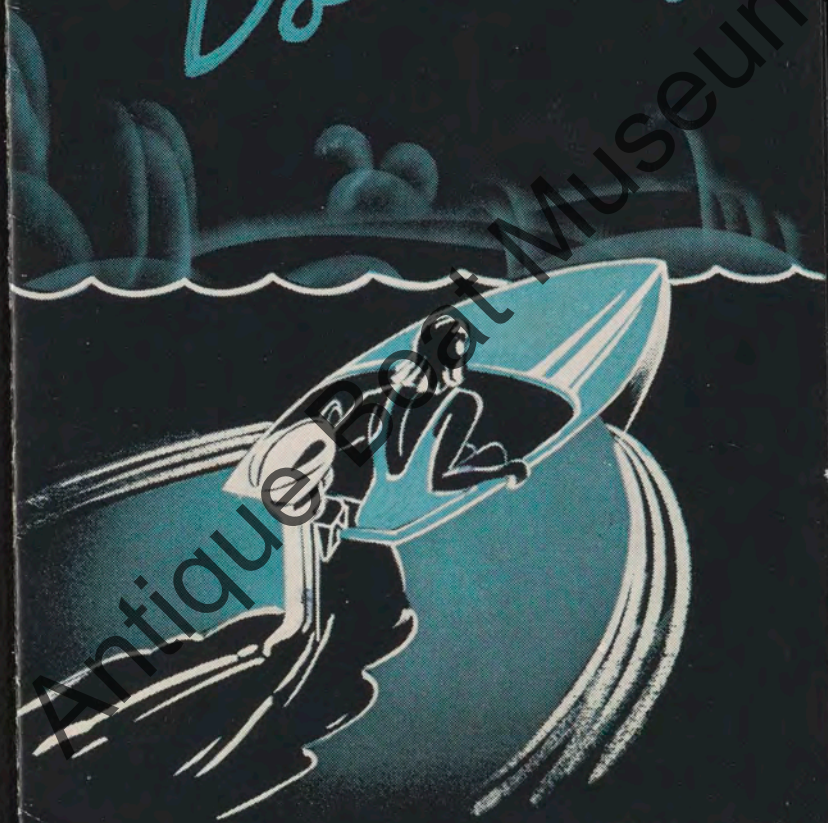


Go places -
Do things



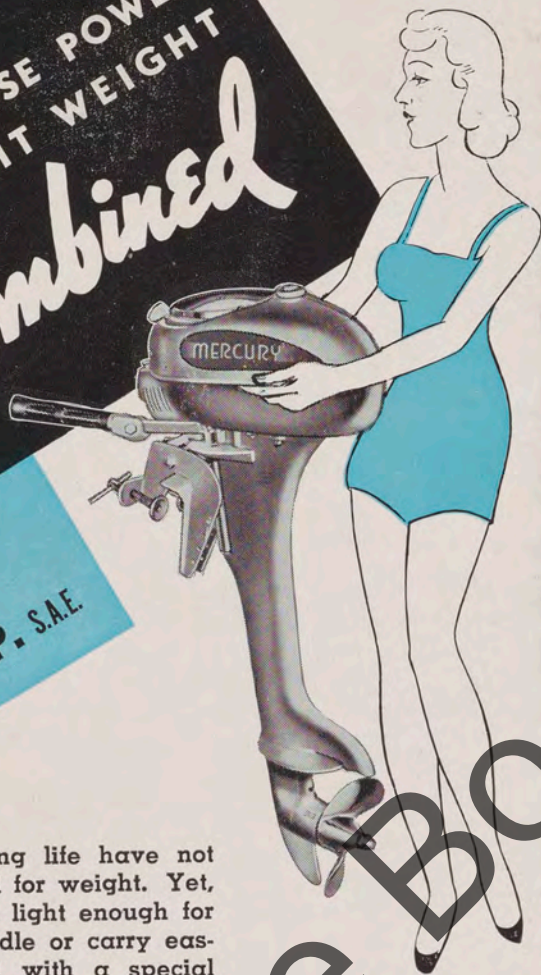
MERCURY

OUTBOARD MOTORS

HERE'S HORSE POWER
AND LIGHT WEIGHT

Combined

28 lbs.
Delivers
3 H.P. S.A.E.



