



## *EXTRA FUN... a cinch to run!*

Take to the water! Have fun with an Oliver . . . really new from prop to powerhead. Beautiful . . . distinctively styled in Marlin Grey and Beach White with a choice of red, blue, or yellow shrouds on the 35! Reliable . . . exclusive features to assure easy, efficient and relaxed boating. Power . . . tests prove they exceed their ratings! A full line . . . to please boating preferences and budgets: 6 HP—16 HP\*—35 HP Olympus. Relax and play with the Oliver of your choice, ready now!

\*Optional electric starter. Write for new 4-color literature

# **OLIVER**

*outboards for*

# *1958*



**OLIVER OUTBOARD MOTORS** 410 E. MICHIGAN, BATTLE CREEK, MICHIGAN



*Division of the Oliver Corp., Mfgs. of the finest Farm and Industrial Equipment*

See them at the Boat Shows. New York—Coliseum, Jan. 17-26; Chicago—International Amphitheater, Feb. 7-16

**OLIVER**



***Outboard  
Motors***

**AUTHORIZED DEALER**



**OLIVER**  
*Challenger*  
5 1/2 h.p.

# widest operating range

## WITH GEARSHIFT

The Challenger gives you the slowest troll known to the fishing world, yet it can be stepped up to 18 m.p.h. to take you quickly to the fishing site in a matter of moments. The 5 1/2-horse motor offers fun on the water for the family too, because of its wide cruising range. The Challenger is equipped with full forward, neutral and reverse gearshift and has Synchro-Matic remote control attachments and a Tenda-Matic remote fuel tank.

Five and one-half O.B.C. certified horsepower.



SLOWEST TROLLING SPEED

FAMILY CRUISING

### Your best outboard value:

The harmonious performance of Oliver Outboard Motors is no surface achievement. It is the direct result of efficient balancing of the entire unit. The coordination of many basic engineering factors make for quietness, smoothness, easy starting, economy and convenience. All parts of the Oliver Outboard Motors are interrelated to give you a perfect functioning motor. This is why if you buy your outboard with an X-Ray eye, you'll buy Oliver.

**SEND FOR BEAUTIFUL NEW FREE BROCHURE**

Oliver Outboard Motors reserves the right to make changes in design, specifications, color and price at any time.

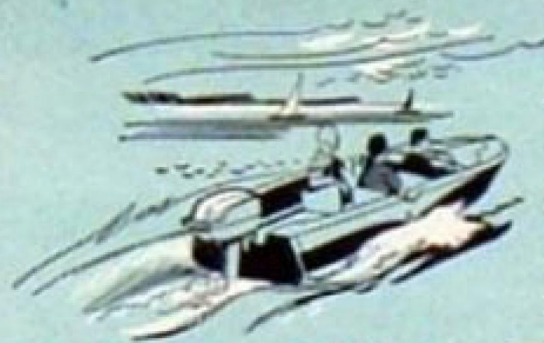
*America's great new outboard . . .*



**OLIVER**  
*Commander*  
15 h.p.

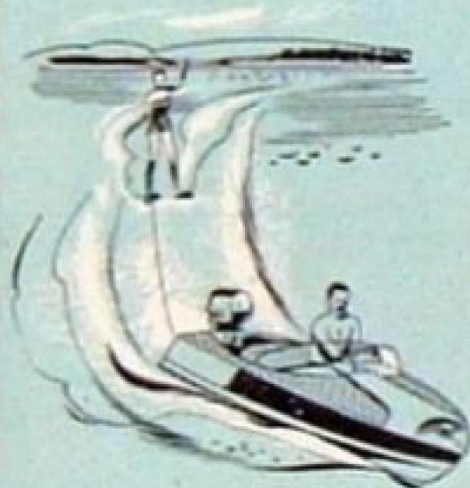
Every inch quality engineered to give you easy starting and ultra-smooth operation at all speeds.

