



If all you want is a motorcycle, don't buy a BMW.

There are plenty of different makes of motorcycles around. And you can probably think up dozens of reasons to buy a number of them. But there's only one reason to buy a BMW. And that one is that you won't settle for anything less than the greatest machine that ever travelled the highways of God's entire green earth.

If you haven't got your heart set on a BMW, you haven't ridden one. Once you do, nothing else will do. Because there just isn't anything else

that can give you so much surging power combined with efficiency, reliability and quiet. And there's nothing that can match a BMW for road-holding and handling, either.

As for craftsmanship, that's what the Bavarian Motor Works is famous for. Talk about superb engineering. Just one example: A BMW is completely run by finely-matched gears. No chains. Transmission, drive shaft, even camshaft, magneto and oil pump are all gear-driven.

Of course, there's no law that says you have to have this kind of perfection in a motorcycle. But if you want the best, buy a BMW. Because a BMW, and only a BMW, can give it to you.

See your nearest authorized BMW dealer, or for information write to: East: Butler & Smith, Inc., 160 W. 83 St., New York, N.Y. 10024. West: The Flanders Co., 200 W. Walnut St., Pasadena, Calif. 91103. Canada: BMW Motorcycle Distributors, 3335 Yonge St., Toronto 12, Ontario.

Bavarian Motor Works

