

AGAIN
MERCURY IS

First

JAN 10 1947



"FULL JEWELLED" POWER

MANUFACTURED BY

KIEKHAEFER CORPORATION

CEDARBURG, WISCONSIN, U. S. A.

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MERCURY'S "FULL-JEWELLED" POWER IS YEARS AHEAD OF THE INDUSTRY

Think what it means to have an outboard motor with anti-friction bearings throughout instead of the conventional bronze bushings! Mercury engineers have developed a method of using anti-friction bearings on the crank shaft, crank pins, wrist pins, drive shaft and propeller shaft with results that are amazing.

Accepted standards of service life expectancy in outboard motors have been shattered... The new anti-friction bearing equipped Mercurys have established new service records... Yes, they deliver thousands of hours of exceptional service with even less than normal maintenance. Your new Mercury outboard with anti-friction bearing construction will:

- ★ Start more easily
- ★ Troll more slowly
- ★ Respond to the throttle more eagerly
- ★ Have longer spark plug life
- ★ Accumulate less carbon
- ★ Take more punishment
- ★ Deliver more thousands of hours of outstanding service-free performance

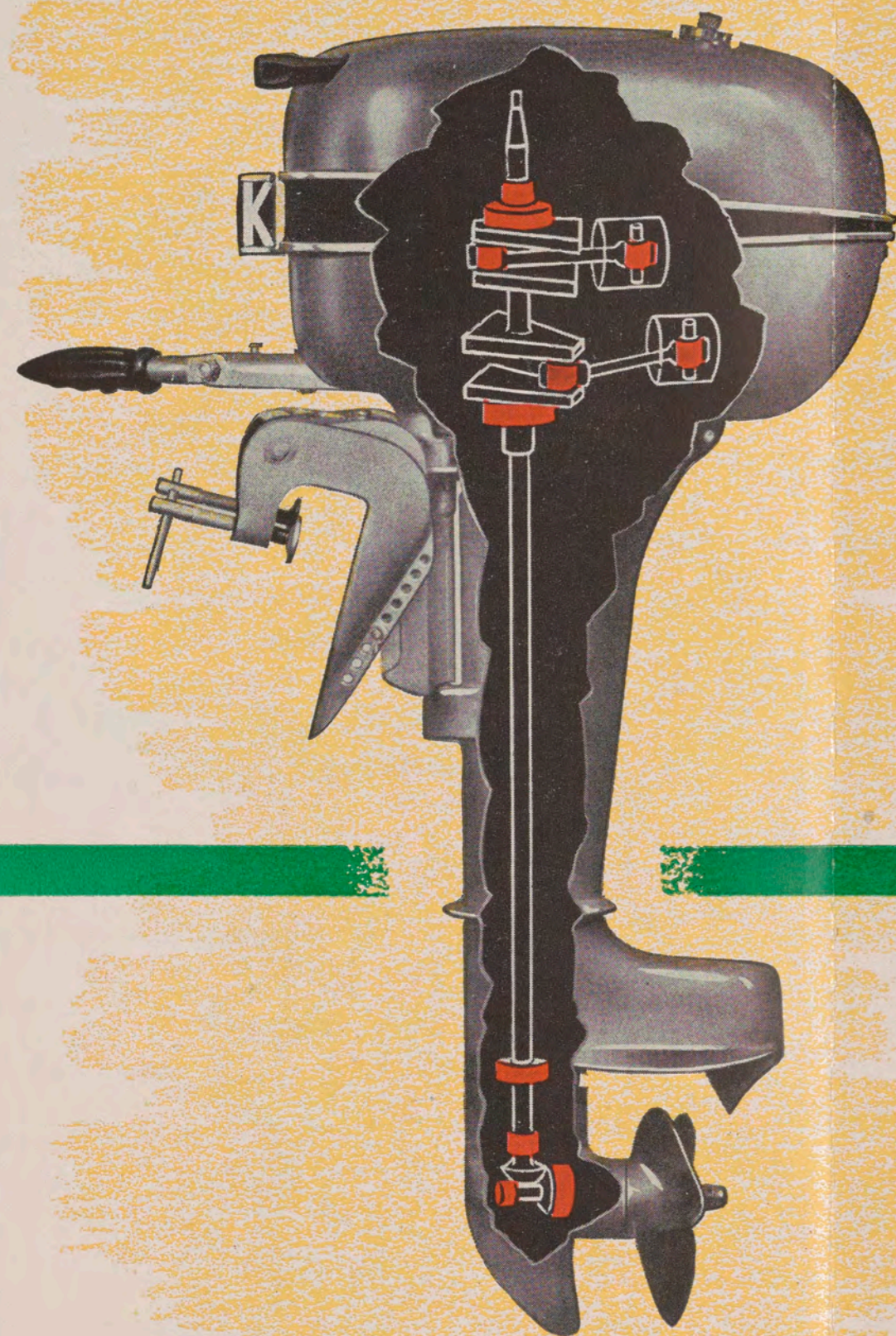
BUT THAT'S ONLY PART OF THE STORY!

