

MAHA RULES FACTORY DIRECT SALES



What makes a great slalom ski?

Tunnel Concave - Rocker - Bevels
Acceleration Through Stiffness
Bindings That Give You Control

Maherajah Has Been Doing It

For Over 30 Years!

The Classic Wood

Sizes: 160 165 172cm
Sug. retail \$240.

Factory Direct \$179.95

Shown with Front Adjustable,
price includes your choice of
front Maha binding.

Ski Case \$30.

360 Wood

One size fits skiers
60 to 260 lbs., and all
abilities.

Sug. retail \$240.

Factory Direct \$179.95

Shown with Front Adjustable,
price includes your choice of
front Maha binding.

Ski Case \$30.

66/38off Wood

The hottest performing wood
ski ever built. One size - 66"
Sug. retail \$260.

Factory Direct \$190.

Shown with Double Wrap Mr. M,
price includes your choice of
front Maha binding.

Ski Case \$32.

Maherajah Classic Wood

Maherajah combines maximum
performance with the classic beauty of
exotic hardwoods. The most beautiful
hardwoods are laminated into champion-
ship skis - no veneers or soft wood cores.
Exemplifying esthetic excellence and
proven performance.

Prices and specifications subject to change without notice.

MAHERAJAH
WATER SKIS

226 Healdsburg Ave
Healdsburg CA 95448

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U.S. POSTAGE
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Healdsburg, CA
Permit No 117

Step into a Maherajah Binding for a great fit, Competition Performance, and a Factory Direct Price that is less.



The binding on your water ski is often the most critical part of the ski itself. How well the binding fits affects your control, performance, skiing pleasure and safety.

Maherajah bindings have alot going for them. Support, comfort, balance and a custom fit for your foot. Maherajah also has Factory Direct ordering that saves you money.

Update the performance of your ski this season with a new competition proven Maha binding. Select your favorite, all Maherajah front bindings are built on a plate for quick and easy mounting.

Competition Plate



Maherajah's Competition Plate binding is our best fitting binding. The choice of many top Pro skiers, double overlay heel cup, fully adjustable arch strap and supple natural rubber combine for top performance. Available in sizes 6 thru 12. Reg. \$50. **Factory Direct \$40.**

Front Adjustable



The leader in adjustable bindings. The front toe piece latch adjusts to keep critical heel balance position. Fits sizes 7 thru 12. Reg. \$70. **Factory Direct \$56.**



Special High Heel

Competition proven special high heel for maximum support, control and maneuverability. Double overlay heel, one size. Reg. \$18. **Factory Direct \$14.**

Back Toe Binding

Made in 3 sizes Small, Medium and Large. With anti-skid tape. Reg. \$15. **Factory Direct \$12.**

Double Wrap Mr. M

Maherajah's ultimate binding for the enthusiast. Use both wrap around straps or only one. Higher boot top combines with adjustable straps for maximum lateral support. Built in sizes 6 thru 12. Reg. \$60. **Factory Direct \$48.**

Slalom Heel Holder



Do you do dock starts, or start with one foot out, but want extra support for hard turns? The Maherajah Slalom Heel Holder is the answer. In one size. Reg. \$9. **Factory Direct \$6.**

Order Now Factory Direct.

Phone Maherajah **collect** at (707) 433-9413 and charge it to your VISA, MasterCard, American Express or send moneyorder to Maherajah Water Skis, 226 Healdsburg Ave, Healdsburg CA 95448. We will ship your binding within 10 working days prepaid anywhere in the Continental United States. California residents add 6% sales tax.

MAHERAJAH

WATER SKIS

prices and specifications subject to change without notice.

The World's ski is \$60 less

Ever wanted a water ski that could do it all — slalom, jump the wake, cruise the lake, or that is just plain fun and easy to get up on? Ski the Maherajah 360 and see how much fun water skiing can be. And right now you can save \$60 by ordering your Maherajah 360 ski factory direct.



A lot of skiers call the Maherajah 360 "the best all around ski in the boat". They're right, the 360 fits everybody from 60 to 260 lbs., champions to first time beginners. Even junior racer's use the 360 in high speed competition. The same ski Mom enjoys because she can ski at her speed.

