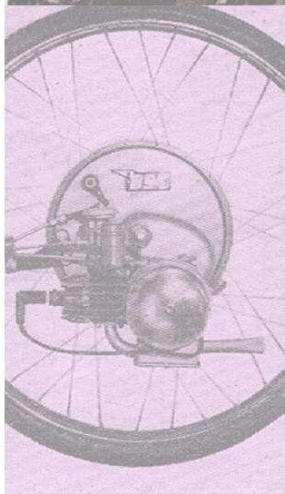


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## Manufacturers' 1957 Programmes

# MORE COLOUR FROM PHILLIPS FOR THE NEW SEASON

For the new season, Phillips Cycles Ltd., of Credenda Works, Smethwick, Birmingham, has—while keeping its range to reasonable proportions—introduced several arresting new finishes, notably in the sports and juvenile groups. The 1957 Manhattan, for instance, contains a surprise which even trained observers might miss, the latest True-Temper transfer is more extensively used as a seat-tube decoration and fluted brake-cables are more numerous.

In the Tourist group, the Manhattan model appears in an alternative colour scheme of black and flamboyant yellow. Although normally supplied as a fully-equipped machine, the model is also available in a three-speed version.

The former red and white finish of the Manhattan is retained as an alternative, but with a difference. Just what this difference is is not immediately evident when one sees the machine, except that one gains the impression that the two-colour scheme is even better balanced than previously. Only later does one realise with a slight shock that something has been done on this machine which, to our knowledge, has never been done on a bicycle before.

### Ice-blue mudguards

The Lightweight Tourist Models P27 and P28 are available finished in flamboyant deep Burgundy or black, with white-box lining, but the Burgundy model is now fitted with ice-blue mudguards.

The Sports Light Roadster, Safety and Roadmaster models and their Tourist equivalents have also been improved by the addition of such refinements as helmet track-nuts on the hub spindles.

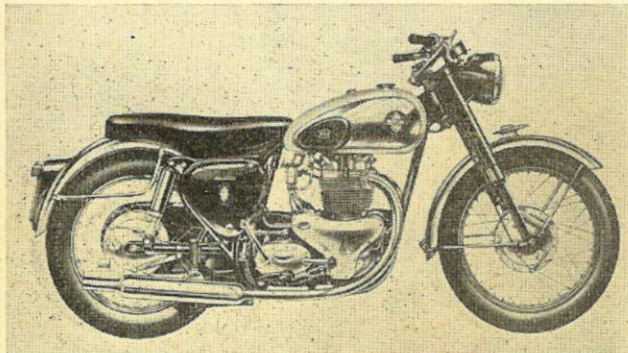
Among the Juvenile bicycles and tricycles there is a new version of an old favourite, the Junior Sports models—P19S and P20S. These 18 in. cycles with brazed-up frames and 24 in. wheels and cable brakes were introduced three years ago, and have since established themselves as firm favourites among the younger generation. Hitherto they have been available only in a flamboyant kingfisher blue finish. This finish is retained, but a new striking alternative is offered which is basically black and red. The frame is black with white head and white bands on the seat tube. The mudguards and pump are red, and chainguard, transfers, and brake cables are all white. Latest deliveries are being fitted with white-wall tyres (both on this and on the kingfisher blue model) and the whole effect is of a very sporty and exciting little machine.

The Juvenile models P19 and P20 with 18 in. frame and 24 in. wheels, and finished in flamboyant Italian red or flamboyant blue, now have self-colour mudguards, and white head-tube and peaks on the top- and down-tubes. The chainguard is also white.

A similar colour scheme is adopted on the robust Minor models P29 and P30. These have 16 in. frames constructed from adult-size tubing. The 20 in. wheels are similarly constructed with adult hubs carrying a full complement of spokes, and not with juvenile hubs, as is too often the case with similar machines produced by some manufacturers. These bicycles are also shown fitted with balancer wheels. Balancer wheels are also available on the Kiddies models P21 and P22, which have 16 in. frames and 18 in. wheels, and are also finished in flamboyant Italian red or flamboyant blue.

The Magic Steed de luxe tricycle model P25

*(Continued on page 74)*



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650 c.c. ohv twin, A10 Road  
Rocket.

**1957 Programmes—Cont.**

continues to hold its position as the only one in its class. The patented duplex frame gives strength and stability to this model.

Its younger (and cheaper) counterpart, the Red Knight model P32 also has 16 in. wheels, with solid tyres. A notable feature of the Red Knight is that the bottom-bracket has full ball-bearings. Both tricycles are fitted with roller lever rim brakes.

