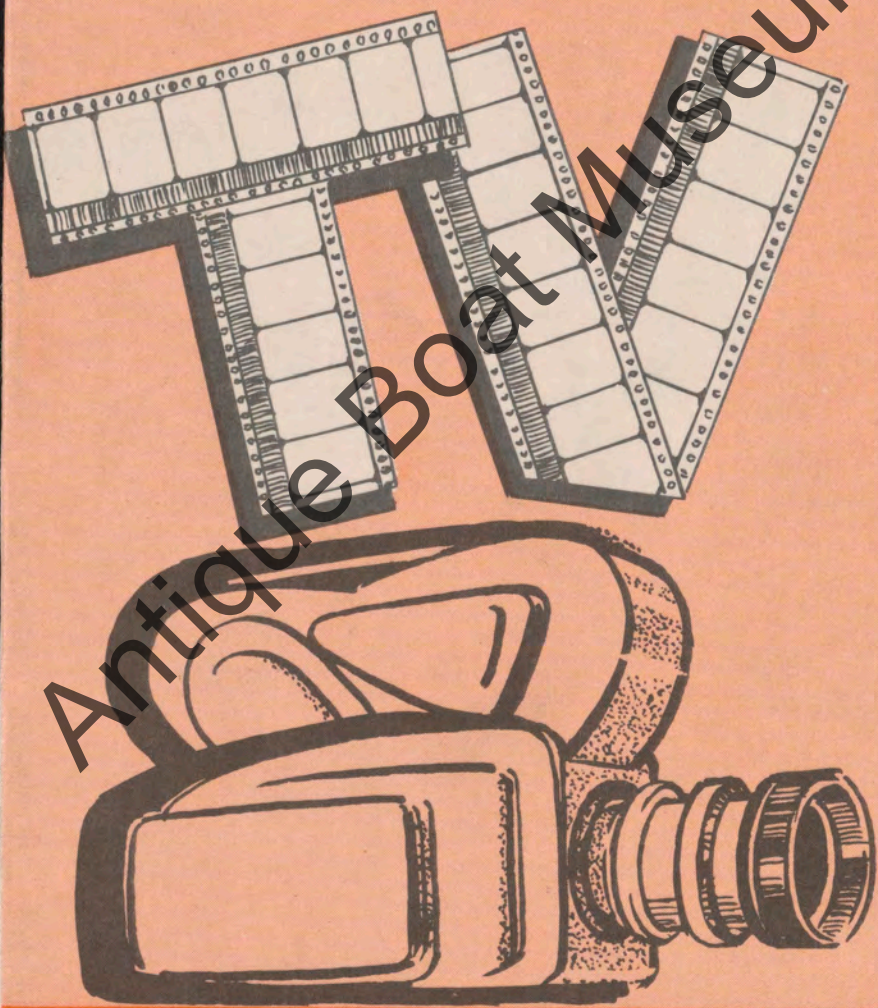


Johnson *Sports Shorts*

FOR



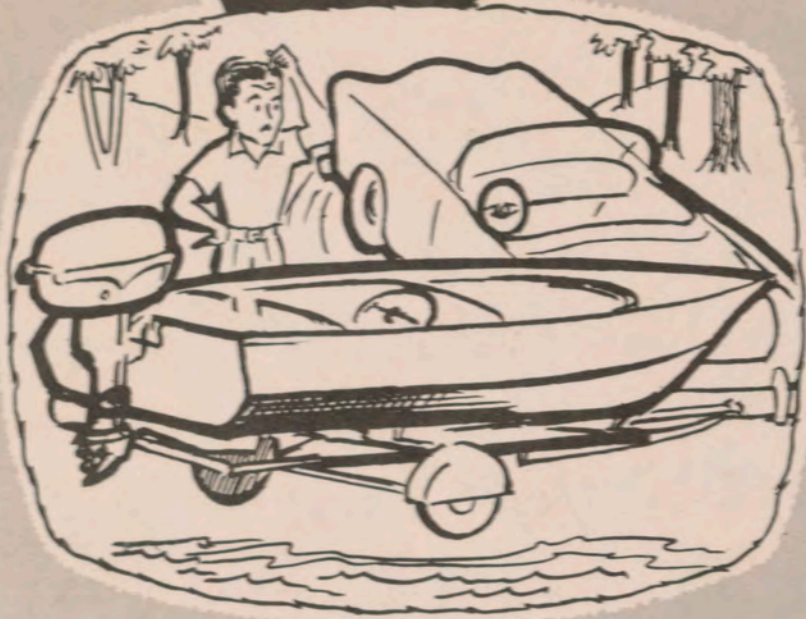
SEA-HORSE PRODUCTIONS

Johnson Motors News Bureau

Don Cullimore • E. L. "Buck" Rogers • Jim McCulla

WAUKEGAN, ILLINOIS

LUBBER AFLOAT



A land-lubber gets his first taste of boating—and some trying times until he's bailed out by a sympathetic expert.

