

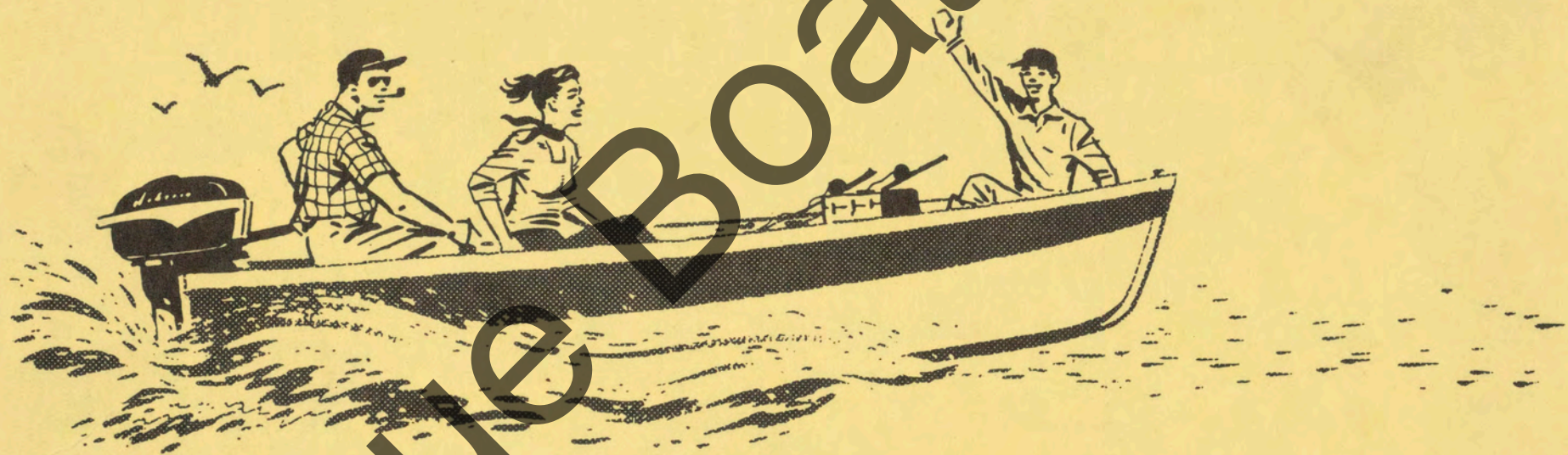
ALA

SEP 23 1957

BOATING

AMERICA'S
FAVORITE
RECREATION

STORIES AND PICTURES
FOR MIDSUMMER AND EARLY AUTUMN



Antique Boat Museum

PREPARED BY:
JOHNSON MOTORS NEWS BUREAU
WAUKEGAN, ILLINOIS
Ontario 2-6200

NEWS AND FEATURE PIX TO ILLUSTRATE YOUR BOATING STORIES



1. An Indiana state police officer instructs physical education class students of an Indianapolis high school in the principals of motor and boat maintenance in conjunction with the

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The Johnson Motors News Bureau is a boating news service agency. We are geared to getting information or photographs for you about any phase of boating or outdoor activities. So when you want photos, information, ideas for stories please get in touch with us.

Johnson Motors News Bureau
Waukegan, Ill.

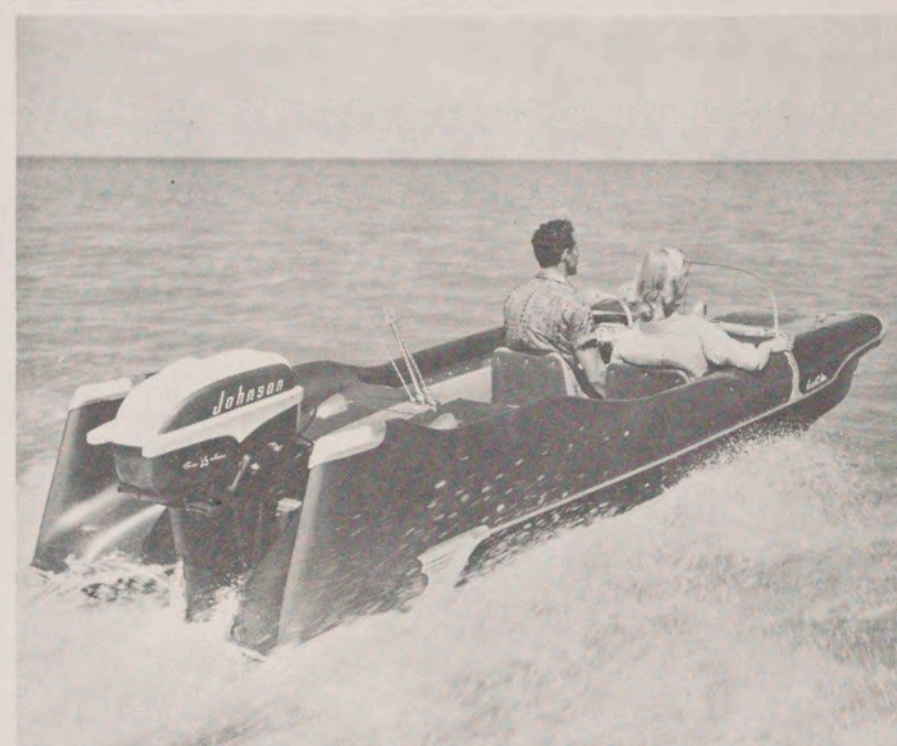


2. This sort of scenery can be found at Arkansas' new Lake Ouachita, a man-made impoundment near Hot Springs which boasts some 900 miles of shoreline. The federal-state superhighway program will make lakes like this,

