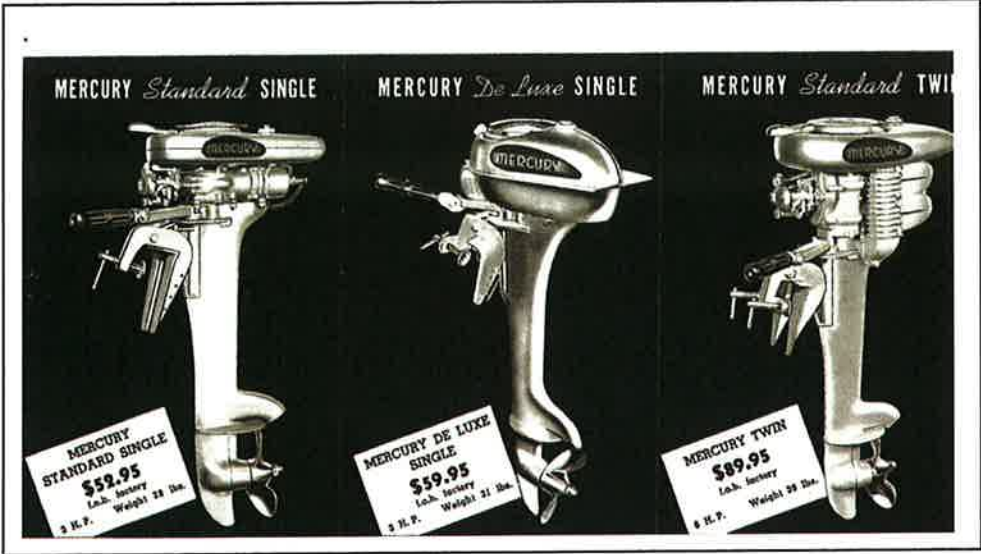
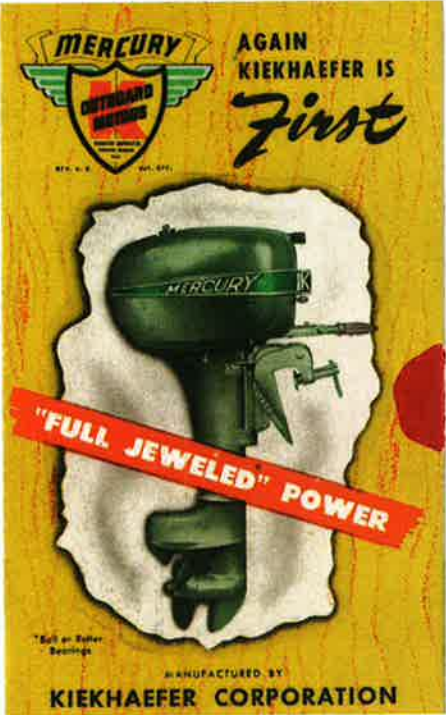


# Mercury Milestone Motors

MARCH 31, 2014



In 1940 Carl Kiekhaefer introduced his first line of outboards to bear the Mercury brand name. There were five different models, three singles and two twins. Shown here from left to right are the 3 hp Standard and DeLuxe singles and the 6 hp Standard Twin.



In 1946 Mercury introduced "full jeweled" power on the 3 hp "Comet", 6 hp "Rocket" and , the 10 hp, "Lightning" (above). These motors had ball and roller bearings at all vital bearing points. In 1946 Mercury also introduced a rubber element slip clutch for propeller protection. The beginning of the end for shear pins.

...that new **MERCURY** full-jeweled power head

sure makes a big difference...

**THE "ROCKET"**  
A 6 hp. precision built aluminum alloy motor with slip clutch propeller for a shock-free start and a lock for continuous motion.

