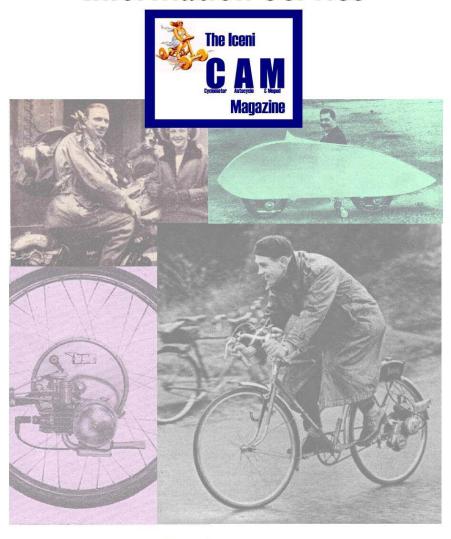
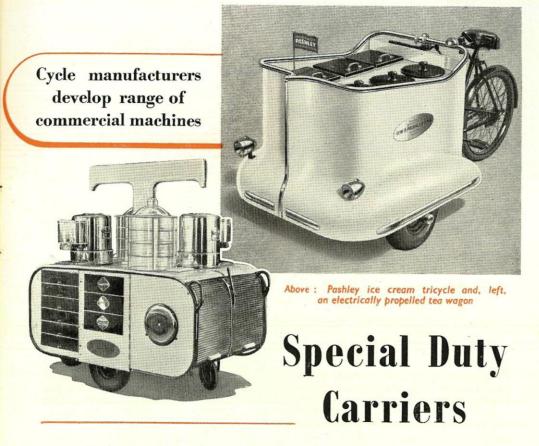
# IceniCAM Information Service



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SPECIALIZATION in carrier cycles and the export market has considerably influenced the policy and expansion of W. R. Pashley, Ltd., manufacturers of Pashley carrier cycles, Chester Street, Aston, Birmingham, 6.

In 1923, W. R. Pashley returned to his native Birmingham from South Africa, impressed with the opportunities and scope of the overseas market generally. At first the firm commenced the manufacture of cycles, but in 1927 Mr. Pashley felt that individuality would mean quicker and greater expansion and so he concentrated on the production of carrier cycles. Having taken this decision much attention was given to the requirements and features most needed in such machines.

With the growth of the sale of ice cream in the streets came the firm's first carrier cycle for this trade, followed a little later by the tricycle chassis with the necessary body for the sale and storage of this commodity. One of the main problems to be tackled was that of refrigeration and much investigation took place to meet the particular needs of the trade.

Overseas markets grew for the firm's products generally, the largest before the war being the Argentine. Nowadays, other markets are expanding, especially the middle Americas and Canada.

Of necessity, the Pashley post-war range is not so wide as pre-war, but additions are being made as the position of raw material permits. One very fine example of the firm's goods is the new ice cream tricycle with a well-moulded stream-lined aluminium body.

Front wheels are 16 × 4 in with Dunlop tyres and fitted with internal expanding brakes, a similar brake being used on the



26 × 2 in rear wheel. Front wheels are partially covered by the overhang of the body and in order to service the front axle assembly this is arranged to swing down as a complete undercarriage, the body and frame being supported on an inbuilt stand. When retracted, the whole of the undercarriage is locked by a centrally disposed spring-loaded plunger.

A corner of the export packing department at the Chester Street, Aston, factory of W. R. Pashley Ltd.

Plastic boarding is used for the top, access to the three containers being through insulated covers. Provision is made for three tins of biscuits to be carried. Electric inserts or CO<sub>2</sub> bunkers provide the necessary refrigeration.

As an extra, a sunshade can be supplied, which fits into a socket in the centre of the body or stows away in an inbuilt locker when not in use. A similar body, trolley

mounted, is also available.

Dairy tricycles and trolleys are now provided with a smart cowling over the wheels and round the base. Also included in the range are several types of carrier cycles and the street orderly, which is a trolley carrying two bins for the collection of refuse. An electrically propelled tea wagon is also available.

## Alloy Rims for Tubular Sprint Tyres

LIGHT alloy cycle rims for tubular sprint tyres are now available in small quantities for original equipment from the

Dunlop Rubber Co. Ltd.

With parallel side walls to permit the use of caliper brakes, the rims are made from a solid drawn section tube with a concave channel on its outer surface for correct tyre seating. They embody a reinforced base and are pierced for true tangential spoking to take cadmiumplated nipples.

The rims are available in sizes 26 in  $(11\frac{3}{4} \text{ oz})$  and 27 in  $(12\frac{1}{4} \text{ oz})$  and the spoke piercing is 32 h for front and 40 h for rear.

#### P. & M. Extend Factory

INCREASED production of Panther motor cycles is likely to result from extensions to the premises of Phelon & Moore Ltd., Cleckheaton, West Riding, Yorkshire.

Three models—the 250 c.c. Model 60; the 350 c.c. Model 70; and the 600 c.c. Model 100—are again being produced this year, with only minor modifications introduced. All three machines have the Panther-Dowty oleomatic forks.

#### Cycle Maintenance Handbook

CONTAINING 76 pages, the latest edition of the Cycle Maintenance Handbook issued by Raleigh Industries Ltd., Nottingham, contains many valuable hints and tips for riders of cycles manu-

factured by this concern.

It is well illustrated and all the necessary operations are described and shown in full detail. In addition to cycles themselves, adjustments to Dyno-hub lighting sets and Sturmey-Archer gears are also dealt with. Although not of direct interest to most overseas readers, there are articles on the English countryside, together with maps and pictures of some favourite cycling districts. The booklet is published at one shilling.

### Douglas Trams To Stay

A NOTHER effort to modernize the horse-drawn tramway system at Douglas, Isle of Man, which has long been a source of delight to Tourist Trophy enthusiasts, has been thwarted. At a recent meeting of Douglas Town Council a motion calling for the discontinuance of the ancient but novel means of transportation was defeated by 21 votes to one.