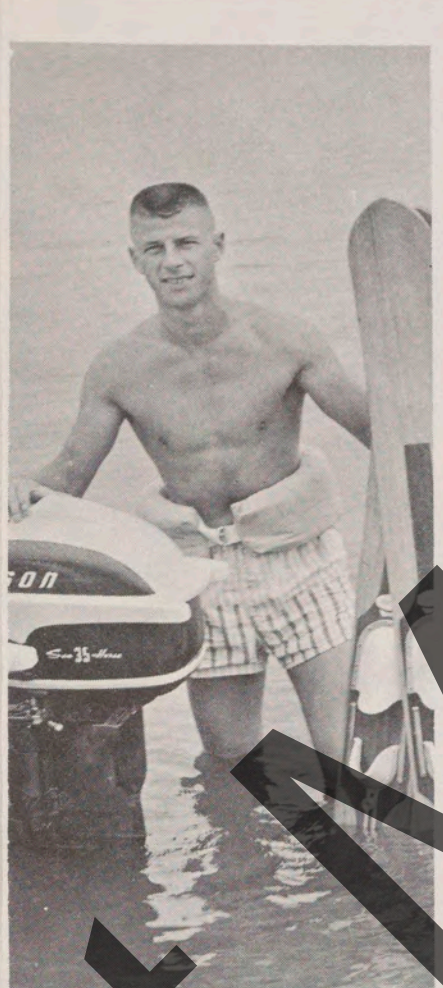
generally found in the south and southwest, easily accessible to northern city dwellers. (STORY—SUPERHIGHWAY PROGRAM A BOON TO BOATERS)



3. Looks vicious — and he is. Hunting the manta ray by outboard boat is a new popular pastime in the Florida Keys. (STORY—FLORIDA VISITORS WILL FIND MANTA RAY HUNTING EXCITING NEW SPORT)



4. Although the automobile people started it, boat manufacturers have gone overboard for it — tail fins, that is! (STORY—DETROIT LOOK COMES TO BOATING)

