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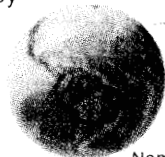
Max is a fun-loving little buggy that thrives in a world of its own. The Unpaved World. Max travels it all, all year long.

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Max swarms over landscapes. Snowscapes. All the unpavedscapes.

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For the name of your Max Dealer, and a colorful Max brochure, send this coupon to Recreatives Inc., Dept. 2, 30 French Road, Buffalo, N.Y. 14227

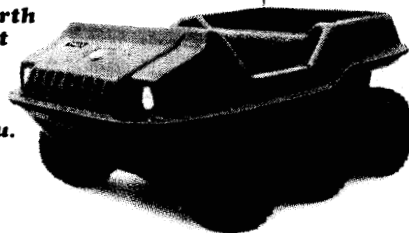
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**Where on earth
do you want
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Recreatives Inc.
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Which is the real you

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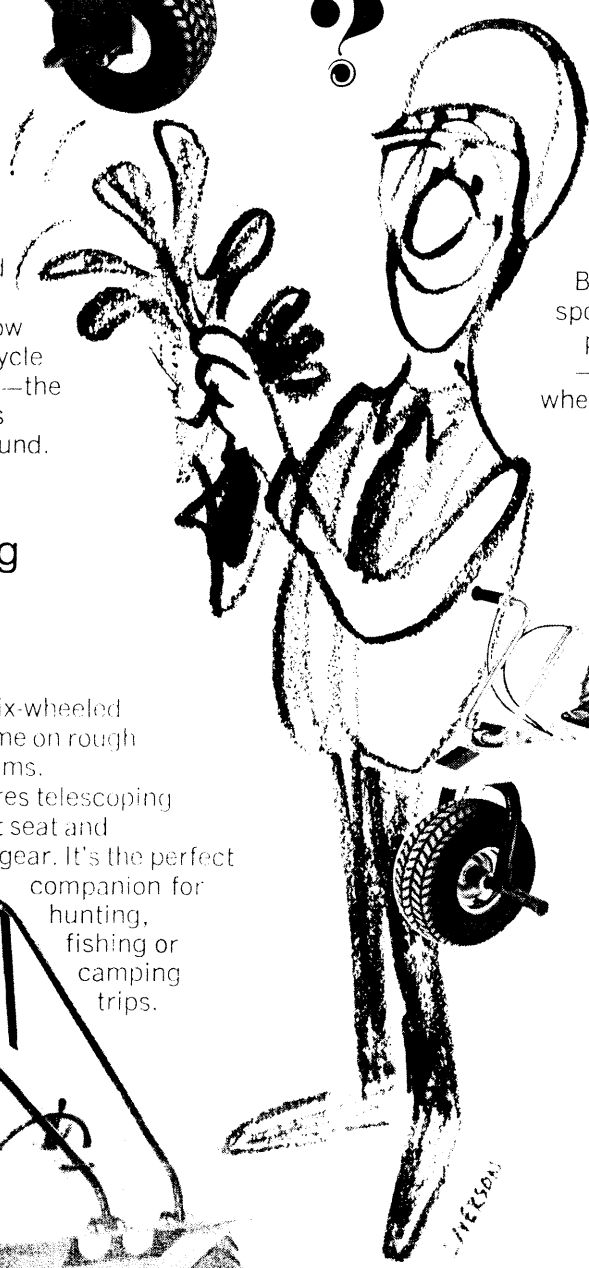
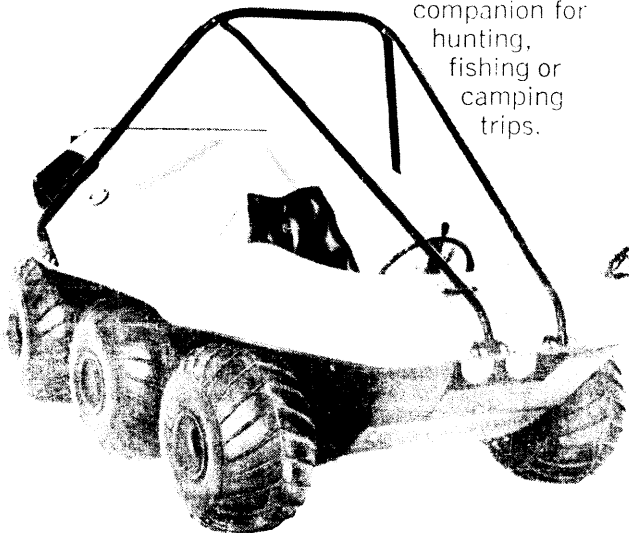
The rip-roaring **Tricart**TM

Yippee! Here's the three-wheeled way to fun everywhere: sand, woods, light snow and even shallow streams. Choose from the hot 2-cycle units or the tamer 4-cycle models—the ones that work like utility vehicles when they're not out sporting around.

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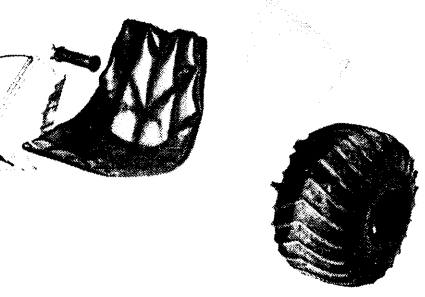
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 SPERRY RAND



SPD

New Association

by ROBERT D. PHINNEY
EDITOR

The first annual meeting of the newly formed All Terrain Vehicle Manufacturers' Association (ATVMA) was held Feb. 25, 1971. Frank S. Depew, vice-president of marketing for Recreatives, Inc., was elected President; Lowell Chrisco, president of Hustler Corp. was elected First Vice President; David I. McCahill, president of ATV Manufacturing Co. was elected Second Vice-President and Association Liaison Officer; and Charles P. Leach, Jr., Executive Secretary of NATVA was appointed Executive Director for ATVMA.

This new Association replaces the former NATVA Manufacturers' Division. The new Association was formed because the manufacturer members felt it would be in the best interest of NATVA and the manufacturers if they formed a separate group. ATVMA membership is open to manufacturers and suppliers of ATVs. NATVA will continue to serve the consumer, dealer and distributor plus conduct sanctioned competition. The new Association is headquartered at 342 Broad St., New Bethlehem, Pa. 16242.

At their First Annual Meeting, the manufacturers adopted a four-point plan of action for 1971. The plan includes a Legislative Program, Public Relations Program, Statistical Program and Standards Program. The progressive program adopted by the manufacturers should be of tremendous importance to the industry.

Mr. Depew has been asked to write a monthly article for ATV WORLD, which he will use to keep you abreast of ATVMA progress with their plan of action. We are looking forward to presenting you with Mr. Depew's articles.

All Terrain Vehicle Manufacturers' Association



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PRESIDENT

DAVID I. McCAHILL
SECOND VICE-PRESIDENT



LOWELL CHRISCO
FIRST VICE-PRESIDENT

CHARLES P. LEACH, JR.
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**From the
Desk of the
Executive Secretary**



NATVA PERSONNEL

Executive Secretary

CHARLES P. LEACH, JR.
342 Broad Street
New Bethlehem, Pa. 16242
814-275-1178

Welcome to the Second Annual Grand National Show and Rally brought to you by the National All Terrain Vehicle Association. As Executive Secretary, it is my pleasure to welcome you on behalf of NATVA, its officers and directors and the sponsors of the Grand National. It is our pleasure to bring you the grandest ATV rally ever staged.

We hope you will avail yourself of the opportunity to visit the many displays scattered throughout Pine Knob. You will find almost every make of ATV on display plus a wide variety of accessories for your outdoor recreation fun.

If you are unable to attend the Grand National Show and Rally be sure to watch future issues of ATV WORLD for the complete story including the winners of the National Driving Championships in the Owner-Dealer Division and the Distributor-Manufacturer Division.

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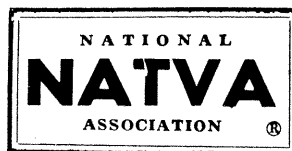
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inside back cover



page 5



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ATV WORLD

OFFICIAL PUBLICATION OF THE NATIONAL ALL TERRAIN VEHICLE ASSOCIATION

APRIL 1971

VOL. II

NO. 1

"NATVA'S OWN"

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EDITOR

— R.D. Phinney —

ASSOCIATE EDITOR

— George L. Eldridge —

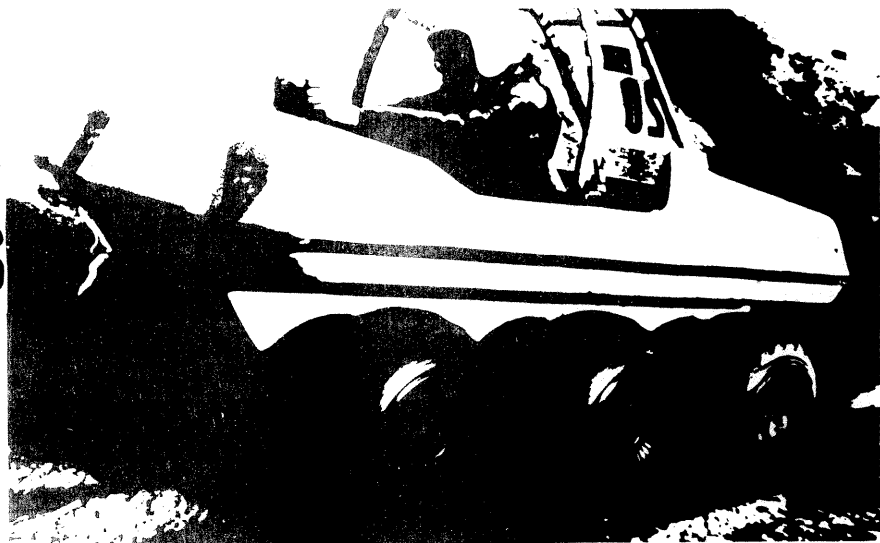
ADVERTISING DIRECTOR

— John Lambert —

ATV WORLD is published twelve times annual, and one annual yearbook, by the National All Terrain Vehicle Association, 342 Broad St., New Bethlehem, Pennsylvania, 16242. Charles P. Leach, Jr., Executive Secretary. This magazine is printed in co-operation with Castle Publications, Inc., Route 171, Plaistow, New Hampshire 03305. All copy should be sent to Castle Publications, Inc., and is subject to as such revision as deemed necessary. Unpublished manuscripts returned only if provided with a self-addressed, stamped envelope. Date of issuance is the 15th of the previous month. The closing date for an copy and advertising is the fifteenth of the month previous date of issuance. All advertising copy and plates are to be sent to ATV WORLD, P.O. Box 253, Chester, New Hampshire, 03036. Accounts are payable to National All Terrain Vehicle Association, 342 Broad Street, New Bethlehem, Pennsylvania, 16242. Discount in advertising are available to those members of the Association who sign a six-month contract. No verbal agreements will be recognized by the company. ATV WORLD serves the ATV industry internationally. Copyright, NATVA, Inc., 1970.

DRIVER PROFILES

Scott Slonaker



If 16-year-old Scott Slonaker, of York Haven, isn't as excited as other kids his age at just having gotten his driver's license, it's understandable.

For the past 13 months, he's had another set of "wheels" — six of them — and has won shelves full of trophies in national racing competition, primarily against drivers in their 20s and 30s. What he's been steering successfully over assorted bumpy and muddy courses from Virginia and Illinois is called an ATV — All-Terrain Vehicle.

"When my dad took over the Attex dealership in October, 1969, I got to ride in one and, first time out, I thought it was a real riot," Scott explained his interest in the sport. "We knew there was a race coming up in December at Thornburg, Va., and we thought we'd go down. I didn't have too much time to practice. Each surface you ride on is a little different. The older drivers down there sort of looked funny at me as a 15-year-old trying to compete with them. But I won the first heat and went on to win that first feature race. Though I've lost track, I figure I've won close to 100 trophies since then."

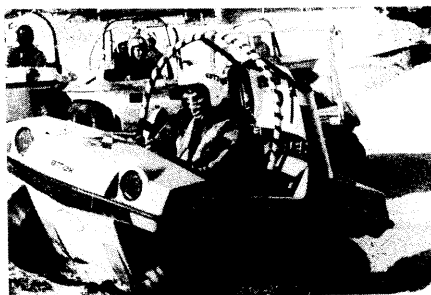
There were no junior classes then and Scott says his early victories led the NATVA to set the age for junior participation below 15, rather than 16 as they first intended.

