

THUNDERBOLT

SUPER 10

LIGHTNING

COMET

HURRICANE

ROCKET

SUPER 5

*C. J. Chapman*

*Right down  
the line*

JAN 19 1950

1950's BEST OUTBOARD BUY, BY FAR!

Antique Boat Museum

KIEKHAFFER

**MERCURY**

OUTBOARD  
MOTORS

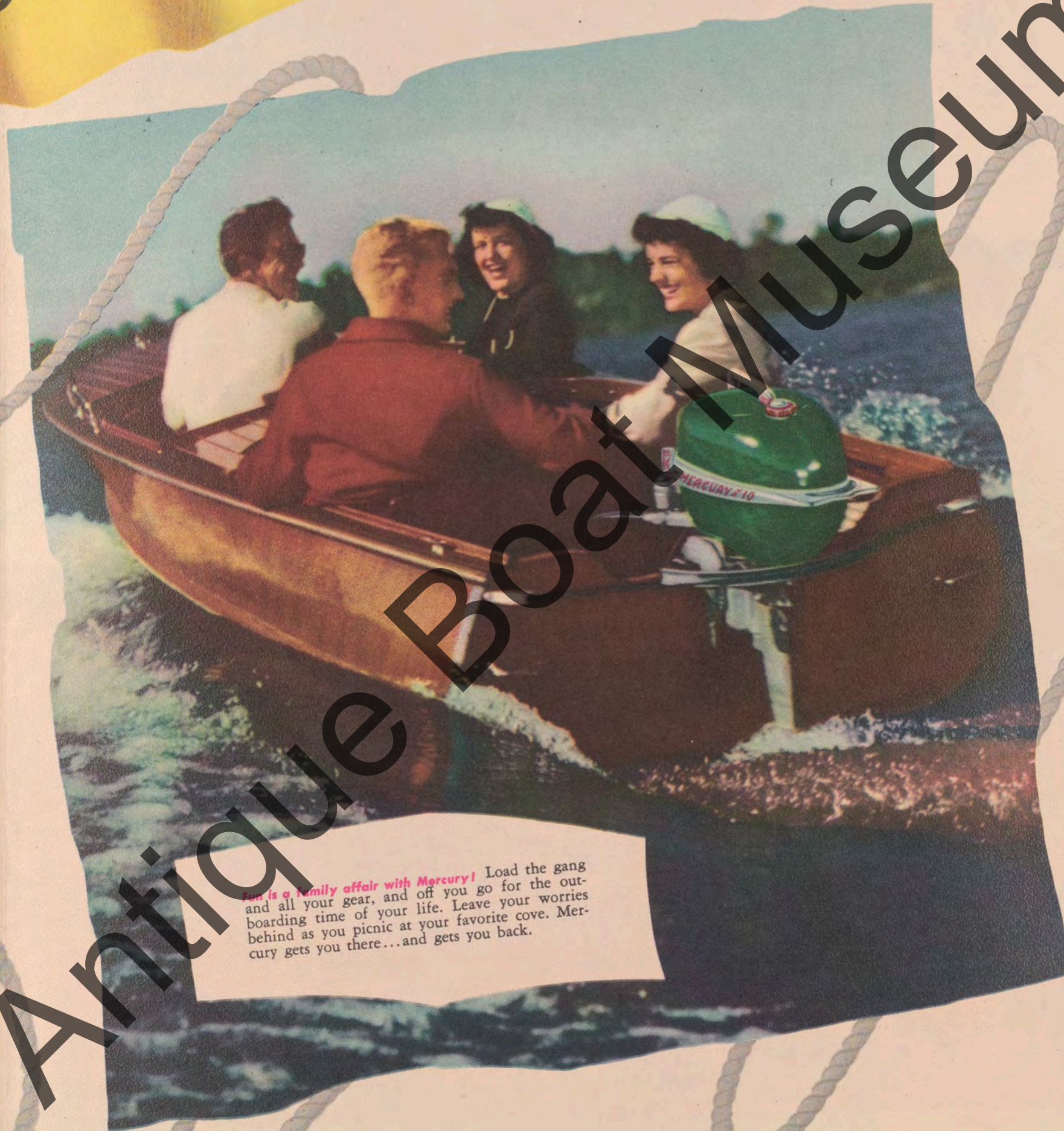


*RIGHT* down the line...

IT'S **MERCURY** FOR THAT EXTRA MEASURE OF OUTBOARD PLEASURE



*For inch-along trolling or a faster trip* to your favorite fishing spot any Mercury is the right motor for you. Light in weight...heavy in performance, you'll find Mercury adding hours to your fishing pleasure.

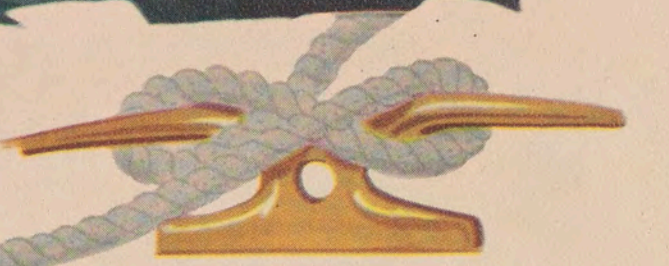


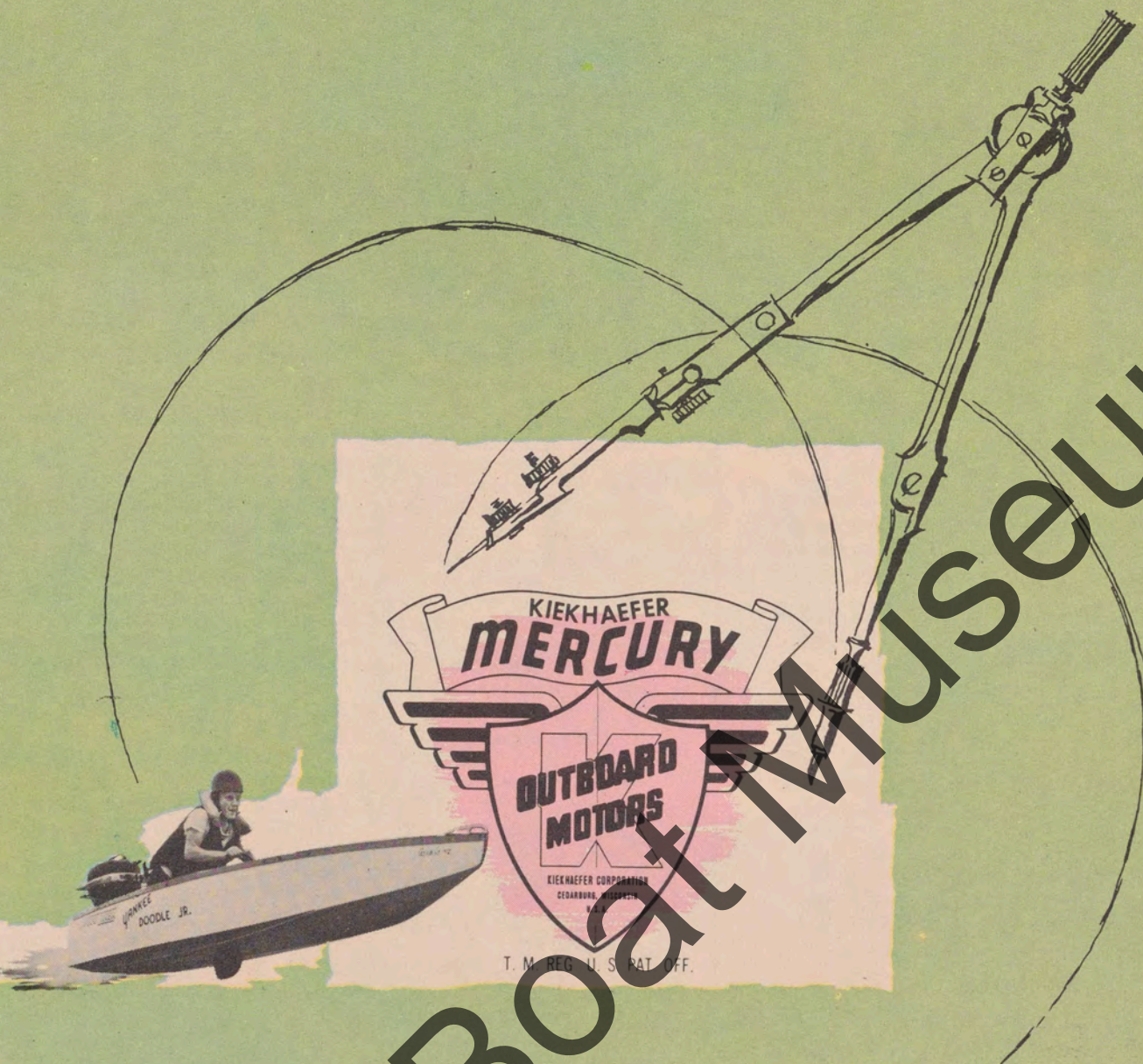
*It is a family affair with Mercury!* Load the gang and all your gear, and off you go for the out-boarding time of your life. Leave your worries behind as you picnic at your favorite cove. Mercury gets you there...and gets you back.



*First choice with the kids...* Mercury is safe, simple and free of troublesome gadgets. They love its light weight, easy starting, and rugged construction that make each day on the water a "glorious adventure."

Antique Boat Museum





*If it's way ahead it's a Mercury!*

An engineer measures a product in terms of *performance efficiency*. A sportsman in terms of pleasure, reliability, and pride of ownership. To *both*... the Mercury Emblem...symbol of Kiekhaefer engineering...and Mercury Outboard Motors...has become the standard bearer of an entirely new conception of outboard motors that combine all these desirable features.

Yes—if it's way ahead, it's a Mercury...because from its very first year Mercury has been way ahead of an industry stubbornly clinging to old fashioned conceptions of 2 cycle engine design. For decades, none had dared to challenge...or change...and acceptance of the sport of outboarding was delayed

because the industry failed to provide the features that are really important and desirable for complete outboard enjoyment.

The very first Mercury Outboard Motors were *way* ahead.

The important basic features insuring greater operational ease, greater safety and longer trouble-free life were introduced by Mercury and now are yours to enjoy in any of the 7 great 1950 Mercury models.

The outboarding public quickly recognized Mercury superiority and progressive Mercury engineering...today Mercury popularity...like Mercury engineering is *way* ahead of the industry.



AT YOUR SERVICE

*everywhere*

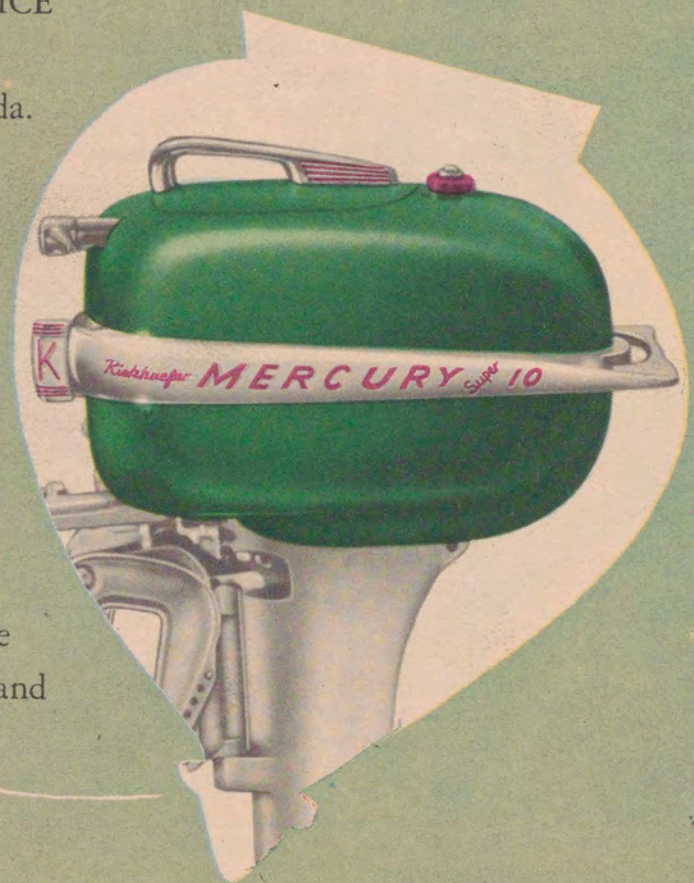
TO KEEP YOUR MERCURY

IN TIP-TOP SHAPE

This symbol...the Mercury shield of Engineering excellence...is the sign of authorized MERCURY SERVICE ...identifying more than 4,000 dealers ready to serve Mercury owners throughout the United States and Canada.

