

KIEKHAEFER

MERCURY

America's finest Outboards

*15th
Anniversary
Line*



Antique Boat Museum

introducing the magnificent

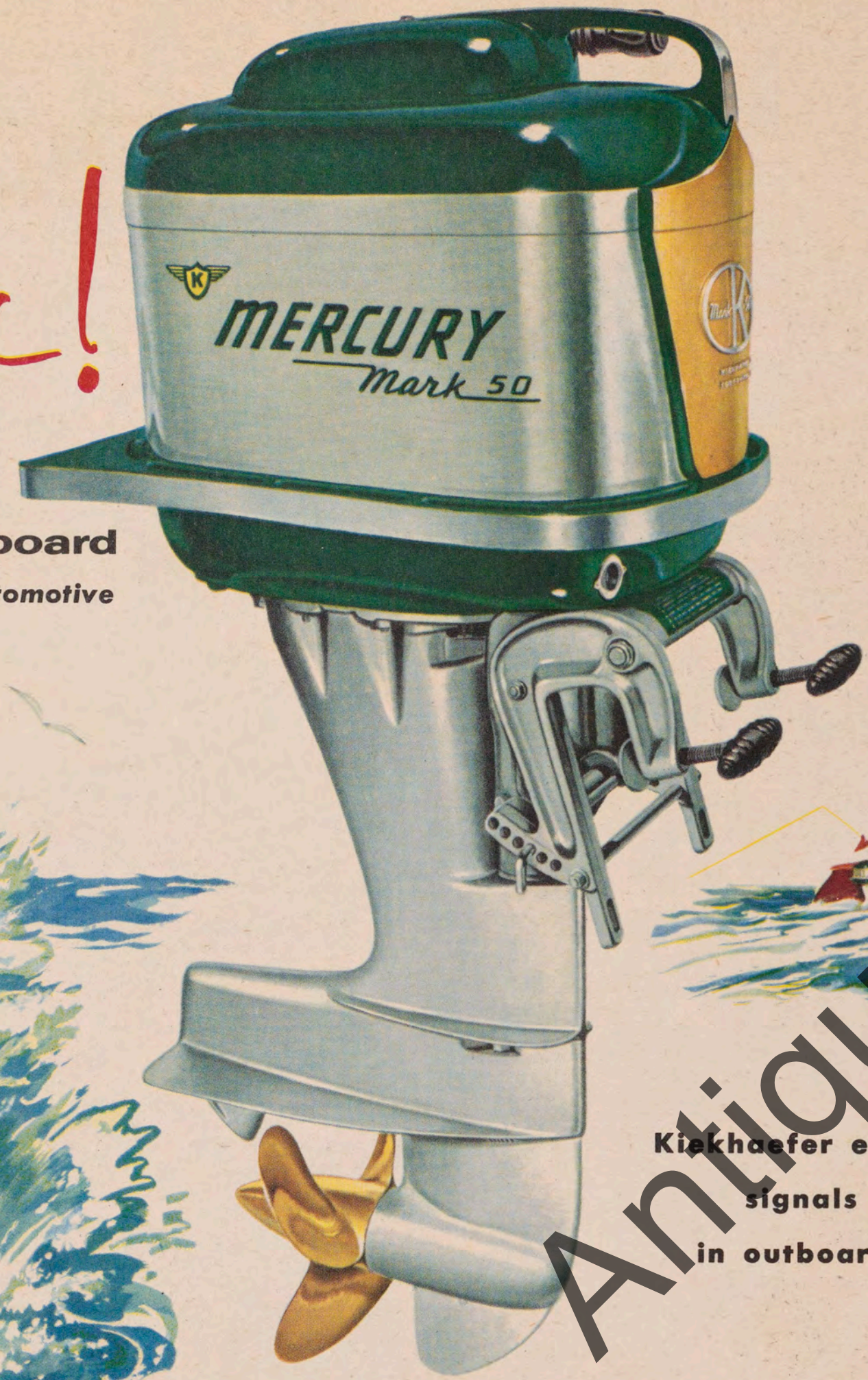
new mark 50

today's most powerful outboard

Power... Power... Power... Power!



today's most powerful outboard
with the overlapping power flow of an automotive
eight . . . exclusively in Mercury.



Kiekhaefer engineering
signals a new era
in outboard cruising!

KIEKHAEFER
MERCURY
mark 50

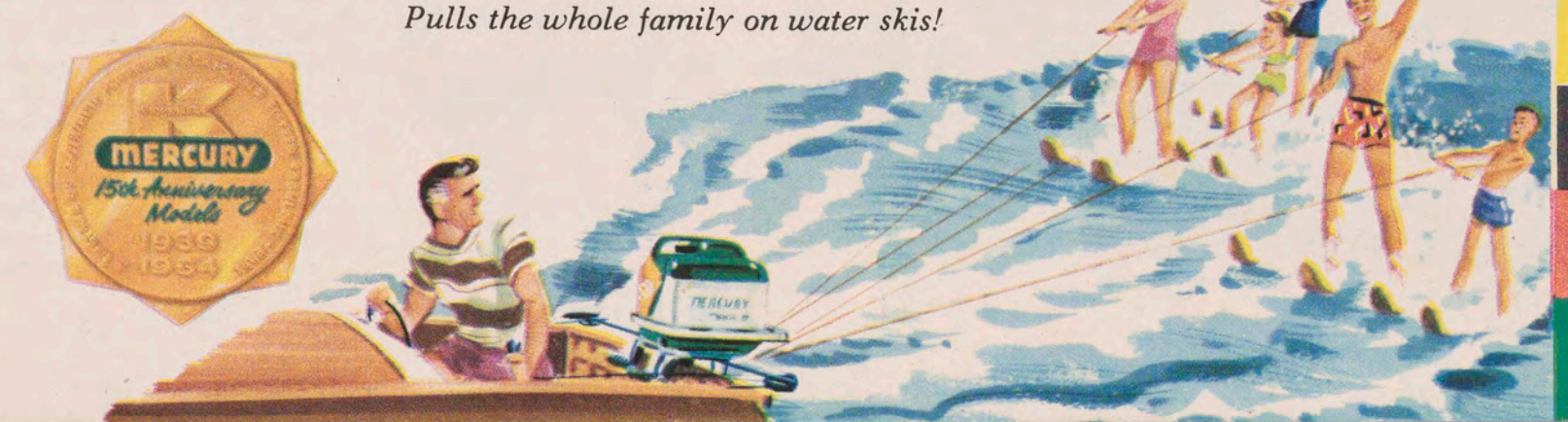
4 cylinders in line, alternate firing
40 s.a.e. H.P. forward-neutral-reverse

For big outboard cruisers, big fast family runabouts, heavy commercial work boats, the whole family on water skis . . . the mighty Mark 50 is the culminating achievement of 15 years of progressive leadership in outboard motor technology . . . and a brand new standard of speed, power and performance on the nation's waterways!

The Mark 50 grew out of a challenge shared by Kiekhaefer engineers: "Can a high horsepower, heavy duty outboard engine be built *without* the dead weight and excess bulk that burdened other big outboards?"

Here's the brilliant answer — the magnificent new Mark 50! Most compact power plant in relation to usable power produced the outboard industry has ever seen . . . with clean, compact modern styling . . . new control and convenience features.

Pulls the whole family on water skis!



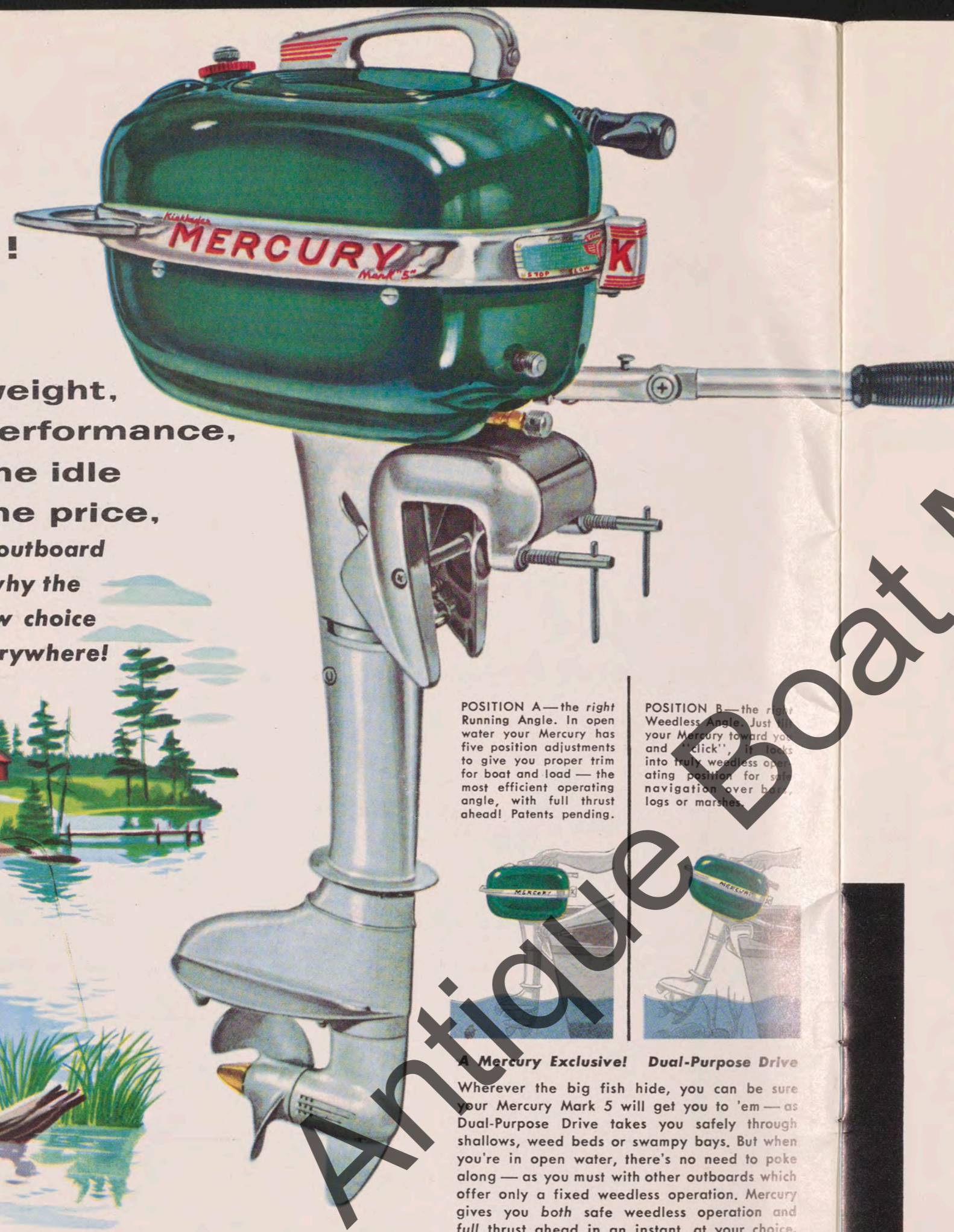
FULL JEWEL POWER	— crankshaft, connecting rods, drive shaft, propeller shaft — all moving parts ride smoothly on anti-friction ball or roller bearings for less frictional power loss, longer engine life, greater efficiency.
"HI-REV" MICRO-MOUNTED CONNECTING RODS	— made of drop forged chrome nickel-moly steel . . . heat treated, hardened, tempered, precision ground and micro-honed to the right scientific finish.
WATERPROOF MAGNETO, WATERPROOFED SPARK PLUGS	— function normally even when completely submerged, to assure safe, dependable operation in all weather, faster, easier starting every time.
UNI-CAST ONE-PIECE GEAR HOUSING	— provides permanent alignment of gears, bearings and shafts . . . eliminates gaskets that might soften or leak.
VARI-TIMED VALVES	— operated by crankcase vacuum and pressure to provide automatically correct valve timing and opening at all speeds, under all load conditions . . . help assure those famous Mercury quick starts, fast acceleration and greater power. Backfire proof.
SAFETY-TILT HANDLE	— for greater ease in lifting and attaching motor to boat. Plus new Cowl-Around carrying handles.
MAGNAPUL AUTOMATIC REWIND STARTER	— proved in use on hundreds of thousands of Mercury engines. No delicate springs or fragile stamped parts. A trouble free lifetime of famous Mercury fast starts.
VARIABLE VOLUME ROTEX WATER PUMP	— provides efficient cooling at all speeds from slowest troll on up, in shallow water as well . . . silt-proof, weed proof, non-clogging.
FULL FEATHERED SAFETY STEERING	— won't whip or over control . . . reduced stress on clamping bracket.
MULTIPLE DISC CO-PILOT	— velvet smooth in action, yet firm in any position.
INTEGRATED REMOTE CONTROL	— for reverse, forward and neutral. Quickly detachable. Designed for left hand, right hand or dual installation. Smooth, quiet shifting for forward, neutral and reverse. Inside or outside steering.
SEALED UNDER-COWL	— maximum protection against spray and following seas.
NEW "HI-THRUST" LOWER UNIT	— geared for power efficiency with heavy loads.
REMOTE FUEL TANK	— standard equipment. Pressure regulated for constant fuel pressure at carburetors. Pat. pending.