There are four classes of ATV racers — smaller units hitting speeds of about 30, 40 and 50 miles per hour respectively; and the modified models that can do better than 60. Adapted for racing, the ATVs have a bucket seat with safety belts for the driver and rollbars for added safety.

"Before a race starts I'm as nervous as can be and deep down inside, it's tearing me up," said Scott. "But once the flag is down, it's get out front and go, and you don't think about being scared. Before rollbars became mandatory equipment, I had one bad spill.

The vehicle overturned and fell on me in a thorn patch which had a yellowjacket nest in it. There I was with 400 pounds of vehicle on me, thorns in me and angry bees buzzing around me. With rollbars, safety belts and a fire extinguisher now required, there's no real danger. But the bumpy, bouncy rides in competition can really shake you up."

Scott holds a wide lead in points over his nearest competitor in the owner-driver category (manufacturers field their own professional racing teams, too). Though he enjoys the cam-



SCOTT SLONAKER

araderie and says a couple more teenagers have been competing lately, he's not at all certain how much longer he'll tackle a regular schedule of racing.

It's not a cheap sport. An average modified racing car can cost as much as \$1,800. There's the cost of hauling to events and keeping the vehicle at a mechanical operating peak. Though a few cash awards and equipment prizes are now being offered, along with trophies, having a father who's a dealer and a master mechanic still is a major asset.

"I can't say I'm an exceptional driver," Scott modestly observed in appraising the reasons for his success. "I have the speed and dependability of the vehicle. My dad is an excellent

mechanic and puts the ATV together and makes it run well. He knows all the tricks. You do have to be calm as a driver and have good reflexes. I go right up behind some of the drivers and it works on their nerves so they'll goof and give me a chance to get by."

Scott practices on a trail through the woods behind his dad's place and further hones his driving skill demonstrating the ATVs for potential customers. Despite his victories and publicity in sports magazines and on sports pages of newspapers in cities where the racing meets take place, Scott says not too many of his classmates are aware of his standing in the sport. Perhaps part of the reason is that there have been no races in Central Pennsylvania yet, though Scott says the local Jaycees are interested in staging an event.

His parents say Scott is extremely careful on the highway now that he has his driver's license. Scott, who prefers the ATV controls — two sticks, much like a bulldozer, with the vehicle turning when you engage one and brake the other — admits his racing experience didn't help too much in taking the driver's test.

"I failed the first time," he grinned, "I didn't keep both hands on the steering wheel during a turn so I had to take the test over again. I don't even like to drive a car, really. I don't like sitting behind a wheel. If I could do it legally, I'd like to drive the ATV on the highway."

Bob Danner

Last year at Walled Lake, Mich., Bob Danner and ATV rallies were strangers to each other. That's not the case this year. By now they're old

friends, as evidenced by Bob's rating among the dealer-owner drivers.

When Bob isn't making a name for himself as an outstanding driver, he and his partner, Bob Collier, another name familiar to race fans, are busy operating the R&R Body Shop in Pierceton, Ind. The two Bobs, along with Max Jones, also of Pierceton, became involved in the ATV industry about three years ago with an



BOB DANNER

Amphicat dealership, and in October of 1970 made the change to Attex ATVs. This team has made such a good showing that they are now being sponsored by Small Injun of Ind-

ianapolis. Bob also mentions that they have received a lot of technical help from Howard Gerber of ATV Manufacturing Company.

Bob and his wife, Sue, have a 2½ year old son, Rodney, and are now expecting another child. Because of this "condition," Sue won't be racing at the Grand National, but it should be mentioned that she gives Bob a run for the money as far as driving ability goes. Her last race was at Norwalk, Ohio, and needless to say -- she won!

Dick Peckenpaugh

Spectators at the Grand National this year will probably be wondering who the fellow is "hustling" around the track in an all black ATV. For those of you who may be asked, this is Dick Peckenpaugh, racing director for Hustler Corporation, and the machine is appropriately named "Tar Baby."

Dick, ranked seventh among the drivers in the manufacturer-distributor class, hopes to drive "Tar Baby" in MC and MD classes with Hustler's stock ATV.

Strangely enough, before he became interested in ATVs and began his association with Hustler Corporation, Dick was a junior high school math and science teacher in the state of Illinois, having graduated from Southern Illinois University in 1969. Besides teaching, Dick raced motorcycles professionally for five years, and partici-



DICK PECKENPAUGH

pated in his first ATV rally in Aledo, Ill., in 1970.

Even though Dick spends the majority of his time in Jonesboro, Ark., he makes his home in Morris, Ill., with his wife, Sheryl, and one-year-old son, Damian.

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American Pride Products, Inc.
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Welcome to the Grand National

The All Terrain Vehicle Grand National at Pine Knob, Mich., marks the culmination of five years' growth into big-league status for this exciting new field of recreational vehicles.

There were no all terrain vehicles being produced in this country five years' ago when E.J. Barney, promoter of today's affair, and his partner, Andre DuBel, introduced the first unit to the American market. Today there are more than 60,000 vehicles in use, by conservative estimate.

And some 40 manufacturers.

The primary reason for the industry's dramatic growth can be traced to the vehicles themselves. They are fun. They are useful four seasons a year. They are safe. They take you to places where no other vehicles can go. They have sold themselves to the public. Or, more specifically, the public have sold themselves on the ATV's.

But, before the public can sell itself, there must be exposure to the world of all terrain vehicles. And, an important part of the credit for creating this climate of public exposure to the vehicles must go to the National All Terrain Vehicle Association, the or-

by E.J. "Bud" Barney
Public Relations Director



E. J. "BUD" BARNEY

ganization that is the sanctioning body for this Grand National — and all other recognized rallies that take place throughout the nation during the year.

In the past three years, NATVA-sanctioned rallies have attracted crowds of more 20,000 at such places as Atlantic City; Nashville; Mt. Snow, Vt.; Walled Lake, Mich.; Birmingham, Ala.; and New Bethlehem, Pa.

The NATVA rally committees have created, revised, and improved the classifications and standards for sanctioned affairs to the present status, where competitors have a fair opportunity of winning — regardless of age, sex, experience, or machine size.

In my consultant work with one of the industry's newest entries in the ATV field — a large, national manufacturer — I was recently given the opportunity of reviewing a highly detailed and extensive market analysis of all terrain vehicles. This report indicated, without qualification, that the ATV's would equal the snowmobile market within five years; and dwarf the snowmobile market in 10 years.

— The Grand National — ALL ABOUT IT

The more than three-hundred competitive ATV's entered in the Pine Knob Grand National do not typify the world of all terrain vehicles any more than the Indianapolis 500 symbolizes the average American automobile user.

But the Grand National, and the World sanctioned ATV rallies scheduled regularly throughout the U.S. during the coming year, do fulfill an important need in the rapidly expanding industry.

Such competitions help to bring about mechanical and engineering refinements by pushing the individual units to the very limits of their capabilities, along with creating a showcase for the general public to witness the wonderful four-season world of these relatively new vehicles.

Make no mistake about the competition, however. These drivers are competing for big money and high

honors. They do not appear from as far away as Arizona and California to demonstrate the safety and utility of these machines for family picnics or trout fishing trips. They come to win.

But, the truth is, that most of the 60,000 ATV's now in use were bought for such unspectacular activities as picnics, fishing, hunting, beach-roving and family fun. So look at each and every unit from the viewpoint of your particular requirement. Each ATV has its own special features that might fit your special needs. To choose a family unit on the basis of speed and power alone would be as impractical as buying an Indy 500 car for driving to work everyday.

There are no less than thirty-five manufacturers of ATV's. Talk to those who are present; test-drive the different models with an eye toward how it meets the needs of your family.

Meet Terry Lake

To those competitors who have been taking part in Region Three events, Terry Lake is no stranger. For the past year, Terry has been assisting Pat Begg, Region Three Director, with the racing program in the Indiana, Michigan, and Ohio area. Always ready to listen to any problem regarding competition with an open mind, Terry is popular with all competitors.

Born in Cleveland, Ohio, Terry, age 30, now resides in Monroe, Mich., with wife Beverly and daughters Karen, 6; Marty; and Karla, 18 months. He owns and operates Joe Lake, Inc., one of the most successful Atrex ATV dealerships in the state of Michigan.

A veteran of the U.S. Army Signal Corps, Terry's hobbies include bowling, softball, and guns (NRA). He is also active in Kiwanis.

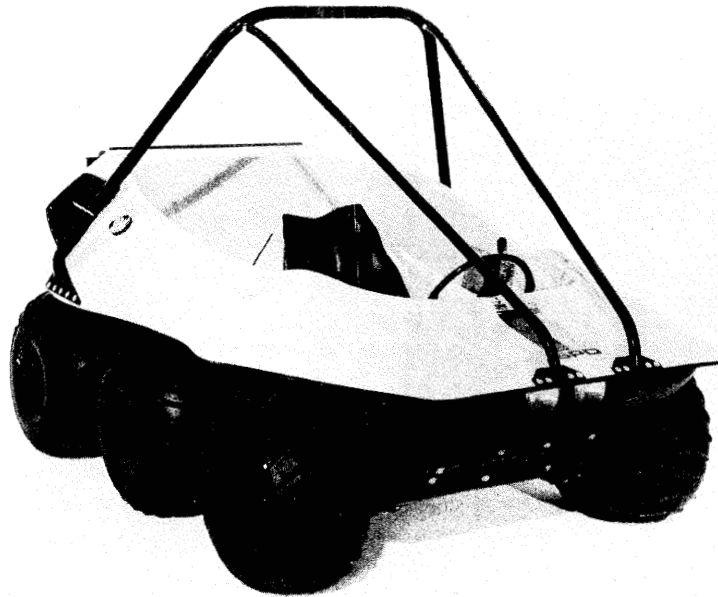
For those of you attending the Grand National, Terry will represent NATVA as Rally director and Protest Committee Chairman.



**First
three,**

THE INVENTOR — John Plessinger, who designed the Tricart sports vehicle made SPD's introduction of the off-road vehicle memorable for ATV fans last April at NATVA's Grand National Rally in Nashville, Tenn. John raced the three-wheeler over a mud-soaked course to win first place in both the 100-yard drag race and the S-3 class cross-country enduro.

**now
FROM SPD INTRODUCING**



the wedge

Tricart was first and now the Wedge not to mention one-passenger Tricub

The Special Products Division of New Holland first arrived on the ATV market just one year ago with the three-wheeled Tricart sports vehicle. Since then SPD, as the Special Products Division is more commonly called, has added three more sport vehicles to its product line and completed a new manufacturing building in Lebanon, Ohio.

Joining the Tricart on the customer end of SPD's new assembly line are: the six-wheel Wedge 295 all terrain vehicle; a 4-cycle version of the Tricart; and a new one-passenger, three-wheel sports vehicle, the Tricub.

This expanded product line has made SPD's first year a busy one, but that was expected. When the New Holland Division of Sperry Rand Corporation investigated the potential of the leisure industry market several years ago, it found a strong demand for recreational vehicles. Snowmobiles and trail bikes had whetted the public's appetite for vehicles that would get them off the road and away from traffic.

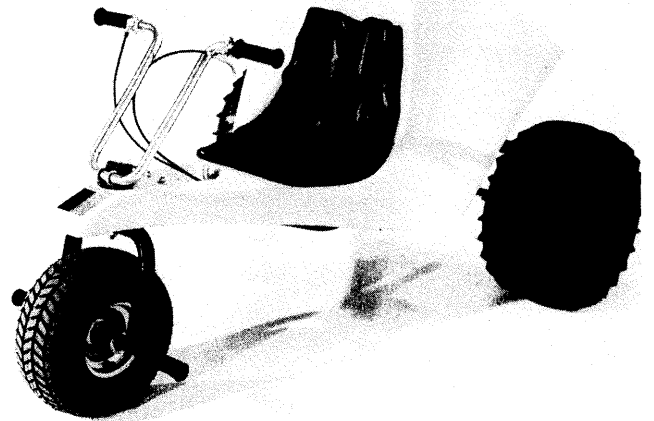
John Plessinger, a young industrial designer from Dayton, Ohio, who had just completed his design for a personal sports vehicle - The Tricart - contacted New Holland with films of his creation. At the time John was working with Fiberglass of Ohio as a design consultant.

John had impressive credentials and an equally impressive idea. "I wanted a vehicle people could get

involved with," he said. Considering that John had already been honored with an Industrial General Motors scholarship at the University of Dayton, Ohio, it seemed to the people at New Holland he would be just the right person to design a line of recreational vehicles for the company.

