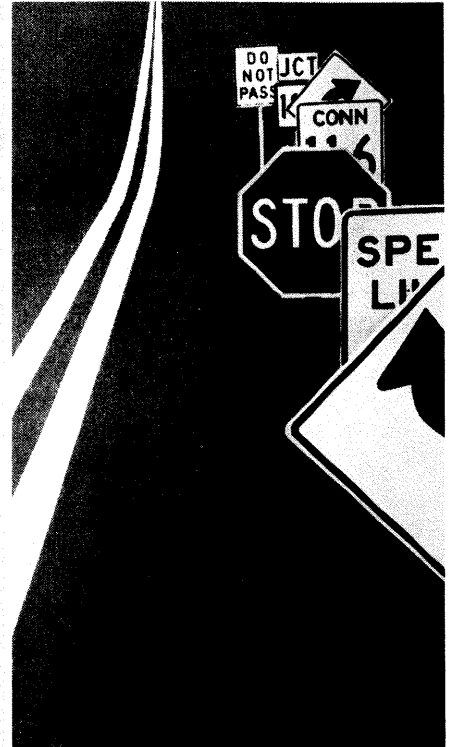


Amphicat

A different breed of cat

Max is for all those places wildcats, jaguars, cougars, mustangs, road runners, and hornets can't go.



Max's World.

Their world.

There you are, three hundred horses under your hood, four-barrel carbs, scoops and spoiler, sassy tires. All that... muscle, and you can't cross a stream unless it's bridged. You can't climb that hill unless there's a road. Wild animal name and all, you can't whip across those dunes, take off in the woods, zap that snowfield. Your world stops at a soft shoulder.

Max's World is something else.

Max revels on unpaved, unbridged spaces. It's what Max was made for.

To bust through mud and snow. To take a hunter into the woods. To swim a pond. To cavort... anywhere. To gadabout... just for fun.

Max rides on six fat tires, and every one of them is a driving wheel. The drive train is a 20-horsepower engine and a special transmission two years in the making. And it all sits on a tough steel frame that shrugs off the whacks and knocks of running where wild animal cars fear to tread.

Max's World is full of new places you couldn't go before. Your Max Dealer will show you.

For the name of your Max Dealer, and a colorful Max brochure, send this coupon to Recreatives Inc., Dept. 1, 30 French Road, Buffalo, N.Y. 14227

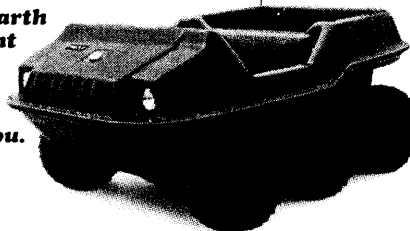
Name _____

Address _____

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State _____ Zip _____

Where on earth do you want to go? Max can take you.



Recreatives Inc.

A subsidiary of W. R. Grace & Co.



**CARIBOU, the rugged new ASV that adds new dimension to your outdoor, off-the-road travel. The go-anywhere, do anything anytime fun and work vehicle that cuts all kind of terrain down to size. Full-length two-track traction keeps you on the move in snow, sand, mud, marsh, brush and woods. Comfortably. 12 months out of every year. Low-profile plus dual ten-inch wide tracks give Caribou super-safe sure-footed stability. And turns on a dime. Keeps you going when the going gets roughest. Heavy-duty Kohler 20 hp. 2-cycle engine puts 40 mph zip under you with enough brawn to haul twice its weight. Rear mounted, 5 imperial gallon size fuel tank offers long range possibilities. Caribou, the new name and the rugged new look in dependable all-terrain, all season, off-the-road vehicles. See Caribou at your nearest dealer. If Caribou hasn't reached him yet, write directly to: Caribou International
1505 Lisbon Street
Lewiston, Maine 04240.**



**From the
Desk of the**

Executive Secretary

CHARLES P. LEACH, JR.

All eyes will turn toward Michigan for the Grand National Show and Rally scheduled for March 19, 20, and 21, 1971. The show and rally will be held at Pine Knob Ski Resort, Detroit, Mich. Interest and excitement will run high as the top drivers in the United States and Canada will be competing to determine the 1970 point champions. In addition to the many prizes, the drivers will be competing for the largest CASH purse ever offered at an ATV rally.



ALL ENTRIES MUST BE PREREGISTERED, entry forms may be requested from NATVA home office. No registrations will be accepted after March 1, 1971.

Combined with the rally is a consumer-oriented show that has already attracted tremendous interest from many suppliers. The show will include both indoor and outdoor exhibits of ATVs, component parts and accessories. Plan now to attend. The Grand National Show and Rally is being produced by E.J. Barney and Associates, the same great group that put on the Walled Lake Rally in March of 1970. Plan now to attend.

