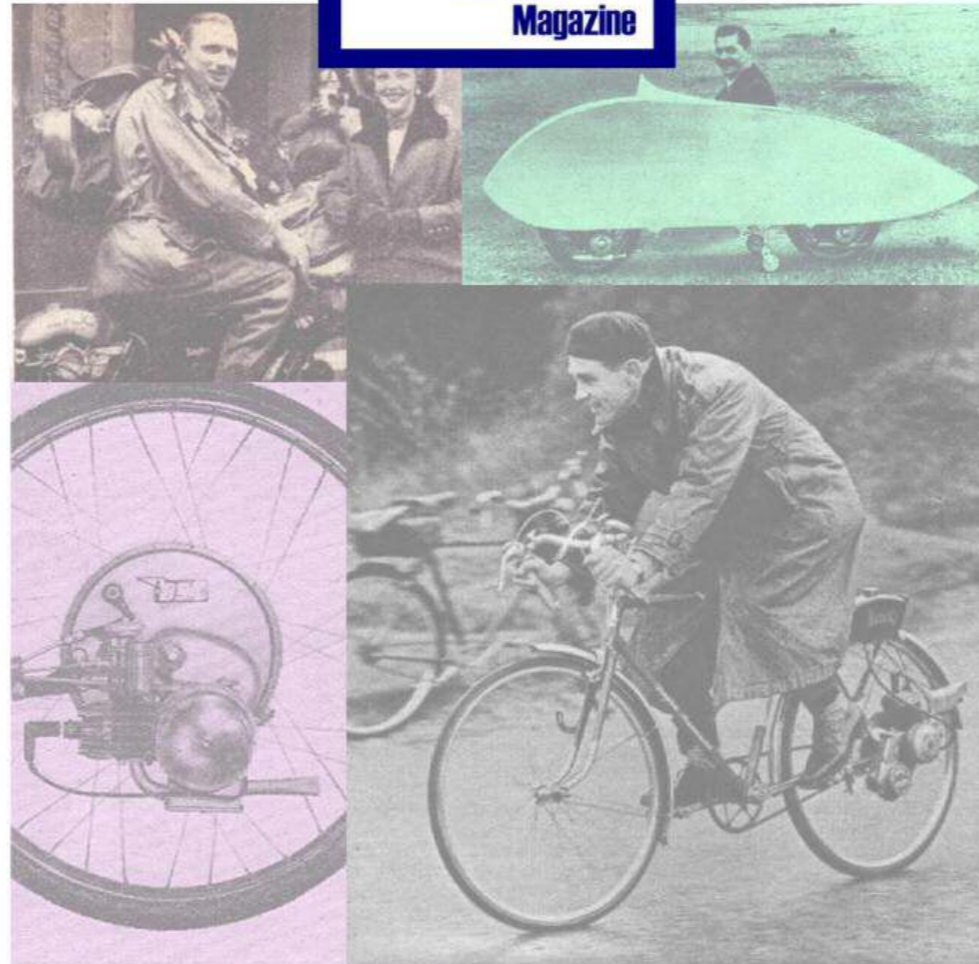


IceniCAM Information Service



WORLD PRESS, RADIO, TELEVISION AND NEWSREEL ACCLAIM PETER LEE-WARNER'S RECORD BREAKING POWER PAK'D CYCLE TRIP ACROSS THE WORLD

'DAILY SKETCH'—March, '53
... all set on his power-driven bicycle to ride to Australia and back ... 25,000 mile round trip.

'CHINA MORNING POST'—
... started today on his 25,000 mile marathon ride.

'EVENING STANDARD'—
... goes on from Amman to Baghdad.

'TIMES OF MALTA'—
... Left Amman today. He is at present averaging 100 miles a day.

'GLOUCESTER ECHO'—
... reached Baghdad. 4,000 miles ... going has been very tough ... equipment is standing up well to this gruelling test.

'IRAQ TIMES' BAGHDAD—
London to Baghdad in six weeks ... 4,500 miles ... the tyre looked almost brand new.

