CHANGE OF PLANS:
A STUDY OF THE CHANGES IN THE BARBOUR BOAT WORKS' RECREATIONAL WATERCRAFT BUILDING PROGRAMS, 1950-1961

By

Bethany Earley

December, 2020

Director of Thesis: Dr. Nathan Richards

Major Department: Program in Maritime Studies, Department of History

This thesis studies the last twelve years in which the Barbour Boat Works Company (once located in New Bern, North Carolina) built recreational watercraft to determine the primary factors involved in the company's decision to stop producing pleasure craft in 1962. Due to the lack of previous research on the company's recreational watercraft, this research is primarily implemented with a material culture study through the company's advertisements. By using a behavioral archaeological approach coupled with perspectives on consumer culture borrowed from historical and archaeological scholarship, this thesis will seek to understand how and why the recreational boat-building program of the company changed through the years 1950-1961 in order to reach a better understanding of the reasons behind the company's decisions.

CHANGE OF PLANS:
A STUDY OF THE CHANGES IN THE BARBOUR BOAT WORKS' RECREATIONAL WATERCRAFT BUILDING PROGRAMS, 1950-1961

A Thesis

Presented to the Faculty of the Program in Maritime Studies of Department of History

East Carolina University

In Partial Fulfillment of the Requirements for the Degree

Master of Arts in Maritime Studies

By

Bethany Earley

December, 2020

CHANGE OF PLANS:
A STUDY OF THE CHANGES IN THE BARBOUR BOAT WORKS'
RECREATIONAL WATERCRAFT BUILDING PROGRAMS, 1950-1961

By

Bethany Earley

APPROVED BY:
DIRECTOR OF
THESIS: _____ (Nathan Richards, PhD.)

COMMITTEE MEMBER: _____
(David Stewart, PhD.)

COMMITTEE MEMBER: _____
(Donald H. Parkerson, PhD.)

DEPARTMENT:
CHAIRPERSON: _____
(Christopher Oakley, PhD.)

DEAN OF THE
GRADUATE SCHOOL: _____
(Paul J. Gemperline, PhD.)

ACKNOWLEDGMENTS

There are a number of individuals I wish to thank for their support and help throughout this process. I would like to thank David Bennett, Curator of Maritime History at the North Carolina Maritime Museum: Beaufort and Joe Peacos, Jr. and the Barbour Boat Enthusiasts Facebook group for providing access to resources for this study. I would also like to thank my committee members, Dr. David Stewart and Dr. Donald Parkerson; their advice and help with this thesis both as committee members and as professors I have had the opportunity to take courses with is sincerely appreciated. I would also like to thank my family for their continued love and support during this research; and my cohort and dear friends, Mackenzie Mirre Tabeling, Tyler McLellan, Will Nassif, Jacqui Hewett, and Amelia Sherrill, for their encouragement and camaraderie throughout these years. Lastly, I would like to thank my advisor, Dr. Nathan Richards. His guidance, patience, and support have helped me immeasurably throughout every stage of this project. He has my sincere thanks and kindest regards.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER ONE: INTRODUCTION

Introduction

The market for recreational watercraft in the twentieth century presented an opportunity for many boat-building companies throughout the United States to profitably make and sell pleasure-craft, and North Carolina was home to several such businesses. The Barbour Boat Works Company built and repaired a wide range of vessels throughout the twentieth century, including personal watercraft for thirty years (Landis 1981:3; Perry 2019:18). Located in New Bern, North Carolina from 1932 until its closure in 1997, the Barbour Boat Works Company built recreational watercraft and fishing vessels, and also won many government contracts for minesweepers, tugs, ferries, landing crafts, aircraft rescue boats, life boats, and many other sorts of craft (Perry 2019:22, 28–30; Figure 1.1; Figure 1.2). By studying the recreational vessels through the company's advertisements, the choices of those guiding the Barbour Boat Works Company's direction of constructing and presenting their vessels to the public becomes clear and demonstrates the ways that the Barbour Boat Works Company, recreational watercraft, and advertisements for pleasure craft fit into twentieth-century society. This thesis seeks to examine the changes of the recreational watercraft that the Barbour Boat Works Company manufactured from 1932 until 1962, and specifically from 1950 through 1961 to examine how cultural and economic factors impacted the boat building programs of the company over time.

The Barbour Boat Works Company was in operation throughout the majority of the twentieth century and can be studied in relation to the historical events occurring during the period. To date, nothing has been published about the Barbour Boat Works Company focusing on their recreational watercraft. The only study focused specifically on the Barbour Boat Works

Company was a 2019 article by the granddaughter of the founder, which provided the history of the company (Perry 2019). By delving into primary sources and observing the changes occurring socially during the period when they actively manufactured recreational watercraft, the broad historical context will aid a material culture study. By approaching the topic of changes in boat-

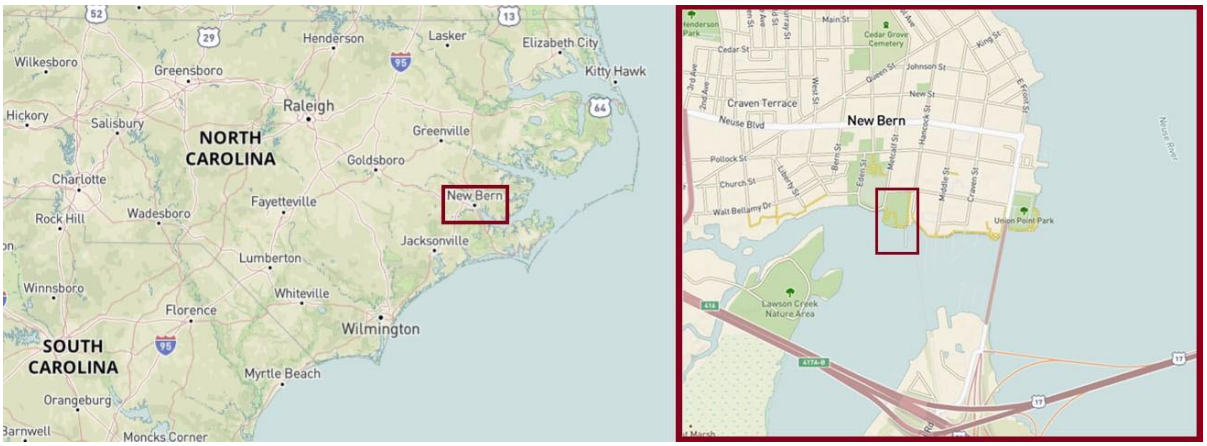


Figure 1.1: Map of showing New Bern's location in North Carolina, and the Barbour Boat Work Company's previous location. Maps from USGS TopoView.

Figure 1.2: Exterior view of showroom and offices and view through entry gate to Main Yard. Photo from HAER NC-44 Survey (Library of Congress [1968]).

building programs as a material culture study, the emphasis on the role of the vessels themselves and how they fit within the American consumer culture may be better understood. It is also possible to view the topic in terms of both how the culture affected the vessels and how the vessels affected recreational boat-owning culture. The changes that occurred to the company over the course of its existence also have the potential to be viewed with a behavioral archaeological approach as exemplified in Schiffer's *Studying Technological Change: A Behavioral Approach* (2011) and Walker and Skibo's *Explorations in Behavioral Archaeology* (2015) in combination with the questions available from consumption studies such as Mark Staniforth's *Material Culture and Consumer Society: Dependent Colonies in Colonial Australia* (2003) and Steuart Henderson Britt's "The Strategy of Consumer Motivation" (1950).

Although various forms of study have been accomplished regarding sundry aspects of maritime culture and the types of vessels which have been built and used in North Carolina, there is not much scholarship relating specifically to the recreational watercraft produced (Alford 1990; Kelly and Kelly 1993; Conoley et al. 2007). As such, this thesis offers a study focused on recreational watercraft in contrast to the previous forms of scholarship on North Carolina, and other southern states', watercraft heritage (Alford 1990; Kelly and Kelly 1993; Fleetwood 1995; Conoley et al. 2007). By studying the recreational watercraft built by Barbour Boat Works, there is the potential for coming to a fuller understanding of the broader social and cultural contexts of watercraft in the region of North Carolina (Figure 1.3).

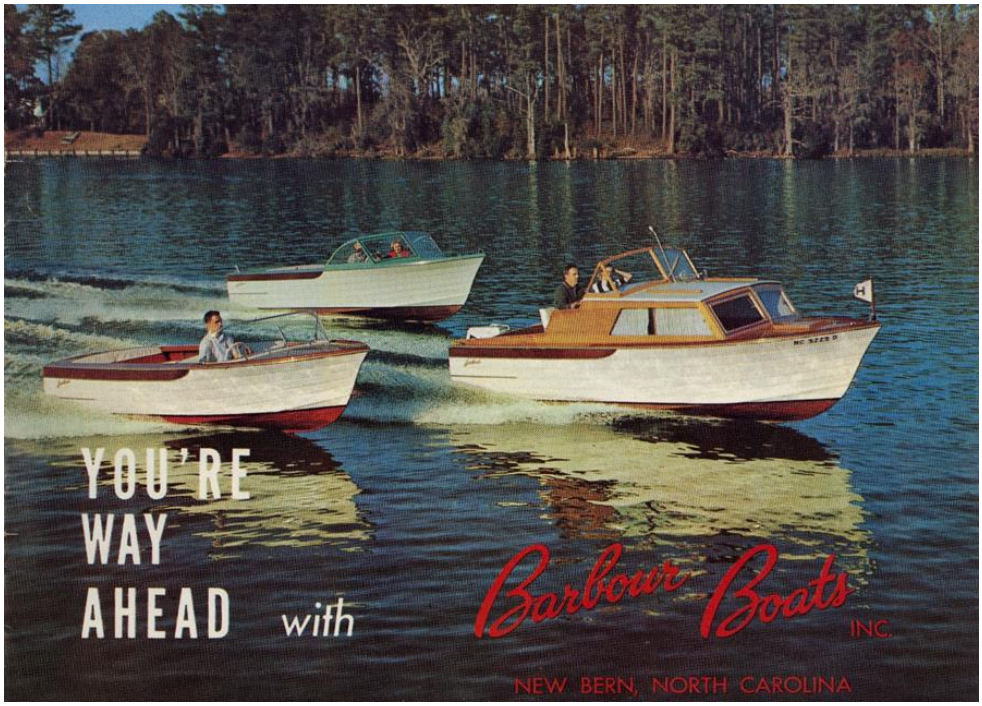


Figure 1.3: Cover of 1961 Sales Brochure (Barbour Boat Works, Inc. 1961a:1).

One especially important aspect of the culture of this period which needs ample consideration to understand the context surrounding the Barbour Boat Works Company are shifting consumer trends. The development of consumer culture in twentieth century America affected the Barbour Boat Works Company and their choices regarding recreational watercraft in many ways. As Gary Cross wrote in his book, *An All-Consuming Century: Why Commercialism Won in Modern America*, "A rich America was bound to be a nation of consuming Americans. A country that was largely constructed on the market and that had so few rituals and traditions other than goods through which to form identity and community would have almost inevitably followed a consumerist course" (Cross 2000:129). How inevitable this mass American consumerism in the twentieth century was is a matter for debate. Cynthia Lee Henthorn addresses some of the skepticisms of Americans which twentieth-century advertisers sought to alleviate, partially through marketing, in her work, *From Submarines to Suburbs: Selling a*

Better America, 1939–1959 (2006). Both views are relevant stances to consider when studying the available advertisements from the United States during the twentieth century.

The Barbour Boat Works Company produced and advertised their recreational watercraft from 1932 until 1962. The rise of fiberglass in pleasure craft production contributed strongly to the company's decision to stop making their recreational watercraft (Landis 1981:3). By studying the boat works' vessels and advertisements specifically from 1950–1961, the decade leading up to the decision to stop recreational watercraft production can be better understood as the culmination of complex processes that led to customer-oriented changes in vessel production and advertisements.

Research Questions

Regarding the type of questions that this study will seek to answer, it is important to consider a quote from William H. Walker, currently an anthropology professor at New Mexico State University, whose research has a focus on the development of method and theory for the study of material culture. Walker wrote that:

> … defining new traits as innovations does not explain how such technologies came into existence. Tracking traits through space does not explain how migration works at a behavioral scale. Indeed, identifying diffusion of traits begs a world of behavioral questions about how such objects moved between one group and another (Walker 2015:158).

With this mind, this study will not solely focus on changes and differences within the Barbour Boat Works Company's recreational watercraft building program, but also attempt to place them in a context that seeks to offer explanations for those changes, including their significance both at the time the changes occurred and their lasting impacts. This goal will be attempted by studying the design changes in the vessels by focusing on the "why" question relating to the changes. As Michael Brian Schiffer, a prominent figure in the development of behavioral archaeology, explains: "designers, in making technical choices, respond to changes in (1) the activities, performance preferences, and relative social power of cadena groups and (2) the availability of new resources, including engineering science" (Schiffer 2011:117). Schiffer defines a cadena as "the set of *all* social groups taking part in a technology's entire life history" (Schiffer 2011:191, Schiffer's emphasis). These concepts will assist in viewing the changes in the Barbour Boat Works vessels and help to understand the technical changes in regard to their archaeological aspects as artifacts to be studied and relating to the cultural aspects of the periods in which they were built and purchased. The following questions will be used to guide the research in this study.

Primary Research Question

- What cultural and economic factors drove the boat-building programs of the Barbour Boat Works to change over time?

Secondary Research Questions

- What types of vessels did the company produce each year?
- What technical changes occurred in the various vessels?

    - Which measurements and features stayed the same?
- How did the company advertise their recreational watercraft?
- What were the impacts of consumer choice on the advertisements, technical changes, and line of vessels produced?
- What role did the Barbour Boat Works' competition play in shaping their decisions?

Thesis Structure

Following this introduction, Chapter Two offers a historical overview of the Barbour Boat Works Company focusing specifically on the years 1932–1962 when the company built recreational watercraft. This includes both the study of the surrounding cultural context along with an overview of the company's advertisements. Chapter Three helps lay the theoretical foundation for the rest of this study. A brief history and the applications of both behavioral archaeology and Consumption Studies are included as the two theories work together to ask the necessary questions of the Barbour Boat Works Company and their recreational watercraft in order to better understand the underlying reasons of why changes occurred within the company.

Chapter Four of this thesis focuses on the methodology used to collect the information on the Barbour Boat Works Company's recreational watercraft, primarily through a study of their advertisements. The information that was acquired from this method of study is presented in Chapter Five. This chapter delves specifically into the information collected on the different types of vessels the boat works produced. Each of the vessel types is considered separately and includes a description of the vessels and lists both a selection of the technical measurements of the model type throughout the years, along with several of the materials used in their construction.

Chapter Six features an analysis of the information presented in the previous chapters. This analysis includes a discussion on the changing line of vessel types offered each year, some of the materials that the company used regularly, and the advertising strategies the company used to advertise their recreational watercraft. Finally, Chapter Seven concludes this study by addressing both the information presented in the study, along with some of its limitations and a few areas for future research.

Recreational watercraft in the mid-twentieth century is not a heavily studied area, and the Barbour Boat Work Company's line of pleasure craft has never been the focus of a sizable study. This thesis seeks to contribute to the research on this topic and this company itself. The methods that the Barbour Boat Works used to decide upon their line of vessels they offered and the ways in which they advertised these vessels is important to understand the company itself and the broader consideration of recreational watercraft producers in the United States. The results of this study will contribute to the available knowledge on consumer-driven aspects of recreational watercraft production and advertising in the mid-twentieth century.

CHAPTER TWO: A HISTORY OF THE BARBOUR BOAT WORKS COMPANY

Introduction

The history of the Barbour Boat Works Company covers most of the twentieth century; stretching from 1932, when Herbert William Barbour founded the company in New Bern, North Carolina, to 1997 when the business closed. Throughout this time the company was responsible for building and repairing a wide variety of vessels including inboard and outboard recreational watercraft, fishing vessels, minesweepers, tugs, and ferries (Perry 2019:18). The period that is relevant to thesis are the years from 1932 until 1962 when the company was engaged with making their recreational watercraft. These thirty years when the Barbour Boat Works Company built pleasure craft began during a time in which the Great Depression and World War II effected the United States as a whole and is reflected in the company's development. The conclusion of World War II brought with it many social changes which are reflected in the Barbour Boat Works' advertisements. In considering the company's history in conjunction with the line of vessels that they offered, a greater understanding of the place that recreational watercraft held within their greater boatbuilding and repair program can be reached.

This chapter provides an overview of the relevant portions of the Barbour Boat Works' cultural context and the company's history. A brief overview of the geography and boat-building culture of the North Carolina region helps to provide information on the setting in which the Barbour Boat Works built their recreational watercraft. Within this framework, board historical comments on the company's work also provides an understanding of their business practices. Specific periods including the Great Depression and World War II are then considered to understand their influences on shaping the company's choices. Lastly, a broad historical look at the advertisements that the company produced is given in order to provide an understanding of

the role of advertisements within the company. By looking at the company's history in this manner, a solid background on the influences affecting the development and ultimate end of the Barbour Boat Works' recreational watercraft is presented.

Contextual History Surrounding the Barbour Boat Works Company

To date, there is only one publication that focuses specifically on the history of the Barbour Boat Works Company. This source is an article written for the *Journal of the New Bern Historical Society* by Susie Rivenbark Perry, the great-granddaughter of Herbert William Barbour (Perry 2019). Despite this lack of an extensive history dedicated to the company and the vessels that it built, through combining the information presented by Perry with the information about the company that can be gathered from a variety of newspapers, a handful of paragraphs in sundry publications on North Carolina history or recreational watercraft, the documents held in the archives of Joyner Library at East Carolina University, and that information present in their advertisements, a more complete understanding of the company becomes available. Where this cobbling of information produces particularly beneficial information is in looking at the company's advertisements in order to gain an understanding of the types of vessels that the company thought would appeal to their customers. The choices that the company made with their advertisements can be viewed in light of some of the surrounding context in order to see the ways that the advertisements fit both within the broader history of the twentieth century and with the development and closure of the company itself.

The coastline of North Carolina has access to both the Atlantic Ocean and an intercostal body of water protected by the state's barrier islands. The western parts of the state have relied on fishing and the water for a relatively large portion of their income and therefore the role of

watercraft has an important place in the state's history. This location of the state has influenced the way in which boatbuilding has developed in the region along with influencing the culture (Conoley et al. 2007:33–55). The Barbour Boat Works' facilities were located along the Trent and Neuse Rivers which was initially quite well suited for the types of vessels it produced (Figure 2.1). New Bern is not located particularly near the ocean nor the sounds, and the Barbour Boat Works Company's location on the Trent and Neuse Rivers provided waters which were calm enough for recreational watercraft use and also deep enough to facilitate the larger hulls the Barbour Boat Work Company built, such as those of the military watercraft they constructed and repaired. Where there were major locational restrictions on the size of vessels was in the dimensions of the railroad trestle located to the east of the company which vessels needed to pass under in order to access the Neuse River to get onto the Pamlico Sound (Landis 1981:3). Although the railroad tracks were beneficial to the company in that they allowed the boat works to more easily ship their smaller vessels and to receive materials, the size restrictions the trestle created ultimately proved detrimental to the company (Perry 2019:31). In a 1981 article about the Barbour Boat Works Company, and an interview with Reggie Rivenbark, the maximum dimensions for vessels was limited to 12 feet drawing and 42 feet maximum width due to the railroad trestle (Landis 1981:3).

Figure 2.1: 1995 Picture of New Bern showing the previous location of the Barbour Boat Works (Barbour Boat Works, Inc. 2020c, modifications by the author).

Regardless of the size restrictions on vessels which the railroad trestle placed on the company, the Barbour Boat Works still engaged in building a variety of vessels that gained them national recognition. Although the Barbour Boat Work Company's legacy is not as heavily focused upon the various fishing vessels it produced and repaired, the company was still engaged with the fishing industry to some degree. They both built fishing vessels and offered repair services, including placing advertisements in local newspapers aimed specifically at their work with fishing vessels (Figure 2.2). One type of fishing vessel which they gained some out-of-state recognition for were two ships designed specifically for traveling down to the sweet calico scallop beds on the east coast of Florida in 1969. The machinery that was used aboard was designed by Elmer Willis of Williston Boat Works in Williston, NC (Schwebel 1969:1). These vessels were certainly not the only fishing vessel that the company designed and built, although

it was one type that helped to gain further national recognition for the company in the post-war period (Perry 2019:27).

Figure 2.2: Barbour Boat Works, Inc. Advertisement in the 1955 *Carteret County News-Times Fishing Edition* (*Carteret County News-Times* 1955c [sec 7]:7)

Watercraft used for fishing was a prominent type of vessel being built in North Carolina in the twentieth century. This was accomplished both by professional companies and by individuals. Professional boat-builders in this area included the Morehead City Shipbuilding Corp. and Cannon Boat Works (*Carteret County News-Times* 1950:4; 1955 [sec 5]:4). Not all boat-builders in the area can easily be traced, however, due to their small size and lack of record

keeping that went along with the culture of the area in regard to boatbuilding. Where later boat builders and larger companies kept slightly better records, the traditional boatbuilding practices of the area were to build requested vessels by eye and not usually draft plans or make models (Conoley et al. 2007:32).

The Barbour Boat Works Company was not only focused on selling their vessels within North Carolina. The recreational watercraft that the Barbour Boat Works Company built during the first thirty years of the business were part of a nation-wide campaign to ship and sell their vessels. Barbour Boat Works had vendors across the United States, and occasionally sold boats outside of the country, including but not limited to Canada, Puerto Rico, and Sweden (Barbour Boat Works, Inc. 1951d, 1951e, 1951f). The company's production of recreational watercraft occasionally could not meet demand, as on more than one occasion they had to reply to inquires with regrets that they did not have any vessels to sell and would not for a short while, even though in 1953 they had an assembly line with eight work stations so that they could produce up to eight boats per-day (Barbour Boat Works, Inc. 1953b, 2019a).

The Barbour Boat Works Company and the Great Depression

Herbert William Barbour founded the Barbour Boat Works Company in 1932. Prior to starting the company, Barbour worked as superintendent of the Meadows Company Shipyard on the Trent River, where he experimented with small racing hulls. A 1989 newspaper article claimed that New Bern was once the outboard racing capital and that much of the interest in racing originated in 1926 at the Meadows Shipyard. The Meadows Shipyard closed in 1931, two years after the stock market crash of 1929, when interest in outboard racing declined due to a lack of funds to spend on the leisure activity (Stinson 1989:B2). It is likely that Barbour was able to gain

ample experience designing and building outboard boats during his time at the Meadows Shipyard, which helped his work of designing the majority of the watercraft for the Barbour Boat Works hulls until 1957 (*Carteret County News-Times* 1955a [sec 9]:1).

When Barbour first opened his company in 1932, he was focused on building only a few different types of vessels, with a focus on recreational watercraft, particularly 14-foot outboards, 16-foot and 18-foot inboards, and 36-foot cruisers. Another of the more popular models of which the company built was a 24-foot seaskiff (building thirty over three years). With this business, Barbour was able to keep eight men employed through the Great Depression. This work with building pleasure-craft was also supplemented by state and private contracts for building dredging vessels, along with repair work (Landis 1981:2).

The Great Depression affected individuals and businesses in North Carolina and the United States in several important ways. One of the ways in which the decade preceding the Great Depression added to its trouble was in the overall condition of the United States' economy. These post-World War I years led to an expansion of the national economy in an unprecedented scale. The rapid expansion, however, came to an end on Black Thursday when the stock market crashed in 1929. The area where North Carolina was most heavily impacted during the Great Depression was agriculture (Ready 2005:324).

Along with the effects of the previous economic expansion in the 1920s, the weather in the United States during the late 1920s led to an increase in difficulties for those already suffering financially from the depression. These weather problems included severe droughts in many regions of the country, which created poor conditions for growing crops (Davis 2003:15). In North Carolina, the negative effects of the drought on the food supply and farming in general were compounded with other factors. These included the fact that during this period, farmers

were not yet in the habit of regularly rotating their crops, and instead tended to plant the same cash crops many years in a row which depleted the soil of its nutrients and ultimately harmed their farmland and output (Davis 2003:37). Another problem which arose around this period was the outbreak of the *Endothia parasitica* fungus, a disease which affected the chestnut trees in North Carolina and caused many trees to be no longer able to produce (Davis 2003:44). These two regional problems, in conjunction with the larger drought affecting the nation, helped to create the specific agricultural problems which occurred in North Carolina during the Great Depression.

The problems facing agriculture during the Great Depression was a national as well as local area of concern. The roots of the economic problems associated with agriculture during the Great Depression can be found a decade earlier when the boom that World War I had caused for the agricultural industry fell, and led to a sudden and drastic drop in prices (Shaw 2016:619). The Federal Reserve System's deflation policy during this period helped to lead to the misfortune of the farmers (Shaw 2016:620). As a part of President Roosevelt administration's New Deal during the Great Depression, the Agricultural Adjustment Administration (AAA) provided payments to farmers, although they also drew farmland out of production which has been argued to have slowed the pace of the economic recovery, particularly for agricultural communities affected by the AAA grants (Fishback et al. 2005:39).

Not only were agricultural aspects of the economy and livelihoods of individuals in North Carolina and the United States being negatively affected by the Great Depression, but the coastal areas also had their own set of problems occurring during this period. In the nineteen-thirties, North Carolina ranked as one of the leading states in commercial seafood production, both from fishing and from oyster production. During the Great Depression, however, North Carolina was

not producing nearly as many oysters as it had the potential for. The usable amount of area available for oyster production had a potential of one million acres, but only 12,000 acres were being used in the early 1930s. Along with the lower levels of oyster production, North Carolina was also facing coastal troubles, specifically significant erosion. The amount of erosion was bad enough at this point that in 1934 the North Carolina Erosion Control Project began to help prevent the erosion from continuing even farther inland (Davis 2003:18-21, 25-26). The Civilian Conservation Corps also worked on projects within North Carolina to help with erosion and flood control projects (Ready 2005:335). On a national level, areas with access to major rivers had greater economic difficulties during the 1930s, except for those areas with coastal access to the Gulf of Mexico (Fishback et al. 2005:61).

The Barbour Boat Works and World War II

Although Barbour Boat Works was founded during the Great Depression, the business did not flourish much beyond recreational watercraft until approximately when the United States' entered World War II (Perry 2019:21). Both the military and the cultural impacts of the Second World War on the Barbour Boat Works Company need to be considered as the types of changes in the production of the company that occurred in this period were in a large part due to the state's military involvement (*The Beaufort News* 1941:8; Perry 2019:21).

As World War II raged in Europe, the Barbour Boat Works company, along with many other boat-building companies, began winning government contracts which put a hold on their private and commercial business (*Motor Boating Magazine* 1945:5). In 1941 Barbour Boat Works won a government contract to build two 136-foot minesweepers, along with two 186-foot salvage ships shortly thereafter (*Carteret County News-Times* 1955a [sec 9]:1). During this

period, the number of company employees also increased, going from forty to 1,200 individuals on the payroll (Perry 2019:22). Overall, during World War II, in the period of 1940-1945, the Barbour Boat Works company built sixteen seagoing ships, along with repairing many other naval vessels from nearby locations (*Carteret County News-Times* 1955a [sec 9]:1; Landis 1981).

Although the official start of World War II began in September of 1939 with Hitler's invasion of Poland, that was not the beginning of the United States' earnest involvement. In attempting to stay out of the conflict, the general policy was neutrality. As the war pressed on and with the fall of France, President Franklin D. Roosevelt maintained a sense of neutrality although he still found ways to get necessary supplies to the Allied side (Patterson 2014:15–20; Davis 2015:6). The neutrality that the United States upheld on the grounds of technicalities only lasted a few years. On December 7, 1942, when Japan bombed Pearl Harbor, the United States entered the war as more than a goods supplier. This change in policy created a need throughout the nation for the expansion of both an army and a way to supply the war effort. During the 1930s, the American economy had improved and the Great Depression had ended, although the nation was still not experiencing a period of great wealth or abundance. America's entrance into World War II, however, brought a sudden expansion of industry and military involvement to North Carolina which ultimately helped to further improve the state's overall economy (Pleasants 2017:93).

North Carolina was particularly affected by the military growth of World War II, with the state training over two million individuals at over one hundred bases, installations, facilities, and camps (Pleasants 2017). Within a relatively short distance of New Bern, there were several significant military locations, including the United States Marine Corps Air Station at Cherry

Point and the United States Army's Camp Battle in New Bern (Davis 2015:138–141). Throughout World War II, more men were trained within North Carolina than any other state due to the large number of bases (Lemmon 1964:12). During World War II, the shipbuilding programs of North Carolina were not limited to the vessels built by Barbour Boat Works. The state of North Carolina boat works during World War II went roughly as follows: New Bern built minesweepers, Elizabeth City made sub-chasers, and both Morehead City and Southport were repair stations (Thorne 1984:37). North Carolina was particularly well-suited to these shipbuilding programs and training bases due to the comparatively warm around-year weather, and the overall patriotic zeal that North Carolinians exhibited upon the United States' entering World War II.

In looking at the Barbour Boat Works' role in World War II, their early work in building wooden minesweepers was much publicized and led to an increase in employees at the company. In a 1941 edition of *The Beaufort News* a short article announced the upcoming construction of two vessels and included the need for dredging operations in the vicinity of the company (*The Beaufort News* 1941:8). This work also led to a considerable increase in staff as soon as the contracts came in, although as the paper mentioned, the boat works was already a "busy scene, regardless of government contracts" (*The Beaufort News* 1941:8). Perhaps more importantly for the lasting effects on the company, the need to build larger vessels meant that the boat works expanded its property and buildings in order to facilitate the larger vessels being built (Perry 2019:21).

Post-World War II, the company continued to thrive in a variety of ways for several years. In 1945 a building featuring a showroom and main office was built, and it was here that their small boats were displayed along with some Chris-Craft boats as they acted as a Chris-Craft

dealer for a few years (Sandbeck 1999:2). In 1948 Herbert Barbour and Rembert R. Rivenbark, Barbour's son-in-law, started another business under Barbour Boat Works, Inc.'s management: the Marine Trading Corporation, a towing operation which worked along the coasts from Georgia to Virginia which transported materials for construction projects (Perry 2019:25). In 1955, Rembert Rivenbark opened Reggie's Outboard Shop near the company to service outboard motors, and in 1957 Rivenbark became the president of the Barbour Boat Works following Herbert Barbour's death (*Carteret County News-Times* 1955a [sec 9]:1; Landis 1981; Perry 2019:18).

Advertising in Relation to the Barbour Boat Works Company

Among the factors surrounding the creation and development of the Barbour Boat Works, were the changes in consumer behavior occurring in the middle of the twentieth century. As has already been discussed in regard to the United States' economy during the previous section on the Great Depression, when Herbert W. Barbour founded the Barbour Boat Works, the economy was not particularly strong. World War II helped to create the boom that was necessary for the company to expand its work and gain more business. This economic shift was coupled with a change in the views on consumerism in the United States and therefore changes in the themes present in advertisements (Henthorn 2006:4). Although consumerism had been present in American society before the post-war period, the massive rise in consumerism was unprecedented in American history and ought to be considered when viewing the Barbour Boat Works Company's recreational watercraft building program in order to understand the surrounding context of their business choices (Cross 2000:67).

One important aspect of the advertisements occurring in the twentieth century were the ways in which larger items came to be sold to a greater percentage of the population, rather than solely to a few elite members. This wide-spread selling of large items can be traced back with more specifics to the rise in car ownership, another type of large item which was previously something that only the rich owned. The creation of several different designs particularly from the sixties and seventies helps to show the rise in automobile sales built for and advertised to a larger portion of the population of the United States. In the early decades of the twentieth century, the rise in mass-production of automobiles meant that items which had previously been something that only the wealthy could afford, now expanded to a greater number of Americans (Cross 2000:24–26). This increase in production, not only helped to create wealth for the nation, but it also changed the way in which the society viewed automobiles. During the nineteen-sixties, the percentage of households which owned more than one car rose to twenty-nine percent, and the development of compact cars in the nineteen-seventies showed a move away from the use of cars as utilitarian to more flashy shows of wealth and status (Cross 2000:182). It was also this increase in mass production that was occurring in the mid-twentieth century that ultimately led to the Barbour Boat Works Company ceasing the production of their recreational watercraft, as fiberglass could be produced much more quickly than wooden vessels, and the company did not want to make the transition (Landis 1981:3).

Although during the first two decades of the nineteen-hundreds, the foundations were set for a solidly consumeristic society, during the Great Depression big business gained the image of being heartless and irresponsible (Cross 2000:86). World War II not only offered a boost to the nation's economy, but it also created the possibility for big business to change their popular image away from this negative stereotype. This change was accomplished in part by turning the

public focus away from their factories and onto their products, often promising the opportunity of a better tomorrow (Henthorn 2006:40, 47). Advertisers during the post-war period attempted this by selling the promise that by purchasing whatever product they were selling the buyer would also gain the image that their advertisements conveyed. One such example is that in several instances war time propaganda tactics and images were included in attempts to sell modern kitchens (Henthorn 2006:179–185) These advertisements attempted to convey the impression that by advancing to modern kitchens, the ideal of the perfect middle-class housewife could be achieved, and that reaching such a goal would be much less likely without such upgrades (Henthorn 2006:66–69).

Considering the role that advertisements played particularly in the post-war society, and the ways in which they attempted to sell their products in conjunction with ideals, the advertisements from the Barbour Boat Works Company and their competitors offer an insight into the ways in which recreational watercraft attempted to add to this type of advertisement. One of the obvious aspects of both the Barbour Boat Works advertisements and their competitors' advertisements was the fact that they often featured, along with the boats that were being sold, young and attractive models (Figure 2.3). Just as with the post-World War II advertisements which sought to sell the image of a perfect, idealistic housewife, by modeling recreational watercraft with an image of youth and attractiveness, advertisers also occasionally tried to connect their inboard and outboard boats with images that endeavored to present the best possible view of those individuals who purchased them (Figure 2.4).

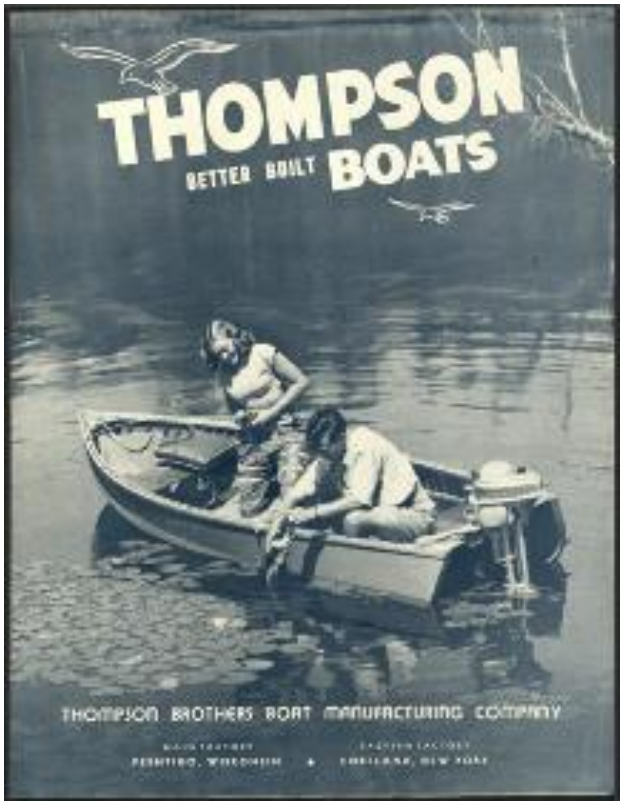


Figure 2.3: Front cover of Thompson Brothers Boat Manufacturing Company sale brochure (Barbour Boat Works, Inc. 2019c).

How effective this advertising tactic was, however, can come under speculation, particularly when viewing the advertising techniques of the Bertram division of Nautec Corporation (Boomer 1969:244). Launched in 1960 with the creation of a Fiberglas boat whose prototype won the 1960 Miami-Nassau race, the company did not tend to use the more traditional advertising technique of candid photos of their vessels with the goal of selling excitement and youth. Instead, their most successful ad campaign consisted of black-and-white double-page ads with a few technical drawings or pictures of the vessels, but mainly focusing on blocks of text which offered technical details. This technique was used to great success for the company, with a drastic increase in its number of inquiries per month when using the technical ad rather than

more heavily picture-based ads (Boomer 1969:244). Dick Bertram, who created the vessel, believed that the ads worked because men who were in the market for large items such as motorboats wanted to see the facts rather than a vague image alone (Boomer 1969:244). A similar technique to this heavily text-based advertisement is present in some of the Barbour Boat Works advertisements. Within the company's sales brochures from 1951 through 1961, the last page or two included technical specifications for the recreational watercraft being sold (Barbour Boat Works, Inc. 1951a:7; 1952a:14–15; 1953a:14–15; 1954a:14–15; 1955a:14–15; 1957:14–15; 1958:8; 1959a:10–11; 1960:10–11; 1961a:10–11).

