

THIS IS YOUR YEAR TO

move up ... to a

KIEKHAEFER

MERCURY

TOMORROW'S
OUTBOARD
TODAY





MERCURY

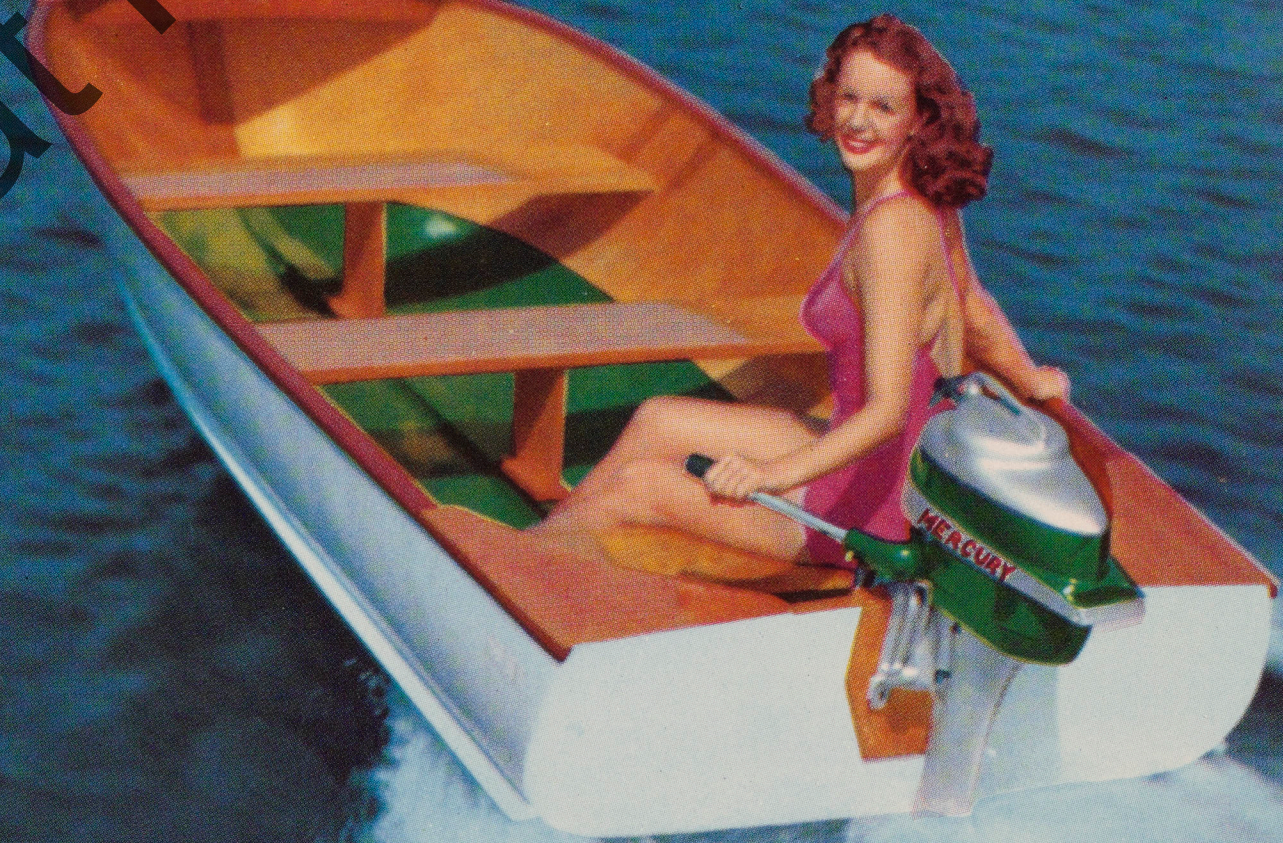
THE *"most wanted"* OUTBOARD IN AMERICA

It's the choice of sportsmen . . . of men who really know superb engineering . . . the sensation of the nation's outboard stock races and marathons . . . it's the most-wanted outboard in America today — *it's MERCURY!* Mercury leads the entire outboard field in inspired design and construction, all-weather reliability, year-after-year durability and record-smashing performance.

The Kiekhaefer tradition of years-ahead engineering, discarding old-fashioned concepts of design in favor of progressive improvement and new ideas, means that you get tomorrow's outboard *today* . . . for the ultimate in trouble-free boating pleasure. It means that Kiekhaefer engineers, never content with just "good enough," set the pace again in 1953 with the magnificent new Mercury line — with five models that push outboard horizons farther than was dreamed possible even a few short years ago!

This is your year to move up . . . to a MERCURY!

