

The Dune Cycle Owners Group



RECREATIONAL DEALER NEWS



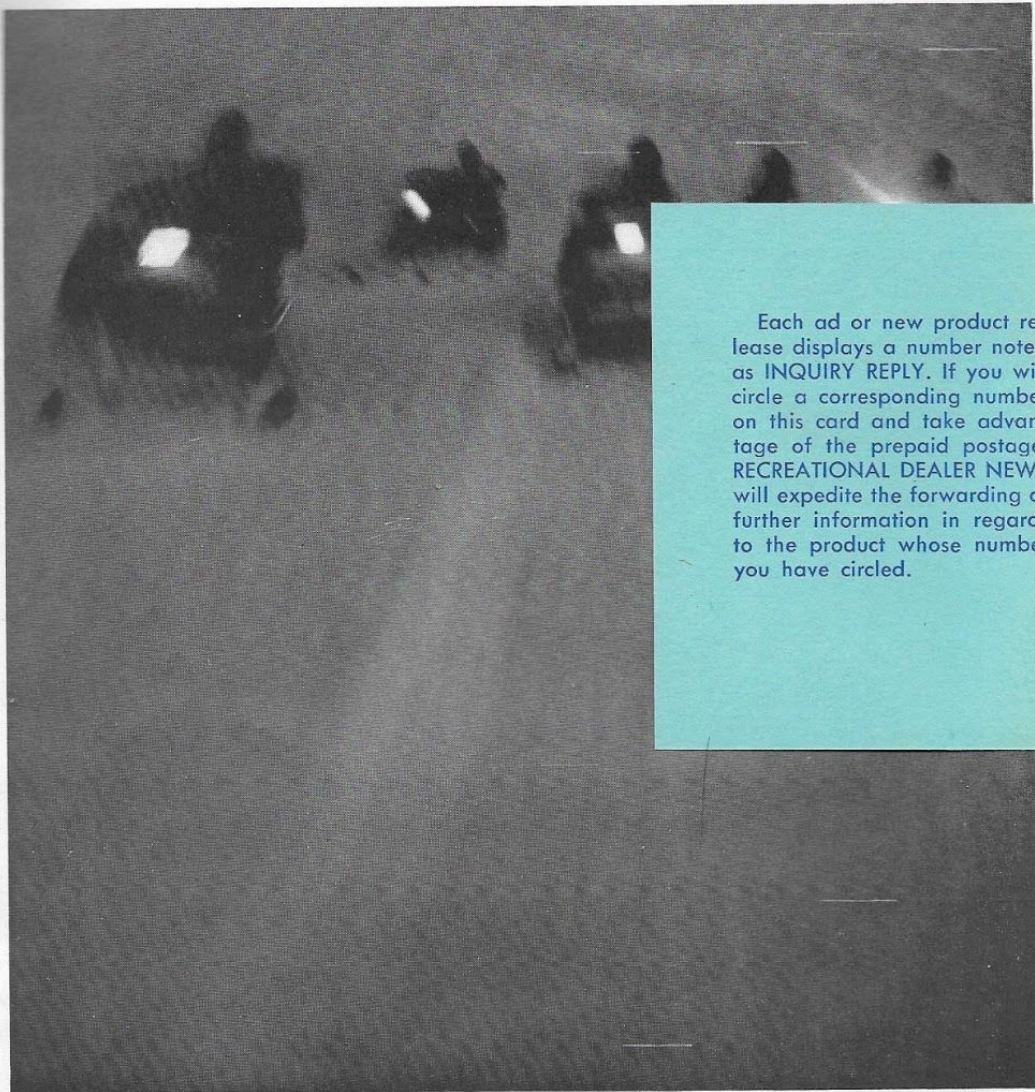
VOICE OF THE RECREATIONAL VEHICLE DEALER

OCTOBER, 1970



SONNY ANGEL MOTORCYCLES
34 E. 18TH ST
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LAND USAGE: NEW HOPE FOR TROUBLED MINI-BIKE DEALERS
DO YOU TAKE PLASTIC MONEY? ARE YOU RALLY READY?
MINI-BIKE RACING IS THEIR BAG



Each ad or new product release displays a number noted as INQUIRY REPLY. If you will circle a corresponding number on this card and take advantage of the prepaid postage, RECREATIONAL DEALER NEWS will expedite the forwarding of further information in regards to the product whose number you have circled.

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Ski-Doo.

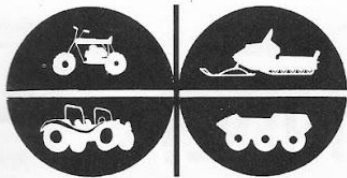
Each year, the makers of Ski-Doo come through with more innovations than any other. You see them in more advanced styling, more models, better performance.

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INQUIRY REPLY 901

at Bombardier, **ski-doo*** is more than a machine



VOLUME 2 / No. 9 / OCTOBER, 1970

RECREATIONAL DEALER NEWS

Combined With DEALER'S VOICE
& SNOWMOBILE DEALER NEWS

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RECREATIONAL DEALER NEWS

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OCTOBER, 1970



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EDITORIAL:

DON'T JUST STAND THERE!

By Paul Ditzel, Editor

THIS MONTH, the anniversary of The Great Chicago Fire, we are reminded of the story of how Mrs. Catherine O'Leary was milking when her cantankerous cow kicked over a lantern. Like many of history's cherished legends, this one is pure balderdash. What did happen, as official investigations brought out, was that Mrs. O'Leary had been in bed and asleep for three hours before the fire started. What caused it is unknown—perhaps lightning, arson, or spontaneous combustion in a load of timothy hay delivered to the barn that Sunday afternoon, Oct. 8th, 1871.

A major reason the small fire blossomed into one of the worst conflagrations of modern time was that everybody watched the fire spread while doing little to stop it. Most complained the city fire department was slow in becoming aware of the situation. Some neighbors did attack the fire, but their individual efforts were futile. Lack of an organized approach to the steadily worsening problem resulted in confusion. Soon the city was in flames.

There are appropriate parallels today in the recreational vehicle industry which, for the most part, seems to have lacked an organized approach to the problem of restrictive off-street riding laws. Because of these laws and feeble responses from those in the industry who are in the best position to react, the RV dealer's business may soon be in flames.

Dr. Diana R. Dunn, research director for the National Recreation and Park Association, advances the theory that RVs are living on borrowed time. Writing in the July, 1970, issue of *Parks & Recreation*, Dr. Dunn advances 10 "manager strategies" for recreation and parks officials "tired of reacting" to the RV problem. Among them: "Discourage proliferation of motorized recreation vehicle sales by prohibiting use rather than entering into short-term compromise agreements which mislead buyers into a false sense of land supply security."

Whether the RV industry is living on borrowed time or whether it will rise to a new level of statesmanship it has not altogether demonstrated up to now, will depend upon many things. Will dealers and industry leaders, for example, continue to do little more than complain, as Chicagoans did the night of the fire, that public agencies are slow in becoming aware of positive solutions? Will individual efforts prove futile?

We spoke this week with peppery Tom Cosgrove, owner of a Lomita, Calif., mini-bike and motorcycle dealership. He told of his frustrations in attempting to organize area dealers into a group which could close the communications gap between city and county leaders who, for the most part, are not aware that restrictive off-street ordinances are but a half-way measure and, by themselves, may be doomed to failure if they are the only

solution offered. (See "New Hope for Troubled Mini-bike Dealers," page 14). Tom invested more than \$300 in renting an auditorium and inviting dealers and enthusiasts to join him in meeting the problem. He signed up only about three dealers.

While dealer lethargy experienced by Cosgrove is not exactly unique, *Recreational Dealer News* has every reason to feel confident that there exists a groundswell of industry concern that can be welded into organized efforts in every state. Reaction to the continuing series of land use articles suggesting positive solutions and published in this magazine and its brother publication, *Motorcycle Dealer News*, has been the most overwhelming in the history of the parent William/Lawrence Corporation.

