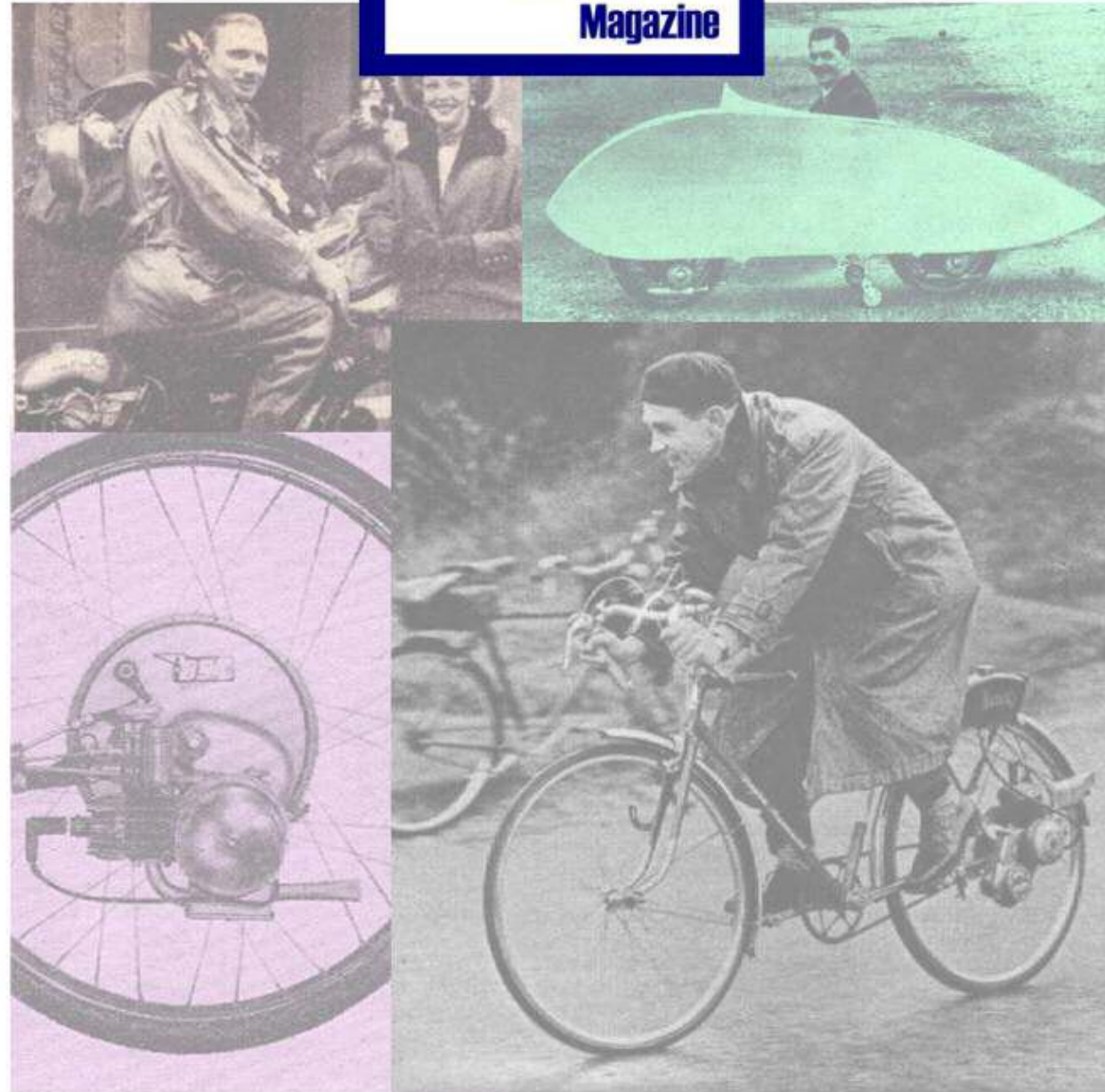


IceniCAM Information Service



TECHNICAL SPECIFICATION

FRAME

A true cycle frame, built of high-grade materials, with taper chain-stays and seat stays.

Entirely brazed-up, low bracket and low built for safety and comfort.

TYRES

Dunlop 26" x 1 $\frac{3}{4}$ " Carrier type.

