

KIEKHAEFER

# MERCURY

for 1956

*the Mark of  
Leadership*

Antique Boat Museum

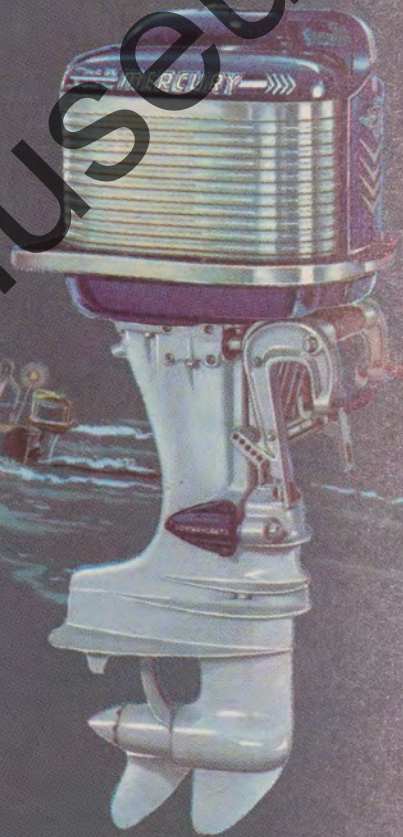
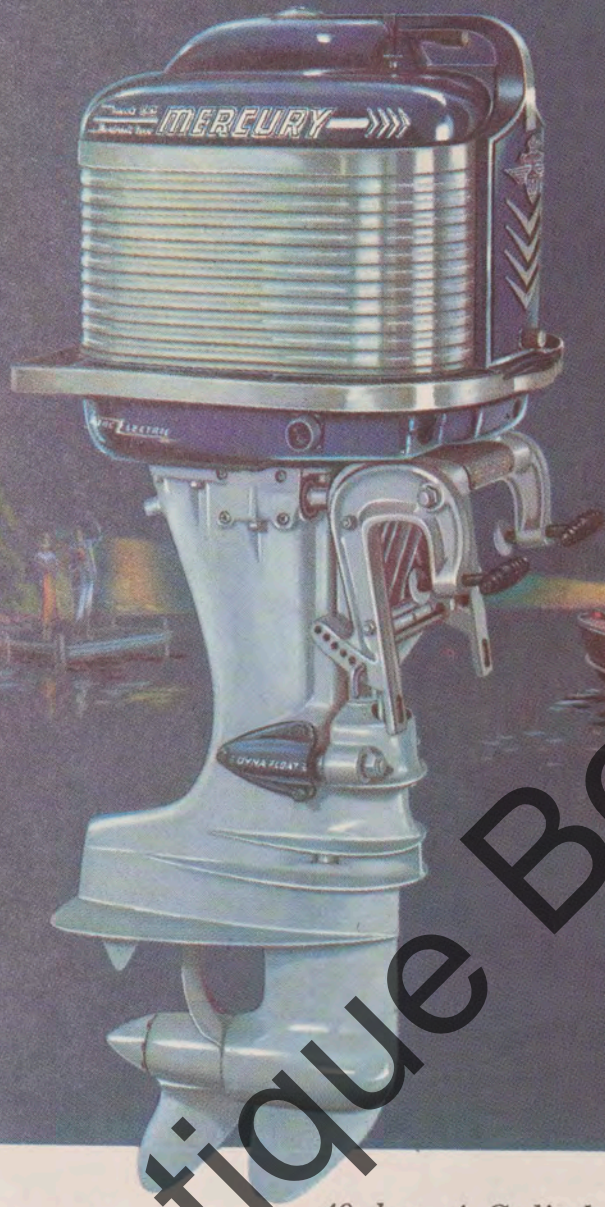
*the most*  
**POWERFUL**  
*name in outboards*