"Ball and roller bearings" throughout... cool anti-friction operation with minimum lubrication requirements... the ultimate in useable power with added life and reduced maintenance... That's why your Mercury outboard delivers its full power hour after hour... day after day... it's as peppy after a hard season's run as it is at the start.

This combined with the scientifically correct underwater structure is the reason for Mercury's greater speed per horsepower... its amazing stamina... its over-all superlative performance.

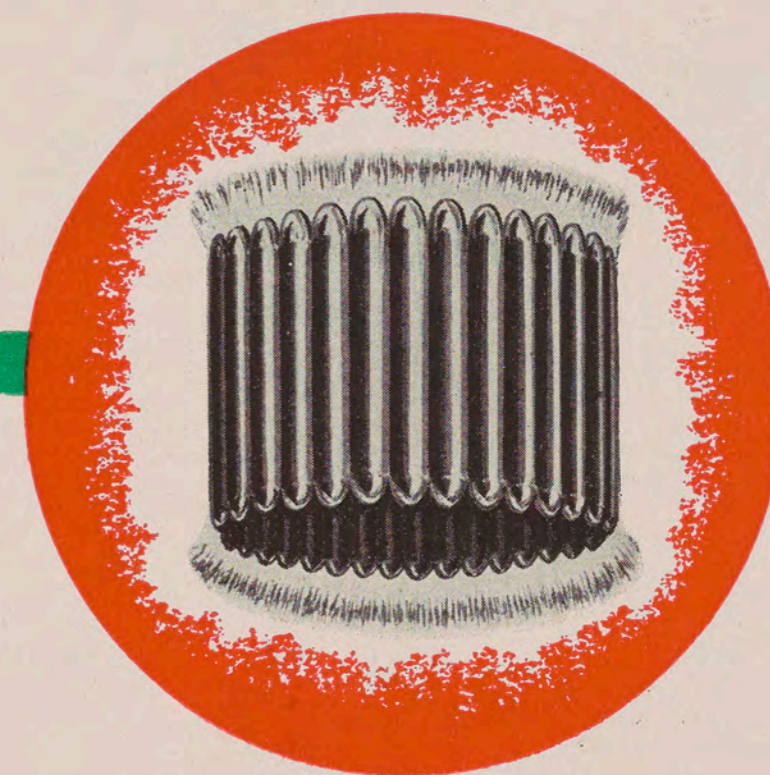
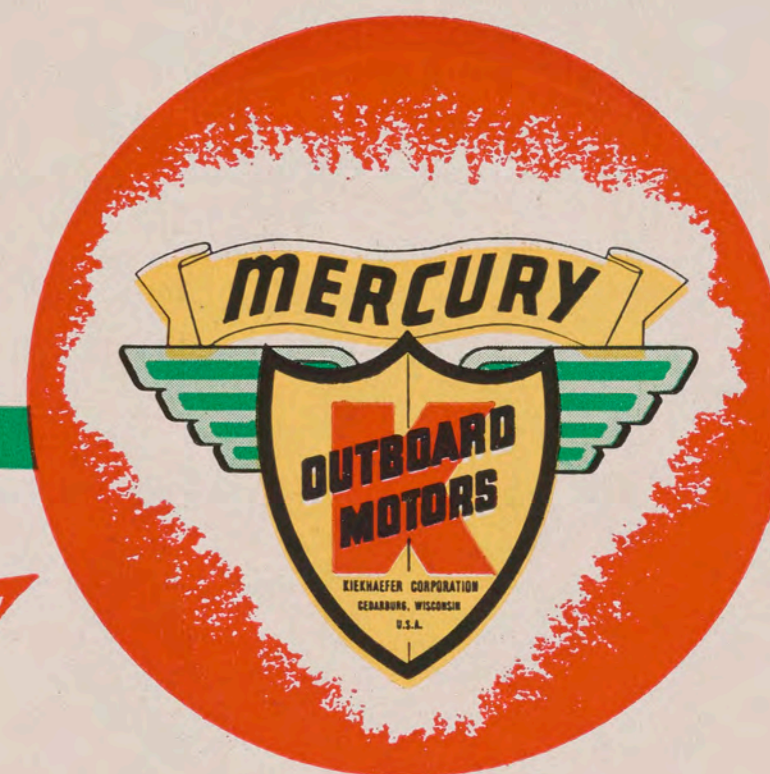
To fully appreciate the difference... to enjoy the outboard that has everything... see your dealer... drive a Mercury before you buy any outboard motor.