Editor

..... R. D. Phinney

Associate Editor

..... George L. Eldridge

Advertising Director

..... John Lambert

ATV WORLD

OFFICIAL PUBLICATION OF THE NATIONAL ALL TERRAIN VEHICLE ASSOCIATION

JANUARY 1971 VOLUME 1 NUMBER 10 "NATVA'S OWN"

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Fee \$10.00

I hereby make application for membership in the National All Terrain Vehicle Association. I agree to comply with the NATVA Rules and Regulations for NATVA Activities.

Name..... First Middle Initial Last

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City..... State.....

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Glenshaw, Pa. 15116

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Leisure Products Div.
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Carlisle, Ark. 72024

Camel Manufacturing Co.
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Denver, Colo. 80216

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Suite 291, Ferry Bldg.
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Feldmann Engineering
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Jonesboro, Ark. 72401

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Raymond, Miss. 39154

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Hudson, Ohio 44236

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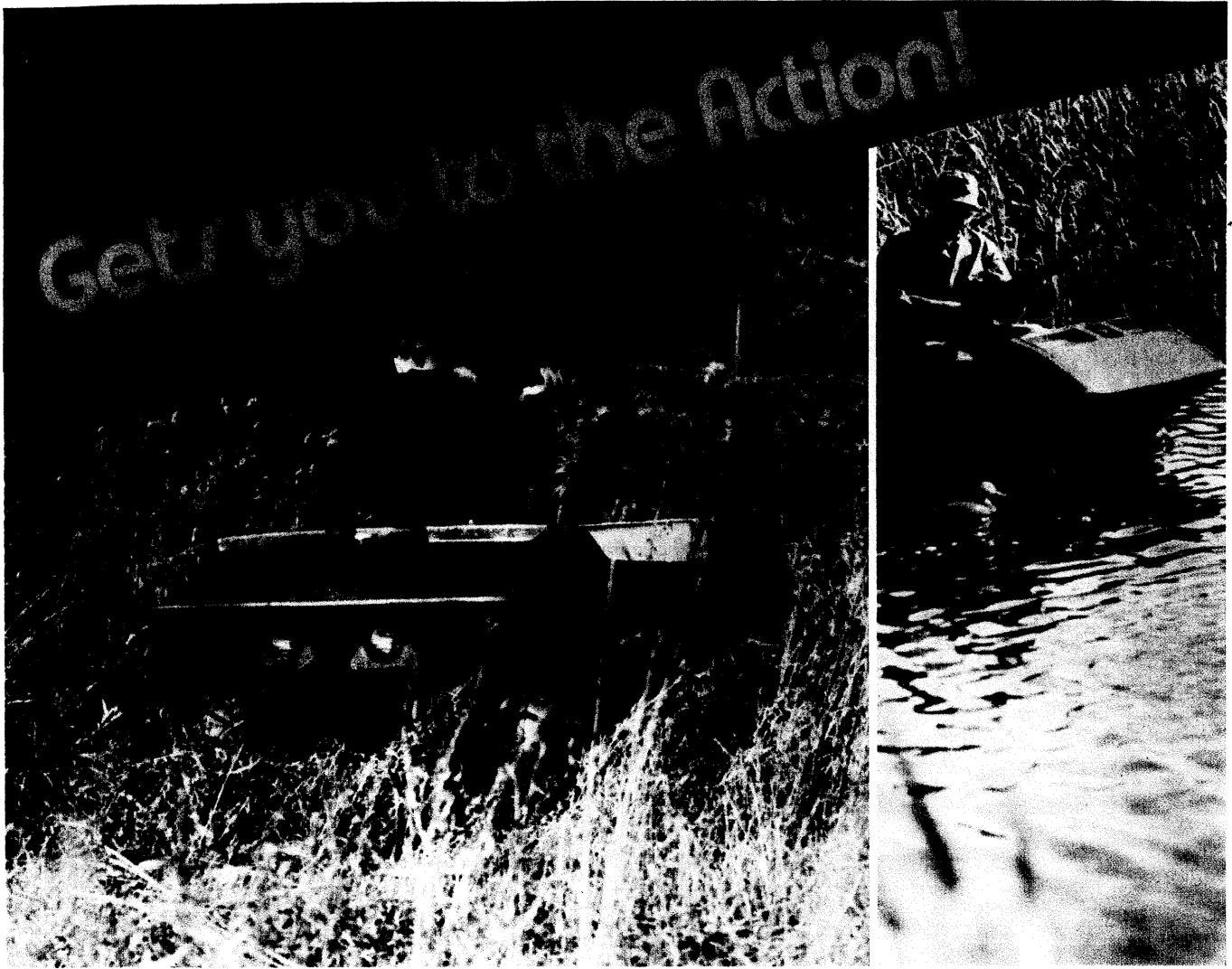
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Dealer Owner

"Total Promotion"

Skipper has the idea

ATV Manufacturing Limited, Toronto, Canada, has announced a new promotion scheme entitled "Total Promotion" to assist dealers in selling their Skipper All Terrain Vehicle.

