

JAN 21 1958

Outdoor Facts

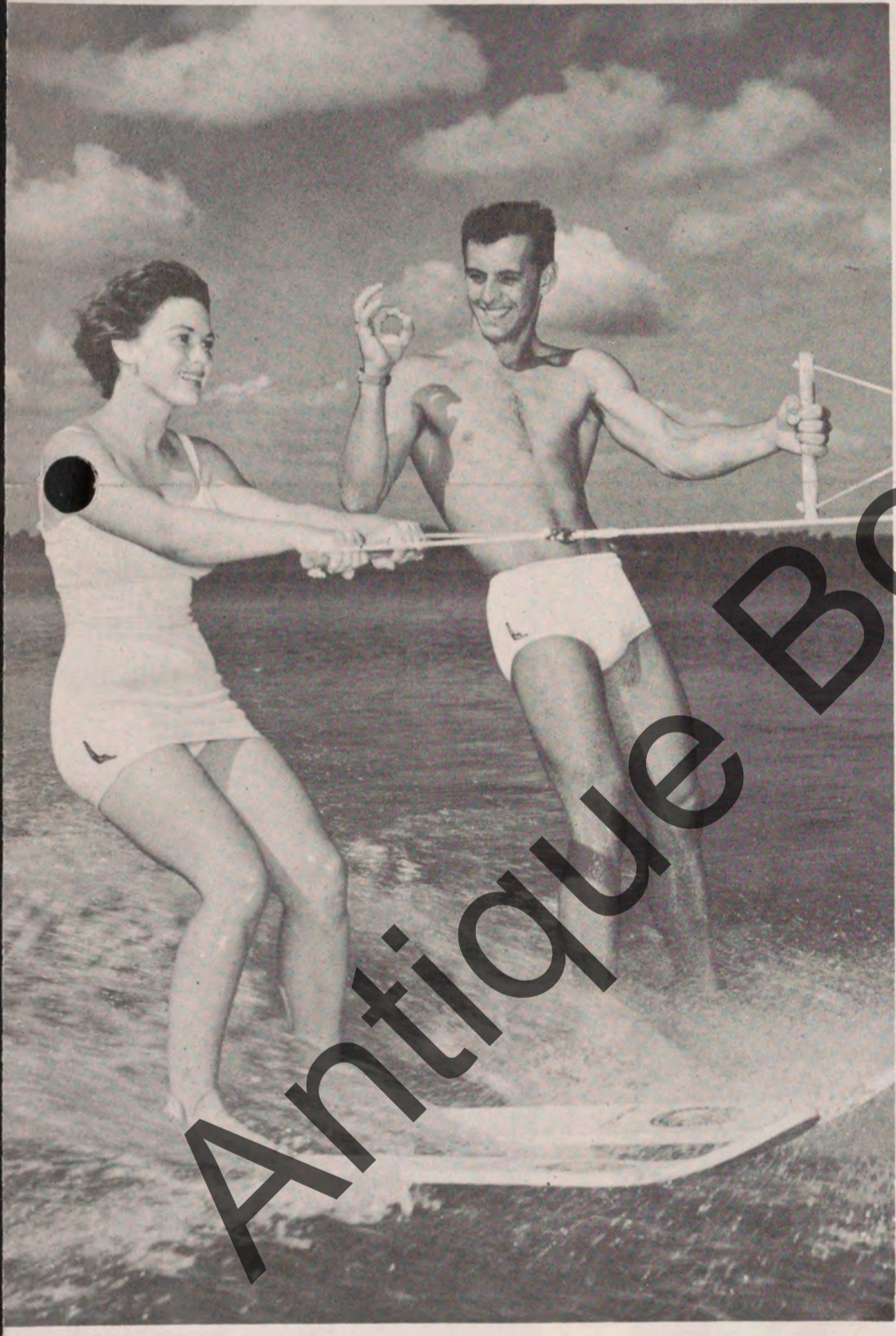
BOATING, FISHING
WATER SPORTS

Johnson Motors News Bureau WAUKEGAN, ILL.

For the guy who writes. Cleared for publication - no credit necessary.

DECEMBER 1957

WATER SKIING IS FUN . . . AND EASY, TOO



World Water Ski Champion Joe Cash gives the OK to pupil Mary Lou Rhoads. Mary Lou is in the correct position for a novice skier; knees slightly bent, weight evenly distributed on both skis, eyes straight ahead. It won't be long before she will be ready for advance skiing stunts such as slalom racing and jumping.

