

BRITISHER RIDES IN BIG BEAR RUN

One of the early and famous competition men of England is Jock West, Director of Sales for Associated Motorcycle Co., Ltd. of England—which recently acquired control of the Indian Company of Springfield, Mass.

Jock came to the United States to meet with Indian officials and dealers and was present at the formal opening of the Indian-Matchless Western offices held in Burbank, California on Jan. 7, 1960.

While here Mr. West decided to "have a go" (as the British would call it) at the hectic Big Bear grind. While he didn't win, he did finish the Run, and, inasmuch as he had been out of active competition for many years, this was considered a creditable and certainly a worthwhile performance, besides giving him first hand information about the problems the motorcycle manufacturers have in building products to take a tough beating in the many strenuous competition events held in various sections of the United States.

Mr. West also has an engineering background, which helps him to build and sell the motorcycles manufactured by Associated and, in competing in the Big Bear Run, he showed that he had confidence to ride and race his own product.

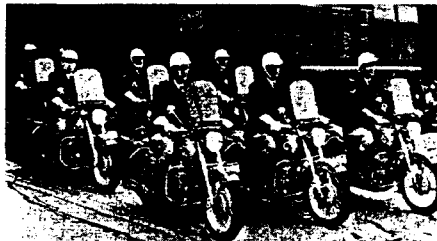
Mr. West was No. 355, and is shown here astride his mount. Standing alongside and wishing him well as Mr. L. O. Paul, President of The Indian Company, Springfield, Mass.



L. O. Paul, President of The Indian Company, and Jock West (astride bike), Director of Sales for Associated Motorcycle Co., Ltd. of England, at the Big Bear Run.



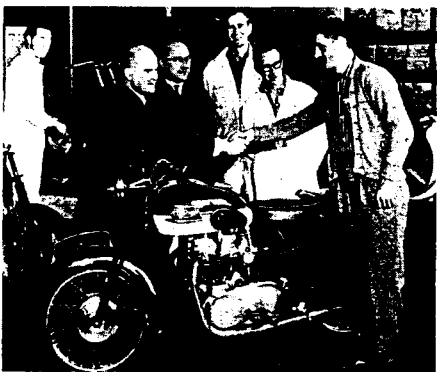
Leonard Charleton, BSA Dealer in Evansville, Indiana, is pictured here in front of his attractive shop. Leonard is a real motorcycle booster and rides them as well as sells them.



MORE GOLDEN FLASH MODELS GO 'DOWN UNDER'—Policemen in the state of Victoria, Australia, intend to keep up with the modern pace of their country, and to help them do this they have the use of these new 650cc BSA Golden Flashes for patrol and escort duty. The motorcycles are fitted with windshields, rear view mirrors, safety bars front and rear, leather saddlebags and a siren.



Well known in Eastern scrambles and road racing circles is Joe DiSimone, BSA dealer in Wayne, Pennsylvania. Here is Joe in a characteristic pose on BSA Catalina Scrambler which he rides in Eastern racing circuits with good results.



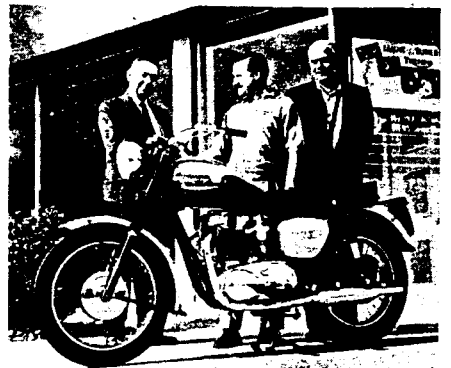
TAKE IT AWAY—With the best wishes of Triumph-Baltimore's "Home Shop" gang, National Champion Hillclimber Joe Hemmis takes away his newly-assembled Tiger T110 which starts him on his latest business hillclimb—as Triumph's Cumberland, Maryland dealer. Foreground, l. to r., Bill McDowell, Ed Lovell, Dave Ball, Cliff Guild, Hemmis. Background, Chet Watson.

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Left to right: Bill Johnson, western Triumph and Ariel distributor, congratulates Tom Moore on winning a brand new 1960 Triumph Bonneville TR7 free of charge! Moore's name was drawn in conjunction with Triumph Day promotional activities of the Los Angeles metropolitan area Triumph dealers. At right is Herb Caspary, Los Angeles City Triumph dealer.

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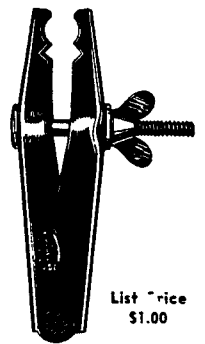
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