

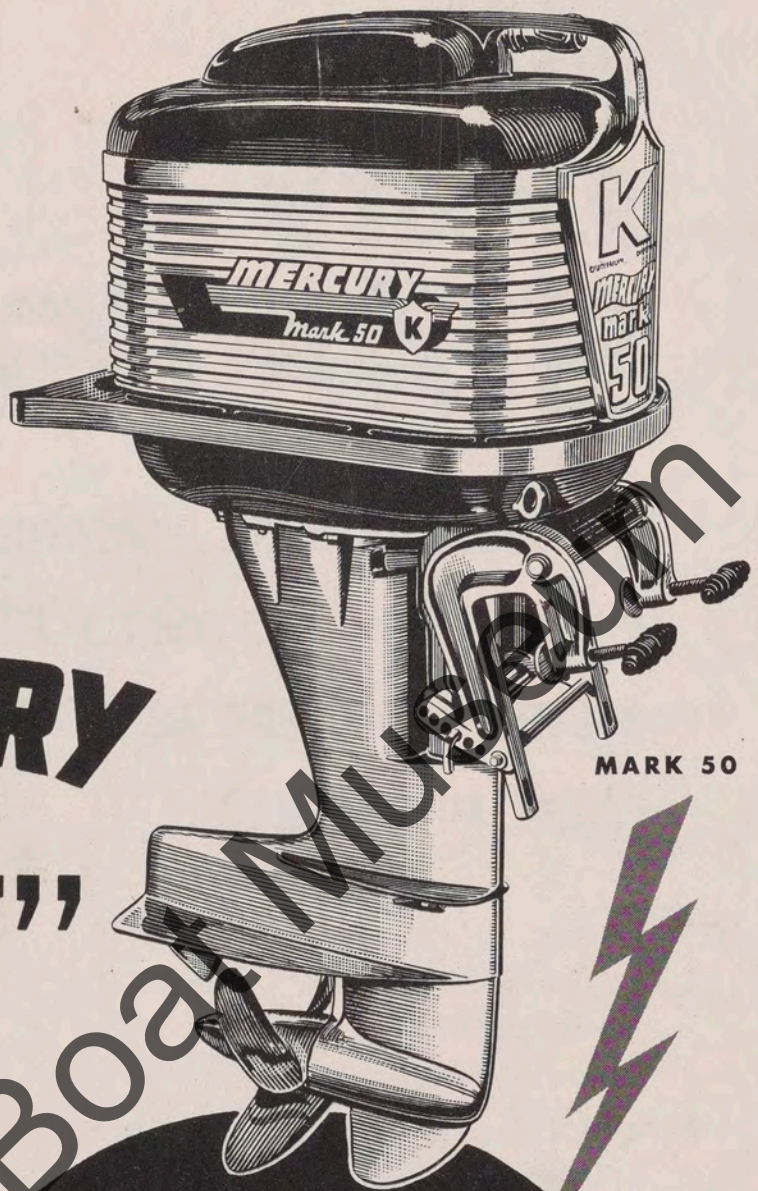


another
exciting

KIEKHAEFER

MERCURY

"FIRST"



MARK 50

HOWARD BARRETT CO.
14521 SCHAEFER
DETROIT 77, MICHIGAN
VERMONT 55400

The
only complete
"ALL ELECTRIC"
IGNITION SYSTEM
on any outboard

MERCURY
electric

STARTER and GENERATOR

FOR "TODAY'S MOST POWERFUL
OUTBOARD"... A 12 VOLT ELECTRICAL
SYSTEM AS MODERN AS IN TODAY'S
FINEST AUTOMOBILES!

- *Turn the Key* Electric Starting — with ignition lock.
- Remote Push-Button Choke.
- AC Generator with full wave rectifier. Keeps your battery fully charged!
- Operates Accessories — lights, horn, fuel pump, radio, instruments, etc.
- Automotive Type Distributor — maximum reliability, superior ignition over wider speed range, slower, smoother trolling.
- Light — modern 12 volt system permits use of lighter electrical components, eliminates complicated junction boxes. Adds only 8½ pounds to engine weight!
- Optional equipment on Mark 50 model.
- As an added safety feature, engine can be operated without the battery . . . the generator supplies sufficient current for ignition at hand cranking speeds.

SEE YOUR MERCURY DEALER for a demonstration. Write for FREE illustrated catalogue on the 15th Anniversary MERCURY line.

