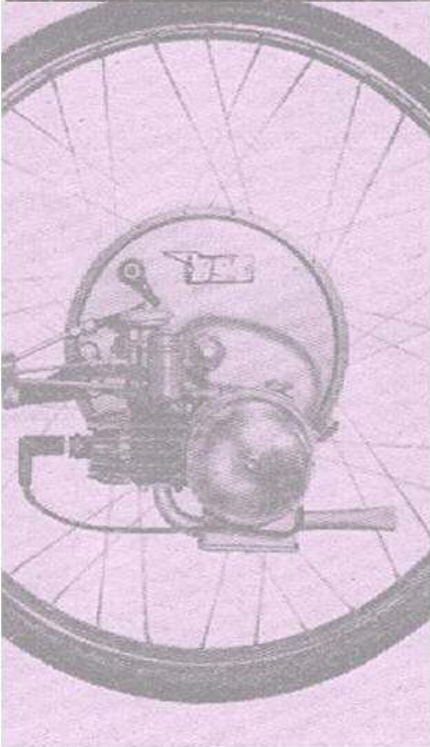


# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)



SINCLAIR GODDARD &amp; CO., LTD., 162 QUEENSWAY, LONDON, W.2

BAYswater 6257 &amp; 2828

VOLUME No. 165

# Power Pak make history !

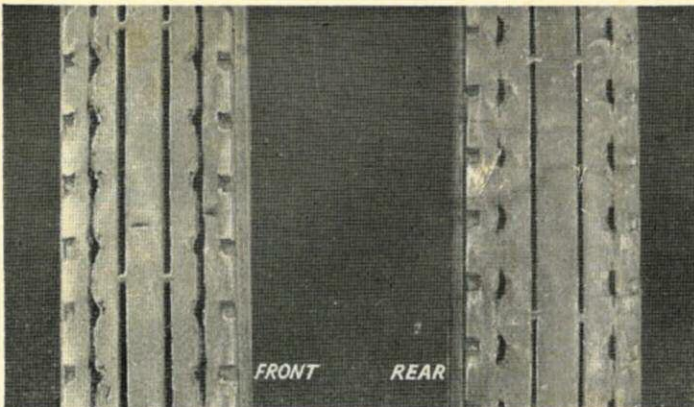
## *two sensational announcements*

### WONDER TYRE SETTLES THE TYRE WEAR QUESTION

*Thousands of FREE miles now guaranteed*

Many months ago Power Pak was selected by the Dunlop Rubber Company to carry out extensive tests on a new "Wonder" tyre which they had scientifically built in answer to the tyre-wear question. We had our doubts, but, after testing this tyre for thousands of miles, we could see it was a winner and there was great excitement in the camp. From that moment onwards the experimental departments of the two companies worked in the closest co-operation. Modifications were carried out to the Power Pak Driving Roller in order that it would "grip" but not "chafe" the tyre compound and the results were staggering. One thousand miles—no visible wear. Two thousand miles—tread unbroken, three thousand miles—wear similar to front tyre. Slip tests were equally amazing. Dry conditions—no slip. Moist conditions—no slip. Light rain—no slip. Heavy rain—no slip. "If every Power Pak owner would only start out with this tyre" we sighed, "he would have that vibrationless 'cushioned' ride that only the tyre drive can give WITHOUT the problems of tyre wear." "But how can we do it?" "There is only one way—give it to him free of charge." "Give it to him?" cried the Accounts Department, "Who is going to pay for it?" The battle raged for weeks but as you see—we won.

continued : Page 2, Column 1



These test tyres have been removed from a Power Pak'ed bicycle motor, which was fitted with a new Series "B" Non-Chafe driving roller. THE TOTAL DISTANCE COVERED WAS 3,762 MILES over every type of road surface. The treads are hardly worn and there is little difference between the front and the rear tyre. The driving roller is virtually as new.

