*

## POWER UNIT MODELS



MODEL E.5



MODEL E.2

Lighting Set (as illustrated)  
available as an extra

*Strength with safety*

# Specifi

### Gent's Model E.5      Lady's Model E.5.L (supplied less rear wheel and rear brake)

**Frame:** Specially strengthened frame built from heavy gauge tubing. Gent's frame with curved top tube dropping from 22" to 20". Open frame design on Lady's model with 20" frame. **Fork:** Heavy gauge fitted with chromium plated girders. **Hubs:** Heavy duty.  $\frac{1}{4}$ " Ball Bearings. **Tyre:** Dunlop Carrier 26" x 1 $\frac{3}{8}$ ". Inner tube fitted with Schrader Valve. **Saddle:** Large spring seat designed specially for these models. Double girder frame with rear coil springs, chromium plated. **Pedals:** Rubber. **Mudguards:** Wide Dome, long front extension, double stays. **Handlebar:** Comfortable North Road Raised fitted with "Finger-Hold" rubber grips. **Equipment:** Number plates, licence holder, toolbag, chain-guard, pump and tools. **Finish:** Dove-Grey with attractive Red lining or Black and lined Gold and Red.

### Gent's Model E.2      Lady's Model E.2.L Models suitable for use with any type of modern auxiliary Motor Attachment

**Frame:** Specially strengthened frame built from heavy gauge tubing. Gent's frame with curved top tube dropping from 22" to 20". Open frame design on lady's model with 20" frame. **Fork:** Heavy gauge fitted with chromium plated girders. **Hubs:** Heavy duty.  $\frac{1}{4}$ " Ball Bearings. **Tyres:** Dunlop Tandem 26" x 1 $\frac{3}{8}$ " on front wheel. Dunlop Motorette 26" x 1 $\frac{3}{8}$ " on rear wheel. Schrader Valves fitted to inner tubes. **Saddle:** Large spring seat designed specially for these models. Double girder frame with rear coil springs, chromium plated. **Pedals:** Rubber. **Mudguards:** Deep Dome, long front extension, double stays. **Handlebar:** Comfortable North Road Raised, with "Finger-Hold" rubber grips. **Equipment:** Number plates, licence holder, toolbag, chain-guard, pump and tools. **Finish:** Dove-Grey with attractive Red lining or Black and lined Gold and Red.



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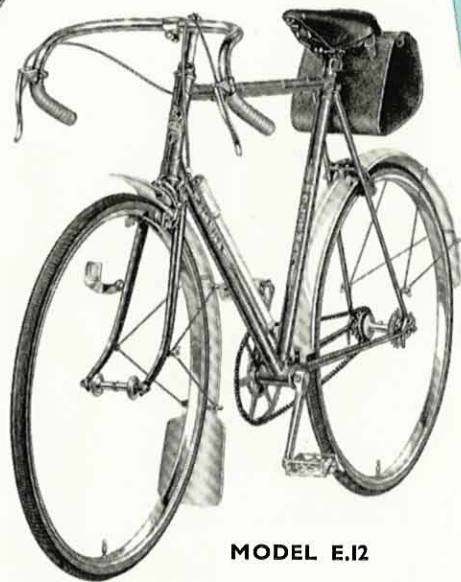


MODEL E.II

**Gent's Model E.II** **Lady's Model E.II.L**  
**Frame:** 21", 22" and 23". Reynolds "531" tubing. Entirely brazed up. Feature-cut and fish-tailed lugs. Brazed on cable clips, mudguard eyes and pump pegs. **Fork:** Solid ends. Distinctive Elswick pattern crown. **Wheels:** 26" x 1 1/8" Endrick. **Tyres:** Dunlop Tourist Sprite with Airseal tubes and pressure valves. **Chainwheel:** 46 Tooth, 6 1/2" fluted cranks. **Mudguards:** Detachable White celluloid with mudflap. Reflector in rear guard. **Pedals:** Embossed Elswick rubber. **Chaincover:** Pistol type. **Saddle:** Spring seat with chromium plated chassis. **Finish:** Bonderized for rust resistance. Enamelled in Black or choice of Flamboyant Green, Cherry, Magenta or Blue. Attractive transfer in White and Gold on seat tube and down tube, together with White continental lining. Bright parts chromium plated. **Equipment:** Kitbag, tools and inflator. **Lady's Model**—Frame: 21"

**Gent's Model E.I2** **Lady's Model E.I2.L**  
**Frame:** 21", 22" and 23". Reynolds "531" tubing. 73° head and 71° seat angles. Feature-cut and fish-tailed lugs. Brazed on cable clips, mudguard eyes and pump pegs. **Fork:** Solid ends. Distinctive Elswick pattern crown. **Wheels:** 26" x 1 1/4" Endrick. **Tyres:** Dunlop Speed with Airseal tubes and pressure valves. **Chainwheel:** 46 Tooth, 6 1/2" fluted cranks. **Gear:** Freewheel and fixed sprocket. **Handlebar:** Maes bend on forward adjustable extension. **Mudguards:** Detachable White celluloid with mudflap. Reflector in rear guard. **Pedals:** Rat Trap — Rubber pedals optional. **Brakes:** Caliper — hooded levers. Silvered cables. **Saddle:** Leather Racing. **Finish:** Bonderized for rust resistance. Enamelled in a choice of Flamboyant Magenta, Green, Cherry or Blue. Attractive transfer in White and Gold on seat tube and down tube, together with White continental lining. Bright parts chromium plated. **Equipment:** Kitbag, tools and inflator.

