

THE STORY OF

Elo

CRUISERS



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BEING A DESCRIPTION OF THE PLEASURES
TO BE DERIVED FROM ELCO CRUISERS AND
OF THE COMPANY WHICH BUILDS THEM



THE ELCO WORKS
of the
ELECTRIC BOAT COMPANY
BAYONNE, NEW JERSEY

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THE STORY OF ELCO CRUISERS

THERE are probably very few people living within a reasonable distance of navigable water who have not thought at one time or another that it would be nice to own a "yacht." In most cases the thought was dismissed as soon as it occurred. The small percentage who carried the idea further make up the hundreds of thousands of boat owners who ply the waters for pleasure today. But the vast majority still picture a "yacht" as somewhat akin to the "Leviathan," the sea as a waste of tempest-lashed billows, and a mariner as a strange species of human being possessed of several special senses. And there the matter usually stands, unless a boat-wise friend or some

happy accident dispels these ridiculous ideas and shows the earthbound man the opportunities for happiness that a little ship can bring.

We, who know and love boats, often wonder why most of our brothers stay ashore. Probably the fear of heavy expense is the principal reason. In spite of persistent advertising, countless people do not know that a handsome, seaworthy, and comfortable Elco Cruiser can be bought for as little as \$2,450.00, and, if financed by Elco over a year's time, the monthly payments are only \$136.11. Neither do they realize how low the cost of operation of such a boat may be. This will vary depending upon how much pleasure the owner derives from



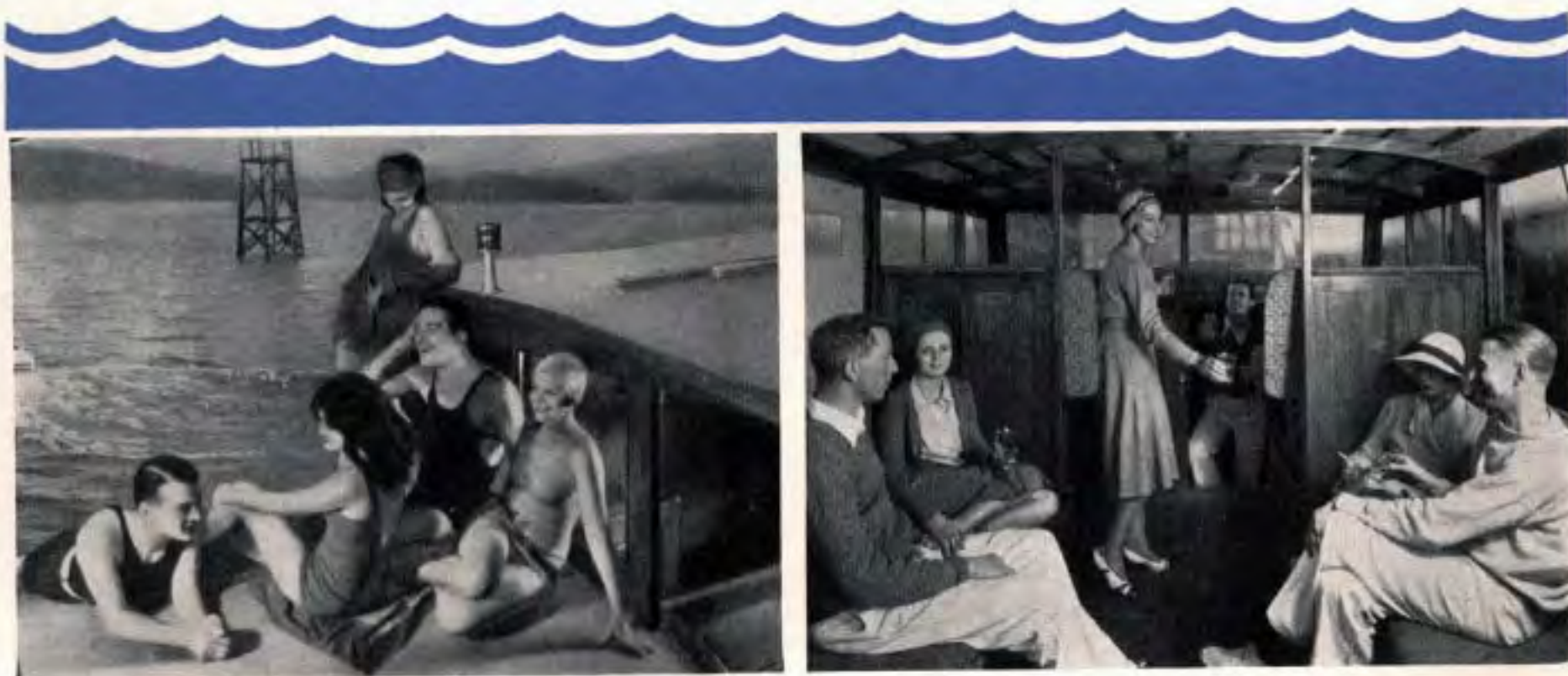
What opportunities for happiness a little ship can bring!



