

ATV WORLD

OCTOBER 1970

75¢



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**another
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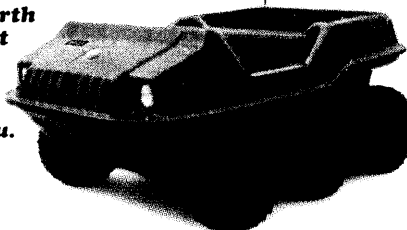
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More sound advice from the ATF



RibitTM, the all terrain frog, told us that he liked all the fan mail he got last month and would like to appear in the first edition of ATV WORLD. We certainly could not let such a persuasive argument as he gave, to go unheeded. As we swam around looking up at the lovely orange with yellow spots in his sweatshirt with a picture of his idol on the front, we felt RibitTM should have a special part of ATV WORLD each month. In November and December, he will be issuing forth more of his sound advice. Beginning in January, we will have a full-length feature adventure of "RibitTM the ATF." There is no where that this orange and yellow-spotted ATF in his black ATV won't be turning up. But, we must put forth a word of warning to all you ATVers out there, "Watch out for his people net." You see, RibitTM wants everyone to own an ATV and he will go to all extremes to net you into one. If you run into this greatest phenomena to ever appear on the scene, be sure to let us know about it.

11 Ave.
e, N.Y.12078

**From the
Desk of the
Executive Secretary**

CHARLES P. LEACH Jr.

Welcome to the wonderful world of ATV WORLD. After six months of production, we have buried NATVA Magazine and given birth to ATV WORLD. ATV WORLD is dedicated to the promotion of ATVing for the entire family. We hope that you enjoy the magazine as much as we enjoy bringing it to you.

Contained in this issue are pictures and short biographical sketches of the NATVA Staff. These are the people that make the Association tick. Obviously from the pictures, we aren't very pretty, but everyone to a man is dedicated to making ATVing more enjoyable for everybody.



This staff represents as much ATV experience and enthusiasm as we have been able to assemble. With the exception of our editor and associate editor, the people on our staff have been associated with ATVs since being introduced into the United States.

As an example of the experience on our staff, we have Mr. ATVing himself, E.J. "Bud" Barney, the man with more ATV knowledge and experience than anyone else I know, the man who brought the Amphicat to the United States back in 1965, is now serving as a consultant to the Association in the position of Director of Public Relations.

We hope you will take time to become acquainted with the NATVA Staff. If anyone of us can be of service to you please don't hesitate to contact us. Remember this is your Association and if we can help you at anytime, just give us a call or drop us a note.

Editor

..... R. D. Phinney

Associate Editor

..... George L. Eldridge

Advertising Director

..... John Lambert

ATV WORLD

OFFICIAL PUBLICATION OF THE NATIONAL ALL TERRAIN VEHICLE ASSOCIATION

OCTOBER 1970 VOLUME 1 NUMBER 7 "NATVA'S OWN"

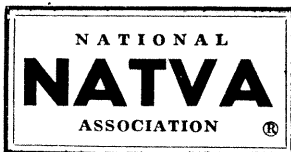
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The **ATV**



And **ME**

by *Christy*

Hear ye! Hear ye! Attention gals!! Arise and revolt!!! Too long have we been shackled with apathetic apparel. I'm talking about the blue jeans and sweatshirts we wear on our ATV outings. Now is the time to organize and ruminize so we can socialize in style. Since this column is a potpourri of musings and miscellany, I'd like to be presumptuous enough to make some suggestions.

First, what we need is a full line of ATV outfits to choose from. Afterall, we own an all season vehicle and we require an all season wardrobe to complement it. I for one am sick and tired of levis and cut-offs. Good-looking, appropriate, and fashionable clothing coupled with durability and easy care is the answer. Imagine your idea of the perfect outfit and see how close it comes to mine.

Seeing that this is the autumn issue, I'll start with my visions of a fall costume. To begin with, remember that in most parts of the country the days are somewhat warmer than the evenings. I see myself riding along in a nice lightweight jumpsuit. It's tailored to take a zip-in lining in the top. The collar converts into a hood to be used on cool evenings or damp days. The material is water repellent and sheds wrinkles easily. Every vehicle manufacturer could utilize the same suit. By marketing it in the color of their particular machine with the unit's name on the back. A variety of accessories to the initial garment could also be offered. Included in this list would be short leather or leather-like gloves. A canvas or leather carry-all bag and a head scarf for the girls that don't like the hood. Finish off with plastic slip-over boots for rainy weather or muddy areas when you leave the vehicle and your ready for any type of day or night excursion.

Winter is next on the agenda. With it comes the snow and cold. For my ATVing comfort, I'd want to be wearing a two piece sno-mobile-type of suit. Lots of fuzzy pile lining in the top and sleeves with snap-on gloves. The slacks could be quilted and well insulated. Extra heavy orlon socks (won't shrink) with zippered, fur-lined boots, should be enough to keep even the most fragile fem toasty warm. If you used the canvas carry-all bag from the autumn outfit, you could tote a thermos with people anti-freeze.

Around the corner comes spring. A fresh, new season. Bright and gay. Just thinking about it makes me feel glad all over. ATVing at this time of year is a real pleasure. Crisp, sparkling mornings with the dew still on the ground. Warm, lazy afternoons ideal for peaceful rides. To fit in with this, I feel that a nylon windbreaker jacket in a wild flower print would be fun. Put this out with a matching flowered blanket inside a stadium seat case. The case could be used as a pillow part of the time and the blanket would be handy for those early spring picnics. Because of the changeable weather, there could be a choice of slacks or surfers to wear with the jacket. Also the advantage of a many colored jacket is the fact that it becomes a natural co-ordinate for your own wardrobe of shorts, slacks, etc. It has unlimited possibilities.

In fact the spring jacket and blanket incorporated with a swim suit for summer gives many more uses for this outfit. You're well prepared for climbing the dunes along a sandy coast and can even take time out for a swim. If you aren't crazy about beach parties or don't feel comfortable in a bathing suit, the outfit could include a scooter skirt or culotte. Then without a doubt your fashionable ATV wardrobe would keep you in the swing of year-round activities.

So — if you, like I, have the blahs from looking like a tom-boy — get with **STYLE** (Society for Togs for Your Leisure Enjoyment)!

We'll protest and picket to stamp out **LSD** (Levi and Sweatshirt Dolls) and with some careful planning, **STYLE** will emerge triumphant!!

Put a bug in your ATV dealer's ear. He in turn will let the manufacturers know what we want. If you're seriously interested in seeing these changes come about — join me in my **ATV in STYLE!**

New Fun Mobile CAMEL CENTIPEDE

Introducing the first, quality, *ECONOMY PRICED*
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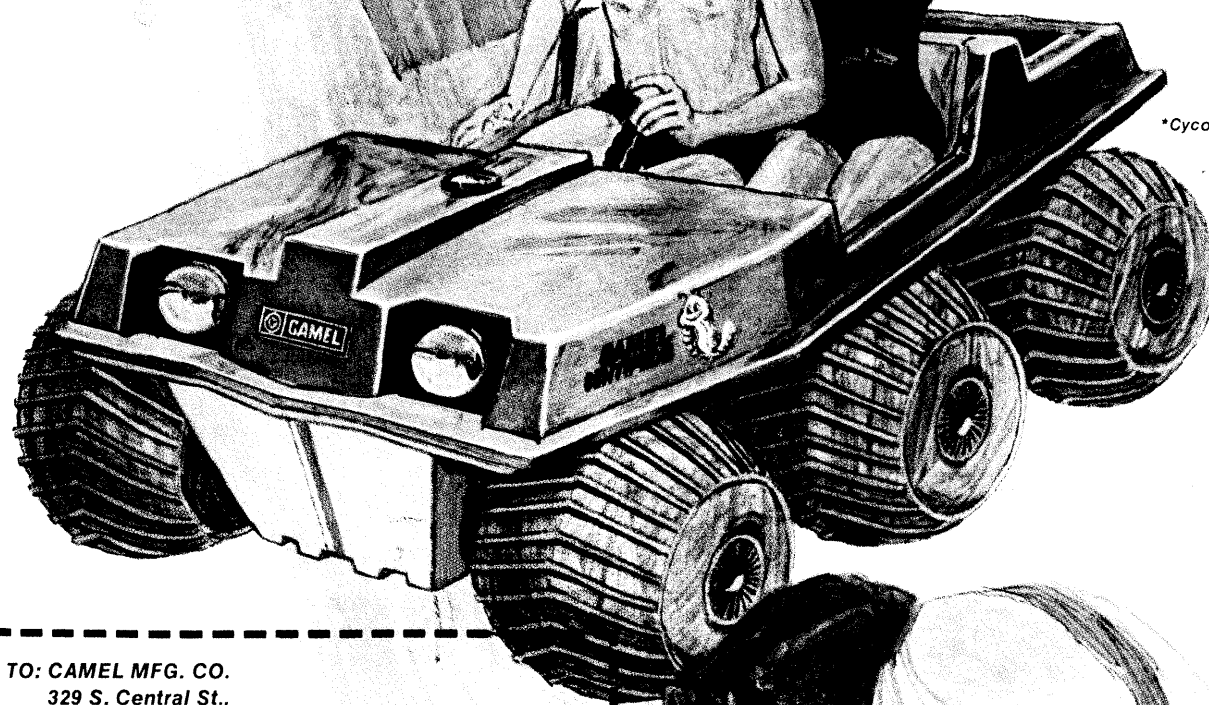
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Letters To The Editor

BOX 452
PLAISTOW, N.H. 03865

Dear Sir:

Here is a suggestion for a real service which the NATVA could perform for its members and for the industry at large with very little effort.

There are at least 55 different ATVs which have been described in print. Some have similar or almost identical names, only, I am sure, because one manufacturer was not aware of the other. Examples are Eagle and American Eagle, Scat and Scatmobile, Tracker and Trackster. NATVA could provide a name registration service to which anyone could apply to register and reserve up to three names at a fixed fee of, say, \$10 per name. The registration would be good for three years if no vehicle were produced in that time, or permanently once at least two vehicles had been built. NATVA's responsibility would be limited to keeping an updated list, offering the service to manufacturers, and advising engineers of the status of any suggested name. No legal responsibility would be involved. The list, complete with manufacturer's names and addresses, could also be offered for sale to members and to the public at large through advertisements in other magazines. I am sure that thousands of non-members would pay \$1 for this information.

My own list is enclosed as a starter. Were you aware of all of them? Do you know of any that I have not included?

Frank Chambers
Princeton, N.J.

ED'S NOTE: Mr. Chambers seems to know quite a lot about ATVs. Elsewhere in this issue is a definition in detail of the turning radius of the different types of vehicles. Here is the list which Mr. Chambers submitted.

American Eagle	(7)
Amphicat	(6)
Argo	(6)
Attex	(6)
Bazoo	(6)
Beaver	(4)
Busse	(6)

Cat-A-Gator	(6, 8)
Centipede	(6)
Chaparral	(6)
Coot	(4A)
Crocodile	(6)
Eagle	(4A)
Fastcat	(7)
Ferret	(7)
Gotcha	(4)
Hustler	(6)
Jiger	(6)
Kadoo	(6)
Karou	(6)
Kid	(8)
Lobo	(4)
Lockley ATV	(4)
Marauder	(1)
Max	(6)
Mini-Brute	(3)
Moto Brousse	(4)
Multimobile	(6)
Muscateer	(6)
Nanuk	(7)
Pac Trac	(4A)
Passe Partout	(7)
Playcat	(7)
Pug	(4A)
Renegade	(4)
Ridge Runner	(4)
Rough Rider	(6)
Ruppster Baja	(4)
Scat	(6)
Scatmobile	(5)
Scout	(7)
Scrambler	(6)
Sidewinder	(6)
Sierra Trail Boss	(6)
Skipper	(6)
Stalker	(6)
Starcraft	(6)
Sur-Trek	(8A)
Terra-Jet	(4)
Terrastar	(4x3)
Terra Tiger	(6)
Tracker	(7)
Trackster	(7)
Tricart	(3)
Wolverine	(8)

We can think of a couple which Mr. Chambers has left out.

Spyder	(4)
Snoopy	(4)
Iguana	(6)
Terrain Wagon	(6T)
Scram Cat	(4)

To the Editor:

I'm very interested in ATVs: Coots, Super-Coots, Scramblers, Amphicats, Tricarts, Pugs, Terra Tigers, Mini-Brutes, Eagles, Argos, Attexes, Maxs, Skippers, etc. I want to buy a Pug, but I'm too small, only 11. So I decided just to study them until I'm 18. If I get one, I'm going to race it in ATV races. I will join the NATVA group, plus get a job manufacturing ATVs.

May I have some information on ATV racing, ATVs, and the addresses of some ATV companys?

