BSA WINS WORLD'S CHAMPIONSHIP!

2nd year in a row for BSA!

Jeff Smith clinches 2nd consecutive World's Championship in the tough European Moto-Cross high speed scrambles series!

Riding a BSA 441 c.c. in the 500 c.c. class, J. V. Smith (shown in action at right) rode to the 1965 Championship on Europe's toughest scrambles courses. Once again BSA power and stamina beat larger machines ridden by top Moto-Cross experts.

No wonder more and more top riders in Europe and America are turning to BSA for trophy-winning power! The superb handling and high powered action of BSA gives front-running performance from start to finish.

Let your BSA dealer show you the winning qualities that will make BSA your own preferred champion!

Now, more than ever... Move up to the winner's circle... Move up to a BSA

Write to the nearest factory branch for free catalog of all the new BSA models. (Catalog offer limited to U. S. residents.) Specifications may differ slightly between Eastern and Western models.

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