



THE BOOK OF BUGS



I'm the Head Bug of AquaBug, and I thank American Industry in general, and our competitors in particular, without whose help this book need never have been written.

Funny It Ain't

Many years ago, when I founded AquaBug, Monk Farnham, then Editor of Boating Magazine, asked why I used the name AquaBug. Bitterly, I told him Evinrude and Johnson were already taken. Monk, a forgiving gentleman, laughed. I didn't, because it wasn't funny.*

After all these years Monk still laughs...and I still don't. Because Evinrude and Johnson and all the others get about twice as much money for comparable motors not nearly so sophisticated and technologically advanced as ours. And they probably outsell us. *That's not funny either.*

There are No Free Lunches

This is how it is in business. You figure all your costs to make a motor, leaving out not a single thing, from ads to paper clips to cylinder heads. Then you try to sell it for more money than it cost in the first place. The difference, if you can get it, is called profit. *Everybody* tries to make a profit, but not everybody can make the *same* profit. There are no free lunches, but some lunches cost a hell of a lot more than they're worth.

Our problem, from the beginning, is that for equal or superior products, we've had to charge considerably less in order to make a profit at *all*. I'm not mad that Evinrude and Johnson and Mercury get the kind of prices they get; I'm mad that *we* can't get them too.

A Total Lack of Dedication

We are not dedicated to giving engines away; we're dedicated to selling engines for profit. (And the Tooth Fairy is dead.) If you get bargains from us, it's because we have no choice. If we could get more, we certainly would. If we give a One Year Warranty, it means we can't get away with giving less. If, as is true, we spend less than

one-half of one-percent of our selling costs on warranty, it's because we've found it costs us less to make the motors right in the first place. Our "dedication" to quality is a matter of dollars and cents, and you'd better worry about the guy who says he does it because he loves you. Hell, he doesn't even *know* you.

The Mail Order Business... Yech!

We're in the mail order business, and we *hate* it. Every bad rap that any mail order business ever had rubs off on us a little. We've often said that our prices are lower *because* we're in the mail order business, selling products of our own manufacture directly to the public, bypassing the cumbersome and costly normal distribution channels. That's true as far as it goes. Fact is, we'd *rather* use those normal channels, but they've never been available to us. All the best dealers in the outboard business, for instance, carry the old line, big name motors, and for one reason or another, we've never been able to sell them much. True, a great many of them ordered very large quantities of motors when we first came out; but all those nice orders, strangely, were cancelled within *weeks*. For one reason or another. And there we were in the mail order business, like it or not.

Prices and Ulcers

Think about this. Evinrude and Johnson suggest a selling price for their two-horsepower outboard of about \$465, give or take. It's a sturdy and well built motor, but totally unimaginative. It starts in gear, which is not safe, because they don't offer a gear shift. Like other small outboards of the same type, it tends to have problems during long periods of trolling; plug fouling, overheating, stalling out.

We make the SuperBug 175, a sturdy and well built motor of comparable power, at the very least. But our

**Monk recently became the oldest man to sail across the Atlantic alone, and on purpose. (He SAYS it was on purpose.) Finishing his voyage in a Force 12 gale, he got a matched set of cracked ribs. Now THAT'S funny.*

AQUABUG INTERNATIONAL, INC.
ENGINEERS/MANUFACTURERS/MERCHANTS

motor has AquaMatic Drive. Which means it starts safely in *neutral*, has a special trolling gear that totally prevents the *trolling problems* other motors endure, and has a *high-performance* cruising gear. And to use these advanced and very necessary gears, all you do is advance or retard the throttle. It shifts gears *automatically*, up and down. There is nothing like it in the whole wide world. And we have to sell this little marvel for a lousy \$275.

I'm *not* stressing the differences in price, features and performance between these two motors; they're obvious. I'm asking you to think about how much money *they* would get if *they* made such a motor. I think about it all the time, which makes me ulcerish, contumacious, pugnacious, and mad as hell.

The Mail Order Business...Part Two

We don't have many dealers for reasons other than those mentioned. We don't have them because they can't make money with our line; a valid enough reason, I'd say. If we sold at wholesale only, dealers could put a typical 32% mark-up on the motors, and make a living. But, while price-fixing is illegal, when we advertise nationally with retail prices in our ads and catalogs, we are essentially fixing prices *legally*. Because of our high production costs and consequent high wholesale prices, no dealer, practically speaking, can add his usual mark-up and still compete with us. He can cut prices if he wishes; he's certainly entitled to. But then there's no money in it for him. And he really can't afford to sell for *more* than we do, most of the time, because his customers will see our ads and prices, and come back to him mad as a wet hen. Catch 22.

However, there's a chain of stores who do very well with the same motors we sell, privately labelled. Traditionally they work to smaller mark-ups than standard department stores, and provide their own warranty, just as good as ours. Yet even they, on average, charge more, sometimes a *lot* more than we do for the same motors. Last year they charged about \$40 more for the same bike engine we're selling *this* year for only \$185. And you know what?...they outsell us. Not funny.

Light No Candles

Look, I'm not asking you to hold a benefit for us, or light candles. After all these years, we're still here, so we must be doing *something* right. We manufacture more small outboard motors and bicycle engines than anybody else in the whole world. And soon we may be entitled to say

the same about our augers, pumps and generators. Maybe. I'm trying to show you how things are from the inside, so you'll understand our pricing policies. And if you believe me, maybe we'll sell a lot more motors. Which is what we're in business to do.

Bad Ads Work Well

The fact is, everything I'm telling you probably won't work. How can I expect that using the ultimate gimmick, the *truth*, will make any real difference, when you consider how well telling lies works. Look at the kind of inane ads that work very well. Keep this in mind; if something works, advertisers keep using it. Why not? So when you look at the incredibly asinine advertising that floods the marketplace, one is forced to conclude that there is an incredibly asinine bunch of consumers out there, gobbling up all that crap. I hardly think a brochure like this is going to impress a lot of people, except for one thing; I designed the ads to keep the inane, stupid, and asinine away. Which, of course, may mean we'll get no responses at *all*.