A fan,
Dan McDade
Morton Grove, Ill.

ED's NOTE: Thank you for your interest in the "ATV World", Dan. If you will look through the magazine, you will find several companies and their addresses. We want to wish you the best in your dreams to become close to the industry.

Dear Sirs:

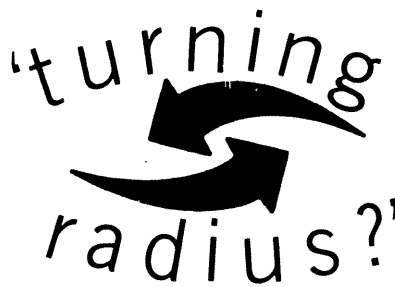
I enjoy reading your NATVA Magazine. My family has a dealership for Attex ATVs in Hampton, N.H. I enjoy driving ATVs. When I first saw ATVs at the Castle in the Clouds, last year, they all looked very similar and they all went in water, too. In your August NATVA Magazine I read about several new three- and four-wheeled (ATV ?) vehicles.

These so-called ATVs do not do what official ATVs can do. I think people who know little about ATVs would be fooled if they were called ATVs by NATVA.

Ralph Barteau
Hampton, N.H.

ED'S NOTE: It seems this is the month for the younger set. Ralph is 12 years old. We think you should read the articles a little more carefully, Ralph. The four-wheeled vehicle mentioned in the August issue will go in water. The three-wheeled vehicle will go in water, but not exactly like the four- or six-wheeled vehicles. Elsewhere in this issue you will find a couple of new machines that have been introduced lately.

What is



by F. T. CHAMBERS

ED'S NOTE: This article received from Mr. Chambers of Princeton, N.J., was first contemplated for the letters to the editor column. But, we felt that the contents of his letter deserved more space than that and would be of some interest to ATV owners, dealers, distributors and manufacturers.

The term "turning radius" is being misused by some ATV manufacturers in a misleading way. It is time for the definition to be set straight.

An ATV which can apply forward drive to one side while simultaneously applying rearward drive to the other side turns about its own center; that is, its center remains fixed with respect to the ground as it turns. There is some justification for referring to this as "zero turning radius," but for reasons to be discussed, we should avoid this phrase altogether.

Other ATVs which have no reverse or in which reverse can only be applied simultaneously to both drives, perform in a different manner, yet their manufacturers also list "zero turning radius" on their specifications. They cannot turn as sharply as the first type since they turn around the center wheel on one side rather than the center of the machine. Where the highest maneuverability is required, such as when travelling through a thickly-forested area, this type is at a disadvantage, although the specification implies that it is not.

The technical orientation of most ATV buyers is sufficiently high that they soon become aware of this "terminological inexactitude," to give it a polite name, and think less of the manufacturers who are guilty of it. The interesting thing is, however, that neither specification gives us the real nitty-gritty answer to the question, "How tight can I turn?", because neither takes into consideration the size of the body. The right question to ask is, "How narrow an alley can I turn in without hitting the walls?" Automobile manufacturers and auto magazine writers have long since

recognized this and have adapted the term "turning circle" to describe the largest circle traced out by any point of the body of the vehicle as it turns.

Figure 1 shows turning circles for ATVs with the two types of drive. These circles, which are defined by their radii or diameters, clearly correspond to useful real-life facts

about what each vehicle can or cannot do. Not only can vehicle A turn tighter than vehicle B, if B has no reverse, it will never get out of the dead end alley under its own power.

In summary, then, I have two recommendations: 1) Those manufacturers who provide it should specify "independent reverse to each drive." 2) All manufacturers should specify "turning circle radius" as defined above and should not use any other definition. The terms "turns in its own tracks" and "turns on its own center" should be permitted for type A vehicles, but "turns in its own length" should not, because the turning circle is traced out by the diagonal of the body, not the length.

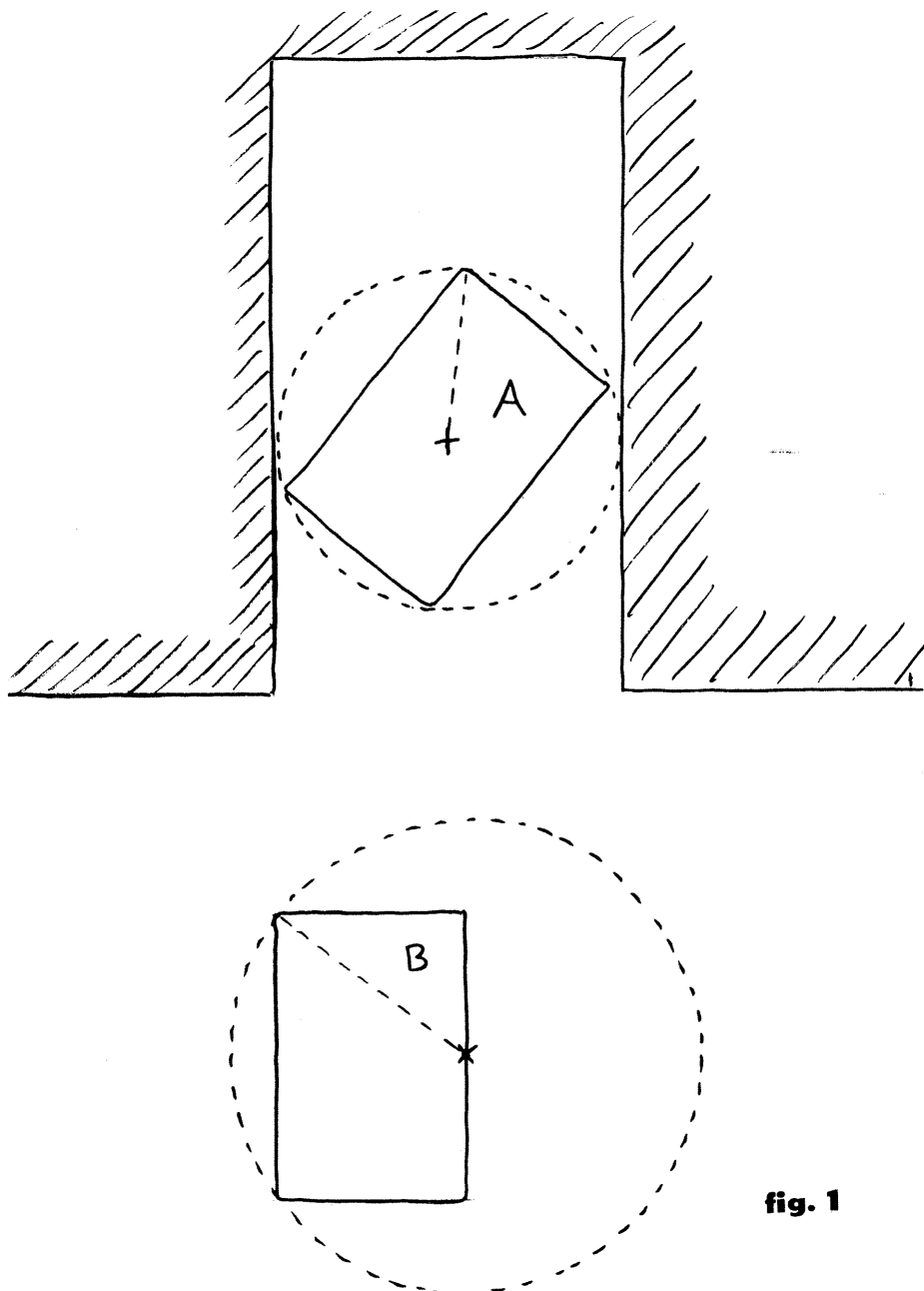


fig. 1

Ron Beehoo



The man, his family, his company

'The Wonderful World of Beehoo'

Once upon a time, in the little hamlet of Streetsville, there lived a maker of vehicles (the all terrain type). His wife, Betty, and his seven children awakened every morning with visions of Amphicats fresh in their heads...

Makes a pretty good story, doesn't it? Most true stories do, but this one is different. The wonderful world of Beehoo, as most old-time ATV people know, never slows down.

About nine years ago, Ron Beehoo was producing special machinery and equipment in his small machine shop when Amphicat was born. Thousands of Amphicats, three or four kids and a whole new industry later, Beehoo Industries is having more fun than ever.

Ron's entire biography might be termed "inventive." Always ready for a challenge, he constantly devised better ways to move a house, build a tower, slice pastry, melt an iceberg and of course, build an ATV. Betty still worries about him forgetting to come home. It seems when Ron starts solving a tough problem, he concentrates his thoughts on the answer and will follow any road 'til it ends.

Just about anything is fair game for Ron's do-it-better campaign. Last week, he stopped for lunch at a well known drive-in restaurant. The delay between order and delivery bothered him so much that inside of an hour he had a completely automated system worked out for order-taking, preparation and food delivery with an entertainment package as well. "I probably won't eat at a drive-in for awhile," he said, "I just can't stand to watch when I know there's a better way to do it. Incidentally, wanna build a drive-in?"

Betty Beehoo is the perfect complement to her husband's personality. All the detail necessary to the

daily operation of Beehoo Industries is her domain. The Amphicat people readily admit, "If you want to know, ask Betty."

Many long-time 'Cat owners call Betty regularly to exchange news, ideas or just chat. "This is the greatest industry in the world," she said last week, "Tell me where else your customers get to a first-name basis by phone?" Every rally is like old-home week. "People I never saw before introduce themselves, then I realized we talk regularly by phone."

As if her Amphicat duties aren't enough, she finds time to look after her seven children. Not many secretary-treasurers left, who can boast of washing, ironing and cooking for nine people.

There is a reason for success, though. Everybody gets involved. The AmphiKids talk to customers, give demonstrations, drive in competition and do their own babysitting.

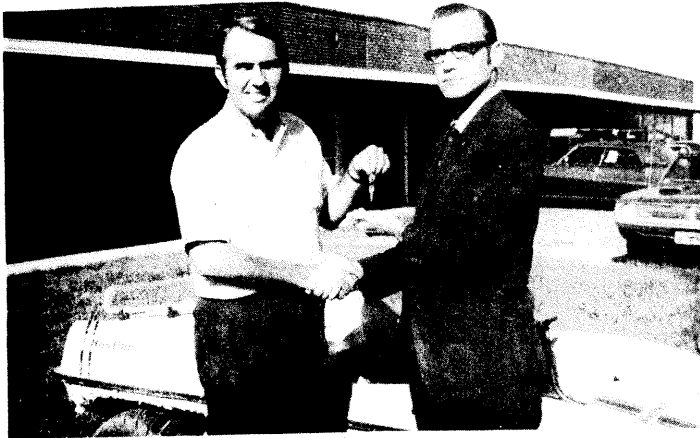
Doug and Raymond, both in high school, are experienced mechanics. During summer holidays, they can be found working on the assembly line in the new factory, while younger brothers and sisters stand-by, ready to run errands.

If two generations of Beehoos don't cover enough ground, they turn to a third, Ron's father George, in charge of production. He's the get-the-job-done man at Amphicat. It's that sort of seasoned responsibility that lends confidence to everyone involved in Amphicat operations.

If you're an ATV addict and you happen near Streetsville in Ontario, Canada, drop into Beehoo Industries and meet a family.

(Don't miss the story of Beehoo Industries elsewhere in this issue of ATV WORLD)

BITS OF NEWS



OFFICIAL RALLY VEHICLE — Lowell Chrisco, Hustler Corporation, presents the keys to at Hustler to the Executive Secretary of the National All Terrain Vehicle Association, Charles P. Leach, Jr. The vehicle will be used for six months as the official rally vehicle.

NATVA has official rally ATV

The National All Terrain Vehicle Association can now ride around at the rallies in style. Hustler Corporation of Jonesboro, Ark., has presented NATVA with a Hustler to be used as the official rally vehicle.

The Hustler will be loaned to the Association for a period of six months. At the end of this period, it is hoped that another manufacturer will present their machine for another six-month period.

Presenting the ATV to Charles P. Leach, Jr., executive secretary for the Association, was Lowell Chrisco of Hustler Corporation.

Ashtabula trophies

The following is a list of the persons responsible for donating the various trophies given at the Summer National in Ashtabula, Ohio.

B. F. Goodrich — *First Place Feature Trophies*

Borg-Warner — *Second Place Feature Trophies*

Special Products Division

Sperry Rand Corp. — *Third Place Feature Trophies*

Firestone

Industrial Products — *First, Second & Third Junior Class*

McKee Brothers Limited — *First Powder Puff*

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After a discussion over lunch with Bob Ciupak of Borg-Warner, I suggested that he send me his thoughts and ideas that he considered to be an asset to the ATV industry.

I think this is worthwhile for manufacturers and all concerned to read, digest, and put to use what would be of benefit to their operation.