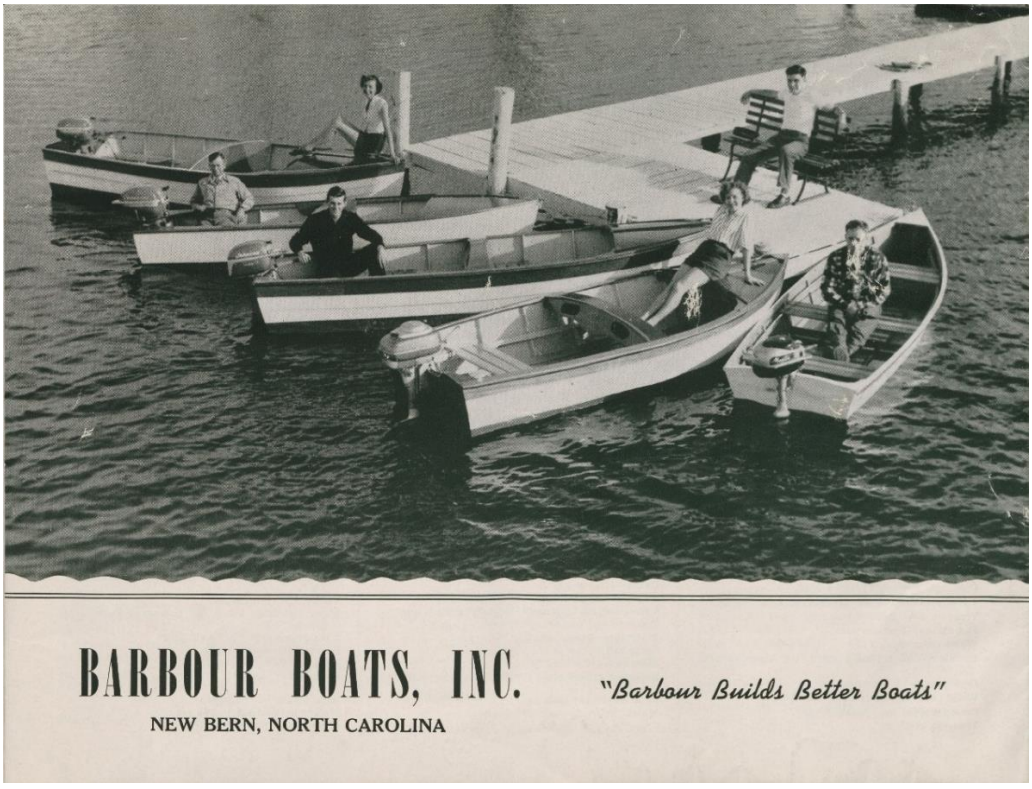


Figure 2.4: Back cover of the 1952 Barbour Boat Works Sales Brochure (Barbour Boat Works, Inc. 1952a:16).

Throughout the Barbour Boat Works Company's time advertising their recreational vessels, a wide variety of advertising techniques were present. During World War II, one popular way that companies tried to sell their products was that "images of ideal feminine glamour dominated wartime mobilization narratives," which put a focus on the home and ultimately the family (Henthorn 2006:71) This theme continued post-war when the narrative once again shifted to show the change from companies' wartime production to an improved return to post-war production for domestic uses (Henthorn 2006:222). This progression of advertising themes as affected by social changes occurring in the middle two quarters of the twentieth century, can be viewed in terms of many of the recreational watercraft advertising choices of the Barbour Boat Works Company.

One of the major points which the Barbour Boat Works Company emphasized throughout the years, and particularly in its sales brochures, was the safety of their boats. This matter is clear in their inclusion of "Safe" in most of the lists of the features of their boats across several years (Barbour Boat Works, Inc 1951a:8; 1953a:2; 1958:2; 1961a:2). This use of pointing to safety fits with the choices of photographs that the company also used, particularly in the way that although there were several advertisements with young models, many years included photos of the boats with families (Figure 2.5). This meant that women and children were often present and interacting with the vessels in many of the pictures. The Barbour Boat Works Company's choices to focus some of their advertisements in the sales brochures on a more family-oriented style demonstrates the audience that the company thought would be most effective to advertise towards, not only in North Carolina, but across the United States. Their 1957 sales brochure introducing the new Silver Clipper line, stated on the third page of the brochure that buyers should "choose your Clipper in colors to suit you or your lady's fancy" (Barbour Boat Works,

Inc. 1957:3). The family-oriented advertising style clearly pointed to the fact that, although it was likely going to be the man of a household who would be making the purchase, they did not want to try to separate the purchaser from the rest of the family who would be using the boat.

Figure 2.5: Page out of the 1957 Barbour Boat Works sales Brochure (Barbour Boat Works, Inc. 1957:11)

This advertising strategy which the Barbour Boat Works Company employed, demonstrates a solid understanding by the company as to who their customers were and the ways that changes in advertisements were necessary as changes in values and aesthetics occurred in society. Many of the company's advertisements, particularly those in *Motor Boating Magazine*, were relatively similar in their general appearance and styling, with the smaller ads usually focusing on one or two vessels and featuring photographs of the boats. These more classically

styled advertisements come into stark contrast with the company's advertisement in the January 1962 issue of *Motor Boating Magazine*. The January 1962 advertisement does feature an image of one of the vessels, although unlike previous advertisements it is a drawing rather than a photograph (Figure 2.6; Barbour Boat Works, Inc. 1962:341). Although the advertisement is not entirely different from anything else the company produced prior to it, the distinctive styling reflects an acknowledgement by the company that a change in advertising strategy, particularly the styling of their advertisements, could potentially be beneficial for addressing the changing aesthetics of the early 1960s.

Figure 2.6: 1962 Barbour Boat Works advertisement in *Motor Boating Magazine* (Barbour Boat Works, Inc. 1962:341).

As with any portion of a business, the advertising of a company does not exist within a vacuum either from other aspects of the business itself or society, and the Barbour Boat Works Company was no exception. The 1962 advertisement in *Motor Boating Magazine* might have reflected a change in aesthetic styling for their advertisements and vessels, though the fact remained that in 1962 the recreational watercraft portion of their business ended. Although the competition that fiberglass pleasure-craft presented indeed helped lead to the end of their small boat production, the ample success of the other portions of their business also played an important role in their decision.

The Barbour Boat Works Company remained in business for another thirty-five years after they stopped making recreational watercraft and continued until their ultimate closure in 1997. These later years of their business focused on the construction of commercial and military vessels along with repair and overhaul services. Because other companies, such as the Chrysler Boat Corporation (Hartford, WI), and the Hatteras Yacht Company (Morehead City and Highpoint, NC), were already in the market of making fiberglass boats and could make them much more quickly and in a greater quantity, the Barbour Boat Works Company decided not to go into fiberglass, and instead moved their focus away from pleasure craft and onto commercial and governmental construction and repair (*Carteret County News-Times* 1955a [sec 9]:1; Landis 1981).

Conclusion

Overall, the history of the Barbour Boat Works Company is one that needs to be viewed in its cultural context to understand why and how various choices were made. In seeing the impact of the Great Depression on the company, and the subsequent boom in the building work of Barbour

Boat Works with World War II, those effects are evident. The boat-building culture and the geographical considerations specific to the region, are also important to view in the context of the company, with the specific geography of New Bern and the company's location limiting the size of vessels that they could build, but also allowing for the company to win government contracts during World War II which helped them to flourish and grow substantially. In considering the social context surrounding the company, the way in which they chose to advertise and the context of the changes in advertising and marketing in the twentieth century is something that is clearly reflected in the company's ability to sell recreational watercraft and the ways in which they were advertised.

CHAPTER THREE: THEORETICAL FRAMEWORKS FOR STUDYING THE BARBOUR BOAT WORKS

Introduction

During the thirty years that the Barbour Boat Works Company built recreational watercraft, the line of vessels produced changed in several ways. These changes were driven by a variety of factors which can be understood through two main theoretical frameworks: behavioral archaeology and consumption studies. The technical changes which occurred in these vessels are best understood through behavioral archaeology. This is due to how technological innovations relate to the cultural processes behind the changes. Consumption studies will shed light on the processes related to the Barbour Boat Works' customers' choices. This theory is particularly beneficial to help understand the ways that those at the Barbour Boat Works Company attempted to present their vessels to the public and what they emphasized in these advertisements. By understanding and utilizing these two theories, the theoretical framework guiding this thesis can be better grasped through understanding the effects of interactions between people and the Barbour Boat Works' vessels as artifacts. This study will be through an analysis of the technological changes which occurred, as behavioral archaeology helps to understand; and consumption studies will facilitate an understanding of the cultural context which influenced the Barbour Boat Works Company's choices, both in advertisements and design alterations.

This chapter provides a brief overview of a few material culture studies on small watercraft to exemplify previous projects which have similarities to this thesis and its course of study. The two archaeological theories employed in this thesis are then considered separately. A brief history of the development of behavioral archaeology, along with a few examples of its previous use and some of Michael Schiffer's relevant work is provided. The ways in which

behavioral archaeology will be applied to this project is then discussed. Following these sections, a brief history of consumption studies is given in conjunction with previous applications by other scholars. Lastly, the ways in which consumption studies will benefit this project are given.

Similar Studies on Small Watercraft

Although there have been several studies in the past relating to small wooden watercraft, the study of recreational watercraft, particularly from an archaeological standpoint, shows a distinct lack of research. One material cultural study on technological change in small wooden boats can be seen in Knut Djupedal's 1989 article, "The *Nordfjordfaering* of Western Norway: Changes in an Ancient Small Boat Design in Response to New Technology." Within this piece, Djupedal looked at the historical style of *faerings* before discussing some of the various ways that in more recent times, owners have been finding ways to add outboard motors to the traditionally double-ended vessels. Djupedal discussed six ways that the boats were changed to support the addition of a motor, some of which continued to preserve the double-ended nature of the vessels, while some methods required rebuilding the stern to make it flat. This article demonstrated one study of small watercraft and changes that occurred both through modifications and through developing the style of new vessels (Djupedal 1989:329). Djupedal's article holds similarities to this study of the Barbour Boat Works Company in the way that it exhibits the modification of boats within the twentieth century.

Studies on watercraft built in North Carolina in the twentieth century can also be seen in publications such as Neal Conoley's, John Conoley's, and Jim Conoley's book which focused on the sportfishing heritage and boatbuilding of the Outer Banks (Conoley et al. 2007). Conoley et al. write in their preface that their goal was to survey and document the Outer Banks' custom

boatbuilding and sport fishing heritage (Conoley et al. 2007:iii). Their study included an analysis of the geographical location of the Outer Banks, the history of the boat building culture in the area, and the rise in popularity of sports fishing. Conoley et al.'s work provides a study with the goal of understanding the societal impact of small watercraft and the boat fishing industry.

Similarly to Conoley et al., William C. Fleetwood, Jr.'s 1995 work, *Tidecraft: The Boats of South Carolina, Georgia and Northeastern Florida – 1550-1950*, paralleled many aspects of this thesis, particularly in his chapters on the pleasure craft and yachts from 1900–1940 and 1940–1950 (Fleetwood 1995:157, 205). These portions of Fleetwood's study fit into his larger work and its goal of understanding the many types of vessels, along with placing a number of watercraft into societal and historical context. Although the geographical location for these observations was farther south than where the Barbour Boat Works was located, the publication demonstrated one study which placed the role of pleasure-boats in their contemporary cultural context.

Behavioral Archaeology

Behavioral archaeology provides opportunities to advance research which specifically relates to the relationship between people and artifacts. As the theory has developed across the years it has:

> … furnished tools that can be employed to study archaeological inference and the formation of the archaeological record, to formulate questions in experimental archaeology and ethnoarchaeology, and to reconstruct technology and investigate technological change. (Schiffer 2010:3)

Given this thesis' research questions, a behavioral framework for understanding interactions surrounding the Barbour Boat Works Company was chosen, as it helps to address questions of technological change in a way that focuses on the relationship between human behavior and material culture.

One of the defining features of behavioral archaeology is the way the approach seeks to articulate *processes* in order to help understand technological changes (Schiffer 2011:7). Changes can be seen in the line of recreational watercraft built by the Barbour Boat Works Company, but without asking specific questions relating the technological changes with behavioral changes, a simple description of the technological changes does not answer any of the specific questions regarding *how* and *why* these changes occurred.

By looking at the history of behavioral archaeology from its roots in Processualism and the ways the theory has previously been applied in other scholarship, there is a groundwork available for understanding the particular contributions which Schiffer has developed in his work. With this information, the application of the theory for this study is emphasized, along with the parts of the theory that are most relevant for this work.

Development of Behavioral Archaeology and Previous Applications

Behavioral archaeology grew from the New Archaeology (Processualism) paradigm, a fact that is clearly stated by Michael Brian Schiffer. Schiffer, one of the lead scholars in developing behavioral archaeology, began his 2010 book by stating that behavioral archaeology is an "outgrowth of the "new" or "processual archaeology"" (Schiffer 2010:3). Processualism gave archaeologists a framework based on the logic that "because artifacts function in the major

subsystems of every society… archaeologists could in principle construct inferences about these subsystems from archaeological remains" (Schiffer 2010:4).

One significant scholar in Processualism is Lewis Binford, whose work had a strong emphasis on making archaeology into a science through problem-oriented research designs, hypothesis testing, and the creation of laws to serve as explanations (Schiffer 2010:3–4). Two of Binford's later articles (Binford 2001a, 2001b) address these aspects of Processualism. Binford's article, "Where Do Research Problems Come From?" addresses the title question in a very scientific manner that puts an emphasis on the relationship between data and problems, just as in science (Binford 2001a). Similarly, in his article, "On Science Bashing: A Bashful Archaeologist Speaks Out," Binford defends the importance of a more scientific approach as opposed to a humanistic point of view (Binford 2001b). Binford's writing early on in this article clearly demonstrates some of the similarities between Processualism and behavioral archaeology, particularly when he states that the more science-based position includes those who "seek explanations for human behavior, the products of behavior, and variability in organized life, in terms other than the familiar, understood properties of humankind" (Binford 2001a:329).

Schiffer, although Binford's student, came to disagree with many tenets of Processualism. One such source of disagreement was that with Processualism the goal was "to infer social phenomena, not to understand the complex relationships between humans and material culture" (Hollenback and Schiffer 2010:316). Binford's and Schiffer's differences led to the development of behavioral archaeology, and Binford disagreed with many of Schiffer's theoretical premises, including Schiffer's view of the archaeological record being a distortion of past cultural systems (Binford 1981:200; Hollenback and Schiffer 2010:317).

Although Schiffer was not alone in developing behavioral archaeology, due to his involvement in the development of the theory, his work and perspectives on it are particularly influential. His contributions include several books on behavioral archaeology which consist of work discussing some of the general traits of the theory along with practical applications of them through case studies. One of his projects which overviews the theory is his 2010 work, *Behavioral Archaeology: Principles and Practice*. In this piece, Schiffer discussed many of the important aspects of the theory, including some of the history of the foundational work that behavioral archaeology sprouted from. Because of the relevance to this thesis of the topic and ideas within Schiffer's 2011 book, *Studying Technological Change: A Behavioral Approach*, Schiffer's work heavily influences the main behavioral archaeological theoretical basis for this thesis.

Within his works, Schiffer mentions two other foundational members for the development of the theory during the early 1970s when, in graduate school, he met fellow graduate student J. Jefferson Reid, and William L. Rathje, a young assistant professor at that time. Along with Schiffer, they agreed with processual archaeologists on many topics; however, they concluded that ultimately new principles pertaining specifically to artifacts were necessary in order to study behavioral change (Schiffer 2010:5). Looking back at their publications, it is evident that throughout his career, Schiffer focused the most heavily on behavioral archaeology and its specific development as a theory. Both Reid and Rathje have published substantially on a range of topics, some mentioning the use of behavioral archaeology and others not providing much information on the theory (Rathje 1971, 1984, Reid et al. 1975, Reid and Skibo 2011).

One such example of Rathie's use of behavioral archaeology is the Garbage Project which he began in 1974. This project was designed in order to compile information surrounding

the types of waste that people dispose of. Although within an article from 1984, Rathje claims that those who worked on the project and developed it were considered "behavioral scientists," he also states that any

> … successful scientific research requires (1) that a specific problem be defined, (2) that data relevant to solving that particular problem be clearly identified, and (3) that data irrelevant to the research problem be largely ignored. Given its overall objective, the Garbage Project largely has ignored this sage advice (Rathje 1984:12).

Rathje continues in his article discussing the project to further explain that just because these general points are ignored, the reason is due to the fact the project was meant partially to create a database for later researchers to use as part of their own analyses (Rathje 1984:13). Despite the aspects of the project's layout which stray from what might traditionally be considered scientific research methods, it still included a focus on behavioral issues through recording the waste products of behavior and consumption.

Since Schiffer, Reid, and Rathje, there have been several subsequent archaeologists who have utilized behavioral archaeology. In publications such as *Explorations in Behavioral Archaeology* (2015), edited by William H. Walker and James M. Skibo, which features the works of several scholars including Alysia Fischer and her piece, "Applying Behavioral Archaeology to the Fine Arts: Theory into Practice," and Axel E. Nielsen's "Behavior and Practice in Archaeology: A Realist View," the contributors further developed the theoretical applications of behavioral archaeology. Another publication to note, is a special edition of the *Journal of*

Archaeological Method and Theory published in 2011 which was entirely focused on the 2010 Society for American Archaeology Forum, "Assessing Michael B. Schiffer and his Behavioral Archaeology." This piece included work from scholars, none of whom identified as behavioral archaeologists, who were asked to offer a critical review of the theory and Schiffer's involvement, along with a response from Schiffer himself addressing their comments.

Another study which heavily featured behavioral archaeology can be found in Amy Mosig Way's paper, "A behavioral approach to cumulative palimpsests: An example from Weereewaa (Lake George), Australia" (Way 2018). Within this paper, Way discussed her study of five different assemblages from sites at Weereewaa, and her analysis of them through a behavioral approach. Way specifically cited Schiffer and much of his work in her discussion of the life-history frameworks used, specifically flow models, one of which she included in her work to discuss the life-history of one of the nodules [an analytical unit of lithic material] being studied (Figure 3.1). With this model, Way was able to show three different aspects of the life-history. What this study also demonstrates is the way that behavioral archaeology can be used to understand the various stages of a set of archaeological material in order to see the various portions of its use-life.

Flow model for nodule F3.

Imported state	On-site production/discard	Exported state
Large partly cortical core	Primary core reduction; secondary core produced, reduced and discarded; backed artefact production	Flakes, Primary core, Backed artefact(s)

Figure 3.1: Sample behavioral flow model (Way 2018:66).

Behavioral archaeology has also been applied to study shell-fishing practices in the Solomon Islands as Annette Oertle and Katherine Szabó wrote about in 2019. In their study, Oertle and Szabó mentioned the fact that it is difficult to understand the behavioral processes associated with placing shells from shell-fishing into an archaeological context (Oertle and Szabó 2019:151). One of the ways that they attempt to understand these deposits and the context surrounding them is through ethnoarchaeological and ethnographic study, and investigating each of the steps in a manner similar to the flow models that Schiffer outlined in a 1974 article on behavioral archaeology (Figure 3.2). Their study demonstrates one way in which behavioral archaeology can aid study of the processes leading up to the archaeological context in order to better understand what exactly the context of an artifact or set of artifacts is.

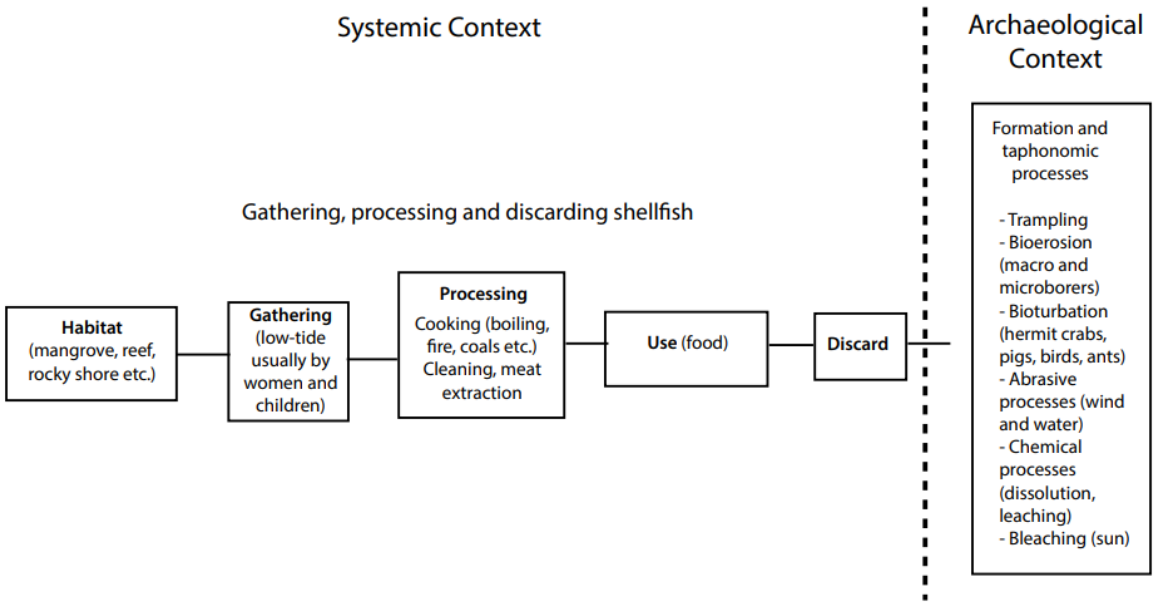


Figure 10.1. Systemic to archaeological context of shellfishing (after Schiffer 1972).
Source: Annette Oertle.

Figure 3.2: Model of systemic and archaeological context (Oertle and Szabó 2019:152).

These few examples are only a small number of the available archaeological studies which have been conducted with a behavioral approach. By viewing some of the ways that behavioral archaeological studies have been conducted in the past, various applications of behavioral methods which will be utilized in this study are clearly demonstrated. The ways that some of Schiffer's models have been used to understand the life-processes of artifacts and artifact collections, demonstrate possible applications of the use of the theory as part of this study.

Schiffer's Relevant Contributions

Behavioral archaeology fits well with the study of the Barbour Boat Works' recreational watercraft, particularly how human-artifact interactions drive technological change. In 2011, Schiffer published *Studying Technological Change: A Behavioral Approach* which delved into some of the specific ways in which behavioral archaeology can be used to study technology (Schiffer 2011). Because this thesis seeks to answer how and why recreational watercraft manufactured by the Barbour Boat Works Company changed over time, understanding the ways that people interacted with the vessels and responded to the different technologies is an important consideration.

Within *Studying Technological Change*, Schiffer developed many models to assist with understanding the life histories of objects and people-artifact interaction These models include but are not limited to life-history constructs, basic flow models, synthetic models of inference, project modules of technological traditions, behavioral chains, cascade models, and life cycle models (Schiffer 2010, 2011). For this study, the main applicable model is Schiffer's life cycle model which shows various stages in the life history of different types of technology (Figure

3.3). The basic model is composed of four stages including invention, commercialization, adoption, and senescence (Schiffer 2011:30-38).

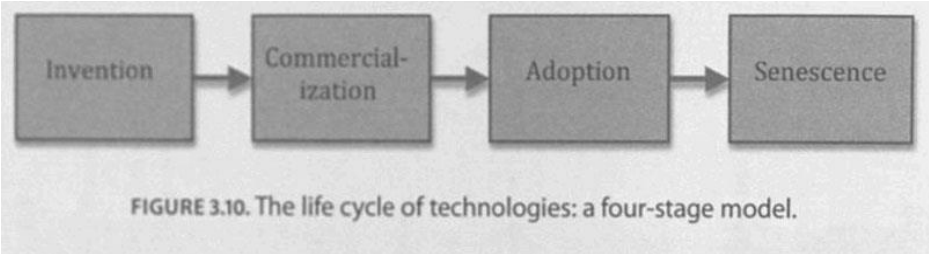


Figure 3.3: Model of a four-stage life cycle model (Schiffer 2011:36).

Although the life cycle model that is presented by Schiffer in this 2011 publication has four states, Kacy L. Hollenback and Michael Schiffer discussed a six-stage model within their article, "Technology and Material Life" (Hollenback and Schiffer 2010). These six stages include, invention and innovation, experimentation and development, adoption by producers, production, consumption by consumers, and senescence (Hollenback & Schiffer 2010:9). For the purposes of this thesis, commercialization and adoption processes expand an understanding of experimentation and development, and elaborate upon processes related to producer adoption, production, and consumption by consumers. The expanded model offers greater opportunity to study the lines of recreational watercraft built by the Barbour Boat Works Company.

Another feature of the technological aspect of behavioral archaeological studies, is the topic of technology-stimulated invention. The processes which stimulate changes in technologies include material-stimulated, component-stimulated, product-stimulated, process-stimulated, and invention-stimulated change (Schiffer 2011:73-84). Considering these various aspects of why technologies change leads to an interesting string of questions surrounding why Barbour Boat Works ultimately stopped making their recreational watercraft. Gaining a more complete

understanding of this question, however, requires not only looking at the watercraft themselves and the technologies involved, but also an understanding of what behavioral patterns led to the choices in purchasing the vessels.

Application for this Study

Behavioral archaeology, specifically Michael Schiffer's work on the development and design processes, will be used as a major theoretical paradigm for this thesis. This approach is applicable because in studying the design processes of the Barbour Boat Works Company's personal watercraft there is going to be an emphasis on the person-artifact interactions with the watercraft. As Schiffer explains: "We want to understand how a particular design came to be: *how its designer—one person or a team of hundreds—arrived at the product's sequence of procurement and manufacture activities*" (Schiffer 2011:98, Schiffer's emphasis). Even more importantly in considering designs and developments is that "the performance requirements are established, in part, through social processes that impinge on the designer" (Schiffer 2011:108). To understand these social processes, this thesis will also study the influencing factors surrounding the technological and popularity changes that occur within the boat-building programs of the Barbour Boat Works Company.

Another way in which this study will apply Schiffer's theory is by relating aspects of the material culture to the social role expectations that are present in the changes in the vessels. Schiffer explains that "every social role in every society entails specific activities and their associated artifacts" (Schiffer 2011:48). Relating this to the vessels from the Barbour Boat Works, the role of social groups will be considered by viewing the marketing targets and the variations of the vessels. These variations will also be considered with Schiffer's note that:

> *Whenever there is an increase in the number of distinct social groups, there will be a corresponding increase in the variety of artifacts indicating group identity*. By charting changes in the variety of artifacts aggregated at one or more scales, we can tease out trends and parlay them into provocative questions (Schiffer 2011:50, Schiffer's emphasis).

In applying this view to the increased variety in the Barbour Boat Works' boat-building program over time, a better understanding of twentieth-century social roles may be reached.

In viewing the Barbour Boat Works' recreational watercraft from an archaeological perspective, Behavioral Archaeological theory will be applied by studying the interactions that led to the changes in the technical specifications reflected in the vessels' features. By measuring the relative change of boat model design, it is hoped that the causes of the changes may be illuminated. These behavioral concepts will assist in viewing the changes in the Barbour Boat Works' vessels as artifacts relating to the cultural aspects of the periods in which they were built and purchased. This approach will help to understand the technical changes in regard to their archaeological place in the boat works' history. Behavioral archaeology can provide a substantial framework for understanding the technological changes, but the societal and cultural questions surrounding their purchasing and advertising requires looking beyond behavioral archaeology for a broader perspective on the matter.

Consumption Studies

Although behavioral archaeology covers many of the theoretical requirements for understanding the cultural interactions that occurred surrounding the recreational watercraft of the Barbour Boat Works Company, the emphasis on interactions relating to the broader themes of consumerism are more aptly covered through consumption studies. The use of consumption studies will mainly focus on understanding broad political and economic factors that contributed to the interactions people had with Barbour Boats, primarily through the study of the company's advertising choices.

Although behavioral archaeology clearly addresses the question of interactions between people and artifacts, consumption studies focus more specifically on the acquisition of material goods and the cultural views surrounding the purchasing of material culture (Spencer-Wood 1987:9–10). Because of the global purchasing of goods, the related economic and political nature of the act of purchasing, and the various ethical, moral, and religious issues surrounding the consumption of material culture, consumption studies can be described in an extremely broad manner. As Mullins explains:

> Given the breadth of ways scholars define consumption, virtually any archaeologist could claim that his or her work is in some way an archaeology of consumption. It is impossible to fashion a single, coherent definition out of the vast consumption scholarship, and we probably should not attempt to impose false coherence on such an expansive topic (Mullins 2011:4).

Due to this acknowledgement of the possible facets of a consumption study, this thesis has chosen to focus on the cultural views of recreational watercraft as large luxury items, and the ways in which the societal views in the United States regarding consumption affected the advertising, buying, and selling of Barbour Boats in the twentieth century.

The use of consumption studies in this thesis are explained through a short history of the theory, along with a sample of previous scholarly applications. This background and understanding of the theory work as the foundation for the specific application of the theory within this study.

Brief History and Previous Applications

Consumption studies have been around for much longer than even the Processualism which behavioral archaeology stems from; however, individuals in the late twentieth century and early twenty-first century such as Mary Douglas and Baron Isherwood (1979), and Daniel Miller (1995, 2008) have helped to develop consumption studies away from previous work that focused almost solely on the purchasing itself. This development comes from questions about why things were bought and acquired, resting on direct inference instead of looking at broader questions of the societal reasons behind such purchases. Particularly in the twenty-first century, there has been an emphasis on regarding consumption in a negative light, partially due to current and prevalent societal views on harmful forms of capitalism (Miller 2008:46; Meneley 2018:118). Miller's scholarship has emphasized the overarching importance of consumption throughout history, and the need for scholars and the public to move away from the idea that there are simple dualities regarding consumption. Instead, Miller believed that the default view on consumption

should not automatically be associated with its negative connotations (Miller 1995:6–7, 2008:118).

Consumption studies do not have as clear of a beginning as behavioral archaeology does. Instead, one of the distinctions within consumer studies was in 1979 with Mary Douglas and Baron Isherwood's study, *The World of Goods: Towards an Anthropology of Consumption* (Douglas and Isherwood 1979). Prior to this piece of scholarship, consumption studies tended to divide the reasons that people buy goods into three purposes: material welfare, psychic welfare, and display (Douglas and Isherwood 1979:vii). Douglas and Isherwood believed that this perspective needed expand in order to better understand the greater complexities of consumption, particularly in how it acts as a social process, not only as the result or object of work (Douglas and Isherwood 1979:viii). By understanding consumption through this more inclusive means of study, consumption studies expanded throughout the late twentieth century.

In 1995, Daniel Miller became a notable proponent of consumption studies with the publication of his edited volume, *Acknowledging Consumption: A Review of New Studies*, specifically his preface to it, "Consumption as the Vanguard of History" (Miller 1995). Within this piece, Miller, similarly to Douglas and Isherwood, argued that consumerism ought to be viewed beyond dualisms. Instead, he saw that it should be extended into broader terms to fully understand the importance of consumption on not only social, but political, economic, and global terms (Miller 1995:1). Throughout his academic career, Miller also argued against the tendency to vilify consumption. In his 2008 article, "So what's wrong with consumerism?" one of the points Miller addresses is the question of why people tend to equate consumption with primarily negative attributes, specifically in its relationship with contemporary climate change (Miller

2008:44). Within this discussion, however, Miller notes that one of the reasons for this negative view of consumption is “a general distaste for capitalism” (Miller 2008:46).

In the twenty-first century, another shift in consumption studies is moving the field away from Miller's work which tended to shine a generally positive, or at least not inherently negative, light on consumption. Anne Meneley published an article on consumerism in 2018 which discussed the current state of the cultural view of consumption not embracing Miller's view of consumption as progress but rather that it is seen throughout many portions of global society in the negative light Miller argued against. Frank Trentmann sees some of these differences coming from the shift from a Modern to Post-Modern society (Trentmann 2004:373–4). Despite these differences in views on whether consumption is inherently good or bad, the overarching principle of consumption studies as focusing on the activities and individuals surrounding consumption, and not solely the purchases or acts of consumption make up the importance of consumption studies.

One relatively recent example of works in consumption studies is Paul R. Mullins’ 2011 book, *The Archaeology of Consumer Culture*. Mullins wrote his study with the goal to “map the discipline’s intellectual positions on consumption and identify the areas that seem to be our strengths as well as those into which the discipline could perhaps grow” (Mullins 2011:8). This explicit goal was executed by looking at American consumption habits from the past five hundred years in broad terms to understand how consumption was viewed through a variety of perspectives. This study demonstrates some of the ways that studies of consumption and the relation between societies and consumers are affected by a wide range of factors, particularly the ways that material goods are seen within society as providing understandings of status.

Another study which focused on the ways in which the surrounding society affected consumption habits and ideals was Cynthia Lee Henthorn's 2006 book, *From Submarines to Suburbs: Selling a Better America, 1939–1959*. In this piece, Henthorn looked at some of the ways in which advertisers in the United States aimed their advertisements at their customers through the promises of reaching futuristic and idealistic aims through purchases. Henthorn also addressed the ways in which these advertising attempts were made by using World War II and the Cold War to encourage these purchases. This study is a particularly useful example of ways that advertisements and consumption can be studied together to understand their effects on one another.

Consumption studies which focus on areas outside of the United States also offer beneficial perspectives on some of the ways that the topic can be studied. In Mark Staniforth's 2003 work, *Material Culture and Consumer Society: Dependent Colonies in Colonial Australia*, Staniforth studied material culture that was being transported to three colonies in Australia during the early phases of their settlement (Staniforth 2003:3). Staniforth's goal in this study was to understand how consumer society became established in Australian colonies from their beginnings until roughly the middle of the eighteenth century. Two of the main questions that Staniforth found himself able to ask about the artifacts he was studying were "What do these things mean?" and "Why did people need them?" (Staniforth 2003:157). These questions as a part of a material culture study are widely applicable in trying to understand the uses and societal meanings behind artifacts and are therefore important when shaping any material culture study where consumption studies are employed.

Application for this Study

The role of consumption studies in regard to the Barbour Boat Works Company is important for this study due to the potential, without this framework, to focus too specifically on the vessels and buying choices without due consideration to the larger processes of why such purchases were occurring. The recreational watercraft that the Barbour Boat Works created have the potential to show the broader regional and national trends of consumer culture within the twentieth century through an understanding of the different types of vessels being advertised. Considering these advertisements and the choices of the Barbour Boat Works Company in relation to the questions Staniforth asked of "What do these things mean?" and "Why did people need them?" the boat works' choices can be considered specifically through the messages that the Barbour Boat Works Company attempted to emphasize within their advertisements. The changes of technical specifications can also be considered within consumption studies. Since these changes are primarily being studied through what the company advertised, these changes can be seen to reflect the company's perspective on what the contemporary culture and their potential customers would be interested in.

Conclusion

Both behavioral archaeology and consumption studies act as means of viewing material culture and objects in conjunction with the interactions people had with them. Seeing the emphasis of behavioral archaeology and the potential to study technological change with it, the benefit of specific theoretical models and well-developed tenets make the theory a beneficial tool for the study of the recreational watercraft of the Barbour Boat Works Company. By using behavioral archaeology, the reasons behind the changes and differences in the technology can be better

understood, and people's interactions with the vessels can be studied. Where behavioral archaeology can be complemented is in the role of the Barbour Boat Works Company’s choices in advertising these vessels and the technological changes. It is for that emphasis which consumption studies help to understand why and how consumption occurred and impacted the company's and public's choices. Because consumption studies do not tend to offer as well-articulated theoretical concepts regarding changes in technologies and specific person-artifact interactions, behavioral archaeology complements the gaps in consumption studies, making the two theories work well together for the purposes of this thesis.

CHAPTER FOUR: METHODOLOGY

Introduction

To study the changes occurring within the recreational watercraft building program of the Barbour Boat Works Company, information needed to be collected from a variety of sources before analysis was conducted on pertinent variables. This goal was accomplished in this thesis through a historical study of the surrounding societal context that the Barbour Boat Works Company was situated in, an analysis of the available advertisements, and an analysis of the specifications for the recreational watercraft across a twelve-year period. By collecting and analyzing available information regarding these sources of information in light of seeking to determine the behavioral and consumer interactions with the vessels, this method of study was pertinent to gaining a more thorough understanding of the company's role in twentieth-century society. This chapter discusses the sources viewed within this study, and how the research was conducted.

Historical Sources

Information pertaining to both the history of the Barbour Boat Works and the recreational watercraft that they built throughout the years comes from a wide range of sources. Because there is only one published academic article relating specifically to the company's history, there is a need to study a relatively wide range of sources to compile the necessary information for this study. The main sources used to find information on the Barbour Boat Works and their vessels for the purposes of this thesis were the sales brochures made by the company, their advertisements in magazines and newspapers, newspaper articles about the company, Susie Rivenbark Perry's article (2019), the Barbour Boat Enthusiasts Facebook page (2020), and the

archives of some of the company's documentation that is being held in the East Carolina University Manuscript Collection (Collection #758).

Perry, the great granddaughter of Herbert W. Barbour, provided an excellent resource for the history of the Barbour Boat works within her article. This piece featured information from North Carolina newspapers, the collection at East Carolina University, and personal interviews with Rembert R. Rivenbark. This article also focused on both the company's work with recreational watercraft along with their government and private contracts. Because this article was not published and located until much of the preliminary historical research had been accomplished for this study, Perry's article helped to verify information, and was most beneficial for furthering understanding on the company's work beyond their recreational watercraft.