### NEW 49c.c. Power Pak synchronomatic drive

*The only 'single' control motor in the world with a brain of its own.*

---

**An achievement over bicycle motors, motor cycles and even cars.**

---

If you can turn a door handle you can ride the new Power Pak Synchronomatic Drive ! Yes, it is as easy as that. Instead of the door handle we use a twist-control which works, just like a door handle, by turning to the left and to the right. To start the Motor you turn the Control to the right by a gentle twist of the hand. One effortless push of the pedals, turn the control to the left and the Motor smoothly takes over. No thinking—no calculating—it just happens ! You now regulate your speed by twisting the control a little further one way or the other. When you wish to stop ; without letting go of the handlebars you twist the Control to the right and both hands are now free to apply your brakes. When you stop, as if by magic, the little motor will continue to tick over. You don't do anything at all—it just happens. When you are ready to move away you just accelerate. No thinking—no calculating. To cut out the Motor, with the brakes applied, turn the Control to the left. That is all there is, accelerating and decelerating. Twist the Control to the left and to the right—like opening or closing the door handle.

SEE PAGE 2, COLUMN 2

## WONDER TYRE—continued

### MADE FOR EACH OTHER

Whilst the walls of the new Dunlop Motorette Tyre have been strengthened, the rubber compound has been made supple enough to allow the gripping bars of the new Power Pak Series "B" Driving Roller to mesh perfectly, virtually forming a self-aligning gear. The new Series "B" Driving Roller is now the last word in engineering perfection. It is finished like a fine piece of jewellery. Every sharp edge has been carefully hand polished. Inspection will show, even to the layman, that the new radiused gripping bars cannot possibly do any harm. They are as smooth as silk. The 15 different processes through which the Roller passes gives it a "diamond" hardness. The results of the most vicious tests were "no visible wear whatsoever". Added to this is the "Positive Mounting" of the Power Pak which makes "slip" in any weather condition a thing of the past—guaranteeing you thousands of miles of vibrationless smooth running with your new approved tyre. The Power Pak has long been accepted as the most powerful Motor with a performance that is unequalled in the world. Two thousand mile tours by Power Pak owners are now an everyday occurrence.

The Power Pak "Positive Mounting" locks the Motor in its driving position keeping it entirely independent of the tyre. This "Positive Mounting" is an exclusive Power Pak patent. You will not find it on any other bicycle motor. Patent Nos. 682241, 682240 and others pending.

### THE BABY GIANTS

No vehicle is ever called upon to do a harder job of work than the bicycle motor. How often does the motorcar owner push the throttle to the floorboards and keep it there? For what number of miles does the motorcyclist set his controls to full speed? But the bicycle motor—the baby of them all, mounted quite often with two people on a tandem, is driven full throttle hour after hour, year in and year out. How can it possibly stand up to this gruelling treatment? The petrol engine functions from a series of explosions. With bicycle motors, these explosions occur as frequently as 4,500 times every minute. Every explosion gives rise to vibrations. The harm that can be caused by vibrations is quite amazing. In time, they can wreck a structure that would withstand the heaviest blows. It is, therefore, engineering practice to transmit these vibrations to a part where they are harmlessly absorbed. In the case of modern motorcars, the engine is often mounted on blocks of rubber which absorb the damaging vibrations. If you lift the bonnet of the car you will see the engine literally "dancing" on its rubber mountings and little or no vibration can be felt in the car itself. Owing to complicated transmission mechanism which is necessary, this practice cannot be adapted to the bicycle motor to the same degree. A rigid mounting is necessary. To the vibration problem must now be added the problem of road shocks which will, in time, wreck the sturdiest baby engine. This dual problem is obviously one of insulating. It is interesting to note that the Power Pak is rubber mounted and completely insulated from the bicycle.

