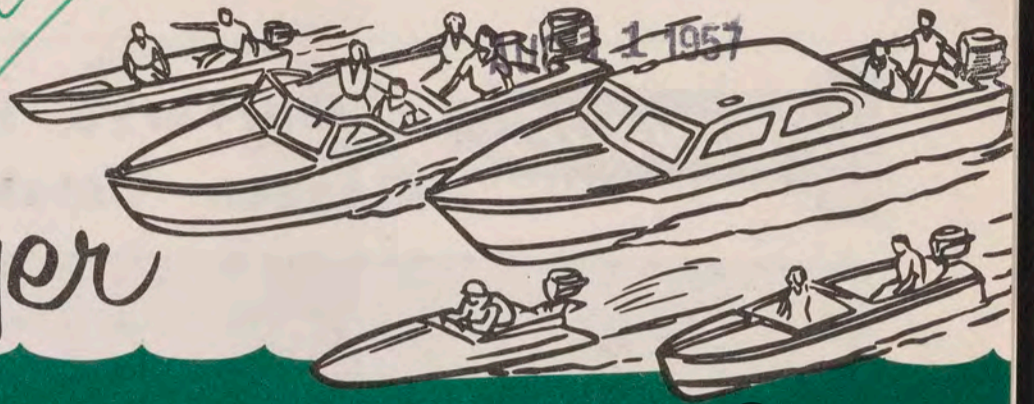




*W. C. M.*  
messenger



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Kiekhaefer Corporation, Fond du Lac, Wisconsin

August 1957 Vol. 6 No. 8

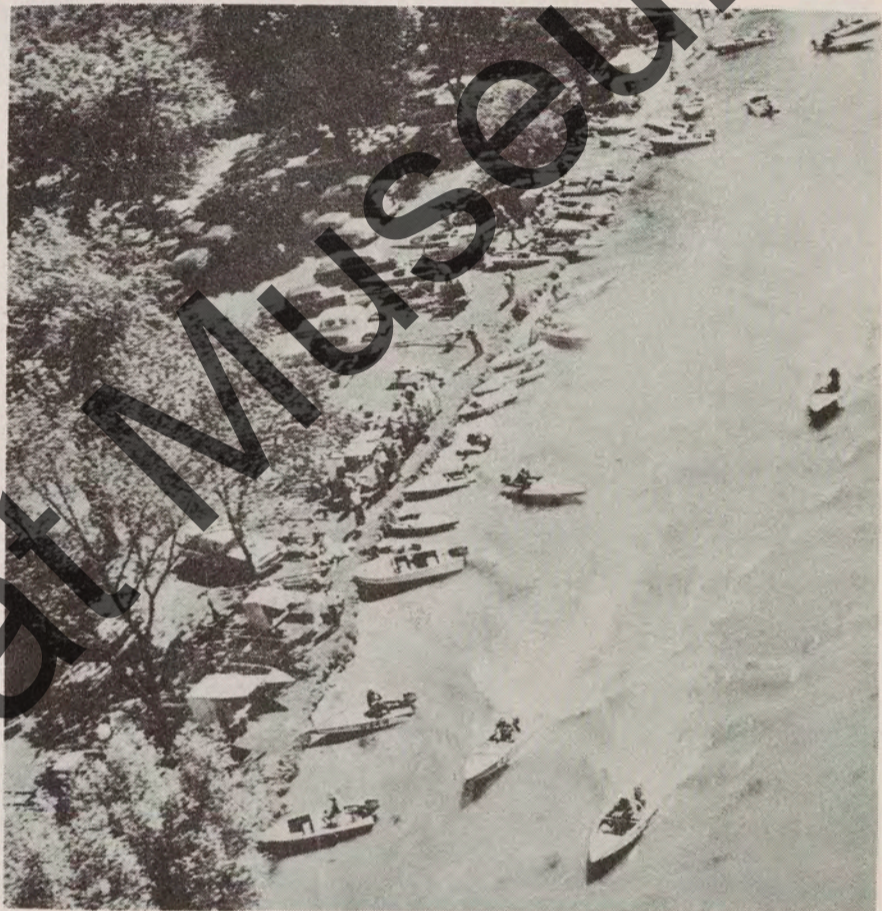
## Jacobson Repeats As Marathon Champ

87 DRIVERS FROM STARTING FIELD OF 221 FINISH AS WAVES KICK UP LAKE WINNEBAGO

Bob Jacobson, 33-year-old Flint, Michigan, driver, throttled his Mercury powered "Jumping Jake" Class D boat to his second straight victory in the ninth annual Winnebagoland Marathon.

Averaging 42.42 miles per hour, the crew-cut racing veteran toured the rugged 88 mile route in 2:04:29 in leading 87 finishers out of a starting field of 221 back to Fond du Lac, Wisconsin's Lakeside Park. The sixth driver to become a double winner in nine years of the marathon's history, Jacobson matched the Class D record of Robert Meyer of Kansas City, who finished first in 1949-50. When asked how this year's marathon compared to the 1956 race when only 22 drivers finished, Jacobson answered, "Not quite so rough, but certainly no picnic."

