

and more costly rig than the average newcomer of the totally inexperienced sort will be interested in. Another point, such training programs do attract folk with the money to spend for what's needed, usually a large family-size craft.

Another bet you shouldn't overlook here is the chance of including in any program pertaining to your section a class on actual boat handling and safety and possibly on motor maintenance and simple repairs. The trend is towards including practical instruction of this nature and frequently all that's needed is for some dealer to offer to supply what's necessary—boats and motors and someone competent to demonstrate and instruct.

#### Boat films.

Unfortunately, not enough use is being made of the growing assortment of films on boating subjects that can be borrowed by anyone responsible from a number of different sources. Find out what's available and what applies for getting the loan of them. Then study out ways of staging local showings. Club dinners, church social affairs, high school gatherings, and so on — in so many cases those in charge are looking for new or novel ways of entertaining their groups. The film subject should be selected with the particular group in mind, say an adventure film for a stag showing, possibly a family cruise or a nature film for a mixed group, etc. The main point is that the audience reached will contain many for whom it will be their first introduction to the modern outboard and its use.

#### Arousing interest through reading.

Has your local library an assortment of boating titles on its shelves? Has it at least one of the monthly boating magazines regularly in its reading room? Does your town bookstore handle boating books? Do your newsstands carry assortments of the magazines? Don't forget that despite TV programs this is the age when everyone seems to be trying to keep himself informed on almost everything. And for our purpose it may as well be on boating too. With even the large national magazines now giving boating considerable coverage it is hard to say how many of the new owners the sport has been gaining were originally influenced by chancing to read about someone's experiences in owning and using an outboard. Or some book on boating noticed in a library, leafed through at first then read, influencing the reader to emulate the author. It's even more evident that chancing to pick up some boating magazine displayed in a rack ended in the reader's interest being aroused to finally make him an actual buyer.

Here too you may have to start the ball rolling by pointing out to your librarian or whoever is concerned the growing importance of boating. Several dealers have mentioned that they started their small libraries off by contributing half a dozen books on boating subjects to test out reader interest. Some others regularly subscribe to boating periodicals for their library's benefit. It's equally important to see that your stands carry such magazines. Don't take the attitude that those who are interested already subscribe to them. Those that do are the experienced class of owners, not those prospective ones you should be trying to create.

Other ideas passed along to me for this by dealers who have already tried and proven them as prospect creators are given in the following paragraphs.

If there is a government post or institution of any sort in your area providing occasional recreational rides, it will at least create public interest in what

you're selling. Dealers around army and navy bases frequently find boys interested in boats drop in. Encourage them: they're good future prospects. Staging boat rides and picnics for handicapped folk and children in homes are worthwhile projects.

Many dealers go all out to encourage the kid feeling and rightly that they're good future prospects. Any number I know of work in with the high school's vocational training teacher making it possible for him to include boat building projects. Sometimes a kit boat is contributed. Or plywood and the necessary materials for from-plans building. One dealer turns over a used boat each year for the classes to recondition. Several dealers regularly provide motors, sending over a mechanic who has a way with boys to help the teacher in a class on motor maintenance and simple repairs.

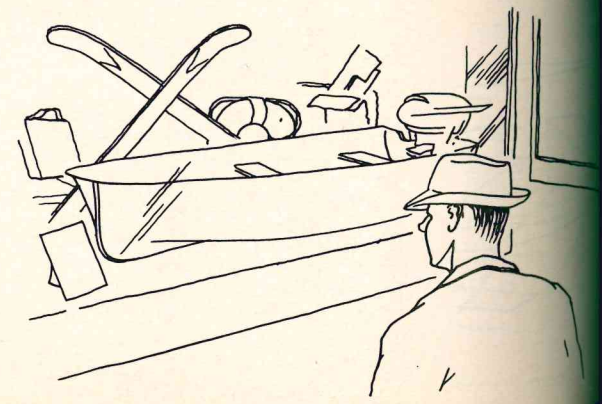
Naturally, you should push boat shows—both the putting on of local or sectional ones and attendance of any large or national one within driving distance. If it's practicable, try making up your party by taking in one of the major shows, having it include could-be prospects of the middle and upper income brackets. Usually one can round up enough boat-owning friends with cars to help. Be sure to let the district men for the lines handled know you're coming and when and how many so key representatives can be on hand. Money spent on overnight trips of this sort comes back to one eventually.

Organize and be alert to combat any unfair local or state measures that by complicating or making unduly costly boat ownership could tend to discourage new prospects. This too is something that mustn't be left entirely to the other fellow but watched and where necessary combatted.

Be quick to contribute or loan equipment for dressing up local window displays or as prizes for legitimate contests, sports awards, etc.

Route your by-truck deliveries of boats down your town's main street, if you can, working in with the manufacturer to see that his shipment carries some sort of message.

Don't overlook the buying up being done by boat fishermen plus the extent of the buying being done by fishermen formerly depending on rental boats and motors. However you do it, possibly by working through some fishing camp, new prospects can be created and present owners encouraged to buy larger, higher priced outfits. In the latter case it's a matter of demonstrating to the non-owner the advantages of having a boat of his own, in the latter of proving to the fisherman that a larger, higher powered craft can extend his range of operation and better his catch and enjoyment of the sport.



