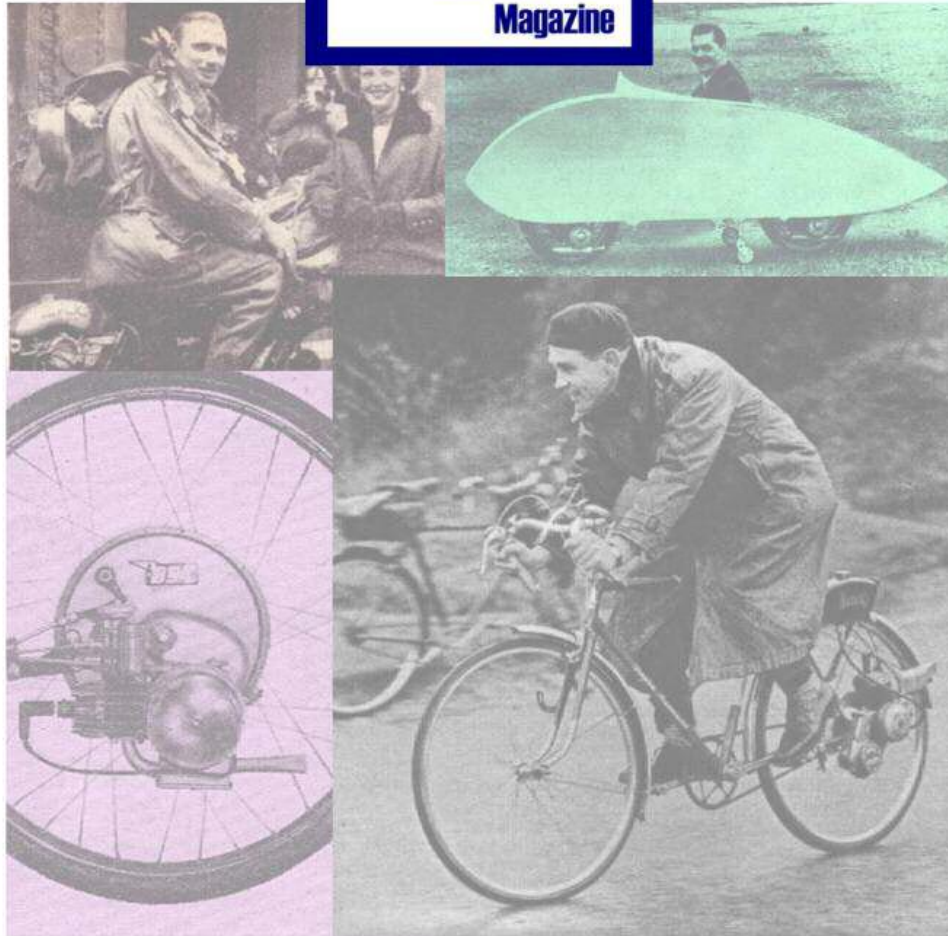
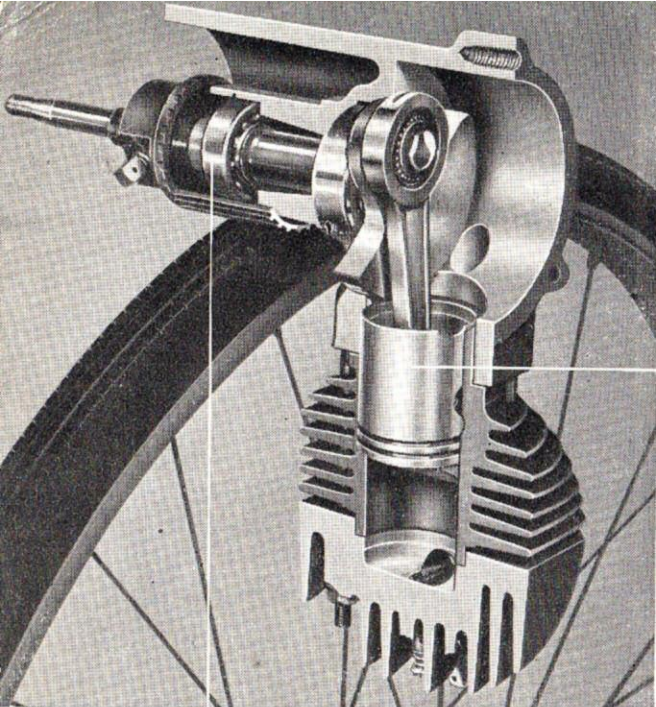


# IceniCAM Information Service





*It's the  
inside that  
makes a  
Power Pak*

Complete section of the "New Standard"

● How simple the Power Pak is and how beautifully made. The piston goes up and down, the crankshaft goes round and round, and that's all there is to it. Simplicity spells reliability.