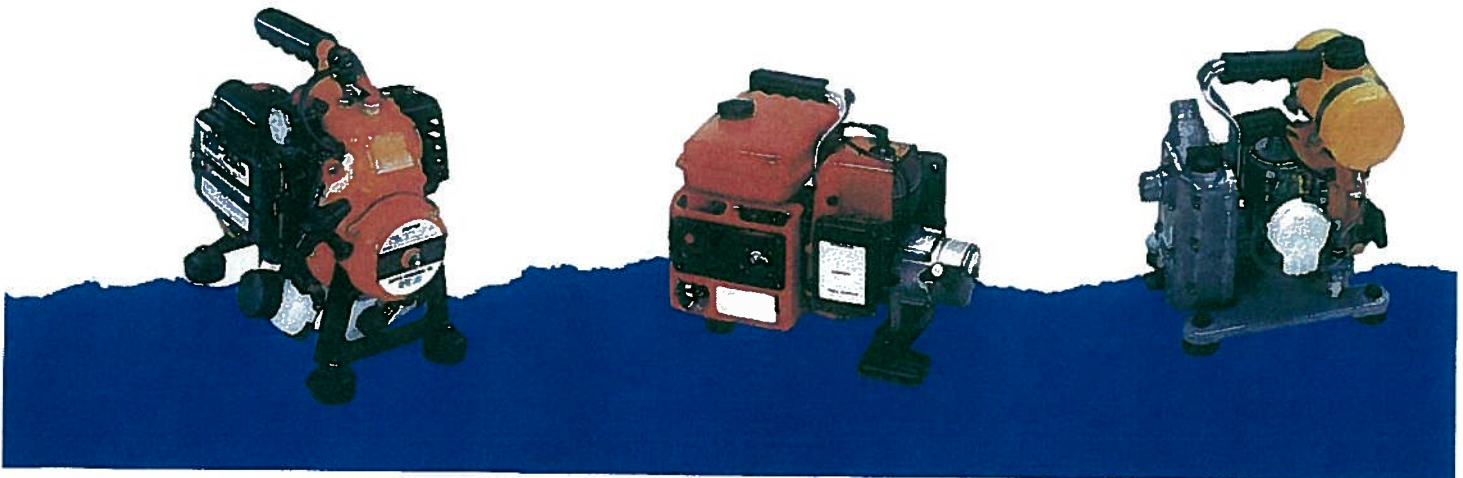
Which stupid ads? How about the one that promises "Discounts from 40% to 60%...and MORE!" What *more*? If it was *more*, wouldn't they say so in the first place, for god's sake? But it works.

What about the one that announces "Prices Too Low to Advertise!" How the *hell* can a price be too *low* to advertise, since they're advertising in the first place? If our prices were *that* low, I'd advertise them 'til the cows came home. And then I'd sell the cows. *And* their manure.

Auto ads...the ads that promise to sell you a car at or *below* their factory invoice. Do you *really* think the invoice they show you is the one they pay? Do any of you suckers *really* think they don't get some sort of factory rebate, or allowance, or credit? A lot of you do, apparently, because they keep running those ads. They *work*. That's not a reflection on them; it's a reflection on *you*.

Birthday sales. Are you truly convinced that a tough businessman feels obliged to give you some unimaginable bargain because it's his damn birthday? Isn't it possible that he's selling for less because he's got a problem selling for more? Do you honestly think he's getting all misty-eyed over his birthday, or Lincoln's, or Washington's, or Millard Fillmore's? The last time this guy got misty-eyed was when he paid his taxes.

I'll finish with oil company ads, because I'm difficult enough to live with already. Last oil company ad I read was in my favorite reading room, and halfway through, the



Mormon Tabernacle Choir started singing in my shower stall. Which certainly helped accomplish what I'd gone to the reading room for in the first place. Fair comment?

Ma Bell Always Gets Paid

Merchandisers. I'm too dumb to be one, and too cheap to hire one. My favorite consultant is my *wife*, when she's speaking to me. Merchandisers, on average, couldn't care less about the product, or more about stuffing it to the public. The worse the product, the more it needs merchandising. When there was an 18½ minute gap in the Nixon tapes, *that* was merchandising. Merchandisers are the folks who brought the world "Toll-Free" phone calls. Ma Bell *always* gets paid, and *you're* the one who pays. If you buy the product, you're not only paying for *your* call, you're paying for the phone calls of the vast majority of people who *didn't* buy. But don't fret...Ma loves ya.

Merchandisers also bring you "Money-Back Guarantees". Look, what those guarantees *really* guarantee are higher prices. That's a given. If an honest company that's been around awhile ships you a lousy product, which has happened to all of us once in a while, that company is not going to stick you for it, guarantees or not. But when you *advertise* it, a few interesting things happen. *Expensive* things. You *know* you're going to get back more product than before...10% to 20% more, minimum. *Knowing* that, you *must* factor that 10% to 20% into your selling price *before* you ship product one. You use that guarantee to tempt people who may have no real need for your product to buy it anyhow. So *of course* your returns will be higher. You also appeal to a certain group of people who have just crawled out from under rocks, almost begging them to take advantage of you. I'm not one of that group, and you're not one of that group, but both of us know someone who *is*, right? And that group will generate an even higher percentage of returns than nice guys like you and me. And *that's* factored in too. The guy who suffers is the idiot who buys and *doesn't* return; because *he's* the genius who *must* pay for a portion of *all* the returns. You don't think the seller is going to pay, do you?

Now, not everyone who offers such a guarantee is a rat.

But what do you do when you sell *machinery*?...most of which comes back used and abused. Clean up the returns and ship them out as new? Merchandisers might. I won't. Neither will my wife.

