

Kiekhaefer

MERCURY

for 1956

Antique Boat Museum

the Mark of Leadership

most POWERFUL name in outboards

most COLORFUL name in outboards

"Mr. Mercury"

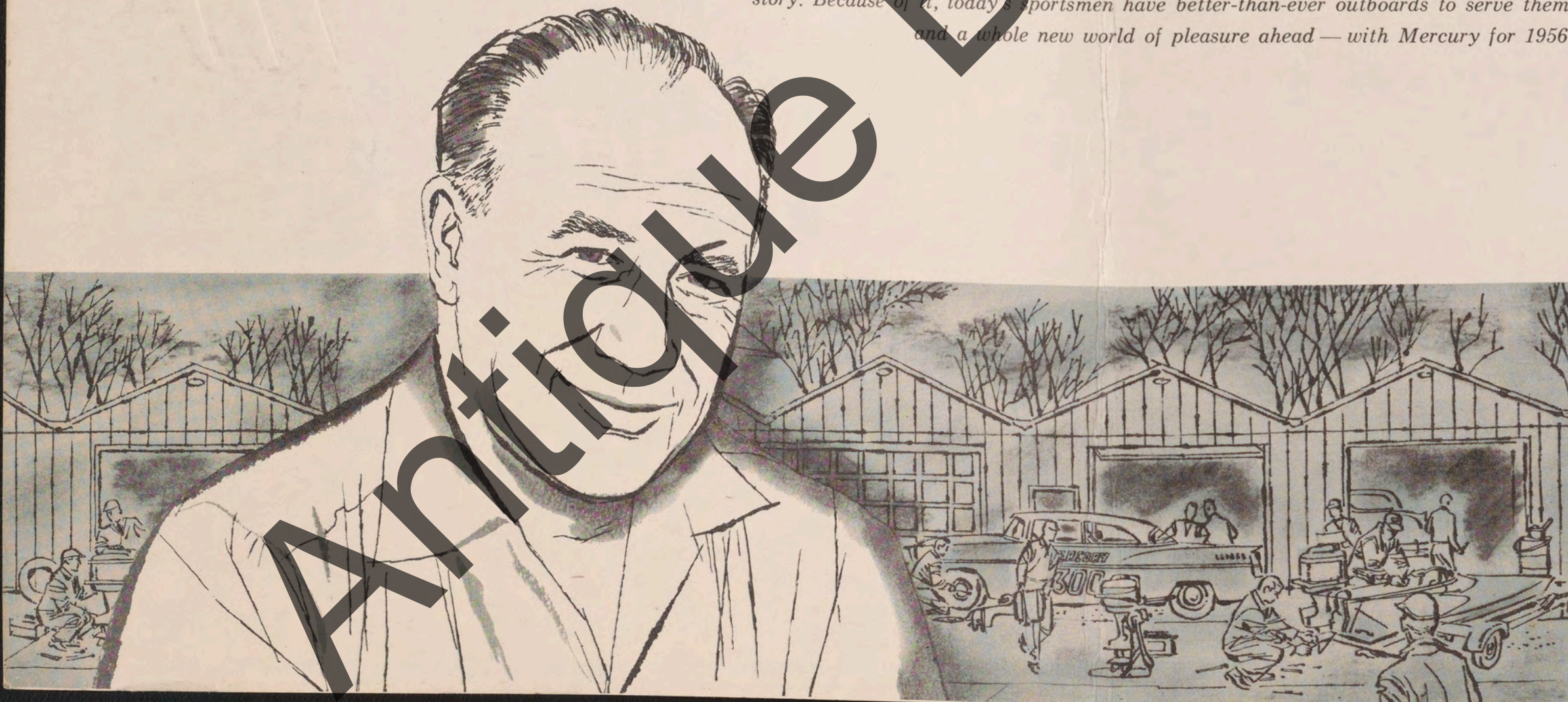
If there's one single factor that sets Mercury outboards head and shoulders above all others, it's the advanced Kiekhaefer engineering and design encompassing the smallest detail of every motor.

Because E. C. Kiekhaefer envisioned the bright future of outboarding, because of his firm resolve that American sportsmen deserved a better motor than any then available, and because his engineering training and experience enabled him to translate resolve into fact, Mercury outboards were born in 1939 — and promptly gave established, outworn traditions such a mauling that the industry was never quite the same thereafter!

For here were outboards with steel-muscled power that swept them ahead of the pack... with whiplash get-up-and-go, untiring drive, thorobred smoothness — and the quiet operation that results when a motor is designed right, built right, assembled by craftsmen.

Because E. C. Kiekhaefer recognized that only the unyielding test of competition proved a motor's worth, he enthusiastically supported stock outboard competition on the nation's waterways — with the result that Mercury shattered old records, set new ones, and then proceeded to break those, too! Out of the fierce heat of competition have come still more engineering advances to extend Mercury's lead over all comers in 1956.

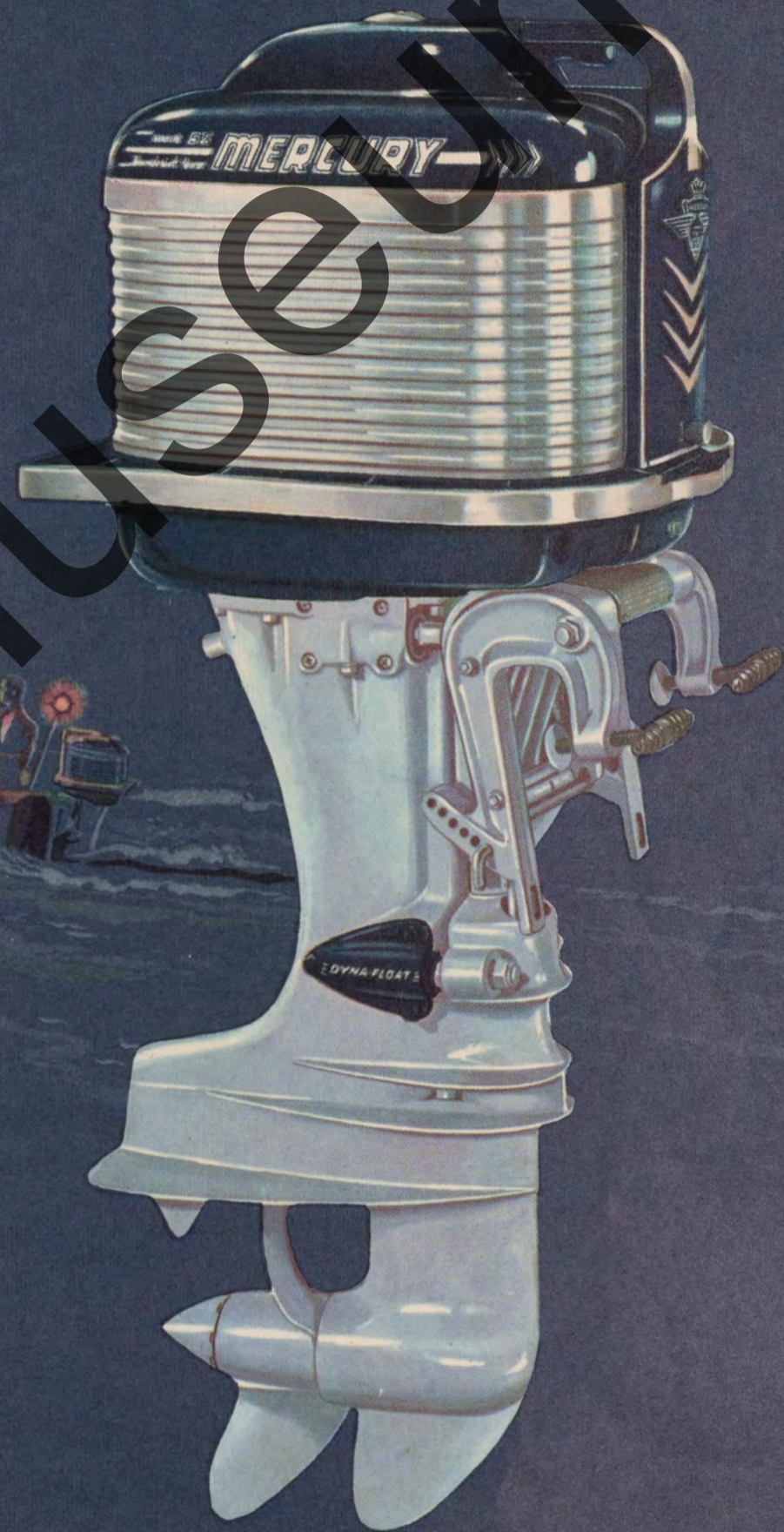
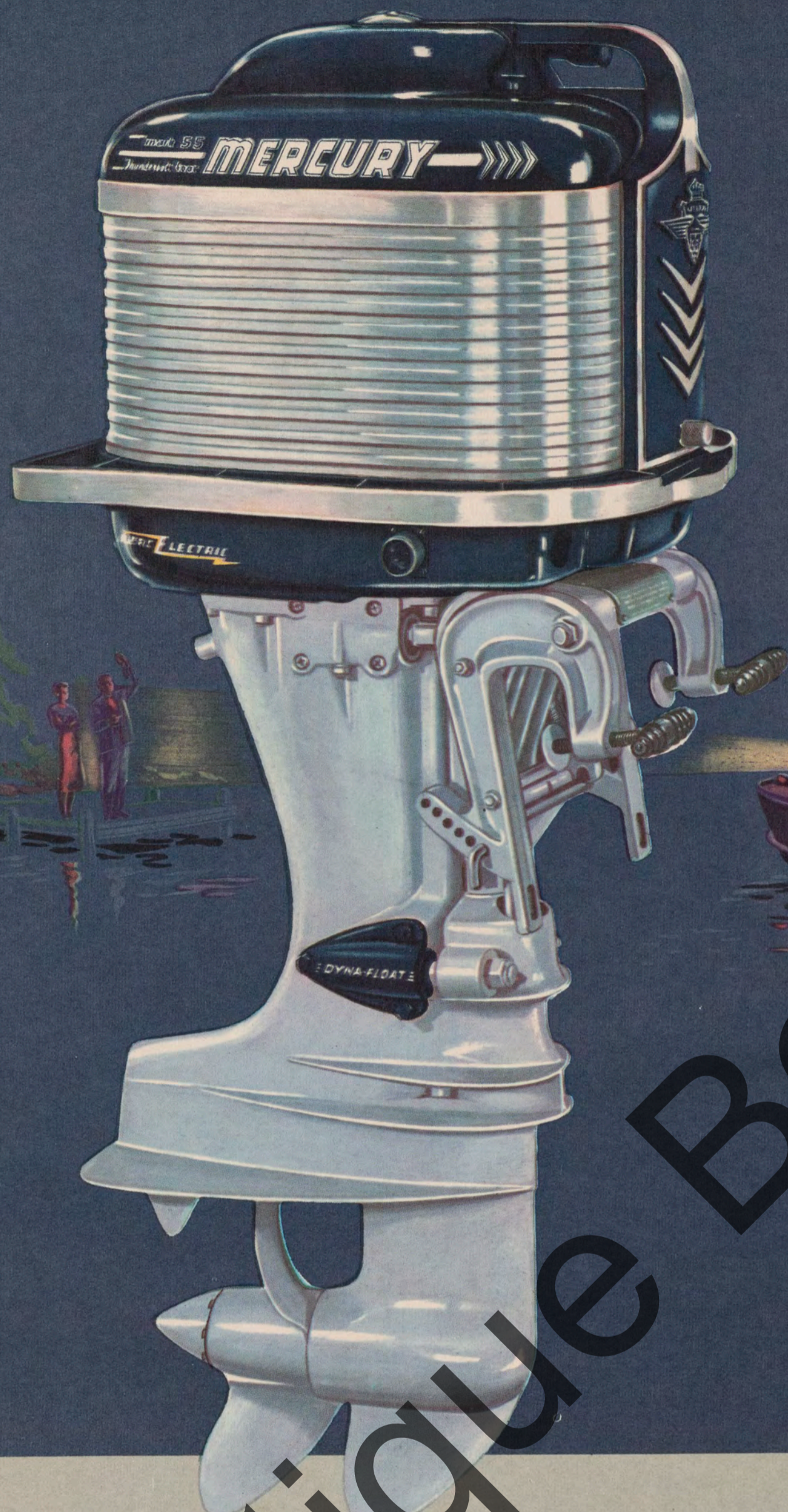
A man — a dream — a will to win! They're part and parcel of the Mercury story. Because of it, today's sportsmen have better-than-ever outboards to serve them, and a whole new world of pleasure ahead — with Mercury for 1956!



