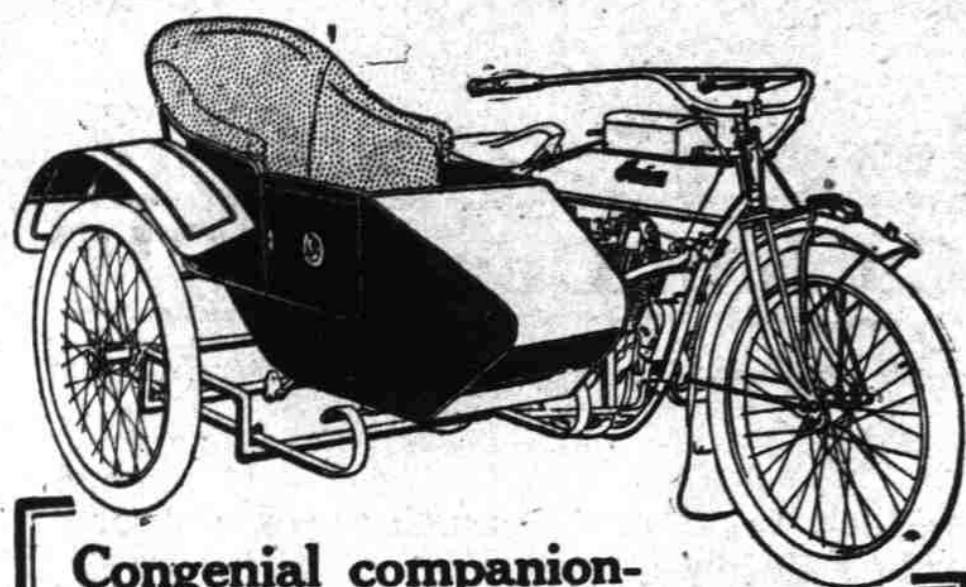




INDIAN MOTOCYCLES

Serve Many Vocations



Congenial companion-
ship on the road when you ride an

Indian Motorcycle With Side-Car Attachment

Side car can be fitted to any 1913 or 1914 Indian. It is of the Torpedo body type, luxuriously upholstered—roomy, comfortable and attractive in appearance.

As a motor vehicle for two people the Indian Motorcycle with Side Car represents an extraordinarily low outlay for running expenses, such as for tires, oil and gasoline.

Let us give you an INDIAN Side-Car demonstration—a new and interesting experience.

1914 INDIAN catalog now ready.

THE ARCHITECT, BUILDERS, CONTRACTORS

The Indian Motorcycle makes it possible for the architect or his assistant to supervise and direct more work in a day than it is possible to do with any other means of transportation. It saves time and energy in keeping every department of his work under his immediate supervision.



All Roads are Level Roads
to the

Indian Motorcycle

"Rushing" a hill is an unknown experience to the Indian rider. "A twist of the wrist" silently gives the command to the motor for more power. And the power is there. It responds instantly. The rider feels that peculiar "bite"—a thrilling, assuring sensation of the answering motor!—and then the speed deftly picks up—picks up—picks up—without a moment's hesitation. The steepest grade offers no trouble to the Indian-mounted man.

Rough roads, too, mean nothing to the Indian tourist. With his machine fitted with footboards and that incomparable, inimitable comfort feature, the Credle Spring

Frame, shocks and bars are dispelled. Indian riding is smooth, whatever the condition of the highway.

With stupendous power—with perfected comfort devices—all roads are level roads to the Indian

Come in and Examine The New Models. 1914 Catalog Ready

FACTS COUNT—Our statements are not based upon visions or dreams, but upon ten years by thousands of men who are using the Indian Motorcycle for commercial purposes. Strange to say, we did not directly solicit the sale of the Indian to these men of industry, but like all wise business men, they figured the problem out for themselves and then sought the Indian Motorcycle because they thought it the best fitted for the work.

WHEN GOVERNMENTS AND UTILITY CORPORATIONS install the Indian Motorcycle it is an acknowledgement that they fit into a notch that could not be filled with so little expenditure of money, and could not accomplish with anything else, regardless of price, that which the Indian Motorcycle performs.

For a long time our Government has used the Indian motorcycle in the Reclamation, Forestry and Agricultural Departments.