**OLIVER OUTBOARD MOTORS** 112 S. McCamly St., Battle Creek, Mich.

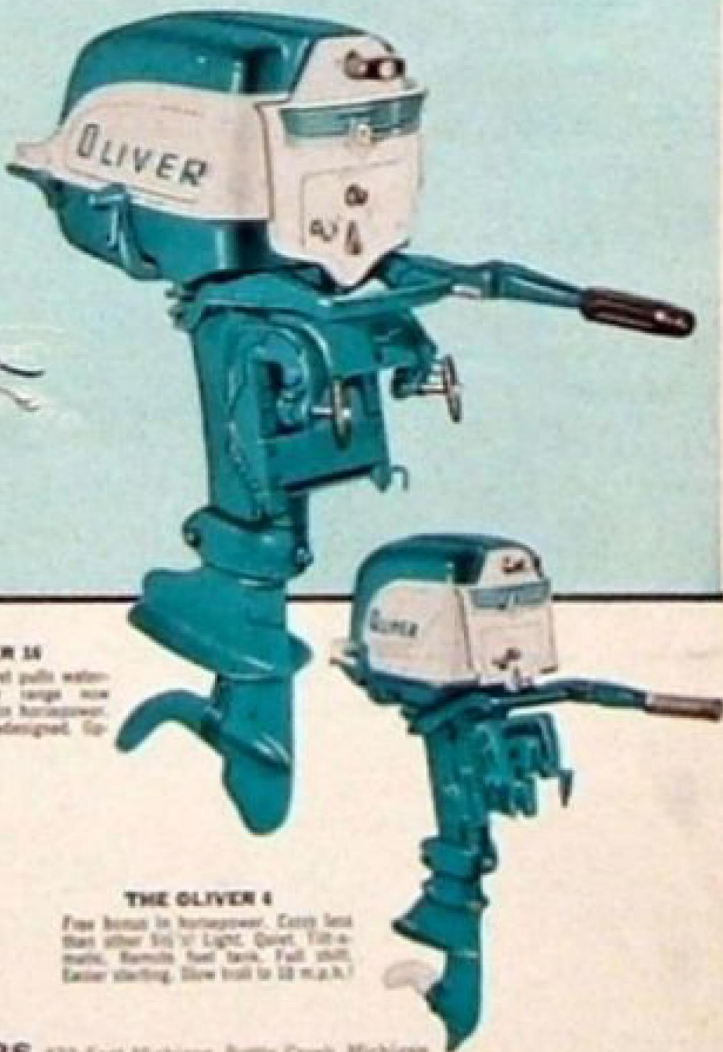


*Make  
every week-end  
a vacation*

# BUY AN OLIVER



You and your family want to have fun! And that is why Oliver Outboard Motors deserve your attention now. Every week-end this summer . . . an average of 52 days . . . plus two or more weeks of vacation will bring you and your family hundreds of hours of trouble-free fun and healthy relaxing adventure on favorite waterways. Fishing, water skiing, cruising, swimming, skin-diving, exploring and picnicking are just a few of many ways to make every week-end another wonderful family vacation with OLIVER OUTBOARD MOTORS. Oliver dealers are listed in the Yellow Pages . . . offer big trade-in allowances!



### THE OLIVER 25

Easily removable and portable power head! Electric starter, generator, battery standard! Automatic gasket valves! More power at grip! Deluxe styling and accessories.

### THE OLIVER 15

Treads at small's pace, yet pulls water-skiers! Widest power range now available. Bonus burst in horsepower. Economy. Thoroughly redesigned. Optional electric starting.

### THE OLIVER 4

Free bonus in horsepower. Carry less than other 5 1/2'! Light, Quiet, 100-watts, Remote fuel tank, Full shift, Easier starting. Slow trail to 12 m.p.h.!



Send now for  
**FREE** full color catalog



**OLIVER OUTBOARD MOTORS** 432 East Michigan, Battle Creek, Michigan

Division of the Oliver Corporation, Manufacturers of the Finest in Farm and Industrial Equipment.