*most powerful,
most colorful,
...most beautiful!*

Mercury Outboards for 1956 are first in their field to earn the coveted Fashion Academy Gold Medal Award for smart design and modern styling.

Ruler of Speed and Spray



MARLIN BLUE

GULF BLUE

Mark 55E 40 horsepower, 4 cylinder in line, alternate firing Thunderbolt engine *Mark 55*

Here's the outboard industry's highest standard of power, performance, speed and stamina... the breath-taking Mark 55! Like a tiger harnessed to your bidding, the world's most powerful production outboard takes family boats, water-skiing, runabouts and outboard cruisers in stride, with an exuberance born of Kiekhaefer-engineered Full Jeweled Power... with the smooth overlapping power flow of an automotive eight... with dependable performance that spells miles of carefree luxury travel.

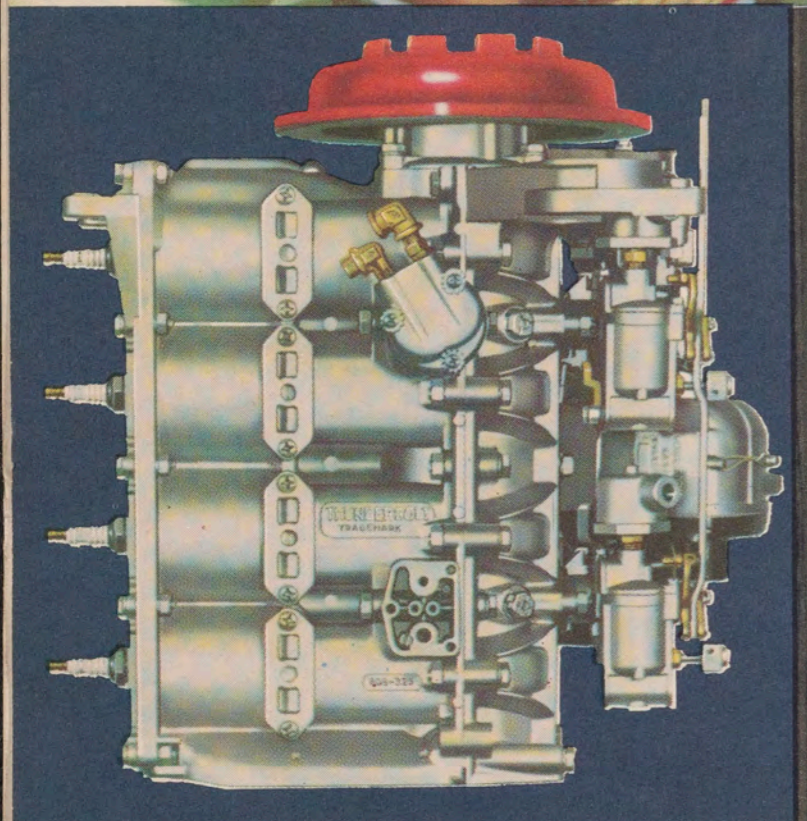
Complete engine silencing and Dyna-Float Suspension give you Mark 55 power combined with quietness... with no loss of performance or control. The magnificent Mark 55E offers 33 1/3% more power than the average 30 h.p. outboard, at the same weight... with the famous MercElectric starter and generator that take all the effort out of outboarding, leave all the pleasure and enjoyment in. No wonder the Mark 55 has earned the title "Master of the Waterways"!

THERE'S MORE IN A FOUR!

most

C O L O R F U L

name in outboards



Mark 55

sleek...slim...

POWERFUL

perfection!



A look at the Mark 55's advanced engineering from cowl to propeller will tell you, better than words, why it takes a Mercury to match a Mercury! Inside and out, the Mark 55 is a miracle in metal, precision-built to give you command performance from the word *Go!* Its 40 surging horsepower respond instantly to the touch of your hand — with ignition lock, push-button choke, throttle and shift mounted together for utmost ease of operation. Use your lights, radio, horn and other accessories when you like, as much as you like without fear of battery drain. Your MercElectric AC generator keeps your battery charged automatically. The Mark 55E provides fun time *all* the time — day or night!

ALL-RANGE PERFORMANCE

For runabouts, family boats, outboard cruisers. The Mark 55 often does the work of *two* 25 h.p. outboards — with far less fuel consumption and far lower initial cost.

SMOOTH POWER FLOW—THERE'S MORE IN A FOUR!

The Mark 55's 4-in-line construction, with its die-cast aluminum cylinder block and crankcase, offers smoothness no oversize twin can possibly match. There's a power impulse every 90° of crankshaft rotation, with greater quietness and ruggedness to boot. So why settle for an obsolete twin when you can enjoy the superior performance of a four *now!*

EFFORTLESS ELECTRIC STARTING

Just turn the key — the Mark 55E starts! It's easy as that with the MercElectric 12-volt starter and generator system. The AC generator with full wave rectifier keeps battery fully charged automatically. Full time power for lights, horn, radio, instruments and other accessories.

VIBRATION-FREE BOATING

Mercury's Dyna-Float Suspension floats the engine on rubber, mounted in shear, to keep vibration away from your boat without sacrificing performance or control.

OUTBOARDING MILESTONE

At every turning point in the Mark 55, you'll find anti-friction ball and roller bearings — for greater engine efficiency at all speeds. That's Full Jeweled Power — one of the great milestones in outboard design, and a Mercury exclusive!

MOST COLORFUL NAME IN OUTBOARDS!

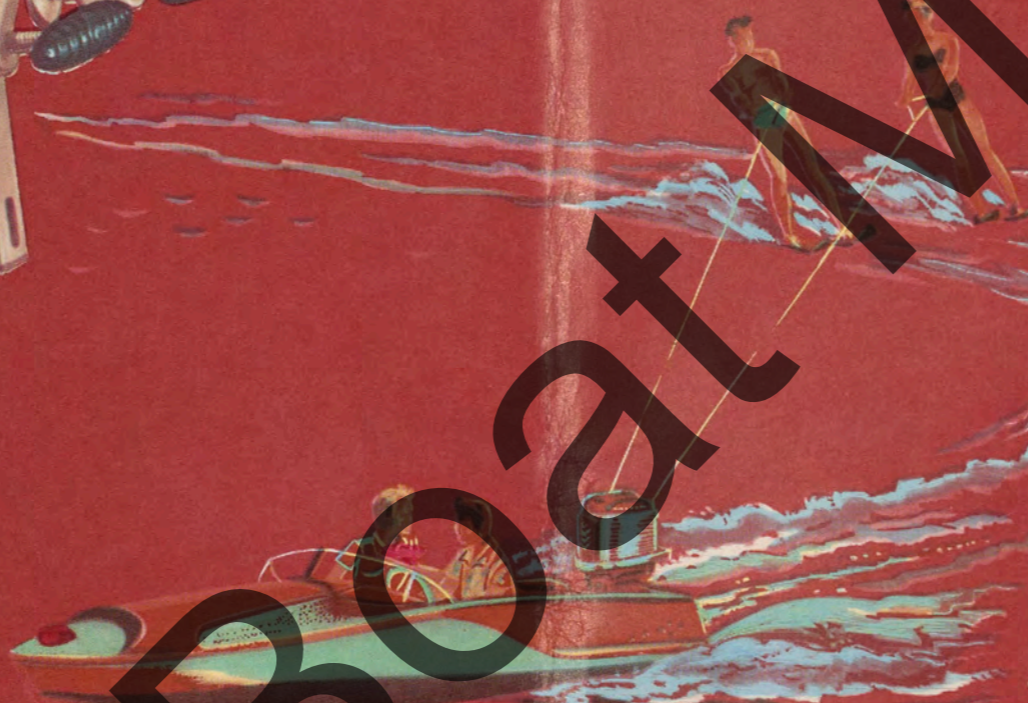
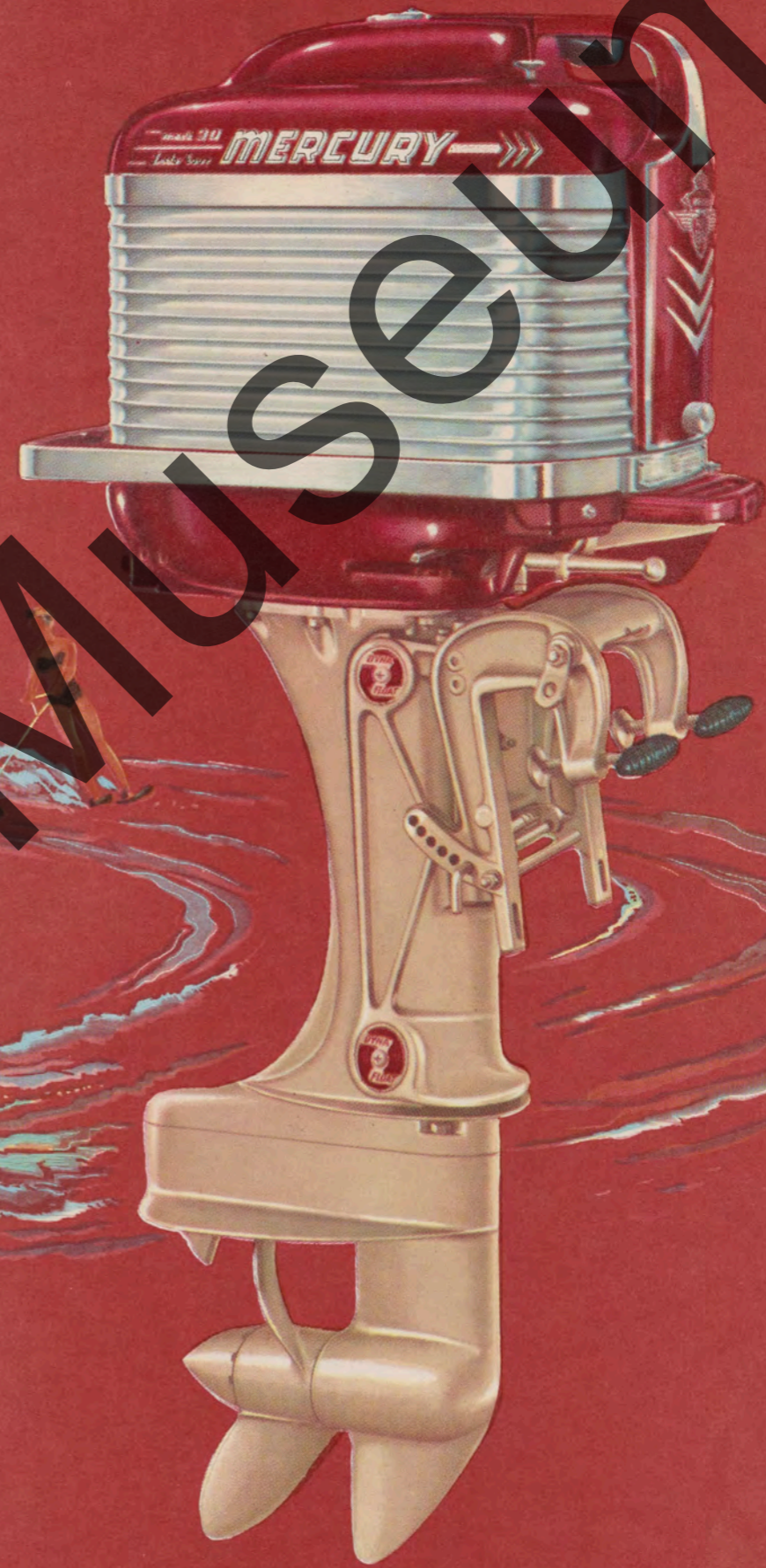
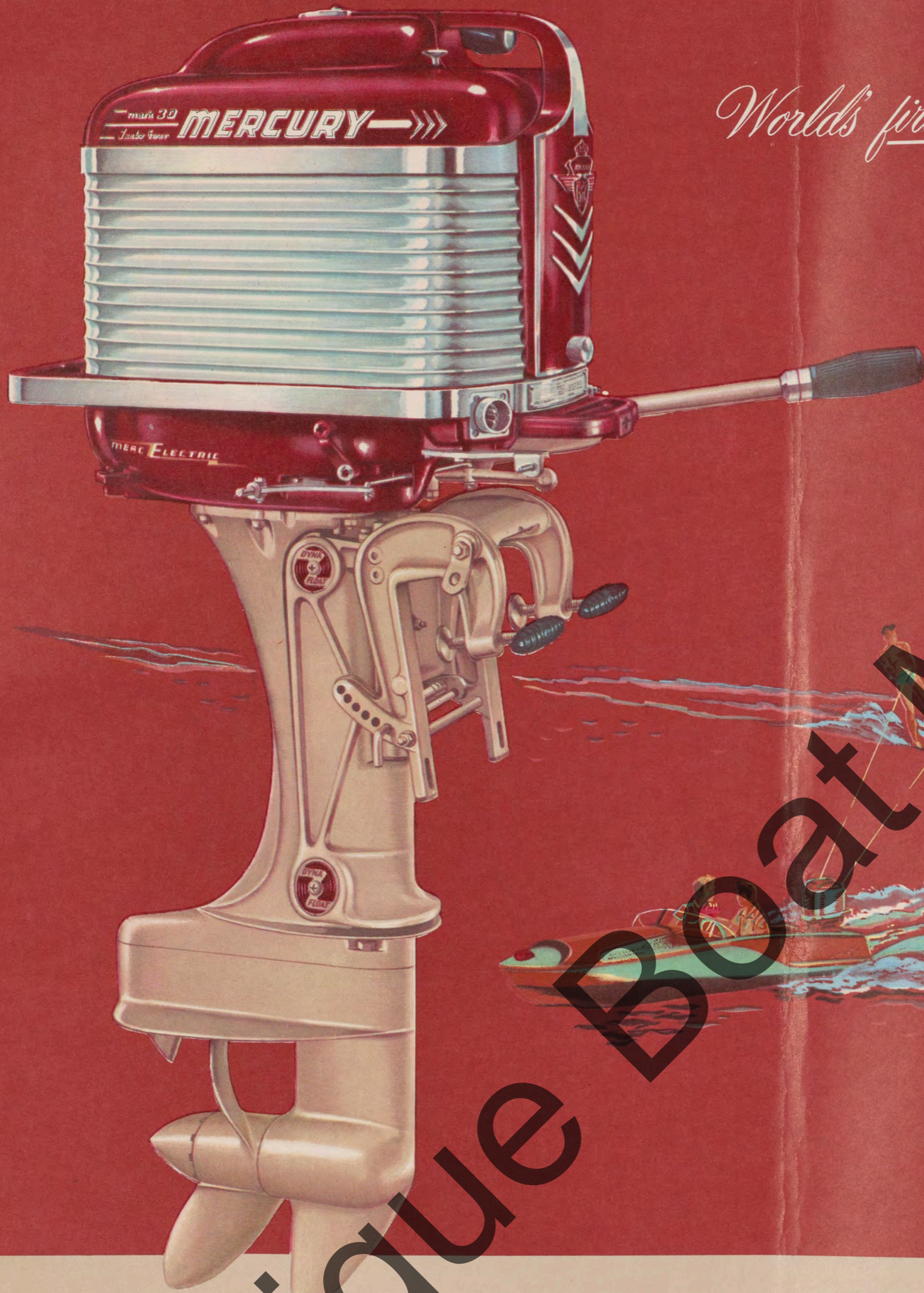
Mercury for 1956 brings you *four* dazzling two-tone Merchromatic color combinations: Quicksilver Green and Tan, Sunset Orange and Tan, Marlin Blue and Gulf Blue; and Sarasota Blue and Sand.