A handsome, seaworthy and comfortable Elco Cruiser for as little as \$2450

doing the work of maintenance himself. For example, in the case of the small cruiser referred to above, the cost of running the boat for gasoline and oil is only six cents per mile! Full marine insurance for a year may be had, if wanted, for about \$87.50. Winter storage with full care of boat and equipment including covering will cost about \$100.00, but if the owner lays up and covers his own boat, will be

reduced to about \$50.00. Spring painting, if done by the boat yard, comes to about \$100.00, but if done by the owner, involves only a few dollars' worth of paint and varnish. Other charges for maintenance are so small as to be negligible. In fact the cost of operation is no more than is usually spent on an automobile, while the depreciation is much less, and for years Elco Cruisers have always brought the





The thrill of contest with the elements

highest resale prices. But the important point about this matter of expense is almost always lost, few realizing that the boat furnishes a home, pleasure, amusement, recreation, health, every holiday need for the outdoor season, and the money spent on the boat is usually less than that spent to accomplish the same results in other ways.

Buying a boat is as easy as buying a car. You look at them in "Port Elco," a city showroom, take a demonstration sail if you wish, make up your mind, and sign the order. Owning the boat after it is bought is also simple today. A waterfront estate is *not* necessary. Everywhere

are protected harbors, yacht club anchorages, public landings and business enterprises catering to the needs of the boat owner. Elco has all such information available and is more than glad to help the novice owner in any way. The fact that a man lives inland does not bar out a boat. Hundreds of owners live many miles from the water, and perhaps enjoy their boats the more for that reason.

The thought of storms and seasickness undoubtedly deters many. Of course, it blows and rains on the water as often as it does on land. On shore you stay in the house, afloat you lie in a snug anchorage, pay out a little more





anchor rope and fix up an extra good meal. If you do go out it is with confident knowledge that your Elco will take you wherever you are bound, and the thrill of guiding the boat in her contest with the elements makes you forget everything but the joy of it all.

Many a man confuses *size* with *quality* and because he cannot afford a hundred footer, determines to do without a boat entirely. "I own fine automobiles and a handsome home," is his argument, "and I won't buy a boat until I can get a good one." Quality bears no relation to size. A boat can be twenty-four feet long and a little beauty, or ninety feet and a tub. It only

depends on how she was designed and built.

And then there are so many people who question their ability to handle a boat. The usual response from a boatman is "there is nothing to it," which leaves the novice as much in the dark as before. The facts of the matter are these—the mechanical part of an Elco Cruiser is somewhat simpler than that of a car. The care it requires is about the same. Either you do it yourself or you get the local service yard to do it at regular intervals. The machinery is more rugged and more reliable than the average car. The hull needs practically no attention other than to keep it painted and varnished. No





A Cruiser is transportation and a home combined

operator's license or examination of any kind is required. The government furnishes all necessary information about the navigable waters in the form of inexpensive charts and pilot books. The boat owner need only possess reasonably good eyesight and exercise the ordinary amount of common sense to successfully conduct his boat where he pleases. Perhaps the only unfamiliar instrument is the compass, and that is so simple as to be understood by anyone after a few minutes' explanation. Space on the water is not restricted as it is on the road; things happen at a much slower rate and the helmsman has minutes in which to make his decisions where the driver of a car has only seconds.

Perhaps the only other deterrent factor preventing the novice from buying a boat is an exaggerated conception of danger. Cruising motor boats are not dangerous, they are the safest medium of sport there is. Suppose you should run aground; the water is only knee deep and you can stand on what you hit. Fire and explosion have been so carefully guarded against in all Elco boats that this real danger

has been eliminated. Fire prevention is merely a matter of proper installation of tanks, fuel line and power plant. Elco Cruisers enjoy a definitely lower rate of insurance than other boats, due to the insurance companies' very favorable experience over a long period of time.

A cruiser offers more varied opportunities for enjoyment than any other type. It is almost unlimited in its uses. Speed boats are merely water automobiles without accommodations for ordinary comforts. Sail boats are highly sporting but require special skill and knowledge. A cruiser, however, is transportation and a home combined. It offers primarily an avenue of escape from the undesirable side of modern life, and of approach to the things which make up a holiday, be it of an hour's duration or a year. Unpleasant surroundings, annoying neighbors, crowded roads, telephone calls, noise, smells, worries, all are left behind when you enter the little world of your own which is your boat. No one can reach you unless you wish it. If one vicinity bores you, move to another. You are literally master of all you survey.



