

TWO R.S.I. MOPEDS

With Automatic Clutch

TWO R.S.I. motorised cycles being handled by Evian (G.B.) Ltd., 9 Drapers Gardens, Throgmorton Avenue, London, E.C.2., are Models S and L, both embodying a 50 c.c. Motobloc engine and fitted with an automatic clutch.

Frame of the Model S is of tubular construction and 24in. by 2in. white cushion tyres are fitted. Fuel tank has a capacity of $\frac{3}{4}$ gallon. Model S is a single speed machine, and only throttle and brake controls are needed. Extra deep mudguards at front and rear give good protection to the rider. It has a two-tone grey enamel finish and retails at £46 2s. plus tax £11 8s. 7d.

Model L has chrome plated telescopic forks and a beam type frame. Petrol tank will hold 1 gallon and full width brake hubs are fitted front and rear. This de luxe moped is equipped with a wide, top quality saddle. Retail price: £55 19s. plus tax £14 0s. 3d.

MIDLAND WHEEL JUBILEE

THE completion of extensions to the works of the Midland Wheel Company coincides with the firm's Diamond Jubilee. This concern of wheelbuilding specialists is essentially a family business. It was originally founded by brothers S. L. and N. J. Greswold to build cycle wheels for the dealer-builder of the early days—for this was before the era of the mass-produced machine.

Today, the organisation is controlled by E. Greswold and N. D. Vaughan, daughters of S. L. Greswold, and A. Greswold, son of the other original partner. As manufacturers of cycle, sidecar, trailer and invalid chair wheels, they are well known to the bulk of our readers, and their increased factory facilities coupled with modern techniques proves that they are determined to progress with the industry with which they have grown up.

BERTIE BEACON EXHIBIT

Piece-de-resistance at the Stay Alive road-safety exhibition which opened in Glasgow on February 4 was Bertie Beacon. Bertie is a remarkable chap. Mounted on a Raleigh bicycle, loaned by David Rattray & Co., Ltd., his figure resembles a Belisha beacon with fully articulated "arms" and "legs". While he is pedalling, a number of illuminated panels flash out a series of warnings to cyclists.

Here is one of them:

"Look ahead, think ahead, act ahead—Keep your head!"

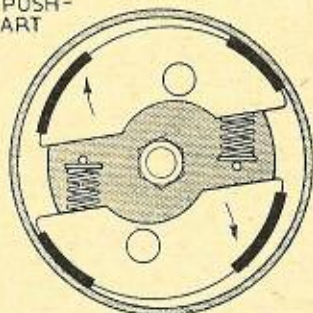
Avon Silver Sales Trophy

At a dinner held at the Royal Station Hotel, Newcastle-on-Tyne, Charles H. Mason, Avon general sales manager, presented the Newcastle area sales manager, R. T. Finlay, with the Avon silver sales trophy, won by Newcastle for the second time in three years.

The trophy is awarded annually to the region achieving the highest sales relative to target.

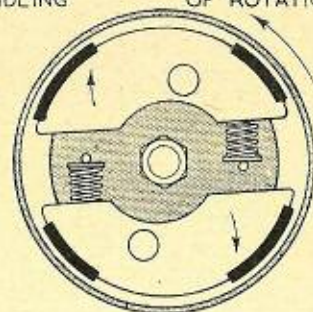
FEATURES OF THE RSI MOPEDS in the illustrations on the opposite page: (top, left) the front hub on the de luxe model; (top, right) protective delivery pack; (bottom, left) front brake on the standard model; and (bottom, right) the carrier on both models.