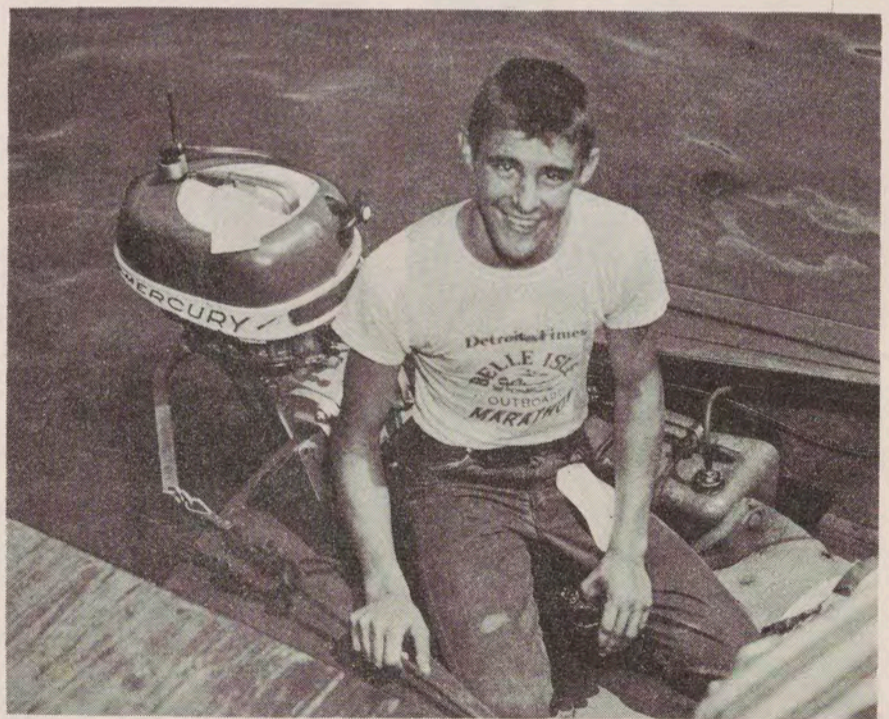
Jacobson was the only 1956 champion to repeat this year, but Craig Dewald, 17-year-old driver from Reading, Pennsylvania, shared the spotlight by winning his third Winnebagoland championship in Class A. Dewald piloted his craft over the course in 2:47:04 for an average speed of 31.60 miles per hour. Frank Gienger of Euclid, Ohio, took the Class C title and in Class B, the champion is Phil Van Syckle of Battle Creek, Michigan. An estimated 110,000 people witnessed the race from vantage points along the course.



Starters in the Winnebagoland Outboard Marathon head out of the pits at Fond du Lac's Lakeside Park. Drivers were lavish in their praise of the facilities at the park and the cooperation received from all.



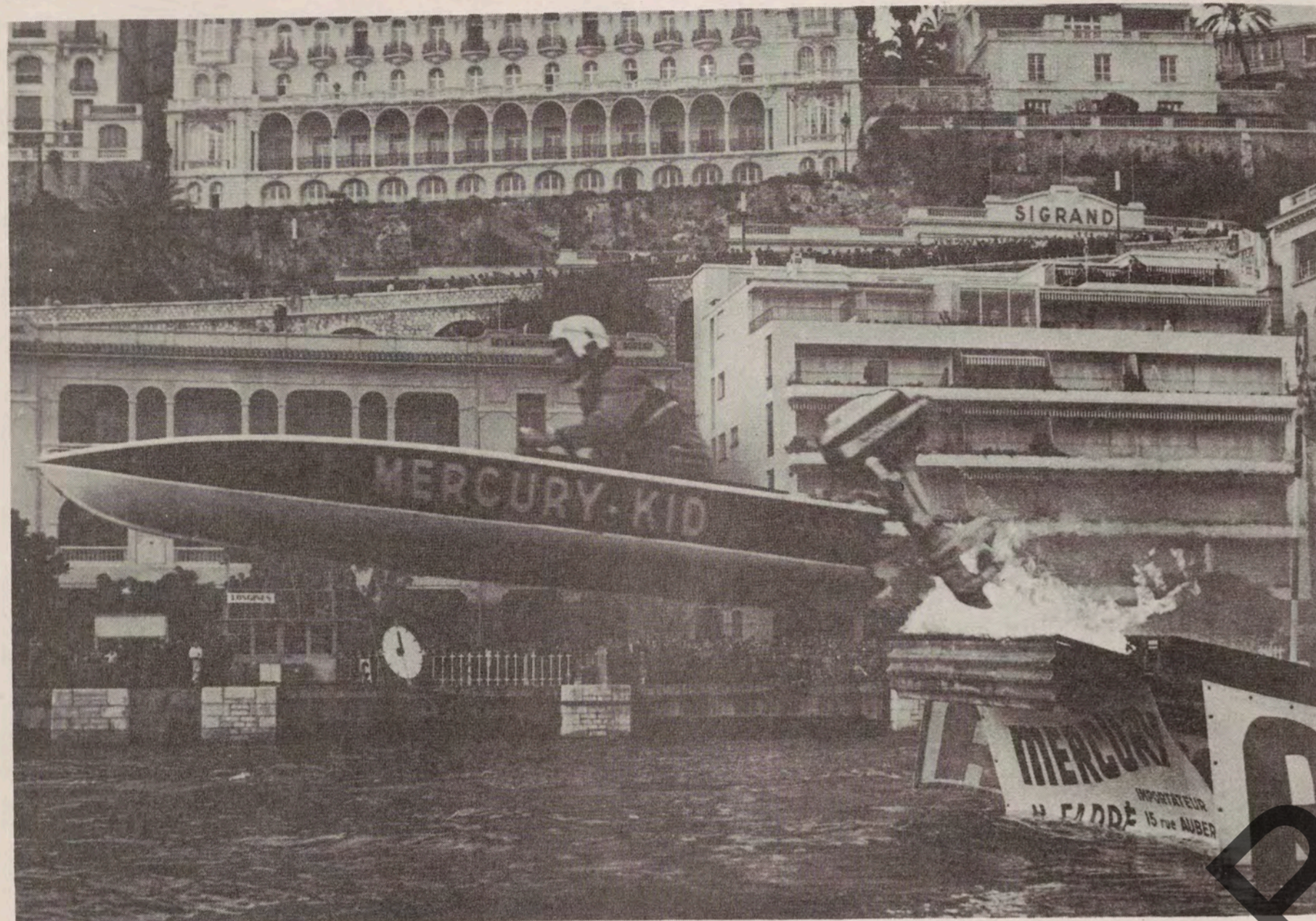
Bob Jacobson took home the Mennen trophy and a Mark 75 for his first place Class D victory.