RDN and MDN articles or excerpts have been widely reprinted in other publications, including Mini Bike Guide. Dealers, government and recreational officials and industry leaders have requested reprints. Not individual copies, but in bulk quantities. The July and August issues of RDN are now collector's items. No extra copies are available.

The Los Angeles Police Department has asked RDN staffers to assist in planning positive solutions, namely encouragement of public and private riding areas for RV enthusiasts. One of the nation's foremost recreation experts excerpted RDN's land use material in an address before a national convention of recreation and parks officials. He told us he found it difficult to believe the tremendous interest in RVs cited in RDN and took the trouble to double-check our sources. In every case, he said, RDN statements proved to be not only accurate, but informative to recreation and parks officials.

In still another example of the power of presenting the forthright case for the RV dealer and industry, sections of RDN's land use articles are being reproduced in a major report to be presented next month to Los Angeles City Councilmen and the Los Angeles County Board of Supervisors. An additional example of how RDN's land use series has captured reader interest is shown by comparing reader responses. In August, 1969, this magazine tallied 38 returns. The August 1970, issue brought 1500 dealer replies.

Pleasing as this response is, we cite these examples not so much from pride, but by way of illustrating that the single voice, go-it-alone approach cannot work in the RV industry any more than it does in any other. Arguments that the dealers and industry does not have time to work together are incredibly naive. RV dealers certainly are no busier than General Motors dealers and

Continued on Page 26

RECREATIONAL DEALER NEWS



PLASTIC MONEY

**WILL THE USE OF
CREDIT CARDS
INCREASE YOUR
BUSINESS?
BANKERS SAY IT'S
UP TO YOU.**

THE DOLLAR BILL is shrinking not only in value but in size as those two-by-three inch plastic charge cards bulge from wallets which used to hold cash.

Credit officials estimate there are more than 50 million card-carrying members of the cashless society in the United States. Assistant Vice President Ron Robertson of United California Bank's Master Charge, one of the nation's two largest card-issuers, tells California retailers that, "one of every two persons walking past your store carries some type of charge card."

If most recreational vehicle dealers agree that customer credit is essential, they are by no means unanimous in their opinion of the value of accepting plastic money. Whether cards boost sales, or are a necessary evil is a subject of considerable debate among RV equipment dealers.

Mrs. Joy Lamborn, owner of Delta Pit Stop, a mini-bike dealership in Van Nuys, Calif., where Master Charge and BankAmericard are offered, says, "They have increased our sales by about 10%." She estimates about 20 of every 100 customers charge purchases: most often parts, repairs, and "an occasional mini-bike."

George Rendahl, owner of the Buddy Sales stores in Reseda and Ventura, Calif., dealers in communications equipment to dune buggy buffs and other radio enthusiasts, says, "Bank cards are the greatest things that have come along for the small retailer." He estimates that up to 75 customers a month charge their purchases on the

Master Charge or BankAmericard plans he offers. "They are especially helpful on large ticket items. I would guess that I realized about \$75,000 additional in total sales last year at both stores thru these plans. These are sales I doubt I would have otherwise made."

In nearby Chatsworth, however, mini-bike dealer Dick Raczuk of Kendick Engineering does not display emblems of either of the two bank cards he will accept and says he discourages customers from using them. "I turn down customers who ask to put small purchases on a card," says Raczuk. "I explain that the banks charge me money to do business that way. If the purchase is a substantial one, I'll accept the card." Raczuk estimates only about 5% of his customers charge purchases or repairs with plastic money.

Lloyd Ewalt, owner of Lloyd's Mini-bikes in Mission Hills, Calif., generally agrees with Raczuk. "The bank charges me 4% everytime one of my customers uses one of the cards. It's ridiculous that I have to pay the bank \$8 for a \$200 mini-bike sale. The bank says they're helping me to provide a service to my customers, but I say I'm bringing business into that bank—and at the 18% a year interest they'll charge my customers."

Dune buggy equipment dealer Mike Hubert, owner of California Off-Road Equipment, Van Nuys, has mixed feelings about plastic money. "I can't say these bank cards have increased business. Only about one out of 100 customers uses one. But they do make it convenient for my customers to charge high ticket items such as wheels, tires, and some accessories." Hubert says he works on a 35-40% markup. When I discount some items 10-25% and, on top of that, pay a 3-4% discount to a bank for

honoring their card, I'm beginning to cut pretty deeply into my profits."

Many RV dealers say the bulk of their clientele pays cash. "Most of my customers know what they want before they come in," says Raczuk. "I don't have many impulse sales." Hubert adds he rarely makes an impulse sale, either. "My customers know what they want when they come in to buy that goodie for their buggy. They will save up for it rather than put it on a charge card."

Bank officials reply that a dealer's experience with charge cards—and his attitude toward them—largely depends upon his willingness to merchandise the availability of credit. They say that acceptance of plastic money builds floor traffic and puts the small businessman—especially mini-bike dealers—on a more competitive basis with larger retailers and discount stores which not only offer credit but promote it.

They cite studies showing that the most successful retailers are those who effectively merchandise credit as strongly as they use displays, advertising, and other sales-building tools. One of the nation's largest department store chains, for example, says 40% of its sales are on credit.

UCB Assistant Vice President Robertson quotes a supermarket study which showed that the average sale thru plastic money was \$18, while individual cash sales averaged only \$5. Similarly, he says, restaurant studies indicate diners tend to order more expensive lunches and dinners (and leave higher tips, too) when payment is made by credit card.

While some RV dealers might question the validity of drawing similarities between their stores and chain,

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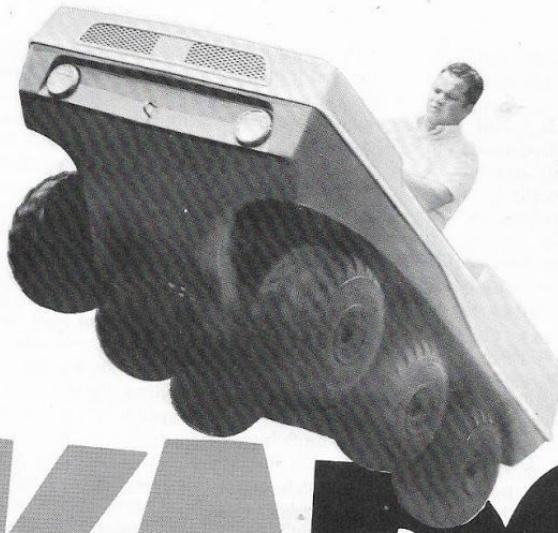


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INQUIRY REPLY 904



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with a program
to assure fast sales

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Local advertising will be backed by a national consumer campaign, zeroing in on your market through media that reaches the potential ATV buyer.

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Rush You Complete Information on a
KADOO Dealership.*

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IMP



OCTOBER, 1970

INQUIRY REPLY 905

7

supermarket, and restaurant operations, there are basic principles which can help a small businessman squeeze more profits from plastic money.

For most dealers, enrollment starts with a visit to a branch bank where he fills out an application similar to that required prior to opening a checking account. In addition to opening an account, he is generally required to sign an agreement that he will not pass along the service charge—a euphemism for the bank's fee—which ranges upwards from 1-4%—to the customer. Some banks charge a \$25 setup fee. Imprinter rentals are around \$5 annually. Often as not, one imprinter will accept several types of bank cards.

A Bank of America spokesman points out some of the advantages to dealers who enroll in these plans. They include immediate credit, upon deposit, for the purchase. This credit is instantly added to the merchant's account. The discount at some banks is not charged until the end of the regular statement period when it is computer-calculated. Banks, moreover, assume full responsibility for collection. "Often," says a BofA prospectus, "The discount the dealer pays to the bank is less expensive than would be the cost of handling his own credit."

All plans boast that plastic money offers a safeguard against bad checks. This feature is especially attractive to snowmobile dealers in resort areas. When a weekend enthusiast needs repair service or decides to purchase new or replacement clothing, his plastic money comes in handy. The snowmobile dealer, in turn, avoids the worry of accepting a check drawn upon a city bank many miles away.

