

*Have more
fun in '41*



WITH A

 **MERCURY**

OUTBOARD MOTOR



MERCURY
IS STILL THE MOTOR
OF TOMORROW!

In line with past records of achievement, Mercury engineers have again developed some very definite improvements in outboard motor design and construction. The 1941 line has thirty-one improvements and refinements, giving Mercury Motors extra stamina and precision that will result in top performance year after year.

Simplicity and flexibility heretofore unknown in outboard motors will be evident to everyone who sees the new Mercurys perform.

The sleek, simplified design which has always characterized Mercury Motors has been still further streamlined. They are real beauties in appearance, delightfully convenient to handle, amazingly dependable in performance.

Many exclusive, patented features are incorporated in the new Mercury line—a new method of gasoline tank construction originated by Mercury engineers; a new system of carburetion; new idling perfection; a “magna-pull” starter, and many other advantages explained in greater detail on the following pages.

WATCH FOR THE NEW MERCURY MYSTERY MOTOR—THE “THUNDERBOLT”

MERCURY

... the outboard motor that's **REALLY DIFFERENT!**

PERFECTED RUST-PROOF, LEAK-PROOF, DENT-PROOF GASOLINE TANK—Here is a tank that you can shove into the trunk of your car and drive over rough roads with the assurance that it will not be damaged. It is permanent mold cast in two sections, firmly joined together by a new process developed and patented by Mercury engineers which obviates blistering and porosity. It will not rust or corrode.



The Mercury Cast Tank

PERFECTED TWINFLEX, PROPELLER-PROTECTING CLUTCH—Not only protects propeller when striking objects, but also protects gears and eliminates the shearing of the shear pin. New refinements in propeller clutching and shaft materials, plus generous use of Aluminum "Alrok" treatment, render the new Mercurys essentially "salt water" motors which, of course, improves their utility in fresh water applications.

PERFECTED UNIQUE NEW "MAGNAPULL" STARTER—This is another development that puts the Mercury in a class by itself. This starter employs a magnetic principle of clutching. It utilizes magnetic action for quick engagement and disengagement upon pulling the starter handle. The "magnapull" starter simply remains disengaged until starter handle is pulled. It safeguards the starting mechanism against damage and abnormal wear, especially in the event of back firing in the course of stopping.

PERFECTED ROTEX WATER PUMP—Pioneered by Mercury engineers. The Rotex pump has diamond-bored casings to attain more fixed tolerances. Operates in very shallow water at very low engine speeds—ideal for fishermen and "clammers." Will pump water at engine speeds as low as 350 rpm as long as water covers the suction port. The Rotex has no valves, springs or plungers, yet it is positive in action. It is located outside of the gear case.

PERFECTED REMOVABLE SLEEVES AND JACKETS—SALT WATER BUILT—This unique Mercury feature prolongs the life of the motor, results in more perfect cooling, facilitates cleaning, minimizes distortion. Easily removable for cleaning salt water accumulations. Aluminum "Alrok" treatment protects the parts against corrosion. Mercury motors have more direct cooling surface per comparable horsepower than any other outboard motor.

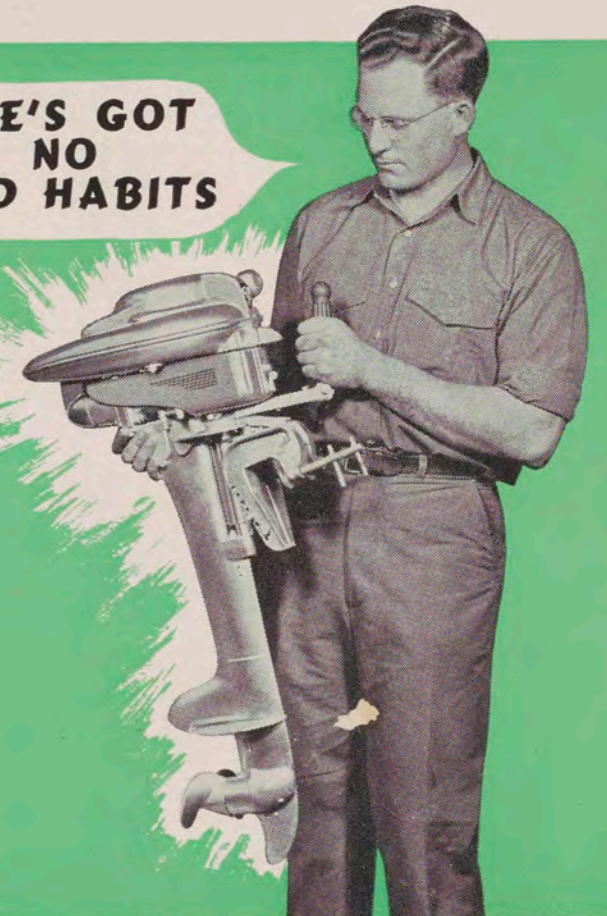
PERFECTED SYNCHRONIZED SPARK AND THROTTLE CONTROL—Like your automobile, the spark and carburetion of all Mercurys are synchronized. Regulate speeds with the spark lever, and throttle adjustment is automatic. Means smoother operation at all speeds, and a saving of power and gasoline.