Wherever you may be...you can place your confidence in the dealer who displays this emblem. Behind it stands the constant vigilance of the Kiekhaefer Corporation and the year-in, year-out service factory training and educational program. It assures you a service organization equipped with the factory and research laboratory training to know your Mercury intimately from starter to propeller.

So for a smart new 1950 Mercury Outboard Motor ...look for the Mercury Shield—it's your assurance of the best in outboards, and the best in prompt, courteous, and factory trained service always!



# 7 Great

# 1950 *Kiekhaefer* MERCURY outboard motors

## engineered right styled right priced right RIGHT DOWN THE LINE!



### KF-3 COMET

3 1/2 H.P. Single

- A lightweight, economical single cylinder outboard with all the features that are really important.
- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rod, drive shaft and propeller shaft.
- Forged steel connecting rod with roller bearings on the crank-pin and the wrist-pin.
- Safety Tilt transom adjustment and Full Weelless position operation. Bounce over rocks and logs, go through the thickest weed beds without propeller fouling or dangerous transom slamming.
- Multiple Disc Propeller Clutch...for safe, sure, propeller protection without the use of shear pins.
- Full Reverse...360° steering for maximum maneuverability.
- Waterproof Magneto...for safe operation regardless of weather conditions. Quicker, easier starts regardless of climatic conditions.
- Uni-Cast One Piece Gear Housing...insures permanent positive alignment of the shafts, bearings and gears. No gaskets to soften and leak...triple sealed.
- Magna-Pul Automatic Rewind Starter. Simple and sturdy.
- Safety Tilt Handle...for ease in lifting and attaching to your boat.
- Variable Volume Rotax Water Pump with Low Level Water Inlet. Ample volume at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.
- Stabilized Flywheel...provides exceptional smoothness at all operating speeds and delivers a steady flow of power to the propeller.



Form SD-156  
Copyright 1949  
Kiekhaefer Corporation,  
Fond du Lac, Wisconsin  
Made in U.S.A.

### KF-5 "SUPER 5"

5 H.P. Alternate Twin

- The prize "catch" for thousands of fishermen when it was introduced last year, the 1950 "Super 5" incorporates many new improvements and refinements that will strengthen its hold on the sportsman's heart.
- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, drive shaft and propeller shaft.
- Forged Steel Connecting Rods...with roller bearings on the crank-pins and wrist-pins.
- Safety Tilt transom adjustment...and Full Weelless position operation. Bounce over rocks and logs, go through the thickest weed beds without propeller fouling or dangerous transom slamming.
- Multiple Disc Propeller Clutch...for safe, sure propeller protection without the use of shear pins.
- Full Reverse...360° steering for maximum maneuverability. Rear steering handle for added convenience and safety.
- Waterproof Magneto and Spark Plugs...for safe all-weather operation and 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. Proved on hundreds of thousands of Mercury engines.
- Safety Tilt Handle...for ease in lifting and attaching to your boat.
- Variable Volume Rotax Water Pump...with Low Level Water inlet permits operation at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.
- Full feathered safety steering...Will not whip or over-control.
- Multiple disc co-pilot...Velvet action, yet firm in any position.
- Vari-timed Valves...Automatically correct valve timing for all operating speeds...eliminates need for manifolds and dual induction systems. Backfire-proof—for safety. Quicker starting because of better crankcase sealing.
- New improved carburetor...for even slower trolling and smooth, quiet operation.

Light in weight, this spirited little twin is heavy in performance. It will troll all day at a barely perceptible pace, yet lug a heavy fishing boat along at a good clip. For Junior and his light runabout it's ideal. It will plane him along at 18 MPH plus. For Mom it's perfect. Light, easy to handle...simple to control. Fun is truly

### KE-4 ROCKET

7.5 H.P. Alternate Twin

- Performance proved, the rugged Rocket has a record of endurance, long life and trouble-free service unmatched in the industry. A favorite with fishermen everywhere, especially on the larger lakes and in the salt water areas, its wide range of performance has been further improved for 1950. More power to push bigger boats faster, smoother...inch along...trolling speed, new heavier clamp and swivel brackets, convenient top lifting handle and many other improvements are incorporated in this versatile unit.
- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, drive shaft and propeller shaft.
- Forged Steel Connecting Rods...with roller bearings on the crank-pins and wrist-pins.
- Duo-Flex...propeller clutch.
- Waterproofed magneto...for safe all-weather operation and quicker, easier starting.
- 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...proved on hundreds of thousands of Mercury engines.
- Safety Tilt Handle...for ease in lifting on and off the boat.
- Longer steering handle...for greater ease of control.
- Variable Volume Rotax Water Pump...with Low Level Water inlet permits operation at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.
- Vari-timed Valves...Automatically correct valve timing for all operating speeds...eliminates need for manifolds and dual induction systems. Backfire-proof—for safety. Quicker starting because of better crankcase sealing.
- Full feathered safety steering...Will not whip or over-control.
- Multiple disc co-pilot...Velvet action, yet firm in any position.
- One piece drive shaft housing...hydro dynamically correct, for structural strength and decreased underwater frontal area.
- An all-around performer, the Rocket has definitely proved its top flight performance by winning the tough 85-mile Colorado River Handicap Marathon for two successive years, in 1948 and 1949.

### KG-4 "HURRICANE SERIES"

For absolute top performance on light outboard cruisers, work boats and fast sport-aboats, the KE-4 is available also in the "Hurricane" series, featuring Mercury's two-fisted "Hi-Rev" micro-mounted connecting rods of drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to

### KE-7 LIGHTNING

10 H.P. Alternate Twin

- Pioneer of high performance at low weight and cost, the new 1950 Mercury Lightning will continue its record of producing the most performance per dollar in the outboard industry. Many new refinements add to the appeal of this proven veteran...a new convenient tilt-up handle...a longer exhaust channel and cavitation plate that permits use of a wider choice of propellers, a longer steering handle and other improvements make the 1950 Lightning your best buy by far.
- For resort owners, guides, commercial fishermen and utility boat users, the Lightning represents the ultimate in dollar value. Its smart styling, simplicity of operation, and rugged reliability make it a favorite anywhere.
- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, drive shaft and propeller shaft.
- Forged steel connecting rods...with roller bearings on the crank-pins and wrist-pins.
- Waterproof magneto...for safe all-weather operation and quicker, easier starting.
- Uni-Cast Gear housing...for permanent positive alignment of shafts, bearings and gears. No gaskets to leak or soften.
- Magna-Pul Starter...simple and sturdy. Proved on hundreds of thousands of Mercury engines.
- Safety Tilt Handle...for ease in lifting on and off the boat.
- Variable Volume Rotax Water Pump...with low level water inlet, permits operation at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.
- Vari-timed Valves...Automatically correct valve timing for all operating speeds...eliminates need for manifolds and dual induction systems. Back-fire proof—for safety. Quicker starting because of better crankcase sealing.
- Full feathered safety steering...Will not whip or over-control.
- Multiple disc co-pilot...Velvet action, yet firm in any position.
- One piece drive shaft housing...hydrodynamically correct, for structural strength and decreased underwater frontal area.
- All of the basic Mercury engineering features that really count—found first in Mercury—only in Mercury—in every Mercury—RIGHT DOWN THE LINE.

### KF-7 "SUPER 10"

10 H.P. Alternate Twin

- Here's the deluxe version of the famed "Lightning" with many extras that make it the finest looking, finest all-around performing outboard in its class. It's smoothly styled and equipped with all the features that are really important, plus a
- Beautifully polished protector rim and auxiliary rear carrying handle.
- Polished tilt handle...for handling ease on and off the boat.
- Built in screw driver handle...for convenience.
- Quick detachable aircraft type cowl screws...for convenient servicing.
- Spare spark plug receptacles...under the cowl, protected from the weather.
- Waterproofed spark plugs...for all-weather operation.
- Multiple Disc propeller clutch...positive propeller protection without shear pins.
- Rubber clamp screws...for mounting ease.
- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, driveshaft and propeller shaft.
- Forged Steel Connecting Rods...with roller bearings on crank-pins and wrist-pins.
- Waterproof magneto...for safe all-weather operation and quicker, easier starting.
- Uni-Cast Gear Housing...for permanent positive alignment of shafts, bearings and gears. No gaskets to leak or soften.
- Magna-Pul Starter...simple and sturdy. Proved on hundreds of thousands of Mercury engines.
- Safety-Tilt handle...for ease in lifting on and off the boat.
- Variable Volume Rotax Water Pump...with low level water inlet permits operation at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.
- Vari-timed Valves...Automatically correct valve timing for all operating speeds...eliminates need for manifolds and dual induction systems. Back-fire proof—for safety. Quicker starting because of better crankcase sealing.
- Full feathered safety steering...Will not whip or over-control.
- Multiple disc co-pilot...Velvet action, yet firm in any position.
- One piece drive shaft housing...hydrodynamically correct, for structural strength and decreased underwater frontal area.
- All of the basic Mercury engineering features that really count—found first in Mercury—only in Mercury—in every Mercury—RIGHT DOWN THE LINE.
- Also available with extra long driveshaft housing for outboard cruisers and workboat applications.

### KG-7 "SUPER 10"

Hurricane Series

- For the very ultimate in performance in the 20 cubic inch class, the "Super 10" HURRICANE is without equal. All of the features of the "Super 10" plus Mercury's two fisted "Hi-REV" micro-mounted connecting rods of drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to just the right scientific finish.
- EXCLUSIVE, DROP FORGED, UNBREAKABLE ALUMINUM CLAMP AND SWIVEL BRACKETS, heat treated to the strength of steel and equipped with new, fine thread screws provide the ultimate in transom grip.
- NEW IMPROVED PORTING...NEW HIGH RPM MAGNETO...NEW 8 REED VALVE CAGE, new larger crankcase opening and many other improvements. In general, the HURRICANE is built to operate at higher than normal RPMs.
- THE MERCURY HURRICANE "SUPER 10" is without question the most remarkable outboard ever offered by the industry. Never before in history has there been such a range of speed...from mere trolling to flying top speed.
- A handsome sleek outboard...a veritable HURRICANE of power at "wide open", yet calm as a zephyr at idle; a motor that has won the hearts of national champions, water skiers and sportsmen everywhere. We repeat, never before such a wide range of performance...and all with quiet, underwater exhaust.

Advertised horsepower ratings for Mercury outboard motors are continuous duty, conservative ratings in terms of standard horsepower.

\*Definition of standard horsepower—a unit of power, numerically equal to a rate of 33,000 foot-pounds of work per minute. Recognized as the standard unit of power measurement and used internationally by the S.A.E., A.I.E.E., A.S.M.E. and the A.S.C.E. for rating electric motors, Diesel engines, steam engines, air-craft and marine engines, Mercury Outboard Motors or any other prime movers.

