

completely new for '56

WEST BEND
Outboard Motors

NEW STYLING • NEW POWER • NEW PERFORMANCE

Surging Power

waiting for your touch!

YOU'RE MASTER OF THE WATERWAYS WHEN YOU TAKE COMMAND OF A SLEEK DYNAMIC WEST BEND OUTBOARD



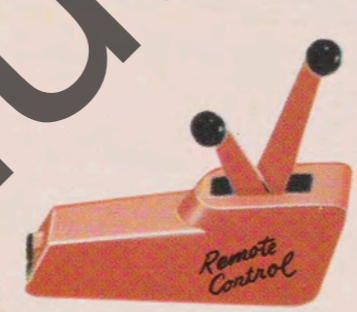
25 h.p.*



NEW! PUSH-BUTTON POWER STARTING
Starting this powerful 25 is real pleasure! New push-button electric starting spins it to life . . . instantly. Lets you do everything from the helm of your boat. Choke and starter buttons integral with remote controls offer you the ease and convenience of an expensive cruiser.



12 h.p.*



NEW! REMOTE CONTROL PERMITS FINGER-TIP OPERATION
Have gear shift and throttle control right at your finger tips—and anywhere you want them in your boat. Easy to install—on or off in seconds. Mechanism, cables and fittings resist salt water corrosion. Adaptable for dual controls for twin motor installation.



7 1/2 h.p.*

Quiet—

Silence is golden . . . especially to today's outboard enthusiasts . . . and these new West Bend outboard motors are truly quiet. Newly developed sonic-silencers on carburetor and exhaust reduce motor noise to a minimum. Floating power mounting absorbs vibration and reduces its transmission to boat surfaces and steering handle. Fiberglass engine cover insulates motor hum by eliminating resonance of flat metallic surfaces.

Here's flashing action with all the controlled fury of a sports car—just waiting for a touch to send it surging ahead of the pack. For this is real power for cruiser-class boats and family loads, offering the utmost in handling ease, flashing speed or "snail pace" trolling, and "on a dime" maneuverability. "Floating power" mounting absorbs motor vibrations—prevents them from reaching the hull. Acoustical silencers on carburetor and exhaust reduce noise to a minimum. 6-gallon remote fuel tank is standard equipment. Electric starting is optional.

Here's low, crisp styling in an ultra-modern marine engine. The new "12" offers you lightweight handling ease plus trigger-quick power to put your boat into its most efficient planing level in seconds . . . power to clip off travel time and get you to your favorite fishing haunts quickly . . . power enough to make getting there half the fun. Engineered with "Swiss watch" perfection to efficiently troll without a falter and perform dependably under any condition. You get unparalleled pleasure for light cruisers, family runabouts and commercial craft. Remote fuel tank (standard equipment) provides extra hours of carefree outboarding. Cruiser-type remote controls are optional.

Tops for small craft performance . . . and it's no wonder it rates number one with the nation's sportsmen. Versatile, vibration free, and packed with plenty of power and speed, it quickly planes popular size, well-designed boats with average loads. Will troll all day without a falter. Remote fuel tank (standard equipment) adds hours of fishing fun without refueling. Readily adaptable for remote controls.



WATERWAY THRILL A MINUTE
Water skiing becomes high adventure when you're skimming along at wind-whistling speeds behind the mighty power of a West Bend "super-charged" 25 h.p. outboard motor.

TWIN MOTOR INSTALLATION
Nothing can beat a twin motor installation for thrilling-fast getaways, brute hauling power, and big water-going security. West Bend 25, 12, 7 1/2 and 5 1/2 are adaptable for dual controls for twin motor installation.



<p>Remote Fuel Tanks "Fuel-caddy" remote fuel system is part of the motor when you buy a West Bend outboard (with exception of 2 h.p. model). 12 foot fuel line snaps on or off in seconds. No spilling, no leaking. Accurate fuel gauge is easy to read. 6-gallon tank furnished with 25 and 12; 4 1/2 gallon tank with 7 1/2 and 5 1/2. * TRADEMARK</p>	<p>Shifting Ease Forward, neutral, and reverse gears, conveniently located on front panel, give you more maneuverability than ever before. Handle grip control indicates operating position at a glance.</p>
<p>Starting Ease A West Bend innovation—low position rewind starter prevents tipping up, no need to brace motor. Other hand is free to control speed.</p>	<p>Compact Excess bulk is eliminated to make West Bend motors light and easy to handle. Folding handle permits easy "stowing."</p>
<p>Servicing Ease Just a twist of the single rear fastener releases the fiberglass hood. No fasteners to drop in water.</p>	



* OBC RATED HORSEPOWER @ 4000 R.P.M.

CONVENIENT, COLORFUL DASHBOARD CONTROL

There never has been a more compact, beautiful or practical control panel. Forward, neutral, and reverse gear shift is located so that direction, speed, and gear can be controlled with ease. Permits complete control of boat at all times. Hinged access door for carburetor adjustment.

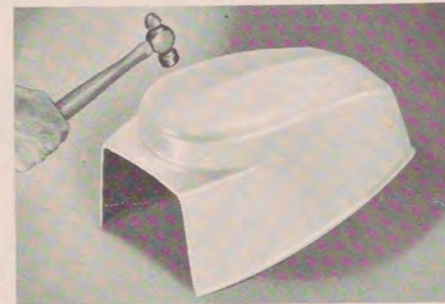


ONE-HAND STARTING

Exclusive low-level rewind starter ends annoyance of motor tilting — requires less pull to start. No need to brace the motor — other hand is free to control speed with twist grip while starting.

