



Kiekhaefer Is Leader In Outboard Progress

Company Manufacturing Mercury Motors Is Marking 20th Anniversary in Marine Field

Starting with Cameron B. Wake Washington at Seattle last year's Porto engine in 1905, the June outboard industry has progressed. He drove his 60-horsepower, six-cylinder Mercury engine to the engines, from about two horsepower to 70 horsepower, from speeds of 107.9 of only 2 miles per hour to more than 107.9 miles per hour, bettering the Italian-held mark by more than seven bumpy "putt-putts" to engines that have run 50,000 miles without mechanical repair.

New Mark in Class F
Just a few weeks later Entrop swept to a new 103-mile-an-hour mark in the American Power Boat Association's Class F competition. These speed records were in sharp contrast to the announcement early in January that two stock models of the same Mercury outboard had broken the speed record by completing a 50,000-mile endurance cruise in 68 days at an average speed of 30.3 miles per hour.

This feat, equivalent to 20 years of normal outboard engine use, set a new standard for reliability and dependability in the industry. It was also the only test of this type in the marine field ever sanctioned and observed by an independent organization, the U. S. Auto Club.

The Mississippi River has been known for hundreds of years in story and legend for the difficulty in navigating its distance. These perils didn't seem to bother Byron Pool, of Carmi, Ill., when he won his third straight Mississippi River marathon from New Orleans to St. Louis early in September.

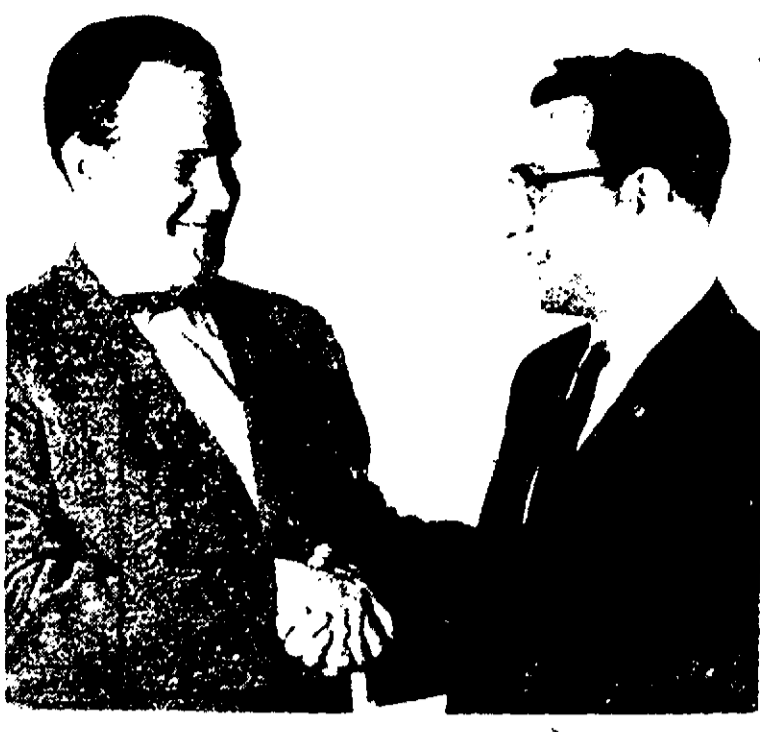
Using a fiberglass boat powered by twin 70-horsepower Mercury engines, Pool completed the 1,068-mile grind in an amazing 29 hours, 26 minutes, chopping more than 14 hours off his own previous record. Twelve boats out of 28 starters completed the grueling test.

Catamaran Introduced
The marathon also served to introduce to the national scene the catamaran, a twin-hulled outboard design which has been popular on the Pacific Coast the past few years. Six of these smooth-riding craft were among the 12 boats out of 28 starters that finished the marathon.

