



MOTORCYCLES

## BUTLER & SMITH, INC.

160 West 83rd Street  
New York, N. Y. 10024

### BMW RADIO SCRIPT ..... 60 SECONDS

Thinking about getting a new car?  
Want to save money... have fun... and get  
to some new and different spots? Then you  
are not thinking about a car. You want a  
motorcycle! And the kind you want is the  
BMW... the world's finest motorcycle.  
It gets you to work. It gets you to school.  
It gets you to your vacation. In fact, riding  
it is like being on a vacation... all the  
time. It's the Cadillac of motorcycles at  
less than a Volkswagen price. See the BMW at

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The BMW is easy to drive and easy to service.  
It's practically maintenance-free because it's  
made like a car... with shaft drive instead of  
chains. It's rugged, reliable, silent, and  
comfortable... with loads of power. You can  
go across town or across the country on it.  
Stop in and see six great BMW models at

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Open \_\_\_\_\_ to \_\_\_\_\_.