



PRINCECRAFT

DOMINATE THE WATERS



2014 PONTOONS AND DECK BOATS



Journey
THROUGH TIME
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New Models
FOR 2014
/ p. 19

IN THE BEGINNING...

AN INDUSTRY LEADER FOR 60 YEARS



Princecraft has been providing top quality, durable boats to satisfy customers since 1954. Today, our pontoons and deck boats still take top honors throughout North America, and recently even made their Russian debut! The key to our success? Superior quality materials—like Princecraft H36 aluminum—plus the skill and commitment of employees averaging 25 years' with the company. Not to mention our ability to constantly innovate to meet changing needs.

All our boats are made here in Canada. This allows us to provide personalized customer service. It also means we know what kind of waters you boat on, whether for short outings or longer trips (see page 8 to discover the joys of VRF!) Your Princecraft pontoon or deckboat is custom designed for local conditions to maximize your enjoyment on each and every outing. This commitment has set us apart from the competition for the last 60 years and we are very proud of it.

On behalf of the entire team, I would like to thank Princecraft owners, dealers and suppliers, as well as everyone who has contributed to Princecraft's success since 1954, the year RCA marketed the first color television (\$1,000 for a 13 in. screen!). As we look forward to years ahead, who knows what will be making headlines on our hundredth anniversary, in 2054!

A handwritten signature in black ink, which appears to be 'Donald Dubois'.

Donald Dubois, president



Visit our Website

princecraft.com
1 800 395-8858



President

Donald Dubois

Marketing Department

Jean-Philippe Martin-Dubois
Stéphane DeBilly
Carole Côté
Anik Martel

Concept and design

absolu.ca

Research and writing

Karine Husson

Photography

Benoit Brühmüller
Claude Denis
Karine Husson

Get a copy

of our new Fishing Boat
magalogue



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SOME HISTORIC NUMBERS

Princecraft has been making powerful, comfortable, easy-to-drive boats for 60 years. Our boats are designed and built in Canada to meet the needs of customers all across North America. Here are a few numbers that showcase 60 years of hard work and dedication.



> EXPO 67

Princecraft bought the Ontario company Peterborough Boats in the 1960s and considerably expanded its product line. In addition to aluminum, wood, and fiberglass boats, Princecraft made children's strollers, and even the excursion boats for Expo 67!

> 23 MILLION KM

That's how far our trucks have traveled to deliver Princecraft boats to our dealers and customers. Rather than contracting out deliveries, we use our own drivers, some of whom have been with us for over 30 years. That way we guarantee excellent service from start to finish.



> 60,000 TONS

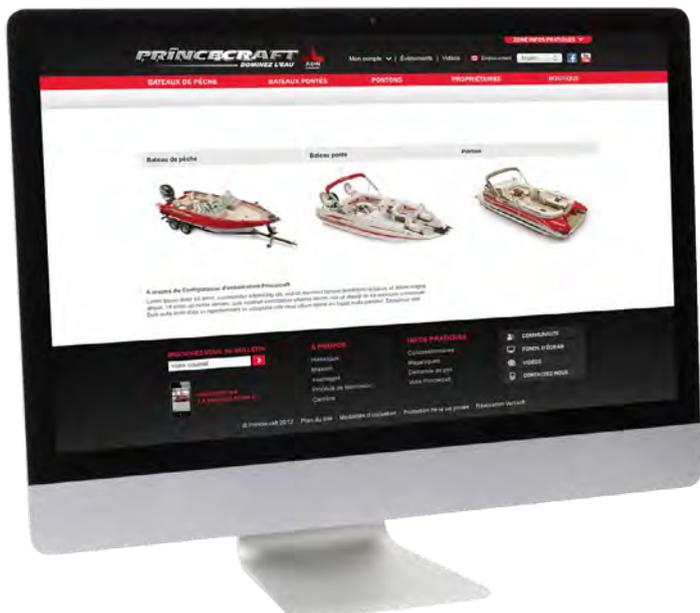
That's how much aluminum Princecraft has used since its inception in 1954—the equivalent of 10,000 elephants!

