

Johnson Motors
9/10-12/107

For Your Information

Antique Boat Museum



Johnson Motors 1955 Preview
BROWN'S LAKE, WISC.

Howdy

We've planned a rather informal affair, so shift into slacks, sneakers, or whatever you prefer—and "make yourself at home".

We're hoping this meeting will be a bit more than a manufacturer's preview of new-model outboards—that you'll find it of value in learning about outboarding and small-boating in general. If you have any questions about outboard usage, trends, service, engineering, production, sales, etc., there'll be someone on hand to answer them.

If you're not already a boating enthusiast, we'd like for you to get the "feel" of running outboards—everything from light fishing skiffs equipped with

a 3 or 5½, to fancy, fast runabouts powered with 10s and 25s. And if your game, there'll be a chance to try your hand at water skiing. This could possibly be the fastest growing sport in the country today, and it's not a tenth as difficult as you'd think. Jay Klopf will be available to teach you how.

For photos, Richard Matt, a top marine photographer, will be standing by to take pictures of anything you want.

Above all—we want you to relax and have a good time. Sea-Horse outboards are companions to fresh air, spray, sun tans, outdoor livin' an' fun. Forget about the office, and try a sample of each.

Don Cullimore

Buck Rogers

Jim Booth

Publicity



The Program

FRIDAY, September 10

10:30-12:30—Tour Johnson Plant

1:00—Lunch, Mathon's

3:00—Leave for Brown's Lake

4:30—Demonstration 1955 Johnson line

7:00—Dinner, Marine dining room

9:00- ? :00—Entertainment

SATURDAY, September 11

7:00- 9:00—Breakfast, Marine dining room

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9:00-12:00—Outboard handling, boating, water ski instruction, fishing, etc.

12:00—Lunch, Marine dining room

2:00—Water ski instruction, boating, water skiing, fishing, golf, horse-back riding, etc.

3:00—Aquatic Show

7:00—Dinner, Marine dining room

SUNDAY, September 12

7:00- 9:00—Breakfast, Marine dining room

10:00—New York guests leave for Milwaukee Airport

(All time schedules are Central Daylight Saving Time)

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The Johnson Crew

ask 'em some questions . . .

ENGINEERING AND PRODUCTION:

J. L. (Joe) RAYNIAK, *vice-president, in charge of manufacturing*
WARREN C. (Clay) CONOVER, *chief engineer*
S. L. (Si) METCALF, *assistant chief engineer*
RICHARD (Dick) HULSEBUS, *engineer*
E. L. (Gene) KREAGER, *factory manager*

MAINTENANCE AND SERVICE

ART SAUERBERG, *service manager*
ARVID OLSON, *service promotion manager*
GORDON READ, *field engineer*
GLEN MANCHESTER, *service*
DAN KOSTOFF, *service*

GENERAL INFORMATION

W. H. (Bill) JONAS, *director of sales*
C. D. (Chet) PALMER, *advertising manager*
H. T. McCUNE, *sales manager*
RAY HOLLENBECK, *assistant sales manager*
JOE ZIELBECK, *traffic manager*

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REGIONAL REPRESENTATIVES

JOHN HUBLEY . . . West Coast
ORVILLE BAKER . . . West Coast
ANDY ANDERSON . . . West Coast
CLARENCE BOGG . . . Northwest and Alaska
BOB BAXTER . . . Southwest
BOB PODHOLA . . . Missouri Valley
OTTO KOHLER . . . Minnesota, Dakotas
BILL FOSTER . . . S. Ill., Ind., Kentucky
BILL SACKMAN . . . N. Ill., Wisconsin
RONALD CAPP . . . Michigan
GENE PASEK . . . Ohio Valley
PAUL WRIGHT . . . South Central States
BUD HUBLEY . . . Southeast, Florida
JOE HELD . . . East Central States
BOB PRESTON . . . East Coast
SUMNER RICE . . . New England

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OUTBOARD BOATING CLUB

GUY HUGHES, *executive director*
ED SPANKE, *publicity director*

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Of Interest

Boats— At the dock are approximately 20 boats of varied construction and design—a good cross-section of outboard craft being offered by U. S. boat builders. They're yours to try out and compare, and we hope you'll take advantage of the opportunity. For those of you unfamiliar with the bigger motors, remote control and electric starting, operators have been assigned to check you out. Gordon Read's in charge.

Cruisers— Among the outboard cabin craft represented is Clay Conover's unique cruiser. This boat represents an outboard expert's idea of what should be included for safety and comfort in boats of this type.

Richard Matt's cruiser is especially rigged and designed for marine photographic work, and should prove of interest to you interested in photography.

Water Scooter— For something new in boat design (if we can stretch a point), try our outdoor powered surfboard. Conceivably, nothing more than a passing fad, the demand for these tiny craft has nevertheless grown to staggering proportions. The two available

were designed and built by J. L. Rayniak and H. T. McCune.

Hydrofoils— Hap Hazard, inventor of a special hydrofoil, will give a demonstration of the latest thing in hydrofoils, Saturday afternoon. He'll also be happy to answer any of your questions about the rig.

Water Skiing— Possibly the nation's fastest growing outdoor participant sport. Jay Klop's Holiday Ski Group will put on a demonstration Saturday, and will be available for water ski instruction and questions.

Visit to Waukegan Plant

Under the supervision of J. L. Rayniak, vice-president in charge of manufacturing, the Waukegan plant tour offers an opportunity to become familiar with outboard manufacturing processes from basic die-casting to the finished product. We think you'll find of particular interest the highly-developed assembly line, and the new die-casting plant, one of the world's most modern. If you've questions, your guide will help you obtain the answers.

Editorial Service

The facilities of the Johnson publicity staff are at your service. We're in business to furnish you with editorial and pictorial coverage on every aspect of outdoor living and recreation.

In a way, we're all partners in the same business — showing the American public how to enjoy themselves out-of-doors, and to get a little more enjoyment out of life. To this end, we wish you'd consider us your editorial assistants and call on us for anything that will help you write a better column, publish a better magazine, or prepare a more interesting radio or TV script.


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