



*Far away from seething traffic
and dusty, sun-baked streets*

HERE'S the greatest sport of all—existing over good, blue water! Try it this summer . . . wherever you are, inland or on the coast . . . and you'll enjoy the finest vacation you have ever spent.

Cruising is quite different from anything you have tried before. It takes you away from hot, dusty, crowded places . . . it brings new thrills and adventures . . . it acts as a tonic for tired nerves and a jaded appetite. You are independent—free to go

where you please and do what you please. No trouble about hotel reservations. No worry about finding a place to eat or to sleep. First, on board your Elco Cruiser, you have a galley for real cooking, and plenty of comfortable berths for your family and your friends.

Start planning now for a glorious summer affair. Write for prices and specifications and for the interesting booklet I mentioned, "Motor Cruising—a Glorious Adventure."

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Motor Cruising
is the greatest sport of all—existing over good, blue water! Try it this summer . . . wherever you are, inland or on the coast . . . and you'll enjoy the finest vacation you have ever spent.

Elco

THE HOME AFLOAT





The New Twenty-seven-Foot Marinette

THE YEAR BOOK OF

Elco

MOTOR BOATS



1930



THE YEAR-BOOK OF



A COMPLETE SHOWING OF
THE STANDARDIZED CRUISERS BUILT BY
THE ELCO WORKS



ELECTRIC BOAT COMPANY
BAYONNE, NEW JERSEY

Sales and Exhibit
247 PARK AVENUE
NEW YORK

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Executive Office
5 NASSAU STREET
NEW YORK





THE ELCO IDEA

THE year 1930 will be the greatest in the history of motor boating. This is no sensational statement but one which must be perfectly obvious to those who follow the trend of the times. These, in fact, may well point out that 1931 will be even greater, and that each year thereafter will be greater still. The number of people enjoying this form of recreation is not only increasing, but the percentage of this increase is larger, year by year.

This trend toward the open water has been accumulating its momentum over the last few years. Underlying it are causes as vital and psychologically significant as those which effect other great human movements. All of us are conscious of them, even though we may not all have analyzed them or been actuated by them in the same way.

Briefly, these causes are all to be found in the conditions under which we live and work and seek our recreation. Our pace is ever faster along ways more congested, and even our homes are more huddled. The result is more nervous fatigue, and the cure for that is recreation in a different scene and a different element, where peace may be had with constructive physical activity. The water!

A good boat is the means of ironing out most of the kinks which landmen contract. That is why those who go down to the sea in ships for a living and those who take to the boats for sport are equally ardent in their pursuit. There is a challenge in the water, whether you take it large or small, that brings out the best in men.

There is peace and inspiration in wide horizons. There is zest and cleanness in the winds and in the spray. There is endless variety in weather and water conditions, in the scenery, and every bit of shore line of ocean, lake and river is an attractive invitation to explore. There is sunshine in floods and abundance, that gets into the very marrow, and restores the eyesight, like no place on land. There is health in all this, of mind and body, and health in itself is a popular sport today. There is freedom, not only to go as far and wide as you like, or to mosey along as you please, but there is freedom to do as you please and dress as you please and to be yourself on your own boat as there is nowhere else in the world.

All this and more is now being discovered by the many, whereas heretofore, it was only really known to the few. Having good and sufficient reason for desiring all these advantages, they are now actively discovering also how to realize them.

Hitherto landmen have been afflicted with inhibitions. Boating suggested intricate navigation to them, a difficult art to acquire. Sailing is known to be a craft that takes a long time to acquire. Rowing and paddling have seemed too much like work. Sizable yachts have the reputation for extravagant expense, while smaller powered boats have been thought to be costly also, difficult for the inexperienced to select or have built and complicated and unsafe to handle.

Strangely enough the motor car, which, since the turn of the century has retarded motor



boating as a sport and a business, is now one of the greatest factors in its progress both ways. The motor car when it first became popular had the advantage of the open road, and of price through standardized quantity production. It became easy to buy one on time, to keep it under the house and to pile in it for an outing. Now it has become the symbol of congestion in life, and people are seeking another way of escape.