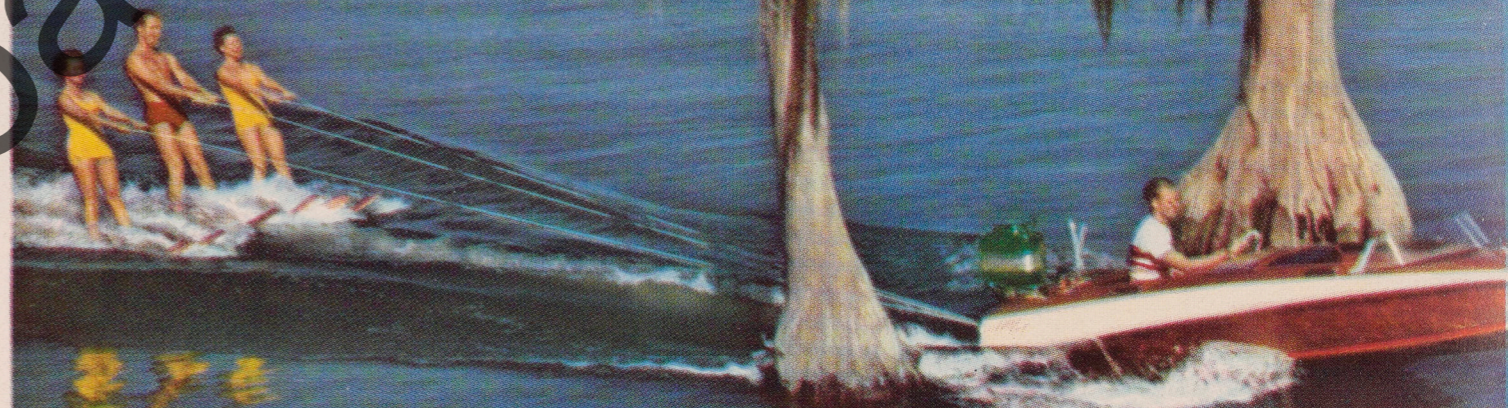
SLEEK



SMOOTH



POWERFUL

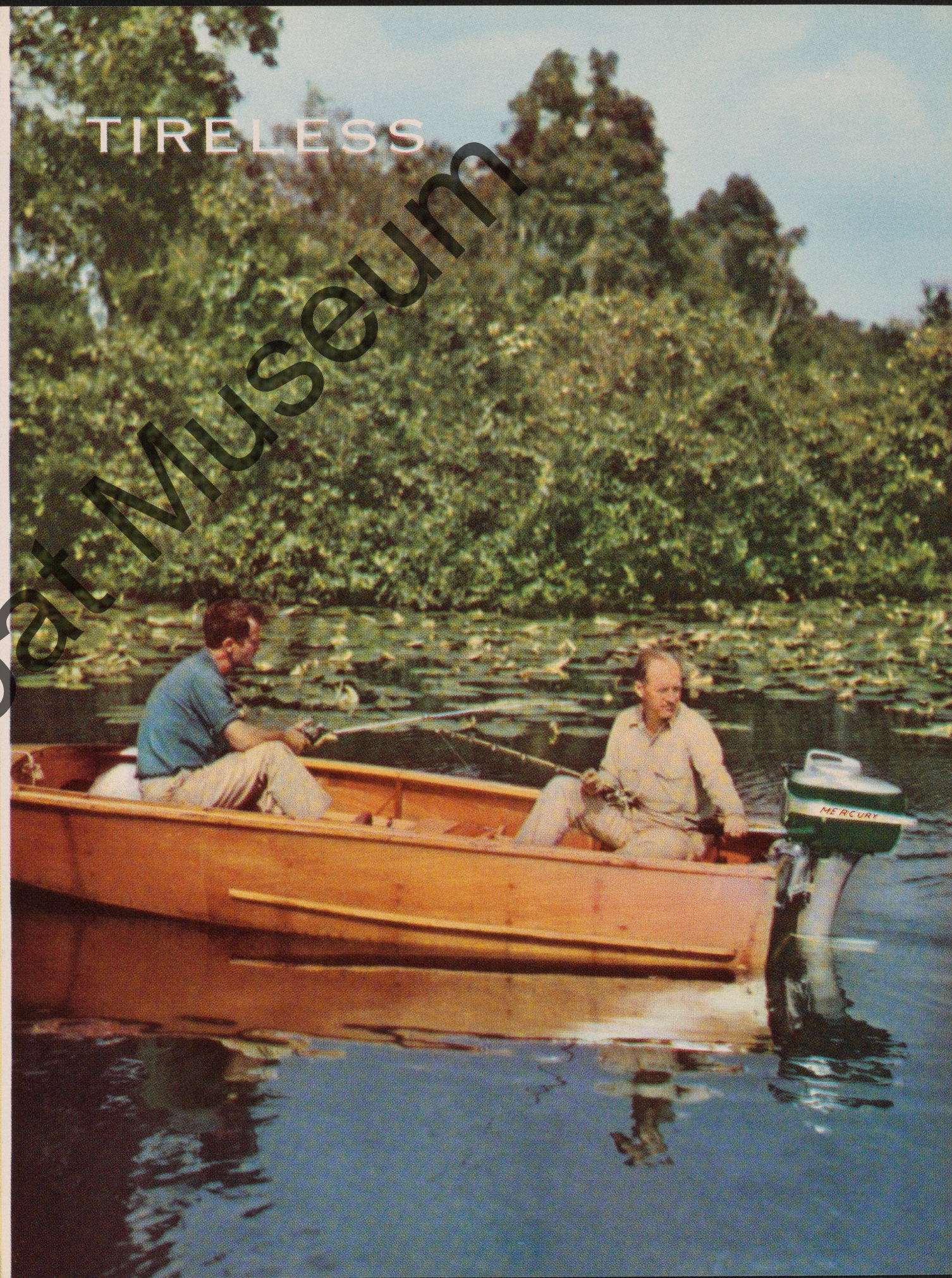


Antique Boat Museum

FAST



TIRELESS



Antique Boat Museum

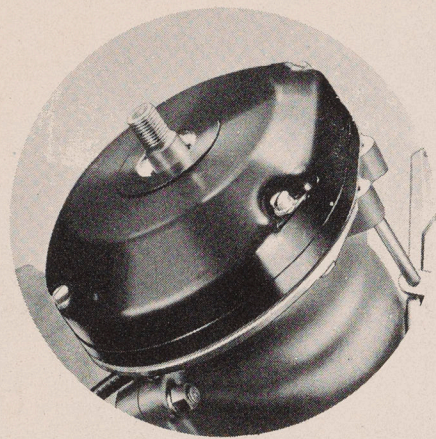
RELIABLE



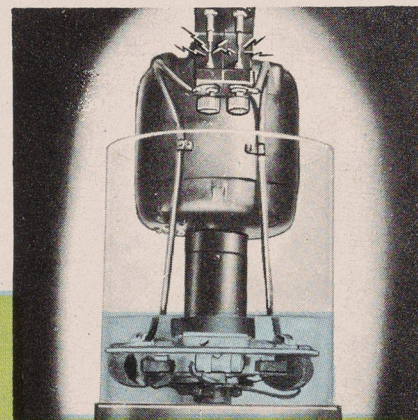
RUGGED



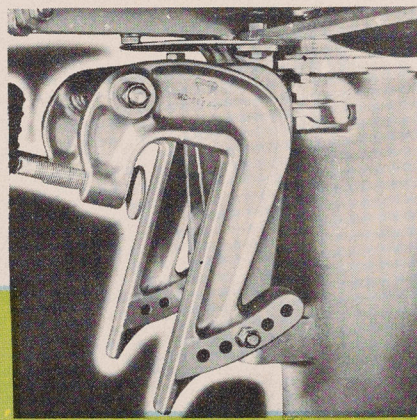
Antique Boat Museum



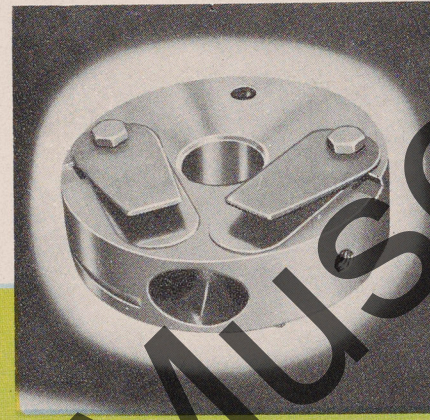
WATERPROOF MAGNETO. A Mercury development, with patents pending, and a feature of every Mercury model. Shrugs off rainy weather... functions normally even when completely submerged. Magneto is fully enclosed and protected from moisture and salt air. Provides high voltage at starting speeds. Aircraft type breakers.



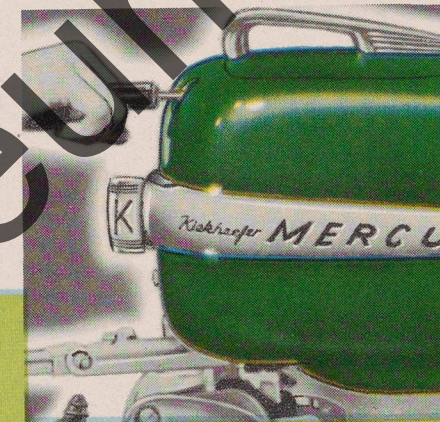
DROP FORGED CLAMP AND SWIVEL BRACKETS. A Mercury "first," patents pending, on Mercury Mark 20 and Mark 40 models. Keeps your Mercury securely harnessed to the boat. Drop forged, unbreakable aluminum clamp and swivel brackets are heat treated to the strength of steel. Equipped with fine thread, rubber-handled clamp screws.



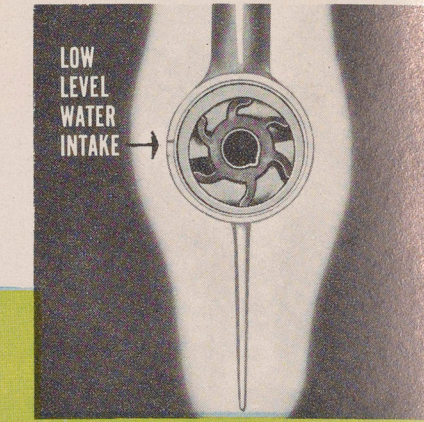
VARI-TIMED VALVES. Still another Mercury "first," patented and a feature of every Mercury. Provides automatically correct valve timing at all operating speeds — from a purring troll to wide-open racing pace. Perfect sealing of crankcase means easier starting, simplified carburetor adjustments. Eliminates manifolds and the need for dual carburetion and induction systems. Backfire-proof for extra safety.



MAGNA-PUL STARTER. A patent-protected feature of all Mercury outboard motors. Operates on a simple magnetic principle... eliminates need for delicate springs or fragile stamped parts. Rugged and safe—with no loose pieces on revolving flywheel. Drop forged steel pawls for a lifetime of these famous fast Mercury starts.



VARIABLE VOLUME ROTEX PUMP. Often imitated, never equalled, this patented Mercury development is featured on all models. Weed-proof, silt-proof. Positive displacement pump at low speeds... centrifugal pump at high speeds... provides adequate cooling at all speeds. Easily accessible.



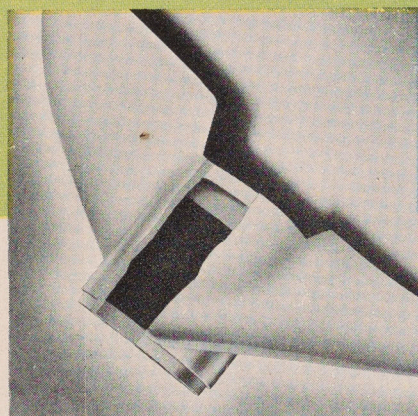
Move Up

... WITH ENGINEERING
THAT KEEPS MOVING UP

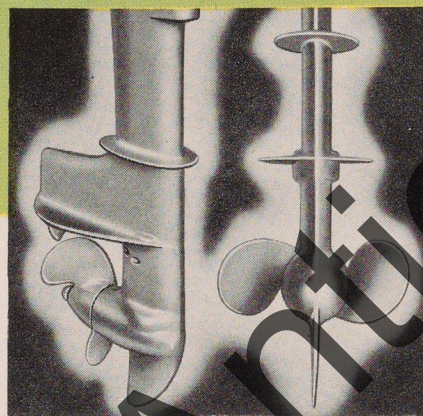
Performance starts with engineering... and the reason behind Mercury's brilliant speed, power and endurance is outstanding engineering by Kiekhaefer. It began with the very first Mercury, on the premise that American sportsmen deserved a better outboard motor than any then being made. From the very beginning, Kiekhaefer engineers approached the problem free of antique concepts or conventional answers... alert to new ideas for better performance.

This attitude paid off in leadership from the start, with a remarkable series of Mercury "firsts"

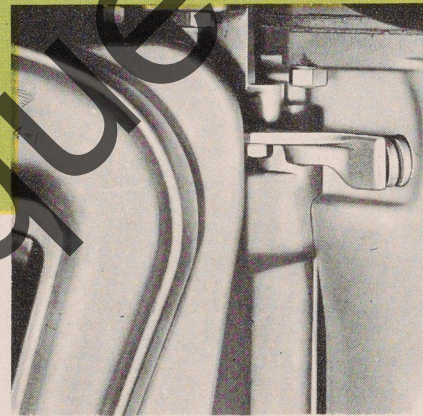
... revolutionary design innovations, many of which are still Mercury exclusives. Progressive Mercury engineering has set the pace in the outboard motor industry ever since... and helped speed the improvements of other makes as well. As a result, today's enthusiast has better outboards available to him... but there's only one that's on top — head and shoulders above the rest — and that's Mercury! Move up to a Mercury — for peak performance and top boating pleasure!



