



MANCHESTER SHOW NUMBER

Motor Cycle & Cycle TRADER

29 March 1968

Vol. 236 No. 3135

available from HM Stationery Office, or through any bookseller.

Scamp Supplement

The Scamp supplement contained in this issue of the *Trader* refers throughout the editorial and advertising matter to pre Budget prices. New Scamp price is listed on page 212.

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...ued evening, right "off the cuff." He said that he was proud to be associated with all sections

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212

MOTOR CYCLE AND CYCLE

REVISED RETAIL PRICES

Because of the Budget rise in PT, retail prices of all two- and three-wheelers have been increased. The new retail prices of firms which sent details before we went to

Press with this issue are given below. Further new retail prices will be published as they are received from manufacturers. Details:

AGRATI

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Retail inc. PT

Retail inc. PT

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SCAMP

Scamp Retail inc. PT £ s. d. 50 8 0

VELOSOLEX

Retail inc. PT

SUPPLEMENT TO

29 MARCH 1968

Motor Cycle and Cycle

TRADER

Here
comes
the



Scamp



We are pleased to be associated with the new British Moped the "SCAMP" and to have supplied the manufacturers A. N. Clark with the following quality precision pressings

**CON-ROD
MAIN DRIVE KEY-WAY
MAGNETO COVER
CLUTCH DRUM
FUEL TANK
NUMBER PLATE AND BRACKETS
INDUCTION MANIFOLD
SILENCER PRESSINGS
HANDLEBAR
EXHAUST FLANGE
HEADLAMP BRACKETS**

E. A. Radnall & Company Limited

manufacturers of motor, motor cycle, and cycle components and accessories

Dartmouth St., Birmingham 7

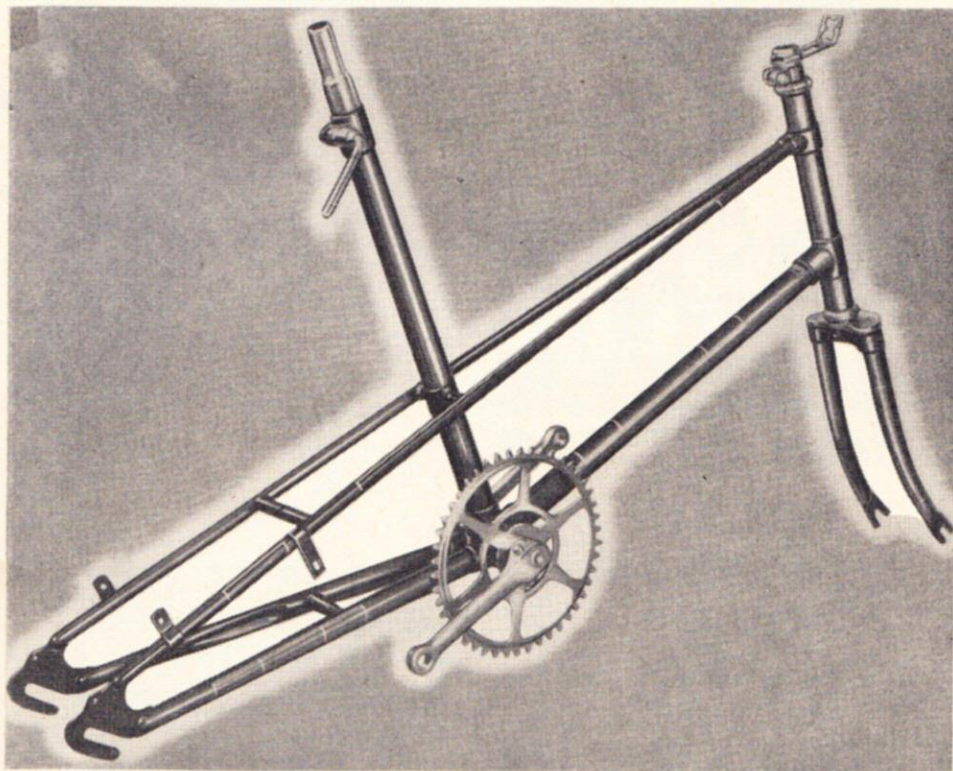
Telephone ASTon Cross 1341-2

telegraphic address Cyclic, Birmingham STD. code 021

Steel tube engineering from Tyseley puts strength with lightness into the new 'Scamp' frame

For their exciting new sales prospect in lightweight motorised transport, Clark's are using a newly designed frame engineered by the C.W.S. at their Tyseley Works, Birmingham. This is constructed in best quality steel, reinforced, with two lateral stays. The design achieves maximum strength and reliability with the essential characteristics of rigidity and lightness.