But all the while production methods which made the automobile industry so great were being applied to motor boat manufacture. The Elco Works at Bayonne, New Jersey, is the outstanding example of this. Elco now stands alone in relation to motor boat building as a few large manufacturers do to the automotive industry. The Elco background of experience in designing and building power craft extends back to 1892, and the first Elco boats were used at the Chicago World's Fair. When the war came along and the British Admiralty sought an antidote for U-boats, the Elco Works not only suggested fast motor craft but was selected as the only organization capable of building

them in volume, to the proper standard and in time. 550 Submarine Chasers, 80 feet long, were delivered in 488 working days from the placing of the order and not one was ever rejected or failed to deliver what was required from it. From that day to this the Elco Works has specialized in standardization of quality motor boats for quantity production, effecting economies in proportion to demand as in all other industries where this principle is efficiently applied. Today the name Elco is known by reputation even to the layman above all others as the standard for cruisers, large and small.

Now in seeking his way to the water, the layman turns to Elco because it stands for motor boats of the type he can understand and handle through his own experience with motor cars. He is learning that he can get a boat whose means of propulsion does not require strenuous physical labor or the acquirement of an art new to him, but the mechanical features of which will cause him even less concern than those of his motor car. He is learning that the cost is in proportion, both of purchase and operation. Whereas formerly he may have mortgaged his

home for his car, now he realizes that if he does as much for a boat—which is not recommended—he will at least get a real home afloat in return, one that will actually save him house rent on land if he wishes, in which he can live as he goes without having to unpack all his goods at the end of each day's run and pack them in again in the morning. He can jump right off his roof for his daily bath and entertain under it in comfort, at cards or with music. He can get up and stretch and walk about without endangering traffic or himself. He can stop for lunch and a hot meal at his own table without even getting out, and he and his family and guests can all go to bed in comfort and privacy right on board without thought of garages or hotel expense or pitching camp, and his sleep will be deep and wholesome, induced by the dustless air in his lungs, enhanced by the lullaby of the lapping waves, and maintained by the otherwise boundless quiet of the water. He can rise refreshed as he never has been before, tantalized by the savory odors from his galley, bathe, eat and go fishing from his own back porch.

The picture is not overdrawn. There is little reason why motor boating should not be a source of unmitigated pleasure. Those who come to Elco to assure this result, do so because they know Elco experience has been long

and sound and will make up for their own lack of it by anticipating the things they will require in a boat. They have confidence for the price they can afford, a boat with the Elco name will give them the best that their money could buy, best suited to their purposes. This is not sentiment, although Elco cherishes its reputation. It is a practical matter. Elco, for obvious reasons quoted, can produce good boats for less money than others can. Also it specializes in one field, setting the standard for cruisers, large and small, that is generally followed season after season. And it specializes in cruisers because this class has the widest range of utility and therefore popularity. Landlubbers come to Elco because experienced yachtsmen do, and both with the same sense of security.

There is little or no waiting for an Elco boat. There is no fussing with details as in having one built to order and no anxiety over the outcome to say nothing of expense. It is there, finished for inspection, before purchase. Different models may be compared and actually tried out in the water. And there is always ample testimony to be had from owners of any model, to whom any prospective Elco purchaser may be referred.

It is the continuous experience of purchasers of Elco boats, that they discover in them un-





suspected values as they operated them. No one's boating or boat building experience is complete, but Elco designers and builders have been at it for more than thirty-seven years, and their time has been spent not alone in designing and building, but in actually operating them and other makes of boats under all conditions. Supporting them is the greatest following of boat owners, and it is a saying at the Elco Works that "new Elco models are dictated by Elco owners."

Improvements, of course, will ever be made

and requirements change, but it is as certain as anything can be that any current Elco model is as perfect as a boat of its time, class and price can be and generally an anticipation of the next popular trend, so that, incidentally, its resale value will always be comparatively high.

Thus, in the year 1930, Elco anticipates its greatest demand, because of those years that have gone before, and the current appeal of the motor cruiser as the answer to the recreation problem.





THE ELCO FLEET

FOR 1930 Elco presents the most representative fleet in its history—representative of thirty-seven years' experience in building power boats, of the furthest advance in standardization of quality designs for quantity production at low cost, of the most popular range of boats for recreation, and of the most popular types and classes within that range.

There is an Elco motor boat for every purse and purpose, from the new Twenty-Seven-Foot Marinette to the Fifty-Foot Motor Yacht, and each is offered with the conviction that it affords the most complete, practical and attractive value for the price asked.

