

BSA *Bugle*

wherein we "toot the horn" of the finest line of motorcycles available to American dealers and riders!

VOLUME I No. 1

SPRING ISSUE 1950

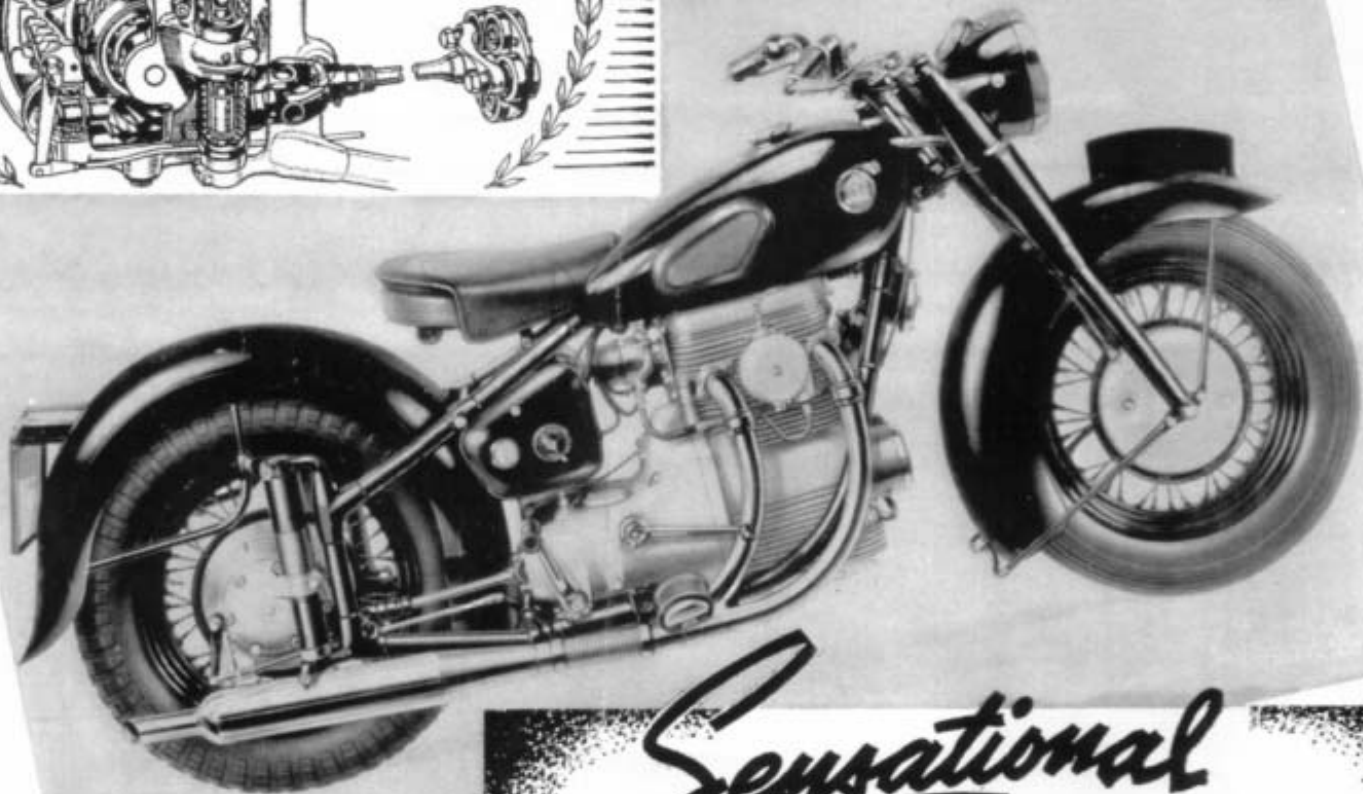
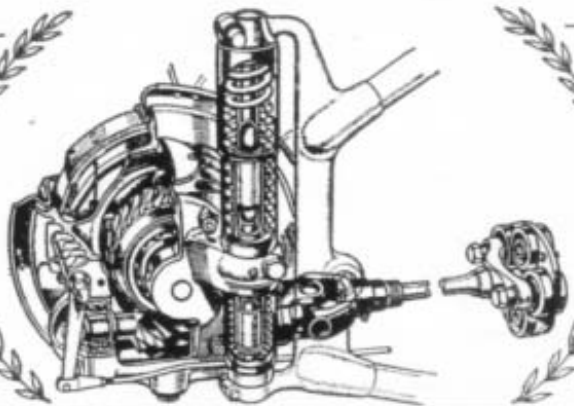


