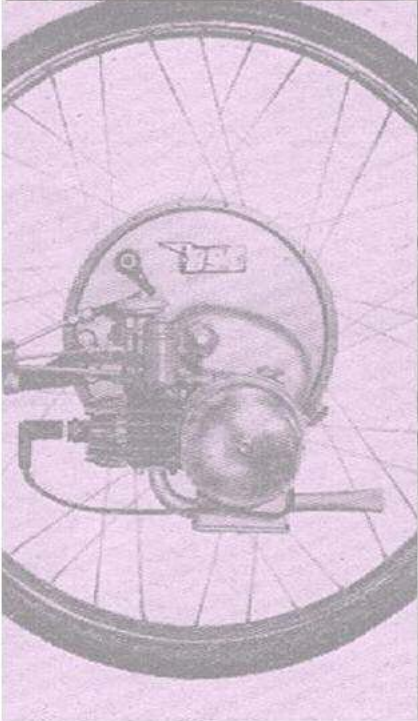
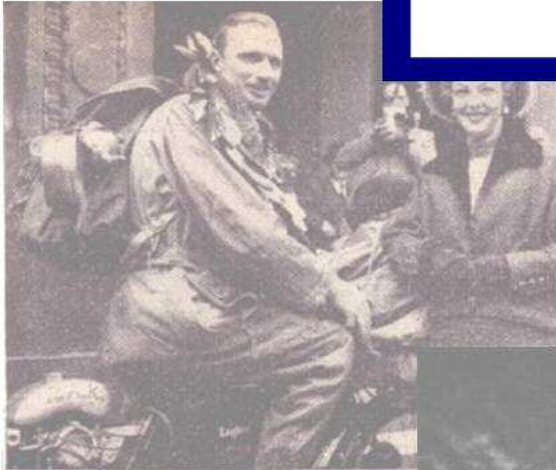


IceniCAM Information Service



www.icenicam.org.uk

*A boon
for the
Countrymen*

POWER PAK NEWS

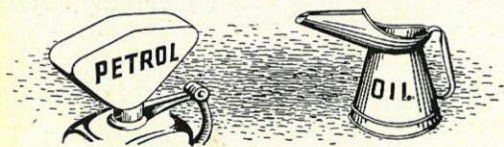
*Ideal
for
Town!*

Published by SINCLAIR GODDARD & CO. LTD., 162, Queensway, London, W.2 (opposite Whiteleys) Tel. BAYswater 6257

49 c.c. Power Pak Budget

★THE TOTAL COST OF RUNNING A
POWER PAK—CALCULATED IN
FARTHINGS!

PETROL AND OIL



1 FARTHING
PER MILE

TAX-INSURANCE DRIVING LICENCE

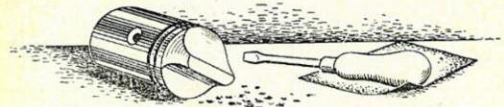
(on the basis of 100 miles per week)



$\frac{1}{8}$ FARTHING
PER MILE

DECARBONISING

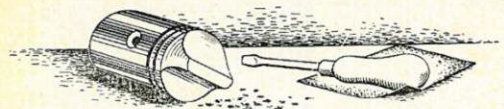
If done by you 5d. for a Gasket every 1,000 miles
If done by your dealer add one-fifth of a farthing per mile



$\frac{1}{5}$ FARTHING
PER MILE

DECARBONISING

If done by you 5d. for a Gasket every 1,000 miles
If done by your dealer add one-fifth of a farthing per mile



$\frac{1}{5}$ FARTHING
PER MILE

TYRE WEAR

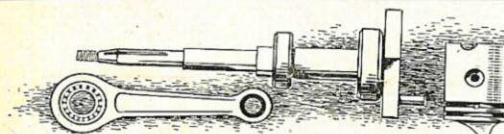
The average life of an approved tyre with the series "B" Driving Roller is 4,000 to 6,000 miles. For the Budget, however, we will place it as low as 2,000 miles of which you are guaranteed.



