FIBERGLASS FUN BOATS  FASHIONED FOR THE DISCRIMINATING BOATER
Shell Lake Boat Company was established in 1904 as a successor to Shell Lake Lumber Company. In 1910 a merger was formed with two other companies, and the manufacturing of marine products on a substantial scale was underway. The steady growth of Shell Lake became commensurate with the expansion in pleasure and commercial boating. It is of historical interest that the early products of the Shell Lake Boat Company included sailboats, launches, and steam engines. As the years went by, Shell Lake boats became a standard with sportsmen and resort owners, and the familiar triangle trademark was known far and wide.

1954 marked the end of an era, for it was then that Shell Lake Boat Company discontinued the manufacturing of wooden strip boats. It is worth noting that many of those boats are still in service. The advent of fiberglass was imminent, and foreseeing this, Shell Lake proceeded to pioneer in the development of fiberglass boats. By continual research and improved manufacturing methods, Shell Lake has remained at the forefront in the fiberglass field. Boat builders have come and gone, but Shell Lake continues on in the finest tradition of the industry.
**Caliente**

A completely new appearance for '68! Gorgeous greens now adorn this little jewel, and new interior styling lends more luxury. Gone boating will be the happy note of Caliente owners this summer.

COLOR STYLING: Olive Green exterior, Avocado Green interior.

---

**SPECIFICATIONS:**

<table>
<thead>
<tr>
<th>NWWA</th>
<th>CENTER LINE LENGTH</th>
<th>HEIGHT FORWARD</th>
<th>AMIDSHIP DEPTH</th>
<th>STERN DEPTH</th>
<th>TRANSOM MOTOR HEIGHT</th>
<th>BEAM</th>
<th>STERN WIDTH</th>
<th>DECK LENGTH</th>
<th>H.P. RATING</th>
<th>CARRYING CAPACITY</th>
<th>APPROX. WEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>6’</td>
<td>15’</td>
<td>34”</td>
<td>30”</td>
<td>27”</td>
<td>20”</td>
<td>70”</td>
<td>69”</td>
<td>60”</td>
<td>100</td>
<td>1100 lbs.</td>
<td>655 lbs.</td>
</tr>
</tbody>
</table>

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**La Sabre 500**

A lot of boat is built around this number, many features that add up to total enjoyment—at a fraction of what you'd expect to pay. Why delay getting your share of boating fun?

**Standard Equipment:** Windshield, cable steering, upholstered side panels with recessed ski racks, self-bailing motor well. SEATING: Lay down 2 position, bucket type back-to-back seats. HARDWARE: Deck cleats, bow eye, transom handles, transom drain plug. OPTIONAL: Top and side curtains, stern cover, boat cover. COLOR STYLING: Russet deck with White hull, Russet interior.

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**Cadet**

**Standard Equipment:** Windshield, cable steering. SEATING: Lay down 2 position, bucket type back-to-back seats. HARDWARE: Deck cleats, bow eye, transom handles, transom drain plug. OPTIONAL: Top and side curtains, stern cover, boat cover. COLOR STYLING: Russet deck with White hull, Russet interior.
Caravelle I-O

Another deep V, another water softener in the Shell Lake line. Cool is the word for this hot performer—cushiony smooth as it catapults over the waves. This could be just the craft you’re looking for.

SPECIFICATIONS:

<table>
<thead>
<tr>
<th>GUNWALE LENGTH</th>
<th>CENTER LINE LENGTH</th>
<th>HEIGHT FORWARD</th>
<th>AMIDSHIP DEPTH</th>
<th>Stern Depth</th>
<th>Beam</th>
<th>Stern Width</th>
<th>Deck Length</th>
<th>CARRYING CAPACITY</th>
<th>APPROX. WEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>17'5&quot;</td>
<td>16'2&quot;</td>
<td>43&quot;</td>
<td>41&quot;</td>
<td>34&quot;</td>
<td>77&quot;</td>
<td>75&quot;</td>
<td>70&quot;</td>
<td>1900 lbs.</td>
<td>1750 lbs.*</td>
</tr>
</tbody>
</table>

COLOR STYLING: White hull with Olive Green deck, Olive Green and Gold interior.

