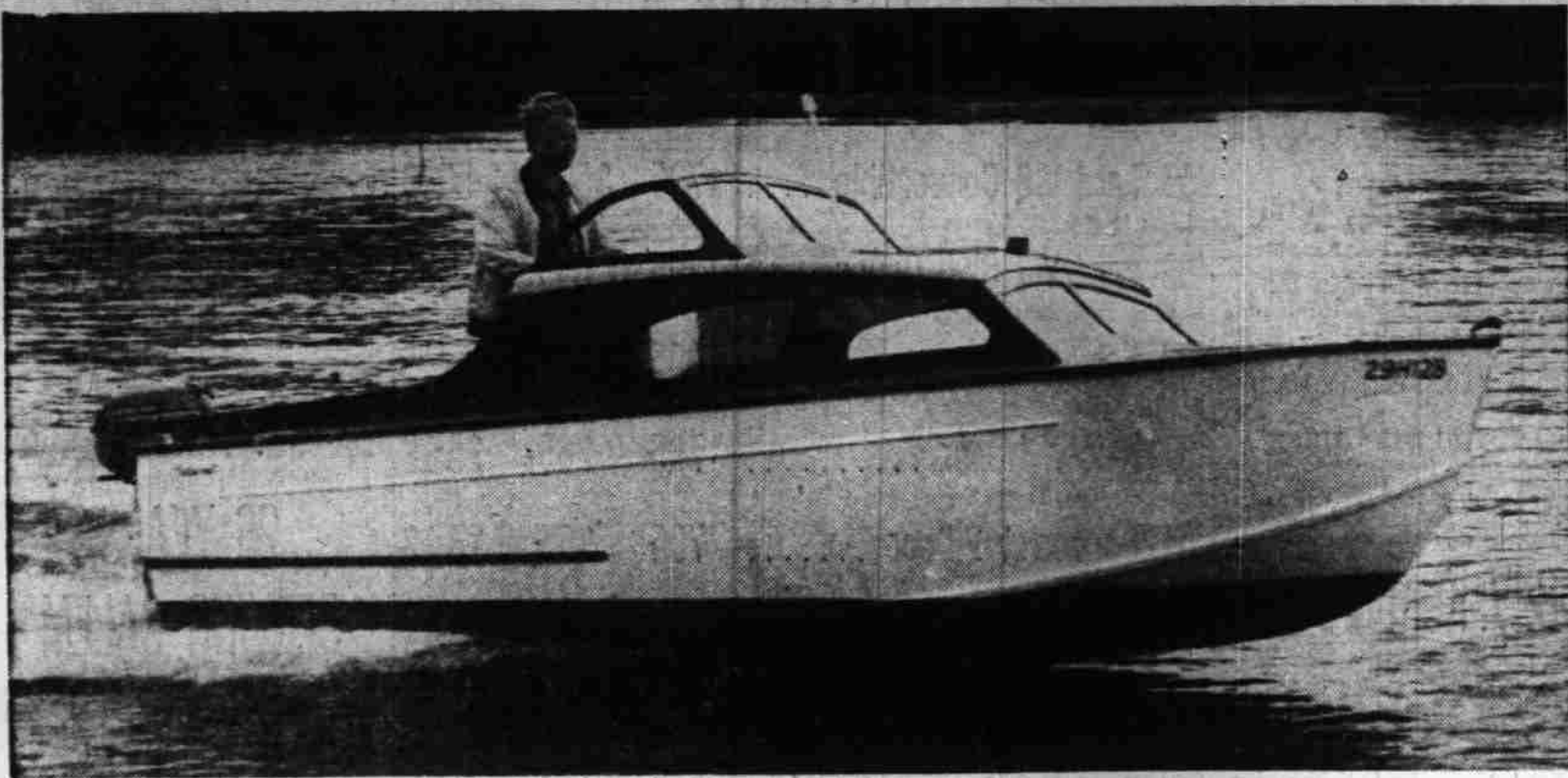


Salem's BOAT SHOW

AT
Gil Ward



TOLLYCRAFT "CRUISETEER"
18 Foot Flying Bridge Cruiser

A beautiful new TOLLYCRAFT, the maximum of comfort, roominess and performance in any boat of equal size. Complete with mattresses, marine toilet, galley space, sliding glass windows, and ample storage space. Large cockpit long enough for sleeping. Dash—for mounting steering. Finished in magnificent red mahogany cabin and deck interior, natural finish cabin top and cockpit deck blue green. New design "half in and half out" self bailing motor bracket well gives full bulkhead protection, increased cockpit space. Tollycraft's superb craftsmanship will bring pride of ownership to the most discriminating owner. Complete with mattress and toilet.