KIEKHAEFER ENGINEERING IS YOUR ASSURANCE OF QUALITY and SATISFACTION

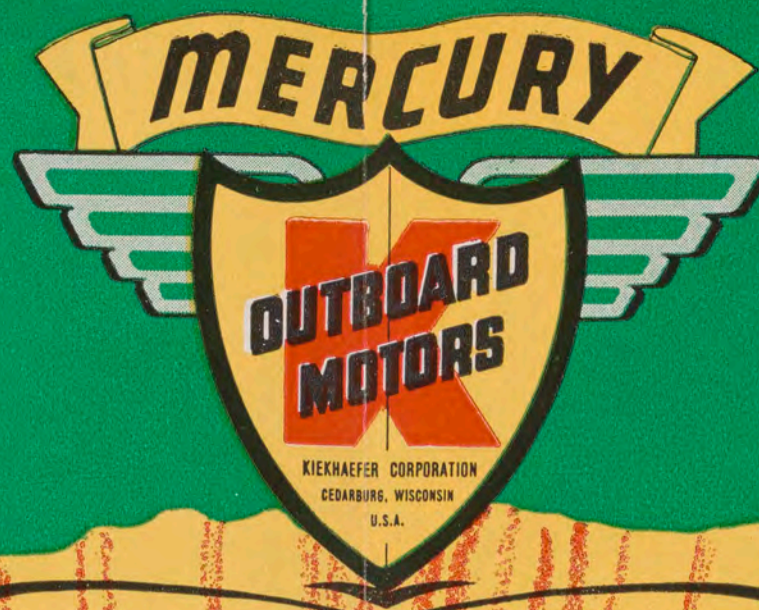
The engineering record established by the Kiekhaefer Corporation is your assurance of satisfaction when you buy a Mercury Outboard Motor. ☆ Regardless of the model you select to meet your requirements, your choice of Mercury insures you the extra joy that comes with "ownership of the finest." ☆ The Kiekhaefer seal of quality means advanced engineering... proved application... precision production and service satisfaction.



KIEKHAEFER *MERCURY* ENGINEERING FIRSTS

- ★ First with reed valve alternate firing twins
- ★ Outboards with sword-blade underwater structure
- ★ Rubber Rotex water pumps
- ★ Magnetically engaged starters
- ★ Cast aluminum fuel tank, dent proof, leak proof
- ★ Multiple disc co-pilot and vibration dampener
- ★ "Full-Jeweled" anti-friction bearing power-head
- ★ "Full-Jeweled" anti-friction bearing construction throughout

