

STREAMLINED BSA AND NEW HUDSON RANGES

Sunbeam range extended—Waverley also to be extended

In a move to provide streamlined production to meet changed economic conditions, the BSA and New Hudson ranges for next season have been revised. Some of the less-popular models have been dropped, and new models introduced where there is a definite demand. The Sunbeam range has been increased considerably and there are now nine models in this, instead of four. There is also to be an increase in the Waverley range which was introduced earlier this year, but details of the new machines in this range will not be announced until the opening of Earls Court.

The company will, as a result of these changes, be producing four distinct and compact marques of machines for next season.

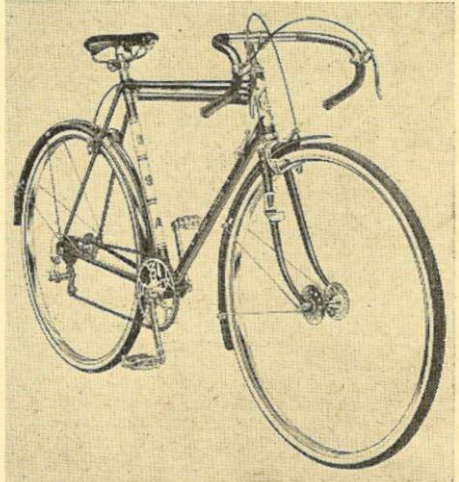
The two outstanding features of the BSA range are the introduction of a men's only Golden Clubman in place of the men's and women's Golden Wings, and a further upgrading of the Tour of Britain Sports machine. The new Golden Clubman has a 21½/23 in. frame with 72/70 degrees angles of Reynolds 531 tubing. Its specification includes brazed-on cable eyelets, oval-to-round section fork with chromium plated crown cover, wide-flange hubs, white-wall tyres, Maes bend handlebars on 2 in. extension and a Lycett L.15 Swallow saddle. Finish is in black and gold with red guards and decorative transfers.

Improved Tour of Britain Sports

The Tour of Britain Sports now has light-alloy racing-hubs and a new oval-to-round fork, with chromium-plated crown and ends and is fitted as standard with a Cyclo Benelux or Simplex four-speed gear. Optional extras are five-, eight-, 10-speed gears. Finish is in choice of black and cream, with black or red Bluemel Club Special guards, or ruby and cream with cream Club Special guards.

The Golden Crest model is continued as before, except that narrow-barrel hubs replace the wide-flange hubs. Finishes are new, with a choice of red, blue or cream with contrasting head and seat tube panels and guards.

The Star Rider light tourist machine is also virtually unchanged. Comfort-bend bars will be offered as an alternative to the all-rounder bend and the saddle and holdall will be in a new sandy-tan finish. Green or black as additional colour choices to the present red and blue are offered with chromium head, seat-tube panel and guards. New for next season on this model and also on the Streamlight light roadster is a slim, lightweight chain-guard with a duo-tone finish which is also fitted on some New Hudson models. Finish



A NEW BSA—The Golden Clubman, described on this page.

on the Streamlight is unchanged in black, green or Bayard maroon, but the model will be fitted with white-wall tyres for next season.

The Regency de luxe remains substantially unaltered as does the Safety Shopping model. The latter now has a centre-pull operated rear brake. The ladies' Keep Fit model has been discontinued. The range is completed by the junior models which include the Legionaire (boys) and Debutante (girls) models featuring a coupled front brake and a coaster rear hub which were reviewed earlier in the year.

New Hudson changes

In the New Hudson range, the Race Rider and Silver Arrow models have been discontinued, the Silver Streak, which is retained, being the principal sports machine. This has new finishes for next season—Empire blue and ice-blue, French blue and cream and Windsor red and cream being offered as alternatives each with contrasting head and guards. The specification is unchanged with 19, 21 and 23 in. brazed-up frame sizes available.

The Ace Rider light tourist model will be available in black or green as well as red and blue and will be fitted with the duo-colour lightweight chainguard. Comfort bend bars are offered as an alternative to an all-rounder bend, and a sandy tan holdall and saddle are fitted. The new chainguard is also fitted on the Light Roadster and this will have white-

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wall tyres for next season. Finishes continue to be black, green or Bayard maroon on this model.

The Meriden de luxe, the equivalent model to the Regency in the New Hudson marque, is discontinued but the Safety Shopping model with the same specification as the BSA model is continued. In the New Hudson junior range the equivalent safety models, also announced earlier this year, are the Graduate and Collegiate.

In both the BSA and New Hudson ranges colour finishes are all in stove enamel. On the junior and sports machines flamboyant ruby or blue are available as extras.