THE BOATING INDUSTRY

# BOATING

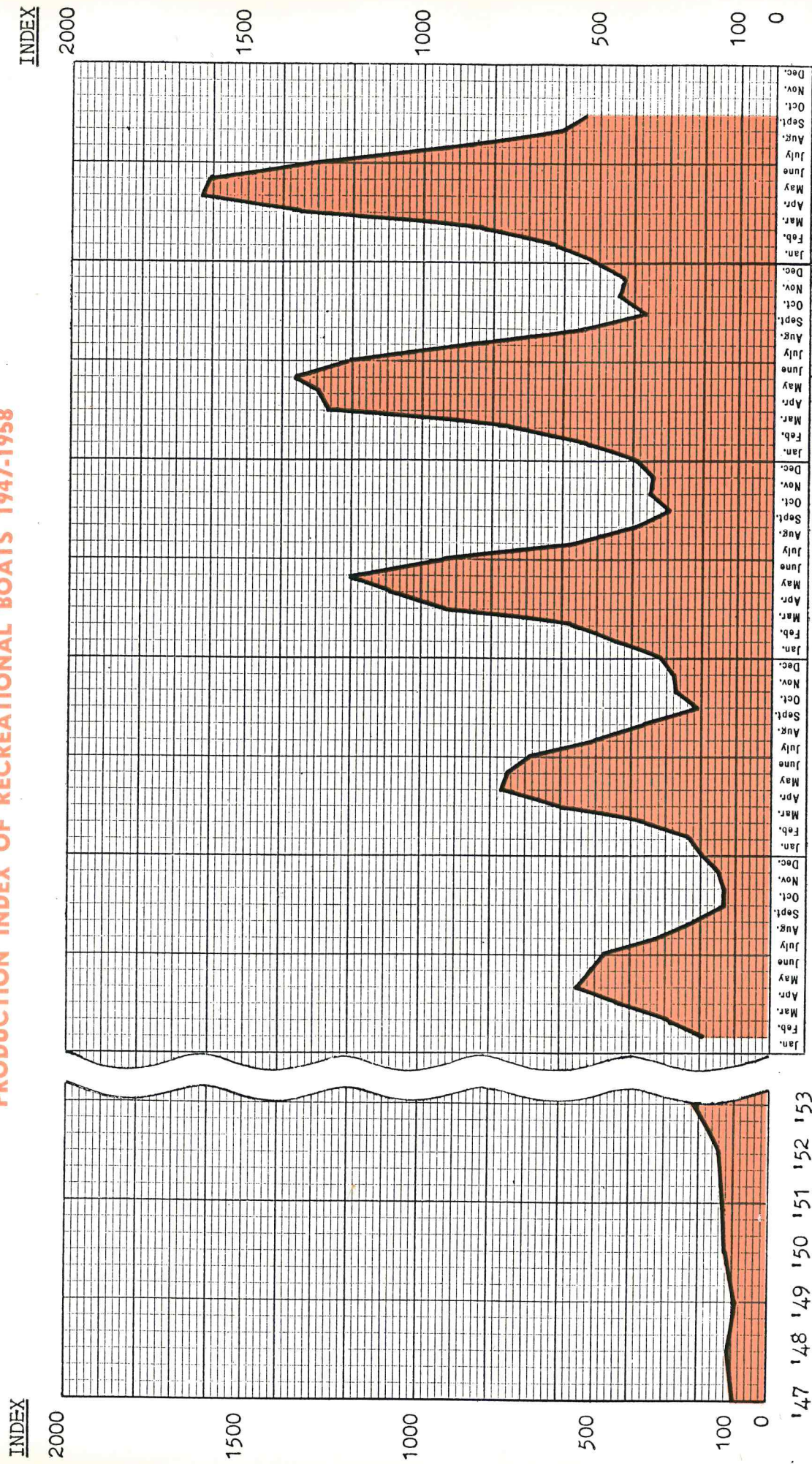
the nation's top family sport in 1958

37,000,000  
PEOPLE PARTICIPATED  
\$2,085,000,000,  
SPENT AT RETAIL LEVEL

Prepared by the Industry Advisory Committee on Statistics of the National Association of Engine and Boat Manufacturers and the Statistical Research Department of the Outboard Boating Club of America.

Charts Prepared by  
The Chartmakers, Inc., N. Y.

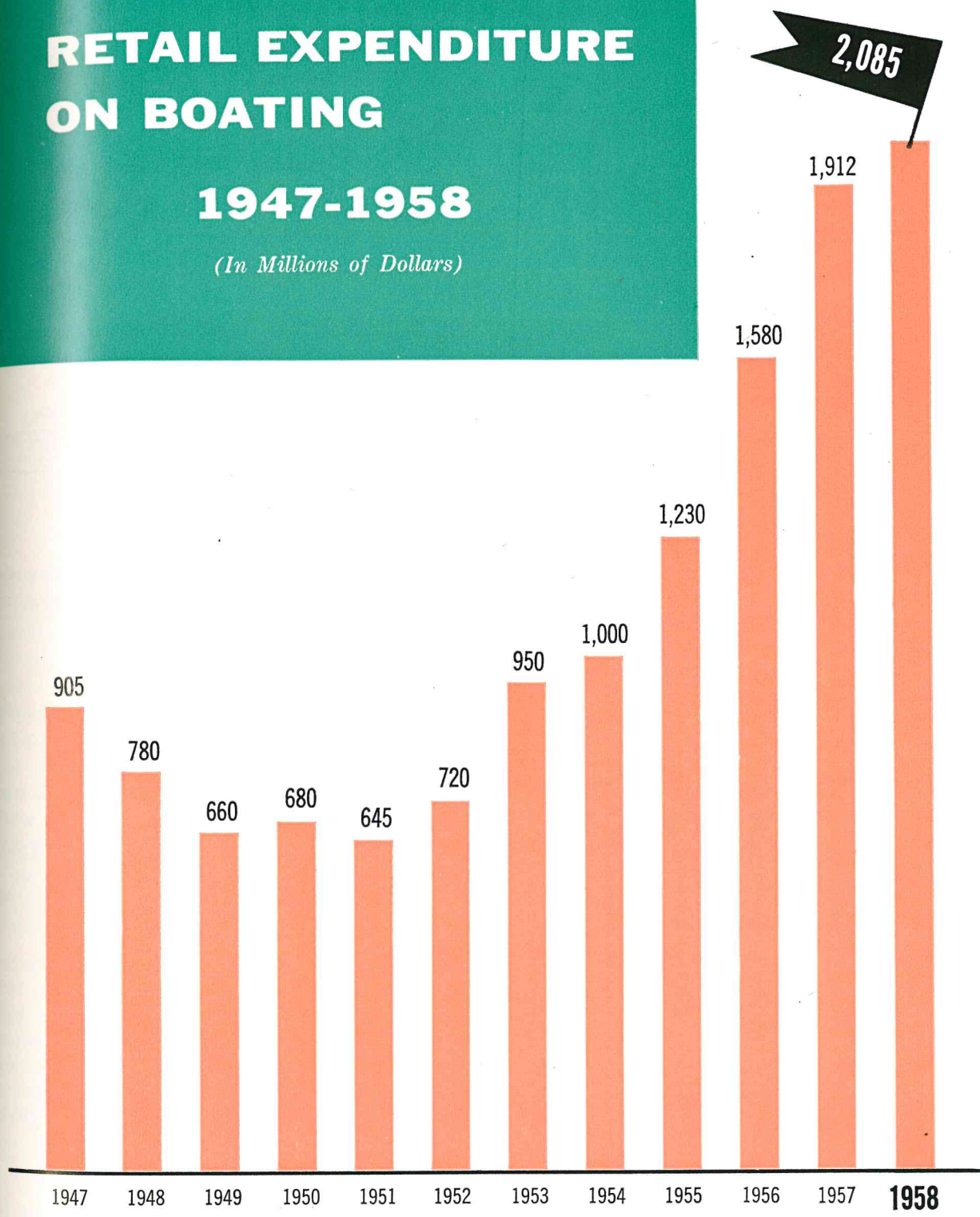
**PRODUCTION INDEX OF RECREATIONAL BOATS 1947-1958**



**RETAIL EXPENDITURE ON BOATING**

**1947-1958**

*(In Millions of Dollars)*



Compiled by THE NATIONAL ASSOCIATION OF ENGINE AND BOAT MANUFACTURERS INC.

The following are estimates  
of the extent of

# RECREATIONAL BOATING



that are available, based upon  
the best industry information



**69,600** Marine radio telephones licensed by the Federal Communications Commission as of Sept. 1, 1958. This compares with 60,000 such instruments licensed at the same time in 1957. More than half of this total are considered to be in purely recreational craft.

**404,057,000†** Gallons of gasoline consumed by recreational craft, including 127,807,000 gallons for inboard boats and 276,250,000 gallons for outboards.

**22,240,000†** Gallons of diesel fuel consumed by recreational craft.

**20,266,000†** Gallons of lubricating oil consumed by recreational craft, divided 2,556,000 gallons for gasoline-powered inboards, 444,000 gallons for diesel craft and 17,266,000 gallons for outboard boats.

**10,435,000** Gallons of marine paints and varnishes used in 1958 on recreational craft of all sizes, based upon estimates of the National Paint, Varnish and Lacquer Association.

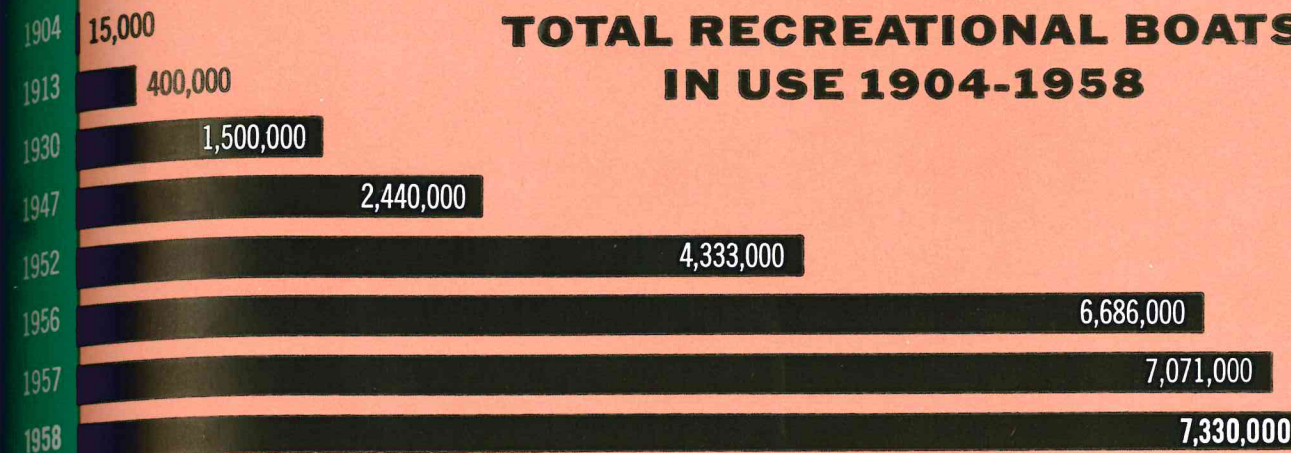
**171,000,000†** Square feet of sheet plywood, both fir and hardwood, used in the manufacture of recreational boats during 1958.