A dealer who joins a bank plan is likely to be disappointed if his promotion of credit availability stops when he affixes a bank card decal in his window. Gripes of such dealers who complain that credit sales do not increase and that customers continue to pay cash are old hat to banking officials. They agree that the cash customer is best, but speculate on how much that dealer's business could increase if he promoted credit.

Money experts agree the toughest customer to sell is the cash customer. They offer no explanation, but suggest that the reason probably has to do with a psychological reluctance, or feeling of guilt, caused by parting with cash. There is an intimacy about cash that ersatz money does not have. Credit purchases can arouse guilt, too, but that problem is one the customer is likely to avoid facing until he gets his first billing. By then he's convinced himself that he did right when he bought that snowmobile suit, dune buggy steering wheel, or mini-bike.

UCB's Robertson puts it another way. "People are hesitant to ask if the dealer offers credit. Many of them won't enter a store because of this reluctance." (Psychologists might explain this hesitancy as a fear that a request for credit would indicate a personal weakness and perhaps a fear of being turned down, sometimes despite his knowledge that he enjoys excellent credit ratings.)

Robertson says that bank cards help to establish customer loyalty to dealers honoring them. "It becomes fixed in the customer's mind that the card makes it convenient for him to shop in that store. That \$3 item the recreational vehicle dealer sells today on the bank card may result in a sale later on of more expensive items,

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INQUIRY REPLY 906

until the customer depends upon that one dealer as his single source of supply, whether it be a mini-bike, snowmobile, dune buggy, or ATV equipment and repairs."

Along with other experts in how to properly merchandise credit, Robertson says a dealer must do more than show the emblem in his window. Most interviewed put, at the head of the list, a recommendation that dealers should promote credit buying at the point-of-sale.

In addition to indoor and outdoor signs, banners, and door mats, plans offer small signs which should be placed on or near cash registers and those points in the store where sales are finalized. Both major bank plans offers dealers a postcard-size sign for application to cash registers.

Many enterprising RV dealers place credit availability promotion material on or near merchandise. These can be easily removed stickers. Master Charge, for example, offers recreational vehicle dealers and others a tire rack display stand. The display kit includes a tire insert sign and a metal base with the Master Charge emblem printed in two colors on both sides. The tire insert is a circular, die-cut metal sheet with tabs to hold it in place inside the tire. The sign also reads, "Charge tires now!" in red on a white background.

The same bank plan also makes name badges available for store personnel. One type is a pen-and-pencil holder for shirt pocket wear. The employee writes his name on it directly above the Master Charge logo. This merchandising aid accomplishes two purposes: Easy recognition by customers who are subtly made to feel they can talk to personnel by name and thus lead to a first-name relationship, one of the basic objectives of sound retail-

ing. Secondly, the customer is aware, without having to ask or personnel being forced to make a point of it, that instant credit is available.

Bank card officials also stress that store managers should make certain employees are familiar with operation of imprinters, the toll free telephone number of the bank authorization center where customer floor limits can quickly be checked, and how to properly prepare sales drafts. Some dealers have learned to their dismay that employee ignorance of store floor limits or slipshod handling of sales drafts, especially involving expired or cancelled cards, can result in problems.

Credit should also be advertised, either as stuffers when mailing notices of sales to customers, or in Yellow Book listings. Bank experience has found that many customers look in the Yellow Pages and give priority preference, when shopping, to those displaying a plastic money emblem.

Some dealers put bank card plans to other purposes in planning their operations. "We keep our Master Charge credit separate from the store account," says Mrs. Lam-born of Delta Pit Stop. "It often comes in handy for paying quarterly sales taxes and we sometimes let it accumulate to help us purchase Christmas merchandise." Similarly, California Off-Road Equipment's Hubert says his firm uses the accumulated Master Charge credits as a cash reserve.

Although interviews of recreational vehicle dealers brought out some dissatisfaction with plastic money, none indicated they were planning to drop out of such plans, a firm indication that, like it or not, plastic money is here to stay.

—Paul Ditzel

"MINI BIKE"

DEALERS

SEND FOR
PARTS
CATALOG

INQUIRY REPLY 907

ROUTE 66
OCTOBER, 1970

SHOEMAKER MOTOR SPORTS

FORD CITY, PA. 16226

PHONE (412) 762-1571

are you rally ready?

SUCCESSFUL football coaches and recreational vehicle dealers have at least one thing in common: Both program their games prior to the event.

The game plan for an ATV dealer who is sponsoring a rally should reflect his evaluation of what types of events will provide the most pleasure for his customers. That evaluation depends upon their relative skills, together with provision for games which will hold direct appeal to children and

others less-experienced in handling an ATV.

Dealers with rally experience usually agree that it is best to start with a fairly simple game and proceed, by stages, into more complex games requiring greater driving skills. The final game of the rally should be one with excitement and suspense that provides a fitting climax to the day. If properly selected and staged, this game plan will whet your customers' appetites

for the next rally. Many dealers, for example, schedule Broom Hockey as the grand finale for their rallies.

The number of games scheduled will, of course, depend upon the duration of the rally, but it's a good idea to refrain from trying to play every game described below. There's always the future rally to consider and thus your customers will have an additional reason for joining your next event.

Attex Dealers Harvey Neville and



James Ford of Recreation Vehicles and Supplies, Van Nuys, Calif., scheduled around half-a-dozen games at their first rally. Future rallies, they say, will be based upon repeats of the games which provided the most thrills at their initial rally.

For large rallies, it's a good idea to plan elimination heats leading up to the grand prize winner. Many dealers foresee the time when ATV popularity reaches the point where organ-



ATV GAMES: Contestants above test their driving skills in "Merry-Go-Round" Game. Driver at left negotiates slalom course, while Broom Hockey contestants battle it out below.

ized rallies will be held among dealers and competition will be structured along the lines of total point systems during a league year.

Rally-wise dealers draw a time schedule for games, but allow for flexibility. They make certain games start on time and that the program keeps moving so as to avoid time lags between games. Pre-planning also insures that the proper paraphernalia is on hand.

In the game descriptions that follow, necessary equipment includes balls ranging in size from golf balls

Continued on Page 22

OCTOBER, 1970



showroom report



MANX SR combines sports coupe styling with off-road reliability. The fiberglass kit bolts onto VW pan. Write: B. F. Meyers & Co., Dept. RDN, Box 8266, Fountain Valley, Calif. 92708.

Inquiry Reply 940

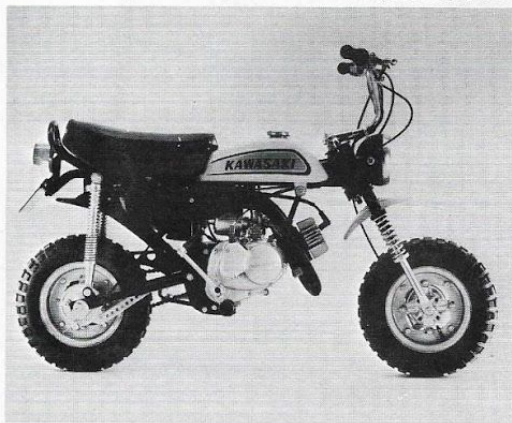


KADOO is powered by a 20 hp, 2-cycle Kohler engine and travels over 30 mph on land, and 3 mph on water. Retail for under \$1,600 with plenty of profit packed into that price. For complete information on a Kadoo dealership, write: IMP, Dept. RDN, P.O. Box 321, Iola, Kansas 66749.

Inquiry Reply 937

DYNA-MITE is a 75cc, 2-cycle mini-bike, that develops 5 hp at 6000 rpm. Top speed is 40 mph. It has a 3-speed transmission with an automatic centrifugal clutch. Suspension at both front and rear, and it weighs only 121 pounds, and folding handlebars make it compact enough to fit in the trunk of a car. Kawasaki Motors Corp. has complete details at Dept. RDN, 1062 McGraw Ave., Santa Ana, Calif. 92705.

