

Follow The White Line



W MOTORCYCLE CLOTHING AND ACCESSORIES



FOLLOW THE WHITE LINE



HIDESAVER® MOTOCROSS PANTS

HIDESAVER® Motocross Pants are all new! Designed and engineered for your protection and comfort. This revolutionary new material is soft and flexible beyond belief, yet super strong. The inside is also soft and non-chafing. Hip and knee padding is perfectly positioned for maximum protection. Throw away your saddle soap and all those special leather cleaners, soap and water will clean your HIDESAVER® Motocross Pants. HIDESAVER® Motocross Pants are certified to meet the MVSS 302 flammability standard, and carry The C. E. White Co. 100% **guarantee** against tearing under normal use.

Available in seven brilliant colors in sizes 12, 14, Small, Medium, Large, and Extra-Large. Why pay more? You can't buy better!



Widow Black

Hello Yellow

Gang Green

Rolled Gold

Rumbin Red

Brutal Blue

Rawhide

M X JERSEYS

100% NYLON MESH



Red



Blue



Gold



Green

These 100% nylon mesh Jerseys feature the reinforced elbow. No. 1 in looks, comfort, and durability.

Available in sizes: Sm, Med, Lg, and X-Lg. (Lettering available by special quotation.)

HIDESAVERS® ARE TEST PROVED



CHEST PROTECTORS

Designed by competition racers, the chest protector features a foam-filled interior for minimum weight and maximum protection. Also available in Junior size. Seven brilliant colors.



DUFFEL BAGS

Here's a high styled utility bag that can carry the whole load . . . helmet, boots, pants, jacket, and gloves. 22" long and 11" in diameter. Seven brilliant colors.



CROSS BAR PADS

Avoid expensive dental work! Here's a foam-backed cross bar pad that gives you thirteen inches of protection. Keep smiling! Seven brilliant colors.



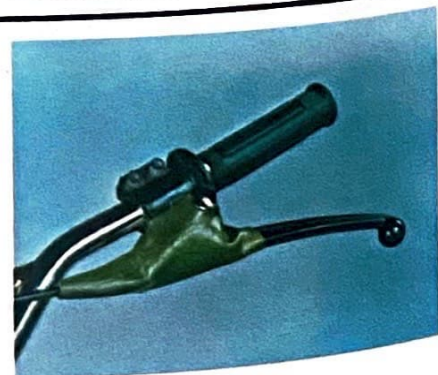
TOOL BAGS

This handy dandy tool bag snaps conveniently over the cross bar and buckles securely to the handlebar. It features double thickness for extra long life. 10" long and 6" deep. Seven brilliant colors.



LEVER COVERS

High quality shrouds for your levers. Prevent dangerous malfunction because of dirt, mud, and rain. Play it safe – ride it safe! Seven brilliant colors.



WIND BREAKERS

100% NYLON



Quality, lightweight riding jackets, look great on or off the road. Available in Red, White, and Blue.

Sizes: Sm, Med, Lg, and X-Lg.



STREET AND TRAIL WEAR



Riding pants and jackets that have the look and feel of real leather. This **all new** material formulation is incredible, lightweight, soft (in all weather) and durable.

The jacket features the adjustable mandarin collar, action back, nylon taffeta lining, and windproof sleeves and front zipper.

The NOW styled pants are designed for looks and comfort, with two front pockets and one rear pocket and a soft non-chafing inside. Looks like leather! Feels like leather! Priced like vinyl, but neither!

CYCLIST RAIN WEAR

Here is the first real quality, two-piece nylon rainsuit for today's cyclists. This rainsuit has been designed exclusively for the motorcycle industry. Made of soft lightweight nylon, completely waterproof and machine washable.

This rainsuit is made in bright yellow, for easy visibility. Comes with a handy waterproof carrying pouch that can be mounted to your bike. Priced to sell!

Available in sizes: Sm, Med, Lg, and X-Lg.

