

**BUSINESS AND INDUSTRY**

# Outboard Jet Hoping Ripples Go Far Out



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**WOMAN CAN'T REALLY WALK ON WATER**  
New Jet Outboard Runs In Ankle-Depth Shallows

There is a principle that when you drop something into the water, ripples go out from it and keep going out.

An Indianapolis firm that has been working over a new kind of boat motor might have that principle in mind.

The company plans to drop in its outboard jet motor at the big boating trades show at Chicago this month and watch the ripples go out through the industry.

The company is Outboard Jet Inc. and the motor with which it intends to make the big splash is a much-improved version of the one which generated considerable interest in previous shows.

**O.J.'S NEW MOTOR** is a 10-horsepower thing with very few moving parts and a lot of maneuverability. Its refinement from earlier models is drastic.

It is quieter, being water-cooled now instead of air-cooled.

Its key part, a rotating impeller which sucks up water and forces it out behind under great pressure to make the driving force, now has six fixed blades instead of three. And they are at a different pitch; they give the

water flow 35 per cent more thrust.

**ONE OF THE MAIN** objections to OJ's previous models was a big branch-like protuberance made by the expulsion outlet. That's been done away with on the new one, which has a trim, uncluttered silhouette. Boaters who have been accustomed to the savage-looking lower extremities of propeller-driven outboards, with their planes and fins and blades, would look twice at the new OJ engine standing on the dock firmly footed on its intake scoop.

Indianapolis, as unlikely a place as one can think of for boating innovations, is a focal point of interest in the marine trades because of the outboard jet and another, better-known, engine called the Buehler inboard jet.

The trend being toward outboards, however, the OJ people see themselves as a strong new force in the jet boat market.

Field and Stream magazine in January said, "The trend among outboard motor manufacturers is greater emphasis on fishermen's models, lightweight and compact, not exceeding 10 horsepower."

**THE NEW OUTBOARD** jet fits nicely into that definition. It weighs 53 pounds, six less than the nearest comparable prop driven counterpart produced by one of the big boat motor firms. It will run in two inches of water if trim is ideal; it competes in fuel economy.

And this being the age when the waters are full of water skiers-turned-swimmers, the safety consideration is very important; 60 per cent of serious boat accidents involve people getting chopped up by propellers.

Speaking of water skiers, Outboard Jet does plan to get into that phase next year, with a 50-horsepower model, according to John H. Ayre, president.

**AYRE, WHOSE FIRST** career was involved in the development of jet aircraft engines, feels most of the bugs have been eliminated from the OJ in the new model.

He also feels that the timing has been good in development of the new engine. He will go to the Chicago exposition with quite a bit of market-appeal data:

Already 350 units have been ordered; contemplated production schedule is 400 units a month.

He will have the selling point of low maintenance cost, since that impeller is the only moving part in the propulsion section of the motor. And the firm holds a bilgeful of uncontested patent bids.

Ayre foresees a need for expanded manufacturing facilities and a move from the present Pine Street shops is one topic to be discussed at a directors' meeting this week.

Ayre's motor can turn a boat 360 degrees within its own length and can back a boat up merely by changing the direction of the expelled water jet.