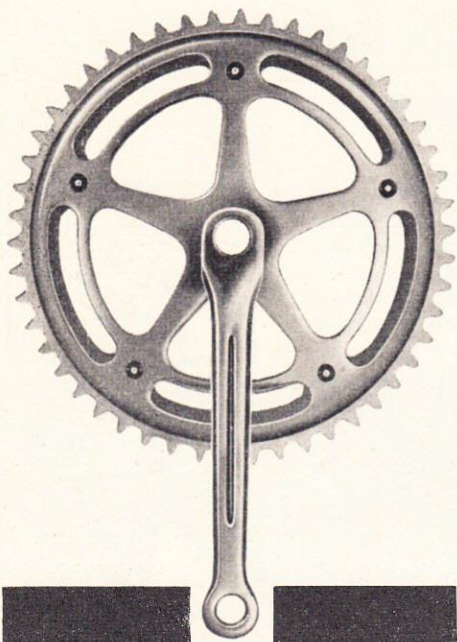
REGD.
FRAME DESIGN
No. 923302



Enquiries for all types of tubular steel frames
and cycle frames are welcomed by the C.W.S. Cycle
Works, Kings Road, Tyseley, Birmingham, 11



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CHAIN WHEELS

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NEW BRITISH
SCAMP
MOPED**

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WILLENHALL STAFFS**

ESSANDEM PRESSINGS FOR THE Scamp

Pressings by ESSANDEM
are used in the new
SCAMP

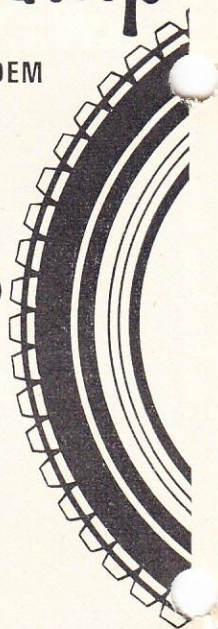
Essandem are proud
to be associated with
A. M. Clark (Engineers)
Ltd. and wish them
every success with
the Scamp.



**ESSANDEM WORKS
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**PRESSINGS · ASSEMBLIES
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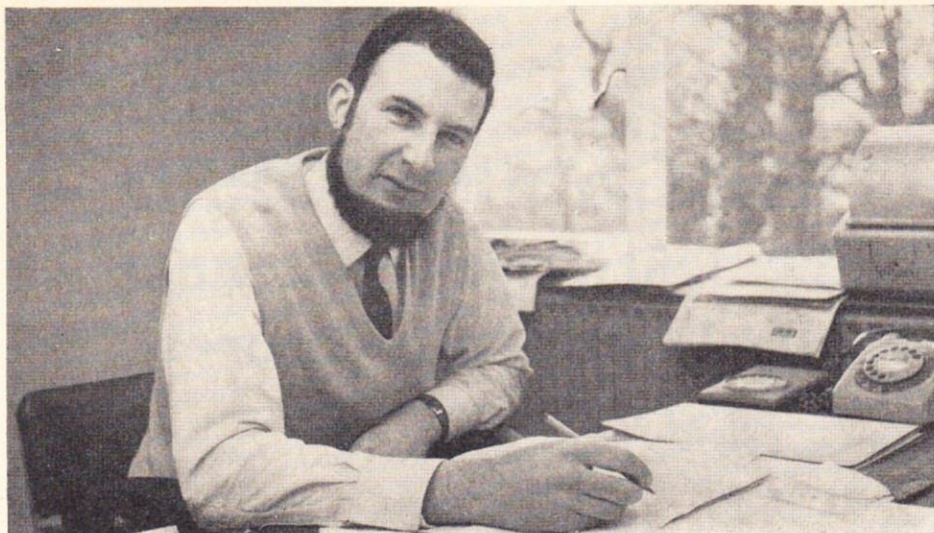
THE SCAMP MOPED —

a new lightweight contender and its 12 primary features

- *Small wheels, 2 by 12in tyres*
- *Robust 49cc two-stroke engine*
- *Easy starting*
- *Streamlined controls*
- *Strong tubular construction frame*
- *Balanced brakes*
- *Fair trade discounts*
- *Easy and safe to ride*
- *Simply maintained*
- *Realistically-priced spares*
- *Lowest-priced British moped at £48 6s 0d*
- *The moped for everybody*

Supplement to
MOTOR CYCLE AND
CYCLE TRADER
29 March 1968





Alec Clark at his Isle of Wight factory.

