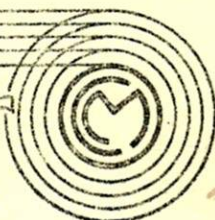


Directors: C. CALLCOTT REILLY, M.B.E., B.Sc., A. F. PALMER PHILLIPS, J. D. MCGREGOR, M.C.

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

5th January, 1953.

To all Cyclemaster Dealers and Traders.

WORKSHOP MANUAL.

We draw your attention to the new edition of our Workshop Manual which has recently been published. This is no longer in loose-leaf form but is bound in book form and is published at the price of 5/- plus 4d. postage. We have had a great number of applications from Cyclemaster owners for our Shop Manual, many of the users being mechanics, and we have, therefore, thought it advisable to issue an edition for public circulation.

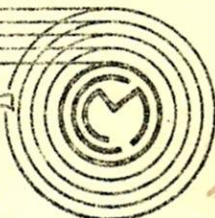
In view of the fact that this new edition of the Shop Manual is intended for sale to the public, a trade discount will be allowed in future to Dealers and Traders, the trade price being 3/9d. net per copy plus carriage. Ample supplies are now available, if you desire to stock for sale.

We shall continue to issue supplements in loose-leaf form relating to any further information that may be necessary for insertion in the loose-leaf edition which was originally issued to Dealers. The latest addition (yellow) accompanies this bulletin.

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January, 1953

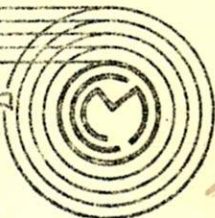
To all Cyclemaster Dealers.

We are sure our dealers will welcome the news that it is no longer illegal to mix oil with petrol without a licence from the Commissioners of Customs and Excise. The change in the regulations came into effect on 1st January 1953. This means that in future there will be no technical hindrance to the mixing of petrol by filling station attendants.

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To all Cyclemaster Dealers.

1st. October, 1953.

POSTERS.

Looking round as we constantly are for new publicity ideas for Cyclemaster and after making a close study of our Dealers' premises, we realise that Double Crown Posters are in many cases too large to be used in windows where the space is confined. It is for that reason we have now reduced our regular Posters to half size.

Further to this thought, we have felt it would be a good idea if we could produce from time to time small Posters which could be put in the window without much loss to display space, and by ringing changes on these Posters, keep Cyclemaster publicity fresh and interesting. We are sending you two copies of our first attempt in this direction and would be very glad to have your opinion as to whether you would like, say perhaps six such Posters per year so as to change your publicity matter and consequently the drawing power of your display windows. Fixatives enclosed.

AN UNFOUNDED RUMOUR.

In our recent contacts in the territory, we find there is a story going around to the effect that a new model Cyclemaster will be exhibited at the forthcoming Cycle & Motor Cycle Show. We wish to emphatically contradict this and to assure you that no new model is contemplated for Cyclemaster at the present time and our Exhibits at the Cycle Show will be of the current type.

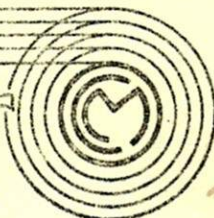
ADVERTISING.

We have just prepared a new series of newspaper advertisements with a view to making the best possible use of small spaces. We are enclosing a pull of the six new stereos available and can supply these to Dealers free of charge on request. Please do not order more than you can actually use and indicate those that you require.

CYCLEMASTER LIMITED.

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18th December 1953

To all Cyclemaster Retail Dealers

We are pleased to advise you that as from January 1st 1954 the discount on Cyclemaster Parts to Retail Dealers who carry stocks of Parts in accordance with their Agreement requirements, will be increased by 5%, making the discount 27½% instead of 22½% as formerly.

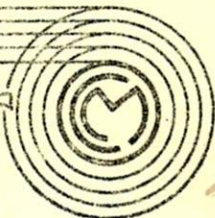
In line with this the discount on Spare Parts to Traders will be increased from 15% to 17½%.

We are enclosing a copy of our new Price List which introduces a new system of Parts numbering which will simplify and reduce clerical work.

CYCLEMASTER LIMITED.

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1st October 1953

THE NEW CYCLEMASTER SUPERFINE ENGINE OIL

Although motor oils made primarily for cars and trucks has been used with some satisfaction in Cyclemasters it has been recognised for some time that small 2-stroke cyclemotor engines would benefit by a lubricant expressly designed for the job - correct lubrication being a matter of major importance in its operation.

Cyclemaster engineers have carried out prolonged tests with various types of oil on the road and bench and careful records have been made of results, especially as regards carbon deposits in the combustion chamber, ports and silencer.

The outcome of these investigations is the production of a new oil called Cyclemaster Superfine Engine Oil manufactured for us by T. R. Parry & Co Ltd. It is a specially blended mineral oil which possesses the highest lubricating properties, and will give Cyclemaster owners the following benefits:-

- 1 Minimum carbon deposits throughout.
- 2 Reduce exhaust port and silencer clogging.
- 3 Maintain maximum power output over a long period.

The oil is packed in a decorated sealed quart tins (see accompanying illustration).

Retail price (per quart tin) 3/10d

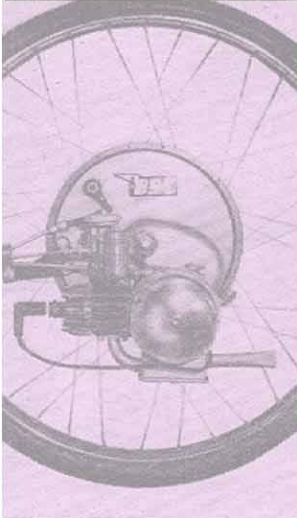
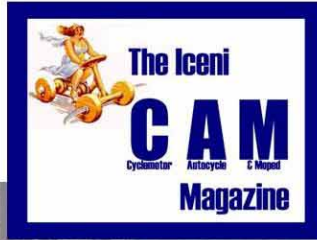
Trade discount 25%

It is delivered in non-returnable carton trays holding twelve tins carriage paid.

We suggest you should stock this lubricant which we believe will sell readily to Cyclemaster users.

CYCLEMASTER LIMITED.

IceniCAM Information Service



www.icenicam.org.uk