

MATCHLESS MEN

COVER THE COUNTRY

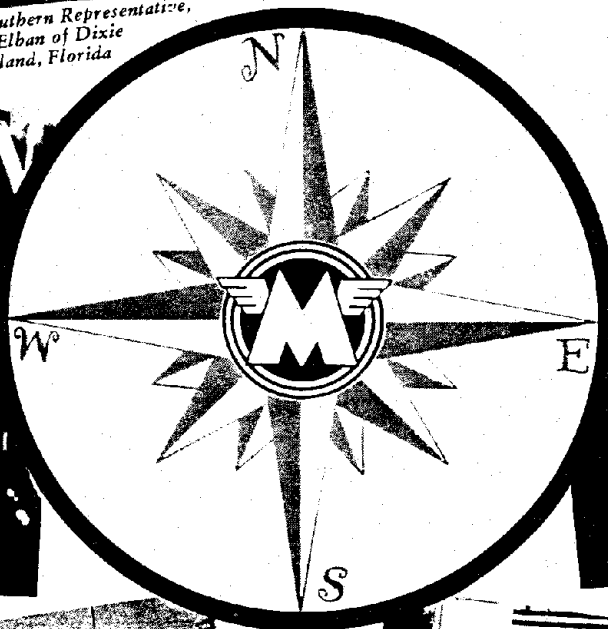


Bill Belliveau, center, Southern Representative, with Walt and Zona Elban of Dixie Motorcycle Sales, Lakeland, Florida

These are the men who bring you Matchless Motorcycles, the world's greatest! Throughout the year, these men cover every state in the nation, working closely with individual dealers in each territory. Every one is a top man in the motorcycle field, with many years of training and experience, friendly understanding and a desire to help dealers everywhere.



Bob Steiner — Midwest Representative



Nels Nelson — Western Division Manager



Vic Cox — Southwest Representative



Armand Gaudreau — Northeast Representative

See the new Matchless line at your dealer's soon.

MATCHLESS
 THE *Indian* CO.
 CHICOPEE FALLS, MASSACHUSETTS
 WESTERN DIV. 107 W. VALENCIA AVE., BURBANK, CALIF.
 Division of Associated Motor Cycles LTD.



Choice locations for dealerships are now available. For full information contact the home office of The Indian Company at 20 First Avenue, Chicopee Falls, Massachusetts.