The Power Pak is a jewel of engineering, made to do an enormous job of work for many years under all conditions. It is individually hand-built by craftsmen. That is why it is referred to as the Rolls-Royce of bicycle motors.

If you are an engineer, you will see that every component used in a Power Pak is at least double its required strength. This ensures you up to 30,000 miles before general overhaul. You will also see that, whilst everything is accessible, there is really nothing to go wrong. The Power Pak position is just right. The weight is distributed both sides of the rear wheel like pannier bags on a motor cycle, high enough to be unaffected by damaging mud and dust.

If you are not an engineer, you might be worried as to whether or not you can maintain a bicycle motor. In this case, you must have the simplest. We claim the record for reliability. This we base on the following facts.

Since 1951 we have issued a 12 months' written and signed guarantee. With over 30,000 motors in daily use, our Service Department is amply staffed by three fitters.

So you will see that simplicity of design, excellent materials and individual hand-building is the only way of giving you the reliability and the vibrationless smooth performance that you must have.

**WRITE FOR A FREE COPY OF THE POWER PAK NEWS**

Sinclair Goddard & Co. Ltd., 162 Queensway, Bayswater, London, W.2. Telephone: BAYswater 6257 . 8285 . 2828

*The*

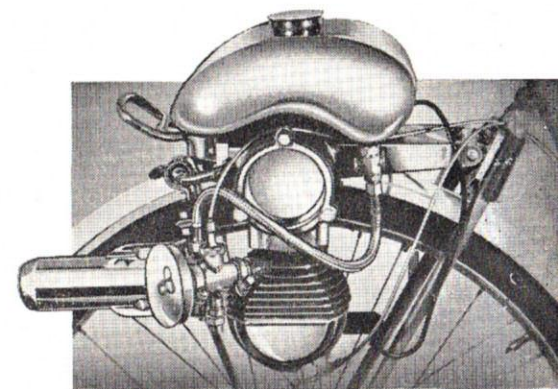
This new 49 c.c. bicycle motor is a development of the Power Pak Standard Model, of which there are over twenty thousand in daily use. It has the same engine features plus new-type porting for additional efficiency.

*'New*

Power Pak is now famous for the two essentials, performance and reliability. For those who still have their doubts about tyre wear, we are now supplying, free of charge, a new tyre and we guarantee its life for one year.

*Standard'*

The "New Standard" gives you the greatest value obtainable with: New twist grip control—Superb finish in cellulose and chrome—Car-type bearings throughout—12 months' written and signed guarantee—Magneto with lighting coil—Gauge set and accessories. At the popular all-in price of 19 gns. every motor is hand-built and individually tested and supplied with a new tyre.