Power and long life have not been sacrificed for weight. Yet, the Mercury is light enough for a child to handle or carry easily. Equipped with a special carrying handle, allowing motor to balance in horizontal position.

MERCURY SPECIAL

\$39.95 f. o. b. Factory
2 1/2 H. P. — 27 lbs.

If it's a full sized quality motor you want PLUS LOW PRICE—here's the motor to buy! It has the power, stamina and quality to deliver the kind of performance you would expect from a higher priced motor . . . it has exclusive features that mark it the "best buy of the year," bar none.

Features of MERCURY'S SIMPLIFIED MOTOR ASSEMBLY . . .

The Mercury Outboard Motor is an extremely simple assembly, designed with a view to compactness, accessibility, power and long life. It is a precision-built unit throughout!

- REMOVABLE ALUMINUM WATER JACKET

Positive uniform cooling . . . no distortion. Removable for cleaning in a jiffy.

- REMOVABLE CYLINDER SLEEVE

Accessible in a few minutes' time. Durable chrome-nickel-iron in precision cross section insures equal expansion.

- ALUMINUM PISTON

Light weight piston with full floating, oversize airplane type wrist pins.

- PINNED PISTON RINGS

Pinned piston rings prevent ends from entering intake or exhaust ports.

- COUNTER-BALANCED CRANK SHAFT

One-piece counter-balanced crank shaft insures smooth operation and longer life.

MERCURY OUTBOARD MOTORS


KIEKHAEFER CORPORATION
CEDARBURG WISCONSIN

Distributed by



1940

JAN



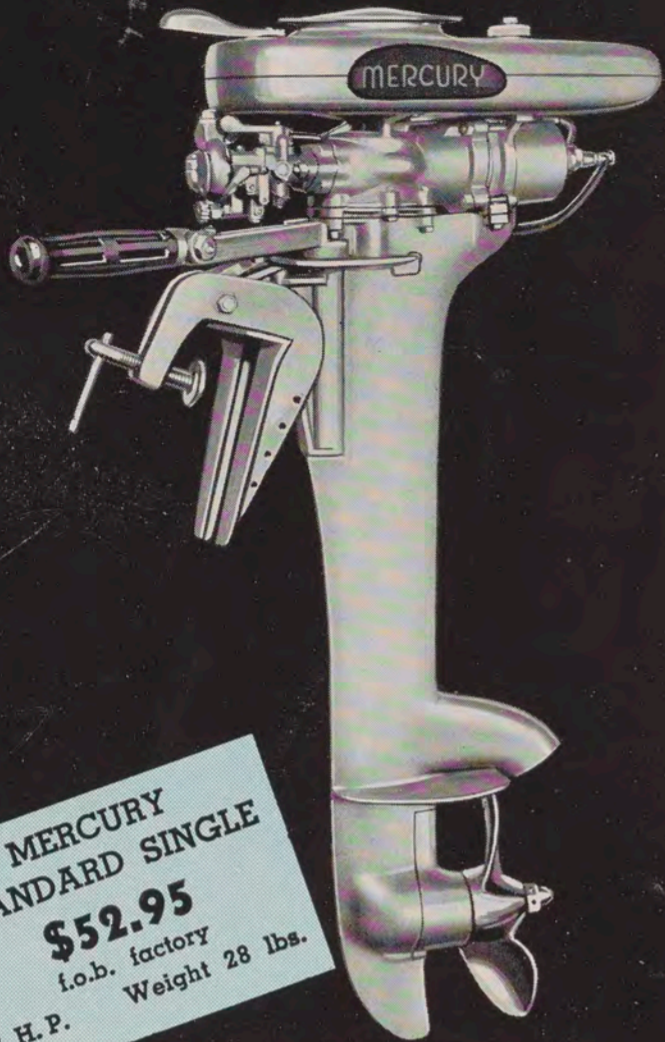
MERCURY OUTBOARD MOTORS
Set a New High in DESIGN . . .
CONSTRUCTION . . . PERFORMANCE . . . LOW COST