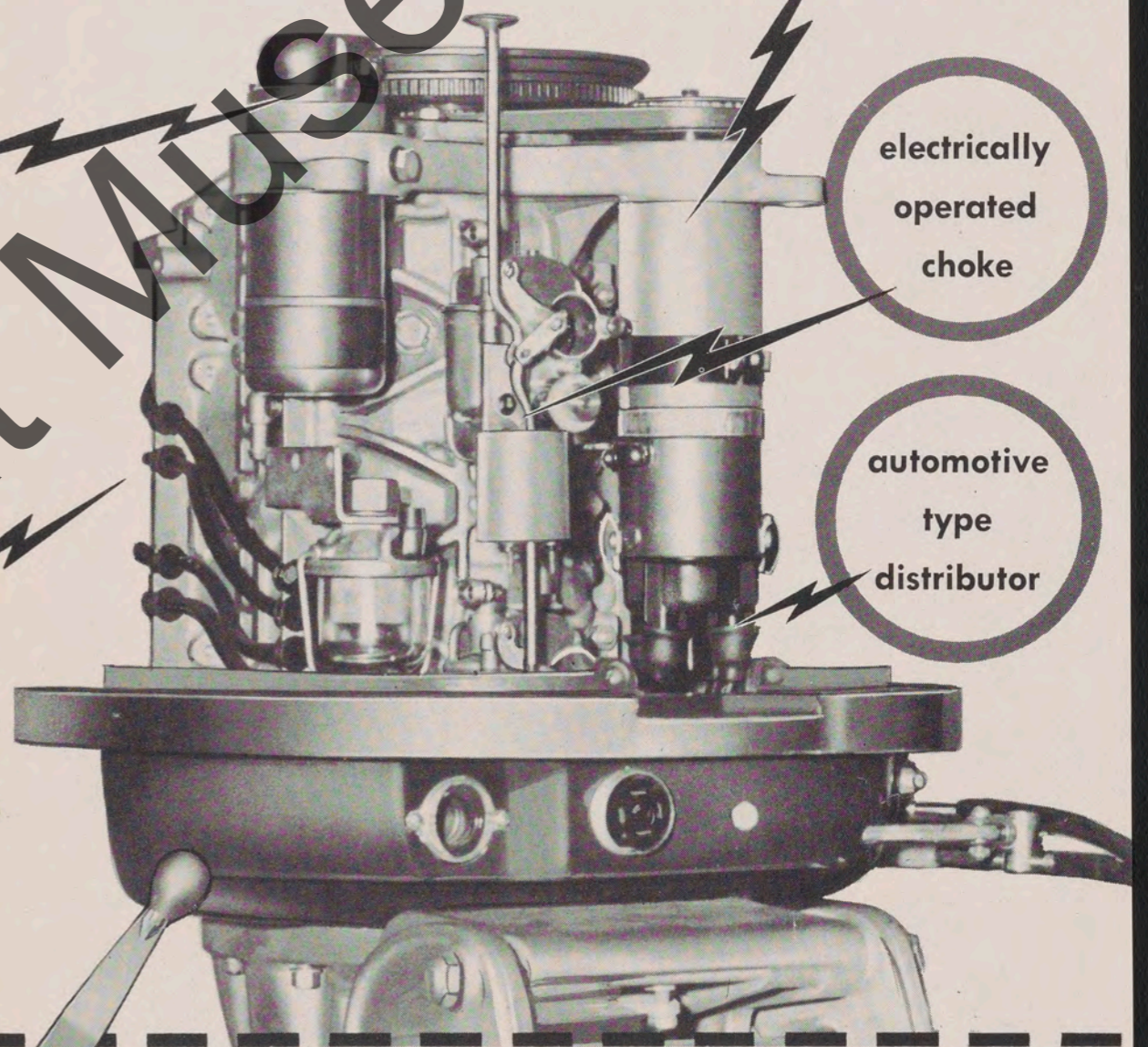
12 volt
electric starter
weighs only 37
ounces. Fully
waterproofed

Full wave
rectifier converts
AC generator current
to DC current for
charging battery

Alternator type
generator specially
designed for outboard
use. Fully
waterproofed

electrically
operated
choke

automotive
type
distributor



SINGLE MOUNT FOR ALL CONTROLS!

Turn the key starting, push-button choke, throttle and shift all mounted together for the most convenient operation of any outboard.

IGNITION KEY LOCK

CHOKE BUTTON

The Antique Boat Museum
750 Mary Street
Clayton, NY 13624

7-2001



Features of Mercury motors are protected by issued or pending patents.

Antique Boat Museum