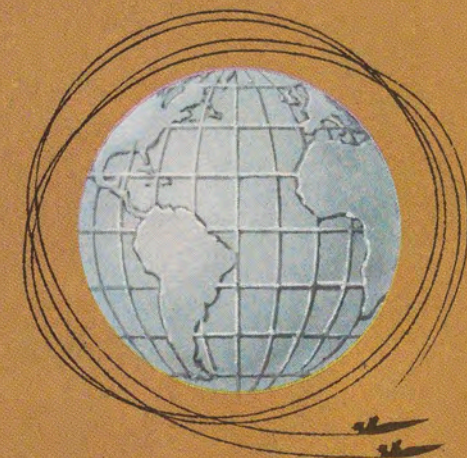


MERCURY
the 50,000 mile outboards



POWERFUL SIXES...FABULOUS FOURS...TRIM TWINS



MARK 78A
70 hp, 6 cyl. in-line
*New World Leader
in Outboard Power!*

MARK 75A
60 hp, 6 cyl. in-line
*New Version of
the Record Breaker!*

MARK 58A
45 hp, 4 cyl. in-line
*Perfect Balance of
Power and Economy!*

MARK 55A
40 hp, 4 cyl. in-line
*You Always Get More
with a Mercury Four!*

MARK 35A
35 hp, 4 cyl. in-line
*The 35 hp Class
has a New King!*

MARK 28A
22 hp, Alternate Twin
*Big Power—Small
Package!*

MARK 15A
15 hp, Alternate Twin
*The Finest Fishing
Motor Ever Built!*

MARK 10A
10 hp, Alternate Twin
*Only "10"
with Automatic Shift!*

MARK 6A
6 hp, Alternate Twin
*Featherweight
Champ!*

MERCURY
the 50,000 mile outboards

So easy to run a child can operate it. Full-Reversing Powerhead makes possible simple one-hand control, faster reversing than old-fashioned shifts. Hydraulic Dyna-Shock Absorbers with Safety Tilt Switch protect boat and motor. Proved in-line design, quiet, dependable.

Bore & Stroke, 2⁹/₁₆" x 2¹/₈". Piston Displacement, 66 cu. in. • Wt., 188 lbs. (Electric) • Safe Operating RPM, 500-6000 • Speed 1-50 MPH

MARK 78A

70 hp, 6 cyl. in-line

New World Leader in Outboard Power!

The first 6-in-line outboard, consumer proved over three years. Easily planes big cruisers which dual installations of some outboards can't. Safe single-lever control, full-reversing powerhead, oversize clamp brackets, trim-tab exhaust cancels propeller torque effect.

Bore & Stroke, 2⁹/₁₆" x 2¹/₈". Piston Displacement, 66 cu. in. • Wt., 185 lbs. (Electric) • Safe Operating RPM, 500-6000 • Speed, 1-48 MPH

MARK 75A

60 hp, 6 cyl. in-line

New Version of the Record Breaker!

Has the features found in the top of the Mercury line—fixed-jet carburetors, oversize clamp brackets, plus the portability (127 lbs.) of smaller outboards. Half the size of some "fifties," better performance too! Merconomizer Throttle Linkage for greatest fuel economy.

Bore & Stroke, 2⁹/₁₆" x 2¹/₈". Piston Displacement, 44 cu. in. • Wt., 127 lbs. • Safe Operating RPM, 500-6000 • Speed, 1-45 MPH

MARK 58A

45 hp, 4 cyl. in-line

Perfect Balance of Power and Economy!

More horsepower than costlier "big bore" twins—with less weight. Four power impulses each turn of the crankshaft, more rugged and quiet than any two-cylinder design. Cruise it, ski it, work it—the new Mark 55A is a terrific buy by any standard! Try it yourself today!

Bore & Stroke, 2⁹/₁₆" x 2¹/₈". Piston Displacement, 44 cu. in. • Wt., 125 lbs. • Safe Operating RPM, 500-6000 • Speed, 1-42 MPH

MARK 55A

40 hp, 4 cyl. in-line

You Always Get More with a Mercury Four!