W. M. Nobbs, president of the company and designer of the Skipper said that his company has realized the need for dealer assistance since the introduction of the Skipper over a year ago. Said Nobbs, "We have been working on a total promotion package for some time now and feel this is the kind of boost that all ATV dealers need to sell in this tight economy."

Nobbs, a professional engineer and business school graduate himself, decided to hire a marketing professional to round out the team.

Stewart Kinsman, newly appointed marketing manager for ATV Manufacturing, after an extensive tour of the U.S. and Canadian markets summed up the problem in three words, "Dealers need help."

Kinsman went on to elaborate that ATVs may be well understood by the manufacturers who live them day-in and day-out, but to a dealer they represent a hard-sell, high-ticket item that is not understood by the public. The problem is amplified with dealers who sell other faster-moving bread and butter lines such as snowmobiles, farm equipment, cars, etc. To these people the relatively slow rate of sale of an ATV is discouraging, especially when few of them know how to correct the problem.

"Outdoor signs and showroom banners are fine," said Kinsman, "but they don't help a dealer close sales."

The Skipper "Total Promotion Package" is made up of the following components:

- a) Dealer marketing aids.
- b) Advertising allowance.
- c) Dealer service manual.
- d) Owner manual and tool kit.
- e) Regular service bulletins.
- f) Monthly Dealer Newsletter.

The dealer marketing aids are designed to make the dealer a confident and professional marketer of the Skipper. The main piece is a booklet describing ways to publicize, advertise, sell, demonstrate and promote the Skipper.

Another integral part of the marketing aids is the literature. Kinsman said that his company has produced the most attractive and convincing literature in the industry, "because we feel that ATV purchases

are based as much on emotion as on logic. Our literature makes a person want to own a Skipper so that he can be part of the in-crowd," said Kinsman.

A second part of the Skipper "Total Promotion Package" scheme is an advertising allowance which helps defray the cost of much-needed publicity.

Nobbs told NATVA that the manufacturer cannot stop at providing promotion and sales ideas. "That is the reason," said Nobbs, "that we offer a complete and comprehensive Dealer Service Manual to our dealers. If a man can read, he can virtually build a Skipper from the ground up by following the step-by-step instructions and diagrams in our Service Manual." To keep the manual current, the company registers each one with the dealer and maintains an updating operation where new pages are sent out to the dealer as parts or prices change. "As well," said Nobbs, "we send each manual holder periodic service bulletins as we find ways to improve the performance of the Skipper."



To ensure that the retail customer is also familiar with the handling and normal maintenance of his vehicle, the company provides an Owner's Manual and a small tool kit with each new Skipper.

Kinsman mails a monthly newsletter to all dealers to keep them abreast of model changes, sales successes, and rally results. "In this way," said Kinsman, "our dealers know there is an interested and capable manufacturing operation backing them up."

Does this "Total Promotion Package" work? Company officials report that the first dealer who followed the plan in detail held an open house which generated profits through the sale of Skippers of \$2,400 in one week. Total promotion investment was less than the margin generated through the sale of one Skipper.

If you can't get there in a Chaparral, it isn't there.

And you can take our word for it. Slipping into duck blinds where no other men have ventured. Streaking across endless snowfields. Leaping over dunes. Challenging clouds for the right to a mountain. Chugging over strangling swamps. Prowling crystal clear waters.

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So if you want to find your own river to fish, your own family mountain, or your very own private stretch of beach, take the Chaparral. Any month of the year; anywhere in the world.

Turn the key to Chaparral Country. Call your nearest dealer or write for free information.

• **First In The Industry With Borg Warner's Advanced Design Transmission** • **More Power** • **More Seating Capacity** • **Greater Stability** • **Superb Design.**

CHAPARRAL 

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ATV TIDBITS

La. Sports Show April 16, 17 & 18 expects large turnout

Recreational vehicles will be featured during a major sports and recreation show, to be held in Louisiana next spring, according to an announcement made by the Alexandria-Rapides Conventions Commission. Commission Director Richard Marcantel said the event will be the annual Louisiana Sports Show, to be held April 16, 17, and 18, in the Rapides Coliseum in Alexandria.

Marcantel noted that Alexandria was selected as the site for the show for several reasons. He said the modern Rapides Coliseum is one of the newest exposition facilities in the state, and is strategically located in the center of Louisiana. Marcantel also noted that central Louisiana is the heart of one

of the south's fastest growing sports and recreation areas. He noted that millions of dollars are being spent in the area each year for recreational facilities. Among them, Marcantel said, is the giant Toledo Bend Lake, which is the world's largest man-made lake.

