

Manufacturers' Spring introductions**COMPLETELY NEW PROGRAMME FOR
ARMSTRONG CYCLES**

ARMSTRONG CYCLES LTD. announces a completely new range of bicycles. Too often the word "new" is used to cover a few small alterations, but looking through the specification of the latest Armstrong range, it is obvious that a great deal of thought has gone into providing bicycles that cover the main market, and possess the right style and "gimmicks".

Undoubtedly one of the features which have made a big impact on the market in the past two seasons has been the success of the Campagnolo gear. Armstrong was the first major firm to introduce a special cycle with this fitted, and while the Campione model is continued, it shows many interesting changes, and could be the season's top seller in its class. Two main colour finishes are available, black or zircon blue, and in keeping with today's Italian trend for chrome bands, both these are offset with four bright 1 in. bands on the seat tube.

Continuing this style are the mudguards, the new Bluemel black Classique with a bright mylar-chrome centre-strip. Typifying the Latin look, too, are the brake-cable clips along the top tube, and the polished alloy pump in front of the seat-tube. Completing this specification are Weinmann brakes, single-sided pedals, 27 in. wheels, with white walls, and large-flange hubs, cutaway saddle, Maes alloy bends and Williams chainwheel set. At £25 19s. 6d. this five-speed model will be a sure seller.

In similar style but with further Continental flair, is the Classique. This is a brand new bicycle using the Weinmann Vainqueur centre-pull brakes. These are anodized red, matching the red large-flange hubs and anodized red pump, and in keeping with the latest fashion

HAVANA MODEL: Retailing at £20 19s. 6d., the Havana model incorporates three-speed hub gear and white-wall tyres.



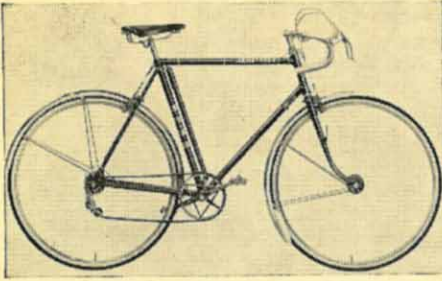
another bright feature is the red anodized bottle on the down tube. Polished alloy Continental mudguards and the four bright seat bands provide a shining contrast to the main frame colours of black or zircon blue. Campagnolo gears are fitted and with top-tube brake clips, and pump in front of the seat-tube, this will be a showpiece of the Italian trend allied to best British workmanship. Very competitive, too, is the price, £26 19s. 6d.

Looking back down the range to the cheaper models the Avanti with four-speed Benelux Mk. VII gears, 27 in. wheels, alloy Maes bars and brakes, and all the usual brazed-on bits and pieces should be a steady seller at £22 9s. 6d. It has all the features young enthusiasts look for and is available in Eau de Nil with red mudguards, polychromatic blue with black mudguards or lavender with red mudguards.

Next in line is the Europa—again another new name and a new bicycle. There is a steady demand for this type of bicycle with bright colours, Benelux Mk. VII five-speed gear, cutaway saddle, alloy Maes bars and brakes, 27 in. high-pressure wheels and white-wall tyres. To make this machine stand out from the usual pattern the brakes are anodized red, and the large-flange hubs are in matching colour. Bluemels pearl mudguards and pump are used to contrast the main colours of flamboyant cherry red, flamboyant Mediterranean blue or black. Contrasting head- and seat-panels are also used and the price is £23 9s. 6d.

Top-price model in this Armstrong range is the Consort, but only the name bears any resemblance to the previous Consorts. There is now a new frame of Reynolds' 531 with fine cutaway lugs, and this provides a basis for an excellent specification, which includes Weinmann 999 Vainqueur brakes, 27 in. high-pressure wheels and tyres, Bluemels accessories and features Alalet head fittings and lightweight bottom-bracket set. While the Benelux Mk. VII gear is fitted as a standard, the new Benelux Super 60 is available in limited quantities. Keeping an eye on the clubmen's colour desires, the Consort has been styled with new contrast patterns. The main frame tubes are in one colour and the front forks, head-panels, 5 in. by 1 in. seat-panels, chain- and seat-stays are in black. Main colour contrast and mudguards are as follows, white/red or flamboyant red/blue or tangerine/green or lavender/black. Priced at £28 19s. 6d. (Mk. VII gear), this will

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ARMSTRONG CLASSIQUE: A most appealing model in the new range is the Classique, it features many of the latest trends in racing cycles.

ARMSTRONG RANGE—continued certainly keep Armstrong well up in the lightweight field, where the firm has been so long established.

