

JAN 1949

# Many Happy Returns

WITH A KIEKHAEFER

## MERCURY



JAN 1949



Antique Boat Museum

Out where the fun begins! That's where your Mercury shines—on waterways everywhere—when smooth, pleasure outboarding is the order of the day. Here is no ordinary outboarding because Mercury is no ordinary outboard. Thrills and fun await you every minute you're on the water with your Mercury.



Nothing so rare as a day in June with all the gang and Mercury along. And there's a Mercury to suit your every need, a Mercury designed especially for your kind of outboarding.



"Dad says they're sure bitin'—up at the bend." That friendly, safe, easy to handle Mercury opens a new world of pleasure for the youngsters. No tricky adjustments—just a "flick of the wrist" start and you're on your way . . . so simple to start that your 6-year-old or his mom can operate it with ease.



Look What's Ahead with

**MERCURY**



T. M. REG.  
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Fishing, hunting thrills, fun—Mercury offers a full measure of pleasure for everybody in the family. That's because Mercurys have been engineered for safe, confident, easy handling. More fun, less fuss is the rule when you "get in and go" because any Mercury you select is precision made and quality engineered. These are the outboards you trust anywhere—because they behave as you want them to!



Time out for lunch. Your Mercury has brought you effortlessly and easily to new fishing spots. And while your lines hang lazily in the water, you relax over a sandwich. It's a great life—and wonderful fishing—with a Mercury on your boat.



**Right for the Fisherman! THE NEW Kiekhaefer MERCURY "SUPER 5"**

Here is a NEW outboard! Full-Jeweled\* throughout and engineered "Right for the Fisherman." A lightweight, speedy, trim little alternate firing twin with all of the quality construction, all of the advanced operational features you would naturally expect of a NEW Mercury.

**Ahead or Astern**—The new Mercury "Super 5" has Full Reverse—no parking problems. Complete maneuverability at the dock . . . in crowded fishing spots . . . where stumps and deadheads make navigation tricky. Turn to inside fold for descriptive matter and specifications on the new Mercury "Super 5."

Kiekhaefer

# MERCURY

the only Full Jeweled\* line of outboards from the smallest to the largest models



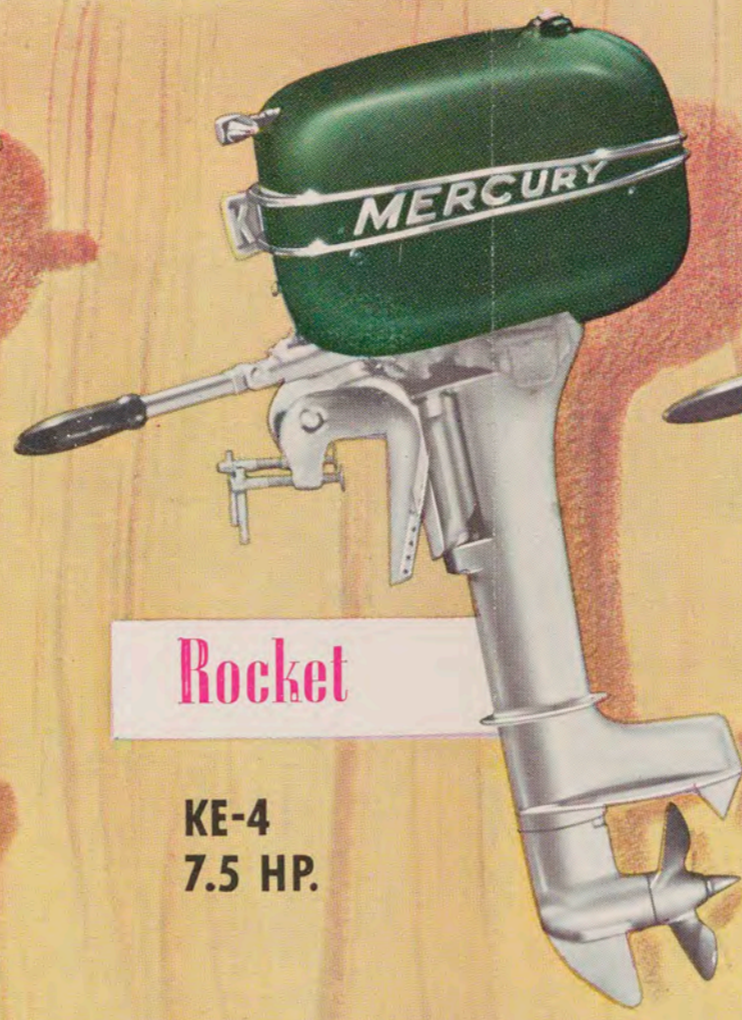
Comet de luxe

KF-3  
3.5 HP.