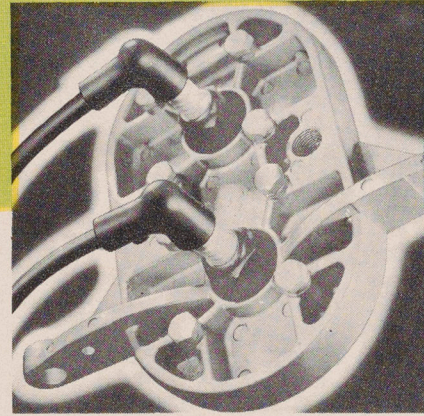
FLO-TORQ PROPELLER DRIVE. On Mark 15 and Mark 20 models. Eliminates shear pins. Compressed live rubber bushing cushions normal loads, slips on impact. Safety engineered — built to bring you back!



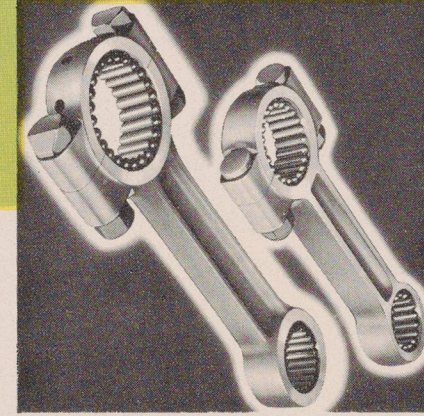
UNI-CAST ONE-PIECE GEAR HOUSING. Offers extra strength with one-piece drive shaft housing. Hydrodynamically correct design decreases frontal area to yield more speed per horsepower. Shafts, bearings and gears permanently aligned. No need for frequent grease checks, no gaskets to leak or soften. On all models, patents pending.



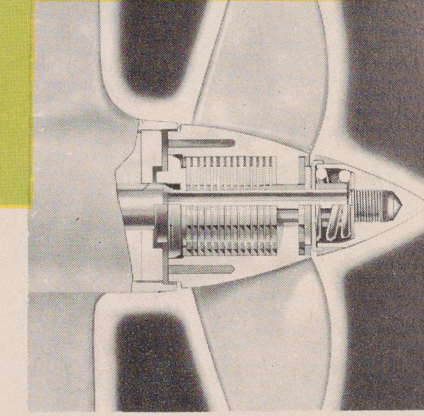
MULTIPLE DISC CO-PILOT. Another Mercury "first," protected by pending patents. Spring-loaded co-pilot makes possible smooth manual control plus automatic steering that frees your hands when your course is set and clear ahead. Live rubber bushing cushions power unit... absorbs vibrations.



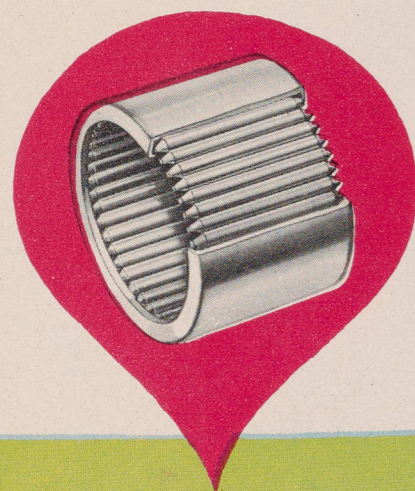
WATERPROOFED SPARK PLUGS. For safe, all-weather operation in fresh water or salt. Plugs stay dry and clean (will fire even when fully submerged) for faster starts, improved performance, minimum maintenance. Weather-protected receptacle for spare plugs under cowl. A standard feature on all Mercury outboard motors.



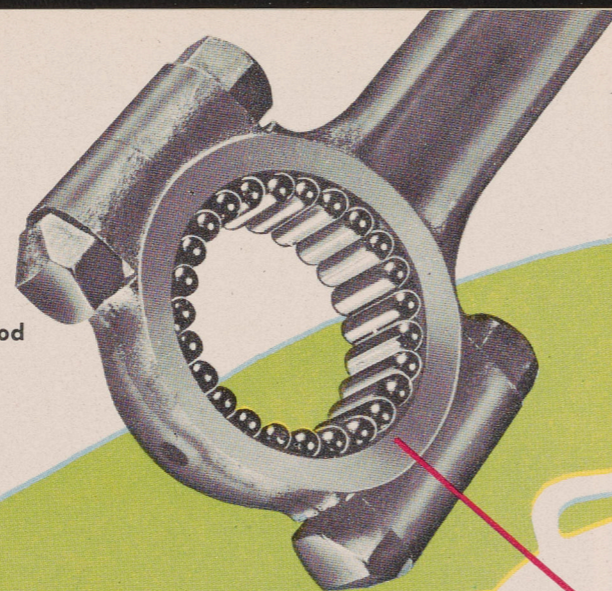
"HI-REV" MICRO-MOUNTED FORGED ALLOY STEEL CONNECTING RODS. On all models, patents pending. Of chrome nickel-moly steel, heat treated, hardened and tempered; precision ground to close tolerances and doweled in position with ground bolts. Provide peak efficiency where power originates... roller bearings on wrist-pins and crank-pins reduce friction.



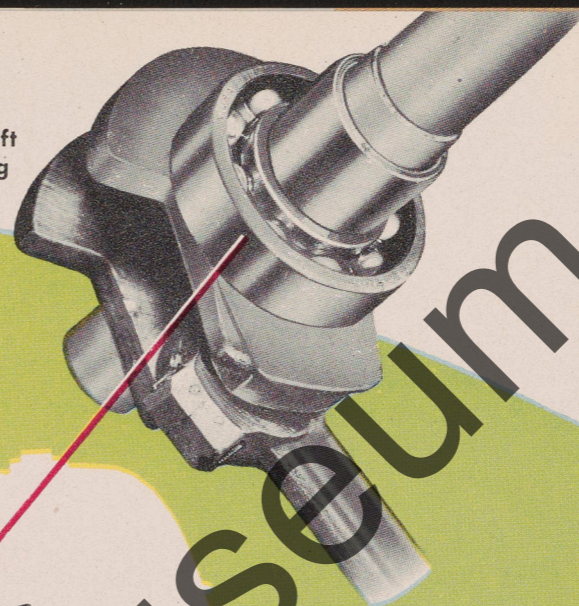
MULTIPLE DISC SAFETY CLUTCH. On Mark 5 model a real safety feature for improved propeller protection. Patents pending. Drives propeller through splines on shaft rather than shear pins. Clutch power partially dependent on propeller thrust, is reduced at lower speeds to protect propeller in negotiating obstruction. In case of damage, propeller will function with half the blades gone.



On connecting rod crank-pins



On crankshaft main bearing



On connecting rod wrist-pins

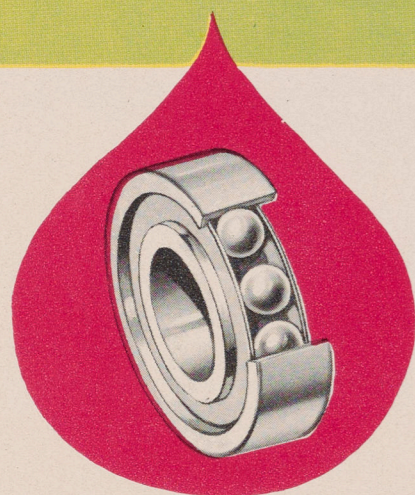
FULL JEWELLED POWER ENGINEERING MAGIC IN EVERY MERCURY!

Full Jeweled Power is like buried treasure for the Mercury owner — the outstanding feature that puts every Mercury far in front of ordinary outboards . . . a practical engineering feature acclaimed by thousands as one of the great improvements in the history of outboard motor design.

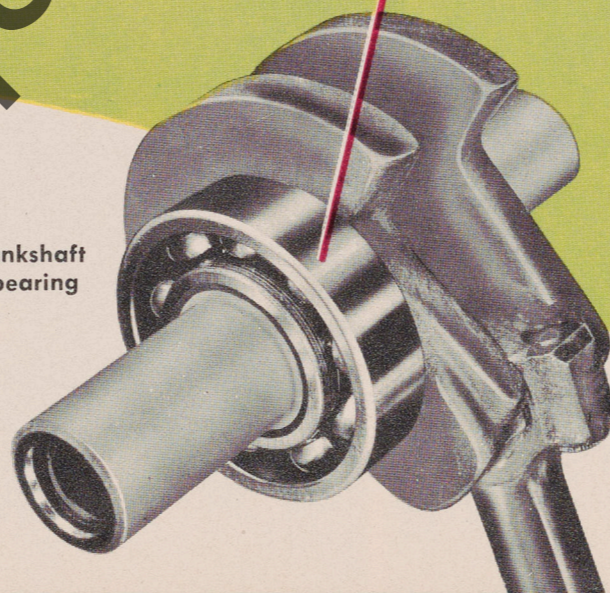
Kiekhaefer designers have applied ball and roller bearing construction to all moving parts so that they ride freely, smoothly on anti-friction bearings at every turning point from connecting rods to propeller shaft.