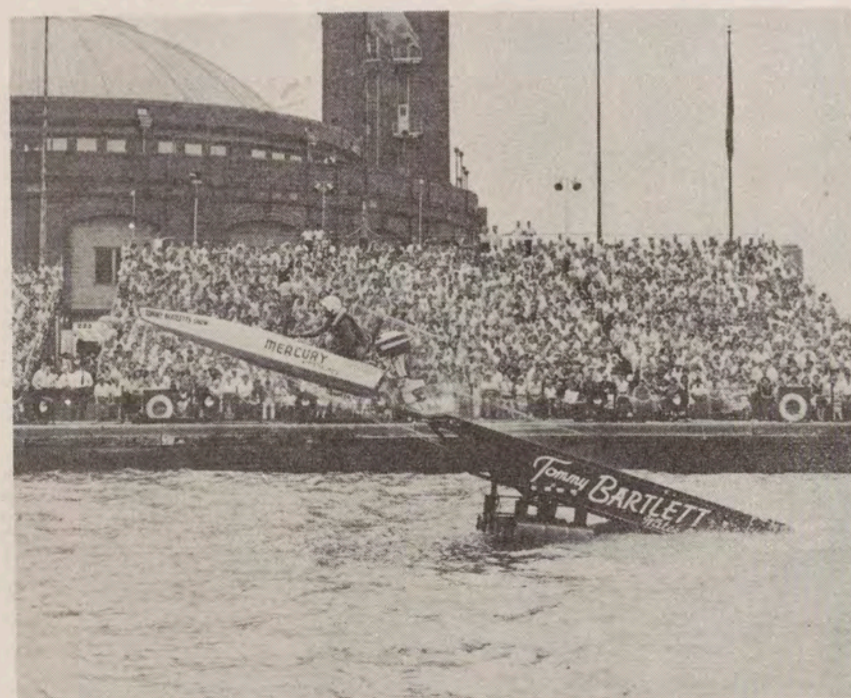
Craig Dewald's third marathon win gave him permanent possession of the Merrill A. Jensen award.

FOTO HI-LITES

## Mercurys Perform For Thousands At Monaco Celebration And Chicagoland Fair



A Mark 25 from the French Jumping Outboard Club hurtles through flaming gasoline in Monaco during the recent celebration when an heir was born to Prince Ranier and his wife, former movie star Grace Kelly.



For the eighth consecutive year Mercurys are making the big jumps with the Tommy Bartlett Water Ski and Thrill Show. Mercurys get this business because of their ability to deliver fire engine dependability under all conditions.



An estimated half-million people saw the Mercury powered Tommy Bartlett Water Show at the Chicagoland Fair. Chicago's Navy Pier held crowds of up to 6,000 persons for each of the eight daily shows.

## Drivers Wriggle On The Sammamish Slough

About twenty-five years ago the Seattle Outboard Association sponsored for the first time a unique marathon over the Sammamish Slough. This narrowly twisting thread of water joins Lakes Sammamish and Lake Washington, fourteen miles apart. The Slough is 50 feet wide at the mouth, narrowing to as little as 12 feet in several places, with the average width roughly 30 feet.

The snake-like hazardous waterway provides an excitement as spectators can take up positions close enough to the action to get soaked from the spray of passing boats. One of the spectator's favorite spots is at the Bothell Bridge. Here, many racers have failed to make a near-right-angle turn and thread their craft through the eye of the needle-like bridge abutments. This year was no exception. V. J. Spinner, Jr., Mercer Island, Washington, a veteran of the race, hit the abutment with his alcohol-burning A Hydro, managed not to flip, and went on to cover the entire 28 mile distance. Spinner's boat sunk just over the finish line after he copped a third-place class finish.