BSA

GOLDEN FLASH **650 TWIN**

The Newest addition to
the Worlds Finest range

Massive final drive and rear suspension
of the new "power-packed" 1950 Sunbeam!



SUNBEAM

Sensational Sunbeam

Acclaimed by thousands of enthusiasts the world over as the ultimate in motorcycle design . . . Full Alloy Engine . . . Overhead Camshaft . . . Telescopic Forks . . . 500cc (30.50) Vertical Twin Engine . . . Famous Sunbeam Spring Frame . . . Shaft Drive . . . Streamlined appearance . . . Quiet, Comfortable and Speedy . . . Weight 385 lbs.!

1950 Sunbeam

Is a more powerful machine, with vastly increased speed. Develops its power evenly throughout the entire speed range—here is mechanical perfection, a motorcycle designed, engineered and constructed by motorcyclists for motorcyclists!

1950 Sunbeam

Is sleek, smooth and powerful. Whether you choose the S-7 TOURING model or the S-8 SPORTS version—you'll inevitably become an enthusiastic Sunbeam booster.

S-7 TOURING MODEL \$950.40

S-8 SPORTS MODEL \$871.20

Retail price incl. Excise Tax F.O.B. N. Y. or L. A.



Better than ever!

East Coast BSA-SUNBEAM Distributor:
RICH CHILD CYCLE CO., INC., 639 Passaic Ave., Nutley, N. J.

West Coast BSA-SUNBEAM Distributor:
HAP ALZINA — 3074 Broadway, Oakland, Calif.

BSA *in U.S.A.*

Dear Motorcyclist:

B.S.A. is here in U.S.A. to stay! For the past five post-war years the world's largest manufacturer of motorcycles and bicycles have concentrated on rebuilding their war-ravaged factories, designing, testing and producing a range of machines second to none in the industry, while at the same time strenuously promoting their sales in all the overseas markets of the world with special emphasis on the U.S.A. and Canada.

You, as a potential purchaser of a motorcycle need ample reassurance that the machine of your choice will never become an "orphan" — that parts and service are available and will always be available. B.S.A. Sunbeam and New Hudson Motorcycles and Bicycles are distributed in U.S.A. by Rich Child Cycle Co., Inc. on the East Coast and by Hap Alzina Cycle Company on the West Coast. The heads of these two companies have each spent more than 35 years distributing and retailing motorcycles. Both of these men head up organizations of thoroughly practical motorcycle enthusiasts — salesmen, partsmen and mechanics whose only thought is to adequately "Service what we Sell."

Both in Nutley, New Jersey — less than half an hour travel time from 41st Street and 8th Avenue in New York City by public Service Bus No. 191 — and in Oakland, California, all 22 different models of B.S.A. — Sunbeam — New Hudson Motorcycles and 15 models of Bicycles are carried in stock for immediate delivery together with enormous stocks of each and every part that goes to make up the various models. Backing these up are completely equipped repair shops capable of economically performing any and all repair jobs.

With such facilities as these available to you as a Motorcyclist plus over one thousand dealers capable of

servicing B.S.A.-Sunbeam-New Hudson machines coast-to-coast you need have no hesitation in purchasing. B.S.A. is here to stay and excellent as present facilities are they will constantly be improved from month to month and year to year.

Spring is here — and whether your choice is a "Bantam" a "Gold Star" or a "Golden Flash" — the new world-beating 40 cubic inch twin — Now is the time to buy — place your orders with any salesman on our stand — and specify where you wish delivery to be made — We will do the rest.