All Terrain Vehicles can and will have their day in the sun if a new approach is taken by the manufacturers, distributors, dealers, and marketing agencies to make an, as of yet, untapped part of the American buying market aware that such a fantastic vehicle does exist.

A new approach, a new image, and a willingness on the part of the ATV family to spend money on marketing, can change future production forecasts. The ATV family, for the most part, has manufactured vehicles of good quality. But until those vehicles are sold, in quantity, and backed-up by proper service,

NATVA

E.J. Barney

Director of Public Relations

PRESS BOX

their value is zero while they sit in warehouses.

Our problem then is not to build a better machine, but to successfully market and sell our "Wonder Bug" to a public that is spending more money each year in the market place called "fun." If ever a vehicle was conceived that has earned the name "fun machine," the ATV is it – not the snowmobile.

The ATV must reappraise its position in the recreational vehicle family and stop thinking of itself as second cousin to the snowmobile, or little brother to the Dune Buggy, or dumpy nephew to the motorcycle. An ATV is a "new breed" with a

much broader capability than the snowmobile, dune buggy, or the (selling like wildfire) motorcycle. (Note: The boat buying public should not be overlooked as an extension of the potential market for ATV buying.) A great deal of motorcycle sales appeal can be attributed to the nature bike for off-the-road running.

Ads, picturing shining ATVs to instill pride of ownership should be popping up in magazines, instead of leather-jacketed wonder-bearded muscle men gathered around a mud encrusted vehicle fresh from the slushy proving pit.

Sales appeal motivates the potential buyer through appealing association. There can be little doubt that a vehicle with an ATV's agility under all terrain conditions has appeal for all sport and recreation buffs.

Our job is to expose the potential buyer to all segments of the ATV versatility. Given the opportunity, the "Wonder Bug" will sell itself – and that's a fact!

	CONCRETE	ASPHALT	GRAVEL	HARD CLAY	40% & SLOOP	40% & SNOW	40% & TREES	40% & SNOW & TREES	SAND	SAND & SLOOP	GRASS	MUD	WATER	
summer-fall	YES	YES	YES	YES							YES			fast
ATV					YES		YES		YES	YES				slow
winter-spring						YES		YES				YES	YES	mod
winter	YES	YES	YES	YES										fast
SNOWMOBILE	NR	NR	NR	NR					NR	NR		NR	NO	slow
					YES	YES	YES	YES			YES			mod
summer	YES	YES	YES	YES							YES			fast
DUNE-BUG					YES			NO	YES				NO	slow
fall-spring						YES	YES			YES		YES		mod
summer-fall	YES	YES	YES	YES	?						YES			fast
MOTORCYCLE					?	NO	?	NO	NR	NR		YES	NO	slow
winter-spring					?		?							mod

FAST = 35 m.p.h. and over

MODERATE = 10 to 35 m.p.h.

SLOW = Under 10 m.p.h.

NR = not recommended

Maintenance and

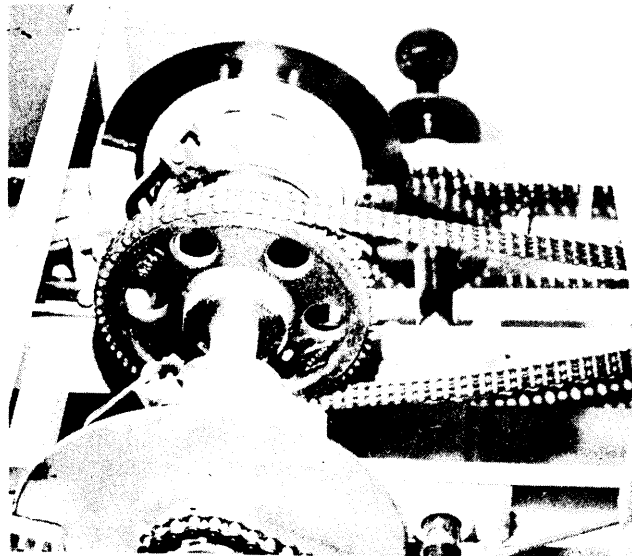
Care for your

ATV

ED'S NOTE: This is a new column made especially for you, the ATV owner. Each month we will have hints about maintenance and care of your ATV. If you have a problem or something you would like to know could be done, drop a line to Care and Maintenance, ATV WORLD, P.O. Box 452, Plaistow, N.H. 03865. We will do our best to solve your problem for you.

HUSTLER
MAIN CHAIN DRIVE

This chain is constructed of No. 35 double strand. (Note: Single 50 used on some models). It drives the entire unit and must be kept in good working condition. Meaning proper lubrication. No adjustment is provided and only after long continued use is any required. This chain will give virtually no trouble. Three ways to reduce slack are as follows:



- (1) Breaking the chain and adding a 1/2 link. Not recommended.
- (2) Replace the chain. This is probably the best.
- (3) A spring loaded idler can be added by contacting Hustler.

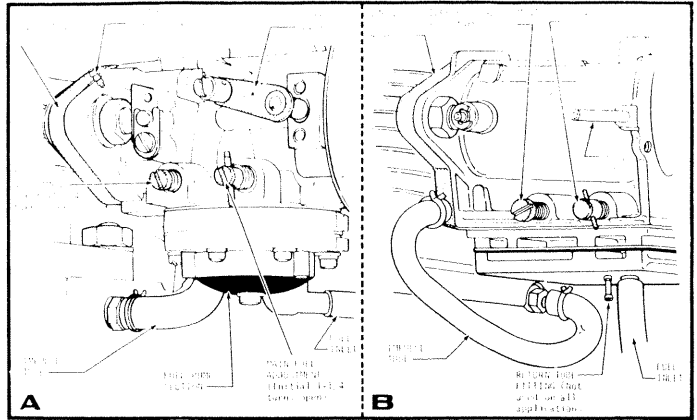
This is an optional item that will always keep the chain in proper tension. This retails for approximately \$25.

NOTE: Never try to adjust the chain by moving the pillow blocks on the clutch shaft. Without proper knowledge, this can throw the shaft out of line with other working components.

KOHLER ENGINE
CARBURETOR

Changing carburetor settings on two-cycle engines alters the amount of lubrication the engine receives.

If adjustment is necessary, stop engine then turn IDLE FUEL and MAIN FUEL adjustments all the way in until they bottom lightly (do not force closed). Set IDLE FUEL adjustment at 3/4 turn open on Tillotson carburetor and 5/8 turn open on Kohler carburetor. For initial MAIN FUEL adjustment, set Tillotson at 1-1/4 turns open and Kohler at 3/4 turn open.



CARBURETOR ADJUSTMENTS & CONNECTIONS, (A) TILLOTSON (B) KOHLER

Final adjustment is made with engine running at normal operating temperatures. MAIN FUEL adjustment may be "leaned" slightly for better performance; however, this setting must never be less than one turn open on Tillotson or 5/8 turn open on Kohler carburetor.

JLO ROCKWELL ENGINE
ENGINE TIMING

Bring the piston to top-dead center. Attach the timing light — one terminal to the black short circuit wire — the other to the ground (engine casting). Bring centrifugal weight to the fully advanced position, then lock it in this position by inserting a locking pin into a hole in the flywheel especially provided for this purpose. Now, rotate the flywheel counterclockwise while observing the dial indicator. NOTE: For twin cylinder engines, time No. 1 cylinder as above. No. 2 cylinder, however, must be time by adjusting No. 2 contact breaker gap only. Do not reset armature plate.

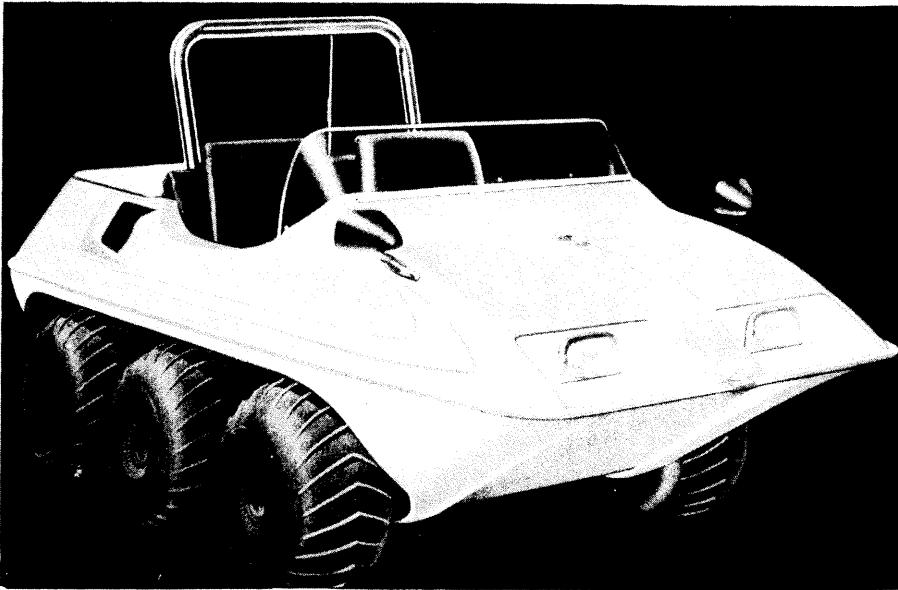
The ignition timing point for the various models is as follows:

Model L-99	.082"/.098"	before TDC
Model L-227	.108"	before TDC
(cam not advanced)		
Model L-230	.091"/.126"	before TDC
Model L-252	.120"/.150"	before TDC
(cam not advanced)		
Model L-292	.014"/.018"	before TDC
(cam not advanced)		
Model L-295	.118"/.138"	before TDC
Model L-297	.118"/.138"	before TDC
(fully advanced cam)		
Model L-300	.118"/.138"	before TDC
(fully advanced cam)		
Model L-340	.118"/.138"	before TDC
Model L-372	.122"/.142"	before TDC
(fully advanced cam)		
Model L-380	.122"/.142"	before TDC
(fully advanced cam)		
Model L-395	.122"/.142"	before TDC
Model LR-440/2	.118"/.138"	before TDC
Model LR-760/2	.118"/.138"	before TDC

Note: The timing device must light up somewhere in between the respective engine timing points. Note, however, that some timing devices are designed to light, others to go off, when the correct ignition setting has been achieved.

NEW PRODUCTS

Three new



ATVs introduced



Two new six-wheeled all terrain vehicles have hit the market.

IGUANA

First from Sea Lance Corporation in Bend, Ore., a fiberglass specialties firm, comes the Iguana.

Iguana just finished being tested in its proto-type state and will go into production "as soon as possible" according to Jim Fors, the firm's marketing and sales director.

President of the company is E. L. "Gene" Wilson who was the founder of the firm's predecessor, the Sub-Sea Corporation in California six years ago. He moved Sea Lance to Bend about 18 months ago.

According to Fors, the firm plans to relocate to a larger plant with at least 50,000 square feet of space in the near future. They are hoping to remain in Bend, but relocation plans are still unsettled.

The Iguana seats up to three persons, weighs 600 pounds and will be the largest ATV on the market. Driven by a 24-horsepower two cycle engine, the Iguana is a six-wheel drive

vehicle with a three-speed transmission. On land, it will travel up to 35 m.p.h. and about 4 m.p.h. on water.

There are some 60 of the machines already ordered and when they get their new plant, 1,610 are slated for production in the next year.

With the development of the Iguana's drive system, Sea Lance plans to produce a line of other vehicles. The Centipede, described by Fors as a workhorse snow vehicle, will have the option of an 85-horsepower engine and will be a dual track vehicle for use on ranches and other snowbound areas in winter.

(Continued on next page)

The SnoLandia will be a two-passenger snow vehicle, completely enclosed and heated.

The sales force for the firm has set-up dealerships throughout the northwest and plans for expansion to east of the Rockies and into the Southwest by the end of the year.

ARKAT

The next all terrain vehicle to enter the arena is the Arkat which comes from Brandt, Inc. The Leisure Products Division of Brandt of Carlisle, Ark., has introduced their new all terrain vehicle, Arkat, designed for off-the-road activities.

If you would like to have more information on the Arkat, write or wire Jim Stone, Marketing Director, Leisure Products Division, Brandt, Inc., P.O. Drawer "D", Carlisle, Ark. 72024. Jim also says that dealer inquiries are welcome.