"Today's outdoor types want to be part of the machine so I think of the driver first... the reverse of traditional engineering. I figure if the design philosophy is right, making it run will be no problem." New Holland's management agreed with John's philosophy.

With the decision made to become a manufacturer of recreational vehicles, New Holland set out to obtain the means. They began by acquiring Fiberglass of Ohio, in Lebanon, for the production of the unique molded fiberglass body that would be a major component of the Tricart and future vehicles. Headed by Franklin Moore, this fiberglass processing plant was already a leader in its field. John Plessinger would be the design engineer.



SPD'S NEW TRICUB

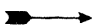
Next, New Holland established the Special Products Division, under General Manager Bill Dohl, to manufacture and merchandise the product line.

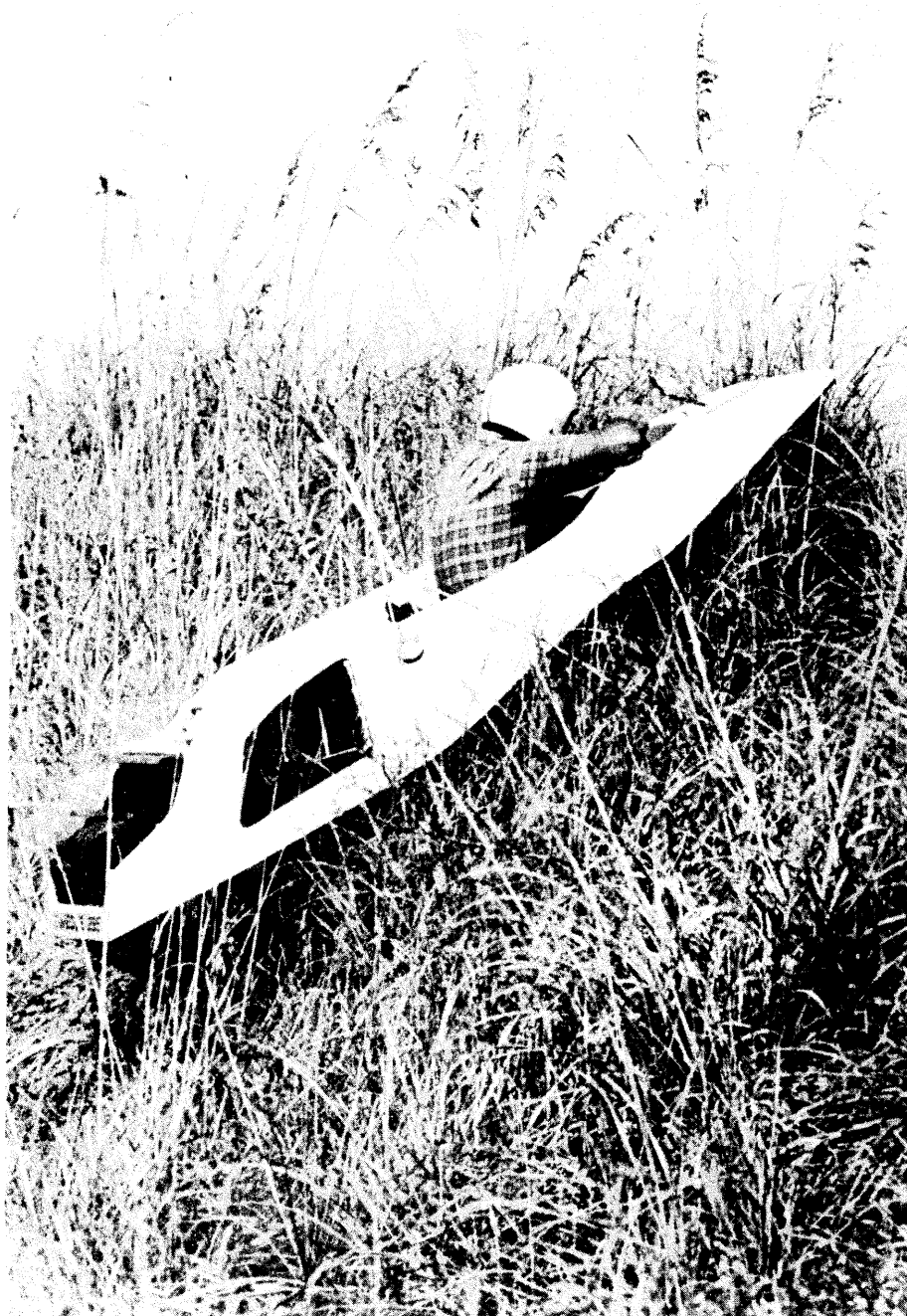
With the organization complete, the SPD staff watched the first Tricart units roll out of its factory in April, 1970.

Powered by a 230 cc Rockwell JLO engine, the Tricart combines many of the qualities of a snowmobile, trail bike, dune buggy and ATV. Three extra-wide low-pressure tires can carry the drive, and one passenger, seated piggyback style, over light snow, through woods and sand or a foot of water. The 2-cycle unit does wheelies, jumps and reaches speeds of up to 50 mph.

As one means of introducing the Tricart to sport vehicle fans, SPD entered its three wheeler in the NATVA 1970 Grand National Rally, held that April in Nashville, Tennessee. The introduction was memorable.

New Holland Special Products Division





The Tricart raced across the rain soaked course to win a muddy double victory. In its first time out on an ATV track, the Tricart copped both first and second place trophies in two events: the 100 yard drag race and the S-3 class cross country enduro. The pace set then hasn't slowed yet.

Under Vince Hemingson, SPD's Sales Manager, the new manufacturer began to establish a network of independent distributorships now reaching across the country.

The decision was made to go with established distributors because of their experience with recreational vehicles. Marketing and maintenance keep retailers in business and these distributors had been at it a long time.

Each independent distributor covers a particular region of the country through his own dealership network and receives retail sales support through SPD's nation-wide promotion campaign.

As the first year progressed, the promotion campaign got results. The Tricart was tested and praised by "Mechanix Illustrated" feature writer Tom McCahill, recommended as a gift by "Playboy" and "Esquire" and appeared in a wide variety of national magazines as well as the daily press.

Back in Lebanon, things were happening too. Construction was underway for a new 60,000 square foot factory. Before it was finished, however, a misfortune struck.

Late last summer, an old assembly plant, housing Tricart manufacturing facilities, burned to the ground. It was scheduled for abandonment anyway, but not that soon. Everything was lost in the blaze.

The Tricart, of course, continued to make public appearances at sports and trade shows. In fact, several had just returned from the NATVA Region 2 Rally in New Bethlehem, Pa., where fans saw the Tricart sweep its field.

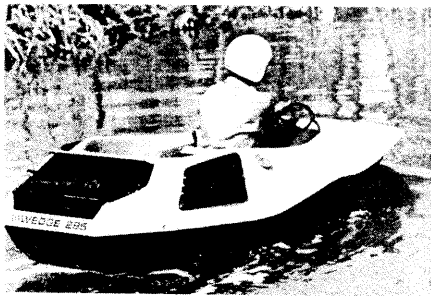
Because of the fire, Tricart dealer shipments were delayed six weeks as construction was rushed on the new factory. By the time SPD's distributors arrived in the Fall for their first annual sales meeting, the new factory was ready for inspection and SPD was ready with two new vehicles.

The first new vehicle shown to the distributors was a 4-cycle version of the Tricart. It was introduced as the "work horse" model.

The new model looks the same as the popular two-cycle version when it scampers across snow or sand. However, the 4-cycle model has an ad-



FOR THE HUNTER—The Tricart sports vehicle not only takes outdoorsmen where they want to go, it also carries along the supplies they'll need when they get there. Shown here is one of the new accessories available from SPD dealers, a gun rack that can carry two shotguns or double as a way to carry fishing rods far up stream. Also available are deep-pocket saddlebags for picnic or photographic supplies and a light kit for night-time driving.



WATER FUN—Marine characteristics incorporated in the body design of the Wedge 295 make the all terrain vehicle at home in the water as well as on land.

justable regulator on the Briggs and Stratton 8-hp engine that automatically governs the vehicle's speed up to 25 mph and makes it the ideal vehicle for pulling a utility trailer or a gang mower.

The second vehicle introduced was a brand new to the product line. SPD had gone from three wheels to six and developed a new concept in ATV's the Wedge 295.

Off-road drivers who have tried the Wedge 295 describe it as the ATV "as easy to drive as the family car." That's because SPD has replaced the lever

controls common to most ATVs with controls like those found in an automobile.

The Wedge has a steering wheel, that adjusts in or out to suit each driver, as well as floor-mounted accelerator and brake pedals. The shift lever is located within easy reach of the driver on the left side panel.

The name comes from the contour of the molded fiberglass body, which has a tapered, wedge-shaped profile. This exclusive body design includes: extra wide gunwhales to protect driver and passengers from water and mud; large side-mounted air scoops and open louvers over the rear mounted engine to eliminate engine overheating; and a deep-set, padded driver's seat to provide an extra low center of gravity.

After the Wedge 295 was shown to SPD's distributors, it appeared on an ATV track in Akron, N.Y., and the same thing happened as it did the previous April with the Tricart. Andy Chambers, an SPD dealer from Grand Island, N.Y., made his debut as a racing driver with a Wedge. In its first public appearance the Wedge 295 raced to victory, taking first place in cross country and second place in the drag race. SPD feels it has another winner.

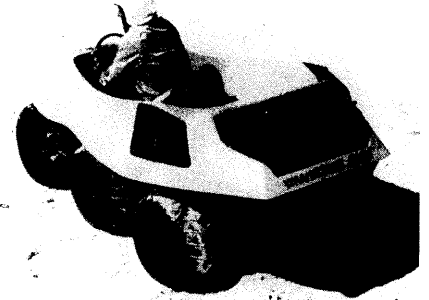
Now entering its second year in the ATV business, SPD is adding to its expanded product line a variety of accessories that will give the off-the-vehicle owner a more versatile machine. Available for the Tricart are detachable saddlebags, light kits, racks for fishing rods or guns and a luggage rack.

For the Wedge 295, SPD has available a Berkeley Marine Jet Pump that attaches to a recess in the rear of the body and makes the six wheeler a true ATV by increasing water speed up to 8 mph.

And in keeping with the belief of



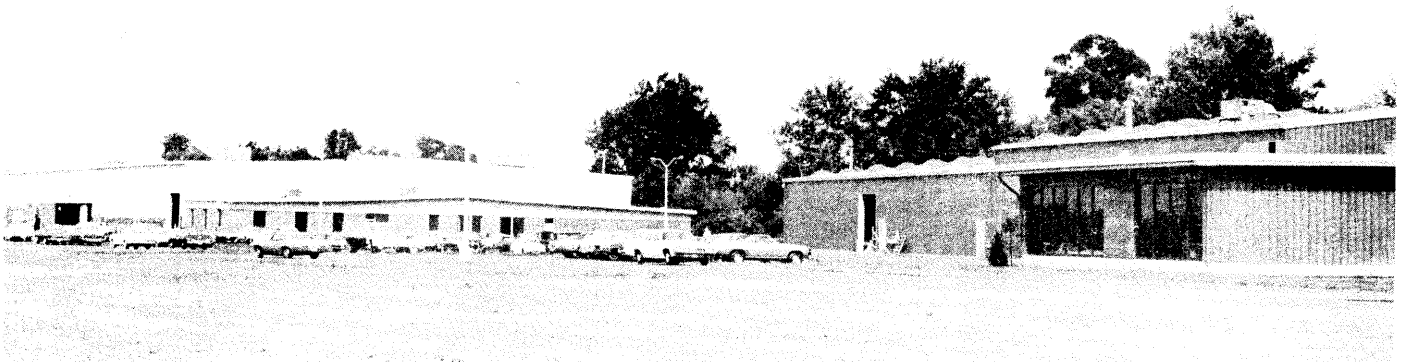
MOW THE LAWN OR WHATEVER—The innovative body design and a low center of gravity give SPD's new Wedge 295 ATV exceptional stability both on land in the water.



ON A DIME—The sharp turning radius of a Wedge 295 results from the all terrain vehicle's trim steering which employs positive brake and clutch control.

SPD, that the potential of the sports vehicle market is only beginning to be realized, plans have just been completed for another innovation in three wheelers, the Tricub.

