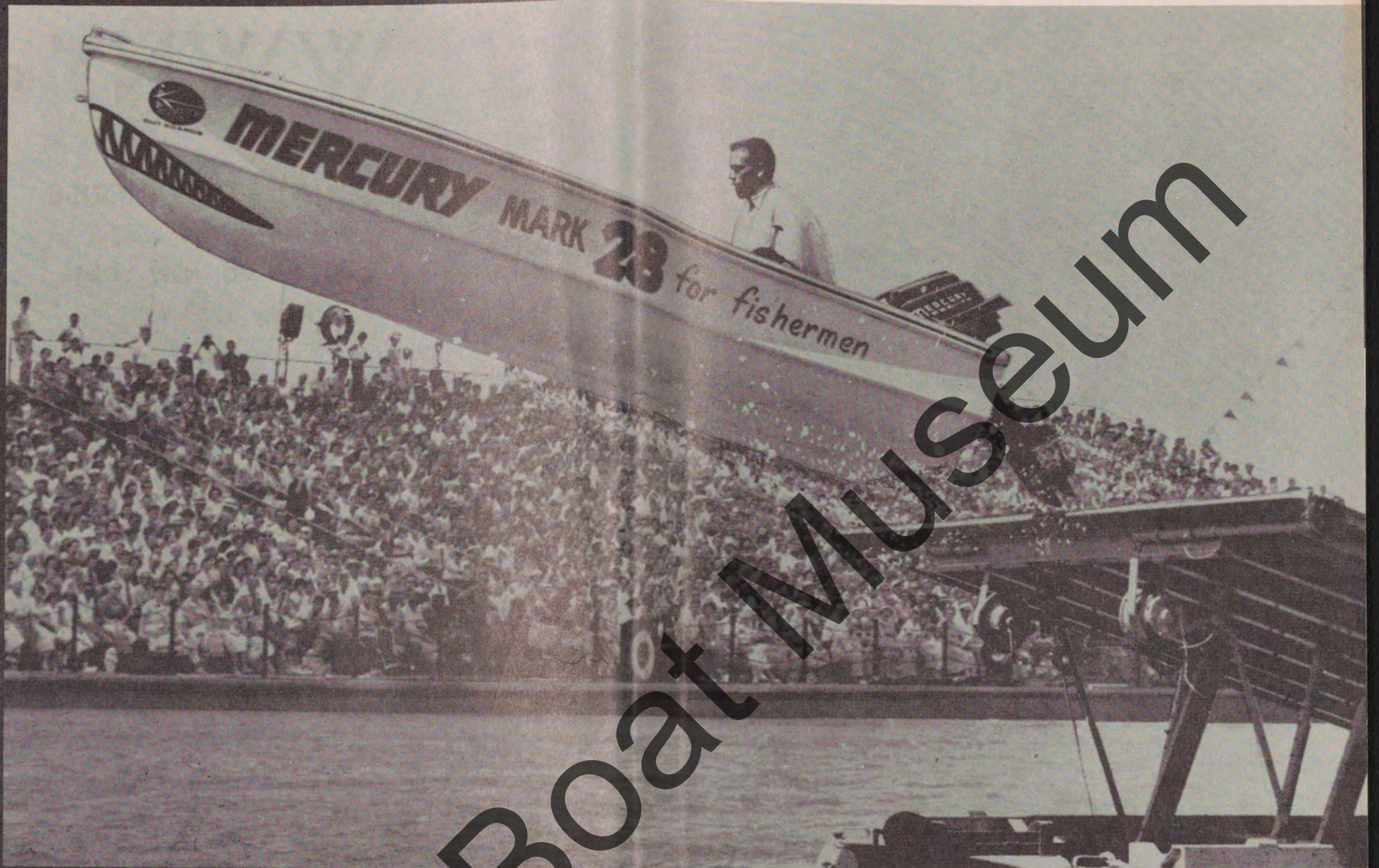


MERCURY OUTBOARDS
USED EXCLUSIVELY



Tommy Bartlett's

WATER

SKI

SHOW

PROGRAM

1. PARADE OF BOATS

- The Mercury Jumping Boats (Powered By Mercury Mark 28's)
- Pick-up Boats (Courtesy Of Your Local Mercury Dealer)
- Specially Designed Ski Tow Boat (Powered By 6-Cylinder In-Line Mercurys)