Specifications — Mark 55 and Mark 55E

Horsepower: 40 @ 5400 RPM • *Approx. Weight:* 111 lbs. (Mark 55); 120 lbs. (Mark 55E) • *Cylinders:* 4 in line, alternate firing • *Bore and Stroke:* 2-7/16" x 2-1/8" • *Piston Displacement:* 39.6 cu. in. • *Magneto:* Dirigibly mounted aircraft type, quick demountable • *Carburetors:* Dual Tillotsons with dual fuel filters • *Fuel Capacity:* Remote Fuel Tank, 6 gal. • *Propeller Protection:* Flo-Torq Drive Safety Clutch • *Starting:* Automatic rewind (Mark 55); 12-volt MercElectric starter and generator plus automatic rewind (Mark 55E) • *Drop Forged Alloy Steel Crankshaft with Integral Counterweights* • *Drop Forged Alloy Steel Connecting Rods* • *Full Feathered Safety Steering* • *Multiple Disc Co-Pilot* • *Variable Volume Water Pump* • *Waterproof Magneto and Spark Plugs* • *Vari-Timed Valves* • *Uni-Cast One Piece Gear Housing* • *Cowl-Around Carrying Handle, Safety Tilt Handle* • *Integrated Remote Controls, Optional Tiller Handle* • *Drop Forged Aluminum Clamp Brackets* • *Forward, Neutral and Reverse* • *Estimated Boat Speed:* Slowest troll to 42 MPH.

Horsepower determined in accordance with the requirements of the Society of Automotive Engineers Gasoline Engine Test Code.

World's first 30 h.p. alternate firing four



SUNSET ORANGE
TAN

Mark 30E

30 horsepower alternate firing Turbo Four

Mark 30

Power, smoothness, flexibility, quietness . . . they're overpoweringly evident the moment you take command of the new Mercury Mark 30, peerless outboard in its class.

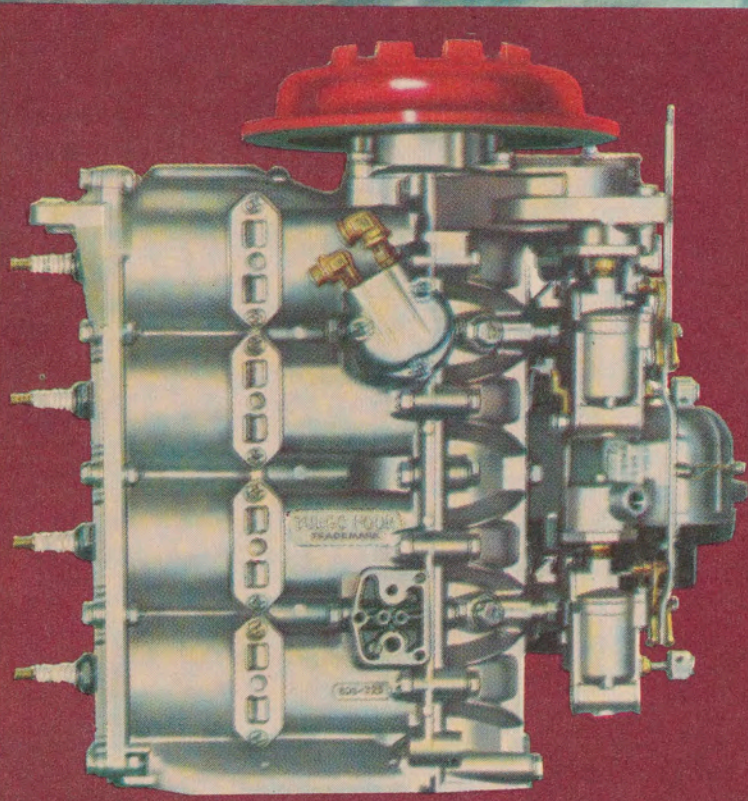
Power for cruising and skiing, speed for a thrill-packed pleasure ride, smoothness no oversize twin can possibly match — because it's a *four in line!* For all its acceleration, the Mark 30 throttles back to an easy troll that barely ruffles a lake. Its Full Jeweled

Power sings sweetly and quietly as a fine fishing reel at every speed and Dyna-Float Suspension keeps all vibration from your boat.

Truly a sportsman's dream come true, the new Mark 30 offers a power-to-weight ratio you'd expect to find only in aircraft engines, in addition to an unmatched array of "years ahead" engineering features by Kiekhaefer for unmatched outboard enjoyment.

THERE'S MORE IN A FOUR!

most **C O L O R F U L** name in outboards



Mark 30
designed with a
DIFFERENCE



From the very beginning, Mercury motors have been designed with a *difference*... with engineering and styling features often imitated — but never with Mercury's special touch. The Mark 30 is no exception. From its brilliant two-tone Merchromatic color combinations to its gleaming precision-machined parts, the Mark 30's compact 110 pounds have the look of leadership... with the performance that assures it!

FLEXIBILITY

Use the Mark 30 on outboard cruisers, runabouts, family boats. Take it water-skiing or fishing. This engine is at home everywhere.

DIE-CAST ALUMINUM CYLINDER BLOCK AND CRANKCASE

Heart of the Mark 30's Alternate Firing Turbo Four engine, the die-cast aluminum cylinder block and crankcase is a notable example of precision casting contributing to the Mark 30's high-compression performance, strength and durability.

TURN-THE-KEY STARTING

An end to manual starting labor — and to fussing with batteries — the Mark 30E's MercElectric starter and generator provides all season starts at the turn of a key. Your battery is kept charged automatically so you can operate lights, radio and other accessories as often as you like, as much as you like.

DYNA-FLOAT SUSPENSION

Unlike the ordinary rubber bushing or steel spring mountings on some outboards, the Mark 30's Dyna-Float Suspension floats the engine on rubber, mounted in shear, to keep vibration from your boat without sacrificing control at any speed. The same type mounts are used to isolate vibration of powerful aircraft engines.

QUIET OPERATION

A mere murmur of sound is all you hear when the Mark 30 goes into action! Kiekhaefer engineering provides *complete* engine silencing without power-restricting carburetor intake or exhaust silencers, and without loss of performance.

FULL JEWELLED POWER

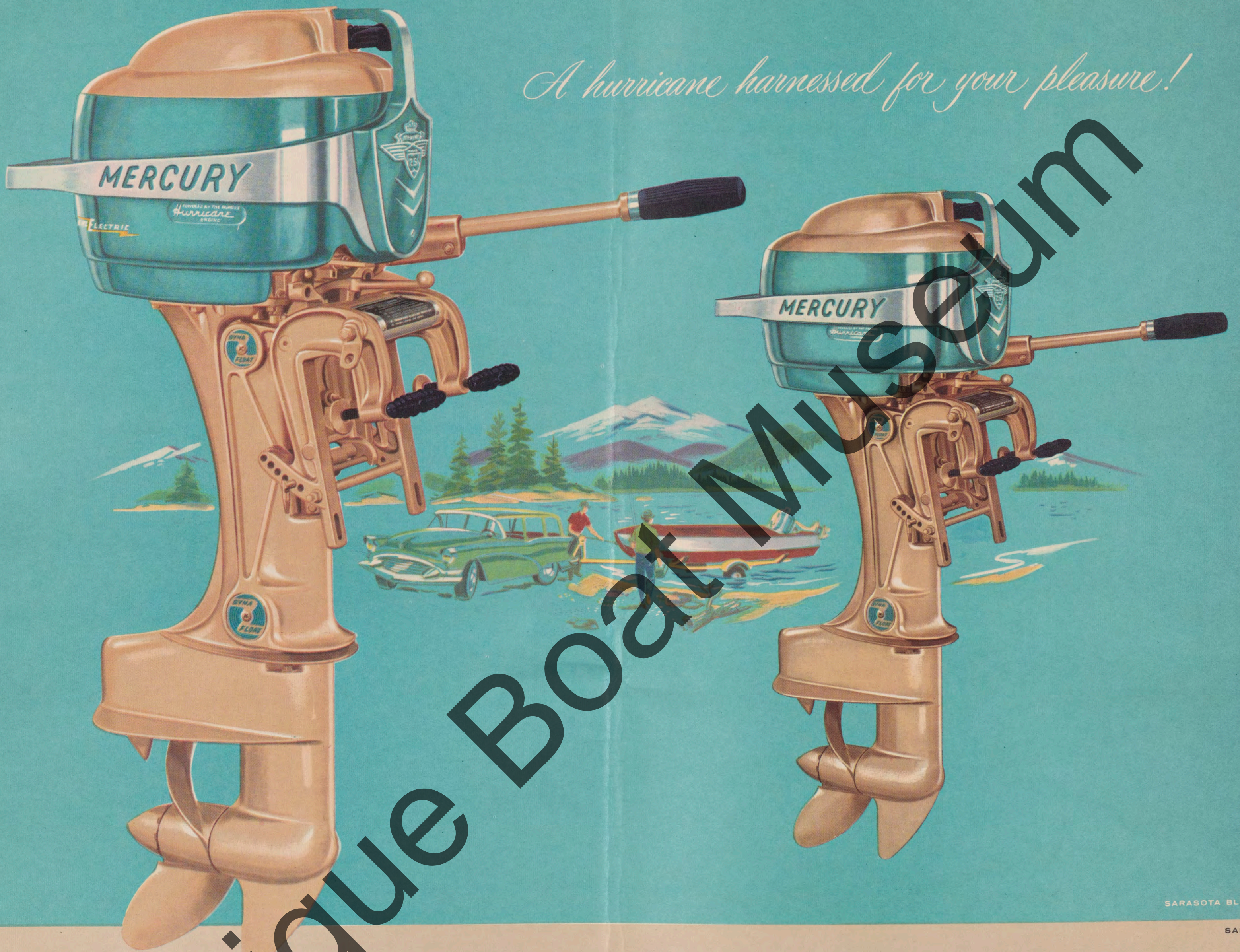
Ball and roller bearings at all rotating parts mean engineering magic at work in the Mark 30 — for easy starting, fast acceleration, smooth power flow and long engine life. A Mercury first — and still a Mercury exclusive — Full Jeweled Power means more efficient performance, less power loss through friction, more power delivered to the propeller.