### THE ONLY WAY

World famous designers have studied this in connection with bicycle motors and have found that the ONLY way to keep the vibrations of the motor away from the bicycle frame, and at the same time keep the road-shocks away from the little motor, is to use the perfect insulator which already exists, namely, the tyre. No other method of drive can possibly absorb both the road shocks and the engine vibrations. This ideal "belt" of air pressure affords the motor and the bicycle, perfect cushioning and results in a vibrationless smooth performance. Two further great ambitions can only be achieved by



# six star motoring

*'What is this simple action doing' you ask*

It is giving you a self-engaging, perfectly synchronized drive, plus a fully automatic clutching system. Long words, you say, but what does it mean? ★ The Motor has a built-in single plate clutch but you do not even have to know about it, as it works entirely automatically. ★ Even if you tried, it is absolutely IMPOSSIBLE to do ANY of the damaging and discomforting things that do occur on the conventional clutch. You cannot "slip" the clutch, "snatch" the clutch or "drag" the clutch. ★ The "drive" is completely automatic and needs no thought or calculation. ★ Transmission "juddering" is virtually impossible because the engaging mechanism is automatically synchronized and the "take-over" MUST be smooth. In point of fact you do not feel anything. ★ The "tick-over" position is pre-set and automatic which means that when you stop—without you doing anything at all—the engine patiently keeps running without propelling the bicycle. A very important factor is that this has been achieved WITHOUT losing the valuable braking power of the Motor when you decelerate. ★ As it is regarded harmful to "rev" the Motor when stationary, this has been made impossible.

## Summing up

**STARTING.**—The easiest bicycle motor in the world to start. If you can pedal up a hill—you can start the Motor up it. Initial pedalling is so easy that it is difficult to know that you have a motor fitted.

**RIDING.**—No thinking—no calculating—no worrying. Starting, stopping, accelerating, decelerating and clutching are all automatically done for you by simply moving the one control clockwise or anticlockwise. Even if you want to, you cannot make a mistake.

**MANŒVRABILITY.**—It is fascinating to ride this motor in traffic. The complete simplicity of handling, leaves you perfectly free to concentrate on your surroundings. No driver of a motorised bicycle, motor cycle, or even motor car has ever had such control over his machine. This motor can well be called the "safest" in the world.

**STOPPING.**—The time it takes to carry out this most important function is cut to the very minimum. There is no clutch lever to lift and no throttle control to push back. The twist control is turned and the brakes are applied in a split second. Your hands do not leave the handlebars. However sharply you pull up, the Motor will be ticking over, waiting patiently for you to pull away.

**FOR NORMAL CYCLING.**—Disengage the Motor by raising the Disengaging Lever, and the bicycle becomes completely independent with no resistance whatsoever.

*The New 49 c.c. Power Pak Synchronomatic Drive has been designed for everybody. It is the perfect bicycle motor for young and old. It dispenses with all effort and all calculating. It is completely automatic and fool-proof. It is so simple that there is nothing to learn and you cannot make a mistake. It gives a standard of riding not yet dreamed of. Because simplicity of design is essential for reliability and trouble-free riding, the synchronomatic Drive is still extremely simple and robust with "one" moving assembly only.*

**This has been achieved "without" the use of any troublesome belts, chains, gears, pinions or sprockets.**

Gentle and smooth for taking you shopping—the famous Power Pak performance for hills and winter gales. Like its brother, it is fitted in minutes to any bicycle or tandem. Precision built with an extremely lavish bearing layout. It gives complete accessibility and needs no attention. A Wonder with a brain of its own. Above all, it is individually hand-built and tested by Britain's finest engine builders and carries the famous Power Pak 12 months' written guarantee.

using this method of drive. The first is, to keep the R.P.M., or number of explosions per minute, down to the minimum in order to prolong the life of the motor (note: the R.P.M. of the Power Pak is nearly half of any built-in type of motor, which accounts for its extremely long life). The second ambition is to keep the design as simple and robust as possible. (Note: Unlike any built-in type of motor, the Power Pak has no secondary shaft assembly, gears, belts, pinions or chains which do need adjustment and ultimate replacement.)

After carrying out a 7 year survey of the habits of over 500,000 bicycle motors including some 36 makes, incorporating every type of transmission, the largest Italian bicycle manufacturer has recently commenced a very extensive production of their own motorised bicycle. As manufacturers of both bicycles and ultra modern motor cycles, they are fully competent to make any type of transmission, but the one they have chosen is the roller drive on the tyre. Their thorough and extensive survey proved, without a doubt, that this is the ONLY way of obtaining up to 30,000 miles before general overhaul.