Man behind the Scamp

Now in production at the Binstead, Isle of Wight, works of A. N. Clark (Engineers) Ltd., the Scamp moped is the first British-built machine of its type to be launched on to the market in 10 years. It represents a welcome new British presence in the vital moped field and as such has been given a tremendous welcome by most go-ahead dealers.

Man behind the £100,000 Scamp project is Alec Clark, a 38-year-old engineer, who in 10 years has built a mobile-aerial business he founded into one of the leaders in the field. He is questioned here about the Scamp by Colin Mayo, *Trader* assistant editor.

CM: The obvious question first, why have you decided to come into the moped market?

ANC: That could have a very long answer, but I will be as brief as possible. Before starting the company, 14 years ago, I was very involved in the design and manufacture of small two-wheelers. Unfortunately, when the company was formed, I was more concerned with financial survival than following personal interests, with the result that it is not, until now, that we have found ourselves able to tackle a new project like this with a certainty of success. Now, of course, I am very happy that we are producing something of personal interest and also a product about which our staff can really enthuse.

CM: Following two weeks of meeting selected dealers how do you assess the potential of the Scamp, and what do you think is the trade's assessment?

ANC: Well, it's quite obvious that past promises and failures have made dealers a fairly hard-headed and cautious lot. We were, therefore, prepared to find that they had reservations about any new machine, but we have been very pleasantly surprised to find that they had very few about the Scamp. The trade is giving us wholehearted support and it is up to us, as a company, to constantly bear in mind its interests, and not to let dealers down, when it's really going.

Our planned production is 1,500 machines per month and

I think it will be foolish to be as wildly optimistic as others have been recently. If, on the other hand, demand should exceed our present planned production, we are ready. Alternatively, it may induce other British manufacturers to offer machines in the same price and specification class, which would be a fine thing for the trade as a whole.

CM: Technically, I think that the Scamp is in advance of certain other designs we have seen in the past, and I think this is something of a tribute to a firm which up until now has been outside the two-wheel industry. Can you explain some of the reasoning behind the unconventional layout of the Scamp, starting with the small wheels?

ANC: I have always said that for a machine which has to be ridden any distance, large wheels must be superior to small. However, there are certain advantages which cannot be overlooked. From a selling point of view, small wheels are fashionable and therefore more likely to attract potential customers. Secondly, they reduce the length of the machine, without reducing the wheel-base, thus keeping the machine full size, but compact. This makes for easy wheeling round or storage in limited space.

Thirdly, they helped us by reducing the overall gear reduction we needed between engine and wheel, enabling us to have the simple two-gear transmission which we have.

CM: Trade opinion generally is that so long as the engine is reliable, the Scamp will do well. Can you run briefly over the features of the engine and the points that you think will make the engine a reliable trouble-free unit.

ANC: We have been very conservative in our design and have not tried to do anything too small, or too clever. We certainly have not attempted to cheapen construction. We have a double-sided crankshaft, carried on each side in generous-size ball-races — with oil seals, of course. The crankcase is particularly rigid, thanks to its shape and the deep-spigotted cast-iron cylinder which it houses. It is a general fact that it is lack of rigidity which causes engines to knock themselves to pieces, rather than slowly wear out. The big-end consists of uncaged steel rollers running in a hardened steel con-rod simply because it is a design with which we have had quite a lot of experience, and with which we have been satisfied. We have a plain little-end bush because at the fairly low speeds at which the Scamp engine runs, we feel it is more reliable than a needle race.

The cylinder-barrel and head are finned, so as to avoid distortion when hot, this being the cause of most seizures, rather than simple expansion.

The transmission system consists of a robust centrifugal clutch, a straight pinion and

very generous size gear wheel.

It may be a little noisy by some standards, but we were more concerned that its reliability should be beyond all doubt.

CM: Obviously the Scamp is going to be used mainly for short-haul journeys, where easy starting is going to be a very important factor. How do you think the Scamp is going to perform here?

ANC: I feel this question overlaps with the previous one, as reliability begins with easy starting. With the type of twin-transfer ports and domed-top piston which we are using we get good scavenging hot or cold. Unfortunately, this would not help the starting if the spark were in doubt. The Italian Dansi flywheel magneto we have chosen for our first production gives us all the spark we need at low revs and it does not seem critical to contact breaker gap. Although the stator is movable we regard the spark timing as fixed. The suppressor-cap is a wire wound low impedance type which once again helps the spark at low, that is to say, starting, revs. With the 10.64:1 engine/wheel gear ratio and the use of decompressor the engine turns over very easily with pedalling.

