



THE
MAGIC WHEEL
THAT WINGS
YOUR HEEL

227.10.0

£25 Fitted

Cyclemaster

TAKES THE HARD WORK OUT OF CYCLING



A REVOLUTION IN PERSONAL TRANSPORT

Private motoring is expensive, and likely to remain so for many years. Public transport is crowded and often inconvenient. A "full-up" bus may mean a long wait for the weary housewife; or her husband, tired out after a day's work.

Motor-cycles with their speed and weight are for the young - if they have the money. Thousands of people cannot endure the fatigue of ordinary cycling.

The Cyclemaster brings efficient, economical, dignified power-assisted cycling within reach of all. Using the Cyclemaster will change your whole outlook on life.

It is not a gadget, or an afterthought. There is no fussiness; hardly any noise. It is a simple, powerful motor embodied in a wheel which just slips into the place of the back wheel of your own cycle. Go where you will, at your will — without effort.

PERFORMANCE.

The trouble-free 25 c.c. engine will carry you at any speed up to 20 m.p.h. on the level. It will take you up most reasonable hills. On steep hills, you pedal easily to help it (no more effort than ordinary cycling on the level). On freak hills you get off and let it pull you up — instead of your having to push the machine.

NO SHELLS.

There is no vibration; hardly any noise, and as the motor is in the back wheel you get no fumes.

PETROL CONSUMPTION.

300 m.p.g. — with petrol at 3/- per gallon the cost is 1d. for 8 miles.

CONTROLS.

Just two levers — one works the clutch; the other the throttle.

TAXATION.

The Road Fund Licence for Cyclemaster costs 17/6d. a year.

A Driving Licence costs 5/- a year.

INSURANCE.

Full insurance cover is 32/6d. a year.

LEARNING.

If you can cycle it will take you five minutes to learn to use the controls.

PRICE.

The cash price of the Cyclemaster, including fitting, is only £25.

HIRE PURCHASE.

An easy payments plan is available. Terms are £5 down and £2 a month for twelve months.

MECHANICAL DETAILS.

The Cyclemaster drives through chains, and does not wear out tyres through friction. No reinforcement of the cycle is necessary.

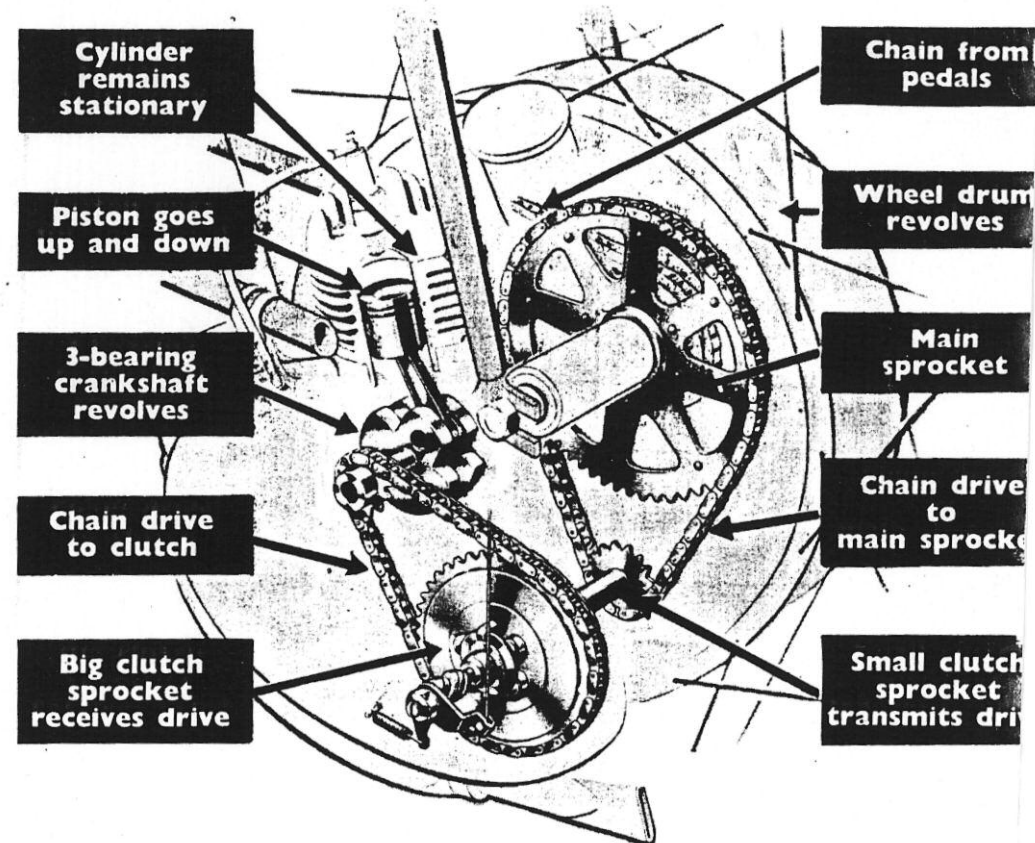
FITTING & MAINTENANCE.

Your dealer will fit a Cyclemaster wheel to your own machine. You can pedal it until you feel thoroughly at home. Details of any slight attention which the Cyclemaster may require are given in a simple-to-understand instruction book.