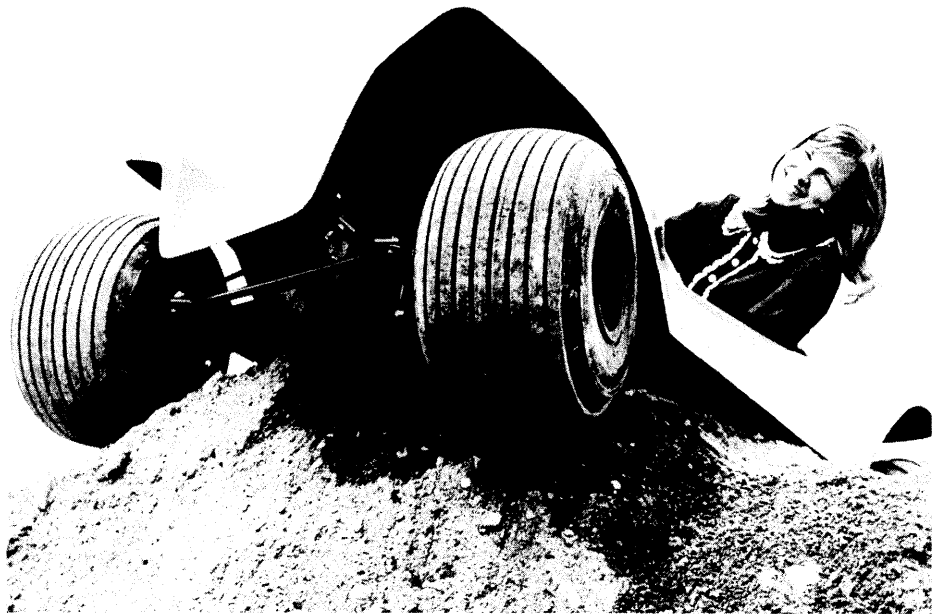
GNAT

In Anaheim, Calif., a new four-wheeled ATV and a tire that may revolutionize the "go-anywhere" buggy industry was introduced at the recent National Off-The-Road Equipment and Racing Show.

The two-passenger vehicle — the first ATV of its kind offered in kit form to the consumer — is equipped with a unique B.F. Goodrich tire that enables it to perform better than other ATVs on flat surfaces, according to Tom Jones, manager of American Pride Products, maker of the vehicle.

He said the four-wheel vehicle, called the "Gnat," is sold only in kit form, making it considerably less expensive than other ATVs because the savings in manufacturing costs are passed along to the consumer.

The vehicle's tires, developed by BFG especially for use on its front wheels, are the first ATV production tires to have a straight (flat) tread design rather than the conventional cleated



design, he explained.

"The 'High Flex' tires provide better handling and directional stability and longer wear on flat surfaces than do the cleated front tires used on all other ATVs," Jones said. "In addition, the tires and the vehicle's design enable it to turn easier and faster and attain higher speeds than its larger counterparts."

He said the Gnat can travel up to 40 m.p.h. on flat straightaways. The 245-pound vehicle, only 75 inches long and 47 inches wide, is small enough to fit into the average size station wagon for easy transport, he added.

Jones pointed out that the vehicle gets its traction from cleated BFG tires mounted on the chain-driven rear axle. Both the front and rear tires are designed to take only two pounds per square inch of inflation pressure to give them the flexibility to travel over rocks and other hazards with little likelihood of damage, he added.

"From its tires to its drive chain, the Gnat is less trouble to maintain than most ATVs," he said. "One of its proto-type vehicles logged more than 200 test hours without showing tire wear or needing a drive chain change."

The vehicle was designed by Autodynamics Corporation of America in Madison Heights, Mich. It is the parent company of newly-formed American Pride, a recreational products company located in Troy, Mich.

Other key features of the new ATV, which carries a suggested retail price of \$695, include a key-operated electrical ignition system, "fold-back" headlights, chrome-plated bumpers and extra-thick foam padding, according to Jones.

BFG High Flex tires for ATVs measure approximately one foot in width and 20 inches in outside diameter. They are produced through a unique molding process that utilizes high pressure to form the tires completely into an integral construction. The new straight-tread tires will be marketed by the company's industrial products division in Akron, Ohio, for use on front wheels of two-, three-, and four-wheel off-the-road vehicles.

MEET THE
NATVA STAFF
on page 26

WHAT'S HAPPENING
IN YOUR REGION
on page 28

turn this page

and enter



The World of



max

Recreatives, Inc., of Buffalo, N.Y., is less than a year old, but they have a marketing organization which is envied by many of the other manufacturers of all terrain vehicles.

But, before we go into this unique procedure, a little background is needed.

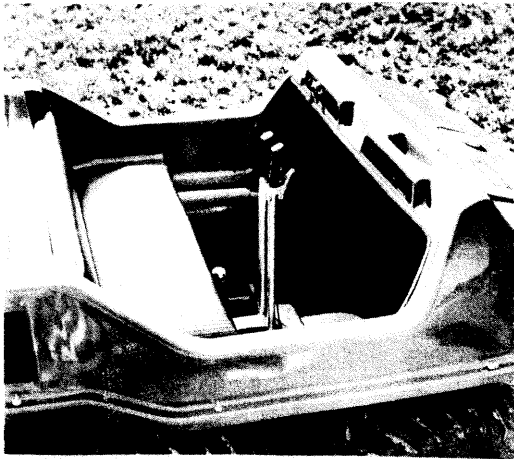
The original idea for creating an ATV was presented by Sidney Wallach and Karol Jodlewski. They approached Frank Depew with the idea and then the wheels began to turn. They knew they would need financial backing and they went to W.R. Grace and Company.

W.R. Grace is the 45th largest firm in the world today with over \$2 billion annual in sales. They have been best known for shipping which has just been sold. They have such other subsidiaries as Johnathan Myer Clothing, Time-Sharing Computer Service, and a company producing cheese in France. One group is called the New Enterprises Group, which is continuously looking for new products. This group was approached by the trio in the spring of 1969. In July, the new company was approved. This was the first attempt by W.R. Grace at a grass roots operation.

Recreatives, Inc., was authorized to design and manufacture an ATV as well as other recreational-type products such as snowmobiles, motor homes, boats and wet-boats. Of the company 80 per cent is owned by W.R. Grace and 20 per cent by Sid, Karol and Frank. Sid is president of the company, Karol, executive vice-president and Frank is vice-president of marketing.

They moved into their headquarters at the Gardenville Industrial Park in Buffalo during September. It wasn't really much to look at according to Frank. He told ATV WORLD that the last shipment of furniture has only recently arrived. During this moving-in period, the work involved all kinds of things the trio had not dreamed of, such as who the janitor was going to be all the way up to who was going to design their ATV.

Soon after approval from W.R. Grace in July, hiring began. Two engineers were imported from Canada by Karol and a target date of March 1970 was set-up for 50 units. Then came time for a name. They wanted a name that was good, quick and easily remembered. The name Max popped up and "we've had a lot of fun with it," said Frank.



PARKING BRAKES — An exclusive with Max is the automatic parking brake provided by the spring-loaded control levers. A unique linkage design keeps them in forward position for smooth starting and ease of steering.

Advertising and sales promotion are also in Frank's department. Lawrence Associates were hired as the ad agency. The portion of the New York City firm handling advertising promotions is entitled Ad Concepts, Inc. "They are a most creative agency...we're tickled to death with them," said Frank. The firm won an award presented by the Direct Mail Advertising Association presented last month.

And now the marketing organization.

The trio felt they should be a little different than the rest of the industry. It would be better financially in the long-run to build their own dealer network instead of going through a distributor system. They would be allowed to offer the dealer a



more attractive discount than

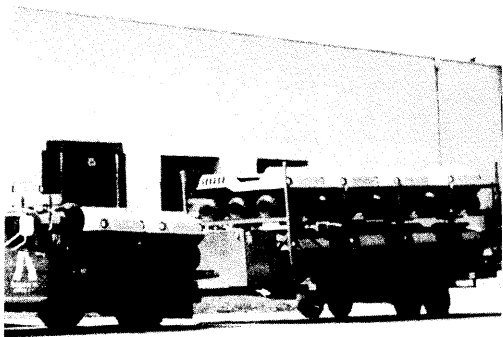
Frank has two sales managers east of Chicago and Jack Hagu

Then Frank hired a Parts department. This division is a separate profit center for the sale of parts and accessories for an ATV, Ken is interested. Frank has yet to miss a parts shipment backordered.

If a dealer has a problem available, he can speak with Joe. Joe is in charge of all administrative matters. He can always get in touch with

They soon discovered, with their entry into the trucking business. The Recreatives just recently purch





the vehicles. They have just placed an order for a second truck. The first one really created quite a murmur when it pulled up at the Summer National in Ashtabula, Ohio. Frank said they plan to phase-out the little trucks. They do charge the dealer for delivery, about the same as a common carrier.

But, by having their own trucks, the dealers have an advantage. When Max arrives, the machine is fully assembled. The dealer, as in many other cases, does nothing. The driver has to operate the vehicle to the dealer's satisfaction. Recreatives feels this makes for a good relationship with the dealer. In fact, just about everything is done to create a good relationship between the dealer and the company.

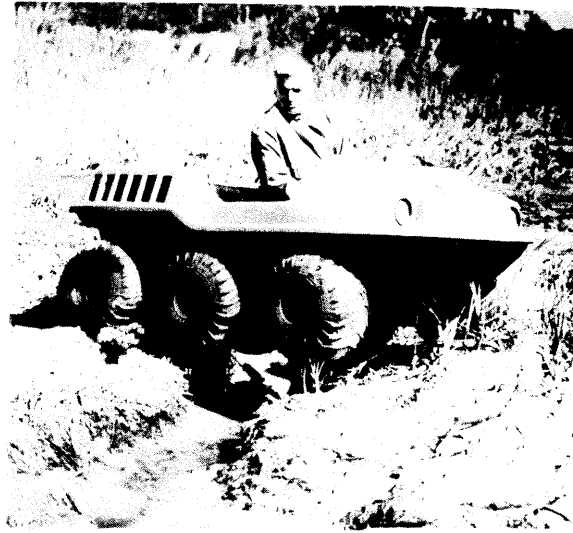
Also under marketing is the service department run by Dick Bolander. Dick came to Recreatives from the service department of Sears and Roebuck. He has over 10 years experience in various service jobs. Under Dick is a staff of three service representatives. More will be added as more dealers are established. Each dealer has his own dealer representative.

Under the sales division of marketing, are the district managers. Each district manager has about 50 dealers. There are currently eight district managers. Each man is responsible for his particular area. He is responsible for dealer development, sales, distribution of products, minor service help whenever possible, and exhibits at the local rallies.

The decision for the direct-to-the-dealer program was made in October 1969. An extensive direct mail campaign was made to dealers with possible interest in ATVs, such as boats, lawn and garden, motorcycles and snowmobile dealers. A questionnaire was sent to the dealers asking such questions as what type of business, what the sales were, expectations, where they were going to the extent of service facilities, display area and demonstration area.

The intent was that when the proto-type was built, these dealers would be called on. The response was so great (about 300 from New York and Pennsylvania area) that it was obvious they wouldn't be able to call on all these people.

It was decided to keep in touch with the prospective dealers through sales meetings. Frank said, "We had some qualms about dealers signing up right on the spot, but it has proven that it works." When a prospective dealer requests information, a letter is sent out thanking him for his response. "We'll get in touch with you...We'll be there, it may take awhile," says the letter. Then cards are sent out periodically to let the potential dealer know that Max is on its way. Each card has picture on the front such as a cowboy who says, "My horse is my best friend. How can I tell him about Max?" Then on the back is a little prose and the words, "Max...and Recreatives...will have news for you soon." Frank explains that this method keeps the interest of the dealer



THE WORLD OF MAX – The Max, lively member of the newest generation of ATVs, easily negotiates sizeable obstacles. Here, Frank Depew shows that nothing will stop Max from going where it wants to go.

through distributors. Arkcheck who handles the area handles the area west of Chicago. District Manager, Ken E. Wolff, handles the area. It is Ken's job to promote Max that will enhance the sale of Max. Frank is rather proud that Recreatives has no parts and that there are no parts

salesman, Peter or Jack, are not salesmen, the administrative manager. Frank is the one guy the dealer

in the case of Max, they had to go to the factory. Max could hold 10 ATVs and a tractor-trailer which holds 25 of



(CONTINUED ON PAGE 19)

FROM CANADA

introducing —

Beehoo

Industries

by E. J. BARNEY

Public Relations Director

ED'S NOTE: Beehoo Industries is the only original ATV manufacturer still in business today. The author of this article is the NATVA Public Relations Director, who was on the ground floor of Mobility Unlimited (the American producer of Amphicat) when they began operations in 1965. Turn to page 8 for the story on the man who started it all.

The Amphicat, designed and built by Beehoo Industries Ltd., Streetsville, Ontario, and also manufactured in the United States under license from the Canadian company, is the largest selling ATV now on the market. It has a longer pedigree than any other ATV and there are more Amphicats in service, in more countries, than all other types combined.