Inquiry Reply 931



SNOCOUPÉ for '71 features side-by-side seating, sliding, removable canopy, leveller suspension system, coil spring shock absorbers, padded interiors, defrosting vents, built-in roll bar, and an optional heater. There is a choice of three engine sizes: 436cc, 488cc, or 744 cc. Color brochure is available from Innovar, Inc., Dept. RDN, Box 874, Dunnell, Minn. 56217.

Inquiry Reply 933





AMPHICAT, designed to power its way over any terrain, now pulls along a new, amphibious Amphipup trailer. It has nearly 37 cubic feet of space and will carry 400 lbs. Wheels are convertible to skis. Vehicle and trailer information is available thru Beehoo Industries, Ltd., Dept. RDN, Old Station Rd., Streetsville, Ontario.

Inquiry Reply 934



Would you believe a MIDI-CYCLE? Weighing just over 100 lbs., the 100cc 5-speed bike sits on 16" rims, with rear swinging arm suspension, and Ceriani type forks with over 6" of travel. Bonanza Industries, Inc., manufactures the Midi-cycle, at Dept. RDN, 1775 S. First St., San Jose, Calif. 95122.

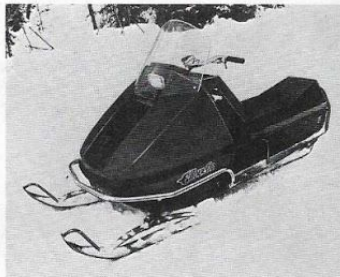
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ALOUETTE sports series features sleek hoods, open-air consoles, shorter, wider skis and standard tachometer and speedometer. Safety items such as the all-metal clutch guard, protected headlight, chrome front wrap-around bumper and the Alouette emergency kit are standard equipment. Write: Featherweight Corp., Dept. RDN, 101 Louvain St. W., Montreal 354, Quebec, Canada.

Inquiry Reply 939

MINI-MATE mini-bikes, manufactured by Allied Leisure, Inc., has 60 variations ranging from 3-5 hp. Allied Leisure, Inc. will send you specifications at Dept. RDN, P.O. Box 5411, Lansing, Mich. 48905.

Inquiry Reply 932



→
EVINRUDE gazes into the future with the deluxe, enclosed SSS snowmobile. The proto-type features side-by-side bucket seats, twin track, full instrumentation, heater system, and radio. A roll bar is built into the roof. Write for Evinrude's today snowmobiles at Dept. RDN, Milwaukee, Wisc. 53214.

Inquiry Reply 938



It had to happen! SKI LARK, a mini-snowmobile, offers reliable performance while weighing just over 100 lbs., and not quite 5' long. Salsbury torque converter drives the Tecumseh 4-cycle engine to speeds of 25 mph. Retail for \$295. Larkin Aircraft Co. is the manufacturer, write Dept. RDN, 230 Airport Blvd., Watsonville, Calif. 95019.

Inquiry Reply 936



INQUIRY REPLY 915

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LAND USAGE:

New Hope For Trail Mini-Bike Deal

STUDY SUPPORTS OFF-ROAD USE, BUT POSITIVE DEALER ACTION

A JUST-COMPLETED STUDY by a Los Angeles organization challenges many commonly-held assumptions concerning solutions to the problem of off-street riding of trail and mini-bikes.

Among conclusions reached by the non-profit Recreation and Youth Planning Council, a group of professional recreation specialists and community leaders:

"Unless areas are committed to use by motorized recreational vehicles, these vehicles will trespass upon property not appropriate for their use, causing annoyance to the owners of such land, a hazard to those who operate the vehicles, and constituting a nuisance to adjoining landowners and to the public."

The significance of the council's study is that it probably marks the first attempt by a major city to determine the extent of interest in trail and mini-bike riding, to suggest appropriate riding areas in city and suburban environments, and to indicate guidelines for the operation of park areas for motorized recreation vehicles.

Although the council is not expected to submit its final recommendations to the Los Angeles City Council and Los Angeles County Board of Supervisors until sometime next month, *Recreational Dealer News* learned that around 20 riding areas on public lands in Los Angeles city and county will be identified.

Dr. Edwin J. Staley, executive director of the council, indicated the best approach probably would be to choose the site which seems most feasible and to "develop it as a pilot pro-

gram in cooperation with mini-bike and motorcycle dealers and industry."

The council's study was undertaken nearly a year ago at the request of the city and county recreation and parks departments and has the support of local councilmen and county supervisors. Many of them have expressed interest in finding publicly-owned acreage which could be converted into riding areas.

Most if not all of the council's recommendations are expected to be greeted enthusiastically by recreational vehicle dealers, especially those selling mini-bikes. The off-street riding problem is especially troublesome to them because their younger clientele is generally not of an age to hold a driver's license. Consequently, most mini-bikers must depend upon adults to drive them and their bikes to rural areas where restrictions are not as severe as they are becoming in cities.

In Los Angeles and other cities it has been commonly assumed that there was no land available for trail and mini-bike riding which would not cause a noise and trespass nuisance. The emphasis upon riding areas, especially for other recreational vehicles, consequently, has been to develop them well away from urban centers, as, for example, the more than 2000 miles of trails developed in the two major snowmobiling states of Michigan and Minnesota. In Pennsylvania, moreover, the State Department of Forests and Waters opened two trails for the exclusive use of ATV enthusiasts. The trails are around five miles each and the state is planning more of them.

For the most part, snowmobile and ATV trails have great expanses of land from which to draw, by contrast with trail and mini-bike land uses. Snowmobile and ATV trails often utilize fire breaks, logging roads, and other access routes thru state forests. The typical mini-bike rider, however, is a city-dweller who prefers to ride oftener than occasional trips into outlying areas.

By zeroing in on urban land use for trail and mini-bikes, the council tackled what is unquestionably the most perplexing of all the off-road problems of motorized recreational vehicle riding. The report, which eventually will be published and made available to concerned interests throughout the United States, anticipates increased popularity of RVs.

George Hjelte, a council consultant who has had more than 50 years experience in recreation and is recognized as one of the nation's foremost experts in the field, predicts that the time will come, "perhaps within the next decade," when some cities will purchase land for use by motorized recreational vehicles, "just as they have had to do for golfers." Hjelte draws a parallel between the early days of golfing when courses were privately-owned. Public interest and demand, however, forced cities to buy land for municipal courses. Today, publicly-operated courses outnumber private ones.

Dr. Staley said the council study encompassed practices and policies of 39 Southern California communities. He said the council was surprised to find that "not one had done anything

bled ers

NEEDED

about the positive provision of facilities, supervision, and the needs of the motorized recreational vehicle enthusiast."