*the most*  
**COLORFUL**  
*name in outboards*



Winner  
1956 Fashion Academy  
Gold Medal Award

Ruler of Speed and Spray



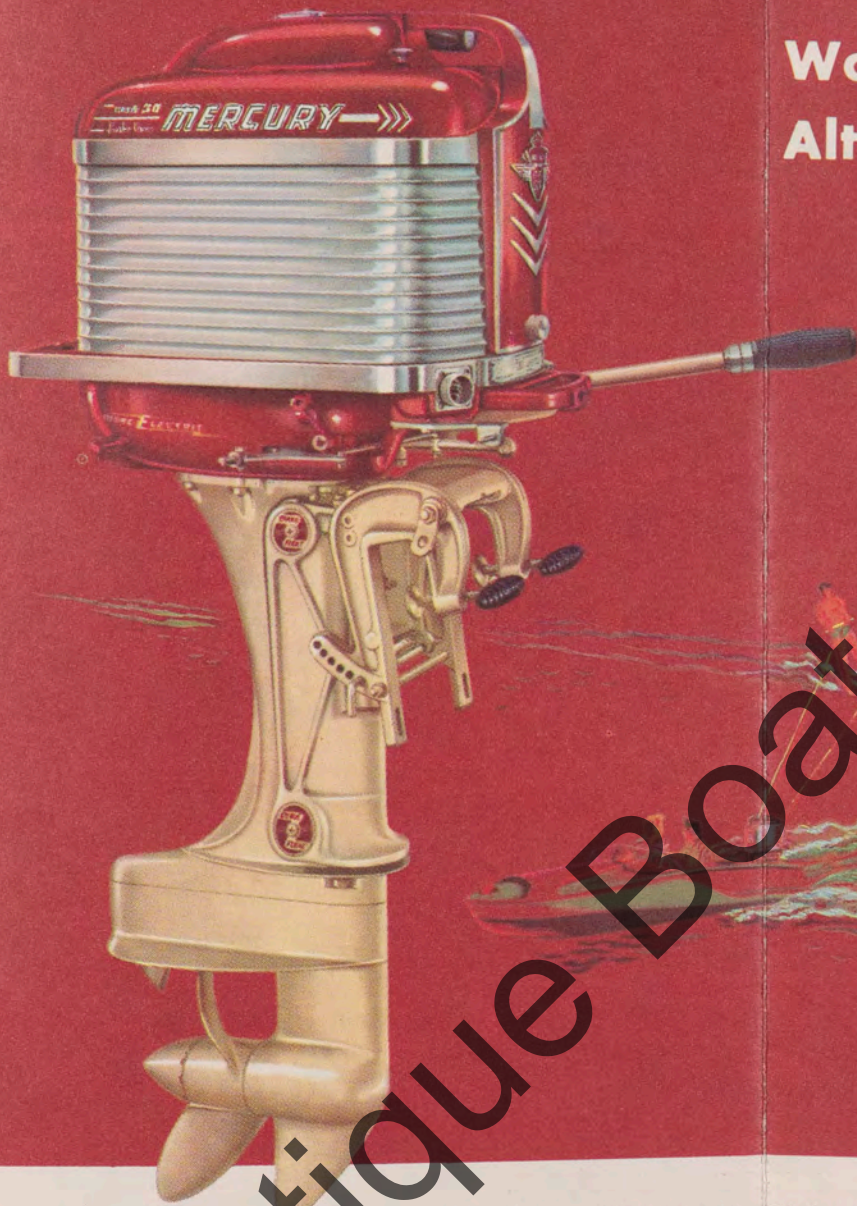
MARLIN AND GULF BLUE

*Mark 55E* 40 h.p. 4 Cylinder in Line, Alternate Firing  
Thunderbolt Engine. Forward, Neutral and Reverse *Mark 55*

The outboard industry's highest standard of power, performance, speed and stamina . . . a tiger harnessed to your bidding for family boats, water-skiing, runabouts and outboard cruisers . . . with the smooth overlapping power flow of an automotive eight! Offers  $\frac{1}{3}$  more power than the average 30 h.p. outboard, at the same weight!

There's **MORE** in a **FOUR!**

World's First 30 H.P.  
Alternate Firing Four



SUNSET ORANGE AND TAN

*Mark 30 E*

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

*Mark 30*

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 performance that assures it . . . with smoothness no oversize twin can possibly match because it's a *four in line!*

**There's MORE in a FOUR!**

A Hurricane Harnessed  
for Your Pleasure!



SARASOTA BLUE AND SAND

Mark 25E

20 h.p. Alternate Firing Hurricane Engine,  
Forward, Neutral and Reverse

Mark 25

A slim, trim fusion of fun and firepower — outboarding's finest in the 20 cu. in. class . . . that's the fast-stepping Mark 25! There's the stamp of superiority in its styling, the sound of purpose in its well-bred power! The Mark 25E is the world's lightest, most compact outboard with electric starting. Take control just once — you'll never be happy with less!

**MORE Power — NEW Styling**



**Powerfully  
Light...  
Weighs only  
42 Pounds**

QUICKSILVER GREEN AND TAN

## Mark 6 5.9 h.p. Alternate Twin Comet Engine With Push-Button Neutral

The fish will hardly know you're in the neighborhood when you troll this Super-Silent Six! This lively lightweight has Mercury's famous Dual Purpose Drive for truly weedless operation, a single-snap quick detachable cowl, Push-Button Clutch, Twist-Grip Synchronized Spark and Throttle, fold-back tiller handle for full efficiency reverse. The kids will love it — and so will you!