Mounted with the famous front adjustable binding, the 360 fits most feet too. With adjustable arch strap and positive latching front toe piece, the skier's foot is held firmly and comfortably in place surrounded by natural rubber. And, no matter what size the foot is (7-12), the skier's weight is always centered over the critical balance position of the ski.

Prices and specifications subject to change without notice.



most versatile factory direct.

Incredibly durable and strong, the 360 ski is constructed of pre-impregnated fiberglass with a newly developed high pressure pre-laminated textured top and bottom.



Also available in Maherajah's beautiful Classic Wood construction — both skis have concave, textured 45° bevel, drop thru fin and unmistakable Maha performance.

Order Now and Save \$60.

Phone Maherajah **collect** at (707) 433-9413 and charge it to your VISA, MasterCard, American Express or send **\$179.95** to Maherajah Water Skis, 226 Healdsburg Ave., Healdsburg, CA 95448.

We will ship your ski within 10 working days prepaid anywhere in Continental United States. California residents add 6% sales tax.

MAHERAJAH[®] WATER SKIS

The Stiff Ski

Set Your Own Record on the Maherajah 66/38off.

protective
rubber tip

wider tip
and shovel

durable
textured
top surface

thicker
sidewall

deeper,
narrower
concave

choice of
Maherajah
bindings

Shown with
Double Wrap
Mr. M

soft
textured
bottom

Shown with
Optional
Special
High Heel

variable
bevel

drop thru
fin with
protective
rubber
cap

These features make
the 66/38 off work
for you.



After the spray has settled, one ski stands alone — the Maherajah 66/38off. The name says it all, 66 inches of pure high performance fiberglass designed and built to make the record, a perfect pass at 38 off.

Last year we built the yellow ski that won both men's and women's divisions at the National and World Tournaments. The same ski designed and endorsed by the two top slalom skiers in the world.

This year, that ski out of the same mold has been improved. The name has been changed but not the performance. Maherajah builds skis that last. In short, you get your money's worth with a Maha. The 66/38off is state of the art fiberglass constructed. Newly developed textured pre-laminated fiberglass top and bottom glistens with armor like durability. Lighter and stiffer than the previous model, one ski size provides outstanding performance for skiers within a wide weight range (100-200 lbs.).

Don't let the Maherajah 66/38off's reputation scare you off.

The 66/38off is reliable, consistent and positive during the progression of a slalom turn. Amateurs and weekend enthusiasts alike, rave about the ski's confidence building performance. You'll be able to set new personal limits in short line skiing. Cut after cut you'll come to appreciate and understand how well you ski now, and how much

better you can be. Available with either Maherajah's Double Wrap Mr. M, Competition Plate or Front Adjustable bindings, the 66/38 off can be totally customized to your requirements.

So what are you waiting for? This season set your own record on the Maherajah 66/38 off and show the competition what you can really do.



MAHERAJAH
WATER SKIS

The **WINNER** and the **STIFF SKI.**



Cyndi Benzel, rated No. 1 on the World standings list, became the current National Women's Open Slalom Champion riding the Maherajah Stiff Ski.

Why does Cyndi ski on a Maherajah?

"I ski on a MAHA because it is the best ski I've found so far."

"I like it because it accelerates and turns very well. It stays down in the water when I complete the turn. It doesn't skip-out or slide-out causing me to fall."

"Skis that are flexible are more work for me. It is harder to make them accelerate, and flexible skis are slower. Stiff skis are faster, and a faster ski is less work."

"I will continue to ski on a MAHA until I find something better."

Research and testing have enabled Maherajah to perfect a light weight, super strong, stiff ski, constructed of pre-impregnated fiberglass which performs equally well for people in a wide weight range. (100 to 200 lbs.)

Pass Your Competition—Buy a Stiff Ski Direct from Maherajah Now and Save \$70.

Your choice of Maherajah front binding. Personalized—FREE engraving on fin.

Suggested Retail	\$290.00
Factory Direct	219.95

Do as Cyndi says ...

"Call Maherajah collect at (707) 433-9413 and order your Stiff Ski the Maherajah 66/38off." Charge it to your VISA, MC, AX or send moneyorder to:

Maherajah Water Skis
226 Healdsburg Ave.
Healdsburg, CA 95448

We will ship within 10 working days, prepaid in the continental U.S. Calif. residents add \$13.20 tax.

