



## Thunderbolt Leads MERCURY LINE

IN 1950 Mercury offers to the outdoorsman, the pleasure boater and workboat owner, a 7-model choice of proved and improved outboard motors. Simplicity of design, an abundance of distinctive features, but no trouble-making gadgets, honest "pay-off at the prop" horsepower, brilliant engineering and tough, long-lasting construction with amazing performance is the manufacturer's promise for every Mercury sold in 1950.

At the top of the line . . . the new triple national championship record holder and consistent endurance marathon winner, the 25 h.p. Mercury Thunderbolt. Versatile? This 122-pound outboard will push a heavy cruiser along at 25 m.p.h., tow five adult water-skiers with ease and send a pleasure runabout skimming over the water at a breathtaking 45 m.p.h. Automatic synchronization of the dual carburetors with the magneto gives it the acceleration of a jet job and it will idle down to an easy fishing troll—without fouling of plugs.

Masterfully engineered, its four-in-line cylinder arrangement, with resulting power impulse every 90 degrees, gives the Thunderbolt its flashing speed, its lugging ability and smoothness of operation at all speeds, under all conditions. This cylinder arrangement also makes possible a rigid engine structure, simplified manifolding, cooling and exhaust systems. Full-Jeweled Power, ball and roller bearings at the friction points, rolls its power along to the prop with maximum efficiency, minimum wear on moving parts.

All this power and performance, and light-weight, too. The Thunderbolt scales in at a neat 122 pounds. Though a big engine, the Thunderbolt is as easy to start as a 10 horsepower motor. Insurance in "soupy" operation is provided by a sealed, fully enclosed aircraft type magneto and positively waterproofed spark plugs through the use of sealed connectors.

Heavy runabout, outboard cruiser (Continued on other side)

Above: Mercury's new Thunderbolt motor has a 4-in-line cylinder arrangement, with a power impulse every 90 degrees. Right: The Comet is a 3½ h.p. lightweight single with full-jeweled power — anti-friction bearing construction throughout. Below: These fishermen power their 13½-foot Lakecraft hull with a Mercury Super 5



Kiekhaefer Corp. Photographs

Mercury's 1950 Line as Described in the January 1950 Annual Show Number of MoToR BoatinG

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and work boat owners will appreciate the built-in fuel pump, identical to the performance-proved fuel pumps used in millions of automobiles, for this feature makes it possible to mount or install the fuel tank anywhere in the boat. The 1950 Thunderbolt will feature a heavy-duty type of construction throughout. A new larger venturi carburetor will be incorporated for added range of performance. Also contributing to 1950 Thunderbolt performance is the employment of a new connecting rod construction principle. The vertical thrust of the rod is taken on the piston end with loose rolls and thrust washers in a manner permitting the safe attainment of higher r.p.m.'s, greater horsepower and increased speed.

The Thunderbolt is the latest development in the new design for outboarding established by the Kiekhaefer Corporation in 1946 when the Mercury KE7 10 h.p. Lightning was introduced. For the Lightning combined thoroughbred horsepower with quality long-lasting construction that paid off in thrilling speed and range of performance.

The Lightning, improved and perfected, is a time-tested reliable in the 1950 line. In the interest of operating convenience a tilt handle has been added and the steering handle lengthened. Also, the new drive shaft housing has a longer exhaust snout, thus accommodating a greater selection of propellers.

Mechanical improvements, too, have been made on the Lightning. The sealed, fully enclosed, aircraft type magneto is now a standard feature . . . a new large venturi carburetor boosts performance and also permits easy accessibility of low-speed adjustment controls . . . and use of Mercury's new connecting rod principle gives added speed.

### The Super Ten

THE SUPER TEN, a second Mercury 10 h.p. offering, is a popular, deluxe version of the Lightning. Rubber clamp screw grips facilitate mounting motor on boat, built-in screwdriver in steering handle is always handy for on-the-spot use. Under the Super Ten's quick detachable aircraft-type cowl, protected from weathering, spare spark plugs may be carried. The variable volume Rubber Rotex Water Pump is an all-model Mercury feature assuring clogproof, weedproof, siltproof operation. The Super Ten is also available with a 6½-inch longer unit for cruiser and workboat applications.

The new Hurricane model completes Mercury's Trio of Tens. Chief distinction between the Hurricane and the other two ten-horsepower models is that a heavy-duty construction has been employed in the interest of providing added speed and power for certain types of pleasure and work boat applications. The new forged aluminum clamp and swivel bracket affords complete mounting security, and the new Rev Rod connecting rod construction principle and stepped-up carburetion are factors in producing the added speed and power in this brilliant performer and record-breaker known last year as the H.D. model.

Mercury's three popular models in the lower horsepower range will be continued with some design changes incorporated.

The Super 5, a snappy 5 h.p. alternate-firing twin introduced in 1949, has been accepted by sportsmen as an ideal fishing motor. Light, it weighs 41.5 pounds . . . speedy, it will plane a fishing run-

about along at 16 plus m.p.h. . . . versatile, it will idle down to practically a standstill. The Super 5 continues in 1950 virtually without change except for improved carburation and ignition.

Among its many desirable features are full reverse, affording complete maneuverability . . . safety tilt angle adjustment, for simplified transom trimming and easy change to weedless position operation, spring-loaded automatic co-pilot that makes it possible for the fisherman to "bait up and light up" while the Super 5 is carrying him to his favorite fishing spot . . . a multiple disc clutch that absorbs the punishment of rocks and deadheads and eliminates bothersome shear pin changes . . . a truly weedless operating position, weedless propeller, low level water inlet and positive displacement pump, combine to make it possible to cut straight across shoals and shallows and thickest weedbeds with full assurance that the Super 5 will take all obstacles in stride. Scores of other features make this light, trim, smooth running Five right for the fisherman.

### The Mercury Rocket

THE 7½-HORSEPOWER Mercury Rocket also continues in the lineup by popular demand. Appearance and operational convenience have been considerably improved by the addition of the tilt handle, lengthening of the steering handle, and incorporation of the wider, stronger, streamlined clamp and swivel bracket of the larger motors. Changes have also been made in the design of the working parts of the motor which give the new Rocket greatly improved performance at both ends of the scale.

The 3½-horsepower Mercury Comet, smallest motor in the line, has also come in for some restyling. Tilt handle has been added and steering handle lengthened. The new type of magneto employed on the Comet produces higher output with resulting improvement of trolling characteristics. A special flywheel design tends to stabilize single cylinder power impulses giving a heretofore unobtained smoothness of operation. And for the first time on a single cylinder motor a truly anti-friction connecting rod design is employed.

And all models in the line are Full-Jeweled—ball and roller bearing construction throughout. This principle developed, perfected and proved by Kiekhaefer engineers in 1941, is a prime factor in the easy starting, high mechanical efficiency, speed, power and trouble-free operating characteristics of Mercury Motors.

### MERCURY SERVICE DIRECTOR

IT HAS BEEN announced that Paul M. Baurle has been appointed as Director of Service for the Kiekhaefer Corporation, Fond du Lac, Wisconsin, manufacturers of Mercury Outboard Motors and 2-cycle gasoline engines.

Mr. Baurle has for the past 4 years guided the development of the Service Educational Program under which the Kiekhaefer Corporation has provided an intensive factory training program for the Mercury dealer and distributor organization.

R. J. MacPherson, chief accountant for the firm since 1946 has been appointed to the position of Controller.