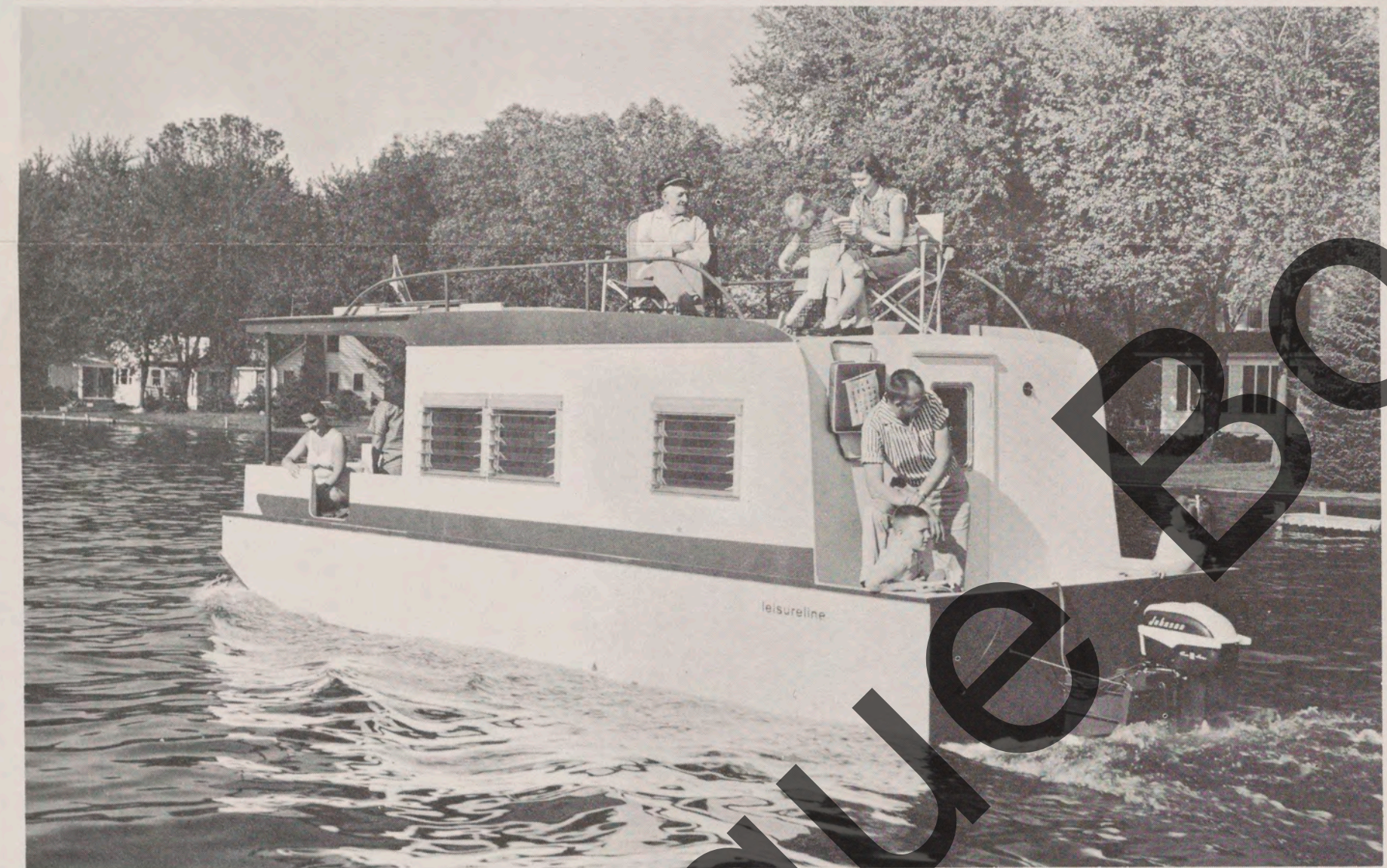


5. John Musser, 27-year-old Burlington Railroad switchman, is the new world champion when it comes to endurance water skiing. Father of two, he skied 715 miles in just over 23 hours on Missouri's Lake of the Ozarks. (STORY—RAILROAD SWITCHMAN SETS WORLD'S WATER SKI ENDURANCE RECORD)



6. Looks like fun, does it? It might be for the time being but it's downright dangerous and the way a lot of boatmen get in trouble. Overloading is one of the perennial causes of

boating accidents. Don't overload the boat is one of a few simple rules that make boating a safe sport. (STORY—COMMON SENSE AFLOAT)



7. The houseboat is not a new gadget by any stretch of the imagination. But the way the boating public is going for them in recent months would make a person think they are something brand new and unheard of. Actually houseboats

solve the problem of spacious accommodations at an economical cost for big families. (STORY—HOUSEBOATS HAVING THEIR DAY — AGAIN)



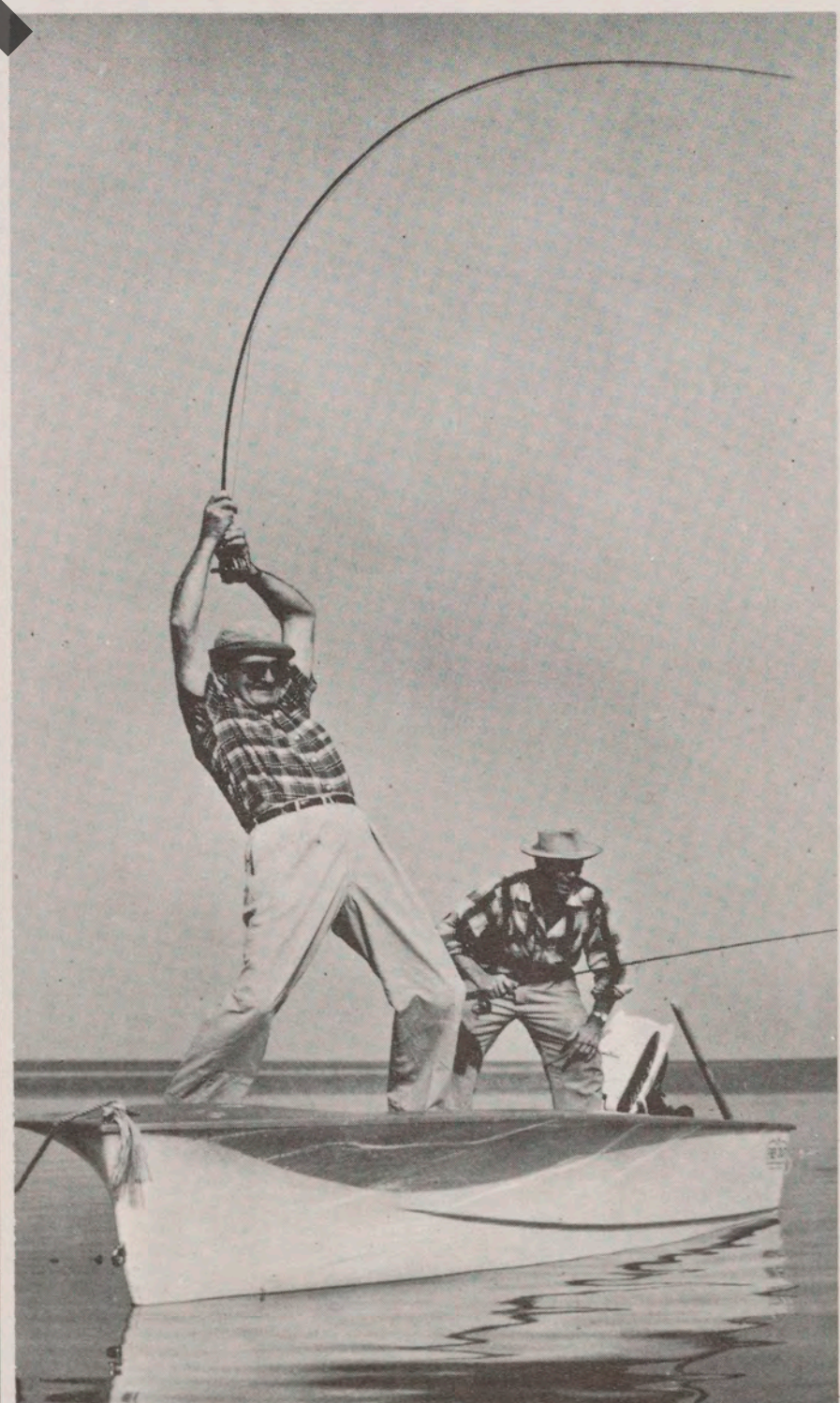
8. There's no particular meaning to this photo, unless it's indicative of the growing numbers of women who are becoming active in boating. By the end of this summer it's estimated some 7 million of the nation's women will be participating in boating.