*Rigs that Really  
Ramble!*

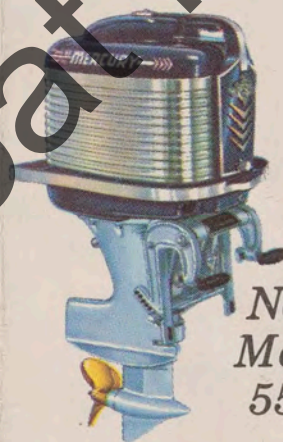
KIEKHAEFER  
**MERCURY**

**COMPETITION  
MOTORS!**



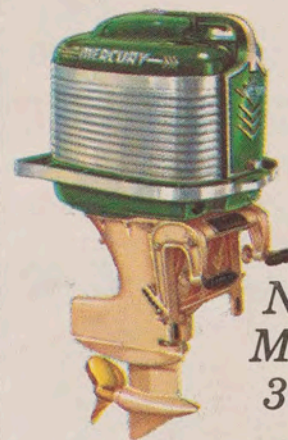
Mark  
20H

*King of Class B  
Competition*



New  
Mark  
55H

*Reigns Supreme Over  
All Outboard Competition*



New  
Mark  
30H

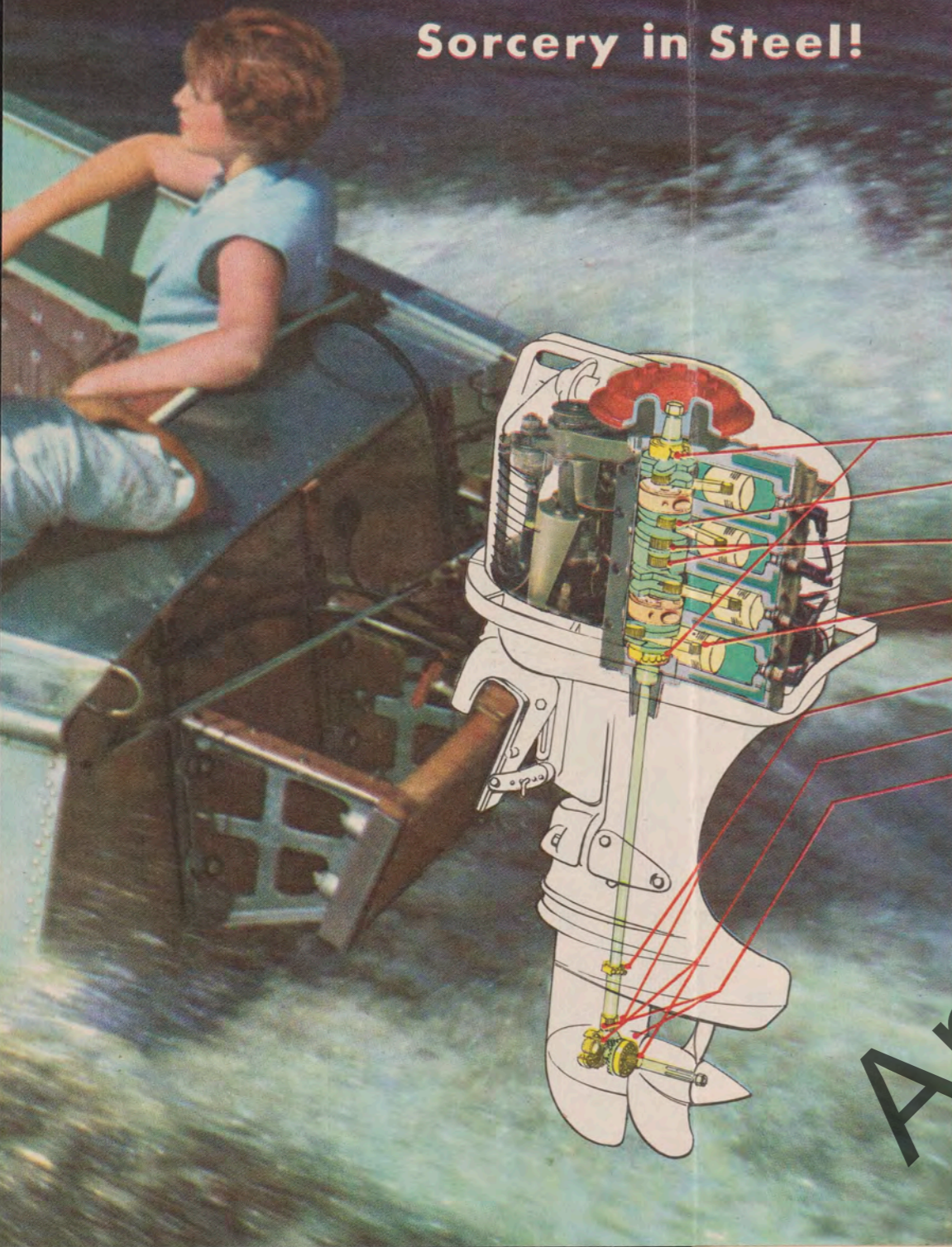
*Coming Up — New  
Records for Class C!*