People engage in sports for a variety of reasons, but for water skiing there is only one reason: fun.

You can become reasonably proficient in a lot shorter time than, for instance, golf. It isn't as hard as a long deer stalk. It's safer than sport car racing. And anybody can do it; young or old, big or little.

The growth of water skiing has been spectacular. For the 12 months ending April 30, 1954, 3.9 per cent of the purchasers of new outboards reported the motors would be used for water skiing, according to the Outboard Boating Club of America. By 1957 the figure was 14.4 per cent.

Boat purchases follow the same trend, the OBC pointed out. In 1954, 6.5 per cent of new boat buyers said the primary use of the boat would be for water skiing. In 1957 it was 14.4 per cent.

OK, so water skiing is becoming more popular. Why?

We'll mention fun again. Also it doesn't cost a fortune. A boat, motor, tow rope and skis and you are in business. Unless you are hopelessly uncoordinated you can be skiing the first time you try it.

Once you have felt the thrill of the wind whipping past your head, the rush of water under your skis and the exhilarating experience of directing your body through the swoops and turns of a run, you will be a water ski fan for life.

On the following two pages are pictures illustrating the simple steps in learning to ski. Once mastered — and they can be in a remarkably short time — the only limit on the amount of thrills you can have is your own ability.

Along with the photographs here are a few do's and don'ts that you should keep in mind.

DO practice on dry land until you get the feel of the skis and the rope.

DO use a 5/16ths tow rope 60 feet long.

DO wear a life preserver while learning. New belt-types are comfortable and not restraining.

DO let go of the rope when you take a spill.

DO have a competent boat operator for your safety and the safety of others.

DON'T be a show-off. You not only might injure yourself but you may hurt others.

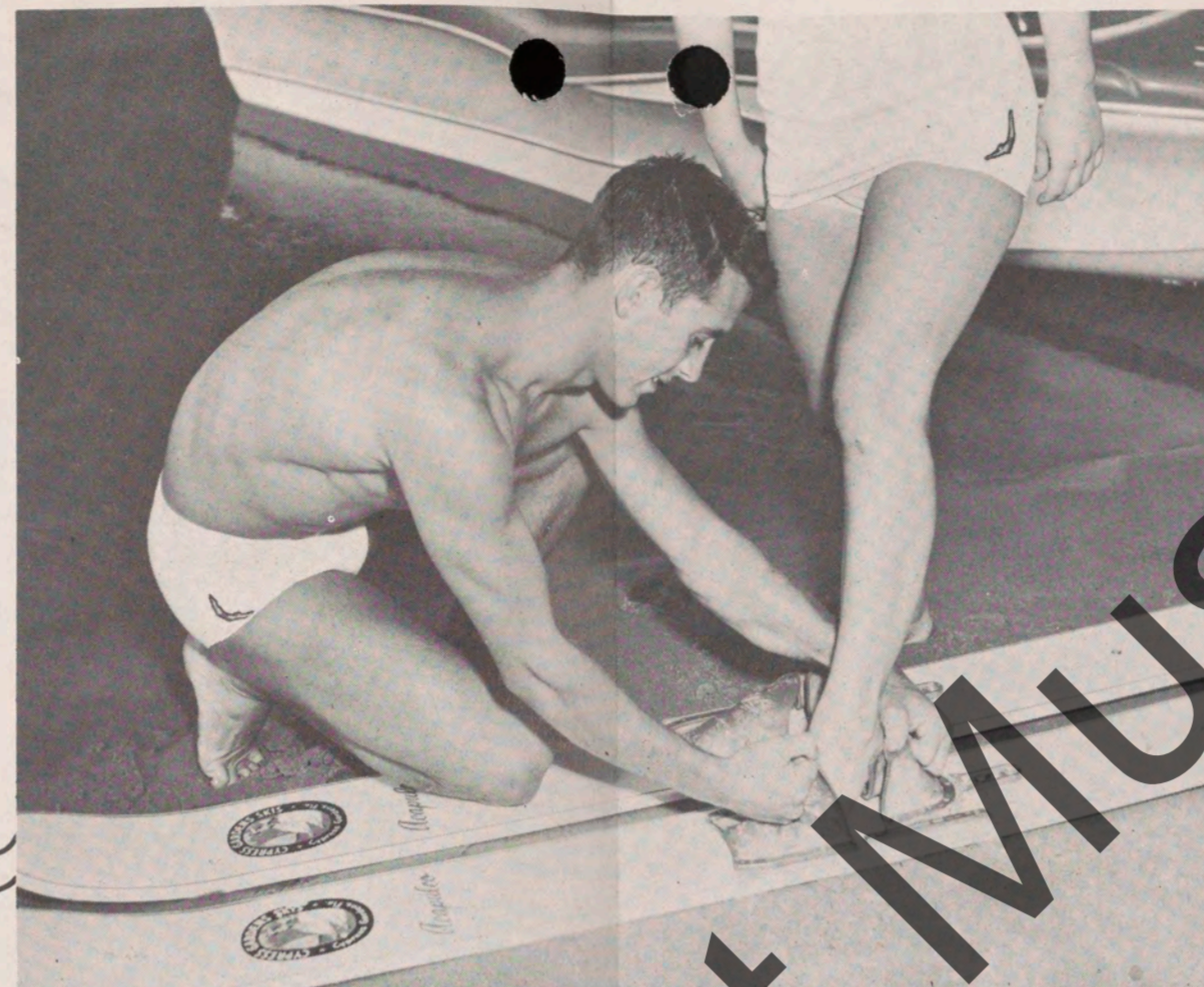
DON'T use lifting handles on your boat to attach the tow rope. In sharp turns a skier can tip the boat over. Use regular towing rings.

