



# Indian News



**Indian Day Issue**

MARCH, 1930

INDIAN MOTORCYCLE CO. - SPRINGFIELD MASS.

## INDIAN DAY Heralds New Features

**Streamline Saddle Tanks and Lower Saddle Position on Chief 74; Hinged Mudguard on Scout; All-Steel Clutch on INDIAN 4; Chromium Plating and Increased Lighting Capacity on all Models; a New Out-board Motor.**

**M**ARCH 15th is INDIAN DAY. This date has been set so that INDIAN riders from near and far can better enjoy the great outdoors and the lure of the open road as well as the good times which mark all INDIAN DAY celebrations. And on this March day there will be fun outdoors as well as entertainment at the INDIAN dealers and the new models can be seen and tried right on the road.

All you riders and your friends who ought to ride INDIANS want to see how the new babies shape up. Well, the Chief 74 is fitted with cast aluminum alloy saddle tanks, nicely stream-lined. They give you a mighty fine knee grip and pack half a gallon more juice inside. This means more mileage, of course. But even though the new tanks are bigger and hold more, this husky babe balances better than ever and handles like a lightweight.

### Frame is Lower

The new frame is lower and this means a lower saddle position. You can plant your feet firmly on the road while sitting in the saddle, whether you're short, tall, fat or thin.

When you ride at night there's a larger headlight ready at the snap of the switch. Bigger light beam, shoots into the darkness further, more light on the road ahead. The whole lighting arrangement is 300 per cent more efficient than anything on motorcycles today.

### Big 4" Balloons

Four inches of balloons on each rim for the Chief 74. Straight side tires and drop center rims, of course. Heavy spokes in both wheels, same in front as in rear.

Bright, new, snappy chromium plated finish on the important

parts. And there are some more things that you can get from the INDIAN man when you see him INDIAN DAY.

### On the Scout

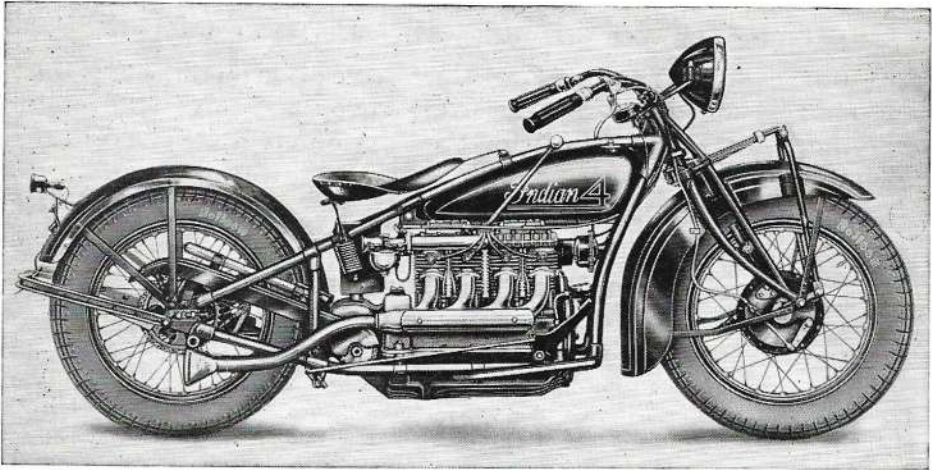
Look at that hinged rear mudguard on the new Scout 45. The wheel comes out quicker than ever, when you need it out. There's a flexible armored tail-lamp wire casing, too. Inside the motor, the oiling system has been improved to give still more even distribution of oil to both cylinders at all speeds. Higher grade performance all around from these new Scouts.

Same nifty chromium plating as on the Chief and the same bigger, brighter headlight with embossed rim. The INDIAN engineers have put a new countershaft gear in the transmission to make shifting easier, and then some.

The generator mounting is new and it's



Pleasing lines of the new Chief 74 with the cast aluminum alloy saddle tanks and new low frame and saddle position. Half-a-gallon more gas in the tank, too.



Heavier spokes in the front wheel are a feature of the new INDIAN 4. A new all-steel clutch and sturdier transmission throughout are also marked characteristics of this model.

easier to get at the contact-maker when needed. Just notice how the Scout 45 and the Chief and the INDIAN 4 all look brighter with that new plating and finish.

Chromium plating is the greatest ever. Rust-proof, water-proof, weather-proof. Looks neat and snappy all the time. INDIANS are the only motorcycles that have this superior chromium plating finish.

### The Big INDIAN 4

Right away you'll notice that the spokes are heavier in the front wheel of the big INDIAN 4. They're the same on the sidecar wheel, too. Up in front is the new big headlight, chromium plated, the same as on the



New larger headlight with chromium plated embossed rim, giving 300 per cent greater lighting capacity.

other 1930 INDIANS. They all have this 300 per cent increase in lighting capacity.