'531'  
LIGHTWEIGHT  
TOURIST



MODEL E.I2

'531' CLUBMAN

'531' CLUBMAN  
SUPERBE



MODEL E.13



MODEL E.13.L

Sturmey-Archer Dynohub lighting  
(as illustrated)  
available as an extra

*Famous for Finish*

*Specifi*

Gent's Model E.13      Lady's Model E.13.L

**Frame:** 21", 22" and 23". Reynolds "531" tubing, 73° head and 71° seat angles. Feature-cut and fishtailed lugs. Brazed on cable clips, mudguard eyes and pump pegs. **Fork:** Solid ends. Brazed on detachable lamp bracket. Distinctive Elswick pattern crown. **Wheels:** 27" x 1 1/4" Endrick. **Tyres:** Dunlop White Sprite with Airseal tubes and pressure valves. **Chainwheel:** 46 Tooth, 6 1/2" fluted cranks. **Gear:** Benelux 3-speed. 4-speed optional at extra. **Handlebar:** Maes bend on forward adjustable extension. **Mudguards:** Detachable White celluloid with mud-flap. Reflector in rear guard. **Pedals:** Rat Trap. **Brakes:** G.B. Alloy — hooded levers. Silvered Cables. **Saddle:** Leather Racing. **Finish:** Bonderized for rust resistance. Enamelled in Flamboyant Blue with Lime Head and panel on seat tube, or Flamboyant Lime with Blue Head and panel on seat tube, with decorative transfers and continental lining. **Equipment:** Kitbag, tools and inflator.

LADY'S MODEL — Frame: 21"

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**Gent's Model E.15    Lady's Model E.15.L**

**Frame:** 21", 22" and 23". Reynolds "531" double butted tubing, "531" seat- and chainstays. 73° head and 71° seat angles. Entirely brazed up with brazed on mudguard eyes, cable eyes, pump pegs and brake cable clips. Special feature patterned lugs and bottom bracket. **Fork:** Fully chromium plated "531" fork blades. Distinctive Elswick pattern crown. Solid ends. Brazed on lug for detachable lamp bracket. Head fittings "ALATET." **Wheels:** 27" x 1½" High Pressure Rims. **Hubs:** Bayliss Wiley. **Tyres:** Dunlop High Pressure. **Chainwheel:** Flanged 3-claw triangular pattern. **Cranks:** 6½" fluted. **Handlebar:** G.B. Maes Alloy on forward adjustable extension. Plugged and taped with coloured plastic tape. **Brakes:** Coureur G.B. Alloy, hooded levers. Silvered Cables. **Mudguards:** Bluemels "Noweight" with mudflap. Reflector in rear guard. **Pedals:** Webb Quill type — Rubber optional. **Gear:** Benelux 3-speed with exposed cable. **Saddle:** Brooks B.17N. **Finish:** Bonderized for rust resistance. Enamelled in a choice of Flamboyant Cherry Red with continental White lining or Flamboyant Lime with continental Red lining, with decorative transfers on seat and down tubes. Frame, seat- and chainstays attractively lined in White and Gold, patterned lugs distinctively etched in contrasting colour. Bright parts Chromium plated. **Equipment:** Inflator. Double Chainwheel (as illustrated) available at extra charge.

**LADY'S MODEL — Frame: 21"**

**AVENGER CLUBMAN**



**MODEL E.15**

*The connoisseur's choice*

**ESCORT  
TOURIST**



**MODEL E.26.L**



**MODEL E.26**

*Sturmey-Archer Dynohub lighting  
(as illustrated)  
available as an extra*

*A pride to own!*

*Specifi*

**Gent's Model E.26      Lady's Model E.26.L**

**Frame:** Gent's 21", 22" and 23". Lady's 21", 23". Entirely brazed up frame. Feature-cut lugs. **Fork:** Distinctive pattern crown, D to round blades. Solid ends. **Wheels:** 26" x 1 $\frac{3}{8}$ " Endrick. **Tyres:** Dunlop Sports 26" x 1 $\frac{3}{8}$ " with Airseal tubes and pressure valves. **Handlebar:** All-Rounder, on Reversible Lug. **Grips:** Beige, Sleeve. **Brakes:** Caliper, hooded levers. Silvered cables. **Mudguards:** Celluloid with mudflap. **Pedals:** Rubber. **Chaincover:** Pistol type. **Saddle:** Spring seat, Tan. **Finish:** Bonderized for rust resistance and enamelled in the following colours: Polychromatic Beige with Flamboyant Head, Flamboyant Peaks on top tube, Flamboyant bottom tube and an attractive Flamboyant panel on seat tube. The front fork is Polychromatic Beige with Peaks to match the Flamboyant Colour scheme of the frame and the Pistol Chaincover is also in Flamboyant Self Colour. **Combinations:** BEIGE, with Flamboyant CHERRY, MAGENTA, NEPTUNE, BURGUNDY, GREEN, LIME. Lined Double Continental Gold. **Equipment:** Tan kitbag, tools and inflator.