**THE "COMET"**  
A 3 hp. motor with slip clutch propeller and a lock for continuous motion.

Men who know outboards best are the most enthusiastic about the full-jeweled powerhead of the new Mercury. Again Mercury engineers have stepped out ahead of the industry, and developed a method of using roller bearings instead of bronze bushings on wrist pins, crankpins and for the crankshaft main bearings of production outboard motors. The tremendous advantage of this construction has been demonstrated in tens of thousands of Mercury lightweight portable engines in military service since 1941.

No wonder sportsmen are excited about it...

The greater efficiency of roller bearings and their low oil requirements mean that less oil is necessary in the fuel. At a touch the new Mercury gives you—  
 • Instant starting • A new low in smooth trolling speed • Perfect response to the throttle at all speeds • Greatly reduced wear on bearings and bearing surfaces • Increased spark plug life • Greatly reduced carbon on rings, pistons, walls and ports.

And that's only part of the story. This peak performance is combined with unprecedented endurance and service-free operation, because the new Mercury powerhead not only has roller bearings, but fatigue-resisting drop-forged, hardened and precision ground connecting rods and crankshaft.

WRITE for literature and ask your Mercury dealer for the story of the complete new Mercury line—5 to 25 horsepower... the greatest "value" in outboard history.

**MERCURY**

OWN A MERCURY...  
Matchless  
IN OUTBOARD EXCELLENCE

KIEKHAEFER CORPORATION • CEDARBURG, WIS.  
OUTBOARD MOTORS • PORTABLE INDUSTRIAL ENGINES



In 1949 Mercury introduced the "Tunderbolt", Model KF9. This was the first 4 cylinder in line alternate firing outboard. It was marketed as being 25 hp but output was closer to 40 hp. These motors came with a rope start open flywheel. Later a ready pull starter was available for retrofit.



**Hydrodynamically Correct Under-Water Shape for Maximum Speed and Efficiency**

The "Quicksilver" lower unit assembly... other terrific Mercury innovations for increased boating pleasure! Incorporates all the advantages of the proven Mercury "Uni-Gear" One Piece Gear Case with "Full-Towheel" construction, Variable Volume Water Pump, and Low Level Water Intake... plus great new advances in hydrodynamic design for highest possible performance in low resistance.

Approved by the American Power Boat Association for stock racing using on Mercury Outboard Motors in classes AU, BU, and DU.

**EXCLUSIVE! FAMOUS MERCURY "Quicksilver" LOWER UNIT ASSEMBLY BOOSTS SPEEDS 20% to 30% per cent ON PLANING TYPE HULLS**

**THE BIGGEST NEWS IN RACING IN 40 YEARS**

the "Quicksilver" lower unit is designed for use with new short drive shaft housing. It offers lower center of gravity for easy handling at high speeds, reduced air resistance with less strain on transom and brackets, minimum under-water resistance, new gear ratio for greater propeller efficiency, faster take-offs.

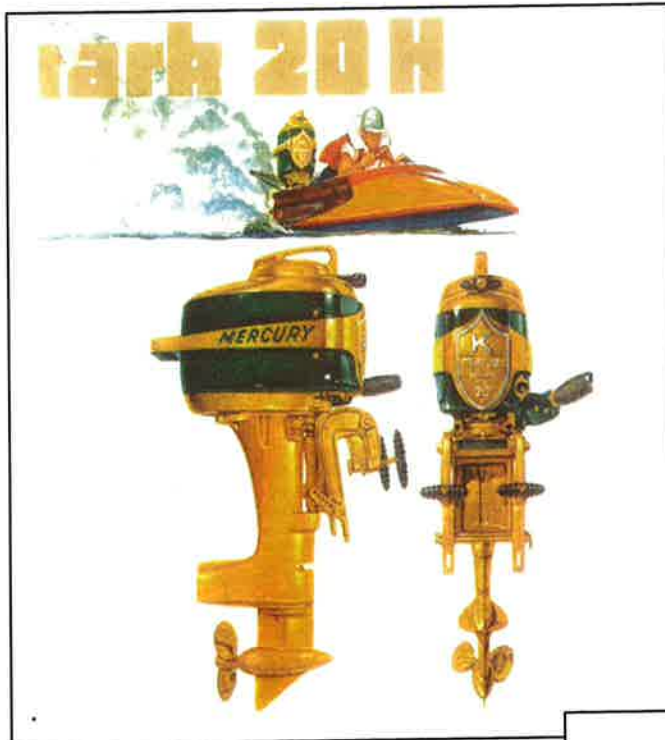
You can get your "Quicksilver" lower unit as a complete assembly - ready for easy installation on your present Mercury Outboard-Motors KE-7, KF-7, KG-7, KG-4, KF-7 HD, KF-7, KG-7.