No changes have been made for the sake of novelty. Improvements, large or small, have been effected wherever they have been found to be practical as well as desirable. Where these have involved extensive redesigning it has been done.

Six boats in all comprise the Elco 1930 Fleet—the New 27-Ft. Marinette, the 30-Ft. Veedette, the New 35-Ft. Cruisette, the Thirty-Eight, the Forty-Two and the Fifty.

The New Elco 27-Ft. Marinette replaces the former Twenty-Six as the smallest practical cruiser in use today. It is of the trunk cabin type as opposed to the earlier raised deck model. The main cockpit is remarkably large for a boat of this size. The cabin has upper and lower berths forward, complete galley and lavatory respectively on either side, aft. The popular feature of a bow cockpit has been ingeniously provided by the sunken deck forward of the

cabin trunk. It is powered by an Elco-Gray six-cylinder engine, developing 40 H. P. Completely equipped throughout, this boat is ideal for novice and sailor alike.

The Elco 30-Ft. Veedette is a sporty combination of cruiser and runabout—an ideal day-boat, yet entirely seaworthy, with a sustained speed of 18 miles-per-hour. Introduced in 1929, it is now one of the most popular of all Elco models. The hull form is of V-bottom, semi-raised deck type. The main cockpit is purposely spacious with windshield and sliding side wings enclosing the helmsman. The cabin sleeps four with galley and lavatory aft of the berths. There is a bow cockpit seating four, thoroughly designed for comfort and protection. An Elco-Buda six-cylinder, 85 H. P. engine has given proof that it was well selected.

The New Elco 35-Ft. Cruisette is a very comfortable and sturdy type of cruiser which the owner can operate and care for without paid help, and is the continuation and development of a long series of Elco models of this class. The hull is of round bilge form. There is a bow cockpit for four reached from the cabin. The main cockpit is most comfortable, with two raised seats in the steering position completely enclosed and a permanent awning extending over them and the cockpit which has at its after end a glass and mahogany bulkhead. Between this and the windshield the sides contain both screens and solid panels to be raised for insect protection or to form a completely en-