$\frac{1}{8}$ FARTHING
PER MILE

REPLACEMENTS

The 3 Power Pak 'moving parts'



NIL The Power Pak is hand built and is the only motor that is guaranteed for twelve months.

CAN YOU AFFORD TO BE WITHOUT THE POWER PAK?

An AMAZING FACT—Riding the Luxurious Power Pak is CHEAPER than walking!

300 miles on the Bus costs 37/6d.

300 miles of walking ... costs 12/6d. approx.
(At a recent Army test it was found that a pair of boots needed repairing after approximately 300 miles)

300 miles of effortless Power Pak riding ... costs 11/3d., including everything.

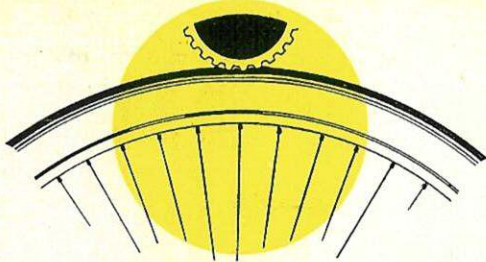
TOTAL COST
LESS THAN

1^D
2 PER
MILE

INCLUDING
EVERYTHING

These are facts - not slogans!

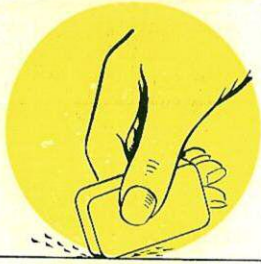
topic on TYRE WEAR



The bars of the Power Pak Driving Roller "grip" the tyre whilst the tyre itself neutralizes all vibration.



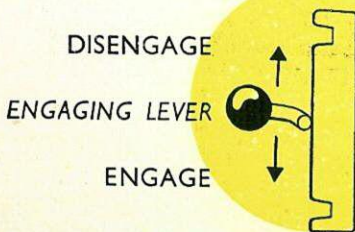
The effect of the Driving Roller is the same as the effect of the road surface.



Rubber is lost when only one surface moves.



"Slip" occurs when the Driving Roller does not "grip" the tyre.



When the engaging lever clicks into the gate the motor is locked and cannot move.

THE 49 c.c. POWER PAK IS A "POSITIVE LOCKED" ROLLER DRIVE

"What is the advantage of the Roller Drive?" you ask. A reasonable question—here is the answer.

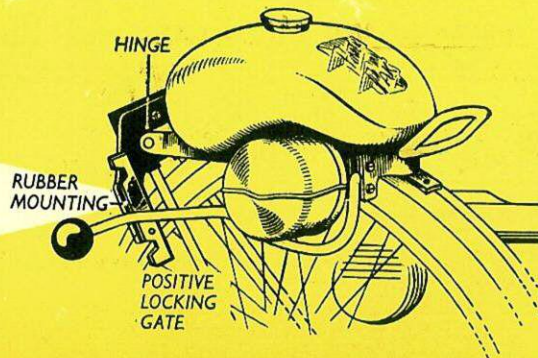
- The air pressure in the tyre gives the motor wonderful "cushioning" against all road and transmission shocks. The result is a vibrationless, smooth performance, giving up to 30,000 MILES before general overhaul.
- This you understand because it is common sense. "But" you ask, "how is it that the POWER PAK does not wear the tyre?" Another fair question and here is the answer.

It is a fact that the actual contact of a driving roller with a tyre does NOT cause tyre wear as it is the same as the normal roller contact between the tyre and the road surface. As long as the surface of the roller and the tyre are turning *together*, rubber does not come off the tyre. Tyre wear is caused by roller "slip" when the roller loses its grip and spins without turning the tyre. When you use a pencil rubber you hold the paper firmly and ply the rubber backwards and forwards so that only the surface of the rubber is moving. The result is that pieces of rubber come away and the eraser gets smaller and smaller. If you allowed the paper to move, so that both surfaces moved together, no rubber would come away and the eraser would last forever.

