

How Sharp a Horse Power Trader are you?

1. Do you think your motorcycle is good enough to trade
- (a) with your regular dealer?
 - (b) with a more distant dealer?
 - (c) with no dealer?
 - (d) with no one?

2. Do you think now is the right time for trading because the dealer
- (a) has more money?
 - (b) needs more money?
 - (c) needs more used motorcycles for the riding season?
 - (d) feels good and wants to do you a favor?

3. Do you think sprucing up your motorcycle is worthwhile because
- (a) it will strengthen your bargaining position?
 - (b) it will show tender-loving care?
 - (c) a few hours of exercise will do you good?
 - (d) you want to finish up that old wax can?

4. What do you think is the most important consideration in selecting your next motorcycle?

- (a) color?
- (b) trade-in allowance?
- (c) horse power?
- (d) quality?
- (e) after-sale service?
- (f) future trade-in value?

Precisely. That's why so many expert motorcyclists trade for BMWs.

BMW's are clean, economical, quiet, and vibration-free — even at high cruising speeds.

BMW's have won an unparalleled sequence of world championships.

BMW motorcycle owners, through their dealers, receive maximum factory support.

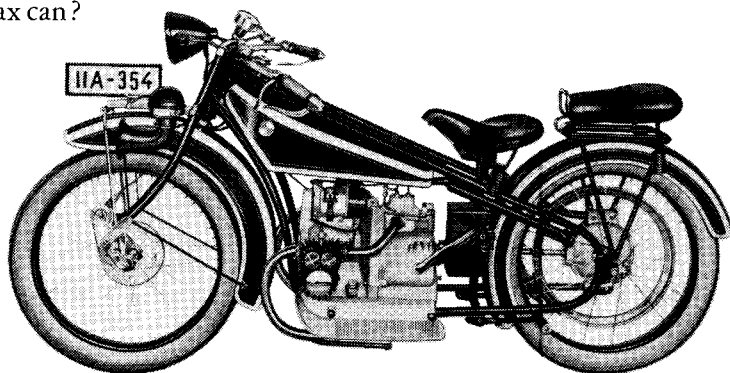
BMW has an unbroken history of engineering leadership and

high-quality production of motorcycles since 1923.

We know there are a lot of elderly motorcycles around, many of them BMWs. BMW's last so long.

If you are an astute Horse Power Trader and you own a BMW R 32, try this one:

Butler & Smith will trade you a brand new BMW for your veteran BMW R 32. It will cost you nothing, and we will even throw in a good dinner for two. The BMW R 32 does *not* have to be in perfect condition, it does *not* have to be spruced up. We will trade it even-steven for a new BMW Twin. Fair enough?



BMW Model R 32, 500 cc twin, the sensation of 1923. The world's most famous motorcycle. It has horizontally opposed cylinders and a shaft drive.

BUTLER & SMITH, INC., 160 West 83rd Street, New York, N.Y. 10024

FLANDERS COMPANY, 200 West Walnut Street, Pasadena, Calif. 91103



I want to take you up on your offer to trade my BMW R 32 Its engine number is _____

I want to talk to a BMW dealer, and I want to be prepared. Please send me detailed information on

BMW R 50 BMW R 60 BMW R 69S

I now own a _____ (make) _____ (model)

_____ (year)

Name _____

Address _____

City _____ State _____ Zip _____