SERVICE.

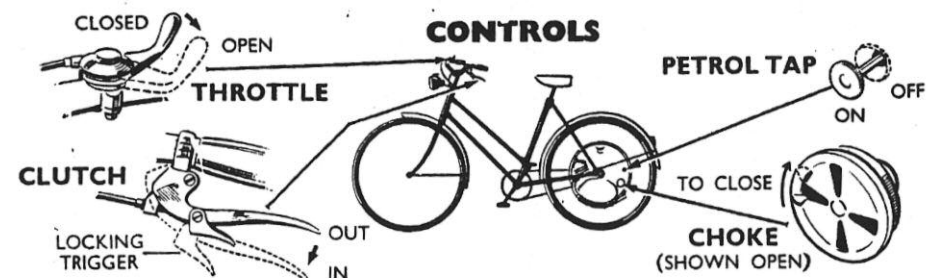
The Cyclemaster has this great advantage over cars and motor cycles — that in the unlikely event of trouble you can always use it as a pedal cycle. There are Cyclemaster dealers all over the British Isles, to give you immediate service if required.

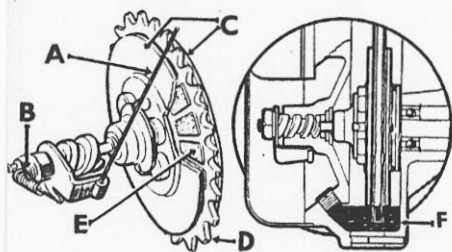
SEE HOW IT WORKS



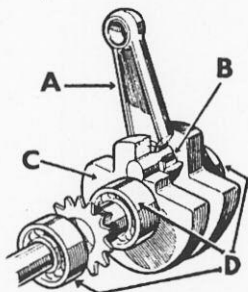
This much simplified diagram explains how the Cyclemaster engine works, but cannot show the many engineering features which make it the only sensible form of power-assisted cycling.

A detailed specification and illustrations of some of these features appear overleaf, and below is a diagrammatic layout of the simple controls, which all can learn to use in a minute or two.

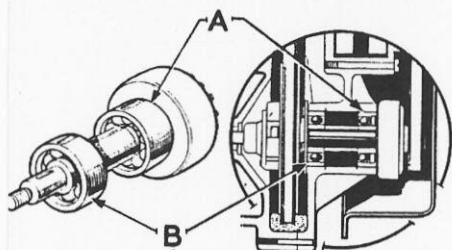




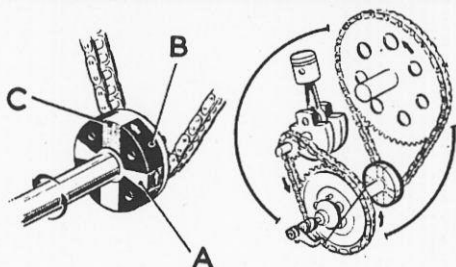
The Cyclomaster engine is fitted with a clutch, enabling the rider to keep the engine running at traffic stops. **A.** Clutch cable to handlebar lever. **B.** Adjusting screw. **C.** Clutch plates. **D.** Main drive sprocket. **E.** Clutch corks. **F.** Oil chamber.



The crankshaft operates in three ball bearings and is fully counter-weighted for smoothness and long life. The illustration shows **A.** Connecting rod. **B.** Big end roller bearing. **C.** Fully counter-weighted crankshaft. **D.** Straddle mounting bearings.



There are two ball bearings on the clutch shaft, **A** and **B** in this illustration. The bearing **A** also takes up the end thrust of the shaft.



Smooth, vibrationless running and long life are also ensured by the cushioned drive. **A** and **C** are metal segments. **B** rubber cushions which give perfect smoothness.

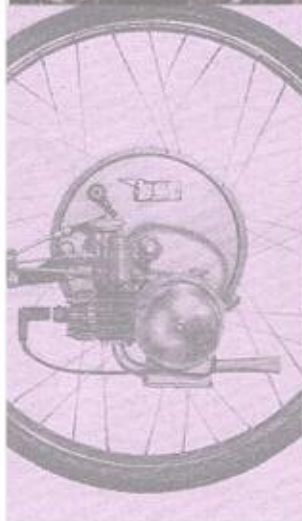
SPECIFICATION

SIZE OF WHEEL	26" x 1½"	FUEL MIXTURE ...	"Petroil" (1 in 25)
BORE	32 mm.	FUEL TANK CAPACITY	2½ pints (approx)
STROKE	32 mm.	SPARK PLUG	K.L.G. Type F. 50 14 mm.
CAPACITY	25.7 cc.	FUEL CONSUMPTION	300 m.p.g. (approx)
R.A.C. RATING	25 h.p.	IGNITION	Wico-Pacy Flywheel magneto.
DEVELOPED H.P. ...	0.6 b.h.p. (approx)	CARBURETTOR	Amal.
ENGINE SPEED	4,000 r.p.m. at 20 m.p.h.	CLUTCH	Single plate : sealed oil bath.

Manufactured by E.M.I. Factories Ltd. for
CYCLOMASTER LIMITED, 26 Old Brompton Road, S.W.7

ASK FOR A DEMONSTRATION

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