*ations*

Gent's Model E.14    Lady's Model E.14.L

**Frame:** 19", 21" and 23". Entirely brazed up. Gent's model with upright angles. Feature-cut lugs. **Fork:** Distinctive Elswick pattern crown. Solid ends. **Wheels:** 26" x 1 $\frac{1}{4}$ " Endrick. **Hubs:** Bayliss Wiley front. Double sided rear. **Tyres:** Dunlop Sports with Airseal tubes and pressure valves. **Handlebar:** (Gent's Model) Maes on forward adjustable extension. (Lady's Model) special drop on reversible lug. **Brakes:** Caliper—hooded levers. Silvered Cables. **Mudguards:** Celluloid with mudflap. **Pedals:** Rat Trap—Rubber pedals optional. **Gear:** Freewheel and fixed cog. **Saddle:** Racing Leather. **Finish:** Bonderized for rust resistance. Enamelled in a choice of Flamboyant Cherry, Magenta, Blue or Green, with toning transfers. Bright parts chromium plated. **Equipment:** Kitbag, tools and inflator.



MODEL E.14

*Make cycling a pleasure*



MODEL E.14.L

ESCORT  
SPORTS

## 'TOUR ANGLAIS'



*Effortless in action*

MODEL E.25

# Specifi

### Gent's Model E.25

**Frame:** 21", 22" and 23". Entirely brazed up frame with 73° head and 71° seat angles. Feature-cut lugs. Fitted with special Benelux chainstay ends for correct setting and alignment of Cyclo Benelux Derailleur gear. Brazed on boss on bottom tube for Benelux gear change lever.

**Fork:** Distinctive pattern crown, D to round tapered blades with Cyclo solid fork ends.

**Wheels:** 27" x 1½" Endrick.

**Hubs:** Rear suitable for Derailleur pattern gear. Front Bayliss Wiley.

**Tyres:** Dunlop Speed 27" x 1½" with Airseal tubes and pressure valves.

**Handlebar:** Alloy Maes on steel stem, 2" forward extension.

**Grips:** 6½" Beige, Sleeve.

**Brakes:** G.B. Sports—Alloy with Hooded Levers.

**Mudguards:** White Celluloid with Mudflap.

**Pedals:** Rat Trap.

**Gear:** Benelux 3-speed. 4-speed optional at extra.

**Saddle:** Racing Leather.

**Finish:** Bonderized for rust proofing, and enamelled in the following alternative colours: Polychromatic Beige with Flamboyant Head, Peaked top tube and Flamboyant bottom tube, Flamboyant Panel on seat tube, in the following range of colours: MAGENTA — CHERRY RED — NEPTUNE BLUE — GREEN — LIME. Tour Anglais scroll transfer on bottom tube.

**Optional Finishes:** Flamboyant Neptune Blue with Lime Head, Lime Panel on seat tube. Flamboyant Lime with Neptune Blue Head, Neptune Blue Panel on seat tube.

**Equipment:** Kitbag, tools and inflator.

*Double Chainwheel available at extra charge.*

*ocations*

**Lady's Model E.25.L**

**Frame:** 21", 23". Entirely brazed up frame with 73° head and 71° seat angles. Feature-cut lugs. Fitted with special Benelux chainstay ends for correct setting and alignment of Cyclo Benelux Derailleur gear. Brazed on boss on bottom tube for Benelux gear change lever.

**Fork:** Distinctive pattern crown, D to round tapered blades with Cyclo solid fork ends.

**Wheels:** 27" x 1¼" Endrick.

**Hubs:** Rear suitable for Derailleur pattern gear. Front Bayliss Wiley.

**Tyres:** Dunlop Speed 27" x 1¼" with Airseal tubes and pressure valves.

**Handlebar:** Alloy Maes on steel stem, 2" forward extension.

**Grips:** 6½" Beige, Sleeve.

**Brakes:** G.B. Sports—Alloy with Hooded Levers.

**Mudguards:** White Celluloid with Mudflap.

**Pedals:** Rat Trap.

**Gear:** Benelux 3-speed. 4-speed optional at extra.

**Saddle:** Racing Leather.

**Finish:** Bonderized for rust proofing, and enamelled in the following alternative colours: Polychromatic Beige with Flamboyant Head, Peaked top tube and Flamboyant bottom tube, Flamboyant Panel on seat tube, in the following range of colours: MAGENTA—CHERRY RED—NEPTUNE BLUE—GREEN—LIME. Tour Anglais scroll transfer on bottom tube.

**Optional Finishes:** Flamboyant Neptune Blue with Lime Head, Lime Panel on seat tube. Flamboyant Lime with Neptune Blue Head, Neptune Blue Panel on seat tube.