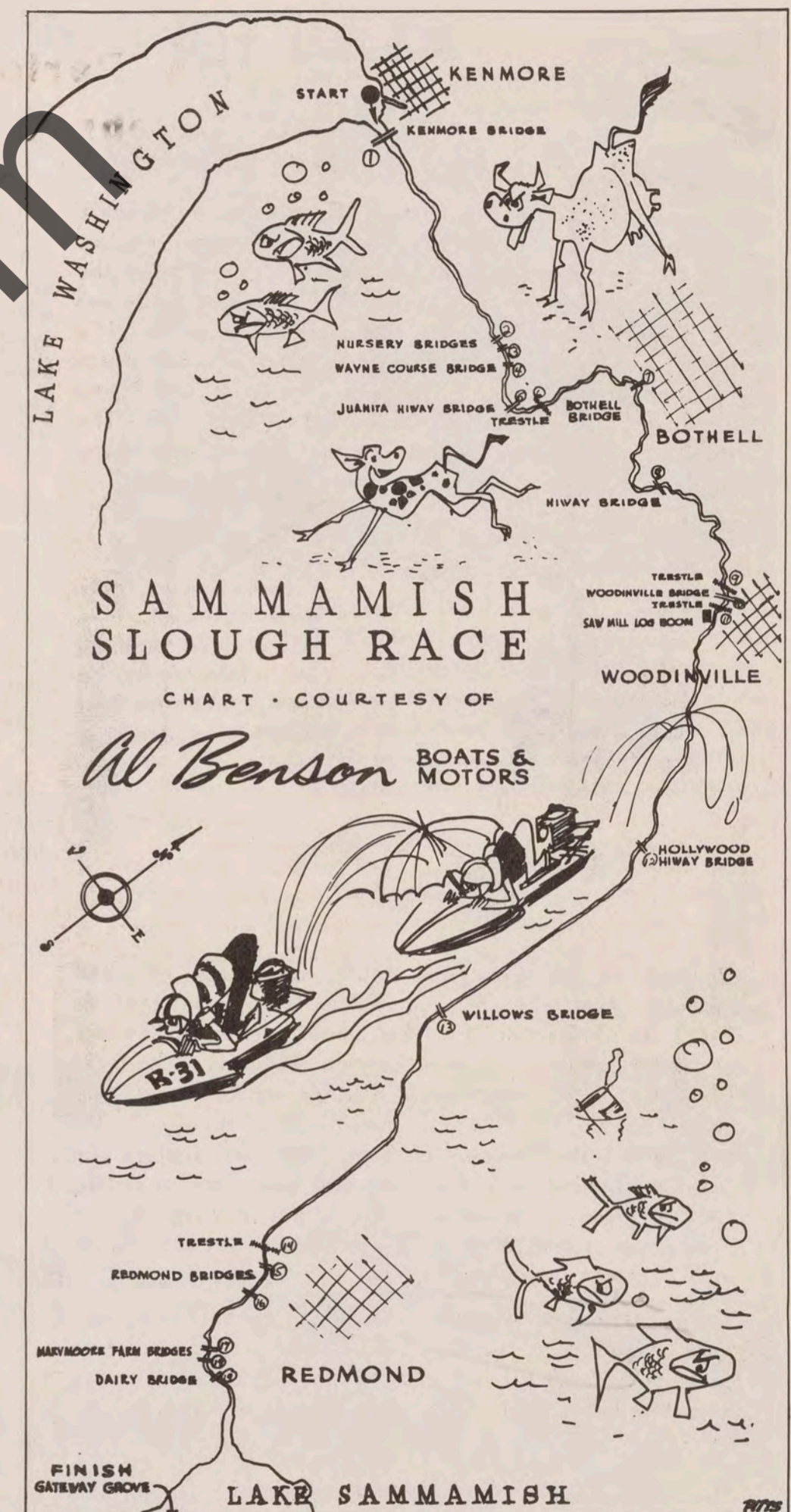
Other hazards of the Marathon, which has been referred to as the "world's crookedest race," the "Seattle snake dance," and the "Washington Slough Wriggle," include log booms, stumps, overhanging branches, shallow water, and the backwash of unpredictable waves from the banks.

There was considerable interest this year in the outcome of the DU Class, since the winner of this event would qualify for the Mennen Grand National Stock Outboard Marathon Championship which will be held August 24th at Worcester, Massachusetts. The first 1957 qualifier for the Mennen Century was Harold Tolford, Seattle, who piloted his Mercury-powered Sandbox to an impressive DU victory. Mercury powered craft also captured top honors in a majority of the other classes. This year's event was witnessed by nearly 60,000 spectators. The "Messenger" wishes to thank Mercury dealer Al Benson of Seattle for the original cartoon shown at right.

**WHEREVER YOU GO THERE IS RADIO!**  
The following letter was received recently from Mr. William Schmidt, 913 5th Street, N.W., Rochester, Minnesota.

Dear Sir:

I just bought a 1957 Mark 55 Mercury motor and I sure want to congratulate the Kiekhaefer Corporation for the fine motor they put out. I put a radio in my Cadillac boat, but never figured I could hear it when the motor was running. To my surprise the motor is so quiet I can hear it very good. When you advertise in the sporting magazines that this motor is quiet, I'll agree 100%.



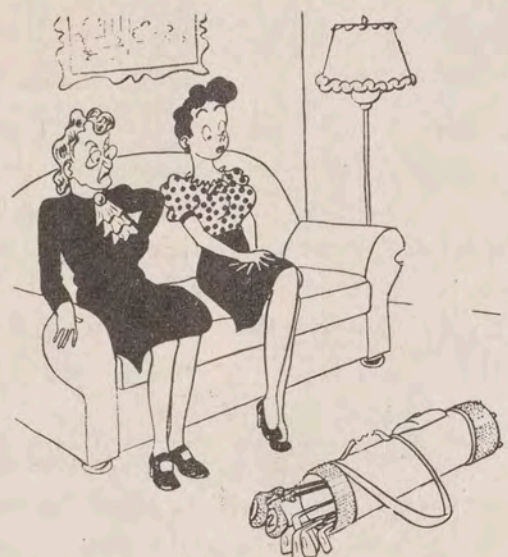
## OPENING DATE ADVANCED FOR NATIONAL BOAT SHOW

The Opening Date For The 48th National Motor Boat Show has been advanced from January 18, to Friday, January 17, according to Show Manager Joseph E. Choate. The National Automobile Show, which had the Coliseum dates immediately preceding the Motor Boat Show next January, has cancelled out, permitting the Association to move its show in on Monday before opening, rather than on Wednesday. This will allow sufficient time to open for the public on Friday, January 17, at 6:00 p.m.