Shell Lake’s smallest I-O, yet sustaining the stature of its fellow craft. A little sister, yes—but oh how sassy in its sparkling appearance and performance! You go softly as a summer breeze.

COLOR STYLING: Bimini Blue exterior and interior.
Caravelle

Colorful is the word for the Caravelle—with comfort and convenience appointments that bespeak careful craftsmanship.

COLOR STYLING: Russet exterior, Russet and Beige interior.

Differ from the Caravelle in that the dash is not padded, the rear seat is full across, and a vinyl top is standard equipment. Specifications are the same. COLORS: Aqua Blue deck and Caribbean Blue hull, Black and White interior.

**SPECIFICATIONS:**

<table>
<thead>
<tr>
<th>INWALE LENGTH</th>
<th>CENTER LINE LENGTH</th>
<th>HEIGHT FORWARD</th>
<th>AMIDSHIP DEPTH</th>
<th>STERN DEPTH</th>
<th>TRANSOM MOTOR HEIGHT</th>
<th>BEAM</th>
<th>STERN WIDTH</th>
<th>DECK LENGTH</th>
<th>H.P. RATING</th>
<th>CARRYING CAPACITY</th>
<th>APPROX. WEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;3&quot;</td>
<td>16'</td>
<td>38&quot;</td>
<td>34&quot;</td>
<td>30&quot;</td>
<td>20&quot;</td>
<td>74&quot;</td>
<td>74&quot;</td>
<td>70&quot;</td>
<td>125</td>
<td>1770 lbs.</td>
<td>900 lbs.</td>
</tr>
</tbody>
</table>

**LaSabre 900**

A boat that is easy to fall in love with (you'll love the price too). The inviting interior is so smart in its "something else" brown—and who else but Shell Lake could offer it at a price.

COLOR STYLING: Desert Tan exterior, Capuccino Brown interior.

**Standard Equipment:** Center vent windshield. Upholstered sideliners with recessed ski racks. Vinyl carpeted floor. Double floor of sandwich balsa construction. Foam flotation under deck and gunwales. Self-bailing motor well. 18 gal. fuel tank, complete with fittings. SEATING: 3 position back-to-back Sunbather bunk seats, console type rear seats (storage space under all seats). HARDWARE: Gunwale rails, step pads fore and aft, vent hoods, fuel fill cover, cleats, ski hooks, bow eye, transom drain plug, flag staff on bow light. MECHANICAL-ELECTRICAL: Teleflex mechanical steering, complete wiring installed—with fuses, bow light and telescoping stern light, dash light, courtesy lights, electric horn, cigarette lighter. INSTRUMENTATION: Speedometer, compass, clock, electric fuel gauge. OPTIONAL: Top and side curtains, stern cover, boat cover.

**Boat vented to Coast Guard specifications.**
SPECIFICATIONS
CARAVELLE

COLOR STYLING: Russet exterior, Russet and Beige interior.

SPECIAL ORDER: Aqua Blue deck and Caribbean Blue hull with Black and White interior.


OPTIONAL EQUIPMENT: Top-side curtains, stern cover, boat cover.

Gunwale length 17'10", Center line length 16', Height forward 38", Amidship depth 34", Beam 74", Stern depth 30", Transom height 20" for long shaft motors, Stern width 74", Deck length 70", H.P. rating 100, Carrying capacity 1770 lbs., Approx. weight 900 lbs.