9. Ditto cutlines for photo 8. Besides, what's more eye-appealing than a pretty lass playing a bass? Fishing was the domain of the male gender until the outboard manufacturing firms developed engines easier to start, devoid of grease and smoke and definitely a gadget Miss and Mrs. America could master. As a result hubby's now sharing his boat.



10. There's a new lake down in Arkansas — Ouachita by name — that's fast gaining a reputation for yielding some of the biggest catches of fighting bass in the land. Here one of the lake's guides ties into a lively one. (STORY—DON'T SHUT OFF MOTOR: USE IT TO FIND FISH)



11. The big fellow is Joe Brooks, probably the nation's most famous angler. He's playing a bonefish here, the wily fish that inhabits the coastal waters of the Florida Keys. Stealth to sneak up on him and body english to land him is what it takes to land the bone fish. (NO STORY)



12. This high leaper is a king mackerel and he'll be the prey of many an angler who takes his vacation in Florida this winter. This particular photo was made off the coast of the Florida Keys where his species abound. Although off shore fishing was mostly the province of the big inboard boat owner until just a few years ago, it's everyone's fishing hole now with the development of more seaworthy boats and dependable outboards. (NO STORY)



13. Boating is a child's world. Boating develops in youth a sense of responsibility and self confidence. It goes a long way toward combating juvenile delinquency. But too many

youngsters are deprived of the opportunity to go boating because of lack of facilities. (STORY—BOATER NOT GETTING HIS DUE, MANUFACTURER SAYS)

by - Jim McCulla - Neal Peterson

SAFETY EDUCATION REDUCES
NUMBER OF BOATING ACCIDENTS

Authorities acquainted with the problems of boating safety have long contended that education rather than restriction is the answer to safer enjoyment of America's most popular pastime.

And apparently they are right, says the Johnson Motors News Bureau. Educational program such as those initiated by the Coast Guard, the Power Squadron, the major engine and boat manufacturers and their trade organizations are beginning to take effect and the number of serious mishaps on the water is decreasing in ratio to the number of people taking up boating.

The latest report of the U.S. Health, Education and Welfare Department revealed that small boat fatalities decreased steadily from 1,243 in 1949 to 1,135 in 1954. At the same time outboard motors in use jumped from 2,643,000 to 3,740,000. Death rate per 1,000 engines fell from .47 in 1949 to .30 in 1954. Death rate per 1,000 automobiles in 1954 was 23.3 according to the National Safety Council.

Several major outboard motor manufacturers have launched a unique education program through their dealers. The manufacturers are encouraging the dealers to sponsor classes in small boat handling and safety in conjunction of physical education programs in local high schools, Johnson says.

Experiments along these lines have proved fruitful, according to Johnson. Dealers report not only a great amount of enthusiasm for programs, but a definite increase in the practice of safety principles. The theory is, of course, that if safety practices are learned at an early age they will be accepted with less question and retained longer.

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from the

JOHNSON MOTORS NEWS BUREAU Waukegan, Illinois

For Immediate Release-ss

E.L. "Buck" Rogers - Jim McCulla - Neal Peterson

RULES OF ROAD HELP

BOATMEN NAVIGATE

Boating has its traffic laws. The Rules of the Road, as they are called, were established by the Coast Guard to make navigation easier and help guard against collisions on the water.

The Johnson Motors News Bureau offers the following digested rules important for the outboard boatman to learn:

Passing head on: keep to the right. If you are so far to the left of the approaching boat that it is impractical to go right, hold your course.

Passing from the rear: You can pass on either side but be sure to give the boat ahead plenty of leeway. He has the right of way. In a tight situation, don't try to pass until it's safe.

Crossing at right angles: The boat on the right has the right of way and the boat on the left must respect it.