Available by popular demand as an accessory. Order from your Mercury dealer. Consult him for propeller recommendations.



In 1950 Mercury introduced "Quicksilver" surfacing gearcases. Soon to be known as "Quickies". These units incorporated a short tower and an ultra streamlined gear case with a selection of gear ratios. These units were designed to retrofit all Merc's that could be used to go racing including the KE-7, KF-7, KG-7, KG-4, KF9, & KG9 models.



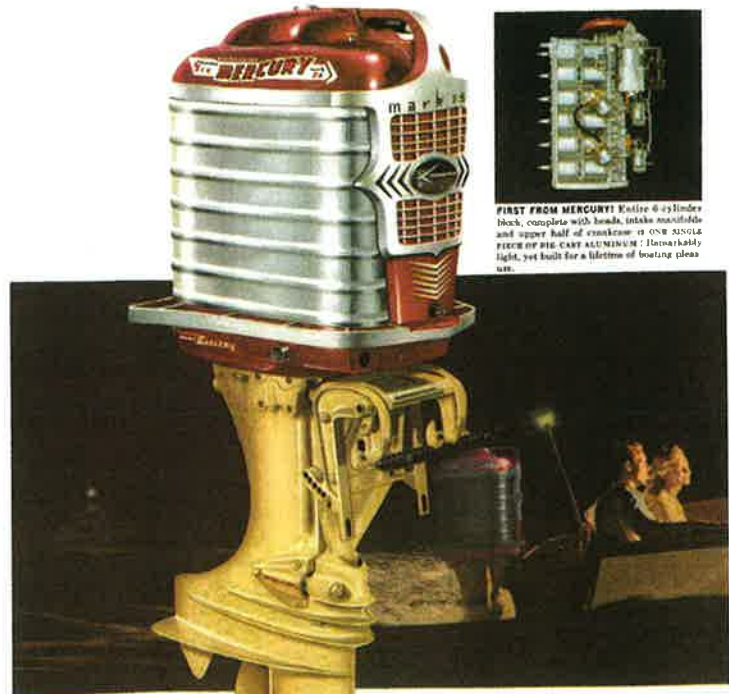


The famous Mercury Mark 20H was introduced in 1954. This was a purpose built racing engine that qualified as a "stock" outboard. With its "Quicksilver" lower unit and distinctive gold paint, it revolutionized "B" class racing. The 20H was the forerunner to a full line of factory built "H" engines from Mercury that would dominate outboard racing in a variety of classes for decades to come.

In 1957 Mercury introduced the first 6 cyl. alternate firing, 2 cycle outboard, the Mark 75. These motors were available in three different colour combinations. They also had the infamous "direct reversing" system which earned them the name "dock crushers" due to the lack of reliability when attempting to reverse the engine.