*Fishermen*

Go fast to get there

go slow to catch 'em

*Make every  
week-end  
a vacation*

Nowadays, you cover a lot of water to catch your limit! For that you need the most versatile of motors . . . the OLIVER 16! Creeps for trollers, yet matches your eagerness to get from one favorite fishing spot to the next . . . fast! Progressive Oliver engineering gives you this exceptional power range, plus optional electric starting, full shift, hundreds of hours of extra life, and economical operation. Make an unusual trade-in deal at your Oliver dealer now. He's listed in the Yellow Pages. And see the new 6 and 35, too. Oliver Outboard Motors are made for all-around family fun, so make every week-end a vacation with an Oliver.



**OLIVER OUTBOARD MOTORS, 430 East Michigan, Battle Creek, Michigan**

Division of the Oliver Corporation, Manufacturers of the Finest in Farm and Industrial Equipment

Send now for  
*FREE* full color brochure  
on new Oliver line.



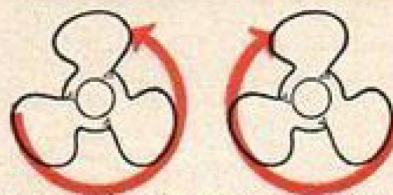
# OLIVER

## TWINS WITH A NEW TWIST\*



exclusive counter-rotation

Twins aren't new, but counter-rotating twin outboards are! Oliver is the first to offer matched counter-rotating 35 hp units, a 70 hp power package that gives you these advantages:



Complete literature on request.

CAR-LIKE STEERING • CAT QUICK ACCELERATION • BIG LOAD POWER  
DOUBLE MOTOR SAFETY • DEFINITE FUEL SAVINGS • KEY SWITCH  
ELECTRIC STARTING • SINGLE LEVER SPEED AND SHIFT CONTROL



**OLIVER OUTBOARD MOTORS**

110 S. McCAMLY STREET, BATTLE CREEK, MICHIGAN  
Division of The Oliver Corporation

# EXTRA FUN



*a cinch for you to run!*

Relax . . . and really enjoy fishing . . . with a 1958 Oliver 6 hp motor! Rely on an Oliver for easy starting, smooth running and simple operation. It's an unbelievably slow-trotter with plenty of "zip" when you call for it. Want that "forward-thrust" look? Oliver has it! And colors are new too . . . rich Marlin Grey and Beach White. Be distinctive! Be smart! Buy Oliver in '58.

**OLIVER'S  
TILT-A-MATIC**



*Just twist the dial when you decide,  
to change your ride from rough  
to glide!*



**OLIVER FOR '58—6, 16, 35 HP OLYMPUS**

*Write for full-color literature.*



**OLIVER OUTBOARD MOTORS**

*Division of the Oliver Corp., Mfgs. of the  
finest Farm and Industrial Equipment*

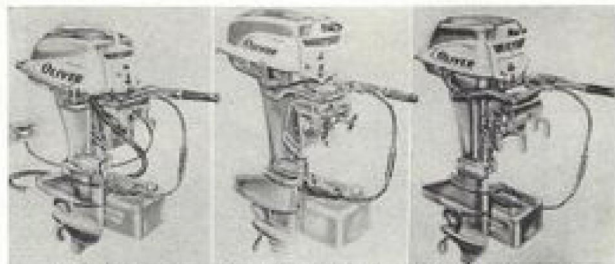
420 EAST MICHIGAN  
BATTLE CREEK, MICH.



# Oliver

Presentation of a new two-piece 35-hp. motor with removable power head highlights the new product activity at the Battle Creek, Mich., headquarters of the Oliver Corporation's outboard motor division.

Oliver officials are contending that exhaustive research and engineering application have resulted in a '57 line which comprises "the only completely new outboard motors on the market" ranging from 5½ to 35 in horsepower ratings.