CM: The handlebar layout is particularly "clean", what attention did you pay to this?

ANC: We selected a combined twist-grip and lever for the right-hand side and com-

bined decompressor trigger and rear brake-lever for the left-hand side in order to have a clean appearance. No clips are used in securing these controls as they are secured by means of a dowel screw. The throttle cable is worth noting, as operating axially it is less vulnerable.

CM: Were there any special considerations in choosing a tubular-frame as opposed to a pressed-steel construction?

ANC: With the great assistance we have had for a long time from the Co-op works in Birmingham it was inevitable that we should choose a tubular frame style which suited CWS manufacturing experience. They have placed freely at our disposal all the "know-how" accumulated over the years and this has saved tremendous development time and costs. Apart from its reliability the tubular construction gives us the bicycle appearance which we are seeking to attract potential customers from the bicycle fraternity.

CM: It is an unusual braking system, in that you use this internal-expanding drum-brake on the front and bicycle caliper brake at the rear. Any particular reason for this?

ANC: Bearing in mind that the machine is to be used by non-mechanical types we were anxious to achieve a braking system which could be safely used to its maximum without demanding sensitivity from the

Continued on page 9

In the publicity department, manager John Wright (left) and Vic Vine with some examples of Scamp literature.



**Amal congratulates
A. N. Clark (Engineers) Ltd
on their exciting
new moped-The Scamp
for which Amal
supplies throttle and
decompression cables**

Amal—makers of
fine carburetters and
associated components

AMAL

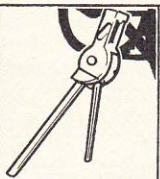
Amal Ltd., Holdford Road,
Witton, Birmingham 6.
Telephone: 021-356 4801

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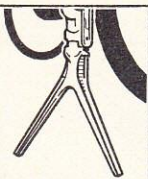
**STANDS
for
PROFIT**



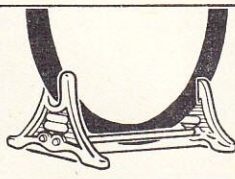
PROP STAND
A real light-weight adjustable Stand for ALL cycles
Polished Aluminium finish



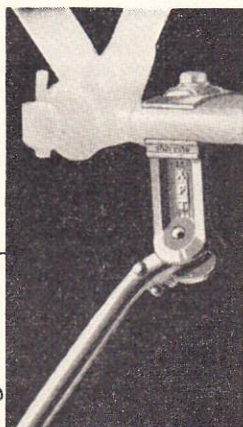
XL STAND
For ALL makes including Motorised Cycles. Unique folding action.
Polished Aluminium



V STAND
A reliable light-weight Stand for ALL makes, including Motorised Cycles. Polished Aluminium finish.



DISPLAY STAND
For an attractive display these Stands are essential!
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XPT KICKSTAND
Maximum strength—plated for protection. The finest you can stock.

ever dependable—as fitted to the SCAMP MOPED

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R.62R

Scamp Man—continued

rider. It is all too easy to lock the back wheel on a small-wheel machine — witness most scooters — and we were anxious to avoid this danger. That is why we put a less powerful caliper brake on the rear, and the drum-brake on the front. Simple modifications have overcome earlier shortcomings, with the rear caliper, and we are now very satisfied with what we have.

CM: Dealers riding the machines at the recent meetings generally seemed to be pleased with the handling — have you really attempted to iron out some of the shortcomings of small-wheel machines?

ANC: I think we were very lucky as far as handling is concerned, or probably we benefited from the Co-op's knowledge more than we realised. That plus the engine on the back wheel and the characteristics we have achieved on our automatic clutch have given us a machine which really is easy for anybody to ride.

CM: What consideration have you given to workshop maintenance?

ANC: You will notice that the machine has no covers over the engine or other parts. This is because we found earlier on that they took time to remove, very often were a source of rattles and prone to damage. It certainly helps us when we are removing the engine. This operation is really easy as the whole engine is mounted by four bolts on a flange. With the engine out comes the complete clutch-assembly. The silencer may be cleaned, most important in a two-stroke, simply by undoing one screw and scraping out the carbon deposit.

We are not offering any factory reconditioned parts. Cylinder barrels when finally worn out will have to be replaced with factory-new components. It would, however, be most expensive to dispose of crankshafts in order to replace a big-end. This component therefore has been designed to be dismantled. To service a big-end, all the dealer needs

is a new connecting rod, big-end journal and set of rollers, which he builds to the customer's crankshaft halves, using a simple jig which we can supply. Apart from saving in cost, this also avoids having to despatch by post awkwardly shaped components. As far as the frame is concerned, with so many standard bicycle parts, including the bottom-bracket and steering-head, very few dealers will have any difficulties of any kind and all the tools required are already standard.