Proved Favorite

of fishermen everywhere!

compare weight,
compare performance,
compare the idle
compare the price,
with any 5 h.p. outboard
and you'll know why the
Mark 5 is the new choice
of fishermen everywhere!



POSITION A—the right Running Angle. In open water your Mercury has five position adjustments to give you proper trim for boat and load—the most efficient operating angle, with full thrust ahead! Patents pending.

POSITION B—the right Weedless Angle. Just tilt your Mercury toward you and "click". It locks into truly weedless operating position for safe navigation over logs or marshes.



A Mercury Exclusive! Dual-Purpose Drive

Wherever the big fish hide, you can be sure your Mercury Mark 5 will get you to 'em—as Dual-Purpose Drive takes you safely through shallows, weed beds or swampy bays. But when you're in open water, there's no need to poke along—as you must with other outboards which offer only a fixed weedless operation. Mercury gives you both safe weedless operation and full thrust ahead in an instant, at your choice.

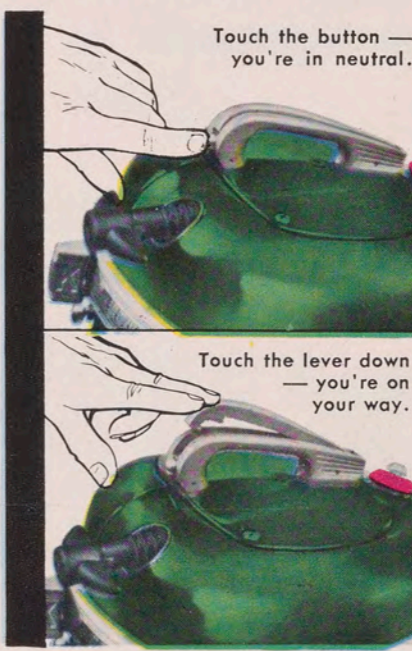


MERKHAEFER
MERCURY
mark 5

with push-button neutral clutch and 360° steering
5 s.a.e. H.P. alternate twin — weighs only 40 pounds!

Acclaimed from coast to coast as the finest, lightest 5 H.P. outboard ever made—the Mercury Mark 5! Want to troll? The Mark 5 purrs along like a kitten all day. Want speed? The Mark 5 drives a light boat home at a 20 MPH clip. Want maneuverability? The Mark 5's 360° steering gives you full reverse, all round handling ease. And when you hook that big one, the Mark 5's Push-Button Neutral lets you disengage the propeller instantly, by simply pressing the conveniently located button. Press the handle lever down and away you go—with the simplest, smoothest-working neutral clutch on any outboard! With all its unmatched power, speed and stamina, the Mark 5 weighs just 40 pounds, light enough for anyone in the family!

Sensational Push-Button Neutral Clutch



Touch the button — you're in neutral.

Touch the lever down — you're on your way.

PUSH-BUTTON NEUTRAL CLUTCH	— for smooth action, positive engagement, another Mercury first. Push-button recessed in front of Safety-Tilt Handle—in sight, in reach at all times. Introduced in 1953 and acclaimed by tens of thousands of fishermen as the finest fishing feature on any outboard motor.	
FULL REVERSE, 360° STEERING	— provides maximum maneuverability, with rear steering handle for added convenience and safety.	
MULTIPLE DISC PROPELLER CLUTCH	— eliminates shear pin, maintains safe, sure propeller protection.	
VARIABLE VOLUME ROTEX WATER PUMP	— with low level water inlet. Non-clogging, silt-proof and weed-proof... operates efficiently at slowest trolling speeds and in shallow water.	
VARI-TIMED VALVES	— mean automatically correct valve timing at all operating speeds. Eliminate need for manifolds and dual induction systems. Provide better crankcase sealing for quicker starts. Backfire-proof for safety.	
FULL JEWELLED POWER	— anti-friction ball and roller bearings from top to bottom, on crankshaft, connecting rods, drive shaft—with roller bearings on crank-pins and wrist-pins.	
WATERPROOF MAGNETO, WATERPROOFED SPARK PLUGS	— for safe, all-weather operation; quicker, easier starts.	
UNI-CAST ONE-PIECE GEAR HOUSING	— for permanent, positive alignment of shafts, bearings and gears. No gaskets to leak or soften.	
MAGNA-PUL AUTOMATIC REWIND STARTER	— simple and sturdy, fully proved on thousands of Mercury engines.	
SAFETY-TILT HANDLE	— for ease in lifting and attaching motor to boat.	
"HI-REV" MICRO-MOUNTED CONNECTING RODS	— drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to just the right scientific finish.	

Big engine performance

in compact modern design

**the most versatile outboard in the world —
true trolling to thrilling top speed!**



KIEKHAEFER
MERCURY

mark 20

**with reverse gear and neutral and remote
fuel tank 16 s.a.e. H.P. alternate twin**

A sleek, trim powerhouse, the Mercury Mark 20 matches its compact good looks with real big engine performance for all-around outboarding pleasure. For family boats, light cruisers, work boats, water skiing, the Mark 20 has power to spare yet it trolls all day at a snail's pace with its power hushed to a gentle whisper.

Its compactness reflects the complete elimination of all excess weight or bulk. With the famous Mercury Hurricane powerhead and Kiekhaefer vanguard engineering, design and construction, the Mark 20 is a green and silver masterpiece!



REVERSE GEAR AND NEUTRAL	— simple, positive shift, correctly engineered for outboard use and located right up front, always visible. No fragile linkage to wear or get out of order, and perfect underwater seal maintained so salt water can't harm it.
TWIST-GRIP SPARK AND THROTTLE CONTROL	— with long steering handle for greatest ease of control. Spark and throttle remain synchronized when operated by remote control.
VARI-TIMED VALVES	— automatically provide correct valve timing and opening throughout the speed range and under faster acceleration and greater power. Backfire-proof for safety.
FULL JEWELLED POWER	— anti-friction ball and roller bearings on all moving parts — crankshaft, connecting rods, drive shaft and propeller shaft — reduce frictional power loss, increase engine life.
"HI-REV" MICRO-MOUNTED CONNECTING RODS	— drop forged chrome nickel-moly steel . . . heat treated, hardened, tempered, precision ground and micro-honed to precise scientific finish.
WATERPROOF MAGNETO, WATERPROOFED SPARK PLUGS	— for reliable, safe, all-weather operation, quicker and easier starts.
UNI-CAST ONE-PIECE GEAR HOUSING	— eliminates gaskets that might soften or leak, provides permanent, positive alignment of gears, bearings and shafts.
SAFETY-TILT HANDLE	— for ease and safety in lifting motor on or off boat.
MAGNA-PUL AUTOMATIC REWIND STARTER	— simple, sturdy and reliable, proved on thousands of Mercury motors as tops for quick starting.
VARIABLE VOLUME ROTEX WATER PUMP	— non-clogging, silt-proof and weed-proof . . . permits operation at slowest trolling speeds or in shallow water.
FULL-FEATHERED SAFETY STEERING	— reduces stress on clamping bracket, won't whip or over-control.
MULTIPLE DISC CO-PILOT	— velvet-smooth action, yet firm in any position.
ONE-PIECE DRIVE SHAFT HOUSING	— serves as muffler expansion chamber to reduce back pressure.
REMOTE FUEL TANK	— standard equipment. Pressure regulated for constant fuel pressure at carburetor. Pat. pending.
FLO-TORQ DRIVE	— eliminates shear pin — series of compressed live rubber bushings cushions normal loads, slips on impact.
DROP FORGE UNBREAKABLE ALUMINUM CLAMP SWIVEL BRACKETS	— heat-treated to the strength of steel . . . deep throated for transom safety . . . fine threads for unshakeable grip.