Recreational vehicles, including mini-bikes, trail bikes, and the exciting new all terrain vehicles, will be featured during the Louisiana Sports Show. Also receiving special emphasis will be the popular camper and camping equipment products.

Vehicles are playing a more important role in outdoor activity in the south, and the Louisiana Sports Show is being planned with these products and their market in mind. The show will open with a parade of recreational vehicles, and there will also be a special outside demonstration area, adjacent to the coliseum.

The show is being produced by Sports Expos, Inc., 2000 Rapides Ave., Alexandria, La. (northern office: Box 655, Green Bay, Wisc.).

engines to all terrain vehicles and other recreational vehicles and heavily on Cooper's vast experience in industrial power transmission.

Florinski represented the Hirth Engine line since 1959, first with Curt Schif Canadian,

Salsbury promotes two men

Herbert L. Florinski has just been appointed by Salsbury Corporation of Los Angeles as their Factory Representative in Canada and northern United States. In his new position, Herb will assist Original Equipment Manufacturers with the application of Salsbury power transmission products to their vehicles.

Richard P. Cooper has just been appointed Western Regional Manager by Salsbury. In addition to handling all Salsbury products in the western states, Cooper will specialize in the application of Salsbury clutches and automatic drives to industrial products and processes.

As the leading supplier of automatic drives for such recreational vehicles as all terrain

vehicles, mini-bikes, snowmobiles and utility vehicles; Salsbury will draw heavily on Florinski's wide experience in the application of



Herbert L. Florinski

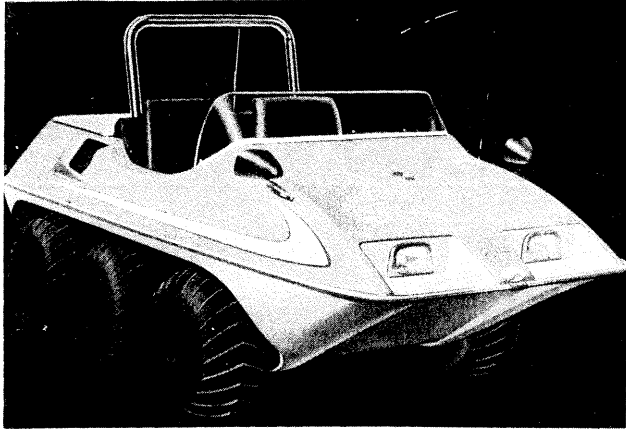
Ltd., in Canada and in recent years with the Wisconsin Motor Corporation. It is expected that Florinski's long experience in dealing with the engine and transmission requirements for this type vehicle will provide a great asset to both Salsbury and to its OEM customers.

Cooper has served the power transmission and industrial supply field for more than 13 years, the last three years as president of Seaboard Equipment and Supply, Inc., of Salinas, Calif.



Richard P. Cooper

Do you wanna



Iguana?

The Iguana recently finished its proto-type state. Iguana seats up to three persons, weighing 600 pounds, is the largest ATV on the market. Driven by a 24-horsepower two-cycle engine, Iguana is a six-wheel drive, three-speed transmission, land-roving vehicle. Does anyone wanna Iguana? Write today for more information!

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AND INTRODUCING

***REDCO's** NEW 4 IN 1 "PM" KIT... MUST FOR PROPER MAINTENANCE

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the *Rally Roger*

LAKE CITY ATV RALLY

LAKE CITY, MINN.

OCT. 10 and 11

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Kermie Eppen Red Wing, Minn.
Jim Roemer Wabasha, Minn.

Scrambler
Scrambler
Trail Boss

Class F

Ken Kingsley
Kermie Eppen

Minneapolis, Minn.
Red Wing, Minn.

Scrambler
Scrambler

Class D

Bob Beebee Omaha, Nebr.
Donald Schillig Cedar Rapids, Iowa
James Luskey Jordan, Minn.

Terra Tiger
Terra Tiger
Terra Tiger

Class MB

Ken Kingsley
Richard Oker
Jack Donavan

Minneapolis, Minn.
Illinois
Red Wing, Minn.

Scrambler
Max
Scrambler

Class E

Vernon Hennes Jordan, Minn.
Don Schillig Cedar Rapids, Iowa
Ken Kingsley Minneapolis, Minn.

Terra Tiger
Terra Tiger
Scrambler

Class MC

Ken Kingsley
Richard Oker
Jack Donavan

Minneapolis, Minn.
Illinois
Red Wing, Minn.

