



the Pearson 323

*Come Sail
With Us...*

the new Pearson 323 is raising a lot of eyebrows. It's also raising a lot of questions. "How are you going to describe her? She's so different!" Good point. So we decided to do it with pictures and let you be the judge of this remarkable new 32 foot cruising machine.



Any beautiful day is made more perfect by the spacious and accommodating 32 footer. Whether you're off on an extended cruise or a day sail, she'll turn heads wherever you go.



The short table opens for storage, while the surrounding bulkheads are designed specifically for easy loading of automation.



Emerging under an easing or bearing into it under a full speed of sail, the cockpit of the 323 is human engineered to be as comfortable on any angle of sail as she is at rest. Three private storage units.



The galley proved well suited to the efficiency built into the sailing function. Having drinks or a full-course meal, you'll appreciate the thought put into it.



The only rule by which she was designed was the personal rule of Bill Ebbson... that a boat should be safe, attractive and a delight to sail.

The new Pearson 323 has a distinct international flavor about her. Different. Fresh and alive. Ready to be judged today for her innovations, and, tomorrow, for the accuracy of her predictions.



What's perfect goes for those few (that's why we're here). Check out the show-and-tell and make the jump over.



More of a lounge than a berth. A Pearson designed interior makes being afloat as comfortable as your mattress.



Quality does, indeed, speak softly. The multi-position table sets at heights or angles ready for formal dining or more casual dinner fare.



Sometimes you're towing a little kite. Not the kite and you. You'll be there sooner than you think.



When all is said and done, fun, relaxation and confidence in your boating what it's all about. Come Get With Us. ...

Bill Shaw provides his thinking on the overall. And if our photo captions don't coincide exactly with the advantage you see to a design or construction detail, select the benefit you personally will derive most and let us know. When we say, "Come Sail With Us" . . . we mean it.



Continued influence is everywhere in the new 300.
Contemporary. Not extreme in any way. Practical, but beautiful.



The 300's full width enable our designers to sit around with the finest attention. You find it difficult to believe that you're aboard a 32-foot boat.



"How, why, didn't they think of that before?"
The recessed anchor well forward is only one reason we cheer it all along. Clean, neat, tidy and always available.



Comfort is the key consideration . . .
The toilet basin is flush when you need it, sealed except when you don't!



Don't miss . . . before it's too late.

the Boat

You may be interested in what was going through my head while I was designing the new 323. In a nutshell... the young adults of America, to my way of thinking, are bringing an exciting new dimension to sailing. A dimension that reflects their attitudes—lifestyle, values and approach to their leisure time activities.

Be it skiing, surfing, camping, canoeing or sailing, the younger generation is doing things with a flair that cannot be denied. They're seeking quality, style, performance, informality, resale value and no hassles.

Then too, after a couple of my recent trips to the continent, I came away impressed with some of the international styling and innovation. Functional, pleasing touches that, in my opinion, deserved consideration.

So I set about to design an honest cruising boat with youthful ideas and an international flavor. The 323's underbody configuration is as modern as her profile is traditional. To look fast is one thing. To go fast in comfort is quite another. After all, the water is only concerned with what it touches. The combination gave me a big, roomy 32-footer that really gets up and goes. But to look clean doesn't mean you have to leave out fresh ideas, so the 323 has a lot of refinements like a recessed anchor well forward, compartments aft for propane gas cylinders and 6-man life raft, a molded-in chart table, smoked windows, an access steps around the cockpit, and a number of other refinements both above and below decks that I consider real progress in both design and construction.

Oh, one more thing. With the price of things today climbing the rigging, I had to develop some procedures that would maintain or improve our quality while holding or reducing costs. We did that too. So take a real close look at our new 323.

She features the best of international design for today's young-at-heart.

Sincerely,



William H. Shaw


PEARSON YACHTS

A Division of Pearson Marine International, Inc.
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the **PEARSON** 323
 Come Sail
 With Us...

DESIGNER: WILLIAM H. SHAW

SPECIFICATIONS*

L.O.A.	32'3" (9.83m)
D.W.L.	27'6" (8.38m)
BEAM	10'2 1/4" (3.12m)
DRAFT	4'5" (1.35m)
DISPLACEMENT	12,800 lbs. (5,806 kgs)
BALLAST	4,500 lbs. (2,041 kgs)
SAIL AREA	478 sq. ft. (44.4m ²)
MAST HEIGHT ABOVE D.W.L.	45'4" (13.8m)
COCKPIT LENGTH	8'0" (2.45m)
POWER	Diesel

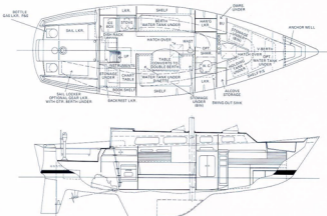
*approximate

PEARSON YACHTS

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Prices and specifications subject to change without notice.



"A dedication to quality makes our business your pleasure."