Sportsman's choice

for all-around outboarding!



two time winner of "National Sportsman's Research Award"



MERCURY Mark 7

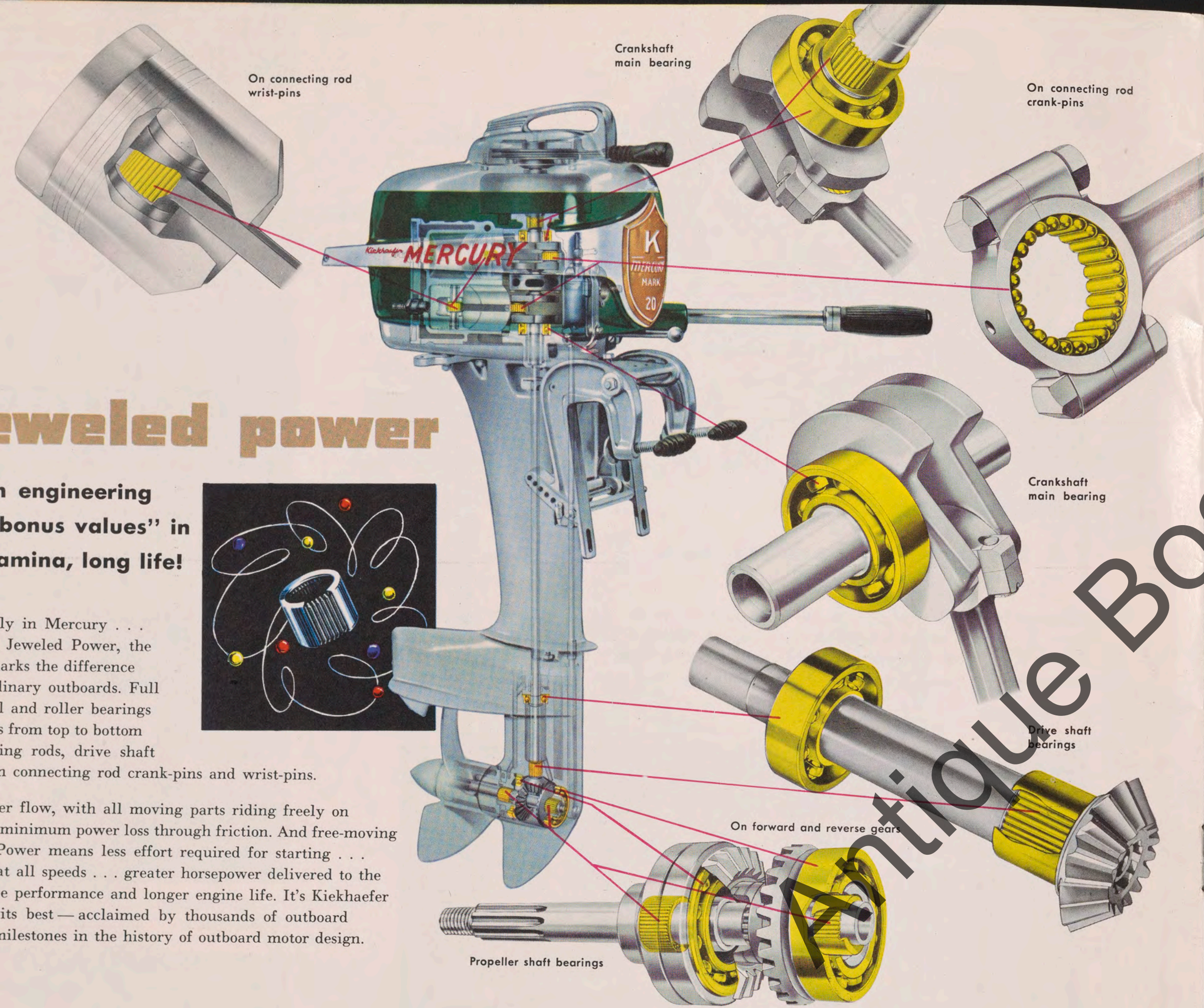
with rocket engine
7.5 S.A.E. H.P. alternate twin

Whatever the weather, whether in salt water or fresh, the Mark 7 outperforms every other motor in its class for smooth performance, rugged endurance and reliable operation. There's a 7½ able horsepower available for driving big boats, yet the Mark 7 trolls all day at a slow, even speed. For all-round outboarding, the Mark 7 has no equal!



- FULL JEWEL POWER** — anti-friction ball and roller bearings throughout . . . on crankshaft, connecting rods, drive shaft and propeller shaft.
- "HI-REV" MICRO-MOUNTED CONNECTING RODS** — drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed.
- DUO-FLEX PROPELLER CLUTCH** — no shear pins.
- WATERPROOF MAGNETO, WATERPROOFED SPARK PLUGS** — for safe operation in all weather; quicker, easier starting..
- UNI-CAST ONE-PIECE GEAR HOUSING** — holds shafts, bearing and gears in lasting alignment. No gaskets to leak or soften.
- MAGNA-PUL STARTER** — simple and sturdy, with automatic rewind . . . performance proved on thousands of Mercury engines.
- SAFETY-TILT HANDLE** — for ease and convenience in lifting and attaching motor to boat.
- VARIABLE VOLUME ROTEX WATER PUMP** — with low level water inlet. Provides superior cooling at all speeds from slow troll on up, and in shallow water. Non-clogging, silt-proof and weed-proof.
- VARI-TIMED VALVES** — for automatically correct valve timing at all speeds, under all load conditions. Eliminates manifolds and dual induction systems. Backfire-proof for safety. Improved crankcase sealing for quicker starts.
- FULL-FEATHER SAFETY STEERING** — will not whip or over-control. Long steering handle for easy, convenient control.
- MULTIPLE-DISC CO-PILOT** — velvet action, yet firm in any position.
- ONE-PIECE DRIVE SHAFT HOUSING** — hydrodynamically correct design for structural strength combined with minimum underwater resistance.



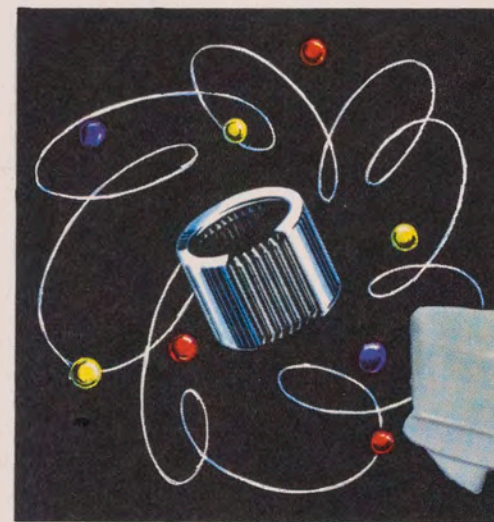


full jeweled power

Mercury's hidden engineering that gives you "bonus values" in power, speed, stamina, long life!

First in Mercury . . . only in Mercury . . . in every Mercury — Full Jeweled Power, the outstanding "plus" that marks the difference between Mercury and ordinary outboards. Full Jeweled Power means ball and roller bearings applied to all moving parts from top to bottom — on crankshaft, connecting rods, drive shaft and propeller shaft . . . on connecting rod crank-pins and wrist-pins.

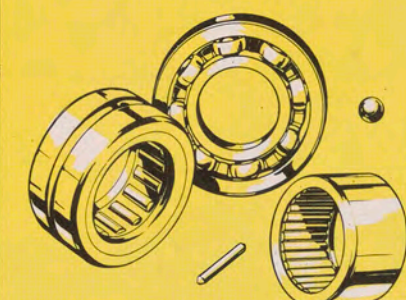
The result is smooth power flow, with all moving parts riding freely on anti-friction bearings, and minimum power loss through friction. And free-moving parts with Full Jeweled Power means less effort required for starting . . . greater engine efficiency at all speeds . . . greater horsepower delivered to the propeller . . . better engine performance and longer engine life. It's Kiekhaefer vanguard engineering at its best — acclaimed by thousands of outboard enthusiasts as one of the milestones in the history of outboard motor design.



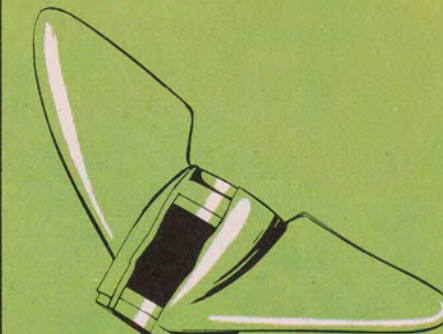
Kiekhaefer vanguard engineering packed a lifetime of progress into 15 pace-setting years!



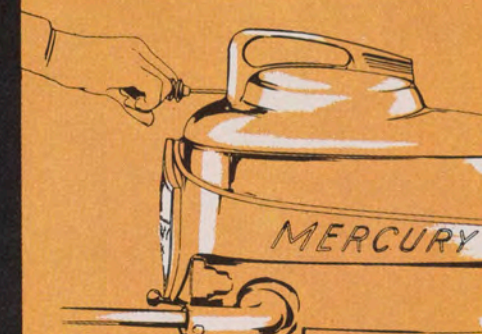
mercury "firsts" earned outboard leadership!



Mercury Exclusive! Full Jeweled Power — ball and roller bearings throughout



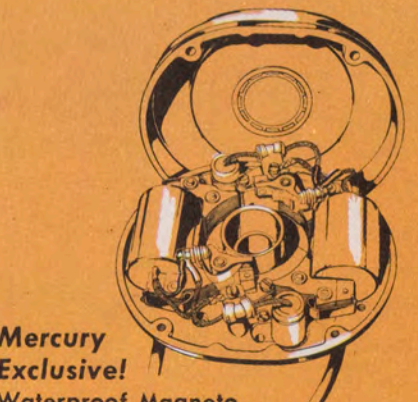
Mercury Exclusive! Flo-Torq Propeller Drive (on Mark 20 and Mark 50)