### SPLITTING HAIRS

Remember, the bicycle motor has only one tiny piston and barrel. How perfect it has got to be! Simplicity of design, robust construction and first-class workmanship is still not enough to achieve the very high standard that is demanded of it. The Power Pak has obtained its amazing record of reliability because it is not mass-produced. It is the only bicycle motor that is individually hand-built and tested. Critical measurements are maintained to two-tenths of one thousandth of an inch, which is ten times thinner than a human hair. That is why it is the only motor in the world that gives you a 12 months' written and signed guarantee. It is not the cheapest—it is the most lavishly built. A recent survey showed that the number of Power Paks fitted to tandems is higher than the sum total of all other makes. We receive so many wonderful letters of praise that we cannot possibly print all of them. There are some 20,000 Power Paks in daily use. Stop a few Power Pak riders and ask them, as we give you facts not slogans.

## SURVEY on troubles

Before designing the new Power Pak Synchronomatic Drive, we made a thorough survey of all the minor and major problems and difficulties encountered by the bicycle motor owner. It was found that, with the clutch-less type, the ladies and elderly folk complain of difficulty in starting on hills. Also, they are sometimes unable to pedal the bicycle fast enough for the Motor to start; a second attempt proving too much for them. The use of a Decompressor is difficult to some. Riding in traffic may be baffling as one must choose between having the engine "driving" or "pulling up". The effect is not always smooth. A very unpleasant "juddering" is set up if the Motor is allowed to run too slowly before decompressing. The psychological reason for this happening, is that the rider does not relish the job of re-starting the Motor and tries to keep it running just a little too long.

### MORE TROUBLE

With the clutch-type of bicycle motor the problems and difficulties are even more numerous. When starting, it is sometimes most difficult for the rider to calculate the revolutions of the wheel before engaging the clutch. This is very important. If the clutch is engaged too quickly the motor will "drag". If it is not engaged quickly enough the motor will "snatch", either being both harmful and uncomfortable. Positioning the throttle control must also be carefully calculated. In fact, this triple combination must be perfectly synchronized just like a motor car. Some get the knack of it quickly. Others always find it extremely difficult with poor results. The problem of control in traffic is forever present. The precise moment to dis-engage the clutch is important, otherwise the effect will be the same "juddering" as is experienced with the mis-use of a decompressor, and a shopping expedition becomes a nerve racking experience. If one is called upon to make a sudden stop, applying two hand-brakes, closing the throttle control and lifting the clutch lever, all in a split second, makes one wish for two pairs of hands. If the clutch lever is dis-engaged first, the engine will "rev" violently. To find the right position on the throttle control lever for a perfect tick-over is not always easy and the rider is apt to continuously "rev" the engine when waiting at the traffic lights. This revving is harmful to the little motor.

In addition to these somewhat complicated manoeuvres, ordinary cycling is difficult. Many people like to be able to do this, and do not like the benefits and pleasures of the normal bicycle to be taken away from them. The reason for this difficulty is that the rider is always pedalling "through" a clutch and even this slight resistance becomes extremely tiring. One further disadvantage with the built-in type of motor is, that when the motor needs attention, the whole machine is laid up whereas the clip-on type may be removed and the cycle is still serviceable—saving those fares!

Furthermore, upon fitting the built-in type of motor, a perfectly good dyno-hub, three speed gear and the complete rear wheel become redundant and are wastefully scrapped.

### A GREAT ACHIEVEMENT

ALL THESE THINGS WE HAVE SET OUT TO OVERCOME. The list, you may say, is alarmingly long bearing in mind, that with the experience of over 20,000 Power Pak users who have covered millions of miles, we know it is essential that the bicycle motor MUST be the essence of simplicity, in order to give you many thousands of reliable and trouble-free miles. Yet we have done it—and done it superbly, using ONE control only.

## ANNOUNCEMENT OF POLICY

Our aim is not to sell for the moment, but to build up a solid business for all time. We believe that the economic recovery of our country depends largely upon halting the trend of rising prices. As our products are bought by John Citizen, and are regarded by him as an essential, we have decided to reduce the price of the Standard 49 c.c. Power Pak Bicycle Motor to 24 guineas. In our own way, we feel, we are making a small contribution to the task of improving the standard of living of our country.