When it appears very shortly, the Tricub will offer the off-road traveling public a low priced, one passenger sport vehicle perfect for the 'swinging single.' As you can see, it has been quite a year at SPD, and the second one promises to be even busier as more and more people discover the excitement of making their own way in the world...traveling off-road.



Tom Shiflet to help promote Grand National

A new snowmobile record was set in Detroit on Jan. 8, when Tom Shiflet, well-known adventurer remained on his Massey-Ferguson Ski-Whiz for 28 hours and 10 minutes, breaking his own record of just over 26 hours established earlier last year.

George Pfeiffer, star of the "Woods and Waters" program on Detroit's WJR radio station, looks on as the presentation of "The ENDURANCE CUP" is made to Shiflet by Dennis Green, advertising director of

THE ENDURANCE CUP — Dennis Green presents Tom Shiflet with the Endurance Cup as George Pfeiffer looks on.



MARINE AND RECREATION NEWS, Michigan's weekly outdoor sports and recreation publication.

Shiflet, whose Ski-Whiz stopped only for fuel and maintenance during his historic ride (Well, he also stopped occasionally to pick up a few pretty girls, including last year's Miss America, Pam Eldred!) now plans to ride the same Ski-Whiz to the South Pole in late January. His other feats include a trans-U.S. excursion on a converted snowmobile/ATV, a 3,100-mile Arctic expedition on a Tracker ATV, first snowmobiler to scale Pike's Peak and an aborted attempt to surmount Japan's Mt. Fuji (the Japanese government nixed the idea in mid-flight).

Notice

Don's Sports Vehicle Sales, Six Mile Road, Detroit, Mich., has donated free set-up and 10-hour check for the grand prize AMPHICAT to be given away at the Grand National ATV races at Pine Knob, March 20th and 21st.

Son Fulton, owner, is in the top 25 drivers and will be on hand with two or three competitions.

the ATV for leisure time use

by E.J. "Bud" Barney
Public Relations Director

Since the turn of the Century, the average work week has been reduced from about 60 hours to about 40 hours. This reduction gave Americans the five day work week and in so doing drastically altered their pattern of leisure. Of greater significance in recent years has been the phenomenal gain in "time off with pay." Americans are also getting more holidays with pay; 31 percent of the companies in the United States gave their employees eight paid holidays in 1965.

The work week will probably shrink further in the years ahead. Some observers expect a 37 hour work week by 1975. A stronger possibility is a further increase in paid leisure. If the recently enacted "Monday Holiday" law sets the pattern for individual states, millions of Americans may be getting more of their paid leisure in large chunks.

With more paid leisure time available to Americans there will be more leisure-time recreations and one example is:

"The All Terrain Vehicle"

Originating in Canada about nine years ago, the ATV was primarily designed for industrial use in mines, logging operations, oil fields and other rugged out of the way applications.

The ATV fever spread to the United States in 1966 and the vehicle is now used by sportsmen, hunters, campers, fun seekers, physicians, researchers, ranchers and rescuers. The units are run on beaches, sand dunes, snowmobile trails, parks, swamp areas and remote areas.

Although ATV interest grew from the use of snowmobiles, the market for ATV's is becoming greater because they are not limited to one geographical area and they are not dependent on weather conditions to operate. These versatile vehicles range from the 2, 3 and 4 wheel fun-toy type to the 6, 8 and 12-wheel recreational type and on to the heavy-duty commercial type. One can

find an ATV with a one piece body with multiple wheels, and articulated or segmented body which twists in response to the ground or a track unit which applies less ground weight per square inch. Soft tires are used for swamps and sand; articulation, reduced wheel base for rocky uneven ground or tracks for snow.

The family men in their mid-thirties and early forties with outdoor in-

terests make the best dealers. Also, existing dealers handling snowmobiles, trail bikes and other motorized recreational vehicles tend to include an ATV in their stock.

Manufacturers for ATV's are popping up every day. Some are planning to create their own vehicle, others are planning to buy an existing quality unit. Some have vehicles ready for the fall market, others are holding off until spring. What these vehicles will look like remains to be seen but most feel that the six-wheel vehicle is best. Pricing does not seem to be an important factor though most favor the \$1,600 to \$2,000 price range. Some feel that styling is a bigger selling point than controls and others feel that the steering wheel is a better selling point than levers, although levers thus far have proven to be mechanically superior in operation.

All in all, manufacturers and dealers agree that QUALITY is the most important road to success.



An industry pioneer

E.J. "Bud" Barney, the man who introduced the all-terrain vehicle industry to the United States six years ago, is the helmsman for the Great Lakes All Terrain Vehicle Association, the group who organized and promoted the 1971 Grand National ATV rally at Pine Knob Ski Resort in Clarkston, Mich. With all of his activities, he still donates much of his time as Public Relations Director for the National All Terrain Vehicle Association.

It was Barney who handled the first derby of major import at Walled Lake, Mich. in March of 1970. This event drew some 10,000 spectators in addition to another 4,500 who were unable to gain entrance because of a traffic jam on the highways leading to the derby site, according to estimates made by Michigan state and local police officials.

The event was the first all-terrain competition to attract broad coverage from newspapers, radio and television. At that time, Barney was also president of Mobility Unlimited, Inc., the manufacturers of the nation's first ATV, the Amphicat. Two months later, Barney sold his interests to Magna American Corporation and has since been serving as an industry-wide consultant and marketing expert for a number of nationally known corporations who have entered or contemplate entrance into the rapidly developing new field.

Armed with charts, forecasts and research reports, the 46 year old Bloomfield Hills executive keeps two fulltime secretaries and a free lance staff of technicians moving in and out of a lavish office nerve center at his home as he measures every pulse-beat of the industry he created only six years ago.

"Despite my immediate and continuing enthusiasm about this industry, the all-terrain vehicle industry has surpassed even my wildest dreams of six years ago", Barney said while discussing his new role as "unofficial ambassador" for the industry-at-large.

"When we brought the first units from Canada and began to make the

necessary refinements for the sophisticated market of American sportsmen, I predicted a total U.S. market of perhaps 100,000 units annually within the next six years."

"Today I would be reluctant to predict an annual market two times that large for fear of being conservative", Barney says.

"After all, the ATVs have four times the builtin market potential of snowmobiles just on the basis of seasonal usage", Barney says, "and we have not even begun to exploit the gigantic potential for commercial usage, rental units and cost refinements that will come with innovative engineering and marketing efficiencies."

Under Barney, the Mobility organization dominated the field by building a network of more than five hundred dealers, initiating the first certified dealer service schools and attracting notice in such national publications as "Time", "Newsweek" and the "Wall Street Journal", along with various trade publications. Mobility's Amphicat further sparked national interest to the industry with frequent appearances with network television on the Johnny Carson, Merv Griffin and Art Linkletter shows.

Today, Barney estimates that Amphicat is still one of the largest producers in an industry that now num-

bers 40 manufacturers.

"But, make no mistake about this," Barney says, "the all-terrain vehicle industry is no longer the shoe-string operation it was six years ago. Since I have been serving various firms on a consulting basis, I have been confronted with market-research departments in a single company that outnumber the total staff at Mobility - and we were selling, manufacturing, re-designing, purchasing, promoting advertising and building."

"My chief concern for the industry is that it will become overburdened with non-productive, non-decision making personnel that could possibly damage the all-terrain field by increasing costs and reducing production efficiency to the point where it might be reflected in increased costs to the ultimate user."

"But, that is the concern of today's manufacturers; my concern for the moment is to keep ATVs in the public eye, to make ATVs the most popular and prominent recreation item in the public eye."

Barney states that his first major promotion for the NATVA will be the Grand National Show & Rally to be held in Detroit, Mich. on March 20 and 21, 1971.

He expects to have 300 entrants in the event, divided into 22 different classifications.

Pro starter to begin rally

The Pine Knob Grand National Championship races will take on an air of professionalism not yet seen in ATV racing.

The Great Lakes ATV Association has contracted E.F. Houlehan as chief starter. Ed, as he is known in the sports car racing circles, has been a qualified starter for twelve years. Working first with amateur racing

groups, Ed became well known in the Michigan area. More recently Ed graduated into the professional ranks as he has been hired to start many Can-Am and Continental Series races. Ed has given the green and checkered to many of the great motor racing names such as Jim Hall, Bruce McLaren, Dan Gurney, Parneli Jones and Mark Donahue. Ed is also no stranger to ATV racing as he has the Michigan Walled Lake and the Nashville Summer National rallies to his credit.

Working with Ed will be a team of nationally licensed sports car flagmen. These men have been trained by the Sports Car Club of America (SCCA) and certified as competent flagmen.

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ATTEX is the newest idea for fun in the great outdoors. It goes anywhere — through fields or forests, over rocky terrain or a sandy beach, across streams or ponds and up steep hills (even a 45% grade).

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- In the snow, for winter fun
- As a utility vehicle — for farming, ranching, construction

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Thousands of American families have already found that ATTEX offers a totally new and different kind of outdoor recreation. They've discovered that ATTEX is not only a unique and exciting "ride", but also a **very dependable means of transportation to isolated locations.**

Superior engineering gives the ATTEX the durability to withstand rugged all-terrain, all-season use . . . and it's the reason why more families own an ATTEX than any other all-terrain vehicle.

There's a whole new world of fun waiting for **your** family. See your ATTEX Dealer for a test ride **today!**



For a weekend safari or an extended camping trip take along an ATTEX Tent Trailer . . . completely self-contained, sleeps 4.



If you like outdoor fun **and** competition, then choose from either of the two ATTEX Rally Models.



There are nine ATTEX models to choose from.

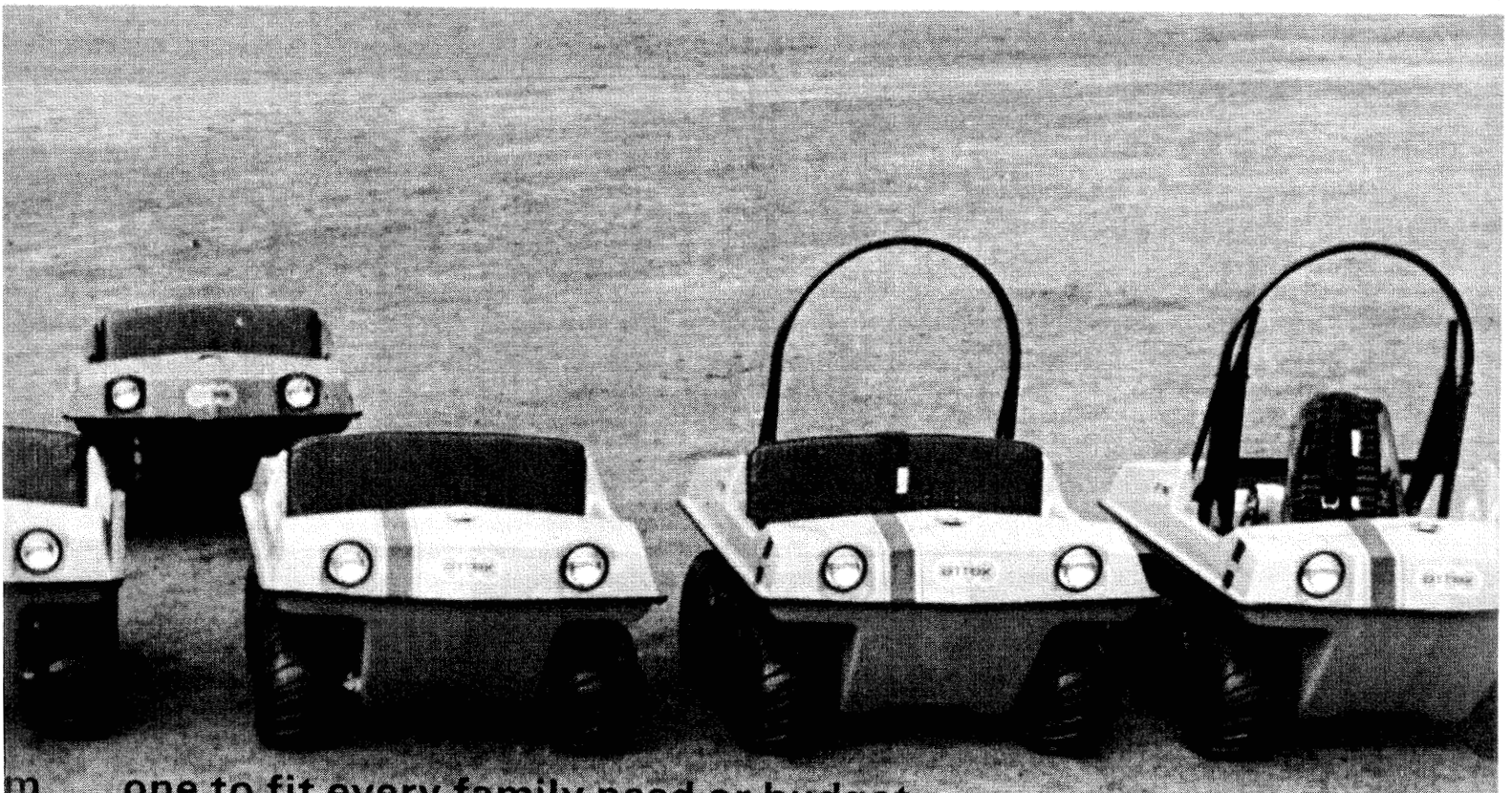


It's a snap to load and unload the ATTEX and Tent Trailer from towing trailer (for over-the-highway transportation).