'NEWS OF THE WORLD'—
... he is now pop-popping across India.

'BRITISH TRADE JOURNAL'—
... first time that this 25,000 mile journey has been attempted on a machine of this type.

'THE HINDU' CALCUTTA
... arrived in Calcutta. Covered 7,000 miles in 9 weeks, crossing France—Italy—Trieste—Yugoslavia—Greece—Turkey—Syria—Jordan—Iraq and Pakistan.

'BOLTON JOURNAL'—
On his Power Pak Synchronomatic Drive bicycle motor he is carrying 195 lbs. of kit ... journey remarkably smooth.

'B.B.C. MIDLAND REGION'—
... has reached Singapore on his 49 c.c. bicycle attachment.

'AUSTRALIAN & N.Z. WEEKLY'—
Peter Lee-Warner arrived in Fremantle after riding 7,500 road miles.

'THE AGE' MELBOURNE—
He covered 9,500 miles trouble-free at an average speed of 20 m.p.h.

'EVENING DESPATCH'—
Arrived in Melbourne after travelling 10,000 road miles ... his total costs were £25.

'EVENING NEWS'—
Arrived in Sydney—10,220 road miles and has not had a puncture.

'THE EXPRESS'—August, '53
Endurance test ... travelling practically non-stop across the world; ... a total of 11,000 road miles ... road conditions sometimes nearly unpassable ... many times there were no roads at all.

★ THERE IS A REASON FOR EVERYTHING

We did not fit the motor to the bottom bracket (between the bicycle pedals) because the carburettor must breathe fresh air and the engine must be kept clean. Our climate is not suitable for this position. We did not build the motor in the rear wheel because the space there is very limited. It is essential that the rider has a good performance and spare power to take him up the hills and for overtaking purposes. This cannot be done in the limited space and results in the little engine going flat-out all the time—to this must be added the very high engine revolutions that become necessary. We also think it is wasteful to throw away a perfectly good rear wheel which may be fitted with a 3-speed gear or Dynohub. With the Power Pak there is no "tail-wag," because it only weighs 25 lbs. and, apart from the light petrol tank, the full weight is both sides of the rear wheel, just like pannier bags on a motor cycle, thus giving a low centre of gravity and still keeping the motor high enough to be unaffected by dust and mud.

★ POWER PAK TYRE DRIVE FOR COMFORT

Every petrol engine, however finely it is balanced, creates vibrations. If these vibrations are not kept away from the frame, the ride will be most uncomfortable and damage to the bicycle will result. THE AIR IN THE TYRE HARMLESSLY ABSORBS ALL VIBRATIONS. It is the perfect insulator and gives a cushioned ride. With Power Pak tyre drive the engine r.p.m. are halved—the life of the motor is doubled. It also does away with

★ WHAT MAKES POWER PAK SO GOOD?

The Power Pak is not mass produced. It is the only bicycle motor that is hand-built. Every motor is individually tuned and tested. It is not possible for a faulty machine to leave the factory. That is why it is referred to as the "Rolls-Royce" of bicycle motors. It is not the cheapest, it is the most lavishly built, with car type bearings throughout. It is made for hard work and is a bicycle motor of advanced design and high performance evolved for an exclusive market. It combines the highest standards of workmanship and material and will provide thousands of miles of dependable and luxurious riding. It is completely accessible and simple—there being one moving assembly only. This robust 49-c.c. engine develops 1.3 b.h.p. and, when you decelerate acts as a braking unit. There is a "just-in-case" lever which completely disengages the motor for normal pedal cycling—only one handlebar control and a full ½-gallon petrol tank.



49 c.c. Synchronomatic Drive, 1954 Model - 26 Gns.
- incorporating a fingertip tickover adjuster
H.P. TERMS AVAILABLE. Price includes lighting coil magneto, accessories and fittings, and a new tyre with a guaranteed life of one year.

★ Why 30,000 people chose POWER PAK

the use of a complicated secondary shaft, keeping the engine extremely simple and cheap to maintain.