*The Oliver 35 on the left, 15 center and 5½ on the right spark Oliver Corp.'s newest line.*

In an effort to achieve for its motors a natural, as opposed to an artificial, quiet, Oliver engineers introduced such noise-muting features as automotive-type poppet valves; special ball and roller bearings, each intended to perform a specific job; complete underwater exhaust; scientifically-designed intake baffles; six-point installation of rubber shear mountings, and sound-deflecting motor shrouds.

The automotive poppet valves, available only with the 35, are also said to provide extra torque power at low rpm and to effect savings in fuel usage. Their quieting tendencies are aided by resilient valve seats which operate on their anti-noise campaign using no air intake silencers.

Judged a success through its use with Oliver's 5½ and 15 motors, the Dura-Drive lower unit construction was made a part of the 35-hp outboard because said construction has made the larger motor easier to carry and less vulnerable to weather damage and theft.

The principle of the Dura-Drive embraces a reduction in moving parts, with the following announced results: maintenance reduction; longer life; less vibration; lighter weight, and a slash in fuel expenditures by reason of the fact that a greater proportion of the generated power winds up at the propeller where it does the most good.

Still further fuel savings are possible because the lower unit's swept lines contribute to greater stability, more efficient rudder action, and drag reduction.

Cold-weather starts shouldn't be such a bugaboo any more, in the opinion of Oliver experts, when the 12-volt electrical system is put to use. The system — standard equipment with the 35 but optional with the 15 — includes battery, generator, and a starter which has been converted from a two- to a four-field mechanism with faster turnover on frigid days its aim.

Available solely with Oliver motors is the Tilt-a-matic feature which enables the boater to increase or decrease the angle between boat and motor, even though the motor is purring full-throttle.

The front of the motor is the site of the Tilt-a-matic on the 5½-hp Oliver, but the 35's size requires a little more complex arrangement. To effect an adjustment, a boater need only slide out the spring-loaded knurled knob at the side of the motor, turn it in the proper direction, then allow it to return into one of 11 possible positions.

Among other equipment standardly assigned to all sea green-and-gull white Olivers are centrally-located controls and twist-grip controls for simultaneous determination of speed and direction when remote controls are not in use; Tend-a-matic fuel tanks, of six-gallon capacity with the 15 and 35 and half that size with the 5½, and full forward-neutral-reverse shifting systems without any holding linkage to impede their operation.

For special applications such as auxiliary cruiser power and commercial needs, lower unit extensions are manufactured for use with the 15 and 35.

**For More Information Write No. 871 on "More Data Card"**



MORE **V.P.H.\*** IN '56

WITH NEW OLIVER OUTBOARD MOTORS !

New Oliver Outboard Motors for 1956 really offer more value per horsepower in quiet, sure power, exclusive features, style and safety.

MORE V.P.H. with Oliver exclusive Tilt-a-matic . . . Adjust "ride" while moving at any speed for Oliver "Glide-Ride" under all water and load conditions. MORE V.P.H. with OLIVER Dura-Drive exclusive Lower Unit . . . Streamlining means better action! Fewer moving parts mean simpler maintenance, longer life, less vibration, more power at the propeller. MORE V.P.H. with OLIVER Distinctive Styling . . . New Deep Sea Green and Gull White color plus simplified features highlight Oliver distinctive styling. MORE V.P.H. with Oliver Silencing Features . . . Quiet? Naturally! It's precision engineered! Rubber shear mountings, underwater exhaust, intake baffle silencers, too!

\* ( Value per Horsepower ) Write for colorful 1956 catalog.



