

1963

*Three
generations
that know
why...*



ALUMA *Craft*



BOAT DIVISION **ALPEX**
Corporation

*is the
Lively, Lifetime Line!*

STORY ON INSIDE
FRONT COVER



*Three generations of Sahlens
will tell you: "ALUMA CRAFT
is the Lively, Lifetime Line"*



*How old is this
Aluma Craft?*

Looks good as new—but this Model "F" Aluma Craft, owned by Mr. Blake Stephens of Charlotte, North Carolina, is 8 years old! Mr. Stephens says: "In December 1954 I bought the Model "F" which I still have. The entire inside has a much more 'finished' look, and is much better looking than other aluminum boats. It's roomy and stable for fishing, and really moves for water skiing. I also like the way Aluma Craft banks in a sharp turn, and the way it 'sticks' on course without side-slipping like so many boats do when making a fast turn."

8 years—and still well satisfied! That's one more proof of Aluma Craft quality and design excellence.

A TRUE STORY

It starts back in 1950, when John A. Sahlen bought himself "one of those new aluminum fishing boats". The brand he selected was Aluma Craft, the model he chose was the "R" (see pages 7-8-9-10 for Aluma Craft's full line of 1963 fishing boats). John Sahlen is still using that original boat. Three years ago he began taking his grandson Johnny along with him to teach him fishing and the basic rules of boating.

Meanwhile, in 1959, Johnny's Dad, C. J. "Cliff" Sahlen started shopping for a boat. Like father like son: he also chose Aluma Craft. "I figured Dad was never going to wear out his Aluma Craft, and I wanted a boat that would give me the same year in, year out dependability with no maintenance to run up unexpected costs. My Queen Merrie Aluma Craft couldn't be a better boat for the way my wife and I and the youngsters use it. We'll never wear this one out, but if we should buy another boat, you can be sure it will be an Aluma Craft!"

Year after year, unsolicited letters like these pour in from people who are really pleased, really impressed, with the wonderful boat they have purchased.

"I admire Aluma Craft, and when I decide to buy another boat I shall look to Aluma Craft as it is, in my opinion, the finest aluminum boat on the market"

Edward Sheldon, Jr., Lake Charles, Louisiana

"I must say my Aluma Craft is the most perfectly designed boat I have ever seen. It's good looking, handles like a dream, can take a pounding and then ask for more! I cannot praise the boat enough"

John Snyder, RFD Marlboro, New Hampshire



"I have used my Aluma Craft in salt water, and am very satisfied with its resistance to corrosion. Three of my friends have also purchased Aluma Craft boats, and are likewise very pleased"

Marvin Creamer, Pitman, New Jersey

"Seven years ago we purchased an Aluma Craft fishing boat, which up to now has never been off the beach. It is turned over in the wintertime, righted and put back in the water in the summertime. It's every bit as good today as the day we bought it"

