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All new "Super Silent Six" — with Twin-Grip Synchronized Spark and Throttle Control. Weighs just 42 pounds!

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SUNSET ORANGE

TAN

FLORIDA BLUE

SAND

MERCURY GREEN

SILVER

### **1955 TO BE MOST COLORFUL YEAR IN HISTORY**

It all began as the new model cars started to appear on the showroom floors. Then at the annual Motor Boat Show in New York the manufacturers of Mercury Outboard Motors displayed their motors in full color. Boat manufacturers followed by painting their boats in various shades, and now the tire manufacturers are coming out with colored tires to match your car. A recent flight over the Nash plant at Kenosha, Wis., revealed a sight

that would put the Easter Rabbit to shame — hundreds of new cars waiting shipment, looking like a basket of Easter eggs on the ground. Some say color isn't here to stay, but look around you — at the new colors for cars, houses, boats, clothing, appliances... at the new Mercurys that have taken outboards out of the dark ages and put them into the bright, beautiful age of color — and you know color is here, and will stay!

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MADE IN U.S.A.

# Mercury Outboard Model Year Guide

**Guillaume Favre**



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