● This slipping is overcome by the POWER PAK in two ways. Firstly, the bars of the series "B" Driving Roller, which have amazing wearing qualities, are designed to "grip" the tyre so that it cannot slip. This Driving Roller is a jewel of engineering, passing through 15 operations. Examine it yourself.

● The second part of the problem is how to keep the Driving Roller pressing on to the tyre always exactly the same, because if this pressure varies the roller will "slip." This is done without the use of springs. The mounting of the POWER PAK is designed so that the motor is completely independent of the tyre and then "locked" in its driving position. Before riding, the motor is lowered on to the tyre by lowering the Engaging Lever. This "clicks" into the gate and "locks" the motor in position. It is now impossible for the motor to move up or down, however much you jolt it. In fact you can remove the wheel and pull or push the motor up or down, and it just won't budge! It is *positively locked* at one constant pressure and now the Driving Roller **MUST** rotate the tyre at all times and under all conditions, including rain and even snow. This "locking" also takes place when the motor is in the disengaged position.

So that's how it's done. Simple isn't it, once it's explained. The Series "B" Driving Roller will **GUARANTEE** you **THOUSANDS OF MILES** per approved tyre. All you have to do is pump it hard, but remember this patented method of mounting is *exclusive* to POWER PAK. You will not find it on any other bicycle motor.



★ *the most economical bicycle motor*

As strong as a



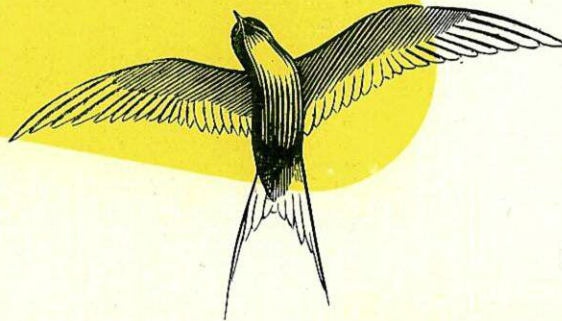
as gentle as a



as swift as a



smooth as a



The Power Pak is different from all other bicycle motors compare it but don't confuse it

It is not the cheapest it is the most lavishly built. Its performance is indisputably the finest in the world

It will push you up hills so smoothly that you will be amazed.

A recent survey showed that the number of Power Paks fitted to tandems is higher than the sum total of all other makes.

It has only one fingertip control Above all it is as safe and reliable as the Bank of England.

It sounds terrific? It is terrific! That's why we have sold over 20,000

You have never seen our advertisements? That's right—we don't do any advertising

The Power Pak sells on its merits

These are facts Ask the dealer—he sells all makes or better still

STOP THE NEXT POWER PAK RIDER YOU SEE, AND ASK HIM.

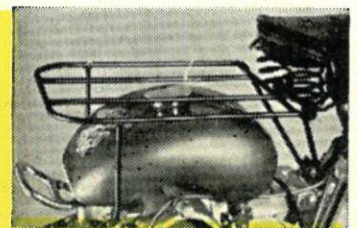
FIFTY-NINE THOUSAND AND NINE MILES

Power Pak can take it!

... My machine was registered 2½ years ago VMP 757. I have completed approximately 59,009 miles with the change of four piston rings and two sparking plugs ... it has been a remarkable engine ...

● *This is an extract from an unsolicited letter received by us just prior to going to press.*