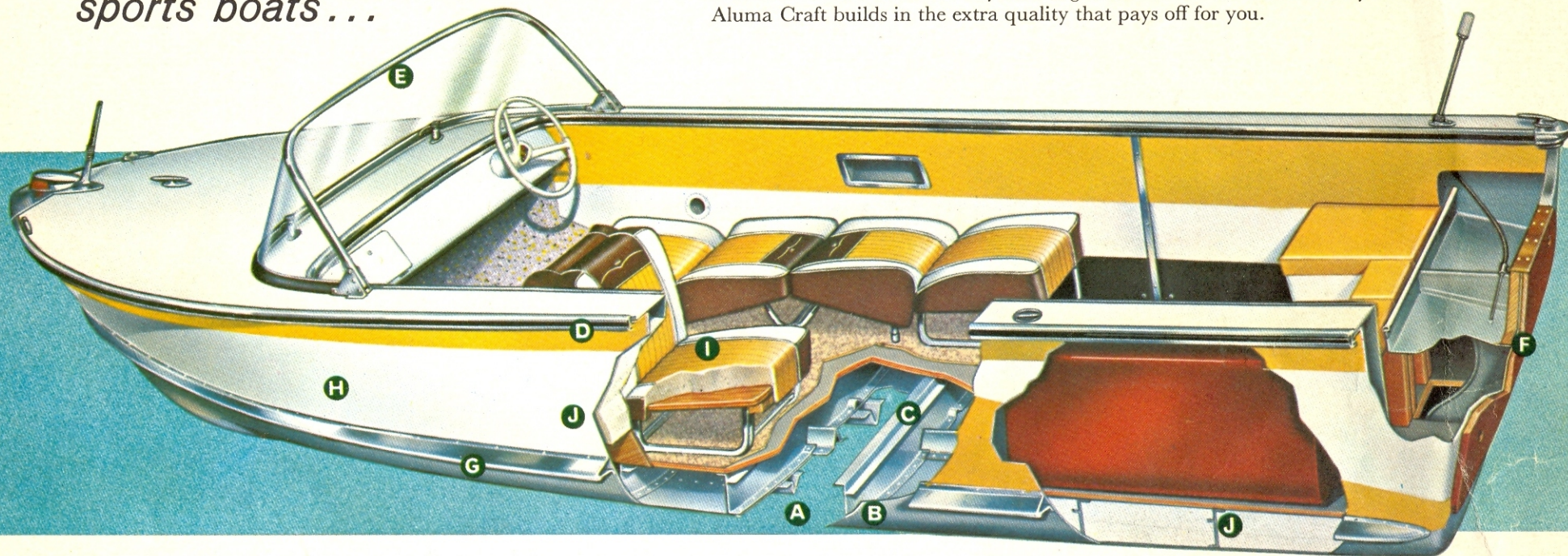
Wendell Ringheim, St. Paul, Minnesota

"I've owned two Aluma Crafts . . . the most recent, a 14-footer. And I guess I'll always have it, as it doesn't seem to wear out"

John Gussman, Kankakee, Illinois

Here are the secrets behind the trim lines and flashing performance of Aluma Craft sports boats...

The way they're built, you don't wear out an Aluma Craft sports boat. Aluma Craft gives you more value today and more value 10 years from now. From one season to the next, your Aluma Craft is ready to go when you are. The reason? Aluma Craft knows boats, which means more boating pleasure for you . . . and Aluma Craft knows aluminum fabrication which means far better value for your money, far less maintenance cost, and top trade in value among all makes of aluminum boats. The cutaway drawing below shows in detail exactly where Aluma Craft builds in the extra quality that pays off for you.



A NO ALUMA CRAFT KEEL HAS EVER WORN THROUGH! Center keel and stem are a single preformed aluminum extrusion. One-piece design eliminates the vulnerable joint you find on most boats. The two bilge keels are also one-piece, preformed aluminum extrusions. And triple keel design adds to lateral stability and turning ability as well as overall strength.

B PREFORMED SINGLE SEAM HULL. Each Aluma Craft hull is made up of a stretch-formed port and starboard half. The two halves are overlapped and sealed, then securely riveted to the center keel. Each rivet passes through both hull sections and the keel. This means there is only one protected seam in the hull of all Aluma Craft boats. In other types of construction you'll see 3 or 4 seams.

C SELF-DRAINING TRANSVERSE FRAMES. Each transverse frame member is formed on a separate die for exact fit at its location. This eliminates distortion and stress on rivets, puts added strength where it's needed most. Design of each frame allows drainage along the full length of the hull to the transom drain plug.

D STRETCH-FORMED GUNNELS. Aluma Craft sports boats feature an inset vinyl bumper in their extruded preformed gunnels. Gunnel design completely conceals all rivets securing deck to hull.

E VENTAIRE WINDSHIELD. Wrap-around windshield on all Queen Merrie models is hinged at each end so it can be raised for ventilation. Vinyl moldings provide sure, watertight closure.

F ALUMA CRAFT TRANSOMS JUST DON'T FAIL! And with good reason: they're designed and built with a 2-to-1 safety factor! On models OBC

rated for middle and high horsepower motors, a sturdy aluminum knee is added for extra strength. Husky polished aluminum castings lock the transom to the side decks. Aqueduct provides still more reinforcement, automatically drains water, oil, or spilled fuel, and permits use of two motors.

G TRIPLE PURPOSE FULL LENGTH SPRAY RAIL. (1) It deflects spray, helps keep cockpit and passengers dry. (2) It reinforces the sides of the hull—an extra safety factor. (3) It provides additional planing surface, important for comfortable control of the boat at high speeds. (4) It increases speed without an increase in horsepower.

H LONGER LASTING HIGH ADHESION FINISH. Exterior finish is a high quality marine enamel, oven-baked for maximum hardness and durability. It's applied over a special primer so it stays on, keeps your Aluma Craft looking its handsome best.

I COMFORT-PROTECTED SEATS. A full 3 inches of foam padding cushions every seat. And the standard upholstery material is famous Naugahyde, the lustrous, easy to clean plastic that's beautiful and durable . . . resistant to sunfade, impervious to water. Note: both back-to-back sleeper seats pull out to full lounge length.

