

A NEW TYPE OF AMERICAN IMAGE . . .

# WOMEN WHO SAIL

**THEY OPEN A WHOLE NEW WORLD OF  
PROMOTIONAL POSSIBILITIES FOR YOU.**



*A woman who can sail a boat? A large heavy boat all by herself? Unheard of! True, the women in this world who are heavily experienced sailors are very few, but there's no reason why any woman can't enjoy sailing, and even captain a ship herself.*

*We're out to prove just this point to the good old bicentennial U.S.A. in the first annual women's singlehanded race to be held Sunday, Sept. 5 in conjunction with the Cruising Ships Contest in Newport Harbor. Boats to be raced will all be Westsail 32's equally outfitted.*

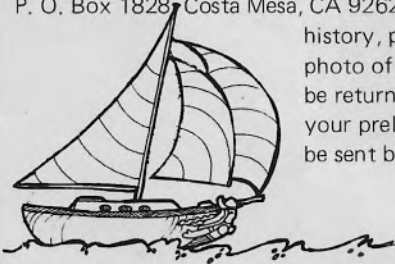
*Each woman will be sponsored by a company or manufacturer who will donate to the winning purse. She will, of course, be available to her sponsor for further promotion efforts. Two and a half months prior to the race, the week of June 14, preliminaries will be conducted at Westsail Corporation's Newport Beach Cruising Center to determine who the actual contestants and their sponsors will be.*

## CALL FOR CONTESTANTS

Are you or do you know a woman who has singlehanded or crewed heavily aboard a 32 to 40 foot sailboat? Such a person is qualified to enter the preliminaries for this race. It will undoubtedly be conducted in light air, as typical conditions in Southern California are 2 to 10 knots of wind. Final contestants will be required to spend several hours aboard practice boats to familiarize themselves with the boat and the course.

If you feel you may be qualified, please don't hesitate to contact Westsail Corporation immediately, as the preliminaries will have to be limited to 50 women. Write Westsail Corp., P. O. Box 1828, Costa Mesa, CA 92626 with your sailing

history, physical condition, and a photo of yourself that may not be returned. Should you qualify, your preliminary race date will be sent by return mail.



## CALL FOR SPONSORS

Sailing is very "now" with its conservationist, energy-free appeal; its emphasis on personal well-being, health, and self-reliance; and its nostalgia for voyages made in the past.

If you are a manufacturer or distributor of consumer goods and you are looking for a new promotional direction, you may want to join us in this opportunity for nationwide news coverage of the Women Who Sail race and Cruising Ships Contest. Sponsoring a contestant will give you a new type of personality, "the woman sailor," as a base for your own promotion/advertising, as well as a tie-in with this charismatic way of life. Supportive expenses are minimal, no more than \$5000 or \$6000 including a full page ad in the Los Angeles Times supplement supporting this event, expenses for your contestant, and \$1000 donation towards the winner's purse. Of course, anything else you wish to spend in support of this promotion is up to you.

Should you be interested in sponsoring a competitor in this race, please contact Ms. Jeannette Sheridan or Ms. Lynne Vick at Westsail Corporation, P.O. Box 1828, Costa Mesa, CA 92626 (714) 549-9711 with your ideas as soon as possible!



*A first in Southern California.  
One of the year's most exciting events!*

## **The 1976 Cruising Ships Contest and Women's Singlehanded Race**

will be previewed in a special section on  
Sunday, August 29th in the Los Angeles Times

Women single-handedly handling a large boat? Not unheard of any longer and this issue will prove how it can be done by focusing on the women who will do it—in the first annual Women's Singlehanded Race to be held in conjunction with the exclusive Cruising Ships Contest to take place at Lido Village in Newport Beach on Saturday, September 4th and Sunday, September 5th.

This special Times section will focus on the race, the contestants, the sailing ships — and offer background data on long-distance cruising records. A sport loaded with action, glamour and excitement and this issue will capture it all.

The audience this section will reach—more than 1,244,000 better-income, sports-active households throughout the Los Angeles-Orange County market, representing: 77% of all families earning \$35,000 or more; 67% earning \$25,000 or more; 56% earning \$15,000 or more; nearly 56% headed by professionals and executives.

**Join us in this special section on Sunday, August 29th.  
Contact your Los Angeles Times advertising representative  
for further details.**

# **Los Angeles Times**