

SIGNALING THE BIG STORY OF ALUMINUM BOATING

FEATURING



**TRAILEX
ALUMINUM TRAILERS**

APRIL 22 and MAY 6

CBS-TV

**Over the CBS-TV network
on "THE CELEBRITY GAME"
Reynolds features
FUN on WATER
with care-free aluminum**

At the peak of your selling season, millions of viewers all across America will be told how aluminum puts more pleasure in boating. The complete story—how aluminum boats, motors and trailers are carefree investments, how they never need painting for protection, how aluminum won't rot, warp, split or rust—even in salt water! They'll learn about the lightweight beauty and durability of aluminum . . . a natural for more fun on the water.

Hoist this flag in your window or showroom. Feature the many advantages of aluminum in your own advertising, promoting and selling. Put the power of network television to work for you!