● *Every Power Pak is now supplied complete with:—New Dunlop Motorette Tyre. Magneto with Lighting Coil. Anti-Splash Guards. Complete Gauge Set. Power Pak Cycle Pennant. ALL INCLUDED IN THE PRICE.*

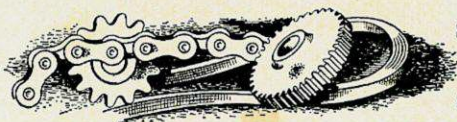
## POWER PAK POSITION EXPLAINED

A front wheel position appeared to be impractical with our spirited unit.

A low mounting position, between the pedals, seems only advisable in "clean" climates, as the motor is prone to damaging dust and mud in this position, which can affect the carburettor, magneto and even the bearings.

With the built-in type of bicycle motor it is usually necessary to force open the rear wheel-forks, thus straining them. This may upset the chain line between the free-wheel and the chain wheel—resulting, among other things, in excessive and costly chain wear.

The rear position was therefore chosen, and the Power Pak motor was designed so that, apart from the very light petrol tank, the FULL weight of the motor is distributed BOTH SIDES of the rear wheel in a low slung position (as pannier bags on a motor cycle), making full advantage of the low centre of gravity, and yet still keeping it high enough to be unaffected by road dust and mud. In this position the rider maintains perfect balance and stability of the bicycle when the motor is engaged or disengaged, and there is absolutely no "Tail Wag" when travelling at speed or when cornering. Furthermore, no part of the bicycle frame is stretched or strained in any way. Providing your wheels are true, your old bicycle will give you just the same luxurious ride as a new one. THE POWER PAK DOES NOT NEED A SPECIAL BICYCLE.



# BEWARE!

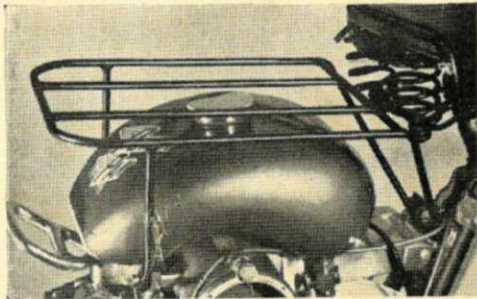
**YOU CAN'T AFFORD TROUBLE FROM COSTLY CHAINS, PINIONS SPROCKETS, GEARS OR BELTS.**

**YOU MUST HAVE A RELIABLE MOTOR. IF IT'S GOING TO BE RELIABLE IT'S GOT TO BE SIMPLE.**

**THE NEW POWER PAK SYNCHROMATIC DRIVE GIVES YOU MORE THAN ANY OTHER BICYCLE MOTOR WITH ONE MOVING ASSEMBLY ONLY.**

# ACCESSORIES

FOR ALL  
POWER PAK  
BICYCLE MOTORS



## REAR CARRIER (Regd.)

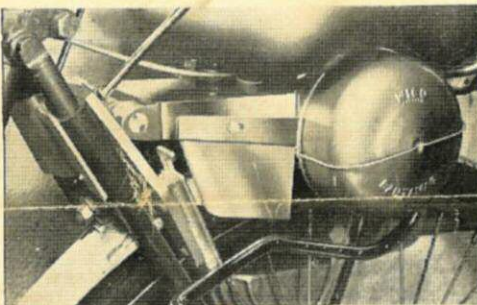
This handsome carrier, fitted in minutes, fills a great need. You can now fit a Power Pak Bicycle Motor and have your rear carrier.

Price : Chrome 19/6.

## FREEWHEEL GUARD

Where a chain guard is not fitted this accessory has been designed to protect the freewheel against mud and dirt.

Price 5/-



## ANTI-SPLASH GUARDS

These Guards are designed to protect the rider's legs from spray in wet weather and are extremely efficient.

Price : 3/- per set.