DON'T use the wrong size of skis for your weight.

Now turn the page for step-by-step instructions for learning to water ski.



1. Joe shows Mary how the rubber ski binders slip on and off the feet in case of a spill. Understanding of the equipment will help the embryonic skier be better prepared for her first trip on skis.



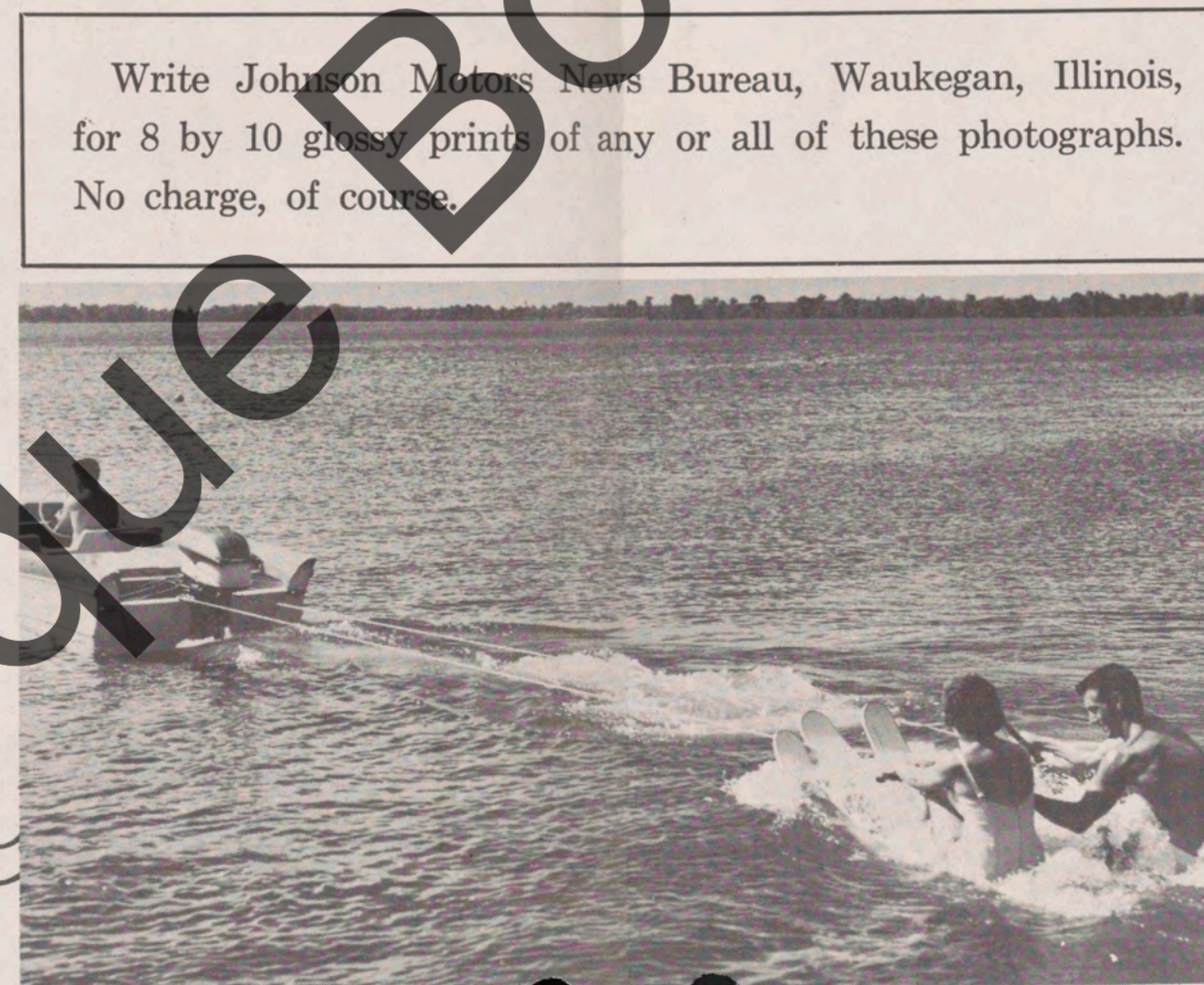
2. Here the teacher explains to the student how to lift the front binder rubber and hold the heel in one hand to insert the foot into the binder. Length of skis is determined by weight of skier: 50 to 120 lbs., 5'6" skis; 120 to 150 lbs., 5'9" skis; 150 lbs. and up, 6'3" skis.



