

FOR THE SAFEST, SIMPLEST, MOST ECONOMICAL CYCLEMOTORING

# Cyclomaster

THE MAGIC WHEEL THAT WINGS YOUR HEEL





# Motoring for the People

## SAFE TO RIDE

Cyclmaster is the original and proved engine-in-a-wheel. It is entirely contained within the rear forks. The centre of gravity is lowered and the stability of the whole bicycle increased. Cyclmaster embodies a clutch (to enable the engine to be kept running in traffic stops), a back-peddalling hub brake (positive braking at all times—no rim slip through rain or oil) and powerful lighting dynamo (for safe night riding).

## SIMPLE TO OPERATE

There are only two hand controls—the clutch and the throttle. It takes only a few minutes to feel completely "at home" with Cyclmaster. Starting is easy (just pedal away and let in the clutch). Braking—even in emergencies—is immediate and positive. And Cyclmaster's sensible and trouble free design keeps maintenance work down to the minimum.

## MOST ECONOMICAL

Cyclmaster carries you 230 miles on every gallon of petrol. At 4s. 6d. a gallon that works out at *under a farthing a mile*. The Road Fund Licence costs only 17s. 6d. a year, and full comprehensive insurance as little as 32s. 6d. a year. A provisional driving licence costs 5s.—and the yearly driving licence (after

you have passed the very simple test) is 5s. No other form of transport gives you so much for so little.

## SAVES TIME, ENERGY, MONEY

Cyclmaster is within the reach of everyone. It is cheap to buy and cheaper to run, and it gives you complete independence. Go where you like when you like—without fatigue or restrictions.—and save money in getting there and back! It is suitable for fitting also to tandem bicycles.

## OVER 100,000 SOLD

The first Cyclmaster built at Hayes, Middlesex, was sold in June 1950. In August 1952 the 100,000th Cyclmaster came "off the line". *Almost one thousand every week for two years.* And the demand is growing.

That alone (if indeed it was the only proof) shows how useful Cyclmaster has been found by men and women for business and for pleasure, and also by older people who have found pedalling beyond their powers.

What is the secret of this success. Just sensible and efficient design, coupled with first-class craftsmanship, and backed by a service organization which has no equal. There are 1,200 stocking Dealers in Great Britain alone.

Cyclmaster is the most practical form of power-assisted cycling.