Full Jeweled Power means easier starting . . . greater efficiency at all speeds . . . greater horsepower delivered to the propeller for better performance . . . longer engine life.

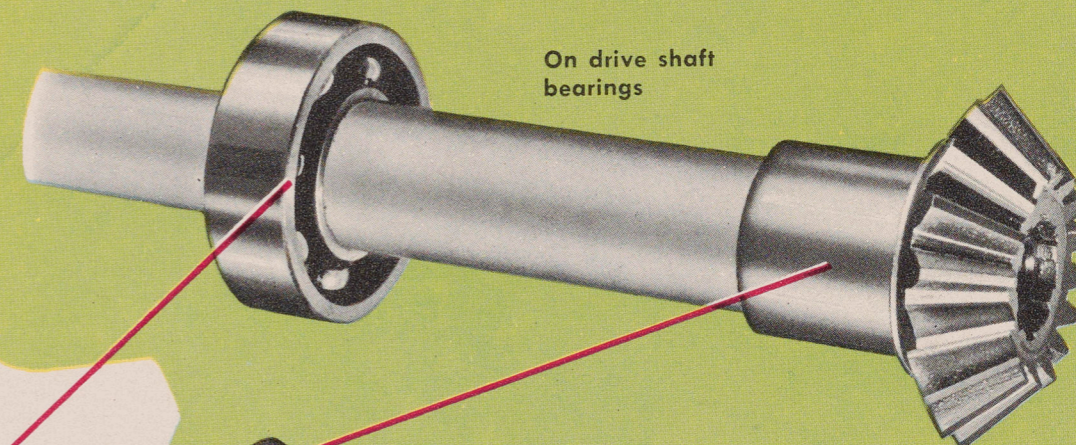
First in Mercury . . . Only in Mercury . . . In Every Mercury



On crankshaft main bearing



On propeller shaft bearings



On drive shaft bearings

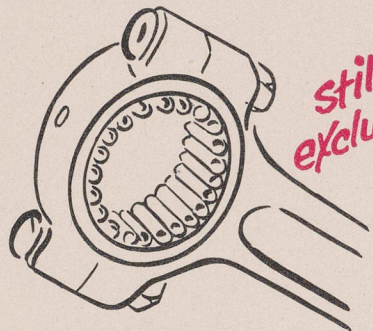
Antique Boat Museum

still exclusive!

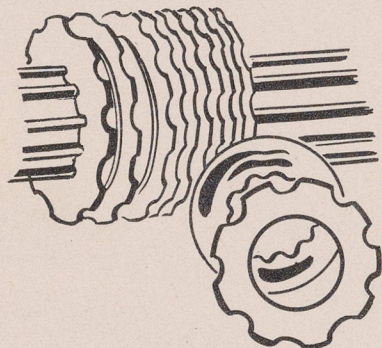


Uni-Cast One-Piece Gear Housing

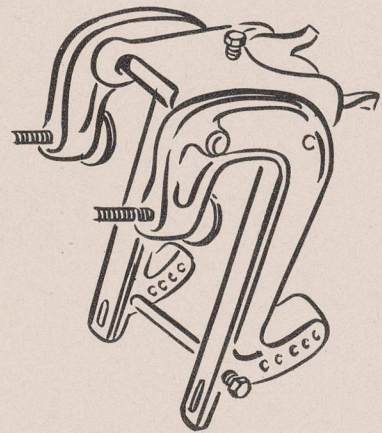
still exclusive!



Forged Alloy Steel Connecting Rods —with roller bearings in crank-pins and wrist-pins

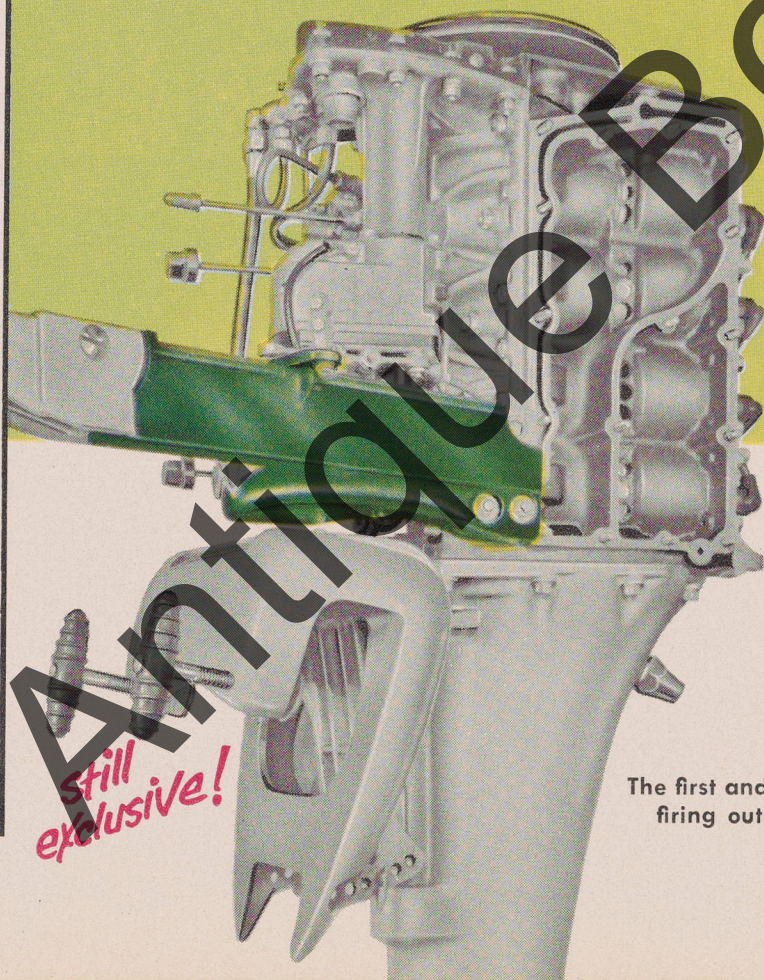


Multiple Disc Safety Clutch



Drop Forged Aluminum Clamp and Swivel Brackets

still exclusive!

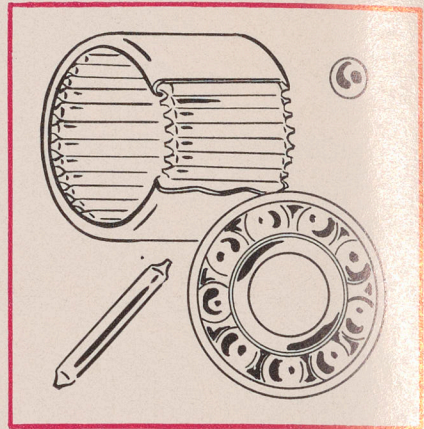


The first and only 4-in-line alternate firing outboard ever produced.

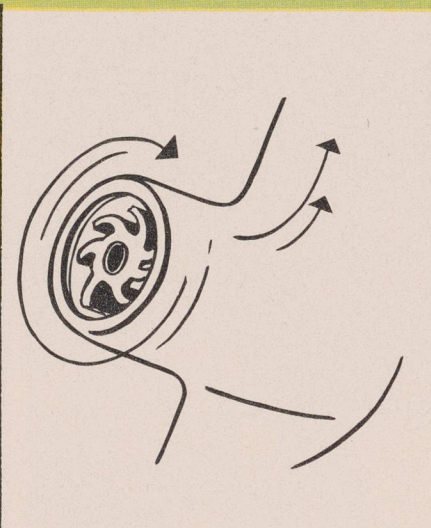
LOOK AT THE MERCURY RECORD OF famous firsts

still exclusive!

Full Jeweled Power



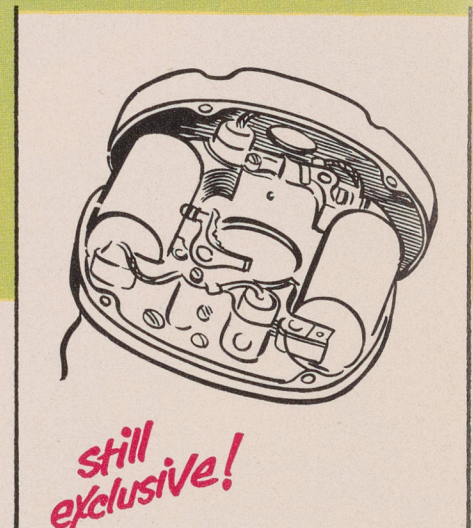
No other outboard motor offers the power, speed and endurance of a Mercury — because no other outboard offers the exclusive features and refinements of Mercury design. Look over the Mercury “famous firsts” shown on this page . . . the improvements, big and small, which appeared *first* in Mercury — many of them still found *only* in Mercury. Together, they add up to prize-winning performance . . . the greatest power packages per pound of weight you’ll find in any outboard.