INTRODUCING THE POWER PAK REAR CARRIER

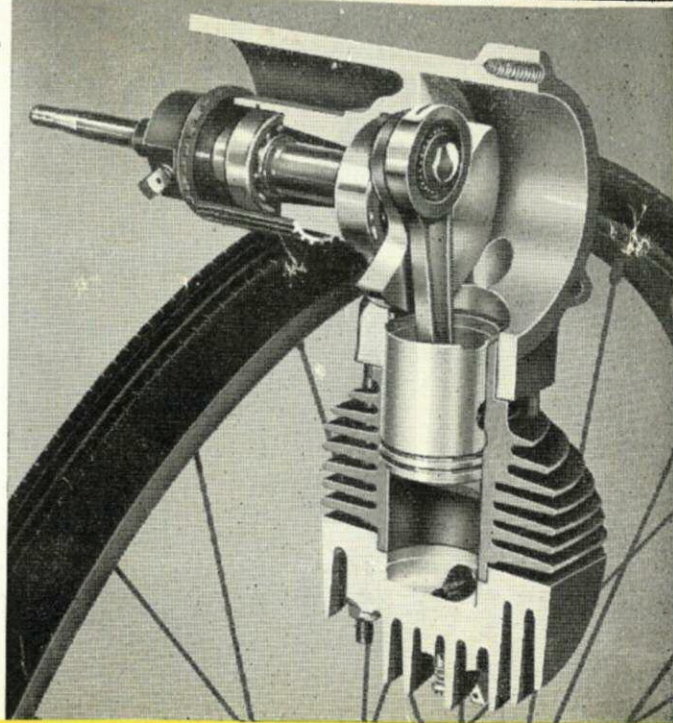


This handsome and sturdy carrier, beautifully finished in chrome, can be fitted in minutes and fills a great need.—You can now fit a POWER PAK 49 c.c. bicycle motor AND have your rear carrier. Price 19/6d.

These are facts - not slogans!

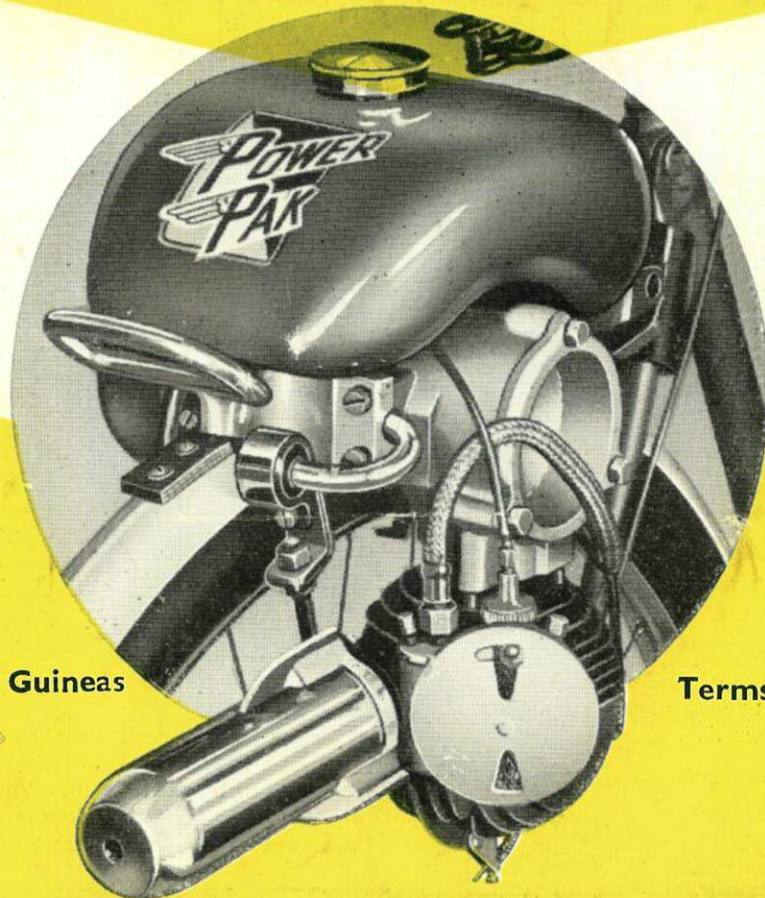
POWER PAK

HAND BUILT 49 C.C. BICYCLE MOTOR



A MASTERPIECE OF BRITISH ENGINEERING

- Complete simplicity
- Lavishly built
- Only 3 moving parts
- Oversize car type bearings
- Up to 30,000 trouble-free miles



25 Guineas

Terms Available

- Vibrationless
- One fingertip control only
- Complete accessibility
- Individually hand-built and tested, and guaranteed for twelve months.
- Amazing reliability
- Outstanding performance
- Exceptional hill-climbing