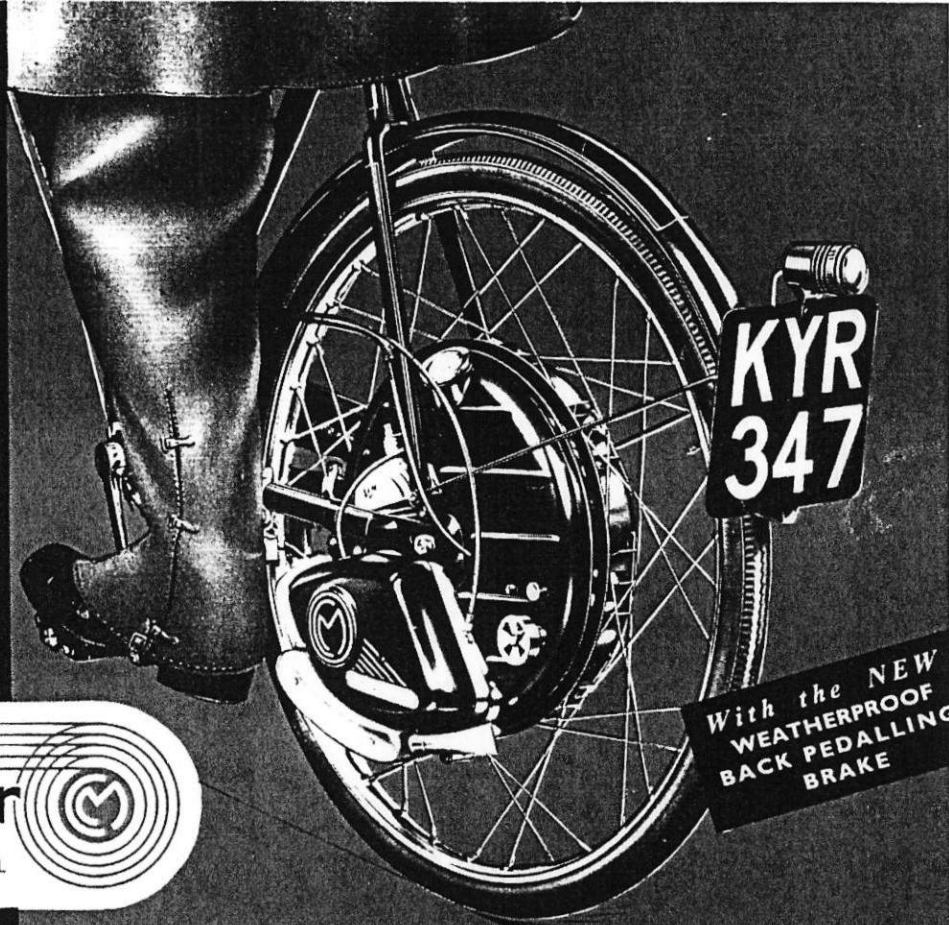


**Whatever**  
*the*  
**Weather**  
*you'll*  
*get along*  
**Better**  
*with*

Cycle**master**

THE MAGIC WHEEL THAT WINGS YOUR HEEL



With the NEW  
WEATHERPROOF  
BACK PEDALLING  
BRAKE

## DO YOU CYCLE LESS IN WINTER

Not if you are one of the eight million or so working men and women who use bikes. You still have to get to and from work, do the shopping and so on, whether it's May or December.

Because of that, NOW is the time to treat yourself to a Cyclemaster. Let the magic wheel help you to beat wind, rain, snow, ice and fog. Keep fresher and keep fitter this winter.

WHEN IT'S  
RAINING  
CATS AND DOGS



or snowing or sleeting, slip on an oilskin and travel to work or to the shops on your Cyclemaster. You'll arrive dry, fresh and cool, because there's no hard work.

WHEN IT'S  
BLOWING  
HARD



then instead of having to fight the wind every inch of the way, let your magic wheel do all the fighting for you. Arrive calm and unruffled.

WHEN YOU  
CAN'T SEE A HAND  
BEFORE YOU



In thick fog, Cyclemaster will enable you to combine safety with a reasonable speed. As there's no hard work you won't find yourself swallowing the fog.