NEW TWIST GRIP SPEED CONTROL

Speed control where you need it . . . in the handle. Control has variable ratio for high and low speeds. At low speeds twist grip alters speeds slowly, while at high speeds its response is lightning fast.



NEW FIBERGLAS HOOD

Tough as an elephant's hide . . . but light as a feather! Fibreglas hood resists dents and scratches. Has 2½ times the impact strength of steel. 33-1/3% lighter than aluminum. Muffles motor hum.

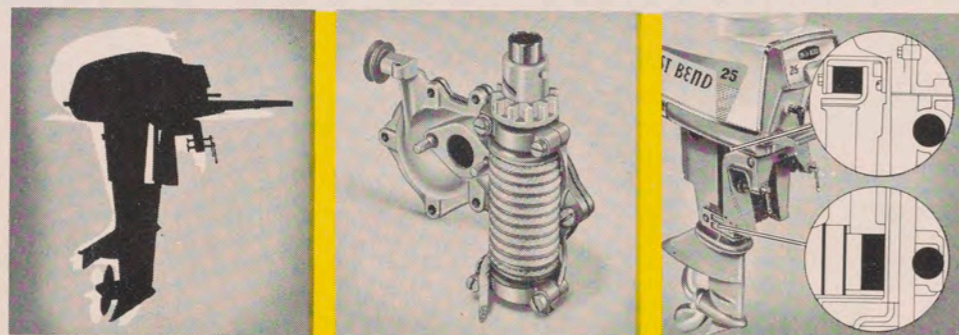
Warranty
ONE FULL YEAR

You buy West Bend outboard motors with complete confidence, for each West Bend model carries with it a full year's warranty from date of purchase against any defects in material or workmanship. No other outboard manufacturer in the world stands more solidly behind his product.

engineered to be

Years Ahead for the Miles Ahead

West Bend's Advanced-Design Features Open New Horizons To Outboating Pleasure



- A. COMPACT** — every ounce of excess bulk has been eliminated. Low, sweat-back styling makes the West Bend 12 trimmer than ordinary 5 h.p. models.
- B. NEW LOW-PULL STARTER** — West Bend exclusive low-level rewind starter prevents motor from tilting up when starting motor. Permits one-hand starts — no need to brace motor. Nylon starter cord.
- C. FLOATING POWER MOUNT** — absorbs motor vibration, prevents transmission to hull and steering handle. Lively neoprene is oil resistant — can't rot or harden.

WEST BEND MODEL ENGINE SPECIFICATIONS

OBC Rated H.P. @ 4000 R.P.M.

	25 H.P.	12 H.P.	7.5 H.P.	5.5 H.P.	2 H.P.
No. of cylinders	2	2	2	2	1
Piston displacement	37.71 cu. in.	17.72 cu. in.	11.97 cu. in.	10.60 cu. in.	3.76 cu. in.
Type of engine cooling	Water Pump				
Net weight	118 lbs.	60 lbs.	54 lbs.	54 lbs.	29 lbs.
Approximate speed range	3 to over 30 M.P.H.	1½ to 25 M.P.H.	1 to 20 M.P.H.	1 to 15 M.P.H.	½ to 7 M.P.H.
Fuel tank capacity	6 Gallons	6 Gallons	4½ Gallons	4½ Gallons	7 Pints
Average running time at full speed	1½ Hours	3 Hours	3¼ Hours	4¼ Hours	2 Hours
Starting method	Automatic Rewind Starter				
Reverse operation	Gear Shift				
Neutral operation	Yes	Yes	Yes	Yes	No
Speed control, synchronized	Twist-Grip				
Cushion power mounting	Yes	Yes	Yes	Yes	Lever Type
Long leg model for cruisers*	Yes	Yes	No	No	No
Adaptable for remote controls	Yes	Yes	Yes	Yes	No
Adaptable for electric starting	Yes	No	No	No	No

* Standard Transom Height. 15 Inches, Special Legs 5 Inches Longer, For 20 Inch Transoms, Available at Extra Cost.



5 1/2 h.p.*

Here's sound-less motoring that will give new depth to your boating pleasure. Speeds from inch-along trolling to 15 m.p.h. Full reverse gear gives you complete maneuverability in and out of tight spots. No need to worry about shallows either, for the slip clutch propeller lets you go wherever there's water enough to float. Easy to transport and carry. Twist grip control. 4½-gallon remote fuel tank is standard equipment. Adaptable for remote controls.

2 Favorites
UNSURPASSED FOR STYLING,
PERFORMANCE AND DEPENDABILITY



2 h.p.*

Smart choice among people who want auxiliary power on sailboats, or for use by budding young fishermen, or as the family's second motor. Ideal for fishing the shallows because it has no water pump. While not built for power, it delivers speeds up to 7 m.p.h. Trolls down to a "whisper." Compact, light 29 lbs. packs away easily in luggage compartment. Stainless steel underwater fasteners. Full 360° pivot-reverse. Economical to operate, runs 2 hours on one tankful of fuel.

