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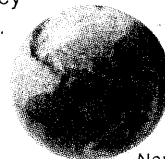
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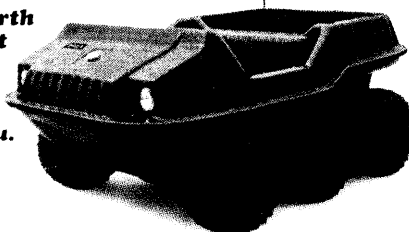
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**From the
Desk of the
Executive Secretary**

A number of you have been experiencing delays in receipt of your magazine and some have not received it at all. The Association has made a substantial investment in automatic mailing equipment in order to improve this situation. Beginning with the January issue, the equipment will be in full service. In addition to the improved service from the magazine, the new system will enable us to mail special notices to all members with a minimum of effort.



Charles P. Leach, Jr.

The regional directors and the Regional Drivers' Committees are busy reviewing the rules and regulations and point system for the 1971-72 competition season. We anticipate publishing these in the February issue of ATV WORLD. Any changes approved by the committees will go into effect immediately following the Grand National Championship.

Final details for the Grand National are now being completed and as soon as the arrangements have been concluded, we will make a special announcement with complete details. All we can tell you is that it will be in Region 3. The heart of ATV country.

We sincerely appreciate the contribution of Mr. F.T. Chambers in the October issue of ATV WORLD. We try to include as many articles of this nature as possible.

Editor

..... R. D. Phinney

Associate Editor

..... George L. Eldridge

Advertising Director

..... John Lambert

ATV WORLD

OFFICIAL PUBLICATION OF THE NATIONAL ALL TERRAIN VEHICLE ASSOCIATION
DECEMBER 1970 VOLUME 1 NUMBER 9 "NATVA'S OWN"

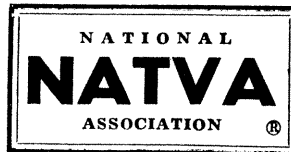
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I hereby make application for membership in the National All Terrain Vehicle Association. I agree to comply with the NATVA Rules and Regulations for NATVA Activities.

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Twas the night before Christmas,
When all through the house
Not a creature was stirring,
Not even a mouse;

The stockings were hung
By the chimney with care,
In hopes that St. Nicholas
Soon would be there;

The children were nestled
All snug in their bed,
While visions of ATVs
Played in their heads;

I in my work clothes
and Ma in her slacks,
Had just tip-toed down
To the garage out back;

When out on the lawn
There arose such a clatter,
I ran cross the floor to see
What was the matter;

Away to the window
I flew like a flash,
Tore open the shutters
And threw up the sash;

The moon on the breast
Of the fresh snowfall,
Placed the luster of midday
On one and all;

When, what to my wandering
Eyes should I see
But a jolly old Santa
And 16 ATVs;

This little old driver,
So lively and quick
Maneuvered them in a moment
Just ever so slick;

More rapid than eagles
His ATVs came,
And he turned them and drove them
Then called them by name;

NOW ATTEX, TRAIL BOSS, SPORTSTER, PIZZAZZ,
TRI-CART, CAMEL, STARCRAFT, AND COOT,
ON AMPHICAT, HUSTLER, TERRA TIGER, MAX,
SCRAMBLER, CHAPARREL, AR-KAT AND MINI-BRUTE;

Over the ice,
Over the snow,
Do your stuff and
Put on your show;

As dry leaves that before
The wild hurricane fly,
When they meet with an obstacle
Mount to the sky;

So over the snowfall
The ATVs flew
Each one full of toys
And a jolly elf, too;

And then in a twinkling,
I heard near my door
The engines had stopped –
All was quiet as before;

As I drew in my head,
And was turning around,
In the garage door St. Nick
Came with a bound;

He was dressed all in fur,
From his head to his knees,
And his clothes were all tarnished
With oil and grease;

The stump of a pipe
He held in his teeth,
And smoke encircled
His head like a wreath;

He had a broad face
And a fat round belly
That shook when he laughed
Like a bowlful of jelly;

He was chubby and plump,
A right jolly old elf,
And I laughed when I saw him,
In spite of myself;

A wink of his eye
And a twist of his head
Soon gave me to know
We had nothing to dread;

A bundle of tools
He had flung on his back
And he looked like a peddler
Just opening his pack;

(Continued on page 23)

The ATV



And ME

by Christy

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

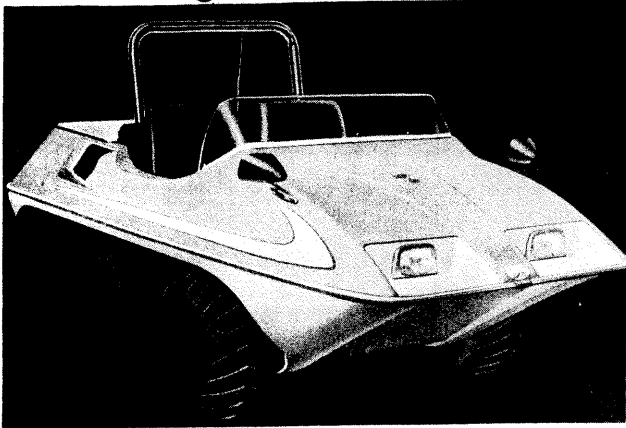
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Iguana?

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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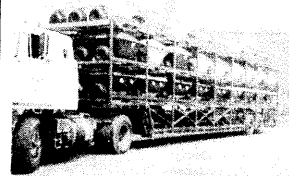
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Call or write today: DEALER AND DISTRIBUTOR INQUIRIES INVITED

What special requirements for handling outdoor products?

Suppliers respond to a L/G/OL Survey

Reprinted with permission from July 1970 *Lawn/Garden/Outdoor Living*. Copyright 1970, Intertec Publishing Corp.

What special aptitudes and capabilities are required to succeed in retailing outdoor power and recreational equipment? This question was posed to a select group of manufacturers and distributors of such product lines as lawn/garden tractors and riding mowers; snowmobiles; all-terrain vehicles; motor bikes; chain saws; campers and travel trailers.

We found no uniformity in thinking. Opinions

covering requirements for success were as varied as the opinions of Monday Morning Quarterbacks in the football season. Yet, there was some semblance of a consensus. Most suppliers seemed to agree that engine-powered equipment for overland travel could be profitably retailed by a dealer with a successful history in selling and servicing lawn mowers, lawn tractors,

(Continued on page 23)

Summation of manufacturers' attitudes on dealer requirements	Lawn/Garden Tractor & Riding Mowers	Snowmobiles	All-Terrain Vehicles, Swamp Buggies	Campers, Travel Trailers
Location: Best Region— City, Suburb, or Rural (C, S, R) Shopping Center or Highway (SC, H)	Universal S H	Regions 1, 2, 3, 4, 8* R H	Universal S or R H	Universal S H
Facility (in sq. ft.): Display (indoor or outside) Parts Storage Service Shop Demonstration Area (Essential (E); Desirable (D); Not Important (N))	1,000 300 700 D	1,000 300 1,000 D	500 250 500 E	1,200 300 300 N
Personnel (Full time (F); Part time (P)): Product Line Salesman (minimum) Partsman (minimum) Mechanics (minimum) Administrative/clerical (minimum)	1F 1F 1F 1P	1P 1P 1F+1P 1P	1F 1P 1F 1P	2F 1F 1P 1P
Salesman's or Dealer's Product Knowledge (Essential (E); Desirable (D); Not Important (N)): Hobby Interest in Product Sports Activist Technical Competence Promotion vs. User Minded Trader/Merchandiser Type	N N E D E	E E E N D	E E E N D	E E E N D
Used Equipment Capability (Essential (E); Desirable (D); Not Important (N)): Trade-in Reconditioning and Selling	E	E	E	E
Financial Capability and Capital Requirements: Funds for Financing or Floor Planning Whole Goods, New and Used Funds for Maintaining Parts Inventory	\$5,000 \$1,000	\$25,000 \$ 5,000	\$35,000 \$ 7,500	\$50,000 \$ 1,000
General Comment: Type of person most likely to succeed with product line	Good merchant-type business man. Sales & finance more important than product-use interest	Hobby/Sports-oriented more than merchandising	Hobby/Sports-oriented more than sales	Active sportsman, intimate knowledge of equipment use more than merchandising

