

THE MAGIC WHEEL THAT WINGS YOUR HEEL

Cycle master



Fitted in 20 minutes • Cheap to buy and run •
300 miles to the gallon • Simple • Trouble free



TEN TIMES THE PLEASURE • ONE TENTH THE WORK

For work or pleasure

... youth

A REVOLUTION IN PERSONAL TRANSPORT

Private motoring is very expensive, and likely to remain so for many years.

Public transport is crowded and often inconvenient. A "full up" bus may mean an hour's wait for the weary housewife; or her husband, tired out after a day's work.

Motor-cycles with their speed and weight are for the young—if they have the money. Thousands of people cannot endure the fatigue of ordinary cycling.

The Cyclemaster brings efficient, economical, dignified power-assisted cycling within the reach of all. Using the Cyclemaster will change your whole outlook on life.

It is not a gadget, or an afterthought. There is no fussiness; hardly any noise. It is a simple, powerful motor embodied in a wheel which just slips into the place of the back wheel of your own cycle. It carries you where you will, at your will . . . without effort.

● FITTING

Your dealer will fit a Cyclemaster wheel to your own machine in 20 minutes. You can pedal it until you feel thoroughly at home.

● DELIVERY

The Cyclemaster is now in production, and can be purchased at any of the hundreds of authorised dealers throughout the country.

● PETROL CONSUMPTION

300 miles to the gallon with petrol at 3/- per gallon the cost is 1d. for 8 miles.

● CONTROLS

Just two levers—one works the clutch; the other the throttle.

● LEARNING

If you can cycle, it will take you five minutes to learn to use the controls. If you do not ride, *you can easily learn.*

● PERFORMANCE

The trouble-free 25 c.c. engine will carry you at any speed up to 20 m.p.h. on the level. It will take you up most reasonable hills. On steep hills, you pedal easily to help it (no more effort than ordinary cycling on the level). On freak hills you get off and let the motor pull you up—instead of your having to push the machine.

● NO SMELLS

There is no vibration; hardly any noise, and as the motor is in the back wheel you get no fumes or smells.

● PRICE

The cash price of the Cyclemaster, including fitting, is only £25. Or your dealer will gladly arrange easy payments.

● MECHANICAL DETAILS

The Cyclemaster drives through chains, and does not wear out tyres through friction. No reinforcement of the cycle is necessary. See the simple "How-it-works" pictures on the back page.

or age....

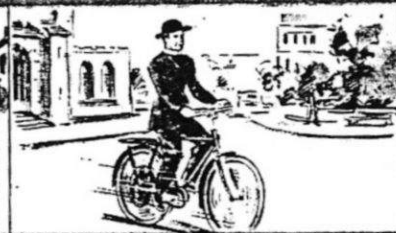
Cyclemaster



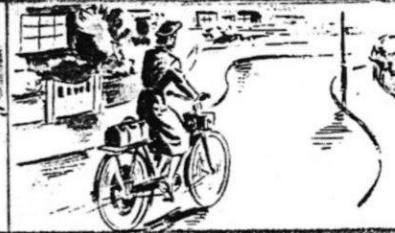
For all shopping purposes with or without a trailer.



For everyone who travels to and from work or station.



For Clergymen, especially with scattered parishes.



For the District Nurse, with her constant round of visits.



For the village Schoolmaster who may have some miles to go.



For the messenger or paper boy who must deliver on time.



Cyclemaster brings you happy healthy hours in the country.



A tandem can be power driven just like an ordinary bicycle.



Elderly or disabled people can roam wherever they wish.



The postman really needs the magic wheel to wing his heel.



Baby can travel in a small sidecar without any risk of fumes.



An efficient delivery service at a ridiculously low cost.

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Cyclemaster

(PATENTS PENDING)



YOUR QUESTIONS ANSWERED

• TAXATION

The Road Fund Licence for the Cyclemaster costs 17/6d. a year.

A driving licence will cost 5/- a year.

• INSURANCE

You can obtain full insurance cover for under £2 a year.

• MAINTENANCE

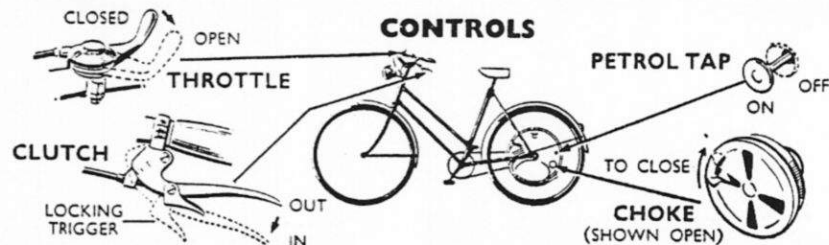
Details of any slight attention which the Cyclemaster may require are given in a simple-to-understand instruction book.

• SERVICE

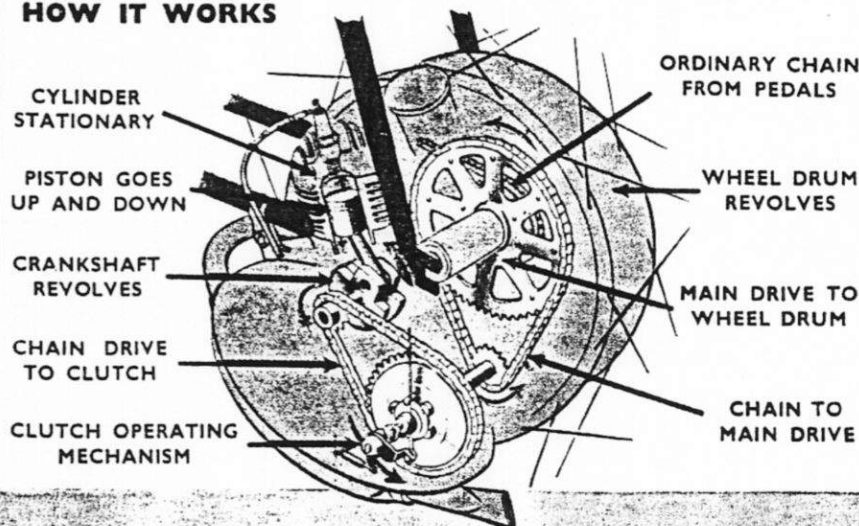
The Cyclemaster has this great advantage over cars and motor cycles—that in the very unlikely event of trouble, you can always use it as a pedal cycle.

There are Cyclemaster dealers all over the British Isles, to give you immediate service.

Authorised Dealer:



HOW IT WORKS



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IceniCAM Information Service