In order to understand the history of the Barbour Boat Works Company as it primarily pertained to their recreational watercraft, the first resource used for this study were the digitized newspapers available on DigitalNC.org. This research was primarily accomplished with word searches for "Barbour" often in conjunction with "Boat," "Boat Works," or "Herbert" to narrow the results. Through these searches, a variety of articles and a few advertisements were found in *Carteret County News-Times*, *The New Bern Mirror*, and *The Beaufort News* (*Carteret County News-Times* 1950; 1955c; *New Bern Mirror* 1970; *The Beaufort News* 1941). Aside from those articles focused on Herbert W. Barbour and his career, there was not much information available through these newspapers relating to the recreational watercraft produced by the company (*Carteret County News-Times* 1955a; 1957; *New Bern Mirror* 1970). A few other newspaper articles focusing on the Barbour Boat Works were also made available through the archived collection at East Carolina University. These included the articles by Schwebel (1969), Landis (1981), and Stinson (1989).

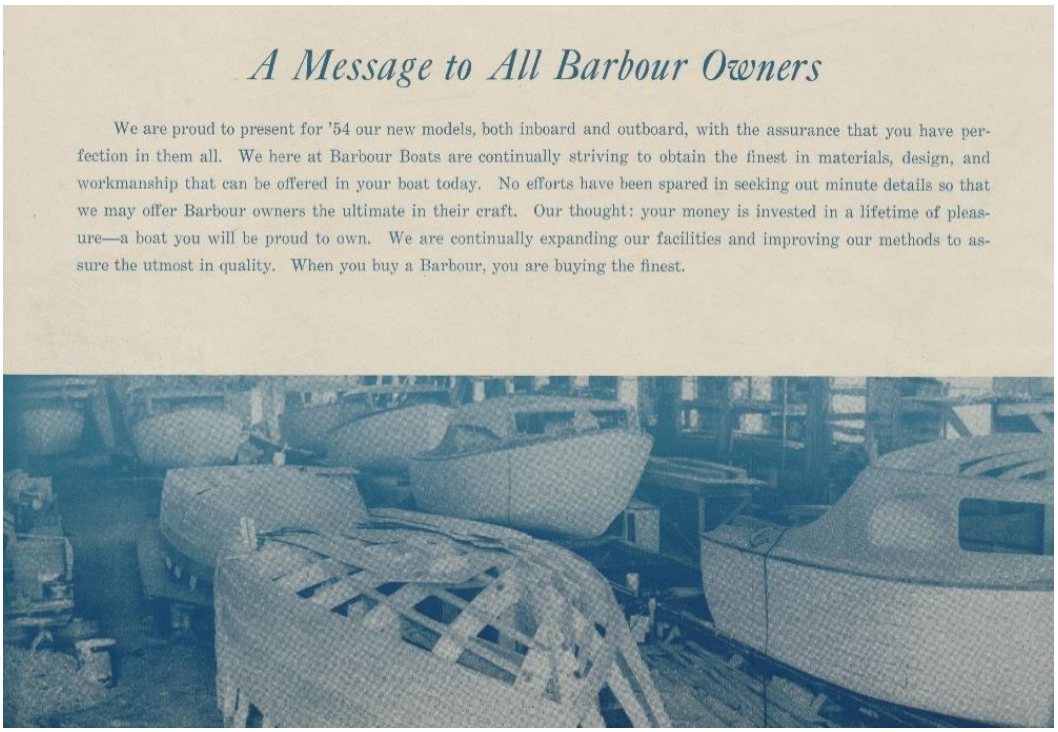
The Barbour Boat Works archived collection provided more information beyond these few newspaper articles. These archives also provided information on the company's dealers, sundry pieces of correspondence, portions of their financial information, advertisements and advertisement proofs, price lists, and sales brochures. These archives were searched by first looking at the container list of the collection. A select few boxes which seemed promising were then selected and reviewed first. After these were viewed, a more methodological approach was used to go through more of the boxes that had potential to provide useful information for this thesis (Boxes #146, #158, #159, #185, #186, #187, #188, #192). Overall, the archives provided information that was particularly useful in discovering the relevant history of the company, and the types of advertising that they were engaged in for their recreational watercraft. Despite several lines drawings which were available within the collection which related to the company's military and commercial boatbuilding, no lines drawings for the recreational watercraft were available within this collection. The North Carolina Maritime Museum in Beaufort provided a few lines drawings, all relating to the 1960 and 1961 Silver Clippers, which were ultimately not used for this study, primarily due to the lack of other comparable plans.

Some of the information which was particularly beneficial in studying the recreational watercraft were the selection of sales brochures that were available not only from the archives but also those which were collected on the Barbour Boat Enthusiasts Facebook page. These sales brochures which the Barbour Boat Works published to help advertise and sell their recreational watercraft were relatively uniform in content from 1951, the first year which was locatable for this study, through 1961, the last locatable year. Brochures were found for all the years in this stretch of the company's history except for 1956. These brochures were relatively formulaic in content, starting with a picturesque front cover featuring at least one Barbour boat. Next, a short

introduction page provided “A Message to All Barbour Owners” as can be seen from 1952 through 1957—except for possibly 1956—in which there were vague notes on the line of vessels being offered that year along with comments on safety, and the company’s experience (Barbour Boat Works, Inc. 1952:2; 1953a:2; 1954a:2; 1955a:2; 1957:2; Figure 4.1). The 1958 brochure differed from this pattern, with the first page announcing that the catalog was dedicated to Herbert W. Barbour (Barbour Boat Works, Inc. 1958:2). This was likely due to the founder’s passing on 11 October 1957 (*Carteret County News-Times* 1957:4). The 1959 brochure did not quite return to the pre-1958 style of introduction, namely in that, unless the scan of the page removed it, there was no headline to the page, and it simply read:

> Can’t you picture yourself at the helm of one of these fine new Barbours. Designed for your comfort and pleasure Barbour provides a model for your every use—skiing, fishing or cruising. Plan your boating future today and start it wisely with a Barbour for ’59. “If you’re looking for quality—look to Barbour” (Barbour Boat Works, Inc. 1959a:2).

This brief introduction was greatly expanded in both the 1960 and 1961 brochures. These two years expanded the brevity of earlier brochures to include several paragraphs. The 1960 brochure was truer to the earlier introductions in content, while the 1961 brochure separated its content into bullet points which highlighted more specifics for the vessels (Barbour Boat Works, Inc. 1960:2; 1961a:2). The information in the 1961 brochure included specifics such as the availability of the engine options, especially the ability to choose an inboard motor for any vessel 17’ or longer (Barbour Boat Works, Inc. 1961a:2).



A Message to All Barbour Owners

We are proud to present for '54 our new models, both inboard and outboard, with the assurance that you have perfection in them all. We here at Barbour Boats are continually striving to obtain the finest in materials, design, and workmanship that can be offered in your boat today. No efforts have been spared in seeking out minute details so that we may offer Barbour owners the ultimate in their craft. Our thought: your money is invested in a lifetime of pleasure—a boat you will be proud to own. We are continually expanding our facilities and improving our methods to assure the utmost in quality. When you buy a Barbour, you are buying the finest.

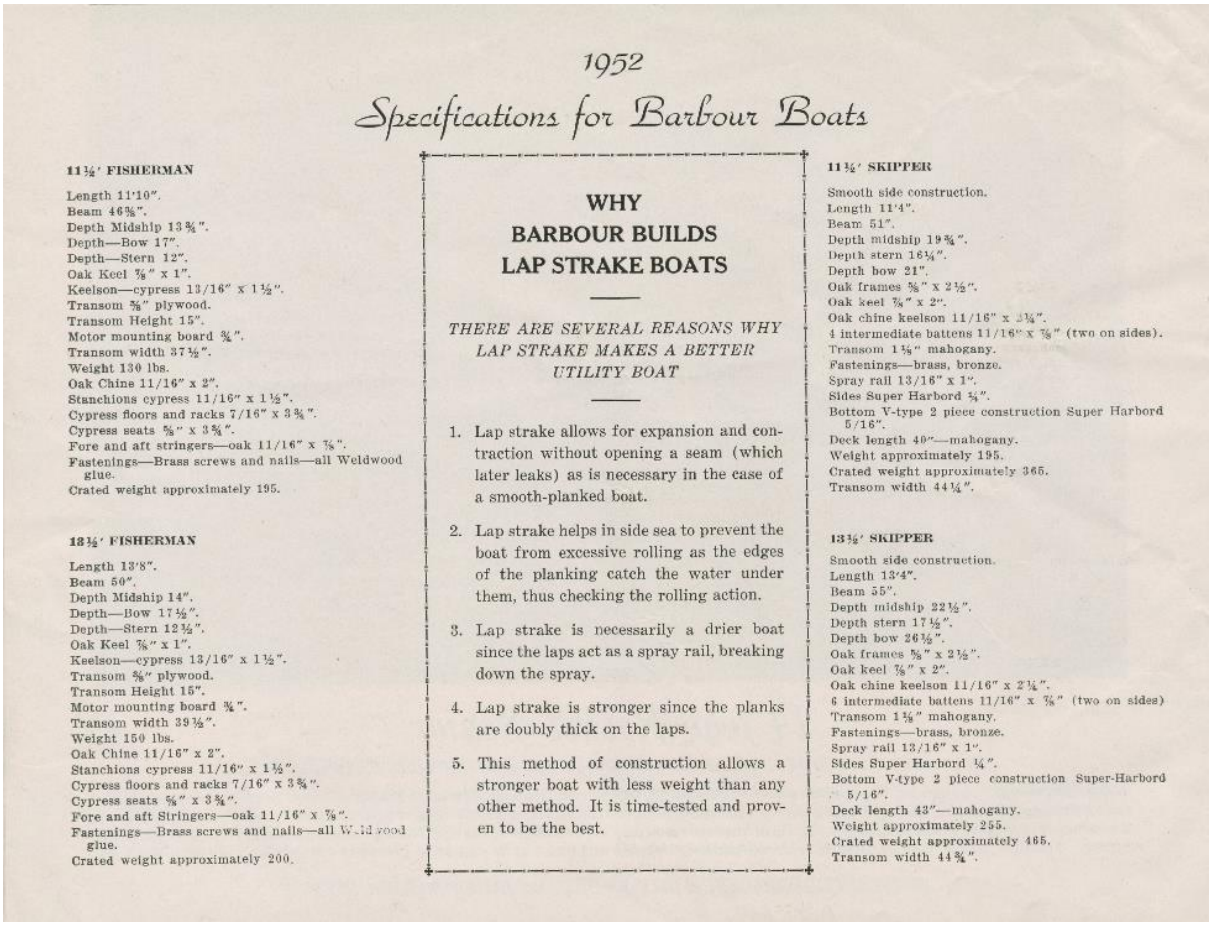
Figure 4.1: Sample introduction page from the 1954 sales brochure (Barbour Boat Works, Inc. 1954a:2)

After the introductions, all of the brochures then featured their individual vessels, usually accompanied by pictures and descriptions of the vessels (Figure 4.2). On the whole, the majority of the pages only featured one vessel, although there were some years when some of the pages showed more than one model type (Barbour Boat Works, Inc. 1957:9; 1958:3, 6; 1960:n.p.; 1961a:4–7). All these pages within the main part of the brochures, helped to provide more information about the specifics and benefits of the different vessels.

Lastly, these sales brochures all featured specifications of most if not all the vessels shown in the sales brochures. These specification pages offered a wide range of information relating both to specific measurements for the different vessels, along with the materials used for different features (

Figure 4.3). These specification pages were particularly relevant to this study, not only because every year that there was a brochure available included this information, but because they allowed for a comparison of measurements and materials for similar portions of the different vessels.

Figure 4.2: Sample brochure page showing the 1961 26-foot Silver Clipper Cruiser (Barbour Boat Works, Inc. 1961a).



1952

Specifications for Barbour Boats

11½' FISHERMAN

Length 11'10".
Beam 46⅜".
Depth Midship 13⅜".
Depth—Bow 17".
Depth—Stern 12".
Oak Keel ⅞" x 1".
Keelson—cypress 13/16" x 1½".
Transom ⅝" plywood.
Transom Height 15".
Motor mounting board ¾".
Transom width 37½".
Weight 130 lbs.
Oak Chine 11/16" x 2".
Stanchions cypress 11/16" x 1½".
Cypress floors and racks 7/16" x 3⅜".
Cypress seats ⅝" x 3⅜".
Fore and aft stringers—oak 11/16" x ⅞".
Fastenings—Brass screws and nails—all Weldwood glue.
Crated weight approximately 195.

13½' FISHERMAN

Length 13'8".
Beam 50".
Depth Midship 14".
Depth—Bow 17½".
Depth—Stern 12½".
Oak Keel ⅞" x 1".
Keelson—cypress 13/16" x 1½".
Transom ⅝" plywood.
Transom Height 15".
Motor mounting board ¾".
Transom width 39½".
Weight 150 lbs.
Oak Chine 11/16" x 2".
Stanchions cypress 11/16" x 1½".
Cypress floors and racks 7/16" x 3⅜".
Cypress seats ⅝" x 3⅜".
Fore and aft Stringers—oak 11/16" x ⅞".
Fastenings—Brass screws and nails—all Weldwood glue.
Crated weight approximately 200.

WHY BARBOUR BUILDS LAP STRAKE BOATS

THERE ARE SEVERAL REASONS WHY LAP STRAKE MAKES A BETTER UTILITY BOAT

1. Lap strake allows for expansion and contraction without opening a seam (which later leaks) as is necessary in the case of a smooth-planked boat.
2. Lap strake helps in side sea to prevent the boat from excessive rolling as the edges of the planking catch the water under them, thus checking the rolling action.
3. Lap strake is necessarily a drier boat since the laps act as a spray rail, breaking down the spray.
4. Lap strake is stronger since the planks are doubly thick on the laps.
5. This method of construction allows a stronger boat with less weight than any other method. It is time-tested and proven to be the best.

11½' SKIPPER

Smooth side construction.
Length 11'4".
Beam 51".
Depth midship 19¾".
Depth stern 16¼".
Depth bow 21".
Oak frames ⅝" x 2½".
Oak keel ⅞" x 2".
Oak chine keelson 11/16" x 3¼".
4 intermediate battens 11/16" x ⅞" (two on sides).
Transom 1⅛" mahogany.
Fastenings—brass, bronze.
Spray rail 13/16" x 1".
Sides Super Harbord ¼".
Bottom V-type 2 piece construction Super Harbord 5/16".
Deck length 40"—mahogany.
Weight approximately 195.
Crated weight approximately 365.
Transom width 44¼".

13½' SKIPPER

Smooth side construction.
Length 13'4".
Beam 55".
Depth midship 22½".
Depth stern 17½".
Depth bow 26½".
Oak frames ⅝" x 2½".
Oak keel ⅞" x 2".
Oak chine keelson 11/16" x 2¼".
6 intermediate battens 11/16" x ⅞" (two on sides)
Transom 1⅛" mahogany.
Fastenings—brass, bronze.
Spray rail 13/16" x 1".
Sides Super Harbord ¼".
Bottom V-type 2 piece construction Super-Harbord 5/16".
Deck length 43"—mahogany.
Weight approximately 255.
Crated weight approximately 465.
Transom width 44¾".

Figure 4.3: Sample specification page from the 1952 sales brochure; (more vessel specification are on the following page of the brochure) (Barbour Boat Works, Inc. 1952:14).

For the two years of this study where these sales brochures were not available, 1950 and 1956, other means of collecting information on the vessels produced those years were necessary. The back of the 1950 price list included specification information in the same style as the brochures. There was also limited specification information in the 1950 January issue of *Motor Boating Magazine*, the Barbour Boat Works Company, along with several other boat builders, had some select specifications available for the models being offered in that year (Barbour Boat Works, Inc. 1950c; *Motor Boating Magazine* 1950:216).

The Barbour Boat Works Company put several advertisements in *Motor Boating Magazine* through the years that the boat works built recreational watercraft, featuring either their whole line for the year, or only a select vessel or two (Figure 4.4). Because of the Barbour's Boat Works' tendency to feature its vessel line in *Motor Boating Magazine,* the 1956 January issue likely features the boats offered for the year, although by that point in time *Motor Boating Magazine* was no longer listing the specifications within the issues. Unfortunately, the 1956 issue of *Motor Boating Magazine* was not found in either digital or physical formats. A posting on eBay shows what is advertised as "1956 PAPER AD Barbour Motor Boat New Bern North Carolina 21' 14' Outboard" (Barbour Boat Works, Inc. 1956a:343). Although the information available on this advertisement looks to follow the styling of *Motor Boating Magazine* and is likely from there, this information is not verified (Figure 4.5).

Figure 4.4: Full page advertisement from *Motor Boating Magazine* featuring their entire line of vessels for 1950 (Barbour Boat Works, Inc. 1950a:221).

Figure 4.5: 1956 Barbour Boat Works advertisement likely from Motor Boating Magazine (Barbour Boat Works, Inc. 1956a:343).

In order to fill the gaps from the lack of brochures from 1950 and 1956, the Barbour Boat Works price sheets for those two years, helped to give information on the vessels the company produced. For 1956, the price sheet includes the Sportsman Runabout, which is absent from the advertisement in *Motor Boating Magazine* and confirms the production of the other vessels within the advertisement (Barbour Boat Works, Inc. 1956b). The 1950 price sheet was also available from the archives, although it does not line up with the specifications in *Motor Boating*

Magazine. Most of the vessels listed in the specification page show up on the price list, namely the Vacationer, Barbour Utilities, Skippers, and the Rockets. On the price sheet there was also the inclusion of a 14-foot Rowboat which is not included in this study due to a lack of comparable non-motorized vessel within the sample years. More importantly, instead of a Special-Standard Deluxe as was listed in *Motor Boating Magazine*, there are three vessels listed as Deluxe Double Cockpit, Deluxe Standard, and Deluxe Racing (Barbour Boat Works, Inc. 1950c). Due to a lack of information on what type of vessel the Special-Standard Deluxe was, the specifications from the Deluxe which was listed in the specifications from the back of the price list, is presumed to be the Deluxe Standard and recorded as such. Because of this lack of certainty about distinctions in vessel types, the vessels will be counted in the tally as three, and the information for the Deluxe Standard will be presumed to be the likely pricing information for the Deluxe model specifications.

Of the advertisements published by the Barbour Boat Works, one which was only moderately relevant to this study, was a pre-World War II brochure (Barbour Boat Works, Inc [1937]). This advertisement does not have a specific date listed on it, and as such has been labeled as late 1930s, or circa 1938 by the New Bern Historical Society (Perry 2019:19). It is likely, however, that this brochure is from a slightly earlier date as the 1958 and 1959 editions of the more standardized sales brochures proudly advertised that the 15-foot Vacationer model was in its 21st and 22nd year respectively (Barbour Boat Works, Inc. 1958:4; 1959a:3). Because none of the vessels in the 1930s brochure was called a Vacationer nor was fifteen feet in advertised length, it would seem likely that none of these were earlier versions of the model and that therefore the brochure was from before the vessel's introduction in 1938.

One reason this earlier dating might be able to be disputed is because in 1949, the Barbour Boat Works Company placed an advertisement in *Motor Boating Magazine* which featured the Skipper and the Vacationer clearly under the heading, "Two New Models for 1949 by Barbour" (Barbour Boat Works, Inc. 1949a:317) Considering the Barbour Boat Works' repeated emphasis on the age of the Vacationer model in their later sales brochures, this advertisement alone does not conclusively dispute the Vacationer's existence before 1949, although considering the 1959 sales brochure's mention of the sister models—the 12-foot and 14-foot Barbour Utilities—also being constructed for the same amount of time, it is possible that 1949 was the year that the name Vacationer came into use (Barbour Boat Works, Inc. 1958:4; 1959a:3; 1960:n.p.). What the information does mean is that it is not indisputable whether an earlier variation of the Vacationer was within the 1930s brochure. Therefore, the exact date of the brochure as before 1938 cannot be stated definitively. For the purposes of this study, however, regardless of the exact year it was published, it was issued far enough before any of the other sales brochures and featured too many different and incomparable models to be of much relevance to this study (Barbour Boat Works, Inc. [1937]).

In order to help collect the information on the Barbour Boat Works Company, and particularly the company's advertisements, the Facebook group, Barbour Boat Enthusiasts, was particularly useful. This resource is an open Facebook group (although one must be signed into a Facebook account in order to access it) set up by Joseph Peacos, Jr., which was created after Richard Askins, the founder the Facebook group, Barbour Boats, died in early 2018 (Peacos 2019). The group features some current photos for several vessels which provide a different perspective on the way that the vessels look as opposed to the decades-old photographs from the brochures (Figure 4.6). Within the Barbour Boat Enthusiasts group, there are also several scans

of the company's sales brochures which were not present within the East Carolina University archives. These years included 1951, 1952, 1953, 1955, 1958, 1959, and 1960, along with price sheet information for 1954, 1955, 1960, 1961, and 1962 (Barbour Boat Works, Inc. 1954b; 1955b; 1961b; [1962]). Because the Barbour Boat Works Company never labeled their sales brochures with page numbers, for the years 1951, 1958, and 1960, the scans do not make the page order terribly clear. For this reason, some page numbers for the in-text citations for these years occasionally do not have the page number available, or list page numbers which are the best educated assumptions given the layout.

Figure 4.6: Photo by Joe Peacos, Jr. from a meeting of the Official Antique & Classic Boat Society "NC Coastal & Piedmont Chapter" (Barbour Boat Enthusiasts 2020a).

Historical Cultural Context

Boat building and the specific context of the twentieth century regarding recreational watercraft and the surrounding culture was another aspect of the history relevant to the Barbour Boat Works Company which was studied as a part of this thesis. Although the technical aspects of the Barbour Boat Works Company's business are more quantifiable than the underlying social and behavioral aspects which were also considered within this thesis, these factors were still studied here in various ways. One of these means was to focus on the social element of owning a vessel and what image the Barbour Boat Works Company was trying to sell. In order to understand this, advertisements relating to the personal watercraft were compiled. These advertisements were then considered primarily on their own, but also in comparison with a sample of competitors' advertisements as applicable to points within the Barbour Boat Works' advertisements.

The advertisements from the Barbour Boat Works Company and their competitors were also viewed in terms of the broader context of American consumerism and culture throughout the twentieth century. To gain an understanding of this part of the Barbour Boat Works Company, broader sources than just those documents within the East Carolina University Manuscript Collection needed to be studied to gain this perspective. These other sources were mostly secondary sources of scholars analyzing the consumer culture of the period, looking with interest in the role of luxury goods such as the small Barbour Boat Works watercraft were, and various advertising strategies companies used to sell these goods. These sources included McNeal (1969), Cross (2000), and Henthorn (2006).

Some of the sources referenced which related more specifically to the North Carolina region and the boatbuilding which occurred there included Michael B. Alford's *Traditional Work Boats of North Carolina* (1990), Richard Kelly and Barbara Kelly's *The Carolina Watermen:*

Bug Hunters and Boatbuilders (1993), Rusty Fleetwood, Jr.'s *Tidecraft: The Boats of South Carolina, Georgia, and Northeastern Florida, 1550-1950* (1995), and Conoley et al.'s *Carolina Flare: Outer Banks Boatbuilding & Sportfishing Heritage* (2007). These works were beneficial for this study to help understand the types of vessels being built in North Carolina and the culture surrounding the maritime aspects of the twentieth century.

Other works such as Jennifer L. Anderson's *Mahogany: The Costs of Luxury in Early America* (2012), and the Harbor Plywood Corporation's 1939 *Information on Super-Harbord: The Outdoor Plywood, and Other Harbord Projects* were also referenced in order to better understand the materials being used, and the cultural connotations that went along with them.

Vessel Specification Gathering

In order to best understand the recreational watercraft building program of the Barbour Boat Works Company's and its changes over time, the specification sections of the sales brochures were studied in-depth in order to compile the available data for each of the vessels built by the company.

Due to the available data, the years 1950 through 1961 were selected for this study. For each of these years there were several specifications which were available to study for most vessels across the years. Many of the available specification for at least one vessel within 1950 through 1961 are listed in Table 4.1. Because of the vast amount of information available, only a select few measurements and materials were selected for this study. The items chosen for this study were Advertised Length, Actual Length (which included Length and Length at Center Line), Bow Height, Stern Depth, Midship Depth (also called Amidship Depth for some years), Beam Measurement, Transom Width, Weight, Price, Sides Material, Deck Material, Floors

Material, Transom Material, Motor Mounting Board Material, Seats Material, Keel Material, Keelson Material, Unspecified Frames Material, Sides Frames Material, Floor Frames Material, Transom Knee Material, Chine Material, Battens Material, Bottom Material, and Standard and Optional Features. These choices were made after determining the number of vessels which had these features, how much variation was present, and the features' inclusion over several years.

As is evident from the table, some of the variables' names have been altered slightly in-text for the purpose of clarity. In 1950, 1951 and 1952 Depth Midship was the standard term used for one of the measurements of the listed vessels. In 1952, Depth Amidship became the measurement for the various lengths of the Rocket model (Barbour Boat Works, Inc. 1952:15). In 1953, all of the measurements returned to Depth Midship until the 1960 and the 1961 specification pages when all of the vessel used Depth Amidship (Barbour Boat Works, Inc. 1953a:14–15; 1960:10–11; 1961a:10–11). Because of the seemingly interchangeable nature of the terms in regard to the measurement, all of the measurements for this study have been grouped under Depth Midship. Slight terminology changes are also present with Depth Bow, Bow Height, and Freeboard Bow. Depth Bow was used until 1953 when the Sportsman Cruiser and Sportsman Runabout measured Freeboard Bow instead of Depth Bow, a pattern which continued in 1954 and 1955 for that model and the Overniter (Barbour Boat Works, Inc. 1953:15; 1954a:14–15; 1955a:14–15). In 1957, on its introduction, the Silver Clipper also measured in Freeboard Bow, although in 1958 the 16-foot Silver Clipper changed to Depth Bow with the rest of the other, non-Silver Clipper models, and the terminology for all the vessels' bow measurements remained the same in 1959 (Barbour Boat Works, Inc. 1958:9; 1959a:10–11). In 1960, all measurements turned into Depth at Bow, and continued to be such in 1961 as well (Barbour Boat Works, Inc. 1960:10–11; 1961a:10–11).

Table 4.1: Available specification information for at least one vessel for one year (items in bold blue are the specifications chosen for study).

Length	Length around Gunwale	**Length at Center Line**
Depth Stern	**Depth Midship**	**Depth Amidship**
Depth Bow	**Freeboard Bow**	**Beam**
Keel, Type	Keel, Measurement	**Keel, Material**
Keelson, Measurement	**Keelson, Material**	Keelson, Type
Frames, Unspecified, Measurements	**Frames, Unspecified, Material**	Frames, Sides, Measurements
Frames, Sides, Material	Frames, Floor, Measurements	**Frames, Floor, Material**
Battens, Material	Battens, Number	Battens Type
Battens, Measurements	**Transom, Width**	**Transom, Material**
Transom, Measurement	Transom, Height	Transom Knee, Number
Transom Knee, Type	**Transom Knee, Material**	Transom Knee, Measurement
Transom Height for Motor	Motor Mounting Board	**Motor Mounting Board, Material**
Weight Capacity	**Weight**	Weight, Crated
Chine, Material	Chine, Measurement	Bunks
Stanchions, Material	Stanchions, Measurements	**Floors, Material**
Racks, Material	Floors & Racks, Measurements	**Seats, Material**
Seats, Measurement	Stringers, Type	Stringers, Material
Stringers, Measurement	Fastenings, Screws & Nails	Fastenings, Glue
Spray Rail	**Sides, Material**	Sides Measurements
Bottom, Type	**Bottom, Material**	Bottom, Measurements
Bottom, Outboard, Measurement	Bottom, Inboard, Measurement	**Deck, Material**
Deck, Length	Deck Length, Walk Thru	Deck, Walk Thru, Material
Smooth or Lapstrake Sides	**Price**	Width Aft Deck
Width Stern Deck	Rudder, Material	Shaft, Material
Shaft, Measurement	Propeller, Material	Propeller, Type
Engine	Steering	Flying Bridge
Head Room	Cabin Length	Forward Deck, Measurement
Length Aft Deck	Cockpit Length	Stern Bearing
Forward Deck, Material	Shoe Material	Toilet
Brass Shaft Log	Quadrant, Material	Remote Control Cable
Forward Hatch	Windows	Forward Bunk Length
Draft	Mechanical Steerer	**Standard & Optional Features**

Although Depth Bow/Freeboard Bow, and Depth Midship/Depth Amidship do not alter the study much beyond slight naming changes and a better explanation of the bow type, the Actual Length measurement for 1960 and 1961 underwent a change which has led to some effect on the measurements themselves. Starting in 1960 and continuing in 1961, two length measurements came into use. These measurements went from being unspecified Length as all the previous years had been, to Length at Center Line and Length around Gunwale (Barbour Boat Works, Inc. 1959a:10–11; 1960:10–11; 1961a:10–11). For most of the vessels within these two years, the measurement of Length at Center Line was closer to the Length of the advertised vessel and other vessels of comparable size. This smaller number was the one that has been used to measure length for all Silver Clipper vessels in order to give a reasonable comparison with vessels built earlier than 1960.

In order to collect the information from the specification page that has been shown in Table 4.1 above, the first step was the creation of an Excel spreadsheet in which all of the available specification information was placed to gain a better visual understanding of the amount of information. After determining which features would likely offer the best information on the entire recreational boat building program from 1950 through 1961, the categories and data therein were transferred into an Access Database. This database was then used to create a more reliable and interconnected understanding of the specifications available.

In creating the Access Database of the select features for the recreational watercraft built by the Barbour Boat Works Company, several considerations went into its layout and creation. In Perry's article, she mentioned that any Barbour Boat could be customized (Perry 2019:20). This is reflected clearly within the company's sales brochures, particularly in the options for certain years with Inboard and Outboard motor options along with Hard Top, Open, and Convertible top

options (Barbour Boat Works, Inc. 1952a; 1957:14–15; 1961a:2). These two types of customization are noted within the Access Database and the analysis itself, but only as the options are stated in the sales brochures. Any other customizations which might have occurred have been left out of the consideration of the database. These omitted options were almost exclusively located within the price lists, not the specification or advertising pages, and included optional center decks, bow lockers, wheel mountings, and back rests (Barbour Boat Works, Inc. 1950c, 1956b). Within the database, options which were advertised within the brochures have been logged for Engine Type under either "Outboard," "Inboard," "Inboard, Twin Screw," "Inboard or Outboard," "Inboard, Outboard, or Twin Screw," or "Unknown." The Top Type similarly reflects the potential for more options than simply "Open," "Hard Top," or "Convertible," with "Convertible & Hard Top," "Open or Hard Top" and "Unknown," also available options.

In regards to the ways that these options affect the number of vessels being counted for the number of vessels built each year, the vessels have been placed into the database according to the way in which they were advertised not the ways they had the potential to be customized. This choice means, for example, that the 1957 19-foot Silver Clipper, although in the specification page there is a note that it can have an inboard motor, because within the brochure it is advertised simply as the Silver Clipper and without any differentiations for Inboard or Outboard, it is counted as one vessel with the motor option simply listing "Inboard or Outboard" (Barbour Boat Works, Inc. 1957:6–7, 14). In contrast, the 1953 Sportsman Cruiser was advertised within the brochure with separate pages for the Inboard and the Outboard vessels (Barbour Boat Works, Inc. 1953a:11, 13). For this reason, the Sportsman Cruiser has been listed in the Access Database under two separate vessels, keeping true to the way the Barbour Boat Works attempted to sell it.

The types of materials which were used for the various parts of the Barbour Boat Works' recreational vessels also presented the need for more complex categorizing. Across the years and across the model types, the specific types of wood altered in the descriptions of the material type. This meant that there was a need for categories such as, for example, mahogany plywood, solid mahogany, and unspecified mahogany, as all of those types were included for the Transom Materials in the 1953 brochure (Barbour Boat Works, Inc. 1953a:14–15). Twenty-one such material entries were made into the Access database, along with three other entries that included a second type of material, as there were a few vessels which had two types of material listed for one specification, such as the Transom and Bottom Material for the 1961 26-foot Silver Clipper (Barbour Boat Works, Inc. 1961a:11).

The last important note for the setup of the Access Database, is in the way in which the vessels themselves were input. For most models this was straightforward with the model name itself being sufficient, such as the Overniter. Other models had sub-types which further differentiated the vessels. One example is the 14-foot Rocket, which, unlike the 11.5-foot and 13.5-foot models, was listed as the Rocket Senior. For this reason, Rocket became the main model type, and a separate column with the model detail included the Senior classification. These differentiations became particularly important with the introduction of the Silver Clipper line in 1957, and even more necessary in 1960 and 1961 when almost all the vessels listed were called Silver Clippers of some form. For this reason, Silver Clippers fall under six different categories: Cruiser, Deluxe, Fisherman, Sportsman, Standard, and simply Silver Clipper with no further categorization.

All of this information gathering and database design led to the creation of various charts and tables for a fuller understanding of the Barbour Boat Works' recreational watercraft

program. This necessitated gathering the simple statistics on the sample of 118 vessels that this study includes, and determining how many of each type was built, which years each vessel was built in, and how many different sub-types were within each model type. More specific information on the count of the distribution of Top Type, Engine Types, Side Types, and the use of materials for each of the categories across the years was also collected. Simple counts were also done on the technical specifications. The Advertised Length was compared with the Actual Length in order to see any discrepancies, and the Weights were compared across all vessel types and years to show the differences present in the company's entire line.

Lastly, the prices were compared to demonstrate the cost differences for similar models across the years and the total views of the pricing options for the vessels. The price lists for 1954, 1955, 1960, and 1961 were available for this portion of the study from the Barbour Boat Enthusiasts' Facebook page (Barbour Boat Works, Inc. 1954b; 1955b; 1961b; [1962]). The archives at East Carolina University, provided the pricing information for 1950, 1951, 1952, 1953, and 1956 (Barbour Boat Works, Inc. 1950c, 1951c, 1952b, 1953c, 1956b). This means that the only years that this study does not include for pricing are 1957 through 1959. By looking at the difference prices of the vessels in contrast to each other, the some of the differences within vessel types become clear.

Conclusion

Overall, as can be seen from this method of study, many types of information relating to the Barbour Boat Works Company can be seen working together in order to create a fairly solid understanding of the boat works itself and the surrounding societal influences which affected the behavioral and consumption aspects related to the recreational watercraft. In using this multi-

faceted approach to studying the recreational watercraft, the information obtained through this study was able to aid in the following results and analysis of gathered data in order to gain a solid understanding of the boat works company and their production of recreational watercraft.

CHAPTER FIVE: AN OVERVIEW OF THE BARBOUR BOAT WORKS' RECREATIONAL WATERCRAFT CATALOG (1950–1961)

Introduction

From 1950 through 1961, the Barbour Boat Works Company produced a variety of different vessel types, which can nicely be sorted into nine overarching categories (Table 5.1). These include the Barbour Utility, the Special-Standard Deluxe, the Vacationer, the Skipper, the Rocket, the Fisherman, the Sportsman, the Overniter, and the Silver Clipper. This chapter details the technical specifications and many of the materials each of the vessels used from 1950 through 1961 to demonstrate the differences and similarities in the various vessels throughout the years. These specifications will be used to show where there are variations and similarities across the years in order to analyze the different stages of the Barbour Boat Works recreational watercraft building program. Each section begins with a broad narrative description of the different vessels and their sub-types followed by a description of the specifications in order to give a solid understanding of the information available for each of the vessels across the years.

Table 5.1: Count of vessel types produced across the years; n=118

	1950	**1951**	**1952**	**1953**	**1954**	**1955**	**1956**	**1957**	**1958**	**1959**	**1960**	**1961**
Barbour Utility	2	2	2	2	2	2	2	2	2	2	0	0
Deluxe	3	0	0	0	0	0	0	0	0	0	0	0
Vacationer	1	1	1	1	1	1	1	1	2	3	2	2
Skipper	2	2	2	1	0	0	0	0	0	0	2	0
Rocket	2	3	3	3	0	0	0	0	0	0	0	0
Fisherman	0	0	2	0	0	0	0	0	0	0	0	0
Sportsman	0	0	1	3	4	2	2	2	0	0	0	0
Overniter	0	0	0	0	0	3	2	2	0	0	0	0
Silver Clipper	0	0	0	0	0	0	0	5	4	6	10	10
Yearly Totals	**10**	**8**	**11**	**10**	**7**	**8**	**7**	**12**	**8**	**11**	**14**	**12**

For this study only a selection of the available specification and feature information was chosen due to the amount of information available in each of the sales brochure and the lack of any other comprehensive model histories ever compiled. The information chosen included Advertised Length, Actual Length, Bow Height, Stern Depth, Midship Depth, Beam Measurement, Transom Width, Weight, Price, Sides Material, Deck Material, Floors Material, Transom Material, Motor Mounting Board Material, Seats Material, Keel Material, Keelson Material, Unspecified Frames Material, Sides Frames Material, Floor Frames Material, Transom Knee Material, Chine Material, Battens Material, and Bottom Material. For some of the vessels, a variety of standard or optional features were also available, and these have been listed in tables for the applicable vessels.

