

How the toughest kid in town became an international sex symbol.

Twenty years ago, an unknown punk of a boat took on the ranking heavy-weights of ocean powerboat racing and flattened them all in the first round.

From that historic Miami-Nassau race and ones that followed, Bertram became the Bogart of boating...the tough guy who was "very big in the boondocks," the strong, quiet, unflappable ally of captains who worked waters that could throw up a lot of trouble fast, the boat that held together out where blistering suns, slashing cold, rot and pounding turned other boats into mush.

Before long, the word on Bertram reached the Riviera too. And kings and khans and merchant princes learned the joys of owning a boat that doesn't nickel-and-dime you to death with fix-up bills, of owning the one that leaves the sissies in its wake.

So Bertram made bigger boats. Yachts and giant sportfishermen and convertibles. And the first spartan interiors gave way a functional elegance few expected from a boat with Bertram's macho reputation. And sleek ladies began seeing that the Bertram guys had more to them than mere bravado.

Our new 38'III is a good example. She springs from a classic 38' convertible prized around the world. The all-new offspring has even more working room and living room and stowage room, an even smoother, drier ride,

a hull especially designed to maximize performance from either the new lightweight diesels or gas, two separate toilet and vanity facilities, sit-down shower stall, room for seven on the bridge and six sleeping.

Her star quality, however, simply comes from being a Bertram. And your Bertram dealer has five score examples of construction and design differences to put teeth into all the glorious scuttlebutt you hear about Bertrams at the yacht clubs and yards.

Go see one of those dealers. Or write Bertram Yacht/Whittaker, 3661 N.W. 21st Street, Miami, Florida 33142 for his name and a brochure. Find out why

The sun never sets on the Bertram Empire.