Instructional in purpose, the subject matter of teaching the beginning boater fundamentals of boat handling has been treated humorously to get the point over without being preachy. It's packed with information beginner and expert alike will find valuable.

The story begins with Ed, our land-lubber friend, buying a boat and trailer. However he hasn't the slightest idea of how to go about enjoying his new recreational equipment.

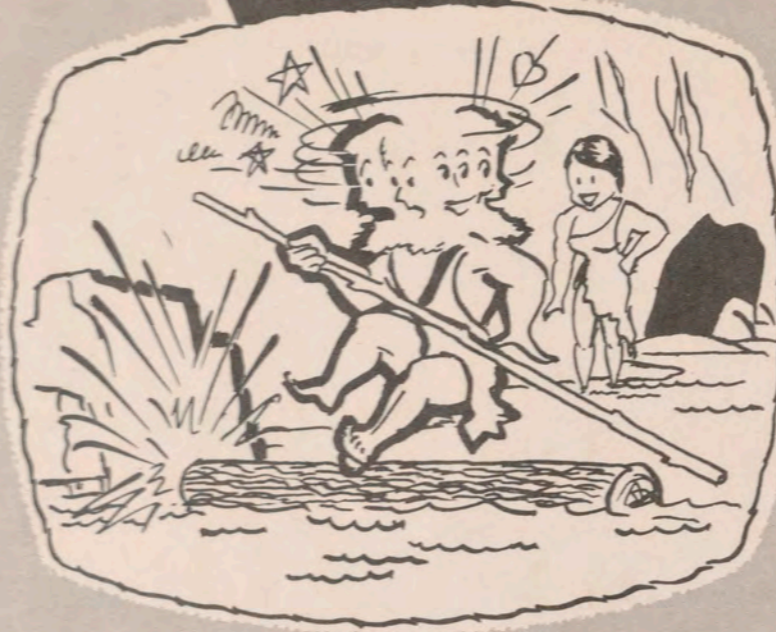
Ed's progression of mistakes — jack-knifing the trailer, almost smashing into a bridge abutment and running down an over-loaded rowboat, coming close to pitching himself overboard with the anchor cable and other similar incidents — point out the "don'ts" of boating. Ed's sympathetic instructor shows the proper way to do these things by helping him.

The end finds Ed back on the dock, an expert himself now, with a beginner in tow expounding the principles he's learned not more than two hours earlier.

This 16-mm. black and white film with sound is 12-minutes long.

Distributed by the Princeton Television Center

MANNERS ABOARD



The theme of this 12-minute, 16-mm. black and white sound film is courtesy on the waterways.

The villain is a cigar-chewing throwback to prehistoric times whose souped-up boat is bedecked with raccoon tails, weird-sounding horns and a stripped-down outboard motor.

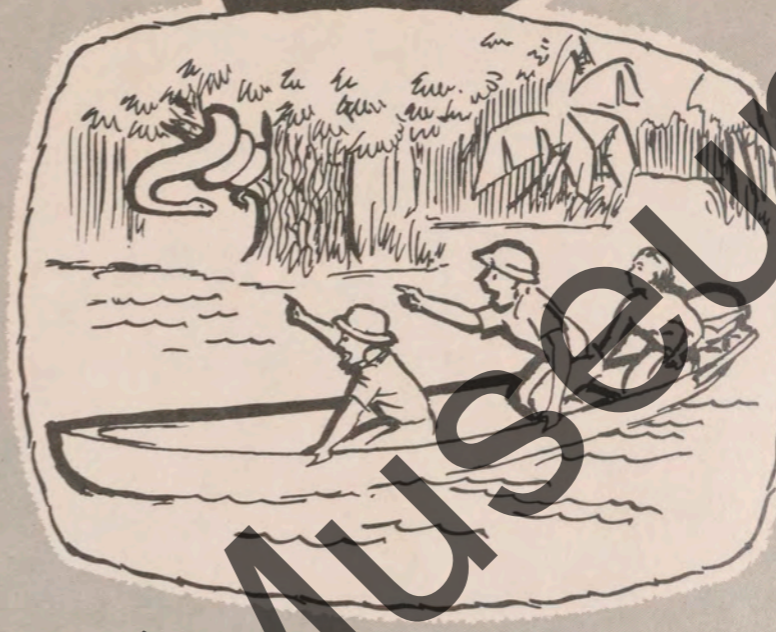
With his boat, the "Wild One," he raises havoc throughout the picture by tipping over water skiers, driving people from the beaches, cutting angler's lines, causing general consternation among other boat owners and finally wrecking his own boat. His actions clearly show how things should not be done.

