

Guy Lombardo Endorses Mercury Outboards

Guy Lombardo was an internationally famous Big Band leader whose successful career spanned more than 50 years. He was born in London, Ontario and his band was known as, "The Royal Canadians".

Lombardo and his band is believed to have sold almost 300 million records, and had radio shows on both NBC and CBS Radio Networks in the US.

In 1956 Lombardo did his first New Year's Eve TV Special on CBS. Guy and "The Royal Canadian" continued to bring in the New Year across North America for the next 20 years on live television from the Waldorf Astoria Hotel in New York City, earning Guy the name, "Mr. New Year's Eve".

Guy Lombardo also had a passion for boating and boat racing. He drove his own inboard hydroplane, "Tempo VI" with great success against the best boats and drivers in North America. He won the "Gold Cup" at Detroit in 1946, The "Presidents Cup" and "Silver Cup" in 1952 and from 1946 to 1949 was the U.S. National Champion. In 1959 Lombardo retired as an active driver but continued to sponsor a new Unlimited Class Hydroplane, "Tempo VII".

In 1958, Lombardo lent his name to a new line of fiberglass boats, "The Guy Lombardo Royal Fleet". These boats were built by the United States Boat Corporation of Newark, New Jersey. The venture was not a success and production was halted in 1961.

A much more successful relationship was Guy's endorsement of Mercury outboards as seen in this 1958 ad introducing the Mark 78. Lombardo's music was said to be, "the sweetest music this side of heaven". This description was attributed by Lombardo to the sound of a sweet running Mercury Mark 78.



Sweetest Music This Side of Heaven



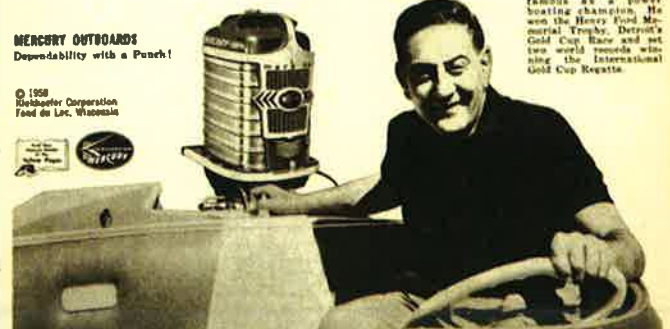
**Guy Lombardo drives
MERCURY'S
New Mark 78**

"Sweetest Music This Side of Heaven" has long been associated with my Royal Canadians, but after driving the new Mark 78, I'd say Mercury could claim it for outboards — on every score."

The secret of the sweet, smooth music of this 70-horsepower engine is in its exclusive six-in-line design, proved by experience to be far superior to any other for high-horsepower outboards.

Here is the world's supreme expression of outboard dependability and safety. It's the powerful answer to the public's request for better power for bigger, safer, more comfortable boats. The Mark 78 has more exciting new features than ever offered on any outboard — plus the famous compact Mercury look and colorful styling.

Mercury offers the most that's new for '58 — more all new engines, more models, more safety features. See your Mercury dealer soon or write for FREE catalog.



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**In 1958 Guy Lombardo introduces the
New Mercury Mark 78.**