J OBC APPROVED FLotation. Thoroughly proved expanded polystyrene foam flotation meets OBC recommendations. Foam retains its flotation characteristics for the life of the boat (and that means a lifetime!). Gas and oil resistant Styrolite foam is used under floor boards in the Queen Merrie series. Aluma Craft sports boats are all OBC rated for HP and load capacity.



ALUMA *Craft's* Queen Merrie—3 fast and



Queen Merrie Deluxe "18" INBOARD OUTBOARD

Here's the convenience (and the prestige!) of an inboard with the greater over-all maneuverability of an outboard. The transom of this 18-foot Queen of the Waters is heavily reinforced to provide a solid, vibration-free mount for the outdrive as well as the engine. Engine hood is thoroughly sound-proofed and under water exhaust is muffled to bring engine noise down to a new low. Power is by a Chevy II industrial engine. Other features:

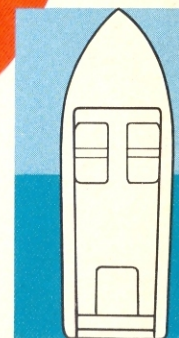
Illuminated control panel • Enclosed 12 gal. gas tank • Electric bilge pump • Bilge blower • Engine hour meter • Mechanical steering • Speedometer • Bucket-type sleeper lounge seats upholstered in lustrous vinyl over 3" foam cushions • Color-matched upholstered side panels • Ventilating windshield • Flat floor completely carpeted in durable foam-backed nylon • Nautolex top including side curtains and stern cover • Locking glove compartment • Forward storage shelf.

Choice of trim colors: Brilliant Red, Captain's Gold, Cool Turquoise.

The Queen Merrie Inboard "moves out" smartly with this MerCruiser 110 HP engine (Chevy II) and drive unit. It's a complete, quality built power package featuring propeller-hub exhaust, full-flow cooling, 42-amp. alternator and rubber suspension. Engine is 4-cycle four in line, displacement 153 cu. in.

SPECIFICATIONS

Over-all length	18'	Weight.....	1440 lbs.
Max. Beam	76"	Flotation.....	Foam
Max. Depth	38"	OBC Load Capacity.....	1783 lbs.
Transom Height	30"	Power.....	MerCruiser 110 HP



lively sports boats at new low prices!

Queen Merrie Deluxe "18"

One moment you're enjoying lazy-day comfort on the water—and in a very elegant way. The next moment—you're piloting the hottest runabout on the lake! As you throttle up, this beauty proudly lifts her nose out of the water, politely snubs any boat trying to match her speed and style. And don't forget, the Queen Merrie's long, side deck, full length spray rails, and 38" depth keep you snug and dry in rough waters that keep others busy bailing their boats!

Features include complete top, matching upholstered side panels, nylon carpeting, stern storage compartments, 12 gal. built-in gas tank, ventilating windshield, locking glove compartment, sleeper seats, forward storage shelf, mechanical steering, deck hardware, running lights complete with wiring and switch. Optional equipment: handrails.

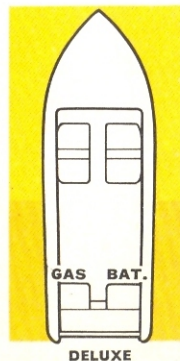
Specifications and trim colors: same as for Queen Merrie Standard at bottom of page.



Queen Merrie Standard "18" RUNABOUT

If you're looking for Queen Merrie performance, comfort, and stability but don't want quite so plush a boat as the Deluxe, here's the choice for you. Hull and seating arrangement are identical, trim features have been modified. The Queen Merrie Standard features: mechanical steering, flat floor, Ventaire windshield, aluminum dash panel, deck hardware, running lights complete with wiring and switch, tough vinyl painted floor boards and side panels.

Choice of trim colors: Brilliant Red, Captain's Gold, Cool Turquoise. Optional: built-in gas tank, nylon carpeting, convertible Nautolex top, hand rails.



SPECIFICATIONS

Over-all length.....	18'	Weight—Standard.....	780 lbs.
Max. Beam.....	76"	Deluxe.....	840 lbs.
Max. Depth.....	38"	Flotation.....	Foam
Transom Height.....	20"	OBC Load Capacity.....	1783 lbs.
		OBC Rated for.....	100 HP



26617r

Great sports boat for fun-loving families!