EXCLUSIVE TO POWER PAK (Patent No. 682240/1)

Tyre wear is caused by a sharp driving roller which is allowed to slip. Power Pak makes this impossible. Our driving roller is hand polished to a super-smooth finish and locked in position. There is no tyre-clutch to wear the tread and the roller is always in contact and does not lift on and off the tyre when the engine is running. Remember—you will not find these features on any other bicycle motor. WITH POWER PAK THE TYRE LASTS FOR YEARS.

AGAIN CONFIRMED BY THE NATIONAL PRESS

"... smooth and vibrationless running."—MOTOR CYCLE & CYCLE TRADER
"... tyre suffered no harm ... intentional abuse produced neither slip nor undue vibration."—MOTOR CYCLING
"No roller slip was experienced, even in wet weather."—MOTOR CYCLE

PETER LEE-WARNER REPORTS

(on the B.B.C., 10th September, 1953):—"My little motor has been absolutely wonderful all the way through. Although I carry spares, I have not had to use a single one. What seems to me miraculous is that I am using the same tyre I set out on and have not even had a puncture."

HE FURTHER REPORTS:—

"... travelling over every type of road surface ranging from 600 miles of Indian desert to a sea of mud in Greece ... the driving roller is in perfect condition ... the tyre is unworn ... I can come back on it."

★ HOW LONG WILL A POWER PAK LAST?

We cannot honestly answer this question, but we can tell you that we have never seen or heard of one worn out. Since 1951 we have issued a 12 months' written and signed guarantee. With over 30,000 motors in daily use, our service department, which takes care of all overhauls, repairs and guarantee work is amply staffed by three fitters. We think this is a world record. We allow ourselves one extract from an owner's letter which will illustrate the reliability which you must have ...

"... have completed 59,009 miles with the change of four piston rings and two sparking plugs (total cost 9/-)"—
H. J. LONDON.

We thank you for reading the Power Pak News and we leave you with this final thought. If you want the motor and tyre that took Peter Lee-Warner 10,000 miles without even a puncture; set radio, television and the National Press talking; a motor with full after-sales service, backed up with our seal of confidence A DOUBLE GUARANTEE: Tyre life Guaranteed for 1 year; Engine Guaranteed for 1 year; Then,

SYNCHROMATIC DRIVE IS WELL WORTH WAITING FOR

★ STOP PRESS — Peter has made it!

★ ROUND THE WORLD ON ONE TYRE.

"13,000 mile round the world journey. He has been through thirteen countries, crossed five deserts, chugged through a plague of locusts in Iraq, dodged bandits, carried his bicycle over unbridged streams, shivered in cold and sweated in the heat. All this without punctures or mechanical troubles."

"DAILY MAIL" October 21st, 1953.
What a ride! What a motor!

★ Presenting the 1954 "New Standard" Model

With tyre, lighting coil, new twistgrip control, Hand built with a double guarantee. **19 Gns.**

★ DEALER'S NAME

- ★
- ★
- ★
- ★

A WORD OF ADVICE:—H.P. can mean HARD purchase—choose wisely—don't go by hearsay, read about them all, try them all. Every product can claim some good features; the one you buy must have all good features—remember, however big the firm, however big the name, you, the public do the final testing. The Power Pak has been proved.



PUBLISHED BY SINCLAIR GODDARD & CO. LTD., 162, QUEENSWAY, LONDON, W.2 . BAYSWATER 2828. VOLUME-166

WITH POWER PAK THE TYRE IS FREE and GUARANTEED

HERE IS PROOF in black and white that the Power Pak Driving Roller does NOT harm the tyre.

NOT A PUNCTURE IN 10,000 MILES

MELBOURNE.—A 32-year-old Englishman, Mr. Peter Warner, has arrived in Melbourne after travelling 10,000 miles on a bicycle with a small motor attached across Europe, Pakistan and India and then by ship to Western Australia without a single puncture on the way. He says that his total costs were £25. Mr. Warner plans to return home by way of the U.S. and probably Canada. —British United Press.