We have had a slight problem with removal of the rear wheel and it is not as easy as we would have liked. It is not a bad job however, and on average takes not more than 10 minutes.

The CEV headlamp we fitted was selected because we wanted to cut down to a minimum the faults which often occur with this item, such as faulty contacts, or cracking shells. In addition, it happens to be particularly easy to work.

CM: What's the policy on spares going to be?

ANC: While having heard so many complaints about others failing in their spares service, we are determined to do everything we can to avoid falling into the same trap. From the word go, therefore, we are holding spares in quantities and we shall be keeping a very careful eye on the situation so that they continue to be available in about a year or so's time, when spares demand will really start.

Regarding prices, there are obviously two interests to be considered. First, the customer wishes the prices to be as low as possible. The dealer on the other hand wishes to have a reasonable sum for his trouble. Although we have not got our final spares price list compiled yet, we are trying to strike a happy medium by having prices which the customer will find readily acceptable, while still giving the dealer a reasonable margin. The 40 per cent discount which we are offering is not as much as some, but with the customer in mind, we feel ours to be a fair compromise.

CM: Have you any plans for extending the range, per-

haps making an even cheaper version than the present model at £48 6s 0d?

ANC: It is a very attractive idea, but I think, in practice, it will be very difficult unless we get a lot of co-operation from the suppliers. I think that the magic figure below which one must be in order to get volume sales is £50. After that, of course, the lower the price the greater the quantities will be sold. Perhaps we will be able to make a cheaper model than the existing Scamp, but we shall have to be very careful not to do so at the expense of reliability.

Of course, we have to consider the trade margin which is reduced each time the price comes down, even though the percentage remains the same. The 22½ per cent discount which our appointed agents receive (25 per cent for quantities of seven or over), we feel to be just sufficient to make a low-priced machine worthwhile to the dealer. Later, of course, when the trade sees volume sales appearing, I am sure it will be realized that what one loses, amount per machine, one more than makes up with increased turnover. Reliability, of course, becomes most important again, so that the dealer does not lose his margin in petty servicing inside the six-month guarantee period. One advantage which we can offer, being a British firm, is that we are delivering the Scamp with our own transport, ready for display and sale without any assembly work required.

CM: It will be safe to assume that a large proportion of the sales will go to women. Are you taking account of this in your promotional campaign?

ANC: Indeed we are. In our national Press advertising we are directing ourselves especially to women from 30 upwards. These are the people, with their young children safely at school during the day, who can most benefit by using a moped. They are, in fact, the people to be found during the day on most buses.

“ONE THING TO DESIGN, BUT ANOTHER TO PRODUCE”

It's one thing to design a machine and have it accepted by the trade and public, but it's quite another to produce in quantity with the consistent quality that is essential to long-term success. A. N. Clark (Engineers) is particularly fortunate that this side of the Scamp operation is taken care of by its production director, Ken Phipps.

One of those rare engineers who is completely capable of keeping up with what goes on in the technical world, Mr. Phipps also knows that what really matters is what goes on at the point of production on the shop floor. Not many boards of directors have such men these days. The more's the pity!

Although the Scamp is a comparatively simple machine, there is nothing simple about the way it is produced. Practically all the installed machinery is new and of the latest design. Most of the

repetition machine work is carried out by skilled operators on Ward capstan lathes. In due course, these will either be converted to automatic air operation, or the work transferred to multi-spindle autos. The gear-cutting of the drive-pinion and main gearwheel is carried out on a battery of three gearshapers, attended by one operator. After gear-cutting, the teeth of the pinion are induction heat treated on a Wild Barfield HF induction-heating machine. This form of heat-

pinion, rear spindle, crank shaft and big-end components to be heat treated with a consistency and quality scarcely possible with older-fashioned furnace methods.

It's consistency which interests the quality controller, Roger Ingle, who knows that hardnesses will be right without having to check every single piece.

Production control, under Mr. Phipps' supervision, is carried out by a system of pegs in perforated hardboard charts. Production controller, Alf Baker, and his assistant George Barber, are kept fully occupied with their primitive "hardboard computer," but they know that it works. As a point of interest, there are no time-cards used on

Continued on page 15

Three gearshapers, tended by one operator, cut the gear teeth on drive pinions and main gearwheel.