**OLIVER** OUTBOARD MOTORS

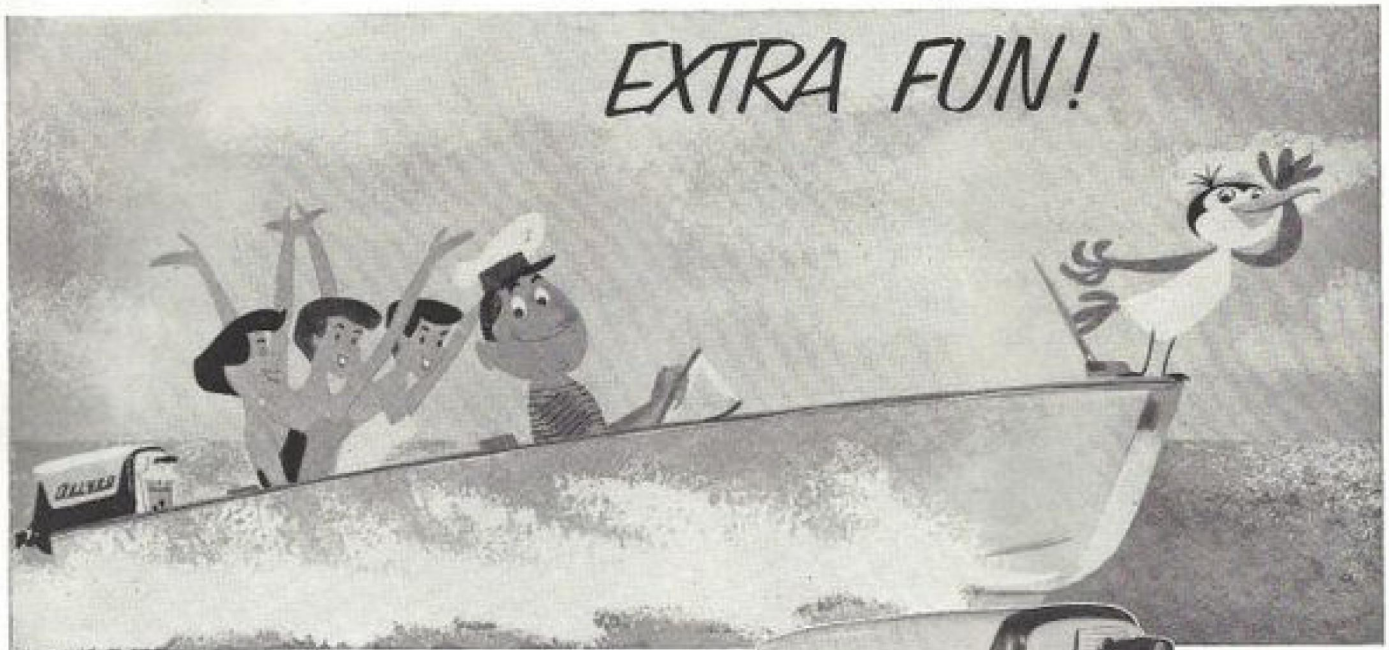
136 S. McCamly St.  
Battle Creek, Mich.

Division of The Oliver Corporation, Manufacturer of the Finest in Farm and Industrial Equipment.

It's a cinch to sell an **OLIVER**

... 'cause it gives the buyer

**EXTRA FUN!**



There's an OLIVER  
for every boating need



OLIVER  
6



OLIVER  
16



OLIVER  
35

Give the customer what he wants! A choice of motors to suit his boating preference . . . new in colors and style and all complete with advanced and exclusive features that do away with work and trouble, result in extra fun!

Oliver gives you motors that are different . . . motors with extra selling power . . . motors that easily convince customers that they have the advantage over others. And all of this is yours alone . . . to sell in your own exclusive territory . . . to share with no competitor!

Oliver is prepared to get you off to a fast and profitable start for 1958 season with an outstanding and unique national advertising program, everything to help you with a powerful local campaign, and financing to help you stock now . . . everything any ambitious dealer needs to make it a cinch for him to go places fast in outboard sales. Write us now, or send in the coupon below.

