

# Today Everyone Can Go Boating!

(Continued from page 25)

New designs and mass production mean your family can have a new runabout in the 12- to 14-foot class for as little as \$600 and an outboard motor of 7½ horsepower for as little as \$250. Last year the average boater spent only \$62 for the entire season!

Operating at a fraction of the cost of an auto, even a small outboard can offer sleeping and eating quarters for weekend trips or complete vacations. Even without kitchen facilities, you can carry a portable grill and ice chest; lacking a cabin with bunks, you can spread sleeping bags or air mattresses, or camp on shore near your boat.

**W**ITH EIGHT MILLION families owning boats and a large proportion of them "trading up" to newer and larger ones each year, there's a booming used-boat market, too. By alert shopping, it's possible to obtain real bargains, the kind enabling you to get into boating far more easily than if new equipment were your only choice.

And as with other merchandise, boats and motors are available on time-payment plans. Many banks, in fact, offer financing for marine equipment more readily than for many other items. They've found that families with the means to own a boat usually are excellent credit risks, and that boats depreciate slowly.

You'd like to live on the water but can't afford a cottage?

Consider the new outboard-powered houseboats. A far cry from the old, ponderous craft of their type, they're sleek, compact, and comfortable, with the most modern equipment aboard. Most are transportable by boat trailer. Priced from \$2,500, they're like a summer home afloat—at a fraction of the price of waterfront property.

Boating offers finer recreation than ever this season for other reasons, too. With today's trailers and superhighways, you're closer than ever to good boating waters—within 24 hours no matter where you live, and more likely within two or three hours. New marina and mooring facilities, under construction in increasing quantity, make overnight and weekend cruising convenient and inexpensive even for beginners.

Cruise organizations and the nation's 2,000 boating clubs provide more opportunities for group activity than ever before. One of many notable events, the Kissimmee Boat-a-Cade in Florida each autumn attracts boaters from many states. Increasingly, instead of stowing their boats for the winter, families take them South by trailer for such cruises or for their vacation.

**T**HEN, TOO, it's easier than ever to learn the fine points of boating that enable you and your family to enjoy with safety spectacular adventures normally not recommended for small boaters—such as open-water cruising. The U. S. Coast Guard Auxiliary, U. S. Power Squadrons, boating clubs, and other organizations provided navigation and other advanced boat training to a quarter-million persons last year.

If you're a long-time landlubber, how can you get acquainted with boating?

Visit a boat or outdoor show. See your local marine dealers, ask questions, browse among the equipment, take home basic data you'll need to know. And head for the nearest water to talk with boaters—among the most friendly, helpful people you'll find.

Boating has opened up wholesome new worlds of enjoyment to millions. This year why don't you and your family sample it?

## Facts for the Beginning Boater

**Cost:** A typical pleasure boat, a 14-foot runabout with a 25-horsepower outboard motor, may carry a tag of \$600 and up for the boat, \$400 to \$575 for the motor. A trailer, \$125 and up.

Cruisers with living accommodations cost \$2,000 and up, plus single or twin engines, available for \$1,000 each in the 70-plus horsepower class.

Sailboats range from \$300 (a small dinghy) to \$3,000 or more. Inboard motorboats, \$2,000 to as much as \$1,000 or more per running foot (cruisers in the luxury class).

Registration fee (most states), \$2 to \$5 for the average boat; ordinary highway license fee for trailer.

Drydock, hauling, and storage cost: none if you use a trailer and space on your property; \$100 and up per winter for commercial facilities.

**Maintenance:** Fiber-glass and aluminum hulls require little maintenance; wood, due to improved finishes, also very little. For

outboard engines, maintenance is governed by size and age but usually costs far less per year than car maintenance.

**Training and Orientation:** No operator license required except on nontidal waters in New Jersey (\$1.50). Copy of laws and instructions are free from dealers or Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill. Approved seamanship courses are taught by U. S. Power Squadrons, U. S. Coast Guard Auxiliary, OBC affiliates, others.

**Which Outfit for You?** For short-haul cruising (four-member family), popular models are 12- to 18-foot utility runabout; 5- to 80-horsepower motor. For lengthy cruising (four-member family), 17- to 22-foot cruiser; 40- to 80-horsepower motor.

For fishing: small outboard-powered rowboat, canoe, runabout, or cruiser; any horsepower motor. For water-skiing (towing one) 15-horsepower motor, minimum.



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