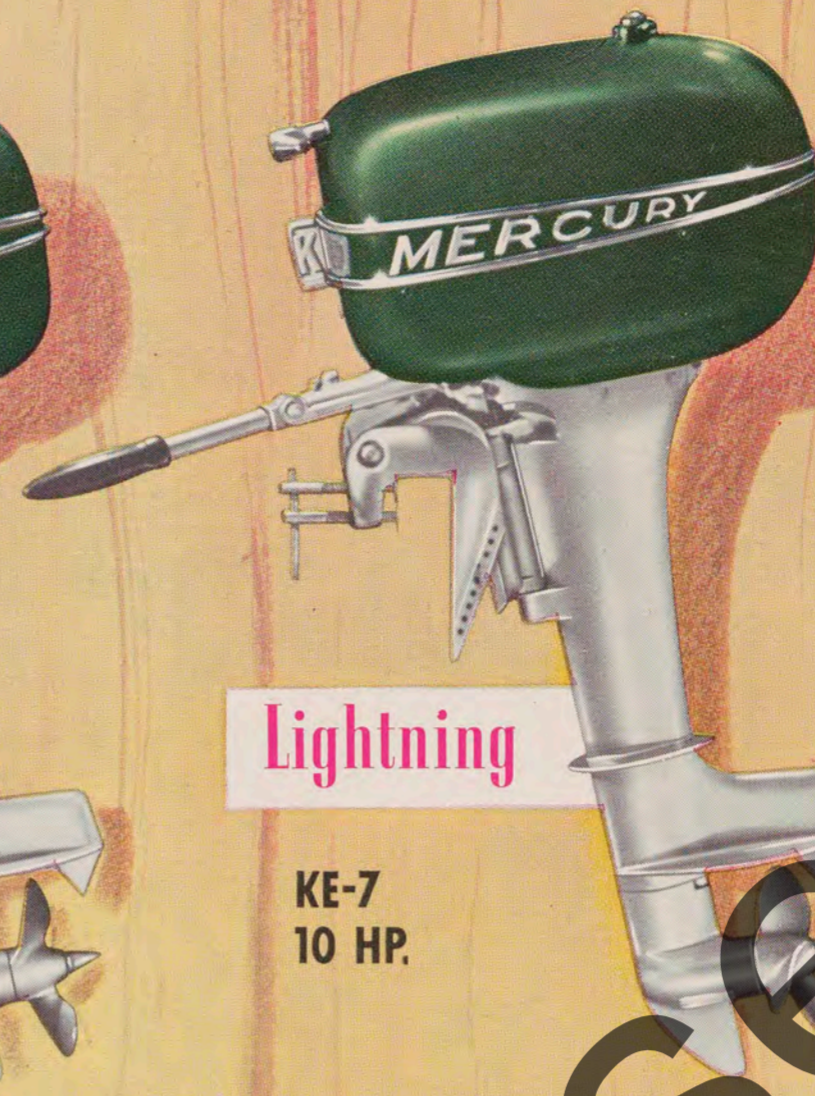
"Super 5"

KF-5  
5 HP.



