

# A RESTYLED NEW HUDSON AUTOCYCLE

Selling at new retail price of £75 12s.

**T**HE New Hudson autocycle has been restyled, to bring it into line with modern trends. Announcing this, BSA Cycles Ltd.,—which has produced this steady-selling model without any major changes for the past ten years—states that the new retail price will be £75 12s.

The new version of the model incorporates a redesigned frame, improved cooling of the engine, and a fully-enclosed chain-case. The power-unit, a Villiers 98 c.c. 2F is unchanged. The cradle-type frame (of heavy-gauge steel tubing, fully brazed up) has a redesigned top-tube to provide easier mounting and dismounting, and incorporates a Webb tubular motor-cycle type front-fork, instead of the former girder-fork. Adjustable clip-on type motor-cycle handlebars, with Amal twistgrip throttle and adjustable levers, are now fitted.

A new 14-gallon welded steel fuel-tank—fitted with a reserve tap of approximately  $\frac{1}{4}$  gallon—is provided. The engine- and chain-cowls (which are easily detachable) are joined at the crank centres and generously valanced, deep-section, front and rear mudguards are fitted. A new silencer of improved design, which gives quieter running and improved performance, is also specified. A large-size headlamp, incorporating a parking battery, is employed and a motor-cycle rear lamp incorporating a reflector is provided. Tyre sizes are 21 in. by 2.25 in., with large-diameter internal-expanding brakes.

## Full equipment

The saddle is of the spring-seat type and a centre-stand is fitted. Equipment includes a bulb-horn, toolbag and tools, inflator and licence-holder and a Tecalemit oilgun. Finish is in maroon enamel, rustproofed, with gold lining and gold transfers on the engine cowls. All the usual parts are chromium plated.

A number of extras are available at the following inclusive prices: Legshields, £1 18s.; carrier, 14s. 6d.; windscreen, £2 9s. 8d.; and speedometer, £4 8s. 8d.

Following this announcement, there will be a concentrated advertising campaign on the New Hudson autocycle in the technical and national Press.

Every New Hudson dealer has been notified concerning the double-column advertisement blocks for use in their own local papers and financial assistance from BSA will be given to tie-up with the advertising campaign; there are special window bills, literature, and price guides.



Modern lines of the restyled New Hudson autocycle.

## NORWICH CYCLE SHOW

**J**OHNSON, Burton & Theobald Ltd., the well-known factors of Norwich, recently staged a "Phillips cycle show." The event was arranged in conjunction with Phillips Cycles Ltd., and dealers from Norfolk, North Suffolk and the Isle of Ely attended.

A comprehensive range of machines was displayed, and emphasis was placed on the latest finishes and models. A popular exhibit was the Phillips Gadabout motorized cycle.

Those in attendance included R. V. Richards (Phillips Cycles), K. R. Holbrook, cycle department manager, Johnson, Burton & Theobald, and sales representatives A. W. E. Savage and H. N. Bushell.

## Triumph Staff Party

Some 400 members of the staff of the Triumph Engineering Co. Ltd., together with a number of Triumph's trade suppliers, spent an enjoyable evening recently at a buffet-dance given by the firm at the Leofric Hotel, Coventry. There was a cabaret during the course of the evening, and dancing continued until 1 a.m.

In a short speech of welcome, Edward Turner, Triumph's managing director, commented on the large number of the original staff from 20 years ago—"when we set out to put Triumphs on the market"—who were still with the firm. Owing to the efforts of the staff and suppliers there had, he said, been no lessening of production of Triumph motor cycles, and everyone was proud of the fact that it had been necessary to make five extensions to the factory since the end of the war.



**HERE IT IS...** *just what you've been waiting for!*

THE *Re-styled*  
**NEW HUDSON**  
A BSA product  
**AUTOCYCLE**



THESE SALES POINTS SPEAK FOR THEMSELVES 98 c.c. Engine. Complete enclosure. Valanced guards for extra weather protection. Sturdily-built frame. Heavy duty tubular spring fork. Adjustable clip fixing motor-cycle type handlebar with welded control levers.

**72 GNS.**

(Inc. Tax) complete with Lighting, Horn, Number Plates, etc. (Leg Shields and carrier optional extras).



**98** C.C. ENGINE FOR LONG LIFE AND MINIMUM MAINTENANCE

- **AMPLE POWER**
- **MODERN LINES**
- **EXCELLENT PERFORMANCE**
- **PROVED RELIABILITY**
- **DEALER CO-OPERATION**

includes window bills, leaflets, price cards and advertisement blocks for your local press.

  
**NATIONALLY ADVERTISED**

*in the*  
**NEWS OF THE WORLD**

**SUNDAY EXPRESS**

**MOTOR CYCLING**

**MOTOR CYCLE**

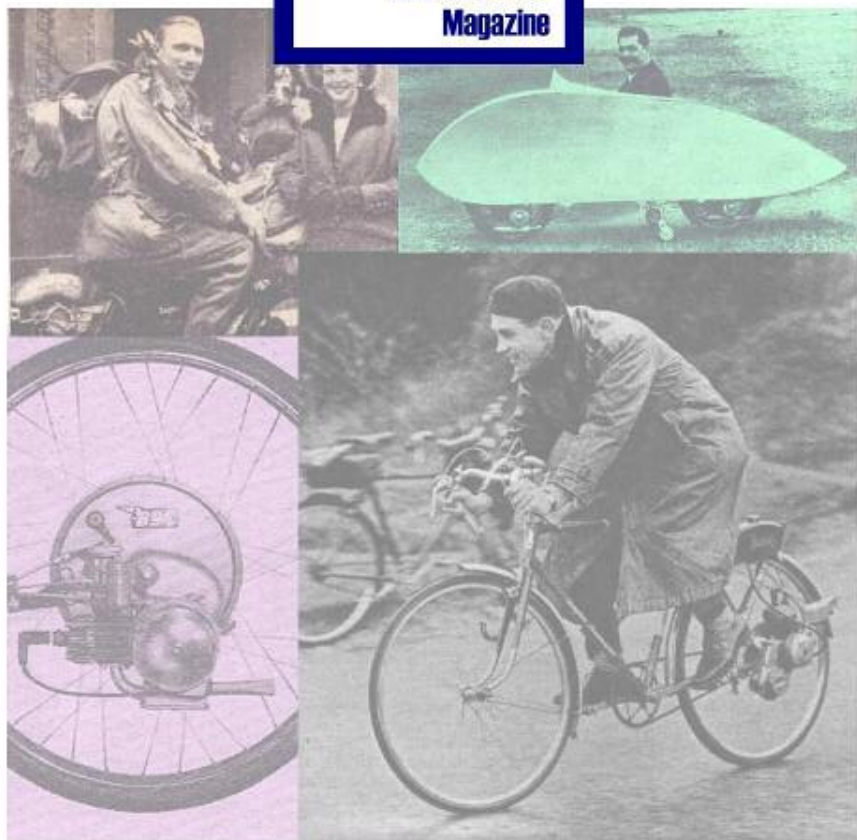
**ILLUSTRATED**

**PICTURE POST**

**POWER & PEDAL**

*and in LOCAL papers*

# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)