Aboard one boat is a laughing group out for a sail—

It is impossible to record here all the uses to which an Elco Cruiser might be put. Each owner seems to enjoy his boat in a manner different from every other. Aboard one boat is a laughing group out for an afternoon sail. On another are two young couples bound for a two weeks' vacation cruise. Many an Elco Cruiser is the only summer home of a family, from which the husband commutes daily to work while sun-browned children spend the day playing on the beach and on board. A group of ardent fishermen are intently watching their lines on this boat while from that one a gang of youngsters are towing one or another of their number astern on an aquaplane. Thousands of boats attend the thrilling spectacles of great regattas. Thousands more are leisurely cruising or lying at anchor in secluded coves. Consider, too, the sea food available to the boatman. Fish, clams, scallops, oysters, lobsters, all to be had for the taking or at low prices direct from some fisherman who may be

encountered making his catch. Never do such things taste as good as when transferred direct from their element through the galley to satisfy the salt-air-whetted appetites of the crew.

There is plenty of exercise to this sport of boating, and plenty of sunshine and fresh clean air, while the nervous strain of life today is absent. The man who works at high tension all week is perfectly content to sit with his feet cocked up on the coaming and smoke a pipe on his boat. The comfortable berths are likely to prove alluring at remarkably early hours, and slumber is deep and untroubled. A boat is one of the best cures for insomnia known.

Perhaps the story of the average use of an Elco Cruiser during a northern season would be something like this. The boat is placed in commission early in May, the owner and his family taking a highly enjoyable part in the work of fitting out. During the early part of the season every pleasant weekend sees the boat in use for day's sailing or short overnight cruises.



On another are two young couples bound for a cruise

As the weather grows warmer the boat is a place of refuge on hot evenings, occasionally for a moonlight sail, but more often as a cool and restful place for relaxation. Guests, less fortunate than the boat owner, are entertained on board. Weekend cruises lengthen to span from Friday night to Monday morning. Great distances are not covered. The pleasure of boating is measured in the time spent afloat, not in the distance traveled. There is as much fun lying at anchor as in being under way. A few gallons of gasoline burned, and a few dollars' worth of food consumed, are the only expenses for the whole weekend.

When vacation time arrives the family goes aboard, bag and baggage, and the mooring is dropped for the last time in two weeks. New horizons are ahead, strange ports to be explored, some of the discoverer's thrill is felt as each harbor is entered, even though it is only a few miles from the last. Inclination is the only guide to action. Friends detain the crew

a day or two, or a distant land-fall coming up from the blue line of the horizon beckons on. But everywhere the owner is in his own home, independent of any restraint but his own wishes. Such a vacation cruise for four people can well be made for less than fifty dollars as far as expenses of the boat are concerned. In what other way could the vacation be spent at so little cost?

The latter part of the season resembles the first, in reverse order. As the crisp days of September and October come along, a fishing trip or an expedition after ducks is organized. Finally, when the cold weather and blowy days of late Fall arrive, the boat that furnished so much happiness is regretfully laid away to hibernate till Spring. The lay-up entails no special trouble. Personal possessions are removed and a telephone call to Elco brings a service man to run the boat to her birthplace at Bayonne, N. J., where every provision is made for her safe-keeping and recommissioning.



Even Winter does not obliterate all of the fun of a boat. Many an evening will find a meeting of the "Hot Stove League" gathered around the fireplace with the crew, and probably some other boat's crew eagerly discussing the past season and making plans for the next. Boats are things you can talk about and dream about indefinitely.

It must not be thought that the pleasure of boating belongs only to the male contingent of

its owner's family. The average woman who is apathetic or actively hostile to a boat in the beginning almost invariably becomes an enthusiast when her own experience demonstrates what the boat can do for her. Housekeeping is almost doll-fashion compared with her task ashore. Absence of servants is a relief rather than a burden. The summer entertainment problem is automatically solved. What woman would not take pride in having guests aboard



Occasionally a moonlight sail



her own yacht? She finds that her comforts and luxuries are ministered to in her home afloat as well as in her home ashore. She takes an active part in the running of the boat. But best of all is the sense of perfect companionship which a boat develops. The circle of its crew is drawn ever closer instead of the gradual

loosening of ties which so many sports entail.

But beyond all these things is a something which cannot be expressed, but which every boatman plainly feels, a something that always draws him to the water, on board his own boat. It is the strongest pull of all. It is the real joy of a little ship.