In the past eight or nine years, the Bell Telephone Systems have purchased hundreds of Indian Motorcycles, as they found them of marvelous value in the Maintenance Departments in bettering their phone service to you, and the saving of money in the care of their equipment.

MONEY to the amount of hundreds of thousands has been saved by municipal governments for their citizens through the adoption of the Indian Motorcycle in their various departments and more particularly in the Department of Police in the prevention and interruptions of crimes and fires.

HARDLY SCRATCHED is this vast commercial field, because of the demand placed upon us for the Indian motorcycle by the pleasure seeker. A year ago when formulating our 1914 policy, we planned to increase the capacity of our plants and decided to inaugurate a campaign that would attract the attention of commercial men to the vast possibilities and results that can be obtained by the adoption of the Indian Motorcycle as a part of their installation in promoting and stimulating their business.

THE CHEAPNESS OF TRANSPORTATION

THE SAIL BOAT is the cheapest form of transportation per mile known to man, but uncertain when put to use, because we must depend upon the elements, the tides and winds for our motive power.

WALKING would appear to be at first glance about the cheapest method a man could use. It is, providing his world is laid out in a circle of 100 feet. The minute he steps out of that circle to travel a distance from 100 feet to a mile, the cost of shoe leather, energy and time enter the problem.

RIDING on street cars to reach a destination has been, and is, the method to reduce the expenditure of time and energy in the conduct of outdoor business. But as all destinations and starting points do not lay on a carline, we still have factors of walking and loss of time plus the high mileage cost entering the problem. Thus we prove that the motorcycle is the cheapest form of transportation ever invented or known to man, and if you will compute figures based on the above schedule and compare them with the actual figures compiled from the records of Indian Motorcycle users, it will more than bear out our broad statement.

	Gallon	Miles	Cost per mile
Gasoline	1	60	.003
Lubricating Oil	1	500	.002
Repairs	\$7.00	6,000	.001
Total006

These figures are based on a record of a 7 h. p. Twin Cylinder Indian motorcycle, being operated in the city of Denver, Colo., and vicinity, for a period of three months from November 15 to February 15, when climatic conditions were more unfavorable and where roads were heavy and rough. Figuring the average price of gasoline at 20 cents per gallon and lubricating oil at \$1.00 per gallon.

THE FARMER

Today the farmer has almost as much competition in his vocation for supremacy as do the manufacturers in theirs. The farmer today figures how he can obtain results the quickest and best, but he is beset with one great drawback, which is in attracting and holding intelligent help to successfully carry out his plans.

These conditions necessitate his personal supervision and attention to many minor details consuming much of his valuable time which should and could be placed to better advantage during the important seasons of ploughing, sowing and reaping.

The many trips about the farm, and from the house, trips to town, the little errands for which it is hardly worth while to hitch up the horse, are taken care of quickly by the Indian Motorcycle. Long days are made pleasant and full of accomplishments through its ever ready service.

THE COUNTRY DOCTOR

The physician who has located and built up a practice in the rural sections does not have the good fortune of having all of his patients within easy access to his office, and when the call comes, he must more often journey six to eight miles to respond, thus the length of time given to the patient is often limited, because of the long journeys, between the residences of the various patients. The use of an Indian Motorcycle more than modifies this situation. It also permits him to widen his scope of practice, and to enjoy that which every other profession and vocation give a man—time for recreation.

THE SALESMAN

The City and Country salesman has found the Indian Motorcycle of wonderful value in seeking trade, because it permits him to visit highways and byways in which he could never afford to spend the time if other means of transportation was used. It takes him to business fields not ploughed or trampled by the army of competitors. By its means his accomplishments are greater, his order-book filled.

It permits him to work up prospective customers and give them the attention they should give them for future business. When he leaves a customer without receiving an order, he does so with a smile, and leaves full of courage to meet the next problem, because he knows that the Indian Motorcycle will take him to a place where he can land an order.

No waiting for trains or street cars. Every minute counts for some achievement.