The technical specifications of Actual Length, Bow Height, Stern Depth, Midship Depth, Beam Measurement, and Transom Width relate to various measurements found on almost all of the recreational vessels produced by the Barbour Boat Works Company (Figure 5.1). These measurements help to give an understanding of the many similarities and differences in sizes that the same vessel types had across the years. It is likely, however, that the vessels are all measured in the same manner, particularly for the same vessel types, and can therefore still be useful in comparison.

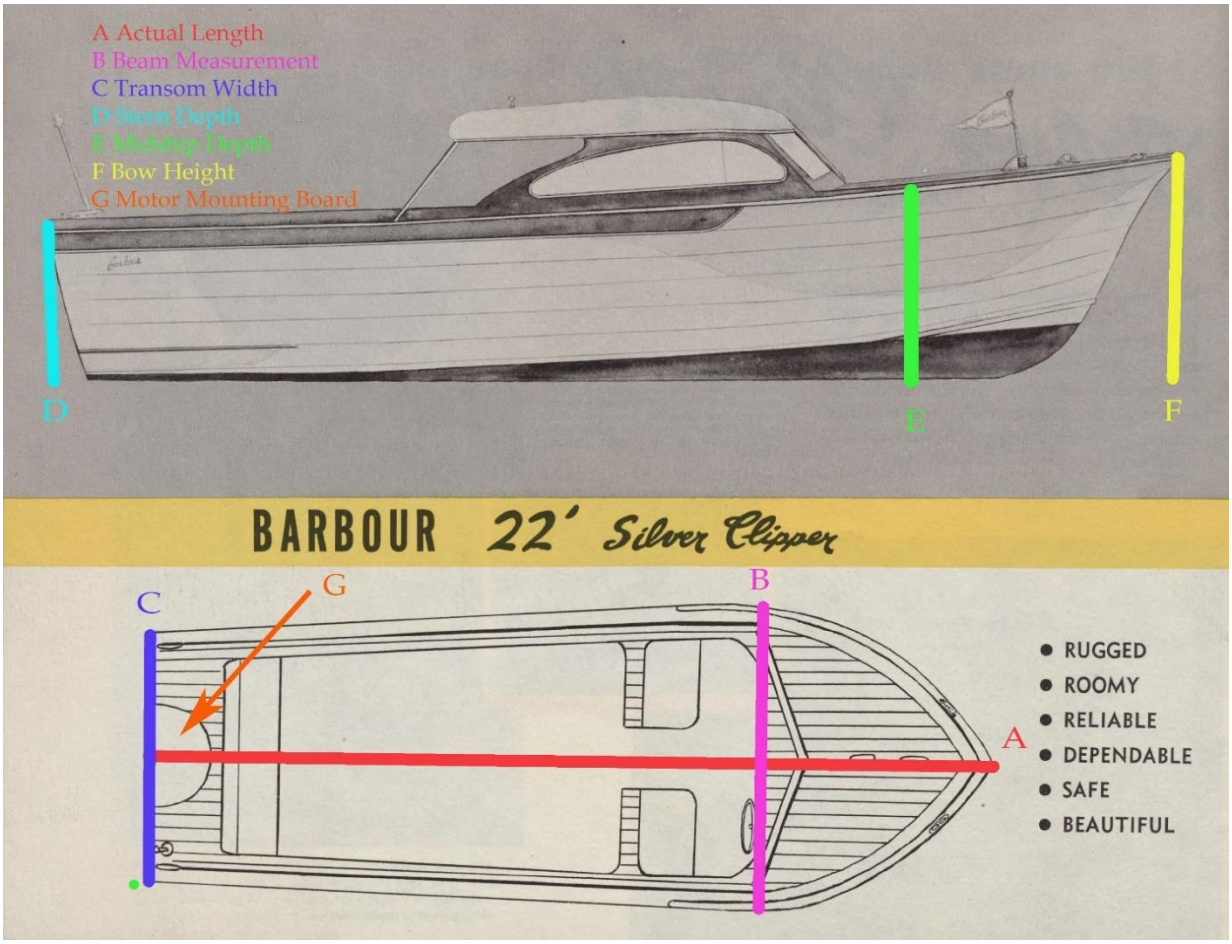


Figure 5.1: 1957 22-foot Silver Clipper brochure advertisement with measurements and features highlighted (Barbour Boat Works 1957:8, modifications by author).

The information available on the materials help to give an idea of the quality of vessels the company produced across the years. These features include the Sides Material, Deck Material, Floors Material, Transom Material, Motor Mounting Board Material, Seats Material, Keel Material, Keelson Material, Unspecified Frames Material, Sides Frames Material, and Floor Frames Material. Many of these features are pointed out on Figure 5.2. Although there are slight variations on the different types of vessels, the restored 1955 14-foot Barbour Utility shows many of the material features. The motor mounting board, keel, and keelson are not visible, but the terms are described in

Table 5.2. It does bear noting, however, that what the Barbour Boat Works' specification pages list as "battens" are pointed out in Figure 5.2 as Bottom Stringers which more appropriately define the role of the feature. The motor mounting board location can be seen on Figure 5.1. For the Barbour Utility, no differentiations are given for the framing system on side frames or bottom frames, so all frames shown would fall under the same material for the Barbour Utility, although the framing system and materials used for other vessels differ from the example shown below.

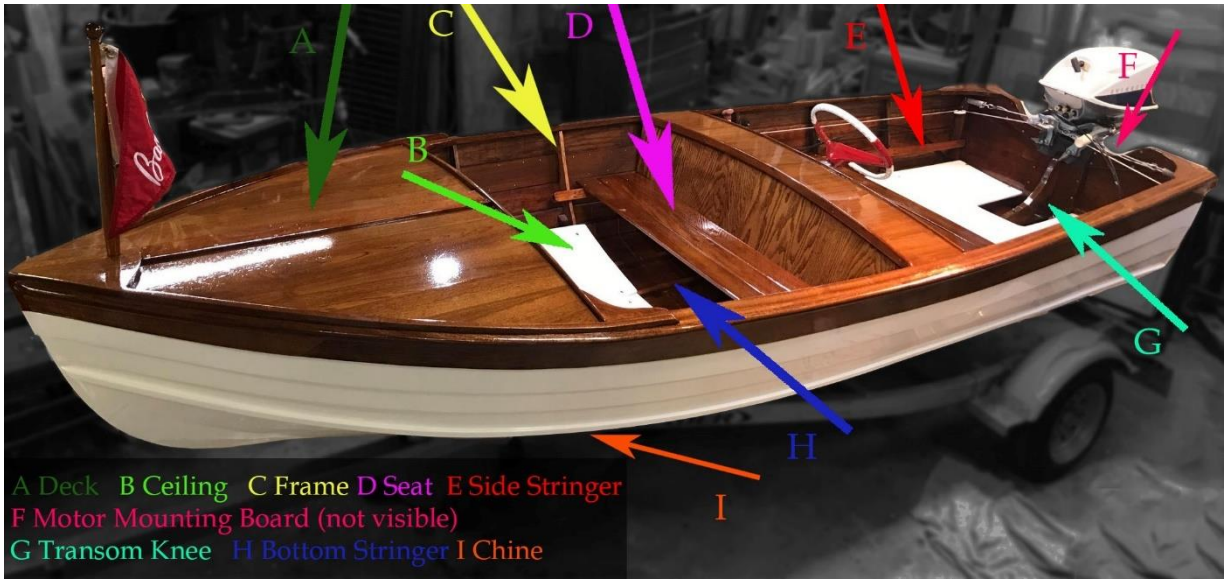


Figure 5.2: Restored 1955 14-foot Barbour Utility with features highlighted (Barbour Boat Enthusiasts 2020b, modifications by author).

Table 5.2: Definition of vessel feature terms; all terms taken from De Kerchove 1961.

Name	Definition
Batten	A thin strip of clear white pine, used in fairing the ship's lines in the mold loft. 2. A thin straight strip of wood used as an auxiliary for reference or measurement (48)
Beam	The width of a ship. Also called breadth (50)
Bottom	The portion of a vessel's structure between the keel and lower turn of bilge (86)
Bow	The forward part or head of a vessel, more particularly above waterline, beginning where the sides trend inward and terminating where they close or unite in the stem (88)
Chine	The line of intersection between the sides and the bottom of a flat or V-bottom hull (144)
Deck	A planked or plated surface, approximately horizontal, extending between the ship's sides, and resting upon a tier of deck beams (204)
Floor	A structural member in the bottom of a ship, usually at every frame, and running athwartships from bilge to bilge (295)
Frame	One of the transverse girders forming the ribs of the hull and extending from the keel to the highest continuous deck (305)
Keel	The main center-line structural member, running fore and aft along the bottom of a ship (418)
Keelson	A fore-and-aft center line girder extending from stem to sternpost and located either above or between the floor plates in order to prevent tripping or fore-and-aft movement, also giving longitudinal strength to the hull and distributing any local thrust over a wide area (419)
Length	The total length from the foremost to the aftermost points of a vessel's hull (446)
(A)midships	The point of intersection of two lines, one drawn from stem to stern, the other across the beam (or widest part) is the actual midships (13)
Motor Mounting Board/Engine Bed	A built-up box-like tabular structure of plates and bars… which acts as a support for the main engine(s), and distributes the load of the engines' weight to the framing and plating of the hull (261)
Sides/Planking	A general term for the wooden covering of the frames externally or internally and the covering of the beams (589)
Stern	The afterpart of a ship or boat (784)
Transom	The transverse planking which forms the afterend of a small square-ended boat (854)
Transom Knee	A triangular shaped plate provided for the purpose of rigidly connecting intersecting structural members of the transom and bottom
Other	**Not specifically mentioned in specifications**
Stringer	Fore-and-aft strength member girder (800)
Ceiling	A term applied to the inside planking of a vessel (134)

Barbour Utility

The Barbour Utility vessels were some of the earlier models that the Barbour Boat Works Company built (Figure 5.3). Advertised every year in the company's sales brochures from 1951-1959, and included within the 1950 price sheet, the Barbour Utility came in either a 12-foot or a 14-foot advertised length. When describing the Barbour Utility, until 1955, somewhere within the narrative description, references to the boat being a type of Sea Skiff is present (Barbour Boat Works, Inc. 1951a:12; 1952a:9; 1953a:5; 1954a:5). Barbour Utility vessels were all open models built with lapstrake sides and from 1952 onwards, they became relatively uniform in both their measurements and the materials used. Unfortunately, for the 1956 models, there is presently no information available on any of the specifications beyond the fact that they were offered in 12-foot and 14-foot models.

Figure 5.3: Sales brochure picture of a 14-foot Barbour Utility in Barbour Boat Works, Inc. 1955a:5.

Technical Specifications

On the whole, the technical specifications for both the 12-foot and the 14-foot Barbour Utility vessels were relatively uniform (Table 5.3). From 1952 through 1959 these measurements stayed constant, when all but the 1951 14-foot Midship Depth measurement became longer than the initial measurements from 1950 and 1951.

Table 5.3: Barbour Utility Measurements. 0 = Unknown.

Model Year	Advertised Length (feet)	Length (feet)	Bow Height (inches)	Stern Depth (inches)	Midship Depth (inches)	Beam Measurement (inches)	Transom Width (inches)	Weight (lbs)
1950	12	12	26	16.25	19.75	58	0	195
1951	12	12	26	16.25	19.75	58	47.5	195
1952	12	12.1666	31	18	22.25	59.25	47	195
1953	12	12.1666	31	18	22.25	59.25	47	195
1954	12	12.1666	31	18	22.25	59.25	47	210
1955	12	12.1666	31	18	22.25	59.25	47	210
1956	12	0	0	0	0	0	0	0
1957	12	12.1666	31	18	22.25	59.25	47	210
1958	12	12.1666	31	18	22.25	59.25	47	210
1959	12	12.1666	31	18	22.25	59.25	47	210
1950	14	14	28.25	19	23.5	60	0	270
1951	14	14	28.5	19	23.5	60	48.5	270
1952	14	14.2291	32	21	23	62	49	270
1953	14	14.2291	32	21	23	62	49	270
1954	14	14.2291	32	21	23	63	48	300
1955	14	14.2291	32	21	23	63	48	300
1956	14	0	0	0	0	0	0	0
1957	14	14.2291	32	21	23	63	48	300
1958	14	14.2291	32	21	23	63	48	300
1959	14	14.2291	32	21	23	63	48	300

Price

Price information for the Barbour Utility is only available from 1950 through 1956. Throughout these years there was a steady increase in price each year for both lengths. The one exception to

this increase is for the 12-foot vessel in 1952 and 1953 which remained the same price for two years (Figure 5.4).

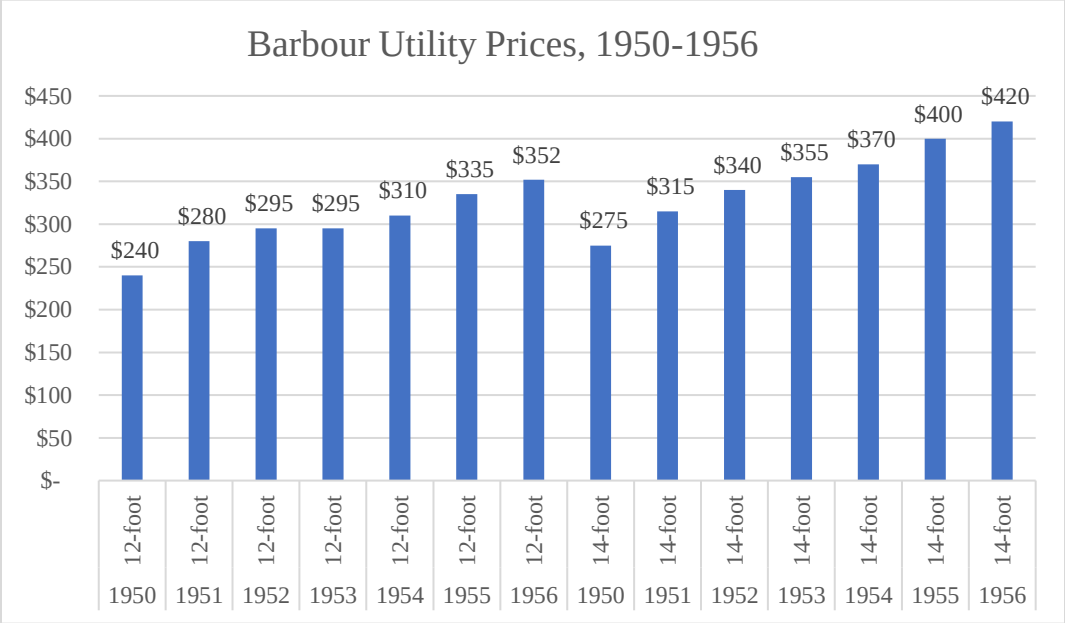


Figure 5.4: Barbour Utility base prices, 1950–1956.

Sides Material

Throughout the years studied here, three different materials were used for the sides of the vessels, varying by time rather than model length. In 1950 the sides were advertised as being made from unspecified juniper within the *Motor Boating Magazine* specifications; however, the specifications on the back of the price list note the material as white cedar. In 1951 and 1952 white cedar was also used. From 1953 through 1959 unspecified mahogany was employed.

Deck Material

Aside from 1950 which did not list any materials for the deck, all the other model lengths and years used unspecified mahogany from 1951 through 1959.

Floors Material

Until 1955, these materials were not listed for the Barbour Utility vessels. From 1955 through 1959, the floors were advertised to be made from solid fir.

Transom Material

All the Barbour Utility boats from 1950 through 1959 used unspecified mahogany.

Motor Mounting Board Material

From 1954 through 1959, all the motor mounting boards were advertised as being unspecified mahogany. From 1950 through 1953, no materials were listed.

Seats Material

1955 through 1959 had the seats material listed as unspecified mahogany. From 1950 through 1954 no seats material was listed.

Keel Material

From 1950 through 1954 the keel material was listed as unspecified oak. 1955 through 1959 did not have the keel material listed.

Keelson Material

1954 through 1959 did not have materials listed for the keelson. From 1950 through 1953, unspecified oak was used.

Frames (unspecified) Material

From 1950 through 1954 the Barbour Utility vessels were advertised as having unspecified oak frames. From 1955 through 1959 the framing material was unlisted.

Transom Knee Material

From 1954 through 1959 the transom knee was listed with unspecified mahogany for the material. From 1950 through 1953 the material was unlisted.

Chine Material

Only 1954 had material listed for the chine, with those vessels using unspecified oak.

Battens Material

From 1950 through 1954 the battens material was listed as unspecified oak. All other years went unlisted.

Bottom Material

From 1950 through 1959 unspecified Super Harbord was used for all the Barbour Utility vessels.

Optional Features

The optional features available for the Barbour Utility are listed in Table 5.4.

Table 5.4: Optional features for the Barbour Utility. Blue = Available Feature.

	1957 12-foot	1957 14-foot	1958 12-foot	1958 14-foot	1959 12-foot	1959 14-foot
Back Rest						
Boat Cover						
Bow Locker						
Brass Half Oval						
Steering Wheel Installed						
Top and Side Curtains						
Windshield						
Anti-fouling Paint						
Bow Eye						
Drain						

Unspecified Materials

No information for Frames (sides) Material or Frames (floor) Material was listed for the Barbour Utility vessels.

Deluxe

Within the selected sample for this study, 1950 was the only year that the Deluxe was available. This open top, smooth-sided, outboard vessel was described in the January 1950 edition of *Motor Boating* with the words: “Proven performance, the hull for all large horsepower engines” (Barbour Boat Works, Inc. 1950a:221). Within *Motor Boating Magazine*, it was also listed in the specification page as the Special-Standard Deluxe, likely referring to the different modifications available for the model. Because no sales brochure from 1950 could be found and the vessel only appears once in the sample years, any further descriptions beyond the specifications listed near the end of that same edition of *Motor Boating* are not available, nor have any pictures been found. Within the 1950s price list, the exact name of the Deluxe comes into question, as there

were three vessels listed as 14-foot Deluxe vessels: Deluxe Double Cockpit, Deluxe Standard, and Deluxe Racing. On the specification side of the price list, it was simply listed as 14-foot Deluxe. Without more information on the vessel beyond the price list and the few notes within *Motor Boating Magazine*, it is likely that the vessel measurements within *Motor Boating* are for the Deluxe Standard, however, with the available information this cannot be stated definitively. The 14-foot Deluxe Racing Runabout has different specifications from the 14-foot Deluxe, as on the specification page, it lists that specifications were only quoted upon request for the racing vessel. The technical information for the 14-foot Deluxe that is available is as follows:

Technical Specifications

The measurements for the Special Standard Deluxe are present in Table 5.5.

Table 5.5: Deluxe Measurements. 0 = Unknown.

Model Year	Advertised Length (feet)	Length (feet)	Bow Height (inches)	Stern Depth (inches)	Midship Depth (inches)	Beam Measurement (inches)	Transom Width (inches)	Weight (lbs)
1950	14	14	25	18.25	22.25	60.5	0	358

Price

Only the 1950 price information is available for the Deluxe vessels, and they are listed in Figure 5.5, with the Deluxe Standard likely the vessel that the technical and material information is referencing.

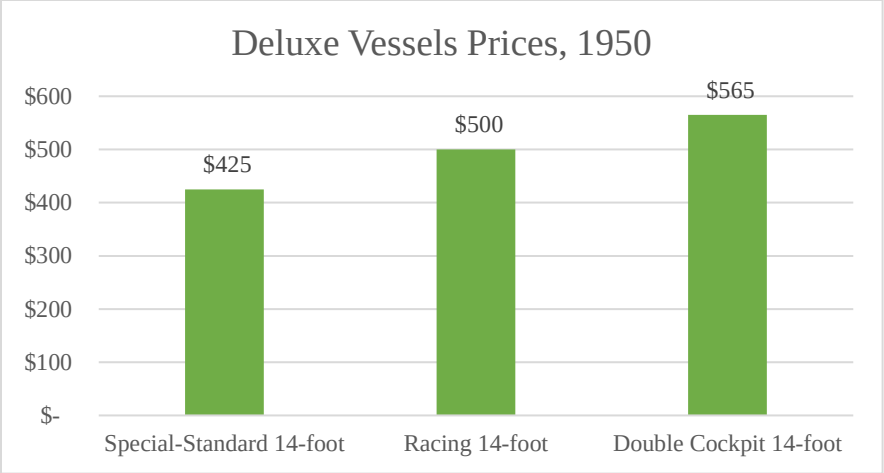


Figure 5.5: Deluxe prices, 1950.

Sides Material

The sides material was listed as unspecified plywood in *Motor Boating Magazine* and Super Harbord on the price list specifications.

Deck Material

The deck material was listed as unspecified mahogany.

Transom Material

The transom material was listed as unspecified mahogany.

Motor Mounting Board Material

The motor mounting board material was listed as unspecified mahogany.

Keelson Material

The keelson material was listed as unspecified oak.

Frames (unspecified) Material

The frames were listed as unspecified oak.

Transom Knee Material

The transom knee material was listed as unspecified mahogany.

Bottom Material

The bottom was listed as unspecified plywood in *Motor Boating Magazine*, and Super Harbord on the price list specifications.

Unspecified Materials

No information for Floors Material, Seats Material, Keel Material, Frames (sides) Material, Frames (floor) Material, Chine Material, or Battens Material was listed for the Deluxe.

Vacationer

The Vacationer model built by the Barbour Boat Works Company, like their Utility model, was one of the company's longest running boat types. Introduced in 1938, several of the company's later sales brochures mentioned how long the Vacationer had been offered, such as in 1958 and the note about it being in its 21st year and the 1960 sales brochure listing it as being in its 23rd year (Barbour Boat Works, Inc. 1958:4; 1960:n.p.). A 1949 advertisement by the company in *Motor Boating*, listed the Skipper and the Vacationer under the heading "Two New Models for 1949 by Barbour" (Barbour Boat Works, Inc. 1949a:221). Despite this advertisement, because of the number of sales brochures which mentioned the same date for the introduction of the

Vacationer, this 1949 advertisement is not solid enough proof to question the introductory year of the vessel. This is especially true since the company had a general propensity to advertise similar vessels across the years as being "new" despite the base model being the same. Although for the specifications studied here, only the sides material changed on the Vacationer model between 1952 and 1953, the 1953 sales brochure emphasized the vessels within the brochure as "finer and newer," and "these new safe and dependable Barbour Boats," and that they were "proud to present for '53 our new models" (Barbour Boats Works, Inc. 1953a:2–3).

In some of the advertisements for the Vacationer, as with the Barbour Utility, it was described partially in terms of being a sea skiff, specifically "the granddaddy of all outboard sea skiffs" (Barbour Boat Works, Inc. 1953a:7). Throughout the years, it was an open, outboard-powered vessel with lapstrake sides (Figure 5.6). In 1958 the vessel became offered in both its long-standing 15-foot length, and in a 16-foot option, although this length was only advertised through 1959. 1959 also introduced another change in the vessel, namely by offering a deluxe model along with a standard model. What exactly the difference between the standard and the deluxe is not perfectly clear in any of the advertisements, nor from the measurements. Aside from 1959 where the deluxe measurements are slightly smaller, the 1960 and 1961 specifications list the measurements for the deluxe and the standard as the same. The main difference that can be seen looking at the variables is in the weight, so it is likely that the deluxe did not drastically change the vessel itself, but rather gave the buyer more interior features. Due to the missing 1956 sales brochure, the only information available for the 1956 vessel is that it was offered in a 15-foot advertised length and cost $456.

Figure 5.6: Sales brochure picture of a 15-foot Vacationer in Barbour Boat Works, Inc. 1958:4.

Technical Specifications

Throughout its many years of production, the measurements for the Vacationer vessels varied across all features included within this study (Table 5.6). These fluctuations included both increases and decreases. For the Deluxe versions of the models which were offered in 1959, 1960, and 1961, the measurements were listed as the same for 1960 and 1961 with the only difference coming from the weight. The 1959 sales brochure, however, included different measurements, many of which were smaller than for the Standard model, with the largest difference coming from the weight and an extra inch of Stern Depth.

Table 5.6: Vacationer Measurements; bold rows indicate Deluxe models. 0 = Unknown.

Model Year	Advertised Length (feet)	Length (feet)	Bow Height (inches)	Stern Depth (inches)	Midship Depth (inches)	Beam Measurement (inches)	Transom Width (inches)	Weight (lbs)
1950	15	15.25	31.5	20.75	26	66	0	400
1951	15	15.25	31.5	20.75	26	66	51.75	400
1952	15	15.2916	35	20.75	26	66.5	52	400
1953	15	15.2916	35	20.75	26	66.5	52	400
1954	15	15.2916	35	21.5	26	66.5	52	400
1955	15	15.2916	35	21.5	26	66.5	52	400
1956	15	0	0	0	0	0	0	0
1957	15	15.2916	35	21.5	26	66.5	52	400
1958	15	15.2916	35	21.5	26	66.5	52	400
1959	**15**	**15.25**	**35**	**22.5**	**25**	**66**	**52**	**475**
1959	15	15.2916	35	21.5	26	66.5	52	400
1960	**15**	**15.2916**	**36**	**24**	**27**	**59.5**	**54.75**	**500**
1960	15	15.2916	36	24	27	59.5	54.75	450
1961	**15**	**15.2916**	**36**	**24**	**27**	**59.5**	**54.75**	**500**
1961	15	15.2916	36	24	27	59.5	54.75	450
1958	16	16.25	40	29	30	73	63	0
1959	16	16.1666	40	29	30	73	63	660

Price

From 1950 through 1961, excepting for the missing years of 1957 through 1959, a mostly reliable increase in prices is evident (Figure 5.7). The one exception to this is the 1952 and 1953 prices which remained the same.

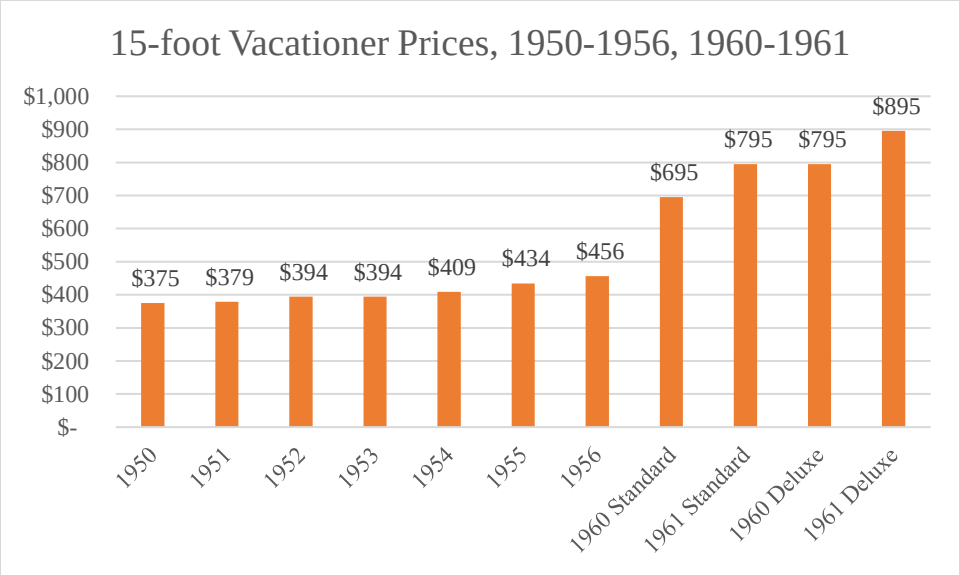


Figure 5.7: Vacationer base prices, 1950-1956 and 1960-1961.

Sides Material

In 1950 through 1952 the sides material for the 15-foot Vacationer was listed as being white cedar. In 1953 this material changed to unspecified mahogany, which continued through 1959, including for the 16-foot model, the 15-foot standard model, and the 15-foot deluxe model. In 1960 the material changed once again and became unspecified cedar for both 1960 and 1961.

Deck Material

For the deck material for the Vacationer models, vessels which included such information listed the material as unspecified mahogany. This information was included for 1950 through 1959 for the 15-foot standard models. For the 16-foot vessels information was not listed, nor was it available for the 1959 deluxe vessel.

Floors Material

The floor material was first listed in the sales brochures in 1955 and continued to be included for the 15-foot vessels through 1959. All these entries were for solid fir. The 16-foot vessels did not have a floor material listed, nor was such information available for Vacationers in 1960 to 1961.

Transom Material

Transom material was a listed field for all Vacationers from 1950 through 1961. From 1950 through 1959, for all 15-foot vessels, this material was unspecified mahogany. The 16-foot vessels in 1958 and 1959, however, were listed as solid mahogany. In 1960 and 1961, the transom material for Vacationers changed to makore plywood for both the standard and the deluxe vessels.

Motor Mounting Board Material

Like the transom material, the motor mounting board material was often included in the list of specifications. The only exceptions were the 1958 and 1959 16-foot vessels. From 1950 through 1959 the material for the 15-foot Vacationers was listed as unspecified mahogany. In 1960 and 1961 this material changed to being listed as mahogany plywood.

Seats Material

There were only a few years which listed the material for the seats on Vacationers. In 1955 through 1959 for all the 15-foot vessels this material was unspecified mahogany. 15-foot vessels before 1955 or after 1959 did not have this information listed, nor was the seats material listed for the 16-foot vessels.

Keel Material

1955 through 1959 did not have information available on the keel material. 1950 through 1954 had unspecified oak listed as the material. 1958 and 1959 only had information on the keel material available for the 16-foot vessels, which was also listed as unspecified oak. In 1960 and 1961 the material for both the standard and the deluxe models was white oak.

Keelson Material

The keelson material was only listed for the Vacationer from 1950 through 1953 with unspecified oak, and from 1960 through 1961 with white oak.

Frames (unspecified) Material

Only the years from 1950 through 1954 had information available for the unspecified framing system. All five of these years were listed as unspecified oak.

Frames (sides) Material

The material used for the side frames of Vacationers was listed as unspecified mahogany for both the 1958 and the 1959 16-foot vessels, along with all the 1960 and 1961 boats, both deluxe and standard.

Frames (floor) Material

The information on the materials used for the floor frames was only available for 1960 and 1961. In 1960 this material was listed as white oak. In 1961 this changed to unspecified mahogany. All other vessels were unlisted.

Transom Knee Material

For 15-foot Vacationers the transom knee material was listed from 1950 through 1959 and was unspecified mahogany for all vessels. The 1958 and 1959 16-foot vessels did not have a transom knee material listed.

Chine Material

For both 16-foot vessels, the chine material was listed as unspecified oak. In 1954 the material for the 15-foot vessels was listed as unspecified oak, but all other years until 1960 did not have information available on the chine material. The vessels in 1960 and 1961 were all listed as white oak.

Battens Material

From 1950 through 1954 the battens material for the Vacationer vessels was listed as unspecified oak. In 1958 and 1959 the 16-foot vessels had the information listed as unspecified oak, but neither of the 15-foot models had the battens material listed. In 1960 this material was listed as white oak for both the standard and the deluxe model. In 1961 the company changed materials to unspecified mahogany for both models.

Bottom Material

From 1950 through 1961 the bottom material for all the vessel models and lengths was unspecified Super Harbord.

Standard and Optional Features

The standard and optional features available for the Vacationer are listed in Table 5.7.

Table 5.7: Standard and optional features for the Vacationer. Blue = Available Feature.

	1957 15-foot	**1958 15-foot**	**1959 15-foot**	**1959 15-foot**	**1958 16-foot**	**1959 16-foot**
	n/a	**n/a**	**Standard**	**Deluxe**	**n/a**	**n/a**
Optional	*Optional*	*Optional*	*Optional*	*Optional*	*Optional*	*Optional*
Anti-fouling Paint						
Back Rest						
Boat Cover						
Bow Eye						
Bow Locker						
Brass Half Oval						
Canopy Top						
Cockpit Cover						
Cushions						
Drain						
Drop Curtain						
Mechanical Steering						
Mooring Cover						
Optional Colors						
Side Curtains						
Steering Wheel Installed						
Top and Side Curtains						
Windshield						
Standard	*Standard*	*Standard*	*Standard*	*Standard*	*Standard*	*Standard*
All Chrome Fittings Include:						
Bow Chocks						
Chrome Bumper Guard						
Cleats						
Stern and Bow Light						
Anti-fouling Paint						
Copper Bronze Bottom Paint						
Forward Storage Compartment						
Plexiglas Wrap Around Windshield						
Steering Wheel Completely Installed						

Skipper

Unlike the majority of the other vessels built by the Barbour Boat Works Company, the Skipper model was a smooth-sided vessel (Figure 5.8). The open boats were powered by outboard motors and were one of the models sold from 1950 through 1953. The Skipper model was offered in either an 11.5-foot model or a 13.5-foot model for every year except 1953 where only the 13.5-foot model was available. For these few years of its production, there were mostly only slight changes in the materials and measurements. After 1953 there was a break in the production of the Skipper from 1954 through 1959. In 1960 the Skipper was included in the sales brochures again, although it was offered in only a 15-foot length, with the option for either a standard or deluxe model. These 1960 vessels had different measurements from the earlier models due to the increased length, and many of the materials were also different, making them not easily comparable to the early 1950s vessels. The Skipper was not included within the 1961 sales brochure.

Figure 5.8: Sales brochure picture of a 13.5-foot Skipper in Barbour Boat Works, Inc. 1951a.

Technical Specifications

For the Skipper vessels, within each of the different lengths, the measurements remained consistent (Table 5.8). As with many of the later sales brochures, the specification page for the 1960 Skipper Standard and Skipper Deluxe were listed with the same measurements, and again only offered the difference in weight.

Table 5.8: Skipper Measurements; bold row indicates Deluxe model. 0 = Unknown.

Model Year	Advertised Length (feet)	Length (feet)	Bow Height (inches)	Stern Depth (inches)	Midship Depth (inches)	Beam Measurement (inches)	Transom Width (inches)	Weight (lbs)
1950	11.5	11.3333	21	16.25	19.75	51	0	195
1951	11.5	11.3333	21	16.25	19.75	51	44.25	195
1952	11.5	11.3333	21	16.25	19.75	51	44.25	195
1950	13.5	13.3333	26.5	17.5	22.5	55	0	255
1951	13.5	13.3333	26.5	17.5	22.5	55	44.75	255
1952	13.5	13.3333	26.5	17.5	22.5	55	44.75	255
1953	13.5	13.3333	26.5	17.5	22.5	55	44.75	255
1960	**15**	**15.2916**	**36**	**24**	**27**	**59.5**	**54.75**	**480**
1960	15	15.2916	36	24	27	59.5	54.75	430

Price

Price information for the Skipper models is only available for all the years that the vessel was offered. As with most other vessels being built in 1952 and 1953, the price for the 13.5-foot Skipper remained the same across those two years, and had a steady increase every other year of production (Figure 5.9).

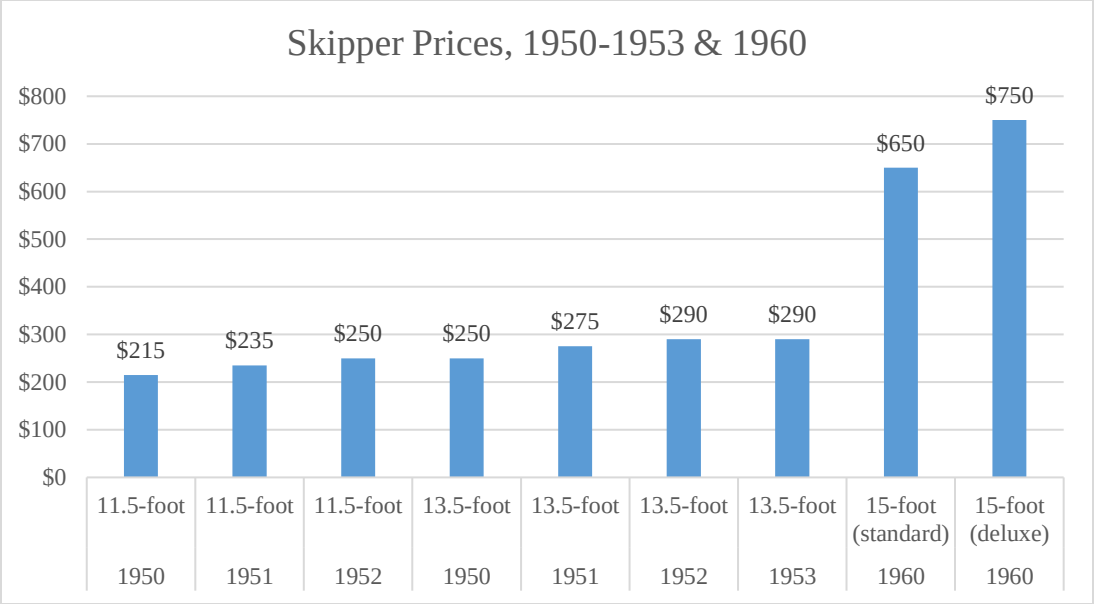


Figure 5.9: Skipper base prices, 1950-1953 and 1960.

Sides Material

For all the vessels across the years, the sides materials were various types of plywood. 1950 through 1953 list the sides material as unspecified Super Harbord. In 1960 this plywood changed once again to mahogany plywood for both the standard and the deluxe models.