Warranties Are A Joy Forever

Until you have to use them

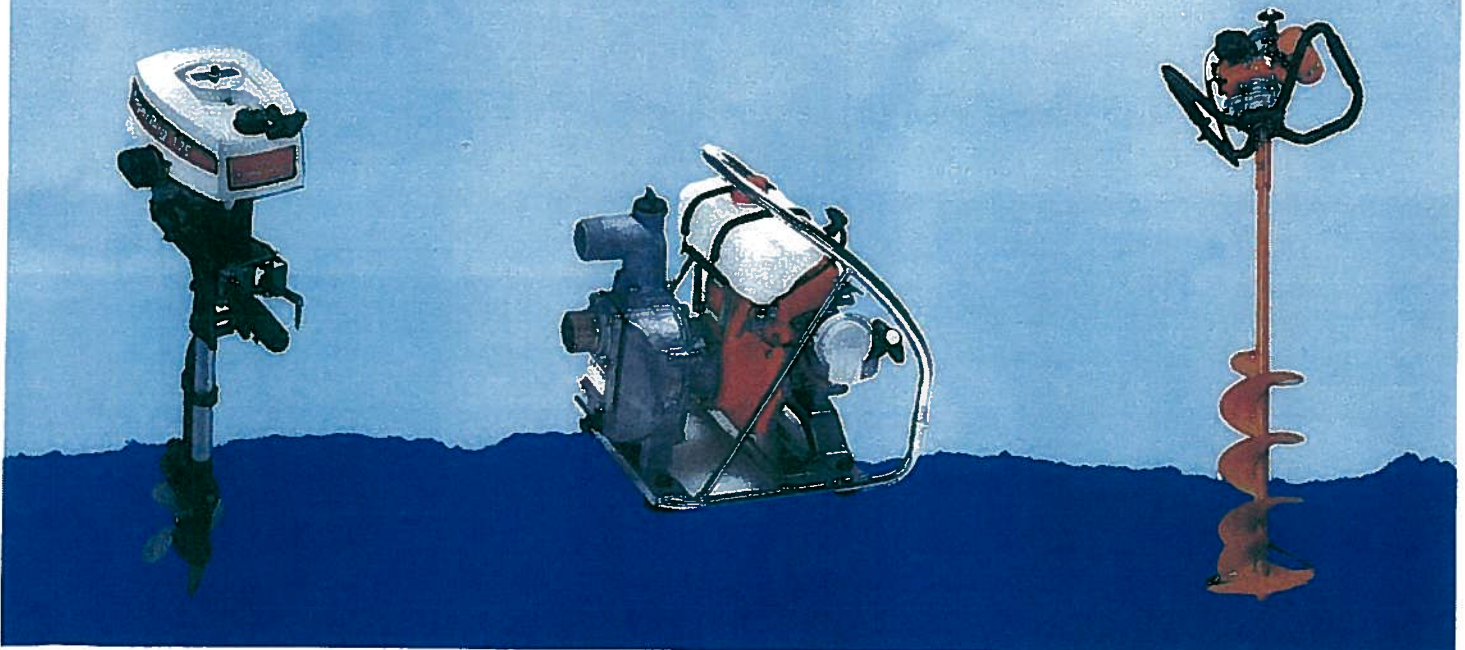
Some of us give good warranties because our products are quality products, and we have reason to *know* that our warranty costs will be low. Others use warranties as a selling gimmick, a merchandising device. They *know* what their cost will be (high), and it *has* to be factored into the selling price. You'd be wise to find out how *often* that company has to perform warranty. If you can get somebody to tell you.

Our warranty costs are almost invisible, as I told you earlier. The most important thing about our warranty is that the vast majority of you will never have to use it, because we know it's better (cheaper) to do it right the first time.

Still, a few motors always come back. Murphy's Law. Who fixes them? We don't use "Factory-Trained" personnel, which all too often means some real pleasant guy from the factory sets up at a local Holiday Inn, treats the local dealers to free food and booze, a dirty story or two, and a quick slide show on repairs. We use factory *workers*, rotating people from the actual production line through our warranty section from time to time. The man who repairs your engine helped *build* it in the first place. And if he finds the same problem occurring too often, he not only sends word to the factory, he *brings* the word with him. So we can stop making that mistake at once. *At the source. For our sake, not yours.*

Since we insist on fixing our motors ourselves, we're never out of parts. It's company policy that if any repair is delayed for more than one working day for lack of a part, we automatically ship a new engine at no charge. Don't get *too* impressed; it's happened about three times in the last dozen years. No medals, please.

Let's get on with selling motors, which is what this sales pitch is all about. And if the Mormon Tabernacle Choir sings while you're reading this, don't call me, call your plumber.



THE BIKEBUG

Is This The Ultimate Bike Engine?

Nope. If it was, what would we sell *next* year? What it is, is the best bike engine available.

We didn't invent anything new for the BikeBug Deluxe. What we did was take the best features of several models and combine them all in one new model. They should hang together for at *least* 53 weeks, which gets us out from under on warranty. Planning.

We kept the engine because it works. Has worked since 1976. We kept the cut steel reduction gears, because they work and do what we want them to do. (And we're the only people who *use* reduction gears.) We kept our patented fuel system, which keeps the carb from ever fouling with sludge. (And because the patents cost us a fortune.)

We added an automatic clutch and a fancy shroud. The automatic clutch lets you go from a dead stop to top speed just by using the throttle. You use the *manual* clutch only to start the engine, or to release the engine from the wheel; so you can pedal your heart out if you wish without even *noticing* the engine. You can *also* pedal with the engine *on*. That gorgeous shroud covers and protects all that great machinery, shields the fuel tank, reduces what little engine noise there is, allows for a sight fuel gauge, and probably reduces wind resistance; which is no world-shaking accomplishment at 20MPH or so.

Speed Kills

We could fix our engines to go twice as fast, and save a lot of production money in the bargain. All we'd do is remove our very expensive reduction gears. But we don't *want* our engines to go so fast, and neither should you. The engine could handle it fine, but could you? Or your bike?

