

# AN INSIDER'S HISTORY OF INDIAN

*A fond look back at a classic machine*



LIKE BUTCH AND TOM BAER, I'M A LONGTIME Indian owner and enthusiast. Living in New England, I feel fortunate to have met and befriended Butch in the 1980s.

Over the years, we have photographed and featured a number of his motorcycles in *American Iron Magazine*, as well as other publications.

Like so many aspects of Butch's life, *A Century of Motorcycling* Vol. 1, is a work of passion. He is one of the few people I know who, with no previous publishing experience, could produce a book as wonderful as this. I'm curious if he's ever faced a challenge he could not tackle. Don't be fooled by his wide smile and charming ways, however. Butch is a can-do guy, and *A Century of Motorcycling* is proof of that.

Imagine if you will, visiting the home of a lifelong Indian mechanic, racer, dealer, and enthusiast with deep-rooted factory ties. What would it feel like to look over his shoulder as he sorts through dozens of boxes of original photo-

graphs, newspaper clippings, awards, and various collectibles literally dating back to the start of the Indian Motorcycle Company in 1901? Find out by reading this book, which lovingly shares the family histories of two of Indian's keystone characters: Earl "Pop" Armstrong and Fritzie Baer. Think of this as an old-style scrapbook starting at the turn of the century, and following the two families and the Indian Motorcycle Company until the outbreak of World War II.

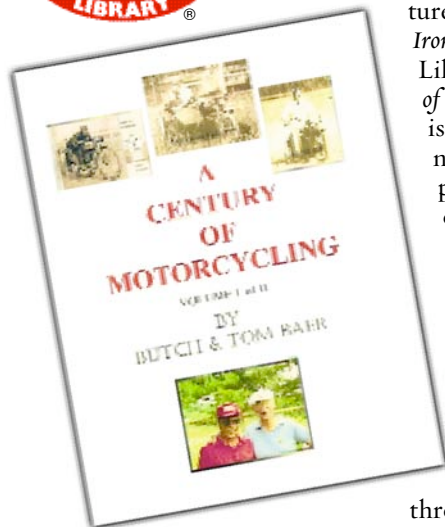
I particularly liked the brief stories and memories passed down to the Baer boys by their father and his friends. I also enjoyed studying the photos and collectibles, many of which I'd never seen before. Butch has an encyclopedic knowledge of Indians and of the men who built, raced, and maintained them. And, on a personal note, I was delighted to see photos of friends like Ed Kretz, Freddie Marsh, and Butch as young men. Priceless!

From the early board track racers and hillclimbers to dirt trackers and even an occasional roadracer, this book features them all. Often, the most famous riders of the era are shown aboard factory-backed, one-of-a-kind machines, as are various privateers. Butch also showcases a number of the Wall of Death (and other) stunt riders, as well as motorcycle polo players on their respective Indian cycles.

*A Century of Motorcycling* is a warm and wonderful tribute to two men and their passion for Indian machines. What it lacks in editorial polish, it more than makes up for with amazing photos, artifacts, and stories that few of us have ever been exposed to. Paying for the production and printing of this book themselves, the Baer boys published only 500 copies of the hardcover edition and 1,000 copies of the softcover edition. Such a limited production ensures that these rare, collectible books will sell out quickly. Volume II should be available by the time you read this. **AIM**

## SOURCES

*A Century of Motorcycling, Vol. 1*  
\$49 (hardcover), \$39 (softcover), plus \$6 shipping  
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