British Made

**The New Scamp Moped is
fitted with specially designed
AVON* cling grip tyres.
Of course.**

***Also British made in case you didn't know**

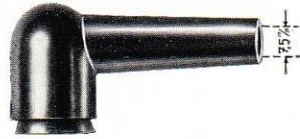
meet the scamp!

the new British Moped
that's designed
especially for women!

Here at last, in the new Scamp, is a moped with *real* woman appeal ... as easy to ride as a bicycle – and as simple to control. Just what she wants! The engine has been *designed exclusively for the Scamp* and the whole machine is superbly engineered, favourably priced ... packed with real sales appeal.

CLARK **Scamp**



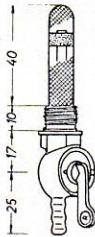


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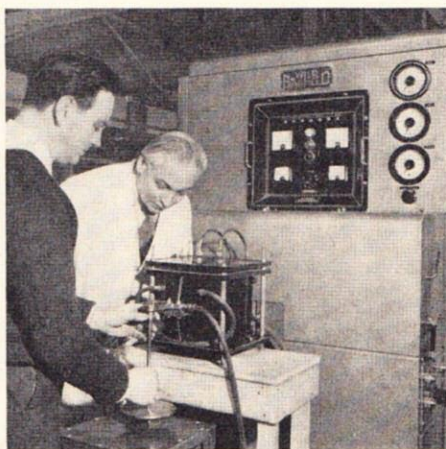


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PRODUCTION—*continued*

the factory floor, other than for very occasional special purposes. All planning and records are taken from these peg-boards, which are perpetually being brought up to date to within an hour of the actual production situation of any component.

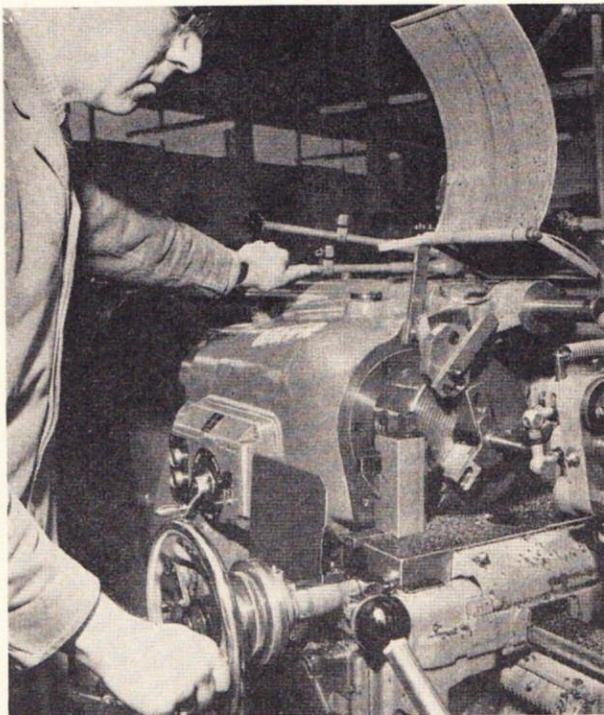
There are no incentive bonuses in the works. Everybody is on a weekly salary and pensioned basis. There are, therefore, no inducements to cut quality to increase earnings and the company is very satisfied with this arrangement and believe that in fact its production rates are as high as any.

The small drawing office, with a staff of six, handles all the drawing work not only for the motor division, but also for the firm's telescopic masts side of the business. The high standards of drawing which are maintained are in no little way due to the way Hugh Hutton, chief draughtsman, keeps in hourly contact with what is actually going on in the workshops whenever a new development is taking place.

Heart of the Scamp is, of course, the engine and Ken Phipps considered right from the outset that in order to be in control of quality and quantities, it was necessary that the factory should produce its

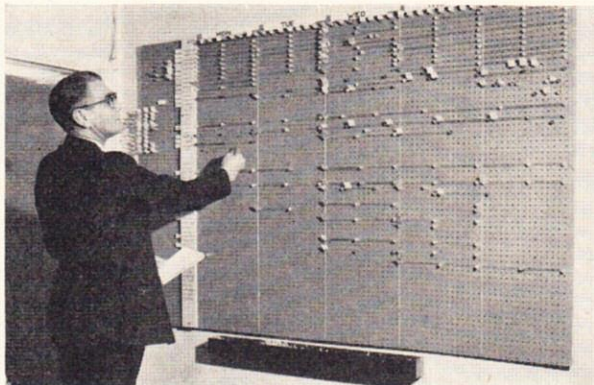
Quality Control ensures that highly-stressed parts, such as the wheel spindle seen being tested on the Avery metal hardness tester (left), come up to specification. On the right, Ken Phipps, production director, and John Saunders, machine-shop foreman (right), work on a Wild Barfield HF induction heating unit used to harden con-rods and drive pinions.