Anchoring in the channel: It's against the law to block a navigation channel. It's a matter of courtesy too.

Right of way: Sail boats have the right of way over power boats in the majority of instances. Steer clear of them.

Emergency: Rules can be broken legally in the case of an absolute emergency if needed to avert a collision.

Signals: Horn or whistle signals signify to another boat your intentions, and are to be used only when necessary. One blast signifies your intention to go right (starboard), two to go left (port). When passing from behind one blast means you want to pass on the right, two on the left. Five or more rapid blasts is the danger signal. To signify you understand a signal, answer with the same signal.

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E.L. "Buck" Rogers - Jim McCulla - Neal Peterson

HOUSEBOATS HAVING

THEIR DAY - AGAIN

The houseboat and that legendary bird, the phoenix, have something in common. They're both having their day - again.

The houseboat has been kicking around since the days of Cleopatra but only in the last year or so has the serious boating public paid attention to them. Approximately one year ago only three or four firms manufactured houseboats for national distribution. Within the year some 15 new companies have entered the field, the Johnson Motors News Bureau says.

Why the sudden surge in popularity? It's because the houseboat gives the boater two things at a relatively low price - plenty of open deck space and ample room and facilities inside the cabin.

Improved hull designs make them more appealing too. Manufacturers are fast getting away from the squared-off bow, long a houseboat tradition, in favor of a long swept-back and modified "V" bows which make the craft more seaworthy and easier to control.

The "cracker box on a barge" look is no longer. All manufacturers are concentrating on style. They're putting longer windows into the boats, elongating outside structural parts, and generally striving to achieve a longer, lower look.

Houseboats are constructed of steel, plywood and aluminum. Some firms combine materials, such as a steel hull and a plywood superstructure. No one is producing a fiber glass houseboat yet, but a number of firms are fibreglassing their hulls to beat the maintenance problem.

Houseboats can be purchased for just about any price. Stock models range from \$2,000 to \$50,000 and custom models go higher.

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JOHNSON MOTORS NEWS BUREAU Waukegan, Illinois

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'DETROIT LOOK'

COMES TO BOATING

The 'Detroit Look' has come to boating.

If you don't think so, take a good look at 1957's crop of boats, says the Johnson Motors News Bureau.

Tail fins!

They come in all sizes, colors and shapes. Some look like Indian teepees, others like the wings of archangel. Some are well-conceived, others are obviously a designer's afterthought, or an attempt to get with the rest of the crowd fast.

Although Detroit started the tail fin business, the car manufacturers have gone at it cautiously. Not so in the boating industry. It seems that whenever a manufacturer demands that his designer "get some style in this boat" the same magical thought occurs despite differences in time and place and lack of communication between designers. Presto! Tail fins.

Some manufacturers in the boating industry already are beyond the 'Detroit Look' stage. They're working on the "Sports Car Look" (bucket seats); the "25th Century Look" (individual plexiglass windshields), and the "Wright Brothers Look" (boats that fly).

The old line boat manufacturers are holding firm so far, but how long they will hold out in this day and age is anyone's guess, Johnson says.

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from the

JOHNSON MOTORS NEWS BUREAU Waukegan, Illinois

E.L. "Buck" Rogers • Jim McCulla • Neal Peterson

SUPERHIGHWAY PROGRAM

A BOON TO BOATERS

The joint federal-states interstate superhighway system will be a tremendous boon to boaters who trail their craft, the Johnson Motors News Bureau says.

Within the next 12 years, 40,000 miles of new highway, most of it four lanes wide, will make easily accessible to big city dwellers some of the nation's finest boating waters now located in under-developed, hard-to-get-to areas.

The new flood control lakes in Missouri and Arkansas, for instance, which boasts hundreds upon hundreds of miles of uninhabited shoreline, will be only 12 hours away from Chicago on fast, safe highways. Currently the normal trip from Chicago to Hot Springs, where new Lake Ouachita is located, is a two-day affair over some rugged highways.

Those in the boating, fishing and hunting business in parts of the country blessed with flood-control developments should realize a startling increase in their business when the new highway system becomes effective, Johnson says.

Access to new boating water is a must as leisure time becomes more plentiful and Americans seek things to do to keep physically and mentally fit. Already waters in some of the country's larger metropolitan areas are overtaxed by local boaters. The answer is to provide ways for boaters to get to less frequented bodies of water without difficulty, Johnson says.

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JOHNSON MOTORS NEWS BUREAU

Waukegan, Illinois

For Immediate Release - SS

E.L. "Buck" Rogers - Jim McCulla - Neal Peterson

NAVIGATING

A RIVER

There is something special about a river and for the boatman it's not just the special flavor surrounding river life Mark Twain so ably described.

There is a difference in the way a river should be navigated compared to the way a boat is handled on larger bodies of water, the Johnson Motors News Bureau says.

The best and safest technique to run a river is to stay in deep water. Deep water is usually near the center of the river on straight stretches and on the outside of the curve on bends. On an "S" curve the channel will cut from one bank across the center of the river to the other side. Look for silt flats that build up on either side of the channel and stay in the middle of the channel.