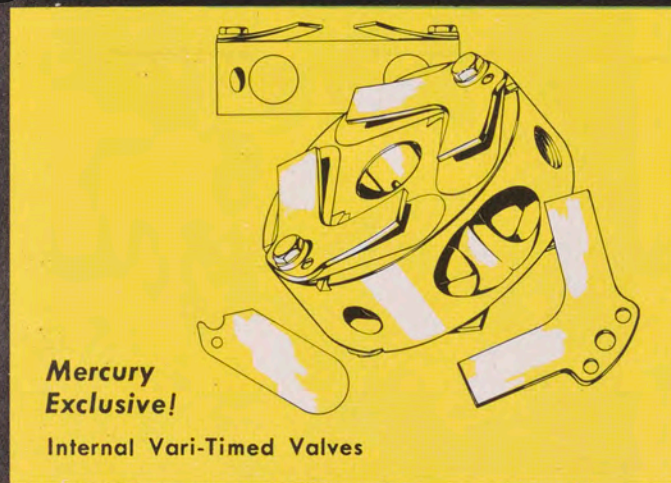
Mercury Exclusive! Magna-Pul Starter



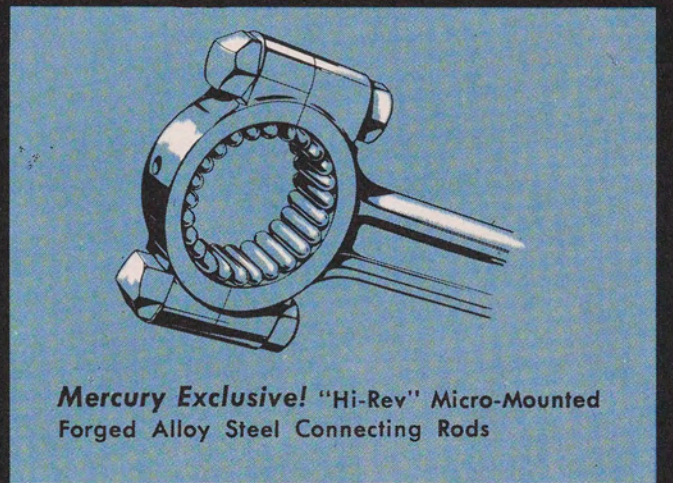
Mercury Exclusive! Drop Forged Aluminum Clamp and Swivel Brackets



Mercury Exclusive! Waterproof Magneto . . . Waterproofed Spark Plugs



Mercury Exclusive! Internal Vari-Timed Valves



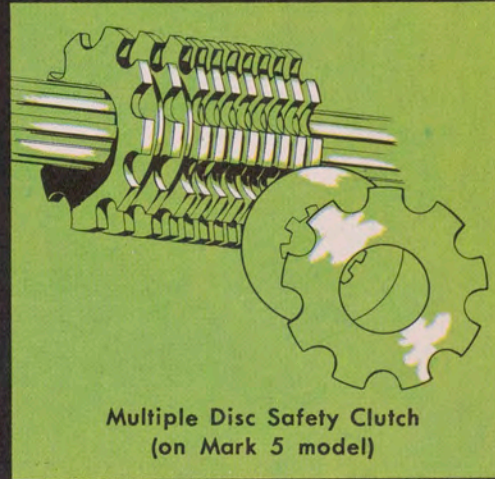
Mercury Exclusive! "Hi-Rev" Micro-Mounted Forged Alloy Steel Connecting Rods



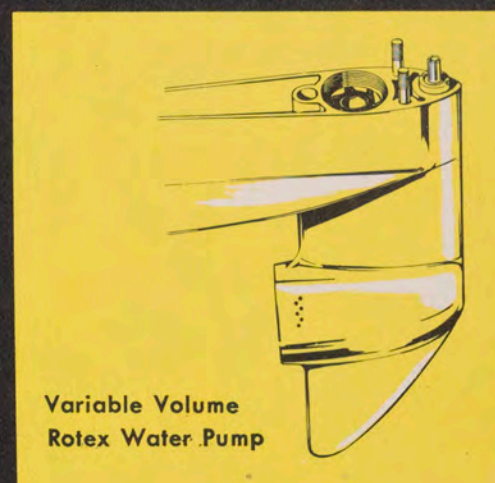
Mercury Exclusive! Uni-Cast One-Piece Gear Housing

From the first Mercury, produced just 15 short years ago, to the brilliant 1954 Mercury line there's a consistent record of engineering and design "firsts" that have sparked the entire outboard industry — and earned Mercury an enviable position of outboard leadership!

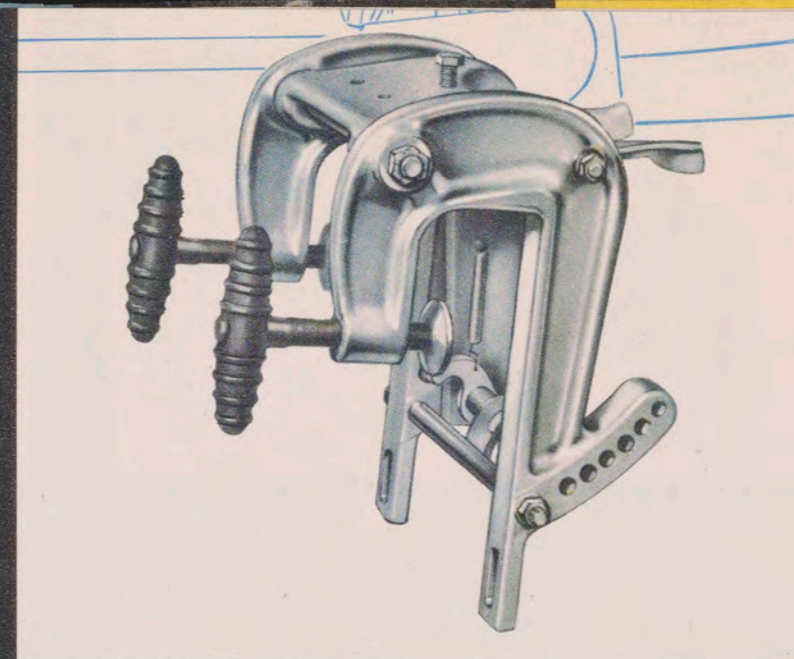
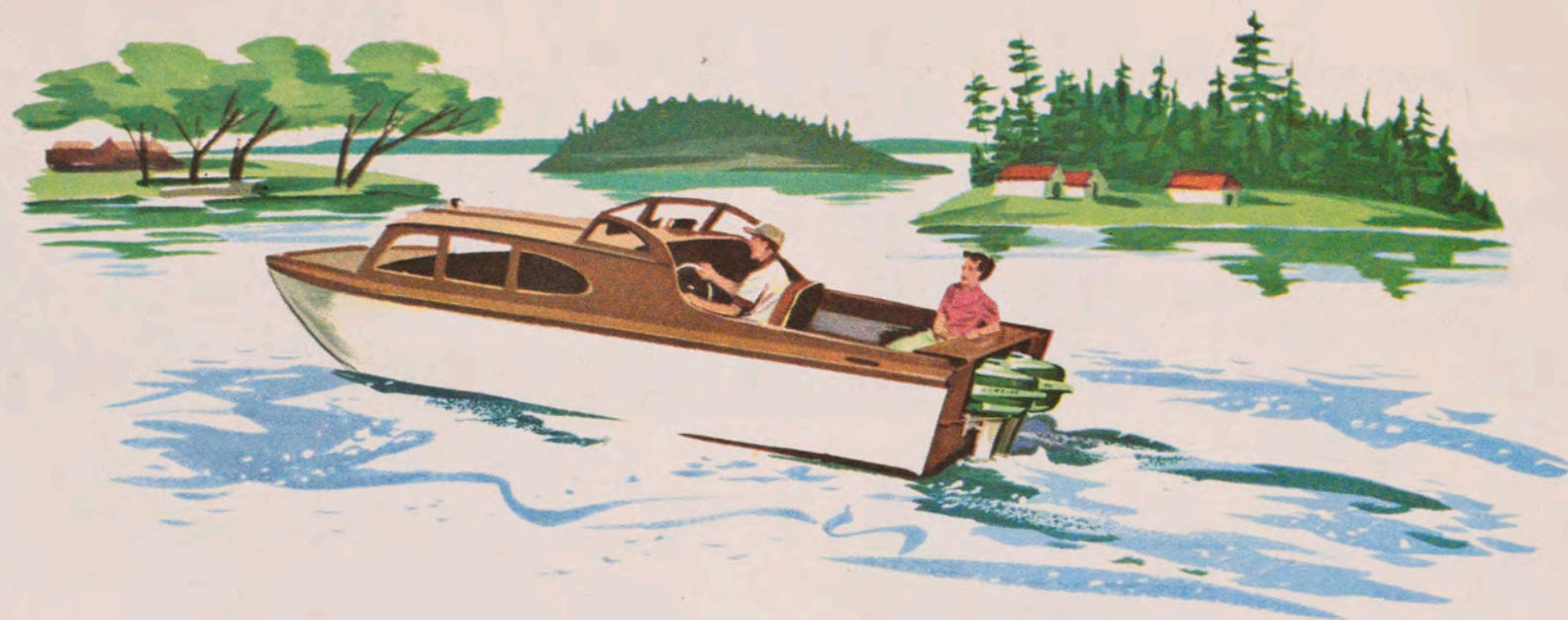
Take a look at the famous Mercury innovations shown here . . . many of them still found *only* on Mercury. Big and small, they add up to the prize-winning performance, the combination of speed, power and endurance that no other outboard offers. They're the reasons why Mercury outboard motors mean the greatest power packages per pound of weight you'll find in the whole field!



Multiple Disc Safety Clutch (on Mark 5 model)



Variable Volume Rotex Water Pump



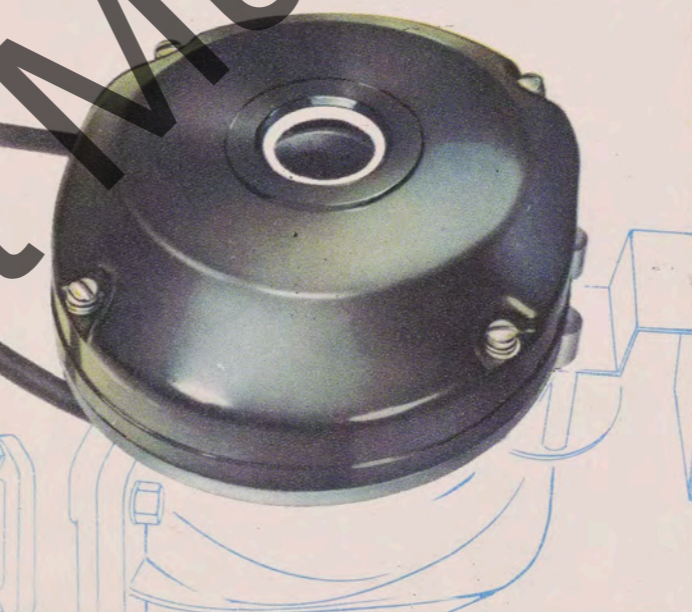
DROP FORGED CLAMP AND SWIVEL BRACKETS
 Your Mark 20 or Mark 40 stays securely harnessed to the boat with this Mercury "first". Drop forged aluminum clamp and swivel brackets are unbreakable, heat treated to the strength of steel yet light in weight. Deep throated for transom safety. Equipped with fine thread rubber-handled clamp screws. Patents pending.



