

CONTACT POINTS

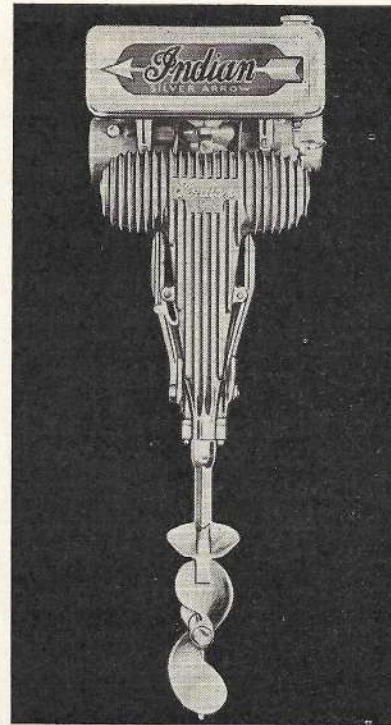
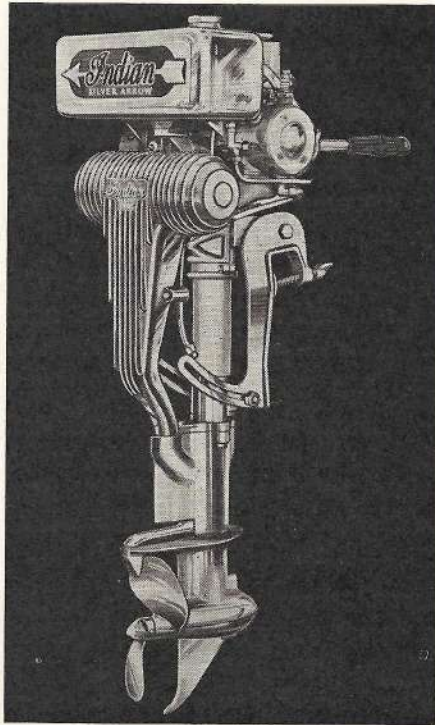
FACTORY

DEALER

No. 409

January 14, 1930

And Now—



An INDIAN for
the Waterways!

Announcing the **INDIAN SILVER ARROW OUTBOARD MOTOR**

THE MAJORITY of INDIAN Dealers undoubtedly have heard rumors through various channels that we were in the process of manufacturing an Outboard Motor and have, therefore, been anxiously awaiting news concerning the foundation of these rumors.

We are pleased to announce that production of an outboard motor is no longer a rumor, but a fact, and that the "baby is born."

Let us introduce to you the INDIAN Silver Arrow Outboard Motor.

You are familiar, we feel sure, with the facts surrounding this wonderful sales field — the decided interest and activity displayed in Outboard Motors this past two years, by both the public and manufacturers — the inability of existing outboard motor manufacturers to supply sufficient motors to meet the demand — the increased publicity given outboard motors in newspapers and magazines all over the country.

These facts and many others are convincing that the Indian Motorcycle Co. in keeping with our policy, to give the dealer a product he can sell and make money on, again offers you a product — the Indian Silver Arrow Outboard Motor — that will put dollars and cents in your pocket and joy in your hearts.

It is interesting to know that one of the main reasons for this unprecedented demand for outboard motors is because congested traffic conditions in cities and towns, as well as on the highways, has taken away the pleasure of automobiling and as a result the car owner in thinking of the next best means of enjoyable transportation, has migrated from the roadways to the waterways. It's a natural solution of the congested traffic problem.

SPECIFICATIONS: The Indian Silver Arrow Outboard Motor is a Class B Motor of 19.36 cubic inches displacement — two stroke, three port design. Bore 2½", stroke 2", motor speed up to 6000 r. p. m. Gear reduction to propeller arranged so that propeller turns at 60% of motor speed.

The new Indian cylinder design, employing a solid aluminum alloy head, possesses great heat dissipating qualities and is designed to maintain the correct degree of heat for best engine performance.

The new "Full-View" cooling system in which the water circulates due to force of propeller and suction of boat in motion, helps this motor deliver its maximum efficiency.

This new INDIAN motor is designed and built throughout to the INDIAN standard of quality and wherever possible, especially in some of the larger parts, high grade aluminum alloy is used, with the result that the motor weighs only 68 pounds.

Silence is the key-note of the Silver Arrow Motor. The new INDIAN cast aluminum silencer, made in *one piece* carries the exhaust under water with a minimum of back pressure. This silencer is another carefully engineered feature with its ample cooling fins which help to dissipate heat effectively.

Large oversize bearings, cylinders of best grade cast iron set in aluminum alloy water jackets and ball bearings wherever necessary, plus a very thorough system of lubrication, contribute toward the long life in service which one expects of INDIAN products.

How About the Agency for This Motor?

Full details of the exact manner in which this motor is to be distributed are not yet ready for publication. However, we offer the privilege of handling our Outboard Motor to present INDIAN Motorcycle dealers who can satisfy our requirements as to Sales Ability, proper display space, facilities for sufficient servicing and agreement to stock at all times, motors and parts.

Your desire to handle the Outboard Motor will be more or less gauged by your return order on the enclosed order blank. Kindly state the number of motors wanted for immediate delivery and include shipping requirements for at least the next three months in advance.

The INDIAN Silver Arrow Outboard Motor lists for \$185.00 less a discount of 30% to the dealer, f. o. b. Springfield, Mass. Parts are subject to the same discount of 30%. Terms are the same as heretofore on motorcycles — C. O. D. or sight draft depending upon express or freight shipments. Deliveries will start no later than February 15th.

We want you to have first opportunity— but we have thousands of inquiries—

At the present time we are receiving thousands of inquiries at the factory concerning the dealer proposition on this new motor. There are hundreds of sporting goods and motor dealers in all parts of the country ready and waiting to handle sales of the new Silver Arrow. However, as is mentioned above, we are going to give our extensive INDIAN Dealer system the first opportunity to put this motor on the market, subject to the conditions outlined above.

Accordingly, we suggest that you use the enclosed order blank and write us in full regarding your plans for carrying on sales and service of the new INDIAN Silver Arrow Motor.

Time Sales

Just touching upon this subject — the INDIAN Acceptance Company is in a position to finance sales on Outboard Motors alone or in connection with boats or hulls. Definite information on this subject will be forwarded shortly to all Outboard Motor dealers.

National Advertising Campaign

This new INDIAN Outboard Motor will be shown for the first time at the 25th annual National Motor Boat Show which is being held in the Grand Central Palace in New York City from January 17 — 25th, inclusive. If possible, every INDIAN dealer should attend this show and absorb as much of the Outboard Motor atmosphere as possible, because it is a growing industry with wonderful sales possibilities.

During the coming year, the INDIAN Silver Arrow will be advertised in national magazines including Motor Boating, Yachting, The Spur, The Sportsman, Field and Stream and other outdoor magazines. Such a national advertising campaign is bound to produce thousands of prospects for the Silver Arrow Motor.

Indian Motorcycle Company