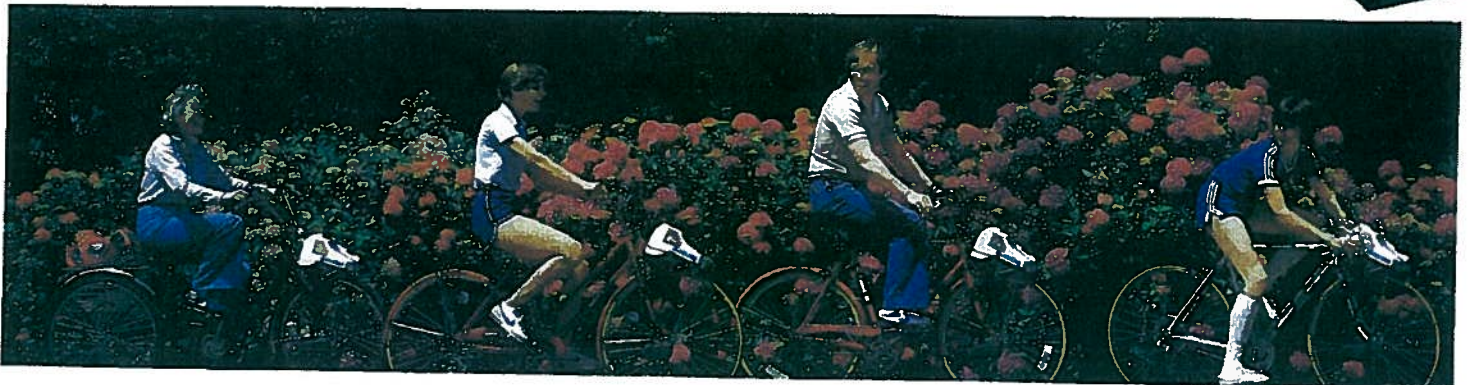
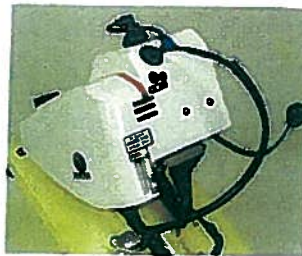
If You Want A Motorcycle, **BUY A Motorcycle**

We make sure your bike won't go faster than it's safe to go. That's why we use reduction gears. We also use reduction gears to enhance hill-climbing power. And the shape we're both in, I'd rather have the help on hills.

Not everyone thinks so. One company makes an engine which they claim will go something like 48 MPH. I hope they're lying, but I'm afraid they're telling the truth. If it's in print, it's gotta be true, right?

Let me explain something to you. Most, if not all, states limit the speed of a *moped* to 30 MPH or less, with good reason. Yet mopeds are much sturdier than bikes, have better brakes, are closer to the ground. They are more akin to motorcycles than bikes. (Ever try to *pedal* one of them?) Now if that's the proper and legal speed for a *moped*, what's the proper speed for a *bike*? I won't belabor the obvious. Just make sure you check your local and state laws.

Ours (no matter what label you see on it) is the only front wheel drive gas engine available. Which means you can mount it on a heavy adult tricycle. Rear mount engines can't do that. Front wheel drive is more stable, safer. No, pal, it really won't work in snow. Take your bike out in the snow and I'll bet you end up on your keester. Drive in the snow and I *hope* you end up on your keester. Or your head. Who'd notice?



DELUXE

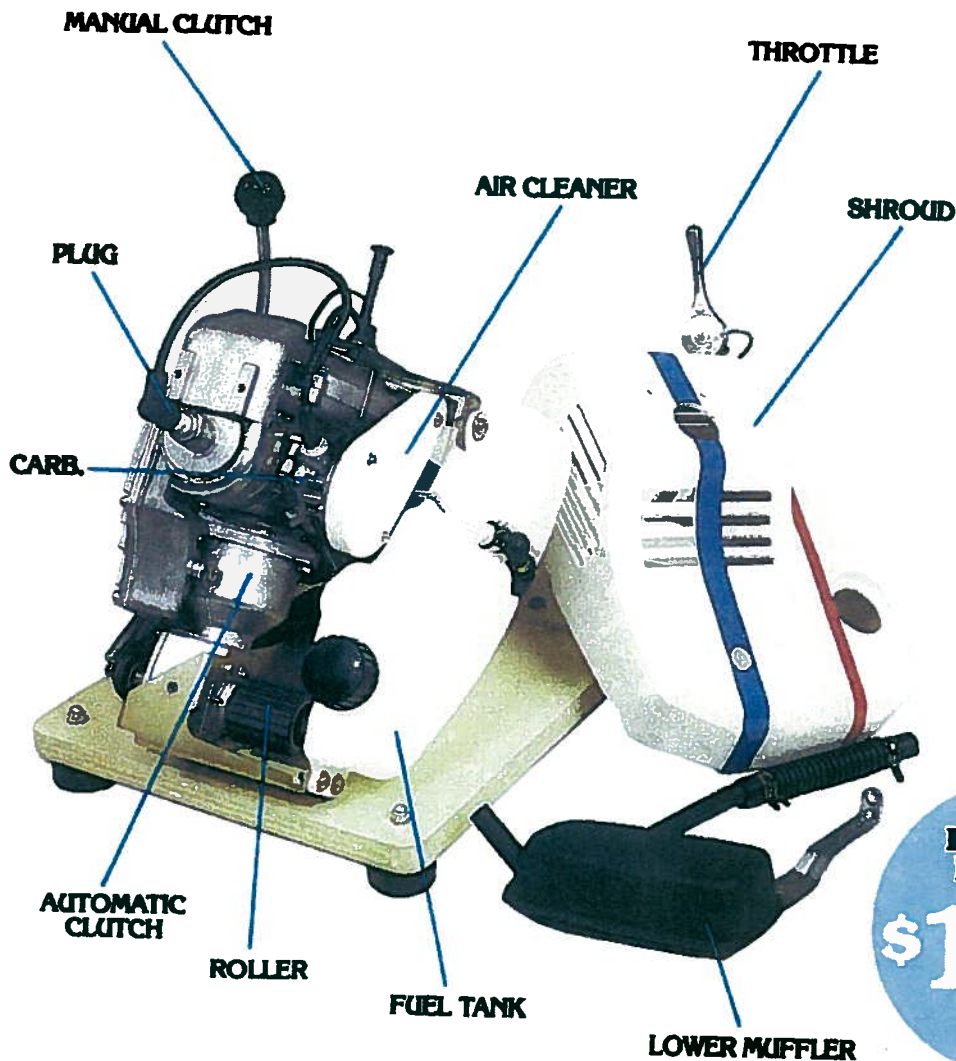
There's Nothing Wrong With Fun

What with the oil glut and all, we really can't urge you to use a bike engine to save the world. But may we suggest that our BikeBug Deluxe can be a lot of fun? That it enhances your investment in your bike? That you'll probably use your bike more often, and if you don't use the engine *all* the time, you might pep up your cardio-vascular system? You might live longer, and be available to buy our *other* products. If you're riding a bike now, you might be bored with limited range, and have come to hate hills.

