



King of the Waterways

THE MAGNIFICENT, NEW

KIEKHAEFER

Mercury Thunderbolt

It's new... entirely new... an outboard masterpiece conceived, developed, proved and produced to meet your most exacting demands in a powerful outboard. Fisherman, the sportsman outboard fan, or the critical engineer, young or matured, whatever your particular performance requirement may be, the Mercury Thunderbolt will surprise and please you. Just check over the exclusive new features, then drive a Mercury Thunderbolt and whether you choose beauty, performance, engineering achievement or precision workmanship as your reason, Mercury will be your favorite outboarding friend, for Mercury makes and keeps friends. The Thunderbolt is another matchless Mercury that has opened the way to a new era in sport runabout, and utility outboarding.

Here is your dream outboard realized, and proved for you by thousands of gruelling hours in the laboratories and proving grounds of Kiekhaefer. Typical of Mercury performance, the Thunderbolt is 25 thoroughbred horsepower.

KIEKHAEFER CORPORATION
CEDARBURG, WISCONSIN, U.S.A.



Antique Boat Museum

W.H.J.
The Kiekhaefer

MERCURY THUNDERBOLT

is here!

TRY TO BEAT THIS ONE: The Mercury Thunderbolt defies proper description. Its smoothness . . . its range . . . its manners . . . its thoroughbred horsepower . . . must be experienced to be appreciated.

With features like these IT HAS TO BE A MERCURY:

1. New Waterproof Ignition — Yes, even spark plugs and wiring.
2. Most powerful Production Magneto built . . . at both running and cranking speeds.
3. Super-Insulated Coils.
4. Mercury 2-Stage Carburetor . . . developed by Mercury expressly for the Thunderbolt.
5. Mercury's famous Full-Jeweled Unicast Gear Housing Assembly . . . an exclusive Mercury feature that provides positive gear alignment permanently, is free running and requires only seasonal lubrication.
6. New and improved Propeller Mounting — proper thrust provisions and quick change shear pin.
7. Full-Feathered Safety Steering — no strain, no over-control, just easy, hold-the-course action at all speeds.
8. The only powerful outboard with a Rewind Starter . . . and it's a Mercury Magna-Pul.
9. Efficient Fuel Filter . . . Just another Mercury quality "FIRST".
10. A positive displacement Water Pump . . . troll or speed, clean water or silt. It always pumps. The Mercury Rubber Rotex Pump cools efficiently and does not rob your power.
11. Efficient, oversized, heavy duty Clamping Bracket . . . wide span, safe.
12. Rubber Grip Clamping Screws.
13. Synchronized Spark and Throttle . . . the ultimate in responsive control.
14. Built-in provisions for efficient Remote Controls.
15. All adjustments simple and stable.
16. Acceleration and control response never before thought possible.
17. Quiet . . . Yes, more quiet than even the small outboards.
18. Lightweight!
19. Full-Jeweled? Certainly! It's a Mercury . . . Ball and Roller Bearings throughout.

NEVER BEFORE A PRODUCTION OUTBOARD WITH SUCH A COMBINATION OF PERFORMANCE . . . HORSEPOWER . . . LIGHT WEIGHT AND BEAUTY