PLEASE SEND ME complete information on Oliver franchise opportunities.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**OLIVER OUTBOARD MOTORS**

400 East Michigan, Battle Creek, Michigan  
Division of the Oliver Corporation, manufacturers of the  
finest in farm and industrial equipment.





1968  
OLIVER  
35 H.P.




Choice of Color

## You get extra fun... 'cause an OLIVER'S a cinch for you to run!

There's nothing like boating to chase your cares away... and there's nothing like an Oliver to help you enjoy it to the full. For Oliver outboards for 1968 are here from price to powerhead... packed with conveniences and extra power. Best of all... each motor—8, 15 or 35 h.p. is completely dependable. So, whether you want to spend the day... skimming over clear waters, as Henry Cooper of Cypress Gardens, Florida, is doing... lazily drifting down a winding river after a record bustle of going nowhere in particular in your new cruiser... the Oliver of your choice will do the work... all you do is relax and play. See these trim, smart beauties at your Oliver dealer as soon as you can. There's a load of fun awaiting you with your new Oliver... ALL FUN.

Write for more motor literature

 **OLIVER OUTBOARD MOTORS** Division of the Oliver Corp., 3830 N. of the Beach Drive and Industrial Equipment

U.S. WOMAN BATTLE CROWN WOMAN



See the new 1968 OLIVER 8, 15 and 35 h.p. at the shows, New York - Coliseum - January 17-20;  
Chicago - International Amphitheater - February 7-10; San Francisco - Cow Palace - February 28-March 9

## Oliver Outboard Motors



*Knifing through the blue waves at full power in their sleek Aristo Craft, powered by the mighty Oliver 35, this couple is headed for adventure.*

OLIVER OUTBOARD MOTORS, Battle Creek, Mich. division of the Oliver Corp. has introduced its new Dura-Drive system as one of a host of new developments in its 1958 motor line. Heart of this system, said to result in both improved performance and easier servicing, is the gear assembly — compact enough to be held in one hand.



*The Oliver 6's ease of servicing is demonstrated here as this young skipper releases the hood-catch, allowing her to remove the entire motor hood.*

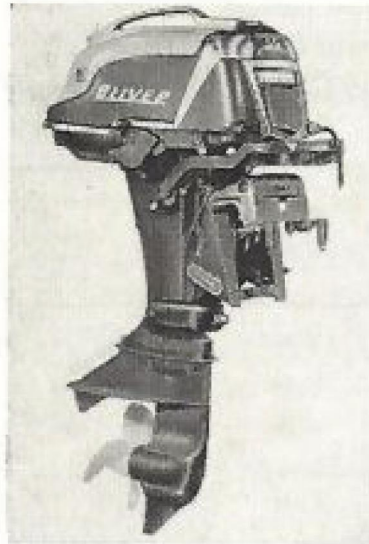
Other features cited by the company for its new Dura-Drive system include permitting use of a simpler, more positive shifting arrangement; improved design of the water inlet with resulting good operation in forward and reverse; use of better seals that are more easily and accurately fitted since they are installed after the gear train, and improved design of the underwater

exhaust arrangement.

New colors decorate this New Year's line. A striking combination of Beach white and Marlin grey are the principal external changes in the 1958 line. In addition, the six horsepower model features entirely new lines, company officials announced. The 35 hp Oliver offers Beach white, Sunset red, Riviera blue and Tahiti yellow as color options.

New lines of the six horsepower Oliver are said to be based on the sheer line design of the increasingly popular "forward look." The top of the motor is thrust forward, the lower portion of the hood jutting to the rear. Both the six and 35 hp models have the Tilt-A-Matic motor angle adjustment designed to enable operators to maintain control of motor angles from within the boats without tilting motors.