Variable Volume Rotex Water Pump



still exclusive!
Internal Vari-Timed Valves



still exclusive!
Waterproof Magneto . . . Waterproofed Spark Plugs

With Any Mercury You Choose

*you're
moving up*



Whether you choose your Mercury for fishing, for family fun or thrilling water sports, you'll find Mercury living up to your fullest expectations. Yes, when you move up to a Mercury, you move up to a masterpiece of engineering, backed by traditionally careful construction of top-quality materials. The result is a motor that gives you hours of enjoyment on the water . . . and years of dependable service. Whatever Mercury model you buy, the outstanding Mercury line for 1953 offers you championship performance. It's time *you* moved up . . . to a Mercury!

A Finer, Fleeter Five For Fishermen!

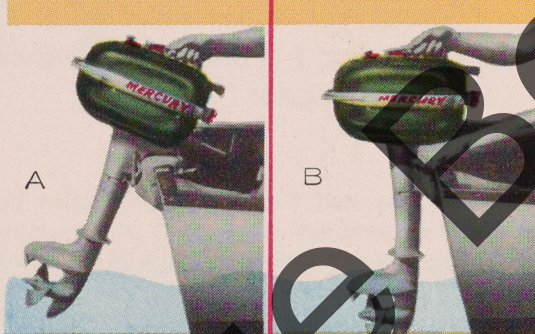
NEW MERCURY

Mark 5



Exclusive! Only Mercury Has Dual-Purpose Drive

Into the shallows, the weed beds, the swampy bays wherever the big fish hide, you can depend on Mercury's Dual-Purpose Drive to get you through — safely.



POSITION A — the right Weed-less Angle. Just tilt your Mercury toward you and "click," it locks into truly weedless operating position. Permits safe navigation over weed beds, bars, logs, marshy shallows.

POSITION B — the right Running Angle. When you reach open water, touch the release lever and "click," your Mercury is back at the most efficient operating angle, with full thrust ahead! Patents pending.

**with NEW PUSH-BUTTON
NEUTRAL CLUTCH
5 H. P. Alternate Twin**

This Mercury was built for fishermen who know what they want in an outboard — a fishing motor with unexcelled power, speed, stamina and performance and it weighs only 40 *pounds!* The Mercury Mark 5 is light, easy to handle for any member of the family . . . trolls all day at a contented purr, or scoots your light boat over the water at a brisk pace.

Push-Button Neutral Clutch—another outstanding Mercury *first!* Smooth action, positive engagement. Push-button recessed in front of safety-tilt handle — in sight — in easy reach at all times.

Full Reverse, 360° Steering — for maximum maneuverability. Added convenience and safety with rear steering handle.

Full Jeweled Power — anti-friction ball and roller bearings from top to bottom — on crankshaft, connecting rods, drive shaft and propeller shaft. Forged steel connecting rods — with roller bearings on crank-pins and wrist-pins.

Vari-Timed Valves — for automatically correct valve timing at all operating speeds. Eliminates need for manifolds and dual induction systems. Backfire-proof for safety. Better crankcase sealing for quicker starts.

Variable Volume Rotex Water Pump — with low level water inlet. Non-clogging, silt-proof

and weed-proof . . . permits operation at slowest trolling speeds and in shallow water.

Multiple Disc Propeller Clutch — for safe, sure propeller protection without shear pin — an important safety feature.

Waterproof Magneto, Waterproofed Spark Plugs — for safe, all-weather operation, quicker, easier starts.

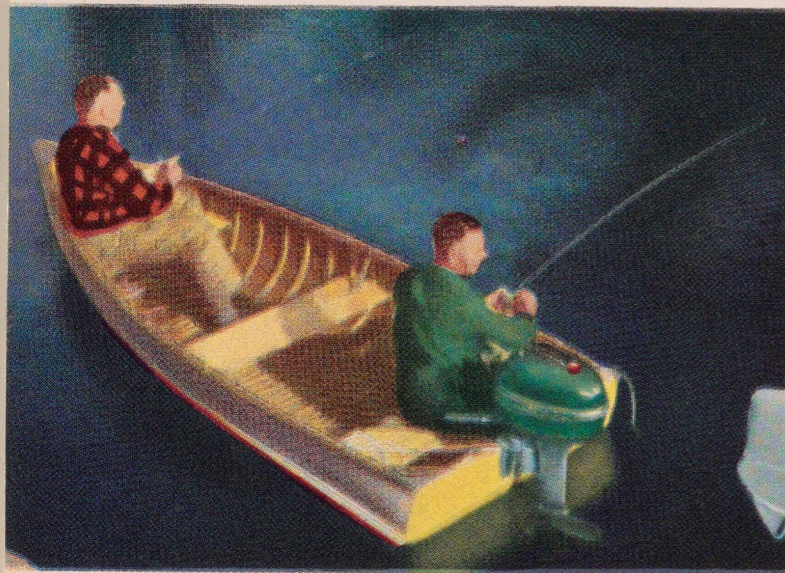
Uni-Cast One-Piece Gear Housing — for permanent, positive alignment of shafts, bearings and gears. No gaskets to leak or soften.

Magna-Pul Automatic Rewind Starter — simple and sturdy, fully proved on thousands of Mercury engines.

Safety-Tilt Handle — for ease in lifting and attaching motor to boat.

"Hi-Rev" Micro-Mounted Connecting Rods — drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to just the right scientific finish.

Seasoned
Veteran
of the
Waterways



Two time
winner of
"National
Sportsman's
Research Award"

MERCURY

Mark 7

with **ROCKET Engine**
7.5 H. P. Alternate Twin

The outstanding outboard for all-around use — that's the rugged, versatile Mark 7! Perfectly at home in salt water or fresh, in any weather, the Mark 7 is a fisherman's favorite because it has 7½ horsepower to lug bigger boats faster, yet trolls smooth as a lullaby. No other motor in its class matches the Mark 7 record for performance endurance and reliable operation under all conditions.

Full Jeweled Power — anti-friction ball and roller bearings throughout . . . on crankshaft, connecting rods, drive shaft and propeller shaft.

Hi-Rev Micro-Mounted Connecting Rods — drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed.

Duo-Flex Propeller Clutch

Waterproof Magneto, Waterproofed Spark Plugs — for safe, all-weather operation; quicker, easier starting.

Uni-Cast One-Piece Gear Housing — holds shafts, bearings and gears in enduring alignment. No gaskets to leak or soften.

Magna-Pul Starter — automatic rewind . . . simple and sturdy, fully proved on thousands of Mercury engines.

Safety-Tilt Handle — for ease in lifting and attaching motor to boat.

Long Steering Handle — for greater ease and convenience of control.

Variable Volume Rotax Water Pump — with low level water inlet. Adequate cooling at all speeds and in shallow water. Non-clogging, silt-proof and weed-proof.

Vari-Timed Valves — automatically provide correct valve timing at all speeds. Eliminates need for manifolds and dual induction systems. Backfire-proof for safety. Improved crankcase sealing for quicker starts.

Full-Feathered Safety Steering — will not whip or over-control.

Multiple Disc Co-Pilot — velvet action, yet firm in any position.

One-Piece Drive Shaft Housing — hydrodynamically correct design, for structural strength and minimum water resistance.

New

Compact

Modern

Styling —

New Features



NEW MERCURY

Mark 15 with REVERSE GEAR and NEUTRAL 10 H. P. Alternate Twin

A new Mercury with a versatile power plant for family size fishing boats, work boats and all 'round outboarding. The new Mercury Mark 15 has everything you've ever wanted in an all-purpose outboard. Its new continental styling gives the Mark 15 compact modern lines — compactness that means easier handling for you in the car, on the boat. Its superior idling speed gives you smoother, slower trolling than ever before.

Reverse Gear and Neutral. Simple, positive shift, with lever right up front, always visible. Correctly engineered for outboard use . . . no fragile linkage to wear or get out of order. Salt-water proof . . . no sliding parts exposed to water . . . perfect underwater seal maintained.

Twist-grip Spark and Throttle Control. Spark and throttle remain synchronized when operated by remote control . . . long steering handle for utmost convenience and ease of control.

Full Jeweled Power. Anti-friction ball and roller bearings from top to bottom . . . on crankshaft, connecting rods, drive shaft and propeller shaft.

"Hi-Rev" Micro-Mounted Connecting Rods. Drop forged chrome nickel-moly steel . . . heat treated, hardened, tempered, precision ground and micro-honed to precise scientific finish.

Balanced Carburetion. For maximum performance over the entire speed range.

Eight-Reed Valve Cage. With new, improved porting . . . automatically correct valve timing at all speeds.

Waterproof Magneto, Waterproofed Spark Plugs, for safe, all-weather operation and quicker, easier starts.

Uni-Cast Gear Housing — holds shafts, bearings and gears in permanent, positive alignment. No gaskets to leak or soften.

Safety-Tilt Handle — for ease in lifting and attaching motor to boat.

Magna-Pul Starter — performance-proved on thousands of Mercury engines. Simple and sturdy, automatic rewind.

Variable Volume Rotex Water Pump — permits operation at the slowest trolling speeds and in shallow water. Non-clogging, silt-proof, and weed-proof.