New Sunbeam models

There are three new Sunbeam models, a boys' and girls' 18 in. Junior, a men's and women's light tourist and a Safety Shopper. In addition, the luxury roadster has been considerably modified. Finishes throughout are standard in black with bronze lining.

The junior model is similar to the equivalent BSA junior but with white-wall tyres and chromium plated fork-ends. Wheels are 24 in., handlebars chrome North Road raised, brakes roller-lever and mudguards steel with a chrome spear-point. There is a coloured chainguard.

The light tourist model also has white-wall tyres and chromium plated fork ends and the new lightweight chainguard. Frame sizes are 20, 21 and 23 in. Both roller-lever and caliper brake versions are available. A Brooks' spring saddle is fitted. Equipment includes a holdall and tools.

The Safety Shopper has a similar specification to the BSA model, but with white-wall tyres and chromium plated fork ends.

The de luxe roadster appears for next season in a re-designed form in line with current requirements. Owing to the demand for a Sturmey-Archer three-speed as optional to the BSA three-speed, the model will be offered with either; as a result, the quick

release BSA three-speed hub and the Sunbeam little oil bath gearcase have been dropped. A full gearcase is fitted and the model has centre-pull operated roller-lever brakes, that for the rear being of the double-yoke type. Tapering rear chainstays and a spring-seat saddle are also fitted and the model is considerably lighter in weight than previously. The headlock, propstand, etc., continue to be standard equipment as does either a BSA Hublite or GH6 Sturmey-Archer Dynohub.

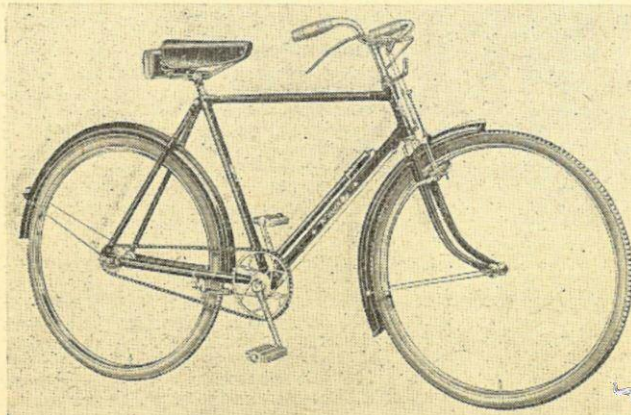
Waverley range extended

The Waverley roadster machine which is available in various forms in both men's and women's models is unchanged in specification. Standard finish is in black with red and gold lining. As mentioned, this range will be widened for next season by the introduction of further models, to be unveiled at the opening of Earls Court.

BSA or Sturmey-Archer three-speeds and the BSA Hublite Supreme or Sturmey-Archer GH6 Dynohub are available on all models in the four ranges where they are not fitted as standard. Retail prices will be announced shortly.

ARIEL RANGE AND PRICES FOR 1957

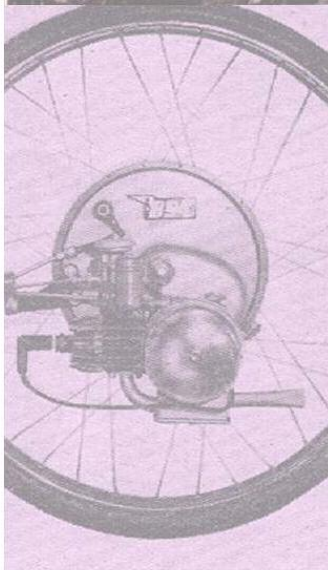
	Basic Price			Price Inc. P.T.		
	£	s.	d.	£	s.	d.
4G 1,000cc Square Four	260	0	0	322	8	0
FH 650cc Huntmaster Twin	204	0	0	252	19	3
KH 500cc Fieldmaster Twin	195	0	0	241	16	0
VH 500cc Red Hunter Single	174	0	0	215	15	3
NH 350cc Red Hunter Single	167	0	0	207	1	7
LH 200cc Colt	117	0	0	145	1	7
VB 600cc Side Valve	165	0	0	204	12	0
HT5 500cc Trials Red Hunter	177	10	0	220	2	0
HT3 350cc Trials Red Hunter	177	10	0	220	2	0
HS 500cc Scrambles Red Hunter	200	0	0	248	0	0
All-enclosed rear chaincase available for models FH, KH, VH, NH and VB at extra	2	10	0	3	2	0



THE BSA WAVERLEY — The basic roadster model in the Waverley range.



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