### KG-9 THUNDERBOLT

4 Cylinder-in-line, Alternate Firing  
... 25 H.P. Exclusive

- The first and only, 4-IN-LINE ALTERNATE FIRING outboard ever produced. Its 4-in-line cylinder arrangement produces a power impulse every 90 degrees of crankshaft rotation and the overlapping torque result in the smoothness and feel of the finest 8 cylinder automotive engines. EASIER TO START THAN A 10 H.P. motor, yet it accelerates from a slow fisherman's troll to a 40 plus MPH in split seconds.
- IT'S LIGHT, ONLY 122 POUNDS, yet rugged throughout, with full-sized super-duty construction. Ignition is provided by a compact, sealed aircraft type magneto, and spark plugs are positively waterproofed to insure safe all-weather operation. The unique dirigible magneto mount permits synchronized spark and throttle throughout the throttle range—whether operated by hand or with remote control—for the first time on any outboard over 10 H.P.
- A BUILT IN FUEL PUMP of proved automotive type permits mounting the fuel tank anywhere in the boat. The big 10 1/2 gallon fuel tank furnished complete with gauge is a boon to outboard cruiser owners and commercial boat operators.
- NEW, LARGER DUAL CARBURETORS assure greater volumetric efficiency and the better fuel distribution resulting from the cylinder ports and gas channels being in symmetrical relationship to crankshaft rotation insures more uniform explosion loads, smoother mid-range performance and smoother idling.
- NEW, EXTRA HEAVY-DUTY CLAMPING AND SWIVEL BRACKETS.
- ANTI-FRICTION BALL AND ROLLER BEARINGS are used exclusively in this new engine and longer service life is assured. Crankshaft main bearings, connecting rod crank-pins and wrist-pins, drive shaft and propeller shaft are all "Full Jeweled" requiring no heavier an oil ratio than conventional 7 1/2 H.P. outboards.
- EXCLUSIVE! Mercury's two-fisted "Hi-REV" micro-mounted connecting rods of drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to just the right scientific finish. These super precision rods allow operations at higher than normal RPM.
- EXCLUSIVE! MICRO-FITTED CONNECTING ROD CAPS. As in aircraft and automotive construction, thru-bolts of extremely accurate dimension serve as dowels to permanently align rod and cap. Accurate, yet easy assembly is assured, resulting in additional reliability.
- UNI-CAST GEAR HOUSING...for permanent positive alignment of shafts, bearings and gears. No gaskets to leak or soften...no stressed members separated by gaskets and held together by machine screws.
- ONE PIECE DRIVE SHAFT HOUSING...rigid structural strength with minimum underwater resistance.
- MULTIPLE DISC CO-PILOT and vibration dampener. Smooth action, yet firm in any position.
- EXCLUSIVE...only outboard over 16 H.P. with POSITIVE ACTING WATER PUMP. Variable Volume Rotax pump with LOW LEVEL WATER INLET for adequate cooling at even the slowest troll. Clog proof and silt proof. Operated efficiently with only the bottom half of the propeller submerged.
- EXCLUSIVE...the only outboard with a BUILT-IN ACCESSORY DRIVE for tachometer.
- Convenience features are the 10 1/2 gallon remote fuel tank with built-in gauge and a polished steering bar for remote steering...both furnished as standard equipment. SYNCHRONIZED MAGNETO AND THROTTLE CONTROLS in the comfort length steering handle are readily adaptable to remote control for "up front" runabout steering...and the controls stay synchronized for smooth performance over the whole speed range.
- FOR OUTBOARD CRUISERS...The Thunderbolt offers a wider range of performance than any other outboard. From the slowest idle as you maneuver into your slip to a thrilling run at top speed...it's smooth, quiet, steady, and responsive.
- FOR FAST SPORT RUNABOUTS...The Thunderbolt offers absolute top performance per horsepower. Power to spare for thrilling water sports. Pull aquaplanes or water skiers at a thrill-a-minute clip...or take the whole gang for an exhilarating ride at 35 MPH plus.
- FOR LIGHT FAST SPORT-ABOUTS...this National Stock Utility Free-for-All Champion offers record breaking top speed...40 MPH and up. The fastest "Full Jeweled" outboard ever built in mass production.

## KF-3 COMET

3 1/2 H.P. Single

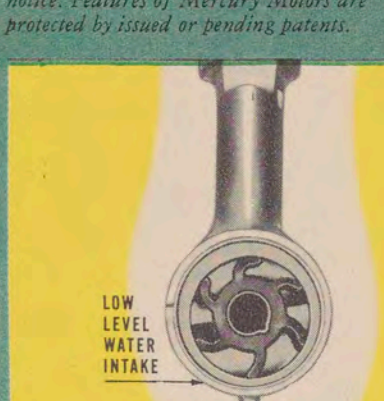
- A lightweight, economical single cylinder outboard with all the features that are really important.
- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rod, drive shaft and propeller shaft.
- Forged steel connecting rod with roller bearings on the crank-pin and the wrist-pin.
- Safety Tilt transom adjustment and Full Weedless position operation. Bounce over rocks and logs, go through the thickest weed beds without propeller fouling or dangerous transom slamming.
- Multiple Disc Propeller Clutch...for safe, sure, propeller protection without the use of shear pins.
- Full Reverse...360° steering for maximum maneuverability.
- Waterproof Magneto...for safe operation regardless of weather conditions. Quicker, easier starts regardless of climatic conditions.
- Uni-Cast One Piece Gear Housing...insures permanent positive alignment of the shafts, bearings and gears. No gaskets to soften and leak...triple sealed.
- Magna-Pul Automatic Rewind starter. Simple and sturdy.
- Safety Tilt Handle...for ease in lifting and attaching to your boat.
- Variable Volume Rotax Water Pump with Low Level Water Inlet. Ample volume at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.
- Stabilized Flywheel...provides exceptional smoothness at all operating speeds and delivers a steady flow of power to the propeller.

All the features that are really important. First in Mercury—in every Mercury—only in Mercury, RIGHT DOWN THE LINE.



Form SD-136  
Copyright 1950  
Kiekhaefer Corporation,  
Fond du Lac, Wisconsin  
Litho in U.S.A.

Specifications subject to change without notice. Patents of Mercury Motors are protected by issued or pending patents.

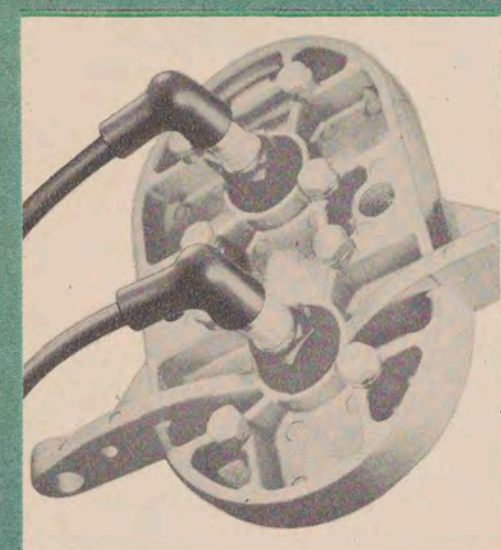


### VARIABLE VOLUME ROTAX PUMP AND LOW LEVEL WATER INLET

On all Mercury models. Weedproof, silt proof, non-clogging. Involves cooling in shallow water with only half the propeller submerged.

Acts as a positive displacement pump at low speeds and as a centrifugal pump at high speeds, thus providing a variable volume for adequate cooling at the lowest as well as the highest speed. Rubber rotor pumps were introduced by Mercury in 1939 and have since been imitated by practically all other makes, further proof of Mercury leadership.

Mercury Rotax pumps have longer life—yet readily accessible if necessary. Compare this feature. Patented.



### WATERPROOFED SPARK PLUGS

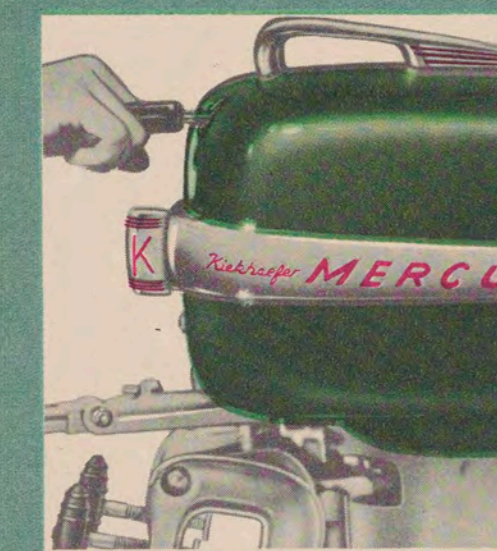
On all Mercury models. As important as the waterproofed magneto are the fully waterproofed spark plugs—safe all-weather operation in fresh water or salt. Improved durability by keeping plugs dry and clean, unaffected by weather, salt spray, dew, dust, oil or gasoline. Reduces plug maintenance, improves performance. Plugs will be even though completely submerged. Spare spark plug receptacles under the cowl, with plugs protected from weather.

## KF-5 "SUPER 5"

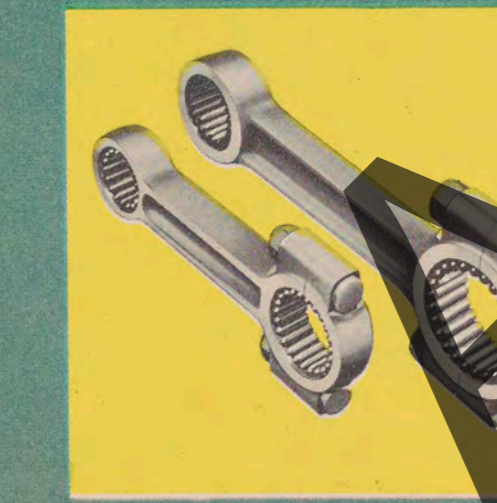
5 H.P. Alternate Twin

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- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, drive shaft and propeller shaft.
- Forged Steel Connecting Rods...with roller bearings on the crank-pins and wrist-pins.
- Safety Tilt transom adjustment...and Full Weedless position operation. Bounce over rocks and logs, go through the thickest weed beds without propeller fouling or dangerous transom slamming.
- Multiple Disc Propeller Clutch...for safe, sure propeller protection without the use of shear pins.
- Full Reverse...360° steering for maximum maneuverability. Rear steering handle for added convenience and safety.
- Waterproofed Magneto and Spark Plugs...for safe all-weather operation and 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. Proved on hundreds of thousands of Mercury engines.
- Safety Tilt Handle...for ease in lifting and attaching to your boat.
- Variable Volume Rotax Water Pump...with Low Level water inlet, permits operation at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.
- Vari-timed Valves...Automatically correct valve timing for all operating speeds...eliminates need for manifolds and dual induction systems. Backfire-proof—for safety. Quicker starting because of better crankcase sealing.
- Full feathered safety steering...Will not whip or over-control.
- One piece drive shaft housing...hydro dynamically correct, for structural strength and decreased underwater frontal area.
- An all-around performer, the Rocket has definitely proved its top flight performance by winning the tough 85-mile Colorado River Handicap Marathon for two successive years, in 1948 and 1949.

Light in weight, this spirited little twin is heavy in performance. It will troll all day at a barely perceptible pace, yet lug a heavy fishing boat along at a good clip. For Junior and his light runabout it's ideal. It will plane him along at 18 MPH plus. For Mom it's perfect. Light, easy to handle...simple to control. Fun is truly a family affair with the Super 5.



**MAGNA-PUL STARTERS**  
On all Mercury outboards except the Thunderbolt. A simple magnetic principle eliminates the need for delicate springs or fragile stamped parts. Rugged and reliable. Safe...no loose pieces on revolving flywheel. Drop forged steel pawls for a lifetime of those famous quick Mercury starts. Patented.



**FORGED ALLOY STEEL CONNECTING RODS**  
On all Mercury models. Drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to just the right scientific finish. Roller bearings on the crank-pins and wrist-pins. "Hi-Rev" micro-mounts for higher than normal RPM's on KG-9 Thunderbolt and KG-4 and KG-7 Hurricane series. Peak efficiency where Mercury power originates. Extra quality and precision workmanship that pass off in consistent reliable performance. Patents pending.