> 1.5 MILLION LINEAR FEET

That's the length of all the pontoon rails we've used over the years, the equivalent of 66,000 23 ft. pontoons placed end to end!



Build YOUR DREAM BOAT



It's Sunday morning. You have all the time in the world. Coffee in hand, you sit down in your favorite armchair, turn on your computer, and watch your dream boat gradually take shape before your very eyes!

With Princecraft's new interactive module, you'll be able to configure your boat online whenever it's convenient for you, comparing models and choosing your options, motor, colors, and more. You'll see what your boat will look like, and get instant pricing info and technical specs too. The site will even display the financing details!

Have fun building your boat at the beginning of 2014!
princecraft.com/build-your-boat



JOURNEY >> THROUGH TIME

In 1954, Aluminum Boats & Canoes, Princecraft's forerunner, was founded in Princeville, a small town in South Central Quebec, Canada where the company is still based. Today we have three plants employing more than 200 people. Here are some of our company's key milestones.

/ 1954 Lionel Baril and his brothers, Roger and Sarto, found Aluminum Boats & Canoes to manufacture Princecraft brand aluminum boats.

/ 1965 The company buys the Ontario manufacturer, Peterborough Boats, and expands its product line to include fiberglass and wooden boats. Princecraft boats are very innovative for the time and are sold across Canada and New England.

/ 1973 Alcan purchases the company and creates Alcan Marine Products, the biggest boat manufacturer in Canada. It produces three brands: Princecraft and Springbok aluminum boats and Peterborough fiberglass boats. Peterborough Boats is sold in 1982 when Alcan decides to specialize in aluminum boats. Over the years, Alcan Marine Products contributes tremendously to Princeville's economic growth as a number of upholstery, seat, tops, and trailer manufacturers set up shop there.

/ 1985 Alcan withdraws completely from the marine industry to specialize in primary aluminum production. General manager Marcel J. Dubois and production manager Jacques Daneault purchase the company, and Altra Marine Products is born. One of their top priorities is to establish a strong R&D department to develop special products.

/ 1986 To diversify their operations, the two partners decide to use Princecraft's know-how to break into the new and fast-growing pontoon market. They introduce a variety of products, including pontoons of different lengths, some with rigid aluminum roofs serving as an additional deck, as well as swimming platforms, floating aluminum docks, and more. On the boat side, Princecraft invents the square chine hull. This deeper hull with a wider transom is designed to handle bigger motors and improve aerodynamics and stability. It's a revolution in the industry.

/ 1987 Far from sitting on its laurels, the R&D team comes up with the Meridian, a luxurious, state-of-the-art pontoon measuring 30 ft. long and 10 ft. wide. The idea is to combine the comfort of a cabin-cruiser with the roominess of a pontoon. An aft section houses a kitchenette, toilet, and dressing room, while a sundeck is available for tanning. Modular armchairs convert into beds and the pontoon also includes



/1. The sign over the door of the first premises in 1954. **/2.** First boat tests on Lake William in Saint-Ferdinand. Princecraft still tests all its boats there. **/3.** Up until the 1990s, Princecraft built canoes renowned for their strength and durability. **/4.** Seat manufacturing in the 1980s. **/5.** Magazine ad from 1985. **/6-7.** Two 1987 models: the Cadet and the Standard. **/8.** Launched the same year, in 1987, the Meridian pontoon is in a class apart: trade magazines describe it as “veritable floating palace.” **/9.** The famous logo that appeared on all Princecraft canoes. **/10.** Aluminum pontoons maintain their popularity in the 1990s. Here the rigid roof serves as a second deck. **/11.** Felipe Alou is a huge fishing fan. In 1995, to celebrate his title as the national baseball league’s Manager of the Year, Princecraft general manager Marcel Dubois presents him with a Princecraft boat before an Expos game at the Montreal Olympic Stadium. **/12.** The deck boat, a perfect blend of boat and pontoon. **/13.** The Brio®, specially designed for electric motors, is equipped with ingenious battery compartments. **/14.** Today’s SVX, the cream of the crop!



a camper enclosure with windows and mosquito netting. It is an instant success, just like its current version, the luxurious SVX.

