



Largest Factory in the World

DEVOTED EXCLUSIVELY TO
THE MANUFACTURE OF

Motorcycles

ASSOCIATED MOTOR CYCLES LTD., with headquarters in London, England, is more than an association of six of the best-known and respected motorcycle manufacturers. Their famous products are dependable masterpieces of engineering — the result of long experience, constant research, first class craftsmanship and the finest materials, plus unequalled facilities. Undoubtedly the finest machines of their kind in the world, they sweep the board at international trials and races and hold innumerable world speed records.

The **INDIAN COMPANY**, oldest and best-loved name in American motorcycling, will now exclusively sell and service both Marchless and Indian motorcycles in this country. Designed specifically for the American market, thousands of these British built machines are already owned and praised by motorcycle riders in the USA. The fact that the Indian Company has become a part of this great organization is important to American riders and dealers because the world's greatest motorcycle manufacturing facility is now teamed with a new and expanded Indian plant, under construction in Western Massachusetts, to provide unequalled showrooms, parts and service. Here's a combination that can't be beat!



THE

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