## Service Tips from the Parts & Service Div.

The suggestion in the cartoon below may be a little strong, but it does have a message for every dealer: "If at all possible, make arrangements to attend the Mercury Service Training School at least one week out of every year." The time that you spend -- and it's being made easier still for you to attend -- will place you in good standing with your customers and future customers as a GOOD SERVICING DEALER. The material which you absorb at the school will repay itself over-and-over again year-after-year.



"It wasn't your telegram, mother . . . Harry just dropped his clubs when he remembered the Mercury Service Training School."

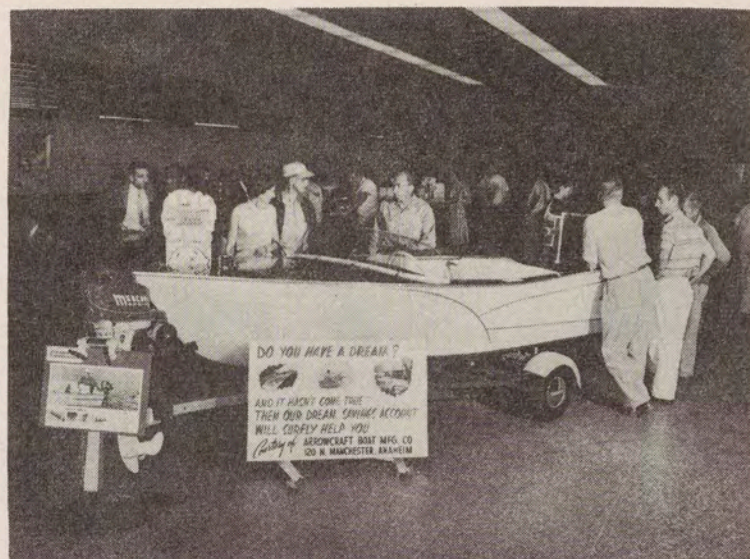
Dealers in the East and South have been informed recently that the Service Education Department at Plant No. 3, Beaver Dam, Wis., has reached out further by establishing a branch Service Training School at Charlotte, N. C. Instructors will be of the same high calibre as those at Beaver Dam. Both of these schools will open simultaneously on Sept. 30th, and dealers and their mechanics from the East and South are asked to fill out their applications for direct mailing to the Kiekhaefer Corporation, 228 Fairwood Avenue, Charlotte 3, North Carolina.

Those from the Midwest and all states west of the Mississippi river (except Louisiana and the eastern part of Arkansas serviced by factory representative Dick Weed) should continue to make their applications direct to the Service School Registrar at Beaver Dam.

The "password" again is "Please Make Your Service School Applications Early". If you require a firm date (week or weeks), send in your application well in advance. Classes will be limited to 18 students each at Beaver Dam and Charlotte; thus, the first 18 applications received for a certain week will be honored.

### REPRESENTATIVE WILL BE AT APBA NATIONALS

Mercury headquarters during the APBA Nationals at Worcester, Mass., August 24-25, will be at the Elm Auto Court, Route 9, Shrewsbury, Mass. Jim O'Brien, Kiekhaefer Corporation New England Zone Sales Manager, will be available for consultation.



### BOAT 'N BANKS POPULAR IN CALIFORNIA

In cooperation with California's giant Bank of America, Seaboard Equipment Company, Southwest Mercury distributor, has furnished 8 branch banks with Mercury Motor displays. The bank is stressing a "Dream Account" savings plan - pick a specific goal, then save the money to buy it.

The above photo shows one such display set up in the lobby of the Anaheim, California branch of the Bank of America. This display features the Mark 10 and Mark 75 and an Arrowcraft boat built by local Mercury dealer, George Trevett.

### MERCURYS SHOWN BEHIND IRON CURTAIN

The Kiekhaefer Corporation was one of the American industries commended recently by Harrison T. McClung, director of the office of international trade fairs, for supporting the government's first participation in an international fair in Poland. The fair opened in Poznan, Poland, June 9.

"Our first venture in telling the American story through exhibits in Poland presented problems," McClung said. "It was our intent to show Polish fairgoers the enormous range of commodities, foods, clothing and appliances which in their totality reflect the American standard of living.

Through its overseas distributor, Mercury Motors International, the Kiekhaefer Corporation exhibited a Mark 75 and a Mark 55E at the Poznan fair. Two million Poles and citizens of other eastern European countries got their first view of these motors along with hundreds of other widely known American products.

### THIS TELEPHONE CALL REALLY TRAVELED

Mercury Vice-President Jim Hallett received an unusual phone call recently. Upon answering his phone, Hallett was surprised to hear that Tokyo, Japan, was on the line. The caller, a Mercury booster now in the army, simply wanted to find out the price of a competition motor so that he could enter racing after his discharge.

## Mercury Pulls Florida Water Circus

The Sunshine Springs Water Circus at Sarasota, Florida, has become the first major professional water ski show to use outboard motors exclusively.

Leonard Tanner, who heads Sunshine Springs, said that while some traveling groups had used outboards on their towboats, they had become practical for the large towboats of year-round permanently-located shows only this year because of the new power available. Chief advantages of the outboards over the inboards, he said, were lower maintenance costs, faster skiing starts, and less wake behind the boat to interfere with the skiing maneuvers.