Tend to be younger than retailers of traditional lawn/garden lines

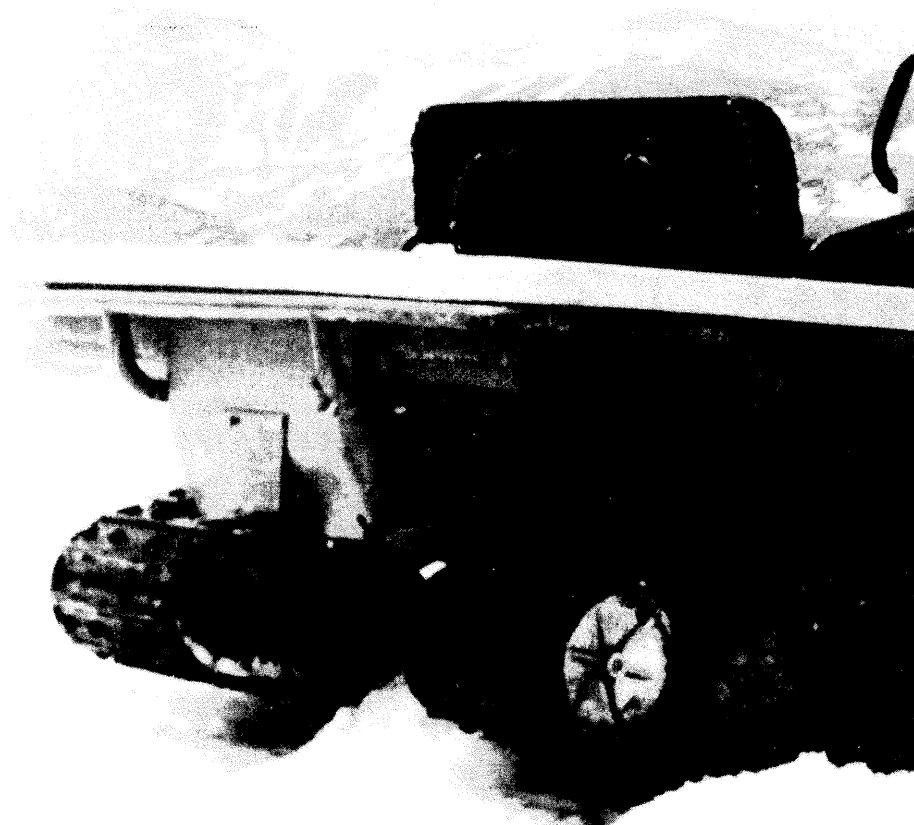
*Snow Belt: New England, Mid-Atlantic, East, West, No. Central, Mountain

CUSHMAN

TRACKSTER

Makes the
impassable
possible

Through deep snow, sand, mud, rocks, you name it — the Trackster takes you through the rough terrain, bringing men and equipment to remote sites — literally makes the impassable possible. The Trackster is one machine that fills a real need for conservationists, miners, loggers, geophysical explorers, sportsmen, and all others who must travel into difficult terrain.







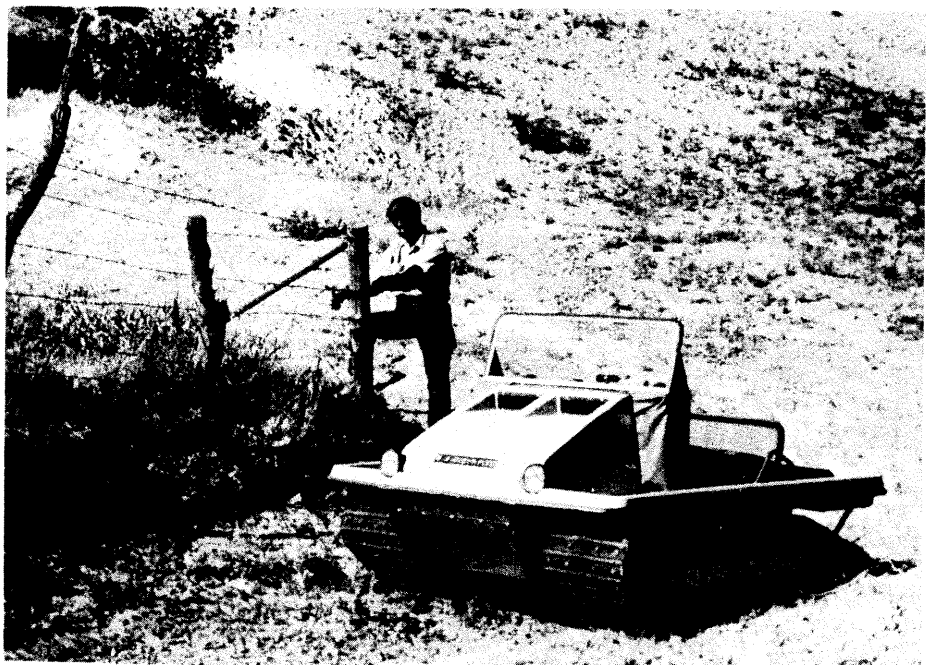
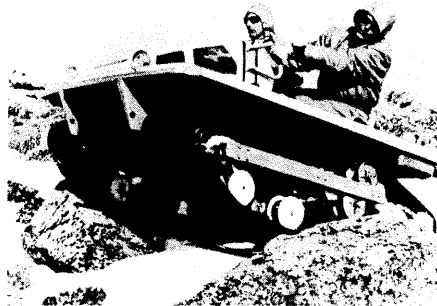
Early in 1964, Cushman and Outboard Marine Corporation engineers of Lincoln, Nebr., saw the need for a reliable vehicle that could go where no existing vehicle could go. Starting with the basic concept of a track-type vehicle, and drawing on their experience with engine and small vehicle engineering, these experts developed the ideal machine for this use. Every phase of the design was tested, first in the snowy and rocky country outside of Centennial, Wyo., where Outboard Marine maintains a proving ground, and then again on Arizona desert sands, deep in Michigan woods and in Oregon timber.

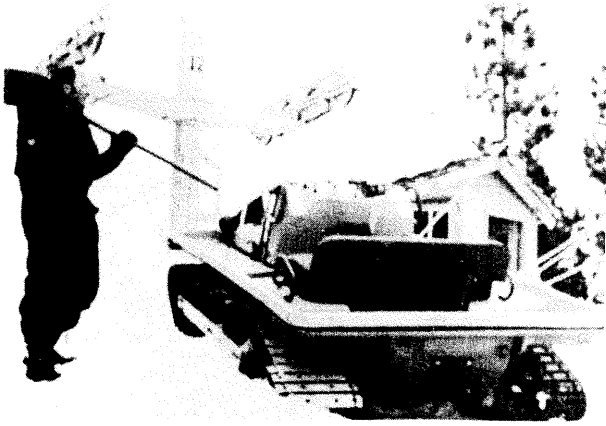
The secret of this rugged versatility is in the tracks. The Trackster ATV runs on continuous, tough rubber tracks, not wheels. And these tank-like tracks, coupled with the low center of gravity provide the traction to get in and out of spots that used to be impassable, and up grades as steep as 100 per cent and even greater.