**POWER PAK**

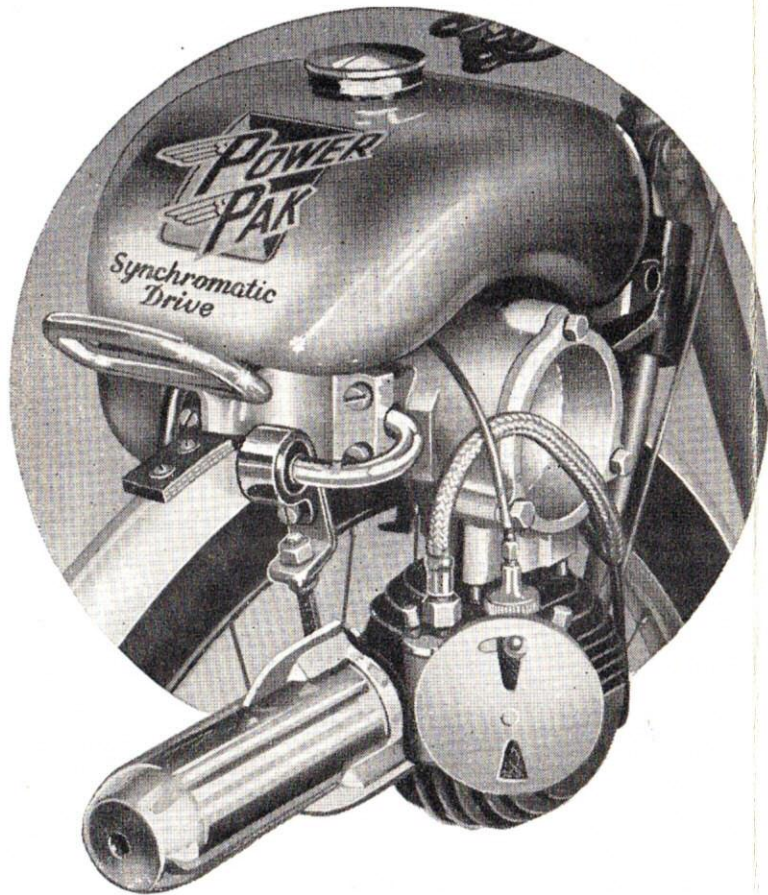
THE HAND BUILT BICYCLE MOTOR

**19**

**Guineas**

THIS PRICE INCLUDES THE 4 EXTRAS  
H.P. TERMS AVAILABLE

# Our Masterpiece



**26 Gns.** INCLUDING THE 4 EXTRAS  
H.P. TERMS AVAILABLE

THE BICYCLE MOTOR THAT WENT ROUND THE WORLD ON ONE TYRE WITHOUT USING ANY ENGINE SPARES

## Synchronomatic Drive

This is the motor that took Peter Lee-Warner round the world. It pushed a load of thirty stone at 25 miles an hour, using petrol at the rate of a farthing a mile. The whole journey was made on the same 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 the cold and sweltered in the heat. All this without punctures or mechanical troubles.'—*Daily Mail*, October, 1953.

... This is "Synchronomatic Drive"

In open competition with every British make of bicycle motor and many Continental makes, one motor 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.

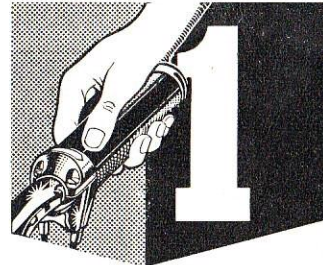
'The British designed and manufactured Power Pak was the ONLY entrant with 100 marks.'—*Daily Herald*, April, 1953.

... This is Synchronomatic Drive"

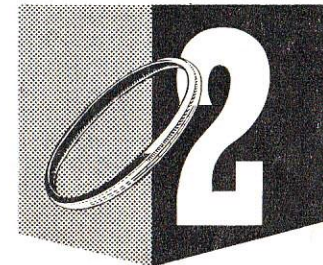
It can be fitted to any bicycle or tandem and has a built-in car type clutch which works automatically. One Twist-Grip operates the complete machine, including the clutch, leaving both hands free for braking. You can actually learn to ride it in three minutes. Individually hand-built and tested, it carries a 12 months' written and signed guarantee. It has magneto lighting, and is issued with a free tyre which has a guaranteed life of one year. The 1954 model has a new-style Twist Grip incorporating a finger-tip 'Tickover Adjustor'.

... This is "Synchronomatic Drive"

INCLUDED IN THE PRICE  
of both models



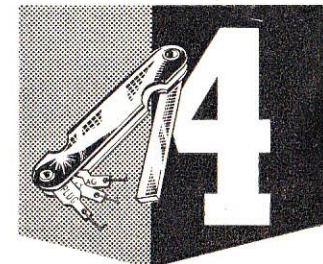
• De luxe Twist Grip Control for simpler, safer riding.



• New tyre with a guaranteed life of one year.



• Built-in magneto lighting for head and tail lamps.



• Pocket gauge set for testing all adjustments.