Use a BikeBug, and go places you've never pedalled to before; extend your range; laugh at hills. And if you're pedalling an adult tricycle, think of the fun of hauling a load of groceries without palpitations and unsightly sweat.

Look, you probably know more uses for a BikeBug than I do. You know best what it can do for you. You *know* the price is right, and the *product* is right. If you buy a BikeBug, it'll do a lot for you, and it'll do a lot for *us*.

Do I have to *beg*?



**BIKEBUG
DELUXE**

\$185

BIKEBUG SPECIFICATIONS

ENGINE—2-cycle, forced air cooled,
1 cylinder

PISTON DISPLACEMENT—22cc (1.39 cu. in.)

BORE AND STROKE—30x30 mm

COMPRESSION RATIO—7.2:1

OUTPUT—1hp at 6500 RPM

WEIGHT—13.2 Lbs.

AVERAGE PER TANK—50 Miles

FUEL TANK CAPACITY—1.0 Liter
(0.26 US Gallon) = 1 quart

FUEL MIXTURE—50 parts reg. gasoline, 1
part outboard motor oil.

All data subject to change without notice.

AQUAMATIC DRIVE

IT'S NEVER BEEN DONE BEFORE

We invented AquaMatic Drive to solve several problems common to most outboard motors.

- **TWO-CYCLE OUTBOARDS** are extremely efficient at high RPM, but are less than efficient at low RPM. They may actually burn *more* fuel at low RPM, burn it inefficiently, and create a lot of problems you don't really need.
- **AT VERY LOW RPM**, outboards are unreliable, tending to "load up," overheat, stumble, vibrate, and conk out. Remember?
- **AND WHEN THEY CONK OUT**, they're hot and flooded; the *worst* possible condition for restarting.
- **BECAUSE OF INCOMPLETE COMBUSTION**, everything in your engine, from the spark plug to the exhaust system is coated with thick greasy sludge; *carbonization*. Tough on your engine, tough on your wallet.
- **DESPITE ALL THAT**, you still don't troll slowly enough. Which is why people spend good money for an outboard motor *and* an electric motor *and* heavy expensive batteries. The outboard's too fast, the electric's too slow.
- **OUTBOARDS WITH GEAR SHIFTS** weigh a lot, cost a lot, and are awkward to use. It takes one hand on the throttle, another on the gear shifter, and eyes that can look in both directions at once. And they *still* won't troll properly.
- **WE'VE CHANGED ALL THAT...AND MORE!** AquaMatic Drive is a set of interconnected clutches housed in a Black Box just under the powerhead, *not* in the water. It's an on-board computer which constantly adjusts engine speed to propeller speed, in response to the throttle. *Just* the throttle.
- **YOU GET TWO SPEEDS FORWARD**, plus a safe and easy neutral start. Neutral, low, and high ...by throttle alone!

To show you how it all works, let's go fishing. OK?

You're in your boat, at the dock. Close the throttle and start the engine. It's easy, because you're in neutral...you're *not* turning the gear train and prop. And when it starts, you stay right where you are; no sudden dangerous surges.

You're ready to go. Take in the dock line and advance the throttle. A little. The engine will purr at a rock-steady 2000RPM, and the prop will turn so slowly you can *see* it. Our outboard goes slower than any outboard has ever gone before. Smoothly, quietly, efficiently. No blue cloud of smog, no overheating, no stumbling, no flooding, no stalling.

Want to troll faster?...advance the throttle a bit more. Slower?...retard the throttle. Go to neutral?...close the throttle. Want to go fast?...shove the throttle up, and take off. At 3600 RPM the Power Clutch overrides the Trolling Clutch gently; the prop speeds up dramatically;...but the engine doesn't. Unless you want it to.

Now the engine and prop are linked by a solid mechanical grip of steel, and you're in the final 13:30 gear ratio, with engine speeds up to 8000 RPM!

What more could you ask from the leading producer of lightweight outboards? Actually, there are a few things more.

Hit a rock at trolling speed, and it's likely the prop will simply stop momentarily, rather than bust a shear pin. That's nice. And the trolling gear is simply wonderful for maneuvering in tight quarters around docks or other boats, when you need most to go slow, and need least to conk out. Total control.

And there's price. Our new outboards are anywhere from \$200 to \$400 less expensive than motors of comparable power and quality, none of which have anything *like* AquaMatic Drive.

Isn't that terrific?

GENERATORS!

The Lightnin' Bug

We make two Lightnin' Bugs, each less than a foot long and less than a foot high. At only 19 pounds each, they're smaller than a breadbox, and not much bigger than a six-pack. They'll stand on this page alone, with room to spare. They have electromagnetic governors that respond to demand, and a patented fuel system that burns about six ounces of fuel an hour.

AQB 300

It's a dual voltage model, providing 300 watts of AC plus 10 amps of DC. It's an unbelievable general purpose emergency generator that equals or approaches the performance of generators weighing twice as much. For a lot less money.*

*AQB 300 not for use with cycle-sensitive equipment.