Here is the most important outboard motoring news in a decade! News about an entirely new outboard motor . . . a motor new in mechanical design . . . new in revolutionary principles of construction . . . new in unbelievable performance . . . new in modern streamline design . . . new in smooth surging power and stamina. Mercury engineers vi-

sioned an outboard motor stripped of its many complicated constructions . . . a motor free from intricate trouble-making assemblies . . . a motor so simple in design and principle that it would make history in the motor world. Such a "dream motor" has become a reality in the new Mercury Outboards. Check over the illustrated simplified improvements shown on the next page.

NO MATTER HOW YOU LOOK AT IT . . . THE MERCURY IS YOUR BEST BET! . . .

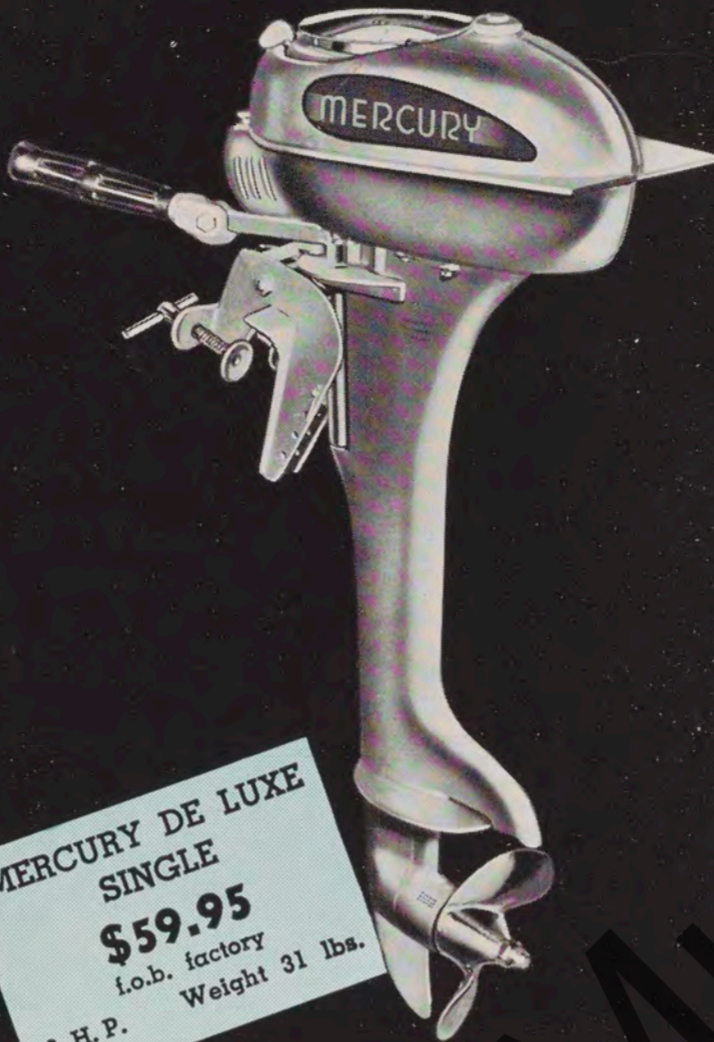
MERCURY Standard SINGLE



MERCURY
STANDARD SINGLE
\$52.95
f.o.b. factory
Weight 28 lbs.
3 H.P.

While low in price, its quality features, such as synchronized control, auto-pilot, torsional vibration dampener, Rotex pump, automotive carburetor, removable cylinder sleeve and water jacket, and hydrodynamic design, are only available in a Mercury. Weedless, fast and dependable. A trolling fool.

MERCURY De Luxe SINGLE



MERCURY DE LUXE
SINGLE
\$59.95
f.o.b. factory
Weight 31 lbs.
3 H.P.