In direct opposition to these villainous tactics are the manners of a boating family consisting of mother, father and pretty blond daughter who finally rescue the caveman and convert him to sensible boating. Their actions show the proper ways to enjoy boating.

The film opens with a 4-minute animated cartoon sequence of how boating got its start and brought about the necessity for courtesy on the water. It begins with a caveman rolling a log down the river—the first boater. When he spots a Neanderthal Miss of unusual charms his "boat" smashes into a rock, which results in the first boating rule — keep your eyes on the road. Similar animated events occur to lead up to the film itself.

Distributed by the Princeton Television Center

BEYOND THE ANDES



This 29-minute movie was filmed on the headwaters of the Amazon River in Peru. Black and white, sound.

In the adventure-type travelog, two outdoor writers, along with their native guide, penetrate primitive jungle, accessible only by water, to pit fishing skill and modern light tackle against such fish as the silvery, high-jumping corbina and chambria, and even the man-eating piranha.

The film was made in country rarely penetrated by civilized men. In addition to being an excellent fishing film, it is an unusual documentary of life in the jungle. Sequences include many shots of natives that dwell along the river, of head-hunting tribes, and of aborigines who were photographed with a telescopic lens.

One scene, which was photographed by accident, shows a man being bitten by the vicious piranha fish.

The film is filled with shots of the boa constrictor and "bushmaster" snakes, and other jungle animals.

Distributed by Modern Talking Picture Service

MODERN TALKING PICTURE SERVICE

Please send me the following JOHNSON MOTORS FILMS:

BEYOND THE ANDES

Request Date _____

SEE AND SKI

Request Date _____

TUNE-UP TIME

Request Date _____

FISHING THE NORTHERNS

Request Date _____

NAME _____

PROGRAM _____

STATION _____

CITY _____ STATE _____

PRINCETON TELEVISION CENTER

Please send me the following

JOHNSON MOTORS FILMS:

LUBBER AFLOAT

Request Date _____

MANNERS ABOARD

Request Date _____

NAME _____

PROGRAM _____

STATION _____

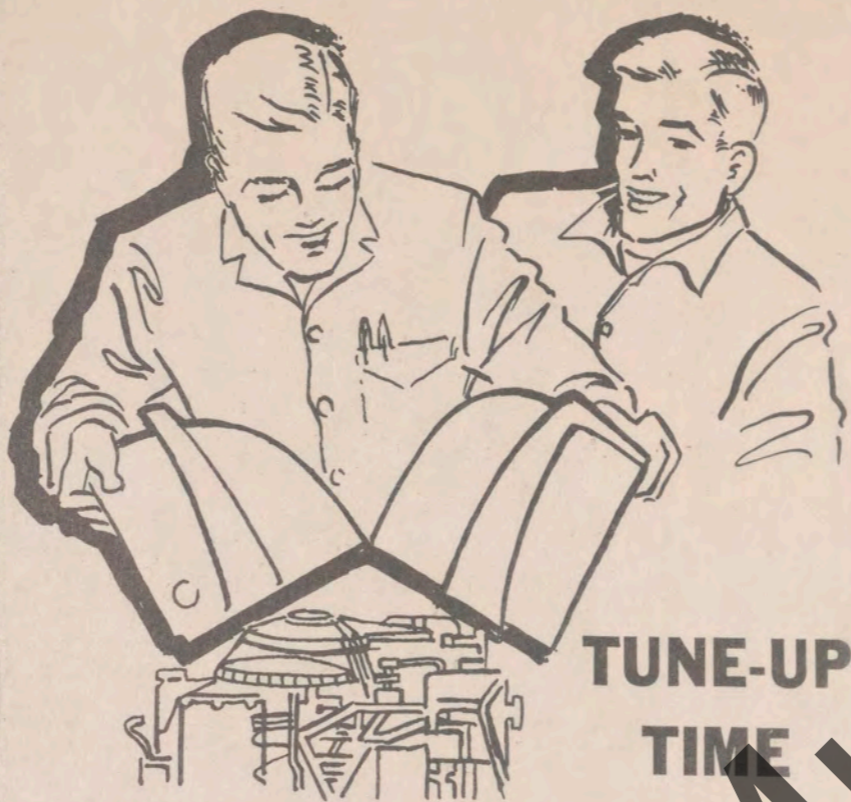
CITY _____ STATE _____

The Antique Boat Museum
750 Mary Street
Clayton, NY 13624

PLACE
2-CENTS
STAMP
HERE

PRINCETON TELEVISION CENTER
PRINCETON, N. J.

