

**EXCLUSIVE  
"MILLION BUBBLE"  
RIDE...**

A more comfortable ride—more speed per horsepower. You get both . . . with Larson's unique lapline design that puts the hull up on millions of air bubbles. Each lap acts as a tiny keel and lifting plane for smoother turning and level planing.

Shape the hull in a Modified Vee for the All American models and a Deep Vee for the Voleros and you get the wave-slicing performance and stability that put Larson boats head and shoulders above the rest.

**1** more  
people buy  
Larson

**Larson**



**Larson**

**1968**

BUYING GUIDE

More people buy Larson than any other fiberglass boat...

More people buy Larson...here's why

**In the next few months, 15,000 families will buy a new Larson. They will compare Larson with many other brands, talk to Larson owners and then buy a Larson...why?**

If you guessed design or styling, you'd be on the right track. And if you guessed performance and rugged construction, you'd still be heading in the right direction.

But if you guessed the price/value/quality ratio, you would have hit it right on the button! Because through the years Larson has given more people more boat for their money than any other fiberglass boat builders in the world. That's one main reason why Larson is the best selling fiberglass runabout.

In most Larson models you get a complete boat package with all necessary equipment included in the purchase price! And that means a factory-installed convertible top, an 18-gallon gas tank, mechanical steering, deluxe interiors, sunbather seats, marine hardware and running lights. Other brands often charge extra for these key pleasure and convenience features. Add all that to more comfort and speed—you've got Larson's "Million Bubble Ride"—uniquely Larson because only Larson has the Lapline fiberglass hull. Reverse laps pull air under the

hull to soften the ride on millions of tiny bubbles. You bank around turns with exceptional stability.

Competitors have invented all sorts of reasons why Larson has more boat for the money and outsells them. The facts are that Larson builds boats more efficiently... year around in volume, with a steady force of experienced craftsmen.

So, sit back and enjoy yourself, knowing that every boat is backed by 52 years of boat-building experience and art. And when you finish looking over our buying guide and comparing other brands, you'll see why more people buy Larson than any other fiberglass boat.



more  
people buy  
Larson

# All American 146

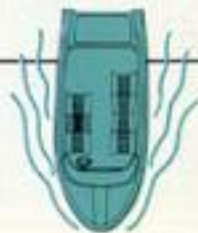
*All American bonus feature—Convertible top.*  
*Here's a 14-foot modified vee sports boat fitted out for fun . . . at a surprisingly low price . . . \$795*

The All American 146 comes ready to go with all the "extras" included in the basic price: factory installed convertible top, reclining sunbather seats, lights, hardware, ski rings and all! And even with a modest sized motor, she'll perform like a ski champion.



## SEE ALL THE STANDARD EQUIPMENT

AND OPTIONS AVAILABLE  
BY FOLDING DOWN  
THE BACK COVER OF  
OUR BUYING GUIDE.  
KEEP COVER FOLDED DOWN  
FOR HANDY REFERENCE  
AS YOU LOOK OVER  
EACH NEW  
1968 LARSON  
MODEL





*Easy trailering the 15' All American*



*More people  
zip out  
to the lakes  
in new Larsons*



*All American 156 Comboard*



## All American 156

*15' All American bonus feature—walnut dashboard.  
A big roomy interior, lots of freeboard . . . and all for  
just . . . . . Outboard \$995*

*Comboard with 80 hp engine \$2845*

The big, wide 77" beam and 42" depth of the All American 156 means extra stability and comfort for the whole family. This beautiful new 1968 edition is available in your choice of outboard or comboard. And, of course, you get all the "extras" in the basic price quoted above: convertible top, an 18-gallon gas tank and dash gauge, plus all the other standard features other boats charge you extra for!

*See fold-down back cover for all standard  
equipment, and available options.*



LARSON'S MOST POPULAR  
ALL-AROUND FAMILY BOAT!



## All American 166

*All American bonus feature—Sunbather seats . . . . .*

*Outboard \$1195*

The 16-foot All American 166 offers you extra comfort with its modified vee hull because you get that famous Larson "Million Bubble Ride"! You can actually hear the air cushion effect as the lapline hull flattens the waves, drawing millions of tiny bubbles, like ball bearings, smoothly back to the stern! The cockpit is color-matched with a walnut-patterned vinyl-trimmed dash and bucket-style sunbather seats. All-weather top set includes stern cover and side curtains.



more  
people buy  
Larson

## All American 166 COMBOARD

*All American bonus feature—Complete all weather top set. If you want an inboard look and outboard trailerability . . . see the All American 166 comboard—120 hp Merc with power trim—120 hp OMC with electric tilt . . . . . \$3495*

Sleek, inboard styling, yet you can take her with you on that summer vacation trip!

Out on the blue, she's a symphony of power! And with 120 horses working for you—all the power you'd ever need to carry a picnic party or a brace of skiers.

### EQUIPMENT?

*All the "extras" are included in the price! Simply check the fold-down back cover and see!*



# THE NEW **All American 186**

**All American bonus feature—Safety glass-vented windshield. Long on size . . . short on price . . . . . Outboard \$1395**

If you have a growing family or a hankering for the bigger water, the new All American 186 is for you!