**Equipment:** Kitbag, tools and inflator.

*Double Chainwheel available at extra charge.*

**'TOUR ANGLAIS'**



*Effortless in action*

**MODEL E.25.L**

JUVENILE  
SPORTS



MODEL E.16.G



MODEL E.16

*For the younger  
generation*

*Specifi*

Boy's Model E.16

Girl's Model E.16.G

**Frame:** 18" only. Entirely brazed up.

**Wheels:** 24" x 1 $\frac{3}{8}$ " Endrick.

**Tyres:** Dunlop Champion.

**Handlebar:** Boy's — All Rounder on adjustable extension. Rubber Grips. Girl's — Raised Reversible on adjustable extension. Rubber Grips.

**Brakes:** Caliper — Silvered cables.

**Gear:** Freewheel.

**Mudguards:** Metal Sports, enamelled White, chromium plated emblem on front.

**Chainguard:** Pistol type.

**Saddle:** Spring seat.

**Finish:** Bonderized for rust resistance. Enamelled in Brilliant Black, with White peaks or Beige with Flamboyant peaks. Bright parts chromium plated.

**Equipment:** Kitbag, tools and inflator.



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Boy's Model E.17      Girl's Model E.17.G

**Frame:** 18" only. Brazed on pump pegs.

**Wheels:** 24" x 1 $\frac{3}{8}$ ".

**Tyres:** Dunlop Champion.

**Handlebar:** North Road Raised.

**Brakes:** Front and rear roller lever.

**Chainguard:** Pistol type.

**Saddle:** Spring seat.

**Pedals:** Rubber.

**Mudguards:** Special ribbed section steel guards with chromium plated emblem on front.

**Finish:** Bonderized for rust resistance. Enamelled Brilliant Black and lined Gold and Red. Bright parts chromium plated. Available in colour at extra charge.

**Equipment:** Toolbag, tools, inflator and reflector.



**MODEL E.17**

*For the younger  
generation*

**JUVENILE**



**MODEL E.17.G**

## JUNIORS



MODEL E.21.G



MODEL E.21

*For the still younger  
generation*

# Specifi

Boy's Model E.21

Girl's Model E.21.G

**Frame:** 16". Constructed of adult size tubing.

**Wheels:** 20" x 1 $\frac{3}{8}$ ". Chromium plated rims and rustless spokes.

**Tyres:** Dunlop Junior.

**Handlebar:** North Road Raised with rubber grips.

**Brakes:** Roller lever front and rear.

**Saddle:** Mattress type.

**Pedals:** Rubber.

**Chainguard:** New design — sturdy and neat.

**Finish:** Bonderized for rust resistance and enamelled in a choice of Flamboyant Red, Blue, Green or Magenta. Mudguards enamelled in White. All bright parts chromium plated.

**Equipment:** Toolbag, White inflator and reflector.

*ocations*

Boy's Model E.20

Girl's Model E.20.G

**Frame:** 15".

**Wheels:** 18" x 1 $\frac{3}{8}$ ". Chromium plated rims and rustless spokes.

**Tyres:** Dunlop Junior.

**Handlebar:** North Road Raised with rubber grips.

**Brakes:** Roller lever front and rear.

**Saddle:** Mattress type.

**Pedals:** Rubber.

**Chainguard:** New design — sturdy and neat.

**Finish:** Bonderized for rust resistance and enamelled in a choice of Brilliant Blue, Red, Green or Black with artistic lining. Mudguards enamelled White. All bright parts chromium plated.

**Equipment:** White inflator, reflector and toolbag.



**MODEL E.20**

*For the still younger  
generation*



**MODEL E.20.G**

**JUNIORS**

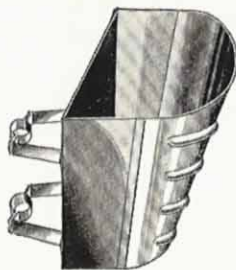
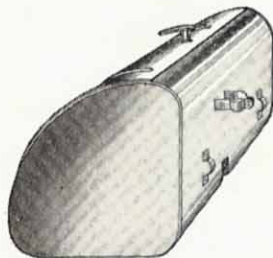
*"Little Drummer de Luxe"*

## TRICYCLES



MODEL E.22

Luggage Boot, Safety Handle and Metal Basket, as illustrated, can be supplied as extras.



# Specifi

### Model E.22

**Frame:** The registered design frame (No. 836779) is strong and rigid embodying dual tube construction brazed into lugs, which ensures absolute safety. **Bearings:** Ball-bearings are fitted in the bottom bracket, rear spindle, front hub, steering head and pedals. **Wheels:** 14" x 1 $\frac{1}{8}$ ". Chromium plated rims and rustless spokes. Neat hub discs fitted to rear wheels. **Tyres:** Dunlop Cushion. **Handlebar:** Comfortable North Road Raised pattern with rubber grips. **Brake:** Roller lever action to front wheel. **Mudguards:** Ribbed pattern. **Saddle:** Designed for comfort. **Chain-cover:** Full metal. **Finish:** Bonderized for rust resistance, enamelled in a choice of Brilliant Blue, Red, Green or Black with artistic lining. White mudguards optional. All bright parts chromium plated. Available in Flamboyant finish at extra charge. **Extras:** 12" seat post, 16" wheels. Dunlop pneumatic tyres.