PERFECTED SPECIALLY CALIBRATED CARBURETOR WITH COMPOUND VENTURI—A new system of carburetion is an important feature in all Mercury engines. The valving arrangement, exclusive to Mercury alternate firing twins, results in perfect idling at lower speeds for hours at a time due to perfect distribution. Dual carburetion has been dispensed with, resulting in greater simplicity by incorporating two venturi in one carburetor, both operating at high speed and only the small one remaining in action at low idling, having a high air velocity which is important for best carburetion and greater flexibility.

N.O.A. CERTIFIED BRAKE HORSEPOWER RATINGS—Not only has horsepower been increased on Mercury Motors for 1941, but they are rated by the accepted standards for outboard motors and certified by the National Outboard Association.

The specifications for each motor on the following page will give you further details of the many advanced features in Mercury engines.

**SHE'S GOT
NO
BAD HABITS**



COMING SOON—THE "THUNDERBOLT"—THE NEW MERCURY MYSTERY MOTOR

You'll "go for" a **MERCURY** ... and it will go for you!

OWN THE
Most Modern
OUTBOARD MOTOR



If you want a real, faithful "pal"—a motor that will add to your fun and eliminate annoyances, choose a Mercury. Compare Mercury Motors with any other, feature for feature, and you'll discover a superior type of engineering, a higher value per dollar through and through. Mercury prices are made lower by basic design that permits standardization and interchangeability of unit parts not found on any other motor. A Mercury will do the things you want it to do, for more years, at lower upkeep expense. Mercury is first with practical new improvements—"the motor of tomorrow."

MERCURY OUTBOARD MOTORS

KIEKHAEFER

CEDARBURG



CORPORATION

WISCONSIN

SOLD BY

\$4395



THE
MERCURY
"Comet"

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 motor of higher price. It has exclusive features that mark it the best buy of the year, bar none.