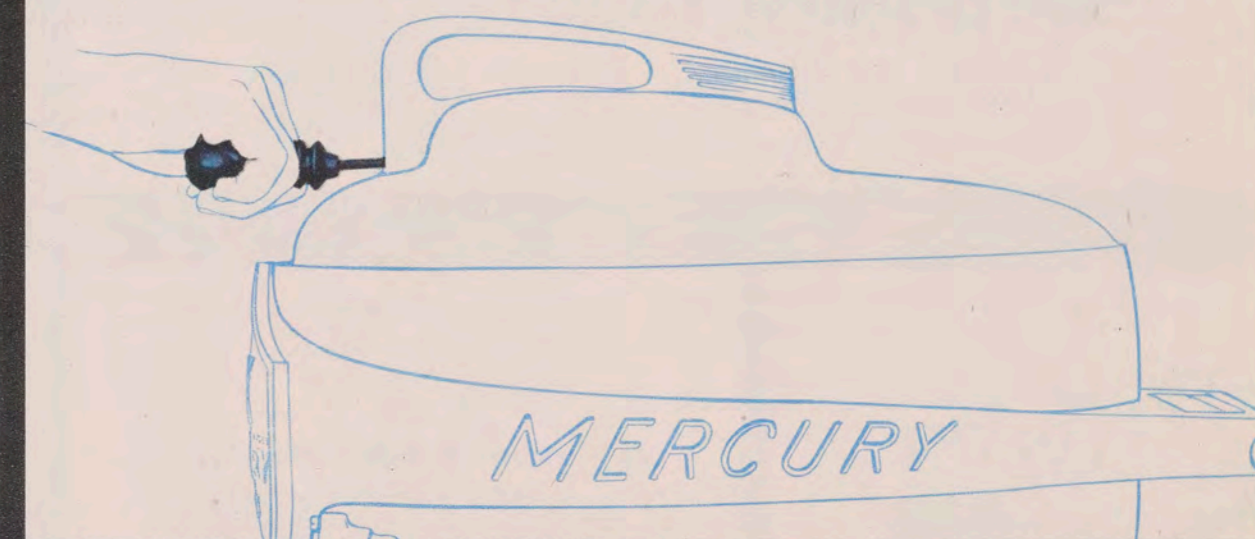
move up

to engineering that's always "years ahead"!

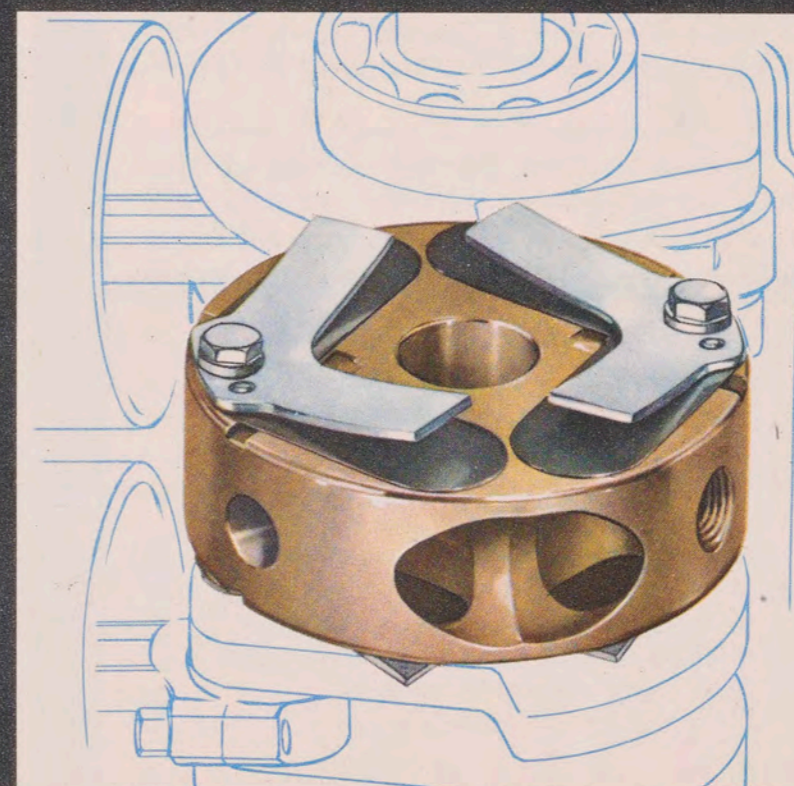
The very first Mercury was designed to give America's sportsmen a better outboard than any then available . . . and Kiekhaefer engineers discarded all outworn conventions and old-fashioned concepts to make that dream a reality! Today's Mercury line is the culmination of 15 years of progressive Mercury engineering and the finest outboard technology in the industry — skilled craftsmen, scientists, engineers and machines working constantly to maintain and increase Mercury's leadership. Because of Kiekhaefer pioneering, today's sportsman has finer outboard motors to choose from than ever before — but there's still only one that's head and shoulders above the rest . . . the outboard that's backed by pace-setting engineering that has packed a lifetime of progress into 15 short years — *Mercury* — truly America's luxury outboards!



MAGNA-PUL STARTER
 Simple, strong and safe, Mercury's Magna-Pul Starter gives you fast, dependable starts with less pulling effort. Simple magnetic operating principle eliminates the need for delicate springs or fragile stamped parts, and there are no loose parts on the revolving flywheel. Drop forged steel pawls add to the rugged construction that promises you a lifetime of fast Mercury starts! Patented.



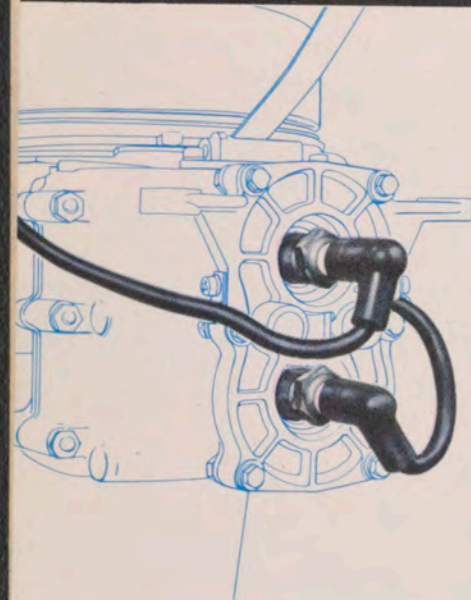
WATERPROOF MAGNETO
 Every Mercury laughs off rain and bad weather, starts easily every time with Mercury's waterproof magneto. It's fully enclosed, completely protected from moisture and salt air, functions normally even when wholly submerged. High voltage at starting speeds gives Mercury its famous quick starts. Aircraft type breakers. Patents pending.



VARI-TIMED VALVES
 Whatever the speed, whatever the load, Mercury's internal Vari-Timed Valves provide the right valve opening and timing for most efficient performance, because valves are tough, resilient spring steel reeds which open and close by crankcase vacuum and pressure, not by mechanical connecting or actuating devices. Vari-Timed Valves eliminate manifolds and dual carburetion and induction systems, provide perfect sealing for crankcase. They're another reason why Mercurys start easier, idle better, accelerate faster. Backfire-proof for extra safety. Another Mercury "first" — with patents pending.

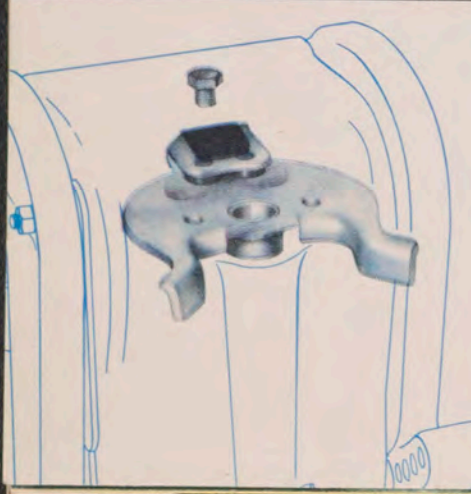
move up

to the most advanced
engineering in the
outboard field!



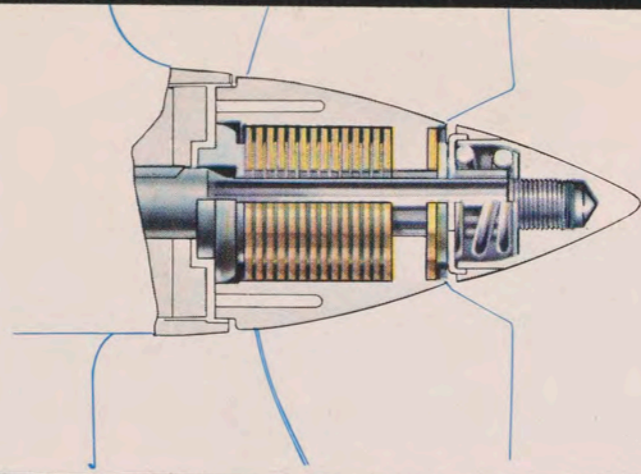
WATERPROOFED SPARK PLUGS

For all-weather operation in fresh or salt water. Stay dry and clean, fire even when completely submerged. Contribute to Mercury's quick starts, improved performance and minimum maintenance. Weather-protected receptacle for spare plugs under the cowl.



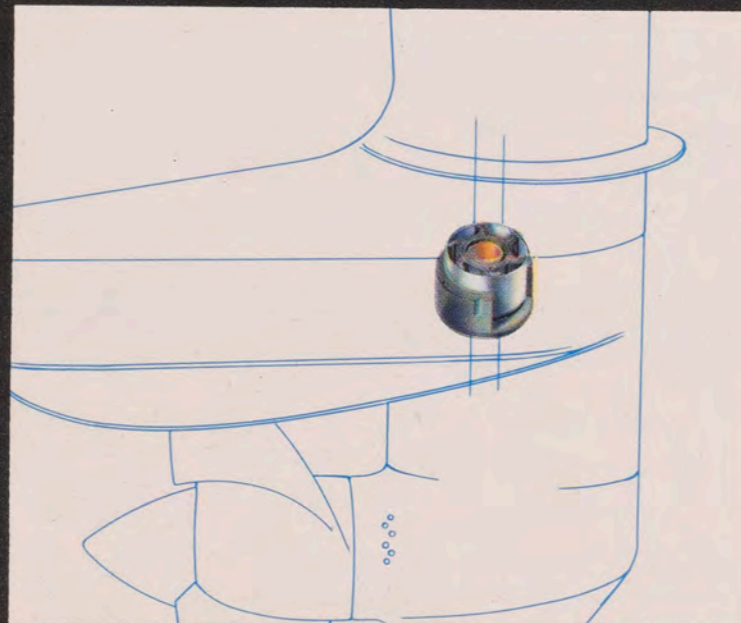
MULTIPLE DISC CO-PILOT

Another Mercury "First", patents pending. Spring loaded co-pilot gives you smooth manual control plus automatic steering that frees your hands when your course is set and clear ahead. Live rubber bushing cushions power unit . . . absorbs vibrations.