Sincerely yours,

Al Child and Hap Alzina



Al Child and Hap Alzina B.S.A.-Sunbeam Distributors

Note to dealers and prospective dealers:

Messrs. Child and Alzina will be glad to discuss a B.S.A.-Sunbeam franchise with you. Ask any salesman.

BSA - the Worlds

IN

1. Machining operations on modern fully automatic
2. Diamond-turning the gudgeon piston. Diamond tools are
3. Dip-brazing the frames of Picture shows two frames after head lugs have been
4. The enamelling section, with in baths of enamel, and conveyor which carries the ovens.
5. Assembling B.S.A. gear is built up on the bench into the gearbox shell.



How **BSA**s - the Worlds fin

-the World's Largest Motorcycle Manuf

INSIDE B. S. A.

1. Machining operations on B.S.A. flywheels on modern fully automatic machines.
2. Diamond-turning the gudgeon pin holes in B.S.A. piston. Diamond tools are extensively used.
3. Dip-brazing the frames of B.S.A. motor cycles. Picture shows two frames raised from the spelter after head lugs have been brazed.
4. The enamelling section, where parts are dipped in baths of enamel, and then hung on moving conveyor which carries them through the stoving ovens.
5. Assembling B.S.A. gearboxes. The train of gears is built up on the bench and inserted complete into the gearbox shell.
6. Engine assembly and test. Connecting rod and big end bearing are selectively assembled by inspection dept. Remainder of assembly and bench test are carried out in the section shown.
7. The B.S.A. assembly line. Engine and gearbox are bolted into frame and then placed on moving conveyor, where remainder of assembly is completed. A finished B.S.A. is wheeled off the line every four minutes.
8. Every B.S.A. motor cycle is road tested, and here is a group of testers getting machines filled up with petrol and oil ready for the road.
9. After test, B.S.A. for U.S.A. are cleaned and stripped down ready for packing. One of the packing bays is shown here.



Worlds finest Motorcycles - are

Largest Motorcycle Manufacturers

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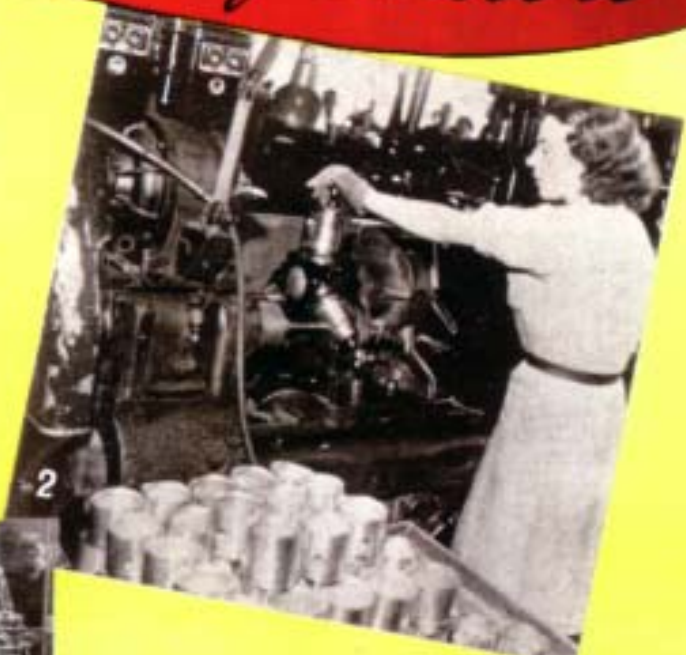
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Best Motorcycles - are made



