is cycling just with you or

a little thing are you serious?

It happens to every guy who gets some kicks on two-wheelers. You reach the point where you've either got enough bike or you've got to get more. Where just crawling down a highway isn't the end. Or where you get the itch to turn off the road and tear through the tall grass. If you're happy with what you've got, amen. If you're not, this is when you'll start getting hungry for the Triumph. Any Triumph that will go where you want to go. From the Trophy 250 to the Bonneville 650 Twin. Whichever Triumph you pick, it'll be a top bike wherever you ride it. That's the way it is with the Triumph. When you get serious about cycling, you'll know what we mean. Make this the year you Triumph. See your Triumph dealer. Or write for our new catalog: Triumph West, P.O. Box 275, Duarte, Calif. 91010. Or Triumph East, P.O. Box 6790, Baltimore, Md. 21204.