

HERTER'S

SINCE 1893

MANUFACTURERS, IMPORTERS, EXPORTERS

THE AUTHENTIC WORLD SOURCE FOR HUNTERS,
FISHERMEN, GUIDES, GUNSMITHS, LAW ENFORCEMENT
OFFICERS, TACKLE MAKERS, FOREST RANGERS,
COMMERCIAL FISHERMEN, TRAPPERS AND EXPLORERS



WHOLESALE CATALOG NO. 78

1968

MAKERS OF CUSTOM FISHING TACKLE — MAKERS OF CUSTOM ARCHERY — MAKERS OF CUSTOM
AMMUNITION RELOADING MACHINES — MAKERS OF RIFLES, SHOTGUNS & REVOLVERS — MAKERS
OF CENTER AND RIMFIRE AMMUNITION — MAKERS OF AMMUNITION PRIMERS — MAKERS OF
HUNTING DECOYS — MAKERS OF CUSTOM FISH HOOKS — MAKERS OF VENTILATED RIBS —
MAKERS OF CUSTOM GUNSTOCKS — MAKERS OF GAME CALLS — MAKERS OF DURABLE FIBERGLAS
BOATS — MAKERS OF THE FINEST SURVIVAL AND CAMPING EQUIPMENT — MAKERS OF THE
FINEST QUALITY BINOCULARS AND TELESCOPE SIGHTS — MAKERS OF THE MOST ACCURATE
BULLETS — MAKERS OF THE LONGEST RANGE SHOTGUN SHELLS — MAKERS OF CLAY PIGEONS —
MAKERS OF CUSTOM SKIS

HERTER'S, INC.

WASECA, MINNESOTA, UNITED STATES OF AMERICA

Old World Craftsmanship

New World Production

Why you should use Herter's Chrome Fiberglas Process for Boat Covering, Repairing or Building

**STRONGER
THAN STEEL CONSTRUCTION
OFFERS LIFETIME SERVICE!**

USED BY THE UNITED STATES NAVY,
ARMY AND MARINES

Through constant contact with the latest developments in marine and chemical research, we are occasionally able to introduce our clientele to advancements in the marine field which are so revolutionary that they are difficult to describe in a convincing manner without arousing suspicions of "super-salesmanship."

This is the case with world famous Herter's Chrome Fiberglas process that has brought entirely new concepts to the field of boat building, covering and repairing. This process is reasonable in price and is easy to cover, build, or repair with. Herter's Chrome Fiberglas (made of spun glass, chrome impregnated) is far superior to wood, aluminum, steel or stainless steel. It is stronger, yet more flexible than steel, stainless steel or aluminum and in weight is about the same as aluminum or a trifle heavier.

ENDS BOAT UPKEEP

Herter's Chrome Fiberglas will not leak, waterlog, rot, mildew, rust or corrode, is worm-proof, weatherproof, gasoline, oil, and alcohol proof. Neither salt nor fresh water nor hot sun nor freezing temperatures affect it. Gives nearly complete freedom from barnacles and marine growth.

QUICK AND EASY TO APPLY

Gives your boat a permanent finish in four hours.

REQUIRES NO HEAT OR SUNLIGHT TO HARDEN

Herter's Chrome Fiberglas will harden at room temperature. You can use it in your basement, your garage, boathouse or outdoors.

ELIMINATES ROCK DRIFTWOOD, LOG AND COLLISION DAMAGE

You can break ice without fear of stoving a hole in your boat's bottom.

MOTOR BOAT MAGAZINE REPORT

Confirming the almost unbelievable qualities of Chrome Fiberglas, MOTOR BOAT magazine devoted an entire article to it. Following are a few excerpts from this article:

"There is no danger of the boat ever 'softening up,' even in the hottest climates, inasmuch as a temperature of 450 degrees F. is required to soften Chrome Fiberglas, and it melts at 1,250 degrees. At the other extreme,

the coldest weather does not affect it either."

Compare Both the Tensile and Specific Strength of Herter's Chrome Fiberglas Against Other Materials.

	Yield Tensile Strength (Lb. per square inch)	Specific Tensile Strength
Duraluminum -24ST	40,000	14,300
Structural Steel	45,000	5,800
Stainless Steel	230,000	29,500
Piano Wire -0.033 of an in. dia.	320,000	41,000
Chrome Glass Fibers (2) -0.00020 of an in. dia.	330,000	132,000
Chrome Glass Fibers (2) -0.00035 of an in. dia.	270,000	112,000

"Chrome Fiberglas itself, is not only stronger in every respect than wood, in tensile strength it is stronger than steel! In specific impact strength, parallel Chrome Fiberglas, reinforced laminates rate 31.0, while steel rates only 5.8."

INCREASING SPEED WITH HERTER'S CHROME FIBERGLAS

Herter's Chrome Fiberglas, because of its very smooth finish and because it stops your boat entirely from soaking up water in actual tests increases the speed and the pickup of your boat from 15% to 20% over that of a finished wood hull. In marshy areas where vegetation is abundant it will increase your boat speed as much as 25%. Herter's Chrome Fiberglas adds about 3 ounces per square foot; this is far less than the normal water pickup of a freshly painted hull.

HOW HERTER CHROME FIBERGLAS CLOTH IS MADE AND WHY IT IS SUPERIOR TO ANY OTHER GLASS CLOTH MADE IN AMERICA

Herter's are by far the oldest in glass cloths in the marine field. We were experimenting with glass cloth before World War II, years ahead of anyone else. We hold the patents on the glass bedding of guns, we pioneered the glass fishing rods. Because we alone in the marine field operate in Europe as well as North and South America, we have the great advantage of getting European technical information as well as North American.

Here is how the best quality glass cloth is made.

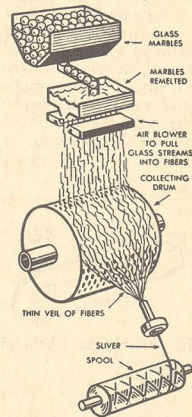
Glass filaments or fibers measuring .00036 inches in diameter have the maximum strength. They will resist temperatures up to 1,000 degrees F. These glass filaments must be perfectly round. Larger glass fibers become more brittle as the diameter increases and do not have as great a tensile strength. These larger diameter

fibers of course are easier to manufacture and handle and are much cheaper. Glass cloth or yarn made from these larger fibers is much cheaper. Visually cloth or yarn made from coarser fibers looks exactly the same as cloth or yarn made from the more expensive finer fibers. As before mentioned however such yarn or cloth is much more brittle and has far less tensile strength. Such inferior cloths are being widely sold throughout North America.

Briefly this is how fine first quality fibers are made.

Clear glass marbles about the same size we used to play marbles with are dropped into a stoker above a platinum floored oven. Platinum is used for the oven floor as it is the only metal that can withstand

severe heat and not close up the fine holes drilled in it. As the marbles melt they are drawn through the fine holes in the platinum. The filaments formed by this drawing are like clear spider webs. An operator gathers up these fine fibers of glass and starts them on a motor driven bobbin beneath the oven as the illustration shows. The glass fibers on the way from the oven to the bobbin are sprayed with ordinary starch. The starch acts as a binder and also makes them visible. The fibers are then wound into yarn and the yarn is wound onto a spool.



The spools of glass yarn are now put in an oven and subjected to heat enough to bake out the starch. Herter's then give the yarn a chrome plate. This invention gives the glass fibers a permanent coat which tends to shed moisture and most important of all makes the Resinote when applied stick tightly to the glass.

Without this "Chrome plate" glass laminates absorb considerable water and the laminate becomes brittle with age. The glass fibers separate in time from the resin. We now take this chrome glass yarn and weave it into cloth.

IT COSTS THE SAME TO GIVE YOUR BOAT A COAT OF CHROME FIBERGLAS AS IT DOES TO HIRE A MAN TO SAND AND PAINT IT.

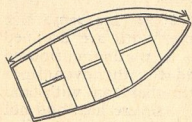
To apply and completely finish one square foot of Herter's Chrome Fiberglas use this approximate price scale.

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

Herter's Heavy Duty Weight Chrome Fiberglass Cloth, 1 to 125 yard quantity, 25c per square foot; 125 yard quantity 20c per square foot.

Herter's Interlocked Chrome Fiberglass Mat —1 to 65 yard quantity 61.6c per square foot; 50 yard quantity 51.4c per square foot. **DO NOT ORDER FROM THESE FIGURES; USE PRICES ON FOLLOWING PAGES GIVING LENGTH AND WIDTH OF CLOTH.**

HOW TO DETERMINE THE AMOUNT OF HERTER CHROME FIBERGLAS CLOTH TO ORDER



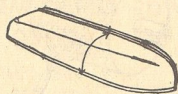
To Measure for Total Yardage

Measure the length from stern to bow along the gunwale. Add 6 to 12 inches for overlap and multiply the total length

by 2. If you use two lengths of Chrome Fiberglass Cloth or if you use a width wide enough for the whole bottom do not, of course, multiply by two. This will give you the total yardage that you should order with the exception of Chrome Fiberglass Cloth for the transom.

To Measure for Width

Measure from the keel to gunwale at the widest point and add 2 to 6 inches for overlap. This will give you the width of Herter Chrome Fiberglass cloth to order.



To Cover the Transom or Back of Boat

Measure the width and depth as illustration shows.

You may add additional cloth of the same width used on the hull or order a separate piece to cover the entire transom in one section. Actually, you will have some pieces of Chrome Fiberglass left when you trim the cloth at the prow and these can usually be used to cover one third to one half the transom. Overlapping and piecing Herter's Chrome Fiberglass cloth weakens it in no way. The laps when sanded flush cannot be noticed.

Important:

Be sure to take into consideration the additional cloth required when double or triple layers of Herter's Chrome Fiberglass cloth are used, as in building a new boat by covering a skeleton frame.

HOW TO DETERMINE THE AMOUNT OF RESINOTE REQUIRED

HEAVY DUTY CHROME FIBERGLAS CLOTH

1 gallon of Resinote will be sufficient to

cover with three coats 47½ sq. ft. of Heavy Duty Chrome Fiberglass Cloth. This is equal to:

38"	44"	50"	60"
wide	wide	wide	wide
5 yds.	4.3 yds.	3.8 yds.	3.16 yds.

HEAVY DUTY SUPER STRENGTH INTERLOCKED CHROME FIBERGLAS MAT

1 gallon of Resinote will saturate	48" wide. running 1 yd. or 12 sq. feet.
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NUMBER OF LAYERS OF CHROME FIBERGLAS AND MAT NECESSARY FOR MAKING THE FOLLOWING ITEMS

To Make a Boat in a Mold:

This requires one layer of Herter's Interlocked Chrome Fiberglass Mat between two layers of Herter's Heavy Duty Weight Chrome Fiberglass cloth for boats up to and including 16 feet long. For boats from 18 to 25 feet long it requires two layers of Herter's Interlocked Chrome Fiberglass Mat between two layers of Herter's Heavy Duty Weight Chrome Fiberglass cloth. Additional bottom layers may be required on Cruiser type hulls depending upon inner structure. Resinote and Lamiset are required as previously stated.

To Cover a Wooden Boat:

This requires one layer of Herter's Heavy Duty Weight Chrome Fiberglass cloth on all types of wooden boats. Resinote and Lamiset are required as stated previously. NOTE: Do not attempt to cover Clinker or Lap Strake type boats until you have a little experience with the Fiberglass process. Cover a small boat of any kind then cover Clinker or Lap Strake boats and you will find them easy.

To Cover a Canoe:

It takes one layer of Herter's Heavy Duty Weight Chrome Fiberglass cloth which is applied to replace the canvas. Resinote and Lamiset are required as previously stated.

To Cover Decks:

One layer of Herter's Heavy Duty Weight Chrome Fiberglass cloth is excellent. Resinote and Lamiset are required as previously stated. To provide a non-slipping surface merely apply an additional coat of Resinote and when it is tacky sprinkle fine sand on the surface with a salt shaker.

To Make Bog Shoes:

It takes one layer of Herter's Heavy Duty Weight Chrome Fiberglass cloth and one layer of interlocking Chrome Fiberglass Mat. Resinote and Lamiset are required as stated previously.

To Cover Canopies and Cabins:

One layer of Herter's Heavy Duty Weight Chrome Fiberglass is excellent. Resinote and Lamiset are required as stated previously.

To Cover Hulls of Boats from 25 to 70 Feet Long:

Two layers of Herter's Heavy Duty Weight Chrome Fiberglass cloth is recommended. Resinote and Lamiset are required as stated previously.

Color of Wood Covered by Chrome Fiberglass:

One layer of Herter's Heavy Duty Chrome Fiberglass cloth over wood leaves the grain show through clearly just as if it were varnished. If you like natural wood coloring for decks, cabins, hulls, etc., you can have it by simply covering with Herter's Chrome Fiberglass and applying Resinote in the natural clear color.

Marine Growth:

Herter's Chrome Fiberglass is practically antifouling in most waters. In semi-tropical waters such as the Florida and Louisiana areas some marine growth may be encountered.

OUR CUSTOMERS SAY!

Dear Sir:

I received my canoe on April the tenth and I have used it this last week every day. I would like you to know that I am very well pleased. It will hold a course in cross winds and currents. I strongly recommend it to any serious canoeist.

Sincerely,
Gerald E. Cesar
Ashley, Mich.

Dears Sirs:

I have been wanting to write this letter for quite some time but good intentions are often gone astray.

Two years ago after many years of indecision we finally decided to buy a canoe. We have been buying things from your company for years and we read your literature on fiberglass over and over—including your words or advice on canoes in general.

Then we did it !!! We ordered a canoe from you. Square stern blue fiberglass.

I can't describe the feeling we had when we saw it's graceful lines and matchless beauty. We put it on our red and white station wagon and away we went to Maine.

We fished 8 lakes that summer.

We used 3½ to 7½ horsepower motors. We paddled.

It's Perfect !!!

We were more than satisfied but the following spring we tried it on "White Water" 8 miles of rapids on the Housatonic River. We were not too experienced and we wore out a good set of paddles and hit hundreds of rocks. We were pretty well worn out too. But the canoe came thru without a scratch. It was unbelievable—but true. No other canoe could have done it I am sure.

We have used it in Long Island Sound striped bass fishing—Rides like a dream.

We have been on a 10 mile lake in a very bad storm with waves 4 to 5 feet high but we came thru steady and sure.

Thank you for the quality of workmanship, reasonable price, beauty and durability of our canoe.

We are most satisfied customers.

Mr. & Mrs. Robert W. Deegan
Stamford, Conn.

WHAT IS NEW FOR TOMORROW, YOU CAN BUY AT HERTER'S TODAY

Chrome Fiberglas Boat Covering Kits

We made up these kits as an accommodation to our customers that have requested them. They are a little more expensive than buying the same materials separately as we have to allow for the largest variance in these boats.

Each kit contains the following:

Enough Heavy Duty Weight Chrome Fiberglas Cloth to cover the bottom, sides, and transom (or bottom only) plus enough to practice with.

Enough Resinote with Lamiset and thickener.

Enough Resinote Solvent for cleaning your roller, brushes, hands, etc.

No.	Boat Size	Type	Area to Cover	Width of Cloth	Amount of Cloth	Amount of Resinote Complete With Filler	Complete Cost Without Color	Complete Cost Shpg. With Color Lbs.
700	10 ft.	Pram	Bottom only	44"	3½ yds.	1 gal.	\$10.40	\$11.10 16
701	10 ft.	Pram	Bottom, sides, transom	38"	8 yds.	1¾ gal.	19.35	20.30 27
702	12 ft.	Fishing or outboard	Bottom to Splash Rails	60"	4 yds.	1¼ gal.	14.40	15.35 21
703	12 ft.	Fishing or outboard	Bottom, sides, transom	44"	9 yds.	2 gal.	22.70	24.10 30
704	14 ft.	Fishing or outboard	Bottom to Splash Rails	60"	5 yds.	1½ gal.	17.80	18.75 25
705	14 ft.	Fishing or outboard	Bottom, sides, transom	44"	10½ yds.	2½ gal.	27.75	29.15 44
706	16 ft.	Fishing or outboard	Bottom to Splash Rails	60"	5½ yds.	1¾ gal.	20.15	21.55 27
707	16 ft.	Fishing or outboard	Bottom, sides, transom	50"	11½ yds.	3 gal.	34.20	36.30 49
708	12 ft.	Both ends pointed hunting boat	Bottom and sides only	60"	4 yds.	1¼ gal.	14.40	15.35 21
709	12 ft.	Both ends pointed hunting boat	Bottom and sides and deck	60"	5 yds.	1½ gal.	17.80	18.75 25
710	12 ft.	Lap Strake	Bottom to Splash Rails	60"	4 yds.	1¼ gal.	14.40	15.35 21
711	12 ft.	Lap Strake	Bottom, sides, transom	44"	9 yds.	2 gal.	22.70	24.10 30
712	14 ft.	Lap Strake	Bottom to Splash Rails	60"	5 yds.	1½ gal.	17.80	18.75 25
713	14 ft.	Lap Strake	Bottom, sides, transom	44"	10½ yds.	2½ gal.	27.75	29.15 44
714	16 ft.	Lap Strake	Bottom to Splash Rails	60"	5½ yds.	1¾ gal.	20.15	21.55 27
715	16 ft.	Lap Strake	Bottom, sides, transom	50"	11½ yds.	3 gal.	34.20	36.30 49
716	16 ft.	Sailboat	Entire hull including transom, centerboard trunk, reinforcement for garboard and hard chine	50"	14 yds.	3½ gal.	41.80	43.90 54
717	21 ft.	Sailboat	Entire hull including transom, centerboard trunk, reinforcement for garboards and hard chine	60"	18 yds.	6 gal.	66.70	69.50 85
718	15 ft.	Canoe	Replace all canvas with Chrome Fiberglas	60"	5 yds.	1½ gal.	17.80	18.75 25
719	17 ft.	Canoe	Replace all canvas with Chrome Fiberglas	60"	6 yds.	2 gal.	22.40	23.80 30
720	18 ft.	Canoe	Replace all canvas with Chrome Fiberglas	60"	6½ yds.	2¼ gal.	24.10	25.50 33

NOTE: In all the calculations there is of course a variance as the shape and widths of boats do vary. These variations however have been averaged as accurately as possible.

HERTER'S CHROME FIBERGLAS CLOTH AND MAT AVAILABLE IN THE FOLLOWING WIDTHS AND WEIGHTS

Our Heavy Duty Weight Chrome Fiberglas cloth is what the name implies. It will do the job properly.



Photo Shows Weave of Herter's Chrome Fiberglas Cloth (Actual Size)

We have been working with glass cloth since before World War II. We have been testing it for years under all weather conditions in all parts of the world. We find definitely that one Heavy Duty Weight Chrome Fiberglas cloth is best suited for glass cloth

purposes. We do not sell the lightweight Fiberglas cloths offered by some competitors as we know they are not practical not even for deck covering or covering surfboards.

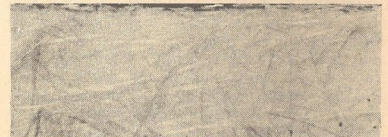
Get a group of your friends together and buy in rolls, if possible. The saving is considerable. For over 500 yard quantities write for special prices.

Cloth Width	Price Per Yd.	125 Yds. Price	Shpg. Wt. Per Yd.	Shpg. Wt. Per Roll
38 inch	\$1.00	\$ 90	1 lb.	96 lbs.
44 inch	1.15	1.00	1½ lbs.	108 lbs.
50 inch	1.30	1.15	2 lbs.	118 lbs.
60 inch	1.60	1.35	2½ lbs.	145 lbs.

HERTER'S SUPER STRENGTH INTERLOCKED CHROME FIBERGLAS MAT

This Fiberglas mat is unlike any offered by any other company. It has the same strength as Fiberglas Cloth something no other mat does. It is easy to put on. It weighs 2 ounces per square foot not 1½ ounces as some others sell at lower prices. Most important of all the

fibers in it are longer than in any other mat and are interlocked. We stock Interlocked



Herter's Chrome Fiberglas Mat

Chrome Fiberglas Mat only in 44, 48 and 60 inch width. We have found these the best width regardless of size of boat you are building.

Mat Width	Price Per Yd.	80 Yds. Price	Shpg. Wt. Per Yd.	Shpg. Wt. Per Roll
44 inch	\$1.30	\$1.10	2 lbs.	110 lbs.
48 inch	1.40	1.20	2 lbs.	113 lbs.
60 inch	1.53	1.33	3 lbs.	123 lbs.

Herter's chrome fiberglas roving designed especially for making lightweight canoes. It weighs 18 oz. per sq. yd.

60 inch roving Shpg. wt. per yd. 3 lbs. \$1.95

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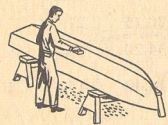
BASIC PROCEDURE FOR COVERING WOODEN BOATS WITH HERTER'S HEAVY DUTY FIBERGLAS CLOTH

In brief here is the general procedure for applying Herter's Chrome Fibreglas to a wooden boat. Complete very detailed instructions are included with every purchase of Fibreglas and Resinote covering all phases of Fibreglas usage.

Covering the hull of a boat with Chrome Fibreglas is a very simple procedure and it economically provides you with a boat that will give you a lifetime of service under the toughest conditions. It completely eliminates the need for painting, caulking and soaking the boat before use.

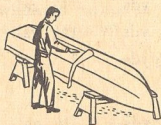
No. 1. Prepare The Hull's Surface.

The hull must be thoroughly dry and all of the old paint removed. This is important, since Chrome Fibreglas laminations will not adhere to surfaces which have paint on them.



No. 2. Roughly Cut The Chrome Fibreglas Cloth To Fit The General Hull Shape.

It is usually best to have the Chrome Fibreglas cloth cut to shape for the boat. Always cut Chrome Fibreglas cloth with a scissors. Make certain that it is laid smoothly and that it follows the hull contours at all places.



No. 3. Mix Resinote, Coloring Material If You Use It And Lamiset.

Mix only one quart at a time. Follow instructions printed on container labels.



No. 4. Apply A Coat Of Resinote To Half The Boat.

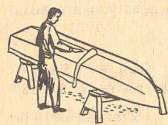
Now take a quart of Resinote to which you have added the proper amounts of Lamiset and without delay using a mohair roller or 3 inch paint brush, give half of the hull a coat of the catalyzed Resinote. Use the keel as the dividing line and overlap the keel 4 or 5 inches. Watch the surface of the wood and if any areas appear dull it means that the Resinote has sunk into it. Give these dull spots another quick coat of Resinote at once.



No. 5. Apply Chrome Fibreglas Cloth.

Now working in the shade without delay take your Chrome Fibreglas cloth starting at one end of the boat lay the cloth onto the wet Resinote covered half of the boat. With your roller press and smooth out the Chrome Fibreglas cloth as you lay it on working from the keel down to the gunwale. An ordinary 5 inch wide squeegee that you can get at the dime store is at times handy to press the cloth in to fit the keel or when covering a lap strake boat.

It is of the utmost importance that there be no air bubbles under the surface of



the cloth. Work these out with your roller or your hands. In most cases your finger tips are really the best.

If a bubble simply will not disappear due to the peculiar contour of the boat make one or more slits in the cloth at this point with an old scissors and then press the cloth down.

No. 6. Cover Other Side Of The Hull.

Now give the opposite side of the boat a coat of catalyzed Resinote, and apply a layer of Chrome Fibreglas cloth to it as before described. Overlap 4 to 5 inches on the keel.

No. 7. Covering The Transom.

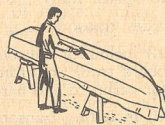
Now give the transom a coat of Resinote with proper amounts of Lamiset added and cover it with a piece of Chrome Fibreglas cloth. Overlap the cloth from the transom around the sides of the boat 2 to 6 inches. Cut and fold it to fit when necessary. Be sure to roll out all air bubbles.

With the transom covered and the Resinote completely hard, feather sand the overlapping edges so they blend in with the fibreglas covering of the sides.



No. 8. Apply Coat Of Resinote To The Chrome Fibreglas Cloth.

Mix a quart of Resinote with the proper amounts of Lamiset. With your roller or brush apply this at once to the Chrome Fibreglas cloth on one side of the hull. Again smooth out any bubbles with your finger tips or roller. Do the same on the other side of the hull and transom. Now let it harden. This will take a few hours.



No. 9. Trim Off Surplus Cloth.

Trim off rough edges with a hacksaw and file the edges smooth. If you allow to stand until it is dry to the touch but not completely hard you'll find that the edges extending over the gunwale can be easily trimmed with a sharp knife using a sawing motion inward towards the center of the boat. Apply pressure toward boat only, if pulling motion is from boat you may pull fabric loose from boat.



No. 10. Lightly Sand Chrome Fibreglas Laminate.

With the second coat hardened throughout carefully check for small pinholes. If they are located lightly sand these areas. This causes the small pinholes to fill with the granules of the sanding. Take some light sandpaper and sand off any rough spots or uneven areas.



No. 11. Final Coat Of Resinote.

Mix the Resinote for the third coat as you did for the second, again using the coloring material if you used it for the second coat. Now apply the third coat. As this is the final coat utmost care should be taken to have this smooth and even. If



using coloring mix all the Resinote and color you will need for the complete third coat to insure the color is even throughout.

It is not possible to give you exact curing times as they vary according to the weather conditions and the temperature of the day. In cold or humid weather the Resinote will not completely cure for perhaps a day or so. Do not worry as nothing is wrong. Within a day or so it will cure completely. If you desire to shorten hardening time move your boat into the sun and you'll find it will harden much faster.

USING HERTER'S CHROME FIBERGLAS TO COVER FLAT ROOFS

Chrome Fibreglas makes the ideal roof covering. It lasts indefinitely. Simply apply it over clean, new roof boards or plywood. Fibreglas cannot be applied over tar or asphalt surfaces. Wood must be clean or new with no paint filler or sealer applied. All seams should be caulked with plastic wood or resinote mixed with ground fibreglas. It cannot be used on metal roofs. One layer of Heavy Duty Chrome Fibreglas is all you need. Give us the details on your roof and we will quote you and give you detailed instructions with your order.

USING HERTER'S CHROME FIBERGLAS TAPE TO REPAIR LEAKING PIPES

Simply sand the area on each side of the leaking pipe to roughen it up and wrap it with Chrome Fibreglas tape. Then give the tape a saturating coat of catalyzed Resinote.

BARGAIN IN SCRAP CHROME FIBERGLAS MAT OR CLOTH PIECES

In building our Chrome Fibreglas boats we, at times, have scrap pieces of our Interlocking Chrome Fibreglas Mat and heavy duty weight chrome fibreglas cloth left over. They run from about 1 foot square to two feet square. They are excellent for making small articles such as minnow boxes, patching boats, making bait boxes, covering decks, covering flat and slanted roofs, and for making molds. You can have either all cloth or mat or pieces of both.

Price 10c per square foot. Minimum order 20 square feet. Shpg. wt. per 10 sq. ft. 3 lbs.

HERTER'S MOLD RELEASE

Used when making new boats of chrome Fibreglas. Our special Plasticwax mold release covers the molds so Chrome Fibreglas will not stick to the mold.

No.	Per Pint	Per Quart
PJ1F	65c	\$1.25

Shpg. wt. Pint—2 lbs.; quart—4 lbs.

HERTER'S RESINOTE

WILL NOT TURN WHITE WITH USE

This is the liquid glass that you fill the Chrome Fibreglas cloth with. Lamiset, necessary to use with Resinote is supplied free of charge and is included in the correct quanti-

ties for amount of Resinote ordered.

Our German formula Resinote is the finest



quality available and contains no fillers or thinning chemicals. Shelf life 6 months at 70 degrees F.

Per Pint	\$1.00	2 lbs.
Per Qt.	\$1.75	4 lbs.
Per Gal.	\$6.25	11 lbs.
Per 5 gal. container	\$6.00 per gal.	55 lbs.
Per 25 gal. container	\$5.50 per gal.	275 lbs.
Per 55 gal. drum	\$5.00 per gal.	550 lbs.

For more than one drum, write for special prices.

HERTER'S SPECIAL DURAL RESINOTE THICKENER

THIS PRODUCT SHOULD BE USED WHEN MAKING NEW BOATS AND WHEN COVERING LAP STRAKE OR CLINKER TYPE BOATS. WE ALSO STRONGLY RECOMMEND USING IT WHEN COVERING OLD OR NEW BOATS.

This is not an inactive china clay or silica filler such as ground sand or clay but an especially formulated Resinote thickener. It is light and fluffy and when mixed in with Resinote prevents it from running and sagging. You use 2 ozs. per gallon when using Chrome Fiberglas mat and 4 ozs. per gallon when using our Heavy Duty Chrome Fiberglas cloth. Makes the Resinote go further so actually costs nothing to use. We use it when making our famous Chrome Fiberglas boats.

No. PV2D—Resinote thickener:

Per 4 oz. bag Shpg. Wt. 5 ozs.....	\$.30
25 lb. bag Shpg. Wt. 26 lbs.	27.50

HERTER'S 750 RESINOTE SOLVENT



lasting qualities. Acetone or lacquer thinners

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

will work to some extent for cleaning brushes but are not nearly as effective as 750 Solvent.

No. PV2B—750 Solvent:

Per Pint Shpg. Wt. 2 lbs.	\$.65
Per quart Shpg. Wt. 4 lbs.	1.13
Per Gallon Shpg. Wt. 11 lbs.	3.99

HERTER'S 740 RESINOTE SOLVENT

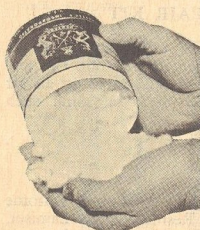
This solvent cleans Resinote perfectly from rollers, brushes and hands. For general use it is good. It will not however take off Resinote after it has begun to harden as Solvent 750 will. Resinote itself cannot be thinned with this solvent or with any other. Any thinning of Resinote will ruin its immense strength and lasting qualities. Acetone or lacquer thinners will work to some extent for cleaning brushes but are not nearly as effective as 740 Solvent.

No. PV2C—740 Solvent:

Per Pint Shpg. Wt. 2 lbs.	\$.45
Per Quart Shpg. Wt. 4 lbs.80
Per Gallon Shpg. Wt. 11 lbs.	2.75



HERTER'S GROUND FIBERGLAS FIBERS



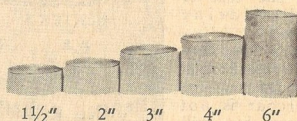
These fibers are for mixing with Resinote to form a putty like paste for filling in any dents, cracks or open seams in boats or canoes. This is a wonderful product, once it has hardened the repair is fixed forever.

PV1E—Fiberglass Fibers: Quantity (By Volume)

Per Pound Shpg. Wt. 2 lbs.	\$.70
Per 5 lbs. Shpg. Wt. 7 lbs.	3.25
Per 10 lbs. Shpg. Wt. 14 lbs.	6.00
Per 50 lbs. Shpg. Wt. 70 lbs.	27.50

HERTER'S HEAVY DUTY CHROME FIBERGLAS TAPE

Herter's Heavy Duty Chrome Fiberglas tape is a carefully engineered tape for the boat maker, or boat coverer as well as other indus-



trial users. Our Chrome Fiberglas tape is not to be compared with so called Fiberglas tapes that are merely cut from Fiberglas cloth and have raw edges that quickly unravel making the tape worthless. Our Chrome Fiberglas tapes are woven individually on looms and their edges are interwoven and will not unravel. Our tapes are all Chrome finished.

Chrome Fiberglas tapes are suited to any work where a narrow strip of Chrome Fiberglas is an advantage to use.

Some of the many uses are:

1. Covering the top of boat transoms.
2. Covering boat gunwales.
3. Covering and reinforcing keels and spray rails.
4. Reinforcing sail boat masts and center board edges and fishing boat outriggers.
5. Covering oars.
6. Covering all the seams in plywood boats.
7. Covering the "push areas" of doors.

PRICES ON HERTER'S HEAVY DUTY CHROME FIBERGLAS TAPE

Width	5 Yds.	Wt. 50 Yds.	Wt.
1 1/2 inches	\$.45	1 lb.	4.05 2 lbs.
2 inches55	1 lb.	4.95 2 lbs.
3 inches75	1 1/2 lb.	6.75 2 lbs.
4 inches90	1 1/2 lb.	8.55 3 lbs.
6 inches	1.40	2 lb.	12.75 4 lbs.

HERTER'S GERMAN FORMULA NONFADING CHROME FIBERGLAS COLORING PIGMENTS

When using Herter's Chrome Fiberglas to repair or build your boat, you not only eliminate repair, swelling and shrinking, but you can also give your boat a lifetime paint job at the same time by mixing our coloring pigments in the Resinote itself. If you desire, instead of using our coloring pigments, you can also apply Herter's English Marine Enamel duck boat paint for a flat dull finish

or Herter's English Marine Enamel fishing boat paint for a glossy finish. Many companies advertise that marine and automotive type paints will stick on Fiberglas. They definitely will not as they do not eat into the surface of the Fiberglas to get a foothold so to speak and crack and come off with use. Using our color pigments, which are designed particularly for use with Chrome Fiberglas, the color is mixed with the Resinote and is permanently blended into the laminate. No further paint jobs will be required for the lifetime of the boat.

Moreover, using these pigments is very economical.

When you order out your color pigments, be certain that you are selecting colors which really appeal to you, since you will be looking at them for a long time. For duck boats, order "dead grass" if you hunt in northern areas in which your blind foliage freezes and dies during the fall. In areas where the foliage remains somewhat green during the hunting season, order "dull autumn rush."

These pigments are available in proper proportions for use with a quart or gallon of Resinote. Order out one unit for each gallon or quart of Resinote required for your hull.

With white coloring or other light shades it is necessary that you add the coloring pigment to ALL THE RESINOTE used and not merely to the second and third coats as is the case with other colors such as green, brown or black. If your final coat is not as deep a color as you might prefer this can be corrected by adding two of the containers of

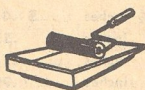
pigment normally used for one gallon of Resinote to one quart and covering the outside. This will of course be a very concentrated solution and give a very opaque outer color.

Colors available are: bright blue, yellow, white, green, brown, orange, maroon, red and black for canoes, fishing, cabin and deep sea boats; dead grass and dull autumn rush for hunting boats.

No. PV1G—Color Pigments	Price	Shpg. Wt.
Unit Sufficient for 1 quart Resinote...	.25c	8 ozs.
Unit sufficient for 1 gal. Resinote...	.70c	8 ozs.

HERTER'S MOHAIR ROLLER FOR APPLYING RESINOTE

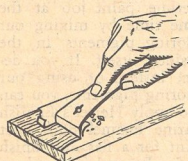
We have found that a mohair roller because of its stiff bristles tends to puncture air bubbles as you use it to apply Resinote. You can apply Resinote actually faster and easier with a mohair roller than you can with a spray gun.



PX2B 7" Roller Shpg. Wt. 12 ozs.\$7.5
PX2C 7" Sleeves Shpg. Wt. 6 ozs.37
PX2A Metal Pan Shpg. Wt. 10 ozs.80

HERTER'S FAMOUS UTILITY SCRAPER

Herter's Utility Scraper is 9½ inches long and 2 inches wide. The scraper is shaped to fit a man's hand perfectly.



1. It has a built-in nail puller.
2. It is plenty strong enough to use as a pry bar to open boxes, stuck windows, etc.
3. Quickly removes wall paper, paint and varnish around the house.
4. It is an excellent chisel and hammering on the opposite end will not damage it.
5. Scrapes rust from anything.

PX2E Shpg. Wt. 1 lb.\$9.9
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HERTER'S CHROME FIBERGLAS BOAT AND CANOE PATCHING KITS



Besides being a necessity for modern boat repair and patching these kits give you an opportunity to try out Chrome Fiberglass at a very low price.

HERTER'S STANDARD CHROME FIBERGLAS REPAIR KIT

This is our most popular repair kit.

Regardless of the kind of hole or stoving that may be in your boat or canoe you can permanently and quickly repair it with our Chrome Fiberglass repair kit. There is no need of repairing any damaged wood. A Chrome Fiberglass patch over the hole or broken-in part is dozens of times stronger than the original wood. The patch will still be there when the rest of the wood has rotted away. Troublesome seams can be quickly and permanently sealed and filled.

This is an ideal kit to be kept in your hunting lodge or in boat liveries, since it packs into a small area and is always ready for constant use without making special trips for materials.

This kit consists of: 1 pint of Resinote with Lamiset, 3 square feet of Heavy Duty Weight Chrome Fiberglass cloth, 6 lineal feet of 1½" Chrome Fiberglass tape, Instruction manual, ¼ pint Resinote Solvent.

PZ1A Shpg. Wt. 4 lbs.\$2.75
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HERTER'S CHROME FIBERGLAS TAPE REPAIR KIT

This kit is excellent for repairing, protecting and strengthening masts, spars, outriggers, and bad seams.

Contains the following:

12 yards of 3" Chrome Fiberglass tape or 15 yards of 1½" Chrome Fiberglass tape. Specify. Enough Resinote and Lamiset to apply it. ½ pint of Resinote solvent for cleaning brushes. Complete instructions.

PZ1B Shpg. Wt. 4 lbs.\$3.95
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HERTER'S CHROME FIBERGLAS LARGE SIZE REPAIR KIT

This kit is made up for those who need a large repair kit or want to try out Chrome Fiberglass by lining a fish box, molding an air tank, cover a piece of deck or some such project.

This kit contains:

12 sq. feet of Heavy Duty Weight Chrome Fiberglass, 1 quart of Resinote with Lamiset, 1 pint of Resinote solvent for cleaning brushes, complete instructions.

PZ1C Shpg. Wt. 6 lbs.\$3.75
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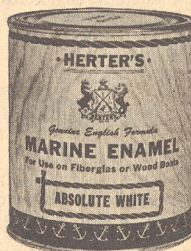
HERTER'S ENGLISH MARINE ENAMEL

FOR FIBERGLAS AND WOODEN BOATS

To apply our English Marine Enamel to fiberglass boats first give the boat a coat of English Marine Undercoat. Then apply one coat of English Marine Enamel.

To apply our English Marine Enamel to wooden boats the undercoat is not necessary, but will do a better job if used.

Compare our English Marine Enamel if you do not find it works perfectly return empty can within one month for a full refund plus transportation charges.



Contains only the highest priced ingredients and is not made to sell at a price. It is very expensive but by far the least expensive in the long run as it will outwear cheaper enamel many times over. Produces a really durable, flexible high gloss finish.

Stocked in colors: (1) Leaf Green, (2) Absolute White, (3) French Gray, (4) Red, (5) Blue, (6) Orange, (7) Black, (8) Yellow, (9) Flat Duck Boat Drab.

No.	Color	Qt.	Gal.
PX1E	4, 5, 6, 8	\$1.85	\$6.55
PX1F	1, 2, 3, 7, 9	1.50	5.30
PX1G	undercoat	1.50	5.10

Shpg. wt. per qt.—5 lbs.; per gal.—16 lbs.

HERTER'S ENGLISH MARINE EPOXY CHEMICAL ENAMEL

FOR FIBERGLAS, WOOD OR ALUMINUM BOATS—CHEMICALLY HARDENS FORMING A SUPER TOUGH SHIELD SO HARD AND TOUGH IT RESISTS CHIPPING, SCRATCHING, AND SALT WATER BETTER THAN ANY OTHER FINISH.

Epoxy chemical enamel is a lot more than just a marine paint. It goes on easily like a paint but chemically cures to form a tough hard high gloss shield. So smooth even dirt will not hold to it. It fuses itself to the surface it is applied to above or below the water line. One quart covers about 125 square feet. Resists scratches, chipping, or cracking far more than any conventional marine coating. When cured, the film is hard, naturally resistant to oils, salt and other marine hazards.

Comes in the following colors: Dolphin Blue, Ebony Black, White Gloss, Cascade Green, Racing Red, Gray. Specify on order.

Per quart with chemical hardener.

PX1L Shpg. Wt. 3 lbs. 4 ozs.\$3.99
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Aluminum Primer. Must be used on bare aluminum before using Epoxy Enamel. 1 quart covers about 175 square feet.

PX1M Shpg. wt. 2 lbs. 14 ozs. 3.99
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HERTER'S POLYESTER RESINOTE PUTTY

For patching fiberglass or wooden boats caulking boats for fiberglassing and many other uses. Can be used for fairing up surfaces for finishing and for angle filling. It has a shelf life of 6 months before catalyst is used. Herter's fiberglass coloring pigments can be used with this putty.

One pint, Catalyst included.



PX1N Shpg. Wt. 1 ½ lbs.\$1.67
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HERTER'S NON-SLIP SURFACER

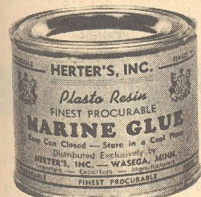
This is a special heavy plastic surfacer or paint that contains small pieces of real garnet stone. It brushes on well. Applied to your deck or to the inside bottom of your boat it gives a permanent non-glare and non-slipping, water-proof surface that lasts indefinitely, prevents falling and slipping completely. It is unaffected by water or weather. Works perfectly on aluminum, steel, fiberglass or wood. Comes in green or gray, specify. Be sure to try some. One bad fall can ruin your life.



No.	Qt.	Wt.	Gal.	Wt.
PX1K	\$1.45	4 lbs.	\$4.93	16 lbs

HERTER'S RESIN MARINE GLUE

During the last few years, a great number of so-called waterproof resin cements have been placed on the market. We have tested each one and find that only one meets strictest water resistant standards. Our glue is the finest, strongest, most water resistant glue you have ever seen. It is easily and quickly mixed.



The best obtainable for marine and cabinet work. This glue comes in powdered form, and a little bit makes a lot of glue. It is easily and quickly mixed.

No.	Shpg. wt.	24 ozs.	\$6.66
AC4			

HERTER'S FAMOUS DULL DUCK BOAT PAINT

Our time-proved duck boat paint has been proven the world over.

There is more of this paint in use than any paint of its kind ever made.

Our marine duck boat paint, as our old accounts well know, is the best duck boat paint ever made. A duck boat paint that shines is as bad as gloss paint on decoys. There is nothing that will scare away ducks more than a boat that reflects light. Don't forget to give your hunting shack and boat dock a coat with our duck boat paint also. They will flare ducks, too, if they are near your hunting area.

In formulating this paint, particular attention was given to the water repellent qualities a boat must have. Many dull paints lack the essential oils which make them water repellent and, after many days of continuous use, the boat will become waterlogged and consequently much heavier and



unwieldy to handle both in the water and when loading. These paints will also "chalk off" in a short period of time.

It comes in two colors: Dead Grass, that blends perfectly with dead rushes of hunting surroundings and Olive Rush, that blends perfectly with mixed live and dead rushes and also with the bottom color of marshes. Blending your boat with the bottom color of marshes is very important if the rushes are not very heavy.

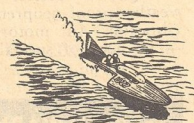
Specify color and quantity desired on orders.

No.	Per qt.	Per gal.
PW1A	\$1.55	\$5.30
Shpg. wt. per qt.—4 lbs.; per gal.—16 lbs.		

STRONGHOLD NAILS FOR BOATS

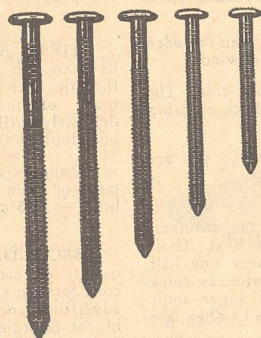
THE MIRACLE NAIL THAT HOLDS BETTER THAN A SCREW. THE GREATEST ADVANCEMENT IN BOAT BUILDING EVER MADE.

These miracle nails work on an entirely different time-proved principle. The entire



DRIVES LIKE A NAIL...
HOLDS BETTER THAN A SCREW!

shank of the nail is covered with small conical grooves, not sharp deep grooves or barbs. As the nail is driven into the wood, the small conical grooves press and bend the grain of the wood downward, something no other screw or nail does. The wood fibers lock in the small conical grooves.



Leave the nail in overnight then try to pull it out. When you try to pull it out you aren't pulling on the nail but on the entire board, because the bent down grain or fibers of the wood holds the nail firmly in place. It will stay firmly in place until the boat rots to pieces. This means that you can build your boat with these nails in just a fraction of the time it would take you with screws. At the same time, you have a boat more solid and one that will last much longer than a boat put together entirely with screws. What is still more to the point, these nails cost only a fraction of the price of screws.

"Slo-Mo-Shun," designed by Ted Jones for Stanley S. Sayeres of Seattle was driven 160,343 miles per hour, 20 miles an hour faster than the previous record. The boat was put together with stronghold nails and not one nail pulled loose under the terrific strain.

If You Build a Boat of Stronghold Nails You Save the Following:

1. Stronghold nails are 60% lighter than screws for the same job.
2. Stronghold nails go in, in 65% less time than screws.
3. Stronghold nails save you 67% in cost over screws.

Stronghold nails will not creep, pop, work up, backout or loosen. This is not true of screws.

These nails work perfectly on all types of wood. Use the galvanized ones on wood as hard as oak.

They will not rust or wear away. Although these stronghold nails are high in price, they are actually cheaper in the long run than the cheapest nails or screws.

SOLID BRASS

No.	Size	Lgth.	Dia.	Nails Per Lb.	Price Per Lb.	Price per 5 lbs.
14A8	0	1"	.072	710	\$1.95	\$7.95
14A9	1	1 1/4"	.083	360	1.95	7.95
14A10	2	1 1/2"	.109	280	1.95	7.95
14A11	3	1 3/4"	.109	240	1.95	7.95
14A12	4	2"	.120	170	1.95	7.95

HEAVY GALVANIZED STEEL

No.	Size	Lgth.	Dia.	Nails Per Lb.	Price Per Lb.	Price per 5 lbs.
14A13	0	1"	.072	698	\$.70	\$3.00
14A14	1	1 1/4"	.083	294	.65	2.85
14A15	2	1 1/2"	.109	275	.60	2.60
14A16	3	1 3/4"	.109	235	.55	2.50
14A17	4	2"	.120	160	.55	2.50

Shpg. wt. lb.—1 1/2 lbs.; 5 lbs.—6 lbs.

HERTER'S NAVY EPOFOAM PLASTICS

MAKES YOUR BOAT OR CANOE IMPOSSIBLE TO SINK. HIGH FLOATING WHETHER IT IS MADE OF GLASS, METAL OR WOOD

Navy Epofoam Plastic is the only material now used by the Navy for life raft safety floats. This Epofoam plastic is weather and water proof.

Just glue a piece of it under the seat or seats of your boat and it will not sink. Comes in pieces 7 inches thick, 9 inches wide and 15 inches long.

One of these pieces has a buoyancy lift of approximately 35 lbs.; 6 pieces will float a 16 foot boat, 4 pieces a 14 foot boat and 2 pieces a 12 foot boat.

PQ1B Shpg. Wt. 1 lb.	\$1.45
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HERTER'S NAVY EPOFOAM PLASTIC GLUE



This is a special glue that goes right into the pores of the Epofoam plastic and holds it firmly in place. Can also be used to seal its edges into a smooth durable surface.

PVID Pint Shpg Wt. 2 lbs.	\$.78
PVID1 Quart Shpg. Wt. 4 lbs.	1.39

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

Herters World Famous Chrome Fiberglas Boats

YEARS AHEAD IN DESIGN, SAFETY FEATURES, DURABILITY AND PERFORMANCE. HAS FIVE TIMES THE TENSILE STRENGTH OF STRUCTURAL STEEL. LEAVE OUTSIDE THE YEAR AROUND. HERTER'S BOATS NEED NO UPKEEP. ORDER OUT A HERTER BOAT AND LOOK IT OVER. IF NOT THE BEST YOU HAVE SEEN RETURN WITHIN 30 DAYS FOR A FULL REFUND PLUS TRANSPORTATION CHARGES. THESE BOATS HAVE TO BE SEEN AND COMPARED TO BE APPRECIATED.

IMPORTANT, READ CAREFULLY—We manufacture only a limited number of Chrome Fiberglas Boats. We manufacture these boats simply to keep some of our employees busy during off seasons. We are not making boats for profit but just to break even on them. We set a quota of boats that we make based entirely on how many days some of our employees have. We are not interested in expanding our boat building. We have stopped making runabouts altogether as we have not the time to make them. We fill orders in the order they come.

WHY YOU SHOULD BUY A HERTER CHROME FIBERGLAS BOAT

1. A Herter Chrome Fiberglas Boat needs no upkeep.
2. A Herter Chrome Fiberglas Boat will not throw rivets, dent or crystallize and are exceptionally quiet.
3. A Herter Chrome Fiberglas Boat is not affected by oxidizing and rotting out from galvanic action.
4. A Herter Chrome Fiberglas Boat is not impossibly hot in summer and cold in fall and winter.
5. A Herter Chrome Fiberglas Boat is much lighter than wooden boats. Yet a Herter Boat holds well in rough water and wind.
6. A Herter Chrome Fiberglas Boat gives you a smooth ride. The Chrome Fiberglas soaks up bumps and vibration like a shock absorber far more than wood boats.
7. A Herter Chrome Fiberglas Boat has sufficient depth so you are safe in rough water. This is not true of all boats.

STRENGTH—Herter Chrome Fiberglas boats are the strongest of any boats made, yet are not as heavy as a wooden boat. Their hull thickness varies from one-eighth of an inch to over one half an inch thick, depending on the size of the boat. Twice as thick at the thinnest spot as the Chrome Fiberglas hulls of super sonic aircraft. 5 times the tensile strength of structural steel. They are many times stronger than they need be.

DESIGN—We at Herter's have been traveling wilderness waterways for generations. We have also studied boat performance in every major country of the world. When we talk about boat design we have an honest right to say that we know what we are talking about. Our boats are not designed by some self-styled expert whose experience amounts to driving a runabout for ten or fifteen years or drugstore boatmen who do most of their cruising talking about it, not doing it. George L. Herter put the final design on these boats both hull and structural.

PICK UP—All Herter Chrome Fiberglas boats have tremendous fast pick up. They get you top speed in a hurry. Handy when you are trying to beat a bad storm or crossing a large reach of unprotected water.

SPEED—Herter Chrome Fiberglas boats are primarily designed for traveling long distances by water, for hunting and fishing, for carrying substantial provisions and duffel and our small boats for portaging.

NOTE: Boat dealers all condemn our boats because they cannot make 40% profit on them.

The boats we make are sold direct to our customers. Naturally they say that our boats are no good as they want to sell you a boat at a huge profit.

This is only human nature. We do not blame them but want you to know why they take this attitude.

PLANING—All Herter Chrome Fiberglas boats plane beautifully.

QUIET—Herter Chrome Fiberglas boats are quiet. A Du Pont weather-proof neoprene pad on the transom soaks up motor noise and vibration. Any motor runs quiet on a Herter Chrome Fiberglas boat — no need of special rubber mountings on the motor itself.

SERIOUS WARNING TO FIBERGLAS BOAT BUYERS

Read this—it may save your life.

We do not like to openly criticize other boat makers, but when the safety of human beings is concerned we feel it our duty to tell people the truth.

FIRST: Although most fiberglas boat makers advertise that they have enough foam plastic flotation in their boats to float them if they tip over, this is definitely not true. Not just a few, but a great many of the nationally advertised, well-known fiberglas boats definitely will sink if tipped over. Before you buy any fiberglas boat look at the amount of foam plastic that the boat contains.

Roughly speaking, fiberglas fishing boats should contain a minimum of foam plastic as follows: 12 foot boat — 2.25 cu. ft., 14 foot boat — 2.50 cu. ft., 16 foot boat — 3.60 cu. ft.

SECOND: Herter's have a firm policy of using only the best quality of materials in making fiberglas boats regardless of their cost. Strange as it may seem, there are not a few, but many nationally advertised and well-known boat companies making fiberglas boats of cut fiberglas fibers mixed with resin. Using such materials saves 50% on labor and 30% on material costs. However, it produces a boat that is not anywhere near as strong as a boat produced with expensive woven chrome fiberglas cloth and interlocked chrome fiberglas mat, as are Herter's boats.

We will not use cut fiberglas mixed with resin to make fiberglas boats as we know by tests that they are of far inferior quality.

HERTER'S WORLD FAMOUS CHROME FIBERGLAS FISHING BOATS AND CANOES

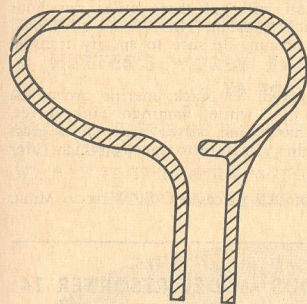
SPECIFICATIONS FOR THE MODEL OFFICIAL GUIDE ASSOCIATION, MODEL CANADA HUNTER FISHERMAN 12 FOOT BOAT, MODEL RESORTER 14 FOOT BOAT, MODEL ALASKA 14 FOOT BOAT AND MODEL YUKON 16 FOOT BOAT.

1. **HULL.** Finest quality Chrome Fiberglas. Exceeds U. S. Navy specifications for a boat of this length. Made of two layers of full heavy weight chrome fiberglas cloth with a layer of full heavy weight

WHAT IS NEW FOR TOMORROW, YOU CAN BUY AT HERTER'S TODAY

chrome fiberglass interlocked mat in between the two layers of cloth with double thickness across the bottoms. We use no loose fiberglass fibers in making this boat as many makers do to cut labor and material costs.

2. **BOW PIECE:** Cast of duraluminum with built-in handle for lifting the boat and tear drop Navy type holes cast into the prow piece for attaching a tow rope. A special flat area is left on this special prow piece to mount any type of anchor lift on or running lights.



End View of Gunwale.

3. **GUNWALES:** Extruded duraluminum, riveted on with fighter aircraft rivets.

4. **SPRAY RAILS:** On the Models Alaskan, and Yukon are built in of chrome fiberglass. Very deep so that they turn back every bit of waves and spray. This actually makes these beautiful boats a runabout in appearance yet it has all the practical qualities of a fishing boat.

5. **OARLOCK SOCKET:** New duraluminum alloy as hard as iron, the finest oarlocks made. A drop of oil in them will last a season.

6. **SEAT BRACES:** Made of strong chrome fiberglass. With the patented Herter system the wave shock of the water is carried up through the seat braces and is let escape from the gunwales.

7. **TRANSOM:** A special core type, duraluminum transom, the strongest type of transom possible to build. **TRANSOM KNEE:** Solid Chrome Fiberglass. Not a fiberglass covered wood transom as found in some boats.

8. **FIBERGLAS AIR TANKS:** Strong fiberglass tanks that will last indefinitely. We use no false bottoms or so-called flotation chambers in any of our boats. It is much cheaper to do so then to use fiberglass tanks.

9. **FIBERGLAS SEATS:** All seats are made of chrome fiberglass. They are cool in the summer taking on the temperatures of the water and warm in cool weather.

10. **AIRCRAFT TYPE REINFORCED HULL:** You have to see one of these chrome Fiberglass hulls and ride in them in order to appreciate them. Our hulls are reinforced with built-in spray rails, non skid keel and fiberglass seats. It is impossible to describe a ride in one of our boats in words. You must have the actual experience so you can see and feel the advantages.

11. **TRANSOM CORNERS ON THE STERN:** Solid cast duraluminum.

12. **SILENT:** Genuine Du Pont neoprene transom pad on the transom makes all motors quiet.

13. **EXCLUSIVE FIBERGLAS KEEL NON-SKID:** Herter's Chrome Fiberglass boats are the only boats made with the Herter non-skid keel. Our non-skid keel is deep and effective. It has an exclusive shape that does not put air into the water reducing propeller power as square type keels do.

14. **TRANSOM HANDLES:** These are built into the duraluminum transom corners that are bolted to the transom. They have special finger grips built into them to prevent hurting your fingers in lifting the boat.

15. **HANDLING:** Herter's Chrome Fiberglass boats steer as fast and easily as your car. They will take right angle corners at full speed.

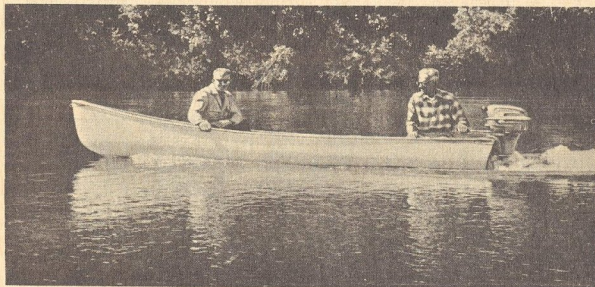
16. **MAINTENANCE:** You will never have to lay out money for maintenance. Every single structural part of these boats is built of stronger than steel chrome fiberglass. This material will not rot, deteriorate, or be subject to fatigue as it is used over the years. There is not a speck of wood in these boats. You need never paint Herter's chrome fiberglass boats as a complete variety of colors are available which are permanently molded in and become a permanent part of your boat.

17. **10 YEARS AHEAD:** All of our boats are years ahead in design, durability, safety, styling, and performance. They are safe and comfortable in rough or quiet water.

Any boat or canoe may be ordered in the dead grass or live autumn rush colors for hunting. When ordering boats in these colors please specify if you desire the inside painted in the same color, or with the black and white non slip paint. If ordered with dead grass or live rush inside paint there will be an additional charge of \$8.00.

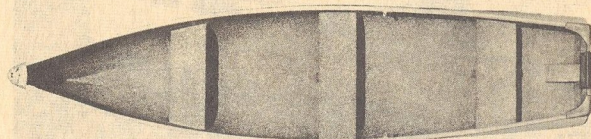
HERTER'S WORLD FAMOUS MODEL OFFICIAL GUIDE ASSOCIATION 15 FOOT BOAT

MADE ENTIRELY TO THE OFFICIAL GUIDE ASSOCIATION DIMENSIONS AND SPECIFICATIONS. A FABULOUS LIGHT WEIGHT BOAT FOR GUIDING, PORTAGING, EXPLORING, DUCK AND GOOSE HUNTING, BIG GAME HUNTING AND FISHING. ORDER OUT ONE OF THESE FAMOUS GUIDE ASSOCIATION BOATS AND LOOK IT OVER AND IF NOT FAR BETTER THAN WHAT WE SAY IT IS RETURN WITHIN 30 DAYS FOR A FULL REFUND PLUS TRANSPORTATION CHARGES.



Model Official Guide Association 15 Foot Boat on the water

This world famous boat is made exactly to the Official Guide Association dimensions and material specifications. The bow or front



Photograph of our Chrome Fiberglass Model Official Guide Association hull design showing interior of boat.

end is made like the front end of a Canadian freighter type canoe. This front end makes it possible to maneuver the boat very easily in rough water or in rivers or sloughs. The stern or rear end is made like a Canadian Peterborough boat. This lets the boat plane like a dream, has a shallow draft to go over shallow water, sandbars and mudflats with ease, yet it will hold tremendous loads and be perfectly safe in rough water. The Official Guide Association boat is easy to haul on car tops or in the back of three quarter ton trucks and portages as easily as a canoe. This boat is built for many lifetimes of hard use.

SPECIFICATIONS:

Length	Seats	Width Amid.	Width Stern	Depth Amid.	Depth* Transom	Max. H.P.
15'	3	42"	31 1/2"	14 1/4"	15"	6 1/2
Loading Capacity		Boat Weight		Shipping Weight		Price
750 lbs.		140 lbs.		300 lbs.		\$219.50

COLOR: The Model Official Guide Association may be purchased in any of the following colors: tanager red, jet black, marine green,

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

Navy blue, wine, deep yellow, beige, dark brown, silver gray, sea green, Bermuda blue, teal blue, gull white, flamingo pink. Be sure to specify which color you want when ordering.

Crating charge \$33.00 per boat. All prices F.O.B. Waseca, Minn.



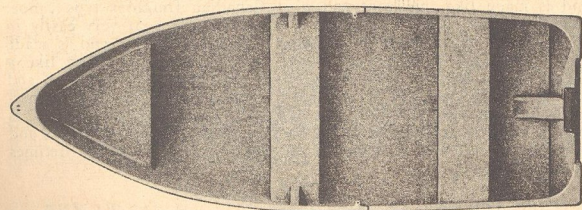
Ken Oldham, President of the Alaskan Guide Association and holder of the record of never having failed to get a client a moose, that went in the record book, says, "The Guide Association boat is the best boat by far for general guide work."

HERTER'S WORLD FAMOUS MODEL CANADA HUNTER FISHERMAN 12 FOOT BOAT

Order out one of these Famous Model Canada Hunter Fisherman boats and look it over and if it is not better than what we say it is return within 30 days for a full refund plus transportation charges.



Model Canada Hunter Fisherman on the water.



Model Canada Hunter Fisherman interior.

The model Canada Hunter Fisherman is an ideal small fishing boat for inland waters. It is light enough so that one man can use it as a car top boat or on a trailer. It makes a good duck or goose hunting boat where motors are necessary. It has more than ample room for two hunters and dozens of decoys.

SPECIFICATIONS:

Length	Width Amid.	Width Stern	Depth Amid.	Depth Transom*	Max. H.P.
12'	50"	46"	21"	18"	10
Loading Capacity	Seats	Boat Weight	Shpg. Weight		Price
600 lbs.	3	145 lbs.	385 lbs.		\$177.00

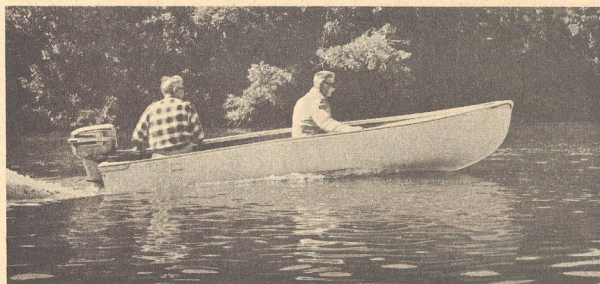
*NOTE REGARDING TRANSOMS: Transoms are cut to standard 15 inch depth for outboard motors. If you have a 10 to 16 H.P. Mercury outboard motor, you will get three miles per hour more speed if you have a 16½ inch transom. There is an additional charge of \$2.50 for a 16½ inch transom. Be sure to specify transom desired.

COLOR: Available in tanager red, jet black, marine green, sea green, Bermuda blue, teal blue, gull white, flamingo pink, beige, dark brown, wine, deep yellow, navy blue, silver gray, dead grass or olive rush. This is a built-in color. Be sure to specify which color you want when ordering.

Crating charge \$31.00 per boat. All prices F.O.B. Waseca, Minn.

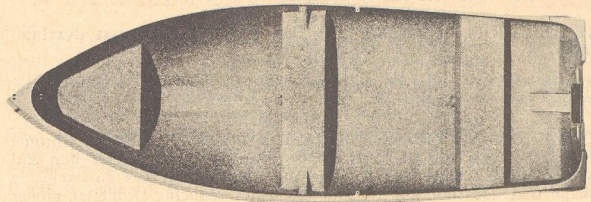
HERTER'S WORLD FAMOUS MODEL RESORTER 14 FOOT BOAT

ORDER OUT ONE OF THESE FAMOUS RESORTER BOATS AND LOOK IT OVER AND IF IT IS NOT BETTER THAN WHAT WE SAY IT IS RETURN WITHIN 30 DAYS FOR A FULL REFUND PLUS TRANSPORTATION CHARGES.



Model Resorter on the water

The famous Model Resorter is found on every continent in the world. It has built resorts the world over. This boat will last several lifetimes with reasonable care. Planes perfectly in any water and is



Photograph of our Chrome Fibreglas Model Resorter hull design showing interior of the boat.

deep and safe, not rocky and unstable in rough water. The spray rails on the Resorter are made into the general hull contour and are not noticeable at all, yet this hull turns back every drop of water. This is a really great boat that has earned its famous reputation the world over.

Length	Seats	Width Amid.	Width Stern	Depth Amid.	Depth* Transom	Max. H.P.
14'	3	55"	49"	20"	18"	16
Loading Capacity		Boat Weight		Shipping Weight		Price
800 lbs		160 lbs.		425 lbs.		\$197.00

*NOTE REGARDING TRANSOMS: Transoms are cut to stand-

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

WHAT IS NEW FOR TOMORROW, YOU CAN BUY AT HERTER'S TODAY

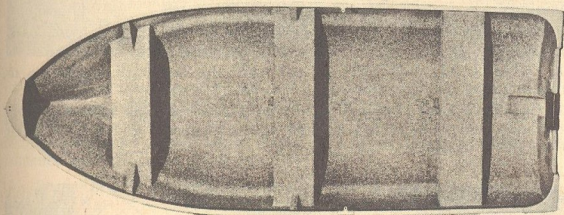
ard 15 inch depth for outboard motors. If you have a Mercury outboard motor, you will get three miles per hour more speed if you have a 16½ inch transom. There is an additional charge of \$2.50 for a 16½ inch transom.

COLOR: The Model Resorter may be purchased in any of the following colors: tanager red, jet black, marine green, Navy blue, wine red, deep yellow, beige, dark brown, silver gray, sea green, Bermuda blue, teal blue, gull white, flamingo pink. Be sure to specify which color you want when ordering.

Crating charge \$31.00 per boat. All prices F.O.B. Waseca, Minn.

HERTER'S WORLD FAMOUS MODEL ALASKA 14 FOOT BOAT

ORDER OUT ONE OF THESE FAMOUS MODEL ALASKA BOATS AND LOOK IT OVER AND IF IT IS NOT BETTER THAN WHAT WE SAY IT IS RETURN WITHIN 30 DAYS FOR A FULL REFUND PLUS TRANSPORTATION CHARGES



Photograph of our Chrome Fiberglass Model Alaska hull design showing interior of the boat.

These world famous Model Alaska boats are used the world over. They were originally designed in Alaska for commercial fish-



Model Alaska on the water

ing and for hunting and sport fishing. The Model Alaska will take real abuse with no trouble at all. It planes perfectly in any water and is deep and safe, not a bit rocky or tippy in rough water.

Length	Seats	Width Amid.	Width Stern	Depth Amid.	Depth* Transom	Max. H.P.
14'	3	62"	55"	24"	18"	30
Loading Capacity	Boat weight	Shipping weight		Price		
1000 lbs.	190 lbs.	475 lbs.		\$249.00		

***NOTE REGARDING TRANSOMS:** Transoms are cut to standard 15 inch depth for outboard motors. If you have a Mercury outboard motor, you will get three miles per hour more speed if you have a 16½ inch transom. There is an additional charge of \$2.50 for a 16½ inch transom.

COLOR: The Model Alaska may be purchased in any of the following colors: tanager red, jet black, marine green, Navy blue, wine, deep yellow, beige, dark brown, silver gray, sea green, Bermuda blue, teal blue, gull white, flamingo pink. Be sure to specify which color you want when ordering.

Crating charge \$38.00 per boat. All prices F.O.B. Waseca, Minn.

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

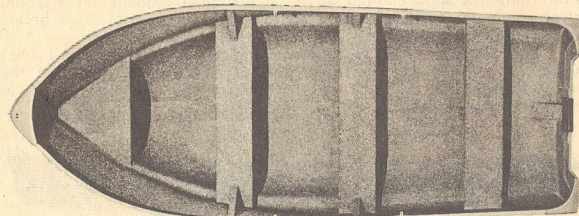
HERTER'S WORLD FAMOUS MODEL YUKON 16 FOOT BOAT

ORDER OUT ONE OF THESE FAMOUS MODEL YUKON BOATS AND LOOK IT OVER AND IF IT IS NOT BETTER THAN WHAT WE SAY IT IS RETURN WITHIN 30 DAYS FOR A FULL REFUND PLUS TRANSPORTATION CHARGES.

These famous Model Yukon boats have proven themselves on rivers and lakes all over the world. A number of them have gone from Alaska to Seattle without mishap. A deep, safe wide boat that planes beautifully and is steady in the roughest water.



Model Yukon on the water



Photograph of our Chrome Fiberglass Model Yukon hull design showing interior of the boat.

Length	Seats	Width Amid.	Width Stern	Depth Amid.	Depth* Transom	Max. H.P.
16'	4	68"	58"	26"	20"	40
Loading Capacity	Boat weight	Shipping weight		Price		
1200 lbs.	235 lbs.	500 lbs.		\$326.00		

***NOTE REGARDING TRANSOMS:** Transoms are cut to standard 15 inch depth for outboard motors. If you have a Mercury outboard motor, you will get three miles per hour more speed if you have a 16½ inch transom, which is available at \$2.50 additional. A 20 inch transom is also available at a \$15.00 additional charge.

COLOR: The Model Yukon may be purchased in any of the following colors: tanager red, jet black, marine green, navy blue, beige, dark brown, wine, gull white, deep yellow, silver gray, sea green, Bermuda blue, teal blue, and flamingo pink. This is a built-in color. Be sure to specify which color you want when ordering.

Crating charge \$38.00 per boat. All prices F.O.B. Waseca, Minn.

HERTER'S CHROME FIBERGLAS BOAT HULLS

The hulls are identical in every way to the Chrome Fiberglass hulls used in the construction of our own boats. Some of our customers like to put wooden gunwales, spray rails, keel, etc., on these hulls themselves. Others use them as molds for building their own Chrome Fiberglass boats.

Model Resorter 14 foot, hull only Shpg. Wt. 220 lbs. \$135.00

COLOR: The hulls may be purchased in tanager red, jet black, marine green, sea green, Bermuda blue, teal blue, flamingo

pink, beige, dark brown, deep yellow, wine, navy blue, silver gray and gull white. All colors are built-in. Be sure to specify which color you want.

Crating charge \$31.00 per boat. All prices F.O.B. Waseca, Minn.

HERTER'S FAMOUS CHROME FIBERGLAS DUCK AND GOOSE, LIGHT FISHING AND CAR TOP 13 FOOT BOAT

SAFE, PRACTICAL DUCK AND GOOSE BOAT AND LIGHT FISHING BOAT. THIS BOAT WILL BREAK THROUGH ICE WITH NO DAMAGE THAT WILL CUT HOLES IN AN ALUMINUM BOAT AND CHEW HOLES IN A WOODEN OR CANVAS BOAT. NEEDS NO UPKEEP, LEAVE OUTSIDE THE YEAR AROUND.

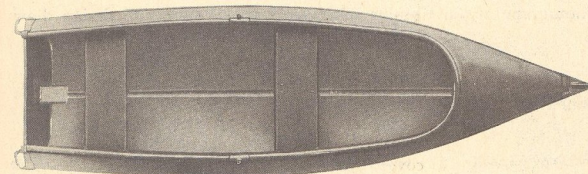
This famous boat has to be seen and compared to appreciate how superior it is to other boats. Order one out and look it over. If not by far the best you have ever seen at any price return within 30 days for a full refund plus transportation charges.

This famous boat was originally designed in Canada for not one but a number of purposes. It had to be a boat that was the best for duck and goose hunting. One that could be poled through the heaviest bullrushes and cattails, yet go through rough open water either rowed or with an outboard motor. It had to be a boat for fishing in both marsh areas and in open rough water and one that could be portaged easily. It had to be a boat for the muskrat and beaver trapper. One that would hold a hundred traps and still go into marshy shallow water. It had to be a boat for mining exploration. One light enough to tie on under an airplane yet safe and strong enough to stand rocky streams and lakes and miles of breaking through ice.

The deeds of this great boat soon made it famous all over Canada and from there its fame has spread to every corner of the world. There are as many of these boats for example in use in such states as Louisiana as there are in any Canadian Province.



Side View



Top View

HERE ARE JUST A FEW OF THE PROVEN REASONS WHY YOU SHOULD BUY A HERTER CHROME FIBERGLAS DUCK AND GOOSE LIGHT FISHING BOAT.

1. Will not throw rivets, dent, or crystallize and exceptionally quiet.
2. It is a steady boat. You can shoot or fish from it like off from solid ground.
3. It will not scrape all of the blueing off from your gun every time your gun rubs against the boat.

SPECIFICATIONS:

1. **HULL:** Made of the finest quality of Chrome Fibreglas. Exceeds U. S. Navy specifications. Made of two layers of heavy grade woven Chrome Fibreglas cloth with a layer of Chrome Fibreglas interlocked mat in between them and double lapped on the bottom. We guarantee that there are no chopped loose fibreglas fibers in this boat.

2. **BOW PIECE:** Cast duraluminum with a built-in bow handle. No obsolete bolted on handle on this boat that may pull out just when you need it most.

3. **ANCHOR POLE HOLES:** This is an exclusive Herter feature. On the rear of the boat on each side of the transom are two cast aluminum handles that bolt directly to the duraluminum transom. These handles have special curved surfaces so that when you lift the boat the handles cannot cut into your fingers. These large handles however serve another even more important purpose. If you desire to anchor your boat in a duck or goose blind simply run two poles down through these special handles and into the bottom of the lake.

This makes your boat stay in position in the blind even with the heaviest wind. It steadies your boat so that it is just like shooting off from solid ground.

In the old days they used to have a tube running through the prow deck of hunting boats so that you could run a pole down through it to anchor your boat in a blind. This was not practical as the waves moved the boat up and down on the pole. The up and down movement of the boat caused by the waves was never exactly up and down so that the pole often bound itself on the tube and caused the boat to tip or swamp.

4. **FIBERGLAS AIR TANKS:** Strong fibreglas tanks that will last indefinitely. We use no false bottoms or so called flotation chambers in any of our boats. It is much cheaper to do so than to use fibreglas tanks.

5. **GUNWALES:** Extruded duraluminum, and painted in desired color.

6. **KEEL:** Chrome fibreglas built-in surface to prevent the boat from side slipping in a heavy wind.

7. **FIBERGLAS SEATS:** Both seats are made of chrome fibreglas they are cool in summer taking on the temperature of the water and warm in cold weather.

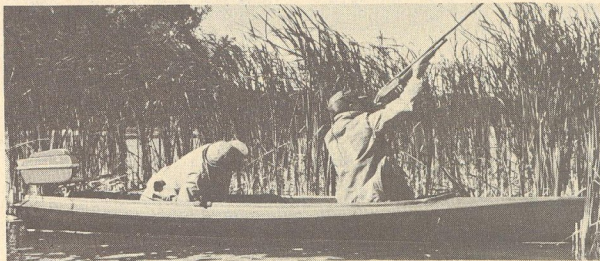
8. **TRANSOM:** A special core type, duraluminum transom; the strongest type transom possible to build.

9. **OARLOCK SOCKETS:** Made of cast duraluminum and painted in desired color. A drop of oil will keep them from squeaking indefinitely.

10. **HANDLING:** This boat handles easily with a push pole, oars, or an outboard motor.

11. **OUTBOARD MOTOR:** It will take any outboard motors up to and including 7½ horsepower.

12. **COLORS:** Live autumn rush or dead grass are the standard colors this boat comes in. It can be had in tanager red, and marine green at no extra charge.



Herter's Duck and Goose Boat in use in the field, with its coloring it blends into the natural background. Roomy enough for two hunters and all their decoys and other gear. This boat is rapidly becoming popular as a cartop fishing boat as it is light, strong and very stable in rough water.

Length	Seats	Depth at		Width Stern	Transom	Depth	Max. H.P.	Weight	Price
		Extreme	Extreme						
13'	2	47"	13½"	40"	13½"	7½	100 lbs.		\$179.00

Crating charge \$26.00. All prices F. O. B. Waseca, Minn.
Shpg. Wt.—240 lbs.

HERTER'S FAMOUS WILDERNESS CANOES

HERTER'S CHROME FIBERGLAS MODEL WILDERNESS POINTED ENDS CANOES

MOLDED IN FIBERGLAS NONSKID KEEL MAKES HERTER'S CANOES UNAFFECTED BY CROSS CURRENTS OR WIND. YOU CAN SLIDE AND CONTROL THE SLIDE OF THE CANOE WHEN DESIRED IN A RIVER RAPIDS TO AVOID A ROCK. NO MORE RISKY UNCONTROLLED SIDE SKIDDING IN RAPIDS.

Our canoes have to be seen and compared to other canoes in order to appreciate the difference. Order one out and if not the best canoe you have ever seen return it within 30 days for a full refund plus transportation charges.

As long ago as 1956 our Wilderness canoe won the upper New York State canoe race competing against aluminum and canvas canoes. In fact the Herter Wilderness canoe was the only canoe to finish this rugged, tough race. This was not a race over smooth water but a race through rocky rivers and lakes.

Our Wilderness canoes are not as light as aluminum canoes but

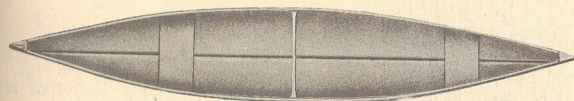
will stand hundreds of times more abuse. It is about the same weight as a canvas canoe. Hit any aluminum canoe with a hammer and the hammer head will go right through it. Hit our Wilderness canoe with a hammer with the same force and it will not dent it.



Our Wilderness canoes are made to last a lifetime used under rugged severe outdoor conditions. They are the canoe men pick every time when they stake their lives on a rough wilderness trip. Our Wilderness canoe is an adult canoe, not one that will stand only romancing in city park lakes.

Read just a few of the proven facts about why a Herter Wilderness canoe is the best you can buy at any price.

1. **HULL:** Made of two layers of the finest quality Chrome Fiberglass woven cloth and Chrome Fiberglass interlocked roving and double lapped on the bottom. We do not use chopped fiberglass fibers in any part of our canoes.



Top View

2. **BOW PIECE:** Cast duraluminum with built-in bow handles for easy lifting. You can mount any type of anchor lift on this bow piece if you desire.

3. **GUNWALES:** Extruded duraluminum Canadian type gunwales. They are riveted on with fighter aircraft duraluminum type rivets.

4. **EXCLUSIVE NONSKID KEEL:** Herter's Chrome Fiberglass canoes have truly nonskid keels. Our nonskid molded in fiberglass keel is deeper than the keel on any canoe of our canoe lengths. If you have canoed you know that in rough water canoes take to slipping badly and it is difficult to keep them pointed into the wind or with the current. With a Herter Chrome Fiberglass canoe this is not a problem at all.

5. **SEATS:** Molded in fiberglass. They never need upkeep of any kind. Chrome Fiberglass is cool in summer and warm in winter.

6. **FLOTATION:** Fiberglass seats are permanent air tanks making the canoes impossible to sink under any conditions.

7. **HANDLING:** Our Wilderness canoes handle perfectly under all weather and water conditions, something that cannot be said about all canoes by any means.

8. **10 YEARS AHEAD:** We at Herter's have traveled wilderness waterways for generations. When we talk about canoe design we have an honest right to say that we know what we are talking about. Our canoes are wilderness designed for safe and fast going on rivers and lakes where a poor canoe may cost you your life. Our canoes are not designed by self-styled experts whose canoe experience consists of canoeing in city park lakes and talking canoeing, not doing it. We make only the one canoe model, the world famous wilderness canoe. We do not make a variety of canoe models such as park canoes, guide canoes, Boy Scout canoes, extra steady canoes, etc., like other makers. Such goings on is for advertising, not canoeing. A properly designed canoe will perform anything that a canoe is used for.

9. **COLORS:** Available in pure expensive inorganic colors as follows: tanager red, jet black, Bermuda blue, teal blue, sea green and marine green, navy blue, deep yellow, wine, silver gray, dark brown, gull white and flamingo pink.

WHY YOU SHOULD BUY A HERTER CHROME FIBERGLAS CANOE

1. A Herter Chrome Fiberglass canoe will last indefinitely with no upkeep.
2. A Herter Chrome Fiberglass canoe will never need to be taken inside.
3. A Herter Chrome Fiberglass canoe will not throw rivets, dent or crystallize and are exceptionally quiet.
4. Never needs painting, recanvassing or varnishing.
5. A Herter Chrome Fiberglass canoe is not impossibly cold in the winter or hot in the summer.
6. A Herter Chrome Fiberglass canoe is lighter than canvas covered wood canoes, yet a Herter canoe holds well in rough water and wind.
7. A Herter Chrome Fiberglass canoe gives you a smooth ride. The Chrome Fiberglass soaks up bumps and vibration like a shock absorber.
8. A Herter Chrome Fiberglass canoe has sufficient depth so you are safe in rough water. This is not true of some canoes.

SPECIFICATIONS:

These specifications make our Chrome Fiberglass Wilderness canoes years ahead of any canoes except other Herter canoes.

PRICES FOR THE WILDERNESS MODEL POINTED ENDS CANOES

Length	Depth at Extreme Width	Extreme Width	Loading Capacity	Depth at Ends	Weight	Price
14'	12"	36"	600 lbs.	20"	87 lbs.	\$163.00
15'	13"	35"	650 lbs.	22"	95 lbs.	165.00
16'	12"	36½"	700 lbs.	21"	99 lbs.	178.00
18'	13"	35"	750 lbs.	23"	102 lbs.	184.00

Crating charge \$27.50. All prices F.O.B. Waseca, Minn. Shpg. wt.—18' canoe 270 lbs.; 16' canoe 250 lbs.; 15' canoe 230 lbs.; 14' canoe 220 lbs.

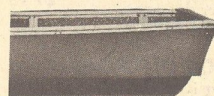
FACTS ABOUT CANOE LENGTHS: The wilderness proven canoe lengths for maximum paddling ease and load capacity are 15 feet and 18 feet long. The 17 foot square stern model has proven most satisfactory for a motor driven canoe.

Note: Canvas covered wooden canoes are quoted as much lighter than they actually are and they soak up about 14 per cent more water in use. Our canoes are lighter than 18' covered canoes listed as weighing 85 lbs. at the factory and 15' canoes weighing 75 lbs. at the factory.

HERTER'S CHROME FIBERGLAS MODEL WILDERNESS SQUARE STERN CANOE

IF YOU DO NOT DESIRE TO USE YOUR MOTOR ON THE SQUARE STERN OF THESE CANOES IT CAN BE PADDDLED PERFECTLY

Most canoes used with outboard motors have a reputation for being dangerously tippy and this bad reputation is based pretty much on fact. When using an outboard motor on Herter's Chrome Fiberglass Wilderness Model Square Stern canoe you will not have to sit as if you



Official Guide Association stern or rear end with stabilizer keels that keep stern riding high and absolutely stabilized.

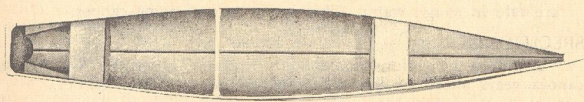
were on a tight rope. The Herter square stern canoes are not just a standard double ended canoe with one end cut off as some aluminum and fiberglass canoes are. The Herter square stern is especially built with the Official Guide Association stabilized rear end. This special stern or rear end has stabilizer keels built in on each side to give the canoe high rear end flotation and stabilization in both rough and smooth water. Will not sink down when you put a motor on it or just sit in the back, throwing the entire canoe out of balance and making it very dangerous

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

in rough water. This canoe is designed for rugged wilderness travel



They will carry tremendous loads safely and will outlive most boats in rough water. These are the perfect canoes for the Mining Ex-



Top View

plorer, Professional Fisherman, Guides and Trappers who do not have time to be fussy about how they drag a canoe over dams, or pull it up on a rocky or timber strewn shore. You can leave it out all year 'round without fear of damage. You will never have to worry about cracked ribs or planking, peeling paint, torn canvas, dented metal or rivets popping out. These are honestly tough canoes. Order one out and your maintenance worries are over. If this does not prove to be true, after one month return it for a full refund plus transportation charges.

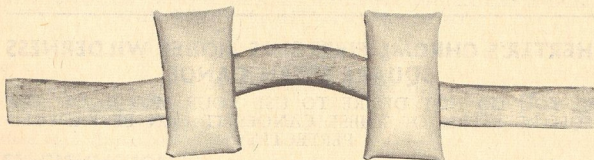
PRICES FOR WILDERNESS MODEL SQUARE STERN CANOES

Length	Extreme Width	Width Stern	Depth	Loading Cap.	Weight	Price
15'	36"	11"	13"	700 lbs.	98 lbs.	\$172.00
17'	36"	11"	13"	750 lbs.	105 lbs.	180.00
18'	36"	11"	13"	800 lbs.	112 lbs.	195.00

Shpg. wt. 15'—230 lbs.; 17'—260 lbs.; 18'—275 lbs. Crating charge \$27.50. All prices F.O.B. Waseca, Minnesota.

Available in the following colors: tanager red, flamingo pink, Bermuda blue, teal blue, sea green, navy blue, dark brown, beige, marine green, wine, deep yellow, silver gray and gull white.

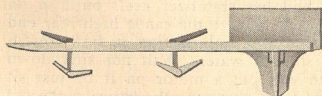
HERTER'S WILDERNESS CANOE CARRYING YOKE



Made of hardwood with fastening adapters for aluminum gun-wales. Pads made of foam rubber covered with thick vinyl will not rot or mildew and are extremely comfortable on a portage.

BP1P Shpg. wt. 5 lbs. \$7.95

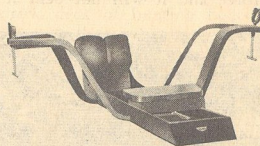
HERTER'S HUDSON BAY CANOE OUTBOARD MOTOR BRACKET.



This proven Herter Hudson Bay canoe outboard motor bracket allows you to use an outboard motor on any canoe. Made for generations of use.

BP1S Shpg. Wt. 15 lbs. \$14.50

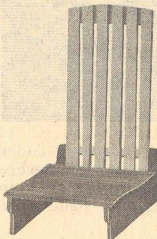
HERTER'S SLIDING ROWING SEAT WITH EXTENSION OARLOCKS AND FOOTREST.



This famous Herter Hudson Bay sliding rowing seat for canoes with extension oarlocks and footrest allows you to row a canoe like a boat. Gives you perfect control of the canoe and tremendous speed when desired. Also allows one person to row a canoe and fish, hunt, or travel at maximum speeds. Be sure to try one on your canoe under Herter's famous guarantee.

BP1T Shpg. Wt. 35 lbs. \$126.00

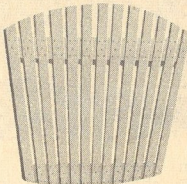
HERTER'S HUDSON BAY CANOE CHAIRS



You can set these chairs in your canoe and take along an extra person. They are also excellent used as a fishing chair. You can also use these chairs for just a nonpaddling person. Made of wood. The backs fold forward to store but will not go back beyond illustrated position. Extremely comfortable. A very practical addition to any canoe.

BP1Q Shpg. Wt. 15 lbs. \$12.50

HERTER'S HUDSON BAY BACKRESTS.



Backrests allow a person to recline in the bottom of the canoe with his back comfortably against the backrest. Great for romancing.

BP1R Double width wood slat backrest. Shpg. Wt. 12 lbs. \$7.20

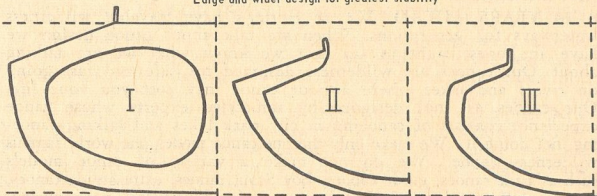
HERTER'S AUTHENTIC FIBERGLAS KAYAKS ONLY FIXED PRACTICAL MODELS NO FOLDING MODELS

WE BUILD KAYAKS FOR THE ESKIMOS. GUARANTEED THE FINEST SAFEST MOST PRACTICAL KAYAKS MADE.

GUARANTEED NO VINYL IMPREGNATED CLOTH USED IN ANY HERTER KAYAKS.

The Eskimos originated the kayaks and have been using them for countless centuries on the open seas as well as on inland rivers and lakes. No one, in spite of the hokum advertising claims to the

Large and wider design for greatest stability



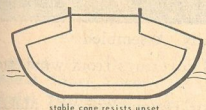
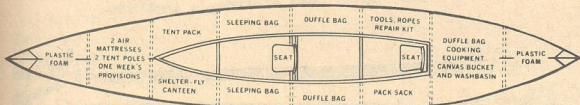
Herter Kayak, undersized foreign frames



with a canoe. You can store a lot of gear in a kayak if desired.

contrary, has made any improvement on the measurements or on the design or in the engineering of kayaks.

The Herter's have used kayaks all over the arctic as well as all over Europe, Africa, and Asia. Kayaks are very high performing boats in both rough or in smooth water. Their center of gravity is low hence they are very hard to tip under any conditions. The Eskimos had to have them this way in rough seas. You can actually lean a kayak way over as the drawing shows without tipping. Do not try this

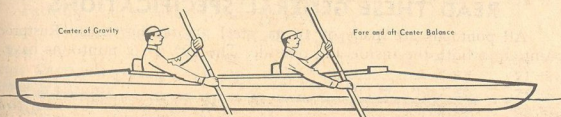


1. The low profile of kayaks makes them handle exceptionally well in wind and in heavy waves. The Eskimos have proven this throughout the arctic.



2. When you ride in a kayak you sit below the water line in a relaxed, normal seat position. You have a foam cushioned seat and back rest. You are as comfortable as in a car or bucket seat. Body is straight. Shoulders and arms move the paddle.

3. The paddles are double bladed and have drip rings to keep water from getting into the kayak. You can use single canoe type paddles with a kayak if you like.



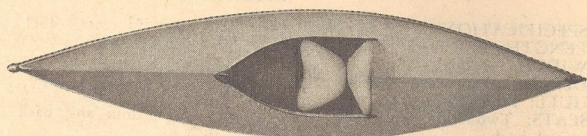
4. Kayaks are decked in on the ends and on the sides to protect your gear, and to keep out spray. Seating is centerline and makes maneuvering very easy and positive.

5. Foam underdeck inserts prevent kayak from sinking. 6. Hull and deck are made of lifetime fiberglass. Guaranteed no vinyl impregnated cloth used in any Herter kayaks as in lower priced ones. Vinyl impregnated cloth cracks in cold weather use and in hot weather use softens and cracks.

HERTER'S ESKIMO SEALER KAYAK 12 FEET LONG

A good one-man light weight kayak for fishing, sealing, hunting and exploring. In seal waters it will pay for itself in bounties alone in a day.

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN



Top View



Side View

SPECIFICATIONS:

LENGTH: 12 feet

WIDTH: 30 inches

DEPTH: 12 inches

HULL: Fiberglass

SEAT: One seat with foam seat cushion on bottom and one on back, swivel back.

FITTINGS AND TRIM: Finest duraluminum

MOTOR: On side bracket up to 4 horse power.

WEIGHT: 60 lbs.

COLORS: Available in pure expensive inorganic colors as follows: tanager red, jet black, Bermuda blue, teal blue, sea green and marine green, navy blue, deep yellow, wine, silver gray, dark brown, gull white and flamingo pink.

Eskimo Shpg. Wt. 90 lbs.

\$150.00

Crating Charge \$26.00 F.O.B. Waseca, Minn.

HERTER'S ARCTIC QUEEN KAYAK 14½ FEET LONG

An extremely popular great kayak boat for fishing, exploring, hunting, vacationing etc. Holds two adults and lots of gear.

SPECIFICATIONS:

LENGTH: 14½ feet

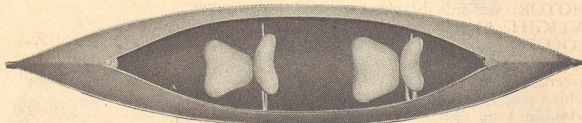
WIDTH: 37 inches

DEPTH: 12 inches

HULL: Fiberglass

SEATS: Two seats with foam seat cushions on bottom and back, swivel backs.

FITTINGS AND TRIM: Finest duraluminum



Top View



Side View

MOTOR: On side bracket up to 4 horse power.

WEIGHT: 65 pounds

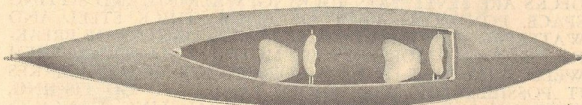
COLORS: Available in pure expensive inorganic colors as follows: tanager red, jet black, Bermuda blue, teal blue, sea green and marine green, navy blue, deep yellow, wine, silver gray, dark brown, gull white and flamingo pink.

Arctic Queen Shpg. Wt. 95 lbs.

\$160.00

Crating Charge \$25.00 F.O.B. Waseca, Minn.

HERTER'S ICELAND KAYAK 16½ FEET LONG



Top View



Side View

A good sized kayak ideal for fishing, vacationing, exploring and hunting. Has a tremendous load capacity. Will hold two adults and one child.

SPECIFICATIONS:

LENGTH: 16½ feet

WIDTH: 39 inches

DEPTH: 12 inches

HULL: Fiberglass

SEATS: Two seats with foam seat cushions on bottom and back, swivel back

FITTINGS AND TRIM: Finest duraluminum

MOTOR: On side bracket up to 7 horsepower

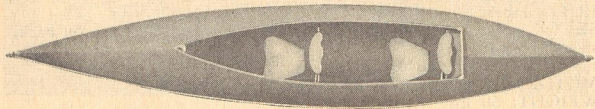
WEIGHT: 75 pounds

COLORS: Available in pure expensive inorganic colors as follows: tanager red, jet black, Bermuda blue, teal blue, sea green and marine green, navy blue, deep yellow, wine, silver gray, dark brown, gull white and flamingo pink.

Iceland Shpg. Wt. 105 lbs. \$170.00

Crating Charge \$27.50 F.O.B. Waseca, Minn.

HERTER'S VINLAND KAYAK 17½ FEET LONG



Top View



Side View

This is a large kayak that will go anywhere. A fabulous fishing, hunting, camping and exploring boat. Can be sailed if desired. Holds two adults and two children with ease.

SPECIFICATIONS:

LENGTH: 17½ feet

WIDTH: 37 inches

DEPTH: 12 inches

HULL: Fiberglass

SEATS: Two seats with foam cushions on bottom and back, swivel backs.

FITTINGS AND TRIM: Finest duraluminum

MOTOR: On side bracket up to 7 horse power

WEIGHT: 85 pounds

COLORS: Available in pure expensive inorganic colors as follows: tanager red, jet black, Bermuda blue, teal blue, sea green and marine green, navy blue, deep yellow, wine, silver gray, dark brown, gull white and flamingo pink.

Vinland Shpg. Wt. 115 lbs. \$180.00

Crating charge \$27.50 F.O.B. Waseca, Minn.

HERTER KAYAK ACCESSORIES

PB1V DOUBLE WOOD PADDLES 9 feet long for kayaks from 14½ to 17½ feet long Shpg. Wt. 10 lbs. \$9.00

PB1W DOUBLE WOOD PADDLES 10 feet long for kayaks 17½ feet long. Shpg. Wt. 12 lbs. \$11.00

PB1X DOUBLE PADDLES 8 feet long for 12 foot kayaks Shpg. Wt. 8 lbs. \$8.00

PB1Y DRIP RINGS For kayak double paddles per pair. Shpg. Wt. 1 lb. \$.20

PB1Z YOKE FOR KAYAKS For easy portaging. Shpg. wt. 8 lbs. \$4.25

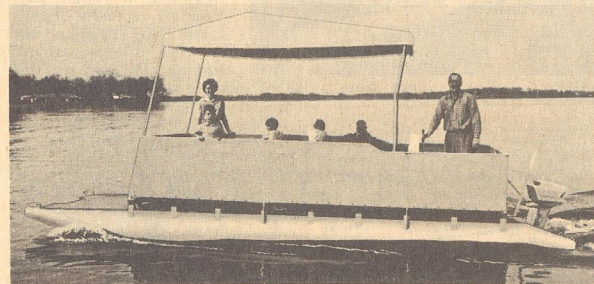
HERTER'S FAMOUS BRITISH NAVAL DESIGNED PONTOON YACHTS

SAFE. WILL RIDE ROUGH WATER WITH EASE. BETTER THAN CONVENTIONAL BOATS IN THE SAME LENGTHS. DECKS ARE LEVEL, NON-ROCKING, WALKING AND SITTING SPACE. PONTOONS MADE OF 16 GA. THICK STEEL AND WATERPROOFED INSIDE AND OUT. NO DANGER OF BREAKING THEM. 5 HORSEPOWER MOTOR WILL PUSH THEM WELL. WILL TAKE UP TO 75 HORSEPOWER MOTORS. MAKES IT POSSIBLE FOR THE WHOLE FAMILY TO GO FISHING, PICNICKING, BARBECUING, WATER TRAVELING, DANCING, ETC., ON THEIR PONTOON YACHTS. WONDERFUL FOR GROWN UP OR TEEN AGE PARTIES. PLENTY OF ROOM TO FEED AND SLEEP SIX PEOPLE. IDEAL FOR FISHING PARTIES. THE BEST RENTAL BOAT RESORTS CAN HAVE. USUALLY PAYS FOR ITSELF IN LESS THAN ONE YEAR. EXCELLENT FOR SALT WATER FISHING FOR SALFISH, MARLIN, YELLOW TAIL, TUNA, SEA TROUT, GROUPERS, ETC. WILL PAY FOR ITSELF IN LESS THAN TEN DAYS OF FISHING. AS USUAL BOAT CHARGES FOR THIS TYPE FISHING RUN \$55 TO \$75 A DAY. THE BEST BOAT FOR COMMERCIAL LAKE AND

RIVER SEINERS. THE BEST FOR DEER HUNTING AROUND LARGE LAKES. YOU CAN EAT AND SLEEP ON BOARD AND BEACH THE BOAT IN DRIVE AREAS. THE BEST FOR BEAR AND MOOSE HUNTING IN CANADA AND ALASKA. YOU CAN GET BEAR AND MOOSE BY RIDING AROUND THE LAKES IN REAL COMFORT.

These are tremendously practical yachts entirely of English naval design. Their manufacture is taken directly from British naval vessels and incorporates years ahead engineering, with all stresses and strains accurately calculated by engineers and time proven by the roughest salt water use. These are not pontoon boats designed in someone's backyard and made by guess. The pontoons on these yachts will not tear apart in a rough sea as some will. Do not confuse these famous yachts with the many cheaply made ones on the market.

Once you have ridden in a Herter yacht you definitely will want one to suit the needs of your area. All of our yachts give a very soft gentle ride even in the roughest water. The overhead canopy protects



Herter's Pontoon Yacht — Fully Assembled

you from sun and rain and the side rails and coverings from wind and spray.

Herter's Patent Applied. For Outboard Motor Height Adjuster Makes Pontoon Type Boats Really Practical For The First Time. Saves As Much as 2/3 On Gas And Oil.

On pontoon type boats you must raise or lower the outboard motor as the boat is loaded with passengers and as it is unloaded of passengers. As passengers enter the boat the rear end of course sinks into the water somewhat. It is not a lot in inches but it is of the greatest importance to the performance and cost of running a pontoon type of boat. You must keep the propeller blade at the exact proper depth underwater or you lose power and your outboard motor burns up to three times the amount of gasoline and oil that it should.

Herter's are the only makers of pontoon type boats that have a spring operated outboard lowering and raising device that works with a lever that you can operate with your little finger. Even a six year old child can operate it with ease. The patent applied for balance springs do all of the work. Talk to owners of pontoon boats and find out from them what a tremendous difference this really makes.

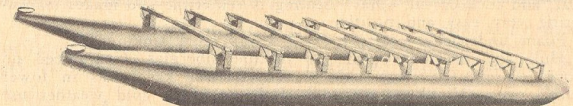
Making our boats and yachts is simply fill in work for our employees and we sell them on a break even basis.

READ THESE GENERAL SPECIFICATIONS

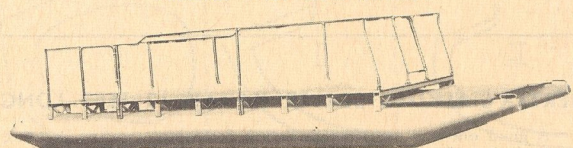
All pontoons are made of 16 ga. steel .065 inches thick. Rustproof painted on both the inside and outside. The 19' x 16' pontoons have 2



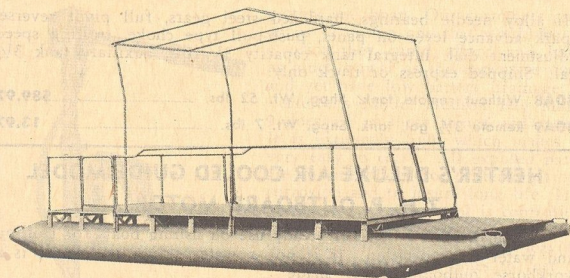
Pontoons Only



Pontoons With Cross Channels



Pontoons With Cross Channels, Deck and Railing



Pontoons With Cross Channels, Deck, Railing and Canopy Frame

air chambers: the 19" x 23 1/2' pontoons have 3 air chambers. All pontoons are rolled on a \$25,000 rolling machine; they are not bent by hand leaving dangerous spring pressures. Canopy and railing is made of one inch diameter zinc plated steel tubing.

Decks are made of 3/8 inch thick marine plywood; not 1/2 inch thick as some companies do. 1/2 inch thick plywood is not rigid enough and allows bad vibrations. Canopy and railing coverings are weatherproof.

IMPORTANT NOTE: In giving Deck Dimensions we give both the railed in deck size as well as the forward open deck which is not railed in.

All yachts are shipped knocked down so that you can quickly truck them to the water you desire and assemble them on the desired spot. Simple detailed instructions are packed with each yacht.

Model	Deck Size	Less Canopy and Frame	Price
Model Sport Yacht	7 1/2' x 8'		\$280.95
Model Yachtsman	7 1/2' x 16'		495.35
3 Units	Safe Carrying	Shpg.	
Each	Load	Wt.	
\$235.50	1445 lbs.	740 lbs.	
417.50	2300 lbs.	1265 lbs.	

Above includes complete yacht—Pontoons, cross channels, deck, spring action motor transom, railings, railing canvas, gates, wheel stand, captain's wheel, tiller cable, pulleys, cable clamps, etc. They are complete with the exception of the canopy. For canopy prices see optional equipment.

Packing Charge \$25.00. All prices F.O.B. Waseca, Minn.

OPTIONAL EQUIPMENT CANOPY & CANOPY FRAMEWORK

Model	Price	3 Units Each	Shpg. Wt.
Model Sport Yacht	\$47.50	\$39.95	25 lbs.
Model Yachtsman	89.00	75.95	32 lbs.

PONTOONS—ONLY

Model	Diameter & Length	Price Per Pr.	3 Units Each Per Pr.	Shpg. Wt.
Model Sport Yacht	19"x16'	\$159.95	\$139.95	445 lbs.
Model Yachtsman	19"x23 1/2'	251.50	218.00	755 lbs.

Packing charge each pontoon \$10.00.

ACCESSORIES & REPLACEMENT PARTS

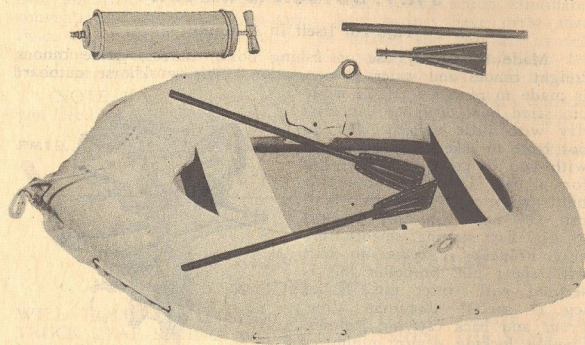
Item	Size	Price	Shpg. Wt.
Cross Channels	10 ga. x 7'6"	\$ 4.85	21 lbs.
Motor transoms		37.50	75 lbs.
Deck (painted)	4' x 7 1/2'	12.25	55 lbs.
Wheel stand, wheel cable etc., complete		29.95	40 lbs.
Wheel stand only		13.75	25 lbs.
Wheel only	16" diameter	12.00	15 lbs.
Corner fittings		.95	6 oz.
Tee fittings		.80	6 oz.
Railing canvas	8' deck	29.95	15 lbs.
Railing canvas	16' deck	36.50	20 lbs.
Canopy, canvas only for 8' deck model		36.50	10 lbs.
Canopy, canvas only for 16' deck model		38.50	15 lbs.

All Above Yachts Shipped Unassembled.

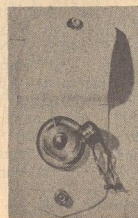
HERTER'S TWO MAN INFLATABLE RUBBER BOAT

This handy boat can be carried in a very small space in the trunk of your car. It can be used for fishing, hunting, skin diving or exploring where it is difficult to transport a large boat. It is also very handy to use as a dinghy on a large boat to go ashore from a large runabout or cruiser. An excellent safety item in a plane. Can be inflated and floated in minutes. Simply attach the steel rust-resistant

pump to the valves. Two compartments, inflate separately for added safety. Fabric is heavy duty rubberized canvas with extra heavy weight

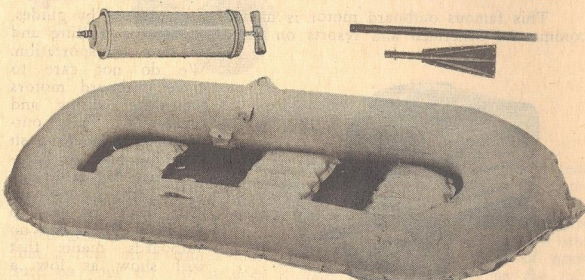


flooring. Has two rust proof marine brass valves with special lock. Catch rope on sides makes it very easy to board from the water. Special draw rope attached to bow. Oarlocks have brass grommets. There are two attached fabric seats. Repair kit is included. Size: 95 inches long by 56 inches wide. Weight: deflated 25 lbs. Floating two piece oars snap-together construction with pin-lock snap safety for security and have riveted oar-heads for strength.



P1307 Shpg. Wt. 28 lbs. \$38.85

HERTER'S SIX MAN INFLATABLE RUBBER BOAT



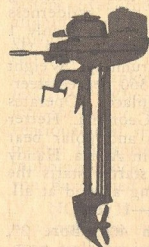
Made of heavy-duty, multi-ply, rubberized, canvas cloth. This rugged boat seats six people comfortably. Size 147" x 71" with 3 inflatable seats. Can be packed in a car truck, used as a dinghy or life boat. One of the best buys in the industry on a high quality rubber boat.

Full all around rope. Heavy brass 2 piece military type valves. 2 oarlocks. Complete with oars and pump.

P1308 Shpg. Wt. 53 lbs. \$66.95

MIGHTY MITE 1.7 H.P. OUTBOARD

Only Weighs 17 Pounds



As an Insurance Motor (in case the large motor fails), for use with Dinghy, Canoe or Sailboat or for sportsmen who fly to their fishing lake.

SPECIFICATIONS:

Motor and Power: Single Cylinder, 2 Port, Hi speed. 1.7 H.P. @ 4000 R.P.M., Dimensions: Length, 33 1/2" Width, 6 1/2" Stern Height, 15", Propeller: Aluminum Semi-Weedless, Motor Weight: Approximately 17 lbs.

40A10 Shpg wt. 20 lbs. \$69.50

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

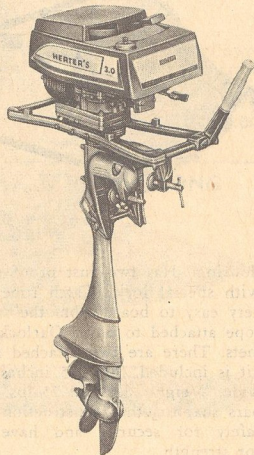
HERTER'S DELUXE AIR COOLED GUIDE MODEL 3 H. P. OUTBOARD MOTOR

Pays For Itself In A Month

Made for steady use on fishing boats, canoes, guide canoes, freight canoes and water transportation. This workhorse outboard is made to push a small or medium sized boat or canoe day after day with little upkeep. You do not have to take a barrel of fuel with you to cross a lake or fish for a day. Cannot be beat for hard work and economy. Will run 1½ hours on only 2 pints of gas. Fast starting, smooth running. Propeller is secured to shaft with shear pin; propeller nut is secured with cotter pin. Lower leg is special aluminum alloy. Front and back carrying handles. Double locking device minimizes vibration and holds motor in firm position. Minimum speeds 1 to 2 miles per hour for trolling.

SPECIFICATIONS: 3 H. P., 2" Bore, 1½" stroke, 5.1 cu inch displacement, fuel capacity 3½ pints, weight 28 lbs. overall length 40". Aluminum semi-needleless propeller, gear ratio 14:21, under water exhaust, rewind starter, full 360° steering.

40A20 Shpg. Wt. 30 lbs. **\$69.97**



HERTER'S DELUXE AIR COOLED GUIDE MODEL OUTBOARD MOTOR IN 5 HONEST HORSEPOWER

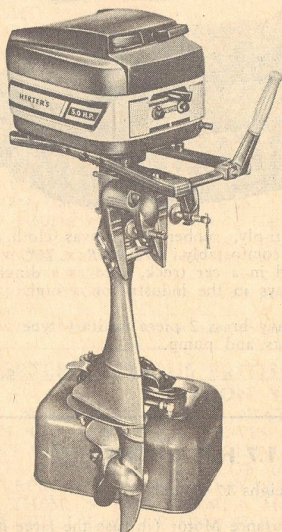
This famous outboard motor is made for steady use by guides, commercial fishermen and resorts on fishing boats for trolling and water transportation.

We do not care to make outboard motors for water skiing and runabouts. This outboard is made to push a fishing boat or hunting boat day after day with little or no upkeep from one year to the next. There are no outboards made that will show as low a year to year operating cost as ours. Nothing but good, sturdy, simple, foolproof construction goes into these outboard motors. We believe in putting the quality into the motor itself not into fancy nonfunctional design.

For its low cost, this outboard motor will pay for itself in one summer or less.

Five horsepower is a good size for fishing boats and wilderness traveling. Takes only 1 quart of gas for 1¼ hours running. Weight just 31 lbs. Light enough to carry with one hand. 360 degree steering allows you to get in and out of the tightest places. Operates perfectly in freezing arctic waters or in the tropics. George L. Herter has used this outboard extensively hunting walrus and polar bear in the arctic as well as crocodiles in Lake Rudolph in Africa. Handy front and back carrying handle, automatic rewind starter starts the motor with a turn in any kind of weather, no fooling around at all. Die cast aluminum crankcase. Outboard warrantee—1 year.

SPECIFICATIONS: Weight 31 lbs, overall length 40", Bore 2", Stroke 1.625", Automatic rewind starter, 2 blade semi-needleless prop,



Hi alloy needle bearings, hardened steel gears, full pivot reverse, spark advance lever on panel, push-pull type choke, trolling speed adjustment dial. Integral tank capacity 3½ pts, auxiliary tank 3½ gal. Shipped express or truck only.

40A8 Without remote tank. Shpg. Wt. 52 lbs. **\$89.97**

40A9 Remote 3½ gal. tank. Shpg. Wt. 7 lbs. **13.97**

HERTER'S DELUXE AIR COOLED GUIDE MODEL 7 H. P. OUTBOARD MOTOR

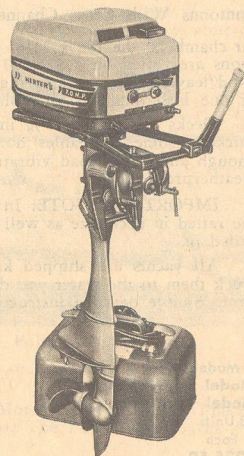
We make this motor for steady use on fishing boats for trolling and water transportation. It is not a water skiing motor. It is a workhorse outboard motor made to push a fishing boat day after day with little upkeep. For its low cost you can pay for this outboard in less than a month's time.

Has balanced front and rear handle for easy carrying, automatic spark control for smooth engine operation at trolling speed or at fast engine speed. Only 3 moving parts in power head.

Air cooled engine eliminates worry for freeze up in any temperature. All submergible parts alloy die cast salt resistant aluminum. Can be used with integral tank for short trips or switched to auxiliary tank when needed. **SPECIFICATIONS:** 7 H. P., weight: 33 lbs., overall length: 40", Bore: 2.10", Stroke: 1.869", Automatic Rewind Starter, Underwater Exhaust, 3 blade Semi-Needless, Needle and Ball Type Bearings. Precision hardened steel gears, gear ratio 14:21, integral tank holds 3½ pints, auxiliary 3½ gal.

450A Without remote tank Shpg. wt. 42 lbs. **\$119.97**

40A9 Remote 3½ gal. tank Shpg. Wt. 7 lbs. **\$ 13.97**



HERTER'S MODEL HUDSON BAY MARK 3 ELECTRIC TROLLING MOTOR

This famous electric trolling motor has the motor up on top instead of at the bottom as in our Hudson Bay Model Mark 9. This is better in areas where weeds are extra heavy and where there is an excessive amount of underwater dead branches of trees. It is impossible to build a better electric trolling motor or one with more expensive materials. It has everything. Regardless of what you pay for an electric outboard motor with the exception of Mark 9 this one will outperform it. It is very lightweight yet sturdy to last for generations. Has the lowest possible battery drain. All exposed parts are chrome plated for protection from corrosion. The on-off 3 speed is controlled by turning the handle, assuring ease of operation with one hand leaving the other free for casting or trolling. Has a 3 speed range. This is an ideal motor for trolling, casting fly fishing, spinning, canoeing, duck retrieving, sneaking up on ducks, geese, deer and moose. It makes no noise at all and can be controlled to a very slow speed. Works with any 12 volt auto battery.

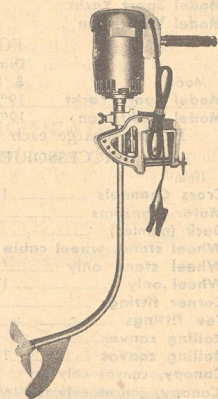
40A16 Mark 3 Hudson Bay Electric outboard motor Shpg. wt. 18 lbs. **\$74.97**

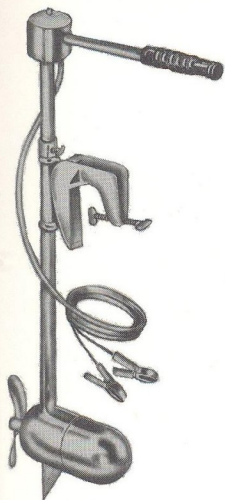
40A13 12 volt battery. Shpg. Wt. 49 lbs. **16.97**

40A14 Charger for 12 volt battery. Shpg. Wt. 8 lbs. **14.97**

HERTER'S MODEL HUDSON BAY MARK 9 ELECTRIC TROLLING MOTOR

Herter's had so many requests to design an electric trolling motor that would match the quality of their famous outboard





motors and boats. Our customers asked us to design one that would be at a price they could afford and have as much power as the expensive ones and yet have low battery drainage.

Herters Model Hudson Bay Mark 9 does all of these things and more. It is extremely light which makes it very easy to carry. All exposed parts are chrome plated for protection from corrosion and to insure long life. The on-off two speed control is controlled by turning the handle, assuring ease of operation with one hand leaving the other free at all times to cast or troll. The Model Hudson Bay was not designed to handle a large boat in rough water but for use in conjunction with a more powerful gasoline engine on big lakes. It does a nice job by itself on small lakes, rivers and close to shore.

It's a natural for trolling, casting, canoeing, duck retrieving, sneaking up on ducks, deer, moose etc., because it is whisper quiet and can be controlled to a speed that is almost standing still.

Comes ready for use with any 12 volt auto battery. Battery life will depend on size of battery used.
40A12 Model Hudson Bay Mark 9 Electric Motor. Shpg. wt. 29 lbs. **\$35.97**
40A13 12 volt battery: Shpg. Wt. 49 lbs. **\$16.97**
40A14 Charger for 12 volt battery. Shpg. wt. 8 lbs. **14.97**

HERTER'S WORLD FAMOUS ADVANCED DESIGN TRUCK TYPE LEAF SPRING BOAT TRAILERS

MADE WITH NEW ADVANCED DESIGN TRUCK TYPE OF LEAF SPRINGS. ELIMINATES COIL SPRINGS ENTIRELY. GIVES A PERFECT RIDE. MADE WITH ARTILLERY GUN CARRIAGE "T" DESIGN. PROVEN STRONGER BY FAR THAN OTHER TRAILER DESIGNS. HIGHER ROAD CLEARANCE. HIGH SPEED WHEELS AND AXELS.

HERTER'S MODEL 99L BOAT TRAILER

This trailer has more good and expensive features than any other trailer made except our torsion bar trailers. This trailer will carry with ease boats weighing up to 750 pounds. It will carry boats 12, 14, or 16 feet long. It has a sturdy self-locking built-in winch, with 25 feet of 1/4 inch manila rope and "S" hook for pulling up and letting out your boat into the water. One person can launch or load any boat up to 16 feet long quickly and easily. Has flash light battery type of removable tail light. The only practical type as you



have to remove the light when you back the trailer into the water. A metal transom clamp fastens over the transom and holds the boat tightly against self aligning boat holder rollers. Your boat is always held securely upright on its keel. Adjustable front metal post so you can adjust it to fit any boat from 12 to 16 feet long. Comes with standard hitch for coupler ball. The wheels are 4.80/4.00 x 8, complete with 4-ply tubeless tires. Wheels are water sealed so that trailer can be backed into the water. Each wheel absorbs road shock independently. The wheels can be adjusted to any position on the trailer boom so that your boat is balanced perfectly to your trailer. This is the only trailer made this way except our other models. All engineers will tell you that a trailer and boat must not put over 100 pounds of pressure on your car. If you have more pressure than this, car steers badly, gasoline mileage goes down. "A" and

"Square" frame type trailers are not adjustable at all and permit no boat to trailer balance. This trailer rides smoothly on an even keel over any roads. The advanced truck leaf spring action eliminates conventional coil action altogether. Leaf springs have more than twice the spring action of coil type springs and also act as self snubbing shock absorbers. Truck leaf spring action stabilizes the trailer perfectly on the road to a degree not possible with coil springs.

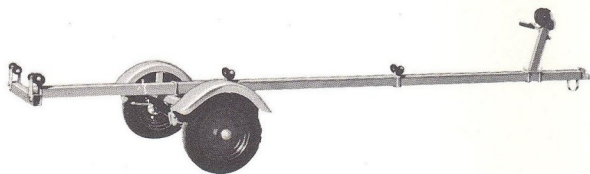
NOTE: If you desire to carry your motor on your boat's transom you need an extra metal transom fastener. These are \$1.85 each.

PM1EL Federal Excise Tax Included Shpg. Wt. 296 lbs. **\$125.40**

HERTER'S HEAVY DUTY TRAILER MODEL 127L

WILL HOLD UP TO 1,500 POUND LOADS. MADE WITH TRUCK LEAF SPRING WHEEL SUSPENSION. THE SAME AS USED ON THE NEWEST TRUCKS. WHEELS ARE ADJUSTABLE ON TRAILER BOOM. ALLOWS YOU TO BALANCE BOAT ON TRAILER PERFECTLY. A FEATURE FOUND ON NO OTHER HEAVY DUTY TRAILER. ELIMINATES INEFFICIENT COIL SPRINGS ENTIRELY. GIVES A MUCH BETTER RIDE. MADE WITH ARTILLERY TYPE CARRIAGE DESIGN. PROVEN STRONGER BY FAR THAN ANY OTHER TRAILER DESIGN. HIGH SPEED WHEELS AND AXLE. HIGH ROAD CLEARANCE. NOTHING ELSE TO BUY. COMES WITH ALL ACCESSORIES.

We recommend the Model 127L trailer for our Model St. Lawrence, Model Alaska and Model Yukon where you are going to



Model 127L Trailer

carry two outboard motors with the boat plus a lot of heavy gear in the boat. We also recommend this Model 127L trailer for competitive boats up to and including 16 foot boats.

Before building our famous Model 127L trailer we thoroughly tested every boat trailer in North America. Any engineer will tell you that a boat on a trailer must not exert over 100 pounds of pressure on your car. If it does it puts an undue strain on the car, and trailer, gives poor gas mileage and poor steering control. There is only one way to get 100 pounds or less of boat and trailer pressure on your car. That is to balance the boat on the trailer. To do this you must be able to move the wheels of the trailer on the trailer boom until the boat practically balances perfectly on the trailer. We carefully designed our Model 127L trailer so that you can easily and quickly adjust wheels on the trailer boom and balance your boat perfectly. This saves your car and trailer and gives your boat a smooth safe ride, even over railroad ties.

Our Model 127L trailer has all the expensive accessories possible to put onto a trailer. Heavy duty ratchet built-in winch with 25 feet of 1/4 inch manila rope and "S" hook for pulling up and letting out your boat into the water. Has flashlight battery type removable tail light. The only practical type as you have to remove the light when you back your trailer into the water. A metal transom clamp fastens over the transom and holds the boat tightly against self-aligning boat holder rollers. Your boat is always held securely upright on its keel. Winch has adjustable frame metal post so you can adjust it to fit any boat up to 16 feet long. Comes with standard hitch for coupler ball. The wheels are 4.80/4.00 x 12 with 4-ply tubeless tires. Wheels are water sealed so that the trailer can be backed into the water. The advanced truck leaf spring action eliminates conventional coil spring action altogether. These leaf springs have over double the spring action of coil type springs and also act as self snubbing shock absorbers. You cannot appreciate this trailer until you have tried one. Federal tax paid.

NOTE: If you desire to carry your motor on your boat's transom you need an extra metal transom fastener. These are \$1.85 each

PM4EL No. 127L (Single Tongue) Shpg. Wt. 306 lbs. **\$144.00**

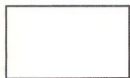
HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.



HERTER'S FAMOUS CHROME FIBERGLAS MODEL
RESORTER 14 FOOT BOAT



HERTER'S FAMOUS CHROME FIBERGLAS DUCK AND
GOOSE AND LIGHT FISHING AND CAR TOP
13 FOOT BOAT



Gull White



Bermuda Blue



Flamingo Pink



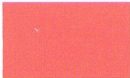
Sea Green



Beige



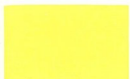
Teal Blue



Tanager Red



Marine Green



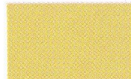
Deep Yellow



Navy Blue



Wine



Dead Grass



Silver Gray



Jet Black



Dark Brown



Live Rush



HERTER'S FAMOUS CHROME FIBERGLAS MODEL ALASKA
14 FOOT BOAT



HERTER'S FAMOUS CHROME FIBERGLAS MODEL YUKON
16 FOOT BOAT



HERTER'S FAMOUS CHROME FIBERGLAS
WILDERNESS MODEL CANOE



HERTER'S FAMOUS MODEL SPORT YACHT
PONTON BOAT

WORLD FAMOUS CHROME FIBERGLAS

Boats



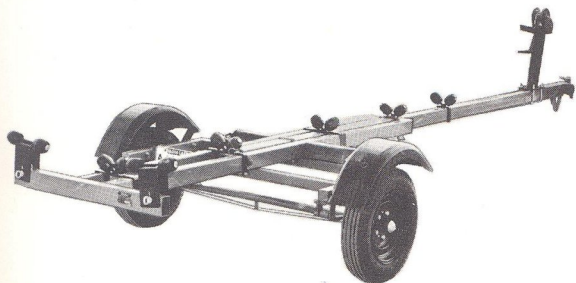
HERTER'S FAMOUS CHROME FIBERGLAS
MODEL WILDERNESS SQUARE STERN CANOE



HERTER'S FAMOUS CHROME FIBERGLAS MODEL
OFFICIAL GUIDE 15 FOOT BOAT

HERTER'S HEAVY DUTY MODEL 130L LOAD EASY TRAILER

Compare this heavy duty trailer with any boat trailers made in North America. Will hold up to 1500 pound loads. Has advanced design truck leaf spring suspension and load easy feature that enables you to load your boat without detaching from your car. Artillery type carriage design has been time proven. High speed wheels and axles with roller bearings. High road clearance. Comes complete. No extras to buy.



The load easy feature on this trailer allows you to load your boat without detaching trailer from your car. You simply release the load bars and the rear of the carriage drops down so that you may run the bow onto it. When you take up your bow line with the winch, the boat pulls up the incline until it reaches the balance point and then snaps into place level with the tongue. Makes both launching and loading a simple matter.

Recommended for boats up to 16 feet in length and 1500 pounds in weight, this smooth riding trailer comes with built in ratchet type winch with 25 feet of 1/4 inch manila rope. It has an adjustable metal winch post to accommodate boats of different lengths. Comes with one metal transom fastener to hold boat tight to trailer. Wheels are 4:80/4:00 x 12 with four ply tubeless tires. Truck leaf springs on this trailer have more than double the action of coil type springs and act as self snubbing shock absorbers. These trailers can be made to order for a 17 or 18 foot boat at a small additional charge of \$5.00.



NOTE: If you desire to carry your motor on your boat's transom you need an extra metal transom fastener. These are \$1.85 each.

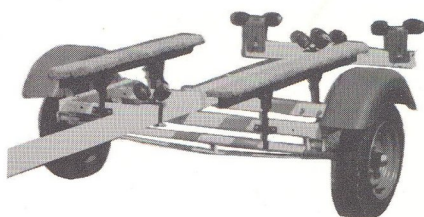
PM5FL Federal Excise Tax Included Shpg. Wt. 375 lbs. **\$185.50**

Also available in 8 inch wheels.

PM6FL Federal Excise Tax Included Shpg. Wt. 370 lbs. **165.00**

HERTER'S BOAT TRAILER CUSHIONS

Herter's trailer cushions can be installed on any of Herter's boat trailers. We highly recommend installing these cushions on all trailers, especially when heavy boats and boats loaded with camping gear and motors are carried on the trailer. Complete with brackets for mounting.



PM6FZ Per pair Shpg. Wt. 12 lbs. **\$19.95**

HERTER'S TRAILER PARTS

PM2A Trailer hitch heavy duty for steel ball 1 7/8 inches in diameter Shpg. Wt. 5 lbs. **\$2.97**

PM2B 8 inch wheel with 4:80/4:00 x 8, 4-ply tubeless tire, bearing & races complete Shpg. wt. 16 lbs. **\$16.95**

PM2C 4:80/4:00 x 8, 4-ply tire Wt. 6 lbs. **\$9.90**

PM3D 12 inches rim with 4:80/4:00, 4 ply tubeless tire, bearing and races complete Shpg. Wt. 20 lbs. **\$25.95**

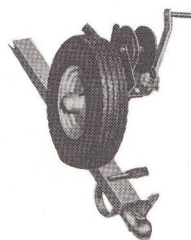
PM3A 12 inch rim only with 4:80/4:00 x 12, 4-ply tire. Shpg. wt. 19 lbs. **\$19.98**

PM3C 4:80/4:00 x 12, 4-ply tire Shpg. Wt. 8 lbs. **\$14.85**

PM2E Heavy duty winch will handle 1,000 lbs. Can be easily bolted to any trailer in minutes. Shpg. Wt. 7 lbs. **\$5.50**

PM2F1 Sleek modernistic Herter's English type Boat Trailer Fenders — per pair Shpg. Wt. 7 lbs. **\$4.87**

PM3E1 Complete under carriage to make a Model 126 trailer out of a Model 99 trailer. Shpg. Wt. 100 lbs. **\$71.00**

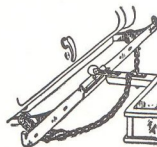


wheel on your trailer.

We have a special spare tire and wheel holder that goes onto the trailer as the illustration shows. The tire and wheel can of course be locked on with a padlock. You can simply carry the extra tire and wheel in the trunk of your car but the special carrier on the trailer is very handy and you never forget your extra wheel and tire. A good investment.

PM3B 8 inch tire and wheel carrier installed on your trailer or shipped separately so that you can install it on a trailer you now have. Shpg. Wt. 3 lbs. **\$2.97**

chrome plated fasteners. The two outer ends of the chain have special snaps which snap over each end of your bumper. The inner ends of the chain fasten to a heavy steel center bracket that bolts quickly to your trailer tongue. If your trailer hitch, ball, or trailer tongue crystallizes or breaks, your trailer and boat are still held safely and securely to your car and will not damage your boat trailer or car. A person just cannot afford to be without one of these safety chains. They will fit any car. Takes only minutes to install the chain or to remove it. Order one out and try it.



PM2F Shpg. Wt. 2 lbs. **\$2.15**

HERTER'S METAL TRANSM FASTENER AND HOLD-DOWN

This easily adjustable transom fastener is constructed of cadmium plated steel with neoprene pads inside the clamps to prevent scratching or marring your boat. Adjustable to a height of 30 inches. Chain has steel compression spring tightener and over center buckle. Buckle has positive lock action with hole for pin or



HERTER'S EXTRA TIRE HOLDER AND EXTRA TIRE AND WHEEL FOR TRAILER 99

HAVE A SPARE WHEEL FOR YOUR TRAILER AS WELL AS FOR YOUR CAR

Just like having a spare tire on your car. It is a good idea to have a spare tire and

HERTER'S TRAILER SAFETY CHAIN

INSURES BOTH YOUR BOAT AND TRAILER FOR ONLY \$2.15. MOST STATE LAWS REQUIRE THEIR USE.

This is heavy duty chrome plated steel chain made with special heavy duty steel

wire. One will hold a pin or wire. One will hold a small boat without motor. A pair is needed for large boats or boats with motors.

PM3F2 Shpg. wt. 5 lbs.per pair \$3.65

HERTER'S BOAT TRAILER TAIL LIGHT AND FLAG

This light and flag protect the rear of your boat and trailer and prevent accidents. You cannot afford to be without them for their small price. Operates on a flashlight battery. Multi-facet glass lens can be seen for great distances. No wires to connect to your car's electrical system. The light protects you at night, the red flag in the daytime. Steel lamp, ducoed white, sturdy steel clamp rustproofed with heavy zinc plating.

PP15 Shpg. Wt. 1 lb.\$2.47

HERTER'S COMBINATION TAIL LIGHT, STOP LIGHT, LICENSE HOLDER AND TURN SIGNAL FOR BOAT TRAILERS

We used these tail lights on our own fleet of plant trucks and field testing trucks for one year before we listed them in our catalog. We gave them ten times the abuse you could possibly give them on your own boat and trailer in ten years. During the entire test, not one of these lights failed to work perfectly. If you have tried to buy a trailer tail light this will really stand up on rough country back roads. It will not shake loose, lose parts from vibration, cannot be torn off by brush on narrow woods roads, and will work perfectly, day and night, for years.

We supply everything you need for installation.



Kit No. 1



Kit No. 2

KIT NO. 1.

This kit contains one stop, tail, turn and license lamp, one stop, tail and turn lamp, brackets, wiring harness with indexing connectors built on, complete hardware and full simplified instructions. For trailer mount with bolt on lamps.

PP1Y Shpg. wt. 5 lbs.\$5.25

KIT NO. 2.

Kit contains one stop, tail, turn and license lamp, one stop, tail and turn lamp, brackets, wiring harness with indexing connectors built on, complete hardware and full simplified instructions. Has screw clamp brackets for transom mounting.

PP1Y1 Shpg. wt. 5 lbs.\$8.75

WINCH CABLES



PM4L Shpg. Wt. 2 lbs.\$4.88

Herter's Steel Winch Cable is made of the finest steel stranded cable with forged hook attached, 25 ft. in length. Try one on your trailer winch.

HERTER'S BUMPER TRAILER HITCH

In order to pull a boat trailer on your car you first must have a trailer coupler that goes on your rear bumper. The trailer coupler holds a round steel ball which the trailer hitch on the end of your tongue fits over.

Our trailer coupler is fully adjustable and will fit on the bumpers of most older cars with an open bumper. It can be put on and taken off in a matter of minutes. It is made of steel and finished in aluminum. It has sufficient strength to hold anything your car will pull. The platform on our trailer coupler, which holds the steel ball, is rounded to prevent any possibility of catching.

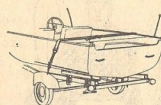
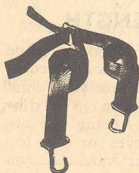
PM2G Shpg. Wt. 4 1/2 lbs.\$1.97

PM2G1 Ball 1 7/8" dia. Wt. 10 ozs.ea. .69

HERTER'S PORTAGE QUALITY BOAT TIGHTENER

PAYS FOR ITSELF DURING JUST ONE TRIP OVER ROUGH ROADS WITH YOUR BOAT TRAILER. ORIGINATED ON NORTHWOODS LOGGING ROADS TO KEEP TRAILER AND TRUCK LOADS FROM BOUNCING.

This superior type of boat tightener is easily attached to your trailer frame with



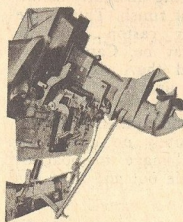
the two large hooks. The nylon web strap has a breaking test of 4000 pound. It adjusts easily to your boat by means of a patented buckle. Prevents your boat from bouncing on rough gravel roads. Nylon web strap will not mark or mar your boat. Hardware is of rust resistant steel. Saves many times its cost as a boat gets much more hard wear on a trailer than anywhere on the water. Unlimited adjustment makes it useful for duck boats, canoes, fishing boats or as a load binder.

PM1M 10' Shpg. wt. 2 lbs.\$3.35

PM1M1 13' Shpg. wt. 2 lbs.3.79

HERTER'S MOTOR BRACE

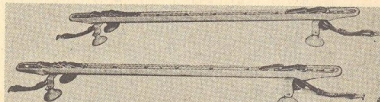
This motor brace fits any trailer and is a must for people who trailer their boats with motor attached to the transoms. It not only protects the transom but the motor as well. Your motor cannot fall down and be damaged in the up or trailing position no matter how rough the roads you may be traveling. Order one out and if not satisfactory after just one trip return for a complete refund plus transportation charges.



PM3M Shpg. Wt. 8 lbs.\$8.97

HERTER'S HEAVY DUTY NAVY TYPE CARTOP BOAT CARRIERS

Some cartop carriers are useless for carrying boats and are apt to severely damage the top of your car. When auto top carriers were first brought out, car tops were made quite flat, not curved. Oak load bars and light steel load bars could be used with safety. Today oak or light steel bars are worthless. They let your boat sag down and dent in your car top.



Boats themselves have widened in design and the 42 and 52 inch cartop carriers are not even wide enough to support them. Small suction cups like on some carriers loosen on modern curved tops.

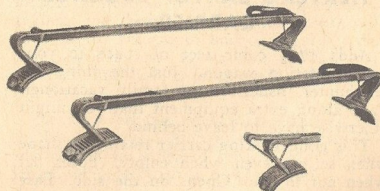
The bars on our auto top carriers are made of 1/8 inch thick girder steel. Our carriers can be put on in seconds. Gutter hooks hold them tightly to the eaves of your car. Extra long heavy duty web straps hold your boat on the carrier. Shpg. wt.—15 lbs.

PM1H—60" steel girder load bars\$6.95

HERTER'S DELUXE MODEL AUTO TOP BOAT CARRIER

PLACES NO STRESS ON CAR ROOF. CARRIES LOAD ON EDGE OF ROOF WHERE IT IS STRONGEST.

Herter's Deluxe Model Auto Top Boat Carrier was three years in design and field trials. We found that other cartop carriers were designed to place weight stress atop the car roof, where it is weakest. Herter's redesigned this cartop carrier to carry all of the weight at the points where the roof is strongest, just over the doors. Made



of one piece lightweight pressed steel. it

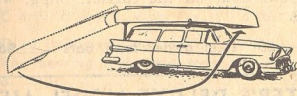
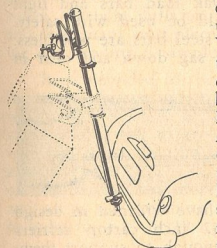
has adjustable cushioned pads to fit all car roof contours perfectly. You can mount this carrier in three minutes without tools. When not in use, the carrier straps can be removed quickly, preventing unsightly dangling and marring of paint finish. This is the carrier to use for any cartop boat, no matter how heavy it may be. Carrier bars are 56 inches wide and they may be extended to 66 inches by using Herter's Car Top Extension Units. If you lift your boat to the top of the car, it will fit on this carrier. There is absolutely no danger of loosening or possible damage to boat or car. Be sure to return one out and give it a season's trial.

PM1G1 Shpg. Wt. 19 lbs.\$9.97

HERTER'S SWING ACTION CAR CARRY FOR BOATS

HIGHEST QUALITY TUBULAR STEEL. MAKES LOADING A BOAT ON A CAR AN EASY ONE-MAN JOB. WILL NOT RUST OR DETERIORATE IN ANY WAY.

Takes the hard work out of loading a boat on top of your car. One man can easily load a boat using this carrier. You simply fasten the heavy steel clamp grips to the boat transom. They hold like a vise. A rugged steel tube carries most of the weight of your boat. This tube is supported by the rear bumper and frame as the illustration shows. You get perfect weight distribution. After you have fastened the clamps to the transom of your boat, you simply swing the bow of your boat onto the front of the roof of your car. The smooth working swing action makes this job very easy. A single top carrier on the front of the



roof of your car holds the bow of your boat in place. The steel tube is 5 feet high and does not obstruct vision through the back window. It rests on a standard trailer hitch on your rear bumper. Pole specially treated with a silver rust-prohibitive paint so it cannot deteriorate. We know you will appreciate this great back-saver. Shpg. wt.—11 lbs.

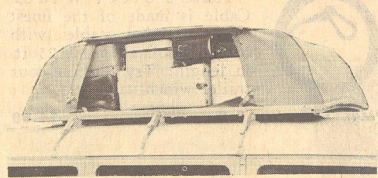
PM2H Rear carrier pole only\$19.97

HERTER'S CARTOP LUGGAGE CARRIER

Adds 17½ cubic feet of space to your car or station wagon. Just the thing for the hunter, fisherman or family vacationer. Take along extra equipment that you might otherwise have to leave behind.

This good looking carrier retains its shape when set up even when empty. Folds flat when not in use. Opens on the side. Easy to load or unload. Plated outside steel frame with solid panel braced bottom.

Heavy, durable gray vinyl coated cover permanently attached. Carrier seals tight



with one pull of the zipper. Length 5', width 3½', 14" high.

PM1G3A Shpg. wt. 45 lbs.\$29.97

HERTER'S SELECTED STRAIGHT GRAINED SECOND GROWTH OARS

Many of our customers live in territories where first quality oars are not available. We have spared no expense in making our oars the finest quality throughout. Our oars are built for heavy duty. In stress tests the breaking point proved to be far greater than the strain that can be applied by the strength of any normal human. All the wood used in Herter oars is second growth straight grained. They are stronger than spruce, maple or pine oars, but are light in weight.

All of our oars are smooth sanded and ready for painting. They are available in lengths as follows:

5 foot—for most duck boats and small dinghies.

6 foot—for large duck boats and small fishing boats.

7 foot—for small to medium fishing boats.

7½ foot for medium to large fishing boats.

PA1A	5'	Wt. 6 lbs.	per pair.....	\$4.97
PB1B	6'	Wt. 6 lbs.	per pair.....	5.86
PB1C	6½'	Wt. 8 lbs.	per pair.....	6.37
PB1D	7'	Wt. 8 lbs.	per pair.....	6.97
PB1E	7½'	Wt. 9 lbs.	per pair.....	7.27

5, 6, 6½, 7 foot oars are available.
7½ ft. oars must be shipped freight or express.

HOW TO SELECT A CANOE PADDLE FOR LENGTH



use a paddle at least six feet long.

Your bow canoe paddle should come up to about your chin. The stern paddle should come up to your eyes or the top of your head. If you are an experienced canoeist and occasionally paddle standing up, you should

HERTER'S SELECTED STRAIGHT GRAINED CANOE PADDLES

Herter's canoe paddles are exact duplicates of the paddles used by the early French-Canadian voyageurs who practically lived with a paddle in their hands. They knew that a paddle had to be strong, to take the beating of pushing away from rocks. It had to be designed for maximum effi-

ciency as every thrust of the paddle counted with these hardy pioneers. The paddle had to be comfortable in the hands for they paddled hour after hour, day in and day out. Our paddles meet all these specifications. All the wood used in Herter's canoe paddles is straight grained for strength and light in weight.

All of our canoe paddles are smooth sanded and varnished except for the place you grip the handle, oil this area. Varnish on the grip hurts your hands on long trips. They are available in lengths as follows. Specify.

PB1I	4'	Wt. 2 lbs.	\$2.65
PB1J	4½'	Wt. 2 lbs.	2.80
PB1K	5'	Wt. 3 lbs.	3.00
PB1L	5½'	Wt. 3 lbs.	3.15
PB1M	6'	Wt. 4 lbs.	3.30

HERTER'S COPPER OAR TIPS

These are finest quality solid copper oar tips. They can be shaped quickly and tacked onto any oar. They protect the oars from splitting and fraying.

PB1H Shpg. Wt. ½ lb. per pair\$4.99

HERTER'S OAR LEATHERS AND BUTTONS



Our oar leathers and buttons are made of the finest quality russet leather. The leathers are

7 x 6½ inches and the buttons are ½ x 1½ inches. Complete leathers and buttons.

PB1F Shpg. Wt. 8 ozs. per pair\$1.97

HERTER'S ROUND OARLOCK HORNS

This oarlock horn is a complete circle. These horns are passed over the handle of the oar and are prevented from coming off by a circle of leather tacked around the oar called a "button." These oarlock horns are very popular on rivers. Because the oar is completely enclosed by the horn you can give the oars that extra twist that is needed in expert rowing. These oarlock horns are also very popular among fishing resort owners.



PA1C Shpg. Wt. 1 lb. per pair\$1.27

HERTER'S NORTH RIVER OARLOCK HORNS

These oarlock horns have no bend at their top. They have a pin running through the oar to hold it in the horn. They have a hole in the end of the horn so a ring of wire can be put in to hold the horn in one place in the socket if desired. Do not put a ring in the end of the horn if you row where oar hits the bottom or obstruction as it will tip your boat. These oarlock horns are excellent for duck hunting boats as they are very quiet and are good for sneaking up on rafts of ducks or jumping them in sloughs. These oarlock horns are also used on many fresh and salt water fishing boats.



PA1A1 Shpg. wt. 1 lb. per pair\$9.97

HERTER'S FRENCH CANADIAN OARLOCKS

The horn of these oarlocks is a split circle which bolts together at the top with a wing nut. You slip these oarlocks over the handle of the oars and tighten the wing nut at the top of the horns. This holds the oars firmly in the position you desire. If the oar warps you can, of course, easily readjust the position of the oar in the horn. With these oarlocks you need no buttons or leathers on your oars, neither do you need to drill your oars for pins. The horn is hinged so that you can take any depth of stroke you desire. These oarlocks are made of steel, cadmium plated to prevent rust. These oarlocks are very popular throughout North America for fishing and hunting boats of all kinds.

We stock these oarlocks only with angle socket.

Horns are adjustable and will fit any size oar.

PA1N Shpg. Wt. 2 lbs. per pair\$3.20

BURIED SOCKET

This socket must be inletted or recessed in your boat. It can be put in a sturdy gunwale or in a block of wood fastened to your boat.

PA1D Shpg. Wt. 1/2 lb. per pair\$66

SIDE PLATE SOCKET

This socket fastens to the side of the gunwale with screws or bolts. Gives good support to oarlocks.

PA1E Shpg. Wt. 1/2 lb. per pair\$98

ANGLE SOCKET

This socket goes on over the gunwale. It is an excellent socket as it is anchored to your boat from both the top and the side.

PA1F Shpg. Wt. 1 lb. per pair\$1.56

HERTER'S BOW EYE BOLTS

This sturdy bow eye bolt is bolted through the prow of your boat. It serves the same purpose as our Bow Eye Strap. Some prefer one, some the other. Will hold over a ton. Herter's Bow Eye Bolt, shank length 3 inches, shank diameter 3/8 of an inch. Overall length 5 inches. Shpg. wt.—8 ozs.

PC1E In malleable steel rust-proofed with a heavy coat of galvanize\$.67

PC1F Same as above but 4 1/2" overall, chrome plated\$1.67

HERTER'S FINEST PROCURABLE HANDMADE BOAT LIFTING HANDLES

Whether you keep your boat in a boat house or carry it on a trailer you need

boat lifting handles on your boat. For light boats use two handles, one on the bow deck piece and one on the transom. On heavy boats use two on the transom.

These handmade handles are of the finest procurable quality. They are made of our special aluminum, alloy No. G32 and will not corrode in salt or fresh water. These handles have the lifting surface built in at an angle as the illustration shows you can thus lift any weight with these handles without hurting your hands in the least. Overall length 6-13/16 inches, hand space 3 3/4 inches.

PD1D Unpolished Wt. 6 ozs.each \$7.9

HERTER'S STANDARD BOAT LIFTING HANDLE

These handles are made wide and especially curved so they will not cut into your hands. They are made of rustproof galvanized steel. Overall length 6 3/4 inches, hand space 3 1/2 inches.

PD1E Shpg. Wt. 1 lb.\$8.7

HERTER'S FAMOUS OPEN BASE BOAT CLEATS

These are very practical, good looking cleats and great favorites. They have open bases to reduce weight and to aid in drying out wet rope wrapped around them. Very few boats have enough cleats on them. A small boat should have at least two forward and two astern. They are used on the bow and the stern to secure rope to hold your boat to a dock. You need tie no knots to secure a rope to a cleat. Just cross the rope over itself on the cleat and it will hold. Handmade in finest marine brass, or aluminum. (Specify.)

No.	Polished Aluminum	Shpg. Wt.
PF1A 4"	\$.97	4 oz.
PF1B 6"	1.37	8 oz.

Made of Malleable steel and rustproofed with heavy galvanizing.

PF1C 4" Shpg. Wt. 4 ozs.\$3.9

PF1D 6" Shpg. Wt. 8 ozs.67

PF1E 8" Shpg. Wt. 1 lb.97

HERTER'S HANDMADE STREAMLINER CLEATS

This cleat is not only beautiful and graceful but it is also very efficient. It is very easy to attach a mooring rope or anchor rope to.

Be sure to order one out and examine its fine quality.

Stock No.	Size inches	Weight	Brass Chrome Plated	Polished Aluminum	Shpg. Wt.
PF1K	6"	1 lb.	2.80	1.30	8 oz.

HERTER'S HANDMADE ENGLISH TYPE STREAMLINER BOW OR STERN CHOCKS

Bow and stern chocks are used to prevent chafing of your boat lines when your boat is moored to a dock or at anchor. Poorly designed chocks allow your rope to chafe, especially if the chocks have rough edges. Such trouble is impossible with Herter's Chocks.

These chocks are entirely handmade and hand polished. They are rounded and bent to give maximum freedom to the rope.

These chocks are entirely handmade and hand polished. They are rounded and bent to give maximum freedom to the rope.

No.	Length inches	For Rope	Brass Chrome Plated, each	Polished Aluminum	Brass
PF1M	4 1/2"	11/16"	\$75	\$42	\$70

HOW TO USE AN ANCHOR PROPERLY

When you are ready to drop anchor, head into the wind or sea. Wait for the boat to lose way before letting the anchor down. Drop the anchor with only about enough rope to reach the bottom, then let out rope as the boat moves away. Snub it up to start the anchor digging into the bottom. In rough water or fast current let out enough rope for at least a 5 to 1 scope. Scope is the length of the rope compared to the water depth. That is, your anchor rope should be let out 5 times the depth of the water to secure a good anchor hold. In extremely rough weather increase the length of the anchor rope even more. In other words the longer your anchor rope the better your anchor will hold. The effectiveness of an anchor at different scopes is as follows:

2 to 1—13%	5 to 1—65%	8 to 1—77%
3 to 1—46%	6 to 1—72%	9 to 1—82%
4 to 1—54%	7 to 1—75%	10 to 1—85%

If the anchor rope is too short to allow enough scope to hold the boat in heavy seas, add a second anchor to the line, tied about 1/3 to 1/2 the distance from the terminal anchor, as shown in the figure following.

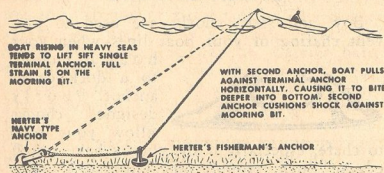
The second anchor does not need to be as heavy as the lower one. This will increase the scope of the lower end of the anchor line from 50% to 90%, by decreasing the lift of the line. In other words, the line between the two anchors will remain nearly horizontal, depending upon the weight of the upper anchor and the size of the waves lifting the boat. This will cause the lower anchor to bite deeper into the bottom instead of lifting or dragging.

The upper anchor has almost no bite into the bottom and acts as a shock absorber. Instead of the boat coming up short against the heavy anchor, the boat will have to lift the upper anchor before it can pull against the lower one. This will eliminate any sudden jerks against the mooring bit.

Tie an overhand knot in the anchor line so that it leaves a loop to which the middle anchor can be attached with a 2 or 3 foot length of rope with a bowline knot.

With HERTER'S NAVY TYPE 15 pound anchor for the lower unit and a 12 pound

HERTER'S FISHERMAN'S ANCHOR attached to the line, boats ranging from 12 feet to 32 feet will ride out any blow short of a hurricane.



Always tie anchor lines with a bowline knot. It is an easy knot to learn to tie and, although it is easy to untie even in a waterlogged rope, it will never work loose by itself.

HERTER'S NAVY TYPE ANCHORS

These anchors meet English as well as American navy specifications. They are made of cast steel and dipped with durable aluminum paint. The design of these anchors has been time proven for many years. They hold well on all bottoms.

PH1B	10 lbs. Shpg. wt. 12 lbs.	\$2.97
PH1C	15 lbs. Shpg. wt. 17 lbs.	3.57

HERTER'S FISHERMAN'S ANCHOR

This anchor is excellent for small open boats. Has holes in it to drain out water or mud. Easy to store. Weight 10 pounds.



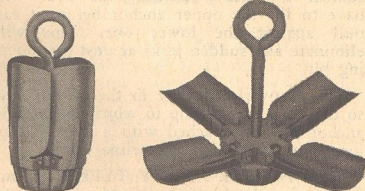
PH1A	Shpg. wt. 13 lbs.	\$2.97
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HERTER'S POLYETHYLENE BOAT ANCHORS

This new color-styled Polyethylene anchor will not mar, dent or scratch boat finishes. It will not fade, rust or corrode and is not breakable. It is silent and cannot cut or bruise anchor rope. Available in four colors, yellow, white, blue and red (specify color desired). 6 lb, 10 lb, 15 lb.

PHIG	Shpg. wt. 8 lbs.	\$4.97
PHIH	Shpg. wt. 11 lbs.	6.37
PHIJ	Shpg. wt. 17 lbs.	7.47

HERTER'S FOLDING ANCHOR



An ideal anchor for small fishing boats, canoes or sailboats where a compact anchor is needed. Can be kept aboard and stored easily until needed. Shaped to hold well in sand or mud bottoms. Gives excellent holding power without bulky, heavy weight.

PH1P	Shpg. wt. 5 lbs.	\$2.97
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HERTER'S ANCHOR LIFT, REEL AND BRACKET

This handy anchor lift lets you raise the anchor without changing position in the boat. Lift reel is easily fastened inside boat. Reel has ratchet to make any setting easy. Bracket mounts on bow of boat, holds anchor firmly while not in use. Makes the work of anchor handling effortless. Reel will hold 50 feet of 1/4 inch



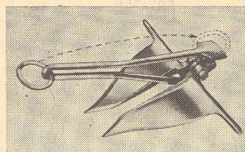
rope, or 100 feet of 1/8 inch wire cable.

PH1K	Reel-lift and bracket Wt. 15 lbs.	\$17.97
PH1L	8 lb. anchor Shpg. wt. 8 lbs.	2.25
PH1M	12 lb. anchor Shpg. wt. 12 lbs.	2.95
PH1N	18 lb. anchor Shpg. wt. 18 lbs.	3.97

HERTER'S BENSON ANCHORS

EASY TO PULL UP UNDER ALL CONDITIONS WITH PATENTED SLIP RING. LIGHT IN WEIGHT AND EASY TO HANDLE. STARTS HOLDING THE MINUTE IT STRIKES THE BOTTOM.

These world famous anchors are made of malleable iron and steel and will outlast you. To release the anchor from any bot-



tom just run your boat directly over the anchor. The magic ring slides up the shank reversing the pull and the anchor backs out of the bottom at the same angle it went in. No more lost anchors or lines.

No.	Anchor Weight	Boat Length	Price	Shpg. Wt.
PH1D	4 lbs.	12 and 14	\$ 5.97	4 lbs.
PH1E	6 lbs.	14 and 16	8.97	6 lbs.
PH1F	9 lbs.	16 to 25	12.97	9 lbs.

HERTER'S ANCHOR LIFT LEADER

This is a good sturdy anchor pulley for fishing and hunting boats. The lift is bolted

or screwed to the bow of your boat. Pass your anchor rope through the pulley and back to a 4 inch cleat attached to the inside gunwale or top rail of your boat. This anchor lift keeps your anchor tight to the prow of the boat to avoid damaging the prow. Ideal for fishing, picking up decoys in open water hunting areas, etc. Made of rustproof galvanized malleable steel. Herter's Anchor Lift takes 3/8 inch or smaller rope.

PG1A	Shpg. Wt. 2 lbs.	\$1.67
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HERTER'S AUTOMATIC BOAT ANCHOR LIFT PULLEY

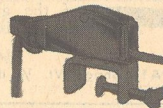
You can pay a lot more but you cannot buy a better anchor lift than this one. It will take any size rope. A flip of the anchor rope locks it, a pull on the anchor rope unlocks it. You can unloosen or tighten your anchor rope from any position in your boat. No springs or clips. Simple to use and install. All shafts permanently rust-proofed.



PG1B	Shpg. Wt. 2 lbs.	\$1.60
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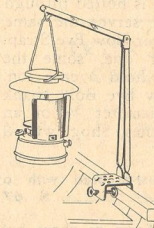
HERTER'S CLAMP-ON ANCHOR CONTROL

An easily removable clamp-on anchor control for the fisherman who likes to use two anchors or for use on boats that ordinarily have no anchor controls. Heavy duty universal bracket fits all boats. Has adjustable positioning. Cadmium plated.



PG2B	Shpg. Wt. 1 1/2 lbs.	\$2.37
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HERTER'S BOAT AND CAMP LANTERN HOLDER (LANTERN NOT INCLUDED)



Designed to hold a gasoline, kerosene or electric lantern on boats or in camps. Adjustable heavy-duty clamp. All steel construction. Has folding arm for easy carrying.

PK1L	Shpg. Wt. 2 lbs.	\$1.97
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HERTER'S WATERPROOF EXTRA STRONG AND FLEXIBLE GENUINE MANILA ROPE

This is not hardware store manila rope but genuine waterproof extra strong marine

manila extra flexible for knot tying. At retail it costs over double the price of ordinary manila rope yet at our prices you buy it for far less than the price of cheap hardware store manila rope.



Comes in hanks of 50 feet each. All ends have plastic tips — will not unravel.

No.	Rope Diameter	Price per 50 ft.	Shpg. Wt. per 50 ft.
PL1G	¼"	\$1.30	1 lb.
PL1H	¾"	2.55	2 lbs.

HERTER'S NYLON ANCHOR ROPES



Good anchor rope is hard to get. Ordinary manila rope is bulky and rots out quickly, losing its strength in a season. Here is how the best grade of new unused manila rope compares to nylon rope.

	Manila Breaking Strength	Nylon Rope Diameter	Nylon Rope Breaking Strength
¼ inch	800 lbs.	¼ inch	1,200 lbs.
¾ inch	1,350 lbs.	¾ inch	2,700 lbs.

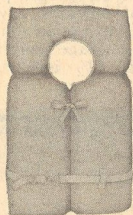
Both ends of this rope come with a plastic tip to prevent unravelling.

PL1D ¼ inch nylon anchor rope	
50 foot hank Shpg. Wt. 4 lbs.	\$2.15
PL1E ¾ inch nylon anchor rope	
50 foot hank Shpg. Wt. 4 lbs.	\$4.85

HERTER'S LIFE PRESERVER VESTS

EXCEEDS NAVY AND U. S. COAST GUARD SPECIFICATIONS. FOR USE ON BOATS — CLASS A, 1 and 2.

Our life vests are not clumsy looking as they are well tailored throughout. They are



Model 2, 2A

covered with finest quality sail cloth and filled with Java Kapok put in vinyl inserts

HERTER'S ARE NOT UNDERSOLD. WITHIN 3 MONTHS COMPARE PRICES IN YOUR AREA, IF IN YOUR JUDGMENT HERTER PRICES ARE NOT LESS THAN WHOLESALE AND DISCOUNT HOUSE PRICES RETURN ITEM FOR FULL REFUND PLUS TRANSPORTATION CHARGES.

(tubes) within each vest compartment. Straps have non-rusting slides. One size, for men and women, fully adjustable at front and sides will fit any man or woman.

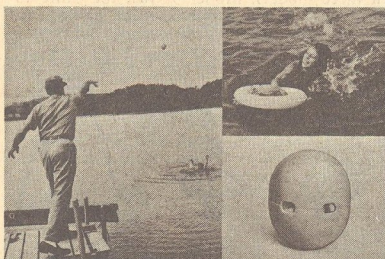
Model 2 comes in orange color only. Orange can be seen further than any other color. Model 2A Hunters olive drab. Our Coast Guard approval number appears on the label of each vest.

No.	Model	Size	Each	Wt.
AM9A3A	2A Adult		\$3.17	4 lbs.
AM9B1	2 Adult		3.17	4 lbs.
AM9B2	2 Children	to 90 lbs.	2.87	3 lbs.
AM9B3	2 Children	to 50 lbs.	2.47	2 lbs.

AUTOMATIC INFLATING LIFE PRESERVER THROWS LIKE A BASEBALL

The odds favoring successful rescue of a drowning person are greatly improved by this new rescue ball, because it is so much easier than conventional life preservers to throw with accuracy.

Most people can't throw an ordinary cork or inflated-ring preserver more than 20 or 30 feet, and it takes practice to place it with any accuracy. This preserver is about the size and shape of an indoor baseball, can easily be thrown with accuracy up to 200 feet to cover 40 times the effective rescue area.



Within three seconds after it hits the water the ball opens and out pops a full-size self-inflating life preserver with buoyancy enough to support a 250 lb. man for days. At the same time a small anchor is dropped to keep the life preserver from drifting out of reach.

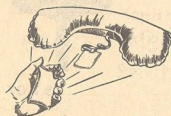
The small compact size makes it easy to carry in a tackle box or to store in a boat.

QE9D Shpg. wt. 1 lb.	\$3.97
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HERTER'S SELF INFLATING LIFE PRESERVER

IS YOUR LIFE WORTH \$3.47

Before inflating this life preserver it is only as big as a package of cigarettes and will fit into your shirt or pants pocket. One squeeze and it inflates into a two foot float. It supports a 200 pound man.



This famous life preserver is made of durable vinyl plastic. It has a small built in gas cylinder on the inside that inflates it with a harmless gas even with a child's squeeze of the hand. It is the ideal life preserver to carry with you when you do not want to carry a bulky one. You should carry one in

your pocket when wading in rivers or lakes while fishing or hunting; while duck hunting by wading in marshes or using bog shoes or a boat; while fishing from boats; while traveling over ice in the early fall and late spring.

Be sure to order out at least one. This life preserver is a necessary item for outdoors people.

A64Z Shpg. Wt. 6 ozs.	\$3.47
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HERTER'S LIFE PRESERVER BOAT SEAT CUSHIONS

FINE FOR DUCK HUNTERS' KNEELING PADS AND FISHERMEN. COAST GUARD APPROVED.

It is foolish not to have a good life preserver in a hunting or fishing boat. They are worth many times their price just to sit or kneel on. We all realize this as we grow older. In case you stove in your boat or tip over they will save your life. It is a good idea to tie a piece of fish line to the life cushion and to the lower button on your coat. That way if you fall out you can quickly pull the cushion to you.



Bush Model



Mesabi Model

These cushions are made of heavy, durable brush brown duck. They are made full 2 inches thick not 1¾ inches thick. Either of our cushions will hold you up beyond question even with your pockets full of shells.

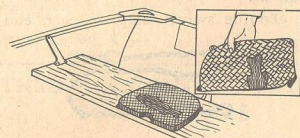
Bush Model—A great Canadian favorite with four separate Dutch Kapok filled cells. Double straps and double sewed.

Mesabi Model—Dutch Kapok filled. Double straps, double sewed. Shpg. wt. per cushion 3 lbs.

No.	Model	Size	Each	Per 2
QE9A	Bush	14"x17"x2¼"	\$3.97	\$7.50
QE9B	Mesabi	15"x15"x2¼"	2.97	5.50

HERTER'S FOLDING BOAT SEAT

This is the handiest most practical boat seat we have seen. Order one out and use it for a month. Return for a full refund plus transportation charges if not the biggest bargain you ever got. Made of live, weatherproof, rubber. It is over an inch thick and has rubber braces all through it that gives you real comfort and prevents you from feeling the hard boat seat at all. This



seat is plenty large for any person. Sitting on a hard boat seat all day takes a lot of the fun out of fishing. Comes in black and white mottled rubber with a molded-in green fish.

It is very attractive. Be sure to try this seat. Makes a wonderful gift too.

AM8 Shpg. Wt. 2 lbs. \$1.30

HERTER'S FINEST QUALITY BOAT SEAT

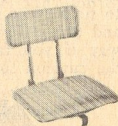


Well worth the money for the added comfort. This sturdy boat seat has heavy foam padding covered with durable vinyl. Back rest is padded and contoured to make an extremely comfortable seat. Seat has sturdy enameled steel frame. Back is hinged to fold down when not in use or for easy carrying.

PO1A1 Shpg. wt. 13 lbs. \$3.55

HERTER'S QUALITY SWIVEL BOAT SEAT

Gives you the comfort of an easy chair with the added advantage of a 360 degree swivel that allows you to turn to any position with ease. Seat has sturdy steel frame hinged to fold when not in use for easy carrying or storage. Heavy foam padding covered with Vinyl and contour padded back. Sturdy swivel base has plastic bearing.



PO1B1 Shpg. wt. 15 lbs. \$5.55

HERTER'S PROFESSIONAL MODEL SWIVEL BOAT SEAT

This finest of seats gives you the ultimate in comfort and utility. The full foam padded seat and back with Vinyl covering makes fishing or boating a real pleasure. Back is contoured and self-adjusting. Frame is sturdy enameled steel and is hinged to fold when not in use or for easy carrying or storage. Heavy duty 360 degree swivel base allows you to take any position you need with ease.

PO1B2 Shpg. wt. 17 lbs. \$8.25

HERTER'S OUTBOARD MOTOR SAFETY CHAINS AND CABLES

HERTER'S SPECIAL OUTBOARD MOTOR SAFETY CHAIN

This is the safety chain we recommend most highly. It is a full 5 feet long.

The chain is made of steel, heavily galvanized. It will not rust. Chain will support 900 lbs.

Has genuine swivel snap on each end of



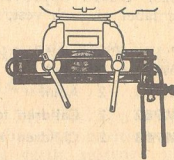
the chain for quick fastening.

This chain is strong enough to use to tow other boats or moor your boat.

PL1A Shpg. Wt. 8 ozs. \$7.5

HERTER'S COMBINATION TRANSOM PLATE & OUTBOARD MOTOR LOCK

The aluminum transom plate prevents the screws of your outboard motor from damaging the inside transom of your boat. The locking bars prevent your motor from coming loose and falling into the water. With a padlock in place, theft of your motor is impossible. This is inexpensive insurance.



PK1E Shpg. Wt. 1 1/2 lbs. \$2.35

HERTER'S OUTBOARD MOTOR CARRIERS AND STANDS

ALL MODELS FOLD FLAT FOR EASY STORING IN YOUR CAR TRUNK. ALL MODELS HAVE OIL DRIP PAN TO PREVENT SOILING YOUR FLOOR.

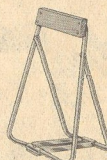
Wheel your motor down to your boat with ease. Do not ruin your heart, lifting and carrying heavy motors. Store your motor at home on these famous stands. Eight inch rubber tire wheels, heavy steel frames, oilite bearings, oil drip pans. Holds your gasoline can as well as your motor. Finest possible workmanship throughout. Available in three models. Model 3. Just the thing to keep your motor safely in your garage, attic, or basement. You cannot build one



Model 1



Model 2



Model 3

yourself for this price. Made of steel with oil drip pan.

Model 2 for motors up to 16 H. P. Model 1 for larger motors. Model 3 will hold any motor.

No.	Model	Price	Shpg. Wt.
PM1A	dual wheels	1 \$20.75	32 lbs.
PM1B		2 12.45	24 lbs.
PM1D		3 8.30	14 lbs.

HERTER'S SPILGUARD FUNNEL

Curved flange prevents spilling when refueling outboard motor, power mower or other gasoline engines. Removable dual filter screen assures dirt-free fuel. One quart capacity. Baked enamel finish.

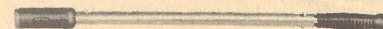


PM1R5 Shpg. Wt. 1 lb. \$1.07

HERTER'S OUTBOARD MOTOR EXTENSION HANDLE

When fishing alone it is difficult to control your boat well with your outboard

motor when you are sitting in the back seat. If you are in the middle seat of



the boat it is much easier to do. Your weight in the middle seat keeps your boat down better in the water making it easy to control. In trolling when alone in a boat this extension handle is a necessity. When casting along a shoreline or weed beds it allows you to go along at just the right speed. A touch of your hand or elbow on the extension handle will guide your boat just where you want it to go while you are casting, fly fishing, or spinning. Takes only minutes to put on your outboard motor. The long telescoping anodized aluminum handle snaps on and off of the grip part so when you carry the motor the handle is not in the way. Allows you full motor control. You can regulate the motor speed as always right from the handle. Fits Johnson, Evinrude, Buccaneer, Montgomery Ward, 1954 models and newer, 5 horsepower and up. First Scot Atwater 1955 models and newer.

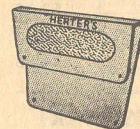
PM1S1 Shpg. Wt. 3 lbs. \$5.69

HERTER'S NEW NO NOISE NEOPRENE OUTBOARD BOAT TRANSOM PLATE

MADE OF DU PONT NEOPRENE RUBBER NOT AFFECTED BY WEATHER, GAS, OIL AND SALT WATER. REDUCES OUTBOARD MOTOR NOISE. FITS ANY TRANSOM PLATE ON ANY BOAT. 4 SCREWS OR JUST CEMENT INSTALL IT. PROTECTS BOTH SIDES OF THE TRANSOM. STOPS MOTOR FROM USING YOUR BOAT AS A SOUNDING BOARD. STOPS BOAT AND MOTOR NOISE FROM SCARING FISH.

NOTE: Do not confuse our finest quality No-Noise neoprene outboard transom plate with similar plates on the market today. Our plate contains more neoprene than any plate and we guarantee our plate for three full years of wear or your money back plus transportation charges.

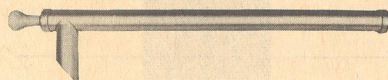
Reduces both noise and boat vibration. For the low cost of this neoprene transom plate you cannot afford to be without it.



PK1G Shpg. Wt. 1 1/2 lbs. \$2.69

HERTER'S BILGE PUMP

This is the ideal bilge pump for outboard boats as well as inboards. Saves bailing or tipping over of your boat. Our bilge pump is made of 20 gauge zinc coated steel, 24 inches long, 1 1/2 inches in diameter.



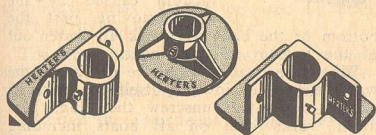
It has a 4 inch spout and screw-on top and bottom caps. Durable, easily replaceable leather sucker and check valve of highest grade pump leather. Will pump 12 gallons per minute.

PR1A Shpg. Wt. 2 1/2 lbs. \$2.97

HERTER'S FAMOUS CAST ALUMINUM DOCK BRACKETS

MAKE IT EASY TO PUT UP OR TAKE
DOWN A DOCK

Wooden post docks are difficult to hold, very expensive, and rot out easily. If you live in an area where the ice freezes quite thick the spring break up takes wood posts



out every year. On a large, stony bottom wood post docks slide out of position.

Our post feet are extra wide, the post hole goes way through them. You can use the post feet as the post rest or drive the post through them down into the lake bottom using the post foot to keep the post from tipping.

Our walk bracket is extra long and its bottom goes under the walk stringer giving it real steady support.

Both post feet and brackets are made of finest cast aluminum. Takes 2" O.D. pipe.

PP2E1 Post feet, Shpg. Wt. 3 lbs.....each **\$1.50**

PP2E2 Straight Brackets Wt. 3 lbs. each **1.70**

PP2E3 Angle Bracket Wt. 3 lbs.each **1.95**

HERTER'S BOAT HOOK

A NECESSITY FOR EVERY BOAT OWNER, PREVENTS DAMAGE TO YOUR BOAT

Boat hooks should be fitted onto 6 or 8 ft. long wooden poles. When you are coming in to a dock, anchor buoy, or shore you take your boat hook and guide your boat to the desired spot. If a person is on the dock to meet you, simply reach out your boat hook to him and he can pull you easily into dock. For shoving off from a dock, buoy, or shore, a boat hook is indispensable. Made of rustproof galvanized steel. Navy type boat hook. Inside diameter of hook, 1 1/4".



PP1A Shpg. Wt. 1 1/2 lbs.**\$1.20**

HERTER'S KAPOK FILLED BOAT BUMPER

Most boat bumpers, even those selling at two and three times the price of ours, are very short lived. This is because they



are made of a light canvas, filled with green sawdust. The canvas wears very quickly and then the sawdust runs out, leaving only a soggy mess to protect your boat. We fill our boat bumpers with Kapok because we have found, through extensive

tests, that this material will absorb constant shock without passing this shock along into your boat hull. The canvas used for covering your boat bumper is very heavy. A heavy rust-proof Naval brass grommet makes it easy to attach the bumper.

PP1J Shpg. Wt. 12 ozs.**\$6.95**

HERTER'S POSITIVE LOCK MOORING ARMS FOR DOCKS

It is difficult to moor your boat to a dock with rope. Even if you moor it so the waves keep it away from the dock a slight change in the wind will start it bumping and rubbing on the dock, damaging both dock and boat.

Our mooring arms simply screw into the dock. You bolt the attractive holders into your boat right below the gunwale. Takes minutes to do it on fiberglass, wood, or metal boats. The holders will fit any boat perfectly. The mooring arm has a heavy duty steel jaw with a locking latch, heavily plated in nickel. You simply put the locking jaw into the nickel plated holders on your boat and your boat is permanently held in place. No winds or waves no matter how strong can damage your boat or dock.

PP2E Set of two Shpg. Wt. 8 lbs.**\$6.47**

HERTER'S POLYEX WATER SKI ROPE

1. Made of genuine Polyex plastic rope. This rope will not stretch like nylon or will it rot like manila or cotton.

2. Polyex rope floats perfectly. No need of a wooden float as is the case with manila or cotton ropes. No danger of sinking and tangling with your boat's propeller.

3. Smooth to the touch. Polyex rope will not scratch or burn like manila or cotton rope.

4. Polyex ski rope is light and not bulky. It is only one fourth of an inch in diameter yet holds over 900 pounds.

5. Polyex ski rope is bright in color.

6. The hard wood handle that comes with our rope is straight grained and sanded smooth. No danger of splinters or breaking. Our famous Polyex plastic water ski rope is a full 75 feet long and comes complete with handle ready to use. Although double the price of manila or cotton ski ropes our Polyex ski ropes are much less expensive in the long run.

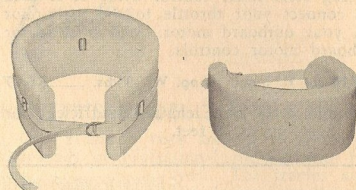
PP2L Shpg. Wt. 3 lbs.**\$1.87**

PP2LA Two handle Shpg. Wt. 3 lbs.**1.97**

HERTER'S ISLE ROYAL WATER SKIING BELTS

Many people who cannot swim or swim only fairly well like to water ski. This belt gives them perfect protection without bulky appearance. Even expert swimmers can get knocked out from striking the water at high speeds and should also wear this belt.

Our water skiing belts are made with



Model 1

Model 2

expanded epifoam, the most buoyant and durable flotation made. It is not bulky like a life jacket and does not interfere with arm movement at all. These are the finest quality water skiing belts possible to make. They are gasoline and oil proof.

Model 1 soft epifoam 6 1/2" Model 2 soft epifoam 5 1/2" wide with a toughened vinyl coating and belt molded into belt. Shpg. wt. each—1 1/2 lbs.

No.	Model	Waist Size	Each
AN9G1	1	Small 25"-28"	\$2.23
AN9G2	1	Medium 29"-33"	2.23
AN9G3	1	Large 34"-44"	2.23
AN9G5A	2	Small 26"-30"	4.29
AN9G5B	2	Medium 31"-35"	4.29
AN9G5C	2	Large 36"-46"	4.29

OUTBOARD STEERING OR TILLER ROPE PULLEY SNAP TYPE

Made of finest marine materials with unbreakable sheave or pulley wheel. Will take up to 1/4 inch tiller or steering rope or cable. You need only one or two of these pulleys. They are used for quick attaching and detaching of your tiller or steering rope to motor.



PP1J Shpg. wt. 8 ozs.**\$1.00**

OUTBOARD STEERING OR TILLER ROPE PULLEY

This is the finest possible quality pulley for this purpose. Has swivel base so it will line up perfectly with tiller rope. Will take up to 1/4 inch tiller rope or cable. You need 4 of these.

PP1H Shpg. wt. 8 ozs.**\$9.94**

OUTBOARD TILLER OR STEERING ROPE CLAMP

The only practical safe, and sure way of securing the ends of your tiller or steering rope. For their small cost you cannot afford to use make shift methods. Easily slipped over rope ends and tightened with a screw driver. Will take any tiller rope or cable up to 1/4 inch in diameter. You need 4 to 6 of these for remote control hook up.



PP1L Shpg. Wt. 4 ozs.**\$3.00**

THROTTLE CONTROL CASED BOWDEN WIRE



This is a flexible rust resistant, cadmium plated steel casing with a heavy gauge

spring steel inner control wire. It is used to connect your throttle to the carburetor on your outboard motor. Also suitable for inboard motor controls.

PP10 14 ft. length Shpg. Wt. 3 lbs.\$1.97

Note: a 14 foot length is sufficient for any boat, up to 18 feet.

HERTER'S BOWDEN THROTTLE WIRE HOLDER

This holder is used to hold your throttle wire and does the job perfectly. The holder is swivel type so it always is in the correct position. It allows the smooth sliding of the wire inside the Bowden casing. Made of solid marine brass.

PP1R Shpg. Wt. 6 ozs.\$.75

OUTBOARD TILLER OR STEERING ROPE TIGHTENER

This strong, sturdy compression spring keeps your tiller or steering rope tight at all times. To use tilt the motor up slightly.



Take the slack out of your tiller rope, then lower your motor into running position, thus compressing the rope tightener. Just right for 1/8" to 1/4" steering rope or cable.

PP1M Shpg. Wt. 8 ozs.\$.30

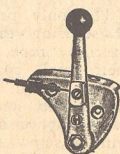
NYLON COVERED TILLER OR STEERING CABLE

Made of six steel cables with nylon extruded around the cables under heat and pressure to form a solid permanent coating. This cable is tremendously strong and durable. It will not rust or stretch. The finest nylon covered cable available in North America.

PP2B Wt. per. 10 ft. 3 lbs.Per ft. \$.12

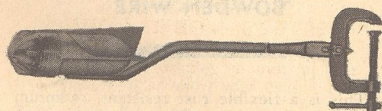
HERTER'S MOTOR REMOTE CONTROL THROTTLE

This is the most widely used throttle for outboards. Side mounting, smooth position action. Attaches directly to throttle control wire. Made of duraluminum. Easy to install. Also suitable for inboard motor controls.



PP1P Shpg. Wt. 1 lb.\$2.50

HERTER'S C-CLAMP SELF-CONTAINED STERN LIGHT



A very versatile navigation light for fishermen and hunters. Can be used on any boat. Clamps on in seconds.

Has clear lens. Operates on one standard flashlight cell. Has c-clamp on aluminum staff, for universal mounting and easy removal.

PP1F Shpg. Wt. 1 lb.Each \$2.67

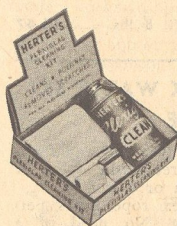
HERTER'S BOW RUNNING LIGHT

This is a very attractive bow light. Made of G32 aluminum brass alloy and beautifully polished. It is practical; uses 2 flashlight batteries and has a handy snap switch. It measures 6 3/4 x 4 1/4 x 2 1/2 just the right size. One lens is green for the starboard or right side and one lens is red for the port or left side. You have to see this light to appreciate it. Order one out and if not just what you wanted return for full refund plus transportation charges.

PP1X Shpg. Wt. 1 3/4 lbs.\$3.15

HERTER'S PLEXIGLAS WINDSHIELD CLEANING KIT

Many runabout owners have complained to us that they have had a hard time getting their windshields really clean and free from dust. After testing every type of cleaning kit on the market, we have finally found one that meets our high standards.



This kit will absolutely clean any plexiglas surface thoroughly and completely. It will not scratch or mar plexiglas in any way. Why take a chance of spoiling your windshield for \$1.87?

Kit contains 1 can of Herter's famous Plexiglas cleaner, 1 jar of Herter's Plexiglas scratch remover, 2 safe, soft polishing cloths and 1 sponge applicator.

With this kit you cannot only keep your windshield clean, but you can remove any scratches you might have from improper cleaning.

PP1E Shpg. Wt. 2 lbs.\$1.87

HERTER'S HEAVY DUTY BOAT COVERS FOR FISHING BOATS

These covers fit our Chrome Fiberglass fishing boats as well as other boats such



as Penn Yan, Thompson, Shell Lake, Larson, Dunphy, Wagemaker, etc.

Our boat covers are made of 10 1/2 oz. waterproofed colored duck. All seams are triple sewed. There is a strong draw rope in the hem for holding it securely onto your boat. No fasteners are necessary.

PN1D 12' boats Shpg. Wt. 8 lbs.\$15.75

PN1E 14' boats Shpg. Wt. 10 lbs.17.25

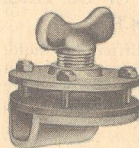
PN1F 16' boats Shpg. Wt. 12 lbs.21.00

PN2E wide 14' boats Shpg. wt. 11 lbs.24.50

PN2F wide 16' boats Shpg. wt. 12 lbs.26.50

HERTER'S AUTOMATIC BOAT DRAINER

You simply drill a 1-3/16" diameter hole in the bottom of your boat and bolt the drainer in place. Enough Butron tape is supplied for the bolt holes so they will never leak. When you get water in your boat run the boat from 6 to 8 miles an hour and unscrew the plug. The vacuum caused by the water moving past the bottom of the boat will suck all water out of the bottom of your boat.



When the boat is on shore of course the water simply drains out itself by force of gravity when you unscrew the plug. This drain works well on all boats including fiberglass, aluminum, plywood, wood, etc.

PK1A Shpg. Wt. 1 lb.\$2.50

Installed on any of our Chrome Fiberglass boats\$3.95

HERTER'S PRECISION MARINE COMPASS

Here is the most versatile boat compass ever offered. Herter's new marine compass

is precisely made for accuracy and sensitivity. Designed for use on all small craft, it is a handsome accessory on any boat. It has a marine brass case, highly polished and chrome plated to resist weather and water. It features a shock-mounted Monel pivot bearing and a two-way mounting bracket that allows you to mount it anywhere in your boat. Be sure to follow the complete instruction sheet that comes with it.



PP3L Shpg. Wt. 1 lb.\$6.99

PRESSURIZED, DRY CHEMICAL FIRE EXTINGUISHER

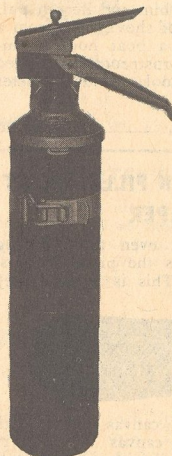
U. L. Approved

I. C. C. Approved

U. S. Coast Guard Approved

Everyone should have one or more of these reliable hand extinguishers in his cabin, car, boat or home.

Ball gauge with disposable cylinders and visual and manual check. When ball is up, it's fully charged. When ball is down, screw on new cylinder. U. L. rated at 2 3/4 lbs. Fast rate of dump when spraying chemical. Pressure tested to 600 P. S. I. Nontoxic, noncorrosive dry chemical. Heavy-duty bracket with locking clamp.



PP1V Extinguisher complete Shpg. wt. 7 lbs.\$7.97

PP1W Extra cartridge Shpg. wt. 6 lbs.\$5.97