



**If you plan to buy the Triumph,
we hope you like crowds.**

Just sitting there, the Triumph is pretty attractive to people. Clean, slim lines that always look a little impatient to get moving. Slim, functional beauty with no ugly gingerbread popping out all over the place. Just sitting there, the Triumph is exciting. But the

Triumph wasn't built for sitting. Beneath all that beauty is a tough 2-piece frame that's a masterpiece of strength and lightness. With scads of engineering wonders, like a front brake with *real* air scoops and air outlets, plus precisely-adjustable, twin-cam actua-

tion. And an engine that responds like your best friend. The Triumph is built to take anything you put to it . . . and give a throaty roar back for more. That's why the Triumph is a bike to move up to. After you ride into the Sunset, they'll all be asking who you were.

Leave it all behind on **THE TRIUMPH**

Get our new color catalog at your Triumph dealer (see Yellow Pages). Or send 25c for catalog and Triumph decal to:
Triumph • West, Dept. M03, P.O. Box 275, Duarte, Calif. 91010. Or Triumph • East, Dept. M03, P.O. Box 6790, Baltimore, Md. 21204