Maracaibo "14" RUNABOUT

(Mare-a-ky-bo)

This sleek beauty planes up fast, turns tight without slipping or swaying. And she should. She's a sleek 14 feet designed for exciting performance: trim clipper bow, flared deck, extruded spray rails and triple keel bottom, single seam hull construction and rugged self-draining Aqueduct transom. She's light, lively, and lithe—gives you a soft ride in the roughest water!

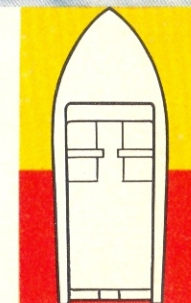
Features include big cockpit area with flat floor, walk-through seating arrangement, Naugahyde upholstery, sleeper seats, built-in ski racks, no exposed rivets above spray rail, side storage pockets.

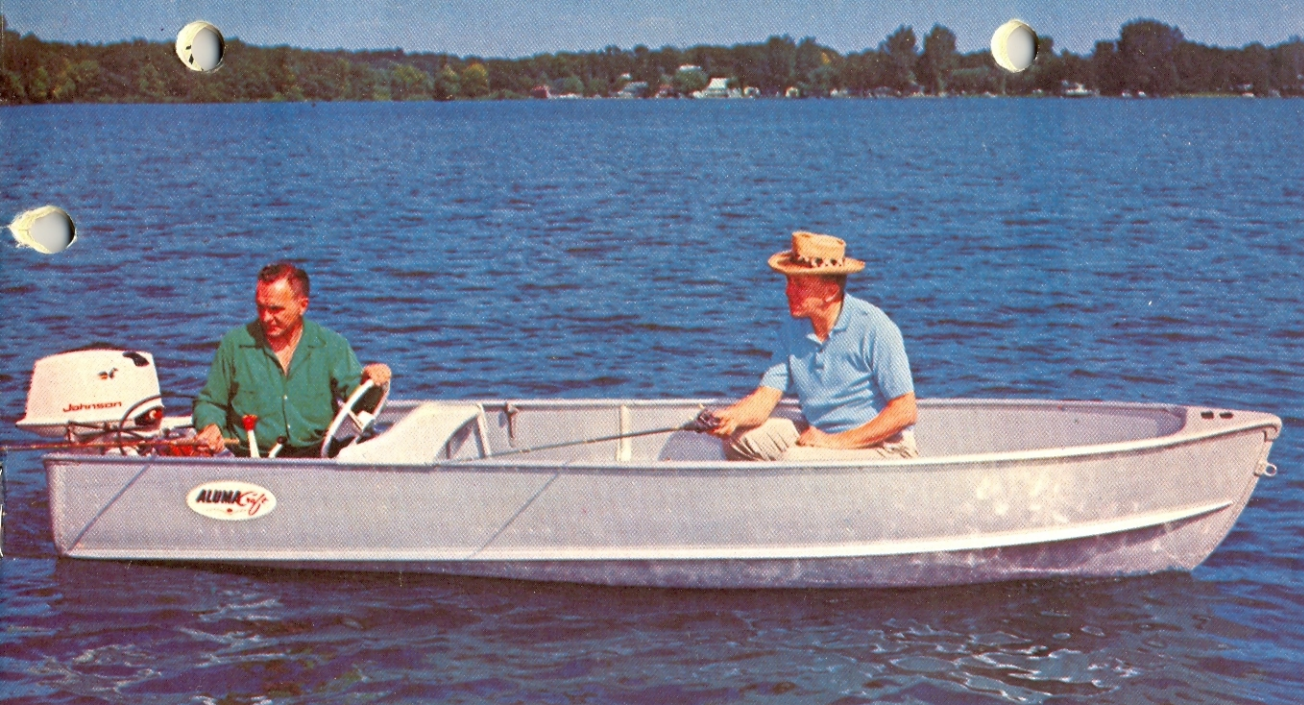
SPECIFICATIONS

Over-all length	14'	Weight	428 lbs.
Max. Beam	65"	Flotation	Foam
Max. Depth	28"	OBC Load Capacity	1070 lbs.
Transom Height	20"	OBC Rated for current model	50 HP

STANDARD EQUIPMENT: Windshield, steering, deck hardware, running lights complete with wiring and switch. Choice of trim colors: Brilliant red, Captain's Gold, Cool Turquoise.

OPTIONAL EQUIPMENT: Convertible Nautolex top.