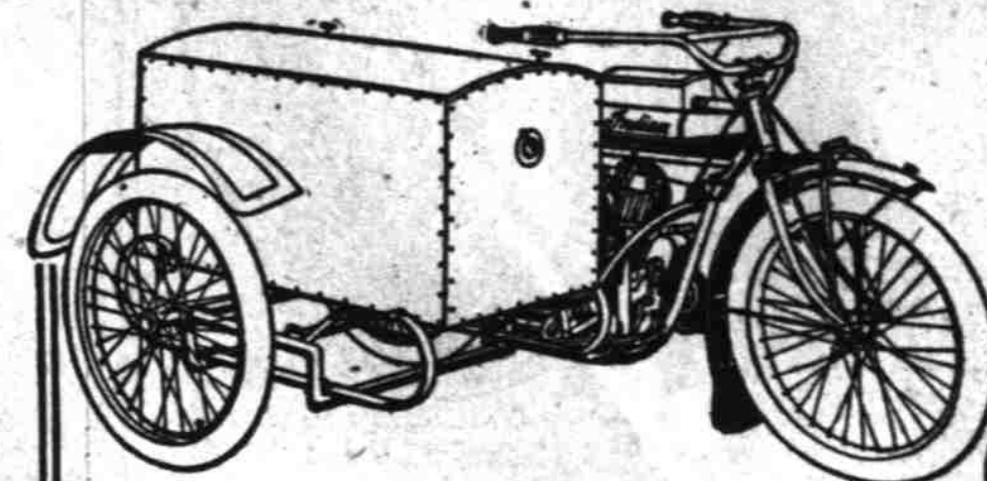
MINING, ELECTRICAL, CIVIL AND SANITARY ENGINEERS

The Sanitary and Civil Engineer can widen the radius of his activities and crowd more vital accomplishments into a day's work than ever before. Mining Engineers and Mineral Assayers are now using Indian Motorcycles to carry them to the distant hills and mountains where their work is located. The Electrical Engineer will find the Indian Motorcycle indispensable in the conduct of his business in the construction, erection and installation of such of his work as takes him out of doors.

Prices of Indian Motorcycle

F. O. B. PORTLAND OR SEATTLE

4 H. P. Single Service Model	\$215.00
7 H. P. Twin Two-Twenty-five, Regular Model	\$240.00
7 H. P. Twin Two-Sixty, Standard Model	\$275.00
7 H. P. Twin Light Roadster Model	\$275.00
7 H. P. Twin Two Speed, Regular Model	\$290.00
7 H. P. Twin Two Speed, Tourist Standard Model	\$315.00
7 H. P. Twin Hendee Special Model with Electric Starter	\$340.00
Indian Side Car	\$ 95.00
Indian Parcel Car	\$ 85.00



Hundreds of delivery problems solved
by the economical, highly efficient

Indian Parcel Car Quickest Delivery on Earth

Covers the ground quickly—stands an unlimited amount of hard action—has the lowest upkeep cost of any motor delivery vehicle in the world.

Being adopted by merchants in all lines whose customers require special and rapid service.

Let us show you the wide commercial possibilities of the Indian Parcel Car. Let us demonstrate to you why it would be a successful factor in your business.

A Few of the Other Many Uses of the Indian:

- Messengers
- Parcel Post Delivery
- R. F. D. Carriers
- Police Departments
- Fire Departments
- Collectors, Etc., Etc.



THE Indian Motorcycle is the only machine with an international reputation

In 1913 the Indian went through every kind of test that could possibly be devised for a motorcycle.

The Indian made a clean sweep of the National 250-mile Road Race for strictly stock machines held at Elgin, Ill. Indian riders finished 1-2-3-4-5 out of a field of fifty-two starters mounted on all prominent makes of American machines.

In the great endurance run of 441 miles across the desert from San Diego, Cal., to Phoenix, Ariz., over boulder-strewn mountain trails and trackless sand wastes, Indian riders finished first, second and fourth, against a field of 19

experienced riders mounted on the most representative American machines. Official time shows the winning Indian to have arrived four hours ahead of the first machine of any other make.

Big events in England, Scotland, Ireland, France, Germany and India were also won by the Indian.

The Indian is continually in competition throughout the world—constantly being put to the test. Indian power, speed and durability are known factors. They are demonstrated often—they are relied upon often—they win almost invariably!

Let us demonstrate the international Indian to you

HENDEE MANUFACTURING COMPANY, Springfield, Mass. Largest Motorcycle Manufacturers in the World :: CHICAGO DENVER SAN FRANCISCO ATLANTA TORONTO LONDON

Northwest Distributors:

BALLOU & WRIGHT

Corner Broadway and Oak Streets - - - PORTLAND, OREGON

817 EAST PIKE ST., SEATTLE, WASH.