**47,000,000†** Pounds of aluminum used in the fabrication of boats and outboard motors in 1958, including 17,000,000 pounds for boats and 30,000,000 pounds for outboard motors. The boat usage gained over 1957 by about 13 percent while the aluminum for motors remained about constant.

**36,900,000** Pounds of fiber glass (including fibers, resin, pigments, fillers, etc.) used in 1958 in the manufacturing of plastic boats, for boat coverings and as repair material, according to the Reinforced Plastics Division of the Society of the Plastics Industry. This is a 46 percent increase over the 25,209,000 pounds used in 1957.

**10,000** Waterfront berthing and launching facilities for recreational craft on all waterways. Of these, perhaps 3,700 are municipal, privately-owned commercial or yacht club marinas offering a wide range of services and facilities and accommodating from 15 to 2,000 craft.

† Estimates by material producers.



**37,000,000** Persons estimated to have taken part in recreational boating, making use of the waterways more than only once or twice during 1958.

**2,085,000,000** Spent at the retail level during calendar 1958 for new and used boats, engines, accessories, safety equipment, fuel, insurance, docking, maintenance, launching, storage, repair and boat club memberships. Of this \$482,800,000 was spent for the purchase of new outboard boats, motors and boat trailers.

**7,330,000** Total number of recreational craft in use on all waterways in the U. S., a net gain of 269,000 over comparable 1957 figures. The total is made up as follows:

**481,000** Motor boats (including all inboards, outboards over 16 feet and approximately 44,000 auxiliary sailboats) numbered by the U. S. Coast Guard for use on the federal waters of the U. S. This compares with 437,000 such craft registered a year ago.

**314,000** Unnumbered inboard motor boats in use on waters not under federal jurisdiction.

**4,000** Larger inboard cruisers and auxiliary sail boats documented by the U. S. Bureau of Customs.

**3,620,000** Outboard boats in use. (Boats expressly designed for use with outboard motors, i.e. cut down transom)

**486,000\*** Sail boats without inboard power on all waterways.

**2,425,000** Row Boats, Dinghies, Prams and other miscellaneous craft in use on all waterways. (Many of these are used with outboard power.)

**774,000** Inboard gasoline and diesel marine engines in use, including 24,500 produced in 1958, not including private conversions of automotive engines. Production estimates break down into 3,500 diesel units and 21,000 gasoline units.

**5,525,000** Outboard motors in use, including a preliminary estimate of 545,000 new units sold in 1958.

**1,600,000\*** Boat trailers in use, both home-made and factory produced.

\*NOTE: Discrepancies between these figures and previously published estimates are a result of new sources of information and improved statistical methods as well as normal annual increases.

**OVER 7,000,000  
OUTBOARD MOTORS  
SOLD IN 40 YEARS!**

More than 7,000,000 outboard motors were sold in the United States during the past 40 years, a report from the outboard Boating Club of America reveals.

This table shows Outboard Boating Club of America estimated sales of outboards, from 1919 through 1958.

\*Production restricted due to CMP material allocation

\*\*Disruption of production schedule due to labor arbitration

Year	Estimated Number of Outboard Motors Sold
1919-1930 (12 Years)	357,400
1931-1941 (11 Years)	775,000
1942-1945 (4 Years)	None (War)
1946	398,000
1947	584,000
1948	499,000
1949	329,000
1950	367,000
1951	284,000*
1952	337,000
1953	463,000
1954	479,000**
1955	515,000
1956	642,000
1957	550,000
1958	545,000

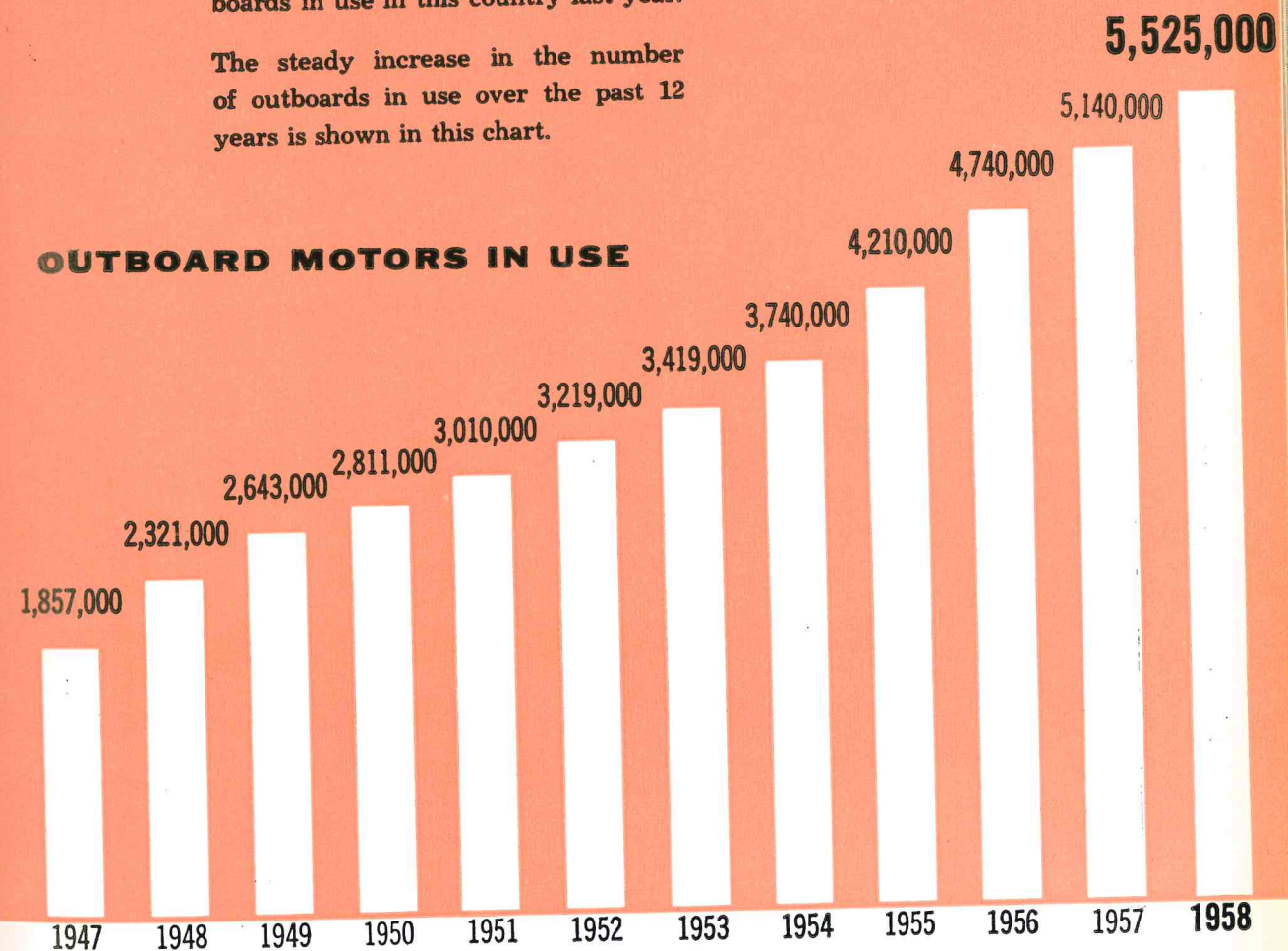
Total (40 Years)