• Also Available in 20-ft.

• Soon Available in 24-ft.

Tolleycraft Boats



TOLLYCRAFT 16' "Holiday"

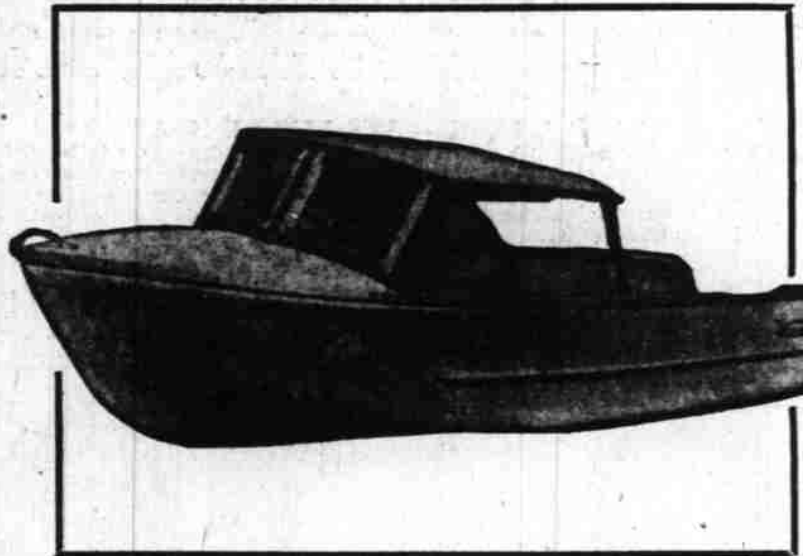
Here is a TOLLYCRAFT designed expressly for the ardent fisherman. Providing shelter without losing move around space so necessary. Two permanent seats, sliding side glass. Handsomely styled; flashing speed, beautiful mahogany finish. Side seats at transom.

14' WIZARD HOLIDAY

Conceived with an eye toward the future the Wizard HOLIDAY is the result of the most advanced design, engineering, and manufacturing techniques with long years of experience in the production of large fiberglass laminates to bring you today's ultimate in small craft. Unit design and full advantage taken of the possibilities offered by fiberglass laminate construction methods combine to lend to this model a quality of richness and beauty of line unapproached by any other in its class. In addition, the HOLIDAY is as practical as it is beautiful; large and roomy, its wide beam and its depth give the feel of a much larger boat and although listed as a 14 footer it measures full 15 feet on the gunwale. Extreme flare and double concave bow sections contribute to the driest riding qualities ever experienced in any hull of comparable size and the tapered non-trip chines at the stern give safe maneuverability at very high speeds.



WIZARD Fiberglas BOATS



15' WIZARD RESORTER

An outstanding boat for rough water use. The flare at the bow and the wide beam give dry riding in heavy water while the three chair height seats give natural seating comfort during a day's riding or fishing. The deep rise at the bow helps absorb the shock of the waves while the additional freeboard makes the Resorter truly a boat one sits in and not on. As a light-weight sedan cruiser for extra shelter from hot sun or foul weather the 1955 Resorter can be equipped with a cabin. Windscreen panels are of safety glass with non-corrosive aluminum trim and are screw operated to open and close with positive lock and seal.

WIZARD Fiberglas Boats

are available in NINE different models . . .

- | | |
|---------------|-----------------|
| 10' TRAVELER | 15' RESORTER |
| 12' SPORTSMAN | 13' DELUXE |
| 13' COMET | 12' DELUXE |
| 14' HOLIDAY | 17' SEA QUEEN |
| 14' UTILITY | SEE THEM TODAY! |

Facts About Wizard Laminated Fiberglas Plastic Boats

- | | |
|---------------------------------|-------------------------------------|
| 1. LAMINATED PLASTIC HULLS. | 7. NO WATER LOGGING. |
| 2. RESILIENT & SHOCK ABSORBING. | 8. NO CAULKING OR SCRAPPING. |
| 3. HULLS WILL NOT DENT. | 9. UNAFFECTED BY SUN, HEAT OR COLD. |
| 4. HULLS WILL NOT LEAK. | 10. RUGGED & DURABLE. |
| 5. NO SEAMS TO OPEN. | 11. EASILY REPAIRED. |
| 6. NO DRY ROT. | 12. LOW UPKEEP. |
- METALLIC FINISH PLASTIC DECK ON DELUXE MODELS

KIEKHAEFER MERCURY



As Different As Night And Day . . .
"of course they are quiet"

REMOTE FUEL TANK

furnished as standard equipment with Mercury Mark 6, 20, 25, 25E, 55 and Mark 55E Models.