All-time favorite: Aluma Craft Model FD 14-FOOTER

Year after year demand (and the fact that it's hard to buy one second hand) prove that this is one of the best liked, most dependable all-around family boats ever developed. Compared to earlier versions, Aluma Craft's FD now features improved self-draining transverse ribs, huskier hull, and an OBC power rating for 40 HP. And it's truly an all-purpose boat: for water skiing . . . for sports boating . . . or getting to your favorite fishing grounds fast and with comfort.

SPECIFICATIONS

Over-all length.....	14'	Weight.....	210 lbs.
Max. Beam.....	55"	Flotation.....	Foam
Max. Depth.....	27"	OBC Load Capacity.	865 lbs.
Transom Height.....	15"	OBC Rated for.....	40 HP

STANDARD EQUIPMENT: 2 pairs oarlock sockets, self-draining Aqueduct transom, transom drain plug, natural satin finish.

OPTIONAL EQUIPMENT: Forward deck • Walk-through deck • Steering • Aluminum oars • Anchor cradle.

9 Aluma Craft fishing boats . . . one designed for you!

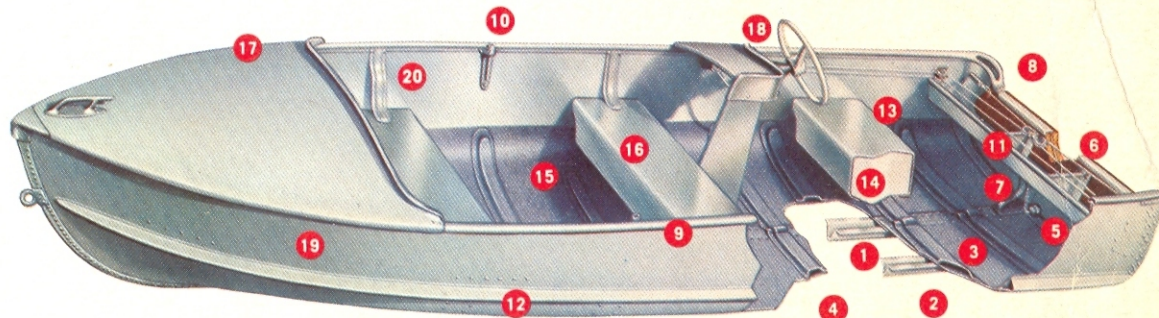
Read why resort owners choose ALUMA CRAFT fishing boats . . . you'll choose ALUMA CRAFT, too!

Resort owners have to rent their boats to all types of users—experienced or inexperienced, careful or careless. This means they need a boat that can stand up to abuse . . . a boat that's stable, with good flotation . . . a boat that's always ready to go, that's not "out of service" for repairs, a boat that's economical to own and maintain.

The one boat that consistently lives up to these requirements is Aluma Craft, and the same qualities that put Aluma Craft in so many resorts are the qualities you need in your own boat. The cutaway at the right shows the construction features that make every Aluma Craft fishing boat a lively, lifetime performer!

1. One-piece keel and stem, preformed to hull contours.
2. Bilge keels preformed of aluminum extrusions.
3. Hull stretch-formed in port and starboard halves.
4. Self-draining preformed transverse ribs.
5. Transom drain plug.

10. Cast-aluminum oarlock sockets with noiseless stainless steel inserts.
11. Patented self-draining Aqueduct transom.
12. Preformed spray rails.
13. Aluminum seats.
14. Foam flotation.



6. Super-heavy aluminum alloy transoms sandwiched between sturdy wood motor mounts.
7. Cast-aluminum transom knee.
8. Custom-designed castings lock to gunnels for added rigidity, double as carrying handles.
9. Extra-heavy extruded preformed gunnels.
15. Nonskid, nonglare finish inside hull bottom.
16. No sharp corners.
17. Optional forward deck.
18. Optional steering and walk-through deck.
19. Nonglare satin finish.
20. Oar stowage brackets.

Note: All fishing boats available in camouflage (dead grass color) or choice of trim colors: Brilliant Red, Captain's Gold, or Cool Turquoise.



Model AZ This is probably the roomiest, most versatile 14-footer on the market that can also boast extra lightweight—only 118 pounds! This means quick and easy car-topping . . . comfortable fishing . . . a lot of water fun rowing or under power. Aluma Craft quality construction throughout, with the hull heat treated for extra strength.

SPECIFICATIONS

	"AZ"	"EZ"		"AZ"	"EZ"
Over-all length	13'7"	12'	Weight	118 lbs.	96 lbs.
Max. Beam	49"	49"	Flotation	Foam	Foam
Max. Depth	24"	24"	OBC Load Capacity	663	536
Transom Height	15"	15"	OBC HP Rating	7.5 HP	7.5 HP

STANDARD EQUIPMENT: Oarlock sockets • Transom drain plug • Natural satin finish.

