

here is your
MERCURY

MAT SERVICE BOOK



DEC 12 1949

NEWSPAPER ADS

*for better selling
better pulling!*

FALL-WINTER-CHRISTMAS 1949

tie up



your newspaper ads

with

MERCURY

national advertising

Best way to sell prospective buyers on your complete line of Mercurys is via newspaper advertising. The mats in this handy book are available in a number of sizes and cover the fall season and profitable Christmas gift season.

Mercury advertising appears consistently in all widely read national magazines to help you sell more Mercury outboards. Your newspaper ads are the final "hook" that brings the customers to your shop after they have been "pre-sold" by colorful, powerful Mercury national advertising. To benefit from this — **YOU MUST IDENTIFY YOURSELF AS THE MERCURY DEALER IN YOUR TOWN BY CONSISTENT LOCAL NEWSPAPER ADVERTISING.** All mats are free. Order by number direct from your distributor today — and take the first step toward more Mercury outboard sales.

**HOW TO MAKE *MERCURY*
ADVERTISING PAY OFF FOR YOU!**

1. Check through the ad-Mat book and select the mats you want.
2. On the Order Blank below check the preferred mats.
3. When the mats reach you tear out ads (from mat book) and give corresponding mat to your newspaper solicitor along with your logotype or signature cut.
4. If no logotype is available, have the newspaper set your name in type in the space marked "Dealer name". Insert retail price where indicated.

ORDER BLANK

Order Directly From Your Distributor

Please send FREE MATS of all advertisements I have checked below

FW49-S5-1

FW49-S10-1

FW49-S510-1

FW49-S5-2

FW49-S10-2

FW49-S510-2

FW49-S5-3

FW49-S10-3

FW49-TH1

FW49-S5-4

FW49-S10-4

FW49-TH2

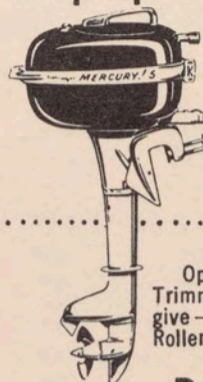
Name _____

Attention of _____

Address _____

City _____ State _____

Wrap up his heart for keeps

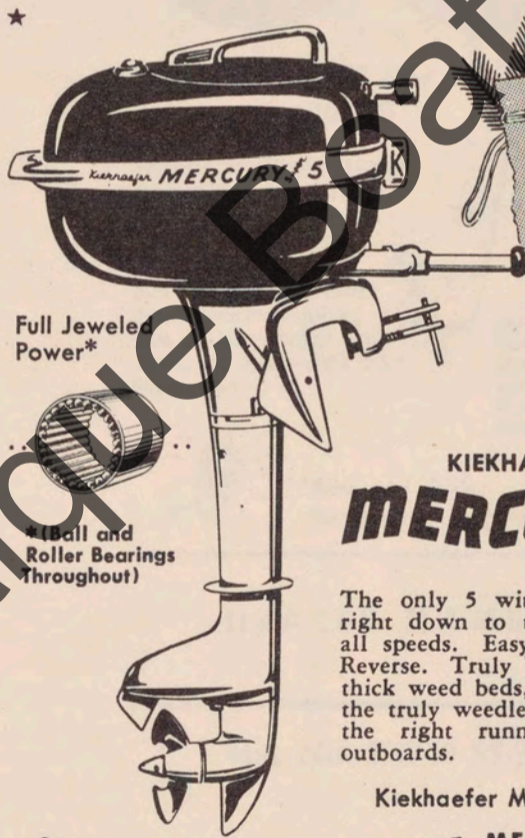


GIVE HIM A
MERCURY
"Super 5"

Full Reverse, Truly Weedless Operation, Full Jeweled Power*. Trimmiest, lightest, quietest 5 you can give — or get. *Ball and Roller Bearings Throughout. \$000.00

DEALER NAME

Mat No. FW49-S5-1



Full Jeweled Power*

*Ball and Roller Bearings Throughout

for the Sportsman
ON YOUR GIFT LIST

KIEKHAEFER

MERCURY "Super 5"

The only 5 with Full Jeweled Power* from starter right down to the propeller for best performance at all speeds. Easy maneuvering and docking with Full Reverse. Truly Weedless Operation takes you through thick weed beds, over shoals and logs. Just "click" to the truly weedless angle and "click" it back again to the right running angle. Biggest value in light outboards.