Shell Lake BOATS INC.
Shell Lake, Wisconsin
A RICHLY APPOINTED BOAT
SMART NEW COLOR STYLING

16'

A full complement of boating conveniences await you in the Caravelle. Many of the features which you would normally expect to be extra-cost options are standard in this unique luxury boat. Just have a look at the standard equipment list on the spec side of this sheet. And the comfort you sense in just looking at that spacious interior is confirmed when you sink into those wider, deeper seats. But what really makes the Caravelle so altogether desirable is the carefree delight you'll experience in piloting it. Sure, positive handling in the tightest of turns, and a ride so smooth you'll think you're traveling over the water, not on it.
Shore Lake Boats. Inc. Shel Lake, Wisconsin 54871

1. All hardware is mounted on double thickness of fragrance.
2. Epoxy filling will be on all models.
3. Counters is epoxy filled with microcellular foam, completely encased.
4. Transom is 1/8" oak or marine-grade fiber film covered, completely encased.  
5. Foam is 1/16" thick on oak bottom, 1/16" thick on marine bottom.
6. All parts are assembled with microcellular foam to prevent chock and sound degrading.
7. Any floor covering can be removed to floor with minimum resistance.
8. The floor covering can be removed to floor with minimum resistance.
9. All parts are assembled with microcellular foam to prevent chock and sound degrading.
10. All parts are assembled with microcellular foam to prevent chock and sound degrading.

LAYER ON LAYER OF BUILT-IN STRENGTH

Shell Lake Boats excels in boat performance. Small wonder their name is so highly respected in boating circles. For many years, their performance has been the talk of the town. The power of a Shell Lake boat will bring joy to everyone in your family. Sound design and quality materials are the keys to the Shell Lake boat's success. The professional approach to detail of a Shell Lake boat is so much more than meets the eye in a Shell Lake boat.
This big deep V loves to head for the open water out beyond where less brawny boats fear to tread—and it will take you there quickly and comfortably with a velvety ride on a hull that has strength to spare.

**President**

**SPECIFICATIONS:**

<table>
<thead>
<tr>
<th>GUNWALE LENGTH</th>
<th>CENTER LINE LENGTH</th>
<th>HEIGHT FORWARD</th>
<th>AMIDSHIP DEPTH</th>
<th>STERN DEPTH</th>
<th>BEAM</th>
<th>STERN WIDTH</th>
<th>DECK LENGTH</th>
<th>CARRYING CAPACITY</th>
<th>APPROX. WEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>20'10&quot;</td>
<td>19'</td>
<td>50&quot;</td>
<td>44&quot;</td>
<td>40&quot;</td>
<td>84&quot;</td>
<td>78&quot;</td>
<td>70&quot;</td>
<td>2210 lbs.</td>
<td>1970 lbs.*</td>
</tr>
</tbody>
</table>

*Including Motor

A real squall-tamer is this beefy deep V—cuts white caps down to size with a hull that just won't quit. And when skimming along over quieter waters, you'll think you're riding on air.

**Standard Equipment:** Vented skiff windshield with safety glass. Enclosed front bulkhead with access door. Upholstered sideliners with recessed ski racks. Padded dash, glove compartment, vinyl carpeted floor. Double floor of sandwich balsa construction. Foam flotation under deck and gunwales. 18 gal. fuel tank, complete with fittings. SEATING: Bucket type 3 position Sunbather seats up front, 2 bucket type jump seats at rear (with storage space under all seats). HARDWARE: Gunwale rails, lift bar on motor cover, step pads aft, fuel-fill cover, vent hoods, cleats, ski hooks, bow eye, transom drain plug. MECHANICAL-ELECTRICAL: Mechanical steering, single lever remote controls, complete wiring installed—with fuses, bow light and telescopin stern light, electric horn, bilge pump and blower. INSTRUMENTATION: Speedometer, tachometer, ammeter, clock, compass, oil pressure and temperature gauge (or light), electric fuel gauge. POWER OPTIONS: 155 h.p. OMC with power tilt, 160 h.p. Mercruiser with power trim, 200 h.p. OMC with power tilt, 210 h.p. OMC with power tilt. OPTIONAL: Top and side curtains, stern cover, boat cover, camper stern cover.