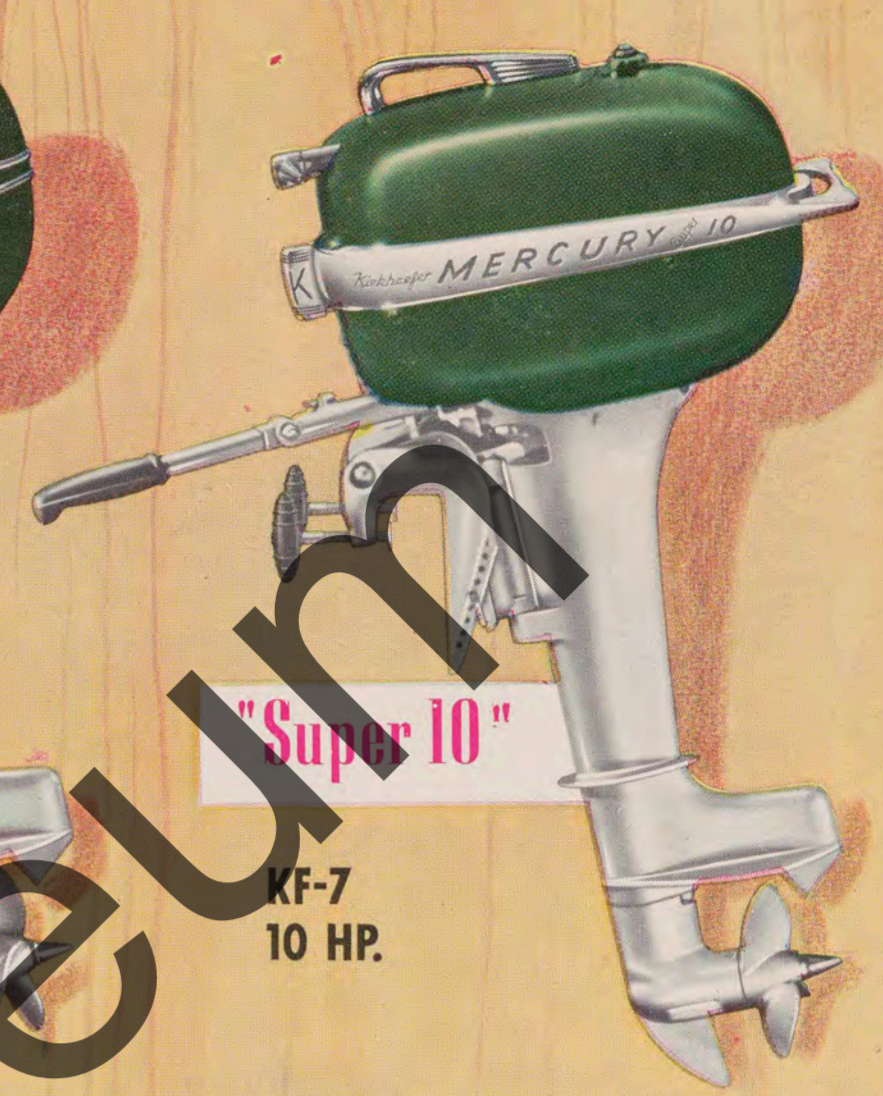
Rocket

KE-4  
7.5 HP.



Lightning

KE-7  
10 HP.



"Super 10"

KF-7  
10 HP.

NOW, FULL-JEWELLED\* THROUGHOUT... anti-friction bearings on the crankshaft main bearings, crank pins, wrist pins, drive shaft, and propeller shaft. Never before in history has such quality been available in a light, economical outboard... FULL REVERSE for maximum maneuverability... SAFETY-TILT transom adjustment... WEEDLESS POSITION OPERATION without loss of efficiency, and positive variable volume water pump permits operation in waters previously inaccessible to outboards.

A BRAND NEW SUPER-QUIET alternate twin. It's light... only 37 lbs. It's Full-Jeweled\* throughout... never before has a fisherman's motor been available with anti-friction bearings from starter to propeller shaft. SUPER SLOW trolling for hours on end, yet, it will plane your light runabout at 16 MPH. FULL REVERSE for complete maneuverability, REAR STEERING handle for convenience and safety. SAFETY-TILT for quick easy angle adjustment... you slide over logs and stumps without dangerous transom slamming.

A PROVED AND HIGHLY POPULAR versatile, all-purpose outboard with a safe margin of power for fishing the larger lakes. Powerful enough for the larger fishing boats, yet it trolls all day. Full-Jeweled\* throughout... anti-friction bearings from starter to propeller shaft. MAGNAPUL STARTER... WATER-PROOFED MAGNETO... SIMPLIFIED SAFETY STEERING, will not whip, or over control. MULTIPLE DISC CO-PILOT, velvet action, yet firm in any position. Proved Unicast one-piece gear case, triple sealed, leak-proof, hydrodynamically correct, and sword blade drive shaft housing for structural strength and decreased under-water frontal area. VARI-TIMED VALVES for automatically correct valve timing at all speeds. Quicker starting due to better crankcase sealing. Backfire-proof, for safety.