**7,124,400**

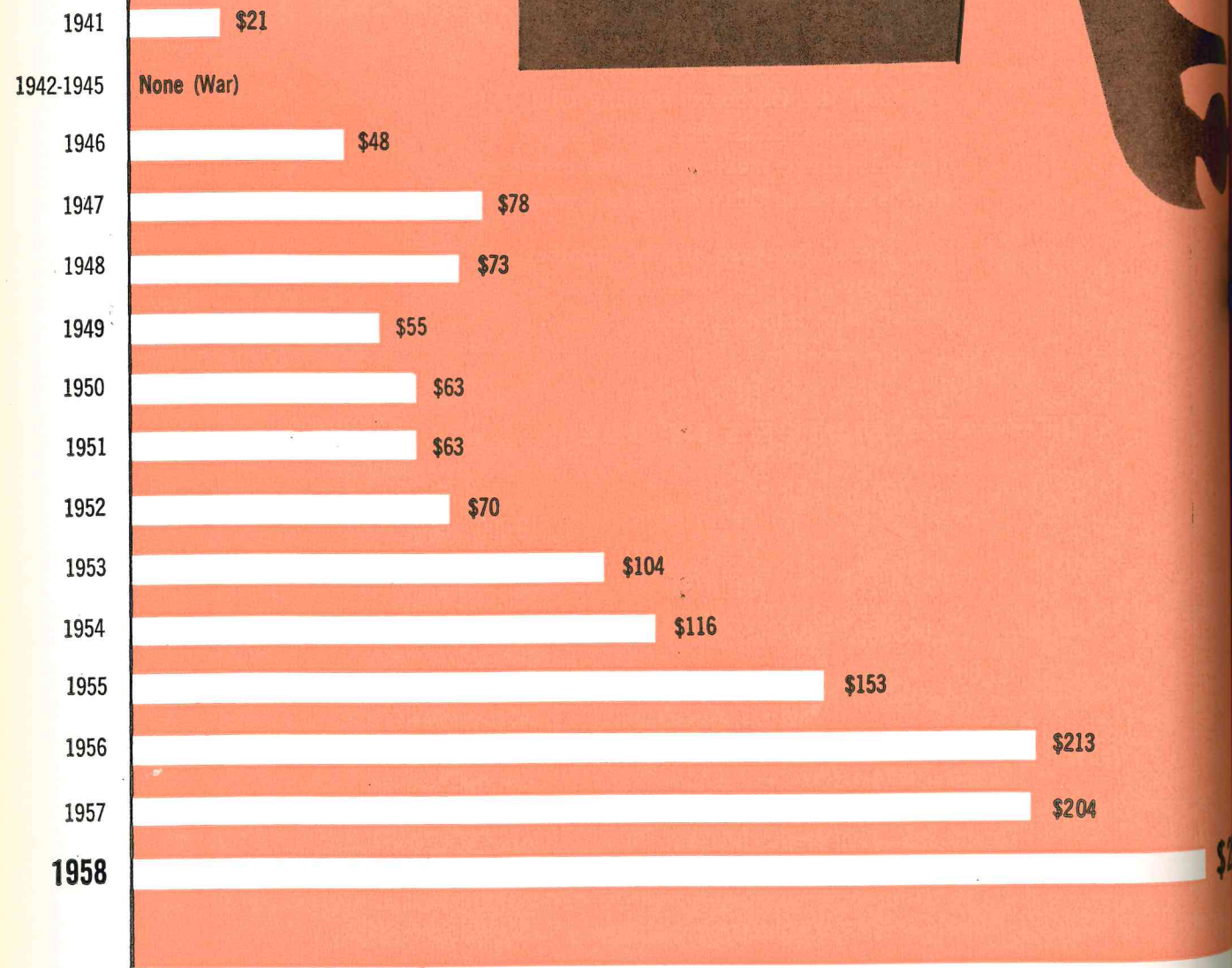
**MORE THAN  
5½ MILLION  
OUTBOARDS IN USE!**

More than 5½ million outboards skimmed over the nation's waterways during 1958, the Outboard Boating Club of America reports. The OBC report reveals there were 5,525,000 outboards in use in this country last year.

The steady increase in the number of outboards in use over the past 12 years is shown in this chart.



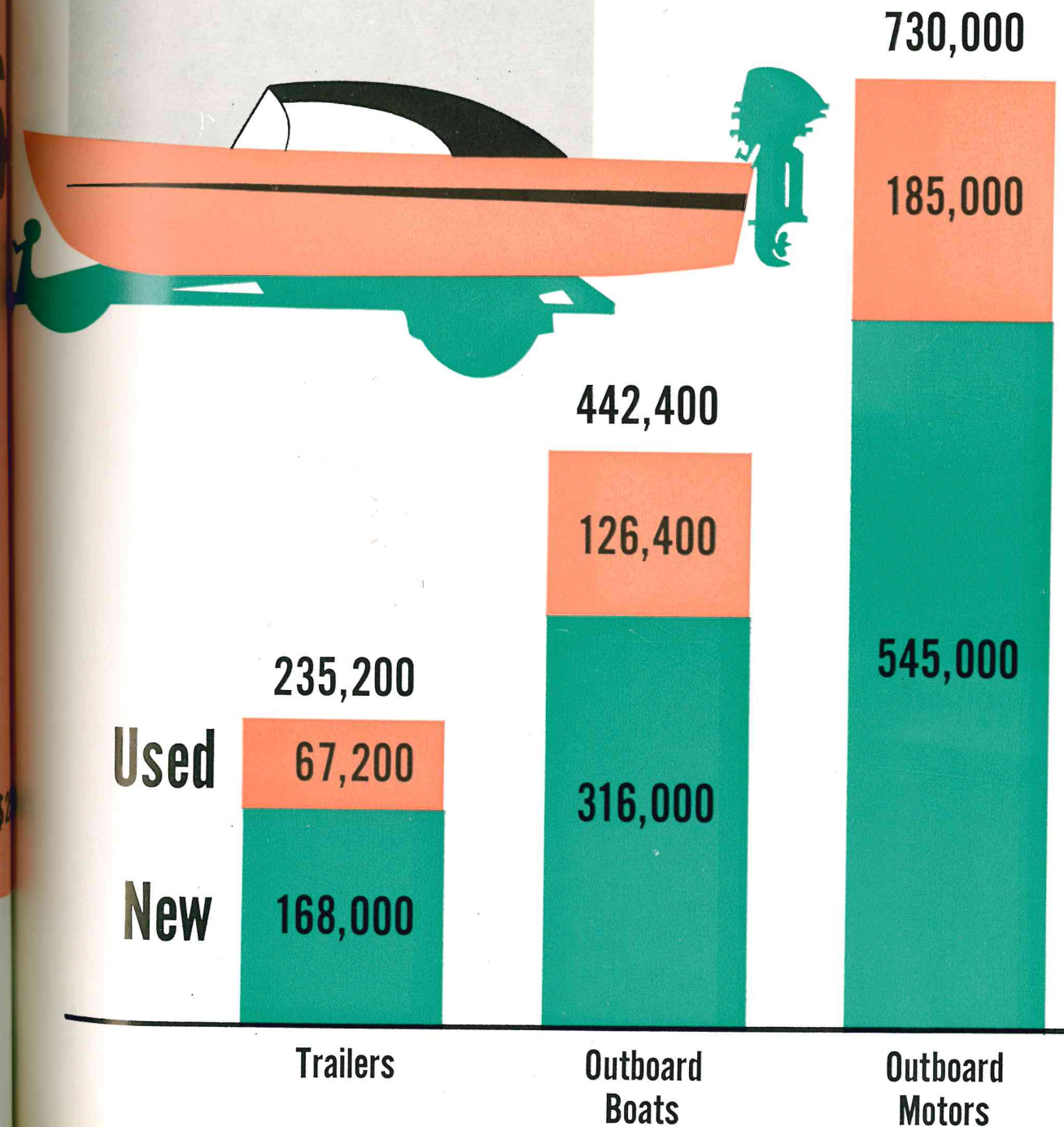
# OUTBOARD SALES TOTAL \$254,000,000 IN 1958



A report from the Outboard Boating Club of America reveals America's consumers invested \$254,000,000 in new outboard motors during 1958. This represents an increase of 24.5% over 1957 when boaters spent \$204,000,000 for new motors.