/ 1990 Princecraft is bought by the U.S. giant, Outboard Marine Corporation (OMC), and keeps on growing.

/ 1992 To keep pace with market trends and compete with fiberglass products, Princecraft develops the deck boat, a perfect hybrid between a boat and a pontoon. Princecraft aluminum deck boats have a V-shaped hull like a boat plus all the roominess and comfort of a pontoon. The best of both worlds!

/ 1994 The Princecraft/Springbok name is replaced by a single trademark—Princecraft.

/ 1995 Motors are becoming more and more powerful. To ensure the stability and maneuverability of its boats in all conditions, Princecraft invents the reverse chine hull and revolutionizes the industry.

/ 2000 The company is purchased by Brunswick Corporation, specializing in recreational products, and officially becomes Princecraft Boats.

/ 2002 On the boat side, Princecraft invents the double reverse chine hull. By keeping the hull in constant contact with the water, this innovation prevents the boat from rocking from side to side, providing improved comfort, safety, and performance.

/ 2004 Princecraft celebrates its 50th anniversary, with nearly 70 dealers in Canada and approximately 50 in the U.S.

/ 2011 Although electric motors are practical, they are often inconvenient because of the space batteries take up on the floor. To solve this problem, Princecraft introduces the Brio, a smaller, lighter, very agile pontoon with special battery compartments that leave floor space free. Solar panels provide even greater autonomy, especially on lakes where gasoline motors are banned.

AND the innovations keep on coming with the launch of the Vogue (2013) and Quorum (2014) series, new fishing pontoons, new personalization options, ongoing performance improvements and more, as Princecraft continues bringing you the very best boats on the market!



GOT PHOTOS?

Share them on our Facebook page!

facebook.com/princecraft

For more information, videos, and photos, go to **princecraft.com/history**

TRAVELING BY PONTOON

An unforgettable experience. One question comes up again and again at boat shows: can you camp on a pontoon? Answer: absolutely! Do it once, and you'll be hooked!



“THE BIG ADVANTAGE IS THAT THE PURCHASE PRICE AND THE COST OF MAINTAINING AND OPERATING A PRINCECRAFT PONTOON ARE ALL MUCH LOWER.” RICHARD CAZA

“My pontoon (a Vogue 25 XT 2013) is equipped with a Verado 225 HP motor, so I can travel at up to 45 miles an hour. Meanwhile, I know the girls are comfortable and safe. They can play with their toys, eat a snack, look at the view, go to the bathroom, or have a nap.” Having everything on board is really handy, for adults and children alike. So much flexibility makes the trip more enjoyable for everyone concerned. And since some of the best views can only be seen from the water, getting there is half the fun.

For primary school teachers Stéphane and Julie, the pontoon has become part of their summer lifestyle. This is their second Princecraft. Their first was a 20 ft. 2009 Versailles with a 90 HP motor. “We really enjoyed going on three or four day trips,” says Stéphane. “When we had Juliette, we bought a Vogue 25 XT. It has more room,

the third keel makes it more stable, and the layout in the aft section is more suited to our current needs.” Since there are two seats opposite each other, the girls can sleep separately without disturbing each other. Julie even hung some curtains to separate the adults’ room from the children’s room. “It’s luxury camping,” quips Stéphane with a laugh. Julie, who drives the boat when Stéphane wants to waterski, adds that their Vogue is really stable and easy to drive. And both concur that the boat is a great value, both in terms of the purchase price and operating costs.

