

PUTTING CHEAP AND SAFE TRANSPORT IN FRONT OF THE PEOPLE

—The answer is the Raleigh Wisp

Ever since the start of the present century, the British cycle industry has been trying to put cheap and safe powered transport in front of the people.

The earliest motor cycles were mechanized bicycles. The wheel attachments of the 1920's were, at best, compromises (they failed, however, because metallurgy had not advanced enough then to provide a high-revving two-stroke). The autocycles of the 1930's were bulky and comfortable but slow and ungainly (the last war finished them off). Engine-attachments were killed in the 1950's by taxation (PT).

The two-stroke mopeds of the late 1950's and the 1960's (and the small four-stroke motor cycles) have won wide popularity, proving the point once more that the public needs 'a utilitarian two-wheeler,' and will buy.

Fanfare into flight

Yet the provision of an acceptable, handy, docile universal 50cc powered mount for the multitude has evaded our industry: that was until the arrival of the WISP, which is being fanfared into flight in this supplement.

Now, the story is altered.

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Before going on, I want to say this much: the retail cycle business has grown wary in recent times of nostrums that would end its troubles, allegedly putting their sales back to the volumes of the early 1930's and the first 10 post-1945 years. There have been too many disappointments, too much good money lost, too many failures of all kinds.

What we all need today is an uplift in sales and in spirit, a feeling that we are getting somewhere big in the small-engined powered-vehicle field; in short, something new that will provide the mass sales that we knew in the 1930's (remember the Model P Hercules?). A low-powered two-wheeler of modern design is the obvious answer, so very much the desire of everyone in the trade who wants to see it prospering once more.

I think that Raleigh has found the answers in the WISP.

But it needs more than a sound and appealing design to make a success today of cheap two-wheeled transport. It needs the model to be marketed by a well-established, well-known and well-breeched (in the money sense) company; that company must already have a well-spread and responsible chain of dealers; and it requires spare parts and skilled service to be available throughout the United Kingdom.

Alone among the cycle manufacturers of Britain, Raleigh has the large-scale organization, nationally and locally, that can satisfy these essentials. I would hazard that there are over 4,000 Raleigh outlets available for selling the WISP; and that Raleigh is ensuring that as many as possible of these provide first-class service (the firm cannot be held responsible for the odd few traders who do not come up to its stipulations).

* * * *

In common with dealers in most parts of Britain, I have tried the WISP. The first impression — and one which is likely to be lasting — is that Raleigh has reached in the WISP new standards in eye appeal, ease of starting, docility and general control.

I have seen women journalists who have never ridden a powered two-wheeler get on a WISP and drive away without as much as a drop of the hat (or a hair-lock out of place). This machine will make instant converts wherever it is demonstrated.

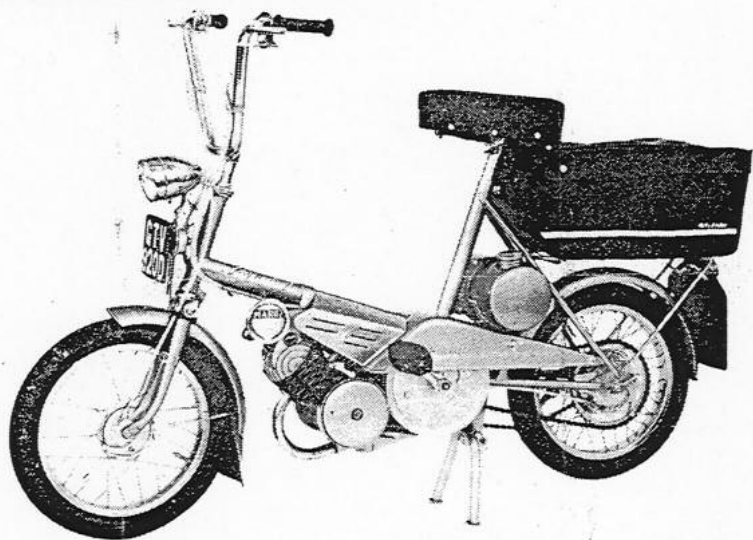
Even running

I have given the WISP full throttle and got up to the 25mph maximum in less than 10 seconds. I have dawdled along at three mph on a slightly-opened throttle. I have turned the machine within its own length. I have pulled up sharply and have been amazed at the smooth power of the brakes. Most of all, I have been surprised at the even-ness of the running of the engine-unit.

It seems to me that the replacement for

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The spark plug fitted
to the smart new Wisp
is the famous
CHAMPION...



**completely reliable,
completely dependable**

STILL ONLY 5/- EACH
Recommended retail price



Cheap Transport—Continued

those former mass sales of bicycles for utilitarian purposes has at last reached the market as the WISP makes its bow.

