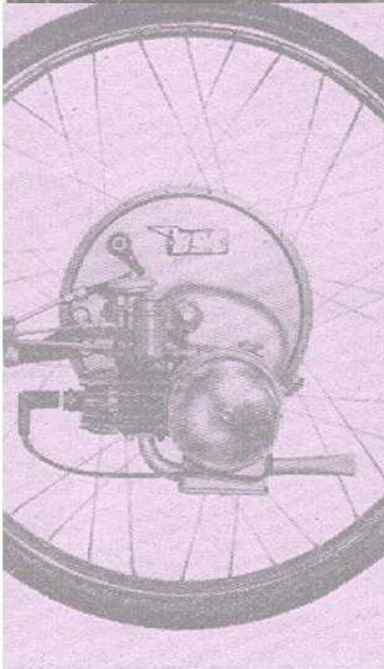
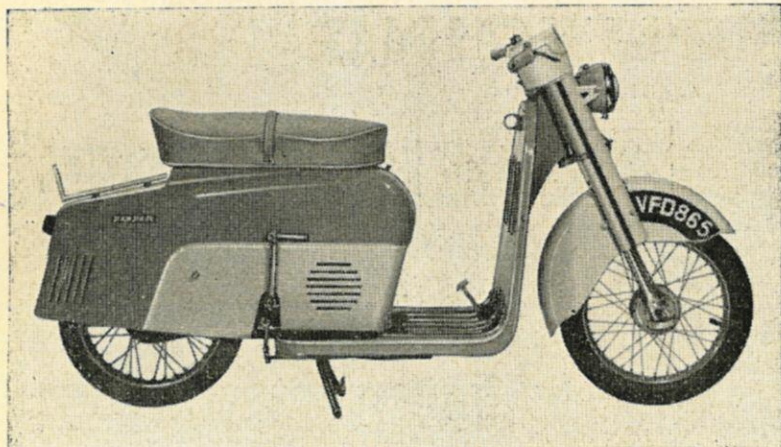


IceniCAM Information Service



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A DOLLAR EARNING "PIPPIN"

*Clean-looking and well
proportioned*

A CHAMPAGNE launching provided the send-off for a new British light scooter from Mercury Industries Ltd. Called the *Pippin*, the machine has already earned \$500,000 in orders from the U.S.A. where the manufacturers have a large market for their bicycles. Of the planned production of the new scooter about half will go to

the export market.

The engine of the *Pippin* is a 98 c.c. 2-speed Villiers with folding kick-starter and gear primary drive. It is mounted in a conventional open type scooter frame and enclosed in a body of pressed steel. Wheels are spoked, 20-inches in diameter (to enable the scooter legally to use the U.S. motorways) and shod with

Dunlop 15-inch x 2.50 in. tyres.

Front end suspension is by telescopic forks but the rear end is rigid. Dualseat, direct lighting by Miller, and an attractive two-tone finish are standard. Optional extras are a speedo at 55/6, wind-screen at five guineas and carrier at 23/-. The price of the *Pippin* in standard trim is £115.10s. 0d.

It's a Pippin

a winner all the way

- ★ **A Winner in Price** - One of the cheapest British motor scooters on the road.
- ★ **A Winner On Running Costs** - three miles a penny.
- ★ **A Winner on Road Ability** - bigger wheels, ideal wheel base, armchair comfort.
- ★ **A Winner On Performance** - steady 35-40 m.p.h. cruising speed, with 2 up and luggage.
- ★ **A Winner On Reliability** - thanks to the Villiers 98cc fan cooled engine.

3 miles for a penny—



for only £115-10

Including Tax

Mercury Industries (Birmingham) - Sales Office, Hardy House - Beak Street - London W.1.

Telephone GER 4044/5