WHEN IT'S  
VERY COLD  
OR VERY HOT



In cold weather you don't risk illness by getting overheated through pedalling hard in thick clothes; in hot weather there is no more delightful way of travelling than by Cyclemaster.

### DELIVERY

Demand for Cyclemaster is increasing daily, but so is production, and very reasonable delivery can now be given.

### FITTING

Any authorised Cyclemaster Dealer will fit a Cyclemaster easily and quickly to your own cycle.

### PETROL CONSUMPTION

You can cover approximately 250 miles on one gallon of fuel.

### CONTROLS

Two levers only—clutch and throttle.

### TAXATION

Road fund licence costs 17/6d. a year; driving licence 5/- a year. Your Dealer will help with the forms.

NOTE.—As the engine is embodied in the wheel, the centre of gravity is lowered. This not only makes the cycle safer to ride, but reduces risk of damage when parking.

### INSURANCE

You can obtain full comprehensive insurance cover (any rider) for 32/6d. a year.

### MAINTENANCE

The slight attention required is fully described in a simply-written instruction book.

### SPECIFICATION DETAILS

Size of wheel: 26" x 1 1/2"  
Type of engine: two-stroke.  
R.A.C. Rating: .25 h.p.  
Fuel: Petrol and oil mixture.  
Ignition: Wico-Pacy "Bantamag".  
Carburettor: Amal.  
Clutch: Single plate, sealed oil bath.  
Brake: Back-pedalling (coaster type).  
Drive: Non-slip, through chains. Not by friction on tyre.

**NOW is the time to treat yourself to a**

**Cyclemaster**

THE MAGIC WHEEL THAT WINGS YOUR HEEL



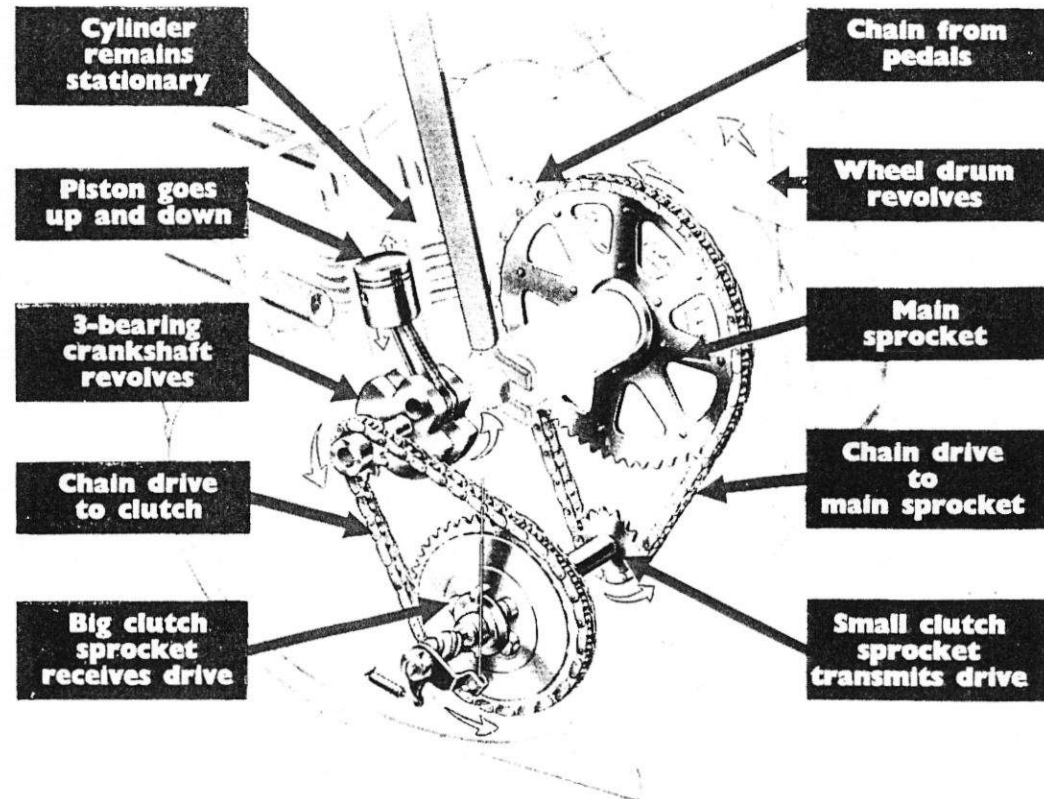
Complete with special wheel and tyre and weatherproof back pedalling brake (coaster type).