AQB 250D

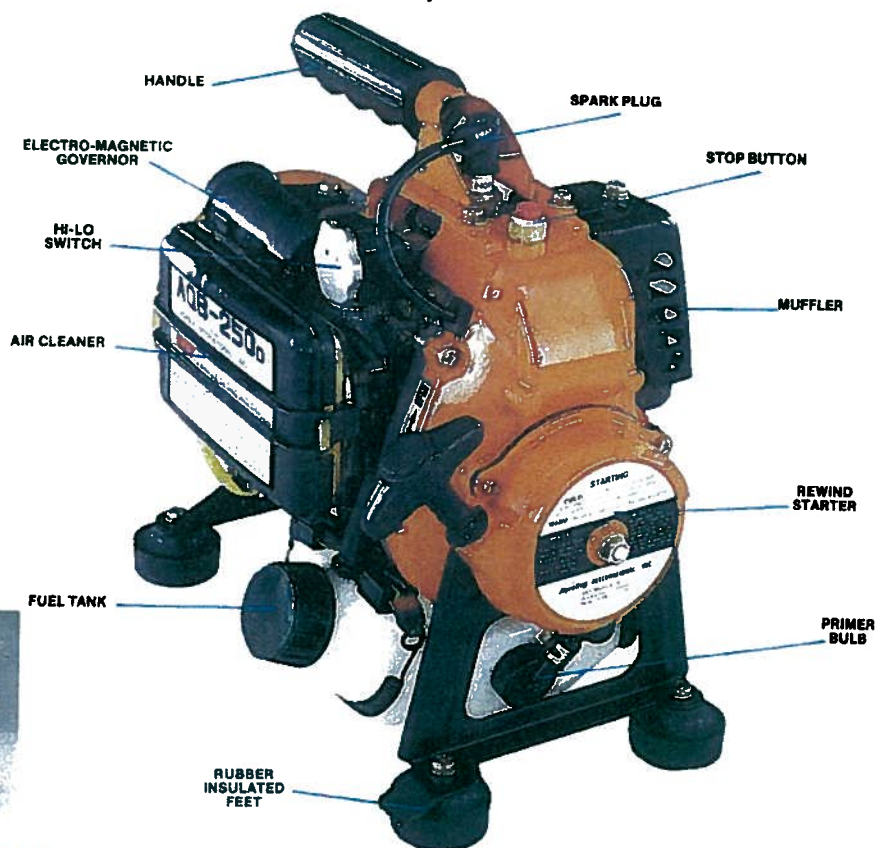
A lot of folks told us they wanted a small generator specifically for battery charging. Seemed reasonable. So our 250D model provides 12 volts only at a sizzling rate of 20 amps. That's more DC amps than any Honda in the forty-pound range can provide...*more than twice as much.*

Uses And Fuses

We wanted a fuse box on these little devils, but couldn't find room. So we devised an elegant solution. We now provide each generator with jumper cables, and put the fuse box in the cables! I think that's neat.

Our Lightnin' Bugs will charge batteries, run DC camp accessories, radios, fans, AC and DC light, CB's, big bilge pumps, portable fridges like Koolatrons®, and stuff like that. In the home, the boondocks, or your car, a vital necessity.

AQB-300
AQB-250D
\$275



SPECIFICATIONS AQB-300

GENERATOR
TYPE...Rotating Permanent Magnet AC & DC Generator
CAPACITY VA...300 (Max.) 250 (Rated)
120W (Battery)
VOLTAGE V...AC110-115, DC12
CURRENT A...AC2-28—2-18, DC10
FREQUENCY...Hz-250-300
PHASE...Single

SPEED GOVERNOR...Plunger type
Electro Magnetic Governor
RECEPTACLE... AC, 1, DC1
POWER TRANSMISSION...Rubber coupling ENGINE
TYPE...Two cycle, forced air-cooled, single cylinder
DISPLACEMENT...22 cc (1-34 cu. in.)
OUTPUT...0.97 PS/6000 RPM
FUEL...Mixed fuel (Regular gasoline and oil 25-30:1)

FUEL TANK...0.55L (0.145 US Gal.) Holds sufficient fuel for 1.5 hours running time
DIMENSIONS...(L x W x H) mm 300 (11.81 in.) x 211 (8.31 in.) x 287 (11.30 in.)
DRY WEIGHT...Kg—8.5 (18.7 lbs.)

All data subject to change without notice

SPECIFICATIONS AQB-250D

Same as AQB-300 with following exceptions:
• 12V DC only • 240 watts • 20 AMPS

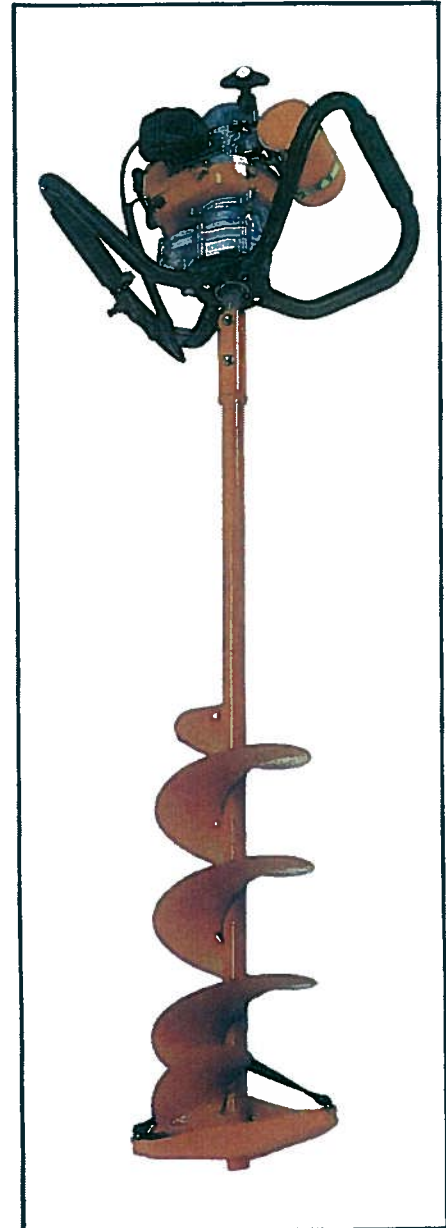
THE AQUABUG DRILL TEAM



Jacobs Chuck



Shown with 1/2" Masonry Drill. (Bit not provided.)



We've put together a package that will drill holes in *anything*. At a price that will drill holes in the profits of competitors.

For a measly \$250, we'll provide you with a Drill Team that is an ice auger, an earth auger, and a powerful drill for steel, masonry, railroad ties, or your mother-in-law's heart. All this for the price other people get for an ice auger *alone*. A *bad* ice auger.