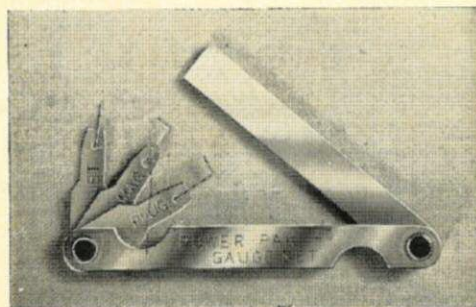
Standard equipment with all 1953 Power Pak motors at no extra cost.

## POWER PAK GAUGE SET

This ingenious tool may be carried in your waist coat pocket and is of great value for "on the spot" maintenance.

Price : 3/- each.

Standard equipment with all 1953 Power Pak motors at no extra cost.



## CYCLE PENNANT

This attractive pennant is weatherproof and may be fitted to the handlebar or front mudguard.

Price : 1/6. Complete with fittings.

Standard equipment with all 1953 Power Pak motors at no extra cost.



The following are extracts from recent unsolicited letters received by us.

F. J. London. 14.7.52.  
"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."

J. H. Rugby. 3.10.52.  
"May I say how surprised and grateful I have been at the amazing performance of the unit. My cycle is a 24in. Raleigh Superbe—a heavy machine with 28in. by 1½in. wheels yet the Power Pak seems to revel in pushing it and my thirteen stone along without fuss—and there is no sign of wear on the back tyre."

W. E. B. Croydon, Surrey. 7.10.52.  
"Allow me to congratulate you for turning out the "Rolls Royce" of motors, namely the "Power Pak". I am a disabled man and I have had many other motors but none of them can compete with the Power Pak. Even my friends who own other types of motors are amazed at its performance and its neatness. Once again I thank you for your wonderful piece of engineering and efficiency."

A. G. W. London, N.1. 8.7.52.  
"I should like to place on record how wonderful your motor is, our touring speed (on a tandem) with the baby in the sidecar is 20 m.p.h. and our top speed on the flat is 28 m.p.h. It is truly a 100% winner and rightly termed the "Rolls Royce of the Clip-on Motors"."

E. W. G. Sunderland. 5.10.52.  
"Having now had one of your Power Pak Motors fixed on my tandem for six months, I am still amazed at the wonderful performance of this Motor. The country around here is hilly, but this does not deter it. On Sundays, my wife and I go over the Scottish borders (about 150 miles return journey, heavy going) we do a steady 25 miles per hour and use about 5 pints of petrol for the day. Up to now, I have never had to use the choke to start it, and have only cleaned the plug twice. The wear on the tyre is trivial, and the pulling performance on the hills is wonderful. Thanking you for making such a fine engine."

T. M. Ayrshire, Scotland. 27.5.52.  
"I look after and repair Power Paks in my district, I also have one fitted to my own cycle, and we are all proud of them. Now, some of these marvellous pieces of workmanship have done about 5,000 miles. Their performance is really good and I think the best value possible for the price and in their own c.c. class. I find tyre wear is practically not much more than ordinary running."

E. L. London, N.W.7. 6.4.52.  
"I would like to inform you that I am absolutely happy with my little engine. I am the 'king of the road' against other bicycle engines. No other ones have a chance on the hills, or at speed. I have tried the engines of my friends, which consist of all other bicycle motors and they are all incomparable to 'Power Pak'. No, I really doubt if there is any finer, and I am indebted to you for making such a superb little engine."

T. G. B. Winchmore Hill, London 12.6.52.  
"My Power Pak has now done over 15,000 miles (12,000 plus on a tandem and sidecar) since I had it fifteen months ago, and has given complete satisfaction. Whilst being ridden in all weathers, its reliability and performance have been of a very high order. The motor has now become indispensable to me."

## STOP PRESS

IN CLOSING, may we thank you for reading the "Power Pak News." Become the owner of a Power Pak Bicycle Motor, and you will thank us, as it is our policy to sell through selected and appointed dealers, who will give you individual attention and service.

For the name of your local dealer write

SINCLAIR GODDARD & CO. LTD., 162, QUEENSWAY, LONDON, W.2.

(opposite Whiteleys)

Telephone : Bayswater 6257 or 2828