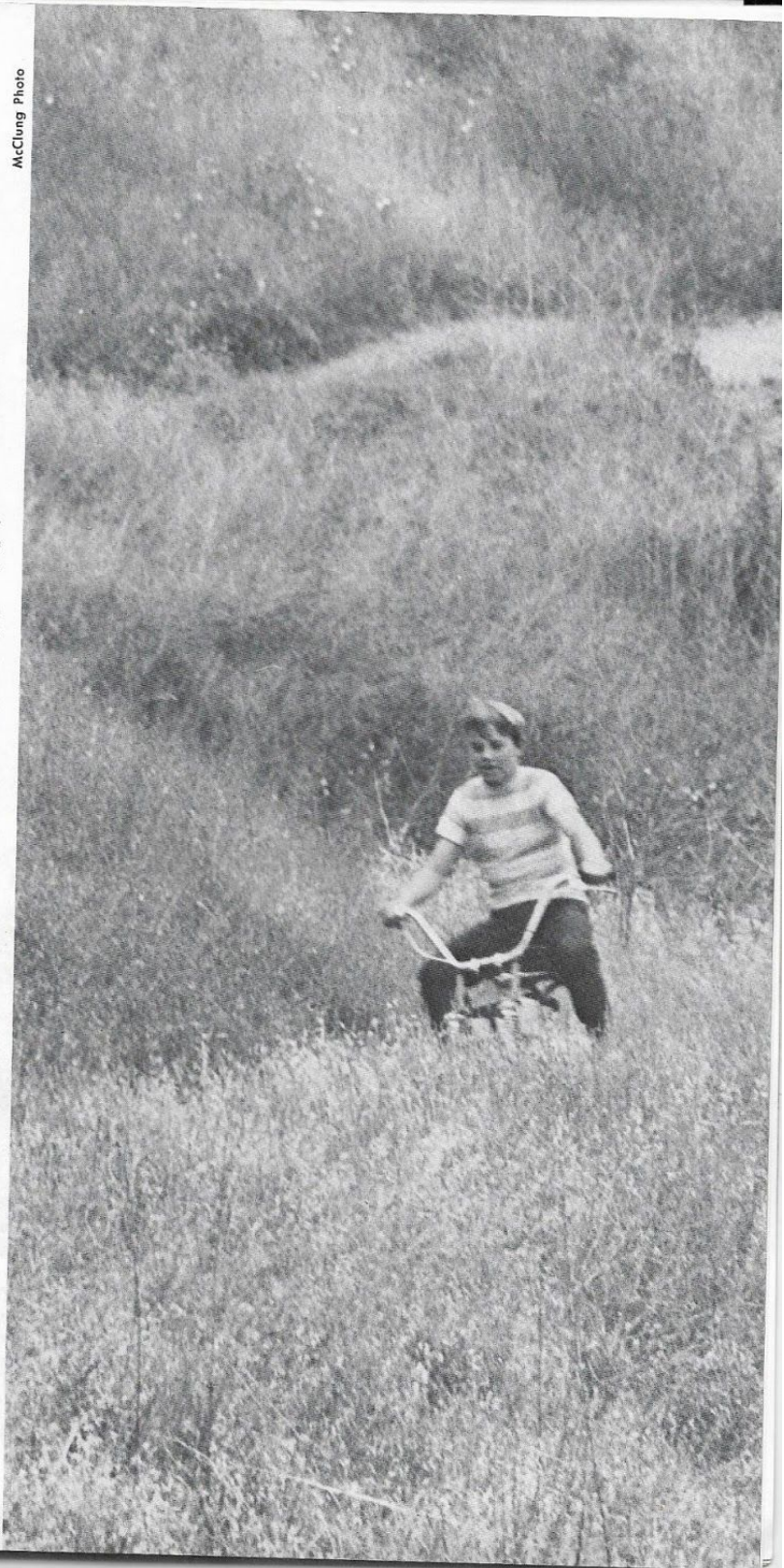
The study comes at a time when many within the recreational vehicle industry charge that public and private interests, notably councilmen and county supervisors, have a closed mind when it comes to their interests. The report, although prepared with industry help, primarily represents the thinking, however, of city and county officials, plus community leaders who, for the most part, have no vested interest in promoting motorized recreational vehicles.

The question, of course, is how industry leaders and RV dealers in Southern California and elsewhere can encourage similar enlightened approaches to the problem of off-street riding.

"I think the dealer, himself, is the best person to propose the idea in his community," says Hjelte. "The dealer is better suited than the manufacturer to do this because he has a local interest, is a local businessman, has a clientele which can express its interest, and along with his employees probably he is a resident of the community. He must provide the thrust to get public action. But he's got to have help and plenty of it. That's where his customers, clubs, and manufacturers can be of assistance."

Dr. Staley and Hjelte both observed that the industry badly needs some organized and funded representation. The council and the Los Angeles Police Department's "Operation Trail

McClung Photo



Continued on Page 26

OCTOBER, 1970

Mini-Bike Racing Is Their Bag

WHENEVER TWO OR MORE MINI-BIKE riders get together, the result often is a race, usually on a vacant lot with no supervision and much annoyance to nearby residents. The results: police citations and sometimes quick trips to the hospital emergency room for patchup jobs.

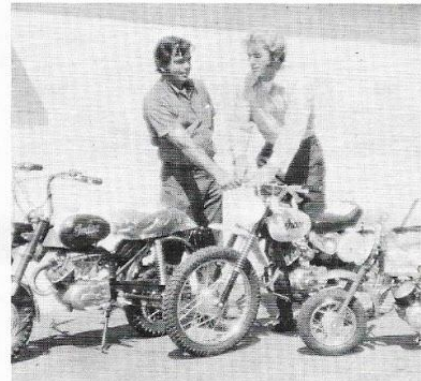
Stan Gilbert and Neil Shannon, partners in Long Beach (Calif.) Mini Bike & Kart Engineering, dealers in mini-bikes, motorcycles, dune buggies and ATVs, decided to draw upon their own extensive racing background to bring professional sophistication to this customer interest.

Gilbert and Shannon formed a separate company, Youth Activities Promotions, with the purpose of in-

roducing a professional type of racing on professional tracks with events run professionally, too. The approach differs from many others which usually are operated on a non-profit basis.

"We've found that any club or organization that tries to put on races on a non-profit basis is virtually doomed to failure," says Shannon. "The explanation is that they do not have money in their treasuries to do advertising, promotion, and to pay the personnel required to properly put on a race. Paid scorekeepers, starters, announcers and other racing officials guarantees that they will show up for the race and be more motivated to properly run the race."

Gilbert and Shannon estimate that



DEALERS Stan Gilbert (left) and Neil Shannon have made professional type racing available for mini-bike enthusiasts.

around 200 youthful mini-bikers have participated in the races they have promoted at tracks in Southern California. They caution other dealers considering similar programs that the primary purpose should not be to realize

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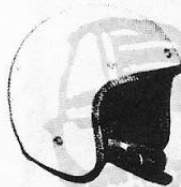


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 Pacific Terrace Center

HOUSTON, Texas

January 27, 28, 29, 30, 1971
 2ND ANNUAL MOTORCYCLE & ACCESSORY
 TRADE SHOW/HOUSTON
 1ST ANNUAL MINI-BIKE SHOW/HOUSTON
 Astrohall

CINCINNATI, Ohio

February 11, 12, 13, 14, 1971
 3RD ANNUAL MOTORCYCLE & ACCESSORY
 TRADE SHOW/EAST
 1ST ANNUAL MINI-BIKE SHOW/EAST
 Exhibit-Convention Center

DAYTONA, Florida

March 9, 10, 11, 12, 13, 1971
 1ST ANNUAL MOTORCYCLE & ACCESSORY
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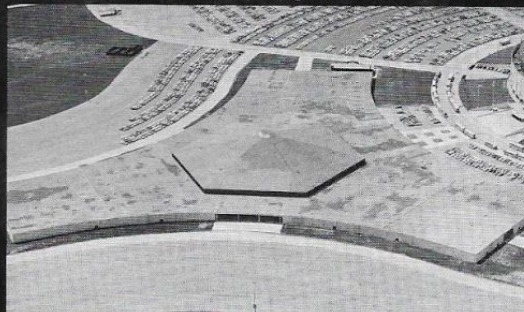


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LONG BEACH — Arena in Pacific Terrace Center



HOUSTON — Astrohall, adjoining Astrodome



CINCINNATI — Exhibit-Convention Center, downtown



DAYTONA — New Plaza Hotel, overlooking Atlantic Ocean



appreciable profits. "The money paid by spectators and that obtained from concession sales goes to the race track operator," explains Shannon. "The entry fee we charge (around \$5 for a major race) helps to defray the cost of trophies which we award down to and including fifth place."

There is, however, the promotional value to a dealership of acquiring a reputation for staking first-class racing programs. "Our competition equipment business has been picking

up steadily since we got into the racing program," says Gilbert, "although it has always been good. We have, moreover, picked up quite a few riders who want us to work on their bikes." Long Beach Mini Bike, moreover, sponsors three riders and outfits them accordingly.