A durable new rubber compound developed by Goodyear especially for this purpose, gives the one-piece

molded track the toughness needed. This new compound, combined with three-ply polyester cord construction, is hard enough to guide the tracks over the bogie wheel suspension system. The unique cord construction, tested in extremely abrasive desert sand, is stiff enough to distribute the load between the die-cast aluminum bogie wheels. The result — traction on any terrain.

Each track is powered individually by a hydrostatic transmission. And the hydrostats are, in turn, controlled by means of a single T-handle. It's this T-handle that makes driving the Trackster such a unique experience, and so easy. Push the T-handle forward, the vehicle moves forward. Turn the T-handle and the vehicle turns. To back up, touch the neutral lockout lever and pull the T-handle into the reverse position. The single T-handle both steers the Trackster and





acts as the speed control. Turning response is instantaneous; maneuverability is unsurpassed. The Trackster can thread its way through a thick forest or weave through narrow barriers at normal speeds. It can turn completely around in its own length simply by running one track forward and the other in reverse.

Because the weight (1,040 pounds) is distributed over the wide 15-1/2-inch tracks, the ground pressure is only 0.50 PSI!

Powering the Trackster is the OMC 25-horsepower, two-cycle,

air-cooled, die cast aluminum engine. This veteran performer is powerful, dependable and easy to maintain.

The fiberglass body is watertight; with optional safety flotation equipment, the Trackster will float with two people aboard, enabling the ATVer to ford shallow ponds and streams.

The unique design of the body allows individual components (engine, transmission and axle assembly) to be serviced without the removal of the entire engine. A 12-volt electrical system

provides lights, key-operated engine start and charging for the standard automotive battery. The capacitor discharge ignition system starts the engine fast, in hot and cold weather and increases spark plug life. The T-handle control, neutral lockout lever, throttle lever, choke, primer and oil heat warning light are conveniently located on the dash panel. With its lightweight, die cast aluminum engine, the Trackster reaches a speed of 16 miles an hour. The gasoline capacity is 10 gallons, enough for an average day's operation.



Insurance facts

by HAIG G. NEVILLE, CPCU

More people will be owners of recreational vehicles this season than ever before. That's why it's important to know something about insurance and your liability as an operator.

To safely enjoy your (snowmobile) or all terrain vehicle, you must be sure that your equipment is always kept in good shape and that you know how to use it, and that you look out for the other fellow to avoid accidents.

Make sure you have the proper insurance. Do you have all the protection you need? You'd never risk driving your car without proper protection, so why take chances with your (snowmobile) or all terrain vehicle!

You need insurance to protect you at all times. Here are just a few examples of what your insurance should cover:

- * If a passenger in your vehicle is hurt and you are to blame.
- * If you cause injury to someone in another vehicle.
- * If you damage someone else's fence, shubbery, tree, or building.
- * If you run into and injure a valuable animal.
- * If you let a friend or a member of your household use it and he is held responsible for an accident.

Ordinary Homeowners' policies don't cover recreational vehicles. You need special protection to provide the proper coverage. Only a few companies specialize in these policies. According to Special Risk Underwriters, of which I am associated, coverage can be bought for public liability, collision and comprehensive for as little as \$26. It sounds like a small price for so much peace of mind.

New Small Injun racing team really shows 'em "How"

If you have been to an ATV rally in the recent past, you have probably seen those big yellow canaries running around. Hey! Those aren't canaries! That's the new Small Injun Racing Team in their bright yellow racing suits, and the only flying these "birds" do is around the race track.

The drivers, Robert Danner, Max Jones, Steve Gesaman, Bob Collier, Dick Pletcher and Clinton Pletcher, "walked away" with four first places and one third place at the World Championship ATV Drag and Rally at Norwalk, Ohio, on Sept. 26 and 27.

At the Blue Water Sportsman ATV Rally on Oct. 4, the guys weren't sitting down on the job. They took three firsts, two seconds and one third place.

The Small Injun Team was "flying high" at the Region 3 Championship ATV Rally Oct. 25 and 26 at Lisle, Ill. The trophies there were for five firsts, two seconds and one third place.

The Small Injun Team has definitely shown 'em "How."

The sponsor, Small Injun Products, manufactures a special formula of gasoline additives to promote better performance in two and four cycle air-cooled engines such as ATVs, snowmobiles, motorcycles, outboards, mini-bikes, and go-karts.

They are currently building their dealer and distributor organization. Interested parties should contact: Small Injun Products, 4301 Hull St., Indianapolis, Ind. 46226 or call 317-545-2471.

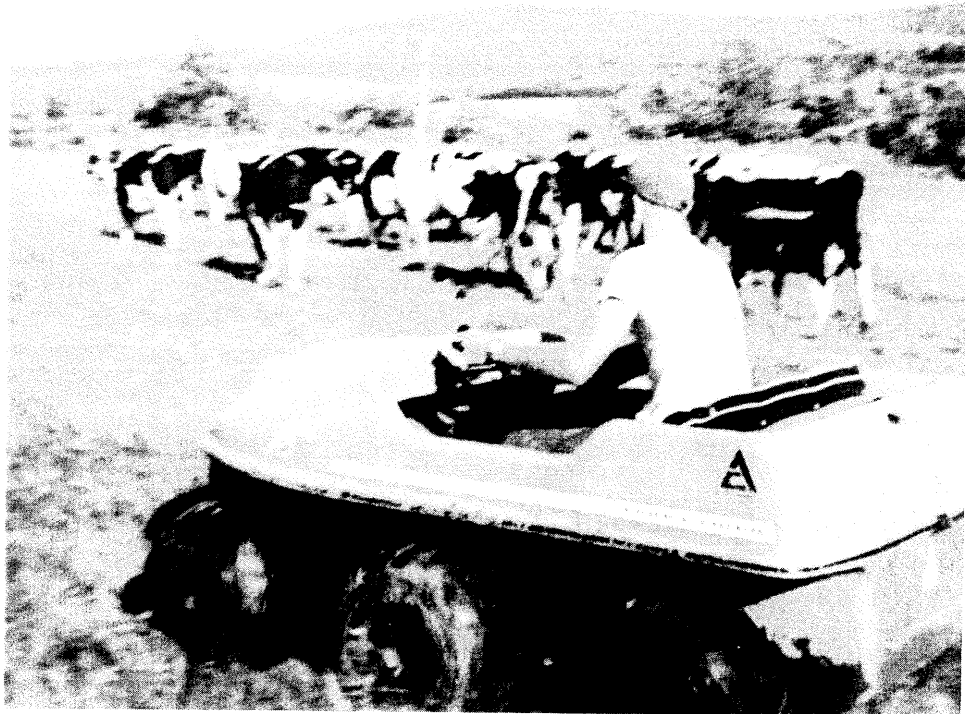
Miss Hustler



RECEIVING HIS KISS - Dick Peckenpaugh gets a congratulatory kiss from Miss Hustler, Sharon Chmieoewski. The lovely lassie was also Miss Fort Worth Rally. Dick received the "smooch" following his winning the top modified trophy with his Hustler at the Forth Worth Rally.

the *ATV* on the *FARM*

by MARY WETMORE



At this time, after being won over to the practical uses of the ATV, I am becoming quite enthusiastic about them. I am a farmer's wife and in our locality, which is mainly an agricultural area, we have to be somewhat conservative and practical-minded in our evaluation of any new product or machine.