Scrambler
Max
Scrambler

Class D

Robert Frey Edina, Minn.
Ron Moen Marshfield, Wisc.
Kermie Eppen Red Wing, Minn.

Trail Boss
Attex
Scrambler

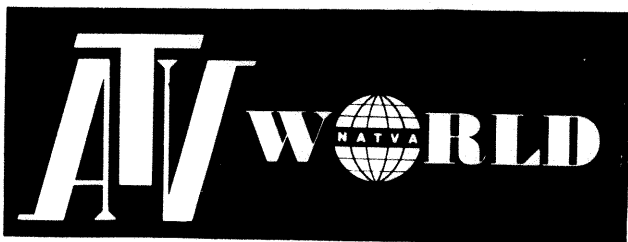
Powder Puff

Janet Durbala
Betty Werner
Janet Figeon

Cedar Rapids, Iowa

Terra Tiger
Terra Tiger
Scrambler

WATCH



**NEXT MONTH
FOR
Atlantic Coast
Championship**

ATLANTIC CITY, N.J.

DETAILS

See more of Rally Roger on the following page →

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TIRE GAUGES — TIRE PATCH KITS
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ATV Make _____

RALLY COURSE

Never in the history of ATVs has there been a rally course like Jeff Lance has laid out for the Grand National. Jeff continues to run this course weekly to improve every turn, curve, twist and bump. The drivers have a course to look forward to, one that will be a challenge to all.

The course will be open all day Friday, March 19, Saturday and Sunday from 8 to 11 a.m. for those who wish to practice.

PINE KNOB

Pine Knob Ski Resort, home of the Grand National, has one of the Detroit area's finest gourmet dining rooms, plus three bars (for those who wish to quench their thirst), and a large cafeteria that serves thousands of skiers.

ADVANCE TICKETS

All J.L. Hudson stores will have advance tickets for sale. It is recommended that advance tickets be purchased for the Grand National, not only at a savings, but also as a convenience to your customers and friends.

BIRMINGHAM RALLY BIRMINGHAM, ALA.

OCT. 17 and 18

Class D-1

Joe Brady, Jr.	Birmingham, Ala.	Attex
Charles Eubanks	Overland, Mo.	Terra Tiger
Charles Williams	Sevierville, Tenn.	Camel

Class D-1

Charles Williams	Sevierville, Tenn.	Camel
Charles Eubanks	Overland, Mo.	Terra Tiger
Stephen McElroy	Nashville, Tenn.	Terra Tiger

Class MD-1

C.L. Bellefeville	Col	Ga.	Attex
Stephen McElroy	Nashville, Tenn.		Terra Tiger

Class MD-3

Glen Hodges	Knoxville, Tenn.	Camel
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TOP SPORTS COVERAGE

To date, the Grand National has been fortunate enough to have commitments from the press and TV in the Detroit area, to cover this event. Noted sports writers and news reporters who gave the Walled Lake Rally such tremendous coverage will be present at this second rally.

Top 25 Drivers

(Does not include Region 3 Championship or Lake City)

OWNER-DEALER DIVISION

Scott Slonaker, Pa. - 286
 George Peters, Pa. - 138 (Attex)
 Russ Kowalchik, Pa. - 123 (Attex)
 Charles Stevens, Mich. - 107
 Doug Becker, Mich. - 106
 Grover Graham, Jr., Pa. - 97
 Doug Maxfield, Mich. - 89
 Cliff Welker, Pa. - 77
 Gary Stevens, Mich. - 76
 Paul Lechner, Mich. - 73
 Don Fulton, Mich. - 71
 Dick Hamlin, Mich. - 64
 L. Turner, Ill. - 60
 D. Sennholz, Wisc. - 59
 Bill Blake, Ohio - 52
 Robert Danner, Ind. - 51 (Amphicat)
 Robert Danner, Ind. - 51 (Attex)
 George Peters, Pa. - 47 (Argo)
 G. Beard, Ill. - 47
 Ed Mantle, Pa. - 46 (Attex)
 Robert Tremblay, Mich. - 45
 C. Eubanks, - 41
 Chris Northmore, Mich. 39
 Ed Mantle, Pa. - 36 (Argo)
 Clyde Saylor, Pa. - 34
 R. Beebee, Nebr. - 34