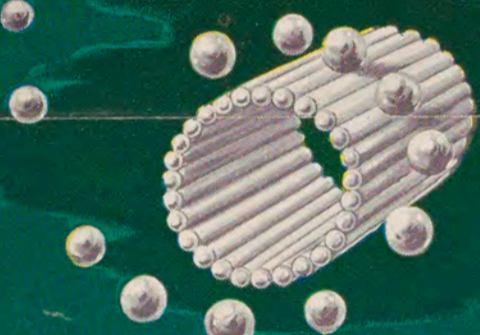
THE RENOWNED MERCURY LIGHTNING, standard bearer of a new kind of outboarding... The motor that pioneered Full-Jeweled Power,\* anti-friction bearings from starter to prop and introduced more speed per horsepower, more staying power and far greater versatility of performance than had ever before been known in an outboard of any size.

AND NOW THE "SUPER 10," a deluxe version of the Famous "Lightning," with advanced styling and many new feature "extras"... Easy-Tilt handle that simplifies mounting and angle adjustment... new smartly styled protector rim with integral handles at rear... new longer drive shaft housing with extra length exhaust channel to accommodate greater selection of propellers... improved vibration dampener and rubber mounted fuel tank make for smoother, quieter operation. The Super 10 steering handle is longer and contains a "built-in" screwdriver... spark plugs are waterproofed, an exclusive Mercury feature and two spares are carried underneath the cowl where they are protected from "weathering" and always ready for use... the new "Super 10" carburetor produces even better low and high-speed performance, Mercury hydro-sealed castings keep water out, lubricant in and the variable volume Rotex pump, mounted on propeller shaft, for low-level intake is another Mercury "first" and results in clogproof, weedproof, siltproof, reliable cooling under any operating condition, even when negotiating shallow water with propeller only half submerged.

The motor that led the way with advanced construction principles... Forged alloy steel connecting rods, micro-finished, fatigue-proof and Full-Jeweled\*... completely enclosed waterproof magneto for engine performance that defies the elements... vari-timed valves for automatically correct valve timing at all speeds... Full-feathered safety steering, that will not whip or over control. These and many more truly new features have been pioneered by the Lightning.

Tremendous range of performance, flashing speeds upwards of 30 miles per hour or slow, steady trolling, hour after hour. And the Lightning can take it, that's proved by the records. In the long, gruelling, 136-mile Albany-New York Stock Outboard Marathon the Lightning made a clean sweep of all places in its class, and in the tough 85-mile Colorado River Marathon the Lightning staged a repeat performance, all places in its class and a course average of 30.508 miles per hour.

Other special features include... Multiple disc clutch... Safety Grip clamp screws... longer fuel line... Fuel Micro-filter... quick-detachable aircraft-type cowls and a score of others, that you can see and many that you can't see and only performance can demonstrate. See your nearest Mercury dealer for the complete story on the "Super 10."



Proved FULL-JEWELLED POWER\*

\*Ball and Roller Bearing Construction throughout

The Big Engineering Difference

FIRST IN MERCURY... IN EVERY MERCURY... ONLY IN MERCURY

- EASIER STARTS
- SMOOTHER, MORE EFFICIENT OPERATION
- MORE POWER
- SLOWER TROLLING
- LONGER MOTOR LIFE

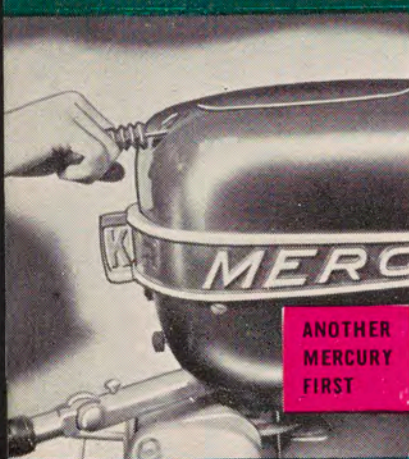
BALL AND ROLLER BEARINGS GIVE MERCURY HORSEPOWER AN ANTI-FRICTION RIDE TO THE PROPELLER

Advised horsepower ratings for Mercury Outboard Motors are conservative ratings, in terms of standard horsepower.