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**Model E.23**

**Frame:** The registered design frame (No. 836779) is strong and rigid embodying dual tube construction brazed into lugs, which ensures absolute safety. **Bearings:** Ball-bearings are fitted in the front hub, steering head and pedals; the bottom bracket is plain bearing with cottered cranks. **Wheels:** 14" x 1 1/8". Bright rims and rustless spokes. **Tyres:** Cushion. **Handlebar:** Comfortable North Road Raised pattern with rubber grips. **Brake:** Roller lever action to front wheel. **Mudguards:** Dome pattern. **Saddle:** Designed for comfort. **Chaincover:** Metal. **Finish:** Bonderized for rust resistance, enamelled in a choice of Brilliant Blue, Red, Green or Black with White mudguards, artistic lining throughout. All bright parts chromium plated. **Extras:** 12" seat post and 16" wheels.

**Model E.24**

**Frame:** 13". Twin tube construction. **Bearings:** Ball-bearings are fitted in the bottom bracket, hubs, steering head and pedals. **Wheels:** 12" x 1 1/8". Chromium plated rims and rustless spokes. **Tyres:** Dunlop Cushion. **Handlebar:** North Road Raised, rubber grips. **Brake:** Front roller lever. **Saddle:** Mattress type. **Pedals:** Rubber. **Chaincover:** New design — sturdy and neat. **Finish:** Bonderized for rust resistance and enamelled in a choice of Brilliant Blue, Red, Green, or Black with artistic lining. Mudguards enamelled White. All bright parts chromium plated. **Equipment:** Toolbag.



**MODEL E.23**

*"Little Drummer"*

**TRICYCLES  
and CYCLETTE**

*Designed for complete  
safety*



**MODEL E.24**

FOR THE  
TRADESMAN



MODEL E.18



MODEL E.19

*Strength with durability*

*Specifi*

**Model E.18**

**Frame:** 22" only. Highest-grade British steel tubing. **Front Fork:** Extra heavy duty Carrier type with specially strengthened butted stem, and having Girder support. **Wheels:** Built with Dunlop rims and heavy gauge spokes. 26" x 1 1/2" w/o. **Hubs:** Extra large size Carrier type. **Tires:** Dunlop. **Freewheel:** British Carrier type, 20T x 1/2" x 1 1/4". **Handlebar:** Raised pattern fitted with rubber grips. **Brakes:** Two hand-operated rim brakes with special roller levers. **Mudguards:** Heavy gauge, extra strong. **Pedals:** Rubber. **Chain:** British 1/2" x 3/8". **Carrier:** Correctly designed tubular pattern, bolted to frame, inside measurement 20 1/2" x 14 1/2" approximately. **Finish:** Bonderized for rust resistance and enamelled in Brilliant Black throughout, handsomely lined in Gold. **Equipment:** Toolbag, tools, inflator and reflector.

**Model E.19**

**Frame:** 22" only. Of special Cross-frame design, giving great strength and rigidity. Built with highest-grade British steel tubing. **Front Fork:** Heavy duty Carrier type with specially strengthened fork blades and heavily butted steering column. **Wheels:** Front 20" x 1 1/2", w/o, rear 26" x 1 1/2", w/o, built with Dunlop rims and heavy gauge spokes. **Hubs:** Large Carrier pattern. **Tires:** Dunlop. **Freewheel:** British Carrier pattern, 20T x 1/2" x 1 1/4". **Handlebar:** Raised pattern, manufactured of heavy gauge tubing, rubber grips fitted. **Brakes:** Two hand-operated rim brakes with special roller levers. **Mudguards:** Heavy gauge extra strong Carrier type. **Pedals:** Rubber. **Chain:** British 1/2" x 3/8". **Carrier:** Tubular pattern, designed to give large carrying capacity; inside measurements approximately 20 1/2" x 14 1/2" x 11" deep. **Finish:** Bonderized for rust resistance and enamelled in Brilliant Black throughout, handsomely lined in Gold. **Equipment:** Toolbag, tools, inflator and reflector.

*options*

Gent's Model E.7      Lady's Model E.7.L

**Frame:** 20", 22", 24" and 26". Brazed on pump pegs. **Fork:** Distinctive Elswick pattern crown. **Wheels:** For 20" frame 26" x 1 $\frac{3}{8}$ ", otherwise 28" x 1 $\frac{1}{2}$ ". **Tyres:** Dunlop Roadster with Airseal tubes and pressure valves. **Handlebar:** Raised pattern. **Brakes:** Front and rear roller lever. **Chaincover:** Open centre type on Lady's Model only. **Saddle:** Spring seat. **Pedals:** Embossed Elswick rubber. **Mudguards:** Dome section heavy gauge steel. **Finish:** Bonderized for rust resistance. Enamelled Brilliant Black and lined Gold and Red. Bright parts chromium plated. Available in colour at extra charge. **Equipment:** Toolbag, tools, inflater and reflector.