3. Dry land practice. Keep arms straight, then stand up *without* tugging back on the rope. Just like getting up out of a chair. This is an important step in learning. Get the feel of the skis.



4. Ready for take-off the student is cautioned to keep tips of her skis above the water before starting, to keep the arms straight and not to pull backward on the rope.



5. As the boat begins to move, the student slides forward on the skis until she is sitting against her ankles. With arms straight she stands up slowly.



6. From the deep sitting position the beginning skier gradually comes to a standing position, keeping the knees slightly bent to absorb the shock of the water. And away we go!

Write Johnson Motors News Bureau, Waukegan, Illinois, for 8 by 10 glossy prints of any or all of these photographs. No charge, of course.

HOW SAN FRANCISCO GOT A YACHT HARBOR

(The following story is re-printed from the Mill Valley [Calif.] *Record* of December 5, 1957. While this story is concerned only with the San Francisco Yacht Club and California facilities, it is included here as an example of what other communities are doing and have done. We believe it shows that even the most ambitious project can be accomplished by careful planning.)

How the San Francisco Yacht Club planned and financed their \$302,000 small boats harbor at Belvedere, building mooring berths for 136 boats, was told at a luncheon meeting in Belvedere, California, sponsored by the California Marine Parks and Harbor Association.

Leonard G. James, Sausalito, past commander of the San Francisco Yacht Club, presided at the well attended session which attracted representatives of northern California

counties, areas and municipalities which are anxious to improve their small boats harbor facilities.

"We started with a shortage of berths for our boats," James said. "Now most people who come to us for advice on the same problem ask, 'Where do you get the money?'"

"Our experience tells us that is not the way to go about improving a facility. Don't look for the money first; rather, determine what you want to do first. Once you determine the nature of the facility you need, you'll know how to get the money to build it.

In our case we had 250 club members. These club members wanted berths for their boats. We went to the California Corporation Commissioner for permission to sell interest-bearing notes in denomination of \$50 each. We sold \$320,000 of these notes and we built our harbor and

our boat berths with it. As payments of rent of these berths come in, we retire such of the notes month after month, as revenues permit.

"Our berth floats are supported by Styroform materials which are expected to last 10 years. We collect from \$18 to \$28 per month for berths, depending on the size of the boat being parked.