DISTRIBUTOR-MANUFACTURER DIVISION

Deek Scott, Pa. - 359
 Howard Bohnert, Pa. - 292
 Wayne Leis, Canada - 203
 Jim Middleswartz, Colo. - 147
 Sandy McKee, Ohio - 105
 Jim Bartholomew, Pa. - 103
 D. Peckenpaugh, Ark. - 99
 Dick Advay, Ohio - 86
 Charles Kreuer, Pa. - 86
 Gerhard Esser, Canada - 82
 J. Ridgeway, Colo. - 76
 Don Shaffer, Ohio - 73 (Scrambler)
 Bob McAfee, Pa. - 71
 Keith Laur, Wisc. - 69
 J. Plessinger, Ohio - 59
 Chuck Smith, Pa. - 48
 G. Charvat, Ind. - 45
 J. Myers, Ohio - 41
 Dowood Owens, Ohio - 40
 D. Feldmann, Wisc. - 38
 Pete Gilbertson, Wisc. - 37
 B. Palmer, Canada - 34
 T. Dole, Colo. - 33
 Dick Walter, Ohio - 32
 L. Williamson, Ill. - 31

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AMPHICAT is the world's original and No. 1 selling all-terrain vehicle. Through mud, sand, water, and snow — it leads the way. Amphicat is No. 1 in service, parts, accessories, engineering and dependability, too. It's available in the new 8 H.P. Briggs and Stratton engine, or in the 16 H.P. or 20 H.P. two-cycle engine. It offers two speeds forward and one in reverse, plus steerable reverse. No wonder Amphicat is the No. 1 choice of ATV buyers everywhere.



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Maintenance and Care for your

ATV

AMPHICAT

TROUBLE SHOOTING

Here are some trouble shooting procedures for Amphicat. Suggestions for determining cause of malfunctions are outlined. Being able to locate the cause of trouble in an improperly operating Amphicat is as important as being able to correct this problems.

Technicians should avail themselves of every opportunity to thoroughly familiarize themselves with Amphicat's operating systems and mechanical make-up so they can then take a systematic approach to trouble shooting.

STARTING-ELECTRIC STARTER

1. Starter cranks too slowly.

- a. Weak battery.
- b. Loose or corroded connections.
- c. Starter faulty.
- d. Engine run without oil-gas mixture.

2. Starter will not crank engine.

- a. Dead battery.
- b. Faulty starter switch.
- c. Wire connections loose or broken.
- d. Starter wiring system not grounded.
- e. Engine frozen.

RUNNING-LOW SPEED ONLY

1. Low speed miss.

- a. Incorrect gas-oil mixture.
- b. Carburetor idle adjustment too lean or too rich.
- c. Spark plugs improperly gapped, dirty or broken.
- d. Loose or broken ignition wires.
- e. Spark plug terminal loose.
- f. Weak coil or condenser.
- g. Breaker points burned, dirty or improperly gapped.
- h. Cylinder gasket.
- i. Leaking crankcase seals.

MAX

TORQUE CONVERTER

It's nice to know that the torque converter requires no adjustment. With the motor off or at idling speed, normal tension of the belt is quite slack. This slack is taken up

(CONTINUED ON PAGE 23)

THE BIG NEW BREED OF ENGINE ADDITIVES

Gas Additive
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For ATVs
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2 and 4 Cycle

- Eliminates & Prevents Gum, Varnish and Carbon
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(317) 545 2471



NEW PRODUCTS

New Snobil grease kit

To keep all terrain vehicles, snowmobiles, lawn and garden or farm equipment operating at trouble-free peak performance, regular lubrication is a must. Lubricating is a "squeeze of the hand" with the new mini-sized, mini-priced Snobil Grease outfit. It comes complete with trigger operated grease gun and three easy-loading grease cartridges. Also available are replacement grease cartridges, swivel coupler and flexible hose for reaching hard-to-get-at fittings.

Snobil grease is the highest performance (Military Type MG10924B) grease available — a clean white grease that protects, lubricates and cuts friction at temperatures for -65 degrees to +275 degrees.

To obtain your Snobil Grease out-

fit, see your Snobil Distributor or for information, write: LeMans Corporation, 204 W. Lawton, Edgerton, Wisc. 53534.

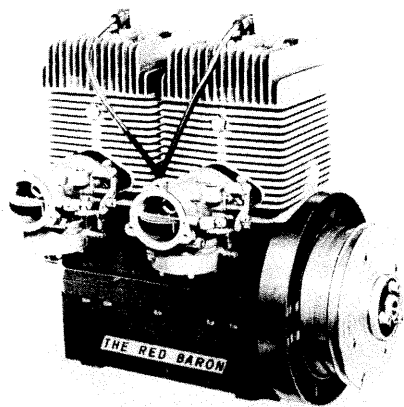


The "Red Baron", a compact, free-air design 649.5 cc, two-cycle in-line twin engine specifically designed for snowmobile racing, has been announced by Hirth Motoren KG, of West Germany.

Rated 60 horsepower at 6500 rpm, the new Model 172R41 will be available for 1971 competition through Teledyne Wisconsin Motor of Milwaukee, sales and service representative for Hirth engines.

Racing design features of the new model include large ports, tuned exhaust and a choice of racing carburetors.