## KE-4 ROCKET

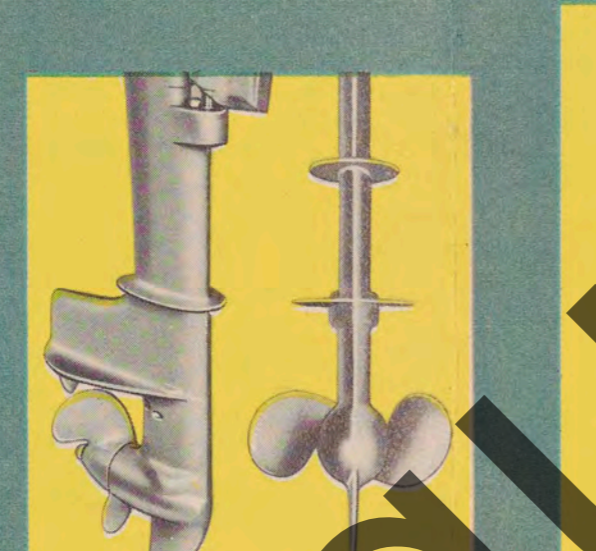
7.5 H.P. Alternate Twin

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- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, drive shaft and propeller shaft.
- Forged Steel Connecting Rods...with roller bearings on the crank-pins and wrist-pins.
- Duo-Flex...propeller clutch.
- Waterproofed magneto...for safe all-weather operation and quicker, easier starting.
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**NEW LARGER CARBURETOR** for maximum performance over the entire range, from slowest inch-along trolling to top speed. New Eight Reed Valve Cage. New Improved Porting. New Style Water Cooled Manifold. New, smaller lower unit for decreased underwater resistance, and many other features make this engine a top performer in its class.



**UNI-CAST ONE PIECE GEAR HOUSING**  
With one piece drive shaft housing...no gear shafts...no gears...no bearings...no gaskets...no loose pieces on revolving flywheel. Drop forged steel pawls for a lifetime of those famous quick Mercury starts. Patented.

One piece gear housing for permanent positive alignment of shafts, bearings and gears. No gaskets to leak or soften...no stressed members separated by gaskets and held together by machine screws.

**WATERPROOF MAGNETO**  
"When it rains it rains"...in fact this Kiekhaefer developed and proved magneto functions normally even when fully submerged. High voltage at starting speeds...aircraft type breakers...fully enclosed and protected from moisture and salt air. Another Mercury first for plus performance even under adverse conditions. Patents pending.

## KE-7 LIGHTNING

10 H.P. Alternate Twin

- Pioneer of high performance at low weight and cost, the new 1950 Mercury Lightning will continue its record of producing the most performance per dollar in the outboard industry. Many new refinements add to the appeal of this proven veteran...a new convenient tilt-up handle...a longer exhaust channel and cavitation plate that permits use of a wider choice of propellers, a longer steering handle and other improvements make the 1950 Lightning your best buy by far.
- For resort owners, guides, commercial fishermen and utility boat users, the Lightning represents the ultimate in dollar value. Its smart styling, simplicity of operation, and rugged reliability make it a favorite anywhere.
- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, drive shaft and propeller shaft.
- Forged steel connecting rods...with roller bearings on the crank-pins and wrist-pins.
- Waterproof magneto...for safe all-weather operation and quicker, easier starting.
- Uni-Cast Gear housing...for permanent positive alignment of shafts, bearings and gears. No gaskets to leak or soften.
- Magna-Pul Starter...simple and sturdy. Proved on hundreds of thousands of Mercury engines.
- Safety Tilt Handle...for ease in lifting on and off the boat.
- Variable Volume Rotax Water Pump...with low level water inlet, permits operation at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.
- Vari-timed Valves...Automatically correct valve timing for all operating speeds...eliminates need for manifolds and dual induction systems. Backfire-proof—for safety. Quicker starting because of better crankcase sealing.
- Full feathered safety steering...Will not whip or over-control.
- Multiple disc co-pilot...Velvet action, yet firm in any position.
- One piece drive shaft housing...hydrodynamically correct, for structural strength and decreased underwater frontal area.

### KG-7 "SUPER 10"

All of the basic Mercury engineering features that really count—found first in Mercury—only in Mercury—in every Mercury—RIGHT DOWN THE LINE.



**WATERPROOF MAGNETO**  
"When it rains it rains"...in fact this Kiekhaefer developed and proved magneto functions normally even when fully submerged. High voltage at starting speeds...aircraft type breakers...fully enclosed and protected from moisture and salt air. Another Mercury first for plus performance even under adverse conditions. Patents pending.

## KF-7 "SUPER 10"

10 H.P. Alternate Twin

- Here's the deluxe version of the famed "Lightning" with many extras that make it the finest looking, finest all-around performing outboard in its class. It's smoothly styled and equipped with all the features that are really important, plus a
- Beautifully polished protector rim and auxiliary rear carrying handle.
- Polished tilt handle...for handling ease on and off the boat.
- Built in screw driver handle...for convenience.
- Quick detachable aircraft type cowl screws...for convenient servicing.
- Spare spark plug receptacles...under the cowl, protected from the weather.
- Waterproofed spark plugs...for all-weather operation.
- Multiple Disc propeller clutch...positive propeller protection without shear pins.
- Rubber clamp screws...for mounting ease.
- Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, driveshaft and propeller shaft.
- Forged Steel Connecting Rods...with roller bearings on the crank-pins and wrist-pins.
- Waterproof magneto...for safe all-weather operation and quicker, easier starting.
- Uni-Cast Gear Housing...for permanent positive alignment of shafts, bearings and gears. No gaskets to leak or soften.
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- Full feathered safety steering...Will not whip or over-control.
- Multiple disc co-pilot...Velvet action, yet firm in any position.
- One piece drive shaft housing...hydrodynamically correct, for structural strength and decreased underwater frontal area.

### KG-7 "SUPER 10"

All of the basic Mercury engineering features that really count—found first in Mercury—only in Mercury—in every Mercury—RIGHT DOWN THE LINE.

Also available with extra long driveshaft housing for outboard cruisers and workboat applications.

## KG-7 "SUPER 10"

Hurricane Series

- For the very ultimate in performance in the 20 cubic inch class, the "Super 10" HURRICANE is without equal. All of the features of the "Super 10" plus Mercury's two fisted "Hi-Rev" micro-mounted connecting rods of drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to just the right scientific finish.
- EXCLUSIVE, DROP FORGED, UNBREAKABLE ALUMINUM CLAMP AND SWIVEL BRACKETS, heat treated to the strength of steel and equipped with new, fine thread screws provide the ultimate in transom grip.
- NEW IMPROVED PORTING...NEW HIGH RPM MAGNETO...NEW 8 REED VALVE CAGE, new larger crankcase opening and many other improvements. In general, the HURRICANE is built to operate at higher than normal RPM's.
- THE MERCURY HURRICANE "SUPER 10" is without question the most remarkable outboard ever offered by the industry. Never before in history has there been such a range of speed...from mere trolling to flying top speed.
- A handsome sleek outboard...a veritable HURRICANE of power at wide open, sleek calm as a zephyr at idle; a motor that has won the hearts of national champions, water skiers and sportsmen everywhere. We repeat, never before such a wide range of performance...and all with quiet, underpower exhaust.

### KG-7 "SUPER 10"

Advised horsepower ratings for Mercury outboard motors are conservative ratings in terms of standard horsepower.

\*Definition of standard horsepower—A unit of power, numerically equal to a rate of 33,000 foot-pounds of work per minute. Recognized as the standard unit of power measurement and used internationally by the S.A.E., A.I.E.E., A.S.M.E. and the A.S.C.E. for rating electric motors, Diesel engines, steam engines, air-craft and marine engines, Mercury Outboard Motors or any other prime movers.

## KG-9 THUNDERBOLT

4 Cylinder-in-line, Alternate Firing  
... 25 H.P. Exclusive

- The first and only, 4-IN-LINE ALTERNATE FIRING outboard ever produced. Its 4-in-line cylinder arrangement produces a power impulse every 90 degrees of crankshaft rotation and the overlapping torque result in the smoothness and feel of the finest 8 cylinder automotive engines. EASIER TO START THAN A 10 H.P. motor, yet it accelerates from a slow fisherman's troll to a 40 plus MPH in split seconds.
- IT'S LIGHT, ONLY 122 POUNDS, yet rugged throughout, with full-sized super-duty construction. Ignition is provided by a compact, sealed aircraft type magneto, and spark plugs are positively waterproofed to insure safe all-weather operation. The unique dirigible magneto mount permits synchronized spark and throttle throughout the throttle range—whether operated by hand or with remote control—for the first time on any outboard over 10 H.P.
- A BUILT-IN FUEL PUMP of proved automotive type permits mounting the fuel tank anywhere in the boat. The big 10 1/2 gallon fuel tank furnished complete with gauge is a boon to outboard cruiser owners and commercial boat operators.
- NEW, LARGER DUAL CARBURETORS assure greater volumetric efficiency and the better fuel distribution resulting from the cylinder ports and gas channels being in symmetrical relationship to crankshaft rotation insures more uniform explosion loads, smoother mid-range performance and smoother idling.
- NEW, EXTRA HEAVY-DUTY CLAMPING AND SWIVEL BRACKETS.
- ANTI-FRICTION BALL AND ROLLER BEARINGS are used exclusively in this new engine and longer service life is assured. Crankshaft main bearings, connecting rod crank-pins and wrist-pins, drive shaft and propeller shaft are all Full Jeweled requiring no heavier an oil ratio than conventional 7 1/2 H.P. outboards.
- EXCLUSIVE! Mercury's two-fisted "Hi-Rev" micro-mounted connecting rods of drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to just the right scientific finish. These super precision rods allow operations at higher than normal RPM.
- EXCLUSIVE MICRO-FITTED CONNECTING ROD CAPS. As in aircraft and automotive construction, thru-bolts of extremely accurate dimension serve as dowels to permanently align rod and cap. Accurate, yet easy assembly is assured, resulting in additional reliability.
- UNI-CAST GEAR HOUSING...for permanent positive alignment of shafts, bearings and gears. No gaskets to leak or soften...no stressed members separated by gaskets and held together by machine screws.
- ONE PIECE DRIVE SHAFT HOUSING...rigid structural strength with minimum underwater resistance.
- MULTIPLE DISC CO-PILOT and vibration dampener. Smooth action, yet firm in any position.
- EXCLUSIVE...only outboard over 16 H.P. with POSITIVE ACTING WATER PUMP. Variable Volume Rotax pump with LOW LEVEL WATER INLET for adequate cooling at even the slowest troll. Clog proof and silt proof. Operated efficiently with only the bottom half of the propeller submerged.
- EXCLUSIVE...the only outboard with a BUILT-IN ACCESSORY DRIVE for tachometer.
- Convenience features are the 10 1/2 gallon remote fuel tank with built-in gauge and a polished steering bar for remote steering...both furnished as standard equipment. SYNCHRONIZED MAGNETO AND THROTTLE CONTROLS in the comfort length steering handle are readily adaptable to remote control for "up front" runabout steering...and the controls stay synchronized for smooth performance over the whole speed range.
- FOR OUTBOARD CRUISERS...The Thunderbolt offers a wider range of performance than any other outboard. From the slowest idle as you maneuver into your slip to a thrilling run at top speed...it's smooth, quiet, steady, and responsive.
- FOR FAST SPORT RUNABOUTS...The Thunderbolt offers absolute top performance per horsepower. Power to spare for thrilling water sports. Full aquaplanes or water skiers at a thrill-a-minute clip...or take the whole gang for an exhilarating ride at 35 MPH plus.
- FOR LIGHT FAST SPORT-ABOUTS...this National Stock Utility Free-for-All Champion offers record breaking top speed...40 MPH and up. The fastest "Full Jeweled" outboard ever built in mass production.

Get ALL the engineering features that count!

Go Places in 1950 with the outboard that's going places.

You'll Agree, best outboard buy... by far!