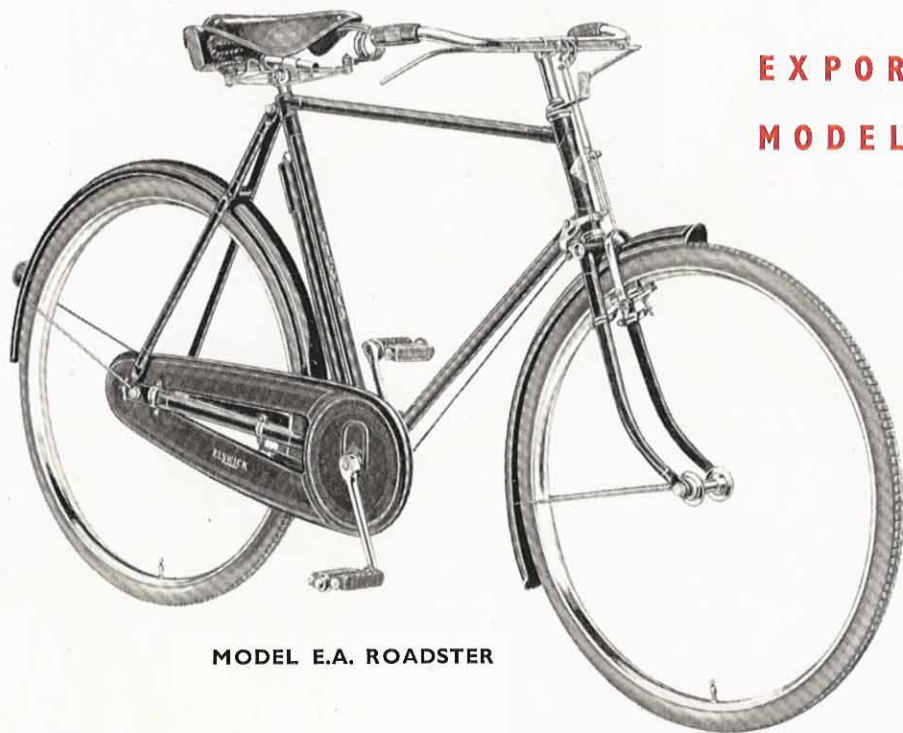
MODEL E.7

## ROADSTERS



MODEL E.7.L

*Sturdy and reliable*



MODEL E.A. ROADSTER

EXPORT  
MODELS

*Famous all over  
the World*

*Specifi*

Model Roadster E.A.

**Frame:** 20", 22", 24" and 26". **Wheels:** For 20" frames, 26" x 1 $\frac{3}{8}$ ", otherwise 28" x 1 $\frac{1}{2}$ ". **Tyres:** Dunlop Roadster. **Front Fork:** With tubular pattern fork crown, chromium plated eyes. **Gear-case:** Open centre pattern. **Mudguards:** Deep Dome. **Handlebar:** Raised pattern. **Brakes:** 2-roller lever, centre pull. **Saddle:** Brooks B.33, Jap springs. **Finish:** Enamelled Black, lined Gold and Red. **Equipment:** Toolbag, tools, oiler, inflator and reflector.

*Coloured enamel supplied at an extra charge.*



*ocations*

**Model Roadster H.B.**

**Frame:** 20", 22", 24" and 26". **Wheels:** For 20" frames, 26" x 1 $\frac{3}{8}$ ", otherwise 28" x 1 $\frac{1}{2}$ ". **Front Fork:** With tubular pattern fork crown, chromium plated eyes. **Tyres:** Dunlop Roadster. **Handlebar:** Raised pattern. **Brakes:** Sturmey-Archer internal expanding brake hubs, front and rear, rod operated. **Mudguards:** Deep Dome. **Saddle:** Rexine Spring Seat. **Finish:** Enamelled Black, lined Gold and Red. **Equipment:** Toolbag, tools, oiler, inflator and reflector.

*Coloured enamel supplied at an extra charge*

**Model Roadster D.T.T.**

**Frame:** 20", 22", 24" and 26". **Wheels:** For 20" frames, 26" x 1 $\frac{3}{8}$ ", otherwise 28" x 1 $\frac{1}{2}$ ". **Tyres:** Dunlop Roadster. **Handlebar:** Raised pattern. **Brakes:** Roller lever. **Saddle:** Rexine Spring Seat. **Mudguards:** Dome. **Finish:** Enamelled Black, lined Gold and Red. **Equipment:** Toolbag, tools, oiler, inflator and reflector.

*Coloured enamel supplied at an extra charge*



**MODEL H.B.  
ROADSTER**



**MODEL D.T.T. ROADSTER**

*Famous all over  
the World*

**EXPORT  
MODELS**

EXPORT  
MODELS



BALLOON TYRE ROADSTER



NORTH AMERICAN MODEL

*Famous all over  
the World*

# Specification

## Balloon Tyre Roadster

**Frame:** 20", 22", 24" and 26". **Wheels:** 26" x 1 $\frac{3}{4}$ ". **Tyres:** Dunlop Oversize 26" x 2". **Mudguards:** 'V' pattern. **Handlebar:** Raised pattern. **Brakes:** Roller lever. **Saddle:** Rexine spring seat. **Finish:** Enamelled Black, lined Gold and Red. **Equipment:** Toolbag, tools, oiler, inflator and reflector.