SAFETY GEAR FLUORESCENT



STUFFER POUCH

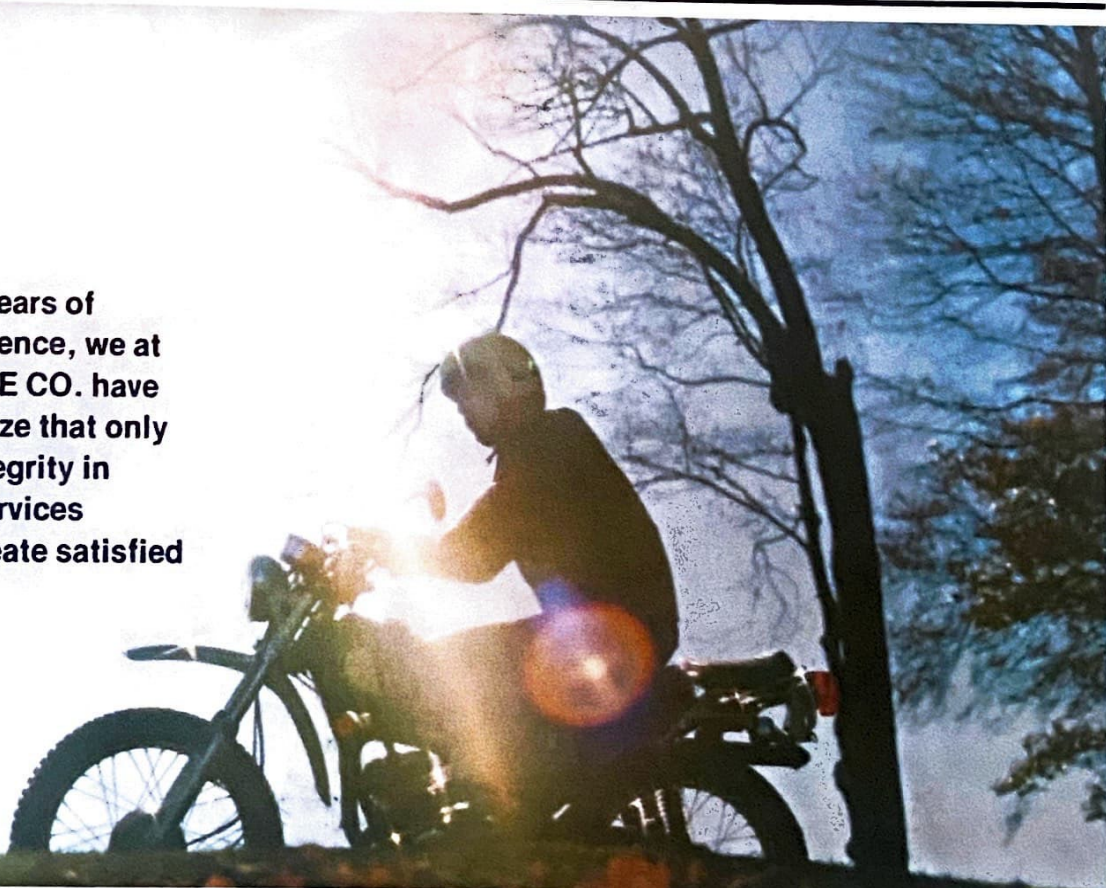


RIDING VEST

Here are two items that are a must for the safety-minded night riders. A fluorescent stuffer pouch that is spacious (10" x 17½") and functional. This pouch carries those many items needed when hitting the road for that long weekend. It fits over most sissy bars with or without the back pad. Made of a high quality fluorescent vinyl-coated nylon.

The fluorescent, 100% nylon riding vest is lightweight and inexpensive. (To be safe, you must be seen.) Available in sizes 12, 14, 16, Med, Lg. and X-Lg.

With nearly 40 years of business experience, we at THE C. E. WHITE CO. have come to recognize that only honesty and integrity in products and services supplied can create satisfied customers.



GUARANTEE:

THE C. E. WHITE CO. unconditionally guarantees all products that it manufactures against inferior workmanship, quality of material, or tearing at seams for a period of one (1) year, under designed use. If failure should occur, replacement will be made at no cost to you.