Beehoo Industries Ltd. (originally known as Beehoo Engineering Ltd.) was founded in 1957 as a jobbing shop engaged primarily in the maintenance and repair of industrial machinery.

In 1961, Ron Beehoo, president and general manager, conceived the idea of building what was to become known, several years later, as an All Terrain Vehicle. At that time, a number of ATVs, variously known as swamp buggies, go-anywhere-vehicles and off-highway vehicles, had been built, but their manufacturers had encountered technical problems in the design of the vehicles and financial problems in getting them into production.

The Beehoo Amphicat (which in its earliest form was called the Aquacat) was designed to travel over any kind of terrain. Skillfully engineered and ruggedly constructed, it went into serious production at a time when the market for any kind of ATV was severely limited.

The Amphicat was designed with six low-pressure tires that give traction regardless of the surface encountered. They are so soft that they mold themselves around rocks, fallen tree trunks and other obstacles instead of stubbing against them. Because the tires present such a large area to the ground, the "footprint pressure" that the vehicle imposes is less than that of a man. The vehicle is fully amphibious and can be driven in water in exactly the same manner as on land. Deep treads on the tires serve as paddles to provide sufficient propulsion to permit streams and small lakes to be crossed.

The original Aquacat was conceived primarily as a utility vehicle for use by telephone linesmen, hydro workers, mining and forestry companies and others who had a need for cross-country transportation. Even the earliest models proved thoroughly practical; they were so strongly constructed that many are still giving excellent service after years of use.

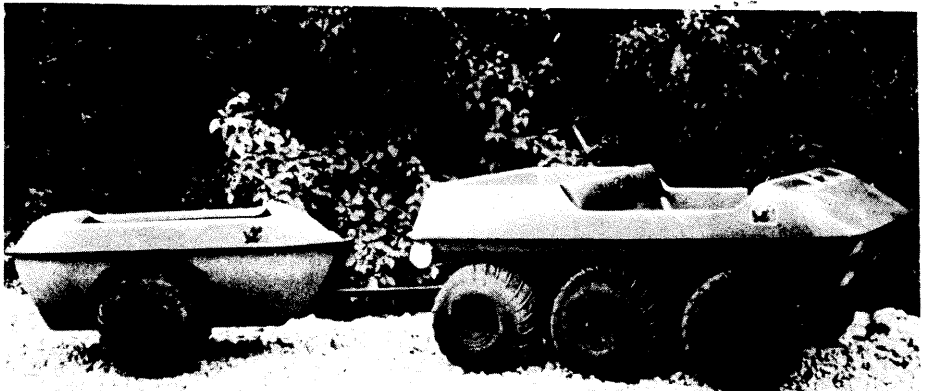
The manufacture of Aquacats was initially only a subsidiary activity of the company, but as demand increased, a constantly increasing proportion of the facilities had to be allocated to their manufacture. The normal work of the machine shop was tapered off and eventually terminated so that all the company's efforts could be applied to building the ATVs.

The early Aquacats, although highly successful, were more primitive than the present-day Amphicat, being largely hand-made using rudimentary jigs and tools, but the general configuration of the vehicle has never been changed.

The Aquacat was built up around a chassis fabricated from steel channel and square tubular members. The body merely "went along for the ride" rather than being a stressed part of the structure. Aquacat bodies were of fiberglass — a material which let itself to the production of the limited quantities of vehicles, it was feasible to sell at that time.

The basic Beehoo manufacturing philosophy of performing as much work in-plant as possible was established and has been continued because it gives the best possible control of quality, in addition to simplifying production processes and scheduling.

(CONTINUED ON PAGE 20)



THE WORLD OF MAX

(continued from page 17)

and lets him know he is not at the bottom of a circular file.

Each dealer is checked through Dunn and Bradstreet and field men check out the potential dealers in each area. A list is compiled and about four days before a sales meeting a "Max Box" is sent to the dealer. In the box is a cardboard punch-out Max, among other information about the Max. The prospective is then called on the phone and told where the sales meeting will be held.

Frank feels that his company has more to offer than anyone else in the business. One of the reasons why he feels this way is that many lack the resources which Recreatives has. With W.R. Grace, they are able to go fast and get top-notch agencies. Most companies send machines to the dealer on a C.O.D. basis thereby getting only the innovator type. Many dealers have a certain seasonability and they are reluctant to take more than only a few.

Recreatives gives the dealer a 90-day payment plan and then floorplan it for another 90 days with one per cent interest per month. Therefore, they are able to sign up dealers not 100 per cent convinced the market is there. Recreatives also allow a cash discount as well. By this process, they can get dealers to stock ATVs so they will be on hand when the peak season arrives.

Max has a steel frame of 5-inch welded steel channel. Max is one of the few vehicles with spring-loaded "joy" sticks which act as an emergency brake when the machine is sitting. The engine is a 20-horsepower two-cycle JLO with an electric starter. The transmission on the 525-pound Max is a Borg-Warner with oil immersed clutch and brake; and it also has a reverse gear. Max has such optional equipment as a windshield that folds forward without restricting operation of the vehicle, a roll bar, convertible cab and doors, trailer, storage cover, taillight kit, and many, many others.

Recreatives has a \$100,000 inventory in their parts department and same day shipping is guaranteed if the order is received by 3 p.m.

Over 1,000 of the vehicles have been produced to date. With a low of 10 and a high of 14 machines daily, Recreatives produces an average of 91 machines weekly.

And that is the world of Max, the go-anywhere, do-anything vehicle that has a different approach to the marketing of ATVs.

next month:

New air purifier

Hustler's Jacuzzi pump

Coot & N.E. Telephone

Top 25 Drivers

OWNER-DEALER DIVISION

George Peters, Pa. — 138
Scott Slonaker, Pa. — 137
Russ Kowalchik, Pa. — 123
Charles Stevens, Mich. — 78
Cliff Welker, Pa. — 77
Doug Maxfield, Mich. — 71
Doug Becker, Mich. — 70
Paul Lechner, Mich. — 64
Gary Stevens, Mich. — 60
Don Fulton, Mich. — 60
Grover Graham, Jr., Pa. — 59
Bill Balke, Ohio — 51
Robert Danner, Ind. — 51
L. Turner, Ill. — 51
Dick Hamlin, Mich. — 48
Ed Mantle, Pa. — 46
Robert Tremblay, Mich. — 38
Chris Northmore, Mich. — 35
Clyde Saylor, Pa. — 34
R. BeeBee, Nebr. — 34
Don Confer, Pa. — 30
Tom Cooper, Mass. — 29
R. Krieg, Mo. — 28
G. Zimmerman — 28
G. Brockway, Ohio — 28
Dave Gonczar, Mich. — 28
D. Sennholz, Wisc. — 28

DISTRIBUTOR-MANUFACTURER DIVISION

Deek Scott, Pa. — 294
Wayne Leis, Canada — 178
Jim Middleswartz, Colo. — 125
Jim Bartholomew, Pa. — 103
Howard Bohnert, Pa. — 87
Dick Advay, Ohio — 86
Charles Kreuer, Pa. — 86
Sandy McKee, Ohio — 82
Gerhard Eser, Canada — 81
Don Shaffer, Ohio — 72
Bob McAfee, Pa. — 71
D. Peckenpaugh, Ark. — 67
J. Ridgeway, Colo. — 60
J. Plessinger, Ohio — 59
Chuck Smith, Pa. — 48
J. Myers, Ohio — 41
Dowood Owens, Ohio — 39
B. Palmer, Canada — 34
T. Dole, Colo. — 33
D. Feldmann, Wisc. — 33
Keith Laur, Wisc. — 33
Dick Walter, Ohio — 32
L. Williamson, Ill. — 31
Joseph Laur, Wisc. — 24
Gary Balthes, Canada — 23
George Fisher, Pa. — 23

BEHOO INDUSTRIES

(continued from page 18)

Stimulated by the success of the Aquacat, several other manufacturers began to take an interest in the ATV and as the number of ATVs on the market increased they began to interest hunters, fishermen and cottage owners. This development widened the market for ATVs until it now encompasses virtually all lovers of the outdoors.

It was discovered that the name Aquacat had been copyrighted by a U.S. manufacturer of another type of product, so the name Amphicat was adopted.

The popularity of the Amphicat in the United States ultimately posed a problem. No matter how fast the Canadian facilities for building them were increased, it became impossible to keep pace with the demand. When the backlog of orders grew to embarrassing proportions, a licensing arrangement was made to permit Mobility Unlimited, Inc. to manufacture Amphicats and to market them in the USA. Beehoo Industries Limited retains the right to all sales throughout the rest of the world. This arrangement has permitted the company to cater to the burgeoning demand in Canada and to explore overseas markets.

Even with the vast U.S. market being filled by Amphicats manufactured in the U.S. under license, the Canadian market, plus those created in other parts of the world, still exceed Canadian production capacity at the original plant. Plans for a new plant tailored precisely to the production of Amphicats were drawn up, but because of the time required to build it, another plant was purchased and Canada's first true production line for ATVs was established on an interim basis.

The model which went into production was the Amphicat B7. This was a more advanced design than the early Aquacat, and in particular used a new type of body.

Production of the early vehicles had been limited largely by the need to build fiberglass bodies using relatively slow hand layup methods. To overcome this problem, the Marbon Chemicals Division of Borg Warner co-operated in the development of the first ATV bodies to be molded from

Cycloac plastic, which is Acryloditrile-Butadiene-Styrene, commonly known as ABS. The superior qualities of this plastic has long been recognized, but no ATV manufacturer had been able, until the Amphicat was developed, to create a demand large enough to justify the substantial financial outlay involved in making molds for ABS bodies.

The Amphicat, as the first ATV to use an ABS body, achieved world-wide renown. It also permitted an entirely new process — ultrasonic welding — to be introduced on the production line. This system, which used high frequency vibrations to weld ABS components to each other, produces a permanent bond.

Use of a production line permitted work to be carried out on many vehicles simultaneously and the output of Amphicats increased to several hundred per month. The backlog of orders was gradually reduced, but not until the new plant was opened did it become possible to achieve rates of production adequate to meet the demand.

The interim production line provided much practical experience that was invaluable in devising the new production line which now permits a straight-through flow from the time the body and frame are placed on the line until the finished vehicle is completed and tested.

The original plant has been reorganized to concentrate on the manufacture of component parts and the fabrication of the chassis. The interim production line at the second plant has been dismantled and the building is now used as a warehouse from which Amphicat parts can be fed to the new plant for assembly.

Concurrently with the opening of the new plant, the Amphicat B9 model graduated from the development to the production stage. This vehicle, of which several hundred are already in service, was designed to take advantage of all the experience gained in the building and operating of more than 10,000 earlier Amphicats. It uses a new type of chassis, built up primarily from stampings that confers immense strength without increasing overall weight. Many detail improvements and refinements have been made, but the basic configuration and control system are substantially the same as used by all its proven predecessors.

To enable Amphicat owners to get the maximum possible use from their

vehicles, a full line of accessories is now marketed. The most important is a fully amphibious trailer which greatly increases the carrying capacity of the vehicle without seriously affecting its performance or maneuverability.

Trailers on which an Amphicat, with or without its own amphibious trailer, can be hitched behind an automobile is another important accessory. The Amphicat itself can be fitted with a windshield, a bracket to permit the use of a small outboard motor, and additional instrumentation.

The Amphicat has been more widely publicized, particularly in the United States, than any other type of ATV; it has become the vehicle against which all others are judged. Magazine editors have devoted more space to the Amphicat and in particular have published more pictures of it than of any other vehicle. Nevertheless, the world-wide success of the Amphicat could not have been achieved without an efficient sales force backed by a sound servicing organization. To ensure that Amphicat dealers are thoroughly conversant with the product they sell, Beehoo Industries Ltd. conducts regular instructional classes to which dealers are invited. Technical literature, including instruction manuals and parts lists, are kept up-to-date. A constant flow of information from the head office of the company keeps dealers conversant with the latest information relating to Amphicats.

A substantial stock of parts is maintained at all times to insure that every vehicle produced, from the earliest Aquacat to the latest Amphicat B9, can be kept operating indefinitely. The service department can replace or repair any part of an vehicle, including the engine, promptly and at moderate cost.

Any purchaser of an Amphicat can be sure that he is buying the vehicle which is the acknowledged leader, and that he will be able to keep it operating indefinitely. The advantages of dealing with the oldest-established and most successful ATV manufacturer are obvious, and the continuing high demand for Amphicats is proof of its constant increasing popularity.

COMING IN JANUARY
RIBIT™ THE ATF
An Adventure Series

the *Rally Roger*

BLUE SPRINGS, MO. RALLY

Aug. 15 and 16

by JEFF KELL
Region 4-A Director

An enthusiastic crowd of 1,800 were on hand to witness the first NATVA sanctioned all terrain vehicle rally held in Region 4-A. Sponsored by the Blue Springs Evening Optimist Club, Blue Springs, Mo.