To begin with, we make *everything* in our Drill Team, except the Jacobs Chuck. Nobody else, but *nobody*, who makes ice augers, or earth augers, makes their own engine, much less the other vital parts, like an automatic clutch and an extraordinary 35:1 gear reduction. They don't manufacture anything...they *assemble* it. Which means you have to pay the seller for the profits he paid out to engine makers, clutch makers, gear makers...and so on. You pay *us* one profit, and not a hell of a big one at that. Listen, if we sell a lot of these Teams, I'm gonna *raise* the price.

Actually, we make *three* Drill Teams, but the great value for you is Drill Team One. That's the Ice Auger, Earth Auger, and Jacobs Chuck for any kind of drill bit up to 1/2 inch. That's the one for \$250.

But if you need just an Ice Auger, the best one in the world, the one a government agency man told us was the best they'd ever seen, you can buy it for \$200.

If you want the Earth Auger and Chuck only, that will set you back \$225. Which means for only \$25 more, you could get the Ice Auger too. That's a steal. We're losing money on every Ice Auger bit, but the volume should be good. If you need *any* of these things, you ought to buy *all* of these things.

Drill Team One—\$250
Drill Team Two—\$225
Drill Team Three—\$200
 Earth Auger—8" Blade, 48" Long
 Jacobs Chuck—1/2" Jaws

SPECIFICATIONS

Engine...1.6 hp, 31 cc
 Auger bit...48 inches long, 8 inch diameter
 Replaceable Blades
 Dead Man Throttle, Blade Guards
 Gear Reduction...35:1
 Total weight...22.5 pounds
 RPM...7000
 Multi-attitude Carburetor
 Centrifugal Clutch
 Heavy Duty Ball Bearings, Cut Steel Gears

THE BUG SUCKERS

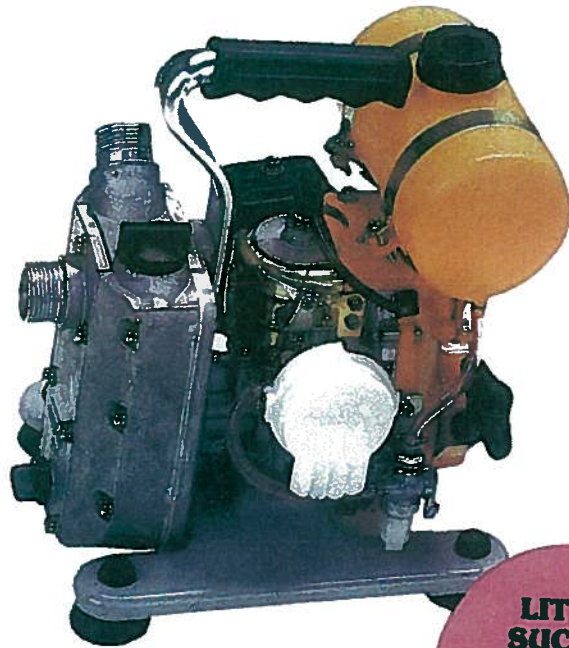
I made that name up. Had to. Water Bug was taken. See what I mean?

The Bug Suckers suck water. Lots of water. And their power source is built in...a gasoline engine. Because all too often when you need a pump the most there's no electricity available...at home or afloat. So when things are at their worst, our Bug Suckers are at their best. I know of no fire department that doesn't have gas powered pumps. And when boats are sinking, power gone, batteries dead, guess what the Coast Guard provides?...gas powered pumps. If that's what *they* need, that's what *you* need.

The Little Sucker will pump an astonishing 1900 gallons an hour and will do it for 100 minutes on 0.26 gallons of fuel. \$175.

The Big Sucker, for a few bucks more, will pump an unbelievable 4750 gallons an hour for 90 minutes on just 0.31 gallons of fuel...an extraordinary value at \$200.

There's not a hell of a lot more I can tell you that's not in the specifications. If you need a pump, you know it. And if you know pumps, you'll buy one of ours. *Despite* the name.



LITTLE
SUCKER

\$175

SPECIFICATIONS AQB 120 PUMP (Little Sucker)

PUMP:

Type...Self Priming
Max. Output Volume...120 L./Min. (1900 U.S. Gal./Hr.)
Max. Suction...7 M. (22.96 Ft.)
Max. Water Head...30 M. (98.4 Ft.)
Max. Self Priming Suction Head...5 M (16.4 Ft.)
Connection Diameter...1" N.P.T. (25.4 MM)
Power Transmission...Direct Drive

ENGINE:

Displacement...22 CC (1.34 Cu. In.)
Max. Output...1.1 HP/8,000 RPM
Fuel Tank Capacity...1.0 L. (0.26 U.S. Gal.) Holds sufficient fuel for 100 minutes running time.
Dimensions (L x W x H) MM...280 (11.0 In.) x 214 (8.4 In.) x 294 (11.6 In.)
Dry Weight KG...6 (13 Lb.)
Comes Standard with 1" Adjustable Nozzle, 3/4" coupling & Strainer.

SPECIFICATIONS AQB 380 PUMP (Big Sucker)

PUMP:

Type...Self Priming
Max. Output Volume...300 L./Min. (4750 U.S. Gal./Hr.)
Max. Suction...7 M. (22.96 Ft.)
Max. Water Head...40 M. (131.2 Ft.)
Max. Self Priming Suction Head...5 M. (16.4 Ft.)
Connection Diameter...1-1/2" N.P.T. (38 MM)
Power Transmission...Direct Drive

ENGINE:

Displacement...50 CC (3.05 Cu. In.)
Max. Output...2.3 HP/5,500 RPM
Fuel Tank Capacity...1.2L. (0.31 U.S. Gal.) Holds sufficient fuel for 90 minutes running time.
Dimensions (L x W x H) MM...392 (15.43 In.) x 316 (12.44 In.) x 388 (15.28 In.)
Dry Weight KG...9.5 (21 Lb.)
Comes Standard with 1" Coupling and Strainer.



BIG
SUCKER

\$200

AQUABUG INTERNATIONAL, INC.

100 Merrick Road, Rockville Centre, N.Y. 11570 (516) 536-8217

ORDER FORM

**Phone orders accepted on
MasterCard and Visa**

Enclosed please find:

- Check
- Money Order
- Teller's Check
- MasterCard # _____
Expires _____
- Visa # _____
Expires _____

To EXPEDITE delivery, send certified check, money order, teller's check. NEVER send cash through the mails.