\$5495



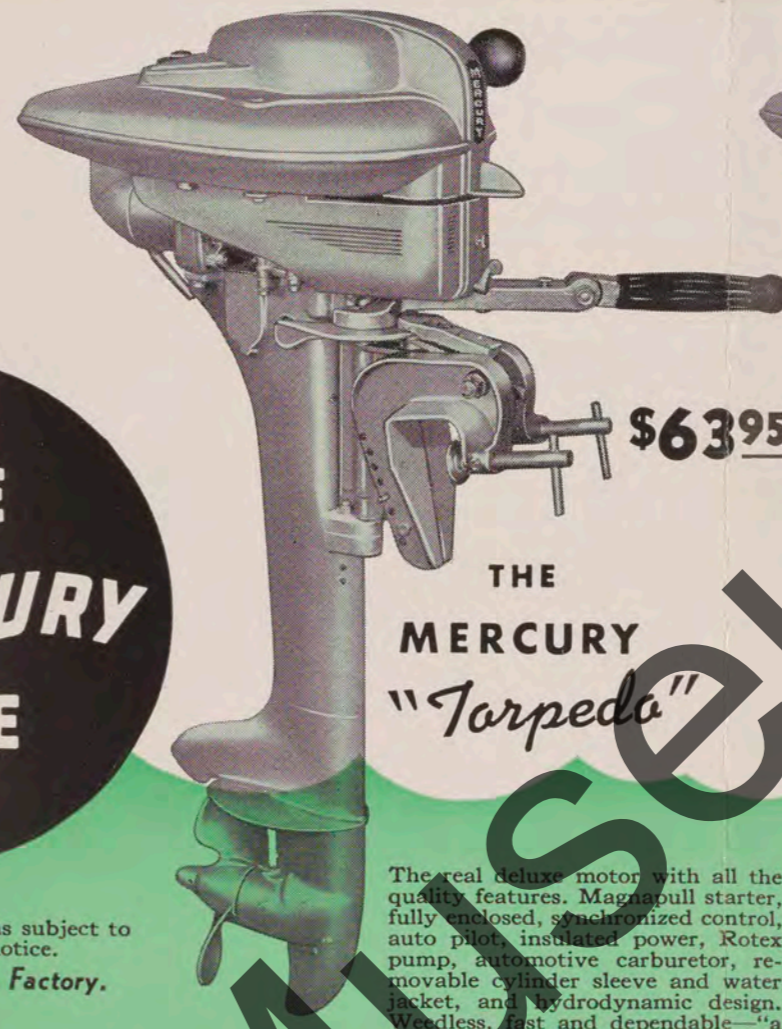
THE
MERCURY
"Streamliner"

Truly the most beautiful of all outboard motors and a performing "king" of the 3 hp. size. Ultra streamlined from hood to propeller, second to none in appearance, quality and features. Its precision workmanship and fine engineering sets a new high in outboard engine design and construction.



Prices and Specifications subject to change without notice.
All Prices F. O. B. Factory.

\$6395



THE
MERCURY
"Torpedo"

The real deluxe motor with all the quality features. Magnapull starter, fully enclosed, synchronized control, auto pilot, insulated power, Rotex pump, automotive carburetor, removable cylinder sleeve and water jacket, and hydrodynamic design. Weedless, fast and dependable—"a trolling beauty."

Standard
\$9750
Deluxe
\$10750



THE
MERCURY
"Rocket"

Two sparkling new, remarkably fast alternate firing twins, with or without the Magnapull starter. They are as smooth as a four, and flexible as an eight. Will idle perfectly for trolling, or plane a boat beautifully. Try their performance, observe features, compare prices.