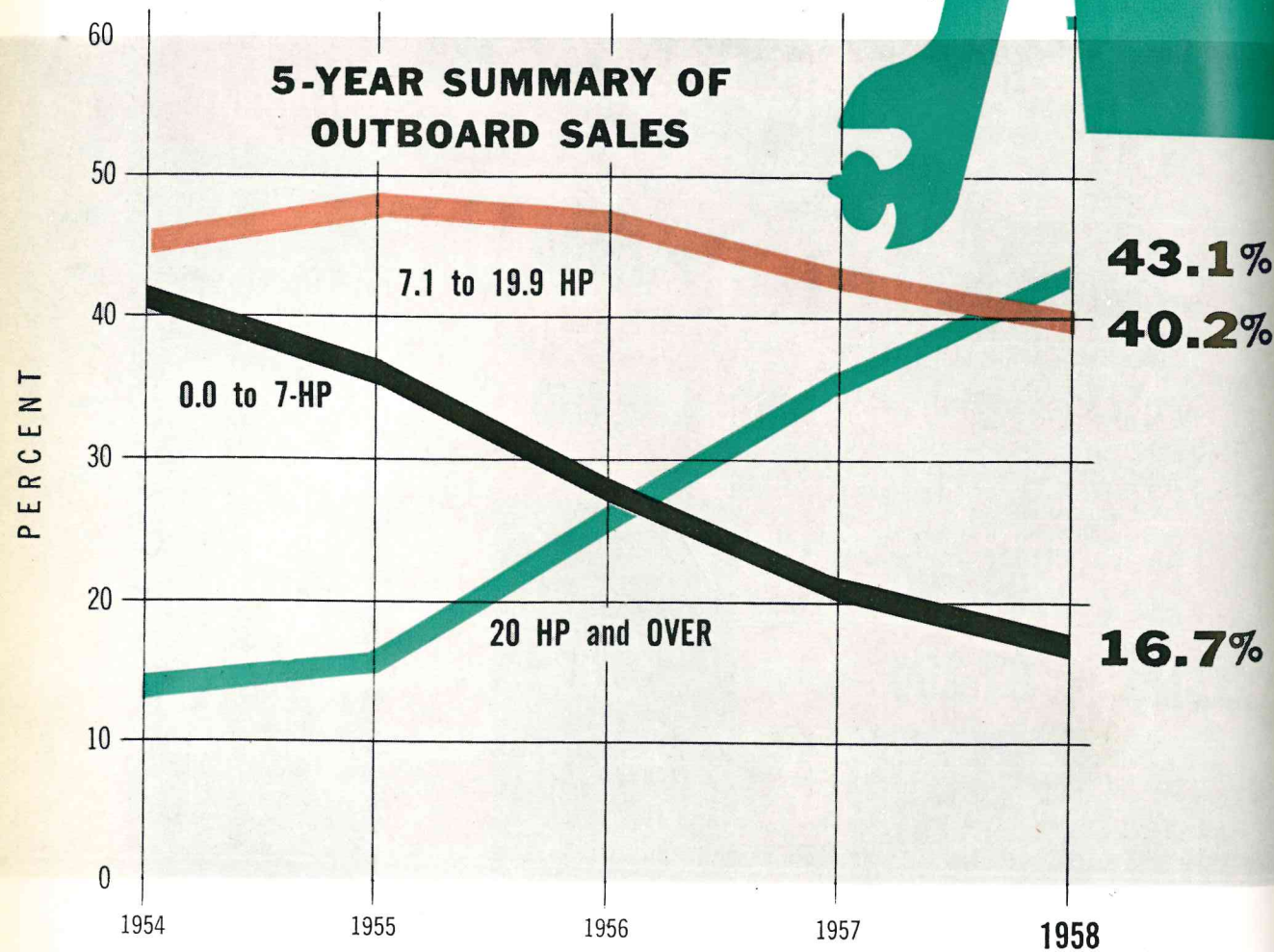
# SOLD IN 1958

Preliminary Estimate by Research Department of the Outboard Boating Club of America



## HIGHER-HORSEPOWER MOTORS OUTSOLD ALL OTHERS

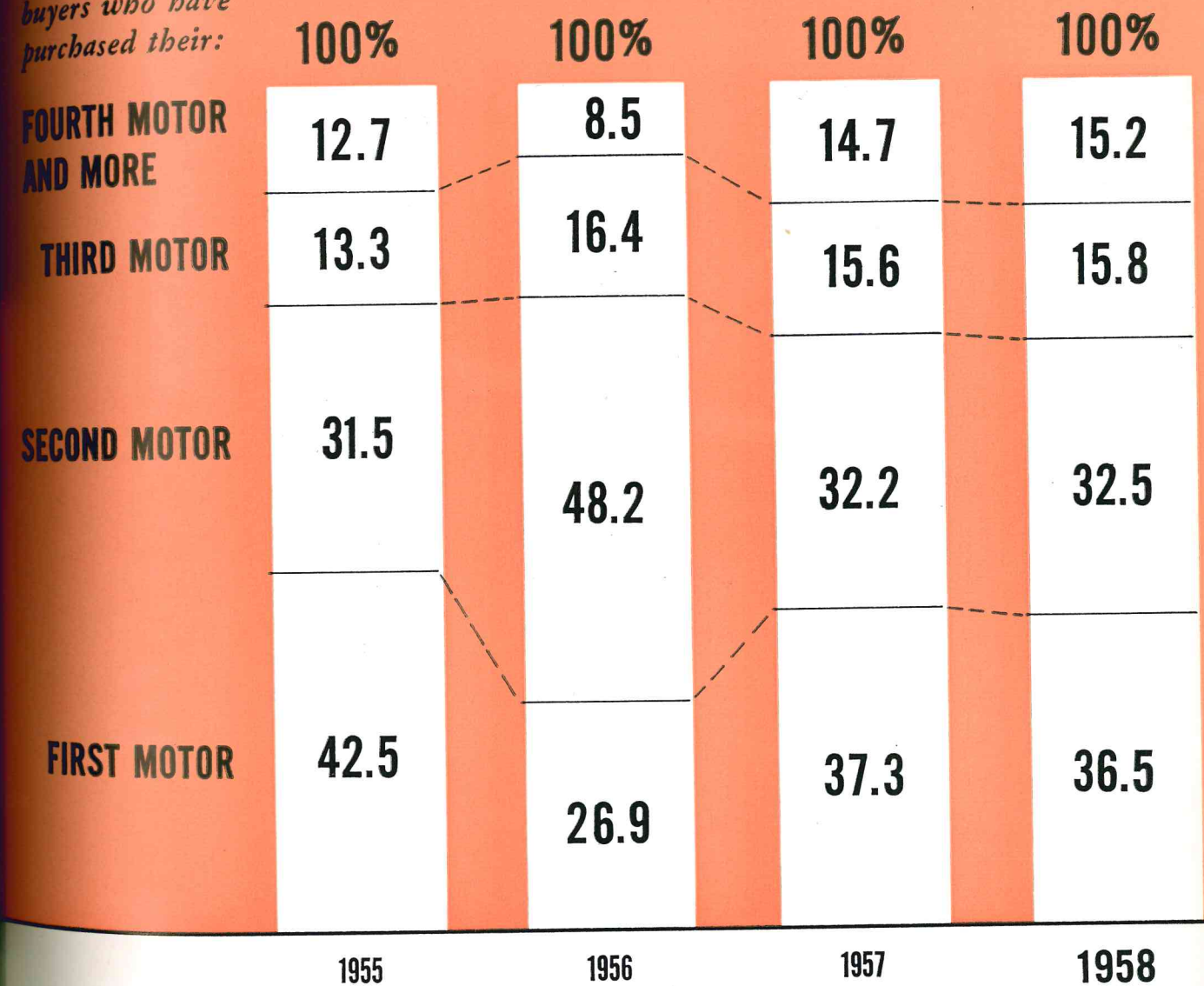
Higher-horsepower outboard motors outsold medium and low-horsepower models for the fourth straight year in 1958. 43.1 percent of the outboards sold in 1958 were in the 20 horsepower and up category. 40.2 percent of motors purchased this year were in the 7.1 to 19.9 horsepower group, while motors of 7 horsepower or less accounted for 16.7 percent of the total.