In a preview and demonstration for press and civic leaders the last week in June, Mercury outboard motors pulled the entire show for the first time including the circus' 3,500 pound-water skiing elephant. Inboard powered boats had been used previously. For the towboat which must pull as many as ten skiers, Sunshine Springs uses two Mark 75's. A Mark 10 powers the pickup boat, a single Mark 75 the safety boat, and the eight jumping boats all have Mark 25's.

Special guests at the preview were the Board of Directors of the Sarasota County Chamber of Commerce and Mr. E.C. Kiekhaefer. The Kiekhaefer Corporation will work closely with Sunshine Springs in making the activities there an adjunct to the testing already being carried out on a year-round basis at the company's research base at Sarasota.

In engineering the larger outboards, emphasis at Mercury



W. M. Harman, president of the Sarasota County Chamber of Commerce, Jack Rowland, general manager of Sunshine Springs, Inc., E. C. Kiekhaefer, president of Kiekhaefer Corporation, and Leonard Tanner, president of Sunshine Springs, at the press and civic leader preview at Sarasota, Florida, which announced that Mercury outboards would be used exclusively in the Water Circus show at the Springs.

was given to their use in heavy duty industrial applications such as in propelling barges and towboats. Tanner said that consequently these motors have proved to be generally much more rugged for his type of activity both in pulling the ski show and in withstanding the violent impacts and pounding action of the ramp jumps.



Over 5,000 persons witnessed daredevil boat jumps as the Sunshine Springs Water Circus staged a program of water skiing and steeplechase events.

## Switzer-Craft Demonstrates Line To Mercury Dealers

In probably the first such program among the boat builders, Switzer-Craft, Inc., of Crystal Lake, Ill., recently demonstrated its entire line to 35 of its dealers to kick-off a plan that is to be followed annually in helping dealers sell boats and motors.

Each spring the company is scheduling the demonstration days for its dealer group with the emphasis on sales features and merchandising methods, and each fall a second series of dealer meetings at the factory will be called to introduce the new models. The program obviously is one that has broad possibilities for application by other boat builders in helping their own dealers give better service to customers.

The dealers are being split up into smaller groups according to the motors they handle. Mercury outboard dealers were brought in for the initial program since they represent the largest group among the Switzer-Craft dealers.

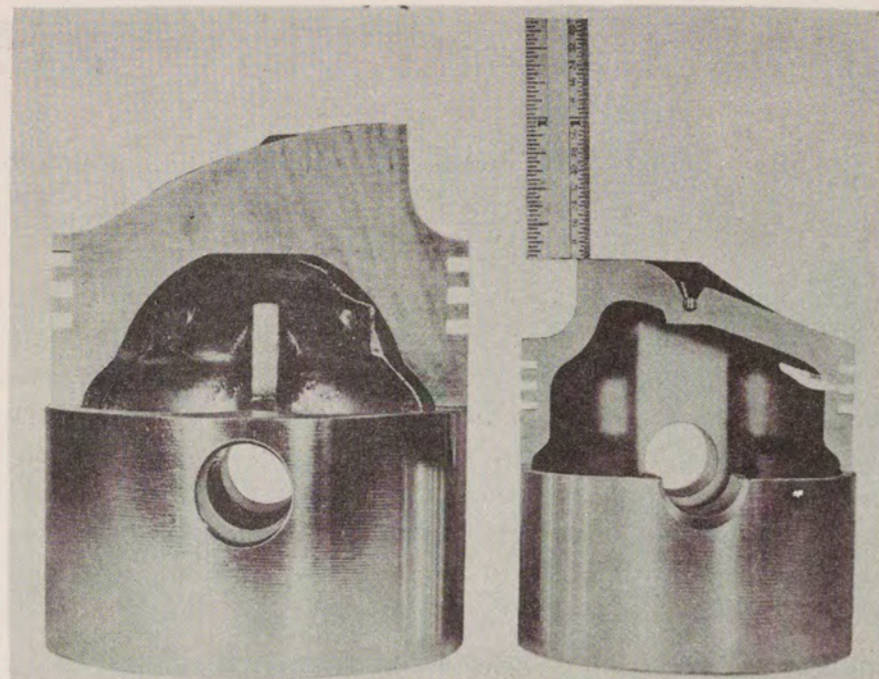
Theme of the meeting was "How to Successfully Sell Switzer-Craft Boats through Demonstration, Education, Performance, Comfort, Styling." Objectives in general were to have dealers go home with new ideas on: how to recommend the proper boat for the customer; how to recommend the right motor for the boat; how to make the proper propeller selection; maintenance; and the importance of accessories to the customer.

The schedule for the day began with an informal plant tour of the company's three-year-old facilities during which there were no official guides. Rather, each worker was a guide for his own particular operation. Father Russell Switzer, and sons Dave and Bob stayed close by to answer any questions the workers could not.

Following luncheon and the formal presentation of the sales-help program by Bob Switzer, each boat was put through its paces, including a new 18 foot Lightning, largest the company has built. The boats had Mercury motors of different power ratings, and rating charts were given to each dealer for his own use showing



Following a presentation, the Switzers invited the group to test drive all the five different models.