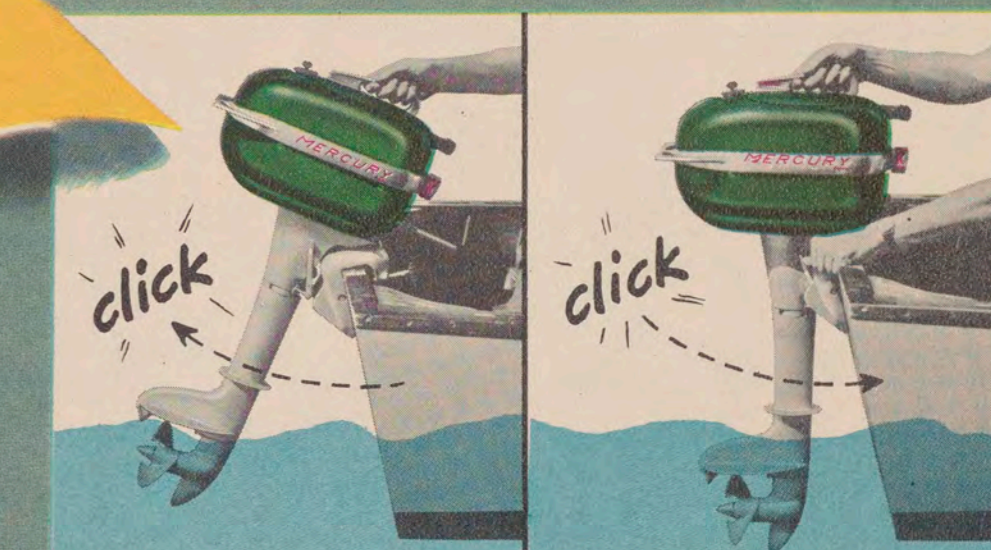
### MULTIPLE DISC CO-PILOT

Smooth manual steering control plus automatic steering made possible by spring loaded co-pilot that takes over when you "let up and light up." Power unit cushioned by vibration-absorbing live rubber bushings. Another Mercury first. Patents pending.



### DROP FORGED CLAMP AND SWIVEL BRACKET

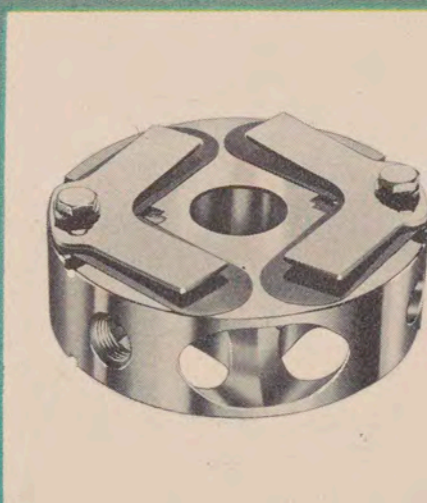
Another EXCLUSIVE MERCURY FIRST. To couple the leading, driving force of the KG-7 Hurricane to your boat, Mercury uses drop forged unbreakable aluminum clamp and swivel brackets, heat treated to the strength of steel and equipped with fine thread rubber-handled clamp screws for the ultimate in transom grip. Patents pending.



POSITION A... The RIGHT Weedless Angle POSITION B... The RIGHT Running Angle

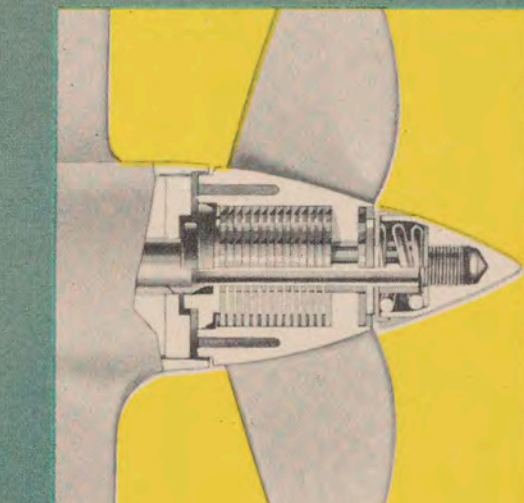
### SAFETY TILT HANDLE AND WEEDLESS POSITION OPERATION

Just a flick-of-the-wrist before you head into weeds and shallows... Just tilt your Mercury, "click," and it locks in its truly weedless operating position so you can navigate weed beds, pass over logs, bars and the matted shallows without propeller fouling or transom slamming. Touch the release lever when you hit open water—and "click" your Mercury's back at the most efficient operating angle. Patents pending.



### VARI-TIMED VALVES

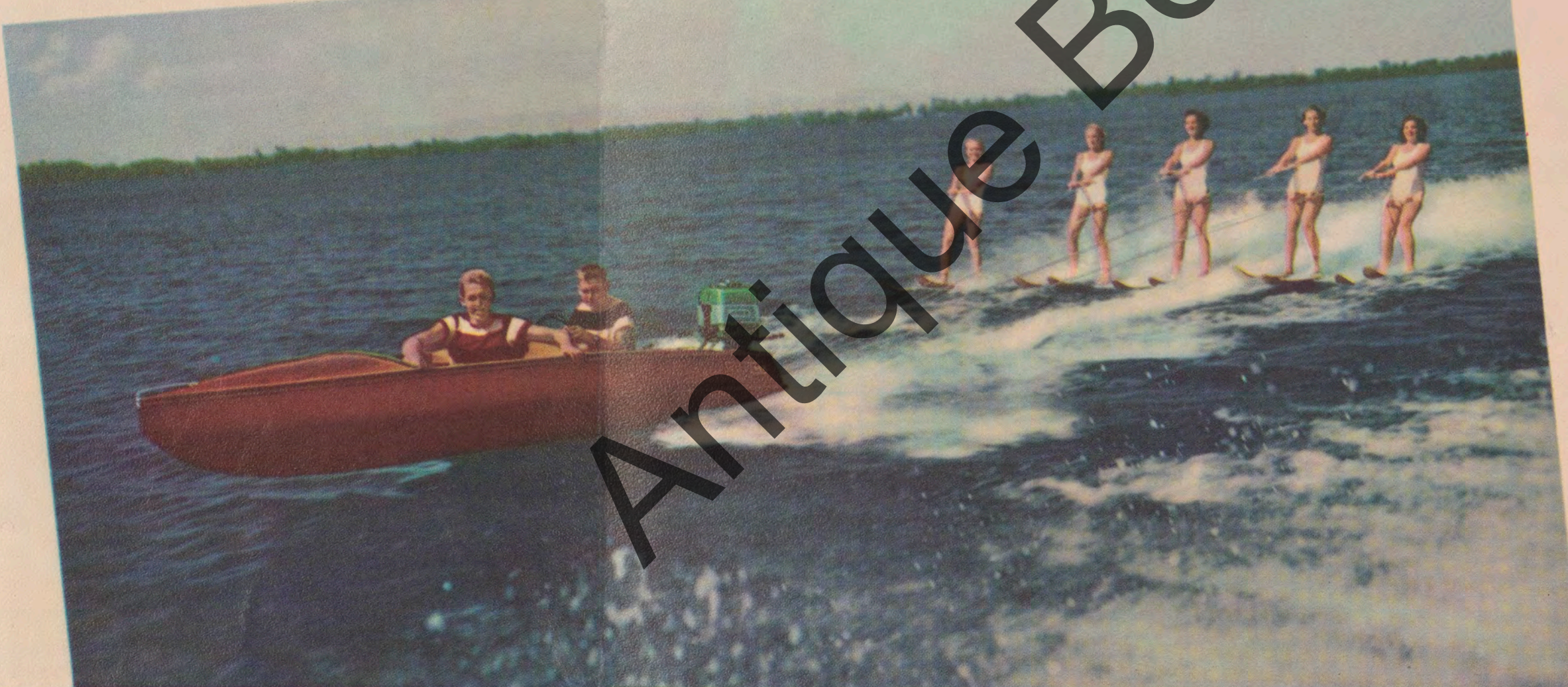
On all Mercury models. Automatically correct valve timing at all operating speeds...eliminates all manifolds and dispenses with the need for dual carburetors and dual induction systems. Simplifies carburetor adjustments and insures easier starting because of perfect crankcase sealing. Backfire-proof. An exclusive Mercury development that has played an important part in firmly establishing Mercury as the pace-setter for the industry...for starting ease...for optimum performance over the whole speed range...for reliability and safety. Patents pending.



### PROVED MULTIPLE DISC SAFETY CLUTCH

Something new in propeller protection is this multiple disc clutch that drives propeller through splines directly on shaft rather than through shear pins. Clutch power is partially dependent on propeller thrust. At reduced speeds, clutch power is also reduced, allowing greater propeller protection when negotiating obstructions. Should propeller damage still occur, it is possible to return even though half of the blades are gone. A real safety feature—Proved—and approved by many tens of thousands of Mercury owners. Patents pending.

**RIGHT** down the line



At home in the smartest company, Mercury, the best looking, smoothest running outboard of them all is a standout anywhere. Here is the prestige outboard for those satisfied only with the finest. You're right up with the leaders when you own a sleek looking, smooth running Mercury 25 h.p. Thunderbolt, or any of the 7 great 1950 models from the 3.5 h.p. Comet to the magnificent Thunderbolt.

Look at the 25 h.p. Mercury Thunderbolt. A magnificent package of power. Here is a truly versatile outboard...for the first time in an outboard you have power enough to pull five water skiers at a thrilling clip yet this same engine idles down to a smooth, steady purr. For flashing performance on fast runabouts...for thrilling water sports...for outboard cruisers...for the commercial fisherman or work boat operator, the Thunderbolt gives that extra measure of performance that is yours in every Mercury Outboard.

Antique Boat Museum

**PROVED FULL JEWELLED POWER\***  
**Recognized everywhere as the**  
**BIG ENGINEERING DIFFERENCE**

FIRST IN MERCURY  
 IN EVERY MERCURY  
 ONLY IN MERCURY

**\*BALL AND ROLLER BEARINGS THROUGHOUT**

Acclaimed by hundreds of thousands of Mercury owners as the greatest improvement in outboard design in the history of the industry, Full Jeweled Power\* in your Mercury Outboard Motor is that hidden engineering ingredient that represents plus value to the outboard buyer.