Thrill mills three — each showing its heels to all competition — each the hottest motor in its class ever to spout a rooster tail! You'll sense heart-lifting speed and power in their very looks — but squeeze that throttle and, oh, man! You'll know how it feels to latch onto greased lightning!

KIEKHAEFER  
**MERCURY**

most **POWERFUL**  
name in outboards!

## Sorcery in Steel!



### FULL JEWELLED POWER

ANTI-FRICTION BALL AND ROLLER BEARINGS

means  
engineering magic  
in every

**KIEKHAEFER  
MERCURY**

- Crankshaft Main Bearings
- Connecting Rod Crank-Pin Bearings
- Center Main Bearings
- Connecting Rod Wrist-Pin Bearings
- Drive Shaft Bearings
- Propeller Shaft Bearings
- Forward and Reverse Gear Bearings

The sweet music of a Mercury 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 . . . helps Mercurys start easier, develop higher engine efficiencies at all speeds *and* last longer!



outboarding  
at its  
quietest!

### DYNA-FLOAT SUSPENSION

*cancels noise  
and vibration!*

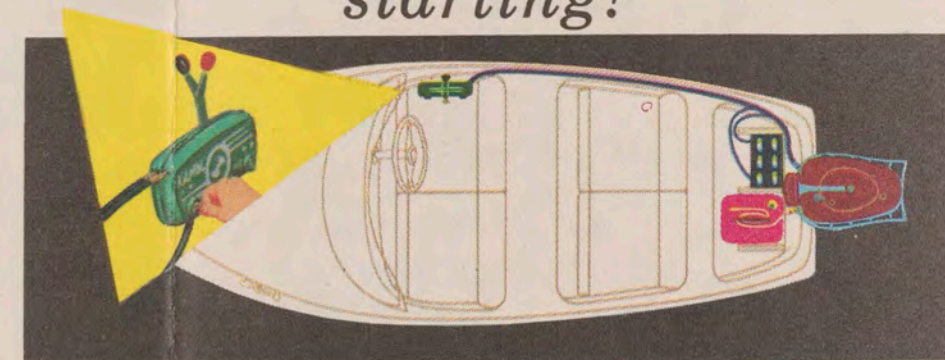
When a Mercury appears on the scene, it's a welcome visitor — no ear-splitting old-style outboard! Mercury Dyna-Float Suspension floats the engine on rubber mounted in shear to absorb sound and vibration before it ever reaches your boat.



In addition, 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.

*wonderfully simple...  
and simply wonderful!*

*exclusive*  
**MERC**ELECTRIC  
*starting!*



A turn of the key puts all Mercury's raring-to-go horsepower right in the palm of your hand! Exclusive 12-volt starter uses smaller components throughout for more spinning power with less weight. Standard equipment on Mark 30E, Mark 55E and Mark 25E models!

**And A Generator, Too!** . . . Mark 55E and Mark 30E models include MercElectric AC generator with full wave rectifier . . . keeps battery fully charged, ends recharging bother so you can operate lights and accessories when you like, as often as you like.

more **KIEKHAEFER  
MERCURY** features  
for "years ahead" performance!

"Hi-Rev" Micro-Mounted Alloy Steel Connecting Rods • Waterproof Magneto • Waterproofed Spark Plugs • Uni-Cast One-Piece Gear Housing • Vari-Timed Valves • Safety-Tilt Handle • Variable Volume Water Pump • Integrated Remote Controls • Remote Fuel Tank *and many more!*

