MERCURY DOES IT AGAIN!

In past years, Mercury engineers have given you many outstanding improvements and new developments in outboard motors . . . NOW comes the greatest of them all . . . the *NEW* Mercury "Lightning."

And we mean NEW . . . from top to bottom . . . sensationally new, different, better in EVERY WAY.

This marvelous new "Lightning" is the result of experienced Mercury engineering technique, combined with the courage to ignore tradition and reach for "the ideal" . . . plus exhaustive tests in the great Mercury laboratory, and thousands of hours of "field proving" . . . on various types of boats, in all kinds of weather.

You are going to change all your ideas of what an outboard should be and do, when you see and drive the NEW Mercury "Lightning."

TURN THE PAGE AND READ MORE ABOUT IT...

Antique Boat Museum

It's here...

the new MERCURY "LIGHTNING"

The Most Outstanding Outboard of all Time!

It's *FAST*
It's *SMOOTH*
It's *RUGGED*
It's *QUIET*
It's *LIGHT*

It's "Full-jeweled"* throughout . . . with range from lightning speed to snail's-pace trolling. To appreciate it, you must SEE it . . . DRIVE it.

Yes . . . the new Mercury "Lightning" is not only the outboard of the year—it's the outboard of all time . . . it has *everything!*

*Ball and roller bearings

MERCURY OUTBOARD MOTORS
KIEKHAEFER CORPORATION CEDARBURG, WISCONSIN U.S.A.

be sure to see the Mercury before you buy any outboard motor

MATCHLESS IN OUTBOARD EXCELLENCE

KIEKHAEFER CORPORATION • CEDARBURG, WISCONSIN

A 10 HORSEPOWER OUTBOARD . . .

flashing speed
or
snail's-pace trolling

the MERCURY "LIGHTNING"

is a completely NEW, revolutionary outboard in every detail . . . from its never-failing Magnapul starter and streamlined powerhead to its scientifically-perfect underwater construction. With your first "Lightning" ride, you'll learn what it means to have a "Full-jeweled" outboard (ball and roller bearings).

You won't believe it till you see it and hear it, but the quiet new Mercury "Lightning" will put a 16-foot boat "over the hump" into planing position, mere seconds away from the dock, and rifle it across the water at a *thrill-a-minute clip.*

Yes . . . there's exciting speed in this marvelous new Mercury . . . but its hair-trigger response to the throttle will, in a jiffy, cut that flashing power down to a quiet, velvety-smooth trolling pace that scarcely moves the boat. And . . . Mercury caster steering and Co-Pilot assure safe, effortless, hold-the-course operation.

Write for literature and dealer information on the complete new line of Mercury Outboard Motors.

first showing
AT THE 1947
NATIONAL MOTOR BOAT SHOW
NEW YORK

Weighs less than
60 POUNDS

Antique Boat Museum

JAN 10 1947

THE BIG NEWS IN OUTBOARD MOTORS

JAN 10 1947

MERCURY

OUTBOARD MOTORS

KIEKHAEFER CORPORATION
CEDARBURG, WISCONSIN
U.S.A.

Antique Boat Museum

FORM SD-124 12-46 PRINTED IN U.S.A.