Richard Caza and Nathalie Dionne agree. The couple has been going on trips in their SVX 27 for a number of summers. Georgian Bay, Sandbanks Provincial Park, and the Rideau Canal are just some of the destinations they’ve visited on their pontoon, sometimes traveling for up

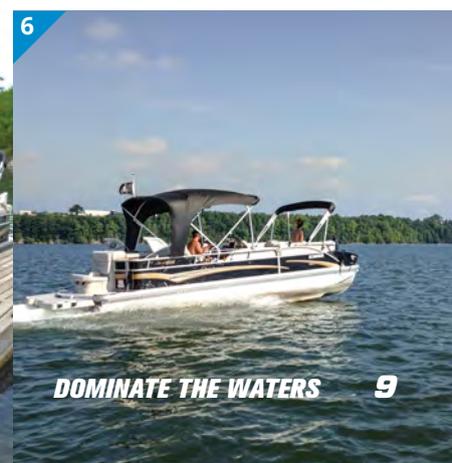
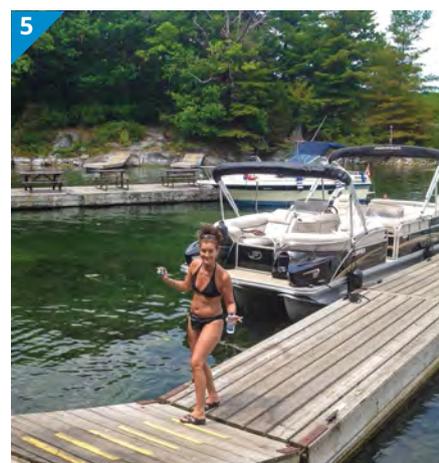
to a month at a time. “We bought a Princecraft for the quality and performance,” says Richard, an electronic control mechanic. “It’s perfect for long distance trips.” Indeed, their SVX is super comfortable and well equipped for travel with its king size bed, top-of-the-line sound system, toilet, sink, pop-up privacy enclosure, full camper enclosure, refrigerator, stove, sonar, GPS, 300 HP motor, large gas tank, and more. “If you’re well organized, you can carry drinking water and food for six to eight days without setting foot on land,” explains Nathalie.

/Previous page The Eisenhower lock in Massena, New York, forms part of the St. Lawrence Seaway. The lock lifts boats 12 meters (38 ft.).

/1 Stéphane Giasson and Julie Piché’s Vogue 25 XT, docked in Venise-en-Québec.

/2 The whole family is ready to go. **/3** Approaching the C12 lock connecting Lake Champlain to the Champlain Canal. Located in the heart of old Whitehall, in New York State, the lock is the starting point for a stroll through an historic neighborhood. **/4** Juliette is in no mood for a nap.

/5 On the McDonald Island dock in the Thousand Islands. Once used for agriculture, the island, with its abandoned fields and resurgent forests is now a wildlife paradise. **/6** Richard Caza and Nathalie Dionne en route for Sandbanks Provincial Park in their SVX 27 pontoon.



“WE HIT SOME GOOD-SIZED WAVES ON THE HUDSON RIVER. JULIETTE AND CORALIE HAD A LOT OF FUN! I TRUST MY PRINCECRAFT IN ROUGH WATERS. IT STAYS STABLE AND REALLY KNIFES THROUGH THE WAVES.”
STÉPHANE GIASSON

Richard, who has owned other types of boats in the past, is convinced that a well-equipped Princecraft boat is just as comfortable and safe as a big boat. “We can get into areas that others can’t because I only need 15 inches of water under me. But the biggest advantage is that the costs of buying, maintaining, and operating a Princecraft pontoon are much lower.”

And it’s not just about traveling. Given the time they spend on their pontoon every summer, their investment was paid off a long time ago. “From May 1 to September 15, we spend all our weekends on the pontoon,” says Richard. The same goes for Julie and Stéphane, who have a longer summer holiday. “Sometimes we have 14 people on board our Princecraft,” says Stéphane. “It’s more versatile and roomier than a cabin-cruiser. We can land on a beach, waterski, pull inner tubes. People are always surprised to see how much you can do with a pontoon. We take full advantage of it!”

DID YOU KNOW?

A Princecraft pontoon is very easy to tow. Even though it may seem bigger, it’s lighter than a fiberglass boat of the same length. Each Princecraft pontoon comes with a custom-made trailer specially designed to make pulling your pontoon out of the water a snap. So go ahead and hit the highway with your pontoon. It’s a great way to explore new lakes and rivers.



7



8



9

/7 New York Bay is the stretch of water at the mouth of the Hudson River where it flows into the Atlantic Ocean.