The "Red Baron" incorporates a special full-webbing, full-circle forged steel crankshaft which provides full induction for greater compression and more power. It is equipped with chrome bore cylinders and aluminum heads and has a 78 mm bore and 68 mm stroke.



The engine's free-air cooling eliminates the fan and other conventional cooling hardware, thus providing a lightweight (65 pounds), space-saving, compact engine. The "Red Baron" is available with rope start only, and has no provision for either recoil or electric start.

Additional information on the Model 172R41 "Red Baron" can be obtained by contacting the Hirth Marketing Department, Teledyne Wisconsin Motor, 1910 South 53rd St., Milwaukee, Wisc. 53246.

Just in time amphibious Amphipup trailer

Just in time for the hunter and off-season cottager, Beehoo Industries announces the introduction of their new, amphibious Amphipup trailer.

Designed around standard components (tires, axles and bearings), it will follow an Amphicat anywhere. Nearly 37 cubic feet of space will carry 400 pounds of game, kids, supplies, firewood, or equipment into the most remote camp. Since the wheels are convertible to optional skis, there's no worry about the early snow, either.

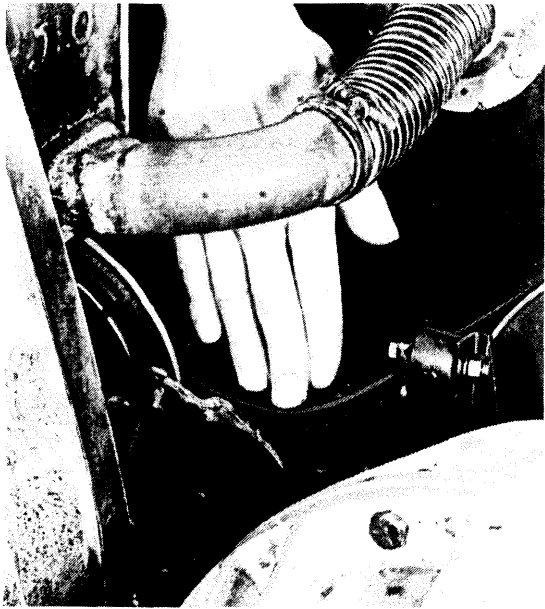
Amphipup couples to any Amphicat by means of a standard ball hitch. Beehoo engineers took special care to



provide a welded steel mount on the Amphicat main frame. The ball bolts through the body directly onto the main frame which safely supports the trailer load.

Amphipup is available now through the coast-to-coast Amphicat dealer network. For further information, contact Beehoo Industries, Ltd.; Old Station Road; Streetsville, Ont., Canada.

New 649.5cc Hirth Red Baron



Torque converter belt, showing normal slack

automatically as the engine speeds up.

No lubrication is required either; in fact, take care not to allow oil on the pulleys or belt. After 60 hours of operation, or about six months, check the belt for wear by measuring its width. Proper width is 1-3/16 inches. If the belt has worn to less than 1-1/8 inches, it should be replaced. Save the old belt for a spare.

After 200 hours of operation, or a couple of years, you'd be wise to have your dealer dismantle the torque converter to check for any parts that appear excessively worn; they should be replaced.

KOHLER ENGINE IGNITION

With the exception of spark plugs, repair or replacement of ignition system components should be done only by qualified Kohler Engine Specialists as this usually involves retiming the engine.

SPARK PLUG: Remove spark plug and check condition — replace if carbon fouled or if porcelain is cracked. The color of the spark plug is a good indicator of operating condition. Take corrective action if other than normal operation is indicated. — Black: carbon fouling, Tan: normal, White: overheating.

Do not sandblast, scrape or otherwise attempt to service plug that is in poor condition — best results are obtained with a new plug. Bosch Standard Duty plug: M 240 T1; Heavy Duty: M 280 T1. Champion Standard Duty: K9 or K8G; Heavy Duty: K7. Standard plugs are suitable for average operation including occasional runs at full throttle, heavy load. Heavy duty plugs are for pulling through heavy, wet snow and/or warm weather. Use these plugs listed only.

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Kohler's care-pack includes 2-cycle oils, blended to perform under all conditions. Kohler high performance oil for racing and other severe operations. And Kohler Premium for all normal engine operations. Both dependably protect your engine at high speeds, sub-zero temperatures. Burn completely, to prevent combustion chamber deposits, fouled plugs. Parts stay clean, in top working-order...for longer engine life. Order now wherever Kohler engines are sold.