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Unofficially, of course, I have learnt that you, the dealers, are as pleased as I am about the appearance, performance and sales-potential of the WISP. Just as unofficially (that is to say, without any official confirmation from Raleigh) I have heard that over 40,000 orders for the WISP were put in before today's launch. If such business can be done in advance, what is the eventual sales-potential likely to be? One hundred thousand next year, going on to even greater figures afterwards....?

No one in the trade should underestimate what might possibly happen after

this magnificent start. The WISP looks like changing the "powered-bicycle" situation overnight. Instead of looking wryly at those falling new registrations, we can all of us go forward to expansion, not only in WISPS, but in accessories and spares for WISPS, and, indeed, in all categories of powered two-wheelers.

The transformation that should happen in the near future could only have been done by a company with Raleigh resources. I hope that every two-wheeler dealer in the country will get with Raleigh in this great effort to put Britain in the forefront of powered sales. With corresponding drive, loyalty and acumen, retail traders can share fully in the imminent stride forward towards widening sales horizons generally provided by the coming of the WISP.

Get away with the Raleigh WISP!

HAROLD BRIERCLIFFE

Editor: Motor Cycle and Cycle Trader.

HOW THE WISP CAME INTO BEING —AND WHAT IT IS

The Raleigh Wisp is the product of a market survey which showed that nationally there was a demand for a motorized machine that would appeal in similar manner to the small-wheel bicycle.

The Wisp is the first-ever small-wheel, full-size, powered machine. It has 16in wheels and weighs 77lbs. It has a fully-automatic engine.

Among engine characteristics are quietness. Primary belt-drive is used. Two hub brakes are fitted.

Petrol consumption is 150mpg, with a ratio of 16-to-one. Capacity of the tank is 4½ pints (including reserve).

Handlebars are in the high-raiser style. The mattress-saddle can be adjusted for height with a quick-release lever.

The carrier bears a roll-top bag which is quickly-detachable. Other items are electric-horn, number-plates, and toolkit. A stout rear-stand is another fitment.

Two finishes are offered, fiesta blue or Spanish gold.

Retail price: 57 guineas.

Raleigh has always been the two-wheeler industries' leader and also its foremost technical innovator. The use of pressed-steel components and the liquid brazing of

frames are only two of the major technical advances made by Raleigh and the Sturmev-Archer three-speed gear was first introduced on Raleigh bicycles.

In the 1920's, Raleigh enjoyed a high reputation for first-class motor cycles and three-wheel lightweight vans, production of which ceased in 1935.

It was not until 1958 that the company once again entered the two-wheel motorized market, producing a low-priced utility moped. From 1963 on, Raleigh motorized two-wheelers increased in popularity until these products accounted for 38 per cent of the total British moped market in 1966.

The moped, however, has been *per se* very much the working man's transport, a situation which was, up to two years ago, of similar pattern in the world of bicycles (excluding, of course, the sports enthusiasts).

In conception, the Wisp is not merely "with it"—it is ahead of "it".

In design it is gay and light-hearted.

In performance it is safe and highly efficient.

Perhaps the simplest and strongest one-word description of the WISP is "accept-

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What It Is—continued

able." It is, indeed, acceptable to a wide variety of people, under all social conditions, and for a multiplicity of uses. Both men and women can use it and it is adjustable to a large range of sizes — a "family" machine with attributes which make it as essential as a second car for family use.

Once again, Raleigh has produced a machine which has been established by market research as "wanted". At the commencement of this research, initial responses were favourable. This progressed to happy, pleased reactions to the "new image of personal motorized transport". The majority response was, right at the

beginning, that the WISP was "smart", "dainty", "modern", and "that will solve my shopping and popping about town troubles", from women. It was "extremely handy and versatile", "cheap to run, and maintenance is a piece of cake", and "a very quick method of transport through traffic" from the men.

An outstanding early reaction from a representative-teenager was "It will catch on quickly — people will make it the 'in' machine".

The combination would seem to signal another success for Raleigh: experience plus quality, expert market research and marketing equals the Raleigh WISP.

WISP SPECIFICATION DETAILED

Engine:

Of 49.9cc capacity (£2 a year Road-Fund Tax) the two-stroke engine features an aluminium cylinder-barrel with a hard chrome-plated bore. It develops 1.40bhp at 5,000rpm and is fitted with a highly efficient silencing system.

Transmission:

The single-speed transmission with a double-acting automatic clutch provides simple starting and positive speed control. Gear ratio is 13.8 to 1.