N.Y. Residents add appropriate tax.

CANADIANS PLEASE REMIT IN U.S. FUNDS, AND ADD \$15 FOR POSTAGE, HANDLING, AND INSURANCE.

Please Rush Me:

- The BikeBug DeLuxe .. **\$185.00**
- SuperBug 300 **350.00**
- SuperBug 175 **275.00**
- AquaBug 120 **200.00**
- Generator AQB 300 **275.00**
- Generator AQB 250D .. **275.00**
- Generator AQB 600 **350.00**
- Little Sucker Pump **175.00**
- Big Sucker Pump **200.00**
- Drill Team One (*Everything*) **250.00**
- Drill Team Two (*Earth Auger and Jacobs Chuck*) **225.00**
- Drill Team Three (*Ice Auger only*) **200.00**

On all above items, please add \$12 for postage, handling and insurance.

For Drill Team One, please add \$18 for postage, handling and insurance.

Canadians add \$30 shipping for Drill Team One.

NAME _____

A _____

C _____

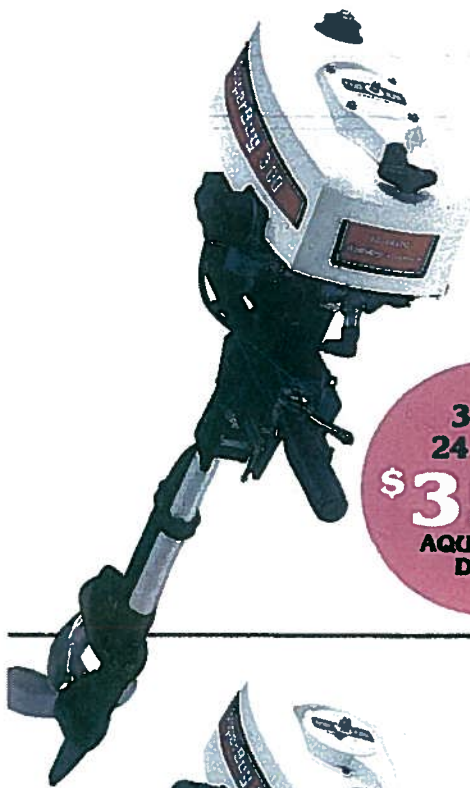
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ZIP _____

SPARE PARTS

- BikeBug Roller **12.50**
- AquaBug 120 prop **10.00**
- SuperBug 175 prop **12.50**
- SuperBug 300 prop **15.00**

On SPARE PARTS add \$1.50 each for Postage, Handling and Insurance.



**3 HP
24 LBS
\$350
AQUAMATIC
DRIVE**

SUPERBUG 300

The SuperBug 300 is a three horsepower engine that's as fast or *faster* than fours...and a heck of a lot slower too. With AquaMatic Drive, it's perfect for a sailboat...or any other boat that generally needs an engine of this power. Dollar for dollar, it's the best buy in small outboards.

SPECIFICATIONS

Length—37 inches
Width—10 inches
Height—13½ inches
Transom to cavitation plate height—17 inches
Engine—2-cycle, forced air cooled, 1 cylinder
Displacement—50cc
Bore and Stroke—41x38mm

Maximum power—3 hp at 7000 RPM
Compression—6.0:1
Starting—Rewind Starter
Spark Plug—Champ, RCJ 8 or NGK BMR 6A
Fuel Mixture—50 parts regular gas, 1 part outboard motor oil.

Gear Reduction—13:30 (1:2.3)
Propeller—3 blades: 7.2 In. by 5.39 In.
Clutch—Centrifugal, dual mechanism
Reverse—Swivel
Tank Capacity—Integral, 1.3 litres

(OMC's 4 will sell for about \$725!)



**1.75 HP
19 LBS
\$275
AQUAMATIC
DRIVE**

SUPERBUG 175

The SuperBug 175 is a new 1.75 hp engine that's both faster and slower than two horsepower engines. And a lot lighter and a lot less expensive too. There's nothing that can touch it for speed, trolling, maneuverability, or price. For dinghys, canoes, and smaller sailboats, it can't be matched.

SPECIFICATIONS

Length—35½ inches
Width—9 inches
Height—12 inches
Transom to cavitation plate height—17 inches
Engine—2-cycle, forced air cooled, 1 cylinder
Displacement—30.5 cc
Bore and Stroke—36x30mm

Maximum power—1.75 hp at 8000 RPM
Compression—6.5:1
Starting—Rewind Starter
Spark Plug—Champ. RCJ 8 or NGK BMR 6A
Fuel Mixture—50 parts regular gas, 1 part outboard motor oil.

Gear Reduction—13:30 (1:2.3)
Propeller—6.85 In. by 4.09 In. 3 Blade
Clutch—Centrifugal, dual mechanism
Reverse—Swivel
Tank Capacity—Integral, 0.8 litre.

(OMC's shiftless 2 will sell for about \$465!)



**1.2 HP
13 LBS
\$200
STANDARD
DRIVE**

AQUABUG 120

The AquaBug 120 is the ultralight outboard that started it all. It's *still* the least expensive outboard you can buy, bar none. And it's still the best basic outboard ever built. Not everybody needs AquaMatic Drive; and if you don't, here's the motor to buy. There are motors not *nearly* so good that cost about \$100 more.

SPECIFICATIONS

Length—32.5 Inches
Width—7.5 inches
Height—10 inches
Transom to cavitation plate height—17 inches
Engine—2-cycle, forced air cooled, 1 cylinder
Displacement—22 cc

Bore and Stroke—30x30
Maximum power—1.2 hp at 7500 RPM
Compression—7.2:1
Starting—Rewind Starter
Spark Plug—Champion CJ8

Fuel Mixture—50 parts regular gas to 1 part outboard motor oil
Gear Reduction—1:2
Propeller—2 blade, 6 in. by 2.9 in.
Tank capacity—Integral, 0.18 U.S. Ga.

(A similar motor wholesales for about \$240!)