

Water, sun and a boat can lead to good times in the great outdoors. Modern means of mass production have brought this kind of outdoor recreation within the reach of almost everyone. Today's boat is also practically maintenance-free.

Millions Climbing Aboard for Fun

Water is one of the most enjoyable ingredients in all the great outdoors. Campers, hunters, youngsters — any age and from every occupation — turn to the water for recreation. Last year the water lured more than 41 million boaters alone.

To say that boating is booming is not quite right, according to long-time giant of the industry Johnson Motors. The Waukegan, Ill., firm says boating — and boaters — have been enjoying a steady, if large, increase since 1950.

Last year there were more than eight million recreational boats in the U.S., almost double the number in use only 10 years ago.

A great part of this steady climb can be attributed to the discovery by Americans that there is a place in boating for everyone.

Outboard motor manufacturers are producing engines of every size to propel any recreational craft. Johnson Motors, for instance, builds outboards ranging in horsepower from 1½ to 115. There are power classes in that line to fit the bill for every member of the family.

Boats and motors are also more portable than ever before. Boats of fiberglass, aluminum and polyethylene are lightweight and durable.

It is a simple matter to put an inflatable boat and a small outboard in the trunk of a car and forget about them until the day the ideal fishing spot is sighted. A seven-foot long, two-man inflatable boat takes up less space than the spare tire, and a Sea-Horse 1½ occupies about as much space as a jack.

This portability also opens vast new areas to the outdoorsman. Sturdy, lightweight materials mean that inflatable boats and small outboards can be taken along on airplane treks to remote areas.

On the homefront, boats and motors have never had greater versatility. One engine and one boat can serve the needs of the entire family. An 18-foot boat

equipped with a 55-horsepower outboard can be used for water-skiing, fishing or even a week-end boat-camping trip. The days of "bulky boating" are past. The day of the versatile boat and outboard, and the durable, lightweight rig is here and with it, the additional opportunity for every family member to enjoy the great outdoors... on the water.

BOLENS

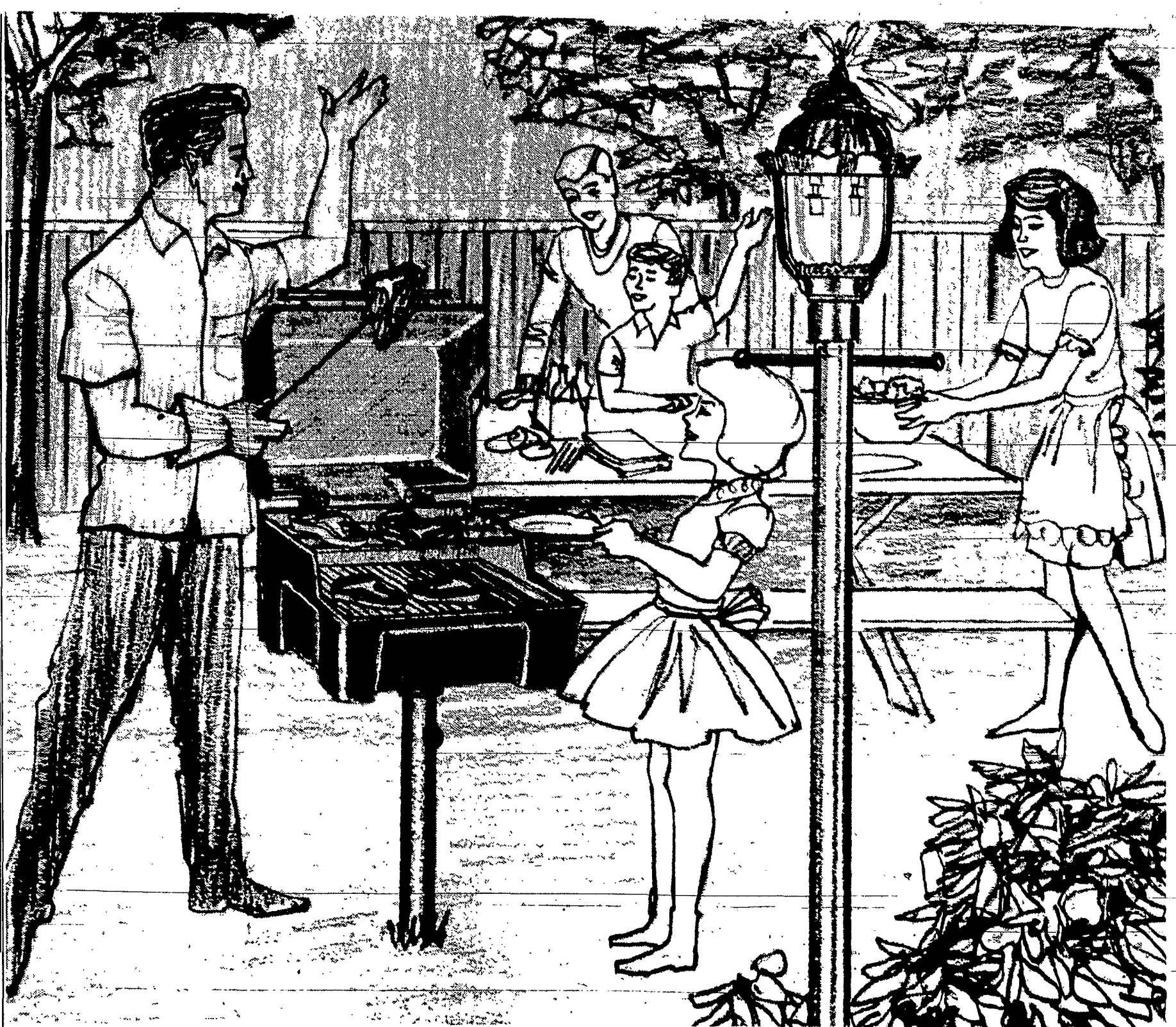
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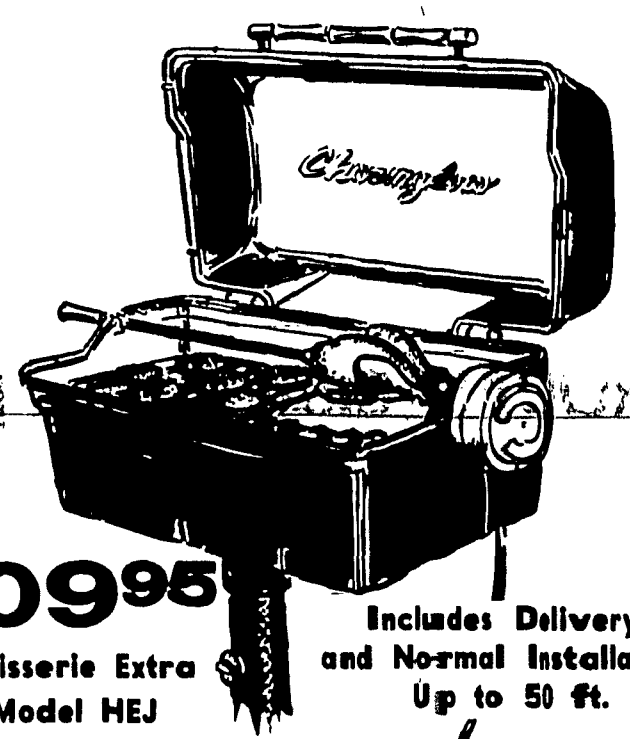
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