The aircraft-type ignition system features on the new Oliver 35 reportedly offers the advantages of low-tension, high-energy of the aircraft-type system. The system provides both AC and DC ignition requirements. It's



*Oliver 35*

said to be compact and versatile, acting as a generator to provide electrical energy for accessories. Among the principal advantages listed by Oliver is increased spark plug life, brought about by a reported reduction in the rate of plug erosion and improved qualities of resistance to heat and moisture. Still another advantage cited by the company is that the balanced circuit used provides high voltage only in short, high-tension leads between transformer coil and plug to provide maximum ease of starting with a minimum of electric stressing.

Oliver's Mix-Matic fuel tank is said to automatically proportion oil and gasoline in an accurate ratio even though some fuel remains in the tank when it is filled. It's standard with 16 hp and 35 hp motors, optional with the Six. Siphon-principle fuel pumps are featured again on all Oliver motors; these do not require pressurized fuel tanks, Oliver officials pointed out.

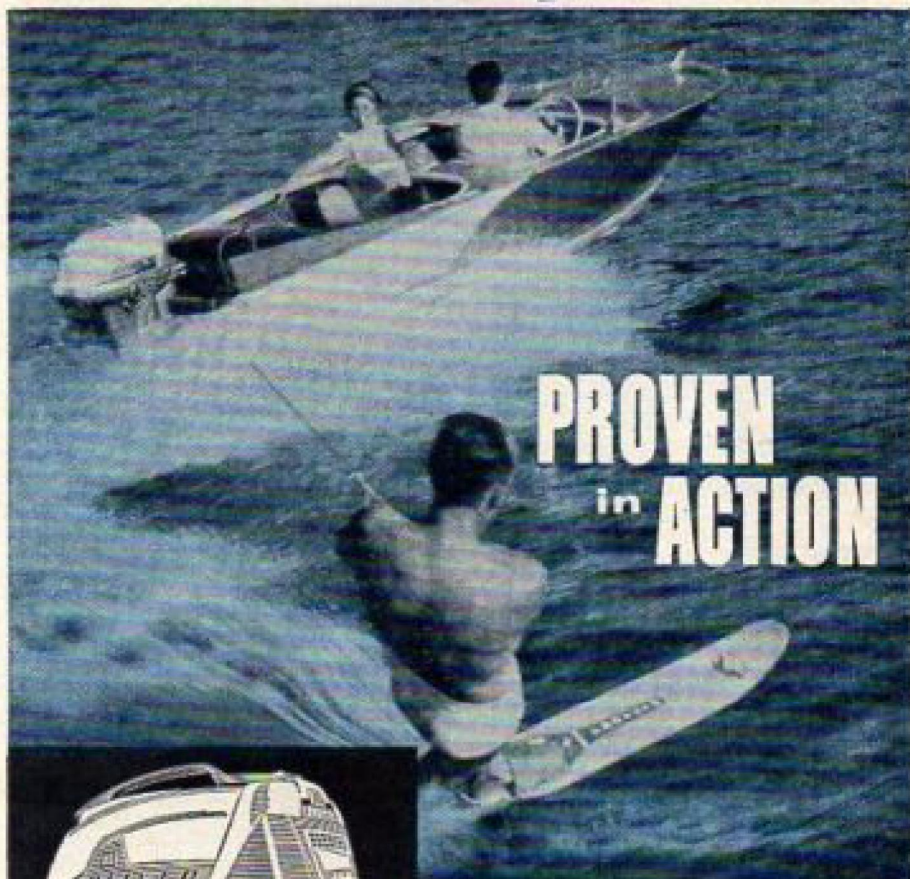
Another engineering feature with which Oliver credits the 35 is the incorporation of automotive-type poppet valves, said to provide easier starting, better fuel injection and improved economy of operation. It also permits reduction in motor size, according to the company.

Use of the valves also has resulted in better speed control throughout the motor's range, say officials, from idle through the "top end" high speeds.

Lower unit extension for higher transoms are available on all motors in Oliver's 1958 line, creating a new versatility. Owners of larger cruisers and commercial users as well as owners of new boat models now being produced with 20" transoms will provide the principal market for the extensions, according to the manufacturer.