Check performance, economy, weight or price—no other "35" is close to the Mark 35A! The Mark 35A trolls smoothly as a canoe on a millpond . . . and at full throttle gives performance unmatched in its class. Thunderbolt powerhead is proved by millions of care-free boating miles.

Bore & Stroke, 2⁷/₁₆" x 2¹/₈". Piston Displacement, 40 cu. in. • Wt., 123 lbs. • Safe Operating RPM, 500-6000 • Speed, 1-40 MPH

MARK 35A

35 hp, 4 cyl. in-line

The 35 hp Class has a New King!

From a troll to 34 mph, no other motor has so many features: Glide-Angle Design slips through weeds, over obstructions. Automatic Transmission one-hand control. Prop-Jet Exhaust submerges noise fumes. Dyna-Shock Absorbers, Single Lever Remote Control optional.

Bore & Stroke, 2⁹/₁₆" x 2¹/₈". Piston Displacement, 22 cu. in. • Wt., 88 lbs. • Safe Operating RPM, 500-6000 • Speed, 1-34 MPH

MARK 28A

22 hp, Alternate Twin

Big Power—Small Package!

The Mark 15A was built for fishermen who wanted a motor for bigger, safer boats. Trolls at less than 1 mph, yet delivers speeds up to 29 mph. Patented Glide-Angle Design, Prop-Jet Exhaust; Automatic Transmission eliminates gear shifting, gives complete one-hand control.

Bore & Stroke, 2¹¹/₃₂" x 2¹/₈". Piston Displacement, 18.5 cu. in. • Wt., 83 lbs. • Safe Operating RPM, 500-6000 • Speed, 1-29 MPH

MARK 15A

15 hp, Alternate Twin

The Finest Fishing Motor Ever Built!

Automatic Transmission! Twist the grip one way for forward—the other way for reverse! The farther you twist, the faster you go! Easy to operate, it's the world's most efficient "10", with plenty of power for big loads plus weedless Glide-Angle Design, Prop-Jet Exhaust.

Bore & Stroke, 2¹¹/₃₂" x 2¹/₈". Piston Displacement, 18.5 cu. in. • Wt., 77 lbs. • Safe Operating RPM, 500-6000 • Speed, 1-26 MPH

MARK 10A

10 hp, Alternate Twin

Only "10" with Automatic Shift!

Carry it with one hand! Only 46 pounds, the only small outboard with Push-Button Drive! One finger's touch puts it in drive. Trolls at a snail's pace or planes a small boat up to 20 mph. Another touch for "stop". Safe, non-pressurized fuel system with 3¹/₄ gal. remote tank.

Bore & Stroke, 1³/₄" x 1¹/₂". Piston Displacement, 7.2 cu. in. • Wt., 46 lbs. • Safe Operating RPM, 500-6000 • Speed, 1-20 MPH

MARK 6A

6 hp, Alternate Twin

Featherweight Champ!

World Record Line ... for '59!

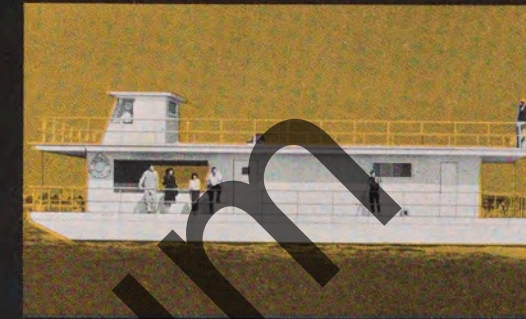
Here's the world's finest line of outboard motors—backed by the experience of 20 years of unquestioned engineering leadership, distinctive styling with a classic beauty that survives age. From Cameron Waterman's first production outboard in 1905 right up to the present day, no other line has ever offered so much value in measurable terms of horsepower per dollar, per pound, per cubic inch and miles per gallon! Plus the quietest outboards you ever heard!

MERCURY

the 50,000 mile outboards

WORLD RECORD DEPENDABILITY,

POWER AND PERFORMANCE!



Mercury Outboards take first 10 places to win world's longest marathon, New Orleans to St. Louis in 29 hours, 29 minutes. First place winners, Byron Pool and Lonnie Kirkpatrick shown with trophy.