5 YEARS OF AVERAGE CYCLING on one tyre!

in 16 weeks, he has covered a distance equal to 5 years' average cycling. He has crossed

"THE EXPRESS,"

ROUND THE WORLD

on half a horse.

Riding practically non-stop from one end of the world to the other, Peter Lee-Warner arrived in Australia on the 15th July, 1953. Leaving London on the 20th March, 1953, he motored across France, Italy, Yugoslavia, Greece, Turkey, Syria, Jordan, Iraq, Pakistan, India, Singapore and Melbourne, Australia, with a total of 10,000 road miles.

HE IS USING A NORMAL PRODUCTION POWER PAK BICYCLE MOTOR AND THE TYRE WHICH IS ISSUED FREE AS STANDARD EQUIPMENT WITH EVERY MOTOR.

Cruising at 25/30 m.p.h., the Power Pak pushed him, his bicycle and full kit (a total of 30 stone) over some of the roughest roads and steepest hills in the world, including the famous Razor Back Mountain using petrol at the rate of 1d. per mile.

When we first read about Peter Lee-Warner's record breaking trip in the "Daily Mirror," we were naturally very interested in this enormous endurance test of our motor. This is indeed a great achievement and when you realise that this was done on one tyre without even a puncture, you will see why we have no hesitation in offering you, in addition to the now famous 12 months' written and signed engine guarantee, a

GUARANTEED TYRE LIFE OF ONE YEAR

SELF RECOMMENDATION IS NO PRAISE

This pamphlet is unique; it is the only one you have ever read that is not written by the manufacturer. No longer is it the maker's idea of his own product—no more exaggerated claims. "Why should I choose Power Pak?" you ask; "It is not the cheapest." We could tell you—we could show you hundreds of letters from owners and dealers, but we have a better way. We are indeed fortunate—we do not have to write our own references. We have chosen the one body that cannot be influenced—the critic for the people—THE NATIONAL PRESS.

They give you their unbiased opinion.

ONLY THE VERY FINEST PRODUCT CAN SHOW SUCH PRAISE FROM THE HARDEST JUDGES OF ALL—THE PRESS.

HIGHEST HONOURS—THE POWER PAK WAS AMONG THE VERY FEW BRITISH ACHIEVEMENTS TO BE TWICE EXHIBITED AT THE 1951 FESTIVAL OF BRITAIN. It was selected to bring the highest degree of credit to British industry for its high merit of functional engineering—quality of workmanship and material—design and value for money. **Council of Industrial Design.**

OPINIONS ON SYNCHROMATIC DRIVE

"No doubt one of the most interesting exhibits at the recent Motor Cycle and Cycle Show was the new British-designed 'Power Pak' with Synchromatic Drive. A 49 c.c. two-stroke cycle motor whose technical specifications mark a considerable advance over the current standards in this field. In this power unit a small but robust single plate clutch is coupled to a throttle control, which is a specially designed twist-grip. When moving away after pedalling a few yards and turning the twist-grip to the left, the clutch engages automatically and the throttle opens, those two operations being mechanically synchronised. When stopping, the twist-grip is turned to the right, the clutch disengages and the engine ticks over at idling speed. Thus with only one engine control there is no possibility of over-revving the engine or of a harsh engagement of the clutch. Whilst Transatlantic cars may set a fashion with automatic drives and single-pedal controls, British engineering skill can claim a practical cycle motor equipped with a single control providing effortless transportation."—**COVENTRY EVENING TELEGRAPH**"—November, 1952.

"In this section, the most noteworthy innovation at Earls Court is the 'synchromatic drive' introduced by Power Pak, and it is certainly pleasing it should have been done by a British concern. The device can briefly be described as a clutch that works automatically, and the entire control of the machine, apart, of course, from the brakes, is effected through a single twist grip. This simplification is a step forward that possesses a particular value in the case of a cyclemotor.