Learn to "read" the river. A break or bump on the water's surface means there is something close to the surface to be avoided. A "V" pointing upstream usually means a rock so stay clear.

Be careful of dead calm water. It usually indicates mud flats or sand bars.

Shallow water ripples more easily than deep water in a breeze and, of course, riffles are created when water runs over a shallow reef bar. Avoid these things.

One more thing - when the river rises suddenly following storms, it picks up potentially dangerous objects from the bank such as logs. So be cautious following storms.

from the

JOHNSON MOTORS NEWS BUREAU Waukegan, Illinois

E.L. "Buck" Rogers • Jim McCulla • Neal Peterson

BOATER NOT GETTING HIS
DUE, MANUFACTURER SAYS

Municipal, county and state bodies empowered to spend money for recreational facilities are not giving the pleasure boater his due in the way of facilities says the nation's biggest outboard manufacturer.

Johnson Motors claims that more people are active in boating than in any other sports, but they have fewer facilities at their disposal than people engaged in other forms of recreation.

Tremendous amounts of money have been spent for baseball diamonds, skating rinks, tennis courts, golf courses and the like while the facts show that more people participate in boating than in all these sports combined. The Athletic Institute estimated that at the end of 1956 28 million people were engaged actively in boating.

What's needed in the way of boating facilities?

More docks, launching ramps, storage buildings, trailer parking sites, water front service facilities and marinas, Johnson says.

Private business has done much to provide these things for the boater because it is profitable. But it is up to government bodies too to provide them in line with the philosophy of providing recreational outlets with tax money.

"Boating must be considered one of the major sports in the country and therefore included in plans for recreational facilities,"

Johnson says.

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from the

JOHNSON MOTORS NEWS BUREAU

Waukegan, Illinois

For Immediate Release

E.L. "Buck" Rogers - Jim McCulla - Neal Peterson

BOATING BOOMS AS

LEISURE HABITS CHANGE

The real cause of the boating boom, which currently finds 28 million people engaged in water sports, is the apparent change in the nation's leisure habits, says the Johnson Motors News Bureau.

The change follows right along with "do it yourself."

Americans are becoming doers instead of spectators, Johnson says.

Recent figures released by the Athletic Institute show that participation in boating was up 40 per cent in 1956 over 1946. During the same period fishing, which is allied with boating, experienced a 58 per cent gain in adherents and hunting 20 per cent. Archery scored an amazing 170 per cent gain.

Dollar figures point dramatically to the shift too. Last year outboard boaters alone spent 338 million dollars for boating equipment - 212 million for outboard motors, 151 million for boats and 25 million for trailers. Average weekly expenditures for hunting and fishing amounted to 58 million dollars.

The switch from watching to doing is no surprise, Johnson says. With the pressures of everyday life in the United States mounting constantly, people are seeking leisure time activities that will keep them in good physical condition and mentally alert.

Other factors contributing to the participant boom in boating are more leisure time, more disposable income, more boating water and the need for more recreation outlets.

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from the

JOHNSON MOTORS NEWS BUREAU Waukegan, Illinois

E.L. "Buck" Rogers - Jim McCulla - Neal Peterson

For Immediate Release-ss

FAMILIES CAUSE REVOLUTION

IN MARINE INDUSTRY

Families are causing a minor revolution in the outboard industry.

They're forcing designers to come up with bigger boats and motors, causing production experts to doubt the wisdom of their predictions, driving the marketing forecasters crazy, prompting management to devote greater and greater sums to expansion, and in general are responsible for the biggest boom the outboard industry has ever experienced.

It's all very simple, in last analysis, says the Johnson Motors News Bureau. Families have discovered boating the perfect family recreation. But families need bigger boats to be more comfortable and bigger engines are necessary to make these craft perform well.

It's doubtful whether 10 years ago a boat builder could be found who'd predict the current popularity of 17 and 18-foot outboard boats. But they're commonplace now and the trend indicates boats even bigger are destined to be most popular.

Sales of cruisers and large, open utility craft with convertible tops were never higher. Even the houseboat is experiencing a rebirth because of its roominess.

Marketing experts now predict that outboards 20 feet and even longer will, within a few years, be the rule instead of the exception if trends continue as they are. And there is no indication why they should not, Johnson says.

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SEP 23 1957
FOR IMMEDIATE RELEASE - SP

RAILROAD SWITCHMAN SETS WORLD'S
WATER SKI ENDURANCE RECORD

A muscular 28-year-old railroad switchman has laid claim to an unusual title - world's water skiing distance champion.

He is John Musser of St. Joseph, Mo., who last July 8 skied non-stop on Missouri's Lake of the Ozarks 715 miles in 23 hours and 23 minutes.

In doing it he broke a record set by Lyle Lee of Galatin, Ill., who had water skied 682 miles on the same lake in 24 hours and 46 minutes just a year before Musser's successful attempt.

The title is an unofficial one because the American Water Ski Association, the nation's leading association of water skiers, has no provisions in its regulations to recognize long distance endurance events.

The new champion spent two months in training on the Missouri River at St. Joseph where he skied several hundred miles daily, swam and exercised to strengthen his arms, legs and back muscles.