MANUFACTURED AND DISTRIBUTED BY:
The C. E. White Co.
New Washington, Ohio 44854
Leaders in Motorcycle Clothing and Accessories

the new tough look



for **AMERICA'S** great new adventure!

CARRY-ALL BACKREST

Carry-all Backrests have many unique features. The detachable pouch holds many items, such as helmet, rainsuit, thermos, etc. When pouch is not in use, it simply folds down and snaps to the back, or removes.

Available in seven colors with diamond pleating or 1" pleating in black only.



Green



Blue



Red



Yellow



Black



Rawhide



Gold



LARGE BACKREST

SMALL BACKREST

BUDDY SEAT



These two top quality backrests are designed to fit most sissy bars made.

Large backrest is available in the 7 colors shown above. The small backrest is available in black only.



Fits Luggage Rack on Yamaha 125 and 175; also Suzuki: 125 and 185. Looks great! Feels great, and priced to sell.

Chest protectors

Designed by competition racers, the chest protector features a foam-filled interior for minimum weight and maximum protection. Also available in Junior size. Seven brilliant colors.



Duffel bags

Here's a high styled utility bag that can carry the whole load . . . helmet, boots, pants, jacket, and gloves. 22" long and 11" in diameter. Seven brilliant colors.



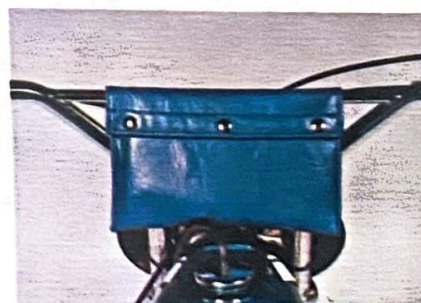
Cross bar pads

Avoid expensive dental work! Here's a foam-backed cross bar pad that gives you thirteen inches of protection. Keep smiling! Seven brilliant colors.



Tool bags

This handy dandy tool bag snaps conveniently over the cross bar and buckles securely to the handlebar. It features double thickness for extra long life. 10" long and 6" deep. Seven brilliant colors.



Lever covers

High quality shrouds for your levers. Prevent dangerous malfunction because of dirt, mud, and rain. Play it safe - ride it safe! Seven brilliant colors.



Motocross pants

fast, tough and competition bred



The MX pants have been carefully engineered and rigorously tested by top motocross racers. Hip and knee padding is perfectly positioned for maximum protection. The crotch features double thickness and heavy reinforcement. The inside is soft and non-chafing. Seven brilliant colors.



Widow Black

Hello' Yellow

Gang Green

Rolled Gold

Rumbly' Red

Brutal Blue

Rawhide

Street and trail

the new look - on and off the road.



The handsome jacket features a full taffeta lining, high quality brass zippers, adjustable mandarin collar, and zippered cuffs. Available in Widow Black and Rawhide.

The NOW styled flare pants have brass zippered pockets front and back, and the tough lean look of today. Available in Widow Black and Rawhide.

**Display
packaged**
for brilliant exposure
and fast, fast turn.



A word about the material

All of the products shown here are made from expanded vinyl produced in the United States. It is abrasion-proof, waterproof, wear-resistant, color-fast, non-peeling, and permanently bonded to a soft fabric backing. The material is easily maintained with a damp cloth, vinyl cleaner, or even a garden hose. The material is readily available and, unlike leather, the price is *NOT* going out of sight.

MADE IN THE GOOD OL' U.S.A.

Manufactured by:

The C. E. White Company
New Washington, Ohio
(419) 492-2157

Leaders in manufacturing recreational soft goods since 1937.

Sold by:

S. C. Enterprises
Box 298, Ashland, Ohio 44805
(419) 289-1902

Specialists in motorcycle accessories.



S. C. ENTERPRISES
MOTORCYCLE ACCESSORIES
P. O. BOX 298
ASHLAND, OHIO 44805

Dear Motorcycle Dealer:

We would like to introduce you to a great new line of motorcycle clothing and accessories. The four page brochure will give you all the details.

The hundreds of dealers who are handling our products now have found that they turn very fast . . . because of price, quality and style. We want you to have the same profitable experience.