OPTIONAL EQUIPMENT: Aluminum oars • Anchor cradle.

Model EZ Same basic design and construction as the model AZ, same roominess, versatility and dependability—but in a lively 12-footer. And that cuts the weight to only 96 pounds! Specifications shown above.



Model A A 14-footer that's car top light in spite of its rugged construction. Powered with a light HP motor—or rowing—she skims along like she was made for the water—which she was!

SPECIFICATIONS

	"A"	"E"		"A"	"E"
Over-all length	13'7"	12'	Weight	137 lbs.	115 lbs.
Max. Beam	49"	49"	Flotation	Foam	Foam
Max. Depth	24"	24"	OBC Load Capacity	664 lbs.	557 lbs.
Transom Height	15"	15"	OBC HP Rating	12	12

STANDARD EQUIPMENT: Aluminum seats • Polystyrene flotation • 2 pair oarlock sockets on model A, 1 pair on model E • Transom drain plug • Natural satin finish • Bow eye (on A only).

OPTIONAL EQUIPMENT: Forward deck • Aluminum oars • Anchor cradle.

Model E A junior edition of the Model A, and every bit as tough with the same quality construction. An excellent boat for youngsters to learn in—widely used by Boy Scouts, YMCA, and private camps.



New F-7... The 14-footer fishermen asked for!

Model F-7 Here's the brand new version of the Aluma Craft "F"... with all the good "old" features, *plus* the new improvements you have asked for! She's fast, light, roomy, comfortable and "built for action." If you want an all-around boat... light enough for car topping, rugged enough for the big water... you've got it in Aluma Craft's new F-7. She's America's finest, most versatile fishing boat!

Features include one-piece keel and stem, two-piece preformed hull, husky bilge keels, super heavy aluminum alloy transom, extra heavy "round" gunnels, cast aluminum transom knee, self-draining ribs, transom drain.



SPECIFICATIONS

Over-all length.....	14'	Weight.....	169 lbs.
Max. Beam.....	55"	Flotation.....	Foam
Max. Depth.....	26"	OBC Load Capacity.....	757
Transom Height.....	15"	OBC HP Rating.....	22 HP

STANDARD EQUIPMENT: 2 pair oarlock sockets • Transom drain plug • Natural satin finish • Bow eye.

OPTIONAL EQUIPMENT: Forward deck • Steering deck • Alum. oars • Anchor cradle.

ALUMA*Craft*

*it's the
Lively Lifetime Line!*



Model R-6 Here's a 12-footer that's family size, yet easy to cartop, controls beautifully in turns and on rough waters. Wide beam stability makes fishing more comfortable. Plenty of room for tackle and gear.

SPECIFICATIONS

Over-all length.....	12'	Weight.....	148 lbs.
Max. Beam.....	55"	Flotation.....	Foam
Max. Depth.....	26"	OBC Load Capacity.....	646 lbs.
Transom Height.....	15"	OBC HP Rating.....	18 HP

STANDARD EQUIPMENT—MODEL R-6 and MODEL K • Oarlock sockets • Drain plug • Natural satin finish • Bow eye.

OPTIONAL EQUIPMENT—MODEL R-6 and MODEL K • Forward Deck • Walk-through deck • Windshield and steering • Aluminum oars • Anchor cradle.

NOTE: Order all optional equipment through your dealer by Aluma Craft part number.

Model K Favorite of fishing guides and big water fishermen. Crossing the lake to get where the fishing's best, you'll pass up many runabouts, and once you're there you have plenty of room to relax.

SPECIFICATIONS

Over-all length.....	15'10"	Weight.....	203 lbs.
Max. Beam.....	56"	Flotation.....	Foam
Max. Depth.....	26"	OBC Load Capacity.....	989 lbs.
Transom Height.....	15"	OBC HP Rating.....	40 HP

Self-draining Aqueduct Transom.



*Fish...ski...picnic...
For a lifetime of fun on the
water choose the big Yukon*



Yukon 16-FOOTER

You'd hardly think this is a fishing boat with its wide flared bow and V-hull—plus a 60 HP OBC rating! So versatile, you'll use it as a sports boat as well as for fishing, with extra confidence that its triple keel and round bilge assure the extra security you want in big, rough water. Order the YUKON in optional color, as shown, and you'll have competition from the whole family for this great all purpose utility boat.