So, when my husband and son became increasingly interested in reading about the various makes of ATVs in the automotive and science magazines, I was not very interested — in fact, somewhat skeptical. These vehicles, it was reported, would go over land and water and up hills. This really sounded good to us. We have a

ED'S NOTE: It has been said many, many times that the ATV is recreational and a family machine. ATV WORLD has also shown that ATVs are utilized by big industry. This article submitted by Mrs. Wetmore of Knoxville, Pa., shows that the ATV is also a workhorse for the family as well. The story describes some of the Wetmore family's experiences in using the ATV on their farm.

large farm and over half of our acreage is situated on the opposite side of the river from where our buildings are located. This means we must cross the river frequently and this machine, we reasoned, might be of very practical use for doing so.

In the winter months of early 1970, my husband, Ferris and

son Duane began looking at different makes of ATVs. After viewing and test driving several, they purchased the one of their choice — the Terra Tiger. When we first got the machine, I wasn't just sure whether or not I liked it. Ferris and Duane picked up the driving skill easily, but I was a little apprehensive about it. A two-cycle engine is typically snappy and as I wasn't expecting it to take off with such gusto, it surprised me. Not that it is really difficult to learn to drive; in fact, quite simple. And now that we've had it several months, I'm using it more and like it better all the time.

I am not interested in racing



VEGETABLES FOR SALE – Christine waits for her mother with the Terra Tiger full of vegetables to be taken to the roadside stand for selling.



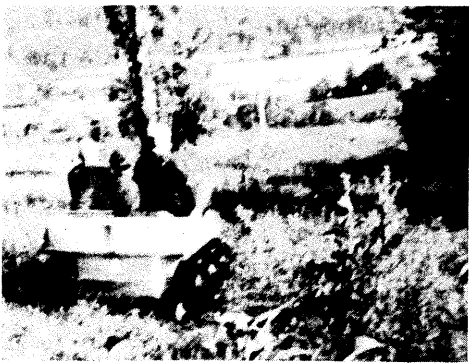
ACROSS THE RIVER WITH EASE – Duane comes out of the Cowanesque River which flows through the Wetmore farm.

or daredevil driving. Though it is wide and low and probably more stable than many sport vehicles, it WILL roll over. A person can get hurt on one, yes, but this is also true with most any machine invented. Weighing the pros and cons concerning this, a person is in more danger on the highway in an automobile than in the woods in an ATV.

ATVs have usually been promoted as sports vehicles. This they are, but more, too. It is the useful applications that we are more interested in. There are few farmers, at least in our area, who feel they can spend the price of an ATV for sports use only.

As I stated previously, its ability to cross the river and float in water appealed to us in our circumstances. This has proven useful to us for checking on cattle, carrying fencing tools and wire for fence repairs, making quick trips to the back fields with machine tools and many other farm chores. It will go through marsh, swamp, and in some places even a farm tractor won't go. Because of its short-turning radius, it can be maneuvered around trees and through the woods easily.

I became especially fond of our ATV at our recent garden harvesting time. We raise a large garden, which is mainly a project of mine, assisted by our daughters, while my husband and son are occupied with the dairy operation. After using all the vegetables we need fresh, and freezing what we need for winter, our daughters sell the surplus at a roadside stand. This summer, instead of using our truck for harvesting, I used the ATV. I found I could carry about four bushels of sweet corn, cucumbers, or other vegetables in it by using the storage space underneath the seat and the space in the rear. It was so much handier than the truck for quick trips to the back vegetable patch. Its main advantage over the truck



TIME TO GO MILKING – Ferris, Duane, and Onolee drive back down to the valley to do the morning milking and chores after an overnight campout on South Hill. The rest of the Wetmore family remained at the campsite to prepare dinner for their return.

was that I could turn it around in its own length in the narrow lane, whereas, when using the truck, I had to travel more than twice the distance to find an area to turn around. No spot in the field was inaccessible to the ATV. As soon as one lot of corn was harvested, I could make a narrow path around it with the ATV to get to the next lot without carrying the corn by hand to the truck road. Also, the underbody of the ATV is all enclosed and tight, with nothing to catch on hay, straw, or cornstalks when driving over farm fields.

The ATV is fun, too, for the afterwork time. We like to go camping in the woods and the ATV takes the work out of back-packing. I have always liked to hike, and if I have nothing to carry, I still prefer hiking to motor travel. But, in our case, we usually do have heavy items to carry – a small child, food supplies, sleeping bags, etc. We also try to combine these pleasure outings with such farm chores as taking grain or a salt block to the young cattle in the backwoods pasture lot. We can enjoy camping more often without the burdens of all these heavy items.

We are looking forward to some practical wintertime uses of the ATV. It should go quite well in an average snowfall or when snow has crusted over, but we

have yet to use it in winter conditions. During many winters, our land across the river is inaccessible to us because of a partially icy condition. Even if the ATV should break through thin ice, it will still float.

We expect to use it for crossing the river during hunting season, as hunting is our favorite family sport. Aside from river-crossing, however, we do not plan to use it for hunting purposes. Perhaps in some remote regions, or for the handicapped person, it would be helpful in hunting; but in our case we do not care for motorized hunting. I feel that as ATV owners, we should use careful judgment as to when and where to use the vehicles with due regard for other people and wildlife. But, as with snowmobiles, trail bikes, and other off-the-road vehicles, if used wisely, I do not feel that they should have any adverse

effects on the environment. States can and should designate certain trails for off-the-road vehicles and ban other areas of state-owned lands. No vehicle owner should operate it on private lands without prior consent of the landowner. This is more "protection" than landowners have against increasing numbers of automobiles and trucks on highways through our property or against airplanes flying over our property with spent fuel eventually settling down upon us. When one considers these facts together with the general acceptance of numerous kinds of powered equipment, I don't feel that the off-the-road vehicles should be the target of undue criticism.

Although the ATV is still very new, and while it does have limitations, we have found it to be very useful and enjoyable on the farm.



THE KIDS LOVE THEIR "TIGER" – The Wetmore children go for a ride along the river bank after coming out of the river. At the controls is Duane, 16; and his passengers are Ellen, 3; Onolee, 12; and Christine, 10.

RIBIT'S

RALLIES



DATE	LOCATION	CONTACT
Dec. 5 & 6	PIKE LAKE SPORTS ATV RALLY Duluth, Minn.	Pete Robinet (218-729-7777)
March 20 & 21	SECOND GREAT LAKES ATV RALLY Detroit, Michigan	Pat Begg (312-969-7880)
	CANADIAN COUSINS TO ATTEND RALLY	

Ron Beehoo, newly elected president of the Canadian Manufacturers' ATV Association has reserved the dates March 21 and 22 and promises to have the Canadian manufacturers attend the two-day rally in force. They made an excellent showing at Walled Lake winning a great many trophies and prizes including the top modified Grand Prize. There will be approximately 50 Canadian units in the rally and they expect 10 manufacturers, at least to display their latest models.

PERMANENT NATVA SANCTIONED TRACKS

Pike Lake Sports, Inc.	"Birchwood Center"	Duluth, Minn.
Hiawatha Valley ATV Association	Highway 61	Lake City, Minn. 55041

Please circle the rally for which you are registering, complete the form below and mail to NATVA Registration, Box 8, New Bethlehem, Pa., 16242. Advance registrations must be received 10 days in advance with check attached. Entry fees are: Local Rally - \$5 advance, \$7 Gate; Regional Rally - \$10 advance, \$12 Gate.

Name Class Vehicle No. NATVA No.
FOR OFFICIAL USE ONLY

Name NATVA No.
Street City State

Make of Machine Stock Modified
Displacement H.P. 2-Cycle 4-cycle

Weight
by
For Official Use Only

Release of Liability

WHEREAS, the Undersigned intends to and will operate the Vehicle described above; hereinafter referred to as the Vehicle; and

WHEREAS, the Undersigned will operate the Vehicle as a result of their desire to do so; upon their own initiative; and at their own risk.