STATIONARY
& PUSH-
START

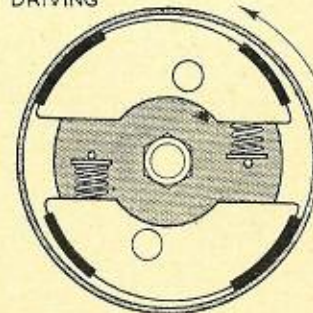


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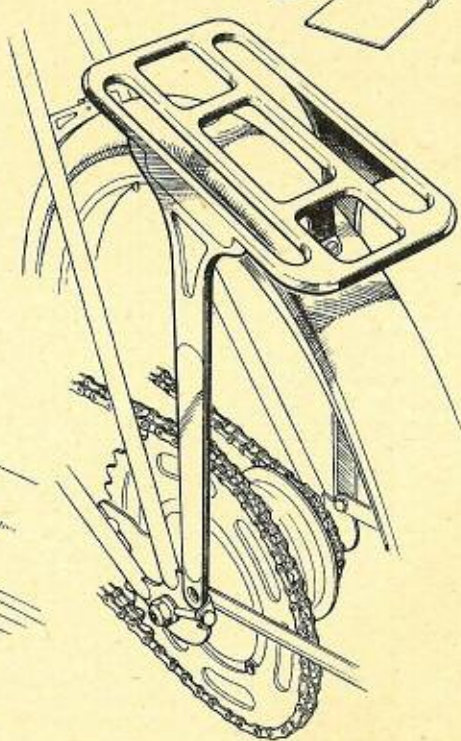
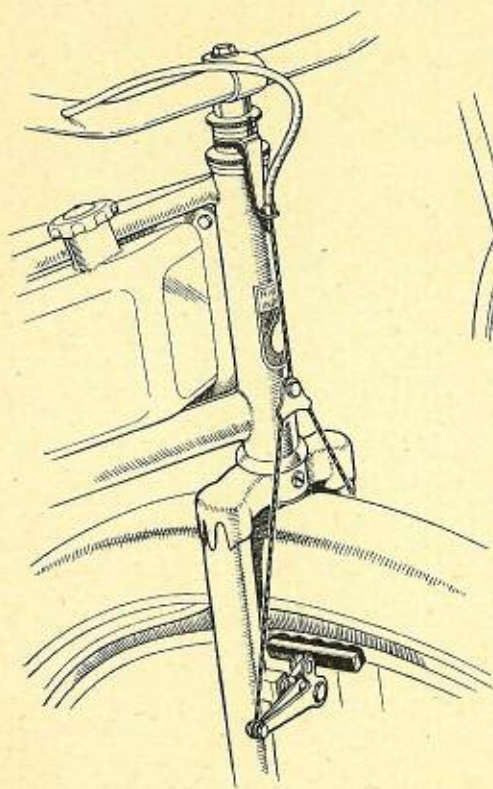
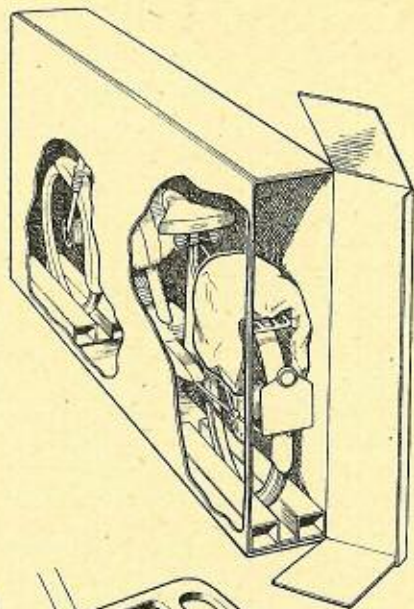
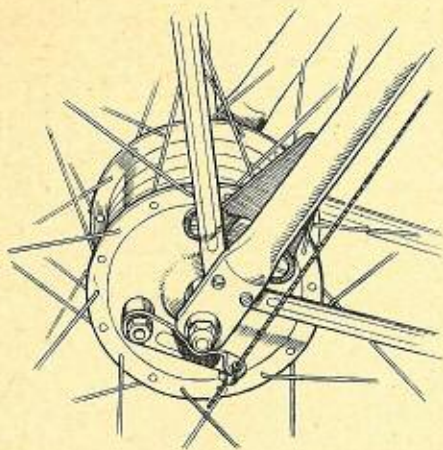
DIRECTION
OF ROTATION



DRIVING



RSI AUTOMATIC CLUTCH: How the mechanism works at starting, idling and driving periods.

