

CONTACT POINTS



FACTORY

DEALER

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The INDIAN Silver Arrow Outboard Motor

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THE purpose of this issue of Contact Points is to acquaint you with various phases connected with the sale of the INDIAN SILVER ARROW Outboard Motor. Each subject will be covered under separate headings. Kindly place this issue in a conspicuous place for future reference.

Specifications of Silver Arrow Motor

In the regular Outboard Motor folder enclosed, you will find specifications covering mechanical details, to which we add,

Rated Horsepower	10
R. P. M.'s — Motor Speed	800 to 4500
R. P. M.'s — Propeller Speed	480 to 2700

Over-All Dimensions:

Height from top of flywheel to bottom of skeg	42½"
Width over cylinders	14⅝"
Length from underside of stern bracket to center of propeller shaft	23¼"
Width over stern bracket	6⅝"

Boats and Their Selection

Broadly speaking, boats for Outboard Motor uses may be divided into two general groups — Displacement and Planing. The former ride through the water whereas the latter ride on top of the water. In other words, they plane. Many displacement boats, however, now being offered are so designed that they also will plane if sufficient power is applied.

Row-boats, square sterned canoes, and other displacement types still play an important part in the Outboard Motor business. Such boats are generally selected because they happen to be on hand or are easy to acquire and no particular speed is expected of them. Speed (not racing speed alone but desirable utility speed) does not become a factor until a boat planes.

The most general use of Outboard Motor boats is for general utility. This service demands a roomy boat, capable of fair speed with a light load and some speed with a heavy load, but essentially a safe boat under all conditions. Such boats should average a maximum speed somewhat over 16 miles an hour and with a service speed depending upon the load of from 10 to 14.50 miles an hour.

When more than one boat is available or where the number of passengers is generally small, we look for a utility boat designed primarily as a runabout. Such boats should figure in the neighborhood of eighteen miles per hour.

It is not true that you increase the speed of a particular boat by merely increasing the size of the motor. Every boat has a normal speed and beyond that "latent speed" very little is to be gained by increases in power. A ten horsepower motor on an ordinary row-boat produces only slightly more speed than a four horsepower. Some boats give better results with a four horsepower than with an eight horsepower motor and this may be doubly true in rough weather. It is important, therefore, that the boat and motor should be considered together.

Table of boat sizes and the speeds at which they can be driven with the "Silver Arrow":

<i>Name</i>	<i>Length</i>	<i>Weight</i>	<i>Speed</i>
Racing Hydropl.	10' 4"	100 lbs.	30 m. p. h. *
Family Boat	13'	220 lbs.	20 m. p. h. *
Family Boat	15'	280 lbs.	17 m. p. h. *
Family Boat	16'	325 lbs.	16 m. p. h. *

(* Minimum Speed)

Dealer Should Handle Boats

There are many reasons why a dealer in Outboard Motors should also handle small boats. This does not involve the carrying of a stock unless it is convenient for the dealer to do so. He should arrange, however, to have at least one boat for show purposes. Likewise, if near a body of water, a boat for demonstration of the motor.

The prevailing discount on boats is 30% which in connection with the motor leaves a nice margin of profit for the dealer when selling the two together.

Importance of Proper Selection of Propeller

The selection of propeller for a given size

and type of boat is always an important matter, and this factor must be constantly stressed to our dealers.

Propellers are specified as to diameter and pitch; thus a 10" — 10 pitch propeller refers to one with an outside diameter of 10", the blades of which are set at a pitch which carries the boat forward 10" to every revolution. This, of course, is theoretical and based upon the assumption that there is no so-called "slippage" or "boat friction" which conditions are always present to a certain degree.

As a rule, heavily loaded boats whether large or small cannot obtain the same speed as those lightly loaded, therefore, the slower speed conditions, generally speaking, require low pitch propellers with three blades, whereas speed can be best obtained by higher pitch propellers of the two blade type.

All SILVER ARROW motors will be shipped with a 10" — 10 pitch propeller.

We have available a 9" diameter 14" pitch propeller for racing speed on light boats, which can be obtained under our part No. 35D182, listing for \$7.00.

Indian Acceptance Company Finance Plan

The Indian Acceptance Company has prepared a permanent rate schedule on INDIAN Outboard Motors and approved Outboard Boats. The enclosed card contains in itself, full instructions and table of charges based on the balance due after the down payment has been made.

We recommend that dealers keep all time sales on OUTBOARD MOTORS and BOATS within the 4 and 6 months periods, especially in the northern part of the United States where the out-door season is short.

We are using the same contract forms which are used in the financing of motorcycles with

the following notation stamped on each contract:

"When this contract is used in selling an INDIAN Outboard Motor it is assumed that the word Motorcycle whenever it appears shall be held to mean INDIAN Outboard Motor."

Dealers who now have a credit rating with the Indian Acceptance Company may submit their Outboard Motor Time Sales on the regular motorcycle notes and contracts and we will stamp them here.