NOW THEREFORE, in consideration of these premises and intending to be legally bound hereby, the Undersigned, for themselves, their heirs, personal representatives and assigns, do hereby remise, release, and forever discharge the owner of these premises, the sponsors of this Rally, and the National All Terrain Vehicle Association; and any and all Officers, Employees, Servants, and Agents of the Owners, Sponsors, and NATVA of and from any and all claims, demands, rights or causes of action of the Undersigned

arising from or by reason of any and all personal injury and the consequences thereof, sustained by the Undersigned during the time that the Undersigned are participating in these Events.

FURTHERMORE, The Undersigned do hereby fully accept total responsibility for any damage to property or injuries to persons as a result of their participation in these events. In addition the Undersigned agrees to hold harmless and indemnify the Owners, Sponsors and NATVA against any and all claims resulting from the Undersigned's participation in these events.

WITNESS the due execution hereof on the day of 19.....

Driver

Owner

Mechanic

Mechanic

Parent (If driver is under 21)

the

Rally Roger

Competition Comments

by Larry Harmon, **National Director**

SEAT MODIFICATIONS

All of you have received copies of the rules, either through receipt of Vol. 1, No. 3 issue of the magazine or the printed copy, revision date July 1, 1970. If you turn to Section IV, 1, a, (5), you will note that seat alterations will not be permitted in the stock classes after Jan. 1, 1971. Don't be caught short, be sure that any vehicle you desire to use in stock competition has a stock seat.

DRIVERS' COMMITTEES

Results of the balloting for the Regional Drivers' Committees will be published in the January issue of ATV WORLD. In that issue, we hope to be able to publish a portion of their work.

RALLIES

There is a Regional Championship on Jan. 9 and 10 for Region 4, to be held at the permanent track in Lake City, Minn. This will be the third sanctioned rally at the Hiawatha Valley ATV Association track in the past four months, and it is expected to draw large numbers of the snowmobile spectator group as well as a growing number of ATV rally fans. It should prove to be a very challenging rally for the competitors since snow is a sure bet for Minnesota in January. Plan now to attend and be sure to request pre-registration cards from NATVA in New Bethlehem. This will be a double point rally.

NORWICH ENTERPRISES RALLY

NORWICH, N.Y. - Sept. 19 & 20

by Charles Baldwin

On Sept. 19 and 20, the Norwich Snowbile Lodge held a sanctioned NATVA Rally in the heart of the New York snow belt. The rally was attended by many snowbile people and was their first experience seeing what ATVs could do. A great boost for the ATV industry!

The rally was attended by many of our good cooperative drivers, including the factory teams of Attex and Argo.

The Norwich Snowbile Lodge supplied an excellent terrain and facilities for an ATV rally and the

STUDED TIRES

As you all know, there has been a tremendous amount of discussion concerning the use of studded tires. The protest filed at the Summer National against a modified vehicle was held to be invalid because there is nothing in Section IV, 1, b, that prohibits the use of studded tires on modified vehicles and because the Rally Safety Committee under Section III, 8, did not rule out the tires as being unsafe.

Following the Summer National, all regional directors were advised not to allow studded tires in any competition until the National Safety Committee had ample time to investigate. The National Safety Committee has ruled that studded tires will be permitted on MODIFIED vehicles on and after Jan. 1, 1971, however, they will be subject to inspection and approval of the regional director in charge of the rally, before being allowed to participate.

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snowmobile course gave the participants more variety, since we ran three different courses on each event. One course was an oval, one course was a cross-country and one an obstacle course. The winner of each class was determined by the best out of three races, however, since the rally was a two-day event, the winners were established by the best out of six. This type of combination seemed to work out very satisfactory and was accepted very well by the drivers participating.

The cooperation of Deek Scott from ATV Manufacturing Company, in performing his "wheel stand" for the spectators was of great interest to many who watched the unusual skills and the unique performance that can be accomplished with an ATV.

NOTED PHOTOGRAPHER

Jimmy Northmore, principal owner of Boulevard Photography, Detroit, Mich., has accepted the Great Lakes All Terrain Vehicle Derby invitation to photograph the rally at Pine Knob, both movies and stills. Jimmy is well known in the automobile and snowmobile industries and his photos have appeared in every major publication in the country. NATVA is honored with his presence at the rally sight. Jimmy's two sons will act as his assistants when they are not running in the rally themselves. These outstanding photos will be available to all who desire them within days after the rally.

NORWICH ENTERPRISES RALLY

NORWICH, N.Y.

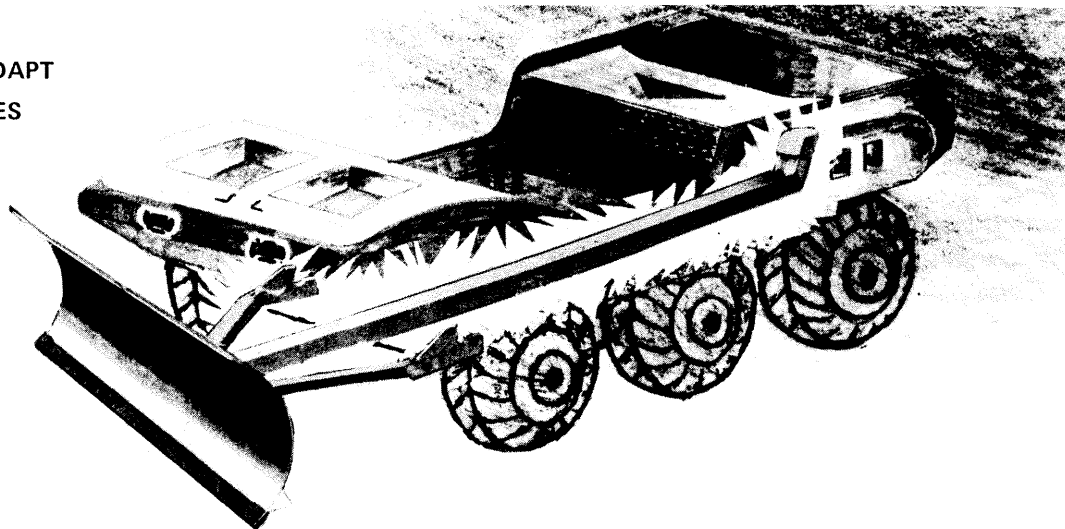
SEPT. 19 and 20

Class C-1	Ed Mantle Chuck Reynolds Howard Bohnert	Beech Creek, Pa. Thulls, N.Y. Pittsburgh, Pa.	Argo Sierra Attex
Class D-1	Deek Scott Scott Slonaker Jr. Graham	Pittsburgh, Pa. York Haven, Pa. Blanchard, Pa.	Attex Attex Attex
Class E-1	Scott Slonaker Jr. Graham George Peters	York Haven, Pa. Blanchard, Pa. Mill Hall, Pa.	Attex Attex Argo
Class F-1	Jr. Graham George Peters Scott Slonaker	Blanchard, Pa. Mill Hall, Pa. York Haven, Pa.	Attex Argo Attex
Class E-3	Deek Scott Wayne Leis Howard Bohnert	Pittsburgh, Pa. Kitchener, Ont. Pittsburgh, Pa.	Attex Argo Attex
Class F-3	Deek Scott Wayne Leis Howard Bohnert	Pittsburgh, Pa. Kitchener, Ont. Pittsburgh, Pa.	Attex Argo Attex

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Dealer Inquiry Invited

Box 117, Phone (814) 374-4613 Cooperstown, Venango County, Pa. 16317

Top 25 Drivers

(Does not include Region 3
Championship or Lake City)