2. PYRAMID.....Sky's The Limit

3. SKIING GYMNASTICS. 360° Turns On Banana Skis

4. SAUCERS & HEADSTAND.....Spinning Aquamaids & Upside Down Gal

5. THE CRISS CROSS.....Braiding 3 Ropes Into Single Strand

6. WATER SKI FLIRTATION. Boy Courts Girl on Skis

7. SLALOM.....Single Ski Capers

PROGRAM (continued)

8. WATER SKI BALLET.....The Aqua Ballerinas
9. THE MERCURY JUMPING BOATS. Stock Engines
"We've tried them all; only the Merc's can do it"
..... T. Bartlett
10. THE JUMPING JILLS....The Weaker (?) Sex???
11. THE CLOWN ACT.....
....."The Greatest Show On Earth" Ski Style
12. THE SHOE SKIS.....Very Little Understanding
13. THE SWAN....The Sweetheart Of The Swivel Ski
14. THE JUMPIN' JACKS...100 Ft. Through The Air
15. HELICOPTER SPIN.....360° Turn In The Air
16. BAREFOOT.....Look Ma! No Skis
17. THE MAN CARRYING KITE.....In The Clouds

MERCURY DEALERS

This Show is Being Presented As A Public Service By
WCNY TV-CH 7—Carthage, Watertown, N. Y.
WWNY Radio Watertown, N. Y.

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Phone 3439

**CROSSMAN POINT
Alexandria Bay, N.Y.**

at 1:00 P.M. on
Sunday, August 10, 1958 and
Wednesday, August 13, 1958
Demonstration Rides - Sunday, August 10, 1958 - Only
from 2:30 P.M. until 5:00 P.M.



NOTE TO PARK COMMISSIONERS:

With our performance, you are witnessing America's fastest-growing sport — water skiing. Responsive to public demand, progressive communities everywhere are building launching facilities and marinas to foster its growth. For more information on these developments, you are cordially invited to write KIEKHAEFER CORPORATION, FOND DU LAC, WIS.

See and drive the new

**MERCURY
OUTBOARDS**

Ask your Mercury Dealer
for a personal
demonstration!

GO MODERN . . . GO MERCURY

- 50,000 mile Dependability
- Compact, Streamlined and Beautiful
- Proven Push-Power
- Priced Right — Compare!
- More Miles Per Gallon
- Low Maintenance Cost
- Handling Ease

**More exclusive features
than any other outboards!**

Not once..but twice

"around the world"