Join Cyndi and Beat Your Competition. Ride the Stiff Ski—The Maherajah 66/38off.

MAHERAJAH[®]
WATER SKIS



Why Buy Factory Direct?

Buying Direct from the Maherajah Factory offers you four advantages.

1. You get the most current Maherajah merchandise. You do not get the dealers unsold out-dated stock.
2. You save money. You do not pay part of the dealer's overhead; and you receive special customer discounts from Maherajah.
3. You do not have to leave your home, waste expensive fuel, find a parking place, wait for a sales person, and run the risk of not finding the ski or ski accessories which you are looking for. You just pick up the phone and call Maherajah COLLECT: (707) 433-9413.
4. You can talk with Bob Maher, the President of Maherajah, to make sure you are buying the right ski and ski accessories. An excellent competitive skier himself, Bob will even give you free tips on how to ski better on your Maha! When ordering your ski just call Maherajah COLLECT: (707) 433-9413.

Free Ski Vest!

Buy the stiff ski, the Maherajah 66-38off, Factory Direct before March 20, 1981. Not only will you save \$70.00, but Maha will give you a Free Maherajah Ski Vest worth \$48.00. Yes, it is the popular and attractive soft black fabric vest which is Coast Guard Approved. And you will receive it free! Available in xs, sm, med, lg, and xl.



OFFER EXTENDED
ORDER YOUR STIFF SKI BEFORE
APRIL 30, 1981 AND RECEIVE A
\$48.00 MAHA SKI VEST FREE!

The Offer

Save \$70. on Maha's Best Ski.

Right now you can order the 66/38off from the Maherajah Factory and save \$70. off the suggested retail price of \$290. This is a very special offer from Maherajah. No where else will you be able to get the incredible 66/38off with your choice of front binding and personalized engraved fin.

Your Choice of Front Binding.

Select the front binding of your choice. For size versatility get the **Front Adjustable** which latch adjusts to fit sizes 7 to 12. Or choose the most popular plate binding built today—the **Competition Plate**. Available in sizes 6 thru 12. For the ultimate performance, the **Double Wrap Mr. M**, in sizes 6 thru 12.

Optional to this special offer is your choice of rear heel devices. The Special High Heel is \$14. or the Slalom Heel Holder is \$6.

Name Engraved.

Only through this special offer will you have the opportunity to totally personalize your 66/38off with your name engraved on the fin—FREE. That's a \$15. value bonus free from Maherajah

Order Your 66/38off Today.

Phone Maha collect at (707) 433-9413 and charge it to your VISA, MasterCard, American Express or send money order for \$219.95 to:

Maherajah Water Skis
226 Healdsburg Ave.
Healdsburg, CA 95448

Your ski will be shipped within 10 working days, freight prepaid anywhere in the continental United States. California residents add 6% tax.

Prices and specifications subject to change without notice.

The Case

Now available is a custom case for the 66/38off slalom ski that matches the new Maherajah Sport Luggage line. (see page 7)

Constructed of superior strength and waterproof ballistic nylon. Bottom zippered for quick and easy ski access.

One size. Sug. retail \$42.

Factory Direct \$32.



Need a Vest?

Maherajah offers a handsome soft, black fabric vest that is Coast Guard approved. 5 sizes: XS S M L XL.

Sug. retail \$48. **Factory Direct \$38.**

Maherajah Racing Ski

The Maherajah Racing Ski is the stiffest racing ski built for constant re-entry landing — perfect for both out-front and Australian style skiing. The same design that won the 1979 U.S. National and World Racing titles in both Men's and Women's divisions.

The ski is constructed from high pressure pre-preg fiberglass on top and bottom of an all new laminated hardwood core. Exclusive knurled edge for precise tracking, and stainless steel drop thru fin.

Ski length: 6' 77"

Ski width: 6.5"

Blank with fin sug. retail \$600

Factory Direct: \$480

Ski Case

Factory Direct \$72

Personalized Cutting Boards & Knife Blocks



Carving Board
15" x 23"
Factory Direct \$32
Sug. Retail \$45

Knife Block
Factory Direct \$18
Sug. Retail \$24

Steak Knife Block
Factory Direct \$14
Sug. Retail \$20

Knife & Cleaver Block
Factory Direct \$32
Sug. Retail \$45

Made from random and unique combinations of ash, bubinga, shedua and purple heart. The same woods used in Maherajah's famous Classic Wood slalom ski.