"It can be regarded as at any rate more or less comparable to the development of automatic transmission systems for cars, over which American manufacturers have given a lead that the rest of the world is only now starting to follow."—**MOTOR CYCLE AND CYCLE TRADER**,"—November, 1952.

"The aim is to overcome all the difficulties encountered with the conventional clutch-type machine. This has been achieved by incorporating a self-engaging synchronised drive plus a fully automatic built-in single plate clutching system making starting, stopping and accelerating, decelerating and clutching all automatically operated by one finger-tip twist control only."—**NATIONAL JOURNAL**,"—December, 1952.

safe?

"Will be so much safer . . . should go a long way, . . . in traffic jams and emergencies leaves both hands free for braking. A flick to the right and the engine is out of gear, but continues to tick over. On manufacturer's tests it braked from 30 m.p.h. in about 30ft."—**THE DAILY MIRROR**,"—November, 1952.

"Stopping is far quicker than with the conventional type of clutch."—**B.B.C. TELEVISION NEWSREEL**,"—November, 1952.

"Excellent performance and simple control of Power Pak Synchromatic Drive enabled me to win Silver Cup and Class Award in the 1953 Birmingham Safety Rally" (42-mile course—stopping test—starting test—acceleration test—brake test—over 200 entrants.)—**HOPSINGER**,"—June, 1953.

powerful?

" . . . spirited hill-climbing."—**MOTOR CYCLE AND CYCLE TRADER**,"—March, 1950.

" . . . the bicycle motor that puts paid to hills."—**PATHE NEWSREEL**,"—November, 1952.

"Main road hills were well within the capabilities of the Power Pak."—**MOTOR CYCLE**,"—June, 1953.

"The steep hill where 'buses have to crawl, non-mechanised cyclists are compelled to walk, but I am up it on my cycle in half a minute . . . coming into Salisbury, Old Sarum looms up unmistakably. It is another miniature Everest, but on a windless day I have climbed it at speed, the engine purring happily as if to tell my feet—' thanks all the same but I can take this on my own.'"

"**POWER AND PEDAL**,"—July, 1953.

GENERAL

"Because of the 'pannier' mounting over the rear mudguard, with the cylinder fitted low on the offside, a low centre-of-gravity is obtained . . . thick rubber insertions which absorb driving shocks . . . the result of 2½ years of development work. . . ."

"**MOTOR CYCLE AND CYCLE TRADER**,"

"It is the established policy of the Company to distribute the Power Pak solely through carefully chosen dealers capable of giving complete and efficient service."

"**NATIONAL JOURNAL**,"—Sept. 1950

"Note the rubber mounting of the unit and the general accessibility."

"**MOTOR CYCLING**,"—December, 1950.

economical?

"Power Pak costs its owner little in the way of running costs. After riding the machine for many hours, I found that I had used hardly any of the petrol . . . London to Bath for a couple of bob."

"**MOTOR CYCLING**,"—December, 1950.

"Two up on a tandem from Southampton to London—76 miles. 'Our cost just under 1/3d. each.' Less than ½d. a mile."

"**MOTOR CYCLING**,"—August, 1952.

"An all-in cost of just under ½d. per mile."

"**COVENTRY EVENING TELEGRAPH**,"

Note:—This would include petrol and oil, tax, insurance, driving licence and full maintenance on the basis of 100 miles per week.

reliable?

" . . . the sound design and construction of the Power Pak."—**MOTOR CYCLING**,"—Dec., 1950.

" . . . ball and roller bearings are employed throughout in the Power Pak, the lively 49 c.c. two-stroke."

"**MOTOR CYCLE**,"—December, 1950.

"Power Pak is a beautifully made unit."

"**MOTOR CYCLE**,"—February, 1951.

"The now famous Power Pak vibrationless, good performance and outstanding reliability, giving up to 30,000 trouble-free miles before general overhaul."

"**NATIONAL JOURNAL**,"—Dec., 1952.