### The incredible new Mercury Mark 75



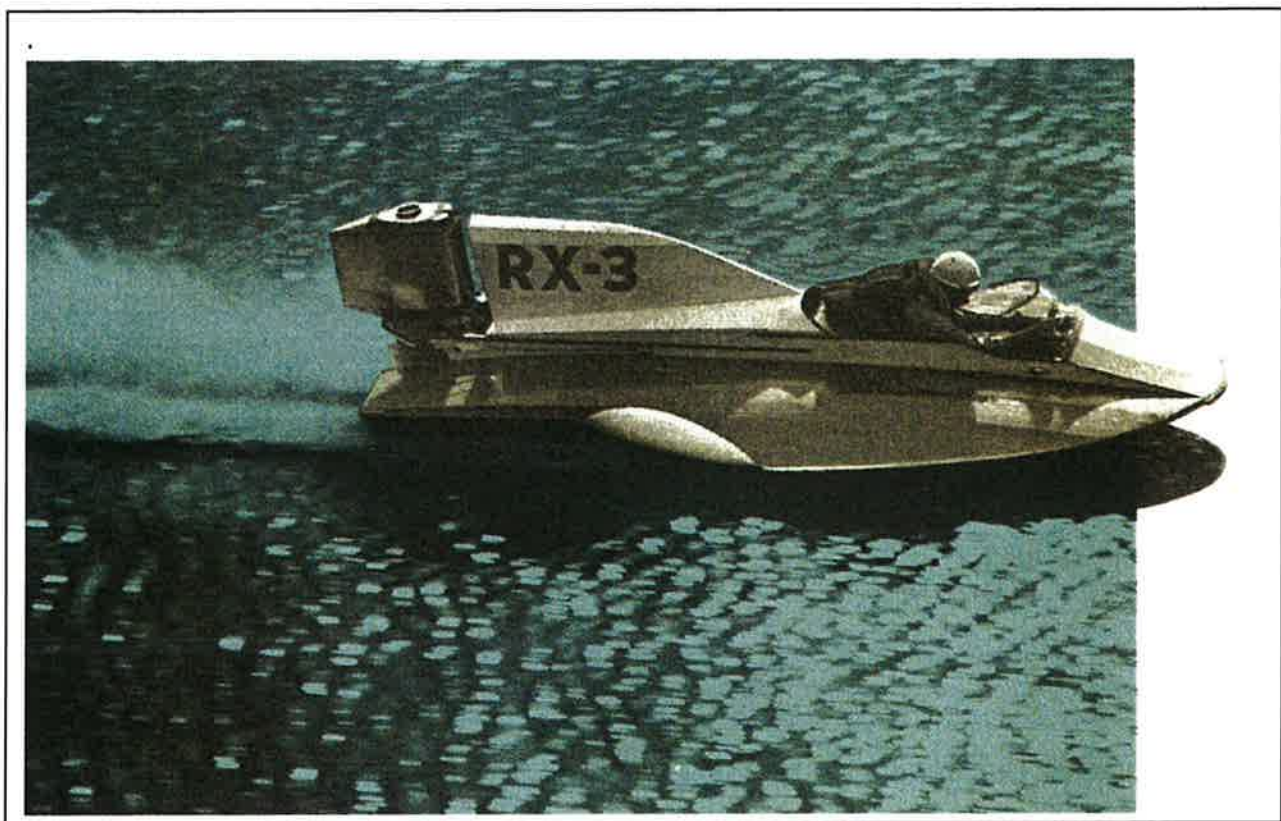
FIRST FROM MERCURY! Entire 6 cylinder block, complete with heads, intake manifold and upper half of crankcase - ONE SINGLE PIECE OF DIE CAST ALUMINUM! Remarkably light, yet built for a lifetime of boating pleasure.

In your choice of Merchromatic Colors



*The motor that puts you*

Mark 75's tremendous power and wide range of uses make it impractical to furnish an all purpose propeller. Quicksilver propellers like the one shown on the motor above are available in various pitches at slight additional cost. Your Mercury dealer will recommend the best propeller to use for your specific boat condition.