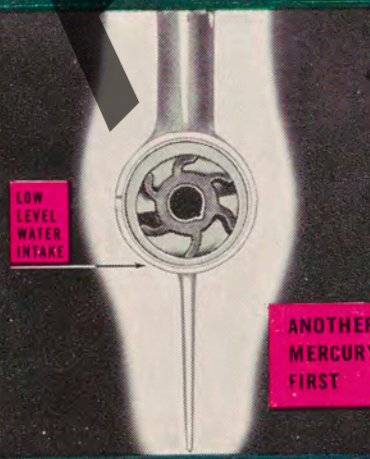
\*DEFINITION OF STANDARD HORSEPOWER—One horsepower equals power necessary to lift one pound 33,000 feet in one minute, which is the standard unit of power measurement used internationally and recognized by the S.A.E., A.I.E.E., A.S.M.E. and the A.S.C.E. for rating electric motors, Diesel engines, steam engines, aircraft engines, marine engines, Mercury Outboard Motors, or any other prime mover.

## SPECIFICATIONS

	KF 3 COMET	KF 5 SUPER 5	KE 4 ROCKET	KE 7 LIGHTNING	KF 7 SUPER 10
HORSEPOWER	3.5 @ 4000 R.P.M.	5 @ 4200 R.P.M.	7.5 @ 4000 R.P.M.	10 @ 4000 R.P.M.	10 @ 4000 R.P.M.
WEIGHT	38	37	54	59	61
NO. OF CYLINDERS	1	2-ALTERNATE FIRING	2-ALTERNATE FIRING	2-ALTERNATE FIRING	2-ALTERNATE FIRING
BORE & STROKE	2 x 1 3/4	1 3/4 x 1 1/2	2 x 1 3/4	2 3/8 x 2 1/8	2 3/8 x 2 1/8
PISTON DISPLACEMENT	5.5 CU. IN.	7.2 CU. IN.	11 CU. IN.	19.8 CU. IN.	19.8 CU. IN.
MAGNETO	KIEKHAEFER SCINTILLA—ENCLOSED—FULLY WATERPROOFED	KIEKHAEFER SCINTILLA—ENCLOSED—FULLY WATERPROOFED, 2 COILS, 2 CONDENSERS, 2 BREAKER POINTS—PIONEERED BY MERCURY	TILLOTSON	TILLOTSON—DUAL JET FOR BALANCED METERING	TILLOTSON—DUAL JET FOR BALANCED METERING
CARBURETOR	TILLOTSON	TILLOTSON	TILLOTSON	TILLOTSON	TILLOTSON
FUEL CAPACITY (PTS.)	10	10	12	16	16
PROPELLER PROTECTION	MULTIPLE DISC	MULTIPLE DISC	DUO-FLEX	SHEAR PIN	MULTIPLE DISC
STARTER	MERCURY MAGNA-PUL MAGNETICALLY ACTUATED DROP FORGED PAWLS, AUTOMATIC REWIND				
CRANKSHAFT	ALLOY STEEL—DROP FORGED WITH INTEGRAL COUNTER-WEIGHTS. PRECISION-GROUND BEARING SURFACES AND FACES, HARDENED 58-62 ROCKWELL				
CRANKSHAFT MAIN BEARINGS	ANTI-FRICTION BALL AND ROLLER BEARINGS				
CONNECTING RODS	FORGED STEEL—CHROME NICKEL MOLY—PRECISION GROUND FACES—MICRO-FINISH BORES				
DRIVESHAFT BEARINGS	ANTI-FRICTION BALL AND ROLLER BEARINGS				
PROPELLER SHAFT BEARINGS	ANTI-FRICTION BALL AND ROLLER BEARINGS				
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.
CO-PILOT	SPRING LOADED	SPRING LOADED	MULTIPLE DISC	MULTIPLE DISC	MULTIPLE DISC
WATER PUMP	POSITIVE DISPLACEMENT AT LOW SPEED, CENTRIFUGAL ACTION AT HIGH SPEED. POSITIVE PRESSURE LIMITATION. CLOGPROOF, WEEDPROOF, SILTPROOF, LOW-LEVEL INTAKE				
ESTIMATED BOAT SPEEDS	1/2 TO 9 M.P.H.	UP TO 16 M.P.H.	UP TO 23 M.P.H.	UP TO 30 M.P.H.	UP TO 34 M.P.H.
SPARK PLUGS	NO STRIPPED THREADS IN MERCURY CYLINDER BLOCK. PLUGS THREAD INTO STEEL, AIRCRAFT FASHION				