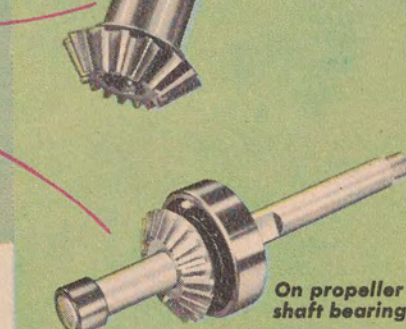
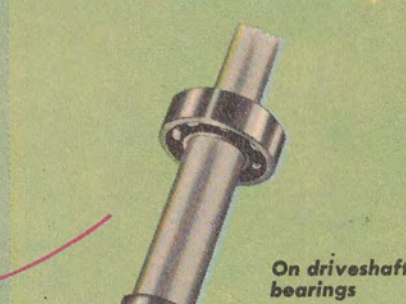
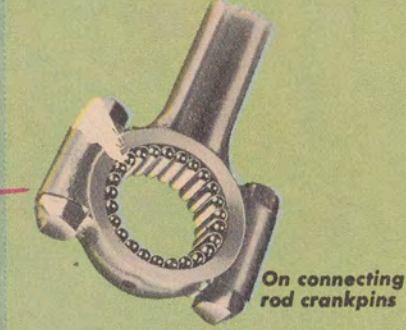
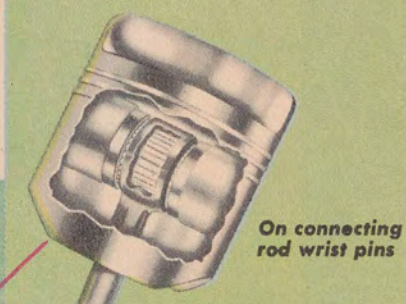
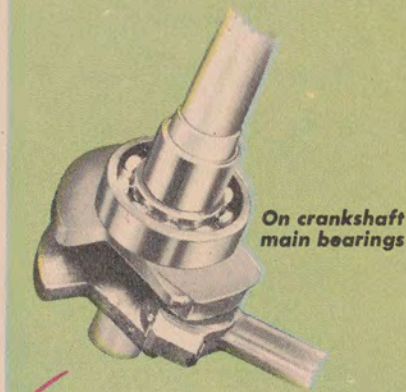
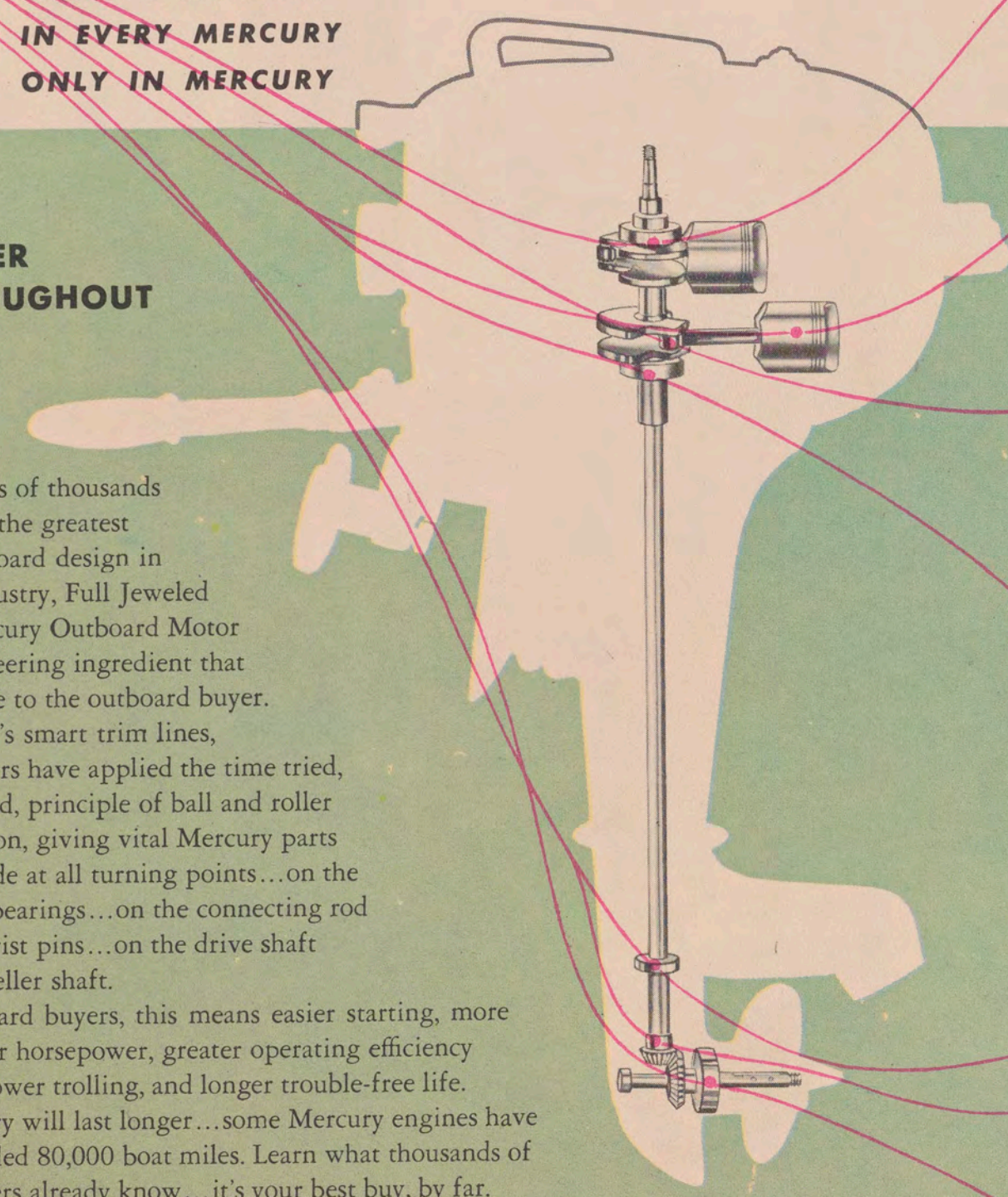
Beneath Mercury's smart trim lines, Kiekhaefer engineers have applied the time tried, performance proved, principle of ball and roller bearing construction, giving vital Mercury parts an anti-friction ride at all turning points...on the crankshaft main bearings...on the connecting rod crankpins and wrist pins...on the drive shaft and on the propeller shaft.

To you outboard buyers, this means easier starting, more performance per horsepower, greater operating efficiency at all speeds, slower trolling, and longer trouble-free life.

Your Mercury will last longer...some Mercury engines have actually exceeded 80,000 boat miles. Learn what thousands of Mercury owners already know...it's your best buy, by far.



**KIEKHAEFER ENGINEERING** sets the pace...in design, research and development of lightweight, high output two cycle gasoline engines.



Great

# Kiekhaefer 1950 MERCURY outboard motors

engineered right  
styled right  
priced right  
RIGHT DOWN THE LINE!



### KF-3 COMET

### KE-5 "SUPER 5"

### KE-4 ROCKET

### KE-7 LIGHTNING

### KE-7 "SUPER 10"

### KG-7 "SUPER 10"

### KG-9 THUNDERBOLT

3 1/2 H.P. Single

5 H.P. Alternate Twin

7.5 H.P. Alternate Twin

10 H.P. Alternate Twin

10 H.P. Alternate Twin

Hurricane Series

4 Cylinder-in-line, Alternate Firing  
... 25 H.P. Exclusive

● A lightweight, economical single cylinder outboard with all the features that are really important.  
● Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rod, drive shaft and propeller shaft.  
● Forged steel connecting rod with roller bearings on the crank-pin and the wrist-pin.  
● Safety Tilt transom adjustment and Full Weedless position operation. Bounce over rocks and logs, go through the thickest weed beds without propeller fouling or dangerous transom slamming.  
● Multiple Disc Propeller Clutch...for safe, sure, propeller protection without the use of shear pins.  
● Full Reverse...360° steering for maximum maneuverability.  
● Waterproof Magneto...for safe operation regardless of weather conditions. Quicker, easier starts regardless of climatic conditions.  
● Uni-Cast One Piece Gear Housing...insures permanent positive alignment of the shafts, bearings and gears. No gaskets to leak and leak...triple sealed.  
● Magna-Pul Automatic Rewind starter. Simple and sturdy.  
● Safety Tilt Handle...for ease in lifting and attaching to your boat.  
● Variable Volume Rotax Water Pump with Low Level Water Inlet. Ample volume at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.  
● Stabilized Flywheel...provides exceptional smoothness at all operating speeds and delivers a steady flow of power to the propeller.  
All the features that are really important. First in Mercury—in every Mercury—only in Mercury, RIGHT DOWN THE LINE.

● The prize "catch" for thousands of fishermen when it was introduced last year, the 1950 "Super 5" incorporates many new improvements and refinements that will strengthen its hold on the sportsman's heart.  
● Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, drive shaft and propeller shaft.  
● Forged Steel Connecting Rods...with roller bearings on the crank-pins and wrist-pins.  
● Safety Tilt transom adjustment...and Full Weedless position operation. Bounce over rocks and logs, go through the thickest weed beds without propeller fouling or dangerous transom slamming.  
● Multiple Disc Propeller Clutch...for safe, sure propeller protection without the use of shear pins.  
● Full Reverse...360° steering for maximum maneuverability. Rear steering handle for added convenience and safety.  
● Waterproofed Magneto and Spark Plugs...for safe all-weather operation and 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. Proved on hundreds of thousands of Mercury engines.  
● Safety Tilt Handle...for ease in lifting and attaching to your boat.  
● Variable Volume Rotax Water Pump...with Low Level water inlet, permits operation at the slowest trolling speeds and in shallow water. Non-clogging...silt proof...weed proof.  
● Vari-timed Valves...Automatically correct valve timing for all operating speeds...eliminates need for manifolds and dual induction systems. Backfire-proof—for safety. Quicker starting because of better crankcase sealing.  
● Full feathered safety steering...Will not whip or over-control.  
● Multiple disc co-pilot...Velvet action, yet firm in any position.  
● One piece drive shaft housing...hydrodynamically correct, for structural strength and decreased underwater frontal area.  
● All of the basic Mercury engineering features that really count—found first in Mercury—only in Mercury—RIGHT DOWN THE LINE.

● Performance proved, the rugged Rocket has a record of endurance, long life and trouble-free service unmatched in the industry. A favorite with fishermen everywhere, especially on the larger lakes and in the salt water areas, its wide range of performance has been further improved for 1950. More power to push bigger boats faster, smoother "inch along" trolling speed, new heavier clamp and swivel brackets, convenient top lifting handle and many other improvements are incorporated in this versatile unit.  
● Forged Steel Connecting Rods...with roller bearings on the crank-pins and wrist-pins.  
● Safety Tilt transom adjustment...and Full Weedless position operation. Bounce over rocks and logs, go through the thickest weed beds without propeller fouling or dangerous transom slamming.  
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● Pioneer of high performance at low weight and with many extras that make it the finest all-around performing outboard in its class...smoothly styled and equipped with all the features that are really important, plus a... Beautifully polished propeller and auxiliary rear propeller handle.  
● Multiple disc propeller clutch...positive propeller protection without shear pins.  
● Rubber clamp screws...for mounting ease.  
● Full Jeweled Power...anti-friction ball and roller bearings from top to bottom...on the crankshaft, connecting rods, drive shaft and propeller shaft.  
● Forged steel connecting rods...with roller bearings on the crank-pins and wrist-pins.  
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● Magna-Pul Starter...simple and sturdy. Proved on hundreds of thousands of Mercury engines.  
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● A handsome sleek outboard...a veritable HURRICANE of power at "wide open," yet calm as a zephyr at idle; a motor that has won the hearts of national champions, water skiers and sportsmen everywhere. We repeat, never before such a wide range of performance...and all with quiet, underwater exhaust.

● The first and only, 4-IN-LINE ALTERNATE FIRING outboard ever produced. Its 4-in-line cylinder arrangement produces a power impulse every 90 degrees of crankshaft rotation and the overlapping torque result in the smoothness and feel of the finest 8 cylinder automotive engines. EASIER TO START THAN A 10 H.P. motor, yet it accelerates from a slow fisherman's troll to 40+ MPH in 10 split seconds.  
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● ONE PIECE DRIVE SHAFT HOUSING...rigid structural strength with minimum underwater resistance.  
● MULTIPLE DISC CO-PILOT and vibration damper. Smooth action, yet firm in any position.  
● EXCLUSIVE...only outboard over 16 H.P. with POSITIVE ACTING WATER INLET. Variable Volume Rotax pump with LOW LEVEL WATER INLET for adequate cooling at even the slowest troll. Chop proof and silt proof. Operated efficiently with only the bottom half of the propeller submerged.  
● EXCLUSIVE...the only outboard with a BUILT-IN ACCESSORY DRIVE for tachometer.  
● Convenience features are the 10 1/2 gallon remote fuel tank with lift-in gauge and a polished steering, thru-bolt for remote steering, both furnished as standard equipment. SYNCHRONIZED MAGNETO AND THROTTLE CONTROLS in the comfort level steering handle are readily adaptable to remote control, "up front" runabout steering, and the controls stay synchronized for smooth performance over the whole speed range.  
● FOR OUTBOARD CRUISERS...The Thunderbolt offers a wider range of performance than any other outboard. From the slowest idle as you maneuver into your slip to a thrilling run at top speed...it's smooth, quiet, steady and responsive.  
● FOR FAST SPORT RUNABOUTS...The Thunderbolt offers absolute top performance per horsepower. Power to spare for thrilling water sports. Full squabblers or water skiers at a three-minute clip...or take the whole gang for an exhilarating ride at 35 MPH plus.  
● FOR LIGHT FAST SPORT-ABOUTS...this Nation's Sport Utility Free-For-All Champion offers record breaking top speed...40 MPH and up. The fastest "Full Jeweled" outboard ever built in mass production.



AMERICAN POWER BOAT ASSOCIATION

Form SB-146  
Copyright 1950  
Kiekhaefer Corporation,  
Fond du Lac, Wisconsin  
In U.S.A.

Specifications subject to change without notice. Features of Mercury Motors are provided by model or optional package.

### KG-4 "HURRICANE SERIES"

Light in weight, this spirited little twin is heavy in performance. It will troll all day at a barely perceptible pace, yet tug a heavy fishing boat along at a good clip. For Junior and his light runabout it's ideal. It will plane him along at 40 MPH plus. For Mom it's perfect. Light, easy handle...simple to control. Fun is built a family affair with the Super 5.

