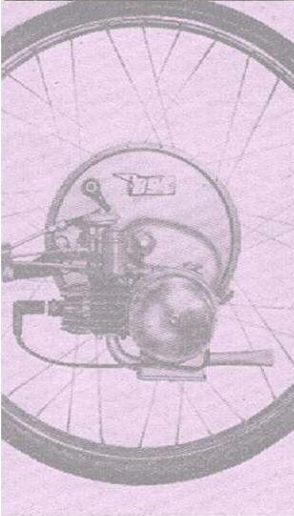
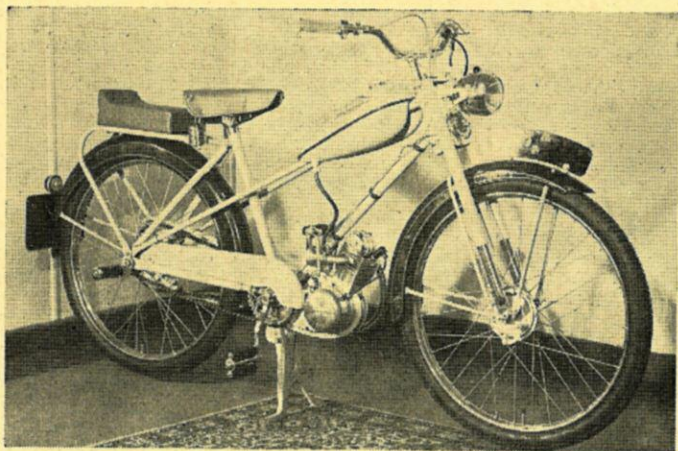


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MERCURY MERCETTE,
a British-made o.h.v. four-
stroke, at the Show.

MERCURY FOUR-STROKE MOPED

A POWERFUL and reliable four-stroke moped, the Mercette, of 48 c.c., is the reply of Mercury Industries (Birmingham), Ltd., to foreign competition. This all-British o.h.v. lightweight sells at a basic price of £52 10s., making a total price with purchase tax (£12 2s. 7d.) of £64 12s. 7d.

The Mercette engine is of the modern "square" type, developing over two b.h.p. at 5,200 r.p.m. Sump-lubrication ensures thorough circulation of oil, and dispenses with petrol troubles—filling delays and spark-plug fouling caused by insufficient mixing, for instance.

The Mercette has sufficient power to carry a pillion passenger at speeds of up to 30 m.p.h., and a top-speed of 30 m.p.h. can be obtained solo.

Dunlop 26 in. by 2 in. tyres are used, there is a telescopic front-fork, 4 in. hand-operated internal-expanding brakes are fitted, and the finish is in chromium-plating and two-tone lustre.

Other particulars: Aluminium-alloy cylinder, with pressed-in liner; centrifugally-cast, and detachable cylinder-head; flat-top aluminium piston, incorporating car-type oil-scraper; compression-ratio, 6.5 to one; single dry-plate clutch, with rubber cushion-drive; two-speed gear, of unit-construction; flywheel ignition, including a six-volt lighting-coil; Amal carburettor worked from twistgrip throttle; one-gallon tank; heavy-duty carrier, fully-valanced mudguards, and central kick-down stand; and equipment consisting of electric-horn, chromium-plated headlamp, combined dipper-horn switch and a rear-lamp incorporating a reflector. Pillion-seat and footrests sell at £1 5s. extra the set.

The Mercury Hermes scooter is Continental-made and has a basic retail price of £72 10s., making a total with purchase tax (£16 15s.) of £89 5s.

The two-stroke engine has a capacity of 49 c.c., rubber mountings, flywheel magneto

unit, two-speed gearing, and forced-draught cooling by an integral-fan. Hand-starting is employed and petrol lubrication is used.

The chassis has telescopic front-fork suspension, foot-boards, and protective front-panel, and the engine is totally enclosed but readily accessible.

Other details: Dunlop 20 in. by 2½ in. tyres on chromium-plated rims; 4 in. internal-expanding brakes; one-gallon petrol tank; streamlined, well-valanced mudguards; twist-grip throttle-control; foot-operated rear-brake; quick-release, foot-operated stand; electric-horn and a luggage carrier; chromium-plated headlamp and combined dipper-horn switch; and high-lustre two-tone finish, in maroon and grey.

L. H. Farmiloe, sales manager of Mercury Industries, tells the 'Trader' that deliveries of the Mercette moped will begin in January; and of the Hermes scooter in December. He invites his many friends in the retail cycle trade to visit him at stand 119, where he will gladly discuss exclusive agencies and trade terms.

Norton reduces spare parts prices

REDUCTIONS in the prices of a large number of spare parts are announced by Norton Motors Ltd. In a statement, the firm says:

The importance of keeping spare parts prices as low as possible is realised in order to ensure reasonable servicing charges.

The new prices are operative from October 31.