An additional advantage to mini-bike dealers, say Gilbert and Shannon, is that professional type racing provides an answer to shops whose business is suffering because of the in-

creased number of off-street riding ordinances being passed in many cities and counties.

"Even more," says Shannon, "dealers should be directing their promotion of racing to those who have never seen mini-bikes as well as those who have mini-bikes, but don't ordinarily read enthusiast magazines. These are the youngsters who are a major cause of the off-street problem. If we can encourage more youngsters to take up mini-bike riding and to enter our racing programs, we believe we are helping the entire industry while at the same time providing an answer to off-street riding."

The place to start, says Shannon, is to locate a race track. He cautions dealers without racing background against going into this activity. "It's better to find someone who does know racing. This type of individual is easily found by contacting a track operator in your area."

The next step is to interest parents and encourage their support. Racing waivers are, of course, required, as is proper liability insurance. Gilbert and Shannon are, moreover, strict on safety requirements.

"Many associations won't permit a boy to deviate from the factory bike. We do, because many factory bikes are dangerous and must be altered to insure the safety of the rider." YAP racing participants must wear helmets, boots, and suitable jackets. "These precautions are not often found among racers on vacant lots," says Gilbert. Except for a few minor bumps and bruises, there have been no injuries during YAP-promoted races.

A typical YAP scrambles or TT racing program consists of qualifications, trophy dashes, heats, a semi and a final event. Gilbert and Shannon say another problem to be avoided is that of too many classes. YAP races consist of only five classes: Boys 7-11 on 1-3 and 4-6 horsepower bikes and boys 12 years and older on 1-3, 4-6, and 7 horsepower and up bikes. "This keeps boys of similar age and skills racing in their own categories. We don't permit 7-11-year-olds to run in the 7 horsepower and over class."

Dealers should not overlook help available to them from manufacturers. Among those who assisted Gilbert and Shannon in prizes were, Powell Brothers, Comet Industries, and Horstman Manufacturing.

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INQUIRY REPLY 916

**Aerospace Firm
Joins The
Growing Ranks
of Recreational
Vehicle
Manufacturers**



Photo by McClung

HERE COME THE DUNE CYCLES!

WITH CURBS in aerospace and defense spending expected to continue, many firms relying upon military and NASA spending to support them are turning to the recreational vehicle field in anticipation of future profits.

Latest to join the list, which has included North American-Rockwell and Lockheed, is Allied Pacific Engineering Products Co., a Santa Fe Springs, Calif., based offshoot of Tower Industries, Inc. Among Tower's products were microwave towers and high precision components and parts for the computer and aerospace industry.

"In anticipation of the slowdown in Allied's aerospace business, the company began an active diversification study in 1969," says Allan B. Fredhold, president of APE Products.

"As a result of this study, which attempted to relate the company's abilities, background of its manage-

ment, and factors of economic growth, the leisure time industry was picked as a primary candidate for possible development."

Fredhold said Allied's economic projections pointed to a 1975 market for ATVs which would increase sevenfold; a quadrupling of the dune buggy market, and a doubling of sales in the snowmobile industry, based upon 1970 base figures.

Allied's California location, plus the optimistic outlook for recreational vehicles, prompted the firm to scout opportunities. This spring, Bill Stull, a formed designer in Allied's machine tool systems division, approached the firm with a product which appeared to fit all the criteria for further development, says Fredhold.

The product, subsequently named the Duncycle, is a three-wheeled off-road recreational vehicle. Stull, who now serves as APE Products' chief designer, says the unit offers many

features for the off-road enthusiast. Cost is a fraction of that of many other vehicles.

The firm claims the average rider of a Duncycle can "out-corner all but the most expert dirt-bike riders, climb 40 degree trails with surprising power, and like the dune buggy or ATV, is at home on soft dirt or sand dunes where even the most powerful motorcycles may bog down. With the front tire exchanged for the optional ski, the Duncycle becomes a winter vehicle."

Another feature of the Duncycle, which is powered by a one cylinder, 4-stroke, 5 horsepower, air-cooled engine with automatic clutch, is its 110-pound weight. The Duncycle can be carried in most car trunks. Several will fit in a van or a pickup. Its frame is of steel tubing construction, with a fiberglass body. Top speed is 30 mph. Overall length is 68 inches. Width is 46 inches and height, 31. ■

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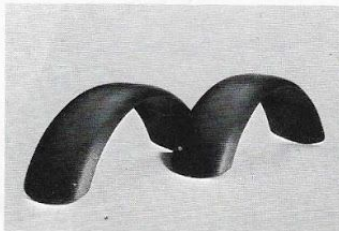
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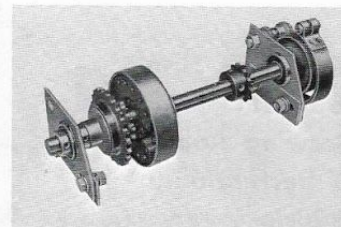
INQUIRY REPLY 922

showcase



FENDERS specifically for mini-bikes will snap right back into place when bent and won't crack or dent like metal or break like glass. Mini-bike super Fenders come in five sizes: 12" OD and 18" OD tires and in widths ranging from 4 to 4 1/4 inches and suitable for front and rear. Write: Pacifico, Inc., Dept. RDN, P.O. Box 348, Gresham, Oregon 97030.

Inquiry Reply 953



COMET Automatic 2-speed system for mini-bikes have special jackshaft locking devices which provide added protection against set screws working loose during prolonged riding. For information contact Comet Industries, division of Hoffco, Inc., Dept. RDN, Richmond, Ind. 47374.

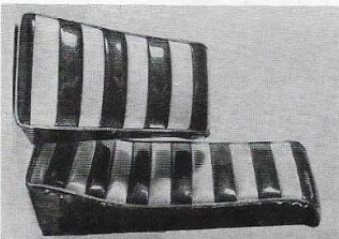
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BELL 500 TX, Magnum and Shorty Helmets are now packaged with a No. 520 visor at no extra cost. The injection molded, shatter resistant, rigid plastic visor can be snapped to a Bell Helmet and will accommodate a variety of accessory shields. Contact Bell Helmets, Dept. RDN, 2850 East 29th St., Long Beach, Calif. 90806.

Inquiry Reply 946

MINI-BIKE seat featuring alternating red and white stripes, sides and back are bordered in blue metalflake, and seams finished in bright silver is available in both 12" and 19" lengths. The 12" set lists at \$7.95 and the 19" at \$9.95. Available from Azusa Engineering Inc., Dept. RDN, P.O. Box N, Azusa, Calif. 91702.

Inquiry Reply 951



RECREATIONAL DEALER NEWS

LeMANS, is making available to the public flag stickers and patches thru their nationwide dealer network. Flag stickers will come in two sizes: One to fit on racers helmet, and a larger size for application on snowmobiles, motorcycles, boats, or cars. Write: LeMans Corporation, Dept. RDN, 204 W. Lawton, Edgerton, Wis. 53534.

Inquiry Reply 950

ANNOUNCING a new line of hi-performance snowmobile pistons equipped with molly-filled Power Thrust "L" Rings. Available for most twin cylinder engines, models also feature a cam ground taper finish to reduce friction. \$24.95 each with rings. Write: Wiseco, Dept. RDN, 30200 Lakeland Blvd., Wickliffe, Ohio. 44092.

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FOULED PLUGS can be easily cleaned with Spark Plug and Contact Klean. Spray plug with chemicals, let dry, and plug is ready to fire. Retail for \$3. Write: Ashland Chemical Co., Division of Ashland Oil, Inc., Dept. RDN, P.O. Box 2260, Santa Fe Springs, Calif. 90670.