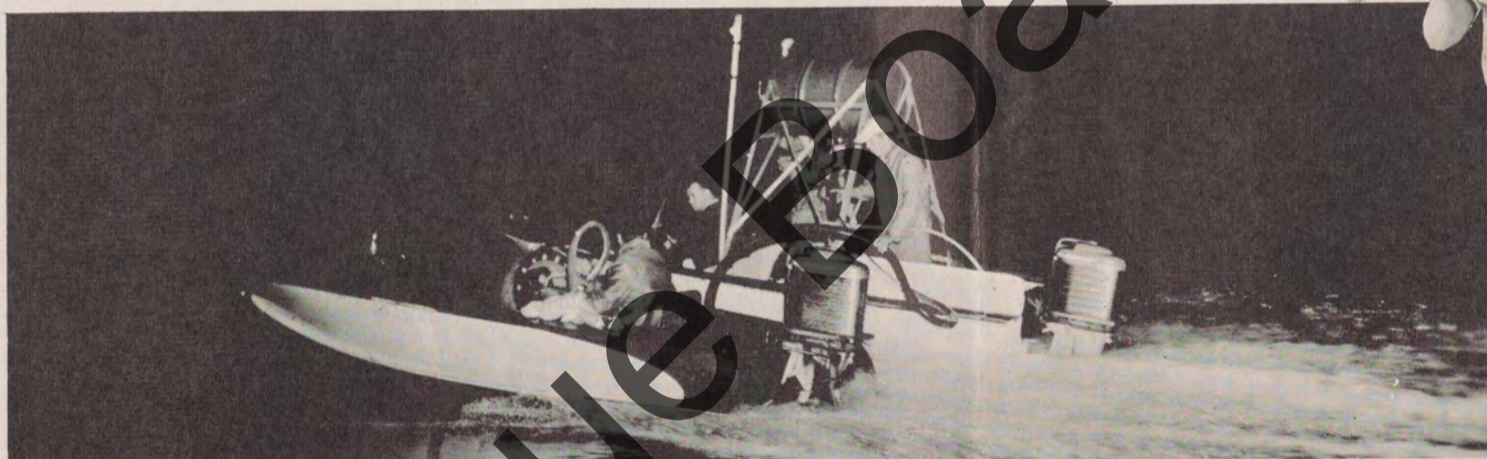
in 68 days!



MERCURY OUTBOARDS SET NEW WORLD ENDURANCE RECORD!

50,000 Miles in 68 Days At 30.3 MPH Average Speed Equals 20 Years of Average Family Outboarding!

Only Official Certified Endurance Test By the Outboard Industry



MARK 75
60 h.p.
World's first
6-in-line outboard

Night and day,
boats were
refueled underway.

The most grueling endurance test in outboard history! A distance equal to twice around the world in 68 $\frac{3}{4}$ days of 24-hour-a-day driving, with routine service such as changes of spark plugs and ignition points! The run was continuous except for pit stops designated in official records, and for complete tear-down, inspection and reassembly under United States Auto Club direction at the 25,000-mile mark.

That's the amazing feat recorded by two 60 h.p. Mercury Mark 75 outboards, each powering a family runabout in the equivalent of 20 years and more of average outboarding! The run was timed and supervised by the USAC, around a certified surveyed course on a Florida lake.

It was farther than any marine power plant of any type had ever gone in history in this short a time.

Carl Kiekhaefer, president of Kiekhaefer Corporation, says this endurance test was made for one purpose: "To prove Mercury safe and dependable for long distance family cruising. We never ask the public to experiment when they buy a Mercury. Nor do we make claims of performance and dependability for any model or new

engineering feature without facts to back them up — facts gained through thousands of test hours."

Here's convincing proof that Mercury in-line design — in twins, fours, and sixes — is your most dependable, biggest outboarding value. You owe yourself a demonstration.

OFFICIAL RECORD STATISTICS

Total distance traveled: 50,006.572 miles • Total elapsed time: 1650 hrs. 51 min. 3 sec. (average both boats) • Average speed: 30.2916 miles per hour • Average fuel consumption: 3.916 gallons per hour and 7.707 miles per gallon • Fuel used: Amoco gas and Kiekhaefer 1958 Quicksilver engine oil • Accessories used: Quicksilver propellers, batteries and Ride-Guide steering.

AC spark plugs and SKF bearings were vital components in this performance. There were no lubrication or full-jeweled bearing failures or excessive carbon deposits. Distributor points were not serviced for up to 17,000 miles and plugs were satisfactory for at least 7500 miles without regapping. Servicing of the motors was under complete surveillance of USAC officials as was timing of each lap to one fifth of a second and inspection to verify that the motors were stock models.



Mercury has built more fours and sixes than all other outboard manufacturers combined!
Only Mercury has "round-the-world" dependability!

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