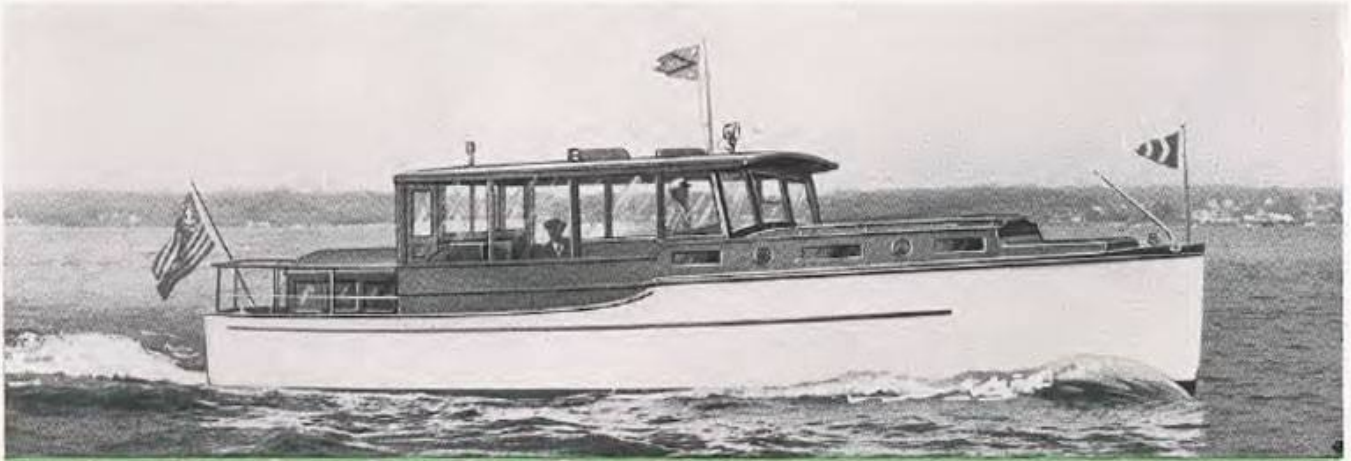
The New Twenty-seven-Foot Marinette



The Thirty-Foot Veedette



The New Thirty-five-Foot Cruisette



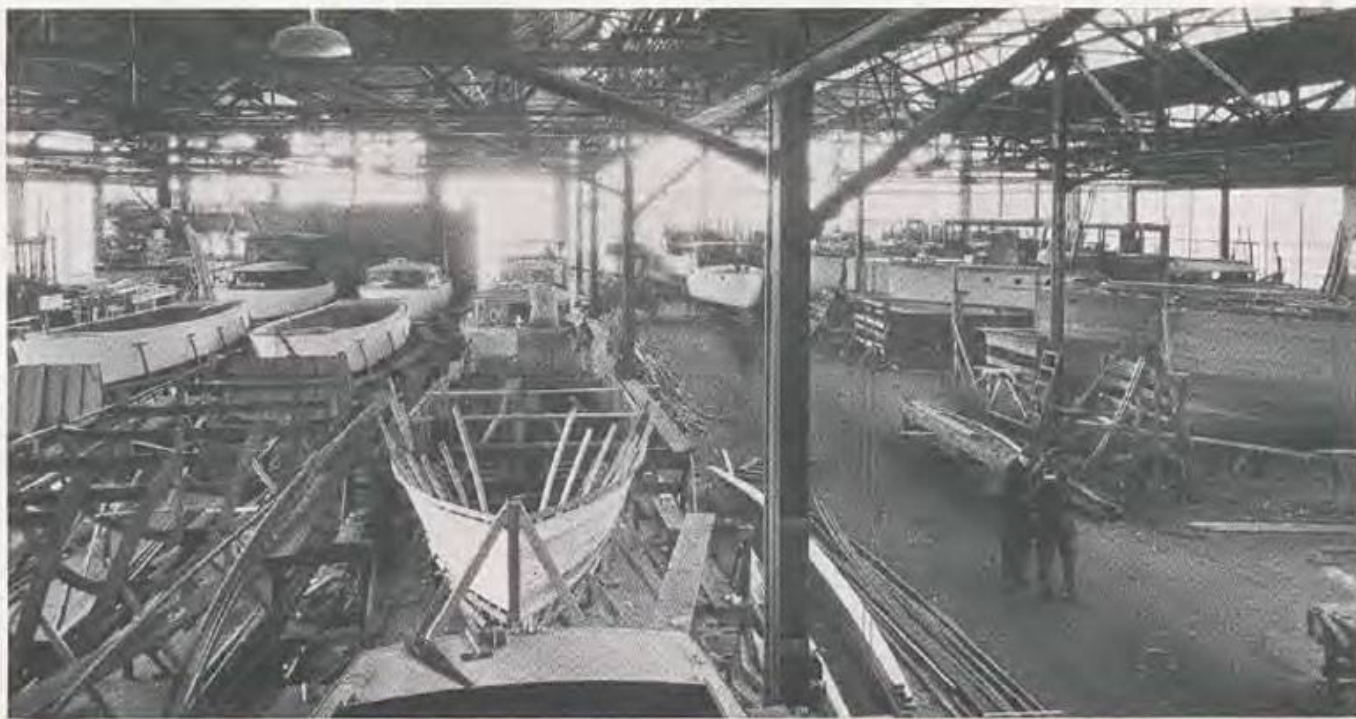
The New Thirty-eight-Foot Cruiser



The Forty-two-Foot Cruiser



The Fifty-Foot Motor Yacht



closed deckhouse. This is an entirely new and distinct feature in boats of this type. Combination spring seats and berths sleep six. All other appointments are of the utmost completeness. The usual upper and lower berths are in the main cabin with galley and lavatory opposite each other aft. The cabin is very roomy and well appointed. The power plant is an Elco-Buda 6-cylinder engine of 130 H. P., producing a speed of 14 to 15 m. p. h.