Specifications — Mark 30 and Mark 30E

Horsepower: 30 @ 5400 RPM • Approx. Weight: 110 lbs. (Mark 30); 118 lbs. (Mark 30E) • Cylinders: 4 in line, alternate firing • Bore and Stroke: 2-7/64" x 2-1/8" • Piston Displacement: 29.7 cu. in. • Magneto: Dirigibly mounted aircraft type • Carburetors: Dual Tillotsons • Fuel Capacity: Remote fuel tank, 6 gal. • Propeller Protection: Flo-Torq Drive Safety Clutch • Starting: Automatic rewind (Mark 30); 12-volt electric starter and generator plus automatic rewind (Mark 30E) • Drop Forged Alloy Steel Crankshaft with Integral Counterweights • Drop Forged Alloy Steel Connecting Rods • Full Feathered Safety Steering • Multiple Disc Co-Pilot • Variable Volume Water Pump • Waterproof Magneto and Spark Plugs • Vari-Timed Valves • Uni-Cast One Piece Gear Housing • Safety Tilt Handle • Integrated Remote Controls • Drop Forged Aluminum Clamp Brackets • Forward, Neutral and Reverse • Estimated Boat Speed: Slowest troll to 36 MPH.

Horsepower determined in accordance with the requirements of the Society of Automotive Engineers Gasoline Engine Test Code.

A hurricane harnessed for your pleasure!



SARASOTA BLUE

SAND

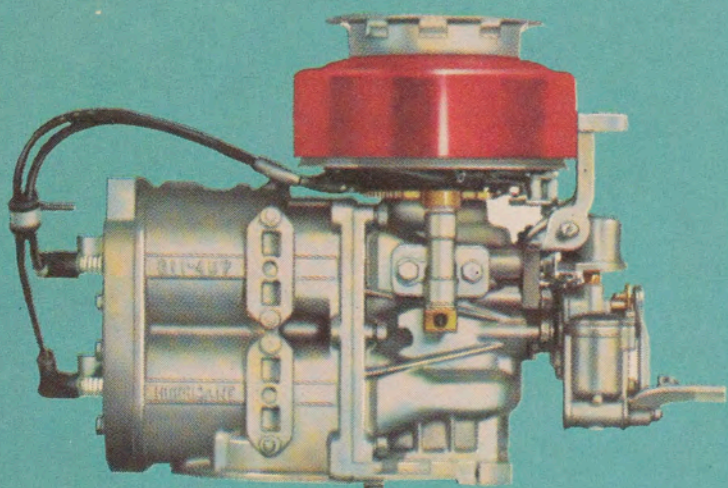
Mark 25E 20 h.p. alternate firing Hurricane engine, forward, neutral and reverse *Mark 25*

This slim, trim fusion of fun and firepower is outboarding's finest in the 20 cu. in. class — the fast-stepping Mark 25! There's the unmistakable stamp of superiority in its clean-cut, compact styling... the sound of purpose in its well-bred power that never speaks above a murmur... the feeling of mastery in the Mark 25's enthusiastic approach to any water, anywhere.

It's the world's lightest, most compact outboard with electric starting, too! The same reliable starter used on the Mark 55E and Mark 30E provides greatest spinning power with least weight... all the fun of outboarding *without* the effort! Power, quietness, smoothness, reliability... they all add up to the Mark 25 — the motor that's built to outperform, outlast and outrun anything in its class!

"MORE POWER...NEW STYLING"

most **C O L O R F U L** name in outboards



Mark 25

Man, this is

LIVING!



Once you look it over, you'll never be satisfied with *less* . . . and no motor in its class offers *more* for your outboarding enjoyment than the Mark 25! Take control of this smooth-humming style and performance leader, and advanced Kiekhaefer engineering makes itself felt from the moment that husky 20 h.p. spins to life — in the easy start, the swift acceleration, the slow, even troll, the breeze-busting wide-open speed — the mile-after-mile dependability that takes you out and brings you back safely, surely!

TRY THIS ON YOUR TRANSOM!

For light outboard cruisers, water skiing, fishing, family runabouts . . . from a turtle troll to a hair-straightening thrill ride, no other outboard in its horsepower class can touch the Mark 25.

DYNA-FLOAT ENGINE SUSPENSION

Unlike rubber bushings working on the compression principle — which tend to sacrifice control of the engine at certain speeds — the Mark 25's Dyna-Float Suspension uses vibration-dampening rubber shear mounts. They're the same mounts used in airplanes to protect airframes from engine vibration and absorb noise.

THE "LIGHT TOUCH" FOR STARTING!

The same dependable electric starter used on the famous Mark 55E and Mark 30E motors is available on the Mark 25E . . . with a specially designed remote control accessory containing built-in starter and choke buttons. Automatic rewind manual starter included for added convenience and safety.

"HI-REV" MICRO-MOUNTED CONNECTING RODS!

An exclusive feature of all Mercury motors, chrome nickel-moly steel connecting rods are heat treated, hardened and tempered, precision ground to close tolerances and doweled into position with ground bolts . . . another example of Kiekhaefer craftsmanship that delivers greater power to the propeller.

UNI-CAST ONE-PIECE GEAR HOUSING!

Another Mercury "exclusive", this Uni-Cast One-Piece Gear Housing eliminates gaskets that might leak or soften, keeps shafts, bearings and gears permanently aligned. Hydrodynamic design of lower unit decreases frontal area and water resistance, helps yield more speed per horsepower.

VARI-TIMED VALVES!

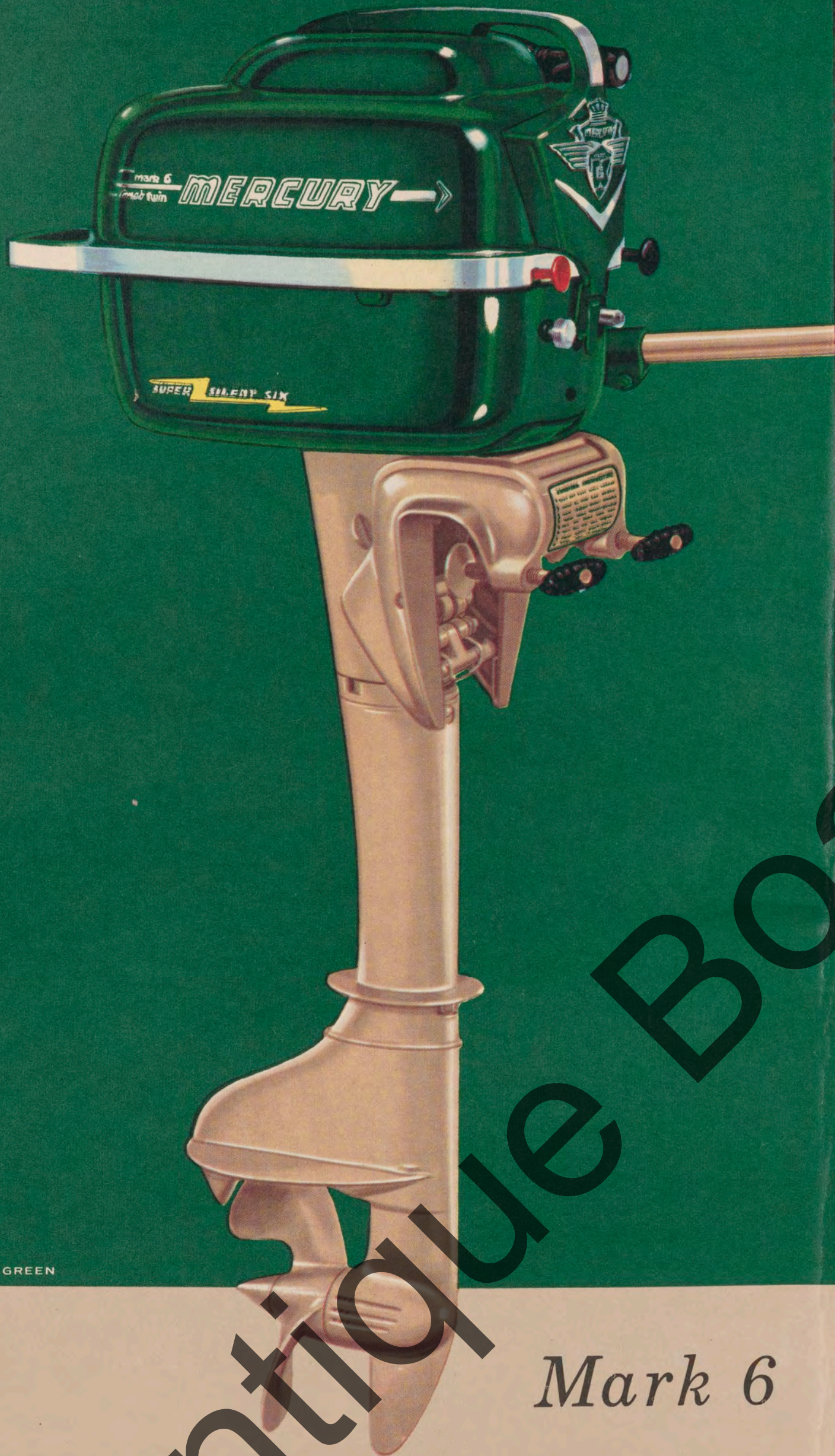
Mercurys start easier, idle better, accelerate faster with these resilient spring steel reed valves that provide perfect crankcase sealing, eliminate manifolds and dual induction systems. Vari-Timed Valves operate by crankcase vacuum or pressure to provide automatically correct valve timing throughout the speed range.

Specifications — Mark 25 and Mark 25E

Horsepower: 20 @ 5400 RPM • *Approx. Weight:* 75 lbs. (Mark 25); 85 lbs. (Mark 25E) • *Cylinders:* 2 alternate firing • *Bore and Stroke:* 2-7/16" x 2-1/8" • *Piston Displacement:* 19.8 cu. in. • *Magneto:* Two coils, two condensers, two sets of breaker points; fully waterproofed • *Carburetor:* Tillotson • *Fuel Capacity:* Remote fuel tank, 6 gal. • *Propeller Protection:* Flo-Torq Drive Safety Clutch • *Starting:* Automatic rewind (Mark 25); 12-volt Electric starter plus automatic rewind (Mark 25E) • *Drop Forged Alloy Steel Crankshaft with Integral Counterweights* • *Drop Forged Alloy Steel Connecting Rods* • *Full Feathered Safety Steering* • *Spring Loaded Co-Pilot* • *Variable Volume Water Pump* • *Waterproofed Spark Plugs* • *Integrated Remote Controls* • *Forward, Neutral and Reverse* • *Estimated Boat Speed:* Slowest troll to 32 MPH.