/8 Often called the sixth Great Lake, Georgian Bay has more than 30,000 islands and 2,000 km of shoreline. Its serene beauty evokes images of wind-swept pines, majestic cliffs, and limpid water as far as the eye can see.

/9 Sandbanks Provincial Park, Ontario, boasts one of the biggest fresh water sand dunes in the world.

AN EQUATION THAT EQUALS

TOTAL COMFORT



FREEDOM

Princecraft pontoons offer a host of conveniences to ensure your comfort:

- / Toilet
- / Table
- / Beds
- / LED lights
- / Canvas tops and covers for wind, sun and rain protection

/ Storage space

/ BBQ

/ Counter

/ Full camper enclosure

/ Top-of-the-line sound system

/ And much more!

Princecraft pontoons deliver performance, stability, and safety. Plus they're also easy to drive and able to go just about anywhere. The perfect boat for a few days—or a few weeks—on the water!

The freedom to choose where you sleep... Drop anchor in a protected bay, tie up at an uninhabited island, or enjoy a marina's charms and amenities.

- / Traveling by water offers spectacular views that are often invisible from the road. And there are lots of fascinating historic sites along our waterways.
- / Traveling in a pontoon puts you in direct contact with nature. Plants, wildlife, and spectacular views will delight your senses.
- / Feel like a refreshing swim, a bit of water skiing, dropping a line in the water, or simply enjoying a drink and a good novel? Since everything you need is right onboard, you're free to choose what you do and when—without any complicated planning. After all, isn't that what vacations are all about?

A SEA OF POSSIBILITIES!



UNMATCHED DESIGN



H36

MARINE GRADE
ALUMINUM

ANOTHER PRINCECRAFT EXCLUSIVE

To make the strongest, most durable hulls and tubes on the market, we use only H36 aluminum, the best marine-grade alloy in the industry.

5052-H36 alloy is harder to work with than lower quality alloys. It requires powerful, extremely precise equipment. Working with H36 also takes more skill and specialized expertise. Angles must be precisely rounded, for example. That's where Princecraft's extensive experience comes to the fore.

If you're hesitating between a Princecraft and another brand of boat, knock on the hulls and tubes. You'll feel and hear the extra rigidity provided by the double thickness of H36 aluminum—a Princecraft exclusive that you'll appreciate if you hit an obstacle when on the water.

- > **25% STRONGER THAN THE ALLOY USED BY MOST OTHER MANUFACTURERS**
- > **MORE RESISTANT TO BUMPS AND DENTS**
- > **MAINTAINS YOUR BOAT'S PERFORMANCE**
- > **HELPS KEEP PRINCECRAFT RESALE VALUES HIGH**

THE GORE-TEX® OF BOAT FABRICS

Princecraft canvas tops and covers are made from Top Gun, the best fabric in the industry. Top Gun is a very tight polyester fiber weave with a high-performance polymeric coating on each side. Even when exposed to outdoor conditions or extreme temperatures, it doesn't harden, split, or peel.

The coating also makes the fabric more resistant to UV rays, mildew, and water while allowing it to breathe in order to evacuate moisture. Another advantage of this fabric, which is often compared to Gore-Tex, is its great tensile strength and resistance to tears. Your canvas tops and covers will remain in perfect condition for a long time to come so you can enjoy your boat no matter what the weather.

NEW



BEECHLANDER ELECTRIC RAMP

Here's a really handy accessory: the new Beechlander electric ramp for pontoons.

In addition to making it easier for children, people with reduced mobility, and animals to board, it facilitates landings on uneven terrain, beaches, and even rocky shorelines. Thanks to its 12V electrical system, it takes about a minute to extend or retract the ramp. Made of robust aluminum, it can support up to 400 pounds, and its surface is covered in non-slip, water resistant carpeting. Try it, you'll love it!