**Balboa**

**Standard Equipment:** Vented skiff windshield with safety glass. Enclosed front bulkhead with access door. Upholstered sideliners with recessed ski racks. Padded dash, glove compartment, vinyl carpeted floor. Double floor of sandwich balsa construction. Foam flotation under deck and gunwales. 18 gal. fuel tank, complete with fittings. SEATING: Bucket type 3 position Sunbather seats up front, 2 bucket type jump seats at rear (with storage space under all seats). HARDWARE: Gunwale rails, lift bar on motor cover, step pads aft, fuel-fill cover, vent hoods, cleats, ski hooks, bow eye, flag staff, transom drain plug. MECHANICAL-ELECTRICAL: Mechanical steering, single lever remote controls, complete wiring installed—with fuses, bow light and telescopin stern light, electric horn, bilge pump and blower. INSTRUMENTATION: Speedometer, tachometer, ammeter, clock, compass, oil pressure and temperature gauge (or light), oil pressure gauge, electric fuel gauge. POWER OPTIONS: 155 h.p. OMC with power tilt, 160 h.p. Mercruiser with power trim. OPTIONAL: Top and side curtains, stern cover, boat cover. Camper stern cover is also available.

**Shell Lake 17'**

**Standard Equipment:** Vented skiff windshield with safety glass. Enclosed front bulkhead with access door. Upholstered sideliners with recessed ski racks. Padded dash, glove compartment, vinyl carpeted floor. Double floor of sandwich balsa construction. Foam flotation under deck and gunwales. 18 gal. fuel tank, complete with fittings. SEATING: Bucket type 3 position Sunbather seats up front, 2 bucket type jump seats at rear (with storage space under all seats). HARDWARE: Gunwale rails, lift bar on motor cover, step pads aft, fuel-fill cover, vent hoods, cleats, ski hooks, bow eye, transom drain plug. MECHANICAL-ELECTRICAL: Mechanical steering, single lever remote controls, complete wiring installed—with fuses, bow light and telescopin stern light, electric horn, bilge pump and blower. INSTRUMENTATION: Speedometer, tachometer, ammeter, clock, compass, oil pressure and temperature gauge (or light), oil pressure gauge, electric fuel gauge. POWER OPTIONS: 155 h.p. OMC with power tilt, 160 h.p. Mercruiser with power trim. OPTIONAL: Top and side curtains, stern cover, boat cover. Camper stern cover is also available.
The very latest from Shell Lake—an entirely new entry in the fine boat field! The Shell-Star displays a departure from conventional hulls in Shell Lake's large boat line, and thus inaugurates the start of a new series—and creates a dramatically new dimension in boating pleasure. Here is a boat that is beautifully balanced in every respect. Just one look tells you that, and the ride is a revelation in itself.

COLOR STYLING: Desert Tan hull and deck, Desert Tan and Sunset Red interior.

Standard Equipment: Walk-through, safety glass skiff shield—Plexiglass wings. Upholstered sideliners with recessed ski racks. Glove compartment in console. Vinyl carpeted floor. Double floor of sandwich balsa construction. Foam flotation under deck and gunwales, air chamber flotation in side seats of bow. 18 gal. fuel tank, complete with fittings. Tonneau cover for front cockpit. Vinyl top with side curtains, stern cover. SEATING: Bucket type seats behind console (pilot’s seat stationary, passenger seat swivels). Wrap-around bow seating. Storage space under deck, bow, and console seats. HARDWARE: Gunwale rails and wrap-around bow rail, lift bar on motor cover, fuel fill cover, vent hoods, step pads fore and aft, cleats, ski hooks, bow eye, transom drain plug. MECHANICAL-ELECTRICAL: Mechanical steering, single lever controls, complete wiring installed—with fuses, bow light and stowaway stern light, electric horn, bilge pump and blower. INSTRUMENTATION: Speedometer, tachometer, ammeter, temperature light with OMC, gauge with Mercruiser, electric fuel gauge. POWER OPTIONS: 120 h.p. OMC with power tilt, 120 h.p. Mercruiser with power trim. OPTIONAL: Boat cover. BOAT VENTED TO COAST GUARD SPECIFICATIONS.
**16 Sportsman**

and beamy is this spacious 4-seater. Signed for larger waters, this 16 foot fishing boat has ample freeboard and hights to make it comfortable and secure en the going gets rough.