Horsepower determined in accordance with the requirements of the Society of Automotive Engineers Gasoline Engine Test Code.

The kids will love it...so will you!



QUICKSILVER GREEN

TAN

Mark 6

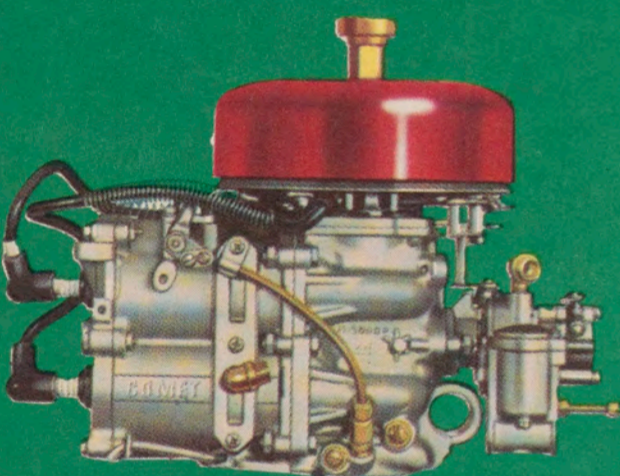
The fish will hardly know you're in the neighborhood, with this soft-spoken Six! Complete engine silencing makes the Mark 6 super silent at a rippling troll or a spanking, full-speed-ahead clip...and does it without power-stealing intake or exhaust silencers!

Sportsmen generally — and fishermen particularly — rate the Mark 6 tops for its outstanding Mercury-engineered features...like the Push-Button Clutch that puts you in

5.9 horsepower alternate twin Comet engine with push-button neutral

neutral at a finger-touch, sends you on your way instantly at a touch of the release button. Its Twist-Grip Synchronized Spark and Throttle Control gives you new ease of operation, with a specially designed fold-back tiller handle for reverse operation. What's more, the Super Silent Six weighs in ready for action at just 42 pounds, yet packs power a-plenty to skim light boats along at a 20 MPH pace!

most **C O L O R F U L** name in outboards

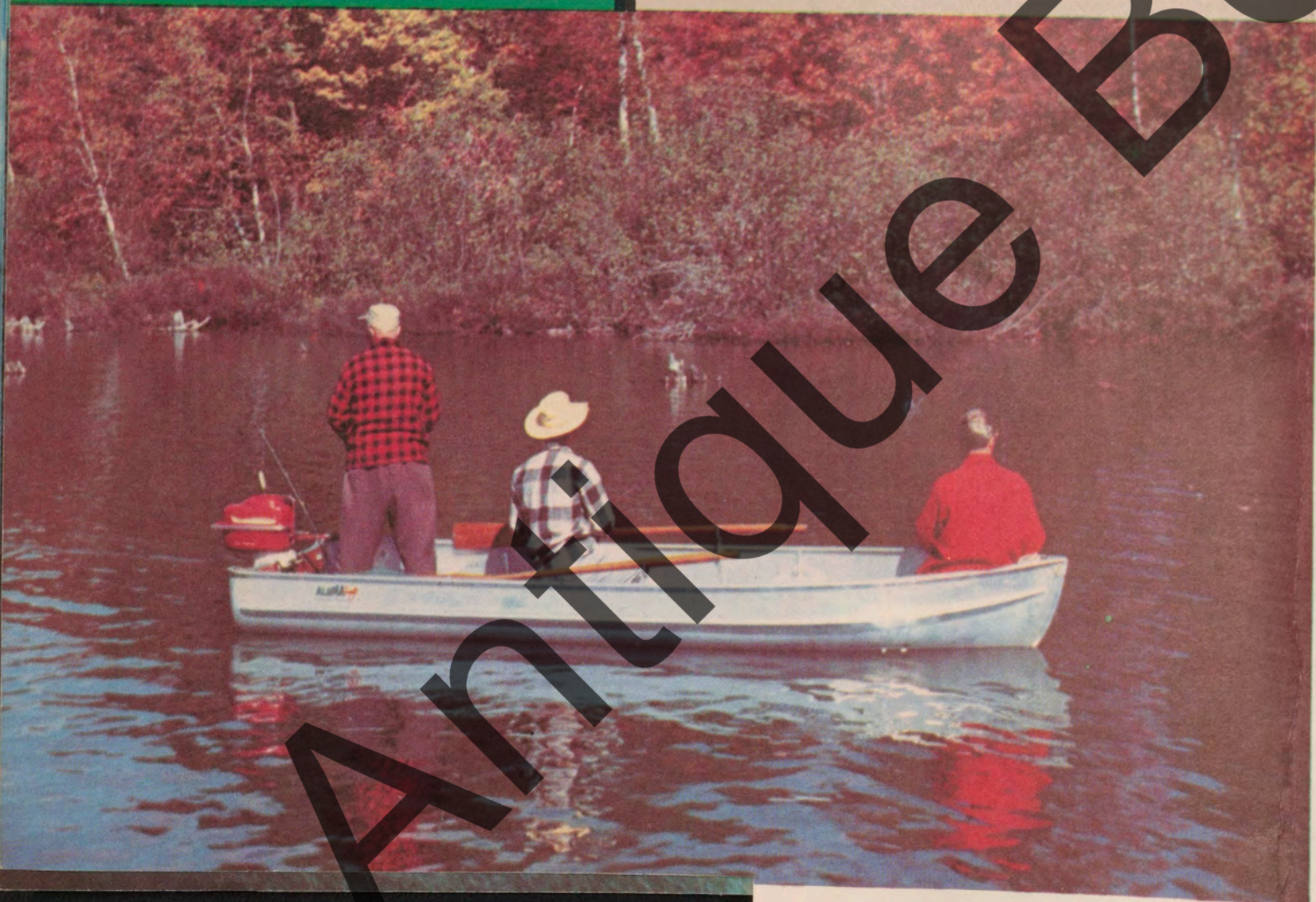


Mark 6

5.9 h.p.

powerfully light...

weighs only 42 pounds



The kind of smooth performance that wins friends — and the stamina that keeps 'em — they're yours in the Mercury Mark 6. Kiekhaefer-designed Full Jeweled Power, Vari-Timed Valves, drop forged alloy steel connecting rods and crankshaft, Uni-Cast One Piece Gear Housing, precision machining throughout... all these features and many more contribute to the Mark 6's long engine life, reliable fast starts, smooth going hour after hour. Whether it's on a whisper-smooth troll or headed for home at wide-open throttle, the Mark 6 shows its Kiekhaefer pedigree to all comers!

DUAL-PURPOSE DRIVE!

True weedless operation or full thrust ahead — the Mark 6's exclusive Dual-Purpose Drive gives you *both*, at your instant choice! Just tilt the engine forward — it clicks into the right weedless angle. Touch the release lever, and you're back in running position. In addition, the Mark 6 offers 5 position adjustments for proper trim with any load.

QUICK DETACHABLE COWL!

No fussing, no fuming, no tools needed for this job! Just flip the single front fastener and the cowl lifts off — as easily as that!

PUSH-BUTTON CLUTCH!

Conveniently located push-buttons on the front cowl let you disengage the propeller instantly, or re-engage for full speed ahead at a finger touch! It's the slickest, smoothest neutral you'll find in a month of Sundays!

FOLDING TWIST-GRIP CONTROL!

Easy control stays in your hand, whether running forward or reverse, with this Twist-Grip Spark and Throttle Control. It folds back when the motor is turned, to keep synchronized spark and throttle control in hand at all times.

END SHEAR PIN WORRIES!

The Mark 6's Multiple Disc Propeller Clutch means you'll never have to row home because of a broken shear pin! The propeller is driven through splines on the shaft, with reduced clutch power at lower speeds to protect propeller in case obstructions lurk underwater. What's more, a damaged propeller will function with half its blade gone! You'll get home safely.

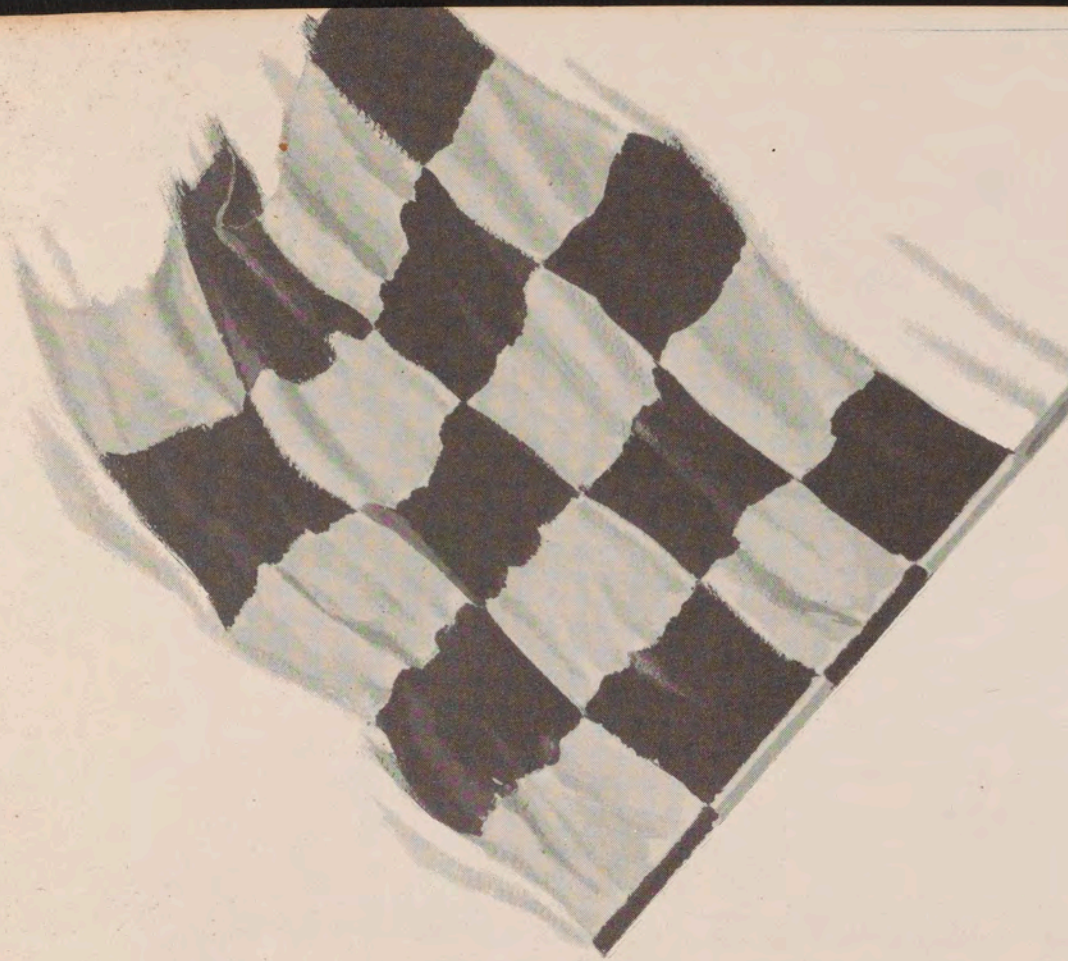
MILE UPON MILE OF CAREFREE TRAVEL!

The Mark 6's 3-1/4 gal. remote fuel tank spells hours of enjoyment on the water without having to refuel... and its single line fuel system is the safest, most reliable system in outboards. No pressurized fuel tanks!

Specifications — Mark 6

Horsepower: 5.9 @ 4500 RPM • Approx. Weight: 42 lbs. • Cylinders: Two, alternate firing • Bore and Stroke: 1-3/4" x 1-1/2" • Piston Displacement: 7.2 cu. in. • Magneto: Two coils, two condensers, two sets of breaker points; fully waterproof • Carburetor: Tillotson • Fuel Capacity: Remote fuel tank, 3-1/4 gal. • Propeller Protection: Multiple Disc Clutch • Starting: Automatic Rewind • Drop Forged Alloy Steel Crankshaft with Integral Counterweights • Drop Forged Alloy Steel Connecting Rods • 360° Steering with Push-Button Neutral • Waterproofed Spark Plugs • Estimated Boat Speed: Slowest troll to 20 MPH.

Horsepower determined in accordance with the requirements of the Society of Automotive Engineers Gasoline Engine Test Code.