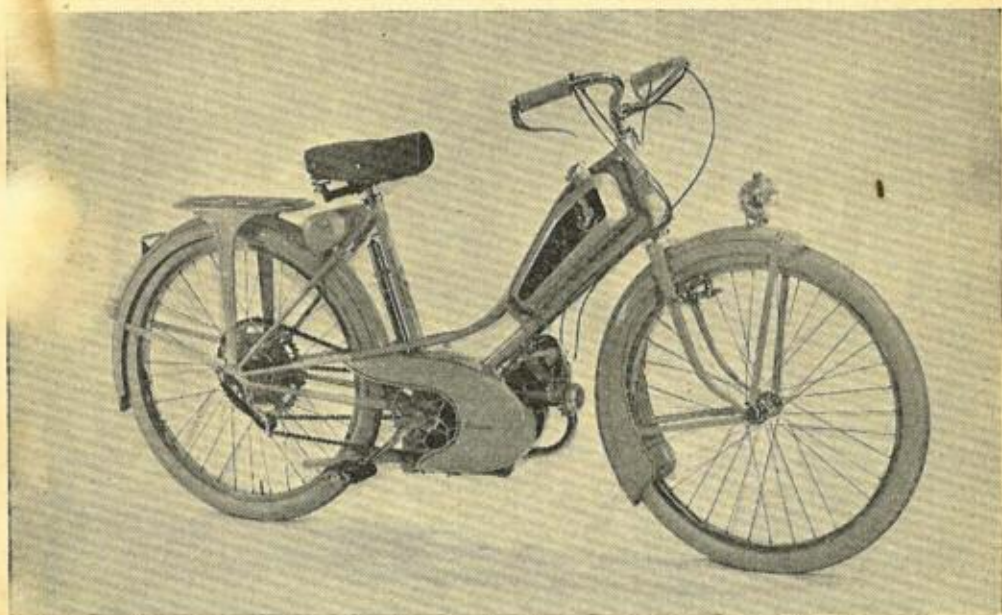


**R
S
I**

MOTOBLOC

Obtainable

NOW —



The illustration shows our RSI Motorised cycle model S. The machine is built as a complete unit, powered by a high quality "MOTOBLOC" engine of 49 c.c. and consumes one gallon per 180 miles. Tyres are white Balloon type. Frame made of reinforced Brazed Tubes. The machine is designed as a single speed all-purpose unit capable of 30 m.p.h. Hill climbs are easily negotiated. Two Controls only, throttle and brakes—this is made possible by the use of a fully automatic clutch unit incorporated in the engine. This design is the last word in improvements and renders manual clutch machines outmoded. One colour scheme only is available, a very attractive two tone grey. Front brake is a MAFAC centre pull brake, rear wheel equipped with hub brake. Luggage carrier is of high quality, lighting is included in price and is in accordance with the latest British regulations (Motor Cycles) on this subject.

Light in weight, easy to handle, absolutely safe and reliable it is priced to retail at £57 10s. 7d., complete with the automatic clutch unit, price inclusive of Purchase Tax.

Our R.S.I. model L is designed on the lines of a light weight motor cycle, engine and other specifications as above, but this model is fitted with chrome plated telescopic forks and a large capacity petrol tank. Front and rear wheels fitted with full width brake hubs. This machine will be ideal for long distance travel and as for Model S it is luxuriously finished in every detail.

The retail price is fixed at £69 19s. 3d., including automatic clutch unit and Purchase tax. A well planned consignment scheme is available, thus saving the cycle dealer from financial worries.

Dealers who wish to apply for local Agencies should write at once to our Company.

EVIAN (G.B.) LIMITED 9, Drapers Gardens, Throgmorton Ave.,
London, E.C.2.

IceniCAM Information Service



www.icenicam.org.uk