RIMS & SPOKES

Chrome-plated Dunlop Westwood rims and heavy gauge rustless spokes.

HUBS & BRAKES

Internal-expanding Brake Hubs incorporated in front and rear wheels, each independently operated by handlebar controls. The brake shoes of front and rear hubs are interchangeable. Sturdy spindles with properly hardened cups and cones. A smooth and powerful braking system.

PEDALLING GEAR

Normal cranks, chain-wheel and full size pedals. Standard freewheel.

MUDGUARDS

Deep half-round section with a Dunlop mud splasher fitted to front guard.

HANDLEBARS

"Comfort" type, adjustable for height and fitted with resilient rubber grips.

SADDLE

Dunlop waterproof carefully chosen to give ample comfort and support.

REAR STAND

Light but strong stand for rear wheel, with spring clip fastening.

FINISH

Best black enamel on anti-rust surface. Usual bright parts chromium plated.

EQUIPMENT

Toolbag and Tools, Horn, Pump, Licence Holder and Number Plates.

THE POWER UNIT

ENGINE UNIT

Specially designed 2 stroke 80 c.c. with 30 years' experience of 2 stroke engines behind its production. Made of the finest materials and finished to close limits.

Roller bearing big end, detachable Aluminium cylinder head and inlet pipe, Diecast crankcase which incorporates the clutch housing. The position of the engine in the frame keeps it free from water and mud.

COUNTERSHAFT CLUTCH

Cork-insert type, running in oil, very smooth and durable, giving a very free engine when disengaged. Control of clutch is by handlebar lever which is provided with a trigger to hold the clutch out of engagement when required. The advantage of a clutch for easy starting and traffic conditions is very great.

LUBRICATION

This is by Petroil system, i.e., mixing oil with petrol in proportion 1 part oil and 20 parts petrol. (Measure incorporated in filler cap, use 2 fills to $\frac{1}{2}$ gallon of petrol.) We recommend:—CASTROL XL, ESSOLUBE 40, MOTORINE C, TRIPLE SHELL or MOBILOIL B.B.

IGNITION & LIGHTING

Very efficient ignition and lighting is provided by an unusually compact flywheel magneto with lighting coils for direct light to the head lamp and tail lamp. A parking battery is provided in the head lamp.

CARBURETTOR

Single lever Carburettor with air-strangler for easy starting from cold.

TRANSMISSION

Chain $\frac{1}{2}$ " x $\frac{3}{16}$ " protected by an efficient chain guard. Independent adjustments for pedalling and transmission chains are provided.

SILENCER

Large capacity Aluminium expansion chamber with concentric tail-pipes giving very silent running.

TANK

Attractively finished in a contrasting shade, the tank completes the compact layout of the machine. It holds 9 pints and an oil measure for "Petroil" lubrication is incorporated.

OTHER DATA

Wheelbase	43 $\frac{1}{2}$ "
Lowest saddle height (adjustable) ..	31"
Ground clearance under silencer and chainwheel	6"
Bracket Height	9 $\frac{1}{4}$ "
Width inside cranks (pedal)	5 $\frac{1}{2}$ "
Weight	approx. 78 lbs.
Tax	3/4 per quarter or 12/- per annum
Consumption	140/160 miles per gallon
Running cost	Under 1d. per mile



CONDITIONS OF SALE AND WARRANTY

H.E.C. POWER CYCLES are made from the finest materials and designed to ensure the maximum satisfaction to the User and the following Guarantee is given with each Power Cycle sold and no statement contained in any Catalogue or any Publication shall be construed as enlarging or over-riding this Warranty.

We guarantee, subject to the conditions mentioned below that all reasonable care has been taken to secure excellence of materials and workmanship. This Guarantee is to extend and be in force for six months from the date of retail purchase, but it does not apply to defects caused by wear and tear, misuse or neglect nor is the Guarantee transferable without our consent. Should any defect in material or workmanship be found within six months of the date of Purchase, a part to replace that which is defective will be delivered without cost provided the defective part is returned carriage paid, properly labelled with the Sender's Name and Address giving Engine and Frame Number and date of purchase.

This Warranty does not extend to:—

- An unregistered H.E.C. Power Cycle Owner.
- A Machine that has been altered from our standard construction or Specification, including removal of Trade Mark unless our written consent has been previously obtained.
- A Machine on which parts not manufactured or supplied by us have been used as replacements.
- Electrical Equipment, Tyres, Saddles or other Accessories, inasmuch as they are guaranteed by their respective Makers.