# specifications

	Mark 6	Mark 25	Mark 25E	Mark 30	Mark 30E	Mark 55	Mark 55E
<b>Horsepower</b>	5.9 @ 4500 RPM	20 @ 5400 RPM	20 @ 5400 RPM	30 @ 5400 RPM	30 @ 5400 RPM	40 @ 5400 RPM	40 @ 5400 RPM
<b>Approx. Wt., Lbs.</b>	42	75	85	110	118	111	120
<b>No. Cylinders</b>	2 Alternate Firing	2 Alternate Firing	2 Alternate Firing	4 in line Alternate Firing	4 in line Alternate Firing	4 in line Alternate Firing	4 in line Alternate Firing
<b>Bore and Stroke</b>	1 $\frac{3}{4}$ " x 1 $\frac{1}{2}$ "	2-7/16"x2 $\frac{1}{8}$ "	2-7/16"x2 $\frac{1}{8}$ "	2-7/64"x2 $\frac{1}{8}$ "	2-7/64"x2 $\frac{1}{8}$ "	2-7/16"x2 $\frac{1}{8}$ "	2-7/16"x2 $\frac{1}{8}$ "
<b>Piston Displacement</b>	7.2 cu. in.	19.8 cu. in.	19.8 cu. in.	29.7 cu. in.	29.7 cu. in.	39.6 cu. in.	39.6 cu. in.
<b>Magneto</b>	Fully waterproof — two coils, two condensers, two sets of breaker points			Dirigibly mounted, aircraft type magneto			
<b>Carburetor</b>	Tillotson	Tillotson	Tillotson	Tillotson	Tillotson	Tillotson	Tillotson
<b>Fuel Capacity</b>	Remote fuel tank 3 $\frac{1}{4}$ gal.	Remote Fuel tank 6 gal.	Remote Fuel tank 6 gal.	Remote Fuel tank 6 gal.	Remote Fuel tank 6 gal.	Remote Fuel Tank 6 gal.	Remote Fuel tank 6 gal.
<b>Propeller Protection</b>	Multiple Disc Clutch	Flo-Torq Drive Safety Clutch	Flo-Torq Drive Safety Clutch	Flo-Torq Drive Safety Clutch	Flo-Torq Drive Safety Clutch	Flo-Torq Drive Safety Clutch	Flo-Torq Drive Safety Clutch
<b>Starting</b>	Automatic Rewind	Automatic Rewind	12 Volt Electric Starter plus Automatic Rewind	Automatic Rewind	12 volt Electric Starter and Generator plus Automatic Rewind	Automatic Rewind	12 volt Electric Starter plus Automatic Rewind
<b>Crankshaft</b>	Drop forged alloy steel — integral counterweights — heat treated, hardened, tempered, precision ground bearing surfaces and faces						
<b>Crankshaft Main Bearings</b>	Anti-friction ball and roller bearings — in every Mercury						
<b>Connecting Rods</b>	Drop forged chrome nickel-moly steel, heat treated, hardened, tempered, precision ground to just the right scientific finish; roller bearings on crankpin and wrist pin; precision-machined cap doweled with ground alloy steel bolts.						
<b>Drive Shaft Bearings</b>	Anti-friction ball and roller bearings — in every Mercury						
<b>Propeller Shaft Bearings</b>	Anti-friction ball and roller bearings — in every Mercury						
<b>Safety Steering</b>	360° with neutral	Full feathered for easy steering — will not whip or overcontrol — reduces stress on clamping bracket.					
<b>Co-Pilot</b>	Spring loaded	Spring loaded	Spring loaded	Multiple Disc	Multiple Disc	Multiple Disc	Multiple Disc
<b>Water Pump</b>	Positive displacement at low speed; clog-proof, weed-proof in every Mercury						
<b>Spark Plugs</b>	Waterproofed — operate even when fully submerged						
<b>Powerhead Suspension</b>	Mounted in rubber	Dyna-Float Suspension, with rubber mounts, in shear					
<b>Estimated boat speed*</b>	Slowest troll to 20 MPH	Slowest troll to 32 MPH	Slowest troll to 32 MPH	Slowest troll to 36 MPH	Slowest troll to 36 MPH	Slowest troll to 42 MPH	Slowest troll to 42 MPH
<b>Shift</b>	Push-Button Neutral — with 360° Steering	Forward, Neutral, Reverse — Remote control available	Forward, Neutral, Reverse — Remote control available	Forward, Neutral, Reverse — Remote control available	Forward, Neutral, Reverse — Remote control available	Forward, Neutral, Reverse — Remote control available	Forward, Neutral, Reverse — Remote control available

\*Boat speeds are governed by various factors such as: boat design, length and weight; trim and load; wind, waves, tides, propellers, currents and the skill of the operator.

Specifications are subject to change without notice. Features of Mercury motors are protected by issued or pending patents.

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



*at every compass point  
dependable*

**KIEKHAEFER**  
**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, factory trained 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.

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