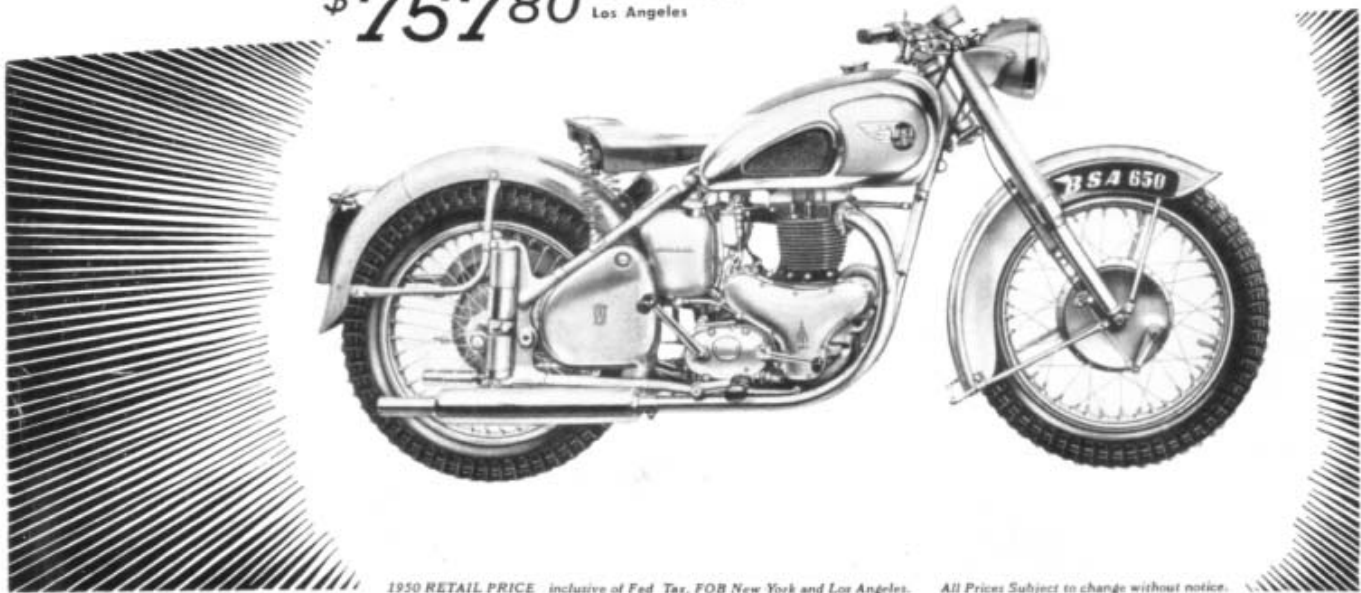
BSA's *the Bull*

Your New

★ "GOLDEN FLASH"

PRICE INCLUDES
SPRING FRAME

\$757.80 F.O.B. New York,
Los Angeles



1950 RETAIL PRICE inclusive of Fed. Tax, FOB New York and Los Angeles. All Prices Subject to change without notice.

A 40 cubic inch **SPRING FRAME** Challenger
Built from the Crankcase Up!

- ★ **DESIGNED** For American Riders!
- ★ **ENGINEERED** For High Speeds!
- ★ **CONSTRUCTED** For Rugged Going!

MOTORCYCLE DEALERS ATTENTION!

Get on the BSA-Bandwagon for 1950 profits
—Write your BSA-SUNBEAM Distributor
for exclusive franchise particulars now!

East Coast BSA-SUNBEAM Distributor

RICH CHILD CYCLE CO., INC.

639 Passaic Ave., Nutley, N. J.

West Coast BSA-SUNBEAM Distributor

HAP ALZINA

3074 Broadway, Oakland, Calif.



for 1950

BSA

"BANTAM"

for 1950



Here's a machine specifically engineered to satisfy the needs of the sport enthusiast... The novice, as well as the seasoned expert, will find the performance superb in all kinds of going...

The "Bantam" — BSA's ruggedly constructed 125 cc motorcycle is equally as thrilling to operate on the super highway as on the long forgotten backwoods trail...

Available in five distinct models, designed to appeal to every type of rider who seeks pleasure, reliability and safety at an absolute minimum of cost...



