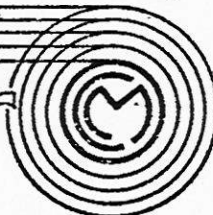


Cyclemaster
LIMITED



Telegrams:

Cymast · Sowest · S.W.1

Cables:

Cymast · London.

38a, ST. GEORGE'S DRIVE,
LONDON, S.W.1.
ADJOINING VICTORIA STATION
Telephone: VICTORIA 6312/3/4/5

30 MAR 1954

To all Cyclemaster Dealers.

There has been a very strong request from Cyclemaster owners for some means of conveniently carrying a spare supply of Petroil and as there appeared to be no cheap and convenient accessory on the market to meet this demand, we have designed and put into production a useful carrier for this purpose. Retail Price 3/8d. Particulars will be found on page 4 of the enclosed oil leaflet.

We can also supply empty Quart Tins to fit the Holder (similar to Cyclemaster Engine Oil Tins) finished in grey colour to match Holder. Retail Price 1/6d. Both Holder and Tin prices are subject to our usual Parts Discount.

The leaflet enclosed has been issued in response to many requests from Dealers for publicity matter concerning our new Cyclemaster oil, which has proved an immediate success and is meeting with a very large demand. Further supplies of this leaflet will be sent on request.

CYCLEMASTER LIMITED.

ENC: Oil Folder.

S.

Announcing
the NEW

Cyclemaster

— Superfine —

ENGINE OIL

FOR THE
BETTER LUBRICATION
OF YOUR
CYCLEMOTOR

CYCLEMASTER LTD.
38A ST. GEORGE'S DRIVE,
LONDON, S.W.1

THE
OFFICIALLY RECOMMENDED

Cyclemaster

Superfine

ENGINE OIL

EXPRESSLY MADE FOR

☆ 2 STROKE CYCLEMOTORS ☆

(‘PETROIL’ SYSTEM)

By T. R. PARRY & CO. LTD., LONDON



It provides :

- LESS CARBON
- LESS PORT & SILENCER CLOGGING
- MORE POWER

QUART TINS **3/10**

Obtainable from
Cyclemaster Dealers

ALTHOUGH motor oils made primarily for cars and lorries have been used with some satisfaction in cyclemotors, extensive road and bench tests by our engineers prove that an oil especially designed for small 2 stroke cyclemotors is needed to fully achieve the following benefits :

1. MINIMIZE CARBON DEPOSITS THROUGHOUT.
2. REDUCE PORT AND SILENCER CLOGGING.
3. MAINTAIN MAXIMUM POWER OUTPUT OVER LONG PERIODS.

Apart from their enormous difference in Horse Power, the 4 stroke car engine and the 2 stroke cyclemotor have, of course, entirely different principles of both operation and lubrication. Whilst the former is designed *not* to consume its lubricating oil, the cyclemotor burns its oil with the petrol. Thus, a correct lubricant for 2 strokes must possess distinctive properties, especially as regards minimising carbon-deposits throughout the engine.

Careful records have been made of the test-results with various types of oil and the outcome of our investigations is the production for us, by T. R. PARRY & CO. LTD., Lubrication Specialists, London, of the new Cyclemaster oil. It possesses the highest lubricating properties and provides the above important running economies.

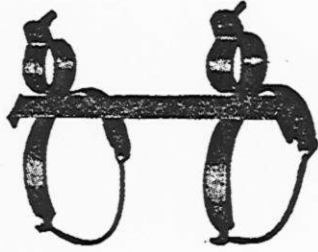
You will enjoy benefits by changing over to the new oil. Should you have any cyclemotorist friends who would welcome particulars, we will gladly post this leaflet to any names and addresses you may care to send to us.

... any difficulty, remit to us (adding 1/- for packing and carriage) and we will despatch to you ; kindly state name and address of dealer.

Cyclenaster Spare Fuel (Petroil) **CARRIER**

Due to the reluctance of some Petrol Station Attendants to serve small quantities of petrol and oil there has arisen a strong demand by Cyclenaster owners for some simple means of carrying a spare supply of petrol.

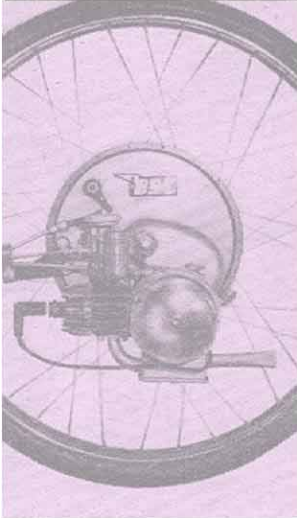
To meet this we have designed a simple and inexpensive device to hold a Quart Tin which can be easily fitted to any part of the bicycle frame. It is made of strong strip steel with grey coloured finish.
Price (without tin) 3/8
(4/2 post free)



Available from all Cyclenaster Dealers

or from Cyclenaster Ltd., 38a St. George's Drive, Victoria, London, S.W.1

IceniCAM Information Service



www.icenicam.org.uk