Three boats, aluminum runabouts powered by two Johnson Sea-Horse 35 horsepower engines each, were used in the run. Musser received a new line from an assisting skier every 27 miles until stormy weather and rough water forced him ashore.

About halfway through the event, Musser complained of severely cramped muscles. World champion ski jumper Alfredo Mendoza, who was on hand for the run, skied alongside the St. Joseph switchman and massaged his body for about a half hour, which enabled Musser to continue and set the new record.

from the

JOHNSON MOTORS NEWS BUREAU Waukegan, Illinois

For Immediate Release - SS

E.L. "Buck" Rogers - Jim McCulla - Neal Peterson

COMMON SENSE AFLOAT

Common sense is a wonderful thing. It stops most people from driving up hill on the wrong side of the road, from striking a match to see if there's gas in the tank, or from putting a radio on the edge of the bath tub.

But sometimes boaters, with relaxation their first concern, need a little tap on the shoulder to keep them alert, says the Johnson Motors News Bureau.

Boaters should be especially alert to these boating situations:

1. Overloading. Don't overload a boat. Pay attention to the manufacturer's load capacity limits.
2. Overpowering. Don't overpower a boat. An overpowered boat is hard to control. Respect the manufacturer's recommendations.
3. Load distribution. A boat improperly loaded is hard to control. Distribute the load evenly.
4. Standing in a boat. Don't stand in a narrow-beamed boat with a round bottom.
5. Life jackets for children. Children too young to understand how to use a seat cushion as a life preserver should be fitted with life jackets.
6. Liquor. Operating a boat while intoxicated is a serious offense. Don't drink when you drive a boat.
7. Weather. If you're not sure about the weather don't go out. If you are out and the weather turns bad, come in.
8. Skiers and swimmers. Give them a wide berth.
9. Hot rodding. It's dangerous. You wouldn't be a hot rodder on the highway, don't be one on the water.
10. Fire. Be careful with fuel. Don't smoke around gasoline. Keep your boat well ventilated.

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FOR IMMEDIATE RELEASE - SP

FLORIDA VISITORS WILL FIND MANTA
RAY HUNTING EXCITING NEW SPORT

Winter visitors to Florida who have a taste for high adventure spiced with danger will find it on the Florida Keys hunting a watery terror most people avoid----the ray.

Three types of rays, all dangerous, seem to predominate on the flats that surround the Keys - the leopard ray, sting ray and manta ray. The sting ray has a tail filled with deadly poison. And, although his tail is not poisonous, the leopard ray's tail is fixed with a sharp barb that can maim or cause serious infection.

Most dangerous of the lot is the manta ray by sheer virtue of size and energy. Weighing as much as a ton, these winged behemoths can leap from the water and travel upwards of 20 feet vertically along the surface of the water. There are few boats that have tangled with a leaping manta ray and survived to tell about it.

Rays are generally hunted by spear from a light outboard boat because of the outboard's maneuverability. With a man at the throttle traveling at reduced speed, the spearman stands in the bow watching the shallow flat water for the ray's sinister batlike shadow under the surface. When he sights a ray, the spearman signals the operator to reduce speed and directs him behind the ray.

The idea is to sneak up as close as possible and plant the harpoon solidly in the ray's back. Attached to the harpoon is a coil of stout rope.

Now the ray will do one of three things: swim close to the surface and tow the boat, sound to deep water, or turn on the boat and attack it.

(MORE)

RAY HUNTING -2-

Towing the boat, the ray tires and most hunters hope this will happen. A sounding ray is a different proposition. Because of his extreme weight, a sounding ray can carry a boat under. Therefore a knife is kept handy to cut the rope in case the ray goes down.

The outboard's maneuverability comes in handy if the ray decides to come after the boat. Small outboards can maneuver out of his way with little effort, whereas a bigger craft has more difficulty.

There's no denying that ray hunting is dangerous, but it's adventure of the highest sort, too.

Antique Boat Museum

WHAT'S BECOME OF
THE OLD FISHING MOTOR?

What's become of the old fishing motor?

There was a time when it could be classified like a casting rod, a spinning reel, a 10 pound test line.

But no more. Anything from a 3 to a 35 horsepower outboard can be called a fishing motor these days, and anglers are using them as such. The old fishing motor has lost its unique identity.

The Johnson Motors News Bureau says that the model outboard a fisherman selects for his piscatorial pursuits is mainly dependent upon the type of boat he has and the type of water he fishes. In salt water, one or two of the biggest engines might make an ideal combination with a big 16 to 20-foot boat. A 35 horsepower outboard trolls slow enough for fast striking salt water fish, and it is handy for getting out to the fishing grounds in a hurry and making a lee shore to avoid a blow.

The same principal applies in many of the large, deep lakes. On such waters, the ability to go somewhere in a hurry is more important than slow idling speeds, so the nod goes to the large motors. City fellers fishing the TVA lakes started this revolution some years ago. Admittedly they didn't know any better when they showed up with large fancy motors, but when they began bringing in larger strings of bass than the natives everyone sat up and took notice. On such lakes, mobility is important.