Enclosed you'll find a price sheet, order form and reply card. It is VERY IMPORTANT that you return the reply card promptly so that we can send one of our representatives in to see you. Once you see the line you'll want to add it to your accessory selection immediately. Or simply check off the items that interest you on the order form and we will rush you your samples.

Retail activity is holding up very well and there should be no let down as we move into September. Let us hear from you right away. We are confident you will be excited with the profit potential in this fresh new line of accessories. Thank you.

Very sincerely,

David B. Case

S. C. ENTERPRISES
Sales Representatives
The C. E. WHITE CO.
Manufacturer



C. E. WHITE CO.

MFG. REPRESENTATIVES
S. C. Enterprises
 P. O. Box 298
 ASHLAND, OHIO 44805
 Phone (419) 289-1902

DATE OF ORDER

No. _____

CUSTOMER ORDER NUMBER

CUSTOMER NAME AND ADDRESS

SHIPPING INSTRUCTIONS		DATE SHIPPED
TERMS	SALESMAN	DEALER <input type="checkbox"/> DISTRIBUTOR <input type="checkbox"/>

MOTOCROSS PANTS

SIZE	BLACK	YELLOW	RED	BLUE	RAWHIDE	GREEN	GOLD
12							
14							
S							
M							
L							
XL							

JACKETS (YELLOW, BLACK & RAWHIDE ONLY)

S							
M							
L							
XL							

STREET AND TRAIL PANTS (BLACK & RAWHIDE ONLY)

30R							
30L							
32R							
32L							
34R							
34L							
36R							
36L							
38R							
38L							

ACCESSORIES

Chest Protector (Youth)							
Chest Protector (Large)							
Lever Cover							
Tool Bag							
Cross Bar Pad							

DUFFEL BAGS

Urethane*							
Vinyl							

* Urethane duffel in red only

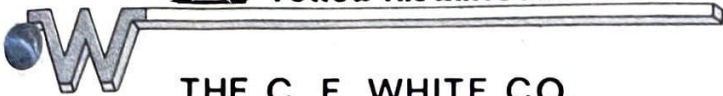
TOTAL

CUSTOMER SIGNATURE _____

DEALERS ORDER FORM



FOLLOW THE WHITE LINE



THE C. E. WHITE CO.

418 North Kibler St
New Washington, Ohio 44854
Phone (419) 492-2157

DATE OF ORDER _____ DATE REQUIRED _____

CUSTOMER ORDER NO. _____

CUSTOMER NAME AND ADDRESS _____

_____ ZIP CODE _____

TERMS _____ SALESMAN _____

WHITE LINE MOTORCYCLE CLOTHING AND ACCESSORIES

MOTOCROSS PANTS

SIZE	TYPICAL WAIST	BLK.	YELLOW	RED	BLUE	RAWHIDE	GREEN	GOLD
12	26							
14	28							
S	30							
M	34							
L	36							
XL	40							

No. MX Pants _____ at _____ = \$ _____

STREET AND TRAIL PANTS

SIZE	BLACK	RAWHIDE
30		
32		
34		
36		
38		
40		

No. S-T Pants _____ at _____ = \$ _____

NYLON WINDBREAKERS

SIZE	RED	WHITE	BLUE
S			
M			
L			
XL			

No. Windbreakers _____ at _____ = \$ _____

RIDING JACKETS

SIZE	TYPICAL SIZE	BLACK	RAWHIDE
S	36-38		
M	40-42		
L	44-46		
XL	48-50		

No. Jackets _____ at _____ = \$ _____

MX JERSEYS

SIZE	YELLOW	RED	BLUE	GREEN
S				
M				
L				
XL				

No. Jerseys _____ at _____ = \$ _____

FLUORESCENT SAFETY GEAR

Stuffer Pouch Qty. _____ at _____ = \$ _____
 Bicycle Front Carry-all Qty. _____ at _____ = \$ _____
 Bicycle Rear Carry-all Qty. _____ at _____ = \$ _____
 Bicycle Safety Pennant Qty. _____ at _____ = \$ _____
 Riding Vest 12, 14, S, M, L, XL

Qty. _____ at _____ = \$ _____

100% NYLON RAINSUITS

S M L XL Qty. _____ at _____ = \$ _____

ACCESSORIES

	BLK.	YELLOW	RED	BLUE	RAWHIDE	GREEN	GOLD
Chest Protector (Adult)							
Chest Protector (Youth)							
Lever Covers							
Tool Bags							
Duffel Bags							
Cross Bar Pads							
Buddy Seat							

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

BACK REST

	BLK.	YELLOW	RED	BLUE	RAWHIDE	GREEN	GOLD
Carry-all							
Large Std.							
Small Std.							