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Kohler Co., Kohler, Wisconsin 53044

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For further information contact
Tom Jones collect
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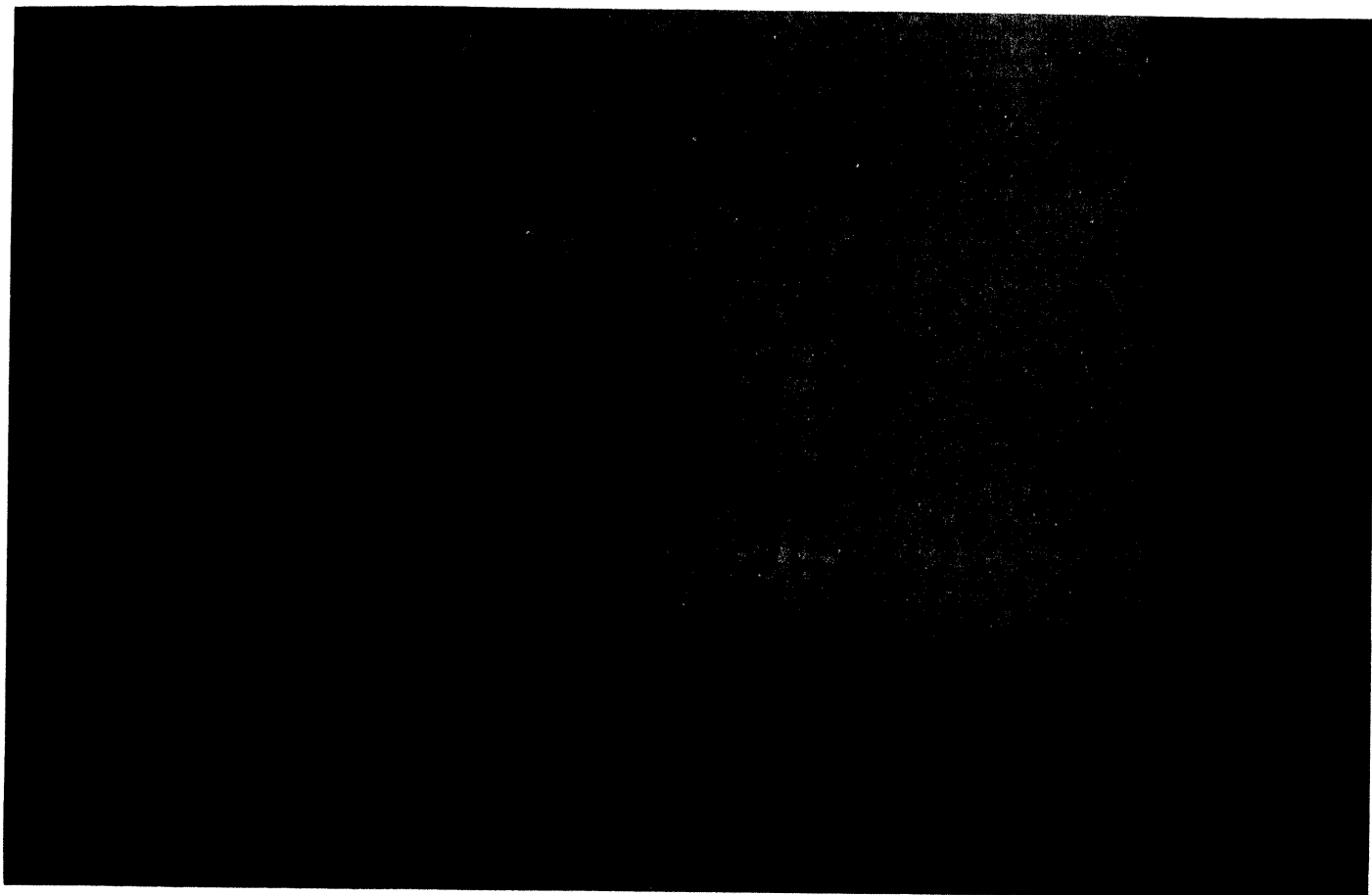
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We proudly present.....

The Second



Grand National ATV Rally

March 19, 20 & 21, 1971

Pine Knob Ski Resort Detroit, Michigan

Terry Lake, rally director for the Grand National, has been working with Jeff Lance, Dick Sutton, and E. J. (Bud) Barney, planning and preparing for the Grand National. A total of eight meetings have been held to date. Final approval was given to the first press release, maps, course layout, and the flyer sent to all ATV enthusiasts. Last minute pressure will be eliminated by this advance planning by these officials, who planned the Walled Lake Rally so successfully last year.

It is recommended that all reservations and registrations be sent early as the deadline will be enforced. This is necessary due to the large interest and confirmations already received.

SEND VEHICLE REGISTRATIONS TO: NATVA, 342 Broad Street, New Bethlehem, Pa. 16242. Advance registration forms will be sent upon request from same. All other questions should be addressed to rally officials mentioned above.