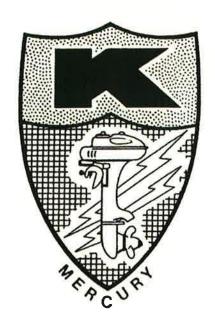
EVOLUTION OF THE LOGO

THE LEGEND OF MERCURY MARINE

DRC. 31, 2013



The first Mercury brand name logo was introduced in late 1939 in preparation for the launch of the Mercury brand of outboards launched in 1940. It remained unchanged until 1946. Big on the "K", small on "Mercury".



This Mercury
logo was
introduced in
1946 and
continued in use
through the 1954
model year.



This logo was introduced in 1955 and was used through the 1970 model year. It was the last Mercury logo to bear reference to Kiekhaefer.



The Mercury Marine logo was introduced in 1971 after the takeover of Mercury by the Brunswick Corporation. It was the first model year that the Kiekhaefer name did not appear on Mercury outboards. This logo was utilized through 1977.



In 1978 this Mercury Marine logo was introduced. It lasted until 1999. Perhaps the least inspired of all Mercury logos.



The current Mercury logo was introduced at the dawn of the new millennium, 2000.



FASTER than Motor Costing Twice as Much, Using Same Boat and Same Load.

SINGLE PULL STARTING

Thor Outboard Motors give you Beauty-Strength -Simplicity-Power-Trouble-free Operation-Easy
Handling-Low Cost, and QUICK STARTING!
(One pull usually starts even a Cold Thor Motor.)
THROTTLE TROLLING-minimizes fouling of plugs

THOR "ALTERNATE THREE" ONLY 3-CYLINDER IN THE WORLD.
Only Outboard Motor in the world with Overlapping Torque. Thrill to the

smooth urgs of THREE POWER IMPULSES each revolution. The same as a 6-cylinder Auto Engine. Enjoy the full meaning of THOR'S "Overlapping Torque."



THOR "ALTERNATE TWIN"

One of the sweetest motors you've ever heard. Runs constantly the equivalent of 5,000 miles without trouble. A motor you can depend on to get you anywhere and back.

Buy on "Dollar per H. P." Comparison. That's the only way you can determine THE Outboard Motor that gives you the most for your money. If your dealer can't supply you with THORS, write direct to the factory, giving the name of your dealer. WISCONSIN

KIEKHAEFER CORPORATION

Carl Kiekhaefer stumbled into the outboard business when he bought the Cedarburg Manufacturing Co., the manufacturer of Thor Outboard Motors. In 1939, Kiekhaefer quickly made significant improvements to the troubled Thor outboards. Shown here is one of the very first ads for Thor outboards authored by Carl Kiekhaefer and promoting the improvements he had made to the Thor.

By late 1939 Kiekhaefer had decided that he needed to introduce his new outboard motors under a new brand name, "Mercury". He believed it would be easier to introduce a new brand than to try to market a new and improved version of the Thor brand which had a bad reputation with consumers and the trade.

1939 Thor Ad from the collection of Sandy Kennedy.

First Mercury Brand Brochure



This is the first
Mercury
outboard brand
brochure
published by
Kiekhaefer in
1940. The
brochure
featured the
single cylinder,
2.5 hp, "Special",
which was
designated as
Model K1.

In 1940 Mercury launched with a total of 5 models. This brochure also shows the 3 hp, "Standard Single", model K2, the "DeLuxe Single", Model K3.....as well as the 6 hp, alternate firing, "Standard Twin", Model K4.

MERGURY SPECIAL

\$39.95 to h Fortur

SIMPLIFIED MOTOR of MERCURY'S

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REMOVANCE CRIMINES SLIZENE WOLSE MAKEDIATY parithe is a few minutes' floor. Districts and the produces about markets

PERMITS PERFOR BEIGH the traight pictor with

Despises counterbalanced creat shutt COUNTRIBANIANCED CRANK SHAFT

WIEKHASPER DOORPOBATION

From the collection of Sandy Kennedy.

Front Panel of the 1940 Mercury outboard

brand

brochure.