

### Sutliff & Son New Dealer For Mercury Outboard

Sutliff and Son has been franchised to represent Mercury outboard sales and service here, Carl Kiekhaefer, president, Kiekhaefer Corporation, has announced.

Norm Sutliff and his staff with a combined total of over 40 years in the marine and allied fields will begin to service all makes of outboards immediately. His service personnel headed by Bob Owen have been trained by Mercury factory specialists and he has installed a complete stock of Mercury factory parts.

Supplementing the Mercury outboard line will be a complete line of Kiekhaefer-Mercury accessories such as the widely known Ride-Guide single cable steering system and the Quick-silver propellers.

Boat lines to be handled include the Pacific Mariner, the quality line of boats designed and built in the Northwest for Northwest waters.

Commenting on his appointment as the new Mercury dealer, Sutliff said, "We wanted to sell Mercury outboards because of their 21-year reputation for engineering leadership and mechanical excellence and also because we feel the Mercury line, year after year, offers the best selection of horsepower and exclusive mechanical features to meet the needs and desires of our present and prospective customers."

The 1960 Mercury line, the industry's leading brand in sales, includes nine basic engines from 6 to 80 horsepower, topped by the most powerful family outboard ever produced, the 80 horsepower Merc 800. A comparison of manufacturers' published specifications reveals that Mercury tops the industry in horsepower per dollar, horsepower per pound and horsepower per cubic inch of piston displacement.

Mercury's claim to engineering leadership, he said, is backed by an impressive list of more than 80 "outboard firsts" scored by Kiekhaefer Corporation engineers since the firm was established in 1939.

According to Sutliff, increasing family participation has made boating safety a subject of growing importance. Therefore, he said, dependability, as a prime safety factor, has been receiving foremost consideration in Mercury's engineering program.

The outstanding dependability and durability of Mercury outboards were dramatically demonstrated, he said, when two five-passenger family runabouts, each powered by a standard production 60-horsepower 6-in-line Mercury Mark 75, completed a 50,000-mile non-stop run in 68 days at a 30-mile-per-hour pace. The test was officially sanctioned, observed and certified by the United States Auto Club. The "twice-around-the-world" distance is estimated to be equal to 20 years of service by an average owner.

"Specialty of the house," he said, "will be tailoring motor combinations to meet customers' requirements for their rigs. Propellers, for example, are particularly im-

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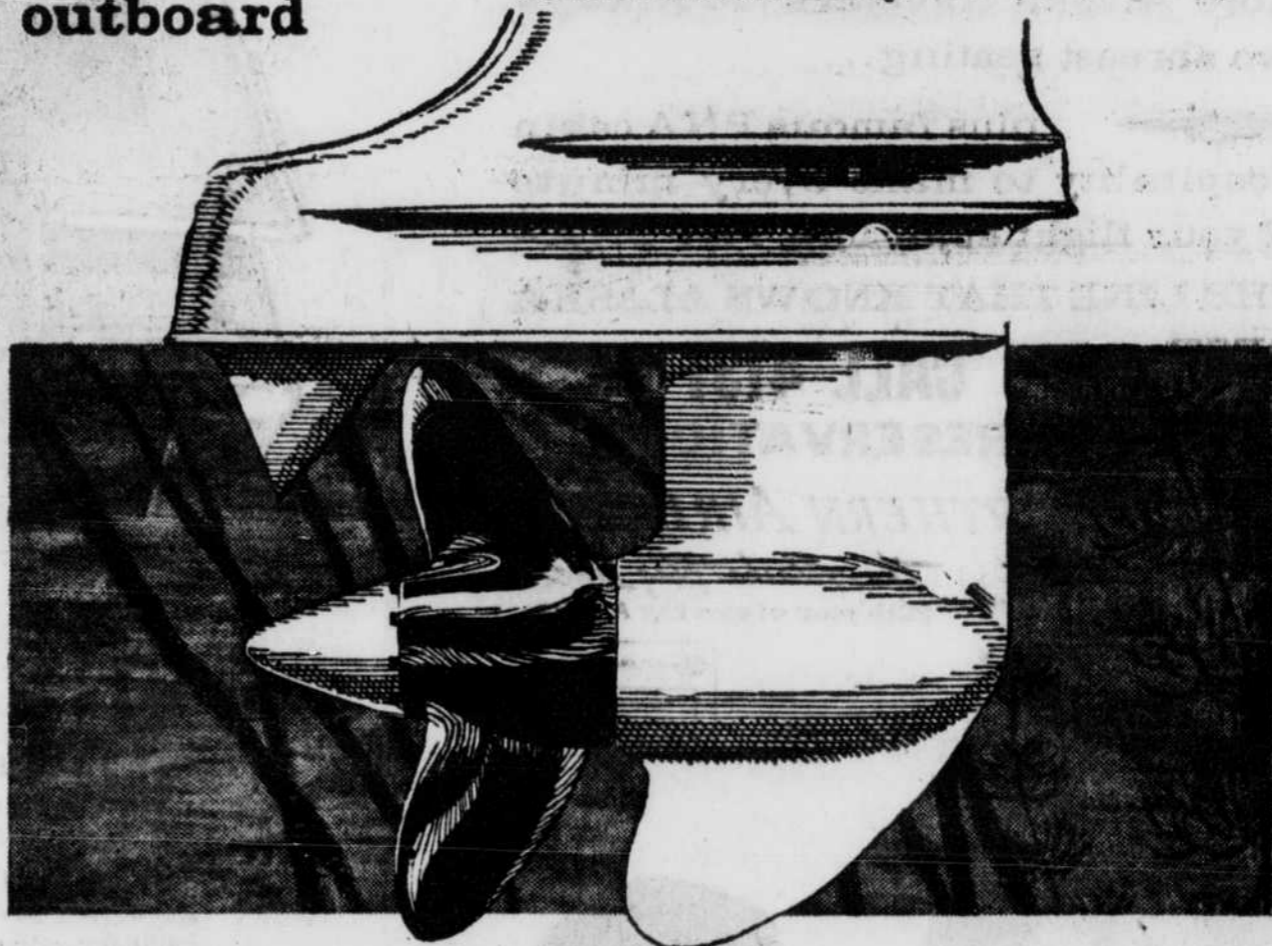


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Get the most for your outboard living dollar—see your Mercury dealer for a boat, trailer and Mercury outboard combination matched to your family's boating pleasure... and budget. Nine Mercury models—6 to 80 hp. Ask about liberal trades, easy terms.

It's "Outboard Living Days" at Mercury dealers... Save on boat, trailer, motor combinations!



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### ANNOUNCEMENT

Norman Sutliff and Son announce the opening of the new Outboard Motor Repair Shop, under the management of Bob Owen.

Bob, who has had many years experience with Outboards, has just returned from a factory training school and is ready to help you with any problem you may have.

Bring in your old Outboards—any make, for repairs, tune-up or trade-in on a new Mercury.

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