Statistics by Research Department of the Outboard Boating Club of America.

## NUMBER OF OUTBOARD MOTORS EVER PURCHASED

Percent of buyers who have purchased their:

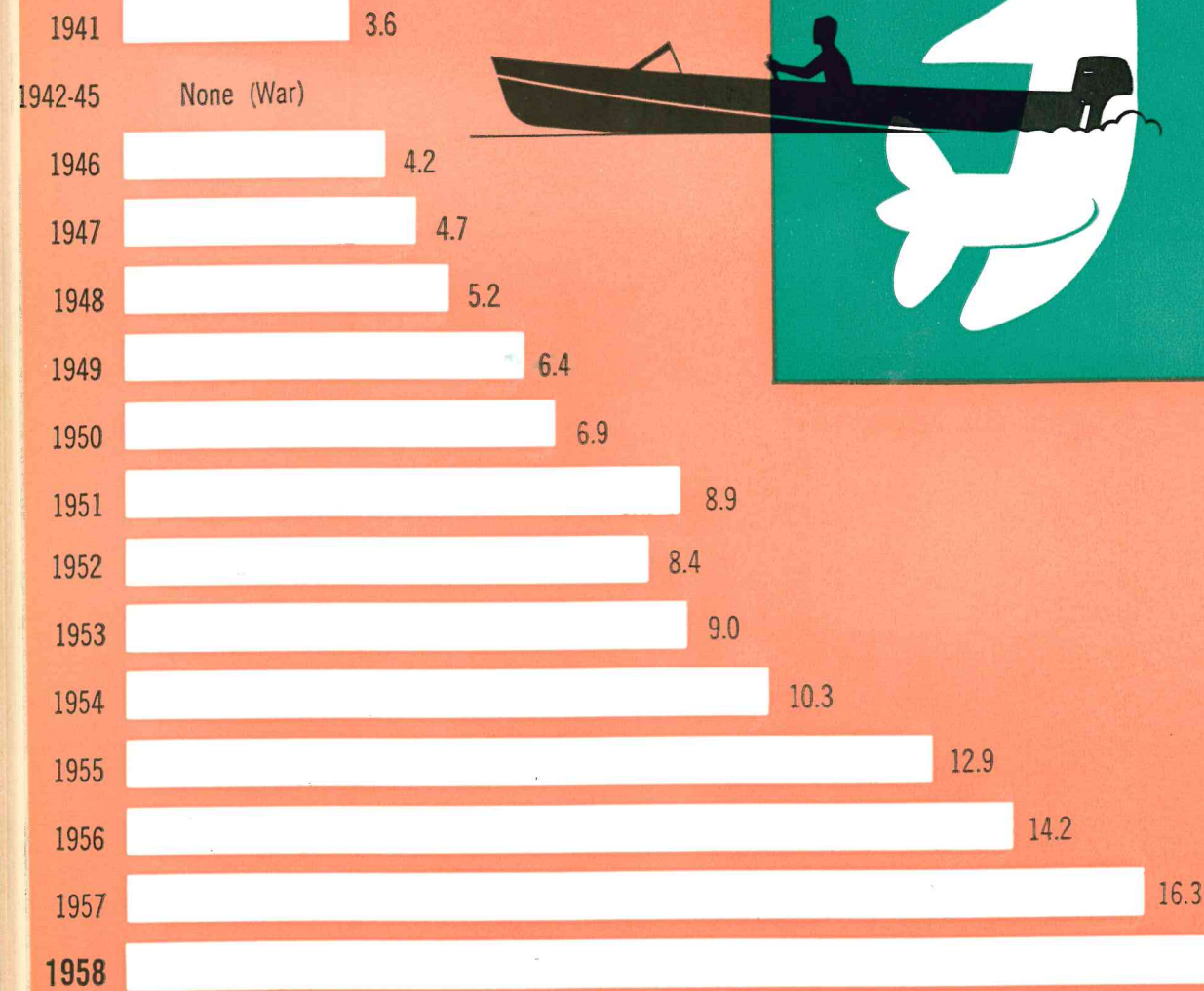


Reported by consumer purchasers during years ending April 30, 1955, 1956, 1957, 1958

Statistics by Research Department of the Outboard Boating Club of America.

## THE PUBLIC BUYING BIGGER OUTBOARDS

### AVERAGE HORSEPOWER OF NEW MOTORS SOLD



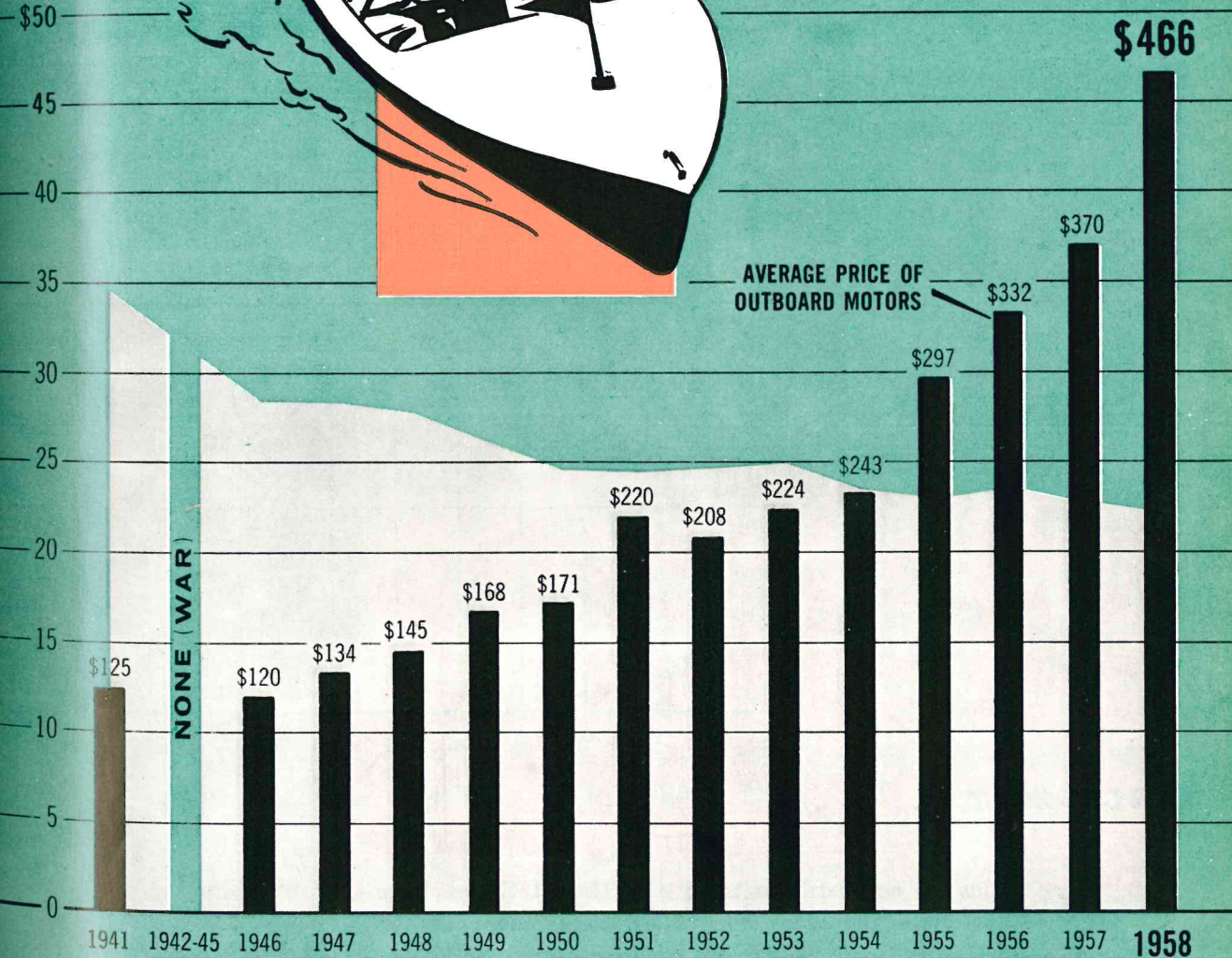
The trend to bigger outboard motors continued during 1958 as more and more of America's families took to the water in pleasure boats for recreation and relaxation, the Outboard Boating Club of America announced. In 1941, according to OBC, the average horsepower of all new outboards sold was 3.61. In 1958, the motors sold averaged 20.7 horsepower.



