



BERTRAM

# Bertram announces sex on water.

We weren't satisfied.

It's all well and good that Bertram makes great boats for fishing and cruising and racing and skiing and diving and weekendng. We should be content.

But Bertram thought the world needed something else. To raise the spirits of deposed monarchs. To rekindle a sense of pride and power in retired chairmen of the board. To sweep jaded heirs and miniskirted maidens in high style from Palm Beach to Paradise and back.

So now Bertram announces the Baron 28. Our something else. But, like all Bertrams, fanatically planned to fulfill its function.

Standing still, it looks like it would do 50 m.p.h. across the Gulf Stream. It does. The hull is identical to our latest ocean racer. Very fast. Very dry. Very soft. Very sexy.

The cockpit coaming is padded and pleated. To keep nylons from snagging. The floor is carpeted. To discourage cold feet. An eight-track stereo tape deck and speakers surround you with soul music. The well holds an ice chest big enough for champagne bottles. The horn is, appropriately, a trumpet.

You may not need the world's classiest commuter to find communion with the sea. Any Bertram gives you that. But we hope it reminds you how every Bertram is immaculately planned to do something better than anything else.

Maybe our slogan should be the-best-of-its-kind-whatever-you-have-in-mind-sort-of-boats.