

ROUND UP continued

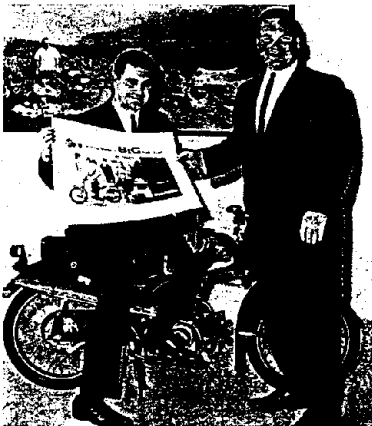
just for them, to be called, for obvious reasons, the Honda Owners' Club. Members will receive the club decal, registered membership card, and a monthly "Honda Talk" newsletter. Membership costs \$5.00 per year if you are interested contact them at 3147 Hollywood Drive, Hollywood 28, California.

HONDA CHRISTMAS ADVERTISING PUSH

American Honda Motor Co. is going after the Christmas market with the most ambitious season advertising campaign ever planned in the motorcycle industry, they stated. Starting in November, they will hit the general public with full-page national advertisements in Sports Illustrated, Playboy, Esquire and Outdoor Life, plus, in selected areas, double page color ads in Life and Look.

To whet public interest even further, each ad is tied-in with a national sweepstakes drawing for free Honda 50's. They have also included a national dealer sales contest which offers such inducements to win as a ten-day vacation in Honolulu for two, a one-week vacation for two in Miami and numerous other prizes.

Jack McCormack, Honda Sales Manager, says: "It may seem rather unusual for a motorcycle manufacturer to spend sizable portions of its advertising budget during a time of year when motorcycle sales are generally slow; however, Honda's success has been largely due to its willingness to explore new areas of potential, and we feel that there is a real Christmas market for us to reach through the consumer magazines. Nevertheless," adds McCormack, "Honda will continue to be a major user of the motorcycle dealer and trade publications, for they are vital to our entire line and to our dealer recruitment program."



The two gentlemen in the photograph are Honda Advertising Manager Gerry Bruce, left, and Sales Manager Jack McCormack. They are holding a copy of the aforementioned two page spread.

MOTORCYCLE POLICEMAN ON MERCY MISSION

We occasionally hear of acts of extreme courage on the part of one of our motorcycle mounted police officers in the line

of duty, such as the case of motorcycle patrolman John Russo in Bay Shore, Long Island. He recently sped a supply of serum to combat the painful effects of a dose of cobra venom through a violent storm from New York's International Airport in Queens, to Far Rockaway, New York.

A young airport worker had a close brush with blindness, and possible death, when a cobra squirted its venom into his eyes from a cage in which it was being shipped. He was saved by the joint efforts of a Bronx Zoo snake expert and patrolman Russo. While the injured man was being rushed to the offices of Dr. Milton Greenberg at Queens General Hospital, Officer Russo raced with the serum from Dr. Herndon G. Dowling, Curator of the Bronx Zoo's reptile section.

We would like to add our congratulations to Officer Russo for a job well done.

ROEDER NABS INDOOR SHORTTRACK HONORS

As an added attraction to his two-day presentation of road races at Indianapolis Raceway Park, climaxed by the 120-Miler National Championship, promoter J. C. Agajanian appropriated the coliseum of the Indiana State Fairgrounds and had a dirt track specially laid for the purpose of holding a shorttrack event.



Measuring only 580 feet around the inside edge, the tiny 1/8 mile oval was taken in one big broadside by most of the riders, and the raucous din of high-revving 250's was pleasantly deafening.

Main event honors went to George Roeder (leading Digger Helm and Bill Jasper in the photo), ahead of Duane Buchanan, Gary Nixon and Joe Messaros.

INTRODUCING, MISS WOW!

Continued expansion at the Milne Brothers "World Of Wheels", Pasadena, Calif., has prompted the firm to name a "Miss WOW" for the occasion. She is Miss Cheri Caffaro, a Pasadena model, who points to Germany, origin of her BMW, while Jack Milne spots Japan as the home of the Suzuki he stands behind.



1963 G-80 CS
500cc Single, Alloy engine, Magneto, Robust swing arm rear suspension, Heavy duty telescopic front fork.

1963 G-12 CS
650cc O.H.V. Vertical twin, Alloy engine, Magneto, Sports type fuel tank, New muffler and Air cleaner.

1963 G-12 CSR
650 O.H.V. Vertical twin, Alloy engine, Magneto, twin exhaust pipes and muffler, Dual carburetors, Tachometer.

1963 G-15 features 13 changes for 1963
3.50" x 19" Ribbed front tire, Re-designed fuel tank, Streamlined toolbox, Re-styled dualseat, New style oil tank, New license plate bracket incorporating larger tail and stop light, Re-designed rear frame with front sloping shock absorbers, Re-styled dual mufflers for increased capacity and efficiency, Re-designed brakes and hubs giving larger braking area, Choice of chainguard or chaincase, Folding kick-starter, Chrome fenders, Quickly detachable rear wheel.

United States Sole Distributor

PARTS and SERVICE...
With the establishment of the J B Matchless Corp., an entirely new concept in efficient spare parts service will be initiated and maintained. A staff of experienced men will cooperate with a national network of dealers in an effort to properly service existing and future models with an absolute minimum amount of delay. All Matchless models for 1963 will feature black frames.

750cc G-15 features 13 changes for 1963

J B Matchless Corp. PLANT ROAD
Hasbrouck Heights, N. J.

Cycle World
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241