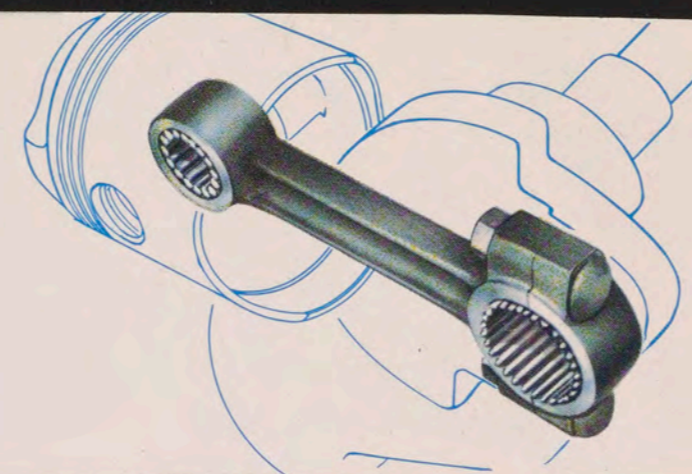
MULTIPLE DISC SAFETY CLUTCH

Provides improved propeller protection for the Mark 5, with patents pending. Propeller is driven through splines on shaft rather than shear pins. Clutch power is partly dependent on propeller thrust, is reduced at lower speeds to protect propeller in negotiating obstructions. Damaged propeller will function with half the blades gone.



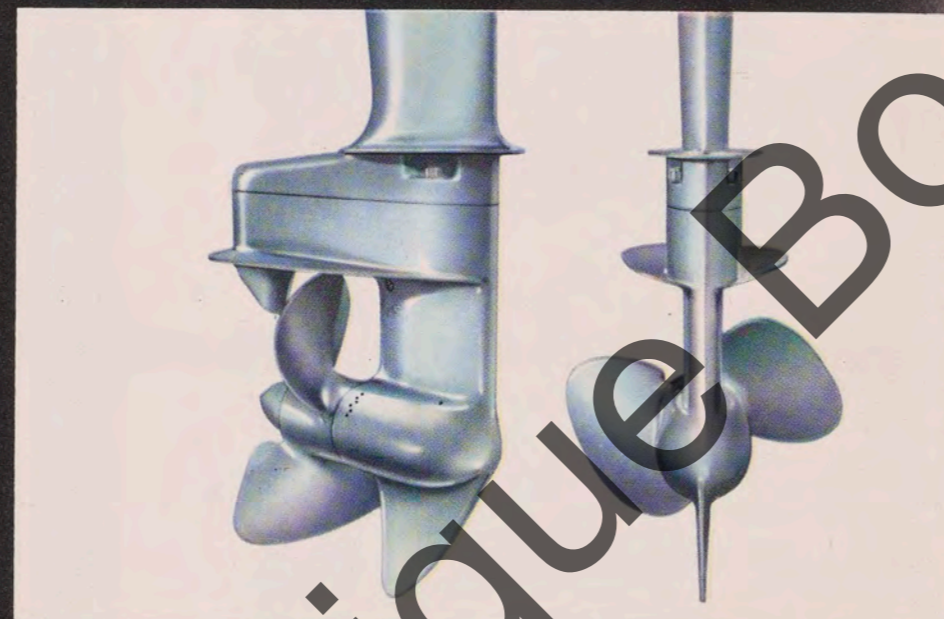
VARIABLE VOLUME ROTEX WATER PUMP

For superior cooling at all speeds, from slowest troll to a wide-open racing pace, Mercury's Variable Volume Rotex Water Pump operates as a positive displacement pump at low speeds and a centrifugal pump at high speeds. Weed-proof, silt-proof and non-clogging . . . easily accessible. Patented.



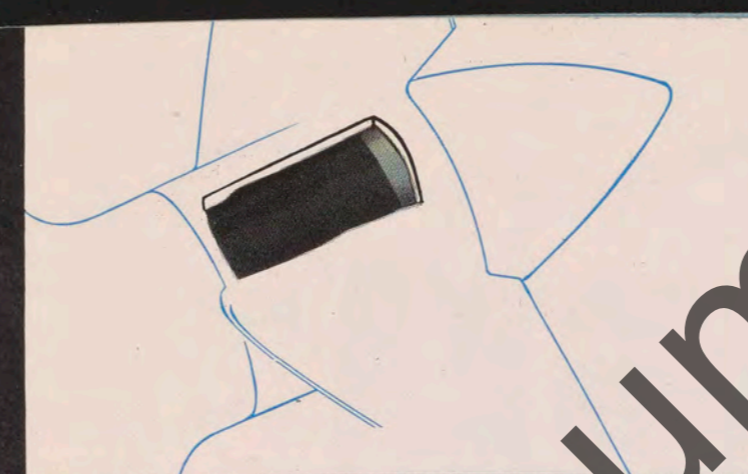
"HI-REV" MICRO-MOUNTED DROP FORGED ALLOY STEEL CONNECTING RODS

Precision craftsmanship where power originates means greater power and efficiency at the propeller. Mercury's connecting rods are made of chrome nickel-moly steel, heat treated, hardened and tempered, precision ground to close tolerances, balanced for matched performance and doveled into position with ground bolts. Roller bearings on wrist-pins and crank-pins reduce friction.



UNI-CAST ONE-PIECE GEAR HOUSING

Provides extra strength with one-piece drive shaft housing. Hydrodynamically correct design decreases frontal area to yield more speed per horsepower. Shafts, bearings and gears remain permanently aligned. There are no gaskets to leak or soften, no need for frequent grease checks. On all models, patents pending.



FLO-TORQ PROPELLER DRIVE

Compressed live rubber bushing cushions normal loads, slips on impact to protect propeller. Shear pins are eliminated. Standard equipment on Mark 20 and Mark 50. Mercurys are built to get you there — and back!



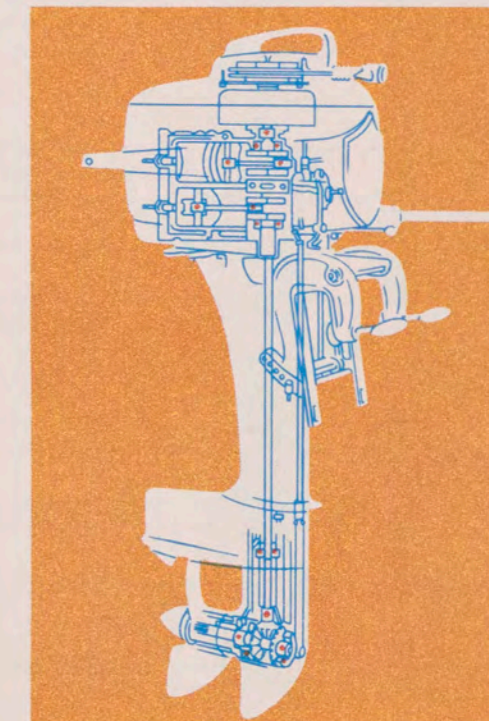
Is Mercury horsepower understated?

It is sometimes charged that the reason Mercurys outperform other outboards with the same advertised horsepower is simply that Mercury Horsepower is understated — that it is actually higher than Mercury ratings would lead an owner to believe. That isn't so. But you should know that the advertised horsepower ratings for Mercury outboard motors are in terms of *standard* horsepower, as recognized internationally, not in terms of horsepower as defined by a manufacturer trade association.

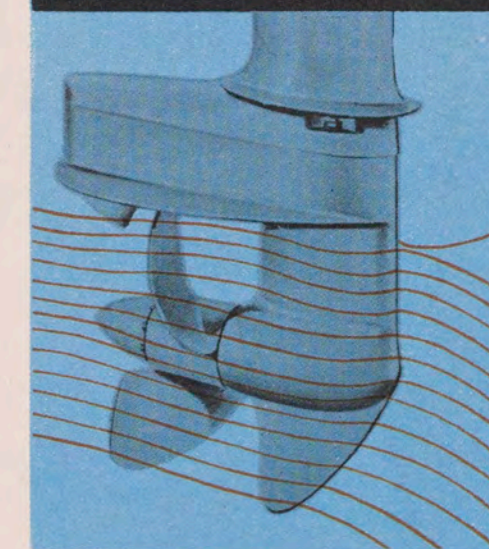
As used by the Society of Automotive Engineers, American Institute of Electrical Engineers, American Society of Mechanical Engineers and the American Society of Civil Engineers for rating electric motors, Diesel engines, steam engines, marine engines or any other prime movers, a standard horsepower is defined as: a unit of power numerically equal to a rate of 33,000 foot-pounds of work per minute.

This world standard of horsepower is that used for rating Mercury outboard motors. Furthermore, Mercury motors are rated a *safe continuous duty r.p.m. rather than flash peak r.p.m.* Your Mercury will deliver its full rated horsepower month after month, year after year — not just for the first few hours of operation.

Differences in horsepower definitions aside, however, the secret of Mercury's superior performance lies in superior engineering, better hydrodynamic design, precision craftsmanship in construction — plus Full Jeweled Power, which delivers more power where it counts — at the propeller!



Laboratory cutaway shows how Mercury prevents power loss by placing anti-friction ball and roller bearings at all power transmission points. Mercury delivers more power to the prop where it pays off for *you*. Full Jeweled Power design and precision construction make the difference.