- Any contingent or resulting liability or loss arising through any defects.
- Wear and Tear, accident, mis-use or neglect or racing competitions or hiring out.
- H.E.C. POWER CYCLES are not suitable for Side-car attachments or Pillion attachments and Silencers must not be removed or interfered with. Failure to observe this would invalidate this Warranty.

This Warranty is given in place of any statutory or common Law Warranty or otherwise.

No responsibility will be accepted for damage by Fire or loss of spare parts or accessories sent for repair or replacement under this warranty whilst in the Manufacturer's possession.

The judgment of the Manufacturers in all cases of Claims shall be final and conclusive and the Purchaser agrees to accept their decisions on all matters as to defects and as to exchange of any part or parts and after expiration of two months from the despatch of notification the part or parts submitted may be scrapped by the Manufacturers or returned to the Purchaser Carriage Forward.

We do not employ Agents for the Sale of Power Cycles or other Goods and no Dealer when selling Power Cycles may incur any liability on our behalf save as aforesaid. All sales by us are made to Dealers carrying on business on their own account and no other persons are authorised to sell Power Cycles.

H.E.C. POWER CYCLES LIMITED

LONDON OFFICE:

SALES: 234 PENTONVILLE ROAD, KINGS CROSS,
LONDON, N.1. Tel. TERminus 1628

Works: 43, 44 THORP ST., BIRMINGHAM 5

Tel. Midland 6274.



LOOK INSIDE — AND SEE

Point 1

THE H.E.C. POWER CYCLE
IS "TWO MACHINES IN ONE".
IT CAN BE USED AS A
POWER CYCLE OR PEDAL CYCLE

The H.E.C. Power Cycle is the first genuine Motorised Bicycle because it is first and foremost a Bicycle. It is a modern open frame machine of standard size and sturdy build with normal sized pedals in correct position to which is attached a compact little Power Unit, cleverly designed so that it fits into the Bicycle frame "like a glove" and makes it a Power Cycle—a machine which on the level and on normal hills requires no assistance from the rider. If required, the Power Unit can easily be removed and the machine used as an ordinary Bicycle. Thus, the owner of the H.E.C. Power Cycle has two machines at his disposal—a pedal Cycle and a Power Cycle.

Point 2

EASY STARTING—A FIRST
CLASS ENGINE WHICH STARTS BY
PEDALLING OR PUSHING AT A WALKING
PACE—EASY MOUNTING—CLUTCH CONTROL

An H.E.C. Power Cycle is very easy to start by pedalling in the normal way, the engine is started by letting in the clutch, alternatively a push at slow walking pace starts the engine; the clutch lever is then lifted and the machine will remain stationary with the engine running, whilst the rider mounts, then by letting in the clutch the Power Cycle will glide smoothly away. The machine is light and can be wheeled by young and elderly people without effort.