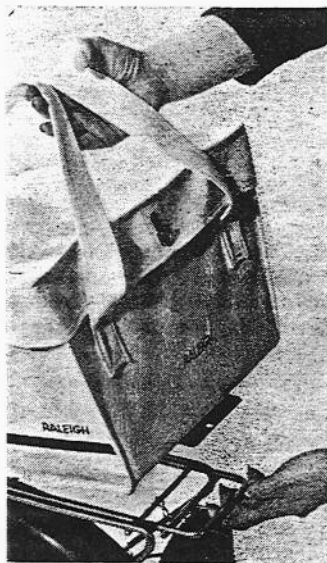
The fuel-tank holds $4\frac{1}{2}$ pints, enough for 80 miles travel, with $\frac{1}{2}$ pint held in reserve. A removable turn-button controls the fuel (petrol) flow and is, in itself, an anti-theft device.

Maximum speed is 25mph and cruising speed 20mph. Under any circumstances, these figures are more than sufficient for the short-haul purposes for which the WISP is designed.

Wheels:

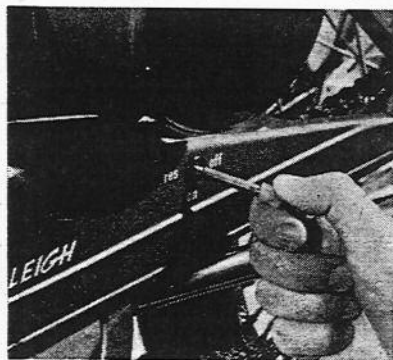
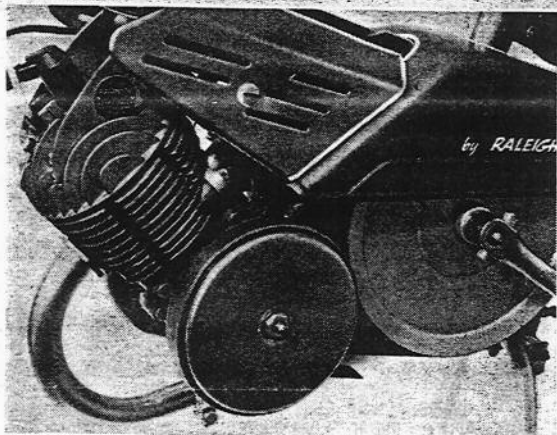
These have 16in by 2in reinforced Dunlop covers and tubes on Endrick rims. The front cover is of high-cling rubber. Inner tubes are fitted with Schrader valves.

THE LARGE HOLDALL is freed from the rear carrier by a quick-release catch. The holdall is also fitted with carrying handles for shopping trips, etc.



TIDY TWO-STROKE POWER PLANT. Suspended from the main frame beam the engine is partially enclosed by two quickly detachable chromium-plated fairings.

THIEF-PROOFING DEVICE. A removable petrol key immobilizes the machine by cutting off the supply of petrol to the engine.



Brakes:

The rear brake is 80mm (3.5/32in) and the front one 89mm (3½in) in diameter. Both are fully-enclosed hub brakes, which cannot be affected by climatic conditions. Light-action finger levers control the brakes.

Lighting:

A built-in system works from an 18-watt engine-driven generator. Headlamp bulb is 6V 15 watt and the rear 6V 6 watt, with the rear lamp incorporating a reflector.

The headlamp is low set and has an adjustable beam height.

Fittings:

The WISP handlebars are of the newest high-riser variety, adjustable for height, and providing positive steering with perfect control.

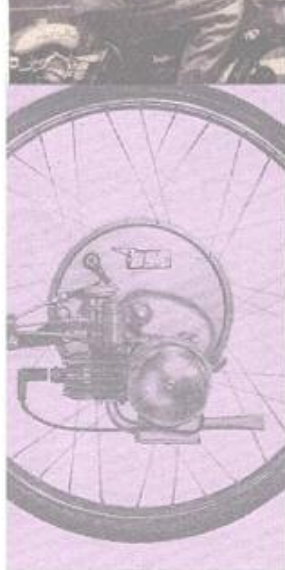
After two years' sales of the highly successful "family" of Raleigh small-wheel bicycles, it has been found that most riders value very highly the large holdall, held on its quick-release carrier. A holdall of similar design (but of the greater strength demanded for motorized travel) is fitted to the WISP. The chromium-plated rear carrier has a simple spring-held, quick-release holder for this bag. Combined with the two large carrying straps (which can be stowed away inside the holdall) it becomes an extremely large-capacity shopping bag.

At the price of 57 guineas, the WISP is fully equipped with the previously-mentioned lighting equipment, electric horn, tool kit, number plates and the anti-theft fuel tap. If the owner wants them, both leg-shields and windscreen can be fitted, but these are extras, supplied by the dealer.

Data:

The WISP, fully equipped, is 77lbs in weight. It is 56½in long, 26½in wide and 39½in high. Wheelbase is 38½in.

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