Under water flow lines show how hydrodynamically correct Mercury design reduces cavitation and turbulence, contributes to greater speed with less power required to overcome water resistance.

specifications

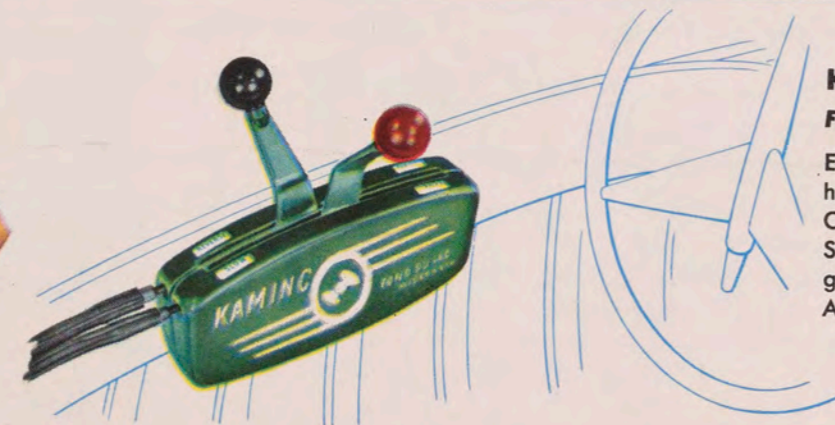
mark 5 mark 7 mark 20 mark 50

s.a.e. HORSEPOWER	5 @ 4200 RPM	7.5 @ 4000 RPM	16 @ 4000 RPM	40 @ 4600 RPM
APPROXIMATE WEIGHT IN LBS.	40	54	73	118
NO. OF CYLINDERS	2 Alternate Firing	2 Alternate Firing	2 Alternate Firing	4 in line — Alternate Firing
BORE & STROKE	1 3/4" x 1 1/2"	2" x 1 3/4"	2-7/16" x 2 1/8"	2-7/16" x 2 1/8"
PISTON DISPLACEMENT	7.2 cu. in.	11 cu. in.	19.8 cu. in.	39.6 cu. in.
MAGNETO	Fully waterproofed	Two coils — two condensers — two sets of breaker points . . . Another Mercury First		
CARBURETOR	Tillotson	Tillotson	Tillotson	Tillotson
FUEL CAPACITY (Pts.)	10	12	Remote Fuel Tank 6 gal.	Remote Fuel Tank 6 gal.
PROPELLER PROTECTION	Multiple Disc Clutch	Duo-Flex Clutch	Flo-Torq Drive Safety Clutch	Flo-Torq Drive Safety Clutch
STARTING	Mercury Magna-Pul	Mercury Magna-Pul	Mercury Magna-Pul	Mercury Magna-Pul
CRANKSHAFT	Drop forged alloy steel — Integral counter weight — Heat treated, hardened, tempered, precision ground bearing surfaces and faces			
CRANKSHAFT MAIN BEARINGS	Anti-friction Ball and Roller bearings — In every Mercury			
CONNECTING RODS	Drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground to just the right scientific finish — Roller bearings on crankpin and wrist pin — In every Mercury			
DRIVE SHAFT BEARINGS	Anti-friction Ball and Roller bearings — In every Mercury			
PROPELLER SHAFT BEARINGS	Anti-friction Ball and Roller bearings — In every Mercury			
SAFETY STEERING	Full Reverse	Full feathered for easy steering—Will not whip or over control—Reduced stress on clamping bracket		
CO-PILOT	Spring Loaded	Multiple Disc	Multiple Disc	Multiple Disc
WATER PUMP	Positive displacement at low speed, clog-proof, silt-proof, weed-proof — In every Mercury			
SPARK PLUGS	Waterproofed. Operate even when fully submerged			
ESTIMATED BOAT SPEED*	Slowest troll to 20 MPH	Slowest troll to 24 MPH	Slowest troll to 30 MPH	Slowest troll to 50 MPH plus
SHIFT	Neutral Clutch — 360° steering	Forward-Neutral Reverse	Forward-Neutral Reverse	Forward-Neutral Reverse Remote Control operation

*Boat speeds are governed by various factors such as: Boat design, length and weight, trim and load, wind, waves, tides, current and skill of the operator.

Specifications subject to change without notice

Features of Mercury motors are protected by issued or pending patents.



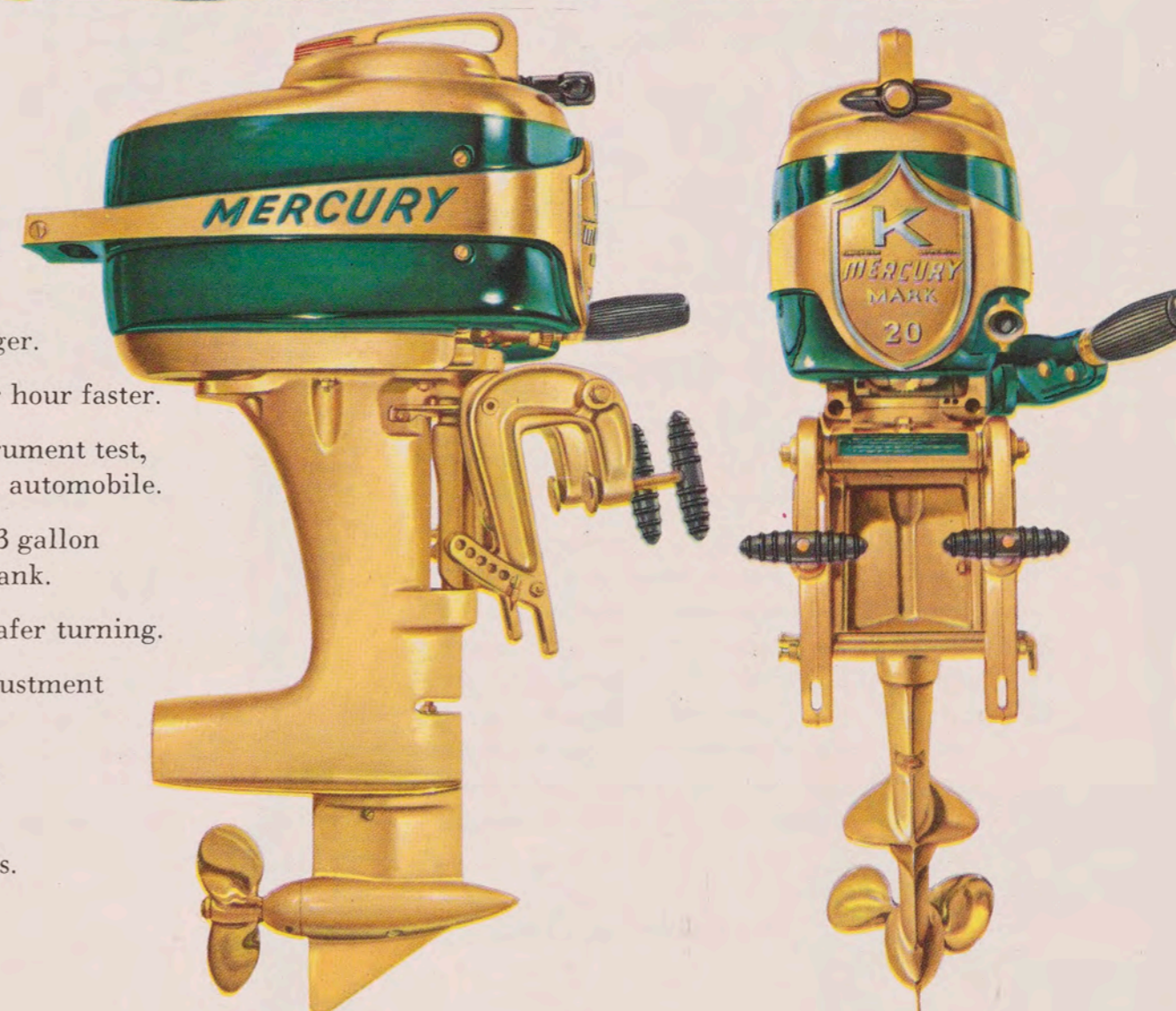
KAMINC REMOTE CONTROLS For Mark 50 and Mark 20 models

Easy to install. Quickly detachable. For left hand, right hand or dual installation. Salt water proof, corrosion proof. Can be used with inside or outside steering controls. Smooth action, long life, reasonably priced. Gives you greater enjoyment with cruisers and family runabouts. Available at your Mercury dealer.

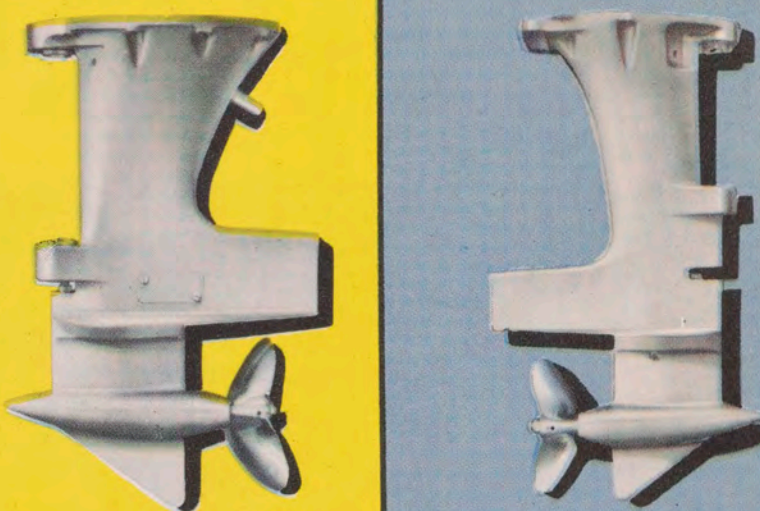
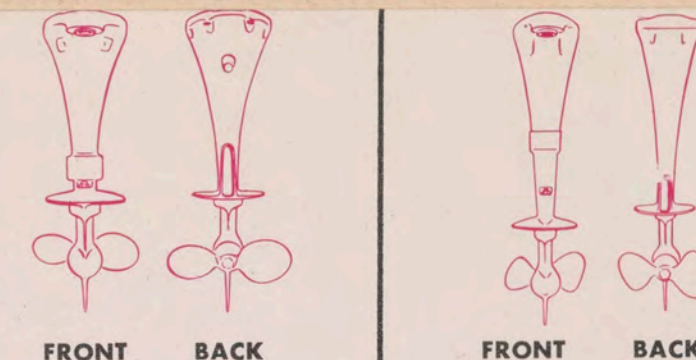
Speed... Speed... Speed!

new 1954

mark 20 H



- Hang on! You're going to travel faster than any stock Class B rig ever rambed before! Here's the newest result of famous engineering know how that makes Mercurys run faster—longer.
- New speeds, four to six miles per hour faster.
- New acceleration, by actual instrument test, greater than a powerful, modern automobile.
- New trim, compact styling with 3 gallon remote pressure regulated fuel tank.
- New low center of gravity . . . safer turning.
- New positive, precision spark adjustment . . . positive lock.
- New fuel filter.
- New larger carburetor with simplified accessible adjustments.
- New high output, waterproof magneto.



Faster On Take-Off . . . Faster on the Course
Unsurpassed MERCURY

quicksilver

Lower Units Now Die Cast for greater Strength and Precision

Boosts speeds 20% to 30% on planing type hulls . . . tested and proved in the nation's leading outboard marathons and closed course races!