**£27/10/-**

Easy payments if desired

**SEE YOUR DEALER TODAY!**

## SEE HOW IT WORKS



# Be sure it's a **Cyclemaster**



PLEASE READ THESE FEW EXTRACTS FROM THOUSANDS OF TESTIMONIALS

## EVERY KIND OF WEATHER

Kidderminster.

I have used my Cyclemaster every day for the past four months and in every kind of weather, and have never been let down. My weekly mileage is around 200 and I have covered over 3,000 miles at the rate of 280 m.p.g. —J.H.M.

## WIND, RAIN, SNOW

Chatham.

Five months have passed since I first rode my Cyclemaster and from that day onwards it has had continuous use every day to and from my work through wind, rain and snow. It has never failed to start or given me a moment of anxiety. It's a wonderful job and a fine idea. It is the real answer to easy cycling. F.W.G.

## ICE AND HARD FROST

Letchworth.

I have nothing but praise for the "Magic Midget" as I call it. Every day since I bought it I have gone to the office on it and it is so reliable that I just don't think about it at all. I have ridden in the snow, ice, rain and hard frost and not once has it let me down. J.P.

## NOT THE SLIGHTEST TROUBLE

Liverpool.

I am very pleased with my Cyclemaster, it has taken me to my place of employment through snow, ice and rain without the slightest trouble. I have ridden 1,100 miles and am getting 285 m.p.g. H.E.H.

## INVALIDED EX-SERVICEMAN SAYS "GODSEND"

Guildford.

I am an invalided ex-serviceman and had to dismount my pedal cycle to climb any hill. I live among the Surrey hills and with my Cyclemaster I have been able to get to and from my work in a fit condition. It has been a "Godsend" to me. Most important of all I am able to get to work and home without feeling worn out. J.M.

## SHOPPING IS DONE IN HALF THE TIME

Sidcup.

I use my Cyclemaster mostly for shopping. As this district is hilly the assistance given by the engine is much appreciated. So easy to run, lovely for the hills; my shopping done in half the time and it is grand for the "not so young". —H.S.

## SHOPPING IN ALL WEATHERS

Leamington Spa.

I take pleasure in writing to tell you how pleased I have been with my Cyclemaster. I have used it constantly for my shopping and it has not given me a moment's trouble. I am middle-aged and I find myself perfectly happy on it in the town because it is so easy to manipulate. I have used it in all weathers and the wheel has behaved splendidly. F.H.

## SNOW AND ICE

Stockbridge.

I have done about 3,000 miles. I ride 16 miles to and from work every day over hilly country in all weathers including this last month of snow and ice. I am really pleased with my Cyclemaster. I can now come and go when I like and bus fares would cost 1/6d. a day whereas petrol and oil cost me 1/6d. a week. W.A.M.

## NOTHING BUT PRAISE

Huntington, Chester.

I have travelled in all sorts of weather and have nothing but praise for its performance and fuel consumption. I predict a huge demand. I have never ridden a motor cycle of any kind before and from the moment I took delivery I simply turned on the petrol, adjusted the clutch and hey presto, away! H.S.

## FOG, FROST AND FLOODS

Ingatestone.

My Cyclemaster had a real test frosty roads, fog, pelting rain and roads two inches under water. On the coldest mornings it starts up in a yard or two and whatever the weather it buzzes along with a sweet purr. C.A.D.

## A BOON TO SUFFERERS FROM RHEUMATISM

Billington, Lancs.

Your splendid engine is a boon to all who suffer as I do from arthritis, and I shall not hesitate to make this known to others. Also your service is as prompt and generous as your product is efficient. J.S. (Miss).

**ASK US  
FOR A DEMONSTRATION  
TO-DAY**

**CYCLEMASTER LIMITED**  
38a ST. GEORGE'S DRIVE, LONDON, S.W.1

# IceniCAM Information Service