Mercury is the only outboard in the world with 50,000-mile dependability—demonstrated by two Mercury powered runabouts, each completing a continuous endurance run supervised, timed and certified by the United States Auto Club!

Three Mercury Mark 75's power the world's largest houseboat—sixty feet of luxury.

Two Mercury Mark 78's plane the world's largest outboard cruiser—displacing nearly four tons!

In 1958, a production model 60 hp Mercury 6-cylinder powerplant set the world speed record—averaging 107.9 mph! Run sanctioned by the American Power Boat Association, certified by the Union of International Motorboating.

MERCURY HORSEPOWER RATINGS

are advertised in terms of standard horsepower determined in accordance with the requirements of the Society of Automotive Engineers Gasoline Engine Test Code. This means they are safe, continuous duty ratings—not flash peak ratings—so Mercurys can deliver their full rated horsepower anytime, all the time.

EXCLUSIVELY YOURS IN EVERY MERCURY!

Anti-friction ball and roller bearings at every turning point from connecting rods to propeller shaft for easier starts, smoother idle, more power delivered to the prop, longer operating life. NO SHEAR OR DRIVE PIN WORRIES ON ANY MERCURY . . . THERE SIMPLY ARE NONE!

① VARI-TIMED® VALVES

eliminate manifolds, complicated carburetion and induction systems, provide perfect crankcase sealing. For automatically correct valve opening and timing at any speed. Backfire-proof.

② HYDRAULIC DYNA-SHOCK ABSORBERS

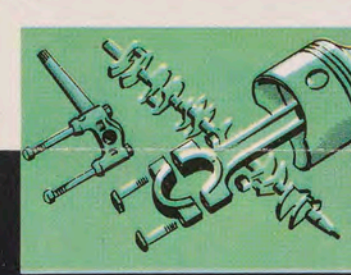
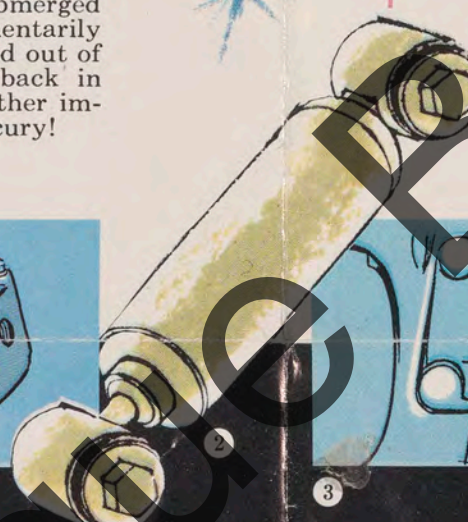
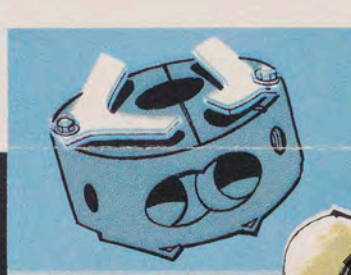
automatically snub upward swing of motor kicked out of water by submerged objects. Safety Tilt Switch momentarily cuts ignition when motor is tilted out of water, restores ignition when back in normal operating position. Another important safety "first" by Mercury!

③ DYNA-FLOAT SUSPENSION

floats engine on live rubber mounted in shear, as in aircraft, so vibration never reaches your boat. It means quiet, smooth operation—with no steering wobble during turns as with some suspension systems.

④ DROP FORGED CONNECTING RODS AND PISTONS

Rods are chrome nickel-moly steel, forged and heat treated. Rod ends and rod caps are precision matched and precision machined, have extra-wide shoulders with faces precision ground to a high degree of flatness, for long service life and high mileage dependability. Pistons are forged aluminum, top swivel yokes are forged steel.