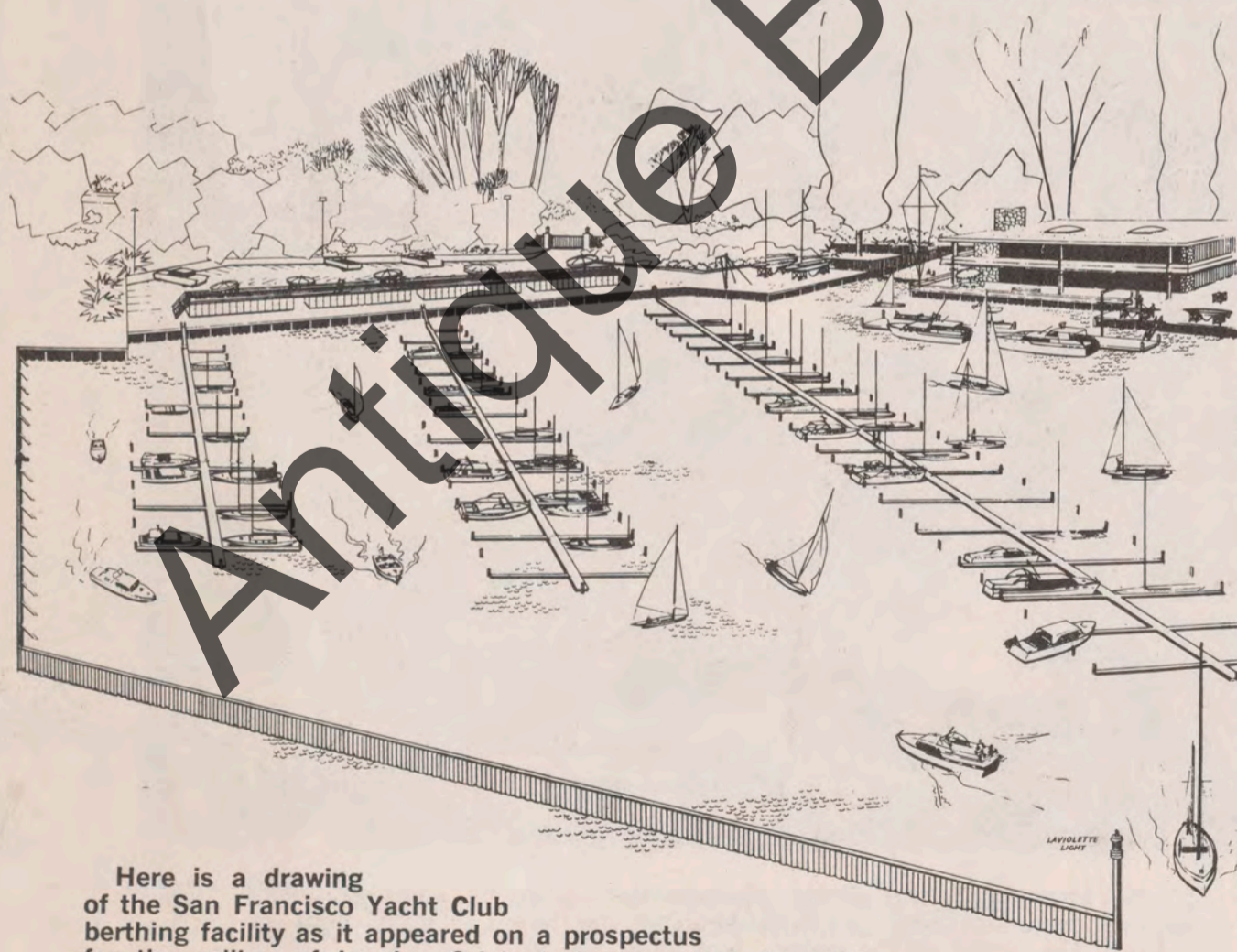
"Paying off the costs of a small boat harbor, for which there is very well established demand, is no problem. The principal problem is to nail down your specific plan; spell out in detail the facility you want to develop."

Mario J. Stagnaro, of Governor Knight's new Small Craft Harbor Commission, said Governor Knight had been so anxious for communities to come forward with specific plans for development of their boating facilities that he had apportioned \$2 million to assist in such projects.

"But Governor Knight cut this fund down to \$100,000," Stagnaro said, "when it became evident that California communities with an interest in waterfront and boating development had done nothing to develop logical programs.

"What we of the Commission can do for you depends entirely on the backing you give us, how well you have worked out your plans. We can help communities in the planning phases of these projects, before a petition is ever drawn asking for state funds.

"But unless a community comes to us for guidance, sanctuary and blessing, the Commission cannot act. The Commission cannot entertain aspirants who come to Sacramento, park in a loading zone and ask 'Where is the money?' That is just not the way to do it."



Here is a drawing of the San Francisco Yacht Club berthing facility as it appeared on a prospectus for the selling of bonds. Original design called for 136 berths for boats and shore parking facilities for 200 cars.