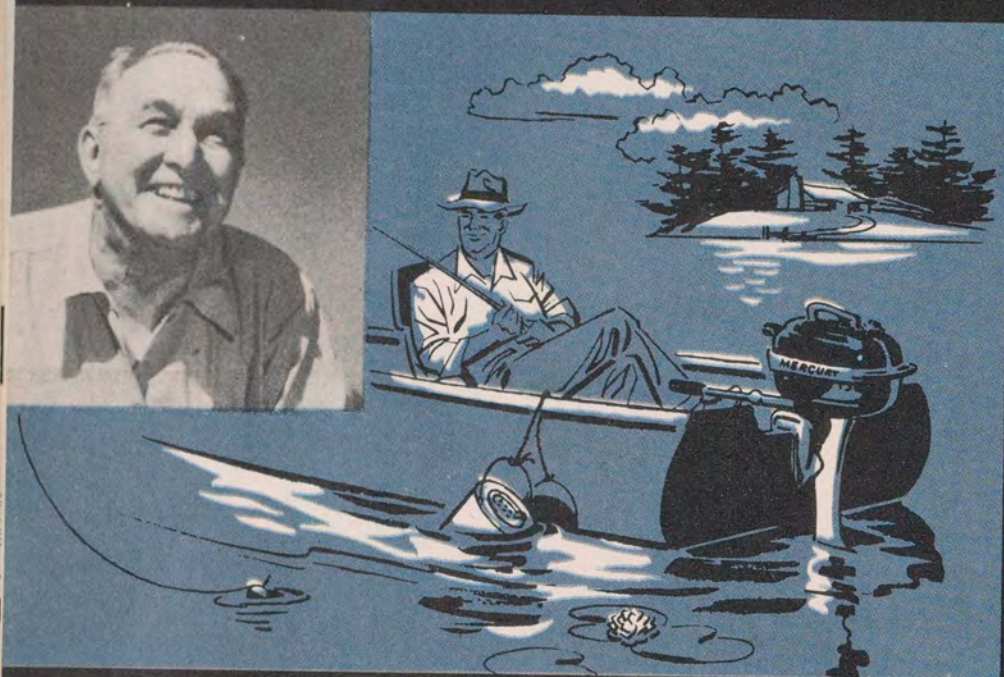
Flashing speeds . . . record-breaking performance . . . trophy-winning efficiency—those are the advantages that are yours with Mercury's Quicksilver Lower Unit Assembly! It's still another in the series of Mercury "firsts", incorporating tested Mercury features such as the Uni-Cast One-Piece Gear Housing and Full Jeweled Construction—plus the newest developments in outboard technology and hydrodynamic design for the highest possible effectiveness on fast runabouts or hydroplanes.

Approved by the American Power Boat Association for stock outboard racing on Mercury Outboard Motors in classes AU, BU and DU, and A, B and D stock hydroplanes.

Quicksilver Lower Units are available as complete assemblies for interchangeable installation on existing Mercury models. Models KG-4H, Mark 20H and Mark 40H provide Quicksilver Lower Units and Hydro-Short Drive Shaft Housings as standard equipment.

here's what they say about **MERCURY**

KIEKHAEFER
MERCURY



inventor of the first outboard
CAMERON B. WATERMAN

"I invented the outboard motor in 1905 because I loved to fish and hated to row. Other fishermen felt the same way and we produced and sold several thousand Watermans before another manufacturer entered the field in 1909.

Mercury is my choice in outboards today. They are outstanding examples of the finest modern outboard design and craftsmanship. What a far cry from my little 'one lung' of 1905."

Cameron B. Waterman



world traveler, lecturer and photographer
JULIAN GROMER

"For pure fun and enjoyment — and adventure, too — it's hard to beat an outboard cruiser trip. I chose Mercury for mine, for an outboard with plenty of 'get-up-and-go', built to stand the gaff of a rough 70-mile ocean trip. From my outboard cruising experience, I know that Mercury 'safety engineering' offers bonus values in speed, power, stamina and reliability unmatched by any other outboard!"

Julian Gromer



Florida fishing guides
FRANKEE and JIMMIE ALBRIGHT

"One of our typical fishing jaunts covers a lot of salt water — and just about every type of fishing Florida has to offer. Naturally, we can't settle for less than fast, reliable water transportation . . . our motors have to stand up to crusty coral and oyster beds, weedy flats and choppy open seas. We know from experience that means Mercury — for performance instead of promises!"

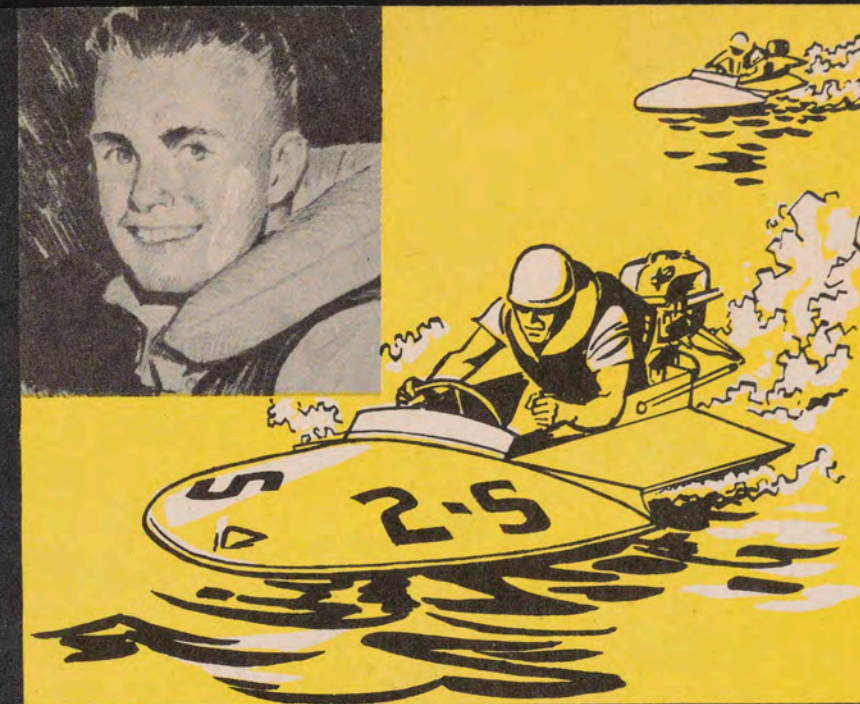
*Frankie Albright
Jimmie Albright*



radio and television star
TOMMY BARTLETT

"Millions of people have seen my Water Ski and Jumping Boat Thrill Show — in newsreels, television, and in person throughout the U.S. and Canada. They've seen highly skilled performers doing stunts requiring the utmost in physical skill and split-second timing . . . but there's another important factor, too, in the steady reliable performance of our Mercury motors! Believe me, we put a lot of trust in our Mercurys — and in 480 separate performances, our Mercury motors have never failed us!"

Tommy Bartlett



race driver DEAN CHENOWITH

"In my three years of racing, I've won 74 trophies and three national titles — but I've never gotten over the thrill that comes with the start of a new race and the chance to pit my driving — and my motor — against top competition. I've used Mercurys exclusively throughout my racing career."

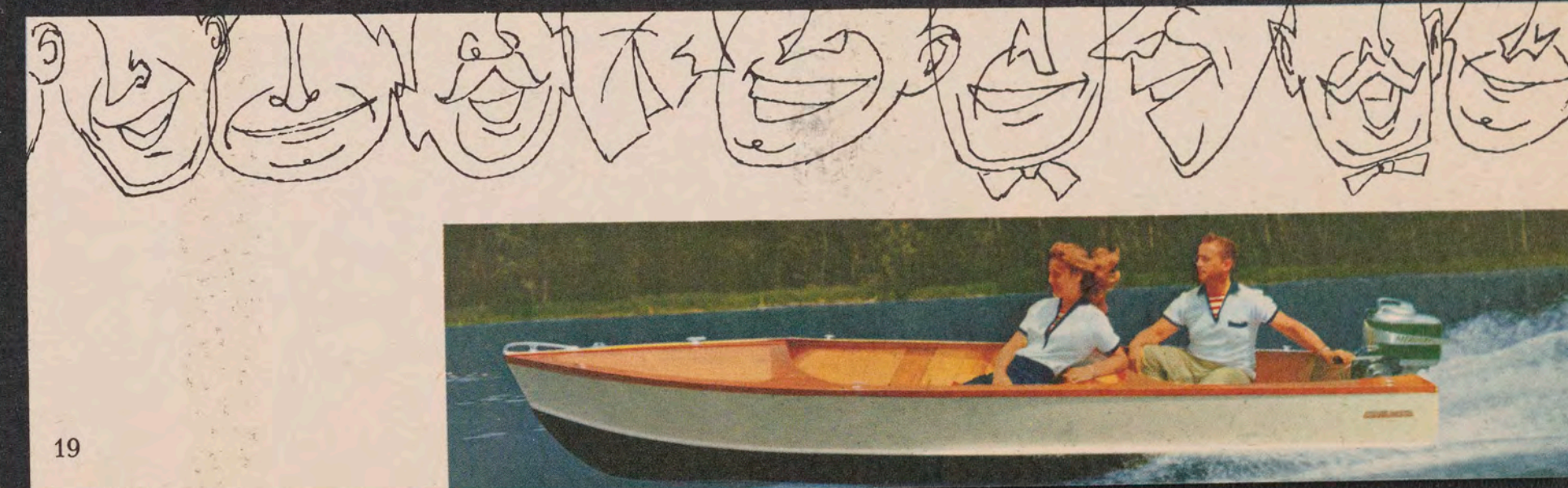
Dean Chenoweth



work boat operator CHARLES HASTINGS

"It isn't the glamor of outboards that counts with me . . . it's the way they stand up to the daily strain of tough work and come back for more. And for power, endurance, stamina and sheer lugging ability, I'll stack Mercury against any competition! I know that the Kiekhaefer engineering that goes into Mercurys is responsible for the performance that comes out of 'em!"

Charles Hastings



Reliable Kiekhaefer

MERCURY SERVICE

wherever you go!

Look for the sign of Mercury Sales and Service when you look for reliable outboard motor service! You'll find it proudly displayed by more than 4000 dealers from coast to coast — each equipped with genuine Mercury parts and factory trained service men, and each determined to give you friendly, cooperative help in keeping your Mercury running like the Full Jeweled beauty it is! Remember, no one can service your Mercury like a Mercury dealer!



KIEKHAEFER
CORPORATION
FOND DU LAC,
WISCONSIN



SALES SERVICE