SPECIFICATIONS

Over-all length.....	16'	Weight.....	297 lbs.
Max. Beam.....	68"	Flotation.....	Foam
Max. Depth.....	29"	OBC Load Capacity.....	1220 lbs.
Transom height.....	15 or 20"	OBC HP-Rating.....	60 HP

STANDARD EQUIPMENT: Oarlock sockets, self-draining Aqueduct transom, transom drain plug, natural satin finish.

OPTIONAL EQUIPMENT: Forward deck • Steering • Aluminum oars • Steering post • Wind-shield • Convertible Nautolex top.



ALUMA *Craft*

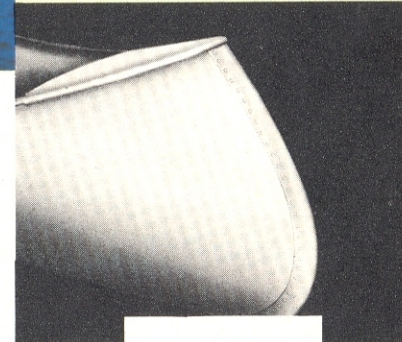
Canoes

*15-17 feet long
70 to 90 pounds light*

FIRST CHOICE WITH CAMPERS IDEAL FOR BEGINNING CANOEISTS

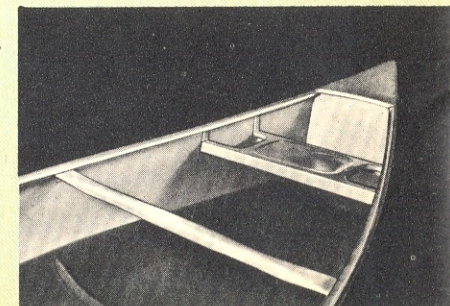
There's a lot of romance, a lot of relaxation, with a paddle in your hands and a super-light Aluma Craft canoe beneath you, gliding smooth and easy through the water. Whether you grew up canoeing or you're just starting now on America's fastest growing water sport, you'll find an Aluma Craft Canoe that is just right for you: light, durable, stable, fast, with heat treated hulls for extra strength. The American Indian deserves most

of the credit for the canoe's basic design, but here are a couple of the improvements added by Aluma Craft:



Landing on a rocky shore is tough punishment, but your Aluma Craft canoe is safe with this thick, strong metal bottom stem. Thousands of canoes in all types of use have proven it "stands up" under the roughest conditions without need for extra shoe protection.

Notice the "extras" which are built into an Aluma Craft canoe: comfortable, preformed seats . . . safe non-skid, non-glare bottom . . . extra strong thwart . . . no sharp corners . . . and flotation out-of-the-way in the bulkhead. The lightweight, single seam hull is stretch pressed and heat treated for extra strength.





The BALI

SPECIFICATIONS

CENTERLINE LENGTH	15' 4"
GUNNEL LENGTH	16' 8"
MAXIMUM BEAM	70"
MAXIMUM DEPTH	30"
STERN DEPTH	24"
TRANSOM HEIGHT	20"
TRANSOM WIDTH	65"
WEIGHT	630 lbs.
OBC LOAD CAPACITY	1310 lbs.
OBC RATED FOR	75 H.P.

TRIM COLORS: Brilliant red, captain's gold, cool turquoise, with white

The ALORA

SPECIFICATIONS

CENTERLINE LENGTH	14'
GUNNEL LENGTH	15' 2"
MAXIMUM BEAM	64"
MAXIMUM DEPTH	28"
STERN DEPTH	20"
TRANSOM HEIGHT	15"
TRANSOM WIDTH	56"
WEIGHT	395 lbs.
FLOTATION	Foam
OBC RATED FOR	40 H.P.
OBC LOAD CAPACITY	940 lbs.

TRIM COLORS: Brilliant red, captain's gold, cool turquoise, with white



C-15 Canoe 15-FOOTER

Imagine a solid, rugged 15-foot canoe weighing only 70 pounds: this is it! And its 37" beam makes it as roomy as many 17-footers, also adds stability—so stable, it's excellent for youngsters! Hull is heat-treated for extra strength. Extra thick extrusions on keel and stem protect against rocks.

FINISH: Natural satin finish is standard.

OPTIONAL FINISH: Deep Scarlet, Wilderness Green, Autumn Yellow, Camouflage (dead grass).

OPTIONAL EQUIPMENT: Sailing rig, carrying yoke.