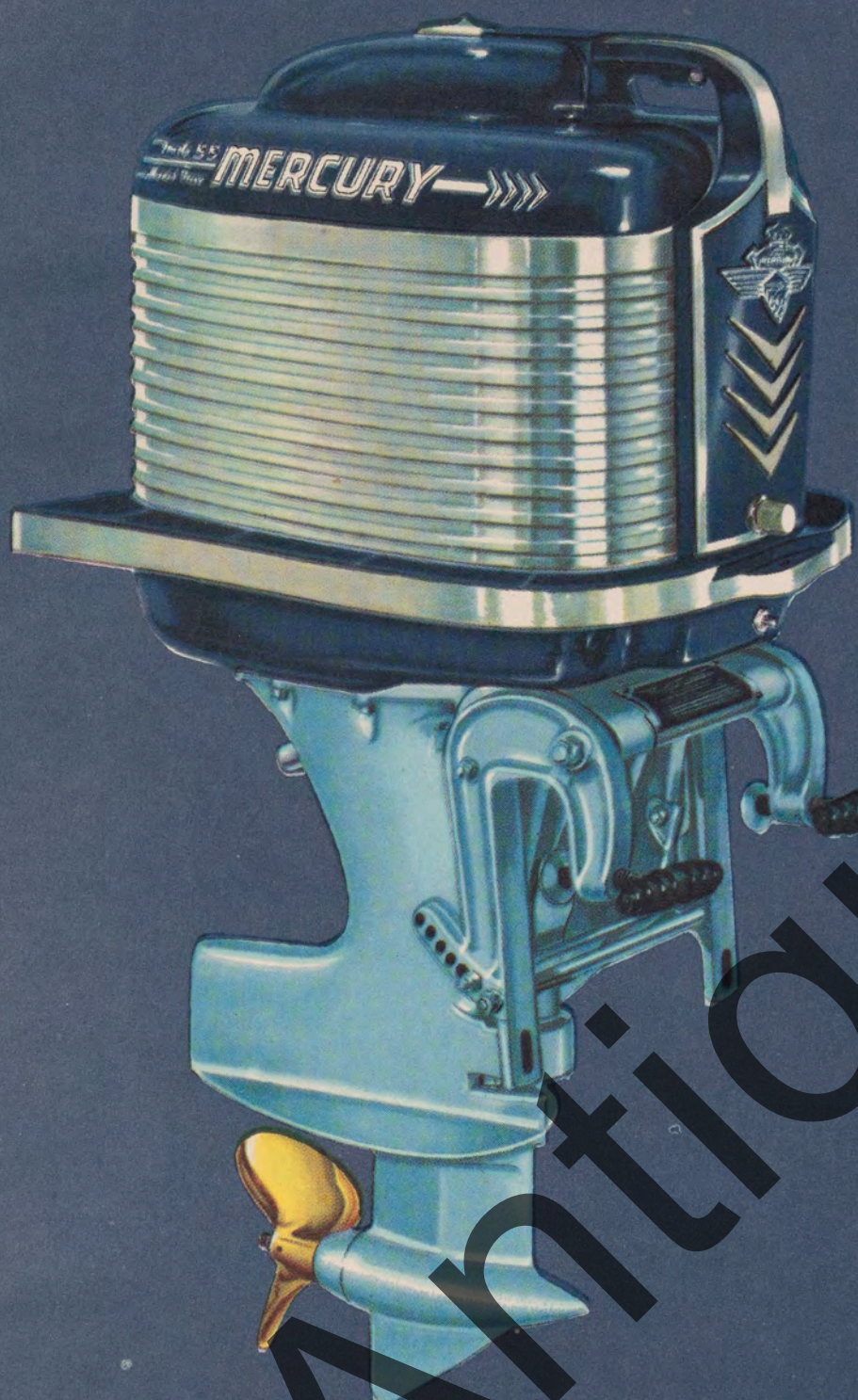
Rigs that really ramble!

Kiekhaefer

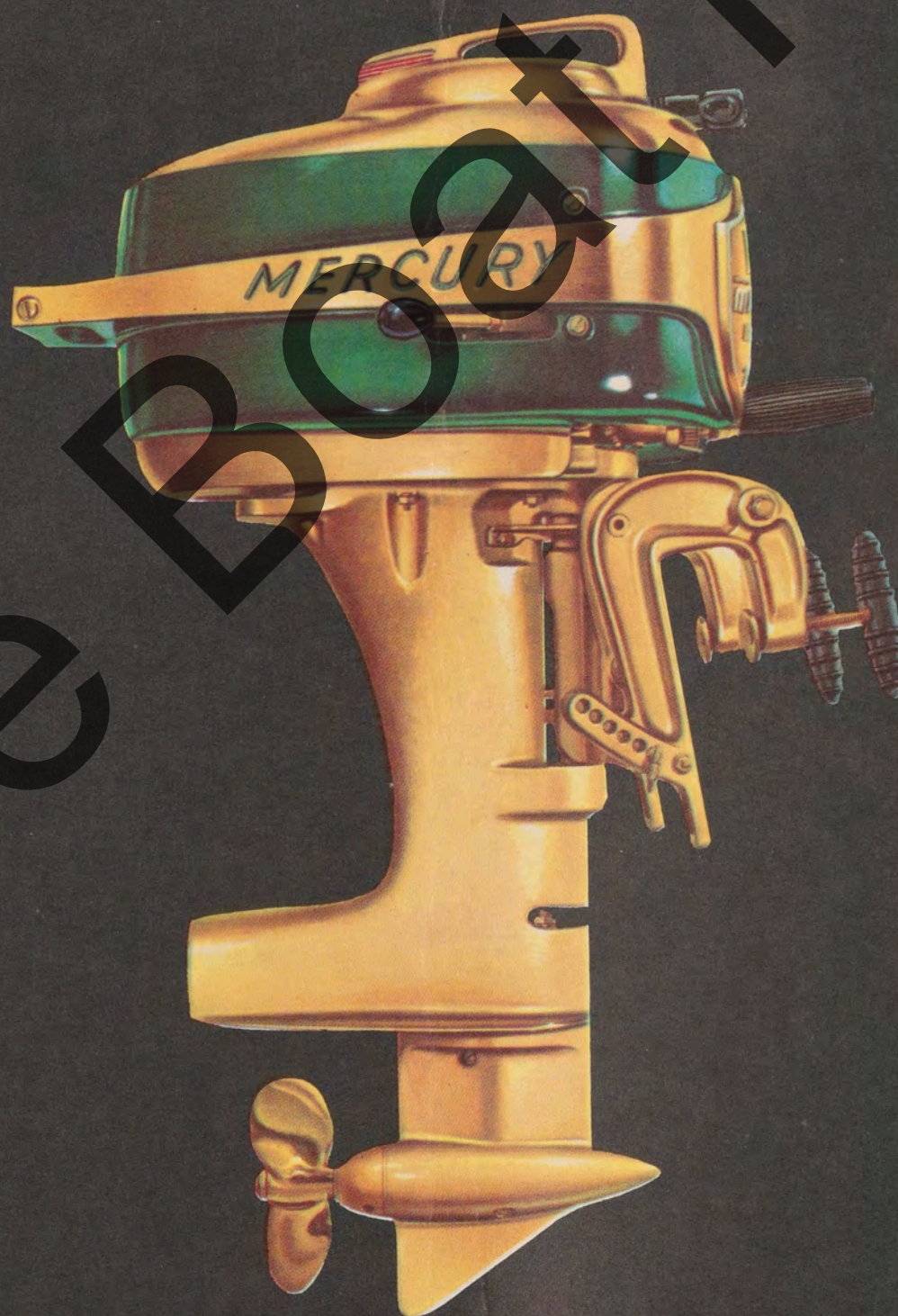
MERCURY COMPETITION MOTORS...

Thrill mills three — each showing its heels to all competition... each the hottest motor in its class ever to spout a rooster tail on the waterways! They're the Mercury competition engines for 1956! You can sense heart-lifting speed and power in their very looks — slim, compact, styled for tomorrow — but just take the wheel, squeeze the throttle and — oh man! You'll *know* how it feels to latch onto greased lightning! Then take a look at their advanced engineering and design, and you'll see why they give you matchless performance with hour after hour, mile after mile dependability!

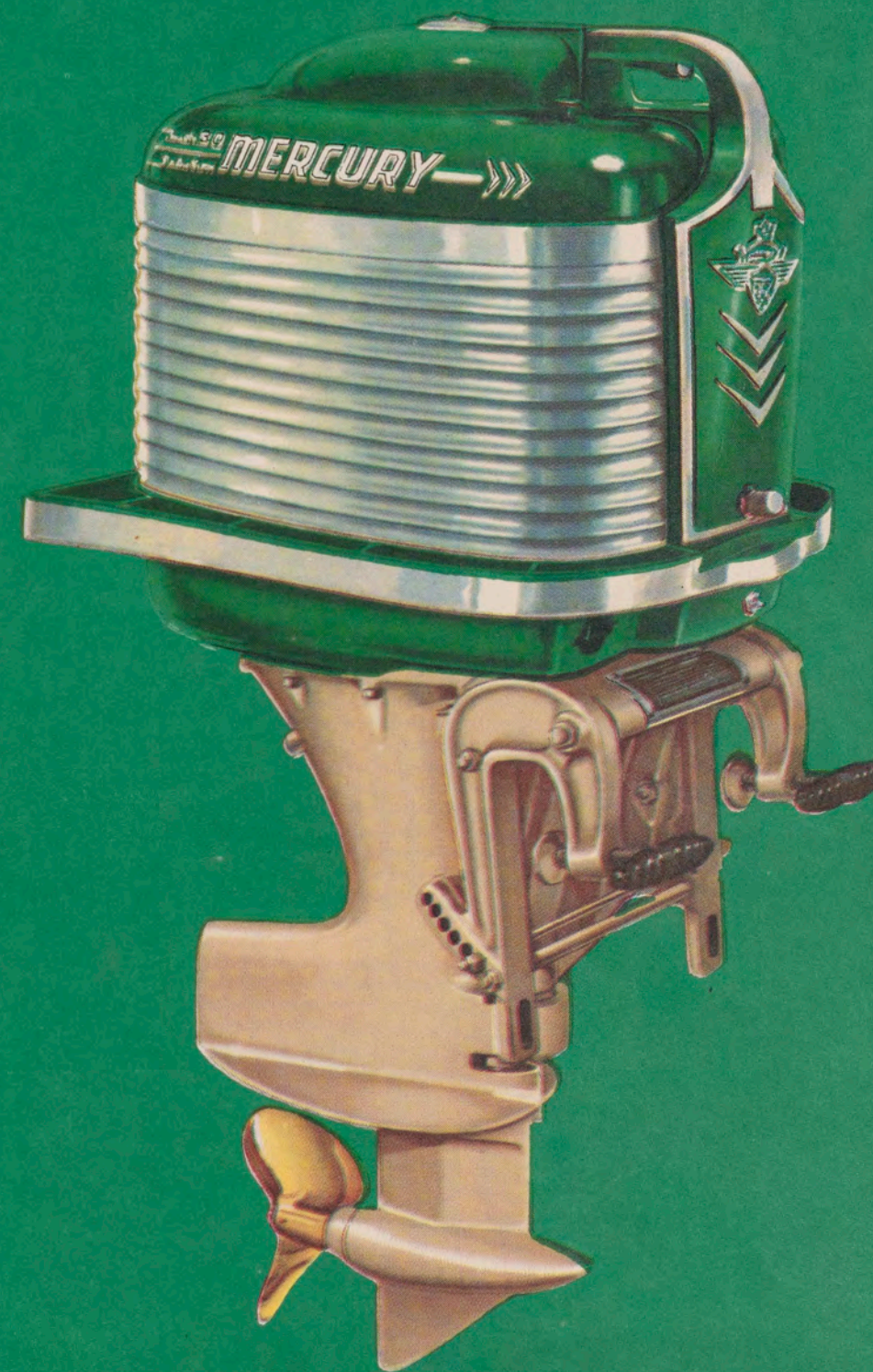
*New Mark 55H
Reigns supreme over all
outboard competition*



*Mark 20H
King of Class B Competition*



*New Mark 30H
Coming up...new records,
for class C*



Kiekhaefer

MERCURY most **POWERFUL** name in outboards

Kiekhaefer

MERCURY

COMPETITION MOTORS

...performance-proved for speed, power, stamina!