Class MC-1	Scott Slonaker George Peters Jim Green	York Haven, Pa. Mill Hall, Pa. New Cumberland, Pa.	Attex Argo Roughrider
Class MB-1	Deek Scott Scott Slonaker Howard Bohnert	Pittsburgh, Pa. York Haven, Pa. Pittsburgh, Pa.	Attex Attex Attex
Class MD-1	Scott Slonaker Bill Kuncher George Peters	York Haven, Pa. Mill Hall, Pa.	Attex Attex Argo
Class MC-3	Deek Scott Wayne Leis Howard Bohnert	Pittsburgh, Pa. Kitchener, Ont. Pittsburgh, Pa.	Attex Argo Attex
Class MD-3	Deek Scott Rick Payne Wayne Leis	Pittsburgh, Pa. Kitchener, Ont. Kitchener, Ont.	Attex Argo Argo
ENDURO	Deek Scott Scott Slonaker Rick Payne	Pittsburgh, Pa. York Haven, Pa. Kitchener, Ont.	Attex Attex Argo

BIRMINGHAM RALLY BIRMINGHAM, ALA. OCT. 17 and 18

Class D-1	Joe Brady, Jr. Charles Eubanks Charles Williams	Birmingham, Ala. Overland, Mo. Sevierville, Tenn.	Attex Terra Tiger Camel
Class D-1	Charles Williams Charles Eubanks Stephen McElroy	Sevierville, Tenn. Overland, Mo. Nashville, Tenn.	Camel Terra Tiger Terra Tiger
Class MD-1	C.L. Bellefeville Stephen McElroy	Conyers, Ga. Nashville, Tenn.	Attex Terra Tiger
Class MD-3	Glen Hodges	Knoxville, Tenn.	Camel

WOULD YOU BELIEVE?

That ATVs have been testing the course at Pine Knob, north of Detroit, five months in advance of the rally on March 21 and 22, and making necessary changes to insure a truly exciting course — different than anything held to date, including last year's Walled Lake Rally. The course, just over a half mile long, is situated in a natural bowl surrounded by ski hills and can be thoroughly enjoyed from any part of the spectator area. Jeff Lance states that he will be running the course every two weeks between now and March to ensure a 100 per cent perfect track. It's a good thing Jeff won't be racing those dates — with all the experience he'd be a hard man to beat!

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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Tom Jones collect (313)

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American Pride Products, Inc.
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Troy, Michigan 48084

NATVA

E.J. Barney

Director of Public Relations

PRESS BOX

Now that the fall color show is just about over, it won't be too much longer before our hunting fraternity greets that first "deer-tracking snow" with shouts of glee as they head for the bush in search of that big rack to hang on the den wall — or at least something to hang on the "meat pole" to provide a suitable background for a photo to take home and brag about.

This hunting season is going to see a lot more mechanized activity in our woodlands than ever before as hunters take to the woods in ATVs, utilizing the sturdy, go-anywhere, all terrain vehicle to save lots of of boot leather while getting from road to their favorite stump, and saving even more muscle and energy in using an ATV to haul their game out of the woods, often a backbreaking task.

That isn't to say that the authorities are going to allow free rein in the use of any kind of mechanized equipment

in their woodlands. Users of either snowmobiles or ATVs must operate them in areas where there will be no damage to growth, either brush or trees. Of course, once there is a good snowpack on the ground, many areas will be opened to use. The layering snow will protect young growth beneath.

This is also the winter which promises to see many ATVs sharing the limelight with snowmobiles at all sorts of rallies and cross country trail runs, even though they can't compete in all-out racing type events. Although much slower than snowmobiles, the ATV will go anywhere a snowmobile can, plus a heck of a lot of places where a snowmobile can't.

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KLUB KORNER

GRAND VALLEY SCRAMBLERS DON'T FIGHT 'EM

The Grand Valley Scrambler Club's last "scramble" took place in a local trout stream on Oct. 11 and with it they had quite an experience.

Two days before the "scramble," they were approached by several people concerned with the possible damage the ATVs would do to the natural environment of trout in the Rogue River. The club felt they would in no way upset the river nor the environment of the fish. Nothing was solved by a long discussion, so they offered to take a conservation officer down the river and abide by his decision. If he thought the club's ATVs would injure the river, the club would call off the run, if not they would continue with their plan.

On Sunday morning, five hours before the "scramble," the club met with the conservation officer and with four of the concerned people. The officer rode as a passenger in a Scrambler for about one-half mile in the water and then back along the road to the waiting group. While the group listened, the conservation officer stated that NO HARM is done to the river or fish by the ATVs.

The group was still upset and would not accept this judgment. After further discussion, the club decided to relieve the mounting friction by cutting their trip short. They had told

the group that they would cut-off two-thirds of the trip by leaving out the upper part of the river — the shallow part. This announcement pleased the group and all seemed in a better frame of mind.

At 1 p.m. that day, the Scrambler Club met and drove into the deep part of Rogue River with 20 Scramblers — including the new Gotcha. Paul J. Morrissey reports the vehicles did touch bottom and rocks in places, but most of the trip was made floating.

After the 35-minute trip, the club met at a member's home for more scrambling and a pot luck lunch. All in all, a very good outing reports Morrissey.

The Grand Valley Scrambler Club has made several recommendations to those clubs or individuals who are planning to drive their ATVs in streams:

1. Plan to use those streams which are deep enough to float your ATVs.
2. Avoid any trout stream during the spawning seasons (check with conservation officer).
3. Listen to and work with any conservation-minded groups whenever possible. They are usually very conscientious people.
4. Check with the conservation department and sherrif's department before taking a group of ATVs down any stream.

The club says they found that the department of natural resources and

conservation department very helpful in planning their outing down Rogue River.

YANKEE ROVERS, INC. MEET

The October meeting of Yankee Rovers, Inc., was held on the 25th at the Four Seasons Sport Shop in Chichester, N.H.

A 2-1/2-hour trail ride was held through all types of terrain. Sixteen vehicles went on the excursion. Several vehicles took a wrong turn and after passing the same obstacle several times, realized they were going around in circles. They took off after the rest of the group and finally met them at the halfway point coming from the opposite direction (the Rovers still can't figure out just how they did this).

Before starting back to the Four Seasons Sport Shop, everyone was asked to check drain plugs as they had to cross the Suncook River. Well, needless to say, one vehicle lost a drain plug after he had checked. Not realizing this, there were a couple of wet feet.

A picnic lunch was then held. Then the members enjoyed a gymkana.

It was also decided to bring the club's ATVs to Crotchet Mountain Rehabilitation Center (for crippled children in Greenfield, N.H.). This is planned for a Sunday afternoon in early December. The club has asked that any additional individual or dealer who would be willing to donate their time and the use of a machine. If anyone is willing to do so, the children's appreciation would be a nice way to begin the holiday season. For further information, contact: Mrs. Weston Button, 277 Haverhill St., Reading, Mass. 01867 - Yankee Rovers' secretary.