### FOR ABSOLUTE TOP PERFORMANCE ON LIGHTBOARDS

For absolute top performance on lightboards...the Kiekhaefer-developed and proved magneto furnishes normally even when fully submerged. High voltage at starting...no need for frequent "kick" starts. Another Mercury first for plus performance even under adverse conditions. Patents pending.

### WITH LARGER DUAL CARBURATORS

With larger dual carburetors for maximum performance...the Kiekhaefer-developed and proved magneto furnishes normally even when fully submerged. High voltage at starting...no need for frequent "kick" starts. Another Mercury first for plus performance even under adverse conditions. Patents pending.

Get ALL the engineering features that count!

Go Places in 1950 with the outboard that's going places.

You'll Agree, best outboard buy... by far!

### VARIABLE VOLUME ROTAX PUMP AND LOW LEVEL WATER INLET

On all Mercury models. Waterproof, silt proof, non-clogging, insures cooling in shallow water with only half the propeller submerged.

Acts as a positive displacement pump at low speeds and as a centrifugal pump at high speeds. Thus provides variable volume for adequate cooling at the lowest as well as the highest speed.

### MAGNA-PUL STARTERS

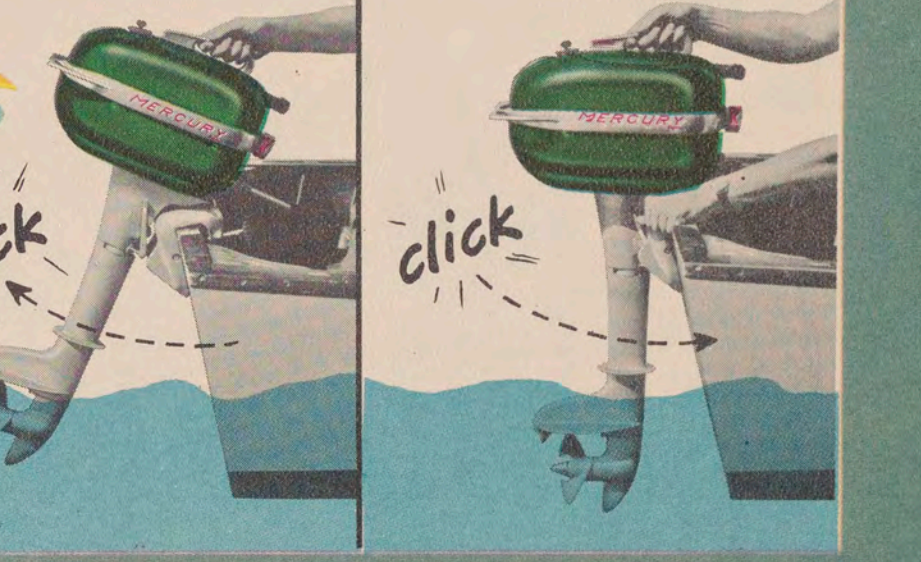
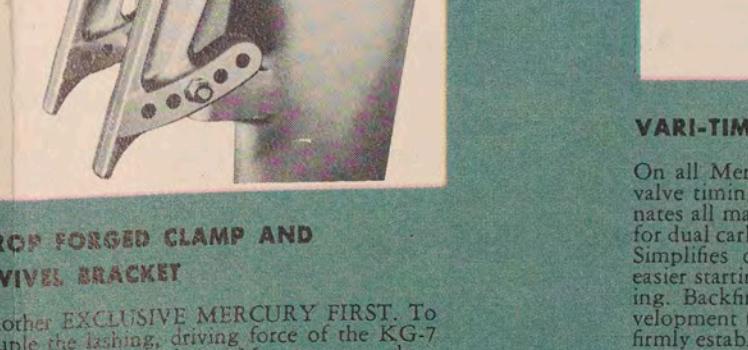
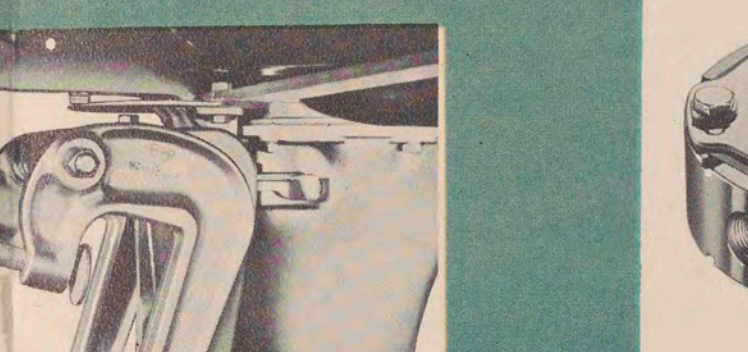
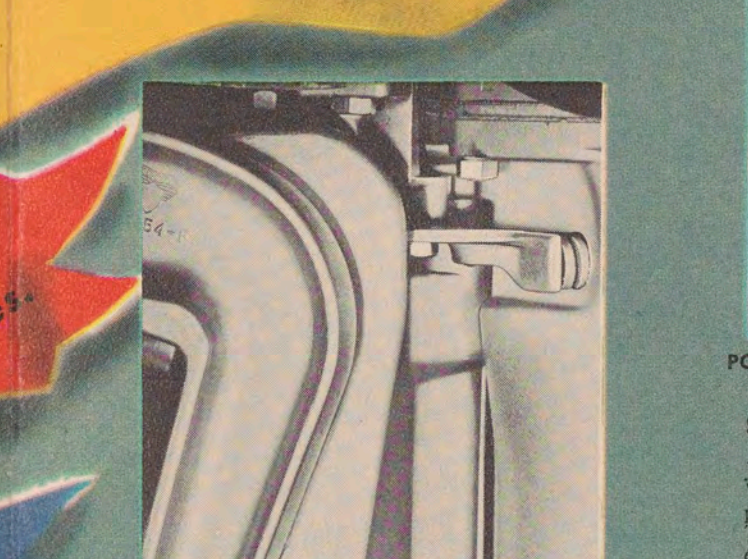
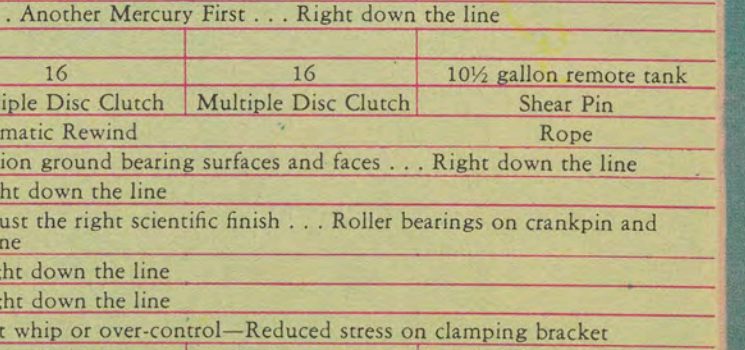
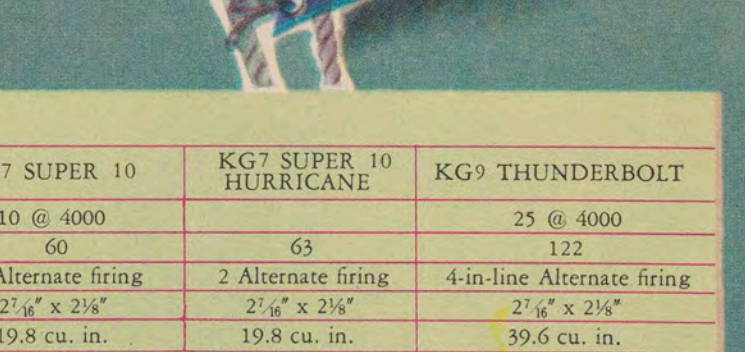
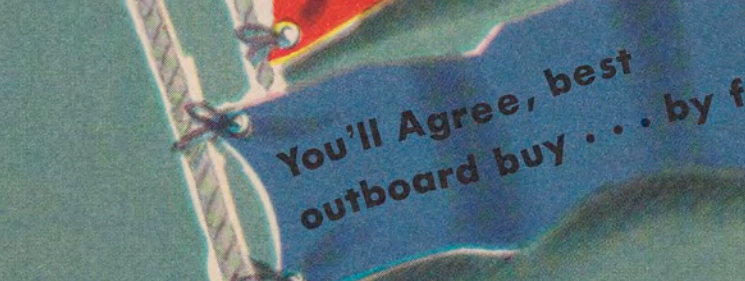
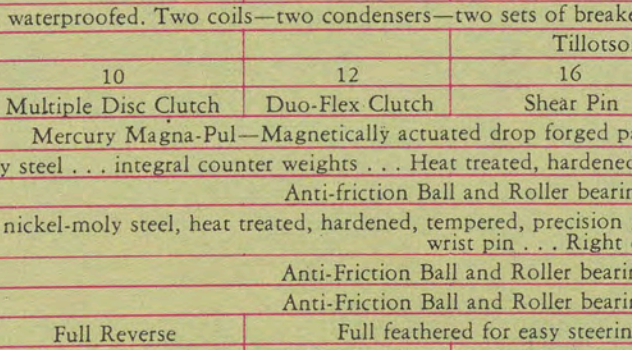
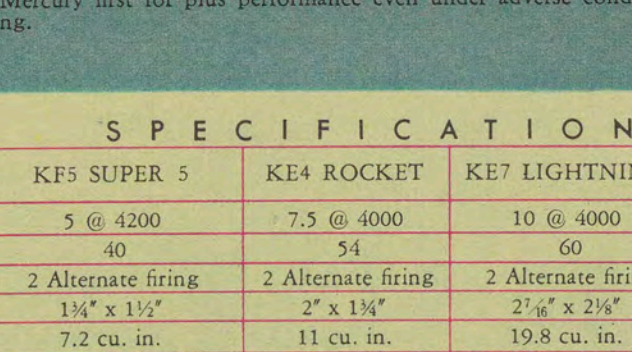
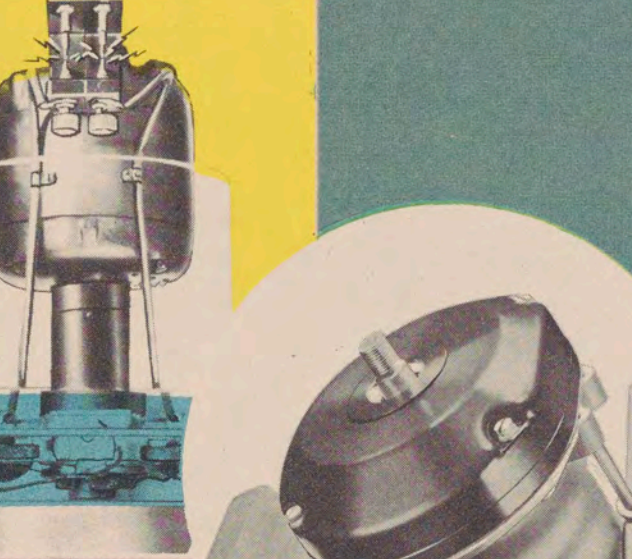
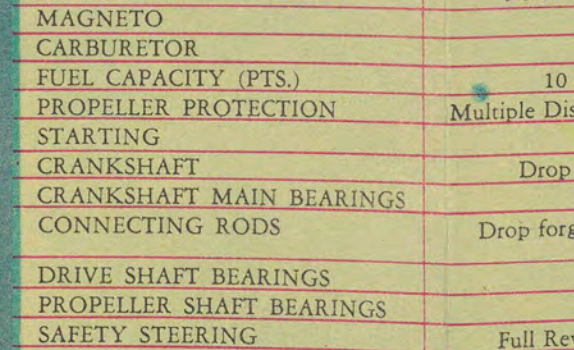
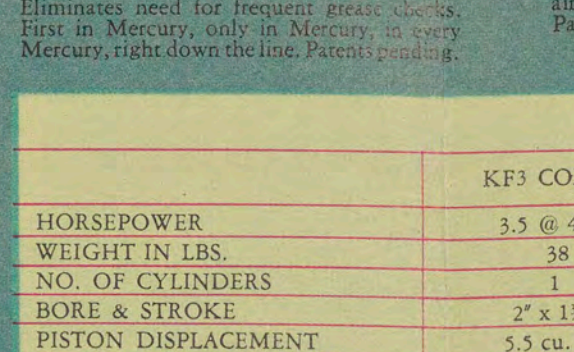
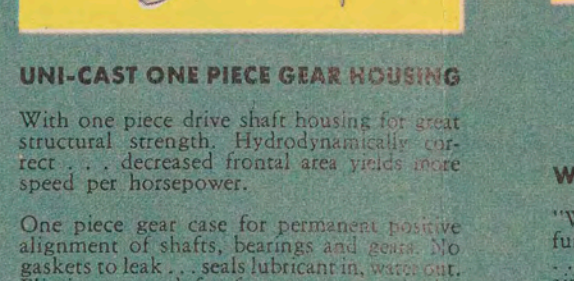
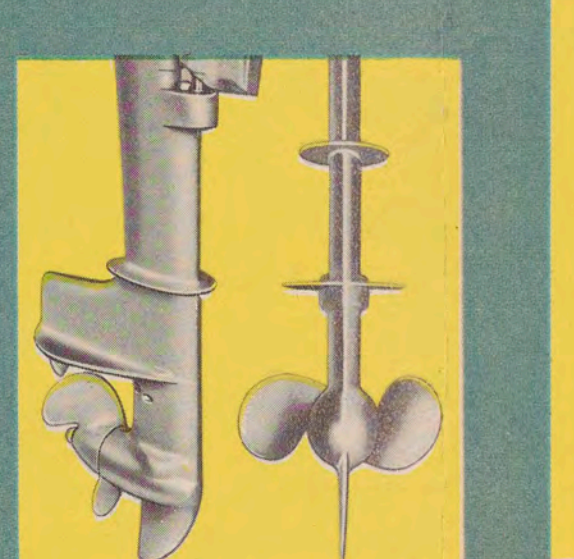
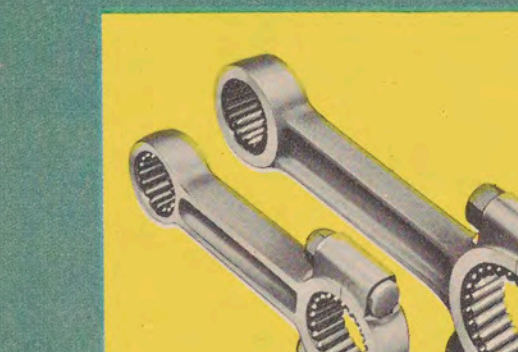
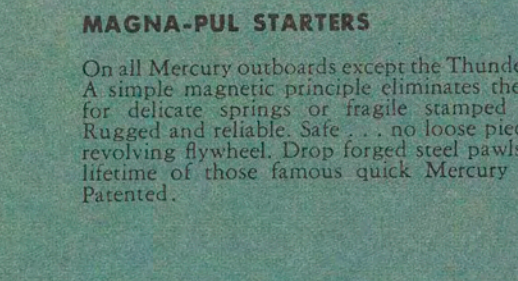
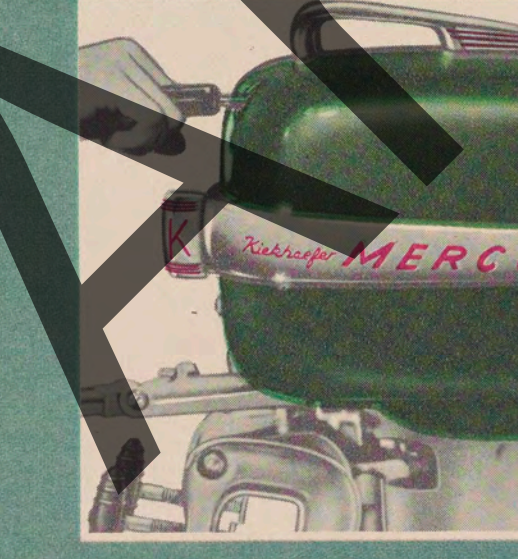
On all Mercury outboards except the Thunderbolt. A simple magnetic, positive climatic die need for delicate springs or fragile stamped parts. Magneto and reliable safe...no loose pieces on revolving flywheel. Drop forged steel pawls for a quiet, fast start. Stock Mercury stars. Patented.