NEW



"FULL JEWELLED" POWER

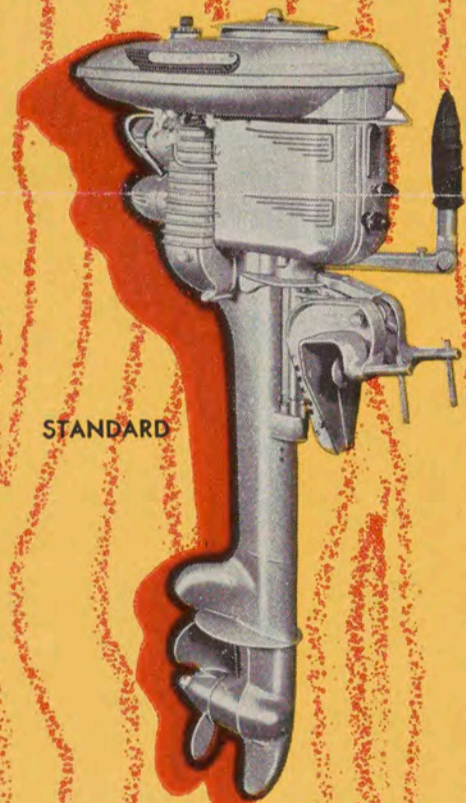
ROCKET Series

SPECIFICATIONS

Model Number: KD4 and KE4
 Horsepower: 6 at 4000 RPM
 No. of Cylinders: Two, Alternate Firing
 Weight: 45 lbs.
 Bore: 2"
 Stroke: 1 3/4"
 Piston Displacement: 11 cubic inches
 Magneto: Scintilla or Eisemann
 Carburetor: Tillotson Dual Jet Balanced Metering
 Propeller: 7 1/2 diameter—2-Blade Weedless
 Fuel Consumption: 1 1/2 hours per gallon
 Connecting Rods: Forged steel, chrome-nickel moly, hardened, precision ground faces and bores. Full complement bearing rollers on crank-pin end. Cartridge type roller bearings on wrist pin.



DE LUXE*



STANDARD

Crankshaft: Alloy steel, drop forged with integral counterweights. Precision ground bearing surface and faces, hardened.
Crankshaft Main Bearings: Full complement roller bearings for maximum loads with minimum friction.
Safety Steering: "Full rudder" safety steering, caster type, for "all position" steering ease. Possibility of whipping and over control eliminated. Multiple disc Auto Pilot for smooth, sure "set course" operation.
Water Pump: Positive acting rubber rotor pump, clog-proof regardless of silt conditions. Ample capacity at even the slowest trolling speeds.
Propeller Protection: Duo-flex propeller clutch. Positive drive with adequate protection against pin shearing.
Boat Speeds: 1/2 to 20 M.P.H. The "Rocket" is the ideal "all purpose" outboard. Its smooth "slower than necessary" trolling speeds appeal to the fishermen, and the sparkling six horsepower performance that planes a boat beautifully, puts this model in a class by itself.

*De Luxe Models feature Magna-pul starters, special fuel tanks and improved underwater features.

LIGHTNING Series

SPECIFICATIONS

Model Number: KE7
 Horsepower: 10 at 4000 RPM
 No. of Cylinders: Two, Alternate Firing
 Weight: 55 lbs.
 Magneto: Scintilla—Special Waterproofing
 Carburetor: Tillotson Dual Jet Balanced Metering
 Propeller: 7 1/2 diameter—High Efficiency
 Fuel Capacity: 2 1/4 gallons
Connecting Rods: Forged steel, chrome-nickel moly, hardened, precision ground faces and bores. Full complement bearing rollers on crank-pin end. Cartridge type roller bearings on wrist pin.
Crankshaft: Alloy steel, drop forged with integral counterweights. Precision ground bearing surfaces, hardened.
Crankshaft Main Bearings: Full anti-friction type, ball and roller bearings.