** Available on 21 ft. to 27 ft. two-log pontoons.*

NEW FOR 2014



THE NEW QUORUM

« **BINGO!** » was the Princecraft R&D team's unanimous verdict when they finalized the design of the new Quorum pontoon. And there's good reason to be enthusiastic: the new model has been generating huge buzz since day one! In 2014, the six-model Quorum Series will replace the Vantage Series in the pleasure pontoon category. But that's where the comparison stops, because the Quorum has been completely redesigned and reorganized. The secret of its "sexier" look lies partially in the exterior tubular design, which softens its lines. You'll love its refined, monochrome upholstery and the swim platform covered in chic, ultra-comfortable Infinity vinyl. The discreet LED lighting system on the Elegance Edition (on the logs, the speakers, the drink holders, etc.), adds sophistication to the design—and magic to the atmosphere. The 25 SE model even boasts a bar in the aft section: mix the music, get out the glasses, and Quorum becomes the most elegant lounge bar in town. Cheers!

**FOR MORE DETAILS ON THE NEW QUORUM, SEE PAGE 40
OR GO TO PRINCECRAFT.COM.**



EVERYTHING YOU NEED TO KNOW ABOUT INSURANCE

Insurance is often considered to be a necessary evil. But worry-free boating requires that you pay some attention to the subject. To get a clearer picture, we asked a few questions to Pierre Duchesne, a personal insurance analyst with La Capitale Financial Group.

Q Why is it important to insure my boat?

A Because boating involves risks and as a boat owner, you can be held liable for property damage or bodily injury resulting from the use of your boat. Your boat can also suffer damage itself if it hits a floating object or the motor catches on something. Or the boat may be stolen. These things happen, so it's important to protect your investment.

Q What are the basic types of coverage?

A First, civil liability. This will cover you if you are held liable for property damage or bodily injury resulting from the use of your boat, for example, if you injure someone when driving your boat or if you damage someone else's boat in a marina.

You should also insure your own boat for damages. Most specialized insurers offer all risk protection covering fire, theft, vandalism, collisions on the water and on the road, as well as damage caused by wind and lightning. Other insurers offer a more limited version, often covering only fire and theft.

A number of additional types of coverage can be included in your policy, such as wreck removal costs, death benefits and medical expenses, or an agreed value rider guaranteeing that the insurance payment will not be affected by depreciation (similar to replacement value), etc.

CAN I CANCEL MY INSURANCE DURING WINTER STORAGE?

Tempted to cancel your insurance when you store your boat? It's not necessarily a good idea, because most pleasure boat policies have seasonal premiums spread over the boating season. Canceling your insurance in the fall and taking out a new policy in the spring won't save you much money, and your boat won't be covered during the winter.

Q Does my home insurance cover my boat?

A Most home insurance policies include civil liability coverage for boats less than 26 ft. long with motors that don't exceed a certain limit (25 to 50 HP). If you always bring your boat back to the house, direct damages will also be covered, subject to the terms of your policy, but only up to a certain amount. If you buy a boat, contact your insurance agent to find out what the limits are. Depending on your needs, you can either add a rider to your home insurance policy or obtain a policy specially designed for your boat. If you store your boat in your garage and your house burns down, your boat may not be fully covered under your home insurance policy. Ask your insurer for more information.

Q If I travel to the United States, is my boat covered?

A Most specialized insurers limit the navigation area to between the 40th and 52nd parallel north latitude, i.e. from Philadelphia to the border between Quebec's North Shore and Labrador. What's more, you must remain within 100 miles (160 km) of the coast. If you plan to travel outside this area, contact your insurer to see if you can add a special rider. Always check the navigation area covered when you buy a new insurance policy. For example, some insurers do not include the port of New York.

Q What happens if my boat is stolen while it's out of the water?

A Many insurers require that you lock your trailer tongue using a special lock system. We're not talking about a simple padlock here, but a bolt that completely blocks the trailer tongue coupling. Some policies stipulate that theft is not covered if this device is not used. So don't hesitate to ask, and to get yourself properly equipped!

WHAT FACTORS AFFECT INSURANCE COSTS?

- / Category of boat
- / Value
- / Power of the motor(s)
- / Previous claims
- / Driver age
- / Driving experience
- / Boating courses taken
- / Navigation area

* This is not an exhaustive list, and each insurer will have its own additional criteria.