### UNI-CAST ONE PIECE GEAR HOUSING

With one piece drive shaft housing for most accurate bearing alignment...no loose pieces to gaskets to leak, no substituted support. Eliminating need for frequent "kick" starts. In Mercury, only in Mercury in every Mercury, right down the line. Patent pending.

### WATERPROOF MAGNETO

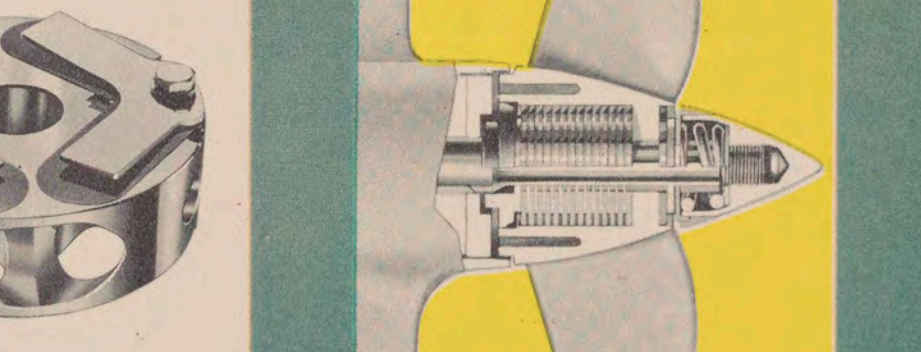
"When it rains it rains"...in fact this Kiekhaefer-developed and proved magneto furnishes normally even when fully submerged. High voltage at starting...no need for frequent "kick" starts. Another Mercury first for plus performance even under adverse conditions. Patents pending.



POSITION A...The RIGHT Weedless Angle POSITION B...The RIGHT Running Angle

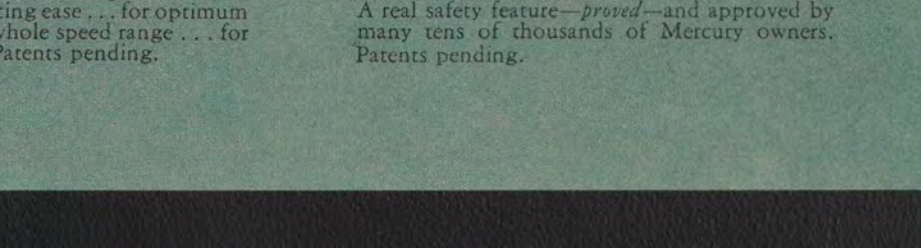
### SAFETY TILT HANDLE AND WEEDLESS POSITION OPERATION

Just a flick-of-the-wrist before you head into weeds and shallows... Just tilt your Mercury, "click," and it locks in its ready weedless operating position...you can manage weed beds, pass over logs, bars and the nearby shallows without propeller fouling or transom slamming. Trough the relative level when you lift your motor—and "click" your Mercury's back to the most efficient operating angle. Patents pending.



### MULTIPLE DISC CO-PILOT

Smooth manual steering control plus automatic steering made possible by springs loaded to pilot that takes over when you "let up" and "light up." Power anti-coupling by vibration-absorbing live rubber ballast. Another Mercury first. Patent pending.



### DROP FORGED CLAMP AND SWIVEL BRACKET

Another EXCLUSIVE MERCURY FIRST. To clamp the outboard, driving force of the KG-7 Hurricane to your boat. Mercury uses drop forged, oblong aluminum clamp and swivel bracket, last tested to the strength of steel and equipped with fine thread rubber-bushed clamp screw for the ultimate in transom grip. Patents pending.



### FORGED ALLOY STEEL CONNECTING RODS

On all Mercury outboards. Drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground. Roller bearings on the crank-pins and wrist-pins. In Mercury, only in Mercury in every Mercury, right down the line. Patent pending.

### WATERPROOF SPARK PLUGS

On all Mercury models. As important as the waterproofed magneto that fully waterproofed spark plugs—safe all-weather operation in fresh water or salt. Improved durability by general plug dry and clean, unaffected by weather, wet spray, sea, dirt or any gasoline. Reduces plug maintenance, improves performance. Plug will fire even though completely submerged. Spark plug plus resists under the cowl, with plugs protected from weather.

### PROVED MULTIPLE DISC CLUTCH

Something new in propeller protection. This multiple disc clutch that drives propeller through splines directly on shaft rather than through a gear train. Clutch power is partially dependent on propeller thrust. At reduced speeds, clutch power is also reduced, allowing greater propeller protection when negotiating obstructions. Should propeller damage still occur, it is possible to return even though half of the blades are gone. A real safety feature—proved and approved by many tens of thousands of Mercury owners. Patent pending.

	KF3 COMET	KE5 SUPER 5	KE4 ROCKET	KE7 LIGHTNING	KE7 SUPER 10	KG7 SUPER 10 HURRICANE	KG9 THUNDERBOLT
HORSEPOWER	3.5 @ 4000	5 @ 4200	7.5 @ 4000	10 @ 4000	10 @ 4000	25 @ 4000	25 @ 4000
WEIGHT IN LBS.	38	40	54	60	60	63	122
NO. OF CYLINDERS	1	2 Alternate firing	2 Alternate firing	2 Alternate firing	2 Alternate firing	2 Alternate firing	4-in-line Alternate firing
BORE & STROKE	2 1/8" x 1 1/2"	1 1/4" x 1 1/2"	2" x 1 1/2"	2 1/8" x 2 1/8"	2 1/8" x 2 1/8"	2 1/8" x 2 1/8"	2 1/8" x 2 1/8"
PISTON DISPLACEMENT	3.5 cu. in.	5 cu. in.	7.2 cu. in.	11 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... Right down the line						
CARBURETOR	Tiltation						
FUEL CAPACITY (GALS.)	10	10	12	16	16	16	10 1/2 gallon remote tank
PROPELLER PROTECTION	Multiple Disc Clutch	Multiple Disc Clutch	Duo-Flex Clutch	Shear Pin	Multiple Disc Clutch	Multiple Disc Clutch	Shear Pin
STARTING	Magneto Magna-Pul—Magnetically actuated drop forged pawls—Automatic Rewind						
CRANKSHAFT	Drop forged alloy steel... integral counter weights... Heat treated, hardened and precision ground bearing surfaces and faces... Right down the line						
PROPELLER MAIN BEARINGS	Anti-Friction Ball and Roller bearings... Right down the line						
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... Right down the line						
DRIVE SHAFT BEARINGS	Anti-Friction Ball and Roller bearings... Right down the line						
PROPELLER SHAFT BEARINGS	Anti-Friction Ball and Roller bearings... Right down the line						
SAFETY STEERING	Full Reverse	Full Reverse	Full feathered for easy steering—Will not whip or over-control—Reduced stress on clamping bracket	Full feathered for easy steering—Will not whip or over-control—Reduced stress on clamping bracket	Full feathered for easy steering—Will not whip or over-control—Reduced stress on clamping bracket	Full feathered for easy steering—Will not whip or over-control—Reduced stress on clamping bracket	Full feathered for easy steering—Will not whip or over-control—Reduced stress on clamping bracket
CO-PILOT	Spring Loaded	Spring Loaded	Multiple Disc	Multiple Disc	Multiple Disc	Multiple Disc	Multiple Disc
WATER PUMP	Positive displacement at low speed, centrifugal action at high speed, chop proof, silt proof, weed proof—Low level intake... Right down the line						
SPARK PLUGS	No stripped threads in Mercury cylinder blocks. Plugs thread into steel, aircraft fashion						
ESTIMATED BOAT SPEED*	13 to 12 MPH	Up to 20 MPH	Up to 28 MPH	Up to 24 MPH and up	Up to 25 MPH and up	Up to 28 MPH and up	30 MPH and up

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