**For More Information Write No. 687 on "More Data Card"**

# OLIVER 35 hp\* for '59



## OLIVER EXCLUSIVES

- Magneto Alternator
- Dura-Drive Lower Unit
- Automotive Type Valves
- Tilt-A-Matic Adjustment
- Mix-Matic Fuel Tank
- Tilt-Up Locking Lever

Be careful of gas-gobbling heavyweights! For a pleasingly low fuel cost, a high-compression Oliver 35 furnishes brawny speed and load-carrying capacity... ideal for skiing, cruising and fast runabout service. The Oliver 35 at its standard price includes many features that others do not offer even at extra cost! And it's been proven in action for peak performance! Write for complete information on Oliver 1959, 6, 16 and 35 hp motors.

\*CBC Certified @ 4500 rpm

**JOHN ROBERTSON of Tampa says:** "Our Oliver 35 performed with 100% dependability... Pulling me on one ski non-stop for 50 miles, it used less than four gallons of fuel per hour!"

**JIM ROE of Wheaton, Ill., says:** "We use two Oliver 35s to power our 19' cruiser. There's no hesitation when we shove the throttles forward, and we've been pleasantly surprised at how seldom we head for the gas dock."

*See the new 1959 Oliver 35, 16 and 6 hp motors at the New York, Chicago and San Francisco Boat Shows.*

# OLIVER

## OUTBOARD MOTORS



110 S. McCAMLY STREET, BATTLE CREEK, MICHIGAN  
Division of The Oliver Corporation



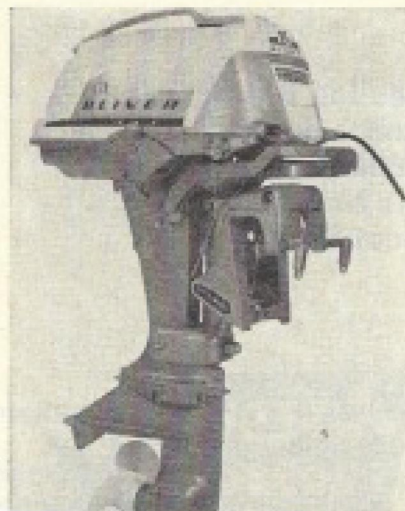


*Oliver's 6-hp. motor is painted green and beach white*

**OLIVER FEATURES ENGINEERING REFINEMENT.** Engineering advances reflecting boatmen's wishes and a new scheme of colors are featured in the 1959 line of Oliver outboard motors. Six, 16 and 35-hp. models will be available.

Among the mechanical modifications are an improved ignition system, use of nylon bearings on all external throttle controls and refinement of basic castings to provide for operation in extremely rough water.

Each model has its distinctive color of baked, high-gloss metallic paint: the 35, gold and beach white; the 16, copper and beach white and the 6, green and beach white. Specifica-



*The Olympus 35 by Oliver has improved ignition*

tions of the paint are said to be based on extensive fresh and salt water testing.

Oliver will present a new model of their Bendix-Scintilla ignition system on the 35 Olympus model. The new system is said to provide 18 kv. at full throttle and as much as 25 kv. at trolling speeds. This is claimed to be sufficient for ample spark under all conditions.

Troubles encountered with ordinary bearings in salt water use prompted the change to Nylon bearings on external throttle controls.

Prices of the 1959 Oliver models are substantially the same as those of last year's motors.

*THE OLIVER CORP., OUTBOARD MOTOR DIV., 108 S. McCamly St., Battle Creek, Mich.*

Today's Smartest  
Tomorrow's Dream - - - Shell Lake



*Rocket*

Designed to the boater's taste . . . a deluxe runabout with new Multiple-Keel Bottom . . . all-Shelglas<sup>®</sup> construction, too!

**Shell Lake Boat Co.**

Shell Lake, Wisconsin

See this smart boat at your Shell Lake Dealer's today.