There's a new clutch, steel to steel plates, which gives smoother action and longer life. The transmission is sturdier throughout; the gears are heavier and the main shaft stronger.

Anything that is desirable on one INDIAN model is fitted on the others if it makes for rider comfort and convenience. So the armored tail-lamp wire casing is used on the INDIAN 4 the same as on the Chief and Scout 45.

Balloon tires, 4 inch straight side, on rims that make tire changing mighty easy.

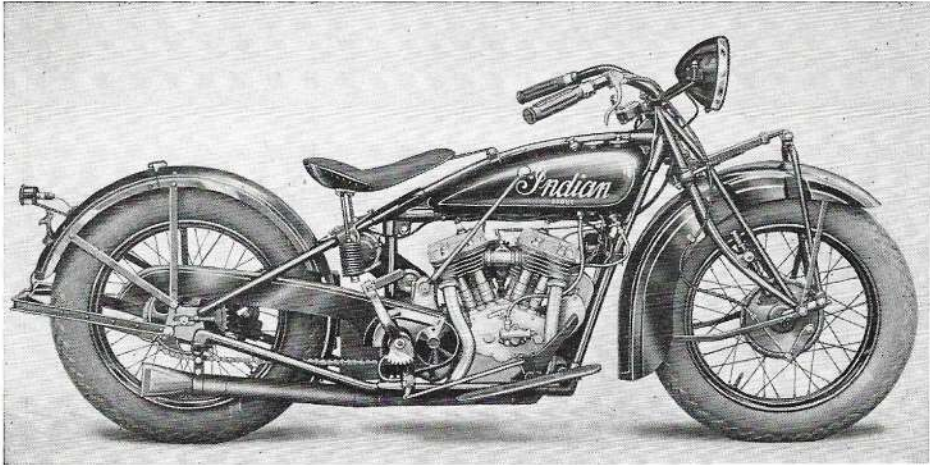
### The Outboard Motor

An outboard motor, the "Silver Arrow" INDIAN, makes its bow on INDIAN DAY.

This is a two-cylinder outfit for use on boats up to 16 feet length or on racing hulls. It is not a speed boat motor, but it will zip a racing hull along in fine shape.

Like the INDIAN Motorcycle, this outboard motor has the "Twist-of-the-wrist" grip control for speed. The exhaust is finely muffled under the surface of the water. The ignition is by high tension magneto and lubrication is automatic.

The "Silver Arrow" is cooled by a special pressure system using water taken up automatically as the boat is running. It fastens



Hinged rear mudguard to make wheel removal easier is new on the Scout 45. An improved oiling system and a new countershaft gear make it even better than before.

very simply yet firmly to the stern of the boat and is immediately ready for use.

Its an all-around motor outfit. You can use it to carry four to six passengers and share your water-motoring pleasures with your pals and others. You can use it for fishing, or just for running around the lake or down the river.

### Easily Carried

The weight is only 68 pounds and the length over all is about 43 inches, so it will go nicely in a sidecar.

With this INDIAN Outboard Motor you can enjoy the thrills of water travel the same as you do on land with your trusty INDIAN. Any boathouse has plenty of boats on which the motor fits right away, ready to run.

### Complete Line

Look over the complete INDIAN line on INDIAN DAY. There's just what the solo rider wants: Scout 45, Chief 74 and for the lads that like the smoothest and fastest solo rig on the road, the INDIAN 4.

Sidecars for any model, too. The dealer has 'em.

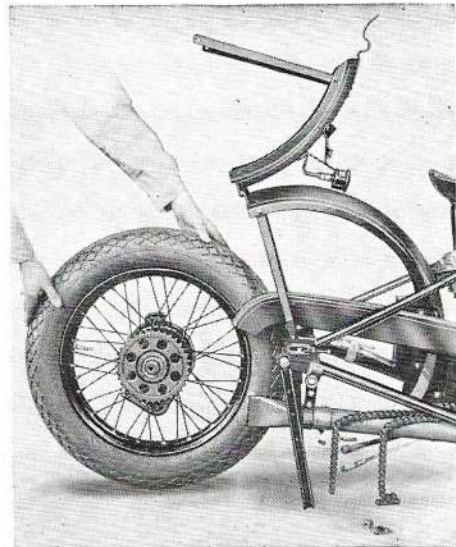
Arrange with your dealer for a ride on these new babies. Try 'em on the road. You'll never realize what pep and power mean until you have a snappy 1930 INDIAN between your knees.