Full-Feathered Safety Steering — will not whip or over-control. Reduces stress on clamp brackets.

One-Piece Drive Shaft Housing — with hydrodynamically correct design, for structural strength with decreased underwater frontal area.

Remote Fuel Tank — standard equipment.

New Green

and

Silver

Mercury

Masterpiece!



NEW MERCURY

with REVERSE GEAR and NEUTRAL 16 H. P. Alternate Twin

Modern as tomorrow — a full jeweled beauty for all-around outboarding pleasure, the new Mark 20 has power to spare for driving big boats loaded with gear for a family outing, for the thrills of water-skiing and for the tough jobs with heavy work boats and barges. For all these, the new Mark 20 offers big engine performance without bulk or excess weight. It has the famous Mercury Hurricane powerhead and Kiekhaefer "years ahead" engineering, design and construction.

Reverse Gear and Neutral — Correctly engineered for outboard use, with a simple, positive shift located right up front, always visible. No fragile linkage to wear or get out of order. Salt-water proof, with perfect underwater seal maintained.

Twist-Grip Spark and Throttle Control — with long steering handle for utmost ease of control. Spark and throttle remain synchronized when operated by remote control.

Full Jeweled Power . . . anti-friction ball and roller bearings from top to bottom . . . on crankshaft, connecting rods, drive shaft and propeller shaft.

"Hi-Rev" Micro-Mounted Connecting Rods — drop forged chrome nickel-moly steel . . . heat treated, hardened, tempered, precision ground and micro-honed to precise scientific finish.

Vari-Timed Valves — automatically provide correct valve timing at all speeds from slowest of trolls to wide-open throttle. Backfire-proof for safety. Improved crankcase sealing for quick starts.

Waterproof Magneto, Waterproofed Spark

Plugs — for completely safe, all-weather operation . . . quicker, easier starting.

Uni-Cast One-Piece Gear Housing . . . for permanent, positive alignment of shafts, bearings and gears. No gaskets to leak or soften.

Safety-Tilt Handle — for ease in lifting motor on or off boat.

Magna-Pul Starter — reliability proved on thousands of Mercury motors . . . simple and sturdy . . . automatic rewind.

Variable Volume Rotex Water Pump — permits operating at the slowest trolling speeds and in shallow water. Non-clogging, silt-proof and weed-proof.

Full-Feathered Safety Steering — will not whip or over-control. Reduces stress on clamping bracket.

Multiple Disc Co-Pilot — Velvet action, yet firm in any position.

One-Piece Drive Shaft Housing — serves as muffler expansion chamber to reduce back pressure.

Remote Fuel Tank — standard equipment.

Undisputed King Of The Waterways

MERCURY

Mark 40

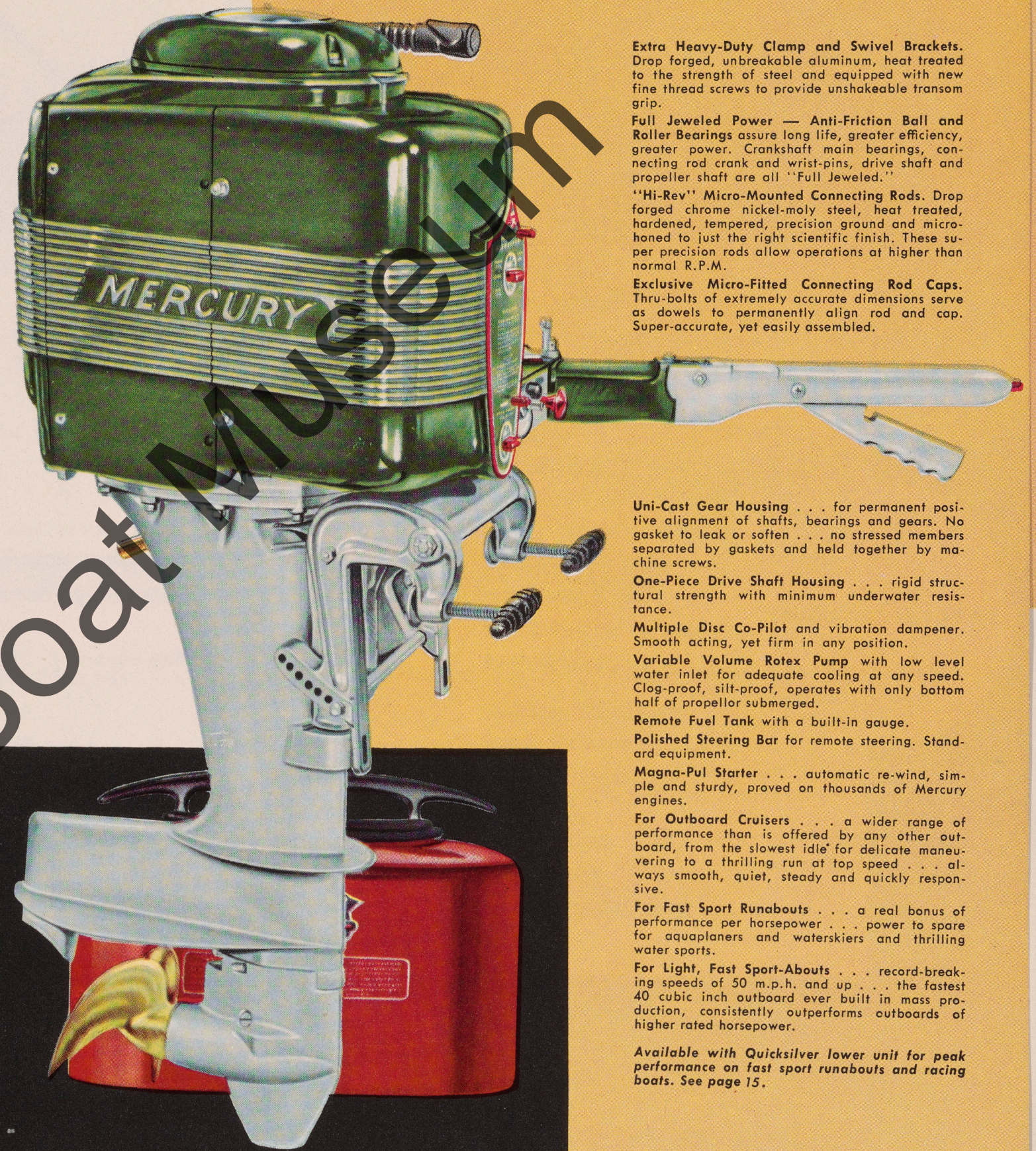
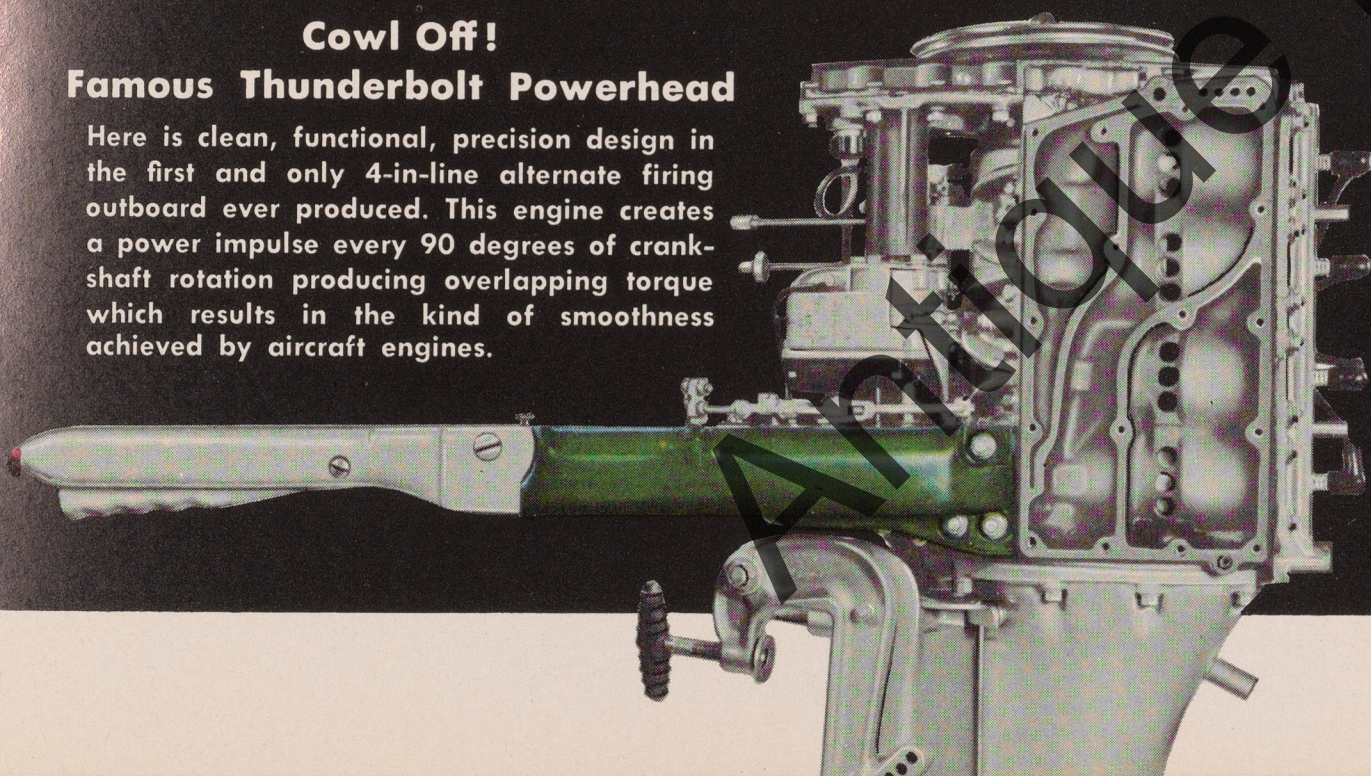
with the Thunderbolt Engine
25 H. P. 4-in-Line Alternate Firing

