

the Gift they'll treasure  
**KIEKHAEFER MERCURY** OUTBOARD MOTORS  
 ... for years of pleasure!

3.5 H.P. COMET

5 H.P. "SUPER 5"

7.5 H.P. ROCKET

10 H.P. LIGHTNING

10 H.P. "SUPER 10"

25 H.P. 4-in-line THUNDERBOLT

The Outboard Motor to Give... or Get...  
 Built with Full Jeweled Power\*... The BIG  
 Engineering Difference... First in Mercury,  
 In Every Mercury, Only in Mercury!

\*Ball and Roller Bearings Throughout

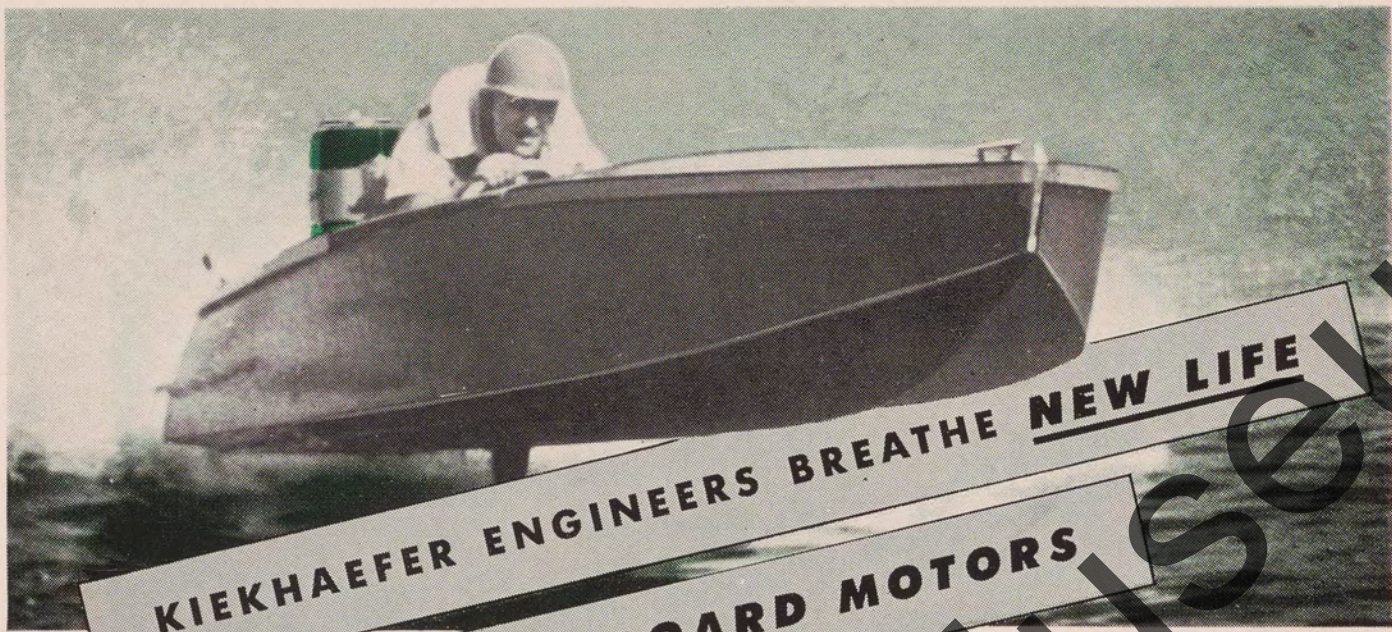
Write for Free Brochure, and name of  
 nearest dealer who will help choose  
 the model to meet your requirements.