WHY CHOOSE A PRINCECRAFT?

PRINCECRAFT BOATS HAVE LED THE INDUSTRY FOR QUALITY, DURABILITY, SAFETY, AND DRIVEABILITY FOR 60 YEARS.

HERE ARE SEVEN REASONS WHY PRINCECRAFT IS YOUR BEST CHOICE.

1

H36 ALUMINUM

Princecraft's 5052-H36 aluminum is the strongest and most durable aluminum alloy in the industry. It extends the life of your boat and increases its reliability in case of impact, saving you problems and protecting your investment. Plus H36's greater strength means it can bear higher loads. Only Princecraft has the expertise and specialized equipment to work with H36.

2

IMPECCABLE FINISHING

This is not just about the boat's appearance. To protect your investment, your boat's finishing must be perfect in every way—upholstery, moldings, paint, and quality materials with proven durability. At Princecraft, we pay attention to every detail!

3

SUPREME COMFORT

Looking for more than a way to travel from point A to point B? Want to enjoy fun, freedom and good times on the water with friends and family? Then a Princecraft pontoon or deck boat is the choice for you. With their ergonomic design and ultra-comfortable seats, you get excellent support for the body and the beauty of sophisticated design for the eyes.

4

ONBOARD SAFETY

Sides high enough to prevent falls and protect against spray, lower seats for younger crew members, no-pinch hinges, and multiple sealed bulkheads that make Princecraft pontoon boats practically unsinkable—these are just some of the features our safety-conscious R&D team has put in place so you can navigate worry free, alone or with friends and family.

5

FUEL EFFICIENCY

Lighter than fiberglass, aluminum is much more fuel efficient, both on the water and towed on a trailer. What's more, your Princecraft's aerodynamic design gives you fast starts and more speed, with less power. So you save gas every time you use it!

6

A HOST OF OPTIONS

Needs can change over time. That's why Princecraft offers a wide selection of options you can add to your boat including privacy enclosure, toilet, swim platform, sleeper seat, BBQ, ski tow bar, camper enclosure, trailer cover, fishing sonar, performance package, and much more. Your boat will grow with you so you and your family can enjoy being on the water for many years to come.

7

FULL WARRANTY

To make sure your investment is protected, your warranty covers absolutely everything! From the pontoons (or the hull) to the roof, the Princecraft warranty is designed to ensure your peace of mind.

THE PRINCECRAFT APPROACH

- » **LISTEN** carefully to consumers
- » **MEET** their true needs
- » **USE** state-of-the-art technology
- » **INNOVATE** but never compromise on quality

SPLASH!

ONE FALSE MOVE AND THERE GOES YOUR CELL PHONE INTO THE WATER. WHAT SHOULD YOU DO?



Turn off your cell phone as quickly as possible and remove the battery to prevent a short circuit. Above all, resist the temptation to turn it on again to see if it's working. That will finish it off for sure! Don't shake it either—that just makes the water more likely to do more damage. If you drop your phone into muddy water, coffee, or soup, rinse it with warm water to remove the contaminants. It's even better to use distilled water, which has almost no conductivity.

Let the phone completely dry out before turning it on. One way to remove moisture is to place the phone in a nylon stocking, put it in an airtight container, and cover it with rice, which is great at absorbing water. Then, be patient. If the phone didn't have time to short circuit in the water and you don't turn it on before it's completely dry, its chances of survival are surprisingly good!

Source : *Les Années lumière*, Société Radio Canada.

VISIT OUR **ONLINE STORE***

Look like a pro with Princecraft clothes, caps, and accessories available from our online store. Fashionable and comfortable contemporary designs you won't want to do without!

www.princecraft.com

* Available for Canadian customers only.



COVER PAGE

In the past 60 years, Princecraft has distributed 5,235,000 catalogues to its dealers and customers. Today, the electronic version is becoming increasingly popular. But no matter what the medium, the cover page has always been a reflection of the times.



And don't miss our **FISHING BOAT** magalogue at your Princecraft dealer or at princecraft.com.