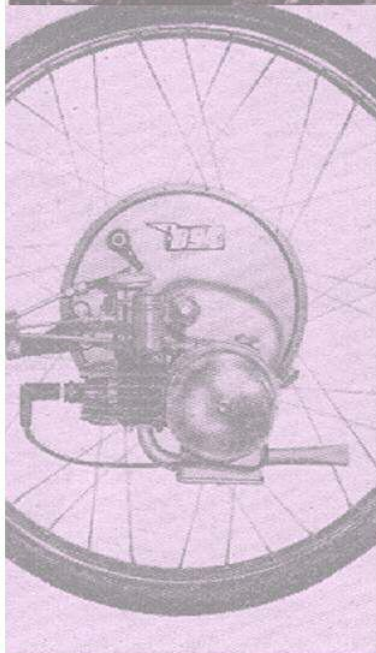
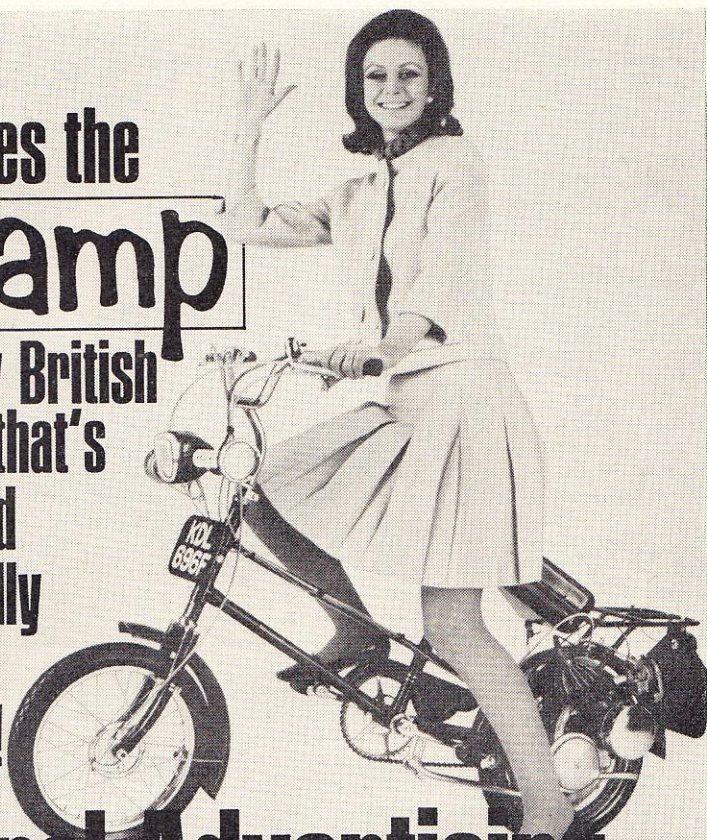


# IceniCAM Information Service



Here  
comes the  
**Scamp**

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



# National Advertising starts April 25th

Dominating Half Pages in Radio Times will tell over 6 million women readers all about SCAMP - the powerful little Moped that's as easy to ride as a bicycle.

Full display material and leaflets now available to all appointed Agents.

**A. N. CLARK (Engineers) Ltd., BINSTED, ISLE OF WIGHT**

# 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

A.N. CLARK (Engineers) Ltd., BINSTED, ISLE OF WIGHT

# Mr Dealer!

*I want you to sell a bike to the likes of me. I'll come into the shop and talk business if you show me Scamp because*



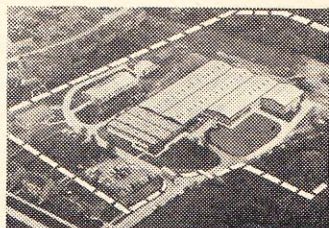
- I don't want anything complicated — I want something to take me around.
- I've never had a licence but I know I can manage Scamp.
- Like me, it's British Bred.

**CLARK** Scamp  
the moped for everybody

**39<sup>3</sup>/<sub>4</sub> GN.**  
inc. P.T.

●●● My Kind of Price.

We think Bob is right in what he says. Scamp makes the ideal machine to convert people to the advantages of the moped. Its appeal is spread across every age group, men and women. Everybody knows he or she is capable of handling it from the very first glance. It makes for easy sales and a good profit. It is made by a new name in two wheelers, a firm who are out to please you in order to put Britain back into the picture. We are keeping our appointed dealers a respectable distance apart but there are still places where we need further outlets. If you think you are in one of these, it would be well worth writing. It would please the Bobs in your area.



Aerial view of Binstead works.

**A. N. Clark (Engineers) Limited, Binstead, Isle of Wight. Tel: Ryde 3691**