She's all space, fore to aft, and as graceful a craft as you'll find anywhere!

The All American 186 is a family boat, a fishing boat, a party boat—and unmatched in the boating industry—foot for foot or feature for feature!



**18' All American bonus feature—Special chrome stern railing—120 hp standard equipment — Merc with power trim — OMC with electric power tilt.**

**Comboard \$3750**

**165 hp Eaton \$3945**

Here's that inboard look that everybody likes. The All American 186 features three added attractions this year: a new sporty chrome aft railing for added beauty, a vinyl-covered motor box and new "Sound Barrier Boards" to keep her quieter than ever! The 186—the performer whether equipped with a 120 hp or 200 hp.

*What else is included? See the fold-down back cover for all the standard equipment and options.*



THE NEW LINE  
THE NEW LOOK

## Shark

The boat that does . . .  
**everything**



**THE NEW 14' SHARK 140.** The perfect fishing boat, wide and roomy, excellent seating. And for just good looks a rugged vinyl interior. . . . . **\$495**

*See the fold-down back cover for all the standard equipment and options.*



**BROAD AND STABLE, THE 14' SHARK 142** will hold an army of scuba divers—or fishermen—complete with gear. Color matched interior and high style back-to-back seating. **\$645**



THE RUNABOUT-KNOCKABOUT

## 16' Shark 162

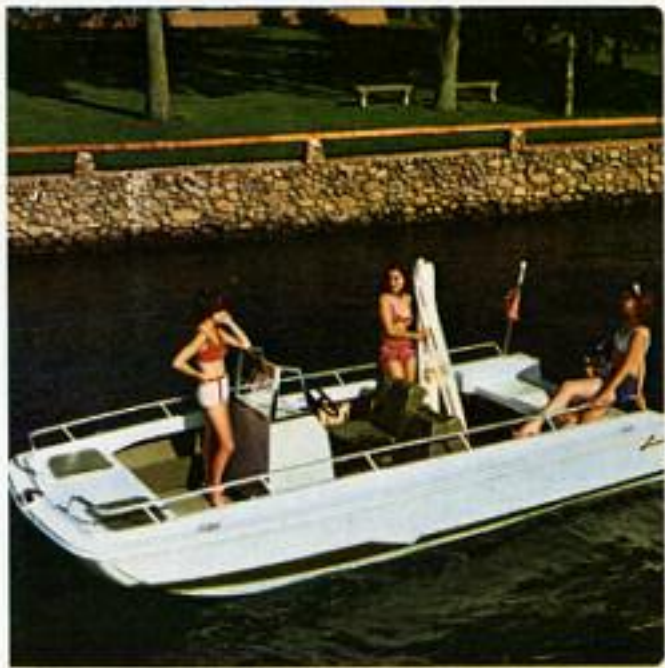
It can easily pull skiers and has plenty of style for the complete family boat. Special pilot console and seat. . . . . **\$1195**

THE BIG ONE

## 16' Shark 165 COMBOARD

This one has power to spare. Pull skiers, get to the hot fishing spots quick, or just solid boating comfort and beauty—the new Shark 165.

120 hp Merc with power trim. 120 hp OMC with electric tilt. . . . **\$3695**



THIS IS

## 16' Shark 165

WEATHER

. . . when the big ones can't wait, and the elements won't cooperate. Your 16' Shark 165 has the stability to ignore rough water, plus plenty of elbow room for moving around when the action gets hot. If you really want to button up there's a quick-up top with handy side curtains to keep the weather out, the comfort in. "Shark" fishermen can relax as they mutter along through the weeds for rewarding trolling—or drop anchor and fish from all four sides. Incidentally, those twin bait wells are perfect soft drink coolers! . . . . . **\$1395**



See the fold-down back cover for all standard equipment and options.





CHARGE OUT . . .

# in a 1968 Volero

. . . SLEEK SPORT STYLING—AND STEREO, TOO!

## 17' Volero 117 COMBOARD

*Volero 177 bonus feature—Adjustable driver's seat. Introduced last year, Volero 177 caught the fancy of everyone who saw her, "stole" boat shows right and left, and especially when they saw her price . . . . . Outboard \$1595*

Here's the boat with all the high-stepping style and pizzazz you could hope for! Just switch on your stereo tape player (it's standard equipment) and you're in the world of Volero! New 1968 features include side curtains with zippers, and adjustable driver's seat. Two new colors have been added. You can have your Volero in dark brown, dark green, deep blue or gold.



*Larson's national network of dealers is ready to serve you wherever you trail your boat.*

## Volero 177 COMBOARD

*Volero bonus feature—Stereo tape deck. 120 hp engine—Merc with power trim—OMC with electric power tilt . . . . \$3895*

Here's the Volero 177 Outboard's "sister ship" . . . with the same Deep Vee Hull, a new vinyl-covered motor box and "sound barrier" boards. And she's all ready to put to sea, because she's complete for the price: Stereo, 18-gallon gas tank, top set, safety glass windshield . . . and all the other "extras" Larson included as standard equipment!