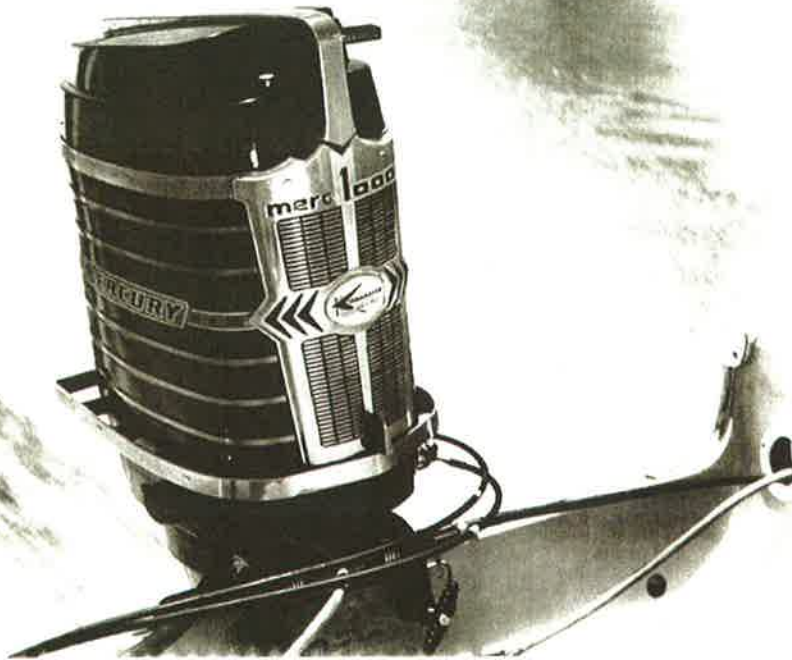


In **1958**, Hugh Entrop driving a modified, (to run on an alcohol based fuel), Mercury Mark 75, on an "F" class three point hydroplane, set an outboard world speed record of 107.9 mph on Lake Washington. This was the first production based outboard to exceed 100 mph. The Italians had managed to break the 100 mph barrier two years earlier with a "one of a kind" supercharged hybrid motor.

In **1958** Mercury set a Worlds Record for endurance. Two Raveau family runabouts, each powered by a single Mercury Mark 75, travelled 50,000 miles in 68 days, 18 hours and 51 minutes. Both boats averaged over 30 mph for the 50,000 mile run.







In **1962** Mercury introduced the first 100 hp outboard. This motor was 6 cyl, in line with 90 cu. in. displacement. The original model name was the "Merc 1000 Phantom", but most outboarders just called it the "Tower of Power".

The first Mercury outboard to be assembled in Canada was the **1962** Merc 450. Mercury's first production facility in Canada was on Caledonia Road near Dufferin and the 401 in Toronto. By 1963 the entire line of Mercury outboards, for Canadian consumption, was assembled at this location.



## MERC 450

45 HP. 4 CYLINDERS... BIG POWER AT A LOW PRICE

The new Merc 450 is the most attractively priced "four" for 1962. Even though your cost is less, this 45 horsepower Mercury has power, durability and safety features that you can't even buy as extras on many *more expensive* competitors' motors. For instance, the cylinder block is die-cast, one-piece aluminum construction, as are the drive shaft housing and lower unit housing... exclusives with Mercury. This design gives built-in precision alignment of shafts, bearings and gears. It gives high strength... not dependent on the holding power of studs, nuts, bolts and parts that can loosen and fall off. Underwater, there's no patchwork to cause drag and slow your speed... no turbulence ahead of the propeller to set up cavitation. No hook nose to foul on stumps, logs, ski tow lines... or gather weeds and overheat your engine! The Merc 450 has the same streamlined drive shaft housing and lower unit design as its larger brothers. It has Mercury's Jet-Prop exhaust through the propeller hub. A complete selection of Mercury Quicksilver propellers is available to match any load assignment. This Merc is equipped with a weatherproof, aircraft-type magneto and both manual and electric starting. Compare the power and design features of the Merc 450 with any other make of outboard... compare the price. You'll agree that the 45 horsepower Mercury will give you MUCH more RUN for your money.



Single-Lever Control With Running Neutral

Jet-Prop Exhaust