**KIEKHAEFER CORPORATION**  
 Fond du Lac, Wisconsin

**MERCURY**  
 OUTBOARD MOTORS

FAIRBOURNE MEMBER  
 AMERICAN POWER BOAT  
 ASSOCIATION

DEC 12 1949



**KIEKHAEFER ENGINEERS BREATHE NEW LIFE  
INTO BIG OUTBOARD MOTORS**

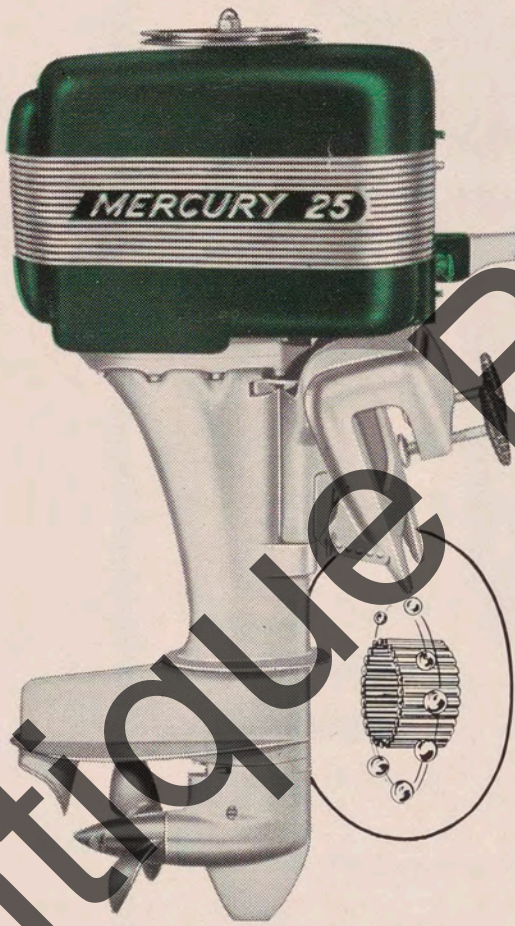
**Even More Performance per horse-  
power! Now More Performance per pound  
of weight! . . . THE SENSATIONAL NEW 1950**

KIEKHAEFER

**MERCURY**

## 25 H.P. Thunderbolt

**IT'S AN ALTERNATE FIRING "4". THE FIRST 4  
CYLINDER-IN-LINE 2 CYCLE OUTBOARD ENGINE,  
THE ULTIMATE IN SMOOTH STEADY POWER!**



The unrelenting determination of Kiekhaefer engineers . . . the years of research in laboratory . . . the thousands of hours testing in salt and fresh water . . . the torture of thousands of hours gruelling dynamometer destruction tests are climaxed by the introduction of the new 25 H.P. Mercury Thunderbolt.

Not just a new model, but a new type of outboard, the Thunderbolt brings to boating lovers the performance and precision of finest automotive and aircraft engines. Its four cylinder-in-line two cycle construction produce a power impulse every 90° of crankshaft rotation. It's a package of caged lightning . . . powerful as a grizzly . . . yet gentle as a kitten. Its synchronized spark and throttle insure smoothness over the entire speed range and flashing "hold onto your hat" acceleration. It's light weight . . . and it's "Full Jeweled"! Anti-friction bearings on the crankshaft, driveshaft and propeller shaft . . . forged steel connecting rods with roller bearings on the crank pins and wrist pins give all moving parts an "Anti-friction Ride", and its low oil to gasoline ratio and perfected fuel distribution mean longer spark plug life.

Drive a Mercury Thunderbolt and you'll never be satisfied with anything else in a high performance outboard motor. Get the full story of this revolutionary new outboard by writing direct to