Turns Night-time Into Cruise-time! New Super Quiet! Mark 55 MercElectric 40 h.p.* The only 4 Cylinder in Line Alternate Firing Outboard in the world. It's bound to be smoother, faster than any over-sized twin. Famous Thunderbolt engine. Makes outboard cruising all fun, all the time, with the first and only 12 volt starter-generator system on any outboard! MercElectric AC generator keeps battery fully charged so you can operate lights, radio, accessories. Turn-the-key starting, with ignition lock, push-button choke throttle and shift mounted together. Complete engine silencing, not just intake and exhaust silencing, gives you quietness without loss of performance. New Dynaflex Suspension with famous Lord shear mounts keeps vibration away from your boat. 697.50 F.O.B. Salem.

More Performance. New Quietness . . . World's Most Powerful Production Outboard!

Mark 55 40 h.p.* The famous Mercury Thunderbolt engine . . . the world's only 4 Cylinder in Line Outboard. Smoother, faster than any over-sized twin. The outboard industry's highest standard of power, performance and stamina—now quieter than ever with complete engine silencing that gives you quietness without loss of performance, without power-restricting carburetor intake silencers. New Dynaflex Suspension—the vibration dampening system that keeps vibrations away from your boat. Plus Mercury's famous smooth power flow—60% more horsepower than the ordinary 25 h.p. outboard—at virtually no increase in weight! 572.50 F.O.B. Salem

This Hurricane Whispers!

Mark 25 18 h.p.* Alternate Twin, Hurricane Engine, Reverse Gear and Neutral, Complete Engine Silencing and Dynaflex Suspension. Sets new highs in quietness and smoothness—even for a Mercury! Complete engine silencing and Dynaflex Suspension: mean quiet operation without sacrificing performance. With its new high compression power head, the Mark 25 gives you more working power per pound of weight than any other outboard on earth! 324.00 F.O.B. Salem.

New! World's Lightest, Most Compact Outboard with Electric Starting!

Mark 25E 18 h.p.* Alternate Twin, Hurricane Engine, Reverse Gear and Neutral, Complete Engine Silencing and Dynaflex Suspension. It's quiet! It's light! It starts electrically! All the quietness, performance and clean good looks of the Mark 25—with Mercury's exclusive 12-volt MercElectric ignition key starter. Automatic rewind starter included for extra convenience and safety. 473.95 F.O.B. Salem.

Speaks Softly—Carries A Big Kick!

Mark 6 5.9 h.p.* Alternate Twin, Comet Engine—Push-Button Neutral, Complete Engine Silencing and Remote Fuel Tank.

This new "Super Silent Six" is soft music at a troll—a mere murmur of sound at open throttle. Complete engine silencing does it. The Mark 6 has Twist-Grip Synchroized Spark and Throttle Control specially designed for use with its 360° steering. Single Snap Quick Detachable Cowl, 100% ball and roller bearing construction. Dual-Purpose drive for truly weedless operation and much more. Weighs only 42 lbs.! 216.50 F.O.B. Salem.