## CONSUMERS PAY AVERAGE \$466 FOR OUTBOARD MOTORS

Purchasers of outboards invested an average of \$466 in each new motor sold during 1958, according to researchers at the Outboard Boating Club of America. This compares with an average purchase price for outboards of \$125 in 1941. The price for each unit of horsepower, however, has declined from \$34.80 to \$22.50.

### PRICE PER UNIT OF O.B. MOTOR HORSEPOWER







STATE DISTRIBUTION OF  
OUTBOARD MOTORS

	Estimated Unit Sales		Estimated Motors in Use Dec. 31, 1958
	1957	1958	
Alabama	8,100	8,700	83,000
Arizona	1,700	2,000	18,000
Arkansas	4,900	6,300	50,000
California	36,700	37,300	357,000
Colorado	2,500	3,400	19,000
Connecticut	9,500	9,100	87,000
Delaware	2,000	1,900	15,000
District of Columbia	2,500	2,100	30,000
Florida	24,500	26,300	261,000
Georgia	8,200	8,500	86,000
Idaho	2,500	2,400	21,000
Illinois	32,200	29,500	332,000
Indiana	15,500	13,100	160,000
Iowa	9,500	11,300	99,000
Kansas	6,100	6,400	50,000
Kentucky	5,500	5,900	56,000
Louisiana	10,800	11,300	115,000
Maine	6,100	6,700	54,000
Maryland	8,200	9,800	81,000
Massachusetts	16,600	16,500	168,000
Michigan	38,000	32,100	407,000
Minnesota	25,800	20,900	245,000
Mississippi	3,000	3,100	36,000
Missouri	13,500	15,700	139,000
Montana	2,200	2,400	19,000
Nebraska	3,100	4,200	28,000
Nevada	900	1,000	7,000
New Hampshire	3,200	3,300	29,000
New Jersey	16,600	16,500	169,000
New Mexico	1,500	1,000	9,000
New York	50,200	50,300	514,000
North Carolina	7,500	8,400	78,000
North Dakota	2,500	2,400	21,000
Ohio	27,400	25,700	305,000
Oklahoma	8,900	8,300	79,000
Oregon	8,500	8,800	80,000
Pennsylvania	19,500	16,700	182,000
Rhode Island	2,600	3,500	30,000
South Carolina	5,400	5,800	49,000
South Dakota	1,900	2,400	19,000
Tennessee	10,600	10,500	101,000
Texas	27,800	28,100	295,000
Utah	2,700	2,700	20,000
Vermont	1,100	1,500	14,000
Virginia	8,100	7,900	85,000
Washington	18,300	18,700	183,000
West Virginia	2,500	2,500	22,000
Wisconsin	22,400	21,400	211,000
Wyoming	700	700	7,000
<b>TOTAL</b>	<b>550,000</b>	<b>545,000</b>	<b>5,525,000</b>

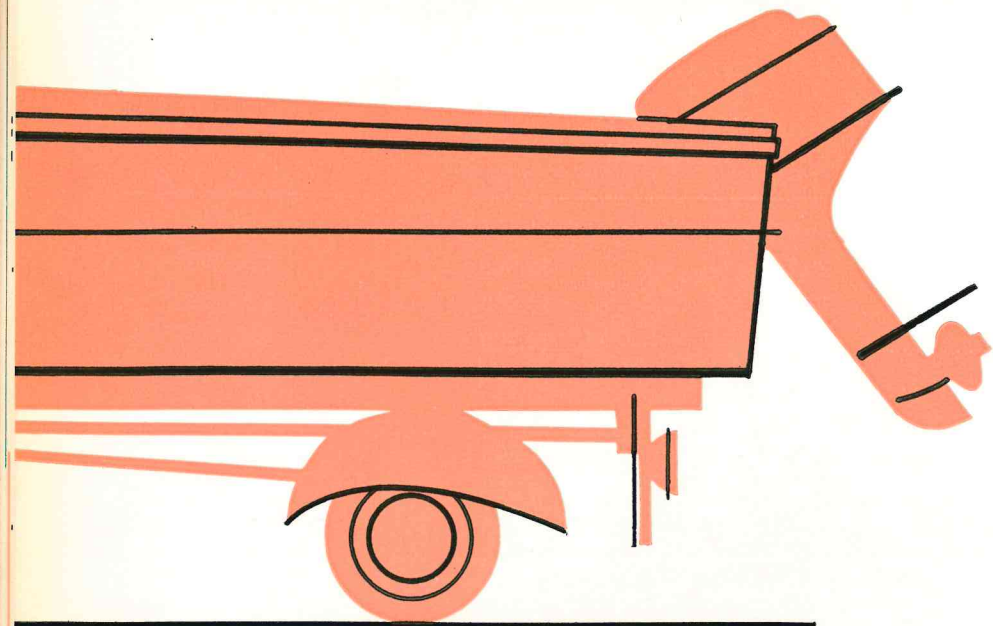
Compiled by THE RESEARCH DEPARTMENT OF OUTBOARD BOATING CLUB OF AMERICA.