The New Elco Thirty-Eight is designed particularly for the man who wants all the accommodations and privacy afforded by the double-cabin, bridge-deck type of cruiser, but still a boat practical in size, arrangement and economy for him to handle himself. For these reasons, this is the boat Charles A. Lindbergh selected for his first voyage on strange waters. Her accommodations, consisting of owner's separate stateroom for two, main cabin sleeping four, spacious bridge deck where still others

may sleep; galley, two lavatories and closets, are such as to make continuous living on board easy and most comfortable. Screening and solid panels are provided as in the Cruisette and the bridge deck, convertible to a deckhouse, is exceptionally well appointed for operation and recreation. There is the popular forward cockpit reached from the galley as well as the deck and also an open after deck. The Elco 6-cylinder Marine engine which gave excellent service in the previous Thirty-Eight, developing 14 to 15 m. p. h., has been retained.

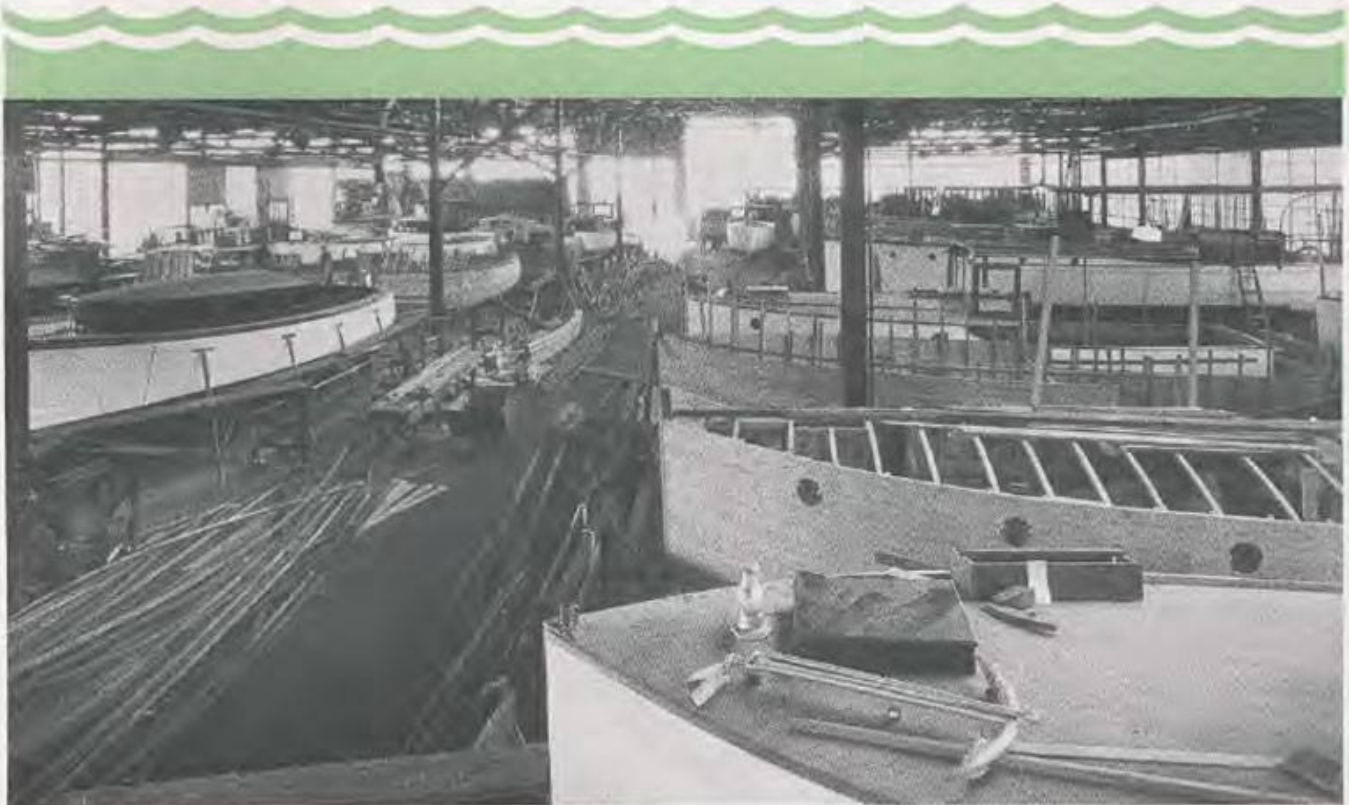
The Elco Forty-Two is next to the largest in the Elco Cruiser Fleet and closely approaches the class of motor yachts being as complete in its accommodations and as seaworthy as many larger examples of the latter type. She warrants the services of a paid hand, although entirely under the control of one person. She is as large a boat as can be powered satisfactorily with the economy of one engine and one screw and offers