See all the standard equipment on both Volero 177 models on fold-down back cover.





**BOTH VOLERO DAY  
CRUISERS HAVE  
FORWARD CABIN  
WITH TWIN BUNKS.**

The Volero cabin has many uses . . . a place for the kids to take a nap or change to swim clothes or as an over-nighter. Plenty of storage space under the bunks, too.



**STEREO TAPE PLAYER** is standard in every Volero model. The music quality inside the boat is excellent.

## Comboard FEATURES

*The inboard look . . . plus outboard trailerability and beachability.*

The tiltup feature of a comboard (combination inboard-outboard) means you can bring your Larson right up to the beach without worrying about prop damage. You can launch and recover from regular trailer ramps rather than the lift required for regular inboards. Also, there is more fuel economy with a 4 cycle engine. These benefits more than compensate for the extra cost.



You have better slow speed docking maneuverability than with an inboard, since the power thrust acts as a rudder.



Sound is damped and muffled by Larson's insulated engine enclosure and the new "sound barrier" boards. Expanded vinyl padding and twin rear seats are standard.



## 1968 LARSON Sailboats...

FAST, FUN AND SAFE  
FOR THE WHOLE FAMILY.

### 16' REGATTA 162

A racing sailer that's big enough for the gang, yet small enough for the younger skippers. Ready to sail including 150 sq. ft. dacron sail, plus all fittings including twin rudders and sideboards.

(Aluminum mast & boom) . . . \$1395

### 16' REGATTA 165

(Spruce mast & boom, ILYA approved and racing accessories, adjustable out-haul, jockey, a horse and a baller.)

\$1595

### 13' REGATTA 132

Here's a great little sailboat for youngsters and parents alike. Can be car-top carried, too. Ready to sail including 85 sq. ft. dacron sail, aluminum centerboard and rudder, all fittings, aluminum mast and boom. \$695.





THE RUGGED ONES  
FROM LARSON

## 1968 Larson Snowmobiles



### ROUGH, TOUGH, DEPENDABLE

Every Larson snowmobile is made by successful, experienced professionals. The results are tough, long lasting machines, equipped with reliable JLO engines.

**FALCON**—light weight sport machine capable of great maneuverability and speed. 292 cc JLO engine, 15" wide track. \$835

**HAWK**—medium sized snowmobile with an extra long 15" track, known for excellent deep-snow performance, 297 cc JLO engine. \$995

**EAGLE**—largest machine with an 18" track, excellent family machine, 372 cc JLO engine, storage area under seat. \$1,155

Ask your Larson  
snowmobile dealer for  
new snowmobile brochure.

**Larson**  
Snowmobiles





**MECHANICAL STEERING**—This positive control single push-pull cable system is smooth and effortless. Standard on all 16' and larger models.



**COLOR-MATCHED CONVERTIBLE TOP**—Standard on all boats except the 14' Shark. This important feature is necessary for full time enjoyment of boating. All experienced boatmen insist on summer sun and shower protection. Most competitive brands charge \$100-\$150 extra for a top.



**COLOR-MATCHED STERN COVER AND SIDE CURTAINS**—No rain can get in while your boat is moored at the dock or on your trailer. Also, you can use your boat earlier and later in the season with this all weather protection. Standard on all 16' and larger models. (Volero models have zipper side curtains).



**18 GALLON GAS TANK AND DASH GAUGE**—Standard in all models except the 14' All American and the two smaller Sharks. You always know how much gas you have on board. 18 gallons is usually enough for a full day's activities and on cruisers where it's a long way between marinas.



**STORAGE IN SIDE PANELS, UNDER BOW AND IN REAR**—You need storage for ropes, skis, life preservers, anchor, spare clothes and personal gear. With a Larson you get it without extra cost.

LOOK AT THE  
FACTORY INSTALLED

**STANDARD  
FEATURES**

YOU GET WITH

**LARSON**



**SUNBATHER SEATS**—Relax in a private cove or carry extra passengers on these fold-down seats. They are standard on all runabout boats except the 14' Shark. (Volero 177 models adjust front and back for different sized drivers). Many brands charge \$60 extra for sunbather seats.



**MARINE HARDWARE AND LIGHTS**—Top quality corrosion resistant hardware is used on all Larson boats and your boat is rigged and ready for night running.



**FULL SIZE MOTOR WELL AND REAR SEAT**—Plenty of protection from following waves or a sudden tilt of the motor. Many competitive brands offer wells that are too small.



**TWIN REAR SEATS ON VOLERO 177**—A new innovation for outboards, plus aluminum side rails, are also included in all Volero models. Note the stereo speakers under the seats.

*We urge you to compare Larson with any other brand. You will find similar list prices, but on close investigation, many of the other brands charge extra for features that are standard installed-at-the-factory in a Larson.*

Photography—Glen Silver  
Art Direction—J. K. Henry  
Printing—E. F. Schmidt Company  
Agency—The Eric Savage Co., Mpls., Minn.

Printed in U.S.A. Form No. L5 804 L8