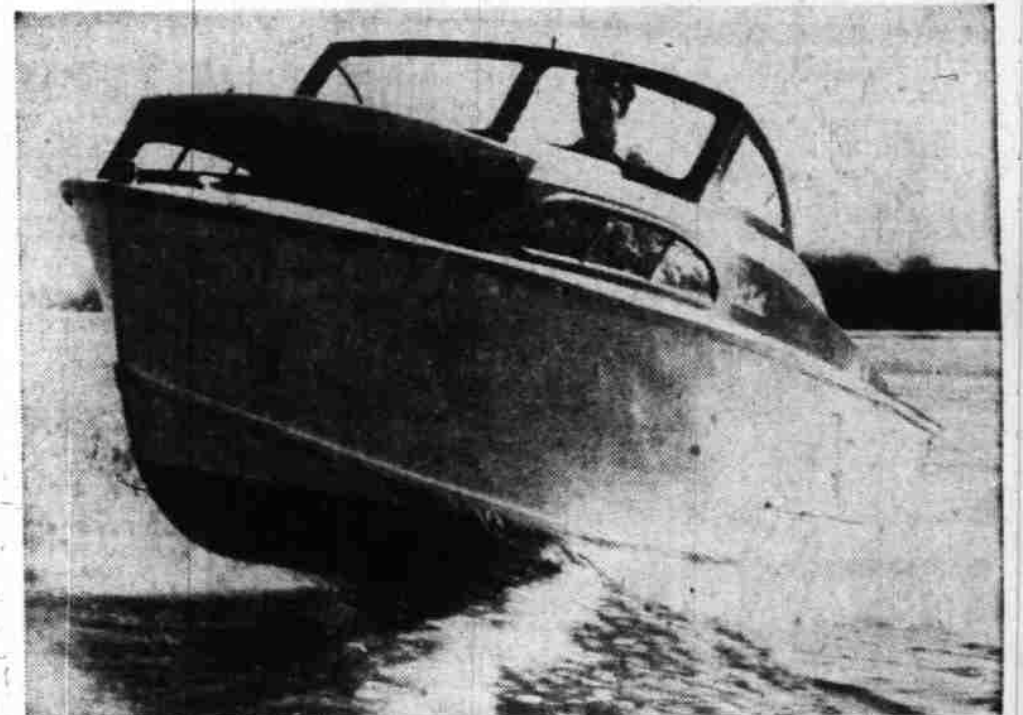
Mark 20 16 h.p.* Alternate Twin, Hurricane Engine. The 16 h.p. outboard that outperforms, outruns and outlasts many outboards of greater size and weight. Reverse Gear and Neutral, Remote Fuel Tank, Twist-Grip Spark and Throttle Control. 346.50 F.O.B. Salem.

MARK 5 5 h.p.* Alternate Twin. Only 5' anywhere with 100% ball and roller bearing construction! Push Button Clutch . . . full maneuverability with Full Efficiency Reverse, rear steering handle . . . Dual-Purpose Drive, truly weedless operation . . . weighs only 40 pounds! 189.80 F.O.B. Salem

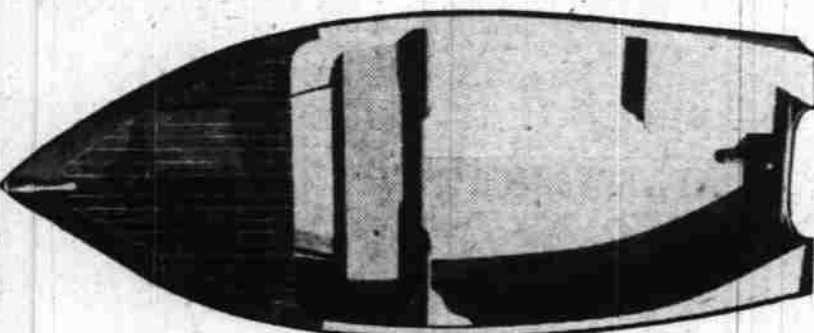
MARK 7 7.5 h.p.* Alternate Twin, Rocket Engine. Power without frills. Here's the sportsman's choice for dependable outboarding, easy operation, smooth power.

COMPLETE KITS . . .

Ladd cruiser kits are the most complete kits available in outboard cruisers. Kits include FACTORY ASSEMBLED HULL and all material necessary to complete boat except paint and marine hardware. A partial list of materials included, for example, are: FACTORY ASSEMBLED HULL, pre-cut cabin sides, cabin roof, door, bunks, floorboards, galley stand, guard and hand rails, glue, screws, window glass and rubber window, moulding cut to shape, deck knees, toilet hatch, hinges, and easy-to-read plans.



LADD BUILT BOAT KITS



18' CRUISER KIT

(As Pictured Above)

Come in and see this fine, sturdy 18-foot cruiser kit we have assembled in our own shop. The answer to every boater's dream!

Ladd Built Boat Kits

Kits are available in thirteen different types from 12 foot to 19 foot open boats and cabin cruisers . . . in hulls only, hull assembled, boats assembled and unpainted.

STOP IN TODAY FOR . . .
Fiberglas . . . Woolsey Boat Paint . . . Marine Hardware . . . Boats . . . Motors

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FRIDAY
NIGHT
'TIL 9

For All Your Boating Needs See . . .

Gil Ward

450 Center St.

Phone 2-2476

As usual, the 1955 Mercury line offers more power, more features and more performance than any other outboards—plus more models to match every purpose and every purse! See them at Gil Ward's now! Go quality . . . buy Mercury!

*Horsepower determined in accordance with the requirements of the Society of Automotive Engineers Gasoline Engine Test Code.
1955 KIEKHAEFER CORPORATION, Fond du Lac, Wisconsin features of Mercury motors are protected by issued or pending patents.