**114 Sportsman**

A favorite with fishermen for years, this 14 footer is deeper than the 214. Big enough for most waters, it is sturdily constructed to take the beating that a fishing boat is subjected to.

**214 Sportsman**

This 14 footer is really roomy—makes a fine family fishing boat. The wide hull provides extra stability, too. Easy rowing for trolling or sneaking up on the lunkers.

<table>
<thead>
<tr>
<th>Model</th>
<th>Length</th>
<th>Beam</th>
<th>Stern Width</th>
<th>H. P. Rating</th>
<th>Carrying Capacity</th>
<th>Approx. Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>116</td>
<td>15'10&quot;</td>
<td>58&quot;</td>
<td>49&quot;</td>
<td>28</td>
<td>790 lbs.</td>
<td>240 lbs.</td>
</tr>
<tr>
<td>114</td>
<td>14'2&quot;</td>
<td>56&quot;</td>
<td>48&quot;</td>
<td>20</td>
<td>670 lbs.</td>
<td>210 lbs.</td>
</tr>
<tr>
<td>214</td>
<td>14'4&quot;</td>
<td>51½&quot;</td>
<td>56&quot;</td>
<td>18</td>
<td>600 lbs.</td>
<td>190 lbs.</td>
</tr>
</tbody>
</table>

**Portager**

A perfect car-topper that has proven to be just what a lot people were looking for. You have your choice of 3 methods of propulsion—oars, paddles, or outboard motor. Aluminum gunwales, bow eye, oar locks, polished aluminum deck plate and corner plates, lift bar inside gunwale, seat tank flotation.

**Sioux**

A square stern canoe that has been around for a long time. Ruggedly built for back country punishment. Aluminum gunwales, deck plate and stern braces, portage bar, balsa flotation in bottom, styrofoam flotation under seats.

**Apache**

This canoe has an ancestry that goes back to the early 1900's, and as you glide along remote rivers and streams you'll sense the romance of the past in this the oldest mode of transportation on water. Aluminum gunwales, deck plates, and portage bar, balsa flotation in bottom, styrofoam flotation under seats.
TWO YEAR WARRANTY

We warrant each new fiberglass hull and deck to be free from defects in workmanship and material under normal recommended use for a period of two years from date of delivery to original purchaser. Repairs on warranty will only be made at Shell Lake Boats, Inc. factory, Shell Lake, Wisconsin or by an authorized Shell Lake dealer or other repairman, but in no case shall a dealer or repairman repair a Shell Lake boat without written authorization from Shell Lake Boats, Inc. Transportation of any boat to be repaired on warranty is to be paid by claimant. This warranty does not apply to No. 1, engines, outdrives, shields, controls, or other equipment or accessories, as these items are warranted by their respective manufacturer. No. 2, the installation of engines or accessories by others. No. 3, gel-coat or upholstery damage to any Shell Lake boat that has been altered, used for racing, or damaged from accident, misuse or negligence. This warranty null and void if registration card is not returned to factory within 30 days of original purchase. This warranty is expressly in lieu of any other expressed or implied warranty and Shell Lake Boats, Inc. does not assume or authorize any other person to assume for it any other liability for warranty. Shell Lake Boats, Inc. reserves the right to change material, construction, specifications, or prices without notice or obligation.

SHELL LAKE BOATS, INC., SHELL LAKE, WIS.