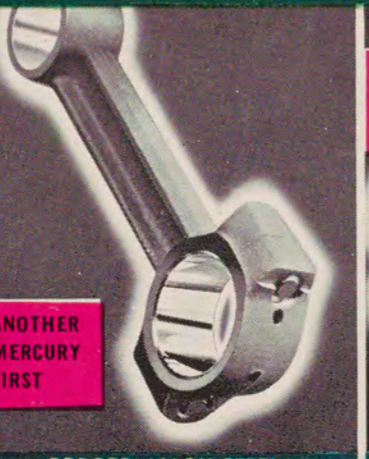
Magna-Pul Starters



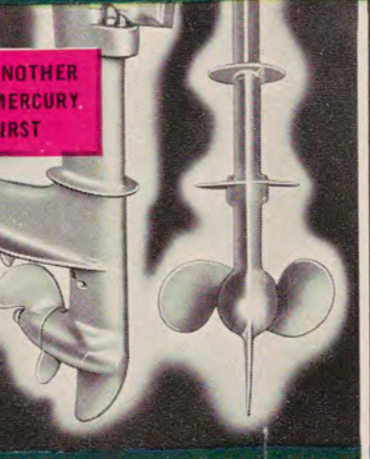
variable volume ROTEX PUMP



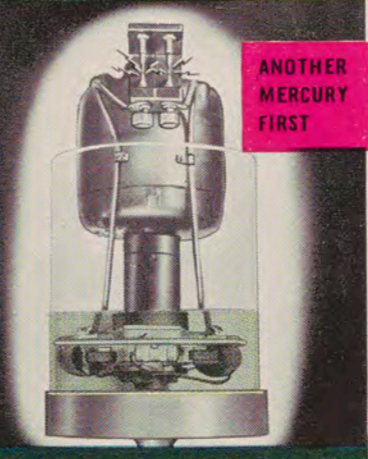
Water Proofed SPARK PLUGS



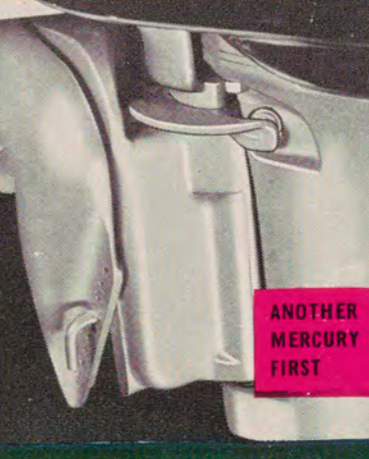
FORGED ALLOY STEEL CONNECTING RODS



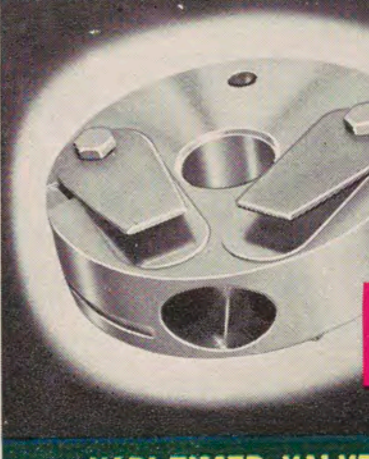
Uni-Cast GEAR HOUSING



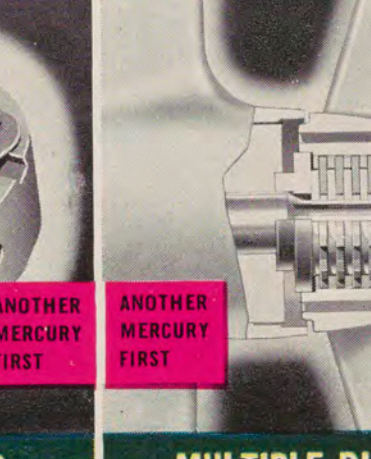
Water-Proof Magneto



Multiple-Disc Co-Pilot



VARI-TIMED VALVES



MULTIPLE DISC CLUTCH

—A simple magnetic principle eliminates the need for delicate springs and fragile stamped parts in this rugged, long-lived Magna-pul starter. No loose pieces on revolving flywheel... trouble-free and safe.

Siltproof, weedproof, non-clogging rubber water pump, acting as a positive displacement pump at low speeds and as a centrifugal pump at high speeds, thus providing variable volume and adequate cooling at lowest as well as at highest speeds. Low level intake insures cooling in shallow water even with propeller only half submerged... Mercury pioneered and perfected since 1939.