Inquiry Reply 955

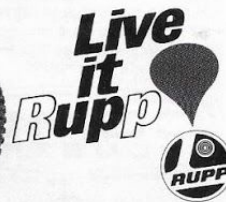
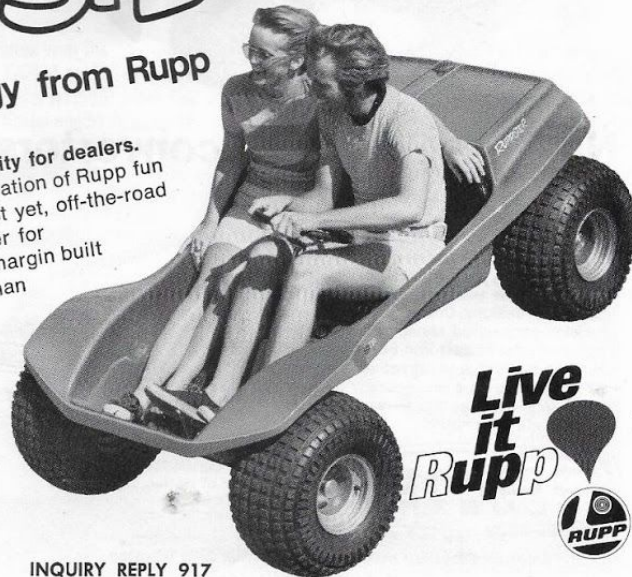


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From Rupp—Fun Machines for Fun People.



INQUIRY REPLY 917

RALLY READY?

Continued from Page 11

to those around 4-feet in diameter; spoons, large rings, a 30-foot-length of stout rope (two-line is good) discarded containers (large bleach bottles or 2-pound size coffee cans are suitable) poles, old tires, a deck of playing cards, a whistle, and a stop-watch.

ATV dealers have found there is a lack of gamesmanship material available. As ATV interest expands, it is certain that new games will be developed and they will be described in

future issues. What follows is a summary provided by dealers who researched libraries (for snowmobile and sports car rally games) and data from the National All Terrain Vehicle Association.

Key Hole. This game tests maneuvering abilities in a tight area. Make a 12-foot circle on the ground by using old tires and a six-foot-wide corridor leading into the circle. The driver enters the circle thru the key hole, turns around, and returns to the starting line. The driver is disqualified if any part of his vehicle touches a tire. Each participant is allowed two at-

tempts. The shortest elapsed time decides the winner.

Slalom. Form an ellipse with tires, poles, or other suitable markers spaced at least 25 yards apart. Beginning at the starting line and proceeding clockwise around the ellipse, each participant must circle the first marker and proceed to the next. After circling the fifth marker, the participant quickly returns to the starting line. The winner is the competitor with the shortest elapsed time. A two-second penalty is assessed each time the participant bumps a marker.

Ring-fishing. This game requires a driver and passenger in each vehicle. Five ring-holders are needed. These can be 14-foot poles sharpened at one end, placed in the ground, and equipped with a 6-inch mast arm on the other end. Several gathering poles about 3-feet-long and blunt on both ends also are needed, together with at least 10 plastic or metal rings, 4 inches in diameter or larger. A ring is placed on the mast arm of each ring-holder. Using a course similar to the Slalom, each driver goes counterclockwise around the outside of the course, as fast as possible, while his passenger spears a ring from each pole. Participants must gather all five rings. The shortest elapsed time determines the winner.

Poker Run. Drivers go to five checkpoints around a pre-determined course. At each point, they pick a sealed envelope containing one playing card. Returning to the starter, they give their five envelopes to the judges. The best poker hand wins.

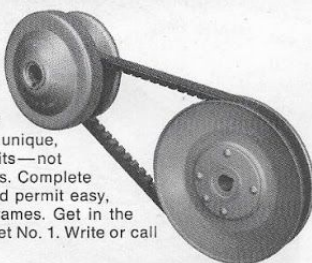
Carry The Golf Ball. Spoons and golf balls (or similar small objects) are required. A start and finish line is marked. The rougher the terrain the better. Participants are grouped abreast. On the starter's whistle, the driver places the spoon in his mouth, the golfball on the spoon, and proceeds toward the finish line. If the participant drops the ball, he must get out of his ATV, walk completely around it, get back in, place the ball on the spoon, and start afresh. First driver across the line wins.

Musical Chairs. A circle at least 25 yards in diameter is marked with equally-spaced tires which number one less than the total entrants. When the judge blows his whistle, each participant drives to the nearest tire, gets out of his ATV, and stands inside the tire. The participant who



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Comet's new TC-88 Torque Convertors will put your mini-bike at the head of the 'go-group' with driving power and speed you've only dreamed about. Your choice of cool-running 'torque responsive' or 'speed responsive' designs. Comet TC-88's are unique, precision-engineered, stamped steel units—not fragile die-cast or cast iron belt-burners. Complete mounting platform and attractive shroud permit easy, fast installation on a wide variety of frames. Get in the lead NOW—and stay there—with Comet No. 1. Write or call for complete information.



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INQUIRY REPLY 908

fails to get a tire is eliminated. One tire is then removed and the game continues until there is only one tire remaining. The participant who reaches it first is declared the winner.

Merry-Go-Round. This event is a test of driving skills. A stake is driven into the ground and a 30-foot-length of rope tied to it. While the passenger holds the free end, his partner drives clockwise around the stake. The passenger must hold the end of the rope. He cannot take up slack other than what he can do by tugging with his arm. If the rope touches the ground or is pulled from the passenger's hand, the team is disqualified. The shortest elapsed time required to make one complete revolution without the rope touching the ground determines the winner.

Egg Roll. Three large, heavy rubber balls are required for this game which should be played on relatively level ground. A start and finish line should be marked at least 50 yards apart. Three machines participate at a time. The starter places a ball in front of each machine. At the whistle, participants nudge the balls towards the finish line. Competitors cannot touch the ball with their hands or feet. The winner is the first to get ball and vehicle across the finish line.

Bat-The-Ball. A variation of Egg Roll can be played by using three brooms and three balls. The passenger uses the broom to push the ball. Object is to get ball and vehicle across the finish line as fast as possible. All competitors are grouped in three's. The winners of each group are pitted against each other until all but one is eliminated. That one is declared winner.

Bottle Battle. This game requires 10 plastic bottles with large openings or similar containers, such as coffee cans. Also needed are 20 rubber balls about two inches in diameter. Set up an irregular course with the start and finish line at the same point. The bottles or cans should be irregularly spaced between 25 and 50 yards apart. The passenger must drop a ball into the container as his ATV passes it. Participants must get one ball into each container on the course. The team with the shortest elapsed time wins.

Broom Hockey. Played with two or three vehicles per team, this game is hard to beat for suspense and

excitement. Each vehicle must have a driver and a broom man. The passenger uses the broom and, together with the help of his team-mates, attempts to score goals, as in polo or soccer. The game consists of four quarters of 10 minutes each, with 5-minute breaks between periods and a 10-minute break at halftime. The field can be of any size, but that of a football field with goal posts at each end is best. Posts should be about 15-feet apart.

The game begins with opposing teams facing each other, and lined up 20 yards on opposite sides of the

mid-point marker. Play starts with the umpire bowling the ball across the field at the center strip. Teams change goals each quarter. Deliberate bumping, ramming, or blocking is prohibited. If a team is guilty of these infractions, the opposing team gets a free shot at the goal from 20 yards out.

Dealers who have sponsored rallies agree that these game rules should not be considered inflexible. There are many variations and it is up to each dealer's ingenuity to suggest ways to heighten his customers' fun at these family recreational outings. ■

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trade topics

COMET OFFERS CATALOG OF POWER TRAIN COMPONENTS

COMET INDUSTRIES offers their '71 catalog of clutches, two speed transmission, Torque Converters and mounting hardware to manufacturers, distributors and dealers by requesting thru this publication or writing on your company letterhead direct to Comet Industries, Div. of Hoffco, Inc., 25 Washington Ave., Richmond, Ind. 47374.

BOLENS PROMOTES SIX, REALIGNS SALES DEPARTMENT

SIX management changes and departmental realignments affecting the Bolens Division of FMC Corporation, Port Washington, Wisconsin have been announced by George M. Walker, General Marketing Manager of Bolens Division.

Richard S. Mowry, formerly Market Research Manager has been named Product Manager for Riding and Walking Power Units.