The two-day racing event was marred by only two inches of rain during the last event on Saturday. All race course personnel were members of the Kansas City area ATV club, which did a fine job of running a good show. The enthusiasm and ability of this club is terrific, and I know we'll be hearing a lot of great things about them in the future.

Being the first rally ever to be held in the area, most of the competitors were new to ATV racing, which added to the excitement. The race course was fast, even though there were sharp curves, jumps, terraces, and water crossings. The fact that this was the first race, was no indication that the drivers from this area are lacking in ability to drive ATVs. All of the competitors negotiated their machines through the obstacles like old pros, so the competition was keen and exciting. I expect that in the future, some of the neighboring regions will see these boys in action, for they voiced their desire to travel into other regions to compete.

Also on hand were factory teams from Argo, Hustler, and Terra Tiger. I wish to thank these manufacturers for traveling so far to support this rally, their modified machines added the finishing touches to a fine race.

LAKE CITY, MINN. RALLY

Aug. 23

Class B-1	Kermie Eppen Darrell Sennholz Vernon Delap	Lake City, Minn. Kenosha, Wisc. Kenosha, Wisc.	Scrambler Scrambler Scrambler
Class C-1	Robert Nicoll Robert Frey Jack Donovan	Bloomington, Minn. Edina, Minn. Goodhue, Minn.	Trail Boss Trail Boss Scrambler
Class D-1	Edward Sanders Robert Frey Jim Roemer	Lake City, Minn. Edina, Minn. Wabasha, Minn.	Trail Boss Trail Boss Trail Boss
Class S	Albert Warner Roger Gilbertson Jack Lane	Northfield, Minn. Red Wing, Minn. Lake City, Minn.	Sno-Pony Mini-Brute Bonnaza
Class E-1	Ed Sanders Don Mueller Carl Durbala	Lake City, Minn. Cedar Rapids, Iowa Cedar Rapids, Iowa	Trail Boss Terra Tiger Terra Tiger

Class C-3	Howard Bohnert Keith Laur	Pittsburgh, Pa. Milwaukee, Wisc.	Attex Amphicat
Class D-1	Lloyd Turner Bill Barr Richard Oker	Forsyth, Ill. Pinckneyville, Ill. Crystal Lake, Ill.	Max Terra Tiger Max
Class D-3	Dick Peckenpugh Howard Bohnert Keith Laur	Jonesboro, Ark. Glenshaw, Pa. Milwaukee, Wisc.	Hustler Attex Amphicat
Class S	Pete Gilbertson Jim Williams Dennis Feldman	Sheboygan Falls, Wisc. Sheboygan Falls, Wisc. Sheboygan Falls, Wisc.	Mini-Brute Mini-Brute Mini-Brute
Class E-1	Dick Hamlin John Little	Berkley, Mich. Stanton, Mich.	Argo Scrambler
Class E-3	Deek Scott Howard Bohnert	Wexford, Pa. Pittsburgh, Pa.	Attex Attex
Class F-1	Ken Kingsley Vernon Delap Dick Hamlin	Cromwell, Minn. Kenosha, Wisc. Berkley, Mich.	Scrambler Scrambler Argo

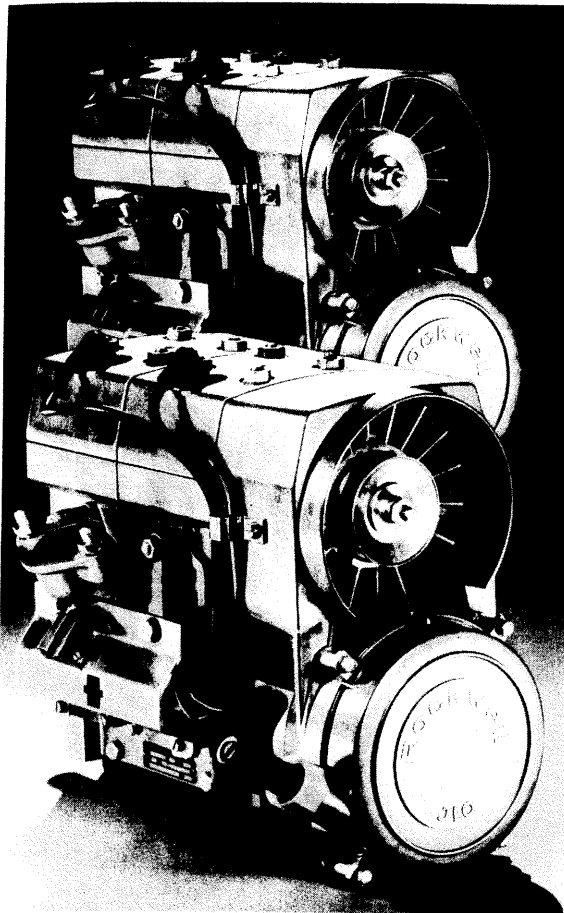
LAKE GENEVA, WISC. RALLY

Aug. 29 and 30

Class B-1	Gerald Beard Clancey Ball Darrell Sennholz	Arenzville, Ill. Latham, Ill. Kenosha, Wisc.	Terra Tiger Terra Tiger Scrambler	Class MA	Gerald Beard Clancey Ball Paul Swanston	Arenzville, Ill. Latham, Ill. Wayland, Mich.	Terra Tiger Terra Tiger Chaparral
Class B-3	Howard Bohnert	Pittsburgh, Pa.	Attex	Class MB	Scott Slonaker Keith Laur Ken Kingsley	York Haven, Pa. Milwaukee, Wisc. Cromwell, Minn.	Attex Amphicat Scrambler
Class C-1	Gerald Beard Clancey Ball Vernon Delap	Arenzville, Ill. Latham, Ill. Kenosha, Wisc.	Terra Tiger Terra Tiger Scrambler				

(Continued on following pages)

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MANUFACTURING COMPANY

ROCKWELL-JLO
the endurance engine

Class MB	Deek Scott Howard Bohnert Mike Hackett	Wexford, Pa. Glenshaw, Pa. Wolcottville, Ind.	Attex Attex Starcraft
Class MC-1	Scott Slonaker Bob Clem	York Haven, Pa. Waukegan, Ill.	Attex Scrambler
Class MC-3	Gerry Charvat Harry Walker Don Shaffer	Ligonier, Ind. Wayland, Mich. Ashtabula, Ohio	Starcraft Chaparral Starcraft
Class MD-1	Scott Slonaker David Dull	York Haven, Pa. Elkhart, Ind.	Attex Hustler
Class MD-3	Gerry Charvat Howard Bohnert	Ligonier, Ind. Glenshaw, Pa.	Starcraft Attex

GREAT VALLEY, N.Y. RALLY

Sept. 5 and 6

SATURDAY

Class B	Howard Bohnert Scott Slonaker Ernest Mills	Pittsburgh, Pa. York Haven, Pa. Philipsburg, Pa.	Attex Attex Terra Tiger
Class C	Bill Fritz David Forgas Howard Wentz	Massellan, Ohio Lewisburg, Pa. Kingsville, Ohio	Scrambler Trail Boss Scrambler
Class D	Scott Slonaker Howard Bohnert Bill Fritz	York Haven, Pa. Pittsburgh, Pa. Massellan, Ohio	Attex Attex Scrambler
Class E	Howard Bohnert Bill Kuncher George Peters	Pittsburgh, Pa. York Haven, Pa. Mill Hall, Pa.	Attex Attex Argo
Class F	Scott Slonaker Howard Bohnert	York Haven, Pa. Pittsburgh, Pa.	Attex Attex
Class S	Michael Timmons Marcel Godard Jacque Menard	Drummondville, Canada Drummondville, Canada Drummondville, Canada	Terra-Jet Terra-Jet Terra-Jet
Class MB	Howard Bohnert Scott Slonaker James Kister	Pittsburgh, Pa. York Haven, Pa. Kingsville, Ohio	Attex Attex Scrambler
Class MC	Grover Graham Howard Bohnert Rod Hadlock	Blanchard, Pa. Pittsburgh, Pa. Jefferson, Ohio	Attex Attex Scrambler
Class MD	Bill Kuncher Howard Bohnert	York Haven, Pa. Pittsburgh, Pa.	Attex Attex
Children's Event	Bob Clark George Peters, Jr. Randy Clark	Austinburg, Ohio Mill Hall, Pa. Austinburg, Ohio	Scrambler Argo Scrambler

SUNDAY

Class B	Howard Bohnert Scott Slonaker Ernest Mills	Pittsburgh, Pa. York Haven, Pa. Philipsburg, Pa.	Attex Attex Terra Tiger
Class C	David Forgas Scott Slonaker Howard Bohnert	Lewisburg, Pa. York Haven, Pa. Pittsburgh, Pa.	Trail Boss Attex Attex
Class D	Scott Slonaker David Forgas Russ Kowalchik	York Haven, Pa. Lewisburg, Pa. Bellwood, Pa.	Attex Trail Boss Argo
Class E	Scott Slonaker Howard Bohnert George Peters	York Haven, Pa. Pittsburgh, Pa. Mill Hall, Pa.	Attex Attex Argo
Class F	Howard Bohnert Scott Slonaker George Peters	Pittsburgh, Pa. York Haven, Pa. Mill Hall, Pa.	Attex Attex Argo
Class MB	Scott Slonaker Howard Bohnert John Wayman	York Haven, Pa. Pittsburgh, Pa. Jefferson, Ohio	Attex Attex Scrambler
Class MC	Howard Bohnert Scott Slonaker James Kister	Pittsburgh, Pa. York Haven, Pa. Kingsville, Ohio	Attex Attex Scrambler
Class MD	Scott Slonaker Howard Bohnert Rod Hadlock	York Haven, Pa. Pittsburgh, Pa. Jefferson, Ohio	Attex Attex Scrambler

Class MC	Dick Peckenpaugh Jim Ridgeway Curtis Krause	Jonesboro, Ark. Denver, Colo. Chicago, Ill.	Hustler Chaparral Hustler
Class MD-1	Glenn Hodges	Knoxville, Tenn.	Centipede
Class MD-3	Dick Peckenpaugh Sandy McKee Jim Ridgeway	Jonesboro, Ark. Cleveland, Ohio Denver, Colo.	Hustler Scrambler Chaparral

WAUSAU, WISC. RALLY
Sept. 12 and 13

HEAT EVENTS

Class B-1	Chancey Ball Darrell Sennholz	Latham, Ill. Kenosha, Wisc.	Terra Tiger Scrambler
Class C-1	Ken Kingsley Chancey Ball Keith Laur	Cromwell, Minn. Latham, Ill. Milwaukee, Wisc.	Scrambler Terra Tiger Amphicat
Class C-3	Rodney Welton Kerwith Eppen Dennis Bremmer	Lake Geneva, Wisc. Red Wing, Minn. Lake City, Minn.	Amphicat Scrambler Trail Boss
Class D-1	Darrell Sennholz Richard Oker Ken Kingsley	Kenosha, Wisc. Crystal Lake, Ill. Cromwell, Minn.	Scrambler Max Scrambler

FORTH WORTH, TEXAS RALLY
Sept. 12 and 13

Class A	George Blakeman Don Miller	Fort Worth, Texas Bedford, Texas	Scrambler Scrambler
Class C	Sandy McKee	Cleveland, Ohio	Scrambler
Class D-1	Charles Pike C.R. Eubanks	Texas Overland, Mo.	Terra Tiger Terra Tiger
Class D-3	Jim Middleswartz Sandy McKee Dick Peckenpaugh	Denver, Colo. Cleveland, Ohio Jonesboro, Ark.	Chaparral Scrambler Hustler
Class E	Jim Middleswartz Sandy McKee C.R. Eubanks	Denver, Colo. Cleveland, Ohio Overland, Mo.	Chaparral Scrambler Terra Tiger
Class S	Jimmy Dodrill Clark Polson Wallace Dean	Oaklahoma Texas Texas	Tri-Cart Tri-Cart Tri-Cart
Water Race	Charles Pike	Texas	Terra Tiger
Class MA	Jim Ridgeway	Denver, Colo.	Chaparral
Class MB	Jim Middleswartz Dick Peckenpaugh	Denver, Colo. Jonesboro, Ark.	Chaparral Hustler