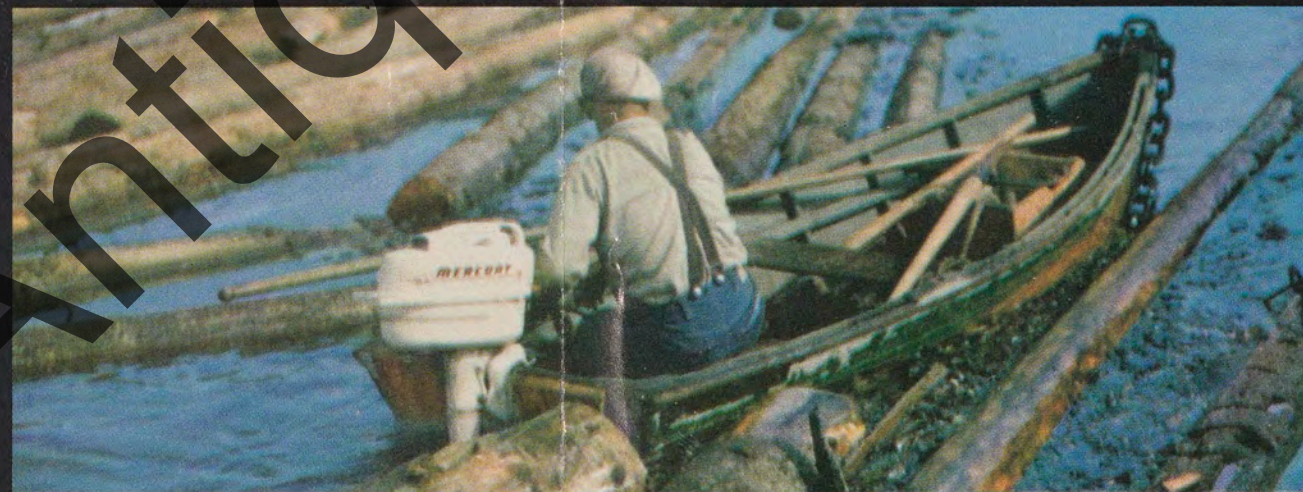
OWN YOUR MERCURY NOW—the easy way! 10% Down—up to 24 months to pay!