NATVA SANCTIONED CLUBS

NEW YORK

Sportsman's Corner Club
Route 219
Great Valley, N.Y. 14741

ILLINOIS

Mississippi Valley Soft Six
Mercer County Airport
Aledo, Ill. 61231

MICHIGAN

Grand Valley Scrambler Club
4050 West River Drive
Comstock Park, Mich. 49321

Schoolcraft Mud-Cats
215 North Centre St.
Schoolcraft, Mich. 49087

Calhoun County ATV Club
R.R. 2
Marshall, Mich. 49068

ARIZONA

Arizona Mugwump Six
3619 W. Morten
Phoenix, Ariz. 85021

MISSOURI

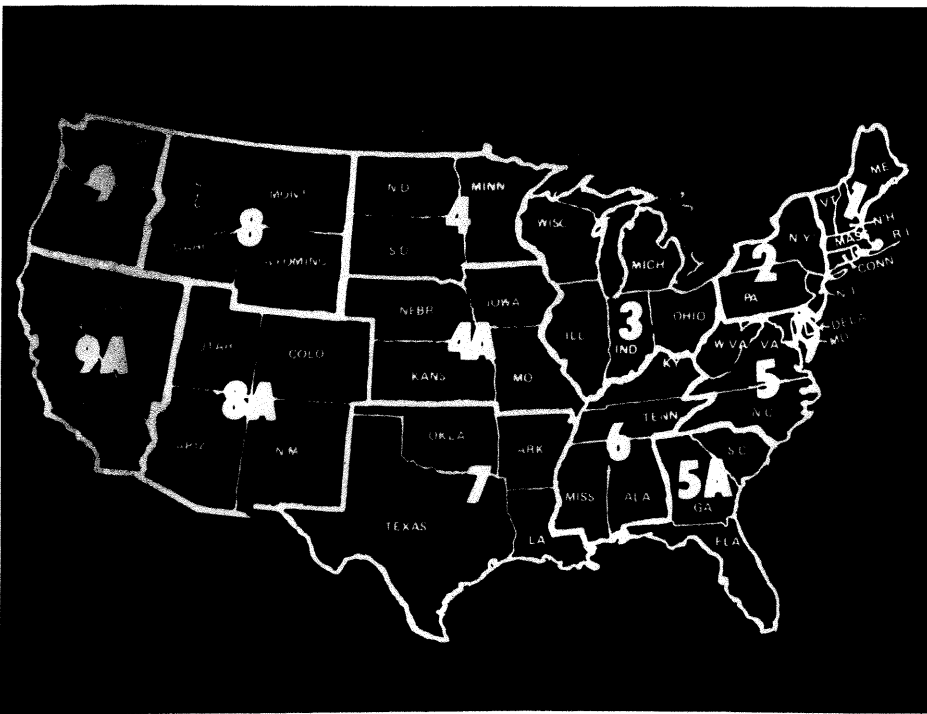
Mid-America ATV Club
P.O. Box 10802
St. Louis, Mo. 63129

Kansas City Area ATV Club
1013 S. Browning
Lee's Summit, Mo. 64063

INDIANA

Central Indiana ATV Club
1422 Sadlier Circle
Indianapolis, Ind. 46219

Northern Indiana ATV Club
Box 477
Pierceton, Ind. 46562



THE

REGIONAL

REPORTS

From Region 1

Laurence C. Malo, Jr.
9 Franklin Street
Salem, Massachusetts

The Commonwealth of Massachusetts is in the process of enforcing a new law on ATVs and snowmobiles. The law enforcement agency handling this bill is the Division of Motor Boating, with Thomas Legere as its director.

This bill seems to be a good one, but a few problems may arise from the wording of Section 24. This section stipulates that on Jan. 1, 1971, no new ATV or snowmobile may be sold in the Commonwealth of Massachusetts unless such vehicle is certified by the manufacturer as to be able to conform with the sound

level limitation of less than 73 decibels on the "A" scale at 50 feet.

Larry has met with Legere and he would like to meet with a group of manufacturers to discuss this problem. Any interested manufacturers may contact Larry and he will set up a meeting with Legere.

The State of California has just passed a bill that will go into effect March 1, 1971. The Commonwealth of Massachusetts has also posted a like bill. These bills should be of interest to manufacturers and dealers alike.

The law covers every sale or consignment of consumer goods and spells out by statute requirements on express and implied warranties, merchantability and fitness. Key sections include these:

If a manufacturer knows what his product is to be used for, he must furnish an implied warranty of fitness. In the case of sale through a wholesaler or retailer, their statement will be in lieu of the manufacturer's. The only exception is a product sold on an "as is" or "all faults" basis.

Mail order catalogs must carry this required information in lieu of the above notification before sale.

An express warranty must spell out its limits in plain language and identify just who is making this warranty. The manufacturer must maintain repair and service facilities in California and Massachusetts (either his own or through the dealer,

distributor, etc.).

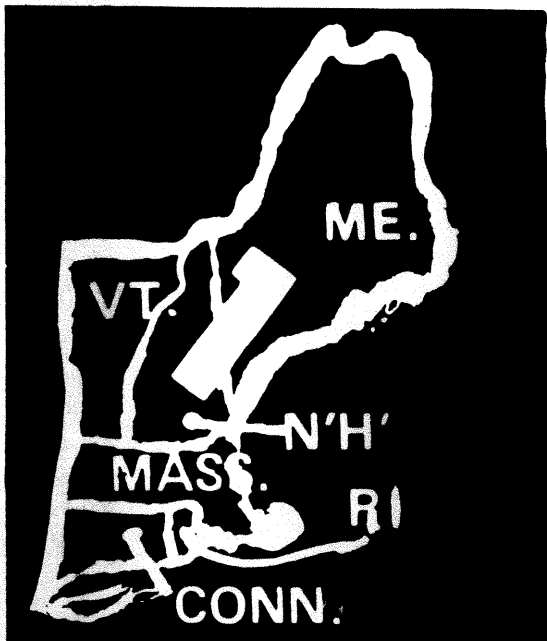
Service and repair must be done in a "reasonable time," (30 days unless the customer agrees in writing to wait longer). The service and repair facility must return the goods in merchantable condition, replace the goods or reimburse the customer in cash (less a sum for use of the product by the customer prior to discovery of the defect).

If the manufacturer has no service or repair facility in California and Massachusetts, the customer has the option of returning it to the dealer, and the manufacturer is then liable to the dealer for his costs in repairing, servicing or replacing the products.

A buyer injured by "willful" violation of this act can seek attorney's fees plus treble damages.

The law doesn't affect the sale of service contracts in addition to, or in

(Continued on Page 23)



SPECIAL REQUIREMENTS

(CONTINUED FROM PAGE 7)

light construction or grounds maintenance equipment.

On the opposite side of the position, we found suppliers of hobby- or buff-oriented, high-performance or specialized gear such as competition racing, skiing, camping, yachting, etc. These suppliers insist that the retailer be a hobbyist, sports activist or "buff" himself more than a businessman or merchandiser. One contact we made, put it tersely this way: "You can sell a lawn mower to a customer without being remotely interested in gardening, but you can't sell fishing, skiing, boating, or camping equipment to a knowledgeable buyer without being a soul brother."

One observation pointed to the generation gap. Successful dealers for snowmobiles, campers, all terrain vehicles tended to be younger than retailers of lawn/garden lines.

In addition to the apparent fact of marketing centering on how you're set up and your own special interests, there are a host of dispassionate questions you ought to ask yourself before deciding which path your diversification should take.

When considering a new line, ask yourself:

1. For what age group, income level, etc., is the product intended?

THE ATV AND ME

(Continued from page 4)

His eyes, how they sparked
His smile was so merry,
His cheeks were all smudged,
His nose red, like a cherry;

His hands were efficient,
They knew what to do,
And in a split second,
Or maybe it was two;

He spoke not a word,
But went straight to his work,
And unwrapped an ATV,
Then turned to us with a jerk;

It was bright and shining,
A sight to behold,
The ultimate ATV,
More precious than gold;

I've enjoyed tremendously these past months of writing the "ATV and Me." I feel that through my articles, I have acquired many new friends and acquaintances. So, to all of you and yours, I sincerely wish a very merry Christmas.

He sprang out the door,
To the elves gave a whistle,
And away they all tore,
Like the down of a thistle.

But, I heard him exclaim
ere they drove out of sight,
Happy Christmas to all,
And to all a Good-night!

REGION 1 REPORT

(Continued from page 22)

lieu of, express warranty. Nor does the law apply to defects in goods brought about by use in an unauthorized or unreasonable manner.

