



MOTOR CYCLE AND CYCLE TRADER, 7 DECEMBER 1957

London, E.C.4.

*An Ilford moped*

HOW right Francis Jones is in saying: "The moped is really the ideal investment; cost is also the consideration; and the moped has points of appeal that are quite exclusive to itself."

In past seasons, the British makers have been much criticised and blamed for allowing the foreign makers to beat us in design matters; but, the makers now have their answer.

Since May, 1955, I have begged the Press not to blow the foreign moped-scooter trumpet too much. I warned and informed them a British moped-scooter was being produced by me that would excel in very many respects all the foreign produced models in design and price, including a first-

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class British 50 c.c. engine.

My predictions have been fulfilled with Sherpa as illustrated in *The Motor Cycle* dated October 31, 1957, on page 538 (the British engine will take the place of the one shown); quite apart from other recent British Press reports and illustrations.

Now it is up to the British and Commonwealth motor-cycle people to support this new British product.

**HARRY HOLT,**  
 Ilford, Essex.

*What kind of year?*

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