**PROVED FULL JEWELLED POWER\***  
**THE BIG ENGINEERING DIFFERENCE**

*First in Mercury, In Every Mercury,  
Only in Mercury*

\*Ball and Roller Bearings Throughout



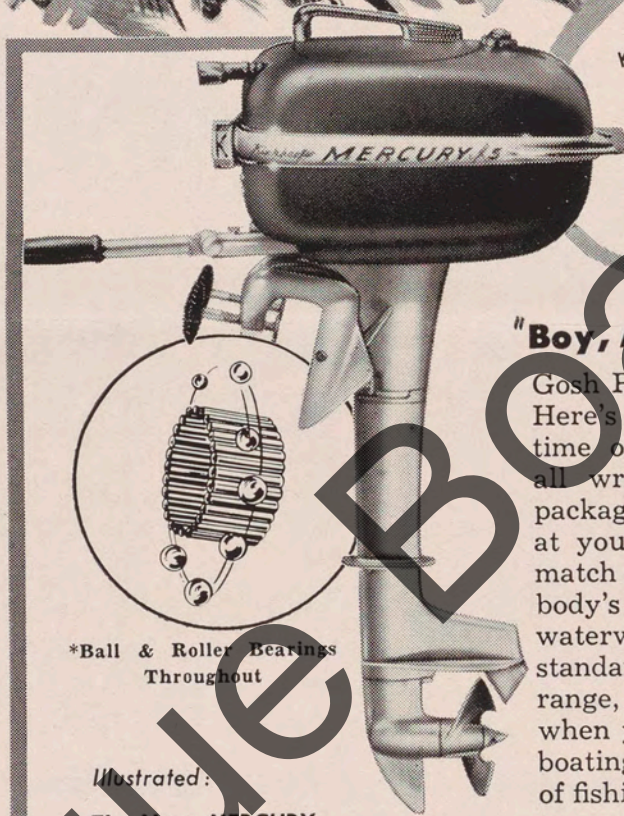
**KIEKHAEFER CORPORATION, DEPT. P.S.**  
660 South Hickory Street  
Fond du Lac, Wisconsin, U. S. A.





# YIPPEE!

WE GOT A  
KIEKHAEFER  
**MERCURY**  
OUTBOARD -  
IT'S A BEAUT!



\*Ball & Roller Bearings  
Throughout

Illustrated:

The New MERCURY

**"Super 5"**

ALTERNATE TWIN

### "Boy, Are We Gonna Have Fun!"

Gosh, Pop! There really is a Santa Claus! Here's a Christmas gift with a whole lifetime of carefree, safe, adventurous fun all wrapped up in a handsome green package . . . sure to please EVERYBODY at your house. No sportsman's gift can match it. Mercury's the outboard everybody's talking about . . . the master of the waterways that has established new standards for speed, safety, flexibility, range, and durability. You give more when you give a Mercury. More years of boating pleasure, more trouble-free hours of fishing and fun.

### SIX GREAT 1950 MERCURYS TO CHOOSE FROM

All mechanically correct — all engineered with PROVED FULL JEWELLED POWER\*

The BIG Engineering Difference, First in Mercury, In Every Mercury, and Only in Mercury

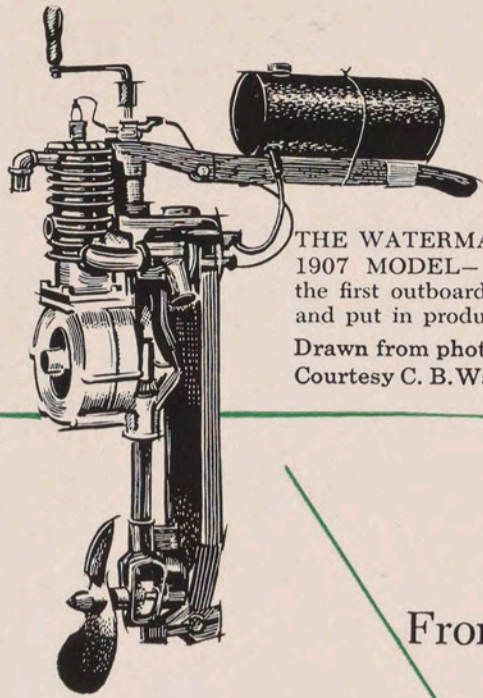


Write for Free Brochure and name of nearest dealer

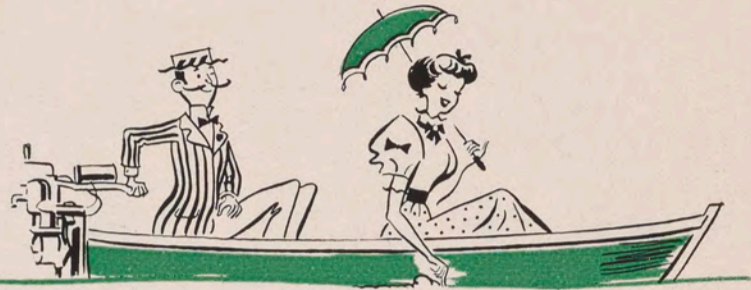
KIEKHAEFER CORPORATION, FOND DU LAC, WISCONSIN, U. S. A.