*Coloured enamel supplied at an extra charge.*

## North American Model

**Frame:** 18" or 20" seat tube. **Wheels:** 28" x 1 $\frac{3}{4}$ " to suit North American 28" x 1 $\frac{1}{2}$ " tyres. **Tyres:** Dunlop Roadster fitted with Schrader valves. **Handlebar:** North American bend, upturned, 20" wide with forward extension lug, reversible. **Brakes:** Perry Coaster hub in rear wheel, no front brake. **Pedals:** With  $\frac{1}{2}$  x 20 thread spindle. **Saddle:** Leather with loop and coil springs, Jap. **Mudguards:** North American pattern. **Finish:** Enamelled Blue or Maroon and lined Gold. **Equipment:** Toolbag, tools, oiler, inflator with Schrader connection, and reflector.

*Guarantee*

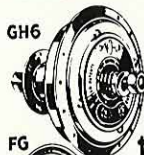
Every Genuine Elswick Bicycle is guaranteed for a period of one year from date of purchase.

★ ★ ★

We reserve the right to make deviations from our catalogue specification where this may be found necessary.

# LIGHT AND EASY RIDING

GH6

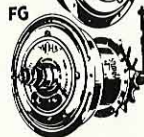


## DYNOHUBS

**GH6 Patent 6-volt Dynohub** Like all our Dynohubs it is mechanically frictionless and troublefree.

**AG AW Wide Ratio Three-speed hub,** combined patent 6-volt Dyno.

FG



**FG FW Wide Ratio Four-speed hub,** combined patent 6-volt Dyno. By combining the gear and Dyno in one unit, a great saving in weight is made.



## HEADLAMP (Roadster)

The Roadster headlamp is fully enclosed and of pleasing shape. It is supplied in either Black or Silver finish with Chrome Rim.



## HEADLAMP (Sports)

Introduced in response to many requests for a small streamlined Headlamp. Attractively designed, it is fully enclosed and can be supplied in Silver finish.

## REAR LAMP

A much improved edition of the original model, all plastic, giving a wide range of visibility. Unique in its simplicity and appearance and designed to comply with the new lighting regulations.



## DRY BATTERY UNIT

This is available with any of the Dynohubs illustrated above. It provides, with the aid of three batteries, a light when stationary.



All Variable gears are fitted with quickly detachable **SPLINED SPROCKETS** which enable you to alter gear range easily and quickly.

The Club and Racing gears are all supplied with

**QUICK RELEASE** fittings and **ALLOY** Shells, one-third the weight of steel.

**CHOOSE YOUR HUB FROM THIS COMPLETE RANGE**

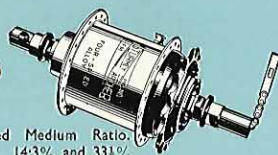
## TRIGGER CONTROL

The Sturmey-Archer Patent 'Flick' Trigger Control provides an instantaneous change of gear by the flick of a finger.



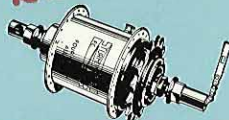
NOTE THE VISUAL GEAR INDICATION

## CLUB GEARS



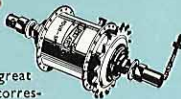
**FM Four-speed Medium Ratio.** 12.5% increase, 14.3% and 33.1% decrease from normal. Unquestionably the best all-round Club gear.

## RACING GEARS



**FC Four-speed Close Ratio.** 9.1% increase 10% and 25% decrease from normal. Specially designed for Massed Start Races.

## ROADSTER GEARS



**FW Four-speed Wide Ratio.** The great advantage of this hub against the corresponding three-speed, lies in the fact that there are two normal gears. Ratios give 26.6% increase, 21% and 33% decrease from normal. There is no doubt that this is THE Hub of the future, as far as Roadster machines are concerned.



**ASC** The only Three-speed Fixed Hub manufactured in the world today. 10% and 25% decrease from direct drive.



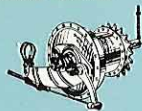
**AM Three-speed Medium Ratio.** 15.55% increase. 13.46% decrease from normal. Ideally suitable for Sports machines.