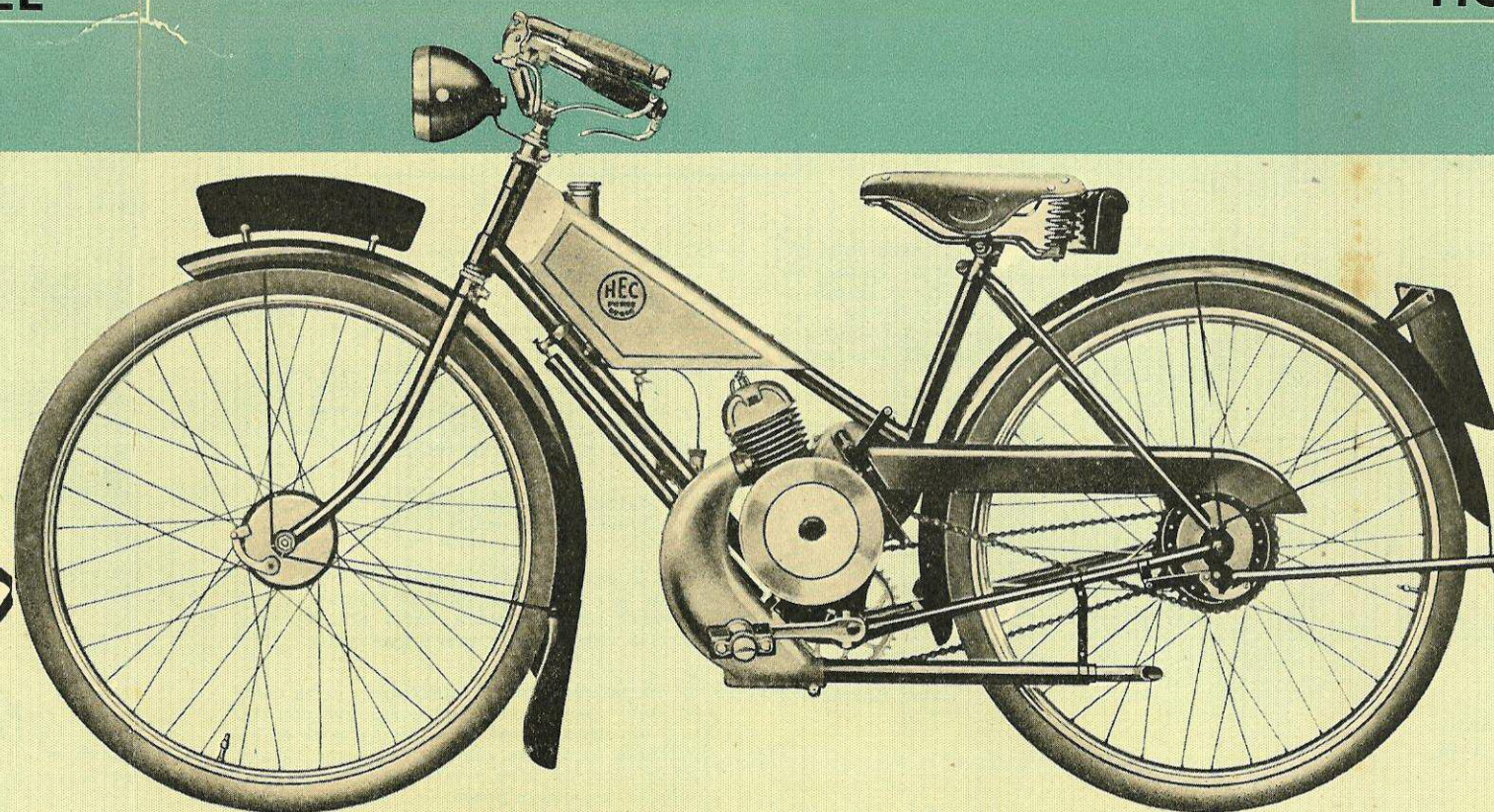
THE

HEC

**POWER
CYCLE**

Point 3

THE H.E.C. POWER CYCLE IS
NOT A MINIATURE MOTOR
CYCLE. IT IS A REAL BICYCLE—
MOTORISED—LIGHT & EASY TO HANDLE



It is fundamentally a Bicycle—not a miniature Motor Cycle. Remember, you can pedal or Power Cycle, therefore you need never be without a means of transport—week-days to and from your work—week-ends to country or seaside—all without effort. Should you run out of petrol, simply disengage the clutch and pedal. Control in traffic is very simple—lift the clutch lever—the engine will just idle and you can control the machine like an ordinary Bicycle. The fact that the pedals are in correct cycling position gives easier balance and complete confidence. The engine is well guarded from mud and water and remains clean in spite of bad weather.

Point 4

POWER CYCLING GIVES
YOU THE JOYS OF MOTORING TO
YOUR WORK OR FOR PLEASURE.
THE COST BEING ONLY $\frac{1}{4}$ d. PER MILE!

INCLUDING HORN, LIGHTING, TOOLS,

17

GNS. COMPLETE
(or on Hire Purchase)

TOOLBAG, LICENCE-HOLDER AND PUMP

**"POWER-CYCLING" IS
"LEISURE-CYCLING"**

Power Cycling is cycling at its very best. No more struggling up hills—no fagging rides against the wind! Yet running costs are practically negligible, inclusive of tax, insurance and fuel—it works out at less than $\frac{1}{4}$ d. per mile.

H.E.C. Power Cycle costs only 17 guineas or you can "pay as you ride" on very attractive Hire Purchase terms.