Sweaters, sport coats, jumpers, gloves, leather togs, riding belts—they will be shown

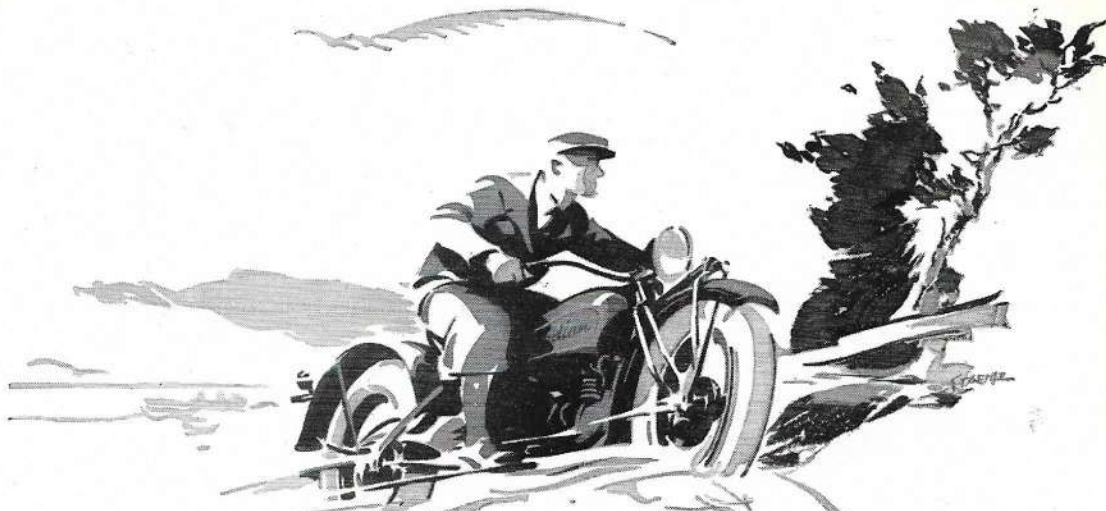
to suit all seasons of the year and all riders.

### Free Souvenirs

There's a nice little razor-knife coming to each visitor on INDIAN Day, but you've got to go early and avoid the rush to get one. Pennants are other free souvenirs. You'll find plenty to remind you of the fine time you had on the seventeenth INDIAN Day party at your dealer's, March 15, 1930.



Showing the ease with which the rear wheel comes out under the raised mudguard of the new Scout 45.



# FOR A MAN WITH SPORTING BLOOD

... for him who revels in the rush of the wind, the warmth of the sun ... an Indian ... the sportsman's steed ... a lithe, live companion of the highway. It's the outdoors man's way to go places ... swiftly, smoothly, *safely*. No waiting in traffic delays ... no crawling up hills behind "Sunday drivers."

Get astride an Indian ... feel the thrill of the surging power between your knees ... feel your blood tingle as you slip through traffic like a cat — out to the open highway, with the breeze in your hair!

### An Indian is Safe

And remember — Indian has a reserve of power to pull you quickly out of danger, yet it is light enough to stop in half the space a car needs. Indian's a tough machine, too—a stock model holds the world's record of 497 hours continuous running, beating the famous "St. Louis Robin" plane endurance record. That's stamina—one of the things twenty-seven years successful motorcycle making puts into every Indian. That's why New York City's great motorcycle squad, and those of many other cities, are *exclusively* Indian equipped. Thousands of merchants, too, use Indians for quick, economical delivery service.

Visit your local Indian dealer ... Inspect these Improved Indians—the CHIEF 74, the SCOUT, and the FOUR, and the New Indian Silver Arrow Out-board Motor. Or write for folders.



### INDIAN goes nautical, too!

Now you can enjoy on the waterways famous, dependable Indian power in the new



A Class B outboard, embodying all the experience Indian has gained in 27 years of building small power plants. Power, speed, stamina—all you look for in an outboard, plus an ease of starting hitherto unknown.

# Indian MOTORCYCLES

See this Full-Page Ad. in "Saturday Evening Post," March 13

## The Joys of Outboard Motoring

**EVER** since primitive man first straddled a log floating in the river, adventure has come to the traveller by water.

Centuries ago, the American Indian made a canoe of bark and travelled our inland waterways. He had adventures and thrills without number.

Civilized America travelled by water years before traffic jams and boob drivers of automobiles were common things on the highways.

Every Master of his ship—which is what the outboard motorist really is—gets the same feeling of adventure that the waterway traveller had centuries ago.

After an enjoyable day of outboarding comes the pleasure of telling your adventures to eager listeners. You live your adventures over again.

Sunshine is the greatest aid in acquiring and retaining good health.

With the outboard boat you bask in the direct rays of the sun and you breathe pure air and enjoy cool breezes.