Drive Shaft: Anti-friction bearings. Bearing surfaces ground and hardened.
Propeller Shaft: Full anti-friction bearings with surfaces hardened and ground.
Safety Steering: "Full rudder" safety steering, caster type, for "all position" steering ease. Caster action of lower unit eliminates possibility of whipping and over control. Multiple disc Auto Pilot for smooth, sure "set course" operation. 120° steering radius, for safety.
Water Pump: Positive acting rubber rotor pump, clog-proof regardless of silt conditions. Ample capacity at slowest trolling speeds. Minimum horsepower absorption at high speeds.
Boat Speeds: Up to 28 miles per hour on light runabouts. Flashing acceleration that puts your boat on the "plane" just seconds away from the dock. Yet this smooth, powerful engine throttles down to a "hush" for trolling and handling ease. The beauty and thrilling performance of this new "Lightning" must be seen to be appreciated.

A new lower unit... a one piece casting for permanent alignment of shafts and gears. No loaded members secured by machine screws... no gaskets to leak. Positive grease retention... absolutely water tight... a new standard of durability and efficiency. **Another Mercury First!**

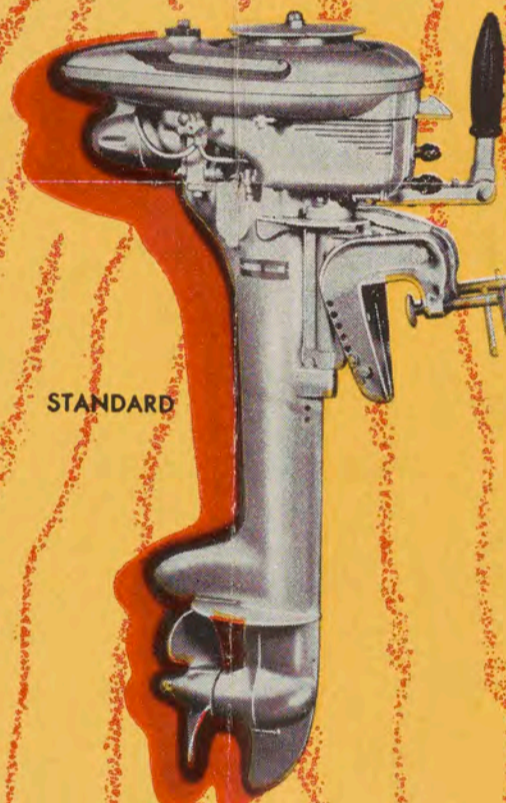
COMET Series

SPECIFICATIONS

Model Number: KD3
 Horsepower: 3.2 at 4000 RPM
 No. of Cylinders: 1
 Weight: 36 lbs.
 Bore: 2"
 Stroke: 1 3/4"
 Piston Displacement: 5 1/2 cubic inches
 Magneto: Scintilla or Eisemann
 Carburetor: Tillotson
 Propeller: 7 1/2 diameter—Weedless
 Fuel Consumption: 2 1/2 hours per gallon
 Connecting Rod: Forged steel, chrome-nickel moly, hardened, precision ground faces and bores. Full complement bearing rollers on crank-pin end. Cartridge type roller bearings on wrist pin.



DE LUXE*



STANDARD

Crankshaft: Alloy steel, drop forged with integral counterweights. Precision ground bearing surface and faces, hardened.
Crankshaft Main Bearings: Full complement roller bearings for maximum loads with minimum friction.
Auto Pilot: Multiple disc friction. Velvet action, yet firm in any position, for smooth sure "set course" operation.
Safety Steering: Offset caster type for easy steering. Will not whip or over control. Reduced stress on clamping bracket and stern.
Water Pump: Valveless, springless, positive acting Rotex, absolutely non-clogging. Practically wear proof even in extreme conditions of silt.
Propeller Protection: Duo-flex propeller clutch. Positive drive with adequate propeller protection.
Boat Speeds: 1/2 to 10 miles per hour. The "Comet" is ideal for lively boats, and light craft to be transported on the top of your car. Women and children can handle and start it with ease.

*De Luxe Models feature Magna-pul starters, special fuel tanks and other added features.



Coming! THE NEW "MERCURY THUNDERBOLT" MODEL (25 HORSEPOWER)

OWN A **MERCURY**... MATCHLESS IN OUTBOARD EXCELLENCE

Antique Boat Museum

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