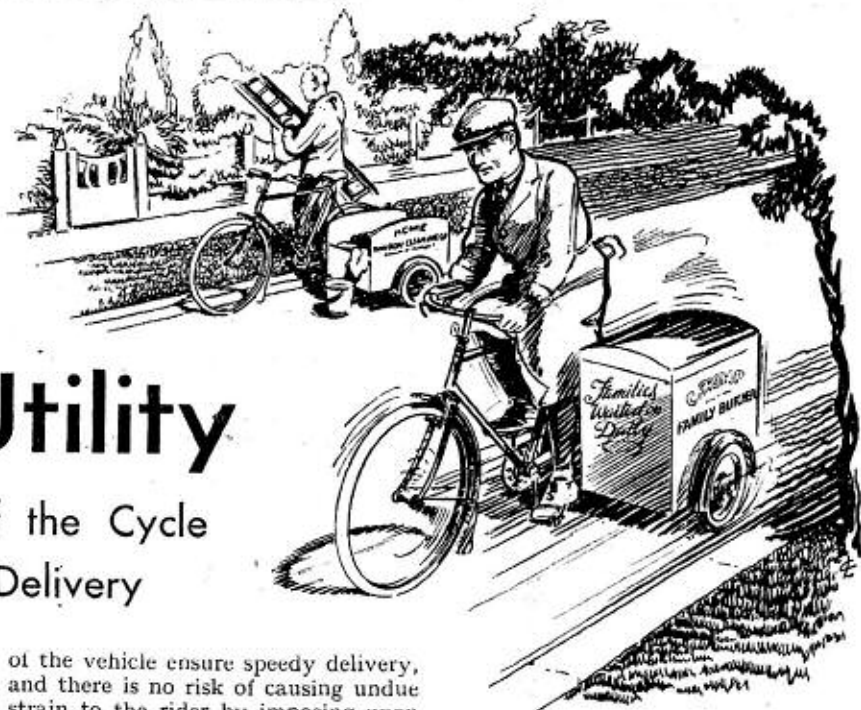


Delivering the Goods

Novelty Allied with Utility

The Unique Appeal of the Cycle Sidecar for Goods Delivery



NOVELTY is a powerful aid to publicity merely because anything which is a little out of the ordinary will attract attention. When novelty can be allied with utility we have a selling proposition of more than ordinary interest.

That, in brief, is the case for the small cycle sidecar for goods delivery purposes. Although the commercial cycle sidecar is not a new introduction, it is only comparatively recently that it has been taken up to any great extent by retail tradesmen, who formerly were satisfied with the service offered either by the carrier bicycle or, for more bulky loads, the carrier tricycle. Thus, the comparative rarity of these vehicles on the road, in itself offers a certain amount of free publicity to the firm using it.

It is, of course, naturally assumed that either the sidecar or the bicycle (or both) will bear the name, address and description of the firm concerned.

Capacity and Stability

As a medium for goods delivery the cycle sidecar occupies a unique position. It may be said to combine the advantages of the carrier bicycle with those of the box tricycle with no inherent disadvantages.

Because it is a three-wheeler it is stable under all conditions of road surface. Its carrying capacity is probably somewhere between that of a bicycle and a normal box tricycle. For this reason when filled to capacity it is safer than an overloaded two-wheeler, and the very fact that it has not the carrying capacity of a standard box tricycle can be adduced as an argument in its favour.

The lighter load and the handiness

of the vehicle ensure speedy delivery, and there is no risk of causing undue strain to the rider by imposing upon him the task of trundling loads which more properly require the assistance of an engine.

In saying this we are not disparaging the normal box tricycle. It is a splendid vehicle for house-to-house delivery, offering stability, weather protection and good carrying capacity, but it has not been unknown for that very quality of "capacity" to be abused by a few thoughtless tradesmen.

Weather protection for the goods carried is another strong argument in favour of the cycle sidecar, and, of course, there is no risk of the machine falling over, with consequent damage to the goods when carelessly propped against the kerb—one of the bugbears of the carrier bicycle, although this is now being overcome to a great extent by the growing practice of equipping the machines with robust and secure stands which can be brought into operation quickly and with the minimum of trouble.

MAKERS OF COMMERCIAL CYCLE SIDECARS

ARMSTRONG CYCLES, LTD., Lampson Road North, Birmingham, 11.

NOXAL, LTD., Elstree Way, Elstree, Herts.

SANDN MFG. CO., 164, Pentonville Road, N.1.

WATSONIAN SIDECARS, LTD., Albion Road, Greet, Birmingham.

For tradesmen who have to deliver light but comparatively bulky loads, the open-platform sidecar makes an ideal machine. The fact that it is becoming increasingly popular with window cleaners for the transport of their ladders and other equipment is a clear indication of the type of goods which it will readily accommodate.