MERCURY MARK 35A



① MERCURY MARK 6A

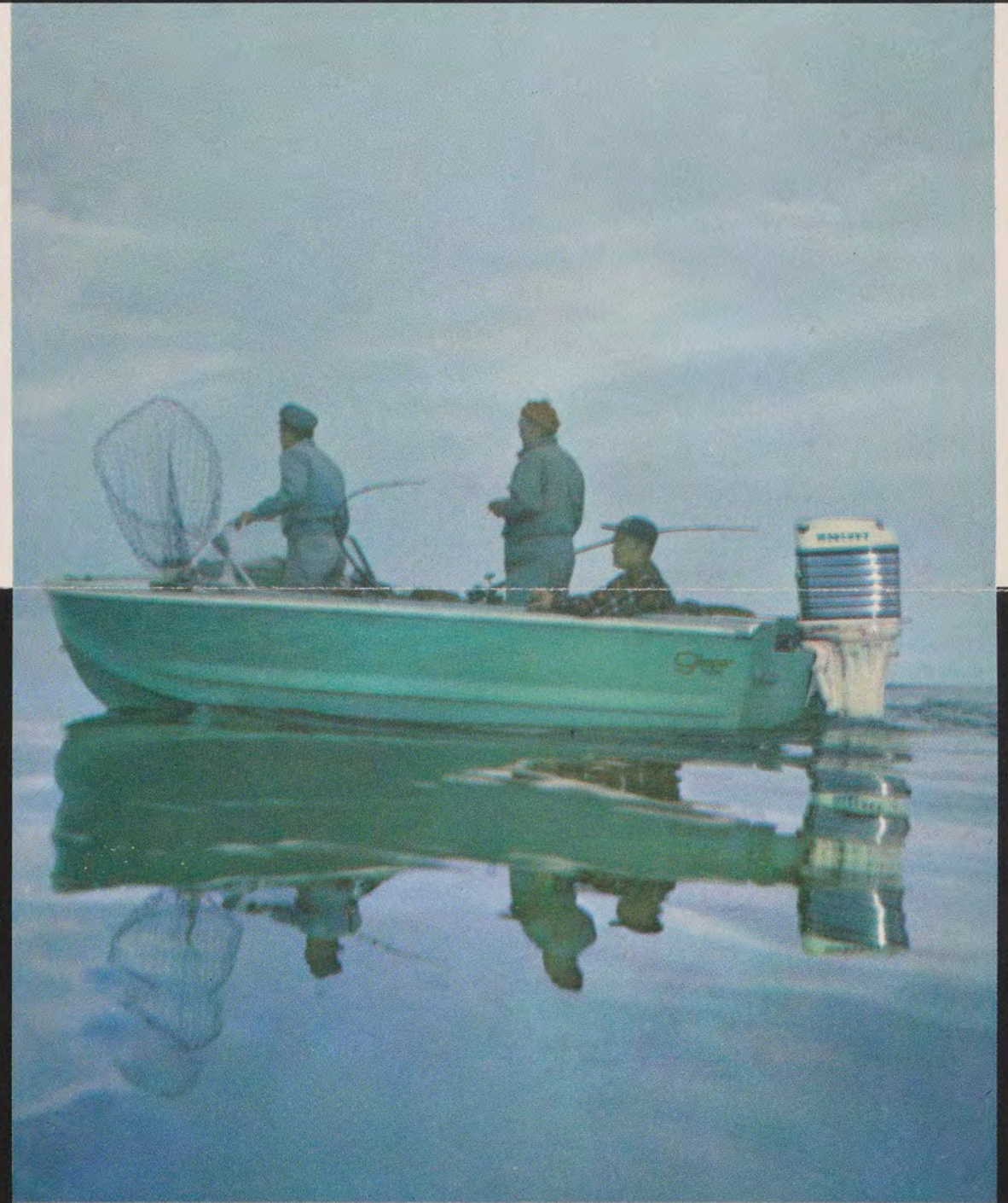


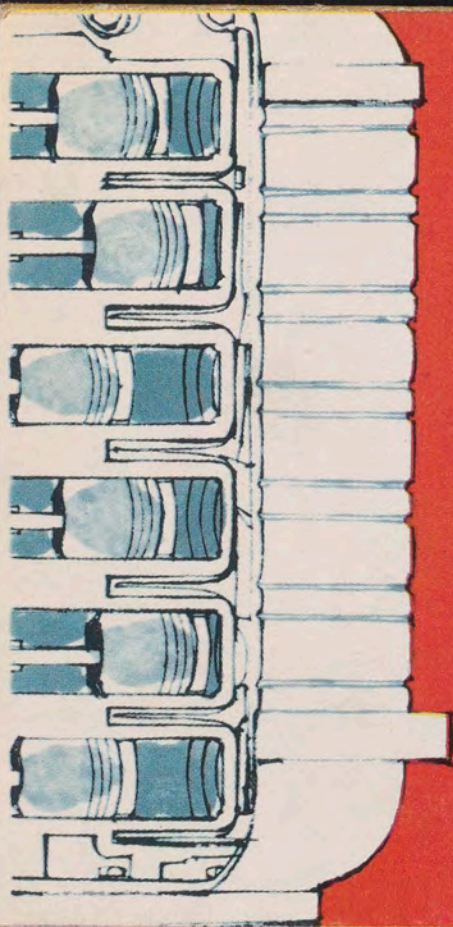
④ MERCURY MARK 78A

MERCURY WORLD RECORD OUTBOARDS

Of the 131 international outboard records recognized by the Union of International Motorboating, Mercury engines hold 62—over twice as many as any other make!

Winner of all leading marathons for nine straight years, this is record-book proof of the stamina, reliability and built-in reserve power found in every Mercury!





MERCURY'S IN-LINE ENGINES

Mercury's decision in favor of in-line design is backed by broad experience in V-4's, opposed fours, big bore twins and V-twins...designed, built and tested by Kiekhaefer to prove the best design for Mercury outboards. Experience showed that only the in-line, small bore, short stroke, engine was light, compact, smooth, quiet and efficient enough to deliver all the benefits you wanted in big outboards! Today, in-line engines hold most of the world's major automobile racing and endurance records, power the world's finest automobiles, trucks, trains, tractors and ships. Mercury Outboards are IN-LINE BY DESIGN—right down the line!



Prices, colors, specifications and equipment subject to change without notice.



Litho in U. S. A.