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Class D-1	Ed Mantle Rodney Welton	Mill Hall, Pa. Lake Geneva, Wisc.	Argo Amphicat
Class D-1	Kermith Eppen	Red Wing, Minn.	Scrambler
Class E-1	Darrell Sennholz Ken Kingsley Ed Mantle	Kenosha, Wisc. Cromwell, Minn. Mill Hall, Pa.	Scrambler Scrambler Argo
Class E-1	Kermith Eppen	Red Wing, Minn.	Scrambler
Class F-1	Darrell Sennholz Ken Kingsley George Peters	Kenosha, Wisc. Cromwell, Minn. Mill Hall, Pa.	Scrambler Scrambler Argo
Class S	Pete Gilbertson James Williams Gary Vanic	Sheboygan Falls, Wisc. Sheboygan Falls, Wisc. Sheboygan Falls, Wisc.	Mini-Brute Mini-Brute Mini-Brute
Class MB-3	Keith Laur	Milwaukee, Wisc.	Amphicat
Class MB-1	Ken Kingsley Ed Mantle Richard Oker	Cromwell, Minn. Mill Hall, Pa. Crystal Lake, Ill.	Scrambler Argo Max
Class MC-1	George Peters Keith Laur Ed Mantle	Mill Hall, Pa. Milwaukee, Wisc. Mill Hall, Pa.	Argo Amphicat Argo

Class MD-1	George Peters Ed Mantle Richard Oker	Mill Hall, Pa. Mill Hall, Pa. Crystal Lake, Ill.	Argo Argo Max
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FINAL EVENTS

Class B-1	Chancey Ball Darrell Sennholz	Latham, Ill. Kenosha, Wisc.	Terra Tig Scrambl
Class C-1	Rodney Welton Kermith Eppen Chancey Ball	Lake Geneva, Wisc. Red Wing, Minn. Latham, Ill.	Amphicat Scrambl Terra Tig
Class C-1	Darrell Sennholz Ed Mantle Ralph DeFrang	Kenosha, Wisc. Mill Hall, Pa. Lake City, Minn.	Scrambl Argo Trail Bo
Class D-1	Kermith Eppen Ed Mantle Rodney Welton	Red Wing, Pa. Mill Hall, Pa. Lake Geneva, Wisc.	Scrambl Argo Amphicat
Class D-1	George Peters Lloyd Turner Glen Terrell	Mill Hall, Pa. Forsyth, Ill. Schofield, Wisc.	Argo Terra Tig Skipper
Class D-1	Darrell Sennholz Richard Oker	Kenosha, Wisc. Crystal Lake, Ill.	Scramble Max
Class E-1	George Peters Ed Mantle	Mill Hall, Pa. Mill Hall, Pa.	Argo Argo
Class E-1	Lloyd Turner Chancey Ball Ralph DeFrang	Forsyth, Ill. Latham, Ill. Lake City, Minn.	Terra Tig Terra Tig Trail Bos
Class F-1	George Peters Lloyd Turner Richard Oker	Mill Hall, Pa. Forsyth, Ill. Crystal Lake, Ill.	Argo Terra Tig Max
Class S	Pete Gilbertson James Williams Dennis Feldman	Sheboygan Falls, Wisc. Sheboygan Falls, Wisc. Sheboygan Falls, Wisc.	Mini-Brut Mini-Brut Mini-Brut
Class MB-1	Ed Mantle Richard Oker Chancey Ball	Mill Hall, Pa. Crystal Lake, Ill. Latham, Ill.	Argo Max Terra Tig
Class MC-1	Keith Laur Ed Mantle George Peters	Milwaukee, Wisc. Mill Hall, Pa. Mill Hall, Pa.	Amphicat Argo Argo
Class MD-1	Ed Mantle Richard Oker	Mill Hall, Pa. Crystal Lake, Ill.	Argo Max
20-Lap Enduro — combined classes			
Stock	George Peters	Mill Hall, Pa.	Argo
Modified	Keith Laur	Milwaukee, Wisc.	Amphicat
Children's Event			
	Lloyd Turner, Jr. George Peters, Jr. Greg Terrell	Forsyth, Ill. Mill Hall, Pa. Schofield, Wisc.	Terra Tiger Argo Amphicat

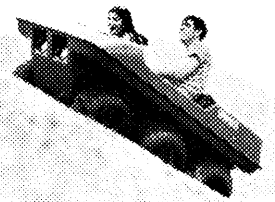
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RIBIT'S

RALLIES



DATE	LOCATION	CONTACT
Oct. 4	Blue Water Sportsman ATV Rally Port Huron, Michigan	George Salyer (313-982-2485) Jim King (313-983-1637)
Oct. 10 & 11	Hiawatha Valley ATV Association Lake City, Minnesota	Don Ludwig (612-345-3435)
Oct. 17 & 18	FIRST BIG ONE IN DEEP SOUTH Birmingham, Alabama	Russell Lowe (205-323-4072)
March 20 & 21	SECOND GREAT LAKES ATV RALLY Detroit, Michigan	Pat Begg (312-969-7880)
PERMANENT NATVA SANCTIONED TRACKS		
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)

S-2 (4-70)

Meet the NATVA staff:

*Charles P. Leach, Jr.
New Bethlehem, Pennsylvania*

EXECUTIVE SECRETARY



COORDINATOR OF ACTIVITIES

Charles "Chuck" P. Leach, born in New Bethlehem, was the person who really got the Association rolling. As president of the Jaycees in New Bethlehem in 1969, he was approached concerning the establishment of an ATV rally at New Bethlehem. Seeing the need for a National Association, "Chuck" began calling several manufacturers. Receiving a favorable response, the first meeting of the National All Terrain Vehicle Association was held on Sept. 26, 1969. Also a past state chairman of the Jaycees, "Chuck" received a bachelor of science degree in mechanical engineering from the General Motors Institute. A member of the Society of Automobile Engineering, he worked for six years in the Chevrolet Division at General Motors as a quality control engineer. "Chuck" is presently the president of LeBrand Pontiac-Buick Corporation and vice-president of the Charles P. Leach Agency, Inc. He has been in the insurance and auto business for the past four years. "Chuck" and his wife, Sonja, have just had another child last month. They have two other children.

*Ronald L. Yeany
New Bethlehem, Pennsylvania*



PUBLIC RELATIONS DIRECTOR

Ronald L. Yeany, a graduate of Redbank Valley High School in Pennsylvania, is one of the beginners of the Association. He has been an authorized dealer of ATVs for the past three years. Presently employed by the Crawford Furniture Company, Ron is a certified electrician and has much experience in the field of plumbing and heating. A member of the New Bethlehem Jaycees, Ron went to the Jaycees early in 1969 for help in building an ATV rally track. The purpose of this endeavor was to aid in the promotion of all terrain vehicles. "Chuck" Leach, then president of the Jaycees, along with help from Ron, investigated the legal aspects of starting an Association following the success of the June 25, 1969 rally at New Bethlehem. "Chuck" with Ron's help, began the Association and it has been growing ever since.

*E. J. Barney
Bloomfield Hills, Michigan*



E.J. "Bud" Barney, born in Detroit, Mich., was the man who introduced the ATV industry to the United States five years ago. Since becoming interested in the ATV in 1966, almost all of Bud's time and effort has been directed toward its success. He met Ron Beehoo in 1966 and acquired and refined the only existing ATV on the market. It was Bud who interested Borg-Warner in pioneering the body molds; and had the blind faith to go directly to the trade shows and dealers with only the raw proto-types - and sold from prototypes. In addition, Bud developed a line of accessories, set-up a factory school for training and certification of servicemen, established a known and identifiable trademark, initiated a research and development department, and fitted together a staff for carrying out specific necessary functions. Having sold Amphicat to Magna American, Bud has since been a consultant for American Rockwell and has concentrated fully on his position with NATVA. Bud attended Lawrence Institute of Technology and has continued study in architecture and engineering. He spent three years in the U.S. Air Corps. After the service, Bud joined his father in the operation of J.J. Barney, Inc. of Detroit. Bud and his wife, Marilyn, have one daughter, Deborah.

Larry L. Harmon ————— **Indianapolis, Indiana**

Larry Harmon, born in Marion, Ind., has been with the Association as National Director since April of this year. Larry's career in the "ATV World" began with Mobility Unlimited, Inc., during the summer of 1969. He held the position of Branch Manager for the Midwest Division for a year before resigning and becoming Sales Manager of the Distributor Division at Action Age, Inc., of Cleveland, Ohio. Larry has since resigned and is now with the Association on a full-time basis overseeing the rallies, rules and regulations, and the safety committee. A graduate of schools in Marion and a veteran of the U.S. Army, Larry is a graduate of Butler University where he studied marketing. Larry and his wife, Mary, are expecting their first child in April.

John Lambert ————— **Manchester, New Hampshire**

John Lambert, born in Waterbury, Conn., attended various schools in Massachusetts and New Hampshire. At the University of New Hampshire and New York University, John specialized in a marketing curriculum. A U.S. Navy veteran, John has held several positions, among them being Regional Director for Bio-Dynamics, Inc., of Indianapolis; Sales Manager, Medical Financial Corporation, Inc., also in Indianapolis; and Branch Manager for Mobility Unlimited, Inc., in Manchester. John began with the Association back in November 1969. In addition to advertising and promotion responsibilities, John was the National Director until Larry Harmon took over the position. John, his wife and their two children make their home in Chester, N.H.

Robert Phinney ————— **Plaistow, New Hampshire**

Robert D. Phinney, 41, born in Haverhill, Mass., attended and graduated from Haverhill elementary schools. Bob also graduated with high honors from the printing department of Haverhill Trade School. Bob attended Northeastern University, Boston, Mass., where he studied journalism. A veteran of the Korean Conflict with the U.S. Air Force, Bob was editor of the Eighth Air Force newspaper at Carswell AFB at Fort Worth, Texas. Following his service, he was employed as a reporter and journeyman typographer on five New England daily newspapers before starting his own publishing business in 1961. Bob is the founder, editor and publisher of the Plaistow (N.H.) News and the Salem (N.H.) Observer. Bob is the president and treasurer of Castle Publications (which publishes ATV WORLD in cooperation with NATVA); and president of Castle Graphics (job printing company) as well as chairman of the board for CSC Services Company. Bob and his wife, Claire have three children.

George L. Eldridge ————— **Plaistow, New Hampshire**

George L. Eldridge, born in Boston, Mass., is the newest member to the staff. As a professional journalist, George was hired for make-up--layout, photography, and his writing abilities. A seven-year veteran of the U.S. Navy, George began his journalism career while in Vietnam in 1965. He has worked for several newspapers, magazines and radio stations since that time. Some of the areas of journalism covered by him include announcing, KCCN Radio, Honolulu, Hawaii; newsman and announcer, WCAP, Lowell, Mass.; editor, Salem Observer, Salem, N.H.; and news reporter and photographer for the Lawrence Eagle-Tribune, Lawrence, Mass., plus many others. Stories by George have appeared in news media across the country. He has achieved seven magazine covers, military and civilian, with his photography. A graduate of Brewster Academy in New Hampshire, George studied off-duty courses at William and Mary College in Virginia, and achieved a one-year college equivalency while in the Navy. George and his daughter, Jean, live in Salem, N.H.

NATIONAL DIRECTOR



ADVERTISING AND PROMOTION

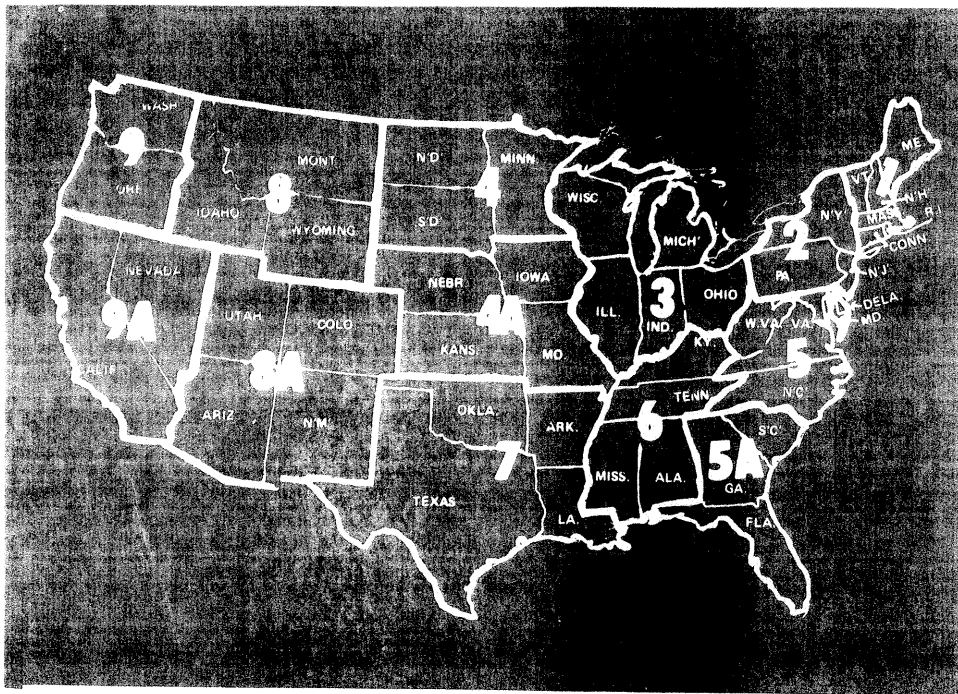


EDITOR OF ATV WORLD



ASSOCIATE EDITOR OF ATV WORLD





THE

REGIONAL

REPORTS



REGION 1

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

Larry is now in the process of planning two rallies in his region. Watch this section of ATV WORLD for further developments.