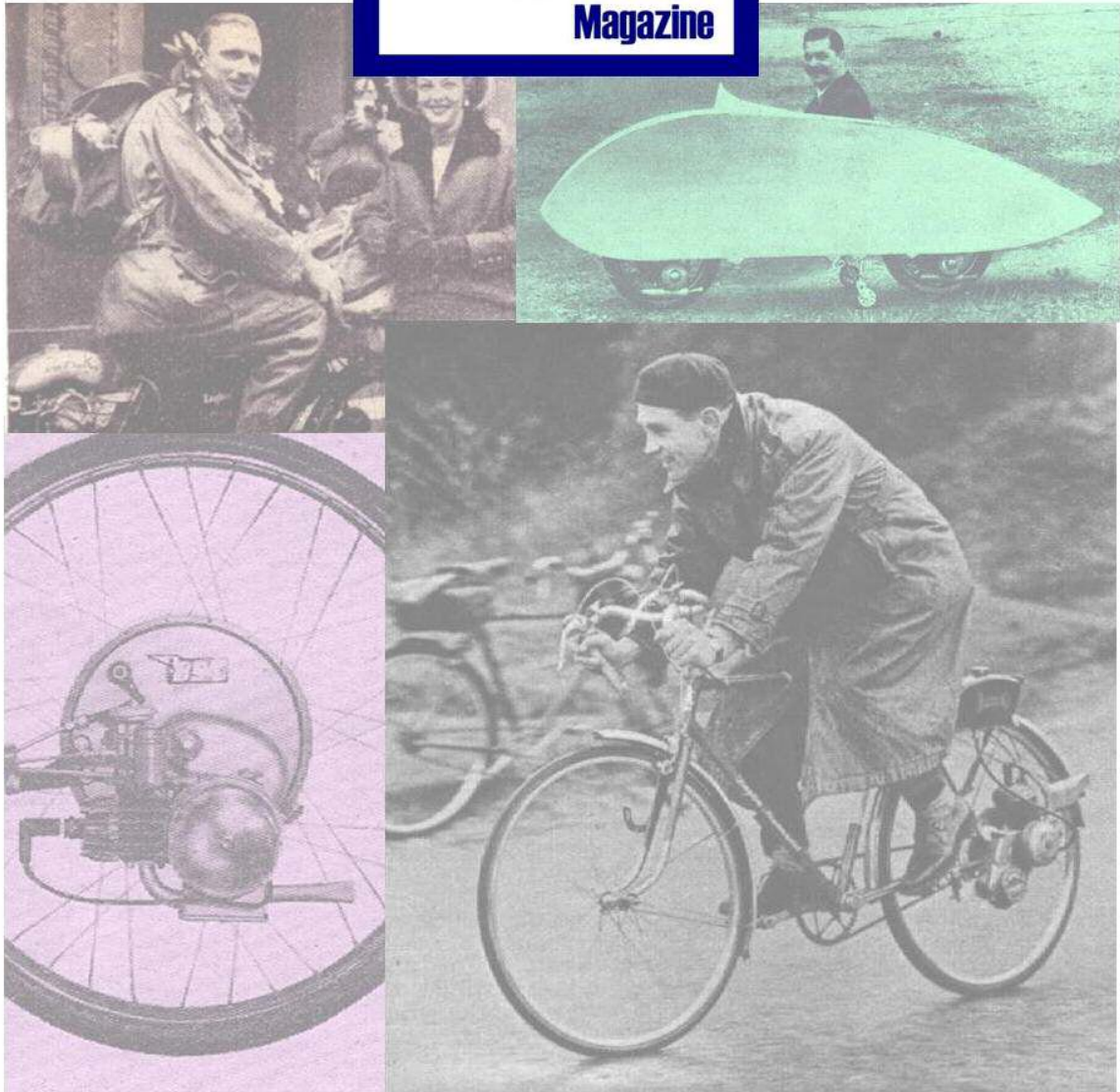
Economy is not the least important argument in favour of the cycle sidecar. First cost is between £3 and £4 (platform models proportionately cheaper), and while every dealer selling one of these sidecars will naturally at the same time endeavour to sell a new bicycle as well, the sale of a sidecar is not necessarily bound up with the sale of a complete machine.

Dual Purpose

No one would recommend the use of an ordinary roadster machine for carrier work, but there is no reason why such a machine, with a lower gear than normal, should not be used with a commercial sidecar. So that if the customer has a sound roadster machine it can be adapted for delivery work at little more than the cost of the sidecar.

In your selling campaigns which (we hope) you are undertaking on behalf of the tradesmen's bicycle and tricycle, give the commercial sidecar a good showing. It will make a particular appeal to the tradesman who desires something distinctive in his delivery service, for although it is rapidly gaining ground, it is still sufficiently uncommon to command attention.

IceniCAM Information Service



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