Deck Material

The deck materials for Skippers was only recorded for 1950 through 1953 and was listed as unspecified mahogany for both vessel lengths.

Transom Material

From 1950 through 1953, unspecified mahogany was the listed transom material. In 1960 this material changed to makore plywood.

Motor Mounting Board Material

1960 was the only year that a material was listed, and it was mahogany plywood for both the standard and the deluxe models.

Keel Material

Some variation of oak was used for all the other Skipper vessels. From 1950 through 1953 this was unspecified oak, whereas in 1960 it was listed as white oak.

Keelson Material

The keelson material was listed the same as the keel material was. This meant that 1950 through 1953 was unspecified oak, and 1960 was white oak.

Frames (unspecified) Material

For all the early 1950s Skipper vessels, unspecified oak was used for the framing of both the 11.5-foot vessels and the 13.5-foot vessels. The 1960 vessels had more specific framing materials listed.

Frames (sides) Material

The 15-foot 1960 Skippers had the side frames material listed as unspecified mahogany for both the standard and the deluxe models.

Frames (floor) Material

The 15-foot 1960 Skippers had the floor frames material listed as white oak.

Chine Material

Only the 1960 Skippers had the chine material available, and it was listed as white oak.

Battens Material

Only the 1960 Skippers advertised the battens material, which was listed as white oak.

Bottom Material

All of the vessels had the bottom material listed as unspecified Super Harbord.

Unspecified Materials

There was no information listed for Floors Material, Seats Material, or Transom Knee Material for any of the Skipper models.

Rocket

The Rocket vessels were first introduced by the Barbour Boat Works Company in 1950 according to an advertisement in the January 1950 edition of *Motor Boating* which stated that "Barbour Presents for 1950 New Sensational 1950 Barbour Rockets 11½' and 13½'" (Figure 5.10; Barbour Boat Works, Inc. 1950a:221). Prior to this year, the company built other racing boats, one of their vessels having won the 1949 Albany to New York Marathon (Barbour Boat Works, Inc. 1950b:330). Their undated Post World War II brochure also advertised Class A and Class C Racing Runabouts (Barbour Boat Works, Inc. [1937]).

Figure 5.10: Sales brochure picture of a 11.5-foot Rocket in Barbour Boat Works, Inc. 1952a:11.

The Barbour Boat Works 11.5-foot and 13.5-foot Rockets were open, smooth-sided, outboard boats which could hold at least two people. The advertisements in the sales brochures stated that the Rockets were good for marathon and short course racing. The 14-foot Rocket Senior also was advertised to have a double bottom which was a first for the Barbour Boat Works Company. None of the Rocket models were present in the 1951 sales brochures, but they were all three offered in that year as can be determined from their 1951 price list and the listing in the January 1951 *Motor Boating* where the vessels and a small selection of their dimensions were provided (*Motor Boating Magazine* 1951:230). The 11.5-foot and 13.5-foot Rocket vessels were also listed on the specification side of the 1950 sales brochure.

Technical Specifications

Across its few years of production, the Rocket vessels remained relatively constant as far as can be determined from the technical specifications provided, with the only evident differences coming from the actual Length in 1951 for the 11.5-foot and 13.5-foot vessels, and the varying weight across the years (Table 5.9). The differences in 1951, however, are likely due to the fact that the specifications are from *Motor Boating Magazine* and not the Barbour Boat Works Company itself. Unlike most of the other vessels produced by the Barbour Boat Works Company, the 1950, 1952, and 1953 11.5-foot and 13.5-foot Rocket models demonstrate one of the few instances when the actual length was shorter than the advertised length.

Table 5.9: Rocket Measurements. 0 = Unknown.

Model Year	Advertised Length (feet)	Length (feet)	Bow Height (inches)	Stern Depth (inches)	Midship Depth (inches)	Beam Measurement (inches)	Transom Width (inches)	Weight (lbs)
1950	11.5	11.3333	16.5	14	15.5	52.5	0	190
1951	11.5	11.5	0	0	0	52.5	0	150
1952	11.5	11.3333	16.5	14	15.5	49.5	0	130
1953	11.5	11.3333	16.5	14	15.5	49.5	0	130
1950	13.5	13.333	18.75	15.375	17.6875	57	0	265
1951	13.5	13.5	0	0	0	57	0	255
1952	13.5	13.3333	18.75	15.375	17.6875	56	0	225
1953	13.5	13.3333	18.75	15.375	17.6875	56	0	225
1951	14	14	0	0	0	60.5	0	355
1952	14	14	20	14	19	60.5	0	358
1953	14	14	20	14	19	60.5	0	358

Price

Price information for all of the years that the Rocket vessels were produced is shown below (Figure 5.11). Unlike most other vessels where a steady increase in prices is evident across the years, aside from the jump of $50 from 1950 to 1951 for both the 11.5-foot and the 13.5-foot

vessels, the prices remained constant from 1951 through 1953, and the 14-foot vessels remained the same across all three years of its production.

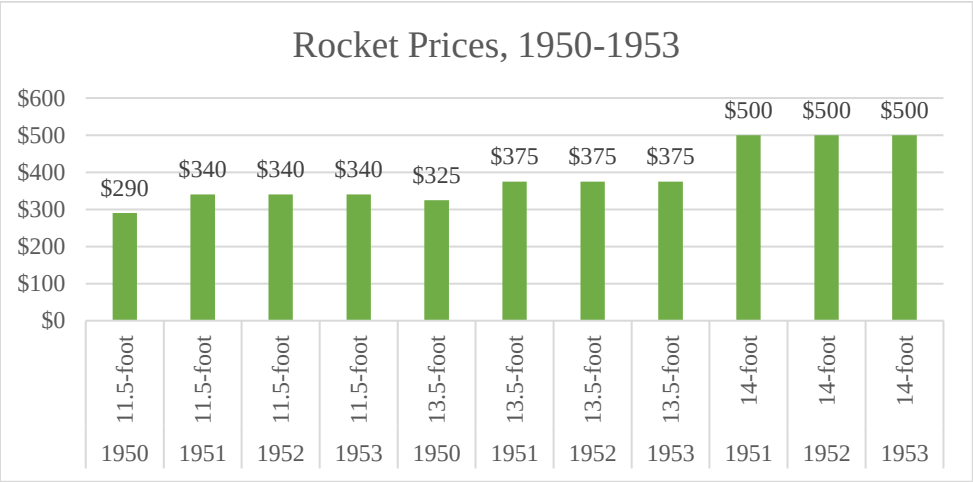


Figure 5.11: Rocket prices, 1950-1953.

Sides Material

For 1950, 1952, and 1953, the only three years which listed the sides material, all of the vessel lengths had unspecified Super Harbord as the side material.

Deck Material

Only 1950, 1952, and 1953 listed deck materials, which was unspecified mahogany for all vessels.

Transom Material

For the 14-foot and 13.5-foot Rockets in 1952 and 1953, the transom material was listed as unspecified mahogany. The 11.5-foot Rockets in 1952 and 1953 had mahogany plywood listed. 1950 listed unspecified mahogany for both the 11.5-foot and 13.5-foot vessels.

Motor Mounting Board Material

This information was only listed for the 1952 and 1953 Rocket Senior, which was listed as using both unspecified mahogany and unspecified Super Harbord.

Keel Material

Only the 1950, 1952, and 1953 11.5-foot and 13.5-foot vessels had information on the keel material, which was listed as unspecified oak.

Keelson Material

In 1952 and 1953, the 11.5-foot Rocket had unspecified mahogany as its keelson material. In the same years, the 13.5-foot and 14-foot vessels had unspecified oak listed as their keelson material. The 1950 vessels were both listed as unspecified oak.

Frames (unspecified) Material

The 11.5-foot vessels for 1952 and 1953 had unspecified juniper for its framing system, while the 13.5-foot and 14-foot vessels from the same years used unspecified oak. In 1950 both vessels used unspecified oak.

Transom Knee Material

The only transom knee material listed was for the 1952 and 1953 14-foot Rocket Seniors, which were made from unspecified mahogany.

Bottom Material

1950, 1952, and 1953 listed the bottom material as unspecified Super Harbord.

Unspecified Materials

No information was available for Floors Material, Seats Material, Frames (sides) Material, Frames (floor) Material, Chine Material, or Battens Material for any Rocket vessels.

Fisherman

The Fisherman was only advertised as being produced by the Barbour Boat Works for one year within this sample period. In the 1952 Barbour Boat Works sales brochure, the vessel was offered in an 11.5-foot vessel and a 13.5-foot vessel. These boats were smooth-sided, open, outboard vessels, with three permanently attached cross seats, and removable floor racks on both lengths (Figure 5.12). In 1960 and 1961 the company had a 20-foot Silver Clipper Fisherman; however, because of the wildly different construction and size, these do not have enough parallels to view as the same vessel, leaving the 1952 vessel without any direct comparisons in this sample of years.

Figure 5.12: Sales brochure picture of a 13.5-foot Fisherman in Barbour Boat Works, Inc. 1952a:5.

Technical Specifications

The technical specifications for the two lengths of the Fisherman models were listed in the sales brochure specification page as follows in Table 5.10.

Table 5.10: Fisherman Measurements. 0 = Unknown.

Model Year	Advertised Length (feet)	Length (feet)	Bow Height (inches)	Stern Depth (inches)	Midship Depth (inches)	Beam Measurement (inches)	Transom Width (inches)	Weight (lbs)
1952	11.5	11.8333	17	12	13.75	46.375	37.5	130
1952	13.5	13.6666	17.5	12.5	14	50	39.5	150

Price

The prices for the 1952 Fisherman vessels are shown in Figure 5.13.

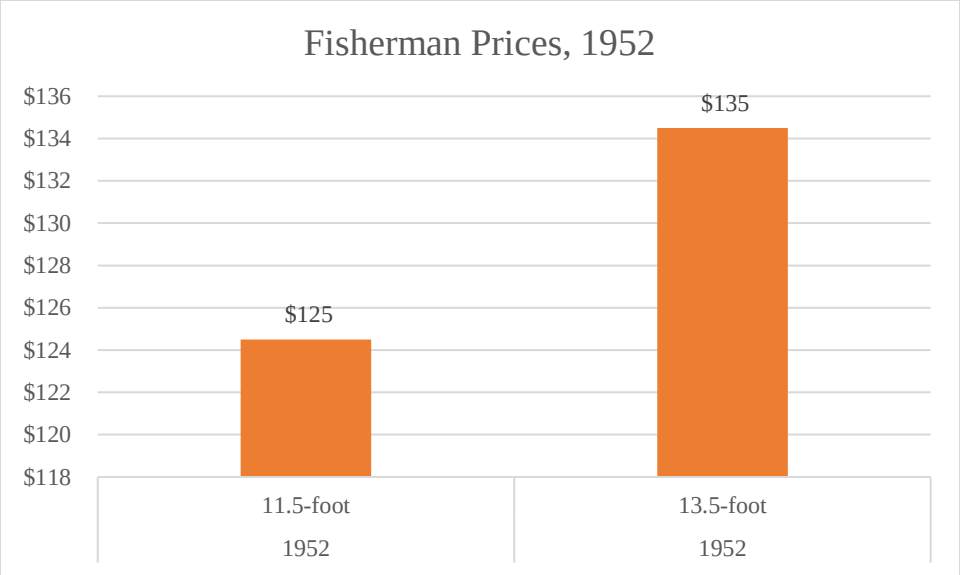


Figure 5.13: Fisherman prices, 1952.

Sides Material

For both lengths of the Fisherman, the sides material was listed as marine plywood.

Floors Material

The floor material for both vessel lengths was listed as unspecified cypress.

Transom Material

For both Fisherman vessels in 1952, the transom material was listed as unspecified plywood.

Seats Material

The seats material for both vessel lengths was unspecified cypress.

Keel Material

The keel material was listed as unspecified oak for both vessel lengths in 1952.

Keelson Material

Both Fisherman vessels had unspecified cypress as the keelson material.

Chine Material

The chine was listed as unspecified oak for both vessel lengths.

Battens Material

No battens materials were listed in the specifications for either of the vessel lengths. Within the sales brochure page for the 13.5-foot vessel; however, it noted that the battens were made of unspecified oak.

Bottom Material

For both 1952 Fisherman vessel lengths, the bottoms were made of marine plywood.

Unspecified Materials

No information was listed for Deck Material, Motor Mounting Board Material, Frames (unspecified) Material, Frames (sides) Material, Frames (floor) Material, or Transom Knee Material for any Fisherman vessels.

Sportsman

The Sportsman was a model that the Barbour Boat Works Company built from 1952 through 1957 (Figure 5.14). The vessel, however, was not included in the 1952 sales brochure, likely due to a release date after the brochures' printing. This lap-strake vessel was offered as either the Sportsman Cruiser or the Sportsman Runabout and was available with inboard and outboard options for most years. The main differences in these two vessel types comes primarily from whether the vessels were open, as the Sportsman Runabout was, or whether there was a covered cabin, as the Sportsman Cruiser had.

The 1952 vessel was an outboard Sportsman Cruiser measuring 19-feet. In 1953 all three of the vessel types, Sportsman Cruiser Inboard, Sportsman Cruiser Outboard, and Sportsman Runabout Inboard, were also offered in a 19-foot length only. 1954 through 1957 offered 21-foot vessels only, and the Sportsman dominated the 1954 sales brochure, which featured several pages of information on the vessels including sketches of the layout plans for the Sportsman Cruiser and the Sportsman Runabout (Barbour Boat Works, Inc. 1954a:7–13).

For all the 1953 vessels, all the materials and measurements aside from the weight were the same, and many measurements were the same as the 1952 specifications. This uniformity was also present in the 21-foot vessels from 1954 through 1957, where all the studied variables were listed as the same except for a few more mentions of materials in the 1954 brochure.

Figure 5.14: Sales brochure picture of a 21-foot Sportsman Cruiser in Barbour Boat Works, Inc. 1954a:10.

Technical Specifications

For both the Sportsman Cruisers and the Sportsman Runabouts, the vessels had remarkably consistent measurements throughout the years (Table 5.11). The only noticeable change can be seen in the weights, which reflect the difference between the Inboard and the Outboard motor options. In general, the hard-topped Sportsman Cruisers also weighed more than the open Sportsman Runabouts. The two 21-foot Sportsman Runabouts in 1957 came with the option for either a convertible or a hard top, which likely would have affected the weight as well, although the weights were listed the same as the open options in the earlier years. Unlike many other vessels, throughout the years the Advertised Length was the same as the Length measurement for all the vessels, and as such, has been omitted from the chart below.

Table 5.11: Sportsman Measurements; bold rows indicate inboard motor. 0 = Unknown.

Model Details	Model Year	Advertised Length (feet)	Bow Height (inches)	Stern Depth (inches)	Midship Depth (inches)	Beam Measurement (inches)	Transom Width (inches)	Weight (lbs)
N/A	**1952**	**19**	**39**	**28.5**	**33**	**82**	**65**	**850**
N/A	1952	19	39	28.5	33	82	65	850
Cruiser	**1953**	**19**	**39**	**28.5**	**33**	**84**	**67.75**	**1750**
Cruiser	1953	19	39	28.5	33	84	67.75	950
Runabout	**1953**	**19**	**39**	**28.5**	**33**	**84**	**67.75**	**1650**
Cruiser	**1954**	**21**	**43.5**	**35.5**	**34**	**90**	**75**	**2300**
Cruiser	1954	21	43.5	35.5	34	90	75	1800
Runabout	**1954**	**21**	**43.5**	**35.5**	**34**	**90**	**75**	**1850**
Runabout	1954	21	43.5	35.5	34	90	75	1350
Runabout	**1955**	**21**	**43.5**	**35.5**	**34**	**90**	**75**	**1850**
Runabout	1955	21	43.5	35.5	34	90	75	1350
Runabout	**1956**	**21**	**0**	**0**	**0**	**0**	**0**	**0**
Runabout	1956	21	0	0	0	0	0	0
Runabout	**1957**	**21**	**43.5**	**35.5**	**34**	**90**	**75**	**1850**
Runabout	1957	21	43.5	35.5	34	90	75	1350

Price

Price lists are only available for the 1953 through 1956 Sportsman vessels. In 1953 and 1954 only one price option was listed for each vessel (Figure 5.15). In 1955 and 1956, the Barbour Boat Works price list included various Gray engine horsepower options for their inboard vessels, including the 21-foot Sportsman Open Inboard Runabout. These prices included six options of Gray engines, ranging from 60 h.p. to 135 h.p. In 1955, the 60 h.p. engine cost $2,800, while the 135 h.p. engine cost $3,310. Similarly, in 1956, the 60 h.p. option cost $2,940 with the 135 h.p. option being $3,475.

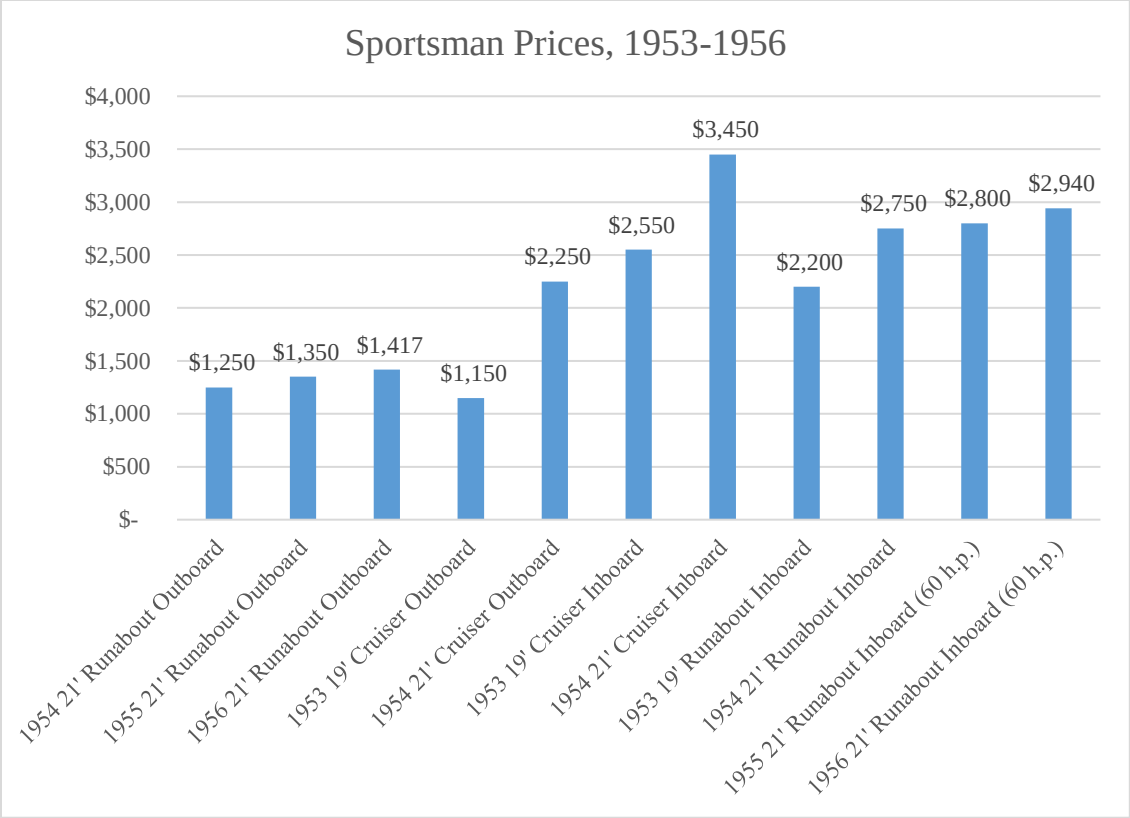


Figure 5.15: Sportsman prices, 1953-1956.

Sides Material

Aside from 1952 which had the sides materials listed as white cedar, all the other years and vessel sizes were listed as unspecified mahogany.

Transom Material

For every year and vessel, the transom material was listed as solid mahogany.

Motor Mounting Board Material

The material for the motor mounting board was only available for the 1952 and 1953 19-foot vessels and was unspecified mahogany.

Keel Material

The keel material was only listed from 1952 through 1954, and for all the vessels it was listed as unspecified oak.

Frames (unspecified) Material

Except for the 1952 19-foot vessel, none of the other Sportsman vessels had a material listed for the unspecified framing system. The 1952 Sportsman was framed with white oak.

Frames (sides) Material

In 1953, all three of the 19-foot Sportsman vessels had side frames with white oak as the listed material. From 1954 through 1957 the side frames for the 21-foot Sportsman vessels were unspecified mahogany.

Frames (floor) Material

Material for the floor frames were only recorded for the Sportsman models for 1953 and 1954, and it was listed as white oak.

Chine Material

From 1952 through 1954, the chine material for the Sportsman vessels was listed as unspecified oak. No other years were listed.

Battens Material

Only the 1954 Sportsman vessels had the battens material listed, which was white oak.

Bottom Material

For 1952 and 1953, the bottom material was listed as 5-ply Super Harbord. 1954 did not have any information on the bottom material listed. 1955 and 1957 both listed had the bottom material as unspecified Super Harbord.

Standard Features

The standard features available for the Sportsman are listed in Table 5.12.

Table 5.12: Standard features for the Sportsman. Blue = Available Feature.

	1953 19-foot	1953 19-foot	1954 21-foot	1954 21-foot	1954 21-foot	1954 21-foot	1955 21-foot	1955 21-foot	1957 21-foot	1957 21-foot
Runabout	■		■	■			■	■	■	■
Cruiser		■			■	■				
Inboard	■	■	■		■			■		■
Outboard				■		■	■		■	
20-gallon Tank	■	■								
40-gallon Tank			■		■			■		■
Ammeter	■	■								
Bunk Mattresses					■	■				
Cabin Lights					■	■				
Electric Running Lights	■	■								
Flying Bridge Windshield					■	■				
Fresh Water System					■	■				
Galley					■	■				
Half Oval Brass			■	■	■	■	■	■	■	■
Ice Box					■	■				
Ignition Lock	■	■								
Instrument Panel			■		■			■		■
Lifting Rings			■	■	■	■	■	■	■	■
Running Lights			■	■	■	■	■	■	■	■
Self-Bailing Cockpit				■	■	■				
Self-Bailing Motor Compartment			■	■		■				
Steering Wheel Completely Installed				■		■	■		■	
Steering Wheel, Drag link Type								■		■
Storage Battery	■	■	■		■			■		■
Toilet					■	■				
Two Dock Lines	■	■								
Windshield	■		■	■			■	■	■	■

Unspecified Materials

No information was listed for Deck Material, Floors Material, Seats Material, Keelson Material, or Transom Knee Material for the Sportsman vessels.

Overniter

The Overniter was first presented in the 1955 sales brochure and was advertised as a "combination of both the cabin boat and the open boat, featuring two berths which will facilitate overnight cruising" (Barbour Boat Works, Inc. 1955a:10). This 21-foot lapstrake vessel was available with both outboard and inboard motor options, including the option for twin screw inboard motors. The vessels were also advertised as being available with either a hard top or convertible top. The Overniter was only present through the 1957 sales brochure, and in both 1955 and 1957 all the measurements and materials remained the same for all the vessel specifications. The only variations in specifications was in the weights and the prices. Many of the specifications of the Overniter also matched the 21-foot Sportsman; the 1957 specification page even had the two vessels listed under the same header with only a few deviations noted between the two vessel types. One of the most evident differences was in the list of standard equipment listed at the bottom of the vessels' specifications and the addition of mattresses, side curtains, and a top for the Overniter and not for the Sportsman vessels. The Sportsman also did not appear to be compatible with a twin-screw option for the inboard vessels, unlike the Overniters. There was no technical information available for the 1956 Overniter aside from its 21-foot advertised length. Just as with the other models, the 1956 vessel was offered in either convertible or hard top styles, and had both inboard and outboard options (Figure 5.16).

Figure 5.16: Sales brochure picture of a 21-foot Overniter in Barbour Boat Works, Inc. 1955a:9.

Technical Specifications

For the 21-foot Overniters, the measurements available in 1955 and 1957 remained constant aside from the weight. The 1955 twin-screw weight was substantially higher than the other inboard or outboard weights listed, although the 1956 and 1957 inboard models also had the option available for a twin-screw engine. In all years, the option for a hard top or a convertible top was also available, which would have likely altered the weight from the listed numbers, as well (Table 5.13).

Table 5.13: Overniter Measurements; bold rows indicate unspecified inboard motors, italic row indicates a twin-screw inboard motor. 0 = Unknown.

Model Year	Advertised Length (feet)	Length (feet)	Bow Height (inches)	Stern Depth (inches)	Midship Depth (inches)	Beam Measurement (inches)	Transom Width (inches)	Weight (lbs)
1955	*21*	*21*	*43.5*	*35.5*	*34*	*90*	*75*	*2500*
1955	21	21	43.5	35.5	34	90	75	1550
1956	**21**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
1956	21	0	0	0	0	0	0	0
1957	**21**	**21**	**43.5**	**35.5**	**34**	**90**	**75**	**2050**
1957	21	21	43.5	35.5	34	90	75	1550

Price

Only the 1955 and 1956 prices are available and include a variety of different Gray engine horsepower options for the different inboard vessels, along with all the different prices available for the different top types. These engines range from 60 h.p. to 135 h.p., with the two Twin Screw options for both years including 60 h.p. and 75 h.p. (Figure 5.17). For both years, the Convertible options of the vessels cost less than their hard top options. In 1955 this was a difference of $10 across all engine options. In 1956, this number ranged from $10 to $11 for the Inboard and Outboard options, and both Twin Screw options remained $10 different.

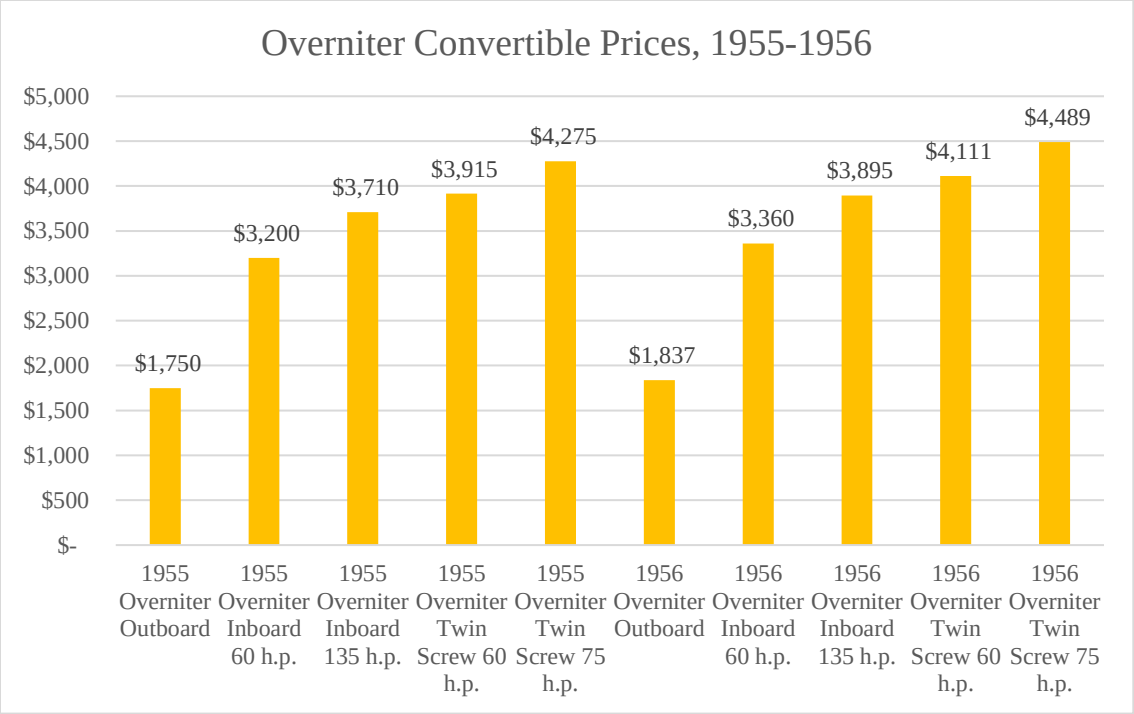


Figure 5.17: Overniter prices, 1955–1956 (Hard Top Prices add $10-$11).

Sides Material

All the side material for all Overniters for all years was listed as unspecified mahogany.

Transom Material

For all years and models the transom material was listed as solid mahogany.

Frames (sides) Material

For all models and years, the side frame material was listed as unspecified mahogany.

Bottom Material

For all years and models the bottom material was listed as unspecified Super Harbord.

Standard and Optional Features

The standard and optional features available for the Overniter are listed in Table 5.14.

Table 5.14: Standard and optional features for the Overniter. Blue = Available Feature.

	1955 21-foot	**1955 21-foot**	**1956 21-foot**	**1956 21-foot**
Standard	*Standard*	*Standard*	*Standard*	*Standard*
Convertible				
Hard Top				
Outboard				
Inboard				
Twin Screw				
2 6’2’’ Berths				
40-gallon tank				
Deep Keel for Propeller Protection				
Foam Rubber Cushions				
Half Oval Brass				
Instrument Panels				
Large Capacity Tanks				
Lifting Rings				
Mattresses				
Navigation Lights				
Running Lights				
Side Curtains				
Top Curtains				
Steering				
Steering Wheel Completely Installed				
Steering Wheel, Drag Link Type				
Worm Pinion Steering				
Single or Twin Motors				
Storage Battery				
Windshield				
Full Opening Windshield				
Optional	*Optional*	*Optional*	*Optional*	*Optional*
Toilet				

Unspecified Materials

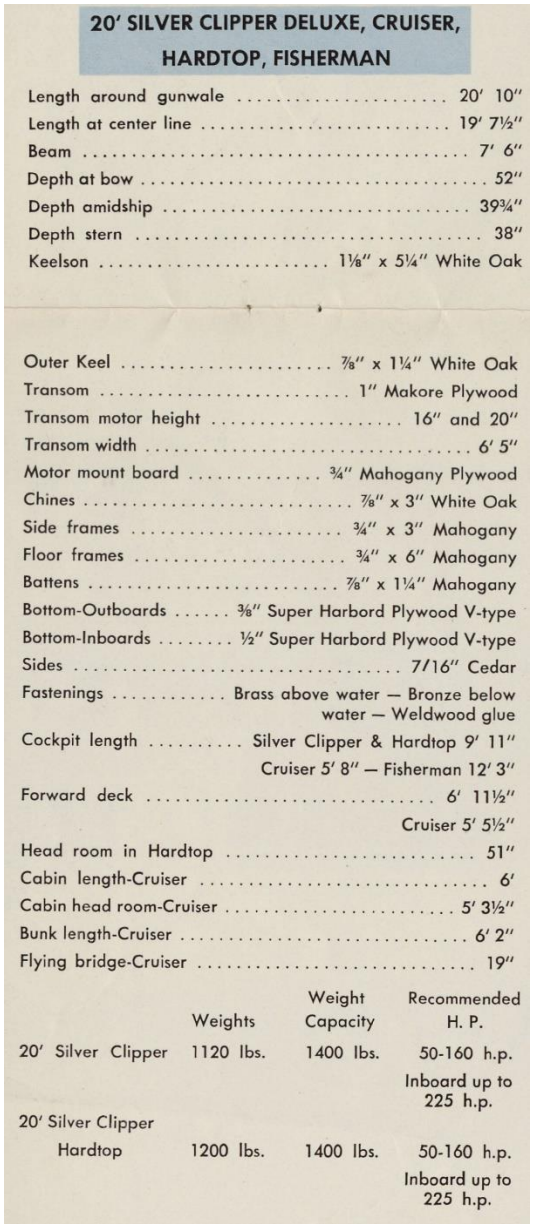
No information was listed for Deck Material, Floors Material, Motor Mounting Board Material, Seats Material, Keel Material, Keelson Material, Frames (unspecified) Material, Frames (floor) Material, Transom Knee Material, Chine Material, or Battens Material for any years of the Overniter vessels.

Silver Clipper

The Silver Clipper line was first introduced by the Barbour Boat Works Company in the 1957 sales brochure. One of the main points that the advertisements emphasized about the lap-strake vessel was its clipper bow, with its high, clean lines (Barbour Boat Works, Inc. 1957:4). From 1957 onwards, the Silver Clipper name was included in the names of almost all their vessels being offered. It was with this introduction of the Silver Clipper that the specification pages of their sales brochures began to reflect many similarities between vessels of similar sizes, which culminated in 1961 with entries for a number of vessels under the header "20' Silver Clipper Deluxe, Cruiser, Hardtop, Fisherman" (Barbour Boat Works, Inc. 1961a:10). Confusion was further evident in the main advertising portion of the brochure itself with both a 20' Fisherman with Volvo installation being advertised on page 6 and a 20' Silver Clipper Fisherman advertised on page 5 but with no differentiation in the specification pages between the Fisherman and the Silver Clipper Fisherman (Figure 5.18; Figure 5.19; Figure 5.20; Barbour Boat Works, Inc. 1961a:5–6, 10).

Figure 5.18: Sales brochure for a 20-foot Fisherman with Volvo Installation (Barbour Boat Works, Inc. 1961a:5).

Figure 5.19: Sales brochure for a 20-foot Silver Clipper Fisherman (Barbour Boat Works, Inc. 1961a:6).



20′ SILVER CLIPPER DELUXE, CRUISER, HARDTOP, FISHERMAN

Length around gunwale	20′ 10″
Length at center line	19′ 7½″
Beam	7′ 6″
Depth at bow	52″
Depth amidship	39¾″
Depth stern	38″
Keelson	1⅛″ x 5¼″ White Oak
Outer Keel	⅞″ x 1¼″ White Oak
Transom	1″ Makore Plywood
Transom motor height	16″ and 20″
Transom width	6′ 5″
Motor mount board	¾″ Mahogany Plywood
Chines	⅞″ x 3″ White Oak
Side frames	¾″ x 3″ Mahogany
Floor frames	¾″ x 6″ Mahogany
Battens	⅞″ x 1¼″ Mahogany
Bottom-Outboards	⅜″ Super Harbord Plywood V-type
Bottom-Inboards	½″ Super Harbord Plywood V-type
Sides	7/16″ Cedar
Fastenings	Brass above water — Bronze below water — Weldwood glue
Cockpit length	Silver Clipper & Hardtop 9′ 11″ Cruiser 5′ 8″ — Fisherman 12′ 3″
Forward deck	6′ 11½″ Cruiser 5′ 5½″
Head room in Hardtop	51″
Cabin length-Cruiser	6′
Cabin head room-Cruiser	5′ 3½″
Bunk length-Cruiser	6′ 2″
Flying bridge-Cruiser	19″

	Weights	Weight Capacity	Recommended H. P.
20′ Silver Clipper	1120 lbs.	1400 lbs.	50-160 h.p. Inboard up to 225 h.p.
20′ Silver Clipper Hardtop	1200 lbs.	1400 lbs.	50-160 h.p. Inboard up to 225 h.p.

Figure 5.20: Specification column for 20-foot Silver Clipper Deluxe, Cruiser, Hardtop, and Fisherman (Barbour Boat Works, Inc. 1961a:10).

For the purposes of this study, the different vessels and vessel sub-types of the Silver Clipper line were determined to be the Silver Clipper, Silver Clipper Cruiser, Silver Clipper Deluxe, Silver Clipper Fisherman, Silver Clipper Sportsman, and Silver Clipper Standard. There is a possibility that some of these models might be mislabeled given the lack of clarity in the

sales brochures; however, because they each represent the same measurements, the vessels will be discussed by vessel size instead of vessel sub-type in order to gain a better understanding of the changes in similar vessels across the years. These sizes will be divided into three groups with a brief discussion of the vessels therein preceding the specifications. The first group will be made up of the 16-foot and 17-foot vessels which include the Silver Clipper, the Silver Clipper Standard, and the Silver Clipper Deluxe. The next section will be 19-foot and 20-foot vessels, including the Silver Clipper, the Silver Clipper Cruiser, Silver Clipper Fisherman, and the Silver Clipper Sportsman. The third section will be 22-foot and 23-foot vessels including the Silver Clipper, the Silver Clipper Sportsman, and the Silver Clipper Cruiser. This third section will also include the 26-foot Silver Clipper Cruiser as the Barbour Boat Works Company only made one 26-foot vessel and although the measurements will not be comparable, the materials will offer an interesting contrast alongside the other large Silver Clippers.

16-foot and 17-foot Silver Clipper Vessels

16-foot Silver Clippers were built by the Barbour Boat Works Company from 1957 through 1959, and there were no extra model details and sub-types listed for any of the open, outboard, lap-strake vessels. In 1960 the vessels changed to 17-foot boats, and continued to be open, lap-strake vessel (Figure 5.21). In 1960 the option for inboard vessels became available, along with the options for either standard or deluxe vessels for the outboard boats. In 1961 this changed to have both outboard and inboard options for standard and deluxe. With the only exception being the weights, all the 16-foot vessels had the same measurements and materials, and all the 17-foot vessels had identical specifications to each other also.

Figure 5.21: Sales brochure picture of a 17-foot Silver Clipper Deluxe (Barbour Boat Works, Inc. 1960:17’ Silver Clipper Deluxe).