Catering for the young rider, an 18 in. by 24 in. model is also included. This, with a sports frame and cable brakes, is at £15 19s. 6d. The Wanderer is available in tangerine and metallic-green or kingfisher blue and lavender. This innovation will certainly provide a splash of different colour to these type of bicycles, and should prove quite an attraction.

At a special price to suit the "in-between" riders, the 19½ in. by 26 in. Adventurer retailing at £19 9s. 6d. includes in the specification an AW gear and a smart front carrier for the boys and a rear carrier for girls. The flamboyant copper or flamboyant Mediterranean blue is offset by polished alloy mudguards and four chrome seat bands. Together with two-tone saddle and bag, this is a bright bicycle for boys or girls.

Completing the general range and the only machine to retain any semblance of the previous season's bicycles, is the Havana. This has always been in steady demand, and should continue to be so at £20 19s. 6d. This price includes an AW gear, Bantel Beaugardes, white-wall tyres, and a large saddle bag. The frame colours, with contrast peaks and mudguards, are black/red, flamboyant blue/powder blue or flamboyant red/Eau de Nil.

Armstrong frames are still very much in demand, and although these are built to rider's own specifications, details will shortly be available of a basic range. Currently popular are frames in double butted Reynolds' 531, with Nervex Professional lugs and Campagnolo fork-ends. On these and similar frames the lightweight section is having a busier period than for some time, and is a useful pointer to the continued interest in the sporting side of cycling for which Armstrong has for so long been attached.

ARMSTRONG MARKETING

To back up its bright new range of bicycles and help dealers to attract even more of the growing teenage market, an Armstrong advertising campaign has been planned for the peak period. This will cover the four months of June, July, August and September and be concentrated in such papers and magazines as Weekend, Reveille, Adventure, Wizard, Rover, New Hotspur, Scout, Meccano Magazine, and Boy's Own Paper and the specialist Cycling "Coureur" and CTC Gazette. This programme gives an excellent coverage of the important age group which now provides such a bulk of bicycle sales.

ELSWICK-HOPPER FASHION BICYCLES IN GLASGOW

If it is possible to convert a much larger percentage of young Scots women to cycling—I predict the Hopper range of fashion machines will do it (writes Broomielaw).

At the first Scottish show by Elswick-Hopper, in the Grand Hotel, Glasgow, this range needed no background to highlight its sheer delight of colours.

In point of fact, no display material was used at this show, and strangely enough, it was not missed in the least.

Much of the dainty detail beloved of women is incorporated in the fashion range.

The Lincoln Imp has always impressed me as a machine which will stand the test of time and it looked good in the new range of colours.

The whole range from the firm was on show, with the exception of juvenile models, which I thought was a mistake, for there is now no particular season for sales of these.

The range of Auto Vap mopeds was on show and was duly admired.

CANTERBURY PRICE INCREASES

Owing to the increasing cost of labour and materials, Canterbury Sidecars Ltd., Arisdale Avenue, South Ockenden, Romford, Essex, announces that a number of sidecar prices have been increased. They are now as listed below.

Model	Retail Price		
	Inc.	£	s. d.
Competition unit complete	...	86	1 11
Javelin on GMC/10A chassis	...	119	0 8
Continental on GMC/10A chassis	...	111	0 3
Snipe on GMC/10A chassis	...	119	0 8
Sportsmobile on GMC/10A	...	125	10 5
Hawk on GMC/10A	...	96	11 3
Carmobile on GMC/10A	...	129	4 10
Demon on GMC/8 chassis	...	67	0 4
Eagle on GMC/10A	...	115	8 6
Venom on GMC/10A	...	99	19 10
Avenger body only	...	60	13 4
Valiant body only	...	39	19 11
Challenger body only	...	57	5 11
Conqueror body only	...	71	6 10
Victor body only	...	66	14 6
GMC/3A chassis	...	37	18 3
GMC/6A chassis	...	39	2 7
GMC/10A chassis	...	43	15 5
Valiant unit on GMC/3A with disc wheel	...	69	19 10
Lightweight commercial box on GMC/8	...	45	2 2

Blue Streak with SA FM

Raleigh Industries are now offering the Blue Streak equipped with Sturmey-Archer FM gear as an alternative to Benelux 5. Retail price, including tax, is £21 17s. 6d.

DKR scooter changes

As from May 1, the DKR Pegasus scooters are increased in engine capacity from 148 c.c. to 173 c.c. There is no increase in cost and Siba electric starter will remain in the specification. The capacity of the kickstart version, the Dove, remains at 148 c.c.

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