William C. Soellner has been named Branch Manager for Bolens of Michigan, Lansing, Michigan.

Arthur D. Lokker has been named Branch Manager of Bolens of Indiana, Indianapolis, Indiana.

William R. Bailey has been named Branch Manager of Bolens of Wisconsin, Port Washington, Wisconsin.

Mancer J. Cyr has been named Branch Manager of Bolens of Minnesota, Minneapolis, Minnesota.

Stanley O. Ferguson has been named Training Director for the Division.

BIG YEAR FOR ARCO

ALEXANDER REYNOLDS, INC., mini-bike manufacturers of Hackensack, N.J., announced the corporation will, in all probability, exceed the projected five million dollar sales objective for 1970.

More than 70,000 of ARCO's line of bikes will roll off the assembly lines this year for sale across the nation. Some of the major purchasers include J. C. Penny, W. T. Grant, B. F. Goodrich and Pep Boys.

EVINRUDE CHANGES SALES TERRITORIES IN SNOW BELT

EVINRUDE MOTORS has announced several personnel changes and boundary shifts in sales territories in the snowmobile belt.

Carl Germain, Evinrude's sales manager, announced that **Ron Rohloff**, who has been in New York State for several years, has been shifted to Wisconsin. He will cover the Badger state and Upper Michigan. Replacing Rohloff in New York State will be **Harold Kaye**, who moves out of a territory that included eastern Michigan and Ohio.

Minnesota and eastern North and South Dakota will be handled by **Lee Galar**, who has spent the past four years in Tennessee and Kentucky. **Jack Sullwold**, who has covered western Michigan and northern Indiana will now have all of Michigan with the exception of the western portion of the state's Upper Peninsula.

SALSURY ESTABLISHES AFTER-MARKET SERVICE ORGANIZATION

A NEW After-Market Service Organization has just been established by Salsbury Corporation of Los Angeles, manufacturers of belt type, automatic torque converters used in off-road recreational vehicles.

Based on a network of Central Warehouse Distributors, this new organization includes service distributors and local servicing dealers who will stock parts and complete units. Their people will be capable of maintenance, repairs, modifications of and conversion to Salsbury automatic drives.

POLARIS factory personnel, Mike Baker (l) and Ed Monsrud, are shown explaining the new "Driftskipper" suspension system of the 1971 Polaris machines to a class of dealers and distributors. The class was part of a three day refresher course attended by 56 dealers and distributors from the U. S. and Canada. The service school was held in Roseau, Minnesota under the supervision of Don Hedlund, Manager of Customer Service for Polaris.



RECREATIONAL DEALER NEWS

EBELING JOINS STEEN'S

STEEN'S, INC. announced that R. A. Ebeling has joined the firm as Assistant Marketing Manager.

Formerly with the William/Lawrence Corporation, publishers of Motorcycle Dealer News and Recreational Dealer News, Ebeling enters Steen's with a widely diversified background. His duties for the past three years included editing, advertising/sales, graphic artist, photo technician, equipment operator, and consultant to various phases of the printing and publication field. Prior to that, he worked as a free-lance writer/photographer for a number of leading publications. He also served as National Motorcycle Race Director for the American Hot Rod Association.



FLORINSKI TO REPRESENT SALSBUURY

HERBERT L. FLORINSKI has just been appointed by Salsbury Corporation of Los Angeles as their Factory Representative in Canada and northern United States. In his new position, Florinski will assist Original Equipment Manufacturers with the application of Salsbury power transmission products to their vehicles.

He represented the Hirth Engine line since 1959, first with Curt Schif Canadian Ltd. in Canada and in recent years with the Wisconsin Motor Corporation.

HONDA 50 MINI TRAIL BRAKE PEDAL KIT



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OCTOBER, 1970

MINI-DUNE KART STEERING SPINDLES

These 4-1/2 inch extra-long spindles are designed for the wide wheels used on the MiniDune Kart, the newest rage in off-road vehicles. The spindles are jig welded for precision angularity and come in two axle diameters... 5/8" and 3/4".

The components are also offered separately (unwelded) so that you can engineer-in your own "secret" steering geometry.

8171 Spindle Bracket	\$.95 list
8172 Spindle Arm, right or left	\$.75 list
8327 King Pin Bushing	\$1.00 list
8457 Spindle Axle 5/8-18 x 4 1/2	\$.50 list
8458 Spindle Axle 3/4-16 x 4 1/2	\$.70 list
8447 King Pin	\$.20 list
8529 Castellated Nut 5/8-18	\$.35 list
8530 Castellated Nut 3/4-16	\$.35 list

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Coverages can be tailor made to suit the requirements for associations.



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LESTER C. SIX, President
INQUIRY REPLY 914

DON'T STAND THERE!

Continued from Page 4

they have a well-organized dealer network.

Within the next few weeks, franchised motorcycle dealers—many of whom sell mini-bikes—will receive letters of invitation and informational material urging them to join the Motorcycle Industry Council's program to organize dealer associations in every state. A main purpose of these associations will be unified efforts to work with legislators and public recreation officials in meeting the need for off-street riding facilities.

To many dealers, the MIC effort will, at first blush, perhaps sound like one more ill-fated attempt to achieve coordinated efforts. We urge mini-bike and motorcycle dealers to put aside whatever past resentments they may feel over what many industry leaders acknowledge to be the sometimes cavalier attitude of the industry toward the man on the firing line: the dealer. The future of the RV industry depends upon joint efforts by dealer-industry associations as proposed by the MIC. The International Snowmobile Industry Association has performed pioneering work in off-road legislation and development of trails. The mini-bike and motorcycle industry has much to learn from ISIA's experience in working with legislative and recreational bodies.

The next few months might well decide whether the RV industry is indeed living on borrowed time or whether, by organized efforts thru dealer associations in every state, this might be, as is the first week in every October, a time which can be celebrated by RV dealers as their own "Fire Prevention Week." ■

NEW HOPE FOR DEALERS

Continued from Page 15

Bike" study team (RDN, Sept., 1970) both expressed amazement that they were unable to locate any full-time trade organization representing either recreational vehicle dealers or the industry in Southern California. The situation is probably typical elsewhere in the United States.

Judging by a spate of ban-the-bike ordinances passed in various large

cities, suburban communities, and counties, another council conclusion probably will cause considerable eyebrow-raising: "The use of such vehicles is a wholesome and worthwhile recreational activity, if conducted in a proper manner with adequate supervision and safety precautions."

In essence, the council's conclusions seem to say that off-street ordinances are only a half-way measure and might be of dubious value if that is the only solution that city and county legislators can propose. To assume that noise, trespass and other problems associated with off-street riding will automatically end by passing harsh ordinances is a fallacious one, the council's report suggests.

The report also suggests that while many smaller cities, particularly those bedroom communities of a large metropolis like Los Angeles, may not have suitable land for use by trail and mini-bike users, needs can be met by nearby county acreage.

A conclusion which probably will surprise many city and county legislators states, "Allocation of appropriate public lands for the use of motorized recreation vehicles under suitable conditions and regulations appears to be a legitimate public function. There is a legitimate role for private enterprise to provide land and appropriate services to motorized recreation vehicles, and the public sector is in a position to encourage and aid such participation under suitable conditions and regulations."

The council's conclusions will undoubtedly please most Los Angeles area trail and mini-bike dealers who, up to now, have, rightly or wrongly, felt they were fighting a one-man battle against City Hall. Of more significance is that the uniqueness of the Los Angeles report and its objectivity is certain to cause officials in many other areas of the county to re-examine and perhaps alter their stances on restrictive legislation as the only answer to the off-street problem.

The council's study was primarily limited to two-wheel vehicles of up to 250cc. Dr. Staley explained that trail and mini-bikes were found to constitute most of the problem. He said the council probably will suggest to councilmen and supervisors that a similar study be made of dune buggies and ATVs. Details of the council's recommendations will be reported in an early issue of RDN. ■

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