SPECIFICATIONS FOR THE NEW 1941 LINE OF MERCURY OUTBOARD MOTORS

MODEL	MERCURY COMET KB-1	MERCURY STREAMLINER KB-2	MERCURY TORPEDO KB-3	MERCURY ROCKET
Weight	31 lbs.	32 lbs.	36 lbs.	KB-4 Standard—42 lbs. KB-5 Deluxe—46 lbs.
Horsepower	2.9 N.O.A. certified brake horsepower at 4000 rpm.	3.2 N.O.A. certified brake horsepower at 4000 rpm.	3.2 N.O.A. certified brake horsepower at 4000 rpm.	6 N.O.A. certified brake horsepower at 4000 rpm.
Piston Displacement	5.5 cu. in.	5.5 cu. in.	5.5 cu. in.	11 cu. in.
Bore and Stroke	2" x 1 3/4"	2" x 1 3/4"	2" x 1 3/4"	2" x 1 3/4"
Carburetion	Check valve type.	Tillotson automotive type, direct acting float feed. High and low speed adjustments, equipped with push pull choke.	Tillotson automotive type, direct acting float feed. High and low speed adjustments, equipped with push pull choke.	Tillotson automotive type, direct acting float feed. High and low speed adjustments, with push pull choke, compound venturi.
Magneto (for all motors)	High-tension, 20,000-volt flywheel type. Permanent super magnets, never require recharging. Newly balanced circuits. New, fast action breaker. Will pass U. S. Navy tests as to water resistance and submersion.	High-tension, 20,000-volt flywheel type. Permanent super magnets, never require recharging. Newly balanced circuits. New, fast action breaker. Will pass U. S. Navy tests as to water resistance and submersion.	High-tension, 20,000-volt flywheel type. Permanent super magnets, never require recharging. Newly balanced circuits. New, fast action breaker. Will pass U. S. Navy tests as to water resistance and submersion.	High-tension, 20,000-volt flywheel type. Permanent super magnets, never require recharging. Newly balanced circuits. New, fast action breaker. Will pass U. S. Navy tests as to water resistance and submersion.
Gear Ratio	12 to 22.	12 to 22.	12 to 22.	12 to 22.
Propeller	Weedless, yet highly efficient, 7 3/4" diam. x 7 3/4" pitch. Aluminum arok treated, very strong with large blade area.	Weedless, yet highly efficient, 7 3/4" diam. x 7 3/4" pitch. Aluminum arok treated, very strong with large blade area.	Weedless, yet highly efficient, 7 3/4" diam. x 7 3/4" pitch. Aluminum arok treated, very strong with large blade area.	Weedless, yet highly efficient, 7 3/4" diam. x 10" pitch. Aluminum arok treated, very strong with large blade area.
Water Pump	Valveless, springless, positive acting Rotex Pump located outside of grease chamber.	Valveless, springless, positive acting Rotex Pump located outside of grease chamber.	Valveless, springless, positive acting Rotex Pump located outside of grease chamber.	Valveless, springless, positive acting Rotex Pump located outside of grease chamber.
Gas Tank	Cast aluminum. 5-pint capacity.	Terneplate steel. 5-pint capacity.	Cast aluminum. 5-pint capacity.	Cast aluminum. 1 gallon capacity.
Fuel Consumption	2 3/4 hours per gal.	3 hours per gal.	3 hours per gal.	1 1/2 hours per gal.
Gears	Cut steel, hardened, rust-proof.	Cut alloy steel, hardened, ground faces and bores, rust-proof.	Cut alloy steel, hardened, ground faces and bores, rust-proof.	S.A.E. 1314 alloy steel, hardened and ground faces and bores, rust-proof.
Drive Shaft	Splined alloy steel, ground to size.	Splined alloy steel, ground to size.	Splined alloy steel, ground to size.	Splined alloy steel, ground to size.
Controls	Spark lever control.	Synchronized spark and throttle one lever control.	Synchronized spark and throttle one lever control.	Synchronized spark and throttle one lever control.
Boat Speeds	Average 1 1/2 to 9 m.p.h.	1 1/4 to 11 m.p.h.	1 1/4 to 11 m.p.h.	1 1/2 to 18 m.p.h.
Pistons	High compression, long skirt.	High compression, long skirt, low deflector.	High compression, long skirt, low deflector.	High compression, long skirt, low deflector.
Rings	Pinned in place.	3 rings. Pinned in place, surface treated.	3 rings. Pinned in place, surface treated.	3 rings. Pinned in place, surface treated.
Connecting Rods	Improved, high tensile aluminum bronze insert.	High tensile, high pressure die cast alloy aluminum, with bronze inserts on top and bottom. Extra long oversize section. Diamond bored to close tolerance. Bronze insert in rod cap.	High tensile, high pressure die cast alloy aluminum, with bronze inserts on top and bottom. Extra long oversize section. Diamond bored to close tolerance. Bronze insert in rod cap.	High tensile, high pressure die cast alloy aluminum, with bronze inserts on top and bottom. Extra long oversize section. Diamond bored to close tolerance. Bronze insert in rod cap.
Crankshaft	Forged steel, counterweighted, tough, unbreakable, hardened and ground.	Extra heavy, counterweighted, same as highest priced automobiles, precision ground, heaviest and most rugged for comparable horsepower. Carburized, ground, and rust proofed.	Extra heavy, counterweighted, same as highest priced automobiles, precision ground, heaviest and most rugged for comparable horsepower. Carburized, ground and rust proofed.	Highest quality alloy steel, forged with full sized double counterweights, 3 main bearings, carburized, ground, and rust proofed. Heaviest and most rugged in use for comparative horsepower.