Want your own **private** campsite? Then hitch an ATTEX Tent Trailer to your machine and leave the crowded campgrounds behind.

ATTEX performs "double-duty" for many owners. The Model 208 is equipped with optional 110-V generator . . . thus **portable** power tools can be used anywhere for repairs or maintenance.



m . . . one to fit every family need or budget

ATTEX Specifications

| | MODEL 208/TT | MODEL 225 | MODEL ST/300/D | MODEL ST/340/R | MODEL ST/400/R |
|---------------------|--------------------------------|--------------------------------|--|---|-------------------------------------|
| Weight | 475 lbs. | 485 lbs. | 540 lbs. | 512 lbs. | 545 lbs. |
| Payload | 800 lbs. | 800 lbs. | 800 lbs. | 800 lbs. | 800 lbs. |
| Length | 82½" | 82½" | 82½" | 82½" | 82½" |
| Width | 53" | 53" | 53" | 53" | 53" |
| Height | 36" | 36" | 36" | 36" | 36" |
| Ground Clearance | 8" | 8" | 8" | 8" | 8" |
| Number of Wheels | 6 | 6 | 6 | 6 | 6 |
| Tire Size | 11.5x20 Uniroyal or Firestone | | | 11.5x20 Uniroyal or Firestone, Heavy Duty Sidewall, lugged or radial tread. | |
| Drive | Chain #40 | | Chain #40 Prestressed | | |
| Amphibious Drive | Ribbed Tires | | | | |
| Steering | Gear driven planetary clutches | | | | |
| Reverse | Optional | | With Reverse | Optional | |
| Braking | Disc Brakes | | | | |
| Body Material | Royalite 20(ABS) | | | | |
| Frame Material | Welded Steel | | | | |
| Engine Type | 4 Cycle | 2 Cycle | 2 Cycle | 2 Cycle | 2 Cycle |
| Engine Make | 19.144 C.I. Briggs & Stratton | 225 cc. Canadian Curtis Wright | JLO 300 cc Rockwell Mfg. Co. | JLO 340/R (racing) Rockwell Mfg. Co. | CCW 400 Twin Canadian Curtis Wright |
| Power Output | 8 H.P. | 12.5 H.P. | 20 H.P. | 28 H.P. | 28 H.P. |
| Starter | Recoil | | Electric-12 Volt | Recoil | Electric 12-Volt |
| Transmission Type | 6000 Series | 6000 Series | Planetary, Patent #3,526,147 7000 Series | 6000 Series | Torque Sensitive |
| Transmission Make | ATV Torque-O-Matic | | | | |
| Carburetor | Briggs & Stratton | 1 HR65A Tillotson | | 1 HD65A Tillotson | 1 WR-6 Walbro |
| Maximum Speed-land | 20 MPH | 30 MPH | 35 MPH | *40 MPH | *42 MPH |
| Maximum Speed-water | 4 MPH | | | | |
| Range on Land | 2 hours | | 5 hours | | |
| Maximum Gradient | 45 percent | | | | |
| Fuel Capacity | 1½ gallons | | 6 gallons | | |
| Ground Pressure | 1 lb. per sq. inch | | | | |
| Turning Radius | 0 (Zero) | | | | |
| Price (FOB Factory) | \$995.00** | \$1,325.00 | \$1,595.00 | \$1,575.00 | \$1,675.00 |

Specifications and prices subject to change without notice. ** \$1345.00 with reverse and electric start. * With 16 tooth drive drums.

Options/Accessories

There's a complete line of accessories to help you get maximum enjoyment and service from your ATTEX. Here are some of them . . . see your dealer for a complete list and prices.

- ATTEX Tent Trailer
- Towing Trailer (for over the highway travel)
- Utility Trailer
- Camouflage Color
- Top & Windshield
- Snow Plow
- Mounting Bracket (for outboard engine)
- 110-Volt Power Generator
- Studded Tires
- Tail Lights
- Rally Pack (temperature gauge and tachometer)
- Roll Bar & Safety Belt
- Rally Stripes
- ATTEX Jackets and Jumpsuits



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Perspective view

by

E.J. "Bud" Barney

Public
Relations
Director

Already 30,000 ATVs from 15 manufacturers are in owners' hands with an estimate of 60 vehicles in the prototype stage.

The manufacturers should, individually or collectively with the NATVA, produce a safety program in the proper way to operate an ATV with the do's and don'ts such as safe speeds through unknown territory, alertness for objects concealed by high grass, and other dangers.

Present safety standards ignored are: The hill holding ability no emergency brake, no protection over the torque convertor, and no spark arrestors.

A safety program should be established by the NATVA that would either be supplied with each unit or included in an owner's manual.

The industry is now starting to be concerned about its image in regard to noise and odor. More work will have to be done to protect their image and strengthen their position. Extensive research is needed by competent suppliers and manufacturers. Another image improving course manufacturers should pursue is making units available for search and rescue and use in conservation.

The ATV user is primarily the same as that of the snowmobile. Through surveys taken by various agencies, the following data has been correlated:

Over 70% of ATV owners reside in communities of under 100,000 population with the larger portion of these communities being suburbs. Approximately 90% of these owners trailer their vehicles to rural areas for use.

The largest percentage of sales of ATVs to date has been the northern midwest and northern eastern states. The reason for this has been the manufacturers marketing efforts and the public acceptance which has been stimulated by the snowmobile market.

Independent ATV stores are few and far between but have proven to be the most successful. Next are garden tractor outlets, marine dealers, snowmobile and camper-trailer outlets, if they have service. Also, the national chain stores are greatly patronized, hence, the interest from Sears, Montgomery Ward and J.C. Penney. Sears have contracted with Roper Corporation to manufacture ATVs for their distribution. Introduction of the Sears unit is to be March 19, 1971, in Michigan at the Grand National ATV Rally.

Over 90% of all ATVs sold to date have been purchased as recreational vehicles, although the market has been divided into three distinct categories which are 1. The smallest vehicle for fun only. 2. The intermediate vehicle for fun and utility. 3. The large vehicle for commercial use.

As the second and third generation vehicles appear, we will experience a market increase from commercial field. The ATV was primarily designed for industrial use in mines, logging

operations, oil fields and rugged, out of the way applications.

The basic attitude of owners is enthusiastic with major publications stating that recreational vehicles are increasing at a faster rate than cars did during their first decade. Some owners rate their vehicles below average in quality, yet it should be noted that generally owners, compelled by human nature, push their ATV's like all other machinery beyond its stated capabilities.

Some states have already passed legislation concerning ATV's. Pennsylvania, for example, has 40 miles of trails set aside for ATV's and snowmobiles. Other states are in the process of designing such legislation. Those that have passed bills have usually combined several recreational vehicles together. Michigan has 2 proposed areas in state parks set aside for the use of ATV's one being in Genessee County and the other being Silver Lake Sand Dunes. When the Senate passes legislation, half the license fee will be set aside for the purpose of ATV and snowmobile trails.

Many organizations and clubs are now planning areas for the ATVs designed strictly for fun and family.

Many items are over-emphasized by recent environmental awareness and can be minimized through the creation of a better image by the manufacturers. The NATVA has now been formed to develop standards and regulations for ATV use. To this date, the NATVA is the only true reporting body of ATV statistics. These are submitted monthly by member manufacturers.

NATVA affiliated organizations are now being formed to organize safety programs, raise money for charities, organize cleanup campaigns, and to

work on trails. With published safety regulations and proper use programs, damage to our environment and personal injury can be minimized.

The ATV industry will undoubtedly be faced with future restrictions as our law makers become more environmental minded. Areas of improvement needed in the ATV industry would be spark arrestors, quieter engines, cleaner engines and an established and well promoted set of safety regulations.

Attention

All Argo dealers

Please be on the lookout for an ARGO 6 Wheel that was stolen in the Westland Area on January 20th.

The Machine Serial No. 1703

Transmission No. 895

Engine Serial No. 702830205

We have reason to believe that whoever has this machine will try to buy an Ignition Switch to make the unit operative.

If you have any information - Please Call:

Westland Police Dept. 722-9600

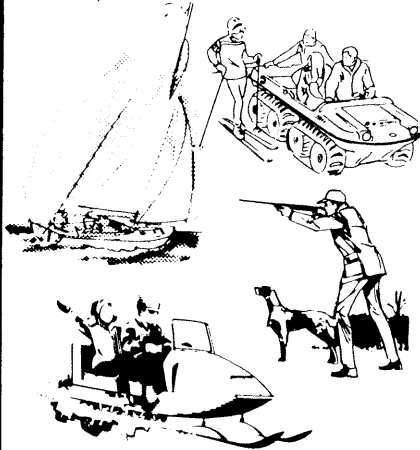
or

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To direct traffic

Twenty summers ago, back in the year 1950, the City of Royal Oak was blessed with the organization of its fourth Explorer Scout Post. Post R.O. 4 was founded by Mr. Joe Finnell, Jr. Mr. Finnell held the position as advisor for years. In 1967, Mr. Uhley assumed the advisorship, and with the help of his associates (Mr. Phil Meloche, Mr. Larry Boettcher, Mr. Steve Zetye and Mr. Al Meloche).

Noticing the lack of understanding in the law enforcement field, they prompted their present speciality. The idea was to provide any organization with a trained precision team of teenagers capable of directing traffic and restoring order from chaos. At the time, their sponsoring institution, Starr School, held an annual fund raising project.

One of the only units to ever be issued a citizens band radio license, this unit is now capable of completely being self-sustained in the field. Upon notice the unit moves its newly built 28-foot Radio-First Aid Headquarters to a predetermined site and within minutes it can set up a "tent city" and issue many security patrols along with 10 trained traffic officers.

Should an emergency arise, their Advisor-operated ambulance can be on the scene in seconds. The day or night capabilities of this unit can easily be seen by their distinctive green uniforms trimmed with white.

Each member is semi-annually trained by Traffic Control Officers from either the Royal Oak or Ferndale Police Departments.

Beehoo sending factory team

Ron Beehoo, president of Beehoo Industries of Streetsville, Ontario, has announced that the company which produces the Amphicat ATV will have its factory competition team at the Grand National Championships.

It is expected that this will be the

Top 25 Drivers

OWNER-DEALER DIVISION

Scott Slonaker, Pa. — 395
Robert Danner, Ind. — 155 (Attex)
Charles Stevens, Mich. — 150
George Peters, Pa. — 138 (Attex)
Grover Graham, Jr., Pa. — 127 (Class 1)
Russ Kowalchik, Pa. — 123
Paul Lechner, Mich. — 120
Doug Maxfield, Mich. — 118
Darrell Sennholz, Wisc. — 113
William Fritz, Ohio — 110
Ken Kingsley, Minn. — 97
Doug Becker, Mich. — 96
Don Fulton, Mich. — 91
Robert Collier, Ind. — 79
Dick Hamlin, Mich. — 78
Cliff Welker, Pa. — 77
L. Turner, Ill. — 68
Gary Stevens, Mich. — 65
K. Eppen, Minn. — 60
Robert Tremblay, Mich. — 59
Robert BeeBee, Nebr. — 58
Bill Blake, Ohio — 56
Gerald Beard, Ill. — 55
Robert Obenour, Mich. — 53
Robert Danner, Ind. — 51 (Amphicat)

DISTRIBUTOR MANUFACTURER DIVISION

Howard Bohnert, Pa. — 437
Deek Scott, Pa. — 409
Wayne Leis, Canada — 273
Jim Middleswartz, Colo. — 147
Gerhard Esser, Canada — 121
Keith Laur, Wisc. — 115
Sandy McKee, Minn. — 105 (Scrambler)
Jim Bartholomew, Pa. — 103
Richard Peckenpaugh, Ark. — 101
Gerry Charvat — 98
Dick Advay, Ohio — 86
Charles Kreuer, Pa. — 86
Jim Ridgeway, Colo. — 76
Don Shaffer, Ohio — 73 (Scrambler)
Bob McAfee, Pa. — 71
J. Plessinger, Ohio — 60
Mike Hackett, Ind. — 55
Gary Zimmerman, Mich. — 54
J. Myers, Ohio — 48
Chuck Smith, Pa. — 48
Sandy McKee, Minn. — 46 (Max)
Dowood Owens, Ohio — 42
Dennis Feldmann, Wisc. — 38
Pete Gilbertson, Wisc. — 37
Bill Palmer, Canada — 34

largest ATV rally ever held. The course has been especially built for ATV competition at Pine Knob, Mich., less than one hour from Detroit on Route 75. Heats and finals will be run both Saturday and Sunday, March 20 and 21.