SPECIFICATIONS

Over-all length	15'
Max. Beam	37¼"
Max. Depth	13¼"
Weight	70 lbs.
Flotation	Foam
OBC Flotation Rating	435 lbs.
Max. Carrying capacity (6" freeboard rating)	1025 lbs.



C-16 Canoe 16-FOOTER

The combination of light weight and perfect balance has made this the favorite of wilderness campers—fast and stable on the water, light and easy to portage. It is the Official Boy Scout Canoe for the famous annual 7-Day Minneapolis Aquatennial Explorer Scout Canoe Derby.

FINISH: Natural satin finish is standard.

OPTIONAL FINISH: Deep Scarlet, Wilderness Green, Autumn Yellow, Camouflage (dead grass).

OPTIONAL EQUIPMENT: Sailing rig, carrying yoke.

SPECIFICATIONS

Over-all length	16'
Max. Beam	35½"
Max. Depth	13½"
Weight	72 lbs.
Flotation	Foam
OBC Flotation Rating	435 lbs.
Max. Carrying capacity (6" freeboard rating)	935 lbs.



C-17 Canoe 17-FOOTER

The combination of full 17' length and full bodied design make this the most stable canoe on the market. The beam tapers in gradually from its maximum width so there is an exceptional amount of cargo space—as much as in most 18' canoes.

FINISH: Natural satin finish is standard.

OPTIONAL FINISH: Deep Scarlet, Wilderness Green, Autumn Yellow, Camouflage (dead grass).

OPTIONAL EQUIPMENT: Sailing rig, carrying yoke.

SPECIFICATIONS

Over-all length	17'
Max. Beam	37¼"
Max. Depth	13¼"
Weight	85 lbs.
Flotation	Foam
OBC Flotation Rating	508 lbs.
Max. Carrying capacity (6" freeboard formula)	1110 lbs.



CO-17 Canoe 17-FOOTER

Inspired by Canadian fishing guides, the CO-17 design features an above-waterline, sturdy fantail transom built to handle motors up to 3 HP. Because of its full-bodied width and inherent stability, it rides and handles well under power—yet paddles like a double-end canoe because fantail and transom are above waterline.

FINISH: Natural satin finish is standard.

OPTIONAL FINISH: Deep Scarlet, Wilderness Green, Autumn Yellow, Camouflage (dead grass).

OPTIONAL EQUIPMENT: Sailing rig, carrying yoke.

SPECIFICATIONS

Over-all length	17'
Max. Beam	37¼"
Max. Depth	13¼"
Weight	92 lbs.
Flotation	Foam
OBC Flotation Rating	508 lbs.
Max. Carrying capacity (6" freeboard formula)	1110 lbs.
OBC HP Rating	3 HP



Fish

ALUMA *Craft*

...the
Lively, Lifetime Line!



ALUMA CRAFT BOAT DIVISION

ALPEX
Corporation

1515 Central Avenue N. E.,
Minneapolis 13, Minnesota

Why do three generations of the John Sahlen family recommend Aluma Craft? Why does Blake Stephens say he'd never buy anything but Aluma Craft? Why do so many hundreds of people take time to write about their Aluma Crafts?

The answer is what you see in this catalog of 1963 Aluma Craft boats. In choice of models, in individual styling details and accessories, and in the basic quality construction that's behind every Aluma Craft you get the assurance that your Aluma Craft is dependably seaworthy, that in both style and performance it will stay like new for years to come. (And every Aluma Craft is backed up by a 9-year warranty!)

There are other reasons for the loyalty Aluma Craft owners have for their boats. In terms of dollars, there's the liberal financing your dealer can provide—because of the high quality of the boats he's selling . . . and because of the personal reputation he has built as a business man and as an expert on boating.

Another aspect of the cost picture is maintenance: Aluma Craft boats save you money every year on maintenance—as well as the inconvenience of being without your boat while it's being repaired. And if you should want to trade-in your Aluma Craft, you'll find it's retained a far higher value than any other boat.

And for '63 Aluma Craft offers a special bonus: thanks to increased production and corresponding production line savings, Aluma Craft is able to offer you the quality that has made it famous at new, lower prices. So whether you're buying your first boat, trading up in size, or looking for a better and more seaworthy boat, this is the year to buy Aluma Craft . . . the lively, lifetime line . . . America's best boat buy!

GUARANTEE: Materials and workmanship of all Aluma Craft boats are warranted for nine years. In keeping with a continuing program of research and development, Aluma Craft reserves the right to change specifications without notice.

See your
authorized
Aluma Craft
dealer: