

Elco

STANDARDIZED MOTOR BOATS

Built by

THE ELCO WORKS

of the

ELECTRIC BOAT COMPANY

Established 1892

BAYONNE, NEW JERSEY

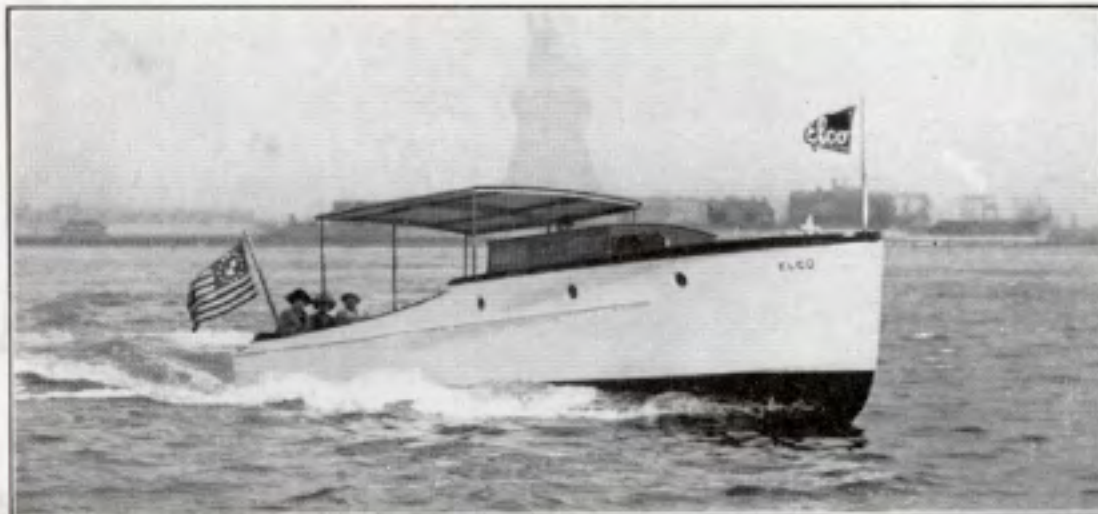
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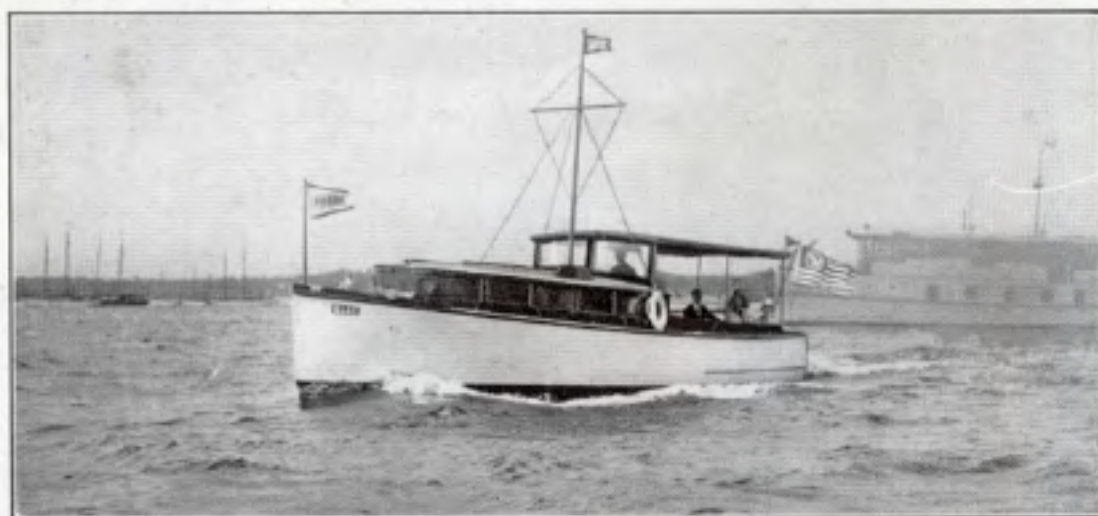


ELCO STANDARDIZED MOTOR BOATS



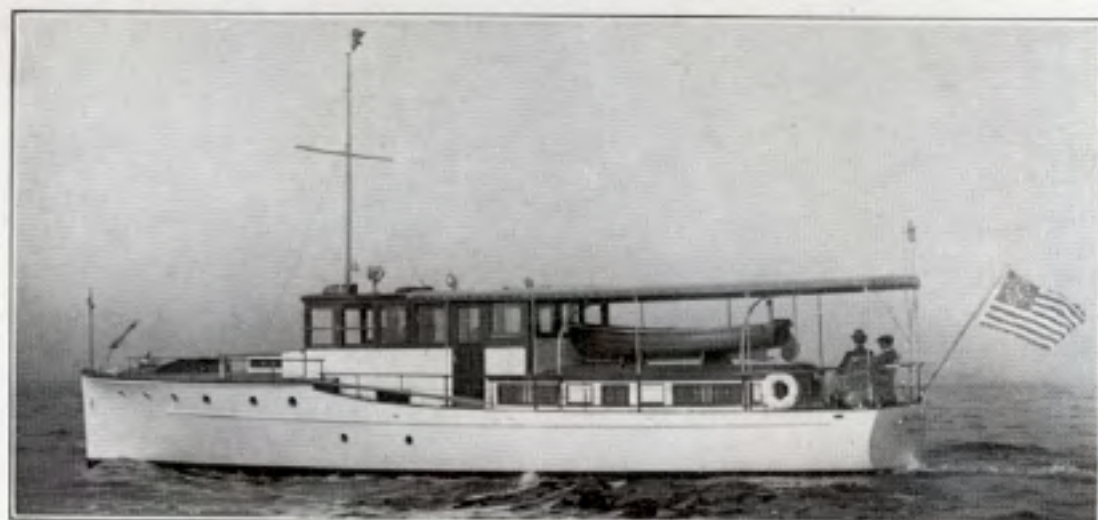
ELCO
30-foot Veedette
8'-0" Beam
One Elco Engine
Speed 15 miles

ELCO
34-foot Cruisette
9'-0" Beam
One Elco Engine
Speed 13 miles



ELCO
45-foot Cruiser
11'-4" Beam
One Elco Engine
Speed 12 miles

ELCO
56-foot Motor Yacht
13'-5" Beam
Two Elco Engines
Speed 12 miles



THE "HOME AFLOAT"



The Most Famous Boat in the World — the Elco "Cruisette"

IT is obviously difficult to compare dissimilar articles, yet where the articles have a common purpose some basis of comparison is possible. The common purpose of the automobile and the motor boat is PLEASURE.

With the production of motor cars outstripping the construction of new roads, there can be only one result—*congestion*. The driver of an automobile on a week-end trip or Sunday afternoon spin certainly has little opportunity to enjoy the scenery or the atmosphere. He merely joins the crawling parade of autos along a main artery of travel. When he finally gets home, fortunate if he has not lost a mud guard, or bent the bumper, the motorist's nerves are exhausted and his lungs are filled with dust and tainted with carbon monoxide. Not exactly pleasure to him, we may be certain.

How different on the water. The wide expanse of the sea is your highway. No crowding, no irritating jams, and no blow outs. Your boat glides along the cushioned surface of the sea with an absence of care or tension that is unknown on the crowded high-

ways. You feel an indescribable sense of freedom; the tang of salt is in the clean air; you are invigorated in body, and buoyant in spirit. Pleasure?—it is a word far too weak. It is almost ecstasy!

And who will compare an extended tour of the country with a fortnight cruise along the sheltered waters of the Atlantic Coast. The automobile is never more than a vehicle, while the little cruiser or more pretentious yacht is truly "a home afloat." The land tourist is always subject to the vicissitudes of the road. When night comes he must chance the accommodations of the nearest hotel. He usually suffers the fate of hapless transients—exorbitant bills for mediocre meals and service. If he be of the more venturesome type who camp by the roadside, he is always a trespasser and often treated as such. Even the most callous tourist cannot withstand for long the daily assaults upon his nerves and purse. The automobile has served its purpose well, but with the highways at their very saturation point, the title "Pleasure Car" is already a misnomer.

But let us turn to the other picture. A cool,

THE "HOME AFLOAT"



Comfort and Convenience Distinguish the Cruisette Cabin

salt breeze sweeps from the trackless sea. You and your party start out from the dock and leave behind the haunting pictures of traffic jams, sarcastic minions of the law, expensive hotels, and garages, bad roads, exasperating detours, and a host of minor irritations that plague the itinerant motorist. You go wherever fancy dictates—hurrying across wide bays and sounds—loafing in emerald lagoons that are hidden away from the whirl of city life—drifting through canals of enchantment with rapidly changing horizons; always new dawns and new sunsets. Wherever you cast anchor you own; you can move about with more ease and freedom than the Arabs of the desert wastes.

You can never understand the meaning of Freedom until you experience the *freedom of the sea*. You can roam from Maine to Florida—you can explore the secluded bays, and exotic bayous of the Gulf—you can wander about the Thousand Islands, and chain of fresh water lakes of the Canadian wilds—you can find the dunes of the Great Lakes, or drift with the current down the colorful Mississippi. With plenty of food and

fuel you can forget that the rest of the world exists. You have no neighbors unless you want them. You live and do as you please; you eat and sleep as you please. Where on land can you match this Freedom? A refreshing dip at dawn, an hour or two's sport with the reel to stock the icebox with fresh fish, and then you are off for another change of scenery. A tantalizing aroma drifts from the galley, and dinner call is anxiously anticipated. And how you marvel at your appetite! The sea has a wonderful cure for the jaded palate and rebellious stomach.

But the real witchery of the water comes with the setting sun. You come to anchor in a quiet harbor, and the faithful engine is allowed to rest. After supper the whole party comes out to lounge on deck. The sky is a gorgeous flambeau, flaming over the high silhouette of the hills. *Pipes and stories—guitars and songs—echoes of melody and laughter.* There is a mysterious something which steals into the very fibre of the soul, and no man can withstand its magicry. Now the crimson sky cools to a violet—a purple, and night steals on you ere you are

THE "HOME AFLOAT"



Quarter Deck—56-foot Motor Yacht

aware. Lights flicker along the distant shore line, and the lamps blink on a tramp steamer that is anchored nearby. You follow his example and hang the anchor light.

Over the thin black line of the breakwater peeps the full moon—big, luminous, evanescent. A streak of yellow dances across the ruffled surface of the bay, growing wider as the visitor lifts from the sea. Conversation becomes desultory—stops. It seems irreverent to talk anyway. The new spell has even silenced the jazzing strains of the ukelele that drifted from the "tramp." Someone murmurs "Good night" and disappears. In a few moments the others follow. You lie in your berth, listening for a little while to the slap of the hal-yards, and swish of the water against the "dink." A cool breeze drifts refreshingly through the open ports, and . . . sleep conquers.

The person who has enjoyed a summer cruise lives for the

rest of the year in his memories of the wonderful voyage, and in his anticipations of the trip he is planning for the summer to come. Few men are ever so affectionate to name their auto, but every boat regardless of size is a real personality, and bears a name. It is easy to appreciate the bond of friendship between man and boat. Many times during the winter season the mind of the boatsman drifts to the yacht basin where his craft is hibernating. Anxiously he scans the calendar and mentally computes the hours to the date of launching.

The supreme ambition of the Elco Works has been to build the best "Home Afloat." For over thirty years Elco engineers have designed and experimented with many models in their endeavor to offer the public a boat that combines the comforts and refinements of a home with the speed, grace and seaworthiness that is desired in a good yacht. Elco is confident that its cruisers have achieved this happy composite, for every



The Luxurious Saloon—45-foot Cruiser

THE "HOME AFLOAT"

Elco cruiser is self-contained in its living accommodations and equipment. Whether it be the Cruisette, the 45-foot Cruiser or the palatial Deck House Cruiser, each is worthy to be called an ideal "HOME AFLOAT." Elco points with pride to the hundreds of little "homes" that are seen in every navigable lake or bay along our vast coastline.

The dominant factor in the building of an ideal "Home Afloat" is that it be a *home*. It must have comfort, convenience, and privacy. The word home suggests ease and relaxation but there can be no peace of mind or body when the craft is lacking in the first essentials of a comfortable home.

Poorly arranged living quarters, restricted and ill-ventilated galleys, and closet space; to say nothing of inefficient or improperly installed propelling machinery, are conducive neither to harmony or comfort. Elco boats are so perfected in detail that the owner's worries need not extend beyond his charts and provisioning. Women have always ap-



Galley—56-foot Motor Yacht

preciated the conveniences and refinements incorporated in the Elco Models.

The charm of life aboard the "Home Afloat" has the same fascination for the ladies, as for the men. Many of the Elco-built boats are handled by women "skippers." They are not only competent helmsmen, but exhibit the same skill in the management of their "Home Afloat" as they do in their household ashore.

It is safe to wager that every recognized yacht club has one or more Elco "homes" in its fleet roster. The utility of these boats is only limited by the depth of water and the imagination of its owner. Explorers and scientists have used Elco craft in voyages up the tropical reaches of the Amazon, and far in the heart of Equatorial Africa, living aboard the little boat for months at a time. The confidence that the Elco designs inspire in their owners, is ample evidence of their intrinsic worth, and reliability. The success of the "Home Afloat" idea is distinctly a tribute to the Elco Works.



Owner's Stateroom—56-foot Motor Yacht



Deck Saloon—56-foot Motor Yacht

ELCO STANDARDIZATION AND SERVICE



Elco Plant at Bayonne, New Jersey

THE most confirmed boating enthusiast or the casual visitor alike finds a trip through the Elco Works at Bayonne something of a revelation. Despite the enormous development of the motor boating industry and the constant stream of pleasure craft that is yearly added to our navigable waterways, few people realize that motor boat construction can be maintained on a manufacturing scale. As a matter of fact, all year 'round there is a constant procession of large and small cruisers, speed boats, and yachts bidding adieu to the Elco Yacht Basin on the Eastern shore of Newark Bay.

Many people are curious to know just how Elco built up this large business, which is confined entirely to the output of motor craft. Elco is, of course, the pioneer of motor boat builders in America. The company was founded in 1892, and exhibited its first boats at the Chicago World's Fair in 1893. There were 55 electric launches at the Exposition, and more than a million people were transported on the lagoons of Lake Michigan during the Fair period. All this occurred before the first horseless carriage appeared on the streets of the Western metropolis. Thus, the first motor boat ex-

position also took place a decade or more before the first automobile show. Thus, also, was Elco's great principal—motor boat *standardization*—successfully inaugurated.

Early in its history Elco recognized the value of standardization in motor boat construction. With the advent of the gasoline engine, Elco engineers undertook to standardize best types of pleasure craft, and then market them in quantity. This was an unheard-of procedure in the shipbuilding world, where even the tiniest craft was built from an individual set of plans. But Elco foresaw that motor boating could never be anything but "the sport of kings" unless manufacturing principles were applied, and prices brought within the reach of the man of moderate income. Many models were built and tried out, and when a type was perfected, it was reproduced in quantity. This policy of Elco's took the hazard out of boatbuilding so far as the uneducated buyer was concerned, for he knew exactly what to expect in his boat when he stepped aboard for the first time. Furthermore, he obtained a very quick delivery, whereas the boat built to order meant a three to six months' period of waiting that was often crowned with disappointment and chagrin.

ELCO STANDARDIZATION AND SERVICE



Current Elco Models in Production at Bayonne

The principle of Standardization as applied at Elco soon demonstrated the general utility and adaptability of the small motor boat. In 1915, when the British Admiralty was searching for an antidote for the U-boat menace, the advisability of fast motor craft was suggested. The problem was: where could they get such vessels constructed? and, could they be delivered in time? The British Naval officers had no other recourse than to tell their story to Elco. Elco was the only concern prepared in experience and equipment to solve their problem. The rest of the story is history. In just 488 working days, Elco delivered 550 Submarine Chasers to the British Admiralty. These famous "M. L.s," 80 feet in length, rendered yeoman service in the North Sea blockade. This feat of the Elco Works is considered an industrial epic of the World War, but it was

made possible only through the Elco policy of Standardization. A total of 722 Submarine Chasers in all was constructed for the Allied Governments without a single rejection.

It is obvious that there is more to Elco success than Standardization alone. The personnel of the organization has always been made up of ship-minded men; designers, and boat-builders who take a personal pride in their work. For 32 years Elco has maintained a truly marine aspect. Though the motor boating industry has become a highly specialized branch of shipbuilding, the Elco craftsmen still hold to the colorful atmosphere of the sea. Year after year, there are few changes save the enlargement of the force as increase of sales necessitate. With a body of men who are fitted for their tasks by instinct and training, there is little wonder that Elco has welded a perfectly timed

ELCO STANDARDIZATION AND SERVICE



Cruisettes in Winter Storage at the Elco Plant

organization, whose only ambition is to build boats, *and build them better.*

The Elco designing staff is essentially unchanged after many years. This means an unbroken continuity of creative effort season after season. It has resulted in many inventions and improvements that are found only in Elco boats. These improvements in design and mechanical detail are protected by patents and registered at Washington; each

patent the product of Elco designing genius.

The sale of an Elco boat does not mean the end of the contact between builder and buyer; in fact, it is only the beginning of a very friendly and informal relationship. Elco follows with interest the history of every boat built at the Bayonne plant, and endeavors as far as possible to render a wholehearted service to each boat owner, no matter where he may be. As the various Elco



Spring Fitting-out in the Elco Yacht Basin

ELCO STANDARDIZATION AND SERVICE



45-foot Cruiser on Marine Railway

models are built in quantity, Elco always maintains a stockroom of spare equipment.

We may label this spirit of co-operation between builder and buyer under the very much abused term of SERVICE. This word Service, as it is applied in practice at the Elco Works, means competent instruction in the operation and maintenance of the boat, and free advice on any problem that confronts the boat owner. Elco is particularly anxious to serve the new buyer—the man who has yet to learn the language, practice, and customs of yachting. The Elco staff is pleased to serve as mentors, so that after a trip or two the owner becomes a full-fledged and competent helmsman.

Elco Winter Storage, and Flat Rate Repair Plan are vital features of Elco Service. A large section of the Elco plant is reserved for winter storage of boats. This service is highly appreciated by many yachtsmen in the

metropolitan district, as it offers a protected haven during the winter months. The owner has no worries about fire, pilferage, or damage of any kind. When the boat arrives in the late Fall, it is lifted from the water. All the equipment is taken out and renovated, while the cabin, lockers, and lazarette are cleaned. The engine parts are slushed with grease, and the battery is removed. If repairs are needed, a survey is made. Then a definite proposal is submitted, and the owner knows exactly what the charge will be. Furthermore, he knows that the work will be done by experts at very reasonable cost.

Standardization has blended quality workmanship with quantity production at Elco. It speeds the deliveries of the standard models; it increases the resale value of the boat through the stocking of spare parts; it has made possible the excellent Elco Service plan. More than that; Standardization at Elco has resulted in making the sale of boats more easy and satisfactory from the buyer's standpoint.

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

Only a large, smooth-working organization, such as Elco, can sell quality boats so low in price, and render the complete service of sales and maintenance that experienced boat owners demand. The prospective purchaser owes it to himself to visit Port Elco first. Seeing is believing.

PORT ELCO - ELCO SHOW ROOM



East 46th Street Entrance to Port Elco, New York City

Elco Standardized Motor Boats, in all sizes, may be inspected at Port Elco, the New York Showroom of the Elco Works, where the actual boats are maintained completely equipped—just as they are delivered to the customer.

**PORT ELCO—Division of Sales and Exhibits,
247 Park Avenue and 107 East 46th St., New York City**



Interior of Port Elco

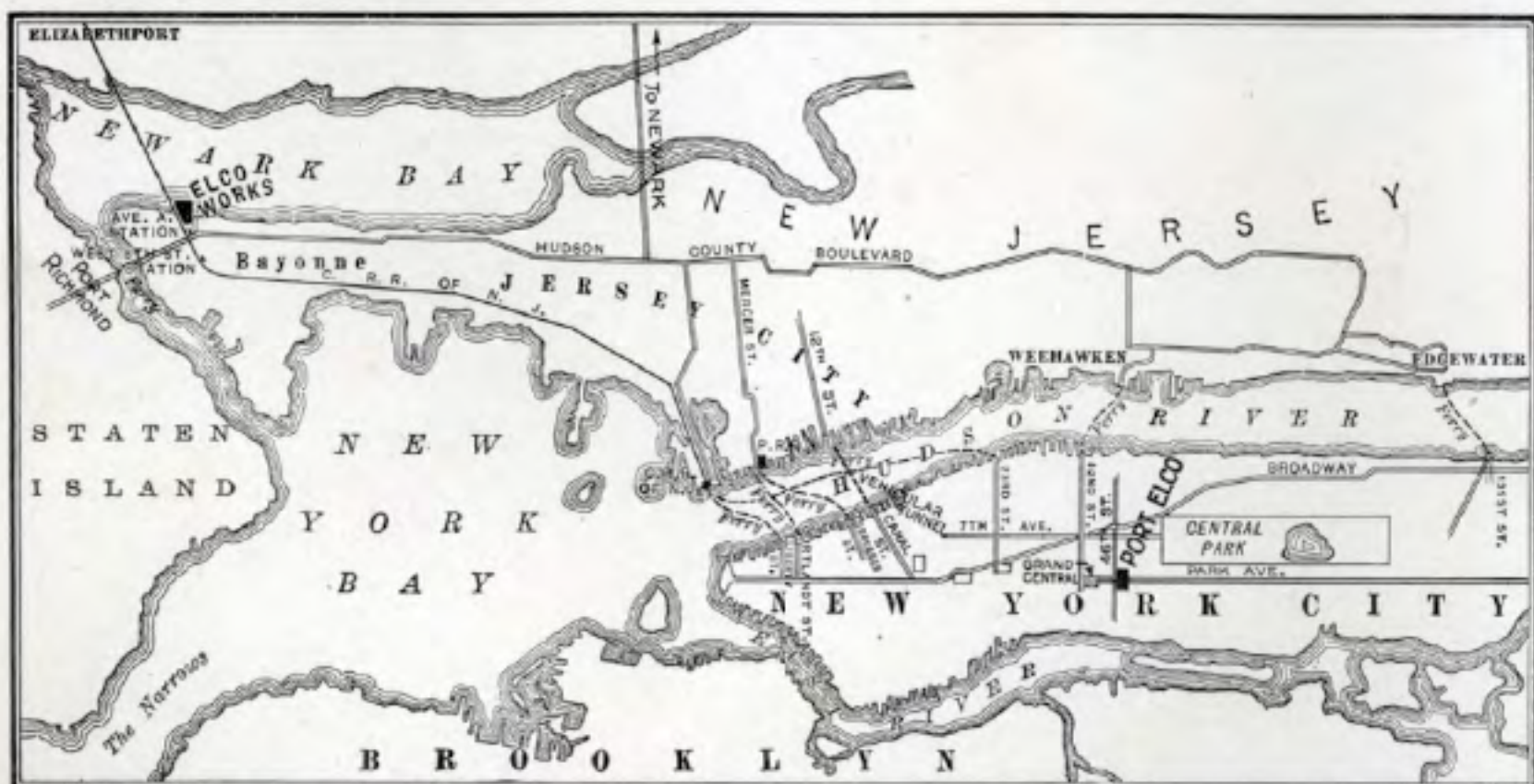
ELCO GUARANTEE & TERMS

GUARANTEE: We guarantee Elco Models against defects in workmanship and material under normal use, our obligation being limited to make good at our works, any part thereof which shall, within three months after delivery of the boat to the original purchaser, be returned to us transportation charges prepaid, and which our examination shall disclose to have been defective. We make no guarantee with respect to equipment and fittings which we do not ourselves build or manufacture, inasmuch as such equipment is usually guaranteed separately by its respective manufacturers. We cannot guarantee delivery and safe carriage. Our responsibility ceases when shipments are received for in good order by the carriers.

PRICES: Our prices are strictly net. We give no discounts. **Terms:** Net cash in New York funds, for boats launched and in complete running order at our works; 25 per cent. payable with order. Time deliveries are subject to strike, fire, congestion of water by ice and other causes beyond our control.

SHIPPING: Boats up to 50 feet long and 10 feet 6 inches beam can be shipped on one flat car. Longer boats can be shipped on two cars. On orders for export, prices do not include delivery to and loading on steamer.

The Elco Works are located at Bayonne, New Jersey, on the line of the Central Railroad of New Jersey, half an hour from the Liberty Street Ferry, New York, to West 8th Street Station, Bayonne.



Map Showing Location of Elco Works and Port Elco