STANDARD
Rigid Frame
"Bantam"
\$280.66

STANDARD
Springer
"Bantam"
\$299.50

COMPETITION
Rigid Frame
"Bantam"
\$309.50

COMPETITION
Spring Frame
"Bantam"
\$329.50

DeLUXE
SPRINGER
Described below
Lucas Equipped
\$339.46

The World's foremost 125 cc Motorcycle has these outstanding features: Front and rear springing... Generator and Battery lighting... Sealed beam headlight... Coil ignition... Rugged 5 horsepower engine... New center stand... Beautiful green finish with special 1950 "Bantam" tank insignia.

"SOMETHING TO CROW ABOUT"

1950 RETAIL PRICES inclusive of Fed. Tax, FOB New York and Los Angeles.

(Not inclusive of freight, set up charge or local taxes if any)



East Coast BSA-SUNBEAM Distributor

RICH CHILD CYCLE CO., INC.

639 Passaic Ave., Nutley, N. J.

West Coast BSA-SUNBEAM Distributor

HAP ALZINA

3074 Broadway, Oakland, Calif.

WALTER A. KOHL

BSA MOTORCYCLES SALES SERVICE

TRANSIT RD. AT MILLER'S POINT

LOCKPORT, N.Y.

BSA's "The Buy"

22 "Better than ever" Models to Choose From!

Retail Prices F.O.B. New York, Los Angeles or San Francisco inclusive of Federal Tax. Local taxes or set-up charges if any, extra.

BSA-SUNBEAM RETAIL MOTORCYCLE PRICE LIST



Model	Retail Price F.O.B. New York Los Angeles or San Francisco
Model D-1 "Bantam" Rigid Frame - Wico Pacy Ignition	\$280.66
Model D-1 "Bantam" Spring Frame - Wico Pacy Ignition	299.50
Model D-1 "Bantam" Rigid Frame - Competition Model	309.50
Model D-1 "Bantam" Spring Frame - Competition Model	329.50
Model D-1 "Bantam" Deluxe Spring Frame - Lucas Ignition	339.46
Model C-11 15 cubic inch Deluxe - Rigid Frame	442.05
Model B-33 30.50 cubic inch - Rigid Frame (Iron)	582.38
Model B-33 30.50 cubic inch - Spring Frame (Iron)	638.51
Model B-33 30.50 cubic inch - Alloy Engine - Rigid Frame	637.38
Model B-33 30.50 cubic inch - Alloy Engine - Spring Frame	693.51
Model B-34 30.50 cubic inch - Rigid Frame - (Iron)	631.50
Model B-34 30.50 cubic inch - Spring Frame - (Iron)	687.63
Model B-34 30.50 cubic inch - Rigid Frame - (Alloy Engine)	686.50
Model B-34 30.50 cubic inch - Spring Frame - (Alloy Engine)	742.63
Model B-34 Road "Gold Star" 30.50 cubic inch - Alloy Engine - Spring Frame (Includes Tachometer and Speedometer)	827.96
Model B-34 Competition "Gold Star" 30.50 cubic inch - Alloy Engine - Rigid Frame (Includes Tachometer)	850.00
Model B-34 Competition "Gold Star" 30.50 cubic inch - Alloy Engine - Spring Frame	885.00
Model A-7 30.50 cubic inch Vertical Twin - Spring Frame	694.65
Model "Star Twin" 30.50 cubic inch Vertical Twin - Spring Frame - Dual Carburetors	736.75
Model A-10 "Golden Flash" 40 cubic inch Vertical Twin - Spring Frame	757.80
Model S-7 DeLuxe "SUNBEAM" 30.50 cubic inch - Alloy Motor - Spring Frame - Shaft Drive - Overhead Camshaft	950.40
Model S-8 Sports "SUNBEAM" 30.50 cubic inch - Alloy Motor - Spring Frame - Shaft Drive - Overhead Camshaft	871.20

RICH CHILD CYCLE CO., INC.
639 Passaic Avenue
Nutley 10, New Jersey

I am interested in the following model.....

I am interested in a B.S.A.-Sunbeam Dealer Franchise.....

Name..... A.M.A. No.  (if any)

Address..... City..... State.....

If you're on the West Coast, address your inquiry to HAP ALZINA, 3074 Broadway, Oakland 11, California.