The Canadian Amphicat factory team have been strong contenders in all competitions held in both Canada and the USA.

the *Rally Roger*

Mt. Wawasee Rally

| | | | |
|------------|--|--|---|
| Class B-1 | Robert Obenour Paul Lechner Bruce Alluvot | Marshall, Mich. Galesburg, Mich. Troy, Mich. | Terra Tiger Scrambler Multimobile |
| Class C-1 | Donald Fulton Douglas Maxfield Paul Lechner | Detroit, Mich. Columbiaville, Mich. Galesburg, Mich. | Amphicat Trail Boss Scrambler |
| Class C-3 | Gary Zimmerman | Grand Ledge, Mich. | Scrambler |
| Class D-1 | Donald Fulton Robert Obenour Charles Stevens | Detroit, Mich. Marshall, Mich. Port Huron, Mich. | Amphicat Terra Tiger Attex |
| Class D-3 | Gary Zimmerman | Grandledge, Mich. | Scrambler |
| Class E-1 | Doug Maxfield Donald Good Dick Hamlin | Columbiaville, Mich. Marshall, Mich. Troy, Mich. | Trail Boss Terra Tiger Argo |
| Class F-1 | Dick Hamlin Charles Stevens | Troy, Mich. Port Huron, Mich. | Argo Attex |
| Class MB-1 | Doug Maxfield John B. Little | Columbiaville, Mich. Stanton, Mich. | Trail Boss Scrambler |
| Class MB-3 | Larry Foster | Milford, Mich. | Scrambler |
| Class MC-1 | Charles Stevens Donald Fulton Jay Tremblay | Port Huron, Mich. Detroit, Mich. Ann Arbor, Mich. | Attex Amphicat Argo |
| Class MC-3 | Howard Blair | Ferndale, Mich. | Argo |
| Class MD-1 | Charles Stevens Robert Tremblay Dick Hamlin | Port Huron, Mich. Ann Arbor, Mich. Troy, Mich. | Attex Argo Argo |

Class MD-3

Howard Blair Ferndale, Mich. Argo

Powder Puff

Cynthia Tremblay Ann Arbor, Mich. Amphicat
Mary Hermatz Westland, Mich. Argo
Debbie Stevens Port Huron, Mich. Argo

Kids

Lee Zimmerman Scrambler
Dave Marstiller Attex

Troy, Mich. Rally

| | | | |
|------------|--|---|-------------------------------------|
| Class B-1 | Robert Collier Paul Lechner Steve Gessaman | Pierceton, Ind. Galesburg, Mich. Pierceton, Ind. | Attex Scrambler Attex |
| Class C-1 | Robert Collier Steve Gessaman Dale Rush | Pierceton, Ind. Pierceton, Ind. Wellington, Ill. | Attex Attex Amphicat |
| Class D-1 | Robert Danner Dick Pletcher Bob Obenour | Pierceton, Ind. Pierceton, Ind. Marshall, Mi. | Attex Attex Terra Tiger |
| Class E-1 | Robert Danner Bob Obenour Donald Good | Pierceton, Ind. Marshall, Mich. Marshall, Mich. | Attex Terra Tiger Terra Tiger |
| Class MA-1 | Robert Collier Paul Lechner Steve Gessaman | Pierceton, Ind. Galesburg, Mich. Pierceton, Ind. | Attex Scrambler Attex |
| Class MA-3 | Gerry Charvat | Ligonier, Ind. | Starcraft |
| Class MB-1 | Robert Danner Dick Pletcher | Pierceton, Ind. Pierceton, Ind. | Attex Attex |
| Class MB-3 | Keith Laur Aaron Hinesley Gerry Charvat | Milwaukee, Wisc. North Webster, Ind. Liginier, Ind. | Amphicat Starcraft Starcraft |

Class MC-1
 Robert Danner Pierceton, Ind. Attex

Class MC-3
 Keith Laur Milwaukee, Wisc. Amphicat
 Gerry Charvat Ligonier, Ind. Starcraft
 Aaron Hinesley North Webster, Ind. Starcraft

Robert Danner Pierceton, Ind. Attex

Class MD-3
 Keith Laur Milwaukee, Wisc. Amphicat
 Aaron Hinesley North Webster, Ind. Starcraft

Class MD-1
 Robert Danner Pierceton, Ind. Attex

RIBIT'S

RALLIES



MATLOCK ACRES

Matlock Acres, Rushville, Ind., has been selected as the site of the 1971 Region Three Championships to be held June 26 and 27.

Situated in the heart of Indiana's famed "Hoosier Hospitality," Matlock's 255 acres of rustic natural beauty and modern facilities make this area a "natural" for the finest regional to date.

All competitors will be provided with complete camping facilities for the weekend, including: Electrical hook-ups, hot water showers, fishing, swimming, and much more.

Advance ticket sales indicate that this will be the largest ATV event held in this area — make your plans now to attend this fun, family weekend.

For additional information contact: Carl L. Haynie, Matlock Acres, R.F.D. 4, Rushville, Ind., 46173, 317-932-3752; or Larry L. Harmon, National Director, NATVA, 9169 Bourbon St., Indianapolis, Ind., 46236, 317-898-3627.

HIAWATHA VALLEY

Don Ludwig of the Hiawatha Valley ATV Club has announced another in a series of ATV rallies. The rally will be held at Birchwood Center on Highway 61, Lake City, Minn. This is the same group that staged the highly successful Region 4 Championships.

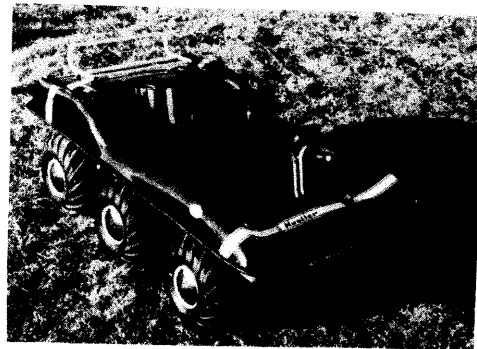
ATV racing is becoming very popular in the Region 4 area and especially in Minnesota. Minnesota, the snowmobile capital of the world, may become the ATV capital as well if Don Ludwig and the Hiawatha Valley ATV Club have anything to say about it.

Registration will be on Saturday, May 15, beginning at 9 a.m. and closing at 11 a.m. The first race will start at 1 p.m. on Saturday. For additional information, please contact: Dennis Bremer, c/o Hiawatha Valley ATV Club, Highway 61, Lake City, Minn., 55041, 612-345-2858.

This is shaping up as one of the best local rallies of the 1971-1972 season.

| DATE | LOCATION | CONTACT |
|--------------|--|--|
| May 15 & 16 | HIAWATHA VALLEY ATV RALLY Hwy. 61-Lake City, Minn. | Dennis Bremer 612-345-2858 |
| June 26 & 27 | MATLOCK ACRES Route 4, Rushville, Ind. REGION 3 CHAMPIONSHIP | Carl L. Haynie 317-932-3752 or Larry Harmon 317-898-3627 |

*When you say
Hustler
 you say a lot that no other
 ATV can say*



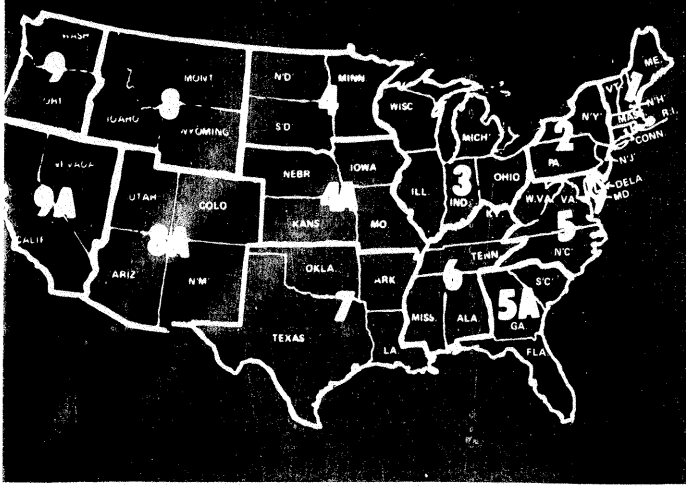
"FULL COMFORT FOR FOUR ADULT SEATING AND CARGO • HIGHEST HORSEPOWER RATING IN ITS PRICE RANGE • OPTIONAL MARINE JET PUMP GIVING COMPLETE AUTHORITY IN WATER (UP TO 10 MILES PER HOUR) • BORG WARNER "SKID STEER" REVERSING TRANSMISSION • QUIETEST, MOST VIBRATION FREE 25 H.P. ENGINE IN THE FIELD • RUGGED TUBULAR STEEL FRAME • CARRYING CAPACITY UP TO 1200 LBS. ON LAND • MOST DURABLE, HIGHEST TRACTION, GOODYEAR RAWHIDE TIRES • MOST SOLID WARRANTY IN SERVICE PROGRAM • SMARTEST STYLING AVAILABLE • CHOICE OF COLOR COMBINATION AND WIDE RANGE OF OPTIONAL EQUIPMENT"

Hustler Corporation

BOX 1283 JONESBORO, ARKANSAS
 (501) 935-6940 — SEE YOU AT PINE KNOB — 72401

from the national director

LARRY HARMON



Since its inception, NATVA and its manufacturer members have been keenly aware of the need for legislation regulating the use of ATVs on public land. The enactment of H.B. 1175 by the Indiana legislature is the first, and most important, step in making previously restricted areas available for recreational use to ATV and snowmobile owners.

The foresightedness demonstrated by the Hoosier Lawmakers, and particularly by the Bill's sponsor, Representative Ralph R. Heine (R-Columbia City), is a quality for which we all

should be grateful.

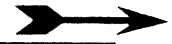
It has been said before, "...That for each right there is a corresponding responsibility." In this case, it is the responsibility of each of us not only to merely adhere to the terms of the new law, but to go a step further by policing ourselves. As a result of actions by an unthinking few, complaints of vehicles trespassing on private property and damaging fences, crops, golf courses, etc. have handicapped us all. It is now our duty to see that this minority is educated to guard against violation of this newly

acquired privilege.

Though H.B. 1175 regulates the use of ATVs, it provides for the development of many much needed recreational uses. We should protect these jealously.

APPLICATIONS BEING TAKEN FOR REGIONAL DIRECTORS

The Association is currently seeking regional directors for the following areas:



Get the winning spirit!

Make snowmobiling a little racier this year with a new Rockwell-JLO twin-cylinder engine.

Rockwell-JLO's three new axial fan-type twin-cylinder engines are just sassy enough to make you feel like you're going out and win the big one every time you start up the family snowmobile.

These engines have the power, endurance and reliability to let you tackle the snow the way you want to - family fun or friendly competition. And they're all smooth-running, quiet performers.

The model LR-340 '2 is conservatively rated at 26 hp, and displaces 339 cc. Model LR-399 '2 is a little more robust at 30 hp, and 398 cc. The model LR-440 '2 bangs out 33.5 hp with only 428 cc. And

all three models weigh only 62 pounds each.

The three new twins are a welcome addition to the JLO engine family which includes four reliable single-cylinder models ranging from 100 to 340 cc's.

Put a little more spirit into your family snowmobiling this season by seeing it that your new snowmobile is powered by one of Rockwell-JLO's new twin-cylinder engines.