**AC Three-speed Ultra Close Ratio.** 6.66% increase and 7.7% decrease from normal. The time trial gear!



**AW Three-speed Wide Ratio.** 33.1% increase, 25% decrease from normal. Specially suitable for Roadster machines.

**ABC Three-speed Wide Ratio** incorporating hand-operated internal expanding brake.



# STURMEY

# ARCHER

THE ORIGINAL AND BEST

***Elswick Cycles Ltd.***

CYCLE MANUFACTURERS  
BARTON-ON-HUMBER

*Telegrams and Cables:*

CYCLES  
BARTON-ON-HUMBER

*Telephone:*

BARTON-ON-HUMBER  
2167-2168

# ELSWICK CYCLES

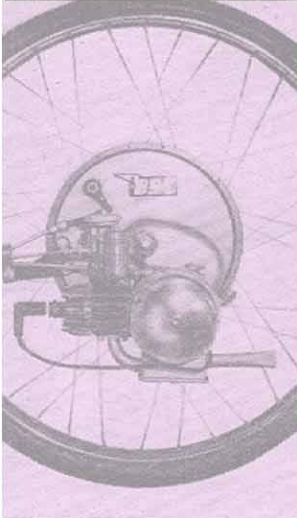
## Current Retail Prices

MODEL		Retail Cash Price including Purchase Tax
		£ s. d.
E.1.	1.L. Gent's & Lady's	16 10 0
E.2.	2.L. Gent's & Lady's	16 12 3
E.3.	3.L. Gent's & Lady's	17 5 0
E.4.	4.L. Gent's & Lady's	13 15 0
E.5.	5.L. Gent's & Lady's	14 15 0
E.6.	6.L. Gent's & Lady's Light Roadster ... ..	13 5 0
E.7.	Gent's Roadster ... ..	13 15 0
E.7.L.	Lady's Roadster ... ..	14 10 0
E.8.	8.L. Gent's & Lady's Lightweight Safety ... ..	14 7 7
E.9.	9.L. Gent's & Lady's Sports Light Roadster ... ..	14 7 7
E.10.	10.L. Gent's & Lady's Sports Tourist ... ..	17 10 0
E.11.	11.L. Gent's & Lady's "531" Lightweight Tourer ... ..	17 0 0
E.12.	12.L. Gent's & Lady's "531" Clubman ... ..	16 15 0
E.13.	13.L. Gent's & Lady's "531" Clubman Superbe (with Benelux 3-speed) ... ..	18 17 6
E.14.	14.L. Gent's & Lady's Escort Sports ... ..	15 0 0
E.15.	15.L. Gent's & Lady's Avenger Clubman (with Benelux 3-speed) ... ..	24 15 0
E.16.	16.G. Boy's & Girl's Juvenile Sports ... ..	14 5 0
E.17.	17.G. Boy's & Girl's Juvenile ... ..	12 19 3
E.18.	Model "W" Carrier ... ..	15 14 11
E.19.	Utility Carrier ... ..	17 1 5
E.20.	20.G. Boy's & Girl's Junior, 15 in. ... ..	10 17 3
E.21.	21.G. Boy's & Girl's Junior, 16 in. ... ..	11 10 0
E.22.	"Little Drummer" de Luxe Tricycle with Cushion Tyres ... ..	10 17 3
	with Pneumatic Tyres ... ..	11 15 0
E.23.	"Little Drummer" Tricycle with Cushion Tyres ... ..	8 15 0
E.24.	Cyclette, 13 in. ... ..	8 15 0
E.25.	25.L. Gent's & Lady's Tour Anglais Clubman ... ..	17 9 6
E.26.	26.L. Gent's & Lady's Escort Tourist ... ..	15 5 0
E.27.	27.L. Gent's & Lady's de Luxe Tourist ... ..	20 0 0
<b>Extras</b>		
	Sturmey-Archer Dynohub AG less DBU ... ..	4 5 9
	Sturmey-Archer Dynohub FG less DBU ... ..	4 13 0
	Sturmey-Archer Dynohub GH6 less DBU ... ..	2 11 6
	Dry Battery Unit for above ... ..	0 10 0
	Sturmey-Archer 3-speed AW ... ..	2 0 9
	Sturmey-Archer 4-speed FW ... ..	2 5 7
	Cyclo Benelux 3-speed ... ..	2 5 0
	Cyclo Benelux 4-speed ... ..	2 10 0
	Double Chainwheel Set including gear shifter on model 15 ... ..	2 13 0
	Double Chainwheel Set including gear shifter on model 25 ... ..	3 0 9
	Open Centre Gearcase where not specified ... ..	1 0 3
	Stabilizer suitable for Junior Models 20 & 21 ... ..	1 0 3
	Coloured Enamel on Models standardized in Black finish ... ..	0 7 3
	Flamboyant Enamel on Models standardized in Black finish ... ..	0 11 4
	Webb Front Forks on Motor Attachment Models ... ..	3 15 0
	2 in. Oversize Front Tyre on 1½ in. Rim on Motor Attachment models ... ..	0 2 11
<b>Tricycle Extras</b>		
	12 in. seat post and 16 in. wheels on models fitted with Cushion Tyres ... ..	0 2 10
	12 in. seat post and 16 in. wheels on de Luxe model fitted with Pneumatic Tyres ... ..	0 4 0
	Metal Basket ... ..	0 7 8
	Luggage Boot, supplied separately ... ..	0 18 8
	Control Handle, supplied separately ... ..	0 7 0

ELSWICK CYCLES LIMITED—Cycle Manufacturers

BARTON on HUMBER

# IceniCAM Information Service



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