"There is no doubt that the engine could maintain a cruising speed of 20 m.p.h. indefinitely. Another pleasing feature of the Power Pak was that it seemed impossible to over-rev the engine; indeed, it seemed tireless, in spite of much spirited riding throughout the period of the test."—**MOTOR CYCLE**,"—June, 1953.

OPINION

"It is fitted in minutes to any bicycle or tandem, a special bicycle not being required. Every motor is individually hand-built and tested and carries the Power Pak 12 months' written guarantee."

"**NATIONAL JOURNAL**,"—Dec., 1952.

"Unquestionably one of the most appealing cycle engines available."

"**MOTOR CYCLE**,"—June, 1953.

" . . . a practical investment. To me a Power Pak was a godsend. It yields me all the natural joy of cycling while relieving me of its drudgery. What more delightful sensation than to average 18 m.p.h. from my home and arrive fit for the day's work?"

"**POWER AND PEDAL**,"—July, 1953.

easy to handle?

" . . . two turns of the pedals, a flick to the left and you accelerate."—**THE DAILY MIRROR**,"—November, 1952.

"All the operations of starting, stopping and clutch operation are all automatically controlled from a single lever."—**TRADER**,"—November, 1952.

"An engine with Synchromatic Drive—or an automatic clutch . . . this is to make things easier for the inexperienced rider."—**THE EVENING STANDARD**,"—Nov., 1952.

"The synchromatic drive dispenses with all effort, calculating, worrying, and pedal resistance, thereby making this motor the ideal for the young and not so young. It is completely automatic and foolproof."

"**NATIONAL JOURNAL**,"—December, 1952.

"It would be difficult to imagine a unit more simple to control. Indeed, there is only one control. Starting the Power Pak was easy and certain under all conditions. As soon as a speed of roughly 3 m.p.h. was reached the throttle was opened and, in a matter of a few feet, the engine fired. Thanks to the clutch—known as Synchromatic Drive—no more effort than that used on an ordinary pedal cycle was involved in starting the engine. One of the most endearing characteristics of the Power Pak is its delightful manners in heavy traffic. To sum up . . . it is a unit on which even the most unmechanically minded of riders could feel at home in a commendably short space of time!"—**MOTOR CYCLE**,"—June, 1953.

PERFORMANCE?

- "Easy starting, exceptional acceleration and a maximum speed of 30 m.p.h."—**MOTOR CYCLE AND CYCLE TRADER**,"—March, 1950.
- " . . . will be quite capable of incurring a summons for exceeding the speed limit in a built-up area."—**MOTOR CYCLING**,"—December, 1950.
- " . . . thirty miles an hour with no splutter or fuss."—**THE DAILY MIRROR**,"—November, 1952.
- John Garland and John Thorpe on a tandem . . . "that Power Pak was good for a genuine 30 m.p.h."—**MOTOR CYCLING**,"—August, 1952.
- "New British cyclemotor . . . providing effortless transportation at genuine 30 m.p.h."—**COVENTRY EVENING TELEGRAPH**,"—November, 1952.
- "The Power Pak is a well-built and delightful little engine from the performance standpoint. The engine could be throttled back until the speed had dropped to a crawl."—**MOTOR CYCLE**,"—June, 1953.
- "As a journalist I use my Power Pak to take me into the Wiltshire countryside. I am scornful of hills and undaunted by distance. Yes, my cycle motor is a good friend."—**POWER AND PEDAL**,"—July, 1953.

IN OPEN COMPETITION

with every British make of bicycle motor and many Continental makes, Power Pak beat the field at the A.C.U. 1953 Official Trials, which included speed test—hill climbing test—braking test—silence and condition of cycle tests. There were 67 riders on 11 different makes.

"The best performance yesterday was put up by Mr. Cole, who gained the maximum number of 100 marks on his 49-c.c. roller drive cycle motor."

"**THE DAILY MAIL**,"—April, 1953.

"Power Pak obtained the Premier Award."

"**MOTOR CYCLE & CYCLE TRADER**,"

"The British-designed and manufactured Power Pak was the only entrant with 100 marks."

"**THE DAILY HERALD**,"—April, 1953.