Meanwhile, send for our new catalog so you'll have all the facts. JLO Engine Division, Rockwell Manufacturing Company, 935A North Lexington Avenue, Pittsburgh, Pa. 15208.

Rockwell
MANUFACTURING COMPANY



Larry Harmon,
National Director

Region 5A - South Carolina,
Georgia, Florida.

Region 5 - West Virginia, Virginia,
Delaware, Maryland, North Carolina.

Region 6 - Kentucky, Tennessee,
Mississippi, Alabama.

Region 8 - Montana, Idaho,
Wyoming.

This is an excellent opportunity for those sincerely concerned about the direction of the industry and the association to help us reach our goals a little sooner.

Resumes should be sent to me in New Bethlehem.

RALLY SCHEDULE

In an effort to assist competitors and sponsors in planning, the following procedures will be used in scheduling upcoming rallies:

1. No sanction agreement for a local rally will be accepted less than 120 days prior to the running event. Past experience has shown that this is the absolute minimum amount of time required to properly plan and promote a program.

2. Regional Championship schedules for a competition year will be announced at the grand national and published in ATV WORLD.

Any questions regarding competition should be directed to your regional director. If you are a competitor or interested in sponsoring an event in an area currently not having a director, please contact me in New Bethlehem.

REMINISCENCES

As our first full year of competition is drawing to a close, I would be

terribly remiss by not mentioning some of the people who have made things a little brighter. They are:

- Lowell Chrisco - For realizing that "Necessity is the Father of Invention" and that stud tires do exist.

- Jack Knudson - For teaching me the difference between a snowmobile and an ATV.

- Jack Mullen - For being the first chief officer of a manufacturer to win a racing event—so what if the machine had only 8 H.P.!!!

- Sandy McKee - For proving "What goes up must come down"—even an ATV!

- Chris and Larry Malo - For "sponsoring" the first annual ATV lost weekend.

- Deek Scott and Scott Slonaker - For proving that nice guys do finish first.

- Dick Sutton, GLATVA for assuring me that, unlike Nashville, rain is an unknown element during March in Michigan.

- Chuck Leach - For helping me get my first Pennsylvania deer and then "suffering" the humiliation of not getting his.

- John Lambert and Charlie Baldwin - For proving ATVs are not "for the birds"—least of all pigeons.

- Tina Price - For "field testing" the full-helmet and roll-bar rules for the safety committee.

- Dave McCahill - for "pre-testing" the Mount Snow Course.

- Frank DePew and wife, Bev - for allowing us to supply "cake" for their 17th wedding anniversary.

- The White House Inn, Magnolia, Mass. - for a "little" reason that I'll never forget.

- All competitors who did not always agree with the rulings but refrained from inflicting bodily harm to myself and associates.

- And, last but not least, my wife, Mary, who spent many hours licking stamps, typing letters, answering phones, and sharing pressures.

It's been a good year. We've learned a lot and we've made mistakes, but as a result we're a stronger and more effective association. Next year, with more members, legislation, and machines our total effort will show even more gain. Are you doing your share?

REGIONAL DRIVERS COMMITTEE ELECTED

As you know, all competitor members of the Association were recently

asked to elect five members from their respective regions to serve as a drivers' committee. Of the five elected, one man is to be selected by the committee as a whole to represent his region on the National Drivers' Committee. Upon completion of the balloting, the five individuals elected were advised and asked to indicate whether or not they wished to serve. At press time, we have not heard from all of those initially contacted, but felt that you would be interested in seeing the results. If, for some reason, any elected member does not desire to participate on this committee, the runner-up in the balloting will be appointed to replace him. I urge those of you who have not contacted NATVA regarding your wishes to do so promptly.

These people will be your voice concerning competition rule changes, scheduling procedures, and suggestions for the overall improvement of race programming. I'm sure that you will recognize the names of most of the people elected from your region. You should certainly feel free to contact them.

Steps are being taken now to plan the first National Drivers' Committee meeting to be held in conjunction with the Grand National. Results of that meeting will appear in the June issue.

The following list of names are those elected by region:

Region No. 1:

Woody Walsh

Andover Sales

Tom Cooper

Tom Jenkins - no response

Oslund's Sales & Service - no response

Region No. 2:

Scott Slonaker

Grover Graham

Deek Scott

George Peters - no response

Ed Swingle - no response

Region No. 3:

Lefty Price

Bob Danner

Chancey Ball

Douglas Maxfield

Doug Becker

Region No. 4:

Bob Frey

Steve Wangstad

Jim Roemer - no response

Frank Fonquette - no response

Merrill Jones - no response

Region No. 4A:
 Bill Wachter
 Howard Elder
 Ivan Vagts - no response
 William West, Jr. - no response
 Roger Krieg - no response
 Region No. 5:
 Hilton Tucker
 Willie Sample, Jr. - no response
 Payron Morrison - no response
 Donald Meadows - no response
 Region No. 6:
 D. Glenn Hodges

Joe Brady, Jr.
 Don Freyler - no response
 James Williams - no response
 Ernie Breithaupt - no response
 Region No. 7:
 Rodger Hurt
 Richard Peckenpaugh
 Charles Pike
 Earmon Shatley - no response
 Region 8A:
 Jim Middleswartz
 Jim Ridgeway - no response
 Dwayne Reynolds - no response

Tim Dole - no response
 Derek Dodge - no response
 Region 9A:
 Ernie Aragon
 Harvey Neville
 Robert Gebo
 Dennis W. Sharpe - no response
 Canada:
 Gary Balthes
 Doug Beehoo
 Larry Rice - no response
 Stewart Kinsman - no response
 Wayne Leis - no response

Jack Sheahan
 5440 W. Osborn
 Phoenix, Ariz.

from region 8A

As you read this article, it would be well to keep in mind that Arizona encompasses 114,000 square miles, which includes two national parks, 15 national monuments, and seven national forests. It's most important to remember that of this, 78 to 80 percent is controlled either by the federal government or state, filtering down to the counties for definite municipality and governmental control. This also includes, of course, under the federal government, the Indian reservations.

Last summer there began some small articles in the local newspaper by Ben Avery, outdoor sports editor of the "Phoenix Gazette," with titles such as "Stay on the Trail, Jeeps are Urged," and "How to Stop Our Land Abuse." Throughout the fall and early winter other editorial writers got involved with articles such as "Will Off-Road Riding Spread Its Damage;" "It Takes Wilderness Designation to Keep Nature's Beauty;" "Off-the-Road Motorists Ruining the Countryside;" "Off-the-Road Bills Arouse People;" "Off-Road Rules Being Considered;" and "Bad Advertising Aids Land Abuse."

Steady hammering at the off-the-road vehicles has continued throughout the fall and culminated several days ago when the newspaper printed a new House of Representative's Bill No. 63.

The bill in itself, as introduced, goes something like this, as quoted from the newspaper: "...make it a misdemeanor for anyone to drive off an established roadway across public or private lands or over abandoned roads or trails," apparently putting the clamp on four-wheel drive and dune buggy enthusiasts. The only exemp-

tions set out in the proposed law would be persons engaged in emergency search and rescue, land owners and others with their approval, employees of a public land management agency and others with their approval, employees of Arizona Game and Fish Department and law enforcement officers on duty. Right behind H.B. 63, they introduced H.B. 64, which carries the matter one step further, inasmuch as anyone convicted of the misdemeanor of driving a vehicle off thoroughfares or roadways, violating H.B. 63, would have his hunting and fishing licenses suspended for up to five years. As you can see, this started out as a small brush fire last July and has steadily grown into a full-blown forest fire.

Now I'll tell you some actions we took. When the house bill was published in the newspaper approximately two weeks ago, there was a meeting called by the Four-Wheelers Associations, the jeep, dune buggy, motorcycle, trail bike, mini bike, and ATV enthusiasts, and many, many other people who are merely interested in outdoor recreation such as hunting, fishing camping, etc. An immediate phone call campaign was started to all the retail dealers and wholesale distributors, etc., involved in the off-the-road industry.

The dealers were asked to contact their retail customers from their warranty cards, repair service order cards, or any other way they had of contacting people who were using these vehicles, and ask them to attend a meeting. This meeting was called without anybody guaranteeing payment for the place to have the meeting or anything like this — it was just sort of an organized posse, so to speak, and a

real fast move. Surprisingly enough, 250 to 300 people showed up.

At this meeting, several of us had previously gotten petitions printed, and we gave these to all of the dealers and anyone who was interested in having other people sign them; consequently, by the time the bill was brought into committee on the House floor, we turned in petitions bearing over 25,000 signatures.

All of the local organized clubs, such as the Tempe Four-Wheelers, the Arizona Four-Wheelers Association, the Trail Bike Association, and even conservation and hunting and fishing groups were enlisted to attend further meetings of ours so we could discuss this and do something about it. At the meeting we pointed out that one of the most important things right now was to have immediate telephone calls, letters, and messages sent to their representatives protesting this bill. We also took a quarter-page ad in the newspaper for four days running, at a cost of over \$1,000.00. The sideline on this is that the newspaper didn't want to print it, but they were forced to do it when legal action was threatened. The ad reads in effect as follows:

"HELP. If you enjoy outdoors Arizona, please read this. H.B. 63 has been proposed to the 30th Arizona Legislature This bill reads in part as follows:

"(a) It is a misdemeanor for any person to drive a vehicle off an established roadway across public or private lands, over an abandoned road, or trail in this state."

This would mean you and your family could no longer pull off a back road in the desert or mountains to

picnic, much less to explore any of our thousands of old abandoned roads or trails with your car, four-wheel drive vehicle, trail bike, or ATV. Please contact your State Representative today and let him know how you feel about the proposed bill. If you don't know your Representative's name, call _____, then call or write him today. It's your Arizona outdoors, don't lose it.

Committee of Concerned Citizens"

As a result of these meetings which took place almost every night, right up to and including the morning of the House Committee meeting, over 100 people showed up for the committee meeting. They had to move it from the committee room to the House Chambers so the people could all get in and hear. Briefly, as to what happened there, I'll read again from the newspaper:

"Trail Bill Assailed and Defended - One Hundred persons showed up today to hear discussion of a House Bill to make it unlawful to drive off established roadways or travel over abandoned roads or trails in this state.

The group prompted Rep. Stan Turley, Chairman of the Natural Resources Committee and prime sponsor of the controversial measure, to move the session into House Chambers. Turley told the spectators that the law is needed as a game management tool and because there is beginning to be some abuse of the environment. The chairman said, "In my own mind, one of the problems causing game depletion is that so much of the country is available to motorized equipment." He said results of World War II maneuvers can still be seen on the desert terrain and could be protected from further scarring. Andrew Betly, State Land Commissioner, spoke in favor of H.B. 63, which sets out the general provisions, but said he did not think H.B. 64, which would provide for suspension of hunting and fishing licenses for those in violation is necessary. Regarding the basic bill, Commissioner Betley said "The Federal Government has given lands in trust to Arizona which are dedicated for specific use. There is nothing in the law which allows Arizona to authorize indiscriminate use

of this land." Also, Rep. Stan Turley, chairman of the committee and the man who wrote the bill, said "The bill is too tough as it stands, and I'd like to be the first to admit it." He said the measure was mainly a way to recognize the problem while feeling around for solutions. Turley said he would appoint a committee to study the matter further. A prospector spoke up for his livelihood and reminded lawmakers that "I can't locate minerals on the highway." He said there would be no large mines in Arizona today if it had not been for small mines and no small mines without prospectors. Without any of these things, the prospector said, Arizona would only be a crossroads today."

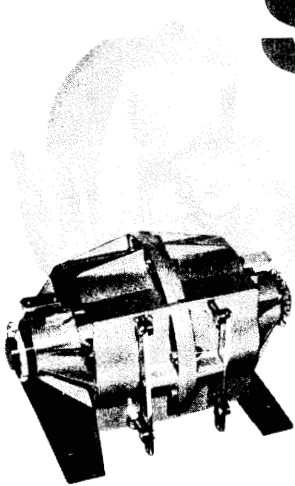
Again, I quote from the newspaper:

"Big Turnout for Roadway Bill Expected - Lawmakers are expecting a full house tomorrow at 9:00 a.m. when the House Natural Resources Committee airs two bills making it unlawful to drive off established roadways. Rep. Stan Turley, Chairman, held a hand full of telephone messages from Arizonians opposed to the law.

Borg-Warner presents . . .

SKID STEER

AN ALL TERRAIN VEHICLE TRANSMISSION ENGINEERED FOR MAXIMUM PERFORMANCE!