SPEEDY... these rigs are racking up new records wherever they leap into action!

FAST ACCELERATION... greater than that of a powerful modern automobile — by actual instrument test!

LOW CENTER OF GRAVITY... for safer turning.

POSITIVE PRECISION SPARK ADJUSTMENT... with positive lock.

LARGE CARBURETORS... with simplified, easily accessible adjustments.

HIGH OUTPUT WATERPROOF MAGNETO FUEL FILTER



*double your
outboarding pleasure
with genuine*

Kiekhaefer

MERCURY

accessories!

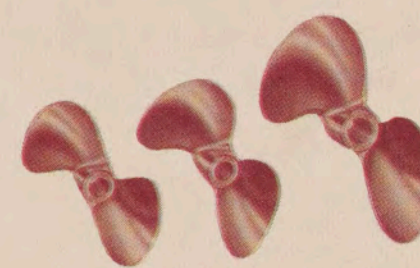
For a real "winning combination" match your thorobred Mercury horsepower with genuine Kiekhaefer Mercury outboard accessories... engineered right, built right to increase the enjoyment and the performance you get from your Mercury!



AEROMARINE GEAR LUBRICANT...
blended to the specifications of Kiekhaefer engineers to meet the special requirements of precision-manufactured equipment.



IMPROVED AEROMARINE 2-CYCLE ENGINE OIL...
none finer on the market; specially processed to keep your Mercury running jewel-smooth!



QUICKSILVER COMPETITION PROPELLERS...
designed by experts, precision built to squeeze every last bit of pushpower from your Mercury, to achieve unequalled operating efficiency.



QUICKSILVER STEERING WHEELS...
designed for good looks plus lightness, safety, strength and durability; made of die-cast aluminum with molded nylon bushings.

QUICKSILVER REMOTE CONTROLS...
for Mark 55, Mark 30 and Mark 25 models. Easily installed, quickly detachable, for left hand, right hand or dual installations. Salt water and corrosion resistant. Can be used with inside or outside steering controls.



Kiekhaefer

go **QUALITY...** go **MERCURY** all the way!

Sorcery in Steel

FULL JEWELLED POWER*

means
engineering magic
in every

Kiekhaefer

MERCURY

HEAVY DUTY CRANKSHAFT MAIN BEARINGS

EXTRA CAPACITY CONNECTING ROD
CRANK-PIN BEARINGS ON ALL 4 RODS

CENTER MAIN ROLLER BEARINGS

ROLLER BEARINGS ON ALL 4
CONNECTING ROD WRIST-PINS

STURDY DRIVE SHAFT BEARINGS

HUSKY PROPELLER SHAFT BEARINGS

RUGGED FORWARD AND REVERSE
GEAR BEARINGS

The sweet music of a Mercury flexing its muscles comes from power riding smoothly on anti-friction ball and roller bearings! From connecting rods to propeller shaft, this exclusive Mercury engineering feature adds smoothness, quietness, zest to Mercury performance . . . minimizes power loss through friction to deliver more working power.

With crankshaft, connecting rods, crank-pins and wrist-pins, drive shaft and propeller shaft cradled in anti-friction bearings, Mercurys start easier, idle better, develop higher engine efficiency at all speeds — *and last longer!* Full Jeweled Power is hidden magic that's yours only in Mercury, for "years ahead" speed, power and stamina!

*first in Mercury . . .
in every Mercury . . .
only in Mercury!*

*ANTI-FRICTION BALL AND ROLLER BEARINGS

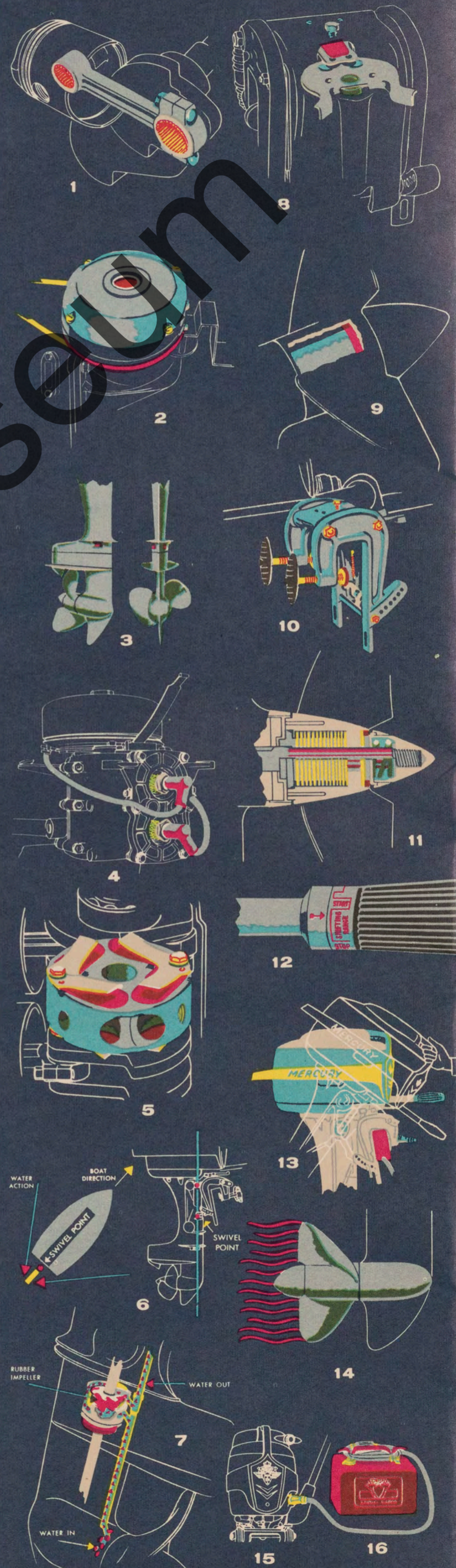


C. D. Strang, Vice President for Engineering, Says:

"Since the very first Mercury outboard appeared, Kiekhaefer engineering, freed from conventional approaches to long-standing problems, has been engaged in a constant quest for still finer performance, still greater power with less weight, still more endurance and economy. The record of startling Mercury innovations that breathed new life into the outboard industry is added to year by year . . . to make sure your best assurance of top-ranking outboard performance this year, or any year, is a Mercury!"

new horizons in outboard design...
pioneered by MERCURY ENGINEERING!

1. "HI-REV" DROP FORGED CONNECTING RODS • First introduced by Mercury and still exclusive, micro-mounted chrome nickel-moly steel connecting rods are heat treated, hardened and tempered, precision ground to close tolerances and doweled into position with ground bolts. It's craftsmanship at work where power originates to deliver more power to the propeller. Roller bearings on wrist and crank pins reduce friction and wear.
2. WATERPROOF MAGNETO • Fully enclosed, protected against moisture and salt air, Mercury's waterproof magneto enables every Mercury to shrug off rain and bad weather, functions normally even when drenched with water. High voltage hot spark at starting speeds gives Mercury its famous quick starts. With aircraft type breakers, the Mercury magneto was developed, patented and first introduced by Mercury.
3. UNI-CAST ONE PIECE GEAR HOUSING • Provides extra strength and quietness, with no gaskets to leak or soften, thus eliminating the need for frequent grease checks. Keeps shafts, bearings and gears permanently aligned, while hydrodynamic design reduces water resistance to yield more speed per horsepower. An exclusive feature of all Mercury models.
4. WATERPROOFED SPARK PLUGS • Introduced by Mercury in 1947, now widely used in marine and automotive engines. Provide reliable all-weather operation, stay dry and clean, fire even when completely submerged for quick starts, improved performance and low maintenance.
5. VARI-TIMED VALVES • Use crankcase vacuum and pressure to provide proper valve opening and timing throughout the speed range for most efficient motor performance. With long-lasting resilient spring steel reeds, Vari-Timed Valves eliminate manifolds, dual carburetion and induction systems, provide perfect crankcase sealing, help Mercurys start easier, idle better, accelerate faster. Backfire-proof.
6. FULL FEATHERED SAFETY STEERING • First with Mercury . . . powerhead, drive shaft and lower unit designed to ride aft of swivel points, so that water action serves to keep boat on course when engine is in forward operating position. Won't whip or overcontrol; helps reduce stress on clamping brackets.
7. VARIABLE VOLUME WATER PUMP • First introduced by Mercury in 1947, now used by virtually the entire industry. Operates as a positive displacement pump at low speeds and as a centrifugal pump at high speeds to provide superior cooling at all speeds. Weed-proof, silt-proof and non-clogging, easily accessible.
8. MULTIPLE DISC CO-PILOT • Another Mercury innovation that provides smooth manual control plus automatic steering that frees operator's hands when the course is set and clear ahead. Live rubber bushing cushions power unit and absorbs vibration.
9. FLO-TORQ PROPELLER DRIVE • Here's safe, sure propeller protection that adds to Mercury's reputation for getting you there—and back! Compressed live rubber bushing cushions normal loads, slips on impact to guard propeller. Eliminates the necessity for shear pins. An important safety feature—and the first unbonded rubber bushing propeller drive!
10. DROP FORGED ALUMINUM CLAMP BRACKETS • Keep your Mercury securely harnessed to your boat! Drop forged aluminum clamp brackets are heat treated to the strength of steel, deep throated for transom safety, light in weight. Equipped with fine-thread rubber-handled clamp screws, they're another exclusive Mercury feature.
11. MULTIPLE DISC SAFETY CLUTCH • Improved propeller protection for the Mark 6, driving the propeller through splines on the shaft rather than shear pins. Clutch power is partially dependent on propeller thrust, and is reduced at lower speeds to protect the propeller in negotiating obstructions. Damaged propeller will function with half its blade gone. An engineering "first" by Mercury that eliminates shear pin worries.
12. TWIST-GRIP SPARK AND THROTTLE CONTROL • Long steering handle provides greatest ease of control, with spark and throttle that remain synchronized when operated by remote control.
13. SAFETY-TILT HANDLE • Another exclusive Mercury-patented feature for greater ease in lifting and attaching motor to boat, in starting, in quickly tilting motor to avoid underwater or surface obstructions.
14. "HI-THRUST" UNI-CAST LOWER UNIT • Geared for greatest power efficiency with heavy loads—with outboard cruisers, work boats or water skiing parties. An exclusive feature of the Mark 55 and Mark 55E.
15. SINGLE LINE FUEL SYSTEM • First in Mercury! Fuel pump on engine brings fuel to carburetor from any size tank mounted anywhere in the boat. It's the safest, most reliable system—and it eliminates pressurized fuel tanks.
16. REMOTE FUEL TANK • 6-gallon remote fuel tank is standard equipment on Mark 55, Mark 30 and Mark 25 models . . . makes possible hours of fun afloat without having to stop and refuel. Mark 6 remote fuel tank is 3¼-gallon capacity.



*wonderfully simple...
 and simply wonderful!
 just turn the key—
 shift—and GO!*

with exclusive
MERC ELECTRIC
 starting!

If you can manage a boat, you can manage a Mercury with MercElectric starting—a turn of the key puts the raring-to-go horsepower right in the palm of your hand—effortless as flicking a switch! The exclusive 12-volt starter uses smaller components throughout for more spinning power with less weight. Light, compact, efficient and dependable, it's standard equipment on Mark 30E, Mark 55E and Mark 25E models.

AND A GENERATOR, TOO! The power-packed Mark 55E also includes the MercElectric AC generator with full wave rectifier . . . keeps battery fully charged, ends periodic recharging worries, provides power for lights, horn, radio and other accessories!

JUST TURN THE KEY . . . Ignition lock, push-button choke, throttle and shift are mounted together for utmost operating convenience. Remote control accessory for Mark 25E has built-in starter and choke buttons.

LIGHT WEIGHT . . . Entire MercElectric starter system weighs less than 12 pounds!