Kiekhaefer Mercury "SUPER 5"

\$000.00

SEE OUR COMPLETE LINE OF MERCURY OUTBOARDS

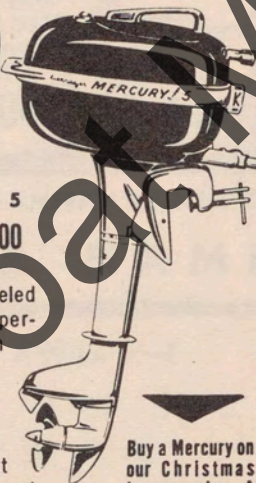
DEALER NAME

Mat No. FW49-S5-2



★ make it a ★
 Merry ★
 KIEKHAEFER
MERCURY ★
 Christmas ★

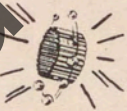
For the
SPECIAL MAN
 on your
 gift list



MERCURY SUPER 5
 \$000.00

The only "5" with Full Jeweled Power*. Truly Weedless Operation eliminates transom slamming or fouling the propeller. Light weight, plus Full Reverse for easy docking and maneuvering. This is the outboard that makes any sportsman's heart beat faster!

Buy a Mercury on our Christmas layaway plan. A small deposit holds it until Christmas.



*Ball and Roller Bearings Throughout

DEALER NAME

Mat No. FW49-S5-3

Antique Boat Museum

Rarin' to go - HUNTING!

Kiekhaefer
MERCURY
"Super 5"

Lightest, trimmest, sweetest running "5," with Full Jeweled Power*, Truly Weedless Operation, Full Reverse. Easy angle adjustment for truly weedless operation slides the Super 5 over logs without transom slamming. Starts quickly, trolls slowly, planes a light run about up to 16 mph.

Mercury Super 5

\$1000.00

Full Jeweled Power*
*Ball and Roller Bearings Throughout

See the Complete MERCURY Line — AMERICA'S FINEST OUTBOARDS — at

DEALER NAME

Mat No. FW49-S5-4

Antique Boat Museum

Give him the SEASON'S BEST for seasons to come

A **MERCURY**
"SUPER 10"

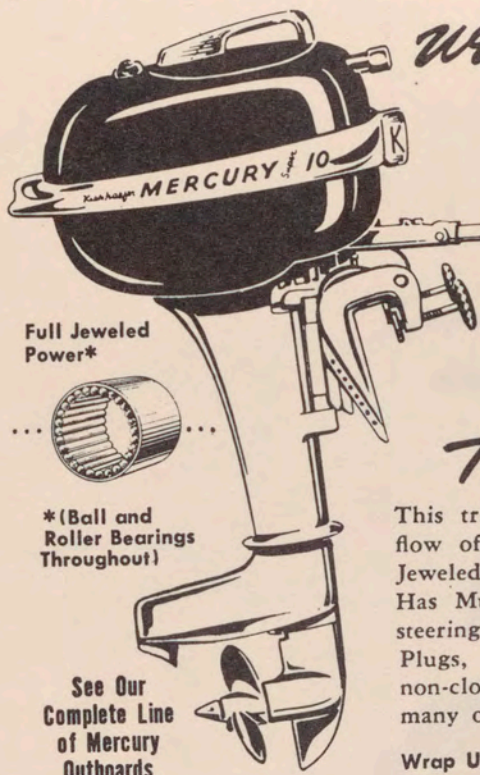
\$1000.00

Feature for feature, the greatest "10" on the water anywhere. Full Jeweled Power*, Easy-Tilt Handle, Waterproof Spark Plugs and other special features.
*Ball and Roller Bearings Throughout.

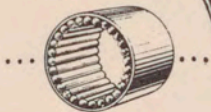
DEALER NAME

Mat No. FW49-S10-1

★ Looks like every man
wants a



Full Jeweled
Power*



*(Ball and
Roller Bearings
Throughout)

See Our
Complete Line
of Mercury
Outboards

KIEKHAEFER
MERCURY
"Super 10"

for Christmas

This trim power plant delivers a smooth, steady flow of power at any speed because it has Full Jeweled Power* for greater operating efficiency. Has Multiple Disc Co-Pilot that takes over your steering duties, Waterproof Magneto and Spark Plugs, Magnapul Starter for quick, easy starts, non-clogging rubber Rotex Water Pump among many other features for topnotch outboarding.