Antique Boat Museum



THE WATERMAN,  
1907 MODEL—  
the first outboard developed  
and put in production.  
Drawn from photographs  
Courtesy C. B. Waterman

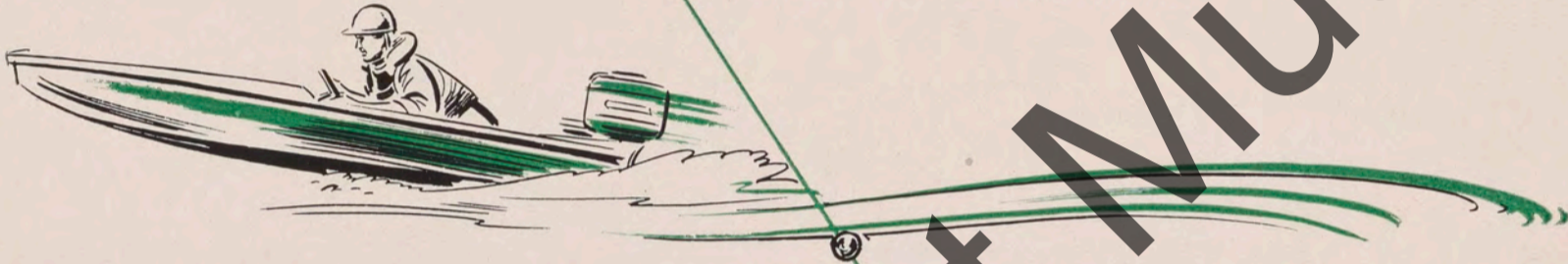


From Waterman the First....

to Kiekhaefer MERCURY THE FINEST

Ball and Roller Bearings

Made the BIG Difference



From the first chain-driven Waterman ...outboard engines were slow to win popularity. The *idea* promised power boating everyone could afford...but the outboards produced for the next two decades, failed to eliminate many undesirable characteristics of the early "putt-putts."

In 1939, Kiekhaefer Engineers produced the revolutionary MERCURY OUTBOARD MOTORS free of gadgets and engineered with advancements that ended stubborn starting, stepped up speed and power, extended life expectancy, and reduced maintenance and service problems that had hampered the industry's growth.

MERCURY OUTBOARDS quickly established new standards... the most significant being the adaptation of the proved ball and roller bearing principle that had speeded the progress of all transportation. MERCURY calls this priceless engineering ingredient... FULL JEWELLED POWER...now recognized as the BIG engineering difference that gives vital parts an anti-friction ride so Mercury Outboard Motors stay young *longer*, run *smoother* and *faster*, and deliver maximum power to the prop.

See the complete MERCURY LINE...3.5 H.P. to 25 H.P. at your nearest dealer. Look under "Outboard Motors" in your telephone directory. Write for free brochure...



The New  
MERCURY "25"  
with the Magnificent  
THUNDERBOLT Engine  
25 thoroughbred Horsepower  
—the *first* and *only* 4-in-line  
alternate firing outboard.  
Smooth...Powerful...  
quiet...with the feel and  
control of the finest  
8 cylinder automotive  
engines...A TRUE KING  
OF THE WATERWAYS.



Kiekhaefer



FULL JEWELLED POWER\*

THE BIG ENGINEERING DIFFERENCE

First in Mercury, In Every Mercury, Only in Mercury  
\*Ball and Roller Bearings Throughout.

KIEKHAEFER CORPORATION  
FOND DU LAC, WISCONSIN, U.S.A.

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Prepared by: Jim Baker Associates, Inc.  
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