A new concept in ATV transmissions . . . transmitting power, steering and braking to wheels in both forward and reverse . . . all in one small, self-contained package.

MANY UNIQUE FEATURES: Model T20 design features are unique . . . engineered from the ground up specifically for ATV applications.

- SKID STEER is already a proven product. Performance tested under all operational conditions.
- Compact and lightweight. Self-contained and self-adjusting.
- Built-in fixed reduction ratios in both forward and reverse positions. Simple control mechanism.

70 YEARS OF QUALITY TRANSMISSION EXPERIENCE.

Warner Gear/Warner-Motive

General Offices, 1106 East Seymour Street, Muncie, Indiana 47302 Telephone: 317/284-8411

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House Speaker Tim Barrow urged other representatives to pick up their messages, which had kept telephone operators busy, since call pick-up slots only hold 70 or so messages. One legislator quipped that it might be advisable to stage the hearing in Veteran's Memorial Coliseum, seating capacity 15,000, because of the anticipated crowd. As it is, the session will be staged in the House Hearing Room with advice to interested persons to show up early."

On the day of legislation, Jan. 25, I can't say the bill was definitely tabled, but it was held up temporarily, and now I understand that it's going into a sub-committee with the possibility of amendments coming out to it. One of the amendments that we know about is one that Ben Avery, the outdoor sports editor, suggested - that all camping and off the road driving be limited to one-quarter of a mile on either side of a roadway or a highway. Certainly, though, the war is not over because, on Feb. 2, in the "Phoenix Gazette," it shows on the editorial page a cartoon of a jeep with a sign "Off-Road Travel" on it with two fellows going hell bent through the desert over broken cactus while one is standing up in the rear of the vehicle shooting at water tanks, and in the background you can see a motorcycle climbing a mountain at unlimited speed breaking cactus all to pieces. One of the things that I haven't mentioned yet is the fact that the Cattle Growers Association is very strong in this state and they lease a tremendous amount of the property in the state for grazing rights. They are one of the prime movers, along with Ben Avery, in trying to get this law put through because they claim that the outdoors or the off-the-road enthusiasts are shooting up their water tanks, busting their fences, or other such things.

We have another general meeting scheduled of all the off-the-road campers and enthusiasts, at which we hope to appoint a one-person representative from each organized off-the-road group. We would like to get this 10 to 12 person committee set up as a steering committee to come up with a suggested bill and recommendations to our legislators. One of the reasons we want to do this is that of the legislators who sponsored this bill, several of them have admitted to us that it was a bad bill, that it was too blanket

in coverage, and that it certainly should be investigated further.

Having contacted my local representative, Howard Adams, several times, he has said, in effect, to make some suggestions or come up with a bill and he will be more than happy to sponsor it because they are into an area that they're not too well acquainted with. It has also been pointed out very strongly that a lot of these groups that go out into the desert on the weekends and on these different excursions certainly bring back more litter than they take out - that they police the area and they make projects out of picking up litter and bringing it back and having it buried or burned locally. Also, the four-wheel clubs this past summer were very strong regarding roads for the Federal Land Reserve and the Forest Service, and there was very little credit given to them for this action.

At the next meeting, I plan to take copies of the various bills proposed in other states as well as every bit of ammunition we can find to show these people that the ATV people are deeply involved in this although we aren't as strong here in Arizona as the people in the midwest and in the east. As you can see, our purpose is to come up with a bill setting-up a self-policing organization for all off-the-road enthusiasts.

I'd also like to mention all the help we have received from Larry Harmon, NATVA, National Director, who has made telephone calls, written letters, and sent copies of proposed legislation and helpful news items in an effort to help us secure favorable legislation here in Arizona.

On December 19 and 20, we held an ATV rally between the city of Phoenix and the City of Tempe in the Salt River bottom. The way we advertised

this project was to get 14 of our local disc jockeys here to race against the clock so they were talking it up on their programs, and of course being a CODAC (Community Organization Drug Abuse Control) charity affair, we got splendid cooperation from the DJs and even had three TV channels show it on their news.

For additional prior race publicity we talked the cities of Phoenix and Scottsdale into giving us a police escort and we drove the ATVs through the main thoroughfare of the town to 10 or 12 of the big shopping centers, where we presented Santa with tickets for the rally to be given to the children and to their parents. This created a tremendous amount of interest and of course when you drive a dozen ATVs throughout the city and throughout these large shopping areas, you're bound to create quite an interest.

The greatest support came to us on the days of the rally from California. Ernie Aragon sent over half a dozen vehicles plus Kelly Sharp in San Diego sent over several vehicles. We had 15 drivers from California and eight or nine local drivers, and we raised somewhere in the vicinity of \$500 for CODAC. Of course, I should mention that the rally was being sponsored jointly by the Tempe Junior Chamber of Commerce with the ATV people here. On both days of racing there were approximately 5,000 to 7,000 spectators. We ran the competitive events every hour, which lasted about 10 minutes, and we spent the next 45 minutes giving people rides around the track in ATVs at a cost of 50 cents donation to CODAC. This worked out real well in getting audience participation, and it was much more enthusiastic that way.

All in all, I believe I can say that our first rally in Arizona turned out quite well.



ARIZONA RALLY
— Jack Sheahan Region 8A director, watches while Marv Ziesen, local dealer, straps in a Phoenix disc jockey who is about to make his run against the clock for the benefit of CODAC. Some 5,000 people showed up with all proceeds going to charity. Over \$500 was raised. Also 15 drivers from California participated on Dec. 19 and 20, 1970.



P I N E K N O B

Enterprises

7777 Pine Knob Road, Clarkston, Michigan 48016 · Area Code 313 394-0000

February 6, 1971

Attention Mr. E.J. Barney:

Pine Knob Ski Resort is hosting the NATVA Grand National Championships. Pine Knob is located in a lovely wooded area near Clarkston, Michigan. Just one-half mile off of I-75, it affords easy access from either Detroit to the South or the Tri-City Complex to the North.

The lodge at Pine Knob offers the most elaborate food and beverage facilities in Southeastern Michigan Ski Country. The skiing season will be over, but Pine Knob will be in full swing for the ATV event.

The main dining room will be open for lunch and dinner Friday, Saturday, and Sunday. Luncheon will be served from 11:00 to 3:00 on Friday and Saturday. From 6:00 to 12:00 p.m. dining and dancing will be in the main dining room. On Sunday a very special Brunch will be served from 10:00 to 1:00 p.m. Smorgasbord starts at 2:00 p.m. and is served until 8:00 p.m.

For those who wish to enjoy more liquid refreshments while watching the ATV events, the lounge and Rathskeller will be open for your enjoyment. The main lounge will have continuous entertainment from 12:00 a.m. to 12:00 p.m. both Saturday and Sunday. The Rathskeller features Peyya, Draft Beer, and Hot Wine. The cafeteria seats 500 and will be offering a complete line of snacks.

Reservations are recommended for all areas. Call Pine Knob 394-0000. Pine Knob wishes NATVA and all guests a most wonderful weekend.

Sincerely,

Lawrence A. Gardner
Manager

| | | |
|--|---|--|
| IDEAL MOWER SALES, INC. 811 Woodward Hts. Ferndale, Mich. | FIRESTONE INDUSTRIAL RUBBER PROD. CO. Noblesville, Ind. 46060 | GREAT LAKES SPORTS WEAR MFG. CO. 13141 Harper Ave. Detroit, Mich. 48213 |
| KAWASAKI MOTORS CORP. ENGINE DIVISION 5100 Edina Industrial Blvd. Minneapolis, Minn. | MEDALLION INSTRUMENTS, INC. 917 W. Savidge Spring Lake, Mich. 49456 | HORIZON CHASERS EXPLORER SCOUT POST 1604 3412 Devon Road Royal Oak, Mich. 48121 |
| KENDALL REFINING CO. 77 N. Kendall Ave. Bradford, Pa. 16701 | CAMEL MANUFACTURING 329 S. Central Knoxville, Tenn. | ASHLAND-VALVOLINE OIL CO. Ashland, Ky. 41101 |
| KENOSHA AUTO TRANSPORT CORP. Marine Division 212 Greenfield Road Lancaster, Pa. 17601 | MOBILITY UNLIMITED, INC. P.O. Box 100 Raymond, Miss. 39154 | AUTOLITE SPARK PLUGS P.O. Box 3000 Livonia, Mich. 48151 |
| CHAMPION SPARK PLUG P.O. Box 910 Toledo, Ohio 43601 | NATIONAL CANVAS PRODUCTS CORP. P.O. Box 955 Toledo, Ohio 43601 | RIDGE RUNNER, INC. 1625 Washington St. N.E. Minneapolis, Minn. 55413 |
| DAYTON MARINE PRODUCTS 7565 E. 6 Mile Road DETROIT, Mich. 48234 | RANKIN MANUFACTURING 924 N. Saginaw Durand, Mich. | ROCKWELL MANUFACTURING CO. 929 N. Lexington Ave. Pittsburgh, Pa. 15208 |
| SPERRY RAND SPECIAL PRODUCTS DIVISION P.O. Box 246 Lebanon, Ohio 45036 | RECREATIONAL ENTERPRISES 9169 Bourbon St. Indianapolis, Ind. 46236 | BORG WARNER CORP. Warner Gear Div. 1106 East Seymour Muncie, Ind. |
| DICO COMPANY P.O. Box 1344 Des Moines, Iowa 50305 | FORD-RECREATION UNIT American Road Dearborn, Mich. 48121 | GREAT LAKES BOAT TOP 25641 W. Seven Mile Road Detroit, Mich. |
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GRAND NATIONAL CHAMPIONSHIPS

MARCH 20 and 21, 1971

PINE KNOB, NORTH OF DETROIT, MICHIGAN

Sponsored by: Great Lakes All Terrain Vehicle Officials

SATURDAY, MARCH 20, 1971

| | |
|-----------------|---|
| 8:00 to 11:00 | Practice |
| 11:00 to 11:30 | Lunch |
| 11:30 to 2 p.m. | Qualifying heat competition (all classes) |
| 2 p.m. | Children's Gymkhana** |
| 2:30 | Celebrity event |
| 3:00 p.m. | Powder Puff** |
| 3:15 p.m. | Class A and B Features |

SUNDAY, MARCH 21, 1971

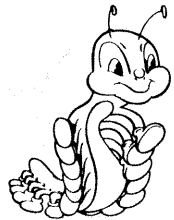
| | |
|----------------|-------------------------------|
| 8:00 to 11:00 | Warm-ups |
| 11:00 to 11:30 | Lunch |
| 12:00 | Class C, D, E, and F features |
| 1:30 | Children's Gymkhana** |
| 2:00 | Powder Puff** |
| 3:00 | Modified features |
| 4:00 | GRAND PRIZE DRAWING |
| 4:30 | Trophies Presentations |

National All Terrain Vehicle Association

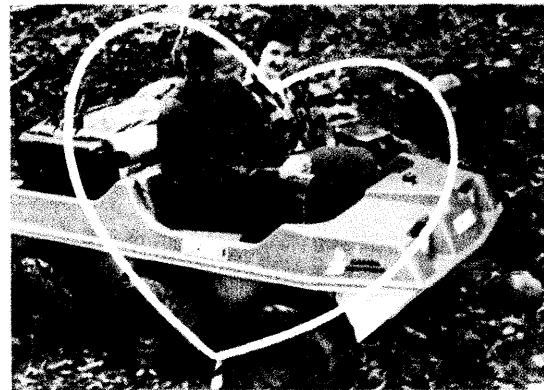
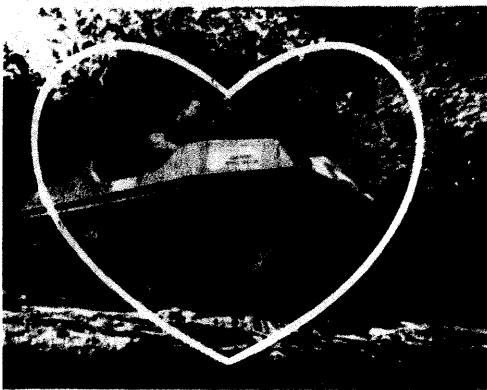
All safety rules apply

**Pre-registration only

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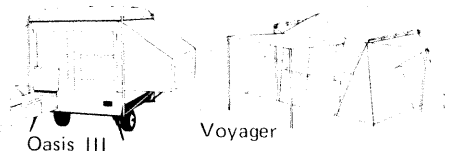
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