With a smoothness no oversize twin can match, the 4-in-line Mercury Mark 40 is a marvel of superior engineering from top to bottom. Inside and out, it reflects the best in functional design and precision, super-duty construction: ignition through compact, sealed, aircraft-type magneto . . . spark plugs waterproofed for safe all-weather operation . . . unique dirigible magneto mount to permit synchronized spark and throttle through complete throttle range. These are only a few of the outstanding features that put the Mercury Mark 40 far out front . . . years and years ahead of other big outboards!

Cowl Off!

Famous Thunderbolt Powerhead

Here is clean, functional, precision design in the first and only 4-in-line alternate firing outboard ever produced. This engine creates a power impulse every 90 degrees of crankshaft rotation producing overlapping torque which results in the kind of smoothness achieved by aircraft engines.



Extra Heavy-Duty Clamp and Swivel Brackets. Drop forged, unbreakable aluminum, heat treated to the strength of steel and equipped with new fine thread screws to provide unshakeable transom grip.

Full Jeweled Power — Anti-Friction Ball and Roller Bearings assure long life, greater efficiency, greater power. Crankshaft main bearings, connecting rod crank and wrist-pins, drive shaft and propeller shaft are all "Full Jeweled."

"Hi-Rev" Micro-Mounted Connecting Rods. Drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground and micro-honed to just the right scientific finish. These super precision rods allow operations at higher than normal R.P.M.

Exclusive Micro-Fitted Connecting Rod Caps. Thru-bolts of extremely accurate dimensions serve as dowels to permanently align rod and cap. Super-accurate, yet easily assembled.

Uni-Cast Gear Housing . . . for permanent positive alignment of shafts, bearings and gears. No gasket to leak or soften . . . no stressed members separated by gaskets and held together by machine screws.

One-Piece Drive Shaft Housing . . . rigid structural strength with minimum underwater resistance.

Multiple Disc Co-Pilot and vibration dampener. Smooth acting, yet firm in any position.

Variable Volume Rotax Pump with low level water inlet for adequate cooling at any speed. Clog-proof, silt-proof, operates with only bottom half of propeller submerged.

Remote Fuel Tank with a built-in gauge.

Polished Steering Bar for remote steering. Standard equipment.

Magna-Pul Starter . . . automatic re-wind, simple and sturdy, proved on thousands of Mercury engines.

For Outboard Cruisers . . . a wider range of performance than is offered by any other outboard, from the slowest idle for delicate maneuvering to a thrilling run at top speed . . . always smooth, quiet, steady and quickly responsive.

For Fast Sport Runabouts . . . a real bonus of performance per horsepower . . . power to spare for aquaplaners and waterskiers and thrilling water sports.

For Light, Fast Sport-Abouts . . . record-breaking speeds of 50 m.p.h. and up . . . the fastest 40 cubic inch outboard ever built in mass production, consistently outperforms outboards of higher rated horsepower.

Available with Quicksilver lower unit for peak performance on fast sport runabouts and racing boats. See page 15.

Mark 5

Mark 7

Mark 15

Mark 20

Mark 40

SPECIFICATIONS

HORSEPOWER	5 @ 4200 RPM	7.5 @ 4000 RPM	10 @ 4000 RPM	16 @ 4000 RPM	25+*
APPROXIMATE WEIGHT IN LBS.	40	54	57	63	122
NO. OF CYLINDERS	2 Alternate Firing	2 Alternate Firing	2 Alternate Firing	2 Alternate Firing	4-in-line Alternate Firing
BORE & STROKE	1 3/4" x 1 1/2"	2" x 1 3/4"	2 7/8" x 2 1/8"	2 7/16" x 2 1/8"	2 7/16" x 2 1/8"
PISTON DISPLACEMENT	7.2 cu. in.	11 cu. in.	14.89 cu. in.	19.8 cu. in.	39.6 cu. in.
MAGNETO	Fully waterproofed. Two coils — two condensers — two sets of breaker points . . . Another Mercury First				
CARBURETOR	Tillotson				
FUEL CAPACITY (PTS.)	10	12	Remote fuel tank—6 gal.	Remote fuel tank—6 gal.	Remote fuel tank
PROPELLER PROTECTION	Multiple Disc Clutch	Duo-Flex Clutch	Flo-Torq Drive-Safety Clutch	Flo-Torq Drive-Safety Clutch	Shear Pin
STARTING	Mercury Magna-Pul	Mercury Magna-Pul	Mercury Magna-Pul	Mercury Magna-Pul	Automatic Rewind
CRANKSHAFT	Drop forged alloy steel — Integral counter weight — Heat treated, hardened, tempered, precision ground bearing surfaces and faces				
CRANKSHAFT MAIN BEARINGS	Anti-friction Ball and Roller bearings — In every Mercury				
CONNECTING RODS	Drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground to just the right scientific finish — Roller bearings on crankpin and wrist pin — In every Mercury				
DRIVE SHAFT BEARINGS	Anti-friction Ball and Roller bearings — In every Mercury				
PROPELLER SHAFT BEARINGS	Anti-friction Ball and Roller bearings — In every Mercury				
SAFETY STEERING	Full Reverse	Full feathered for easy steering — Will not whip or over-control — Reduced stress on clamping bracket			
CO-PILOT	Spring Loaded	Multiple Disc	Multiple Disc	Multiple Disc	Multiple Disc
WATER PUMP	Positive displacement at low speed, clog-proof, silt-proof, weed-proof — Low level intake — In every Mercury				
SPARK PLUGS	Waterproofed. Operate even when fully submerged.				
ESTIMATED BOAT SPEED *	Slowest troll to 20 MPH	Slowest troll to 24 MPH	Slowest troll to 28 MPH	Slowest troll to 30 MPH	Slowest troll to 50 MPH plus
SHIFT	Neutral Clutch—360° steering		Forward-Neutral-Reverse	Forward-Neutral-Reverse	

* Boat speeds are governed by various factors such as: Boat design, length and weight, trim and load, wind, waves, tides, current and skill of the operator.



Mercury Horsepower Is Standard Horsepower the World Over

Advertised horsepower ratings for Mercury outboard motors are continuous duty, conservative ratings in terms of standard horsepower.
 Definition of standard horsepower: a unit of power numerically equal to a rate of 33,000 foot-pounds of work per minute. Recognized as the standard unit of power measurement and used internationally 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 and marine engines, Mercury Outboard Motors, or any other prime movers.

Specifications subject to change without notice.
 Features of Mercury motors are protected by issued or pending patents.