Custom exotic laminated hardwood counter and bar-tops are also available. Price ranges \$15 to \$20 per square foot. 1 1/2 inch thick by 30 inches wide, lengths to 8 feet.



Sandwich Board
9" x 13"
Factory Direct \$18
Sug. Retail \$24

French Bread Board
6" x 15"
Factory Direct \$16
Sug. Retail \$24

Hors d'oeuvre Board
10" x 14"
Factory Direct \$24
Sug. Retail \$32
shown below



BOB & LIZ

More than just unique, personalize your cutting board or knife block with custom branding. A great gift idea, brand a name or message (up to 24 letters & spaces). **Factory Direct - \$8.**

Order Today Phone Maherajah collect at (707) 433-9413 and charge it to your VISA, MasterCard, American Express or send Moneyorder to: Maherajah 226 Healdsburg Ave., Healdsburg, CA 95448. Calif. residents add 6% sales tax.

MAHERAJAH

Attractive, Useful, Quality, Soft, Durable, Luggage from Water Skis?

That's right.

Maherajah Custom Sport Luggage



Description	Suggested Price	Factory Direct
A. Multi-Ski Bag 78"x14"	\$119.	\$87.
B. 22" Roll Bag with pocket	45.	36.
C. Padded Bottle Bag	27.	20.
D. 28" Roll Bag	59.	45.
E. 20" Locker Bag	59.	45.
F. 15" Shoulder Tote	45.	36.
G. Toilet Kit	19.	15.
H. 25" Cargo Bag	99.	80.
I. Tube Snow Ski Case 200cm	55.	40.
J. Garment Bag	149.	115.
K. Portfolio	19.	15.
L. 20" Carry-On with pockets	89.	70.

For the first time ever! A complete line of custom sport luggage from Maherajah Water Skis — custom made by one of America's leading luggage manufacturers.

Attractive black and yellow ballistic nylon is both superior in strength and waterproof. Take more, and pack more easily with light weight unstructured Maherajah Sport Luggage.

The best nylon zippers, custom hardware and specially woven nylon and cotton web handles adds up to practical, easy to handle, quality luggage that will last trip after trip.

Available only Factory Direct, Maherajah makes it easy and affordable for you to get this fantastic gear.



Order Today Phone Maherajah collect at (707) 433-9413 and charge it to your MasterCard, Visa or American Express. Or send payment (moneyorder) with your order to Maherajah Water Skis 226 Healdsburg Ave, Healdsburg CA 95448. Your order will be shipped UPS prepaid within the Continental U.S. within 10 working days.

Prices and specifications subject to change without notice.

MAHERAJAH
WATER SKIS

POWDER ADVENTURE

It's unique!

It's exciting!

It's challenging!



It could be you!

360 Powder Performer Data

Ski Length 177 cm.
Ski Weight 5 lbs. 12 oz.

Available Factory Direct,
the new Maherajah 360
Powder Performer is
introductory priced at
\$129.95. You save \$40 off the
suggested retail price.

Let it be you!

Order Today Phone Maherajah
Collect at (707) 433-9413 and charge it
to your VISA, MasterCard, American
Express or send money order for
\$129.95 to: Maherajah Water Skis 226
Healdsburg Ave, Healdsburg CA 95448.

Your order will be shipped UPS
prepaid within the Continental U.S.
within 10 working days. California
Residents add 6% sales tax.

MAHERAJAH

Ski the Maherajah 360 Powder Performer. This is not a waterski, but a unique single snow ski that provides excitement and new sensations for powder and soft snow enthusiasts.

The wide single ski reacts like a surf board, a water ski and a snow ski. You float swiftly down the hill with control - the ski's full concave gives continuous directional stability.

Because you ride a single platform, edge transition is smooth and even - and there are no tips to cross. Built totally of high pressure pre-preg fiberglass, the ski's internal pressure chamber core produces superior strength and flex characteristics.