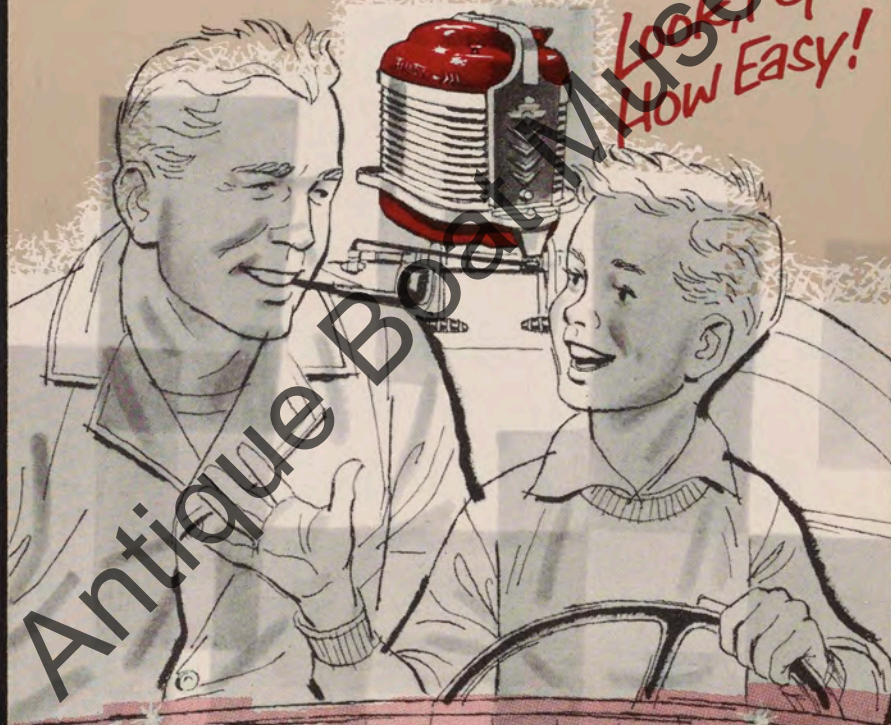


new! exclusive

**KIEKHAEFER**

**MERCURY**

**"RIDE-GUIDE"  
STEERING**



FOR CRUISERS, RUNABOUTS  
WORKBOATS, HYDROPLANES

1 motor, or 2, there's new steering ease for outboards

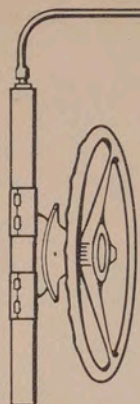
KIEKHAEFER

**MERCURY**

**"RIDE-GUIDE"**

NO PULLEYS • NO ROPES • NO SLIPPAGE • NO SLACK • NO LAG • NO BIND

THE STEERING WHEEL IS ALL YOU ATTACH TO YOUR BOAT

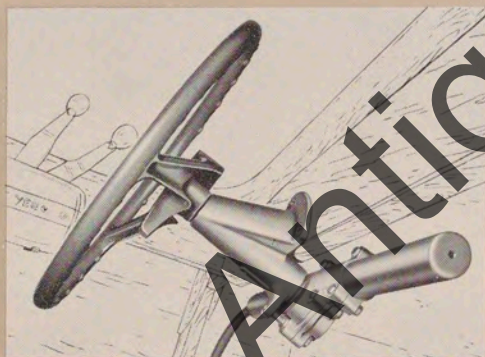
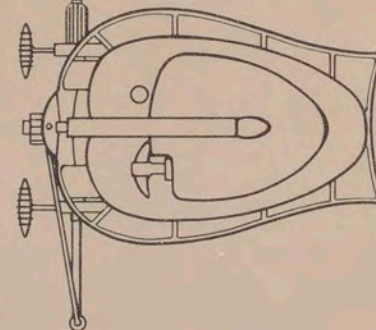


**How "RIDE-GUIDE" works.** Movement of steering wheel is linked directly to gear actuating mechanism which operates a heavy duty, flexible steel cable (neoprene covered to protect your boat) attached to the engine. The cable passes through the tilt stud of the clamping bracket and is attached to a simple linkage connected to the front of the engine.

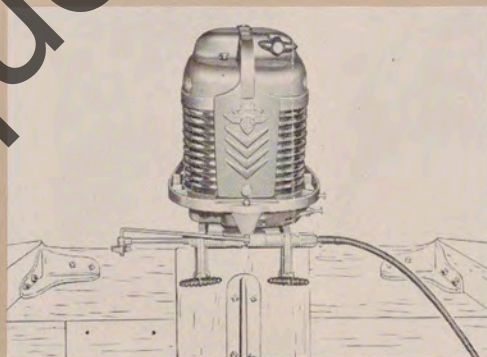
There are no exposed moving parts in the boat, and except for the steering wheel, there is nothing to attach to your boat.

**Quick Detachable.** "Ride-Guide" is readily attached or detached, without tools, to either side of the engine and does not interfere with tilting of the motor. A simple coupling is all you need for dual engine installations. Two standard grease fittings provide for quick, easy and complete lubrication of the unit.

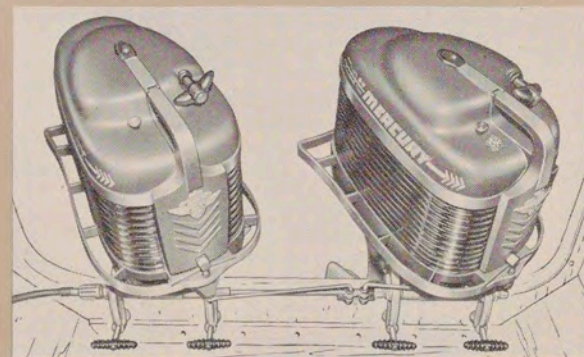
It's the simplest, safest, most efficient steering system ever designed for outboards. Steering is positive and easier, with instantaneous response.



Actuating mechanism is fully enclosed and lubricated. No chance for oil to leak. All parts are marine treated for rust prevention.



Notice the clean simplicity of "Ride-Guide." Nothing to attach to the cockpit area of the boat. The cable runs through the tilt stud so engine can be tilted in normal manner.



Two engines as easy as one with "Ride-Guide." A simple coupling is all that's required. It's the right answer to steering controls for dual engine installations.

KIEKHAEFER

**MERCURY**

MOST POWERFUL  
MOST COLORFUL  
NAME IN OUTBOARDS

10  
GREAT MODELS  
FOR 1956

5.9 h.p. to 40 h.p.