many refinements at less cost than might be secured if built to order. Her accommodations consist of owner's stateroom aft with two permanent berths, lavatory with shower bath, complete and refined appointments; another stateroom with two permanent high berths in the bow, equally well appointed; with galley and toilet room aft of it on the port and starboard sides respectively; a spacious deckhouse with plate glass windows all around, plenty of room for chairs and table and a divan extending to double width as an extra berth for two; an after deck with room for chairs; a permanent deck over deckhouse and after cabin trunk; and an engine room with headroom at one end and berth for paid hand. The Elco 6-cylinder Marine engine, giving a speed of 12 to 13 m. p. h., gives excellent service.



The Elco Fifty is a complete small motor yacht with twin screw propulsion and two

Elco 6-cylinder Marine engines giving a speed of 14 to 15 m. p. h. She has all the features usually found on larger boats of this type and is fitted with everything necessary for the complete comfort of an owner's party of six and a crew of two. Owner's stateroom with two permanent berths is aft and a guest cabin with berth for two is just forward of it to port, sharing a bath between. These are approached through a lobby from the deckhouse companion providing a transom seat, bookcase, etc. The deckhouse divan seat forming a berth, a writing desk, a table, a buffet, ample space for chairs and plate glass all around. Under it is the engine room, forward of it are commodious galley and lavatory, and in the forecabin are two berths for the crew. The after deck provides space for chairs and a lazy seat extends along the starboard side of the after cabin trunk. Operating conveniences are so complete and centered that the entire control of the boat is in the hands of one person.





ELCO SERVICE

THERE is more to this service business than helping a fellow out when he's stuck in the mud, or turning on his switch for him when he wonders why his engine won't start. It is hard to say where it begins or ends. Some people try to define it as that which you pay for after the purchase price, that you think you ought to get for nothing.

The reason why it is hard to nail the term down is because it involves a paradox. The more unselfishly one seems to serve the more profit he is likely to gain from it. In a large sense there doesn't seem to be any such thing as free service in business. If what you give or do is of no value it is not to be considered as service; if it is, it immediately gains good-will for you, and everybody knows good-will is increasingly negotiable as time goes on.

So let's stop talking about service and talk about the relationship between Elco and the boat owner all along the line, through which Elco hopes to make and retain friends. For water sportsmen are naturally and proverbially a friendly lot and men without that spirit could not serve them long.

Elco men are water sportsmen, too, and they entered the boat building business because they loved boats and stayed in it because they liked it and the associations it developed, and, perhaps, because, since they liked it, they did good work which paid them. Anyway they started in in 1892 and exhibited their first boats at the Chicago World's Fair the following year. That was thirty-seven years ago, and while we do not intend to recount the history of that span, we merely mention that they have been at it

ever since—and that represents a large accumulation of experience at the service of the motor boat owner today.

One thing more in the way of history. When the Elco Works was started, boats were built to order from individual specifications in each case, and boating was known as "a rich man's sport." Elco introduced the principle of "Standardized Construction" to boat building, with its resultant economies of production, and since then this exclusive sport has been brought within the reach of thousands.

This latter service was certainly bread cast upon the water for it has made Elco a lot of friends and, of course, the more people there are using motor boats in general the better it is for Elco in particular. By being the first with this service Elco naturally became the leader and not only secured a proportionate share of the business, but a proportionate share of experience in standardization to return in greater values to future Elco owners. And so it goes.

All this, you understand, has come to require a plant of large capacity, the model of the industry in fact, to supply a demand of such gathering momentum. It is an Elco policy to anticipate this demand as much as possible, and keep a stock of completed models on hand for two purposes—so that those interested may come to the plant or to a branch and inspect and compare them, and so that when a model is chosen it may be delivered immediately without keeping the customer waiting as he used to be in the olden days.

Prospective purchasers, as well as all others interested in motor boating as well as in the industry itself, are invited to come to the Elco



Works in Bayonne, New Jersey, not only to see models and actually try them out if they desire to do so, but also to see them built from the keels up. It seems to us to be a matter of considerable interest to the owner to know just what goes into his boat and how it is put together. And for our part we are glad to have him learn intimately, just how "Standardized Construction," as practiced as well as preached by Elco, actually saves him money and gives him greater value.