# Some technical details

**WHEEL:** 26 in. x  $1\frac{3}{8}$  in. (The 26 in. wheel can be used with a 28 in. wheel bicycle, if required.)

**TYRE:** Standard  $1\frac{3}{8}$  in.; optional 2 in. balloon 6s. 6d. extra.

**FUEL:** Petrol and oil mixture.

**TANK CAPACITY:**  $2\frac{1}{2}$  pints (approx.).

**CARBURETTOR:** B.E.C.-1.

**FUEL CONSUMPTION:** 230 m.p.g.

**BRAKE:** Back-peddalling, in hub.

**CLUTCH:** Single plate, sealed oil bath.

**DRIVE:** Enclosed chains.

**ENGINE:** 2 stroke.

**BORE:** 36 mm.

**STROKE:** 32 mm.

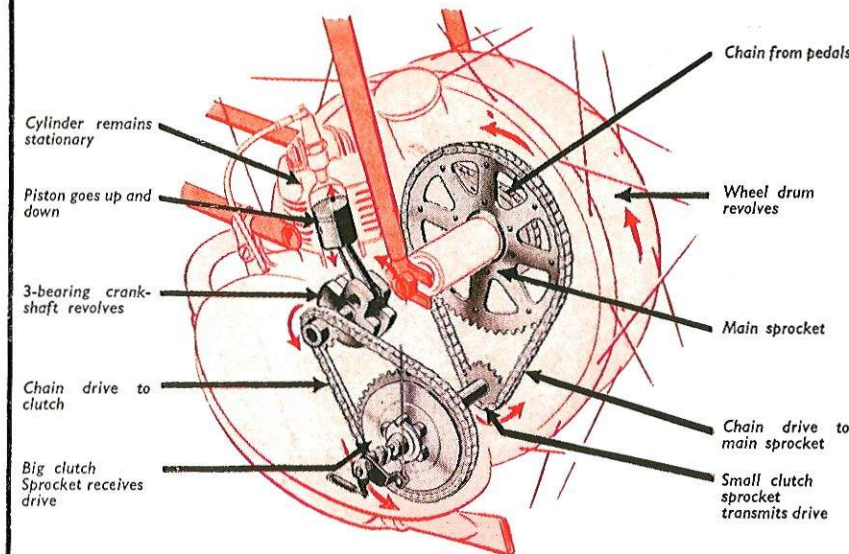
**CAPACITY:** 32 c.c.

**DEVELOPED H.P.:** 0.8 b.h.p.

**ENGINE SPEED:** 4,500 r.p.m. at 20 m.p.h.  
**IGNITION:** Wipac Series 90 with lighting dynamo.

**SPARK PLUG:** K.L.G. Type F.50 14 mm.

## HOW IT WORKS





# What owners tell us

We give below a few extracts from the large number of letters we are constantly receiving.

## HOUSEWIFE

Being 52 and no light weight, I had with much regret given up cycling. Now it's a pleasure to do my shopping on my Cyclemaster and enjoy so many runs with so little effort. It's such a boon to me.

## PRODUCTION ENGINEER

I regard it as a masterpiece of design, whether viewed from the functional or production angle. It does all that you claim for it. This locality is quite hilly, but the Cyclemaster enables one to ride hills which are usually walked.

## 10,000 MILES

I have had my Cyclemaster 17 months and have ridden it every day. Not once has the little engine let me down. I have ridden it from Essex to Penzance several times. My total mileage amounts to about 10,000. I am getting 250 m.p.g. and it always starts at once.

*If you do not already own a bicycle to which to fit a Cyclemaster wheel, enquire for particulars of the Mercury bicycle, specially designed for Cyclemaster. There are also two other special Mercury models, one suitable for business use as a single and to take out your wife or sweetheart at week-ends, and a second, The Roundsman Tradesman's Delivery Cycle. Illustrated leaflets and a copy of "The Magic Wheel" Magazine free on request.*

## DISTRICT NURSE

It is light to handle and easy to start. It requires little pedalling and saves a lot of energy. It is very economical with fuel and requires little mechanical knowledge to keep it in working order.

## MISSIONARY (SUDAN)

There are three of us on our Mission Station, and each has a Cyclemaster. We are able to use them in the forest tracks where it would be quite impossible to take a car, and so we save not only time, but what is even more valuable in a tropical climate—energy.

## INSURANCE SPECIALIST

I have now covered the second 2,000 miles in the same carefree manner as the first. I am a mobile office, with two leather bags strapped fore and aft, and all the usual forms and books that go with the job. As I am a six-footer you can well imagine the total weight the machine has to carry.

## RAILWAY SIGNALMAN

I work in a signal cabin 600 feet above where I live which is six miles away. I do a yearly total of 4,380 miles to and from work and many other distances on pleasure and business. The gradients are very steep in this district but I manage to master them with the Cyclemaster.

## TANDEM ENTHUSIAST

The Cyclemaster has given my wife and me hours of pleasure. Being keen cyclists and in our fifties, we find our Magic Wheel a boon and a blessing. Recently we went to Brighton and back the same day, and were not the least bit tired after our 95-mile run. Cost of fuel was 2s. and we still had some left in the tank.

## ARTHRITIS VICTIM

Your splendid engine is a boon to all who suffer from arthritis, and I shall not hesitate to make this fact known to all—and also that your service is as prompt and generous as your product is efficient.

# Cyclemaster

£27.10 (EASY TERMS AVAILABLE)

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# IceniCAM Information Service