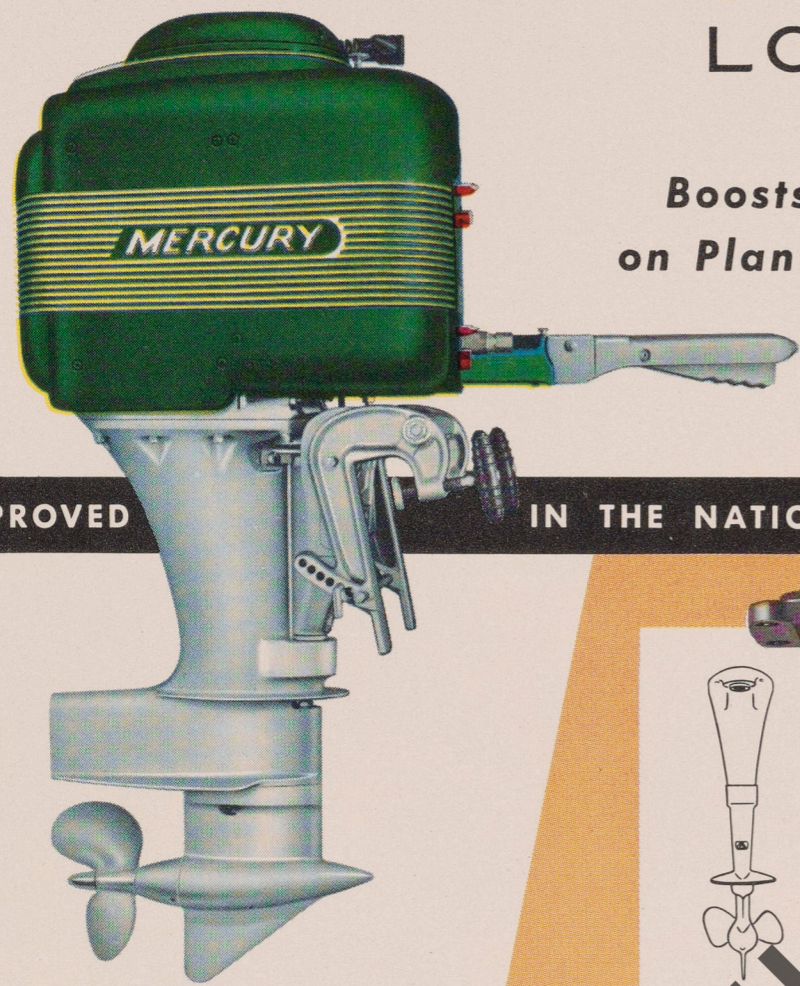
* increase with higher RPM

Faster take-offs . . . flashing speeds

EXCLUSIVE *Mercury Quicksilver*

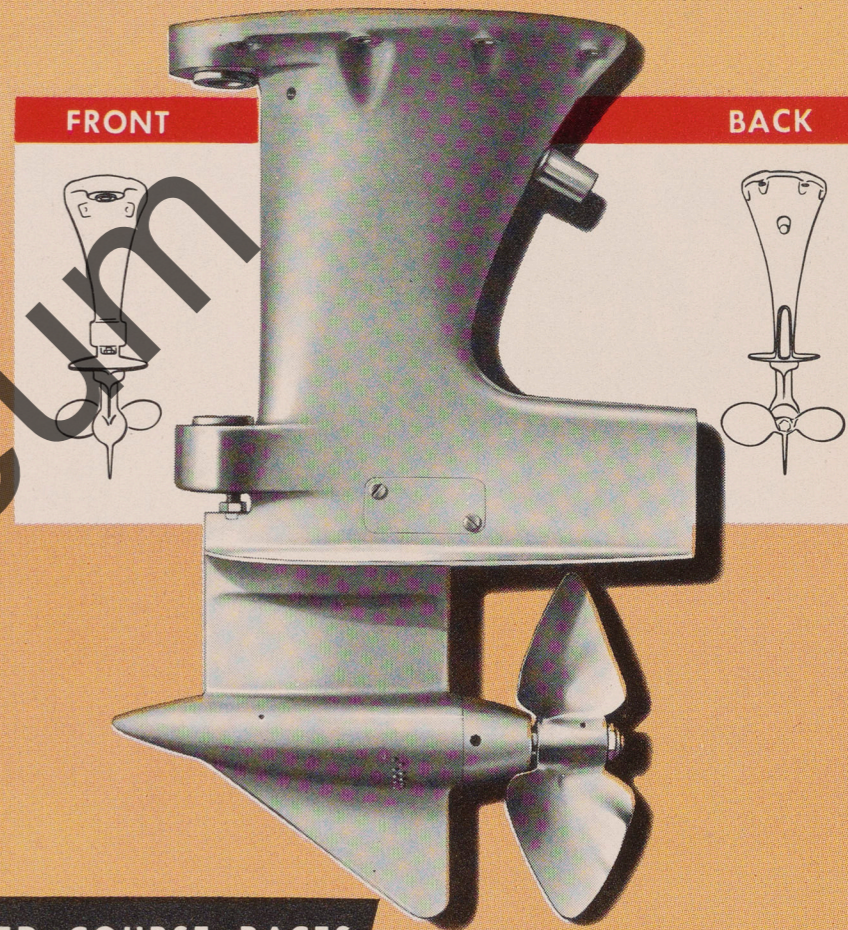
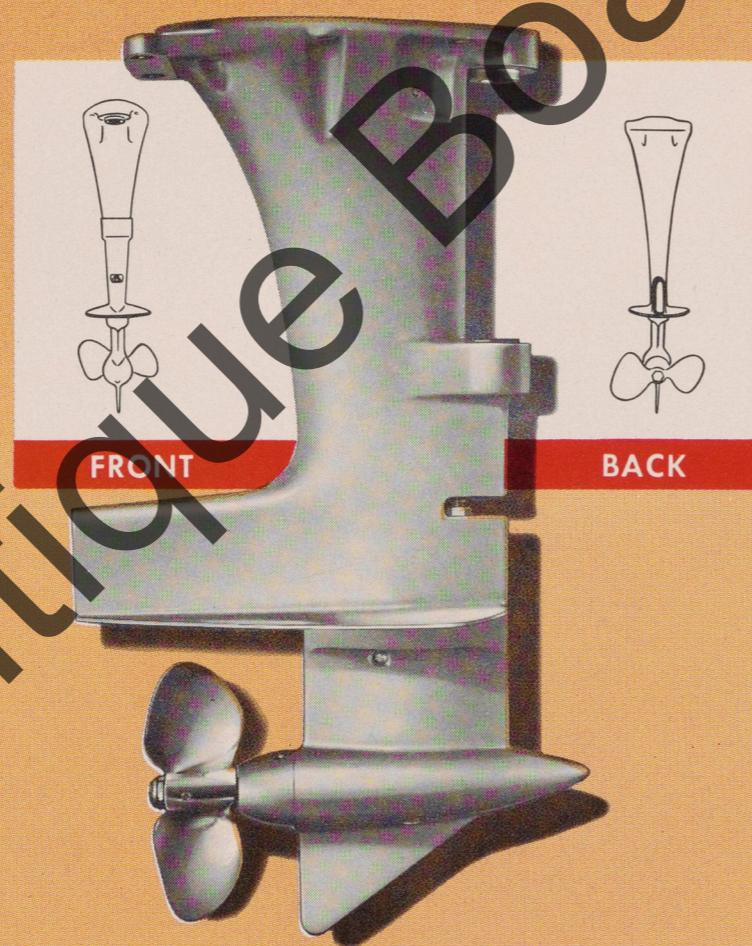
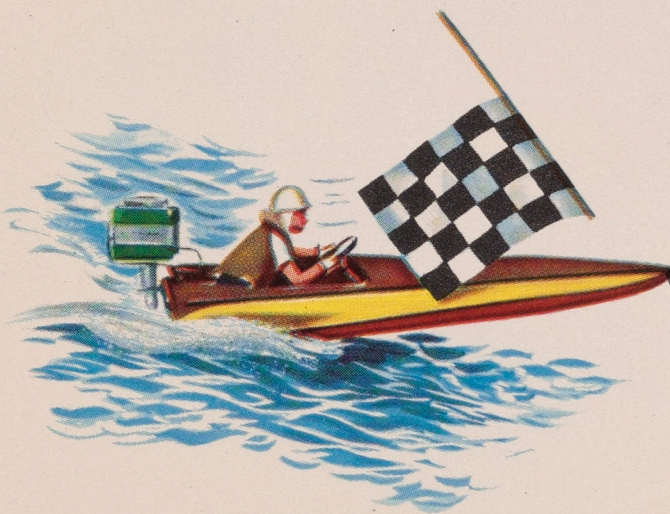
LOWER UNIT

Boosts speeds 20 to 30 per cent
on Planing Type Hulls



TESTED AND PROVED

IN THE NATION'S LEADING OUTBOARD MARATHONS AND CLOSED COURSE RACES

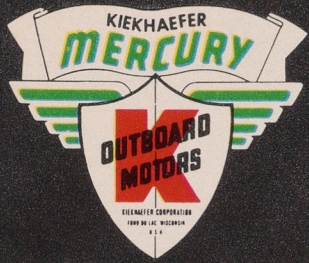


The Quicksilver Lower Unit assembly is another Mercury "first" — the greatest new idea for increasing boating pleasure in years! Incorporates proved Mercury features such as the Uni-Cast One Piece Gear Case and Full Jeweled Construction — plus new advances in hydrodynamic design for the highest possible performance on fast runabouts or hydroplanes.

Approved by the American Power Boat Association for stock outboard racing on Mercury Outboard Motors in classes AU, BU, and DU, and A, B, and D stock hydroplanes. The Quicksilver Lower Unit is designed for use with new shorter drive shaft housing . . . features lower center of gravity for easy handling at high speeds . . . reduced air resistance with less strain on transom and brackets . . . hydrodynamically correct design for minimum underwater resistance and maximum speed and efficiency . . . new gear ratio for greater propeller efficiency and faster take-offs.

You can get your Quicksilver Lower Unit as a complete assembly, ready for interchangeable installation on your present Mercury Outboard — Models KG-4, KG-7, and KG-9.

Models KG-4H, KG-7H and KG-9H are available with Quicksilver Lower Units as standard equipment.



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KIEKHAEFER

Mercury service

IS EVERYWHERE

Wherever you go, you can find the sign of reliable outboard motor service — from a friendly, cooperative Mercury dealer. No one can service your Mercury like a Mercury dealer, for he's equipped with genuine Mercury parts and factory trained service men to help keep your Mercury in perfect running condition. And genuine Mercury service is everywhere — more than 4000 dealers from coast to coast!

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The Antique Boat Museum
750 Mary Street
Clayton, NY 13624



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