A Ward 3CA capstan lathe machines a crankshaft.

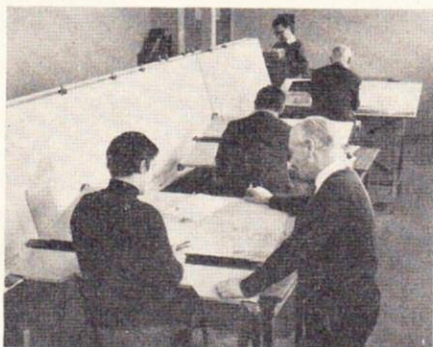


own pressure die-castings for the crankcase and cylinder-head. Accordingly, a 120-ton die-casting machine was ordered from EMB Co. Ltd., of West Bromwich, who also agreed to be responsible for the design and supply of the necessary tooling. Although in installing this facility, Clark was venturing into a completely new field, it had encountered no major difficulties and attributed this to EMB. A manufacturer, who, says Clark, has bent over backwards to assist the firm in overcoming difficulties and learning the tricks of the trade. Alec Clark says he will always be grateful to EMB for its wonderful co-operation.

Several years ago, the company installed litho-printing equipment in order to be able to print exactly what was required in the way of literature without being at the mercy of outside printers in the matters of delivery, or batch quantities. Now the publications department has produced in thousands Scamp leaflets, handbooks and catalogues ready for the launch of the machine. All of these publications have been visualized, planned and printed in the department and are of a remarkably high standard.



Production control centres around a series of pegboards which are kept within an hour of production position.



Where the Scamp started—the drawing office.

The first production batch of Scamps awaiting engine fitting.



WANTED — 500 Scamp dealers

Marketing — that all-important stage in getting a new two-wheel product accepted and on to the roads in quantity — is dealt with here by Scamp sales manager DAVID R. BENNETT.



In the early days of the Scamp when the prototype models were being ridden around the works site at Binstead, we had some revolutionary ideas about how this exciting new machine was to be introduced and launched on to the market.

However, it did not take us very long to realize that the dealer network we wanted was already in existence and that there was in the trade a very keen desire by many dealers to handle a low-priced machine such as the Scamp.

What we have done is to chose and appoint one dealer only in each named town or district. Each appointed agent is given an area in which sales efforts would not overlap in any way with those of his neighbouring dealer. We could see no advantage and every disadvantage in having the Scamp on sale in shops on opposite sides of the road. It

is so much more satisfying, both from the dealer's and the manufacturer's point of view, if there is only one appointed dealer in each area. The manufacturer can give this dealer his full sales support without fear of letting down the "shop next door" which may be just as deserving of this support. Also, it is a fact that increased sales in any area are rarely due to an increase in the number of appointed dealers. All it usually means is that the same sales are spread over several dealers instead of one.

Our original aim to appoint 200 dealers (in England only) by the time the first production Scamps are delivered has been achieved. We will continue to appoint agents in territories as yet uncovered, building up a figure of 500 which we consider to be

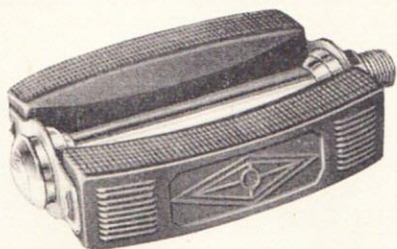
saturation point for England, Scotland, Wales and Ireland will then be tackled separately.

We are extremely happy with the dealers that we have appointed so far. When one considers that we are entirely new to the trade it would be understandable if our dealer friends viewed us with some scepticism at first, but it is true to say that they have given us in most cases their fullest support.

In the first stage of our dealer operation R. Townson had the task of touring the country selecting dealers we considered to be "our type of man on the spot," and it is his judgment and their helpfulness to him which has put us in our now favourable position.

Good after-sales representation is an absolutely essential

Continued on page 19



Weco pedal no: 502H 9s. retail

WECO PEDALS

Fitted to the "SCAMP"

chosen for the Scamp moped. Ask your factor about supplies of the wide range of Weco pedals and hubs imported from Germany.

U.K. AGENTS:

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We are **BACKING BRITAIN** by supplying to the . . .