Crankcase	Aluminum alloy.	Aluminum alloy, rugged with neoprene seal.	Aluminum alloy, rugged, with neoprene seal.	Aluminum alloy, rugged, with neoprene seal.
Cylinder	Special mix cylinder iron, diamond bored, uniform wall thickness, wet sleeve type. Renewable, all machined combustion chamber. Improved cooling.	Chrome nickel special mix cylinder iron, close grained, diamond bored, uniform wall thickness, wet sleeve type. Renewable, all machined combustion chamber. Improved cooling and porting, all machined mirror glazed finish.	Chrome nickel special mix cylinder iron, close grained, diamond bored, uniform wall thickness, wet sleeve type. Renewable, all machined combustion chamber. Improved cooling and porting, all machined mirror glazed finish.	Chrome nickel alloy, grey iron, diamond bored, honed to mirror finish. Uniform wall thickness, wet sleeve type. Renewable, all machined combustion chamber. Drilled parts.
Water Jackets	Die cast, removable for cleaning.	Die cast, aluminum arok treated, corrosion resistant, removable for cleaning of salt water accumulations.	Die cast, aluminum arok treated, corrosion resistant, removable for cleaning of salt water accumulations.	Die cast, aluminum arok treated, corrosion resistant, removable for cleaning of salt water accumulations.
Gear Case	Heavy duty construction, aluminum die cast. Aroked.	Heavy duty construction, aluminum die cast. Aroked.	Heavy duty construction, aluminum die cast. Aroked.	Heavy duty construction, aluminum die cast. Aroked.
Magneto Seal (on all motors)	Upper main bearing neoprene sealed to protect breaker points from oil seepage. This insures permanent quick starting and better performance.	Upper main bearing neoprene sealed to protect breaker points from oil seepage. This insures permanent quick starting and better performance.	Upper main bearing neoprene sealed to protect breaker points from oil seepage. This insures permanent quick starting and better performance.	Upper main bearing neoprene sealed to protect breaker points from oil seepage. This insures permanent quick starting and better performance.
Drive Shaft Case	Extremely rugged permanent mold aluminum casting. Arok treated, hydrodynamic design.	Extremely rugged permanent mold aluminum casting. Arok treated, hydrodynamic design.	Extremely rugged permanent mold aluminum casting. Arok treated, hydrodynamic design.	Extremely rugged permanent mold aluminum casting. Arok treated, hydrodynamic design.
Clamping Bracket	Single bracket 3/8" steel, rugged cadmium plated.	High tensile Lynite permanent mold double clamp. Very strong and rigid.	High tensile Lynite permanent mold double clamp. Very strong and rigid.	High tensile Lynite permanent mold double clamp. Very strong and rigid.
Auto Pilot	Twin disc friction, velvet action, still positive in any position.	Twin disc friction, velvet action, still positive in any position.	Twin disc friction, velvet action, still positive in any position.	Twin disc friction, velvet action, still positive in any position.
Gear Case Seal	Triple sealed cork on drive shaft. Propeller shaft triple sealed.	Triple sealed cork on drive shaft. Propeller shaft triple sealed.	Triple sealed cork on drive shaft. Propeller shaft triple sealed.	Triple sealed cork on drive shaft. Propeller shaft triple sealed.
Steering	King Pin type offset for easy steering, bronze bushed for durability.	King Pin type offset for easy steering, bronze bushed for durability. Takes "wobble" out of steering.	King Pin type offset for easy steering, bronze bushed for durability. Takes "wobble" out of steering.	King Pin type offset for easy steering, bronze bushed for durability. Takes "wobble" out of steering.
Vibration Damper	Torsional impulse type, dissipating and insulating from boat as well as from steering handle.	Torsional impulse type, dissipating and insulating from boat as well as from steering handle.	Torsional impulse type, dissipating and insulating from boat as well as from steering handle.	Torsional impulse type, dissipating and insulating from boat as well as from steering handle.
Carrying Handle	Combination steering and carrying handle, balanced and convenient.	Combination steering and carrying handle, balanced and convenient.	Combination steering and carrying handle, balanced and convenient.	Combination steering and carrying handle, balanced and convenient.
Transom Height	14".	14".	14".	14".
Propeller Protection	Shear pin in propeller hub.	Twin flex propeller clutch.	Twin flex propeller clutch.	Twin flex propeller clutch plus shear pin in propeller hub.
Starting	Rope starter.	Rope starter.	Magnapull starter.	Magnapull starter—KB-5. Rope starter—KB-4.

You'll "go for" a **MERCURY**... and it will go for you!