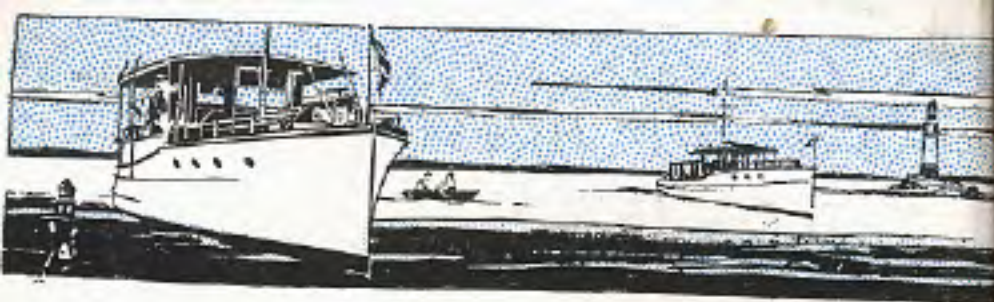


MOTOR CRUISING

*— a glorious
adventure!*





An adventure too few enjoy

MOST OF US, though possessing an in-born love for adventure, are creatures of habit and, being slow to break away from the daily routine of life, miss much of the joy and pleasure that might be ours.

Perhaps that is why you have never tried motor cruising . . . why you have thought this wonderful sport as something apart from *your life*.

But, if you truly love adventure . . . if you enjoy the tang of salt sea air . . . if you thrill at the tales of London and Conrad—sooner or later you will buy a motor cruiser. And that day—or the day that you accept delivery of your boat—will be one of the most eventful days of your life.



Enthusiastic from the start

FROM the moment you reach the boat yard, with its pleasing odors of tar rope and cedar shavings, you experience a new thrill. And when you reach the dock and see your cruiser, for the first time—right then you become an enthusiastic member of the motor boat clan.



**Elco
Thirty-four
Foot Cruisette**

The best known
cruiser afloat—
fast, able, graceful.
Price, \$5,500.





The glorious adventure begins

AFTER VIEWING WITH PRIDE the graceful lines of your cruiser—you climb aboard and your pride of ownership increases as you proceed with your inspection. Everything possible has been provided for your comfort and convenience.

But you are impatient to be off, so you put aboard your stock of provisions and hurriedly check over your equipment. Then after some brief instructions and a trial trip or two, the eventful moment arrives . . . you start for open seas in search for adventure.

Elco Fifty Foot Cruiser

A fast, comfortable motor yacht of moderate size. Price, \$17,500.



Cruising vs. touring

RIGHT FROM THE START you appreciate the advantages of motor cruising over motor touring. There are no dusty roads, no traffic jams, no reckless drivers. You are not traveling under a nervous tension . . . you can relax your hold on the wheel and thoroughly enjoy your cruise.

Then, too, there is no worry about finding a place to eat or sleep. You can stop where and when you please. You don't need to unpack a lot of equipment when you want a meal or to unroll a lot of bedding when you want to sleep. For you have aboard all the comforts and conveniences that you could find ashore.

Elco Forty-two Foot Cruiser

The new double-cabin cruiser designed for "one man" operation. Price, \$10,750.





The freedom of the sea

WITH YOUR ELCO CRUISER you can go where fancy dictates. You can roam from Maine to Florida . . . you can wander about the Thousand Islands . . . you can drift with the current down the Mississippi or explore the fresh water lakes of the Canadian wilds. With plenty of food and fuel aboard you can forget that the rest of the world exists. You can live and do as you please; you can eat and sleep as you please.

Where on land can you match this freedom?

Elco Twenty-six Foot Cruiser

The practical small cruiser—seaworthy and comfortable.
Price, \$2,450.



A real home afloat

AND ANOTHER delightful thing about it all is the fact that you can share your pleasure with your family and your friends. You can take them along on week-end cruises or treat them to a real vacation—far away from telephones and business cares.

No need to worry about the entertainment of your guests, for they'll enjoy every moment on board. They can swim or fish, or lounge on deck by day, and at night there's the setting sun, the flickering lights on shore, the rising moon to entrance them.

Your chief concern will be food rather than entertainment. But when your guests get hungry, you can put them to work with clam rakes and fishing tackle.