Technical Specifications

The technical specifications for the 16-foot and 17-foot are listed in Table 5.15. The measurements which particularly stand out are the shorter Actual Lengths than the Advertised Lengths for the 17-foot vessels. For all the vessels for 1960 and 1961, two length measurements came into use, length at center line and length around gunwale. Because for most vessels, the measurement of length at center line was closer to the length both of the advertised vessel and other vessels of comparable size, this smaller number was the one that has been used to measure length for all Silver Clipper vessels and lengths.

Table 5.15: 16-foot and 17-foot Silver Clipper Measurements. 0 = Unknown.

Model Year	Model Details	Ad. Length (ft.)	Length (ft.)	Bow Height (in.)	Stern Depth (in.)	Midship Depth (in.)	Beam Measurement (in.)	Transom Width (in.)	Weight (lbs)
1957	N/A	16	16.25	37	30	29	75	64	0
1958	N/A	16	16.25	37	30	29	75	64	0
1959	N/A	16	16.25	37	30	29	75	64	710
1960	N/A	17	16.5833	42	30	33.5	78	67	0
1960	Deluxe	17	16.5833	42	30	33.5	78	67	660
1960	Standard	17	16.5833	42	30	33.5	78	67	580
1961	Deluxe	17	16.5833	42	30	33.5	78	67	660
1961	Standard	17	16.5833	42	30	33.5	78	67	580

Price

Price information was only available for the 1960 and 1961 17-foot Silver Clipper models. In 1960 the Silver Clipper Outboard Standard cost $975.00, with the Deluxe costing $1,195.00. In 1961 these prices increased to $1,075.00 for the Silver Clipper Outboard Standard, and $1,295.00 for the Deluxe. For the 1961 Inboard options, the 17-foot Silver Clipper came with the option of being powered with either the 85 H.P. Interceptor engine which brought the vessel's

cost up to $2,995.00, or the 80 H.P. Volvo Penta which brought the price to $3,095.00

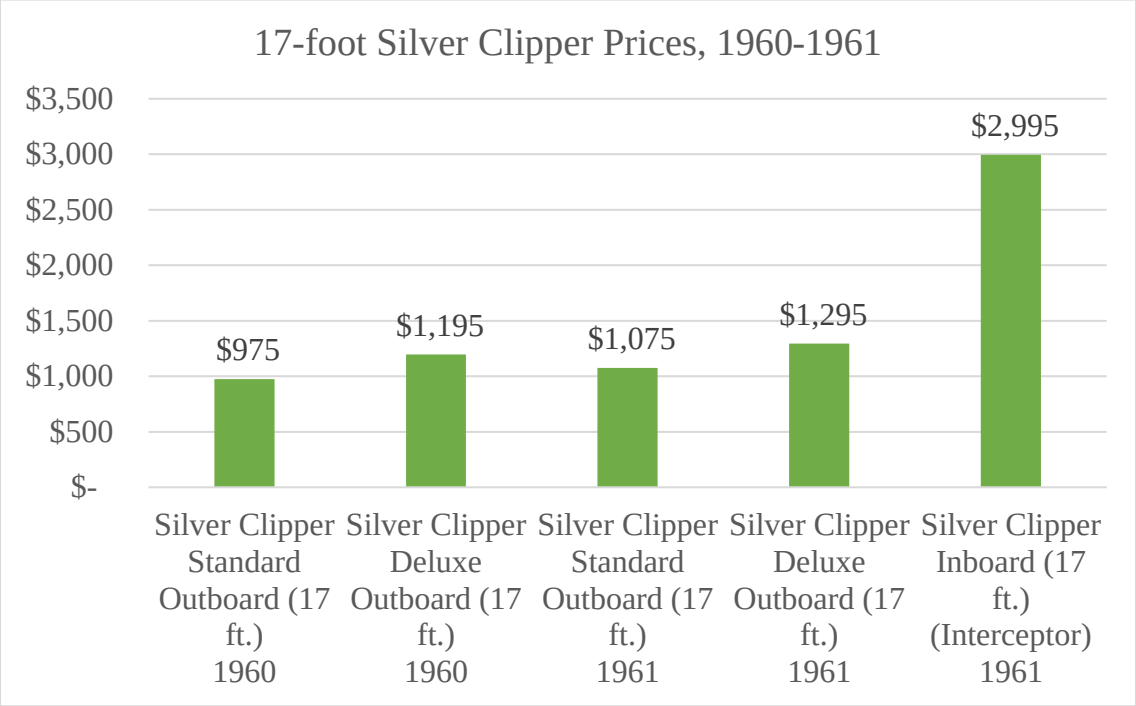


Figure 5.22).

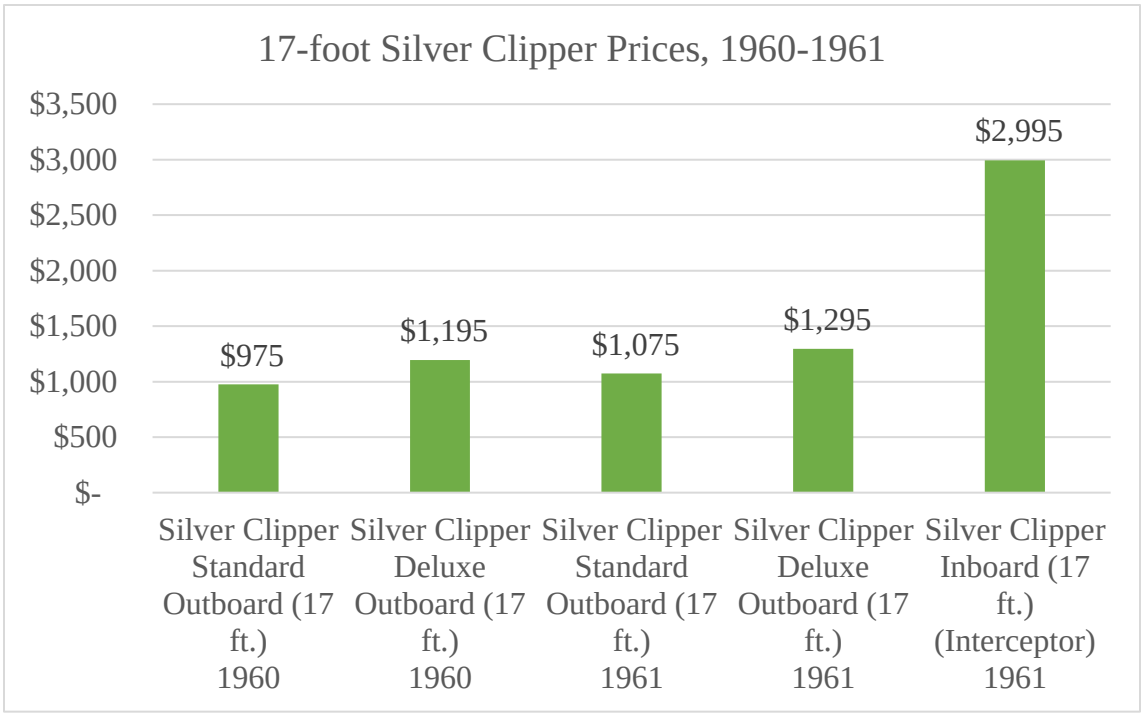


Figure 5.22: 17-foot Silver Clipper prices, 1960–1961.

Sides Material

For the three 16-foot Silver Clippers, the sides were listed as unspecified mahogany. For the 1960 and 1961 17-foot vessels, the sides material was unspecified cedar.

Transom Material

The three 16-foot vessels all had transoms made of solid mahogany. The later 17-foot vessels listed makore plywood for the transom material.

Keel Material

All the keels for the vessels were made from oak. The early 16-foot vessels had the oak type unspecified, while the 17-foot vessels were labeled as white oak.

Keelson Material

Only the 1960 and 1961 17-foot Silver clippers had the keelson material listed in their specifications, and it was white oak.

Frames (sides) Material

All the side frames materials for the 16-foot and 17-foot Silver Clippers were listed as unspecified mahogany.

Frames (floor) Material

No information on floor frames was available for the 16-foot vessels. The 1960 17-foot boats were listed with white oak for the floor frame material. The 1961 17-foot vessels were listed as unspecified mahogany.

Chine Material

All the 16-foot and 17-foot vessels were listed with oak as the chine material, with the 16-foot boats having unspecified oak, and the 17-foot vessels using white oak.

Battens Material

The 16-foot Silver Clippers all had unspecified oak for their battens. In 1960, the 17-foot Silver Clippers were made from white oak. In 1961, this material changed to unspecified mahogany.

Bottom Material

All the 16-foot and 17-foot vessels were made with Super Harbord as the bottom material, the 1960's brochure specifications clarifying further with Super Harbord plywood.

Standard and Optional Features

The standard and optional features available for the Silver Clipper are listed in Table 5.16. Only information on the 16-foot Silver Clippers are available.

Table 5.16: Standard and optional features for 16-foot Silver Clippers. Blue = Available Feature.

	1957	**1958**	**1959**
Standard:	*Standard:*	*Standard*	*Standard*
All Chrome Fittings Include:			
Bow Chocks			
Chrome Bumper Guard			
Cleats			
Stern and Bow Light			
Anti-fouling Paint			
Copper Bronze Bottom Paint			
Forward and Aft Cushions			
Forward Storage Compartment			
Plexiglass Wrap Around Windshield			
Self-Draining Cockpit			
Self-Draining Motor Well			
Steering Wheel Completely Installed			
Optional	*Optional*	*Optional*	*Optional*
Bow Eye			
Built-In Gas Tanks			
Canopy Top			
Cockpit Cover			
Mooring Cover			

Motor Cover			
Drop Curtain			
Matching Cushions			
Mechanical Steering			
Optional Colors			
Optional Seating			
Side Curtains			
Ventilating Mahogany Windshield			
Wooden Windshield that Opens			

Unspecified Materials

No information was listed for Deck Material, Floors Material, Motor Mounting Board Material, Seats Material, Frames (unspecified) Material, or Transom Knee Material for 16-foot and 17-foot Silver Clippers.

19-foot and 20-foot Silver Clipper Vessels

As with the shorter Silver Clipper vessel sizes, the 19-foot and 20-foot vessels all had almost identical specifications aside from weight. From 1957 through 1959 19-foot Silver Clipper models came with decent variety. In 1957 only the Silver Clipper Convertible was offered in this length range. In 1958, there was only the Open Silver Clipper (sometimes labeled as Silver Clipper Deluxe). In 1959 there were three sub-types: the Silver Clipper Open (also sometimes labeled as Silver Clipper Deluxe), the Silver Clipper Hardtop, and the Silver Clipper Cruiser. The Silver Clipper Cruiser, offered in only in 1959 for the 19-foot model, had notably different measurements than the other Silver Clipper models, although the material matched the other 19-foot models. These differences could be explained by the fact that the vessel might not actually be part of the Silver Clipper line. Within the brochure, the vessel is listed only as a “19’ Cruiser”

but in the specifications it is listed under “19’ Silver Clipper Cruiser” (Barbour Boat Works, Inc. 1959a:8,11).

1960 and 1961 offered 20-foot vessels instead of 19-foot vessels for the Silver Clipper. These all shared the same measurements, except for the weights, and only varied slightly in the materials used. The 20-foot models offered in 1960 included the Silver Clipper Cruiser, Silver Clipper Fisherman, Silver Clipper Open (also sometimes labeled as Silver Clipper Deluxe), and the Silver Clipper Hard Top. The 1961 line of 20-foot vessels included the Silver Clipper Cruiser, Silver Clipper Fisherman, Silver Clipper Sportsman, and the Silver Clipper Hard Top. All these measurements and construction materials were the same. The Silver Clipper Sportsman appears to be included within the specifications in the same manner as the Silver Clipper Open because the labeling of “Sportsman” was not always present in the specification pages.

All the 19-foot and 20-foot Silver Clipper vessels were lap-strake boats, with the Cruiser and the Hard Top having cabins, while the rest of the models were open. Inboard and outboard options were available for most of the vessels, although the 19-foot vessels had fewer inboard options than the later 20-foot vessels.

Technical Specifications

The technical specifications for the 19-foot and 20-foot are listed in Table 5.17. As with the 17-foot Silver Clippers, with the change in specification measurements for length options, the 1960 and 1961 vessels have a shorter advertised length than their actual length.

Table 5.17: 19-foot and 20-foot Silver Clipper Measurements. 0 = Unknown.

Model Year	Model Details	Ad. Length (ft)	Length (ft)	Bow Height (in)	Stern Depth (in)	Midship Depth (in)	Beam Measurement (in)	Transom Width (in)	Weight (lbs)
1957	Convertible	19	19.1666	44.5	33.5	35.375	72.5	71.5	0
1958	N/A	19	19.1666	44.5	33.5	35.375	72.5	71.5	0
1959	N/A	19	19.1666	44.5	33.5	35.375	72.5	71.5	1075
1959	Hard Top	19	19.1666	44.5	33.5	35.375	72.5	71.5	1125
1959	Cruiser	19	19.25	48	34	37	82.5	71	1250
1960	Hard Top	20	19.6249	52	38	39.75	90	77	1200
1960	Cruiser	20	19.6249	52	38	39.75	90	77	0
1960	N/A	20	19.6249	52	38	39.75	90	77	1120
1960	Fisherman	20	19.6249	52	38	39.75	90	77	0
1961	Sportsman	20	19.6249	52	38	39.75	90	77	1120
1961	Cruiser	20	19.6249	52	38	39.75	90	77	0
1961	Hard Top	20	19.6249	52	38	39.75	90	77	1200
1961	Fisherman	20	19.6249	52	38	39.75	90	77	0

Price

Price lists were only available for the 1960 and 1961 20-foot Silver Clippers. In 1960 the Silver Clipper Fisherman cost $1,595.00, the Silver Clipper Open cost $1,695.00, the Silver Clipper Hard Top Cost $1,950.00, and the Silver Clipper Cruiser cost $2,450.00. In 1961, a variety of price options were listed with the different engine options for the vessels. The 20-foot Silver

Clipper Fisherman cost $1,595.00 for and outboard motor and the Silver Clipper Sportsman/Deluxe/Open cost $1,695.00 for an outboard motor. Both vessels were listed together for the various inboard motor prices. These engines and prices ranged from an 80 H.P. Volvo Penta which cost $3,495.00, up to a 215 H.P. Inceptor engine which cost $3,995.00. In 1961 the Silver Clipper Hard Top cost $1,950.00 as an outboard vessel, and ranged from $3,750.00 with an 80 H.P. Volvo Penta, to $4,250.00 for a 215 H.P. Interceptor. The Silver Clipper Cruiser cost $2,495.00 with an outboard engine, $4,295.00 with an 80 H.P. Volvo Penta, and up to $4,795.00 with a 215 H.P. Interceptor (

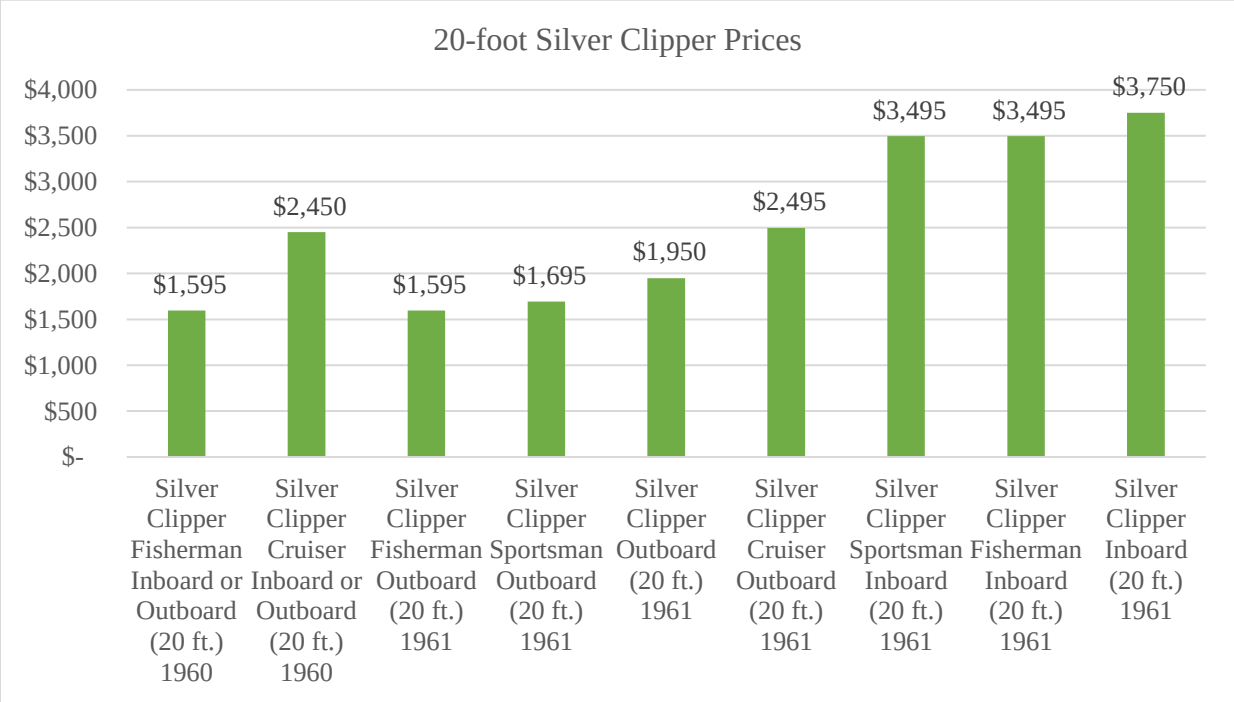


Figure 5.23).

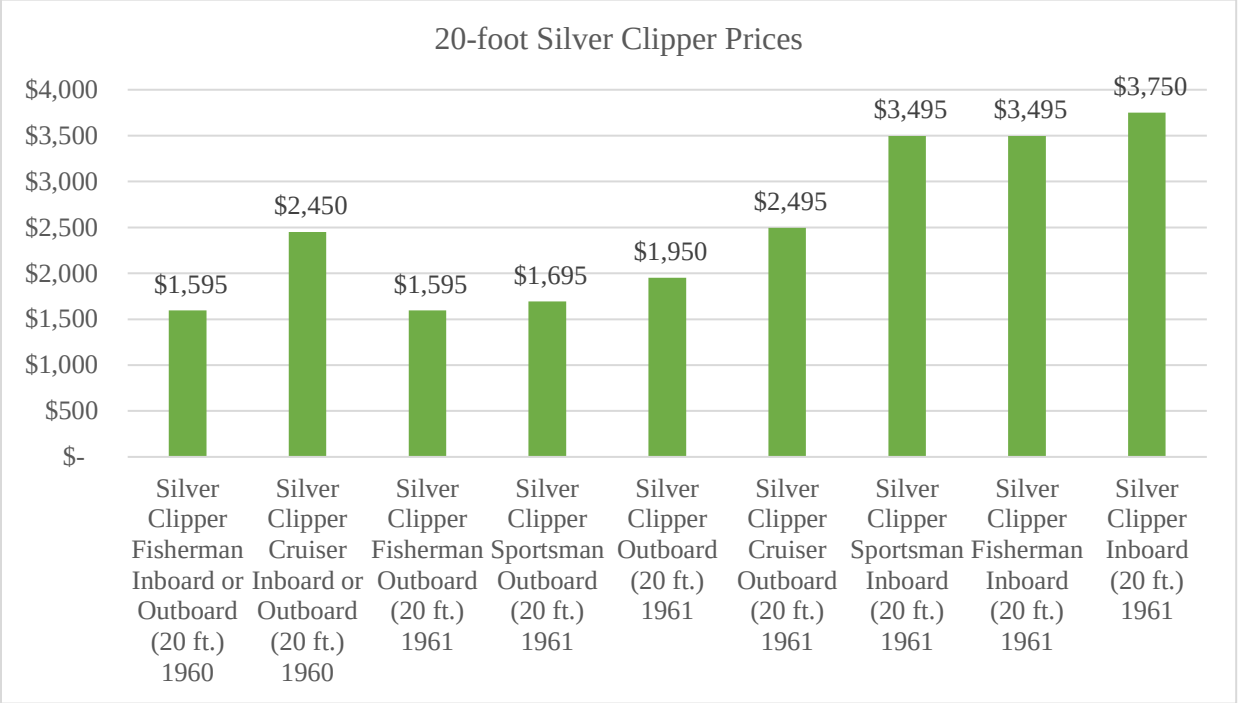


Figure 5.23: 20-foot Silver Clipper prices with cheapest engine options, 1960–1961.

Sides Material

For all the 19-foot Silver Clipper vessels from 1957 through 1959, the sides material was unspecified Mahogany. The 1960 and 1961 20-foot vessels used unspecified cedar.

Transom Material

The 19-foot vessels all had solid mahogany as the transom material, with the 1960 and 1961 20-foot vessels made from makore plywood.

Motor Mounting Board Material

The motor mounting board information was only available for the 1960 vessels and was listed with mahogany plywood for all the vessels.

Keel Material

For all the years that 19-foot and 20-foot Silver Clippers were offered, the keel material was listed as oak. From 1957 through 1959 it was listed as unspecified oak, and in 1960 and 1961 it was white oak.

Keelson Material

1960 and 1961 were the only years which listed the keelson material, and it was white oak for all the vessels.

Frames (sides) Material

For all the 19-foot and 20-foot Silver Clippers, the side framing material was unspecified mahogany.

Frames (floor) Material

The floor frames material was only listed for 1960 and 1961, and it was white oak.

Chine Material

From 1957 through 1959, the chine material was listed as unspecified oak, and in 1960 and 1961 it was listed as white oak.

Battens Material

The 19-foot vessels in 1957 through 1959 had unspecified oak as the battens material. In 1960 this material was clarified to be white oak for all models. The material changed in 1961 to unspecified mahogany for all the vessels.

Bottom Material

All the 19-foot and 20-foot Silver Clippers had Super Harbord listed as the bottom material.

Standard and Optional Features

The standard and optional features available for the Silver Clipper are listed in Table 5.18.

Standard and optional features were only listed for the 19-foot Silver Clippers.

Table 5.18: Standard and optional features for 19-foot Silver Clippers. Blue = Available Feature.

	1957	**1958**	**1959**	**1959**	**1959**
	n/a	**n/a**	**Hard Top**	**Open**	**Cruiser**
Standard	*Standard*	*Standard*	*Standard*	*Standard*	*Standard*
All Chrome Fittings Include:					
Bow Chocks					
Chrome Bumper Guard					
Cleats					
Stern and Bow Light					
Anti-fouling Paint					
Copper Bronze Bottom Paint					
Flying Bridge					
Forward and Aft Cushions					
Forward Storage Compartment					
Storage Compartments					
Full Length Bunks					
Handrails					
Hatch					
Helmsman Seat					
Lifting Rings					
Self-Draining Cockpit					
Self-Draining Motor Well					
Side Curtains					
Sliding Side Windows					
Steering Wheel Completely Installed					
Ventilating Mahogany Windshield in Cabin					
Plexiglass Wrap Around Windshield					
Optional	*Optional*	*Optional*	*Optional*	*Optional*	*Optional*
Also Available in Inboard up to 225 H.P.					
Bow Eye					
Built-in Gas Tank					
Canopy Top					
Canopy Top (flying bridge)					
Cockpit Cover					
Mooring Cover					
Drop Curtain					
Side Curtains					
Side Curtains (flying bridge)					
Forward Hatch					
Matching Cushions					
Mechanical Steering					
Optional Seating					
Optional Colors					
Seats that Recline for Bunks					
Toilet					
Ventilating Mahogany Windshield					
Wooden Windshield that Opens					

Unspecified Materials

No information was listed for Deck Material, Floors Material, Seats Material, Frames (unspecified) Material, or Transom Knee Material for 19-foot and 20-foot Silver Clippers.

22-foot, 23-foot, and 26-foot Silver Clipper Vessels

From the introduction of the Silver Clipper in 1957, the 22-foot and 23-foot vessels all fell under the same three types throughout the years: Silver Clipper Hard Top, Silver Clipper Sportsman, and Silver Clipper Cruiser (Figure 5.24). Except for 1958 and 1959 which only offered the Hard Top and Sportsman models, all three of these vessel types were offered from 1957 through 1961. In 1960 the vessels changed from 22-foot boats to 23-foot vessels. In the 1960 catalog the Silver Clipper Hard Top, Silver Clipper Sportsman, and Silver Clipper Cruiser were listed with only the length and beam measurement and the note that to "get complete specifications for these new models from your dealer or write Barbour Boats, Inc., New Bern, N.C." (Barbour Boat Works, Inc. 1960:11). These vessels were also available with inboard or outboard motors and all had lap-strake sides.

In 1961 the Barbour Boat Works introduced a 26-foot Silver Clipper Cruiser vessel, the longest advertised vessel in these sample years. In many respects, it was like the 23-foot Cruiser; however, there was a noticeable size increase in many technical aspects and in sundry construction material choices.

Figure 5.24: Sales brochure picture of a 23-foot Silver Clipper Cruiser (Barbour Boat Works, Inc. 1961a:8).

Technical Specifications

The technical specifications for the 22-foot, 23-foot, and 26-foot vessels are listed in Table 5.19. As with the other 1960 and 1961 Silver Clippers, with the change in specification measurements for length options, the 1960 and 1961 vessels have a shorter advertised length than their actual length.

Table 5.19: 22-foot, 23-foot, and 26-foot Silver Clipper Measurements. 0 = Unknown.

Model Year	Model Details	Ad. Length (ft)	Length (ft)	Bow Height (in)	Stern Depth (in)	Midship Depth (in)	Beam Measurement (in)	Transom Width (in)	Weight (lbs)
1957	Sportsman	22	22	42	36	41	90	73.5	0
1957	Convertible	22	22	42	36	41	90	73.5	0
1957	Hard Top	22	22	42	36	41	90	73.5	0
1958	Hard Top	22	22	42	36	41	90	73.5	0
1958	Sportsman	22	22	42	36	41	90	73.5	0
1959	Hard Top	22	22	42	36	41	90	73.5	1450
1959	Sportsman	22	22	42	36	41	90	73.5	1250
1960	Hard Top	23	23	0	0	0	96	0	0
1960	Sportsman	23	23	0	0	0	96	0	0
1960	Cruiser	23	23	0	0	0	96	0	0
1961	Sportsman	23	23.2916	57	41	44	102	84	0
1961	Cruiser	23	23.2916	57	41	44	102	84	1875
1961	Hard Top	23	23.2916	57	41	44	102	84	0
1961	Cruiser	26	26.3333	61	47	52	117	96	0

Price

Prices are only available for the 1961 Silver Clippers. The 23-foot Silver Clipper Sportsman cost $2,375.00 with the outboard motor option, $4,175.00 with an 80 H.P. Volvo Penta, $4,375.00 with a 100 H.P. Interceptor with Eaton Drive, $4,495.00 with a 135 H.P. Interceptor, $4,615.00 with a 185 H.P. Interceptor, and $4,695.00 with a 215 H.P. Interceptor. The Silver Clipper Hard Top cost $2,775.00 with an outboard motor option, $4,575.00 with the 80 H.P. Volvo Penta, $4,775.00 with a 100 H.P. Interceptor with Eaton Drive, $4,895.00 with a 135 H.P. Interceptor, $5,015.00 with a 185 H.P. Interceptor, and $5,095.00 with a 215 H.P. Interceptor. The Silver Clipper Cruiser cost $3,375.00 with the outboard option, $5,175.00 with the 80 H.P. Volvo Penta, $5,375.00 with a 100 H.P. Interceptor with Eaton Drive, $5,495.00 with a 135 H.P. Interceptor, $5,615 with a 185 H.P. Interceptor, and $5,695.00 with a 215 H.P. Interceptor. The 26-foot Silver Clipper Cruiser cost $7,680.00 with a 135 H.P. Interceptor, $7,800.00 with a 185 H.P. Interceptor, and $7,880.00 with a 215 H.P. Interceptor (Figure 5.25).

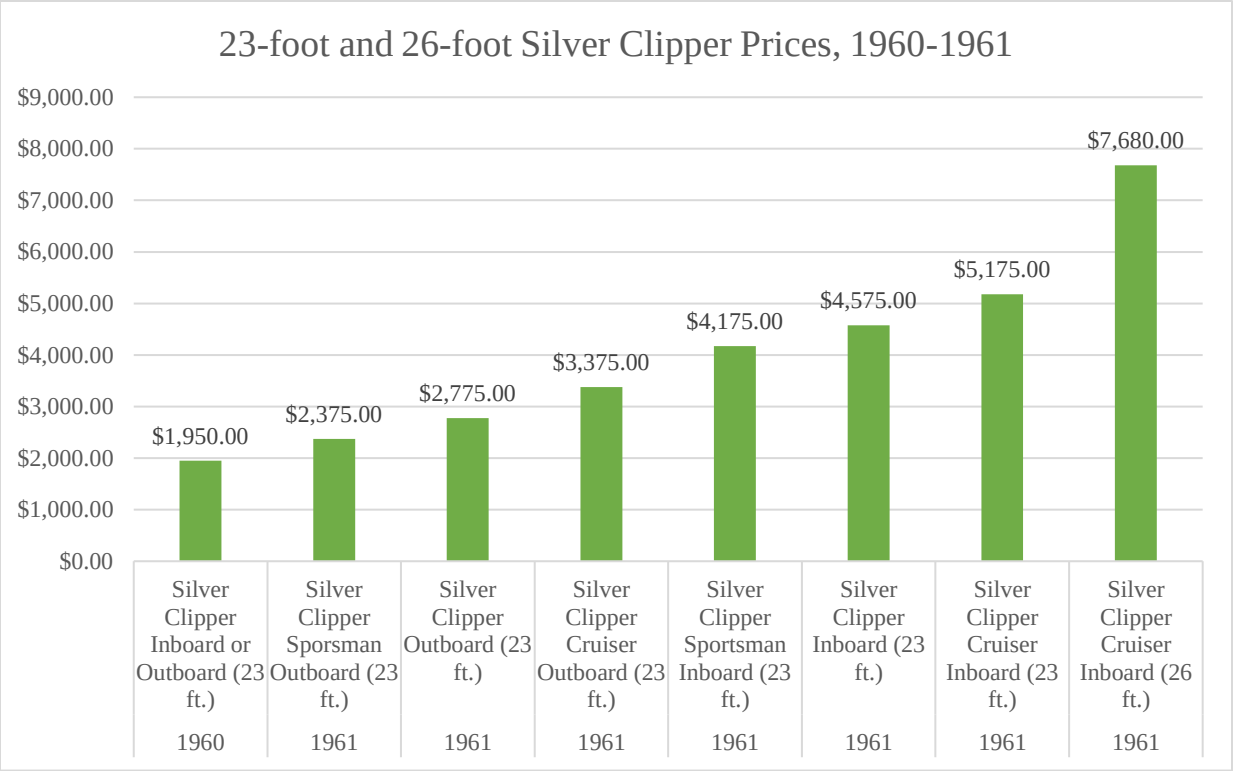


Figure 5.25: 23-foot & 26-foot Silver Clipper prices with cheapest engine options, 1960–1961.

Sides Material

From 1957 through 1959, the sides material was listed as unspecified mahogany. In 1961, both for the 23-foot and the 26-foot vessels, the material changed to unspecified cedar.

Transom Material

From 1957 through 1959 solid mahogany was used as the transom material. In 1961, for the 23-foot vessels, this changed to makore plywood. The 26-foot Silver Clipper Cruiser had two materials listed: fir plywood and unspecified mahogany.

Motor Mounting Board Material

The motor mounting board material was only listed for the 1961 vessels and was mahogany plywood for all the boats.

Keel Material

1961 was the only year with the keel material listed. For the 23-foot vessels, it was listed as white oak, and for the 26-foot vessel it was unspecified mahogany.

Keelson Material

This information was only available for 1961, and for all the vessels it was listed as white oak.

Frames (sides) Material

For all the Silver Clipper vessels, from 1957 through 1961 with the exception of 1960, which was unlisted, the side frames material was unspecified mahogany.

Frames (floor) Material

This information was only available for the 1961 vessels, and it was unspecified mahogany for both the 23-foot vessels and the 26-foot vessel.

Chine Material

Only the 1961 specifications included the chine material, and for all the vessels it was listed as white oak.

Battens Material

This information was only available for 1961, and all the 23-foot vessels and the 26-foot vessel were listed as unspecified mahogany.

Bottom Material

From 1957 through 1961, all the vessels had Super Harbord as the bottom material with the one exception of the 26-foot Silver Clipper Cruiser. The Silver Clipper Cruiser used a two-layer construction with fir plywood as the inner layer, and unspecified mahogany as the outer planking.

Standard and Optional Features

The available for the Silver Clipper are listed in Table 5.20. Information was only available for the 22-foot vessels.

Table 5.20: Standard and optional features for the 22-foot Silver Clippers. Blue = Available Feature.

	1957	1957	1957	1958	1958	1959	1959
Convertible							
Hard Top							
Sportsman							
Outboard							
Standard	*Standard*	*Standard*	*Standard*	*Standard*	*Standard*	*Standard*	*Standard*
All Chrome Fittings Include:							
Bow Chocks							
Chrome Bumper Guard							
Cleats							
Stern and Bow Light							
Anti-fouling Paint							
Copper Bronze Bottom Paint							
Cushions							
Forward Storage Compartment							
Lifting Rings							
Reclining Seats							
Running Lights							
Self-draining Cockpit							
Self-draining Motor Well							
Side Curtains							
Steering Wheel Completely Installed							
Top							
Canopy Top							
Windshield							
Ventilating Mahogany Windshield							
Optional	*Optional*	*Optional*	*Optional*	*Optional*	*Optional*	*Optional*	*Optional*
Inboard up to 225 H.P.							
Twin Screw							
Bow Eye							
Built-in Gas Tanks							
Cockpit Cover							
Double Bottom							
Drop Curtain							
Forward Hatch							
Matching Cushions							
Mechanical Steering							
Mooring Cover							
Optional Colors							
Optional Seating							
Toilet							
Canopy Top							
Seats that Recline for Bunks							
Side Curtains							

Unspecified Materials

No information was listed for Deck Material, Floors Material, Seats Material, Frames (unspecified) Material, or Transom Knee Material for 22-foot, 23-foot, and 26-foot Silver Clippers.

Conclusion

By seeing the differences and similarities across this sample of recreational watercraft produced by the Barbour Boat Works Company, the precise years where changes occurred, and what exactly those changes were becomes clear. These changes can be used to view the Barbour Boat Works' recreational watercraft building program in terms of consumer preferences in conjunction with the company's construction practices. Through charting the information collected here, these results will be discussed in terms of how the technological and aesthetic factors of the vessels relate to the Barbour Boat Works' customers in order to demonstrate the importance of the specification changes.

CHAPTER SIX: ANALYSIS OF THE CHANGES IN THE BARBOUR BOAT WORKS' LINE OF RECREATIONAL WATERCRAFT

Introduction

The Barbour Boat Works Company's line of recreational watercraft certainly had many changes throughout the years. The types of vessels being offered changed in some way every year from 1950 through 1961, and a variety of technical changes occurred within many of those years, as well. From looking at the vessels which were produced both before and during 1960, it becomes evident that this year acted as a sharp turning point in many vessels' measurements. This change around 1960 was also evident in their advertisements. Another turning point occurred in the early 1950s, but for most of the 1950s, there were not many drastic technical changes for the recreational watercraft measurements.

In order to better understand these changes and their importance, the vessels built by the company can be divided into a handful of areas of change. Firstly, the technological changes of specific vessels and groups of vessels will be considered to discuss the particularly important changes occurring. Secondly, a broader discussion of the choices affecting the material usage across all the vessels produced by the company will help to give a better understanding of some of the factors affecting consumer choice. This topic of consumer choice and the Barbour Boat Works Company's use of various media for their advertisements will be considered and segue into the final section of this chapter. This last segment will consider the contemporary state of advertisement strategies and the ways that the Barbour Boat Works' choices reflected an understanding of the importance of crafting their advertisements in ways that would appeal to their desired consumer base.

Vessel-Specific Technological Changes

The Barbour Boat Works Company's sales brochures offered a wealth of information on the changes within the technical specifications for the majority of their recreational watercraft vessels. The types and importance of the changes which occurred can be divided into four sets of vessel types. These are the Silver Clipper line; the Rocket, Skipper, Sportsman, and Overniter Vessels; the Barbour Utility and Vacationer Vessels; and the Special-Standard Deluxe and Fisherman Vessels. Each of these sets reflect different aspects of the changes occurring across the Barbour Boat Work Company's recreational watercraft building program.

Analysis of Silver Clipper Vessels

The Silver Clipper line produced by the Barbour Boat Works Company demonstrates one of the clearest turning points in the company's history when it comes to changes within their recreational watercraft production. The introduction of the vessels in the 1957 brochure was quite conspicuous, with six out of the ten pages of advertisements including full-page features for the 16-foot, 19-foot, and 22-foot vessels (Barbour Boat Works, Inc. 1957:3–8). On the other four pages in the 1957 sales brochure, the other seven vessels offered that year were provided: the four Inboard and Outboard Overniter and Sportsman vessels, the 12-foot and 14-foot Barbour Utilities, and the 15-foot Vacationer (Figure 6.1; Barbour Boat Works, Inc. 1957:9–12). Both the 1958 and 1959 sales brochures also featured the Silver Clipper vessels strongly, with the option for vessel types and top types increasing both years (Barbour Boat Works, Inc. 1958:8; 1959a:10–11).