Supposing that a man actually buys an Elco, at the plant or anywhere else, the relationship we have had with him certainly becomes more intimate and our responsibility toward him is established at once. We want that man to get the satisfaction out of that boat that we built into it. Advice and counsel from experts, both before and after purchase, are always gladly given. The question whether a man should buy an Elco is an exception. We happen to know that each Elco model represents the best value in its class and we do not mind telling him so. But there are other problems which concern the novice and the expert alike and we like to help solve

them in a way that gives real satisfaction and makes us appreciated.

The Elco Works tries to keep a record of every boat sold. Sometimes an owner will resell one without our knowing about it and we lose track of it, but generally we are successful. This accomplishes three things. It gives us much information on which to base improvements in new models. It enables us to increase the owner's satisfaction with his purchase in particular cases. It gives us a pedigree of the boat if it should come back to us to be traded in on another model or for resale, all of which benefits the owner who cooperates with us in furnishing such information and in keeping his boat in good condition.

An important phase of the Elco relationship with owners is the maintenance of an adequate stock of parts of all Elco models in use, so that an owner may obtain whatever he may need immediately and economically. These are normally made up while a model is current so that the owner may have the benefit of the quantity price.

There is little call for special service, but

whenever it comes we are ready and eager to respond by sending a man or even a crew out at once, if necessary. Yards are maintained at many important ports and a list of these may be had for the asking.

Elco Winter Storage, and Flat Rate Repair Plan are vital features of Elco service. A large section of the Elco plant is reserved for winter storage of boats. This service is highly appreciated by many yachtsmen in the metropolitan district, as it offers a protected haven during the winter months. When the boat arrives in the late fall, it is lifted from the water. All the equipment is taken out and renovated, while the cabin, lockers and lazarette are cleaned. The engine parts are slushed with grease, and the battery is removed. A survey is then made and a definite proposal is submitted. The owner knows exactly what overhaul work is needed. Furthermore he knows that the work will be done by experts at very reasonable cost.

Since practically every sale of an Elco model is a cash transaction, many people deny themselves the pleasure of a good boat because they think that this is necessary. It isn't—it has just happened that way. Anyone of good credit standing, who prefers to buy an Elco on the deferred payment plan, may do so.

Another interesting phase of the relationship

between the Elco Works and Elco owners lies in the complete range of Elco models. The novice or the man of moderate means whose first boat is one of the smaller Elco Cruisers, and whose taste or fortune graduates to a larger type may find what he wants in the Elco Fleet without the necessity of experimenting with an unknown make.

He is assured of the same dependability and proportionate performance to which he has become accustomed. He has every reason to believe that in a larger model he will still secure the greatest value at the lowest cost. In selecting another Elco he is dealing with friends whose ways he knows. He can get satisfactory terms, and in trading in his old boat he knows he will be given the fairest allowance. Elco has always been glad to accept an Elco boat in trade. These used boats are thoroughly reconditioned at the Elco Works and resold with a guarantee. Also, many owners find it an advantage, when circumstances warrant their disposal of a boat, to place it in Elco's hands for sale, to assure the greatest market for it and the best price obtainable. All this procedure may occur several times during the course of an owner's boating career.

Thus Elco serves and maintains its friendships with mutual satisfaction.



PORT ELCO

PORT ELCO—the first and finest motor boat showroom in the world—is more than the New York sales headquarters of the Elco Works. As its name implies, it is a port of call for all motor boat men on land, whether their home waters are in the Metropolitan district or far away. They are welcome to make their headquarters here, too, and to call upon us and use our facilities for the solution of any personal boating problem, or to just drop anchor and rest here for an hour or two in an atmosphere refreshing to them while on business in the crowded city.

Located at 46th Street and Park Avenue, Port Elco is in the very heart of the hotel and shopping district of New York City. The Showroom adjoins the Grand Central Palace, where the Motor Boat Show is held each year. On the floor at Port Elco, during the entire year, are displayed full-sized and fully equipped motor boats of current models. The prospective purchaser studies each model, and when he makes his selection he knows to the last detail what his boat will be. Thousands of boating enthusiasts and many inquisitive landlubbers visit Port Elco every year.