Larry is spending most of his time with legislators hoping to help each state write a favorable bill in regard to ATVs. The Association is in the process of organizing state organizations with NATVA. More on that as they progress.

2. Is there a sufficient number of potential customers in my territory?

3. Is there a real market for the product with a promise of growth or is it a shortlived fad like hula hoops?

4. Is there a rival dealer handling my potential brand within the trading radius?

5. Does the supplier of the potential new product line restrict number of dealerships in an area? What are his franchise restrictions?

6. Would my competitors be operating under approximately equal overhead or do suppliers grab the first warm body to represent them?

7. Is there enough potential in new volume, repeat business and "after" sales to justify the number of dealers?

8. Do I have enough display area, parts space, and personnel to add a product line?

9. Do I have facilities and capital to carry adequate inventory?

10. Am I familiar enough with the product to know what parts move too slowly to justify carrying them in quantity?

11. Will this new product line keep my employees busy during my off-season?

12. If product involves repair work, are my service knowledge and facilities sufficient for mechanics to execute repairs?

13. What is the minimum number of units I can initially order? What capital investment am I risking in testing market potential?

14. Have I evaluated the promotion program offered by the supplier?

15. Can I provide that my "bread and butter" line will not suffer from dilution of effort?

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CARES.**

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KOHLER ENGINES

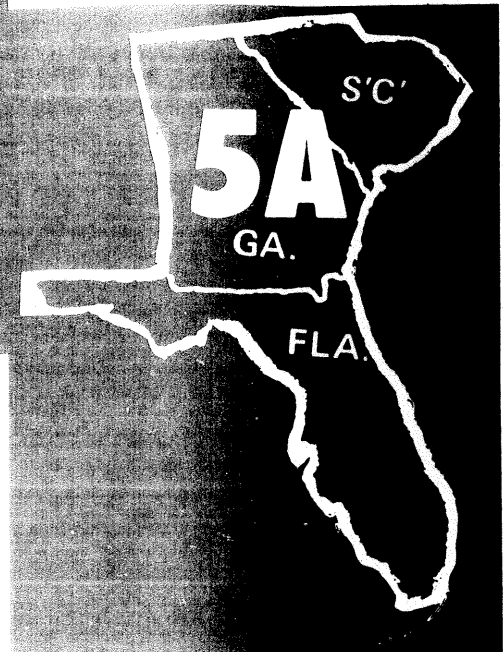
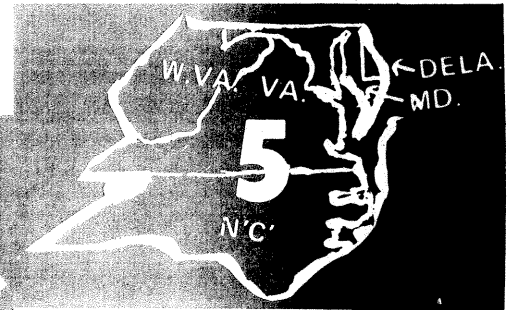
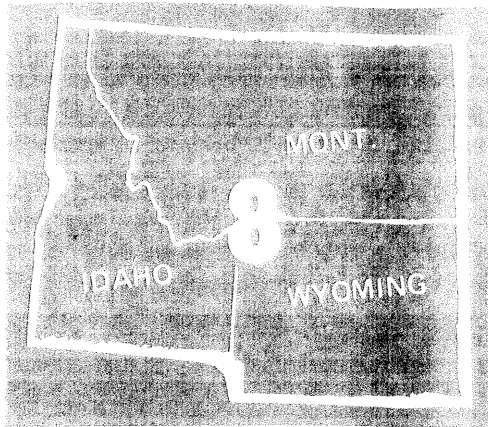
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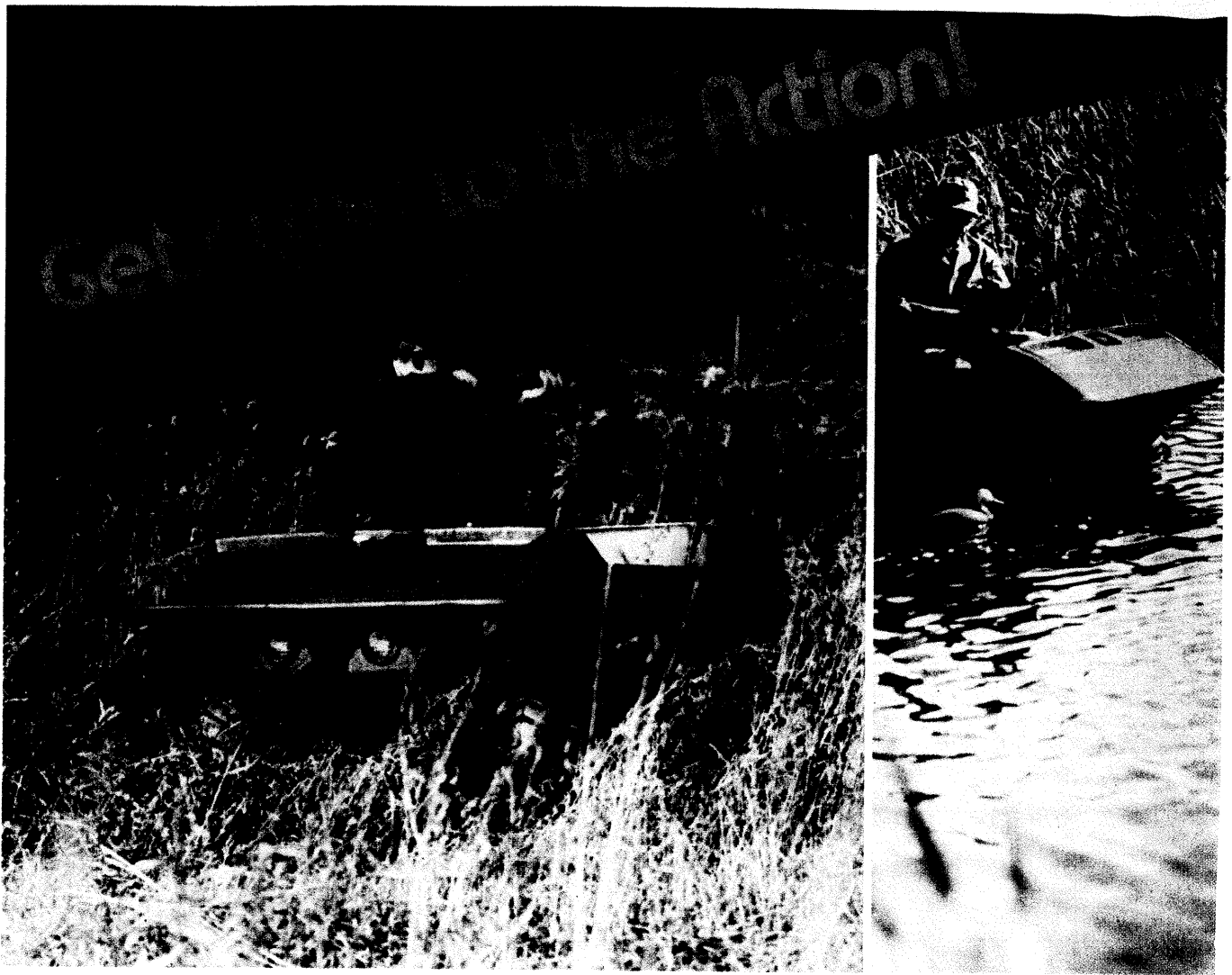
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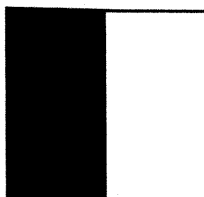
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