PLACE
2-CENTS
STAMP
HERE



TUNE-UP TIME

A 5-minute black and white sound film to remind the angler that now is the time to get his outboard motor into good operating condition. The films show a step-by-step SPRING tune-up—facts that every outboard owner should know. It is non-commercial, contains no verbal product mention and is issued by Johnson Motors as a public service. Book it for use during January through April.

Distributed by Modern Talking Picture Service

ORDERING INSTRUCTIONS

To obtain these films use the attached cards or write your own letter or card.

For films distributed by Modern Talking Picture Service, send your requests to the Modern Talking Picture Service office nearest your city. The addresses are:

Modern Talking
Picture Service
219 E. 44th St.
New York 17, N. Y.

Modern Talking
Picture Service
420 N. Michigan Ave.
Chicago 11, Illinois

Modern Talking Picture Service
Store #152, Tishman Bldg.
3450 Wilshire Blvd.
Los Angeles 5, Calif.

Films distributed by the Princeton Television Center may be obtained by writing to the following address:

Princeton Television Center
Princeton, New Jersey

If you wish to be placed on our mailing list to receive circulars describing new Sea-Horse Productions films as they are made, send your name and the name and address of your station to:

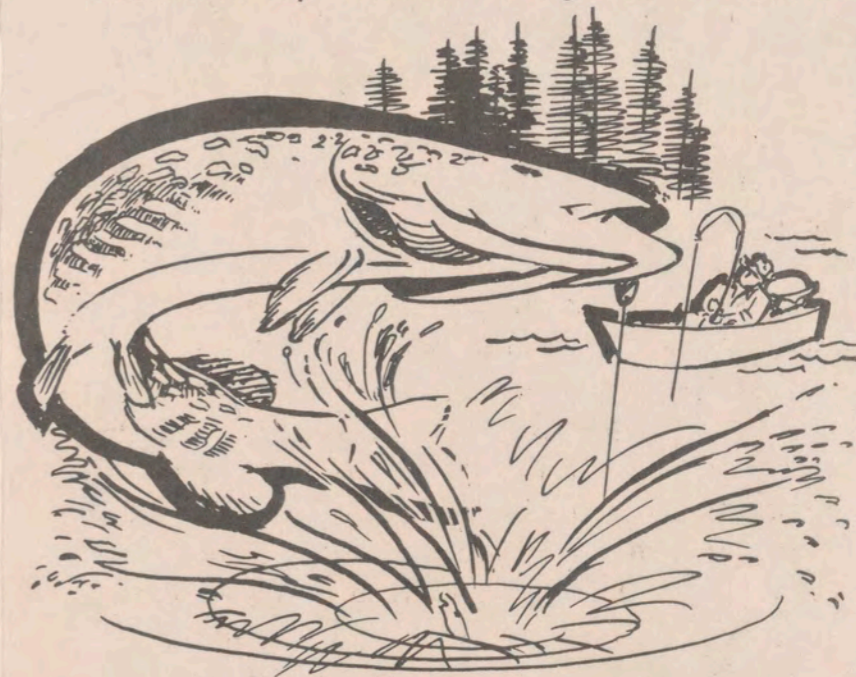
JOHNSON MOTORS NEWS BUREAU
Waukegan, Ill.



SEE AND SKI

It's easy to water ski, as this 8-minute film shows. Photographed in Florida, this 16-mm. black and white sound film gives the novice step-by-step instruction on water skiing—how to wear the skis, how to handle the tow bar, the know-how of crouching and “getting up” when the boat starts. Lots of action, beautiful scenery and pretty girls.

Distributed by Modern Talking Picture Service



FISHING THE NORTHERNS

A fine film for commentators to use in illustrating discussion about northwoods vacations, the picture has plenty of action shots of northern pike, muskie and trout being hauled in. The film is 8 minutes long, in black and white with sound, and was designed to fit into a 15-minute TV program. It was made in Canada.

Distributed by Modern Talking Picture Service