## Pistons Reflect Progress

Old and new types of pistons reflect engineering progress in the last ten years in meeting problems of heat in outboard motors. The experimental cast piston of ten years ago on the left, is the old type with a massive dome of metal to keep the piston from melting under extreme pre-ignition heat experienced with larger bores. Continuous engineering progress has made the modern drop forged aluminum piston, as used for example in the new 60-horsepower Mercury Mark 75 on the right, one of smaller bore with a much lighter dome necessary as combustion heat has been substantially reduced in multi-cylinder outboards. This of course means longer life, smoother operation and more power per gallon of fuel for modern outboard owners.

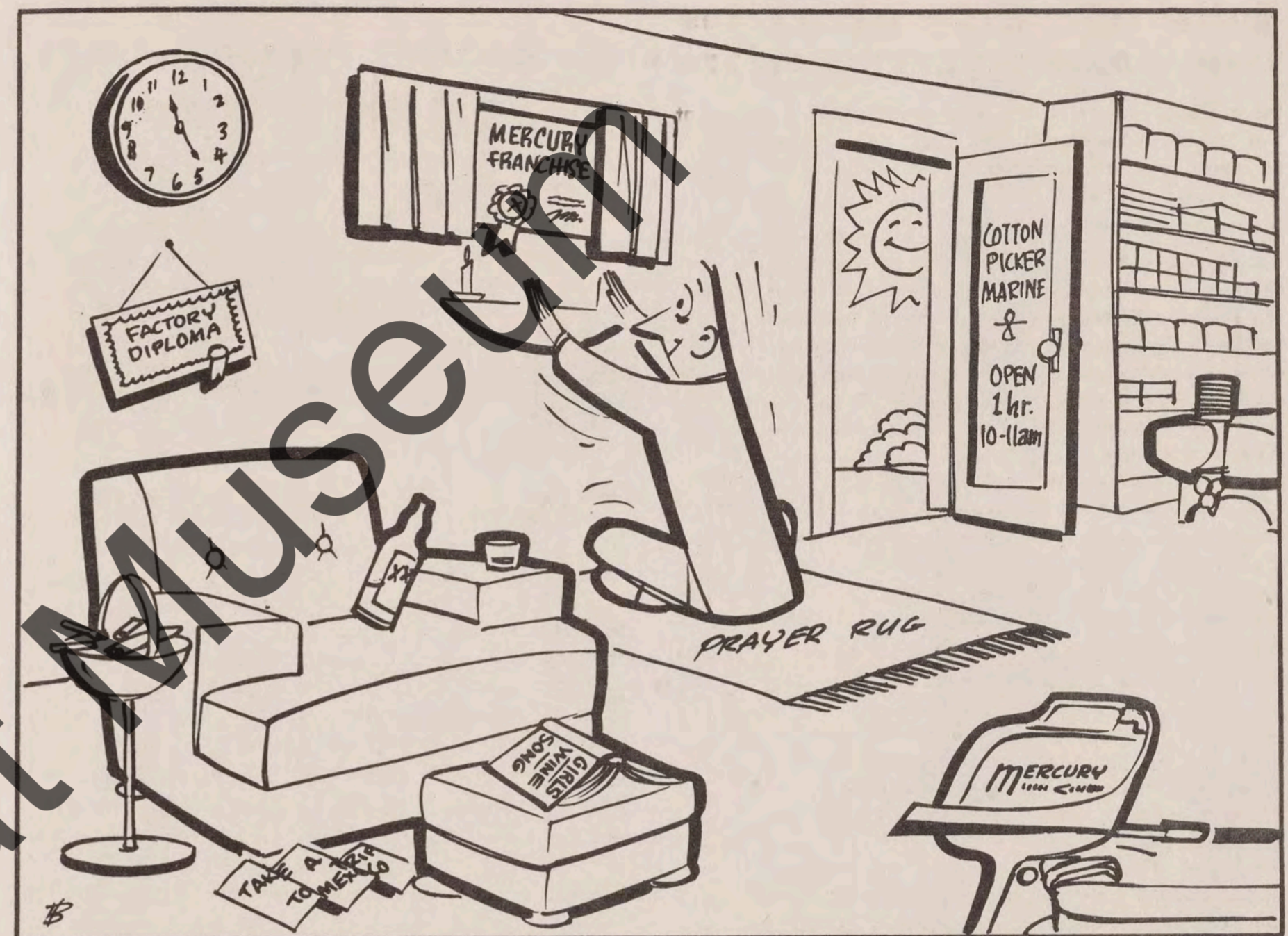
performance of the boats under varied load conditions and with different motors.

Next, the Switzer's turned the meeting into an open driving session with dealers taking over the controls of each of the different models themselves.

Typical dealer who came to the meeting was Edward Moynihan and Mrs. Moynihan, long-time Switzer-Craft dealer from Joliet, Illinois. It was his first visit to the factory and his first large scale driving test of the boats. He made the trip a combination one by trailering a new 14-foot lightning back to Joliet with him at the end of the day.



All five Switzer models filled with Mercury dealers pass by the dock. The company's Shooting Star is in the foreground. Mercury's supplied the power.



The research department of Mercury distributor United Marine Company, Kansas City, Missouri, has discovered that if each of its dealers worked only 5 hours per day, 700 man hours of MERCURY SELLING ENERGY would be available each day.

If a dealer actually spent 5 hours daily to sell Mercury's, during the Spring and Summer, he would realize .06 of one motor sold each hour, or 3.6 motors per week per dealer.