As important as the water-proof magneto are water-proofed spark plugs—not only for salt water but for fresh water all-weather operation. By keeping plugs dry and clean, starting is not affected by weather, salt spray, dew, dust, oil or gasoline... an important safety feature. Reduces plug maintenance, improves performance, reduces need for choking—plugs will fire even when completely submerged.

Fatigue-proof—Micro finish with anti-friction bearings on crank and wrist pin ends. Extra duty construction... peak efficiency where Mercury power originates. Quality precision workmanship that pays off in consistent, reliable performance.

and sword blade one-piece drive shaft housing for greater structural strength... decreased frontal area yields more speed per horsepower. No gaskets to leak... seals lubricant in and water out, eliminates frequent grease checks... permanent, positive alignment of shafts, gears and bearings.

When it rains it runs... in fact this Kiekhaefer-developed and proved magneto functions normally even when completely submerged. High voltage at starting speeds... aircraft type breakers... years for quick easy starting. Another Mercury "plus" performance under even the most adverse conditions.

—Smooth, manual steering control, plus automatic steering made possible by spring-actuated co-pilot that takes over the steering duties and keeps you on your course... Power unit cushioned by vibration-absorbing live rubber bushings.

—Automatically correct valve timing for all operating speeds... eliminates all manifolds... dispenses with the need for dual carburetion and dual induction systems. Simplifies carburetor adjustments and insures easier starting. Backfire-proof. A Mercury development that has played an important part in establishing Mercury as the pace-setter for starting, for all-speed performance and for safety.

A new automatic safety clutch, designed on the multiple disc principle with all metal-to-metal driving surfaces, having a constant torque rating that will permit propeller to slip upon striking interference, without the use or need of a shear pin. Permanent, reliable and indestructible, this method gives greater propeller protection, insures greater safety by limiting impact loads upon the shaft, gears, bearings and the rest of the driving train.

\*Features of Mercury Motors are Protected by Issued and Pending Patents.\*—Specifications Subject to Change Without Notice.  
THE NEW MERCURY THUNDERBOLT 25 H.P. AVAILABLE SOON—Specifications on request.

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# Full-Jeweled Power\*

MAKES the BIG Engineering Difference

FIRST In Mercury, In EVERY Mercury,  
ONLY In Mercury.

MERCURY'S EXCLUSIVE proved FULL-JEWELED POWER\* gives you superior all-around engine performance, maximum engine life.

■ Full-Jeweled Power\* means PROGRESS in outboards.

■ Sensational Mercury performance is daily demonstrating the complete superiority of anti-friction bearing construction, developed, perfected and proved by Kiekhaefer engineers since 1941.

■ Only Mercury is Full-Jeweled\* throughout. The application of anti-friction bearings to crankshaft, crank pins, wrist pins, driveshaft and propeller shaft, has opened a new era in outboarding.

■ Mercury's go faster, run smoother, and last longer because moving parts ride on ball and roller bearings. Greater operating efficiency at all speeds. Consistent power and trouble-free operation . . . All yours for the best in outboarding with Full-Jeweled Power\* and Mercury.

■ Mercury's do last longer . . . there are some Mercury engines that have exceeded 30,000 actual boat miles, others have exceeded 13,000 hours of operation.

■ That's the kind of outboard you want to drive—a Mercury with Full-Jeweled Power\*—with time tried, performance proved Ball and Roller Bearings. Use all or any portion of its power. Mercury power is always under control—Safe—Rugged. The motor that has set new and higher standards for outboard motors.

*\*Ball and Roller Bearings Throughout.*



Red indicates position of Ball and Roller Bearings

FROM KITTY HAWK  
TO TURBO-JETS

Ball and Roller Bearings

Made the Big Difference

From the brief moment of man's first flight . . . to the penetration of the supersonic wall on jet-propelled wings . . . the application of Ball and Roller Bearings speeded the progress of aviation. Today all modern transportation is faster, more efficient for longer, because anti-friction bearings get more power to the prop. Mercury is the FIRST and ONLY outboard motor with Ball and Roller Bearings throughout.

THOUSANDS OF HOURS on dynamometers . . . tens of thousands of miles of boat testing . . . are back of any Mercury you select to meet your requirements.

The Kiekhaefer seal of quality represents advanced engineering . . . proved application . . . precision production, and service satisfaction.

The nation-wide organization of Mercury distributors and dealers is eager and qualified to discuss your motor requirements with you. See your nearest Mercury dealer at your convenience for further information.



T. M. REG.  
U. S. PAT. OFF.

JAN 20 1949