REGION 2

*Charles Baldwin
Reed Road
Pennington, New Jersey*

If you have never been to Atlantic City or along the renowned Boardwalk, now may be your chance. Charlie is amidst plans of setting up a rally for Nov. 21 and 22 at the spot where a beautiful "Miss America" is crowned every year. We're sure the ATVs won't attract whistles, but we can sure show them somethings more exciting than even a "Miss America" pageant!



REGION 3

*Pat Begg
c/o Sun and Snow, Inc.
215 Ogden Avenue
Westmont, Illinois*

Almost everyone knows Pat. He seems to be one of the busiest people around. He is now extending a welcome to fans and their families to Norwalk, Ohio on Sept. 26 and 27. He is presently planning a Region 3 Championship on Oct. 24 and 25 at Lisle, Ill.

REGION 4

*Stan Engan
404 Washington
Northfield, Minnesota*

Stan is the newest regional director for NATVA and seems to be a real enthusiast for our industry. Let's all get in line and support him at the events which will be coming up in his region.

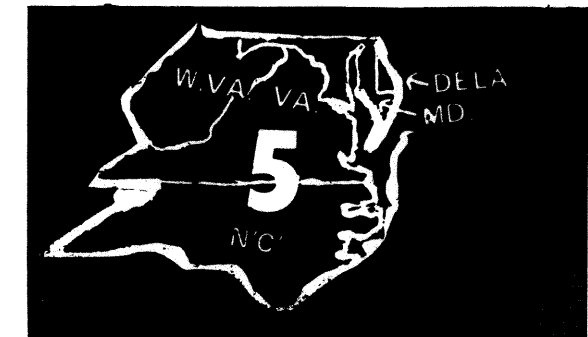
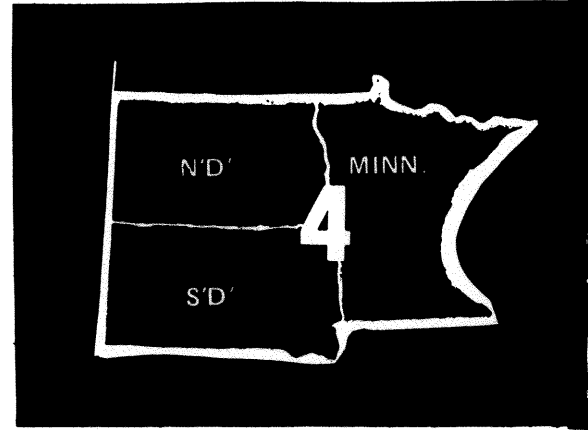
REGION 4A

*Jeff Kell
1280 Cerro Drive
Debuque, Iowa*

After Jeff's first rally last month, he is now busy with plans for Region 4A's Regional Rally. Watch for more of his plans for that rally.

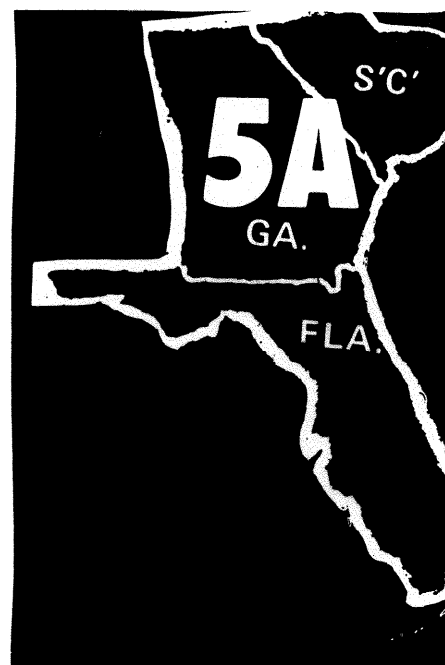
REGION 5

NO REGIONAL DIRECTOR



REGION 5A

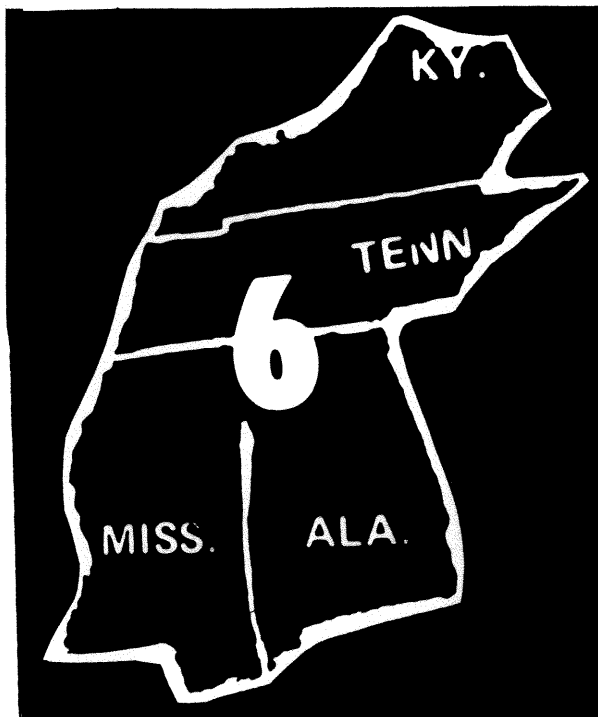
NO REGIONAL DIRECTOR



REGION 6

NO REGIONAL DIRECTOR

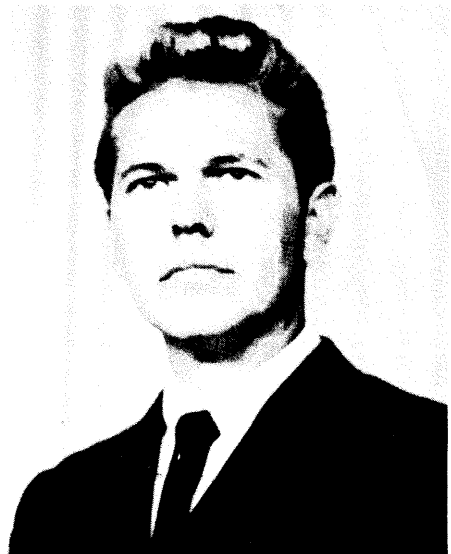
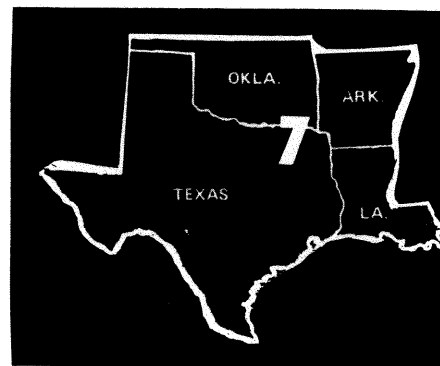
Although we presently have no regional director for this region, NATVA extends its welcome for everyone to come to Birmingham, Ala., on Oct. 17 and 18. This is the first rally in the deep south. Let's go and see some of that famed southern hospitality.



REGION 7

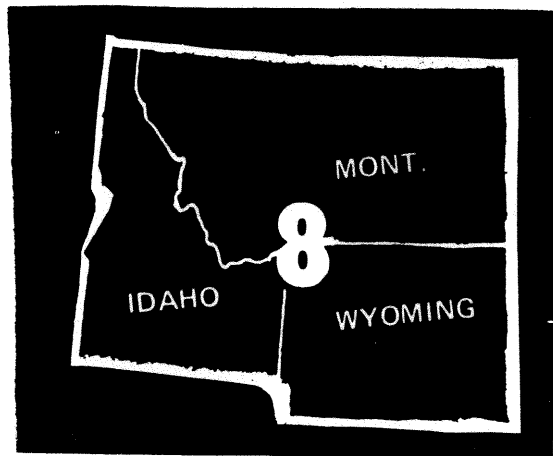
William McCaughn
1211 Tony Drive
Jonesboro, Arkansas

Bill has handled his first rally in Fort Worth and a good job, too. Let him know you enjoyed it and that you want more rallies in his region. We're sure he would enjoy hearing from you.



REGION 8

NO REGIONAL DIRECTOR



REGION 8A

Jack Sheahan
5440 West Osborn
Phoenix, Arizona

Jack really has something big up his sleeve by way of showing the country that ATV families are the best. Curious? Well, be sure to watch this section, and soon you shall see exactly how big. We feel Jack will give us all the chance to stand up and be counted!



REGION 9

Jim LeMarche
2045 Coventry Way
Eugene, Oregon

Preparations are now underway for a rally in Spokane, Wash., which should prove to be a really big "shew." Jim will keep us all posted on any new developments in the Great Northwest.



REGION 9A

NO REGIONAL DIRECTOR

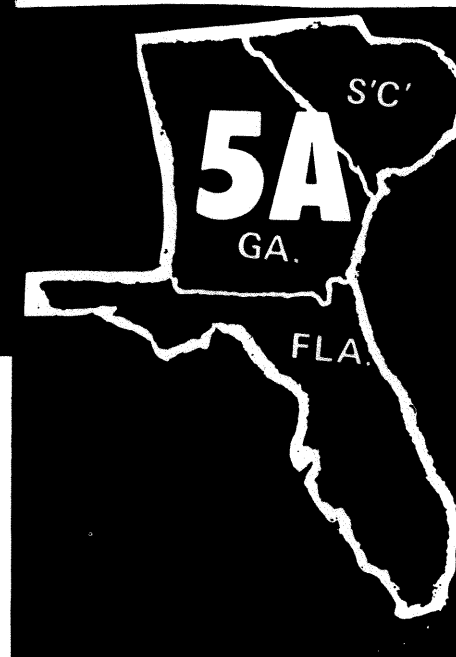
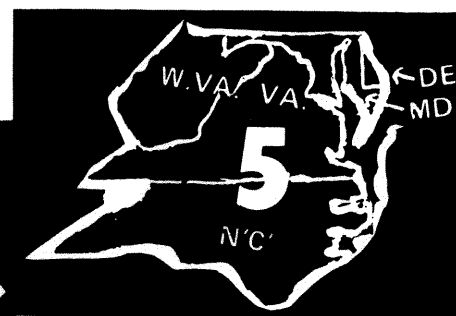
We also do not presently have a director in this region, but as this magazine goes to press, the first rally to be held in California is being held at Big Bear Lake. For those of you who went, let us hear what you thought of it. We're sure to have more of the same (and even bigger) in this region, and maybe we'll all have the chance to make it to the West Coast yet!



WANTED

FIVE

National All Terrain Vehicle Association REGIONAL DIRECTORS



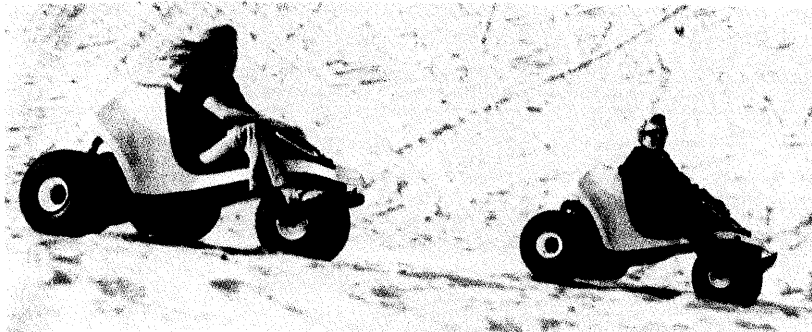
Five regions currently open. Any interested parties contact:

Larry Harmon

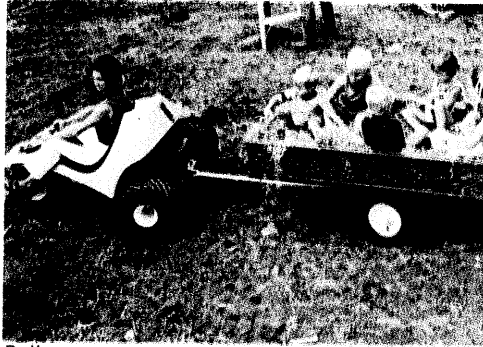
National Director

9133 Bourbon St.

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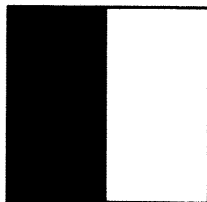
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