Figure 6.1: Page from the 1957 sales brochure showing four of the seven non-Silver Clipper vessels advertised within the brochure (Barbour Boat Works, Inc. 1957:9)

In 1960 the Silver Clipper line dominated the brochure with only one page showing the Skipper and Vacationer vessels, and the other six advertising pages featuring various Silver Clipper designs (Barbour Boat Works, Inc. 1960:3–9). The 1960 sales brochure was also the first sales brochure since 1951 to not advertise the Barbour Utility which had previous been offered as far back as in the pre-World War II sales brochure (Barbour Boat Works Inc., 1951a:7; [1937]). The 1961 sales brochure shares a lot of similarities with the 1960 brochure, particularly in the sense that it almost exclusively only presents Silver Clipper vessels, with the Vacationer

(standard and deluxe models) and possibly a Fisherman vessel being the only exceptions to the Silver Clipper line (Barbour Boat Works, Inc. 1961a:6, 9).

It was in 1960 and 1961 that the measurements for all the vessels which were featured in 1959 changed for most of the features included in the specifications pages (Table 6.1). The Skipper measurements also changed notably from their pre-1960 listings to their 1960 numbers; however, as it was not featured in the sales brochures from 1954 through 1959, its 1953 specifications are not included in Table 6.1. It is possible that none of the specification changes for either the Skipper or the Silver Clipper line would have been heavily influential in affecting customer choices, although the increase in advertised length likely would have caught consumers' attention.

Because changes were listed for all of the vessels in 1960, it is likely that there was either a notable change in the production processes of the Barbour Boat Works Company which led to different measurements, or the exact methods of measurement changed in 1960. Because 1960 was so close to when the recreational watercraft production at the Barbour Boat Works Company stopped, it is decidedly possible that the changes were made in an effort to keep interest and improve their line in order to keep customers away from the increasingly popular fiberglass boat production (Landis 1989). It also stands noting that in 1957, the company moved from wood to steel for their non-recreational watercraft building and in 1960 the company began receiving more military contracts due to the Vietnam War (Perry 2019:28, 30). These changes within the company, likely affected the recreational watercraft portion of their business around 1960 and during their time producing Silver Clipper vessels.

Table 6.1: 1959 and 1960 Measurements for all Silver Clippers. Bold = 1959, Italics = 1960. 0 = Unknown.

Model Details/Top Type	Advertised Length (ft.)	Length (ft.)	Bow Height (in.)	Stern Depth (in.)	Midship Depth (in.)	Beam Measurement (in.)	Transom Width (in.)	Weight (lbs.)
N/A (Open)	**16**	**16.25**	**37**	**29.5**	**29**	**75**	**64**	**710**
Standard (Open)	*17*	*16.5833*	*42*	*29.75*	*33.5*	*78*	*67*	*580*
Deluxe (Open)	*17*	*16.5833*	*42*	*29.75*	*33.5*	*78*	*67*	*660*
N/A (Open)	*17*	*16.5833*	*42*	*29.75*	*33.5*	*78*	*67*	*0*
N/A (Open)	**19**	**19.1666**	**44.5**	**33.5**	**35.375**	**72.5**	**71.5**	**1075**
N/A (Hard Top)	**19**	**19.1666**	**44.5**	**33.5**	**35.375**	**72.5**	**71.5**	**1125**
Cruiser (Hard Top)	**19**	**19.25**	**48**	**34**	**37**	**82.5**	**71**	**1250**
N/A (Open)	*20*	*19.6249*	*52*	*38*	*39.75*	*90*	*77*	*1120*
N/A (Hard Top)	*20*	*19.6249*	*52*	*38*	*39.75*	*90*	*77*	*1200*
Cruiser (Hard Top)	*20*	*19.6249*	*52*	*38*	*39.75*	*90*	*77*	*0*
Fisherman (Unknown)	*20*	*19.6249*	*52*	*38*	*39.75*	*90*	*77*	*0*
Sportsman (Open)	**22**	**22**	**42**	**36**	**41**	**90**	**73.5**	**1250**
N/A (Hard Top)	**22**	**22**	**42**	**36**	**41**	**90**	**73.5**	**1450**
Sportsman (Open)	*23*	*23*	*0*	*0*	*0*	*96*	*0*	*0*
N/A (Hard Top)	*23*	*23*	*0*	*0*	*0*	*96*	*0*	*0*
Cruiser (Hard Top)	*23*	*23*	*0*	*0*	*0*	*96*	*0*	*0*

This pattern of the Barbour Boat Works Company removing variation of the number of vessel types in their line of recreational watercraft in the 1960s both follows and goes against one of the metapatterns Schiffer discussed in regards to technology-stimulated invention; namely that of

"*technological differentiation*, which is *an increase in the varieties of an aggregate technology*" (Schiffer 2011:83). Within particularly the 1960 and 1961 brochures, there is an evident lack of variation when looking at the vessels types themselves. Where the 1952 brochure had six different types of vessels making up the eleven models offered that year, even 1959, which also advertised eleven models, only had three vessel types (Table 5.1). Despite this lack of variation in vessel type, the 1961 brochure, which offered only Silver Clippers and Vacationers, had the highest number of models advertised, reaching fourteen models for that year. This increase in variation within the Silver Clippers fits with Schiffer's note of: "*Whenever there is an increase in the number of distinct social groups, there will be a corresponding increase in the variety of artifacts indicating group identity*" (Schiffer 2011:50, Schiffer's emphasis). With the development of the Silver Clipper vessels, there was also a more visibly advertised availability for optional features within the sales brochures (Table 5.16, Table 5.18, Table 5.20). These options added further to the available variation for the Silver Clipper vessels, allowing for greater customization despite the similarity in the general vessel construction.

Analysis of Rocket, Skipper, Sportsman, and Overniter Vessels

The Skipper, Overniter, and Rocket vessels which the Barbour Boat Works Company produced all had similarly short production periods. The Rocket was the only vessel primarily marketed for racing which was featured in the sales brochures within the sample used in this study, with the exception of the "racing" option for the 1950 Deluxe vessel. The company produced racing vessels for many years before 1950, as can be determined from the pre-World War II brochure which includes reference to racing runabouts built by the company (Barbour Boat Works, Inc. [1937]). After 1953, none of the company's sales brochures mention anything about racing

vessels, meaning the Rockets were only listed in this sample of sales brochures for four consecutive years.

Aside from those vessels only listed for one year in this sample of sales brochures (the Deluxe and Fisherman vessels), the Overniter had the shortest production period of any of the Barbour Boat Works recreational watercraft vessels. The Overniter was only produced from 1955 through 1957. The short-lived nature of the Overniter can be explained through looking at the other vessels which the company built around the same time as the Overniter. The Sportsman offers a fairly apt comparison, partially due to the fact that in the 1957 brochure the Sportsman and the Overniter were listed under the same column in the specification pages, with only the Cockpit Length and the Weight showing any technical differences between the two vessels (Barbour Boat Works, Inc. 1957:15). One of the appealing features of the vessel, as can be clearly understood from the name itself, is the inclusion of bunks and the ability then to be able to sleep on the vessel. In 1959 both the 19-foot Silver Clipper vessels and the 22-foot Silver Clipper either had bunks or had the option for seats that reclined into bunks which helped to combine one of the major advertising features of the Overniter with the newness of the Silver Clipper line name (Barbour Boat Works, Inc. 1959a:11).

The Sportsman vessel which shared many of the same measurements as the Overniter, had a relatively long production period running from 1952 through 1957. The Sportsman was not listed on the 1956 advertising page; however, in the 1956 price list the Sportsman was present (Barbour Boat Works, Inc. 1956a:343; 1956b). As with the Overniter, although the Sportsman itself went out of production after 1957, one sub-type of the Silver Clipper line in 1957 was the Silver Clipper Sportsman (Barbour Boat Works, Inc. 1957:14). Silver Clipper Sportsman vessels continued to be produced through 1961, and it is likely that having the Sportsman and the Silver

Clipper Sportsman was redundant. Although the technical measurements on the Sportsman and the Silver Clipper Sportsman might only differ in a few ways which make the two somewhat comparable, it is likely that it would not be the technical measurements which would have been the key selling features of the vessels, and that the style and name recognition of Silver Clipper played a role in the decision-making process (Table 6.2).

Table 6.2: 1957 Sportsman and Silver Clipper Sportsman Measurements (Barbour Boat Works, Inc. 1957:14–15).

Boat Model/Model Details	Advertised Length (ft.)	Length (ft.)	Bow Height (in.)	Stern Depth (in.)	Midship Depth (in.)	Beam Measurement (in.)	Transom Width (in.)
Sportsman (Runabout)	21	21	43.5	35.5	34	90	75
Silver Clipper (Sportsman)	22	22	42	36	41	90	73.5

Looking at the advertisements for the Overniter, its brief production period makes it appear from the advertisements to essentially have been a subtype of the Sportsman; its main purpose fulfilling its normative role as an over-night vessel. In discussing the "activity-enhancement" process, Schiffer states, "*people are apt to enhance the conduct of a favored activity by acquiring artifacts with specialized functions*" (Schiffer 2011:144, Schiffer's emphasis). The Barbour Boat Works Company heavily advertised the Sportsman, and it was likely from an understanding on the company's part that the specialized function of a cabin with bunks on such a vessel was desired by potential customers. Because the two vessels ceased production in the same year, the question can be raised of whether the specialized function or the appeal of rebranding was a greater influence for the company's decision to stop building the

Overniter and Sportsman in favor of roughly similar Silver Clipper vessels. Regardless of the motivation, after 1957, neither of the vessels had sufficient appeal to Barbour Boat Works' customers, as the lack of further production indicates.

This strategy by the Barbour Boat Works Company of adopting various earlier vessels and their main selling features into the Silver Clipper line, is one that is not terribly evident with the Skipper vessels. Unlike most of the other vessels built by the company which had a clear ending for their production period, the Skipper vessels were built by the company from at least 1950 through 1953, and again in 1960 after a six-year hiatus. The Skipper is the only vessel to go out of production and then return within this sample period of the Barbour Boat Works recreational watercraft production. This choice to resume making the Skipper likely comes from the construction of the Skipper vessels themselves in combination with the Barbour Boat Works Company's goals for their 1960s line of recreational watercraft.

The Skipper vessels had the distinction of having smooth sided construction, as opposed to the Barbour Boat Works' prevalence of lap-strake construction for their recreational watercraft. The Skipper, Rocket, Fisherman, and Deluxe were the only vessels which the company built that were advertised as having smooth sides. The Fisherman and Deluxe were only offered for one year each within the period being studied, and the Rocket vessels were specifically designed for racing, which made the Skipper vessels stand out from the rest of the Barbour Boat Works Company's recreational watercraft (Figure 6.2). The question of why after stopping the Skipper's production and the company returned to it again after several years can be answered by looking at the 1959 advertisement which the Barbour Boat Works Company placed in the October edition of *Motor Boating Magazine* (Figure 6.3).

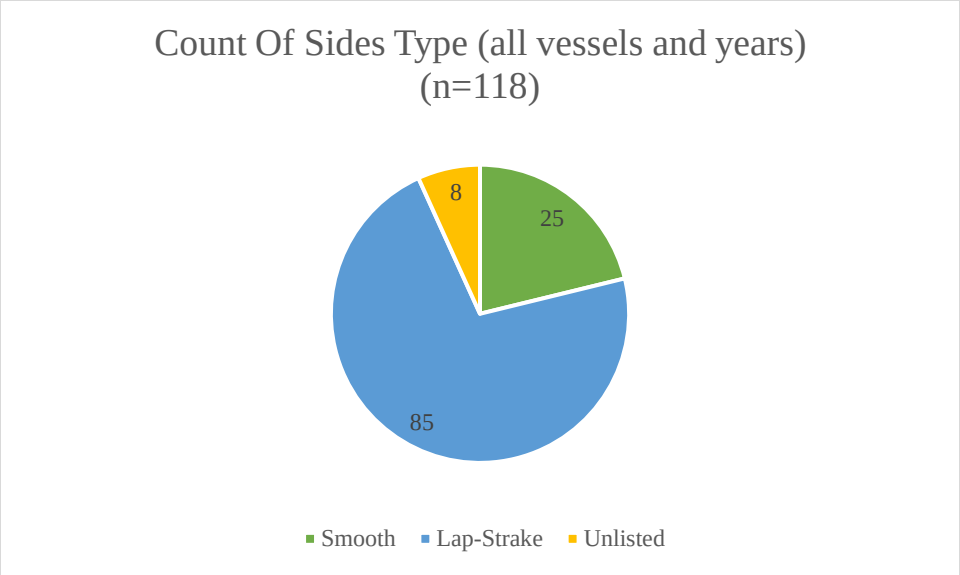


Figure 6.2: The number of recreational watercraft with Smooth, Lapstrake, or Unknown Sides Type (Unknown are all most likely lapstrake construction, only not noted within the advertisements).

Figure 6.3: Barbour Boat Works Company Advertisement within the October 1959 Issue of *Motor Boating Magazine* (Barbour Boat Works, Inc. 1959b:184, modifications by author).

Within the 1959 advertisement, the company advertised its variety of vessel building materials, making the company the "one-stop" for recreational watercraft shopping with lapstrake, plywood, and fiberglass (Barbour Boat Works, Inc. 1959b:184). Although the Barbour Boat Works Company never actually sold any fiberglass recreational watercraft, this advertisement shows their intention of rebranding themselves as having a variety of choices for the varied preferences of their customers. This fact once again ties into Schiffer's note on the increase in the variety of artifacts being necessary when there are a number of social groups which feel the need to distinguish themselves for one another (Schiffer 2011:50). By returning to the production of the Skipper, the company was able to help expand the number of construction types they could offer without needing to completely change their building process and material usage.

Analysis of Vacationer and Barbour Utility Vessels

Of all the recreational watercraft built by the Barbour Boat Works Company, the Barbour Utility and Vacationer had the longest production periods. These vessels were routinely described as being related to each other in having similar styles, and in considering their open, lap-straked, outboard design, it is primarily the additional length and ability to include a higher horsepower engine which gave the Vacationer a distinction from the Utility models. The differences also became more evident with the introduction of the Standard or Deluxe Vacationer options which came in the 1959 sales brochures (Figure 6.4; Barbour Boat Works, Inc. 1959a:3–5).

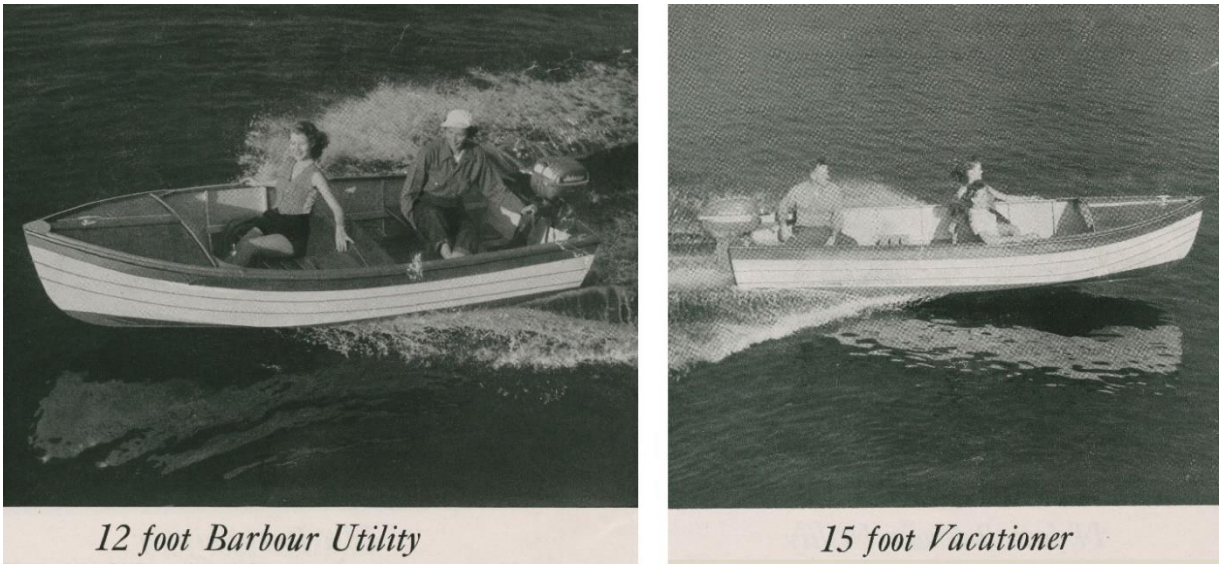


Figure 6.4: 1952 sales brochure pages featuring the Barbour Utility and the Vacationer (Barbour Boat Works, Inc. 1952a:8, 10).

Because the Barbour Utility was not listed within the 1960 and 1961 sales brochures and were likely no longer produced in those years, the changing point in their technical specifications which the turn of the decade showed for most vessels is not available for the Barbour Utility. Instead, the years from 1951 to 1952 offered the greatest changes in technical specifications for both the 12-foot and 14-foot vessels, although the changes were not large beyond a 5'' increase in bow height for the 12-foot vessel. The years 1951 to 1952 were a turning point for the Vacationer's measurements, as well. Unlike the Barbour Utility vessels, because the Vacationer model was produced both across the 1951–1952 change in measurements and through the changes between 1959–1960, the measurements for the vessel had two different points where the majority of the technical measurements changed notably (Table 6.3).

Table 6.3: Barbour Utility and 15-foot Vacationer Standard Measurements (Barbour Boat Works, Inc. 1950c; 1951a:7; 1952a:15; 1959a:10; 1960:10).

Boat Model	Model Year	Length (ft.)	Bow Height (in.)	Stern Depth (in.)	Midship Depth (in.)	Beam Measurement (in.)	Transom Width (in.)	Weight (lbs.)
Barbour Utility 12'	1951	12	26	16.25	19.75	58	47.5	195
Barbour Utility 12'	1952	12.1666	31	18	22.25	59.25	47	195
Barbour Utility 12'	1959	12.1666	31	18	22.25	59.25	47	210
Barbour Utility 14'	1951	14	28.5	19	23.5	60	48.5	270
Barbour Utility 14'	1952	14.2291	32	21	23	62	49	270
Barbour Utility 14'	1959	14.2291	32	21	23	63	48	300
Vacationer 15'	1951	15.25	31.5	20.75	26	66	51.75	400
Vacationer 15'	1952	15.2916	35	20.75	26	66.5	52	400
Vacationer 15'	1959	15.2916	35	21.5	26	66.5	52	400
Vacationer 15'	1960	15.2916	36	24	27	59.5	54.75	450

Considering these two distinct turning points in the specifications for the standard 15-foot Vacationer model (both the Deluxe model and the 16-foot vessel not being produced long enough to get a solid understanding of its technical progression) the overall style of the vessel can be seen to have changed in a few significant ways. Perhaps the most significant way was the 4.5'' that increased in Bow Height over time, the 6.5'' that decreased in the Beam Width over time, and the ultimate 50 lbs. difference between the 1950 Vacationer to the 1960 Standard Vacationer. These changes were more notable than many of the smaller differences between the other vessels that have only relatively minor changes in their measurements across the years. This significant difference shows the ways that the Barbour Boat Works Company was likely

responding to their customer feedback and their efforts to create a craft that fit the needs of their customers better. It is difficult to say if these changes acted towards perfecting the vessel type, because, as Schiffer notes, labeling change as progress can be problematic as it indicates a value judgement on whether the changes are good or not (Schiffer 2011:14). Regardless of whether these changes could be considered "progress," it is clear that there were major technical changes in the crafting of the shape of the Barbour Boat Works' vessels indicating consumer influence and technical changes to reflect that feedback.

Analysis of Deluxe and Fisherman Vessels

Unlike many of the other vessels built by the Barbour Boat Works Company, the Deluxe and the Fisherman were each only listed for one year within this study period. Because of this lack of comparison, there is not much that these vessels and their measurements can help to indicate about their place in the recreational watercraft building program of the company beyond a few sundry comments.

The Deluxe could likely have been offered before the study period, with 1950 acting only as the last year out of potentially many that it was produced. The pre-World War II brochure does not list the Deluxe directly by name, but because the only reference to the Deluxe in 1950 was by name in the specification pages of the January 1950 edition of *Motor Boating Magazine*, it is difficult to understand exactly the type of vessel it was and whether any of the various earlier Sea Skiff type vessels were related the model (Barbour Boat Works, Inc. [1937]; *Motor Boating Magazine* 1950:216). In the Pre-World War II brochure, there are a handful of 14-foot vessels, one of which has a double cockpit, so it is highly possible that Deluxe was the successor to this

style of vessel, although nothing can be stated with certainty without further study of the recreational watercraft production from pre-World War II through 1950 (Figure 6.5).

Figure 6.5: Pre-World War II brochure picture of 14-foot Runabout with a double cockpit (Barbour Boat Works, Inc. [1937]).

Regarding the Fisherman, its sole year of production in 1952 was within the study period. The Fisherman did have the distinction of being one of the few vessels which were built with smooth sides instead of the standard lap-strake design of most other recreational watercraft built by the company. This brief production of the Fisherman can be understood in part through Schiffer's note that "In general, *a group's decision depends on the technology's anticipated performance characteristics in relation to the performance requirement of that group's own activities*" (Schiffer 2011:39, Schiffer's emphasis). This performance requirement would have been the change in the type of sides construction and the anticipation on behalf of the Barbour

Boat Works Company that in the early 1950s this design would have been desired by their customers. The Fisherman, although being much closer in style to the open Barbour Utility or Vacationer (yet still $170 and $205 cheaper in 1952 than the corresponding Barbour Utility lengths), was also produced in the same year as the larger, smooth-sided Skipper (only $45 and $50 cheaper than the similarly sized 1952 Barbour Utilities). Given the fact that the Skipper's first run of production only went on for one year after the Fisherman was offered, it seems likely that the smooth-sided vessels were not popular enough for the Barbour Boat Works Company to continue to make them regardless of their relative affordability, and therefore helps to explain the sole year of offering the Fisherman vessel within their sales brochures.

Analysis of Material Usage

Considering the different materials that the Barbour Boat Works Company's sales brochures featured, a variety of important questions arise when contemplating the reasons that the company made the choices to use each of the materials on their vessels and to advertise those choices. Some of the materials were the same across all the years. For example, all the vessels which included information on the fasteners and glue types, the material was always the same; the fasteners were always brass screws and bronze bolts, sometimes simplified to note only that it included brass and bronze. The glue was also a constant with Weldwood glue used for all the vessels. The most variation in material could be found in the wood used for construction. The variables in the types of woods was relatively substantial, with at least ten types of wood and at least twenty-three subtypes therein. The main types of wood present were cedar, cypress, fir, juniper, mahogany, makore, oak, pine, Super Harbord, and plywood. These were further

specified in the vessel details to include specific species information such as white oak, heart pine, and Spanish cedar, and more general information such as fir plywood or solid mahogany.

Due to the Barbour Boat Works Company's competitors' use of fiberglass, the question of which material each vessel ought to be constructed out of leads to the question of how consumer choice affected the process of deciding on building material. This question is best understood within the balance of the cultural connotations each type of material represented to the customer and which materials were preferable to the builder. For the Barbour Boat Works Company, three of the main materials used for many features were Super Harbord, oak, and mahogany, and, as such, are the materials which will be emphasized here.

Super Harbord and Oak

Without exception, all recreational watercraft produced by the Barbour Boat Works Company had oak listed for the chines where the material was included. Also, with only one listing of heart pine and the unlisted entries, oak of some variety was also used for all the keels. Finally, with a handful of exceptions, most keelsons were also made of oak. Although oak had wide use in the company's pleasure craft, Super Harbord also had a reliable usage in the recreational watercraft. For the bottom of the vessels, the Barbour Boat Works Company used Super Harbord almost without exception for the bottom of all the recreational watercraft. Super Harbord, first produced in 1935, is a hot-pressed and tempered plywood, which the Harbor Plywood Corporation guaranteed to be waterproof (Harbor Plywood Corporation 1939; Plywood Pioneers Association 1974). The one exception for Super Harbord as the bottom material, disregarding those models which were unlisted or simply listed unspecified plywood or marine plywood which was likely Super Harbord, the 1961 26-foot Silver Clipper Cruiser was the only vessel with a two-layer

combination of fir plywood for the inner layer and mahogany for the planking (Barbour Boat Works, Inc. 1961a:11).

Both oak and Super Harbord, while reliable and good quality in terms of preferential boat-building materials, do not have much cultural status associated with them beyond being reliable boat-building materials. Super Harbord, particularly, was used because of its durability rather than its price point, as the 1950 price list for a 14-foot rowboat included the option for a Super Harbord bottom which added $40 to the $115 vessel (Barbour Boat Works, Inc. 1950c). Super Harbord also likely offered slightly more consumer influence than oak, particularly due to the brand itself actively advertising during the same period that the Barbour Boat Works Company was producing their recreational watercraft. One such example of this was within the January 1938 edition of *Motor Boating Magazine* which included an advertisement for Super Harbord being endorsed by Barbour Boat Works. This endorsement came in the form of a copy of a letter written by the Barbour Boat Works Company to the Harbord Plywood Corporation, praising the plywood with the headlining quote of the advertisement, stating that Super Harbord "absolutely will not disintegrate" (Harbord Plywood Corporation 1938:351; Figure 6.6). Unlike oak, Super Harbord had many contemporary, adverting-related factors associated with it. Consumption of a specific brand, however, "is a complicated tangle of structural influences and consumer intent" (Mullins 2011:160). Despite the complexity of what a consumer buying a boat which featured Super Harbord fully entails, it can be stated that since a single company produced Super Harbord, and the company also advertised their brand, despite the fact that the material was generally used in a not terribly visible portion of the Barbour Boat Works' vessels, Super Harbord could have had some consumer influence tied to its use even if it was primarily through brand-recognition and its performance capabilities rather than its visual appeal.

Figure 6.6: Super Harbord advertisement and endorsement by the Barbour Boat Works Company (Harbord Plywood Corporation 1938:351).

Mahogany

The other main material that the Barbour Boat Works Company used for a variety of parts of their recreational vessels was mahogany. Even though it is already "standard ethnographic practice to assume that all material possessions carry social meanings and to concentrate a main part of cultural analysis upon their use as communicators" the cultural view of mahogany as a status symbol in the United States is a long-standing matter (Douglas and Isherwood 1979:38). In decades and centuries long preceding the Barbour Boat Works Company's choices to use

mahogany on their vessels for transoms, sides, and decks among other features, mahogany has held a place of high social regard in the United States. In the early eighteenth century, mahogany gained popularity both as an elegant social symbol for those in the upper classes, and as an excellent shipbuilding material. The Spanish were the primary group who employed mahogany in shipbuilding after the seventeenth century. They recognized the wood's qualities as being strong, rot resistant, and shatterproof to cannonballs. These preferable features in association with the Spaniards' presence in the New World where such woods grew, meant that Cuba became a major shipbuilding capital for Spanish galleons (Anderson 2012:20–21). Beyond its shipbuilding uses, mahogany continued to gain popularity and was used in a variety of ways, particularly in the early nineteenth century. In many ways, partially due to the popularity of mahogany, its role as a particularly exclusive material diminished in the late nineteenth century (Anderson 2012:293).

Other contemporary boat works beyond the Barbour Boat Works utilized mahogany as a building material and advertised its use in the twentieth century. In the July 1933 issue of *Motor Boating*, Horace E. Dodge Boat and Plane Corporation located in Newport News, Virginia, Hacker Boat Company in Mt. Clemens, Michigan, and the Chris-Craft Corporation located in Algonac, Michigan all advertised vessels made with mahogany (*Motor Boating Magazine* 1933:3, 91, 113). The use and advertisement of mahogany as a prime material in recreational watercraft building continued across the years. Almost thirty years after those advertisements, in the July 1961 issue of *Motor Boating Magazine*, Cale Marine Corp. in Sacramento, California, Pembroke Boats, Inc. in Pembroke New Hampshire, and Chris-Craft again all proudly advertised their use of mahogany in their vessels (*Motor Boating Magazine* 1961:84, 99; 173).

In this same July 1961 issue, there was also an advertisement by John B. Slaven boat dealer, located in Detroit, Michigan, advertising the 37’10’’ Javelin Seafarer Fiber Glass Yacht. Unlike the other advertisements mentioning mahogany in this issue, the Javelin was a fiberglass yacht designed by Bill Tripp, but with mahogany interiors which Van Lent & Zonen of Kaag, Holland executed (*Motor Boating Magazine* 1961:162). The Javelin vessel and its advertisement are notable in terms of the Barbour Boat Works Company and its boat production because, although the yacht itself was fiberglass, the addition of a mahogany interior which a completely different builder crafted, shows the importance of mahogany for pleasure craft, especially high-end vessels.

The Javelin was advertised at $21,750, almost $14,000 more than the most expensive vessel advertised by the Barbour Boat Works within the same year (Barbour Boat Works, Inc. 1961b). The 26-foot Silver Clipper Cruiser by the Barbour Boat Works Company priced at $7,880 when selected with the 215 horse power Interceptor engine, was hardly a comparable vessel to the Javelin yacht in terms of size and use. The Silver Clipper Cruiser did, however, also proudly list mahogany for the majority of the materials used, excepting white oak for the keelson and chine, and fir plywood as the inner layer of the two-layer bottom construction (Barbour Boat Works, Inc. 1961a:10–22). This use of mahogany by boat companies which produced smaller recreational watercraft, helped to give their vessels a sense of elegance and status which, while still differing greatly depending on the size and type of vessels being purchased, provided a greater sense of refinement than fiberglass on its own could or which lesser known or less contextually-charged materials could.

Despite this importance of mahogany as a relatively highly sought-after material and the perceptions of importance and status that went along with purchasing and making vessels out of

the material, the Barbour Boat Works Company did not make it a point to always include reference to this material within its advertisements, particularly those within special-interest magazines such as *Motor Boating Magazine*. The sales brochures which the company produced had the distinct advantage of featuring specification pages to elaborate on the variety of materials that each vessel featured. The shorter advertisements, which were particularly found in special-interest magazines as opposed to local newspapers, could not convey as wide of a range of information about the vessels being produced each year. In many instances, the Barbour Boat Works Company did not see the need to list mahogany as being an important enough selling-point for their potential customers despite the material's cultural prestige (Barbour Boat Works, Inc. 1949a:317; 1954c:127; 1961c:415). Miller notes that "Historical archaeologists have often wrestled with this ambiguous notion of "status" and the ways in which goods are wielded to display affluence and power (or contrive the appearance of such wealth)" (Miller 2011:13). By not actively addressing the use of mahogany within all of their advertisements, the company's view of the material is exemplified as being secondary to their vessels' other selling features.

Analysis of Advertisement Choices Across Media Types

The three primary ways that the Barbour Boat Works Company's advertisements were studied in this thesis can be broken down into the company's sales brochures, special-interest magazines, and local newspapers. Each of these advertisement media gave different opportunities to advertise various features of the recreational watercraft, and this section briefly looks at what these differences were and how they were used in order to give a better understanding of the Barbour Boat Works Company's responses to consumption habits which are reflected in their use of advertisement strategies.

Roles of Special Interest Magazine Advertisements and Sales Brochures

The brevity in the Barbour Boat Works Company's shorter advertisements is particularly clear when considering many of their advertisements presented in *Motor Boating Magazine* throughout the years. One such example of the conciseness that the company occasionally used is present in the May 1951 issue of *Motor Boating Magazine* when the only advertisement from the Barbour Boat Works was a small ad featuring one picture of their 15-foot Vacationer with the text "Barbour Builds Better Boats" above it, and the part of the ad regarding the vessel itself stating that the 15-foot Standard Vacationer was "Designed for motors developing 10 H.P. to 50 H.P. to give swift, smooth-planing performance in any water. 66'' beam. Plenty of room plus four seats" (Barbour Boat Works Inc. 1951b:125). Although this was a fitting enough description for the vessel and quite clearly tailored towards the specific advertising size and medium, the vessel received a much more thorough description within the sales brochure.

The lengthier advertisement of the 15-foot Vacationer in the 1951 sales brochure featured a whole page for the vessel, including a large picture of the boat itself above the words:

> Steady—Reliable—Dry—Safe—Fast—Roomy—Rugged—They are features of the Vacationer. For those who strive for perfection and are thrilled by the exhilarating performance of outboard boating, our 15' Vacationer is the proper answer. Sturdy? Yes! A feature Barbour has always been proud of. High performance due to correct design. Finish beautiful, derived from new process developed by Barbour. Go out—come back—enjoy safe, dry, and good wholesome fun on the water. All mahogany trim and finish embodied with many other typical Barbour features. Shown above with a Mercury 25 motor. The Vacationer was designed for 10, 16, 22, 25, 33, and 50 h.p. motors. Complete

> specifications are listed. Buy A Better Built "Barbour." (Barbour Boat Works, Inc. 1951a:2)

This description would certainly be far more text-based than would have been visually appealing for the size and type of advertisement that the May 1951 placement in *Motor Boating Magazine* could have sustained profitably. Because the Barbour Boat Works Company had a relatively wide variety of outlets for their advertisements, they were able to cater specific features of their vessels and business to each type of publication. The company's larger sales brochures offered an excellent outlet to highlight both the specific features of the vessels and the values of their company. Small advertisements in magazines often needed to choose a more specific focus, and decide between highlighting a specific vessel, giving an overview of the models being offered, or speaking primarily about the company itself.

This advertising strategy of tailoring the amount of text in advertisements for the different media they appeared within seemingly demonstrates the importance of the written description; however, both of the media still rely heavily upon a sizeable visual element. For that reason, the advertisements within the sales brochures, instead of greatly altering the main consumer impact, are more of an adaptation to available space. As Fischer writes regarding several theory of advertising, "all of these analyses contend that people spend above and beyond some economically rational or practical level, because the buying is about status, emotional release, or identity" (Fischer 2010:73). Although the words in both of the advertising media have an impact and one is more informative than the other, the visual effects of the associated images were also important. The more significant defining feature of the sales brochure was likely the inclusion of the specification pages. As was previous mentioned in Chapter Two, the Bertram

division of Nautec Corporation's success with their text-based advertising champaign was in the technical nature of the text, not the amount of it (Boomer 1969:244).

Local Newspapers

One interesting aspect of the Barbour Boat Works Company's advertisement choices is in the scarcity of their advertisements within local newspapers. There were several relatively local newspapers surrounding New Bern, all of which operated around the time that the Barbour Boat Works Company was in business. *The New Bern Mirror* began its publication in 1958 and lasted until at least 1974. *The Beaufort News*, located in Beaufort, North Carolina ran from 1912 until 1948, and the *Carteret County News-Times* has been producing issues since 1948 and is still in publication, based in Beaufort and Morehead City, North Carolina. Somewhat surprisingly, the Barbour Boat Works Company did not advertise heavily in any of these newspapers. Occasionally various articles and other advertisements mentioned the boat works such as T.D. Lewis Machine Shop in Morehead City, which regularly included a list of brands that they acted as dealers for, including the Barbour Boat Works Company (T.D. Lewis Machine Shop 1958:3).

Of the advertisements which the Barbour Boat Works Company did take out in local newspapers, there was not a heavy emphasis on the company's recreational watercraft. One full page ad which the company took out in the Fishing Edition of the 1955 *Carteret County News-Times* did not mention their recreational watercraft in any way (*Carteret County News-Times* 1955c:7; Figure 2.2). In their 18 November 1949 advertisement in the same newspaper, there was again no mention of their outboard business as their focus was for "Best Wishes to Carteret County's Fishing Industry" (Barbour Boat Works, Inc. 1949b:3). This theme of using their advertising space for well-wishes for another local industry or company is present again in their

8 February 1955 advertisement where they offer their "Best wishes for continued success to Barbour's Marine Supply Company" (Barbour Boat Works, Inc. 1955c:3). The Barbour Boat Works was not the only company wishing success to the Barbour Marine Supply Company in this newspaper, as the business was nearing their reopening after nearly a year of construction on a new building (Barbour Boat Works, 1955c:3; *Carteret County News-Times* 1955d:2).

Because of the same name and the vaguely related type of business to the boat works, the Barbour Marine Supply Company requires a brief mention. Although associated with the Barbour Boat Works in sharing a similar name, the Barbour Marine Supply Company was an entirely separate business from the boat works. Herbert W. Barbour's father, J. O. Barbour, Sr., and uncle opened the supply company in Beaufort, North Carolina in 1919. J. O. Barbour, Sr. bought controlling interest in the business in 1932, and Herbert Barbour's brother, J. O. Barbour, Jr., joined the supply company in 1945 (*Carteret County News-Times* 1955d:2).

Unlike the Barbour Boat Works Company, the Barbour Marine Supply Company regularly advertised in local newspapers (Barbour's Marine Supply Co. 1950:12; 1958:2; 1960:3). Their use of newspaper advertisement was more like that of Reggie's Outboard Shop's newspaper-advertising presence. Throughout its years of operation, Reggie's Outboard Shop placed several advertisements in newspapers, although these were often in the more local *New Bern Mirror* instead of the county paper (Reggie's Outboard Shop 1958:6; 1963:15). Unlike the Barbour Marine Supply Company, Reggie's Outboard Shop was a part of the Barbour Boat Works Company. Opened in 1955, it was named after Herbert Barbour's son-in-law, Rembert Rivenbark, who was heavily involved with both the outboard shop and the boat works (*Carteret County News-Times* 1955a:1). Considering the lack of newspaper advertisement for the recreational watercraft portion of the Barbour Boat Works Company along with their advertising

strategy with their sales brochures and special-interest magazine advertisements, a better understanding of contemporary views on the difference between newspaper and special-interest magazine advertisements is beneficial.