In the Phillips' Sports range a new model makes its debut—the Valiant (models P13 and P14) finished in flamboyant blue or flamboyant Italian red. It has light-blue head and peaks



**PHILLIPS JUNIOR SPORTS—A great machine for the younger generation.**

on top and down tubes, and light-blue plastic sleeve-grips.

Also making its first appearance at Earls Court, although at the other end of the Sports range so far as price is concerned, is the Fleur de Lys model P17. In its striking finish of flame with black panels and Fleur de Lys motifs, this model has already enjoyed considerable success since its introduction in March of this year, although demand has hitherto far exceeded production capacity. The frame and half-chrome forks are constructed entirely of Reynolds 531 tubing, and brakes, pedals and handlebar bends are of light alloy. Brampton Alalet head fittings, lightweight bottom-bracket set, Bluemel Club Special guards and a Brooks' B17 saddle complete the specification. Five- or ten-speed gears are offered as optional extras. The bend is taped in black, matching with the black brake-cables, mudguards and 13 in. pump, and contrasting with the flame of the frame to produce a machine of high distinction. Wheels of 27 in. size are fitted.

Since the Jaguar model appeared last year in its new guise of black and red, it has attained a volume of sales not previously associated with this type of

high-grade club machine. The frame is of 73-71 degree angles, and is constructed of Reynolds 531 tubing, with Brampton Alalet head fittings and Bluemel Club Special mudguards. The Maes bend is of light alloy, as are the Phillips' Grand Prix brakes, and the 27 in. high-pressure rims and tyres are fitted with Resilion large-flange hubs. Three-, four-, five- or ten-speed gears are offered as optional extras. The machine is now also offered in a new finish of silver grey with red mudguards, pump and handlebar tape.

The Vox Populi Models P15 and P16 are also constructed of Reynolds 531 tubing, and they, too, have Resilion large-flange hubs in 27 in. wheels. The tyres are Dunlop White Sprite, and hooded levers, taped Maes bend, and a Wrights' Olympian saddle completes the specification. This well-known machine has, for the past 12 months, been available in flamboyant Italian red and flamboyant blue, and now a third new finish is offered. This is in two shades of blue—light and dark—the frame being finished in light-blue with dark-blue head and peaks, and a dark-blue diamond on the seat tube.

The Kingfisher models P33 and P34 are now offered with a double chainwheel and front changer, giving six speeds, as an optional extra. Apart from this, little change has been made from last year's specification apart from additional ornamental panels on the seat tube, and the addition of the Wrights Olympian cut-away saddle, which further enhances the sporting appearance.

**PHILLIPS' PRICES (from November 3)**

			Basic Price	Price
			£ s. d.	Inc. P.T. £ s. d.
P1	G	Sports Light	13 14 3	16 11 10
P2	L	Roadster		
P3	G	Sports Light	16 8 0	19 16 11
P4	L	Tourist		
P5	G	Safety	13 14 3	16 11 10
P6	L			
P7	G	Safety Tourist	16 8 0	19 16 11
P8	L			
P9	G	Roadmaster	12 19 3	15 13 8
P10	L			
P11	G	Roadmaster	15 10 0	18 15 1
P12	L			
P13	G	Valiant	13 17 9	16 16 1
P14	L			
P15	G	Vox Populi	15 11 3	18 16 7
P16	L		23 2 9	27 19 11
P17	G	Fleur de Lys	19 12 9	23 15 4
P31	L	Jaguar		
P19	G	Juvenile	10 18 6	13 4 5
P20	L			
P19S	G	Junior Sports	11 11 0	13 19 6
P20S	L			
P21	G	Kiddies	9 10 6	11 10 6
P22	L		15 8 0	15 8 0
P23	G	Carrier-standard	16 9 9	16 9 9
		Low gravity	9 2 0	11 0 3
P25	G	Magic Steed tricycle	12 15 9	15 9 5
P26	G	Speedtrack		
P27	G	Lightweight	16 9 4	19 18 6
P28	L	Tourist		
P29	G	Minor	10 4 6	12 7 6
P30	L		7 17 0	9 10 0
P32	G	Red Knight Tricycle		
P33	G	Kingfisher	16 0 9	19 8 1
P34	L			
P35	G	Motor attachment	13 11 6	16 8 6
P35L	L			
P36	G	Motor attachment	15 1 6	18 4 1
P36L	L			
P37	G	Manhattan	18 7 6	22 4 8
P38	L			
		Manhattan		
		SA three-speed only (less lighting)	16 7 3	19 16 0