

TRIUMPHS are competitively priced.
Give you TOP VALUE for every dollar spent.
Trade-in value is highest in the field.





POWER

at a flick of the wrist!

TRIUMPHS give you safe speed, steady, smooth

— even under poor road conditions.

The famed OHV vertical twin TRIUMPH engines give power you need — WHEN you need it. Add up to PERFORMANCE unequaled by any other motorcycle.

The reason for the popularity of our sport. The versatile TRIUMPHS have a high FUN-ratio, for town or country, road or cross-country fun. When you mount a TRIUMPH, you'll experience the feeling of pride that comes to all those who own and ride the

One of the reasons TRIUMPH is world-famous.

THE WORLD'S BEST MOTORCYCLE

"Stretches gas a mile."
Lightweight Cubs average up to 75 m.p.g.

— OHV twins, up to 60 m.p.g.

LAST thing buyers think of—
FIRST thing they need.
TRIUMPH service ranks foremost in the nation.
Coast-to-coast dealer network
— with factory-trained mechanics—
carries full stock of parts and accessories.
Keeps you on the road, where you want to be.







ACT NOW.

See your TRIUMPH dealer for a test-ride on a "SIZZLING '60 TRIUMPH."