Wrap Up His Heart for Keeps With a Mercury \$000.00

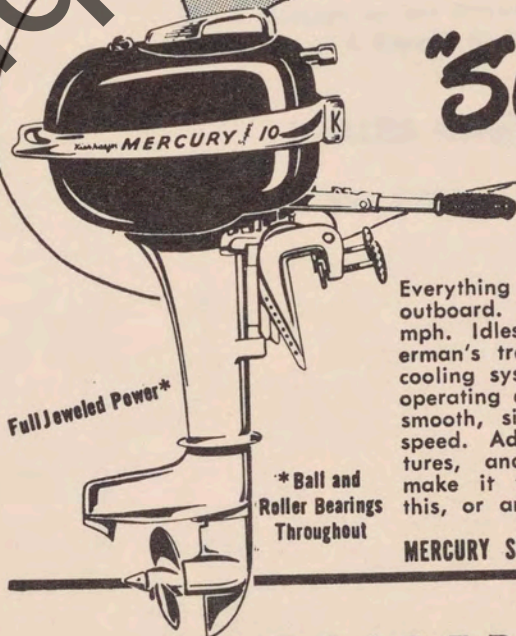
DEALER NAME

Mat No. FW49-S10-2

Antique Boat Museum



HERE'S your trusty
hunting and
fishing pal!



Full Jeweled Power*

* Ball and
Roller Bearings
Throughout

KIEKHAEFER
MERCURY
"SUPER 10"

Everything you want in a deluxe outboard. Boat speeds up to 34 mph. Idles down to a smooth fisherman's troll. Clogproof, siltproof, cooling system functions under any operating condition. Engineered for smooth, silky performance at any speed. Advanced styling, new features, and Full Jeweled Power* make it the outboarding buy of this, or any, year!

MERCURY SUPER 10

\$000.00



DEALER NAME

Mat No. FW49-S10-3

*Looks like every man
wants a*



Playing Santa?
Play it smart with a
Kiekhaefer Mercury
"Super 10", the outboard
with Full Jeweled
Power* that's first in
the hearts of sportsmen.
They know Mercury's
tough and rugged.



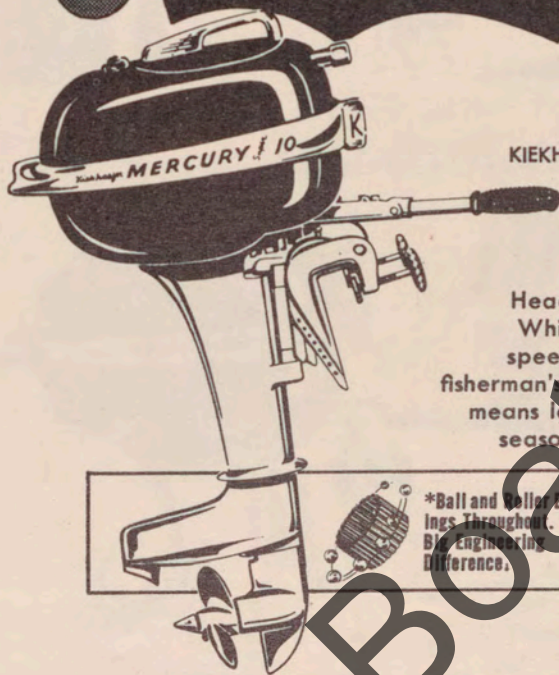
*Full Jeweled Power — Ball and
Roller Bearings Throughout

Buy a Mercury on our Convenient Lay-
away Plan — A Deposit holds till Xmas.

DEALER NAME

Mat No. FW49-S10-4

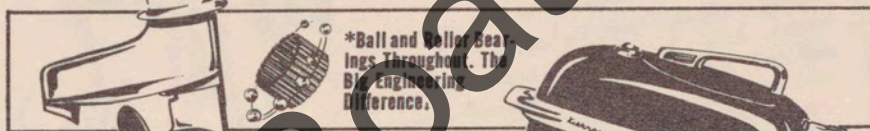
the "season's best"
for seasons to come



KIEKHAEFER

**MERCURY
"SUPER 10"**

Head of its class in the outboard field!
Whips over the water at breathtaking
speeds. Idles down gently to a smooth
fisherman's troll. Proved Full Jeweled Power*
means less friction, longer life,
season after season of fun! **\$000.00**



*Ball and Roller Bearings Throughout. The Big Engineering Difference.

KIEKHAEFER

**MERCURY
"SUPER 5"**

Performance range never before approached
in a 5 H.P. motor. Super slow trolling!
Planes a light run about 16 mph. Full
reverse for easy maneuvering and
docking. Truly Weedless Operation.
The only 5 with Full Jeweled Power*. **\$000.00**

See Our Complete Line of Mercury
Outboards. 3.5 H.P. to 25 H.P.