No need to delay any longer

MOTOR CRUISING is no longer beyond your means. We can furnish you with an Elco Cruiser at a price surprisingly low. Instead of building motor boats a few at a time, we produce them by the hundreds at lower costs and higher quality than the ordinary boat yard can give you. That's the answer . . . standardized production. And we can sell you an Elco Cruiser on a liberal time payment plan. Full details of this plan will be furnished on request.

A number of the famous Elco Cruisettes in process of construction.

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The first Elco boat was built in 1892.



The economy of operation

YOU WILL probably be surprised to know that you can operate a \$5,000 Elco Cruiser with living accommodations for a family of four or five, less expensively than it would cost to operate a \$2,500 motor car. This estimate not only includes operating costs for three years, but also depreciation, insurance, upkeep, storage, and repairs. Elco standardized cruisers now range in size from the inexpensive 26 footer to the new 62 foot twin screw motor yacht, including the popular 34 foot, 42 foot and 50 foot models. This provides a boat to meet the needs . . . and purse . . . of every yachtsman. Prices range from \$2,450 to \$35,000—delivered at Bayonne, N. J.



**Elco
Sixty-two Foot
Motor Yacht**

The queen of the Elco fleet—a superb, twin-screw motor yacht.
Price, \$35,000.

Landlubber's



Questions



1. Do I need a license to operate a motor boat?

Yes, but no examination is required. The U. S. Government merely assigns your boat a number as a matter of record. There is no fee in connection with this registration.

2. Is it difficult to operate an Elco Cruiser?

It is easier to learn how to operate a motor boat than to drive a motor car. Before you accept delivery of your Elco Cruiser, one of our engineers will give you the necessary instructions.

3. What extra equipment will I need?

The standard equipment supplied with an Elco Cruiser includes everything you need . . . with the exception of linen, silver, dishes and cooking utensils.

4. Are Elco Cruisers seaworthy?

Yes, for these boats have been designed for safety by some of America's foremost naval architects . . . men, who have been building successful motor boats for the past thirty years. Elco Cruisers . . . even the smaller ones . . . have made the entire coast-wise run from Eastport, Maine, to Miami, Florida, as well as the waters of the Pacific.

5. Are the running expenses high compared to those of a motor car?

Last summer, a man and his family cruised 980 miles in an Elco Twenty-six at a total cost for gasoline, oil and all running expenses of \$31.40. One may cruise a thousand miles, under similar conditions, on the famous Elco Cruisette for about \$60.00 . . . and on the Elco Forty-two for approximately \$75.00. The cost of operation for the larger boats is proportionately higher.

6. Have Elco Cruisers a resale or trade-in value?

Elco boats have a very high resale value. In many instances they have brought 75 per cent of their original price . . . on a trade-in or a straight sale.

7. What is the usable life of an Elco Cruiser?

The Elco Cruiser has an unusually long life. Many of the Cruisettes built thirteen years ago are in good condition today. Other Elco boats have been in service from twenty to twenty-five years.

8. Can I live aboard the boat during the summer?

Yes, you can use your boat not only for vacation and week-end trips, but you can live aboard for several months . . . if you desire. A whole family can live aboard an Elco Cruiser with practically all the comforts of home . . . and with greater health and happiness.

9. Are Elco Cruisers suitable for Florida waters?

Yes, they are designed for use in all climates and in all waters. A retired New England business man tells us that he and his wife have spent only five nights ashore in the past three years. They live aboard an Elco Cruisette in Buzzard's Bay during the summer and in October start to cruise to Florida. They base at Fort Lauderdale during the winter, making numerous trips to Miami, Palm Beach and other points on the Florida coast.

10. Do you sell boats on a deferred payment plan?

The Elco Company was the first in the motor boat industry to put in practice a time payment plan. Many of our customers have taken advantage of it.

Note: We will cheerfully answer any other questions that may be troubling you, if you will tell us what they are.





PORT ELCO

"Port Elco", the handsome Elco showroom at Park Avenue and 46th Street, is in the heart of New York's shopping and hotel district. Here you can select your boat as easily as you choose your car.

Elco

MOTOR BOATS

Complete specifications of all Elco Cruisers given in Catalog BK. Address:

PORT ELCO
247 Park Ave., New York City

The Elco Works (Est. 1892)
Bayonne, N. J.