LEADING METROPOLITAN\* MARKETS  
FOR OUTBOARD MOTORS IN 1958

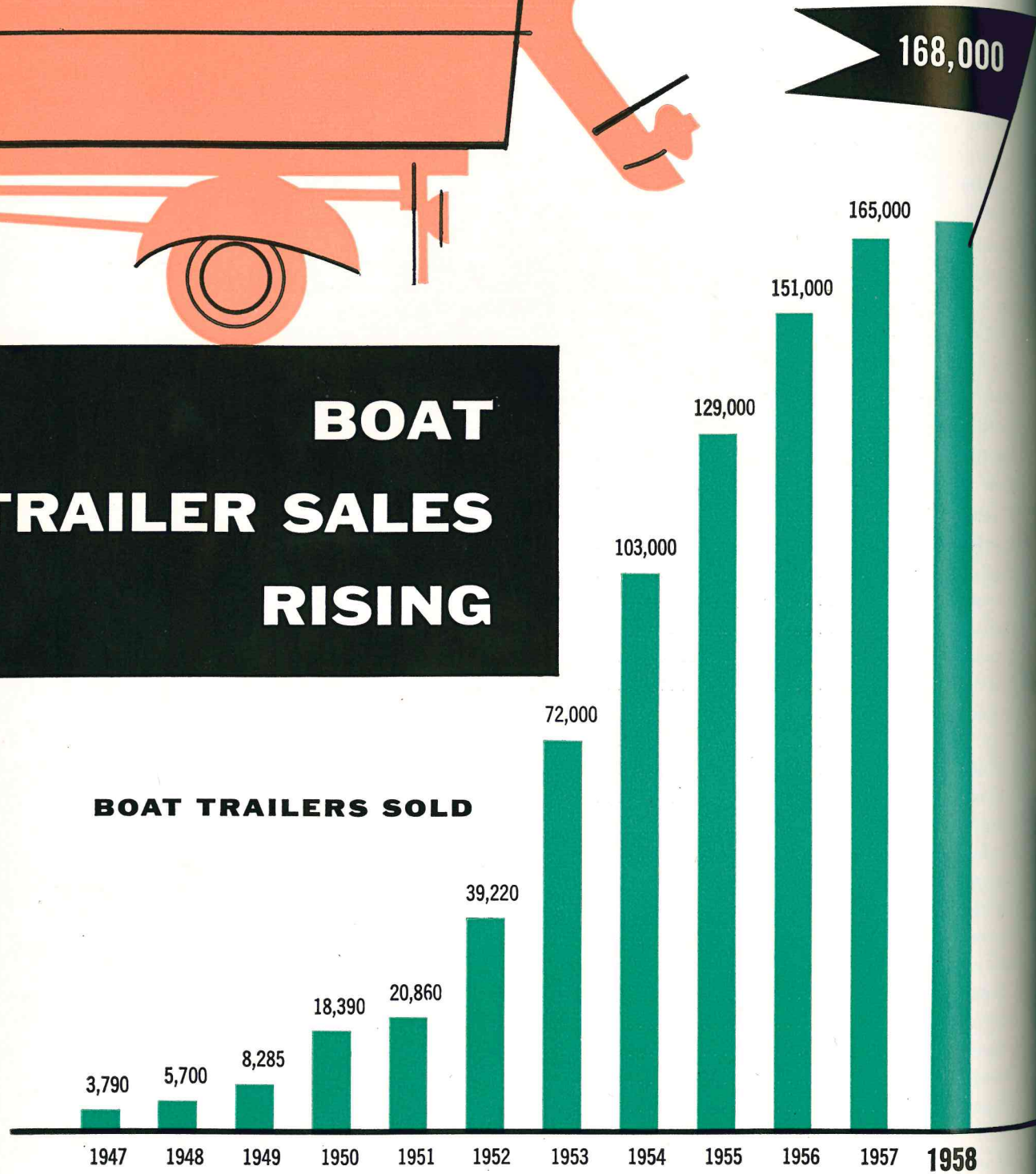
Central City	Estimated Unit Motor Sales		Estimated Motors in Use Dec. 31, 1958
	1957	1958	
New York, N. Y.	30,900	31,400	348,100
Chicago, Illinois	20,700	19,900	224,300
Los Angeles, Calif.	13,500	14,500	126,000
Detroit, Mich.	11,500	14,200	183,400
Minneapolis, Minn.	14,700	12,200	122,700
Boston, Mass.	9,000	8,600	92,300
San Francisco, Calif.	6,400	7,600	74,000
Seattle, Wash.	6,400	7,400	68,000
Milwaukee, Wis.	7,300	7,100	63,000
St. Louis, Mo.	6,400	6,300	61,300
Philadelphia, Pa.	6,200	6,100	71,300
Baltimore, Md.	4,400	5,400	52,000
Miami, Fla.	3,700	5,100	42,000
Houston, Tex.	4,800	5,000	48,100
Tampa, Fla.	3,500	4,500	41,400
New Orleans, La.	3,500	4,500	37,600
Washington, D. C.	3,900	4,300	48,600
Portland, Ore.	4,100	4,300	41,400
Buffalo, N. Y.	4,200	4,200	50,800
Cleveland, Ohio	4,400	4,000	51,400
Dallas, Tex.	3,700	3,700	38,700
Kansas City, Mo.-Kans.	4,000	3,700	41,400
Pittsburgh, Pa.	3,000	3,100	33,200
Atlanta, Ga.	3,200	3,000	29,800
Fort Worth, Tex.	3,200	2,900	26,000
Duluth, Minn.	3,100	2,900	24,900
Albany-Troy, N. Y.	2,700	2,800	26,500
Columbus, Ohio	2,500	2,800	24,900
Bridgeport, Conn.	2,600	2,600	23,800
Cincinnati, Ohio	2,600	2,600	28,200
Sacramento, Calif.	2,300	2,500	17,700
Rochester, N. Y.	2,300	2,500	28,700
Memphis, Tenn.	2,300	2,300	22,100
Tacoma, Wash.	2,200	2,300	22,100
Spokane, Wash.	2,600	2,200	22,700
Grand Rapids, Mich.	2,500	2,100	21,500
Toledo, Ohio	2,500	2,100	21,000
Tulsa, Okla.	2,300	2,100	17,700
San Antonio, Tex.	2,100	2,100	23,200
Indianapolis, Ind.	2,100	2,100	23,200
Syracuse, N. Y.	2,200	2,000	22,700
Birmingham, Ala.	2,200	2,000	20,400
San Bernardino, Calif.	2,000	2,000	15,500
Hartford, Conn.	2,000	2,000	21,500

\*U. S. Census area definitions are used

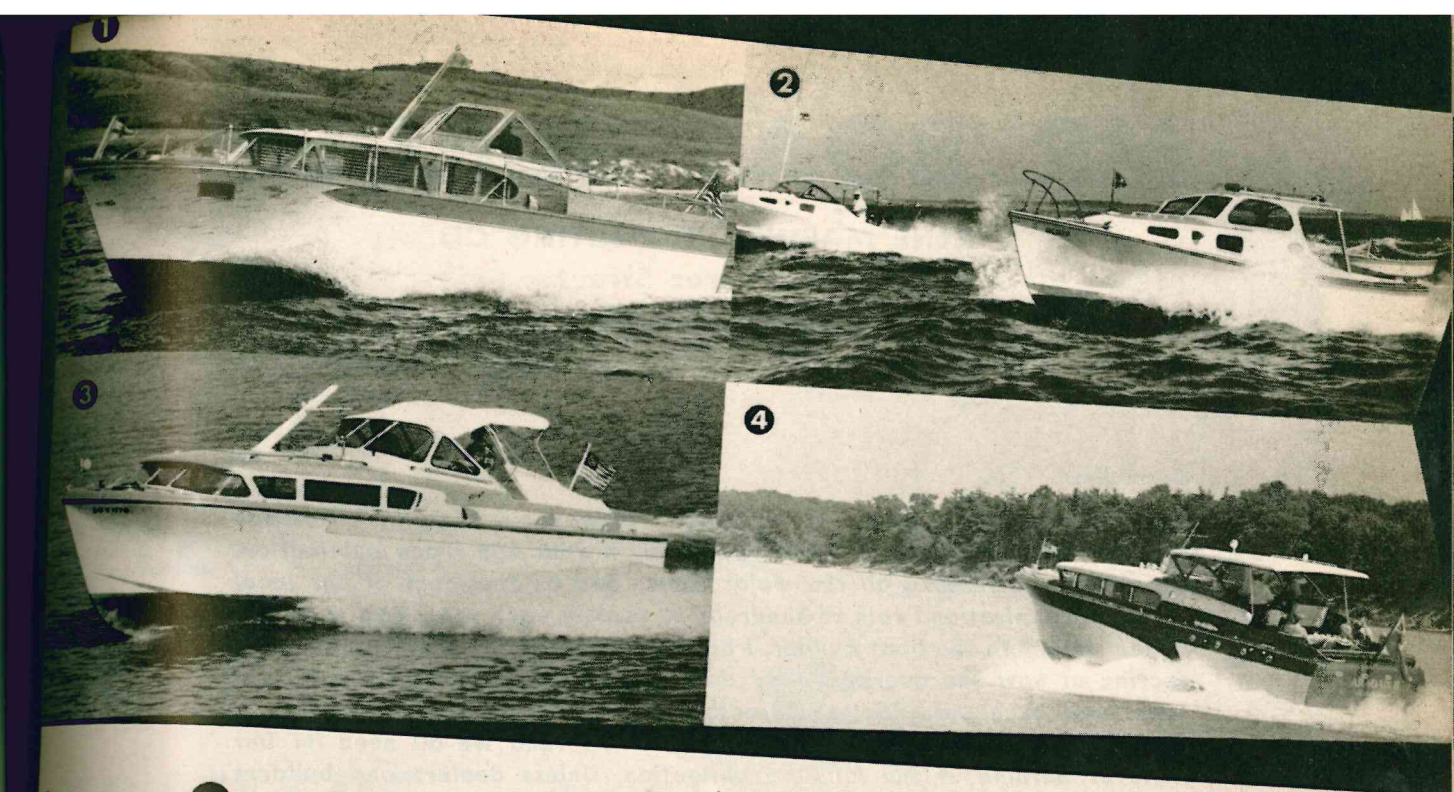
Compiled by THE RESEARCH DEPARTMENT OF OUTBOARD BOATING CLUB OF AMERICA.



# BOAT TRAILER SALES RISING



The Outboard Boating Club of America reports that sales of boat trailers continued their steady increase during 1958. The OBC report shows a total of 168,000 trailers were sold in 1958. In 1947, according to OBC, only 3,790 trailers were purchased.



## Cruisers of the 1959 Fleet