It was one little boat
That taught me the joy of boats
It was one brown fiddle
That wove me the spell of notes
It was one wee lad
That led me to love his kind
I have been lucky
These things in my life to find.

ELIZABETH SHANE



THE COMPANY BEHIND THE BOAT



Photo by Fairchild Aerial Surveys, Inc.

HISTORICAL

THE purchaser of a boat, particularly if he is a newcomer to the sport, is naturally interested in the concern whose product he contemplates buying. The stability and reputation of the builder are the best possible recommendation of the boat.

The Elco Works of the Electric Boat Company was organized in 1892 and has been engaged continuously in building the finest of boats. It ranks among the oldest and largest yacht builders in the United States. It is the oldest and largest builder of standardized cruisers.

The various accomplishments which have established Elco's preeminent leadership are many.

Elco built fifty-five standardized electric launches for the lagoons of the Chicago World's Fair in 1893.

Elco pioneered in high speed boats, and for years Elcoplanes were among the fastest afloat.

In the Elco Express lay the origin and development of the modern runabout.

Elco was the first to produce a unit power plant in which the engine had all its auxiliaries self-contained.

Elco was the first to build satisfactory, standardized cruisers in small and medium sizes so as to bring yachting within reach of the average man. The famous Elco Cruisette has had an unbroken development over a period of sixteen years.

Elco invented many devices and fittings now universally used and accepted by everyone as a matter of course.

Elco built more submarine chasers during the World War than all other boatbuilders in the world combined—722 in all, among them 550 80-foot boats in the unbelievable time of 488



working days. No other builder has had such experience in producing cruiser type boats to such exacting requirements.

Elco established Port Elco, the first permanent motor boat showroom in the world, where the buyer may conveniently board and inspect his contemplated cruiser.

Elco was the first company to offer a time payment plan.

Elco was the first to offer any form of continuous *service* to its owners after purchase.

Elco today builds a more complete line of cruising motor boats, and of higher quality, than any other manufacturer.

Such, briefly, is the record behind the Elco Fleet. Only the most salient points have been touched, but it is a record of which The Elco Works is rightfully proud.



POLICIES

Elco motor boats are built on a basis of quality and satisfaction to the owner, not to compete in price with other builders, but Elco prices are lower than others for equal quality.

Elco designs are the result of continuous progressive development. They are based on experience, not only of the designers, but of hundreds of owners in actual service whose constructive criticisms have contributed to the improvement of Elco boats.

Each model is ideally suited to its purpose, and every requirement which can be met by a cruiser is filled by one model or another. Elco boats are not being continually changed in model and type, nor is there any attempt to force one hull to fit a number of different cabin plans and power plants. Every Elco boat is a harmonious whole, and each part is designed with a view to its relation with every other part. The result naturally is superior to the assembly of a comparatively unrelated hull, engine and cabin.

Elco boats are sold either direct through Elco's own sales offices, or through authorized dealers in various localities. Prices are definitely established and altogether under control of the Elco Works.

SERVICE

The delivery of a boat to the purchaser initiates a cordial relationship which continues as long as he owns an Elco boat.

Elco is always glad to advise and instruct in any matter pertaining to the boat or its use.

A complete stock of spare parts for all models is maintained at the Works in Bayonne. No Elco boat becomes an "orphan."

Experienced service men are always available for all purposes.

Proper crews of known qualifications can be furnished for long or short periods.

Winter storage and overhaul service is available through the Elco Works direct or its dealers. Routine work is done at fixed prices.

Elco is always ready to help the owner who is in trouble with his boat regardless of where he is or what his difficulty may be.

Elco Service Boats are sent to all regattas where a number of Elco boats are to be found, and a call is made on each. Many owners benefit by having their boats inspected and adjusted. No charge is made other than the cost of parts furnished.

The best evidence of the close relationship between owner and builder is the large number who buy another Elco boat when they have outgrown their old one.



PORT ELCO

PORT ELCO, the first and finest motor boat showroom in the world, was established by the Elco Works as its sales and exhibit headquarters. But, as the name implies, it is more than a salesroom. Anyone interested in boats is invited to make it a port of call, for information, for relaxation, or for a solution of some boating problem. It is located in New York, at Park Avenue and 46th Street, in the center of the hotel, shopping and uptown business district, and at the lower part of the

most important residential avenue. It adjoins the Grand Central Palace, where the National Motor Boat Show is held every year, and becomes part of the Show during that period.

On the floor at Port Elco, during the entire year, are displayed full-sized and fully equipped cruisers of current models. The prospective purchaser studies each model, and, when he makes his selection, he knows to the last detail what his boat will be. Thousands of boating enthusiasts and many inquisitive landlubbers are wELCOmed at Port Elco every year.