Outboarding at its Finest

Remember the days when a tranquil scene like this could be shattered to bits by the intrusion of one of those old-style outboards that sounded like a tempest in a tea-pot when you revved 'em up? Thanks to Mercury, those ear-splitters are obsolete now... and when a Mercury appears on the scene, it's as a welcome visitor. From the very beginning, Kiekhaefer engineers launched a quest for quiet that produced such milestones as Full Jeweled Power, perfected underwater exhaust, large volume muffling chambers around the drive shaft, rubber bushing mountings, a uni-cast one-piece gear housing, and internally-located valves. These and other often-copied innovations resulted in outboards scientifically soundproofed from the start—with precision Kiekhaefer engineering!



how
Mercury
engineers
cut a whirlwind
to a whisper!

DYNA-FLOAT SUSPENSION

*cancel noise and
vibration for
quiet, smooth riding!*

Now here's another giant step forward: Mercury Dyna-Float Suspension—the engine mounting technique that absorbs sound and vibration before it ever reaches your boat, without sacrificing control at any speed! Dyna-Float Suspension floats the engine on rubber, mounted in shear, rather than in compression as on some outboards. These rubber shear mounts are the same type used in aircraft to prevent engine vibration from damaging airframes. It's another Mercury *first!*



In addition to Dyna-Float Suspension, Mercurys feature *complete* engine silencing — not just carburetor intake and exhaust silencing — to give you unmatched quietness in operation without loss of power or performance. It's another example of Kiekhaefer "years ahead" engineering in action.

America's Finest Outboards...1956

Kiekhäfer

MERCURY



fisherman's favorite

mark 6

5.9 h.p. Alternate
Twin with Push-
Button Neutral



lightest electric-
starting outboard

mark 25E

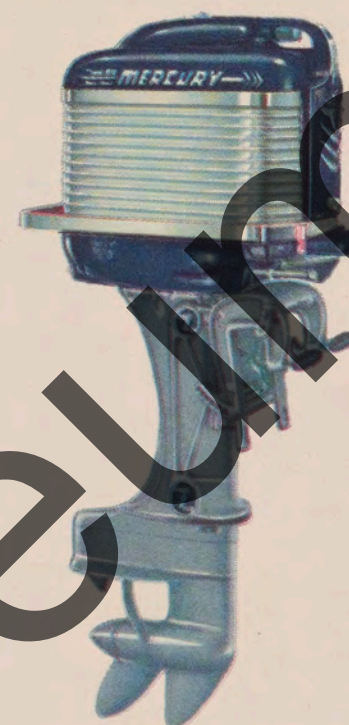
20 h.p. Alternate
Twin Hurricane
Engine, 12-Volt
MercElectric Turn-
the-Key Starting



smooth powerhouse

mark 25

20 h.p. Alternate
Twin Hurricane
Engine, Reverse
Gear and Neutral



world's first 30 h.p.
alternate four

mark 30

30 h.p. Alternate
Firing Turbo Four,
Reverse Gear and
Neutral

there's more in a four!

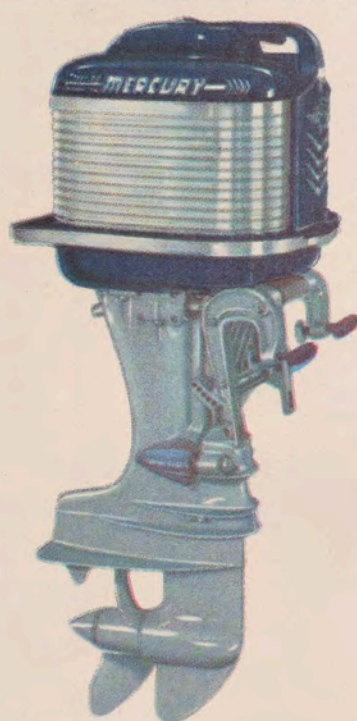


summer-long
electric starting

mark 30E

30 h.p. Alternate
Firing Turbo Four,
12-Volt MercElectric
Starter and Generator

there's more in a four!



master of the
waterways

mark 55

40 h.p. 4 Cylinder in
Line, Alternate
Firing Thunderbolt
Engine, Reverse Gear
and Neutral

there's more in a four!

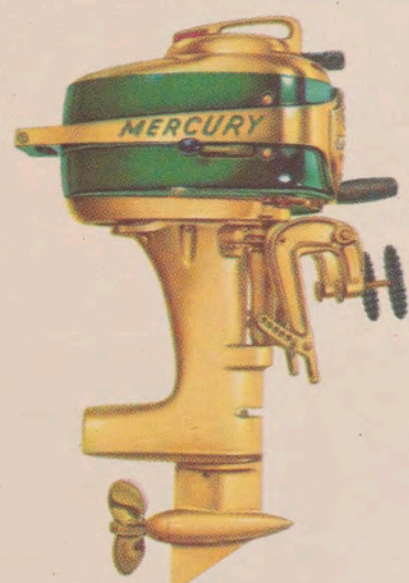


outboarding's
biggest thrill

mark 55E

40 h.p. 4 Cylinder
in Line, Alternate
Firing Thunderbolt
Engine, MercElectric
Starter and Generator

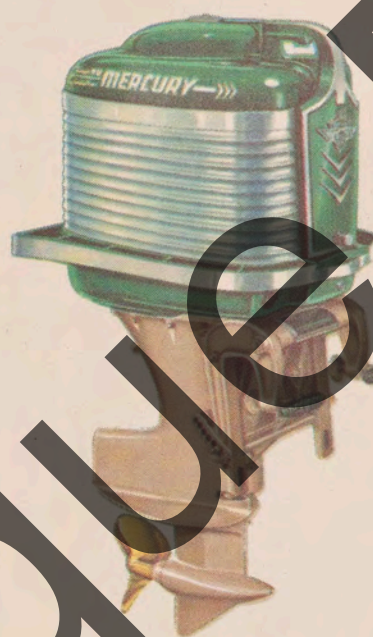
there's more in a four!



king of class B
competition

mark 20H

Quicksilver Lower
Unit, Hydro-Short
Drive Shaft Housing

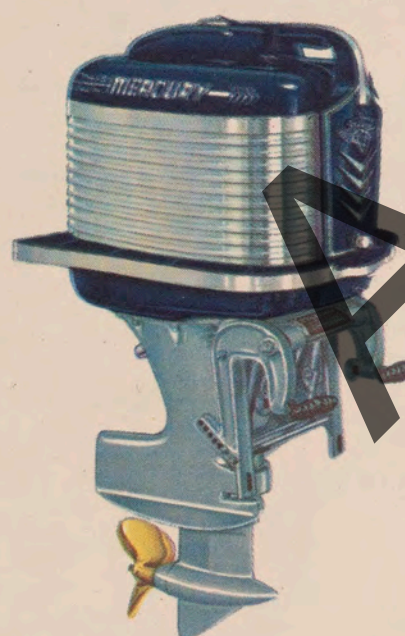


newest Mercury
water-scorcher

mark 30H

30 cu. in.
Displacement

there's more in a four!



record breaker
in class D

mark 55H

Fastest Competition
Motor Built

there's more in a four!



TESTS PROVE
what most folks know..
any boat does better,
looks better,

with a **MERCURY**

Kiekhaefer



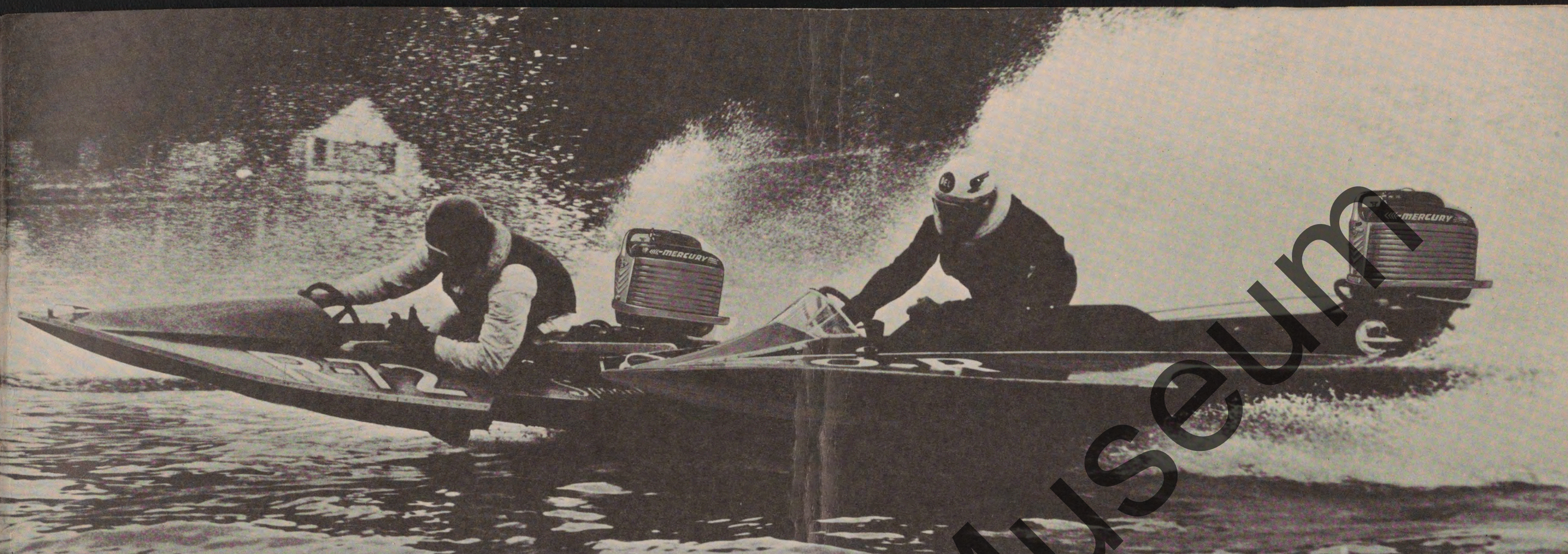
In a continuing series of tests conducted at the Kiekhaefer proving grounds at Sarasota, Florida, certified performance results obtained over measured courses prove that Mercury outboards deliver higher speeds than competitive motors — with virtually any make or model of boat!

Add the crisp, modern lines of a Mercury and its ability to complement any boat design with its range of two-tone Merchromatic color combinations, and it's no wonder the swing is to Mercury for '56!





Antique Boat Museum



from
white-hot competition
comes finer
outboard performance
...for **YOU!**

It's competition that determines winners...

and that's why Mercury has always sought the opportunity to prove itself against all comers! In outboard marathons and stock utility races, you'll find the Mercury record standing supreme. In automobile stock car racing as well, you'll find Mercury well represented, with interested Kiekhaefer personnel working on cars bearing the Mercury colors, tuning them to the peak of perfection, carefully analyzing performance to test new engineering ideas, to discover new ways of making Mercury outboards still better.

when you hear that

- Mercurys won *all* the nation's leading outboard marathons for six straight years — often taking *all* winning positions
- Mercury holds the official A.P.B.A. stock hydro record at 69.7 MPH
- This same model Mercury with alcohol fuel was officially timed at better than 77 MPH
- A Mercury Mark 20H was officially clocked by the A.P.B.A. at over 60 MPH — an amazing performance for a stock category engine
- A Mercury traveled the fastest 5 miles ever run in competition at 63.5 MPH, defeating Class F specialized racing engines of over 50% greater piston displacement...
- A Mercury holds the world's Class D record of 72.9 MPH, established in Italy and approved by the Union of International Motorboating...

you'll realize that there's more here than just a tabulation of records and race results! It's a convincing measure of the matchless performance you can expect from *your* Mercury! Outboard competition is fun, sure — but it takes the grueling stress and strain of competition to bring out the best in men and motors alike... to prove beyond all shadow of doubt the superior performance that's engineered into every Mercury — *including yours* — and the outstanding enjoyment and service you'll get out of a Mercury as a result!

move **UP** to proved performance... move **UP** to a

Kiekhaefer
MERCURY

Antique Boat Museum

at every compass point...

dependable **MERCURY** *service*

Wherever you go, you're never far from the reliable service facilities of Mercury's more than 3600 dealers! What's more, you're assured of genuine Mercury parts, properly installed by friendly, helpful personnel. Every year, hundreds of dealer servicemen visit Mercury's service school for factory training on the care of Mercury outboards. The fact that they come at the dealer's expense is convincing proof of his insistence on top-quality service to keep your Mercury running efficiently, smoothly, quietly. Look for the sign of genuine Mercury service!



KIEKHAEFER CORPORATION, Fond du Lac, Wisconsin, U.S.A.