Outboarding had a major part in numerous ski records set during the year, including world's record jumps by "Buster" McCall in the United States but it came back with Hu Entrop's feat on a twin 70-horsepower Mercury outboard rig was the only outboard used in national tournament competition for the second year in a row.

In an unusual water skiing endurance record, John Musser, of St. Joseph, Mo., skied 727 miles in 26 hours and 19 minutes to set new marks both for time and for distance behind a 60-horsepower Mercury engine.

Water skiing as a whole showed an amazing growth, due largely to the improved performance of outboard engines. There were a total



PENNEY STORE CHANGES MANAGERS

Thomas P. Harris, right, new manager of the local J. C. Penney store, is welcomed to Oshkosh by his immediate predecessor, Gerald P. Langton. The latter has been named as district manager on special assignment with Penney zone headquarters at Minneapolis. (Northwestern photo)

Harris New Manager Of Penney Store

Thomas P. Harris, associated with the J. C. Penney Company for more than 20 years, assumed his new duties as manager of the local Penney store earlier this week, succeeding Gerald P. Langton in the post.

The latter, who has served as manager of the Penney store in Oshkosh since December, 1957, is being transferred to Minneapolis where he will take over in a new capacity with the Penney organization.

Harris, a native of Ironwood, Mich., began his career with the J. C. Penney Company in October, 1938, in his home town.

Joining the United States Army in April, 1941, he served with the Army combat engineers, attached to the First Army, and participated in the Normandy landing on Omaha Beach on D-Day, June 6, 1944. He saw subsequent action in France, Belgium, Holland, Germany and Czechoslovakia.

Discharged in August, 1945, Harris returned to the Penney store at Ironwood and was then transferred to a store at Grand Forks, N.D. He remained there until September, 1953, when he became manager of the Penney store at Fortage, Wis.

Came From Wahpeton
From November, 1953, and until coming to Oshkosh, he was manager of the Penney store at Wahpeton, N.D.

Harris is married and has two children Susan, 5, and Tommy, 16 months. The family will reside at 635 Hazel St. The new Penney store manager is interested in fishing, hunting and golfing.

Langton, his predecessor here, has been appointed district manager on special assignment out of

Oshkosh Northwestern 11
Fri., Jan. 9, 1959

J. C. Penney Company zone headquarters at Minneapolis. His duties will include those of merchandising coordinator between the organization's New York buying offices and Penney stores in a seven-state area.

Beginning his career with the Penney Company in July, 1949, at Salt Lake City, Utah, he later was at Des Moines, Ia., and then at two Penney stores at Milwaukee. It was at Milwaukee that he managed his first store.

Active in Oshkosh Rotary Club during his stay here, Langton is married and has six children—a girl and five boys.

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As if to celebrate the Kiekhaefer 20th anniversary, Mercury outboards made 1958 one of the most important years in outboarding history.

It was a year that saw the first American outboard pass the 100-mile-per-hour mark and a new endurance record set, while outboarding itself contributed to the fantastic growth of such allied sports as water skiing, fishing and cruising. Outboards convincingly demonstrated their performance in numerous ski records set during the year, including world's record jumps by "Buster" McCall in the United States but it came back with Hu Entrop's feat on a twin 70-horsepower Mercury outboard rig was the only outboard used in national tournament competition for the second year in a row.

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THREE BOATS, THREE WORLD RECORDS

The year 1958 saw three world records set in outboard boating. In the top picture, Hu Entrop, Seattle aircraft worker, drives a 60-horsepower Mercury on a homemade hydroplane to a world outboard speed record of 107.9 mph, on Seattle's Lake Washington. Shown in the center picture are Byron Pool and Lonnie Kirkpatrick, of Carmi, Ill., winners of the 1,068-mile Mississippi River marathon in 29½ hours, cutting 14½ hours off the old record. In the bottom picture is one of the two stock Mercury outboards on family runabouts which traveled 60,000 miles in 68 days for the first official outboard endurance record, certified by the U.S. Auto Club.

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