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

TOTE BAGS

	BLK.	WHITE	RAWHIDE	GOLD
Shoulder Tote				
Clothing Tote				

Qty. _____ at _____ = \$ _____

Qty. _____ at _____ = \$ _____

Customer Signature _____

Thank you for your order.

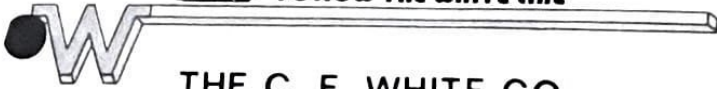
Total Amount of Order \$ _____

S-T Combination Discount \$ _____

Total \$ _____



FOLLOW THE WHITE LINE



THE C. E. WHITE CO.

418 North Kibler St
New Washington, Ohio 44854
Phone (419) 492-2157

DATE OF ORDER _____ DATE REQUIRED _____

CUSTOMER ORDER NO. _____

CUSTOMER NAME AND ADDRESS _____

_____ ZIP CODE _____

TERMS _____ SALESMAN _____

WHITE LINE MOTORCYCLE CLOTHING AND ACCESSORIES

MOTOCROSS PANTS

SIZE	TYPICAL WAIST	BLK.	YELLOW	RED	BLUE	RAWHIDE	GREEN	GOLD
12	26							
14	28							
S	30							
M	34							
L	36							
XL	40							

No. MX Pants _____ at _____ = \$ _____

STREET AND TRAIL PANTS

SIZE	BLACK	RAWHIDE
30		
32		
34		
36		
38		
40		

No. S-T Pants _____ at _____ = \$ _____

NYLON WINDBREAKERS

SIZE	RED	WHITE	BLUE
S			
M			
L			
XL			

No. Windbreakers _____ at _____ = \$ _____

RIDING JACKETS

SIZE	TYPICAL SIZE	BLACK	RAWHIDE
S	36-38		
M	40-42		
L	44-46		
XL	48-50		

No. Jackets _____ at _____ = \$ _____

MX JERSEYS

SIZE	YELLOW	RED	BLUE	GREEN
S				
M				
L				
XL				

No. Jerseys _____ at _____ = \$ _____

FLUORESCENT SAFETY GEAR

- Stuffer Pouch Qty. _____ at _____ = \$ _____
- Bicycle Front Carry-all Qty. _____ at _____ = \$ _____
- Bicycle Rear Carry-all Qty. _____ at _____ = \$ _____
- Bicycle Safety Pennant Qty. _____ at _____ = \$ _____
- Riding Vest 12, 14, S, M, L, XL

Qty. _____ at _____ = \$ _____

100% NYLON RAINSUITS

S M L XL Qty. _____ at _____ = \$ _____

ACCESSORIES

	BLK.	YELLOW	RED	BLUE	RAWHIDE	GREEN	GOLD
Chest Protector (Adult)							
Chest Protector (Youth)							
Lever Covers							
Tool Bags							
Duffel Bags							
Cross Bar Pads							
Buddy Seat							

- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____

BACK REST

	BLK.	YELLOW	RED	BLUE	RAWHIDE	GREEN	GOLD
Carry-all							
Large Std.							
Small Std.							

- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____

TOTE BAGS

	BLK.	WHITE	RAWHIDE	GOLD
Shoulder Tote				
Clothing Tote				

- Qty. _____ at _____ = \$ _____
- Qty. _____ at _____ = \$ _____

Customer Signature _____

Thank you for your order.

Total Amount of Order \$ _____

S-T Combination Discount \$ _____

Total \$ _____