



Whether you want to fish or loaf, a boat and calm weather are unbeatable allies.

10 WAYS TO MAKE BOATING MORE FUN

(Continued)

1 Start Boating on a Budget

—It now costs less to do more on the water than ever before. Boats, like everything else, are more expensive than 20 years ago. But the average small boat is now better, faster, safer, and easier to maintain.

Time was when you needed to figure 25 percent of your purchase cost would be spent each year in upkeep. You can still pay that much, and more, if you want to. But new methods in fiber glass, metal, and wood make boats last longer for less.

Buy a runabout or small cruiser and you'll find your yearly dollars will go for summer parties and picnics aboard, instead of big bills for winter upkeep. Put camping and sleeping equipment aboard and you can really save money on an extended cruise.

2 Go Farther Afield Afloat

—You no longer need to stay this side of the breakwater. Today's pleasure craft are designed to find if the water and skies are really bluer beyond the bend in the river, and they will safely take your family out to new waterways inshore or offshore. Now you can explore far from home and still get back quickly if weather threatens.

3 Don't Forget Your Friends

—Large cockpits in small boats provide room to bring along a party. And

if you're crowded, you can pull up for a picnic on a stretch of deserted shore. Your youngsters won't get restless if they can invite playmates along, and you'll find your own fun heightened by entertaining aboard.

Bringing sociability afloat is one more way to multiply the fun.

4 Try a Trailer — If you're an exception to the 1,750,000 boatmen who roll down highways to the water,

you're missing a lot. Towing your boat behind your car can open up the whole continent.

The new boatman will find that hauling his craft on a trailer means he can be on the water within 24 hours or less, no

matter where he lives in the U.S. In the same way, wheels enable the old salt on the seacoast to discover the wonders of inland waters and the fresh-water man to explore the ocean's grandeur for variety.

5 Get Away from It All for Swimming — Bathing from a crowded beach will be a thing of the past once you take to the water by boat. You can choose your own private swimming hole in deep or shallow water,

and youngsters can be safely supervised by parents partying aboard the anchored boat. Put the smallest one in a life jacket and tether him to the end of a floating ski towline. If he gets too far away, he can be hauled back in.

6 Go Camping by Boat — No craft today is too small to carry sleeping bags and air mattresses. If you don't have room to stretch them out aboard, you can pull up on a beach and camp ashore.

Convertible tops and seats that fold down into bunks make many a modern runabout into a miniature cruiser. It may not be the height of luxury, but calculate the money you can save over several nights ashore at a resort.

If cooking afloat sounds like a problem, precook some meals at home for simple warming up aboard, or plan your trip for mealtime stop-offs ashore.

7 Speed Up with Skis — There's no limit to this swift sport, and any runabout or cruiser which can do 15 miles an hour or more can take a group of happy water skiers in tow. You need only a little instruction to get started, and soon you may be teaching it yourself. You'll find a rearview mirror handy for the driver, and you also should have an observer along facing aft to keep an eye on the skier. Don't ski near swimmers or through crowded anchorages — and don't ski at night.

8 Get Started Skin-Diving

—With your boat anchored in clear water as a diving platform, your whole family can start out with face masks and flippers to explore the underwater world. Next, move up to experiments with a snorkel, and then self-contained underwater breathing apparatus. Later, you'll want to try some underwater photography.

9 Racing for Slow Boats

—In the "predicted-log contest," navigational skill and seamanship rather than speed win the prizes. Each skipper estimates his time to various check points, and then runs them without reference to a watch while an observer records how well he did. Accuracy counts rather than fast running, and each contestant selects in advance a comfortable cruising speed. As a result, the predicted-log contest can include a large variety of power craft, and the whole family can be aboard to take part in the event.

10 Bring Your Hobbies Afloat

—One more happy advantage of boating is the ability of the sport to combine with many other interests. Hunting, fishing, sketching, geology, bird-watching, photography — whatever your hobby is, boating may come closest to letting you and your family have your cake and eat it, too.

If you haven't yet joined the estimated seven million boatowners around the country, chances are that for one or all of the 10 reasons mentioned here you'll want to give pleasure-boating a try soon.



YOU CAN TAKE THE ROUGHEST ROADS IN STRIDE with Atlas Plycron Cushionaire® Tires, because...

IN TESTS Atlas gives them the toughest workouts ever devised for tires...like this one to check cord resistance to impact.

More service station dealers recommend and sell Atlas Tires than any other brand in the world — and with good reason! Built to even higher specifications than products on brand-new cars, Atlas Products assure you extra safety...extra long life. Atlas Automotive Specialists constantly test them on the road and in the lab to make certain they do. So make your next tires, battery or accessories Atlas — you pay no more!



"COOKING" A BATCH OF BATTERIES! To insure peak performance under all conditions... Atlas Batteries are cooked in hot water... frozen at 0°F... torn apart and analyzed!



4-YEAR WORKOUT IN HOURS! Atlas rigidly tests radiator hose; ages then flexes it 240 times a minute for 400 hours with fluid temperature at 210°.



YOU'RE NEVER FAR FROM ATLAS SERVICE! Ask to see written guarantee on Atlas Tires and Batteries. It's honored on the spot at 38,000 service stations. Adjustments pro-rated from date of purchase over life of guarantee and based on retail price at time and place of adjustment.

RECOMMENDED AND SOLD AT 38,000 SERVICE STATIONS THROUGHOUT U.S.A. AND CANADA... **ATLAS**

*Trade-marks "Atlas", "Plycron" and "Cushionaire" Reg. U.S. Pat. Off. © 1960, Atlas Supply Co., Newark 2, N.J.