This plan is available to all dealers who obtain the franchise to sell INDIAN Outboard Motors and who meet our usual requirements. To get started — write for application blank today.

Literature

As previously mentioned, you will find enclosed one of our Outboard Motor folders. These have been prepared especially for your use in circularizing and promoting sales. You will find an order blank attached for your convenience in ordering the quantity desired. Kindly be conservative in your estimates.

Advertising Material

Cuts of the Outboard Motor are available for your letterheads, also mats and electrotypes for newspaper advertising. Specify your requirements on this same order blank as mentioned under "Literature." On the following page are copies of the three cuts available.

National Outboard Association Year Book

This book will acquaint you with the National Outboard Association, the official Outboard racing rules, Federal laws concerning Outboard Motor boats, mileage tables to determine speed of boats, water tours, etc., etc. One copy is being mailed under separate cover for

you to keep on file and additional copies can be had by request from the National Outboard Association, 333 North Michigan Avenue, Chicago, Illinois.

The N. O. A. has arranged an insurance plan, which is available to all members who wish to obtain full marine coverage. The enclosed printed form explains this plan and other advantages of being an N. O. A. member.

User Inquiries

Due to our National advertising in 15 magazines, we are daily receiving user inquiries from all sections of the country for information concerning the INDIAN SILVER ARROW Outboard Motor. These are being forwarded on a special form to all signed up INDIAN Outboard Motor dealers. We request you to follow up these inquiries immediately and report your findings to us. Please do not wait for the second or third notice to be sent you before supplying us the information desired.

General

In order to successfully sell Outboard Motors, the INDIAN dealer should strive to contact with the residents accustomed to spending their summers at watering places — be they small or large lakes or rivers. Also cultivate acquaintance with the general boating public, and where motor boat clubs exist, become a member of one or more of them.

Sportsmen, especially fishermen, are potential purchasers of Outboards. Yacht owners for their tenders and dinghies are buying Outboard Motors.

Summer camps and the cottage population on waterways offer valuable fields of endeavor.

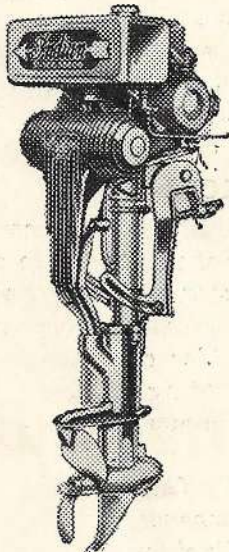
But to be in a position to sell these potential users, you must have a motor on display and be prepared to give demonstrations. Have you an INDIAN SILVER ARROW motor on display? If not, use the enclosed order blank today.

Indian Motorcycle Company

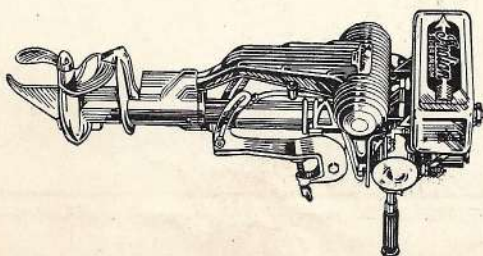


CLAMP the Indian Silver Arrow outboard on any boat... start 'er up—and enjoy carefree boating at its very best. This motor embodies 27 years experience building successful motorcycle engines. It's a strong, rugged power plant, full of pep and power... chock full of stamina, the stuff that counts, the stuff that shoves your boat along hour after hour at a swift, steady pace.

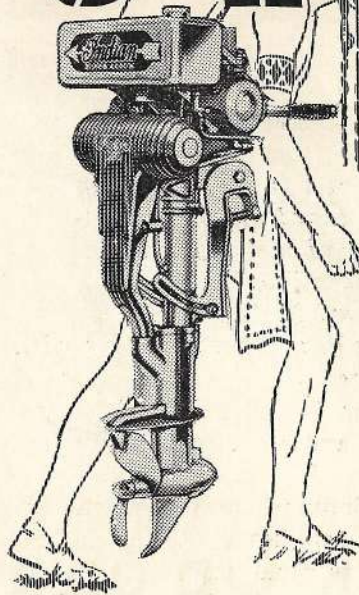
See this motor—let us demonstrate it, before you buy any motor.



**DEALER'S
NAME**



POWER



THE native American Indian carried heavy loads great distances. Silently, rapidly, he would push along—steadily and untiringly.

That's the sort of dogged, unflinching power that has been built into the Indian Silver Arrow Outboard. For twenty-seven years Indian Motorcycle engineers have been building successful small motors—compact, powerful engines for the gruelling duties demanded of a motorcycle. Indian Motorcycles hold all records for endurance. Endurance—dependable power—is what you want in an outboard motor. It is light, compact and starts with remarkable ease.

Come in... let us demonstrate the Indian Silver Arrow before you buy any motor.



Outboard Motor

**Dealer's Name
Address**