Water travel brings keen hunger and a satisfied appetite. You are pepped up by day and sleep soundly and healthfully by night. You are happy, contented, enthusiastic. You want to outboard more and more.

You get all this with the INDIAN Outboard Motor—"The Silver Arrow". Adventure and health at low cost. A portable boat

powerplant complete in itself, ready to run as soon as it is fitted to the stern of the boat.

Every boatman at the lakeside or on the river has boats suitable for attaching the INDIAN Outboard Motor. You do not have to maintain a boat with its fixed engine nor pay insurance on it.

Start on INDIAN DAY to enjoy the pleasures of outboard motoring.

### Our Cover Picture

shows Chief Joseph Nicholas, sachem of the Passamaquoddy tribe in Eastport, Me., on a Scout Series 102. Behind the sachem is Old Joe Neptune of the same tribe, a descendent of Governor Neptune of Revolutionary War fame.

Governor Francis Neptune of the Passamaquoddies took an active part in the fight between the British light fleet and the colonial forces in 1775. He and his warriors assisted in disabling one sloop and driving off the others from Eastport and the adjoining coast.



Here we are! Speeding through the water with the INDIAN Outboard singing a merry tune on both cylinders. Enjoy this yourself—there's nothing to beat it!

# ***For All-Around Service On All Waterways***

## **INDIAN Outboard Motor "The Silver Arrow"**

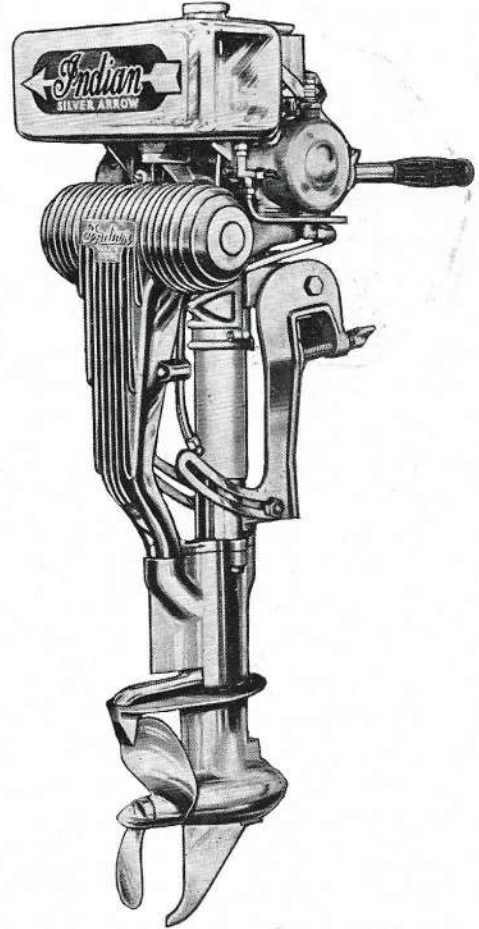
Brings you the most fascinating of all sports on the water—Outboard Motoring.

Clamp this motor to the stern of a boat and you're off, enjoying cool breezes and health-giving sunlight on that big lake you know so well or on the river you like to go rowing on.

Fits any boat up to 16 feet. You have the outboard motor and the boat liveryman has the boat. No need to carry a boat with you; get it at the river or lake shore.

The INDIAN Outboard Motor weighs but 68 pounds and you can easily carry it in a sidecar. Its only 43 inches long from tip to tip.

Share your outboard motoring pleasures. This 19.63 cubic inch two-cylinder hummer will shove a boat with four passengers along at a snappy rate or you can just idle as slow as you please. A twist of the wrist gives you any speed, the same as on the INDIAN motorcycles.



**Ask the INDIAN Dealer About It!**

*Indian Motorcycle Company*

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**You Want These to  
Start the Season Right!**



INDIAN JACKET SWEATER

## Indian Jacket Sweater

Button front with two roomy pockets. Made of pure wool. Fits snugly without restricting bodily movement. INDIAN Red with white INDIAN script sewed on left chest.

Comes in sizes 36 to 44. Specify size when ordering.

INDIAN Jacket Sweater.....\$6.50

## Indian Ute ALL-WEATHER SUIT

Ideal for protection against wind, dust, rain, snow or sleet. Light and durable material, with elastic to insure fit at wrists and ankles. Hookless fasteners up and down front and at each ankle. Made of rubberized fabric guaranteed not to crack.

Comes in white or khaki. Small, medium and large sizes. Specify size when ordering.

INDIAN Ute Riding suit, Khaki...\$10.00

White...\$12.00



INDIAN UTE

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AT ALL INDIAN DEALERS

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*Indian Motorcycle Company*

SPRINGFIELD, MASS., U. S. A.