The real De Luxe performing king of 3 h.p. motors. Ultra streamlined from hood to propeller, second to none in appearance, quality or features. Its precision workmanship and fine engineering sets a new high in outboard engine design and construction. Refreshingly new and original from stern to stem.

MERCURY Standard TWIN

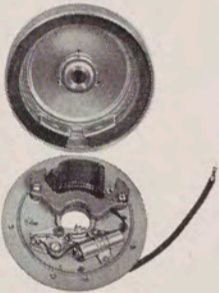


MERCURY TWIN
\$89.95
f.o.b. factory
Weight 39 lbs.
6 H.P.

A sparkling new, remarkably fast Alternate Firing Twin. Smooth as a four and flexible as an eight. Idles perfectly for trolling, or will plane a light boat beautifully. Try its performance, observe its features, compare its price. You will have to agree it's the buy of the year!

Amazing NEW FEATURES THAT ARE MAKING OUTBOARD MOTOR HISTORY

TWIN-FLUX MAGNETO HEAD



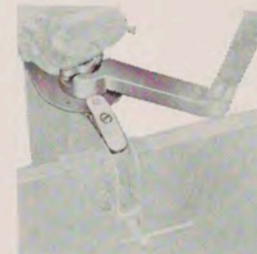
Extremely heavy-duty construction built to operate under all adverse conditions. The exclusive TWIN-FLUX principle assures strong spark. Sealed for protection and life-long service. Permanent magnets will never require recharging.

FLOATING POWER



A new, exclusive, patented feature that eliminates motor vibration both in the boat and in the steering handle . . . an amazingly simple construction which adds greatly to your comfort by keeping vibrations confined to the motor proper.

AUTO-PILOT



An auto-pilot is attached to a new simplified shakeproof and unbreakable clamping bracket. Because of the floating power feature, finger-tip steering is possible plus accurate auto-pilot guidance.

INSTANT STARTING



MERCURY TWIN-FLUX magneto generates a hot, positive spark at cranking speeds, assuring instant starting even with a cold motor.

HYDRODYNAMIC DESIGNED SHAFT CASING



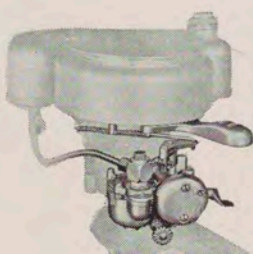
The most modern shaft casing in all history! It encloses the drive shaft, water line, and serves as a leak-proof underwater exhaust. Designed like a streamlined airplane strut, the Mercury shaft casing knifes the water without resistance. The lower unit has no knobs or projection to cause turbulence. Clean, fast, weedless and by far the strongest ever made.

260 DEGREE STEERING RADIUS



The Mercury has an extremely flexible steering range. A 260 degree radius permits the motor to swing either right or left into reverse without stopping engine.

SYNCHRONIZED SPARK & CARBURETION



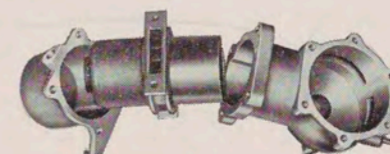
Like your automobile, the spark and carburetion of the Mercury are synchronized. Regulate speeds with the throttle lever and spark adjustment is automatic.

ROTEX POSITIVE WATER PUMP



The most revolutionary pump ever designed! No gears . . . no valves . . . no plungers . . . no greasing . . . no care . . . nothing to wear out . . . nothing to get out of order. Yet, the patented Rotex principle pumps twice the normal water capacity at either high or low speeds. Weeds, mud, sand will not plug it. Salt water will not corrode it.

REMOVABLE SLEEVES AND JACKETS



A new principle exclusive with Mercury . . . removable cylinder sleeves and water jackets! Assures scientific heat dissipation . . . facilitates cleaning of salt water scale and carbon . . . actually prolongs life of motor.

NO MATTER HOW YOU LOOK AT IT . . . THE MERCURY IS YOUR BEST BET! . . .