Use Our Layaway. Buy
out of income. A small
deposit will hold the
Mercury you select for
Christmas delivery.

DEALER NAME

Mat No. FW49-S510-1

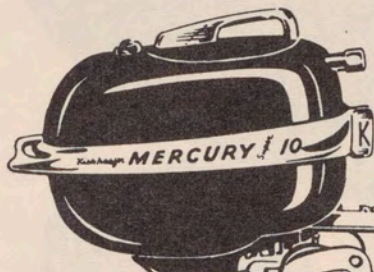


To Dad—
 You always wanted
 the Finest Outboard—
 Here 'tis! the Family



and the finest is a KIEKHAFFER

MERCURY "SUPER 10"



This deluxe version of the famous "Lightning"—with advanced styling and many new extra features—heads the gift list for dad. Safety Tilt, Waterproof Magneto and Spark Plugs, Full Feathered Safety Steering and a score of other features add up to years of pleasure for dad. **\$1000.00**

Proved
 FULL JEWELLED
 POWER*

*Ball and Roll-
 Bearings
 Throughout.



A Good Sport for Any Sportsman!

MERCURY *Super 5*

Full Jeweled Power*, Full Reverse, Truly Weedless Operation. Light! Super smooth! Super quiet! That's the Super 5!



Buy a Mercury on Our Convenient Layaway Plan. Pay out of Income. A Small Deposit Holds it Until Christmas.

DEALER NAME

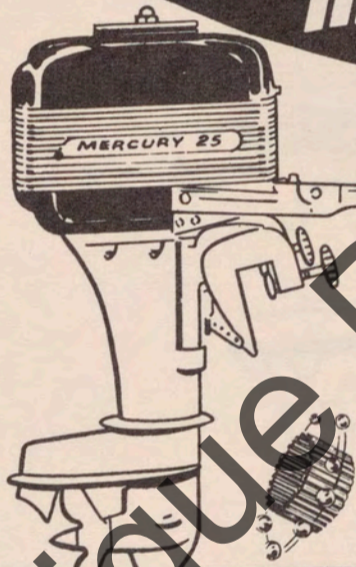
Mat No. FW49-S510-2

Antique Boat Museum

Incomparable Christmas Gift!

new, magnificent 1950

MERCURY "25"



with the Thunderbolt Engine

Has the smooth, quiet feel of the finest 8 cylinder automotive engine. First 4-in-line cylinder alternate firing engine ever produced. Smooth, surging power. Slowest idling speeds. Lightest weight per horsepower. Most rapid acceleration ever. Full Jeweled Power*. The gift supreme for the outboarding fan on your list.

*Ball and Roller Bearings Throughout

\$000.00

Ask About Our Layaway Plan. • A Small Deposit holds it for Christmas.

DEALER NAME

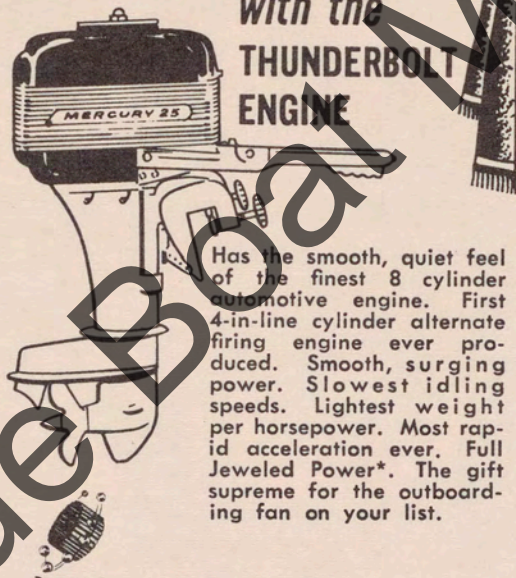
Mat No. FW49-TH1

INCOMPARABLE
Christmas Gift!

NEW, MAGNIFICENT 1950

MERCURY "25"

with the
**THUNDERBOLT
ENGINE**



Has the smooth, quiet feel of the finest 8 cylinder automotive engine. First 4-in-line cylinder alternate firing engine ever produced. Smooth, surging power. Slowest idling speeds. Lightest weight per horsepower. Most rapid acceleration ever. Full Jeweled Power*. The gift supreme for the outboard fan on your list.

*Ball and Roller Bearings Throughout

Ask About Our Layaway Plan.
A Small Deposit holds it for Christmas.

\$000.00

DEALER

Mat No. FW49-TH2

The Antique Boat Museum
750 Mary Street
Clayton, NY 13624

Antique Boat Museum