

EVOLUTION OF THE LOGO

THE LEGEND OF MERCURY MARINE

DEC. 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.



OUTBOARDS

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.

New THOR

OUTBOARD MOTORS

Travels Measured Mile
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—keeps motor clean and smooth running.

THOR "ALTERNATE THREE"

ONLY 3-CYLINDER IN THE WORLD.
 Only Outboard Motor in the world with Overlapping Torque. Thrill to the smooth urge of **THREE POWER IMPULSES** each revolution. The same as a 6-cylinder Auto Engine. Enjoy the full meaning of THOR'S "Overlapping Torque."

6.2 H. P. Only ... \$110.00

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.

4.1 H. P.

\$82.50

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.*

KIEKHAEFER CORPORATION

**CEDARBURG
 WISCONSIN**



NEW THOR STREAMLINER

Powerful, light weight "Single",
 2.4 H. P. Runs
 3 hours on a
 gallon. Weedless.

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.

MERCURY *Standard SINGLE*



MERCURY
STANDARD SINGLE
2.5 h.p.
L.A.S. Mercury
Weight: 25 lbs.

MERCURY *De Luxe SINGLE*



MERCURY
SINGLE DE LUXE
3 h.p.
L.A.S. Mercury
Weight: 31 lbs.

MERCURY *Standard TWIN*



MERCURY
MERCURY TWIN
6 h.p.
L.A.S. Mercury
Weight: 55 lbs.

While low in price, its quality features, such as synchronized control, overboard, overhead vibration dampener, ballast pump, aluminum cylinder, removable cylinder sleeve and water jacket, and hydrodynamic design, are only available in a Mercury. Weighs least and dependable. A trolling tool.

The real DeLuxe performing line of 3 h.p. motor. Uses aluminum from hood to propeller, second to none in appearance, quality or economy. Its practical workability and the engineering sets a new high in outboard engine design and construction. Reliability sure and original from stern to stern.

A sparkling new, remarkably low Albatross Trolling Twin. Smooth on a low and feasible on an eight. Idle perfectly for trolling, or will pump a high boat beautifully. Try its performance, observe its low price, compare its price. You will have to agree it's the best of the year!

Front Panel of the 1940 Mercury outboard brand brochure.

From the collection of Sandy Kennedy.



Power and long life have not been sacrificed for weight. Yet, the Mercury is light enough for a child to handle or carry safely. Equipped with a special carrying handle, allowing motor to balance in boatward position.

MERCURY SPECIAL

\$39.95

i.e.h. Torstar
249 E. P. -- 57 St.

It's a full sized quality motor you want **PLUS LOW PRICE**—here's the motor to buy! It has the power, sturdiness and quality to deliver the kind of performance you would expect from a higher priced motor... It has exclusive features that make it the "best buy of the year" buy now.

Features of MERCURY'S
SIMPLIFIED MOTOR ASSEMBLY...

The Mercury Outboard Motor is an extremely simple assembly, designed with a view to simplicity, accessibility, power and long life. It is a production built unit throughout!

● **REMOVABLE ALUMINUM WATER JACKET**
Positive water cooling... no distortion. Removable for cleaning in a jiffy.

● **REMOVABLE CYLINDER SLIDES**
Accessible in a few minutes' time. Durable design—adjustable in position—strong suction insures equal response.

● **ALUMINUM PISTON**
Light weight piston with full floating, overhead aluminum type wrist pin.

● **PISTON MOTOR BRICKS**
Rigid piston rings prevent leaks from entering intake or exhaust ports.

● **COUNTER-BALANCED CRANK SHAFT**
One-piece counter-balanced crank shaft insures smooth operation and longer life.

MERCURY OUTBOARD MOTORS
KIERHARTER CORPORATION
WISCONSIN

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