When considering the newspaper advertising strategy of the Barbour Boat Works Company, along with many of the other choices considered here, it is important to remember as Schiffer states that "decision-making processes are not directly accessible in the past or in the present" (Schiffer 2011:187). The choices on behalf of the Barbour Boat Works Company regarding their newspaper advertisements are no exception. One avenue of the decision-making process to regard when considering the newspaper advertisements in relation to the company's line of pleasure craft is the question of self-image of the consumer and its association with the advertisements. Despite the lack of advertising recreational watercraft within newspapers, by garnering goodwill within the community through advertising space used to offer best wishes, the image of the company was shaped for those seeing the company's name.

Within advertising, the role of brands in relation to a consumer's self-image has been studied, as have the reasons behind why consumers make the choices that they do (Bayton 1969; Levy 1969; Grubb and Grathwohl 1969). As Levy writes, "Our choices are made easier– either more routine, or more impulsive, seemingly– because one object is symbolically more harmonious to our goals, feelings, and self-definitions than is another" (Levy 1969:101). The Barbour Marine Supply Company and Reggie's Outboard Shop, both had a relatively high potential to reach their intended audiences through newspaper advertisements. The Barbour Boat Works Company, however, had more to gain for their recreational watercraft side of their business through using their newspaper advertising space to advertise their business in a way which made them appear more congenial within their community. As Levy continued, "The

difference may not be a large one, nor a very important one, in the manufacture or advertising of the products; but it may be big enough" (Levy 11969:101). These notes on the potential benefits of the company's best wishes is not meant to negate the possibility that those at the company could have sincerely meant such kind regards. Regardless of the intention, however, the potential benefits of such advertisements likely had an effect on the company's business, albeit one with impacts difficult to fully understand given the available information.

Contemporary Advertisement Strategies and Theories

Although this study does not attempt to define the entire extent of the Barbour Boat Works Company's advertisement strategy, by getting a brief understanding of some of the contemporary views on advertisements and the underlying theories behind them, the boat works' choices studied here can be better placed in their cultural context.

A 1948 article on advertising's function within business contained a list of some of the criticisms from people who had used advertising services in their recent past. The primary critique to note for the purposes of the Barbour Boat Works Company's decisions on where to advertise is the complaint that "traditional media for advertising are getting more costly and less effective. People who advertise believe that swollen circulation of newspapers and magazines means that these publications are now read by many persons who do not pay their share of advertising costs" (*Kiplinger Magazine* 1948:40). This critique would be applicable for relatively high-cost luxury items which only garner a small niche interest and an even smaller niche of customers. Although New Bern and Carteret County have the benefit of fairly easy access to water for the purpose of recreational boating, the number of individuals who would want to buy a recreational watercraft within the area and who would potentially see an advertisement in a

newspaper, likely represents only a tiny subset of individuals. By focusing their advertising attention to special-interest magazines instead, the difficulty of narrowing the audience of the advertisements to those who would more likely care is already solved. Advertising in national magazines such as *Motor Boating*, *Yachting*, and *The Rudder* also removed the difficulties present from the geographic restrictions that advertising in local papers held for the Barbour Boat Works Company.

Another article on the subject of advertisement published in 1950, "The Strategy of Consumer Motivation," written by Steuart Henderson Britt, associated with McCann Erickson, Inc., an advertising agency network, addressed some of the particular difficulties of determining the ways that customers make their choices and the ways that advertisers can use that information to their best advantage. One of his main points in the article was that advertisers needed to learn which questions to ask of their potential consumers to gain the precise knowledge that they wanted. Instead of making presumptions based on false suppositions, psychology and sociology ought to be employed to delve further into the motivations behind purchases (Britt 1950:672). The extent that the Barbour Boat Works Company actively focused on searching for the psychological and sociological motives behind their potential customers' choices is not clear. Understanding the questions and theories advertisers of the period employed, however, can help to interpret the Barbour Boat Works Company's ultimate decisions in terms of the surrounding context of contemporary advertising strategies.

In considering the ways advertisers ought to phrase their questions and determine which factors drive individuals and therefore which techniques can best be used in advertisements, within his article, Britt brought up some of the common drives which contributed to human motivations. These drives fell into four broad categories: Visceral Drives, Activity Drives,

Aesthetic Derives, and Emotions (Britt 1950:667). Understanding consumer motivations is not as simple as considering these four drives on their own, and Britt continued to point to another main factor which he believed was necessary in understanding individuals' drives: namely that individuals are social beings which further effected where "emotional pull" came from (Britt 1950:668). This additional consideration necessary for understanding consumer choices leads to a different set of questions to ask about any particular advertisement. As is shown with the earlier recreational watercraft advertisements which mentioned the inclusion of mahogany, the social implications of having mahogany on a vessel, demonstrated a choice that went beyond the wood type itself and was affected by the cultural connotations that came with such a material.

Overall, the Barbour Boat Works Company's choices in the advertisement of their recreational watercraft demonstrated their understanding of their customer base and their vessels. By not taking out many advertisements in local North Carolina newspapers for their smaller vessels and instead using any of the space that they did purchase to help garner goodwill with their community, they acknowledged the lack of centrality of their customers, despite the boat racing history of New Bern. By using their sales brochures to go into greater depth both in the narrative descriptions and with technical specifications within every brochure, they had the potential to both captivate and educate their potential customers, providing more information than would be feasible in other media. The company's generally smaller advertisements in special-interest magazines helped to spread both the company's presence and introductory information about their vessels to a broader yet more specific group of people.

Conclusion

Although the Barbour Boat Works Company ultimately stopped their production of recreational watercraft, it is clear that throughout the years they were willing to change their vessels and the line of available vessel types in order to adapt to the wants of their customers and to hold consumer interest. By focusing on the changes and similarities occurring in the vessel specification and their advertisements, the boat works' recreational watercraft building program reflects an understanding of their products and their customers throughout the years. Although the Barbour Boat Works Company only produced recreational watercraft for thirty out of their sixty-five years of business, their understanding of their product and customer base demonstrates the broad perspective of the company.

CHAPTER SEVEN: CONCLUSION

Introduction

By studying the recreational watercraft of the Barbour Boat Works Company with a focus on the years 1950 through 1961 the advertising strategy of the company and its connection to consumer choice can be seen. The changes and similarities within the technical specifications issued by the company also adds to this understanding. This chapter ties together the information collected and the study in order to address general observations on the study itself and the research questions it set out to answer. The limitations that were involved within the study will also be discussed. Lastly, a few areas of potential further research are addressed regarding the topic of the Barbour Boat Works Company and their recreational watercraft building program.

Observations

One of the aspects of this study of the Barbour Boat Works Company that is both beneficial and a hindrance is the fact that this is the first in-depth study of the boat works' recreational watercraft. This was a benefit in the sense that it meant that there were a variety of ways in which the topic could be approached for a study. This thesis, being guided by the question of what the cultural and economic factors were which drove the recreational watercraft building programs of the Barbour Boat Works to change over time meant that the focus of this thesis could address the topic of changes through a study of the company's advertisements.

With the information available, a complete answer to this main question was not able to be reached within this study, particularly regarding economic changes. This was due primarily to the large amount of information available on the company's recreational watercraft from their advertisements and a lack of access to available comprehensive financial information on the

company. Because of this distribution of available types of data, the cultural changes that could be perceived through the company's advertisements were ultimately the main focus for understanding the changes that occurred in the various recreational vessels that the company built.

Consumer choice can clearly be seen acting as an influence on the company's brochures as is evidenced by the amount of change which occurred through the years. These changes in the types of vessels offered and the changes in the company's advertisement styles clearly reflect an attempt by the Barbour Boat Works to address their potential customers. The years near the end of the recreational watercraft production are particularly reflective both of the company's understanding of their customers' shifting taste as is evidenced by a change in style for their advertisements and their announced intention to produce fiberglass vessels. Because Rembert R. Rivenbark clearly stated that the reason that the company stopped making their line of recreational watercraft was the impracticality for them to build fiberglass vessels like their competitors, the influence of competitors' products and the changing consumer taste helps to cement the fact that the Barbour Boat Works' decisions for their recreational watercraft line were driven by an understanding of consumer demand and their competitors' responses to such demands (Landis 1981:2–3; Perry 2019:27).

By studying the Barbour Boat Works' recreational watercraft through their variety of advertisements, the changes that occurred in the line of recreational watercraft shows the importance of 1960 as a turning point in many aspects of the business. Because this year was so close to when the company stopped making recreational watercraft, the changes within all of their vessel specifications, along with their reintroduction of smooth-sided vessels in an attempt

to appeal to a wider range of tastes definitely points towards the attempts to adapt before ultimately stopping the production of vessels in 1962.

The company's advertisement strategy, particularly the contrast between their placement of advertisements within special-interest magazines and local newspapers also shows an understanding of the various levels of effectiveness of their available advertisement media. By using their local papers to garner goodwill with their county and community instead of trying to advertise their recreational watercraft, their use of special-interest magazines helped to reach an interested and national audience.

Although these advertisements in special-interest magazines were considered in this thesis, the study by no means included the whole of the advertisements that the company produced throughout the thirty years it built recreational watercraft. Even focusing only within the years from 1950 through 1961, there were a variety of advertisements placed in *Motor Boating Magazine* which were not included here. This was both due to difficulty of gaining access to the magazine issues and due to conscious choices to not reference advertisements which were similar enough to previously referenced advertisements to be redundant for this study.

From looking at the archived collection at East Carolina University, there are advertisement proofs for *Yachting Magazine, The Boating Industry*, and *Rutter Magazine*; however, an inclusion of many of these advertisements were hindered by a lack of access to archived editions of the magazines. Regardless of difficulty of access to materials, the lack of a complete survey and consideration of the entirety of the Barbour Boat Works Company's advertising champaign means that, although the sources referenced for the period under discussion are incomplete, overall they are believed to be representative of the advertisement

champaign of the Barbour Boat Works for approximately a decade, when considering company sales brochures, local newspapers, and at least one special-interest magazine.

Limitations

One area of this study which is somewhat lacking is due consideration of the technical specifications of the vessels themselves. Even with an emphasis on consumer choice, the changes in vessels throughout the years could be considered much more in-depth when looking at the differences in the specifications. This study focused mainly on the measurements which changed through the year and which could likely catch a buyer's attention. By not studying the performance differences which would have come with such changes, there is a lack of complete understanding of how and why these changes occurred. The number of measurements included here is also only a sample of the information available from the brochures.

A second portion of this study which is incomplete is an understanding of the use of Barbour Boat Works recreational watercraft in other advertising beyond their own published paper advertisements. The inclusion of Barbour Boats in T. D. Lewis Machine Shop and Harbor Plywood advertisements were previously referenced within this study; however, other advertisements such as engine advertisements featuring Barbour Boats have not been included, nor have any references to boat shows that the company attended or advertisements from dealers who sold the vessels (Harbor Plywood Corporation 1938; T. D. Lewis Machine Shop 1958). The role of broadcast advertisements has also not been mentioned, although from the archives at East Carolina University, they advertised over the radio on multiple occasions (Barbour Boat Works Inc., 2020d). While this omission is not detrimental to this study, it does mean that it is

incomplete in creating an entire picture of the ways that the company's vessels were sold and the effectiveness of the company's responses to consumer influence.

As far as the specific problems that occurred in conducting this study, the largest hurdle was in the gathering of the Barbour Boat Works advertisements. The sales brochures that were available for this study did not include 1956 which left a notable gap in many of the measurements for the vessels. For some of the other sales brochures, due to the nature of acquiring scans from a Facebook page, some of the years were not able to include page numbers due to the unordered nature of the pictures, notably 1951 and 1960, and the 1958 brochure did not contain an even number of pages meaning it was either missing a page or had added one which did not belong within the brochure (Barbour Boat Works, Inc 1951a; 1958; 1960). These challenges with the brochures were not particularly harmful for the study as most of the information necessary for this study were included within the specification pages.

A lack of access to information from 1955 through 1960 is also evident within the special-interest magazine advertisements for *Motor Boating Magazine*. Although Google Books offered open access to a large number of the older issues of *Motor Boating Magazine*, the period from the June 1954 edition until the January 1961 issue had no access on Google Books nor from elsewhere while this study was being completed. Other magazines where they advertised, such as *Yachting Magazine*, also were not readily available for any of the years that the Barbour Boat Works produced recreational watercraft. As such, there is a notable gap in many of the smaller advertisements that the company may or may not have placed during these years. The October 1959 *Motor Boating Magazine* advertisement that has been referenced in regards to the unfulfilled intention to use fiberglass was only available from scans, as was the 1956 page

featuring the line of vessels being offered by the company (Barbour Boat Works, Inc. 1956a, 1959b).

Opportunities for Future Research

The most notable way in which future research is available for the recreational watercraft of the Barbour Boat Works Company is in a study of their financial information to understand the popularity of the various vessels and options. This form of study would be wildly beneficial, particularly to see the ways in which the advertisement strategies employed by the company were successful or unsuccessful. Some of the information necessary for this study is available in the archives at East Carolina University such as in boxes #181–#183 and #191–#198, although there is much information that is missing. One area of study which could be useful would be looking at the ways the recreational watercraft program changed in relation to their nonrecreational watercraft work. Because this study did not address the nonrecreational watercraft portion of the Barbour Boat Works Company beyond cursory mentions, a more in-depth study of the various fluctuations between the two sides of the business could offer some interesting insights into the company.

Another study which could occur with the recreational watercraft of the company would be in considering the vessels themselves and how the technical changes which occurred in these boats affected their performance. Such a study would have difficulty due to the lack of available plans; however, with the dimensions from the specification pages in conjunction with the pictures from the advertisements, and possibly with the consideration of the vessels that are still around today, it is possible that such a study could be completed to better understand the importance and role of the technical changes.

Another area of research which could be beneficial to conduct on the Barbour Boat Works Company's recreational watercraft is in creating a more comprehensive catalog and study of the company's advertisements. Where this study offered a beneficial preliminary understanding of the changes occurring in the Barbour Boat Works recreational watercraft production and advertisements, by delving more in-depth into the company's advertising champaign, the yearly changes could help to understand the recreational watercraft production with a clearer timeline for the changes.

Overall, this study helped to give a preliminary understanding of the Barbour Boat Works Company's changing use of advertisements, along with a selection of their technical specifications for recreational watercraft. These changes demonstrate the ways in which consumer choice can be reflected within a company's advertisements. Despite the Barbour Boat Works Company's attempts to adapt to the changing wants of its customers, ultimately the company's decision was to not adapt and instead change their focus on another aspect of their business. By studying the processes which led up to this decision, the choice can be better understood within its context.

REFERENCES

Alford, Michael B.
1990 *Traditional Work Boats of North Carolina*. North Carolina Maritime Museum, Beaufort, NC.

Anderson, Jennifer L.
2012 *Mahogany: The Costs of Luxury in Early America*. Harvard University Press, Cambridge, MA.

Barbour Boat Enthusiasts
2020a Who says that you can't have fun while social distancing?.... Barbour Boat Enthusiasts, Facebook, 27 June 2020. https://www.facebook.com/barbourboatenthusiasts/photos/pcb.1409317372589169/1409310185923221/
2020b "Congratulations Julian & Beth from Beaufort, North Carolina for recently completing their 1955 14' Barbour "Utility" restoration!! Another Barbour boat back in service." Barbour Boat Enthusiasts, Facebook, 10 June 2020. https://www.facebook.com/barbourboatenthusiasts/photos/a.913207188866859/1394819097372330/

Barbour Boat Works, Inc.
[1937] "Barbour Boats, Inc. Sales Brochure," Folder h, Box #187, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.
1949a Two New Models for 1949 by Barbour. *Motor Boating Magazine*, January 1949, 317. Accessed 23 April 2020. https://books.google.com/books?id=CPQ1AQAAMAAJ&q=barbour#v=snippet&q=barbour&f=false
1949b Best Wishes to Carteret County's Fishing Industry. *Carteret County News-Times* (Morehead City, NC), 18 November 1949, Section 3:3.
1950a Barbour Presents for 1950…. *Motor Boating Magazine*, New York, NY: Hearst Magazines, Inc., January (1950), 221. https://books.google.com/books?id=zt4PIGkxvOcC&q=barbour#v=onepage&q&f=false
1950b "Barbour Boat Works, New Bern, North Carolina, who had 6 prize winners in the 1949 Albany to New York Marathon..." Advertisement, Hearst Magazine, Inc., New York, *Motor Boating*, January (1950):330.
1950c Barbour Boat Works, Inc. 1950 Price List. Barbour Boat Works, New Bern, NC. Folder i, Box #159, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.
1951a 1951 Sales Brochure. Barbour Boat Works, New Bern, NC. Barbour Boat Enthusiasts, Facebook, 11 March 2020. https://www.facebook.com/pg/barbourboatenthusiasts/photos/?tab=album&album_id=911269332393978
1951b Barbour Builds Better Boats…. *Motor Boating Magazine*, New York, NY: Hearst Magazines, Inc., May (1951), 125. https://books.google.com/books?id=yDSQAynEmCwC&q=barbour#v=snippet&q=barbour&f=false
1951c Barbour Boat Works, Inc. 1951 Price List. Barbour Boat Works, New Bern, NC. Folder i, Box #159, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1951d Inquiry from George Rousseau to Barbour Boats Inc., January 16, 1951. Barbour Boat Works, New Bern, NC. Folder d, Box #146, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1951e Letter from Barbour Boats, Inc. to Mr. Magphil Kurt Lindberg, February 12, 1951. Barbour Boat Works, New Bern, NC. Folder e, Box #146, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1951f Shipping Invoice from Barbour Boats, Inc. to Rafael A. Villamil, May 12, 1951. Barbour Boat Works, New Bern, NC. Folder e, Box #146, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1952a 1952 Sales Brochure. Barbour Boat Works, New Bern, NC. Folder h, Box #187, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1952b Barbour Boat Works, Inc. 1952 Price List. Barbour Boat Works, New Bern, NC. Folder i, Box #159, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1953a 1953 Sales Brochure. Barbour Boat Works, New Bern, NC. Barbour Boat Enthusiasts, Facebook, 3 August 2018. https://www.facebook.com/pg/barbourboatenthusiasts/photos/?tab=album&album_id=911275245726720

1953b Letter from E. Weigl, President to Mr. E. J. Dagostin, Selma Alabama, 27 February 1953, Folder c, Box #110, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC. (Used to be BBW 2019a)

1953c Barbour Boat Works, Inc. 1953 Price List. Barbour Boat Works, New Bern, NC. Folder i, Box #159, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1954a 1954 Sales Brochure. Barbour Boat Works, New Bern, NC. Folder h, Box #187, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1954b Barbour Boats, Inc. 1954 Price List. New Bern, NC: Barbour Boat Works. Barbour Boat Enthusiasts, Facebook, 20 December 2019. https://www.facebook.com/barbourboatenthusiasts/photos/a.125510992134324 9/1255111154676459

1954c They're All Barbours.... *Motor Boating Magazine*, February 1954, 127. Accessed 14 July 2020. https://books.google.com/books?id=Qenox6Rs5tIC&q=barbour#v=snippet&q=barbour&f=false

1955a 1955 Sales Brochure. Barbour Boat Works, New Bern, NC. Barbour Boat Enthusiasts, Facebook, 20 December 2019. https://www.facebook.com/pg/barbourboatenthusiasts/photos/?tab=album&album_id=1255104514677123&__tn__=-UC-R

1955b Barbour Boats, Inc. 1955 Price List. New Bern, NC: Barbour Boat Works. Barbour Boat Enthusiasts, Facebook, 20 December 2019. https://www.facebook.com/barbourboatenthusiasts/photos/a.1255104514677123/1255106564676918

1955c Best Wishes for Continued Success to Barbour's Marine Supply Company. *Carteret County News-Times* (Morehead City, NC), 8 February 1955, Section 2:3.

1956a Barbour Better Built Boats; Greater Every Year!. *Motor Boating Magazine*, January 1956, 343. Scan posted on eBay by gdawg (seller username) on 8 October 2017. Accessed 23 June 2020. https://www.ebay.com/itm/1956-PAPER-AD-Barbour-Motor-Boat-New-Bern-North-Carolina-21-14-Outboard/311770948919?hash=item4896ff2537:g:3-sAAOSwImRYZ9ar

1956b Barbour Boat Works, Inc. 1956 Price List. Barbour Boat Works, New Bern, NC. Folder i, Box #159, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1957 1957 Sales Brochure. Barbour Boat Works, New Bern, NC. Folder h, Box #187, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1958 1958 Sales Brochure. Barbour Boat Works, New Bern, NC. Barbour Boat Enthusiasts, Facebook, 23 December 2019. https://www.facebook.com/pg/barbourboatenthusiasts/photos/?tab=album&album_id=1258302284357346&__tn__=-UC-R

1959a 1959 Sales Brochure. Barbour Boat Works, New Bern, NC. Barbour Boat Enthusiasts, Facebook, 24 December 2019. https://www.facebook.com/pg/barbourboatenthusiasts/photos/?tab=album&album_id=1258865580967683

1959b Barbour Proudly Presents the First of the 1960 Fleet. *Motor Boating Magazine* October (1959):184.

1960 1960 Sales Brochure. Barbour Boat Works, New Bern, NC, Barbour Boat Enthusiasts, Facebook, 15 January 2020. https://www.facebook.com/pg/barbourboatenthusiasts/photos/?tab=album&album_id=1282070455313862

1961a 1961 Sales Brochure. Barbour Boat Works, New Bern, NC. Folder h, Box #187, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

1961b Barbour Boats, Inc. 1961 Price List. New Bern, NC: Barbour Boat Works. Barbour Boat Enthusiasts, Facebook, 2 August 2018. https://www.facebook.com/barbourboatenthusiasts/photos/a.904464129741165/910305569157021

1961c Barbour The Silver Clipper Line.... *Motor Boating Magazine,* January 1961, 415. Accessed 14 July 2020. https://books.google.com/books?id=C5euBnmfrX4C&q=barbour#v=snippet&q=barbour&f=false

1962 Distinctive New Styling, Exciting New Interiors, Famous Barbour Craftsmanship this is Barbour '62. *Motor Boating Magazine,* The Hearst Corporation, New York, NY, January (1962):341. Accessed 24 June. https://books.google.com/books2020.?id=ZvGE_s6B6JEC&q=barbour#v=snippet&q=barbour&f=false

[1962] Barbour Boats, Inc. 1960, 1961, and 1962 Price List. Publication Unknown. Barbour Boat Enthusiasts, Facebook, 27 July 2018. https://www.facebook.com/barbourboatenthusiasts/photos/a.903510393169872/903720446482200

2019a History of Barbour Boat Works, Inc., Folder b, Box #110, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

2019b Thompson Brothers Boat Manufacturing Company Sale Brochure, Folder l, Box #187, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

2020c Aerial View of Barbour Boat Works, 24 March 1995. i57, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

2020d Copies of Advertisements on The Coastal Broadcasting Company, Inc. New Bern, NC. Folder g, Box #186, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

Barbour's Marine Supply Co.
1950 Barbour's Marine Supply Co. Welcomes All Fishermen. *Carteret County News-Times* (Morehead City, NC), 10 November, Annual Fishing Edition:12.
1958 "Handles Like a Dream!" it's an "MFG" you know." *Carteret County News-Times* (Morehead City, NC), 20 May, Section 2:2.
1960 Don't be Fooled by a Little Snow… Spring is Just Around the Corner! *Carteret County News-Times* (Morehead City, NC), 11 March, Section 1:3.

Bayton, James A.
1969 Motivation, Cognition, Learning– Basic Factors in Consumer Behavior. In *Dimensions of Consumer Behavior*. Second Edition. James U. McNeal (editor), pp. 43–54. Meredith Corporation, New York, NY.

The Beaufort News
1939 Fishing Boats: Advertisements. *The Beaufort News* 20 July, 22(30):6.
1941 Areal View of Barbour Boat Works in New Bern Where Mine Sweepers Are Being Built. *The Beaufort News* Carolina Coast Defense Edition 3 July, 29(27):8.

Binford, Lewis R.
1981 Behavioral Archaeology and the "Pompeii Premise". *Journal of Anthropological Research* 37, (3):195–208.
2001a Where Do Research Problems Come From? *American Antiquity* 66(4):669-678.
2001b On Science Bashing: A Bashful Archaeologist Speaks Out. *Bulletin of the Deccan College Post-Graduate and Research Institute* 60/61:329-335.

Boomer, Peggy
1969 Male Market: Big, Rich, but Tough. In *Dimensions of Consumer Behavior*. Second Edition. James U. McNeal (editor), pp. 237–246. Meredith Corporation, New York, NY.

Britt, Steuart Henderson
1950 The Strategy of Consumer Motivation. *Journal of Marketing* 14, no. 5:666–674.

Carteret County News-Times
1950 Cannon Boat Works: Advertisement. *Carteret County News-Times* Fishing Edition 10 November: 4. Morehead City, NC.
1955a Childhood Love Leads to Big Business for Herbert Barbour. *Carteret County News-Times* Fishing Edition 11 October, 44th year (No. 81) Section 9:1. Morehead City, NC.
1955b Morehead City Shipbuilding Corp.: Advertisement. *Carteret County News-Times* Fishing Edition 11 October, NC 44th year (No. 81) Section 5:4. Morehead City.
1955c Barbour Boat Works, Inc.: Advertisement. *Carteret County News-Times* Fishing Edition 11 October, NC 44th year (No. 81) Section 7:7. Morehead City.
1955d Opening of New Building Coincides with Anniversary. *Carteret County News-Times* (Morehead City, NC), 8 February, Section 2:2.
1957 Obituaries, H. W. Barbour. *Carteret County News-Times* 15 October, (1):4. Moorhead City, NC.

Conoley, Neal, John Conoley, Jim Conoley
2007 *Carolina Flare: Outer Banks Boatbuilding & Sportfishing Heritage*. Carolina Flare, LLC, Wendell, NC.

Cross, Gary
2000 *An All-Consuming Century: Why Commercialism Won in Modern America*. Columbia University Press, New York, NY.

Davis, Anita Price
2003 *North Carolina During the Great Depression: A Documentary Portrait of a Decade*. McFarland & Company, Jefferson, NC.
2015 *North Carolina and World War II: A Documentary Portrait*. McFarland & Company, Jefferson, NC.

De Kerchove, René
1961 *International Maritime Dictionary*. Second Edition. Van Nostrand Reinhold Company, New York, NY.

Djupedal, Knut
1986 The *Nordfjordfaering* of Western Norway: Changes in an Ancient Small Boat Design in Response to New Technology. *The Mariner's Mirror* 72(3):329-349.

Douglas, Mary, and Baron Isherwood
1979 *The World of Goods: Towards an Anthropology of Consumption*. Basic Books, NY. Republished 2002, Taylor & Francis e-Library.

Fischer, Claude S.
2010 *Made in America: A Social History of American Culture and Character*. The University of Chicago Press, Chicago, IL.

Fishback, Price V., William C. Horrace, Shown Kantor
2005 Did New Deal Grant Programs Stimulate Local Economies? A Study of Federal Grants and Retail Sales During the Great Depression. *The Journal of Economic History* 65(1):36–71.

Fleetwood, William C., Jr.
1995 *Tidecraft: The Boats of South Carolina, Georgia, and Northeastern Florida, 1550–1950*. WBG Marine Press, Tybee Island, GA.

Grubb, Edward L., and Harrison L. Grathwohl
1969 Consumer Self-Concept, Symbolism and Market Behavior: A Theoretical Approach. In *Dimensions of Consumer Behavior*. Second Edition. James U. McNeal (editor), pp. 63–74. Meredith Corporation, New York, NY.

Harbor Plywood Corporation
1938 "Super-Harbord "Absolutely will not disintegrate" Says Barbour" Advertisement, *Motor Boating*, Hearst Magazines Inc., NY, January (1938):351.
1939 *Information on Super-Harbord: The Outdoor Plywood, and Other Harbord Projects*. Harbor Plywood Corporation, 1939, Hoquiam, WA. Accessed 23 April 2020. https://archive.org/details/Sweets1939812Cat3/page/n7/mode/2up

Henthorn, Cynthia Lee
2006 *From Submarines to Suburbs: Selling a Better America, 1939–1959*. Ohio University Press, Athens, OH.

Hollenback, Kacy L., and Michael Brian Schiffer
2010 Technology and Material Life. In *Oxford Handbook of Material Culture Studies*, Dan Hicks and Mary C. Beaudry, editors, pp. 1–20.

Kelly, Richard, and Barbara Kelly
1993 *The Carolina Watermen: Bug Hunters and Boatbuilders*. J. F. Blair, Winston-Salem, NC.

Kiplinger Magazine
1948 Can advertising Deliver?: Both sellers and users are concerned over advertising's function in business. *Kiplinger Magazine* 2, Issue 2:40.

Landis, Catherine
1981 History of a Shipyard, *Gazette,* 2 September:1-3. New Bern, North Carolina. Folder b, Box #188, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

Lefler, Hugh Talmage
1956 *North Carolina History Told by Contemporaries*. University of North Carolina Press, Chapel Hill, NC.

Lemmon, Sarah McCulloh
1964 *North Carolina's Role In World War II*. State Department of Archives and History, Raleigh, NC.

Levy, Sidney J.
1969 Symbols by Which We Buy. In *Dimensions of Consumer Behavior*. Second Edition. James U. McNeal (editor), pp. 99–106. Meredith Corporation, New York, NY.

Library of Congress
[1968] Exterior view of showroom and offices and view through entry gate to Main Yard. Barbour Boat Works, Tryon Palace Drive, New Bern, Craven County, NC Photos from Survey HAER NC-44. *Library of Congress.* Accessed 24 July 2020. https://www.loc.gov /resource/hhh.nc0486.photos/?sp=10

McNeal, James U. (editor)
1969 *Dimensions of Consumer Behavior*. Second Edition. Meredith Corporation, New York, NY.

Meneley, Anne
2018 Consumerism. *Annual Review of Anthropology* 47:117–132.

Miller, Daniel
2008 So, what's wrong with consumerism? *RSA Journal* 154(5534):44–47.

Miller, Daniel (editor)
1995 *Acknowledging Consumption: A Review of New Studies*. Routledge, London, UK. Republished 2005, Taylor & Francis e-Library.

Motor Boating Magazine
1933 *Motor Boating Magazine*. International Magazine Co., Inc., New York, NY: July (1933). Accessed 23 April 2020. https://books.google.com/books?id=n8e6kyVrvHMC&q=mahogany#v=snippet&q=mahogany&f=false
1945 America's Leading Boat and Engine Builders Now 100% on War Work. *Motor Boating Magazine*. January (1945):5. Accessed 23 April 2020. https://books.google.com/books?id=2rh4MFlY4UUC&q=barbour#v=snippet&q=barbour&f=false
1950 Motor Boating's Specifications—1950 Outboard Boats. *Motor Boating Magazine*. January (1950):216. Accessed 30 June 2020. https://books.google.com/books?id=zt4PIGkxvOcC&q=barbour#v=snippet&q=barbour&f=false
1951 "Motor Boating's Specifications—1951 Outboard Boats." *Motor Boating*, Hearst Magazine, Inc., NY, January (1951):230.
1961 *Motor Boating Magazine*. Hearst Corp., New York, NY. July (1961). Accessed 23 April 2020. https://books.google.com/books?id=oNKfJdBh1cEC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

Mullins, Paul R.
2011 *The Archaeology of Consumer Culture*. University Press of Florida, Gainesville, FL.

New Bern Mirror
1970 Through the Looking Glass. *New Bern Mirror* 22 October, (32):1,8. Newbern, NC.

Oertle, Annette and Katherine Szabó
2019 From gathering to discard and beyond: Ethnoarchaeological studies on shellfishing practices in the Solomon Islands. In *Archaeologies of Island Melanesia: Current Approaches to Landscapes, Exchange and Practice*, Mathieu Leclerc and James Flexner, editors, pp. 151–163. ANU Press, Canberra, Australia.

Patterson, Robert P.
2014 *Arming the Nation for War: Mobilization, Supply, and the American War Effort in World War II*. Brian Waddell (editor). University of Tennessee Press, Knoxville, TN.

Peacos, Joseph, Jr.
2019 "Hello everyone. AN ALL NEW BARBOUR OWNER AND ENTHUSIAST GROUP HAS BEEN FORMED SINCE THE PASSING OF MR ASKINS. ANYONE INTERESTED IN JOINING US, PLEASE CONTACT ME AT - jp52gvillenc@gmail.com or check my new page @Facebook "BarbourBoatEnthusiasts"" Barbour Boats, Facebook, 30 March 2019 Joseph Peacos Jr. to Barbour Boats https://www.facebook.com/pg/BarbourBoats/community/?ref=page_internal Accessed 27 June 2020

Perry, Susie Rivenbark
2019 Barbour Builds Better Boats. *Journal of the New Bern Historical Society* 26, (1):18–31.

Pleasants, Julian M
2017 *Home Front: North Carolina During World War II*. University Press of Florida, Gainesville, FL.

Plywood Pioneers Association
1974 Harbor Plywood Corporation. *Plywood in Retrospect Monograph Series*, No. 14, 1974. Accessed 23 April 2020. https://www.apawood.org/data/Sites/1/documents/monographs/14-harbor-plywood-co.pdf

Rathje, William L.
1971 The Origin and Development of Lowland Classic Maya Civilization. *American Antiquity* 36(3):275–285.
1984 The Garbàge Decade. *American Behavioral Scientist* 28(1):9–29.

Ready, Milton
2005 *The Tar Heel State: A History of North Carolina*. University of South Carolina Press, Columbia, SC.

Reggie's Outboard Service
1958 Reggie's Outboard Service. *The New Bern Mirror* (New Bern, NC), 2 May:6.
1963 May God Bless You All. *The New Bern Mirror* (New Bern, NC), 20 December:15.

Reid, J. Jefferson, Michael B. Schiffer, and William L. Rathje
1975 Behavioral Archaeology: Four Strategies. *American Anthropologist* 77(4):864–869.
Reid, J. Jefferson, and James M. Skibo
2011 Introduction to Assessing Michael Brian Schiffer and His Behavioral Archaeology. *Journal of Archaeological Method and Theory* 18:273–277.

Reid, J. Jefferson (editor)
2011 *Special Issue: Assessing Michael Brian Schiffer and His Behavioral Archaeology*. 18(4):273–348.

Sandbeck, Peter
1999 Photographs Written Descriptive Data Barbour Boat Works, Tryon Palace Drive, New Bern, Craven County, North Carolina (No. NC-44). Report from Historic American Engineering Record, National Park Service, Washington, DC.

Schiffer, Michael Brian
2010 *Behavioral Archaeology: Principles and Practice*. Equinox Publishing Ltd., London, UK.
2011 *Studying Technological Change: A Behavioral Approach*. The University of Utah Press, Salt Lake City, UT.

Schwebel, Myra
1969 Sweet Calico Beds Tapped, *Palm Beach Post-Times*, 11 May:1. West Palm Beach, Florida. Folder b, Box #188, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

Shaw, Christopher W.
2016 "We Must Deflate": The Crime of 1920 Revisited. *Cambridge University Press* on behalf of the *Business History Conference*: 618–650.

Spencer-Wood, Suzanne M. (editor)
1987 *Consumer Choice in Historical Archaeology*. Plenum Press, New York, NY.

Staniforth, Mark
2003 *Material Culture and Consumer Society: Dependent Colonies in Colonial Australia*. Kluwer Academic/Plenum Publishers, New York, NY.

The State Port Pilot
1938 Time Change for Fishing Review. *The State Port Pilot* 31 August, 10(32):1. Southport, NC.

Stinson, Tom
1989 New Bern Once was Outboard Racing Capital, *The Sun Journal*, 4 July:B2. New Bern, North Carolina. Folder b, Box #188, Collection #758, J. Y. Joyner Library Special Collection, East Carolina University, Greenville, NC.

T. D. Lewis Machine Shop
1958 T. D. Lewis Machine Shop. *Carteret County News-Times* (Morehead City, NC), 02 May, Section 1:3.

Thorne, Barbara M. Howard (editor)
1984 *The Heritage of Craven County, North Carolina*. Eastern North Carolina Genealogical Society; History Division of Hunter Publishing Company, Winston-Salem, NC.

Trentmann, Frank
2004 Beyond Consumerism: New Historical Perspectives on Consumption. *Journal of Contemporary History* 39(3):373–401.

Unknown
1960 Barbour price list 1960-1962, Barbour Boat Enthusiasts, Facebook, 28 July 2018. https://www.facebook.com/barbourboatenthusiasts/photos/a.904464129741165/904707903050121/?type=3&theater

Walker, William H., James M. Skibo (editors)
2015 *Explorations in Behavioral Archaeology*. The University of Utah Press, Salt Lake City, UT.

Way, Any Moig
2018 A behavioral approach to cumulative palimpsests: An example from Weereewaa (Lake George), Australia. *Journal of Anthropological Archaeology* 52:59–70.