**THEREFORE! TO SELL 1 MOTOR PER WEEK IT IS ONLY NECESSARY TO LOOK AT YOUR FRANCHISE ONE HOUR EACH DAY ----- HOW DO YOU STACK UP?**

## Mercurys Score Race Wins In Long Beach Outboard Event

Once again Mercury rolled over all competition by taking eight first places out of nine classes entered in the Annual Long Beach Outboard Club Race from Catalina Island to Long Beach, Sunday June 9th. Some 5,000 spectators gathered to watch the race held in the roughest water seen in the channel since the event started.

Out of 142 entries, Ray Ledger of Paramount, California, won first place overall, the Grand Sweepstakes Prize and first in his class driving twin Mark 75's on a Catamaran. Second Place overall and first in his class was Ivan De Busk of Compton, California, driving a Mark 75 on a Premier boat. Ivan not only won 2nd overall with his 59 cubic inch 60 h. p. Mark 75, but beat all competitive powered outfits in the entire race including boats with twin 40 h. p. motors. Third overall and first in his

class was Clem McCulla with twin Mark 55's on a Power Cat, in Class V. 2nd in Class V and fourth place overall was won by Doug Jones, also with twin Mark 55's on a Power Cat. Jack Oxley won first in his class with his 40 h. p. Mark 55 and his elapsed time was only one minute and 21 seconds more than the fastest time posted by the fastest boat powered with twin 40 h. p. competitive motors.

The Mercury parade continued with Bob Leland winning the 20 h. p. class with his Mark 25. Dan Snead won the 30 h. p. class against a field of 21 competitive motors with his Mark 30. Jack McBeth also won 1st place in his class with his Mark 75. The race results prove once again that Mercury has the power, speed and stamina to outrun and outlast all competition.

## Mark 75 Tested On 13 Foot Penn Yan Boat

The following letter was received from R. H. Collier of Penn Yan Boats Inc., well known manufacturers of small boats at Penn Yan, New York.

"On May 16th, thru the efforts of Don Guerin, your Mr. Ken Wolff spent the day in Penn Yan testing two 1958 Penn Yan models. One of these was a 13' Swift with a 60" beam, weighing 250 pounds, designed for forward steering and for use with the Mark 75. Previous to this date we ran tests with motors in the 15, 20 and 30 h. p. class with complete satisfaction, and now on May 16th the ultimate, Mark 75. As you can imagine some anxiety was felt in the group from Penn Yan during the rigging period. Finally when the boat was launched, Ken with some apprehension about this little boat climbed aboard, touched the starter and was off. First the straight away, half, three-quarters and then full throttle. Ken returned to shore after three or four minutes with a smile of pleasure upon his face and we proceeded to run tests with 2, 3 and 6 passengers. With driver alone at 5900 R.P.M. the speed was approximately 46 miles per hour. With three people approximately 43 miles per hour and with 6 people an estimated 37 miles per hour. Up to this point we were thoroughly satisfied. However, of most concern to us was not only the speed the boat attained but the safety of the boat under cowboy handling tactics. Ken again alone in the boat made several wide turns at half, three-quarters speed and then finally as he gained more confidence in the boat sharp turns were made at full speed. The performance of this boat proved to be everything the designer, Mr. Ralph M. Brown, our president, had dreamed that it would be."

## Crystal River Is Scene Of Gulf Coast Cruise

This year's Gulf Coast Boat-A-Cade was acclaimed the most successful ever held.

Starting from New Port Richey, north of Tampa, Florida, fifty-some boats met at a rendezvous point in the Gulf of Mexico and then proceeded up the coast to the Crystal River. The original plan for the three day cruise was to spend one day up the River, but weather began to kick up the Gulf of Mexico.

Most of the boats stopped overnight at Port Paradise on the Crystal River. The next day, some of the sailors took in a water ski show while others tried their luck at nearby fishing areas. The Group then headed back for New Port Richey. About 75 percent of the participating boats were powered by outboards.

## Demonstrations Please Dealers

Mercury dealers from all parts of the United States have expressed their appreciation of Mercury's demonstration program in letters to the Kiekhaefer Corporation. Typical of the reaction to the program are the comments reproduced below.

Mr. D. M. Dinnat of D and M Sporting Goods, Alexandria, Louisiana, submitted the following remarks. "On Sunday, May 26th, we had the Mark 75 demonstration ride put on by your Mr. Bill Hatfield and also a 55E demonstration ride put on by Bryce E. Dressel of New Orleans. I want to say right here that we feel it was one of the most successful demonstrations we have ever witnessed in or around our town.

We advertised the date and place in the local newspapers and on radio days in advance and the response was beyond anything we had anticipated. It rained all morning up until about 11 A.M. which gave us a slow start, but it did not keep the flow of people from coming to the demonstration and it was a sight to see when the weather cleared. We can conservatively estimate that between the hours of 11 A.M. and 7 P.M. that the Mark 75 made 200 separate demonstrations with approximately 3 to 5 passengers per trip and not once did this fine engine give one second of trouble.

Mr. C. P. Verger of Mills-Verger Firestone Dealer store, Bogalusa, Louisiana, had these kind words to say. "I feel that the advertisement and good will accomplished through these demonstrations are terrific. I feel also that it helps the people you have been unable to reach, see and understand Mercury Motors. Then, to the people that have a desire, it runs that desire into a "high fever". After a demonstration of this type hundreds of people are talking Mercury Motors. Mercury Motors, a wonderful sound. In my opinion it is an advertising dollar that cannot be beaten or equaled."



For those with Mercury's the Crystal River fishing was good. These Boat-A-Cade sportsmen "get away from the crowd" and go after the big ones lurking on the edge of a thick hyacinth bed.