



THE SCOOTER with POWER & PEDAL

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A. F. Palmer Phillips

IT was with great regret and a feeling of "an end to an epoch" that I heard of the death of A. F. Palmer Phillips at his home in Hertfordshire at the age of 83.

"P.P." was the man who put the *Cyclemaster* wheel on the map in Britain and sold over 100,000 of them, the largest production of cyclemotor units ever in this country. When I had the idea of starting this journal, he was one of the top men in the business to whom I went to ask for

advertising support to launch the magazine. His reply was characteristic and very much to the point. "I think your paper will be good for the cyclemotor business and anything that's good for cyclemotor business will be good for *Cyclemaster*" he said, "We shall support you".

Both ventures prospered, despite some distribution difficulties on his part, but later products, the *Cyclemate* light mo-ped and the unorthodox *Piatti* scooter were less successful and

Palmer Phillips retired from business for the second time.

I met him on a number of occasions after this and he was always active and cheerful and retained his interest in two-wheelers. Unlike many of his contemporaries, P.P. liked the present day and age and its young people. His famous wheel introduced many people to powered cycling and he will long be remembered in an industry he helped to convert to twentieth century travel.

F.L.F.