SCAMP MOPED

and it is launched with our every good
wish for a very successful future

CLEAR HOOTERS LIMITED

ALLIANCE WORKS, BEDWORTH, NUNEATON,
WARWICKSHIRE • Telephone: BEDWORTH 4174

As smart as Newtown Paint

The brilliant, long lasting, scratch resistant finish on the new Clark 'Scamp' is an Epoxy Stove Enamel developed by Newtown Industrial Finishes Limited. They offer their cordial congratulations to the makers on this outstanding new moped which is certain to become one of the most popular models of its class on the road.



Newtown Industrial Finishes Ltd. Ratcliffe Road, Atherstone, Warwickshire.

requirement for the Scamp project and we have split England up into seven manageable areas. A 'Clark' representative will reside in each area, ensuring that each dealer has his regular call and that we will be on hand at any time assisting the dealer and giving him our fullest support.

The early start we have made in our publications department means that all point-of-sale leaflets, posters, price sheets, price tickets, are readily available for distribution. The main national advertising plan for the Scamp will start in April. The advertising is aimed at what we consider to be the potential Scamp customer and will direct him either by various means to the nearest dealer. When the customer enquiry comes to the dealer, he will have the Scamp in his shop.

Spare parts for the Scamp will be available before any machines are delivered. This means that should a Scamp owner be unfortunate enough to damage his machine early on in its life, we will be in a position to meet his demand



Production and sales in the shape of David Bennett, sales manager, and Ken Phipps, production director, outside the modern A. N. Clark factory.

for replacement parts immediately.

What is more important is that our spares department is building up a stockpile of spares in order to meet the demands of dealers after many thousands of Scamp miles have been clocked up. In our short experience in the two-wheel trade, we have realized that too many machines are standing idle in dealers' workshops because of the inability

of distributor or importer to supply spare parts. Scamp dealers have the big advantage of being able to contact our spares and service department, directly receiving immediate attention to their queries and orders. A "carriage paid" service on all spare parts ensures that the dealer is not deterred from ordering a sevenpenny gasket because he would be asked to pay sixpence postage.

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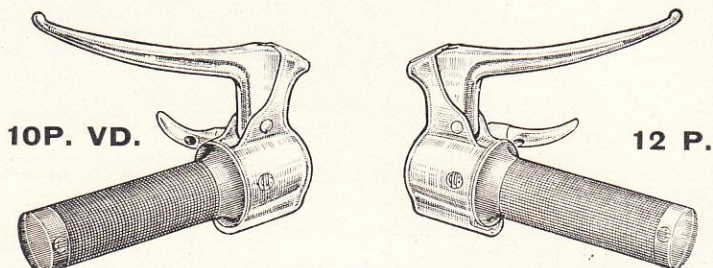
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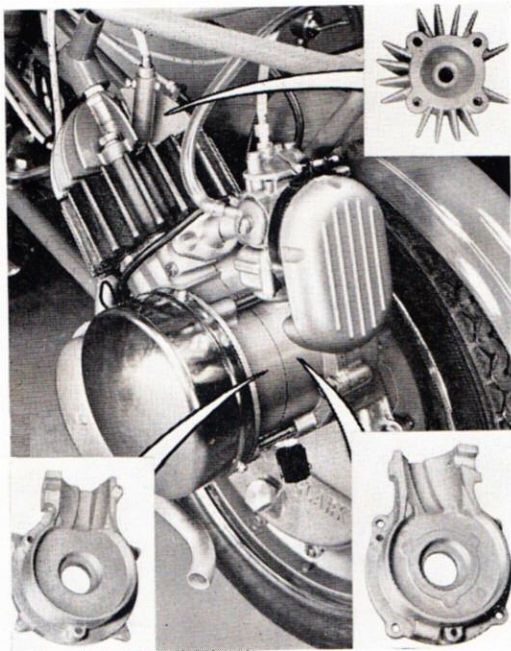
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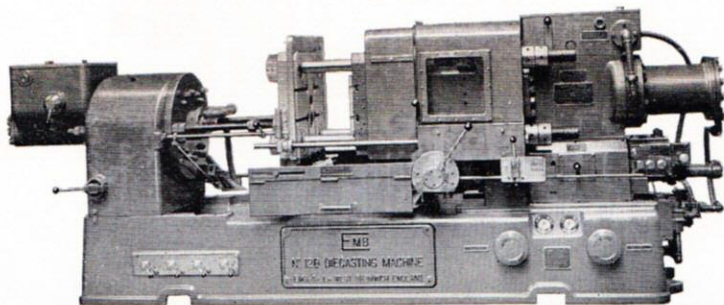
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With acknowledgements to A. N. Clark (Engineers) Ltd

for which we have been privileged to supply a N^o 12B Cold Chamber Diecaster for casting the cylinder head and the 2 halves of the crankcase.



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