Portable motors, the kind that can be easily carried around in the trunk of a car, still remain favorites of the fisherman, however. Ranging from 3 to 10 horsepower, these engines are the most ideal for the average fishing boat, and will troll slow enough to suit even the pokiest of fish.

Today's fisherman demands the same conveniences that the man with the sports boat has. He wants neutral for starting and idling over the fishing grounds, and he demands a reverse shift for maneuverability. In the larger motors, he is equally inclined toward electric starting. A fisherman, in other words, doesn't like to crank a large motor by hand any better than a family man with a cruiser does.

Special features on some motors still appeal to the angler. The Johnson 3 has and will always remain a favorite of fishermen because of its special weedless designed lower unit.

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Antique Boat Museum

from the

JOHNSON MOTORS NEWS BUREAU Waukegan, Illinois

For Immediate Release - SS

E.L. "Buck" Rogers - Jim McCulla - Neal Peterson

FISHERMAN VERSUS

PLEASURE BOATERS

There's room on the waterways for the guy who likes to fish and for the man who just wants to cruise around in a fancy boat, says Johnson Motors News Bureau after observing the situation nationally.

In the first place, Johnson says, both factions have an equal right to enjoy our lakes and streams. The angler got there first and he should have the privilege of continuing to fish in peace and solitude. But, so does the pleasure boater have the right to skim across the waves, leisurely cruise a scenic shoreline, or enjoy the thrills of water skiing.

On lakes and rivers near metropolitan areas, the two haven't been able to get along.irate anglers complain that they get buzzed by youthful hot-rods in fast boats, and by playful water skiers. Boaters, on the other hand, report stubborn fishermen blocking channels so they can't get by. As might be expected, problems result.

One solution to this problem is more water. Since discord between fishermen and pleasure boaters results from congestion, it is likely that it would cease if everybody had enough elbow room.

- more -

What to do?

Because it is impractical and unconstitutional to ban either fishing or pleasure boating, a better solution is to simply "get along." This can be done. Certain areas have weathered fisherman-boater difficulties and have proven that a certain lake can be utilized for both uses. In these cases, it was mutually agreed that the anglers held squatters right to the bays and coves, and general possession of the lake early in the morning and late in the evening - the times fishing is best. The pleasure boaters, comprising the second shift, took over in the middle of the day, and confined their activities to the middle of the lake.

The newest wrinkle, and probably the best compromise, is the man who goes fishing early in the morning and is joined later in the day by his family for a day of pleasure boating and water sports. This hybrid is rapidly growing in numbers, and may be the oil that will still the troubled waters before they get too rough.

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FOR IMMEDIATE RELEASE - SP

DON'T SHUT OFF MOTOR:

USE IT TO FIND FISH

Fish with your outboard. That's the advice of the Johnson Motors News Bureau which maintains that the kicker on the back of your boat is superior to oars or a paddle for maneuvering a boat at slow speeds.

An idling motor doesn't scare fish. This fact has been proven many times by anglers who actually use their motors to fish with, and have had fish strike lures cast only a short distance from the boat.

There is a technique in using a motor to fish with just as there is a technique in stroking an oar or sculling a paddle, Johnson claims. And, one of the best pieces of advice is to use reverse gear. When fishing a shoreline, turn around in the boat, put the motor in reverse, and proceed stern first. This procedure does two things. First of all, it places the angler near the pivot point of his boat (the motor) and allows him to proceed in a straight line with a minimum of maneuvering. Secondly, this technique makes for slower speeds since a boat's transom is less streamlined than its bow.

Standing in a boat is not ordinarily recommended, but in a wide fishing boat moving at idling speed it is usually safe. In this position, the angler can steer his motor with one foot on the steering handle or with his knees.

When fishing a weedbed, the proper technique is to run upwind and drive across the weedbed while casting. If the wind direction makes it impossible to do this, leave the motor running, proceed in reverse and idle upwind across the weedbed.

FOR IMMEDIATE RELEASE - SP

SCHOOLS, STUDENTS FIND BOATING

SAFETY DOWN THEIR ALLEY

If an idea that's being pioneered by several outboard dealers in various areas of the nation materializes into a generally accepted program, a giant step will have been made in the direction of safe boating.

Taking their cue from automobile driver training classes, which most of the nation's major high schools offer their students, a number of outboard motor and boat dealers have instituted boating safety classes in their local high schools.

School officials in charge of physical education departments have welcomed the program.

One Johnson Motors dealer in Indianapolis, Ind., reports that the students are eager to join the classes because it gives them an opportunity to learn how to drive a boat and operate a motor - let alone the chance to spend several hours at the lake instead of in the classroom.

The dealers furnish boats, motors, life jackets and other paraphernalia needed, and work out, in conjunction with the school officials, a plan for the course which usually includes all aspects of safe boating - boat handling, safety practices, emergency measures, courtesy, rules of the road, equipment regulations and the like.

Most dealers who have established the classes report they like the idea so well they spend as much time as they can personally acting as the instructor.