

CANOEING the old way is great sport. But—until you have experienced the thrill of gliding over the water swiftly and safely in a motor-driven canoe, you cannot appreciate the enthusiasm of Canoe EVINRUDERS. There's a distinctly new and enjoyable sensation in canoeing with an EVINRUDE.

The EVINRUDE causes practically no vibration, is simple to operate, and clean. It sets low in the canoe and the flywheel acts as a gyroscope to steady the craft and prevent rolling. You steer by swinging the propeller—there's no rudder to catch weeds—and you can turn around within the length of the canoe. Takes you quickly wherever you want to go—and always brings you safely back. The EVINRUDE Magneto—Built-In Flywheel-Type—is entirely insulated and water-proof—a guarantee of perfect ignition under all conditions.

Canoe attachments can be had for all EVINRUDE Motors so they can be used on either rowboat or canoe.

EVINRUDE MOTOR COMPANY
286 WALKER STREET, MILWAUKEE, WISCONSIN

See the new EVINRUDE FOUR-CYCLE TWIN and ask about the improvements in the Single-Cylinder models for 1916. Both models on exhibition at

KENNEBEC BOAT & CANOE CO.,
WATERVILLE, ME.



EVINRUDING - *is* ROWBOAT. MOTORING

OUTDOOR pleasure seekers, hunters, campers, fishermen—you see them everywhere—motorboating the healthful, enjoyable EVINRUDE way. No trouble getting ready, no bother at all. Just hang your EVINRUDE over the stern of any rowboat, turn up two thumb screws, give the fly-wheel a turn and you're off—quickly, smoothly, noiselessly. Open the throttle wide and you speed over the water at an 8-mile-an-hour clip. Or you can drive your rowboat slowly enough to troll. Simple in construction—easy to operate.

“EVINRUDING”—it's a clean, healthy sport that men, women and children alike enjoy.

